Council Meeting Date: February 16, 1999 **Agenda Item: 6(a)**

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Presentation of the North City Business District Guidelines for Future Development
DEPARTMENT:	Planning and Development Services
PRESENTED BY:	Tim Stewart, Director Anna Kolousek, Assistant Director

EXECUTIVE / COUNCIL SUMMARY

The purpose of this staff report is to provide your Council with a progress report concerning the *North City Business District Guidelines for Future Development.*

In July 1997 your Council approved a pilot project, which set the stage for the economic revitalization of the North City Business District. Based on the analysis of the business and property owner survey, a review of available data, several one-on-one interviews, and an economic workshop, consultant Ken Saunderson (KRS) prepared a report outlining recommendations for the district's revitalization, *Setting the Stage for Economic Revitalization* (See Attachment A). According to this study the top priority for the participants in this project was "to create an environment for success by creating a physical improvement plan" for the business district. Some steps for accomplishing this in 1998 were outlined in this study. (See Attachment A, Initial Opportunities Analysis: Next Steps, No. 2.)

In April 1998, as part of the 1998 Council's goal to implement an economic development effort, your Council directed staff to collaborate with the North City Business Association (NCBA) and produce guidelines for physical improvements in line with the KRS recommendations. The City engaged a consultant, Urban Works (Ronnel Sotelo), who worked with the representatives of the NCBA and the City staff on achievable physical improvements for the business district.

Two workshops were conducted for interested citizens, business- and land-owners to work together on design images for the District's physical improvements. During the October 8th workshop, the participants addressed the major contributing factors to the overall physical image of the District, such as, sidewalks, parking, landscaping, signs, building façade, gateways, street furniture, etc. The October 24th workshop was a concurrent "design" study session for all participants. Design teams, consisting of the NCBA, citizens, consultants and staff, created schemes for potential future development and improvements of the District. Staff as well as the consultant helped these teams articulate some of their suggestions for production of the future guidelines. At the end of this session a "pin-up" review of these team designs was conducted and the images

were grouped by topics, so they could be organized into specific projects for improvements.

A summary of "what we heard at the workshop" was prepared and distributed for comments. Based on these comments, the consultant and staff prepared the draft of the *North City Business District Guidelines for Future Development*. This draft was presented to the NCBA at their general meeting on January 14, 1999. Comments on this draft were collected again and are included in the *Guidelines* presented to your Council tonight (Attachment B).

The key principle kept in mind while preparing these *Guidelines* was that everything included in them should be achievable, given available funds or the sweat and imagination of local merchants and the City. The *Guidelines* are divided into two categories:

- Short-term projects (Chapter 2), which can be done more easily and in a shorter time period (approximately within next 10 years); and
- Long-term, more complex projects (Chapter 3), requiring a longer timeframe, more organization and further planning.

The short-term projects are grouped into four general categories:

- Streetscape (Chapter 2, A)
- Public Amenities (Chapter 2, B)
- Identity/Gateways (Chapter 2, C)
- Site and Building Design (Chapter 2, D)

Each general category includes a matrix with a brief project description, implementation strategy, relative cost, and reference to a map showing the location for improvements. Following the map, each project in a designated category has more detailed description, illustrations and/or photos, and recommended implementation.

Implementation of the long-term projects (Chapter 3) will require further studies, longer time for implementation and coordinated efforts with the planning for Capital Improvement Program. Some of these projects may be potentially funded by matching grants or by the creation of a Local Improvement District (LID).

The implementation of the proposed projects is divided into four basic groups:

1. City initiated programs:
   - Revised development code, with new or revised requirements to achieve improvements through redevelopment of properties. (Good example is the improvements to the streetscape and the corner of 15th Ave NE and NE 175th by Walgreen's – these improvements were accomplished during the permit review and benefit all, Walgreen's, the district and the City.)
   - Capital Improvement Program (CIP) – if feasible, some of the projects could be included in future CIP.

2. Community-based efforts: Continuation of existing beautification efforts, such as the flower baskets and banners. In the implementation section for each project, there is a description of many positive roles, which individual business owners and collective merchant groups can play. Some of these may be as simple as an organized clean-up, façade maintenance, painting of utility poles and bus stops, district-wide clearance sales and street parade/fairs. Another recommended implementation is to incorporate several of the projects into the revised development code, in order to achieve physical improvements when new development or redevelopment of property takes place.

3. Coordinated programs between several agencies, such as painting of the bus shelters and utility poles. The Washington State Legislation permits establishment of LID as a mean to finance capital expenditures of special benefit to a portion of a taxing district. LID could be initiated by petition from majority of the property owners of the proposed improvement area.

4. Private development and redevelopment of properties.

The economic success of the North City Business District requires a co-operative approach between the individual businesses and the City. Working closely together, the changes can take place. Beautification, stressed mostly in these *Guidelines*, will be a vital part of the District's revitalization. The proposed projects, when implemented, will show that the businesses care and are active. The City's support through complementary development requirements and inclusion of improvements in the future planning for capital improvements, will benefit not only the District but also the whole community.

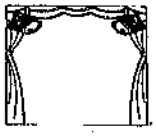
RECOMMENDATION

No formal action is required. This item is presented to the Council to provide information about the projects, which the North City Business Association has supported, for the future physical improvements of the business district.

ATTACHMENTS

Attachment A – North City Business District, Recommended Next Steps by KRS
Attachment B – North City Business District, Guidelines for Future Improvement Projects

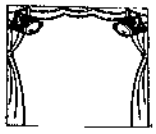
Approved By: City Manager LB City Attorney N/A



North City Business District
Setting the Stage for Economic Revitalization

Chapter I

Recommended Next Steps



North City Business District
Recommended Next Steps

Based on the analysis of the business and property owner surveys, a review of the data, the results of the one-on-one interviews and economic workshop, the following conclusions and next steps are recommended:

General Conclusions

1. The participants indicated that having a strong business association is essential to the future success of the North City business district. The association should not only represent business and commercial property owners, but also involve all stakeholders, such as the City of Shoreline, North City residents and area institutions (such as the YMCA).

2. The current business association is in its embryonic stage and needs to build support to help organize projects and meetings. The workshop has built momentum. A series of "small win" projects should be implemented in 1998 to build more momentum, activate additional volunteers and nurture organizational leadership.

3. The North City Neighborhood Association is a willing partner and is anxious to work on joint projects with the business community.

4. The City of Shoreline is interested in being a partner and will provide technical assistance. The participating business and property owners were greatly appreciative of the City's leadership in supporting this pilot project.

5. There is a need to create an overall plan for the area, which improves the streetscape, building facades, business mix and opportunity for economic success (such as adding residential density to expand the customer base). This could be accomplished by the Shoreline Comprehensive Plan, which will have a section on North City. Implementation of the Comprehensive Plan with a master plan for design and physical improvements is the immediate next step.

Initial Opportunities Analysis: Next Steps

1. *Create an organizational partnership with key stakeholders*

   It is critical that a focus be created for the economic revitalization effort in North City. The North City Business Association should serve as this community

catalyst and should seek to involve North City businesses and property owners, and community organizations and institutions, as well as the City of Shoreline. At this time, it is not recommended that the Association become a separate, non-profit organization. It is more important for the Association to focus on projects and results. The following 1998 work program is recommended:

- The City of Shoreline should consider helping nurture the creation of a healthy business association for North City. This might come through grants for technical assistance to provide staffing or mailing services in helping to organize meetings, programs and collective actions. Seed money also might be considered to help underwrite small and simple projects (banners, flowers, murals, etc.) Without this technical assistance program, organizational development will be slow and momentum from the pilot project will probably be lost.

- The Business Association should continue to grow by prioritizing its actions and producing results. It should seek a series of "small wins," thereby building organizational momentum and adding more volunteers. In addition, the Association should advertise all successes and take the time to celebrate the completion of projects.

- Efforts should be made to create a common action plan, volunteer participation program and formal communication system between the North City Neighborhood Association and the North City Business Association.

- Efforts should be made to extend an invitation to participate in revitalization efforts to area institutions such as the Post Office, Shoreline Water District, Eagles, Shoreline YMCA and St. Marks Church. In addition, efforts should be made to involve neighborhood schools and students, as well as community organizations, such as Scout troops, Lions Clubs and others.

2. *Create an environment for success by creating a physical improvement plan*

The top priority, according to pilot project participants, is to greatly improve the business district's physical environment. This would include attention to the streetscape, building facades, lighting, the streets and traffic flow, neighborhood connections and the interiors of stores. The following 1998 work program is recommended:

- Sponsor a design workshop for the North City business district to help create consensus on physical improvements and to create priorities for implementation in 1998.

- Actively participate in Comprehensive Planning process to help shape policies regarding overall business district improvements and design.
- Begin work on creating a comprehensive streetscape and building improvement plan for North City. Begin implementation of selected improvements.

- Determine optimum speed for traffic on major North City arterials. Work with City of Shoreline to enforce speed limits.

- Work with transit companies to ensure the highest level of service, add new bus stops and ensure well-maintained bus shelters.

- Create a logo and identity for North City and its business association.

- Paint the water tower to create a visual landmark and provide an identity for North City.

- Begin work on gateway artwork projects for the district. This artwork will help create North City's identity, as well as define the boundaries for the business district.

- Paint the crosswalks, add garbage cans, sweep the streets, paint the bus and loading zones and, overall, improve the cleanliness and on-going maintenance of the business district.

- Continue to add flowers, benches and banners and other amenities to the district.

3. *Begin the restructuring of the North City economy*

A coordinated effort should be implemented in 1998 to help shape the future economy in North City. The following 1998 work program is recommended:

- Efforts should be made for North City to host a community event or celebration for Christmas of 1998. This event will help draw customers to North City, celebrate North City's successes and form the basis for a year-round marketing program to support existing businesses.

- In addition, efforts should be encouraged to support on-going marketing opportunities to take advantage of the pass through and destination markets (i.e. cross promotions between Leena's and the Door Store).

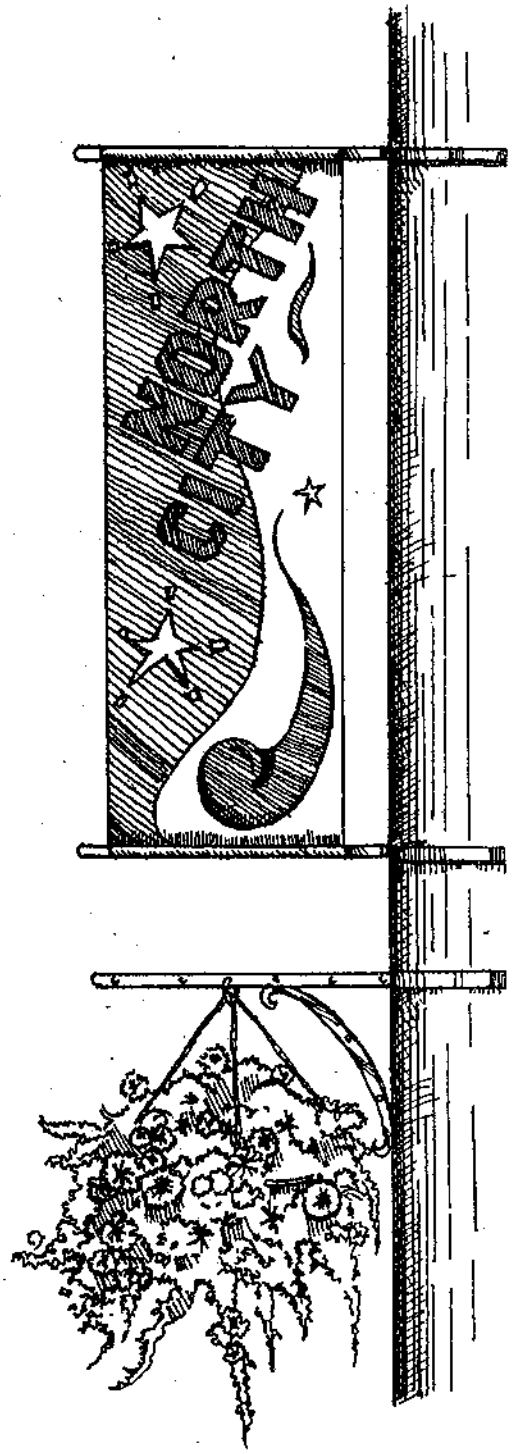
- Efforts should be made to nurture existing businesses niches within North City. Currently there are two potential opportunities:

CITY COUNCIL

WORKSHOP MEETING
FEBRUARY 16, 1999

NORTH CITY BUSINESS DISTRICT

Guidelines for Future Improvement Projects



February 1999

NORTH CITY BUSINESS DISTRICT
Guidelines for Future Improvement Projects

ACKNOWLEDGEMENTS

North City Community

North City Business Association
North City Neighborhood Association
Property Owners and Businesses of North City

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Under Separate Cover (Available from Shoreline Planning and Community Development Department)

- North City Business District: Setting the State for Economic Revitalization, December 1997
- North City Business District- What We Heard at the Workshop, October 1998

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CHAPTER 1: Project Introduction

Background

As a part of its economic development program, the City Council in July 1997, directed City staff to initiate a pilot project to assess the potential for revitalizing the North City Business District (NCBD). The City hired Ken R. Saunderson (KRS), economic development consultant, who conducted a business survey and recommended steps for revitalization. In that report, KRS recommended that the top priority be preparation of a physical plan for the NCBD. Specifically, KRS recommended conducting a design workshop to address the most needed aesthetic (physical) improvements. This report is available under separate cover from the City of Shoreline Planning and Community Development Department.

In April 1998, the City Council directed staff to conduct design workshops for the NCBD and to articulate their priorities for physical changes. The intent of the project is to further the district's economic development by improving the physical appearance and function of the district so that it is appealing to businesses and the neighborhood. In August 1998, the Planning and Community Development Department hired Urban Works (Rhonnel Sotelo), a consulting firm, to conduct three workshops and draft design guidelines for the NCBD.

1st Workshop: Purpose and Limits of the Project

During the October 8th workshop, City of Shoreline staff explained to the community the purpose of the design workshop and the some of the limitations.

Purpose

- Articulate an image for the North City Business District: orientation, emphasis, distinction.
- Address the public realm: streets, parking, sidewalks, landscaping, signs, building facades, gateways, etc.
- Layout out specific and realistic projects that can be completed.
- Coordinate and prioritize physical improvements.
- Guide private and public development.
- Basis and study for other funding and improvements grants.

Limitations

- Money: Limited to private redevelopment, potential for Local Improvement District (LID), self tax, City improvement projects, Community Development Block Grant (CDBG), Transit Pedestrian Safety Grant.
- Timeframe: Emphasis on the first 10 years and most of the work coming from the NCBD redevelopment projects in coordination with existing City projects allocated to the district.
- Space: Limits of right-of-way uses, traffic, parking sidewalks, and amenities.
- Market: Determines rate of redevelopment and improvements and how much businesses can afford.

2nd Workshop: Creating Design Concepts

On October 24th, a half-day workshop was held for members of the community. The participants created design concepts for the NCBD. These images addressed the following topics:

- Streetscape
- Public Amenities
- Identity/Gateway
- Building Design

A summary document of the workshop, entitled What We Heard at the Workshop, is available from the City of Shoreline Planning and Community Development Department.

Making it Work

The North City Business District property and business owners need to work together to bring about some of the proposed short-term projects. A business district which looks clean and nicely landscaped sends a message that it is a good place to do business. The investment of all business owners in the implementation of some of these projects will bring in more customers. These guidelines are the first step in the effort to revitalize the North City Business District.

CHAPTER 2: Short-Term Projects

Short-Term projects refer to those activities that can be achieved in the next 10 years. The goal is to provide specific recommendations that will lead to a stronger identity and sense of place for the North City Business District, as well as improve the overall aesthetic and pedestrian environment of the area. For the purposes of organization, the short-term projects have been grouped in four categories: A) Streetscape, B) Public Amenities, C) Identity/Gateway, and D) Site and Building Design. For each section, the following is provided:

- A Matrix describing the proposed project and implementation strategies, relative cost, and item references to maps and illustrations.
- A Map showing locations of potential improvements.
- A Summary for each proposed project, including narrative and illustrations/photo examples.

A. Streetscape

Definition Trees, plantings, buildings, and other elements located along the street right-of-way that define a street's visual character.

Goal To appeal to pedestrians as well as drivers, through attractive and well-maintained landscaping, welcoming storefronts, and quality new buildings.

