

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Public Hearing on the PROPOSED Shoreline Sustainability Strategy
DEPARTMENT:	Planning and Development Services
PRESENTED BY:	Joseph W. Tovar, FAICP, Director Juniper Nammi, Associate Planner

PROBLEM/ISSUE STATEMENT:

At the January 22nd, 2008 Council meeting, City staff together with the consultant team, AHBL and O'Brien and Company, updated Council with the progress on development of the Shoreline Environmental Sustainability Strategy. The public process and research to date was presented together with an overview of the planned elements and potential recommendations to be included in the Strategy. At the conclusion of that January meeting, the interdepartmental staff teams and consultants returned to work to weave the research, draft elements and Council and public comments together into a cohesive Sustainability Strategy.

March 20th, the "PROPOSED Shoreline Sustainability Strategy" was published online and provided to the Council, Planning Commission, Parks Board as well as the general public for review. The proposed Strategy will be presented and discussed at a joint Planning Commission and Parks Board meeting on March 27th and the Council of Neighborhoods will also hear about the strategy on April 2nd.

Tonight staff will present an overview of the Strategy organization and highlights. Then the Council will hold a public hearing to provide an opportunity for the public to comment on the proposed Strategy. Council is then scheduled to discuss the Strategy, public comment, and any requested changes or additional information on May 5th. Adoption of the strategy is currently scheduled to be considered on June 9th, 2008. Discussion of implementation options is anticipated be part of the Council's Goal setting retreat at the end of April.

FINANCIAL IMPACT:

Implementation of this Strategy, if adopted, will have budget implications yet to be determined. Potential financial impacts would be decided on through the regular project planning and budgeting processes.

RECOMMENDATION

No action is required at this time. Public and Council comments, questions, and discussion of the proposed Strategy are requested at this time.

Approved By: City Manager  City Attorney _____

INTRODUCTION

Since July 2007, two interdepartmental City staff teams have worked together with AHBL and O'Brien and Company consultants to work on in developing an overarching Environmental Sustainability Strategy. The Strategy is a key part in Goal 6 of the 2007-2008 Council Work Plan - "Create an Environmentally Sustainable Community."

DISCUSSION

The City staff and consultants have integrated the research, draft elements and Council and public comments together into a cohesive Sustainability Strategy. March 20th, the "PROPOSED Shoreline Sustainability Strategy" was published online and provided to the Council, Planning Commission, Parks Board as well as the general public for review. The complete document is available on CD at City Hall or online at <http://www.cityofshoreline.com/cityhall/departments/planning/sustainable/index.cfm>.

The Strategy Mission Statement states,

The City of Shoreline will exemplify and encourage sustainable practices in our operations and in our community by:

- *Being stewards of our community's natural resources and environmental assets;*
- *Promoting development of a green infrastructure for the Shoreline community;*
- *Measurably reducing waste, energy and resource consumption, carbon emissions and the use of toxics in City operations; and*
- *Providing tools and leadership to empower our community to work towards sustainable goals in their businesses and households.*

50 recommendations were developed, of which 27 relate to current projects or programs. Since Goal 6 was adopted and development of this Strategy has progressed, the City has initiated a number of projects and activities which advance many of its guiding principles and recommendations. To facilitate use and understanding of the document, the Strategy recommendations are organized into five Focus Areas:

- City Operations, Practices and Outreach
- Energy Conservation and Carbon Reduction
- Sustainable Development and Green Infrastructure
- Waste Reduction and Resource Conservation
- Ecosystem Management and Stewardship

An executive summary of the Strategy is included with this staff report (ATTACHMENT A). The complete document was provided to Council and is available on CD at City Hall or online at <http://www.cityofshoreline.com/cityhall/departments/planning/sustainable/index.cfm>.

RECOMMENDATION

No action is required at this time. Public and Council comments, questions, and discussion of the proposed Strategy are requested at this time.

ATTACHMENTS:

- A. PROPOSED Shoreline Sustainability Strategy – Draft Executive Summary
- B. Table of public comments on March 20, 2008 PROPOSED Shoreline Sustainability Strategy received as of April 2, 2008.



