

A vibrant, sunlit forest scene. A dirt path winds through the center-left, leading into a dense stand of tall, slender trees. The ground is covered in lush green ferns and other undergrowth. Sunlight filters through the canopy, creating dappled light on the forest floor. The overall atmosphere is peaceful and natural.

2019 SPR Strategic Plan Outreach

A photograph of two people smiling outdoors, with a blue overlay. The person on the left is a man with dark hair, wearing a plaid shirt, making a peace sign. The person on the right is a woman with glasses and a black top, holding a stack of brown paper cups. The background shows a white van and some greenery. The text 'ONGOING OUTREACH' is overlaid in white, sans-serif font on the left side of the image.

ONGOING OUTREACH

SPR outreach review | We're always listening...

Media and Press
Releases

Regular Communications
Website, Blog, Monthly
Newsletter

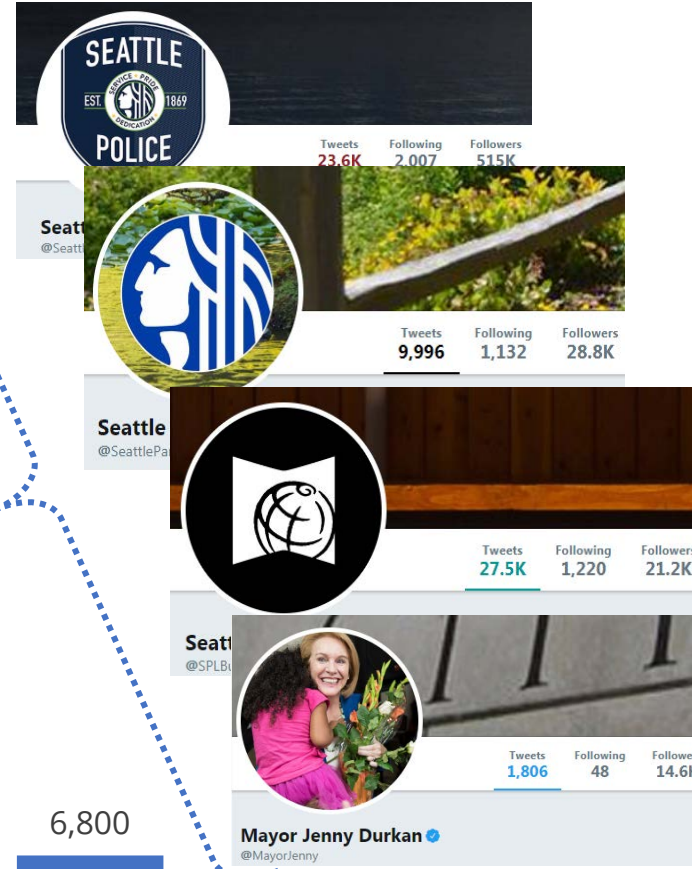
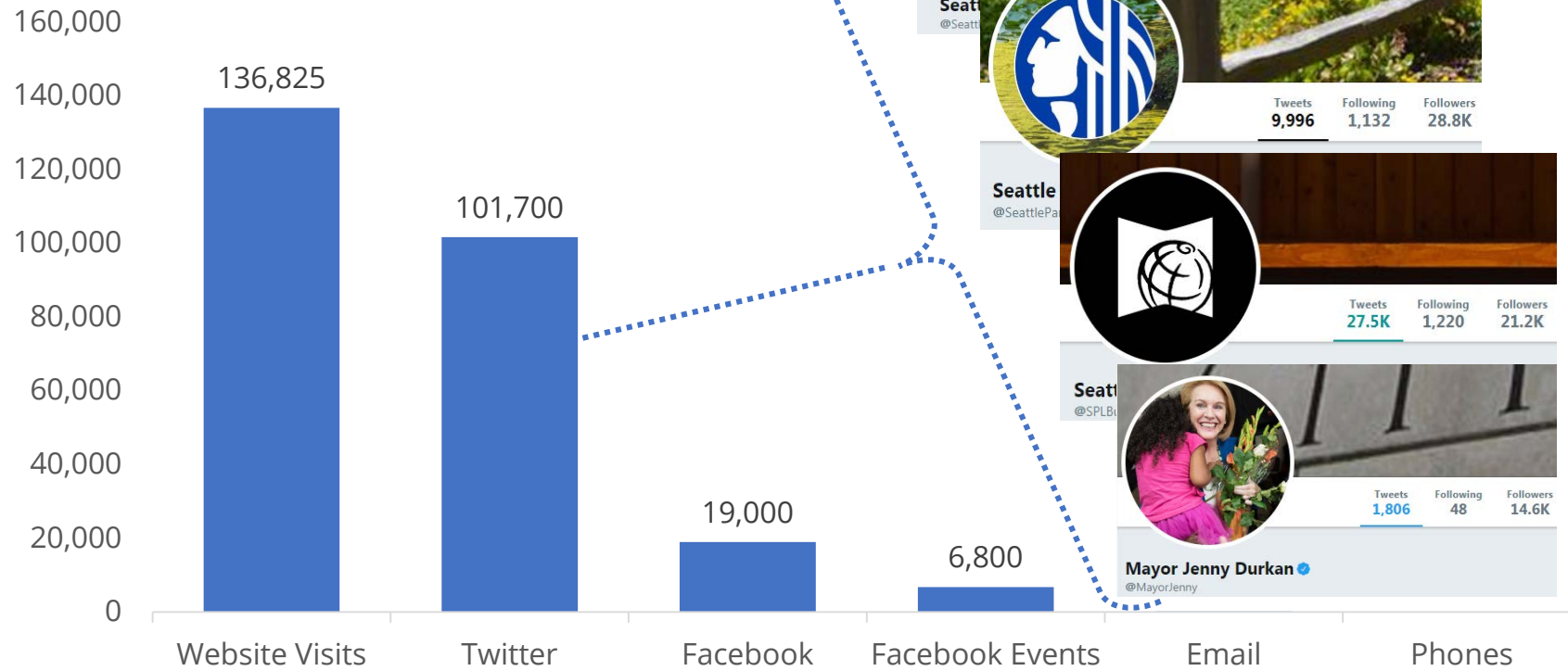
Social Media
(Twitter, Facebook,
Instagram,
Nextdoor)

