



**Spokane Park Board  
Development & Volunteer / Citizen Advisory  
Committee**

**4:00 p.m. Wednesday, February 21, 2024**

In-person: Liberty Park Library Events Room  
402 S Pittsburg St

WebEx virtual call-in: # 408-418-9388

Access code: **2499 636 7073**

Fianna Dickson – Marketing & Communications

**Committee members:**

**DVCAC:**

Kelly Brown – Chair/The Friends of Manito Park  
Jeff Lambert / Trevor Finchamp – Friends of the Bluff  
Cole Taylor – Friends of Riverfront Park  
Lee Williams – Friends of Coeur d 'Alene Park  
Paul Lindholdt – Friends of Palisades  
Stephen Williams – Spokane Disc Golf Club

**DVC:**

Jennifer Ogden – Chair/Park Board  
Bob Anderson – Park Board  
Gerry Sperling – Park Board  
Doug Kelley – Park Board  
Kelly Brown – DVCAC representative  
Lindsey Shaw – Community Assembly representative  
Matt Antush – Member-at-large

The Park Board Development and Volunteer / Citizen Advisory Committee meeting will be held in person in the Liberty Park Library events room, and virtually via WebEx at 4:00 p.m. Wednesday, February 21, 2024. The public will be able to listen to the meeting by calling 408-418-9388 and entering access code: **2499 636 7073** when prompted.

Written public comment may be submitted via email or mail. Comments must be received no later than 12:00 p.m. February 21 by email to: [spokaneparks@spokanecity.org](mailto:spokaneparks@spokanecity.org) or mail to: Spokane Park Board, 5th floor City Hall, 808 West Spokane Falls Blvd., Spokane, Washington 99201. Submitted public comments will be presented to meeting attendees prior to the meeting.

**Agenda**

1. **Call to order** – Jennifer Ogden
2. **Public comment** – Jennifer Ogden
3. **DVCAC discussion items**
  - A. None

4. **DVCAC standing reports**
  - A. DVCAC member news – Kelly Brown
  - B. EXPO+50 update – Kelly Brown
5. **DVC action items**
  - A. None
6. **DVC discussion items**
  - A. None
7. **DVC standing reports**
  - A. [Levy Outreach Plan](#) – Fianna Dickson
  - B. [Q4 volunteer report](#) – Fianna Dickson
8. **Adjournment**

Agenda is subject to change

**AMERICANS WITH DISABILITIES ACT (ADA) INFORMATION:** The City of Spokane is committed to providing equal access to its facilities, programs and services for persons with disabilities. Individuals requesting reasonable accommodations or further information may call, write, or email Human Resources at 509.625.6383, 808 W. Spokane Falls Blvd, Spokane, WA, 99201; or [mlowmaster@spokanecity.org](mailto:mlowmaster@spokanecity.org). Persons who are deaf or hard of hearing may contact Human Resources through the Washington Relay Service at 7-1-1. Please contact us forty-eight (48) hours before the meeting date.

