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**19100 44<sup>th</sup> Avenue W, Lynnwood, WA, 98036**

**6:00 P.M.**

- |    |   |
|----|---|
| 10 | <b>Call to Order</b>  |
| 20 | <b>Roll Call</b>  |
| 30 | <b>Approval of Minutes – Regular Meeting October 14, 2013</b>   |
| 40 | <b>Voucher Approval</b>   |
| 50 | <b>Presentation and Discussion: Transportation Planning, Funding and Community Education/Outreach</b> |
| 60 | <b>Adjournment</b>  |

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

**ATTACHMENTS:** October 14, 2013 Regular Meeting Minutes

CITY OF LYNNWOOD  
TRANSPORTATION BENEFIT DISTRICT BOARD MEETING MINUTES  
October 14, 2013

1  
2 10. CALL TO ORDER – The meeting of the City of Lynnwood Transportation Benefit District  
3 (TBD) Board, held in the Council Chambers of Lynnwood City Hall, was called to order by  
4 Board President Simmonds at 6:00 p.m. on October 14, 2013.

5  
6 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

7  
8  
9 Board President Simmonds announced that he had received communication from Board  
10 Member Smith and Board Member Goodwin informing him that they would not be at  
11 tonight's TBD meeting.

12  
13 30. APPROVAL OF MINUTES – Special Meeting April 29, 2013

14  
15 *Motion made by Board Member Boyer, seconded by Board Member Roberts, to approve the*  
16 *minutes of the April 29, 2013 Special Meeting as presented. Motion passed unanimously.*

17  
18 40. VOUCHER APPROVAL

19  
20 *Motion made by Board President Simmonds, seconded by Board Member Boyer, to approve*  
21 *the claims in the amount of \$1,518.60. Motion passed unanimously.*

22  
23 50. ORDINANCE #6 OF THE CITY OF LYNNWOOD TRANSPORTATION BENEFIT  
24 DISTRICT ADOPTING THE 2014 BUDGET

25  
26 A. Public Hearing

27  
28 Board President Simmonds opened the hearing at 6:03. He explained that the purpose of  
29 the hearing was for the TBD Board to hear testimony and to consider adoption of an  
30 Ordinance adopting the 2014 Budget. He reviewed the procedures for the hearing and  
31 introduced Public Works Director Bill Franz and Project Manager Mach.  
32  
33

1 Staff Presentation:

2  
3 Project Manager Mach referred to page 50A-1 and explained how the 2013 Budget was  
4 prepared as discussed on 50A-1 and 2014 TBD Projects on 50A-2. Director Franz added  
5 that the dollar amounts match the budgets as proposed in the 2013-2014 approved budget.  
6

7 Board President Simmonds solicited any written materials. There were none. He then  
8 solicited public testimony. There was none.  
9

10 Questions and Answers:

11  
12 Board Member Roberts referred to patches he has seen on recently on 36<sup>th</sup> Avenue West  
13 and asked if those came out of this fund. Director Franz thought that they would have  
14 come out of the Streets Fund's Maintenance and Operations Budget. Project Manager  
15 Mach explained that the candidate projects listed on page 50A-2 are just possibilities. The  
16 proposed \$460,000 for 2014 is not enough to do any one of these four projects alone. He  
17 noted that it will take a combination of funds to build and improve 36<sup>th</sup>.  
18

19 Seeing no public testimony, the public testimony portion of the public hearing was closed  
20 at 6:09 p.m.  
21

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

23  
24 *Motion made by Board Member Boyer, seconded by Board Member Lonergan-Dreke to*  
25 *adopt Ordinance #6, "AN ORDINANCE OF THE CITY OF LYNNWOOD,*  
26 *WASHINGTON, TRANSPORTATION BENEFIT DISTRICT ADOPTING A ONE-YEAR*  
27 *BUDGET FOR THE YEAR ENDING DECEMBER 31, 2014; AND PROVIDING FOR*  
28 *AN EFFECTIVE DATE, SEVERABILITY, AND SUMMARY PUBLICATION." Upon a*  
29 *roll call vote, the motion passed unanimously (5-0).*  
30

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

32  
33 *Motion made by Board Member AuBuchon, seconded by Board Member Boyer to adopt the*  
34 *2012 TBD Annual Report.*  
35

