

# Seattle Department of Parks and Recreation

Seattle Board of Park Commissioners  
Meeting Minutes  
September 8, 2011

Web site: <http://www.seattle.gov/parks/parkboard/>  
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## ***Board of Park Commissioners***

Present:

John Barber  
Terry Holme, Chair  
Diana Kincaid, Vice-chair  
Donna Kostka

Excused:

Antoinette Angulo  
Jourdan Keith  
Jackie Ramels

## ***Seattle Parks and Recreation Staff***

Christopher Williams, Acting Superintendent  
Sandy Brooks, Park Board Coordinator

This meeting was held at Woodland Park Zoo's Activity Resources Center. Commissioner Holme called the meeting to order at 7:00 pm and reviewed the meeting agenda. **Commissioner Barber moved approval of the September 8 agenda, July 28 minutes, and record of correspondence. Commissioner Kincaid seconded. The vote was taken and the motion carried.**

## **Superintendent's Report**

Acting Superintendent Williams reported on the following topics in both a verbal and written report available to the Board and audience. To listen to the report, see

<http://www.seattlechannel.org/videos/video.asp?ID=5591170> and move cursor to position 1.00.

Cal Anderson Park: Mayor McGinn and his staff are strategizing with Seattle Parks and Seattle Police Department on public safety concerns at Cal Anderson Park. Recent news stories reported on a young homeless man who was beaten in the park and park visitors who were verbally assaulted. Plans include special emphasis patrols from SPD and more frequent visits by the Department's Park Rangers. Mayor McGinn will hold a town hall at nearby Miller Community Center to address community concerns. For more information on Cal Anderson Park, see [http://www.seattle.gov/parks/park\\_detail.asp?ID=3102](http://www.seattle.gov/parks/park_detail.asp?ID=3102).

Magnuson Park Easement: In recent years, volunteers restored the habitat at the south end of the park, along 65<sup>th</sup> Street. The Department of Fisheries has an easement to this area and must dig up the area for infrastructure work. Parks will work them the agency to try to minimize impacts on the vegetation and determine how best to re-vegetate the area. It will also discuss future volunteer efforts on areas that have easements. For more information on Magnuson Park, see <http://www.seattle.gov/parks/Magnuson/>.

Teen Program Vehicle Safety Issue: Recently a recreation programmer drove 16 kids in a 12-seat van from one of the community centers to an event near KIRO TV station. Some kids were sitting on the van floor and not wearing seat belts. When they returned to the van, KIRO reporters were waiting for them and an embarrassing story was published. The Department is re-emphasizing its safe driving training standards.

Big Day of Play a Success!: Temperatures were in the 80's on Saturday, August 27, for the Department's Big Day of Play at Magnuson Park. Approximately 4,000 people attended the event, which had 25-30 sponsors. This event has no dedicated funding; recreation staff find grants and partnerships to fund the activities. For more information on Big Day of Play, see [http://www.seattle.gov/parks/healthyparks/big\\_day.htm](http://www.seattle.gov/parks/healthyparks/big_day.htm).

Madison Park Fence Removal: The Board of Park Commissioners will hold a public hearing on the removal of metal fencing between two large condominium buildings along Lake Washington Boulevard and on Madison Park property. The fencing doesn't allow the public to access the shoreline in this area. To see a photo of the area where the fencing is located, see [http://maps.google.com/maps?hl=en&q=43rd+Ave+East+and+East+Lynn++map&gs\\_upl=17041120321011298516151010101250168713.1.11510&bav=on.2,or.r\\_gc.r\\_pw.&biw=800&bih=396&wrapid=tlif131533459857010&swfe=active&um=1&ie=UTF-8&hq=&hnear=0x549014b12f242ae7:0x57917d8a2343e156,E+Lynn+St+%26+43rd+Ave+E,+Seattle,+WA+98112&gl=us&ei=02lmTvC8KdHKiAKwo9i4Cg&sa=X&oi=geocode\\_result&ct=title&resnum=1&ved=0CCUQ8gEwAA](http://maps.google.com/maps?hl=en&q=43rd+Ave+East+and+East+Lynn++map&gs_upl=17041120321011298516151010101250168713.1.11510&bav=on.2,or.r_gc.r_pw.&biw=800&bih=396&wrapid=tlif131533459857010&swfe=active&um=1&ie=UTF-8&hq=&hnear=0x549014b12f242ae7:0x57917d8a2343e156,E+Lynn+St+%26+43rd+Ave+E,+Seattle,+WA+98112&gl=us&ei=02lmTvC8KdHKiAKwo9i4Cg&sa=X&oi=geocode_result&ct=title&resnum=1&ved=0CCUQ8gEwAA).

Seattle Community Council Federation: Acting Superintendent Williams recently met with the Federation for a rich, two-hour discussion, including public-private partnerships. Commissioner Ramels was also at the meeting. For more information on the Seattle Community Council Federation, see <http://seattlefederation.blogspot.com/>.

Belltown Community Center: In 1999, Seattle voters approved the Community Center Levy package, which included \$1.8 million for a Belltown community center. It has been difficult to find property with the funding; however, Parks staff are working to lease property at 5<sup>th</sup> and Bell for an eight-year lease, at a cost of \$1 million. The remaining \$ .8 million will be used to develop the facility. Parks is also working on an agreement with the Associated Recreation Council and the YMCA for the two to jointly operate the facility. This is a new type of community center for the Department. The Park Board will hear a staff briefing on the community center at its September 22 meeting. For more information on the center, see the project page at [http://www.seattle.gov/parks/centers/current/Belltown\\_Neighborhood\\_Center.htm](http://www.seattle.gov/parks/centers/current/Belltown_Neighborhood_Center.htm).

Emerging Sport – Slacklining: Parks has drafted slacklining guidelines that will come before the Board for consideration later this fall. The guidelines address courtesy to other park users, the sturdiness of trees used for slacklining, a caution not to block paths or trails, direction to place neon-colored flags on a line if the user must leave it temporarily, and a link to a website providing slacklining best practices. The Park Board will hold a public hearing on the slacklining policy this fall/early winter.

Japanese Garden Tea House: Seattle Parks and Recreation and the Urasenke Tankokai Seattle Association recently signed a revocable use permit (RUP) for Tankokai Seattle to use and maintain the Japanese Garden Teahouse through the end of 2013. The permit sets out a maintenance schedule for the teahouse and, in exchange for the maintenance services, the City will waive the normal administrative fee to Tankokai for tea demonstrations and presentations hosted by Tankokai. Other tea groups are welcome to contract with Seattle Parks to host tea demonstrations and presentations. For more information on the teahouse and tea classes, see <http://www.seattle.gov/parks/parkspaces/japanesegarden/Tea.htm>.

2012 Budget Announcements: Mayor McGinn plans to present his proposed budget to City Council on Monday, September 26. Prior to that, he and Councilmember Sally Bagshaw will hold a press conference on September 12 to announce their preferred option for Seattle Parks' 2012 community center operations. Parks staff are

anxiously awaiting the announcement, as changes to the community centers will be significant. [To listen to the press conference, see <http://www.seattlechannel.org/videos/video.asp?ID=1061149>.]

Commute Reduction Strategy for Viaduct Closure: The Alaskan Way Viaduct will close at 7:30 pm on Friday, October 21, and re-open at 5:00 am on Monday, October 31. The Mayor's office is working on a trip reduction plan for City employees during this time to encourage employees to work alternate schedules, work from home, etc., to help minimize traffic. Parks staff are developing a plan to temporarily locate part of its crews, headquartered at Westbridge which is south of the West Seattle Bridge, to be dispatched from the north end of Seattle.

### **Updates on Questions That Came up at the Previous Park Board Meeting:**

Jimi Hendrix Park: The Board heard citizen concerns at its August 11 meeting, which was followed by several letters from concerned park neighbors on the schematic design that shows a stage for amplified sound. Acting Superintendent Williams stated this is a Neighborhood Matching Fund project and is at an early stage of schematic design. He has asked Parks staff to brief him on this project and will keep the Board updated. There is confusion over the drawing of the stage in the schematic design and what it will look like when completed. Staff report there has been a good deal of positive excitement over this project by the leadership of the Northwest African American Museum and others and a good article in the Seattle Times this past Monday: "Vision for Hendrix Park as Vibrant as Namesake", [http://seattletimes.nwsourc.com/html/localnews/2015912106\\_hendrixpark15m.html](http://seattletimes.nwsourc.com/html/localnews/2015912106_hendrixpark15m.html).

