

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

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

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

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

ALTERNATIVES ANALYZED:

An alternative schedule that would utilize the project information generated from the upcoming Comprehensive Transportation Plan, Parks and Recreation Master Plan, and the Surface Water Management Master Plan was examined. While all of these plans would generate detailed long-range project information, this alternative was rejected since it would take an additional 18 to 24 months and would not meet the time schedule set forth in Council Goal #7.

FINANCIAL IMPACT:

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

RECOMMENDATION

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

Approved By: City Manager  City Attorney N/A

CITY COUNCIL GOAL NO. 7

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

Problem Statement

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

Project Goal

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

Phase I - Community Needs Assessment

The goal of this initial phase is to identify the full range of unmet community capital needs for the next 20 years. Staff would utilize existing transportation, capital, surface water management and park plans, combined with citizen input, to identify community needs. Many projects and needs have already been identified in the Comprehensive Plan, transportation reviews, and previous park plans.

Phase II - Project Review and Analysis

The goal of this phase is to refine project costs, identify alternative funding sources and mechanisms, and estimate ongoing maintenance and operations costs and capabilities. Staff will review the proposed projects against long-range financial forecasts and the Capital Improvement Plan to identify which projects can be funded through available City revenues and which will need additional voter approved funding.

Phase III - Public Input and Project Prioritization

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

Phase IV - City Council Review

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

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

Phase V - Election Strategy and Campaigns

At this phase the election strategy and campaign is turned over to citizen volunteers. Under Public Disclosure Commission rules, City involvement is limited to drafting the ballot title and providing strictly factual information to the electorate. The ballot title, however, is crucial in that most measures fail due to voter confusion. In general, at least six months lead-time is needed for a good citizen campaign. As with any election, a strong core of active volunteers is needed to raise funds and run the campaign.

