

**CITY COUNCIL AGENDA ITEM**  
CITY OF SHORELINE, WASHINGTON

<b>AGENDA TITLE:</b>	Discussion of Parks Recreation and Open Space (PROS) Plan Update – Conclusions from Community Outreach		
<b>DEPARTMENT:</b>	Parks, Recreation and Cultural Services		
<b>PRESENTED BY:</b>	Eric Friedli, PRCS Department Director		
<b>ACTION:</b>	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution	<input type="checkbox"/> Motion
	<input type="checkbox"/> Public Hearing	<input checked="" type="checkbox"/> Discussion	

**PROBLEM/ISSUE STATEMENT:**

In January 2016, the Parks, Recreation and Cultural Service Department (PRCS) began an 18-month process to prepare an update to the Parks, Recreation and Open Space (PROS) Plan. The Plan establishes a 20-year vision and framework for Shoreline’s recreation and cultural programs, and guides maintenance and investment in park, recreation and open space facilities.

A Communication and Public Engagement Plan provided the framework for public engagement and ensured representation from a wide cross-section of the Shoreline community. Tonight, staff will report key conclusions from the public engagement process and use those conclusions to develop recommendations for improvements to parks, recreation programs and cultural services offered by the City of Shoreline.

**FINANCIAL IMPACT:**

The PROS Plan Update project is listed in the 2016-2021 Capital Improvement Plan with a budget of \$100,000.

**RECOMMENDATION**

No formal action is required; this is a discussion item intended to provide Council with an opportunity to provide feedback on the PROS Plan Update. Staff will return in December and early in 2017 to provide additional opportunities for input and direction on specific components of the Plan.

Approved By:            City Manager **DT**    City Attorney **MK**

## **INTRODUCTION**

An extensive process to update the PROS Plan began in January, 2016 and includes a thorough public process, an Aquatic and Recreation Center Feasibility Study, and a Light Rail Station Subarea Parks and Open Space Plan. The draft PROS Plan will be presented to the City Council in the spring of 2017 for review and approval.

Key conclusions from the public engagement process will inform recommendations for improvements to the parks, recreation facilities and programs, and cultural services, with special emphasis on the development of a Light Rail Station Subarea Parks and Open Space Plan. Staff requests the Council's consideration and endorsement of the work conducted to date.

## **BACKGROUND**

To qualify for certain state and federal grants the PROS Plan must be updated every six (6) years. It identifies a 20-year vision and framework for Shoreline's recreation and cultural programs, and for maintenance and investment in park, recreation and open space facilities. The update is an opportunity to reassess community needs and align program and capital projects with the City's mission and goals. In January 2016, the PRCS Department began the 18-month process to update the PROS Plan which is centered on the theme, "Securing our Foundation, Shaping our Future," defined as:

- **Secure our Foundation** - Take care of what we already have and make current facilities work for us.
- **Shape our Future** - Provide for growth through smart development and targeted acquisition.

## **DISCUSSION**

### **PROS Plan Public Process**

The goal of the public engagement process has been to achieve representative participation from a wide range of community members through multiple and varied opportunities for input. A communication and public engagement plan (Attachment A) was created to provide the framework for the engagement process and ensure the involvement of a wide cross-section of the Shoreline community.

An extensive public process began in January with a random-sample citizen survey, the results of which were shared with the Council on March 21<sup>st</sup>. The staff report for this March 21 Council discussion can be found at the following link:

<http://cosweb.ci.shoreline.wa.us/uploads/attachments/cck/council/staffreports/2016/staffreport032116-9a.pdf>.

In addition to the 830 responses received from the community interest survey, public engagement efforts in 2016 included the following:

- ✓ Five (5) Currents articles and announcements;
- ✓ Two (2) Recreation Guide announcements;
- ✓ Four (4) E-news announcements;

- ✓ Meetings with 12 neighborhood associations;
- ✓ Five (5) stakeholder group meetings with urban forest management stewards, outdoor athletic field users, light rail station subarea citizen groups, pool and recreation program users, and arts and cultural service advocates and providers;
- ✓ Six (6) focus group meetings or interviews with underserved or difficult to reach groups including seniors, teens, immigrant/refugee populations, and Spanish-speaking residents, apartment dwellers and members of the Asian and Pacific Islander community;
- ✓ Ten (10) summer intercept events;
- ✓ Comments received by mail and email; and
- ✓ Online questionnaire.