ATTACHMENT A:

PROPOSED Shoreline Sustainability Strategy
Draft Executive Summary

draft executive summary

A standard definition of sustainability is meeting the needs of the present without compromising the ability of future generations to meet their own needs. Towards this end, a major goal of creating and implementing the Shoreline Sustainability Strategy is so future generations of local residents will have the resources and means to live at least as well as, and preferably better than, people today.

This is evident in the Mission Statement of the document, which states, "The City of Shoreline will exemplify and encourage sustainable practices in our operations and in our community by:

- Being stewards of our community's natural resources and environmental assets;
- Promoting development of a green infrastructure for the Shoreline community;
- Measurably reducing waste, energy and resource consumption, carbon emissions and the use of toxics in City operations; and
- Providing tools and leadership to empower our community to work towards sustainable goals in their businesses and households."

These aspirations will affect many overarching City policies and development regulations, the operations of every City department, the design of every Capital Improvement Program, and eventually begin to change the appearance and health of the built and natural environments. It is no small task.

Because this scope is so broad, and the universe of "sustainability" so vast, the City opted to propose a strategy that provides overarching direction for future efforts through the delineation of guiding principles, focus areas, new tools, available resources, and an evaluation of existing programs and staff capacity to implement more ambitious projects. This is different than drafting a plan which would lay out a specific workload or timeline for particular programs and endeavors. It provides the flexibility for the Council and staff to work to evaluate innovative ideas and prioritize their implementation based on cost analysis and funding availability, leveraging of partnerships, and staff capacity as opportunities arise and political will dictates.

As a first step in this process, 10 Guiding Principles were developed and organized into two areas of emphasis. Strategic Guidance principles address overall effort and process, and Action Area principles address key substantive aspects of initiatives.

STRATEGIC GUIDANCE:

1. Sustainability will be a key factor in policy development
2. Lead by example and learn from others
3. Environmental quality, economic vitality, human health and social benefit are inter-related
4. Community education, participation and responsibility are key elements
5. Commitment to continuous improvement

ACTION AREAS:

6. Manage expected growth in a sustainable way
7. Address impacts of past practices
8. Proactively manage and protect ecosystems
9. Improve and expand waste reduction and resource conservation programs
10. Energy solutions are key to reducing our carbon footprint

In order to further organize the subject matter into categories which could provide additional structure and continuity to the document, the consultant team of AHBL and O'Brien and Co. also categorized recommendations into different Focus Areas. These represent the areas in which the City can leverage its impact, influence and investment most efficiently and effectively:

- City operations, practices and outreach
- Energy conservation and carbon reduction
- Sustainable development and green infrastructure
- Waste reduction and resource conservation
- Ecosystem management and stewardship

These topics were rolled out for public discussion at a series of two open houses dubbed "Community Conversations." The first occurred on October 11, 2007, and featured a rotating series of short, focused and facilitated discussions. The second

DRAFT EXECUTIVE SUMMARY

workshop took place on November 14, 2007, and centered on establishing priorities for implementation.

With public input in hand, the consultant and City staff teams set to drafting the actual document. The "Strategic Directions" section contains a more thorough discussion of the Focus Areas. Each category's section includes a description of key issues and what the City is doing currently to address them; a brief description of recommendations, including what existing programs should be continued, expanded or modified; and summary diagrams that show key objectives, recommendations, targets and indicators and how they relate to each other.

It also begins with a list of ten key program strategies, which are also an example of the types of actions the City will commit itself to pursuing upon adoption of the Strategy, even though the specifics will be determined by existing, modified, or proposed processes. These Key Program Strategies are as follows:

1. Develop and integrate the sustainability program into all City functions
2. Develop a residential green building program
3. Build and support a sustainability leadership structure
4. Measure emissions in permitting and planning and take steps to mitigate
5. Prioritize non-motorized transportation investment and planning
6. Adopt a more aggressive green fleet policy
7. Adopt a clear and aggressive green building policy
8. Adopt a comprehensive environmental purchasing policy
9. Strengthen internal recycling efforts and community outreach
10. Structure and prioritize natural resources enhancement

This chapter also includes three graphic displays of "Green Infrastructure" opportunity - types, sites and a map - that represents geographic locations that attendees of the first Community Conversation marked as prospects for innovative projects.

