



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						<u>MIG</u> -Conducts Public Open House <u>MIG</u> - Provides brief summary of Open House findings	MIG provides information update <u>Shoreline</u> posts update online	<u>Shoreline</u> -update PRCS Board	<u>Shoreline</u> - staff provides input on/ reviews Public Open House materials - staff reviews draft plan
-----------------------------------	--------------	--	--	--	--	--	--	--	--	--

DRAFT