

**CITY COUNCIL AGENDA ITEM**  
CITY OF SHORELINE, WASHINGTON


<b>AGENDA TITLE:</b> City Council 2007-2008 Goals
<b>DEPARTMENT:</b> City Manager's Office
<b>PRESENTED BY:</b> Robert L. Olander, City Manger

**PROBLEM/ISSUE STATEMENT:**

The City Council adopted general goals for 2007-2008 on June 26 (attachment A). The next step in the process is for staff to develop more specific strategies and timelines for implementing these goals and to review these with Council. In developing the strategies and timelines the Department Directors reviewed available staff resources, current financial projections, on-going Council goals, state and federal mandates, and daily program and work load obligations. This results in what we are recommending as a balanced and realistic program to accomplish the adopted Council goals.

**RECOMMENDATION**

It is recommended that the City Council review and discuss the attached work plans.

Approved By: City Manager  City Attorney \_\_\_\_\_

- Attachment: A. City Council 2007-2008 Goals  
B. City Council 2007-2008 Work Plan  
C. Implementation Strategies and Milestones

**CITY COUNCIL GOALS**

**2007-2008**

**Complete the projects approved in the 2006 Parks Bond**

**Implement the Economic Development Strategic Plan**

**Implement an affordable civic center/city hall project**

**Complete the Aurora improvements from 165th to 205th Streets including, but not limited to, sidewalks, drainage and transit**

**Develop a comprehensive housing strategy**



**Create an "environmentally sustainable community"**

**Provide safe and affordable transportation options to support land use plans including walking, bicycling, transit and vehicular options**

**Develop a Fircrest master plan in partnership with the state**

**Increase emergency preparedness training and education**

**Goal No. 10**

**Increase opportunities for all residents, including our youth, to get more involved in neighborhood safety and improvement programs**



# CITY COUNCIL WORKPLAN 2007-08

## **Goal No. 1: Complete the projects approved in the 2006 Parks Bond**

- Acquire bond issue properties
- Develop park plans
- Construct improvement

## **Goal No. 2: Implement the Economic Development Strategic Plan**

- Implement Small Business Assistance Plan
- Work to redevelop Aurora Square/Westminster
- Facilitate planning for 175th/Aurora properties
- Develop Ridgecrest Neighborhood plan

## **Goal No. 3: Implement an affordable civic center/city hall project**

- Adopt delivery method, public process and schedule
- Select development team and negotiate agreement
- Finalize design and development agreement

## **Goal No. 4: Complete the Aurora improvements from 165th to 205th Streets including, but not limited to, sidewalks, drainage and transit**

- Finalize preliminary design and environmental review
- Complete final design
- Initiate right-of-way acquisition

## **Goal No. 5: Develop a comprehensive housing strategy**

- Develop workplan and citizen involvement process
- Finalize alternative strategies
- Complete draft plan
- Review and adopt final strategies

## **Goal No. 6: Create an “environmentally sustainable community”**

- Develop a National Resources Management Plan
- Complete Forest Management Plan
- Develop options for a Green Street Demonstration Project
- Adopt advanced stormwater standards for Aurora II
- Update Stormwater Management Manual and standards

**Goal No. 7: Provide safe and affordable transportation options to support land use plans including walking, bicycling, transit and vehicular options**

- Develop “Town Center” plan
- Continue construction of priority sidewalk routes
- Complete Neighborhood Traffic Action Plans and continue implementation
- Expand local transit service
- Develop Interurban Trail Connectors

**Goal No. 8: Develop a Fircrest master plan in partnership with the state**

- Develop agreement with State
- Complete draft plan
- Review and adopt final plan

**Goal No. 9: Increase emergency preparedness training and education**

- Develop public outreach campaign
- Provide emergency power for Spartan Rec Center shelter
- Provide federally mandated emergency management training
- Implement Hazard Mitigation Plan priority projects

**Goal No. 10: Increase opportunities for all residents, including our youth, to get more involved in neighborhood safety and improvement programs**

- Increase Block Watches
- Expand Adopt a Road program
- Provide Mini-Grants for neighborhood safety and preparedness
- Provide increased opportunity for youth safety involvement

