

# Renewing Our Legacy

Seattle Parks & Recreation Strategic Plan

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**Seattle**  
Parks & Recreation

healthy people healthy environment strong communities



# What is the Plan?

- Long-Range Planning Tool – Determines service gaps, analyzes population growth & recreation participation trends, identifies opportunities for improvements
- Visionary – defines values, goals and needs for future facilities and programming
- Guide policy document, programs & investments for next 12-plus years
- Overarching Plan - guiding financing, capital projects, programs & property acquisition
- Engagement - opportunities for public to weigh in on future of SPR
- Provides clarification of SPR values for informing future decisions

# What isn't in the Plan?

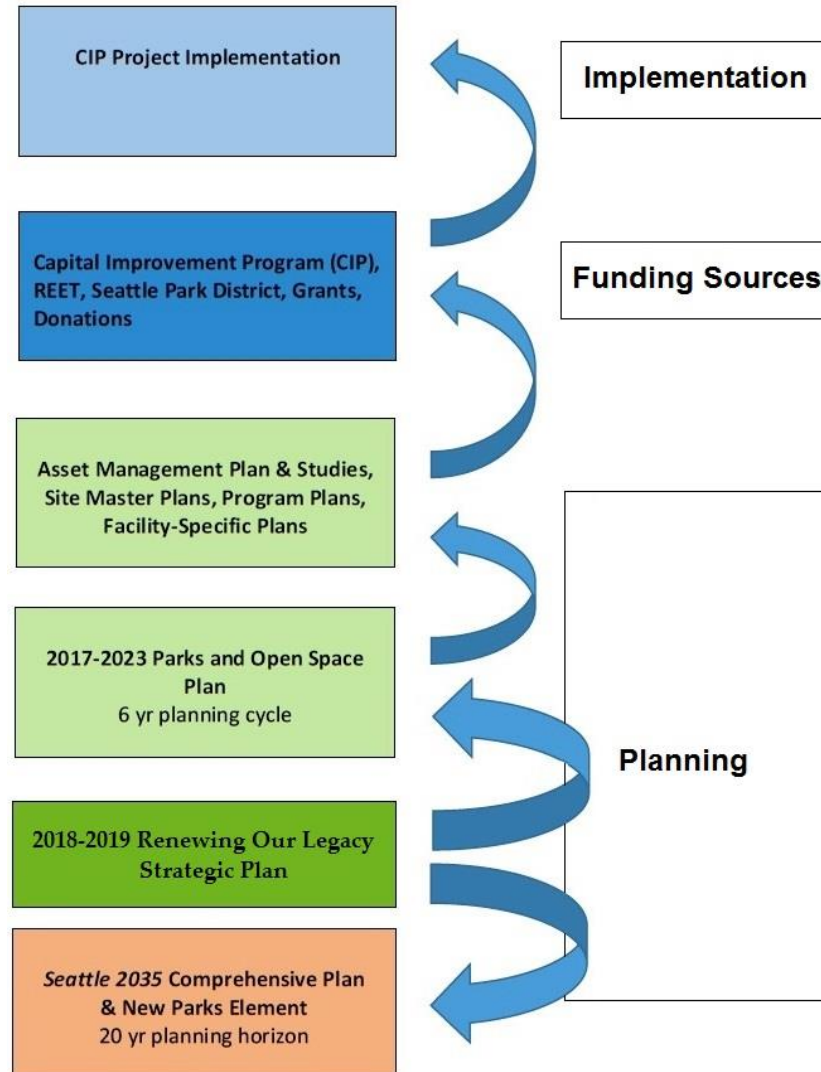
- Open Space Gap Analysis (*Completed 2017 Open Space Plan*)
- Asset Management Plan (*Completed as Part of Park District Capital Improvement Planning*)
- Financial Plan or Budget Implementation Plan – 2<sup>nd</sup> Park District Financial Plan developed next
- Facility Management Plans (*e.g. Best Management Practices*)
- Detailed park or building designs or specific recreation programming

