



District Oversight Committee Meeting Summary- November 10, 2015

Welcome – with Tom Tierney, Park District Oversight Committee Chair

Public Comment

- **Tim Motzer, Lake City Neighborhood Alliance** – Proposed the Lake City neighborhood as a priority community for the Major Project Challenge Fund. Expressed need for a newly developed community center in Lake City community.
- **Fadumo, Yesler resident**- Expressed the need for additional youth programs in the Yesler neighborhood. Placed emphasis on preventative programs that may reduce youth violence.
- **Mulu Amare, Yesler resident**- Expressed the need for additional youth programs in Yesler area. Placed emphasis on programming that is developmentally appropriate for youth ages 10-15.
- **Maza Desta, Yesler resident**- Expressed the need for additional youth programs in the Yesler community. Expressed desire for programs that can help prevent youth violence.
- **Bill Farmer**- former legacy committee. Suggested the Seattle Park District and Park District Oversight Committee webpages be linked. Called for better reporting regarding the outcomes of Park District initiatives and budget decisions.

Initiative 3.7: Get Moving Fund– with Lakema Bell, Get Moving Program Coordinator and Kelly Guy, Recreation Division Director

Covered:

The purpose of the Get Moving Fund is to increase participation in community sports, recreation and physical activities from individuals representing communities with the greatest health disparities. The Get Moving Fund will help build new and innovative partnerships between Seattle Parks and Recreation and community organizations.

Staff proposed an outreach and engagement that is responsive to community need. The plan involves community groups and non-profit organizations not typically involved in stakeholder conversations in providing feedback on implementation plan. Staff plan to conduct technical assistance workshops at non-traditional locations (i.e. coffee shops, churches, etc.) and provide ongoing technical assistance throughout application process utilizing Outreach Ambassadors. In addition, staff will partner with other city departments to conduct outreach to under-represented communities and organizations, to inform them about the program and encourage them to apply. The Get Moving Fund materials will be translated into multiple languages and budget and permit related barriers to participation in the program will be removed.

Q&A, Comments- Initiative 3.7: Get Moving Fund

Q1: Consider partnering with community center advisory councils to help community groups complete the application. Consider adding the Associated Recreation Council (ARC) the resource list you have compiled for potential applicants.

A1: We will add ARC to our resource list and to our suggested sources for application assistance.

Q2: Will you be tracking who you are talking to during your outreach process?

A2: We will report quarterly on the outcomes of our outreach and engagement plan activities.

Q3: How can we address access issue experienced by smaller groups who struggle to meet some of the participation requirements?

A3: A plan describing how applicants will sustain the activity beyond the life of the grant is a requirement for programs applying. It is possible for applicants to apply for supplement Get Moving funding with Rec for all funding. We will help applicants identify resources that will increase their success.

Q4: How can the Get Moving Fund help sustain an activity awarded in 2016 through subsequent years?

A4: The fund is not currently designed to sustain the awarded activities beyond the life of the award. Staff will work with awardees to collect and report that data that may demonstrate the success of the activity. In 3 years, staff hopes assess whether the fund can be restructured to support the kind of request described.

Q5: How were priority neighborhoods and site selection conducted?

A5: We looked at King County and Census data regarding health disparities and community demographics.

Q6: Would you consider adding Seattle Housing Authority sites to your priority site list?

A6: We will add Seattle Housing Authority sites to our priority site list.

Q7: Is it required that it take place in their facility

A7: There is no requirement that the program take place where they are?

Recommendations/Decisions Made- Initiative 3.7: Get Moving Fund

- Committee voted upon and unanimously agreed to make a recommendation to the Parks and Recreation Superintendent for approval of the Get Moving Fund proposal process, application and scoring criteria.