**PROJECT TITLE : Complete 2006 Bond Issue Projects**

**City Council Goal No: 1**

<b>Department: Parks / Public Works</b>	
Project Lead: D. Deal / P. Haines	Project Start Date: 6/1/06
Report Date:	Estimate End Date:
<b>Budget: \$18,500,000</b>	<b>Total CIP Project Cost: \$18,500,000</b>
<b>YTD: \$0</b>	<b>CIP Spent TD: \$0</b>

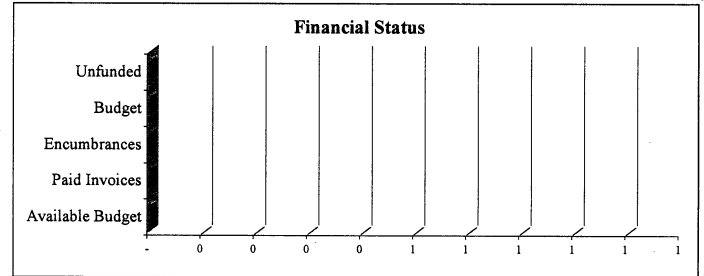
**Project Overview:**  
 With the approval of the Parks Bond Issue on May 16th it is important that the City develop a strategy to complete the property acquisitions and facility improvements identified in the bond issue. A detailed public process will be implemented for each project to ensure that improvements meet the needs of citizens of Shoreline.

Project Steps	Year 2006												Year 2007												Year 2008											
	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
<b>Acquire Bond Issue Properties</b>																																				
Develop South Woods Purchase Agreements												*																								
Develop North Hamlin Purchase Agreement w/ SPU												*																								
Develop Kruckeberg Garden Purchase Agreement												*																								
<b>Develop Master Site Plans</b>																																				
Richmond Beach Saltwater Park										+		*																								
Cromwell Park																		+		*																
Hamlin Park / Shoreline Park Tennis Court Lights																		+					*													
Trail Corridors											+							+			*															
Kruckeberg Garden Management Agreement and MSP												+							+																	
<b>Construct Improvements</b>																																				
Richmond Beach Saltwater Park																		+		*																
Cromwell Park																							+													
Hamlin Park / Shoreline Park Tennis Court Lights																								*												
Off Leash Dog Park											+							*																		
Kruckeberg Gardens																						*														
Twin Ponds Soccer Field												+						*																		
Trail Corridors																																				
Baseball/Softball Field Improvements																		+					*													

**Next Milestone:**

**Estimated City Council Agenda Dates:**

**Project Status:**



# Project Title: Economic Development Program

# City Council Goal No: 2

<b>Department - CMO/Eco Devo</b>			
ED Program Lead: Tom Boydell	Project Start/End Dates:	n/a	
Report Date:	2006 Budget Estimate:	\$274,150	
2007 Budget:	Total CIP Project Cost:	\$0	
2007 YTD:	CIP Spent TD:	\$0	

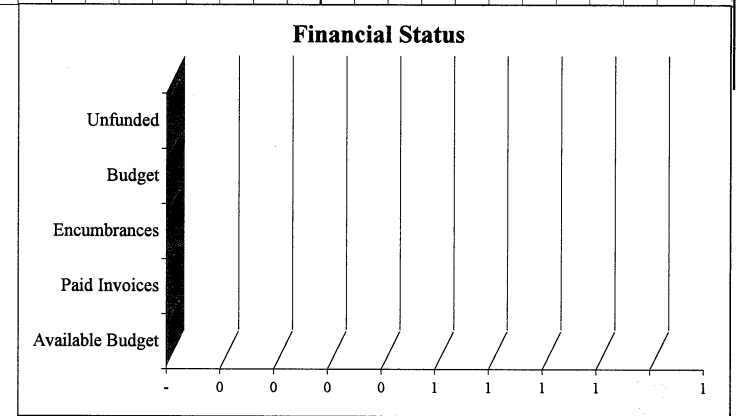
**Project Overview:**  
 Th City Council adopted a comprehensive Economic Development Strategy in 2006 to guide the Council ,staff, business groups, and community in providing for the continued economic growth and long termeconomic health of Shoreline. This goal provides for continued implementation of priority strategies outlined in the plan.