# Healthy Parks, Healthy Neighborhoods Park Investment Levy – Education-only Outreach Plan

Park Board, February 2024

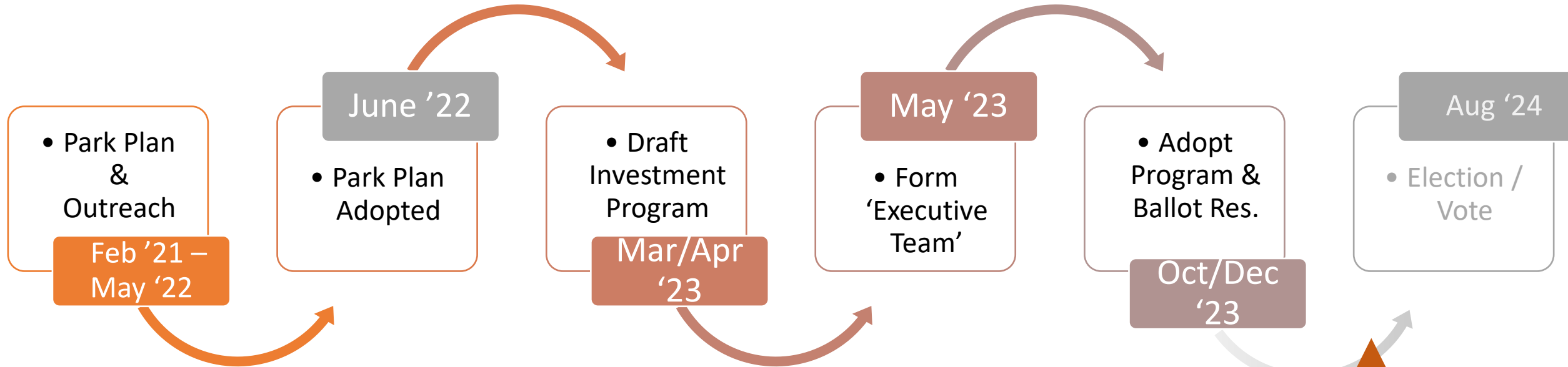
**WHAT SHOULD PARKS DO NEXT?**

Be part of the conversation as we look to the next ten years for Spokane's parks and natural lands.

**Take the survey today!**  
Point your phone's camera at the QR code to be prompted to visit the website.

For more information, go to [SpokaneParksMasterPlan.org](https://SpokaneParksMasterPlan.org)

# Process



#POLITICS

## Spokane Parks and Recreation looks for public input on next decade of park planning

The survey will help Parks and Recreation shape its Master Plan for the next 10 years.



**Informational Outreach**  
**Phase I: Through April**  
**Phase II: May – August**



# PRESERVE & PLAY

A community driven plan that is derived from the goals, desires and feedback obtained from over 5,000 Spokane residents.



One of fourteen pop-up events in the community to obtain input from a diverse range of people.



Residents of all ages were engaged to ensure the plan represents the needs of the entire community.

## THEMES



## LAND

All physical park properties, programming, and facilities that take place on City park lands

GOAL A. SERVING THE UNDER-RESOURCED

GOAL B. INLAND NORTHWEST LIVING

GOAL C. PRESERVE OUR WILD

## WATER

All activities, facilities, and programming in and around natural and manufactured water features including rivers, streams, swimming holes, pools, and splash pads

GOAL D. SWIM AND SPLASH

GOAL E. CARE FOR AND ACTIVATE THE SPOKANE RIVER

GOAL F. IMPROVE WATER USE EFFICIENCY

## PEOPLE

Goals and strategies related to how residents engage with and utilize parklands and programming

GOAL G. PARKS FOR ALL

GOAL H. BUILD AWARENESS

GOAL I. DIVERSITY OF OFFERINGS

GOAL J. CO-EXISTENCE

## LEGACY

Ensure that all goals and actions contribute to continuing Spokane's heritage of renowned parks, recreation, and services

