

**CITY OF ISSAQUAH
City Council Special Meeting
Annual Goal Setting Retreat**

9:00 AM
June 6, 2015

Issaquah Swedish Hospital
Knowledge Room
751 NE Blakely Drive

MINUTES

COUNCIL AND ADMINISTRATIVE PERSONNEL PRESENT

Councilmembers:

Eileen Barber
Stacy Goodman
Tola Marts
Nina Milligan
Mary Lou Pauly
Joshua Schaer
Paul Winterstein

Administration/Staff:

Fred Butler, Mayor
Emily Moon, Deputy City Administrator

(see attached meeting notes for complete list)

CALL TO ORDER

The annual goal setting retreat was called to order at 9:00 AM.

AGENDA ITEMS

Retreat meeting notes are attached hereto and incorporated by reference.

- Welcome
- Facilitator Introduction
- General Fund 5-yr Forecast
- Breakout Session Instructions
- Breakout Session 1
- Session 1 Report Out
- Lunch
- Breakout Session 2
- Session 2 Report Out
- Public Comments
- Deliberation of Goals
- Polling resulted in the following goals:
 - Complete Streets – Develop policy for funding complete streets projects and ensure funding in subsequent budgets
 - Emergency Management Investments – Develop mechanism to supply enhanced information to the public; identify capital
 - Green Building Strategies – Develop and analyze green building strategies, working toward being a regional leader
 - Pilot a Neighborhood Engagement Program
 - Public Engagement – Improve council deliberations through timely public engagement
 - Create a Regional Agenda
 - Schools – Increase cooperation and engagement with the Issaquah School District regarding growth
 - Transportation Funding Strategy
- Next Steps - Goals will be ratified at the City Council Regular Meeting of June 15, 2015.

ADJOURNMENT

The meeting was adjourned at 5:05 PM.

Christine Eggers, City Clerk

Fred Butler, Mayor

**ISSAQUAH CITY COUNCIL
2016 GOAL-SETTING RETREAT
Summary Notes**

June 6, 2015

Swedish Hospital
Knowledge Room

NE Blakely Drive
Issaquah, WA 98029

City Councilmembers

Eileen Barber, Councilmember
Stacy Goodman, Deputy Council President
Tola Marts, Councilmember
Nina Milligan, Councilmember
Mary Lou Pauly, Councilmember
Joshua Schaer, Councilmember
Paul Winterstein, Council President

Facilitators

Christopher Wright, Project Oversight Mgr.
Andrea Snyder, Economic Development Mgr.
Amy Dukes, Arts Coordinator
Harvey Walker, Sewer/Stormwater Ops. Mgr.
Tina Eggers, City Clerk
Ross Hoover, Recreation Supervisor

Administration

Fred Butler, Mayor
Emily Moon, Deputy City Administrator
Autumn Monahan, Asst. to City Admin.
Scott Behrbaum, Chief of Police
Charlie Bush, Development Services Director
Sheldon Lynne, Public Works Eng. Director
Diane Marcotte, Finance Director
Anne McGill, Parks and Recreation Director
Keith Niven, Economic Development Manager
Darcey Strand, Support Services Manager
John Traeger, Information Systems Manager

WELCOME AND OPENING REMARKS

Christopher Wright opened the retreat at 9:00 am in the Knowledge Room at Swedish Hospital in Issaquah.

Fred Butler made some opening remarks. He noted that the retreat was a great opportunity for those who share a passion for our community to get together.

He continued that over time he has come to value projects over paper. Without any additional goals, the City's plate is already full, he noted; but we all have committed our time and have an interest in making our community better.

Paul Winterstein made some opening remarks. He said he is also grateful for all the work that has been put into the retreat. He noted that citizens gave some feedback back in February and March that has also been incorporated into the retreat preparation, and added it is always pleasing and helpful to get that kind of support and comments from our citizens.

He continued with his thoughts about why it is important for the Council to set goals on an annual basis. He said this retreat is a unique opportunity to step back, deliberate and identify issues.

He said at last year's retreat, the participants put an emphasis on the reason behind each goal as well as the outcome, making sure that each goal selected was measurable and actionable. Today we will build upon those aspects, he continued, so in voting after our discussion and deliberation, be sure you understand the financial impact of each goal. We should know specifically what we are requesting when we vote in favor of a goal, he added, and recognize the very direct connection between our choices today and the budget-setting process.