Project Steps	Year 2006												Year 2007												Year 2008											
	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
<b>1. Implement Small Business Assistance Plan</b>																																				
Execute contracts with CCD, ECOSS, and others as needed																																				
Market program (brochures, info materials, staff training, outreach)																																				
Implement business training classes																																				
Develop plan for local office space and coordination with SCC																																				
Monitor performance/accomplishments																																				
<b>2. Promote a plan to redevelop Aurora Square/ Westminster</b>																																				
Continue meetings and site tours to recruit a developer																																				
Engage key property owners in discussions																																				
Develop a package of financial or other incentives																																				
Work with PADS to identify phasing and other relevant issues																																				
<b>3. Facilitate Planning for Wedges Properties</b>																																				
Identify Aurora Ave impacts and property/business owner needs																																				
Facilitate and assist agreements among landowners																																				
Create schedule and agreements on r-o-w acquisition																																				
Work with PADS to identify and plan for relevant issues																																				
<b>4. Sustainable Neighborhoods (Ridgecrest project)</b>																																				
Identify needs of property owners and role of City or others																																				
Create process, schedule, budget. Form advisory group																																				
Develop design/development options with public input																																				
Evaluate current CIP and propose additional projects if needed																																				
Review regulations for height, parking, other issues																																				
Propose new reguls or incentives, if any. Plan Com/Council review.																																				

**Next Milestones: TBD**

**Estimated City Council Agenda Dates: TBD**

**Project Status:**



+ City Council briefing, discussion, direction  
 \* City Council action

# Project Title: Civic Center/City Hall Project

# City Council Goal No. 3

## Public Works Department

OrgKey:	2819148		
Project Lead:	Jesus Sanchez	Project Start Date:	On-going
Report Date:	7/1/2006	Estimate End Date:	Jul-09
2006 Budget:	\$5,006,440	Total CIP Project Estimate:	\$24,750,000
2006 YTD:	\$1,722	CIP Spent TD:	\$362,720

### Project Overview:

This goal includes acquiring the site, finalizing building specifications and development agreements and construction of a new City Hall.

Project Steps	Year 2005												Year 2006												Year 2007											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1. Determine final preferred site.																																				
2. Acquire site.																		*																		
3. Develop delivery method, public process, and schedule.																						*														
4. Select development team and negotiate agreement																																				
5. Public input, design specifications, final agreement																																				
6. Start construction (2008)																																				

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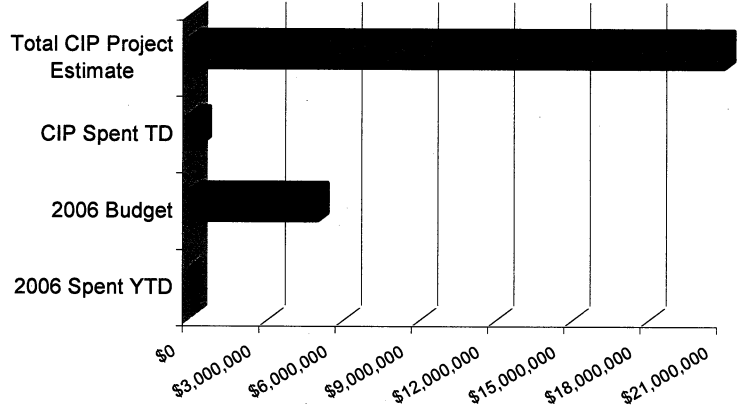
**Next Milestone:**

**Estimated City Council Agenda Dates:**

**Project Status:**

- Site has been selected.
- Purchase sale agreements completed.

### Financial Status



+ City Council briefing, discussion, direction  
 \* City Council Action

Note: The Council dates indicated above assume best case scenario for project schedule. These dates will be adjusted in future documents to reflect current progress as more information is known.

