

MUKILTEO

MAGAZINE



Quarterly magazine dedicated to continued transparent communication.



Using Technology to Improve City Services

HIGHLIGHTS

▶ *Mayor Jennifer Gregerson's Message*
..... 2



▶ *New Businesses Open in Mukilteo*
..... 4

▶ *Using Technology and Social Media to Improve Communication*
..... 6



ON THE COVER:
FEATURED WORK

▶ *Joe Kunzler, Photographer*
..... 19

IN THIS ISSUE

From the Mayor 2

Celebrating Local Businesses 4

Council Corner 5

Heart of the Community 8

Data Aids Responses 9

CSI: Mukilteo 10

BWC Comes to Mukilteo 12

Chamber of Commerce 13

Mukilteo Historical Society 14

Improving Our Connections 16

Staff Spotlight 18

Photography Contest Winner Joe Kunzler 19



ON THE COVER:

The cover design features the work of amateur photographer Joe Kunzler, who caught the blaze of evening sky reflecting off the Boeing plan using a Nikon D5300 DSLR. Thanks, Joe! – Editorial Staff

FROM THE MAYOR

Using Technology To Improve City Services

Mayor Jennifer Gregerson



We live in a world that is constantly changing. In fact, the only constant these days seems to be change itself. It is hard to imagine a world without smartphones or the Internet, yet these innovations have only been around for a few years. In the face of all this change, it can be tempting to throw our hands in the air and give up. But, I believe that we should look at this changing landscape and see it as an opportunity.

Last year, we made one small change in the way we handle City payroll: we stopped printing out paystubs and instead gave every employee online access to this information. Now employees have access to more information than

they could see on their paystub, and they can reach it whenever they need it. This one change has also saved us nearly 3,000 pieces of paper and envelopes, not to mention staff time and effort, all in less than a year!

This is one small example, but it illustrates that we can save resources and deliver better service at the same time. This is part of my vision of focusing our City on continuous improvement, where we constantly push ourselves to look for ways to do things better and smarter.

Throughout this edition of Mukilteo Magazine, you will read about other ways we are using technology to improve City services.

From online permitting to real-time data in police cars, we are finding ways to harness the power of technology to make Mukilteo

an even better place to live and work.

I encourage you to read these stories and, like me, I hope that you will see them as a progress report on a much longer journey. We have barely scratched the surface of what we can do to improve City services, but I know we are heading in the right direction.

I also hope you will take time to share your thoughts. Whether it's something you've seen at your worksite or something you've observed about the City, we are always looking for new ideas. By working together as a community, I know that we can achieve our vision of a sustainable, well-run city with safe, strong neighborhoods. ■

Jennifer Gregerson

Mukilteo Lighthouse Festival

September 11, 12, 13

Celebrating our 50th annual Festival!
Friday: 3^{pm}-Midnight

Juried Artist Booths	3 ^{pm} - 7 ^{pm}	Lighthouse Park
Food Vendors	3 ^{pm} - 10 ^{pm}	Lighthouse Park
Daytime Entertainment	3 ^{pm} - 5 ^{pm}	Lighthouse Park
Children's Activities	3 ^{pm} - 7 ^{pm}	Lighthouse Park
Kiwanis Club Salmon Bake	4 ^{pm} - 8 ^{pm}	Lighthouse Park
Chamber Entertainment Garden (21+)	5 ^{pm} - Midnight	Lighthouse Park
Fireworks Display	Dusk	Lighthouse Park
Shuttle Bus Hours	2:30 ^{pm} - Midnight	See Website for Details

Saturday: 10:30^{am}-Midnight

Children's Parade & Grand Parade	10:30 ^{am}	Harbour Pointe Blvd. North
Juried Artist Booths	11 ^{am} - 7 ^{pm}	Lighthouse Park
Food Vendors	11 ^{am} - 10 ^{pm}	Lighthouse Park
Children's Activities	11 ^{am} - 7 ^{pm}	Lighthouse Park
Daytime Entertainment	Noon - 5 ^{pm}	Lighthouse Park
Lighthouse Tours & Gift Shop	Noon - 5 ^{pm}	Lighthouse Grounds
Kiwanis Club Salmon Bake	Noon - 8 ^{pm}	Lighthouse Park
Historical Storytellers	2:45, 4:15, 5:45 ^{pm}	Roving Festival Grounds
Citizen of the Year and Pioneer of the Year Awards	3:00 ^{pm}	Lighthouse Grounds
Chamber Entertainment Garden (21+)	5 ^{pm} - Midnight	Lighthouse Park
Fireworks Display	Dusk	Lighthouse Park
Shuttle Bus Hours	10:30 ^{am} - Midnight	See Website for Details

With more events to come!

For more information, visit our website or contact us for details.

www.mukfest.com



Sunday: 11^{am}-5^{pm}

Juried Artist Booths	11 ^{am} - 5 ^{pm}	Lighthouse Park
Food Vendors	11 ^{am} - 5 ^{pm}	Lighthouse Park
Kiwanis Club Salmon Bake	11 ^{am} - 5 ^{pm}	Lighthouse Park
Bloody Mary Bar	11 ^{am} - 2 ^{pm}	Lighthouse Park
Daytime Entertainment	2:30 ^{pm} - 5 ^{pm}	Lighthouse Park
Lighthouse Tours & Gift Shop	Noon - 5 ^{pm}	Lighthouse Park
Children's Activities	11 ^{am} - 5 ^{pm}	Lighthouse Park
Historical Storytellers	11:45, 2:15, 3:45 ^{pm}	Roving Festival Grounds
Shuttle Bus Hours	10:30 ^{am} - 5 ^{pm}	See Website for Details

Live Music & Entertainment

Friday	Saturday (con't.)
Main Stage Schedule	6:30 - The Charlies
3:00 - Spirit of Ojah	8:00 - The Machine
5:00 - Chuck Gay	
7:00 - Fabulous Roof Shakers	Sunday
10:00 - Gold Diggers	Main Stage Schedule
	12:00 - Zodiac Lafurmo
Saturday	1:00 - Black Jack Kerouac
Main Stage Schedule	Check out our website at www.mukfest.com for more details!
12:00 - Will Franz	
1:00 - IvyLane	
3:00 - Positive Rising	Also visit our website for Children's entertainment information!
5:00 - Waiting on Wendy	

thanks to our **MukFest Patrons**



Now OPEN

DIEDRICH ESPRESSO

Owner Jasmine Diedrich located her newest espresso stand in Mukilteo at 11601 Harbour Pointe Blvd. near The Scotsman Bistro. Diedrich Espresso is open 365 days per year and features Café D’arte coffee in all their locations.

