



City Council Special Workshop Meeting

Thursday, August 13, 2020



**CITY OF STANWOOD
CITY COUNCIL SPECIAL MEETING**

City Council Workshop
Thursday, August 13, 2020 – 5:30 p.m.

Virtual link

AGENDA

1. 2021-2022 Biennial Budget – Community Priority and Goals
2. Adjourn



CITY OF STANWOOD AGENDA STAFF REPORT

ITEM NUMBER: Workshop Discussion

DATE: August 13, 2020

SUBJECT: 2021-2022 Biennial Budget – Community Priorities and Goals

CONTACT PERSON: Jennifer Ferguson, City Administrator

ATTACHMENTS: **A** – 2021-2022 Biennial Budget Priorities-DRAFT
B – Community Survey Cut Sheets

PURPOSE

The purpose for this council workshop is to discuss 2021-2022 Budget Priorities and Goals

DISCUSSION

The 2021-2022 biennial budget process has begun and key to development of a results based budget is understanding priorities and goals that are endeavored to be achieved. The City Council plays a critical role in setting priorities and the Mayor and City Administrator are responsible for presenting a budget that allocates resources that the City Council will ultimately approve through the final adoption of a budget.

What is challenging for this biennium is the absence of a formal Stanwood Strategic Plan; however, this initiative is proposed for 2021-2022 to better guide future budgets. In the interim, staff is proposing to use the community priorities identified through the 2019 Community Survey as a starting point. Attachment A is a draft 2021-2022 Budget Priorities Summary that reflects the Community Survey priorities. Attachment B includes the Community Survey “cut sheets” for council reference.

During the workshop, staff will utilize a white board to capture the Council discussion and then use to synthesize into final budget priorities and goals.



Budget Priorities

In 2019, the City of Stanwood partnered with Washington State University to gather community feedback on their opinions regarding various city services, how they can be improved and what level of services the community desires. From the responses received, a variety of community priorities emerged which include:

- Protecting the environment
- Promoting public safety
- Improving existing parks and amenities
- Promoting economic growth
- More development towards the river
- Expanding tourism
- Enhancing public engagement efforts

The top ranked opportunities for improvement and goals that the community desires to address include:

- ✓ **Economic Development:** Continue efforts to address business recruitment and retention, especially lodging options
- ✓ **Parks and Recreation:** Improve existing parks and trails and develop more trails and parks along the waterfront
- ✓ **Transportation:** Focus on improving streets and traffic flow, and communicating progress of the Transportation Benefit District projects to residents
- ✓ **Communication:** Utilize online resources for business recruitment and enhance communication with Stanwood residents through diverse channels

The 2021-2022 Biennial Budget endeavors to support, through funding, the achievement of community priorities and goals. Throughout the budget documents, highlights of how various approved budget allocations work to achieve goals along with the routine and on-going services that all city departments provide.

Community Survey Results: Community Priorities



STANWOOD
HOME OF
SCANDINAVIAN



About the City of Stanwood

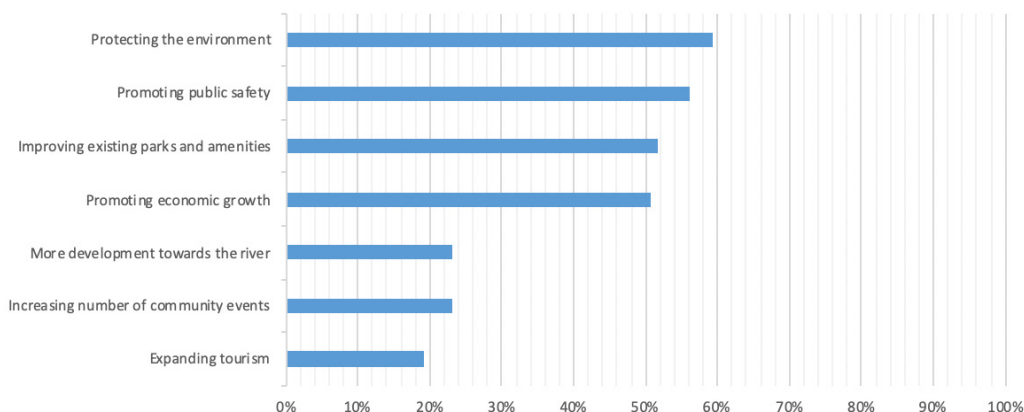
Settled in 1866 as a trading post on the “flats” of the Stillaquamish River and bordering Puget Sound’s Saratoga Passage at Port Susan Bay, Stanwood is a small, but growing community in Snohomish County with a strong Scandinavian heritage. The City of Stanwood is the hub of a unique region known for its small-town charm, agricultural industry, quaint downtown, special events and outdoor recreation activities, art community, and gateway to Camano Island.



