

SEATTLE PARKS AND RECREATION STRATEGIC PLAN UPDATE

Urban Forestry Commission Meeting
July 3, 2019









Seattle
Parks & Recreation

healthy people healthy environment strong communities



Strategic Plan Update Agenda

-  **Planning Context:** Strategic Plan and Guiding Principles/Values
-  **Where Have We Been:** SPR 2018 and 2019 Strategic Plan activities
-  **What Have We Heard:** Major themes and input
-  **Where Are We Going:** Vision for the SPR Strategic Plan
-  **How We Will Get There:** Strategic Plan Engagement; Review timeline
-  **Discussion Questions:** What are your "BIG IDEAS"



Planning Context

Every five to ten years, Seattle Parks and Recreation (SPR) staff get together with community and partners to discuss where we've been and where we are going. We reflect on our challenges, our success, who we are serving, and who we are missing.

In 2019, we are THINKING BIG about what our city might need in the next twelve years.

What is a Strategic Plan?

- A **Roadmap** to guide SPR in the next 12 Years (all activities and funding)
- Identifies **Key Priority Goals and Strategies** toward achievement of SPR's vision of Healthy People, Healthy Environment, Strong Communities



Our plan must reflect our values, and what's most important to our community

- Seattle Parks and Recreation **serves people**.
- **Committing to equity** - Creating a plan that focuses on race and social justice in all we do.
- We must be open to a **new way of doing things**.
- Honoring the diversity and history of our city, while also **looking toward our future**.
- Ensuring that as Seattle grows, we do so in a way that is **inclusive, affordable, innovative, accessible, and livable**.
- We must **engage in ongoing discourse** with our community to ensure we are serving all of our residents.
- Our plan should work to **mitigate the effects of climate change** on the natural environment, and protect those most vulnerable.



Where We've Been: 2018 and 2019 SPR Strategic Plan Activities



- Building on the **2014 Legacy Plan** and other recent planning efforts
- **Collecting data** and preparing reports
- Working with the Change Team on a **Racial Equity Toolkit**
- Meeting with SPR staff, City staff, ARC, and task forces
- Working with PDOC and the Park Board
- Community events and groups
- Launched website, social media, EMC survey



welcome to

rainier beach

WHAT HAVE WE
HEARD?



What Have We Heard (past planning, plans, surveys, staff - 2018 and prior)



What We're Hearing (examples of 2019 outreach)

Weekly Survey at Community Center Kiosks

Retain neighborhood uniqueness

Preserve land, nature, and wildlife

Cultivate relationships with low-income residents at Magnuson Park

Covered playgrounds

How can SPR contribute to making Seattle a more livable, connected, and vibrant city for all residents?
(one week of responses)

Trail walks with knowledgeable leaders

Enforce leash laws and keep parks clean

Support the diverse population

Social Media



Seattle Parks and Recreation created a poll.
Published by Christina M 171 · May 20 at 1:37 PM · 🌐

VOTE NOW: What would you like to see more of in Seattle parks?

As part of our strategic planning process, we're seeking community input to help us think big about what our city might need in the next 12 years for parks and recreation. Learn more here: www.seattle.gov/plan4parksandrec



86%

Natural, open spaces



14%

Gardens/landscaped areas

458
Votes

Parks & Rec Fest | Play Area Amenities Voting



1. Tree Houses



2. Zip lines



3. Natural Elements



4. Ropes Course



5. Bike Track



6. Inground Trampoline



7. Accessible Play Equipment



8. Interactive Art



9. Parkour Equipment



10. Fenced Play Areas

Where We Are Going: Elements Informing the Strategic Plan



Mayor's Vision – *To build an affordable, inclusive City of the future* – and Priorities

Housing and Homelessness

Affordability / Livability

Economic Opportunity / Future of Work

Environment & Climate

Safer, Just & Equitable City

City Values – Racial Equity & Social Justice, Inclusion, Learning, Accountability, Stewardship

Where We Are Going: Vision for Strategic Plan

Informed by...



