

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE: Community Conversations Script and October Calendar
DEPARTMENT: Planning and Development Services
PRESENTED BY: Joseph W. Tovar, FAICP, Director

PROBLEM/ISSUE STATEMENT:

After reviewing a staff-proposed visioning process with the Council on July 21, 2008, Council gave staff the authorization to proceed with community outreach and preparation of a script from which a DVD would be produced for use in the October Community Conversations. In addition to providing Council with a progress report on the outreach effort and DVD script, the staff seeks Council guidance on questions about the agenda and format for Council's October 30 and December 1 meetings.

FINANCIAL IMPACT:

The staff is in the process of retaining a videographer to assist with the preparation of the DVD for use with "Shoreline Community Conversations." The maximum budget for this effort is \$5,000 which is within the department's resource allocation for the year.

RECOMMENDATION

Staff recommends that Council: (1) hear a report on the progress in community outreach and production of the Community Conversations DVD and offer suggestions for any additional groups to be contacted; (2) review the proposed roles of the Planning Commission, staff, and Council in this effort; (3) discuss the agenda and format for the Council's October 30th Town Hall meeting; (4) discuss the agenda and format for the Council's December 1st meeting where the results will be reviewed; (5) identify any factual errors in the draft script; and (6) nominate sites, events, landmarks or other items to include in the visual portion of the DVD for the Community Conversations.

Approved By: City Manager  City Attorney ____

BACKGROUND

The City Council has adopted a Goal for 2008-2009 which states:

Develop a shared community vision that integrates the Environmental Sustainability, Housing and Economic Development Strategies into the Comprehensive Plan and community development initiatives.

This matter was last discussed with Council on July 21, 2008. The Council's direction was for the staff to proceed in order to expedite an inclusive and transparent public visioning process this fall. Since that time, the staff has undertaken a number of efforts, described below.

(1) Community outreach and production of the Community Conversations DVD

The staff has drafted an article for the September issue of Currents (Attachment A). This article explains why the Vision in the Comprehensive Plan is important, and how the Community Conversations in October will be a critical opportunity for their input.

Accompanying the article will be a final draft of the Calendar of Conversations scheduled for October (Attachment B). So far, we have participation by ten neighborhood associations, both high schools, Shorecrest PTSA, the City's long-range financial planning citizens advisory group, the Parks Board, Library Board, and Arts Commission, Vision Aurora, Pro Shoreline, the Chamber of Commerce and Forward Shoreline. We have avoided Monday nights due to Council meetings, weekends and Friday nights, for obvious reasons. Of the remaining 14 evenings in October, 11 of them will be evenings where somewhere in Shoreline a Community Conversation will be taking place.

We will also be posting information on the City's TV channel and the website, with an updated list of places/dates/organizations where citizens will have an opportunity to participate. Once the DVD described below is prepared, we will post it on the website as streaming video.

The Leadership Team and an inter-departmental technical group have helped prepare the DVD script shown in Attachment C. These same city staff people will provide the moderators and recorders for the Community Conversations. Susan Will, our Communications Specialist, is in the process of retaining a professional videographer to shoot scenes in Shoreline in August and early September for inclusion in the DVD. The selected videographer will work with staff to incorporate available still photography and graphics into a final edited DVD. We will not have a narrator on camera, but instead have two off-camera narrators.

(2) Proposed roles of the Planning Commission, staff, and Council

As noted previously, the City's nine Planning Commissioners have been interested in outreach to the neighborhood associations on land use matters. We envision that at least one Planning Commissioner and one (probably two) city staff members will be in

attendance at each of the dozen evening conversations to serve as meeting moderators and recorders.

In addition, at the Planning Commission retreat this coming week, the staff will recommend that they identify three groups of two or three Commissioners each to work with staff on reviewing the three adopted strategies for Economic Development, Housing, and Environmental Sustainability. Remember that we'll need to distill the essence of these three strategies for inclusion in the updated Vision/Framework goals, so this is a step that will need to occur on a parallel track to the October conversations. We intend to bring these "strategy" inputs to the Council's December 1 meeting when it receives the inputs from the October Community Conversations.

