

Diversity Commission Strategic Planning Meeting

Wednesday, July 1, 2015

7:00 p.m.

Agenda

1. Mayor welcome and comments
2. Introductions – icebreaker (Regina)
 - a. review of Lynnwood’s community vision
 - b. review mission of Diversity Commission
3. History of Commission (Julie)
 - a. Role of a commissioner
4. What is strategic planning (Corbitt)
5. Discussion:
 - a. outcomes we want
 - b. kind of city Lynnwood would like to become
 - c. What does success look like?
6. Next steps
7. Adjourn

Lynnwood Moving Forward: Our Community Vision

The City of Lynnwood will be a regional model for a sustainable, vibrant community with engaged citizens and an accountable government.

Our vision is...

To be a welcoming city that builds a healthy and sustainable environment.

- Safe and walk-able interconnecting residential and commercial neighborhoods
- Vibrant city center
- Promote Lynnwood as an affordable place to live, work, and play
- Aesthetic neighborhood quality through code enforcement
- Preserve and expand natural spaces, parks, and cultural diversity and heritage
- Integrate the built environment to support the natural environment
- Encourage economic development

To encourage a broad business base in sector, size and related employment, and promote high quality development.

- Promote high quality, sustainable development and design (LEED)
- Balanced commercial development mindful of traffic management
- Convention center as an engine of economic growth and community events
- Protect residential areas from commercial use
- Communicate with the community on city plans, policies, and events

To invest in preserving and expanding parks, recreation, and community programs.

- Develop a network of pedestrian and bike trails for recreation and transportation
- Encourage business/organization partnerships & participation to create and promote community events
- Create civic pride through cultural arts, events, parks, and services
- Promote healthy lifestyles
- Provide diverse senior services creating a liveable community
- Establish a new signature event that creates civic pride
- Use parks and cultural arts to attract economic growth

1 ***To be a cohesive community that respects all citizens.***

- 2 • A safe, clean, beautiful, small-town atmosphere
- 3 • Build and enhance a strong, diverse, integrated community
- 4 • Develop and identify physical neighborhoods
- 5 • Encourage citizens to be involved in community events
- 6 • Engage our diverse population through effective, inclusive communication
- 7 • Continue community communications and open process

8 ***To invest in efficient, integrated, local and regional transportation systems.***

- 9 • Improve pedestrian and bike flow, safety, and connectivity
- 10 • Adaptive, safe, well-maintained, state-of-the-art traffic management infrastructure
- 11 • Support the needs of commuters and non-commuters
- 12 • Reduce traffic congestion

13 ***To ensure a safe environment through rigorous criminal and property law***
14 ***enforcement.***

- 15 • Continue to provide good quality response times for fire, paramedics, and police
- 16 • Encourage support for police and fire department citizen volunteer programs
- 17 • Become a benchmark city through technology and through neighborhood
18 involvement
- 19 • Increase police presence through more patrol and bike officers
- 20 • Increase and support public education on public safety

21 ***To be a city that is responsive to the wants and needs of our citizens.***

- 22 • Develop goals and objectives that benefit residents and businesses
- 23 • Create/enhance Lynnwood's brand identity
- 24 • Govern and grow in a way to stay true to the city's defined identity
- 25 • Develop and execute a measurable strategic plan (budget, timeline); involve
26 community
- 27 • Fair and diverse revenue base
- 28 • Promote Lynnwood's convenient location to maximize opportunities and benefits
- 29 • Be environmentally friendly – sustainable

30 ***Adopted by the Lynnwood City Council on 1/26/09. Reaffirmed by Resolution 4/13/15.***

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Citizen Summit: Budgeting for our Community Vision
Wednesday, May 7, 2014
Lynnwood Convention Center

PROCESS:

On Wednesday, May 7, 2014 – 55 city board members, commissioners, volunteers, and key stakeholders attended the City of Lynnwood’s Citizen Summit titled *Budgeting for Our Community Vision*. Facilitator Andrew Ballard of Marketing Solutions led the group through an exercise utilizing the Lynnwood Community Vision to create a list of budget prioritizations.