Phone line

Email
Correspondence

Public events and
meetings

How do people find us?



What have we learned from our website?

- In the **summer** people want to go to...
 - Spray parks and wading pools
 - Picnics/Reservations
 - Colman Pool
 - Discovery Park
- In the **winter** people want to go to...
 - Discovery Park
 - Picnic reservations
 - Rainier Beach Pool Schedule
 - Ballard Pool Schedule
 - Toddler Indoor Play Areas



Twitter?

- Emergencies
- Park openings
- Employment or Internship Opportunities
- Community Meetings
- Closures (and Re-Opening) Announcements

Seattle Parks @SeattleParks

All Seattle Parks and Recreation Golf Courses (Interbay, West Seattle, Jackson Park, and Jefferson Park) are closed for golf but OPEN for sledding and snow play today (Feb. 5). Stay safe and have fun out there! pic.twitter.com/6U89Q0F8lu



Seattle Parks @SeattleParks · Mar 18

Apply for a temporary summer job with @SeattleParks & have fun this summer while supporting your community & getting paid! We're hiring camp counselors, lifeguards, wading pool attendants, cashiers & more! See our 2019 Summer Recreation Employment info: ow.ly/5JzY30o2XKX



Seattle Parks @SeattleParks · Mar 22

Big celebration for High Point's new play area! Bike parade, music, food, & community! Join Us! bit.ly/2CyIpJz @seattledot @neighborhouse @SeaNeighborhood Come climb, swing & decorate your bike for the kid's bike parade.



Facebook?

- Park Openings
 - *GasWorks Play Area Opens (89K)*
- Events
 - *Pathway of Lights (11K)*
- Job Postings and Internship Opportunities
 - *Work for SPR Recreation (7.9K)*
- Stories of Good Work by Employees
 - *Seattle Conservation Corps Story (10K)*



Facebook Events

In the last year, we hosted or co-hosted 28 events, **reaching 828.9K people**, with 58.4K people responding as “going” or “interested”.



