

# Edmonds Strategic Plan 14 & 19 March Workshops

## Opening remarks

- Dave Earling, Mayor - welcoming remarks.
- Stephen Clifton, Economic Development Director - will outline the results of previous planning efforts, the objectives of this process, and the purpose of this workshop.
- Tom Beckwith FAICP, Consultant Team Leader - will outline the process to be followed for this session.

## This Brainstorming session and process

The purpose of this Charrette or workshop is to solicit likes and dislikes about the community in general, then focus on identifying, priorities, results and measurements related four of the highest priority topics identified by citizens and representatives of organizations/business interests/etc. who participated in focus group sessions held earlier this year. During this workshop, you will join other citizens in small groups to develop priority results and performance measurements about how specific subjects or issues can be improved upon and to address concerns and/or realize your strategic objectives.

- Note - Each group will focus on four key priority topics identified in the mandatory topic list (see page 2) identified from the outreach survey events mentioned above (so that all groups discuss the same issues) plus any others your group decides to pursue after that. You will work constructively to develop priority results and performance measurements without critical evaluation until you're satisfied all possible results and performance measurements have been identified for each priority topic. Ask yourself what-if questions as a method of stimulating new ideas.

## Likes/dislikes (needs improvement) topic

You will spend the first 5 minutes of the workshop identifying like/dislike (needs improvement) features of the city in general. The purpose of this introductory task is for you to define the context within which your brainstorming will take place and some of the topics you may wish to consider once discussion about the mandatory list has been completed.

## Needs improvement rankings

You will vote on the results of the likes and dislikes (needs improvement) list to identify a topic(s) you think should be pursued further. You can vote yes on as many as you think appropriate for further study. You will rank the results into a priority list so that your group may consider them during this session after you have completed discussing the list of mandatory topics.

## Future Phase - Open house on brainstorming results and to rank priorities

An open house will be conducted from 6:30-8:30 pm on Wednesday the 2nd of May in the Plaza Room of the Edmonds Library where you may review, critique, and rank (vote on) the results of all workshop ideas as well as all other topics identified during outreach surveys and focus groups. Following this process, you will work with city staff and the consultant team to organize and draft priorities into proposed strategic plans of action.

## Code of conduct and topics

- ***Be positive (visionary)*** - build upon rather than criticize the ideas of others.
- ***Share ideas*** - incorporate and discuss the ideas of others, don't dominate or control the discussion.
- ***Explore*** - ask what-if, and then what-if again as a means of reaching beyond the obvious to generate and create innovative ideas.
- ***Speak for yourself*** - express your opinions, but be willing to listen to the ideas of others - there are no experts here.
- ***Be action oriented*** - think in terms of acting upon (actions or projects) rather than planning ideas (studies).
- ***Be timely*** - don't get bogged down. If an idea isn't working, go in another direction.

### **Facilitators**

A consulting or city staff will facilitate each group. The facilitator will record your ideas, keep track of the time, stimulate your discussion, and record your votes. Where appropriate, they may also ask you to respond to brainstorming questions of interest. They will not, however, create or judge your ideas.

### **Brainstorming process**

Each group must develop specific and measurable responses to the following questions for each topic as illustrated in the following example:

<b><u>Question</u></b>	<b><u>Example response for parks</u></b>
What is your <b><u>desired end-state or result</u></b> for parks and trails - what do you want to achieve?	I want <b><u>access</u></b> to quality open spaces, parks, and trails!
What are the <b><u>required actions</u></b> necessary to achieve this end-state or result?	<b><u>An action plan</u></b> that integrates public, school, nonprofit, and private resources into a unified, cohesive, and publicly accessible park and trails network!
Who are the <b><u>responsible parties</u></b> to achieving the required actions?	<b><u>A coalition</u></b> that includes the city, county, state, port, school district, hospital, user groups, community organizations, homeowners,.....!
How will you <b><u>measure performance</u></b> ?	Every neighborhood has access to a park and trail <b><u>within a 0.5 mile radius!</u></b>