# Planning Context

## Planning Timeline

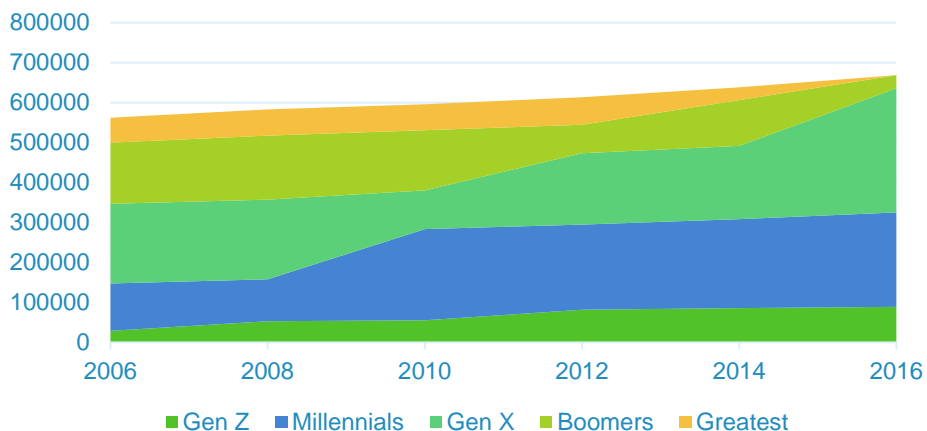
1990	1994	2000	2001	2006	2011	2014	2016	2016	2017	2018-19	2021	2023
Growth Management Act	First Comprehensive Plan City of Seattle	Seattle Parks and Recreation Plan	Gap Analysis	Development Plan & Gap Analysis	Development Plan & Gap Analysis	Parks Legacy Plan & formation of Seattle Park District	Recreation Demand Study	Comprehensive Plan Update (Seattle 2035)	2017 Parks and Open Space Plan	Renewing Our Legacy Strategic Plan	Next Financial Plan for Seattle Park District	Next Parks and Open Space Plan Update

# Planning Context



# Population & Economic Trends

## Estimated Population by Generation 2006-2016



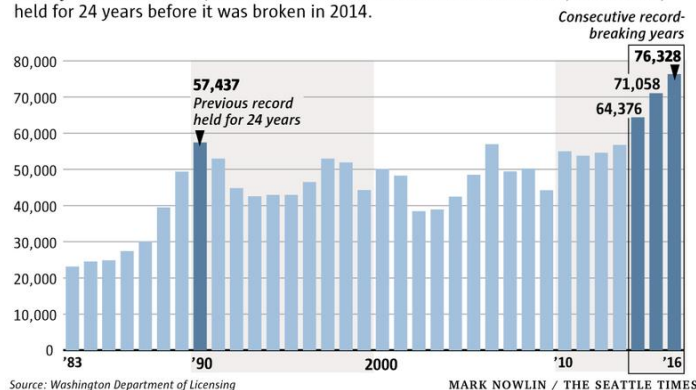
3.9 percent of Seattle Millennial households earn \$350,000 or more, tied with Silicon Valley for 4th percentage of cities in the United States. (Source: Zillow)

\$80,349: Seattle's median income as of 2015, an almost-\$10,000 increase over 2014. (Source: U.S. Census Bureau)

20 percent of Seattle households earn more than \$150,000 per year. (Source: U.S. Census Bureau)

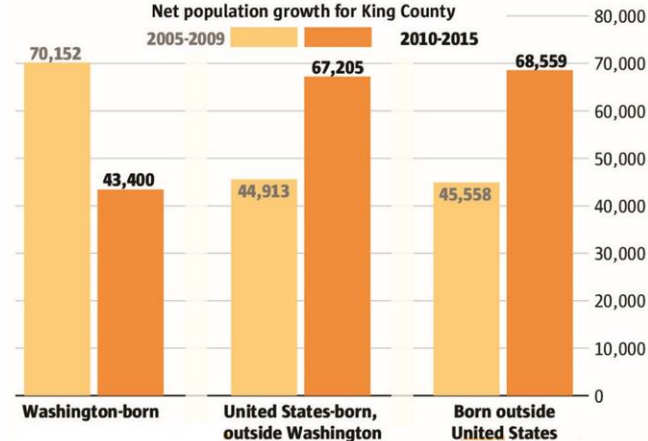
## Record number of newcomers, again

2016 marks the third consecutive year that a record number of people moved to King County from out of state, based on driver's license data. The old record, set in 1990, held for 24 years before it was broken in 2014.



