

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Discussing the 2017-2019 City Council Goals and Workplan
DEPARTMENT:	City Manager's Office
PRESENTED BY:	John Norris, Assistant City Manager
ACTION:	<input type="checkbox"/> Ordinance <input type="checkbox"/> Resolution <input type="checkbox"/> Motion <input checked="" type="checkbox"/> Discussion <input type="checkbox"/> Public Hearing

PROBLEM/ISSUE STATEMENT:

At the City Council's annual Strategic Planning Workshop, which was held March 3 and 4, 2017, the Council discussed their proposed 2017-2019 goals. Council did not propose any changes regarding the continued focus of their goals towards achievement of Vision 2029 and being a sustainable city in all respects:

- Sustainable neighborhoods – ensuring they are safe and attractive;
- Sustainable environment – enhancing our build environment so that it protects our natural resources; and
- Sustainable services – supporting quality services, facilities and infrastructure.

Council also determined that the goals themselves are still relevant and in keeping with their direction for City, although they provided direction that they would like two of the five goals for 2017-2019 to have slightly amended language. Specifically, Council Goal #2 was amended so that the word "municipal" was removed from the 2016-2018 goals, in recognition that most infrastructure within the City is in fact municipal, and thus keeping this word in the goal statement seemed somewhat redundant. As well, Council Goal #3 was amended in recognition that this goal is no longer just in reference to preparation for the Lynnwood Link Extension light rail project. Given the passage of the Sound Transit 3 ballot measure, Council Goal #3 should be expanded to encompass preparation for regional mass transit in Shoreline, including bus rapid transit that will run along the 145th Street corridor as part of ST3 package.

As noted in Attachment A, the proposed 2017-2019 City Council Goals are as follows:

1. Strengthen Shoreline's economic base to maintain the public services that the community expects;
2. Improve Shoreline's infrastructure to continue the delivery of highly-valued public services;
3. Continue preparation for regional mass transit in Shoreline;
4. Expand the City's focus on equity and inclusion to enhance opportunities for community engagement; and
5. Promote and enhance the City's safe community and neighborhood programs and initiatives.

In addition to the Council Goals themselves, the Council also reviewed the Action Steps, or sub-goals, that implement the five Council Goals at their Strategic Planning Workshop. Attachment A to this staff report provides the proposed 2017-2019 Council Goals and Workplan, which include the suggested Action Steps under each goal. The tracked changes noted on Attachment A represent the additions and edits that the Council requested staff make to the staff-proposed Council Goals and Action Steps that were initially presented to Council at the March 3-4 Workshop. Council was generally supportive of staff's recommend Goals and Action Steps.

Tonight, staff is requesting that Council review the proposed 2017-2019 Council Goals and Action Steps and provide staff direction to further amend the Goals, if needed, and bring them back for adoption. Adoption of the 2017-2019 Council Goals is currently scheduled for April 10, 2017.

RESOURCE/FINANCIAL IMPACT:

Resources needed to accomplish the Council's Goals and Workplan are included in the 2017 budget and will be included in the 2018 proposed budget.

RECOMMENDATION

No action is required. Staff recommends that Council discuss the 2017-2019 Council Goals and Work plan. Staff further recommends that Council adopt the 2017-2019 Council Goals and Workplan when they are brought back to Council for adoption on April 10, 2017.

ATTACHMENTS:

Attachment A – Proposed 2017-2019 City Council Goals and Workplan

Approved By: City Manager **DT** City Attorney **MK**

2017-2019 City Council Goals and Workplan

The Council is committed to fulfilling the community's long-term vision – Vision 2029 – and being a sustainable city in all respects:

- Sustainable neighborhoods—ensuring they are safe and attractive;
- Sustainable environment—preserving our environmental assets and enhancing our built environment so that it protects our natural resources; and
- Sustainable services—supporting quality services, facilities and infrastructure.

The City Council holds an annual Strategic Planning Workshop to monitor progress and determine priorities and action steps necessary to advance Vision 2029. This workplan, which is aimed at improving the City's ability to fulfill the community's vision, is then reflected in department workplans, the City's budget, capital improvement plan, and through special initiatives.

Goal 1: Strengthen Shoreline's economic base to maintain the public services that the community expects

Shoreline voters approved Proposition No. 1 in November 2016, which will help maintain essential service levels through 2022. While Proposition No. 1 was renewed by Shoreline voters in 2016, it is vital to attract investment in Shoreline businesses and neighborhoods to enhance the local economy, provide jobs, and support the services that make Shoreline a desirable place to live. Investment will strengthen our tax base while providing our residents with greater housing choices, local employment, retail opportunities, and lifestyle amenities.

