



Parks, Recreation and
Cultural Services/Tree
Board

March 24, 2016



**Parks, Recreation and Cultural Services Board
2016 Meeting Schedule**

Date:	Time	Location:
April 28	7:00 p.m.	Shoreline City Hall, Room 303
May 26	7:00 p.m.	Shoreline City Hall, Room 303
June 23	6:00 p.m.	Shoreline City Hall, Room 303
July 28	7:00 p.m.	Annual Tour of Parks & Facilities
August 25	7:00 p.m.	Shoreline City Hall, Room 303
September 22	7:00 p.m.	Shoreline City Hall, Room 303
October 27	7:00 p.m.	Shoreline City Hall, Room 303
December 1	7:00 p.m.	Shoreline City Hall, Room 303



AGENDA
PARKS, RECREATION & CULTURAL SERVICES/TREE BOARD
REGULAR MEETING

Thursday, March 24, 2016
7:00 p.m.

Shoreline City Hall Room 303
17500 Midvale Ave North

	<u>Estimated Time</u>
1. CALL TO ORDER/ATTENDANCE	7:00
2. APPROVAL OF AGENDA	Action 7:02
3. APPROVAL OF MINUTES	Action 7:03
4. PUBLIC COMMENT	7:04
NOTICE OF DISCLOSURE <i>The City of Shoreline will enter all comments received into the public record and may make these comments, and any attachments or other supporting materials, available unchanged, including any business or personal information (name, email address, phone, etc.) that you provide available for public review. This information may be released on the City's website. Comments received are part of the public record and subject to disclosure under the Public Records Act, RCW 42.56. Do not include any information in your comment or supporting materials that you do not wish to be made public, including name and contact information.</i>	
5. DIRECTOR'S REPORT	Information 7:07
6. PARAMOUNT OPEN SPACE PARK/ TWIN PONDS WETLANDS	Discussion 7:15
7. PROS PLAN	7:35
a. Online Questionnaire	Discussion
b. Community Survey Results	Information
c. PRCS/Tree Board Engagement	Discussion
d. Quarterly Report	Information
i. Public Engagement Toolkit & Training	
ii. Stakeholder/Focus Group Meetings	
iii. Inventory & Condition Assessments	
8. ALCOHOL PERMIT FOR KRUCKEBERG BOTANIC GARDEN	Discussion 8:20
9. WATER REDUCTION PLAN	Information 8:35
10. COMMENTS FROM THE BOARD	8:50
11. ADJOURN	9:00

The PRCS/Tree Board meeting is wheelchair accessible. Any person requiring a disability accommodation should contact the City Clerk's Office at 801-2230 in advance for more information. For TTY telephone service call 546-0457.

UPCOMING EVENTS

Pool Closure through mid-June

Native American Storytelling

- **Date:** 04/01/2016 7:00 PM - 9:00 PM
- **Location:** Fircrest Chapel

Council of Neighborhoods Monthly Meeting

- **Date:** 04/06/2016 6:30 PM - 9:00 PM
- **Location:** Shoreline City Hall - Council Chambers

Tween Night

- **Date:** 04/09/2016 6:30 PM - 10:30 PM
- **Location:** Richmond Highlands Recreation Center

Volunteer Soiree

- **Date:** 04/14/2016 5:30 PM - 7:00 PM
- **Location:** Shoreline City Hall Lobby

Middle School Night

- **Date:** 04/16/2016 7:00 PM - 11:30 PM
- **Location:** Richmond Highlands Recreation Center

Paramount Park Star Party

- **Date:** 04/16/2016 8:00 PM
- **Location:** Paramount School Park

Richmond Beach Saltwater Park Volunteer Work Party

- **Date:** 04/23/2016 9:00 AM - 12:00 PM

Gallery at City Hall Open House

- **Date:** 04/23/2016 4:00 PM - 6:00 PM

World Dance Party

- **Date:** 04/29/2016 6:00 PM - 9:00 PM
- **Location:** Richmond Masonic Hall



Minutes for the Parks, Recreation
and Cultural Services Board / Tree Board
Regular Meeting

February 25, 2016
7:00 p.m.

Shoreline City Hall
Room 303

1. **Call to Order/Attendance**

The meeting was called to order by Chair Sycuro at 7:02 p.m.

Park Board Members Present: Jesse Sycuro, William Franklin, Katie Schielke, Lauren Smith, John Hoey, Betsy Robertson, Cindy Dittbrenner, Christine Southwick

Absent: Vadim Dolgov

City Staff Present: Eric Friedli, Director; Maureen Colaizzi, Parks Projects Coordinator; Kirk Peterson, Parks Superintendent; Mary Reidy, Recreation Superintendent; Lynn Gabrieli, Administrative Assistant III

2. **Approval of Agenda: Chair Sycuro recommended moving the Director's Report to follow the PROS Plan presentation. Hearing no objection he moved to approve the agenda as amended. Seconded by Ms. Robertson. The motion carried.**

3. **Approval of Minutes: Chair Sycuro called for a motion to approve the January, 2016 minutes. So moved by Mr. Hoey and seconded by Ms. Southwick. The motion carried.**

4. **Public Comment: None**

5. **Director's Report (moved to Item #11)**

6. **Community Garden Leadership Appointment.** Staff provided contextual information as outlined in the Agenda Packet memo and recommended the appointment of five Sunset Community Garden Leadership applicants: Jeanne Powell, Glenda Fabrizio, Benjamin Fabrizio, Diana Ensenat, and Mardie Ashby. The Board inquired about the absence of leadership applicants at Twin Ponds and suggested checking in with each gardener at Twin Ponds to get feedback. Following the discussion, **Chair Sycuro called for a motion to approve the appointment of the aforementioned candidates to the Sunset Community Garden Leadership Committee. So moved by Ms. Southwick and seconded by Ms. Schielke. The motion carried.**

7. **Public Art Subcommittee Appointment**

Ms. Robertson brought a motion from the Public Art Subcommittee to recommend the appointment of Bruce Amundson to the Public Art Subcommittee. So moved by Ms. Southwick and seconded by Mr. Hoey. The motion carried.

8. **Fees and Cost Recovery Report**

Ms. Reidy summarized the Recovery Target Matrix that provides the foundation for establishing the cost recovery target for recreation programs. She illustrated how this matrix is currently being used successfully by the Recreation program to set fees appropriate to the activity, competitive with market analysis, and commensurate with community benefit.

Staff will continue to expand the use of this tool across more programs and services. The Board asked how often fees and charges are questioned by the public and they affirmed that this tool is helpful, both in setting appropriate fees and in explaining the rationale to the public. It illustrates a well thought out policy-based methodology.

9. 2016 PROS Plan Asset Inventory & Assessment Update

Mr. Peterson demonstrated the use of City Works, a new citywide Asset Management tool used to track, inventory, and assess assets and manage work orders. This tool will be used by Parks in conjunction with the PROS Plan to complete an inventory of all park assets. By the middle of April most Park assets will be populated in the database. Work orders can then be issued using the system, employee time can be tracked, and the value of the resources and cost to the community can be calculated. Condition assessments will be valuable in developing a maintenance plan and budget over the long-term.

10. 2016 PROS Plan Community Engagement Plan

Ms. Colaizzi introduced the draft Community Engagement Plan (Attachment A). Mr. Friedli explained the tagline, “Securing Our Foundation, Shaping Our Future” that acknowledges the great work which set the stage for a healthy vibrant Shoreline and invites the community to envision the future. If we are able to do both things, the PROS Plan will be successful.

Ms. Colaizzi emphasized the importance of public engagement in a successful and relevant Plan and walked through each element of the draft Community Engagement Plan. Following her presentation the Board made the following comments:

- How will we measure success? Is it quantitative? Is it assessed following each intercept, workshop, or other event? Page 5 could be more specific in terms of how often progress will be evaluated, how “diversity” is defined and measured, and what the terms of success look like. A more definitive framework could be more helpful.
- Add “Trees” to PRCS to represent more comprehensively the Board’s role.
- Can the PRCS Board be called out among the volunteers who will have an active role in partnership with the City in reaching out to the community? Staff proposed adding a paragraph after “Staff Engagement” that calls out the PRCS/Tree Board involvement.

Following the discussion the Board was invited to join staff at upcoming neighborhood association meetings to begin gathering public input. The following list represents the intent of the Board at the time of the Board meeting:

- John Hoey, Richmond Beach
- Katie Schielke, Parkwood
- Bill Franklin, Meridian Park
- Katie Schielke, Highland Terrace
- Christine Southwick, North City
- Christine Southwick, Ballinger
- Cindy Dittbrenner, Ridgecrest
- Betsy Robertson, Hillwood
- Betsy Robertson, Echo Lake
- John Hoey, Innis Arden

Lauren Smith agreed to help facilitate a Teen Focus Group

The Board offered the following comments about other ways to reach out to the community:

- A canopy at Farmer’s Market and Earth Day.
- Have a computer at the libraries for the public to use to complete the online questionnaire as they drop in.

- Chair Sycuro questioned whether a PROS Plan subcommittee or retreat is needed to keep pace with the schedule? The Board reviewed the Agenda Planner and agreed that the schedule is full and extra meetings may be scheduled as needed. The Board asked how they can provide feedback and get involved in a meaningful way, even with a consultant on board.
- They expressed the desire to be visible hands-on ambassadors in the community during this project.
- The Board requested advanced materials and opportunities to actively participate in the formation of the Plan.
- Chair Sycuro charged the Board to review the Communication Plan and the schedule coming up and bring ideas to the next meeting.
- Board members felt urban forestry questions should be included in the online questionnaire.
- They requested an opportunity to share their comments about the Communication Plan and opportunities for community engagement at the next meeting.
- The Board will review the one-sheet publicity flyer and provide feedback to staff.

Chair Sycuro called for a motion to approve the draft Communication Plan. So moved by Ms. Southwick and seconded by Ms. Dittbrenner. The motion carried.

11. Director's Report

- Mr. Friedli thanked Mr. Peterson and Ms. Reidy for acting as Director in his absence during the month of February.
- The wetland and stream assessment for Paramount Open Space is complete and out for a 30 day comment period before being inserted into the 145th Street station area environmental impact study. Miranda Redinger will present the results of the study and invite the Board's comments at the March PRCS/Tree Board meeting.
- The City Manager's Office formed a Ten Year Financial Sustainability Citizens Advisory Committee which meets every two weeks through May to assess future funding options for the city. The outcome will be either recommending or not recommending a levy lid lift renewal. Mr. Friedli presented on Parks, Recreation and Cultural Services prior to the PRCS Board meeting. The presentation and more information can be found at www.shorelinewa.gov/FSCAC.
- The rollout of new registration software, Max Galaxy, resulted in 70 percent of all registrations occurring online and just 30 percent by phone or in person. This represents a reversal from registration numbers prior to the introduction of the software.
- The pool is closed for major repairs until mid-June. Construction begins March 7. Check www.shorelinewa.gov/poolrepair for the details.
- 40 kids attended Shoreline Parks Midwinter Break Camp which maintained a wait list of 20.
- The Shoreline Veterans Recognition Plaza received a \$20,000 4Culture grant to contribute to the project's funding. The Plaza is expected to be complete by Armed Services Day on May 21.
- Signs have been delivered and will be installed at Darnel and Rotary Parks and Innis Arden Reserve.
- A bid package for hazardous trees was assembled and awarded to Best Tree Services, NW, Inc., who will begin work in April to remove dead and dying trees in the City's rights of way.
- Early February there were reports of rat poison in Shoreview Off Leash Area. No evidence was found upon inspection.
- No applications have been received for the PRCS vacancy. The deadline is tomorrow.

- Mr. Friedli was nominated to be the Vice President of the Washington Recreation and Parks Association. Board members are invited to cast their votes for whomever they choose.

12. Comments from the Board

Chair Sycuro reminded the Board that following his resignation there will be only one Board member on the Public Art Committee. He encouraged additional Board members to join. **Ms. Schielke volunteered and was appointed by Chair Sycuro to the Public Art Committee.**

The Public Art program is being scaled back due to diminishing funds. Board members considered the merits of drafting a memo to the City Council requesting a meeting with one or more Councilmembers to discuss the status of the Public Art program and to explore whether policies or ordinances might be changed to fund the arts. Mr. Friedli agreed to bring these concerns to the City Manager for advice on how to proceed. Chair Sycuro requested a joint meeting with the City Manager and Public Art Committee or full PRCS Board.

Ms. Southwick has been attending Planning Commission meetings, wearing her nametag to be identifiable as a Park Board member. She advocated for the Board's conspicuous involvement in community events and meetings.

Ms. Schielke asked about the plan for the trees along 145th during the redevelopment process and suggested the Board remain engaged as those plans develop.

13. Adjournment

Hearing no further business, Chair Sycuro called for a motion to adjourn. So moved by Mr. Hoey, and seconded by Ms. Southwick. The February meeting adjourned at 9:00 p.m.

Signature of Chair
Jesse Sycuro

Date

Signature of Minute Writer
Lynn Gabrieli

Date



Securing our Foundation, Shaping our Future

Shoreline's Plan for Parks, Recreation and Cultural Services 2017-2022

Draft Communication & Public Engagement Plan

February 25, 2016

Introduction

Twenty years ago when the residents of Shoreline decided to incorporate a new city, one of the important components was local control of the parks and open spaces. Previous plans and investments have established a strong foundation for what is a well-loved and used system of parks and recreation facilities, a variety of recreation programs and creative mix of cultural and community services. As Shoreline grows and evolves in the future its system of parks, recreation and cultural services needs to be a proactive part of that evolution.

Securing our Foundation

The past investment in capital improvements and program development has laid a strong foundation for parks, recreation and cultural services for the city of Shoreline. The 2006 bond program expanded the system by 27.4 acres and made substantial improvements to seven community regional parks. The City has invested in trails and other facilities that have greatly enhanced recreation opportunities and established a 1% for the Arts program that has funded permanent and temporary art. Recreation programs for youth, teens, people with special needs and adults have become an established service to the community. Community events have been developed that give communities in Shoreline a special sense of home.

This foundation, established over the past twenty years, needs to be secured so that the investments in the physical features of Shoreline parks are well maintained and cared for and the programs and services continue to meet the needs of Shoreline residents. Some pieces of that foundation are at risk. The Shoreline Pool is old and needs significant upgrades. The Spartan Recreation Center is owned by the School District and may eventually be needed by it for other purposes. We need to ensure that existing resources are adequate to maintain and eventually replace the newly developed parks features. This plan will describe what we will do to secure our foundation.

Shaping our Future

Shoreline is an evolving city that is consistently looking towards the future. Dramatic improvements to the Aurora Ave corridor, light rail station area planning, 145th street corridor analysis, are just a few examples of how Shoreline looks to and prepare for the future. It is timely to look at the future and



define what parks, recreation and cultural services will be needed in the future. To define our future, we need to understand future recreation demands, understand what people want and expect from their recreation and parks system, and what they are willing to pay for. This will let us shape a future that we can proactively work towards realizing.

Background

The Parks, Recreation and Cultural Service (PRCS) **Department has begun an eighteen-month** process to update Shoreline's plan for Parks, Recreation and Cultural Services (PROS Plan). The PROS Plan creates a 20-year vision and framework providing for Shoreline's recreation and cultural facilities and programs, and for maintaining and investing in park and open spaces. The planning underway to update this plan is an opportunity to engage people, supporters, and opponents alike; to re-assess our community's needs and prioritize program and capital projects with the City's mission and goals to ensure the right actions are taken for the right reasons at the right time.

A goal of the update process is inclusive participation, to provide multiple and varied opportunities for a wide range of community members and park, recreation and cultural users to provide meaningful input. Getting information to the community about Shoreline's Plan for Parks, Recreation and Cultural Services and receiving valuable input about future ideas for improving the Parks, Recreation and Cultural Services provided takes a concerted effort. Creating a communication and public engagement plan (CPEP) provides the framework for the engagement process and highlights ways that specific outreach activities will seek out, engage and consider the viewpoints of a wide cross-section of the Shoreline community.

In January 2016, City Council authorized the City Manager to enter into an agreement with a consultant team, MIG, to provide planning and analysis services for the update of Shoreline's Plan for Parks, Recreation and Cultural Services. The planning and analysis work to update the Shoreline's Plan for Parks, Recreation and Cultural Services has been broken down into three phases. Each phase contains a list of tasks to be accomplished during that phase.

Phase 1 Building our Knowledge (January – May 2016)

In Phase 1, The City of Shoreline will provide MIG with a deeper understanding of the Shoreline park, recreation and open space system, building on MIG's existing knowledge and recent local and regional planning efforts.

Phase 2: Diving Deep (April – December 2016)

During Phase 2, MIG will lead the community in exploration of the broader challenges and opportunities facing Shoreline's parks, recreation and open space system. This phase will include the largest portion of



public engagement and input; result in the market analysis and recreation demand study, as well as direction on the aquatic/community center and light rail station area park planning.

Phase 3: Bringing it All Together (October 2016 – July 2017)

In Phase 3, MIG will support City staff to refine and document outcomes from Phase 2 into a functional, actionable and visionary plan for Shoreline’s parks, open space and recreation system.

Planning and analysis work to complete the update to the PROS Plan includes:

1. Preparing and implementing a communication and public outreach plan.
2. Conducting and preparing a recreation demand study.
3. Conducting and preparing an aquatic/recreation center feasibility study.
4. Creating a park and open space plan for the City's two light rail station subareas.
5. Updating the Public Art Plan.
6. Conducting and preparing an asset inventory and condition assessment report of major park assets.
7. Drafting specific written chapters of the PROS Plan document related to the work components identified above.

DRAFT



Communication & Engagement

The purpose of the Communication and Public Engagement Plan (CPEP) is to outline and describe the roles, responsibilities, tools, and timeline for community involvement activities that will inform the Shoreline Parks, Recreation and Open Space (PROS) Planning and Analysis work necessary to update the PROS Plan document. This plan details the key outreach strategies, methods and tools as noted in the PROS planning and analysis consultant scope of work as tasks and matches them with target audiences. The CPEP also describes the roles that City of Shoreline staff and the MIG consultant team will play to implement the outreach tasks.

The CPEP is designed to accomplish the following:

- Identify the range and role of stakeholders who will facilitate and provide input into the PROS planning and analysis process;
- Describe communication, outreach, education and engagement methods that will ensure that a broad spectrum of stakeholders and the general public have access to, influence in, and a feeling of ownership of the process;
- Identify the timing and sequence of engagement activities in relation to the planning and analysis work to update Shoreline's Plan for Parks, Recreation and Cultural Services milestones; and,
- Establish a set of performance measures by which the effectiveness of the public engagement program may be evaluated.

Approach

The Public Engagement Plan offers opportunities for the public, underserved communities, key community, business and civic leaders, as well as City staff and elected officials to be involved in the planning and analysis work to update the PROS Plan. The PEP highlights ways that specific outreach activities will seek out, engage and consider the viewpoints of a wide cross-section of the Shoreline community. The approach includes the following goals:

1. Build Relationships in Shoreline. Create opportunities for stakeholders and the general public to meet and engage with others interested in improving the parks, recreation and cultural facilities, services and programs in the City.
2. Create Opportunities for Inclusive Participation. Provide multiple and varied opportunities for a wide range of community members and park, recreation and cultural users to provide meaningful input.
3. Collaborate and Inform Strategic Plan Decision-Making. Collect useful and relevant public input that reflects local expertise and values and informs decision-making related to updating Shoreline's Plan for Parks, Recreation and Cultural Services.



4. Build Long Term Capacity for Civic Engagement around Parks, Recreation and Cultural facilities and services. Build social capital and support those engaged through the process to stay involved and share not only concerns and issues, but also solutions and strategies necessary to implement the planning and analysis work to update Shoreline's Plan for Parks, Recreation and Cultural Services.

Guiding Principles

These guiding principles will be integrated within the outreach methods of the Public Engagement Plan:

- **Inclusive and Flexible.** The Project Team – consisting of City staff and the Consultant Team -- will proactively reach out and engage a full range of stakeholder groups across Shoreline. The public participation process will accommodate engagement in a variety of settings, for both individuals and different size groups. For example, the outreach will include three workshops in areas targeted to reach specific groups, as well as a public engagement toolkit that allows staff and volunteers to attend community meetings and events that engage harder-to-reach groups.
- **High-Touch and High-Tech.** Many people respond well to face-to-face communication. Intercept events will allow staff to go out into the community and reach people in a comfortable setting. Many of these same materials will be adapted to the digital environment – through the online questionnaire. Adapting these tools to be accessible by iPad, smartphone and home computer will help reach many additional users, especially those who typically don't attend traditional meetings.
- **Clear, Focused and Understandable.** Activities will have a clear purpose and use for the input, and will be described in language that is easy to understand.
- **Authentic and Meaningful.** The Project Team will support public participation activities as a meaningful investment that requires teamwork and commitment.

Measures of Success

The Public Engagement Plan will be evaluated based on the targeted objectives outlined below:

1. **Accessibility.** The process should serve multigenerational and diverse ability needs.
 - City sponsored workshops and open house events will be held in an ADA accessible location near public transit lines.
 - When feasible, City sponsored PROS Plan community workshops and open house events will be scheduled at varying times to allow participation by people who have diverse work schedules.



- Focus group and stakeholder meetings will be held in a variety of locations and formats to accommodate hard-to-reach groups such as youth, seniors, immigrant communities, low-income families and people with disabilities.
 - The City will attend other community sponsored meetings and events to engage the community. These meetings will be held in a variety of locations and formats.
2. **Extent.** The process should involve and inform as many members of the public as possible.
- Shoreline’s Plan for Parks, Recreation and Cultural Services engagement opportunities will be publicized broadly using an array of City of Shoreline communication channels.
 - Total number of participants will be tracked, tracking participation across all outreach activities.
 - Participation goals will be set for the following individual methods at each phase of the project:
 - Intercept activity responses
 - Stakeholder interview discussions
 - Online questionnaire responses
 - Focus group discussions
 - Public workshops attendance
 - Public open house attendance
 - Web and Facebook usage
3. **Diversity.** The process should engage a range of people that reflects the diversity of interests, ethnicities, incomes and special needs of the Shoreline population.
- Outreach activities will routinely collect demographic data where practical to help assess how well we are reaching an ethnically and socioeconomically diverse population.
 - We will adjust the engagement plan if engagement activities are not resulting in diverse participation.
 - Populations of special concern include renters, foreign born residents, and residents who speak a language other than English at home. These populations have typically not participated in Shoreline engagement programs.
4. **Impact.** The public outreach process should inform the decision-making process for Shoreline’s Plan for Parks, Recreation and Cultural Services.
- Major themes and trends identified through the public engagement efforts will be presented to City staff and the PRCS Board members for their consideration.



Target Audiences

The planning and analysis work for Shoreline's Plan for Parks, Recreation and Cultural Services is an opportunity for Shoreline to further build a network of an increasingly diverse engaged public audience to collectively contribute to the quality of life in Shoreline. To this end, the following groups have been identified as target audiences for public engagement:

- Shoreline residents
- Shoreline Parks, Recreation and Cultural Services Board Members
- Youth and students
- Seniors and older residents
- People with disabilities and their advocates
- Foreign born residents
- Residents living in rental units
- Social service providers (such as CHS, ICHS, DSHA, Fircrest)
- Community based organizations (such as the YMCA and Shoreline Rotary)
- Neighborhood associations
- Shoreline School District
- Shoreline Community College
- Shoreline Chamber of Commerce and local businesses
- Trail, park and open space advocacy groups
- Outdoor and indoor recreation program users/renters
- Arts and cultural organizations (such as Shoreline Lake Forest Park Arts Council)
- Arts advocates including local artists, musicians and performers

Outreach Activities

The following activities represent the diverse ways in which the Project Team will be sharing information with various audiences throughout the development of the plan. The diversity of outreach activities reflect the diversity of Shoreline's many "publics" and is intended to make it easy for residents, businesses, stakeholders and other interested parties to engage in a meaningful way with the plan development process. The CPEP will include a public schedule of upcoming public engagement events once the dates have been set. This public schedule will be housed on the City webpage for the PROS Plan project.

Public Engagement Toolkit

MIG will prepare a package of materials for use at intercept activities, stakeholder interviews and community meetings to be organized and staffed by City of Shoreline personnel. The toolkit will ensure a consistent message and common design theme throughout the duration of the project. MIG will develop and provide pdf files for up to three display boards, along with talking points and feedback



forms to support staff extending the public input process. Using the pdf format, the City to print on demand and will provide an online data entry portal for City staff to input results. Once each engagement activity is complete and all data is entered, MIG will analyze the results and provide summaries to the City.

Public Information Updates

Throughout the course of the planning and analysis work for Shoreline's Plan for Parks, Recreation and Cultural Services, the City will maintain a public website providing information updates, ways to get involved and current plan status. MIG will provide text-based public information updates to the City which can be posted online. These updates will consist of a few paragraphs of text and can be adapted to be used in online and/or print newsletters, via in-person updates and through other formats by the City.

Neighborhood Association Meetings

City staff along with PRCS/Tree Board members will attend meetings organized by Shoreline neighborhood associations throughout the spring and fall of 2016 to engage community members in a discussion about neighborhood level need for parks, recreation and cultural services. These dates and times will be identified in an overall schedule of community engagement opportunities in the CPEP plan and on the PROS webpage on the City's website.

Stakeholder Interviews

The MIG Team will facilitate one day of stakeholder interviews, up to five meetings of 1-1.5 hours each, or attend an existing meeting of identified stakeholders. The City will initiate outreach, provide meeting rooms and logistics support. MIG will provide a summary of the discussions that identifies issues and ideas raised by the participants and increase the diversity of responses.

The interviews will focus on identifying top opportunities and issues for Shoreline's parks, recreation and cultural facilities and services. In addition, the interviews will ask stakeholders how to engage other community leaders in the process and to recommend specific organizations and individuals in the project area to engage during the process.

In coordination with Shoreline staff, MIG will develop an interview protocol that contains interview procedures and questions. The City will assist in providing a contact list of potential interviewees and arranging conference rooms for the interviews. Examples of potential interview questions include:

1. What do you see as the greatest *opportunity* for Shoreline Parks, Recreation and Cultural services and facilities?
2. What do you see as the greatest *issue* for Shoreline Parks, Recreation and Cultural services and facilities?



3. What additional recreation and cultural programs and services are most needed in Shoreline?
4. How can we best engage pertinent community leaders to be part of the planning and analysis work for Shoreline's Plan for Parks, Recreation and Cultural Services process?
5. Who else do you recommend we interview or engage regarding the planning and analysis work for Shoreline's Plan for Parks, Recreation and Cultural Services?

Training and Staffing of Intercept Events

Intercept activities solicit input from residents and visitors who otherwise may not participate in the planning process. These activities engage people in parks, community centers, community events or other public places for a short amount of time. It is an efficient way to ask targeted questions of park, recreation and cultural users, including Shoreline residents and visitors from neighboring cities outside Shoreline.

MIG will conduct one 1-hour training session with key City staff and volunteers to teach participants how to use the Engagement Toolkit to employ intercepts at different events/locations to broaden the feedback of users. In Phase 2, Diving Deep, MIG will spend up to four hours at major city events, such as Celebrate Shoreline to conduct intercepts to engage a broad cross-section of residents and users and alert them to opportunities to provide additional feedback in the upcoming online questionnaire on the City's behalf.

Potential sites or events to host intercepts include:

1. Saltwater Park
2. City of Shoreline events, such as summertime noon concerts
3. Shoreline Farmers Market
4. Community gardens
5. Senior Center
6. Organized sporting events
7. Ridgecrest food trucks
8. Crest Theater lines
9. Night Out Against Crime
10. Shoreline/LFP Arts Council events
11. Current programs and city facilities
12. Off-Leash Dog Areas
13. Local restaurants
14. Local grocery stores



Online Questionnaire

In order to reach a greater diversity of stakeholders, an online questionnaire (powered by the platform LimeSurvey) will be live in the months of April – June 2016. MIG, in coordination with the City, will develop questions that seek community input on initial priorities, along with assets and issues as they pertain to peoples' use of parks, recreation and open space opportunities. A number of demographic questions at the end of the survey will help MIG determine who the survey has reached.

In addition, MIG will analyze the survey results, and provide the City with a brief memo summarizing key findings. The questionnaire is especially important to reach stakeholders who have valuable expertise and opinions, but may not be able to or interested in attending planning events and workshops. The online survey will be disseminated broadly, through a link on the City website and through Shoreline's existing communication networks. The online questionnaire may address the following topics:

- Respondents' backgrounds
- Current and future park, recreation and cultural facility usage
- Current and future park, recreation and cultural facility needs
- Current and future art and cultural needs
- Current and future city recreation program usage and need
- Current and future community-wide recreation program usage and need

Focus Groups

The MIG Team will facilitate discussions with hard to reach populations, under-represented, and underserved groups to determine needs and barriers to meeting these perceived needs. MIG will hold up to five 1-1.5 hour focus group meetings. MIG will provide an agenda prior to the meeting. Following the meetings, MIG will prepare a single summary memo documenting key findings.

Potential audiences for the focus groups include:

1. Asian populations
2. Latino and Spanish-speaking residents
3. Refugee and immigrant populations
4. Low income rental populations
5. People with disabilities
6. Youth populations



Public Workshops

MIG will design and facilitate three topic-specific community workshops incorporating interactivity and participation. Two workshops will be designed to obtain feedback on potential new park typologies and priorities for activating parks throughout Shoreline with arts and culture and strategic reinvestment. These two workshops will follow the same agenda, and be offered on different nights and potentially in different locations in Shoreline. The third workshop will focus on the Aquatics/Community Center Feasibility Study with a focus on cultural services and facility needs to assist in developing the cultural services needs analysis and the update to the Public Art Plan. The Team will prepare a public presentation that will describe the site evaluation criteria, review potential new sites and describe recommendations for the preferred site or sites and summarize program areas and options.

The public workshops will also serve as an opportunity for City staff to educate participants about the planning and analysis work to update Shoreline's Plan for Parks, Recreation and Cultural Services and collect input on community values and concerns related to Shoreline's parks, recreation, and cultural services and facilities.

These workshops may be designed to feature interactive polling technology which can also be extended through a companion online workshop, similar to the online workshop. Following the workshops, the Team will also provide a single online version of the workshops using materials from these events to hear from a greater number of residents and park users. MIG will provide a summary of the set of workshops and online feedback, identifying the specific ideas and overlapping themes raised by participants.

Public Open House

Working with City Staff, MIG will coordinate and conduct a public open house to present the draft list of prioritized potential projects and improvements and present draft products. The workshop will be structured to ensure clear understanding of the issues and opportunities, the options available and their impacts, and preferred visions and strategies. MIG will provide agendas, public comment sheets, and produce a summary memo of the results of the workshop.

PRSC Board/Planning Commission/City Council Meetings

Any interested members of the Shoreline community are invited to attend meetings of the Parks, Recreation and Cultural Services (PRCS) /Tree Board, Planning Commission and City Council. Each month Shoreline staff will report to the PRCS/Tree Board on current plan progress. There will also be periodic updates to City Council and potentially a need to present information to the Planning Commission. The public is welcome to attend these meetings to provide testimony as these boards considers the plan development and implementation. Meeting dates and discussion topics will be available on the PROS Plan webpage as they are known.



Staff Engagement

Throughout the plan development process, the Project Team will engage the City of Shoreline staff in a variety of ways solicit their input and ensure that public outreach activities are well-coordinated with other on-going City initiatives, activities and celebrations. All members of the Shoreline staff, and especially Parks, Recreation & Cultural Services staff, will be invited to participate in this work.

Staff from all departments will be engaged through an interdepartmental team already being convened by the City that includes Parks, Planning and Community Development, Public Works, Neighborhoods, Community Services and the City Manager's Office. In addition, the Public Engagement Toolkit can be used by the City to provide staff input opportunities during existing or specially scheduled staff meetings.

Staff within the PRCS Department will be invited to provide feedback through the online questionnaire. In addition, the Project Team will engage the PRCS staff on the aquatic/recreation center feasibility study and park and open space plan in a workshop style meeting.

Periodic project updates will be provided to staff, using the public information update text. Through these updates, staff can be kept up to date on the process and be encouraged to review and provide feedback on project materials. Additionally, some staff will be invited to help with specific outreach opportunities including participating in:

- Neighborhood Association Meetings,
- Intercept events,
- Public workshops, and
- Public open houses.