Attendees were divided into seven working groups and each table was assigned one of the seven vision statements. A staff facilitator led each table through an initial brainstorm exercise to identify ways to implement the vision statement. After the initial brainstorm, thoughts were consolidated and the table voted to select their top 4-6 areas. Each table facilitator then reported out on their table’s top 4-6 areas. After the report out, each participant was given six voting dots, and asked to place one vote on their top priority under each of the other six vision statements. The results of that voting are listed below. The complete list of brainstorming ideas are outlined beginning on page 3.

PRIORITIZATIONS:

Vision Statement 1: *To be a welcoming city that builds a healthy and sustainable environment.*

- **Encourage city personnel and programs to reflect diverse community..... [17]**
- **Retain natural spaces and habitat.....[9]**
- Develop community gardens and pea patches and farmers markets that support a sustainable food system..... [8]
- Accountability and continuity of construction with roadways and sidewalks..... [4]
- Accessible bikeways and trails with consistent signage..... [3]

Vision Statement 2: *To encourage a broad business base in sector, size and related employment, and promote high quality development.*

- **Budget for community events.....[15]**
- **Create a marketing team to identify ideal companies and market Lynnwood as an attractive location.....[13]**
- Bring major pillars of the community together (i.e. health care, education, government) to promote the identity and strategic values of the city [6]

- 1 • Congruency audit to ensure municipal codes - taxing, structure, work together –
- 2 avoid conflicts.....[3]

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4 **Vision Statement 3: *To invest in preserving and expanding parks, recreation, and***

5 ***community programs.***

- 6 • **Fund the capital facilities plan – existing needs and future parks, City Center**
- 7 **park.....[14]**
- 8 • **Arts and events programming – community based, affordable, accessible....[12]**
- 9 • **Healthy Communities Program and plan – holistic approach..... [7]**
- 10 • **Street scape and greenways improvements – corridors, trees, gathering spaces,**
- 11 **and accessibility..... [4]**
- 12 • **Capacity building – grant writer, partnerships, volunteer coordinator,**
- 13 **outreach program staff..... [1]**

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15 **Vision Statement 4: *To be a cohesive community that respects all citizens.***

- 16 • **Bring back city celebrations – cultural events with outreach..... [26]**
- 17 • **Non-vehicle mobility – connectivity..... [13]**
- 18 • **Designated athletic fields..... [2]**

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20 **Vision Statement 5: *To invest in efficient, integrated, local and regional transportation***

21 ***systems.***

- 22 • **Pedestrian safety: crossing, sidewalks, bridges over major roads, mid-block**
- 23 **crossings, flashing lights in all school zones..... [30]**
- 24 • **Coordinated transit: link local to regional, more / additional local transit routes,**
- 25 **non-motorized connections linked to transit systems..... [10]**
- 26 • **Traffic safety improvements: roundabouts (52nd & 208th St), right turn pockets / lanes at**
- 27 **major intersections (similar to 196th St & Hwy 99), increase yellow light timing.....[6]**

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29 **Vision Statement 6: *To ensure a safe environment through rigorous criminal and***

30 ***property law enforcement***

- 31 • **Staff funding for public outreach and education: police and fire partnership,**
- 32 **safety, cops in schools, all community drug education, community service officer**
- 33 **/ community outreach, established curriculums, full time Public Information**
- 34 **Officer, officers out of cars – walking, bikes, etc.....[32]**
- 35 • **Adequate staffing to ensure levels of services and response times..... [10]**

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Vision Statement 7: *To be a city that is responsive to the wants and needs of our citizens*

- **More investment in historical and cultural resources, healthy citizens, parks, and community identity..... [19]**
- **Increased communication between the City and the community with increased cultural awareness – two-way communication..... [9]**
- Promote more community and non-profit organizations capable of providing community services and promote increased corporate leadership engagement..... [8]