In 2019, the City of Stanwood partnered with Washington State University Extension to survey residents of Stanwood and Camano Island. Residents were asked their opinion on various city services from communication to transportation, and how these services can be improved.



Importance of Activities for Stanwood in Next 2 to 5 Years
(Percent of Stanwood Respondents Indicating High Importance)



Priorities for Stanwood

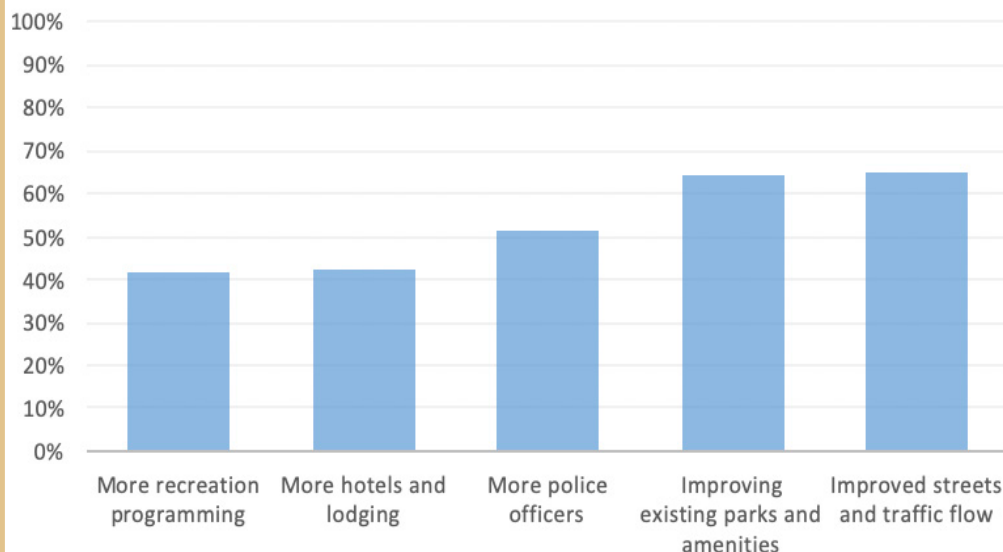
- Protecting the environment, promoting public safety, and improving existing parks were identified as very important.

Community Priorities

Top Priorities for the Next 2 to 5 Years

- Highest ranked activities included improving transportation infrastructure and parks and recreation facilities.
- Respondents would also like more police officers, more hotels and lodging, and increased recreation programming.

Activities Ranked as Top 5 Priorities (Percent of Stanwood Respondents Indicating High Importance)



Opportunities to Improve the Community in the Next 5 Years

- **Economic Development:** Continue efforts to address business recruitment and retention, especially lodging options.
- **Parks and Recreation:** Improve existing parks and trails, and develop more trails and waterfront parks.
- **Transportation:** Focus on improving streets and traffic flow, and communicating progress of Transportation Benefit District projects to residents.
- **Communication:** Utilize online resources for business recruitment. Enhance communication with Stanwood area residents through diverse channels.

Three electronic surveys were conducted in the summer and fall of 2019: a random household survey of Stanwood residents, a non-random survey of Stanwood residents, and a non-random survey of Camano Island residents. A total of 688 people took the surveys. Complete survey results can be found at: www.stanwoodwa.org.

