

Economic Development Board
Meeting Minutes
June 17, 2022

The June 17, 2022, Economic Development Board Meeting held in person and via Zoom, was called to order at 7:30 a.m.

Board Members in Attendance:

Blake Arnold, Les Anderson, Kristine Birkenkopf, Dave Pelletier, Ashley Palmer (online), Randy Heagle

Absent: John Russell

Staff Members in Attendance:

Patricia Love, Sarah Cho, Audrey Rotrock

Also known to be present: Chris Simmons of Community Transit

Approval of Minutes:

The Board unanimously approved the Minutes of the last meeting on April 15, 2022.

Sarah Cho introduced the newest member of the Economic Development Board, Ashley Palmer. Ashley is the owner of Flora & Fauna on 270th Street.

Community Transit Network in 2024 – Chris Simmons

Service Redevelopment for Communities Presentation

2024 Service Goals

1. Connect bus service to light rail coming into Snohomish County.
2. Expand access to frequent services
3. Adjust to a changing market – the market that has been changing as a result of the pandemic, but also the overall travel market that will change due to the new opportunity of more services to connect local communities to the downtown Seattle market.
4. Focus on equitable access to ensure best opportunities are provided to communities who historically depend on transit and including more opportunities where they may have not been in the past.

The current transit network includes 387,901 service hours with 7.7M miles.

The 2024 Network Map shows the restructuring of routes including the following:

- 35 total routes with 434,000 service hours
- 21 new and altered routes
- 13 routes at 30 minutes or better (weekday peak)
- 26 routes with all day service
- 21 routes operating after 8PM
- New Express Route system

Within ¼ mile of stops:

- 683,429 residents (80% of county – not including the city of Everett)
- 183,462 jobs (61% of county)
- 417 essential service destinations (schools, doctor's offices, grocery stores, etc.)



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Short-term Future: 2022-2024

- Service additions constrained by available workforce
- Major hiring campaign underway
- Affects restoration of pandemic-related cuts and 2024 network investments

2024 Development Timeline

- 2020-2021: 2024 Service Goals & Initial Research/Inputs
- Q3-Q4 2021: Phase 1 Outreach – Service concepts, early input
- Q1-Q2 2022: Phase 2 Outreach – Draft network, refined input (we are here)
- Q3-Q4 2022: Final Draft Network (Decision Point)
- Community Transit Board Approves Network Plan

Alternative Service Pilot Projects

- Goals:
 - Make travel easier for all using methods other than fixed-route buses
 - Co-develop new service models with local communities
- Lynwood pilot launches this fall
 - Microtransit: small vehicles, point-to-point, on-demand via app or call center
- Currently exploring future pilot locations

Long-term Future: Community Transit Long Range Plan Timeline

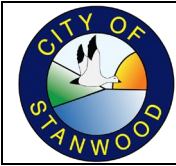
- Phase 1: 2021 Q3 through Q1 2022 Visioning and Market Assessment
- Phase 2: 2022 Q2 through Q3 2022 Service Development Scenarios
- Phase 3: 2022 Q4 through Q1 2023 Draft and Final Development and Internal Plan Coordination

Long-term Future: Long Range Plan Growth Assumptions

- Community Transit Long Range Plan (2011): Service hours double
- Vision 2050 Rapid Transit Projects: Community Transit boardings triple and service hours more than double
- Growth question: How to adapt and allocate resources effectively.

After hearing the Community Transit (CT) presentation, the EDB members had the following questions:

- What is the pay for coach operators? The starting pay for coach operators is about \$25.00/hour and up to about \$35.00/hour
- What type of qualifications are needed for coach operators? Qualifications include age of 25, a clean driving record, and clean drug test. There are exceptions to the age limit for members of the military and heavy equipment operators. CT does their own training, including CDL training.
- What is the latest hour buses will leave Stanwood in the new plan? As of now, the latest bus departures will be 8PM, but CT is still refining their timelines.
- What is the current timing of buses in Stanwood? Weekdays there are pickups every 30 minutes, and on weekends there are pickups every 60 minutes. There will eventually be



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pickups every 30 minutes seven days a week. CT is looking for new direct routes for future East-West connections.

