

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE: 2009-2010 Proposed Council Goals and Workplan
DEPARTMENT: City Manager's Office
PRESENTED BY: Robert L. Olander, City Manager
Julie Underwood, Assistant City Manager

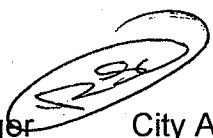
PROBLEM/ISSUE STATEMENT:

At the City Council's May 7-8, 2009 annual retreat the Council spent two days with staff reviewing the progress on the 2008-09 goals (see Attachment A) and discussing budget and fiscal issues. In addition, the Council carefully considered and discussed the Long-range Financial Planning Citizen Advisory Committee's recommendation regarding the City's funding options. There was Council consensus to continue the goals on the current list; however, Council directed staff to identify key milestones or bullets for each of the goals. The purpose for tonight's presentation is to review those key milestones with Council and to seek their adoption of the goals and workplan (see Attachment B).

It is vital that the Council finalize the list of goals by the end of June or early July in order to allow staff time to prepare for the Proposed 2010 Budget so that it aligns with the Council's goals and priorities.

RECOMMENDATION

It is recommended that the City Council formally adopt their goals and key milestones for the City Council 2009-2010 Goals and Workplan.

Approved By:  City Manager _____ City Attorney _____

Attachments

- A. City Council Workplan Goals 2008-2009 Update for Council Retreat May 2009
- B. Proposed City Council 2009-2010 Goals and Workplan

2008-2009

City Council Goals



Goal No. 1

Improve the quality of life for all residents by integrating the environmental, economic, and social goals into the development strategies into the city's overall vision and development initiatives.

Goal No. 2

Implement the economic development strategic plan.

Goal No. 3

Create an environmentally sustainable community.

Goal No. 4

Complete the projects approved with the 2006 Parks Bond.

Goal No. 5

Construct the city center city hall project.

Goal No. 6

Improve the city's transportation system (including the 205th Street project).

Goal No. 7

Improve the city's public safety and security.

Goal No. 8

Improve the city's strategic plan and the community's access to needed services.

Goal No. 9

Improve the city's economic development and communication and public information systems.

Goal No. 10

Improve the city's public safety and security and the city's public information and communication systems.



City Council Goals and Workplan

Vision

A community of families, safe neighborhoods, diverse cultures, active partnerships, quality businesses, natural resources and responsive government

Values

Strong neighborhoods, citizen partnerships and active volunteers

Social, cultural and economic diversity

Human service connections and networks

Open, efficient, participatory government

Community and regional leadership and collaboration

Sustainability and stewardship of the environmental and natural resources

Quality educational, recreational and cultural opportunities for all ages



SHORELINE CITY COUNCIL. Front row, from left: Deputy Mayor Terry Scott, Mayor Cindy Ryu and Janet Way. Back row, from left: Keith McAdams, Chris Eggen, Dotis McConnell and Ben Hansen.

Before becoming a city in 1995, Shoreline was an island of unincorporated King County surrounded by the older cities of Seattle, Edmonds, Woodway and Lake Forest Park. Covering 11.5 square miles, Shoreline is Washington's fifteenth largest city with more than 53,000 residents.

Shoreline is primarily residential with more than 70 percent of the households being single-family residences. Over the years, the Shoreline community has developed a reputation for strong neighborhoods, excellent schools and abundant parks.

May 2009

City Council Workplan Goals 2008-2009

Update for Council Retreat May 2009

Goal No. 1: Develop a shared community vision that integrates the Environmental Sustainability, Housing and Economic Development Strategies into the Comprehensive Plan and community development initiatives

- Conduct vision and values workshops for issues including future growth and development policies – *Completed.*
- Adopt new Vision Statement and "Framework Goals" – *Completed*; Adoption scheduled for May 11, 2009.
- Complete Southeast Area Neighborhoods Plan – *Continuing*; Recommendations from Citizen Advisory Committee due in 3rd Quarter 2009.
- Complete Town Center Plan – *Continuing*; Planning to begin in 2nd Quarter 2009.
- Adopt new residential density and incentive regulations for RB zones – *Continuing*; Permanent RB zone regulations will be developed starting in the 3rd Quarter 2009; Interim regulations extended until November 2009.