Those actions resulted in 2,170 interactions with citizens in a variety of settings (see Table 1 below).

**Table 1: Community Involvement Participation as of August 15, 2016**

Activity	Participants
Community Opinion Survey	830
Online Questionnaire	578
Stakeholder Interviews	76
Focus Group Meetings	105
Intercept Events	470
Neighborhood Meetings	111

In addition, over 20 people participated in the first PROS Plan community workshop on September 20, 2016 regarding Parks and Open Spaces in Neighborhoods and the two light rail station subareas.

Additional opportunities for public input will include:

- Two (2) additional public workshops in the fall of 2016;
- One final public open house meeting in January 2017;
- Comments by mail and email;
- Meetings of the PRCS/Tree Board and PROS Plan subcommittees; and
- Planning Commission briefing(s).

**Community Engagement Results**

Hundreds of pages of notes from public engagement meetings, the community opinion survey, and the online questionnaire have been summarized to produce the following:

1. A Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis, and
2. Actions that could be taken to secure our foundation and shape our future.

***Strengths, Weaknesses, Opportunities, Threats (SWOT) Analysis***

The SWOT Analysis was applied to each park in the Shoreline park system and reviewed and refined by a PRCS Board subcommittee. Summaries for each park can be found at [shorelinewa.gov/prosmeetings](http://shorelinewa.gov/prosmeetings). This information identifies opportunities to maintain our strengths, address our weaknesses, take advantage of opportunities, and

protect ourselves from threats. Below is a SWOT analysis for the park system as a whole.

#### STRENGTHS:

- High level of community support
- Recent investments from 2006 park bonds
- Nice mix of active recreation facilities and passive open space
- Interesting nature trail system

#### WEAKNESSES:

- Unhealthy urban forests
- Perceived lack of safety
- Lack of innovative recreation features such as spray parks, high ropes course
- Transient population living in parks

#### OPPORTUNITIES:

- Respond to reduction in demand for certain types of facilities by replacing them with facilities growing in demand
- Build a volunteer support system for environmental restoration
- Expand the tree canopy

#### THREATS:

- Key park properties are owned by others (school district, State, Seattle City Light)
- Invasive species
- Encroachments from adjacent private property
- Population growth and increased density
- Budget shortfalls

#### ***Actions That Could be Taken to Secure our Foundation and Shape our Future***

In addition to completing a SWOT analysis for each park, specific actions that could be taken to secure our foundation and shape our future were generated and are available at: [shorelinewa.gov/prosmeetings](http://shorelinewa.gov/prosmeetings). Several key themes emerged:

1. Upgrade and enhance existing parks and facilities
2. Manage impacts from future growth including acquisition in the station subareas and along Aurora
3. Improve safety
4. Strengthen access to nature; including greenways and wildlife corridors
5. Increase connectivity to parks, recreation and open space facilities
6. Expand walking and trail-related activities
7. Increase connectivity to parks, recreation and open space facilities
8. Increase options for adults and seniors
9. Add and improve access to aquatics facilities and programs
10. Expand indoor exercise and fitness opportunities
11. Support arts and cultural opportunities
12. Create multigenerational and multi-cultural opportunities
13. Improve access to community gardens and healthy eating

14. Continue community partnerships in providing parks, open space and recreation programming
15. Improve availability of information about facilities and programs

### **Light Rail Station Subarea Parks and Open Space Plan**

The Environmental Impact Statements for the light rail station sub-area plans indicate that:

- The projected 2035 population level would create a demand for approximately one new neighborhood park in EACH of the subareas
- At full build-out, a combination of between two and nine new neighborhood parks or different parks and recreation facilities will be needed.

This information provides very general guidance for the PROS Plan. The desire for specific park amenities such as community gardens, playgrounds, off-leash areas, trails, and pedestrian and bicycle connections have been heard from citizen comments and will be reflected in the final plan.

