



City Council Vision and Goals

VISION

Mountlake Terrace is a dynamic, engaged, innovative and welcoming city with a vibrant Town Center providing jobs, services, entertainment and activities, surrounded by safe, connected and sustainable neighborhoods with a variety of housing choices for all, pride in their network of parks and recreation programs that support active lifestyles, and celebrate arts, culture and diversity.

MOUNTLAKE TERRACE COMMUNITY VALUES

- Feeling safe and welcome throughout the community
- Housing choices for all incomes levels
- An informed and engaged community
- Active and passive parks that provide a variety of recreation opportunities for all ages and abilities
- Sidewalks and bike lanes connecting all neighborhoods together
- Events that celebrate arts, neighborhoods and culture
- A vibrant Town Center and economic vitality that provides jobs, services and activities

GOAL: AN INFORMED AND ENGAGED COMMUNITY

- Develop a full-scope Communication Plan that identifies key target audiences and utilizes multiple channels to inform and engage the community and stakeholders.
- Inform and engage the community through multiple communication channels including the newsletter, social media, website, text messaging, Coffee with the City, Open Houses, cable access, information kiosks, and booths at events.
- Promote businesses through newsletter, social media, website, outreach and marketing.
- Identify and engage, coordinate and partner with stakeholders and user groups.
- Coordinate with the Diversity, Equity & Inclusion Commission to examine accessibility barriers (socio-economic, language, physical, geographic, transportation) and development of outreach programs.
- Develop and implement “Community Ambassadors” and “Cops & Clergy” programs.

GOAL: A VIBRANT TOWN CENTER AND ECONOMIC VITALITY THAT PROVIDES JOBS, SERVICES AND ACTIVITIES

- Conduct market analysis to determine trends, competition and identify potential businesses that could fill market niche and community needs and desires, and develop an economic profile.
- Implement a multi-pronged economic development outreach and marketing campaign to attract potential businesses to the city.
- Evaluate potential tools to incentivize private property development, including regulatory environment, policies, and process efficiencies.
- Identify workforce development programs available to help meet the skill needs of targeted industries.
- Ensure provision of necessary public infrastructure to support anticipated growth.
- Meet regularly with the community (residents, property owners, business owners and investors) to obtain feedback on permit application and construction inspection processes.
- Update the development code and review process and identify areas where permit review can be made more efficient and predictable and provide flexible and innovate approaches to meeting code requirements.
- Organize a task force to explore opportunities to improve business retention and expansion, attract new businesses, consider business incubator programs and showcase events, and identify workforce training services.

GOAL: SUSTAINABILITY AND ENVIRONMENTAL STEWARDSHIP

- Take care of the environment, economy and community livability all at the same time, without sacrificing the resources of future generations.
- Update regulations and programs to incorporate environmental guidance and sustainable practices.
- Restore native habitat in disturbed areas, remove invasive species to promote use of native and drought resistant plants, restore wildlife habitat and address culvert issues to improve fish access and ecosystems.
- Continue to ensure the city meets qualifications for the Tree City USA, Urban Forestry and land bank programs.

- Update and implement the Emergency Response Plans.
- Design city street projects with multi-modal connections (e.g., trails, bike, sidewalk and public transit).

GOAL: EVENTS THAT CELEBRATE ARTS, NEIGHBORHOODS AND CULTURE

- Develop a plan and identify funding for Concerts, Theater and Movies in the Park.
- Identify Diversity, Equity and Inclusion Events to recognize and celebrate the value of diversity in the community.
- Develop a plan to ensure public and private community events continue into the future (Arts of the Terrace, Tour de Terrace, July Fireworks, National Night Out, Tree Lighting, Earth Day, Volunteer Recognition, etc.).
- Identify opportunities to build trust between law enforcement and diverse communities.
- Identify opportunities to engage youth and senior citizens.
- Utilize social media/newsletter profiles of diverse community leaders (e.g., business owners, volunteer coordinators).
- Develop programs and events to display art.
- Explore support for a Farmers and Night Markets.
- Partner with local businesses, residents and community groups to implement special events such as festivals, street fairs, parades, sporting events, and concerts that create a positive local, regional, and national image of the city and promote Town Center activity.
- Update the Arts and Culture Strategic Plan.

GOAL: HOUSING CHOICES FOR ALL INCOMES LEVELS

- Ensure housing is available for all income levels while planning for anticipated growth.
- Adopt policies and best practices, remove barriers to provide a variety of housing opportunities, while considering effects of potential displacement.
- Create a list of development incentives that may encourage a diversity of housing types (e.g., explore the merits of reinstating the multi-family property tax exemption program, density bonuses, etc.).

