

EDMONDS CITY COUNCIL APPROVED MINUTES

July 31, 2012

The Edmonds City Council meeting was called to order at 6:32 p.m. by Mayor Earling in the Council Chambers, 250 5th Avenue North, Edmonds. The meeting was opened with the flag salute.

ELECTED OFFICIALS PRESENT

Dave Earling, Mayor
Strom Peterson, Council President
Frank Yamamoto, Councilmember
Kristiana Johnson, Councilmember
Lora Petso, Councilmember
Adrienne Fraley-Monillas, Councilmember

ELECTED OFFICIALS ABSENT

Joan Bloom, Councilmember
Diane Buckshnis, Councilmember

STAFF PRESENT

Stephen Clifton, Community Services/Economic
Development Director
Phil Williams, Public Works Director
Shawn Hunstock, Finance Director
Frances Chapin, Cultural Services Manager
Cindi Cruz, Executive Assistant
Sandy Chase, City Clerk
Jana Spellman, Senior Executive Council Asst.
Jeannie Dines, Recorder

1. APPROVAL OF AGENDA

COUNCIL PRESIDENT PETERSON MOVED, SECONDED BY COUNCILMEMBER YAMAMOTO, TO APPROVE THE AGENDA IN CONTENT AND ORDER. MOTION CARRIED UNANIMOUSLY.

2. APPROVAL OF CONSENT AGENDA ITEMS

COUNCIL PRESIDENT PETERSON MOVED, SECONDED BY COUNCILMEMBER YAMAMOTO, TO APPROVE THE CONSENT AGENDA. MOTION CARRIED UNANIMOUSLY. The agenda items approved are as follows:

A. ROLL CALL

B. APPROVAL OF CITY COUNCIL MEETING MINUTES OF JULY 24, 2012.

C. APPROVAL OF CLAIM CHECKS #133204 THROUGH #133430 DATED JULY 26, 2012 FOR \$915,252.98. APPROVAL OF PAYROLL CHECK #51540 FOR \$230.10 FOR THE PERIOD JULY 1, 2012 THROUGH JULY 15, 2012.

3. AUDIENCE COMMENTS

Alvin Rutledge, Edmonds, commented that he came across campaign materials from a candidate for mayor in 1987. That candidate's first priority was preventing adult entertainment; that was accomplished. His second issue was moving the ferry terminal by 2020; the ferry terminal has not been moved. The candidate's third issue was property taxes; taxes were not raised for three years. The citizens' main concern at that time was controlling growth. The City was rated #1 in safety. The final issue in the candidate's materials was term limits for the Mayor and Council; voters are allowed to establish term limits for Councilmembers and Mayor. Next, Mr. Rutledge announced the final report on the Edmonds Food Bank car show will be available on August 20.

4. **EDMONDS STRATEGIC PLANNING AND VISIONING RETREAT #6 (CITY COUNCIL, PLANNING BOARD AND ECONOMIC DEVELOPMENT COMMISSION).**

In addition to the above elected officials and staff, the following Board and Commission members were present for this item:

ECONOMIC DEVELOPMENT COMMISSIONERS

John Eckert
Kevin Garrett
Don Hall
Darrol Haug
Marc Knauss
Evan Pierce
Nathan Proudfoot
Doug Purcell
John Rubenkonig
Gail Sarvis
Rich Senderoff
Karen Shively
Evelyn Wellington
Bruce Witenberg

PLANNING BOARD MEMBERS

Phil Lovell (Chair)
Valerie Stewart (Vice Chair)
Neil Tibbott
Kevin Clark
John Reed

Mayor Earling welcomed new Economic Development Commissioners.

Community Services/Economic Development Director Stephen Clifton welcomed everyone and referred to materials provided to the Council, Planning Board, Economic Development Commission (EDC), and the public: Strategic Planning Retreat #6 Agenda, Strategic Plan Actions, Survey Results and Actions, Responsibilities and Performance Measures. He explained tonight Mr. Beckwith will present 1) information regarding how the registered voter telephone survey was conducted, 2) characteristics of survey respondents, 3) limitations to the survey sample, 4) survey results and, 5) implications of the rank order and lead agent contained in the matrix.

Mr. Clifton introduced **Tom Beckwith, Beckwith Consulting Group**, and **Eric Hovee and Steve Price, Beckwith Consulting Group**, introduced themselves.

Mr. Beckwith explained this is the last retreat; the next step will be formal meetings with the Planning Board and EDC and then a formal meeting with the City Council. He displayed the timeline, identifying Retreat #6 in the process. During the next month, they will meet with staff to scope the timeline and budget of some of the potential actions.