Community Engagement



Task Force recommendations



Park Board & PDOC input



Staff feedback

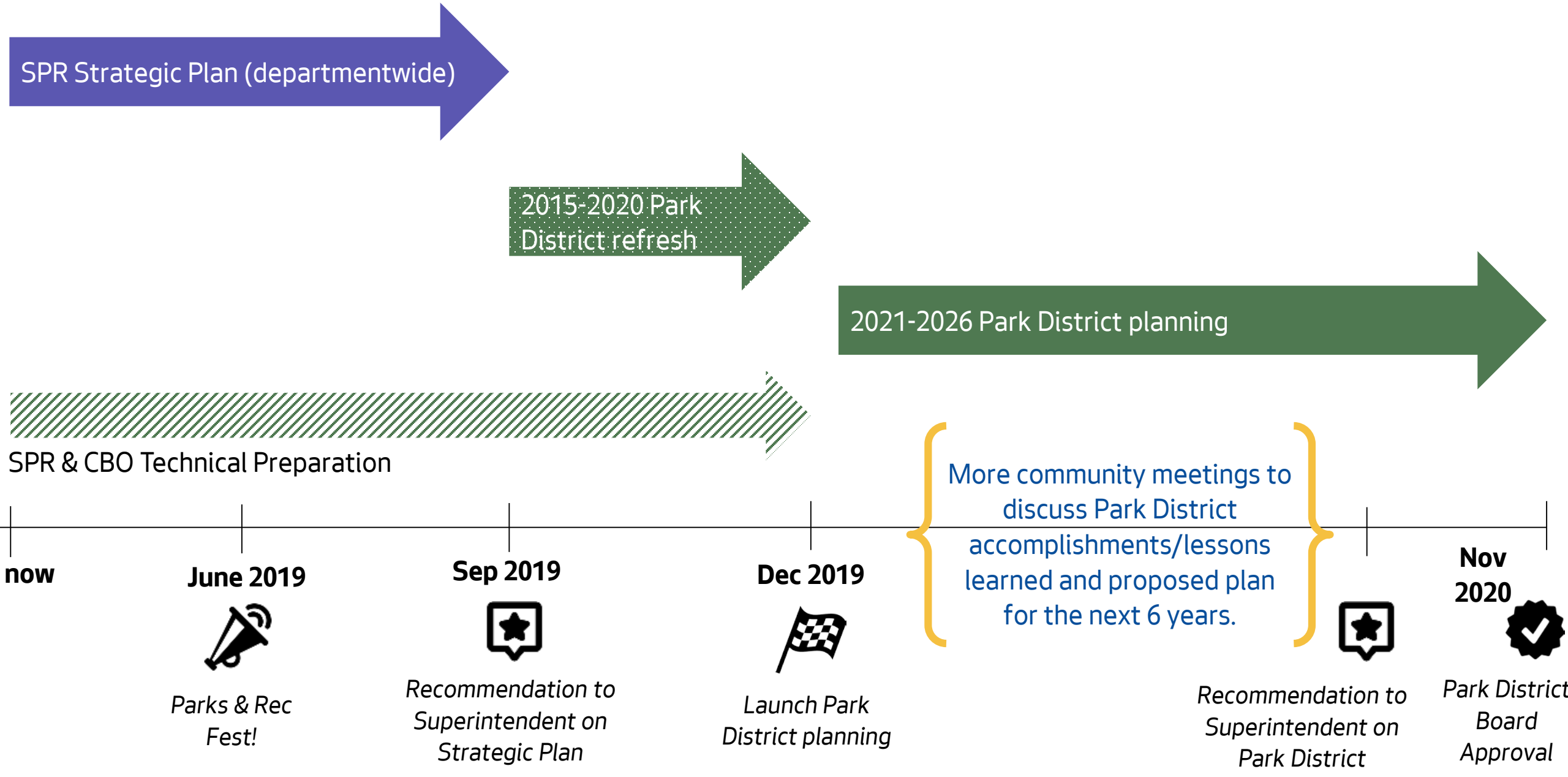
+ others



Strategic Plan Components



How We Will Get There: Concurrent Planning



Discussion Questions

- ✓ Seattle's got a lot on its plate (population growth, construction, rising prices, homelessness, new jobs and opportunities). How can Seattle Parks and Recreation help?
- ✓ How are Seattle parks, community centers and pools serving you?
- ✓ What park amenities really excite you?
- ✓ What park events, community center programs, and aquatics programs interest you?



Questions, Comments, Feedback?



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