



Date: February 19, 2019
Time: 5:00 p.m.
Place: Chambers

I. CALL TO ORDER

Attendee Name	Title	Status	Arrived
Dennis Higgins	Councilmember	Present	
Les Thomas	Councilmember	Present	
Bill Boyce	Council President	Present	
Dana Ralph	Mayor	Present	
Satwinder Kaur	Councilmember	Present	
Brenda Fincher	Councilmember	Present	
Toni Troutner	Councilmember	Present	
Marli Larimer	Councilmember	Present	

II. PRESENTATIONS

1. Riverbend Golf Complex Business Update

Parks Director, Julie Parascondola advised that this presentation is to update the Council on the progress of the Riverbend Golf Complex Business Plan and that Riverbend Golf Complex Manager, Pete Peterson will give tonight's presentation.

Peterson provided a brief history of the golf complex including information on the:

- 1982 Purchase of the Par 3 Golf Course and Driving Range
- 1989 18-hole golf course opened
- 1995 Remodeled the driving range and min-putt course
- 2000 Parks Department took over the management and day-to-day operation of the complex
- 2008 Holes 2-9 remodeled to accommodate levee improvements
- 2016 Riverbend drilled an irrigation well
- 2017 Completed first 6-year business plan
- 2018 City sold par 3 golf course property

The Riverbend Golf Complex consists of an 18-hole golf course, driving range, lesson center, merchandise center and restaurant/bar.

Peterson advised the Riverbend golf complex has a full-time staff with 177 years of experience at Riverbend in addition to 36-part time and seasonal staff.

Programs include being the home course for four local high school golf programs, supports and hosts the First Tee of Greater Seattle and the Douglass Youth Development Junior Golf, supports the Washington State Golf Association and Western Washington Chapter of the PGA, home course for Riverbend men's golf club and Riverbend ladies golf association. Riverbend offers lessons and clinics for women only and offers reduced rates for juniors, millennials, seniors and active military.

Innovative marketing includes:

"Growing the Game" campaign

Tee it Forward tees designed for juniors, beginners and shorter hitters

Dynamic pricing structure

Doppler Deals - November through February reduced rates based on the percent chance of rain

Tuesday morning senior men's league

Preferred player cards

Season and monthly golf passes

Eagle, Double Eagle and Birdie cards

Kids play for FREE - Sunday afternoons with a paying adult

Millennial Madness - reduced rates for ages 18-35 during non-peak times

Riverbend 2018 Key Accomplishments

Managed within and exceeded the Business Plan goals

Transitioned the sale of the par 3 property and closure of the Par 3 Golf Course

Initiated the Tuesday morning Senior Men's League

Initiated the Riverbend Growing the Game Campaign

Purchased a new fleet of maintenance equipment

Installed state of the art ball machine at driving range

Installation of a new point of sale system

Over 5,500 volunteer marshal hours

Over 7,000,000 range balls were hit

Over 63,500 rounds of golf were played

Riverbend Golf Complex - 2018 Financials:

2018-2023 Business Plan - Riverbend did not show profit until 2019, dependent upon driving range expansion.

Met or exceed key business plan financial goals

Significant reactive and proactive cost management, dynamic pricing

In 2018 the Golf Enterprise Fund wrote off all past bad debt

59% of cash reserve established to help balance fund differential.

Peterson reviewed the 5-Year-round history.

Riverbend Golf Complex 2019 Work Plan Highlights:

30th Anniversary of the 18-hole golf course
New restaurant coming this spring
New website coming this spring
Expansion of the "Growing the Game Campaign"
Pro Shop expansion and remodel project at the 18-hole golf course
Renovation of the landscaping around the 18-hole golf course clubhouse and parking
Replacement on the on-course restrooms at the 18-hole golf course
Driving range expansion and remodel project tentatively scheduled to start in the fall
Revision and updating the golf complex business plan

Councilmembers expressed their appreciation of the work of Parascondola, Peterson, and their staff in developing and implementing the Riverbend Business plan.

