

**REDMOND CITY COUNCIL
STUDY SESSION**

March 29, 2011

Mayor

John Marchione

Members of the Council

Richard Cole, Council President
Pat Vache, Council Vice-president
Kim Allen
David Carson
Hank Margeson
Hank Myers
John Stilin

Staff

Jane Christenson, Deputy City Administrator
Mike Bailey, Finance and Information Services
Director
Rob Odle, Planning and Land Use Director
Rob Gibson, Police Chief
Malisa Files, Financial Planning Manager
Lori Peckol, Planning Policy Manager
Ron Grant, Deputy Public Works Director
Pete Sullivan, Senior Planner
Michelle M. McGehee, CMC, City Clerk

STUDY SESSION SUMMARY

Convened: 7:35 p.m.

Adjourned: 9:24 p.m.

Councilmember Cole opened the study session and overviewed the agenda for the evening.

Council Retreat Follow-Up

Ms. Jane Christenson, Deputy City Administrator, provided a report to the Mayor and Members of the Council regarding the January 31, 2011, Council Retreat follow-up items listing. She commented on the status of each issue earlier defined, and noted that conversations have already begun on many of the issues. Some issues have been completed, while others will be assigned to various Council Committees for further research and discussion.

Discussion ensued regarding:

- performance measures - Mayor Marchione noted that staff is working to create a dash board for the consideration of the full Council;
- economic development in the City;
- possible transportation and parks bonds for consideration in 2012;
- parking in the Downtown area; and
- reviewing the design standards for the Downtown area.

Fiscal Accountability for Elected Officials

Mr. Mike Bailey, Finance and Information Services Director, provided a report to the Mayor and Members of the Council regarding fiscal accountability for elected officials. The presentation addressed:

- systems of controls designed to protect City assets from misuse;

- roles and responsibilities;
- oversight – audits, training, and policies;
- assets – cash and amounts owed the City and investments;
- payments – procurement, contracts, payments, and payroll;
- Committee of Sponsoring Organizations (COSO) of the Treadway Commission;
 - key concepts involved in the COSO framework;
- Government Finance Officers’ Association (GFOA) best practices; and
 - enhancing management involvement with internal control – recommendations:
 - financial managers obtain the information and training needed to meaningfully take responsibility for internal control as set forth by the COSO;
 - internal control procedures over financial management be documented;
 - financial managers periodically evaluate relevant internal control procedures to satisfy themselves that those procedures are adequately designed to achieve their intended purpose; have actually been implemented; and continue to function as designed;
- Council’s Role;
 - review periodic reports;
 - participate in audit;
 - communicate what you hear to the Mayor; and
 - Council policies.

Members of the Council and staff discussed City practices and policies related to finances, ethics, employee discipline; and competitive bidding procedures.

Capital Investment Strategy

Mr. Pete Sullivan, Senior Planner, and Ms. Lori Peckol, Planning Policy Manager, provided a report to the Mayor and Members of the Council. Mr. Sullivan advised that a Capital Investment Strategy would provide a comprehensive plan for citywide strategic actions and capital investments beyond a six-year period, to ensure steady progress toward the vision for vibrant urban centers and quality neighborhoods. Specific objectives of the strategy include:

- articulate and implement the Comprehensive Plan vision for Downtown, Overlake, and established neighborhoods;
- identify key strategic actions needed to carry out the vision;
- summarize planned capital facility improvements, sequencing and costs for the next 18-year period;
- include all functional areas: transportation, parks, utilities, police, fire, general government;
- address deficiencies such as level of service compliance;
- address maintenance, repair, and upgrades as needed;
- address funding strategies; and
- address monitoring and reporting on progress.

Mr. Sullivan continued that a core team of eight staff representing planning, public works, parks, finance, police, and fire, are currently developing a scope of work and schedule to guide staff

work on development of the Capital Investment Strategy. The team plans to develop the strategy by the end of 2011.

Council Talk Time

Councilmember Margeson provided a report regarding his trip to the Washington, D.C., National League of Cities Congressional City Conference, March 12 – 16, 2011. (*See Attached*).