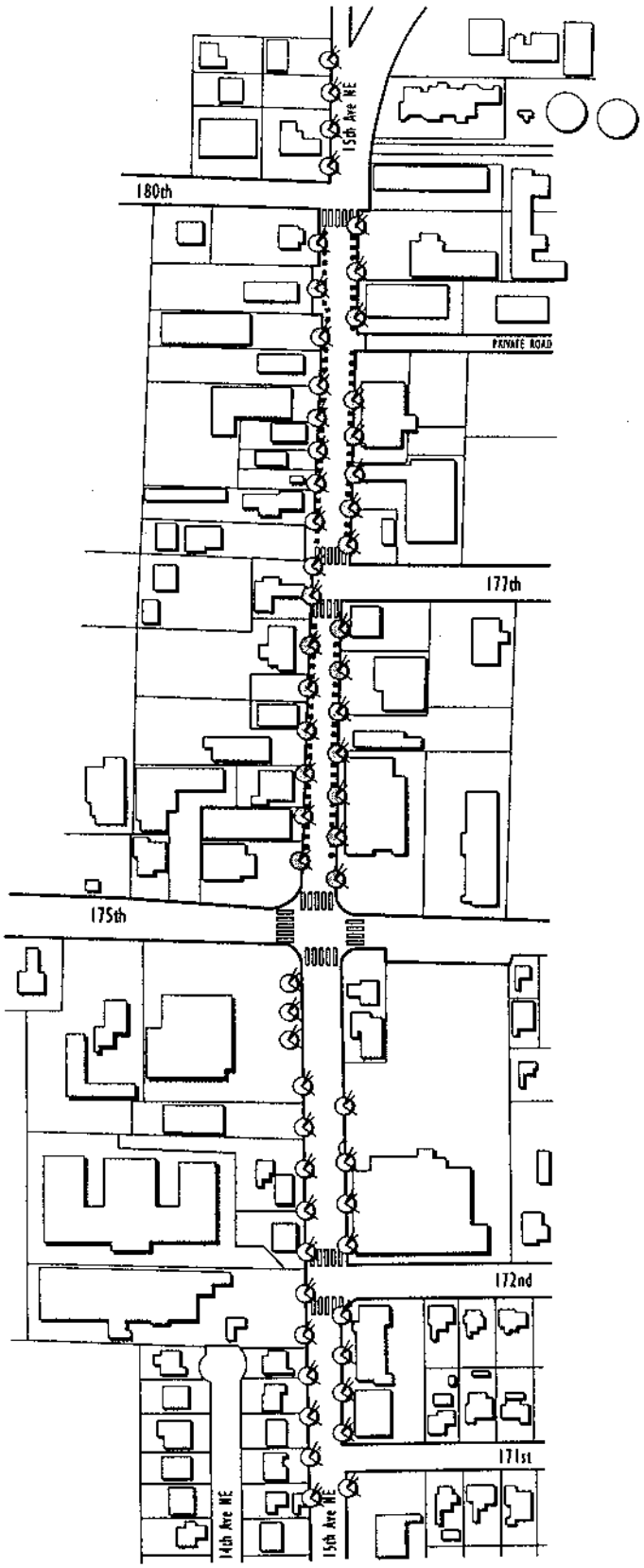
Table A: Matrix of Proposed Short-Term Streetscape Improvement Projects

Item Ref.	Figure No.	Proposed Project	Implementation	Cost Rating
A1	---	Streetscape Maintenance Programs	2- Community-based, and coordinated by NCBA	$
A2	2, 3	Street Tree Planting	3- City/Community, also as a possible code amenity	$$
A3	4	Landscaping: Planters and Hanging Baskets	2 & 3- City Community, also as a possible code amenity	$$
A4		On-Street Parking: Establish New Time Limits	1- City (Engineering Division of Public Works)	$
A5	5	Re-stripe Existing Crosswalks	1- City (Engineering Division of Public Works)	$$
A6	6	ADA Sidewalk Improvements	1 & 4- with new development	$$$
A7	7	Enforce 25 mph Speed Limit	1- City (Police Department)	$$

LEGEND for Implementation
1- City Initiated Programs
2- Community-based efforts
3- Coordinated Implementation: City, Community, Other Agencies
4- Private Development

LEGEND for Cost Rating
$- Projects ranging $0 to $5,000
$$- Projects ranging from $5,000 to $25,000
$$$- Projects over $25,000

Figure 1: Streetscape Projects



LEGEND

- A1: Proposed Street Trees
- Existing Street Trees
- A4: Ladder Crosswalks
- A3: Areas for Parking Limit Evaluation

NOT TO SCALE

A1 STREETSCAPE MAINTENANCE PROGRAMS

Recommended Actions

- Work with the City to model a North City Streetscape Maintenance Program after other programs established in districts such as the City of Tacoma and Rainier Valley Chamber of Commerce that work toward façade improvements and the general upkeep, cleanliness, and maintenance of commercial properties.

Implementation

The North City Business Association should coordinate a program that encourages merchants and business owners to be responsible for the general upkeep, cleanliness, and maintenance of the facades. The Association should work with the City to explore the possibility of matching funds where the City and Association could encourage merchants, business owners, and property owners to make façade repairs on a dollar-for-dollar investment.

A2 STREET TREE PLANTING

Recommended Actions

- Designate a broadleaf evergreen (such as a Magnolia) at curb bulbs and other accent points, and ornamental pear trees (Pyrus calleryana Chanticleer) for installation along 15th Avenue NE sidewalks.
- Target the sidewalk easements and rights-of-way north of NE 175th Street as the primary locations for street trees.
- Coordinate tree planting with new development and public capital improvement projects.
- Conduct a community tree planting project in partnership between the City of Shoreline and community volunteers from the North City business district and residential neighborhoods.

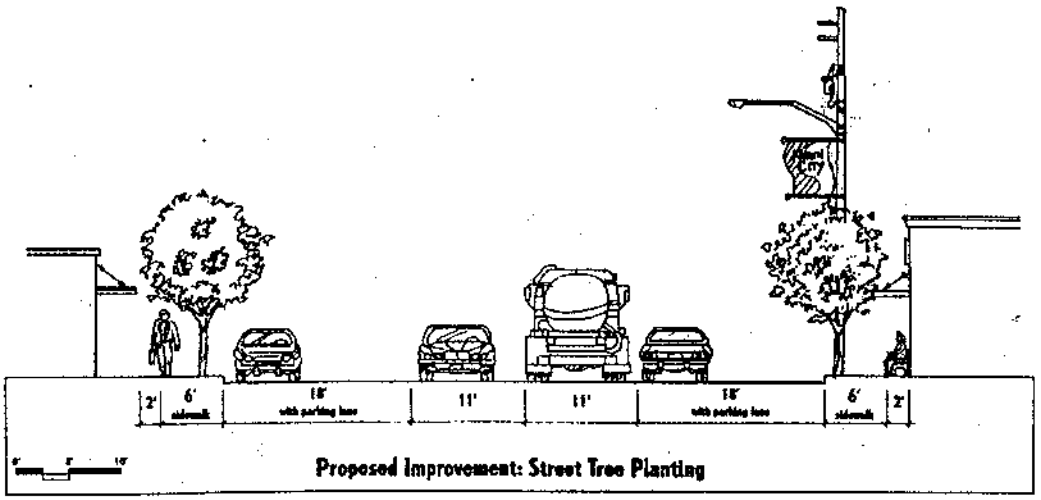


Figure 2: Proposed streetscape profile for 15th Avenue NE

Implementation

Short-term implementation can take place as new development occurs, such as the street trees proposed with the Walgreen's Drugstore project. The City can also take action by requiring street trees for 15th Avenue NE in its new development code as a code-specified development amenity. The community can help implement the project by seeking City, County, and State resources that promote tree planting or community-based improvement projects, and participate in the planning and planting of new street trees.

Figure 3: Street trees (Mercer Island, WA) significantly improve the pedestrian environment

A3 LANDSCAPING: PLANTERS AND HANGING BASKETS

Recommended Actions

- Solicit from businesses and property owners landscaping improvements throughout the business district, especially in areas between buildings and sidewalks.
- Provide development incentives for planters and hanging baskets as part of new building projects.
- Continue community-based efforts of beautifying commercial storefronts by seeking City mini-grants or business donations to add planters and hanging baskets on light poles.

Figure 4: Planters and hanging baskets (Wallingford in Seattle) create attractive business district storefronts

Implementation

The North City Business Association should continue to take the lead for these types of streetscape projects since landscaping planters and hanging baskets are not typically part of the City's capital improvement budget. Eventually, the City can partner with the NCBD by including certain public amenities as code requirements for new development.

A4 ON-STREET PARKING: ESTABLISHING NEW TIME LIMITS

Recommended Actions

- City Engineering Division of Public Works should examine the parking capacity of the street, identifying unused loading zones, current parking limits, and driveway access points.
- Once initial examination is completed, consider changing the existing unlimited time to parking time limits on 15th Avenue NE to shorter hours. Also, consider changing availability during peak hour periods, for instance, instituting a 2-hour parking time limit during peak hours and longer term parking available during non-peak hours.
- Replace parking restriction signs as necessary to reflect new hours of availability and time limits, and support with enforcement.

Implementation

The City of Shoreline Engineering Division of Public Works should take the lead on this project, first examining the parking context, service, capacity, and need on 15th Avenue NE, and then installing parking limit sign.

A5 RESTRIPE EXISTING CROSSWALKS

Recommended Actions

- Refurbish existing crosswalks by re-striping the following with wider, more visible, ladder-style crosswalks:
  - North-south crossing at the intersection of NE 175th and 12th Avenue NE
  - All crosswalks at the intersection of NE 175th & 15th Avenue NE
  - East-west crossing on 15th Avenue NE at NE 172nd (Safeway Crossing)
  - East-west crossings at the intersection of NE 177th & 15th Avenue NE
  - East-west crossing at the intersection of NE 180th & 15th Avenue NE

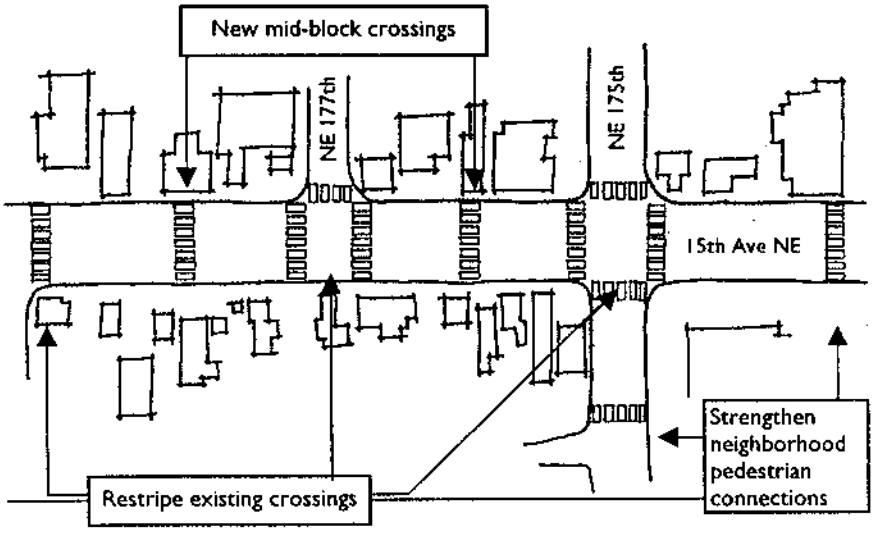


Figure 5: Location of needed crosswalk re-striping

- Work on signal timing to provide regular pedestrian cycle at the intersection of NE 175th & 15th Avenue NE. Eliminate pedestrian push-button signal at this intersection.
- Provide additional pedestrian crossing signs along 15th Avenue NE for every crossing between NE 170th and NE 180th Streets in both directions. Signs should identify crossing points for pedestrians and drivers and alert drivers to the likely presence of pedestrians and drivers' obligation to yield.

Implementation

The City's Engineering Division of Public Works should take the lead for these recommended actions. Work should be coordinated with other capital improvements the City may be undertaking in the North City Business District. When this work occurs, the City should implement the recommended crosswalks and other pedestrian improvements. The highest priorities are the crosswalks at the intersection of NE 175th and 15th Avenue NE.

A6 AMERICANS WITH DISABILITIES ACT (ADA) SIDEWALK IMPROVEMENTS

Recommended Actions

- Respond to the needs of the community's seniors and wheel-chair bound by providing accessible, barrier-free curbs and crosswalks.
- Require all new development to provide access to buildings from the street and from off-street parking areas for persons with disabilities.

Figure 6: Impediments to free access, such as absence of ramps and uneven pavement

Implementation

The City of Shoreline Engineering Division of Public Works should take the lead on this project, first identifying intersections and crosswalks without ADA accessible facilities, then building the appropriate curb ramps where needed. The city should also require new development to respond to ADA standards.

A7 ENFORCE 25 MPH SPEED LIMIT ON 15TH AVENUE NE

Recommended Action

- Enact an electronic speed enforcement program at periodic times of the year.

Implementation

The City of Shoreline Police Department should coordinate with the State Department of Transportation, and local public safety organizations for this activity.

Figure 7: 15th Avenue NE Speed Limit is 25 miles per hour

B. Public Amenities

Definition Physical features that add to the overall comfort, identity, and function of a district.

Goal A Business District that promotes its public amenities to define its own sense of place, thereby resulting in vibrant and successful community-serving businesses.

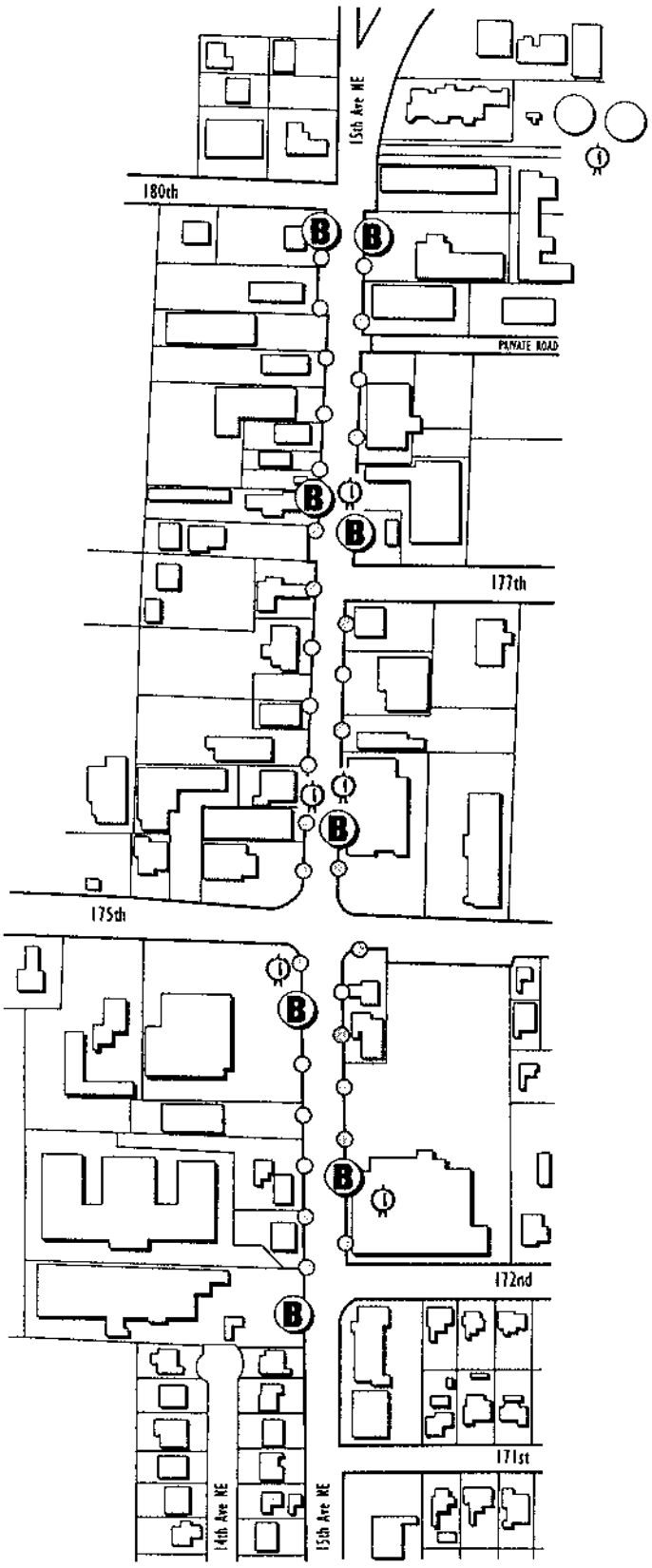
Table B: Matrix of Proposed Short-Term Public Amenity Improvement Projects

Item Ref.	Figure No.	Proposed Project	Implementation	Cost Rating
B1	9,10	Benches & Public Street Furnishings	2 & 4 (possible code amenity)	$$
B2	11	Bus Stop Improvements	3- City, Community, KC Metro	$$
B3	12,13,14	Kiosks and Bulletin Boards	3 & 4 (possible code amenity)	$$
B4	15	Decorative Utility Poles	2- Community leads with City assistance and facilitation with utility provider.	$
B5	16	Public Art Installations	3- possible code amenity	$$$

LEGEND for Implementation
1- City Initiated Programs
2- Community-based efforts
3- Coordinated Implementation: City, Community, Other Agencies
4- Private Development

LEGEND for Cost Rating
$- Projects ranging $0 to $5,000
$$- Projects ranging from $5,000 to $25,000
$$$- Projects over $25,000

Figure 8: Public Amenities Projects



NOTE: Locations of Potential Kiosks are for illustrative purposes only. Depiction of the locations does not mean that kiosks will be constructed at every spot.

LEGEND

- B2: Existing Bus Stops
- B3: Potential Kiosk Locations
- B4: Decorative Utility Poles

NOT TO SCALE

B1 BENCHES & PUBLIC STREET FURNISHINGS

Recommended Actions

- Identify a standard, distinctive bench design that can be installed in parks, public plazas and building fronts. Utilize the design to establish a common, identifiable design element for the District.
- Ensure inclusion of seating as part of any open space or public plaza created.
- Establish an incentive for businesses to provide outdoor seating either associated or ancillary to the purpose of the business, as part of the new development code.
- Locate new benches at:
  - Sidewalk/Public Rights-of-Way north of NE 175th Street.
  - Incorporated into the design of new building fronts.
  - As part of an open space/public plaza at the Post Office site.
  - Bus stops.
  - Serpentine Place/12th Avenue NE where it intersects with NE 175th.