ACTION STEPS:

1. Implement the Community Renewal Plan for Aurora Square, including developing recommendations for incentives, property acquisition, and capital improvements for a regional stormwater detention/retention system and intersection improvements at N 155th Street and Westminster Way N to encourage Vision 2029 businesses to locate and thrive at Aurora Square
2. Enhance the attractiveness of Shoreline as a place for private investment, including investment by small and medium sized developments, by ensuring that the permit process is predictable, timely and competitive, and by constantly evaluating and improving the quality of regulations for the City and other local permitting organizations
3. Continue to implement the 10-year Financial Sustainability Plan strategies to achieve sufficient fiscal capacity to fund and maintain priority public services, facilities, and infrastructure, with specific focus on Strategy 1 - encouraging a greater level of economic development, Strategy 5 - seeking to replace the General Fund support of the Roads Capital Fund with another dedicated funding source, and Strategy 6 - engaging the business community in a discussion regarding potential implementation of a Business & Occupation Tax
4. Continue to foster innovative, community-supported place-making efforts that help create diverse communities with a mix of residential and commercial uses and promote economic development encourage people to spend time in Shoreline
5. Measure and maintain the 'Surprised by Shoreline' campaign that promotes Shoreline as a progressive and desirable community to new residents, investors, and businesses
6. Continue to promote the growing media production activities occurring in Shoreline and explore development of a state-of-the-art media campus that makes Shoreline the regional center of the digital media production industry

Goal 2: Improve Shoreline's municipal infrastructure to continue the delivery of highly-valued public services

Shoreline inherited an aging infrastructure system when it incorporated in 1995. The City has identified needed improvements to strengthen its municipal infrastructure to maintain public services the

community expects through its 20-year planning documents, including the Comprehensive Plan, Surface Water Master Plan, Transportation Master Plan and Parks, Recreation and Open Space Master Plan. Improvements are not limited to infrastructure investments. The City is also interested in improving coordination, planning, and overall information sharing among all service providers. As capital improvements are made, it is important to include efforts that will enhance Shoreline's natural environment, ultimately having a positive impact on the Puget Sound region.

ACTION STEPS:

1. Identify funding strategies, including grant opportunities, to implement the City's Transportation Master Plan including construction of new non-motorized improvements
2. Determine a strategy for replacing the Spartan Recreation Center and the Shoreline Pool
3. Implement the Ronald Wastewater District Assumption Transition Plan and formally assume the District in October 2017
4. Continue to Implement the Urban Forest Strategic Plan
5. Implement the 2016-2019 Priority Environmental Strategies, including adoption of a ~~Deep Green Incentive Program~~ incentives for environmentally sustainable buildings, exploration of district energy, update of the City's Forevergreen website, and continued focus on effective stormwater management practices including restoration of salmon habitat
6. Implement a comprehensive asset management system, including asset inventory, condition assessment and lifecycle/risk analysis, for the City's streets, facilities, trees, parks, and utilities
7. Construct the Shoreline Police Station at City Hall to better meet community needs
8. Evaluate alternatives for City maintenance facility needs
9. Update and begin implementation of the Surface Water Master Plan, the Transportation Master Plan, and the Parks, Recreation and Open Space Master Plan, and Wastewater Master Plan
10. Initiate environmental review and design for the N 175th Street Corridor Project from Interstate-5 to Stone Avenue N

Goal 3: Continue preparation Prepare for two regional mass transit in Shoreline light rail stations

In 2008, Shoreline voters supported the Sound Transit 2 (ST2) funding package by 61%, and in 2016, Shoreline voters supported the Sound Transit 3 (ST3) package by 59%. Our community looks forward to increasing mobility options and reducing environmental impacts through public transit services. The ST2 light rail extension from Northgate to Lynnwood includes investment in two stations in Shoreline, which are planned to open in 2023. The ST3 package includes funding for corridor improvements and Bus Rapid Transit service along State Route 523 (N 145th Street) from Bothell Way connecting to the 145th Street Light Rail Station. Engaging our community in planning for the two Shoreline light rail stations and improved transportation options and infrastructure along N 145th Street in Shoreline continues to be an important Council priority.