Source: Washington Department of Licensing  
MARK NOWLIN / THE SEATTLE TIMES

## Net population growth for King County

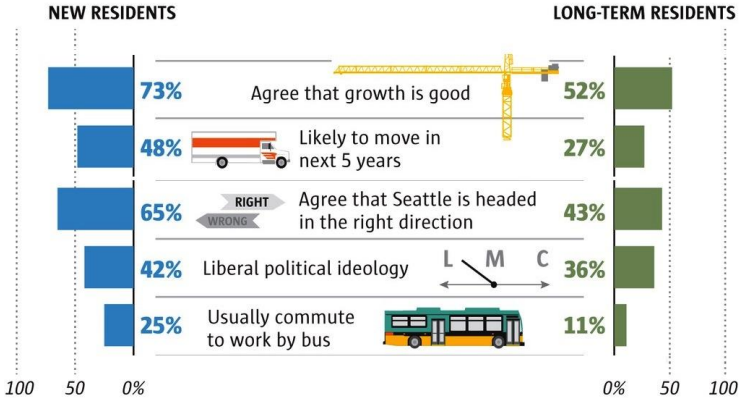
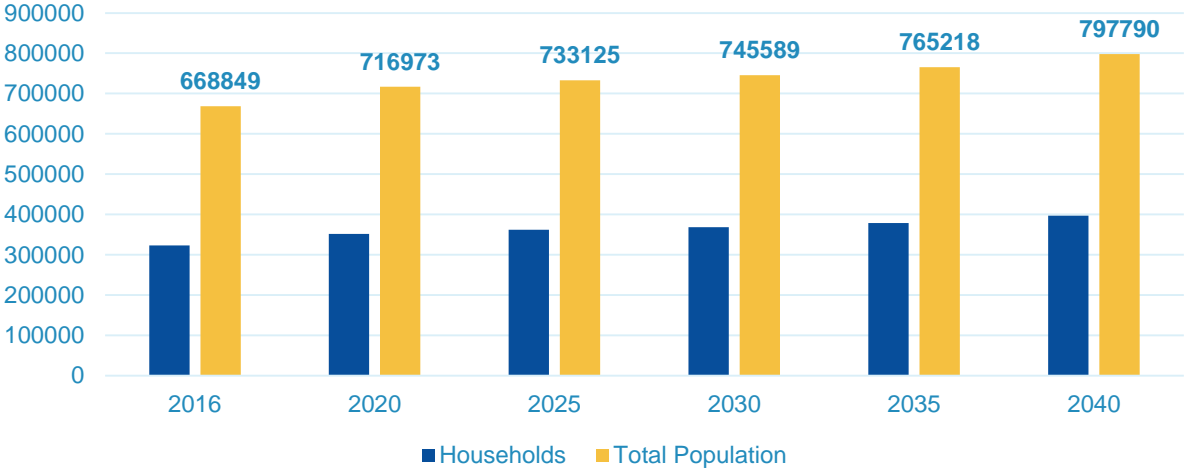


Source: U.S. Census  
MARK NOWLIN / THE SEATTLE TIMES

# Population & Economic Trends

- Seattle Population Trends

Households & Population



Source: Quinn Thomas in partnership with DHM Research and the University of Washington Continuum College

# Recreation Participation Trends

- National Leisure Trends

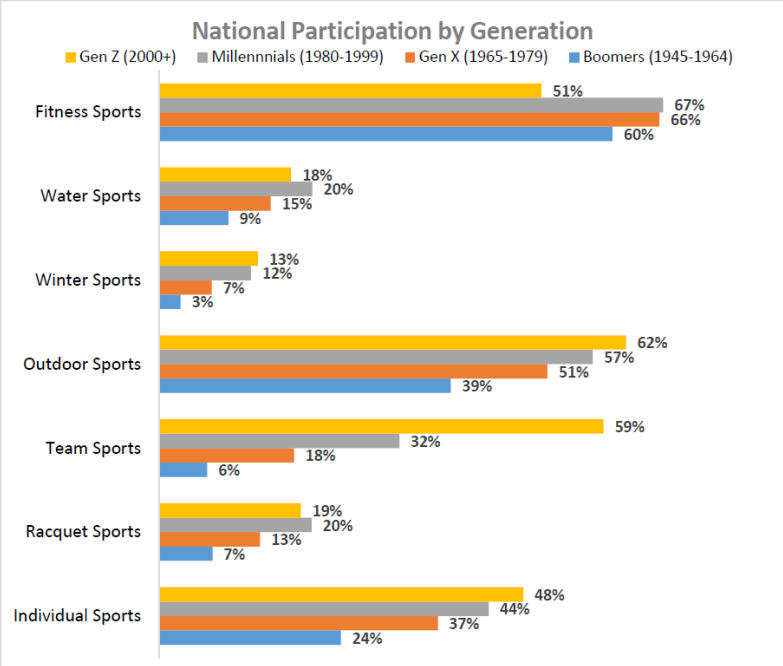
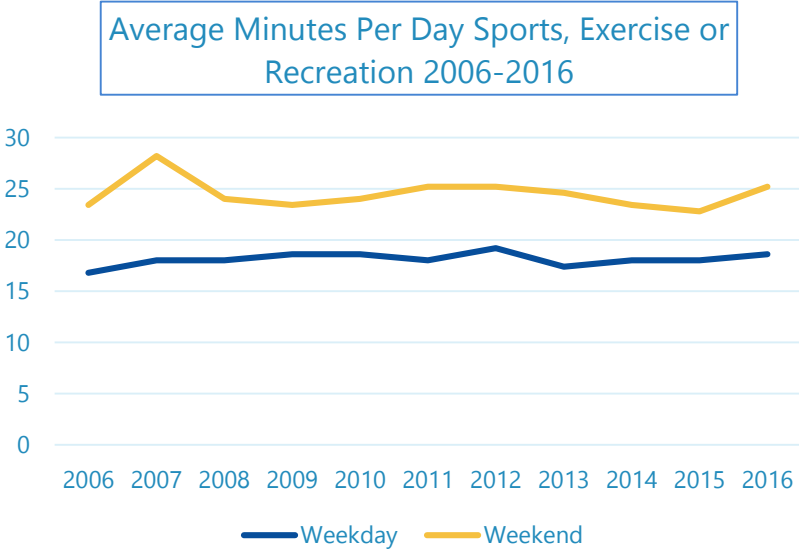


FIGURE 10 - SOURCE: ACTIVITY CATEGORY SEGMENTED BY GENERATIONS, 2016 PARTICIPATION REPORT, PHYSICAL ACTIVITY COUNCIL



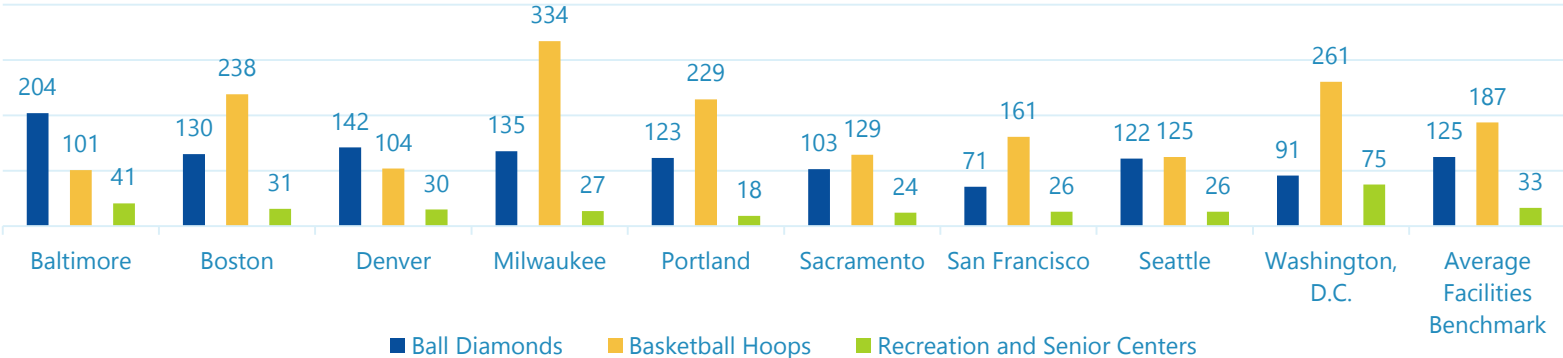
Source: National Bureau of Labor Statistics



