Council Meeting Date: September 3, 2002 **Agenda Item: 6(a)**

CITY COUNCIL AGENDA ITEM

CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Draft Work Plan for City Council Goal #7
DEPARTMENT:	City Manager's Office
PRESENTED BY:	Bob Olander, Deputy City Manager

PROBLEM/ISSUE STATEMENT:

On July 15th, the City Council discussed this item and voted to continue review on August 19th. Staff proposed preparing an alternative time schedule that would plan for a bond election after completion of the long-range Transportation, Park, and Surface Water Plans.

At its recent retreat, the City Council adopted the following goal: "Establish a Shoreline Citizen's Bond Advisory Committee to review and make recommendations regarding financing City capital improvements." As a relatively new city, Shoreline faces major deficits in the capital infrastructure necessary to achieve the fulfillment of the City Council's vision, values, and critical success factors. With limited resources, it is crucial to identify key community priorities, evaluate future financial capabilities, and seek voter approval for major unmet community needs.

The attached draft work plan recommends a process and schedule to meet the City Council's goal of reviewing unmet capital needs and possibly seeking voter approval for some capital projects in the spring of 2004.

ALTERNATIVES ANALYZED:

An alternative schedule that would utilize the project information generated from the upcoming Comprehensive Transportation Plan, Parks and Open Space Master Plan, and the Surface Water Management Master Plan is included as Option B. A consideration in deciding between the alternative time lines is the number of major capital projects scheduled for construction in 2003 and 2004. These include the Interurban Trail, Interurban Trail Bridge, North City/15th Improvements, and City Hall. Aurora Avenue should be under construction in 2005 and 2006. In addition, staff and the City Council will be heavily involved in the Surface Water Master Plan, the Transportation Master Plan and the Parks and Open Space Master Plan, as well as the update to the City's Comprehensive Plan.

On July 15th, the Council also requested information on future Shoreline School District levy or bond plans. The Superintendent, Dr. Jim Welsh, indicates that the next general maintenance and operation levy will likely be in the spring of 2006, since they passed a four-year levy in February 2002. There are no planned or anticipated construction bond

requests on the horizon. However, there have been some preliminary thoughts about a technology levy in two to three years. So there does not appear to be any major scheduling conflicts that we can foresee with either Option A or B for a City capital levy.

FINANCIAL IMPACT:

No additional funds will need to be appropriated for this project. It is estimated that this project will cost approximately $65,000, however, funding can come from regular 2003 budget appropriations in Capital and Professional Service accounts.

RECOMMENDATION

Staff recommends that City Council review and discuss the attached work plan and schedule and provide further direction to staff.

Approved By: City Manager City Attorney

CITY COUNCIL GOAL NO. 7

Establish a Shoreline Citizen's Bond Advisory Committee to Review and Make Recommendations Regarding City Capital Improvements

Problem Statement

As a new City, Shoreline faces major deficits in the capital infrastructure necessary to achieve the fulfillment of the City's vision, values, and critical success factors. With limited resources, it is crucial to identify key community priorities, evaluate future financial capabilities, and seek voter approval for major unmet community needs. As indicated in the attached forecast, the City currently has little, if any, financial capacity for new projects beyond those contained in the CIP.

Project Goal

The overall goal for this project is deliver to the City Council a prioritized list of major community capital needs for potential submittal to the voters of Shoreline. The project lead is the Deputy or Assistant City Manager. A proposed project schedule is attached.

Phase I - Community Needs Assessment

The goal of this initial phase is to identify the full range of unmet community capital needs for he next 20 years.

Option A

This option would utilize existing transportation, capital, surface water management and park plans, combined with citizen input, to identify community needs. Many projects and needs have already been identified in the Comprehensive Plan, transportation reviews, and previous park plans. The advantage to this option is that it can be completed more quickly.

Option B

The most comprehensive means to fully identify community capital needs is through the completion of the Comprehensive Transportation Plan, Surface Water Master Plan, and Comprehensive Parks and Recreation Master Plan. Each one of these plans identifies needs, recommends projects, sets priorities and itemizes funding options.

Important unfunded projects can then be readily identified for possible bond elections. The drawback of this approach is that it may take 18 to 24 months to develop and finalize these plans. The advantage is that all possible projects are identified based on sound long-range planning, growth estimates, traffic projections, and comprehensive

community involvement. The public can be confident that the full range of long-range needs and wants have been identified before proceeding.