Communication

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

Project Budget

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

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

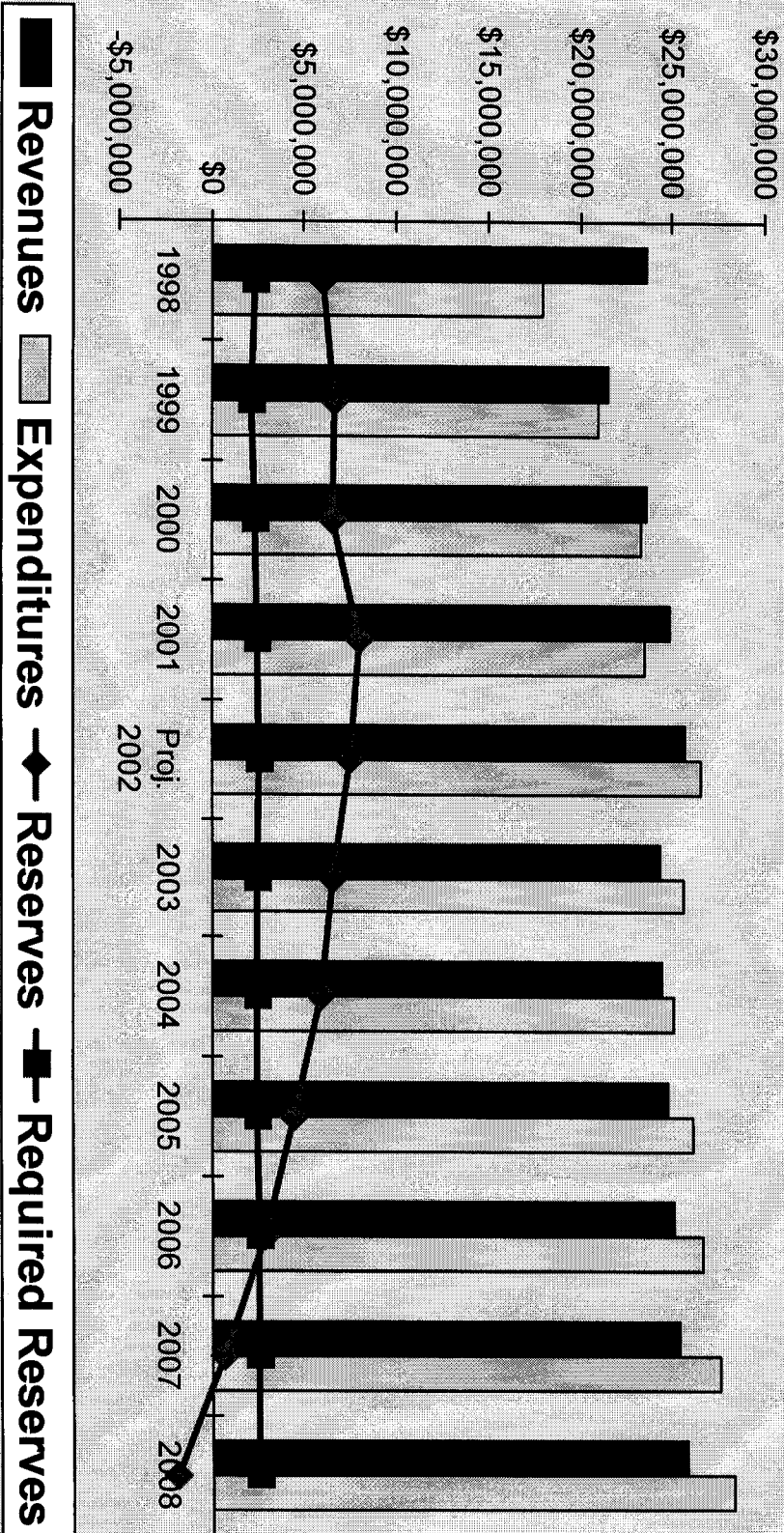
Advisory Committee

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

Roles and Responsibilities

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

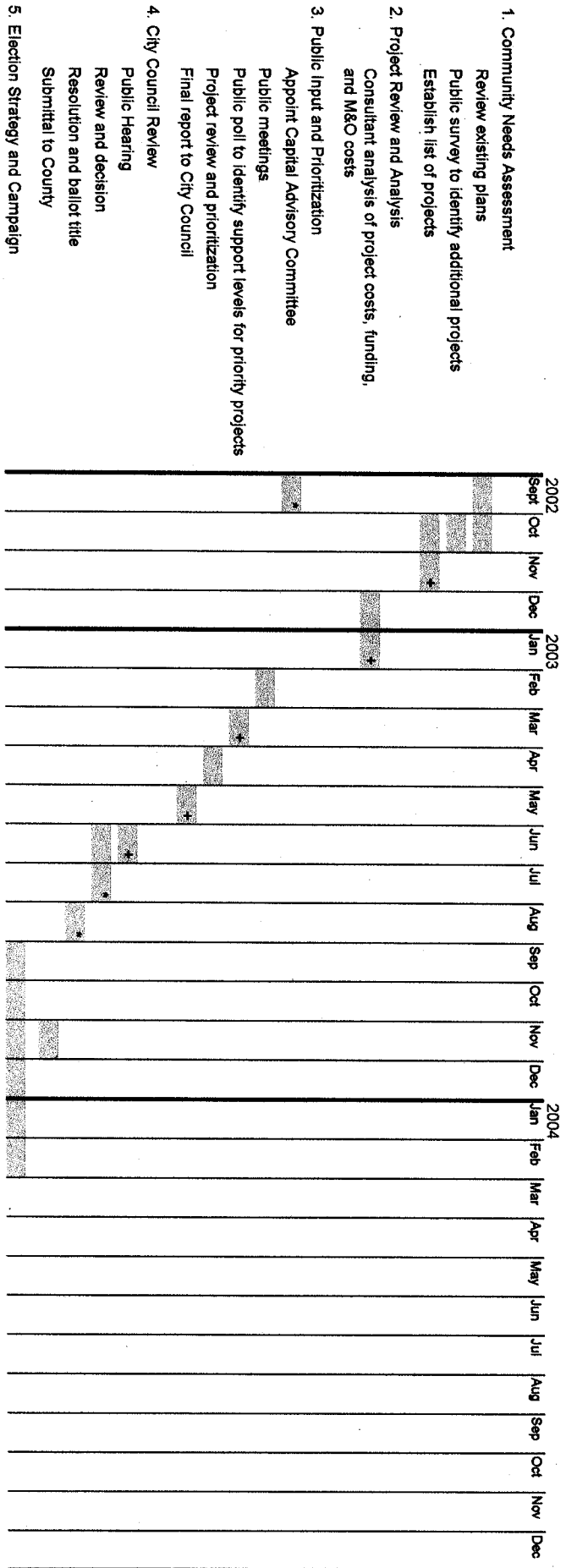
General Fund Financial Forecast 1998-2008



