

# **SEATTLE PARK DISTRICT BACKGROUND AND PLANNING CONTEXT**

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Board of Parks and Recreation Commissioners | March 10, 2022



# Hello Board Members!



## Topics of Discussion

### ► **Topic 1: Planning Context**

- 2020-2032 Strategic Plan (+ Engagement)
- 2022-2024 Action Plan (+ Engagement)

### ► **Topic 2: Seattle Park District Background**

- Park District 101
- Cycle 1 Accomplishments
- Proposed 2023 Baseline

### ► **Topic 3: Approach to Cycle 2**

- Prioritization Process Overview
- Preview of Next Meeting



# Board Resources

- This evening, we will discuss a great deal of **context, history, and collateral** that Board members may wish to reference throughout this process
- This is **not required reading**, but we want to provide reference materials
- In each section of tonight's presentation, we will **flag relevant resources**, all of which will be uploaded in one place
- We'll also email the Board a link to this page (tomorrow or Monday)

 Seattle |  English ▾

Meet the Board | Calendar | Meetings, Agendas & Minutes | Meeting Videos

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**Meeting Materials**

[Board of Park Commissioners Letter in Support of Black Lives Matter movement](#)

To Join the March 10, 2022 Board of Parks and Recreation Commissioners meeting, please [click here](#)

Please follow the instructions on the [Agenda](#) to sign up for Public Comment. Thank you.

**Agendas and Minutes**

+ 2022 Agendas and Minutes  
+ 2021 Agendas and Minutes  
+ 2021 Agendas and Minutes  
+ 2020 Agendas and Minutes  
+ 2019 Agendas and Minutes

**Upcoming Events**

Mar 10	Board of Parks and Recreation Commissioners
Mar 24	Board of Parks and Recreation Commissioners
Apr 14	Board of Park and Recreation Commissioners

[See all »](#)

<https://www.seattle.gov/board-of-parks-and-recreation-commissioners/board-resources>



## **Topic 1: Planning Context**

- About SPR + Planning Overview
- 2019 Engagement + 2020-2032 Strategic Plan
- 2021 Engagement + 2022-2024 Action Plan

## **Board Resources | *Will be posted on BPRC website***

- Seattle Parks and Recreation Interactive Map
- 2020-2032 Strategic Plan
- 2022-2024 Action Plan & Executive Summary
- 2021 Community Engagement Summary
- 2021 Statistically Valid Survey Results

