

Welcome –with Kelly McCaffrey, Seattle Park District Oversight Committee Chair

Public Comment:

Tim Motzer- Chair, LCNA Parks, Open Space and Community Center Committee

Tim asked that the following three recommendations be considered during the next Seattle Park District financial planning process.

1. Retain the current 2018 property tax rate of 24.5 cents through 2020 to minimize the amount of tax increase that may be needed to fund needed improvements in the second funding cycle.
2. Establish a \$15 million budget line item to replace aging Park facilities (must include the zoo and aquarium capital needs).
3. Thoroughly assess performance measures for the existing funded Seattle Park District projects and operating programs.

Superintendent's Report– with Jesús Aguirre, Seattle Park and Recreation, Superintendent

Stone Cottage on Alki Beach – There will be a presentation by Seattle Parks and Recreation (SPR) staff on this issue at the January 9 Park Board meeting.

Recent City Council Action: On Monday, The City Council also approved legislation authoring a new 2018 Memorandum of Understanding with the Seattle Aquarium Society for the development of the new Ocean Pavilion facility, expanding the Seattle Aquarium. Additionally, SPR received authorization to acquire property adjacent to Terry Pettus Park on Lake Union, adding waterfront park space to a well-used street end in the Eastlake Residential Urban Village, as well as approval for the reappointment of Andréa Akita to the Board of Park Commissioners and Deepa Sivarajan (Seattle LGBTQ Commission rep) and Shelani Vanniasinkam (Immigrant and Refugee Commission rep) to the Seattle Park District Oversight Committee.

Pool Renovations: Helene Madison Pool reopened this week and Medgar Evers Pool will reopen on Monday.

Upcoming Events

30th Anniversary of Teen Late Night – Just a reminder that tomorrow, December 13 is the 30th Anniversary of Teen Late Night. The celebration will be held at Rainier Community Center.

Pathway of Lights – Pathway of Lights will be returning to Green Lake on Saturday, December 14 from 4:30 – 7:30 pm.

Licton Springs Community Center: Appropriates \$150,000 of fund balance to fund a feasibility study for an Aurora-Licton Springs Community Center.

Emergency HUBS: Adds \$35,000 in funding to Dept. of Neighborhoods to place 15 Emergency HUBs in parks.

2019 Seattle Parks and Recreation Accomplishments

Healthy People:

- **Opened new parks & renovated playgrounds!** We opened Urban Triangle Park in the South Lake Union neighborhood, and Alice Ball Park in the Greenwood/Phinney neighborhood. We also continued to work on the design and permitting of 7 landbanked sites which are on track to open in 2020. In addition, SPR renovated 6 play areas across Seattle (David Rogers, E.C. Hughes; Wallingford PF; Gas Works; High Point; Puget Ridge).
- **Welcomed summer beach goers:** More than 186,000 people visited our lifeguarded summer beaches!
- **Partnered to support Scholarships and Summer of Safety:** Amazon and the Alliance for Education granted SPR \$225,000 to support our work keeping young people engaged in safe, structured activities during the summer. SPR used these funds to provide scholarships for 142 young people on our camp waitlist, allowing them to attend 932 weeks of camp, collectively. In addition, we supported the Summer of Safety, a drop-in program geared toward youth not otherwise enrolled in programming, that served an average of 72 youth a day.
- **Expanded access to Roller Derby:** When Seattle-area roller derby teams lost their main practice space in Shoreline, SPR worked with them to identify spaces, times, and other needs to help accommodate this growing sport that serves mostly young women. Now, we've put roller derby stripes on courts at Bitter Lake, Delridge, Garfield, Rainier, and Meadowbrook community centers, with more to come.
- **Developed a new policy for use of Multi-Use Trails,** setting a 15-mph speed limit and allowing some electric-assisted devices.
- **Explored a new community center operating model:** Partnering with Berk Consulting and Green Play, we have explored national best practices and local needs for community center operating hours. We've developed a scalable model for operating hours based on local community need, staffing standards, and programs. These efforts will bring some analytical rigor to the decisions we make about operating hours in the future.
- **Achieved record-breaking attendance at specialty gardens:** Working with our partners, we achieved a record number of attendance at three specialty gardens: Kubota Garden (over 100,000 visitors); Japanese Gardens (over 100,000 visitors); and Washington Park Arboretum (over 250,000 visitors).