Community Survey Results: Transportation



About the City of Stanwood

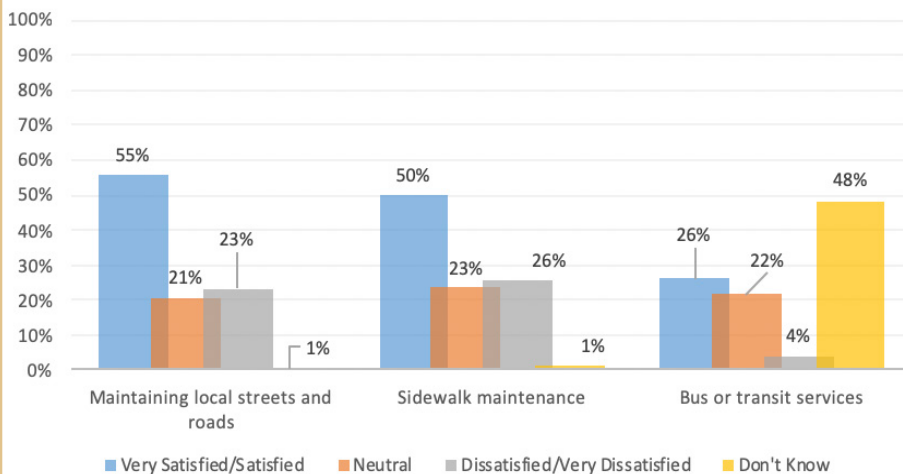
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Level of Satisfaction with Transportation Services
(Percent of Stanwood Respondents)



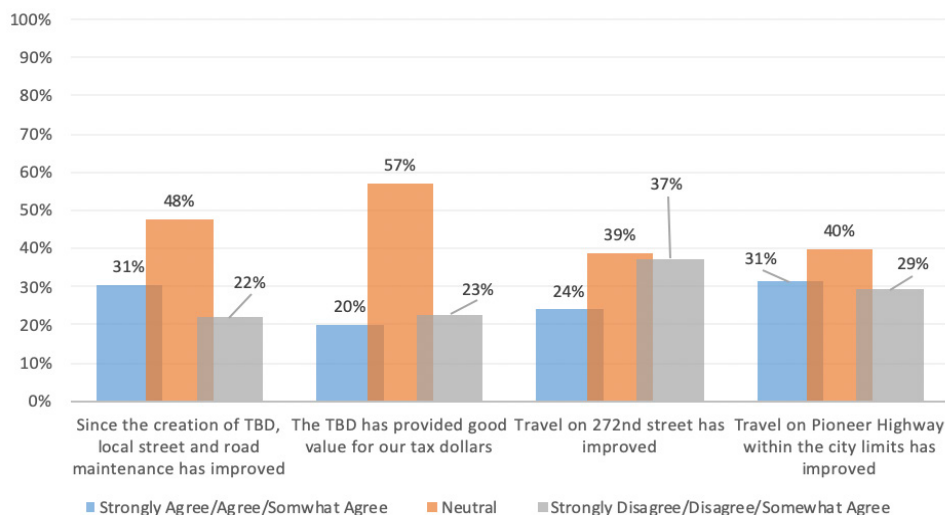
Transportation Infrastructure and Services

- A majority of respondents are satisfied with local street and road maintenance.
- Nearly half are satisfied with sidewalk and street maintenance.
- Almost half didn't know how they feel about transit services.

Opinions on Transportation Benefit District

- Many respondents had no opinion meaning the City may need to better communicate about the TBD.
- This can indicate a lack of strong opinions on the TBD and TBD projects, or a lack of awareness of these activities.
- Over 40% of respondents are satisfied or very satisfied with street changes.

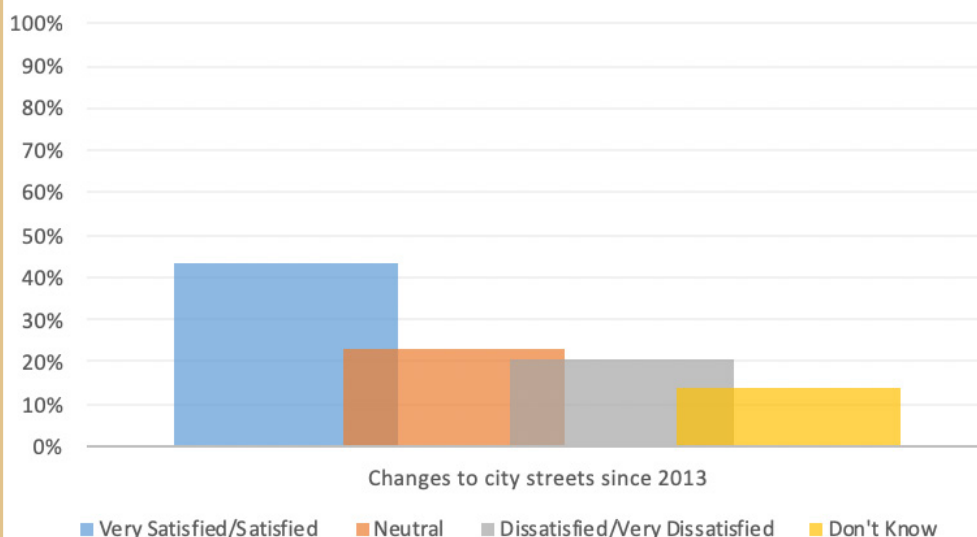
Opinions on Stanwood Transportation Benefit District (TBD)
(Percent of Stanwood Respondents)