36 Board Member Boyer commended staff on their work.

37  
38 *Motion passed unanimously.*  
39

40 70. Presentation and Discussion: Community Education and Outreach Plan

41  
42 Director Franz explained that staff has talked with the Board about the potential of looking  
43 at different means of raising revenues for transportation. The TBD has the option of  
44 increasing tabs from the current \$20 up to as much as \$100 by voted measure or the increase  
45 of sales tax up to an additional .2% by voted measure. At the last discussion in 2013, staff  
46 agreed to reconvene the Transportation and Traffic Task Force and discuss the matter with  
47 them, which they have done. They have also selected consultant help to assist in a potential

1 outreach program for 2014. The Task Force meeting was held on October 2. Staff presented  
2 the Task Force with the materials on page 70-3 in the TBD packet and received input from  
3 them. The Task Force agreed that it is a worthwhile effort to go out and start talking to the  
4 citizens. Director Franz explained that the consultant selected by staff agreed to come and  
5 listen to that meeting to get a feel for Lynnwood and its citizens. They were very encouraged  
6 by the participation that already exists in the community as evidenced by that group.

7  
8 Project Manager Mach added that they had the Task Force members who attended the  
9 meeting do the Project Priority Questionnaire on page 70-12. They identified Pavement  
10 Management, Traffic Signal Maintenance, and Street Maintenance as the highest priorities.

11  
12 Director Franz explained that staff is still monitoring the process that is going on at the state  
13 legislature.

14  
15 Board Member Lonergan-Dreke commended staff on their outreach to the Task Force  
16 members. She spoke to the importance of lobbying state representatives about a number of  
17 issues, including transportation, and the need to change some state laws that will allow the  
18 costs of some of these projects to be reduced.

19  
20 Board Member Roberts commented on the value of outreach and getting feedback from the  
21 public.

22  
23 Board Member AuBuchon asked if anything has changed to allow the TBD to do a tab tax  
24 based on the number of axles so that the bigger trucks that tear up the road more can get  
25 taxed more. Mr. Mach said he wasn't aware of anything like that. City Attorney Larson said  
26 she also wasn't aware of anything like that. Board Member AuBuchon commented that it is  
27 quite common in other states. Project Manager Mach commented that there was a proposal  
28 for a while for a street utility that wasn't based on axle loading; it was more of a property-  
29 based tax, and it didn't pass. Board Member AuBuchon asked if there has been any  
30 discussion about requiring licenses of commercial vehicles in the city. City Attorney Larson  
31 replied that in Washington that is a state function, not a local function.

32  
33 Board Member Roberts asked if tabs for trucks are more expensive than cars. Director Franz  
34 was not sure, but commented that the heavier the loads get, they are exponentially causing  
35 more damage to the pavement. This is one reason why Lynnwood has such beat-up arterials.  
36 80% of CT's buses come through Lynnwood every day, and there is also a lot of freight  
37 coming through town. This takes a big toll on the roads.

38  
39 80. Consultant Contract: Community Education and Outreach

40  
41 Project Manager Mach reported that staff went through the state's procedure for selecting  
42 consultants. They advertised, received proposals, short-listed, and interviewed three firms.  
43 They ended up selecting PRR out of Seattle, Washington based on their prior experience  
44 with doing these types of public outreaches. Staff felt that PRR was very qualified to do that.

1 The proposed \$60,000 scope of services includes:

- 2 • Developing informational handouts
- 3 • Conducting various community events including table events (shopping centers,
- 4 library, recreation center . . . ) and neighborhood open houses
- 5 • Focus group meetings
- 6 • *Inside Lynnwood* articles
- 7 • Conducting a statistically valid public survey including questionnaire and associated
- 8 findings report (approx. \$20,000 in itself)
- 9

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

16  
17 Board President Simmonds referred to the "various community events" and asked if the  
18 consultant would be using their staff or city staff. Director Franz said it would be a joint  
19 event where there would be city staff support as well as consultant support. Board President  
20 Simmonds asked how many focus group meetings they are anticipating. Project Manager  
21 Mach said they have four meetings with focus groups budgeted. They are assuming that the  
22 Task Force will be part of those meetings. If the Board would like more meetings, some of  
23 the tasks could be eliminated. He noted that there is a \$5,000 management reserve in the  
24 budget as well in case more focus groups are desired. Board President Simmonds noted that  
25 focus groups tend to be a small group of people where you can engage in in-depth  
26 conversations. He thought that four did not seem like it would be enough meetings. He then  
27 asked who would be writing the articles to be included in *Inside Lynnwood*. Project Manager  
28 Mach thought that it would be a joint venture between the consultant and staff, and possibly  
29 the Board if desired. Director Franz said it would go through the Administration. Staff  
30 would oversee the final product. Board Member Simmonds said that he hopes that the  
31 overriding influence in the article is one borne out of research by the professional in this  
32 field, and that it doesn't become a political statement. Director Franz commented that staff  
33 would come back with a more detailed plan of the scope of sequence to make sure the Board  
34 is comfortable with it.

