

Public Works, Parks, & Human Services Committee Meeting Minutes

Date: July 6, 2016

Attendance: Shelley Kloba, Toby Nixon, Dave Asher, Lynn Zwaagstra, Kathy Brown, Erin Devoto, Will Einstein, Catharine Taylor, Nancy Atwood, Andy Swayne, Michael Cogle, Kurt Triplett, Ellen Miller-Wolfe, Sally Otten, Tom Neir, Bruce Wynn, Kathy Feek, Joel Pfundt, Angela Ruggeri, Paul Stewart, John Pascal, Debra Munkberg

Agenda Item:	Action Items:
<p>1. Puget Sound Energy: Coal Reduction</p> <p>Notes: Nancy Atwood from PSE presented on the PSE resource mix of wind, green power, coal, natural gas, and hydro power. Other included representatives from PSE included: Will Einstein, Catharine Taylor, and Andy Swayne. The solar incentive plan sunsets in 2020 of which 4500 PSE customers have participated. PSE has a 33.2% ownership in Colstrip, which is located in Montana. PSE was asked if they have an anticipated year of closure, they do not, but PSE is actively working with the other owners of the coal power plant to close plant 1 & 2 in a reasonable timeframe. Questions were also asked on solar payback timeframe, if PSE supports increasing the limit on private installations from the current 75kw, and if PSE is moving away from carbon based energy, such as safe nuclear or other alternatives.</p> <p><i>(See also, PSE handouts, attached)</i></p>	<ul style="list-style-type: none">• None
<p>2. Community Foundation</p> <p>Notes: Community representative Sally Otten provided background on the history and desire for the formation of a community foundation. Other interested parties included: Bruce Wynn, Tom Neir, and Kathy Feek. Foundation is for funding, not operating. The foundation could also apply for grants. Questions were asked on getting buy-in from large organizations, what happens to small organization when a larger non-profit who is not Kirkland-centric switches to donating to the foundation instead of the small organization, have you looked at Renton's foundation? The cities funding would be included in the feasibility study.</p> <p>The feasibility study will hopefully determine the true feelings of business/community on forming the foundation. The city would have to RFP for the study.</p> <p><i>(PowerPoint presentation attached)</i></p>	<ul style="list-style-type: none">• Bring authorization to the August Council meeting, including a draft scope and RFP process. The funding for the feasibility study would come from the Council special fund.
<p>3. 6th Street Corridor Study, Houghton & Everest Neighborhood Studies.</p> <p>Notes: Consultant, Debra Munkberg, from <i>3 Square Blocks</i> passed out a study schedule and discussed the outreach plan for the corridor study and the</p>	<ul style="list-style-type: none">• None

neighborhood study. Metroquest software will be used to get community involvement. Questions were asked about outreach for non-tech savvy residents, if the scope defined, what are the critical issues for the neighborhood and will those be included in the study, what is the limits of the study. The study will present near-term projects and long term projects with cost estimates. Also asked, how do you balance the pass/fail of ST3 with Metro LRP in this Study?

Additionally, Jon Pascal from the firm *The Transpo Group*, discussed the 6th Street Corridor Study.

(See also, 3 Square Blocks handouts, attached)

4. Marina Moorage

Notes: Lynn Zwaagstra discussed current marina limits, and presented a possible pilot program where if the marina is under 80% capacity, the 5-day rule is void for the marina, except for the shore-power slips. This would put a burden on the harbor master, who would use proactive communication and flyers to inform marina users of the rule change. Questions were asked on public outreach, and if a potential reservation system or marina camera are possible?

- Parks will provide a write-up on the proposal.

5. Draft Levy Reports (Streets & Parks) (ran out of time to cover this topic at this meeting)

Notes: See paper copies that were provided to committee members at the end of the meeting.

PW Director, Kathy Brown, requested input and suggested edits from committee members.

- Provide PDF's of the draft levy reports to councilmembers for editing.

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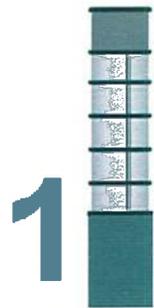
**Tentative Next Agenda
July 28, 2016**

Future Topics

- Add Free Speech inside of Parks to Committee Topics.

