

**Community Priorities/Long-Range Financial Planning  
Citizens Advisory Committee  
Notes of Meeting**

**May 29, 2008  
Spartan Room – Shoreline Center  
6:30 – 8:30 p.m.**

**Members in attendance:**

Gary Batch, Bill Bear, Gloria Bryce, Keirdwyn Cataldo, Kathie Crozier, Paul Herrick, Carolyn Hope, Dick Pahre, Rebecca Partman, Mary Lynn Potter, Shari Tracey, Hiller West

**Staff in attendance:**

Robert Olander, Julie Underwood, Debbie Tarry

**Others in attendance:**

Diana Stephens, Eric Wilson

**Big Picture Re-cap**

Debbie and Eric provided a recap of the materials that had been covered since the committee began meeting.

**Options Break-out Groups**

The committee broke into two groups and were asked to answer the following questions regarding efficiencies:

*Brainstorm the following:*

1. *What are potential areas to explore increased efficiencies or to save operating dollars?*
  - a. *Prioritize as a group the top two or three ideas.*
  - b. *What additional information do you need or questions do you have regarding these areas?*

**Group 1 Results:**

Group 1 developed the following ideas. Those listed first in bold are the prioritized options that they recommend the City pursue:

- **Explore opportunities to reduce and/or limit future cost growth in the area of jails and police. Items could include:**
  - Alternatives to incarceration
  - Block watch programs
  - Crime prevention programs and efforts
    - Improved lighting in areas where there is crime
    - Additional officers

- **Review taxes paid to other jurisdictions and the cost/benefit received by Shoreline residents**
  - Examples included Sound Transit, King County, etc.
  - How do we know that we are getting a good return on our money
- **Continue to review other services for cost savings**
  - Explore the correct mix of in-house and contracted services
- **Maximize the use of technology with City communications**
  - Owner's Manual – Can it go on the web vs. mailing to everyone?
  - Currents (or other publications) – Have an optional sign-up for people to receive electronically?
  - Use of Shoreline Journal for Currents distribution or other local stores, etc.

Other Suggestions:

- Engage Civic Groups to help maintain parks and trails
  - Other groups also – such as neighborhoods, etc.
- Reduce travel budget
- Evaluate benefits received versus cost of memberships to various organizations
- Monitor capital project impact on operating budget
- Follow the “Broken Window Theory” – Take care of the small stuff
  - i.e. – graffiti, maintenance, etc.
- Review types of overlays
  - Longer lasting surfaces, other types of surfaces to minimize environmental impacts
- Review insurance alternatives (liability/health/property, etc.)
  - Currently the City is a member of the Washington Cities Insurance Authority (WCIA) for liability and property insurances
  - Currently the City obtains health benefit insurance through the Association of Washington Cities insurance pool
- Improve transit services
  - Better meet needs of community
  - Get people out of cars and on to public transportation
  - Reduce traffic congestion
  - Express Bus from Shoreline to downtown Seattle
- Review services to be provided by YMCA to eliminate duplication
- Get people to shop locally
  - Tax dollars stay in Shoreline
- Economic Development
  - Marketing the City – a place to live, shop, work

**Group 2 Results:**

Group 2 developed the following ideas. Those listed first in bold are the prioritized options that they recommend the City pursue:

- **Provide incentives for employees to develop cost saving/efficiency ideas**
- **Complete process reviews in service areas (e.g., permits)**
  - Does Planning Department projections meet with future projections?
- **Review the level of phone calls to the Customer Response Team – i.e., number of weekend calls vs. the standby pay, look for ways to use technology to reduce the cost**
- **If program reductions are necessary – review newest programs first**

Other Suggestions:

- Review recreation programming for any duplication with the YMCA programming
- Find ways to partner and/or share with the School District, Community College, and Fire Department
- Judicious use of consultants
- Use citizen volunteers – i.e. neighborhood clean-ups
- Invest dollars in human services in order to prevent crime
- On Citizen Survey ask “Have you used these services?”
- Review economic development for return on investment – measure the outcomes
- Include message on City’s telephone system regarding Seattle City Light outages and/or emergencies
- Individual responsibility encouraged by the City – Community supports community
- Use a comprehensive problem solving model – cross-department
- Review redundancy between departments
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