Goal No. 2: Implement the Economic Development Strategic Plan

- Develop a comprehensive small business assistance program – *Completed*; 2009 Small Business Assistance and Education Program classes scheduled.
- Work in partnership with the "Green Line" Transit-oriented Development (TOD) plan for the Aurora Park and Ride at N 19th – *Continuing*; King County working with State to acquire site.
- Develop a Green Line Certification process, including partnering with the Shoreline Chamber of Commerce and the Green Line Advisory Committee.
- Complete Economic Development Advisory Committee (EDAC) to identify recommended priorities – *Continuing.*

Goal No. 3: Create an "environmentally sustainable community"

- Complete the Forest Management Plan, including updating the City's tree retention policies and regulations – *Partially Completed*; Staff will begin work on tree policy in 2nd Quarter 2009.
- Complete Stormwater Manual and Low Impact Development Standards – *Completed.*
- Complete comprehensive environmental purchasing policy – *Completed*; Draft policy scheduled for public discussion in 2nd Quarter 2009.
- Report indicators and guidelines to measure progress – *Continuing.*
- Create a Green team staff structure – *Completed.*
- Explore energy and climate change initiatives – *Continuing.*

Goal No. 4: Complete the projects approved with the 2006 Parks Bond

- Complete Hamilton Park Improvements – *Continuing*; Project out to bid 2nd Quarter 2009.
- Complete Cornwell Park Improvements – *Continuing*; Project out to bid 2nd Quarter 2009.
- Complete Richmond Beach Saltwater Park Improvements – *Completed.*
- Design and initiate trail corridor improvements – *Continuing.*
- Complete off-leash dog park study and site selection – *Completed.*

Goal No. 5: Construct the Civic Center/City Hall Project

- Complete project design and financing – *Completed.*
- Complete city hall, parking structure and site improvements – *Partially Completed*; City Hall occupancy targeted for August with parking garage targeted for December 2009.
- Strive for LEED Certification – *Continuing*; LEED Silver attained; striving for LEED Gold.

Goal No. 6: Construct the Aurora Improvements from 165th to 205th Streets

- Complete project design for 165th to 185th – *Completed.*
- Award bid for 165th to 185th – *Continuing*; Project out to bid in 3rd Quarter 2009.
- Complete 30% design for 185th to 205th – *Continuing*; 30% design planned for 3rd Quarter 2009.
- Seek funding for final mile – *Continuing.*

Goal No. 7: Develop a Fircrest Master Plan in partnership with the State

- Develop agreement with State – *Completed.*
- Develop draft master plan with community and stakeholder participation – *Completed.*
- Review and adopt final plan – *Continuing.*
- Consider Public Health Lab (PHL) impacts – *Completed.*

Goal No. 8: Develop a "healthy city" strategy to ensure the community's access to needed human services

- Update the Human Services Plan (HSP) and Desired Outcomes – *Continuing.*
- Update the Youth Policy Plan – *Continuing.*
- Work to increase and retain affordable housing units – *Continuing.*
- Sponsor cultural diversity events – *Continuing*; Youth diversity conference sponsored in 4th Quarter 2008.

Goal No. 9: Provide enhanced opportunities for effective citizen communication and engagement

- Conduct City Council sponsored Town Hall Meetings – *Completed*; Vision meetings held in 1st Quarter 2009.
- Upgrade and redesign the City's website – *Completed.*
- Expand volunteer opportunities such as Adopt-A-Road/Park/Trail and "Ivy-Out" programs – *Continuing.*
- Create a database of City volunteers – *Completed.*
- Work in partnership with nonprofits to create an online community bulletin board – *Continuing*; Work to begin in 2nd Quarter 2009.

