

**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 5<sup>th</sup>, 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

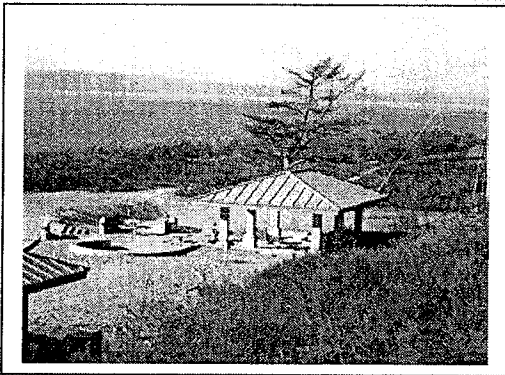
# *2010 Community Needs Assessment Survey*

*Findings Report*

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Submitted to

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



by

**Leisure Vision**

(a division of ETC Institute)

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September 2010

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## ***2010 Community Survey***

### **Executive Summary Report**

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#### **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
<b>Goal 2</b>	<b>Monitor and evaluate maintenance of parks and recreational facilities and develop measurable standards for enhancing maintenance efficiency and effectiveness.</b>	<b>Monitor, evaluate and develop environmentally sustainable standards to maintain park facilities.</b>	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**

<b>Goal/ Policy</b>	<b>2005 Version</b>	<b>2011 Draft</b>	<b>Comments</b>
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

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