BELLA BLOWDRY AND BEAUTY BAR

Located at 10100 Mukilteo Speedway, Dr. Christine Beasley has opened a stylish new salon featuring specialty hair services, lash extensions, professional make-up and bridal party services. Bella Blowdry and Beauty Bar is located near Walgreen’s.

ACU-LINE CORPORATION

Acu-Line Corporation specializes in photochemical metal etching of mechanical parts for the electronic and sheet metal industry as well as decorative pieces for the jewelry, ornamental, graphic and architectural industries. Gregory Krueger and his partners have been in business since 1983 and decided to move to beautiful Mukilteo because of its business-friendly atmosphere and short commute!

EDWARD JONES MUKILTEO

Dan Gray has been in the financial service industry for several years and decided to move his business from the fringe of Mukilteo into town at the Village Center. His office is located at 12199 Village Center Place, 2nd Floor Chinook Building. Dan is currently on the Long-Range Financial Planning Committee and is a former Planning Commissioner.

1. Diedrich Espresso
2. Bella Blowdry and Beauty Bar
3. Acu-Line Corporation
4. Edward Jones Mukilteo



Is Mukilteo a “Smart” City?

By Bob Champion, City Council President



Is Mukilteo a Smart City? While there are many definitions, it is generally agreed that a Smart City utilizes its resources and energy in an efficient way, offers integrated public services, and has an advanced infrastructure – all powered by digital technologies. The key areas of a smart city are: buildings, energy, telecommunications, payments, transportation, human services, infrastructure including surface water management, public safety, and governance. The articles in this month’s publication highlight technologies and applications currently available to the City of Mukilteo and explain how these technologies benefit both Mukilteo residents and City operations. All very cool and commendable activities, but are we on the road to getting “smart”?

You may have heard the terms, “Internet of Things” (“IoT”), “Cloud Computing,” “Global Connectivity,” or “Mobile Computing.” If you have not, and you own a Smartphone, know that you are already a part of the “IoT” community. As we look to the future, all of these technological trends will come together, enabling our city to get smart.

Supporting these new trends is an old technology that has taken on renewed importance in recent years. Last year, the council authorized an investment in staff to support our Geographic Information Systems (GIS), a computer system that can store, manipulate and analyze spatial or geographical information. City staff can now use these powerful mapping tools to analyze financial decisions to increase performance, support public safety, efficiently plan and understand our land use and transportation systems, and have the capability to engage citizens about their city’s governance.

Mukilteo has embraced social media tools and online survey programs to interact with citizens in new and innovative ways. You can access these tools on the City’s website.



Public leaders must grasp the significance of these trends and use data analytics to measure and improve performance to deliver government services our citizens expect. In order to use data in a meaningful way, the city and city council must collaborate on a visionary roadmap and policy framework to get smart.

A policy issue the council will need to address is how to leverage the data collected and extract the value from that data. The fundamental building blocks of the policy must address the development of a software strategy, modernization of tools and processes, an Information Technology strategy, and, because it is everyone’s business, Cyber Security. It is time to prepare ourselves to meet the technology challenges of the future. In other words, it is time to get smart. ■

“Despite ongoing fiscal constraints, our City continues to find creative ways to use technology - both new and old - which brings government and its citizens closer together.”

Technology Enables Two-Way Communications: Democracy 2.0

Mayor Jennifer Gregerson has been a driving force behind using technology to inform and engage the public in City services and important issues. From her ubiquitous iPhone to her Surface tablet, the Mayor is connected and ready to hear from residents about what is happening in Mukilteo.

Beyond the Mayor, new technologies are enabling the City and its leaders to engage residents in a two-way conversation about our community. Breaking down the wall that used to separate City Hall from the community is helping improve services across all departments and services.

From her very first day in office, Mayor Jennifer Gregerson has pushed the City to innovate in its use of technology to improve two-way communications with residents. She held the first Town Hall meeting on the City budget to get input from residents on community priorities. At the Town Hall, participants provided direct feedback using electronic “pulse pads” to rate and prioritize different services and projects.

“I was excited to incorporate technology into our Town Hall meeting to help get instant feedback from those attending about what our priorities should be and how the City was doing,” said Mayor Jennifer Gregerson.

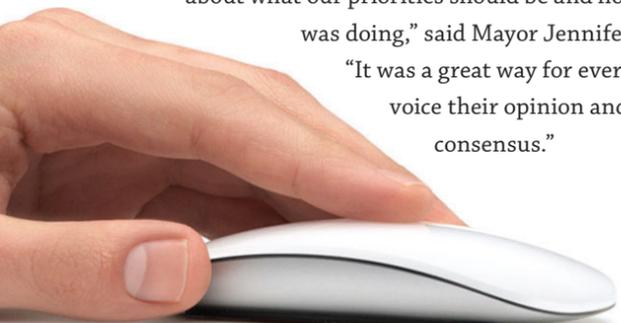
“It was a great way for everyone to voice their opinion and reach consensus.”

The City is expanding two-way conversation with residents via social media.

Mayor Gregerson also used technology to create more communication with City employees. She hosts quarterly all-staff meetings with multimedia presentations highlighting the accomplishments of all team members. The City developed an online employee satisfaction survey that resulted in over 80% of City staff sharing honest and confidential feedback with the City’s management team.

