AGENDA
City of Lynnwood
Transportation Benefit District (TBD) Board
Council Chambers, City Hall
19100 44th Avenue W, Lynnwood, WA, 98036

Special Meeting
February 10, 2014
6:00 P.M.

10 Call to Order
20 Roll Call
30 Approval of Minutes – Regular Meeting October 14, 2013
40 Voucher Approval
50 Presentation and Discussion: Transportation Planning, Funding and Community Education/Outreach
60 Adjournment
City of Lynnwood
Transportation Benefit District Board

Item 30

Special Meeting
February 10, 2014
6:00 P.M.

Title: Approval of Minutes – Regular Meeting October 14, 2013

Department: Public Works

Department Contact: David Mach

Background: At the May 24, 2010 Business Meeting, the Lynnwood City Council approved Ordinance #2837, which amended the Lynnwood Municipal Code enacting a new chapter, Transportation Benefit District (TBD), effectively establishing the district. The governing board of the TBD is the Lynnwood City Council acting in an ex officio and independent capacity per RCW 36.73.020(3).

The October 14, 2013 TBD meeting was the most recent meeting of the TBD Board.

Action: Approve the meeting minutes from the October 14, 2013 regular meeting.

Attachments: October 14, 2013 Regular Meeting Minutes
10. CALL TO ORDER – The meeting of the City of Lynnwood Transportation Benefit District (TBD) Board, held in the Council Chambers of Lynnwood City Hall, was called to order by Board President Simmonds at 6:00 p.m. on October 14, 2013.

20. ROLL CALL
Board President Loren Simmonds
Board Vice President Sid Roberts
Board Member Mark Smith (absent)
Board Member Kerri Lonergan-Dreke
Board Member Van Aubuchon
Board Member Benjamin Goodwin (absent)
Board Member M. Christopher Boyer

OTHERS ATTENDING
Public Works Director Bill Franz
Project Manager David Mach
Council Assistant Beth Morris
Finance Director Hines
City Attorney Larson

Board President Simmonds announced that he had received communication from Board Member Smith and Board Member Goodwin informing him that they would not be at tonight’s TBD meeting.

30. APPROVAL OF MINUTES -- Special Meeting April 29, 2013

Motion made by Board Member Boyer, seconded by Board Member Roberts, to approve the minutes of the April 29, 2013 Special Meeting as presented. Motion passed unanimously.

40. VOUCHER APPROVAL

Motion made by Board President Simmonds, seconded by Board Member Boyer, to approve the claims in the amount of $1,518.60. Motion passed unanimously.

50. ORDINANCE #6 OF THE CITY OF LYNNWOOD TRANSPORTATION BENEFIT DISTRICT ADOPTING THE 2014 BUDGET

A. Public Hearing

Board President Simmonds opened the hearing at 6:03. He explained that the purpose of the hearing was for the TBD Board to hear testimony and to consider adoption of an Ordinance adopting the 2014 Budget. He reviewed the procedures for the hearing and introduced Public Works Director Bill Franz and Project Manager Mach.
Staff Presentation:

Project Manager Mach referred to page 50A-1 and explained how the 2013 Budget was prepared as discussed on 50A-1 and 2014 TBD Projects on 50A-2. Director Franz added that the dollar amounts match the budgets as proposed in the 2013-2014 approved budget.

Board President Simmonds solicited any written materials. There were none. He then solicited public testimony. There was none.

Questions and Answers:

Board Member Roberts referred to patches he has seen on recently on 36th Avenue West and asked if those came out of this fund. Director Franz thought that they would have come out of the Streets Fund’s Maintenance and Operations Budget. Project Manager Mach explained that the candidate projects listed on page 50A-2 are just possibilities. The proposed $460,000 for 2014 is not enough to do any one of these four projects alone. He noted that it will take a combination of funds to build and improve 36th.

Seeing no public testimony, the public testimony portion of the public hearing was closed at 6:09 p.m.

B. Consideration, Discussion, and possible action on said Ordinance

Motion made by Board Member Boyer, seconded by Board Member Lonergan-Dreke to adopt Ordinance #6, “AN ORDINANCE OF THE CITY OF LYNNWOOD, WASHINGTON, TRANSPORTATION BENEFIT DISTRICT ADOPTING A ONE-YEAR BUDGET FOR THE YEAR ENDING DECEMBER 31, 2014; AND PROVIDING FOR AN EFFECTIVE DATE, SEVERABILITY, AND SUMMARY PUBLICATION.” Upon a roll call vote, the motion passed unanimously (5-0).

