

The Activation and Connecting Neighborhood Greenways Initiative Attachment A: Timeline and Engagement Plan

Introduction

A major role for the Program Coordinator within the initiative focuses on outreach and engagement of currently underserved communities, not-for-profits and other agencies in and around these corridors and to work with them and other stakeholders to activate these neighborhoods. This cooperative effort will be key to providing access to all. Park staff will use the Racial Equity Toolkit to assure currently underrepresented communities are at the table to help plan, organize and support culturally-relevant activation at designated Greenway connections. Staff will also convene focus groups to not only advertise and educate on the initiative, but to include a wider range of stakeholders in the overall Greenways discussion. The outreach and engagement plan will begin in first quarter 2016.

Outreach and Engagement Objectives

- To inform community organizations of the Greenways initiative, and encourage those from under-represented communities to partner with us and help coordinate and participate in the development of those activation events.
- To involve community organizations not typically involved in stakeholder conversations to provide feedback on the Greenways implementation and activation plan.

Key Stakeholders

- Currently under-represented populations and not-for-profit organizations who are not typically represented in SDOT/Parks related programs
- Park users within identified Greenways connections
- Neighbors of parks in close proximity to Greenways connections
- Ethnic groups not typically identified as pedestrian or bike-supportive organizations, but who would be interested in conducting and/or participating in park activation events

Initiative High Level Deliverables through March, 2016:

- **11/3/2015** - Meeting with Seattle Neighborhood Greenways, developed list of partners
- **11/4/2015** - Presentation to Seattle Bicycle Advisory Board to educate, inform and listen
- **12/9/2015** - Presentation to Seattle Pedestrian Advisory Board to educate, inform and listen
- **4th Quarter** – Internal discussion with parks staff to develop department-wide outcomes
- **4th Quarter 2015** – Meet with Planning & Development, RPSO, SDOT, Greenways Advisory to discuss guiding principles, resource leveraging opportunities, other like-projects to connect with.
- **Late 4th Quarter, 2015** – New Rec Coordinator interview process
- **Late 4th Quarter, 2015** – Implementation and Outreach plan presented to Park District Oversight
- **1st Quarter, 2016** – Based on Oversight recommendations, develop outreach plan for public workshops using RET and Inclusion Outreach and Engagement criteria
- **1st Quarter, 2016** – Hire Park staff, review timeline and deliverables
- **1st Quarter, 2016** - Convene a focus group with representatives from Cascade, Bike Works, Pedestrian Master Plan, Bicycle Master Plan, community health organizations, pedestrian advisory groups, DON Councils, P&R Sound Steps, among others, to get input on outreach plan and begin to develop Greenway Guidelines.
- **1st Quarter 2016** - presentation of approved Greenways outreach plan to Seattle Bicycle and Pedestrian Boards
- **Late 1st Quarter, 2016** - host public workshops to educate, inform and create supportive partnerships
- **2nd Quarter, 2016** – develop evaluation framework, what does success look like and how do we know we are successful?