# About Seattle Parks and Recreation

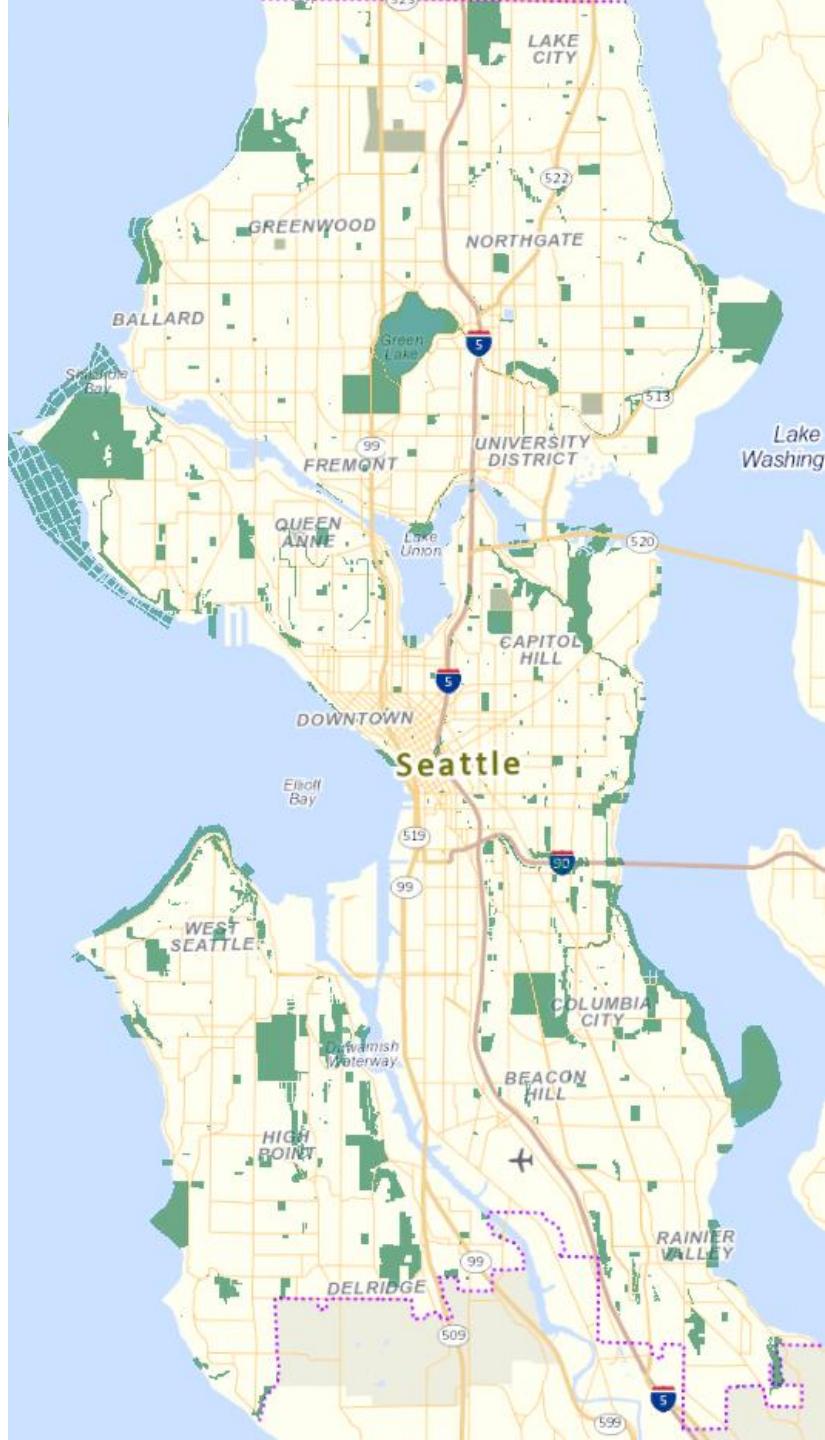
## Vision

HEALTHY PEOPLE  
HEALTHY ENVIRONMENT  
STRONG COMMUNITIES

## Mission

Provide welcoming and safe opportunities to play, learn, contemplate, build community, and promote responsible stewardship of the land.

- **6,400+ acre** system of over **485+ parks**
- **Hundreds** of recreation & enrichment programs for kids, teens, adults, older adults, and people with disabilities
- **Wide range of amenities:** **24** full-service community centers, **2** specialty centers, **8** indoor and **2** outdoor pools, **200+** athletic fields, **120** miles of trails, **32** wading pools & spray parks, **14** off-leash areas, **3** environmental learning centers, **3** teen life centers, **4** golf courses, **131+** public restrooms, **150+** play areas, and much more!
- **Wide array of partnerships:** Seattle Public Schools, Woodland Park Zoo, Seattle Aquarium, Associated Recreation Council, volunteer & friends of groups, non-profit operators, and many more



# Ongoing Engagement | Biennial Statistically Valid Survey

- Every 2 years, SPR engages a consultant to conduct a **statistically valid, multi-modal survey** of Seattle residents about their experience with parks and recreation
- Provides a citywide look of how **all residents** interact with our system
- Asks similar set of questions each time to build **longitudinal dataset** of use patterns and interest over time
- **SPR supplements with more issue-specific engagement** related to individual planning processes that focuses more intentionally on community we serve

Year	Time of Year	Weighted Interviews	Oversample in disadvantaged census tracts	Languages
2016	Nov - Dec	513	n/a	2
2019	May - June	441	n/a	2
2021	Nov - Dec	801	417 (unweighted)	8

## Topics Covered:

- Quality of life (and role of parks and recreation)
- Reasons for visiting parks and recreation facilities
- Parks & facilities usage
- Grades for system overall and various attributes (availability of open space, facilities, programs, maintenance and cleanliness, safety, etc.)
- Specific safety and maintenance concerns
- Improvement and expansion priorities
- Maintenance impacts on user experience
- New facility/program suggestions
- Demographic information



# Planning Overview

**March 2014:**  
Citizens' Parks  
Legacy Advisory  
Committee Final  
Report



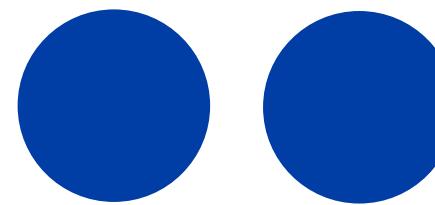
**August 2014:**  
Voters approve Park  
District; Cycle 1 spanning  
2015-2020

