

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 Boyer¹
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.

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.

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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.

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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 196th 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 36th Avenue West to the top instead of 196th. 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.
47

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.

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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.

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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.

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31 60. ADJOURNMENT

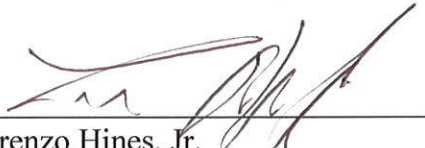
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33 Board President Simmonds stated that the next regularly scheduled Board Meeting would be
34 March 10, 2014 at 6:00 p.m. in the Lynnwood City Council Chambers.

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

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Loren Simmonds, TBD Board President



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