



Next Ord: 2045-23
Next Res: 1124-23

**CITY COUNCIL STUDY SESSION
AGENDA**

IN PERSON OR VIA ZOOM

April 5, 2023

6:00 PM via ZOOM

Sedro-Woolley Municipal Building

Council Chambers

325 Metcalf Street

a. New Business

1. First Quarterly 2023-2028 Strategic Plan Update
2. Strategic Discussion

Next Meeting(s) City Council Meeting April 12th, 2023

Topic: Sedro-Woolley City Council Study Session
Time: 6:00 PM to 8:00 PM

Join Zoom Meeting

<https://zoom.us/j/9178585U179Powd=Vys0Y29XalZmOTRmem1BM2txVDIUQT09>

Meeting ID: 917 8685 0179

Passcode: 091845

OR One tap mobile

+12532158782,,91786850179#,,,,,0#,,091845# US (Tacoma)

+16699006833,,91786850179#,,,,,0#,,091845# US (San Jose)

OR Dial by your location

+1 253 215 8782 US (Tacoma)

+1 669 900 6833 US (San Jose)

+1 346 248 7799 US (Houston)

+1 929 205 6099 US (New York)

+1 301 715 8592 US (Washington D.C)

+1 312 626 6799 US (Chicago)

Meeting ID: 917 8685 0179

Passcode: 091845



Agenda
Item No. _____
Date: April 5, 2023
Subject: First Quarterly 2023-2028 Strategic
Plan Update

FROM:

Charlie Bush, City Administrator

RECOMMENDED ACTION:

This item is for discussion only.

ISSUE:

This is a first quarter progress report regarding the City Council's 2023-28 strategic goals.

BACKGROUND/SUMMARY INFORMATION:

The City Council adopted its current strategic plan in the fall of 2022. Staff incorporated action items, shown in the attached Department Operational Plans, into the 2023-24 budget.

FISCAL IMPACT, IF APPROPRIATE:

N/A

ATTACHMENTS:

1. 2023-28 Sedro-Woolley Strategic Plan
2. Quarter 1 2023 Update - Department Operational Plans

CITY OF SEDRO-WOOLLEY

2023-28 STRATEGIC PLAN

VISION STATEMENT:

Sedro-Woolley is a friendly City that is characterized by City Government and Citizens working together to achieve a prosperous, vibrant and safe Community.

MISSION STATEMENT:

To provide services and opportunities which create a Community where people choose to live, work and play.

STRATEGIC GOALS:

- Increase parks and recreation usage by residents and tourists
- Improve the City's economy
- Continue city's growth model where lots on the edge of town are primarily zoned single family, with missing middle housing interspersed in the primarily single-family residential zones. Future growth will be accommodated through a combination of urban growth area expansion to the north as necessary per a land capacity analysis, infill in existing residential neighborhoods and accommodating higher densities in commercial zones (where commercial is the primary use on the main floor).

City of Sedro-Woolley 2023-24

DEPARTMENT OPERATIONAL PLANS Q1 2023 Update

Increase parks and recreation usage by residents and tourists

- Update City website and overall marketing of City parks by April 1, 2023 (Administration, Public Works, Information Technology).

Parks and Facilities interactive map was completed in quarter 4 of 2022. Website design refresh was initiated in February 2023 and should be completed by the beginning of May. Web and social media content will be more focused on parks and recreation opportunities, including more photo and video imagery that highlights these amenities.

- Engage the Sedro-Woolley Chamber of Commerce by April 1, 2023 to assist in additional marketing of park properties and recreation events (Administration).

Staff will contact the Chamber for assistance in conjunction with the completion of a parks brochure that will be under development this spring.

- Develop new partnerships, possibly including a consultant(s) after exploration with the City Council, using American Rescue Plan Act Funds, by April 1, 2023. The goal is to recruit, plan, create, market, and support sports tournaments and other special events in Sedro-Woolley and the surrounding area. The City would use these events to build up demand for additional hotel space, leading to increased hotel/motel revenues that can sustain this program, and tourism in Sedro-Woolley, into the future (Administration, Public Works).

The Administration will be ready to work with the Council and potential partners starting in May.

