



PARK BOARD STUDY SESSION
1 p.m. Monday, March 29, 2021
WebEx virtual meeting

Park Board members:

X Jennifer Ogden – President
X Bob Anderson – Vice President
X Garrett Jones – Secretary
X Nick Sumner (Left: 2 p.m.)
Rick Chase (Absent/excused)
X Greta Gilman
Sally Lodato (Absent/excused)
X Gerry Sperling
X Barb Richey
X Hannah Kitz (Left: 2:05 p.m.)
X Kevin Brownlee (Absent/excused)
Michael Cathcart – City Council liaison
(Absent/excused)

Staff:

Nick Hamad
Jason Conley
Jonathan Moog
Jennifer Papich
Al Vorderbrueggen
Mark Buening
Angel Spell
Berry Ellison
Jo-Lynn Brown
Fianna Dickson
Katie Kosanke
Pamela Clarke

Guests:

Anna Laybourn
Callie New
James Richman
Shae Blackwell

Notes

1. **Roll call** – See above
2. **Public comment** – None
3. **Special discussion/action items**
 - A. Parks and Natural Lands Master Plan meeting #1 – *Nick Hamad* opened the discussion introducing Anna Laybourn and Callie New with Design Workshop who will be working with staff and the Park Board to create the Parks and Natural Lands Master Plan. Garrett Jones explained Parks last updated its master plan in 2010 which was an inward-facing plan. This new plan will be an outward-facing plan driven by the citizens, stakeholders and user groups.
 - 1) Laying the groundwork
 - a) **Meet the team members** – Ms. Laybourn explained Design Workshop will be working with lead Parks staff Garrett Jones, Nick Hamad and Jo-Lynn Brown to develop the plan. Ms. Laybourn and Ms. New led the study session attendees through the presentation outlining the process. Utilizing the Mentimeter app, meeting participants interacted with the presenters by answering questions and taking polls relating to Spokane's parks and natural lands.
 - b) **Parks and Recreation roles and engagement** – The group reviewed how the board and staff will be involved in developing the master plan.

- c) **Project process** – The process is divided into four phases: 1) establishing a foundation of understanding; 2) creating a shared vision; 3) evaluating concepts and developing recommendations; 4) documenting and adopting the plan. Public involvement and community input are key components throughout the process.
 - d) **Project Advisory Committee (PAC)** – The PAC has been created and includes representatives from the Park Board, Mayor's office, City Council, Parks and City staff, and Spokane Public Schools. Jennifer Ogden and Greta Gilman are serving as the Park Board representatives.
 - e) **Project schedule** – The entire process from start to finish is expected to take one year. The master plan is scheduled come before the Park Board for final approval February 2022.
- 2) **Big ideas, critical success factors**
- a) **Purpose** – The plan is designed to be a long-range planning tool which sets values and goals for Parks, and serves as a platform for staff and the public to weigh in on the future of Spokane parks.
 - b) **Plan Objectives** – The group discussed the plan objectives. Committee members stressed the importance of community involvement in the development process; not just obtaining input from those who are currently involved with Parks but to gain insight from all areas of the community. Outreach will be in the form of online surveys, Utility billing inserts, focus groups and public workshops. Emphasis will be placed on gathering recommendations which are inclusive and reflect Spokane's diverse needs.
 - c) **Critical success factors** – Results from one of the polls conducted during the meeting reflected the most important success factor is equity. Jennifer Ogden viewed equity as valuing all of the parks, such as neighborhood parks, and not placing primary focus on downtown and the South Hill parks. In terms of economic equity, board members voiced a need to fill in identified gaps and update parks located in lower-income areas of the community. Equity was followed closely by responsiveness defined as a process which includes numerous and diverse opportunities for community members to participate. The committee also weighed in heavily on the need for inclusiveness where projects are identified that address gaps within the existing parks and natural lands system.
 - d) **Existing trends and planning efforts** – The committee discussed current national and statewide trends in the parks and recreation and what programming might be missing from current offerings.
 - e) **Big ideas and outcomes** – The committee shared what they hope to do better. These items included: 1) better avenues for public input; 2) maximize return to the public with every dollar spent; and 3) more long-range planning and less "firefighting" and responding to the cause or concern of the day.
- 3) **Community, staff and stakeholder engagement**
- a) **Goals and opportunities** – The committee provided a number of **wish list** items for Parks to be considered as a part of the park master planning process.
 - b) **2021 engagement timeline** – Focus group meetings are scheduled to begin mid-April and a community survey will be conducted mid-April through mid-June. Design Workshop representatives will provide an update presentation to the Park Board around mid-April.

4. **Adjournment:** The meeting was adjourned at 2:31 p.m.

Approved by: _____
Garrett Jones, Director of Parks and Recreation



Parks and Recreation Board

Project Kickoff: Meeting #1

March 29, 2021

DESIGNWORKSHOP



Meet The Team



Garrett Jones
Director of Parks
and Recreation



Nick Hamad
Acting Park Planning and
Development Manager
nhamad@spokanecity.org

Jo-Lynn Brown
Project Coordinator



Anna Laybourn
Design Workshop
Principal in Charge



Callie New
Design Workshop
Project Manager

Erin Caldwell
NRC
Survey



Tim Marshall
ETM Associates
Programming &
Operations



Agenda today

WELCOME TO THE SPOKANE PARKS & NATURAL LANDS MASTER PLAN – 15 MINUTES

- Meet the Team
- Roles and Responsibilities
- Project Overview

BIG IDEAS AND CRITICAL SUCCESS FACTORS – 45 MINUTES

- Vision – what are we trying to achieve?
- Critical Success Factors – what must happen for the project and process to be considered a success?
- Overview of Existing Trends and Planning Efforts – what are you seeing/experiencing?
- Big Ideas and Outcomes– what will we learn through this effort, what do we hope to do better?

COMMUNITY AND STAKEHOLDER ENGAGEMENT – 5 MINUTES

- Goals and Opportunities
- Timeline

NEXT STEPS – 5 MINUTES



Parks and Recreation Board

Project Kickoff: Meeting #1

March 29, 2021

DESIGNWORKSHOP



**Please go to www.menti.com to participate.
Use code 6863 9939.**





Please type your name in the menti.com chat box to introduce yourself.

