

## Edmonds Strategic Plan Actions – Rating Sheets

The preliminary strategic plan actions illustrated at this open house were identified from the results of the young adult, customer, employee, business, and adult resident surveys; the focus group sessions; and charrettes. Please review the exhibits located throughout the Library Plaza Meeting and indicate the level of priority you would assign each of the following possible strategic planning actions on a scale of 1 to 5 where 1 is a very low or no priority and 5 a very high or the highest priority. If you do not know the answer or do not want to respond, please leave the response(s) blank. Thank you.

<b>Economic development - employment</b>		<i>very low/very high</i>				
1	<b><u>Database</u></b> - inventory available properties, buildings, and resources in Edmonds business districts and zones to create a local database with which to identify opportunities during business and developer recruitment efforts?	1	2	3	4	5
2	<b><u>Business outreach</u></b> - integrate city, Port, Chamber, Edmonds Community College, Edmonds School District, and private business efforts and communications into the economic recruitment process to maximize impacts and allocate resources?	1	2	3	4	5
3	<b><u>Economic incentives</u></b> - adopt reduced or deferred business license fee, permit fee, utility connection charge, latecomer fee, park or traffic impact fee, property tax reduction or deferral, and/or expedited building permit review for key business or development recruitment targets?	1	2	3	4	5
4	<b><u>Economic sustainability</u></b> - recruit businesses that employ technical, professional, and managerial skills offered by Edmonds residents to facilitate live/work sustainability in Edmonds?	1	2	3	4	5
5	<b><u>High tech industries</u></b> - retain and recruit businesses that depend on and can take advantage of Edmonds superior fiber optics capability on SR-104?	1	2	3	4	5
6	<b><u>Medical and health industries</u></b> - retain and recruit businesses that support and can expand the health related services and products offered by Swedish Hospital's location in Edmonds?	1	2	3	4	5
7	<b><u>Car dealerships</u></b> - encourage development of urban auto sales facilities involving decked display and storage lots, multistory sales and service facilities to retain this important source of retail sales revenue in the city?	1	2	3	4	5
<b>Economic development - business district</b>		<i>very low/very high</i>				
8	<b><u>Marketing</u></b> - identify and recruit retailers to fill critical gaps in retail sales and services such as women's clothing downtown, professional and dental on the waterfront, Uwajimaya and Ikea on Highway 99, etc?	1	2	3	4	5
9	<b><u>Design</u></b> - sponsor a competitive grant and low cost loan program to enhance retail storefronts in the downtown, in other business districts, and in the International District on Highway 99?	1	2	3	4	5
10	<b><u>Promotion</u></b> - initiate and expand retail sales and other events and activities including sidewalk cafes and vendors on the waterfront, downtown, in the other business districts, and in the International District on Highway 99?	1	2	3	4	5
11	<b><u>Organization</u></b> - institute the National Trust for Historic Preservation's Main Street 4-Point programs in the downtown and business districts, and in the International District on Highway 99?	1	2	3	4	5
12	<b><u>Financing</u></b> - adopt a downtown Business Improvement District (BID) with which to assess benefiting properties and businesses for the cost of instituting marketing, design, and promotional activities in the downtown district?	1	2	3	4	5
13	<b><u>Interim storefront uses</u></b> - institute temporary artist galleries or similar uses in vacant storefronts or buildings in order to provide visual interest and activity while the building is being marketed for a permanent tenant or owner?	1	2	3	4	5