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Colstrip Facts



	307 MW	307 MW	740 MW	740 MW
 OWNERS	50% PSE (153.5 MW) 50% Talen	50% PSE (153.5 MW) 50% Talen	30% Talen 25% PSE (185 MW) 20% PGE 15% Avista 10% PacifiCorp	30% NW Energy 25% PSE (185 MW) 20% PGE 15% Avista 10% PacifiCorp
	1975	1976	1984	1986

PSE TOTALS:  **677 MW**  **33.2%**

KIRKLAND COMMUNITY FOUNDATION

“Straw man” for feasibility study

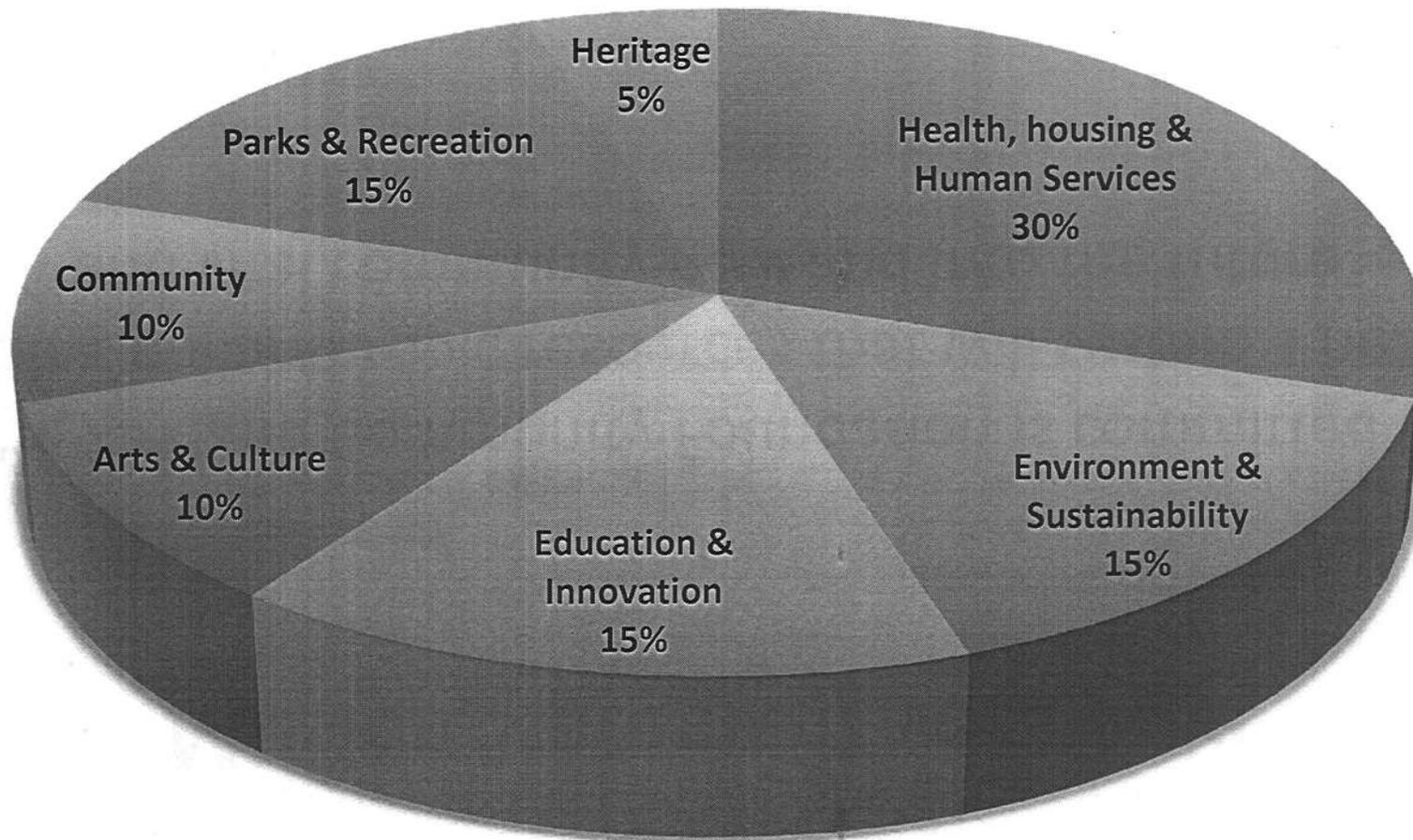
“Straw Man”

- Mission Statement example
- Giving and Program Categories
- Possible Partners
- Funding by Category & Funding Sources
- People/Organization
- 5 Year Financial Projections

Mission Statement - example

The Kirkland Community Foundation is committed to building philanthropic resources that will sustain a healthy and vital community now and into the future

Giving/Program Categories



Possible Partners

- **Health, Housing & Human Services**
 - Boys and Girls Club of Kirkland
 - Friends of Youth
 - Youth Eastside Services
 - Kirkland Interfaith Transition Housing
 - Hopelink
 - Nourishing Networks
 - Seattle Tilth
 - Kirkland Teen Urban Center
 - NW Kidney Center
 - Evergreen Health
 - Edible Kirkland
 - Health & Healthcare
 - Kirkland Senior Center
- **Education & Innovation**
 - Lake Washington Schools Foundation
 - Lake Washington Institute of Tech Foundation
 - Seattle Tilth
 - Bastyr College
 - Kirkland Promise
- **Heritage**
 - Kirkland Heritage Society
- **Arts & Culture**
 - Kirkland Performing Arts Center
 - Studio East
 - Kirkland Arts Center
- **Community**
 - Rotary
 - Kiwanis
 - Kirkland Downtown Association
 - Kirkland Women’s Group
 - Evergreen Safety Council
 - Time Bank
- **Parks & Recreation**
 - Kirkland Little League/Football/Lacrosse/other
 - Green Kirkland Partnership
 - Eastside Audubon
 - K-Dog
 - Seattle Tilth
 - Meo Cat Rescue
- **Environment & Sustainability**
 - Sustainable Kirkland
 - Green Kirkland Partnership
 - Seattle Tilth

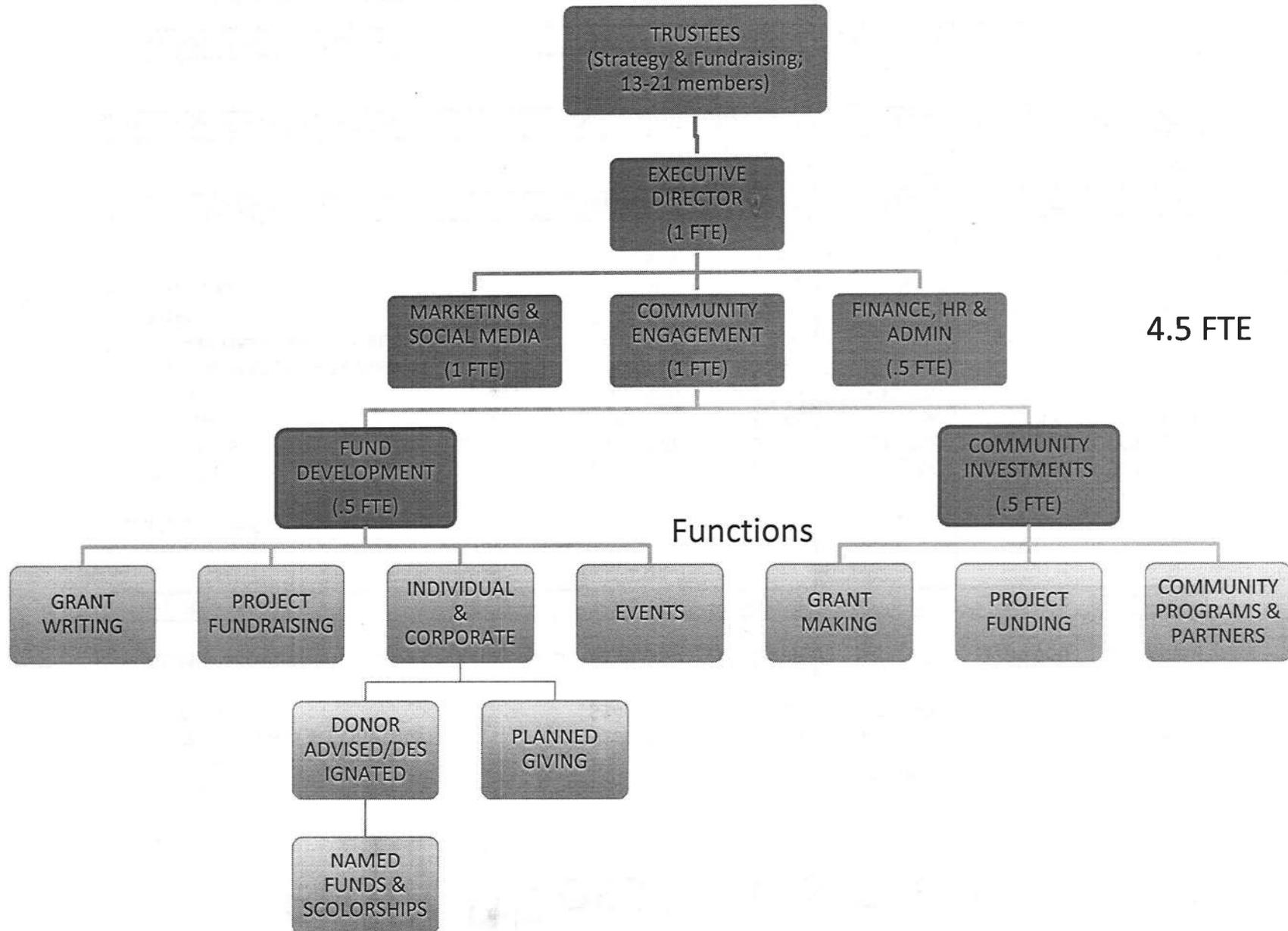
KIRKLAND COMMUNITY FOUNDATION

FUNDING & PROGRAM MATRIX (DRAFT)

@ Breakeven

	Health, housing & Human Services	Environment & Sustainability	Education & Innovation	Arts & Culture	Community	Parks & Recreation	Heritage	Admin Overhead	Total Yearly Program Funding
PROGRAM FUNDING	\$300,000	\$150,000	\$150,000	\$100,000	\$100,000	\$150,000	\$50,000	\$200,000	\$1,200,000
POSSIBLE FUNDING SOURCES									
Grants									
Foundations	\$50,000	\$35,000	\$25,000	\$20,000	\$10,000	\$10,000	\$10,000	\$25,000	\$185,000
State & Local Governments	\$50,000	\$20,000	\$25,000	\$10,000		\$25,000	\$10,000	\$25,000	\$165,000
Federal	\$30,000								\$30,000
Corporate	\$45,000	\$25,000	\$25,000	\$15,000	\$25,000	\$10,000	\$5,000	\$50,000	\$200,000
Individuals & Corporates									
Grants	\$30,000	\$25,000	\$30,000	\$15,000		\$25,000		\$20,000	\$145,000
Crowdfunding	\$50,000	\$25,000	\$15,000	\$20,000	\$30,000	\$50,000	\$15,000		\$205,000
Events	\$10,000		\$5,000		\$10,000	\$5,000		\$40,000	\$70,000
Planned Giving									
Donor Advised	\$35,000	\$20,000	\$25,000	\$20,000	\$25,000	\$25,000	\$10,000	\$40,000	\$200,000
Donor Designated									
Name Community Funds									
Area of Interest Funds									
Total	\$300,000	\$150,000	\$150,000	\$100,000	\$100,000	\$150,000	\$50,000	\$200,000	\$1,200,000

Possible Organization



Profit & Loss/Investments

REVENUE						
PROGRAMS						
INDIVIDUALS & CORPORATES	\$190,000	\$320,000	\$430,000	\$510,000	\$600,000	
GRANTS	\$140,000	\$300,000	\$570,000	\$640,000	\$650,000	
ADMIN & OVERHEAD - CAPACITY BUILDING	\$100,000	\$150,000	\$200,000	\$200,000	\$200,000	
TOTAL REVENUE	\$430,000	\$770,000	\$1,200,000	\$1,350,000	\$1,450,000	
COST/EXPENSES						
WAGES	\$137,500	\$202,500	\$225,000	\$245,000	\$245,000	
BENEFITS	10%	\$13,750	\$20,250	\$22,500	\$24,500	\$24,500
OTHER	2%	\$2,750	\$4,050	\$4,500	\$4,900	\$4,900
RENT		\$6,600	\$10,450	\$11,550	\$12,650	\$12,650
FA PURCHASED EXPENSED		\$4,750	\$2,850	\$950	\$950	\$0
MARKETING/WEB DEVELOPMENT		\$33,000	\$12,500	\$11,000	\$16,000	\$11,000
T&E*	1.5%	\$2,063	\$3,038	\$3,375	\$3,675	\$3,675
SUPPLIES		\$500	\$500	\$500	\$500	\$500
OTHER		\$500	\$500	\$500	\$500	\$500
TOTAL COST/EXPENSES	\$201,413	\$256,638	\$279,875	\$308,675	\$302,725	
	47%	33%	23%	23%	21%	
NET INCOME BEFORE PROGRAMS	\$228,588	\$513,363	\$920,125	\$1,041,325	\$1,147,275	
AVAILABLE FOR PROGRAMS	\$228,588	\$541,950	\$1,062,075	\$1,103,400	\$1,200,675	
TOTAL PROJECT INVESTMENT	\$200,000	\$400,000	\$1,000,000	\$1,050,000	\$1,100,000	
AVAILABLE AFTER PROGRAMS	\$28,588	\$141,950	\$62,075	\$53,400	\$100,675	

