

Superintendent's Report
Parks and Seattle Center Committee
January 20, 2011

- Fuel usage is down. For the fourth year in a row, we have reduced our fuel usage. Fuel usage was down 12.7% in 2010. At \$3 a gallon, that is a savings of about \$112,841 in savings over 2007, and \$23,908 savings over our 2010 goal. There are a lot of budget, driving, routing, and equipment changes that factor into this. It really shows a commitment to being green and reducing waste by our department.
- The Clean and Green Seattle Initiative (C&G). In 2010 Clean & Green Seattle: 1) collected 17,600 pounds of litter and debris; 2) repaired more than 200 streetlights; 3) painted-out more than 120 graffiti sites; 4) planted 200 trees; 5) cleaned up more than 35 illegal dumpsites; and 6) had more than 2,940 volunteers participate in community level activities.
- Belltown Community Center. Since the passage of the 1999 Community Centers Levy, we have struggled to find a location for a community center in Belltown. Parks Acquisition staff have analyzed approximately 30 potential sites in the Belltown neighborhood. After several unsuccessful attempts to co-locate with publicly financed housing, we are looking at leasing a former fitness gym called ZUM at the corner of Bell Street and 5th Avenue. We are in the process of forming the Project Advisory Team comprised of stakeholders in the area. Applications to participate in the team were due at the end of last week. We anticipate holding the first public meeting during the second half of first quarter 2011. Parks staff are in the process of compiling a Request for Proposal for a future operator of the facility.
- Progress Report on Bell Street Park. The design and permitting processes (via SDOT) will continue through June. This summer, we will proceed with advertising, bidding and the construction contract award processes. Construction should

begin in September and continue through next winter, with a spring 2012 completion.

- MOHAI Takes Over Armory. On January 10, 2011, MOHAI took possession of the Armory Building in Lake Union Park to immediately begin renovation for their new Regional History Museum. MOHAI signed a 55-year ground lease with the City of Seattle. This document spells out MOHAI's rights and responsibilities and obligations during operation of the Museum in the Armory Building, including public benefit requirements. In addition, the City signed a quit claim deed conveying the building and improvements to MOHAI. More than 60 Parks, Associated Recreation Council, Parks Foundation, and maritime related nonprofit staff moved out of the Armory Building. MOHAI aims to open at the Armory Building in late 2012.
- Parking Analysis and Rowing & Sailing Center SLIs. We have begun work on both of these SLIs. The person who had been working on this SLI was laid off, and we have been working to organize staff to focus on this SLI. As a result, we will likely have the first deliverable on Feb. 28, rather than Feb. 1. Staff have already begun meetings with the Rowing & Sailing Advisory Councils on the Rowing & Sailing SLI, which is due at the end of the year.
- Community Center SLI process. We are making great progress on this SLI. We taking a multi-pronged approach to this:
 - Staff workgroup: Comprised of Parks staff, Council Central staff and City Budget Office staff. This group has begun meeting already, and will meet weekly throughout the process.
 - Community Center Advisory Team (CCAT). This team is comprised of representatives from the following groups:
 - Community members -2 members
 - Teens and youth -1 member
 - Seniors -1 member
 - Park Board -2 members

- Employee unions -2 members
- Employees -3 members
- Associated Recreation Council -2 members
- Central Staff -1 members
- City Budget Office -1 members

Total 16 members

We received 29 applications for the 2 community positions. We chose 3 applicants, one of whom will represent seniors. We are also engaging a facilitator to coordinate the work of CCAT. The first meeting is set for Wednesday, Jan. 26.

- Public Involvement. We will have two rounds of public meetings to gather input from the community. The first meeting has been set for Wednesday, February 2, at Miller Community Center. There will also be three geographically based meetings in April. We are also exploring developing a Facebook page to take input on this topic, as a non-traditional way to engage the public.
- Youth Focus in 2011. The Seattle Police Department reports that in 2010 there were no juvenile-on-juvenile homicides or gang-related juvenile homicides. We believe a contributing factor to this was the continual set of active, positive options for youth involvement across the city. Getting the collective messages out that responsible, caring adults (City employees) are creating programs with and for youth acknowledges that:
 - 1) youth can make positive decisions about how to spend their time; and
 - 2) they are a valued resource, and an important part of our communities.

Building on the successes of 2010 will be our focus in 2011. Seattle Parks and Recreation's Youth Violence Prevention Initiative will continue to have a highly visible programming and a leadership role. We will continue programs that:

- 1) Engage youth;
- 2) Build sustainable relationships between SPD and youth through discussions, Late Night programs, Teen Life Centers and Expedited Hours programs.