Outreach Tools Matrix

	Intercept Events	Stakeholder Interviews	Online Questionnaire	Focus Groups	Public Workshops	Public Open House	Website and Public Information Updates	PRSC Board Meetings
General public	X		X		X	X	X	X
Parks, Recreation and Cultural Services Board Members		X	X		X	X	X	X
Youth and students	X		X	X		X	X	X
Seniors and older residents	X	X			X	X	X	X
People with disabilities	X		X	X	X	X	X	X
Foreign-born residents	X		X	X	X	X	X	X
Residents living in rental units	X		X	X	X	X	X	X
Social service providers			X	X	X	X	X	X
Neighborhood associations			X		X	X	X	X
Shoreline School District		X	X		X	X	X	X
Advocacy groups	X	X	X		X	X	X	X



Outreach Schedule

	Month	Intercept Events (Several hours)	Stakeholder Interviews (.5 to 1 hour each)	Online Questionnaire (10 -15 minutes)	Focus Groups (1-1.5 hours each)	Public Workshops (2 hours +/-)	Public Open House (2 hours +/-)	Website and Public Information Updates (Written)	PRSC Board Meetings (2 hours)	Staff Engagement (Varies)
PHASE 1: ESTABLISHING A FOUNDATION	March	<u>MIG</u> -Develops Public Engagement Toolkit for Shoreline Staff	<u>MIG</u> -Develops and vets interview protocol and questions with staff <u>Shoreline</u> -Provide MIG with list of potential interviewees - Sends invitations - Makes room arrangements	<u>MIG</u> -Develops and vets online questionnaire with City -Finalize online questionnaire	<u>Shoreline</u> -Provides MIG with list of potential focus group participant			<u>Shoreline</u> -outreach to neighborhood associations	<u>Shoreline</u> -update PRCS Board	<u>Shoreline</u> - staff reviews final Public Engagement Plan - staff reviews public engagement toolkit
	April	<u>MIG</u> -Conducts Training with Shoreline Staff <u>Shoreline</u> identifies and schedules intercept	<u>MIG</u> -Conduct 5 stakeholder interviews	<u>Shoreline</u> -Posts questionnaire on City website -Disseminates questionnaires through existing	<u>Shoreline</u> - Sends invitations - Makes room arrangements			<u>Shoreline</u> -outreach to neighborhood associations	<u>Shoreline</u> -update PRCS Board	



		events and staff/ volunteers to perform intercept events		communication networks.					
	May		<u>MIG</u> -Provides summary from 5 stakeholder interviews		<u>MIG</u> -Leads focus group sessions			<u>MIG</u> provides information update <u>Shoreline</u> posts update online	<u>Shoreline</u> -update PRCS Board <u>Shoreline</u> - staff review stakeholder interview summaries
PHASE 2: DIGGING DEEP	June	<u>Shoreline</u> -Conducts Intercept Events		<u>Shoreline</u> - Continue promoting and disseminating questionnaire	<u>MIG</u> -Leads any focus group sessions not scheduled in May	<u>Shoreline</u> -Reserve locations and times for Public Workshops	<u>Shoreline</u> -Reserve locations and times for Public Open House		
	July	<u>Shoreline</u> - Conducts Intercept Events		<u>MIG</u> -Provides summary of questionnaire findings	<u>MIG</u> -Provides briefing on focus group findings and research	<u>Shoreline</u> -begin advertising Public Workshops		<u>Shoreline</u> -update PRCS Board	<u>Shoreline</u> - staff review focus group findings and research
	August	<u>MIG</u> -Conducts Training with Shoreline Staff <u>Shoreline</u> - Conducts				<u>MIG</u> -Develop materials and agenda for Public Workshops		<u>MIG</u> provides information update <u>Shoreline</u> posts update online	<u>Shoreline</u> -update PRCS Board <u>Shoreline</u> - staff assist with intercept events



	Intercept Events								
Sept- ember	<u>Shoreline</u> - Conduct Intercept Events				<u>MIG</u> - Conducts Public Workshop #1 (Recreation and Aquatic Center)			<u>Shoreline</u> -update PRCS Board	<u>Shoreline</u> - staff provides input on/ reviews Public Workshop #1 materials
Oct- ober	<u>MIG</u> - Summarizes intercept results				<u>MIG</u> - Conducts Public Workshops #2 and #3 (Activating Parks)	<u>Shoreline</u> -Begin advertising Public Open Houses		<u>Shoreline</u> -update PRCS Board	<u>Shoreline</u> - staff provides input on/reviews Public Workshop #2 and #3
Nov- ember					<u>MIG</u> -Provides brief summary of Public Workshops findings	<u>MIG</u> -Develops Public Open House materials		<u>Shoreline</u> -update PRCS Board	<u>Shoreline</u> - staff provides input on/reviews Public Open House
Decem- ber								<u>Shoreline</u> -update PRCS Board	



Phase 3: Bringing it All Together	January 2017						<p><u>MIG</u> -Conducts Public Open House</p> <p><u>MIG</u> - Provides brief summary of Open House findings</p>	<p>MIG provides information update</p> <p><u>Shoreline</u> posts update online</p>	<p><u>Shoreline</u> -update PRCS Board</p>	<p><u>Shoreline</u> - staff provides input on/ reviews Public Open House materials</p> <p>- staff reviews draft plan</p>
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DRAFT



Memorandum

DATE: March 24, 2016
TO: PRCS/Tree Board
FROM: Miranda Redinger, Senior Planner, Planning & Community Development
RE: Update on 145th Street Station Subarea Plan, Addendum to Draft Environmental Impact Statement, and Potential Implications for PROS Plan

Requested Board Action

No action is required at this time. Two key questions are posed for possible Board discussion:

- A primary consideration, raised earlier by a PRCS Board member, is whether or not to recommend potential acquisition of properties near Twin Ponds Park or Paramount Open Space through the Parks, Recreation, and Open Space (PROS) Plan process.
- The PRCS Board may wish to examine several other issues through the PROS Plan as they relate to station subarea planning such as funding alternatives, park amenities, and open space needs.

Project or Policy Description and Background

Shoreline anticipates that Sound Transit will build two light rail stations, on the east side of I-5 at NE 145th and 185th Streets, with service beginning in 2023. The City began subarea planning for land uses within roughly a half-mile radius of each of the proposed stations in May of 2013.

In March of 2015, the City Council adopted the 185th Street Station Subarea Plan and put the 145th Street Station Subarea Plan on hold pending completion of the 145th Street Corridor Study. With the 145th Street Corridor Study slated for adoption in early April, the City has resumed planning for the 145th Street Station Subarea.

On July 23, 2015, Ms. Redinger met with the PRCS Board for a walking tour of the 185th Street Station Subarea to provide an overview of the planning process and discuss potential implications for Shoreline parks, recreation, and open space.

At the time that Council decided to postpone subarea planning for the 145th Street station, the Draft Environmental Impact Statement (Draft EIS) had been published and the public had submitted many comments on that document. A number of comments focused on wetlands,

streams, soils, trees, habitat, and surface and ground water in the subarea. To better respond to these comments, the City decided to undertake additional analysis of the natural systems in two locations that are known to contain large critical areas: Paramount Open Space and Twin Ponds Park.

On April 6, 2015, the Council allocated funds for additional environmental analysis for the 145th Street Station Subarea Plan, specifically:

- Scientific reconnaissance of the wetlands/streams at Paramount Open Space and Twin Ponds to better understand the extent of the resources including an estimate of maximum buffer limits based on SMC 20.80 (Critical Areas Ordinance);
- Preparation of a “white paper” on the impact to the functions and values of the wetlands under current and proposed zoning for areas determined to likely contain the wetlands/streams and associated buffers; and
- Preparation of a “white paper” regarding construction types and cost based feasibility of developing in areas that have a higher susceptibility for liquefaction.

Two technical memorandums, a “Wetlands and Streams Assessment” and “Geotechnical Considerations for High Groundwater or Peat Conditions”, were published as an addendum to the Draft EIS on February 19, 2016. This addendum is available at the following link: <http://www.shorelinewa.gov/home/showdocument?id=25177>. Although not required, the City offered a 30 day comment period on the addendum, which closed on March 21.

The wetlands and streams assessment details the analysis of wetlands, hydrology, soils, vegetation, streams and stream characteristics, fisheries, and stream classification and buffers. It identified seven wetlands and five streams in the Paramount Open Space area, and two wetlands and two streams in the Twin Ponds Park area. It should be noted that this was a reconnaissance level evaluation rather than an official delineation, and that detailed site-specific geotechnical analysis would be required if redevelopment was proposed, which would identify wetlands, streams, and buffers on individual parcels.

This technical memo also discusses potential zoning changes and regulations contained in the City’s newly revised Critical Areas Ordinance. It outlines implications of land use change, including single- as opposed to multi-family use and redevelopment opportunities to improve critical areas and buffer functions. The primary question it intended to answer was whether it would be better for the health of the wetlands and ecosystems for properties outside of City park or open space boundaries to retain single-family (R-6) zoning or potentially redevelop under new zoning designations and regulations.

The geotechnical considerations for high groundwater or peat conditions memo identifies subsurface conditions specific to the area (but not to individual properties) and general engineering solutions that could be employed to keep buildings safe. The main question it attempted to answer was whether known conditions would preclude redevelopment in accordance with potentially new zoning standards. The memo essentially concludes that high groundwater or peat conditions exist in some of the areas near Paramount Open Space and

Twin Ponds Park, but it will take site-specific evaluation of soil and hydrologic conditions for a property owner to determine if necessary engineering solutions are too expensive for a project to be feasible.

Many of the potential trade-offs that are discussed in the addendum were known concepts:

- Public park and open space land would not be anticipated to change use if the subarea were to be rezoned, but surrounding private property that may contain wetlands or streams and their buffers could be expected to redevelop from current single-family uses if rezoned.
- Regulations contained in the Critical Areas Ordinance would apply to properties with these conditions regardless of their zoning.
- Individual redevelopment projects would be required to perform site-specific geotechnical analysis to determine feasibility, identifying critical areas as well as engineering solutions for buildings and mitigation to protect wetlands and streams.
- Some of the structures and associated uses that currently exist in single-family zones would not be allowed if the properties were to be developed under existing regulations, but because more stringent standards were not in place when they were built, they are protected as non-conforming (or grandfathered).
- If single-family properties were not rezoned or did not redevelop, these non-conforming uses would remain indefinitely, neither posing significant new adverse impacts to wetlands and streams, nor providing opportunities for restoration (beyond volunteer efforts).
- If single-family properties were rezoned, a percentage would redevelop over the next several decades, which could create adverse impacts to wetlands and streams that would need to be mitigated if construction were allowed and feasible.
- Under the Critical Areas Ordinance, if properties were aggregated, various tools including buffer averaging could be applied. Assuming there was enough buildable land to allow for construction of denser units on part of an aggregated site, existing structures could be removed from critical areas, thus restoring wetland function in the previously impacted area.
- Redevelopment under existing codes would also require low-impact development techniques and apply more stringent surface water standards. It may also provide opportunities for restoration or improvement of critical area function.

The Planning Commission discussed the addendum to the Draft EIS on February 18, 2016. They did not make any recommendations that night, but will consider information from the technical memos at their March 17 discussion and April 7 public hearing as they revise potential zoning scenarios studied through the Draft EIS. Following the public hearing, the Commission

may make a recommendation to Council for one Preferred Alternative zoning scenario for further analysis in the Final EIS.

Based on information in the technical memos, the Commission could decide to amend one of the potential zoning scenarios to exclude land near Paramount Open Space or Twin Ponds Park from rezoning. The Commission could decide to phase or overlay zoning around these areas based on a timeline or certain conditions being met. The Commission could choose to make no changes to potential zoning scenarios based on the memos.

The Commission would be interested in hearing whether the PRCS Board has a preference for one of these options prior to making their recommendation. Attachment A shows one of the potential zoning scenarios for the subarea with a layer identifying wetland and stream buffers from that technical memo in order to get a better idea of properties that may be subject to Critical Areas regulations through redevelopment. Potentially, these are parcels that the PROS Plan may identify as candidates for acquisition if funding were available and the properties became available for sale.

Staff has advised the Commission that it is not necessary to change the zoning scenarios based on information in the addendum to the Draft EIS prior to analysis in the Final EIS. The EIS process is required to analyze the greatest potential impacts, but following the evaluation, the Commission may recommend or Council may adopt zoning that is less intense than what was studied.

Key Considerations for the PRCS Board

The primary consideration for the PRCS Board would be whether or not to recommend potential acquisition of properties near Twin Ponds Park or Paramount Open Space through the Parks, Recreation, and Open Space Plan.

Potential benefits of the City purchasing additional land around the park or open space if it became available for sale could include:

- Removing existing buildings from wetlands and buffers, and protecting these parcels as open space and habitat;
- Installing infrastructure or landscaping that could improve wetland function with regard to handling stormwater; and
- Providing more natural areas for anticipated population growth in the light rail station subareas.

Regardless of decisions about acquisition of properties surrounding Twin Ponds Park or Paramount Open Space, the PRCS Board may wish to examine several other issues through the PROS Plan as they relate to station subarea planning:

- Should the City implement an impact fee for redevelopment that could dedicate funding for park acquisition within the station subareas?

- Should the City focus on expanding existing park space or developing new park space in other areas? Is there a minimum size that is desirable or should the City consider smaller spaces (pocket parks)?
- How can park and open spaces help manage stormwater?
- How can public art be incorporated into new spaces?
- What other amenities should be included to serve the needs of projected population growth?
 - How many dog parks and community gardens would be appropriate?
 - What new equipment or recreation and cultural service programs will be needed?
- What level of staffing will be needed to support new spaces and programs over time?

Budget Implications

This discussion does not have direct budget implications. However, if the PRCS Board were to recommend potential acquisition of properties surrounding Paramount Open Space and/or Twin Ponds Park, or consideration of an impact fee to fund such acquisition, there would be budget implications in the future.

Public Involvement Process

Public involvement in light rail station subarea planning has been extensive. Additional background information about the process to date, including public meetings and comments, is available on the City's light rail web page: www.shorelinewa.gov/lightrail. Important proposed dates for the remainder of the 145th Street Station Subarea Plan process are included below, although these could be subject to change.

April 7- Planning Commission public hearing and recommendation for Preferred Alternative zoning scenario

May 2- City Council selection of Preferred Alternative zoning scenario for further analysis in Final Environmental Impact Statement (EIS)

May-June- Consultant and staff team prepare Final EIS

July 7- Planning Commission meeting: Discuss Final EIS

July 21- Planning Commission meeting: Discuss Subarea Plan

August 4- Planning Commission meeting: Discuss Planned Action and adopting ordinances

August 18- Planning Commission public hearing: Discuss Subarea Plan package and make recommendation to Council

September 12- Council meeting: Study Session on Subarea Plan package

September 26- Council meeting: Adoption of Subarea Plan package

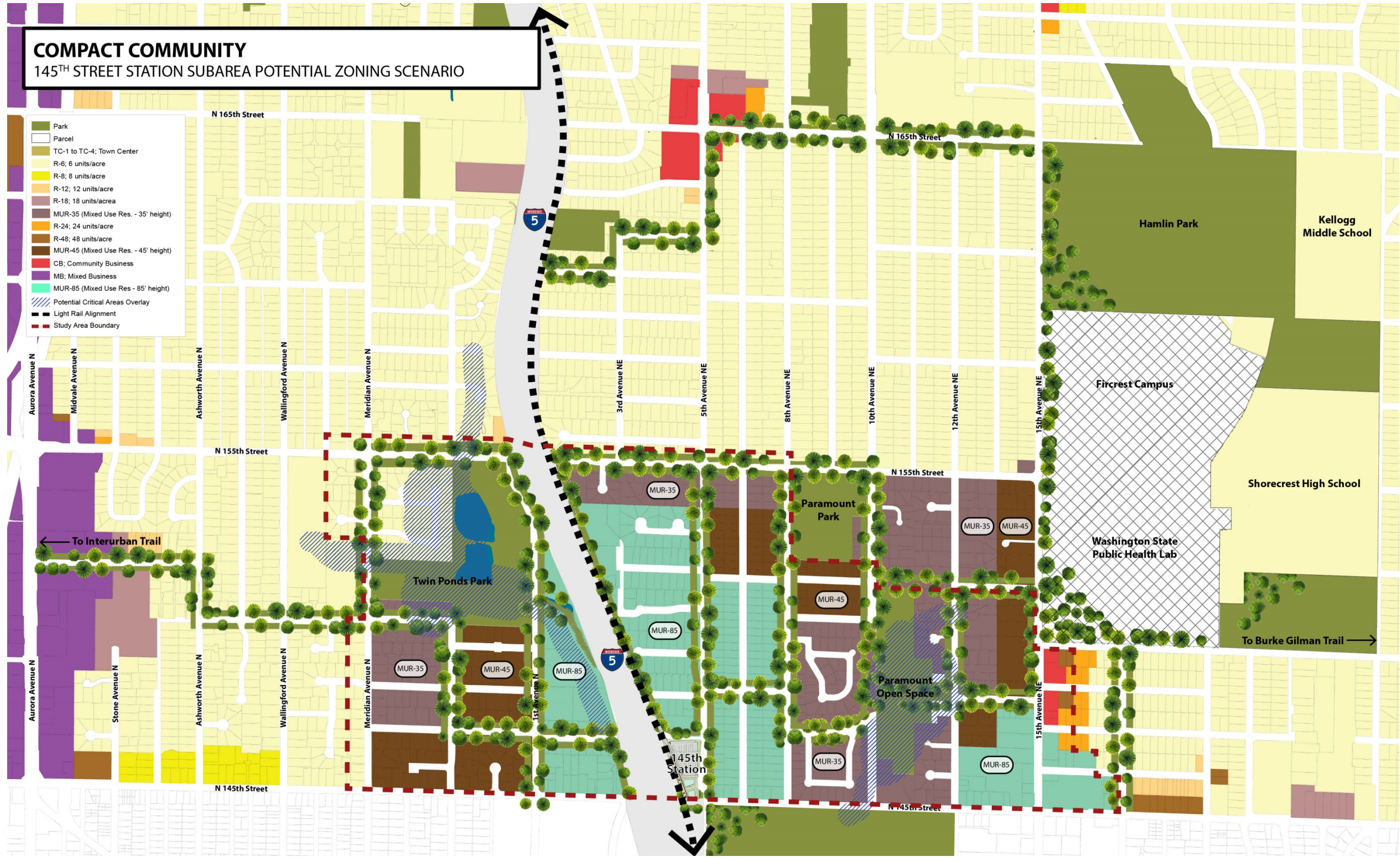
Additional Information

For more information, please visit the City's webpage for the 145th Street Station Subarea Plan at www.shorelinewa.gov/145station; or contact Miranda Redinger at mredinger@shorelinewa.gov or 206-801-2513.

COMPACT COMMUNITY

145TH STREET STATION SUBAREA POTENTIAL ZONING SCENARIO

- Park
- Parcel
- TC-1 to TC-4; Town Center
- R-6; 6 units/acre
- R-8; 8 units/acre
- R-12; 12 units/acre
- R-18; 18 units/acre
- MUR-35 (Mixed Use Res. - 35' height)
- R-24; 24 units/acre
- R-48; 48 units/acre
- MUR-45 (Mixed Use Res. - 45' height)
- CB; Community Business
- MB; Mixed Business
- MUR-85 (Mixed Use Res. - 85' height)
- Potential Critical Areas Overlay
- Light Rail Alignment
- Study Area Boundary





Memorandum

DATE: March 24, 2016
TO: Parks, Recreation and Cultural Services/Tree Board
FROM: Maureen Colaizzi, Park Project Coordinator
RE: PROS Plan: Online Questionnaire

Requested Board Action

The PRCS/Tree Board is requested to provide input on the PROS Plan Online Questionnaire (Attachment A).

Input Requested on Types of Questions

As part of implementing the Communication and Public Engagement Plan, the consultant team has assisted the City in creating a draft online questionnaire for review.

The communication and public engagement plan identified these possible topics for the online questionnaire to address:

- Respondents' backgrounds
- Current and future park, recreation and cultural facility usage
- Current and future park, recreation and cultural facility needs
- Current and future art and cultural needs
- Current and future city recreation program usage and need
- Current and future community-wide recreation program usage and need
- Park & open space tree/vegetation management

Has the draft online questionnaire adequately addressed these topics?

Is anything missing that we have not considered?

Project or Policy Description and Background

As part of implementing the Communication and Public Engagement Plan, the consultant has assisted the City in creating a draft online questionnaire. Powered by the platform LimeSurvey, the questionnaire will be live beginning April 1 through June 30. The consultant and staff have developed questions that seek community input on initial priorities, along with assets and issues as they pertain to peoples' use of parks, recreation and open space opportunities. A number of demographic questions at the end of the survey will help us determine who the survey has reached.

There will be several planning events and workshops this summer and fall that will solicit community ideas. However, to help inform discussion at these meetings, we want to hear from citizens now. The survey should take about 10-15 minutes. The questionnaire is especially important to reach stakeholders who have valuable expertise and opinions, but may not be able to or interested in attending planning events and workshops. In January, the City conducted statistically valid survey assessing the community's needs for parks and recreation programs. The draft online questionnaire is different. While some of the questions may be similar, the focus is different.

The online questionnaire is designed to reach a greater diversity of stakeholders. The questionnaire will seek general input on community priorities and how respondents use our parks, recreation, and cultural services. It will also seek more specific input on a potential aquatic/community center and on plans for parks and open spaces around the two future light rail station areas. The consultant will analyze the survey results, and provide the City with a summary of key findings that will help to inform the public workshops planned for this fall.

Public Involvement Process

The online questionnaire will be disseminated broadly, through a link on the City website and through Shoreline's existing communication networks. The April issue of *Currents* will feature an article regarding the questionnaire. In addition, the city plans to share the link through a press release, our various City, parks and neighborhood email contacts and through social media. The online questionnaire link will be shared with Secret Shoreline and Shoreline Area News. We will also be sharing information about the online questionnaire at upcoming neighborhood association, stakeholder and focus group meetings and at any intercept events from April to June. Staff will do another media push in early June to encourage those who have not filled out the questionnaire to do so before June 30.

Anticipated Schedule

Task 2.1 Launch Online Questionnaire April 1. Live through June 30.

Budget Implications

The online questionnaire is identified as Task 2.1 in Contract 8347 between the City and MIG. The total cost of the contract is \$ 190,827.



3. How frequently have you visited the following parks and facilities in Shoreline over the past year?

Park / Facility	At least once a week	A couple of times per month	Every few months	Once or twice a year	Never
The park closest to your home (Drop down menu)					
The school field/playground closest to your home (Drop down menu)					
Interurban Trail					
The park you visit most often (Drop down menu)					

4. Do you currently experience any of the following barriers in getting to parks, open spaces, or recreation areas in Shoreline? (Check all that apply)

- a. Lack of bike lanes or safe biking routes/trails
- b. Lack of sidewalks, trails or safe street crossings for walking
- c. Lack of public transportation
- d. Lack of vehicle parking at your destination
- e. Lack of linkages to facilities (e.g. bridges over creeks, I-5, railroad tracks)
- f. Poor signage in marking park entrances
- g. Poor signage/wayfinding *within* the parks and recreation areas
- h. Other (Write in response)

5. In general, why do you visit parks in Shoreline? (Select top two)

- a. To exercise
- b. To gather with family and/or friends
- c. To enjoy the outdoors
- d. For activities or features at a specific park
- e. To exercise my dog
- f. To experience nature
- g. To take children to the playground or for other activity
- h. For picnic and general leisure activities
- i. To play organized sports
- j. Other (Write in response)



6. What activities would you like to see more of from Shoreline's parks, recreation and Cultural Services? (Select top two)

- a. Playing (running, sliding, climbing, etc)
- b. Walking and hiking
- c. Social gathering (family picnics, community events, cultural events)
- d. Adventure activities (climbing wall, skate park)
- e. Team or individual sports and athletics
- f. Swimming in a pool or water play (indoor or outdoor)
- g. Saltwater activities (such as swimming, fishing, kayaking, scuba, paddleboarding, boating, etc.)
- h. Dog walking or playing with dog(s)
- i. Relaxation
- j. Nature observation
- k. Other (Write in response)

7. How important is managing the vegetation and trees in Shoreline's parks and open spaces to maintaining our community character and environmental health?

- | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| 1 | 2 | 3 | 4 | 5 |
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Don't Know | Not Important | Somewhat Important | Important | Very Important |

8. If you could add one feature to an existing park, what would it be? _____(write-in)

9. Have you participated in recreation programs, classes or activities offered by Shoreline over the past year?

- a. Yes
- b. No

10. If yes, what recreation programs have you participated in?

- a. Preschool classes
- b. Youth swim programs
- c. Youth summer camps
- d. Youth sports programs
- e. Youth fitness and wellness classes
- f. Youth theatre, dance and singing
- g. Youth art classes
- h. Gymnastics and tumbling programs
- i. Water fitness programs
- j. Adult sports programs
- k. Adult fitness and wellness programs
- l. Adult dance and singing classes
- m. Adult art classes



- n. Martial arts programs
- o. Tennis lessons
- p. Programs for people with disabilities
- q. Programs for adults 50 and over
- r. Nature/environmental education programs
- s. Other

11. Have you participated in the following cultural activities in the past year?

	Yes, in Shoreline	Yes, outside of Shoreline	No
Visit galleries and/or exhibits			
Attend performances (concerts, plays, dance)			
Watch artists make art or rehearse performances			
Attend a class or workshop to create your own art			
Participated in/been part of a performance, reading or exhibition			
Attend an arts conference or master class			
Children in your family were signed up for arts or cultural classes or lessons			
Attend an arts event or festival			
Attend events, classes or activities related to your cultural heritage			
A member/supporter of a cultural or arts organization			
Other (if selected please specify below)			

12. If you could add one recreation program or event to Shoreline, what would it be? _____(write-in)

13. What contributions do you think public art and cultural activities make to the City of Shoreline? (Select your top two)

- a. ___Contribute to civic pride
- b. ___Reflect the cultural heritage of Shoreline residents
- c. ___Make the City beautiful
- d. ___ Provide enjoyment to residents and visitors
- e. ___Express community image
- f. ___Exposure to new artistic concepts and culture
- g. ___Represent and interpret community history
- h. ___Other (Write in response)



14. Regarding art in our public places in Shoreline, tell us how important each of the following is to you.

	Very Important	Somewhat Important	Not Too Important	Not At All Important	Don't Know
Increasing the number of permanent public works of art in Shoreline					
Placing more artworks in public parks and at public buildings throughout Shoreline					
Creating artist-enhanced public amenities or integrating artwork in parks and public spaces, e.g. light poles, benches, sidewalk inlays etc.					
Having works of art temporarily displayed in public spaces					
Having free publicly accessible arts and culture events in Shoreline					



15. The City of Shoreline Parks, Recreation, and Cultural Services Department is studying the possibility of developing new indoor programming spaces. From the following list, please check ALL the potential indoor programming spaces you and members of your household would use:

- | | |
|---|---|
| <input type="checkbox"/> (01) Walking and jogging track | <input type="checkbox"/> (14) Exercise facility for adults 50 years/older |
| <input type="checkbox"/> (02) Arts and crafts | <input type="checkbox"/> (15) Preschool program space |
| <input type="checkbox"/> (03) Fitness/dance class space | <input type="checkbox"/> (16) Rock climbing/bouldering wall |
| <input type="checkbox"/> (04) Dedicated space for youth/teen programs | <input type="checkbox"/> (17) Racquetball/handball courts |
| <input type="checkbox"/> (05) Dedicated space for adult programs | <input type="checkbox"/> (18) Indoor turf sports fields |
| <input type="checkbox"/> (06) Weight room/cardiovascular equip. area | <input type="checkbox"/> (19) Multi-court gymnasium/field house |
| <input type="checkbox"/> (07) Lanes for lap swimming | <input type="checkbox"/> (20) Classroom space |
| <input type="checkbox"/> (08) Leisure pool | <input type="checkbox"/> (21) Space for meetings, parties, banquets |
| <input type="checkbox"/> (09) Indoor spray park | <input type="checkbox"/> (22) Art gallery space |
| <input type="checkbox"/> (10) Competition lap pool | <input type="checkbox"/> (23) Indoor performance space (<i>auditorium with stage</i>) |
| <input type="checkbox"/> (11) Warm water for therapeutic purposes | <input type="checkbox"/> (24) Other: _____ |
| <input type="checkbox"/> (12) Deep water for diving/water polo | |
| <input type="checkbox"/> (13) Child care area | |

16. If an additional \$100 were available for City of Shoreline Parks, Recreation, and Cultural Services Department facilities, how would you allocate the funds among the categories of funding listed below? [Please be sure your total adds up to \$100.]

- \$_____ Enhanced/maintenance of existing outdoor parks, playgrounds, and athletic fields
- \$_____ Acquisition and development of new parkland
- \$_____ Construction of new outdoor athletic fields
- \$_____ Construction of new indoor recreation and aquatic facilities
- \$_____ Construction of new cultural facilities (*Indoor theater/art gallery*)
- \$_____ Expansion of existing programs for seniors/adults
- \$_____ Expansion of existing programs for youth/teens
- \$_____ Other: _____

\$100 TOTAL



For the following section, there will be a series of ideas and concepts for potential use in planning and designing the City's park system. Each idea or concept will be represented by a photo. The examples are from different places throughout the country that best represent the range of experiences. Please indicate your level of preference by choosing one answer that best reflects your gut reaction.

17-25 Do you think this feature would be a good addition to the park system in Shoreline?

- a. I really like it.
- b. I'd consider it.
- c. I don't think so.
- d. I'm not sure.

Urban Parks





Destination or Natural Play



Natural resource restoration/creeks in parks





Urban trail corridors for all ages and abilities (above)



Neighborhood Greenways



Neighborhood greenways, or bike boulevards, are low stress walking and biking routes through low-volume, low speed streets that connect schools, parks and other neighborhood destinations.



Integrated Art Elements



Standalone Sculptures



An Outdoor amphitheater for outdoor performances

Demographics

26. What is your age?

- a. Under 18
- b. 18-24
- c. 25-34
- d. 35-44
- e. 45-54
- f. 55-64
- g. 65-74
- h. 75+



27. What is your gender?

- a. Male
- b. Female
- c. Other
- d. Prefer not to respond

28. Do you live and/or work in Shoreline? (Select all that apply)

- a. Live in Shoreline
- b. Live in a nearby community
- c. Work, go to school or own a business in Shoreline
- d. Visit Shoreline

29. Where do you live in Shoreline? (Only visible to those who check “Live in Shoreline” in 3.)

NOTE: WE NEED TO DEFINE ZONES IF WE THINK THIS IS IMPORTANT

- e. Within Zone 1 (West of 99)
- f. Within Zone 2 (East of 99 and West of 5)
- g. Within Zone 3 (East of 5)

30. How do you describe yourself? (select all that apply)

- a. American Indian or Alaskan Native
- b. Asian, Asian Indian or Pacific Islander
- c. Black or African American
- d. Hispanic/ Latino
- e. White/ Caucasian
- f. Biracial/multiracial
- g. Other
- h. Prefer not to respond

31. Is there anything else you would like to tell us about parks, recreation and cultural services and programs in Shoreline? (Open ended write-in response)

Thank you for your time and ideas today.

Would you please share the link to this questionnaire with your friends, family, coworkers and other social networks? If so, please use this link (include link here)

For more information, please visit:

<http://www.shorelinewa.gov/prosplan>

or contact Maureen Colaizzi via email at mcolaizzi@shorelinewa.gov



Memorandum

DATE: March 24, 2016
TO: PRCS/Tree Board
FROM: Eric Friedli, Director
RE: PROS Plan - Community Interest and Opinion Survey Results

Requested Board Action

No action is requested

Project or Policy Description and Background

A random sample community survey was performed as part of the PROS Plan Community Participation and Engagement Plan (CPEP) to capture a statistically valid view of the community's current use of and future need for park, recreation and cultural facilities. This data will be used in combination with other forms of community input to capture the community needs analysis.

The City hired ETC Institute to administer the survey, analyze the data and synthesize the results. Given the extent of their survey work with parks and recreation agencies across the country, they were able to report how Shoreline's responses compare to other cities in the United States.

The survey results for the 2016 Parks, Recreation, and Cultural Services Community Interest and Opinion Survey are presented in Attachment A. A few highlights from the findings include:

- 81% of households are satisfied with the value they get from the PRCS Department. That is significantly higher than the national average of 67%.
- 88% of the respondents reported visiting a Shoreline park in the past 12 months. That is significantly higher than the national average of 79% visitation.
- 92% of those who have visited a park report the physical condition as being good or excellent. Only 3 out of 830 (0.4%) respondents rated the condition as poor.

- 32% of the respondents reported participating in a recreation program in the past 12 months. That is virtually the same as the national average of 34% participation.
- 94% of those who participated in a program rated the quality of the program as either excellent or good. Not a single respondent rated the quality of the program as poor.
- 60% of the respondents indicated they learn about parks and recreation programs through the “Currents” newsletter.

The six parks and recreation facilities that are rated as most important are:

- Nature trails (43%)
- Small neighborhood parks (40%)
- Large community parks (37%)
- Paved walking and biking trails (37%)
- Natural Areas (28%)
- Indoor swimming pool and aquatic center (23%)

The six recreation programs that are rated as most important are:

- Adult fitness and wellness (33%)
- Programs for adults 50 and over (22%)
- Nature/environmental education (19%)
- Water fitness (17%)
- Youth learn to swim (16%)
- Youth sports programs (15%)

The most important action the City could take to improve and expand parks and recreation facilities are:

- Upgrade existing neighborhood parks, playgrounds (38%)
- Develop new indoor community/aquatic center (37%)
- Acquire shoreline and beach access (34%)
- Develop multi-purpose trails connecting to parks (33%)
- Upgrade nature trails (31%)
- Develop a new indoor community recreation center (27%)

Over the next several months, the details of the survey results will be analyzed to understand the nuances of the results and compare them to previous surveys. Understanding the responses by age, gender, length of residence in Shoreline, and language will inform the recreation demand study and market analysis and other components of the plan. We will also use this information to help guide the focus groups and stakeholder discussion and public meeting questions so we can clarify and confirm the survey results where appropriate.