Barb

Angel Spell

Garrett Jones

Nick

Al Vorderbrueggen

Jon Moog

Shae Blackwell

Jennifer Ogden

Greta Gilman, Park Board, Land
Committee Chair





Please type your name in the menti.com chat box to introduce yourself.

Hannah Kitz

Pamela

Nick hamad - hi YO

Jennifer Papich

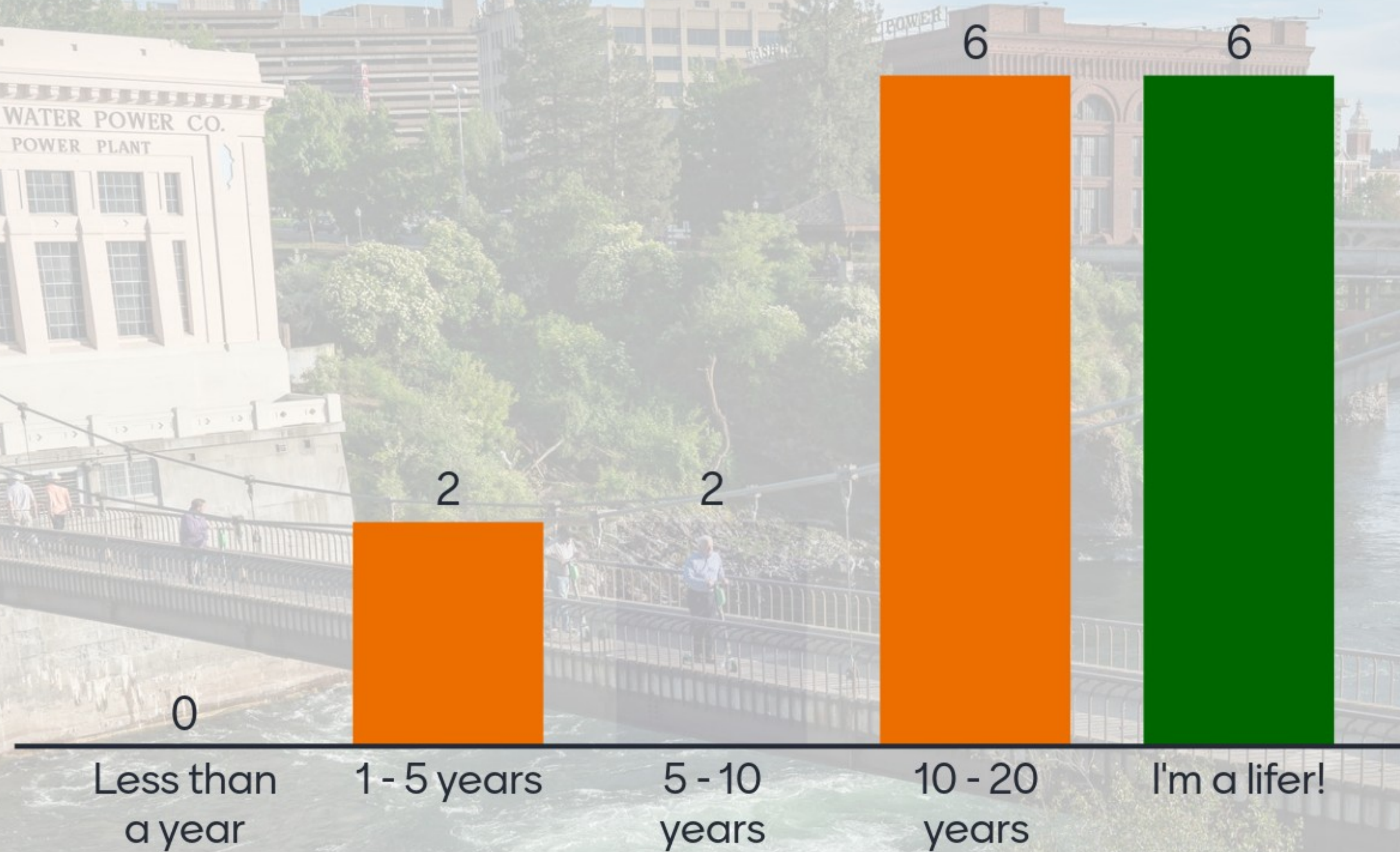
Jo-Lynn Brown

Jason Conley

Bob Anderson



How long have you lived in or near Spokane?





Tell us about your favorite thing to do in Spokane's Parks and Natural Lands

Hiking

Walk and bird watch

Feed the Garbage Goat

Hike

Walking with the family

Relax

Walk

Walking & Hiking

Hiking, walking, sharing with out of town Guests





Tell us about your favorite thing to do in Spokane's Parks and Natural Lands

Dog walks

Spend time with my family and kids

Hike, jog, bike.

Golf. Mountain biking. Hiking. Beer gardens

Hike, bike, write poetry, meet with friends, show off Spokane to out-of-towners

Dog Walking, Running

Enjoy the seasonal changes and their impact on parks. Always fun to hear children's laughter



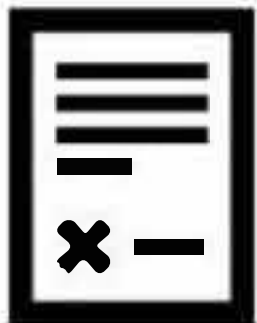


Parks And Recreation Board Roles and Responsibilities

How will you be involved in the Spokane Parks and Natural Lands Master Plan process?



Provide input to help guide recommendations and priorities. Attend 4 PRB meetings.



Review documents and deliverables at key milestones.



Spread the word to help the community get involved. Attend Workshops and Pop-Up Events if possible.