# Project Title: Aurora Corridor Project (N 165th - N 205th)

# City Council Goal No. 4

Public Works Department			
OrgKey	2918161		
Project Lead:	Kirk McKinley	Project Start Date:	1998
Report Date:	7/1/2006	Estimate End Date:	2012
2006 Budget:	\$643,073	Total CIP Project Estimate:	\$68,450,757
2006 YTD:	\$203,846	CIP Spent TD:	\$569,529

### Project Overview:

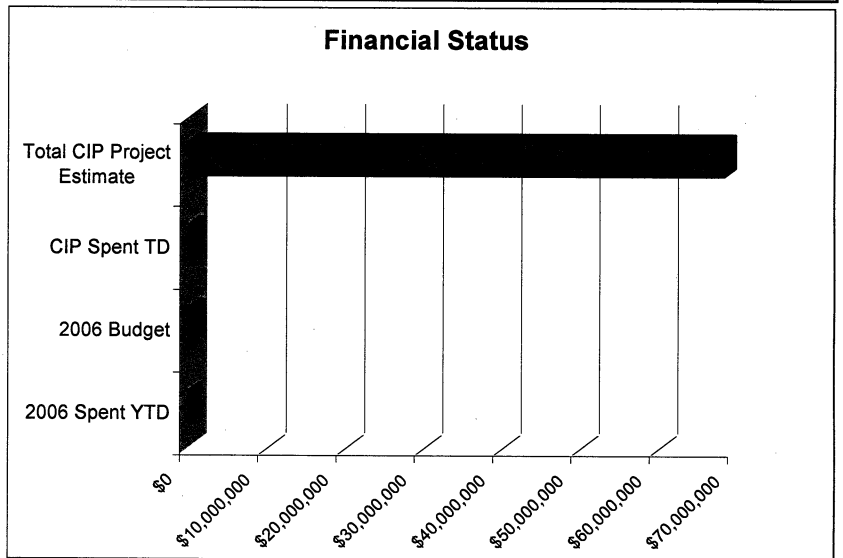
This project is designed to improve safety and mobility of pedestrians, transit users, people with disabilities and drivers along Aurora Avenue North from N. 165th Street to N. 205th Street. Also, this project will improve economic development potential and enhance the community.

Project Steps	Year 2006												Year 2007												Year 2008											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Preliminary Design &amp; Permitting (N 165th - N 205th)</b>																																				
Public Outreach / Pre-Environmental																																				
Prepare Discipline Reports									*	+																										
Preliminary engineering/NEPA/SEPA environ. review													*					+																		
Environmental Approval																																				
<b>Design (165th to 205th)</b>																																				
Preliminary design																																				
Final design										+																										
<b>Right of Way</b>																																				
Construction (N 165th - N 185th)																																				

- Next Milestone:**
- Award environmental consultant contract September 2006.
  - Community open house for scoping October 2006.
  - Council briefing on predesign and draft alignments October 2006.
- Estimated City Council Agenda Dates:**
- Award environmental consultant contract - September 2006.
  - Selection of preferred alternative - January 2007.

**Project Status (N 165th - N 205th):**

- Staff has been meeting with individual property owners and businesses along this 2 mile stretch to discuss their concerns and bring them up to date on project details. All property owners (representing 103 parcels) specific to Aurora have been met with since March 1, 2004.
- Public outreach continues.
- Staff are working with the 13 member Aurora Business Team - have met eight times.
- Environmental and Design will be undertaken for N 165th - N 205th. Construction and ROW acquisition will be on a smaller section (N 165th - N 185th).



- + City Council briefing, discussion, direction
- \* City Council Action

Note: The Council actions indicated above assume best case scenario for project schedule. These dates will be adjusted in future documents to reflect current progress as more information is known.  
 Note: Total cost includes all previous Aurora costs, and future costs are adjusted to projected year of expenditure.