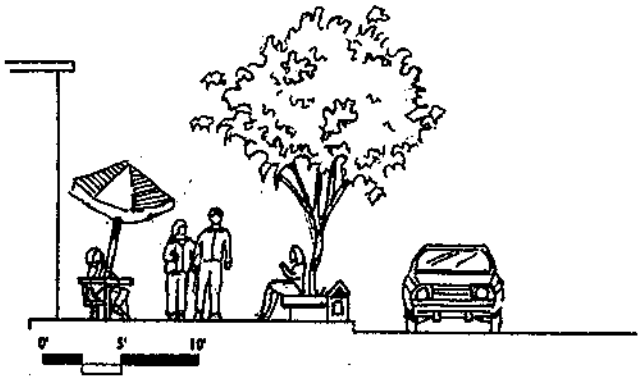


Figure 9: Proposed Street Profile

Figure 10: Distinctive bench design (Old Town Pasadena, CA)

Implementation

The most likely form of implementation would be through community-based actions or as part of new private development. The community can help implement the project by seeking donations and in-kind material contributions from area business owners, while new development could be encouraged to include benches and public seating as an incentive or requirement of the New Development Code.

B2 BUS STOP IMPROVEMENTS

Recommended Actions

- Work with King County Metro Transit to construct bus shelters at all stops of Route 377 on 15th Avenue NE between NE 170th and NE 180th Streets.
- Secure permission from King County Metro Transit to paint murals on the shelters.
- Establish a North City theme (i.e., area history, 1950s roadside architecture, trees and flowers) and solicit volunteer participation from local youth and artists to paint the murals.
- Work with King County Metro Transit to provide public art installations, and landscaping improvements to Route 377.

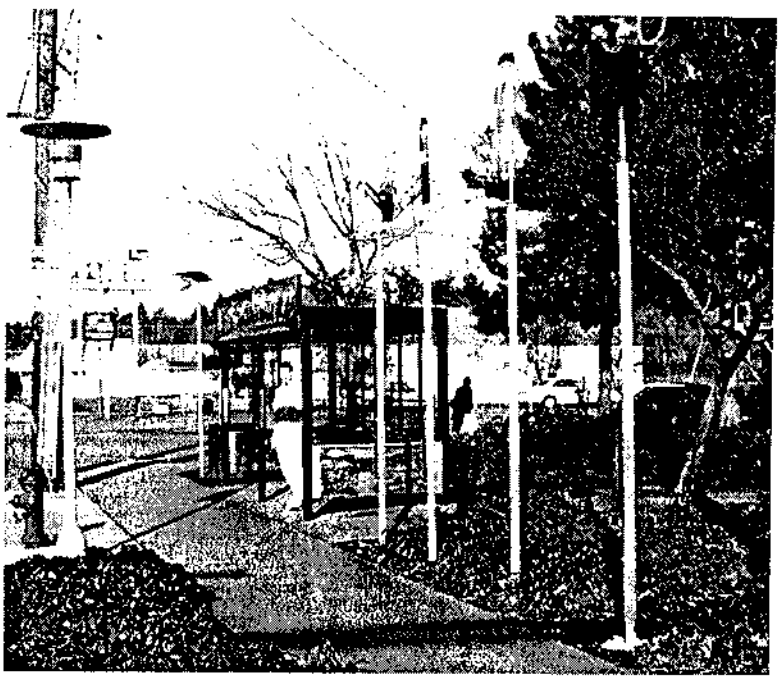


Figure 11: Example of bus stop in Rainier Valley (Seattle) improved with addition of lighting, art and landscaping

Implementation

Implementation will require the following two-step process:

1. The City should coordinate with King County Metro to seek installation of bus shelters at all bus stops on 15th Avenue NE between NE 170th and NE 180th.
2. The North City Business Association could secure permission from King County Metro Transit to paint murals on bus shelters and raise money and supplies to implement the artworks.
3. As part of new project development, seek installation of bus shelters designed into the street-facing façade of the building. Develop maintenance agreements where new building tenants will be responsible for the maintenance and upkeep of the shelter.

B3 KIOSKS & BULLETIN BOARDS

Recommended Actions

- Design kiosks and bulletin boards that direct visitors through the business district, providing viewers with the location of stores and "you are here" information. Provide bulletin boards to post public notices and announcements about local business activities and events.
- Identify locations within the sidewalk/pedestrian right-of-way where kiosks could be located without encroaching on traffic sight lines.

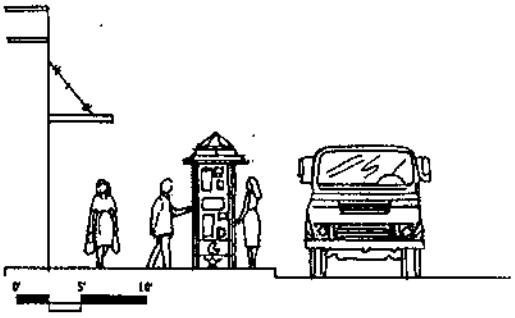


Figure 12: Street Profile with Kiosk

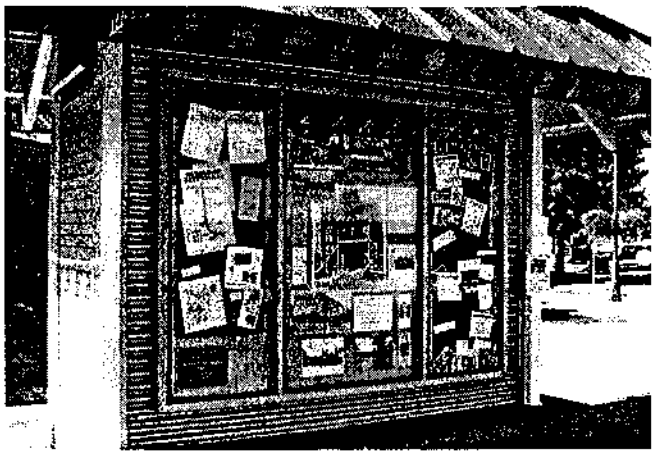


Figure 13: Community supervised kiosk in Redmond

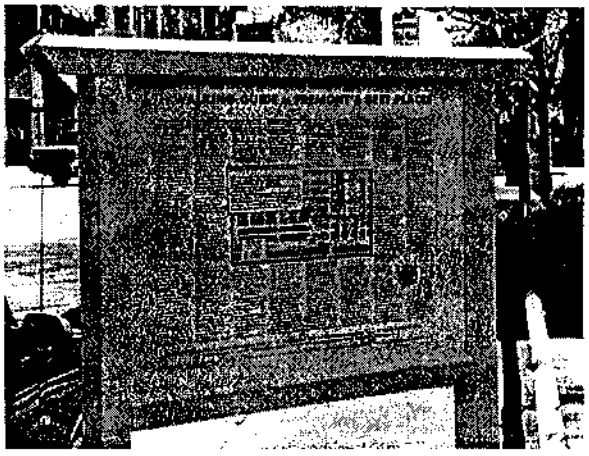


Figure 14: Kiosk promoting local business in Fremont

Implementation

Implementation of kiosks and bulletin boards could be led by the North City Business Association. The Association could work to secure locations and should work with its membership to seek donations for kiosks, since this type of improvement could serve promotional purposes for local businesses.

Use the new community bulletin board window at Walgreen's as a successful example of integrating a bulletin board/kiosk into the design of a new development. Seek future opportunities to include such community identity and public amenity elements into future development projects.

B4 DECORATIVE UTILITY POLES

Recommended Actions

- Community groups along with the City coordinate with Seattle City Light to secure permission to decorate the first ten feet up from the sidewalk of all utility poles in the business district north of NE 172nd to NE 180th on 15th Avenue NE.
- Establish a design and color theme to represent the North City Business District.

Implementation

Implementation will require the following two-step process:

1. The City should coordinate with all appropriate utility agencies to seek permission to paint utility poles.
2. The North City Business Association could raise money and supplies to implement the utility pole painting project.

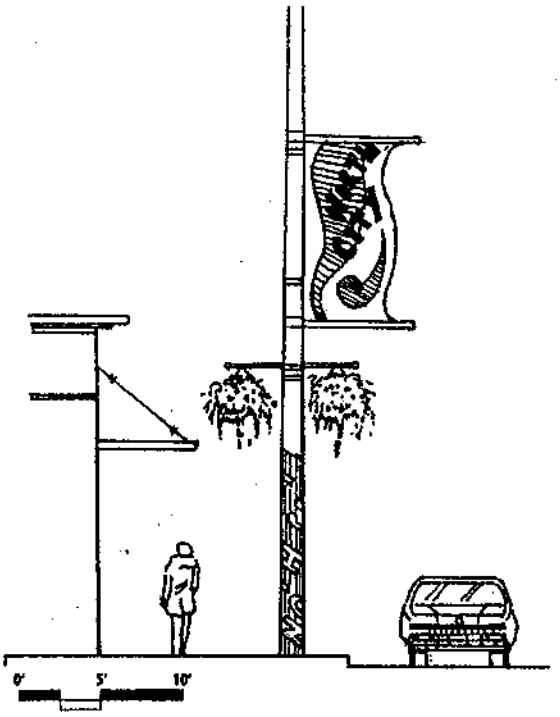


Figure 15: Decorative Utility Pole Elements- Painting, Banners, and Hanging Baskets

B5 PUBLIC ART INSTALLATIONS

Recommended Action

- Seek public art installations as part of new private development, public capital improvement projects, and construction of public open spaces and plazas.

Implementation

Short-term implementation can take place as new development occurs. The City can take action by requiring some type of public art installation as a code-specified development amenity. Other implementation can take place through public capital improvement programs engaged in by the City or by other public agencies. These scenarios, however, may be long-term solutions.

Figure 16: Public Art Installation (Glendale, CA)

C. Identity / Gateway

Definition The physical appearance which defines and distinguishes a community to establish its sense of place.

Goal A business district that has distinctive and welcoming features, giving people a sense of entry into the North City area.

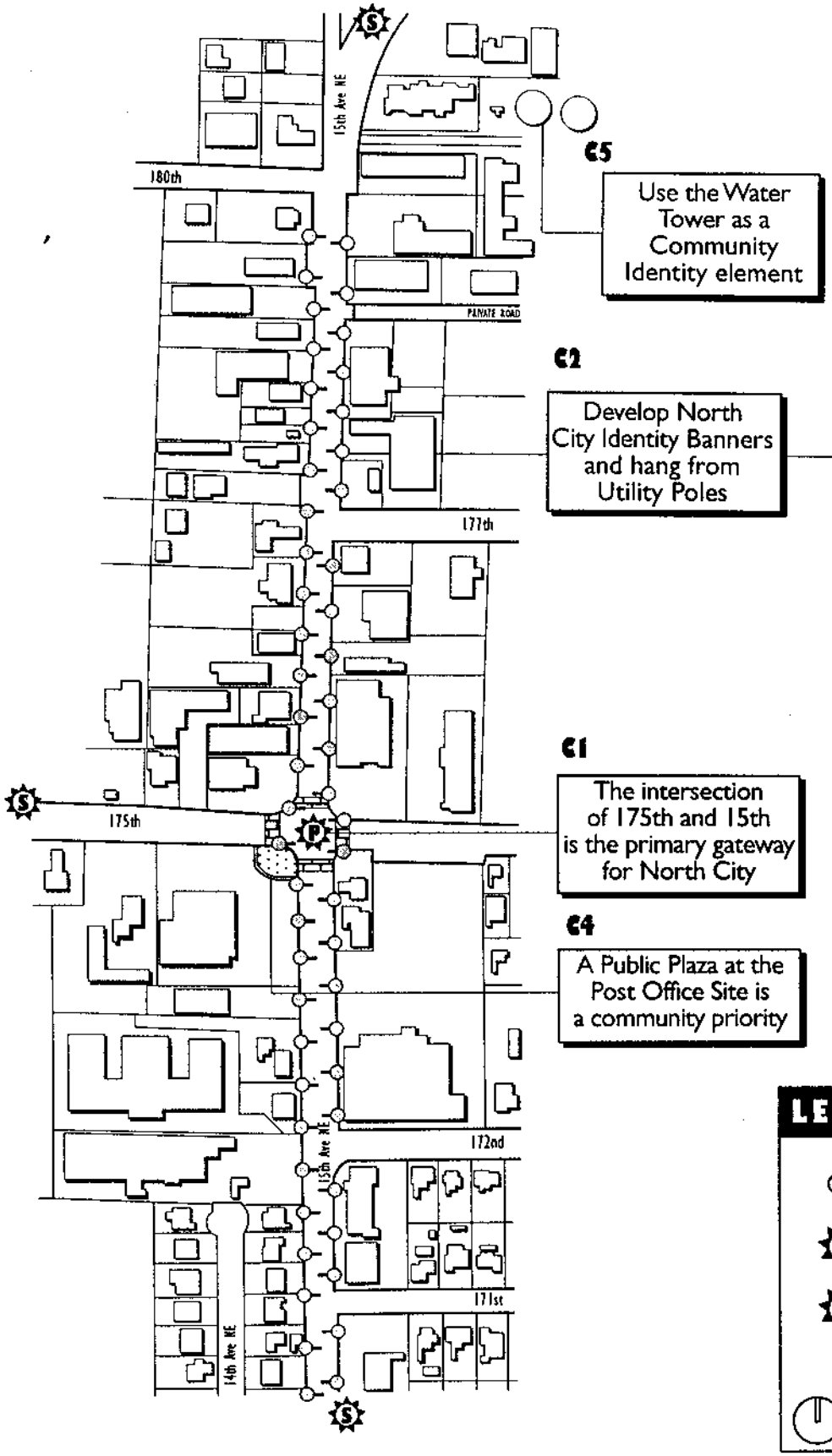
Table C: Matrix of Proposed Short-Term Identity / Gateway Improvement Projects

Item Ref.	Figure No.	Proposed Project	Implementation	Cost Rating
C1	18, 19, 20	Gateway Signage and Markers	2- Community funding	$$
C2	21, 22	Identity Banners	2- through grant application	$$
C3	---	North City Events/Special Projects	2 & 3- LID/City	$$$
C4	---	Water Tower Identity Projects	3- joint coordination project	$$
C5	23, 24	Public Space: Post Office Deck	3- future joint development	$$$

LEGEND for Implementation
1- City Initiated Programs
2- Community-based efforts
3- Coordinated Implementation: City, Community, Other Agencies
4- Private Development

LEGEND for Cost Rating
$- Projects ranging $0 to $5,000
$$- Projects ranging from $5,000 to $25,000
$$$- Projects over $25,000

Figure 17: Identity & Gateway Projects



NOTE: Locations are for illustrative purposes only. They are not meant to indicate exact number or location of utility poles

C1 GATEWAY SIGNAGE AND MARKERS

Recommended Actions

- Based on the community workshops, designate the following locations as primary and secondary gateways for the North City Business District:

  Primary
  - Intersection of NE 175th and 15th Avenue NE

  Secondary
  - NE 175th & 12th Avenue NE
  - NE 172nd and 15th Avenue NE
  - NE 180th and 15th Avenue NE

- Design and install Welcome Signage at the secondary gateways.

- Design and install a combination of decorative elements at the 15th Avenue NE and NE 175th gateway, including landscaping the four corner properties, identity banners, and in the long-term, decorative crosswalks and a public plaza on Post Office site.

Figure 18: Primary Gateway Installation- LA, CA

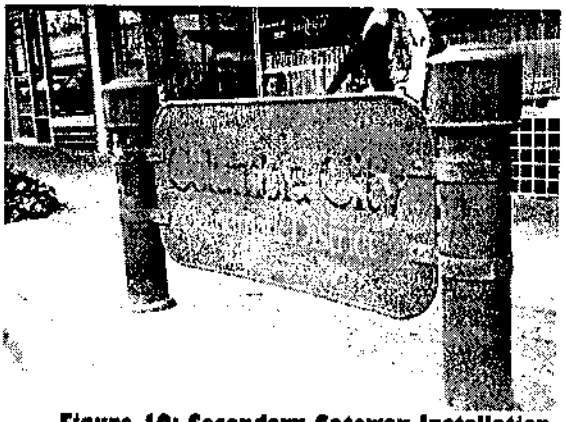


Figure 19: Secondary Gateway Installation- Columbia City in Seattle's Rainier Valley

Implementation

Short-term implementation could be accomplished as a community-based project, with community funding. The North City Business Association could work with local residential neighborhood councils to apply for City grants (since neighborhood groups are the ones eligible for the funding) to achieve the small scale welcome signage proposed for secondary gateways.

The primary gateway at NE 175th and 15th Avenue NE will be implemented as a long-term project in joint cooperation among City departments, neighborhood groups, and other public agencies.

Figure 20: Kiosk doubles as community identity feature in Redmond

C2 IDENTITY BANNERS

Recommended Actions

- Continue the efforts started in 1998 with the standard and holiday banners, and develop a new custom banner series that features more identifying North City elements.
- Design and install identity banners along 15th Avenue NE from NE 172nd to NE180th Street of more substantial size to create a more dramatic effect. These typically are at minimum, 2 feet in width by 8 feet in length.
- Establish a community stewardship program to replace missing or damaged banners.

Implementation

Short-term implementation could be accomplished as a community-based project, with community funding. The North City Business Association, in conjunction with local residential neighborhood councils, could apply for City grants to achieve the small scale welcome signage proposed for secondary gateways.