Skatedot Standards: At the Board's August 11 meeting, Commissioner Barber asked if the Department is revising its standards for the installation of skatedots in response to concerns voiced at the Summit Park Skatedot public hearing. Acting Superintendent Williams stated the Department has not developed new standards. Parks continues to refine its approach to skatepark development including involvement of the Skatepark Advisory Committee (SPAC). Staff are in the beginning design phase for skateparks at Roxhill and Judkins Park, which are funded by the 2008 Parks and Green Spaces Levy; and are also in the initial stages of design for small skate features for Benefit Playground. A public meeting was held last week where the idea was met with a lot of enthusiasm by local youth as well as nearby residents.

Commissioner Barber asked if the Skatepark Advisory Committee (SPAC) helped evaluate the noise levels at the Summit Slope Park skatedot. Acting Superintendent Williams responded that they did. He added that skatedot design, which are smaller and located in neighborhoods, are a learning process.

35 Trees to be Removed in the Arboretum: Responding to a question from Commissioner Kostka at the August 11 meeting, Acting Superintendent Williams reported that the next phase of the Pacific Connections project is the New Zealand Focal Forest, to be shaped in 2012 and planted in 2013. The overall scale of the Pacific Connection project was developed several years ago and impacts of tree removal was detailed in the SEPA environmental documentation. Overall, several hundred trees were to be removed as various phases of the project were undertaken. For the most part the trees to be removed were largely the alder and maple background matrix of native second growth. This current phase will remove approximately 35 trees, including one large senescent cottonwood and several larger big leaf maples. There has already been a public meeting on this project as well as a presentation to the Friends of Seattle's Olmsted Parks.

Red Barn Ranch Update: Last spring Parks retained a consultant to prepare an estimate of value for this property, located near Auburn. The 40-acre parcel was purchased with Forward Thrust funds and used to take city kids for out-of-the city overnight trips. However, it is a long commute to the site and it has not been used by Parks in a number of years. While not a full appraisal in the strictest sense, the results indicate a market value of \$1.4 million (which may have gone down a bit, but should still be over \$1 million.) Currently, the property is in disrepair and is rented. Parks has begun the procedure to dispose of this surplus property through the Department of Finance and Administrative Services.

Finance Director Transition: Carol Everson, Seattle Parks Finance Director for the past eight years, recently announced she will retire at the end of the year. Kevin Stoops, currently director of the Department's Planning and Development Division, will move into the Finance Director position. The Department is holding a hiring process to fill Mr. Stoops' position.

Genesee Park Field Turf Runoff Concerns: Parks did extensive testing at Lower Woodland after those fields were converted to synthetic turf. No impacts were found when baseline flows and storm flows were tested. The study results were presented to the Park Board in late 2010, shortly after study report results were received from Herrera Environmental Consultants. The study at Lower Woodland actually indicated an improvement in storm drainage as total suspended solids, total phosphorus and fecal coliforms were reduced from historical records from the old sand-silt field. Low concentrations of metals (zinc, and others) indicated that runoff from the crumb rubber was not at issue. No pollutant was found to be in excess of Washington State water quality standards.

Commissioner Kostka noted that Commissioner Keith brought crumb particles from Genesee Park to the August 11 meeting. She asked whether Genesee's synthetic fields should be tested, as they are the oldest ones owned by Parks. Commissioner Holme responded that Genesee's synthetic fields were recently replaced and added that a filter cloth should be installed at new fields to catch the crumb rubber to stop it from entering drains. He asked that Parks staff schedule a briefing to the Board on all the synthetic fields.

Jose Rizal Park Off-leash Area: Parks maintenance crews have mowed the park, and, working with Seattle Green Partnership volunteers, furthered the approved restoration plan in the orchard area. The Department's Tree Crew removed approximately 20 trees, improving the view of the park from 12<sup>th</sup> Avenue and providing greater mobility in the park. Crews also removed blackberries on the steep south slope.

Parks staff also toured the park with an eye toward reconfiguring the off-leash area. This is in response to the completion of the bicycle/pedestrian trail and the opportunity to create a buffer between the trails, provide access to the park, and re-fence the off-leash area. The Park Board heard testimony from two concerned citizens that the off-leash area is being reduced in size. However, the Citizens for Off-leash Areas (COLA) supports Parks efforts at Jose Rizal Park. Acting Superintendent Williams noted that new off-leash areas are coming on-line, including one at Kinnear Park and Magnolia Manor, and Parks staff are evaluating property in the South Lake Union area for a future off-leash area. Parks will keep the Park Board informed on developments.

### **Oral Requests and Communication from the Audience**

The Chair explained this portion of the agenda is reserved for topics that have not had, or are not scheduled for, a public hearing. Speakers are limited to two-to-three minutes each, will be timed, and are asked to stand at the podium to speak. The Board's usual process is for 10 minutes of testimony to be heard at this time, with additional testimony heard after the regular agenda and just before Old/New Business. One person testified. To hear their testimony, see <http://www.seattlechannel.org/videos/video.asp?ID=5591170> and move cursor to position 31.00.

Joyce Moty: She is a member of the Jimi Hendrix Park community helping plan the park. She referred to testimony at the Park Board's August 11 meeting, voicing concerns about the stage and amplified sound. She believes these two terms have raised red flags unnecessarily. The stage will be a simple platform with electrical outlets so some equipment can be hooked up for occasional events. All amplified sounds must be granted a permit from Seattle Parks. The planning group have no plans to schedule concerts. She also referred to comments from Commissioner Holme regarding the proximity of the pathway to the existing soccer field and assured him there will be no loss of soccer property.

Maisha Barnett: She is also on the planning committee for this new park and distributed the plan for commissioners' review. This is a beautiful design which will help build community at the park. The planning

committee have had meetings all summer and the current design is a compromise from input at those meetings.

Responding to a question from Commissioner Holme whether Seattle Parks owns the land, Acting Superintendent Williams stated it does. Commissioner Holme requested that any pathways located near the soccer field not be asphalt or other hard surface.

Brian Gerich: He is a local artist, and as part of an outdoor art exhibit at Carkeek Park through the CoCA "Heaven and Earth Exhibit", installed artwork. Recently, and with no notice to him, a Parks Department employee dismantled his exhibit, damaging it and losing some parts. The employee stated the exhibit was girding a park tree, causing it to lean. Mr. Gerich stated he spent two months creating the exhibit and now cannot sell it. He would have removed the exhibit himself and wondered why the staff person couldn't notify him and wait one day for him to remove it. Since the art was removed, he has not been contacted by anyone at Seattle Parks. This is disrespectful and Parks shouldn't treat people this way. He asked Acting Superintendent Williams (who talked with Mr. Gerich for some time following his comments) for follow up.

Diane Duthweiler: She is the Phinney Neighborhood Council President and thanked the Park Board for holding its meeting in the neighborhood. She hears many favorable comments about the zoo, including that people love it and its gardens, greenery, and concerts, as well as all the walking areas. She has heard some concerns that additional fees are charged for special exhibits, after the admission fee has been paid (e.g., the dinosaur exhibit.) The Community Council has also heard concerns on the elephant breeding program and may take a position on this topic.

#### **Annual Briefing: Woodland Park Zoo**

Deborah Jensen, Woodland Park Zoo Executive Director, presented the annual briefing on the zoo, including information on its sustainability plan. Prior to the meeting, Commissioners received written briefing papers, which were posted to the Board's web page, and provided to the public at tonight's meeting. Commissioners also toured areas of the zoo just prior to this meeting, with David Schaefer, Public Affairs and Government Relations, and Larry Sammons, Director of Facilities and Exhibits, leading the tour. To hear Ms. Jensen's presentation and the Board's discussion, see <http://www.seattlechannel.org/videos/video.asp?ID=5591170> and move cursor to position 45.00.

#### ***Written Briefing***

Completion of a new West Entrance: This project was completed in 2010 and is part of Woodland Park Zoo's Long Range Physical Development Plan. The project recently received the *Leadership in Energy and Environmental Design* (LEED) Gold certification from the U.S. Green Building Council's Green Building certification system.

Sustainable highlights of the project include: energy-efficient building design; bird-strike mitigation; covered bicycle parking; low-flow toilets and high-speed, hygienic hand dryers that use 80 percent less energy than warm-air hand dryers; exterior siding made from Forest Steward Council-certified wood; and more than 48,000 square feet of enhanced native plant landscaping, featuring 80 new trees to increase the overall zoo canopy. Additionally, the rainwater infiltration system built for the new entrance prevents the runoff of approximately 975,000 gallons of storm water a year, reducing the chance of overflow from the combined sewer system into local waterways including Puget Sound.