Mr. Beckwith explained their presentation will include the following:

1. Registered voter survey – process
2. Registered voter survey – respondent characteristics
3. Strategic Plan Actions – by ranked priorities (4-5) score and lead agent
4. Strategic Plan Actions - Implementation

Registered voter survey – process

- Participants – 1,383 registered voters were randomly recruited by telephone (land line and cell) from the voter registration list (17,846 unique households (2,546 with cell phones) in Edmonds = 8%)
- Refusals – 188 registered voters (14%) contacted refused to participate for a variety of reasons. That is a very low refusal rate for this type of survey. Reasons given for refusal ranged from too old, not informed, don't have time, don't think it will make a difference, do not wish to disclose address, and no reason given.

- Background – posted “Actions, responsibilities, and performance measures” document on-line for survey participant review
- Distribution – depending on participant preference:
 - 805 were mailed a hard copy of the survey to be completed and returned by mail (provided envelope and stamp)
 - 577 were sent an email that provided access to the online survey
- Return – 466 or 34% were completed including:
 - 255 or 32% by mailed-back (12 returned for address problems)
 - 211 or 37% by completion online

Mr. Beckwith explained a mail survey is considered successful if has at least a 15% response rate, very successful with a 20-25% response rate; 34% is a very high response rate, particularly for the length and complexity of this survey. He noted this is the not the longest or most complex survey they have done but it is in the top five and took a fair amount of time to complete.

Registered voter survey – respondent characteristics

- Respondent personalities included:
 - Pollyana – agree with everything giving high scores to all questions – there were very few in this sample
 - Grinch – disagree with everything giving low scores to all questions – there were quite a few in this sample
 - Typical – responses were generally measured including lowest and highest depending on question
- Characteristics – generally respondents were:
 - New to the process – had not participated before
 - Retired – though some responded with multiple answers likely including previous place of work or other household members
 - Smaller households – individuals, couples
 - Long to very long time residents
 - Homeowners
 - Older – 50 years and up
 - Of all income ranges
- Representative – of citizens who will likely vote or participate in implementation issues of the strategic plan compared with general population. Groups who do not participate in these types of surveys tend to be young or those very involved with family. Respondents to survey tend to be more conservative than voters in general depending on the issue and when the election is held.

Mr. Beckwith reviewed results of the registered voter survey with regard to the following specific characteristics:

- Have you participated in this process before?
- Where do you work?
- How many people in your household?
- Where do you live in Edmonds?
- How many years have you lived in Edmonds?
- Which type of housing do you live in?
- What is your gender?
- Which age group are you in?
- What is your household income range?

Mr. Hovee commented that given the composition of people who responded, older, retired or close to retirement, suggests they may be active in the community. They are thinking about their own issues as well as the legacy they may leave to the community.

Mr. Beckwith reviewed responses ranked in priority order:

Strategic Plan Actions

Very High Priority

Rankings	Strategic Plan Actions	Lead Agent(s)
1-2 3 4-5		
12% 20% 68%	4: <u>Economic Sustainability</u> – recruit businesses that employ technical, professional, and managerial skills offered by Edmonds residents to facilitate live/work sustainability in Edmonds	Port - Chamber
8% 24% 67%	6: <u>Medical and health industries</u> – retain and recruit businesses that support and can expand health related services and products within the general area of Swedish Hospital Edmonds	Chamber – Swedish Hospital
9% 24% 66%	63: <u>Fiscal sustainability</u> – implement Budgeting for Objectives process that incorporates public input to establish community priorities, resolves a balance between revenues and expenditures, and encourages innovative and alternative delivery methods.	City Council
12% 26% 63%	68: <u>Permitting processes</u> – consolidate and simplify the business license, land use and building permit review process to incorporate electronic application procedures, pre-submittal workshops, and concurrent reviews.	City
11% 26% 62%	5: <u>High tech industries</u> – retain and recruit businesses that depend on, and can take advantage of, Edmonds superior fiber optics capability.	Port - Chamber
22% 16% 62%	62: <u>BNSF</u> – participate in the environmental impact assessment process related to a proposal to build a coal export terminal at Cherry Point in Bellingham. Identify required improvements in Edmonds to mitigate extra tracks, train volumes, dust, noise, and potential conflicts with ferry terminal and waterfront pedestrian, bike, and vehicular traffic	City
15% 25% 60%	14: <u>Employment</u> - create a young adult job placement service to help find part and full-time employment opportunities with Edmonds businesses, schools and organizations.	Chamber
12% 30% 59%	41a: <u>Senior Center</u> – develop long term solution for maintaining and updating the Senior Center.	City – Senior Center
14% 27% 59%	15: <u>Participation</u> – work with public and private organizations to provide mentoring opportunities for young adults through events or social outreach, projects, environmental stewardship, arts and culture and job/career networking.	Chamber
15% 26% 59%	20: <u>Harbor Square</u> – review and approve a long term master plan and agreement for the Port of Edmonds Harbor Square property that enhances the waterfront environment, public access and promotes mixed use development.	Port
13% 29%	72: <u>Assess performance results</u> – assess, on an annual basis, State of the City programs, projects, and budget. Regularly conduct	City

