

## AGENDA

**City of Lynnwood**

## Transportation Benefit District (TBD) Board

**Council Chambers, City Hall**

19100 44<sup>th</sup> 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   |

## 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

1 City of Lynnwood  
2 Transportation Benefit District Board  
3

4 **Item 30**  
5

6 Regular Meeting  
7 March 10, 2014  
8 6:00 P.M.  
9

10  
11  
12 **TITLE:** Approval of Minutes – Special Meeting February 10, 2014  
13

14 **DEPARTMENT:** Public Works  
15

16 **DEPARTMENT CONTACT:** David Mach  
17

18 **BACKGROUND:** At the May 24, 2010 Business Meeting, the Lynnwood City Council  
19 approved Ordinance #2837, which amended the Lynnwood Municipal Code enacting a new  
20 chapter, Transportation Benefit District (TBD), effectively establishing the district. The  
21 governing board of the TBD is the Lynnwood City Council acting in an ex officio and  
22 independent capacity per RCW 36.73.020(3).  
23

24 The February 10, 2014 TBD meeting was the most recent meeting of the TBD Board.  
25

26 **ACTION:** Approve the meeting minutes from the February 10, 2014 special meeting.  
27

28 **ATTACHMENTS:** February 10, 2014 Special Meeting Minutes  
29

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<sup>1</sup>

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

<sup>1</sup> Board Member Boyer arrived after the roll call.

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

8 Director Franz commented that the Mayor has authorized the continuation of the  
9 Transportation Task Force. Staff plans to bring that key group as well as some others to  
10 meet again before the City embarks on this.  
11

12 Ms. Wellock added that the purpose of all of this is to give people a number of opportunities  
13 to really learn about the state of transportation in the City, how it's funded, and where some  
14 of the shortfalls are, so they have enough background information to give informed feedback  
15 about their priorities. The primary goal is to generate enough input to give the Board some  
16 really strong information to base a decision on later.  
17

18 Project Manager Mach reviewed the handouts contained in the packet. Director Franz  
19 commented that it would be nice if some Board members could attend some of the open  
20 houses.  
21

22 Discussion:  
23

24 Board Member Ross spoke to the importance of public outreach. She suggested also putting  
25 together a traveling display that could go to things like the volunteer events and some of the  
26 board and commission meetings. She commented that the breakdown of the actual cost of  
27 the projects is really good information to provide people since most people are not aware of  
28 the tremendous costs of these projects. She referred to the list of projects and recommended  
29 putting them in priority order with possibly 196<sup>th</sup> in first place since most people in the City  
30 use that street. Finally, she pointed out a typo on the front page.  
31

32 Board Member Roberts echoed Board Member Ross's sentiments about prioritizing the  
33 projects, but said he would move 36<sup>th</sup> Avenue West to the top instead of 196<sup>th</sup>. He asked if  
34 the survey will be the primary way that people will communicate with the City. Ms. Wellock  
35 said that the survey will be a mail-back survey, but there will also be an online option.  
36 People will be notified of the availability of the survey via the newsletter. Residents can  
37 submit their email addresses so they will be notified when the survey is available. Ms.  
38 Wellock noted that there was some discussion about putting a notice that the survey is  
39 available on the landing page of the City's website.  
40

41 Board Member Roberts asked what size sample the City is hoping for. Ms. Wellock said she  
42 would look into the number that would make it a statistically valid sample. Board Member  
43 Roberts asked how screening would be done to ensure that only Lynnwood voters are  
44 participating and that there is no double-voting with the online surveys. Ms. Wellock  
45 indicated she would need other staff members to respond to that question. Project Manager  
46 Mach commented that in addition to the survey, there would be comment forms at the open

1 houses so written comments can be received. Board Member Roberts agreed with Board  
2 Member Ross that most citizens probably aren't aware of how expensive these projects are.

3  
4 Board Member Cotton commended the graphic. He noted it is very polished and clearly  
5 communicates the need. He referred to the two sides of the center fold and recommended  
6 using similar language to the capacity building programs where it refers to "shortfall"  
7 instead of "funding needed". He echoed Board Member Ross's comment about some kind of  
8 graphic that clearly communicates the costs of transportation projects. He commented that  
9 under Notification Strategies, posters are listed. He wondered if those would be similar  
10 graphics that would be going up in public spaces around the City. Ms. Wellock affirmed that  
11 the same content would be reformatted into an appropriate poster size intended to drive  
12 people to attend one of the meetings. The posters would be placed in high traffic areas  
13 throughout the City.

