

Seattle Board of Park Commissioners
Meeting Minutes
March 23, 2017

Web site: <http://www.seattle.gov/parks/parkboard/>
(Includes agendas and minutes from 2001-present)

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<http://www.seattlechannel.org/parksBoard>

Board of Park Commissioners

Present:

Andréa Akita
Tom Byers, Chair
Dennis Cook
Marlon Herrera
Evan Hundley
William Lowe, Vice Chair
Kelly McCaffrey

Excused:

Marty Bluewater
Barbara Wright

Seattle Parks and Recreation Staff

Jesús Aguirre, Superintendent
Rachel Acosta, Park Board Coordinator

The meeting is held at 100 Dexter Avenue North. Commissioner Byers calls the meeting to order at 6:30pm. He reviews the Agenda and He calls for approval of the Consent Items: March 23 Agenda, February 23 minutes, and the Acknowledgment of Correspondence. Commissioner Hundley moves, Commissioner Williams seconds and the Consent Items are approved unanimously.

Oral Requests and Communication from the Audience

Grover Nogawa- Conditional multi-use for off-leash dogs at parks. He feels it is a sensible alternative to fenced off-leash areas. Other cities are doing it and he feels it would address fairness and social equity - for those whose needs aren't being met. \$800,000 fees to city through licensing. SPR provides infrastructure for bikes. Unfenced off-leash areas have community building benefits.

Superintendent's Report

Green Lake Community Center – Superintendent Aguirre attended a Green Lake Community meeting to respond to concerns about the future of the community center and pool. The meeting was well attended with over 100 people. It was an opportunity

to start a conversation around challenges regarding community center rehab/maintenance. It will cost \$62million to renovate all 8 community centers identified in the first 6-year cycle of the Park District. Lake City (\$16million) and Green Lake (\$25million) total \$41million. These conversations were prompted by the Community Center Strategic Plan to think creatively about exploring partnerships in order to fund renovations. The community expressed concern about privatization, SPR has hundreds of partnerships throughout the city. SPR would identify criteria partnership would yield: capital dollars for renovation, level of service improved and in line with SPR mission and values.

SPR will commit to continue to keep Green Lake community center and Evans pool running - Superintendent did a walk through with community members and staff to determine what the building needs to stay operational.

Biggest needs are: roof - it's leaking and not much patching to do; pool system.

ADA access - basic infrastructure cannot be fixed and only helped through replacement of facilities.

The building is failing and the system is so old, parts are not available. SPR is looking at creative ways to keep the building open.

There is a need to get creative in order to adhere to SPR values but fulfill the needs of the community.

Commissioner Byers was contacted by Seattle Times Editorial Board regarding Green Lake Community Center and SPR partnerships.

There may not be a partnership option but this summer SPR will launch a planning process for second 6-year cycle and examine the department's needs.

Arboretum Loop Trail - First section of the ALT opened up; the whole trail will open by early 2018.

Delridge, Green Lake and Rainier Community Center have been providing shower facilities for homeless. Staff provide soap, do laundry and they are doing a fantastic job.

Friends of Seattle Olmsted Parks – worked to have Lake Washington Boulevard listed in the Washington State Heritage Register of Historic Places

Programming for special needs - working with community to make sure programming aligns with their needs.

Magnuson Park - litter and vandalism in parking lot.

South Park Garden Squad – Superintendent Aguirre cooked posole with kids and talked about the cultural aspects of the food. Posole traces its heritage from ancient Mexican culture – the Aztecs would make it with meat of human sacrifices until that became illegal.

South Lake Union Park – the earth has been sinking which caused the bridge to come off the foundation. The bridge has been closed for 2 years. The project is out to bid now. SPR may delay construction for another year so people can plan for the construction.

Presentation and Public Hearing: Change in Hours for Kerry Park Viewpoint and Broadway Hill Park

Presented by Patrick Merriam, Park Resources Manager, Seattle Parks and Recreation

In order to change the hours of a park, there is a 9-month pilot and then a public hearing with the Board of Park Commissioners.

Broadway Hill Park - 9 months ago changed the hours from 4:30am - 11pm to 6am - 10pm; residents were uncomfortable confronting partiers. The results have been less police dispatches to the park. This park is adjacent to homes; calls from neighbors has decreased and less maintenance for a.m. workers.

Kerry Viewpoint Park – 9 months ago changed from a 24-hour park to 6am-10pm for the same reasons as listed for Broadway Hill. This is one of the most popular viewpoints in the city; neighbors are disturbed during regular hours but wanted a mechanism for dealing with the people going to the park during later hours.

Patrick has received no complaints from pilot change in hours from the public and a decrease in complaints to the Police Department. This allows the police to better enforce the park hours because the time coincides with their schedules.