INITIAL BRAINSTORMING:

Vision Statement 1: *To be a welcoming city that builds a healthy and sustainable environment.*

- Include distance in signage
- Pea patch program
- Community gardens
- Programs to support individuals property upkeep
- Retain natural spaces
- City personnel to reflect its community better
- More accessible communications for our diverse population
- Job creation
- Attract small business
- Pet friendly
- Look at traffic patterns
- Equitable / safe signage around all schools – currently not all equal
- Welcoming signage into the City of Lynnwood
- Wider walkways
- ADA accessible
- Separate bikeways
- Barriers between bikes and cars
- More continuity with walkways, accountability for new projects
- Design standards
- Accountability and continuity of construction with new roadways and sidewalks
- Better wayward signage and directional – examples: parks, city buildings
- Develop community gardens and pea patches and farmers market that support sustainable food systems
- Retain natural spaces and habitat
- Encourage city personnel and programs to reflect diverse community

- 1 • Accessible bikeways and trails with consistent signage

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3 **Vision Statement 2: *To encourage a broad business base in sector, size and related***
4 ***employment, and promote high quality development.***

- 5 • Increase processing capacity for projects during peak times
6 • Traffic money collected should be applied to traffic management
7 • Budget for community events
8 • Marketing budget for city events team
9 • Identify and market to attract companies to locate to Lynnwood
10 • Cooperative funding model for business that meets definition of sustainable business or
11 LEED
12 • Bring pillars of community together: health, education, government, businesses
13 • Congruency audit: zoning codes, taxing structure

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15 **Vision Statement 3: *To invest in preserving and expanding parks, recreation, and***
16 ***community programs.***

- 17 • Trail to access farmers market
18 • Improve sidewalks – accessible, improve streetscapes
19 • Expand bike facilities
20 • Master plan the park system to be a premier cultural attraction that connects to Link
21 Light Rail
22 • Create places that serve as arts / event venues that are accessible – pedestrian friendly
23 • Hwy 99 corridor: improve look and fit of trees, streetscapes with visible greens and that
24 have gathering spaces
25 • Create wildlife corridors – greenways
26 • Establish an enhanced volunteer program – events, plantings, staff needed
27 • Children’s garden
28 • Community gardens: community farming, urban gardening, volunteers and partner
29 organizations
30 • Homeless issues: clean up Lynnwood, provide support and services
31 • Establish commercial kitchens – like a drop-in center e.g. Community Kitchens
32 • Improve Mesika Trail and integrate better into campus
33 • Update city campus and hold public events
34 • Require businesses to improve landscape
35 • Offer affordable rec, cultural and, community classes through outreach and scholarships
36 • Park planner – grant and partnership developer
37 • Leverage capacity building: partnerships
38 • Expand senior facilities and programs
39 • Outreach to seniors, vets, disabled, homeless – use volunteers or coordinators

- 1 • Fund the capital facilities plan
- 2 • Fund the Healthy Communities Plan
- 3 • Art galleries: show spaces for community members, park installation
- 4 • Establish time bank: community resources and volunteer coordinator
- 5 • Art program along corridors (196th, Hwy 99) – fit international business and community
- 6 • City center parks with street venue
- 7 • Lynnwood Place – park and art
- 8 • Spaces – create community gathering spaces

9 Brainstorming Consolidation:

- 10 • Volunteer coordination
- 11 • Arts programing / events
- 12 • Capacity building – grants, partners
- 13 • Greenways, bike facilities, sidewalks, trail improvement
- 14 • Food access / gardens / community kitchens
- 15 • Parks Capital Facilities Plan – fund it
- 16 • Healthy Communities program
- 17 • City Center: park, connect to streetscapes
- 18 • Streetscape improvements: corridors, trees, and gathering spaces
- 19 • Accessibility: programs, outreach, homeless, vets

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21 **Vision Statement 4: *To be a cohesive community that respects all citizens.***