To aid the development of the Light Rail Station Subarea Parks and Open Space Plan, a preliminary Parks and Open Spaces Draft Opportunity Map (Attachment B) was generated for public review and discussion at the September 20<sup>th</sup> community workshop. The map illustrates examples of opportunities that may exist to improve light rail station subareas including:

1. Improve connectivity to recreation opportunities along the 195<sup>th</sup> Street corridor;
2. Expand and improve connections to pockets of existing open space along the I-5 corridor; add park and open space property;
3. Improve connectivity to recreation and open space on the east side of I-5; add park and open space property;
4. Increase connectivity and water quality near Ronald Bog Park;
5. Buffer negative impacts on noise, air and water quality from I-5 through berms, conifers and bio-retention facilities; bring more activity to James Keogh Park; add special use park and recreation facilities between sub-areas.
6. Look for opportunities for increased play and active recreation between Twin Ponds Park and Meridian Park;
7. Protect headwater wetlands, buffer residents from I-5 air, noise and water pollution through berms, conifers and bio retention facilities at Ridgecrest Park; improve active recreation opportunities;
8. Improve water quality upstream of Twin Ponds Park;
9. Create art and place-making opportunities, pedestrian/ bike connections and neighborhood open space; expand park and open space property;
10. Enhance natural area and pedestrian/bike connectivity through Paramount School Park and Paramount Open Space, as well as expand park and open space property;
11. Increase activation, way-finding and natural resource interpretation through Hamlin, South Woods and, potentially, the Fircrest Campus; align with the Fircrest Master Plan.

### **PRCS/Tree Board Review, Discussion and Action**

The PRCS/Tree Board has been fully engaged in gathering, reviewing and summarizing public input. Five sub-committees have been meeting regularly on specific topics. They reviewed and provided comments on the results of the SWOT analysis, key themes, and the preliminary light rail station subareas opportunity map at their September 22 Board meeting.

### **Next Steps**

Following Council's input and direction, staff will refine ideas for park, recreation and open space improvements and develop a process for prioritizing proposals. These proposals will be the subject of discussion at the November 1<sup>st</sup> public workshop after which they will be further refined for discussion at the final public workshop on January 7, 2017. Staff will return to the City Council in December 2016 and early in 2017 to provide additional opportunities for input and direction on specific components of the Plan.

### **FINANCIAL IMPACT**

The PROS Plan Update project is listed in the 2016-2021 Capital Improvement Plan with a budget of \$100,000.

### **RECOMMENDATION**

No formal action is required; this is a discussion item intended to provide Council with an opportunity to provide feedback on the PROS Plan Update. Staff will return in December and early in 2017 to provide additional opportunities for input and direction on specific components of the Plan.

### **ATTACHMENTS**

Attachment A: PROS Plan Update Communication and Public Engagement Plan  
Attachment B: Light Rail Station Sub Areas Parks and Open Space Opportunity Map

# SECURING OUR FOUNDATION SHAPING OUR FUTURE

SHORELINE'S PARKS, RECREATION & CULTURAL SERVICES

## Communication & Public Engagement Plan

March 11, 2016

# SECURING OUR FOUNDATION SHAPING OUR FUTURE

SHORELINE'S PARKS, RECREATION &amp; CULTURAL SERVICES

## Introduction

**IT HAS BEEN TWENTY YEARS** since Shoreline residents decided to incorporate. Local control of parks and open spaces was one of the motivations. Since then, the changes to Shoreline's parks and recreation opportunities have been astounding! Shoreline's legacy of community support and involvement laid a solid foundation for the future. It is time to carry the legacy forward, celebrate all we have become, and take the initiative to shape our future.

**TODAY'S SHORELINE PARKS** are a destination for community gatherings, individual renewal, and recreation like never before. From trails to playgrounds and beaches to woods, Shoreline offers a range of opportunities for community enjoyment.

**TODAY'S RECREATION PROGRAMS** offer a variety of year-round recreational opportunities for people of every age and ability. Workout or take a class at the Spartan Recreation Center and learn to swim or swim for life at the Shoreline Pool. The Richmond Highlands Recreation Center is home to Specialized Recreation's *Choices* program and Shoreline's youth and teen programs.

**TODAY'S CULTURAL SERVICES PROGRAM** sponsors celebrations and arts opportunities for the whole community. From noon concerts and Piano Time to the Crafts Market and Celebrate Shoreline, these are the things that make Shoreline more than a city. They make Shoreline a home.

**SHORELINE PARKS, RECREATION & CULTURAL SERVICES** has a solid foundation. Now some of the foundational investments need attention: The pool needs upgrades to keep pace with a changing aquatics world, and the Spartan Recreation Center is owned by the School District and may not always be available to the Parks system. The future of Shoreline depends on our ability to take care of and possibly replace the parts of the parks system that are important to Shoreline residents.

**THE FUTURE IS NOW.** We invite you to take a grateful look at the past and set an imaginative eye toward the future. What do you want your parks, recreation, and cultural services system to be, and what are you willing to support? As you share, we will listen, and together we will secure our solid foundation and shape a future worth celebrating for generations to come.