We are also exploring whether the Planning Commission, in whole or in part, can assist the staff in sorting through all the October Conversations input and preparing a summary for Council's consideration on December 1. One constraint is that, because they have cancelled both their October meetings to facilitate the Conversations process, the Commission may not have a lot of time available in November to help with this.

The staff roles in all this are manifold: as noted, we have done the outreach and prepared the DVD script; we will manage the videographer consultant through production of the DVD itself; we will handle the logistics and staffing of the dozen (or more) conversations; and we will bring to Council in December both the raw input (every comment form from every conversation) as well as a staff summary and analysis of common themes or issues.

The Council role in all this is a policy-making, rather than administrative, one. The "bookends" of this process are the Council's adoption of the 2008-2009 Goals last spring directing that this Vision be prepared, and the adoption next March of new language in the Comprehensive Plan's Vision and Framework Goals section. Several Council touchstones along the way are the joint meeting with the Planning Commission on September 8, the Community Conversation Town Hall Meeting on October 30, and the December 1 regular meeting where the Council will receive and discuss both the input from the Community Conversations in October, and the Planning Commission/Staff summary of the three Strategies for integration in the Vision.

At that December 1 meeting, the Council will provide to the staff a sense of the concepts, values and priorities to draft into the Vision/Framework Goals language for public review early in 2009. It will then be the staff's task to compose appropriate amendatory text, perform SEPA analysis on it, give the State Department of Community, Trade, and Economic Development notice, and set public hearing dates in January. The Commission's role will be to conduct those hearings, then provide the Council with a recommendation. The Council's role will be to review and adopt or amend and adopt the Planning Commission recommended plan text.

(3) Agenda and format for the Council's October 30th Town Hall meeting

One topic that we would like the Council to deliberate on and provide direction to the staff is the agenda and format for the October 30 Town Hall meeting. This will be after all the other conversations have occurred, but probably be too soon for any

retrospective or analysis of what was said at those earlier sessions. Does the Council wish to offer the same community conversation format for whomever wishes to do so? Does the Council perhaps wish to invite the elected officials of other governments (e.g., school, fire, utility districts) to participate with Council members in a collective visioning exercise? Does the Council wish to have a simple "open mike" type forum for people to address the entire room for 3 or 5 minutes?

(4) Agenda and format for the Council's December 1st meeting

As mentioned above, this is the meeting where the Council will receive, review and discuss the inputs from the Community Conversations in October and the Planning Commission/staff distillation of the three adopted strategies. This is likely to be a long and challenging meeting, so I suggest we not put anything else on this evening's agenda.

I also suggest that the Council treat this as a study/work session with participants arranged either in a circle or a u-shape to facilitate face-to-face dialogue with one another and the staff. The layout and meeting conduct might resemble the Council's goal-setting process, with several flip charts and recorders/facilitators to record/synthesis the discussion. The product at the end of the evening will not be finished text capable of inserting directly into the plan; rather, it's more likely to be a set of bulleted ideas that the Council, to some level of agreement, directs the staff to include in the drafting process between December and January.

The public is, of course, welcome to be present, but the time for their input is not on December 1. They will have had input in October as part of the Community Conversations, and then again in January during the public hearings on the specific text.

(5) Review draft DVD script for accuracy and scope

Attachment C is the script we have developed for the DVD that would be shown at the beginning of each of the Community Conversations. It follows the format and sequence that Kirkland used in their award-winning program.

it starts with a general overview of the purpose of the Community Conversations, states that we are looking for each participant to describe their preferred future, and introduces the construct of a 20 year time frame by first looking back 20 years. This is a fun but effective way to acclimate the audience to the notion of change and gives a sense of the likely magnitude of change over 20 years. It also provides some frame of reference with local buildings and physical improvements that have occurred in Shoreline over the past twenty years.