<b>Community development - young adults</b>		<i>very low/very high</i>				
14	<b><u>Employment</u></b> -create a young adult job placement service offering part and full-time employment opportunities with Edmonds businesses and organizations for young adults that want them?	1	2	3	4	5
15	<b><u>Participation</u></b> -create young adult civic opportunities to mentor children or adults, promote events or social outreach, construct projects or enhance the environment, network careers or occupations, and create fine and performance art with Edmonds public and private organizations?	1	2	3	4	5
16	<b><u>Activities</u></b> -create young adult social and recreation oriented activities and facilities that offer evening and after school peer group interactions and events?	1	2	3	4	5
<b>Community development - housing</b>		<i>very low/very high</i>				
17	<b><u>Diversify housing options</u></b> - increase housing choice by type, price, tenure, and location to house current and potential employees in or near employment centers, transit corridors, and recreational sites to provide live/work/play sustenance in Edmonds?	1	2	3	4	5
18	<b><u>Incentivize affordable housing</u></b> - to permit additional density, reduced parking requirements, reduced permit fees, and/or other measures to promote rental and sale workforce housing for moderate income working households employed within Edmonds?	1	2	3	4	5
<b>Community development - catalytic projects</b>		<i>very low/very high</i>				
19	<b><u>Shoreline/Waterfront</u></b> - develop a subarea plan and strategy for the combined shoreline from the Port to the Underwater Park, and from the waterfront to the downtown that increases public access and recreational opportunities?	1	2	3	4	5
20	<b><u>Harbor Square</u></b> - review and approve a final site development plan and agreement for the property that enhances views of and the waterfront environment and realizes economic feasibilities and potentials for mixed use developments on the Port property?	1	2	3	4	5
21	<b><u>Antique Mall</u></b> - package the Safeway/Antique Mall properties, determine reuse opportunities and desires, conduct a competitive development Request-for-Proposal (RFP) process, and initiate redevelopment of this significant gateway site?	1	2	3	4	5
22	<b><u>International District</u></b> - create a subarea plan and design theme for this unique area, initiate promotional events and activities, and recruit an anchor or destination store such as Uwajimaya?	1	2	3	4	5
23	<b><u>Swedish Hospital</u></b> -update the Stevens Hospital District master plan to meet hospital functional requirements and to mitigate impacts to adjacent nonmedical land uses, parking and stormwater requirements, and access and a presence on Highway 99?	1	2	3	4	5
<b>Arts and culture</b>		<i>very low/very high</i>				
24	<b><u>Marketing</u></b> - conduct market surveys of out-of-area and tourist attendees to the Arts Festival, Car Show, Taste of Edmonds, ECA, and other venues to determine their characteristics, expenditure patterns, sources of information, and other behavior with which to maximize their attraction to Edmonds and their beneficial economic impact on city businesses?	1	2	3	4	5
25	<b><u>Design</u></b> - continue to further include arts and historical based themes in the Edmonds brand and install artworks, gateways, wayfinding signage, and streetscape at the entrances into Edmonds at the waterfront, downtown, Highway 99 and SR-104, and other business districts?	1	2	3	4	5
26	<b><u>Promotion</u></b> - create an Edmonds arts website and utilize social media including Google maps, Facebook, and Twitter to announce, promote, and attract out-of-area residents and tourists to an expanded year-round calendar of events and festivals for performing, literary, culinary, fine, and other arts interests?	1	2	3	4	5