Seattle Parks and Recreation ▾



28

Events



828.9K

People Reached



58.4K

Event Responses

General information



1,300-1,400
calls/month

Top Call inquires

- Park maintenance questions
- Event Reservations



180-230
emails/month

Top Email Inquiries

- Illegal Camping Complaints
- Service Requests

Public Meetings

- Several park development meetings each month (4 in April)
- Solicit feedback both at meetings and online
- Tailor event to community:
 - For example--Farmer's Market, at proposed park site, provide childcare, provide interpretation
- Answer call or emails from interested community
- Additionally staff attend regularly held community meetings throughout the year (South Seattle Crime Prevention Council, Magnuson Park Advisory Council, etc.)



welcome to

rainier beach

WHAT HAVE WE
HEARD?



What do we hear...

Should've never left u...without strong beat to step too! It's good to be back at the pool 🏊 — at Rainier Beach Community Center and Pool [facebook.com/1143958545/pos ...](https://www.facebook.com/1143958545/pos...)

7:01 PM - 21 Aug 2018

Happy #JazzDay! Thank you to @SeattleParks - Green Lake Community Center for hosting our Sunday Jam.



10:10 PM - 30 Apr 2018

Come have fun with us as we build an active community!! Saturday morning and new location Van Asselt Community Center 2802 S Myrtle St Seattle City of Seattle...

[instagram.com/p/Bm1J55OAJZ...](https://www.instagram.com/p/Bm1J55OAJZ...)

10:57 AM - 23 Aug 2018 from Seattle, WA

So much fun in the sun was had at our annual #juneteenth community celebration last Friday! #tbt #blackhistory #heritage #blackculture @ Rainier Beach Community Center and Pool Hiawatha Community Center - #drawing

2:59 PM - 21 Jun 2018

#sketch #watercolor #pen #ink #urbansketch #seattle #sketchbook



6:56 PM - 21 Aug 2018 from Seattle, WA

What do we



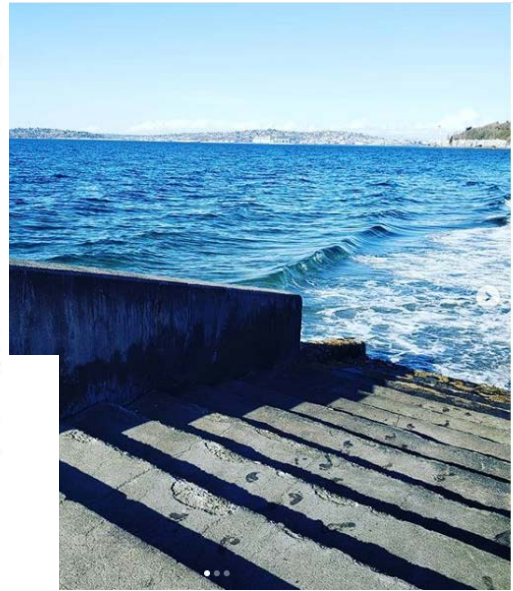
linzer59 • Follow
Denny Park

linzer59 Oh hai spring.

#daffodils #daffolips #flowers #pretty #flora #bloom #growth #nature #springtime #spring #sunshine #getoutside #seattle #slu #dennypark #pnwonderland

18 likes
6 DAYS AGO

Log in to like or comment.



kellymary81 • Follow
Alki Beach Park

kellymary81 Now a little beach time. #alki #seattle #pnw #beach #ocean indigo_in_transit I'm into it. Nice one.

5 likes
7 DAYS AGO

Log in to like or comment.



andrewmartonik • Follow
Madrona Park

andrewmartonik Will never take for granted the amazing beauty of Seattle.

35 likes
7 DAYS AGO

Log in to like or comment.



jabberwockybitme • Follow
Seattle Japanese Garden

jabberwockybitme @johnloveyan you guys missed this one!!!

johnloveyan We actually passed by it when we left for Spokane but there was no more time to check it out. Well, we'll come back anyway that's for sure 😊

7 likes
7 DAYS AGO

Log in to like or comment.