FACILITATOR INTRODUCTION

Christopher Wright introduced the facilitation team for today's retreat, including his co-facilitator Andrea Snyder. He noted that four staff members will be assisting in keeping the agenda intact during discussions by two teams in separate breakout sessions, and will also present the breakout session reports to the group at large: Harvey Walker and Amy Dukes will assist one team, and Ross Hoover and Tina Eggers will assist the other team. He continued his remarks on the logistics and practical information for the meeting.

GENERAL FUND 5-YEAR FORECAST

Diane Marcotte, presented financial forecast information for 2016-2021.

She referred to the spreadsheet on page 79, and noted that it appears at this very preliminary stage that there will be a shortfall of about \$150,000 out of a \$40 million budget. She added there is enough variability in the numbers that she is not overly concerned about the shortfall right now.

Marcotte continued her presentation with an explanation of the assumptions and outstanding issues for the 2016-2021 forecast, including property tax, sales tax, and other revenue and expenditure assumptions.

Winterstein noted that the balanced budget produced by the Mayor for the Council to deliberate this fall will reflect the goals that are selected today.

BREAKOUT SESSION 1: DELIBERATIONS—Team A

Facilitators: Eggers, Hoover

- *Proposed Goal: Siting New Schools in City Limits (Milligan)*
- *Proposed Goal: Increase Communication with the Issaquah School District (ISD) Regarding Growth (Schaer)*

Participants agreed to discuss the two school-related goals together.

Emily Moon noted that recently King County has indicated they will be requiring municipalities to reach out to school districts within their jurisdiction and engage them in school siting discussions in an effort to foster engagement between municipalities and school districts. She continued the Administration supports this effort, and described the two action items staff is proposing go further than what the County will be requiring of municipalities.

Moon said the Administration has already reached out to the Issaquah School District, and they have indicated they are glad that this exchange of communication is being required.

Nina Milligan said her purpose in sponsoring this goal is to take a more powerful step than just what the County is requiring. She said she likes staff's response because it would bring both parties to the table on schools.

Joshua Schaer s said he would want to make sure that any effort to engage with the school district was ongoing. Moon agreed, and said the first action item stipulates that the first joint

meeting be held in 2015, then annually after that. The second action item would result in a roundtable in 2016, then every-other-year after that.

After some discussion, Schaer and Milligan suggested a new title for the combined goal, "Increase Cooperation and Engagement with the Issaquah School District Regarding Growth."

Stacy Goodman asked clarifying questions about the outcome of the goal. Moon responded once a commitment from the school district for the initial joint meeting and roundtable is obtained, that becomes the "check-off point" for the goal. After that, the meetings and roundtables can then be folded into subsequent years' work plans.

- *Proposed Goal: Fund Complete Streets in the 2016 Budget at the Amount Projected in the CFP (Schaer)*

Sheldon Lynne gave details about the outside funding sources typically available for complete streets projects. He said no level of service has been established by the City for complete streets, although it is mentioned in the City's Comprehensive Plan and in the Central Issaquah Plan.

Schaer said he feels that in some cases the City should actively be involved in completing sidewalks, crosswalks, curb ramps, audible pedestrian crossings, and other ADA-deficiencies where they exist.

Schaer said his concern is that funds get reallocated and repurposed, and the net result is that these smaller projects don't get done. This goal is intended to make sure the projects get funded, especially those smaller projects that are not major capital projects.

The participants discussed how monies for complete streets projects in the past have been identified but reallocated.

Hoover suggested that this discussion continue after the breakout sessions are completed, and be taken to the larger group for additional discussion. Participants agreed. Schaer suggested a new working title for the goal, "Develop Policy for Funding Complete Streets Projects and Ensure Funding in Subsequent Budgets."

- *Proposed Goal: Emergency Management Investments (Schaer)*

Moon noted that activities listed in the staff response are scalable; for example, staff could attend an intensive disaster-preparedness event, perhaps offered through FEMA, and bring back appropriate actions the City could take; a consultant could be hired to advise the City; and various methods could be used to engage with the community on disaster preparedness planning.

Schaer said the intent behind sponsoring this goal was in response to looking at the City of Seattle's emergency planning Web site, specifically at the plethora of information it contains for citizens. It is easy to read, and very public-friendly, he noted. There might also be a capital planning aspect to this goal, he added. The intent is to do a better job of threat assessment and to develop projects that could help mitigate potential risk.