27	Organization - create a central clearinghouse with which to coordinate schedules, advertisements, events, productions, and other theatrical, literary, culinary, fine, and other promotions in order to maximize arts potential.	1	2	3	4	5
<b>Arts and culture - catalytic projects</b>		<i>very low/very high</i>				
28	<b>Edmonds Center for the Arts (ECA)</b> - complete an update to the master and strategic plan identifying necessary financial strategies to complete redevelopment and reuse of the remaining school facility and parking lot or garage?	1	2	3	4	5
29	<b>4th Avenue Cultural Corridor</b> - fund and complete construction of the streetscape from the downtown to ECA in order to preserve the historical character of the street, promote retail/art potentials, and create a pedestrian friendly and walkable corridor?	1	2	3	4	5
30	<b>Art and history walking tours</b> - identify, sign, and create audio and phone apps and web based information to build on existing art and history walking tours of waterfront and downtown historical sites and buildings, artworks, and other visually interesting and significant landmarks?	1	2	3	4	5
31	<b>Artist live/work</b> - sponsor an affordable artist live-work-teach-display-sell center to attract young and emerging talent similar to the Schack Center in Everett possibly on the Safeway/Antique Mall site or the 4th Avenue Corridor?	1	2	3	4	5
32	<b>Fine Arts Museum</b> - sponsor development of a museum to exhibit local, emerging, and traveling fine arts possibly in combination with ECA and/or the proposed artist live/work project?	1	2	3	4	5
33	<b>Farmers/Public Market</b> - should be expanded into a year-round activity with all-weather structures, available parking, and increased visibility to out-of-area customers and tourists possibly redeveloping he Antique Mall for this purpose?	1	2	3	4	5
<b>Parks and recreation</b>		<i>very low/very high</i>				
34	<b>Fiscal sustainability</b> - create an alternative funding source other than the General Fund with which to finance programs, development, and maintenance of the parks system such as a Metro Park District?	1	2	3	4	5
35	<b>Greenways</b> - develop a system of coordinated open spaces, conservation corridors, and greenways with trail access along the shoreline, waterfront, wetlands, hillsides, and parks to preserve the natural setting and increase public awareness and access?	1	2	3	4	5
36	<b>Dog park</b> - identify a suitable relocation site and develop a dedicated dog park consisting of fenced social yards with spectator seating and amenities, and off-leash exercise areas and trails?	1	2	3	4	5
37	<b>Downtown restrooms</b> - develop a public restroom facility possibly in conjunction with retail or other activity including City Hall to serve pedestrians, customers, and tourists in the downtown district?	1	2	3	4	5
<b>Parks and recreation - catalytic projects</b>		<i>very low/very high</i>				
38	<b>Yost Pool</b> - implement a long term financial and operational strategy for the refurbishment, retrofit, and expansion of the facility to include outdoor and indoor leisure pool elements, therapy pool, party rooms and concessions, and possibly other recreation physical conditioning, courts, and gymnasium uses?	1	2	3	4	5
39	<b>Civic and Woodway Fields</b> - resolve long term property ownership and upgrade field, stadium, lighting, and other features to support competitive play including tournaments for out-of-area teams?	1	2	3	4	5
40	<b>Francis Anderson Center</b> - establish a long range plan to retrofit and continue to refurbish the facility to resolve life cycle maintenance and repair requirements and functional program needs?	1	2	3	4	5
41	<b>Senior Center</b> - resolve a long term solution to fixing the buildings settlement and life cycle problems, and/or relocating the center to another location possibly including the Antique Mall site?	1	2	3	4	5

