

Mayor's Directive 09-01

Establishing a Citizens Visioning Task Force

Establishment of a Visioning Task Force

A Lynnwood Citizens Visioning Task Force is hereby established pursuant to the provisions set forth below. The Task Force shall be associated with the Office of Neighborhoods and Community Affairs and that Office shall provide support for the Task Force.

Timeframe for Task Force

The Task Force is limited in existence until December 31, 2010. The purpose of the Task Force is also limited to addressing the specific topic¹ of "visioning" and its general relation to various aspects of city programs, service, and activities, and within the context of beginning to accomplish our long-term citywide vision.

Overview

In late fall 2007 the City of Lynnwood began an effort to begin a broad and inclusive effort to engage citizens in the development of a city-wide visioning effort entitled, "*Visioning Lynnwood: Building Our City's Future with Your Ideas.*" The Mayor identified the continuing unfilled need to develop and adopt a city-wide vision in his State of the City Speech on March 14, 2007. The City Council also concurred in support of the Visioning Lynnwood effort in March, 2007. See the attached pamphlet describing the "Visioning Lynnwood" process.

Over 400 citizens and stakeholders contributed 812 hours of their time during 29 public meetings. They gave over 4,000 ideas, constructive criticisms, and suggestions, to the four (4) visioning brainstorming questions that started the process. A group of 47 individuals gave more of their personal time totaling 561 additional volunteer hours to work all those 4,000+ items down into a two page set of key statements containing a city-wide vision and seven (7) core categories, each with additional explanatory statements.

The group of people who worked during the summer and fall of 2008 on the development and refinement of "working draft" of the city-wide vision have indicated a continuing interest in helping get the city-wide vision and core statements formally adopted by the city. Furthermore, they wish to support and help with implementing that city-wide vision to the extent possible. In addition, each of those citizens should be recognized for their valuable work and continued interest.

Strategic Planning & City-Wide Vision Required

Our Lynnwood Municipal Code calls for a periodic and iterative process to develop, define, establish, and to continually refine a city-wide vision.² It calls upon

¹ See LMC 2.24.010.

² See LMC 2.70. See the attached excerpt of the Performance Measurement and Results Act (PMRA) of 2000.

1 city leadership to develop a truly comprehensive system of vision, mission, goals and
2 related administrative processes/actions that link together and are aligned in moving
3 towards the accomplishment of the city-wide vision.

4 Our Office of Neighborhoods and Community Affairs (ONCA) also has a
5 legislative mandate³ to ensure the “*timely and meaningful participation*” and
6 engagement with citizens, business owners, and other stakeholders in “*all aspects of*
7 *city visioning, strategic planning, goal setting and the provision of city programs and*
8 *services.*”

9 **Our Lynnwood City Vision**

10 Due to the recent “Visioning Lynnwood” effort, our citizens have
11 recommended, and the City Council on November 12, 2008, has accepted as a
12 “working draft,” an overarching vision for our city’s future that:

13 ***“The City of Lynnwood will be a regional model***
14 ***for a sustainable, vibrant community with***
15 ***engaged citizens and an accountable government.”***

16 One part of the city-wide vision is:

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

19 . . .

- 20 • **Govern and grow in a way to stay true to the city’s defined**
- 21 **identity.**
- 22 • **Develop and execute a measurable strategic plan (budget,**
- 23 **timeline); involve community. “**

24 “Accountable government,” as called for in the recommended vision, by
25 definition requires an engaged and informed public. One means of ensuring the “*timely*
26 *and meaningful participation*” and engagement with citizens, business owners, and
27 other stakeholders, in “*all aspects of city visioning, strategic planning, goal setting and*
28 *the provision of city programs and services,*” is the establishment of a time limited task
29 force of citizens focused on helping establish and implement a city-wide Lynnwood
30 Vision.

31 Another key responsibility is to explore, examine, and recommend, appropriate
32 continuing organizational structures and means of ensuring that our city’s leadership,
33 staff, and the city itself can “*govern and grow in a way to stay true to the city’s defined*
34 *identity.*” Furthermore, that the city does actually “*develop and execute a measurable*
35 *strategic plan (budget, timeline); [and] involve [the] community. “*

36 This is consistent with the long-standing statewide public policy established by
37 citizens in 1972 that provides, in part:

³ See LMC 2.21.010.

1 *“The people of this state do not yield their sovereignty to the agencies*
2 *that serve them. The people, in delegating authority, do not give their*
3 *public servants the right to decide what is good for the people to know*
4 *and what is not good for them to know. The people insist on remaining*
5 *informed so that they may maintain control over the instruments that*
6 *they have created.”*⁴

7 This vision for our city requires that we commence an immediate, concerted,
8 and effective effort to identify the means by which our city begins implementing,
9 progresses toward, and then ultimately accomplishes our city-wide vision.