The newest suite of tools has been a full menu of social media channels to improve communications with residents and visitors alike. From Facebook to Twitter to Instagram, the City maintains a robust online presence designed to share important information and hear back from social media users.

But the tools are only the conduit, the City still depends on residents to reach out and share what’s on your mind. Check out the new tools and join the conversation! **■**



Social Media STATS

Source: www.pewinternet.org/2015/01/09/



% of adult Internet users (Age 18+) who use the following free social media sites:

% of American adults (Age 18+) who use the following social media sites:



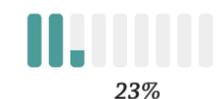
Facebook



For the first time, more than half of all online adults 65 and older (56%) use **Facebook**. This represents 31% of all seniors.



LinkedIn



For the first time, the share of internet users with college educations using **LinkedIn** reached 50%.



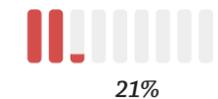
Pinterest



Women dominate **Pinterest**: 42% of online women now use the platform, compared with 13% of online men.



Instagram



For the first time, roughly half of internet-using young adults ages 18-29 (53%) use **Instagram**. Half of all Instagram users (49%) use the site daily.



Twitter



Multi-platform use is on the rise: 52% of online adults now use two or more social media sites, a significant increase from 2013, when it stood at 42% of internet users.

What is “Social Media?”

Any website that invites you to interact with the site and with other visitors falls into the definition of social media. Although social media sites are generally free to join, service upgrades may have a monthly/yearly fee.

Who uses Facebook?

- 93% of Facebook users are Facebook friends with family members other than parents or children
- 91% are Facebook friends with current friends
- 87% are connected to old friends and/or classmates
- 58% are connected to work colleagues
- 45% are Facebook friends with their parents
- 43% are friends with their children on Facebook
- 39% are connected to people they have never met in person
- 36% are Facebook friends with their neighbors

Who uses LinkedIn?

- The site continues to be particularly popular among college graduates, those in higher-income households.
- The employed (although the increase in usage by those who are not employed to 21% from 12% in 2013 is notable).
- College graduates continue to dominate use of the site. Fully 50% use LinkedIn, a 12-point increase since last year. It is the only platform where those ages 30-64 are more likely to be users than those ages 18-29.

Who uses Pinterest?

- 42% of online women are Pinterest users, compared with just 13% of men (although men did see a significant increase in usership from 8% in 2013).
- While Pinterest remains popular among younger users, there was an 11-point increase between 2013 and 2014 in the proportion of those 50 and older who use the site.
- Other demographic groups that saw a notable increase in usership include whites, those living in the lowest- and highest-income households, those with at least some college experience, and suburban and rural residents.

Who uses Instagram?

- 53% of young adults ages 18-29 now use the service, compared with 37% who did so in 2013.
- Young adults and women are more likely to be on Instagram.
- Hispanics and African-Americans use Instagram.
- Those who live in urban or suburban environments.

Who uses Twitter?

- Twitter is particularly popular among those under 50 and the college-educated.
- Significant increases among a number of demographic groups: men, whites, those ages 65 and older, those who live in households with an annual household income of \$50,000 or more, college graduates, and urbanites.

Heart of the COMMUNITY



Free public wifi is available at
Rosehill Community Center,
City Hall and the Library.

**Come find our parks and recreation
programs and classes on the web at
www.mukilteorec.com**

The Recreation and Cultural Services Department utilizes technology in a variety of formats to help deliver stream-lined and accessible services to the community.

ONLINE CLASS REGISTRATION

All recreation classes that are offered through the City Recreation Department are listed on ActiveNet, our online registration site, for easy viewing and registration. Residents can also go to the City website to view an online edition of the Recreation Guide. The scheduling module in ActiveNet enables staff to manage the multiple rental facilities, such as the picnic shelters, Light Station Grounds, Wedding Circle, and the rooms at the Rosehill Community Center.

REACHING THE COMMUNITY

Marketing of classes and events is greatly enhanced by the use of technology. The Recreation and Cultural Services Department has its own Facebook page that provides updates on upcoming classes and special events occurring throughout the City. The Department also utilizes email blast software to send information out to many people at one time. E-blasting is a great way to target market a specific group for a specific type of program.

GET ONLINE AT ROSEHILL

The Rosehill Community Center employs technology in a variety of ways to help deliver services to customers utilizing the facility. There is free Wi-Fi available to all customers at the community center. Customers have the ability to access their web-based content for their presentations and using our large



Photo by Chris Perisho of M&P Photography. Chris can be contacted at info@mpphotographs.com.

screen in the Point Elliott Room they can connect with the in-house projector and the house sound-system.

USING TECHNOLOGY TO KEEP STAFF SAFE

Safety and security of the customers and staff at the Rosehill Community Center is a high priority. Technology helps provide a safe environment for both visitors and staff. With the use of security cameras, staff is able to monitor events without having to leave the front desk and disturb an event. The building's alarm system has a "door chime" feature that ensures staff awareness and safety when any doors open or close; this feature is especially important in the early morning/late evening hours when staff is opening or closing the facility. ■

LEARN MORE

Contact the Recreation and Cultural Services Department at 425.263.8180.



Behind the Scenes:

Data Aids Response

Photos courtesy of Penn Miniken. See more of his work at www.face52.org.



When you dial 911, a lot happens behind the scenes to ensure that first responders are there when you need them.



The Mukilteo Fire Department's most valuable assets are the professionals that respond 24/7 to hundreds of fire and medical calls. Behind the scenes, technology helps provide the right help at the right place in the right time. From the time a call comes in, to the scene and back, technology is improving care and service for our community.

When someone dials 9-1-1, trained call takers enter the emergency information into a Computer Aided Dispatch system. As the call taker enters information, dispatchers use computers, pagers, radios and text messages to alert the closest fire unit.