Healthy Environment:

- **Acquired new park land:** SPR acquired 8 parcels of property, totaling 7.8 acres of new public park lands. These acquisitions, consisting of 6 acres of new greenspace properties and 1.8 acres of active park land, meet a range of public open space and recreation needs. Scheduled to close in late December 2019 is an addition to Terry Pettus Park, which will effectively double the access to Lake Union for the Eastlake community.
- **Restored our urban forest:** This year, through the Green Seattle Partnership, volunteers donated more than 62,000 hours of time to remove invasive plants from more than 105 acres of parkland and helped us install more than 72,000 plants.
- **Supported pesticide reduction efforts:** SPR coordinated efforts to propose and implement a Mayor's Executive Order restricting the use of the pesticide Glyphosate by the City.

- **Managed irrigation and reduced water use** through computer-assisted monitoring and timely irrigation head repair across 350 irrigated sites.
- **Maintained parks citywide:** SPR provided 320,719 labor hours to maintain parks citywide.
- **Cleaned encampment areas:** SPR's Encampment Teams provided 18,346 labor hours to clean encampment sites citywide (park and non-park sites). The Encampment Teams completed over 216 cleanups on park sites and disposed of over 1,237 tons of garbage.
- **Supported the completion of the Master Plan Update for Kubota Garden:** Working with the Kubota Garden Foundation, we jointly supported the completion of the Master Plan Update for Kubota Garden to build a roadmap for the planning, development and refinement of Kubota Garden over the next 25 years.

Strong Communities:

- **Supported the citywide snow response:** During the February 2019 snowstorm, SPR maintenance staff provided 6,151 hours of support to SDOT in snow and ice control, including removing snow from roads, sidewalks, and community centers, as well as hauling over 1,000,000 pounds of salt. SPR also opened two emergency shelters, one at Bitter Lake Community Center and one at Garfield Community Center, serving upwards of 50 residents each night for over two weeks.
- **Strengthened our volunteer programs:** SPR's Volunteer Programs and Initiatives Unit has spent the last year transitioning from paper background checks to an online background check processing. Through the third quarter of this year, we have had 17,824 volunteers donate 116,160 hours of support to SPR programs, parks and activities.
- **Streamlined our Public Benefits requirements:** We have made great strides toward streamlining our public benefit requirements and reporting process to ensure public benefits are well defined, advertised, consistent with our mission and values, and that our partners are more accountable. We've created a public benefit policy and a toolkit to help SPR staff negotiate public benefits in contracts. SPR also developed public benefit reporting forms for vendors to more transparently highlight their public benefit offerings and accomplishments.
- **Collaborated with the Office of Immigrant and Refugee Affairs** to hold 6 of their 14 Citizenship Clinics at SPR community centers. [Bitter Lake (twice), Meadowbrook, Van Asselt, Delridge, South Park]. A citizenship clinic is an event serving 25-50 people where volunteer attorneys, interpreters, and others assist eligible green card holders with completing their N-400 naturalization application. Attendees may also receive information about low-interest loans to pay for the naturalization application processing fee or help completing a fee waiver application.
- **Updated the Joint Athletic Facilities Development Program with Seattle Public Schools** that identifies a strategic direction for athletic facilities, including goals, design guidelines, and future projects.
- **Improved air quality and park safety** by working with SPD at Golden Gardens and Alki Beach to provide safe beach fires with clean-burning materials.