**Summer 2019:**  
Community engagement  
for Strategic Plan;  
reaching 10,000+



**March 2020:**  
SPR 2020-2032  
Strategic Plan  
publication

**Spring 2020 -  
Summer 2021:**  
Pivot to pandemic  
response; strategic &  
Park District planning  
paused



**August -  
October 2021:**  
Community engagement  
for Strategic Plan  
implementation;  
reaching 9,000+

**March 2022:**  
SPR 2022-2024 Action  
Plan finalized



**Q2-4 2022:**  
Park District  
Cycle 2  
Planning





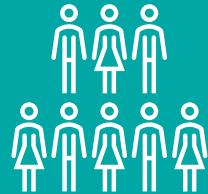
**HEALTHY PEOPLE  
HEALTHY ENVIRONMENT  
STRONG COMMUNITIES**

A STRATEGIC PLAN  
FOR SEATTLE PARKS  
AND RECREATION  
2020-2032

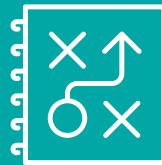
# STRATEGIC PLAN



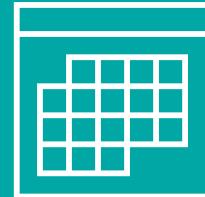
**2-year**  
planning effort



**10,000+**  
engaged



**40 strategies**  
identified



**13-year**  
timeframe



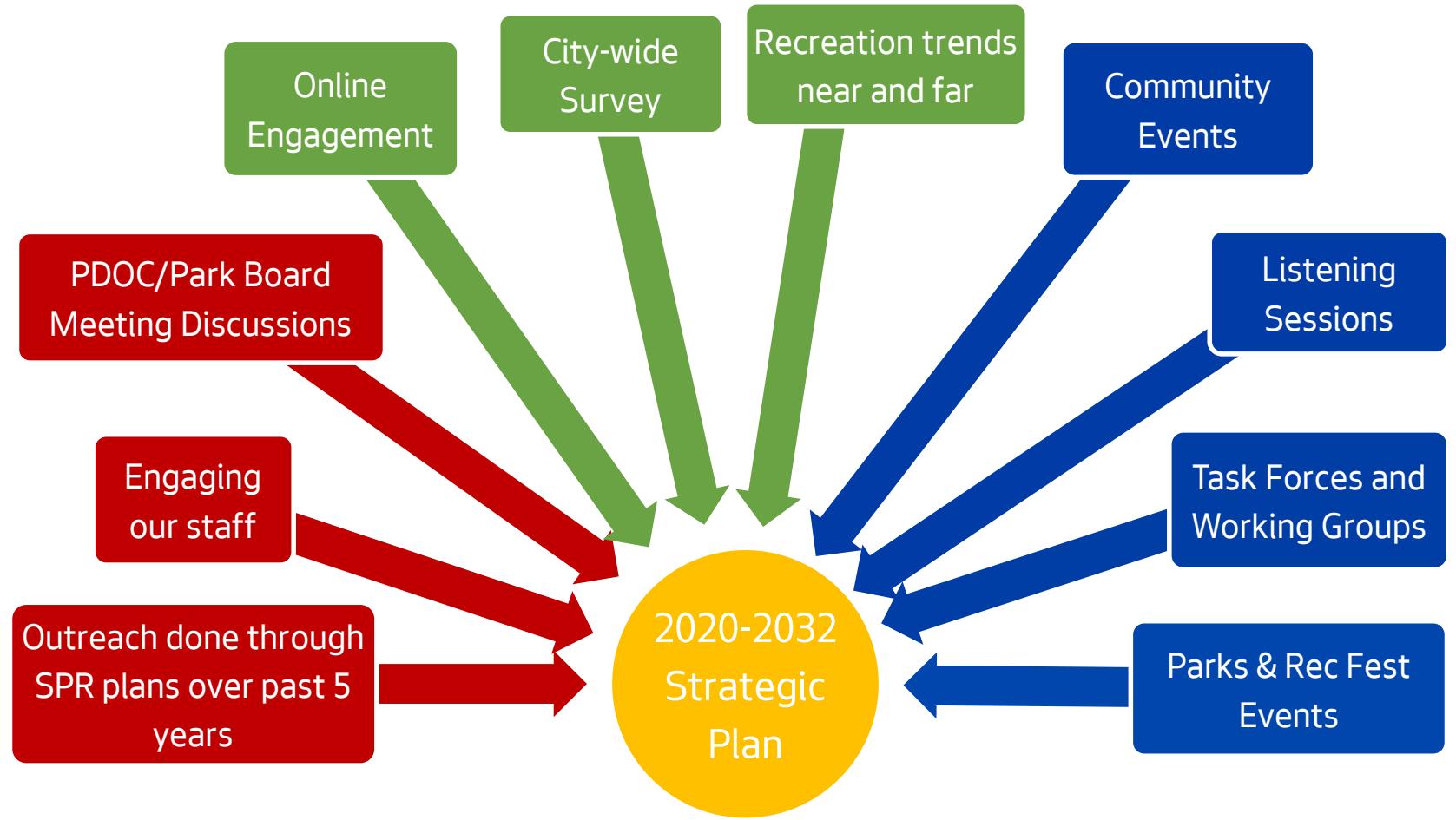
# 2019 Engagement Approach

## What We Asked:

As we look forward to the next decade, we want to know...

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

## How We Engaged:



# 2019 Engagement Outcomes | What We Heard

- **Support Seattle's growth and density by...**
  - Preserving open space, developing multi-use spaces and facilities, building transit connections
- **Embrace new trends like...**
  - Pickleball, disc golf, roller derby, bike tracks
- **Make parks safer by...**
  - Removing encampments, cleaning up needles, providing more lighting
- **Provide more access by...**
  - Updating facility hours, improving restrooms, supporting disabilities, increasing low-cost recreation opportunities
- **Engage more with your community...**
  - Improving website, social media, communications, and marketing
- **Continue maintaining the system we have by...**
  - Repairing pools and community centers, maintaining open space
- **We need MORE...**
  - Pools, trails, events, classes & programs, playgrounds, bathrooms, pickleball...