TECHNOLOGICAL RESOURCES

Each unit is equipped with a Mobile Data Computer that instantly makes call information available to the crew. If information is available, the crew will also see fire pre-plan and hazard information on their way to the call. This will allow them to make adjustments in their approach to the emergency if necessary.



COMMUNICATION WITH THE HOSPITAL

On medical calls, crews use a tablet to document the patient's condition and all treatment provided on-scene or during transport to the hospital. This documentation is then electronically sent to the hospital so the doctor has a complete record of the patient's care. In the near future, the department will receive outcome



information back electronically on our patients. This will enable paramedics to improve the delivery of care and improve patient outcomes over time.

As all of this takes place, our Fire Chief and command team use data to analyze and monitor how the department is performing. In the spirit of continuous improvement, we use this data to improve training, deploy resources more efficiently, and ensure that our community is getting the best service. ■

Identify Theft: High Tech Crime

From the FBI Cyber Crime Task Force and Federal Trade Commission



Identity theft occurs when someone unlawfully obtains another's personal information and uses it to commit theft or fraud.

In 1998, Congress passed a new law that made identify theft a federal crime. To further deter identity thieves, in 2004, Congress passed another regulation that increased penalties for aggravated identify theft: when someone uses the identity of another person to commit felony crimes. The act required the court to sentence two additional years for a general offense and five years for a terrorism offense.

Along with names, Social Security numbers and dates of birth, fraudsters also use Medicare numbers, addresses, birth certificates, death certificates, passport numbers, financial account numbers (bank account or credit card), passwords (like mother's maiden name, father's middle name), telephone numbers, and biometric data (like fingerprints, iris scans) to commit identity theft.

The number of identity theft victims and total losses are probably much higher than what's been publicly reported. It's difficult to provide a precise assessment because different law enforcement agencies may classify identity theft crimes differently, and because identity theft can also involve credit card fraud, Internet fraud, or mail theft, among other crimes.

Some of the more prevalent schemes criminals are using these days to steal identities include suspicious e-mail and/or phishing attempts to trick victims into revealing personally identifiable information, "smash and grab" burglaries involving the theft of hard copy driver's licenses, credit cards, check books, etc., and actual computer and network intrusions that result in the loss of personally identifiable information.

It's a good idea to closely monitor your debit and credit card statements monthly to ensure your accounts are not being compromised. ■

What To Do If You're A Victim Of Identity Theft

1. Contact the fraud department of the three major credit bureaus and request a "fraud alert" be placed on your file.

Once you contact one, that company must contact the others on your behalf. A fraud alert is free, and filing one will help prevent someone from opening new accounts without your permission. Each company will send you a letter confirming that a fraud alert has been placed with your file.

Run a credit report immediately even if you have to pay for one; free reports take longer and time is of the essence. Review your credit report thoroughly, and make note of any transaction you don't recognize. Credit bureaus include: Experian (TRW) 888-397-3742; TransUnion 800-680-7289; Equifax 800-525-6285.

2. Contact the account issuer (credit card company or bank) in question.

- Ask for the fraud/security department of the compromised or fraudulent account issuer.
- Notify them by phone and send letters identifying those transactions that are fraudulent.
- Close all tampered or fraudulent accounts.
- Ask about secondary cards.

3. Contact your local police department.

- Notify the police department in the community where the identity theft occurred.
- Obtain copies of all police reports made.
- You may also want to report identity theft to the Federal Trade Commission (FTC). Complete the FTC's online complaint form at this web address: <https://www.ftccomplaintassistant.gov/#crnt&panel1-1>. Give as many details as you can. The complaint form is not available on mobile devices, but you can call 1-877-438-4338 to make your report.

4. Contact the companies where you know fraud occurred.

- Ask for the Fraud Department, and tell them fraud/identity theft has occurred and ask that your account(s) be closed or frozen.
- Change logins, passwords and/or PINS for that account. Keep a detailed log of all contacts including location called, name of person(s) you spoke to, title and call back number with extension.
- Ask and write down what the procedures are for the companies you spoke with.

For more information about identity theft, visit these two sites: https://www.fbi.gov/about-us/investigate/cyber/identity_theft/identity-theft-overview
<https://www.identitytheft.gov/>

Keeping Us Safe CSI: MUKILTEO



The Mukilteo Police Department may not be the subject of a television thriller, but we do use technology to help in crime prevention, conduct investigations, provide services and improve safety for our residents, businesses and visitors.

BETTER DATA

Our officers and detectives rely on coordinated electronic records systems to access information and match suspects to crimes. These systems can highlight and connect partial names, monikers, physical descriptions, and vehicle descriptions.

CRIME SCENE DIAGRAMS

TV shows have popularized 3D models of crime scenes, and while our technology isn't quite as exciting, our investigators do have powerful tools to create diagrams of crime scenes and collisions in just a few minutes.



Using technology for efficient responses, improving safety and serving the community.

In the past, this could take hours. Less work on drawing diagrams means more time spent investigating and solving the case.

GPS TO THE RESCUE

GPS devices don't just give you directions to someplace new, our dispatch center uses GPS to make sure that the closest patrol car responds to emergency calls. Shaving a minute or two off a response time could make a huge difference in a bad situation. We are also able to use mapping tools to examine crime data and identify trends.

As criminals get smarter and more sophisticated, so does law enforcement. The Mukilteo Police Department is committed to using the best tools to keep our community safe. We are committed to a culture of continuous improvement that relies on training and identifying the best practices to provide professional service to our community.

While the use of technology is an important aspect of providing professional police services, the Mukilteo Police Department is here to serve you. Whether we connect with you in person, on the phone, through Facebook, Twitter or other sources, our core values are professionalism, integrity and community. ■



The Mukilteo Police Department is using technology to solve crimes, but you can use technology to help us speed up our investigations. These are just two websites available to the public to help law enforcement conduct an investigation quickly and more efficiently. We encourage each of you to explore these available tools and use what you find helpful.

