

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE: Parks, Recreation and Open Space (PROS) Plan Update
DEPARTMENT: Parks, Recreation and Cultural Services (PRCS)
PRESENTED BY: Dick Deal, PRCS Department Director
Maureen Colaizzi, Parks Project Coordinator

PROBLEM/ISSUE STATEMENT:

- The City of Shoreline's first Parks, Recreation and Open Space (PROS) Plan was completed in 1998. The current PROS Plan was adopted by City Council on May 23, 2005 by Resolution number 231.
- The PROS Plan document is required to be updated every six years to qualify the City for state and federal grants through the Recreation and Conservation Office.
- The update to the PROS Plan was an approved project in the 2010-2016 Capital Improvement Plan with a budget of \$40,000.
- Staff began the work of updating the PROS Plan in early 2010. We anticipate completing the document and presenting it to Council for adoption later this summer.
- This staff report and presentation will provide Council with a summary of major elements of the 2011 PROS Plan update, work completed to date including public involvement, and the schedule for completion of the plan.

FINANCIAL IMPACT:

- The update to the plan is listed as a project in the 2010-2016 Capital Improvement Plan with a budget of \$40,000 and \$15,000 from the general operating budget for the statistically valid survey. The document is being written by City Staff with limited assistance from a consultant to develop and analyze the statistically valid survey data that will be used in the 2011 update. There are no additional budget implications anticipated at this time.

RECOMMENDATION

No action is required, however we would like Council's input on the draft goals and policies in Attachment B. Staff will return in May to seek input on the draft plan.

Approved By: City Manager  City Attorney _____

INTRODUCTION

The City is in the process of updating the three Functional Plans: PROS Plan, Transportation Master Plan and the Surface Water Master Plan. The Functional Plans tie to the current City of Shoreline Comprehensive Plan in two specific ways:

- 1) The goals, policies, and maps from the Functional Plans will be incorporated into the Comprehensive Plan (either verbatim or in a summarized form) and,
- 2) the Functional Plans will inform the Capital Facilities Element of the Comprehensive Plan.

This briefing provides the City Council with an overview of the City's efforts to update to the Parks, Recreation and Open Space (PROS) Plan.

BACKGROUND

The PROS Plan is a 20-year vision that is required to be updated every six years. In April 2010, Staff began planning for the update. The PROS Plan creates a short term and a long term implementation strategy for meeting the facility and program needs of our citizens and allows the City to qualify for state and federal grants. The first plan was completed in 1998 with the first update in 2005. The PROS Plan is used to assess our citizen's needs, align and prioritize maintenance and capital needs with the Parks, Recreation and Cultural Service (PRCS) Department's core mission and goals, develop General Capital Improvement Projects, and identify projects that can qualify for state and federal grants.

The 2005 PROS Plan provided statistically valid survey results and a list of acquisition and capital improvement projects. Projects in the voter approved 2006 Open Space, Parks and Trail Bond were selected from the 2005 PROS Plan. In addition, the current Plan identified several other capital projects that were completed in the past six years.

DISCUSSION

2011-2017 PROS Plan Overview

The major components of the update to the PROS Plan will include:

- A community profile including demographic data from the 2010 Census
- The plan goals and policies
- Community need assessment including analysis of a statistically valid survey and Level of Service (LOS), stakeholder and community input
- Park and facility Life Cycle replacement costs
- An inventory of the City's parks and facilities
- Recreation program analysis
- Cultural Services analysis - new to this update
- Short term (1-6 years) and long term (7-20 years) recommendations for capital improvements

2011 PROS Plan Update

The work to update the plan began in April 2010 with discussions with the PRCS Board about future improvements to the City's park and recreation facilities. In the summer of 2010, the City conducted a statistically valid survey to help inform the work of the update. Attachment A is an executive summary of the survey results. In the fall of 2010, the City invited over 80 stakeholder groups to three meetings to assess their future needs for park, recreation and art/cultural facilities. In addition, the City held two community-wide open house meetings to invite people to share their ideas on future improvements to existing parks and facilities. The City also solicited input from the community through public comment forms and the City's website.