# Project Title: Comprehensive Housing Strategy

# City Council Goal No: 5

Planning and Development Services Department			
Project Lead:	Steve Cohn	Project Start Date:	8/1/06
Report Date:		Estimate End Date:	9/31/07
<b>Available Budget:</b>		<b>Paid Invoices:</b>	
<b>Budget:</b>	\$15,000	<b>Encumbrances:</b>	
<b>Unfunded:</b>			

**Project Overview:**  
 Develop a comprehensive housing strategy for the next 10 years

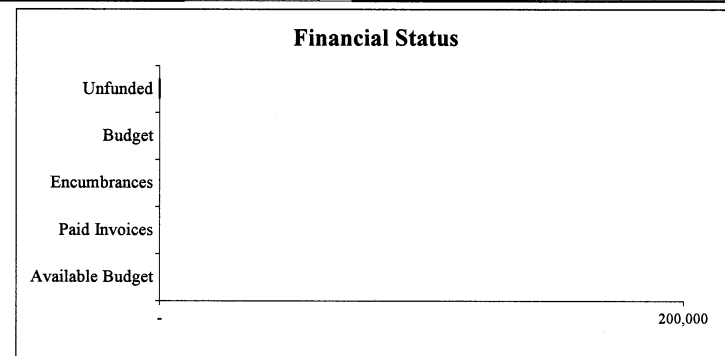


Project Steps	Year 2006												Year 2007												Year 2008											
	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
1. Council checkin to review workplan and citizen involvement plan & consultant funding																																				
2. CAC selection																																				
3. Inventory existing conditions,																																				
4. Work with CAC to identify current and future needs, gaps, opportunities, alternative strategies																																				
5. Council checkin to review CAC progress and Council direction if needed																																				
6. Finalize alternative strategies																																				
7. Open House																																				
8. Develop preferred strategy and early implementation ideas																																				
9. Planning Commission update																																				
Council review and adoption																																				
Implementation; could include modification of Development Code, project development etc.																																				

**Next Milestone:**  
 City Council review of workplan and funding

**Estimated City Council Agenda Dates:**

**Project Status:**



+ City Council briefing, discussion, direction

\* City Council Action

**Project Title: Environmentally Sustainable Community**

**City Council Goal No: 6**

<b>Planning and Development Services/Public Works/Parks</b>			
Project Lead:	J. Tovar /P. Haines/ D. Deal	Project Start Date:	8/1/06
Report Date:	7/28/06	Estimate End Date:	
2007 Budget:	\$0	Total CIP Project Cost:	\$0
2007 YTD:	\$0	CIP Spent TD:	\$0

**Project Overview:**

Provide management and stewardship of natural resources and environmental assets such that their value is preserved, restored and enhanced for the present and future generations; and such actions complement the community's efforts to foster economic and social health. Components include:

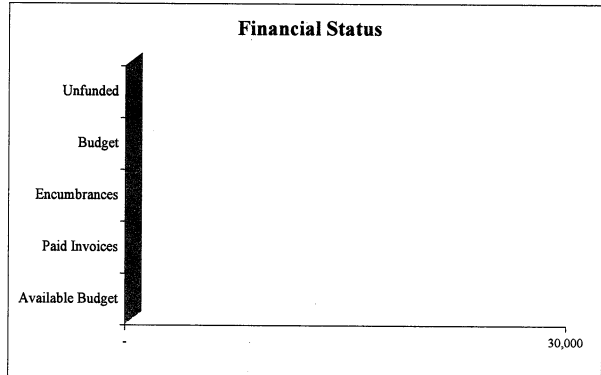
- Implement "Green" practices at all City-owned or operated facilities.
- Require new development or redevelopment to achieve high standards for stormwater management, energy efficiency, reduction of solid waste, and maximize recycling and reuse of natural resources