58%	public, customer, and business surveys to determine the effectiveness, performance, and priorities of adopted Strategic Plan actions.	
18% 24% 58%	19: <u>Shoreline/Waterfront</u> – develop a strategy for the combined shoreline (east/west of rail lines) from the Port to the Underwater Dive Park and from the waterfront to the downtown that increases public access and recreational opportunities.	City - Port
15% 29% 57%	8: <u>Marketing</u> – identify and recruit retailers to fill critical gaps in retail sales and services such as basic needs (clothing downtown, professional services) within the business districts of downtown, Westgate, Firdale Village, 5-Corners, and Perrinville, as well as larger department stores and specialty retailers on Highway 99.	Port – Chamber – Downtown Edmonds Merch Assoc – 99 Intl
15% 28% 57%	53: <u>Street maintenance</u> – create a financing mechanism to generate approximately \$1,400,000 per year which is needed annually to maintain City streets.	City
17% 26% 57%	47: <u>Recycling</u> –expand reuse and recycling programs in current City operations and in waste management outreach activities by Edmonds households and businesses.	Sustainable Edmonds
18% 27% 56%	13: <u>Interim storefront uses</u> – encourage temporary artist exhibits or similar uses in vacant storefronts or buildings in order to provide visual interest and activity while the building is being marketed for a future tenant or owner.	Downtown Edmonds Merch Assoc
18% 26% 56%	37: <u>Downtown restrooms</u> – develop a public restroom facility to serve pedestrians, customers, and tourists in the downtown district.	Downtown Edmonds Merch Assoc
19% 25% 56%	21: <u>Antique Mall</u> – encourage packaging the Safeway/Antique Mall and nearby properties for the purpose of enhancing redevelopment opportunities of this significant gateway site.	City - Port
11% 35% 54%	40: <u>Frances Anderson Center</u> – refine long range strategy to enhance, maintain and update life cycle maintenance, repair requirements and functional program needs.	City
15% 32% 54%	49: <u>Walkways</u> – institute sidewalk maintenance and construction program to complete key connections to the waterfront, downtown, business districts, schools, parks, and other major walking destinations.	City – Edmonds School District
16% 30% 54%	35: <u>Greenways</u> – develop a system of coordinated open spaces, conservation corridors, and greenways with trail access along the shoreline, waterfront, wetlands, hillsides, and parks to preserve the natural setting and increase public awareness and access.	Sustainable Edmonds
23% 23% 54%	33: <u>Farmers/Public Market</u> – expand into a year-round activity with available all-weather structures, available parking, and increased visibility to attract out-of-area customers and tourists.	Edmonds Summer Market
17% 31% 53%	23: <u>Swedish Hospital</u> –update the Hospital District master plan to meet hospital needs while mitigating impacts to adjacent nonmedical land uses.	Swedish Hospital
16% 31% 53%	38a: <u>Yost Pool</u> - create and implement a long term financial and operational strategy for the updating/upgrading, refurbishment and retrofitting of the current Yost Pool facility.	City
17% 30% 53%	16: <u>Activities</u> - create young adult social and recreation oriented activities and facilities that offer evening and after school peer group interactions and events.	Boys & Girls Club

12% 36% 52%	71: <u>Strategy development</u> – adopt and implement a Strategic Plan in partnership with public and private organizations.	City
17% 31% 52%	10: <u>Promotion</u> – initiate and expand retail sales and other events and activities including sidewalk cafes and vendors within the business districts of downtown, Westgate, Firdale Village, 5-Corners, Perrinville and Highway 99.	Downtown Edmonds Merch Assoc – 99 Intl
17% 33% 51%	45c: <u>Stormwater</u> – resolve flooding on SR-104 and Dayton.	City
17% 32% 51%	2: <u>Business outreach</u> – integrate City, Port, Chamber, Edmonds Community College, Edmonds School District, and private business efforts and communications for the benefit of economic recruitment.	Port - Chamber

Mr. Beckwith commented he had never done a survey where so many actions were above 50%. Out of 72 actions, 40% are high priorities. Mr. Price commented most of the high priorities are new initiatives or reinvigorating previous initiatives. Only a few are routine City responsibilities such as street maintenance and parks.