From the input received, the PRCS Board developed a list of capital projects and prioritized this list into short and long term recommendations. Also this past winter, the PRCS Board reviewed and updated the plan goals and policies. This update will include the new demographic data from the 2010 federal census and evaluate any demographic changes (population, age, ethnicity, etc.) between the 2000 and the 2010 federal census data. The analysis of this data will help identify changes in cultural and recreational programming to meet the needs of a changing population.

This spring, staff is preparing the analysis for Level of Service standards. In this update, Shoreline School District (SSD) property with playfields and playgrounds will be included in the level of service analysis as they provide recreational value to our community after school hours and on weekends. In early March, the Planning Commission was briefed on the update to the plan and they also provided input on the draft goals and policies.

Public Process

The PRCS Department has followed a very extensive public process. The following outlines our public outreach efforts:

Spring-Summer 2010

- ✓ Five PRCS Board meeting discussions
- ✓ 508 randomly selected households participated in the statistically valid survey
- ✓ 2011-2017 PROS Plan Update webpage and on-line documents

Fall 2010

- ✓ Three PRCS Board meeting discussions
- ✓ September/October 2010 Currents Articles
- ✓ Approximately 40 people attended the two city-wide visioning open houses
- ✓ Approximately 60 people attended the four stakeholder meetings
- ✓ Over 100 On-line and mail-in comment forms Received

Winter 2011

- ✓ Three PRCS Board meeting discussions
- ✓ City Council briefing on the functional plans
- ✓ Planning Commission briefing

Work Completed

The following is a list of work completed and the schedule to complete the PROS Plan update:

✓ April-June 2010

- ✓ Developed an inventory of park and facility assets
- ✓ PRCS Board discussion to develop draft recommendations for each park and recreational facility

July-October 2010

- ✓ Completed a statistically valid community survey
- ✓ Conducted five stakeholder and visioning sessions with the public
- ✓ PRCS Board discussion to draft the updated goals and policies
- ✓ PRCS Board discussion to update the park level of service standard, park classification

November 2010-March 2011

- ✓ Staff updated the 10-year life cycle costs
- ✓ PRCS Board discussion to prioritize short term and long term capital acquisition and improvement project list
- ✓ PRCS Board discussion of the recreation programs and cultural services analysis
- ✓ PRCS Board discussion of the community needs assessment including analysis of the 2010 statistically valid survey data
- ✓ City Council briefing about the Comprehensive Plan and the updates to the three functional plans – PROS Plan, Transportation Master Plan and the Surface Water Master Plan
- ✓ Planning Commission briefing about the update to the PROS Plan
- ✓ Staff began drafting sections of the plan

Coordination with the update to the Comprehensive and Functional Plans

Staffs from various departments have been working together to ensure the three Functional plans are coordinated.

2011-2017 PROS Plan Update Goals and Policies

Attachment B is table that shows the currently adopted 2005 goals and policies and a draft of the 2011 – 2017 PROS Plan update goals and policies. These goals and corresponding policies were created over the past six months with input from the PRCS Board, Planning Commission, staff and community.

The suggested changes to the draft PROS Plan goals and policies address sustainability, healthy lifestyles, and bicycle and pedestrian travel. A new goal with corresponding policies was created to focus on arts and cultural services since this topic was not adequately addressed in the current PROS Plan. In addition to guiding the PRCS Department in our daily work, the PROS Plan goals and policies are important elements of grant applications. In some cases, the PROS Plan goals and policies are worded to enhance our opportunities for successful grant funding.

At the City Council Comprehensive Plan retreat on March 5th, City Council members shared their interest in having goals and policies for the comprehensive and functional plans that were to the point, clearly written, and with no redundancy. Staff is reviewing our draft goals and policies to ensure City Council expectations are met. We will return

to the April 28 PRCS Board meeting with staff recommendations to address the City Council's desire, and share those updated goals and policies with you in May.

Next Steps

Staff is in the process of gathering the data to complete the writing of the document. We will provide another briefing to the PRCS Board and Council in May or June to review the draft plan. We anticipate presenting the final PROS Plan to the Council for adoption this summer. Below is a schedule for completion of the update to the 2011-2017 PROS Plan.