The focus of the document then turns to implementation and introduces the Capacity Assessment

Matrix, a tool developed to analyze each of the fifty recommendations in terms of available financial and human resources, located in Appendix C. This methodology specifically considers initial cost premium, lifecycle cost savings, benefits, required staffing, operating budget impacts, capital budget impacts, internal responsibility, external responsibility, available external resources and whether the action is required to meet an existing agreement.

The Strategy then details the fourteen Priority Recommendations that the consultants viewed as "easy wins" and ways to leverage current City efforts or achieve results using existing resources in new ways. Of these priorities, the first six are new recommendations, many of which are important initial steps that must be taken if the City is to establish baselines by which to benchmark its progress towards increased sustainability. The last eight are continuations or expansions of existing programs or initiatives. Each Priority Recommendation includes a discussion of why it is a priority as well as implementation considerations.

The body of the document concludes with Implementation Resources, including funding, regulations and policy planning, as well as opportunities for business partnerships. The appendices then delve into more depth by presenting analyses of many aspects that will be necessary to achieve goals. While the body of the document is written for general public consumption, the appendices will be most helpful to elected and appointed officials and staff as they begin the work of integrating sustainability into their established processes and programs.

Overall, the Strategy is organized so that chapters could stand alone and be understood without reading the document as a whole. As a result, there is some redundancy as the big picture relationships and comprehensive nature of environmental sustainability are interwoven. It is also intended to be read by a wide spectrum of people with varying knowledge of sustainability and municipal issues, from the Council members who will ultimately make many decisions to residents who are interested in becoming part of the larger solution to many of the threats that loom on the horizon, like climate change, deteriorating water quality and habitat loss. One goal of the Strategy is that it may be a call to action and provide inspired direction to all.

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The appendices are summarized below:

- A:** Of the 50 Sustainability Recommendations listed in this appendix, 27 of them are current programs. The consultant team's notes are included for additional clarification.
- B:** The Existing Program Summary Matrix contained here details these ongoing efforts and provides direction as to whether the City should ensure their continuation, modify the overall approach or expand current efforts.
- C:** The Capacity Assessment Matrix is another tool to evaluate existing capacity to implement recommendations through examination of a number of benefit, finance and human resource factors.
- D:** The Low Impact Development and Green Building Code Assessment is a thorough look at existing codes dealing with these topics, a description of their intent and a gap analysis.
- E:** The Sustainable Decision-Making Tool delineates a four-step process by which staff may identify or distill a potential action or decision, make an initial qualitative evaluation and comparison, perform a brief SWOT (strength, weakness, opportunity, threat) analysis and a preliminary cost and resource evaluation. This will allow for comparison of alternatives, as well as indicate which recommendations should be pursued for further analysis, tabled until more information or resources become available or rejected as infeasible.
- F:** This list of twenty-eight indicators, which may be used to establish a baseline for City operations and existing conditions, is organized by Focus Area. These would enable the City to track progress towards sustainability over time to gauge how successful its initiatives have been at achieving their intended goals. Indicators would measure data for both internal City operations and the greater Shoreline community.
- G:** Implementation Tools is a more complete guide to resources available for municipalities, to assist them in their quest to become more sustainable, energy efficient and environmentally proactive.