## By the Numbers



10,000+ people engaged



2 Citywide events



20+ listening sessions



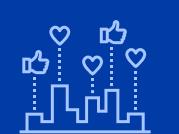
20+ community events attended



Engagement in 12 languages



8 online surveys



50+ social media discussions

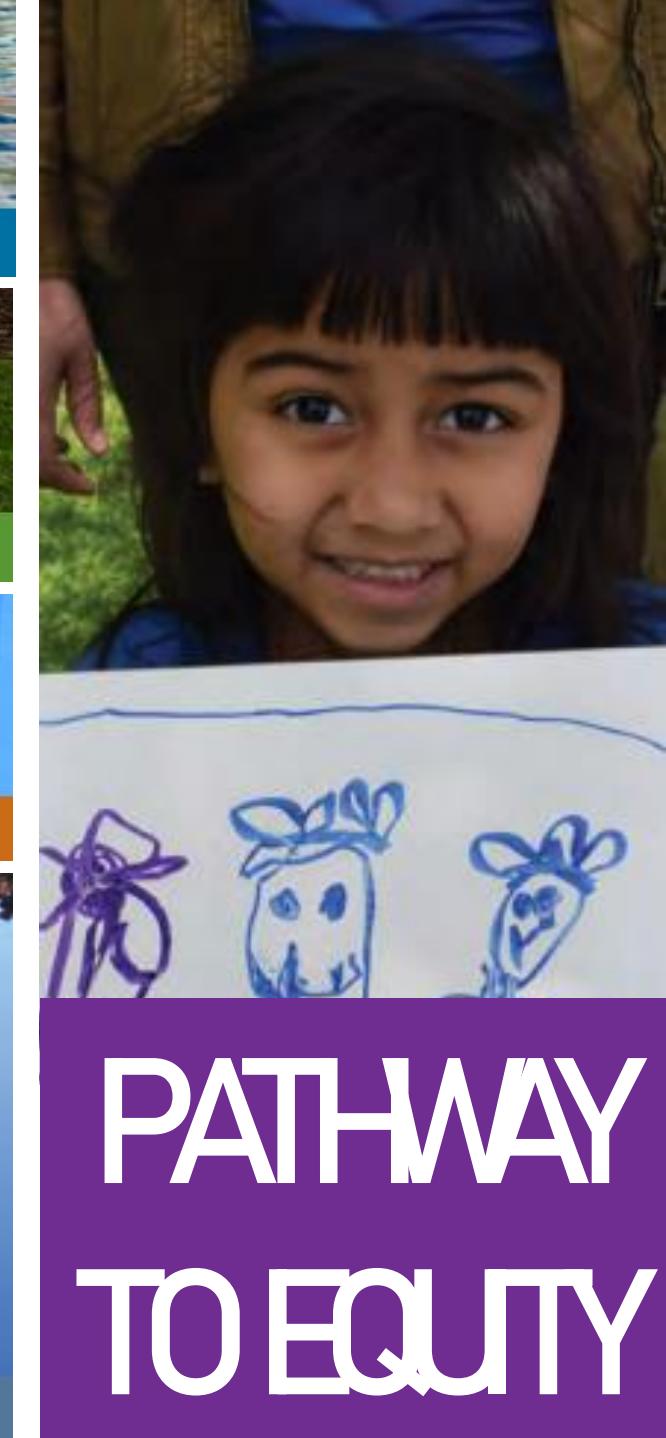




HEALTHY PEOPLE  
HEALTHY ENVIRONMENT

STRONG COMMUNITIES

ORGANIZATIONAL  
EXCELLENCE



PATHWAY  
TO EQUITY

# ACTIONPLAN

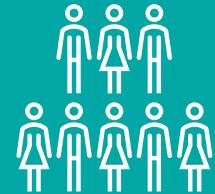


## 2022-2024 ACTION PLAN

*A roadmap for short-term implementation of priorities in SPR's 2020-2032 Strategic Plan.*