Goodman asked Schaer what mechanisms he had in mind for public outreach. Schaer referred again to the City of Seattle's emergency preparedness Web site. He said he wasn't necessarily trying to capture all the details about the right mechanisms at this point.

Hoover clarified that the goal now has two action items: “To develop and enhance new mechanisms to supply emergency management information to the public;” and, “Invest in disaster-preparedness measures.”

Schaer noted the public outreach component would obviously require staff time, so he would want to retain those costs. Participants agreed to retain \$10,000 in public outreach costs for 2016, 2017, and 2018, as well as the estimate of staff time required (250 to 2,000 hours for 2016, 2017, and 2018). Participants agreed that the cost of a consultant (\$30,000 in 2016, 2017, and 2018) could be dropped. Participants agreed that the cost of software (an initial purchase cost of \$5,000 in 2016, plus \$1,000 in maintenance for 2016, 2017, and 2018) would be adequate for the second part of the goal, to identify capital projects tied to emergency management.

BREAKOUT SESSION #1: DELIBERATIONS—Team B

Facilitators: Dukes, Walker

- *Proposed Goal: Investigate a Regional Fire Authority (revised title) (Barber)*

Discussion summary: Fire District 38 and 10 are considering forming a Regional Fire Authority (RFA). They are currently partners with EFR. It would take a ballot measure to make the change to an RFA. Timing is key issue. The City needs to consider if there are benefits to our citizens. We can look into making a decision after the District 38 and 10 discussions occur. A city can join an RFA at a later date.

The deliverable would be authorizing the investigation of RFA. The financial impact would be hiring a consultant to help the City investigate this. The staff commitment would be 250 hours.

- *Proposed Goal: Pilot a Neighborhood Engagement Program (revised title) (Pauly/Marts)*

Discussion summary: This would be a pilot program. We would need to identify what organized neighborhoods already exist (i.e. 45 HOA's). This is an opportunity to engage with communities, to gain an understanding of what neighborhoods want from their community and communicate city news.

The City would provide established neighborhoods the opportunity to participate. Neighborhoods/community members would drive this goal and it would be important for Council members to participate. How do we measure success with this goal? Report results out to Council on the interest after a certain timeline. (i.e. have the program ready to go in July 2016 and track over 12 months). Success would be to host 12 events.

The deliverable would be piloting the program in 2016, and report out to council in 2017. Staff time would cost .5 FTE (\$55,000/year). The City would pursue grants to help fund this program.

- *Proposed Goal: Improve Council deliberations through timely public engagement. (revised title) (Milligan)*

Discussion summary: This goal is proposed to improve the Council process and deliberations.

Autumn Monahan said we currently engage the public through a variety of communication tools, such as the website. For example, citizens can subscribe to topics via the website. The staff concern for posting the planning calendar is that it changes daily. Our goal is not to misinform.

The discussion included the idea to televise Council committee meetings. Additional rooms could be prepped for recording.

Another idea was that council committee liaisons meet with the communications team quarterly.

The deliverables included the quarterly meetings, creating a plan to better inform council about social media dialogues, and televising Council committee meetings, which could \$25,000 to outfit the Eagle Room.

BREAKOUT SESSION #1: REPORT OUT—Team A

Facilitators: Eggers, Hoover

- *Proposed Goal: Siting New Schools in City Limits*
- *Proposed Goal: Increase Communication with the Issaquah School District (ISD) Regarding Growth*

Hoover explained that participants agreed to two action items for this goal: (1) to pursue establishing and hosting twice-annual meetings with City staff and Issaquah School District staff to discuss siting and growth concerns, beginning in 2015; and (2) to host a roundtable and strategy workshop in 2016 and every-other-year thereafter to partner in exploring additional capacity in both new and existing schools. He continued the cost of this item is estimated at \$8,000 per year beginning in 2016 to cover materials, potential rental space, speakers' fees, and so on, with the understanding that the budget estimate for the roundtable would be every-other year after that. He concluded the goal will have been achieved once the initial meeting and roundtable session are held, and are incorporated into staff's ongoing work program.

- *Proposed Goal: Fund Complete Streets in the 2016 Budget at the Amount Projected in the CFP*

The team discussed the potential for developing a policy about how complete street funds should be used, and decided to use the larger group discussion this afternoon for more discussion.