The process to change hours starts with calls to maintenance and Patrick; he works with the community police to change the hours.

No one shows up to testify for the change in hours.

Commissioner Byers calls for a Motion to adopt the piloted hours as a permanent change. Commissioner Hundley moves to adopt the piloted hours, Commissioner Cook seconds; the motion is approved unanimously.

Superintendent Aguirre takes this opportunity to thank Patrick and his team for stepping up to work at the emergency citywide response to the homelessness. Their attendance ensures SPR has a seat at the table.

Presentation: Seattle Parks and Recreation Subsidy Program


Presented by Lori Chisholm, Out of School Manager, Seattle Parks and Recreation

Subsidy program:

Determine eligibility - Customers complete an application. SPR staff perform an initial review then forwards to scholarship office to verify information and determine scholarship level.

Scholarship cycle is June to June - thinking about programmatic needs for summer and school year - to accommodate families' schedules.

Requires proof of income documentation - tax returns, retirement income, TANF (food stamps), Utility Discount Program qualification, some level of verification.

- Income guidelines determined by U.S. Federal Poverty Threshold 
- Based on 200% of poverty threshold
- Example: A family of 4 would qualify at 80% with an annual income between \$48,601-54,675

Goal this year is to look more broadly at subsidy programs to document income verification.

Subsidy program – 2 types

- Scholarship Subsidy - The scholarship program contributes towards the participant's subsidy. For example: if a program costs \$100 and they qualify for a \$50 scholarship, they would pay the other \$50.
- Reduced Fee Subsidy - Some programs where SPR provides a subsidy based on reduction of revenue, rather than a scholarship. For example: if a program is \$100, SPR would pay the subsidized amount of \$50 for the program.

Funding sources within SPR budget

- Aquatic Reduced Fee
- Aquatic supplemental scholarship - donations in partnership with Seattle Children's Hospital
- Park District Recreational Scholarships – 2015 first year it was used but some money carried over. There was a snapshot of subsidy resources - school aged care - before/after school/summer daycare/ ages 5-12 is the largest scholarship use. Manage equity in utilization and service types; swim lessons scholarships greater than projected. This does not tell us what demands were not met. SPR gave over \$600,000 in scholarships in 2016 because of left over funds from 2015.

Feedback to simplify the scholarship process - \$359,511 per year - large pots of money accessible citywide. They can still track locations in the city and where residents used scholarships. However, they will not be able to track whether the funds were used for Specialized populations for example.

Joanne expects to refine the process annually.

The application is translated into multiple languages.

Outcome based to make sure scholarships are equitably allocated. Compare census data to scholarship utilization to figure out if there are people SPR is not reaching, then perform targeted and more intentional outreach.

Higher need communities will have access

Customer satisfaction - Are the people who are accessing subsidy resources equally satisfied with programs as other participants.

Tracking data: what to know in order to know who we aren't serving and how best to reach people. data informs public and staff on the front lines to help them with their processes and actions.

Data Snap Shots: 26-49year olds - took a significant jump due to Park District resources; seeing more adults able to access programs.

Intentional outreach and more funds are reason for more recipients

Overwhelming majority of applicants is 80% scholarship qualification. 100% is only available for children in shelters; 90% only available for childcare programs. There is a high need; those in the 40-60% eligibility are not accessing subsidy opportunities.

Strategic outreach to shelters - for 90% and it shows with the numbers of recipients.

Scholarship application asks for ethnicity - important information for SPR staff to reach out to underrepresented communities better.

Scholarship Age and Ethnicity demographics - engaging populations of young people of color. How to keep them engaged as they get older.

Application processing data - Average time from signature of applicant to site staff sign off is 6.49 days; it takes approximately 12 days for scholarships to go from customer to completion.

This helps them think of workflow and how to be more efficient.

SPR is not tracking how long it takes for staff to notify the customer.

Ideally, eliminate paper process and automatize the notification to customers.

People apply yearly because they need updated programmatic information.

Application processing trends - number of applicants based on geographic area; helps them see where they may need to do outreach in some areas.

Goals for 2016

100% increase in scholarship outreach events

- 28 outreach events/10 focused on Seniors; some of the reason they saw increase in applications.

Improve staff access to scholarship eligibility information

- Able to post updates 2x/week
- Created SharePoint site where staff can access spreadsheet/data - average 300 views per month.

Provide additional income verification options – those who qualify for SPU utility discount program qualify for 50% subsidies.

Goals for 2017

More outreach to shelters

Increasing total applicants from low-income communities of color increased to 15% applicants

Identify and implement improvements to the scholarship program

- Streamline scholarship process
- Investigate opportunities to align subsidy programs with Human Services Department and Utility Discount Program
- Implement process improvements in conjunction with software upgrades

There are privacy issues with people who live in shelters; case workers refer them directly and families go to community centers to register.

if someone ran out of money in their scholarship fund, what would happen? They would either find more funding or set some limits.