Project Process



PHASE 1: Establish a Foundation of Understanding	<ul style="list-style-type: none">• Strategic Kick-Off• Inventory and Analysis• Focus Groups	Parks and Recreation Board Meeting #1
PHASE 2: Creating a Shared Vision	<ul style="list-style-type: none">• Community Survey- Needs Assessment• Public Workshop #1• Pop-Up Events	Parks and Recreation Board Meeting #2
PHASE 3: Evaluation of Concepts and Development of Recommendations	<ul style="list-style-type: none">• Public Workshop #2• Plan Framework• Concept Development• Draft Recommendations	Parks and Recreation Board Meeting #3
PHASE 4: Plan Documentation and Adoption	<ul style="list-style-type: none">• Prioritized Actions• Draft Plan for Review• Final Plan for Adoption• Plan Release Event	Parks and Recreation Board Meeting #4



The Project Advisory Committee

Represented Groups	Representative
Park Board	Jennifer Ogden
	Greta Gilman
Mayoral Administration	Brandy Cote
City Council	Breean Beggs
	Michael Cathcart
Parks and Recreation Department Staff	Garrett Jones
	Fianna Dickson
	Nick Hamad
City Staff	Maren Murphy
	Inga Note
Spokane Public Schools	Greg Forsyth
	Jerrall Haynes



Project Schedule

What can you expect
from this process?

Spokane Parks and Natural Lands Master Plan - Project Timeline





Big Ideas & Critical Success Factors



What is a Parks and Natural Lands Master Plan?

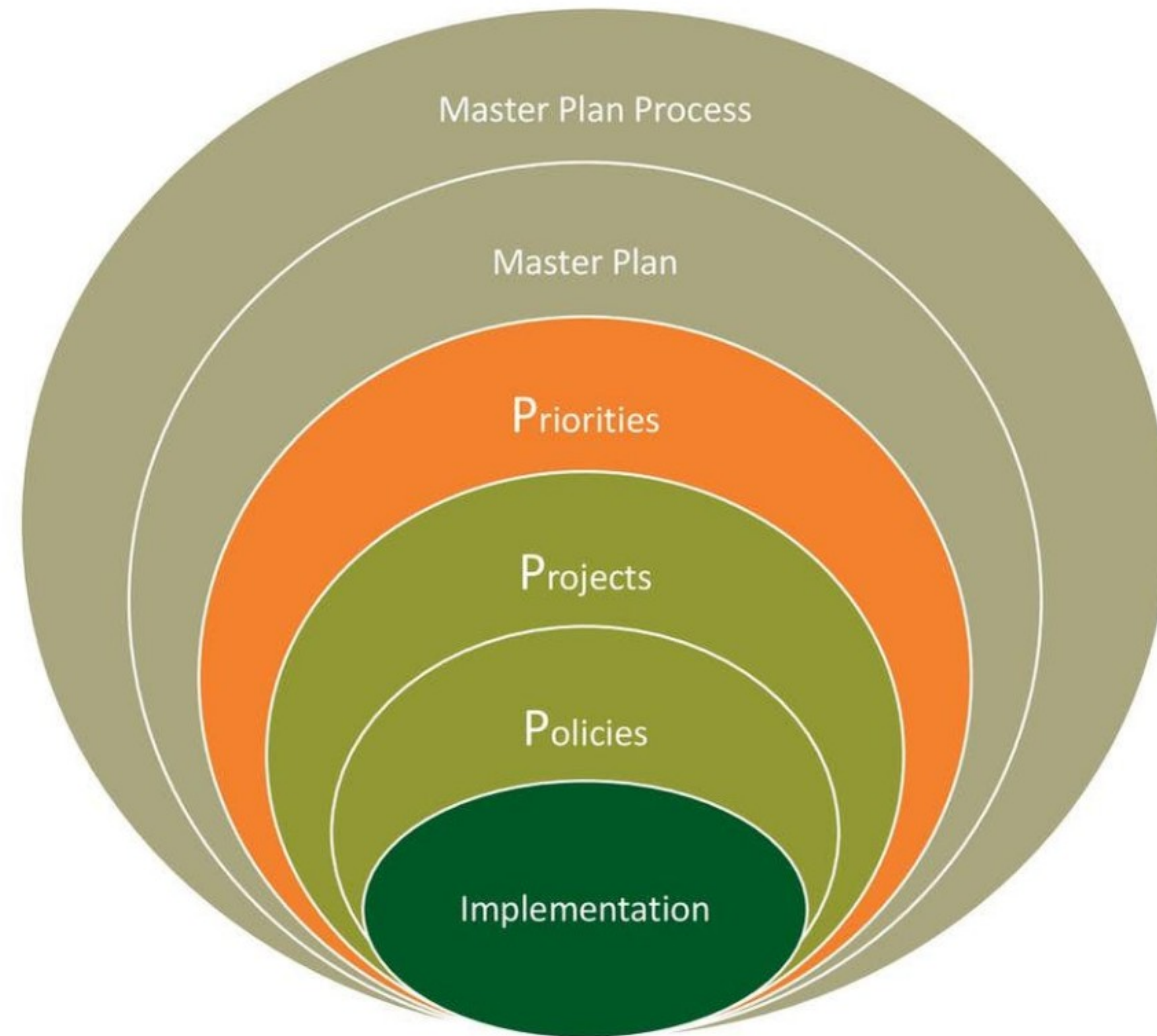
It is a ...

- **Long-range planning tool** to determine service gaps and identify opportunities for improvements.
- **Visionary document** that sets the values and goals for the department.
- An **opportunity for staff and the public** to weigh in on the future of parks and recreation.

It is not a ...

- **Operations model** or financial budget.
- Method to **approve capital expenditures** (informs CIP).
- **Detailed design proposal** for a specific neighborhood, park, or facility.

What is a Parks and Natural Lands Master Plan?



What are we trying to achieve?

- A **guide** for the department for the next ten years.
- The Master Plan is a **fresh look**, while drawing upon previous efforts.
- Focus on **gaps** or new topics in facilities and programming.
- **Engage the public** in needs, goals, and vision.
- Outcome is a user-friendly document, with a **clear action plan**.
- **Equitable** park development.

What are we trying to achieve?

