

SEATTLE PARKS AND RECREATION STRATEGIC PLAN UPDATE

Park District Oversight Committee and Board of Park Commissioners Meeting
June 18, 2019



Seattle
Parks & Recreation

healthy people healthy environment strong communities



Strategic Plan Update Agenda

- **Plan Update:** Overview
- **What Have We Heard:** Major themes and input
- **Planning Context:** Strategic Plan and Guiding Principles/Values
- **Exercise:** "Windowpane:" Organization/Context/Strategies
- **Discussion Questions:** What are your "BIG IDEAS?"



Plan Update

➤ Engagement

- Parks and Rec Fests
- Beacon Hill Festival
- Superintendent's Listening Tour and Mini-Parks and Rec Fests
- EMC Survey is complete and analysis is underway
- Community Engagement Advisors are out in community doing surveys in multiple languages
- Social Media

➤ Taskforces

➤ Financial

➤ Performance measures

➤ Racial Equity Toolkit for Strategic Plans



welcome to

rainier beauty

WHAT HAVE WE HEARD?



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



What We're Hearing (examples of 2019 outreach)

Weekly Survey at Community Center Kiosks



Social Media

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

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



458
Votes

Parks & Rec Fest | Play Area Amenities Voting

1. Tree Houses
2. Zip lines
3. Natural Elements
4. Ropes Course
5. Bike Track
6. Inground Trampoline
7. Accessible Play Equipment
8. Interactive Art
9. Parkour Equipment
10. Fenced Play Areas

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

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



Organizational Development/Strategic Alignment



SPR Identity



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

- Housing and Homelessness
- Affordability / Livability
- Economic Opportunity / Future of Work
- Environment & Climate
- Safer, Just & Equitable City

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

Organizational Development/Strategic Alignment



Context:

**What are the issues that
will impact our work?**



Strategies:

How can Seattle Parks and Recreation achieve our mission for EVERY resident given the context within which we must work?



Discussion Questions

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



Questions, Comments, Feedback?



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