

City of Shoreline, Washington

Community Priorities/Long-
Range Financial Planning
Advisory Committee
March 11, 2008



Section 1

Background on the
Shoreline Community

City of Shoreline

- Incorporated in late 1995
- Borders Seattle on the south and Snohomish County on the north; 11.7 square miles
- 15th largest City in Washington; 6th largest in King County
- 2007 Population of 53,190
- 21,656 Households and 16,608 Jobs
- Economy: Services, retail, government/education, construction and finance
- Seattle Magazine 2005 Best Places to Live



Our Vision and Values

Vision

A community of families, safe neighborhoods, diverse cultures, active partnerships, quality businesses, natural resources and responsive government

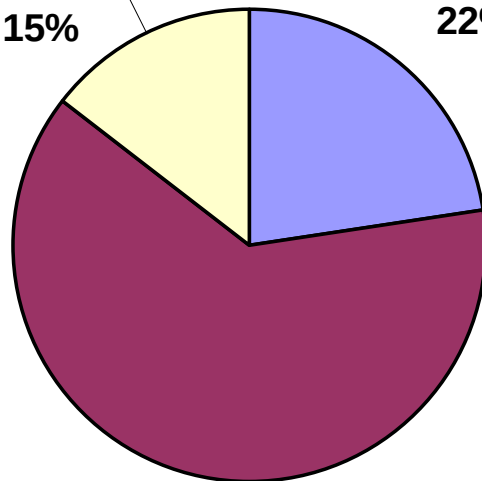
Values

- **Strong neighborhoods, citizen partnerships and active volunteers**
- **Social, cultural and economic diversity**
- **Human service connections and networks**
- **Open, efficient, participatory government**
- **Community and regional leadership and collaboration**
- **Sustainability and stewardship of the environment and natural resources**
- **Quality educational, recreational and cultural opportunities for all ages**

