

Seattle Parks and Recreation Strategic Plan Overview

2020 - 2032

City Council Public Assets and Native Communities Committee

March 3, 2020

Seattle Parks and Recreation



City of Seattle

OUR CORE VALUES CONTINUE

OUR VISION

- **HEALTHY PEOPLE**
- **HEALTHY ENVIRONMENT**
- **STRONG COMMUNITIES**

OUR VALUES

- EQUITY
- OPPORTUNITY
- ACCESS
- SUSTAINABILITY

OUR MISSION

Seattle Parks and Recreation provides welcoming and safe opportunities to play, learn, contemplate and build community, and promotes responsible stewardship of the land.



WHY PLAN NOW?

SEATTLE HAS GROWN SINCE 2015

105,000+
new residents

110,000+
new jobs

44,000+
new housing units

↑ 39%
household income

88,000
residents living below
poverty line in 2019

↑26%
unsheltered individuals
in Seattle since 2015

SPR MUST RESPOND

- Our spaces must serve people
- Commit to racial equity
- Embrace new ways of doing things
- Honor the diversity and history of our city, while also looking toward our future
- Support solutions to citywide challenges
- Engage with our community
- Respond to climate change
- Deliver excellent service



COMMITMENT TO EQUITY

The **PATHWAY TO EQUITY** is our department's **commitment to dismantling systemic racism in Seattle**. We recognize that disparities exist with the perpetuation of institutionalized racism through factors like:

- The prevalence of **white supremacy culture**
- **Inequitable distribution of power**
- **Lack of accountability** to communities of color

We are taking steps now to build an equity and engagement plan, improve equity analysis tools, train our staff, and more.



OUR IMPACT: HEALTHY PEOPLE



We envision a parks and recreation system in which people:

- Have **access to recreation**
- **Feel safe** in parks, trails, recreation facilities and water
- Feel **connected to and are active in nature**
- Participate in programs that **build healthy habits**
- Can visit parks and facilities that are **inclusively designed, well maintained, and connected**

STRATEGIES: HEALTHY PEOPLE

- HP 1:** Provide equitable, healthy programs
- HP 2:** Increase accessibility and affordability of our services
- HP 3:** Maintain a high-quality system of spaces
- HP 4:** Enhance communication with our community
- HP 5:** Enhance activation and programming
- HP 6:** Connect people to nature
- HP 7:** Rethink our community center model
- HP 8:** Develop flexible, multi-use spaces
- HP 9:** Grow and share healthy food

COMMITMENT TO EQUITY:

Focus our work in a way that seeks to eliminate racial health disparities.



OUR IMPACT: HEALTHY ENVIRONMENT



We envision a parks and recreation system with:

- Equitable use of a **thriving ecosystem**
- A **healthy urban forest** and natural sanctuary
- **Resilient green infrastructure**
- **Carbon-neutral/energy-producing** buildings
- **Educational** community programs
- A **healthy marine environment**
- A **balance** between passive and active recreation

STRATEGIES: HEALTHY ENVIRONMENT

- HE 1:** Sustainably steward our water resources
- HE 2:** Reduce waste in our facilities
- HE 3:** Pursue carbon neutrality by 2050 (*Green New Deal*)
- HE 4:** Balance restoration and maintenance of urban forests
- HE 5:** Preserve existing open space and honor its heritage
- HE 6:** Open facilities year-round given climate impacts
- HE 7:** Enhance connectivity in open space, parks, and trails
- HE 8:** Leverage technology to combat climate change
- HE 9:** Build appreciation for our natural world
- HE 10:** Continue to acquire and responsibly develop open space

COMMITMENT TO EQUITY:

Seek to minimize the impacts of climate change on those most vulnerable and use an environmental justice lens to prioritize the health and well-being of communities.