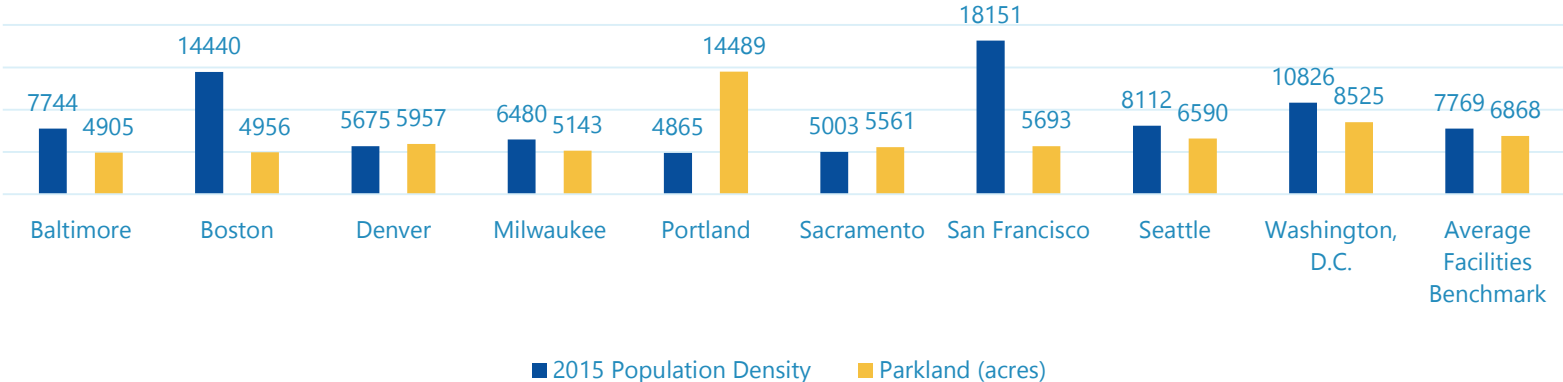
# Recreation Trends

- Benchmark Cities

Facilities



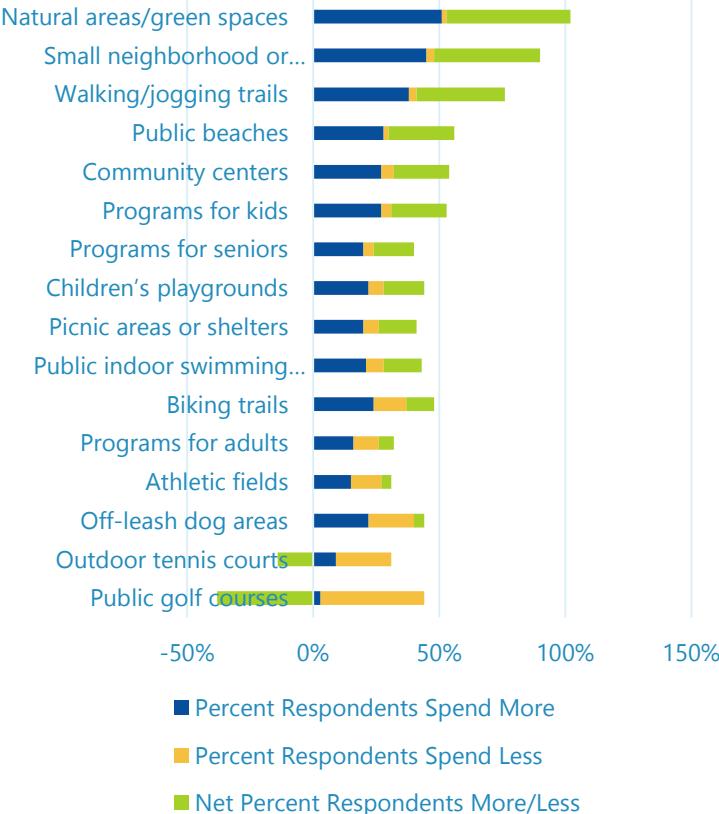
Density & Parkland



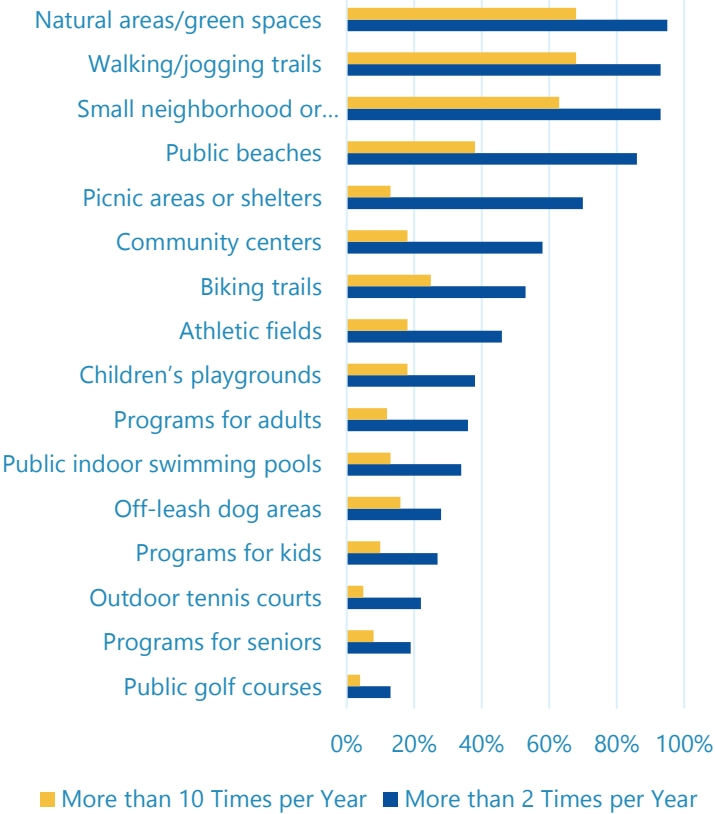
# Recreation Participation Trends

- Seattle Leisure Trends

Relative Facility Spending



Frequency Park Use



# Public Outreach/Engagement Plan

- Joint engagement of Board of Park Commissioners & Park District Oversight Committee (PDOC) to review 2nd Park District Financial Plan
- City Council's parks committee will provide input and receive regular updates on both efforts
- Outreach will include underserved populations, new residents, recreation groups, City staff, and SPR staff
- Focus groups for key issues – viewpoints, Olmsted parks, Sports Advisory Council, Associated Recreation Council (ARC), and various stakeholders
- Conduct statistically valid resident survey – build on 2016 survey
- Online and social media outreach and input

# Schedule

- 2018 – Q1 2019: Programming and facilities strategic plan developed
- January – March 2019: Work with Park District Oversight Committee (PDOC) and Park Board to refine financial plan priorities
- April – May 2019: Public outreach on financial plan priorities
- June – August 2019: Develop draft financial plan per public input
- September – October 2019: Second round of public outreach
- November 2019: PDOC financial plan recommendation
- March 2020: SPR includes financial plan in budget memo to Mayor
- November 2020: Park District Board (City Council) adopts second 6-year financial plan
- January 2021: Second 6-year financial plan cycle begins