2. Traffic Congestion

Senior Long-Range Planner, Hayley Bonsteel advised that the goal of tonight's presentation on traffic congestion is to arm the councilmembers with the knowledge to help them respond to constituents and make sound decisions on this controversial topic.

Bonsteel provided a brief history on the building of the interstate system.

Bonsteel indicated that traffic congestion is a significant community concern and reviewed myths and truths regarding congestion.

Myth: Traffic is caused by too much growth and we can fix it by building wider roads.

The way that we grow is what causes traffic, not that we grow. The truth about this myth is "if you build it, they will come." Traffic = people making choices. People make the choice to take a trip that they wouldn't have before. It's called induced demand - You induce people to use something by building it. Bonsteel provided countless examples of roadways built with the intention to ease congestion, and traffic getting worse every time.

The true cause of traffic congestion is car- and truck-dependent land use and infrastructure. As people whose role it is to shape the future of our city, we must take a bigger picture viewpoint and see that we are forcing people to drive because of policy decisions about land uses (what's allowed to be where) and infrastructure (how are different areas connected).

How can we use the facilities we have in the best way?

Street Capacity - How can we help the greatest number of people go from A to B safely and efficiently? We can increase the capacity of a street if we focus our investments on modes that get people moving through the system more efficiently.

Induced demand also means inducing different modal trips. When viaduct was predicted, people were encouraged by the situation, news, press, etc, to shift their habits - and it worked.

Maintenance Costs - We can't afford to continue our car-dependent pattern anymore. Roadway projects come with an overwhelming cost of maintaining the system. It's fiscally prudent to ask what the costs are of the choices we've made. The result of a system where driving is mandatory - costs us all an incredible amount of money, that we simply don't have anymore.

Public transit travel costs are much lower than automobile costs in urban areas. Walking and biking cost a lot of time and inflict virtually no damage on roads and streets, and take up only a tiny fraction of the road space occupied by vehicles.

Bonsteel provided examples of costs to human health, time and mental health, the environment and life safety.

Bonsteel indicated we need to:

- Prioritize bike/pedestrian/transit projects. These are lower cost and come with a higher benefit
- Rapid Ride I is coming to the East Hill and this is a real chance to change things for our East Hill residents, particularly since light rail investments are less likely to work for them
- Comp Plan and zoning code amendments. Land use decision making. Note the recent opening up of downtown to light, clean manufacturing for Naden and other opportunities. We need jobs, residents, and services to be collocated
- Densify on existing roadway infrastructure to capitalize on prior investment
- Where we've already widened roads and have good facilities, we should focus growth there. New developments can contribute by filling in sidewalk gaps, making it easier to get to transit. This will be easier when we've changed our TIF and concurrency management to support Multimodal LOS, which is being analyzed as part of the TMP process
- Densify an existing, roadway infrastructure to capitalize on prior investment
- Look for redundancies in our system and shift the priorities to better serve different purposes.
Examples: Willis/516 and Meeker
228th and Central Avenue
Benson/116th/132nd

By prioritizing truck traffic for decades = rational choice given the tax revenues that made the rest of Kent possible

The Challenge is that places built for trucks are difficult to also make welcoming for people.

Bonsteel indicated that the industrial valley subarea plan is likely to shift emphasis away from truck-heavy (and people-light) warehousing and distribution. This

Due to revenue, number of jobs, quality of jobs.

What does this need to succeed?

Manufacturing = high quality jobs = needs to attract talented workforce = must be welcoming for people. Cool companies want cool people who want to work in cool places with cool lunch options and happy hour spots.

We need to start rethinking the roadway space allocated to truck movement and potentially reclaim some of the vast roadway space in the valley for people.

So, what do we do about trucks?

De-emphasize truck mobility in our infrastructure planning and plan pedestrian and placemaking improvements in the valley.

Bonsteel concluded with indicating we need to think about how to “solve” traffic congestion. There is not one silver bullet: many smaller decisions (and some big ones) can start to turn us in a more responsible, sustainable direction. We need to shift our mindset to facilities bike/ped/transit options - many overlapping benefits for the community in the long term.

Meeting ended at 6:37 p.m.

Kimberley A. Komoto

City Clerk