Organizational Excellence:

- **Completed the Seattle Parks and Recreation 2020-2032 Strategic Plan** that will guide SPR's priorities and investments. This plan lays out a bold vision for how SPR can help achieve our vision of supporting Healthy People, a Healthy Environment, and Strong Communities and build a more equitable and inclusive parks and recreation system. As part of the process, we engaged with over 10,000 people in many ways at over 35 meetings, Parks and Rec Fests, listening sessions, social media, online and more. SPR's Community Engagement Ambassadors attended meetings and events and were able to communicate with the public in 12 languages.
- **Reported out on our work and successes:** SPR completed the [2018 Seattle Park District Annual Report](#) and [2018 Impact Dashboard](#).
- **Supported training and professional development opportunities:** SPR HR provided staff with Foundations of Change, an all-day learning experience focused on Race and Social Justice. 819 employees (94% of our workforce) had an opportunity to share their experiences and learn how to connect deeper with all communities.
- **Welcomed new employees:** SPR HR contributed to the well-being of our communities and the residents of Seattle-King County area by providing 108 career opportunities or promotions in 2019!
- **Supported the adoption of more than 25 SPR-related pieces of legislation by the City Council in 2019,** including: property acquisitions, appointments of community volunteers to the Board of Park Commissioners and Seattle Park District Oversight Committee, partnership agreements, and acceptance of grants and donations, as well as property use permits (easements, leases and transfer of jurisdiction agreements).
- **Began work in the following arenas:** Working with the Seattle Park District Oversight Committee and Park Foundation to evaluate the Major Projects Challenge Fund and develop recommendations to make the funding more easily accessible for smaller projects and to prioritize underserved communities.

Selected Q&A, Comments- Superintendent's Report

Q1: How will enforcement of the new multiuse trails policy be implemented?

A1: Enforcement will focus is on park user education via speed limit signage and self-management.

Q2: Will we talk about SPR metrics during the financial plan development phase? If so, how?

A2: SPR staff will work with the Seattle Park District Oversight Committee and the Board of Park Commissioners in 2020 to review the existing performance data. SPR's performance data will be a part of the context for the Seattle Park District financial planning process.

Q3: Will SPR provide additional information about how the tax rate for the Seattle Park District? How will that work?

A3: SPR staff will present information about how potential plan outcomes may affect the tax rate throughout the Seattle Park District financial planning process.

- **Recommendations/Decisions Made:** NA

Old/New Committee Business- with Kelly McCaffrey, Seattle Park District Oversight Committee Chair

Dewey, Marlon, Tom, Deepa began putting together strategy for how to communicate better with Council

- Marlon has identified council staff for collaboration.
- Dewey send some direction about alternative ways to communicate with council and how to manage expectations around communication.
- Plan to meet again after the holidays.

Keaton Corner Parks received a Department of Neighborhoods grant and project design is at 60%. This project will be on the list of opportunities for the PDOC's consideration during the Seattle Park District financial planning process.

At the 2019 Denny Awards, William Lowe was honored for his many years of volunteer service with the Superintendent's Award.

Office of the Waterfront Donor Recognition Plan – with Marshall Foster, Office of the Waterfront and Civic Projects, Director and **Heidi Hughes**, Friends of Waterfront Seattle, Executive Director

Summary: Friends of Waterfront Seattle is the nonprofit partner to the City of Seattle. Working together, they ensure waterfront visitors have a great experience in the beautiful park. Friends of Waterfront Seattle is the official philanthropic partner to the waterfront. To supplement the public's capital investment, they are raising \$110 million over the next five years to help build the park.

Friends activates the existing waterfront with free cultural, recreational, and educational programs designed for local, diverse audiences. This work is paramount to the success of the future Waterfront Park as it allows Friends to develop and refine the strategies, practices, and partnerships critical for creating year-round public programs for the future park. Celebrating a range of cultures and attracting diverse audiences from all over the region, Seattle's renewed waterfront is shaping to be a vibrant and welcoming place for everyone.

Examples include:

- [Hot Spot](#)- Free live music & performances every weekend, all summer long.
- [Trick or Treat on The Waterfront](#)- October event with treats from participating business, live music, photos with costumed characters, and prizes.
- [Deck the Dock](#)- A family-friendly holiday dance party held at Pier 66's Bell Harbor.