Project Steps	Year 2006												Year 2007												Year 2008											
	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
<b>1. Develop a Natural Resources Management Plan (Lead: PADS)</b>																																				
a. Inventory existing federal, state, and regional laws, plans, and strategies that provide context for local action																																				
b. Inventory existing city programs, projects, practices, and options for environmental sustainability																																				
c. Engage the public in identifying values, priorities, and options for environmental sustainability																																				
d. Draft report and review with Planning Commission																																				
e. Council review and adoption																																				
<b>2. Complete Forest Management Plan for Hamlin, Boeing Creek, Shoreview, and Southwoods (Lead: Parks)</b>																																				
a. Conduct habitat delineation																																				
b. Establish plots and conduct vegetation survey																																				
c. Data analysis and report with management recommendation																																				
d. Present results to City Council																																				
<b>3. Green Street Demonstration Project (Lead: P.W.)</b>																																				
a. Identify project area, neighborhood involvement, and create concept plan																																				
b. Develop funding options and implementation schedule																																				
<b>4. Create Demonstration Stormwater Standards for Aurora Phase II (Lead: P.W.)</b>																																				
a. Identify target parameters																																				
b. Incorporate flow and treatment criteria for public and private facilities using adopted standards in design reports																																				
<b>5. Update Stormwater Management Program (Lead: P.W.)</b>																																				
a. Review the 2005 KC Stormwater Pollution Prevention Manual to update Shoreline codes																																				
b. Review and amend the 2005 King County Surface Water Design Manual and low impact design standards for Shoreline adoption																																				

**Next Milestone:**  
 1. Assemble team to develop strategies; 2. Work to tailor 2005 KCSWDM to unique circumstances in Shoreline; 3. Contract w/ consultant to begin Forest Master Plan; 4. Identify Criteria for Project area selection and project goals and objectives; 5. Work with Aurora Team to incorporate into the design; 6. Assemble team to develop strategies.

**Estimated City Council Agenda Dates:**  
 October 2006; January 2007; February 2007; March 2007; April 2007; July 2007; August 2007; January 2008; July 2008

**Project Status:**  
 2. Staff has met with King County Surface Water Manual authors to discuss how to tailor manual; 4. Consultant selected.



+ Council briefing, discussion, direction  
 \* City Council Action

**Project Title: Provide safe and affordable transportation options**

**City Council Goal No: 7**

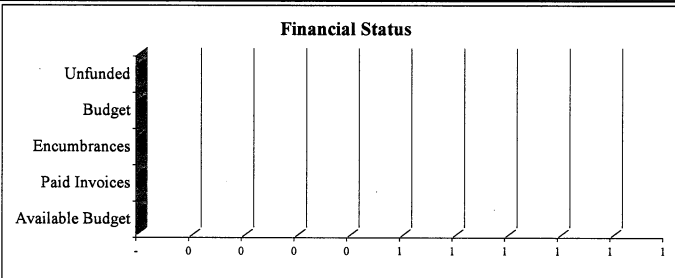
Department Public Works and Planning	
Project Lead: Transportation Planner	Project Start Date:
Report Date:	Estimate End Date:
2003 Budget: \$0	Total CIP Project Cost: \$0
2003 YTD: \$0	CIP Spent TD: \$0

**Project Overview:**

Enhance transportation options and safety including bicycle, pedestrian, transit. Continue to protect neighborhoods from cut through traffic. Focus growth and density near transit, walking, and biking opportunities.

Project Steps	Year 2006												Year 2007												Year 2008											
	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
<b>1. Develop Plans for higher density housing around neighborhood commercial areas. (Lead: PADS)</b>																																				
<b>a. Town Center Planning</b>																																				
1. Identify issues, boundaries, workplan, hire consultant																																				
2. Public input process																																				
3. Develop plan, codes, and capital needs																																				
4. Planning Commission and public review																																				
5. Finalize plan and code changes, Council review																																				
<b>b. Ballinger Special Study Area</b>																																				
<b>2. Continue construction of priority sidewalks (Lead: PW)</b>																																				
a. Select 2007 & 2008 routes, design and permit																																				
b. construction																																				
<b>3. Neighborhood Traffic Acton Plans (Lead: PW)</b>																																				
a. Complete six plans																																				
b. Implementation of plans																																				
<b>4. Work with transit providers to expand transit (Lead: PW)</b>																																				
a. Continue BAT/BRT lane funding efforts for Aurora																																				
b. Review service needs and develop advocacy plan																																				
c. Explore cost/feasibility of local circulator bus routes																																				
<b>5. Interurban Trail Connectors (Lead: PW)</b>																																				
a. Identify priority local connectors and funding																																				
b. Design and permit local connectors																																				
c. Construct local connectors																																				
d. Work with neighboring cities on regional connections																																				

<b>Next Milestone:</b>
<b>Estimated City Council Agenda Dates:</b> As shown on schedule.
<b>Project Status:</b> New goal.