- *Proposed Goal: Emergency Management Investments*

Hoover said the participants refined the action items for this goal to two items: (1) to better identify and communicate with the public, potentially with the City's website, on emergency planning that would affect them in a disaster or emergency scenario; and (2) to invest in disaster-preparedness measures, including a list of capital items tied to emergency management and public safety. He noted estimated costs for this item are now substantially lower as a result of the participants' discussions, at \$16,000 for 2016, \$11,000 for 2017, and \$11,000 for 2018.

BREAKOUT SESSION #1: REPORT OUT—Team B

Facilitators: Dukes, Walker

- *Proposed Goal: Investigate a Regional Fire Authority.*

Dukes said the team discussed the viability and outcome of this goal, which would be an investigation and subsequent report leading to a decision on seeking a public vote, and whether the estimate of 250 hours of staff time was sufficient. Milligan asked whether the staff estimate was adequate. Butler suggested using the figure \$35,000.

- *Proposed Goal: Neighborhood Engagement Program.*

Dukes said the meetings would begin in July 2016 and be rolled into the larger, ongoing work program after that. Success would be defined as having about 12 community meetings over the course of a year. A half-time position would be needed, and if grant monies were not available to cover that cost, the cost estimate would be \$55,000. The timeframe would include a report out to Council in 2017 to see whether the program should be continued, expanded or modified.

- *Proposed Goal: Improve Council Deliberations Through Timely Public Engagement.*

Dukes described some of the measures that were suggested, including holding quarterly public meetings to discuss what's coming up in the upcoming quarter; televising all committee meetings; and utilizing social media in ways that would engage the public to the fullest extent in Council deliberations. She noted the cost estimates have been revised to about \$25,000 and 250 to 1,000 hours of staff time in 2016.

BREAKOUT SESSION #2: DELIBERATIONS—Team A

Facilitators: Hoover, Eggers

- *Proposed Goal: Create a Regional Agenda (Winterstein/Goodman)*

Goodman said the intent of this goal is to employ the same sort of strategy on the regional level that councils typically have at the state level. She continued the purpose is to be sure we are placing ourselves where we are most effective and in keeping with what we want to accomplish.

Pauly asked who is the audience for this. Winterstein replied the Council is the primary audience, as well as the agencies and associations whose budgets directly impact the City. This would help the Council identify items and priorities on the regional level that we have identified are important for Issaquah.

Hoover asked for comments on the estimated cost and staff commitment. Moon said it might be appropriate to pause after the first action item is completed ("Identify governments, special districts, school districts, regional authorities, joint governmental agencies, and non-governmental organizations to engage with on regional issues") to gain a better idea of the staff commitment and potential cost of the second action item ("Communicate both general and specific objectives, as well as timelines relevant to those objectives").

Participants agreed the first step would be to identify appropriate forums, including the characteristics of individual organizations and associations; and the second would be to identify

issues that influence the regional agenda. The remaining steps would be to bring the agenda to the Council for adoption, then implementation. Participants also discussed the \$120,000 cost estimate. After some discussion, participants decided to leave the cost estimate as is because it can be reviewed and revised during the budget process.

- *Goal: Transportation Funding (Winterstein/Goodman)*

Butler said a recent national cities survey revealed that transportation is the greatest perceived problem among citizens. Funding is a significant problem, and while this is a pretty bold step to take, he personally feels as Mayor that he needs to push for this as hard as possible.

Winterstein clarified that action steps in the goal response that are listed after August would be deferred until more information was available.

After some discussion, one of the action items was edited to state that the City would conduct a voter survey to gauge preferences, tolerances and timing.

BREAKOUT SESSION #2: DELIBERATIONS—Team B

Facilitators: Dukes, Walker

- *Proposed Goal: Develop and analyze Green Building strategies to become a regional leader (Schaer)*

Discussion summary: Create a strong city standard and publicize our standard (forge ahead, with incentives for builders to use it). The objective is to elevate the game and be a regional leader in Green Building. Go above and beyond existing code, becoming a regional leader to set ourselves apart. Staff could create incentives to inspire participation. Community benefit – promotion of Issaquah as a leader and cost savings through green building measures.

Deliverables would be developing and analyzing an action strategy for Green Building Incentive. Staff would clarify objectives, come up with goal statements and implement an action strategy. This would build our brand in the green building community. The cost is \$35,000 for consultants, and the timeline would be dependent on the first year outcome.

