

# Board of Parks & Recreation Commissioners Superintendent's Report

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AP Diaz, Superintendent

April 10, 2025



**Seattle**  
Parks & Recreation

Healthy People, Thriving Environment, Vibrant Community

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# Department Update





# Parks & Recreational Services: Recreation



**SEATTLE CITYWIDE  
RECREATION PROGRAMS**

**2025 SUMMER CAMP**

**COMMUNITY CENTERS:**

**ZONE ONE**  
DELDRIDGE  
HIGH POINT  
JEFFERSON  
RAINIER BEACH

**ZONE TWO**  
GARFIELD  
MILLER  
NORTHGATE  
QUEEN ANNE  
YESLER

**ZONE THREE**  
BALLARD  
BITTER LAKE  
GREEN LAKE  
LAKE CITY  
LAURELHURST  
LOYAL HEIGHTS  
MAGNUSON  
MEADOWBROOK  
RAVENNA-ECKSTEIN

**ENVIRONMENTAL LEARNING**




**FAMILY  
FUN ACTIVITIES**

• • • Spring 2025 • • •

Free or low-cost activities for the whole family!



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Parks & Recreation**



**SEATTLE CITYWIDE  
RECREATION PROGRAMS**

**SPRING 2025 PROGRAMS**


**COMMUNITY CENTERS:**

**ZONE ONE**  
DELDRIDGE  
HIAWATHA  
HIGH POINT  
JEFFERSON  
RAINIER  
RAINIER BEACH  
VAN ASSELT

**ZONE TWO**  
GARFIELD  
INT'L DISTRICT/CHINATOWN  
MILLER  
MONTLAKE  
NORTHGATE  
QUEEN ANNE  
YESLER

**ZONE THREE**  
BALLARD  
BITTER LAKE  
GREEN LAKE  
LAKE CITY  
LAURELHURST  
LOYAL HEIGHTS  
MAGNUSON  
MEADOWBROOK  
RAVENNA-ECKSTEIN

**VIRTUAL PROGRAMS**  
**ENVIRONMENTAL LEARNING**





# Parks & Recreational Services: Recreation





# Parks & Recreational Services: Youth Engaged in Service Program





# Parks and Capital Development: Project Updates

## Willow Creek Fish Passage Restoration Project



## Be'er Sheva Park



# Park Project Updates: Seattle Conservation Corp

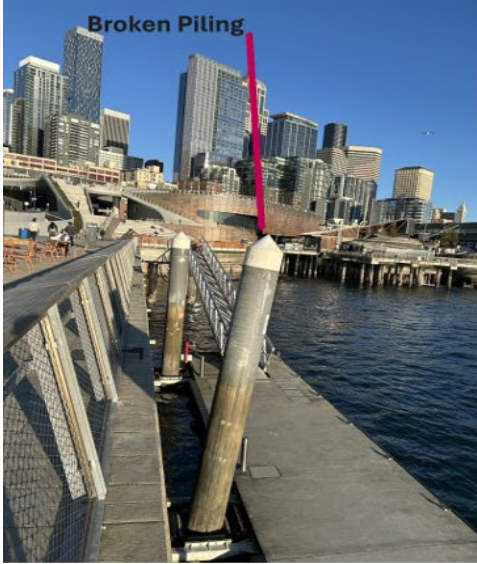


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# Park Project Updates (continued)