### **Mandatory topics**

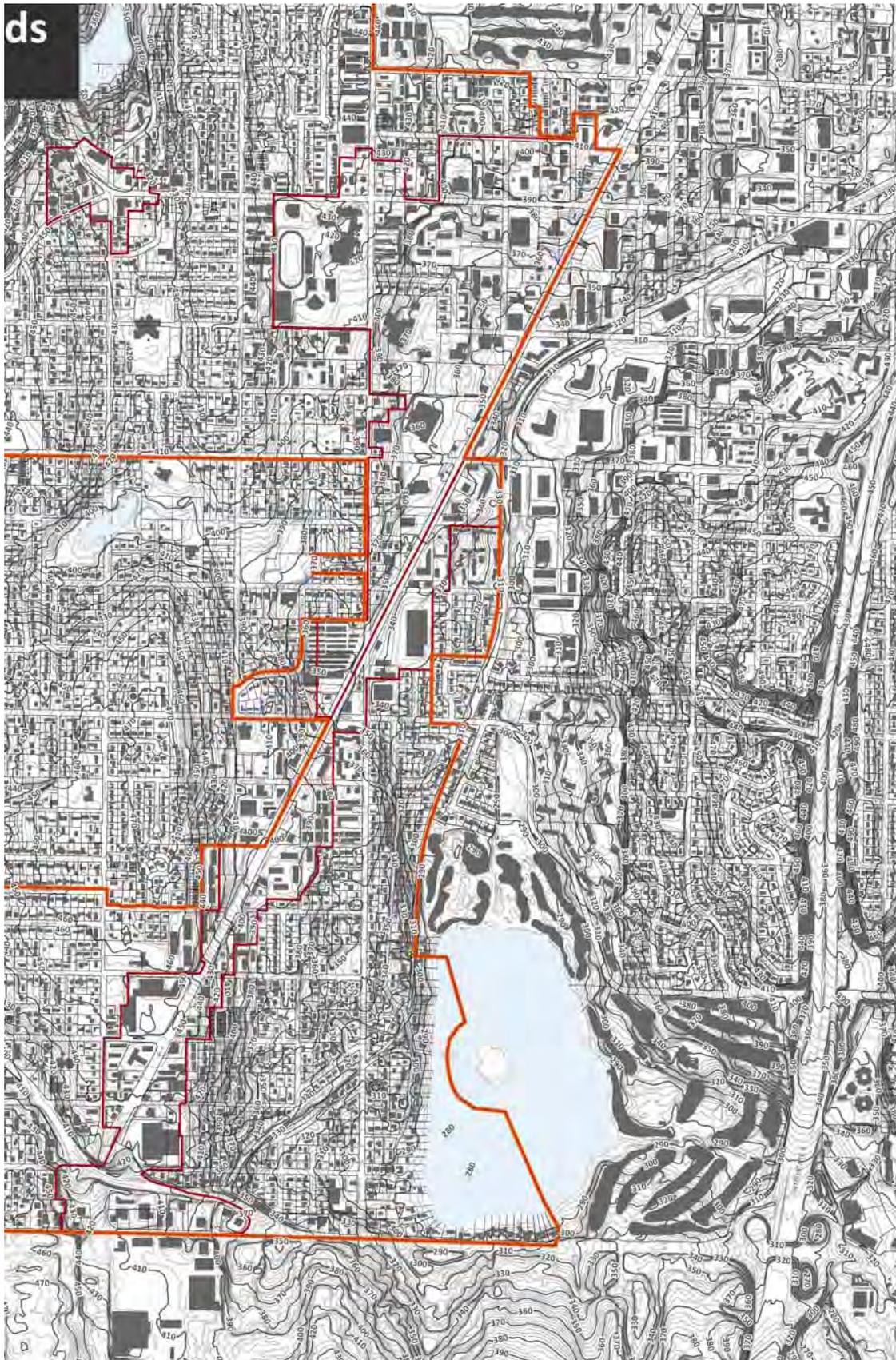
The strategic plan will develop priorities, results, and measurements for a wide variety of topics based on the findings of the focus group sessions, outreach surveys, and the introductory exercise to this workshop. However, this workshop cannot deal with all of them in the time available. Therefore, the following 4 highest priority topics have been identified and must be brainstormed by each and all groups during this workshop.