- Programs for Seniors in 2011. In spite of the loss of staff to our Lifelong Recreation Program, we continue to seek ways to bring meaningful programming to high-needs areas of our community.
 - We have seen great successes with a new program in 2010 that serves older adults with memory loss through dementia or Alzheimer's disease.
 - We have set a goal for ourselves of increasing volunteerism by our Lifelong Recreation participants by 25% in 2011.
 - All four Lifelong Recreation *Food and Fitness* programs continue at capacity (Vietnamese, Korean, Somali and Ethiopian/Eritrean).
 - We are collaborating with city-based senior centers to establish an MOA that improves communication, shares resources, and increases participation -- with focus on the Sound Steps Walking Programs.

- 2011 Action Teams. We have completed a lot of work with our Strategic Action Plan Goal Teams, and this work sets the stage for 2011 as we are faced with reduced resources. We identified five key areas to focus on that will take us from where we are now to where we want to be at this time next year – toward a stronger, more sustainable business model. The five Action Teams are:
 - Partnerships: The primary goals are to: 1) expand public and private partnerships making the department less dependent on the General Fund; 2) develop a proactive approach to partnerships; and 3) engage the public in this work.
 - Community Centers: This team will focus on the Community Centers SLI, the Rowing & Sailing Centers SLI, and the advisory councils of the Environmental Learning Centers to develop new operating models that require less reliance of the General Fund.
 - Organizational Capacity: Recognizing that our employees are our most important resource for carrying out our

mission, this team will focus on developing workforce capacity and an organizational culture that provides an internal foundation for successfully serving the public.

- Maintenance: Team members will focus on strategies that will address the problem of the long-term maintenance of our assets, which have expanded greatly in the past 10 years due to successive capital levies.
 - Communications: This team will develop a list of messages that align with our mission and goals and can be used in a variety of formats to strengthen the department's presence in the community.
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- Summit Slope Park. On Thursday, January 12, we named a new park on Capitol Hill – Summit Slope Park. This name reflects both the location and natural terraced layout of the park at 200 Summit Ave. E. The Park Naming Committee unanimously recommended that the park be named Summit Slope Park, after a previous naming decision was reconsidered. The P-Patch located in the park is named “Unpaving Paradise P-Patch” to reflect the fact that this park was once a parking lot, and to recognize the community group named “Unpaving Paradise” that was involved in the planning and fundraising for this park. Instead of proposing to name the park after Seattle’s sister city relationship with Perugia, Italy, Parks and the Perugia Sister City Committee have reached agreement on a new approach to recognizing this ongoing relationship that will entail identification and recognition of a cultural icon such as a griffin (the symbol of Perugia) or an Etruscan artifact that reflects the Italian city’s Etruscan heritage. The park in Perugia that honors Seattle is named Sister Orca Park in recognition of the sister city relationship and Seattle’s rich Native American and maritime heritage. This recognition will take place in a new, as yet unnamed Seattle park.
 - Partnerships. One of our areas of focus in 2011 will be partnerships. Already this year, we are poised to take advantage of some great opportunities.

- Rob Dydre Foundation. We are talking with the Rob Dydre Foundation about construction of the Delridge Skate Park. They have a \$100,000 grant to put towards a skatepark, and have expressed interest in this particular site.
 - Bob Gilbertson. We will soon have conversations with the CEO of YMCA of Greater Seattle on operation/utilization of our community centers. This could be a tremendous partnership opportunity for the department as we look for ways to subsidize our shrinking budget.
 - Seattle Parks Foundation (SPF). Last week, we sat down with the Seattle Park Foundation to discuss expanding the traditional role that the Foundation has played for the department. New leadership at the Foundation wishes to expand the role from bricks and mortar to more collaboration in support of partnership development. SPF could play a valuable role in making introductions and fostering relationships with individuals and groups who could open doors for the department.
 - Woodland Park Zoo. We met with the Zoo earlier this month to discuss the parking issues they are facing. They don't have enough parking available for the big regional institution that they have become. They are looking at ways to address their needs, including shuttle service, alternative modes of transportation, rapid ride stops along Aurora, Metro discounts, improving driver wayfinding and providing valet parking during concerts. The plan is to look at all other options available before re-opening discussions about constructing a parking garage.
- Upcoming Groundbreakings and Park Openings.
Tentative dates:
 - *Saturday, March 12*: Delridge Playfield Opening Event and Skatepark Groundbreaking
 - *Saturday, March 26 or April 2*: Summit Slope Official Opening (formerly John & Summit)

- *Friday, April 22 (Earthday):* Thomas C. Wales Official Opening
- *Saturday, April 23:* Hubbard Homestead Opening
- *Saturday, April 30:* Myrtle Reservoir Park Opening