- Is CT collaborating with Skagit Transit? CT keeps Skagit transit informed on their projects. CT's long-term goal is to connect Skagit Transit to Everett and the new transit center.

Comprehensive Plan Survey Results

The City initiated a public survey requesting input on the upcoming Comprehensive Plan Amendment and Municipal Code Update project. People were asked the following five general questions regarding their vision of the city:

- What is your vision of the City of Stanwood in the year 2044?
- What community improvements or opportunities do you think Stanwood should pursue over the next 20 years?
- What changes would you propose to the Comprehensive Plan?
- What changes would you propose to the Municipal Code?
- Do you have any other ideas you'd like to share with the City?

The survey was pushed out via social media: Facebook and twitter. It was also emailed to our party of record list and to the stakeholder list identified in the Comprehensive Plan Public Participation Plan. The survey remains open until the end of June.

After reviewing the comments from the survey received by the City, the Board had the following suggestions:

- Work with the Stanwood Chamber of Commerce to involve more businesses in the survey.
- Set up informational booths at places where large groups of people gather, such as parades and fairgrounds.
- Promote the survey by having a reward for filling it out.
- Give the Comprehensive Plan a catchy name to get the attention of residents and business owners and stress the importance of the Plan.

Twin City Mile Survey Results

Based on the feedback and discussions from the Twin City Mile steering committee, a [public online survey](#) was developed and shared with the community. The survey was shared through city communications, social media, and local chambers. The survey was open from May 2 to May 20, 2022 and received a total of 277 responses. The survey consisted of four questions:

1. The Twin City Mile downtown revitalization will use a range of project types. Please indicate your preference for types of improvements in the corridor, the following categories:
 - a. Walk and Bike Friendly Streets
 - b. Engaged Storefronts
 - c. Streetscaping
 - d. Wayfinding
2. How would you prioritize the project improvement categories (from question #1).

