

Memorandum

March 27, 2008

To: City Council

From: Shane Hope, Planning and Development Director

Via: John J. Caulfield, City Manager

Subject: Update on Sustainability Strategy and Economic Vitality Strategy

Two strategies of special interest to the City Council are being developed this year and their status will be reported at the March 27 work/study session. The strategies are:

- Sustainability (or Conservation) Strategy
- Economic Vitality Strategy

Sustainability Strategy

Development of a sustainability or conservation strategy is a 2008 action item in the Comprehensive Plan. This strategy's purpose is to identify and prioritize proactive approaches the City can take to protect the environment and to conserve energy and other natural resources.

At various times called a conservation strategy, a sustainability strategy, and a sustainable development strategy, the document is being prepared with funding help (a \$52,500 Growth Management grant) from the state Department of Community, Trade and Economic Development.

Besides recommending specific environmentally healthy practices, the strategy will identify opportunities for creating clean-technology jobs. (*See attached definition.*)

The Sustainability Strategy builds off a preliminary "Conservation" report that was prepared in 2006 with initial input from the Planning Commission. (*See "List of Tools" from the preliminary draft.*) This preliminary draft was a good start but did not establish priorities nor include climate change information. (*See attached Governor's Executive Order on Climate Change and Sustainability.*) Also, it did not go through a public review process. The new strategy will use some of the earlier information but take it further, get public input, and help set priorities for action.

A community workshop on sustainability has been scheduled for Earth Day, April 22, at 7:00 p.m. in the library.

Target date for completing the Sustainability Strategy is July 2008.

Economic Vitality Strategy

An economic vitality (or “economic development”) strategy is another action item for 2008, based on the Comprehensive Plan and the City Council’s additional direction. We expect the strategy to recommend specific ways to encourage economic development citywide and to implement the Economic Vitality Element in the Comprehensive Plan, which focuses on broad goals and policies involving businesses, jobs, and quality of life.¹ (Certain steps recommended in the Comprehensive Plan, such as developing a Town Center Plan, have already been undertaken.)

The Economic Vitality Strategy will include a market study of the types of business that would fit well in Mountlake Terrace. In addition, the strategy will identify steps the City can take—whether through capital investments, outreach and marketing, or other action—to encourage economic development and prosperity in Mountlake Terrace.

Project milestones are:

- ❑ Market analysis (February-April)
- ❑ Stakeholder interviews (March-April)
- ❑ Development of strategic situation assessment and draft goals and strategies (April-June)
- ❑ Strategy review and refinement (July-September)
- ❑ Final strategic action plan (July-October).

Our contractor to assist with this project is Berk and Associates, a firm experienced in municipal issues and economic development planning. *(See attached Summary Scope of Work, which identifies key tasks being performed by Berk and Associates.)*

We expect to have a draft strategy for review and input by early summer. There will be public hearings and other opportunities for input. We expect to ask for direction by late summer from the City Council, especially on any recommendations that would affect the 2009-2010 budget.

Target date for completing the Economic Vitality Strategy is late summer/fall, 2008. The Council makes the final decision on adoption.

ATTACHMENTS

- ❑ Clean Technology Definition
- ❑ 2006 Preliminary Draft List of Tools
- ❑ Governor’s Executive Order on Climate Change
- ❑ Economic Vitality Strategy Scope of Work Summary

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¹ Quality of life is an important factor for many businesses in determining where they want to locate or expand.