A Diverse Community

2000 Census Age Structure

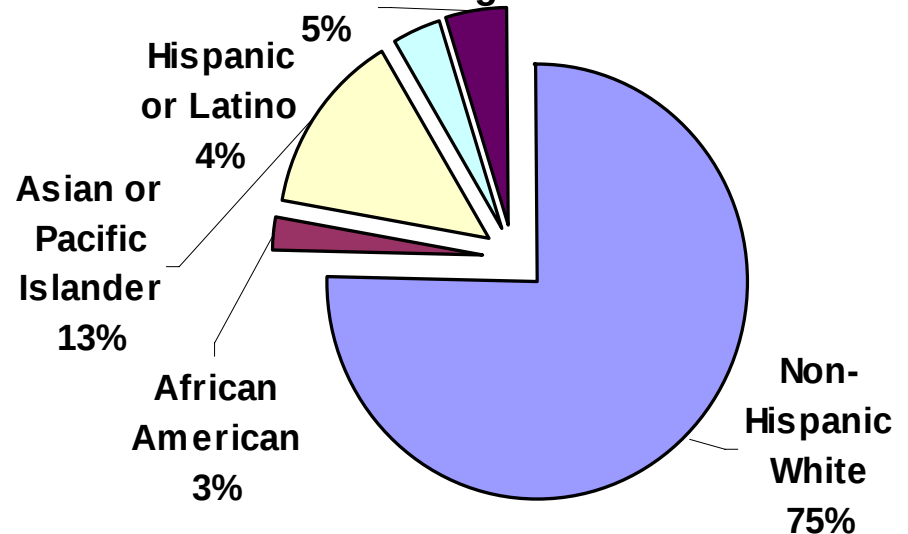
65 and over 15%
17 and Under 22%



**18-64
63%**

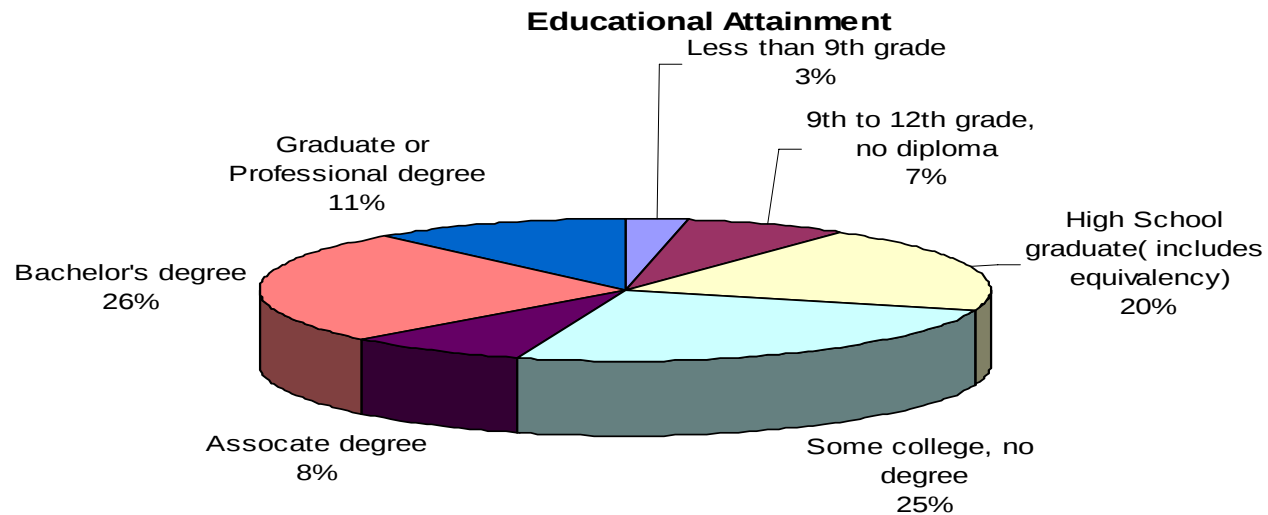
Median Age – 39.3

2000 Census Race and Ethnic
Other Categories



King County Asian Population is 11.3%

A Well Educated Community

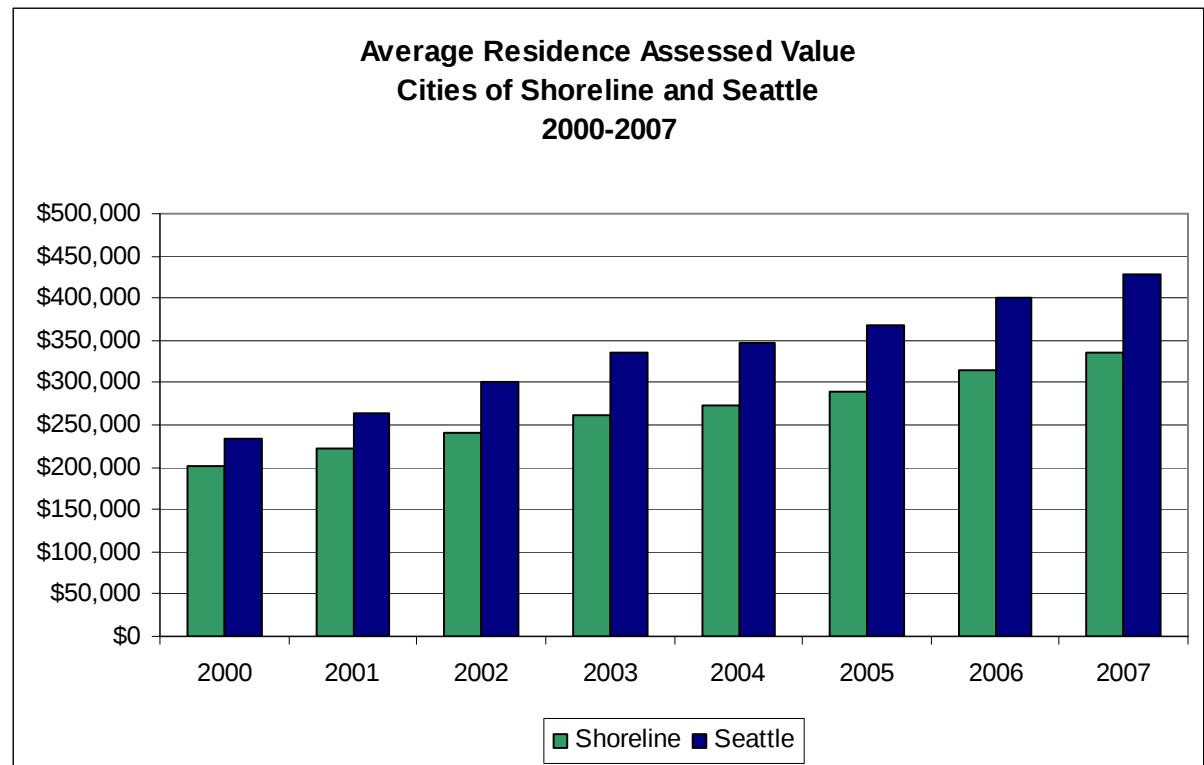


90.2% are High School Graduates and 37.3% have at least a Bachelor's Degree

Affordable Housing

21,656 Households