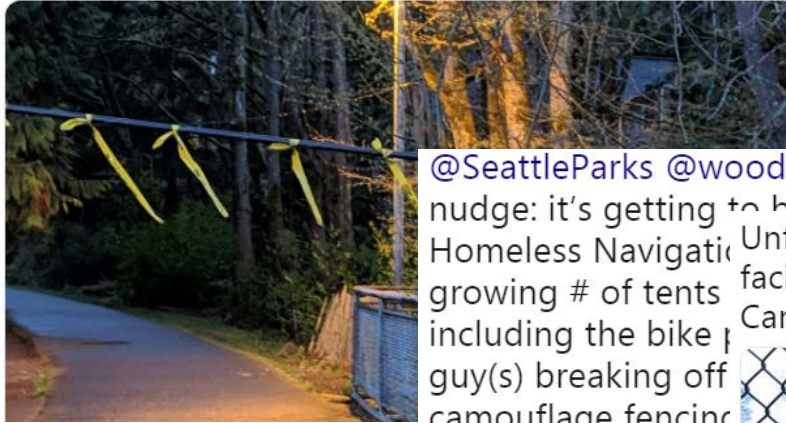
@SeattleParks a week plus, cable hanging low over Sand Point Way bridge on Burke Gilman trail. You care, right?

I reported this through the FIFI @StumpToEmerald. Not sure why ppl do this. Hopefully @SeattleParks fixes it soon (John C Little Park)

What

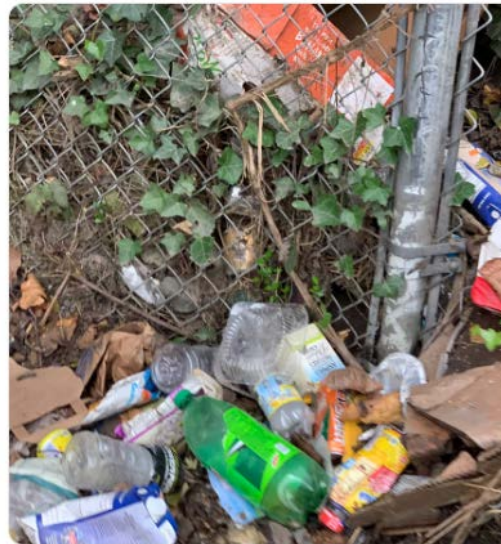
- Illegal ca
- Off-leas
- Broken
- equip
- Trash
- Noisy
- Goose
- Bad ir

ts?



@SeattleParks @woodlandpark Just a friendly nudge: it's getting to be time to send in the Homeless Navigation. Unfortunately, Kinnear Park, a @SeattleParks facility in @CityofSeattle has been graffitied. Can't keep things nice without security.