Schedule

The survey results are now available for the public on the PROS Plan website.
www.shorelinewa.gov/prosplan

Additional Information

Eric Friedli, 206-801-2601, efriedli@shorelinewa.gov

SECURING OUR FOUNDATION
SHAPING OUR FUTURE

SHORELINE'S PARKS, RECREATION & CULTURAL SERVICES

Community Interest

and

Opinion Survey 2016

Shoreline's Plan for Parks, Recreation, and Cultural Services 2017-2022



ETC Institute
725 W. Frontier Lane,
Olathe, Kansas 66061...

helping organizations make better decisions since 1982

February 2016



Community Interest and Opinion Survey 2016 Executive Summary

Purpose

ETC Institute partnered with the City of Shoreline to conduct a citizen survey to better understand residents' priorities for parks, recreation, and educational services. Data from the survey will help to establish priorities for the future improvement of parks, recreation facilities, programs and services provided by the City of Shoreline. As a part of this effort, the survey will provide key data and information the City of Shoreline needs to form an effective and viable plan that will address current and future needs, assist in more efficient delivery of programs/services, and provide guidelines on how to operate facilities and assets in the future.

Methodology

The 2010 U.S. Census reports there were 21,561 households in the City of Shoreline. Surveys were sent out to a random selection of 2,500 households throughout the City of Shoreline. A goal was set to obtain a minimum of 500 completed surveys within the City of Shoreline boundaries. Of the households that were requested to participate in the survey, 830 respondents participated. The results for the sample of 830 households have a 95% level of confidence with a precision rate of at least +/- 3.4%.

Cross-Tabular Analysis By Various Demographics

To gain additional information regarding key short and long range strategic decision-making for the City of Shoreline Parks, Recreation, and Cultural Services Department, survey results were further broken down by key demographic factors: These factors which are all included in the report include breakdowns by:

- Age and Gender
- Household Income
- Household Types (with and without children)
- Length of Residence

The following pages summarize major survey findings. To provide additional information, on selected pages we have highlighted findings of importance from the survey question in bold.

Survey Findings

Visitation and Quality of Parks

Visitation: Respondents' were asked to indicate whether or not they had visited any City of Shoreline parks over the past 12 months. Eighty-eight percent (88%) indicated yes they had visited parks. This is significantly above the nation average of 79% visitation.

Quality: Based on the percent of respondents who visited parks, 92% indicated the overall physical condition of the quality of City of Shoreline parks they had visited over the past 12 months were either "excellent" (29%) or "good" (63%).

Public Park Amenities

Respondents were asked to indicate which three amenities found in public parks that were the most important to their household from of a list of fifteen amenities. The three amenities that were most important to households include: walking trails (57%), restrooms (52%), and nature areas and passive recreation (36%).

Participation and Quality of Programs

Visitation: Respondents' were asked to indicate whether or not they had participated in any programs offered by the City of Shoreline Parks, Recreation, and Cultural Services Department during the past 12 months. Thirty-two percent (32%) of respondents indicated that their household has participated in programs. Of those 32%, 62% participated in 1-2 programs, 35% participated in 3-5 programs, and 3% participated in 6 or more programs.

Reasons for Participation: Respondents were asked to indicate the three primary reasons why their household participated in City of Shoreline programs. The top three reasons for participation include: location of the programs facility (20%), a fee are economical (19%), and times the program is offered (14%).

Quality: Based on the percentage of respondents who participated in programs over the past 12 months, 94% rated the overall quality as either "excellent" (30%) or "good" (64%).

Ways Households Learn About Parks, Programs, and Activities

Respondents' were asked from a list of 10 resources all the ways they learned about parks, recreation and cultural programs, and services. Sixty percent (60%) of households indicated they learn through the City of Shoreline "Current Newsletter". Other ways include: program fliers and posters (48%), City of Shoreline Recreation Guide (45%), by word of mouth (44%), and the City of Shoreline website (30%) which is significantly above the national average of 21% using the

website.

Organizations Used for Parks and Recreation Programs and Services

Respondents were asked to indicate from a list of 15 organizations which ones their household uses for parks and recreation services and programs. Forty-six percent (46%) indicated they used the City of Shoreline Parks, Recreation, and Cultural Arts Department. Other organizations used include: King County Parks (43%), City of Seattle parks (38%), and Shoreline school district (30%).

Organizations Used By Age

Ages 0-11 Years: Organizations households' with children ages 0-11 years old use the most include (1) City of Shoreline Parks, Recreation, and Cultural Arts Department (11%) and (2) the Shoreline School District (9%).

Ages 12-17 Years: Organizations households' with children ages 12-17 use the most include the Shoreline school district (8%). Other organizations used include: private youth sports leagues (4%) and City of Shoreline Parks, Recreation, and Cultural Arts Department (4%).

Ages 18-54 Years: Organizations households' ages 18-54 use the most include the City of Shoreline Parks, Recreation, and Cultural Arts Department (20%). Other most used organizations include: City of Seattle parks (10%) and King County Parks (9%).

Ages 55 Years and Older: Organizations households' ages 55 years and older use the most include City of Shoreline Parks, Recreation, and Cultural Arts Department (11%). Other most used organizations include: King County Parks (5%) and Churches (5%).

Reasons Preventing the Use of Programs and Facilities

Respondents' were asked to indicate reasons preventing their households' from utilizing the City of Shoreline Parks, Recreation, and Cultural Services Department facilities and programs more often from a list of 20 potential reasons. The reason most preventing usage is because they are too busy (38%). Other reasons include: not interested in programs offered (22%), program times are not convenient (21%), and I do not know what is being offered (18%).

Table 1.1 Reasons Preventing Facility and Program Use by Household Type

	Households with Children Under 10	Households with Children 10-19	Households with Adults 20-54 and No Children	Households with Adults 55+ and No Children
First	We are too busy (37%)	We are too busy (48%)	We are too busy (42%)	We are too busy (28%)
Second	Program times are not convenient (35%)	Program times are not convenient (25%)	Not interested in programs offered (27%)	Not interested in programs offered (23%)
Third	I do not know what is being offered (21%)	Not interested in programs offered (21%)	I do not know what is being offered (22%)	Program times are not convenient (12%)

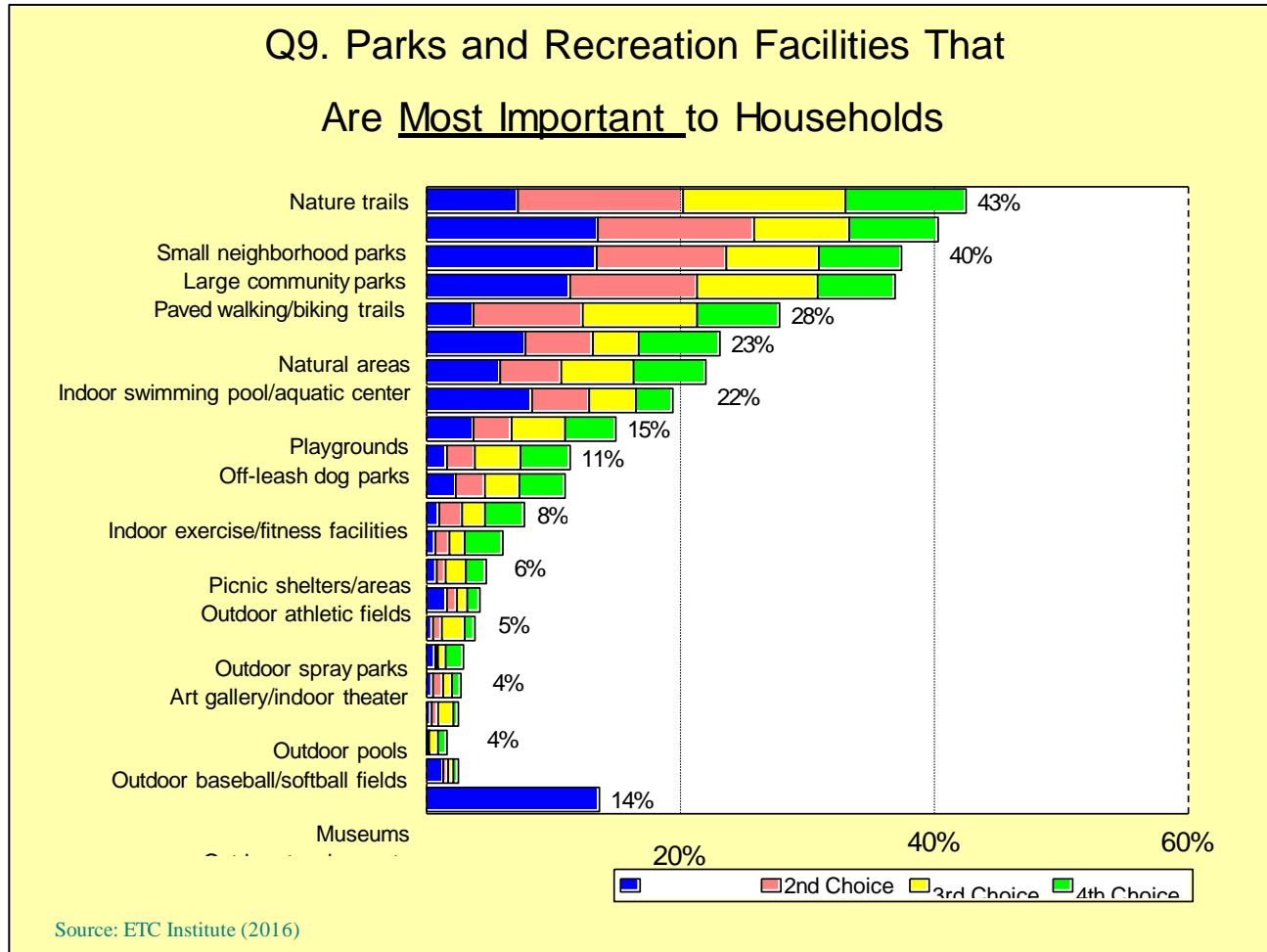
Facility Needs and Importance

From a list of 20 parks and recreation facilities, respondents were asked to indicate all of the parks/facilities their household has a need for. The following summarizes key findings:

Facility Needs: Sixty-nine percent (69%) or 14,824 households indicated they have a need for small neighborhood parks. Other most needed facilities include: nature trails (69% or 14,696 households), paved walking/biking trails (68% or 14,439 households), natural areas (63% or 13,521 households), large community parks (61% or 13,051 households), and indoor swimming pool/aquatic center (52% or 11,150 households).

Facility Importance: Based on the sum of respondents' top four choices, 43% indicated nature trails. Other most important facilities include: small neighborhood parks (40%), large community parks (37%), and paved walking and biking trails (37%).

Table 1.2 Most Important Facilities



Note: When taking into consideration only households who indicated the item as their first choice most important, small neighborhood parks and large community parks tie for the first choice most important followed by paved walking and biking trails.

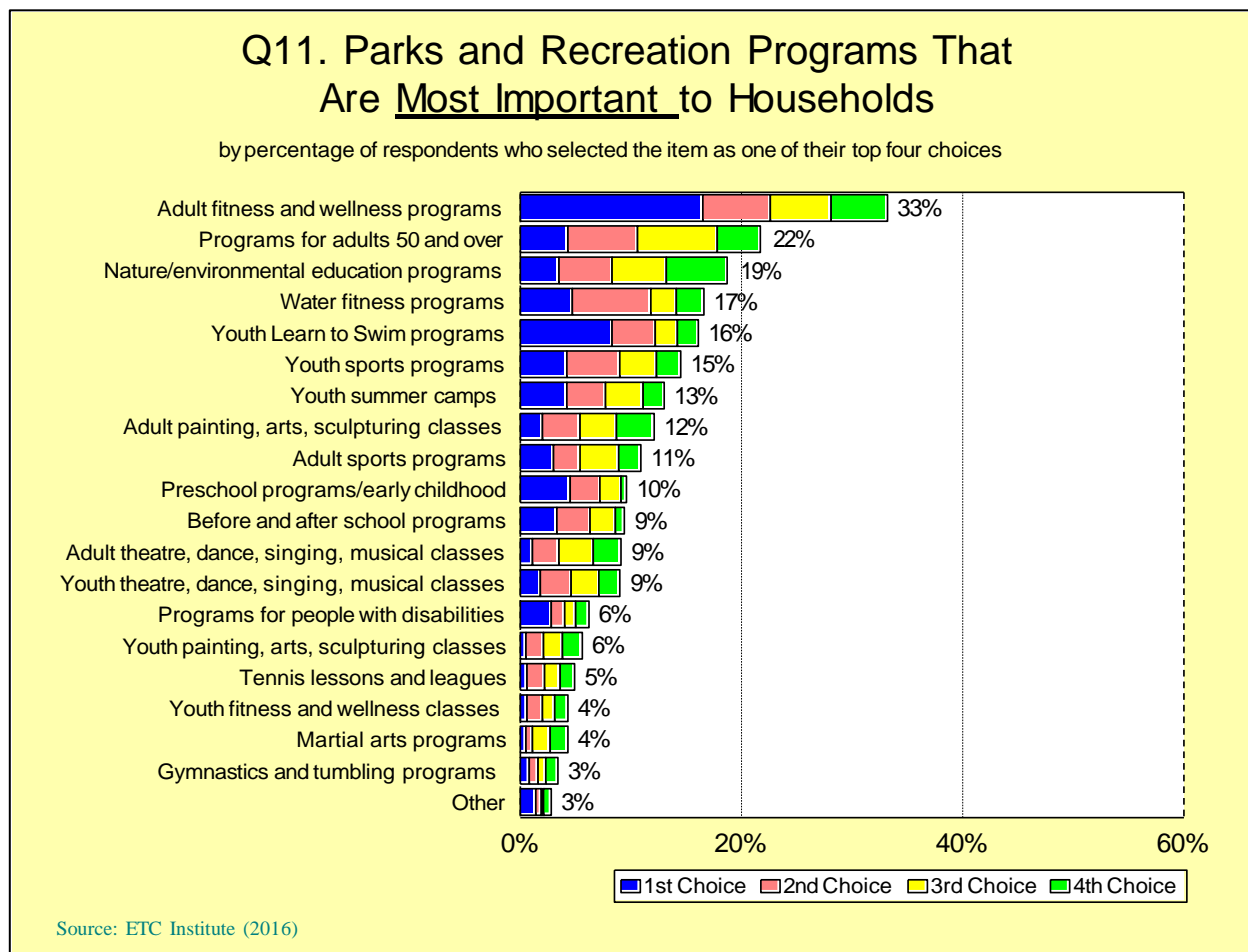
Program Needs and Importance

From a list of 19 parks and recreation programs, respondents were asked to indicate all of the programs their household has a need for. The following summarizes key findings:

Program Needs: Forty-eight percent (48%) or 10,146 households indicated they had a need for adult fitness and wellness programs. Other most needed programs include: nature/environmental education programs (30% or 6,408 households), programs for adults ages 50 and over (30% or 6,323 households), and water fitness programs (27% or 5,660 households).

Program Importance: Based on the sum of respondents' top four choices, 33% indicated that adult fitness and wellness programs were the most important to their household. Other most important programs include: programs for adults 50 and over (22%), nature /environmental education programs (19%), and water fitness programs (17%).

Table 1.3 Most Important Programs



Note: Youth Learn to Swim Programs moves up from 5th place in cumulative importance, to the 2nd place when only first choice is included.

Importance of Projects Funded by the 2006 Bond Levy

Respondents were asked to indicate how important each of the 14 projects listed were to improving the City of Shoreline parks and recreation system. Based on the percentage of respondents who indicated the project as either “very important” or “somewhat important”, 87% indicated that improvement to Richmond Beach Saltwater Park, including entry parking, roadway and sidewalk was the most important project to their household. The second most important project was renovations to nature trails and newly-added paved walking and biking trails at Boeing Creek and Shoreview parks, Hamlin Park Trail, and the new trail on NE 195th St (86%).

Potential Indoor Programming Spaces

Respondents were asked to choose from a list of 23 potential indoor programming spaces which ones their household would use if developed by the City of Shoreline Parks, Recreation, and Cultural Arts Department.

Indoor Programming Spaces Households Would Use: Fifty-one percent (51%) of respondents indicated that their household would use the walking and jogging track. Other potential program spaces respondents would use include: leisure pool (37%), fitness/dance class space (37%), lanes for lap swimming (36%), exercise facility for adults 50 years and older (35%), and weight room/cardiovascular equipment area (35%).

Indoor Programming Spaces that Are the Most Important to Households: Based on the sum of respondents’ top four choices, 38% indicated that a walking and jogging track was the most important to their household. Other most important indoor programming spaces include: exercise facility for adults 50 years and older (25%), leisure pool (23%), lanes for lap swimming (20%), weight room/cardiovascular equipment area (20%), and fitness and dance class space (19%).

Support for Actions for Improve and Expand Parks and Recreation Facilities

Supported Actions: Based on the sum of respondents who were either “very supportive” or “somewhat supportive”, 89% were supportive of the City of Shoreline to upgrade neighborhood parks and playgrounds. Other similar levels of support include: develop multipurpose trails connecting to parks (84%), upgrade nature trails (82%), acquire shoreline and beach access (82%), upgrade natural areas (82%), and develop multi-purpose trails in parks (80%).

Actions Most Important to Households: Based on the sum of respondents top four choices, 38% indicated the most important action was for the city to upgrade existing neighborhood parks and playgrounds. Other most important actions include: develop a new indoor community aquatic center (37%), acquire shoreline and beach access (34%), develop multipurpose trails connecting to parks (33%), and upgrade nature trails (31%).

How Respondents Would Allocate \$100 Toward Facilities

Respondents were asked to indicate the amount of money they would allocate toward eight facility funding categories.

Respondents indicated they would be willing to pay the largest sum toward the enhancement and maintenance of existing outdoor parks, playgrounds, and athletic fields (\$23). Other amount include: construction of new recreation and aquatic facilities (\$19), acquisition and development of new parkland (\$16), expansion of existing programs for seniors and adults (\$12), expansion of existing programs for youth and teens (\$10), construction of a new cultural facilities (\$8), construction of new outdoor athletic fields (\$6), and other (\$6).

Satisfaction with the Overall Value Received

Respondents were asked to indicate their satisfaction with the overall value their household receives from the City of Shoreline Parks, Recreation, and Cultural Services Department. Eighty-one percent (81%) of households were either “very satisfied” (37%) or “somewhat satisfied” (44%) with the overall value their household receives. This is significantly above the national average and indicates a good representation of value received for programs, services, and facilities.

Priority Investment Ratings (PIR) was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being partly met or not met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally. More information about how the PIR is calculated can be found in section

The following two pages summarize major findings.

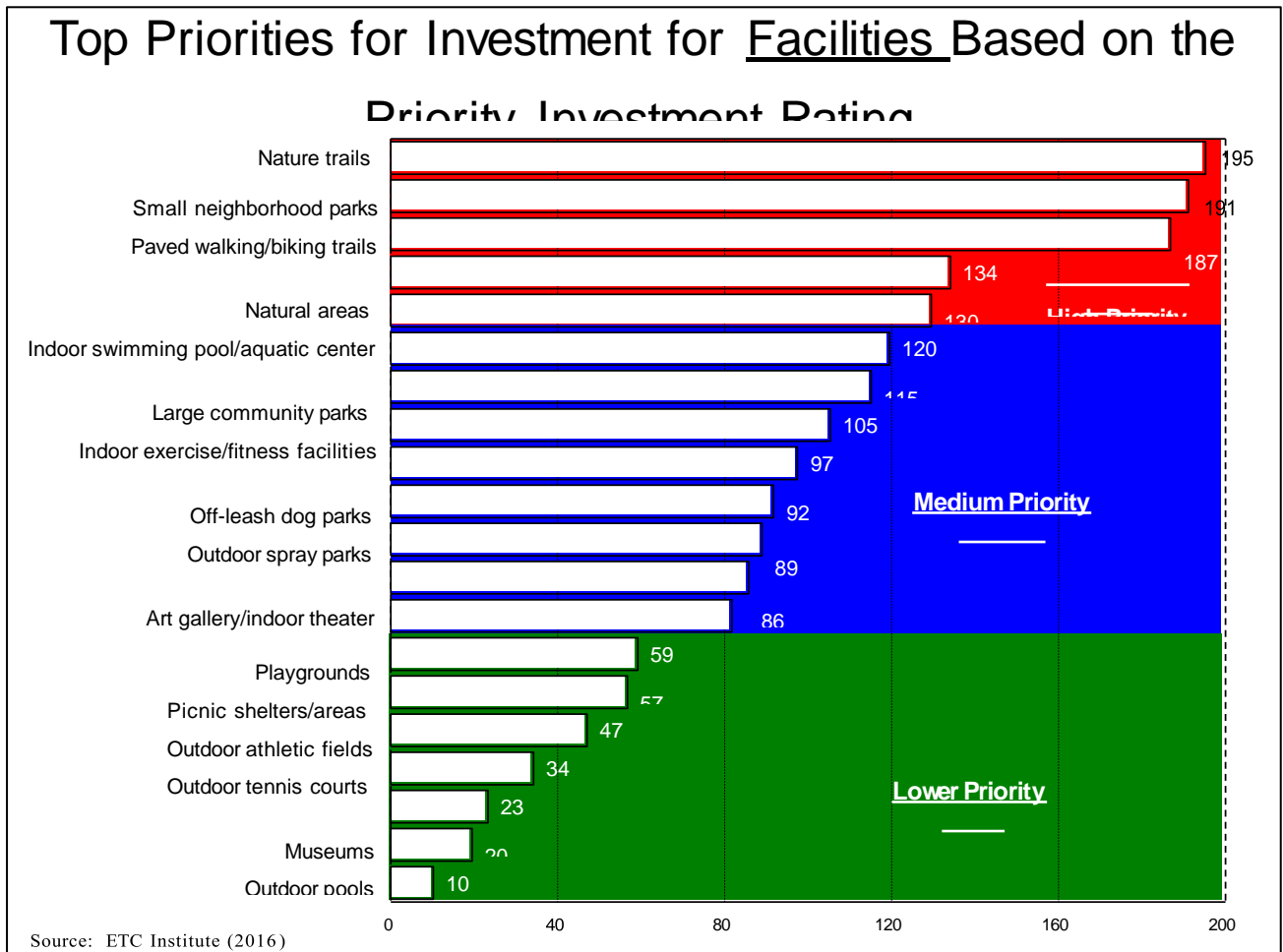
Facility Priority Investment Rating

The chart below shows the Priority Investment Rating for all 20 of the facilities assessed on the survey. Areas identified as “high” priorities should receive the highest priority for improvement.

Facilities that should receive the highest priority for funding include:

- Nature trails
- Small neighborhood parks
- Paved walking/biking trails
- Natural Areas
- Indoor swimming pool/aquatic center

Table 1.4: Facility Funding Priorities



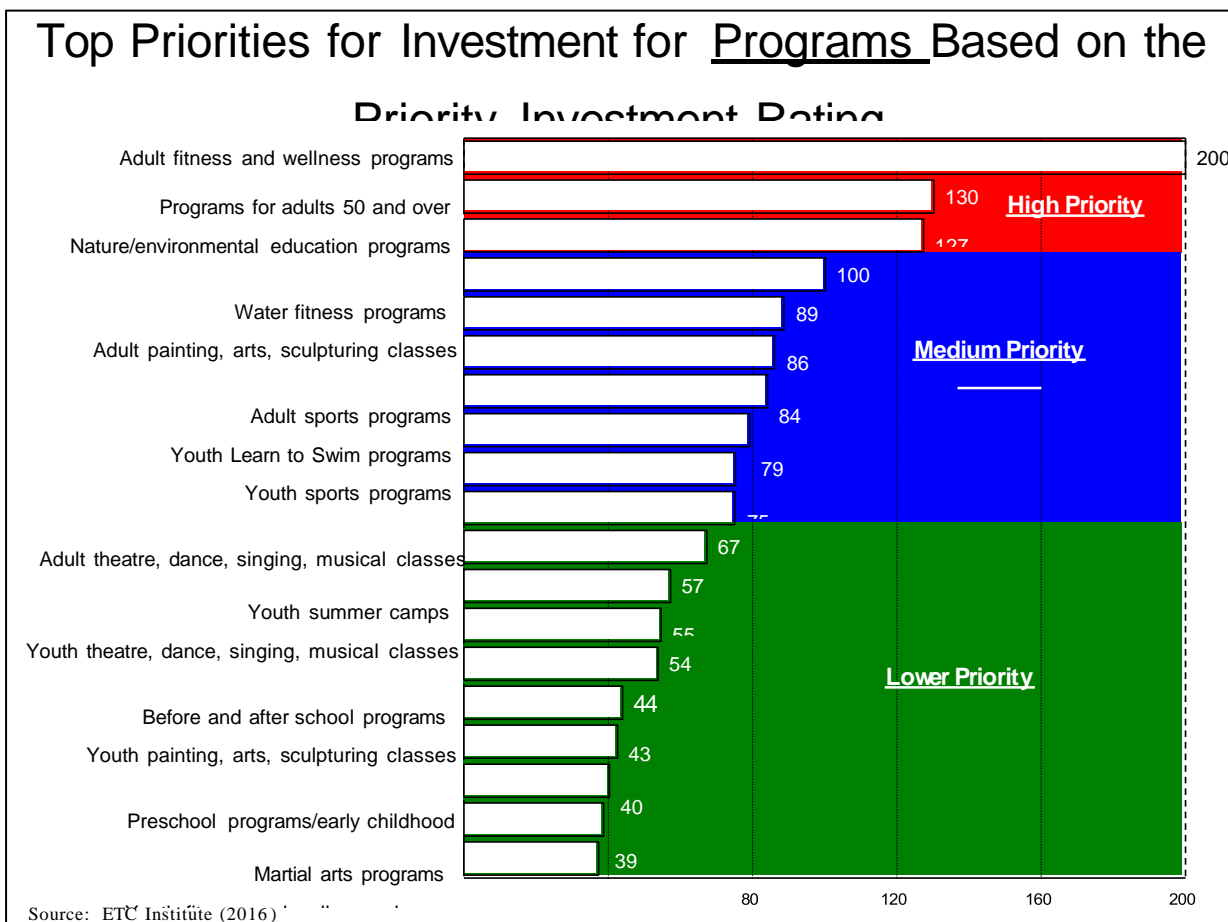
Program Priority Investment Rating

The chart below shows the Priority Investment Rating for all 19 of the adult programs and activities assessed on the survey. Areas identified as “high” priorities should receive the highest priority for improvement.

Programs that should receive the highest priority for funding include:

- Adult fitness and wellness programs
- Programs for adults 50 and over
- Nature/environmental education programs

Table 1.5: Program Funding Priorities



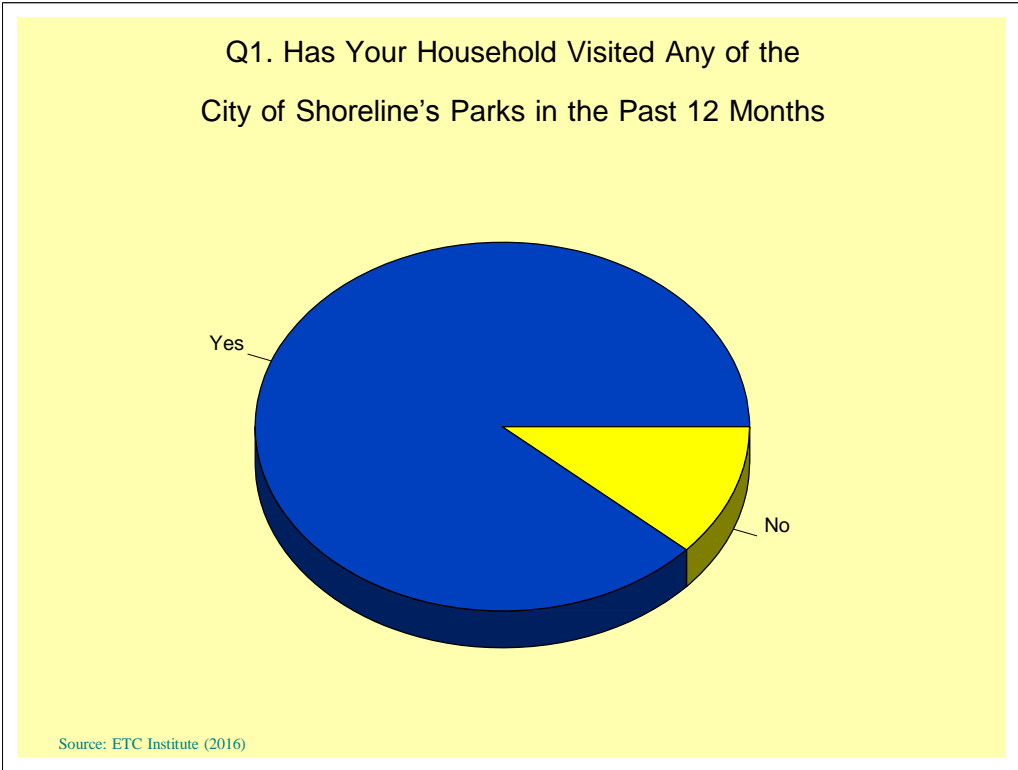
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Section 5: Tabular Analysis	Page 40
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Appendix A: Cross-Tabular Analysis	
Appendix B: GIS Maps	

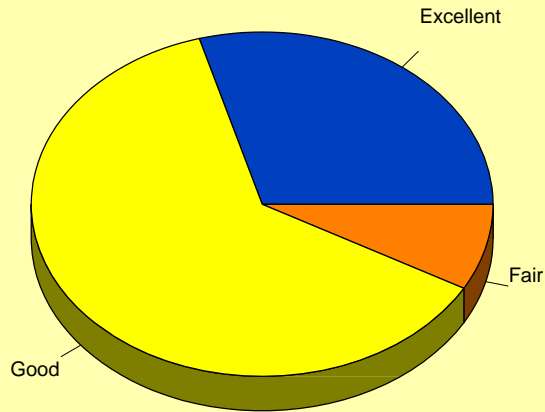
Section 1

Charts and Graphs

City of Shoreline
2016 Parks and Recreation Survey Results

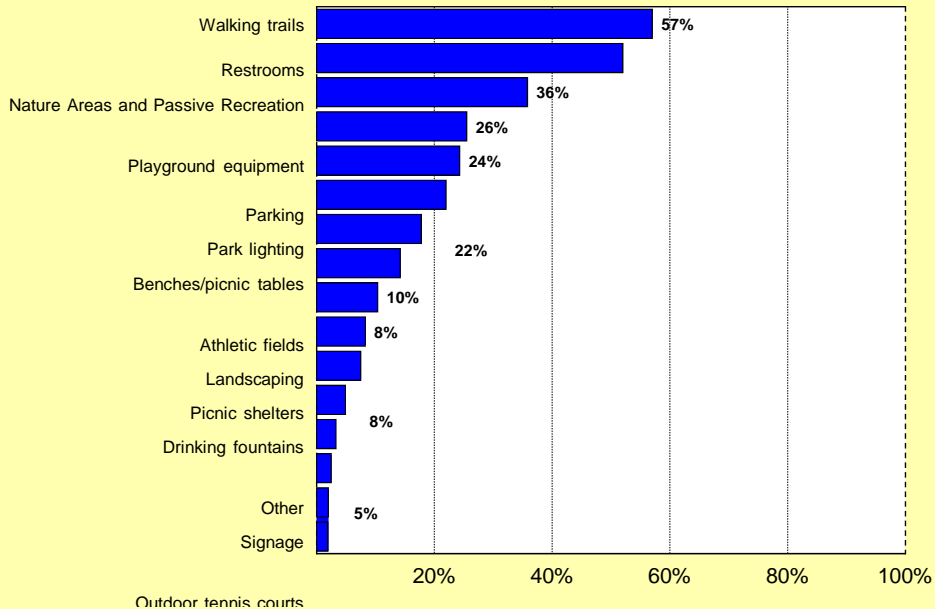


Q1-2. Overall Physical Condition of All the Parks in the City of Shoreline



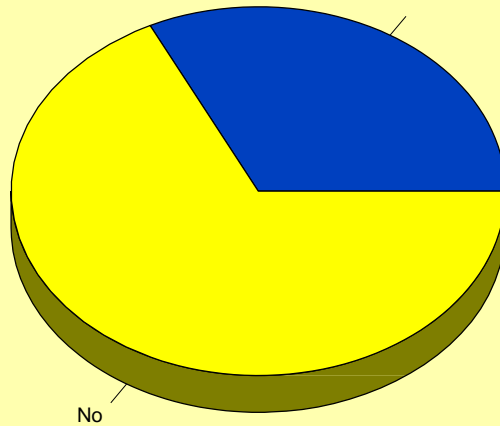
Source: ETC Institute (2016)

Q2. Amenities Respondent Feels Are Most Important to Their Household



Q3. If Household Has Participated in any Programs Offered by the City of Shoreline Parks, Recreation, and Cultural Services Department During the Past 12 Months

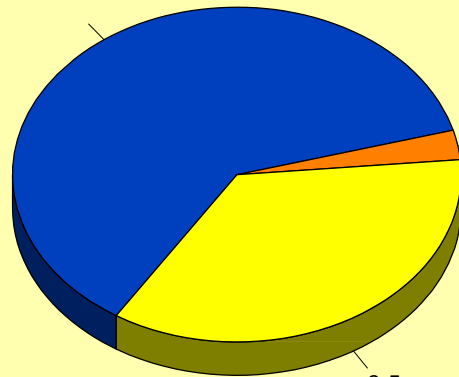
by percentage of respondents



Source: ETC Institute (2016)

Q3-2. Number of Recreation Programs Offered by the City of Shoreline that Respondent Household has Participated in During Past 12 Months