The West Entrance is the second project at the zoo to receive LEED certification. In 2007, Woodland Park Zoo's Zoomazium became the first zoo project in North America to receive LEED Gold certification.

Woodland Park Zoo is committed to sustainable operations and has formally adopted a sustainability plan focused on reducing zoo greenhouse gas emissions to 7 percent below 1999 levels by 2012 and 20 percent by 2020.

In addition to its sustainability goals, the new entrance has succeeded in the operational goals of reducing wait times, providing an extra margin of public safety because it has removed crowds from busy Phinney Avenue North, and improving guest services.

Another honor went to the zoo's Humboldt penguin exhibit, which was completed in 2009. In 2010, the exhibit was honored with the Association of Zoos & Aquariums (AZA) Exhibit Achievement Award. It is the fifth time Woodland Park Zoo has received the AZA's highest exhibit award.

Other highlights of the zoo's capital program include renovations to the Rain Forest Food Pavilion and renovation of a part of the Adaptations Building for a meerkat exhibit. In addition, some animals from the closed Night Exhibit were moved to exhibits in the Adaptations Building.

Zoo staff designed and installed a new "Our Backyard Habitat" exhibit in the Family Farm to promote local wildlife conservation efforts, and replaced an old, oil-fired furnace in the flamingo exhibit kitchen with a new, efficient heat pump system.

Despite a cold and rainy summer season, 2010 attendance ended up at 99 percent of the projected total, at 1,161,927 visitors. Total revenue was constrained, however, by a down year for concert attendance and other concessions and separately ticketed events.

Private philanthropy also was a bright spot in 2010, despite the extensive and lingering recession. Total private support for operations reached more than \$3.7 million, well over 12 percent of the annual operating budget.

Because of the continuing economic recession, the zoo in 2010 continued very serious budget restraints, including closing an exhibit — the Night Exhibit — and reducing staff by 12 full-time equivalent positions.

These reductions, coupled with those taken in 2009, were intended to allow the zoo to manage its budget for the long term.

Although final audited figures for 2010 will not be available until later in May, the current analysis indicates that Woodland Park Zoo essentially broke even for ongoing operations in 2010, generating a \$31K net increase in operating net assets prior to endowment earnings.

### **Education:**

The role of the zoo in early science and ecology education is demonstrated clearly in the year's education statistics. Of the more than 1 million people who visited the zoo in 2010, more than 70 percent were families with children. And of those, 75 percent had children under the age of 8. Statistical highlights include:

- More than 350,000 children and their caregivers visited Zoomazium.
- 43,019 children touched an animal in Zoomazium; double the 2009 level due to the introduction of Zoo Corps interns' and docents' Animal Encounter presentations.
- 58,030 young learners and their caregivers were reached through formal programs at Zoomazium, from puppet shows to animal encounters.
- Over 3,200 children actively engaged in Nature Exchange trading
- 931 children and their caregivers participated in early childhood classes
- 1,687 children ages 3-14 attended camps.
- 1,908 participants came to Zoo Adventures (281 stayed for the evening and the rest spent the night).

The 2010 Summer Experience programming focused on what the zoo is doing to save wildlife and habitat, and how visitors could incorporate those values into their own lives — from eating locally produced food to supporting the zoo's conservation partners.

The zoo partnered with Puget Sound Fresh, the Cascade Harvest Coalition and others to promote "Share the Habitat - Eat local" to encourage zoo visitors to find and purchase locally sourced foods, participate in

Community Supported Agriculture and make conscientious decisions about food choices. On-grounds survey intercepts indicate that 47% of those surveyed could identify at least one action they could take to help wildlife that they had heard about during their zoo visit, and 48% could identify at least one sustainability and/or conservation action WPZ is taking. Summer Experience statistics revealed.

- Nearly 7,000 visitors participated in the Eat Local Pledge.
- Summer Experience programs inspired over 30,000 people to support our Partners for Wildlife through donations or purchase of conservation commerce items.
- 1,000 children took a backyard habitat pledge and received materials to create habitat for animals in their yard or community.
- Over 400,000 zoo visitors participated in visitor programs presented by education staff and volunteers including summer experience-themed programs, African bracelet-making, Cultural Interpreter programs, Discovery Stations/Ramblers and other volunteer programs.
- 52,304 zoo visitors participated in presentations offered by keepers including elephant and raptor programs.
- 287,861 zoo visitors got close to or touched an animal in the Contact Area, Willawong Station, giraffe feeding, fall penguin feeding or an Animal Encounters program.

Programming both on the zoo grounds and in the field helped support academic requirements in the sciences. Statistical and programmatic highlights include:

- Over 70,952 students/teachers/chaperones visited the zoo for programs or self-guided visits, with 24,134 (34%) of these coming from King County schools with 30% or more students on free or reduced-rate lunch.
- 12,346 students were reached in King County and statewide through our outreach programs (Wild Wise, UpCLOSE and Ready, Set, Discover). Fifty-six percent of these students came from Washington schools with 30% or more students on free or reduced-rate lunch.
- 260 teachers participated in professional development opportunities offered by WPZ (including 20 teachers participating in an evening training for Ready, Set, Discover); 24% of these teachers teach in Washington schools with 30% or more students on free or reduced-rate lunch programs.
- In 2010, recruitment began for a new teacher professional development program launching in summer 2011. The Advanced Inquiry Program (AIP), a master's program for educators, involves Project *Dragonfly* and four AZA Master's Institutions: Woodland Park Zoo, Brookfield Zoo (Chicago), Cincinnati Zoo & Botanical Garden and Cleveland Metroparks Zoo.

## **Volunteers**

Volunteers are essential for the zoo's operation. In 2010, 749 volunteers and nine service groups that included an additional 675 individuals gave 77,233 hours to the zoo. The value of this service, were it paid, would be more than \$1.5 million.

- Zoo docents talked to 165,229 visitors with natural history and conservation messages
- 95 Zoo Corps volunteers developed their ecological literacy through training and service at the zoo
- Zoo Corps teens contacted 110,461 zoo visitors with wildlife natural history and conservation messages
- 18 Zoo Corps interns received paid positions at the zoo

## **Audience Research**

Results from exit surveys of summer visitors found that satisfaction with the zoo experience remains high:

- 97% reported that the zoo visit met or exceeded their expectations.
- 93% agreed with the statement, "Our trip to the zoo was worth the time and money."
- 99% said they would recommend a trip to Woodland Park Zoo to friends or family, with 91% saying they were "very likely" to do so.

## **Animal Management:**

There were some significant additions and other changes to the animal collection during 2010.

Among the significant new additions to the collection were a male Rocky Mountain goat, a female South African lion, a pair of hooded cranes, meerkats, four young female wolves, and a pair of Steller's sea-eagles. In addition, a young female Matschie's tree kangaroo arrived for pairing with a male in the zoo's new off-exhibit breeding facility for this endangered species.

In addition to those arrivals from other zoos, seven Humboldt penguin chicks hatched in the penguin exhibit. Other significant births and hatchings included a female pudu, a female wallaroo and a Matschie's tree kangaroo.

Woodland Park Zoo continued its recovery projects for northwest native species. Western pond turtle hatchlings were reintroduced to their natural habitat in Pierce County as part of the Western Pond Turtle Recovery Project. The reintroduction of these endangered turtles is part of a long-term, collaborative effort among Woodland Park Zoo, Oregon Zoo, and the Washington Department of Fish and Wildlife to help prevent the extinction of the species.

In a similar effort to achieve a self-sustaining wild population of Oregon spotted frogs, the zoo released 643 endangered Oregon spotted frogs in October into habitat in Pierce and Mason Counties.

In September, 13 female Oregon silverspot butterflies arrived on loan from the U.S. Fish and Wildlife Service as part of a species recovery effort headed by USFWS, the Oregon Zoo, Woodland Park Zoo and the Nature Conservancy. As the females lay eggs, larvae will be raised through several stages of development here at the zoo for eventual release to protected habitat on the Oregon coast.

#### **Field conservation:**

The zoo distributed \$185,000 to its 37 Partners for Wildlife and other field conservation programs in 50 countries.

In its signature field conservation program, the Tree Kangaroo Conservation Project, there was significant work to create a long-term business plan for the new conservation area create in Papua New Guinea.

Much of this effort was directed at establishing the YUS Conservation Trust, an endowment which will provide sustainable annual funding. This endowment is made possible by a challenge grant from Conservation International's Global Conservation Fund.