TRACKMOLE.COM

Trackmole.com is an online platform that creates an inventoried list of personal property and valuables using built in serial numbers. Once entered into TrackMole, anyone can search an item's serial number and match it back to you. It also generates a printable list that you can give to an officer in the event of a burglary or theft of your property. Trackmole.com is a free service.

REPORTIT.COM

ReportIt.com lets you securely store serial numbers, item descriptions, pictures, and scans of receipts so that your items may be more easily identified in the event of theft or loss.

BWC Comes To MUKILTEO



Is BWC a new band? An airline? No- it's a pilot road resurfacing product that will be tested in four distinct neighborhoods within Mukilteo. By working together with the County, a material called Ultra-Thin Bonded Wearing Course, or BWC, will be used to resurface 4.7 miles of streets in these areas. You may have heard of Chip Seal, a method the City used from 2007-2013. In 2014, Mayor Gregerson directed staff to stop using chip seal, and to investigate new techniques that could deliver higher quality to our neighborhoods. We searched for other methods that could resolve the concerns associated with Chip Seal's rocky surface, while still preserving the street infrastructure at an affordable price. BWC is a mid-range technique that is being piloted not only in Mukilteo, but also in Marysville, Mill Creek and Snohomish County. Working with our neighbors helps bring costs down. BWC has a longer life span than Chip Seal and the finished surface should feel almost like new asphalt. The cost is more expensive than Chip Seal, however, the City anticipates the longer life-span and smoother finished surface will provide the level of service that residents have requested.

In addition to resurfacing the streets, non-compliant curb ramps will be replaced in order to meet the requirements of the Americans with Disabilities Act. We expect to be finished with the ramps and resurfacing in early September.

Street maintenance is important because it prolongs the life of a street and saves money by improving the street before it reaches the point where very expensive full reconstruction is required.

HOW IS THE CITY PAYING FOR THIS PILOT PROJECT?

This project is being funded via real estate excise taxes — taxes collected from home sales.

We hope the map helps you find these neighborhoods and streets to take a test drive. Do you love it? What do you think? We want your feedback! Please e-mail us with your comments to: pavement@ci.mukilteo.wa.us, or call 425.263.8170. ■

Area	Street	Begin	End
1	Washington Ave	S/of 6th St	N/of Goat Trail Rd
1	6th St	E/of Washington Av	W/of Lincoln Av
1	Lincoln Av	N/of 5th St	N/of 6th St
2	40th Ave W	N/of SR 526	S/of 78th St SW
2	78th St SW	E/of 44th Ave W	W/of 40th Ave W
3	44th Ave W	S/of 88th Ave W	92nd St SW
3	88th St SW	E/of SR 525	W/of 44th Ave W
4	50th Pl W	E/O Circle	N/O Harbour Pointe Blvd.
4	97th St SW	E/O 50th Pl W	W/O 49th Pl W
4	97th Pl SW	E/O 49th Pl W	W/O Circle
4	98th St SW	E/O 50th Pl W	W/O 49th Pl W
4	49th Pl W	E/O 97th St SW	W/O 98th St SW