+ City Council meeting, discussion, direction  
\* City Council session

**Project Title: Fircrest Campus Long Range Plan**

**City Council Goal No:8**

Planning and Development Services Department	
Project Lead: Joe Tovar	Project Start Date: 8/1/06
Report Date:	Estimate End Date:
Available Budget:	Paid Invoices:
Budget: \$50,000*	Encumbrances:
Unfunded:	

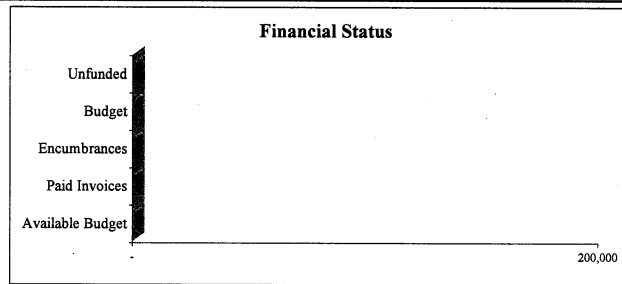
**Project Overview:**  
 Work in cooperation with the State to develop a long range comprehensive plan for utilization of surplus properties and facilities on the Fircrest campus. Develop an interlocal agreement with the State for a joint scope of work including goals, parameters, public process, work plan, shared costs, and expected outcomes.

Project Steps	Year 2006												Year 2007												Year 2008											
	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
1. Draft a Letter to the appropriate contacts at the State to initiate the interlocal planning process																																				
2. Set up a meeting with appropriate contacts to initiate the interlocal planning process: local legislators, DSHS reps, City reps, CTED, etc.																																				
3. If State agrees to enter into an interlocal agreement, draft interlocal agreement																																				
4. Contact DSHS to determine how much work has been done to date on a Master Plan Permit for the site and associated Environmental Review - seek to obtain copies of this information.																																				
5. Council review of interlocal agreement																																				
6. Establish stakeholder advisory group																																				
7. Begin joint long range planning initiative for Fircrest campus																																				
8. Planning Commission review of and recommendation on proposed long range plan																																				
9. City Council review and approval of proposed long																																				

**Next Milestone:**  
 Draft letter and set up meeting w/ appropriate state contacts to discuss initiating an interlocal agreement to develop a long range plan for Fircrest Campus.

**Estimated City Council Agenda Dates:**  
 January 2007; February 2007; December 2007; January 2008

**Project Status:**



✦ City Council briefing, discussion, direction  
 \* City Council Action

<b>City Manager's Office</b>			
Project Lead:	Gail Marsh	Project Start Date:	9/1/06
Report Date:	7/13/06	Estimate End Date:	11/1/08
Available Budget:	\$20,000	Paid Invoices:	\$0
Budget:	\$20,000	Encumbrances:	\$0

**Project Overview:**

This goal is to prepare staff, emergency responders, residents, businesses, and agencies to mitigate, survive, and recover from major man made or natural disasters.

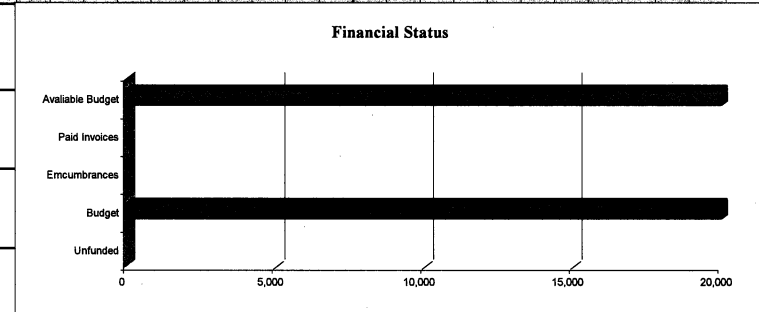
Project Steps	Year 2006												Year 2007												Year 2008											
	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
1. Develop and implement comprehensive public outreach campaign (\$16,000 funded by grant)								+							+																					
a. Recruit and train volunteer education team										+																										
b. Implement public education/outreach campaign																																				
2. Acquire and construct emergency generator capacity at Spartan Rec Center shelter																																				
3. Conduct a table top and a field earthquake preparedness exercise																																				
4. Provide mandated emergency trng to appropriate City staff (ICS 100, 200, 300, & 400; NIMS 700 & 800)																																				
5. Continue to implement priority strategies identified in the Hazard Mitigation Plan											+										+							+								