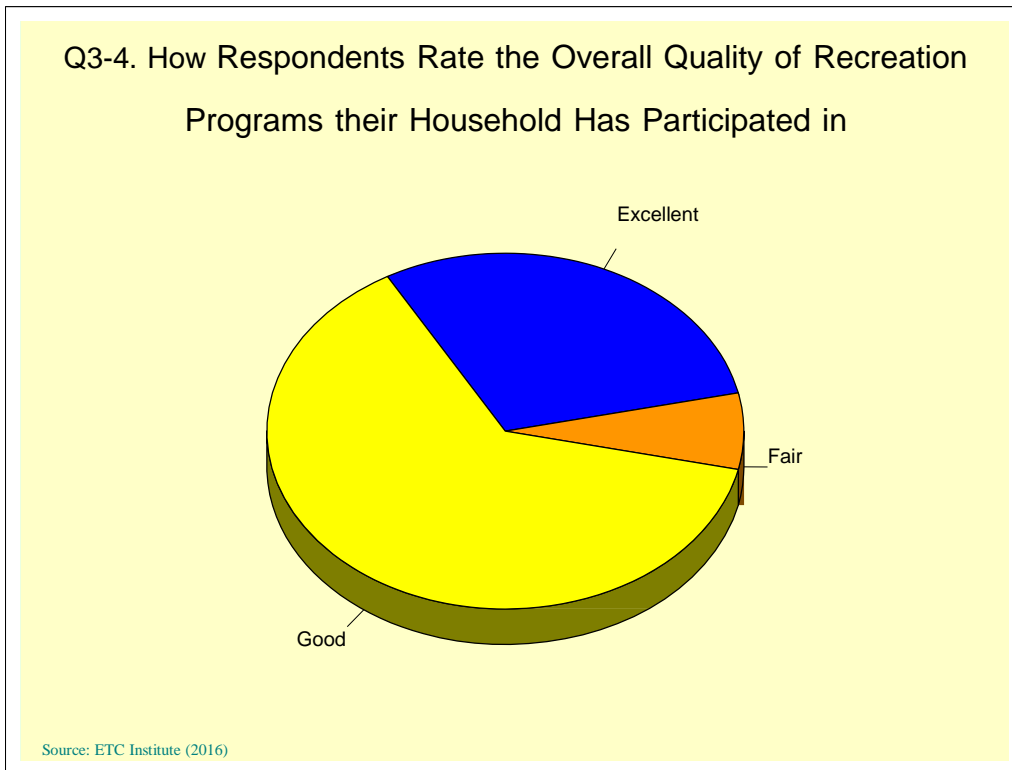
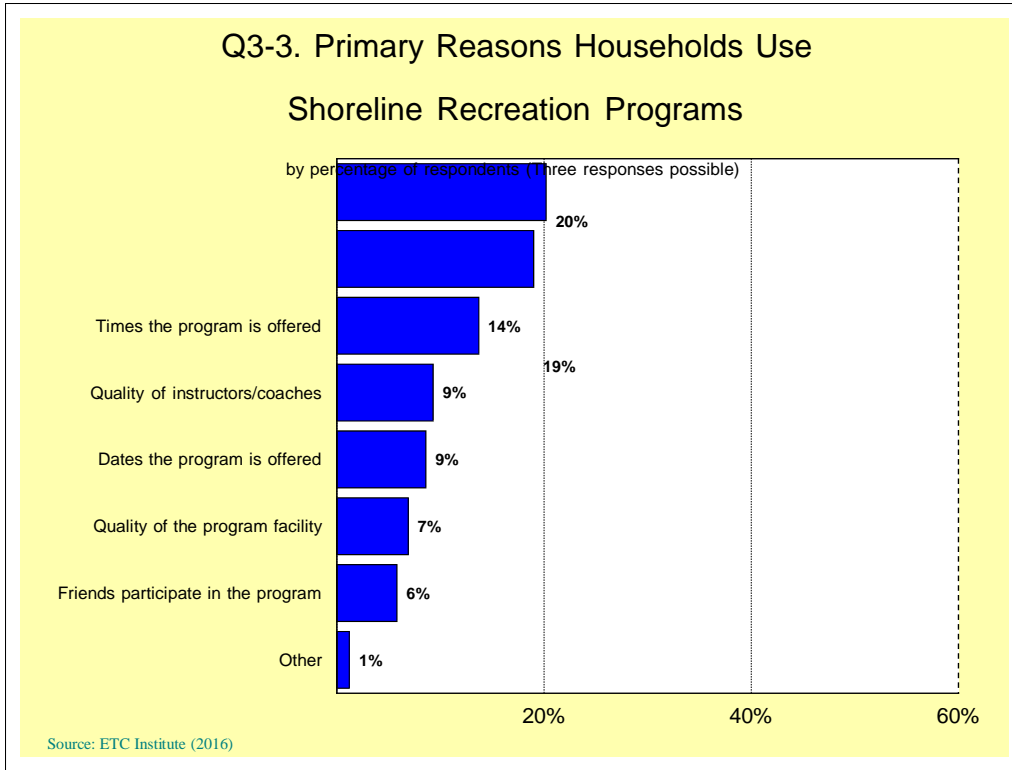
1-2 programs

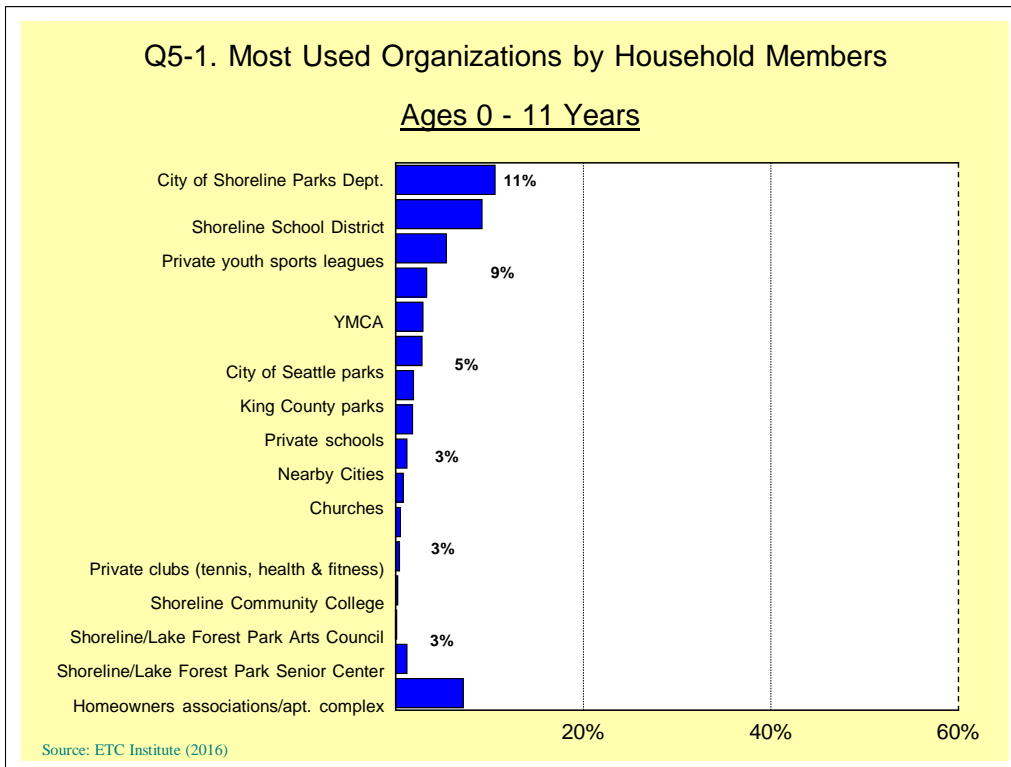
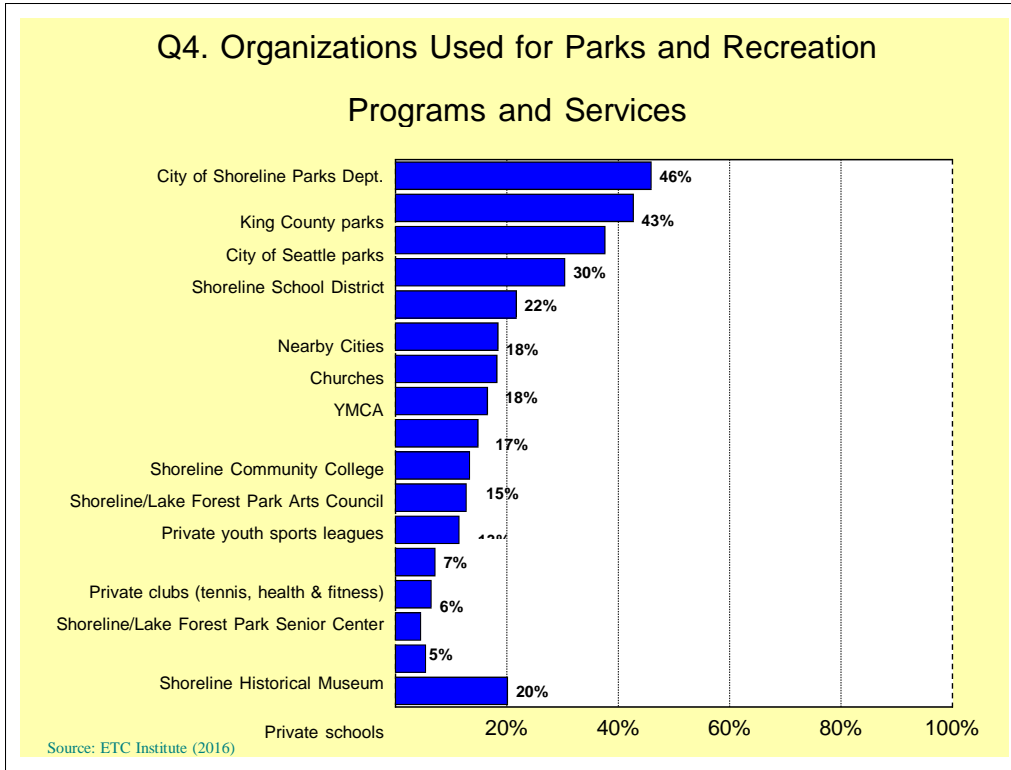


6 or more programs

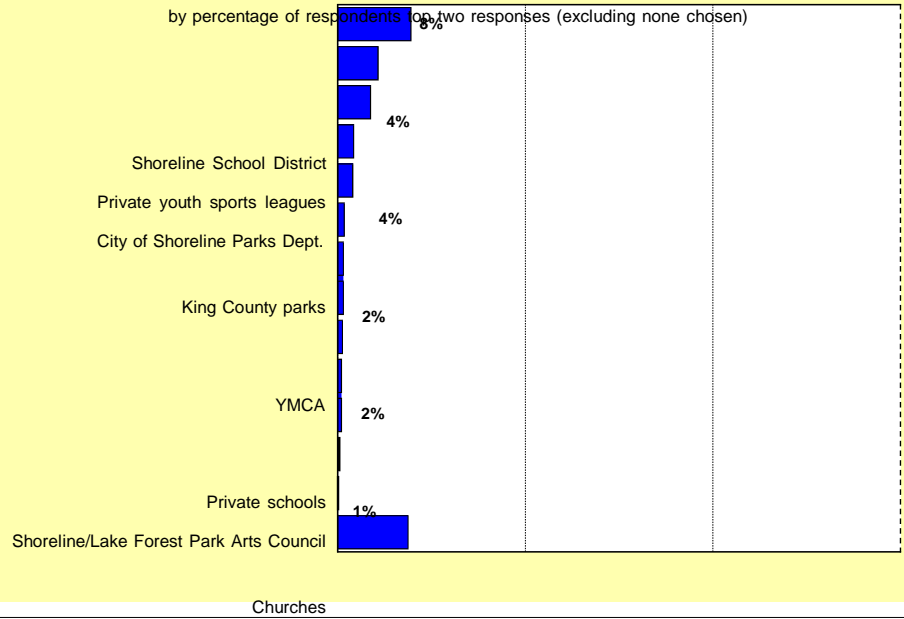
3-5 programs

Source: ETC Institute (2016)

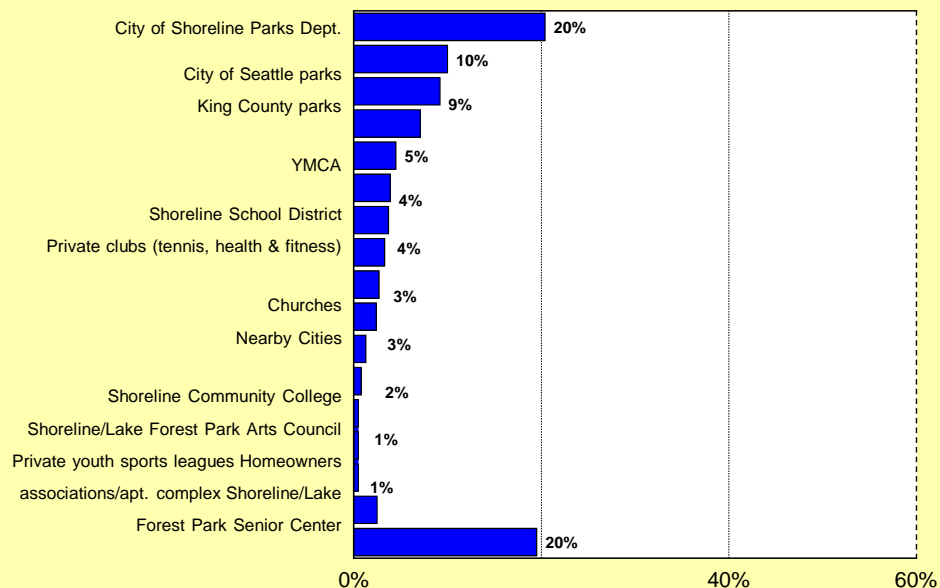




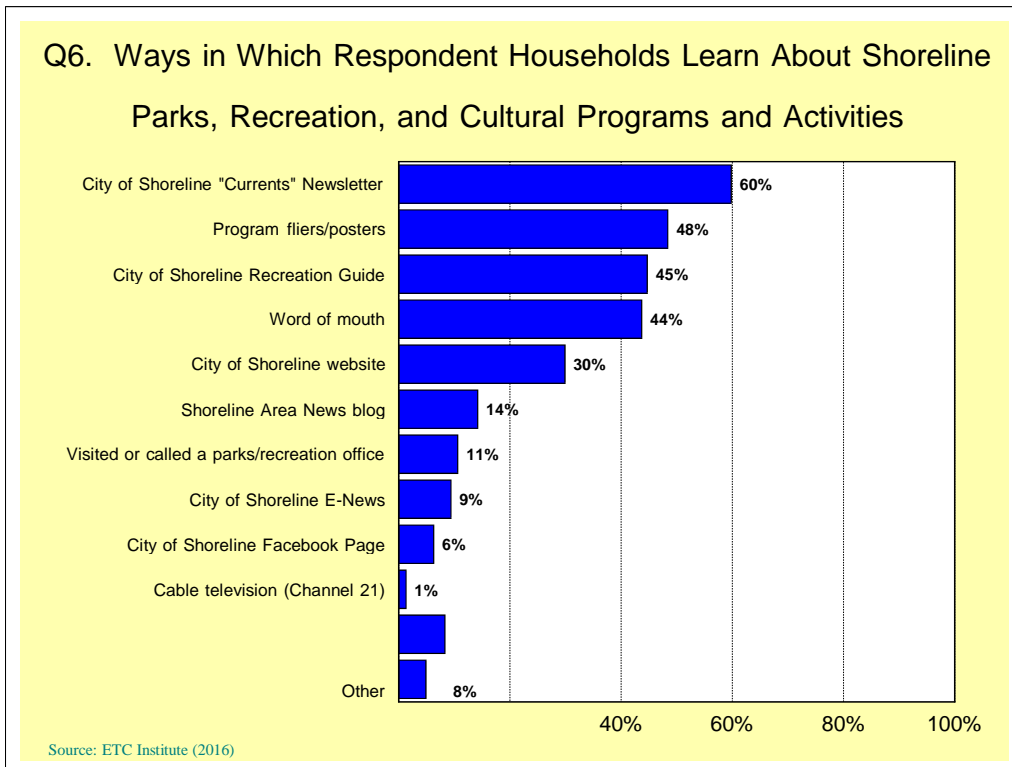
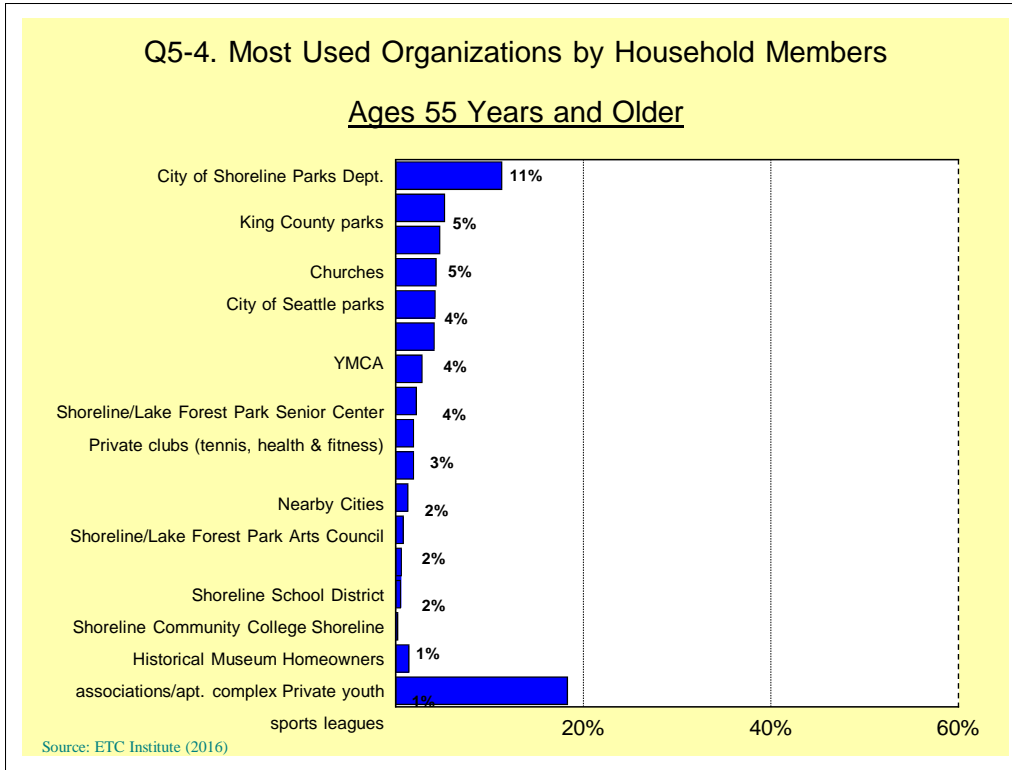
Q5-2. Most Used Organizations by Household Members Ages 12 - 17 Years



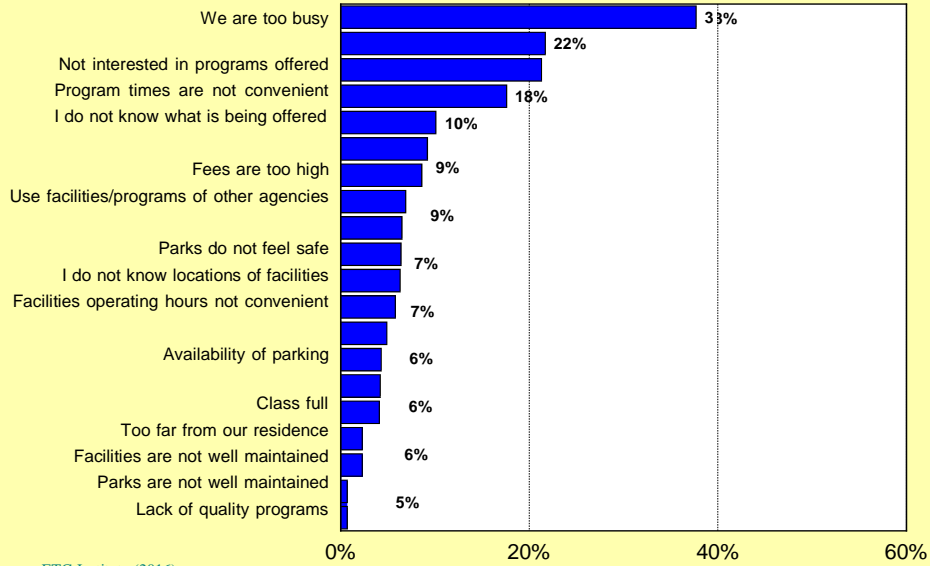
Q5-3. Most Used Organizations by Household Members Ages 18 - 54 Years



Source: ETC Institute (2016)

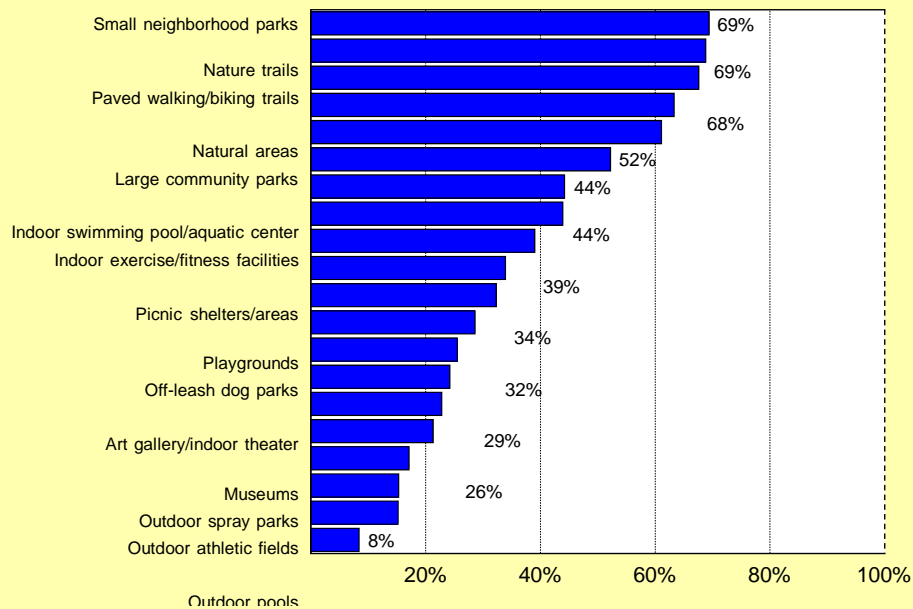


Q7. Reasons Preventing Usage of City of Shoreline Parks, Recreation, and Cultural Service Departments Programs and Facilities More Often

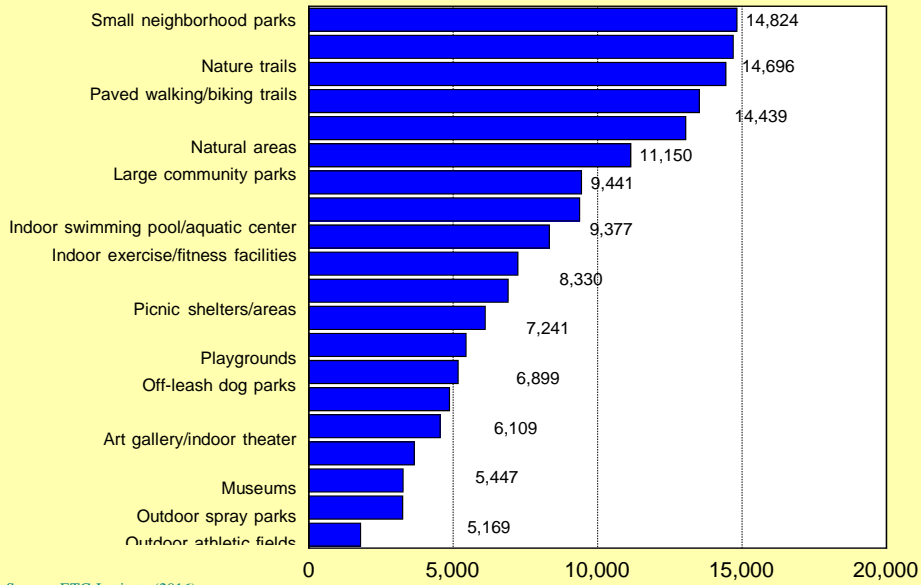


Source: ETC Institute (2016)

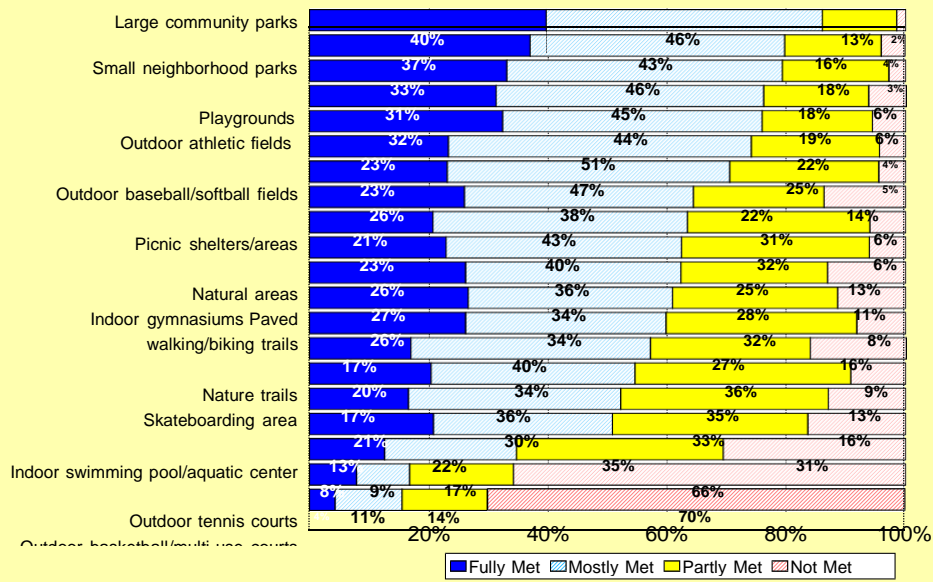
Q8. Households That Have a Need for Parks and Recreation Facilities



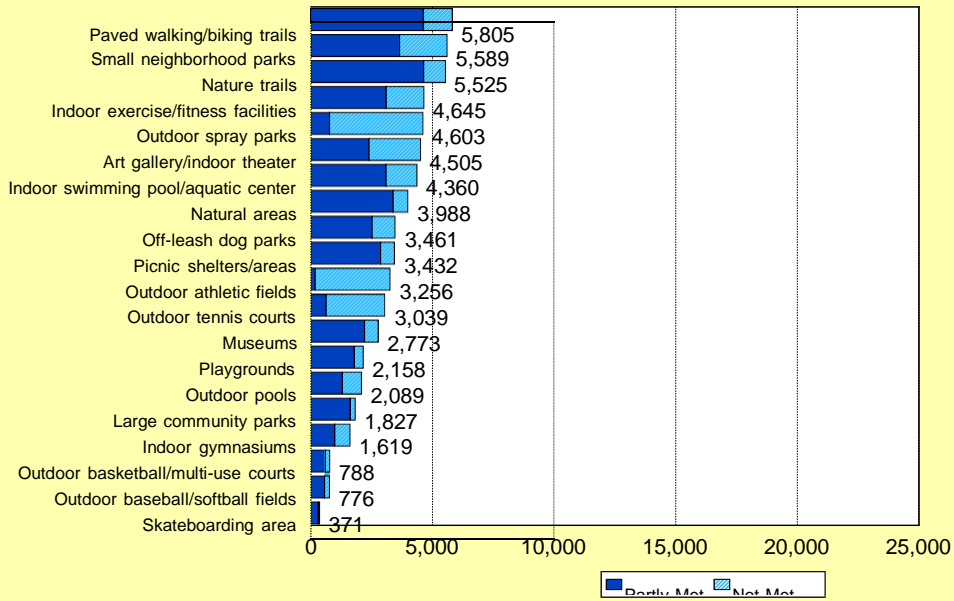
Q8-1. Estimated Number of Households in the City of Shoreline Who Have a Need for Parks and Recreation Facilities



Q8-2. How Well Household Facility Needs Are Being Met By the City of Shoreline

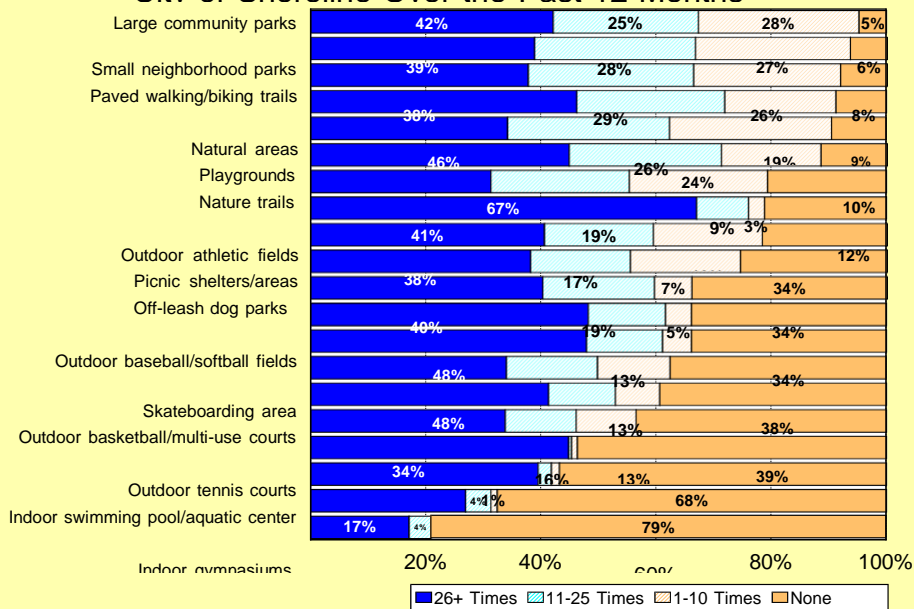


Q8-3. Estimated Number of Households Whose Needs for Parks and Recreation Facilities Are Only Being “Partly” or “Not” Met

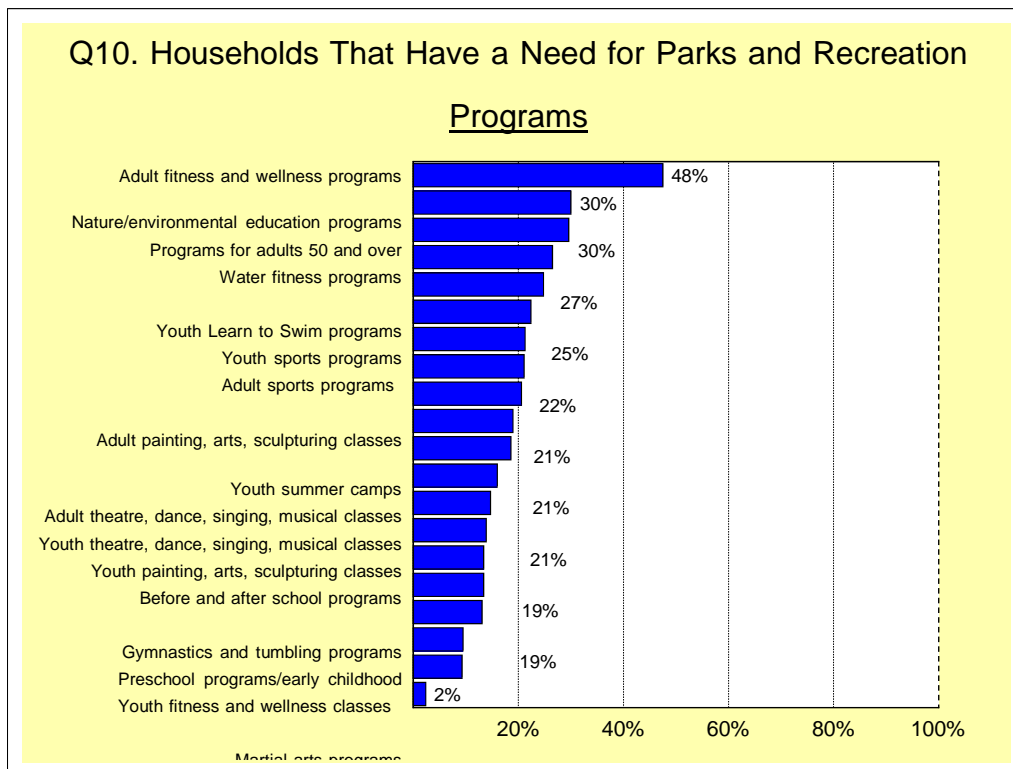
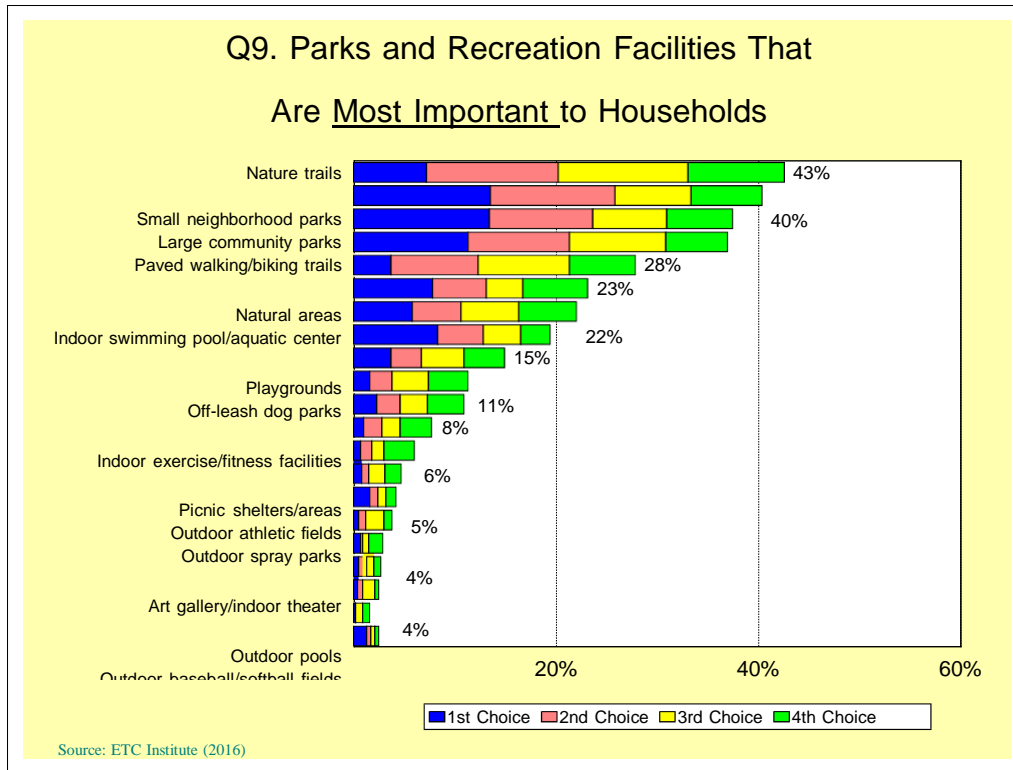


Source: ETC Institute (2016)

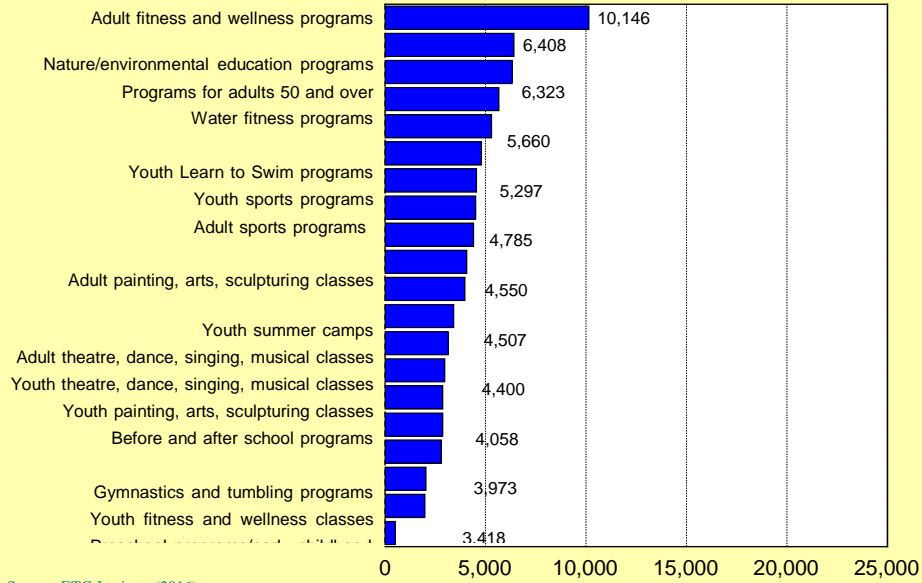
Q8-4. How Many Times Households Have Used Facilities in the City of Shoreline Over the Past 12 Months



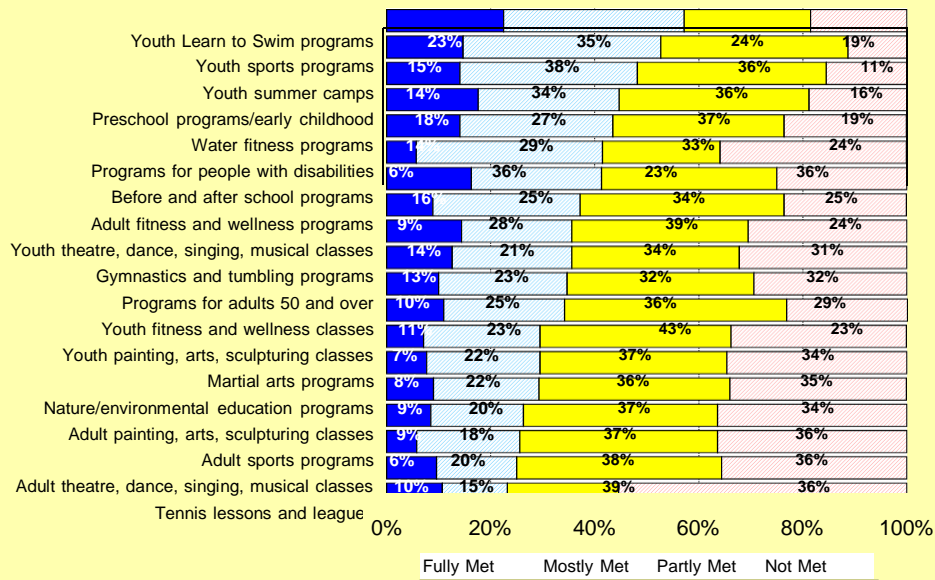
Source: ETC Institute (2016)



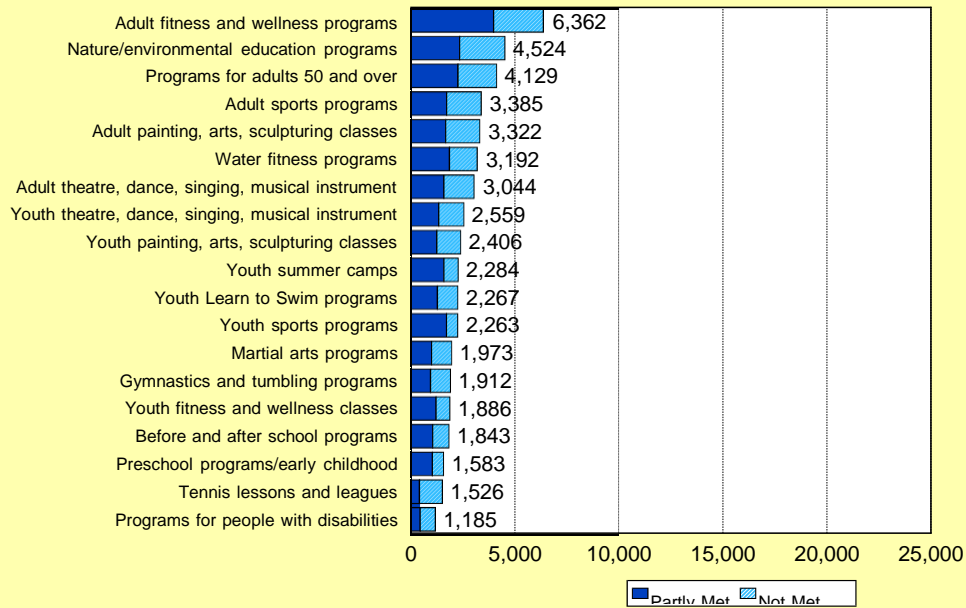
Q10-1. Estimated Number of Households in the City of Shoreline Who Have a Need for Parks and Recreation Programs



Q10-2. How Well Shoreline Parks and Recreation Programs are Meeting the Needs of Households

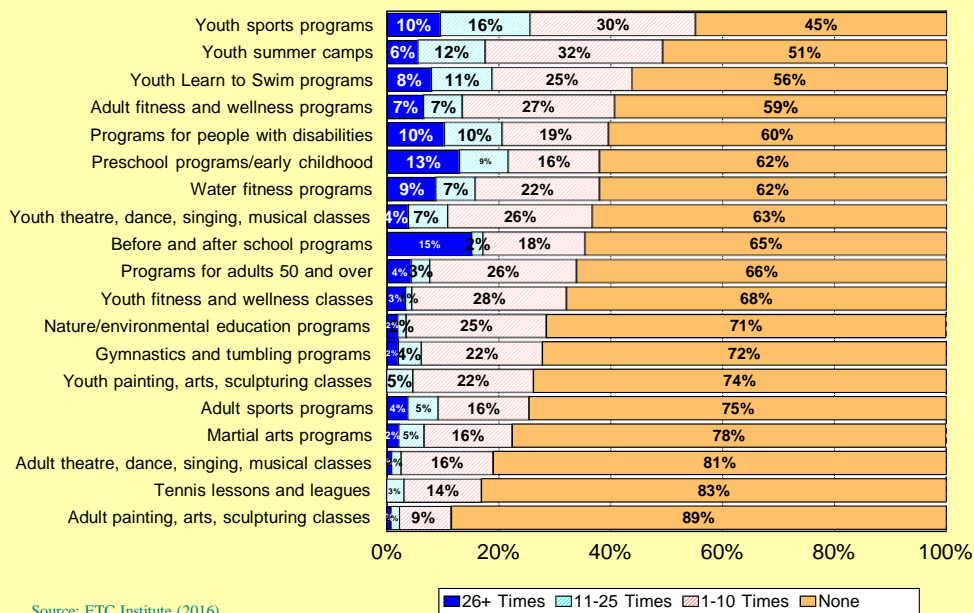


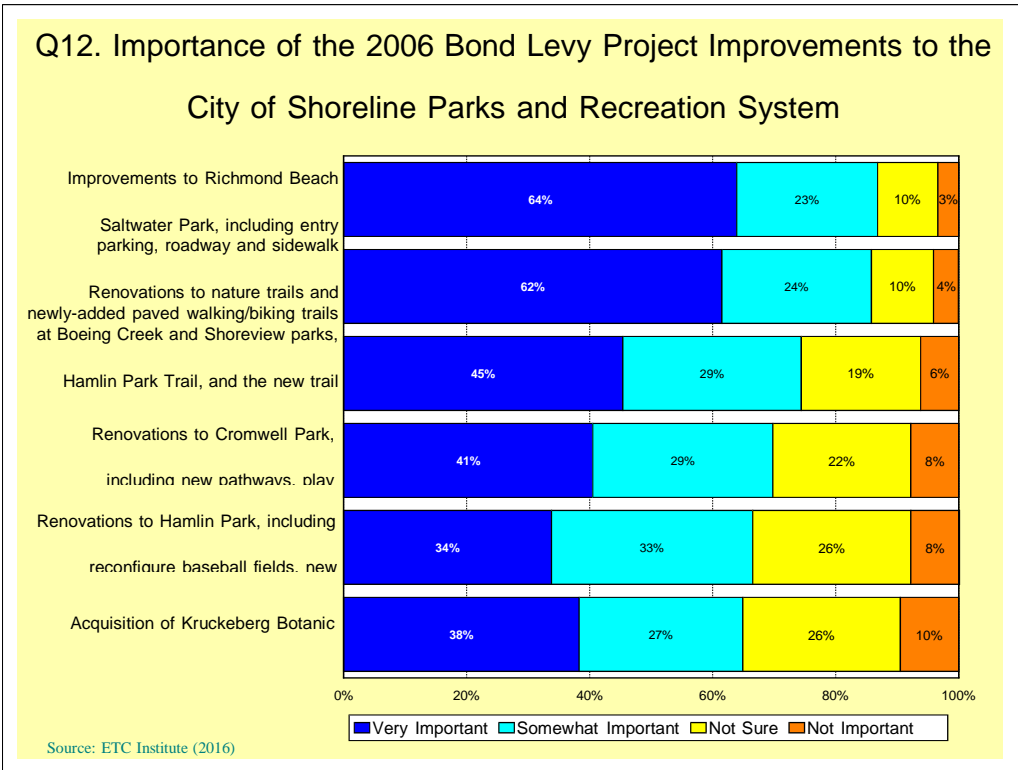
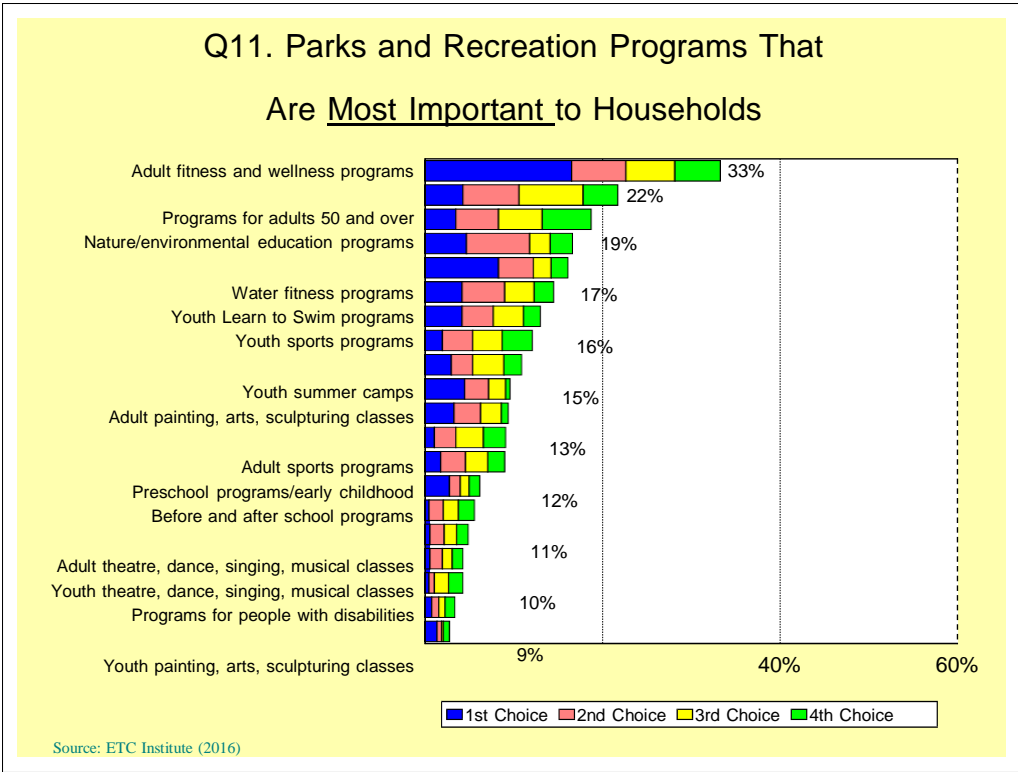
Q10-3. Estimated Number of Households Whose Need for Parks and Recreation Programs Are Only Being "Partly" or "Not" Met



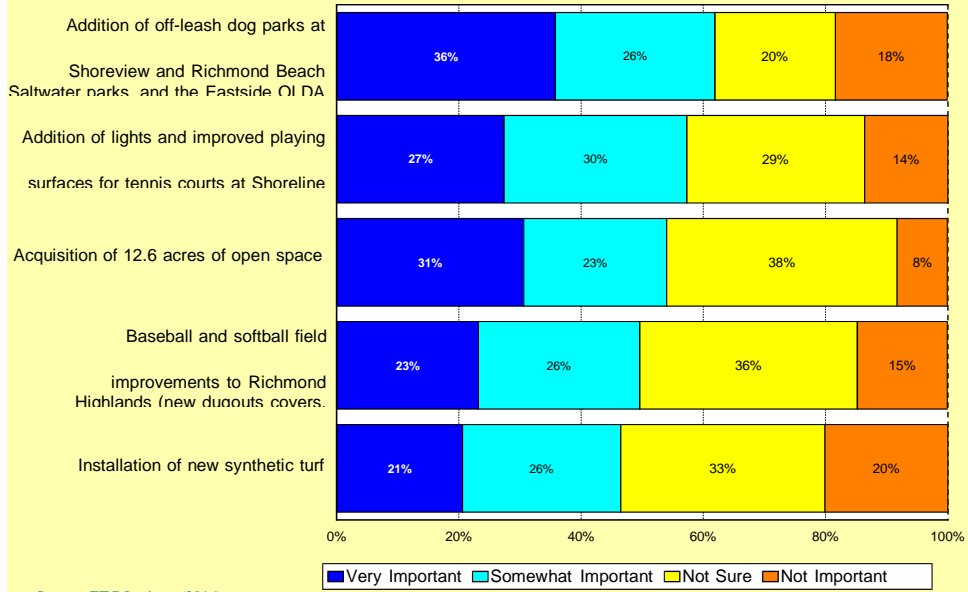
Q10-4. How Often Households Used Programs in the City of Shoreline Over the Past 12 Months

by percentage of households that have a need for facilities



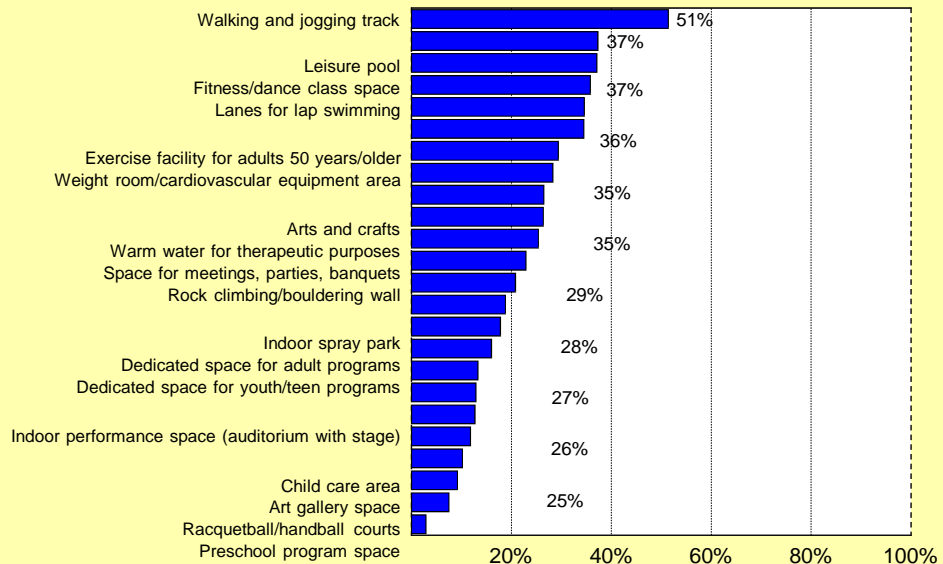


Q12. Importance of the 2006 Bond Levy Project Improvements to the City of Shoreline Parks and Recreation System Cont...

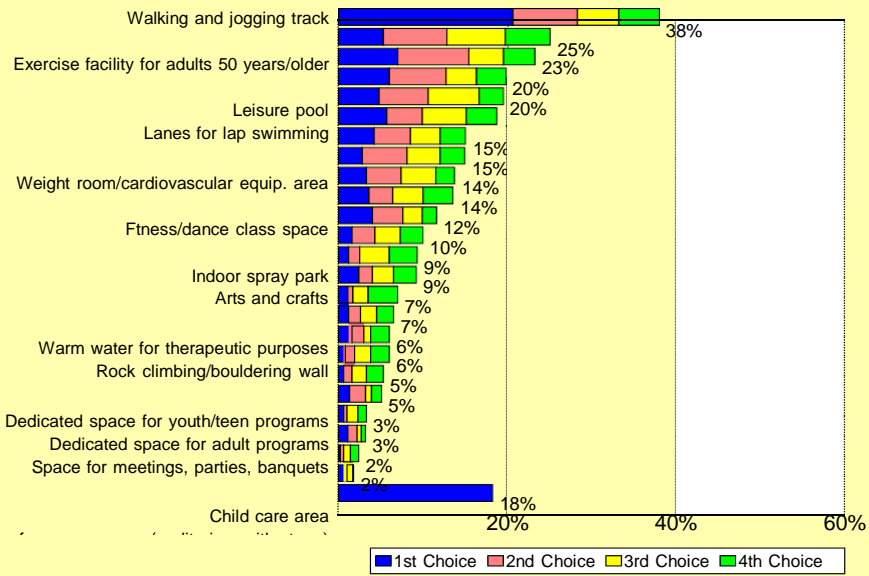


Q13. Potential Indoor Programming Space

Respondents Would Use if Developed

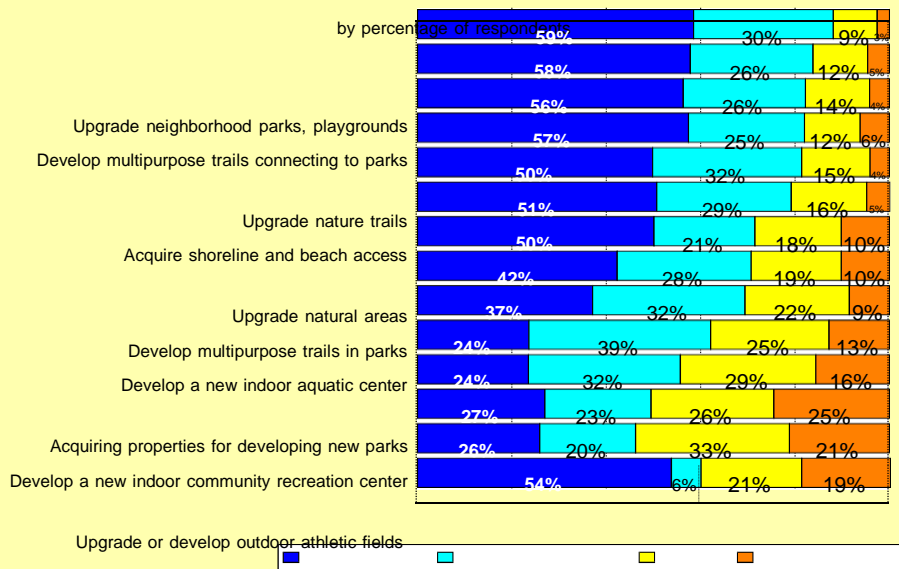


Q14. Indoor Programming Spaces That Are the Most Important to Households

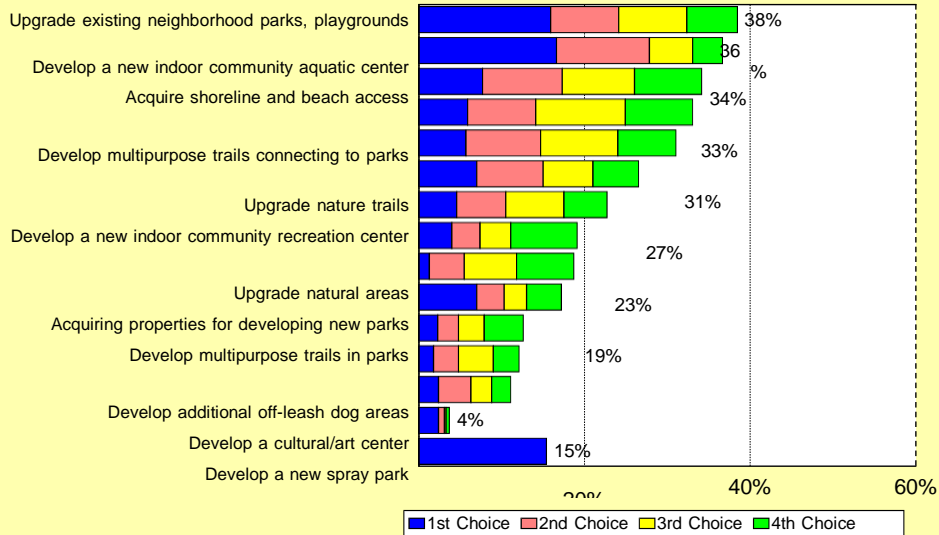


Source: ETC Institute (2016)

Q15. Support for Actions the City of Shoreline Could Take to Improve and Expand Parks and Recreation Facilities

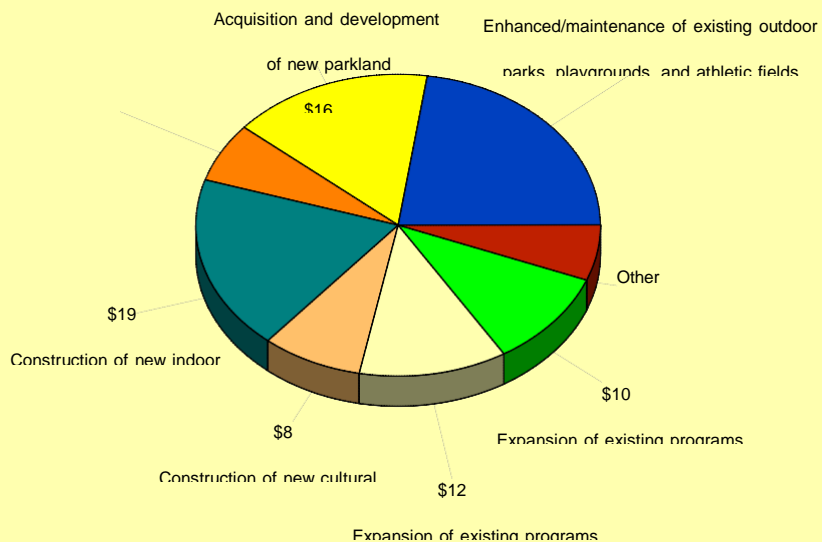


Q16. Most Important Actions the City of Shoreline could take to Improve and Expand Parks and Recreation Facilities



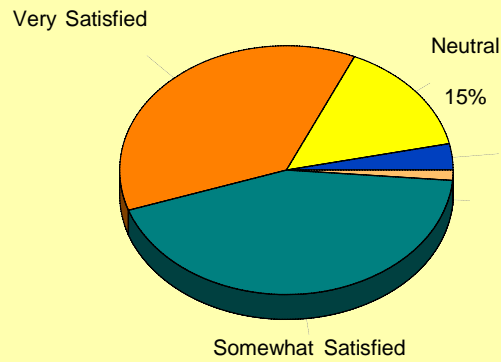
Source: ETC Institute (2016)

Q17. Allocation of \$100 Dollars for the City of Shoreline Parks, Recreation, and Cultural Services Department Facilities



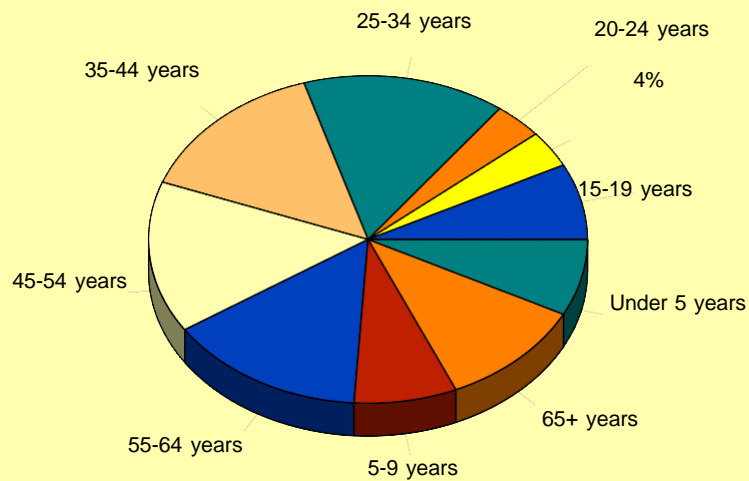
Source: ETC Institute (2016)

Q18. Satisfaction with the Overall Value Received from the City of Shoreline Parks, Recreation, and Cultural Services Department

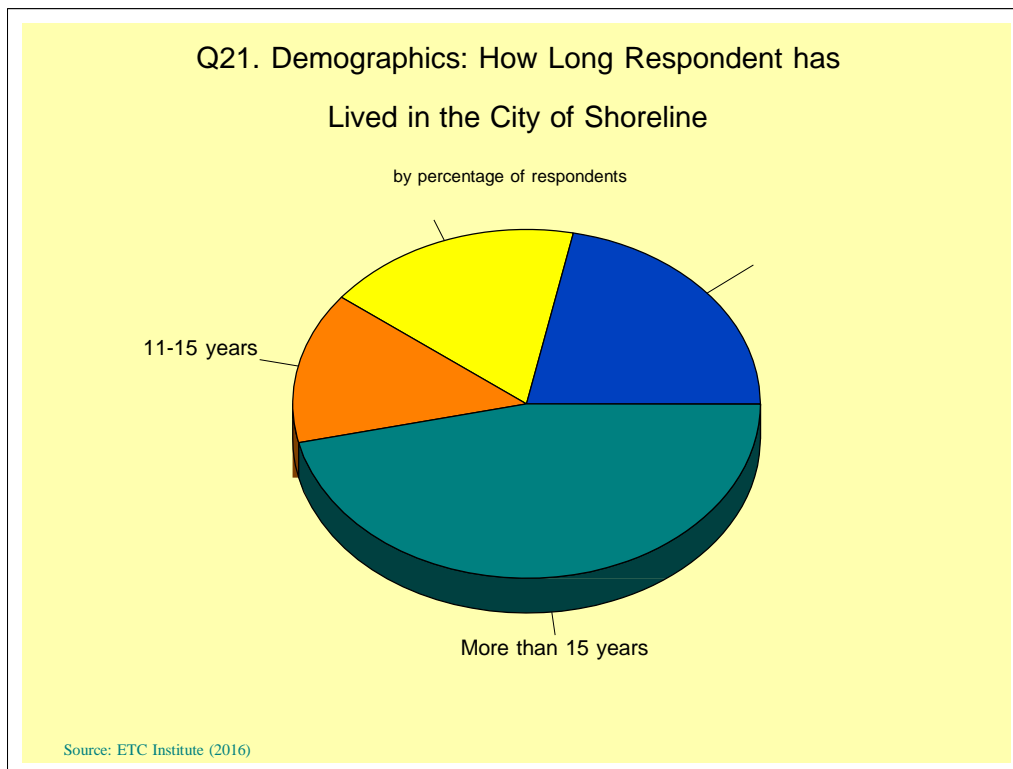
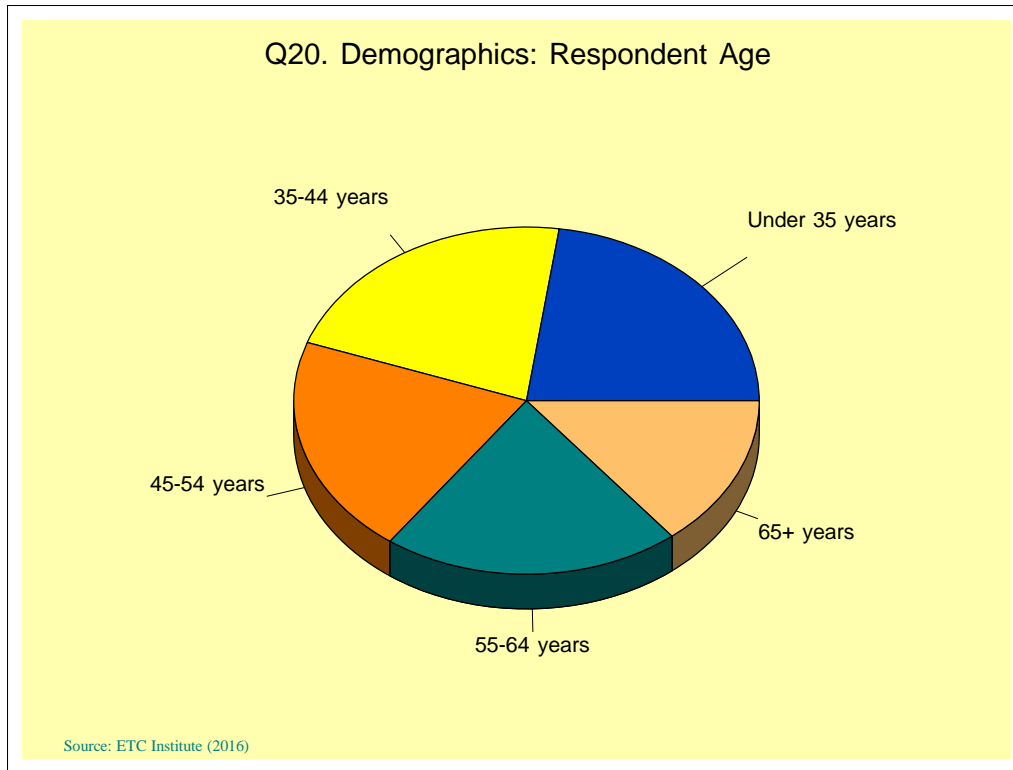


Source: ETC Institute (2016)

Q19. Demographics: Age of Household Members

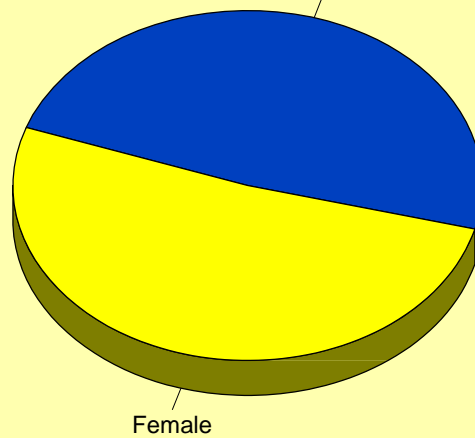


Source: ETC Institute (2016)



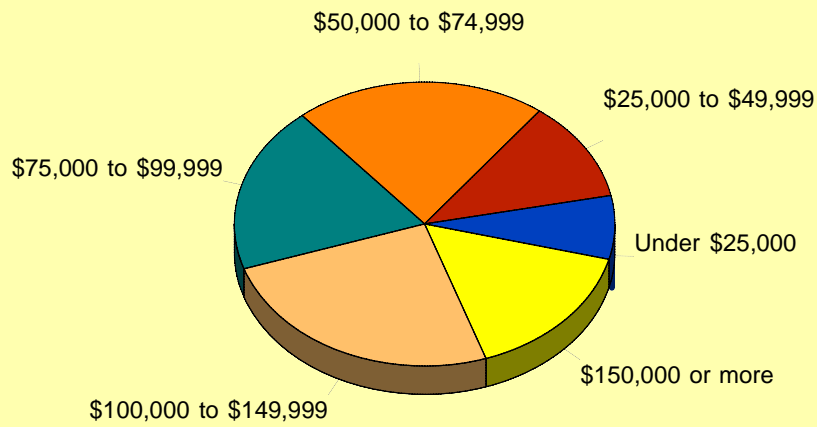
Q22. Demographics: Gender of Respondent

by percentage of respondents



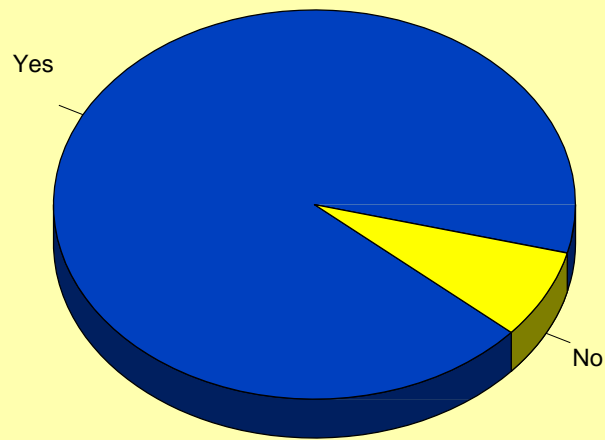
Source: ETC Institute (2016)

Q23. Demographics: Household Income



Source: ETC Institute (2016)

Q24. Demographics: Is English Respondent's First Language



Source: ETC Institute (2016)

Section 2

Benchmarks

National Benchmarking

Since 1998, ETC Institute has conducted household surveys for needs assessments, feasibility studies, customer satisfaction, fees and charges comparisons, and other parks and recreation issues in more than 400 communities in over 49 states across the country.

The results of these surveys has provided an unparalleled data base of information to compare responses from household residents in client communities to “National Averages” and therefore provide a unique tool to “assist organizations in better decision making.”

Communities within the data base include a full-range of municipal and county governments from 20,000 in population through over 1 million in population. They include communities in warm weather climates and cold weather climates, mature communities and some of the fastest growing cities and counties in the country.

“National Averages” have been developed for numerous strategically important parks and recreation planning and management issues including: customer satisfaction and usage of parks and programs; methods for receiving marketing information; reasons that prevent members of households from using parks and recreation facilities more often; priority recreation programs, parks, facilities and trails to improve or develop; priority programming spaces to have in planned community centers and aquatic facilities; potential attendance for planned indoor community centers and outdoor aquatic centers; etc.

Results from household responses for the City of Shoreline were compared to National Benchmarks to gain further strategic information. A summary of all tabular comparisons are shown on the following page.

Note: The benchmarking data contained in this report is protected intellectual property. Any reproduction of the benchmarking information in this report by persons or organizations not directly affiliated with the City of Shoreline is not authorized without written consent from ETC Institute.

Benchmarking for the City of Shoreline Community Interest and Opinion Surveys			
		National Average	City of Shoreline 2016
Has your household visited any parks or facilities during the past year?			
Yes		79%	88%
No		21%	12%
How would you rate the quality of all the parks/facilities you've visited?			
Excellent		31%	29%
Good		54%	63%
Fair		12%	8%
Poor		2%	0.4%
Has your household participated in City/County/Park District recreation programs during the past year?			
Yes		34%	32%
No		66%	68%
How would you rate the quality of all the recreation programs you've participated in?			
Excellent		35%	30%
Good		53%	64%
Fair		10%	7%
Poor		2%	0%
Ways respondents learn about recreation programs and activities			
Conversations with City/County/Park District staff		6%	11%
Departmental Brochure (Seasonal program guide)		54%	45%
Flyers/Materials at City/County/Park District facilities		18%	48%
Newsletters/Flyers/Brochures		31%	60%
TV/Cable Access		10%	1%
Website		21%	30%
Word of Mouth/Friends/Coworkers		42%	44%
Social media - Facebook/Twitter		7%	6%
Organizations used for parks and recreation programs and facilities			
Churches		30%	18%
City/County Parks & Recreation Department		48%	46%
College/University Facilities		15%	17%
County/State Parks		36%	43%
Homeowners Associations/Similar		12%	5%
Other Cities/Park Districts		24%	22%
Private Clubs		22%	13%
Private schools		9%	6%
School District		28%	30%
YMCA		16%	18%
Youth Sports Leagues		16%	13%

Benchmarking for the City of ShorelineCommunity Interest and Opinion Surveys		
	National Average	City of Shoreline 2016
Recreation programs that respondent households have a need for		
Adult arts, dance, performing arts	21%	19%
Adult fitness and wellness programs	48%	48%
Adult sports programs	23%	21%
Before and after school programs	15%	15%
Gymnastics/tumbling programs	16%	14%
Marital arts programs	15%	13%
Nature programs/environmental education	32%	30%
Preschool programs	15%	13%
Programs for people with disabilities	12%	10%
Seniors/Adult programs for 50 years and older	24%	30%
Tennis lessons and leagues	17%	9%
Water fitness programs	30%	27%
Youth art, dance, performing arts	18%	19%
Youth fitness and wellness programs	19%	13%
Youth Learn to Swim programs	25%	25%
Youth sports programs	27%	22%
Youth summer camp programs	20%	21%
Recreation programs that are the most important to respondent households		
Adult arts, dance, performing arts	9%	9%
Adult fitness and wellness programs	30%	33%
Adult sports programs	10%	11%
Before and after school programs	7%	9%
Gymnastics/tumbling programs	5%	3%
Marital arts programs	4%	4%
Nature programs/environmental education	13%	19%
Preschool programs	7%	10%
Programs for people with special needs/disabled	4%	6%
Seniors/Adult programs for 50 years and older	14%	22%
Tennis lessons and leagues	7%	5%
Water fitness programs	14%	17%
Youth art, dance, performing arts	6%	9%
Youth fitness and wellness programs	7%	4%
Youth Learn to Swim programs	14%	16%
Youth sports programs	15%	15%
Youth summer camp programs	9%	13%
Parks and recreation facilities that respondent households have a need for		
Indoor Fitness and Exercise Facilities	47%	44%
Indoor Gyms/Multi-Purpose Rec Center	27%	21%
Indoor Swimming Pools/Aquatic Center	43%	52%
Large Multi Use Community Parks	55%	61%
Natural areas/wildlife habitats (Greenspace and natural areas)	50%	63%
Nature Center/Nature Trails	53%	69%
Off-leash dog parks	27%	34%
Outdoor basketball/multi-use courts	24%	15%
Outdoor Swimming Pools/Aquatic Center	44%	23%
Picnic Areas and Shelters	53%	44%
Playground Equipment for Children	43%	39%
Skateboarding Park/Area	13%	8%
Small neighborhood parks	60%	69%
Soccer, Lacrosse Fields (Outdoor field space)	22%	24%
Splash park/pad	25%	26%
Tennis Courts (outdoor)	26%	17%
Walking & Biking Trails	69%	68%
Youth Baseball/softball Fields	19%	15%
Most Important Parks and Recreation Facilities to Respondent Households		
Indoor Fitness and Exercise Facilities	20%	15%
Indoor Gyms/Multi-Purpose Rec Centers	7%	3%
Large Community Parks	19%	37%
Natural areas/wildlife habitats (Greenspace and natural areas)	17%	28%
Nature Center/Nature Trails (Nature trails/nature parks)	19%	43%
Off-Leash Dog Park	12%	19%
Outdoor Basketball Courts	5%	3%
Outdoor Swimming Pools/Aquatic Facilities	18%	5%
Picnic Areas and Shelters	17%	11%
Skateboarding Area	3%	2%
Small Neighborhood Parks	28%	40%
Soccer, Lacrosse Fields (Outdoor field space)	8%	11%
Splash park/pad	7%	8%
Tennis Courts (outdoor)	7%	3%
Walking and Biking Trails	42%	37%
Youth Baseball/Softball Fields	7%	4%

Benchmarking for the City of Shoreline Community Interest and Opinion Surveys		
	<i>National Average</i>	<i>City of Shoreline 2016</i>
Reasons that Prevent Respondent Households From Using Programs or Facilities More Often		
Facilities do not have right equipment	7%	4%
Facilities are not well maintained	6%	5%
Facility operating hours are not convenient	7%	7%
Fees are too expensive	13%	10%
I do not know location of facilities	12%	7%
I do not know what is being offered	22%	18%
Lack of parking	5%	6%
Lack of quality programs	8%	4%
Parks are not well maintained	4%	4%
Poor customer service by staff	3%	1%
Program times are not convenient	16%	21%
Programs I am interested in are not offered	14%	22%
Registration for programs is difficult	3%	2%
Security is insufficient	7%	9%
Too far from residence	12%	6%
Use services of other agencies	8%	9%
Waiting list/programs were full	5%	6%
We are too busy	34%	38%
Level of Satisfaction with the Overall Value Households Receive from the Parks and Recreation Department		
Very Satisfied	27%	35%
Somewhat Satisfied	34%	41%
Neutral	20%	14%
Somewhat Dissatisfied	6%	3%
Very Dissatisfied	3%	1%
Don't Know	11%	6%

Section 3

Matrices

The City of Shoreline, Washington

Importance-Unmet Needs Matrix

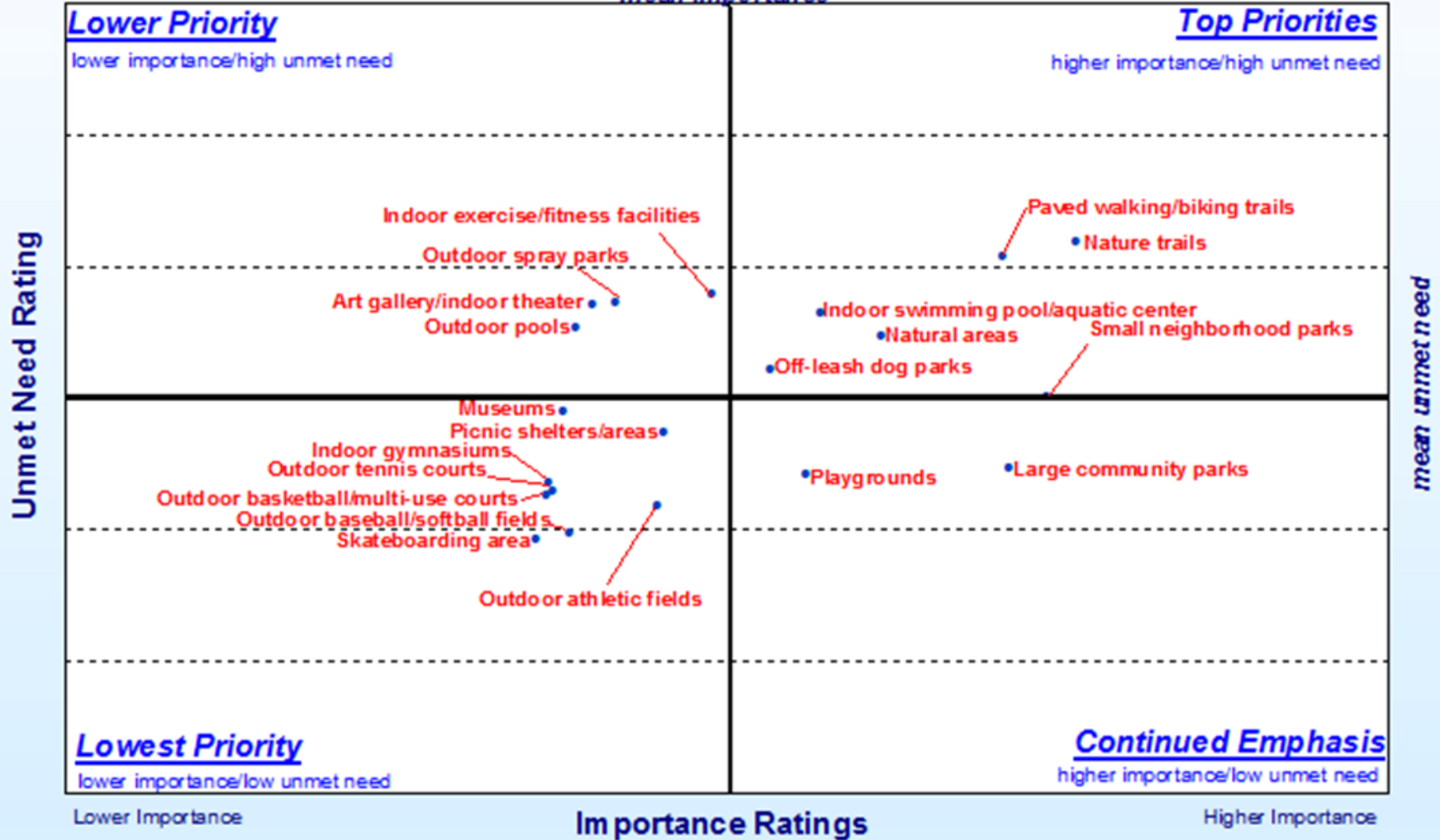
The Importance-Unmet Needs Matrix is a tool for assessing the priority that should be placed on parks and recreation facilities and recreation programs in the City of Shoreline. Importance-Unmet Needs Assessment were completed for the City of Shoreline. Each of the facilities and programs that were assessed on the survey were placed in one of the following four quadrants:

- **Top Priorities** (higher importance and high unmet need). Items in this quadrant should be given the highest priority for improvement. Respondents placed a high level of importance on these items, and the unmet need rating is high. Improvements to items in this quadrant will have positive benefits for the highest number of residents.
- **Continued Emphasis** (higher importance and low unmet need). Items in this quadrant should be given secondary priority for improvement. Respondents placed a high level of importance on these items, but the unmet need rating is relatively low.
- **Special Interest/Lower Priority** (lower importance and high unmet need). This quadrant shows where improvements may be needed to serve the needs of specialized populations. Respondents placed a lower level of importance on these items, but the unmet need rating is relatively high.
- **Lowest Priority** (lower importance and low unmet need). Items in this quadrant should receive the lowest priority for improvement. Respondents placed a lower level of importance on these items, and the unmet need rating is relatively low.

The following pages contain the Importance-Unmet Needs Matrices for all parks and recreation facilities and recreation programs that were assessed on the survey.

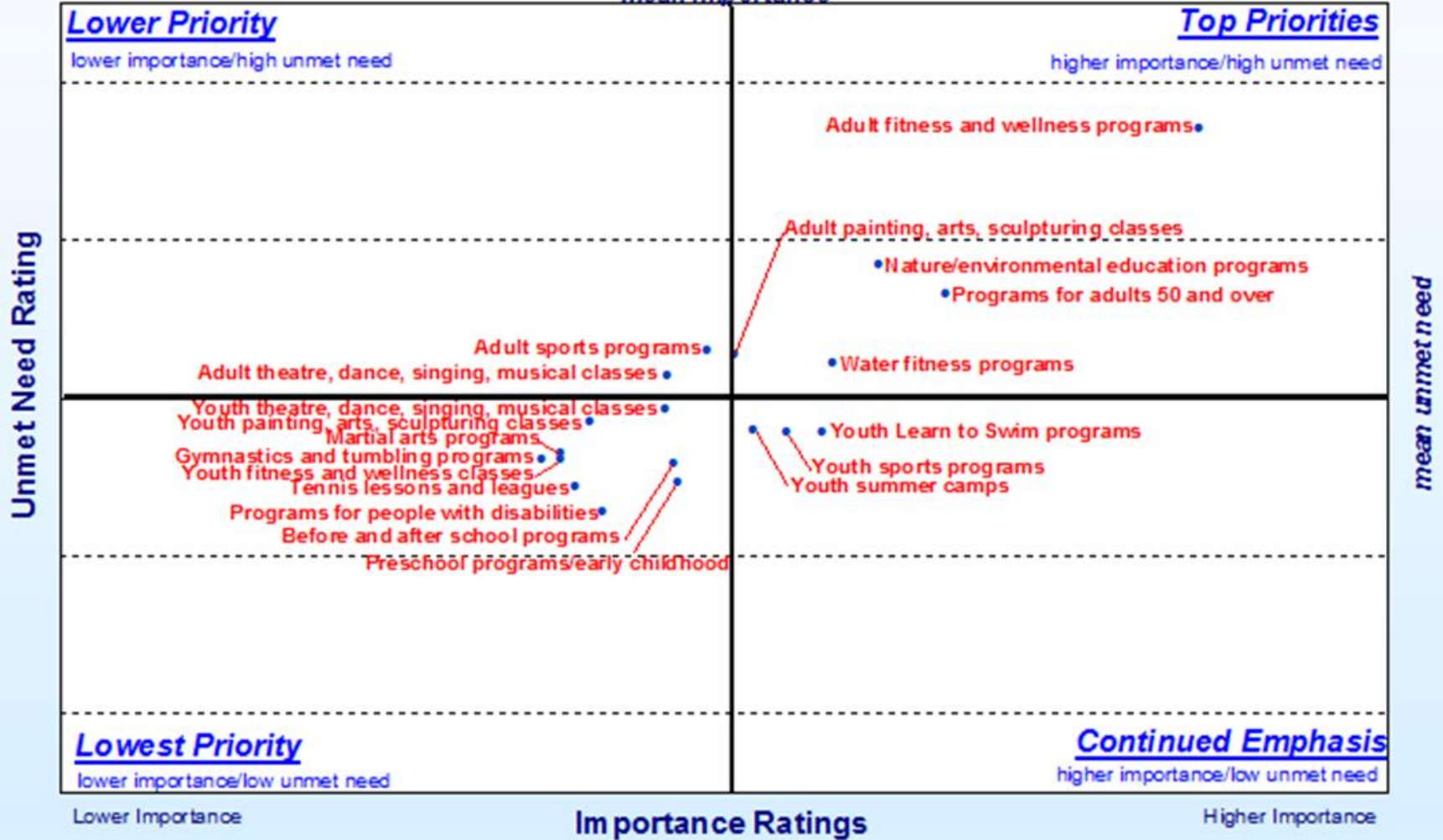
Importance-Unmet Needs Assessment Matrix for City of Shoreline Parks, Recreation, and Cultural Services Department Facilities

(points on the graph show deviations from the mean importance and unmet need ratings given by respondents to the survey)
mean importance



Importance-Unmet Needs Assessment Matrix for City of Shoreline Parks, Recreation, and Cultural Services Department Programs

(points on the graph show deviations from the mean importance and unmet need ratings given by respondents to the survey)
mean importance



Section 4
Priority Investment Ratings

Priority Investment Rating

City of Shoreline, Washington

The **Priority Investment Rating (PIR)** was developed by ETC Institute to provide governments with an objective tool for evaluating the priority that should be placed on parks and recreation investments. The Priority Investment Rating was developed by ETC Institute to identify the facilities and programs residents think should receive the highest priority for investment. The priority investment rating reflects the importance residents place on items (sum of top 4 choices) and the unmet needs (needs that are only being partly met or not met) for each facility/program relative to the facility/program that rated the highest overall. Since decisions related to future investments should consider both the level of unmet need and the importance of facilities and programs, the PIR weights each of these components equally.

The PIR reflects the sum of the Unmet Needs Rating and the Importance Rating as shown in the equation below:

$$\text{PIR} = \text{UNR} + \text{IR}$$

$$\text{PIR} = \text{UNR} + \text{MIR}$$

For example, suppose the Unmet Needs Rating for paint ball facilities is 49.7 (out of 100) and the Most Important Rating for paint ball facilities is 22.5 (out of 100), the Priority Investment Rating for paint ball facilities would be 72.2 (out of 200).

How to Analyze the charts:

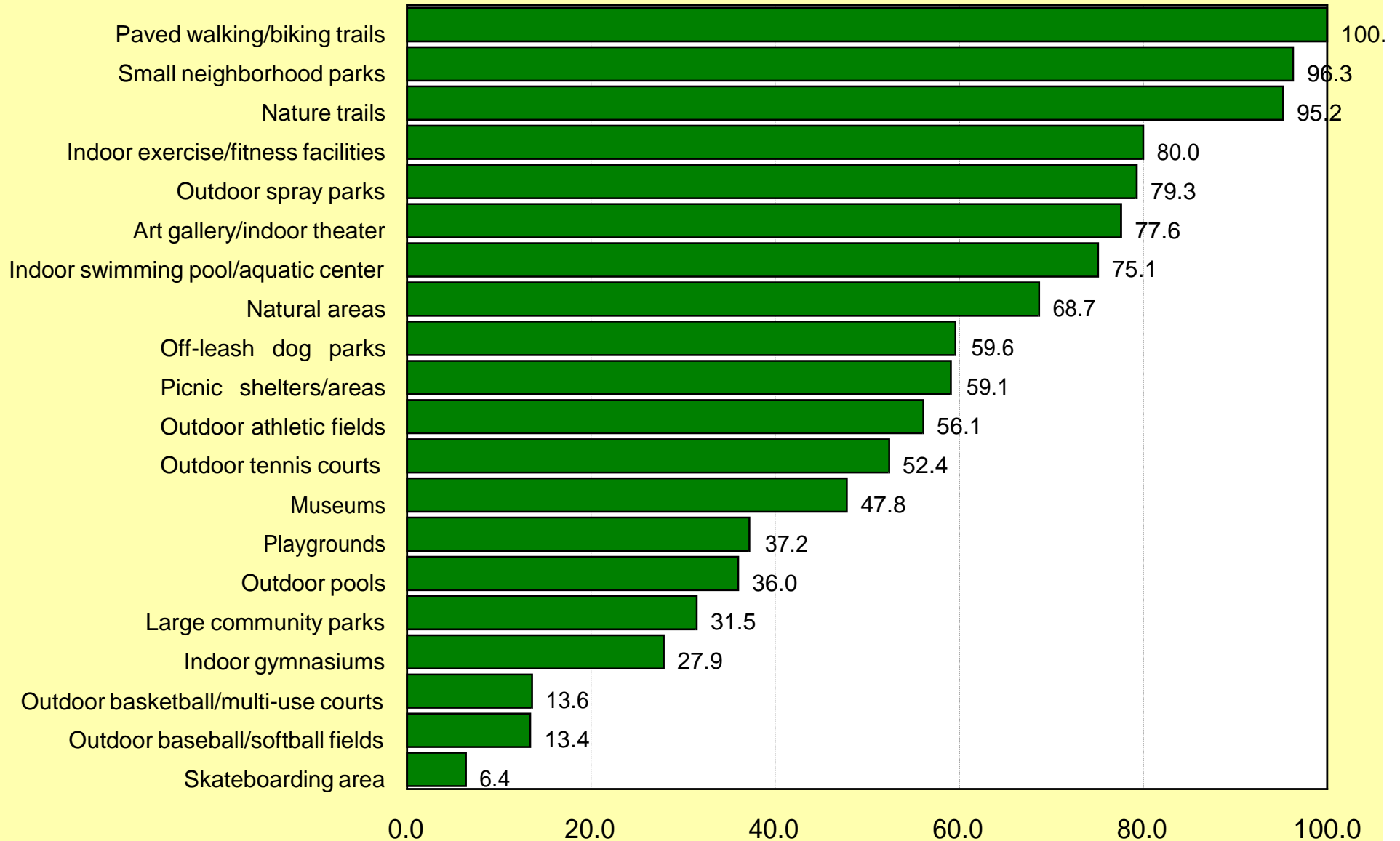
- **High Priority Areas are those with a PIR of at least 125. A rating of 125 or above generally indicates there is a relatively high level of unmet need and residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on all supported populations.**
- **Medium Priority Areas are those with a PIR of 70-124. A rating in this range generally indicates there is a medium to high level of unmet need or a significant percentage of residents generally think it is important to fund improvements in these areas. Improvements in this area are likely to have a positive impact on one or more segments of supported populations.**
- **Low Priority Areas are those with a PIR below 70. A rating in this range generally indicates there is a relatively low level of unmet need and residents do not think it is important to fund improvements in these areas. Improvements may be warranted if the needs of very specialized populations are being targeted.**

The following pages show the Unmet Needs Rating, Importance Rating, and Priority Investment Rating for facilities and programs.

Unmet Needs Rating for Facilities

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

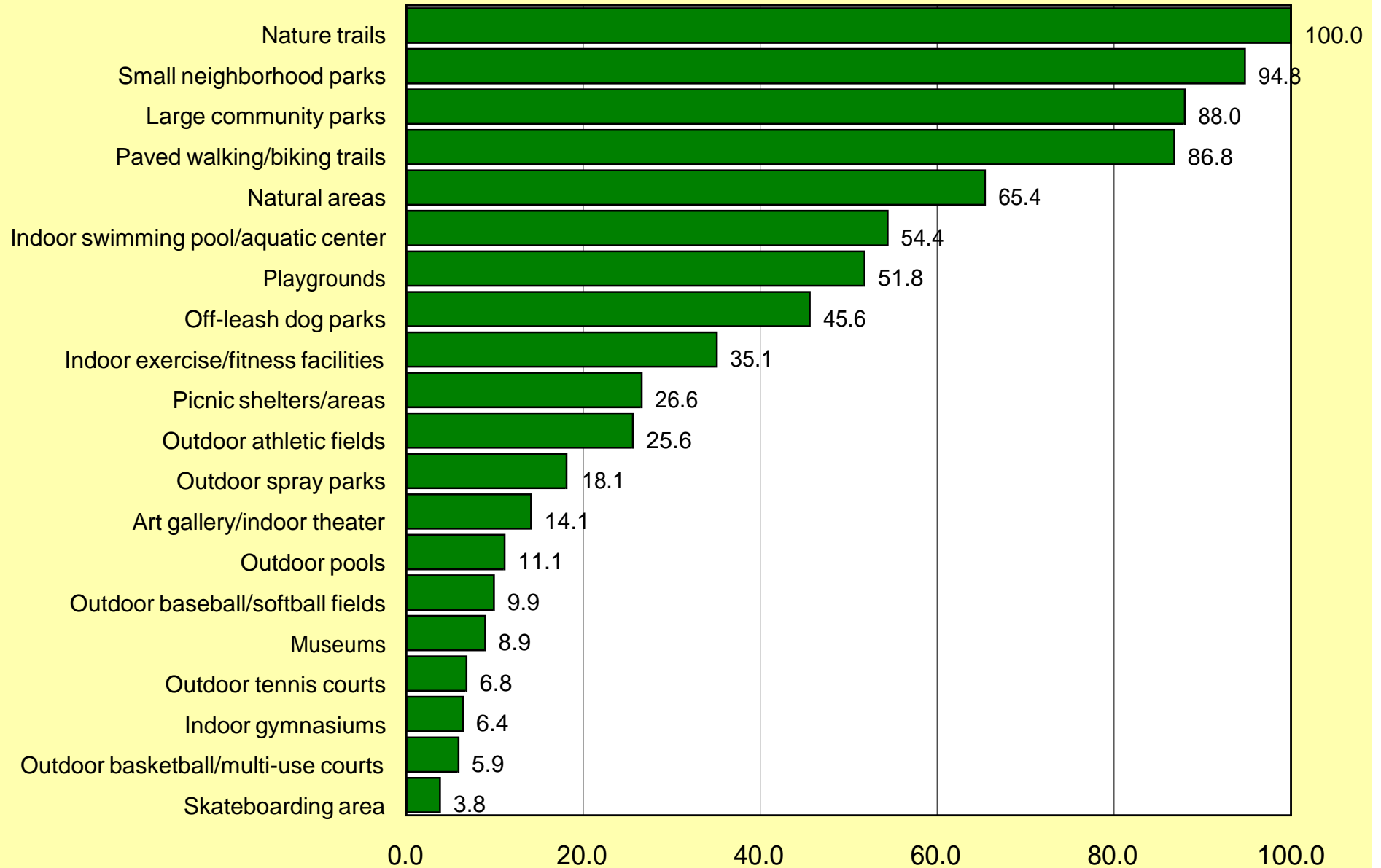


Source: ETC Institute (2016)

Importance Rating for Facilities

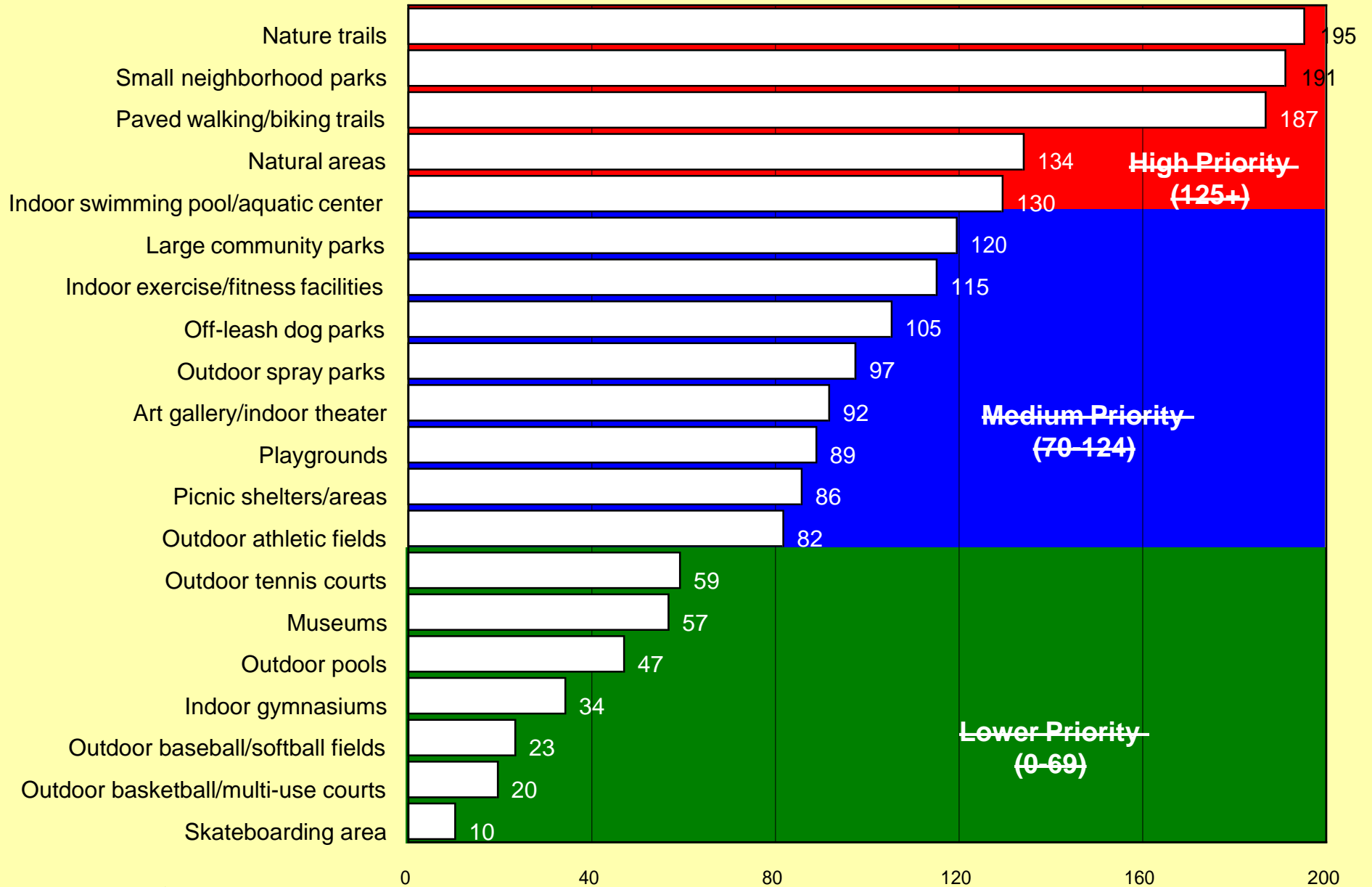
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2016)

Top Priorities for Investment for Facilities Based on the Priority Investment Rating