High-Moderate Priority

19% 31% 49%	25: <u>Design</u> – continue to include arts and historical themes in the Edmonds brand and install artworks, gateways, wayfinding signage, and streetscape improvements at key entrances to Edmonds, e.g., the waterfront, downtown, Highway 99, State Route-104 and other business districts.	City - Arts
21% 30% 49%	58: <u>Souder</u> – increase the schedule and number of Sound Transit commuter rail trains between downtown Seattle and Edmonds to promote development of transit oriented development at Harbor Square, the waterfront, and downtown.	Sound Transit
22% 30% 48%	59: <u>Sound Transit</u> – develop Community Transit links with the proposed Sound Transit LINK light rail corridor alignment along Interstate 5.	Sound Transit
25% 27% 48%	3: <u>Economic incentives</u> – adopt economic incentives for key business or development recruitment targets. These may include reduced or deferred business license fees, permit fees, utility connection charges, latecomer fees, park or traffic impact fees, property tax reduction or deferral, and/or expedited building permit review.	City Council
14% 39% 47%	70: <u>Public access</u> – conduct frequent town halls, public open houses, and other events at locations throughout the City to improve public access and facilitate dialogue on policies, programs, projects, and budgets.	City
22% 30% 47%	43: <u>Native habitat</u> – plant street trees, restore native habitat in disturbed areas, remove invasive species and update the landscape ordinance to promote use of native and drought resistant plants and restoration of wildlife habitat.	Backyard Wildlife Habitat
23% 30% 47%	48: <u>Trails</u> – complete an off-road multipurpose trail network linking the shoreline and waterfront, Edmonds Marsh, downtown, business districts, parks and open spaces, bus and rail transit connections, and the Interurban Trail in Edmonds.	City

20% 35% 46%	64: <u>Non-Governmental Organization (NGO) participation</u> – integrate NGOs such as the Chamber of Commerce, Downtown Edmonds Merchants Association, Business Improvement District, and others into the operation and implementation of BFO and Strategic Plan actions.	Chamber
21% 33% 46%	34: <u>Fiscal sustainability</u> – create an alternative mechanism other than the City of Edmonds General Fund with which to finance parks and recreation programs and services.	City Council
25% 30% 46%	54: <u>Highway 99</u> – create transportation improvement program and project for Highway 99 to improve traffic flow, transit connections, pedestrian streetscape and to encourage mixed use project developments similar to what has been recently completed in Shoreline and is planned in Everett and Lynnwood.	City – WSDOT – Community Transit
21% 35% 45%	27: <u>Organization</u> – create a central clearinghouse to coordinate scheduling and promotion of events in Edmonds.	City – Arts - Chamber
25% 31% 45%	65: <u>Public view corridors and visual preservations</u> – identify public view corridors and view sheds in the Bowl and create appropriate public view protection overlay districts, ordinances, and other measures to preserve and protect them.	City
18% 38% 44%	69: <u>Communication</u> – establish effective public information and feedback methods including websites, blogs, Facebook, Twitter, and other social media outreach.	City
22% 34% 44%	45b: <u>Stormwater</u> – resolve on-going flooding and water quality issues in Lake Ballinger.	City
25% 31% 44%	46: <u>Energy</u> – reduce Edmond’s carbon footprint through solar installations and other energy conservation practices in current City operations, updating development codes, and utilizing Sustainable Works energy audits and retrofits.	Sustainable Edmonds
22% 35% 43%	26: <u>Promotion</u> – create an Edmonds arts website and utilize social media including Google maps, Facebook, and Twitter to promote and attract visitors to an expanded year-round calendar of events and festivals for performing, literary, culinary, fine, and other arts interests.	City – Arts - Chamber
27% 29% 43%	61: <u>Intermodal Station</u> – develop an integrated Amtrak, Sounder, Community Transit, shuttle, ferry, bike, and pedestrian transfer facility on the waterfront to promote accessibility and connectivity to and within Edmonds.	Sound Transit – Community Transit - Amtrak
29% 28% 43%	51: <u>Waterfront connection</u> – work to establish an emergency and everyday access over the railroad tracks and ferry terminal lanes for pedestrians bound for shoreline and waterfront attractions from Harbor Square, Antique Mall, and the downtown.	City – WSDOT Ferry - BNSF
22% 36% 42%	28: <u>Edmonds Center for the Arts (Edmonds Center Arts)</u> – complete a strategic plan identifying financial strategies for debt payment, redevelopment and reuse of the remaining un-renovated property, including a potential parking garage.	Edmonds Center for the Arts
26% 32% 42%	60: <u>Ferry terminal</u> –create an interim ferry waiting and loading strategy that reduces conflicts between trains, automobiles and pedestrians while improving ferry rider access to the waterfront and downtown services and amenities.	WSDOT Ferry