60. Presentation, Discussion and Approval: 2012 TBD Annual Report

Motion made by Board Member AuBuchon, seconded by Board Member Boyer to adopt the 2012 TBD Annual Report.

Board Member Boyer commended staff on their work.

Motion passed unanimously.

70. Presentation and Discussion: Community Education and Outreach Plan

Director Franz explained that staff has talked with the Board about the potential of looking at different means of raising revenues for transportation. The TBD has the option of increasing tabs from the current $20 up to as much as $100 by voted measure or the increase of sales tax up to an additional .2% by voted measure. At the last discussion in 2013, staff agreed to reconvene the Transportation and Traffic Task Force and discuss the matter with them, which they have done. They have also selected consultant help to assist in a potential
outreach program for 2014. The Task Force meeting was held on October 2. Staff presented
the Task Force with the materials on page 70-3 in the TBD packet and received input from
them. The Task Force agreed that it is a worthwhile effort to go out and start talking to the
citizens. Director Franz explained that the consultant selected by staff agreed to come and
listen to that meeting to get a feel for Lynnwood and its citizens. They were very encouraged
by the participation that already exists in the community as evidenced by that group.

Project Manager Mach added that they had the Task Force members who attended the
meeting do the Project Priority Questionnaire on page 70-12. They identified Pavement
Management, Traffic Signal Maintenance, and Street Maintenance as the highest priorities.

Director Franz explained that staff is still monitoring the process that is going on at the state
legislature.

Board Member Lonergan-Dreke commended staff on their outreach to the Task Force
members. She spoke to the importance of lobbying state representatives about a number of
issues, including transportation, and the need to change some state laws that will allow the
costs of some of these projects to be reduced.

Board Member Roberts commented on the value of outreach and getting feedback from the
public.

Board Member AuBuchon asked if anything has changed to allow the TBD to do a tab tax
based on the number of axles so that the bigger trucks that tear up the road more can get
taxed more. Mr. Mach said he wasn’t aware of anything like that. City Attorney Larson said
she also wasn’t aware of anything like that. Board Member AuBuchon commented that it is
quite common in other states. Project Manager Mach commented that there was a proposal
for a while for a street utility that wasn’t based on axle loading; it was more of a property-
based tax, and it didn’t pass. Board Member AuBuchon asked if there has been any
discussion about requiring licenses of commercial vehicles in the city. City Attorney Larson
replied that in Washington that is a state function, not a local function.

Board Member Roberts asked if tabs for trucks are more expensive than cars. Director Franz
was not sure, but commented that the heavier the loads get, they are exponentially causing
more damage to the pavement. This is one reason why Lynnwood has such beat-up arterials.
80% of CT’s buses come through Lynnwood every day, and there is also a lot of freight
coming through town. This takes a big toll on the roads.

80. Consultant Contract: Community Education and Outreach

Project Manager Mach reported that staff went through the state’s procedure for selecting
consultants. They advertised, received proposals, short-listed, and interviewed three firms.
They ended up selecting PRR out of Seattle, Washington based on their prior experience
with doing these types of public outreaches. Staff felt that PRR was very qualified to do that.
The proposed $60,000 scope of services includes:

- Developing informational handouts
- Conducting various community events including table events (shopping centers, library, recreation center . . .) and neighborhood open houses
- Focus group meetings
- Inside Lynnwood articles
- Conducting a statistically valid public survey including questionnaire and associated findings report (approx. $20,000 in itself)

Board Member Roberts asked for more information about the type of survey. Project Manager Mach explained that a postcard would be mailed out to residents. Then they would have the choice of having a paper copy mailed to them or going online to fill it out in order to make it a statistically valid public survey. Director Franz said the consultant indicated that there is a possibility that a survey won’t need to be done, but they won’t make that decision until after they’ve done the outreach.