# SECURING OUR FOUNDATION SHAPING OUR FUTURE

SHORELINE'S PARKS, RECREATION &amp; CULTURAL SERVICES

## Background

The Parks, Recreation and Cultural Service (PRCS) Department has begun an eighteen an 18-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.

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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.

## 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

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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,

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- **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 periodically evaluated based on the criteria and timing outlined below:

Plan Goal	Criteria	Timing
Build Relationships in Shoreline	<ul style="list-style-type: none"> <li>• Successfully meet with representatives from each of the identified focus group topics.</li> <li>• Meet multiple new community groups or community leaders.</li> <li>• Receive a high response from online questionnaire and workshops.</li> </ul>	Discuss outcomes towards the completion of each major project phase.
Create Opportunities for Inclusive Participation	<ul style="list-style-type: none"> <li>• Hold events at locations or times requested by members of the public.</li> <li>• Maintain a consistent level of participation throughout the process.</li> <li>• Receive a significant percentage of responses from youth, seniors and demographically diverse residents.</li> <li>• Receive data from a range of different demographics and interests at outreach activities.</li> </ul>	Review progress following each official public outreach event.
Collaborate and Inform Strategic Plan Decision-Making	<ul style="list-style-type: none"> <li>• Periodically present project updates to decision makers throughout the process.</li> <li>• Maintain participation from non-City public agencies.</li> <li>• Provide a “report card” summarizing public input following each phase, outlining next steps that respond to specific ideas.</li> </ul>	Review progress following each project meeting with City decision-makers
Build Long Term Capacity for Civic Engagement around Parks, Recreation and Cultural Facilities and Services	<ul style="list-style-type: none"> <li>• Reach 1,000 likes related to the project on Facebook or similar social media platform.</li> <li>• Identify volunteers to champion a project or recommendation that stems from the final plan.</li> <li>• Reach unanimous approval of the final plan from City leaders.</li> </ul>	Discuss outcomes towards the completion of each major project phase.

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## Targeted Objectives

The Public Engagement Plan will follow 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 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
    - 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.



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- 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/Tree 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
- King County Library System & the Shoreline Library Board
- Shoreline Chamber of Commerce and local businesses
- Trail, park and open space advocacy groups (such as Kruckeberg Botanic Garden)
- Outdoor and indoor recreation program users/renters
- Arts and cultural organizations (such as Shoreline LFP Arts Council, Shoreline Historical Museum)
- Arts advocates including local artists, musicians and performers

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## 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 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.

## Existing User Group Stakeholder Meetings

The MIG Team will facilitate discussions around topics of interest in the community with existing user group stakeholders, up to five meetings of 1-1.5 hours each over one to two half days. The City will initiate outreach to stakeholder meeting invitees, 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. Stakeholder meetings will be arranged by five major topics and invited stakeholders will be from topical interested groups including:

1. Arts and Cultural Service Users/Providers
2. Urban Forest Management Stewardship
3. Outdoor Athletic Field Users
4. Aquatic and Recreation Program Users

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## 5. Light Rail Subarea Interest Groups

MIG will develop an agenda and base set of questions common to all the user groups, with targeted topic-specific questions for each meeting. The meetings will focus on identifying top opportunities and issues for Shoreline's parks, recreation and cultural facilities and services. In addition, the meetings 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.

Draft questions will be provided to the City for review at least two weeks prior to the scheduled user group meetings. The City will assist in providing a contact list of user group interviewees and arranging conference rooms for the interviews. Examples of potential 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?

### 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.

### Additional Stakeholder Meetings

The City may initiate and facilitate additional stakeholder meetings as needed to engage other interested groups such as youth populations and art advocates. For example, the Public Art Plan Update will benefit from engaging art advocates specifically on the current and future needs for cultural services programs and public art in Shoreline. The City will fully be responsible for meeting facilitation and logistics support. The City will prepare a summary of the discussions that identifies issues and ideas raised by the participants and increase the diversity of responses. This input will be incorporated into the public record consistent with other stakeholder interviews.