Commissioner Byers notes that due to the remaining funding from 2015, more people will be turned away because they used 2x as much funds in 2016 as they have now. Superintendent Aguirre responds that there is now free programming at certain community centers to alleviate some of the pressure from the scholarships funds.

Commissioner Akita mentions the role SPR plays in helping keep people employed and stable; important to look at policy connections and resources. Important message is these kids have a place to go.

SPR is moving preschool resources over to the childcare resource to accommodate the school-aged care funding. Licensed childcare resources come from the general fund and is about \$1.4million per year.

Rec for All and Get Moving are free programming that also takes some pressure off of the scholarships/subsidy funds.

Tiny portion of administrative costs compared to the overall budget. 1.5 full-time employees manage all of the scholarships.

Presentation: Seattle Parks and Recreation Race and Social Justice Initiative

Presented by Sue Goodwin and Jules Posadas, Seattle Parks and Recreation RSJI Change Team Leaders

Change Team Vision – Every Seattle Parks and Recreation’s program, policies and initiatives are embedded with racial equity outcomes, strategies, and actions to provide measurable results to strengthen Healthy People, the Healthy Environment, and Strong Communities.

2016 Seattle Parks and Recreation (SPR) RSJI Accomplishments

Service Equity

- Communication and Intentional Outreach
- Equitable allocation of SPR maintenance services and delivery
- SPR Programming

Jobs and Economic Justice

- WMBE Contracts
- Hiring and Training

Arts and Culture

- Distribution of Art in SPR

Service Equity

- Parks: 54 Community outreach meetings throughout the year in over 30 diverse locations and community organizations by Parks crew chiefs.
- Recreation: 18 scholarship outreach events. Provided 120 of the 250 total inquiries with onsite approvals (48%). 100% increase in scholarship outreach from the year before. Of the 17 conducted 10 specific outreach events (double

from last year)targeted specifically senior communities. Received doubled scholarship applicants from the year before, over .

- PDD: 42 total public meetings, Stakeholder and demographic analysis critical for inclusive engagement and outreach. The following demographic groups were targeted:
 - Youth Groups (9 meetings, 21%) – provided youth activities or partnered with youth groups such as Southwest Teen Center
 - Other Limited English Speakers (7 meetings, 17%) – translated materials, provided interpreters
 - Affordable Housing (8 meetings, 19%) - worked with SHA for outreach or other affordable housing programs
 - People of Color (8 meetings, 19%) – partnered with DON and hired POEL’s or partnered with schools PTA
 - People with Disabilities (3 meetings, 7%) – offered voice to text services at meetings
 - Under Represented Communities (6 meetings, 14%) – partnered with community events, partnered with organizations that serve homeless population
- Superintendent’s Office –Increase communication and access to immigrants and vulnerable communities
 - Distributed more than **100** press releases to ethnic media outlets.
 - SPR developed relationships with ethnic media outlets and prepared the Superintendent for an interview in La Raza del Noroeste Newspaper, which is the largest Spanish-language publication in the Pacific Northwest (250,000 readers, with 50% of readers living in King County). The story ran in the Dec. 14, 2016 edition
 - **25** blog articles highlighting our programs and services for diverse audiences (Get Moving, Arts in Parks, Scholarships, LGBTQ programs, etc)
 - Followed SPR public involvement policy: posting signs, sending mailings, posting on social media and local blogs. SPR looked at the demographics in the neighborhood and, if appropriate, translated materials.
 - Explored new ways to develop alternative methods of engagement in order to reach a broader and more diverse audience. Some people like surveys for example, while others prefer more collaborative methods of providing feedback. Chalk Board Program.
- Parks: Using stakeholder analysis and data, **19,000** hours of more resources were provided to the south region than the north region. 105,134 hours to 124,127 hours. Staff analysis and studies identifying the city’s opportunity zones for additional resources, primarily in Southeast and Southwest, which has historically been under allocated and where our underserved and underrepresented communities reside.

Crew chiefs performed their own outreach and ended up with 19000 more hours in geographic zones with more poverty.

- Recreation: **11%** more meals in our Food and Fitness programs served than in 2015 (17,304 in 2015 vs. 19,237 in 2016).

Get Moving Fund - Intentional programming; high levels of health disparities by ethnicity.

- 96% surveyed reported higher activity levels. 99% maintained activity levels

Arts in the Parks program – Park District funding for outdoor events to activate Seattle outside downtown core; in historically underserved communities. 50% grants given were to people of color.