Figure 21: Existing North City Banners

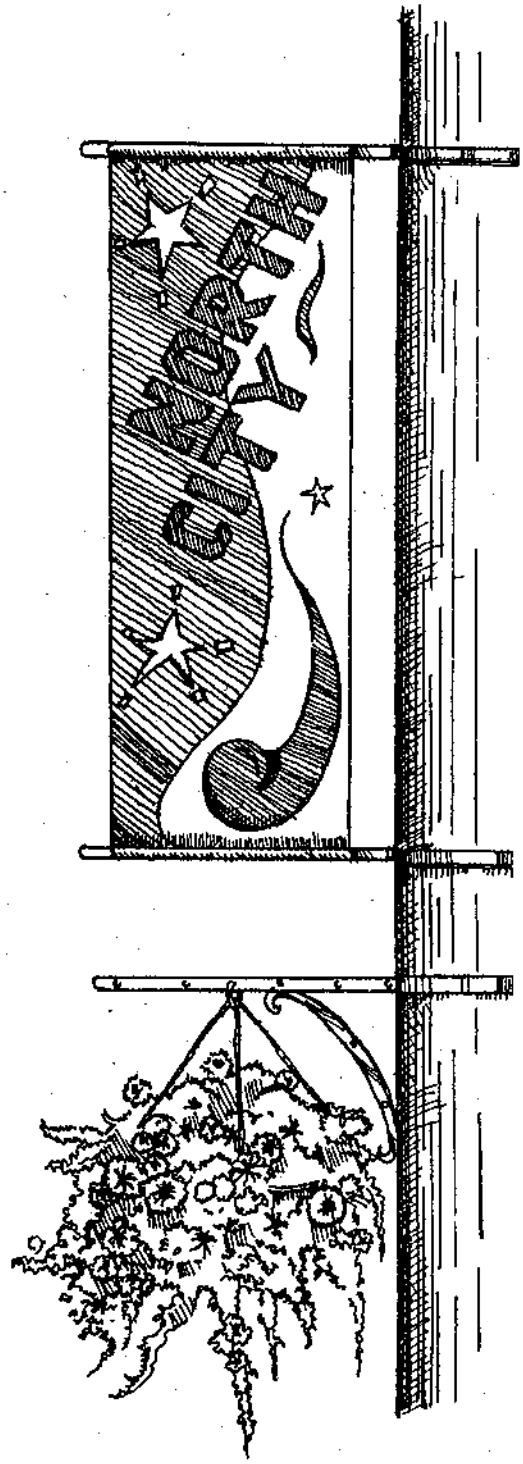


Figure 22: Possible New Identity Banners

C3 NORTH CITY EVENTS/SPECIAL PROJECTS

Recommended Actions

Implement the following community events and special projects:

- Install holiday lighting and decorations on storefronts, utility poles, street trees.
- Coordinate a youth art fest.
- Host the Celebrate Shoreline Parade along 15th Ave NE, from NE 180th south through the district.
- Coordinate and institute quarterly clean-ups of the business district.

Implementation

The holiday lighting and youth art fests will have to be implemented as community-based programs. Because these could be annual events, the North City Business Association may wish to implement these items as part of a Local Improvement District. Refer to the discussion on Local Improvement Districts in Section B, B3- Kiosks & Bulletin Boards. The parade and clean-up projects should be coordinated with Parks, Police, Public Works, Developmental Services Departments.

C4 WATER TOWER IDENTITY PROJECT

Recommended Actions

- During the community workshop phase, designing and implementing a community identity project for the Water Tower was prioritized. Specific projects could include:
  - Painting "NORTH CITY" on the water tower.
  - Replicating the North City banner design on the water tower.

Implementation

The Water Tower Identity Project will need to be jointly coordinated among several groups. The North City Business Association will need to raise the money for aspects of the project (this could include soliciting funding from the Shoreline Water District), while the City of Shoreline can assist in facilitating and securing permission to make site improvements.

C5 PUBLIC SPACE: POST OFFICE DECK

Recommended Actions

- At the southwest corner of the intersection of NE 175th and 15th Avenue NE, coordinate with the United State Post Office to develop a public plaza at street level. As part of this project, consider the following:
  - Provide seating, kiosks, lighting, and landscaping as part of the public plaza.
  - Establish a City-Business Association Agreement for community-based maintenance.

Figure23: A plaza such as this one on Mercer Island could be installed at the Post Office

Figure24: Plaza amenities such as seating, artwork, and drinking fountains (Rancho Mirage, CA)

Implementation

The City of Shoreline will lead this activity, seeking to secure funding and stewardship from all participants. This should include but may not be limited to the City, the United States Post Office, the North City Business Association, and King County Metro Transit (because of the adjacent bus stop).

D. Site and Building Design

Definition The forms, elements, and complementary features of a site and its buildings which shape and define its relationship to the street.

Goal A Business District that has quality infill development projects, contributing to the district's pedestrian environment, ease of parking, and overall economic growth.

Table D: Matrix of Proposed Short-Term Site & Building Design Improvement Projects

Item Ref.	Figure No.	Proposed Project	Implementation	Cost Rating
D1	25	Building and Property Maintenance Program	1 & 2: City-initiated programs	$
D2	26	New Development Code	1	$$$
D3	---	Joint Parking Agreements	2- Community jointly with Property Owners (allowed by code)	$$$

LEGEND for Implementation
1- City Initiated Programs
2- Community-based efforts
3- Coordinated Implementation: City, Community, Other Agencies
4- Private Development

LEGEND for Cost Rating
$- Projects ranging $0 to $5,000
$$- Projects ranging from $5,000 to $25,000
$$$- Projects over $25,000

D1 BUILDING AND PROPERTY MAINTENANCE PROGRAM

Recommended Actions

- As per Streetscape recommendation A1, develop a North City Building and Property Maintenance Program. Model the program after other successful projects such as those in the City of Tacoma and Rainier Valley Chamber of Commerce.

Implementation

The North City Business Association should coordinate a program that encourages merchants and business owners to be responsible for the general upkeep, cleanliness, and maintenance of the facades, parking areas, and the sidewalks in front of their buildings. The Association should also follow-up with the City on its efforts to initiate matching dollars where the City and Association could encourage merchants, business owners, and property owners to make façade repairs (i.e., painting, new awnings, glass repair, attractive signage) on a dollar-for-dollar investment.

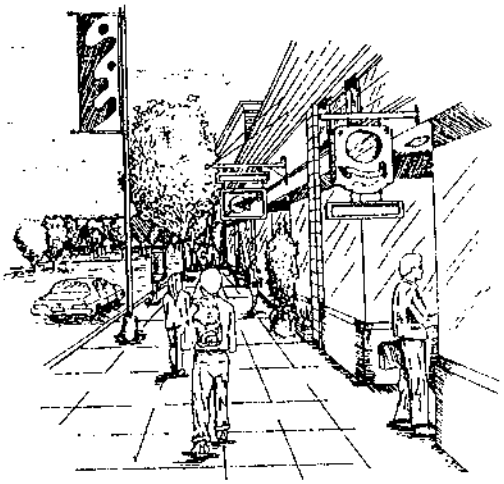


Figure25: Keeping sidewalks clean, building facades in good repair, and signage clear and attractive are simple steps the Business Association can take

D2 NEW DEVELOPMENT CODE

Recommended Actions

- As part of the City's preparation of its new development code, consider North City specific issues related to:
  - Signage – remove abandoned signs and limit the size and number of new ones. Encourage use of multi-tenant signs, where possible and dual purpose awning or canopy as cover and signage.
  - Landscaping – see section B of this report.
  - Parking/Site Planning – see section D3.
  - Overall building design – encourage infill, new development that fronts at the sidewalk, limited height allowances, requirements for setbacks on upper floors, and development of code language that would result in compatible styles for North City business district building façades.

Figure 26: Example attractive street with signage, landscaping and coordinated building design (Downtown Edmonds)

- Explore the future possibility of implementing a North City Overlay District with design guidelines to meet the desired development pattern for the business district.

Implementation

The City will be responsible for addressing these activities. The City will be preparing its new development code in 1999. This is an opportunity to incorporate many of the site planning, building design, and development incentives into the process.

D3 JOINT PARKING AGREEMENTS

Recommended Actions

Due to the large number of off-street parking areas, the community workshops revealed a desire to better utilize these spaces as joint parking reservoirs for the business district. To make this a reality, the following actions must be taken:

- Work with the property.
- Support the Code provision allowing Joint Parking Agreements, as much as possible.
- Design and install parking "wayfinding" signs to direct drivers to joint parking areas.

Implementation

The City and the North City Business Association can jointly take the lead for this task. The City can assist with the technical and legal aspects of developing joint parking agreements, while the Business Association can lead the effort to coordinate the various property owners.

CHAPTER 3: Long-Term Projects

Long-Term projects refer to those activities that may be achieved in 10 years or more. These projects have been designated long-term because of their complexity and the fact that many of them are second phase improvements that would be more likely capital investments following initial short-term improvements that further transform and revitalize the business district.

Unlike the previous chapter, the long-term projects have been summarized in one matrix, and one master map. Similar to the previous chapter, each individual project has a set of recommended actions and potential implementation strategies.

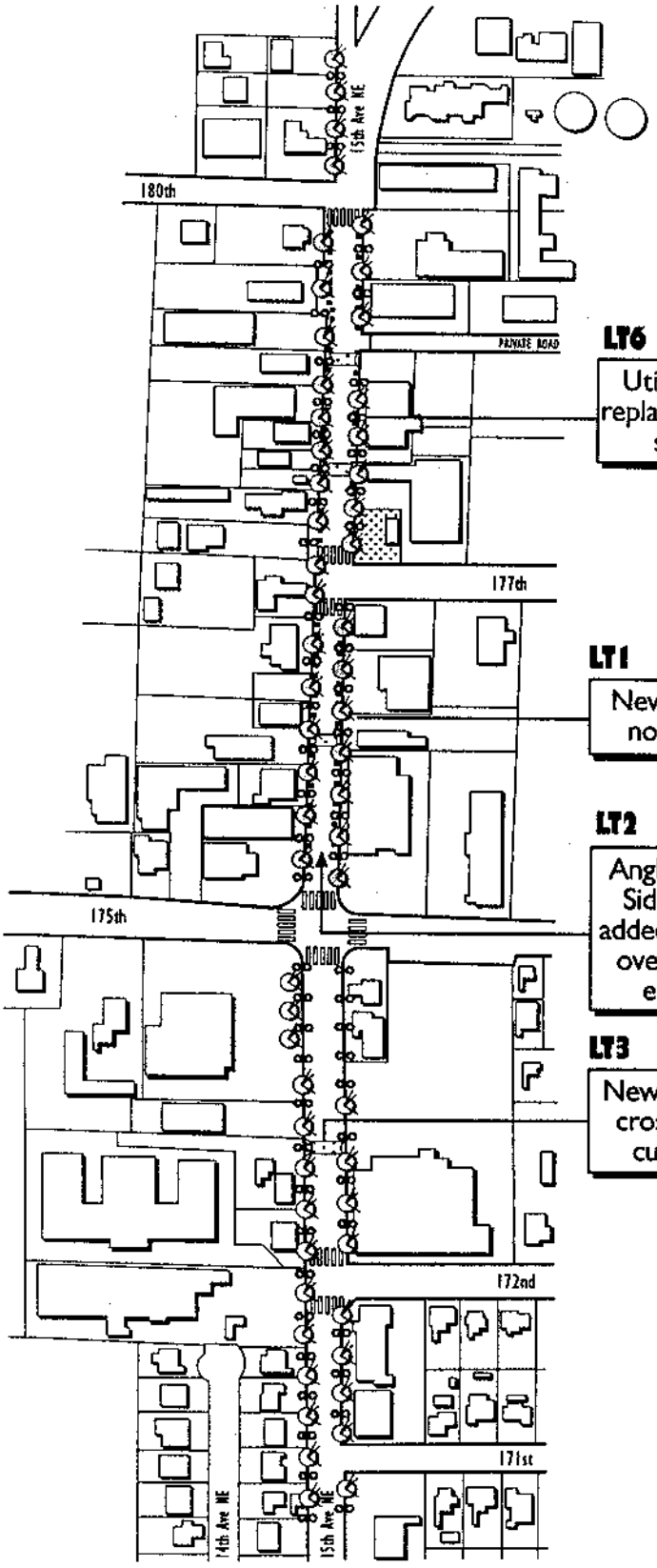
Table E: Matrix of Proposed Long-Term Physical Improvement Projects

Item Ref.	Figure No.	Proposed Project	Implementation	Cost Rating
LT1	28, 29	Street Tree Planting	3- coordinated streetscape project	$$
LT2	30	Parking and Lane Channelization	1- through Transportation Div.	$$
LT3	31	Mid-Block Crossings and Curb Bulbs	1- through Transportation Div.	$$$
LT4	32	Decorative Crosswalks	1- through Transportation Div.	$$$
LT5	---	Sidewalk Improvements	1 & 4- through Transportation Div., but also new development	$$$
LT6	33	Decorative Street Lighting	1, 2, & 4- capital project	$$$
LT7	34	Other Public Spaces and Plazas	2- Community leads (LID)	$$
LT8	---	Underground Utility Wires	1- City leads discussion, decisions, and capital investment	$$$

LEGEND for Implementation
1- City Initiated Programs
2- Community-based efforts
3- Coordinated Implementation: City, Community, Other Agencies
4- Private Development

LEGEND for Cost Rating
$- Projects ranging $0 to $10,000
$$- Projects ranging from $10,000 to $50,000
$$$- Projects over $50,000

Figure 27: Long-Term Projects



LT6
Utility Poles will be replaced by decorative street lighting

LT1
New street trees: north of 175th

NOTE: Locations are for illustrative purposes only. They are not meant to indicate exact number or location of future street trees (same for street lighting)

LT2
Angled Parking and Sidewalks will be added, improving the overall pedestrian environment.

LT3
New mid-block crossings and curb bulbs

LEGEND

- LT1: Street Trees
- LT4: Decorative Crosswalks
- LT3: Mid-Block Crossings
- LT6: Decorative Street Lighting
- LT2: Angled Parking

NOT TO SCALE

LT1 STREET TREE PLANTING

Recommended Actions

- Extend tree planting to:
  - NE 172nd east of 15thAvenue NE
  - NE 175th east and west of 15th Avenue NE
  - NE 177th east of 15th Avenue NE
- Install decorative tree grates
- Coordinate tree planting with new development and public capital improvement projects.
- Continue community tree planting project in partnerships with the City of Shoreline, community volunteers from the North City Business District and residential neighborhoods.

Figure 28: Tree grates can incorporate local design themes (Mercer Island, WA)

Figure 29: The street tree canopy can make streets more pedestrian-friendly. This example shows a narrow 6- to 8-foot pedestrian sidewalk.

Implementation

Long-term implementation will be a coordinated effort of City, community and other agencies. Inclusion of street trees can be codified in regulations for new development amenity requirements. In addition to requirements for private development, street tree planting should be made mandatory for municipal repair and upgrade projects. As stated in the short-term street tree recommendations, City, County and State resources should be sought in achieving this goal.

LT2 PARKING AND LANE CHANNELIZATION

Recommended Actions

- The City should conduct traffic engineering studies of 15th Avenue NE to make a near-term determination whether parking and lane channelization, particularly angled-parking or median turn lanes, are feasible and warranted.
- If feasible and warranted, the proposed parking and lane channelization project should be included in the City's Capital Improvement Program.

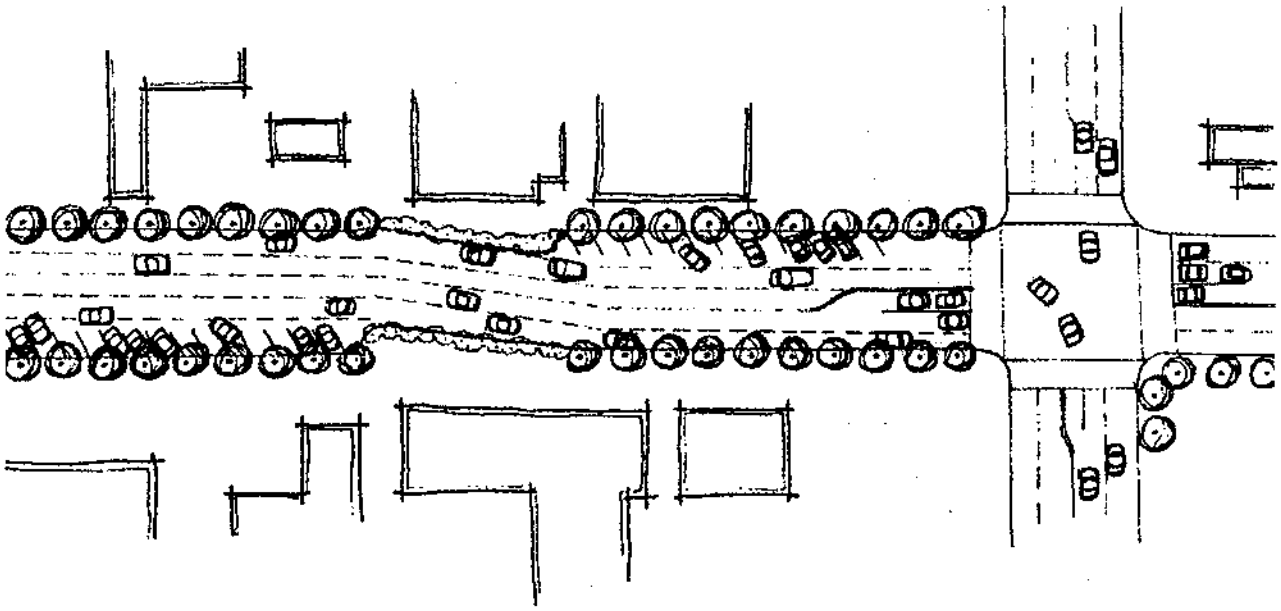


Figure 30: Angle Parking on alternate sides of the street

Implementation

This will be a city-initiated program, with the near-term solution being the feasibility study for the stretch of 15th Avenue NE between 175th and 180th Streets. The City could conduct a study with possible angled parking, lane parking, and left-turn median alternatives. The results of the study could be the inclusion of the most feasible and warranted project in the City's Capital Improvement Program.

LT3 MID-BLOCK CROSSINGS AND CURB BULBS

Recommended Actions

- Install mid-block crossings:
  - East-west crossing on 15th Avenue NE between NE 175th and NE 177th
  - East-west crossing on 15th Avenue NE between NE 177th and NE 180th
- Install signs advising drivers that they must stop for pedestrians
- Install curb bulbs:
  - all four corners of intersection of NE 175th and 15th Avenue NE
  - East-west crossing on 15th Ave NE between NE 175th and NE 177th
  - East-west crossing on 15th Ave NE between NE 177th and NE 180th
- Plant street trees at each curb bulb.