Friends of Waterfront Seattle and the City of Seattle are developing numerous elegant and fun ways to recognize donors at all levels throughout the future park. Just like the park itself, many of these ideas are still under construction. Friends of Waterfront Seattle shared some of these donor recognition design ideas with PDOC and solicited feedback.

[Learn more \(hyperlink here\)](#) and [see the presentation \(hyperlink here\)](#) (Starts at 46:45, ends at 1:13:00).

Selected Q&A, Comments- Office of the Waterfront Donor Recognition Plan

C1: Jessica- 2nd vandalism. Consider mapping, tracking and monitoring to ensure as changes to the space happen, they get covered. Consider this. Is there a limitation to how long visibility of recognition elements will maintain visibility? (last comment from presenter, check tape). logos change over time. Height hazards (built into landscape architecture and feature wayfinding elements), no designs feature logos.

Q1: Marlon- Thank you the consideration regarding durability and visual aesthetic. Do you have any readily available examples of how the pieces blend in with wayfinding features? Will distract or trump a wayfinding sign?

A1: We are attempting to adhere to the City's wayfinding design standards. We are using smaller scale wayfinding features. We are also using panoramic maps for wayfinding that follow a blue and green color palette. Donor recognition features will share font/typography, color and scale with wayfinding standards.

Q2: Appreciate thoughtfulness of your direction. Characterize number of donors. Catch on video.

A2: Snapshot of Donor Recognition Signage slide shows quantities. In addition, large opportunities with railing display. Fundraising results will determine size, scale and number of names featured on railing.

Q3: Marc- how have you socialized this with the donors you are approaching

A3: Now focused on large donation. Current design approach in resonating with current group.

Q4: Evan- Awesome. Fabrication specs for vandalism

A4: individual panels of durable materials can be removed and allow for replacement. Graffiti abatement staff will be dedicated. No applied and painted materials. Most materials can be refinished. Park activation will deter.

Q5: Evan-Donor names with donation amount designation

A5: value of donation may determine placement, size, type and uniqueness of the recognition feature.

Recommendations/Decisions Made: NA

Discussion of Final 2020-2032 Seattle Parks and Recreation Strategic Plan – with Kathleen Conner, Seattle Parks and Recreation, Strategic Advisor and Selena Elmer, Seattle Parks and Recreation, Strategic Advisor

Summary: SPR staff presented the final draft of the Seattle Parks and Recreation Strategic Plan.

SPR Staff opened with the plan's guiding values, provided an overview of the contextual information in the plans including themes for SPR's outreach and engagement activities. Each section of the plan was review and some additional context given for content with each section.

SPR Staff outlined the following changes to the plan since the November 19 PDOC meeting.

- Reviewed all comments received and incorporated as many as possible.
- Added annotated table of contents to orient the reader and add context about how "Organizational Excellence" connects to Healthy, Healthy, Strong.
- Collapsed some strategies for clarity (rather than grouping or numbering) and reworded to underscore focus on equity.
- Added further context about ongoing planning and connections to individual staff work plans.

- Added more to “What We Offer” section of the plan.

SPR Staff outlined the following next steps in the strategic plan process:

- The strategic plan will be officially rolled out in January. This effort will include video, printed copies, and on-line and be distributed to staff, community, and elected officials.
- Publish an on-line strategic plan appendix that catalogues input on the plan.
- Prepare divisions specific work plans that implement the plan.
- Completing preliminary background work on the development of the 2021-2026 Park District Financial Plan.
- Continue the Conversation through public engagement activities in Winter 2020.

[Learn more \(hyperlink here\)](#) and [see the presentation \(hyperlink here\)](#) (Starts at 1:13:00, ends at 1:54:00).

Selected Q&A, Comments- Strategic Plan Update: Community Outreach and Engagement

C1: Include a “call to action” in the acknowledgements that highlight how one can get involved/get in touch with SPR.

C2: Will the plan be available in other languages? Consider translating the plan into the top 5 languages spoken in your service area.

Q3: Add page numbers or another numbering system. Will there be quick reference version be made available for PDOC and SPR staff.

