

Date: September 8, 2017  
To: Park District Oversight Committee  
From: David Graves, AICP, Strategic Advisor  
Subject: Major Projects Challenge Fund

### **Requested PDOC Action**

Seattle Parks and Recreation (SPR) staff will present an update on the status of the 2016 projects funded through the Major Projects Challenge Fund (MPCF). The MPCF is an investment initiative to leverage private funding to make significant improvement(s) to an SPR owned building or facility. The MPCF provides a match that is administered by SPR staff and construction activities are managed by an SPR project manager. In 2016, the following planning/feasibility studies were funded:

- Magnuson Community Center
- Magnuson Park Playfield
- Daybreak Star
- Madrona Bathhouse Theater
- Green Lake Small Craft Center
- South Park Community Center

The following construction projects were funded:

- Kubota Gardens wall, ADA improvements Master Plan update and Parking analysis
- Amy Yee Tennis Center Outdoor Tennis Courts cover

Based on discussions with the DOC during the review of the 2016 proposals and in preparation for the 2018 round of the MPCF, staff has some suggested updates to the criteria and requests the DOC's feedback.

### **Background**

The Major Projects Challenge Fund is a Park District initiative in the Building for the Future category with an allocation of \$1.6+ million in 2018 (a total of \$8.4 million during this 6-year planning cycle). The MPCF provides funding to leverage community generated match for renovation of parks and SPR facilities. A "major project" is loosely defined as a significant improvement or renovation to an existing SPR owned site or facility which significantly expands its life and usability, with a minimum total project cost of \$2 million. The combination of MPCF money and community-generated money will allow for projects to be accomplished throughout the city. Recognizing that all communities are not equally able to provide matching funds, the initiative allows for a portion of funding to be allocated to assist diverse communities and organizations that lack resources for a match.

### Public Involvement Process

2016 saw an extensive public process that yielded nineteen (19) proposals from across the City. Public outreach included posting information on the Park District website and advertising in two press releases, one in January announcing the fund and one in early March as a reminder of the deadline. After consulting with the Office of Immigrant and Refugee Affairs and reflecting on our stakeholder groups we targeted nine ethnic media outlets:

- The Facts
- The Medium
- La Raza del Noroeste
- El Mundo
- Seattle Chinese Times
- International Examiner
- NW Asian Weekly
- Seattle Globallist
- Runta

Press releases were sent to these outlets twice with a follow-up call to the editors asking that they highlight the fund.

Stakeholder outreach began with developing a list of stakeholders and working with community groups that had fostered relationships with Seattle Parks and Recreation. The two press releases were sent to the groups listed below:

- Associated Recreation Council - Advisory Councils
- Volunteers (5400)
- Department of Neighborhoods District Councilors -We connected with all the Department of Neighborhoods District Coordinators to be sure they knew about the fund and would help us get the word out to their community groups. We also included the information on the City Grant Portal.
- Seattle Parks and Recreation RSJI Change Team
- Parks and Green Spaces Levy Citizens Oversight Committee
- Parks Legacy Plan RSJI Outreach list
- Seattle Parks and Recreation Concessionaires – 50 people/organizations that do business in our parks
- Seattle Parks Foundation
- City Council
- Parks and Green Spaces Levy Opportunity Fund interest (500 emails)

In addition, staff met with the Seattle Parks and Recreation Change Team asking for their help in promoting the MPCF to community groups.

It is anticipated that the 2018 process will be similar and expanded upon.

### Issues for Discussion

There were three issues that came up during either the DOC review or staff review of the proposals and in follow-up conversations. These issues are outlined below with suggested way(s) to address the issues in the 2018 MPCF round.

- There was no user data provided with the proposal – this issue came up during the review of several of the proposal. In the 2018 round, we will be requesting user data such as who uses the facility now, who would use the improved facility and how does the facility serve typically underserved/underrepresented communities now and/or in the future. User data is important in the community support and community benefit criteria.
- Community Support – the scoring of this criteria may not be representative of any broader support for the proposal. The scoring would be simplified to High, Medium and Low. This is an area where user data could be inserted as a factor of community support.
- More complete explanation of the match – with only a two-page application, proposed matches were insufficiently outlined and explained. The length of the proposal letter will be expanded to four pages to give proposers a better opportunity to fully explain all aspects of their proposal.

### Environmental Sustainability

The focus of the MPCF is improvements to existing SPR facilities. Individual project sustainability is a component of the proposal review.

### Budget

The 2018 Budget is \$1.6+ million plus any unspent budget from 2017 and 2016.

SPR is recommending allocating \$300K in 2018 towards the following:

- \$200K for outreach, planning and design
- \$100K for staff support to help applicant(s) get projects ready to submit for construction funding and identify matching dollars in subsequent years.

Note: The Challenge Fund is in SPR's capital budget and therefore has continuing appropriation and therefore any unspent funds in from the 2016/2017 round and/or 2018 would be available for a subsequent funding cycle.

### Schedule

The following is the proposed timeline for rolling out the next round of the Major Projects Challenge Fund in 2018:

#### **Major Project Challenge Fund – Proposed Timeline**

- **September – December 2017** - Staff update of outreach strategy and On-line materials
- **January – March 2018** – Public Outreach (may include workshops or information sessions for potential proposals)
- **March 2018 – Proposal Letters Due**
- **April – May 2018** – Staff review of applications
- **June 2018** –District Oversight Committee review and recommendation to Superintendent
- **July – September 2018** – Funds awarded to project. Projects will be managed by SPR.



**Additional Information**

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**Attachments**

- Attached is the proposed updated Scoring Criteria