Most of the following text follows the Kirkland model, but uses updated information for today's circumstances and Shoreline-specific examples. Some of the narrative about probable future change (i.e., electric cars and rooftop wind turbines) comes from writing of futurists commenting on national trends; other narrative reflects things that are already in adopted local or regional plans (e.g., the bus rapid transit lanes on Aurora, the light rail alignment in the adopted Sound Transit plan). Still others, such as the

potential number of dwelling units and population increase, are based on early discussions with the County and other cities about the 20 year growth targets under GMA.

Note that this is a script, not an essay. It is meant to be heard, not read, by the audience. That is why you see conversational tone, some humor, and CAPS for emphasis in some places. We try to avoid jargon, or presume the need for citizens to do homework before taking part in the conversations. The script stresses that we are looking for people to articulate their values and vision for Shoreline's future; not to make them into technical experts on land use, real estate, or transportation.

The still photos included in this draft are intended only to give a flavor for what might be on screen during the narration. The videographer will provide us with a lot of footage of existing Shoreline to supplement these stills and other stills and graphics we have on hand.

The script, including narration, video accompaniment, and the questions at the end, will take about 10 minutes. It is deliberately designed to be succinct and provide information to frame important issues and stimulate discussion. We have taken care not to pose questions that presume a specific desired outcome nor to sketch in too much detail about what present plans, policies and regulations say. The Council obviously is aware that we don't have a "blank slate" and that the three adopted strategies (housing, economic development, and sustainability) will be reflected in the final updated Vision/Framework Goals; but it is not necessary or really helpful to burden this type of values conversation with such details. It's the Council's job to reconcile all those inputs and circumstances at the December meeting and beyond.

If Council members identify errors in the script, or think we've missed something critical, please let us know. However, the staff is not asking the Council to take a liberal red pen to this draft – we are hopeful that any edits will be spare and minor.

(6) Suggest sites, events, landmarks or other items to include as video in DVD

One area where we do ask Council to brainstorm suggestions for the DVD is with respect to the images on screen during the script narration. Are there specific streets, neighborhoods, buildings, parks, activities or events that you think we should have our videographer shoot? We already have video from the North City Jazz Walk and will be shooting Celebrate Shoreline, but we'd be interested in hearing your other ideas of what we can shoot between now and early September.

RECOMMENDATION

Staff recommends that Council: (1) hear a report on the progress in community outreach and production of the Community Conversations DVD and offer suggestions for any additional groups to be contacted; (2) review the proposed roles of the Planning Commission, staff, and Council in this effort; (3) discuss the agenda and format for the Council's October 30th Town Hall meeting; (4) discuss the agenda and format for the Council's December 1st meeting where the results will be reviewed; (5) identify any

factual errors in the draft script; and (6) nominate sites, events, landmarks or other items to include in the visual portion of the DVD for the Community Conversations.

ATTACHMENTS

Attachment A – Article about Community Conversations for September Currents

Attachment B - Calendar of Community Conversations in October

Attachment C - Draft script and stills to be used for DVD at Conversations

City Council has adopted the following Goal for 2008-2009

“Develop a shared community vision that integrates the Environmental Sustainability, Housing and Economic Development Strategies into the Comprehensive Plan and community development initiatives.”

What changes in technology, society or the way we live, do you envision by 2028?

What Shoreline attributes or characteristics would you like to see preserved or improved? How can we meet the challenges of coming growth in a way that keeps this the #1 place to live in the Seattle region?

You're invited to a Shoreline Community Conversation in October

It's no accident that of over 100 Seattle-area cities and neighborhoods evaluated in the July issue of *Seattle* magazine, Shoreline was ranked the number one best neighborhood. Shoreline's excellent schools, parks and neighborhoods were built over many years by a community of caring and active residents.

Help keep Shoreline's top ranking and make your City an even better place in the coming years by participating in one of the many "Community Conversations" in October. A wide variety of community groups will meet to talk about a Vision for Shoreline's future. See the details for these "Community Conversations" on the next page and mark your calendar now for the one most convenient for you.