Questions/Comments/Suggestions?

Next Steps?

PROJECT SCHEDULE

as of June 30, 2016



Jul Aug Sep Oct Nov Dec Jan Feb

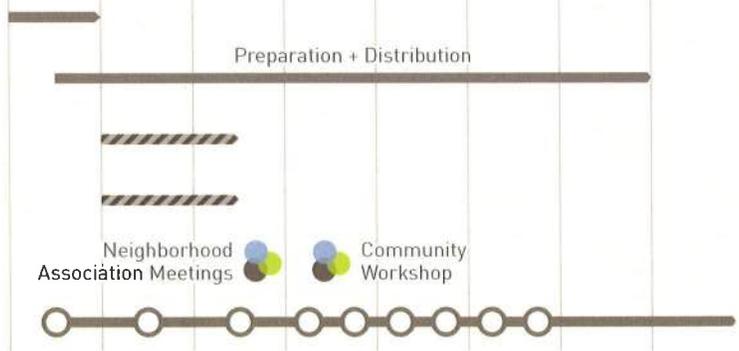
Task 1: Project Initiation

- 1.1 Background Information Review
- 1.2 Project Kick Off Meeting



Task 2: Public Outreach + Facilitation

- 2.1 Public Outreach Plan
- 2.2 Public Outreach Materials
- 2.3 Informal Outreach
- 2.4 Small Meeting Series or Online Outreach
- 2.5 Community Workshop
- 2.6 City Council + Commission Meetings



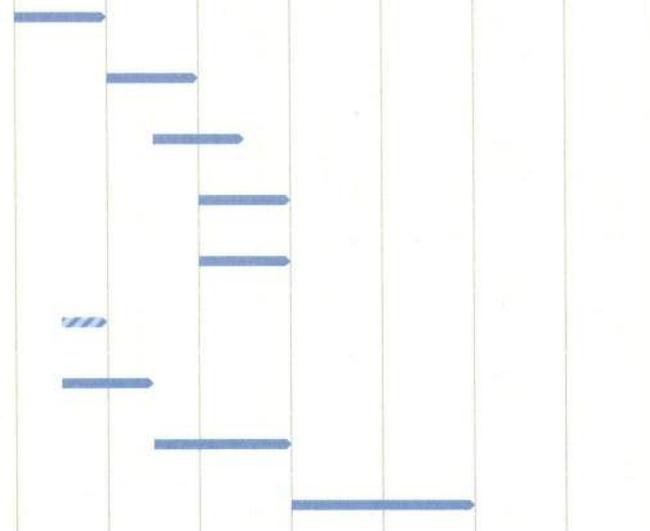
Task 3: 6th Street Corridor Study

- 3.1 Stakeholder Outreach/Existing Conditions
- 3.2 Data + Methods
- 3.3 Define Baseline + Proposed Land Use Conditions
- 3.4 Potential Solutions
- 3.5 Refine + Document Solutions



Task 4: Houghton/Everest Neighborhood Center Study

- 4.1 Physical Conditions Assessment
- 4.2 No Action Scenario Assessment
- 4.3 Scenario Development
- 4.4 Scenario Graphics
- 4.5 Scenario Summary
- 4.6 Stakeholder Interviews
- 4.7 Redevelopment Potential
- 4.8 Future Development Analysis
- 4.9 Summary Report





Public Involvement Software User Guide



MetroQuest
Public Involvement Software

2

MetroQuest Terminology

Screen Types - Screens are the building blocks of MetroQuest. The MetroQuest platform contains a wide variety of visual and interactive screen types to suit a range of different public involvement needs.