@SeattleParks please clean this 520 on path in portage bay @C



1:15 PM - 15 Dec 2018



2:29 PM - 13 Nov 2018



10:06 PM - 31 Jan 2019



1:16 PM - 27 Mar 2019



en in Queen Anne



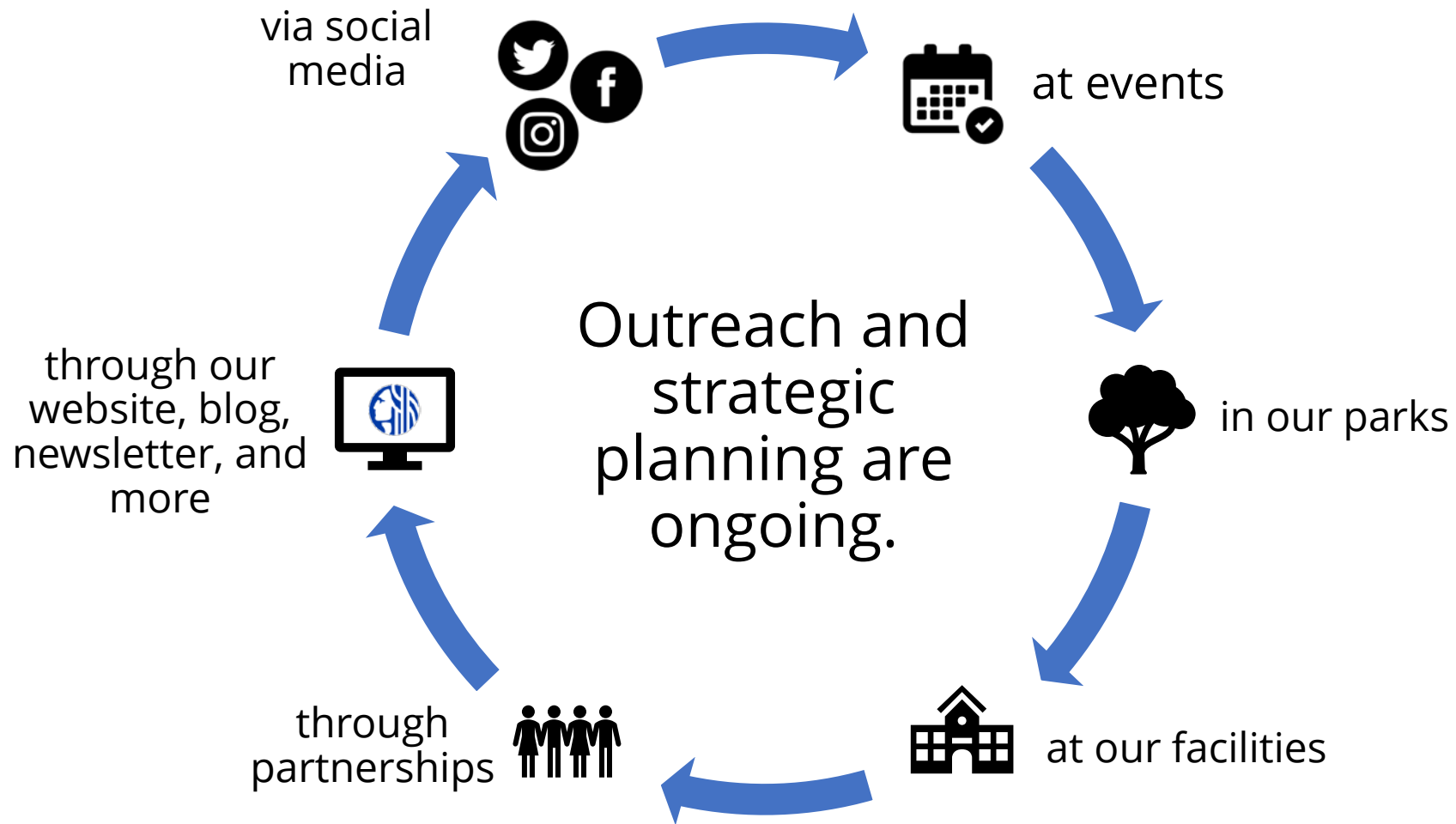
Outreach Context

2015 Community Center Listening Tour with the Superintendent: 30 meetings over 3 months



A photograph of a garden scene, overlaid with a purple gradient. In the background, there is a tall metal windmill on the left, a decorative metal trellis arch in the center, and a red sign on the right that says "Children's Garden" and "A to Z". The text "CONTEXT FOR STRATEGIC PLAN OUTREACH" is written in large, white, sans-serif capital letters across the center of the image.