Since incorporation in 1995, Shoreline has enjoyed excellent public safety, strong community involvement and major public improvements such as the North City Project, the Interurban Trail and the first mile of Aurora. In 2006, voters overwhelmingly supported the City's first-ever bond issue for parks and open spaces, and, after saving funds for a decade, construction of a new City Hall began this year.

To maintain Shoreline's quality of life in the coming decades, the City Council is developing a Vision of the future. Since the Vision will be adopted into the Comprehensive Plan and will guide Shoreline's growth and development for years to come, it is vitally important that every resident participates in the beginning of this process: a Community Conversation about Shoreline's Future.

These conversations will not be televised or tape recorded, nor will individuals be required to speak to a large group. Opinions, concerns and ideas will be shared and collected in small, informal circles of participants. Information gathered throughout October will later be shared with the City Council and Planning Commission. From these conversations, the City will prepare language for further public review and City Council adoption early in 2009.

Bring a friend or neighbor and take part in the Conversation this October to help us create a shared Vision of Shoreline's future.

For more information, visit www.cityofshoreline.com or contact Associate Planner David Levitan at (206) 801-2554 or dlevitan@ci.shoreline.wa.us.

October 2008

October 2008							November 2008						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
			1	2	3	4							
5	6	7	8	9	10	11	2	3	4	5	6	7	8
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19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	29
							30						

Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
		October 1	2	3	4
		7:00pm Long range financial planning citizen's advisory group (Shoreline Center)			
6	7	8	9	10	11
	7:00pm Shorewood PTSA (Shorewood HS LIBRARY)	7:00pm Westminster/Highland Terrace Neighborhood Association (St. Dunstan's church)	7:00pm Meridian Park/ Echo Lake Neighborhood Association (Meridian Park Elementary Library)		
13	14	15	16	17	18
	Shorecrest HS/PTSA tentative (Shorecrest HS Library) 7:00pm Ballinger/Northcity Neighborhood Association. (Shoreline Library)	7:00pm Vision Aurora (Firestation #61)	7:00pm Chamber of Commerce (Fircrest)		
20	21	22	23	24	25
7:00pm Hillwood/Richmond Neighborhood Association (Crista campus; Shimer Auditorium)	7:00pm Inter-faith group (Firestation #61)	7:00pm Pro Shoreline (Firestation #61)	7:30am Shorewood High School (P.Villanueva's 1st block class) 7:00pm Parks board/Arts Commission/Trails Committee (Shoreline)		
27	28	29	30	31	
	7:00pm Forward Shoreline (Pending)	7:00pm Briarcrest/Ridgecrest Neighborhood Association & Fircrest Staff (Fircrest)	7:00pm Town Hall (Fircrest)		

DRAFT SCRIPT FOR SHORELINE COMMUNITY CONVERSATIONS

8.18.08

Narrator

ON SCREEN

What kind of a community is Shoreline, Washington? A recent magazine article recognized Shoreline's great schools, parks and neighborhoods in ranking Shoreline as the Number One best place to live in the Greater Seattle region.

But what kind of community do you think Shoreline will be in 20 years? More importantly, what do you WANT Shoreline to be in 20 years? What is your vision of Shoreline's future?

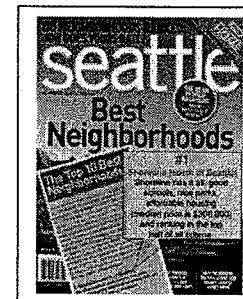
In the next hour or more, as part of the Shoreline Community Conversations, you are going to have the chance to describe the future you want for Shoreline.

What we DO know about the future of Shoreline is that things are going to change. How much will things change? How different can we imagine Shoreline to be in 2028? Well, let's begin by getting a sense of how much can change in 20 years by looking back briefly at the year 1988.

In 1988 the most popular TV shows were "Thirtysomething," "the Wonder Years" and "Family Ties".

The Oscar for best movie went to "Empire of the Sun" whose protagonist was played by child actor Christian Bale.

Twenty years later, Bale starred in 2008's biggest blockbuster as a certain caped crusader.