GOAL K. MAINTAIN AND CARE

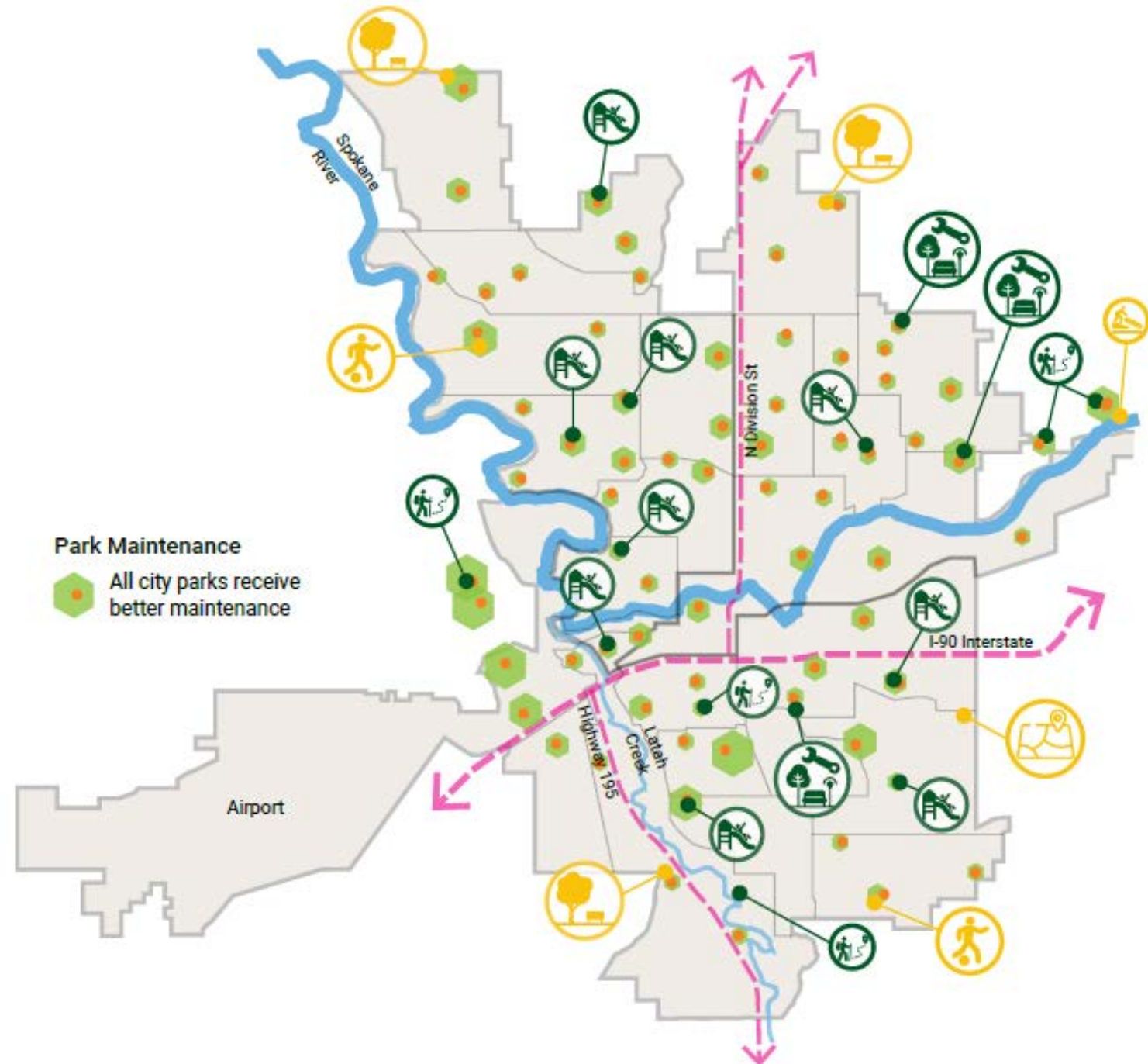
GOAL L. FUNDING FUTURES

GOAL M. STRATEGIC ACQUISITIONS AND REAL ESTATE MANAGEMENT



# Key Themes

- ▶ **What's in it for me?**
  - ▶ Cut sheets for each neighborhood & district
  - ▶ City-wide scope map
- ▶ **Caring for what we have, safety & maintenance**
- ▶ **Why it's needed, financial picture (2.3% vs. 8%)**



# What to Expect in Your Neighborhood

## Audubon / Downriver Downriver

### ▶ **Improved Daily Park Maintenance**

- ▶ Graffiti Removal, Vandalism Repair, Mowing, Trash Cleanup, Playground Repair

### ▶ **Park Safety Initiative** - Park ranger presence

### ▶ **Park Improvements**

- ▶ Audubon Park – Large Play, restroom replacement, pathways, irrigation replacement
- ▶ Shadle Park – Large Play, restroom enhancement
- ▶ Webster Park – New playground / restroom improvements
- ▶ Drumheller Springs – Natural land preservation & acquisition funding
- ▶ Downriver Conservation – Natural land preservation & acquisition funding
- ▶ Shadle Aquatic Center – improved facility repairs