## Recent Pier 62 Repair



## Genesee Playfield #2



## Mickey Merriam PF #8

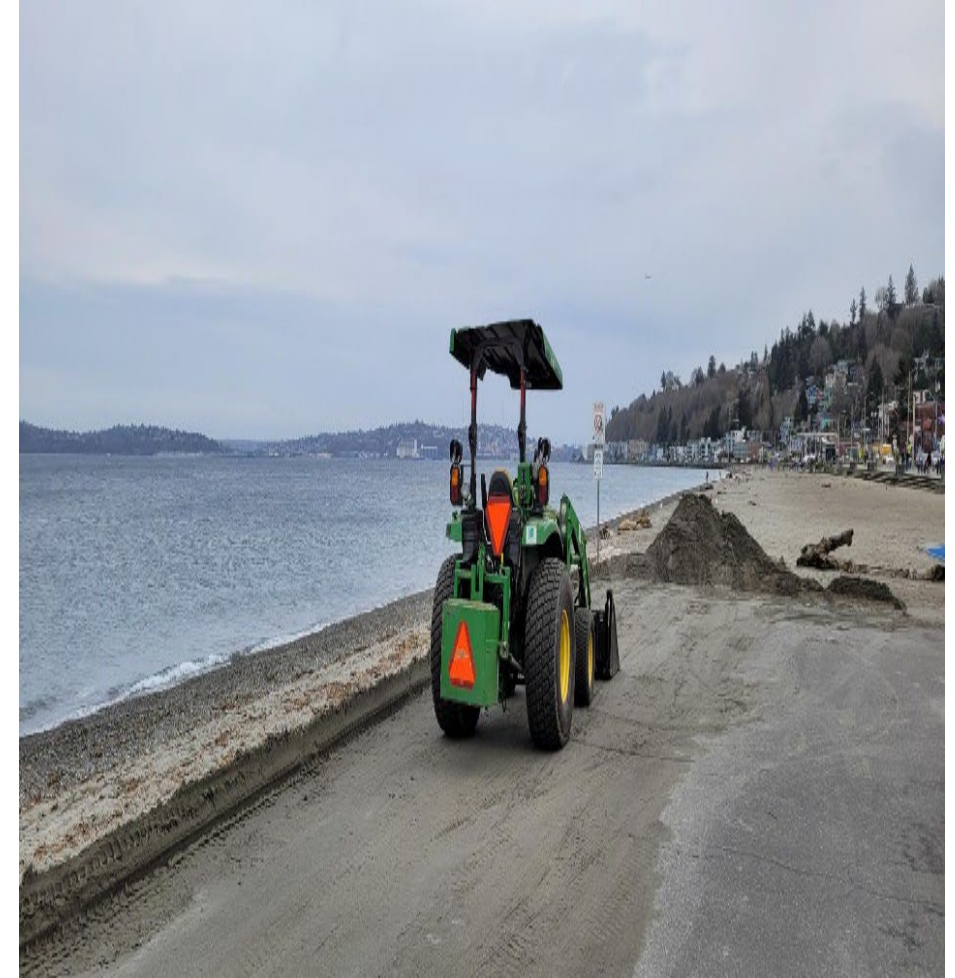


# Park Project Updates: Salmon Bay Park Play Area





# Park Resources: Maintenance





# Parks and Environment Division: Park Rangers





# Park Activation: Center City Partner Event





# Thank you!



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# Communications Report: 2024

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Rachel Schulkin, Director of Public Affairs | April 10, 2025



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# Communications Introduction

Media and Press  
Releases

Branding

External  
Communications  
Website, Blog,  
Monthly Newsletter

Social Media (X,  
Facebook, LinkedIn  
Instagram, TikTok,  
BlueSky, Nextdoor)

Phone line

Email  
Correspondence

Internal  
Communications

Speaking events

Reporting (Monthly  
reports, and  
Mayor's Weekly  
report)



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# Website

- 2,218,518 Page Views
- Most Visited Pages
  - Discovery Park
  - Pool pages
  - Toddler Gyms
  - In summer: Colman and Mounger Pool, Golden Gardens, spray parks, beaches



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# Social Media—Facebook



Seattle Parks and Recreation ✓

December 5, 2024 · 🌐

...

Thank you, Pete, for your many years of dedication and expertise at the Seattle Japanese Garden!

Pete Putnicki's tenure at the Seattle Japanese Garden concluded on December 3rd. Since 2015, he has served as the Senior Gardener, contributing significantly to the care and development of the Garden. With more than 25 years of professional horticultural experience, Pete has participated in numerous workshops, seminars, and programs dedicated to the art and craft of Japanese gardens.

As he embarks on a new chapter, running his own gardening and landscape design business, we look forward to seeing his continued contributions to Seattle's gardening community.