Goal No. 10: Provide safe, efficient, and effective infrastructure to support our land use, transportation and surface water plans

- Develop citywide trail and bicycle connection plan – *Continuing.*
- Expand local transit service – *Continuing*; Staff working on transit plan and continuing to monitor potential Metro Transit service reductions.
- Update the Transportation Master Plan (TMP) – *Continuing*; Consultant for TMP to be selected in 2nd Quarter 2009.
- Implement a Green Street Demonstration Project – *Continuing*; Project site (17th Avenue NE between 145th and 150th Streets) and design consultant selected.
- Provide leadership and advocacy at the regional level for sustainable land use, transportation and basin plans – *Continuing.*

Proposed City Council 2009-2010 Goals and Workplan

Goal 1: Implement the adopted Community Vision by updating the Comprehensive Plan and key development regulations in partnership with residents, neighborhoods and businesses.

- Complete Southeast Area Neighborhoods Plan
- Complete Town Center Plan
- Update the tree regulations
- Adopt new residential density and incentive regulations for RB zones
- Complete draft Urban Design, Capital Facilities, and Park elements of the Comprehensive Plan

Goal 2: Provide safe, efficient, and effective infrastructure to support our land use, transportation, and surface water plans

- Update the Transportation Master Plan
- Develop citywide trail and bicycle connection plan
- Maximize effectiveness of local transit service
- Negotiate acquisition of Seattle Public Utilities water system in Shoreline
- Update the Surface Water Master Plan and priority basin plans
- Provide leadership and advocacy at the regional level for sustainable land use, transportation and basin plans

Goal 3: Implement the Economic Development Strategic Plan

- Work in partnership to develop a "Transit-oriented Development" plan for the Aurora Park and Ride Lot at N. 192nd Street
- Continue to support small business development and expansion and new investment in Shoreline
- Encourage the development of clean technology and green jobs
- Facilitate partnerships with the Economic Development Advisory Committee, Forward Shoreline, the Shoreline Chamber, Shoreline Community College, and others
- Develop and implement a strategy to utilize the arts, culture, and historic resources as an economic catalyst

Goal 4: Create an "environmentally sustainable community"

- Complete the Green Street Demonstration Project
- Distribute available information to homeowners and builders regarding residential Green Building programs
- Implement a comprehensive environmental purchasing policy
- Expand community outreach and information efforts to reduce waste, recycle, and conserve energy
- Establish baseline indicators and a tracking system to monitor progress and flag needed adjustments

Goal 5: Complete the projects approved with the 2006 Parks Bond

- Complete Hamlin Park and Cromwell Park Improvements
- Design and install trail corridor improvements
- Develop the Kruckeberg Botanic Garden Master Plan

Goal 6: Construct the Civic Center/City Hall Project

- Dedicate and celebrate the opening of City Hall
- Acquire LEED Certification

Goal 7: Construct the Aurora Improvements from 165th to 205th Streets

- Award bid and complete construction of Aurora from North 165th to 185th Streets
- Complete design, acquisition, and bid for Aurora from North 185th to 192nd Streets
- Continue to seek funding for the last section of Aurora

Goal 8: Develop a Fircrest Master Plan in partnership with the State

- Promote community participation throughout the State's planning process
- Encourage appropriate economic development investment and environmental sustainability opportunities

Goal 9: Develop a "healthy city" strategy to ensure the community's access to needed human services

- Update the Human Services Plan and Desired Outcomes
- Update the Youth Policy Plan
- Promote preventive diversion and rehabilitation programs for adults and at-risk youth

Goal 10: Provide enhanced opportunities for effective citizen communication and engagement

- Promote volunteer efforts in the City and of partner agencies such as the Senior Center, the Shoreline School District, and local human service agencies
- Work in partnership with nonprofits to create an online community bulletin board
- Host Town Hall Meetings and Community Forums on key topics of interest