Schedule for Completion

April - May 2011

- Staff continue drafting sections of the plan
- April 28 PRCS Board discussion of 2010 census data showing changes in the community profile
- April 28 PRCS Board discussion of the draft Goals and Policies
- SEPA checklist and determination
- PRCS Board review the draft sections of the plan
- City Council Briefing of draft sections of the plan
- State of Washington Recreation & Conservation Office review

June-August 2011

- Preparation of the PROS Plan document
- City Council adoption

RECOMMENDATION

No action is required, however we would like Council's input on the draft goals and policies in Attachment B. Staff will return in May to seek input on the draft plan.

ATTACHMENTS

Attachment A: 2010 Community Needs Assessment Survey Executive Summary
Attachment B: 2011 Draft PROS Plan Goals and Policies

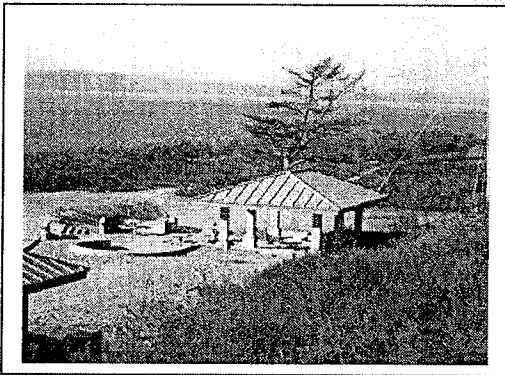
Attachment A

2010 Community Needs Assessment Survey

Findings Report

Submitted to

The City of Shoreline, Washington
Parks, Recreation & Cultural Services Department



by

Leisure Vision

(a division of ETC Institute)

725 W. Frontier

Olathe, KS 66061

(913) 829- 1215

September 2010

2010 Community Survey

Executive Summary Report

Overview of the Methodology

The City of Shoreline Parks, Recreation and Cultural Services Department conducted a Community Survey during the summer of 2010. The purpose of the survey was to help the City plan for the future parks, recreation and cultural needs of the community. The survey was designed to obtain statistically valid results from households throughout the City of Shoreline. The survey was administered by a combination of mail and phone.

Leisure Vision worked extensively with City of Shoreline officials in the development of the survey questionnaire. This work allowed the survey to be tailored to issues of strategic importance to effectively plan the future system.

Leisure Vision mailed surveys to a random sample of 2,000 households throughout the City of Shoreline. Approximately three days after the surveys were mailed, each household that received a survey also received an automated voice message encouraging them to complete the survey. In addition, about two weeks after the surveys were mailed, Leisure Vision began contacting households by phone. Those who indicated they had not returned the survey were given the option of completing it by phone.

The goal was to obtain a total of at least 500 completed surveys from City of Shoreline households. This goal was accomplished, with a total of 508 surveys having been completed. The results of the random sample of 508 households have a 95% level of confidence with a precision of at least $\pm 4.3\%$.

The following pages summarize major survey findings.

2010 Community Survey for the City of Shoreline Parks, Rec & Cultural Services Dept

Major Survey Findings

- **Visiting Park City Parks.** Eighty-four percent (84%) of households have visited City of Shoreline parks during the past year. This is significantly higher than the national benchmarking average of 72%.

Of the 84% of households that have visited City parks during the past year, 89% rated the physical condition of the parks as either excellent (32%) or good (57%). In addition, 10% of households rated the physical condition of parks as fair and only 1% rated them as poor.

- **Potential Improvements to Parks.** The improvements that households would most like to see made at the City parks they visit most often are: restrooms (37%), walking trails (33%), benches/picnic tables (23%), drinking fountains (18%), park lighting (17%), and picnic shelters (16%).

- **Participation in Parks, Recreation and Cultural Services Dept. Programs.** Twenty-nine percent (29%) of households have participated in programs offered by the City of Shoreline Parks, Recreation and Cultural Services Department during the past 12 months.

Of the 29% of households that have participated in Parks, Recreation and Cultural Services Department programs during the past year, 92% rated the quality of the programs as either excellent (27%) or good (65%). In addition, 7% of households rated the overall quality of programs as fair, and only 1% rated them as poor.

- **Need for Parks and Recreation Facilities.** The parks and recreation facilities that the highest percentage of households have a need for are: small neighborhood parks (76%), natural areas/nature trails (71%), paved walking/biking trails (70%), picnic shelters/areas (60%), large community parks (58%).