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## 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, PRCS/Tree Board members and other designated volunteers to teach participants how to use the Engagement Toolkit to employ intercepts at different events/locations to broaden the feedback of users. 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. Well used parks such as Saltwater Park and Paramount School Park
2. City of Shoreline events, such as summertime noon concerts
3. Shoreline Farmers Market
4. Shoreline and Richmond Beach Libraries
5. Community gardens
6. Senior Center
7. Organized sporting events
8. Ridgecrest food trucks
9. Crest Theater lines
10. Night Out Against Crime
11. Shoreline/LFP Arts Council events
12. Current programs and city facilities
13. Off-Leash Dog Areas
14. Local restaurants
15. 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.

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SHORELINE'S PARKS, RECREATION & CULTURAL SERVICES

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
- Park & open space tree/vegetation management

## 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. Draft questions and an agenda will be provided to the City for review at least two weeks prior to the focus groups. The City will initiate outreach to meeting invitees, provide meeting rooms and logistics support. MIG will facilitate the meetings. Following the meetings, MIG will prepare a single summary memo documenting key findings.

Focus group audiences will include:

1. Asian populations
2. Latino and Spanish-speaking residents (translation provided by City of Shoreline)
3. Refugee and immigrant populations
4. Rental and multifamily populations
5. Senior 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

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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, as well as, 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.

## City Staff Engagement

Throughout the plan development process, the Project Team will engage the City of Shoreline staff in a variety of ways to 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

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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.

## PRCS/Tree Board Engagement

Throughout the plan development process, the Project Team will also engage the PRCS/Tree Board in a variety of ways to solicit their input and ensure that public outreach activities are well-coordinated with other on-going community initiatives, activities and celebrations. All members of the PRCS/Tree Board will be invited to participate. The PRCS/Tree Board will be providing input throughout the development of the public engagement process at their regularly scheduled meeting discussions and through possible subcommittee meetings. The Project Team and City staff will provide the PRCS/Tree Board with in-person updates to keep up to date on the process and be encouraged to review and provide feedback on project materials. Additionally, the PRCS/Tree Board members will be invited to help with specific outreach opportunities including participating in:

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

## Outreach Tools Matrix

	Neighborhood Association Outreach	Intercept Events	Online Questionnaire	Stakeholder Mtgs.	Focus Groups	Public Workshops	Public Open House	Website and Public Information Updates	PRSC Board Meetings
General public	X	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	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	X
Shoreline School District			X	X		X	X	X	X
Advocacy groups		X	X	X		X	X	X	X

### Outreach Task Schedule

	Month	Intercept Events (Several hours)	Online Questionnaire (10 -15 minutes)	Stakeholder Meetings (1-1.5 hours each)	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 online questionnaire with City -Finalize online questionnaire	<u>Shoreline</u> -Provides MIG with list of <u>potential participants</u>  <u>Shoreline</u> - Sends <u>invitations</u> - Makes room <u>arrangements</u>	<u>Shoreline</u> -Provides MIG with list of potential focus group participants  <u>Shoreline</u> -Provide MIG with list of potential interviewees - Sends invitations - Makes room arrangements			<u>Shoreline</u> -outreach to neighborhood associations	<u>Shoreline</u> -update PRCS/Tree 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	<u>Shoreline</u> -Posts questionnaire on City website -Disseminates questionnaire s through	<u>Shoreline</u> - Sends invitations - Makes room arrangements  <u>MIG</u> -Leads	<u>Shoreline</u> - Sends invitations - Makes room arrangements			<u>Shoreline</u> -outreach to neighborhood associations	<u>Shoreline</u> -update PRCS/Tree Board	



PHASE 2: DIGGING DEEP		events and staff/ volunteers to perform intercept events	communication networks.	Meetings						
	May			<u>MIG</u> -Provides briefing on stakeholder meetings findings and research	<u>MIG</u> -Leads focus group sessions			<u>MIG</u> provides information update  <u>Shoreline</u> posts update online	<u>Shoreline</u> -update PRCS/Tree Board	
	June	<u>Shoreline</u> -Conducts Intercept Events	<u>Shoreline</u> - Continue promoting and disseminating questionnaire			<u>Shoreline</u> -Reserve locations and times for Public Workshops	<u>Shoreline</u> -Reserve locations and times for Public Open House			<u>MIG</u> – conducts a 2-3 hour staff workshop for Aqau-Comm Feas Center
	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/Tree Board	<u>Shoreline</u> - staff review focus group findings and research
August	<u>Shoreline</u> - Conducts Intercept Events				<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/Tree Board	<u>Shoreline</u> - staff assist with 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/Tree 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/Tree 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/Tree Board	<u>Shoreline</u> - staff provides input on/reviews Public Open House
Decem- ber								<u>Shoreline</u> -update PRCS/Tree Board	