- Work strategically to expand outdoor recreation options in the areas around Sedro-Woolley and to better connect Sedro-Woolley to those areas. Provide an initial report to the City Council by October 1, 2023 (Administration, Public Works).
 - Olmsted Park Phase 1 Infrastructure; design 2022; construction 2023
 - Olmsted Park Phase 2 Structures; design 2022/2023; construction 2024/2025
 - Olmsted Park Phase 3 Playground; design 2023; construction 2024 (updated 3/30/23)
 - Memorial Park Infrastructure, Playground and Spray Park; design 2022/2023; construction 2023
 - Reed Street Park; design 2025; construction 2026
 - SR20/Cascade Trail Phase 2A Holtcamp to Hodgkin; design/ROW 2022/2023; construction 2024. Future Phase 2B Collins Rd to Holtcamp Rd ~2030.

Olmsted Park Phase 3 construction is updated to 2024. Other Public Works projects remain on target, as listed above.

- Further develop strategic partnerships with governments, non-profit organizations, and private businesses that can accelerate parks and recreation tourism and usage in Sedro-Woolley. Provide a report to the City Council by January 1, 2024 (Administration).

This is essentially the next round of partnership development, likely to occur later in 2023.

- Complete planned projects at Olmsted and Memorial Parks by January 1, 2024 (Public Works).

This is covered two bullets above.

- Provide First Aid/CPR classes to the citizens on a quarterly basis to increase amount of trained individuals in the community. (Fire Dept.)

On target

- Partner with Skagit County EMS and other agencies to implement AED registry by February 2024. (Fire Dept.)

On target

Improve the City's economy

- Conduct an economic development focus group discussion with several City Council members, business leaders, key staff, and other stakeholders by February 1, 2023. Discussions should cover the City's fees and regulatory environment, and recruitment/retention of retail, office, and industrial businesses (Administration, Planning & Building).

This event occurred on March 7, 2023.

- Develop a draft economic development action plan by March 1, 2023 (Administration)

An initial draft of the plan is complete.

- Conduct a business and stakeholder review of the economic development action plan by April 1, 2023 (Administration).

This session is planned as a special meeting of the City Council Planning and Business Development Committee on April 13.

- Adopt an economic development action plan by May 1, 2023 and begin implementation (Administration, and other departments TBD).

Staff anticipates further discussion of the draft plan on May 3, followed by City Council discussion later in May. A goal of an adopted plan would be to guide the expenditure of remaining ARPA economic development funds.

- Continue to improve public infrastructure that supports economic development and quality of life and provide regular updates to the City Council (Public Works, Planning & Building).
 - Secure funding and complete the Jones/John Liner/Trail Road Corridor projects by 2029 to support City and SWIFT Center growth (Engineering/Public Works Divisions).
 - SR9/Township & John Liner/McGarigle Intersection Project; design/ROW 2022/2023; construction 2024 (updated 3/30/23)
 - John Liner Rd, Reed to Township Bicycle/Pedestrian Improvements project; design/ROW 2022/2023; construction 2024 (updated 3/30/23)
 - Project C1B Jones/John Liner BNSF Undercrossing Project Phase 2; design/ROW in 2023/2024, construction 2025
 - Cook Road/South Trail Road Intersection (Roundabout) Project; design/ROW 2024/2025; construction 2026
 - Complete short-term Wastewater Treatment Plant Capacity Projects by 2025 (Engineering/WWTP Division)
 - Anoxic Tank Mixer Upgrade; design 2022/2023; construction 2023
 - Digester Aeration Upgrades – Blowers; design 2023; construction 2024
 - Long-term WWTP Capacity Improvements to support growth by 2029
 - Facilities Plan (when plant reaches 85% Capacity est. 2024/2025); begin 2024; complete 2025.
 - Plant upgrade design 2026/2027; construction 2027/2028.

SR9/Township & John Liner /McGarigle Intersection Project is revised to construction 2024 to reflect revision to a roundabout intersection. Other Public Works projects remain on target, as listed above.

