

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE: Proposed 2011-2012 Council Goals and Workplan DEPARTMENT: City Manager's Office PRESENTED BY: 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

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