Attachment C

In 1988, FAX machines were the newest form of inter-office telecommunication. The Internet was a small but growing government project, but there was no World Wide Web. Can you imagine – no email!

1988 was the first year that CD's outsold vinyl records, and Betamax surrendered to VHS in the VCR format wars. The DVD had not yet been conceived.

Think \$300 for an I-Phone is expensive? In 1988, pagers were very common because wireless telephones cost over \$4,000, were larger than regular phones, and were just phones – not music libraries and portals to the internet.

20 years ago, only 15% of American households had a personal computer. Today, over 70% do. The percentages for high school students in Shoreline are even higher than that.

What has changed in the last 20 years in Shoreline?

Remember the old Aurora Village Mall on Aurora at the county line? It even had a Frederick and Nelson! All those buildings are gone now, replaced by Costco, Kinko's and Home Depot. How about the A & W drive-in down around North 165th? It's gone, replaced by the Watermark building.

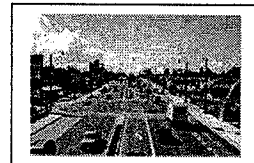
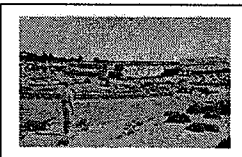
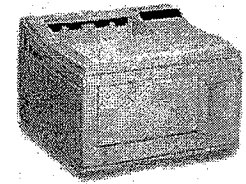
In 1988, the community's first high school, Shoreline High, had just closed and become the Shoreline Center.

Of course, I-5 was already here in 1988 but it only carried about 80% of today's traffic volume. So, where you once shared a lane with eight cars on the freeway, now there are ten.

Aurora Avenue North was also here, but looked very different than today.

There were only 47,000 people living in Shoreline in 1988, while today we have just over 53,000.

Our local school, fire, and utility districts were in operation back in 1988, but we had to drive to the County Courthouse in downtown Seattle for other local services, such as applying for a building permit or giving testimony on zoning changes. No Shoreline citizens served on a local city council, parks board, or planning commission in 1988. All that changed in 1995 when the City of Shoreline incorporated.



As you have your conversation about the future of Shoreline, assume that things will change at least as much in the next 20 years as they did in the last 20. For example, you can assume that while about 70% of the houses and buildings that are here now will still be around in 2028, some will have very different uses. About 30% of the buildings will be new or replaced.

Some argue that in the next 20 years we will see even more change than the past 20. They may be right. Let's talk for a bit about what will be changing in the next 20 years, and about what you want Shoreline to become. It is helpful to frame our thinking about the future around three related but very different questions. What is probable? What is possible? What is preferred?

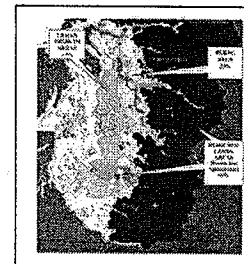
The Puget Sound region is forecasted to grow from about 3.5 million people today to over 4.5 million by 2028. It is probable that in 20 years Shoreline will have many more residents, perhaps as many as 10,000 more than now.

We will still be driving cars in 2028, but these cars will probably be running on something other than gasoline. Hybrid automobiles will probably dominate the market and some vehicles may be powered by hydrogen fuel cells, biofuels, or something else. While we may have fewer cars per household and drive fewer miles, it is not likely that we'll be giving up our cars entirely. It is very probable that Shoreline citizens will have better transportation options available than we do today. Low pollution cars. Bus rapid transit service along Aurora, a continuous bike trail from Seattle to Everett, and light rail along Interstate 5. Expanded walking and biking systems. People may even zip around on electric bikes.

By 2028, Shoreline will have more families than today. But what you'll really notice is more single people, both young and old. Over the last 20 years, the percentage of single people has grown at almost double the rate of the growth in overall population. We'll be much older as a people by 2028. Today about 15% of Shoreline's population is over the age of 65, but by 2028, that will increase to 20 or even 25%. Many will be in their 70's and 80's as better health and biotech developments enable us to live longer. What will it be like to walk down the Interurban Trail or 15th Avenue in North City and notice that 1 out of every 4 people you see is over 65?