- **The project embraces a unified branded identity.**
- Plan that is aligned with City's Capital Improvement Program.
- Plan that is aligned with Washington Recreation and Conservation Office requirements.





Plan Objectives:

- **Integrates** relevant plans and analyses
- Draws upon **momentum** from Riverfront Park renovations and others.
- Recommendations are **inclusive** and reflect Spokane's diverse needs.
- Public feels **ownership** of project goals and visions.
- Supports a **dynamic recreation** system.
- Serves as the **guiding document** that staff rely on and revisit often



Plan Objectives:



Feedback from Project Advisory Committee Meeting #1

- **Alignment** with other city processes.
- **Equitable** outcomes that uplift people
- **Inclusive, welcoming, and safe** spaces.
- Identify properties for **expansion and connections**.
- Establishing a roadmap that results in **action**.





What are your critical success factors for this project? 0 is not critical, 10 is extremely critical.

Alignment: integration with future planning efforts.

8

Equity: projects identified that expand level of service and geographic distribution

9.1

Welcoming: Park amenities and programs reflect culture and community.

8.5

Expansion: Identifying opportunities for new parklands.

7.4

Action: Clear plan for implementation.

9.1





What are your critical success factors for this project? 0 is not critical, 10 is extremely critical.

Responsive: The planning process includes numerous and diverse opportunities for community members to participate.

9

Inclusive: Projects are identified that address gaps within the existing parks and natural lands system.

8.6

Momentum: Natural and cultural assets are considered and reflected in outcome.

6.8

Dynamic: Opportunities for park programming and partnerships are identified.

7.8





What are your critical success factors for this project?

21st century restrooms at golf courses ;)

Public feels they are being heard and responded to

Equity, direction, data,

Sources of revenue beyond the park fund

Community takes ownership. Dutch Jake Park

Public buy in!

Tracking success

Equity

Results in a guiding document for park board decision-making



What are your critical success factors for this project?

Enhancing/improving parks in North Spokane.

Success, will create the roadmap/plan to a future bond issue

ensuring that all citizens who want to provide input have an opportunity to be a part of the process

Continuing to share elements of the plan with the public over its entire life span.

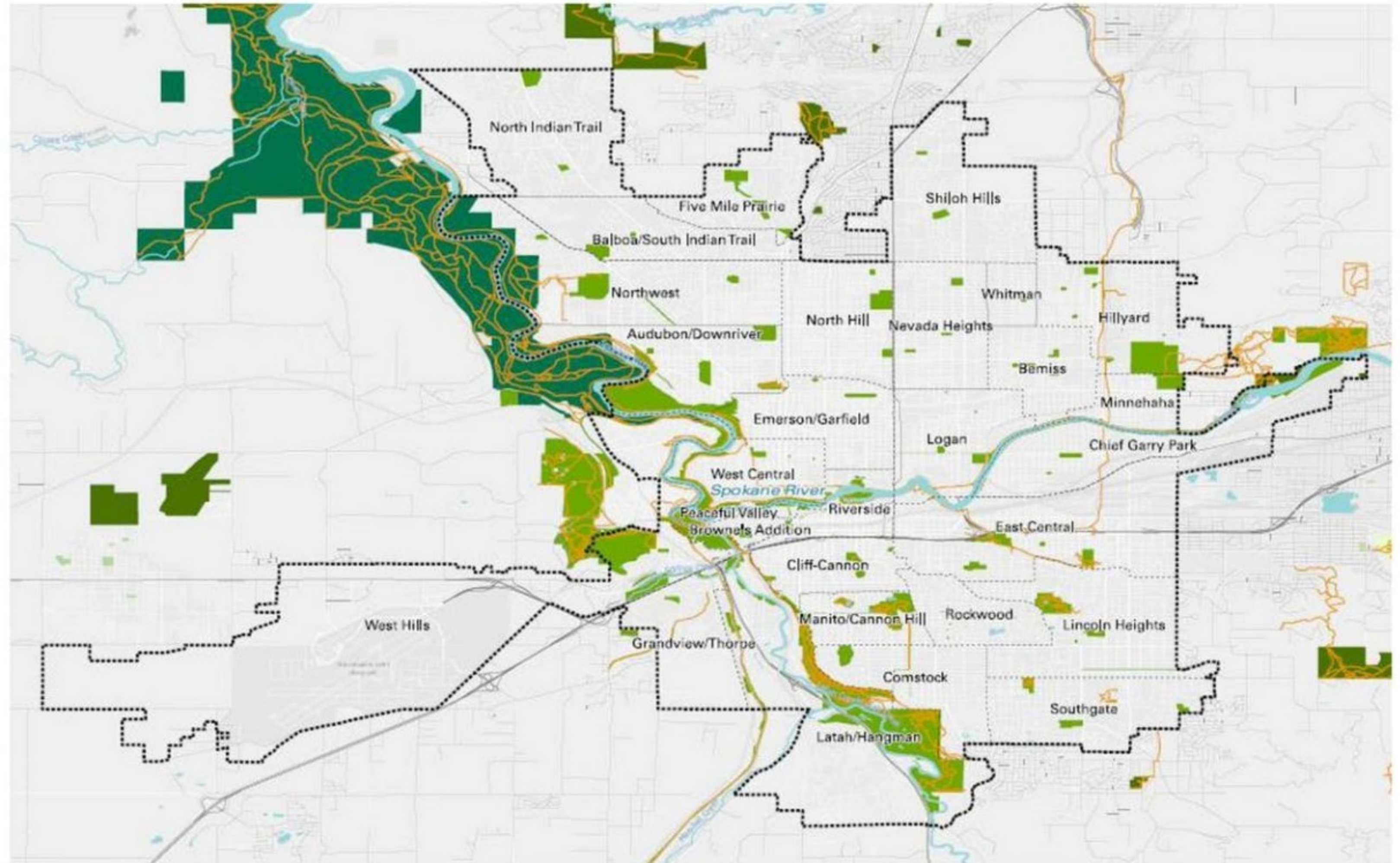
Spokane Parks and Recreation System

105 City Parks

- Regional Parks – 3
- Community Parks – 12
- Neighborhood Parks – 32
- Natural Lands – 17
- Special Use Parks – 6
- Golf Courses – 4
- Pocket Parks – 13
- Parkways - 18