35  
36 *Motion made by Board Member Boyer, seconded by Board Member Lonergan-Dreke to*  
37 *approve the Consultant Contract with the PRR of Seattle in the amount of \$60,000 for the*  
38 *purposes of providing community education and outreach services. Motion passed*  
39 *unanimously.*  
40

#### 41 90. Adjournment

42

43 Board President Simmonds stated that the next regularly scheduled Board Meeting is  
44 3/11/2014, but a special meeting may need to be called for in advance of that.  
45  
46

1 The meeting was adjourned at 6:44 p.m.  
2  
3  
4  
5

6 Loren Simmonds, TBD Board President  
7  
8  
9

10  
11 Lorenzo Hines, Jr.

12 Finance Director, acting as Board Treasurer

1 City of Lynnwood  
2 Transportation Benefit District Board  
3

4 **Item 40**  
5

6 Special Meeting  
7 February 10, 2014  
8 6:00 P.M.  
9

10  
11  
12 **TITLE:** Voucher Approval  
13

14 **DEPARTMENT:** Finance/Public Works  
15

16 **DEPARTMENT CONTACT:** Lorenzo Hines, Jr./David Mach  
17

18 **BACKGROUND:** The TBD has incurred various expenses since the last TBD meeting. Staff  
19 is asking for voucher approval at this time.  
20

21 **ACTION:** Approve claims in the amount of \$717.50.  
22

23 **ATTACHMENTS:** None  
24  
25



1 City of Lynnwood  
2 Transportation Benefit District Board  
3

4 **Item 50**

5  
6 Special Meeting  
7 February 10, 2014  
8 6:00 P.M.  
9

10  
11  
12 **TITLE:** Presentation and Discussion: Transportation Planning, Funding and Community  
13 Education/Outreach  
14

15 **DEPARTMENT:** Public Works  
16

17 **DEPARTMENT CONTACT:** Bill Franz/Jeff Elekes/David Mach  
18

19 **BACKGROUND:** Over the past few meetings, the TBD Board discussed the possibility of  
20 conducting city-wide public outreach to educate and survey the stakeholders of Lynnwood's  
21 transportation system. The TBD Board has been supportive of conducting such an outreach.  
22

23 At the October 14, 2013 meeting, the TBD Board authorized a contract with PRR of Seattle,  
24 WA for the purpose of providing community education and outreach services. Staff has been  
25 working closely with PRR over the past few months developing an outreach program,  
26 schedule and various informational handouts. Staff would now like to obtain feedback from  
27 the Board regarding these materials and the overall outreach plan.  
28

29 Other items currently being developed include:

- 30 • Informational poster  
31 • Press release  
32 • Web advertisement  
33 • Utility bill insert  
34 • Inside Lynnwood articles  
35 • Draft survey questions (the draft survey questions will be discussed with the Board prior  
36 to commencing the survey)  
37

38 **ACTION:** Discussion  
39

40 **ATTACHMENTS:**

- 41 1) Outreach and Education Program  
42 2) Informational handout  
43 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

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

### 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

1	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 60 <sup>th</sup> Ave W Week of March 26 – date and time to be determined

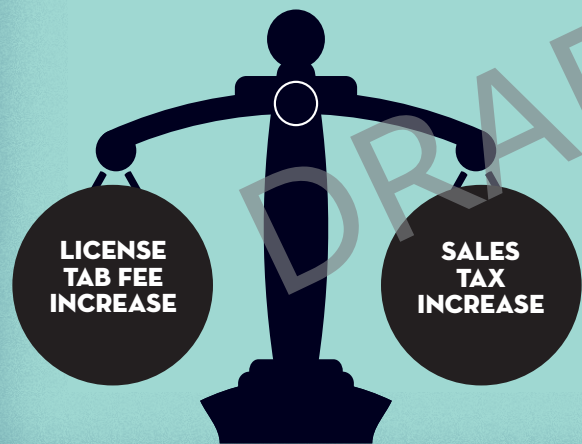
#### Notification Strategy

- 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

# THERE ARE MORE TRANSPORTATION NEEDS THAN FUNDING

## THE SOLUTIONS

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**  
(\$80 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 \$4 million for transportation projects annually. (Approximately \$30 per year per household, based on \$15,000 in annual taxable spending)

**YOUR OPINION is IMPORTANT.**

**LEARN MORE about THE STATE OF LYNNWOOD'S  
TRANSPORTATION SYSTEM and FUTURE FUNDING OPTIONS**

**HAVE A  
SAY!**

### Attend a Neighborhood Open House



#### TAKE OUR SURVEY

The Transportation Benefit District Board is launching a community survey later this spring. Send an email to [lynnwoodTBD@ci.lynnwood.wa.us](mailto: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.