Configuration - Each version for a project is called a Configuration and consists of 4 or 5 screens configured with your project information that the public goes through in order to provide input.

Working with MetroQuest

The Process

The MetroQuest team provides much more than software. Think of us as your trusted project partner with over 18 years of experience with digital engagement. We take care of setting up the software to meet the specific needs and goals of your project. We also guide you along the way to ensure the best results.

The MetroQuest team works collaboratively with you and your team to determine the 4 or 5 screens that will best meet the needs of your project. We then use your content (pictures, phrases, branding, color schemes, maps, etc) to set up the MetroQuest screens. MetroQuest comes configured for mobile, tablet and desktop platforms so no matter how your participants wish to engage, we'll make sure that their experience is delightful.

Once MetroQuest is launched it's time for your team to actively promote and monitor participation. We'll back you up with great advice about how to maximize participation and even target particular demographic groups to ensure broad representation of your community.

Our team is available by email or telephone for any strategic or technical questions you might have before, during or after the engagement process. To ensure that no technical issues arise, we host and support the software on cloud-based servers in the US and Canada.

You'll have 24/7 access to MetroQuest Insights, an intuitive dashboard for monitoring, reporting, evaluating, and exporting your results. MetroQuest Insights allows you to visualize the results through colorful graphs and maps, summarize the findings, break results down by demographic group and even export the data in specially formatted spreadsheets to allow maximum flexibility.

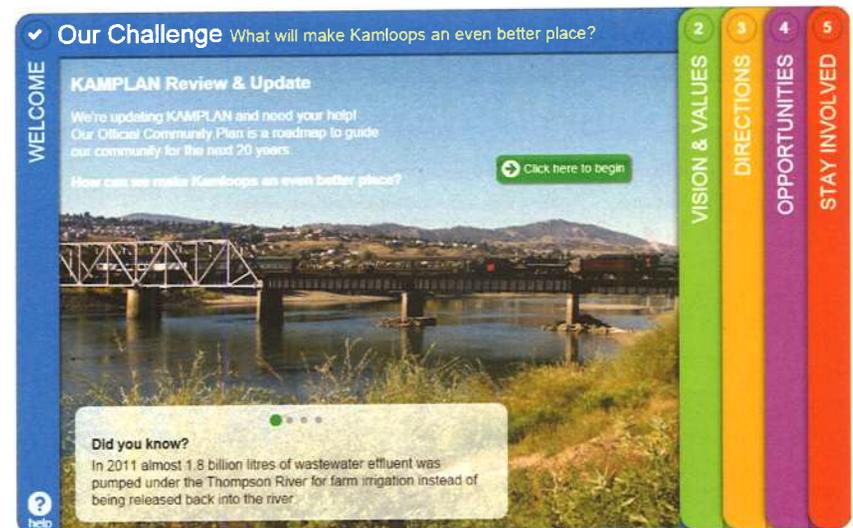
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Choosing Screen Types

Once you have created your engagement plan and you are clear about your goals and objectives, it's time to choose the MetroQuest screen types that will collect the right type of feedback to achieve your objectives.

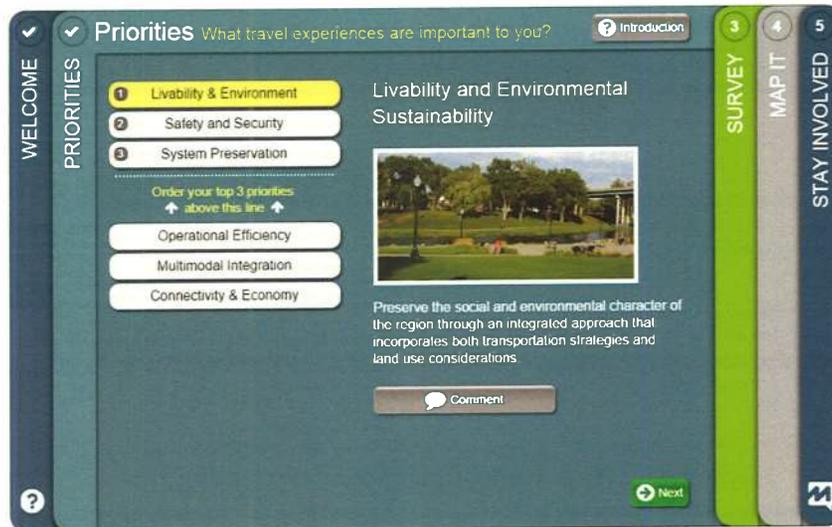
The MetroQuest team will help you through this process, first listening to your project goals and objectives and then recommending the best screen types for your project. To prepare for this discussion it is useful to familiarize yourself with some of the more popular screens.