26% 34% 41%	9: <u>Design</u> – develop a process to identify ways to enhance retail storefronts within the business districts of downtown, Westgate, Firdale Village, 5- Corners, Perrinville and Highway 99. For example, this could include identifying competitive grants and low cost loan programs.	Downtown Edmonds Merch Assoc – 99 Intl
31% 27% 41%	44: <u>Food production</u> – encourage community gardens and pea patches, plant fruit tree orchards, harvest and deliver food products to food banks and other sources to promote natural systems in Edmonds.	Sustainable Edmonds
25% 35% 40%	66a3: <u>Development regulations</u> – Highway 99	City

Moderate-Low Priority

22% 39% 39%	45a: <u>Stormwater and Habitat</u> - daylight Willow Creek to help with restoring saltwater access to Edmonds Marsh.	City
30% 31% 39%	45d: <u>Stormwater</u> – encourage the development of rain gardens, green roofs and walls, bio-filtration swales, and other green development features in Edmonds projects and development codes.	City
33% 27% 39%	38b: <u>Yost Pool</u> - develop and/or expand Yost Pool to include outdoor and indoor leisure pool elements, therapy pool, party rooms and concessions, and possibly other recreation physical conditioning, courts, and gymnasium uses.	City
23% 41% 37%	66b: <u>Development regulations</u> – address ground floor retail requirements to reflect demand in different retail corridors and locations.	City
28% 34% 37%	50: <u>Crosswalks</u> – install special paving materials, flashing light crossing strips, pedestrian activated signals, median and curb extensions as appropriate to improve pedestrian safety, increase visibility, and calm traffic at major intersections on SR-104 and Highway 99.	City
33% 30% 37%	29: <u>4th Avenue Cultural Corridor/Linear Park</u> – fund and complete construction of a linear park streetscape between the downtown and Edmonds Center Arts in order to create a walkable corridor that preserves the historical character of the area, and promotes retail/art opportunities.	City
21% 43% 36%	11: <u>Organization</u> – institute the “Main Street” Program 4-Point approach which includes economic restructuring, promotion, design and organization for the downtown and Highway 99 business districts.	Downtown Edmonds Merch Assoc – 99 Intl
23% 41% 36%	1: <u>Database</u> – create and maintain a database to identify opportunities for business and developer recruitment efforts. The database may include an inventory of available properties, buildings, and resources in Edmonds business districts and zones.	Chamber
25% 39% 36%	39a: <u>Civic Field</u> – address long term property ownership and upgrade field, stadium, lighting, and other features to support competitive play including tournaments.	City – Edmonds School District
27% 38% 36%	67: <u>Design standards</u> – illustrate site, building, landscape, and signage design objectives using examples to achieve public quality design objectives.	City

30% 34% 36%	57: <u>SR-104 transit</u> – expand Community Transit’s schedule and hours to support Edmonds employees and residents, particularly at the waterfront, downtown, Westgate, and Highway 99 including connections to the Highway 99 International District.	Community Transit
28% 36% 35%	22: <u>Highway 99 International District</u> – create a plan and design theme for this unique area, initiate promotional events and activities, and recruit additional anchors or destination stores.	City – 99 Intl
28% 38% 34%	12: <u>Financing</u> – create a downtown Business Improvement District (BID) to benefit properties and businesses for the purpose of instituting marketing, design, and promotional activities within the downtown business district.	City Council – Downtown Business Improvement District
31% 35% 34%	66a2: <u>Development regulations</u> – Westgate	City
44% 24% 33%	66a1: <u>Development regulations</u> – Downtown/Waterfront	City
30% 38% 32%	17: <u>Diversify housing options</u> – increase housing choice by type, price, and proximity to employment centers, transit corridors, and recreational sites in order to provide live/work/play opportunities in Edmonds.	City

