SEATTLE PARKS AND RECREATION
 STRATEGIC PLAN UPDATE

Urban Forestry Commission Meeting
July 3, 2019
Strategic Plan Update Agenda

Planning Context: Strategic Plan and Guiding Principles/Values

Where Have We Been: SPR 2018 and 2019 Strategic Plan activities

What Have We Heard: Major themes and input

Where Are We Going: Vision for the SPR Strategic Plan

How We Will Get There: Strategic Plan Engagement; Review timeline

Discussion Questions: What are your “BIG IDEAS”
Planning Context

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

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

What is a Strategic Plan?

- A **Roadmap** to guide SPR in the next 12 Years (all activities and funding)
- Identifies **Key Priority Goals and Strategies** toward achievement of SPR’s vision of Healthy People, Healthy Environment, Strong Communities
Our plan must reflect our values, and what’s most important to our community

- Seattle Parks and Recreation serves people.
- Committing to equity - Creating a plan that focuses on race and social justice in all we do.
- We must be open to a new way of doing things.
- Honoring the diversity and history of our city, while also looking toward our future.
- Ensuring that as Seattle grows, we do so in a way that is inclusive, affordable, innovative, accessible, and livable.
- We must engage in ongoing discourse with our community to ensure we are serving all of our residents.
- Our plan should work to mitigate the effects of climate change on the natural environment, and protect those most vulnerable.
Where We’ve Been: 2018 and 2019 SPR Strategic Plan

Activities

• Building on the 2014 Legacy Plan and other recent planning efforts

• Collecting data and preparing reports

• Working with the Change Team on a Racial Equity Toolkit

• Meeting with SPR staff, City staff, ARC, and task forces

• Working with PDOC and the Park Board

• Community events and groups

• Launched website, social media, EMC survey
WHAT HAVE WE HEARD?
What Have We Heard (past planning, plans, surveys, staff – 2018 and prior)

- Maintain, Clean, Improve
- Equity
- Innovation
- Efficiency, Customer Service, and Staffing
- More, More, and More
- Community Building
- Healthy Environment
- Healthy People
What We’re Hearing (examples of 2019 outreach)

Weekly Survey at Community Center Kiosks

- Retain neighborhood uniqueness
- Covered playgrounds
- Enforce leash laws and keep parks clean
- Preserve land, nature, and wildlife
- Cultivate relationships with low-income residents at Magnuson Park
- Support the diverse population
- Trail walks with knowledgeable leaders

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

Social Media

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

- Retain neighborhood uniqueness
- Preserve land, nature, and wildlife
- Cultivate relationships with low-income residents at Magnuson Park

How can we retain neighborhood uniqueness?

458 Votes
Where We Are Going: Elements Informing the Strategic Plan

VISION
SPR North Star

MISSION + CORE SERVICES
What we do to achieve our vision

TEAM PRINCIPLES
What we expect from staff and people managers

VALUES
Guide how we do business

EQUITY ● OPPORTUNITY ● ACCESS ● SUSTAINABILITY

SPR provides welcoming and safe opportunities to play, learn, contemplate and build community, and promotes responsible stewardship of the land.

Core Services: Programs, Events, Spaces, Volunteer Initiatives

Workplace Expectations
Safety, Attendance, Working Relations, Accomplish Job Duties, Environmental Stewardship, Customer Service & Public Relations

E3 Competencies
All: Communication, Service, Equity & Inclusion, Accountability & Action, Teamwork
People Managers: Align Performance for Success, Direction & Delegation

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

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

City Values – Racial Equity & Social Justice, Inclusion, Learning, Accountability, Stewardship
Where We Are Going: Vision for Strategic Plan

Informed by...

Community Engagement
Task Force recommendations
Park Board & PDOC input
Staff feedback
+ others
Strategic Plan Components

Outreach done through SPR plans over past 5 years
Engaging our staff

Online Engagement
City-wide survey

Parks & Rec Fest Events
Recreation and Park trends near and far

2019 Strategic Plan and Vision
How We Will Get There: Concurrent Planning

SPR Strategic Plan (departmentwide)

2015-2020 Park District refresh

2021-2026 Park District planning

More community meetings to discuss Park District accomplishments/lessons learned and proposed plan for the next 6 years.

SPR & CBO Technical Preparation

now

June 2019

Parks & Rec Fest!

Sep 2019

Recommendation to Superintendent on Strategic Plan

Dec 2019

Launch Park District planning

Nov 2020

Recommendation to Superintendent on Park District

Park District Board Approval
**Discussion Questions**

- Seattle’s got a lot on its plate (population growth, construction, rising prices, homelessness, new jobs and opportunities). How can Seattle Parks and Recreation help?

- How are Seattle parks, community centers and pools serving you?

- What park amenities really excite you?

- What park events, community center programs, and aquatics programs interest you?
Questions, Comments, Feedback?