# Information-only Education Outreach Plan



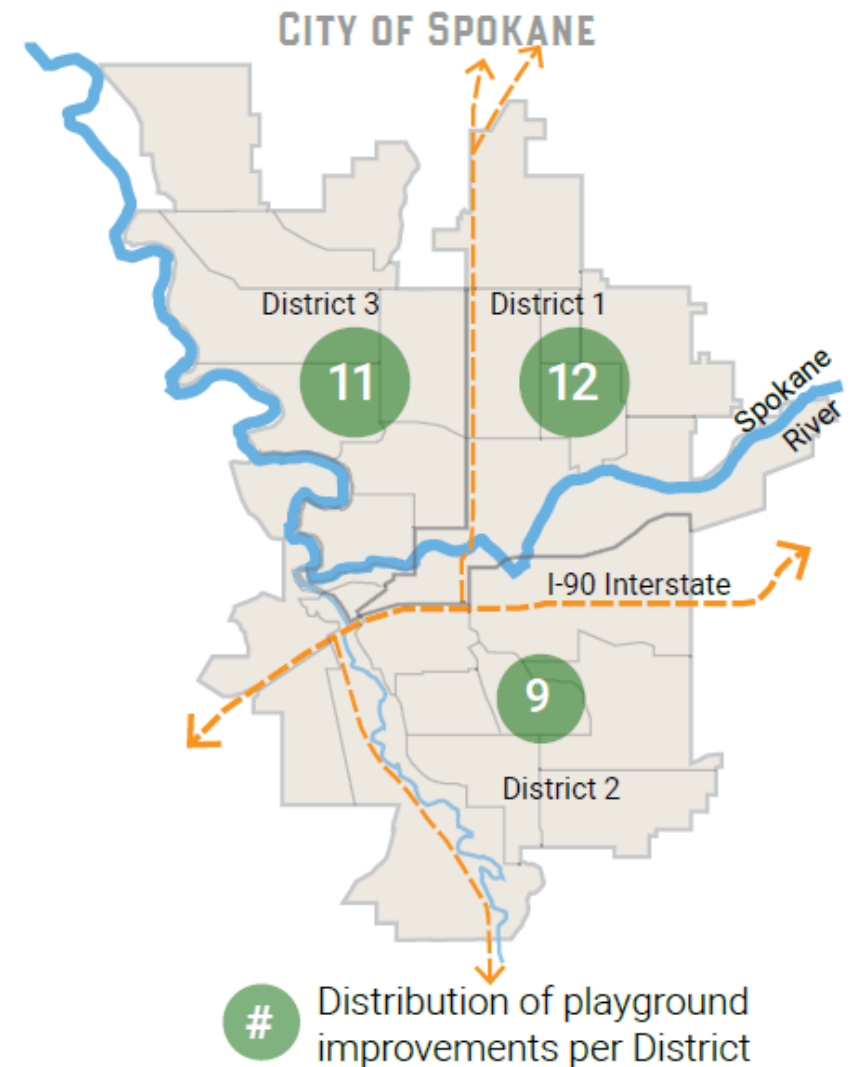
# Events & Activations

- ▶ *Presentations with neighborhood councils, community groups, business organizations, service clubs, etc. (phases I & II)*
- ▶ *Booths at community festivals, events (phases I & II)*
- ▶ *Online webinar (phase II)*
- ▶ *Coffee & Chats (phase II)*