Opportunities to Improve Transportation

- Improving streets and traffic flow is an important priority for Stanwood residents over the next two to five years.
- While many respondents were satisfied with changes to city streets since 2013, this indicates that transportation is a key concern among many respondents.

Satisfaction with Changes to City Streets
(Percent of Stanwood Respondents)



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Community Survey Results: Parks & Recreation



About the City of Stanwood

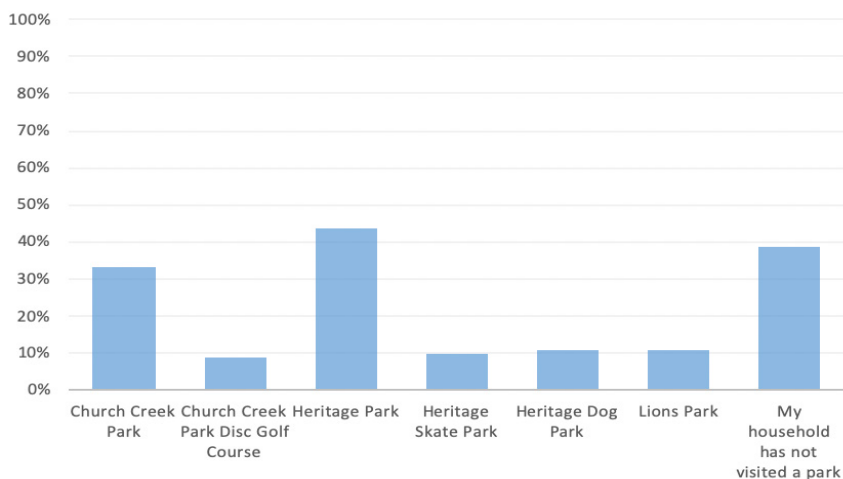
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Respondents Visiting Stanwood Parks in
Last 12 Months
(Percent of All Respondents)



Park Usage

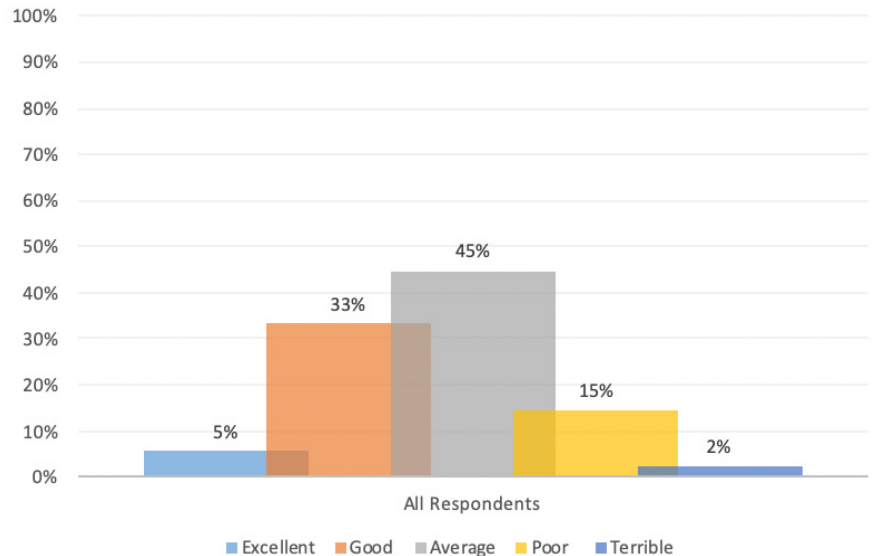
- Heritage Park is the most frequently used.
- Nearly 40% of respondents have not visited a park in the past year.