14  
15 Board Member AuBuchon asked about the selection process for some of the tabling  
16 locations. He noted that the grocery store is a place where he frequently runs into people  
17 who have concerns. Ms. Wellock replied they had hoped to have more locations such as  
18 grocery stores, but were unsuccessful when they asked for permission. The other locations  
19 were selected as a way to meet people where they are. The tabling events would not  
20 necessarily be advertised in the same way as the open houses. The hope is to catch people as  
21 they are going about their daily activities. This is a way to reach people who might never  
22 attend a public meeting. Project Manager Mach said they contacted multiple grocery stores  
23 because that seemed like the most natural place to run into local residents, but they were  
24 denied by all of them.

25  
26 Board Member Cotton asked when the survey would be going out. Ms. Wellock replied that  
27 it would be going out sometime in the latter part of April. Board Member Cotton asked if the  
28 comments picked up at the other events would be folded into the survey. Project Manager  
29 Mach said that they would. Ms. Wellock added that PRR typically prepares a summary of  
30 each tabling event stating how many people were there and summarizing what kinds of  
31 questions were asked. For the open house they would also keep track of the conversations  
32 and discussions. Part of the reason for waiting to do the survey until April is if they learn  
33 anything is learned from the outreach events that would change their thinking about how to  
34 ask questions, they would still have the opportunity to make those changes.

35  
36 Board President Simmonds referred to the drop-in tabling events. He commented that the  
37 Lynnwood Library is a great idea, but Espresso Buono is extremely small and not a great  
38 spot for high traffic volume. He suggested that a Starbucks would be a more productive  
39 option. He encouraged them to go back and evaluate their options. Board President  
40 Simmonds noted that they had talked in October about the possibility of utilizing focus  
41 groups, but he didn't see that mentioned here. Regarding the neighborhood open houses, he  
42 commented that the locations make sense as far as segments of the community, but he was  
43 surprised that the north/northwest segment of Lynnwood is not included in this. From the  
44 standpoint of high density residential, he thinks the Meadowdale High School area might be  
45 something to include. Next, he commented that there are 350-400 volunteers in the City. He  
46 thinks the City should make a concerted effort to get this information in their hands.

1 Board President Simmonds commented that with the discussions they have had in the fairly  
2 recent past about sidewalk and bicycle projects, including that in this list does not seem  
3 wise. He said it skews the money they are trying to raise when they can't even agree on  
4 whose responsibility it is to pay for the sidewalks because of the way the state statute reads.  
5 He thinks including this in the illustrations could really destabilize all the other stuff the City  
6 is doing because of the huge amount of money that is recommended. Director Franz agreed  
7 that they need to think about that. Board President Simmonds then referred to Capital  
8 Building Programs and also expressed concern about including the Poplar Way Bridge.

9  
10 Finally, Board President Simmonds commented that he doesn't think the things that are  
11 being proposed here can be financed by 37,000 people when every day that many or more  
12 people come through our streets from outside the City. He noted that the wear and tear on  
13 the streets is not because the residents are wearing them out. He spoke in support of  
14 spreading the cost out and letting those that tear up the roads share in that. He noted that  
15 even if they go to a ballot measure it is only good for ten years.

16  
17 Board Member Boyer apologized for arriving late. He concurred that Espresso Buono is a  
18 very tiny place and recommended finding a spot with more traffic. He also concurred with  
19 the recommendation to have tables at grocery stores. He suggested that maybe someone else  
20 besides staff, such as an elected official, needs to try asking the grocery store. Board  
21 Member AuBuchon offered to approach businesses for them.

22  
23 Board Member Roberts suggested having a tabling event at one of the busy strip malls in the  
24 area. Board Member Ross asked if the convention center had been considered as a tabling  
25 location. Director Franz thought that people coming to the convention center generally are  
26 not from Lynnwood. Board Member AuBuchon suggested that the post office might be a  
27 good spot. Board Member Cotton pointed out that on the third Monday of every month at 3  
28 p.m. there is a community open house at the Convention Center. This might be another  
29 possible location.

