

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

<b>AGENDA TITLE:</b> Proposed 2011-2012 Council Goals and Workplan <b>DEPARTMENT:</b> City Manager's Office <b>PRESENTED BY:</b> Julie Underwood, City Manager
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**PROBLEM/ISSUE STATEMENT:**

At the City Council's May 6-7, 2011 annual retreat the Council reviewed the progress on the 2010-2011 goals (see Attachment A) and discussed emerging issues. It was determined that while progress has been made on the current goals, the Council would like to continue to work on these goals with some modifications to the objectives.

The Council is scheduled to take action and adopt the goals and workplan at the May 23, 2011 business meeting. However, if more time is needed for the Council to discuss and consider the goals and proposed workplan, this adoption can be scheduled for mid-June.

**RECOMMENDATION**

The purpose for this discussion is to review the goals and proposed objectives and to discuss the timing for adoption.

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

**Attachments**

- A. 2010-2011 Goals and Workplan
- B. Proposed 2011-2012 Goals and Workplan

## **BACKGROUND**

Annually the City Council holds a retreat to develop and/or update their goals and workplan. This year the retreat was held on May 6-7. In addition to updating the workplan, the Council discussed emerging issues, the City's financial condition, and various operational issues.

The proposed 2011-2012 goals and workplan were developed from Council's discussion and direct input. This is Council's first review of the proposed workplan. If additional time is needed for Council to consider the goals and workplan, this can be scheduled for further discussion at the next regularly scheduled study session of June 6. This item is currently scheduled for Council adoption on May 23.

### **Council's Workplan**

Though staff has identified objectives for each of the goals, it is worth noting some additional workplan items that are not called out specifically in the proposed goals and workplan (Attachment B). Staff will add these items to department workplans for follow up and implementation.

#### Goal 1

During the retreat there was Council discussion to promote the 2029 Vision and Framework Goals. Staff will develop a communications plan, including a video project and print materials, which will promote the community's vision, particularly in context of the Comp Plan update process.

#### Goal 3

With the City's business registration program, the staff will look at distributing a survey to gauge the City's business climate. Likewise, if staff learns of a business that is leaving Shoreline, the Economic Development Manager will conduct exit interviews to determine their reasons for leaving.

#### Goal 5

During the discussion of Goal 5, staff learned that some Councilmembers would like to do more to get the community involved in the City's budget development. Staff has started to examine the pros and cons of moving to a biennium budget process; this shift may allow for more unique and creative ways for seeking public input. This is in the very early stages of discussion and there will be more to come on this later.

#### Goal 6

Staff heard suggestions from Council to do more to promote all the diverse recreational opportunities that exist in the City, such as through the recreational guide and through cultural diversity fairs and special events. Moreover, the Council was pleased with the City's first Shoreline Walks 4 Health event and would like to see this grow with more partners and greater community involvement.

## **RECOMMENDATION**

The purpose for this discussion is to review the goals and proposed objectives and to discuss the timing for adoption.



## Shoreline City Council 2010-2011 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**

- Adopt the Southeast Area Neighborhoods Subarea Plan – **Completed**; the Subarea Plan was adopted by Council in 2010.
- Adopt updated tree regulations, including citywide goals for urban forest canopy - **Continuing**; citywide tree canopy survey completed and tree regulations scope of work to be finalized by Council May 2011.
- Complete draft Urban Design, Capital Facilities and Transportation elements of the Comprehensive Plan - **Continuing**; these elements of the Comprehensive Plan will occur subsequent to the adoption of the Town Center Subarea Plan and Transportation Master Plan.
- Adopt the Town Center Subarea Plan - **Continuing**; the Subarea Plan is scheduled to be completed in summer 2011.
- Make the permit process clear, timely and predictable through Subarea Plans, Planned Actions and other appropriate planning tools - **Continuing**; as this element will be implemented through the Southeast and Town Center Subarea Plans and the Aldercrest site rezone, work continues.

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

- Update the Transportation Master Plan (TMP), including citywide trail, bicycle, and transit elements – **Continuing**; TMP scheduled to be completed in 2011.
- Update the Surface Water Master Plan (SWMP) and priority basin plans – **Continuing**; SWMP scheduled to be completed in 2011; work on Boeing Creek Basin Plan continues.
- Work with Sound Transit, neighboring cities, regional agencies and Shoreline neighborhoods to implement the Sound Transit II plan to bring light rail through Shoreline – **Continuing**; staff continues to work with Sound Transit on Sound Transit II Plan.

### **Goal 3: Expand Economic Development opportunities in Shoreline**

- Develop a "Transit-oriented Development" (TOD) plan for the Aurora Park and Ride Lot at N. 192nd Street – **Continuing**; staff continues to work with King County and WSDOT on Urban Land Institute Study, site transfer and TOD development.
- Work with the Shoreline Community College to establish a continuing small business development and assistance program – **Completed**; small business development and assistance program has been established.
- Explore economic development opportunities for any surplus property at the Fircrest campus with the State of Washington – **Continuing**; staff continues to explore opportunities for Fircrest.
- Actively recruit both large and small businesses to Shoreline – **Continuing**; recruiting businesses to Shoreline is an ongoing effort of the Economic Development Program.



