

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

<b>AGENDA TITLE:</b>	Discussing the 2018-2020 City Council Goals and Work Plan
<b>DEPARTMENT:</b>	City Manager's Office
<b>PRESENTED BY:</b>	John Norris, Assistant City Manager
<b>ACTION:</b>	<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 16 and 17, 2018, the Council discussed their proposed 2018-2020 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 one of the five goals for 2018-2020 to have slightly amended language. Specifically, Council Goal #1 was amended so that it now states that the goal is to "Strengthen Shoreline's economic climate and opportunities." This change was proposed by staff and Council in recognition that while regional economic development and economic development efforts in Shoreline have been successful, the City must also focus on providing economic opportunities for all Shoreline residents, many of whom may not have benefitted from the economic development efforts and achievements already made.

As noted in Attachment A, the proposed 2018-2020 City Council Goals are as follows:

1. Strengthen Shoreline's economic climate and opportunities;
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 2018-2020 Council Goals and Work Plan, 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 16-17 Workshop. The Council was generally supportive of staff's recommend Goals and Action Steps.

Tonight, staff is requesting that Council review the proposed 2018-2020 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 2018-2020 Council Goals is currently scheduled for April 30, 2018.

**RESOURCE/FINANCIAL IMPACT:**

Resources needed to accomplish the Council's Goals and Work Plan are included in the 2018 budget and will be included in the proposed 2019-2020 biennial budget.

**RECOMMENDATION**

No action is required. Staff recommends that Council discuss the 2018-2020 Council Goals and Work plan. Staff further recommends that Council adopt the 2018-2020 Council Goals and Work Plan when they are brought back to Council for adoption on April 30, 2018.

**ATTACHMENTS:**

Attachment A – Proposed 2018-2020 City Council Goals and Work Plan

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

# 2018-2020 City Council Goals and Work Plan

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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 work plans, the City's budget, capital improvement plan, and through special initiatives.

## **Goal 1: Strengthen Shoreline's economic climate and opportunities**

Robust private investment and economic opportunities help achieve Council Goals by enhancing the local economy, providing jobs and housing choices, and supporting the public services and lifestyle amenities that the community desires and expects.

### **ACTION STEPS:**

1. Implement the Community Renewal Plan for Shoreline Place, including a review of recommendations for a regional stormwater detention/retention system and construction of intersection improvements at N 155<sup>th</sup> Street and Westminster Way N
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 implementing a Business and Occupation tax and replacing the General Fund support of the Roads Capital Fund with another dedicated funding source
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
5. Encourage affordable housing development in Shoreline, including continued promotion of the Property Tax Exemption program, partnership with King County in the development of affordable housing on the City's property at Aurora Avenue and N 198<sup>th</sup> Street, and identify opportunities for integration of affordable housing at the future community and aquatic center facility
6. Facilitate collaboration with and between members of the business community in order to remove barriers to starting and growing businesses, increase commerce and profitability, and identify appropriate new industries for Shoreline

## **Goal 2: Improve Shoreline's 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 and advocate for funding, including grant opportunities, to support construction of new and maintenance of existing sidewalks and other non-motorized facilities
2. Implement the Parks, Recreation, and Open Spaces Plan, including development of a strategy for a new community and aquatic center and priority park improvements and acquisitions
3. Continue to Implement the Urban Forest Strategic Plan
4. Implement the 2018-2020 Priority Environmental Strategies, including achievement of citywide Salmon-Safe certification, consideration of expanding green building mandates, and appointment of a stakeholder committee to evaluate and develop a recommendation on the implementation of recommendations from the Climate Action Analysis for the 185<sup>th</sup> Street Station Subarea
5. Continue to 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
6. Evaluate alternatives for City maintenance facility needs
7. Implement the Surface Water Master Plan with a focus on completing the 2018-2019 small projects, completing the design of pump station improvements and improving education and outreach about the Plan
8. Update the Transportation Master Plan (TMP) Pedestrian System Plan and sidewalk prioritization process and move the Master Street Plan from the TMP to Title 12 of the Shoreline Municipal Code
9. Initiate environmental review and design for the N 175<sup>th</sup> Street Corridor Project from Interstate-5 to Stone Avenue N

### **Goal 3: Continue preparation for regional mass transit in Shoreline**

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 2024. The ST3 package includes funding for corridor improvements and Bus Rapid Transit service along State Route 523 (N 145<sup>th</sup> Street) from Bothell Way connecting to the 145<sup>th</sup> Street Light Rail Station. Engaging our community in planning for the two Shoreline light rail stations and improved transportation options and infrastructure along N 145<sup>th</sup> 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 145<sup>th</sup> Street, including a design for the 145<sup>th</sup> Street and Interstate-5 interchange, design of the 145<sup>th</sup> Street corridor west of the Interstate-5 interchange, and coordination with Sound Transit for design and construction of 145<sup>th</sup> Street improvements from Highway 522 to Interstate-5 as part of ST3
2. Work collaboratively with Sound Transit to review and permit the Lynnwood Link Extension Project, including over the shoulder review of architectural, engineering and construction plans of the light rail stations, garages and associated facilities, review of Sound Transit's Special Use Permit, and providing comment on the design in accordance with the Council-adopted Guiding Principles for Light Rail Station Design
3. Partner with Sound Transit in hosting local public meetings for the In-Progress 90% and 90% design milestones to support identification of 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
4. Conduct the 185<sup>th</sup> Street Corridor Study between Aurora Avenue N and 10<sup>th</sup> Avenue NE to identify multi-modal transportation improvements necessary to support growth associated with the 185<sup>th</sup> Street Station Subarea Plan and the Sound Transit Light Rail Station
5. Continue to coordinate design elements of the Trail Along the Rail, 148<sup>th</sup> Street Non-Motorized Bridge and 3<sup>rd</sup> Avenue NE Woonerf projects with Sound Transit and seek funding through federal,

state and regional opportunities to complete the designs and construction of these projects

**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 who have been historically marginalized and underrepresented. The Council believes it is important to improve inclusion, equity, and participation among all members of the Shoreline community in the development and implementation of policies and programs in a meaningful and impactful way.

**ACTION STEPS:**

1. Implement the City’s Diversity and Inclusion Program
2. Continue to engage in efforts to address homelessness on a regional and local level
3. Ensure continued compliance with federal and state anti-discrimination laws, including Title VI of the Civil Rights Act, the Civil Rights Restoration Act, Title II of the Americans with Disabilities Act, and Washington’s Law Against Discrimination, so as to ensure all Shoreline residents benefit from the City’s programs and activities
4. Conduct community meetings with residents to discuss current issues, City policy and other changes that may impact the community
5. Continue to build relationships that support community policing with all members of the Shoreline community
6. Continue to use technology and social media to expand reach in the broader community and to solicit input and ideas on City business, events and policy issues
7. Improve the accessibility of the City’s website and the information contained within by working to conform to Web Content Accessibility Guidelines (WCAG) 2.0 Level AA

**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. Conduct trainings, and community programs to promote personal safety, awareness and response
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

9. Engage in an analysis with service providers to identify what services and processes exist to connect those experiencing homelessness and/or opioid addiction with supportive services and identify gaps that may exist

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