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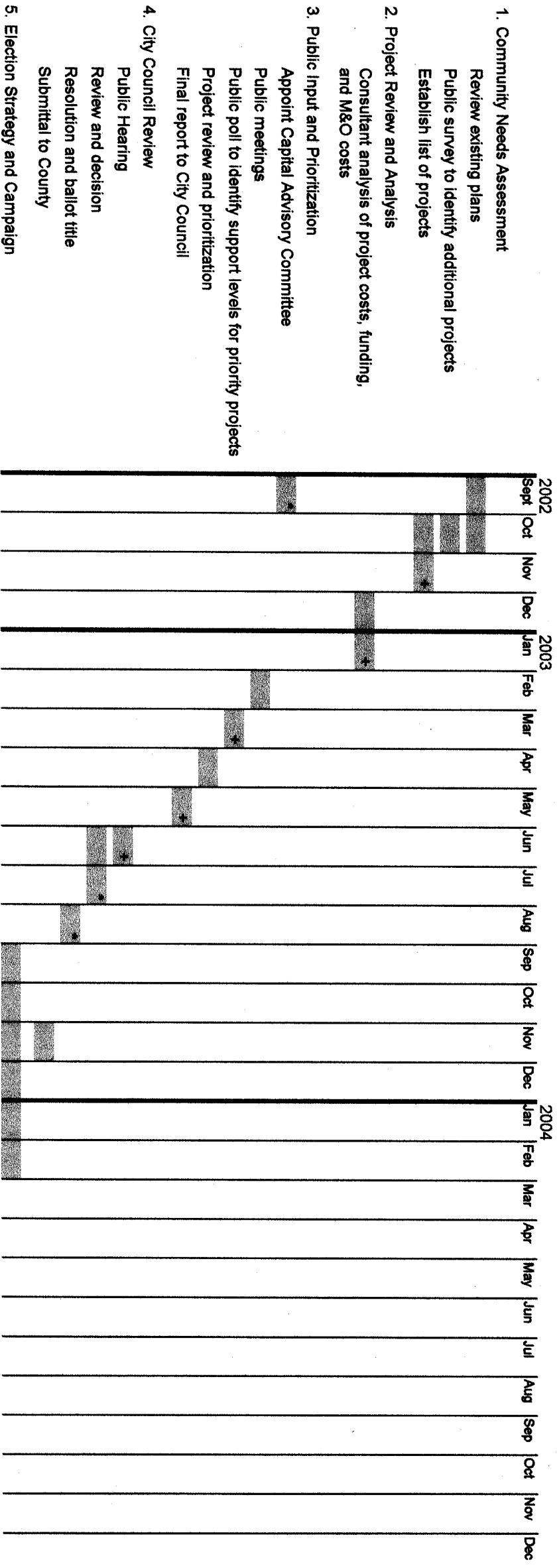
City Council Goal No. 7



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



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