

CITY OF SHORELINE
SHORELINE CITY COUNCIL
SUMMARY MINUTES OF STUDY SESSION

Monday, October 4, 2010
7:00 p.m.

Council Chamber - Shoreline City Hall
17500 Midvale Avenue North

PRESENT: Deputy Mayor Hall, Councilmember Eggen, Councilmember McConnell,
Councilmember Roberts, Councilmember Scott, and Councilmember Winstead

ABSENT: Mayor McGlashan

1. CALL TO ORDER

At 7:00 p.m. the meeting was called to order by Deputy Mayor Hall, who presided.

2. FLAG SALUTE/ROLL CALL

Deputy Mayor Hall led the flag salute. Upon roll call by the City Clerk, all Councilmembers were present, with the exception of Mayor McGlashan.

Upon motion by Councilmember Winstead, seconded by Councilmember Eggen and unanimously carried, Mayor McGlashan was excused.

3. CITY MANAGER'S REPORT & FUTURE AGENDAS

Bob Olander, City Manager, provided reports and updates on various City meetings, projects, and events.

4. COUNCIL REPORTS

Councilmember Eggen discussed his attendance at the Sound Transit meeting.

5. STUDY ITEMS

(a) 2010 Citizen Satisfaction Survey

Mr. Olander provided a brief introduction and noted that the Survey helps inform budget priorities. Eric Bratton, Management Analyst, introduced Ron Vine, of the ETC Institute, who provided a report on the findings of the 2010 Community Survey. He explained the purpose of the Survey and its methodology. He reviewed the major findings and benchmarks and the conclusions drawn based on the data.

He assessed resident satisfaction and compared survey results against the 2006 and 2008 surveys. He highlighted the City's survey performance results and compared it with other cities. He said the City is definitely moving in the right direction and City services show significant improvements in customer satisfaction. He also noted that the flow of traffic and congestion is the top priority based on the Importance/Satisfaction Matrix. Overall, he said Shoreline residents have a positive perception of the City.

Councilmember Eggen inquired if the demographics of all of the respondents match the demographics of City. Mr. Vine responded that the demographics should be very close to what the actual City demographic is; however, he can send the specifics to City staff.

Councilmember Scott stated that the last slide was very informative regarding parks and recreation priorities.

Deputy Mayor Hall discussed traffic calming, noting that there are mixed feelings in the community about how much the City should do. Mr. Vine replied that the City staff can determine what direction the unhappy residents want the City to proceed in by looking at the maps to determine what issues there are.

Councilmember Roberts urged caution about looking at maps because the survey represents a small sampling of only 2,500 households.

Deputy Mayor Hall opened this item to public comment. There was no one wishing to provide public comment on this item.

(b) City Council Goal #6: Develop a "Healthy City" Strategy

Rob Beem, Community Services Manager, provided the staff report. He elaborated on the City's Transportation Master Plan, the City and School District Joint Use Agreement, the "walkability" aspects of the Comprehensive Plan, the Parks Bond issue projects, and the City's food banks. He added that in order to bolster the Strategy, the City must involve local and regional partners and engage individuals locally. The approach, he explained, is to confer with potential partners, identify key issues and motivations, convene a work group, and produce a strategy for the City and partners. Key pieces to this Strategy will be how to define a "healthy city," who can provide leadership, who will partner, and the City's measures for progress. He concluded that the anticipated timeline for finalizing the Strategy is spring 2011. Mr. Olander noted that this initiative is currently constrained by existing staff resources.

Deputy Mayor Hall called for public comment.

a) Cathy Hall, Shoreline, a former member of a bike/pedestrian group, suggested the City consider the public health community as a partner.

Councilmember Winstead suggested taking a look into the "Let's Move City" program. She said it would be great to have a citizen committee on this topic, which could also include the school

district. She also suggested the City look at what other cities are using to measure progress. She concluded that this is a long-term project that she is looking forward to working on.

Councilmember Roberts agreed that this is something that needs to be done right. He said he is curious to know how much work is actually going to be occurring by the City (sidewalks, etc) versus an overall recognition of prioritization as policies are implemented.

Mr. Beem explained that \$20,000 will be utilized for a small amount of research, planning, and materials.

Councilmember Eggen agreed that the City needs to look at what other cities are doing. He also suggested that community gardens should be added to the list. He added that this is a long-term project which will include removing barriers, walkability, bike lanes, opportunities for recreation, and communications concerning healthy food options.

Councilmember Scott said this is a long-term effort and leveraging the City's resources will be important. He suggested partnering with the school district and encouraging young people to get active early. He encouraged utilizing partners and resources.

Mr. Olander highlighted that the City will make partners aware of what others are doing, so efforts won't be duplicated or working at cross-purposes.

Deputy Mayor Hall noted that the City's Vision Statement and Framework Goals state that the City wants to be sustainable in all respects. Chronic disease and obesity, he pointed out, is not sustainable. He suggested utilizing *Currents* and other communications resources to share information for other services.

Councilmember McConnell suggesting having education and screening for diet.

Councilmember Scott discussed the role that *Currents* might play in public education and said the City should provide links to websites.

6. ADJOURNMENT

At 8:45 p.m. Deputy Mayor Hall declared the meeting adjourned.

Scott Passey, City Clerk

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