Low Priority

33% 35% 32%	66a5: <u>Development regulations</u> – Perrinville	City
33% 34% 32%	31: <u>Artist live/work</u> – explore ways to develop affordable artist live-work/teach- display-sell spaces to attract young and emerging talent to Edmonds similar to the Schack Center in Everett.	Housing Authority
34% 36% 31%	66a6: <u>Development regulations</u> – Firdale Village	City
43% 26% 31%	18: <u>Affordable housing</u> – promote the creation of rental and sale workforce housing for moderate income working households through incentives that may include additional density, reduced parking requirements, reduced permit fees, and/or other measures.	City Council
29% 41% 30%	39b: <u>Woodway Fields</u> - address long term property ownership and upgrade field, lighting, and other features to support competitive play including tournaments.	City – Edmonds School District
34% 36% 30%	66a4: <u>Development regulations</u> – Five Corners	City
32% 38% 29%	24: <u>Marketing</u> – conduct surveys of visitors to determine their characteristics, expenditure patterns, sources of information, and other behavior to better understand the economic benefits and what attracts visitors to Edmonds.	City – Arts – Edmonds Center for the Arts
43% 29% 28%	66a: <u>Development regulations</u> – amend mixed use development standards to allow higher, mixed use density in general and in each of the following commercial districts:	City
43% 28%	52: <u>Bikeway network</u> – institute an on-street network of bike lanes, shoulders, and sharrows (shared lanes) to complete key connections	City – Bike Groups;

28%	to the waterfront, downtown, business districts, schools, parks, and other major commuter and recreational destinations including the interurban trail.	
46% 27% 28%	36: <u>Dog park</u> – identify a suitable relocation site and develop a dedicated dog park consisting of fenced social yards with spectator seating and amenities, and off-leash exercise areas and trails.	OLAE Stewardship
43% 30% 27%	55b: <u>Shuttle service</u> – initiate seasonal or possibly year-round shuttle service between downtown and Community Transit’s Swift BRT transit stations along Highway 99.	Downtown Edmonds Merch Assoc
41% 35% 24%	30: <u>Art and history walking tours</u> – create signage, audio and phone apps, and web based information to expand art and history walking tours of waterfront and downtown historical sites and buildings, artworks, and other visually interesting and significant landmarks.	City
35% 43% 23%	42: <u>Coordination</u> – establish a central clearinghouse to coordinate environmental education and sustainability funding, programs, and volunteers.	Sustainable Edmonds
42% 35% 23%	32: <u>Fine Arts Museum</u> – explore ways to develop a museum to exhibit local, emerging, and traveling fine arts possibly in combination with Edmonds Center Arts and/or the proposed artist live/work project.	Edmonds Arts Foundation
43% 37% 21%	56: <u>Swift Bus Rapid Transit (BRT)</u> – enhance Community Transit’s route along Highway 99 from Everett to the King County Metro transfer station at Aurora Village by designating transit lanes and pull-outs, transit traffic signal activation, all-weather shelters, and other improvements.	Community Transit

Very Low Priority

63% 19% 19%	41b: <u>Senior Center</u> – relocate the Senior Center to another location.	City – Senior Center
51% 31% 18%	7: <u>Car dealerships</u> – encourage development of auto sales facilities that include decked display and storage lots, multistory sales and service facilities in order to retain this important source of retail sales revenue in the City and maximize land use.	Auto dealers
60% 27% 13%	55a: <u>Shuttle service</u> - initiate seasonal or possibly year-round shuttle service between the waterfront area and downtown.	Downtown Edmonds Merch Assoc

Strategic Plan Actions – Implementation

- **Considerations**
 - Responsibilities – a large number of the potential Strategic Plan actions will be assumed by parties other than the City (with City concurrence)
 - Financial implications – the 72 potential actions outlined in the survey will not compete for the same source of City funds - many of the potential actions will be accomplished by parties with funds other than the City
 - Elimination – it is not necessary to eliminate an action if it scores a moderate to low priority if there is an interest group who is willing to implement the action without unduly using City funds or resources
- **Implementation Process**
 - Responsibilities – determine who will be affected and therefore who should be included in implementing a proposed action

- Assign lead role – determine who will be the lead agent who will be responsible for coordinating the work and parties necessary to complete a proposed action including agents other than the City
- Schedule – organize the actions for each lead agent into a 6-year work program accounting for actions which can be accomplished immediately and those which will require longer, possibly ongoing, processes
- Financing – budget the 6 year work program for each lead ad supporting agent using non-City funds as well as City funds allocated from the Budgeting for Objectives (BFO) process
- Performance – conduct annual performance measurements to determine progress and consider whether proposed actions need to be refined to be effective
- Update – refine the strategic plan based on annual performance measurements and conduct a comprehensive reassessment at the end of 6 years prior to initiating an update to the Comprehensive Plan

Mr. Price recommended getting something going quickly and successfully so that the public who participated in the process can see some tangible outcome. He also recommended advancing multiple projects, as one never knows how a project will move forward, what difficulties will arise or what principles of opportunity may arise that make a project take off. Mr. Hovee recommended beginning conversations with organizations who can be the lead agent on actions.