- **Most Important Parks and Recreation Facilities.** Based on the sum of their top four choices, the parks and recreation facilities that households rated as the most important are: small neighborhood parks (46%), natural areas/nature trails (42%), paved walking/biking trails (39%), and large community parks (31%).

- **Participation in Programs and Activities.** The types of programs and activities that the highest percentage of households participate in are: going to the beach/Puget Sound (78%), visiting nature areas/spending time outdoors (69%), running or walking (66%), and attending live theater/concerts, galleries (46%).

2010 Community Survey for the City of Shoreline Parks, Rec & Cultural Services Dept

- **Programs and Activities Households Would Participate in More Often.** Based on the sum of their top four choices, the programs and activities that households would participate in more often if more programming were available by the Parks, Recreation, and Cultural Services Department are: visiting nature areas/spending time outdoors (24%), running or walking (24%), attending live theater/concerts, galleries (24%), adult classes (18%), and going to the beach/Puget Sound (17%).
- **Use of Parks and Recreation Projects.** The parks and recreation projects that the highest percentage of households have used during the past two years are: Richmond Beach Saltwater Park improvements (72%), 3-mile inter-urban walking/biking trail (55%), public art installations (37%), new YMCA indoor recreational and aquatic center (34%), and park and trail improvements at Hamlin Park (30%).
- **Ways Respondents Learn about Parks, Recreation, and Cultural Programs and Activities.** The most frequently mentioned ways that respondents learn about parks, recreation, and cultural programs and activities are: City of Shoreline "Currents" Newsletter (67%), City of Shoreline Recreation Guide (45%), program fliers (44%), and word of mouth (43%).
- **Organizations Used for Parks and Recreation Programs and Cultural Facilities.** The organizations used by the highest percentage of households for parks and recreation programs and cultural facilities are: City of Shoreline Parks, Recreation and Cultural Services Department (44%), Shoreline School District (32%), YMCA (27%), King County (26%), and churches (25%).
- **Benefits of Parks, Trails and Facilities That Are Most Important to Households.** Based on the sum of their top three choices, the potential benefits of parks, trails and recreation facilities that are most important to households are: improve physical health and fitness (62%), make Shoreline a more desirable place to live (54%), and preserve open space and the environment (45%).
- **Reasons Preventing Households from Using City Programs and Facilities.** The most frequently mentioned reasons preventing households from using City of Shoreline programs and facilities are: "we are too busy or not interested" (32%), "program times are not convenient" (21%), and "I do not know what is being offered" (21%).

- **Most Important Actions to Improve and Expand Parks and Recreation Facilities.** Based on the sum of their top four choices, the most important actions the City of Shoreline could take to improve and expand parks and recreation facilities are: upgrade existing neighborhood parks, playgrounds (45%), upgrade natural areas and nature trails (41%), acquire shoreline and beach access (37%), and develop multipurpose trails (30%).
- **Allocation of \$100 for Various Parks and Recreation Facilities.** Respondents would allocate \$32 out of \$100 for improvements/maintenance of existing parks, playgrounds, sports and aquatic facilities. The remaining \$68 were allocated as follows: acquisition and development of walking and biking trails, greenways (\$20), improvements/maintenance of specialty parks (\$19), construction of new recreation and aquatic facilities (\$10), construction of new cultural facilities (\$7), construction of new sports fields (\$4), and “other” (\$7).
- **Level of Satisfaction with the Overall Value Received from the Parks, Recreation, and Cultural Services Department.** Seventy-six percent (76%) of households are either very satisfied (36%) or somewhat satisfied (40%) with the overall value their household receives from the City of Shoreline Parks, Recreation, and Cultural Services Department. Only 4% of households are either somewhat dissatisfied (3%) or very dissatisfied (1%) with the Parks, Recreation, and Cultural Services Department. In addition, 13% of respondents indicated “neutral”, and 7% indicated “don’t know”.