OUR IMPACT: STRONG COMMUNITIES



We envision a parks and recreation system in which:

- We support **citywide priorities**
- Everyone has access to **affordable and culturally relevant services**
- Programs build **community cohesion and life-long learning**
- Programs and facilities serve as **community gathering spaces**
- We **connect youth** with role models and support

STRATEGIES: STRONG COMMUNITIES

SC 1: Provide youth enrichment opportunities

SC 2: Provide preschool and childcare

SC 3: Increase affordability of our services

SC 4: Build community capacity through grants

SC 5: Enhance safety in our system

SC 6: Help combat homelessness

SC 7: Gather community through events

SC 8: Better inform the public about services offered

SC 9: Bolster partnerships and volunteerism

SC 10: Build job readiness and employment

SC 11: Increase cleanliness, safety, and availability of public restrooms

COMMITMENT TO EQUITY:

Strengthen outreach and engagement opportunities while increasing opportunities for communities of color to access culturally and linguistically responsive services.



OUR IMPACT: ORGANIZATIONAL EXCELLENCE



We envision a parks and recreation system with:

- Decision-making grounded in **racial equity**
- **Ongoing engagement** to match services with community need
- Effective **recruitment, training, and development of staff**
- Expanded **job training** opportunities
- **Inclusive decision-making** and continuous improvement
- Resources to **do our work well**

STRATEGIES: ORGANIZATIONAL EXCELLENCE

- OE 1:** Develop and implement equity analysis process
- OE 2:** Pursue national accreditation
- OE 3:** Transfer institutional knowledge and plan ahead
- OE 4:** Align training with departmental goal of racial equity
- OE 5:** Update our systems and performance management
- OE 6:** Continuously plan and engage with the public
- OE 7:** Pilot and adopt new practices, designs, and programs
- OE 8:** Build citywide solutions
- OE 9:** Steward our resources responsibly
- OE 10:** Explore new structure for advisory committees

COMMITMENT TO EQUITY:

Allocate resources strategically through a racial equity framework and conduct workforce development to foster accountability to end disparities in recruitment, hiring, retention, and professional development.



THIS PLAN IS BUILT FROM...



STRATEGIC PLAN ENGAGEMENT SUMMARY



Surveys offered in **12** languages, and social media posts translated into **7** languages



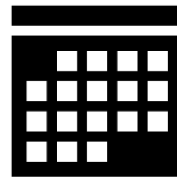
30+ engagement meetings and tabling at **20+** community events



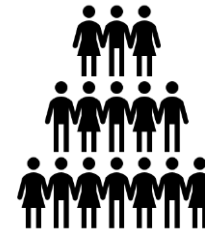
12 conversations with PDOC and Park Board



7 other City departments engaged (and Seattle Public Schools)



2 years of planning



Over **10,000** people engaged



Over **25** meetings with SPR staff at all levels



4 Task Forces & **1** PDOC subcommittee

STRATEGIC PLAN ENGAGEMENT THEMES



- Increase free and low-cost programming
- Consider transit access, parking constraints, and connectivity among parks
- Make parks safer

- Address homelessness
- Embrace new trends (pickleball, roller derby, disc golf, bike tracks...)
- More, More, More! (Pools, pickleball, art, bathrooms, trails...)



- Improve communication with our community
- Maintaining and enhance what we already have
- Increase accessibility of our system, and approach it in new ways

STRATEGIC PLAN IMPLEMENTATION: PARK DISTRICT FINANCIAL PLANNING



PARK DISTRICT PLANNING TIMELINE



THE CONVERSATION CONTINUES...

- We are committed to keeping the conversation going
- We need partnership and community support to be accountable and successful
- The work continues



OPPORTUNITIES TO STAY ENGAGED

- Further opportunities building on Strategic Plan outreach
- Attend a public meeting – two more this week!

DELRIDGE COMMUNITY CENTER
Monday, March 2 • 6 PM - 8 PM

LAKE CITY COMMUNITY CENTER
Thursday, March 5 • 6 PM - 8 PM

VAN ASSELT COMMUNITY CENTER
Saturday, March 7 • 10 AM - 12 PM

- Email us at PDPlanning@seattle.gov
- Weigh in with a quick survey: <https://seattle.surveymonkey.com/r/SEAParkDistrict>
- Website: <https://www.seattle.gov/seattle-park-district/park-district-planning>

Questions?