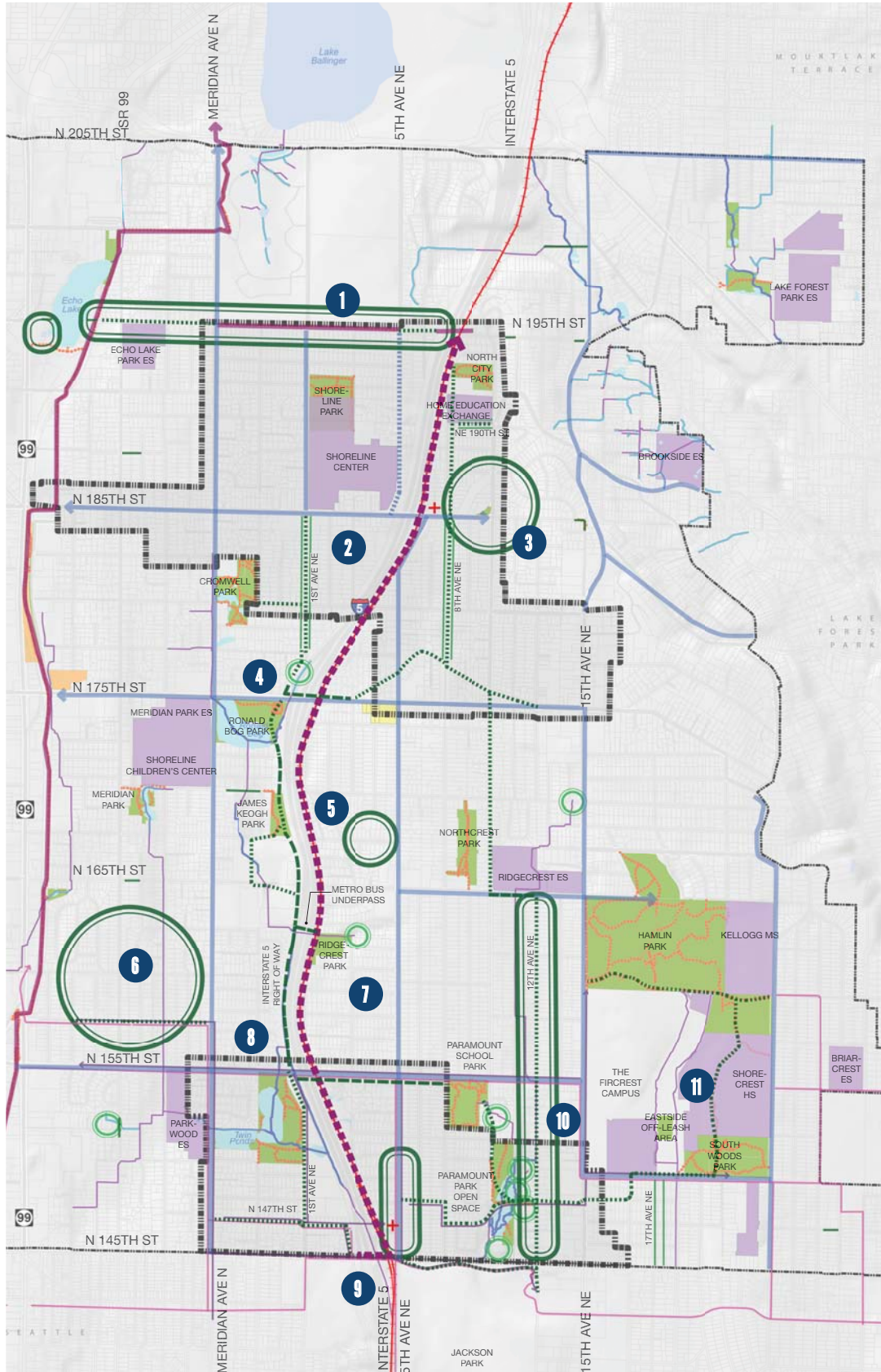
<b>Phase 3: Bringing it All Together</b>	January 2017						<p><u>MIG</u> -Conducts Public Open House</p> <p><u>MIG</u> - Provides brief summary of Open House findings</p>	<p>MIG provides information update</p> <p><u>Shoreline</u> posts update online</p>	<p><u>Shoreline</u> -update PRCS/Tree Board</p>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