CONTEXT FOR STRATEGIC PLAN OUTREACH



via social media



at events



in our parks



at our facilities



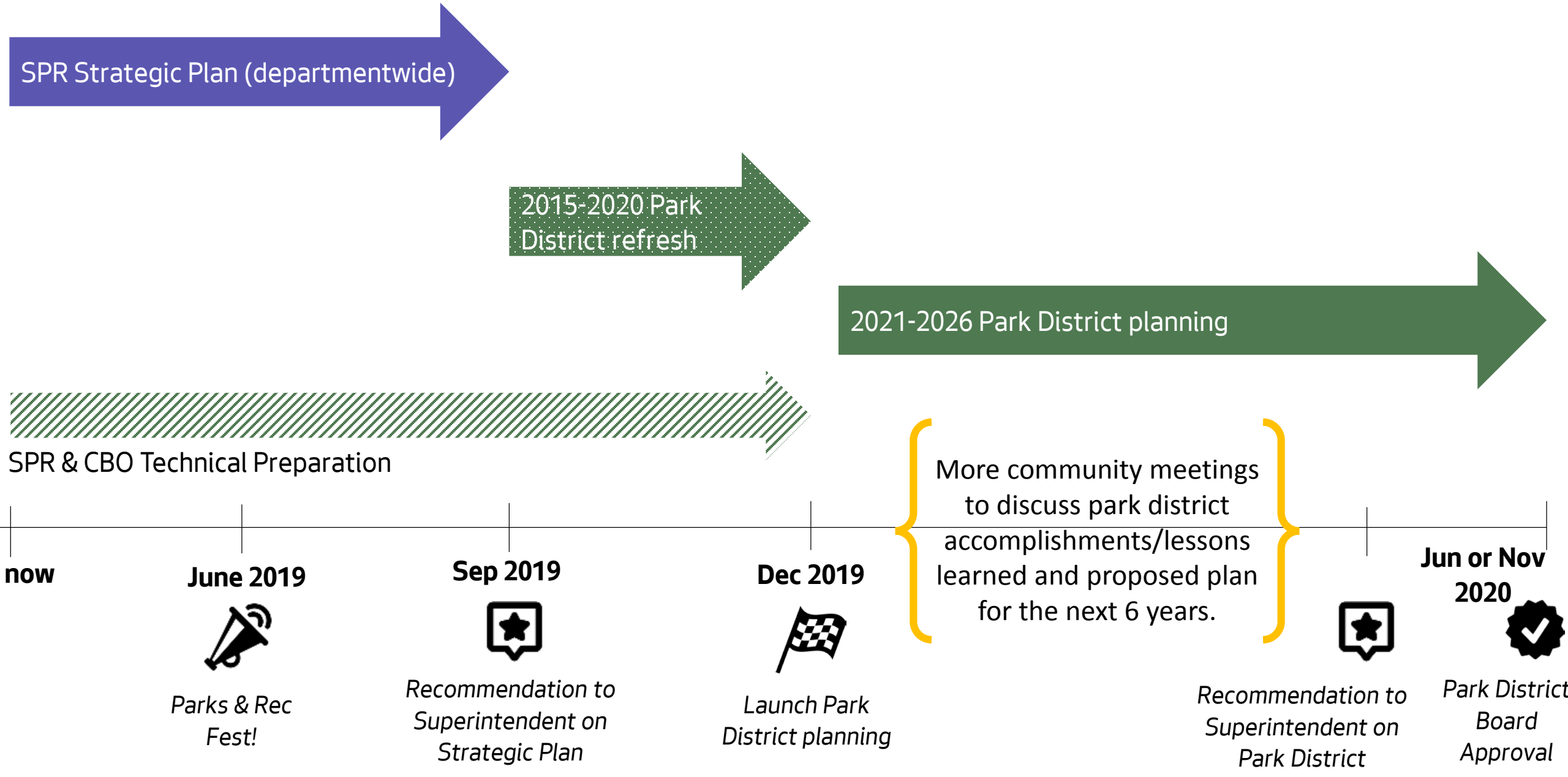
through partnerships



through our website, blog, newsletter, and more

Outreach and strategic planning are ongoing.

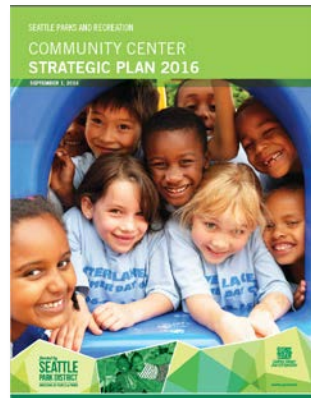
How We'll Get There: Concurrent Planning



Outreach Context



- **Statistically valid phone survey:** 400 respondents
- **Other Survey Tools:** 3,057 respondents (Online survey, historically under-represented community survey, intercept survey, teen survey)



- **Mini-Summit** with 60 attendees, including representatives from Chinese, East African, and Latino community
- **Teen meeting** with participants from summer musical program and 30 others from SPR teen programs

Feedback

Focus on maintenance:

- Comfort station cleaning
- garbage/litter pickup
- urban forestry
- trail maintenance