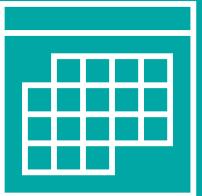
**1-year**  
planning effort



**9,000+**  
engaged



**24 actions**  
identified



**3-year**  
timeframe



Seattle  
Parks & Recreation

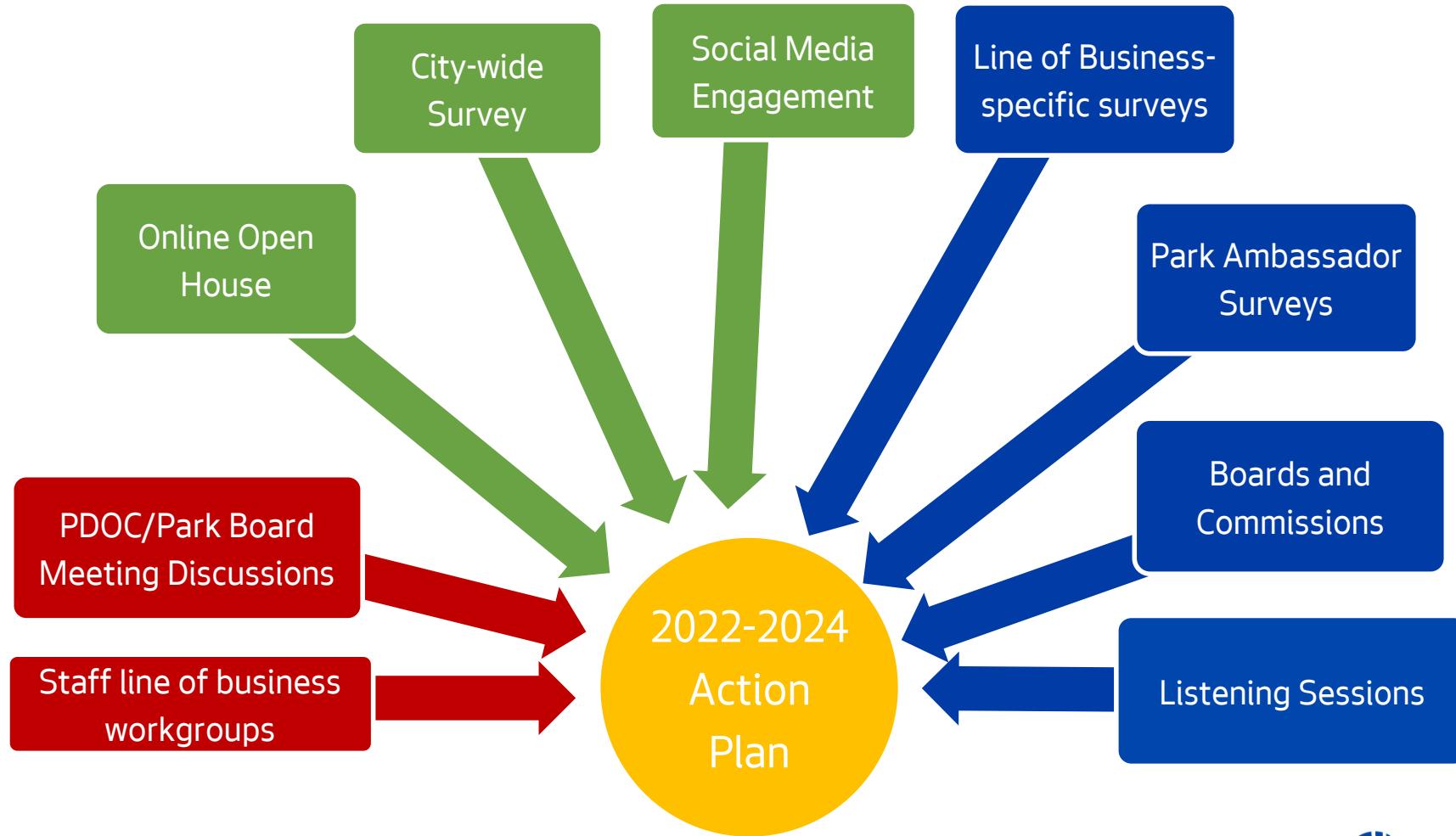


# 2021 Engagement Approach

## What We Asked:

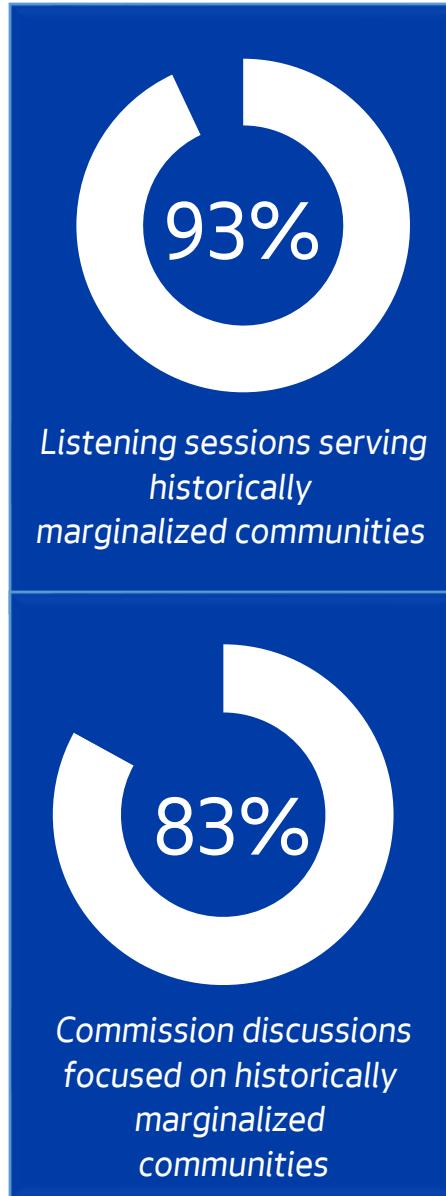
- What is Seattle Parks and Recreation's role in responding to four parallel crises?
  - Public Health & Well-Being
  - Racial Reckoning
  - Economic Recovery
  - Climate Change
- How can our services, amenities, and system best support you as we look toward recovery?
- How have your needs shifted in the past two years?
- Where should our focus lie in the next few years?