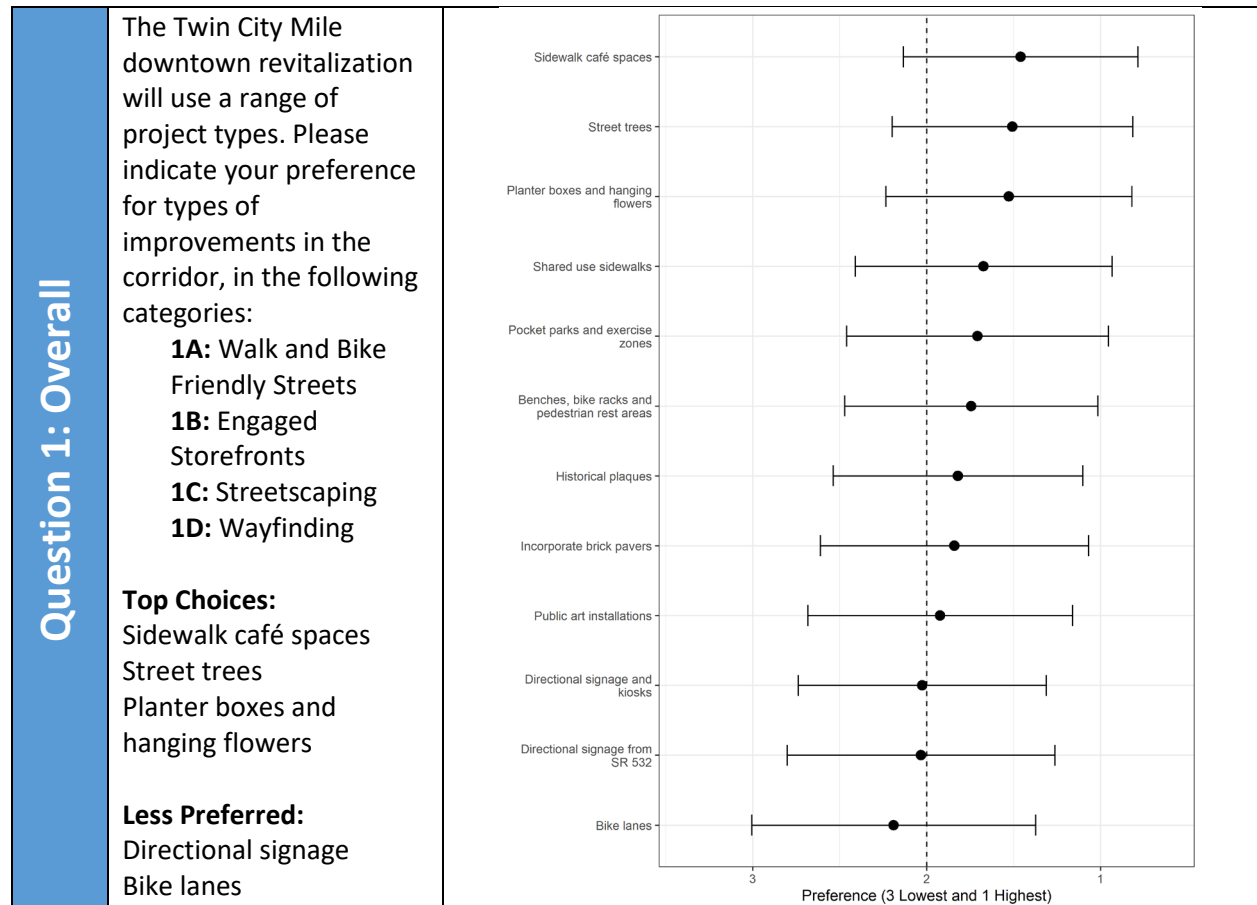


3. The Twin City Mile project will require tradeoffs in implementing projects. Please rank the following considerations in your priority order:
 - a. Pedestrian Comfort
 - b. Pedestrian friendly features
 - c. Improved traffic flow
 - d. On-street parking availability
 - e. Left turns for business and side street access
 - f. Aesthetics
4. Do you have any other suggestions for project types to implement?

From the 277 survey responses, the breakdown of where the respondents reside are:

- 94 Uptown (34%)
- 69 Camano Island (25%)
- 66 Unincorporated Snohomish County (24%)
- 24 Downtown (9%)
- 24 Did Not Specify (8%)

QUESTION 1 RESPONSES





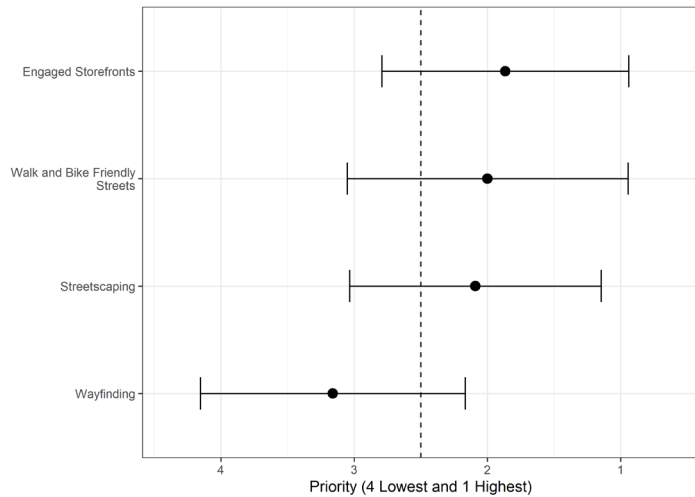
QUESTION 2 RESPONSES

Question 2: Overall

How would you prioritize the project improvement categories?

Higher Priorities:
Engaged storefronts
Walk and bike friendly streets
Streetscaping