Figure 31: Curb bulbs are a safety feature for pedestrians and offer landscaping opportunities (Redmond, WA)

Implementation

This project will require study and inclusion as part of the City's Capital Improvement Program. In some instances, curb bulbs can be constructed as part of new redevelopment when warranted by pedestrian safety needs and traffic flow/volume. Curb bulbs could also be developed as part of a community-initiated Local Improvement District (LID) where funding can be generated through a self-taxing assessment by those who directly benefit from the improvement.

LT 4 DECORATIVE CROSSWALKS

Recommended Action

- Mark each crossing point between NE 175th and NE 180th with patterned paving.

Implementation

This project could most likely be implemented as part of a Local Improvement District (LID).

Figure 32: Paving pattern at mid-block crossing (Redmond, WA)

LT 5 SIDEWALK IMPROVEMENTS

Recommended Actions

- Fill in missing sidewalks on NE 175th between 15th Avenue NE and 12th Avenue NE.
- Widen sidewalk area on the west side of 15th Avenue NE between NE 177th and NE 175th.
- Conduct a careful survey of all existing sidewalks for defects such as buckling.
- Include all necessary curb ramps to meet ADA requirements.

Implementation

The City of Shoreline will be primarily responsible for these projects. The Engineering Division of Public Works should identify and prioritize necessary repairs. In addition, the City should require all new development to respond to ADA standards. Projects could also be included as part of a LID.

LT 6 DECORATIVE STREET LIGHTING

Recommended Actions

- Identify a standard pedestrian-scale lighting fixture that can become part of the signature style of North City.
- Install lighting along both sides of 15th Avenue NE between NE 170th and NE 180th.
- Ensure adequate lighting at key pedestrian areas, such as curb bulbs and bus stops.

Implementation

This will be a joint effort of The City of Shoreline, the North City Business Association and private developers.

Figure 33: Decorative Street Light in Portland, Oregon

LT 7 OTHER PUBLIC SPACES AND PLAZAS

Recommended Actions

- Identify properties currently available or likely to become available for purchase.
- Initiate discussion concerning LID funding to support development of public spaces.
- Consider institution of open space requirement in future private development.

Figure 34: Small public open space with seating and public art (Redmond, WA)

Implementation

The community's residents and the North City Business Association should lead this activity. The City of Shoreline should assist the community's exploration of potential funding sources to meet their expressed goal of establishment of a park or plaza in the business district.

LT 8 UNDERGROUND UTILITY WIRES

Recommended Actions

- Underground existing overhead wires.

Implementation

The City of Shoreline should lead discussions involving the utilities, the North City Business Association, and community residents aimed at determining feasibility, funding and scheduling of this work.

Council Meeting Date: February 16, 1999 **Agenda Item: 6(b)**

CITY COUNCIL AGENDA ITEM

CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	**Update Regarding Options for Celebrate Shoreline and the City's Fourth of July Event**
DEPARTMENT:	**Parks, Recreation and Cultural Services**
PRESENTED BY:	**Robert E. Deis, City Manager** LB (for) **Mary Anne Kelly, Recreation Coordinator** MAK

EXECUTIVE / COUNCIL SUMMARY

The purpose of this report is to share with Council the information and options staff developed regarding plans for the 1999 Celebrate Shoreline and Fourth of July events.

Since 1996, the City has celebrated its incorporation anniversary with a parade and other events. During the past two years, Celebrate Shoreline has included an antique car show, a twilight parade on Aurora Avenue and a street dance at the Chuck Olson Chevrolet dealership. The potential date for this year's Celebrate Shoreline is Saturday, August 21. Staff had considered using 15th Ave. in the North City area as an alternate route for this year's parade, with the parade beginning at North City and ending at Hamlin Park. This change could provide numerous positive opportunities at the parade entrance (North City Business Association participation) and at the end (concentrating events within the confines of Hamlin Park). However, we recently learned that Pacific Fiber Link is likely to be installing a major conduit project during August in the right-of-way of 15th Ave. that may render the street and sidewalks unusable for the parade in 1999. Staff is providing a report to your Council concerning this proposed project during the February 16 Council workshop.

The Fourth of July has not been a traditional focus of major events in Shoreline since the City's incorporation. Other than a community picnic that was organized by the City in conjunction with the Chamber of Commerce and held at Hamlin Park in 1996, City staff has not organized any events around this holiday. At the Budget Retreat in September your Council expressed an interest in organizing a family-oriented event for this holiday in 1999 without fireworks. Staff has been discussing the outline of a community picnic. We would like to discuss the intent of this particular event with your Council to determine how you would like to see it conducted and how you see it fitting with other events scheduled for the summer.

In keeping with the City's tradition of celebrating its anniversary, staff has developed several

options for this year's Celebrate Shoreline event. We have also included several options for the Fourth of July weekend event:

1.
Celebrate Shoreline
Continue with an event focused on and near Aurora Avenue as during previous years with the parade on Aurora, the antique car show at the Historical Museum and the dance at Chuck Olson Chevrolet.
July Fourth Event
The July Fourth weekend event would be a full-day event held at Hamlin Park on Saturday, July 3rd with an emphasis on family-oriented activities (picnic, food vendors, games, children's activities, etc.) The July 3rd date is expected to draw more residents because it would not compete with the organized fireworks and other events already scheduled for July 4th in other nearby communities.

2.
Celebrate Shoreline
Conduct only the Celebrate Shoreline parade on August 21 (no antique car show or dance along the Aurora Corridor; both of these events would be included instead in the July Fourth Event—see below).
July Fourth Event
The antique car show and dance could be included as parts of the July Fourth weekend full-day event on July 3rd at Hamlin Park. This event would also include food vendors, games, children's activities, music and outdoor performances, and sports for adults.

3.
Celebrate Shoreline
Eliminate the Celebrate Shoreline parade entirely and run a full-day Celebrate Shoreline event on August 21 at Hamlin Park with a more extensive selection of food vendors, games, children's activities, music and outdoor performances, sports for adults and the car show.
July Fourth Event
The July Fourth event could be held at Hamlin or another park in the community.

Generally, parades in August are difficult to fill partly because school bands are unavailable. We are inquiring whether Seafair event floats will be available to us to help create a more diverse parade, and staff will be providing you with additional information about this on February 16. The cost of police overtime for the parade on Aurora is approximately $3,000. Some businesses on Aurora during past years have objected to its closing for the parade because it impedes business during a portion of that day.

One of the advantages of using Hamlin Park as a central site for either Celebrate Shoreline or Fourth of July events is the fact that it is owned by the City, and as a result, we can better control the scope of the event and its vendors. As you may know, an independent promoter established an event on Aurora the same day of our Celebrate Shoreline event in 1998. This created confusion about who was supporting what activities and had the effect of drawing people away from each other's event. Hamlin Park has sufficient space for multiple uses the City would require for a larger event at this single site. No other park has the same mix of playing fields, parking and staging areas, making Hamlin particularly practical for this type of event.

It is also important to be aware of how Celebrate Shoreline and the Fourth of July events would fit with other scheduled events. For example, the following events are already scheduled in

Shoreline and surrounding communities during this summer:

Shoreline Arts Festival—Saturday and Sunday, June 26-27, Shoreline Center
Fourth of July Events—July 4th weekend, various communities sponsor organized fireworks events
Swingin' Summer Eve—Wednesday, July 28, Cromwell Park

RECOMMENDATION

Staff seeks no formal action at this time and is bringing this item forward to provide information about event options and to seek discussion and direction by Council. Staff will provide Council with further detail regarding all events selected to be organized for this summer.

Approved By: City Manager LB City Attorney N/A

Council Meeting Date: February 16, 1999 **Agenda Item: 6(c)**

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Staff Update Regarding City Participation in the Year 2000 Census
DEPARTMENT:	Planning & Development Services
PRESENTED BY:	Tim Stewart, Director Lenora Blauman, Senior Planner LNB

EXECUTIVE / COUNCIL SUMMARY

The purposes of this report are: (1) to provide your Council with an information summary concerning the April, 2000 nationwide census that will be conducted by the U.S. Department of Commerce and (2) to describe proposed City participation in planning efforts for Census 2000.

Census Information: Census 2000 will be the first citywide census conducted in Shoreline since incorporation. The last complete census of the area was conducted in 1990 when Shoreline was a part of unincorporated King County. Since that time, census information has been limited to such activities as collection of data for annexation areas. As such, we have the potential of seeing an increase or decrease in our official City population which could be significant for City operations. Since census data is used as the basis for allocation of funds and for distribution of shared revenues, it is in our best interest to ensure that population figures are accurate and reflect the upswing in our community.

Census 2000 is required by the U.S. Constitution. The U.S. Department of Commerce will conduct the census. For Census 2000, the City is defined as being within the King-Snohomish County Metropolitan Statistical Area (MSA). The U.S. Census Bureau currently defines an MSA as a "metropolitan nucleus, together with adjacent communities having a high degree of social and economic integration with that core...metropolitan areas comprise one or more entire counties...". Inclusion in the MSA could provide additional opportunities for benefits (such as roadway improvements) for the City.

The City is encouraged, but not required, to participate with the Commerce Department in planning for or implementing the census. A cooperative effort would be advantageous, however, because local involvement improves the likelihood that Census 2000 will provide a complete and accurate count of Shoreline's residents.

Census Benefits: A complete and accurate count of each of Shoreline's residents will benefit our community in several ways. For example, for the next decade, legislative representation in the U.S. House of Representatives and the Washington State Legislature will be based on Census 2000. Also, public funding available to Shoreline over the next decade will be based, in part, upon Census 2000 data. This fiscal benefit can take the form of federal and state-based revenues or grants and loans for projects and programs such as capital facilities, utilities, energy, housing, education, and health. Inclusion in the King-Snohomish County MSA may also offer Shoreline eligibility for additional public funding.

Undercounting of residents would have negative impacts. For example, if a census undercount results in fewer than 50,000 residents, Shoreline would not be eligible to directly receive such funds as Community Development Block Grant Funds (CDBG); instead, those funds would be allocated to Shoreline by King County. Similarly, the City could be less eligible for funds for road improvements

Census information will give us a better understanding of the demographic composition of our community. With this data, the City can to seek funding that is targeted to benefit specific community groups, such as special needs populations (e.g., elderly, children, disabled), and for business and industry. Census results will help us to define issues, opportunities and needs for service planning, delivery, and funding.

Role of the U.S. Department of Commerce: The Department of Commerce will be providing staffing and funding for Census 2000. The Department of Commerce has made a commitment to work cooperatively with the City of Shoreline to ensure that the census will provide an accurate and complete count, in order to benefit the City. For example, the Department of Commerce is prepared to provide bilingual census takers, translators, and other staff that are skilled in counting groups that tend to be missed or underrepresented in census taking. This service will be valuable to Shoreline as our community has a number of underrepresented (hard to reach) groups, such as:

- various ethnic communities that may be new arrivals, have English as a second language and/or may not have previously participated in a census
- special needs populations (e.g., elderly, disabled) and
- transitional populations (e.g., students, migrating workers, homeless).

An accurate and complete counting is particularly necessary because a recent U.S. Supreme Court decision has stated that sampling results cannot be used for the purpose of estimating a true count of underrepresented populations. The Department of Commerce believes that the census is most likely to count all Shoreline residents if the City works in partnership with the federal government to plan and execute Census 2000.

City of Shoreline Mission: The City's mission, as proposed, is to "*obtain a complete and accurate counting of Shoreline's population.*"

As Census 2000 partners, the City and the Department of Commerce would develop and implement a community Outreach Program to help residents understand the purpose of the census and to encourage full participation in Census 2000. Specifically, the City and the Department of Commerce would work together to:

- define specific Shoreline census related issues and challenges such as counting ethnic communities (especially where there may be language or cultural barriers which would discourage participation in the census) and transitional populations which may be difficult to reach.
- design and implement programs to educate key community groups about the importance of the census
- build an accurate mailing list for the census
- design and implement public relations activities to build trust concerning confidentiality of census information and to create enthusiasm for participating in the census to benefit the community.

Census Partnership (Phase I and Phase II): The partnership between the City and the Department of Commerce is proposed to occur in two phases. In the first phase (Phase I) of operations, the partnership would include City representatives and a Department of Commerce liaison. The City would select staff representatives who will need to have and use census data for funding purposes and/or providing city services (e.g., Finance, Housing and Human Services, Office of Neighborhoods, CRT, Community Police).

Initially, the partnership group would work in a preliminary fashion, to: (1) define census issues for Shoreline and (2) to design and implement community education programs. The partnership would then begin to move into the community to educate community groups about Census 2000. The partnership would focus on working with neighborhood groups, ethnic communities, special needs communities, school district representatives, church representatives, etc.

Following these preliminary planning activities, the Outreach Program would recruit community members from key populations (e.g., ethnic communities, special needs communities), from the general population (e.g., neighborhood groups) and from agencies (e.g., school district representatives, church representatives, etc). To ensure that each of the underrepresented populations is represented in the Outreach Program, the City would select recruiters who are knowledgeable about and familiar with the underrepresented population groups. The U.S. Census Bureau would also provide staff with outreach skills and experience to assist with the recruitment process.

The community members recruited to serve in Phase II of the Census 2000 partnership program would serve as "ambassadors" for the census, Specifically, these ambassadors would :

- refine specific Shoreline census related issues and challenges.
- build an accurate mailing list for the census
- finalize and implement programs to educate all of Shoreline's citizens about the importance of the census
- participate in community activities (e.g., school programs, church activities, bilingual mailers) to build trust concerning confidentiality of census information and to create enthusiasm for participating in the census to benefit the community.

Staff anticipates that the first phase of partnership activities to plan for Census 2000 would take place during the Spring and Summer of 1999. This second phase of partnership activities would take place from Summer 1999 to Spring 2000.

RECOMMENDATION

This report is provided so that your Council will have current information on Census 2000. Updates will be provided to your Council concerning Census 2000, as new information becomes available. No Council action is required at this time.

Approved By: City Manager LB City Attorney N/A

BACKGROUND / ANALYSIS

In April, 2000, a nationwide census will be conducted by the federal government (U.S. Department of Commerce). Census 2000 will be the first citywide census conducted in Shoreline since incorporation. The last complete census of the area was conducted in 1990 when Shoreline was a part of unincorporated King County. Since that time, census information has been limited to such activities as collection of data for annexation areas.

Census 2000 is required by the U.S. Constitution. The U.S. Department of Commerce will conduct the census. Census 2000 is required by the U.S. Constitution. The U.S. Department of Commerce will conduct the census. For Census 2000, the City is currently defined as being within the King-Snohomish County Metropolitan Statistical Area (MSA). The U.S. Census Bureau currently defines an MSA as a "metropolitan nucleus, together with adjacent communities having a high degree of social and economic integration with that core...metropolitan areas comprise one or more entire counties...". The Office of Management and Budget (OMB) defines metropolitan areas for purposes of collecting, tabulating and publishing federal data. The OMB is conducting a review of the metropolitan area standards, which will be completed prior to Census 2000. OMB has reported that Shoreline would not meet the criteria for an MSA under the proposed standards, as the OMB will continue to define counties as the basic MSA unit.

The City is encouraged, but not required to participate with the Commerce Department in planning or implementing the census. A cooperative effort would be advantageous, however, because local involvement improves the likelihood that Census 2000 will provide a complete and accurate count of Shoreline's residents. There are several reasons that a complete and accurate census of Shoreline's residents is important for the future of our community.

It is vital that an accurate count is provided by Census 2000, so that Shoreline can receive a fair share of political representation. Over the next decade, political representation in the U.S. House of Representatives and the Washington State Legislature will be based on Census 2000.

Also, this census data, to the extent that it is complete and accurate, will be particularly valuable because it can provide fiscal benefits for Shoreline. For example, over the next decade, a considerable amount of public funding will be allocated to Shoreline based, in part, upon the population and housing numbers collected during this Census. This fiscal benefit can take the form of federal and state-based revenues or grants and loans for projects and programs such as capital facilities, utilities, energy, housing, education, and health. Inclusion in the King-Snohomish County MSA may also offer Shoreline eligibility for additional public funding. These funds could support an array of projects and programs, such as capital facilities, utilities, energy, housing, education, and health and human services. However, some funds could be affected if our population is undercounted and falls below 50,000 residents.

Census information will give us a better understanding of the demographic composition of our community. With this data, the City can to seek funding that is targeted to benefit specific community groups, such as special needs populations (e.g., elderly, children, disabled), and for business and industry. Census results will help us to define issues, opportunities and needs for service planning, delivery, and funding.

On January 13, 1998, staff met with Val Matson-Thomas, a representative from the Department of Commerce to begin to learn about census requirements and opportunities. Ms. Matson-Thomas reported that the Department of Commerce will be providing staffing and funding for Census 2000.

Ms. Matson-Thomas reports that the Department faces "an enormous challenge" in obtaining valid counts for underrepresented (hard to reach) populations, such as, foreign-born populations, special needs populations, and transitional populations (e.g., college students, migrating workers, prisoners and homeless persons). Additionally, many community members

are reluctant to complete the census because of concerns about the ways that information is maintained and utilized (e.g., confidentiality).

The Department of Commerce has made a commitment to work cooperatively with the City of Shoreline to ensure that the census will provide an accurate and complete count in order to benefit the City, as well as to develop data required by the federal government. The Department has a number of resources available to help us to achieve success with the Outreach Program for planning and implementing Census 2000-- including translators, people who can work with special needs groups, and a special enumeration system for transitional populations, such as students.

