AGENDA

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

Regular Meeting
March 10, 2014
6:00 P.M.

10 Call to Order
20 Roll Call
30 Approval of Minutes – Special Meeting February 10, 2014
40 Voucher Approval
50 Presentation and Discussion: Community Education/Outreach and Draft Public Survey
60 Adjournment
City of Lynnwood
Transportation Benefit District Board

Item 30

Regular Meeting
March 10, 2014
6:00 P.M.

TITLE: Approval of Minutes – Special Meeting February 10, 2014

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 February 10, 2014 TBD meeting was the most recent meeting of the TBD Board.

ACTION: Approve the meeting minutes from the February 10, 2014 special meeting.

ATTACHMENTS: February 10, 2014 Special Meeting Minutes
CITY OF LYNNWOOD
TRANSPORTATION BENEFIT DISTRICT BOARD MEETING MINUTES
February 10, 2014

10. CALL TO ORDER – The February 10, 2014 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.

20.

 ROLL CALL
 Board President Loren Simmonds
 Board Vice President Sid Roberts
 Board Member Benjamin Goodwin
 Board Member Van AuBuchon
 Board Member M. Christopher Boyer
 Board Member Ruth Ross
 Board Member Ian Cotton

 OTHERS ATTENDING
 Mayor Nicola Smith
 Public Works Director Franz
 Project Manager Mach

 Council Assistant Beth Morris

30. APPROVAL OF MINUTES – Regular Meeting October 14, 2013
 Motion made by Board Member Roberts, seconded by Board Member AuBuchon, to approve the minutes of the October 14, 2013 Meeting as presented. Motion passed unanimously.

40. VOUCHER APPROVAL

 Motion made by Board President Simmonds, seconded by Board Member AuBuchon, to approve the claims in the amount of $717.50. Motion passed unanimously.

50. PRESENTATION AND DISCUSSION: TRANSPORTATION PLANNING, FUNDING, AND COMMUNITY EDUCATION/OUTREACH

Project Manager David Mach introduced this item and Kimbra Wellock, Senior Associate, Facilitation and Public Involvement, from the consulting firm PRR. He explained that PRR was selected a few months’ ago to assist the Board with the transportation outreach. Public Works Director Franz welcomed the two new Board members and gave some background on this topic.

Public Works Director Franz explained that staff and PRR would be doing education first, followed up with a survey. After that they would come back to the Board to share the results of the survey and let the Board make the decision as to whether or not they feel it is appropriate to move forward with the ballot measure or not, as well as the content that might be on the ballot measure. Director Franz then proceeded to review the proposed

1 Board Member Boyer arrived after the roll call.
Transportation Outreach and Education Program as outlined in the Board’s packet beginning on page 50.2 including drop-in tabling events, neighborhood open houses, and other forms of notification. He stated the venues and schedule of the open houses had been revised as follows: Spruce Elementary School, Thursday, March 31 from 6-8 p.m.; Council Chambers, Tuesday, March 18 from 5-7 p.m.; and Lynnwood Operation and Maintenance Center, Thursday, March 27 from 5-7 p.m.

Director Franz commented that the Mayor has authorized the continuation of the Transportation Task Force. Staff plans to bring that key group as well as some others to meet again before the City embarks on this.

Ms. Wellock added that the purpose of all of this is to give people a number of opportunities to really learn about the state of transportation in the City, how it’s funded, and where some of the shortfalls are, so they have enough background information to give informed feedback about their priorities. The primary goal is to generate enough input to give the Board some really strong information to base a decision on later.

Project Manager Mach reviewed the handouts contained in the packet. Director Franz commented that it would be nice if some Board members could attend some of the open houses.

Discussion:

Board Member Ross spoke to the importance of public outreach. She suggested also putting together a traveling display that could go to things like the volunteer events and some of the board and commission meetings. She commented that the breakdown of the actual cost of the projects is really good information to provide people since most people are not aware of the tremendous costs of these projects. She referred to the list of projects and recommended putting them in priority order with possibly 196th in first place since most people in the City use that street. Finally, she pointed out a typo on the front page.