- 1: Economic Development - the Highway 99 Corridor?**
- 2: Community Development - the Downtown/Waterfront Area?**
- 3: Arts and culture?**
- 4: Governance?**

### **Optional topics**

Once the mandatory topics have been brainstormed, you may choose from any of the other priority issues you identified during the like/dislike exercise.

# 1: Economic Development - the Highway 99 Corridor?



*Existing conditions on Highway 99 in Edmonds*



*Highway 99 streetscape in SeaTac, Federal Way, Des Moines, and Shoreline*



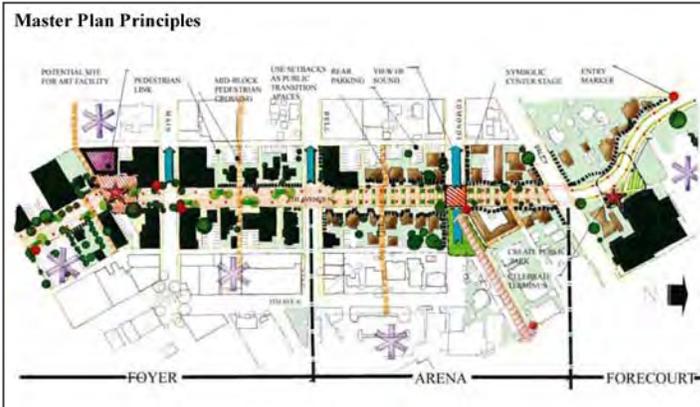
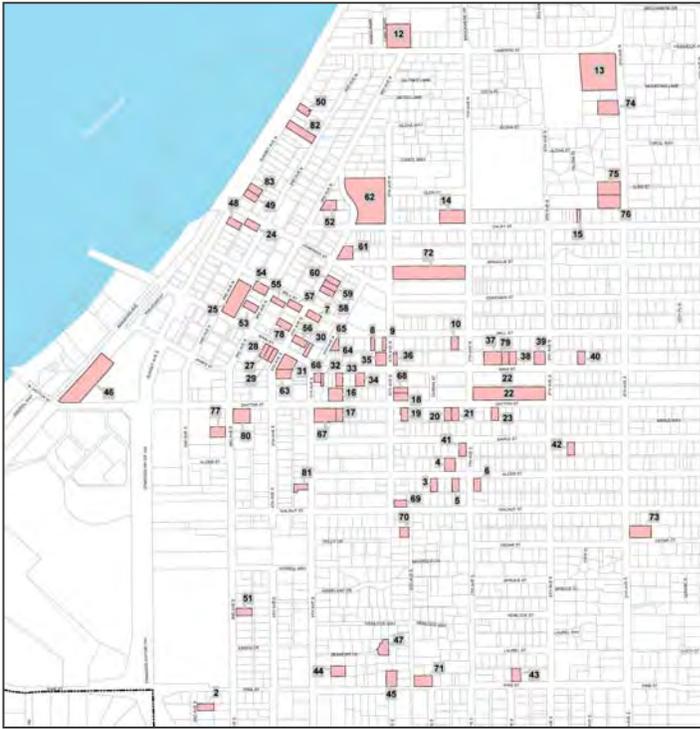
## 2: Community Development - the Waterfront?