Welcome



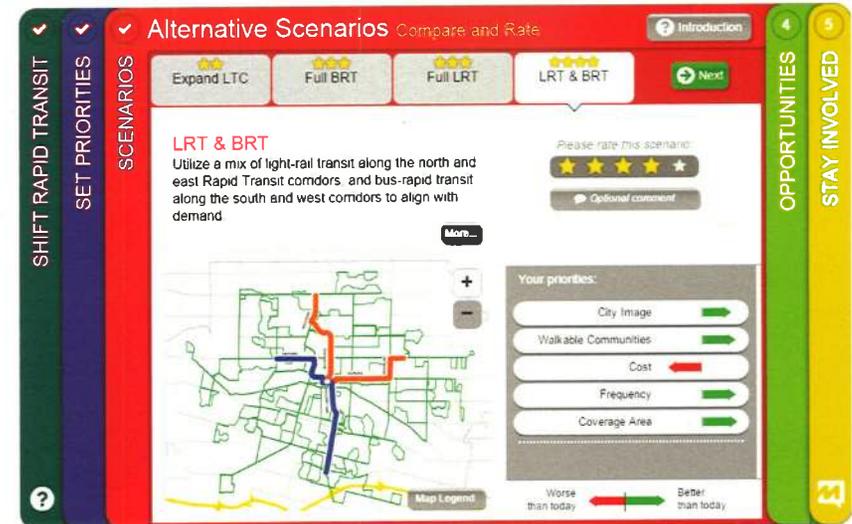
The Welcome Screen is used to briefly set the context for the project and encourage people to participate. It is a visually appealing screen with room for a bit of background and a call to action.

Priority Ranking



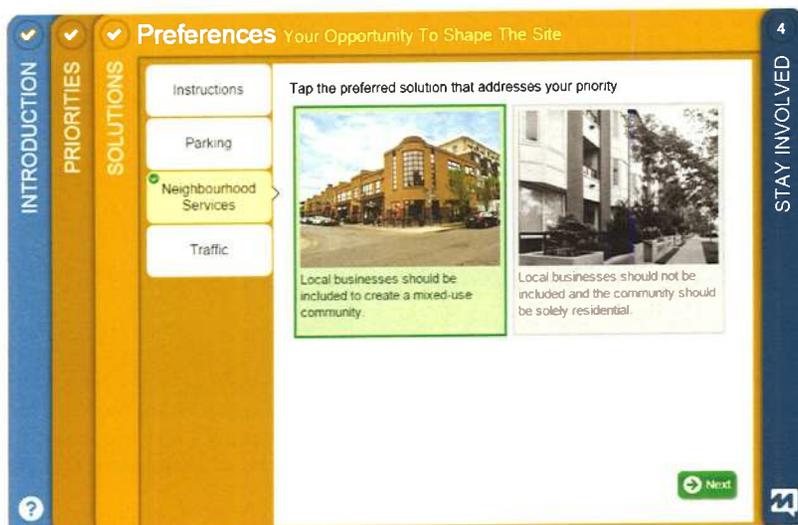
The Priority Ranking Screen is used to rank order a set of items. It's an easy and intuitive way to get quality feedback from the community on issues, objectives, topics or priorities.

Scenario Rating



The Scenario Rating Screen allows participants to learn about scenarios through visualizations and performance metrics ranked according to their top priorities before providing input.

Visual Preference



The Visual Preference Screen allows participants to select a preferred image among a set of choices. It's a fast and easy way to collect input on visual alternatives.

Image Rating



The Image Rating Screen allows participants to rate or vote on a series of images one at a time. It provides a fast and visual way for visitors to provide input on designs, concepts or options.



5

Creating Great Content

Follow these best practices and advice on creating effective content for your online engagement process:

Less Is More

Keep it simple. We all know intuitively that long blocks of text, especially if there's complex language, is a big turn off. Don't fall into the trap of writing very long introductions that cover half the screen. Very few people will read it and many will see it and will quit before they start.