Councilmember Vache spoke regarding the scheduling of a potential tour of the Redmond Central Connector to trail configuration. Discussion of scheduling the tour in connection with the April 5, 2011, Parks and Human Services Committee meeting ensued. Mayor Marchione noted that he would confer with the City Clerk regarding any notice requirements for any tour on the matter that is scheduled.

Councilmember Cole noted that the Council's January 2011 Retreat Report would be finalized.

Councilmember Myers opined that more signage/notice regarding traffic safety camera intersections could reduce the number of citations. He also suggested that the City monitor the infractions as a way of determining how the program has affected driving behavior.

Councilmember Margeson suggested that the blinking light at the Einstein Elementary School location could be moved to increase safety.

Hank Margeson

Redmond City Council

National League of Cities Congressional City Conference Report (March 12-16, 2011)

Saturday March 12

Leadership Training Institute (LTI) – L02 (You Won the Election Now What? 7 Key Tools Every Public Official Should Know

- Leader facilitated discussion regarding how to improve communications within our cities.
- Importance of creating a communication schedule.
- Strategy for community outreach/forum.
- Partnerships with other community leaders.
- Town Halls
- Transparency template/clear talking points
- Some elected officials are using robo calls to survey constituents
- Can conduct a community survey
- Use of staff to manage community contacts/legislation
- Social media – still quite a bit of caution in using Facebook and Twitter
- Managing press relations

Session was facilitated by Christine Piven, Scheduler for Philadelphia Mayor's Office. Discussion often gravitated toward how to manage our busy schedules. Also, several participants in session were not first time elected, gives one a better understanding as to how critical it is to effectively connect with the community.

Sunday, March 13

LTI – 12 Thinking, Planning and Acting Strategically: A Case Simulation for Local Government

Facilitated by Dr. David Van Slyke, Ph. D. Maxwell School of Citizenship and Public Affairs, Syracuse University

- General discussion about strategic planning, models and examples , followed by a case study
- Course reinforced the need for Redmond to develop and use performance measures to track strategic goals and objectives (Elements of Strategic Planning and Management in Municipal Government, Poister and Streib, 2005).
- Majority of course spent on the case study – played the role of public at large.

Monday, March 14

Opening General Session

- Usual hoopla followed by presentation from Trey Grayson (Dir. Institute of Politics, JFK School of Government, Harvard University) focused primarily on improving the level of civil discourse.

Morning Workshop – Roadblocks to a New National Transportation Program

- Began with a discussion regarding the Surface Transportation Bill poll conducted in late Jan/early Feb – generally respondents support investments in surface transportation (roads) but are strongly opposed to paying for it.
- Presentations by Senate and House staffers, both stated “there are no Republican or Democratic potholes”, yet neither offered a tangible solution.
- Highlights include:
 - Gas tax (Federal portion 18.4 cents/gallon) will not be increased by this congress
 - Trust Fund is running out of money
 - Fund covers more than just roads (safe routes to schools)
 - Shared pain is the maxim
 - All discussion is on what is the Fed’s role on the TF (poll showed support for local control)
 - Efficiency is a primary objective – avg project takes 12 years to complete
 - The Senate is working on a bill to extend the Trust Fund
 - House Transportation committee is mostly new members
 - No will to raise gas tax
 - Focus is on spending at the current revenue level
 - House examining what is in the Fed’s interest – may push more to state and locals (unfunded mandates?)
 - Need to speed up the process to reduce costs – House is focused on environmental costs
 - Will consider revenue flexibility – bringing in private sector
 - All agreed there’s a need to be accountable to the public – show what you get for the gas tax (opportunity to use PR)

Afternoon Workshop 1 – Western Municipal Association Meeting

- Great opportunity to network with electeds from other western states
- Presentation by Will Sharfoth, Deputy Asst. Sec. for Fish, Wildlife, and Parks – US DOI – America’s Great Outdoors Initiative
 - Establishing the 21st Century Agenda
 - People want more open space near them, need to use modern comm methods, protection of wildlife habitat, clean water, and the younger generation is more likely to be employed in outdoor efforts
 - Understands that Feds need to be better partners with locals/states versus driving the agenda