Board Member Roberts echoed Board Member Ross’s sentiments about prioritizing the projects, but said he would move 36th Avenue West to the top instead of 196th. He asked if the survey will be the primary way that people will communicate with the City. Ms. Wellock said that the survey will be a mail-back survey, but there will also be an online option. People will be notified of the availability of the survey via the newsletter. Residents can submit their email addresses so they will be notified when the survey is available. Ms. Wellock noted that there was some discussion about putting a notice that the survey is available on the landing page of the City’s website.

Board Member Roberts asked what size sample the City is hoping for. Ms. Wellock said she would look into the number that would make it a statistically valid sample. Board Member Roberts asked how screening would be done to ensure that only Lynnwood voters are participating and that there is no double-voting with the online surveys. Ms. Wellock indicated she would need other staff members to respond to that question. Project Manager Mach commented that in addition to the survey, there would be comment forms at the open
houses so written comments can be received. Board Member Roberts agreed with Board Member Ross that most citizens probably aren’t aware of how expensive these projects are.

Board Member Cotton commended the graphic. He noted it is very polished and clearly communicates the need. He referred to the two sides of the center fold and recommended using similar language to the capacity building programs where it refers to “shortfall” instead of “funding needed”. He echoed Board Member Ross’s comment about some kind of graphic that clearly communicates the costs of transportation projects. He commented that under Notification Strategies, posters are listed. He wondered if those would be similar graphics that would be going up in public spaces around the City. Ms. Wellock affirmed that the same content would be reformatted into an appropriate poster size intended to drive people to attend one of the meetings. The posters would be placed in high traffic areas throughout the City.

Board Member AuBuchon asked about the selection process for some of the tabling locations. He noted that the grocery store is a place where he frequently runs into people who have concerns. Ms. Wellock replied they had hoped to have more locations such as grocery stores, but were unsuccessful when they asked for permission. The other locations were selected as a way to meet people where they are. The tabling events would not necessarily be advertised in the same way as the open houses. The hope is to catch people as they are going about their daily activities. This is a way to reach people who might never attend a public meeting. Project Manager Mach said they contacted multiple grocery stores because that seemed like the most natural place to run into local residents, but they were denied by all of them.

Board Member Cotton asked when the survey would be going out. Ms. Wellock replied that it would be going out sometime in the latter part of April. Board Member Cotton asked if the comments picked up at the other events would be folded into the survey. Project Manager Mach said that they would. Ms. Wellock added that PRR typically prepares a summary of each tabling event stating how many people were there and summarizing what kinds of questions were asked. For the open house they would also keep track of the conversations and discussions. Part of the reason for waiting to do the survey until April is if they learn anything is learned from the outreach events that would change their thinking about how to ask questions, they would still have the opportunity to make those changes.

Board President Simmonds referred to the drop-in tabling events. He commented that the Lynnwood Library is a great idea, but Espresso Buono is extremely small and not a great spot for high traffic volume. He suggested that a Starbucks would be a more productive option. He encouraged them to go back and evaluate their options. Board President Simmonds noted that they had talked in October about the possibility of utilizing focus groups, but he didn’t see that mentioned here. Regarding the neighborhood open houses, he commented that the locations make sense as far as segments of the community, but he was surprised that the north/northwest segment of Lynnwood is not included in this. From the standpoint of high density residential, he thinks the Meadowdale High School area might be something to include. Next, he commented that there are 350-400 volunteers in the City. He thinks the City should make a concerted effort to get this information in their hands.
Board President Simmonds commented that with the discussions they have had in the fairly recent past about sidewalk and bicycle projects, including that in this list does not seem wise. He said it skews the money they are trying to raise when they can't even agree on whose responsibility it is to pay for the sidewalks because of the way the state statute reads. He thinks including this in the illustrations could really destabilize all the other stuff the City is doing because of the huge amount of money that is recommended. Director Franz agreed that they need to think about that. Board President Simmonds then referred to Capital Building Programs and also expressed concern about including the Poplar Way Bridge.