Mr. Beckwith explained the last step in the process will be to meet with directors, scope out a schedule for each priority and where possible identify a budget if the City is the lead agent. The next step will also include quantifying the lead agents. That information will then be formalized in a report and presented to the Planning Board and the EDC for review, comment and recommendation and then presented to the City Council.

Mayor Earling invited questions from those present.

Planning Board Member Kevin Clark was surprised that of the 7 responses that are 60% or greater, 4 are related to employment. The wording appears to indicate respondents want to retain and recruit employers to Edmonds rather than change the infrastructure so residents can reach their jobs in other communities more easily. And the lead agents are not the City but the Chamber or Port. He asked if that was unusual, was a reflection of the economic times, or a reflection of the people who live here. Mr. Beckwith answered there has been a change in the idea of separating where you work from where you live. Given how difficult it is to reach the place you work, there is some interest in living where you work. There is also interest in the economic potential, revenue as well as jobs, that working in the community provides. That is a change occurring nationally and is not unique to Edmonds. A large percentage of the survey respondents work in Edmonds and want to make Edmonds more self-sufficient which is a large part of sustainability. That is very different from surveys taken 5 years ago in Edmonds or any other city. Mr. Hovee agreed the national perspective is changing toward living and working locally. However, in the pie chart that shows where respondents work, 60% are retired and 14% work in Edmonds; nearly $\frac{3}{4}$ of the respondents are retired or work in Edmonds, only $\frac{1}{4}$ work outside Edmonds. That may be indicative of people who are active in the community but he questioned whether it reflected how Edmonds would be 10-15 years in the future. As the process moves into implementation, that issue will warrant some refinement.

Councilmember Petso asked the preferred method for providing input on the organizations designated as the lead agent responsible for high priorities. She cited greenways as an example where the identified lead agent is Sustainable Edmonds. Mr. Beckwith answered that feedback could be provided at any time; the leads are somewhat arbitrary. Step 3 of BFO is to ask for proposals from departments. In the case of NGOs, a meeting would be convened of everyone interested in greenways to determine how they would

be organized to implement the greenway strategy; the agents will then organize themselves. The City will be involved in some of them as the coordinating agent. For example in greenways, likely the Parks Department would be involved although the Parks Department would not necessarily be the lead. If the identified lead agent does not want to be involved, possibly another organization will take the lead. In some communities new organizations have been formed around a specific strategy or project.

Council President Peterson asked if it was typical, especially with high priority items, not to see a lot of negatives. Mr. Beckwith answered not to this degree; he has never seen as many actions in the high category noting there were few polarized issues.

Economic Development Commissioner John Rubenkönig asked about the mechanism for having a conversation with the identified lead agents. Mr. Beckwith answered for the City, it is the budgetary process. For non-City agents, he recommended grouping common topics and having a roundtable to discuss priority projects and determine how to facilitate accomplishing them. Those agencies would then begin their own BFO process. If an agency does not want to take the lead, it may be necessary to identify a different lead.

Economic Development Commissioner Marc Knauss referred to Question 14, Employment - create a young adult job placement service. He asked if that was related to internships for high school, college, and young professionals. He asked for examples of other cities employing those strategies and how it has been done. Mr. Beckwith answered some Chambers have started a Young Professionals program that is a combination of social networking, and jobs. Mt. Vernon/Skagit Chamber of Commerce has a Young Professionals program. Mr. Price relayed the Young Professionals program in Kennewick does social events, mentoring, networking, etc. Mr. Hovee said in Vancouver there are work force development councils in high schools.

Economic Development Commissioner Gail Sarvis asked how the highest priorities in the list of high priorities are identified. Mr. Beckwith explained the process will move from a priority list to what it takes to accomplish them. Considerations include the schedule, budget, staff and resource limitations. There is a six year work program; the next phase is to identify the schedule and implications. That is step 3 of the BFO process.

Economic Development Commissioner Sarvis asked if there is one group that oversees all the priorities. Mr. Beckwith answered the City asked the community for input regarding priorities, not how they should be accomplished. The next step is who undertakes each one. Although the City is not responsible for accomplishing each, it behooves the City to ensure they get done. That is the goal and mission of the City Council, Mayor and departments.

