

CITY OF LYNNWOOD  
TRANSPORTATION BENEFIT DISTRICT BOARD REGULAR MEETING MINUTES  
March 10, 2014

10. CALL TO ORDER – The March 10, 2014 Regular 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 Van AuBuchon  
Board Member Benjamin Goodwin (absent)  
Board Member M. Christopher Boyer  
Board Member Ruth Ross  
Board Member Ian Cotton

OTHERS ATTENDING

Mayor Nicola Smith  
Public Works Director Franz  
Deputy PW Director Elekes  
Council Assistant Morris  
  
PRR Representatives:  
Jeanne Acutanza  
Bruce Brown  
Katherine Schoner

Board President Simmonds reported that Board Member Goodwin would not be present due to illness in the family.

30. APPROVAL OF MINUTES – Special Meeting February 10, 2014

*Motion made by Board Member Boyer, seconded by Board Member AuBuchon, to approve the minutes of the February 10, 2014 Special Meeting as presented. Motion passed unanimously.*

40. VOUCHER APPROVAL

None

50. PRESENTATION AND DISCUSSION: COMMUNITY EDUCATION /OUTREACH  
AND DRAFT PUBLIC SURVEY

Project Manager David Mach summarized discussions from the previous meeting. He explained that staff has already conducted some tabling events and has three upcoming open houses starting this week. He distributed information to the Board for them to distribute to the public and reviewed the schedule on page 50-4 of the TBD packet. Right now they are in the process of going out and educating the public. In April they will switch to the survey phase and bring information back to the Board in May. At that point they will potentially proceed if the Board so desires. Public Works Director Franz added that staff is using many methods to get the information out including email lists, the Transportation Task Group, boards and commissions, *Inside Lynnwood*, *The Herald*, etc.

1 Jeanne Acutanza, Director of Major Productions, from the consulting firm PRR, gave an  
2 update on outreach efforts. She stated that they held five tabling events around the City and  
3 reached about 90 people. She summarized that not everyone is aware that there is a lack of  
4 funding. People seem to think that the City takes pretty good care of the streets and there is  
5 general satisfaction about the City's transportation system. In general, people understand the  
6 needs related to most of the projects listed in the brochure. There was interest in the topic of  
7 light rail which is to be expected since it has been in the news a lot lately. People understand  
8 the need for maintenance and capacity building. There was a lot of interest in pedestrian and  
9 bicycle facilities; although there were some comments that maybe there were too many  
10 bicycle facilities. As far as preferred funding options, a lot of people indicated a preference  
11 in the pay-as-you-go nature of sales tax as opposed to the lump sum bill you would get when  
12 you renew license tabs. There was some feedback that an increase wouldn't be favorably  
13 seen.

14  
15 Ms. Acutanza stated that there were three upcoming outreach events to be held at Spruce  
16 Elementary, Lynnwood Council Chambers, and the Operations and Maintenance Center.  
17 The brochures and some informational boards would be at those events. Bruce Brown from  
18 PRR gave a general overview of the proposed survey which is planned to be administered in  
19 mid to late April. The overall goal of the survey is to assess Lynnwood residents'  
20 willingness to support a ballot measure to support transportation funding. He explained that  
21 they would be using a combination of paper surveys and online surveys. There will be a  
22 random sample of 5000 surveys sent out. There will also be an opportunity for others who  
23 are interested to participate in the survey, but the voluntary sample data will be kept separate  
24 from the random surveys.

25  
26 Board Member Boyer asked about having ability for people to opt in to be part of future  
27 transportation topic discussions. Director Franz thought this was a good idea in addition to  
28 collecting people's email addresses. Board President Simmonds asked how the information  
29 about race, age, languages, income, voting records, etc. would be used. Mr. Brown replied  
30 that it could be useful in targeting outreach and messaging to those potential segments  
31 better. Board President Simmonds commented that the 2010 Census showed that ethnic  
32 minorities now constitute about 40% of our permanent residents, but that doesn't appear to  
33 be reflected in the voting records. He summarized that Lynnwood is a community in  
34 transition. Mr. Brown replied that that information would be part of the analysis of the  
35 survey questions, to make sure that we are getting good representation.