What will our homes be like in 2028? Well, there will be more of them. We expect to add about 5,000 more dwellings in the next 20 years, compared to 3500 over the last 20 years. Single-family neighborhoods will probably look much like today, since most current houses will still be here in 2028. One visible difference in our neighborhoods could be small rooftop wind turbines and solar panels as people get "off the power grid." Some residences will have fuel cell systems to store and provide electricity; others may have plug-ins to recharge electric vehicles.

The character of neighborhoods will also be greener and more walkable, as parks and open spaces are acquired, street trees mature, and meandering walkways and drainage swales start to supplant traditional sidewalk, curbs, and gutters. We'll see greater numbers of front yard fruit trees and backyard greenhouses and gardens as some families seek to "eat locally."



VIDEO

VIDEO

VIDEO

As our population ages and household sizes decrease, we can expect to see an increase in the number, form and density of housing choices, ranging from “accessory dwelling units” and cottage communities to co-housing, townhouses, garden apartments and mixed-use, mid-rise buildings. These will constitute the majority of all new housing built in the future.

All households, whether in single family neighborhoods or multiple-unit and mixed use areas, are likely to have wireless access to the internet and inter-active visual, perhaps even holographic, communication systems. These technological advances will enable more people to do more of their routine office work from home, at least part of the time.

These are just a few of the things we can either expect or are at least possible. In your conversations, you will think of many more things that are probable or possible. So let your imaginations go a bit, but not too far. Be creative but also realistic. Don’t say, for example, that we are all going to be living in colonies on the Moon. There may be a moon base by 2028, but most of us will be right here in Shoreline, trying to figure out how to continue to have a great community.

There is one final, but most important thought. Your key job in these conversations is not to make guesses about what Shoreline *might* look like.

Your real job is to say what you WANT Shoreline to look like, how you want it to work. We are here, in this conversation, to imagine preferred future options together. So we encourage you to spend at least half your time discussing together what Shoreline should look like and be like in 2028. What are the most important characteristics to you of a great community?

One good way to do this is to imagine that in 2028 Shoreline can be exactly the community you want it to be, with the housing, the jobs, the transportation, the roads and trails, the government, the stores and shopping areas, the parks, the schools, the neighborhoods, the Puget Sound waterfront, and so on, just as you wish it to be.

What do these things look like and feel like to you? How have they changed to become what you want them to be? Let’s be bold, but realistic. No commuting by jet packs or transporter beams like in Star Trek.

The person who is leading your conversation will help you all talk about these issues and take notes on your ideas. You will also be given a form on which you can write, in your own words, answers to key questions. Good luck and have fun. Remember, the future is not something that just happens to us. The future is something that, together, we shape and create. Let’s create a Shared Vision of Shoreline’s preferred future.

VIDEO



Here are three Key Questions we'd like you to answer. At the end of this conversation, we'll give you some time to write, in your own words, your answers to these three Key Questions.

1. How do you think our lives will change over the next 20 years?

For example, what are some new inventions, social changes or changes in the way we live, work, shop and move around the community, that you see coming?

2. What do you like best about Shoreline that you would like to see continued?

3. What do you like least that you would not like to see continued in the future?

To kick off your conversations, we'll start by going clockwise around each circle of participants, and have people express thoughts on any of the following:

- What will our housing and neighborhoods look like? Who will live in the housing here in 2028?
- What do we want our business districts to be like and where should they be located?
- What kinds of workplaces will we have, what kinds of shops and services?
- How will we get around (by car, transit, bike, foot or others?) What kind of transportation improvements will we need?
- What changes in services and facilities do we want, such as parks, police and fire protection, recreation and cultural programs, and how do we pay for them?
- How do we want our educational systems, schools and facilities to change?
- What degree and methods of protection or enhancement is appropriate for streams, wetlands, air, and trees?
- How will all these be affected by our need to accommodate our population growth?

These questions
are posted on
screen

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