## **Woodland Park Zoo Sustainability Plan**

### **Introduction**

Human welfare is directly dependent on the health of our planet and cannot be achieved at its expense. Climate change, resource depletion and introduction of toxins to the environment directly threaten the survival of wildlife and habitats. Because Woodland Park Zoo is committed to protecting and preserving wildlife and habitat for generations to come, we must take a leadership role to inspire zoo visitors and communities across our region to meaningfully reduce their impact on the planet. To truly inspire naturally, our zoo itself must be a leading model of sustainable practices.

### **Sustainable Vision**

Because of our zoo's deep appreciation for animal welfare and the preservation of biodiversity, we have a long history of environmental stewardship, awareness and action. Today our planet faces great challenges, many of which threaten the earth's health and biodiversity. As the Northwest's leading zoo and a unique wildlife experience that connects millions of people to nature, we must "live our mission" more fully. Our goal is to elevate our commitment to sustainability by systematically integrating green thinking and systems into all day-to-day operations and future planning.

## Campus and Resource Use Assessment

Woodland Park Zoo is a 110 year old facility with facilities and infrastructure constructed in each of the last six decades. Some mature trees are older than 1950 but most of the current plantings have been installed in the last 35 years. While the park that surrounds the zoo is maintained by the zoo there are no significant structures outside the zoo perimeter fence.

A large proportion of the zoo's carbon footprint (53%) is from transportation and 87% of this is from guests traveling to the zoo. While the zoo is exploring shuttling and improved bus incentives, due to the lack of control over public transportation issues the zoo's sustainability plan is focused on carbon output the zoo can reduce. The portion of our carbon footprint from staff commute is 11% and the zoo is working through a variety of measures to reduce this impact. The zoo fleet and staff air travel each account for 1% of our carbon footprint and some strategies in the plan are directed at reducing this impact.

The other significant portion of the zoo's carbon footprint is the use of energy, gas and electricity, in buildings on our campus. The main focus of this plan is to reduce gas use in the buildings with the most demand and reduce electricity use throughout the campus by gaining efficiencies.

Water uses include plant irrigation, animal exhibits for cleaning and habitat, staff and guest use in restrooms cleaning is public spaces. This plan includes a focus on reducing two large uses and promoting awareness and behavior change among staff.

Recycling of materials is robust at the zoo and includes a well developed compost operation as well as a significant recycling of materials. The plan promotes improved efficiency of composting, an increase in recycling materials and a focus on reduction of material use.

Zoo staff have a good general awareness of sustainability issues and an interest in communicating issues to our 1.2 million guests. The engagement efforts of this plan will increase staff knowledge and inform communication with our guests. This strategy will make guests aware of the zoo's efforts and offer them examples of ways they can change their lifestyle to improve our communities' sustainability.

## Sustainable Zoo Goals

- Carbon goal: WPZ will implement sustainable programs to reduce the zoo's greenhouse gas emissions to 7% below 1990 levels by 2012 and 20% by 2020. Appendix 1.  
2009 Carbon use = 4819 metric tons  
2012 Carbon Goal = 4482 metric tons  
2020 Carbon Goal = 3856 metric tons

Note on Carbon Goal: Zoo staff estimate the zoo's carbon footprint did not change significantly between 1990 and 2002 based on a review of construction projects and operations. Utility data from 2002 to 2009 indicate no significant changes in carbon footprint over this period. Therefore the carbon footprint of the zoo from 1990 to 2009 was essentially unchanged.

Discussion: The zoo has an ambitious goal to reduce its carbon footprint. Reviewing the UW footprints report completed in 2008 reveals that a major use of fossil fuels at the zoo is heating and lighting our buildings. The first step towards meeting the carbon reduction goal is measuring gas and electricity use at each location. The zoo currently has the infrastructure in place to measure gas but not electricity use. An important part of this plan is addition of meters to all buildings that use a significant amount of electricity. Another significant part of our plan is to update our oldest infrastructure using current technologies through small projects or capital projects. Examples of this strategy includes recovering heat at building air exhausts and using a heat pump combined with solar or geothermal technology in place of direct electric heating systems. In addition to updating where possible, we will also use regenerative strategies to reduce our need to buy electricity and natural gas. An example of this is adding solar generating capacity to the West entry admissions building.

- Water goal: 2009 water use was 68,000 ccf. WPZ will reduce water use by 30% (to 48,000 ccf) by 2020. Appendix 1.

Discussion: The amount of water used annually at the zoo has declined steadily over the last two decades from 157,000 ccf (one hundred cubic feet) in 1990 to 111,000 ccf in 2000 to 68,000 in 2010. This reduction translates to roughly one-third less water used every ten years. Changes have been driven by capital projects, updating technology and behavioral changes. The goal for water reduction over the next ten years is to reduce water use by another 30% to 48,000 ccf.

This goal is practical based on the past record of water reduction and the zoo's desire to continue to reduce the use of this precious resource. Water makes up 45% of the zoo's annual utility budget and it is possible to pay back investments in water conservation over a reasonably short time. The amount of water used for irrigation annually is 20,000 ccf or almost one-third of the total water use. One strategy for the future will be to recycle a significant portion of this water. The other large single water use is the hippo pool which currently uses 12,000 ccf every year. Standard filtration technology would reduce this water use by 80% or 9,600 ccf. The zoo will continue to rebuild aging facilities which will allow for additional opportunities to reduce water use. Reductions in water use by changing staff behaviors will also be an important component of the plan.

- Waste reduction goal: Reduce solid waste sent to the landfill by 50% while increasing recycling and composting and changing purchasing practices. Appendix 1.

Discussion: The zoo already has a very strong composting and recycling program that has grown over the years. Our goal will require additional increases in composting of 2% and recycling of 30%, some portion of which will be mandated by the city. The zoo's waste management generates only 2.6% of the zoo's carbon footprint, but is an important resource issue and one that connects easily to guest messaging.

The zoo has been a leader in composting waste for many years. The Zoodoo program has saved the zoo money while recycling much of the animal waste and green waste of the zoo. Our community also has a strong interest in reducing waste going to the landfill and this is demonstrated by gradual strengthening of recycling programs in the city of Seattle. As an example, in 2010 the city has mandated a new food scrape recycling program which will increase the amount of zoo waste composted. The zoo solution to this mandate involves collaboration between the zoo and our food service provider, Lancer. In addition, the zoo will continue seeking products that will reduce our solid waste generated after use. An example employed in the gift shop is to purchase product in bulk with the result of less packaging required during shipment. In 2011 a waste audit will be completed to update our plan.

- Engagement goal: All staff and volunteers will be familiar with the sustainable zoo goals, be able to communicate with guests and community members about WPZ examples of sustainable successes, and be personally involved with at least one activity to meet WPZ's sustainability goals. All staff and volunteers would be able to do all three levels by 2015 and this level of participation would continue annually.

Many zoo staff and volunteers are interested and knowledgeable about the zoo's sustainable activities. With the approval and implementation of the sustainable plan, staff and volunteer understanding the goals and implementation plan will be important to ensure success. This goal is, in a sense, making the zoo's mission concrete for each volunteer and staff. The major elements to reaching this goal include communication, and engagement of all staff and volunteers. A system needs to be built to deal with the highly seasonal nature of the zoo's staffing.

## **Sustainability Implementation Plan**

- Set up monitoring and tracking of resource data on an ongoing basis. Assign staff to each resource to be tracked and set up an annual reporting schedule. Re-compute base annual carbon use on a three year cycle starting in 2011.
- Identify annual goals to meet 2020 goals concurrent with the budget process.
- Identify actions to meet goals prior to finalizing annual budget. The actions will be prioritized based on analysis of options, cost and feasibility. Analysis will be using The Natural Step's analysis tool which in turn are based on the Sustainable Guiding Principles. These principles are identified in Appendix 2. New ideas will be solicited annually, evaluated using The Natural Step methodology and will be added to the existing plan as appropriate.
- Identify who will be responsible for tracking and reporting on each element of the plan during the budget year. Identify a timeline for completion for each approved element of the plan.
- Update the plan annually by reviewing goals, strategies and actions.

## **Sustainable Guiding Principles (from The Natural Step)**

There are four sustainability principles derived from The Natural Step process and adapted for the zoo's use. The principles are focused on conserving resources, reducing toxins, reducing overharvesting of natural resources and managing resources in a way that is sensitive to human needs. The full principles can be found in Appendix 1. The Natural Step process also makes use of worksheets and tools that assist in evaluation and have been modified to meet zoo needs.