- Protect commercially zoned land (Planning & Building)

At the recommendation of the Planning Department, the Planning Commission recommended against two rezone requests that would have changed 8.2 acres of Mixed Commercial land to residential zoning. In the Spring of 2022, the City Council accepted the Planning Commission's recommendation and did not approve the rezone requests, thus preserving commercially zoned land.

- Take delivery of two new Ambulances ordered through scheduled ERR fund and outfit for service 1st Quarter 2023 (Fire Dept)

These remain delayed due to circumstances out of the City's control.

- Complete specifications and procurement process for brush truck replacement through ERR fund January 2023 with anticipated 2023 delivery. (Fire Dept)

This purchase is under-funded but staff are being creative and still anticipate having the truck fully constructed by the end of 2023.

- Complete specifications and procurement process for Fire Engine Replacement through ERR fund March 2023 with anticipated delivery by end of 2024. (Fire Dept.)

The order and specs have been submitted and we are now waiting for delivery.

- Take delivery of two new police vehicles ordered through scheduled ERR fund and outfit for service. Estimated delivery 1st half of 2023. The same will occur in 2024. (Police)

On target

- Complete Auto-Tagging/labeling service provided for our cloud-based evidence system for body camera videos. This will allow officers to be out more often being visible and patrolling the City, instead of having to do a time-consuming task of labeling each video recorded during their shifts. Estimated completion first quarter 2023. (Police)

On target

Continue city's growth model where lots on the edge of town are primarily zoned single family, with missing middle housing interspersed in the primarily single-family residential zones. Future growth will be accommodated through a combination of urban growth area expansion to the north as necessary per a land capacity analysis, infill in existing residential neighborhoods and accommodating higher densities in commercial zones (where commercial is the primary use on the main floor).

- Assure that the city's zoning and development standards provide for a variety of housing types in the city and maintain development standards that assure adequate on-site parking is provided for new housing (Planning & Building).

As a part of the 2024 Comprehensive Plan update, the city will be performing a thorough review of its zoning and development regulations. Staff intends to study the city's housing supply and make updates to the zoning and development regulations to assure that they provide for a variety of housing types.

In 2022, the Planning Department reviewed a request to allow less parking in the Urban Village Mixed Use overlay (UVMU). After reviewing the request, the Planning Commission recommended that the parking regulations remain unchanged; the City Council accepted the Planning Commission's recommendation and did not approve the parking reduction request to assure that adequate on-site parking is required in the UVMU.

- The county will be determining the amount of projected population growth in the county and in each jurisdiction between 2025-2045 as a part of the State GMA Comprehensive Plan updates due June 30, 2025. With the above goal in mind, coordinate with the other Skagit County jurisdictions to determine the amount of growth in Sedro-Woolley between 2025-2045 (Planning & Building).

The Planning Department will be beginning this process later in 2023.

- Perform a Land Capacity Analysis to determine the amount of available land within City Limits to accommodate the projected population growth between 2025-2045 (Planning & Building).

Council approved funding for the Land Capacity Analysis. The Planning Department will be beginning this process later in 2023/early 2024.

- Based on the amount of land available, use the above council goal to determine how much future population can be accommodated in the existing city limits and how much land needs to be added to the urban growth area to accommodate the projected population growth between 2025-2045 (Planning & Building).

The Planning Department will be beginning this process later in mid-2024.

- Demonstrate how much land is necessary to accommodate 20 years of growth based on the councils above growth goal and recommend that the county adjust the city UGA to meet the city's 20-year growth projections (Planning & Building).

The Planning Department will be beginning this process later in late 2024

- Update the city's zoning regulations as well as the Housing and Land Use Elements of the Comprehensive Plan as part of the 2025 updates to reflect the council's housing and land use goals and reflect the adjusted UGA boundaries (Planning & Building).

The Planning Department will be beginning this process later in late 2024.



Agenda
Item No. _____
Date: April 5, 2023
Subject: Strategic Discussion

FROM:
Charlie Bush, City Administrator

RECOMMENDED ACTION:
N/A

ISSUE:
This item is a placeholder for further strategic discussion by the Council, should the Council feel it is warranted.

BACKGROUND/SUMMARY INFORMATION:
N/A

FISCAL IMPACT, IF APPROPRIATE:
N/A

ATTACHMENTS: