

AGENDA

**DES MOINES CITY COUNCIL
STUDY SESSION
City Council Chambers
21630 11th Avenue S, Des Moines, Washington
Thursday, June 6, 2024 - 6:00 PM**

City Council meeting can be viewed live on the City's website, Comcast Channel 21/321 or on the City's [YouTube](#) channel.

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

CORRESPONDENCE

COMMENTS FROM THE PUBLIC

Comments from the public must be limited to the items of business on the Study Session Agenda. Please sign in prior to the meeting and limit your comments to three (3) minutes.

DISCUSSION ITEMS

- Item 1. PASSENGER FERRY UPDATE
Staff Presentation by Interim City Manager Tim George
[Passenger Ferry Update](#)
[Water Taxi Presentation, Des Moines City Council](#)
- Item 2. ALLEYWAY NAMING
Staff Presentation by Interim City Manager Tim George
[Alleyway Naming](#)
- Item 3. COMMUNICATIONS UPDATE
Staff Presentation by Interim City Manager Tim George
[Communications Update](#)
[Communications Presentation](#)

EXECUTIVE SESSION

NEXT MEETING DATE

June 13, 2024 City Council Regular Meeting

ADJOURNMENT

A G E N D A I T E M

BUSINESS OF THE CITY COUNCIL
City of Des Moines, WA

SUBJECT: Passenger Ferry Update

FOR AGENDA OF: June 6, 2024

ATTACHMENTS:

- 1. N/A

DEPT. OF ORIGIN: Administration

DATE SUBMITTED: May 30, 2024

CLEARANCES:

- City Clerk _____
- Community Development _____
- Courts _____
- Director of Marina Redevelopment _____
- Emergency Management _____
- Finance _____
- Human Resources _____
- Legal _____
- Marina SK
- Police _____
- Parks, Recreation & Senior Services _____
- Public Works SK

APPROVED BY CITY MANAGER
FOR SUBMITTAL: _____

Purpose and Recommendation

The purpose of this agenda item is for the City Council to receive an update on passenger-only water taxi service. No action is required.

Suggested Motion

Motion: None.

Background

A passenger-only water taxi has long been considered as a project of potential value for our City. The limited trial conducted in the summer of 2022 demonstrated substantial support for permanent service. The continuation of the pilot project in the summer of 2023 was canceled due to mechanical problems

with the boat that had been chartered for the season. There will not be passenger-only water taxi service in the summer of 2024.

Discussion

The City retained consultant Peter Philips to help develop the original 2022 pilot, and to explore new opportunities for establishing permanent passenger-only water taxi service from the Des Moines Marina to Seattle and points south. His duties specifically included:

Water Taxi

1. Identify and secure funding and operational partner(s) for expanded passenger only ferry service and to ensure long-term viability of permanent seasonal and/or permanent year-round water taxi service.
2. Secure vessel (consistent with City Council direction), terminals and operator for permanent, regularly scheduled water taxi service to Seattle.
3. Explore the possibility of other marine transit routes, especially a southern route toward Tacoma.

Mr. Philips will provide the City Council with an update on his efforts and outcomes in 2024 to date.

Des Moines Water Taxi Project



Presented by Peter Philips
Colibri Northwest

About me

Peter Philips

40 years of experience in marine and industrial land use, policy development, and advocacy.

Areas of expertise:

Marine transportation

Water taxis and ferries

Commercial fishing

Industrial and urban land use



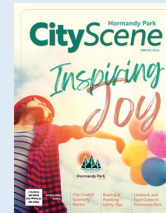
Maritime



Ferries



Suburban Cities



Print Publications

Conferences



Policy and Advocacy





Pier 48
Public, Passenger-only Ferry Terminal

Des Moines

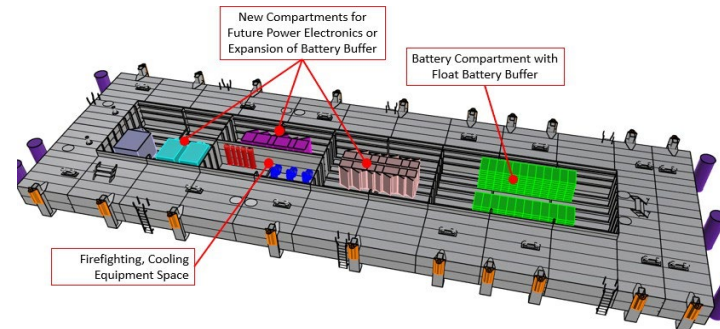


Success of 2022 water taxi pilot established our reputation

Strong partnership with King County

\$1,000,000+ Secured funding for marina electrification

Des Moines has proven we have the will, the organization, and the ability perform



Questions?

Peter Philips

(206) 779-2746

Peter@ColibriNW.com



A G E N D A I T E M

BUSINESS OF THE CITY COUNCIL
City of Des Moines, WA

SUBJECT: Alleyway Naming

FOR AGENDA OF: June 6, 2024

ATTACHMENTS:

DEPT. OF ORIGIN: Administration

- 1. Alleyway Naming Public Suggestions

DATE SUBMITTED: May 30, 2024

CLEARANCES:

- City Clerk _____
- Communications *Will Muehl*
- Community Development *DJH*
- Courts _____
- Emergency Management _____
- Finance _____
- Human Resources _____
- Legal /s/ MH
- Marina _____
- Police _____
- Parks, Recreation & Senior Services _____
- Public Works _____

APPROVED BY CITY MANAGER

FOR SUBMITTAL: *[Signature]*

Purpose and Recommendation

The purpose of this agenda item is to provide the Council with the recommendations of the Citizen’s Advisory Committee on the naming of an alley in the Marina District and to allow the Council to make the final decision on the name. Once the name is selected, staff will need to prepare an ordinance and complete the procedural requirements in order to formalize the name.

Suggested Motion

Motion: “I move to select _____ as the new name for the Marina District Alleyway and direct staff to prepare an ordinance to formally implement this decision.”

Background

The alleyway that runs north/south through the Marina District between Marine View Drive and 7th Ave S. does not currently have a name. In recent years the City has invested in improvements to the alleyway in an effort to increase pedestrian access and activate the alleyway with retail and dining opportunities. Naming the alleyway is an additional method of raising awareness and promotion of this innovative area within the City.

The City's Citizen's Advisory Committee (CAC) was tasked with collecting ideas for a name. Members gathered input from their neighbors as well as shared a survey link created by the City to facilitate idea collection. The online survey was also shared with the public via methods such as the Waterland Blog and local PTSA groups. It was agreed that no "contest" or "honor" would be promised to the individual whose name submission was selected. Instead, the entire CAC would be recognized for their collective work on this project. All naming ideas were submitted Monday, April 22, for compilation and distribution to CAC members ahead of their April 24 meeting. During the meeting, attendees voted for their top three choices, which were then consolidated into an overall top three for submission to the City Council.

Discussion

A total of 391 naming suggestions were submitted to the CAC. From this long list of suggestions, the CAC narrowed it down to a select few, with the top three recommendations to the Council being:

- Backstage Alley (10 votes)
- Jack's Alley (10 votes)
- Waterland Alley/Way (5 votes).

Volunteers from the CAC will deliver a brief presentation to the Council on the basis for their determination and the background. At that point the Council can make their final selection.

The naming of a street/alley requires an ordinance approved by the City Council. Once the Council selects the name, staff will prepare an ordinance to bring forward to effectuate the final change.

Suggested Name	# of people who submitted this name	Notes
Column1	Column2	Column3
1416 S 250th St	1	
22329 19th Ave S	3	
22345 6th ave s	1	
23835 13th Ct S	3	
28804 Sound View Dr S	2	
4th Runway	1	
6th ave s	1	
7 1/2 Street	1	(seven and a half street)
7 3/4 street Alley	1	
7th Pl S	1	
AcousticAlley	1	(pronounced acoustically)
Actors row	1	
Ahoy Alley	2	
Alarum Way	1	
Alice's Alley	2	(after Alice in Chains, the band that's behind it all)
All Star Alley	1	
Allée Des Moines	1	
Allée du Fromage	1	
Alley	1	
ALLEY KRAKEN	1	
Alley McAlleyFace	2	
Alley McAlleyway	1	
Alley oop	2	
Alley Oops	1	
Alley oxen free	2	
Alley Street	1	
Amusedrom Alley	1	
Anchor	1	
Anchor Alley	6	
Anchor point road	1	
Anderson Alley	2	most active owner that refurbished the old theater)
Angell Anderson Alley	1	
Anything in Honor of Jack (stranger to me but seems the community loves jack)		
Anything that honours jack		
Ave of the Stars	1	
Ba'xkwab	2	Salish name for Downtown Des Moines: An open space in the "timber", the present site of downtown Des Moines was called this, meaning "Prairie"
Back door	1	
Backstage Alley	6	
Backstage Boulevard	2	
Backstage Pass	1	
Backstage Way	1	
Baker Alley	1	(for Ethel Baker, Des Moines postmaster 1936-1951, also ran Baker's Variety Store w/husband, and current quilt shop was their home)
Ballyhoo Boulevard	1	
Bay View Drive	1	
Behind the Scenes	1	
Bernard Ave	1	
Big Catch Alley	1	
Bison Creek Alley	1	
Bliss Alley	2	
Boatman's Way	1	
Bootlegger Alley	2	
Bootlegger's Lane	1	
Bourbon Street	1	
Break a leg lane	2	
Breeze Way	1	
Burning Saucer Alley	1	
Burning Saucer Highway	1	
Buxton Blvd	1	
CANAL PASSAGE	1	
Canal Street	1	

Casbah Ln	1	
Center Alley	1	
Cinema Alley	1	
Clam Canal	1	
Cloud view road	1	
Command View	1	
Commerce Alley	1	
Community Way	1	
Corky's Alley	1	
Corky's Corridor	1	
Corky's Way	1	
Creel Street	1	
Curtain Call Alley	2	
Curtain Call Lane	1	
D'Moi Alley	1	
Dawn View way	1	
DD Way	1	(Downtown DesMoines Way)
Defiance	1	(or Daring, Dauntless, Quickstep, or on another mosquito fleet boat name)
Dels ally	1	
DeMoines Alley	1	
DeMoines BackStreet Alley	1	
DeMoines Post Alley	1	
Des Alley	2	
Des Moines Alley	1	
Des Moines Back Yard Road	1	
Des Moines Historical Road	1	
Des Moines Old Town Lane	1	
Des Moines Theatre Alley	1	
DesMoines Alley	1	
Destination	1	
Dilly Dally Alley	2	
DMT Alley	1	(DesMoinesTheater Alley/Ave)
Dolacky Way	1	
Downtown Alley	1	
Dr. Barney Clark Alley	2	
Dragon's Gate	1	
Draper Way	1	After Melanie Draper founder of historical society
Driftwood Alley	1	
Echo Alley	1	
Encore Alley	2	
Encore Passage	1	
Fisherman's Alley	1	
Fisherman's Way	1	
Flatwater Alley	2	
Fountain Alley	1	
Friendly Alley	2	
Goey Duck Alley	1	
Grand Avenue	1	(name of Des Moines' original main street)
Green Light Lane	1	
Greg Carroll Way	2	He was an opera singer from Des Moines and died 11 years ago aged 35
Harbor Haven	1	
Hideaway Alley	1	
High Bluffs Alley	1	(historical)
Highline Hop	1	
Incident Alley	1	
Ingraham Alley	1	
Interstellar Connection	1	
Iowa Alley	1	
J-Pod Street	1	
Jack	10	He stops by all of the businesses in town and everyone pretty much knows who he is. He isn't out as late since he was beat up a couple of years ago.
Jack Ave	2	Could also be for Jack Kniskern – the man who helped design Des Moines
Jack's	2	
Jack's Alley	9	
Jack's Lane	3	
Jack's Street	2	
Jack's Way	5	

Jazz Alley	1	
Jeffrey Ferrell's way	1	
John Moore Alley	1	
John Moore Path	1	After 1st European settler
Just An Alley	1	
Karen Keiser Way	1	
Keiser Way	1	
Kelly Alley	1	
King Tide (Alley)	1	
Knott-a-Street	1	
KRAKEN ALLEY	1	
Lamplight Alley	1	
Landlubber Lane	1	
Landmark Alley	2	
Liberty Way	1	
Lighthouse	1	
Lights Lane	1	
Limelight alley	1	
Local yocal way	1	
Lover's Lane	1	
Macbeth alley	1	
Marina Alley District	1	
Marina View Lane	1	
Maritime Alley	1	
Martelli Lane	1	
MartinAlley	1	
Masonic Alley	1	
Maury Island Alley	1	
Mayflower Alley	1	
Meander Passage	1	
Melody Court	1	
Melody Lane	1	
Memory Haven Alley	1	
Memory Lane	1	
mermaid lane	1	
MIB Lane	1	
Mid-Way	1	
Midway	1	
Midway Alley	1	
Mill Alley	1	
Monks Alley	2	(Des Moines = "The Monks")
Moore	1	
Mosquito Alley	1	
Mugger's Alley	1	
Mugger's Lane	1	
Mulberry	1	(from a Dr. Seuss book)
Music Alley	2	
Music Way	1	
NARDO ALLEY	1	
Neighbor Alley	1	
Nostalgia Alley	1	
Oddfellow Alley	2	
Oddfellows Alley	3	
Offshore	1	
Old Des Moines Road	1	
Old Theater Alley (or Road or Street)	1	
Old Town n Row	1	
Olympic Vista Alley	1	
Orca Alley	1	
ORCA PUP ALLEY	1	
Orcas Trail Lane	1	
Osterhoudt Alley	2	(1947 by Wally Osterhoudt, and former Mayor)
Otter Alley	1	
Outback	1	
PAPPAS WAY	1	
Pearl Alley	1	
Pelican Way	1	
Poop Deck alley	1	
Port Alley	1	
Poverty Bay Alley	2	
Poverty Lane	1	