Technology is critical for sharing information about SPR

More **community center hours**, more **program options**

Community centers should **adapt to changing resident needs and interests**

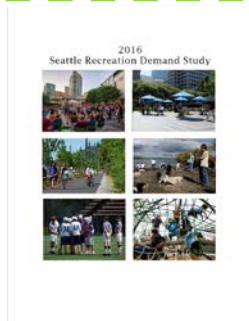
Outreach Context



- A range of **public engagement processes** and **surveys**



- Multi-modal and **Address-Based Sampling survey** with 513 respondents



- **On-line and mail-back surveys** with self-selected participants

Feedback

Respond to **changing demographics**

Walking, hiking, jogging highly favored

Multi-use facilities and fields

Invest to **reduce health disparities**

Neighborhood parks, green spaces, and walking/jogging trails most used

Investment focus needed on **safety**

Partnerships, innovation, and creative solutions needed to meet demand

Interest in **more activities and frequency**

More information desired about SPR programming

Outreach Context



- **Survey of dog owners:** 3,970 respondents
- **Seven focus groups** (one per Council district): 56 participants



- **Several public meetings** to seek feedback on trail maintenance
- **Coordination with community partners**

Feedback

Increasing demand for off leash areas within our park system

Dog owners among the most **active users** of parkland

Increasing demand from neighborhood groups for **trail access and maintenance**

Interest in **improving accessibility** for a diversity of trail users and providing **equitable distribution** of trails



STRATEGIC PLAN OUTREACH

SPR | STRATEGIC PLAN OUTREACH



SPR | PARKS AND REC FEST 2019



Seattle
Parks & Recreation

**LET'S CELEBRATE
OUR AMAZING PARKS &
ENJOY ALL THE RECREATION
SEATTLE HAS TO OFFER**



**GREEN LAKE
COMMUNITY
CENTER**
SATURDAY, JUNE 1, 2019
10AM TO 3PM

**YESLER TERRACE
PARK & COMMUNITY
CENTER**
SUNDAY, JUNE 9, 2019
10AM TO 3PM



SPR | PARKS AND REC FEST 2019

Festival + Resource Fair + Community Engagement

Have Fun!

- Food Trucks
- Buskers
- Dancing
- Recreation Activities
- Touch-A-Truck
- Demonstration Garden
- Try a new sport!
- Tree climbing demo
- Pop-Up Dog Park

Learn about SPR

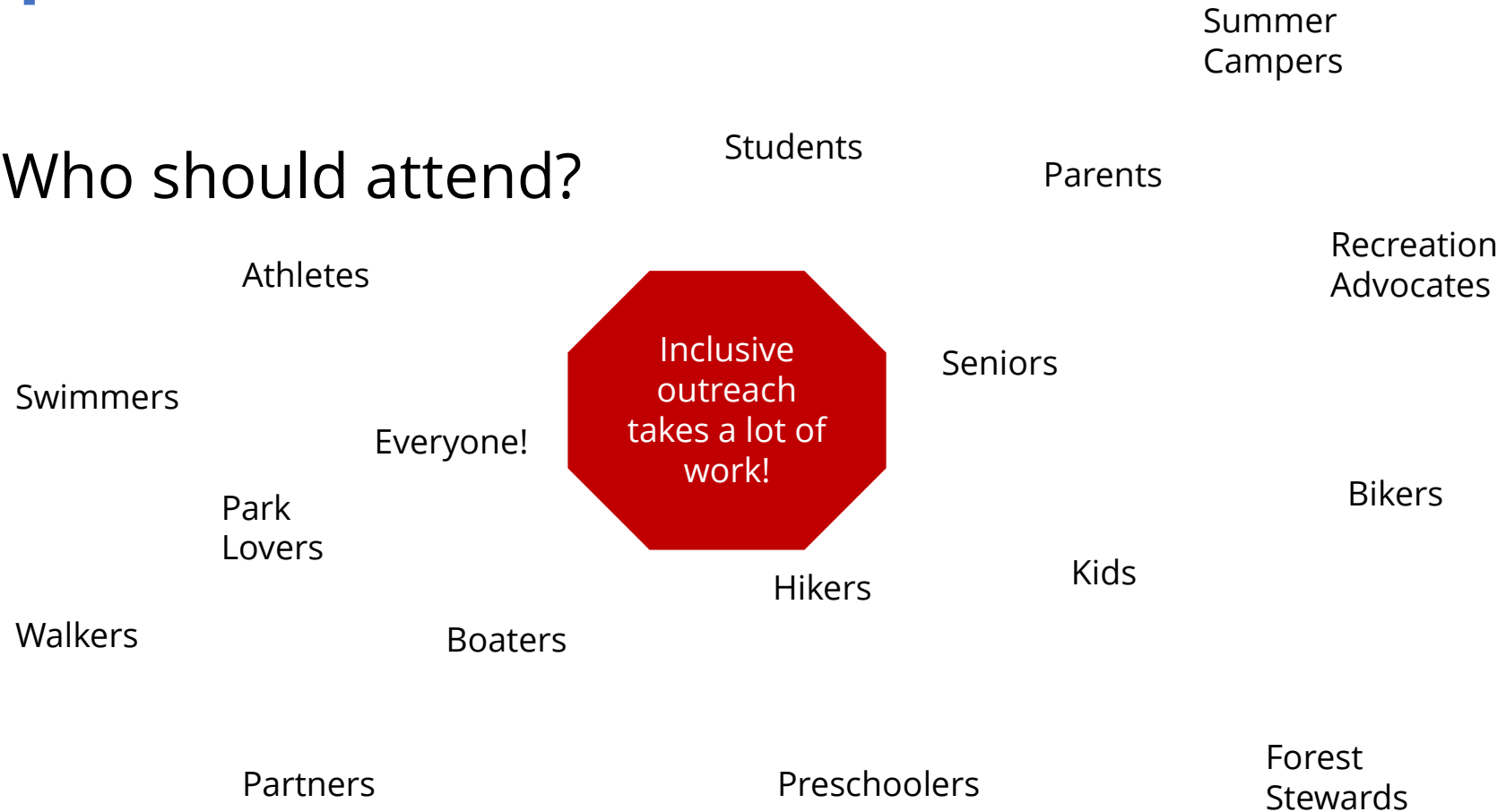
- Scholarships
- Community Center programs
- LGBTQ events
- Youth internships/jobs
- Center City programs
- How reserve a park space
- Volunteer in an urban forest