36  
37 Board Member Boyer referred to the minority representation issue and asked if there is any  
38 way to direct folks to online options for seeing these questions in other languages besides  
39 English. Mr. Brown responded that is being done currently in Seattle where it is available  
40 online in Spanish and Vietnamese, but commented that this is not currently in Lynnwood's  
41 budget. He pointed out, however, that when they have gone to the expense to do provide  
42 other languages in other surveys, there still aren't a lot of people who go to those other  
43 language versions. Board Member Boyer commented that this is something the staff and  
44 Council need to be more cognizant of in upcoming years. Director Franz explained that the  
45 City already has to comply with Title VI requirements because a certain percentage of the  
46 population is Spanish-speaking.

1 Board Member AuBuchon asked Director Franz what has happened to the previous  
2 Transportation Task Group. Director Franz stated that staff met with them in the fall and  
3 told them what would be happening. They have been in contact with the group about when  
4 the meetings are and offered to get information into their hands. Staff is hopeful that they  
5 will hear back from them. When they met in the fall there was not a strong desire by the  
6 group to get together and have a series of meetings with staff. Nonetheless, staff hopes they  
7 will be involved and act as ambassadors to some extent. They were all invited to the open  
8 houses. Board Member AuBuchon asked who would own the survey data once this project is  
9 over. Mr. Brown stated that the City would own it. Project Manager Mach confirmed this.  
10 There was discussion about advertising the open houses in the paper. Board Member  
11 AuBuchon spoke in support of noticing these as open public meetings and encouraging  
12 Council to attend to interact with the public. Project Manager Mach concurred. He indicated  
13 staff would work on the logistics related to this.

14  
15 Board Vice President Roberts spoke in support of the length of the survey. He echoed that  
16 they should attempt to notify as many people as possible about the open houses. Mr. Brown  
17 commented that they would be looking at the length of the survey as part of the pre-testing  
18 to make sure it's not too long. He commented that it is typical after the pretesting to need to  
19 go back and reduce it even further.

20  
21 *Motion made by Board Member Boyer, seconded by Board Member Ross, to move forward*  
22 *with the public survey. Motion passed unanimously (6-0).*  
23

24 Mr. Brown explained what the results of the survey would look like. An Executive  
25 Summary will be created from the survey data which includes key findings, background,  
26 purpose, methodology, sample description, results, and highlights. He distributed a copy of a  
27 sample document which was created for Community Transit to Council Assistant Morris  
28 and indicated he would also send an electronic copy of the document to distribute to the  
29 Board.

30  
31 Board Vice President Roberts said he is an alternate to the Community Transit and recalled  
32 that one of the eye-opening things about this survey was that many people thought that  
33 citizens would support a move to Sunday service. Most of people at Community Transit  
34 were stunned that it was 8<sup>th</sup> or 9<sup>th</sup> on the list. He commented that the information from the  
35 public survey is important to get because sometimes assumptions aren't accurate.

36  
37 60. ADJOURNMENT  
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39 Board President Simmonds announced that the time of the next regular meeting would be  
40 October 13, 2014 at 6:00 p.m., but noted that a special meeting would likely be scheduled in  
41 June to discuss the outcome of the public survey. Notices will be provided on the TBD  
42 website and in the local paper.

43  
44 Board Member Boyer requested that there be a light Council agenda on the nights that they  
45 have TBD meetings and meet from 7 to 10 instead of 6 to 9. Board President Simmonds said  
46 he was willing to look into that, but noted that the times of the Regular Work Sessions and  
47 Business Meetings are dictated by LMC which says 7:00.

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2 Board Vice President Roberts asked how much time they would have to review the  
3 information from the survey before being asked to make a decision about putting it on the  
4 ballot. Project Manager Mach referred to the schedule on page 50-4 in the packet. The June  
5 meeting is to review the data, and then there will be another meeting in July to make a  
6 decision about the ballot measure.

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8 The meeting was adjourned at 6:57 p.m.  
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13 Loren Simmonds, TBD Board President

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