Planning Board Member Clark observed the top four priorities involve the Chamber and Port. The EDC is the only group that has representatives from both the Chamber and Port. He asked whether the EDC should work on the high priorities that identify the Chamber and Port as lead. Mr. Beckwith agreed the EDC could monitor how things are getting accomplished. He cited the example of Rotary where individuals are tasked with certain items and at each meeting asked to report their progress. Mr. Hovee remarked on how many economic development issues there are in the top priorities.

Economic Development Commissioner Darrol Haug referred to Question 63 regarding implementing BFO and 72, access performance results, commenting it seems the public is saying many of the items in the survey are nice but the City has budget issues. He asked whether the survey indicated the public wanted to get more involved in the details of the budgeting process. Mr. Beckwith answered they do not necessarily want to get involved in the details; BFO identifies the community's objectives and budgets to

achieve them rather than simply increasing last year's budget by a certain percent. Citizens want to see how resources are being allocated to the objectives.

Mr. Beckwith summarized there was a 34% participation rate; 15% is an acceptable rate in a mail out survey and 20-25% is considered good. Community involvement is evident by the 466 people who took the time to take the survey. The challenge is to show the community what happens now.

Economic Development Commissioner Evan Pierce referred to the 60% of respondents who are retired and asked if that skews the results. Mr. Beckwith answered normally the more retired and the older the age group of the participants, the more conservative they are in the actions. That was not true in this survey; there was a lot of participation from that group and a lot of high priorities identified. Younger populations are not necessarily more liberal in what they want achieved; they may have different priorities such as parks and recreation, redevelopment, etc. Based on the predominant age of the participants and their employment status and length of time in the community, these are very aggressive survey results. There was also a great deal of participation in other surveys, charrettes, open houses, etc.

Economic Development Commissioner Sarvis asked whether the respondents identified where in Edmonds they lived. Mr. Beckwith answered they were distributed across the city. Responses to the question, where do you live in Edmonds, identifies where they live.

Economic Development Commissioner Doug Purcell noted many of the people who participated to this point were self-selected rather than recruited. He sensed people who self-select bring more energy than those who are recruited. He asked if there was a significant difference in the priorities of the people in the focus group and open houses compared to the survey. Mr. Beckwith replied one of the risks of this type of process is the activists who self-select may have an agenda or a propensity to achieve things. That would be an issue if that was the only group to provide input. That is the reason the random sample voter survey was done; to take a broad sample of the community. A similar survey was conducted at the open house.

Planning Board Chair Phil Lovell commented a lot of priorities will require funds. He noted several levies failed last year. He asked how to reconcile that with the passion to get things done. Mr. Beckwith cited two examples, first, street maintenance which is City funded. The next step is to identify different funding methods and then test those proposals to determine which is most satisfactory to the public. Another example is a waterfront connection across railroad tracks, which is a high priority but very expensive. One of the considerations would be to identify sources other than the City and then inform citizens to determine which are the most acceptable/feasible.

Mr. Clifton explained the next steps will be to work with staff and the Mayor, the EDC and Planning Board on a recommendation to forward to the City Council. He clarified the 72 preliminary plan actions were the result of the consultant's interviews with the Mayor, current and past, Councilmembers, stakeholder groups, the open houses, the charrettes and earlier surveys. At Retreat #5, he put together a team of Economic Development Commissioners, Planning Board Members and City Councilmembers to review and refine the 72 preliminary plan actions before the phone survey was released.

5. MAYOR'S COMMENTS

Mayor Earling reported a few years ago Mayor Haakenson started a community newsletter that was mailed to Edmonds households. Due to budget cuts, distribution was reduced to 400 email addresses. In fall 2010 the newsletter was discontinued. A quarterly newsletter was launched today that will be sent out electronically to 11,000 email addresses. He invited anyone who did not receive the newsletter to contact his office and ask to be added to the email list. The newsletter is coordinated by his Executive Assistant Carolyn LaFave and CIO Carl Nelson.

Mayor Earling also reported he has withdrawn his nomination for the Architectural Design Board.

6. COUNCIL COMMENTS

Councilmember Johnson reported the presentation made to the Planning Board on July 25 regarding Harbor Square redevelopment is aired daily at 9:00 a.m. the government access channel.

Councilmember Fraley-Monillas reported she attended Edmonds Night Out prior to the Council meeting. She thanked everyone who sponsored and worked at the event.

Council President Peterson explained Councilmembers Bloom and Buckshnis informed him they were unable to attend tonight's meeting; Councilmember Bloom was ill and Councilmember Buckshnis has family in town. Both are very interested and involved in the process.

7. ADJOURN

With no further business, the Council meeting was adjourned at 8:06 p.m.