Help us create a plan for the future

- Examine the demographics of who we are serving, and find the gaps
- Tell us about the park and recreation amenities that excite you
- Tell us your big idea! Our city is changing—how can our parks and rec centers be part of that change.

SPR | PARKS AND REC FEST 2019

Who should attend?

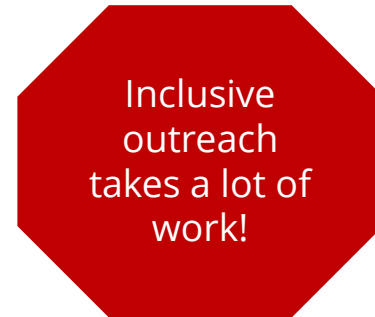


SPR | PARKS AND REC FEST 2019

Getting the word out on
online and on social media

Placing announcement and
ads with ethnic media

Translating materials in
multiple languages



Creating an event that showcases the
diversity our city, its people, and our
programs

Use of community liaisons

Providing free fun that is thoughtfully designed so
that all can participate (interpreters, visual messages,
and adaptive technology)

But wait! You can participate online too!



Video that tells the story of parks, centers, activities, and community



Interactive online conversations about park amenities, community center activities, the people we serve, and how we can improve and grow.



Connecting people to answers and resources to keep them informed and supported.



Seattle Parks and Recreation created a poll.



Published by Christina M [?] · July 21, 2018 · 🌐

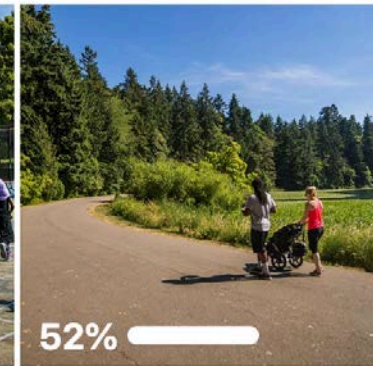
Which picture is your favorite? Vote now and help us select images for our new community center, pool and program access cards.

Our second round of images in our Healthy People category features Judkins Park soccer vs. Seward Park walking trail.

Check back tomorrow for more pics and voting!



Judkins Park soccer



Seward Park walking trail

Even more opportunities to engage!

- Using our Community Liaisons to engage diverse communities
- Mini Strategic Plan kiosks at all Community Centers and Pools
- Information on website about how to write in with your feedback
- Attend a Park Board/Park District Oversight Committee meeting
- Community listening meetings



ONGOING OUTREACH