- Examine zoning and land-use regulatory powers to identify options for diversifying the housing stock while enhancing the overall character of neighborhoods.
- Work with the development community and housing authorities to identify ways to create more affordable units within the city.
- Coordinate and partner with the Alliance for Housing Affordability (AHA), Housing Authority of Snohomish County (HASCO), the county's Housing Affordability Regional Taskforce (HART) and other agencies and programs to expand housing opportunities and choices.

GOAL: ACTIVE AND PASSIVE PARKS THAT PROVIDE A VARIETY OF RECREATION OPPORTUNITIES FOR ALL AGES AND ABILITIES

- Increase natural area and open space preservation within the developed area.
- Apply for grant funding for park property purchases and improvements.
- Remove ADA barriers in parks and facilities.
- Proactively seek parkland identified within the *Recreation, Parks and Open Space (RPOS) Plan* to secure suitable locations for new parks to serve existing and future residents.
- Evaluate design standards for the interface between Veterans Memorial Park and adjacent private development and the Transit Center.
- Provide fun and diverse recreational opportunities that support the health, wellness, lifelong play, active lifestyles and engagement of all community members through implementation of the *Recreation Parks and Open Space (RPOS) Plan*.
- Enhance opportunities for expanded recreation programs (e.g., Frisbee, disc golf, dog parks, etc.).
- Engage the Senior Center and DEIC on potential recreational partnerships and programming, including multi-lingual programs and outreach programs.
- Replace the Recreation Pavilion.

GOAL: FEELING SAFE AND WELCOME THROUGHOUT THE COMMUNITY

- Develop a "Welcome Guide to Mountlake Terrace" for new residents and businesses in multiple languages.
- Create a sense of inclusion and belonging within the city.

- Engage with neighborhoods to update and implement subarea plans in identified neighborhoods or priority areas; build identity and character for neighborhoods.
- Provide wayfinding signs throughout the city.
- Abate code violations and nuisance conditions to improve neighborhood safety and attractiveness.
- Schedule regular and frequent patrol presence throughout the community.
- Implement a “Cops and Clergy” program to unite faith-based leaders and the police department with the goal of building trust throughout our diverse religious community.
- Recruit employees to reflect the community’s diversity.
- Explore the expansion of programs to aid community members in crisis.
- Identify and implement a preferred option to address fire and emergency medical services by conclusion of contract with South County Fire & Rescue.

GOAL: MULTI-MODAL CONNECTIONS TO ALL NEIGHBORHOODS

- Identify and fund public investment in infrastructure (e.g., street improvements, walkways sidewalks, bike lanes and trails) to support connectivity between neighborhoods.
- Adopt pedestrian-oriented development standards through all residential areas.
- Maintain the Interurban Trail.
- Evaluate potential agreements with bike-sharing companies.
- Regular and reliable transit service between neighborhoods and the Transit Center.
- Coordinate with neighboring jurisdictions, Sound Transit and the Washington State Department of Transportation (WSDOT) to ensure that our transportation system operates at an optimal level.

GOAL: RESPONSIBLE GOVERNMENT

- Plan, finance, develop, and maintain quality services, infrastructure, and amenities.
- Review city finances regularly to ensure fiscal responsibility.
- Develop an action plan for the use of one-time America Rescue Plan Act (ARPA) funds.

- Ensure provision of public health and safety through police, fire and emergency preparedness services.
- Regularly update the Capital Facilities, Transportation, Water, Sewer, Stormwater, and Comprehensive Plans to include priority projects and funding sources necessary to accommodate projected employment and population growth.
- Develop and implement plans to ensure long-term funding and maintenance of public infrastructure.
- Expand public assistance tools and resources to help residents stay in their homes.
- Consider funding options for a new Recreation Pavilion (including public-private partnerships, creation of finance/funding districts, and/or bonding/levies).
- Annually evaluate the city's development regulations for consistency with the Comprehensive Plan, as amended, and proposed and adopt updates, to maintain consistency.
- Identify and fund public investment in infrastructure (utility upgrades, street improvements, stormwater facilities, etc.) to support anticipated growth and help stimulate private investment.
- Prioritize transportation projects for funding in the following order: (a) safety and preservation; (b) concurrency to meet adopted levels of service; (c) transportation infrastructure in the Town Center and Melody Hill; and (d) other community needs and benefits.
- Partner with appropriate organizations to provide healthy and educated citizens (Verdant, Edmonds School District, and Edmonds College).
- Invest in and utilize technology that benefits the community.
- Improve access to the broadband network within the community.