ATTACHMENT B

GOAL 1 Substantive Changes

Goal/ Policy	2005 Version	2011 Draft	Comments
Goal 1	Enrich the quality of life for all Shoreline residents by ensuring that a broad range of high quality parks, recreation and cultural opportunities are readily available, by preserving open spaces and maintaining a quality parks and recreation system.	Preserve, maintain and enhance parks, recreation and cultural resources to ensure a broad range of high quality opportunities exist to enrich the quality of life for all Shoreline residents.	No Substantive Changes Arrangement of the words adds emphasis on 'Preserve' and 'maintain'.
PR 1	Monitor changes in both existing and planned population and evaluate how the Parks, Recreation and Cultural Services Department can adapt to the changing population and varying needs.	Monitor changes in both existing and planned population and evaluate how the Parks, Recreation and Cultural Services Department can adapt to the needs of a changing population.	No Substantive Changes
PR 2	Preserve, protect and enhance areas with critical or unique natural features — such as stream corridors, wildlife habitats, shorelines and wetlands — especially if endangered by development, and educate the public on the importance of stewardship through a variety of mechanisms.	Preserve, protect and enhance critical or unique natural features within parks (floodplains, stream corridors, wildlife habitats, shorelines and wetlands), and educate the public on the importance of stewardship.	No Substantive Changes Preserve means to protect from development.
PR3	Where feasible, actively seek opportunities to preserve, protect and acquire open space and waterfront access.	Actively seek opportunities to preserve, protect and acquire open space and waterfront access.	No Substantive Changes
PR 4	Investigate alternative methods, including seeking outside funding, for the financing of acquisition, facility development and renovation, maintenance and operating needs to reduce costs.	Reduce costs by seeking alternative funding methods to acquire, develop, renovate, maintain, and operate facilities.	No Substantive Changes. Revision created efficiency in writing of the policy.

- PR = 2005 Existing Park and Recreation Policy
- NPR = New Draft Park and Recreation Policy

ATTACHMENT B
Goal 2 Substantive Changes

Goal/ Policy	2005 Version	2011 Draft	Comments
Goal 2	Monitor and evaluate maintenance of parks and recreational facilities and develop measurable standards for enhancing maintenance efficiency and effectiveness.	Monitor, evaluate and develop environmentally sustainable standards to maintain park facilities.	This goal includes environmentally sustainable standards.
PR 6	Ensure that water bodies owned by the City in park settings are protected from degradation of water quality and that water quality remains a priority.	Ensure that water bodies owned by the City in park settings are protected from degradation of water quality.	No substantive changes
PR 7	Utilize sound maintenance practices and design and development guidelines to ensure the careful stewardship of natural resources and habitat in the park system	Utilize sustainable best management practices, sound maintenance, and design and development guidelines to ensure responsible stewardship of natural resources and habitat in the park system.	Brings sustainability into this policy.
PR 8	Retain and develop underdeveloped public rights of way for public access and passive recreation where appropriate.	No Change	No change
PR 14	When upgrading active recreation and sports facilities, maximize public use by utilizing designs that meet current industry standards and incorporate innovative, low-impact development design and techniques.	No Change	Moved to Goal 2
PR 19	Coordinate maintenance operations with other agencies such as the Shoreline School District, Shoreline Community College, private schools, churches and athletic field users.	Reduce cost and create efficiencies by coordinating maintenance operations with other community partners.	Moved to Goal 2. Emphasis on reducing cost and creating efficiencies and identifying community partners to be inclusive.
NPR-1	Not in 2005 Version	Explore cost effective opportunities to maintain existing facilities through contracted services and volunteer opportunities.	Newly proposed policy to address sustainability.

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ATTACHMENT B
Goal 2 Substantive Changes

Goal/ Policy	2005 Version	2011 Draft	Comments
NPR-2	Not in 2005 Version	Create environmentally sustainable parks, recreation and cultural service programs and facilities that reduce waste, protect ecosystems, and address the impacts of past practices.	Newly proposed policy to address sustainability.
NPR-3	Not in 2005 Version	Create opportunities to educate "reduce, reuse and recycle" at City parks, recreational facilities, and cultural events by providing dedicated containers.	Newly proposed policy to address sustainability.
NPR-4	Not in 2005 Version	Support and promote invasive species removal and native planting efforts in parks by providing volunteer coordination, technical assistance, and restoration plans.	Newly proposed policy to address sustainability.
NPR-5	Not in 2005 Version	Reduce potable water use in parks by using efficient, cost-effective fixtures, drought tolerant and native plants, and non-potable water sources for irrigation.	Newly proposed policy to address sustainability.