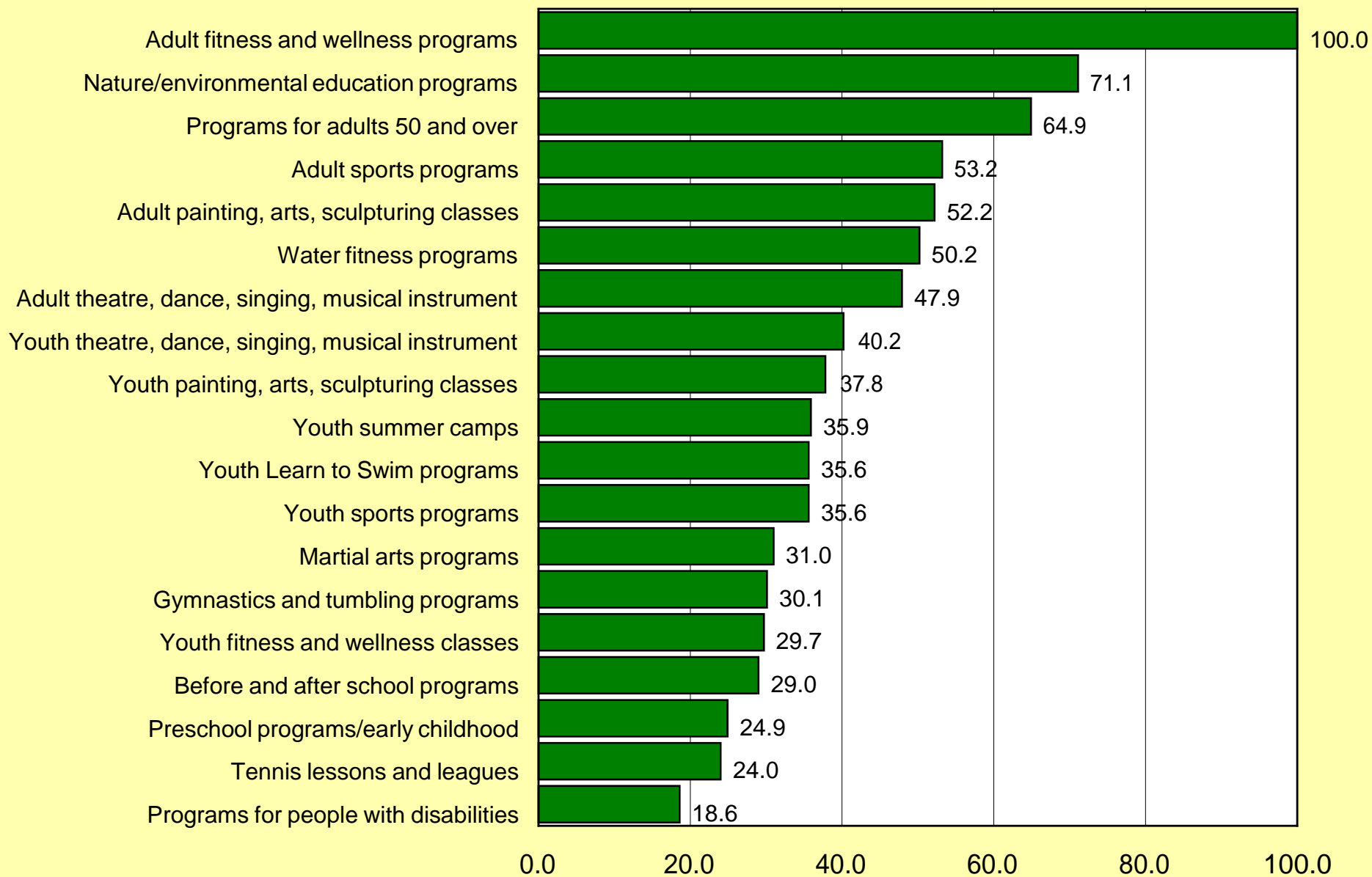


Source: ETC Institute (2016)

Unmet Needs Rating for Programs

the rating for the item with the most unmet need=100

the rating of all other items reflects the relative amount of unmet need for each item compared to the item with the most unmet need

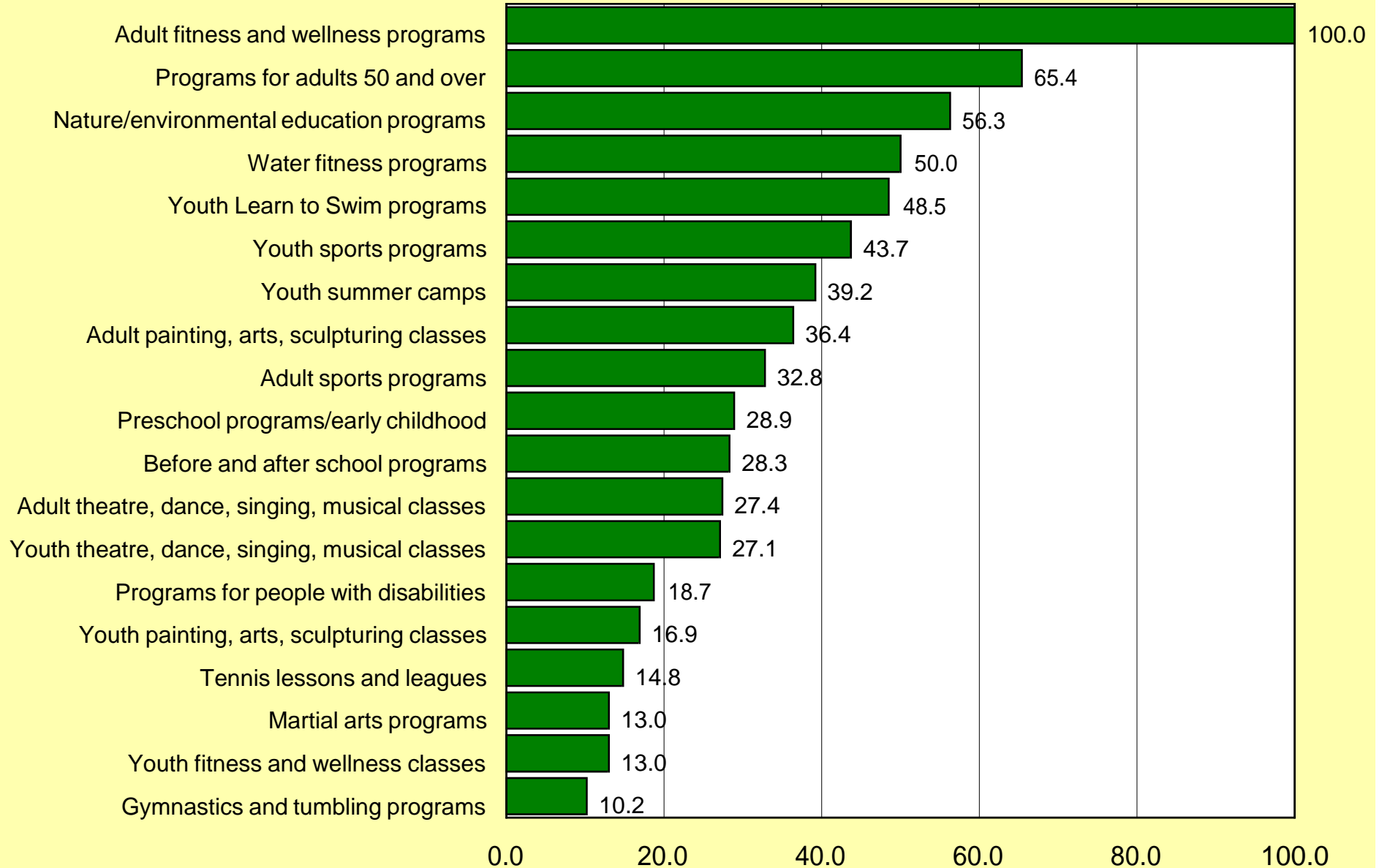


Source: ETC Institute (2016)

Importance Rating for Programs

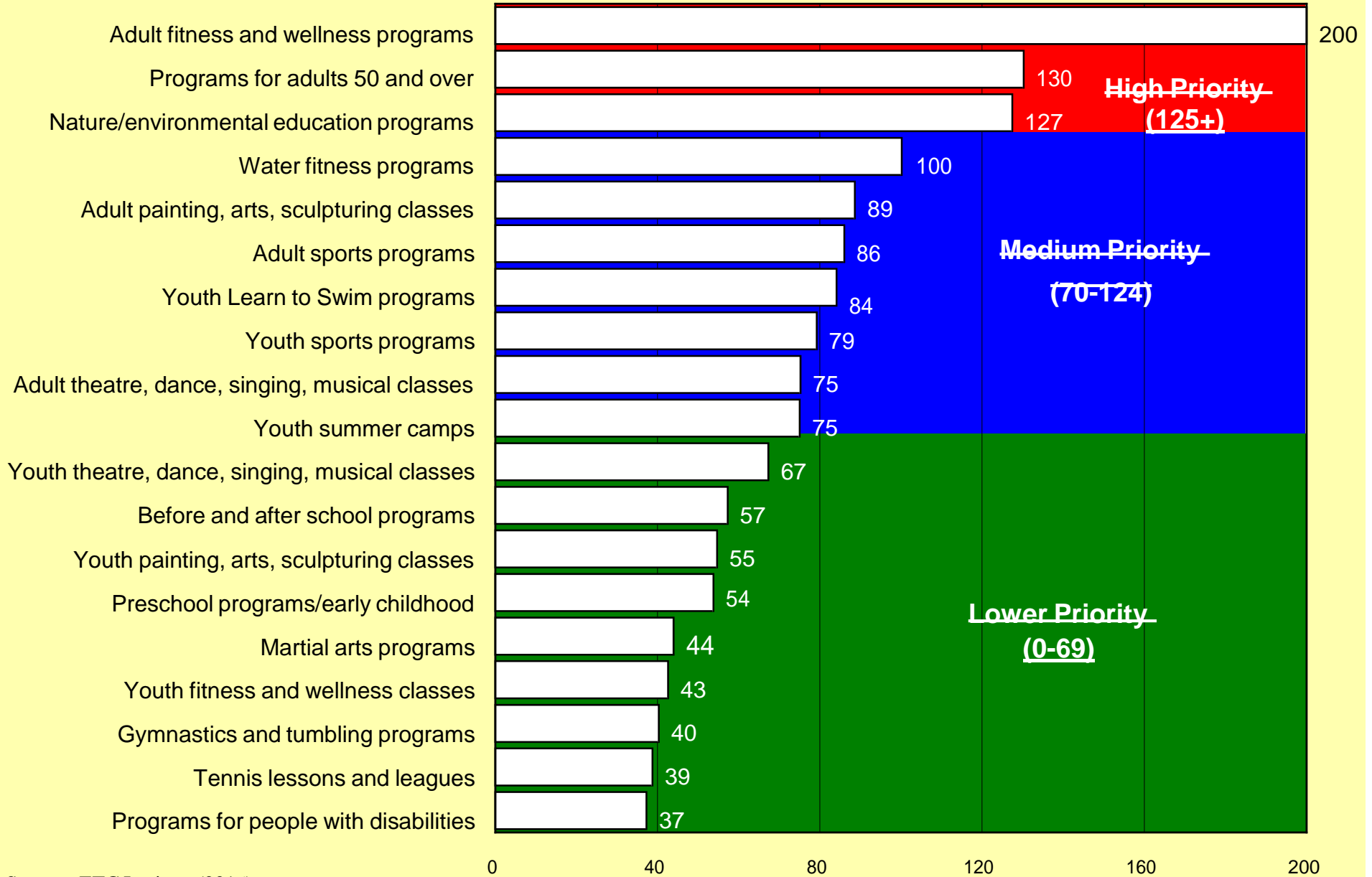
the rating for the item rated as the most important=100

the rating of all other items reflects the relative level of importance for each item compared to the item rated as the most important



Source: ETC Institute (2016)

Top Priorities for Investment for Programs Based on the Priority Investment Rating



Source: ETC Institute (2016)

Section 5
Tabular
Analysis

FULL REPORT AVAILABLE AT <http://www.shorelinewa.gov/home/showdocument?id=25295>



Memorandum

DATE: March 24, 2016
TO: Parks, Recreation and Cultural Services/Tree Board
FROM: Eric Friedli, Director
RE: PROS Plan - PRCS/Tree Board Involvement

Requested Board Action

The Board is requested to select a sub-committee structure for review and participation in the PROS Plan development and review.

Staff Recommendation

Staff recommends that the PRCS/Tree Board develop task-specific, topic-based, three person subcommittees that can be convened when specific tasks of the project are in the planning and review phases. Below is a recommended list of subcommittees:

- Market Demand Analysis/Recreation Demand Study
- Aquatic/Community Center Feasibility Study/CIP Planning
- Light Rail Station Area Park & Open Space Planning
- Capital Improvement Planning and Prioritization
- Cultural Programming - Public Art and Cultural Services Plan

Project or Policy Description and Background

As the Board is aware, this update of the PROS Plan is particularly complex. This project includes a variety of tasks that have not been done before. Over the next 12-15 months there will be a wide variety of documents to review and on which to provide recommendations. Rather than have the entire Board dive deep into the details of every PROS Plan component and document, staff is recommending that the Board select areas of specialization and participate in subcommittees focused on certain tasks. Board members would dive deep into their selected area. The subcommittee would be responsible for reporting back to the full Board on its findings and recommendations. Under this structure the Board might consider inviting other members of the public to join a particular subcommittee if additional areas of expertise are desired.

An alternative would be to appoint a single PROS Plan subcommittee. That subcommittee would then be responsible for diving deep into all of the components of the plan and reporting back to the full Board.

Schedule

The project is now in the information and background gathering phase. When this phase is complete the project will quickly move into the phase – Diving Deep. That will be the time when having a subcommittee structure in place will be most important. Having subcommittee assignment(s) finalized by May will help expedite the review process.

Additional Information

Eric Friedli, 206-801-2601, efriedli@shorelinewa.gov.



Memorandum

DATE: March 24, 2016
TO: Parks, Recreation and Cultural Services/Tree Board
FROM: Maureen Colaizzi, Park Project Coordinator
RE: PROS Plan: - Quarterly Update

Requested Board Action

No formal Action is required.

Project or Policy Description and Background

Staff and the consultant team are fully engaged in the PROS planning process.

This quarterly report will summarize progress on key work tasks that have been the highest priority this quarter:

- Task 1.3 Communication and Public Engagement Plan
- Task 1.4 Inventory Analysis and Task 1.6 Condition Assessments
- Task 1.7 Public Engagement Toolkit and Task 1.9 Toolkit Training
- Task 1.8 Stakeholder Interview Meetings
- Task 1.10 Public Information Update
- Task 2.1 Online Questionnaire
- Task 2.2 Focus Group Meetings (5)

Task 1.3 Communication and Public Engagement Plan - Completed

The final Communication and Public Engagement Plan which incorporates the comments received by the PRCS/Tree Board at the February Board meeting is available at www.shorelinewa.gov/prosmeetings. Staff is using the Communication and Public Engagement Plan to set the upcoming public engagement meetings.

Task 1.4 Inventory Analysis – In process

Task 1.6 Condition Assessments – In process

This month, staff and our consultants are visiting various park facilities picking up data on existing assets and providing a condition rating. The work should be completed by the middle of April.

Task 1.7 Public Engagement Toolkit – in final review

Task 1.9 Toolkit Training – scheduled for 4/6

Attachment A is a copy of the draft Public Engagement Toolkit for use at intercept activities and community meetings by staff or City of Shoreline representatives. The goal of the toolkit is to ensure a consistent message and common design theme throughout the duration of the project. The consultant developed three display boards, along with talking points and feedback forms to support staff in expanding the public input process. The consultant will provide an online data entry portal for City staff to input results from each meeting. The consultant will analyze the results and provide summaries to the City.

Staff and Ms. Robertson and Mr. Hoey have had the opportunity to use some of the materials at both the Richmond Beach and Echo Lake Neighborhood Association meetings held over the past two weeks. Staff are reviewing the toolkit for changes to make the toolkit easier to use and more relevant to Shoreline's needs. Comments are due to the consultant to finalize the Toolkit on March 25.

On Wednesday, April 6 from 8:30-9:30 a.m., the consultant will be providing a 1-hour training session on how to use the elements of the toolkit. PRCS/Tree Board Members are encouraged to attend.

Task 1.8 Existing Stakeholder Meetings – Scheduled, in process

On Saturday, April 30 from 9:00am-3:00pm at City Hall, the consultant team will facilitate discussions around topics of interest in the community with existing user group stakeholders. Stakeholder meetings will be arranged by five major topics and invited stakeholders will be from topical interested groups including:

1. Arts and Cultural Service Users/Providers
2. Urban Forest Management Stewardship
3. Outdoor Athletic Field Users
4. Aquatic and Recreation Program Users
5. Light Rail Subarea Interest Groups

Staff has developed a list of existing stakeholders and an invitation that will be sent out at the beginning of April. Staff and the consultant will begin to develop a series of questions to use with stakeholders to engage in a conversation about existing and future Parks, Recreation and Cultural Service needs. The consultant will provide a summary of the discussions that identifies issues and ideas raised by the participants and increase the diversity of responses. PRCS/Tree Board participation is encouraged.

Task 2.1 Online Questionnaire – draft available for review

In order to reach a greater diversity of stakeholders, an online questionnaire (powered by the platform LimeSurvey) will be live in the months of April – June 2016. MIG, in coordination with the City, will develop questions that seek community input on initial priorities, along with assets and issues as they pertain to peoples' use of parks, recreation and open space opportunities. A number of demographic questions at the end of the survey will help us determine who the survey has reached. Staff has provided a separate memo in the March 24 packet to update the PRCS/Tree Board on the progress with the Online Questionnaire.

Task 2.2 Focus Group Meetings – in process

In May, the consultant team will facilitate small group discussions with hard to reach populations, under-represented, and underserved groups to determine recreation needs and barriers to meeting these needs. The consultant will hold up to five 1-1.5 hour focus group meetings. Staff has begun developing contacts for initiating outreach to meeting invitees. Time/Date and Location for meetings are still being developed. PRCS/Tree Board members are not asked to attend these meetings to maintain an informal and more intimate/comfortable setting for the discussion. The consultant will facilitate the meetings. Following the meetings, the consultant will prepare a single summary memo documenting key findings. Focus group audiences will include:

1. Asian and pacific islander populations
2. Latino and Spanish-speaking residents
3. Refugee and immigrant populations
4. Rental and multifamily populations
5. Senior populations

Anticipated Schedule

Attachment A is an updated schedule. Below is a brief look at the upcoming schedule through December 2016.

January 2016

- ✓ Administer the community survey by ETC Institute
- ✓ Introduce Public Art Plan to Community Partners and Public Art Committee
- ✓ Task 1.1 & 1.5 Kick-off meeting and Tour
- ✓ Task 1.3 Communication and Staff/Public Outreach Plan

February 2016

- ✓ Task 1.2 Background Information Review by MIG
- ✓ Task 1.4 Base Map/Asset Inventory Review & Analysis by MIG
- ✓ Receive results of the community survey conducted by ETC Institute

March 2016

- Task 1.4 Conduct Staff Asset Inventory
- Task 1.6 Asset Condition Assessments
- Task 1.7 Public Engagement Toolkit
- Task 1.10 Public Information Update
- Review Community Survey Results
- Task 2.1 Review Draft Online Questionnaire

April 2016

- Task 2.1 Launch Online Questionnaire
- Task 1.9 Staff and PRCS/Tree Board Toolkit Training
- Task 1.8 Stakeholder Interviews (5)

May 2016

- Conduct Intercept Events
- Public Art Forum
- Task 2.2 Focus Group Meetings (5)
- Task 2.4 Begin Market Analysis
- Task 2.5 Begin Recreation Demand Study

June 2016

- Conduct Intercept Events

- Task 2.4 Review Market Analysis
- Task 2.6 Begin Aquatic/Community Center Feasibility Study
- Task 2.7 Begin Light Rail Station Area Park and Open Space Planning

July-August 2016

- Conduct Intercept Events
- Task 2.5 Review Recreation Demand Study Draft Report
- Task 2.6 Aquatic/Community Center Feasibility Study Draft Report
- Task 2.7 Light Rail Station Area Park and Open Space Plan Draft Report

Sept/Oct/Nov/Dec 2016

- Task 2.3 Public Workshops #1,#2 and #3
- Task 2.6 Aquatic/Community Center Feasibility Study Final Report
- Task 2.7 Light Rail Station Area Park and Open Space Plan Final Report
- Draft Public Art Plan Review and Approval

Public Involvement Process

The communication and public engagement plan has been complete and is being used to develop the public involvement process.

Budget Implications

The total cost of the PROS Plan project is \$ 190,827.

PUBLIC ENGAGEMENT TOOLKIT

Introduction

The Public Engagement Toolkit is a package of materials intended to help the City of Shoreline, its designees and partners as they work to expand awareness, interest and involvement in the Parks, Recreation and Cultural Services Plan development throughout the community. Based on the guiding principles outlined in the project's Communications and Public Engagement Plan, these materials will ensure a consistent message and common design theme throughout the duration of the project.

One goal for this project is to engage the full range of interests and ideas in defining the future of the City's parks, recreation and open space system. To extend the reach of the process, the engagement plan includes a range of outreach methods that can be completed by any mix of consultant team members, City staff, Parks/Tree Board members, or interested members of the community. This toolkit provides the essential materials to conduct small-scale outreach activities. Large outreach events, such as public workshops and open houses, will be facilitated and led by project staff and consultants.

The tools provided include:

- **Stakeholder Interview Form**, for one-on-one interviews;
- **Intercept Boards and Event Guide**, for pop-up input opportunities at places or events;
- **Small Group Discussion Guide and Handouts**, for use at existing meetings or in casual small group discussions;
- **Demographic card**, for collecting information about participants (optional for event participants);
- **Comment Card**, for use in combination with other tools; and
- **Feedback Forms** (online), for the various activities will be provided.
- **Tally Form**, to capture general demographics of event attendees

Three types of engagement activities are envisioned using these tools. Each is described briefly below and the specific materials are provided as part of this PDF (except where noted) organized by lettered section. The team members using the tool can pull the pages with the lettered section prefix and have a complete set of instructions and materials. A critical part of collecting this input is the summarization and return of results, which is facilitated by the use of simple online forms indicated for each

activity. **MIG will develop this form once we receive any feedback on the toolkit.** Please see the following link for an example form: <http://bit.ly/1QwATQv>

A - Stakeholder Interview

The stakeholder interviews are a one-on-one, informal conversation with a person who has a particular perspective or ideas that should be considered as part of this process. Stakeholder interview questions are provided as prompts, but the conversation should be focused on exploring the person's specific interest or idea. After conducting a stakeholder interview, the interviewer will report feedback using the online feedback form.

Tools:

- Stakeholder Interview Form (with questions)
- Feedback Form (online): **TBD**

B - Intercept Event

The purpose of an intercept event is to take the planning process to the community and involve residents and visitors who otherwise may not be likely to participate. Interactive displays are set up at special events/festivals in prominent, busy locations to collect community feedback and inform people about the planning process and other opportunities to be involved.

Tools:

- Intercept Boards (PDF **- Images to be updated**)
- Intercept Event Guide
- Sign-in Sheets
- Demographic Cards (PDF)
- Reporting Form (online): **TBD**
- Tally Sheet

C - Small Group Discussion

The small group discussion format is intended to work for informal conversations over coffee, or as part of a neighborhood or association meeting. The activity can be conducted in as little as 20 to 30 minutes, depending on the size of the group, or may last longer depending on the needs and interest of the community. The questions are the same as used in the intercept events, but the format allows for more discussion and face-to-face interaction. The discussion is informal in its structure. At the meeting, the discussion leader should also pass out demographic tracking cards and ask participants to fill them out for collection at the end of the session.

These small group events will be led by a discussion leader, or facilitator, who is soliciting feedback from the community; the discussion leader could be a member of City staff, the consultant team or other City designee. To hold a small group discussion, the discussion leader can either convene a small group or get time on the agenda of a pre-existing group meeting. The discussion leader will use the small group discussion guide and handouts to collect responses to each question from each participant in the group. The leader of the small group should take notes about ideas that emerge, and use the reporting form to provide a tally of the responses and the group discussion notes. Demographic cards should be labeled with the leader's name and date of the meeting and returned to the City.

Tools:

- Small Group Discussion Guide
- Small Group Discussion Handouts
- Sign-in Sheet
- Demographic Card (PDF)
- Reporting Form (online): TBD

3. *What are some of the biggest challenges facing Shoreline's parks, pools, public spaces, programming, trails and recreational/cultural facilities?*

4. *As Shoreline works to Secure Our Foundation and Shape Our Future, who should we be reaching out to and how can we best engage pertinent community leaders to be part of the planning and analysis work for Shoreline's Plan for Parks, Recreation and Cultural Services?*

5. *How might the addition of light rail change how our residents, future residents and visitors engage our parks, cultural services and recreation amenities like pools and community centers?*

Any other discussion:

Please summarize your notes in the online form available at this link: [TBD](#)

B. INTERCEPT EVENT GUIDE

Introduction

This guide provides information on how to set up, staff, and report back results from an intercept event. The purpose of an intercept event is to take the planning process to the community to involve residents and visitors who otherwise may not be likely to participate. Interactive displays are set up at special events/festivals in prominent, busy locations to collect community feedback and inform people about the planning process and other opportunities to be involved.

The intercept activity can be repeated at a variety of events and locations to involve participants with diverse interests.

At the end of this guide is information that applies to small group discussions or presentations from which the project team can collect similar data.

Tips for Success

- The activity is designed to engage people at events and locations where they already are. Only a few minutes is required to participate – although participants can spend more time if desired.
- More people will participate if volunteers “intercept” them as they walk by and encourage them to participate, talking them through the process.
- While one person can handle the booth, two people make this easier and more fun (or even 3+ at busy events).
- Smiles are a great way to break down barriers.

Supplies Needed

The following supplies are needed:

- *4 posters* to be printed by the City. MIG will provide print-ready PDFs. New posters will be needed for each event.
- *4 - 36"x48" foam core boards* (gator board is okay too). These are available at Office Depot or other office/art supply stores, and are reusable.
- *28-30 medium binder clips* to clip the posters to the boards.
- *4 heavy duty easels* or other display apparatus. If easels are not available, boards can be hung from a tent or posted at a booth.
- *Small dot stickers*, available at office supply stores, such as Avery 5795 Color Coding Labels (1/4" round). Depending on anticipated attendance, enough dots for 50-200 people may be needed.
- *Sign-in sheets*. MIG will provide a print-ready PDF for the City to print 5-20 sheets for each event.
- *Tally sheet*. MIG will provide a print-ready PDF for the City to print 1-2 sheets for the event.
- *Pens and clipboards*. 5-10 pens to fill in sign-in sheets, with 2-3 clipboards for simultaneous use for sign-in sheets.
- *Small, fold-up table*. This is convenient to hold supplies.
- *Duct tape, scissors, twine, extra clips and water jugs*. These materials are useful to help anchor the display boards and easels.
- *Tent or canopy*. Nice to have, but not absolutely necessary.
- *Additional small table and chairs*. Nice to have, but not absolutely necessary.
- *Camera*. This is useful to document the process and the posters prior to breaking down the booth. Nice to have, but not absolutely necessary.

Prior to the Event

- *Reserve set-up space*. Some events require reserved booth/space.
- *Gather materials*. See supplies list above.
- *Get your dots and materials ready*. Identify the number of dots each person will need to answer the display board questions. Cut out the desired number of dots for each participant so that you can hand each person the amount of dots they will need for the exercise.

Board	Board Title	Board Materials
1	Welcome	No dots
2	Where do you live, work and play	3 dots, any color
3	Amenities in parks	2 dots, any color and Post-it notes
4	Public art	2 dots, any color

The Day of the Event

SET UP THE INTERCEPT BOOTH

- Set up tent and table/chairs (if being used).
- If easels are being used, position and space them to allow 5-6 people around each board and encourage traffic flow in one direction. (The questions can be answered in any order; but establishing a direction for foot traffic allows you to move people through the exercise faster.)
- Arrange everything in the booth or intercept area so that it is visible to people passing by, and make sure the table isn't blocking access into the booth.
- Place the boards with the posters clipped to them on the easels. If it is a breezy day, tie 2 water bottles to each easel to keep it from tipping over, and duct tape the board to the easel (on the back side) to keep it from blowing off.
- Put the clipboards (with sign-in sheets) and any additional hand-out materials (e.g., program guides) on the table.

INTERCEPTING PEOPLE

- As people pass by the booth, smile and stop them by asking for their participation by voting with dots on the posters. Tell them it takes just a minute, and hand them dots immediately. Both youth and adults may participate. (Even if they decline, offer them a web card to learn about other opportunities to be involved.)
- Be ready to provide an "elevator speech" summary of why we need their feedback (e.g. "Your feedback is very important in helping the City identify community priorities for parks, recreation and cultural services in Shoreline. This information will be used to inform our plan and make recommendations for improving City services over the next 10-20 years.")
- If possible, walk them through the display boards or be on hand to answer questions. If the event is crowded, it is more important to "intercept" new participants than to walk people by each board. If you have two or more staff, have someone "intercepting" and someone facilitating the comment card/sign in process.
- Ask each participant to sign-in to become part of the emailing list so that the project team can keep them informed about the plan and future involvement opportunities. This will also help us track the number of people who participate in the intercept opportunity.
- If possible, take a few pictures of people "doing the dots."

CLEANING UP AND REPORTING RESULTS

- At the close of the event, carefully stack the display boards so the stickers do not come off. Break down the booth, table, easels, etc.
- If possible, take a picture or two of the boards. Count the number of stickers associated with each response.
- Tally up results. For each event, please complete the questionnaire located here: TBD
- Note the total number of people signed up on the mailing list. Return the mailing list contact info for future project-related announcements.

C. SMALL GROUP DISCUSSION GUIDE

Introduction

This guide provides information on how to collect data from smaller informal discussions, such as a coffee group, neighborhood or association meeting or scheduled presentation. The purpose of smaller group discussions is to extend the reach of the engagement process by creating more convenient and varied opportunities to collect ideas and input from the community. Addressing smaller groups also provides the City with insight into the viewpoints of distinct user groups.

Using the same questions as the intercept events, this tool provides the basis for an informal conversation. Four (4) small group discussion handouts should be printed out black-and-white on tabloid size (11"x17") sheets of paper. They can be passed around to record written comments and tallies from each participant in the group. The leader of the small group should take notes about any interesting ideas that emerge. The tally of the responses and notes from participants can then be reported by the group's leader using the online feedback form [\(see link below - TBD\)](#).

Tips for Success

- The activity is designed to engage people who may be involved with a particular organization/group, whether formal or informal in nature
- Small group discussions can last between 30-75 minutes and attendance can be encouraged by providing refreshments
- Participants may be familiar with the issues at hand but it is not necessary that they consider themselves experts
- Participants are self-selected, having chosen to attend themselves, and little effort is usually needed for their active participation
- One discussion leader is needed to ensure the conversation stays on-topic, addresses materials on the handouts, and results are recorded and reported. Having two people can make this easier.
- The leader(s) should also take note of topics/issues that were not addressed in the handouts but were significant for participants

Supplies Needed

The following supplies are needed:

- *4 tabloid-sized (11"x17") small group discussion handouts* to be printed by the City or other group lead. MIG will provide print-ready PDFs. New handouts are needed for each new small group discussion.
- *Sign-up sheet*. MIG will provide a print-ready PDF for the City to print 1-2 sheets for each event. A clipboard is useful but not essential.
- *Pens*. 5-10 pens to fill in sign-in sheets and to record responses on handouts.
- *Table and chairs set up in an area/room that takes into account noise and lighting*. This allows the group to comfortably convene and be able to share ideas without disruption or disturbing others.
- *Demographic cards* to be printed by the City or by group leader, print ready pdf included in this package.

Prior to the Event

- If appropriate, invite and confirm small group participants. Provide date, time, location and anything they should bring.
- Gather materials. See supplies list above.

The Day of the Event

SETTING UP AND STARTING THE DISCUSSION

- Arrive 15 minutes early for moving chairs and welcoming anyone arriving early.
- Thank the attendees for coming to the group event.
- Ask each participant to sign-in to become part of the emailing list so that the City can keep them informed about the plan and future involvement opportunities. This will also help us track the number of participants involved in small groups.
- Take a picture(s) during the discussion with your mobile device.

CLEANING UP AND REPORTING RESULTS

- At the close of the event, collect the six small group discussion handouts.
- Tally results. For each event, please complete the questionnaire located here: **TBD**
- Note the total number of people signed up on the mailing list.
- Send additional materials (photos of the discussion or participant contact info) to Maureen Colaizzi (mcolaizzi@shorelinewa.gov) at the City of Shoreline with reference to the date of the discussion.

SECURING OUR FOUNDATION, SHAPING OUR FUTURE

SHORELINE'S PARKS, RECREATION & CULTURAL SERVICES

COMMENT FORM

Thank you for taking the time to consider the future of Shoreline's parks, recreation and open space system and cultural services. Your input is very important to the success of this project and we appreciate your contribution to this process.

Below are a series of questions pertaining to your relationship with Shoreline. Please read through each question and provide your thoughts in the space provided. Feel free to share any other ideas that come to mind regarding Shoreline's park system and cultural services. We want to know what you think!

Once completed, please return the comment form to the project representative before leaving. If you would like more time, please feel free to take the comment card with you. Fill the comment form out at your leisure. Once complete please fax, email, or mail your comments to **Maureen Colaizzi, City of Shoreline Parks Project Coordinator**. Her Contact information is below.

We are happy to hear from you!

Fax | (206) 801-2787

email | mcolaizzi@shorelinewa.gov

Mail | 17500 Midvale Ave N, Shoreline, WA 98133-4905

Please use the space below each question to record your comments.

1. *What is your relationship to shoreline (choose all that apply)*

- Resident
- Student
- Employer/Employee
- Visitor

2. *What are your favorite Shoreline parks? What are some of the parks and recreation activities or cultural programs have you participated in?*

3. *What activities would you most like to see more of in Shoreline's parks, recreation and cultural services (PRCS) system? (Note: activities can be supported by programs, classes or facilities)*

4. What are some of the biggest challenges facing Shoreline's parks, recreation, and cultural services?

- **Parks, trails and open spaces?**
- **Recreation and cultural programs?**
- **PRCS facilities?**

5. How might the new light rail stations change the way our Community- current/future residents and visitors alike use our parks, cultural services and recreation amenities such as: Shoreline pool and community centers; Our parks and open spaces; Our recreation and cultural programs?

6. One of the PRCS responsibilities is cultural services. An important part of cultural services is public art. What does public art mean to you? What types of public art do you enjoy most?

7. As Shoreline works to Secure Our Foundation and Shape Our Future, who should we be reaching out to and how can we best engage pertinent community leaders to be part of the planning and analysis work for Shoreline's Plan for Parks, Recreation and Cultural Services?

