



Press Release

DATE: February 28, 2012
For Immediate Release

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Let Your Voice Be Heard City of Edmonds Strategic Planning and Visioning Community Charrette

Edmonds, WA – The Community-wide Strategic Planning and Visioning process moves to the next phase on March 14 and 19, 2012 from 6:30 – 8:30 p.m. On these dates, the public is invited to participate in a community wide conversation — otherwise known as a Charrette. This is a follow up to a series of focus group sessions held in January and February with 18 different subject/interest groups involving 80 representatives of community organizations and institutions. The focus groups were organized as a way for the general public and representatives from a variety of groups to share opinions and identify priorities and issues of concern. The focus groups included people representing youth and senior organizations, service clubs, environmental groups, parks/recreation and arts groups, transportation and governmental entities, development community, business owners and entities within the Downtown/Waterfront, Westgate, Five Corners, Highway 99, Firdale and Perrinville business districts.

The focus group sessions identified a number of issues or priorities that should be further discussed in the strategic planning process. A 2-hour public Charrette or brainstorming workshop will be conducted with interested citizens who will help identify some of the higher priority issues within the community. Examples include: redevelopment of the downtown waterfront and Highway 99 activity areas; city governance and fiscal strategies to fund essential services and desirable community amenities; economic development and marketing of the city, and expanding art related attractions; among others. Input obtained from citizens during the Charrette will be used to help identify and develop community priorities and strategic policies, performance measures, and work programs.

Meeting room size limits the number of people that can attend the Charrettes. In order to adequately plan for attendance, we need to know how many people are interested in attending. If you, your family or friends, are interested in attending, please call Cindi Cruz at 425-775-7724 or send an e-mail to StrategicPlan@EdmondsWA.gov to sign up for either Charrette date. By providing your name and e-mail address, we can reserve a space for you and email you agenda materials prior to the Charrettes. The March 14 Charrette will be held in the Edmonds Conference Center (4th Avenue and Bell Street) and the March 19 Charrette will be held in the Library Plaza Meeting Room (650 Main Street).

YOUR HELP IS NEEDED: The City of Edmonds is still seeking your opinions using mail-back and internet surveys. To date, the City has received surveys from 590 resident adults, 214 business owners, 312 retail customers, 70 employees, and 32 young adults. Links to Strategic Planning and Visioning surveys can be found on the front web page the EdmondsWa.gov.