

Activating and Connecting to Greenways Initiative Presentation

Seattle Parks and Recreation



Initiative Description

The initiative will further develop the partnership between Seattle Parks and Recreation (SPR) (Planning and Development & Regional Parks and Strategic Outreach- RPSO) and Seattle Department of Transportation (SDOT) to enhance and activate connection points from Neighborhood Greenways to parks. These Greenway corridors will offer safe and calm residential streets and provide comfortable and attractive places for people of all ages and abilities to walk and ride. RPSO's main role within the initiative, and the work of our new Program Coordinator, will focus on outreach and engagement of currently underserved communities, not-for-profits and other agencies in and around these corridors and work with them to activate their neighborhoods. This cooperative effort will be key to providing access for all. Funding for the CIP component (\$200,000 – Planning and Development) and the activation and events component (\$118,744 - RPSO) will begin in January 2016.

Purpose of the Activating and Connecting to Greenways Initiative:

- To develop and enhance safe, accessible and welcoming connections to parks for active transportation users, and;
- Develop and oversee activation and capital improvement projects to make parks an integral aspect of the Greenways network, and;
- Plan and operate robust, inviting, and culturally appropriate events in parks focused on use and connection to the City's Greenways, and;
- Coordinate outreach by using the Racial Equity Toolkit (RET) to engage and collaborate with stakeholders such as Cascade Bike Club, Seattle Neighborhood Greenways, Rainier Riders, DON neighborhood community councils and include targeted outreach to under-represented, immigrant and refugee communities, to recruit diverse volunteers, plan kickoff events to celebrate new additions to the overall system and to coordinate safety education programs that reach more diverse audiences, and;
- Develop and oversee implementation of comfortable end of trip facilities in parks, and;
- Manage and possibly expand Bike Sunday dates and locations.

Partnership Plan

A partnership will be established between SPR and SDOT to develop and implement both the capital improvement projects (Planning & Development) and the activation programming events (RPSO). The goal will be to make parks an integral and welcoming aspect of the Greenways network. The capital project prioritization will be based on the stakeholder feedback and the SDOT Neighborhood Greenways implementation plan which stems from the goals of the Bicycle Master Plan: safety, connectivity, equity, livability and ridership. The two Departments will focus on bicycle and pedestrian access improvements to parks adjacent to existing and proposed Greenways as well as parks adjacent to schools and other facilities that are considered preferred routes for users of all ages and abilities.

Additional New Staff

The Greenways Recreation Program Coordinator (1st quarter, 2016) will liaison with SDOT and user groups to connect parks with existing and proposed Greenways in conjunction with the SDOT Seattle Neighborhood Greenways Work Plan. Beginning 1st quarter, 2016, RPSO's Greenways staff will use the Racial Equity Toolkit and begin to convene focus groups to not only conduct outreach to advertise and educate on the initiative, but to also include diverse community stakeholders in the development and activation plan of this initiative. The coordinator, with stakeholder input, will plan fun, engaging, and culturally supportive activation events in parks that are in close proximity to neighborhood greenway projects. The coordinator will work with diverse communities and effectively track and measure initiative outcomes and deliverables to ensure racial equity in City programs. Planning & Development Project management time may be accommodated with existing staff or new hires, as needed and will work closely with activation staff to coordinate and leverage all SPR efforts.

Policy Considerations

- Parks Bicycle Policy
- The improvements sponsored by SPR are to be restricted to SPR's property, but planning and coordination will be interdepartmental
- SDOT Bicycle Master Plan and corresponding Five Year Implementation Plan
- Guide SMC changes needed to facilitate Seattle Parks and Recreation Greenways Initiative

Greenways Project Timeline

Proposed SPR Implementation Year	Project	Park	Council District	SPR Maintenance District	Cost Allocation (Design/ Const./Mgmt)
2016	A	Interlaken Park	3	Central East	\$80,000
2016	B	Soundview Playfield	6	Northwest	\$50,000
2016	C	Jefferson Park	2	South Central	\$50,000
2016 Design 2017 Construction	D	Rainier Beach Playfield	2	South East	\$20,000 \$100,000 (Const.)
2017	E	Walt Hundley Playfield	1	South West	\$20,000
2017	F	John C. Little Sr. Park	2	South Central	\$50,000
2017	G	Genesee Park	2	South Central	\$30,000

Tracking Performance

Program Coordinator staff will use the RET to track outreach, monitor participation and evaluate success:

- Develop 2016 baseline level community participation on connection/activation meetings, (underserved)
- Baseline: Level of participation in community activation events
- Baseline: Number of new community partnerships developed
- Baseline: Number of activities provided and partnerships leveraged
- Baseline: Amount of sponsors and in-kind donations around initiative support

Planning & Development staff will:

- Spend or encumber 100% CIP allocated funds by December 31, 2016 (\$200,000)
- Leverage SPR funds to obtain 30% (\$60,000) or more additional funds from non-SPR sources
- Establish public engagement baseline in 2016 using the RET and collaborating with program coordinator on joint public information process when appropriate
- Report Greenways Initiative accomplishments to Park Board, Oversight Committee, SBAB and PAB in Q4

www.seattle.gov/parks/projects/greenways/