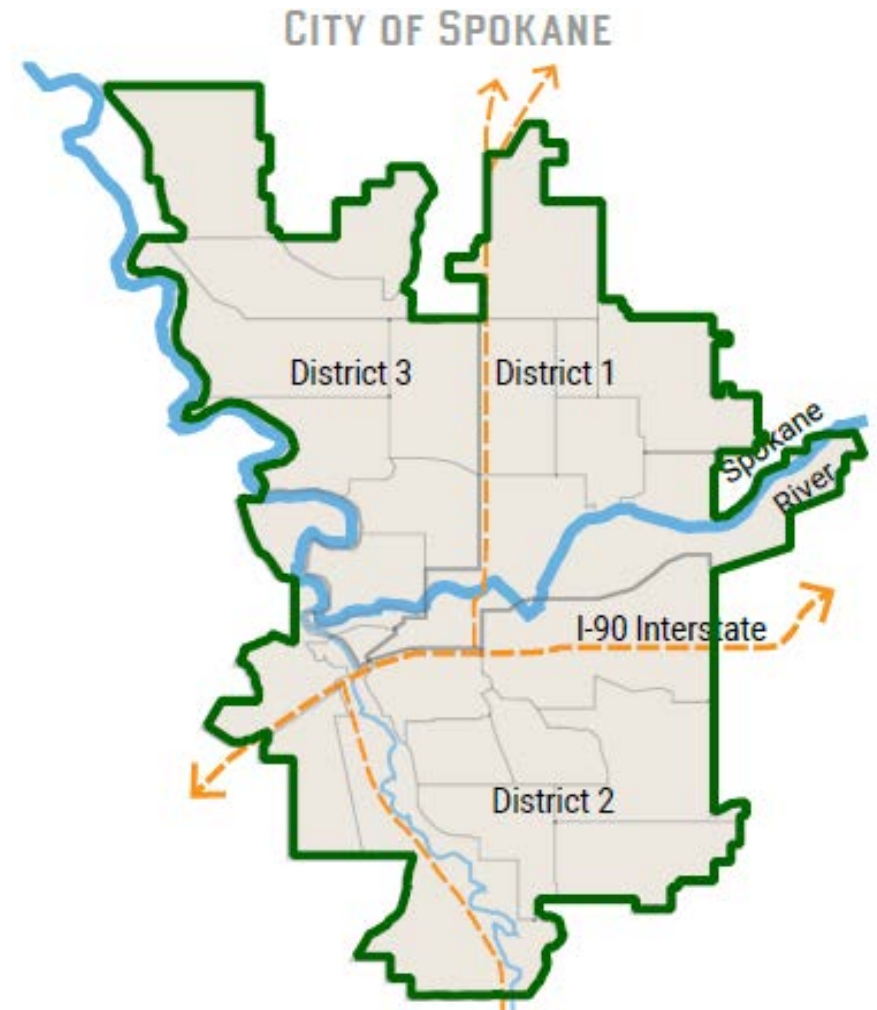
# Digital

- ▶ *Website (phases I & II)*
- ▶ *Social media (phases I & II)*
- ▶ *Blogs (phase II)*
- ▶ *Videos (phase II)*
- ▶ *E-newsletters (phase II)*
- ▶ *TV screens at Parks facilities (phase II)*
- ▶ *Riverfront Park electronic billboard (phase II)*