Pre Alley	1	
Puget Passage	1	
Reel Way	1	
Remembrance Row	1	
Rockers' Road	1	
Rubberneckers Alley	1	
Rue Des Moines	1	
Rumrunner Alley	1	
Rytupur alley	2	
Sail away alley	1	
Salish Sea	1	
Salish Sound Lane	1	
Salish Sound Street	1	
Saltwater Alley	6	
Sea Breeze Alley	1	
Sea Lion Lane	1	
Seabreeze	1	
Seacoast village	1	
Seashell Street	1	
Seaway	1	
Seven 1/2 Way	1	
She Sells Seashells by the Seashore Street	1	
Skippers Way	1	
Soul Alley	1	
Soul Tune Way	1	
Soundwaves Alley	1	
South View Lane	1	
Spaceship Alley	1	
Spalding Alley	1	
Spanish Castle Alley	1	
Speakeasy Alley	1	
Spotlight alley	1	
Stage Door Alley	1	
Stage Hand Alley	1	
Starfish Drive	1	
Streety McStreetFace	1	
Studio alley	1	
Submarine	1	
Summer Way	1	
Sunset Alley	3	
		(Susan was a Zenith native who dedicated her life to teaching music and theater. She changed countless lives throughout her legendary career and it would be fitting given it's the alley behind a theater not too far from where she was raised.)
Susan Dolacky Way	6	
THAT'S ALL FOLKS!	1	
The Alley	1	
The Bridge	1	
The Des Moines 0.5	1	
The Des Moines Walkabout	1	
The Inlet	1	
The Lane at the End of the Ocean	1	
Theater Alley	5	
Theater Row	3	
Theater Street	1	
Theatre Thru-Way	1	
Timber (or Timbre) Alley	1	
Timber's Pass	1	
Tin Pan Alley	2	
Tom Mannard Way	1	
Treasure Alley	2	
Tugboat Alley	1	
Tugboat Passage	1	
Upstage alley	1	
Uptown Alley	1	
Van Gasken Alley	1	
Vaudeville	1	
Virtuoso Way	1	
Walking Paper's Lane	1	The name of Ben Anderson's band - the guy helping restore the theater

		(after Wally Osterhoudt, who was one of the people who opened the theater. Wally Osterhoudt also served on the Des Moines city council and was mayor from 1964-1969).
Wally's Alley	2	
Wally's Street	1	
Warf Way	1	
Waterland Alley	7	
Waterland Ave	1	
Waterland Passageway	1	
Waterland Walkway	1	
Waterland Wander Way	1	
Waterland Way	2	
Waterline Alley	1	
Waterside alley	1	
Way Back Way	1	
West End	1	
West Marine View Way	1	
West Side (Alley)	1	
Westside Street	1	
Whale Trail Way	1	
Whale Way	1	
Whaler Way	1	
Windjammer Way	1	a nod to our past, present, and future connection to the ocean/sailing/marine recreation
Yardarm Way	1	
Zenith	5	
Zenith Ally	1	
Zenith Lane	2	
Zenith Place	2	
Zenith Road	1	
Zenith St.	1	
Zenith Way	1	

AGENDA ITEM

BUSINESS OF THE CITY COUNCIL
City of Des Moines, WA

SUBJECT: Communications Update

FOR AGENDA OF: June 6, 2024

ATTACHMENTS:
1. N/A

DEPT. OF ORIGIN: Administration

DATE SUBMITTED: May 30, 2024

CLEARANCES:

- City Clerk _____
- Communications *W. M. M.*
- Community Development _____
- Courts _____
- Emergency Management _____
- Finance _____
- Human Resources _____
- Legal /s/ MH
- Marina _____
- Police _____
- Parks, Recreation & Senior Services _____
- Public Works _____

APPROVED BY CITY MANAGER
FOR SUBMITTAL: *[Signature]*

Purpose and Recommendation

The purpose of this agenda item is to provide the Council and the public with an update on the next steps the City has taken since discussion of the final Consor report including implementation of the recommendations. No formal action needs to be taken by the City Council at this time.