## How We Engaged:



# Engagement Prioritization & Audience

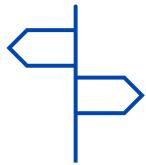
Priority Level/Audience	Engagement Methods to Reach Each Audience
<b>Priority 1:</b> Black, Indigenous, and People of Color (BIPOC) and other marginalized communities	<ul style="list-style-type: none"><li>Listening sessions with BIPOC and other minoritized community-serving organizations and City commissions</li><li>Online Open House survey responses by BIPOC-identified individuals or non-English speakers (survey was available in City's top 7 languages)</li><li>Park Ambassador survey responses by BIPOC-identified individuals</li><li>Community Engagement Ambassador survey responses</li><li>Line of business-led engagement responses from BIPOC-identified individuals (if data available)</li></ul>
<b>Priority 2:</b> Current and potential SPR participants	<ul style="list-style-type: none"><li>Online Open House survey responses by individuals identified as white</li><li>Park Ambassador by individuals identified as white</li><li>Line of business-led engagement results from individuals identified as white / not disaggregated</li></ul>
<b>Priority 3:</b> Organized groups or groups have partnered with SPR for 4 or more years (i.e., historic access to power)	<ul style="list-style-type: none"><li>Partner meeting responses</li><li>Emails received through <a href="mailto:PKS_SPRStrategicPlan@seattle.gov">PKS_SPRStrategicPlan@seattle.gov</a></li></ul>



# 2021 Engagement Outcomes | What We Heard



Increase community engagement staffing and focus on building **meaningful relationships with BIPOC community**



Improve **wayfinding** and signage, including **honoring Black and Indigenous history and language access**

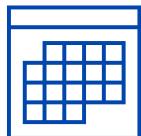


Bolster **environmental education** to build real-world connections to climate and nature

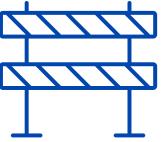
Address **impacts of homelessness** in parks



Prioritize investments in the **urban canopy as a climate change mitigation strategy**; think long-range (70-100 years)



Prioritize recreation services on **weekday evenings and weekends**



Increase **SPR security presence** at parks and in facilities



Improve **recycling and composting** infrastructure



Hire **staff from within communities** we serve

Clarify pathways to implement **community-identified priorities**; train staff in **co-design** practices



Increase **access to food and urban agriculture** opportunities



Restore and increase access to **pools** and aquatics programming



Maximize **pedestrian usability of trails** and natural spaces



## By the Numbers



**9,000+** people engaged



**6** Commission listening sessions



**2** partner meetings (20 organizations)



**9** Superintendent listening sessions (26 organizations)



**21** community events & meetings attended



Engagement in **9** languages

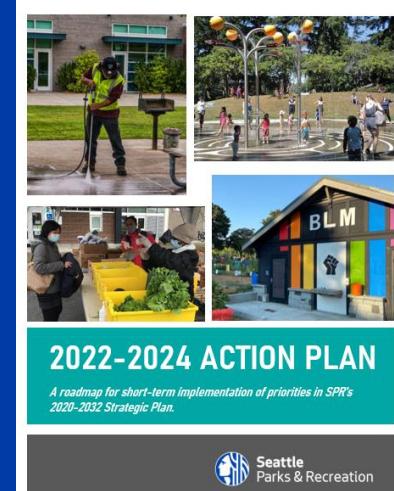


**7,000+** online open house visitors; **3,600+** surveys



**850+** surveys collected in **6** regional parks

# Planning Context | 2022 - 2024 Action Plan Process



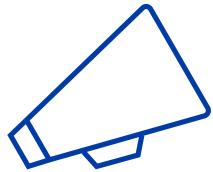
# Considerations for 2022-2024 Action Goal Development



Responsive to **community input** received



Supportive of **CAPRA implementation**



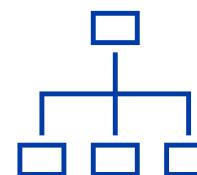
Rises to the level of **public commitment**



Priority for **funding**, and **scalable**



Addresses at least one **parallel crisis**



Relevant to all **lines of business** in a division



# Planning Context | 2022 - 2024 Action Plan Commitments



## 2022-2024 ACTION PLAN

A roadmap for short-term implementation of priorities in SPR's 2020-2032 Strategic Plan.