Parks & Recreation

Physical Condition of Parks

- Nearly half of respondents rated parks “average”, indicating an opportunity for improvement.
- Over one third of park users believe the physical condition of Stanwood city parks can be rated as good or excellent.

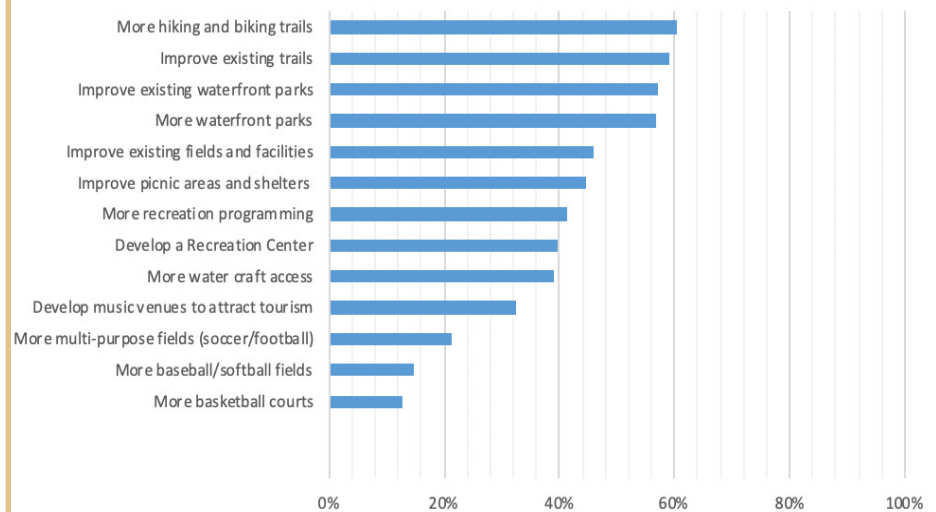
Perceptions of Physical Condition of Stanwood Parks (Percent of All Respondents)



Priority of Parks and Rec Projects

- High priorities for Stanwood and Camano Island residents included creating hiking and biking trails and improving existing trails.
- Respondents also indicated a desire to improve and create more waterfront parks.

Priority of Parks and Recreation Improvements (Percent of All Respondents)



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Community Survey Results: Communication



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Community Websites Visited in Past 12 Months
(Percent of All Respondents)

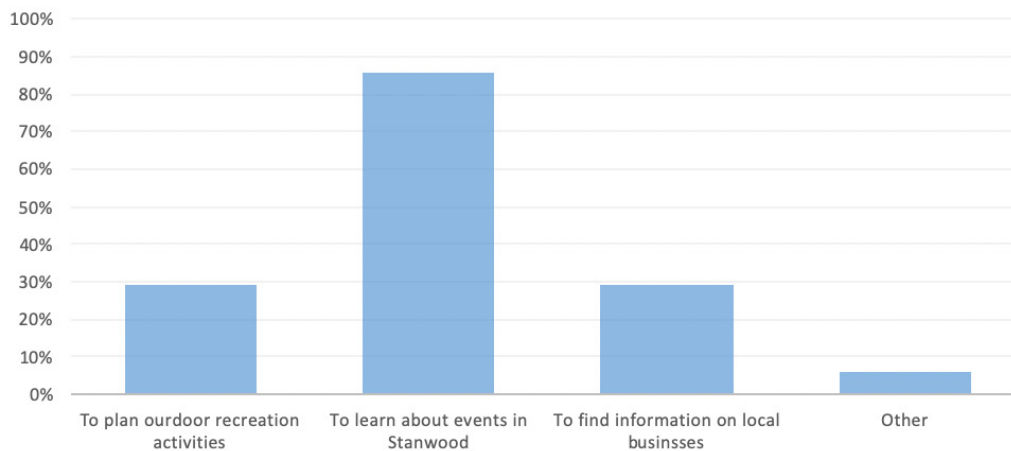


Website Usage

- 46% of respondents had not used either the *City of Stanwood* or *Discover Stanwood Camano* websites in the past 12 months.