#### 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](http://www.ci.lynnwood.wa.us/TBD)



#### QUESTIONS?

David Mach, Staff Contact  
[lynnwoodtbd@ci.lynnwood.wa.us](mailto:lynnwoodtbd@ci.lynnwood.wa.us)  
425-670-5275  
Lynnwood Transportation Benefit District Board  
PO Box 5008  
Lynnwood, WA 98046-5008

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 e-mail at [lynnwood-tbd@ci.lynnwood.wa.us](mailto:lynnwood-tbd@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 at 7-1-1.

Los lugares de las reuniones tienen accesibilidad universal. Para solicitar una acomodación razonable, incluso asistencia en el lenguaje, llame al Director del Proyecto, David Mach al (425) 670-5275 o mande un mensaje por correo electrónico a [lynnwoodtbd@ci.lynnwood.wa.us](mailto: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.

TRANSPORTATION BENEFIT DISTRICT



**LYNNWOOD**  
WASHINGTON

# Reinvesting

## IN LYNNWOOD'S TRANSPORTATION FUTURE

### *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.

#### 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

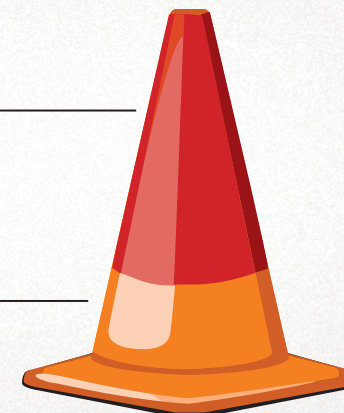
### TOTAL COST of LYNNWOODS TRANSPORTATION SYSTEM

TRANSPORTATION FUNDING NEEDS OUTSTRIP CURRENT RESOURCES

**\$17.9 MILLION:**  
TOTAL ANNUAL AVERAGE COST

**\$11.5 MILLION  
SHORTFALL**

**\$6.5 MILLION  
FUNDING**



#### Average Annual Transportation FUNDING SOURCES

Streets and traffic signals	\$ 1,700,000
Grants	\$ 1,400,000
General fund	\$ 1,000,000
Private development	\$ 800,000
Overlay program (MVET & real estate taxes)	\$ 550,000
Transportation Benefit District (\$20 vehicle tab fee)	\$ 500,000
Other	\$ 300,000
Developer impact fees	\$ 250,000

Total \$ 6.5 Million



# HOW WILL WE ACHIEVE OUR VISION AND KEEP LYNNWOOD MOVING?

## LYNNWOOD'S CRUCIAL TRANSPORTATION NEEDS

### CITYWIDE PROGRAMS

## 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”



### Street Maintenance



Routine maintenance activities such as pothole repairs, striping, signage, street cleaning, snow removal, landscaping maintenance, and minor sidewalk repairs keep Lynnwood's streets and sidewalks in good condition.

**\$ CURRENT ANNUAL FUNDING: \$800,000**

**? ANNUAL FUNDING NEEDED: \$1.2 MILLION**



### Pavement Management



Proactive maintenance activities including crack repair, chip sealing, and pavement overlays extend the life of our roads, reducing the need for more costly roadway reconstruction.

Future overlay projects:

- Alderwood Mall Parkway (Maple Road to 184th)
- 184th Street SW (Alderwood Mall Parkway to 36th)
- 36th Avenue W (Maple Road to 164th)
- 68th Avenue W (near Edmonds Community College)

**\$ CURRENT ANNUAL FUNDING: \$1 MILLION**

**? ANNUAL FUNDING NEEDED: \$2 MILLION TO \$2.5 MILLION**



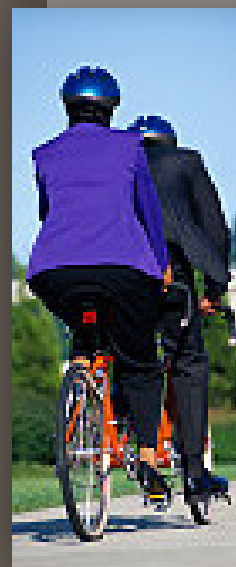
### Traffic Signal Operations



Includes the repair, maintenance, and upgrades to traffic signal systems; rebuilding old traffic signals; and operating the Traffic Management Center at City Hall.