30  
31 60. ADJOURNMENT

32  
33 Board President Simmonds stated that the next regularly scheduled Board Meeting would be  
34 March 10, 2014 at 6:00 p.m. in the Lynnwood City Council Chambers.

35  
36 The meeting was adjourned at 6:56 p.m.

37  
38  
39  
40  
41 \_\_\_\_\_  
42 Loren Simmonds, TBD Board President

43  
44  
45 \_\_\_\_\_  
46 Lorenzo Hines, Jr.  
47 Finance Director, acting as Board Treasurer

1 City of Lynnwood  
2 Transportation Benefit District Board  
3

4 **Item 40**

5  
6 Regular Meeting  
7 March 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:** There have been no invoices submitted to the TBD since the last voucher  
19 approval at the February 10, 2014 Special Meeting. No action is needed at this time.  
20

21 **ACTION:** None  
22

23 **ATTACHMENTS:** None  
24  
25

1 City of Lynnwood  
2 Transportation Benefit District Board  
3

4 **Item 50**

5  
6 Regular Meeting  
7 March 10, 2014  
8 6:00 P.M.  
9

10  
11  
12 **TITLE:** Presentation and Discussion: Community Education/Outreach and Draft Public  
13 Survey  
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 has decided to conduct a city-  
20 wide public outreach to educate and survey the stakeholders of Lynnwood's transportation  
21 system. At the October 14, 2013 meeting, the TBD Board authorized a contract with PRR of  
22 Seattle, WA for the purpose of providing community education and outreach services. At the  
23 February 10, 2014 special meeting, staff provided the TBD Board with the outreach program,  
24 schedule and various informational handouts. The TBD Board directed staff to begin the  
25 outreach.  
26

27 Staff would now like to provide a status update as to how the outreach is going to date and  
28 obtain feedback on the draft public survey questions. Staff is also asking for permission to  
29 proceed with the public survey. If directed to proceed, the survey will be mailed to 5000  
30 randomly selected Lynnwood residents in April 2014. The results will be summarized and  
31 presented to the TBD Board in June 2014  
32

33 **ACTION:** Discussion  
34

35 **ATTACHMENTS:**

- 36 1) Board Member Questions from the February 10, 2014 Special Meeting  
37 2) Transportation Outreach Current Status  
38 3) Outreach Schedule  
39 4) Draft Public Survey Questions  
40



1 **Board Member Questions from the February 10, 2014 Special Meeting**

2  
3 At the February 10, 2014 meeting, Board Vice President Roberts had the following two  
4 questions which staff did not have answers to at the time. Since then, staff has researched the  
5 questions and has the following responses:  
6

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

8 **Answer:** 5000 surveys will be mailed out to randomly selected Lynnwood residents.  
9 In order to have a statistically accurate representation, based on the population of  
10 Lynnwood, we need to have a sample of 387 completed surveys to achieve a margin  
11 of error of +/- 5%.  
12

13 2) **Question:** How will screening be done to ensure that only Lynnwood voters are  
14 participating and that there is no double-voting with the online surveys?  
15

16 **Answer:** The surveys will be separated into two categories, Statistical Surveys and  
17 Public Surveys. The Statistical Surveys are those which will be completed by  
18 randomly selected residents (see question #1 above). The Public Surveys are those  
19 which will be completed by anyone else. The data from the Statistical Surveys will be  
20 collected separately from the Public Surveys and will be analyzed separately.  
21

22 The Statistical Surveys will be mailed to Lynnwood residents only. Additionally,  
23 there will be a question on both the paper and the online version that asks if the person  
24 being surveyed is a Lynnwood resident. These two strategies should ensure that only  
25 Lynnwood residents are taking the Statistical Survey.  
26

27 Each copy of the paper version of the Statistical Survey will have a unique number  
28 printed on them. This will ensure that no one can make copies of the survey and send  
29 it in more than once. If the person chooses to take the online Statistical Survey instead  
30 of the paper version the same unique number will be needed to answer the first  
31 question of the survey. The online version will also be programed so that it can be  
32 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*

# *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>Inside Lynnwood article published (April)</li> <li>Community Survey</li> </ul>	<ul style="list-style-type: none"> <li>Inside Lynnwood article published</li> </ul>	<ul style="list-style-type: none"> <li>Inside Lynnwood 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</b> 2/10 - Approve outreach plan	<b>TBD Meeting</b> 3/10 - 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.	