Board President Simmonds referred to the “various community events” and asked if the consultant would be using their staff or city staff. Director Franz said it would be a joint event where there would be city staff support as well as consultant support. Board President Simmonds asked how many focus group meetings they are anticipating. Project Manager Mach said they have four meetings with focus groups budgeted. They are assuming that the Task Force will be part of those meetings. If the Board would like more meetings, some of the tasks could be eliminated. He noted that there is a $5,000 management reserve in the budget as well in case more focus groups are desired. Board President Simmonds noted that focus groups tend to be a small group of people where you can engage in in-depth conversations. He thought that four did not seem like it would be enough meetings. He then asked who would be writing the articles to be included in Inside Lynnwood. Project Manager Mach thought that it would be a joint venture between the consultant and staff, and possibly the Board if desired. Director Franz said it would go through the Administration. Staff would oversee the final product. Board Member Simmonds said that he hopes that the overriding influence in the article is one borne out of research by the professional in this field, and that it doesn’t become a political statement. Director Franz commented that staff would come back with a more detailed plan of the scope of sequence to make sure the Board is comfortable with it.

Motion made by Board Member Boyer, seconded by Board Member Lonergan-Dreke to approve the Consultant Contract with the PRR of Seattle in the amount of $60,000 for the purposes of providing community education and outreach services. Motion passed unanimously.

90. Adjournment

Board President Simmonds stated that the next regularly scheduled Board Meeting is 3/11/2014, but a special meeting may need to be called for in advance of that.
The meeting was adjourned at 6:44 p.m.

Loren Simmonds, TBD Board President

Lorenzo Hines, Jr.
Finance Director, acting as Board Treasurer
City of Lynnwood
Transportation Benefit District Board

Item 40

Special Meeting
February 10, 2014
6:00 P.M.

---

TITLE: Voucher Approval

DEPARTMENT: Finance/Public Works

DEPARTMENT CONTACT: Lorenzo Hines, Jr./David Mach

BACKGROUND: The TBD has incurred various expenses since the last TBD meeting. Staff is asking for voucher approval at this time.

ACTION: Approve claims in the amount of $717.50.

ATTACHMENTS: None
Item 50

Special Meeting
February 10, 2014
6:00 P.M.

**TITLE:** Presentation and Discussion: Transportation Planning, Funding and Community Education/Outreach

**DEPARTMENT:** Public Works

**DEPARTMENT CONTACT:** Bill Franz/Jeff Elekes/David Mach

**BACKGROUND:** Over the past few meetings, the TBD Board discussed the possibility of conducting city-wide public outreach to educate and survey the stakeholders of Lynnwood’s transportation system. The TBD Board has been supportive of conducting such an outreach.

At the October 14, 2013 meeting, the TBD Board authorized a contract with PRR of Seattle, WA for the purpose of providing community education and outreach services. Staff has been working closely with PRR over the past few months developing an outreach program, schedule and various informational handouts. Staff would now like to obtain feedback from the Board regarding these materials and the overall outreach plan.

Other items currently being developed include:

- Informational poster
- Press release
- Web advertisement
- Utility bill insert
- Inside Lynnwood articles
- Draft survey questions (the draft survey questions will be discussed with the Board prior to commencing the survey)

**ACTION:** Discussion

**ATTACHMENTS:**

1) Outreach and Education Program
2) Informational handout
3) Outreach schedule
Transportation Outreach and Education Program

Transportation Benefit District

Overview

The outreach and education program will provide information to Lynnwood residents about critical transportation needs, potential funding solutions, and gauge willingness to support funding options to support future transportation improvements.

Below is the proposed strategy for two components of the outreach program – drop in tabling events and neighborhood open houses.

Drop-In Tabling Events

Purpose
- Advertise the March neighborhood open houses
- Describe Lynnwood’s vision for its transportation system
- Build awareness of future priority projects and funding shortfalls
- Provide information about future funding options and revenue potential
- Encourage people to sign up for the project mailing list to receive a link to the online survey when it is available in April 2014

Format
- Project representative will provide materials and answer questions at each tabling location
- Staff will provide general information
- Staff will encourage visiting community members to attend an open house and sign up for the e-mail list for the online survey