Phase II - Project Review and Analysis

The goal of this phase is to refine project costs, identify alternative funding sources and mechanisms, and estimate ongoing maintenance and operations costs and capabilities. (If Option B is selected, much of this work will have been completed in the long-range plans.) Staff will review the proposed projects against long-range financial forecasts and the Capital Improvement Plan to identify which projects can be funded through available City revenues and which will need additional voter approved funding.

Phase III - Public Input and Project Prioritization

The goal of this phase is to gather community input on possible projects, to assess public support, and to set project priorities. A Capital Advisory Committee would be appointed to assist in accepting public input, evaluating project priorities, and providing recommendations to the City Council.

Phase IV - City Council Review

At this stage, the City Council receives the advice and research from the Advisory Committee. The goal is for the City Council to discuss and decide on which, if any, bond measures to submit to the voters, which projects to aggregate and the timing of possible ballot measures. Several key factors in the decision matrix are:

- Public opinion
- Local economy
- Competing tax measures
- Timing
- Key constituencies and stakeholders
- Active community support for campaign and fundraising
- The ability to clearly and concisely articulate a need
- Adequate time for ballot campaign
- Possible opposition
- Strong City Council support
- Project capability to enhance Council strategic goals

Phase V - Election Strategy and Campaigns

At this phase the election strategy and campaign is turned over to citizen volunteers. Under Public Disclosure Commission rules, City involvement is limited to drafting the ballot title and providing strictly factual information to the electorate. The ballot title, however, is crucial in that most measures fail due to voter confusion. In general, at least

six months lead-time is needed for a good citizen campaign. As with any election, a strong core of active volunteers is needed to raise funds and run the campaign.

Communication

Throughout the process the City Council will be briefed by staff and the Advisory Committee to ensure that the project is meeting the objectives of the City Council. A communications plan will also be developed to inform the public, neighborhood councils, citizen groups and stakeholders about the process and how to provide input.

Project Budget

Consulting Services - Project Cost and Maintenance and Operations Estimates	$25,000
Public Surveys, focus Groups, Informational Video	40,000
TOTAL	$65,000

Additional appropriations will not be required since funds for this project are available within projected professional service and capital budgets in 2003.

Advisory Committee

It is recommended that the City Council consider appointing up to nine citizens to the Capital Advisory Committee (CAC). Additional subcommittees for Parks, Recreation, and Cultural Services, Transportation, and Surface Water may also be appointed, with one or two members of the CAC serving on each subcommittee along with additional citizen volunteers.

Roles and Responsibilities

The City Council would appoint the CAC and subcommittees, set the charter and parameters for the CAC, receive the final report, and make the final decisions on possible bond issues, timing, and amounts. The CAC would receive input from staff, consultants and public survey results, balance projects against fiscal and tax constraints, and provide recommendations to the City Council on priority projects. The staff would provide project and financial information to the CAC, staff the CAC and subcommittees, manage consultants and surveys, and ensure good communications to and from the public during this process.

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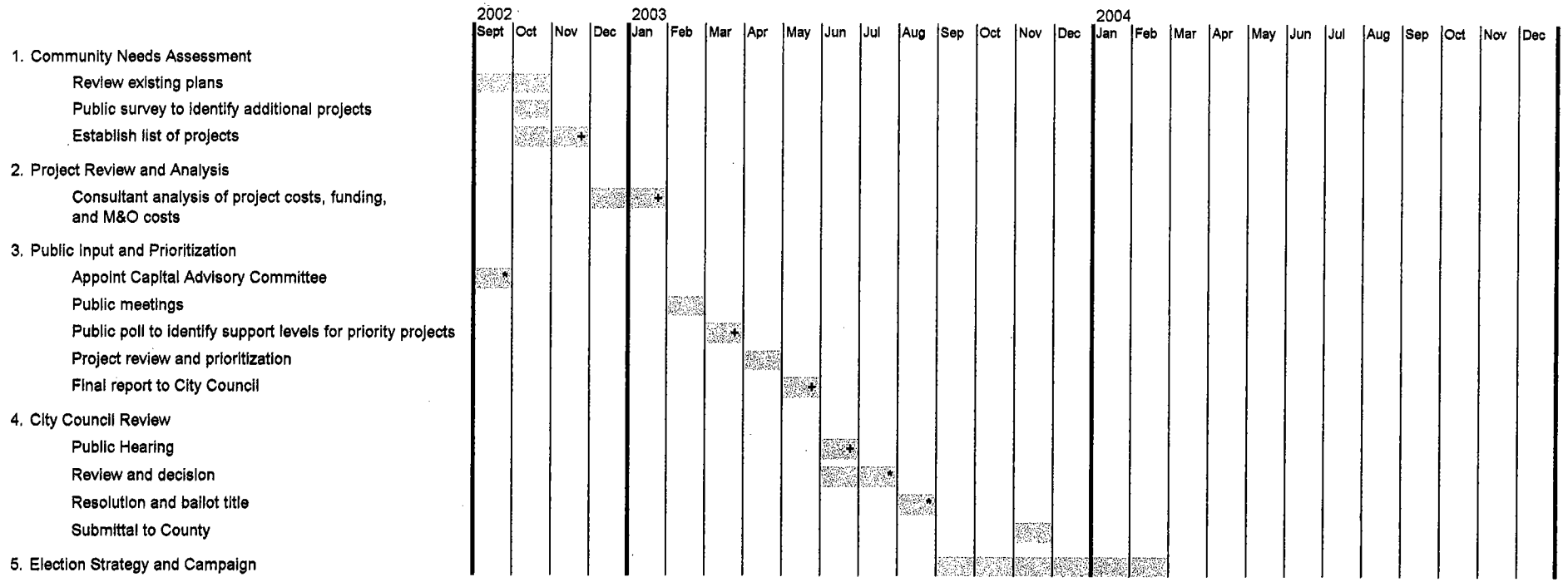
Option A