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ATTACHMENT B
Goal 3 Substantive Changes

Goal/ Policy	2005 Version	2011 Draft	Comments
Goal 3	Seek increased opportunities for Shoreline citizens to enjoy parks, recreation, and cultural resources through improving accessibility and usability of existing facilities and pursue opportunities and partnerships for new indoor and outdoor facilities for year round programming.	Seek increased opportunities for Shoreline citizens to enjoy parks, recreation, and cultural resources through improving accessibility and usability of existing facilities.	Revision eliminated redundancy. Goal 7 and its policies will address pursuing new opportunities and partnerships for year round programming. Goal 1 and 2 and its policies address pursuing opportunities and partnerships for new facilities.
PR 10	Enhance the park system so that it continues to provide a variety of recreation opportunities serving a wide range of interests and age groups.	Enhance the quality and variety of recreation and cultural opportunities in the park system to serve a wide range of interests and age groups.	Revision clarifies. Revision emphasizes the quality and variety of opportunities we are providing.
PR 13	Seek to improve and expand indoor and outdoor recreation opportunities to reflect the diverse and changing needs and desires of the community.	No Change	No Change
PR 15	Seek to offer an expansive mix of passive and active recreation opportunities through both facilities and program offerings.	No Change	No Change

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ATTACHMENT B
Goal 4 Substantive Changes

Goal/ Policy	2005 Version	2011 Draft	Comments
Goal 4	Seek alliances and coordination with facility and program providers to strive for the efficient and equitable distribution of community and regional resources, and to maximize the use of parks, recreation and cultural resources by Shoreline residents.	Coordinate with community partners to create efficient and equitable distribution of community resources and facilities for Shoreline residents.	Revision eliminated redundancy. Revision uses word 'community partners' and 'equitable distribution'.
PR 16	Continue to develop and coordinate, with both public and private school districts, the use of school facilities for park and recreational purposes after school hours in order to maximize the public benefit from existing resources.	Coordinate with public and private school districts to allow school facilities to be used for park and recreational purposes after school hours in order to maximize the public benefit from existing resources.	Revision eliminates word 'develop' as we have developed relationships.
PR 17	Develop alliances with other public and private agencies and organizations in order to avoid duplication and reduce costs through joint planning and development of facilities and programs.	Develop alliances with public and private organizations to coordinate the planning and development of facilities and programs, avoid duplication and reduce costs.	No substantive change
PR 20	Seek to develop alliances and mechanisms for communication and coordination among leisure service providers in the Shoreline area.	Seek to develop mechanisms for communication and coordination among community resource providers in Shoreline.	Revision eliminates redundancy. Developing alliances is already identified in PR 17.

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ATTACHMENT B

Goal 5 Substantive Changes

Goal/ Policy	2005 Version	2011 Draft	Comments
Goal 5	Seek to develop a diverse Citywide trail system linking key community elements such as parks, greenways, open spaces, regional trail systems, transportation nodes, neighborhoods, churches, and community businesses.	Encourage pedestrian and bicycle travel by identifying and developing facilities and routes to link Shoreline residents to parks and community resources.	Change in Goal 5 focus on encouraging pedestrian and bicycle travel. Used term 'community resources' in place of a long list.
PR 21	Identify opportunities to develop pedestrian and bicycle connections in and around the City to expand connectivity of community amenities with a specific focus on linking neighborhoods with parks.	Encourage development of bicycle and pedestrian facilities and routes including those identified in the City of Shoreline Transportation Master Plan.	Revision refers to TMP but does not duplicate policies in the TMP.
PR 22	Develop trail systems within parks and in the Interurban right-of-way focusing on linking these systems with existing, planned and future local and regional trails through coordination with Planning and Public Works and where possible enhancing historic watersheds.	Develop trail systems within parks and improve access to parks for bicyclists and pedestrians.	Goal 5 and policies were reviewed by Staff working on the TMP to eliminate redundancy.
PR 23	Support Transportation efforts to implement the "Green Street" program.	Deleted	Deleting this policy as it will be addressed in the Transportation Master Plan and more importantly the Complete Streets program is only funded through 2010 and the Priority Sidewalk funding is ending in 2011.