SHORELINE'S PARKS, RECREATION & CULTURAL SERVICES

## PARK AND OPEN SPACE OPPORTUNITIES FOR LIGHT RAIL STATION SUBAREAS - DRAFT



### LEGEND

- EXISTING CONDITIONS**
- Parks
  - Tax Parcels
  - City of Shoreline
  - Stream (contains fish habitat)
  - Stream (perennial non-fish habitat)
  - Stream (pipelined)
  - Generalized Wetland Location
  - Libraries
  - Schools
  - Shared Use Paths
- ADOPTED 185TH LIGHT RAIL STATION SUBAREA BOUNDARY**
- 145TH LIGHT RAIL STATION SUBAREA STUDY AREA BOUNDARY**
- Green Streets
  - Unimproved Rights of Way
  - Light Rail Stations
- PARKS AND OPEN SPACE OPPORTUNITIES**
- Park Acquisition/Expansion Opportunity Areas
  - Area of interest for Thornton Creek Alliance Acquisition
- CONNECTIONS FOR RESIDENTS WALKING AND BIKING BETWEEN PARKS**
- Planned Bike Lanes per City Transportation Master Plan
  - Neighborhood Greenways Opportunity (All Ages and Abilities Active Transportation Connections between Parks)
  - All Ages and Abilities Connection on High-Speed Streets Opportunity
  - Off-Street/Through-Park Pedestrian/Bicycle Connection Opportunity (part of the Neighborhood Greenway network)
  - Parks Trails
  - 145th Street Station Area Green Network
  - 145th Street Corridor Plan Off-Corridor Bike Network
  - Shared Use Path Opportunity along Proposed Light Rail Alignment





# SECURING OUR FOUNDATION SHAPING OUR FUTURE

## KEY OPPORTUNITIES FOR LIGHT RAIL STATION SUBAREAS - DRAFT

This is an unprioritized list of key opportunities.



**1** Improve connectivity, safe routes to school and neighborhood recreation opportunities along the 195th Street corridor, including connections to the green space at the south end of Ballinger Commons.



**2** Expand/improve connections to open space property along Interstate 5.



**3** Improve connectivity, safe routes to school and neighborhood recreation opportunities on the east side of I-5 as land uses intensify.



**4** Increase connectivity and improve water quality near N 175th St/Ronald Bog.



**5** Buffer I-5 air and water pollution through berming, conifers and bioretention facilities and activate Keogh Park. Improve connections through King County properties and under Interstate 5 at the Metro base.



**6** Find opportunities for increased play and/or active recreation in this area of the city.



**7** Protect headwater wetlands, buffer residents from Interstate 5 air, noise and water pollution through berming, conifers and bioretention facilities at Ridgecrest Park. Improve active recreation opportunities.



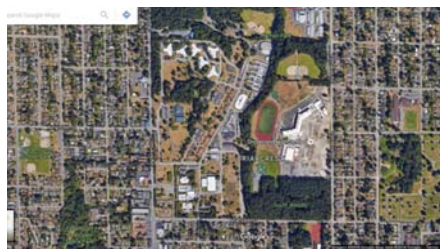
**8** Improve water quality upstream of Twin Ponds through mobility/water quality improvements.



**9** Create art/ placemaking opportunities, ped/ bike connections and neighborhood open space near the light rail station as land uses intensify.



**10** Enhance natural area and pedestrian/bike connectivity through Paramount School Park and Paramount Open Space to the light rail station.



**11** Increase activation, wayfinding and natural resource interpretation through Hamlin, South Woods and, potentially, The Fircrest Campus. Align with Master Plan.



# SECURING OUR FOUNDATION SHAPING OUR FUTURE

SHORELINE'S PARKS, RECREATION & CULTURAL SERVICES

## CONNECTION TYPOLOGIES

### PARKS PROGRAMS



COMMUNITY GARDENS



NATURAL PLAY AREAS



PLAZAS AND POCKET PARKS



NATURE AREAS AND TRAILS



OFF LEASH AREAS



SPRAY PARKS



STREETS AS PARKS



INTERACTIVE PUBLIC ART

### GREEN STREETS



### ALL AGES AND ABILITIES NETWORK



NEIGHBORHOOD GREENWAYS (SIDEWALKS, TREES, TRAFFIC CALMING ON LOCAL STREETS)



SHARED USE PATHS



HIGH-SPEED STREETS



HIGH-SPEED STREETS