+ City Council briefing, discussion, direction
* City Council Action

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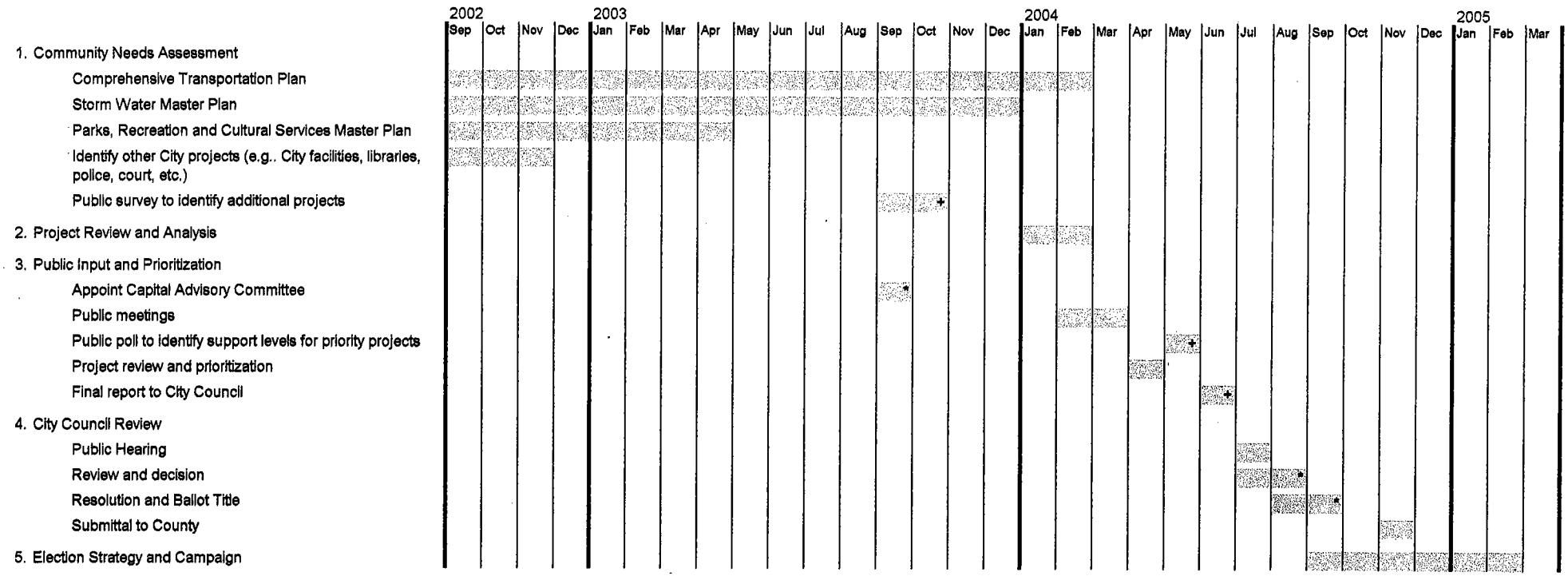
Option B



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