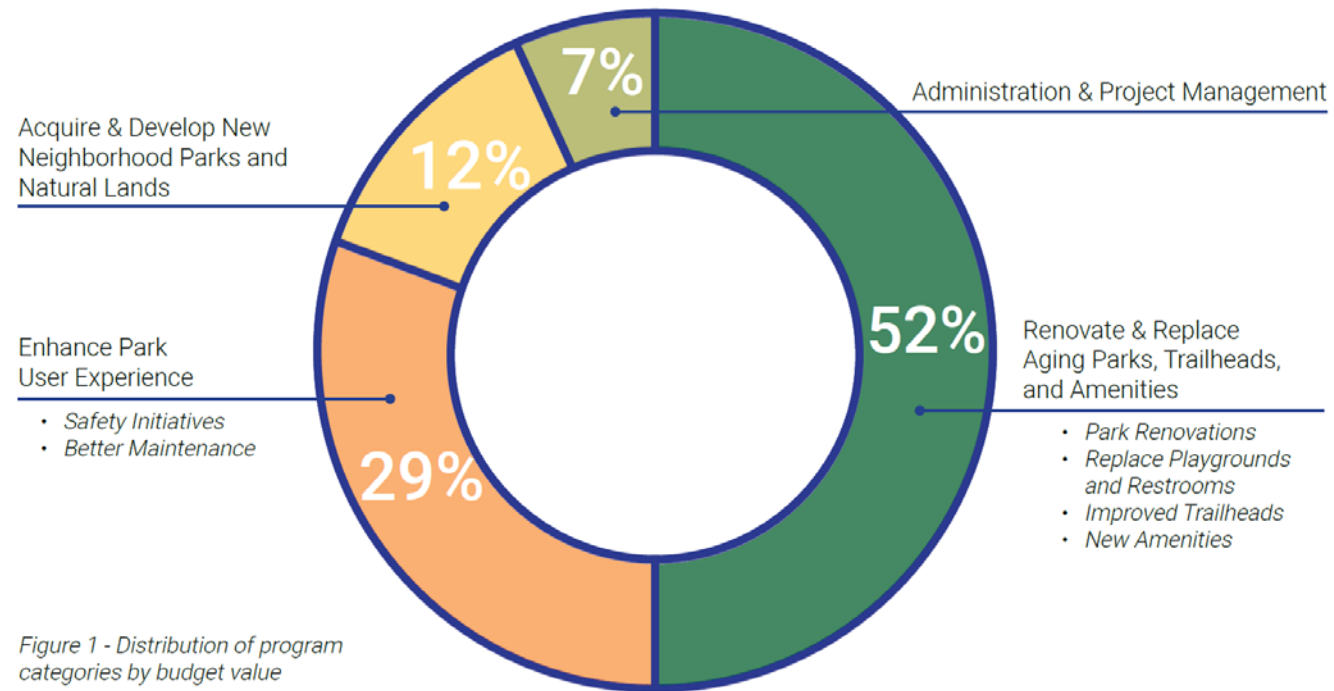
# Collateral & Mail

- ▶ *One-sheet (phases I & II)*
- ▶ *Cut sheets (phases I & II)*
- ▶ *FAQ (phases I & II)*
- ▶ *Activity Guide ads (phases I & II)*
- ▶ *Utility bill inserts (phase II)*
- ▶ *Postcards (phase II)*
- ▶ *Banners in parks (phase II)*
- ▶ *Posters (phase II)*



# Earned Media & Advertising

- ▶ ***Pitched news stories (phase II)***
- ▶ ***Partner channels (i.e. SPS) (phase II)***
- ▶ ***Small print, TV, radio buy (phase II)***
- ▶ ***Cable 5 (phases I & II)***