**Goal 4: Construct the Aurora Improvements from 165th to 205th Streets**

- Complete construction of Aurora from N. 165th to N. 185th Streets - **Continuing**; construction scheduled to be completed in summer 2011.
- Complete design, acquisition and bid for Aurora from N. 185th to N. 192nd Streets – **Completed**; this segment of the corridor is now under construction.
- Secure funding for the last section of Aurora - **Continuing**; funding continuing to be sought.

**Goal 5: Provide enhanced opportunities for effective citizen communication and community engagement**

- Implement and evaluate new communication tools such as Council meeting “e- comment,” and social media such as Facebook and Youtube – **Completed**; e-comment, Facebook and Youtube are all established City communication tools.
- Host community forums on key topics of interest – **Continuing**; staff continues to look for opportunities to hold community forums.
- Enhance communication and partnerships with the Shoreline Community College, School District, utilities and other local public agencies – **Continuing**; although the Aldercrest inter-jurisdictional discussion has concluded, staff will continue to discuss opportunities for the Cedarbrook site and look for other opportunities to communicate and partner with local agencies.
- Support community, civic and volunteer organizations in their efforts to expand their capacity – **Continuing**; supporting community volunteer organizations is an ongoing effort of the City’s Neighborhood Program.

**Goal 6: Develop a “healthy city” strategy**

- Adopt updated Parks, Recreation, and Open Spaces (PROS) Plan – **Continuing**; staff anticipates that PROS Plan will be adopted in summer 2011.
- Work with a citizen advisory committee of community stakeholders to develop a Healthy City Plan – **Continuing**; staff continues work on strategy.
- Develop a scope of work, including identifying stakeholders, cost and timeline, for a Youth Services Master Plan (YSMP) - **Continuing**; work on the YSMP will occur subsequent to completion of the Healthy City Plan.

**Goal 7: Acquire Seattle Public Utilities water system in Shoreline**

- Develop feasibility analysis and financial plan – **Continuing**; staff anticipates that the feasibility analysis will be completed by summer 2011.
- Negotiate acquisition – **Continuing**; negotiations with SPU are ongoing.
- Develop transition and implementation plan and schedule – **Continuing**; the transition and implementation plan phase is contingent upon a successful negotiation.



Shoreline City Council  
**PROPOSED**  
2011-2012 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**

- Adopt amendments to the City's development regulations to make the permit process more timely, clear and predictable, e.g., administrative design review, planned actions, subarea plans, and other appropriate planning tools.
- Adopt amendments to the tree regulations, adopt a policy of increasing tree canopy through voluntary programs, and become a Tree City USA
- Amend the citywide Comprehensive Plan to make it consistent with the adopted 2029 Vision and Framework Goals while also reducing its length and complexity
- Adopt the Town Center Subarea Plan and code

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

- Update the Transportation Master Plan, including citywide trail, bicycle, and transit elements
- Update the Surface Water Master Plan and priority basin plans
- Work with Sound Transit, neighboring cities, regional agencies and Shoreline neighborhoods to implement the Sound Transit II plan to bring light rail through Shoreline

**Goal 3: Improve economic development opportunities in Shoreline**

- Form partnerships to create "Transit-oriented Developments" (TOD) that capitalize on public transportation infrastructure
- Update the Economic Development Strategic Plan for 2012-2017
- Promote investments in Shoreline's neighborhood centers to increase economic vitality, environmental quality, and housing choices
- Provide a business-friendly environment that attracts and retains both large and small businesses

**Goal 4: Construct the Aurora Improvements from 165<sup>th</sup> to 205<sup>th</sup> Streets**

- Complete construction of Aurora from N 165th to N 192nd Streets
- Complete design and right-of-way acquisition for Aurora from N 192nd to 205th Streets
- Secure the balance of funding for the last section of Aurora

**Goal 5: Expand opportunities for effective citizen communication and community engagement**

- Enhance communication and partnerships with citizens, local public agencies, and businesses
- Support community, civic and volunteer organizations in their efforts to expand their capacity
- Enhance participation opportunities for the Shoreline community in developing the City's budget and long-term financial strategies
- Support work in the community to engage with cultural and ethnic minority communities

**Goal 6: Develop a "healthy city" strategy**

- Adopt an updated Parks, Recreation, and Cultural Services Plan
- Work with community stakeholders to develop a Healthy City Plan
- Develop a scope of work for creating a Youth Services Master Plan
- Support efforts to cultivate a farmers market in Shoreline

**Goal 7: Acquire Seattle Public Utilities water system in Shoreline**

- Develop feasibility analysis and financial plan
- Negotiate acquisition
- Develop and implement a robust citizen participation plan to solicit input on the issues that shape the acquisition
- Develop transition and implementation plan and schedule

**2010-2011 Goals and Workplan Accomplishments**

- Adopted the Southeast Area Neighborhoods Subarea Plan
- Worked with the Shoreline Community College to establish a continuing small business development and assistance program
- Completed design, acquisition and bid for Aurora from N. 185<sup>th</sup> to N. 192<sup>nd</sup> Streets
- Implemented and evaluated new communication tools such as Council meeting "e-comment," and social media such as Facebook and Youtube