Thank you, Pete, for your many years of dedication and expertise. We wish you great success in your new endeavors.



- 40+ Facebook Pages
- Main SPR Page
  - Gained 2,474 followers in 2024
- Popular Posts:
  - Park Maintenance Highlights
  - Events
  - Park Openings



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# Social Media—Instagram

- Instagram
  - 13,343 new followers 2024
  - Popular Posts
    - Events
    - #WheresEdward
    - Beach Closures



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# Key Goals of the Executive Order

- Improve **digital accessibility** to meet new federal standards.
- Implement Seattle's first **plain-language plan**.
- Enhance **coordinated communications** across city departments.

## Mayor Harrell Issues Executive Order to Improve the Accessibility of City Resources and Information

by [Ben Dalgetty](#) on February 21, 2025



**Seattle** – Today, Mayor Bruce Harrell issued an Executive Order to improve accessibility of information through a One Seattle Community Communications Strategy. The strategy includes the creation of the Seattle's first plain language plan and new





# Blog and Newsletter

- Blog
  - App. 20,000 blog views each month
  - Most popular blogs
    - Lincoln Park Troll
    - Bicycle Weekends
    - Fall/Halloween Event Round-Up
    - Christmas Ships
- Newsletter
  - Over 35 newsletter topics
  - Main newsletter—over 39,000 subscribers
  - Most popular articles
    - Seasonal program brochures
    - Center City Events
    - Lifelong Recreation Programs





# General Info



200-500  
calls/month

## Top Call inquiries

- Noise Complaints
- Community Center/Pool
- Restrooms



~300  
emails/month

## Top Email Inquiries

- Noise
- Bicycle Weekend
- Park Maintenance



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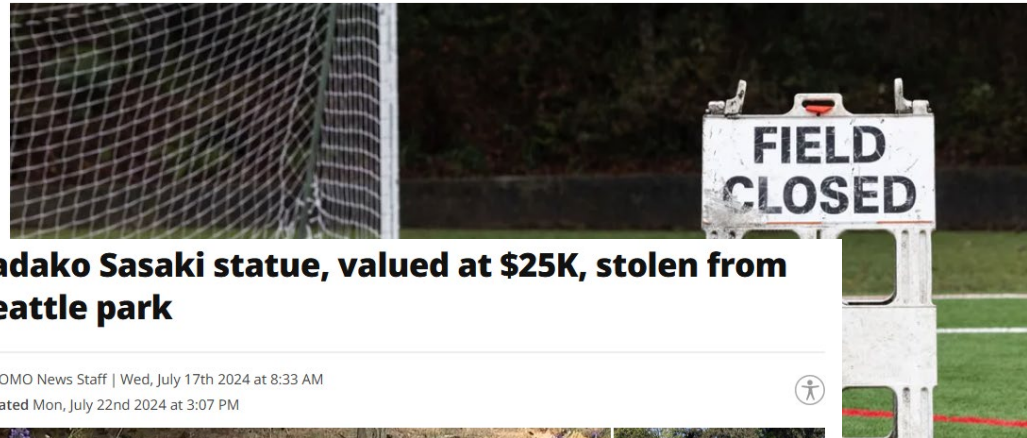


# News/Media Inquires

- 1-3 Media inquiries each day
  - Top Stories of 2024
    - Freezing Synthetic Fields
    - SWTLC Shooting
    - Denny-Blaine Park
    - Alki and Golden Gardens Hours Change
    - Stolen Peace Park Statue
    - Victor Steinbrueck Park
    - Camp Long Fire

## What is 'frost heaving'? It's happening at Seattle playfields

Jan. 17, 2024 at 7:13 am | Updated Jan. 17, 2024 at 3:33 pm



### Sadako Sasaki statue, valued at \$25K, stolen from Seattle park

by KOMO News Staff | Wed, July 17th 2024 at 8:33 AM  
Updated Mon, July 22nd 2024 at 3:07 PM



A photo shows what's left of the Sadako Sasaki statue that was stolen. (KOMO 1)