# Volunteer Support

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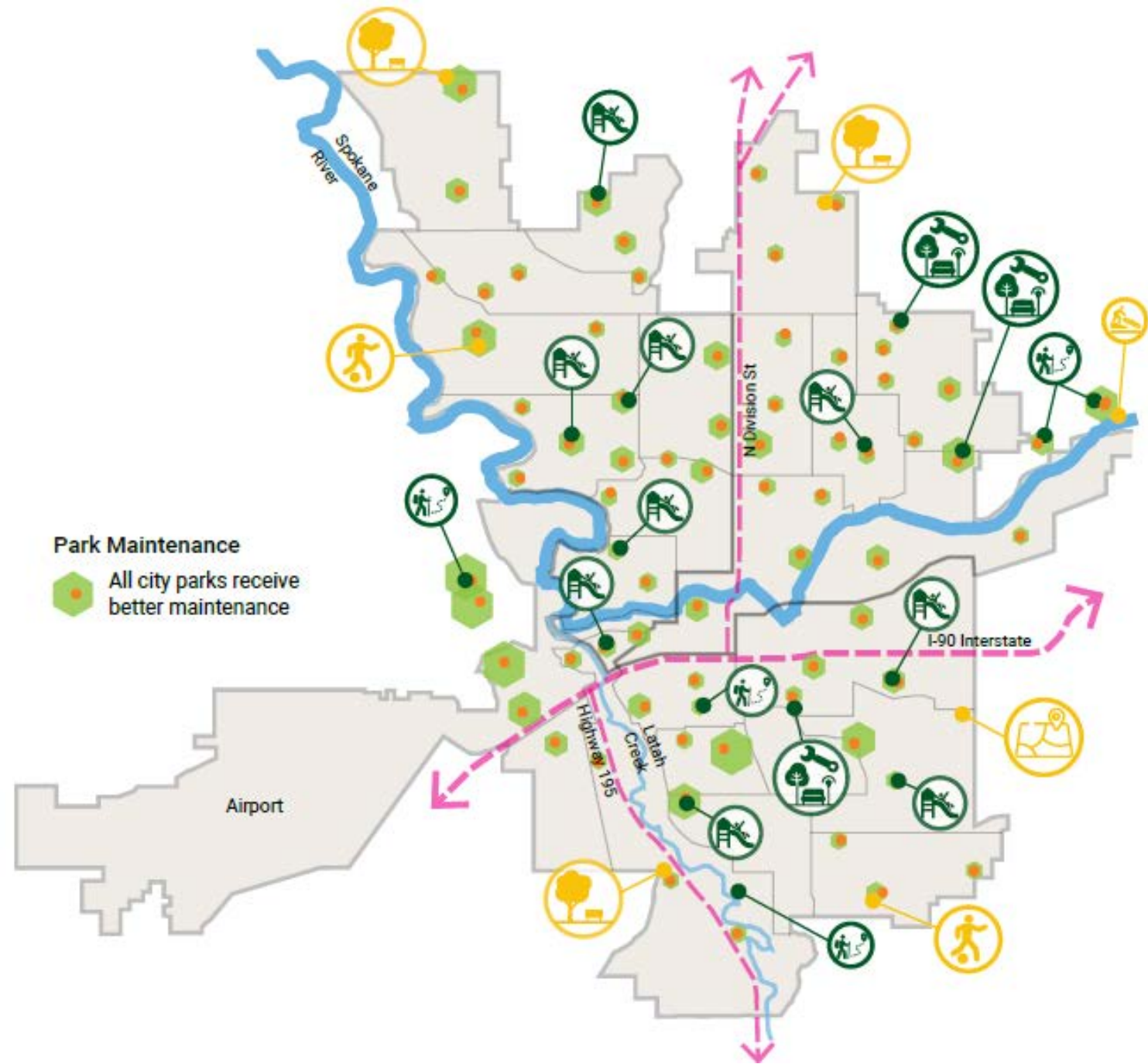
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- City-lead outreach where we could use your support:
  - Help us staff booths at community events
  - Connect us with groups you think we should present information to
  - Share our info messages on social media
  - Share collateral information
  - Invite friends to the webinar/coffee & chats
  - Help with ideas for video/written testimonials about what parks mean for Spokane
- PAC activities may, without the use of any City resources, include things like:
  - Steering committee
  - Recruiting volunteers
  - Fundraising for advertising, mailers, signs
  - Writing letters to the editor
  - Social media sharing with “vote yes” messaging
  - Posting “vote yes” signs
  - Rallies
  - Waving on street corners
  - Flyer distribution

# Volunteer Toolkit

April - August

- ▶ One sheets & cut sheets
- ▶ FAQ
- ▶ Sample social media messages
- ▶ Posters
- ▶ Legal info



*SpokaneParks.org/levy*



# **HEALTHY PARKS, HEALTHY NEIGHBORHOODS**

An investment in neighborhood parks, safety, and maintenance|





**Volunteer Report**  
Q4 2023



**By the Numbers**

<b>Group</b>	<b>Total Hours</b>	<b># of Volunteers</b>
TRS (Therapeutic Recreation Services)	205.5	16
Manito	80.25	5
Finch	61	20
Urban Forestry	640	149
Corbin Art Center		
Friends of Manito	1,000	38
Ops		
Evergreen East Mountain Bike Alliance	112	7
Community Centers	17,336	3,426
Friends of Coeur d'Alene Park	323	25
Park Board estimated	600	10
Estimated uncaptured	450	30
<b>Total</b>	<b>20,808</b>	<b>3,726</b>

**Examples of projects**

- SpoCanopy volunteers with Urban Forestry and The Lands Council planted over 40 trees.
- Girl Scouts and Whitworth students volunteered over 50 hours at Finch Arboretum.
- Friends of Manito and Parks & Recreation held the 2023 Manito Holiday Lights Celebration, raising money for education, preservation, and improvement projects for Manito Park. The event saw 75,000 visitors!

*Points of Light, a global volunteer mobilizing network, places an hourly value of volunteer time at \$29.95. Using that figure, our Q4 volunteer value was about \$623,000.*