ATTACHMENT B:

Public comments received as of April 2, 2008
on PROPOSED Shoreline Sustainability Strategy

Summary Table of Public Comments

Received as of April 2, 2008 on PROPOSED Shoreline Sustainability Strategy

Ref #	Date	Source	Pages	Description	Staff Notes	*Ease?
1	3/23/2008	Janet Way email	various	Comments on photos.	Changing out current photos with replacement photos if we already have photos is easy. Acquiring additional photos would require additional time and adding additional photos frames to the document would require more formatting time.	S
2	3/31/2008	Rocky Piro email	5-9?	Recommends integration more of "systems" approach into strategy introduction and overview.	Not yet clear extent of rewriting that would be required.	M-C
			52-58?	Consider introducing "landscape-scale ecological processes" into the discussion of ecosystem functions and solutions	Not yet clear extent of rewriting that would be required.	M-C
			various	Adaptive management should also be discussed and referenced as appropriate in the overall Strategy.	Not yet clear extent of rewriting that would be required.	M-C
			5	request that definition of "sustainability" be enhanced and build on what is presented in the draft to also discuss "regeneration and restoration of the environment where it has been damaged by past practices."	Original comment made by Michael B at joint Parks Board/Planning Commission meeting. Requested specific suggestions from Michael. Simple change if specifics submitted.	S
3	3/27/2008	Joint mtg of PB/PC	Various	Comments made during course of meeting as recorded in meeting minutes.	Minutes from Parks Dept. have not yet been typed up. Comments listed here are based on Juniper Nammi's personal notes of meeting	
		Rocky Piro	Various	See comments in item 2 above		
		William Clements	5-9?	Possible to add more in strategy on how it fits into regional context, in particular Cascade Agenda.	Would require additional writing and some research.	M
		Sid Kuboi	Appendices A and C	In context of waste reduction and reuse. Does the strategy get into recommendations on what should be "saved" or reused?	Think this is meant with regards to buildings. No specific recommendations related to this. Would require additional writing and research to add a recommendation. Possible to add recommendation that History Inventory and requirements and permitting standards/information related to demolition revisited.	M-C

Summary Table of Public Comments - continued

Ref #	Date	Source	Pages	Description	Staff Notes	*Ease?
		William Clements	Various	Word "sidewalk" over used and narrow term. Recommend replacing with "pedestrian walkway" in general context to include more than just conventional concrete sidewalk.	Many in room agreed with this and it would be a fairly simple search and replace depending on context.	S
		Michael Broili	5	See sustainability definition comment under Rocky's email comments Ref #2 previous page		
		Janet Way	Various	Word "fish" not in the document, wants fish and salmon included	No specific context or relevant section to add it to given yet. Would be helpful to get more specific comments on this.	?

*Simple (S), Moderate (M), Complex (C)

Note: This table is not a comprehensive list of comments made. Many positive and general comments included with emails and in public meetings but were not included here if no specific changes or critique of the proposed Strategy could be identified in the comment.

Public Comments received as of April 2, 2008 on PROPOSED Shoreline Sustainability Strategy

#1

From: Janet Way [janetway@yahoo.com]
Sent: Sunday, March 23, 2008 3:22 PM
To: Robert Olander
Cc: Juniper Nammi; Debbie Tarry; Dick Deal; Mark Relph; Jerry Shuster;
Joe Tovar; Carolyn Wurdeman; Cindy Ryu
Subject: Goal #6 Strategy Edits - First take

Hello Bob,

Congratulations to Juniper and all of the team on a wonderful report and by and large a visionary strategy.

Here are some edits on the photos in the Sustainability Strategy per our discussion on Friday. (attached)

Have just started delving into the text. Thus far it is a very impressive effort, but I believe that the photos are not quite right yet. I believe to do the report justice, we need much better photos with a variety from more places IN Shoreline, since most people will naturally look at the photos first (as I do). I realize they are meant to illustrate points, and so I think they need to be better utilized for that purpose.

Hope some of my suggestions can be seriously considered.

<<http://cosweb.ci.shoreline.wa.us/uploads/attachments/pds/esc/PROPOSEDShorelineSustainabilityStrategy.pdf>>

Congratulations to the entire team for a great project and process. Look forward to seeing it completed and put into effect. Also, look forward to further inclusion of the public and interest groups in the final processes.

As you can imagine, I will have more suggestions and edits as we delve into the details of the text more deeply.

Would appreciate hearing back from someone about my points.
Thanks for your time and again for a magnificent effort on our Goal #6.

Sincerely,

Janet

Text from Word Doc Attachment
3/23/08

Goal #6 – Sustainability Strategy Edits – Councilmember Way

Please seriously consider these individual concerns with regard to the current photo imagery in the report. I will have more detailed comments later about the text.

