

PROS Plan Overview and Engagement Plan

October 24, 2022



Background

- PROS Plan Update required to be in place for 2024
- General format of Strategic Action Initiatives worked well
- Early discussion with the Board and staff identified broader outreach as a high priority

Partnership and Leverage

- Comprehensive Plan Update work is also beginning and seeking broader input
- Park Bond Design Build team needs input
- Decision to hire a separate firm with expertise in equitable community engagement

Equitable Engagement Strategy: Parks, Recreation & Open Space Plan Update



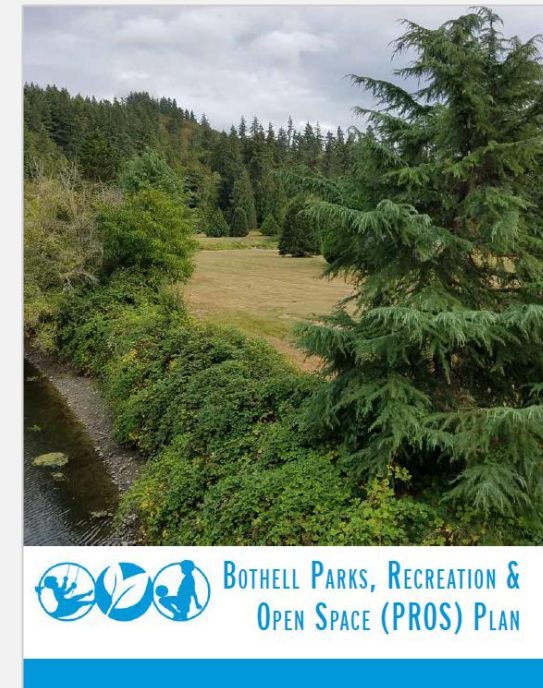
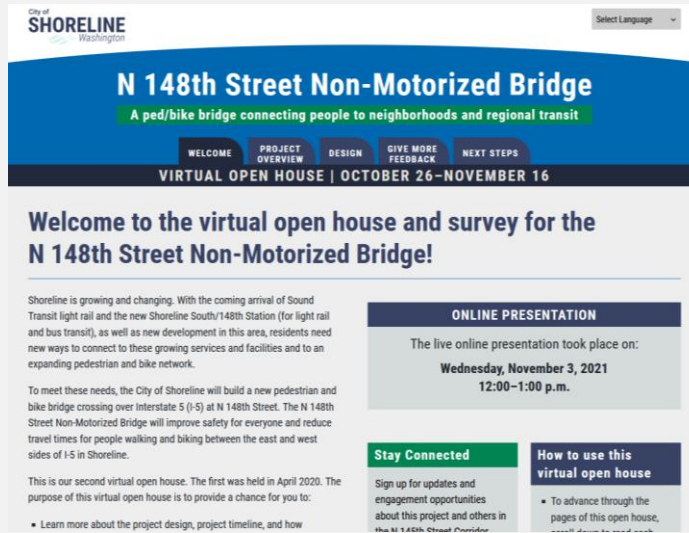
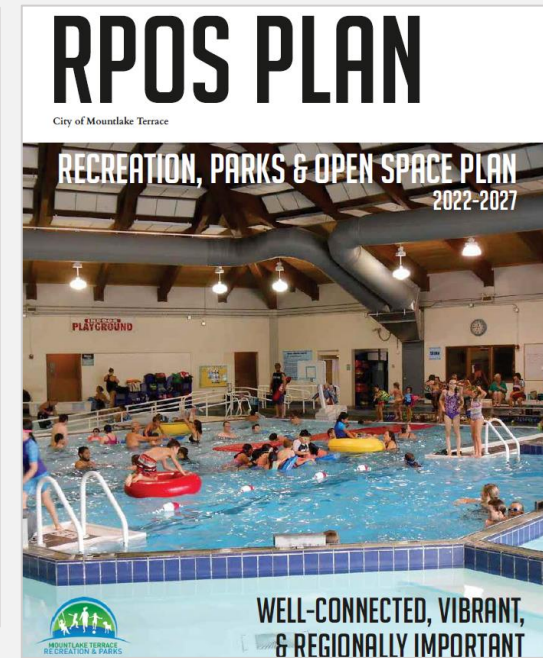
Presentation to:
Shoreline City Council
October 24, 2022