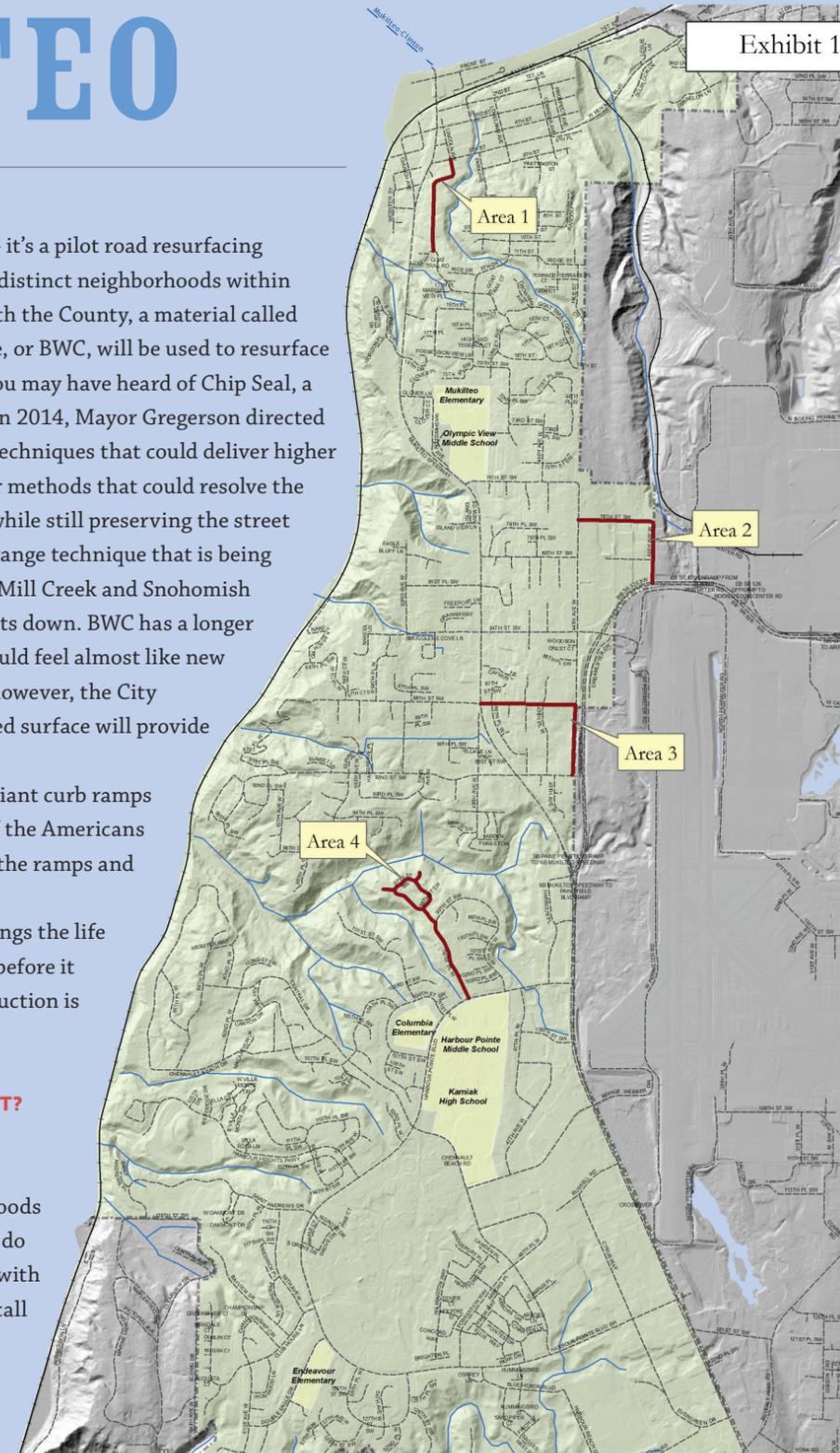


Exhibit 1

The City of Mukilteo disclaims any liability or warranty of stress or for any particular purpose, either expressed or implied. No representation or warranty is made of the accuracy, completeness, or quality of this map. Any user of this map assumes all of the use thereof, and further agrees to of Mukilteo harmless from and against all loss or liability arising from any use

Building a Social Media PRESENCE

By Kim Voetberg, Marketing Manager



Whether you are a government agency, a large company or a small business, social media remains a popular and viable marketing tool. It can offer great visual impact, minute-by-minute interactive exchange, and a lower price point compared to other media choices.

For organizations like the City of Mukilteo or the Mukilteo Chamber of Commerce, social media is a great method to share public information and provide community updates. Equally important, it is an informal way to build a loyal target audience. This media approach allows for public comment, personal access by the community and convenience of service. For example links back to a website can be easily embedded into a Facebook post or a tweet on Twitter.

Marketing experts tell us that the number of internet users worldwide will surpass 3 billion this year, with nearly half the

Social media crosses the barriers of language, culture, geography and lifestyle. It is a progressive, ever-changing communication method.

world's population accessing the web within three years. Social media plays an integral role in providing a communication link, whether a consumer is in suburban Mukilteo or remote Kathmandu.

With social media marketing at an all-time high, this year the Mukilteo Chamber offered six Lunch and Learn workshops to the business community that

targeted Social Media styles and techniques. Social media is not predictable, straightforward or conventional. It is however becoming more established, increasingly accepted and is certainly here to stay.

You'll find the Chamber of Commerce's Facebook page at: <https://www.facebook.com/MukilteoChamberofCommerce>.

Twitter is an Internet-based service to post and receive messages to a network of contacts. Instead of sending a dozen e-mails or text messages, you send one message to your Twitter account, and the service distributes it to all your followers. You can follow the Chamber's Twitter feed at: <https://twitter.com/MukilteoChamber>. ■



History and Technological Change in Mukilteo

by John and Ann Collier, Mukilteo Historical Society

What would a resident of Mukilteo in 1915 find most astonishing in our community today, a century later? Try this question on your family at dinner tonight, if your family actually eats dinner together! In 1915, people did eat the evening meal together, usually not long after the 5:00 o'clock whistle signaled the end of the work day at the Crown Lumber Company, the dominant employer in town. What did they talk about in 1915? It is probable that the four hundred or so residents of the town

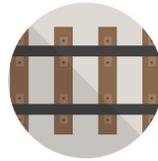
The opening of the road to Everett, mail delivery by train, a handful of cars on the roads. What has changed most in the last century in Mukilteo?

Everett's *Daily Herald*, Mukilteo "entertained the largest crowd that was ever within the town limits at one time. Hundreds of Everett and Snohomish County people were there to enjoy the festivities...Fifty automobiles were

counted in line [along the new road] at one time." Pioneering families shared recollections of homesteading, tours of the new lighthouse were given, politicians took credit for the road, and the multitude feasted on 4,000 pounds of clams, bushels of potatoes, and countless ears of corn.

Why was it celebrated so fully? Then, as now, there were always people who felt that any reason to have a party was a good reason. But more than that, access by automobile did represent a big step forward in connecting Mukilteo to the rest of the world. It was not as if there were no roads at all, or that people had never seen an automobile before. In fact, Mukilteo already had a few cars, owned somewhat as novelties by the relatively wealthy. Everyone in Mukilteo knew Mrs. Eliza Wetstein, and the Stanley Steamer that she drove into town from her house a few blocks away in what is now Lighthouse Park.

And it was not as if Mukilteo was completely cut off from the outside world. The railroad reached the town in 1893, and Mukilteo had always been well situated when transport by water was king. From its founding in 1860, entrepreneurs and speculators had hoped—in vain—that the railroad and the deep water harbor would attract a critical mass of investors to enable the town to compete with Everett and Seattle. The residents of the town were also well connected by the expanding postal system. In fact, the first postmaster in



Waiting for the train and the mail at the Mukilteo Depot on Park Avenue about 1917.



One of the seven original bridges on Mukilteo Boulevard, opened in 1914 to connect Everett and Mukilteo.

Snohomish County was one of the founders of Mukilteo, Jacob Fowler. Fowler qualified as a postmaster in 1861 and promptly mailed the first three packages ever sent and received in the county. Just three years later, the first telegraph line reached Mukilteo, but it was not until the turn of the century that a telephone line was established, for use by both of the town's telephones!

