



CITY OF KIRKLAND
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MEMORANDUM

To: Dave Ramsay, City Manager
From: Marilynne Beard, Assistant City Manager
Date: July 23, 2009
Subject: COUNCIL GOALS

RECOMMENDATION:

City Council continues their discussion of City Council goals and performance measures.

BACKGROUND DISCUSSION:

At the July 21 Study Session, Council began a discussion about performance measures but were unable to complete all ten goal areas. The City Manager suggested that the Council continue their discussion during regular meetings, addressing one or two goals in each meeting. Staff recommends that Council discuss goals related to Environment and Economic Development.

Council edits and notes from the July 21 and August 4 meeting will be provided at the first meeting in September.

VIII. Environment

Value Statement: We are committed to the protection of the natural environment through an integrated natural resource management system.

Goal Statement: To protect our natural environment for current residents and future generations.

Performance Measures:

Percent of waste recycled in single family residential areas.,

Percent of waste recycles per year in multifamily areas.

Amount of food waste recapture for restaurants

Percent change in tree canopy

Carbon emissions produced

Water usage

Number of pea patches.

Possible Performance Measures Suggested by Departments:

- *Attain a 70% single family recycling diversion rate by 2010*
- *Attain a 20%% multi-family recycling diversion rate by 2014.*
- *Attain a 75% recycling diversion rate in single family residential areas by 2014*
- *Achieve a 5% annual increase in the multifamily recycling diversion rate*
- *Attain 10% reduction from 2005 carbon emission levels by City Government Operations by 2012*
- *Attain 10% reduction from 2005 carbon emission levels by Kirkland businesses and residents by 2012*
- *Maintain zero beach closures from city surface water outfalls and discharges*
- *Reduce water consumption in city of Kirkland by 88,000 gallons per day between 2008 and 2013*

IX. Economic Development

Value Statement: Kirkland has a diverse economy that supports the community's needs.

Goal Statement: To attract, retain and grow a diverse and stable economic base.

Performance Measures:

Lodging tax

Food/beverage sales tax

Job growth by sector

Business tax revenue.

Number of new businesses fitting desired profile.

Number of new jobs fitting target business profile.

Sales tax dollars imported versus exported (leakage)

Number of residents who also work in Kirkland

Business retention..

Possible Performance Measures Suggested by Departments:

- *Have a minimum of 400 businesses signed up for the KirklandFirst (buy local) website*
- *50% of businesses will rate the City of Kirkland as a business friendly community*
- *50% of businesses will rate the physical appearance of the area where their business is located as "excellent" or "good."*
- *60% of businesses will be satisfied with the overall quality of services offered by the City of Kirkland.*
- *60% of businesses who have an opinion, will be satisfied with the overall quality of life in the City;*
- *60% of businesses will rate the City services as adequate or better*
- *Increase Explore Kirkland total website visits by 5%*
- *Increase Kirkland Events Guide subscriptions by 5%*

Indicators:

- *# of employees*
- *Retail Sales Tax Per Capita*
- *# of New Businesses*
- *# of Business Closures*
- *Total Businesses*

- *Business Growth*
- *Commercial Vacancy Rate*
- *Office Space Vacancy Rate*
- *# of Hotel nights*
- *Lodging Tax Revenue*
- *Business Tax Revenue*