Communication

Reasons for Visiting Discover Stanwood Camano Website
(Percent of All Respondents)



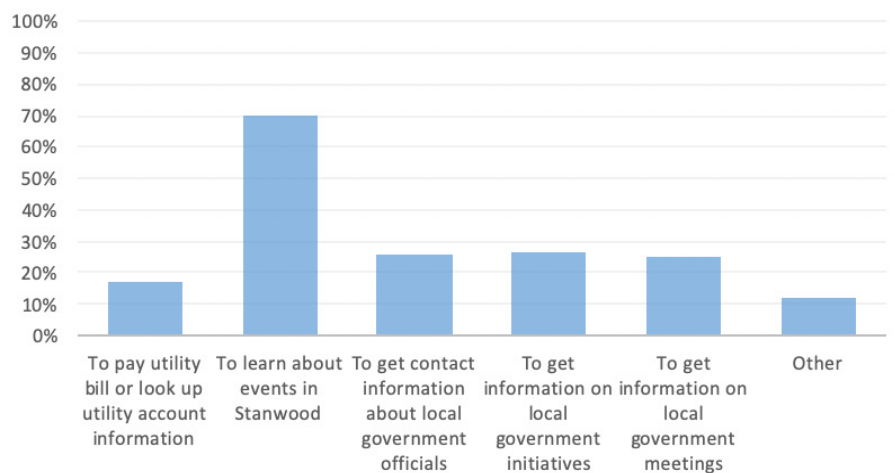
Visiting Community Websites

- Residents visit the *City of Stanwood* or *Discover Stanwood Camano* websites to learn about Stanwood events.

Opportunities to Improve Communication

- Diversify channels of communication.
- Redesign the *City of Stanwood* and *Discover Stanwood Camano* websites.
- Develop a strategy for non-internet based communication.
- Enhance and expand use of social media.

Reasons for Visiting City of Stanwood Website
(Percent of All Respondents)



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Community Survey Results: Economic Development



About the City of Stanwood

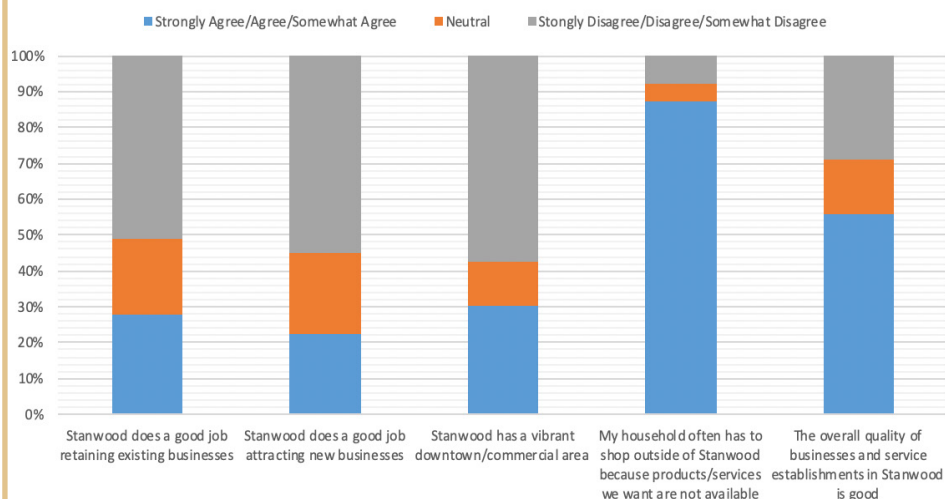
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Perception of Stanwood's Economy
(Percent of All Respondents)