- 22 • Town center
- 23 • Walkability
- 24 • Bike lanes
- 25 • Bicycle racks
- 26 • Mixed use living / business
- 27 • Gallery
- 28 • Open sports field
- 29 • Develop small lake areas
- 30 • Signage for neighborhoods
- 31 • Neighborhood groups
- 32 • City celebrations
- 33 • Cultural holiday event / recognize
- 34 • Multi-cultural fair with a place provided
- 35 • Attend a cultural event
- 36 • Have city reach out (Department heads / Council) to each community
- 37 • Specific cultural events

38 Brainstorming Consolidation:

- 1 • Mixed use town center
- 2 • Non-vehicle mobility / connectivity
- 3 • Designated athletic fields
- 4 • Bring back city celebrations / cultural events
- 5 • Enhanced neighborhood identification

6 **Vision Statement 5: *To invest in efficient, integrated, local and regional transportation***
7 ***systems.***

- 8 • Yellow light timing: increase
- 9 • Flashing school zone light at all schools
- 10 • More motorcycle cops enforcing red light runners, not red light cameras
- 11 • Add right turn lanes / pockets at key locations such as around the mall
- 12 • Bypass routes through the city for commuters
- 13 • Connect missing links for non-motorized transportation in school areas / zones
- 14 • Traffic congestion is good so that people will switch from cars and move to using transit
- 15 • Bike lanes on major routes with safety separation from pedestrians
- 16 • More bike lanes and pedestrian sidewalks
- 17 • Enough parking at Park and Ride, especially with Light Rail
- 18 • Coordinate motorized and non-motorized with local and regional transportation systems
- 19 • Bike / ped bridge: Cedar Valley elementary to Apartments on 196th
- 20 • Really maintained sidewalks
- 21 • Roundabouts – 52nd Ave W and 208th St
- 22 • Roundabout without stop signs
- 23 • Side street parking
- 24 • 196th St SW and SR 99 alternative / safer crossings / ped bridge
- 25 • Mid-block crossing / walk with flashing lights
- 26 • More buses on 196th St
- 27 • Bus routes on smaller streets

28 **Vision Statement 6: *To ensure a safe environment through rigorous criminal and***
29 ***property law enforcement***

- 30 • Continue to fund and integrate public education to match growth: police and fire
31 partnership and outreach, curriculum for neighborhoods from community service officers,
32 all community drug education
- 33 • Continue Citizens Academy and Lynnwood University
- 34 • Adequate staffing to ensure response times back to original times and service levels–
35 police and fire
- 36 • More out of car in community by officers: motorcycles, bicycles, walking, parks and
37 schools
- 38 • Have police and fire involved outside of work: softball, basketball sports team compete
39 with each other not community members

- 1 • At leadership level, integrate police and fire
- 2 • Appropriately fund ER&R for police and fire for safety and effectiveness
- 3 • Public Information Officer full time
- 4 • Domestic Violence support
- 5 • Grant funding for technology

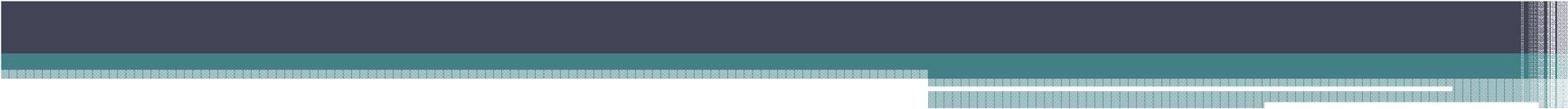
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7 **Vision Statement 7: *To be a city that is responsive to the wants and needs of our citizens***

- 8 • More investment in historic / cultural arts
- 9 • Community identity
- 10 • Healthiest community
- 11 • Not just a bedroom community
- 12 • Jobs and homes balance: reduce need to commute
- 13 • Invest in new / more parks
- 14 • Corporate leadership engaged
- 15 • More community arts and culture
- 16 • Cultural awareness
- 17 • Communication to and from city and citizens (translation)
- 18 • Community / civic events
- 19 • Promote and encourage more local and regional community organizations / services /
- 20 facilities
- 21 • Recognize, preserve, and promote cultural and historic richness resources