## **Description of the Analysis and Prioritization Process**

Staff members have been trained in The Natural Step philosophy and methodology beginning in 2010. These staff, many of whom are on the zoo's green team, will be part of the process to generate ideas for improvement, conduct the analysis and make recommendations for funding through the budget process. Once ideas have been analyzed senior staff will prioritize the ideas based on cost, funding opportunities and return on investment. Timing and funding considerations will determine the placement in a specific year of the plan.

## **Planned progress towards goal**

The attached charts for carbon, water and waste identify known data and expected progress toward 2020 goals. Appendix 2.

## **Communication of the Sustainable Zoo Plan**

Communication to internal audiences will occur through annual solicitation of new or updated ideas to improve the sustainability of the zoo. Once the ideas have been collected and analyzed, the plan will be updated and communicated to staff by announcing the location on the in web of the updated plan. Additional communication will take place in department meetings and during the planning and budgeting processes. Communication to external audiences will take place through sharing of the updated plan to collaborating local community partners, the wider zoo community, potential financial supporters, public officials and educators.

## **Compilation of successes prior to 2011**

In the last few years, many significant operational improvements have resulted in reductions in material and energy use. Some prominent examples include reduction in water use of 3 million gallons at the penguin exhibit, recycling of food waste, increase of alternative fuel vehicles in the zoo fleet, installation of waterless urinals in public restrooms and operation of a pesticide free rose garden. For a comprehensive list of improvements since the year 2005 please see Appendix 3.

## ***Discussion***

Acting Superintendent Williams thanked Ms. Jensen and the Zoological Society and stated they have really exceeded expectations in the management of the zoo and its exhibits.

Responding to a question from Commissioner Barber whether the Zoo has a reserve fund, Ms. Jensen answered it has a \$2 million operation reserve fund and will use a small amount of that in 2011. It also has an endowment of \$5-6 million. Commissioner Barber asked for details on staff cuts. Ms. Jensen responded that in 2009, when the current recession was in its early stages, zoo staff stepped forward and took furloughs (days off without pay) to help the zoo's budget. The zoo next cut 14 positions and closed the nocturnal house, one of the zoo's costlier exhibits to maintain. In 2010, zoo staff received no raises. She appreciates the willingness of staff to sacrifice to help with the budget, but they can only be asked to do so much. Commissioner Barber admired zoo staff for their passion in supporting the zoo during these difficult economic times and believes the public is sympathetic and respects the sacrifices.

Commissioner Kincaid asked if the zoo has a program to help low-income people visit the zoo. Ms. Jensen answered that 40,000 no-cost tickets are provided through various social agency groups. The zoo sold 49,000 tickets through Groupon this summer at a reduced price, with 15,000 redeemed in August alone. The reduced prices allow more families to visit the zoo.

Ms. Jensen referred to the lawsuit against the zoo's elephant breeding program. The two women who filed the suit live in Seattle and are represented by a California attorney.

Commissioner Holme stated that the Zoological Society and management have done a great job in taking over management of the zoo from the City of Seattle. This has set a great example for other opportunities, such as the Aquarium being managed by the Seattle Aquarium Society. He believes the zoo is doing a good job dealing with complaints. He thanked zoo staff for the tour, hosting the meeting, and the briefing.

## **Briefing: Seattle Parks Emergency Preparedness**

Patti Petesch, Seattle Parks Emergency Preparedness Manager, presented an update the Department's emergency preparedness. Prior to this meeting, Commissioners received a written briefing, included in the minutes and posted to the Board's web page for the public. The written briefing is included below. To hear the full presentation and the Board's discussion, see <http://www.seattlechannel.org/videos/video.asp?ID=5591170> and move cursor to position 80.00.

### *Written Briefing*

#### **Requested Board Action**

Staff will provide an informational briefing on Parks and Recreation's role in emergency preparedness and disaster response. The Board will also be updated on current planning, training and mitigation projects. No formal Board action is requested at this time.

#### **Project or Policy Description and Background**

##### Overview

Emergency Management in our city is an example of Mayor McGinn's organizational priority:

**"Departmental Collaboration** – Identify how to collaborate across city departments to reduce costs, align our resources with our priorities, and enhance multi-disciplinary approaches to issues."

Each Department has identified roles and responsibilities preparing for and responding to a disaster in our city and region and we work together as a team through the leadership of the Office of Emergency Management. We have two overarching documents to guide us along with many other documents and guidelines for specific functional areas.

The City's Disaster Readiness and Response Plan outlines our fundamental objectives as:

- Protect citizens and city employees;
- Safeguard endangered property, infrastructure, and the environment;
- Restore interruptions to public services; and

- Lead a citywide effort to assist in the recovery of all those who have suffered serious loss or damage in the aftermath of disaster.

The plan also provides guidance in the following areas:

- Mitigating vulnerability to known hazards;
- Maintaining readiness to cope with a major emergency or disaster;
- Managing interdepartmental cooperation during a major emergency or disaster; and
- Seeking outside assistance when resource needs exceed local capabilities.

The Disaster Readiness and Response Plan is updated every four years.

Each City Department also has a Continuity of Operations Plan, which is updated annually. Seattle Parks and Recreation has essential operations and functions that must be performed, or rapidly and efficiently resumed, in a disaster or national emergency. Emergency events can quickly interrupt, paralyze, and/or destroy the ability to perform these essential operations. While the impact of these emergencies cannot be predicted, planning for operations under such conditions can mitigate the impact of the emergency on our staff, our facilities, our services, the general public, and our mission.

The Continuity of Operations Plan ensures that essential operations can be performed during an emergency situation that may disrupt normal operations. This plan was developed to establish policy and guidance to ensure the execution of mission-essential functions. The plan outlines procedures for alerting, notifying, activating, and deploying personnel; identifying the mission-critical functions; and identifying personnel with authority and knowledge of these functions.

### **Parks and Recreation's Role in Emergency Management**

Parks has hundreds of buildings, over 7,000 acres of land and thousands of program participants every day; therefore, like a utility infielder on a softball team, we have many roles and work collaboratively to support the work of other Departments. Our main role is to provide the lead for Sheltering in the Health and Human Services Branch (ESF 6). We also provide support for the Infrastructure Branch (ESF 3).

### **Mass Care and Sheltering (ESF6)**

Shelter is one of the many human service needs that may arise after disasters. Research indicates that roughly 10 percent of the affected population initially needs sheltering. This amount varies depending on the type of event that has occurred, whether homes remain habitable, and the resources of the population impacted. Experience also tells us that of those needing shelter, approximately 10 percent have a pet with them. Applying these percentages to Seattle, if a disaster impacted the entire city, approximately 60,000 people and 6,000 pets would need shelter. It would take a national response to shelter this many people and it is reasonable to assume it would take at least 72 hours to set up the first shelters.

In a disaster, vulnerable populations are more likely to be impacted and have more challenges in recovering. The King County Vulnerable Populations System Coordination Steering Committee has identified 16 segments of the population considered at greater risk during an emergency. This includes people who are physically disabled, seniors, limited English proficiency, children, mentally ill, homeless and shelter dependent, developmentally disabled, and impoverished. A common estimate is that roughly one in five, or over 120,000 people in Seattle, have some type of vulnerability. Work continues developing training and support services for these populations within general population shelter operations.

Parks works with the Human Services Department (HSD) within the ESF 6 Branch to coordinate, administer, and staff mass care shelters. We work in partnership with the county, state, and private/non-profit partners to provide sheltering services. Our largest private/non-profit partner is the American Red Cross with which we have a local operating agreement listing our 25 Parks community centers available as shelters. In the past five years various community centers have served as shelters after fires and during inclement weather seven times. Parks' community centers and facilities at the Seattle Center are listed on the FEMA National Shelter

System (NSS) database, which has recently been developed to track and collect data for shelters that are open and operating across the country.

There are several ways mass care shelters could be set up in Seattle. The determination will be made based on the number of people who need sheltering, the number of people available to staff the shelters, and buildings that are usable after the incident. The different types of mass care shelter operations are:

- Red Cross operating a shelter in a Parks facility;
- Red Cross operating a shelter in a non-City facility;
- Red Cross operating a mega shelter in the city (e.g. Qwest Event Center) with help from Parks staff; and
- Parks operating shelters in community centers and schools.

Following a large earthquake, Seattle's ESF 6 Branch would communicate with King County and the Red Cross before deciding the best way to serve the anticipated number of people needing shelter in the city and county. We believe, based on planning, that in the time between the event and when national help arrives we will be operating shelters in Seattle at local community centers with staff on-hand and local volunteers. Our goal is to have shelters available within 72 hours of the event if at all possible. That will depend on structural inspection, water availability, delivery of supplies, and the number of staff able to work.