Better leverage funds are available (Note: Urban Parks are a priority – I made contact with **Cynthia Moses-Nedd**)

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Afternoon Workshop 2 – Federal Resources for Global-Local Economic Development

- General focus of panel discussion centered on Transportation is Economic Development
 - Obama Administration supports investing transportation
 - Importance of making it easier to actually build the projects
 - Obama’s budget consolidates some programs to simplify the process
 - Looking to add flexibility to process while still meeting funding requirements
 - Looking to reward performance based on objective for safety and livability
 - \$32 billion available for grant awards to finance projects/programs
 - Focus on job creation/competitiveness
 - High speed rail
 - Highway/Bridge replacement
 - Transit systems
 - Urban revitalization and development
 - SAFETY – DOT is focused on preventing distracted driving (cell/text laws) and seat belt usage
 - Plan was built with input from Mayors/Governors

Afternoon General Session – Budget and Transportation Discussion

- Sen. Mark Begich shared that another CR was looming, a transportation rewrite is coming in September, understands that Federal money for roads needs fixing (suggests rewarding good actors by following state and local processes for approval – would help to shorten the process and lessen the cost), shared that water projects also need inclusion, and acknowledged that CDBG is valuable to communities (Note: CDBG was a major focus of the conference).
- It was suggested that if CDBG projects are used in our communities we take the time share (via media) how they have positively affected our communities

Tuesday, March 15

Morning General Session

Presentation by Erskine Bowles – stressed the need to implement the elements of the President’s Commission on Reducing the Deficit

Presentation by Ron Sims – not quite sure of the purpose, other than to fire us up!

Presentation by Michelle Obama – “Let’s Move” how cities can help battle childhood obesity.

Morning Workshop – Putting People to Work – Federal Strategies in Times of Slow Growth

Panel Presentation

- Geri Fiala – DOL Deputy Asst. Secretary for Employment and Training – the US has lost 7 million jobs (forever), jobs recovery is/will be slow, new jobs will require great skills/education making middle skill jobs the new norm. DOL is sponsoring competitive grants – variety focused on various needs.

- Rachel Gragg – Fed Policy Director National Skills Coalition – Middle skills jobs (8/10) require some post-HS education/training. Need for skills courses to provide training other than simply transition to college. Noted that HR1 cuts funding to Job Force Training, essentially funds run out in July. Likely will be pushed to states and locals to pick up the slack.
- Stefan Pryor – Deputy Mayor for Commerce and Economic Development, Newark, NJ
 - Presented his city’s program for spurring economic growth including tax credits.
 - Unique aspect of the program is the ability for an Urban Zone Tax Credit sale opportunity between an urban zone, who can sell the credit to a metro purchaser who uses the credit to hire or contract with urban locals, thereby growing employment in the urban zone.

Afternoon Workshop – Federal Resources for Small Business Development

Missed the opening so not sure who represented the SBA

Presentation on the Why, Who and How of Economic Development

- Why – recession encourages startups – multiplier effect on job creation
- Who – Businesses with less than 500 employees
 - SBA focused on stages of development
 - Self-Employed
 - Stage 1 – 1 to 9 EEs
 - Stage 2 – 10-99 EEs
- How – Small Business Development Centers offering marketing, regulatory, loans, and private sector partnerships.
- What can local cities do – Permit and Zoning assistance, partnering with private business, revolving loan funds, SBDC, marketing assistance, and support in making local connections.
- Second presenter from EDA (?) – focus on Ecosystem – latest buzzword in ED
 - EDA is looking for regional cooperation and public/private partnerships
 - EDA preferred projects:
 - Green Technology
 - Sustainable Manufacturing
 - Sustainable Information Technology
 - EDA has money to grant
 - LEAD certified programs
 - Growth zone initiatives
 - EDA working with Universities to help remove roadblocks to success

Closing General Session

Joe Scarborough and Mika Brzezinski from Morning Joe (CNBC) discussed topical issues facing Congress, very refreshing!

Wednesday, March 16

Meetings with staff of Congressional representatives Rep Reichert, Rep Inslee, Sen. Cantwell & Sen. Murray. Cantwell's staff is primed and ready to support Redmond Central Connector, once \$\$ become available.