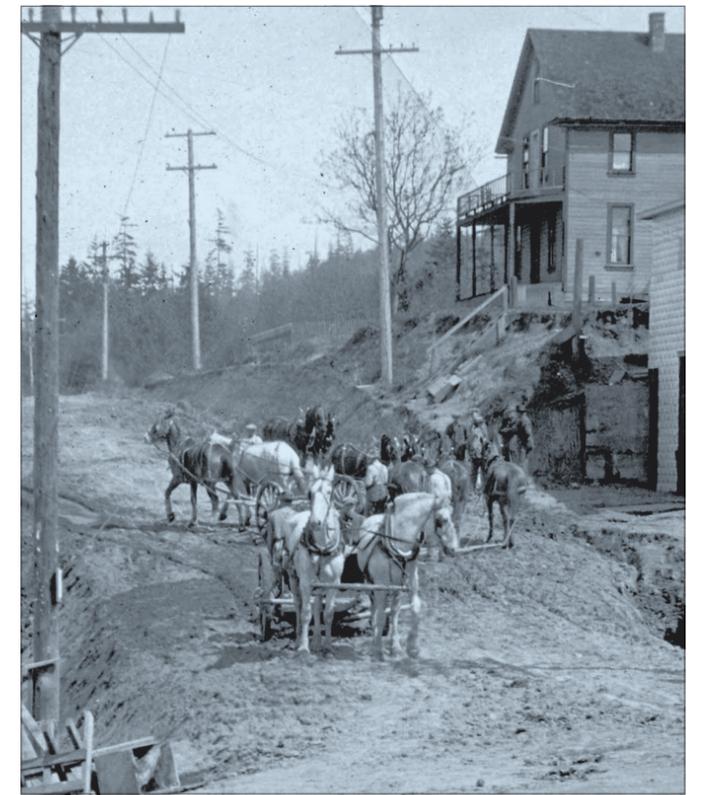
Communication by written letters remained dominant throughout the first half of the 20th century. Here is a description from Postmistress Mayme Ross of the Mukilteo Post Office in the 1930s and 1940s:

"...Offices were open nine to ten hours a day six days a week and mail dispatched and received even on Sundays. We had from five to seven mails in and out a day. The trains carrying the mail had mail cars and clerks who worked the mail as it was picked up along the route of the train. There were "catcher pouches" for trains not scheduled for a stop. They were hung on a framework that enabled the mail clerk to extend an iron catcher and grab the pouch as the train rushed by."

- From "Mukilteo: Pictures and Memories," by Opal McConnell

Trains continued to facilitate mail delivery for decades, until trucks and planes eventually superseded them. It was, however, the individually owned automobile that emerged triumphant as the preferred means of movement within and beyond Mukilteo. This dominance is under duress today, as traffic congestion continues to increase.

So our original time traveler question remains a good one. Are people more surprised by technical changes along a continuum, or by something literally beyond their comprehension.



Teams of men and horses prepare for the paving of Second Street at Park Avenue as Mukilteo moves into the age of the automobile.

The increases in connectivity mentioned here—cars and letters—are within an understandable continuum. But the leap to individualized, instantaneous, global communication is quite another matter. So discuss this one with your children tonight—if you can get them to look up from their mobile devices! ■

Improving Our CONNECTIONS

Online permitting delivers better service and safer buildings.

Applying for a building permit can be a complicated process, especially if you've never done it before. The Planning & Community Development Department has two important missions: ensuring that buildings are safe and providing outstanding customer service. The City's online permitting tool helps meet both missions.

The public portal provides 24 hour access to the full range of city application, documents and brochures. It also allows online submission of all types of permits, including the plans and documents that must accompany applications. For simpler permits, the online portal even allows the City to issue the permit electronically so an applicant may never even have to leave their home or office.

Beyond the great tools for the public, the permitting system has led to great efficiencies for City staff. By streamlining and combining multiple processes into one system, Permit Center staff have reduced the time and effort required to issue permits by 25%. That means quicker approval time



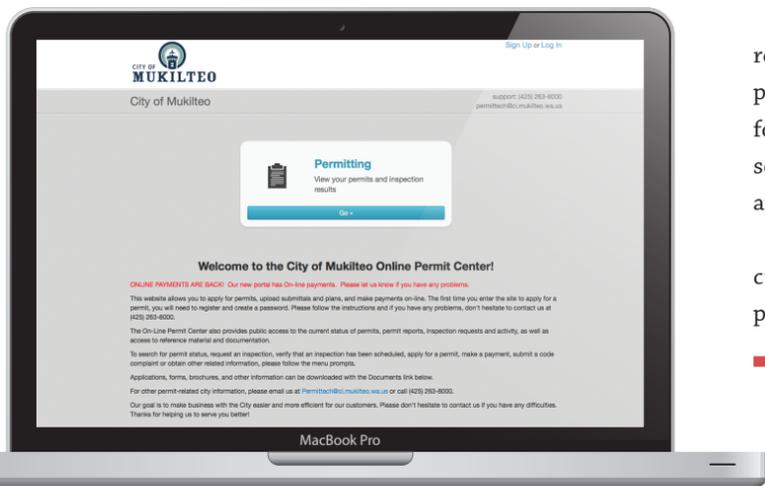
Permits Supervisor Shawna Gossett hands a Mukilteo resident their new parking pass for Lighthouse Park. Smiles all around!

frames while still protecting public health and safety.

The system also improves accountability by allowing managers to track projects and compliance, while ensuring consistent and fair treatment of all applicants. The online system also links separate permits related to the same project which assures that review and approval of permits is done using a coordinated approach.

In order to protect taxpayers, the City charges permit fees to recover the cost of the Permit Center and the staff time it takes to process and review permit applications. The online system allows for an accurate accounting of the time it takes to approve permits, so that the fees are set in a manner that is fair to both permit applicants and taxpayers alike.

One piece of technology is enabling the City to deliver great customer service, safer buildings, taxpayer accountability, transparency and fairness, all while being cost-effective and efficient. ■



SNOHOMISH COUNTY WASHINGTON



Find us on Facebook, Instagram,
and Twitter #MukFest



CELEBRATING THE 50th ANNUAL MUKILTEO LIGHTHOUSE FESTIVAL

SEPTEMBER 11-13, 2015

FUN FOR THE WHOLE FAMILY!