While all Parks community centers have been surveyed and listed as potential shelters, we have a protocol for opening those best suited for this function. There are six Priority One sites dispersed across six city sectors:

- Bitter Lake (northwest)
- Meadowbrook (northeast)
- Queen Anne (central west)
- Garfield (central east)
- Southwest (southwest)
- Rainier Beach (southeast)

These sites have emergency generators to provide electricity until power is restored, an identified pet shelter nearby, and they have the capability to be expanded into a campus concept using adjacent schools (for example, capacity goes from 140 to 600-700). Attached is a conceptual diagram for the shelter campus at Meadowbrook Community Center and the surrounding schools. More planning work needs to occur with Seattle Public Schools in order to put this concept into practice.

There are also four Priority Two sites that will have emergency generators installed and a pet shelter identified by the end of 2012:

- Magnuson Park (northeast)
- Jefferson (south of downtown)
- Rainier (southeast)
- Delridge (southwest)

Each of these sites will shelter 140 each. All other community centers shelter 60-140 people each; they do not have generators or identified pet shelters. Total projected capacity in Priority One sites is 5,000.

Parks has 180 staff trained in shelter operation, and 10 staff trained in shelter management. Community Center staff members participate in different aspects of shelter training every year. Each community center has a kit on-site with basic supplies (flashlights, radio, intake forms, and instructions). Sheltering supplies such as cots, hygiene kits, nurse kits, and blankets are located at four city caches. Those supplies will be transported when an event occurs. The supplies, which were purchased with funding from the Fire and Emergency Facility Levy, can serve 3,500. The caches are located at the Haller Lake Shops site, Magnolia Community Center, Parks Westbridge Shops, and the Sunny Jim Warehouse. During a large earthquake, remaining needed supplies will be obtained through the City's emergency resource ordering system.

Work continues in the area of mass care and shelter operation planning to fill the supply and equipment needs, to better serve the vulnerable populations who will come to shelters after a disaster, a comprehensive feeding plan for shelters, and training programs for additional city staff and volunteers to help staff shelters.

Parks has been successful in securing grant funding to support shelter operation over the past few years. The following grants have been awarded:

- The 2003 Fire Facilities and Emergency Response Levy provided 6 emergency generators for Parks priority shelters;
- A 2008 UASI (Urban Area Strategic Initiative) grant provided one generator for Parks priority shelters;
- A 2008 FEMA grant was received for earthquake retrofitting and a generator at Queen Anne Community Center;
- A 2010 FEMA grant was received for earthquake retrofitting and a generator at Jefferson Community Center; and
- A 2010 Homeland Security grant will provide a portable emergency response trailer and shelter supplies for 100 people.

In 2006, the Pets Evacuation and Transportation Standards (PETS) Act was signed into federal law. This act amends the Robert T. Stafford Disaster Relief and Emergency Assistance Act to ensure that state and local jurisdictions take into account the needs of household pets and service animals during a major disaster. The act further allows FEMA to reimburse local municipalities for expenses incurred while housing, caring for, and rescuing these pets.

The PETS Act was written because in the aftermath of Hurricane Katrina 44% of people who did not leave their homes and seek shelter because of their pets. In Seattle there are 168,000 households that have dogs or cats. This is over half of Seattle households. The Seattle Animal Shelter has developed a Pet Sheltering Plan and Parks provides the facilities near all of our priority one and two sheltering sites. Parks will also assist in providing overflow facilities if an Animal Shelter reaches its maximum occupancy.

### Infrastructure Branch Support (ESF 3)

Parks provides support to the Infrastructure Branch in several areas:

- Debris Management – a major disaster can generate significant amounts of debris that presents a danger to public health and safety. It is a local government's responsibility to remove debris from public roads to provide access for emergency vehicles and begin the recovery process following a disaster event. The city has a Disaster Debris Management Plan designating Seattle Public Utilities as the lead City department for debris management during the recovery phase following a large natural or human-caused disaster. Parks staff will support in this effort. Additionally Parks land and facilities may provide locations and facilities for debris storage.
- Landslide Response Team - In 1997, following the disastrous landslides of that year, the City of Seattle prepared a detailed policy and strategy document on landslide hazard mitigation. Part of the strategy was to develop an Interdepartmental Landslide Team to work on protecting public infrastructure in landslide-prone areas. The Team consists of representatives from Seattle Public Utilities, Seattle Department of Transportation, Parks and Recreation and the Department of Planning and Development. Considering most landslides that occur in Seattle either start or finish on Parks property, we are an important part of this team.
- Damage Inspection - In the early hours after an earthquake, assessing damage to our city's infrastructure is critical in restoring city services, opening transportation routes, opening shelters and providing needed supplies. Parks and Recreation has trained staff to perform preliminary damage assessments to parks and buildings. This work will assist the Department of Planning and Development in determining their inspection schedule. We believe this will help us open community center shelters faster.

## Other Areas Parks Supports Seattle's Emergency Management Team Effort

Department public information officers:

- Participate in activations of the Emergency Operations Center, disaster trainings and drills;
- Provide building and outdoor park space for community preparedness meetings, inter-departmental trainings, and public classes; and
- Participate with the Office of Emergency Management and other Departments presenting preparedness messages and training to the general public and community groups.

## Examples of Emergency Planning and Preparedness at Parks in the past 18 months:

- 3 Employee Personal Preparedness Supply Fairs;
- Preparedness Training at All-City Staff Training;
- 11 individual employee emergency planning and preparedness presentations;
- 3 staff trained in the National Shelter System;
- Staff attended two Partners in Emergency Preparedness Conferences;
- 48 Community Center Staff completed the annual Parks Shelter Training;
- Staff participated in the Sound Shake Earthquake Exercise;
- Participated in a City Council Energy Committee briefing on Mass Care and Sheltering ESF6 duties;
- Identified Pet Shelters at all Priority 1 and 2 Shelters;
- Worked with Public Health to identify three community centers which could serve as mass immunization clinics (tested one with H1N1 vaccinations);
- Worked with Seattle Public Utilities to establish emergency water distribution sites in requested parks;
- Staff participated in the Peacewinds Conference with representatives from the Bay area, Japan, and Hawaii to learn how different areas approach preparedness, planning and response;
- 21 staff completed the Incident Command 3 training;
- Completed revision of 26 Red Cross Shelter facility assessments.;
- Currently conducting a capability assessment of the portable generators at priority shelter sites and preparing a plan to increase their efficiency;
- Will participate in a Helicopter Search and Rescue Drill at Discovery Park September 10 and
- Established a partnership with City Year for Corp Members to annually participate in preparedness and shelter worker training. A minimum of 50 young adults will be trained and available to volunteer at shelters in the event of a disaster.

## Additional Information

Patti Petesch, [patti.petesh@seattle.gov](mailto:patti.petesh@seattle.gov).

### *Verbal Briefing and Discussion*

Ms. Petesch introduced herself and Barbara Graff, Director of the City's Office of Emergency Management (OEM), and Grant Tijie, OEM Planning Director. She reviewed Parks roles and information from the written briefing.

Ms. Graff first responded to a question from Commissioner Kostka at a previous Park Board meeting on why there are no tsunami evacuation signs in Seattle. The coastline is vulnerable to a tsunami and coastal towns have signed evacuation routes, where Seattle is located on a sound and would not experience a tidal wave like those in Japan, Indonesia, etc. following major earthquakes. However, the bodies of water in this area could slosh. In the event of an earthquake, people near the waterways should go uphill or into higher floors of buildings.

Commissioner Kincaid has read projections that a 9.3 earthquake is expected to strike the Pacific Northwest at some point. Ms. Graff agreed that this is likely, as the area is located on the Cascadia fault, with a history of severe eruptions every 300-500 years. An earthquake of this magnitude would severely shake the earth, buildings, etc., for four-seven minutes. The last one occurred about 300 years ago. As well as the threat of a mega-earthquake, the fault area experiences deep earthquakes that occur every 20-30 years.

Ms. Petesch noted two upcoming emergency preparedness events to recognize September as National Emergency Preparedness month. First, the Office of Energy Management has partnered with Target retail stores to provide low-income families a \$100 gift certificate to build their emergency management kits. The second event is a rescue drill at Discovery Park on Saturday, September 17. Seattle Parks, Fire, Police, and Office of Emergency Management staff will hold a mock rescue at Discovery Park. The drill includes people caught in a landslide at the Discovery Park cliff area, following an earthquake, with a helicopter involved in the rescue. Commissioner Kostka is pleased the drill was scheduled for later in the year, due to wildlife concerns.