### CAMP LONG: More than a building burned. Here's how you can help rebuild the 'catalogue'

NOVEMBER 15, 2024 6:00 PM | 5 COMMENTS | WEST SEATTLE FIRES | WEST SEATTLE HISTORY | WEST SEATTLE NEWS | WEST SEATTLE PARKS



Microsoft

Empowering inn  
and economic o  
for 50 years. Tha  
Puget Sound, for  
part of our jour



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# 2024 Accomplishments

Training  
internally and  
with partners  
externally

Accessible  
PDFs on  
website

New  
SharePoint Site

We're on  
TikTok!

Viral social  
media content

Canva and  
improved  
design of  
marketing

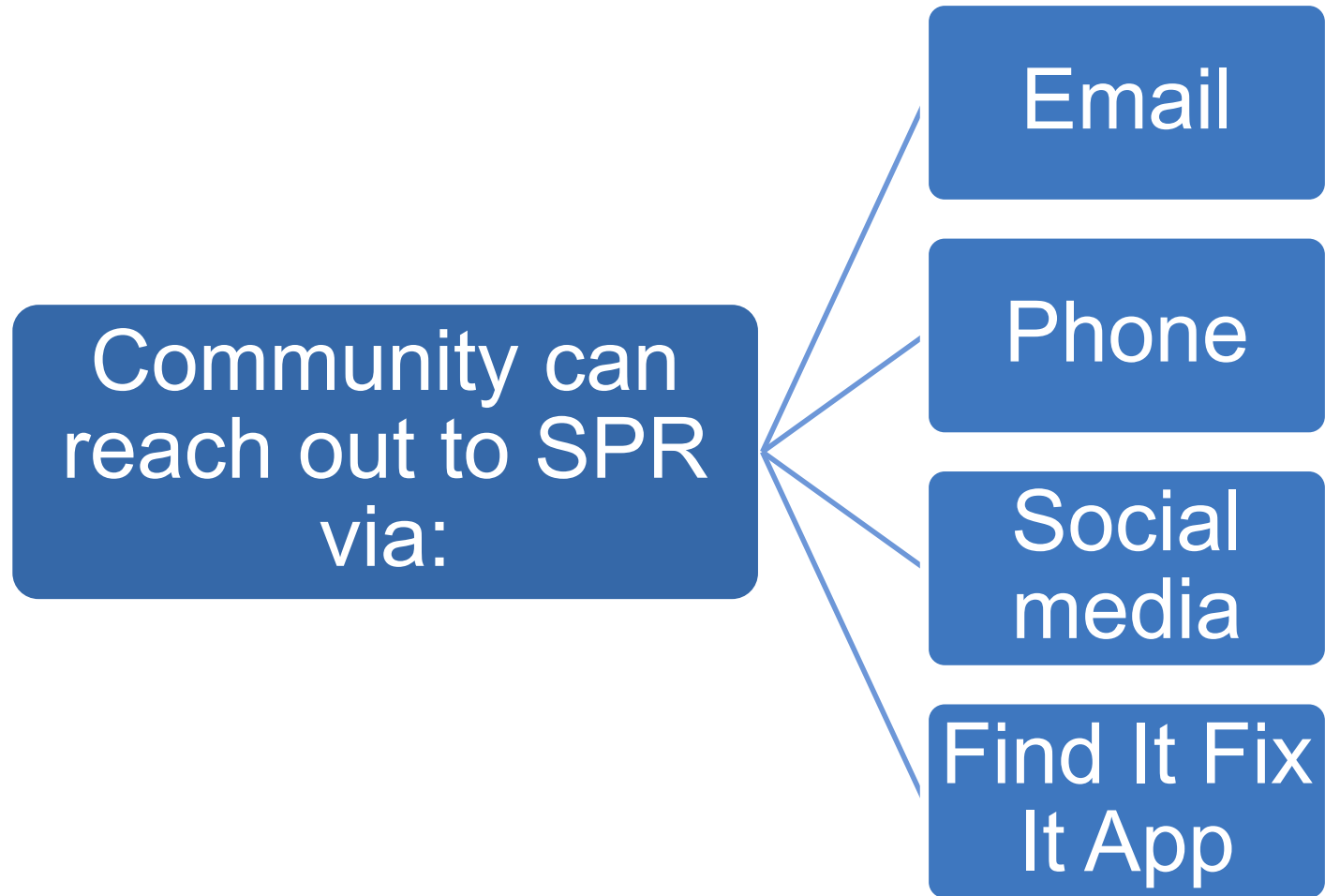


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# Responsiveness



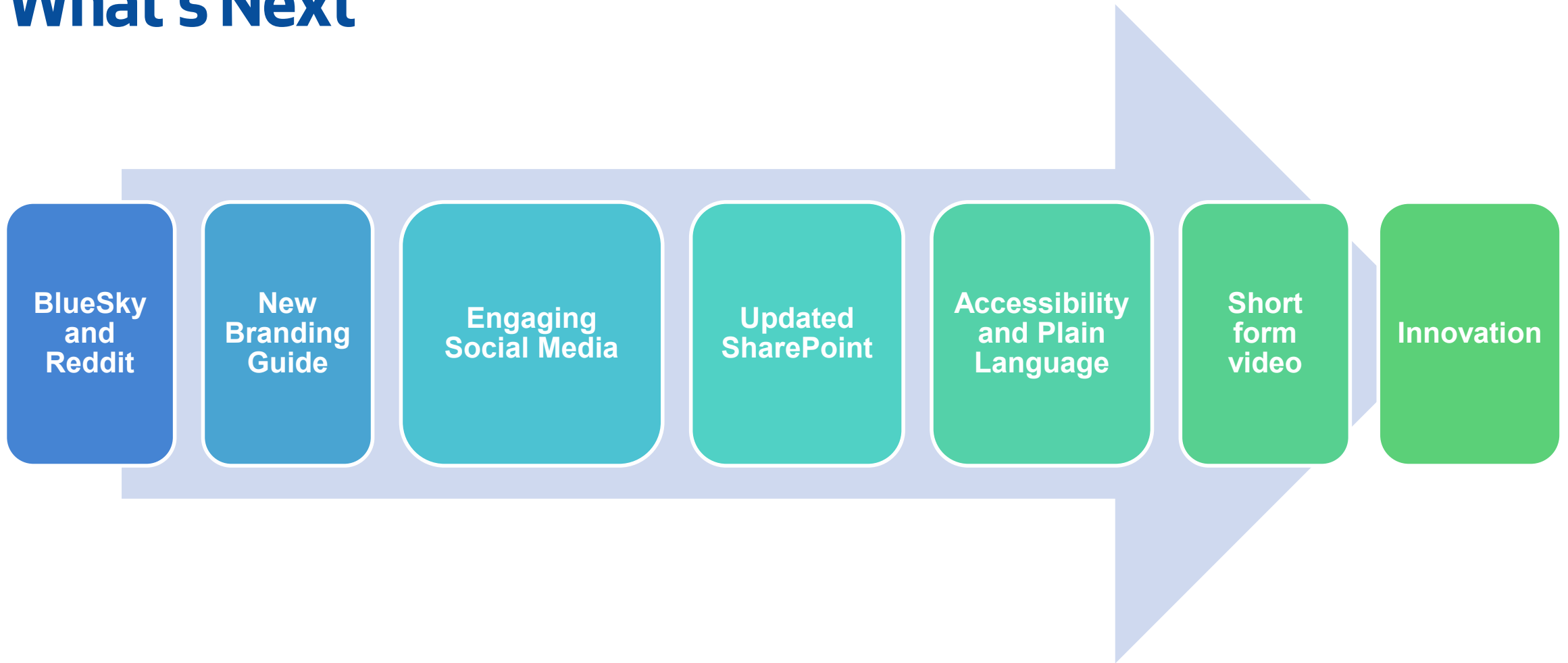
And we respond with information or a service request, an apology, or thanks



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# What's Next



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# Thank you!



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