Recommended Locations and Schedule

<table>
<thead>
<tr>
<th>Location</th>
<th>Address</th>
<th>Date/Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Lynnwood Library</td>
<td>19200 44th Ave W</td>
<td>Monday, February 24 2-4pm</td>
</tr>
<tr>
<td>2 Espresso Buono</td>
<td>5106 196th Ave SW</td>
<td>Wednesday, February 26 11am-1pm</td>
</tr>
<tr>
<td>3 Café Ladro</td>
<td>6314 196th St</td>
<td>Wednesday, March 5 8-10 AM</td>
</tr>
<tr>
<td>4 Lynnwood Recreation Center</td>
<td>18900 44th Ave W</td>
<td>Wednesday, March 5 5-7 PM</td>
</tr>
<tr>
<td>5 Lynnwood Senior Center</td>
<td>19000 44th Ave W</td>
<td>To be determined</td>
</tr>
</tbody>
</table>

Neighborhood Open Houses

Purpose
- Share information about Lynnwood’s transportation programs, priority projects, and funding realities
• Provide information about future funding options and revenue potential
• TBD staff and board understand community perspective relating to transportation needs and funding solutions to inform a decision about a possible ballot measure in November 2014

Outcome
• Residents understand the scope of transportation activities, cost, and funding challenges facing the municipal transportation system they value
• Residents understand importance of a well maintained transportation system to the local economy
• Residents understand how capacity improvement projects help achieve the vision for Lynnwood’s City Center and support the local economy
• Residents understand potential funding solutions

Recommended Venues and Schedule

|   | Spruce Elementary School | 17405 Spruce Way
|   | Thursday, March 13 | 6-8pm
| 2 | Lynnwood Senior Center | 19000 44th Ave W
|   | Wednesday, March 19 | 5-7pm
| 3 | Lynnwood Operation and Maintenance Center | 20525 60th Ave W
|   | Week of March 26 – date and time to be determined |

Notification Strategy
• Developing an educational newsletter to be distributed to the community starting in late February
• Articles in the April, June, and October editions Inside Lynnwood. Content for these articles will be determined closer to the publication date
• Utility bill insert to arrive in mailboxes in late February and early March (approximately 3,400 utility customers)
• Web ads in herald.net and Lynnwood Today starting (starting the week of 2/24)
• Posters placed in gathering places (starting the week of 2/24)
• Tabling events
• Notice on Lynnwood website Events and Meetings page
• Meeting notice on City of Lynnwood home page
• Notice on Lynnwood’s eNews
• Communication Transportation and Traffic Task Force, Board and Commission networks as appropriate
• Community survey, to be launched in late April
A sound transportation system is essential to support the existing economy, facilitate desired growth, minimize the cost of congestion and preserve mobility. This system keeps Lynnwood’s nearly 37,000 residents and thousands of daily visitors moving. Despite its importance, Lynnwood’s transportation system remains underfunded. The funding needed to maintain our existing roads, address congestion, improve safety, and make room for cyclists and pedestrians on local roadways greatly exceeds current resources.

There are more transportation needs than funding

The Transportation Benefit District Board is considering a possible future ballot measure to increase the local sales tax and/or increase the vehicle registration fee to generate revenue for much-needed transportation projects.

License Tab Fee ($0 increase, from $20 to $100 per vehicle, per year). Raises $2.5 million for transportation projects annually.

Sales Tax (0.2%, from 9.5% to 9.7%) Raises up to $6 million for transportation projects annually. (Approximately $50 per year per household, based on $35,000 in annual taxable spending)

Total Cost of Lynnwood’s Transportation System

$179 Million: Total Annual Average Cost

$1.5 Million Shortfall

$6.5 Million Funding

Transportation funding needs outstrip current resources

Lynnwood’s Transportation System by the Numbers

295 lane miles of streets
205 miles of sidewalks and paved shoulders
7 miles of state routes
57 signalized intersections
4,350 traffic signs
1,892 street lights
38 million square feet of right-of-way

Lynnwood’s Transportation System in Lynnwood’s Transportation Future

Attend a Neighborhood Open House

The Transportation Benefit District Board is launching a community survey later this spring. Send an email to lynnwoodTBD@ci.lynnwood.wa.us with your name and email address and we will send you a link to the online survey when it is available.

Take Our Survey

Attend a Meeting

The Transportation Benefit District Board will discuss potential funding options at upcoming meetings. The public is encouraged to attend. Meeting dates and agendas: www.ci.lynnwood.wa.us/TBD

Questions?