Lower Priority:
Wayfinding



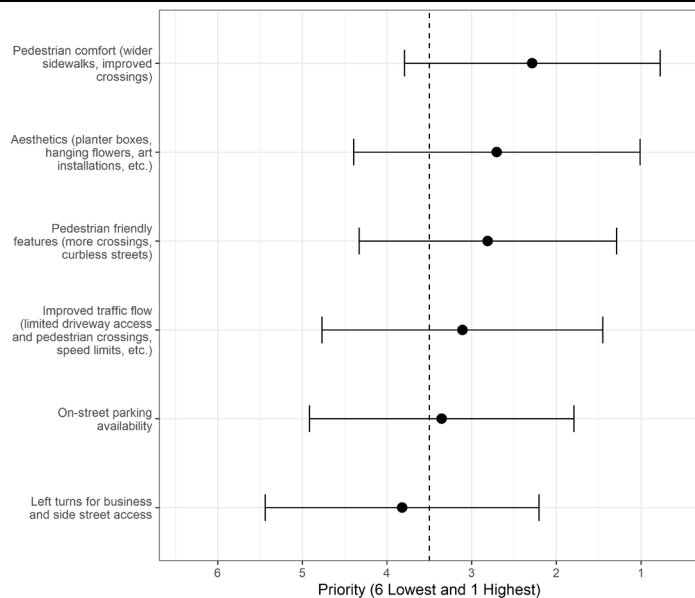
QUESTION 3 RESPONSES

Question 3: Overall

The Twin City Mile project will require tradeoffs in implementing projects. Please rank the following considerations in your priority order.

High Priorities:
Pedestrian comfort
Aesthetics

Low Priorities:
On-street parking
Left turns





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Question 4:

Downtown Revitalization	Parks	Pedestrian Improvements	City Character/Aesthetics
Remove old signage	Family friendly outdoor spaces	ADA accessible sidewalks	Sidewalk café's
Updated infrastructure, storefront grants	Water features: splash pad park, playground	Wider sidewalks/curbs	Small town, rustic vibe
Public restrooms	Dog park	Closed streets for pedestrian activity	Cohesive downtown look
Create an inviting downtown/city	All-abilities playground	Make crossings more visible	General maintenance with landscaping
Create an entertainment district	Upgraded baseball fields	Walkway along the TCM	Keep the brick road

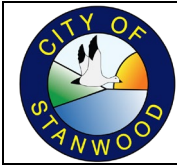
Art	Traffic/Safety	Parking	Events	Other
Historical information	Minimize bike lanes	More parking for businesses	Food trucks	River access
Public art	Improved bike lanes	Difficulty parking on 271 st	Event promenade	Keep Stanwood small
Utilize empty storefronts for art installations	Narrow lanes to reduce traffic speed	Do not remove parking	Bollards	Collaborative effort between city, businesses, services, etc.
Murals around town	Traffic enforcement		Town square for events	Drinking fountains
More brick work	Roundabouts		Outdoor stage	

The fourth question on the survey asked respondents for other comments or suggestions. Of the 277 submissions, 107 comments were submitted and categorized into the following groups: downtown revitalization, parks, pedestrian improvements, city character/aesthetics, art, traffic/safety, parking, events, and other. The following are some of the comments from question four. Refer to Attachment A for all survey comments.

NEXT STEPS

Based on the discussions from the third steering committee meeting, city staff will present committee recommendations of the 10% design plants to City Council and prepare the 2023/2024 project budget. Once the design plans have been approved by City Council, city staff will begin 30% design plans.

The Board approves of the next steps for this project.



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Business License Analytics

In the month of April, the City received a total of 17 new business applications – 7 Non-Resident Business, 5 Home Occupation Business Licenses, and 5 City Business Licenses.

In the month of May, the City received a total of 34 new business applications – 22 Non-Resident Business, 5 Home Occupation Business Licenses, and 7 City Business Licenses.

Discover Stanwood Camano Analytics

April

Analytics for the month of April are as follows: Users: 1,556, Page views: 3,322. Of those views, 91.5% were New Visitors and 8.5% were Returning Visitors.

The Acquisition Overview is 36.5% Organic Search, 33.2% Direct, 27.8% Referral, and the remaining 2.5% through Social.

The audience locations were from Washington: 642, Virginia: 173, Wyoming: 102, Ohio: 41, and California: 37.

Facebook – Page Reach: 2,652, Page Visits: 135.

Instagram – Page Reach: 798, Profile Visits: 122.

May

Analytics for the month of May are as follows: Users: 2,511, Page views: 4,641. Of those views, 86.2% were New Visitors and 13.8% were Returning Visitors.

The Acquisition Overview is 52.7% Direct, 34.1% Organic Search, 10.6% through Referral, and the remaining 2.6% through Social.

The audience locations were from Washington: 1,081, Wyoming: 242, Virginia: 204, California: 51, and Texas: 37.

Facebook – Page Reach: 3,402, Page Visits: 184.

Instagram – Page Reach: 749, Profile Visits: 114.

Adjourn: 9:04 am

Next meeting: July 15, 2022 at City Hall at 7:30 am

Audrey Rotrock, Associate Planner