2,595 Recreation Programs

- Aquatics
- Outdoor
- Sports
- Therapeutic Services
- Centers
- Wellness & Enrichment
- Centers
- Corbin Art





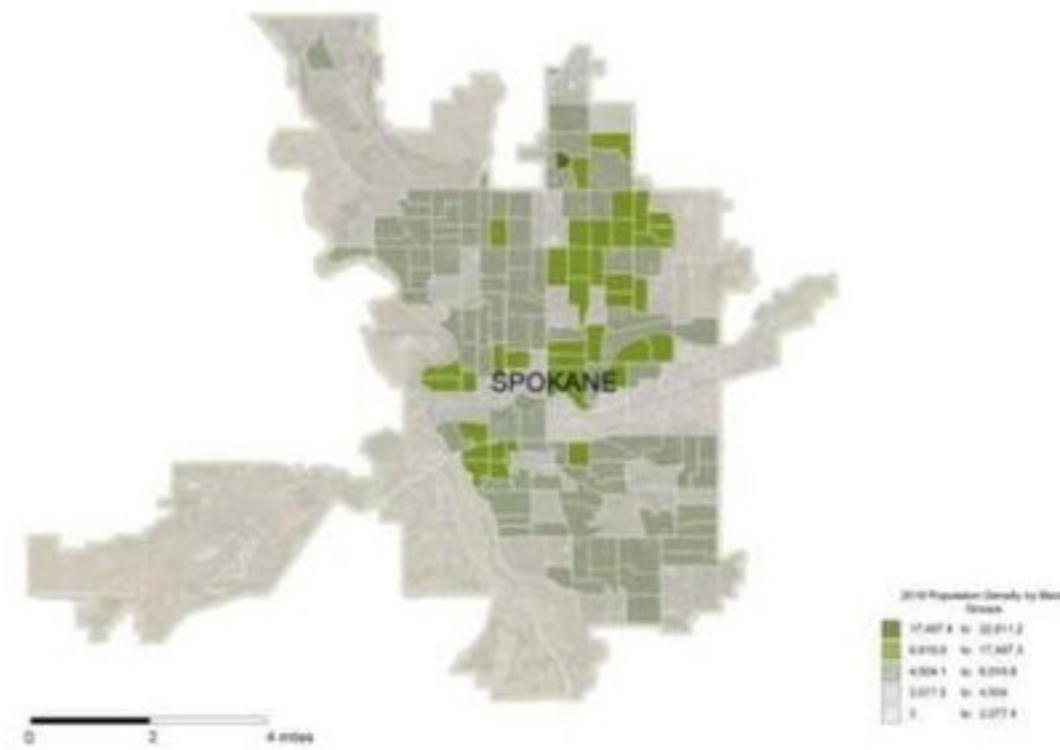
Where are we now?

- ✓ **Community Profile**
- ✓ **Recreation Trends Report**
- ✓ **Previous Plans Summary**
- ✓ **Inventory of Parks and Park Classifications Standards**
- ✓ **Project Branding**