David Mach, Staff Contact
lynnwoodTBD@ci.lynnwood.wa.us
425-670-5275

Lynnwood Transportation Benefit District Board
P.O. Box 5008
Lynnwood, WA 98046-5008

Have a Say!

Learn more about the state of Lynnwood’s transportation system and future funding options.

Total Transportation Funding Sources

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Streets and traffic signals</td>
<td>$1,700,000</td>
</tr>
<tr>
<td>Grants</td>
<td>$1,400,000</td>
</tr>
<tr>
<td>General fund</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Private development</td>
<td>$500,000</td>
</tr>
<tr>
<td>Overlay program (MVET &amp; real estate taxes)</td>
<td>$550,000</td>
</tr>
<tr>
<td>Transportation Benefit District ($20 vehicle tab fee)</td>
<td>$500,000</td>
</tr>
<tr>
<td>Other</td>
<td>$300,000</td>
</tr>
<tr>
<td>Developer impact fees</td>
<td>$250,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$6.5 Million</strong></td>
</tr>
</tbody>
</table>

Average Annual Transportation Funding Sources

$6.5 Million

The meeting sites are accessible to everyone. To request a reasonable accommodation, including language assistance, contact David Mach, Project Manager, at (425) 670-5275 or by email at lynnwoodTBD@ci.lynnwood.wa.us before March 7, 2014. Persons who are deaf or hard of hearing may contact the event sponsor through the Washington Relay Service, 7-1-1.

Los lugares de las reuniones tienen accesibilidad universal. Para solicitar una acomodación razonable, incluida la asistencia en el lenguaje, llame al Director del Proyecto, David Mach al (425) 670-5275, o envíe un mensaje por correo electrónico a lynnwoodTBD@ci.lynnwood.wa.us antes del 7 de marzo, 2014. Las personas que son sordas o tienen impedimentos del oído pueden informar al patrocinador del evento por medio del Servicio de Relé de Washington—llame 7-1-1.
Our vision

“The City of Lynnwood will be a regional model for a vibrant community.” ...The City will “invest in efficient, integrated, local and regional transportation systems” by:

- Improving pedestrian and bike flow, safety, and connectivity
- Providing adaptive, safe, well-maintained, state-of-the-art traffic management infrastructure
- Supporting the needs of commuters and non-commuters
- Reducing traffic congestion”
# TRANSPORTATION BENEFIT DISTRICT

## Reinvesting

### IN LYNNWOOD’S TRANSPORTATION FUTURE

<table>
<thead>
<tr>
<th>Outreach Activity</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drop-In Tabling Events</td>
<td>Neighborhood Meetings</td>
<td>• Inside Lynnwood article published (April)</td>
<td>• Inside Lynnwood article published (June)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Inside Lynnwood article published (April)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Notification Strategies</td>
<td>Utility bill insert</td>
<td>Utility bill insert</td>
<td>• Surveys mailed to homes</td>
<td></td>
<td></td>
<td>Nov. 2014 ballot filing due by August 5</td>
<td></td>
</tr>
<tr>
<td>Web ads</td>
<td>Web ads</td>
<td>Link to online survey on city home page</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lynnwood e-news update</td>
<td>Lynnwood e-news update</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>City events calendar</td>
<td>City events calendar</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Poster</td>
<td>Poster</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TBD Board Action</td>
<td>TBD Meeting 2/10 – Approve outreach plan</td>
<td>TBD Meeting 3/10 – Approve survey questions</td>
<td>TBD Meeting</td>
<td>TBD Meeting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Present survey and outreach findings</td>
<td>Proceed with Ballot measure and in what format?</td>
<td></td>
<td>Nov. 2014 ballot filing due by August 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Outcomes</td>
<td>Community is aware of open houses and knows basic information about the funding challenges facing Lynnwood’s transportation system.</td>
<td>Community understands critical transportation needs, cost, and funding challenges, and potential funding solutions.</td>
<td>Community provides feedback on transportation priorities and potential funding solutions.</td>
<td>TBD Board understands the transportation needs and funding priorities of the community.</td>
<td>TBD Board makes well-informed decision about proceeding with a ballot measure.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>