A3: We decided to forego numbering so not to imply a hierarchy among the items in the plan. We applied visual tools such as color and callout boxes to organize the information with creating a perceived hierarchy.

Q4: Add additional heading and subheadings help organize the information. Is there anything in the plan about interdepartmental/interagency collaboration?

A4: Yes. Information about interdepartmental/interagency collaboration appears in the organizational excellence section of the plan.

Q5: How will the plan and plan layout translate to a digital medium?

A5: We are working closely for a designer to develop the web version of the plan.

C6: Add numbering or some sorting of coding reference to strategies for future tracking and reporting. Add performance metrics. Add milestones that inform decision making and indicate progress on strategies. Build future annual report design on this plan design.

Proposed Update to the Major Project Challenge Fund – with David Graves, Seattle Parks and Recreation, Strategic Advisor

Summary: The Seattle Park District’s Major Project Challenge Fund (MPCF), initiated in 2016, was an effort at partnering with community groups to make improvements to existing park facilities. Over the course of two rounds of the MPCF, there have been successes and areas that need improvement. At the same time, the City of Seattle began an increased focus on equity with the 2016 Comprehensive Plan update. The new round of Park District funding starting in 2021 affords us the opportunity to review and rethink the MPCF to better align it with the City’s broader focus on equity.

To date, this has been an internally focused review of the MPCF. Public involvement would occur as part of the Parks District Oversight Committee’s work on the next round of the Park District funding. With the above MPCF issues in mind, SPR staff, Sean Watts (PDOC), Andrea Akita (Park Board/PDOC), Ken Bounds and Thatcher Bailey met over the late summer and fall to review the MPCF and other City initiatives and prepare this recommendation.

Our recommendation to the District Oversight Committee, the Superintendent and the Seattle City Council as the Park District Funding Board is to change and shift the focus of the Major Project Challenge Fund to a NEW Community Response and Equitable Park Development Fund as outlined below and increase the budget available to \$2.5 million per year with two FTE staff; \$2M and 1.5 FTE devoted to the Equitable Park Development component (EPD) and \$500K and 0.5FTE devoted to the Community Response component. Staff associated with the EPD would spend the first six to nine months getting up to speed on the communities and meeting with community members/groups and City staff familiar with those areas in advance of launching any funding program. The fund would also be available in this initial phase in small increments to community groups to fund grant writing, community design and other pre-planning activities. The goal of this new fund is to **grow the capacity of our underserved and underrepresented citizens and communities, **improve** SPR facilities in areas that have a history of racial disparities and that serve the needs of our underserved and underrepresented citizens and communities and **connect** our underserved and underrepresented citizens and communities with SPR staff and our facilities.**

[Learn more \(hyperlink here\)](#) and [see the presentation \(hyperlink here\)](#) (Starts at 1:20:35, ends at 2:30:00).

Selected Q&A, Comments- Strategic Plan Update: Community Outreach and Engagement

C1: As a member of the group that developed the proposed new direction of the MPCF, I’d like to thank the group for all of the thought that went into the proposal. It is nice to hear such a positive reaction. There will opportunities for the PDOC to envision how we can accomplish the recommendations forthcoming.

Q2: What board action is being requested tonight?

A2: No board action needed tonight. This presentation is intended to present your colleague’s thoughts on a new direction in advance of the Seattle Park District financial planning process.

C3: Have you looked at the Department of Neighborhood (DON) major projects fund? DON split into 13 district and evenly allocated and allowed community to decide where that funding should go. Distinguish the equitable development fund from other opportunities through some criteria.

C4: Let's make sure we don't conflate equity and equality. Equity requires strategies for redressing historical neglect. It is so important to have very clear criteria going in

Q5: With new direction for MPCF, will this board still be the body making funding recommendations? If so, we still retain autonomy to sort out inequity that may arise.

A5: Yes. The PDOC will continue to have MPCF in their work plan.

C6: I like how this direction leverages current City equity solutions and aligns with the City's direction.

Recommendations/Decisions Made: NA