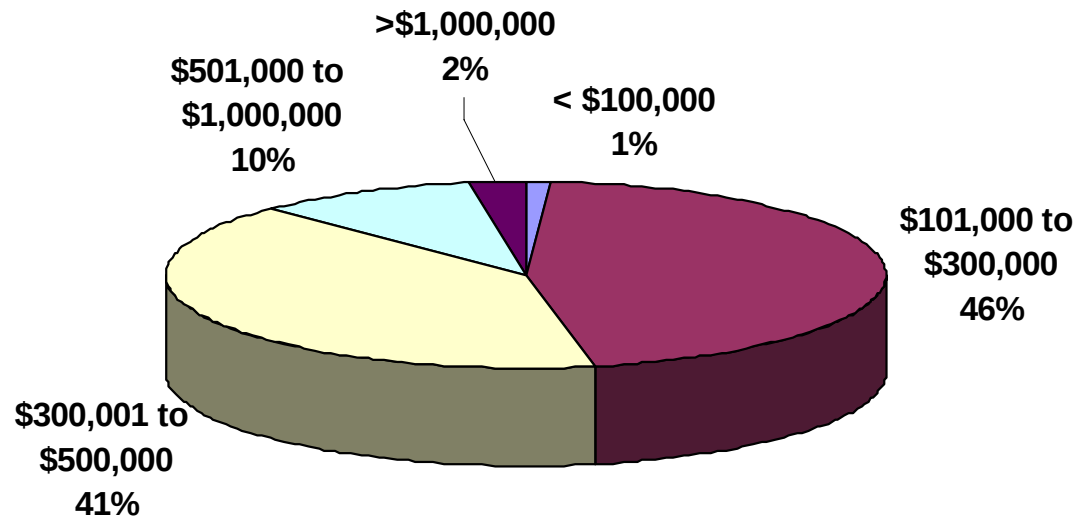
- 74% of housing units are single family
- 68% own homes vs. 59.8% in the County
- Average residence AV in 2007 is \$336,100
- Average AV increased by 67.8% from 2000 to 2007



Diversity of Housing

2006 Assessed Valuation of Single Family Homes

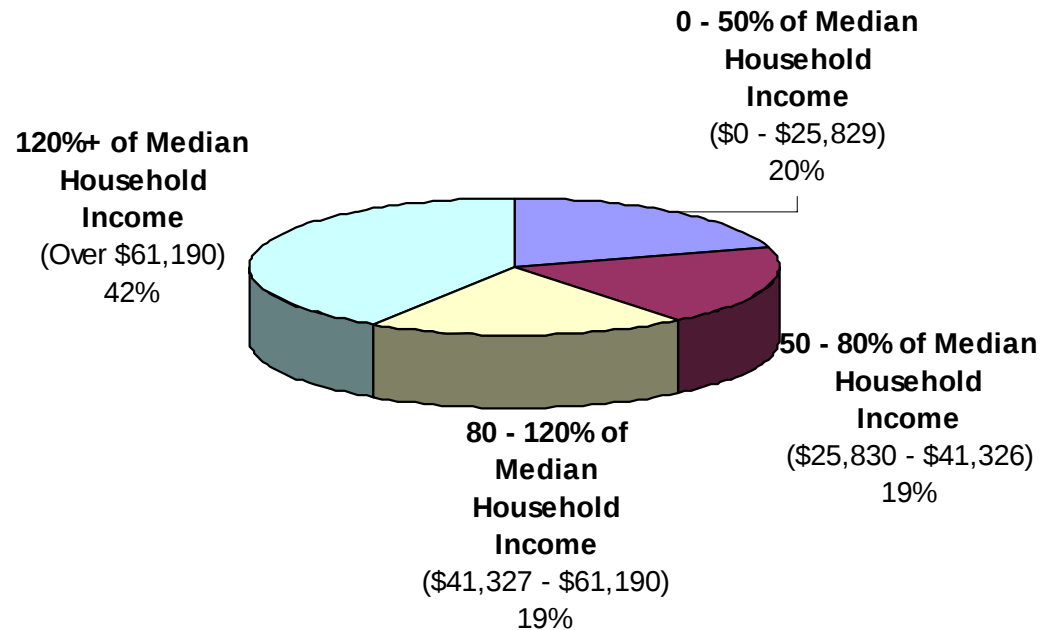
Assessed Value	Number
< \$100,000	172
\$101,000 to \$300,000	7,037
\$300,001 to \$500,001	6,241
\$500,001 to \$1,000,000	1,548
> \$1,000,000	383