<b>Environment - sustainability</b>		<i>very low/very high</i>				
42	<b><u>Coordination</u></b> - establish a central clearinghouse function to coordinate environmental education and sustainability funding, programs, and volunteer efforts?	1	2	3	4	5
43	<b><u>Native habitat</u></b> - plant street trees, reforest open spaces, remove invasive species, update the landscape ordinance to promote use of native and drought resistant plants to restore plant and wildlife habitat?	1	2	3	4	5
44	<b><u>Food production</u></b> - increase community gardens and pea patches, plant fruit tree orchards, harvest and deliver food products to food banks and other sources to promote natural systems in Edmonds?	1	2	3	4	5
45	<b><u>Stormwater</u></b> - daylight Willow Creek, resolve on-going flooding and water quality issues in Lake Ballinger, restore saltwater access to Edmonds Marsh, resolve flooding on SR-104 and Dayton, develop rain gardens, green roofs and walls, bio-filtration swales, and other green development features in Edmonds projects and development codes?	1	2	3	4	5
46	<b><u>Energy</u></b> - reduce the human footprint in Edmonds incorporating carbon reductions, solar installations, and other energy conservation practices in current city operations and development codes and projects utilizing Sustainable Works energy audits and retrofits?	1	2	3	4	5
47	<b><u>Recycling</u></b> - continue and expand reuse and recycling programs in current city operations and in waste management outreach activities by Edmonds households and business practices?	1	2	3	4	5
<b>Transportation - pedestrian</b>		<i>very low/very high</i>				
48	<b><u>Trails</u></b> - complete an off-road multipurpose trail network linking the shoreline and waterfront, Edmonds Marsh, downtown, business districts, parks and open spaces, bus and rail transit connections, and the Interurban Trail in Edmonds?	1	2	3	4	5
49	<b><u>Walkways</u></b> - institute on-street sidewalk maintenance and construction program to complete key connections to the waterfront, downtown, business districts, schools, parks, and other major walking destinations including the Safe Routes to School program?	1	2	3	4	5
50	<b><u>Crosswalks</u></b> - install special paving materials, flashing light crossing strips, pedestrian activated signals, median and curb extensions as appropriate to improve pedestrian safety, increase visibility, and calm traffic at major intersections on SR-104 and Highway 99?	1	2	3	4	5
51	<b><u>Waterfront connection</u></b> - resolve an emergency and everyday access over the railroad tracks and ferry terminal lanes for pedestrians bound for shoreline and waterfront attractions from Harbor Square, Antique Mall, and the downtown?	1	2	3	4	5
<b>Transportation - bicycle</b>		<i>very low/very high</i>				
52	<b><u>Bikeway network</u></b> - institute a on-street network of bike lanes, shoulders, and sharrows to complete key connections to the waterfront, downtown, business districts, schools, parks, and other major commuter and recreational destinations?	1	2	3	4	5
<b>Transportation - vehicle</b>		<i>very low/very high</i>				
53	<b><u>Street maintenance</u></b> - create a financing strategy with which to maintain life cycle pavement conditions on city streets that is capable of generating approximately \$1,400,000 per year?	1	2	3	4	5
54	<b><u>Highway 99</u></b> - institute a subarea plan and transportation improvement program and project to improve traffic flow, transit connections, pedestrian streetscape, and mixed use project developments similar to what has been recently completed in Shoreline and is planned in Everett and Lynnwood?	1	2	3	4	5

<b>Transportation - transit</b>		<i>very low/very high</i>				
55	<b><u>Trolley</u></b> - instigate a seasonal or possibly year-round rubber-tired trolley service between the waterfront and downtown, and possibly from the downtown to Community Transit's Swift BRT transit connections in the International District on Highway 99?	1	2	3	4	5
56	<b><u>Swift Bus Rapid Transit (BRT)</u></b> - enhance Community Transit's route on Highway 99 from Everett to the King County Metro transfer station at Aurora Village by designating transit lanes and pull-outs, transit traffic signal activation, all-weather shelters, and other improvements?	1	2	3	4	5
57	<b><u>SR-104 transit</u></b> - expand Community Transit's schedule to include hours that support Edmonds employees and residents, particularly at the waterfront, downtown, Westgate, and Highway 99 connections in the International District?	1	2	3	4	5
58	<b><u>Sounder</u></b> - increase the schedule and number of Sound Transit heavy rail trains between downtown Seattle and Edmonds to promote development of transit oriented development (TOD) at Harbor Square, the waterfront, and downtown?	1	2	3	4	5
59	<b><u>Sound Transit</u></b> - develop rubber-tired Community Transit links with the proposed Sound Transit LINK light rail corridor alignment along Interstate 5?	1	2	3	4	5
60	<b><u>Ferry terminal</u></b> - pending funding and development of the long range terminal at Point Edwards, create an interim ferry waiting and loading strategy that reduces conflicts with local traffic and encourages ferry rider access to the waterfront and downtown services and amenities?	1	2	3	4	5
61	<b><u>Intermodal Station</u></b> - develop an integrated Amtrak, Sounder, Community Transit, trolley, ferry, bike, and pedestrian transfer facility on the waterfront to promote access to Edmonds?	1	2	3	4	5
<b>Transportation - railroad</b>		<i>very low/very high</i>				
62	<b><u>BNSF</u></b> - join the environmental impact assessment process in Whatcom County concerning the additional trains to the proposed coal terminal at Blaine and identify required improvements in Edmonds to mitigate extra tracks, train volumes, dust, noise, and potential conflicts with ferry terminal and waterfront pedestrian, bike, and vehicular traffic?	1	2	3	4	5
<b>Governance - fiscal sustainability</b>		<i>very low/very high</i>				
63	<b><u>Fiscal sustainability</u></b> - implement Budgeting for Objectives (BFO) process that incorporates public input to establishing community priorities, resolves a balance between revenues and expenditures, and encourages innovative and alternative delivery methods?	1	2	3	4	5
64	<b><u>NGO participation</u></b> - integrate nongovernmental organizations (NGOs) such as the Chamber of Commerce, DEMA, BID, and others into the operation and implementation of BFO and Strategic Plan actions?	1	2	3	4	5
<b>Governance - development regulations</b>		<i>very low/very high</i>				
65	<b><u>View corridors and visual preservations</u></b> - identify public and private view corridors and view sheds in the Bowl and create appropriate view protection overlay districts, ordinances, and other measures to preserve and protect them?	1	2	3	4	5
66	<b><u>Development regulations</u></b> - amend mixed use development standards to require higher, mixed use density in proposed urban districts, but reduce ground floor retail requirements to reflect market capability and desired retail corridor locations?	1	2	3	4	5
67	<b><u>Design standards</u></b> - illustrate site, building, landscape, and signage design objectives using examples and form-based products to indicate public quality objectives but within a flexible procedure that recognizes innovation?	1	2	3	4	5