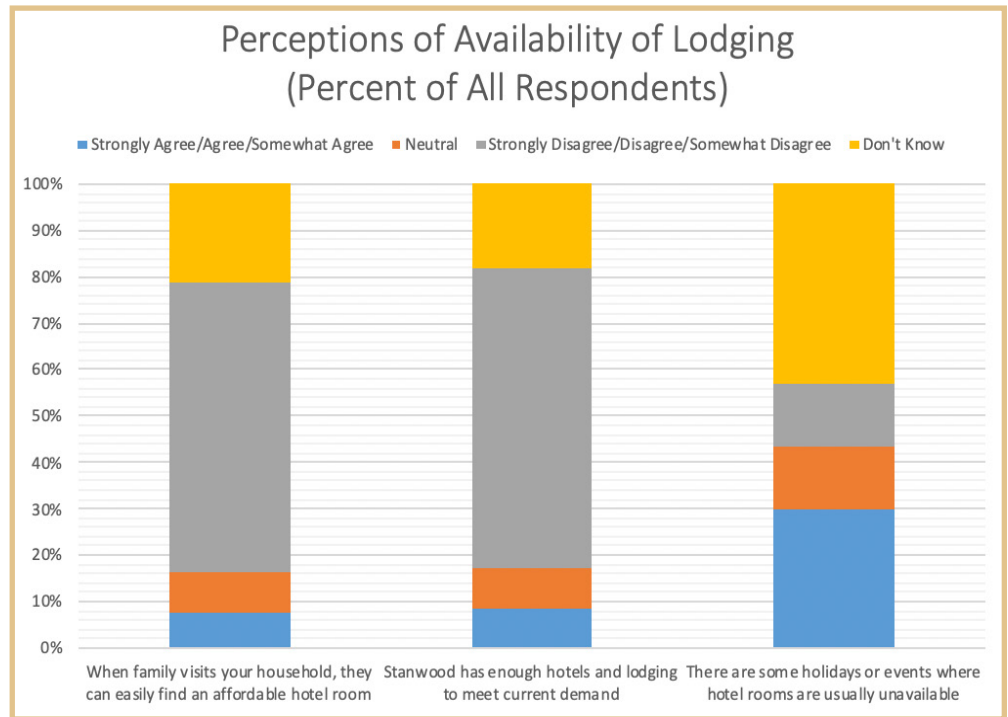


Opinions on Stanwood Local Business

- Over half of respondents believe that Stanwood does not do a good job of retaining businesses or attracting new ones.
- The majority of respondents feel that the quality of existing businesses is good.

Lodging

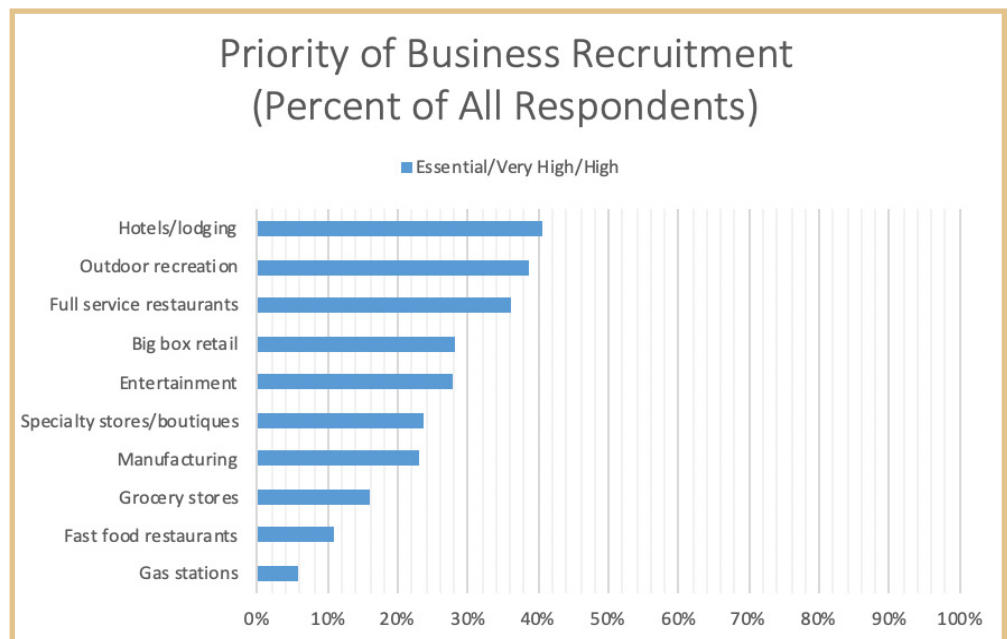
- The majority of respondents do not think Stanwood has enough hotels and lodging to meet demand.
- Over 60% of respondents believe visiting family members cannot easily find affordable lodging.



Future Business Recruitment Priorities

Survey respondents were asked to prioritize which businesses to recruit:

- Hotels and lodging, outdoor recreation and full service restaurants were selected as the top three priorities.



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