Photos –

- number of images taken outside of Shoreline – found 15 images taken outside Shoreline and 25 “in” Shoreline

- can we find images to substitute from within Shoreline and/or those which are examples of what we wish to see in Shoreline, make a clear distinction?
- Can we find examples from a wider area throughout Shoreline -- more on east side?
- Need more examples of the natural landscape IN Shoreline
 - examples of wildlife -- (only one shown, seal pup in Point Wells)
 - Urban Forestry, Parks, Trees, Workparties
- Councilmembers photos -- One of Keith at Bike to Work Day (pg 14)
 - should be all council included or none
- Skate park at Paramount -- Why is it here on this page? Pesticide, fertilizer use.. Where are the skateboarders?
- No kids in any photos as far as I can see!
- Freight train on page about Green Building? 68
- Map -- Mislabelled Creek --
 - Littles Creek mislabeled as Thornton Creek (mis-spelled "Thorton Creek")
 - Hamlin Creek missing
 - Other creeks not labeled
- BRT lane on Aurora shown, but no bus!
- Suggestions:
 - more images of Bike Riders,
 - more pedestrians on sidewalks (walkable neighborhoods),
 - KIDS AND FAMILIES,
 - work parties at Ivy-outs, (including kids),
 - gardens in Shoreline replacing lawns,
 - Renewable Energy Fair?,
 - photo of CleanScapes truck with worker,
 - Better shot of transfer station building,
 - Solar House at SCC, streetscape with café IN Shoreline?,
 - Bus with people Boarding at BRT lanes?,
 - Better photo of Kruckeberg Garden (maybe photo of Art) ,
 - Photo of recycling event?,
 - photo showing flooding to explain why natural drainage is necessary?,
 - photo of fish?,
 - more natural areas including trees such as-- Hamlin, Southwoods, Paramount, Bruggers • Bog, Echo Lake, Ronald Bog, Twin Ponds, Meridian Park Wetland, Darnell, Hillwood,
 - Northcrest Parks
 - Public Art,
 - Raingardens at Evergreen School

#2

From: Rocky Piro [mailto:RPiro@psrc.org]

Sent: Monday, March 31, 2008 3:59 PM

To: Joe Tovar; Jessica Simulcik Smith

Cc: Steve Cohn

Subject: Comments from Planning Commissioners on the Sustainability Strategy

Joe --

As a follow-up to last Thursday's joint Parks Board / Planning Commission meeting at which we discussed the draft Sustainability Strategy for the City, I offered the following comments.

- (1) The draft strategy is quite impressive -- even more so when the quick turnaround time for producing it is taken into account

- (2) The listing of strategies / recommendations is thorough and represents a full spectrum of issues and actions.
- (3) This is an excellent piece and could well serve as a model for other cities in our region and elsewhere in the U.S.
- (4) Some observations relating more to the context for the strategy:
 - a. Consider integrating more of a "systems" approach into the strategy's introduction and overview – i.e., raise the issue of relationships
 - i. Note: The notion of "systems" seems implicit in the draft, and should be expressed more explicitly
 - ii. Note: By providing a "systems" context, the strategy will tie together more as a comprehensive whole, rather than as incremental or piecemeal parts
 - iii. Note: A "systems" approach can also provide more of a framework for the proactive issues relating to education and outreach that were discussed last Thursday.
 - b. Consider introducing "landscape-scale ecological processes" into the discussion of ecosystem functions and solutions. (Refer back to the presentation to the Planning Commission by Department of Ecology representative - Erik Stockdale.)
 - c. Adaptive management should also be discussed and referenced as appropriate in the overall Strategy.

In addition, I want to concur with Mike Broili's request that the definition of "sustainability" be enhanced and build on what is presented in the draft to also discuss "regeneration and restoration of the environment where it has been damaged by past practices."

Rocky

#3

Comments in Minutes of Joint Parks Board/Planning Commission meeting on March 27th, 2008
...requested typed minutes from Robin Lesh when they are available.