Lighthouse Tours * Artist Booths
Parade * Salmon Bake * Fireworks
Microbrew/Wine Garden * Avenue of Food
...and so much more!

Visit our website for more information!

www.mukfest.com * 425-353-5516

PHOTO COURTESY OF SAM FREEMAN, NW PHOTO INC.

Snohomish.org | 888-338-0976



Amp up your training

When you're going to the city, let Sounder take you there. Let go of the steering wheel, relax and enjoy the scenery.

Sounder stops at Mukilteo Station for weekday commuters and select weekend events including Seahawks games and the Washington State Fair!

soundtransit.org/sounder



Ellen Wood
EXECUTIVE DEPARTMENT ASSISTANT

Ellen Wood has worked for the City of Mukilteo since 2008 as a part-time Department Assistant in the Executive Department. She works with City Clerk Chris Boughman to prepare, copy and post online the City Council packets for Council Meetings and Worksessions. Her kind and friendly manner with her co-workers is greatly appreciated.

WHAT DO YOU LIKE BEST ABOUT YOUR JOB AND WHY?

I like the busy work of the packet, and the people I work with.

TELL US ABOUT YOUR HOBBIES.

I enjoy gardening, my neighbor from South Africa is teaching me ribbon embroidery (I have finished one picture and am now starting my second one) and I dabble in decorative painting.

TELL US ABOUT YOUR BACKGROUND AND FAMILY?

I was born in North Dakota, my family moved to West Seattle when I was 4 and I grew up there. I married my high school sweetheart Dan 43 years ago. We have 2 sons – Jesse and Alex. We moved to Everett in 1995. My husband works at Boeing on the 767, and I started working for the City in 2008.

WHAT'S YOUR FAVORITE PLACE IN MUKILTEO?

The waterfront and Lighthouse Park, of course.

WHAT DON'T WE KNOW ABOUT YOU THAT WOULD SURPRISE US?

I am related to President Eisenhower. My great-grandmother's name is Anna Eisenhauer. We are supposedly 5th cousins.

ELLEN'S FAVORITE RECIPE: CHOCOLATE ZUCCHINI BREAD

- 2 ½ cups un-sifted flour
- ½ cup cocoa
- 2 ½ tsp. baking powder
- 1 ½ tsp. baking soda
- 1 tsp. each – salt & Cinnamon
- ¾ cup margarine
- 2 cups sugar
- 3 eggs – well beaten
- 2 tps. each – Vanilla & grated orange peel
- 3 cups grated zucchini
- ½ cup milk
- 1 cup nuts, raisins or etc. (chocolate chips)

Cream margarine and sugar, add beaten eggs, vanilla, grated orange peel and zucchini. Alternately add dry ingredients and milk. Stir in nuts. Bake at 350 for 30-40 minutes.

Photographer

Joe Kunzler

ABOUT JOE

I'm Joe Kunzler (AvgeekJoe Productions, <http://Flickr.com/AvgeekJoe>) and I photograph primarily aviation. Skagitonian who would like to live and work in Mukilteo; thanks to Paine Field, a safe community, and good Community Transit with new voter-approved revenue this fall can massively improve.

THE CONTEST

Honestly because the contest was there and I believe as does Seahawks Head Coach Pete Carroll, "Always

Compete", "Win Forever" and "Be Early". So I applied and honored I won.

THE SHOT

Arrived early for a Future of Flight appointment so photographed the sunrise over Paine Field from their Strato Deck, then took three photos exposed as +1, 0 and -1. Via a process known as HDR or High Dynamic Range merged the photos into the final product. So yes, be early in life because that's beautiful to capture more beautiful moments.

I was using a Panasonic FZ70 megazoom, but friends upgraded me to a Nikon D5300 DSLR. The photo of the Antonov 124 on final approach is from the D5300 - and that was because I stayed late working for the Future of Flight. One may purchase some of my images as magnets and postcards in the Future of Flight Duty-Free Store - please do. ■

VIEW JOE'S WORK AT:

<http://Flickr.com/AvgeekJoe>



FEATURED WORK

LIKE TO SEE YOUR PHOTOGRAPHY IN OUR MAGAZINE? SEND SAMPLES TO N.PASSOVOY@CI.MUKILTEO.WA.US FOR CONSIDERATION.



◀ Where in Mukilteo?

Do you recognize this spot in Mukilteo? Email your guesses to n.passovoy@ci.mukilteo.wa.us to see if you're right!

Text To 911

Residents of Snohomish County are now able to text to 911 services. This service has limitations and is only meant in circumstances when calling isn't possible or safe (as in a domestic violence situation) and for the hearing or speech impaired. Texting 911 is slower than a phone call and location information is not accurate, which could affect response time.

The official 911 message is, "Call if you can, text if you can't". Please do not send a test 911 message.



Mayor Jennifer Gregerson
jgregerson@ci.mukilteo.wa.us

Council President
Bob Champion
bchampion@ci.mukilteo.wa.us

Council Vice-President
Randy Lord
rlord@ci.mukilteo.wa.us

Christine Cook
ccoock@ci.mukilteo.wa.us

Linda Grafer
lgrafer@ci.mukilteo.wa.us

Steve Schmalz
sschmalz@ci.mukilteo.wa.us

Emily Vanderwielen
evanderwielen@ci.mukilteo.wa.us

Ted Wheeler
twheeler@ci.mukilteo.wa.us

11930 CYRUS WAY
MUKILTEO, WA 98275

PHONE: 425-263-8000

To contact the Mayor and all of the City Council, email:
electcd@ci.mukilteo.wa.us

CONNECT WITH US

[facebook.com/cityofmukilteo](https://www.facebook.com/cityofmukilteo)

[Twitter: @CityofMukilteo](https://twitter.com/CityofMukilteo)

SUBSCRIBE ONLINE:

user.govoutreach.com/mukilteo/faq.php