

2012-2014 City Council Goals and Workplan

The Council is committed to fulfilling the community’s long-term vision – Vision 2029 – and being a sustainable city in all respects:

- Sustainable neighborhoods—ensuring they are safe and attractive;
- Sustainable environment—preserving our environmental assets and enhancing our built environment so that it protects our natural resources; and
- Sustainable services—supporting quality services, facilities and infrastructure.

The City Council holds an annual strategic planning and goal setting retreat to monitor progress and determine priorities and action steps necessary to advance Vision 2029. This workplan, which is aimed at improving our ability to fulfill the community’s vision, is then reflected in department workplans, the City’s budget, capital improvement plan, and through special initiatives.

Goal 1: Strengthen Shoreline’s economic base

Although Shoreline voters approved Proposition No. 1 in November 2010, which helped to maintain essential service levels through 2016, there is no guarantee that voters will be willing to do this again when Proposition No. 1 expires. Attracting investors and businesses to Shoreline reduces our reliance on property taxes alone strengthens our tax base and provides greater housing choices, local commercial and retail opportunities, and lifestyle amenities for our residents.

ACTION STEPS:

1. Implement the 2012-2017 Economic Development Strategic Plan
2. Improve and streamline the City’s development regulations for commercial zones
3. Continue to implement efforts to make the permit process predictable, timely and competitive
4. Develop a 10-year Financial Sustainability Plan to achieve sufficient fiscal capacity to fund and maintain priority public services, facilities, and infrastructure

PROGRESS INDICATORS:	2011	2012
a. Annual growth of assessed property value from new construction	0.17%	
b. Ratio of commercial versus non-commercial valuation	.115	
c. Retail sales tax per capita	\$113	
d. Number of licensed businesses	4,474	
e. Number of housing units	23,049	
f. Vacancy and rental rates of commercial and multi-family properties	C: 4-5%; \$15-30/sf R: 4%; \$1.18/sf	
g. Number of online permits submitted	N/A	

Goal 2: Improve Shoreline’s utility, transportation, and environmental infrastructure

Shoreline inherited an aging infrastructure when it incorporated in 1995. The City has identified needed improvements through our 20-year planning documents including the Surface Water Master Plan, Transportation Master Plan and Parks and Open Space Master Plan. Improvements are not limited to infrastructure investments – The City is also interested in improving coordination, planning, and overall information sharing among all service providers. As capital improvements are made, it is important to include efforts that will enhance Shoreline’s natural environment, ultimately having a positive impact on the Puget Sound region.

ACTION STEPS:

1. Construct the Aurora Corridor improvements from N 192nd to N 205th Streets
2. Identify funding strategies for constructing new non-motorized improvements
3. Complete the Comprehensive Plan update by December 2012
4. Acquire Seattle Public Utility’s water system in Shoreline
5. Develop a plan to merge the Ronald Wastewater District into City operations as outlined in the 2002 Interlocal Operating Agreement
6. Work with the City of Seattle, King County and Washington State Department of Transportation on a plan that will improve safety, efficiency and modes of transportation for all users of 145th Street
7. Continue to implement the City’s Environmental Sustainability Strategy and Tree City USA initiatives

PROGRESS INDICATORS:	2011	2012
a. Number of redevelopment projects improving the treatment of surface water	6	
b. Number of linear feet of non-motorized facilities constructed	16,000	
c. Number of trees planted in the public right-of-way and on City property (net)	470	
d. Voter approval of the SPU acquisition	N/A	
e. Volume of paper purchased for City operations	1,760	
f. Percent of community garden plots reserved	N/A	100%
g. Water quality index score	61	

Goal 3: Prepare for two Shoreline light rail stations

In 2008 Shoreline voters supported the Sound Transit 2 funding package by 61%. Our community looks forward to increasing mobility options and reducing environmental impacts through light rail service. Sound Transit estimates the light rail extension from Northgate to Lynnwood to be \$1.4-1.6 billion, which includes investment in two stations in Shoreline, which are planned to open in 2023. Engaging our community on how this effort benefits Shoreline and the greater region needs to start now.

ACTION STEPS:

1. Adopt light rail station area planning framework policies
2. Amend the Comprehensive Plan and Plan map to include light rail station areas
3. Participate as a Cooperating Agency in Sound Transit’s environmental process by providing early and continuous input into the development of the environmental impact statement (EIS)

4. Work with Sound Transit to evaluate the redevelopment potential of large parcels in the light rail station areas
5. Actively participate in the Growing Transit Communities Task Force
6. Engage the community in an education and outreach plan to help residents and businesses prepare for the location of the new light rail stations
7. Develop a multi-modal transportation strategy to deliver people to the light rail stations, as an alternative to single occupancy vehicles.

PROGRESS INDICATORS:	2011	2012
a. Number and location of Shoreline light rail stations identified in the EIS process	N/A	
b. Number of City and Sound Transit opportunities provided for public input in the light rail planning process	4	
c. Estimated ridership at the Shoreline light rail stations	N/A	

Goal 4: Enhance openness and opportunities for community engagement

The Council values an open, transparent, and responsive government. And the City believes that the best decisions are informed by the perspectives and talents of our residents. Community involvement is vital, and finding effective ways to engage all segments of our community is key to shaping our future.

ACTION STEPS:

1. Communicate and provide opportunities for public input on key policies and initiatives, including the Comprehensive Plan update, light rail planning, and City projects
2. Continue to support neighborhood associations and volunteer initiatives and to host community forums and workshops
3. Develop a workplan to make more documents available online and to improve our website’s ease of use
4. Advance public engagement with online service requests, survey tools and social media platforms

PROGRESS INDICATORS:	2011	2012
a. Percent of residents who believe the City is moving in the right direction	71%	
b. Percent of residents somewhat/very satisfied with the City’s efforts to keep residents informed	67%	
c. Number of citizen volunteer hours	19,530	
d. Number of documents available on the City’s website	9,576	
e. Number of annual website visits;	77,400	
f. Number of Facebook “likes”	545	
g. Number of service requests responded to through the SeeClickFix app	3	