Finally, Board President Simmonds commented that he doesn't think the things that are being proposed here can be financed by 37,000 people when every day that many or more people come through our streets from outside the City. He noted that the wear and tear on the streets is not because the residents are wearing them out. He spoke in support of spreading the cost out and letting those that tear up the roads share in that. He noted that even if they go to a ballot measure it is only good for ten years.

Board Member Boyer apologized for arriving late. He concurred that Espresso Buono is a very tiny place and recommended finding a spot with more traffic. He also concurred with the recommendation to have tables at grocery stores. He suggested that maybe someone else besides staff, such as an elected official, needs to try asking the grocery store. Board Member AuBuchon offered to approach businesses for them.

Board Member Roberts suggested having a tabling event at one of the busy strip malls in the area. Board Member Ross asked if the convention center had been considered as a tabling location. Director Franz thought that people coming to the convention center generally are not from Lynnwood. Board Member AuBuchon suggested that the post office might be a good spot. Board Member Cotton pointed out that on the third Monday of every month at 3 p.m. there is a community open house at the Convention Center. This might be another possible location.

60. ADJOURNMENT

Board President Simmonds stated that the next regularly scheduled Board Meeting would be March 10, 2014 at 6:00 p.m. in the Lynnwood City Council Chambers.

The meeting was adjourned at 6:56 p.m.

Loren Simmonds, TBD Board President

Lorenzo Hines, Jr.
Finance Director, acting as Board Treasurer
Item 40

Regular Meeting
March 10, 2014
6:00 P.M.

TITLE: Voucher Approval

DEPARTMENT: Finance/Public Works

DEPARTMENT CONTACT: Lorenzo Hines, Jr./David Mach

BACKGROUND: There have been no invoices submitted to the TBD since the last voucher approval at the February 10, 2014 Special Meeting. No action is needed at this time.

ACTION: None

ATTACHMENTS: None
City of Lynnwood
Transportation Benefit District Board

Item 50

Regular Meeting
March 10, 2014
6:00 P.M.

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TITLE: Presentation and Discussion: Community Education/Outreach and Draft Public Survey

DEPARTMENT: Public Works

DEPARTMENT CONTACT: Bill Franz/Jeff Elekes/David Mach

BACKGROUND: Over the past few meetings, the TBD Board has decided to conduct a city-wide public outreach to educate and survey the stakeholders of Lynnwood’s transportation system. 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. At the February 10, 2014 special meeting, staff provided the TBD Board with the outreach program, schedule and various informational handouts. The TBD Board directed staff to begin the outreach.

Staff would now like to provide a status update as to how the outreach is going to date and obtain feedback on the draft public survey questions. Staff is also asking for permission to proceed with the public survey. If directed to proceed, the survey will be mailed to 5000 randomly selected Lynnwood residents in April 2014. The results will be summarized and presented to the TBD Board in June 2014

ACTION: Discussion

ATTACHMENTS:
1) Board Member Questions from the February 10, 2014 Special Meeting
2) Transportation Outreach Current Status
3) Outreach Schedule
4) Draft Public Survey Questions
Board Member Questions from the February 10, 2014 Special Meeting

At the February 10, 2014 meeting, Board Vice President Roberts had the following two questions which staff did not have answers to at the time. Since then, staff has researched the questions and has the following responses:

1) **Question:** What size sample of completed surveys are we hoping for?

   **Answer:** 5000 surveys will be mailed out to randomly selected Lynnwood residents. In order to have a statistically accurate representation, based on the population of Lynnwood, we need to have a sample of 387 completed surveys to achieve a margin of error of +/- 5%.