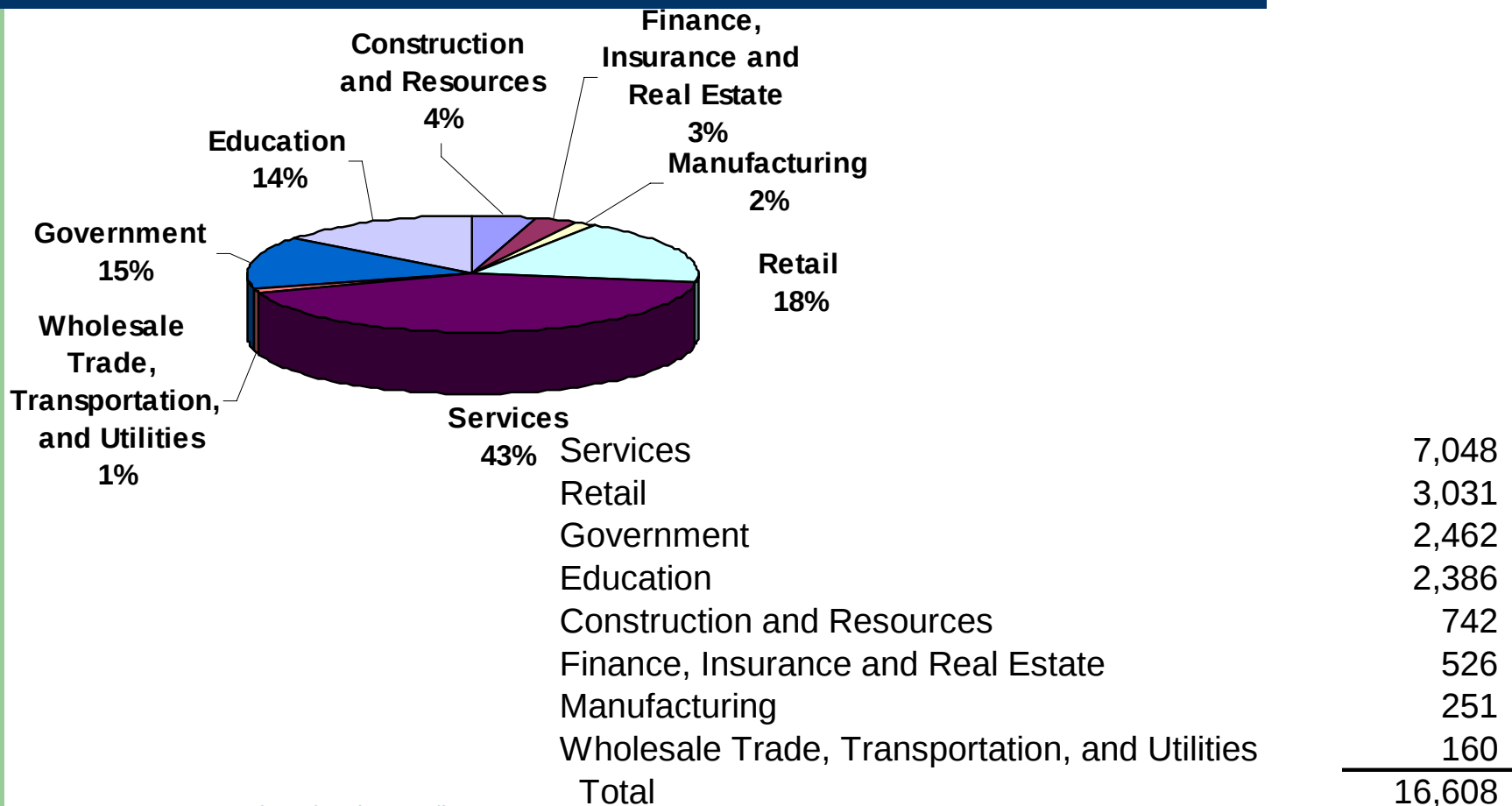
2000 Median Household Income

- Median Household Income: \$51,658
- 61% of Households have income of 80% or More of Median Income
- Percent of Population Living Below Poverty
Shoreline: 6.9%
King County: 8.4%