**Next Milestone:**  
Create public education campaign, promotional materials, and prepare Council update memo and presentation

**Estimated City Council Agenda Dates:**  
August 2006 (as part of 2007-08 Council work plan review)  
November 2006

**Project Status:**  
City and partner community education and training committee meets August 2006 to begin developing the campaign

- + City Council briefing, discussion, direction
- \* City Council Action



# Project Title: Neighborhood Safety and Improvement Involvement

City Council Goal No: 10

<b>Department: Communications and Intergovernmental Relations/Police/Public Works</b>			
Project Lead:	Joyce Nichols	Project Start Date:	1/07
Report Date:	8/3/06	Estimate End Date:	12/08
<b>Budget:</b>	<b>\$0</b>	<b>Total CIP Project Cost:</b>	<b>\$0</b>
	<b>\$0</b>	<b>CIP Spent TD:</b>	<b>\$0</b>

**Project Overview:**

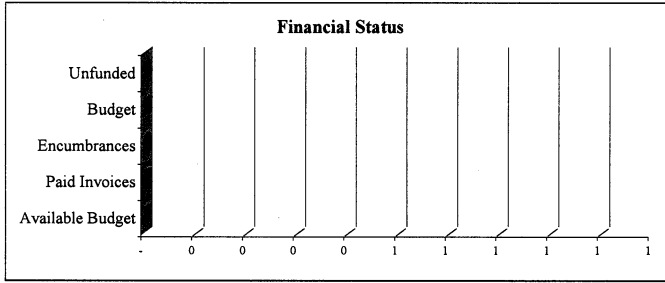
Increase opportunities for citizen participation in neighborhood safety and improvement programs in four areas: 1) increase number of Block Watches 2) Increase participation in Adopt-a-Road 3) Increase publicity for neighborhood Mini-Grants and include safety and emergency preparedness 4) Increase focus on youth participation.

Project Steps	Year 2006					Year 2007												Year 2008												
	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	
1. Increase number of Block Watches																														
a. Target outreach for Block Watch start-up to high crime areas																														
b. Increase number of Block Watches through targeted outreach																														
c. Train volunteers to perform outreach and start-up																														
d. Refine communication material and message; refine process to make it simpler																														
e. Revitalize existing Block Watches through speakers, information, programs																														
2. Increase participation in Adopt-a-Road Program																														
a. Identify target audiences and contact (e.g. Realtors, businesses, civic groups, schools, church)																														
b. Identify key streets and locations; expand to include gateways, park entrances																														
c. Review support given to Adopt-a-Road volunteers and identify how to encourage participation																														
d. Purchase additional safety kits to support more groups (safety hats, vests, signs, gloves)																														
e. Target high schools to clean up litter near schools																														
3. Increase publicity for neighborhood Mini-Grants; focus on neighborhood improvements & safety																														
a. Expand criteria to include safety and emergency preparedness.																														
b. Develop a Mini-Grant brochure and Web page																														
c. Produce Channel 21 PowerPoint presentation on completed Mini-Grants																														
4. Increase focus on youth participation																														
a. Create coordinated safety campaigns, targeting youth, with police, fire, and school district																														
b. Develop structured opportunities for youth community service in coordination with schools																														

**Next Milestone:** 1. Work with police to develop action items on each step. 2. Identify target locations and audiences; initiate outreach. 3. Revise grant criteria and develop communication plan.  
4. Work with school district, police and fire on safety campaigns.

**Estimated City Council Agenda Dates:** These ongoing programs will be included in quarterly reporting.

**Project Status:**  
Project start-up January, 2007.



+ City Council briefing, discussion, direction  
Council Action