- *Proposed Goal Conduct Transportation Specific Outreach (Schaer/Milligan)*

Discussion summary: Conduct a transportation-specific outreach to discover the day-to-day input. The outcomes are to discover information for Council/staff use in planning, using outlets such as social media, survey monkey, website, mailers, postcard, paper, posters, or open house. It was questioned if this could link with the proposed Neighborhood Enhancement goal.

Deliverables would be developing a means to interact with citizens regarding transportation specific information. The cost would be \$500 for mailing. There would be a minimal amount of staff time. Question development would occur in 2015, and the survey would be implemented in 2016.

REPORT OUT FROM BREAKOUT SESSION #2: Team A

Facilitators: Eggers, Hoover

- *Proposed Goal: Create a Regional Agenda*

Eggers said participants clarified that the purpose of this goal is to represent Issaquah on regional committees and associations, and to build appropriate relationships, in an effort to influence regional decision-making. She said the action items are to characterize and identify appropriate forums; identify key staff and Councilmember participation in those forums; develop an agenda to understand the key issues; and present the agenda to Council for adoption. The cost estimate is \$120,000.

- *Proposed Goal: Transportation Funding*

Eggers said the discussion around this topic resulted in new action items; specifically, to start identifying and analyzing plausible funding strategies and present that information to Council in June 2015; complete a voter survey of preferences, tolerances and timing, and present the results to City Council in August.

REPORT OUT FROM BREAKOUT SESSION #2: Team B

Facilitators: Dukes, Walker

- *Proposed Goal: Develop and Analyze Strategies for Green Building*

Walker noted the outcome for this goal would be to develop an action strategy in 2016, leading to recognition as a regional leader in green building. The cost estimate for 2016 is about 250 hours of staff time and \$35,000 in consultant fees. The community benefits include cost savings and promotion of the City's "brand."

- *Proposed Goal: Conduct transportation-specific outreach to discover the public's day-to-day issues with mobility.*

Walker said the outcome for this goal would be a council-driven effort in a variety of ways to get feedback from citizens that is more informative than statistically valid, and to evaluate at the end of the year whether to continue the outreach as an annual effort. Cost would be minimal, and is estimated at \$500 for mailing costs plus minimal staff time for the first year.

PUBLIC COMMENT

Ernest Wolf, 4406 Providence Point Place SE, Unit 301, Issaquah, noted he is the chair of the Government Affairs Committee for the Providence Point community. He noted that about 1,500 residents live at Providence Point, and said there is widespread concern about traffic, particularly on NE 43rd.

Connie Marsh, business owner at 1175 N.W. Gilman Blvd., Suite B-11, Issaquah, said she was glad to see that joint meetings with the school district were being proposed. She spoke about the difficulties some citizens face in finding time to attend City meetings and outreach efforts, including barriers created by use of jargon and complex language that might not be easily

understood by everyone. She said not everyone uses Facebook or even a computer, and described the A-frame kiosks that the City of Redmond uses as a “primitive” but very effective communication tool.

She said in thinking about transportation, she suggested an outreach effort that would canvass each neighborhood and ask what residents would be willing to vote for before putting those items on the ballot.

DELIBERATION /POLLING ON GOALS

Council members then discussed and deliberated on each of the proposed goals, as revised in the breakout and afternoon sessions.

Winterstein said the final costs will be made as part of the budget process. He noted that if all goals receive a majority of votes, they can all be approved; and conversely if none receive a majority, they can all fail.

The polling results were as follows:

Goals approved:

- Pilot a Neighborhood Engagement Program
- Improve Council Deliberations Through Timely Public Engagement
- Increase Cooperation and Engagement with the Issaquah School District Regarding Growth
- Develop a Policy for Funding Street Projects and Ensure Funding in Subsequent Budgets
- Develop a Mechanism to Supply Enhanced Emergency Management Information to the Public, and Identify Capital Projects
- Develop and Analyze Green Building Strategies and Work Toward Being a Regional Leader in Green Building
- Create a Regional Agenda
- Transportation Funding Strategy

Goals not approved:

- Investigate a Regional Fire Authority
- Conduct Transportation-Specific Outreach to Discover the Public’s Day-to-Day Issues with Mobility

Note: Council will ratify the approved goals at the Regular Council Meeting of June 15, 2015.

The retreat was adjourned at 5:05 pm.

/sl

/ds