2000 Households by Income Category



2005 Diversity of Employment



Citizen Survey

- Every 2 Years City conducts a resident survey
 - Survey scheduled for 2008
- 2006 Results
 - 92% said the City of Shoreline was an excellent or good place to live
 - 59% said that the City is moving in the right direction
 - (26% Didn't Know, 15% Said Not Moving in the Right Direction)
 - 83% rated the overall quality of life in Shoreline as excellent or good
 - 92% feel safe in their neighborhood during the day
 - 82% have an overall feeling of safety in Shoreline
 - 75% were very satisfied/satisfied with the overall quality of City services

SHORELINE

BEST PLACE TO LIVE

Seattle Magazine July 2005

Seattle magazine ranks Shoreline the region's number one neighborhood to live

Shoreline is number one according to *Seattle* magazine.

In its July issue, *Seattle* magazine ranked 84 Seattle area "neighborhoods" and Shoreline topped the list of the best places to live.

Areas were ranked on quality of life features such as parks, commute time to major work areas and housing affordability. Here is an excerpt from what they had to say about Shoreline:

"This enclave of ranches, split-levels and mid-century homes has for years been

underappreciated for its affordable prices (median price is \$272,000), great freeway access and good schools. No longer. Buyers have rediscovered the neighborhood, with its not-so-bad drive times to downtown Seattle or Redmond; as a result, homes are sitting on the market only 28 days. Shoreline tops the *Seattle* magazine list of best neighborhoods."

"The city has plenty of parks, including, naturally, those on the water (it comes by its name honestly) overlooking Puget Sound and the Olympics. There's plenty

of retail in these parts, and plenty of restaurants of every stripe."

"Shoreline has long been known for its abundant parks, respected school district, and strong neighborhoods. We have a great quality of life here and it is getting better every year," says Shoreline Mayor Ron Hansen.

"It is an honor for Shoreline to be recognized as the best place to live even if it was not too much of a surprise to those of us who live here. After all, those qualities are what brought many of us here in the first place."

Summary

- Shoreline is:
 - Strategically located between Seattle and Snohomish County
 - Well Educated
 - Largely single family homes with diverse residential neighborhoods
 - A community with a majority of households being in the moderate to high income categories
 - Diverse in age and ethnicity
 - A major center for government and education
 - Has a City government that has a strategic plan and is taking steps to make our vision a reality
 - A Desirable Place to Live