Next up: Comparable Community Benchmarking

Understanding the population

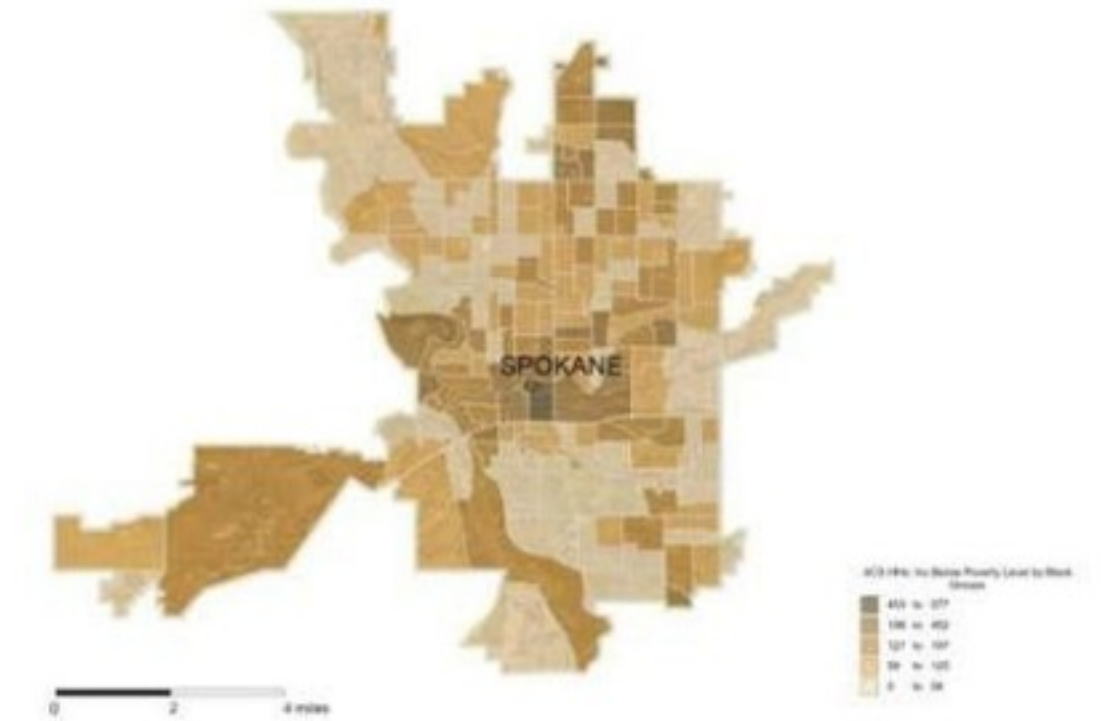
Density



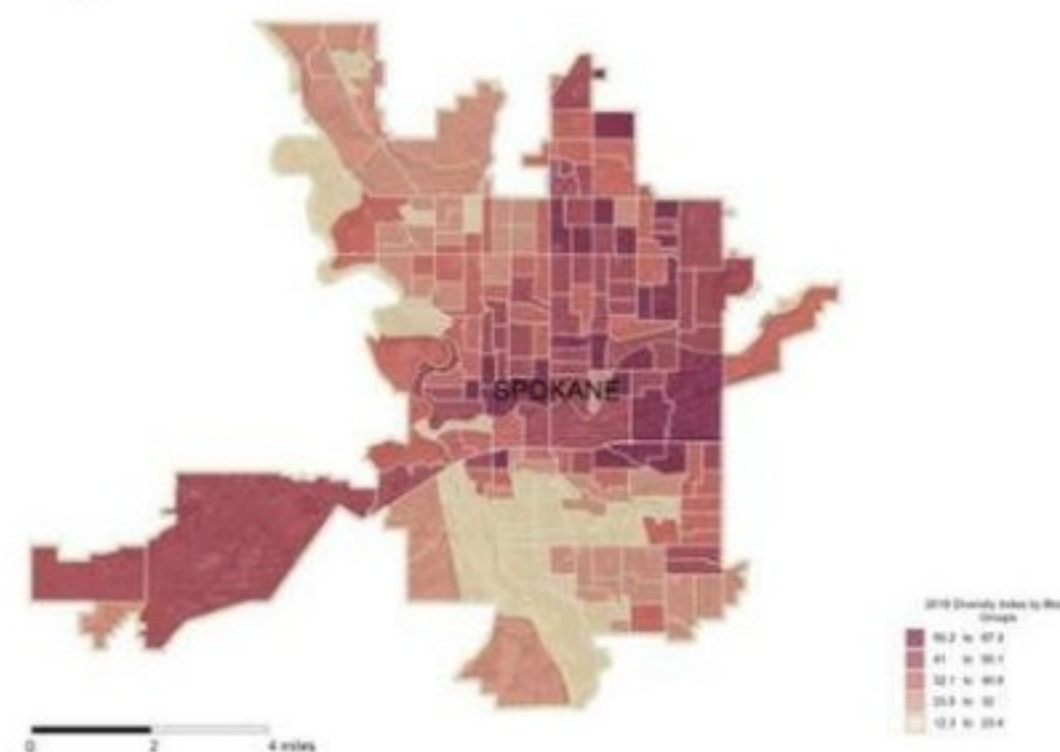
Population Growth



Poverty



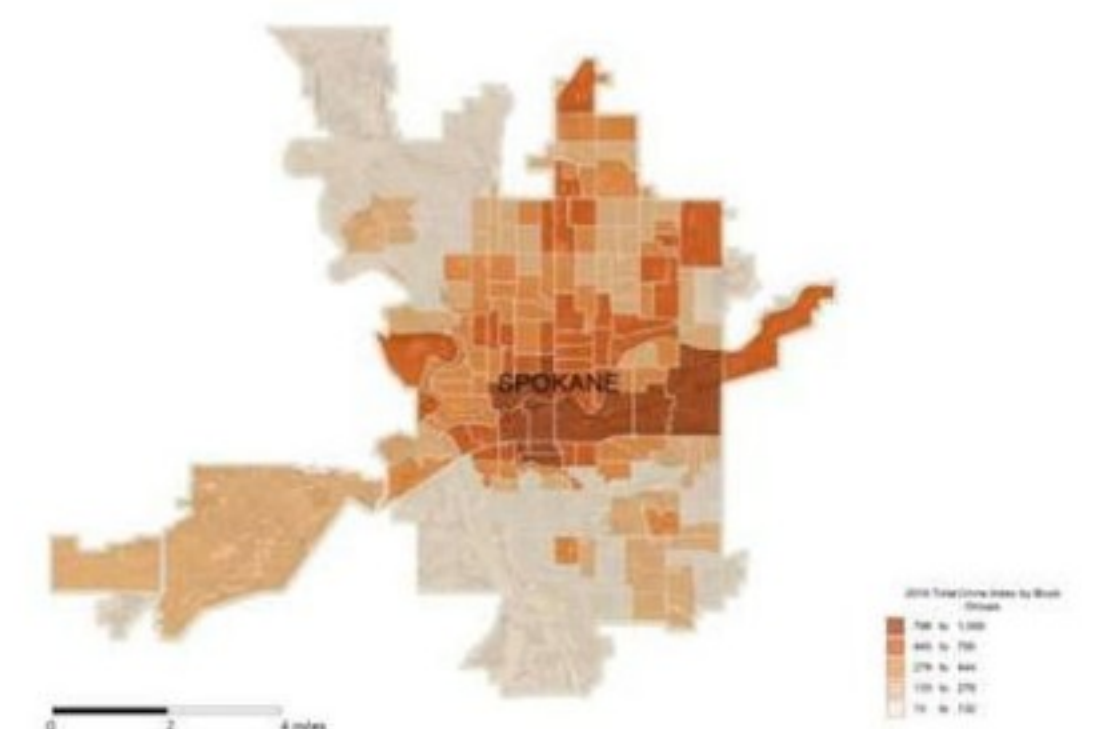
Diversity



Income



Crime





Recreation Trends



Outdoor recreation most popular recreational activity for Washingtonians.

- Examples include walking and hiking, collecting and gathering things in a natural setting, and visiting bodies of water.



Water plays significant role in recreation.