ACTION STEPS:

1. Work with the City of Seattle, King County, Sound Transit, the Washington State Department of Transportation, and federal agencies on a plan that will improve safety and efficiency for all users of 145th Street, including a design for the 145th Street and Interstate-5 interchange, design of the 145th Street corridor from Interstate-5 to Aurora Avenue N, and coordination with Sound Transit for design and construction of 145th Street improvements from Highway 522 to Interstate-5 as part of ST3
2. Negotiate agreements with Sound Transit and pursue other means to obtain any necessary mitigation and improvements related to Sound Transit's light rail projects, including non-motorized access improvements around each station and across the 145th Street and 185th Street bridges, a new non-motorized bridge across Interstate-5 ~~north of 145th~~ at 148th Street, a new trail along the rail alignment, park impact mitigation, and rights-of-way relocation or replacement
3. Partner with Sound Transit to host local public meetings for the 60% and 90% project design milestones and provide comment on the design of the light rail stations, garages and associated facilities at these milestones in accordance with the Council-adopted Guiding Principles for Light Rail

Station Design

4. Work collaboratively with Sound Transit to support the development and review of environmental, architectural, engineering and construction plans for the Lynnwood Link facilities within the City of Shoreline through Sound Transit's Special Use Permit and other permitting reviews
5. Identify anticipated impacts to Shoreline neighborhoods from future construction and operation of the Lynnwood Link Extension and work proactively with Sound Transit to develop plans to minimize, manage, and mitigate these impacts, including construction management planning and neighborhood traffic impact management
6. Conduct the 185th Street Corridor Study between Aurora Avenue N and 10th Avenue NE to identify multi-modal transportation improvements necessary to support growth associated with the 185th Street Station Subarea Plan and the Sound Transit Light Rail Station
7. Finalize and begin implementation of the light rail station subarea parks and open space plan, including adoption of park impact fees
8. Implement the Affordable Housing Program as identified in light rail station subarea plans

Goal 4: Expand the City's focus on equity and inclusion to enhance opportunities for community engagement

The Council values all residents and believes they are an important part of the Shoreline community, including those that have been underrepresented. The Council believes it is important to expand the ways in which the City can develop and implement processes, policies and procedures that increase inclusion and equity in a meaningful and impactful way.

ACTION STEPS:

1. Implement the City's Diversity and Inclusion Program
2. Facilitate the development of affordable housing projects in Shoreline, and engage in regional efforts focused on addressing homelessness, and explore housing security regulations
3. Explore secured scheduling regulations
4. Ensure continued compliance with federal and state anti-discrimination laws, including Title VI of the Civil Rights Act, the Civil Rights Restoration Act, the American with Disabilities Act, and Washington's Law Against Discrimination, so as to ensure all Shoreline residents benefit from the City's programs and activities
5. Conduct ~~a community meetings~~ with residents to discuss immigration concerns current issues, City policy and other changes that ~~are occurring at the federal level~~ may impact the community
6. Implement the Shoreline Citywise Project to help the community build familiarity with the many aspects of Shoreline government and its role in providing services
7. Broaden the Nurturing Trust Program to reach additional underrepresented members of the Shoreline community
8. Continue to use social media to expand reach in the broader community and to solicit input and ideas on City business, events and policy issues

Goal 5: Promote and enhance the City's safe community and neighborhood programs and initiatives

Maintaining a safe community is the City's highest priority. The 2016 Citizen Survey reflected that 93% of respondents felt safe in their neighborhood during the day and 80% had an overall feeling of safety in Shoreline. These results are reflective of statistics from medium-sized cities across the United States, and the former measure was a slight increase from previous citizen surveys conducted by the City. The City is continuing a concentrated workplan to enhance our public safety communication and crime prevention efforts to ensure that our residents and businesses continue to find Shoreline a safe place to live, work, and play.

ACTION STEPS:

1. Use data driven policing to address crime trends and quality of life concerns in a timely manner.
2. Continue quarterly meetings of the City's cross-department safe community team to address public safety problems and implement solutions
3. Continue the partnership between the Parks Department and Police, focusing on park and trail safety through Crime Prevention Through Environmental Design (CPTED), Problem Solving Projects (PSPs) and police emphasis to improve safety and the feeling of safety
4. Continue to partner with Shoreline schools and the Shoreline Fire Department to implement best practice school safety measures
5. Continue to address traffic issues and concerns in school zones and neighborhoods using the City's speed differential map and citizen traffic complaints
6. Continue to coordinate efforts between the Community Outreach Problem Solving (COPS) officer and the City's Neighborhoods Program to work on crime prevention education and outreach
7. Partner with the business community to enhance communication on crime trends and crime prevention efforts
8. Continue to implement the Risk Analysis De-escalation And Referral (RADAR) program to create a systematic policing approach to deal with mental illness in the community

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