Suggested Motion

Motion: None.

Background

In partnership with the City, Consor conducted a comprehensive assessment of the City's internal and external communications and engagement practices to learn how to better serve the evolving needs of a diverse and growing city. The City worked with the Consor team to conduct several engagement activities with key stakeholders, including City Councilmembers, City staff, and residents. The first engagement activity was to interview all City Councilmembers and key City staff. The consultant team also conducted two focus groups, one with a focus on business owners and the other on residents; conducted a community-wide survey, hosted online and printed in the City Currents Magazine; and interviewed a peer city to learn about their communications strategies and practices. Feedback and insights from all engagement activities, along with a City Council work session, informed the recommendations of their initial draft report.

Consor presented their initial draft report on March 7 to the City Council and the public during a Council Study Session. Consor walked through the process they used to develop their report and then took questions from the Council and comments from the public. Finally Consor presented their draft recommendations.

Following the Council meeting, Consor compiled comments from the Council and the public and finalized their report.

Using all the feedback collected from the various engagement methods and suggestions from Councilmembers at the study session, the consultant team made the following recommendations:

Short-Term Recommendations: Within a Year

- Increase the variety of tools and methods to share timely, accurate information about City business with community members. Implemented by City staff and the City Manager.
- Implement an accessible community feedback process, which includes a timeline for responses and staff follow-up back to the community or community member. Implemented by City staff and City Manager.
- Update the City organization chart with roles and responsibilities. Implemented by the City Manager.
- City website updates to improve navigation and user experience. Implemented by City staff.
- Provide consistent briefing-level reports and packets to all Councilmembers ahead of council meetings. Implemented by City staff and the City Manager.
- Develop more robust and consistent onboarding and training for City Councilmembers and City staff, especially around communications protocols and policies. Implemented by HR Director and City Manager.

Mid-Term Recommendations: Between one to two years

- Develop and refine community engagement guidelines, which include regular staff engagement with community members at accessible community events. Implemented by City staff and the City Manager, with support from Councilmembers.
- Begin to create a full-time communications position. Implemented by City staff, the City Manager, and Councilmembers.

Long-Term Recommendations: Longer than two years

- Develop a comprehensive, strategic communications plan to guide internal and external communications and engagement policies, practices, and strategies. Implemented by City staff and the City Manager, with support from Councilmembers.

In addition to these recommendations, staff heard from the Council regarding their priorities at the April 6 follow up study session.

Discussion

At the April 6 Study Session, staff was asked to create buckets of items based on the recommendations that could be achieved immediately, mid-term and long term based on available resources.

Since the April 6 Study Session, the City was able to reassign Nicole Nordholm to become the City's Communications Director. By devoting an employee to focus primarily on communications, this significantly accelerated the City's ability to implement the recommendations in a more efficient manner while also accomplishing one of the identified "mid-term" recommendations.

During the discussion on June 6, City staff will present to the Council items that have already been completed, items that are in progress, and also items that will need additional time and/or resources to be completed. Council will also be given the opportunity to provide feedback and assist with prioritization of outstanding items.

COMMUNICATIONS UPDATE



JUNE 6, 2024
CITY OF DES MOINES

Nicole Nordholm
Director of Communications

Communications



BACKGROUND

- In partnership with the City, Consor conducted a comprehensive assessment of the City's internal and external communications and engagement practices to learn how to better serve the evolving needs of a diverse and growing city.
- The initial draft was presented to the City Council on March 7, 2024 and feedback was received from the Council and the Community.
- Staff returned on April 4, 2024 for another Study Session to present updated recommendations including community input. Staff were asked to create buckets of items based on the Consor recommendations and community input that could be achieved immediately, mid-term and long term based on available resources.