About us



- Extensive planning experience
 - 50+ city-wide planning projects
 - 6 PROS plans
- Equitable community engagement strategy and support/implementation
 - Expertise in federal, state, county and local ESJ guidelines
 - Translation, transcreation and interpretation in over **20** languages
 - Collaborated and supported more than **75** CBOs and community liaisons



Timeline: PROS Plan Update

	Q4 2022	Q1 2023	Q2 2023	Q4 2023	Q1 2024
Project start-up	<ul style="list-style-type: none"> Engagement planning (S&A) Technical consultant contract awarded (staff) 				
Implementation	<ul style="list-style-type: none"> Community engagement (S&A) 	<ul style="list-style-type: none"> Community engagement (S&A) Technical analysis (Beckwith) 	<ul style="list-style-type: none"> Compose draft plan (Beckwith) Public review draft (Beckwith) Community engagement (S&A) 		
Reporting		<ul style="list-style-type: none"> Compile preliminary engagement findings (S&A) 	<ul style="list-style-type: none"> Compile all engagement findings (S&A) 	<ul style="list-style-type: none"> Finalize draft plan (Beckwith) 	
Transmittal				<ul style="list-style-type: none"> Transmit to City Council (staff) 	<ul style="list-style-type: none"> Transmit to RCO (staff)

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PROS Plan: Outcomes

- Robust PROS plan that reflects the voices of a **broader representation** of the Shoreline community.
- More residents are aware of and engagement with and **using their local parks**.
- A **solid base of community relationships** to build on moving forward into the comprehensive plan update.



PROS Plan

Engagement Goals - *DRAFT*

- Position the City to develop new / deepen existing **relationships with community**
- Center **equitable engagement strategies** to ensure diverse voices are represented in the PROS Plan
- **Promote understanding** of the PROS Plan and the role of parks, recreation and cultural services in the community and **build support** for future decisions and actions



Equity-centered engagement is ...

Understanding and overcoming barriers to public participation

- Embodying anti-racist practices
- Identifying who *hasn't* been involved
- Surfacing barriers to involvement
- Strategizing with communities to overcome barriers to involvement

Centering equity at every step

- Modeling active anti-racism – equity in practice
- Shared leadership in planning, implementation
- Employing equitable outreach practices, tools in implementation

Equity-centered engagement is ...

Consistent with the City's anti-racism commitment

Intentional engagement with:

- Residents, including immigrants and refugees, who speak English as a second language
- Residents or business owners who identify as BIPOC
- Residents living with low incomes or organizations that serve this constituency
- People who identify as having a disability
- Youth

Engagement Tools & Tactics

*Aligning the right tool with
the right audience*



- Focused 1:1 interviews
- Virtual open house / survey
- Community events / intercepts
- Presentations and briefings
- Informational session (virtual)
- Small group conversations / workshops



Engagement Tools & Tactics

Aligning the right tool with the right audience



- Accessible, culturally relevant and in-language materials
- Engagement prior to decision-making
- Clearly defined points of community influence
- Multiple ways to get involved and give feedback
- Compensation for time and community knowledge



Upcoming engagement activities

	Nov. 2022	Dec. 2022	Jan. 2023
Constituent interviews	X		
Virtual open house / survey*	X	X	X
Small group conversations			X
Public info session			X



Notes:

- *Engagement will be iterative and adapt as much as possible to build upon our learnings from the constituent interviews and other early input.*
- *Intercepts/tabling and project briefings will occur in tandem with the promotional strategy to drive participation in the virtual open house.*
- *A second round of engagement (virtual open house/survey) will occur once the draft plan is ready for public review (est. June 2023).*

Thank you!

Frana Milan
Senior Associate
frana@stephersonassociates.com



Q & A



Coordination

- Meeting key PROS Plan milestones
- Aligning with PROS Plan technical consultant
- Leveraging opportunities to advance Parks Bond work
- Laying groundwork for Comp Plan engagement