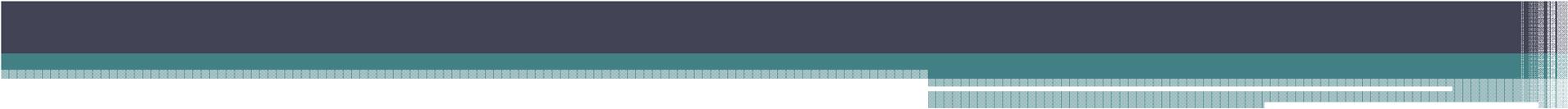
Neighborhoods & Demographic Diversity Commission Presentation to Lynnwood City Council

Monday, April 21, 2014



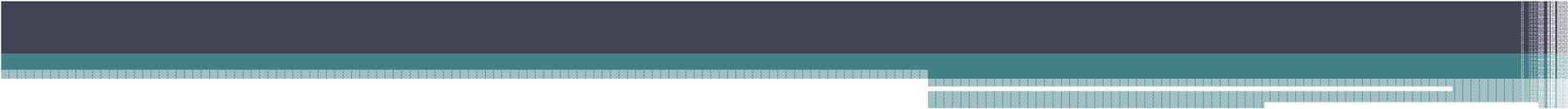
Our Mission

- The mission of the Diversity Commission is to foster an environment of mutual respect and understanding for all people in Lynnwood by connecting, sponsoring, and supporting community building.



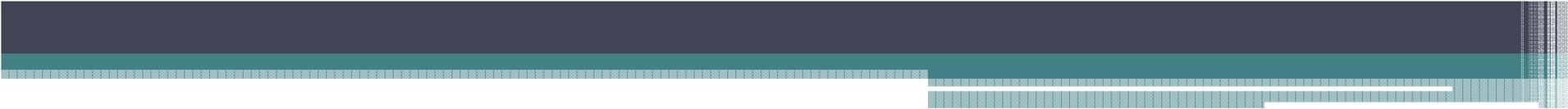
Who We Are

- Shirley Sutton, Chair
- Rosamaría Graziani, Vice Chair
- Glenda Powell-Freeman, Commissioner
- Pining Reyes, Commissioner
- Angel Shimelish, Commissioner
- Ty Tufono, Commissioner
- Julie Moore, Staff Liaison
- M. Christopher Boyer, Council Liaison



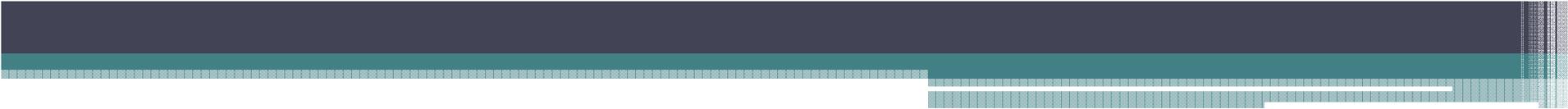
Lynnwood's Community Vision

- The Diversity Commission strongly supports the Lynnwood Community Vision. The work of the Diversity Commission is strongly connected to the following Vision Statement:
 - To be a cohesive community that respects all citizens.



Recommendations

- All City employees have continuous opportunities for diversity and cultural competency training so that diversity becomes an institutional “norm” or “culture” of the City of Lynnwood.
 - Survey employees on the skills/tools they need to feel competent in connecting with diverse populations.