Initiative 3.2: Recreation Opportunities for All– with Kelly Guy, Recreation Division Director

Covered:

The purpose of Initiative 3.2: Recreation Opportunities for All is to create partnerships with organizations that represent underserved populations, helping to provide innovative new programs to those who will benefit the most. To provide support to local non-profit organizations and local community based groups, in offering programs, events to increase participation in community centers. Further strengthen the collaborative working relationship between Seattle Parks and Recreation and community organizations. Staff proposes partnerships with approximately 25 new, responsive programs per year.

Staff proposed the following set of criteria for awardee selection: quality of activity, program and/or project, community impact, feasibility, sustainability, alignment with the mission of Seattle parks and recreation.

Outreach and Engagement Objectives: Staff plan to involve community groups and non-profit organizations not typically involved in stakeholder conversations in providing feedback on implementation plan. Staff plan to work with Neighborhood House to hire at least six outreach workers (\$110,000) to convene community organizations, non-profits and local business owners in November to receive feedback on the implementation plan. Staff will host several workshops at community agencies, local gathering places in 1st quarter of 2016 to provide support, assistance and equity in the 2016 application process to potential applicants. Application materials will be translated into different languages, as the budget permits.

Performance Measure and Reporting Requirements: Parks and Recreation creates an annual report on the program.

Q&A, Comments- Initiative 3.2: Recreation Opportunities for All

Comment: Viewing the fund as an opportunity to reevaluate job requirements for city employment is a good idea. Emphasizing the opportunity to provide post-incarceration reentry support through this opportunity is also a good idea. Consider reevaluating the driving requirements associated with entry level employment as, driving may be obsolete.

Comment: I would like to commend you on the efforts proposed in your outreach plan. I want to make sure that your efforts are leveraged by continuing existing fiscal relationships in which you are experiencing success.

Q1: How many outreach worker stipends will be offered using the \$120,000 allocated to the Recreation Opportunities for All initiative?

A1: The number of stipends available will depend upon the cost of living and Neighborhood House overhead. We are hoping for four outreach workers. Staff also want to figure out how this program is an entry point to City Employment.

Q2: Will there ever be more Park District funds dedicated to support Initiative 3.2: Recreation Opportunities for All or similar initiatives?

A2: The priorities are defined for the first six-year cycle of the Park District. Staff will work with the PDOC and greater community to set the priorities for the next six year cycle before this cycle's end.

Recommendations/Decisions Made- Initiative 3.2: Recreation Opportunities for All

- Initiative 3.2: Recreation Opportunities for All presentation was information only. No vote was required.
- The Committee decided to request staff supporting Initiative 3.2: Recreation Opportunities for All return to the Park District Oversight Committee in 2016 with additional information.

Seattle Parks and Recreation Performance Management Update- with Leah Tivoli Policy Unit Strategic Advisor

Covered:

Seattle Parks and Recreation Performance Management Overview

Seattle Parks and Recreation (Parks) will begin to develop a department-wide performance management system in 2015. Parks' mission is to provide welcoming and safe opportunities to play, learn, contemplate and build community, and to promote responsible stewardship of the land. To fulfill this mission, Parks works to achieve four ultimate outcomes: healthy people, healthy environment, financial sustainability, and strong communities. These outcomes will underlie the department's performance management framework. The goal of the performance management framework will be to determine if Parks' actions and outputs lead to the outcomes the Department seeks.

Development of the performance management system will be a continuous, iterative process. The Department will first develop indicators of the ultimate outcomes, and then initiate development of lower-level outcomes and accompanying measures. By measuring outcomes, this process seeks to build a holistic view of Parks' performance, rather than simply counting outputs. The Department will also prepare an annual public report, based on information available from the performance management system.

There are two major components to this work plan: developing a fully integrated, "cascading" performance management system, and developing an annual public report. This process will begin in 2015 with initial work on the performance management system; information from the first round of data collection will make up the initial public report, subsequent iterations of which will become more robust as additional pieces of the performance management system come online.

Recommendations/Decisions Made- Seattle Parks and Recreation Performance Management

- The Committee requested staff provide additional information about early opportunities for them to participate in the Park District performance management process.
- The Committee requested staff provide a performance-related workshop at a future meeting.