Avoid using abbreviations and industry terms. Keep sentences short and to the point. Simply tell people how to give their input and how their feedback will be used.

Be Careful What You Wish For

Adding a comment button to every question seems like a great idea until you have 10,000 comments to deal with.

Similarly, ask yourself why you are asking something. This is especially true for demographic questions - if you're not actually interested in segmenting the data based on gender, don't ask it. This can be a deterrent for engagement, or worse.

A Picture Is Worth a 1000 Words

Cliché, sure - but it's very applicable to online engagement. Images communicate 60,000 times faster than text and stir emotions incredibly effectively.

MetroQuest's strength is the visual aspect of it - take advantage of this and use images to convey your message.

Have an Appealing Design

We help with this aspect as the major parts of MetroQuest are designed to look appealing and promote participation and sharing. Choose a color pallet that is appealing to participants - not too light, not too dark. Easy on the eyes and not distracting.

Use Great Images

The purpose of images are to enhance the text you've written, not distract from it.

Don't use images that are overly complex or confusing. Avoid using random stock images - try to go out and take photos in your community. If you do use other's images, make sure that you get the proper license to use them.

Keep It Short

Attention spans are short - make sure that your visitors don't lose focus or get bored. Aim for a 5-minute experience.

With only 5 minutes of someone's attention and 5 MetroQuest screens, you have about 1 minute per screen. Keep in mind that more complex screen types will require more time.

Craft Powerful Calls-to-Action

To drive participants to take action use concise calls-to-action. This includes the titles you choose for each screen type. Be clear with actionable instructions - don't ramble on. For example, a Ranking screen title should be something like "Rank Your Top 5 Priorities", not "Please Let Us Know Which Potential Community Directions You Would Prefer".

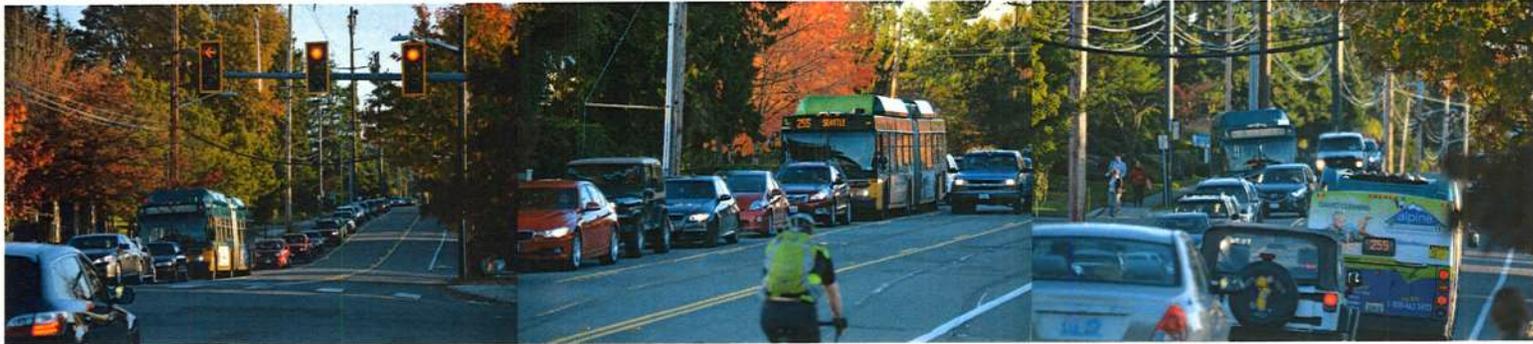
Support Multiple Languages

In many regions two or more languages need to be supported to ensure that your project is accessible to all community members. We'll be happy to use your translated content to create MetroQuest configurations in other languages. That way participants can simply toggle to the language of their choice.

TRANSPORTATION CORRIDOR STUDY OVERVIEW

Basic Steps

- Collect Data
- Set Context
- Address Growth Options
- Define Constraints
- Develop Solutions
- Test and Refine Solutions
- Document



TRANSPORTATION CORRIDOR STUDY

Collect Data

- Looks at parallel facilities – 116th to Lake Washington Boulevard and include CKC
- Establish study limits
- Tie to performance measures like travel time and speeds, people moved