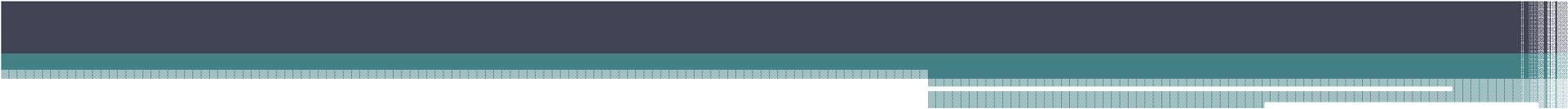
Recommendations

- Training for job application screeners and interviewers to be aware of cultural nuances from job candidates in interviews and how to interpret job qualifications.
 - For example: interpreting body language during an interview. Or allowing job experience (or volunteer position) to substitute for educational requirements.



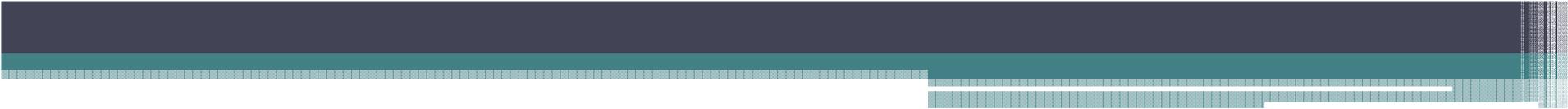
Recommendations

- Need to recruit diverse applicants to open positions.
 - Host employment forums for residents interested in working for the City to develop a pool of candidates. Residents will hear from current city personnel to describe their positions, their working environment, responsibilities and more.



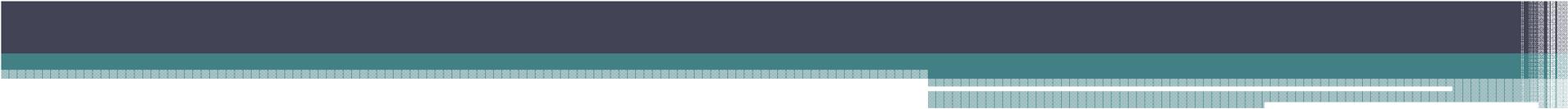
Recommendations

- Hire a Diversity Coordinator in the Human Resources Department to recruit a diverse employee base, and facilitate employee trainings and on-going educational opportunities.



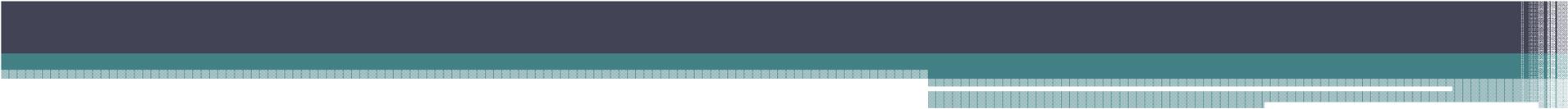
Recommendations

- Diversity Commissioners take diversity sensitivity training / facilitator training to become trainers.
 - Create community awareness forums focusing on diverse, under-served and under-represented, and under-privileged residents.



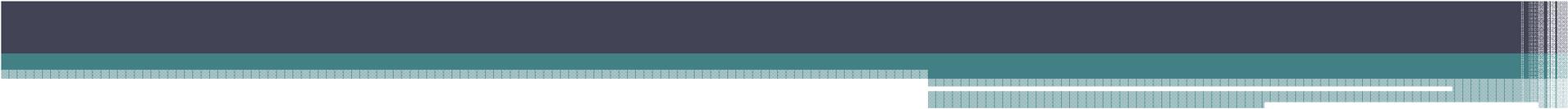
Recommendations

- Examine the methods in which the City provides communications and outreach to our diverse community.
 - Identify no-cost or low-cost resources to better reach diverse communities.