However, the Department believes that the census is most likely to count all Shoreline residents if the City works in partnership with the federal government to plan and execute Census 2000. An accurate and complete counting is particularly necessary for this census because a recent U.S. Supreme Court decision has stated that sampling results cannot be used for the purpose of estimating a true count of underrepresented (hard to reach) populations.

Cooperative efforts by Shoreline and the Department of Commerce will be particularly valuable as Shoreline has a number of underrepresented groups, such as:

- various ethnic communities, including a substantial number of foreign-born residents communities (especially where there may be language or cultural barriers which would discourage participation in the census
- special needs populations (e.g., elderly, disabled) and
- transitional populations (e.g., students, migrating workers, homeless)) and transitional populations which may be difficult to reach.

For Census 2000, the City's mission, as proposed, is to *"obtain a complete and accurate counting of Shoreline's population."* The Department of Commerce suggests that the federal government and the community can most effectively achieve this proposed mission by working as partners in an Outreach Program to plan for Census 2000. As Census 2000 partners, the City and the Department of Commerce would develop and implement a community Outreach Program to help residents understand the purpose of the census and to encourage full participation in Census 2000.

Specifically, the partnership would work to identify census issues and challenges (e.g., counting ethnic and transitional populations). The partnership would also work to build an accurate mailing list for the census, to educate citizens about the importance of the census, to build trust concerning confidentiality of census information, and to create enthusiasm for participating in the census to bring benefits to the community. The Department of Commerce would provide the liaison to serve as a guide and resource for the partnership.

Ms. Matson-Thomas recommended that the City develop a plan for staffing and operation of the outreach partnership group.

The City proposes that the partnership would occur in two phases. In the first phase of operations, the partnership would include City representatives and a Department of Commerce liaison. The City would select staff representatives who will need to have and use census data for funding purposes and/or providing city services (e.g., Finance, Housing and Human Services, Office of Neighborhoods, CRT, Community Police). The City will select persons who are knowledgeable about, and familiar with, the various underrepresented populations, to assist with the recruitment of those representatives to Phase II of the outreach program. The U.S. Census Bureau will provide staff (e.g., bilingual persons, translators, persons with specific skills in reaching special needs communities) to help the City succeed in the community recruitment process.

Initially, the partnership group would work in a preliminary fashion, to: (1) define census issues for Shoreline and (2) to design and implement basic community education programs. The partnership would then begin to meet with community groups to present information about Census 2000. The partnership would focus on working with neighborhood groups, ethnic communities, special needs communities, school district representatives, church representatives, etc.

Following these preliminary planning activities, the Outreach Program would recruit community members from the general population and key underrepresented populations (e.g., neighborhood groups, ethnic communities, special needs communities, school district representatives, church representatives, etc.) to participate in Phase II of the Census 2000 partnership program.

In Phase II of the Outreach Program, this expanded community outreach group, including representatives from various populations, would:

- refine Shoreline census related issues and challenges (e.g., hard to reach populations)
- build an accurate mailing list for the census
- finalize design and implement programs to educate all of Shoreline's citizens about the importance of the census
- participate in community activities (e.g., school programs, church activities, bilingual mailers) to build trust concerning confidentiality of census information and to create enthusiasm for participating in the census to benefit the community.

Staff anticipates that the first phase of partnership activities to plan for Census 2000 would take place during the Spring and Summer of 1999. This second phase of partnership activities would take place from Summer 1999 to Spring 2000.

The outreach partnership group for Phase I would be selected in Spring 1999 and partnership meetings would take place in Spring and Summer 1999. The expanded outreach group (including community representatives) would be selected for Phase II in the Summer of 1999, and Phase II partnership activities would take place from Summer 1999 to Spring 2000. Approximately six team meetings and several field activities would occur during Phase I and Phase II of the Outreach Program.

Following Census 2000, the Department is also willing to provide the City with resource information/assistance, so that the City may use data gathered in the census as the basis for obtaining future funding for a variety of projects and programs, such as housing services, planning services, and transportation improvements.

SUMMARY

Census 2000, which will be conducted by the U.S. Department of Commerce, is the first community-wide census for the City of Shoreline. It is required by the U.S. Constitution.

The City's mission is to obtain a complete and accurate counting of Shoreline's population through Census 2000. An accurate and complete census is necessary to qualify the City for a number of benefits and services.

The Department of Commerce suggests that the City develop an outreach partnership group (including City staff and community representatives), to work with the Department of Commerce representatives to plan for Census 2000. The group would work to define specific Shoreline census-related issues and concerns. The group would also design and implement activities for educating the community about the census and for generating community enthusiasm for the census. The group will focus on ensuring that all community groups, particularly the underrepresented populations, are counted in Census 2000.

Staff proposes that the Outreach Program be launched in Spring 1999 and continue to Spring 2000 in order to develop community support for Census 2000.

RECOMMENDATION

This report is provided so that your Council will have current information on Census 2000. Updates concerning Census 2000 will be provided to your Council, as new information becomes available. No Council action is required at this time.

ATTACHMENTS

EXHIBIT A: Census 2000: An Overview Guide

CENSUS 2000

in the State of Washington

an Overview Guide for:

Census Operations

Local Census Offices

Complete Count Committees

Partnership Opportunities

Job Opportunities

Moises M. Carrasco, Regional Director
Seattle Regional Census Center
700 Fifth Avenue, Suite 5100
Seattle, WA 98104-5018
(206) 553-5837

IMPORTANCE OF CENSUS 2000

Census 2000 will leave a big impact on all residents in the State of Washington. Funding for the next decade will be determined in part by the population and housing numbers collected during this Census. Political representation in the U.S. House of Representatives and the Washington State Legislature will be based on Census 2000 numbers as well. This is why it is vital that an accurate count is taken in 2000, so that all Washingtonians get their fair share of funds and political representation into the next decade. Accurately counting hard to reach populations, including the migrant and farm workers populaton and the homeless presents an enormous challenge. This Overview Guide discusses partnership opportunities that can help overcome this challenge and achieve an accurate count.

HOW THE CENSUS IS TAKEN

For most residents in Washington, the census will be taken by mail as of April 1, 2000. Households in urbanized areas (locations where the Post Office delivers mail directly to homes) will receive a Census Form through the mail, with a request that they complete the form and mail it back to the Census Bureau. Households that do not respond will be contacted by a Census Taker for the needed information.

Building an accurate mailing list involves the Census Bureau working with the U.S. Postal Service, and partnering with local governments to review this list for accuracy through the Local Update of Census Addresses (LUCA). The Census Bureau will also conduct a 100% Block Canvass in all areas to identify missed or duplicate housing units before the Census Forms are mailed or delivered.

LOCAL CENSUS OFFICES

Nine (9) Local Census Offices will conduct the census in Washington. The **Seattle, Tacoma, and Spokane** Local Census Offices will open in October, 1998, and will function as the hub for early census activities. Six additional offices — **Everett, Bellevue, Kent, Silverdale, Olympia, and Richland** — will open in October, 1999. Over 67,000 Washingtonians will be tested for Census Jobs through these offices (see back page for pay rates). Some of these individuals will begin working in 1998 to help build the address list in outlying areas, while the bulk of employees will be hired in early 2000 to follow up with non-responding households and special place enumeration throughout the State.

SPECIAL PLACES AND GROUP QUARTERS

Certain populations that do not reside in typical housing will be part of the Special Places enumeration procedures. The homeless population will be counted through Service Based Enumeration. Prisons, college dormitories, health care facilities, and military installations will be enumerated through Group Quarters procedures. Migrant farm workers that reside in work camps, temporary and seasonal housing, or group living situations will also be enumerated through the Group Quarters procedures. Identifying an accurate list of group quarters locations, along with effective promotion about the benefits and confidentiality of the census, will be crucial in gaining an accurate count of these population groups.

FORM A LOCALIZED COMPLETE COUNT COMMITTEE

- Include key stakeholders from throughout your community, including the Mayor and other elected officials, neighborhood organizations, business groups, community based organizations, religious leaders, and local media sources. Form this committee in 1998, and build a work plan in 1999 that addresses how to ensure everyone in your community participates in Census 2000.

- Appoint a Census 2000 Coordinator to help develop and implement a plan of action to achieve the goals of your Complete Count Committee.

- Your Complete Count Committee's goal is to raise the stature and importance of Census 2000 in your community, educate your residents on the confidentiality of answering the Census, and become the motivating force that mobilizes all residents to be included.

- Activities of this committee may include some of the following:
  - Census Day Festival in your community on April 1, 2000.
  - Proclamation by the Mayor, urging all residents to answer the Census.
  - Motivate local groups & organizations to spread the word about Census Jobs.
  - Issue press releases urging local media to cover why the Census is important.
  - Promotion of Census through utility bill inserts, paychecks, grocery store bags, organizational newsletters, web site coverage, etc.
  - Saturating your community with Census Posters and promotional materials.
  - Providing donated Testing and/or Training space.
  - Urge census participation through churches and religious organizations.
  - Encourage local businesses to become Sponsors of special events featuring Census.
  - Record Public Service Announcements featuring a local celebrity for broadcast by local media.
  - Initiate a Census 2000 Press Conference featuring elected officials and key community stakeholders to stress the importance of answering the Census in your community.
  - Encourage the use of *Census in the Schools* materials by your local school districts.
  - Recruit community leaders for a "telephone campaign", emphasizing the importance of Census to your community and urging residents to answer the Census.

- Prioritize hard to reach population groups for specialized promotion, including the following:
  - migrant and seasonal farm workers
  - minority populations, especially the urban poor
  - recent immigrants who do not speak English
  - urbanized American Indians and Alaska Natives
  - individuals opposed to, or fearful of government intrusion
  - the homeless population and those without a usual home or residence

Job Opportunities in Census 2000

An accurate count necessitates that Census Workers understand the area that they work in and have bicultural and bilingual skills as needed. Low unemployment and a tight labor market make Census Job Recruitment a major challenge. Of the 14,000 Census Jobs in Washington, many will need to be bicultural and bilingual.

We need YOUR help in promoting these job opportunities. Specific areas to help spread the word about Census jobs may include the following:

- State Employment Security Offices
- Welfare to Work Offices
- Migrant and Seasonal Farm Workers Programs (JTPA 402 grantees), Tribal Governments
- Health Care Providers, Work First providers, Job Lines
- Community Based Organizations, Senior Centers, Neighborhood Groups
- Religious Institutions, Colleges and Universities, City and County Governments
- Media sources that reach hard to enumerate populations and the general public

Census Jobs will include Local Census Office management positions, Address Listers in 1998, Block Canvassers in 1999, Census Takers in 2000, and Special Place Enumerators in 2000. The majority of recruitment activities will be conducted by the Local Census Offices beginning in late 1999 and early 2000. The Seattle Regional Census Center will coordinate recruitment activities for Address Listing and management positions in mid 1998.

Nearly 67,000 applicants will be needed from across the State of Washington to fill the following positions. Citizenship is required, along with an age requirement of 18 and older. If you are interested, contact the Seattle Regional Census Center's Recruiter at (888) 806-5878

Local Census Office Manager	$19.00 to $24.50 per hour
Assistant Managers	$16.00 to $19.00 per hour
Field Operations Supervisor	$11.00 to $16.00 per hour
Crew Leader	$9.00 to $15.00 per hour
Census Takers	$8.00 to $13.00 per hour
Office Operations Supervisor	$9.00 to $11.00 per hour
Recruiting Assistant	$8.00 to $10.00 per hour
Office Clerk (300)	$7.00 to $9.00 per hour

For more information about Census Jobs, contact the Seattle Regional Census Center's **Recruiter at (888) 806-5878.**

Time Line of Census 2000 Activities

1998

Address Listing

- In areas that receive mail via P.O. Box and Rural Route delivery, local Census Workers will begin **listing household addresses** and updating census maps. This list will be updated in 2000 and used to deliver Census Forms to each household. Address Listers will be hired from throughout the state in the summer of 1998 to perform this activity.
- The **Seattle, Tacoma and Spokane Local Census Offices** open in October of 1998 to conduct early census operations.
- City and county governments are invited to review the Census Bureau's address list through the **Local Update of Census Addresses** (LUCA) program.
- **Complete Count Committees** are established by local and tribal governments.

1999

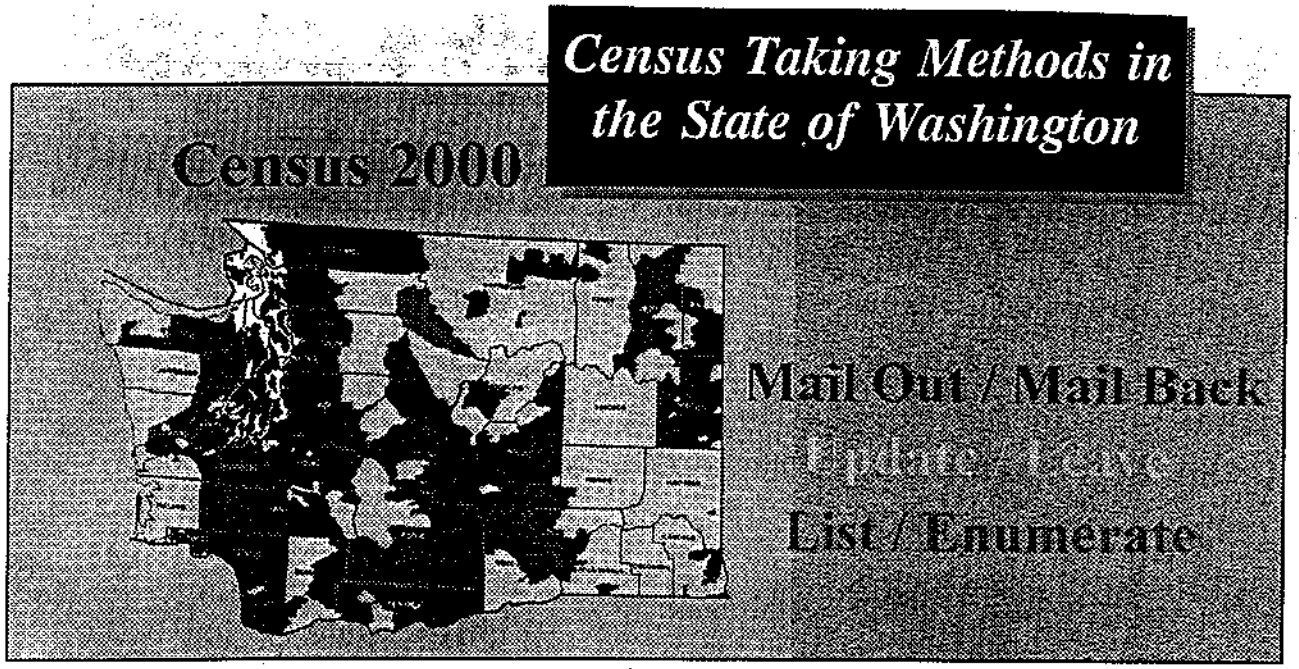
Recruitment & Local Promotion

- **Local Census Offices** begin a big recruitment drive to test over 67,000 job applicants from throughout the state to fill nearly 14,000 Census Jobs in 2000.
- Block Canvassing is conducted to find missing and duplicate housing units in urbanized areas.
- Complete Count Committees helps Census Bureau identify Questionnaire Assistance Centers, Be Counted sites, and difficult to enumerate areas.

2000

Census Taking

- In rural areas, Census Takers drop off the forms and ask residents to mail them back.
- In urbanized areas, residents receive their Census Forms through the mail just before **April 1, 2000**, and are asked to complete the form and mail it back.
- All households that have not returned their form will be contacted in person by a Census Taker.
- Local Census Offices closes in August 2000 when all census activities are completed.
- Census Bureau delivers to the **U.S. President** population totals by state on December 31, 2000.
- Census Bureau delivers to **Governors** block-level data to begin the reapportionment process on April 1, 2001.



Contacting the Seattle Regional Census

U.S. Bureau of the Census
Seattle Regional Census Center
700 Fifth Avenue, Suite 5100
Seattle, WA 98104-5018

Regional Director	Moises M. Carrasco	(206) 553-5894
Ass't Regional Census Manager	Michael P. Burns	(206) 553-5892
Ass't Regional Census Manager	Deborah Randall	(206) 553-6598
Partnership Coordinator	Tim Olson	(206) 553-5882
Partnership Specialist / Washington	Gladys Romero	(206) 553-5882
Partnership Specialist / Washington	Val Thomas-Matson	(206) 553-5882
Partnership Specialist / Washington	Mike Steenhout	(206) 553-5882
Media Specialist	Bob Clingman	(206) 553-5882
Regional Recruiter	Jan McStay	(206) 553-5889

United States
Census
2000

Every year, over $100 billion in federal funds are awarded to localities based on census numbers.

Census 2000 in a Flash

The United States Constitution mandates a census every 10 years to determine how many seats each state will have in the U.S. House of Representatives. But community leaders use it for everything from planning schools and building roads to providing recreational opportunities and managing health-care services.

How Big Is It?

- 275 million U.S. residents
- 118 million housing units in the United States alone
- 1.5 million housing units in Puerto Rico and the U.S. Island Areas
- 2.7 million applicants recruited
- 285,000 jobs at peak
- 500 Local Census Offices, 12 Regional Census Centers and 4 Data Processing Centers
- 500 local area networks, 6,000 personal computers and 1,500 printers (set up, used and dismantled in one year)
- 8 million maps needed for field work
- 79 million questionnaires returned within a two-week period
- 8 to 9 million blocks covered

When Is It?

