

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

<b>AGENDA TITLE:</b>	Discussion of the 2024 Parks, Recreation and Open Space (PROS) Overview and Approach to Outreach and Engagement		
<b>DEPARTMENT:</b>	Recreation, Cultural and Community Services (RCCS)		
<b>PRESENTED BY:</b>	Colleen Kelly, RCCS Director		
<b>ACTION:</b>	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution	<input type="checkbox"/> Motion
	<input checked="" type="checkbox"/> Discussion	<input type="checkbox"/> Public Hearing	

**PROBLEM/ISSUE STATEMENT:**

To qualify for certain state and federal grants, the Parks, Recreation and Open Space (PROS) Plan must be updated every six years. The current 2017-2023 PROS Plan was adopted on July 31, 2017. The PROS Plan presents 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 current plan update will focus on the years 2024-2029 and will provide an opportunity to update the analysis of existing facilities, to reassess community interests and needs, and to identify ongoing gaps and areas of concern.

Tonight, staff will provide an overview of the 2024-2029 PROS Plan update process with an emphasis on the approach that is planned for outreach and engagement. Tonight, staff and the Council will be joined by Frana Milan, Senior Associate with Stepherson and Associates, the Outreach and Engagement consultant working on the PROS Plan.

**RESOURCE/FINANCIAL IMPACT:**

The PROS Plan update project includes \$100,000 for Outreach and Engagement and up to \$200,000 for technical analysis and plan development in the Capital Improvement Plan.

**RECOMMENDATION**

No formal action is required tonight; this is a discussion item intended to provide Council with an overview of the 2024 PROS Plan update process and an opportunity to provide early feedback on the Outreach and Engagement plan. Staff recommends that Council provide this feedback tonight to staff and the City’s Outreach and Engagement consultant.

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

## **BACKGROUND**

The current [2017-2023 PROS Plan](#) was adopted on July 31, 2017 after an 18-month engagement and update process. The staff report for the adoption of the 2017-2023 PROS Plan can be found at the following link:

<http://cosweb.ci.shoreline.wa.us/uploads/attachments/cck/council/staffreports/2017/staffreport073117-7a.pdf>.

The current PROS Plan is built around a set of Strategic Action Initiatives representing community priorities during the public engagement process. Staff believe that this general framework has served the City well over the past several years and expect to retain this overall approach as staff develop this plan update. While there was a significant effort to ensure community engagement in the development of the 2017-2023 PROS Plan, both staff and the Parks, Recreation and Cultural Services (PRCS)/Tree Board have recognized the need to focus more intentionally on reaching those members of our community that are often overlooked in government outreach and engagement efforts.

With that in mind, staff became interested in separating the engagement work from the technical work related to development of the PROS Plan. At the same time, Planning and Community Development staff were reaching out for support with developing their community engagement efforts for the upcoming 2024 Comprehensive Plan update. The outcome of these discussions resulted in the City's Planning and Community Development Department, Recreation, Cultural, and Community Services Department, and the Administrative Services Department partnering to select an outreach and engagement consultant with an understanding of equity/anti-racism related to government engagement efforts.

This consultant - [Stepherson and Associates](#) - will support the development and implementation of an equitable engagement strategy for both the PROS Plan and the City's Comprehensive Plan updates. In addition, staff will leverage these outreach efforts in support of opportunities to also gather input related to the pending park bond projects. Stepherson and Associates are currently actively engaged in developing an overall Outreach and Engagement plan in cooperation with staff and will be reviewing that plan with Council this evening.

At the same time, staff are currently reviewing applications from firms interested in developing the technical components of the PROS Plan update, including:

- Conducting and preparing a recreation demand study;
- Updating the aquatic/community center needs analysis with associated delivery strategies;
- Conducting and preparing a condition assessment report of major park assets such as structures, fields, and playgrounds;
- Integrating community outreach data into the PROS plan analysis and report;
- Drafting specific written chapters of the PROS Plan document that relate to the work components; and

- Coordinating with staff to update the status of current strategic action initiatives, identify any new ones and update implementation goals reflective of identified work.

Staff hope to have a contract in place for this work beginning the first of November.

## **DISCUSSION**

The purpose of tonight's discussion is to provide a high-level overview of the planned approach to the 2024-2029 PROS Plan update process and to provide a more detailed description of the planned outreach and engagement process.

The overarching goal of the PROS Plan itself, and more specifically the outreach and engagement work, is to center community priorities in a manner that is in alignment with the Shoreline's [Anti-Racism Resolution](#).

Specific process goals include:

- Prioritize early engagement with groups that may have barriers to engagement.
- Maintain connection with these constituencies throughout the process, into the Comprehensive Plan update process, and beyond.
- Start with listening and providing easy-to-understand explanation of what the PROS Plan (and later the Comprehensive Plan) is and how it is used by the City.
- As possible, provide context and opportunity to inform the park bond projects still in development.

An additional goal of this equitable engagement approach is to begin to build new connections across the Shoreline community, especially with those parts of our community that typically are silent or go unheard. It is hoped that through this work the City will begin to create sustained connections with communities that have historically been overlooked and potentially underserved.

### **Tonight's Council Discussion**

Tonight, staff will provide an overview of the 2024-2029 PROS Plan update process with an emphasis on the approach that is planned for outreach and engagement. Tonight, staff and the Council will be joined by Frana Milan, Senior Associate with Stepherson and Associates, the Outreach and Engagement consultant working on the PROS Plan.

## **STAKEHOLDER OUTREACH**

Stepherson and Associates began their work in September and has so far convened several meetings with staff and attended the PRCS/Tree Board meeting on September 22<sup>nd</sup> to share the overall approach and to seek early input about that. They will be back at the next PRCS/Tree Board meeting on October 27<sup>th</sup> to begin seeking preliminary input related to overall strengths and weaknesses of Shoreline's Parks, Recreation and Open Space activities.

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### **RECOMMENDATION**

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