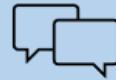


### HEALTHY PEOPLE

Expand access to **well-maintained** SPR facilities and amenities, including **community centers, fields, and spaces to grow food**



Enhance cultural relevance of programs, focusing on **community need and language access**



### STRONG COMMUNITIES



Increase resources supporting **community-led programming and community-initiated projects**



Restore access to safe park spaces through **encampment response, security and activation, and public restroom availability**

### HEALTHY ENVIRONMENT



Build climate resiliency through **increasing tree canopy and electrifying facilities**



Responsibly steward natural resources by **innovating landscape management and diverting waste**



Connect people to nature through **outdoor learning, green job training, and trails**

### ORGANIZATIONAL EXCELLENCE



Improve **accountability, transparency, and equity** in service delivery and reporting



Recruit, train, and develop a **representative workforce**



Tackle challenges through a Citywide, **partnership-based approach**





*Questions, Clarifications?*



## Section 2: Park District Background

- ▶ Park District Origins
- ▶ Cycle 1 Accomplishments
- ▶ 2023 Baseline Investments

## Board Resources | For Later Reference (BPRC Website)

- ▶ Park District FAQ
- ▶ Park District 2023 Baseline Slide Deck
- ▶ Park District Cycle-End Report & Appendices

# Park District 101 | Basics

- Seattle voters established in 2014 as an **ongoing funding source** (exists in perpetuity, unlike levies) to maintain, operate, and improve parks, community centers, pools, and other recreation facilities and programs
- **Independent taxing entity** with borders matching the city of Seattle
- **Resources are legally restricted** to parks and recreation purposes
- Governed by an **Interlocal Agreement** with several key provisions:
  - Outlined **Park District Board** (City Council) governing responsibility
  - Established **six-year planning cycles**
  - Established roles for a **community advisory board** (BPRC)
  - Established **minimum City General Fund commitment to SPR**
  - Requires **annual, mid-cycle, and cycle-end reports**

# Park District 101 | Original Intent

- Supports core parks and recreation services, and has been a critical resource to stabilize provision of core parks and recreation services through challenging financial times
- Parks Legacy Citizens' Advisory Committee was set up to address the following problems:
  - **Maintaining the system we have** and **extending the life of our assets** through deferred major maintenance, preventative and enhanced maintenance)
  - Better **meeting public expectations for community center hours**
  - Adapting to **better serve** a Seattle population with rapidly changing demographics
  - Counteracting **waning General Fund** support for basic departmental functions and services
  - Bolstering **partnerships that benefit the public** while saving taxpayers money

# Cycle 1 (2015-20): Operating Investment Highlights



*Big Day of Play*



*Enhanced maintenance activities*



*Outdoor movie night*

- Created Third Shift allowing **overnight maintenance** at SPR facilities to avoid program disruption
- Established community-based **Art in the Park, Get Moving and Recreation for All** programs serving more than **50,000 participants**
- Created and fully supports **recreation scholarship fund** supporting nearly **\$1M** of increased program access
- Fully funds **programs for older adults, people with disabilities, and teens**
- Supports **free drop-in** basketball, tot gyms, and other programs
- Doubles peak season cleaning of restrooms at **41 park sites**
- Supports partnerships with community organizations to **activate downtown parks**
- Supports Animal Shelter partnership to patrol parks to **educate and cite dog owners** per the City's leash, scoop laws



# Cycle 1 (2015-20): Capital Investment Highlights



Medgar Evers Pool repairs

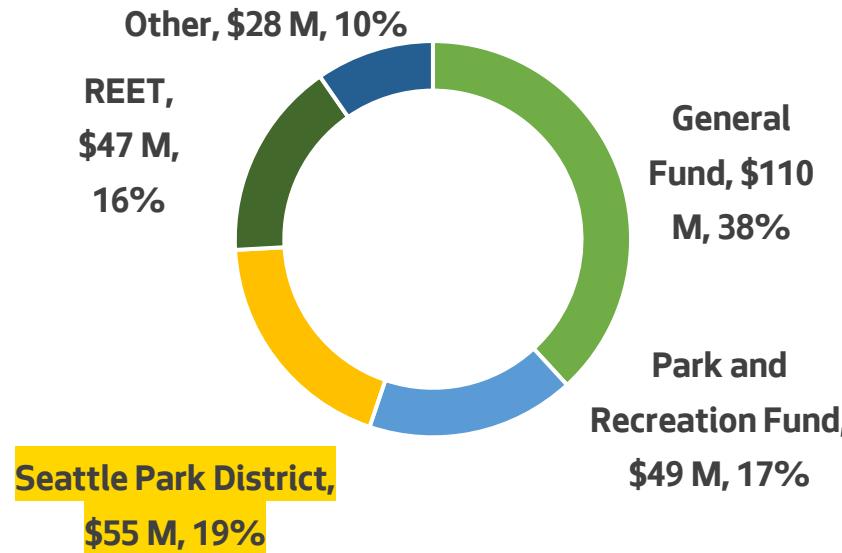


Newly-opened Christie Park

- More than **540 acres** of city's forests enrolled in restoration program
- Completed **120+ major maintenance projects** on park facilities including play areas, pools, playfields and more
- Performed structural and system upgrades at **six community centers**
- Completed **5 of 14** "land-banked" **park development projects** (4 additional underway)
- Purchased **18 properties** totaling more than **9 acres**
- Awarded **\$7+M in grants** for community-based projects through the Major Project Challenge Fund
- Completed **21 City P-Patch improvement projects**
- Provided Aquarium and Zoo **major maintenance** support



## 2022 Adopted Budget: \$288 M



## Recreation Facility Operations

**Summary:** Operations of community centers, pools and small craft centers. Management and operations of summer aquatic programming including wading pool and beach operations, lifeguard training program, boat ramp permitting.

