



**MAYOR'S ADVISORY TASK FORCE ON
AT-GRADE RAIL CROSSINGS ALTERNATIVES ANALYSIS
October 8, 2015
Edmonds City Hall, Brackett Conference Room (Third Floor)**

The meeting was called to order at 10:00 p.m. by Co-Chair Michael Nelson in the Edmonds City Hall Brackett Conference Room, 250 5th Avenue North, Edmonds.

TASK FORCE MEMBERS PRESENT

Michael Nelson, City Council (Co-Chair)
Jim Orvis, Port Commission (Co-Chair)
Kirk Greiner, Edmonds Resident
Cadence Clyborne, Edmonds Resident
Joy Munkers, Community Transit
Rick Wagner, BNSF
Lynne Griffith, WSDOT – Ferries Division *
*(participated by phone)
Lorena Eng, WSDOT
Jodi Mitchell, Sound Transit

TASK FORCE MEMBERS ABSENT

Phil Lovell, Edmonds Resident

CITY STAFF PRESENT

Patrick Doherty, Econ. Dev & Comm. Serv. Dir.
Bertrand Hauss, Transportation Engineer
Phil Williams, Public Works Director
Rob English, City Engineer
Jeannie Dines, Recorder

CONSULTANTS PRESENT

Rick Schaefer, Tetra Tech
Katie DeLeuw, EnviroIssues
Sandy Glover, Parametrics

I. Review and Approval of the 9/24/15 Meeting Summary

The 9/24/15 meeting summary was approved by consensus.

II. Discussion of Initial Contract Scope for the Public Engagement Process

Public Works Director Phil Williams explained there are two scopes of work; 1) the broader contract that will require City Council approval, and 2) the project initiation, not to exceed \$10,000, which will pay EnviroIssues for their work while the larger contract is being reviewed by the City Council. Rick Schaefer, Tetra Tech, and Katie DeLeuw, EnviroIssues, reviewed tasks in the project initiation contract that include researching and developing an initial public involvement plan, preparing a strategic communications plan, planning for first public outreach event, and preparing a project management plan. She described tools that will be used for public involvement:

- Project fact sheet
- Postcards to invite community to public meeting
- Email updates as a list serve is developed

- Develop and build a project website
- Social media updates
- Display boards at public meetings
- Surveys as part of public meetings and online website to gather information
- Public meetings beginning in November followed by three open houses that correspond with project milestones
- Informal outreach events such as Holiday Market or Art Walk
- Online open houses (used on Marina Beach Master Plan)
- Bank of language, FAQ to respond to constituent inquiries
- Online database to track and categorize comments and report on common themes and at the end of the process compile a report with summary of comments throughout the process

III. Detailed Discussion of the First Public Meeting (1st week in November)

Ms. DeLeuw explained information to be provided at the first meeting includes the project schedule and need, when input can be provided, outreach milestones, and how to keep in touch between outreach milestones. Discussion followed regarding whether there was enough traditional (non-online) contact with the community, balancing online communication and other ways of providing information, ways people get information, outreach to the media, ensuring in-person communication is a strong component, and the consultant's plan to mail postcards prior to each meeting to announce the meeting and to provide the URL to the online meeting.

Additional suggestions for outreach included:

- Posters in business windows downtown and other business districts, Edmonds Center for the Arts, boardwalk, holiday bazaars
- Message/announcement on utility bill
- Door-to-door within certain radius of project (Sound Transit does)
- Business Improvement District, Chamber of Commerce, and Port newsletters
- Messaging is very important to ensure people understand it may affect their lives
- Engaging/informing ferry constituency who may/may not be Edmonds residents
 - Presentation/messaging on ferry
 - Advertise meeting on ferry TV screens
- Seek input from constituencies outside Edmonds community who may be affected, such as commercial traffic
- Engage people on west side of tracks who are concerned with emergency access
- Edmonds' government TV channel

Discussion followed regarding the date of the first public meeting in early November, information to be provided, format and duration. Mr. Williams will Doodle poll members regarding a date for the first public meeting. Ms. DeLeuw will present a meeting plan at the Task Force's next meeting.

IV. Review and Discussion of Overall Contract Scope and Schedule

Mr. Williams advised the City's boilerplate information will be added to the contract. It is scheduled for a City Council study session next week and approval the following week.

Mr. Schaefer reviewed tasks in Exhibit A, Scope of Work, Edmonds Waterfront Analysis.

Task 1: Project initiation

- Task 2: Public outreach
- Task 3: Advisory Task Force and City Council Briefings
- Task 4: Existing Conditions
- Task 5: Level 1 Alternatives Development and Screening
- Task 6: Level 2 Alternatives Development and Evaluation
- Task 7: Project Management, Coordination and Reporting

Mr. Schaefer advised a weekly status report (via email or phone) is provided to Transportation Engineer Bertrand Hauss. It was agreed to add near-term solutions to Task 6. Task Force members found the contract acceptable.

V. Next Meeting – 10/22/15, Suggested Agenda Items

Agenda to include discussion regarding the first public meeting:

- Project purpose and need
- Goals and objectives
- Format
- Messaging

VI. Adjourn

The meeting was adjourned at 11:08 a.m.