Section 2

City Government &
Strategic Direction
Robert Olander

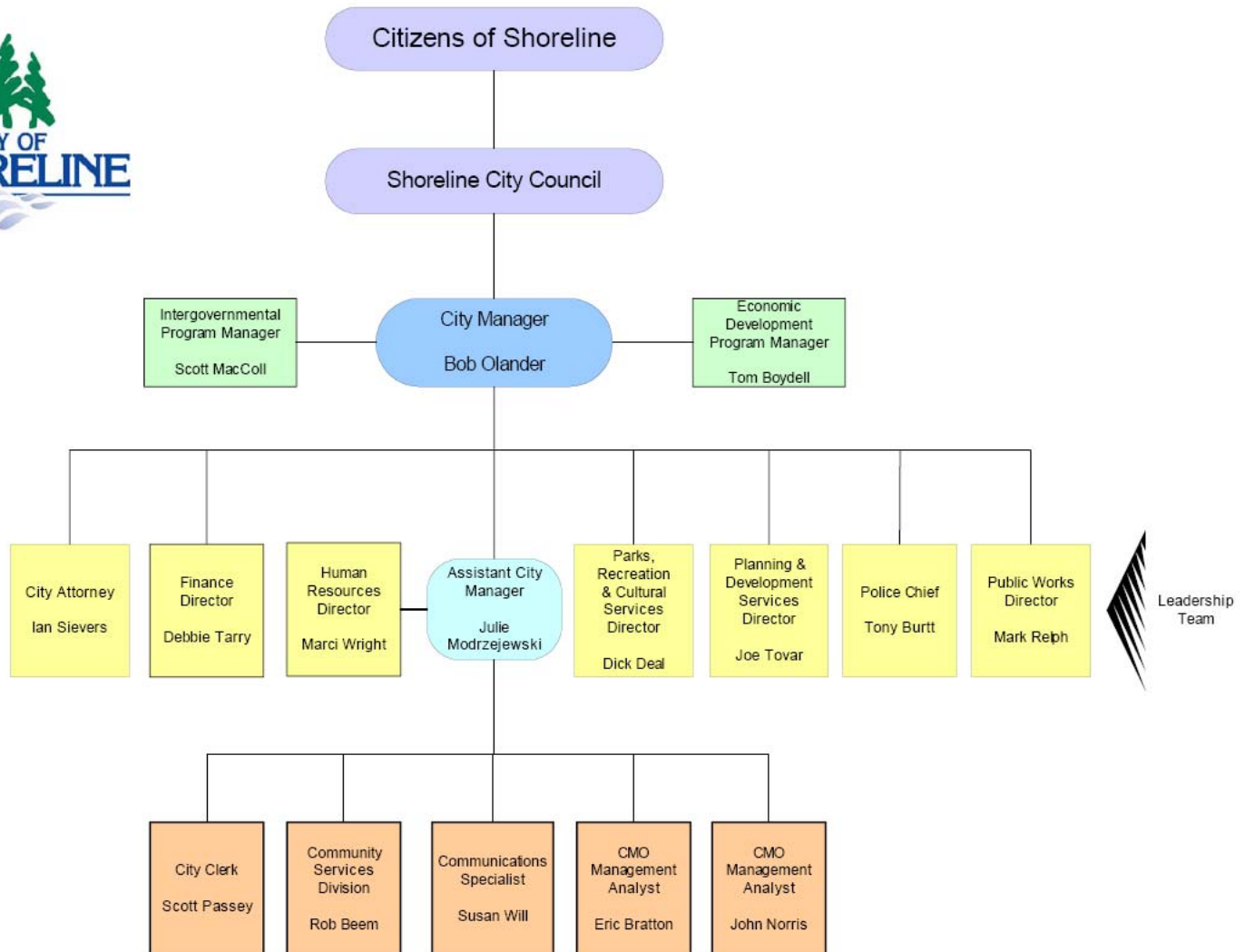
Services We Provide

- Parks & Recreation
- Street & Road Maintenance
- Transportation Services
- Economic Development
- Communications and Neighborhood Support
- Police Protection – Contract with King County
- Criminal Justice – Jail and Prosecuting Attorney Contract Services
- Surface Water Management
- Planning, Permitting & Community Development
- Code Enforcement
- Administrative & Financial Services

Our Partners and Special Districts

- Fire District No. 4 of King County
 - Shoreline Fire Department
- Utility Providers
 - Seattle Public Utilities (Water)
 - Shoreline Water District (Water)
 - Ronald Wastewater District (Sewer)
 - Seattle City Light (Electricity)
- King County Library District
 - Shoreline Library
 - Richmond Beach Library
- Shoreline School District
 - Facility Joint Use Agreement
 - Spartan Recreation Center
- Shoreline Community College
 - Facility Joint Use Agreement
- King County (Police, Court, Jail & Surface Water Billing)
 - Yakima County, Renton, Issaquah – Partners with Jail

Organizational Structure



Executive Management

- City Council
 - 7 Member Council
- City Manager
 - 7 years at City of Shoreline
- Department Directors
 - 4 Directors with the City more than 5 years
 - All with more than 20 years of experience

Shoreline Strategic Directions

- Safe and attractive neighborhoods and business districts
- Quality services, facilities, and infrastructure
- Safe, healthy and sustainable environment
- Government excellence
- Economic vitality and financial stability
- Human services
- Effective citizen communication and engagement

Council Goals & Strategies

Support the Strategic Objectives

- Council adopts annual work plan
- Quarterly updates from Staff to Council on status
- Implemented performance measurement program in 2002 to assess progress towards achieving goals and effectiveness of strategies

CITY COUNCIL GOALS

2007-2008

Goal No. 1

Complete the projects approved in the 2006 Parks Bond

Goal No. 2

Implement the Economic Development Strategic Plan

Goal No. 3

Implement an affordable civic center/city hall project

Goal No. 4

Complete the Aurora improvements from 165th to 205th Streets including, but not limited to, sidewalks, drainage and transit

Goal No. 5

Develop a comprehensive housing strategy



Goal No. 6

Create an "environmentally sustainable community"

Goal No. 7

Provide safe and affordable transportation options to support land use plans including walking, bicycling, transit and vehicular options

Goal No. 8

Develop a Fircrest master plan in partnership with the state

Goal No. 9

Increase emergency preparedness training and education

Goal No. 10

Increase opportunities for all residents, including our youth, to get more involved in neighborhood safety and improvement programs