**2022 Park District Support**  
\$4.3 M, 18% of LOB

**Proposed 2023 Park District Baseline**  
\$4.4 M  
Inflationary increases only.

**Cycle 1 Notable Changes**  
As part of 2019 realignment, share of Park District support for community center staffing increased

### Baseline Services and Cycle 1 Highlights

- Supports expanded access to community centers through additional operating hours at six sites and core support for community center operations staff
- Supports free drop-in programs at community centers (i.e., basketball, fitness rooms, tot gym)



Tot Gym

## Park District Baseline By Line of Business

Line of Business	2022 PD Funding	2023 PD Baseline
<b>Operating</b>		
Activation	\$2.7 M	\$2.8 M
Administration and Support	\$7.2 M	\$7.5 M
Capital Planning & Facilities		
Maintenance	\$4.3 M	\$4.5 M
Emergency Mgmt & Security Services	\$0.3 M	\$0.3 M
Golf	-	-
Grounds Maintenance	\$6.3 M	\$6.6 M
Recreation Facility Operations	\$4.2 M	\$4.4 M
Recreation Programming	\$4.3 M	\$4.5 M
Tree Crew and Natural Areas	\$3.9 M	\$4.1 M
<b>Capital</b>		
Acquisition	\$1.3 M	\$1.3 M
Asset Management & Life Cycle Program	\$13.2 M	\$13.8 M
Capital Development & Improvement	\$5.6 M	\$5.8 M
Debt Service	-	-
Urban Forestry (Restoration)	\$1.1 M	\$1.1 M
<b>2022 AWI Reserve (to be spread)</b>	<b>\$1.5 M</b>	<b>\$1.6 M</b>
	<b>\$56.0 M</b>	<b>\$58.3 M</b>





*Questions, Clarifications?*



## Approach to Cycle 2

- ▶ Prioritization Process Overview
- ▶ Next Meeting: Planning Foundations and Parameters, Sub-Committee Kick-off

## Board Resources | *Will be emailed*

- ▶ Subcommittee Signup Form

# BPRC Prioritization Process Overview

Meeting	Task/Outcome	Timing
Prerequisite Full Board Mtgs	Receive Park District Orientation for BPRC Board members. Launch subcommittee scheduling and selection survey.	2/24- 3/10
Full BPRC Board Meeting 1	Finalize subcommittee selection and schedule. Receive an overview of the Board Prioritization process. Receive Park District proposals and prioritization tool. Resolve any initial questions.	3/24
Subcommittee Mtg 1	Discuss individual thoughts on proposal content, individual interpretation of prioritization tools and build consensus for group approach to decision-making. Begin developing a formative recommendation for the proposal package assigned to subcommittee.	Week of 3/28
Full BPRC Board Meeting 2	Participate in a Community Engagement Session with subject matter experts. Hear public comment.	4/14
Subcommittee Mtg 2	Apply any additional information gleaned from Community Engagement Session to the development a formative recommendation for the proposal package assigned to subcommittee.	Week of 4/18
Full BPRC Board Meeting 3	Discuss recommendations from all subcommittees in relation to broad scope of PD funding needs. Revise funding recommendations for proposals assigned to the subcommittee.	4/28
Subcommittee Mtg 3	Revise committee's formative recommendations as needed in response to 4/28 meeting conversation. Submit to BPRC Chairs by 5/5.	Week of 5/2
Full BPRC Board Meeting 4	Review and discuss BPRC Board Chair consolidated recommendation for Superintendent.	5/12
Full BPRC Board Meeting 5	Finalize BPRC Board recommendation for Superintendent.	5/19



# Subcommittee Signup Process

**Link to subcommittee poll will go out March 11; responses due March 18**

Questions Responses

## BPRC Subcommittee Poll

Checking your subcommittee preferences and meeting availability

1. Please rank your preference for serving on one of the Park District proposal subcommittees listed below.

	1st Choice	2nd Choice	3rd Choice
Subcommittee #1: Improving access to existing parks and recreation system, and expanding services including ideas like activation and outdoor recreation programs, community center operations and	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



# Community Feedback Opportunities

To support BPRC in reviewing Park District proposal packages, SPR is seeking additional feedback from Seattle residents:

## March 25:



- Website with proposals and survey questions will go live.
- Format will be simple and accessible.
- Website will remain active through the BPRC review period.
- SPR will provide BPRC with regular updates on the surveyed feedback.

## April 14:



- Community will be invited to join sub-committees at BPRC meeting (*still in design*)

## Ongoing:



- Community members welcome to share thoughts at any time to [PDPlanning@seattle.gov](mailto:PDPlanning@seattle.gov)
- SPR staff will monitor, respond, and share inquiries with BPRC





*Questions, Clarifications?*