Communications



BACKGROUND

- Since the April 4 Study Session, the City reassigned Nicole Nordholm to become the City's Communications Director. By devoting an employee to focus primarily on communications, this significantly accelerated the City's ability to implement the recommendations in a more efficient manner while also accomplishing one of the identified "mid-term" recommendations.
- During the discussion tonight, June 6, City staff will present to the Council items that have already been completed, items that are in progress, and also items that will need additional time and/or resources to be completed. Council will also be given the opportunity to provide feedback and assist with prioritization of outstanding items.

Communications Items - Completed



- Communications Platform Management
 - ✦ Facebook pages, community groups, website, blog, external stakeholders, newly created City Instagram
- Weekly City Manager Reports – ongoing
- Updated organizational chart
- Council briefings as needed
- Comment Boxes
 - ✦ City Hall, Activity Center, Field House
- City Branding/Logo
 - ✦ Cohesive Letterhead
 - ✦ Department Logos/Email signature
 - ✦ Merge City centric information

Des Moines WA (@waterlandcity) •
Instagram photos and videos
[instagram.com](https://www.instagram.com/waterlandcity)



Communications Items – In Progress



- Communications Policies and Procedures
 - ✦ Communications Platform Management
 - ✦ Culture of Communication with training
 - ✦ Communications Standards

- Responding to Public Inquiries and Comments
 - ✦ Implement accessible feedback process with timeline for responses

- Departmental Liaisons
 - ✦ Director requirement
 - ✦ Department representative for updates, website updating, champion

- Public Servant Spotlight / City Staff Showcase
 - ✦ Staff/Department feature every other month
 - ✦ Project updates

- Business Spotlight / Success Stories
 - ✦ Engagement/Interviews with new or current business (monthly or quarterly)
 - ✦ Met with Iris and Peony owner Robyn, moving to the Des Moines theatre in July.
 - ✦ Pop Up Events, gatherings for businesses

Communications Items – In Progress



- Update website user experience and navigation
 - ✦ a public-facing brochure-like portal that leads to current website
 - ✦ blog capability on the website
 - ✦ interactive calendar of community events on the website
 - ✦ researching and receiving quotes on website, app costs

- Expand social media presence, scheduled, human-centered

- Implement listserv capabilities
 - ✦ subscription capability for residents
 - ✦ survey capability (like survey monkey?)

- Nurture relationship with school districts, and other government entities

- Channel 21 messaging review

Communications – More Time / Resources

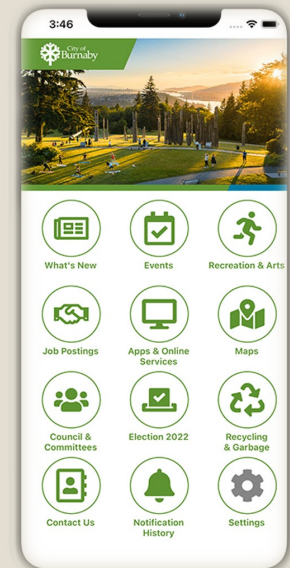


- Website upgrade/refresh
 - ✦ K Brand Studio meeting, web designer
 - ✦ Option to stay with CivicLive, and repurpose/update/facelift.
 - ✦ Option to utilize Wordpress for complete reworking of the website and layout.
 - ✦ Add in functionalities we want (i.e. scrolling newsletter, comments, etc)
 - ✦ *Goals: Keep with a high functioning website, highest traffic areas + focus on/highlight those. Style, typography, colors, links update*
8 weeks of design work, 8-12 weeks of development

- City Gov App for phones
 - ✦ InfoGrove, creating demo app for City.
 - ✦ Present calendar, push notifications, control info received
 - ✦ \$2,100 - \$8,300 per year, depending on level. \$7,900 set up fee.

- Comprehensive Communications Plan
 - ✦ Consider strategies for reaching and engaging diverse audiences.

- Long Term Comprehensive Branding



Internal Communications



INTERNAL COMMUNICATIONS STRATEGIES

- Develop and grow employee communication skills
- Communicate regularly to enhance employee experience and knowledge
- Training for effective communication (departments, teams)
- Use tools (social media, web, apps, press release, etc) to increase accessibility

External Communications



EXTERNAL COMMUNICATIONS STRATEGIES

- Consider interests, needs and preferences of the Des Moines community.
- Communications mix: use a variety of strategies – websites, mailings, social media, events, features.
- Involve the community and city staff. Monthly features on small businesses, restaurants, employee highlights.
- Establish a cohesive tone, and deliver value in every piece of communication.

