



Seattle Parks & Recreation

MEMORANDUM

Date: 10.11.18
To: Board of Park Commissioners and Park District Oversight Committee
From: Kathleen Conner
Subject: Renewing Our Legacy Strategic Plan Outreach and Engagement Update

Requested Board Action

The Renewing Our Legacy Strategic Plan has been underway since early 2018. The purpose of this informational briefing is to provide an update on our draft outreach and engagement approach. No decisions are needed today, but we are seeking your feedback on the approach.

Project or Policy Description and Background

Pursuant to the Park District Interlocal Agreement, the City and the Park District agreed to engage in planning on a six-year cycle. While the Strategic Plan is a broader, visionary document, it is also the first phase of the planning process for the next Park District cycle.

Public Involvement Process

The Strategic Plan engagement process will align with Seattle Parks and Recreation's (SPR) Public Involvement Policy:

<http://www.seattle.gov/Documents/Departments/ParksAndRecreation/PoliciesPlanning/PublicInvolvementPolicy.pdf>.

Engagement Underway

There are four task forces (Athletic Fields, Olmsted Legacy, Viewpoints, and Recreation) that were convened, and their work will conclude by the end of the year. This work may include separate briefings to the Park Board.

Staff presented to the Associated Recreation Council's (ARC) annual Presidents meetings, which was attended by approximately 120 representatives from the 36 advisory councils throughout the City.

SPR internal staff engagement will be completed in November, with a series of drop-in meetings at which there will be more in-depth discussions about ideas that help implement SPR's "Healthy, Healthy, Strong" vision.

Next Steps/Issues for Discussion

The big push for external outreach and engagement for the Strategic Plan will be in late fall 2018 and early 2019. Staff will walk through the draft outreach and engagement approach at the meeting.

As the draft outreach and engagement approach is presented at the meeting, please keep in mind the following questions.

- What are your thoughts on the types of outreach and engagement proposed for the Strategic Plan?
- Are there other outreach and engagement techniques that we should use to make sure that we are as inclusive as possible and reach a broad array of stakeholders?
- How would you like to be involved in the outreach and engagement process?
- Are there specific groups/individuals we should contact?

Schedule

The Strategic Plan is scheduled to be completed by Spring, 2019, at which time the focus will transition to developing the next Park District Financial Plan.

Additional Information

A draft outreach and engagement plan will be presented at the meeting.