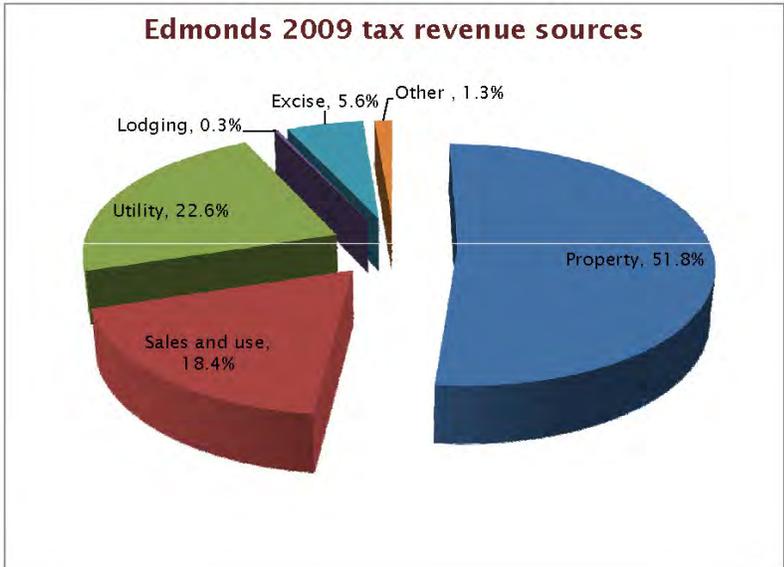


### 3: Arts & Culture?



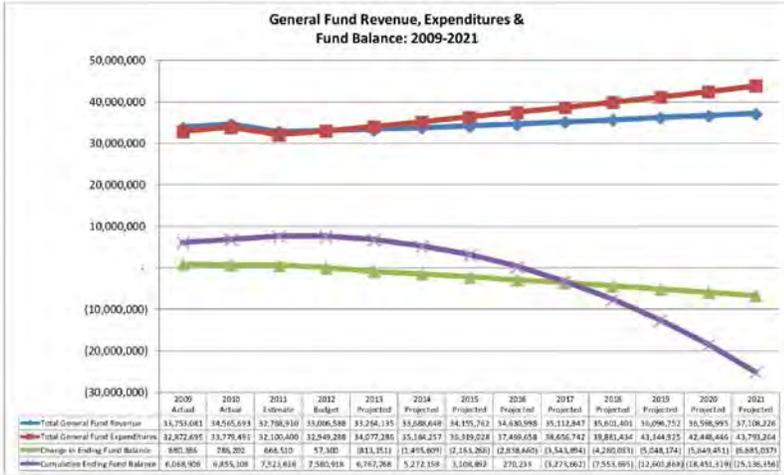


# 4: Governance?



**Sample of Edmonds Organizations**

- Edmonds City Council
- Planning Board
- Economic Development Commission
- Port of Edmonds
- Edmonds Library - Sno-Isle
- Alliance of Citizens for Edmonds
- Community Transit
- Sound Transit
- WSDOT
- Historic Preservation Commission
- Edmonds Historical Museum
- Summer Market
- Friends of Edmonds Marsh
- Sustainable Edmonds
- Edmonds in Bloom
- Pilchuck Aduobon Society
- Floretum Garden Club
- Tree Board
- Edmonds Arts Commission
- Edmonds Arts Festival
- Artworks
- Gallery North - Artist Cooperative
- Seaview Weavers
- Edmonds Center for the Arts
- Cascade Symphony Orchestra
- Olympic Ballet Theatre
- Cascade Youth Symphony
- Driftwood Players
- Phoenix Theatre
- Seattle Jazz Singers
- Ballet Academy of Performing Arts
- Edmonds Boys & Girls Club
- SnoKing Youth Association
- Young Life Edmonds
- Edmonds School District
- Edmonds Community College
- Jeremiah Center
- Edmonds Senior Center
- Rotary Club
- Kiwanis
- Exchange Club
- Swedish Edmonds Hospital
- Health & Wellness Clinic
- Edmonds Yacht Club
- Chamber of Commerce
- Downtown Edmonds Merchant Assn
- Edmonds Bike Group
- Aldercrest Health & Rehab Center
- Design Board
- Write on the Sound



# 5: Other topics?