1998–1999: Developing the address list for Census 2000 and recruiting workers for census jobs

Beginning mid-March 2000: Census questionnaires delivered

APRIL 1, 2000: CENSUS DAY

March–May 2000: Census takers visit housing units in rural and remote areas to drop off and/or pick up forms

April–June 2000: Census takers visit housing units that did not return census forms

October–November 2000: All field work completed

December 31, 2000: Apportionment counts delivered to the President

April 1, 2001: All states receive redistricting counts

D-3237 (6-98)

U.S. Department of Commerce
Economics and Statistics Administration
BUREAU OF THE CENSUS

An Equal Opportunity Employer
U.S. Census Bureau, *the Official Statistics*™

United States Census 2000

This Is Your Future. Don't Leave It Blank.

For additional information about Census 2000, visit the Census Bureau's Internet site at http://www.census.gov or call one of our Regional Census Centers across the country:

Atlanta 404-331-0573
Boston 617-424-4977
Charlotte 704-344-6621
Chicago 312-353-9697
Dallas 214-655-3060
Denver 303-231-5029
Detroit 248-967-9524
Kansas City 816-801-2020
Los Angeles 818-904-6522
New York City 212-620-7702/3
Philadelphia 215-597-8313
Seattle 206-553-5882

What's on the Census Form?

About 83 percent of respondents will receive a short form, which asks about seven subjects: name, sex, age, relationship, Hispanic origin, race, and housing tenure (whether the home is owned or rented) — and takes approximately 10 minutes to complete.

One out of six households will receive a longer form which asks about 34 subjects, including education, ancestry, employment, disability and house heating fuel — and takes approximately 38 minutes to complete.

Why Should You Answer the Census?

Answering the census is important for your community — Census numbers help local planners pick the best locations for schools, roads, hospitals, clinics, libraries, day-care and senior citizen centers, playgrounds, bus routes, job training programs and much more. Every year, over $100 billion in federal funding and even more in state funds are awarded to localities based on census numbers.

Answering the census creates jobs and ensures the delivery of goods and services — Businesses use census numbers to locate supermarkets and shopping centers, new housing, new factories and offices and facilities like movie theaters and restaurants.

Answering can save your life — An exaggeration? Not at all! When Hurricane Andrew hit South Florida in 1991, Census Bureau officials were able to aid the rescue effort by providing estimates of the total number of people in each block.

Answering the census is safe — By law, the Census Bureau cannot share your individual records with any other government agency, including welfare agencies, the Immigration and Naturalization Service, the Internal Revenue Service, courts, police and the military. Census workers must be sworn to secrecy before they see the numbers. If someone gave out any information they saw on a form, they would face a $5,000 fine and a five-year prison term. The law works — millions of questionnaires were processed during the 1990s without any breach of trust.

U.S. Census Bureau, *the Official Statistics*™ *U.S. Government Printing Office: 1998 — 650-297/80016

United States
Census
2000

The Census Bureau's dedication to confidentiality plays an important role in everything it does — including hiring, training, planning procedures and reporting.

The Census Bureau *Goes All Out* to Protect Your Privacy

The Law Protects Your Answers.

By law, the Census Bureau cannot share your answers with the IRS, FBI, Welfare, Immigration — or any other government agency. No court of law, not even the President of the United States, can find out your answers. And the same law that keeps your answers out of the hands of these agencies, prevents the Census Bureau from selling or giving away your address to people who want to send you mail.

Highly Motivated Employees Protect Your Answers.

Census workers are sworn to secrecy. They know that if they give out any information they see on a form, they can face a $5,000 fine and a five-year prison term.

Census workers must pass security and employment reference checks. They cannot currently work as tax collectors, assessors or law enforcement officials. Protecting the privacy of people who reply to the census is an important part of every census taker's training.

Technology Protects Your Answers.

The Census Bureau protects your information with numerous security measures, including electronic barriers, scrambling devices and dedicated lines. Your answers are combined with others to produce the statistical summaries that are published. No one can connect your answers with your name or address.

Answering the Census Is Important, Easy and Safe.

Taking part in the census is in everyone's best interest. People who answer the census help their communities obtain federal funding and valuable information for planning hospitals, roads and more. Census information helps decision-makers understand which neighborhoods need new schools and which ones need greater services for the elderly. The only way to make sure people like yourself are represented in the census is to fill out the form and encourage others to do so.

D-3238 (7-98)

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United States Census 2000

The Census Bureau's policy on confidentiality dates back 150 years. The policy was reinforced by law in 1870 and the law has grown stronger over the decades.

For additional information about Census 2000, visit the Census Bureau's Internet site at http://www.census.gov or call one of our Regional Census Centers across the country:

Atlanta 404-331-0573
Boston 617-424-4977
Charlotte 704-344-6624
Chicago 312-353-9759
Dallas 214-655-3060
Denver 303-231-5029
Detroit 248-967-9524
Kansas City 816-801-2020
Los Angeles 818-904-6522
New York City 212-620-7702 or 212-620-7703
Philadelphia 215-597-8312
Seattle 206-553-5882

The Census Bureau Has an Unbroken Record of Protecting the Public's Privacy.

1950: During White House renovations, the Secret Service asks the Census Bureau to provide information about the people in a neighborhood where they hope to move President Truman. Census coordinator, Ed Goldfield, denies their request.

1960: The Census Bureau modernizes its procedures to prevent anyone from accessing confidential information in the new computer age.

1961: Congress strengthens the law so that even copies of census questionnaires kept in your possession cannot be used as evidence against you in a court of law.

1980: Armed with a search warrant authorizing them to seize census documents, four FBI agents enter the Census Bureau's Colorado Springs office. No confidential information is ever released because a census worker holds off the agents until her superiors resolve the issue with the FBI.

1980: When local officials try to obtain confidential census information, the Supreme Court upholds the law and denies access to these records.

1990: Millions of questionnaires from movie stars, politicians, millionnaires, welfare recipients, and your friends and neighbors are processed without any breach of trust.

2000: Backed by a strong privacy law (Title 13 of the U.S. Code), the Census Bureau will bring together all of its resources to make sure its record of excellence remains unbroken.

United States
Census
2000

The Census 2000 short form will be the shortest form in 180 years.

The census results are used to establish local eligibility for government programs.

The Long and Short of It

Why Does the Census Ask So Many Questions?

The questions asked represent the best balance between your community's needs and our commitment to reduce the time and effort it takes you to fill out the form.

The census is as important to our nation as highways and telephone lines. Every question is required by law to manage or evaluate federal programs or is needed to meet federal case law requirements. Federal and state funds supporting schools, employment services, housing assistance, road construction, hospital services, programs for the elderly and more are distributed based on census figures.

What's New for Census 2000?

Most housing units in the country (about 83 percent) will receive the short-form questionnaire in Census 2000. The Census 2000 short form will be the shortest form in 180 years.

Five subjects that were on the 1990 census short form have moved to the Census 2000 long form: marital status, units in structure, number of rooms, value of home and monthly rent. The long form can reliably collect this information.

Five subjects that appeared on the 1990 census long form were dropped: children ever born, year last worked, source of water, sewage disposal and condominium status. These subjects were not explicitly mandated or required by federal law.

Only one new subject was added to the Census 2000 long form: grandparents as caregivers. This information was needed for the Personal Responsibility and Work Opportunity Act of 1996 (welfare reform).

Why Do We Need the Long Form?

The long form provides socio-economic detail needed for a wide range of government programs and federal requirements. Nationwide, it goes out to one in six housing units. But to assure the same level of accuracy everywhere, a larger share of housing units in small towns and rural counties receive this form.

Community leaders use the long form for planning a wide range of activities, including neighborhood revitalization, economic development and improved facilities and services.

To build highways, roads, bridges and tunnels in areas that need them, planners need information about where people live and work and the times they leave for work.

D-3239 (6-98)

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United States Census 2000

Your participation in Census 2000 is important, safe and easy.

Just complete the form and mail it back.

For additional information about Census 2000, visit the Census Bureau's Internet site at http://www.census.gov or call one of our Regional Census Centers across the country:

Atlanta 404-331-0673
Boston 617-424-4977
Charlotte 704-344-6621
Chicago 312-353-9697
Dallas 214-655-3060
Denver 303-231-5029
Detroit 248-967-9524
Kansas City 816-801-2020
Los Angeles 818-904-6522
New York City 212-620-7702/3
Philadelphia 215-597-8313
Seattle 206-553-5832

To speed disaster relief to the affected areas, emergency management agencies use census numbers to estimate the number of people displaced by earthquakes, hurricanes, floods and other natural disasters.

In cities and towns across the country, community leaders use census numbers to decide where to locate police and fire stations and other public services. The census helps local government and community organizations locate facilities such as day-care centers, senior citizen community centers, health-care clinics and even playgrounds.

What Is Asked on the Short Form?

The short form asks about six population subjects and one housing subject and takes 10 minutes to complete, on average.

Population

Name
Sex
Age
Relationship
Hispanic origin
Race

Housing

Tenure
(whether the home is owned or rented)

What Is Asked on the Long Form?

The long form asks about the same subjects as the short form plus 27 more, for a total of 34 subjects. The average household can complete this form in approximately 38 minutes.

Population

Marital status
Place of birth, citizenship and year of entry
School enrollment and educational attainment
Ancestry
Residence five years ago (migration)
Language spoken at home
Veteran status
Disability
Grandparents as caregivers
Labor force status (current)
Place of work and journey to work
Work status last year
Industry, occupation and class of worker
Income (previous year)

Housing

Units in structure
Number of rooms
Number of bedrooms
Plumbing and kitchen facilities
Year structure built
Year moved into unit
House heating fuel
Telephone
Vehicles available
Farm residence
Value of home
Monthly rent (including congregate housing)
Shelter costs (selected monthly owner costs)

The Law Protects Your Answers.

By law, the Census Bureau cannot share your answers with others, including welfare agencies, the Immigration and Naturalization Service, the Internal Revenue Service, courts, police and the military. Anyone who breaks this law will receive up to five years in prison and $5,000 in fines. The law works — millions of questionnaires were processed during the 1990s without any breach of trust.

U.S. Census Bureau, *the Official Statistics*™

*U.S. Government Printing Office: 1998 — 650-297/80018

United States
Census
2000

Participating in the census is in everyone's best interest.

Everybody Is Number One in the Census

Every 10 years, the Census Bureau conducts a complete accounting of every resident in the United States, no matter where they live or what language they speak. That's why the Census Bureau makes a special effort to include people who don't live in the usual places.

Census 2000 Won't Miss People on the Road.

Census takers will interview people staying at campgrounds, fairs and carnivals and marinas. Every person interviewed will have the opportunity to report their permanent address.

People Without Housing Have a Place in the Census.

With the help of local experts, Census 2000 is identifying places where people without housing receive services, such as emergency and transitional shelters, soup kitchens, regularly-scheduled mobile food vans and targeted outdoor locations. Census workers will go to these locations to conduct the census.

Partnerships with Community-based Organizations are Key to Including Migrant and Seasonal Farm Workers in Census 2000.

The Census Bureau will seek the advice of local experts to find areas where migrant and seasonal farm workers live and work, including unregistered labor camps, vehicles parked near work sites and living areas along unnamed roads.

Special Procedures Will Be Implemented to Make Sure the Census Is as Accurate as Possible for People Living in Remote Areas.

In remote Alaska, for instance, Census 2000 must be completed before the spring thaw. After the thaw, many residents leave their homes to hunt or conduct other spring activities — and it would be too late for enumerators to contact them.

People Living on Military Installations and on Military Ships Will Be Included in Census 2000.

The Census Bureau will work with the Department of Defense and U.S. Coast Guard to identify living quarters on military installations and ships.

All Ocean Going, Coastal and Great Lake Ships Take Part in the Census Maritime Enumeration.

The Census Bureau will work with the U.S. Maritime Administration and others to identify vessels in operation at the time of the census — including factory trawlers, floating processors, tuna boats, National Oceanic and Atmospheric Administration vessels and Military Sea Lift Command vessels.

Census 2000 Will Account for People Who Are Overseas Because the Government Needs Them There.

The Census Bureau's plan will account for military personnel and federal civilian government employees, as well as their dependents who are stationed overseas.

D-3248 (9-98)

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United States Census 2000

The best way to make sure people like yourself are represented in the census is to complete your census questionnaire and encourage others to do so.

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Denver 303-231-5029
Detroit 248-967-9524
Kansas City 816-801-2020
Los Angeles 818-904-6522
New York City 212-620-7702
or 212-620-7703
Philadelphia 215-597-8512
Seattle 206-553-5882

Census Takers Will Distribute Questionnaires to People Who Live in Group Quarters, Such as Nursing Homes and Dormitories.

Census takers will assist residents who need help in completing the forms. In some facilities, such as jails, the staff will distribute census questionnaires. These staff workers, like all census workers, will be sworn to protect the confidentiality of the individual.

Examples of Special Places and Group Living Quarters:

- **Universities and colleges**, including dormitories and fraternity and sorority houses.
- **Nursing facilities**, including all types of nursing and convalescent facilities, rest homes and homes for the aged.
- **Correctional institutions**, including prisons, jails, federal detention centers, police lockups, halfway houses operated for correctional purposes and community residential-treatment centers.
- **Hospitals**, including drug and alcohol recovery wards, wards for people with physical, mental and developmental disabilities and dormitories for nurses and interns.
- **Juvenile institutions**, including detention centers, residential treatment centers for emotionally disabled children, orphanages, industrial schools and camps or farms for delinquents.
- **Group homes and halfway houses**, including homes and halfway houses for drug and alcohol abuse and homes for people with developmental, mental and physical disabilities.
- **YMCAs, YWCAs and youth hostels.**
- **Job Corps centers**, including Job Corps and residential vocational training facilities.
- **Religious facilities**, including convents, monasteries and rectories.
- **Emergency and transitional shelters**, including sleeping facilities, shelters for runaway and neglected youth and shelters for abused women.
- **Soup kitchens, regularly-scheduled mobile food vans and targeted outdoor locations.**
- **Agriculture or other worker facilities**, including dormitories at migrant farm worker camps and bunkhouses for ranch hands.

It Will Be Easy for Everyone to Participate in Census 2000.

Questionnaire Assistance Centers and a toll-free telephone number will provide assistance to people who have difficulty filling out the form. To make sure everyone is included, we'll make additional forms available in Spanish, as well as other languages. Advertising and promotion will be in several languages. The Census Bureau is actively seeking bilingual volunteers and recruits to staff facilities and conduct the census. Call **1-888-325-7733** for more information about Census 2000 jobs.

Answering the Census Is Important, Easy and Safe.

Participating in the census is in everyone's best interest. People who answer the census help their communities obtain federal funding and valuable information for planning schools, hospitals and roads. Census information helps decision-makers understand which neighborhoods need new schools and which ones need greater services for the elderly. The best way to make sure people like yourself are represented in the census is to complete your census questionnaire and encourage others to do so.

By law, the Census Bureau cannot share your answers with others, including welfare agencies, the Immigration and Naturalization Service, the Internal Revenue Service, courts, police and the military. Anyone who breaks this law can receive up to five years in prison and $5,000 in fines. The law works — millions of questionnaires were processed during the 1990s without any breach of trust.

U.S. Census Bureau, *the Official Statistics*™

*U.S. Government Printing Office: 1998 — 750-243/80028

Council Meeting Date: February 16, 1999 **Agenda Item: 6(d)**

CITY COUNCIL AGENDA ITEM

CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Discussion Regarding Pacific Fiber Link Franchise
DEPARTMENT:	City Manager's Office
PRESENTED BY:	Kristoff T. Bauer, Assistant to the City Manager

EXECUTIVE / COUNCIL SUMMARY

The City's regulations require that a company must have a franchise before they can be granted a permit to work in the City's right-of-way. Pacific Fiber Link ("PFL") has applied for a franchise so that it may obtain right-of-way permits necessary to install conduit through the City to facilitate the installation of high capacity fiber-optic communications cable by various telecommunications providers. This request raises a number of issues that are new to the City, and staff is requesting Council input prior to completing franchise negotiations with PFL.

PFL is a relatively new company with a pipe construction company as one of its main partners. Their business plan consists of gaining contracts with telecommunications providers for the lease of conduit space. They then install the conduit and the telecommunications companies come in afterward and pull their cable through the conduit. They are currently about 50% done with an installation that will run from Portland to Seattle and then around Lake Washington. After that is complete, they intend to install a system all the way to Sacramento, California.

Their request is of particular interest in that:

- They intend to go through Shoreline providing no service directly to Shoreline residents and/or businesses
- Their installation will have a significant impact on the right-of-way (they intend to install a minimum of 13 4 - inch diameter conduit and cable pull vaults along 15 Avenue NE, see Attachment A)
- It is questionable whether they are a telecommunications business as defined by state law.

State law only allows Cities to charge telecommunications businesses fees (e.g. permit fees) designed to recover actual administrative costs associated with the processing of permit applications and the like related to the telecommunications businesses' activities in the right-of-way. This restriction only applies to telecommunications, electrical, and natural gas utilities. A utility tax is the mechanism provided by state law to accomplish the same objective as a franchise fee for these utilities. The City currently has no utility tax on telecommunications providers. The City has a lot of flexibility under state law in the establishing of franchise fees for other utilities.

PFL's proposal is indicative of a new form of right-of-way use that cities across the nation are beginning to see and for which the old form of compensation, i.e. a utility tax or franchise fee calculated on gross revenue, is not well suited. PFL will generate revenue not through billings to Shoreline residents for telephone service, but by leasing empty conduit to telecommunications providers who may or may not be serving residents and businesses in Shoreline (none of which are actually located in Shoreline). For these reasons, assessing a tax or fee on the gross revenues generated in Shoreline of a company like PFL is very problematic and not likely to reflect the true impact on the City's right-of-way. In other words, telecommunications companies, i.e. US West, GTE, etc., are PFL's customers, and if their offices are not located in Shoreline then the City has little opportunity to tax PFL's service through a utility tax.