Commissioner Holme stated the public doesn't generally know the large role Seattle Parks Department plays in area emergency preparedness. He asked that the Board receive a one-page organization chart showing where Parks is in the bigger picture.

Commissioner Holme noted that emergency response staff use a percentage to calculate how many people will be affected in an emergency and asked how the number is calculated if a 9.3 earthquake occurs. Ms. Graff answered that a 10% ratio has been developed from previous disasters and holds true: 10% of people in an emergency will need the government to care for them, while 90% will care for themselves, go to relatives, etc. [Thus, if 500,000 people are affected by a mega earthquake, 50,000 will need government care.]

Ms. Graff complimented the hard work and cooperation of Seattle Parks staff in helping develop the City's emergency preparedness response. The Parks Department's 26 community centers can shelter 100-150 people each, but that is not enough. The City is working on a plan with Seattle School District to use schools in a mega-disaster to accommodate more people. Clustering with a school would allow shelter for 600-700 people. This expanded capability will help people hold on until outside help can arrive. She noted that some people may not need shelter at the centers/schools, but may come there for food or to use toilets. Commissioner Kincaid stated she had relatives in the recent earthquake in Japan and appreciates this expanded capacity.

She also referred to the many bridges and waterways in Seattle. If these collapse during a mega-earthquake, there will be fewer options. Ms. Graff responded the City is planning for that, too. Seattle Fire and Police Department will assume regional coverage and Seattle Department of Transportation and Washington State Department of Transportation has good information on the bridges. The U.S. Corp of Army Engineers is also working on how best to cope with transportation issues caused by disasters.

Commissioner Kostka asked how the City will care for people for the first 72 hours. Ms. Graff responded that even if all 10,000 City employees were able to react right away, they could not care for everyone. According to when a disaster strikes and its severity, many employees may not be able to report to work. Everyone must be prepared to care for themselves for the first 72 hours following a major disaster.

Ms. Petesch added that part of the City's role is to help the community get behind the program and plan for disasters. Acting Superintendent Williams stated this is one of the most important things the Department does. Commissioner Holme agreed and asked that the City Budget Office be reminded of this important role during budget discussions and reductions.

Commissioners thanked Ms. Petesch and Ms. Graff for the informative briefing.

## **Briefing: City Council's Statement of Legislative Intent for Rowing and Sailing Centers**

Kathy Whitman, Seattle Parks Aquatics Manager, presented a briefing on the City Council's Statement of Legislative Intent (SLI) for Seattle Parks' Rowing and Sailing Centers. Prior to this meeting, Commissioners received a written briefing, included in the minutes and posted to the Board's web page for the public. The written briefing is included below. To hear the full presentation and the Board's discussion, see <http://www.seattlechannel.org/videos/video.asp?ID=5591170> and move cursor to position 106.00.

## *Written Briefing*

### **Requested Board Action**

This briefing is for informational purposes only.

### **Project or Policy Description and Background**

Parks and Recreation operates two rowing and sailing centers, the Green Lake Small Craft Center and the Mount Baker Rowing and Sailing Center. In 2010, attendance at the centers programs was over 80,000 youth and adults rowing, sailing, canoeing, kayaking, and paddle boarding. An additional 20,000 were in attendance for special events and drop-in programs. Youth programs incorporate life lessons as well as sport, safety, and fitness training.

Both small craft centers have active advisory councils raising considerable funds for center operations. The advisory council at Mount Baker focused their fund raising efforts over the past several years on raising the final \$500,000 needed to complete a public meeting room as the final phase of facility expansion. The space was completed in August 2011 and revenue potential is high for this type of premier rental space based on view, features, parking, and demand.

As part of the 2011-12 budget process, the City Council approved a Statement of Legislative Intent (SLI 103-1-A-1-145):

The Council requests that the Department of Parks and Recreation (DPR), in cooperation with the Associated Recreation Council and the advisory councils for the Green Lake Small Craft Center and the Mount Baker Rowing and Sailing Center, develop a transition plan for successful long term operations of both centers. This plan should identify the operations goals of DPR's rowing and sailing program, evaluate utilization of the centers, analyze possible alternative management models, and if possible, make recommendations about how the centers should be operated in the long term. At least one management options should explore whether the centers could become self-sufficient under a concession agreement or other arrangement. The plan should evaluate the benefits and costs of different operating models. Comparisons to models in other cities should be included.

### **Public Involvement Process**

A Boating Action Team (BAT) began semi-monthly meetings in October, 2010. The team includes nine citizen representatives from the Mount Baker and Green Lake Advisory Councils, Parks staff, and a representative from the Associated Recreation Council. The initial focus of the BAT was to consider changes that began in January 2011 as a budget reduction was implemented. Later the focus shifted to the SLI, with the SLI response due December 31, 2011. The small craft advisory councils receive regular updates from BAT members and Parks staff.

### **Issues**

As listed in the SLI, Parks is researching:

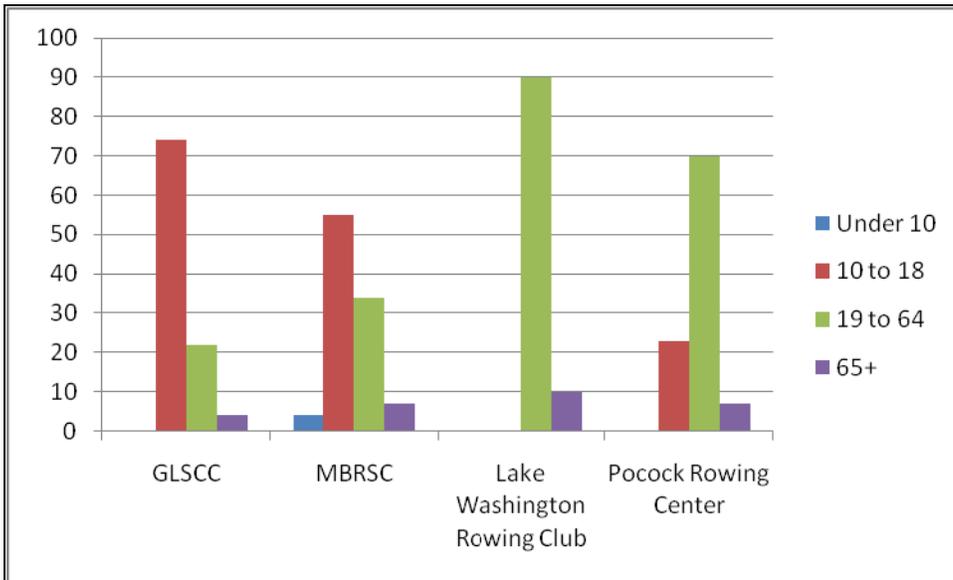
- Use of the centers;
- Alternative management models
- Comparisons to other cities, both local and national; and
- The potential for self-sufficiency through a concession agreement.

Considerable work on each of these issues has been done by the BAT. Regarding use of the centers, data has shown high use at both facilities, with Green Lake providing more programming for youth and Mount Baker more adult programming. An assessment of other jurisdictions and private small craft facilities has brought to light some interesting comparisons:

- Private facilities generate significant income from memberships and private boat storage;
- The focus on youth development is missing at most private facilities;

- Inclusion and affordability in Seattle are achieved through program design and pricing;
- Seattle’s safety practices are not generally duplicated at other facilities.

An example of the research underway is the following **percentage chart** which compares the age of users at Parks facilities with two local centers.



Also, the BAT developed the following operations goals, as requested in the SLI:

**Operations Goals "Keeping People in Motion"**

**Programmatic:** Provide a unique opportunity for Seattle residents of all ages to pursue healthy lifestyles through recreation and competition by rowing, sailing, and paddling on our inland waters.

**Youth:** As part of a physically active sports program, provide developmental support and emotional guidance to help young people grow up healthy, caring and responsible. Encourage youth to develop positive self identities; motivate youth to demonstrate positive values and social competencies.

**Community:** Remove social barriers, recruit underserved populations, and develop funding sources to allow boating programs to be open, affordable and inclusive for all.

**Safety:** Continue to set the standard for non-motorized boating safety through an on-going commitment to preparation and education.

**Fiscal:** Reduce reliance on general fund by developing new revenue sources, expanding programs where feasible, and establishing sustainable partnerships.

**Physical Plant:** Redevelop the physical plant at Green Lake in order to realize greater revenue and better meet program needs.