2) **Question:** How will screening be done to ensure that only Lynnwood voters are participating and that there is no double-voting with the online surveys?

   **Answer:** The surveys will be separated into two categories, Statistical Surveys and Public Surveys. The Statistical Surveys are those which will be completed by randomly selected residents (see question #1 above). The Public Surveys are those which will be completed by anyone else. The data from the Statistical Surveys will be collected separately from the Public Surveys and will be analyzed separately.

   The Statistical Surveys will be mailed to Lynnwood residents only. Additionally, there will be a question on both the paper and the online version that asks if the person being surveyed is a Lynnwood resident. These two strategies should ensure that only Lynnwood residents are taking the Statistical Survey.

   Each copy of the paper version of the Statistical Survey will have a unique number printed on them. This will ensure that no one can make copies of the survey and send it in more than once. If the person choses to take the online Statistical Survey instead of the paper version the same unique number will be needed to answer the first question of the survey. The online version will also be programed so that it can be completed only once from any specific computer.
Transportation Outreach Current Status

Completed Outreach Events
- Lynnwood Senior Center, Monday, February 24, 10:30 a.m. – 12:30 p.m. (29 participants)
- Lynnwood Library, Monday, February 24, 2-4 p.m. (17 participants)

Comment Summary to Date
- General lack of awareness of transportation needs in Lynnwood
- Lack of awareness of transportation funding needs and shortfall
- Many participants believe that Lynnwood’s transportation system is in good repair
- General satisfaction with how Lynnwood is accommodating growth
- Many of the capital projects featured in the printed piece are needed (especially the Poplar
  Way Extension, 196th Street SW, and 36th Avenue W projects)
- Senior center patrons interested in maintaining bus service/transit operations
- Questions about light rail and bus service
- Maintenance and capacity-building projects are both important

Upcoming Outreach Events
- Tabling events:
  - Edmonds Community College, Monday, March 3, 11:30 a.m. – 1:30 p.m.
  - Café Ladro, Wednesday, March 5, 8-10 AM
  - Lynnwood Recreation Center, Wednesday, March 5, 5-7 PM
- Open houses:
  - Spruce Elementary, Thursday, March 13, 6-8pm
  - Lynnwood Council Chambers at City Hall, Tuesday, March 18, 5-7pm
  - Lynnwood Operations and Maintenance Center, Thursday, March 27 5-7pm

Event Notifications
- Web ads starting on HeraldNet (heraldnet.com) and Lynnwood Today (began Monday,
  February 24)
- Utility bill insert to 3,710 Lynnwood residents (starting the week of March 3)
- Poster distributed in community gathering places around Lynnwood (starting the week of
  March 3)
- Meeting notices on City of Lynnwood webpages:
  - Transportation Benefit District meetings page (posted)
  - Events and Meetings Calendar (posted)
  - Home page (in progress)
- Notice through Lynnwood’s eNews (in progress)

Future Community Education
- Project folio to appear in spring edition of Inside Lynnwood
# Transportation Benefit District

**Reinvesting in Lynnwood's Transportation Future**

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<th>Outreach Activity</th>
<th>February</th>
<th>March</th>
<th>April</th>
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<td>Drop-In Tabling Events</td>
<td>Neighborhood Meetings</td>
<td>• Inside Lynnwood article published (April)</td>
<td>• Community Survey</td>
<td>• Inside Lynnwood article published (June)</td>
<td>• Analyze survey data and prepare report</td>
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<td>Survey mailed to homes</td>
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<td>• Link to online survey on city home page</td>
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| TBD Board Action       | TBD Meeting 2/10 - Approve outreach plan | TBD Meeting 3/10 - Approve survey questions | TBD Meeting Present survey and outreach findings | TBD Meeting Proceed with Ballot measure and in what format? | Nov. 2014 ballot filing due by August 5 |

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<th>Outcomes</th>
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<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>
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