68	<b>Review and approval processes</b> - consolidate and simplify the review process to incorporate electronic application procedures, pre-submittal workshops and concurrent reviews?	1	2	3	4	5
<b>Governance - communications</b>		<i>very low/very high</i>				
69	<b>Communication</b> - establish effective public information and feedback methods including websites, blogs, Facebook, Twitter, and other social media outreach?	1	2	3	4	5
70	<b>Access</b> - conduct frequent town halls, public open houses, and other events at locations throughout the city to encourage public access and facilitate dialogue on policies, programs, projects, and budgets?	1	2	3	4	5
71	<b>Strategy development</b> - extend and coordinate the implementation resources of the Edmonds Economic Development Department and Committee with other public and nonprofit organizations in the city to continue strategizing and implementing the strategic plan?	1	2	3	4	5
72	<b>Assess performance results</b> - conduct annual State of the City program, project, and budget assessments including public, customer, and business surveys to determine the effectiveness, performance, and priority of Strategic Plan actions?	1	2	3	4	5

**Your characteristics**

73	Did you complete any of the surveys or participate in the focus group or charrettes for this strategic planning process?	no	yes				
74	Where do you work?	retired	Edmonds	Seattle	elsewhere Snohomish County	King County	Elsewhere outside of Sno-King Counties
75	How many people in your household?	0	1	2	3	4	5+
76	Where do you live?	<input type="checkbox"/> North of Puget Dr/196th St <input type="checkbox"/> Between 196th/220th Streets outside of the bowl <input type="checkbox"/> In the bowl west of 9th Avenue <input type="checkbox"/> South of 220th Street					
77	How many years have you lived in Edmonds?	0-1	2-5	6-10	11-20	20+	
78	What type of housing do you live in?	own		rent			
79	What is your gender?	male		female			
80	In which age group are you in?	<18	18-24	25-34	35-49	50-64	65+
81	What is your household income?	\$0-20,000		\$21-30,000		\$31-40,000	
		\$41-50,000		\$51-75,000		\$76-100,000	
		\$100,000+					

**Do you have any comments or suggestions?**

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Contact Stephen Clifton, Edmonds Community Services and Economic Development Director at 425-771-0251 if you have any questions about this survey or the Strategic Planning Process. IF YOU DO NOT FILL THIS OUT DURING THE OPEN HOUSE, PLEASE MAIL BACK YOUR COMPLETED SURVEYS TO: EDMONDS STRATEGIC PLAN, CITY OF EDMONDS, 121 - 5TH AVENUE, EDMONDS, WA 98020 BY MAY 14, 2012