The operations goals reflect the high caliber of programming at the centers. To quote the SLI:

Youth rowing programs at both centers have won multiple national championships and given young athletes opportunities for college scholarships. More recently, Rainier Valley Rowers has used the Mount Baker facility as its base for introducing rowing to more young people of color. Both facilities are successful due in large part to active community supporters who fundraise for operations, scholarships and capital improvements.

**Budget**

2011 General Fund support for the two small craft centers is \$148,000, a reduction of \$96,000 from 2010. Some of the impacts from the reduction were:

- o Facility staff reduced from 2.0 FTE to 1.6 FTE with a Recreation Leader replaced by a part-time Recreation Attendant;
- o Fewer hours of operation;
- o Education of users to pay on-line whenever possible; and
- o Increased financial obligation to advisory councils.

Moving forward, additional revenue is expected from renting the recently-opened meeting room at Mount Baker.

The BAT continues to explore whether, working within the current operation model, General Fund support could be further reduced.

The following table shows General Fund support for small craft.

| Facility Name                            |         | 2010<br>Budget<br>Adopted | 2011<br>Budget<br>Adopted | 2012<br>Budget<br>Endorsed | 2013 Budget<br>Projected |
|--|---------|---------------------------|---------------------------|----------------------------|--------------------------|
| Green Lake Small Crafts                  | Revenue | \$40,500                  | \$62,500                  | \$62,500                   | \$62,500                 |
|  | Expense | \$(155,323)               | \$(137,075)               | \$(140,897)                | \$(143,715)              |
| <b>Sub Total: General Fund Support</b>   |         | <b>\$(114,823)</b>        | <b>\$(74,575)</b>         | <b>\$(78,397)</b>          | <b>\$(81,215)</b>        |
|  |         |                           |                           |                            |                          |
| Mount Baker Small Crafts                 | Revenue | \$52,245                  | \$94,245                  | \$114,145                  | \$114,145                |
|  | Expense | \$(181,441)               | \$(167,239)               | \$(171,482)                | \$(174,912)              |
| <b>Sub Total: General Fund Support</b>   |         | <b>\$(129,196)</b>        | <b>\$(72,994)</b>         | <b>\$(57,237)</b>          | <b>\$(60,667)</b>        |
|  |         |                           |                           |                            |                          |
| <b>Grand Total: General Fund Support</b> |         | <b>\$(244,019)</b>        | <b>\$(147,569)</b>        | <b>\$(135,634)</b>         | <b>\$(141,882)</b>       |

**Schedule**

- Reduced small craft operations began January 2011;
- Semi-Monthly BAT meetings continue on Tuesdays;
- Draft SLI response due to Budget Office October 1; and
- Final report due December 31, 2011.

**Additional Information**

Please contact Kathy Whitman, Aquatics Manager, [kathy.whatman@seattle.gov](mailto:kathy.whatman@seattle.gov)  
 4209 W. Marginal Way SW  
 Seattle, WA 98106-1211  
 (206) 684-7099

**Verbal Briefing and Discussion**

Acting Superintendent Williams thanked Ms. Whitman and her staff for keeping popular outdoor Mounger Pool open for an extra week! Many people have enjoyed the pool during these extra days of operation.

Ms. Whitman introduced herself and gave a brief overview of information in the written briefing paper and the Rowing and Sailing Center Statement of Legislative Intent (SLI), which reads "The Council requests that the Department of Parks and Recreation (DPR), in cooperation with the Associated Recreation Council and the advisory councils for the Green Lake Small Craft Center and the Mount Baker Rowing and Sailing Center, develop a transition plan for successful long-term operations of both centers. This plan should identify the operations goals of DP's rowing and sailing program, evaluate utilization of the centers, analyze possible alternative management models, and if possible, make recommendations about how the centers should be operated in the long term. At least one management option should explore whether the centers could become

*self-sufficient under a concession agreement or other arrangement. The plan should evaluate the benefits and costs of different operating models. Comparisons to models in other cities should be included.”*

Ms. Whitman next reviewed the Department’s operating goals, also included in the written briefing, and noted the two aquatic centers are primarily programmed for youth. The study will help determine a method of operation where the small craft centers are not as reliant on the City’s General Fund. The study committee for the SLI response consisted of nine citizens, Associated Recreation Council members, and Parks staff. The team was directed to look at alternative management models and reviewed 19 of those. She briefly reviewed some of the findings and noted that the local Pocock Rowing Center receives 34% of its revenue from its membership registration, while Parks relies on registrations for 78% of its revenue. While the Department looks at various models, it also wants to ensure no one is turned away if they want to participate in the programs. She next reviewed the number of staff at both facilities. Parks has 1.6 staff to operate each, with 1.0 overseeing the programs and the remaining allotted to the assistant recreation leader.

The Department is having some success in raising additional funds for the facilities. The Mount Baker Advisory Council completed a successful fundraising effort to remodel the upstairs portion of the building as a rental site. Parks staff reclaimed materials from the Rainier Beach Community Center project and used in the Mt. Baker remodel. Expectations are high for the facility to be rented frequently, as it has wonderful waterfront views of Lake Washington. The Park Board is scheduled to hold its annual retreat at the site. The rental income, along with a major operations re-structure, will help move the facility to less reliance on the City’s General Fund.

Ms. Whitman spent some time describing the importance of the Advisory Councils and how they work through the Associated Recreation Council. They provide a good model. The Councils provide the maintenance on the huge inventory of aquatic equipment, while the Parks Department maintains the rest of the buildings and grounds. On average, the Department spends \$20,000 per facility each year or \$40,000 total.

The draft conclusions are due in October and Commissioner Kincaid asked staff to keep the Board updated. The rowing and sailing centers are a valuable service and provide the public access to water sports. She is very impressed with the work done by Ms. Whitman and others.

Commissioner Holme asked that the Department look to SeaFair, which uses a number of Seattle’s parks each year for its events, to help subsidize the aquatic programs. He doesn’t believe SeaFair pays enough for using the parks and advised the Department to raise its fees.

Responding to a question from Commissioner Kostka on safety, Ms. Whitman responded that anyone under age 12 in a powerboat must wear a life jacket. Life jackets are worn during all the programs and really help with water safety education. Responding to a question from Commissioner Barber, Ms. Whitman clarified that the two centers have 80,000 total visits each year and not 80,000 individuals using the centers. A number of people use the facilities multiple times each year.

Mr. William Pickard of Pocock Rowing Center sent a letter to the Board earlier today and verbally addressed the Board at this meeting. He referred to the Pocock Center’s programs at local schools to get kids into swim lessons and assistance to the City’s two rowing and sailing centers. Commissioner Holme stated the letter was one of the more well-written ones the Board has received. Next, Mr. Phil DeFliese, President of the Mount Baker Rowing and Sailing Advisory Council, addressed the Board. He stated both the Mount Baker and the Green Lake Rowing and Sailing Centers enjoy a great deal of participation. Good progress has been made on a method to fund the centers without relying solely on the participants and the City’s General Fund.

Commissioners thanked Ms. Whitman for the helpful briefing and look forward to an update when the report is issued.

## **Old/New Business**

To hear the Board's discussion, see <http://www.seattlechannel.org/videos/video.asp?ID=5591170> and move cursor to position 137.00.

Legislation on Board Membership: Commissioner Holme asked that Parks staff try to schedule the Board's membership legislation before the City Council's Parks and Seattle Center Committee (PASC) by the end of the year.

Park Levy Fund: Commissioner Holme noted that earlier this year the Levy Oversight Committee approved spending \$10 million of Levy inflation funds on park maintenance. He asked for a status report in the Superintendent's next report on when the legislation will go before City Council.

Busing for Specialized Programs: Responding to a question from Commissioner Holme, Acting Superintendent Williams answered that this funding is lost from the budget for this year; Parks is trying to get it reinstated.

Woodland Park Zoo Financials: Commissioner Barber stated the Park Board is the one-stop accountability for the zoo and he wants proper accountability, including financial information. Acting Superintendent Williams will discuss this with Zoo Executive Director Deborah Jensen. Commissioner Holme stated he wants to have a discussion when all Park Board members are present on their interest in spending time discussing the zoo's financial operations. The information is available on the Zoo's web page. He asked that this be added to the Board's retreat agenda for further discussion.

There being no other new business, the meeting adjourned at 9:25 p.m.

APPROVED: \_\_\_\_\_  
Terry Holme, Chair  
Board of Park Commissioners

DATE \_\_\_\_\_