**\$ CURRENT ANNUAL FUNDING: \$1 MILLION**

**? ANNUAL FUNDING NEEDED: \$1.5 MILLION**



### Sidewalk and Bicycle Projects



Lynnwood's Sidewalk and Bicycle Plan (also known as the Multi-Choice Transportation System) calls for a framework of sidewalks, walkways, trails, paths, promenades and bikeways to enable Lynnwood residents to travel within city limits without using their cars. The pedestrian plan calls for 104 miles of interconnecting sidewalks and walkways – 85 miles or 82% is complete today. The bicycle plan calls for 70 miles of bike lanes and routes – 12 miles or 17% is complete today.

**PARTIAL IMPLEMENTATION**

**TOTAL PROJECT COST: \$5 MILLION**

**? FUNDING SHORTFALL: \$4 MILLION**

**FULL IMPLEMENTATION**

**\$ TOTAL PROJECT COST: \$50 MILLION**

**? FUNDING SHORTFALL: \$49 MILLION**

### CAPACITY BUILDING PROGRAMS

#### A 52nd Avenue W

Improves 52nd Avenue W between 176th Street SW and 168th Street SW by adding turn lanes, new bicycle lanes, sidewalks, concrete curbs and gutters, and traffic signal.

**\$ TOTAL PROJECT COST: \$3.5 MILLION**

**? FUNDING SHORTFALL: \$3.5 MILLION**

#### B 36th Avenue W

Brings needed improvements to 36th Avenue W between Maple Road and 164th Street SW including fully rebuilding pavement and adding new bicycle lanes, sidewalks, concrete curbs and gutters, traffic signal, and roundabout. Project design is funded and underway.

**\$ TOTAL PROJECT COST: \$9 MILLION**

**? FUNDING SHORTFALL: \$8 MILLION**

#### C Poplar Way Bridge Extension

A new 750-foot bridge across I-5 between 196th Street SW and 33rd Avenue West/Alderwood Mall Boulevard will help relieve congestion in Lynnwood's City Center and mall area. Project design is funded and underway.

**\$ TOTAL PROJECT COST: \$30 MILLION**

**? FUNDING SHORTFALL: \$28 MILLION**

#### D 196th Street SW

Adds two additional lanes (one lane in each direction), median barriers, wider sidewalks, and landscaping to 196th Street SW between 48th Avenue W and 36th Avenue W. The improvements will accommodate future growth in the City Center and make the area safer and more attractive for pedestrians. Project design is funded and underway.