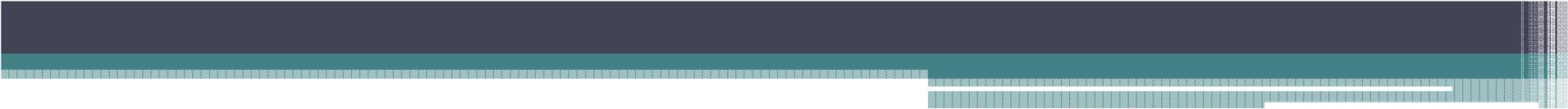
Strategic Goals

- One of the Diversity Commission strategic goals is: As the City continues to prioritize and be accountable for neighborhood and community diversity issues, the Commission will collaborate and support all suggested efforts by:



Collaboration

- Working with the Community Outreach Specialist and Director of Human Resources
- Identify and recommend cultural diversity trainings for employees and community

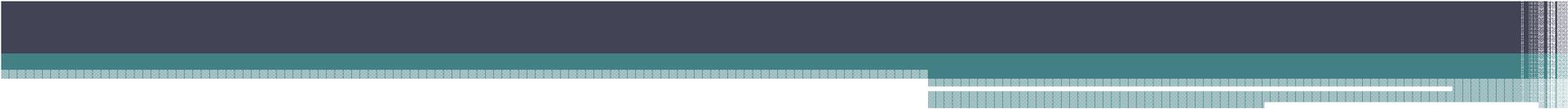


Collaboration

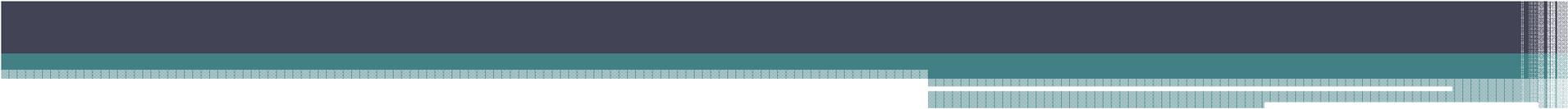
- Identify 3-5 community demographic groups, upon completion of employee survey, and create informal sessions to increase cultural awareness – ‘culture sharing’.
- Commissioners will use their skills, talents and connections to communicate to the community regarding City resources and services.

Diversity = All Differences

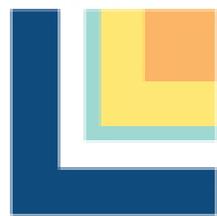




Questions?



Thank You!



LYNNWOOD
W A S H I N G T O N

NEIGHBORHOODS & DEMOGRAPHIC DIVERSITY COMMISSION

**Neighborhoods Demographic Diversity Advisory Commission
Strategic Priority Matrix - January 2009**

		Relationship / Collaboration	Systemic Change	Accountability
5 year Objectives	Goal 1	Successful facilitation of relationships/collaboration (police, government, neighborhoods, immigrant communities & communities of color) that create positive impact on residents.	The "face of the city" changes to reflect city demographics.	The City of Lynnwood continues to prioritize and be accountable for neighborhood and community diversity issues.
<hr/>				
3 year Goals (Desired Results)	Goal 1	Ongoing community forums are institutionalized into city's "way of doing business"	City increases the % of diverse representation among city leadership (elected), staff, boards, commissions. Measurable increase over a prescribed timeline	Commission proactively identifies, prioritizes, and addresses issues – brings community voice to city leadership
	Goal 2	Establish self-sustaining network of trusted messengers between groups	The Commission monitors, agitates, encourages...complains	City is publicly and measurably accountable to community for results
	Goal 3	Shift perception of Police and Government as protector/resource	Representative of citizens including under-represented groups are visible and active in greater community	Communities/neighborhoods feel welcome and comfortable in bringing issues forward
	Goal 4	Create and identify constructive (safe) venues for collaborative strategic planning to face conflicts/opportunities	All communities are aware of, represented, and involved in city events, decisions, directions	
<hr/>				
Annual Priorities	Goal 1	Conduct bi-annual community forums	Identify opportunities for recruitment in under-represented communities for employment & volunteer opp.	Identify and personally visit neighborhood groups/org/businesses
	Goal 2	Identify and develop plan for a network of trusted messengers	Review, monitor, report on % change	Track and monitor hot community issues to bring forward to larger commission and city