Please return your comment form to the project representative or feel free to fax, email, or mail your comments to Maureen Colaizzi, Park Project Coordinator at mcolaizzi@shorelinewa.gov or 17500 Midvale Avenue North, Shoreline WA 98133. Thank you again for participating!

SECURING OUR FOUNDATION, SHAPING OUR FUTURE

SHORELINE'S PARKS, RECREATION & CULTURAL SERVICES

TALLY SHEET

This sheet is intended to help event organizers track event participants. Do the best you can to tally the number of people you interacted with in each category and the total number of people who participated.

Total Participants

Male

Female

Under 20 years old

Seniors

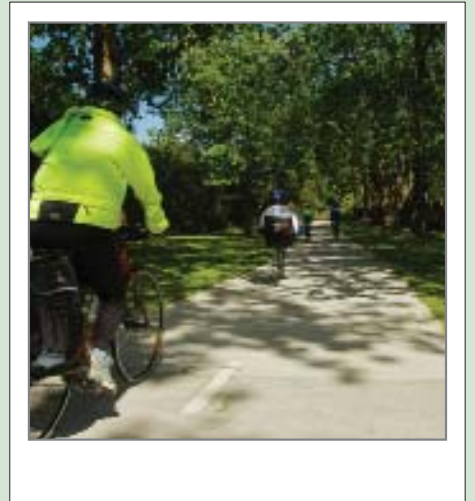
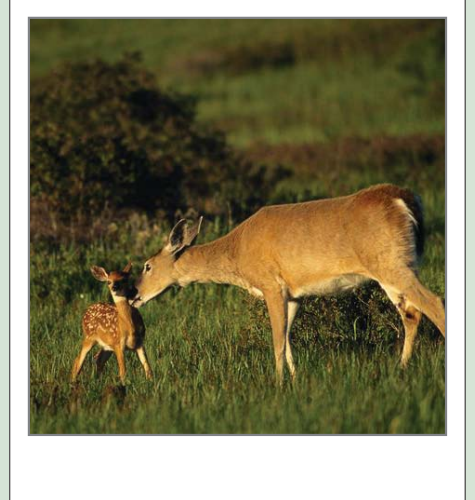
People of color

Location of Event: _____

Date: _____ Time: _____

SECURING OUR FOUNDATION SHAPING OUR FUTURE

SHORELINE'S PARKS, RECREATION & CULTURAL SERVICES



Shoreline Parks: The Future Is Now.

IT HAS BEEN TWENTY YEARS since Shoreline residents decided to incorporate and provide local control of parks and open spaces. Since then, the changes to Shoreline's parks and recreation opportunities have been astounding!

TODAY'S SHORELINE PARKS are a destination for community gatherings, individual renewal, and recreation like never before.

TODAY'S RECREATION PROGRAMS offer a variety of year-round recreational opportunities for people of every age and ability.

TODAY'S CULTURAL SERVICES PROGRAM sponsors celebrations and arts opportunities for the whole community.

SHORELINE PARKS, RECREATION & CULTURAL SERVICES has a solid foundation. Now some of the foundational investments need attention. We invite you to take a grateful look at the past and set an imaginative eye toward the future.

What do you want your parks, recreation, and cultural services system to be, and what are you willing to support?

SECURING OUR FOUNDATION SHAPING OUR FUTURE

SHORELINE'S PARKS, RECREATION & CULTURAL SERVICES

What activities would you most like to see more of in Shoreline's parks, recreation and open space system?

Put a check mark (✓) or 'X' on all that apply

Playing
(running, sliding, climbing, etc.)

Walking/biking

Social gathering
(community events, picnics, parties, etc)

Artistic or cultural expression
(music & theatre, literary, visual arts, public art, etc)

Fitness and wellness

Participating in team or individual sports

Playing casual sports or games

Swimming or water play
(indoor or outdoor)

Skateboarding

Dog walking or playing with dog(s)

Nature observation

Other (write in your idea)

SECURING OUR FOUNDATION SHAPING OUR FUTURE

SHORELINE'S PARKS, RECREATION & CULTURAL SERVICES

Regarding art in our public environment in Shoreline, how important is each of the following?

Put one check mark (✓) or 'X' on each row

	Very Important	Somewhat Important	Not Too Important	Not At All Important	Don't Know
Increasing the number of permanent public works of art in Shoreline					
Placing more artworks OUTSIDE Shoreline's Town Center					
Creating artist-enhanced public amenities, e.g. light poles, flower poles, sidewalk inlays etc.					
Having works of art temporarily displayed in public spaces					
Having free, publicly accessible arts and culture events in Shoreline					

SECURING OUR FOUNDATION SHAPING OUR FUTURE

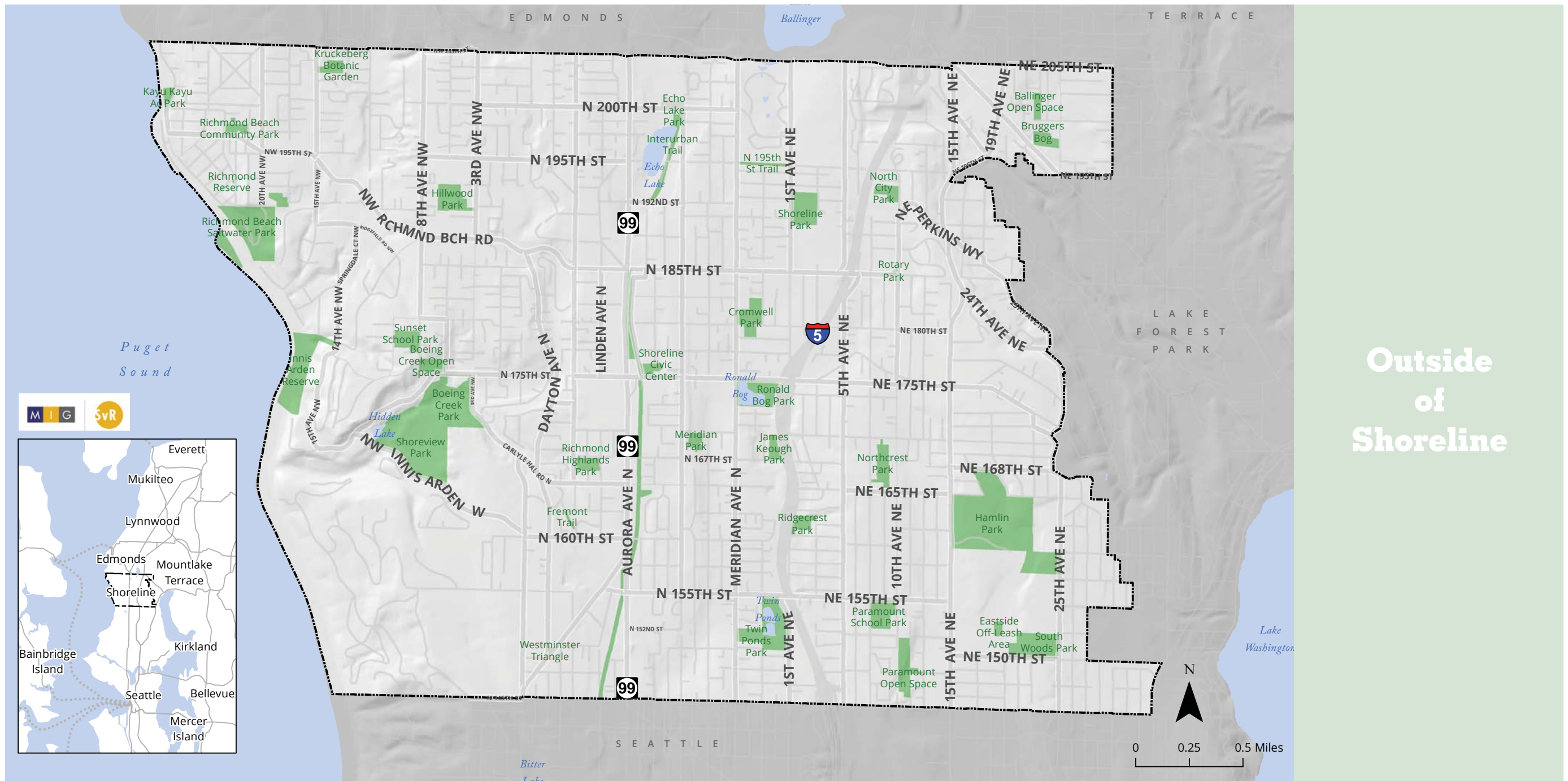
SHORELINE'S PARKS, RECREATION & CULTURAL SERVICES

Q: Where do you live, work and play?

Place a **STAR (*)** on the map to show us where you live. If you live outside of area shown on the map, place a star in the rectangle to the right.

Place a **CIRCLE (O)** on three locations where you play or recreate most frequently. If you play or recreate outside of Shoreline, place a dot in the rectangle to the right.

Place a **TRIANGLE (Δ)** on the map on the location where you work.



Outside
of
Shoreline

SECURING OUR FOUNDATION, SHAPING OUR FUTURE

SHORELINE'S PARKS, RECREATION & CULTURAL SERVICES

Please sign up for updates on the plan!

Please check the box at the right if you would like to be added to the general project updates email list.

Name	Email	Updates?
		<input type="checkbox"/>
		<input type="checkbox"/>
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Location:
Date:

SECURING OUR FOUNDATION, SHAPING OUR FUTURE

SHORELINE'S PARKS, RECREATION & CULTURAL SERVICES

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		<input type="checkbox"/>

Location:
Date:

SECURING OUR FOUNDATION, SHAPING OUR FUTURE

SHORELINE'S PARKS, RECREATION & CULTURAL SERVICES

Please provide us with some basic information about you. Your response will help us reach the entire community.

1. Gender

Male Female

2. What is your age?

Under 18 45-54
 18-24 55-64
 25-34 65+
 35-44

3. Do you have children in your household?

Yes No

4. How long have you lived in Shoreline?

Less than 1 year
 1-5 years
 5-10 years
 more than 10 years
 I am visiting from outside of the City

5. How do you describe yourself?

Please check all that apply:
 White/Caucasian
 Black
 Hispanic/Latino
 Asian/Pacific Islander
 American Indian/Alaska Native
 Other: _____

Thank you for participating in the Shoreline Parks, Recreation and Cultural Services Master Plan process!

SECURING OUR FOUNDATION, SHAPING OUR FUTURE

SHORELINE'S PARKS, RECREATION & CULTURAL SERVICES

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 I am visiting from outside of the City

5. How do you describe yourself?

Please check all that apply:
 White/Caucasian
 Black
 Hispanic/Latino
 Asian/Pacific Islander
 American Indian/Alaska Native
 Other: _____

Thank you for participating in the Shoreline Parks, Recreation and Cultural Services Master Plan process!



Memorandum

DATE: March 24, 2016
TO: PRCS/Tree Board
FROM: Eric Friedli, Director
RE: Proposal to allow alcohol at events at Kruckeberg Botanic Garden

Requested Board Action

No action is being asked at this time. This is a briefing only, although Board member comments will be welcome. A public hearing and action is tentatively scheduled for the Board's meeting on April 28, 2016.

Project or Policy Description and Background

SMC 8.12.500 identifies the Shoreline park locations where alcohol is permitted. Alcohol is only permitted

- indoors at the Richmond Highlands Recreation Center
- at the Terrace at Richmond Beach Saltwater Park
- at the Amphitheater at Cromwell Park

Anyone wishing to serve alcohol at an event at those facilities must obtain a Special Alcohol Use Permit from PRCS, comply with occupancy limits for those locations, and conform to all requirements of the Washington State Liquor Control Board and state law. The permittee is required to provide proof of insurance.

The 2012 Amendment Process

Prior to 2012, under SMC 8.12.500, the only City park facility where alcohol was permitted was indoors at the Richmond Highland Recreation Center. In 2012 the Council requested that the PRCS Board review the City's policy regarding alcohol use in the City's parks and facilities and considers options for expanding the number of locations where alcohol is allowed for special events with a permit. The PRCS Board engaged in a lengthy review and discussion around allowing alcohol in Shoreline's parks.

In reviewing areas in the City's parks that are most conducive to permitting alcohol use for special events in 2012, staff considered areas that are easily contained and controlled and would have limited impact on other park patrons or surrounding neighborhoods. Staff also considered which park areas would be most desirable for special events involving alcohol.

For areas that were not as easily segregated by natural screening, staff considered the feasibility of requiring renters to physically segregate areas where alcohol would be served with temporary fencing, similar to what is seen at beer/wine gardens.

The PRCS Board discussed this issue at four separate Board meetings in February, March, August and September, 2012 (Attachment 1). While the opinion of the Board was divided, there was majority approval to recommend Council approval of the use of alcohol at small-scale events at no more than three approved locations. A licensed server is required, and current policy limitations on occupancy and hours apply. The Board unanimously rejected the recommendation of alcohol at large-scale events that exceed the current policy on occupancy limits. The City Council approved the PRCS Board's recommendation in October 2012 and expanded the consumption of alcohol at the current three locations (Attachment 1).

Alcohol Permits Since 2012

Since the change in 2012 there have been only 11 permits issued for alcohol at those three locations. Parks maintenance staff report that there have been no maintenance impacts. There are no records of citizen complaints about these events. Most have been weddings or family reunions. Celebrate Shoreline includes a beer and wine garden each year in August at Cromwell Park.

- 2013 - 5 Alcohol Rentals generated \$1,679.38 in fees
- 2014 - 3 Alcohol Rentals generated \$1,337.50 in fees
- 2015 - 3 Alcohol Rentals generated \$1,100.00 in fees

Current Proposal

In 2015 the executive director of Kruckeberg Botanic Garden Foundation (KBGF) requested permission to serve alcohol at a fund-raising event at the Garden. Her request was denied because it was not allowed under the current SMC 8.12.500.

Staff reviewed the regulations of alcohol permits in city parks and the history of the Park Board and City Council process in 2012 and determined that Kruckeberg Botanic Garden is consistent with the criteria used in 2012 to select appropriate sites for permitting alcohol. Kruckeberg Botanic Garden is easily contained and controlled and permitting alcohol would have limited impacts on other park patrons or surrounding neighbors. It is a desirable park for special events that include alcohol.

There have been no negative impacts associated with permitted alcohol events in the current locations where it is allowed.

The proposal under consideration amends SMC 8.12.500 by adding Kruckeberg Botanic Garden to the list of locations where alcohol is permitted.

Budget Implications

This proposal has no budget impact.

Public Involvement Process

A public hearing is scheduled before the PRCS Board on April 28, 2016. Notices will be mailed to residences adjacent to Kruckeberg Botanic Garden and a press release will be issued announcing the public hearing.

Additional Information

Eric Friedli, 206-801-2601, efriedli@shorelinewa.gov

Attachment 1

PRCS and City Council Meeting minutes

**February 2012
PRCS Board**

Alcohol in Parks Update and Discussion

Council has asked for input regarding restricted use of alcohol in selected areas of some Shoreline parks to accommodate public requests. Three possibilities are presently under consideration:

1. Status quo
2. Allow it on the terrace at the bluff trail at RBSW Park
3. With City Manager approval in other locations

The Richmond Highlands Recreation Center and City Hall are the only City of Shoreline sites that currently allow alcohol. The Board spent several minutes deliberating this issue: The City is not currently losing business by prohibiting alcohol. Our facilities are full and revenue generation through alcohol permitting is not considered a good rationale for allowing it. Concern was expressed about liability issues.

- Ms. Biery advocated for the allowance of alcohol at public events over private parties provided the allowance of alcohol is an exception rather than the rule.
- Ms. Ballo: There are many other places where events with alcohol can be held. By allowing alcohol in parks we would be changing the character of certain parts of our parks and setting a precedent difficult to restrict in the future.
- Chairman Clements: Bond money has been used to create these public spaces. When public spaces are used for private events parking lots are essentially shut down and public use is restricted.
- Ms. Anderson (youth member): Alcohol is not what the parks are for. Parks are for everyone to enjoy, especially kids and kids can't drink. Allowing alcohol is exclusive. Ms. Caldwell (youth member) agreed.

March 2012 PRCS Board

9. Alcohol in Parks

Mr. Deal met with the City Manager and Councilmember Winstead to discuss the City allowance of restricted use of alcohol in parks. Councilmember Winstead asked the Parks Board to consider three test locations for restricted alcohol use over an 18 month trial period.

- Ms. Biery stated approval for limited alcohol use for community-sponsored events
- Ms. Ballo expressed strong disapproval of any City-approved alcohol in parks
- Mr. McAuliffe stated that he does not see any benefit to deviating from existing policies
- Mr. Sycuro expressed support of a trial period as recommended but for a shorter period of time than 18 months
- Chairman Clements stated opposition to any allowance of alcohol in the parks
- Youth members Anderson and Caldwell maintained their prior opinion that alcohol should not be allowed in any public parks

Chairman Clements called for the vote to approve a trial period of alcohol use in parks. The vote was 3 to 2 (not including youth members) opposed to the trial period.

August 2012 PRCS Board

2. Alcohol in Parks

Mr. Deal informed the Board that authorized use of Alcohol in Parks is an issue on the October 15 City Council agenda. The Council has asked the Park Board to provide a Staff Report for the agenda that states their position.

Chairman Clements invited each Board member to address this issue:

- Mr. McAuliffe spoke against alcohol in the parks. If park rentals are already maximized without alcohol, why add it now?
- Ms. Ballo spoke against the use of alcohol in parks stating that it would change the character of what our parks are intended to be. Cities that allow limited use of alcohol in parks tend to be indoor spaces and require extensive insurance and permitting.
- Ms. Beth asked whether insurance is currently required by renters in order to serve alcohol in existing allowable venues and, if so, whether anyone has ever actually applied for that insurance. Mr. Deal will research that question. Ms. Beth spoke in favor of a one year trial period with restrictions. Mr. Deal asked whether could supply a copy of the UW regulations regarding alcohol use in UW facilities.
- Ms. Biery spoke in favor of very limited use of alcohol in very limited locations both in terms of size of the event and number of places available.
- Mr. Sycuro 's opinion was submitted by email as follows: "I would like to see our City expand on the existing policy to allow alcohol at additional locations. Per the Council Meeting Agenda from Jan 23rd, my recommendation to Council would be to consider Option 2 (inclusion of the Terrace at Richmond Beach Saltwater Park), while also keeping the existing Special Alcohol Permit Terms & Conditions. I feel this would further open our park system to the community for special events while allowing us to monitor and manage this new procedure closely."
- Chairman Clements spoke in opposition to large-scale alcohol permission in parks due in part to the complexity of deciding who qualifies for permission and who does not. He reminded the Board of the opinion of the two former youth Board members who opposed the use of alcohol in parks because it excludes the general public from enjoying the parks. Chairman Clements would like to hear from the police and fire about their perspective on this issue.

Chairman Clements stated that we have spent a lot of tax payer money for a solid park system. When we allow parks to be reserved for private use we exclude the public. By allowing alcohol we impose further restrictions on the public. We don't allow smoking in our parks because it is a public issue. Alcohol use is also a public issue.

Ms. Biery asked how this issue originated. Mr. Deal will investigate.

September 2012 PRCS Board

3. **Alcohol in Parks**

This topic will go to the Council as an action item on Oct. 15th. In a spirit of cooperation Mr. Deal suggested that the Board agree to a trial period for permitted use in designated areas for a limited time. During this trial period staff will track revenues, maintenance and enforcement issues.

Chairman Clements asked whether the Council would override the Parks Board recommendation should they desire to allow a large scale event like Brewfest in the Parks. Mr. Deal responded that the current policy limits the size of the party allowed in park facilities to a number the facility can accommodate and it varies based on the size of the facility, available parking, etc. Any event larger than current facility policy would come back to the Park Board for approval. For the purpose of this discussion, the Council could be presented with the Park Board recommendation of a trial period within existing policies. Mr. Neiford commented that if the Board is strongly against allowing alcohol for large-scale events in the park this should be stated up front. Ms. Biery recommended lowering the allowable number of occupants for alcohol-related events to guarantee that they remain small.

The Board asked for clarification from staff about what and/or who is driving this issue. Mr. Deal responded that there is a perception that the permitted allowance of alcohol in parks for special events could be an additional revenue source for the City.

Chairman Clements stated his intention to communicate to the Council the divided nature of the Park Board on this issue.

Chairman Clements then called for the motion to approve:

- 1. Small-scale champagne toasts in 3 locations with a licensed server for a limited trial period**
- 2. Large-scale (beer garden) events that exceed current policy limits**

Chairman Clements called for a show of hands in favor of motion #1: 3 in favor; 3 opposed. Mr. Sycuro has voiced support in prior meetings and the two youth members have spoken against alcohol use of any kind in the park system in past meetings.

Chairman Clements called for a show of hands in favor of motion #2: No support; unanimous rejection.

October 15, 2012
City Council

ACTION ITEMS: ORDINANCES, RESOLUTIONS, AND MOTIONS

- (a) Adoption of Ordinance No. 647 for Special Event Alcohol Use in Parks

Dick Deal, Parks, Recreation and Cultural Services (PRCS), and Bill Clements, PRCS Board Chair, provided the staff report, including the history and background surrounding this proposal. Mr. Deal explained that the proposal would permit alcohol use for large and small scale events such as champagne toasts. He summarized the dissenting point of view for both type of events. Mr. Clements provided a summary of the discussions at the PRCS Board. He stated that there was some mixed support for small scale events and the PRCS Board was unanimously opposed to having alcohol at large scale events. Mr. Deal discussed the Director's recommendation and the current policy in SMC 8.12.500. He noted that the use of alcohol currently can only occur at the Richland Highlands Recreation Center with a completed special use permit, director's approval, and a State liquor license. The proposed ordinance would entail a complete permit for reservation, director's approval, regular rental rate fee, alcohol use permit fee of \$200, supervision at \$18.50 per hour, and an observation of the current occupancy limits.

Councilmember Winstead moved adoption of Ordinance No. 647. Councilmember Salomon seconded the motion.

Councilmember Winstead spoke in support of the motion, explaining that she proposed this action to allow for a reasonable use of parks facilities for activities where alcohol is served. She would be okay with a limitation on beer and wine if colleagues insist. She noted that Cromwell Park and the terrace at Richmond Beach are self-contained areas. She said she would like the Council to be flexible with this and possibly have a trial period in order to make it better if there are problems.

Councilmember Roberts noted that this ordinance hasn't been before the Council before. He noted that the PRCS Board thought this would be a "can of worms" and asked Mr. Clements what other things should be considered. Mr. Clements responded that they looked at policies in other cities, information on the web and from City staff. He noted that they are concerned about the message the Council would send to other park users and spreading this to non-designated areas in parks. He said they felt that expansion could be problem and those on the Board that were opposed were strong about their feelings. He added that there was no public process on it and people didn't come and speak to it.

Councilmember Roberts inquired if he knew how often this might be used, and Mr. Deal replied that it is difficult to predict. He said it would have to be monitored closely and the Director would have to make adjustments based on how it goes. He said he anticipates coming back to the Council in one year to provide a more detailed report.

Councilmember McConnell said she tallied the PRCS vote on this item and it was a split vote. Based on that, she said she doesn't want to adopt something that is controversial at the Board level. She felt the parks are public places and should be kept that way. She felt that there are more private areas to exercise this option and the Council has more important policy issues to address.

Councilmember Hall supported the motion and said other cities allow it for special events. He said the City already excludes general public use of picnic shelters so spreading alcohol use shouldn't be a problem.

Councilmember Hall moved to amend Ordinance No. 647, Page 2, by striking the word "Alcohol Use" and inserting "Plus". Councilmember Salomon seconded the motion.

Councilmember Roberts suggested keeping an alcohol use supervisor fee because deleting one of them would lose the ability to charge an amplification supervisor fee. Mr. Deal commented that the intent is to only have one person at the event.

Councilmember Winstead inquired if the Ordinance could be left as it is and the Alcohol Use Supervisor should be deleted. Ian Sievers, City Attorney, noted that Cromwell Park is needed because it isn't in the Code. He noted that the PRCS Board didn't want a supervisor with Cromwell park rental. He noted that Councilmember Hall's motion is the best to address this question. Councilmember Hall noted that the item would be indented under "Alcohol Use Permit" and it would basically explain that the supervisor is for alcohol usage.

A vote was taken on the motion to amend Ordinance No. 647, Shoreline Municipal Code, Section 3.01.030, by striking "Alcohol Use" and inserting "Plus", which carried 7-0.

Councilmember Winstead moved to amend Ordinance No. 647, Shoreline Municipal Code, Section 8.12.500 by striking "alcoholic beverage" and inserting "beer and wine". Councilmember Salomon seconded the motion, which carried 7-0.

Deputy Mayor Eggen confirmed that Cromwell Park and the Richmond Beach Saltwater Park Upper Terrace were underutilized areas. However, Mr. Clements noted that the Terrace gets utilized a lot and he isn't sure it's the right policy to book it every weekend during peak months. He said that since this portion of the park was built with Parks Bond funds it shouldn't be privatized.

Deputy Mayor Eggen stated that the PRCS Board recommended against large scale use, but he doesn't see any limitations in the language. Mr. Deal explained that the policy sets a 75-person limit at the Terrace and 50 to 75 persons at other places. Deputy Mayor Eggen said he would like to see a 200-person limit in the ordinance. Staff confirmed that the \$18.50 recovers the costs to have a person supervising the park and fencing is covered by the cost of the permit. Mr. Deal responded to Deputy Mayor Eggen that the community was never notified of this proposal in *CURRENTS*. Deputy Mayor Eggen noted that since the public wasn't informed about these revisions in the policy, he cannot support it.

Councilmember Winstead said she hadn't asked about public outreach and said complaints and calls should be closely monitored in the future. She said it is hard information to review.

Councilmember Salomon moved to include a clause that the City's intent is to charge for only one supervisor. After brief discussion and confirmation that the supervisor issue could be addressed administratively, Councilmember Salomon withdrew the motion. Responding to Deputy Mayor Eggen, Mr. Deal concurred that a 200-person limit at Cromwell Park could also be handled administratively.

Mayor McGlashan noted that alcohol isn't allowed at City Hall. He also clarified that the area at Cromwell Park would be regulated by fencing the area off for alcohol use. Mayor McGlashan spoke in favor of the motion but said he still has concerns. Councilmember Winstead said she would like to know in the future how often the proposed areas are used, with and without alcohol.

A vote was taken on the motion to adopt Ordinance No. 647 for Special Event Alcohol Use in Parks as amended, which carried 5-2, with Deputy Mayor Eggen and Councilmember McConnell dissenting.



Memorandum

DATE: March 24, 2016
TO: PRCS/Tree Board
FROM: Kirk Peterson, Parks Superintendent
RE: Reduction in irrigation of park properties

Requested Board Action

No action is being asked for at this time. We do welcome the Board's feedback.

Project or Policy Description and Background

The 2016 adopted budget decreased parks operations water budget by \$35,000 from \$215,476 to 180,476. The funding was transferred from the parks water budget to the urban forest management budget. This proposal was made by PRCS staff, approved by the City Manager and adopted by the City Council in recognition of the shifting priorities for parks maintenance.

In 2013 Shoreline became a Tree City USA. In 2014 the Urban Forest Strategic Plan (UFSP) was developed through a public planning process and adopted by the City Council. Maintenance responsibility for trees in the public right of way was subsequently delegated to the PRCS Department. The 2016 budget proposal increased PRCS' ability to respond to citizen request for tree maintenance. Expanded funding for tree maintenance is achieved by reducing the parks operations budget for irrigation.

PRCS will reduce irrigation in selected areas to achieve the necessary cost savings. PRCS has undertaken a thorough review of its irrigation locations and procedures. Staff reviewed and mapped all of our irrigation systems to enable an assessment of what areas are appropriate for reduction in irrigation. The goal is to minimize the impacts of reduced irrigation on the public's enjoyment of the parks. It should be understood that some negative impact is unavoidable.

Irrigation will be selectively reduced consistent with the following priorities:

1. Safety of park visitors – this is primarily related to athletic fields where irrigation keeps the surface from becoming dry and hard, making it less safe for active recreation.

2. Preservation of landscape assets - Trees and shrubs are landscape assets that are costly to replace, and when they die they typically do not recover. Grass can brown out but bounces back with subsequent rain with no permanent damage.
3. Aesthetics of gathering spaces - Park facilities that are frequent community gathering spaces are important to keep looking fresh, such as Cromwell amphitheater and the Saltwater Park Terrace.
4. General park aesthetics – Overall, people enjoy green grass and it adds greatly to people’s enjoyment of parks and public spaces.

Reduction in irrigation costs can be achieved by reducing the amount of land that is irrigated and/or reducing the amount of time irrigation systems operate. Irrigation time can be reduced each day/week and/or by adjusting the time when irrigation is started and ended in the spring or fall. This is not an exact science and dependent on weather during the irrigation season. Typically our irrigation systems are turned on for the season in May and turned off for the season in early to late September (depending on the weather).

Staff has used the criteria below to develop an irrigation reduction plan (Attachment 1).

Budget Implications

This proposal decreases the Parks Operations budget for water for irrigation and restrooms by \$35,000 (16%).

Public Involvement Process

This budget proposal was the subject of the City Council budget approval process and was vetted at that time.

Additional Information

Kirk Peterson, 206-801-2611. kpeterson@shorelinewa.gov

Attachment 1: Changes to parks irrigation

<u>PARK</u>	<u>TOTAL ACRES IRRIGATED</u>	<u>Proposed Reduction (acres)</u>	<u>Proposed Irrigated (acres)</u>	<u>% Irrigated</u>	<u>Reason for maintaining irrigation</u>	<u>Total 2015 Cost</u>	<u>Fixed Meter cost</u>	<u>Estimated 2016 water cost</u>	<u>Estimated 2016 Total cost</u>
Boeing	4.04	4.04	0	0.00%		\$4,851	\$662	\$0	\$662
City Hall	0.92	0	0.92	100.00%	Gathering space, general aesthetics	\$8,450	\$606	\$7,844	\$8,450
Cromwell	3.82	1.41	2.41	63.09%	Gathering space, safety	\$15,145	\$1,286	\$12,214	\$13,500
Echo Lake	1.26	0	1.26	100.00%	General aesthetics	\$4,187	\$643	\$3,544	\$4,187
Hamlin	6.35	2.98	3.37	53.07%	Safety	\$33,267	\$7,783	\$25,017	\$32,800
Hillwood	3.2	3.2	3.2	100.00%	Safety, General aesthetics	\$2,912	\$1,795	\$1,117	\$2,912
Interurban 145th station	0.21	0.21	0	0.00%		\$223	\$223	\$0	\$223
Interurban 175th - 185th	4.68	Irrigation will be reduced by limiting time of irrigation		79.30%	General aesthetics	\$23,960	\$1,129	\$17,871	\$19,000
Interurban & 205th	0.03	0.03	0	0.00%		\$1,078	\$1,078	\$0	\$1,078
Interurban Bridges and Denny's Triangle	1.22	1.22	0	0.00%		\$662	\$662	\$0	\$662

<u>PARK</u>	<u>TOTAL ACRES IRRIGATED</u>	<u>Proposed Reduction (acres)</u>	<u>Proposed Irrigated (acres)</u>	<u>% Irrigated</u>	<u>Reason for maintaining irrigation</u>	<u>Total 2015 Cost</u>	<u>Fixed Meter cost</u>	<u>Estimated 2016 water cost</u>	<u>Estimated 2016 Total cost</u>
Kayu Kayu	1.21	1.21	0	0.00%		\$643	\$643	\$0	\$643
Paramount	5.63	2.08	3.55	63.06%	Safety	\$2,586	\$709	\$1,591	\$2,300
Richmond Beach Saltwater	3.76	1.46	2.3	61.17%	Asset preservation, gathering space	\$22,590	\$3,794	\$15,706	\$19,500
Richmond Beach Community	1.72	1.72	1.72	100.00%	General aesthetics	\$7,299	\$746	\$6,553	\$7,299
Richmond Highlands	2.56	0.46	2.1	82.03%	Safety	\$10,826	\$1,350	\$7,531	\$8,881
Ridgecrest	1.38	1.38	0	0.00%		\$10,473	\$2,496	\$0	\$1,248
Ronald Bog	0.57	0.07	0.5	87.72%	General aesthetics	\$3,054	\$417	\$2,262	\$2,679
Shoreline Park / Pool	6.24	Irrigation will be reduced by limiting time of irrigation		73.40%	Safety	\$20,437	\$1,253	\$13,747	\$15,000
Shoreview	6.35	3.43	2.92	45.98%	Safety	\$1,977	\$745	\$705	\$1,450
Spartan	0.04	0	0.04	100.00%	Asset preservation, General aesthetics	\$4,761	\$0	\$4,761	\$4,761

<u>PARK</u>	<u>TOTAL ACRES IRRIGATED</u>	<u>Proposed Reduction (acres)</u>	<u>Proposed Irrigated (acres)</u>	<u>% Irrigated</u>	<u>Reason for maintaining irrigation</u>	<u>Total 2015 Cost</u>	<u>Fixed Meter cost</u>	<u>Estimated 2016 water cost</u>	<u>Estimated 2016 Total cost</u>
Sunset	3.59	0	3.59	100.00%	Safety, General aesthetics	\$27,490	\$5,484	\$22,006	\$27,490
Twin Ponds	1.16	0.88	0.28	24.14%	General aesthetics	\$7,497	\$643	\$5,157	\$5,800
Westminster Triangle	0.27	0.27	0	0.00%		\$3,325	\$423	\$0	\$423
Totals	60.21	26.05	28.16			\$217,692	\$34,570	\$147,626	\$180,947
TOTAL Reduction									\$36,745