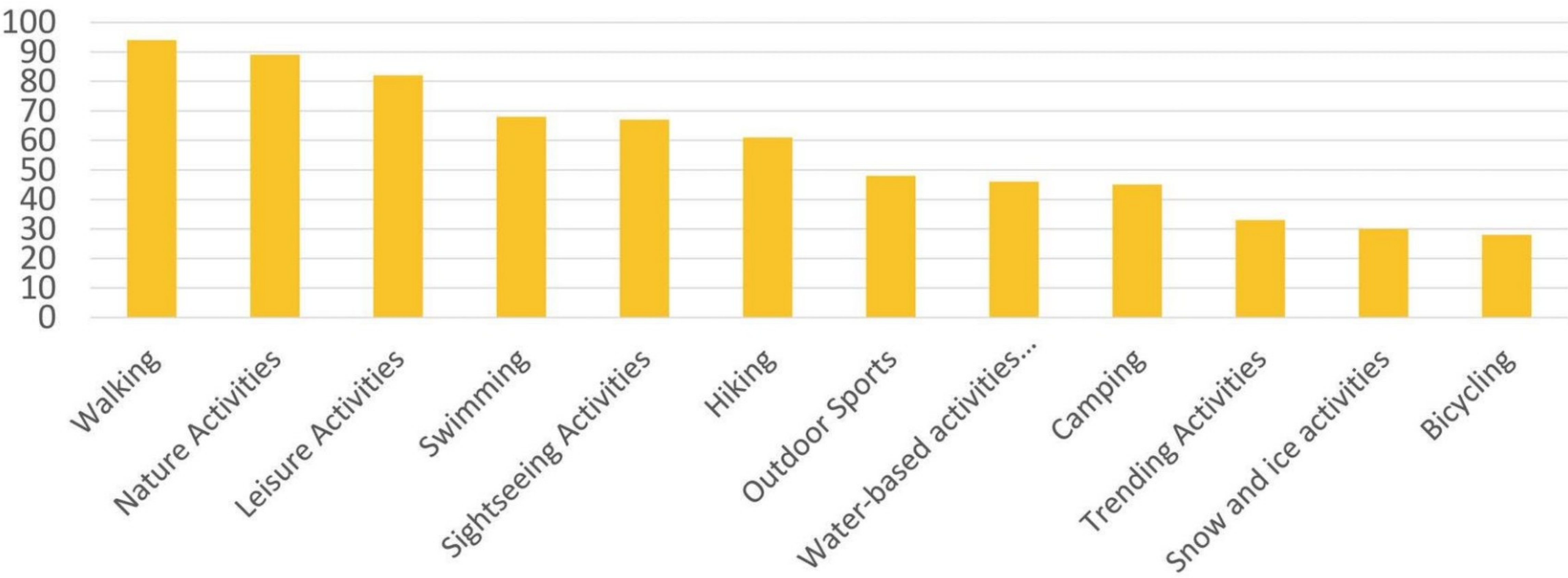
- Visiting rivers, streams, beaches or tide pools top 2 recreational activity.
- Fishing and Camping #1 one aspirational activity for younger generation and those in lower income strata.



Heightened concern for public safety changes recreation habits.

Recreation Trends

Top 12 Activities for Washingtonians by Participation Rate





What are you seeing or experiencing related to parks and recreation trends?

Very interested in more specific trends like Pickleball vs Tennis on our multi use courts

Increased participation by families/multigenerational

Golf is booming - family park use is huge - people want pickleball courts and dog parks!

Outdoor adventure activities, family programming, pickleball, cornhole,

Frisbee golf in Loma Vista Park!

Lots of people with dogs in Parks

Trails are always near the top

Road Cycling, skateboarding, hoverboards, golf, hiking and mountain biking Diverse people (culture events)

Splashpads





What are you seeing or experiencing related to parks and recreation trends?

Wi-fi connectivity in neighborhood parks

Citizens using our parks in more passive ways
Picnics, dogs, pickup games

Lots of off leash dogs

Rising cost of maintenance





Are there any trends related to programming that the Parks and Recreation Department doesn't currently offer?

Painting out of doors. Exercise for seniors.

I had no idea we had over 2000 programs so that mat be a start to learn those first

Esports, teen populations, non traditional sports

Volleyball, therapeutic recreation, corn hole, nature walks and scavenger hunts

Cultural displays

Outdoor space as learning environments.

The "gym" group exercise/activity experience now happening outdoors.

Out of Philly - Parks On Tap is a traveling beer garden that gives back. It provides fresh food, beer, wine, snacks, non-alcoholic beverages and family friendly activities in a festive and relaxing outdoor environment with chair and hammocks weekly

Current data about where we should be allocating limited resources



Previous Planning Efforts Relevance

- 1908 Olmsted Brothers Report
- 2001 Parks, Recreation and Open Spaces Plan
- 2007 Spokane River Centennial Trail Gaps Plan
- 2010 Spokane Parks and Recreation Roadmap to the Future
- 2014 Riverfront Park Master Plan
- 2014 Spokane County Regional Trail Plan
- 2014 Centennial Trail Gap – Mission Ave Crossing Feasibility Study
- 2015 Pedestrian Master Plan
- 2015 Spokane County Quality of Life Survey
- 2016 Beacon Hill Preservation Plan
- 2017 Spokane Bicycle Master Plan
- 2017 Shaping Spokane Comprehensive Plan
- 2018-22 Recreation and Conservation Plan for Washington State
- 2018 – 2024 Spokane Public Schools Bond Program
- 2019-21 Spokane County Community Needs Assessment
- 2020 Spokane County Parks, Recreation & Open Space Plan
- 2020 Spokane Downtown Plan
- 2020 to 2025 5-Year Strategic Plan to Prevent and End Homelessness
- 2020 US 395 - North Spokane Corridor
- 2020 US 395 North Spokane Corridor - Spokane River to Columbia - Shared Use Path
- 2021 – 2026 Capital Improvement Program

Whew!



What are the biggest challenges you see in Spokane Parks and Natural Lands today?

Change is hard for Spokane

Finances needed.

Homelessness and the unsanitary leavings from encampments. Makes families with children feel the park is not safe for their kids

Need for facilities for those experiencing homelessness? More restrooms, showers

Funding, sustainable,

Responding to the needs and demands. Feeling safe

Rising cost of maintenance and caring for our parks

More demand vs. less funding

Should there be future pandemics how to adjust and provide services in that environment





What are the biggest challenges you see in Spokane Parks and Natural Lands today?

Determining needs of those reluctant to participate

Reintroducing people the use of prks available..

Parks not being the catch all - is it in mission to provide homeless showers in parks?

Water Conservation Master Planning that is occuring at the City

Offering programs representative of our community, outreach, partnerships,





What do we hope to do better?