PFL has offered, and staff is exploring, capital improvements to the right-of-way that may be installed by PFL during the installation of their system as a means of compensating the City for PFL's utilization of the right-of-way. Potential capital improvements include; curb ramps, sidewalks, improvements in the North City business district consistent with the recommendations presented to Council earlier on this evening's agenda, and other road edge improvements. Additional blank conduit for the City and/or Seattle City Light to facilitate future undergrounding may also be sought.

PFL asserts that they are a telecommunications business and, therefore, exempt from a franchise fee. While all information developed by staff and reviewed by the City Attorney to date indicate that PFL does not meet the state's definition of a Telecommunications business, seeking formal legal clarification of this issue at this time may not be in the best interests of the City.

Staff's recommended compromise is to not identify PFL as a telecommunications business in the franchise ordinance, but to accept capital improvements along PFL's installation route, including the North City business district, instead of charging a franchise fee. It is expected that these improvements will be of significant benefit to the community. It is, however, a trade-off of a potential future revenue stream for current benefit. In addition, this will leave the City the flexibility to develop a policy regarding, and a procedure for, obtaining appropriate compensation for use of the right-of-way if faced with a similar proposal in the future.

Based on Council's direction, staff would propose to move forward with the identification and design of capital improvements along PFL's proposed installation route that will be required as a condition of the franchise agreement that will be presented to Council for passage at a future date.

RECOMMENDATION

This item is presented for discussion purposes only. No specific action is required at this time.

Approved By: City Manager JB City Attorney NJA

BACKGROUND / ANALYSIS

PFL is a Washington State Limited Liability company with two primary partners; Ledcor Industries Inc., a large international general construction company, and Michels Pipeline Construction Inc., a large materials and construction company based in Milwaukee Wisconsin with operations throughout the United States. Its business plan consists of identifying a pipeline route, securing contracts from a few launching telecommunications companies and then installing additional blank conduit for future leases along the pipeline. As they construct, they notify other potential users of their plans and continue to add providers to their trench as they go. Their initial request in November disclosed an intent to install 8 to 12 4 - inch diameter conduit along 15 Avenue NE (Attachment A). That number has increased since to a minimum of 13 conduit due to additional companies signing leases for this conduit once installed.

The companies that lease conduit from PFL are recognizable members of the telecommunications industry who intend to install high capacity fiber-optic links between service nodes for long distance and other telecommunications services. While it is possible that some of the conduit may be leased by large institutional organizations for a dedicated communications pathway, it is expected that the system will function as a trunk line between distant points. Taps into the system are expected to be rare. Each telecommunications provider, however, will determine how this trunk will be integrated into their service system based on their system design and their needs.

To date, PFL has obtained franchises, right-of-way use agreements, or temporary licenses from Tukwila (6 month temporary license), Kent (10 year limited street license), Auburn (5 year public-way agreement), Algona (5 year right-of-way permit), Pacific (5 year franchise), Fife (2 year revocable street license), Kalama (25 year franchise), Castle Rock (25 year franchise), Pierce County (5 year restricted franchise), Thurston County (2 year temporary franchise), and Lewis County (49 year franchise).

In June of 1996, Council passed Ordinance No. 85 granting ELI a franchise to install a telecommunications system within Shoreline. This franchise is similar to that requested by PFL in that ELI installed a single fiber-optic trunk line through Shoreline without providing service to any local entity. It is different, however, in both the scope and purpose of its installation. ELI lashed a single, 1" diameter, fiber-optic cable to the existing aerial utility system along 8th Avenue NE. Further, this cable was for their own use as a telecommunications business providing high-speed data communications between large business users. Due to the limitations of state law, that franchise contained no compensation for the City other then regular permit fees. It also had very little impact on the City's right-of-way.

Impact On The Right-Of-Way

PFL's proposed installation would consist of a 2-3 foot wide, 7-10 foot deep, trench with occasional manholes running the entire length of the route identified by Attachment A. The lower half of this trench will be filled with conduit and CDF (Controlled Density Fill), a low density concrete. An installation of this size is not easily moved and could potentially be a barrier for future storm water systems, traditional underground utilities (water, sewer, gas), or efforts to underground existing aerial utilities.

The project is expected to take 2 to 4 months to complete, impacting a major City arterial for most of the summer. The City has two CIP projects on 15th that will need to be coordinated with this installation which will also impact store fronts in the North City Business district.

Capital Improvements
The proposed route for this installation lies predominantly on the east side of 15th. There are currently no sidewalks on this side of 15th from NE 150th to NE 165th. The existing sidewalks from NE 165th to NE 180th do not conform to the City's design regulations and do not have Americans with Disabilities Act compliant curb ramps at the intersections. There is also the desire by the North City business district to make significant changes in the streetscape of this area (see earlier agenda item). Current City regulations require any entity that laterally cuts the road surface to repair the damage with a full width road overlay. Staff proposes to work with PFL to keep this installation to the side of the roadway and to bring the road edge into compliance with current design regulations.

In addition, since this installation will impair future undergrounding efforts, the City may want to require that PFL install additional conduit for non-telecommunications utilities, including Seattle City Light, to facilitate future undergrounding. This is consistent with the joint-trenching requirement in the City's undergrounding regulations.

Is PFL A Telecommunications Business?
State law defines a "Telecommunications Business" as:

> "...the providing access to a local telephone network, local telephone network switching service, toll service, or coin telephone services, or the providing of telephonic, video, data, or similar communication or transmission for hire, via a local telephone network, toll line or channel, cable, microwave, or similar communication or transmission system... RCW 82.04.065 (2)

It is the City Attorney's opinion that PFL's business, as described above, does not fit within this definition. PFL has registered with the Washington Utilities and Transportation Commission ("WUTC") as a Telecommunications Business. Staff's communications with WUTC staff revealed that this organization has a policy of encouraging registration by potential telecommunications providers and does not determine whether applicants fit the statutory definition. They simply register all applicants that provide the required information.

If the City does not accept, and memorialize in a franchise ordinance PFL's assertion that they are a Telecommunications Business, then the City retains the flexibility to develop a fee not based on gross revenue that may be charged to future applicants similar to PFL. Federal law, and good practice, requires that similar business be treated similarly by the City in providing access to the right-of-way. If another company applies for a franchise to perform a function similar to that proposed by PFL in the future and the route is not as favorable to the utilization of capital improvements as compensation to the City, then the City may be able to establish another fee, an annual fee based upon linear foot for example, to charge this future company. The recommended action

sets the precedent of requiring compensation from these kinds of companies for utilizing the right-of-way and leaves us the flexibility to do so in the future.

In researching this issue, staff consulted city attorneys from other jurisdictions and other individuals working in telecommunications for municipalities regarding this issue. There was broad agreement regarding the relevance of this issue. There were concerns, however, that significantly delaying PFL's construction process to address this issue through some form of court action may not be in the best interest of municipalities given recent moves by telecommunications companies to restrict municipal authority over the right-of-way.

Compromise
Staff's recommended compromise is to not recognize PFL as a telecommunications business in the franchise, but to exchange the right to charge a franchise or other fee for the utilization of the right-of-way for a specific list of capital improvements along the proposed installation route. This should provide PFL the benefit of classification as telecommunications business, i.e. no franchise fee, while providing the City with compensation for PFL's use of and impact on the right-of-way and leaving the City the flexibility to charge a fee to a future applicant with a similar use of the right-of-way.

Key terms to the franchise could include:
- Restriction of the scope of the franchise to the specific project proposed (The scope should be consistent with the designed compensation.)
- A requirement to disclose all organizations installing facilities within PFL's conduit in Shoreline (This is important for CIP and emergency related notifications, and to keep control of access to the City's right-of-way.)
- A specific list of capital improvements (including North City streetscape and conduit to facilitate future undergrounding), and completion timeline, to be provided by PFL in exchange for the franchise granted.

Staff proposes to conclude negotiations with PFL regarding a specific list of capital improvements to be performed along the installation route and a franchise ordinance in accordance with the analysis provided herein. Once completed, the franchise will be presented to Council for consideration and passage.

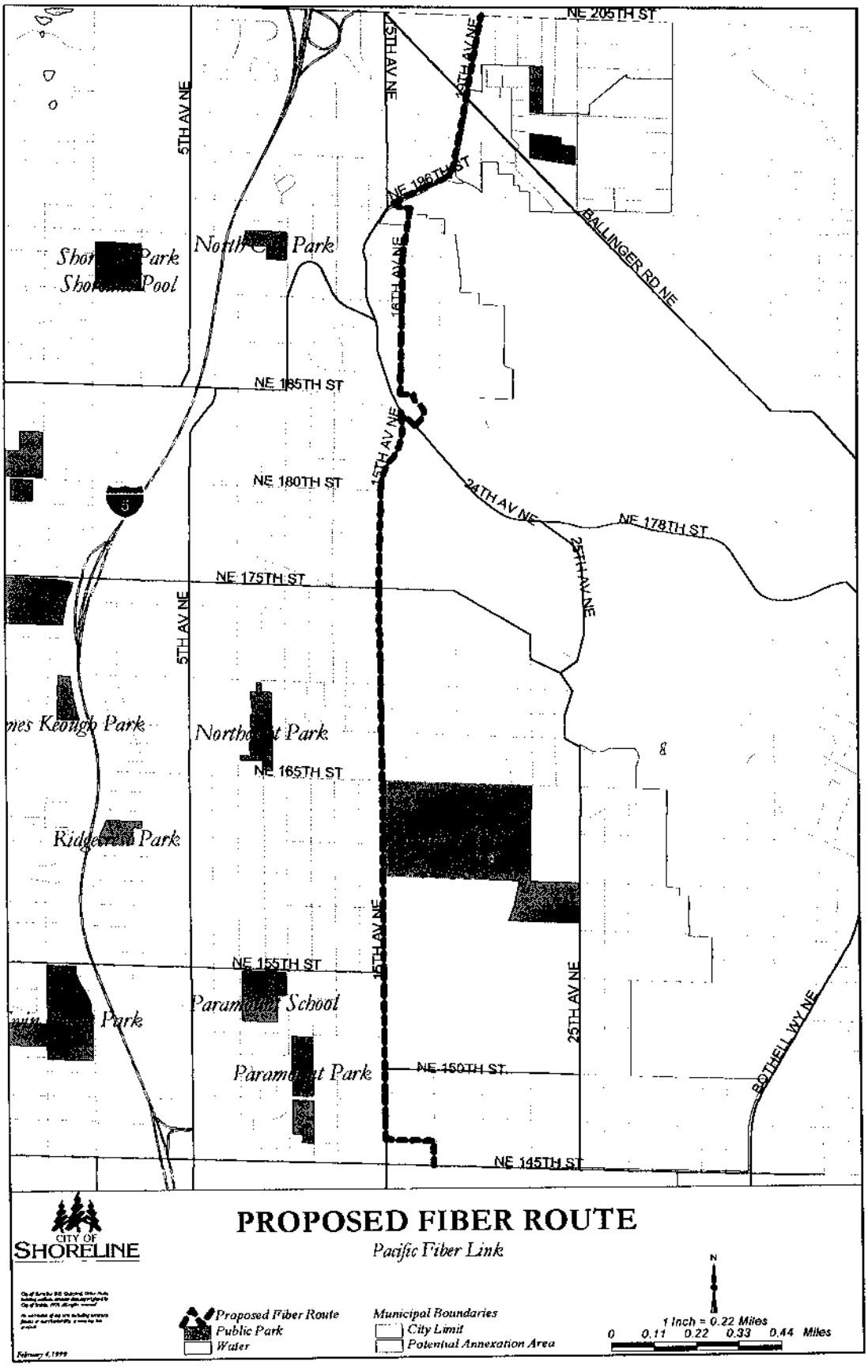
RECOMMENDATION
This item is presented for discussion purposes only. No specific action is required at this time.

ATTACHMENTS

Attachment A – PFL Installation Route Map and Manhole Detail

Attachment A

PFL Installation Route Map and Manhole Detail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5TH AV NE
15TH AV NE
19TH AV NE
NE 196TH ST
BALLINGER RD NE
16TH AV NE
NE 185TH ST
NE 180TH ST
15TH AV NE
24TH AV NE
NE 178TH ST
25TH AV NE
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5TH AV NE
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15TH AV NE
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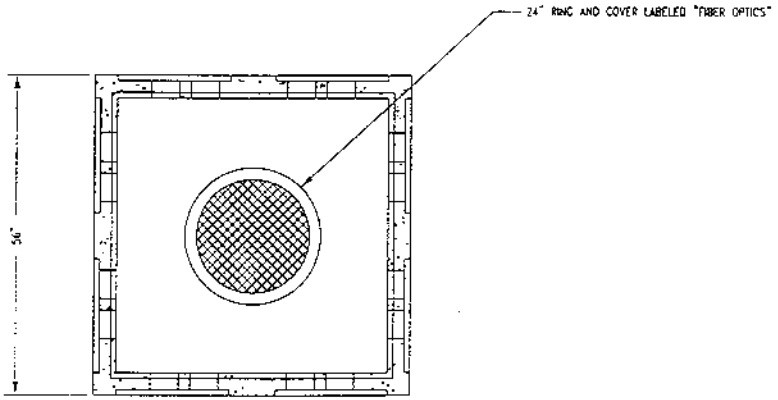
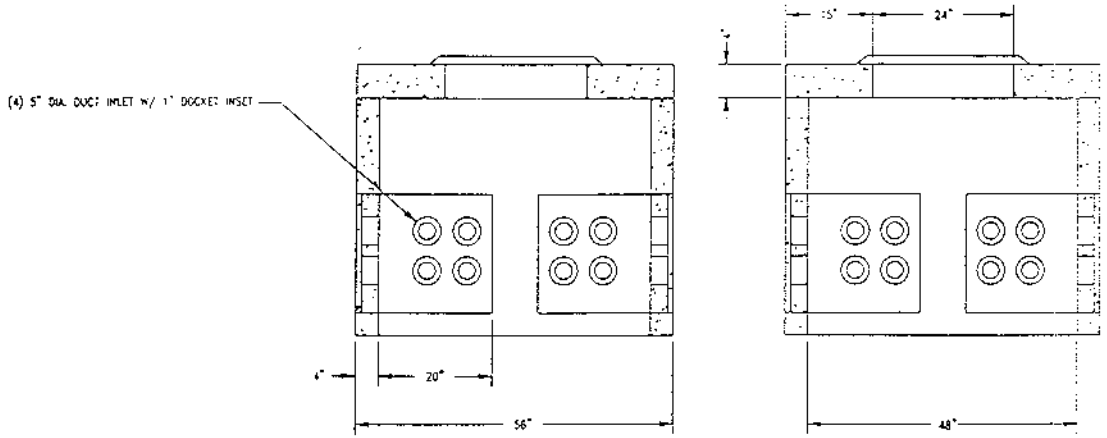
25TH AV NE
BOTHELL WY NE
NE 150TH ST
NE 145TH ST
CITY OF SHORELINE
PROPOSED FIBER ROUTE
Pacific Fiber Link
Proposed Fiber Route
Public Park
Water
Municipal Boundaries
City Limit
Potential Annexation Area
N
1 Inch = 0.22 Miles
0 0.11 0.22 0.33 0.44 Miles

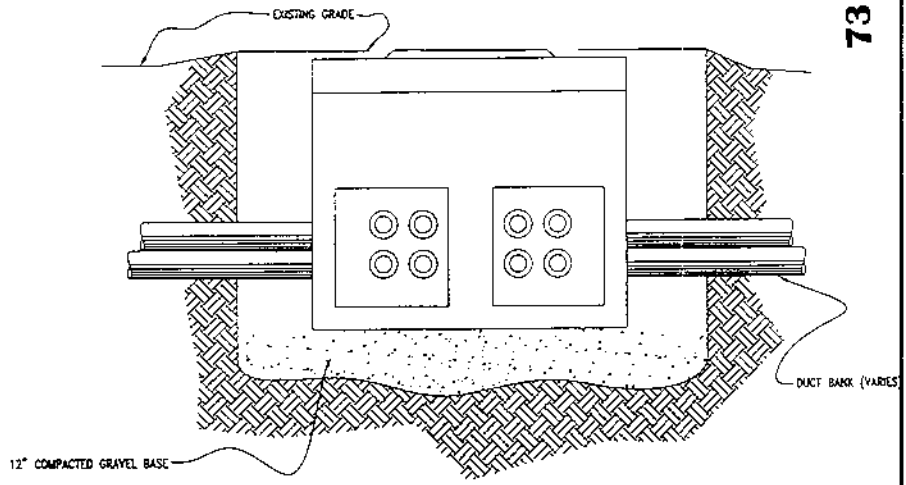
GRANITE CCP-554 MANHOLE DETAIL





NOTES:

1. CONCRETE – 28 DAY COMPRESSIVE STRENGTH F-C = 4000 PSI.
2. REBAR – #4 ASTM A-615 GRADE 60
3. MESH – ASTM A-165 GRADE 88
4. REINFORCING PLACEMENT – 4x4 / 4 GAUGE THROUGHTOUT BASE. #4 BAR 12" ON CENTER IN LIDS
5. HATCHES – PER DISTRICT REQUIREMENTS



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CROSS COUNTRY LAND SERVICES	NOTES: 1. PACIFIC FIBER LINK IS NOT RESPONSIBLE FOR ANY UTILITY LOCATIONS SHOWN OR NOT SHOWN.	REVISIONS REV / DATE / DESCRIPTION / INITIAL	LOCATION: KING COUNTY CITY OF SHORELINE SECTION: TOWNSHIP: RANGE:	PACIFIC FIBER LINK	PROJECT: THE RING FIBER OPTIC NETWORK PROJECT: # 94005 PHASE TYPICAL MANHOLE INSTALLATION	SCALE: NO SCALE MP 10 TO MP 13 DWG. NO. CONST-2