**\$ TOTAL PROJECT COST: \$17 MILLION**

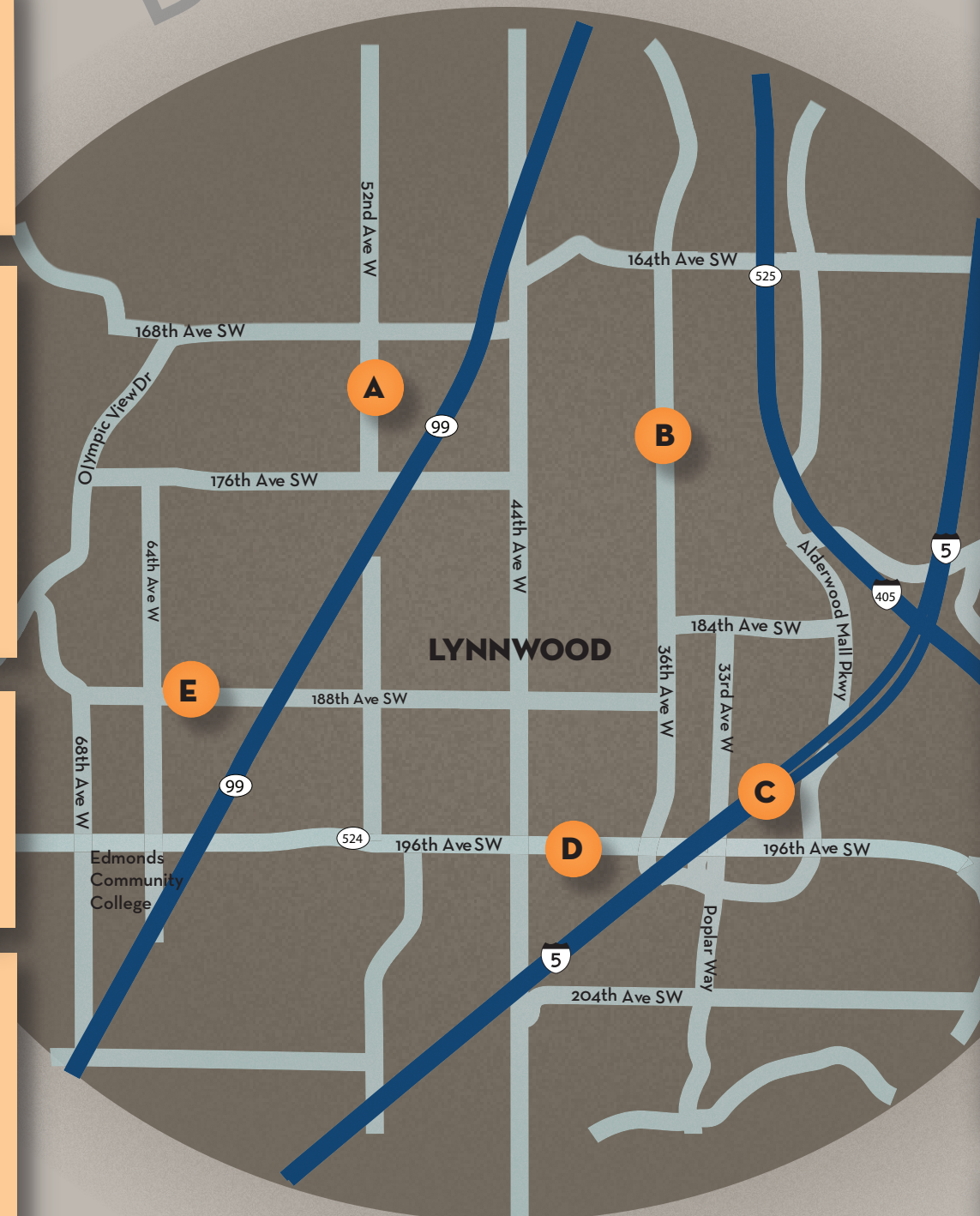
**? FUNDING SHORTFALL: \$15 MILLION**

#### E 188th Street SW

Improves 188th Street SW between 60th Avenue W and 68th Avenue W by adding turn lanes, new bicycle lanes, sidewalks, and concrete curbs and gutters.

**\$ TOTAL PROJECT COST: \$3 MILLION**

**? FUNDING SHORTFALL: \$3 MILLION**





Reinvesting

## IN LYNNWOOD'S TRANSPORTATION FUTURE

	February	March	April	May	June	July	August
<b>Outreach Activity</b>	Drop-In Tabling Events	Neighborhood Meetings	<ul style="list-style-type: none"> <li>• <i>Inside Lynnwood</i> article published (April)</li> <li>• Community Survey</li> </ul>		<ul style="list-style-type: none"> <li>• <i>Inside Lynnwood</i> article published (June)</li> <li>• Analyze survey data and prepare report</li> </ul>		
<b>Notification Strategies</b>	<ul style="list-style-type: none"> <li>• Utility bill insert</li> <li>• Web ads</li> <li>• Lynnwood e-news update</li> <li>• City events calendar</li> <li>• Poster</li> </ul>	<ul style="list-style-type: none"> <li>• Utility bill insert</li> <li>• Web ads</li> <li>• Lynnwood e-news update</li> <li>• City events calendar</li> <li>• Poster</li> </ul>	<ul style="list-style-type: none"> <li>• Surveys mailed to homes</li> <li>• Link to online survey on city home page</li> </ul>				
<b>TBD Board Action</b>	<b>TBD Meeting 2/10</b> - Approve outreach plan	<b>TBD Meeting 3/10</b> - Approve survey questions			<b>TBD Meeting</b> Present survey and outreach findings	<b>TBD Meeting</b> Proceed with Ballot measure and in what format?	Nov. 2014 ballot filing due by August 5
<b>Outcomes</b>	Community is aware of open houses and knows basic information about the funding challenges facing Lynnwood's transportation system.	Community understands critical transportation needs, cost, and funding challenges, and potential funding solutions.	Community provides feedback on transportation priorities and potential funding solutions.		TBD Board understands the transportation needs and funding priorities of the community.	TBD Board makes well-informed decision about proceeding with a ballot measure.	