More long-range planning -- less "firefighting" and response to the cause or concern of the day!

Better avenues for public input. Public doesn't feel they're being heard or answered. Questions at PB meetings not always answered

Maximize return to the public with every dollar spent. Having great backup for decisions made

Manage our growth against community expectations

Reaching out to community determining needs

Programs that are representative of our community, outreach, engagement,

create beautiful spaces across the whole city

Focus on citizen input regarding the future of parks and park land.

Find funding for increased support of our vast natural areas due to high use





What do we hope to do better?

Letting community know what is available





What items are on your/others' wish list? What big ideas do you have?

Zipline

Gerry stole my line. Friends groups in every park

RV Park

Change to parks district!?

Dog Park in Riverfront Park

Modernize playgrounds -- most put in as part of 1999 Bond
Improve ADA accessibility and lighting in most locations
Park District combined with Spokane County, City and City of Spokane Valley

Pickleball complex, cover on Witter pool, more inside spaces, multigenerational offerings

Chairlift at Minnehaha Park for all abilities access to top of park including mountain bikes

More Off leash areas, overnight camping, Chairlift up beacon.

The background image is a high-angle, black and white photograph of a large park. In the foreground and middle ground, there are several basketball courts with many people playing. The park is filled with mature trees. In the background, a city skyline is visible, featuring a prominent clock tower and a large, modern building with a distinctive roof structure.

How will we get there? Public Outreach

TAILORED TO PLACE AND COMMUNITY

TACTICAL



DATA-DRIVEN

COLLABORATIVE



INTERACTIVE



Public Outreach Overview

	Community-Wide	Targeted
PHASE 1: Establish a Foundation of Understanding	<ul style="list-style-type: none"> Citywide Statistically Valid Survey Citywide Online Open Survey Project Website 	<ul style="list-style-type: none"> Stakeholder Interviews Focus Groups
PHASE 2: Creating a Shared Vision	<ul style="list-style-type: none"> Community Workshop #1 	<ul style="list-style-type: none"> Pop-Up Events Neighborhood-Scale Workshops (4) Ambassador Program
PHASE 3: Evaluation of Concepts and Development of Recommendations	<ul style="list-style-type: none"> Community Workshop #2 	
PHASE 4: Plan Documentation and Adoption	<ul style="list-style-type: none"> Draft Document Review Public Hearings 	

Public Engagement Goals and Outcomes



Feedback from Project Advisory Committee Meeting #1

➤ **Multiple opportunities for engagement.**

“No one can honestly say they didn’t have an opportunity to participate.”

“Large numbers of responses from park users, general public, friends groups”

“‘Layers’ of feedback that we combined to make recommendations for improving parks”

➤ **Broad reach with engagement.**

“People feel heard, and we’ve been able to reach out to a broad range of the community, not just the ones who will participate no matter what.”

➤ **Elevating voices that are typically not heard / reached.**

“People who have felt they’ve never been heard being able to have an impact”

“Giving people a voice that have not participated in the past”

“Responses from people I don’t recognize”

“Widespread feedback, where a vocal minority doesn’t overshadow the voice of many.

“Neighbors of parks and underserved felt represented”

Public Engagement identifying gaps & Strategies



Feedback from Project Advisory Committee Meeting #1

Gaps

- Non-technical older citizens
- Diverse racial, ethnic, and cultural communities, non-English speaking communities, people with disabilities, lower income households
- Children and families with young children.

Strategies

- Use community-oriented and business groups to broaden the reach.
- Use Council to get identify grassroots groups focused on historically marginalized communities and equity leaders in Spokane.
- Go beyond Neighborhood Councils; reach out to the Community Assembly early on.
- Utilize groups from Housing Action Plan effort.



Focus Group Meetings

- **6-8 Focus Groups**
- 2-hour conversations
- Questions tailored to history, current conditions and plans per area of expertise



Focus Group Meeting Topics

1. **Growth and Future Neighborhood Development**: future parks and acquisitions strategies, connected parks, demographic trends related to parks
 - Community Development leadership, County and City leadership, Chamber of Commerce, key developers, county/regional planners, city planners
2. **Nature, Ecology and Greenway Connections**
 - Public land and natural resource managers, wildlife habitat specialists, trails planners, urban forestry
3. **Outdoor Recreation**
 - ATV, BMX, river sports, rock climbing, outdoor rec events and programming (running festivals), clubs
4. **Sports and Active Recreation**
 - i.e. pickle ball, fields, and courts, club leadership, recreation providers, interest group representatives



Focus Group Meeting Topics, continued

5. **Programming** program needs, gaps, and opportunities

- School administrators, health care providers, childcare providers, 4-H, Boys and Girls Club, youth club leadership, sports activities (fields and courts, events), program providers, recreation services, sports clubs, senior services, ethnic group representation

6. **Public Safety and Advocacy Groups**

- Underserved community interests and all abilities, special needs and all abilities interest groups, health/social service care providers, homelessness outreach, police officer representation, community organizer(s), refugee service provider

7. **Neighborhood Park Gap Focus**

- Stakeholders for neighborhood parks and neighborhood park amenities. Citizen park users, dog owners & dog park users, playground users, neighborhood councils and/or community assembly representatives, the Trust for Public Lands, Meadowglen Park stakeholders, and other neighborhood park representatives.



Are there any people that you think should be invited to the focus groups?

School Counselors

Dog park advocate, "typical park users", kids!

Scouts

Realtors, neighborhood councils, PTA groups, Homeschool groups, therapeutic recreation groups

Focus groups take time. How can we engage people who are in busy times of life and can't participate in focus groups?

Mental Health Counselors

homeless advocates



The background of the slide is a black and white photograph of two people running on a track. The track is marked with white lines and has the word 'WINGS' painted on it. In the background, there is a modern building with large windows, some trees, and a cloudy sky. A white rectangular box is overlaid in the center of the image, containing the text 'What's Next?'.

What's Next?

Next Steps



Focus Group Meetings – mid April

Statistically Valid Community Survey – mid April–mid June

Next PRB Meeting – mid April