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ATTACHMENT B
Goal 6 Substantive Changes

Goal/ Policy	2005 Version	2011 Draft	Comments
Goal 6	Encourage consistent and effective public involvement in the short and long-range park, recreation and cultural services planning process.	No Change	No Change
PR 24	Encourage, record, and track citizen responses to specific programs, facilities, and policies.	No Change	No Change
PR 26	Provide public review opportunities in park, recreation and cultural services planning decisions.	No Change	No Change
PR 27	Monitor, evaluate and adjust public relations and publicity efforts to inform citizens of the park, recreation and cultural opportunities available citywide and in neighborhoods.	No Change	No Change
PR 28	Encourage citizen involvement and participation in assuring the quality of park development and maintenance through various volunteer opportunities.	No Change	No Change

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ATTACHMENT B
2011 PROS Plan Draft Goals and Policies
Substantive Changes

Goal/ Policy	2005 Version	2011 Draft	Comments
Goal 7	Seek to provide a broad, diverse, flexible and challenging program of recreation and cultural services to meet the leisure needs of diverse populations, age groups and interests.	No Change	No Change
PR 29	Take a leadership role in building alliances fostering communication and coordination as the City and other organizations strive to satisfy the recreation and cultural needs of Shoreline residents while limiting duplication.	No Change	No Change
PR 30	Align existing and new program and service offerings with core mission while remaining flexible, filling service gaps, and adjusting to trends in order to serve a variety of ages, interests, abilities and the diversity of cultures represented in our City.	No Change	No Change
PR 33	Provide a diversity of program options for middle and high school youth, and build alliances with other service providers to implement Council priorities related to youth services.	No Change	No Change
PR 35	Assure the Shoreline Pool's program services are available to infant through senior adult-aged participants at times that meet the needs of all individuals.	No Change	No Change
PR 36	Support the provision of senior adult, arts, and cultural history programs through alliances and joint planning with service organizations.	No Change	No Change
PR 37	Respect and celebrate the diversity of cultures represented in our City through recreation programs.	No Change	No Change

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ATTACHMENT B
2011 PROS Plan Draft Goals and Policies
Substantive Changes

Goal/ Policy	2005 Version	2011 Draft	Comments
NPR-1	Not in 2005 Version	Develop programs to address obesity, and support a healthy and active lifestyle.	Wanted to support efforts to create a 'Healthy City'.
NPR-2	Not in 2005 Version	Develop environmental educational programming and life-long learning opportunities for Shoreline residents.	The City currently does not have many environmental programming. Adding this policy will help guide the City in making decisions about adding more environmental education programs.

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ATTACHMENT B

Goal 8 Substantive Changes

Goal/ Policy	2005 Version	2011 Draft	Comments
Goal 8	Not in 2005 Version	Establish Shoreline as a culturally rich community that embraces all the arts, infuses artistic creativity into all aspects of civic life (including the built and natural environments), and celebrates and preserves our local history and diverse heritage in meaningful ways.	New Goal: Since this update will include an entirely new chapter on our arts and cultural services and programs, Goal 8 and policies were important to add.
PR 39	Not in 2005 Version	Increase the public art fund to demonstrate the value of public art as an integral part of the built and natural environments.	New Policy
PR 40	Not in 2005 Version	Provide funding for maintenance and repair of public art.	New Policy
PR 41	Not in 2005 Version	Identify opportunities to locate a variety of cultural programs and public art throughout the city.	New Policy
PR 42	Not in 2005 Version	Coordinate with other City departments to encourage public art and creative spaces in public and private projects.	New Policy
PR 44	Not in 2005 Version	Create opportunities for marketing of arts and heritage in the city, adjusting methods and outlets to keep pace with changing technology and demographics.	New Policy
PR 45	Not in 2005 Version	Strengthen Cultural Tourism, an economic development tool, through arts and heritage venues and activities.	New Policy
PR 46	Not in 2005 Version	Explore the concept of a cultural and multi-arts center in Shoreline.	New Policy

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