10 **Task Force Purpose & Responsibilities**

11 The purpose of this **working** task force shall be to identify the topics/issues it
12 deems appropriate to assist with the establishment and implementation of the city-
13 wide vision. It will be the initial means to ensure meaningful and timely engagement
14 of citizens. The Task Force will have responsibility to recommend:

- 15 1. What long-term processes and organizational structures, if any, should be
16 established to carry-out citizen oversight of implementation, and future
17 reviews/revisions of the city-wide vision.
- 18 2. What the means and timing should be to communicate (1) now; (2) in the
19 near term; and (3) in the future, with citizens, visioning participants,
20 stakeholders and others, regarding implementation and future revisions of
21 the city-wide vision.
- 22 3. The final vision report on the history, process, development, and outcomes
23 of the current phases of the Visioning Lynnwood project by April 1, 2009.

24 It shall be the responsibility of the task force and its members to be active and
25 available to provide such information, support, and/or take such actions as it deems
26 necessary to ensure that its recommendations are addressed through changes
27 and/or creation of necessary and appropriate:

- 28 1.) Policies of the city;
- 29 2.) Budgetary decisions in 2009 and 2010.

30 The term of the Task Force intentionally extends beyond its final report in
31 order to have its members available to participate in, and assist, all sectors of the city
32 in addressing its actionable recommendations.

33 **Organizational Structure, Timeline & Action Reports**

34 The task force may organize itself in such manner as it desires and in the
35 manner it determines appropriate to accomplish its overall purpose and functions in a
36 timely manner. The minimum organizational structure to ensure basic operations of
37 the task force shall be:

⁴ This partial quote of public policy is in Initiative 276, November 7, 1972, see RCW 42.56.030; originally codified as RCW 42.17.251.

1 **Chair:** A Chair to preside over task force meetings, to conduct the
2 administrative affairs of the task force, and as authorized by the task force, to
3 appoint its members to take on certain responsibilities and to do various
4 activities to accomplish the purposes and functions of the Task Force.

5 **Vice-Chair:** A Vice-Chair, to conduct all of the responsibilities of the Task
6 Force Chair when the Chair is absent or unavailable.

7 **Communicating Secretary:** A Communicating Secretary to ensure that a
8 complete and appropriate record of Task Force activities is developed, and
9 then as authorized by the Task Force, and in consultation with the Chair, to
10 conduct necessary and appropriate internal and external communications with
11 the staff, public, stakeholders, other organizations, or persons.

12 **Meetings:** The first meeting of the Task Force shall include at least the
13 following activities:

- 14 1) To convene and organize itself.
- 15 2) To discuss and clarify any questions regarding the purpose
16 and scope of the task force; and
- 17 3) Review an advance schedule of meeting times/dates; and
- 18 4) To review and establish an agenda of topics for its second
19 meeting, including an orientation presentation on the status
20 of City of Lynnwood activities consistent with the “working
21 draft” vision.

22 The second meeting of the Task Force shall include at least the following
23 activities:

- 24 1) Begin the orientation presentation for Task Force members;
- 25 2) Begin to identify the topics it will generally review and the
26 scheduling of meeting dates to specifically address those
27 topics/issues; and
- 28 3) Identify initially, what information might be requested of other
29 departments and key stakeholders in the community that will
30 relate to the task force’s purpose and scope.

31 The third meeting of the Task Force shall include at least the following
32 activities:

- 33 1) Completion of the orientation presentation; and
- 34 2) Complete a short list of identified general topics the Task Force
35 wishes to review.

36 The Task Force shall meet as needed or at the call of the Chair, except in its
37 discretion it may choose not to meet during the months of July and/or August of 2009
38 and 2010, and after it submits its respective interim or final report of actionable
39 recommendations.

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Action Recommendations & Reports

The Task Force shall develop actionable recommendations and report them to the Mayor and administration at least as follows:

- 1) An **interim** report in June/July 2009 for recommendations for consideration in the mid-biennial budget process.
- 2) A **final** report by June 30, 2010, for recommendations for consideration in the 2010-11 biennial budget process.

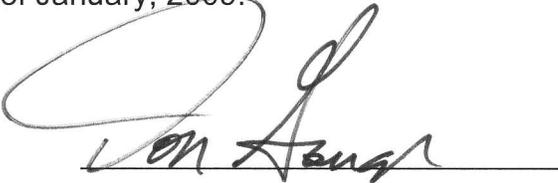
Qualifications – Minimum

A resident, business owner or employee, professional, or others who are willing to volunteer to **work** at making your City of Lynnwood the best is can be, consistent with the vision of its citizens.

This group will be a **large** group to ensure that voices from all corners of our community are heard.

This directive may be changed at the discretion of the Mayor.

Signed and Executed this 9th day of January, 2009.



Don Gough, Mayor