- From 2015 to 2016 saw a 20% increase from applicants of color.

These programs highlight how equity impacts programs and communities served. These programs really apply the racial equity toolkit

Show video which can be found here: <http://www.seattle.gov/parks/about-us/special-initiatives-and-programs/get-moving>

The greatest challenge - outreach costs money, time, and staff to do the work

Greatest opposition? Communication and acknowledgment that SPR staff are part of the problem. If SPR staff do not talk about these issues, SPR wastes time.

Now, staff training in Implicit Bias and Race and Social Justice Issues is more emphasized.

Community Center Strategic Plan, Parks Maintenance Division, and Field Use Priorities were developed with the Racial Equity Tool Kit; allocating 125 more hours in communities with underserved populations.

Jobs and Economic Development

- WMBE 2016:
 - Purchasing: \$13,168,923, percent WMBE **15%**, WMBE total, \$2,000,356; Target was 18%. We did not meet our goal because of the down turn in purchasing. 2017 target is 18%
 - Consulting: \$6, 248, 462, percent WMBE **21%**, WMBE total \$1,343,236; Target was 20% . 2017 target is 18%
 - Construction: \$18,155,03, Percent WMBE **34%**, WMBE total \$6,665,622; Target was 18%. Exceeded higher our target due to completed projects the last few years. Keeping goal to 18%

- Hiring:
 - HR: **10** external job or recruitment fairs attended (8 recruitment fairs attended)
 - HR: Performed targeted recruitment at the 100K-Seattle Opportunity Fair and South Seattle Community Center facilitated job fairs
 - PDD: **4/6** interns serving in PDD in 2016 were identified as women or minority. **(66%)**
 - Parks: **26** temp employees were hired in 2016 and of these new hires, 20 were WMBEs **(76%)**
- Training:
 - EPIC: **100%** of Moorage Operations staff received over 8 hours of RSJI related training
 - HR: Increase department training. Targeted 60% usage of cornerstone training and reached **66%**
 - HR: Increase training for hiring panel. Implicit Bias Training attended by 4 Human Resource staff in preparation for roll out of training for hiring panels.

Arts and Culture (EPIC)

- Apply equity-focused criteria when determining the distribution Art in the Park Seattle Park District initiative resources
- **73%** of activities/installations located in neighborhoods comprised predominately of under-served communities
- **56%** of grant awardees represent POC
- **90%** satisfaction expressed in feedback surveys regarding outreach efforts

Seattle Office of Civil Rights (SOCR) Pilot Assessment

Assessment:

- As part of the RSJI initiative, the City has developed a self-assessment and reflection tool to be used by City departments, divisions, and work teams. This assessment was developed by SOCR. The purpose of this is to help improve capacity to achieve racial equity within departments and in the community, track the effective use of racial equity tools, be accountable for the City's commitment to racial equity, and create an opportunity for reflection around racial equity goals and strategies.

Process:

- On Nov 17, 2015, 900 employees during an all staff conference completed the survey. Of the 900 employees, 586 responded to the survey.
- During the second portion of the pilot assessment, we selected 116 employees randomly from a cross section of professions and different strata of the Department to participate in a focus group.
- Provide staff a set of questions how they feel the department implements RSJI practices and how they feel as a whole regarding equity and race.

Findings:

- *Continuum: (65%) of the respondents assessed their department as being at the stage of "Symbolic Change," seeing itself as non-racist, promoting diversity through policies, carrying out intentional inclusiveness efforts, but still challenged to accept those who "make waves," achieving few changes in culture, and still learning about privilege, paternalism, and control.*
- *Top 4:*
 - 77% requires and track that all staff attend racial equity training
 - 75% Has visible stated commitment
 - 68% Provides dedicated staff time and funding for racial equity training
 - 68% Promotes and supports staff opportunities for racial equity training
- *Lowest*
 - 37% Use IOPE goals and tools in public process;
 - 37% Regularly shares progress toward racial equity in an accessible format.
- *Lessons learned:*
 - Try to align SOCR deliverables with department events to streamline process. Also, to reduce redundancy in receiving feedback
 - The department and staff are engaged and committed to RSJI. Capacity, procedures, and cultural change is still a barrier.
 - Provide more awareness and involvement with staff on RSJI.
 - Be strategic with limited time and leverage resources; acknowledge capacity.

43% SPR staff feel there is evidence that there is a plan and there is some evidence the department is working on it.

Key Goals for 2017

- Create more measurable data to record
- and track our effectiveness
- Use more metrics to establish RSJI
- target goals and assist staff in understanding
- Increase focus on using equity criteria for all our programs, policies, procedures and budget decisions.
- Provide more training on Racial Equity Toolkit within the Department and outreach for RSJI

Racial Outcomes Strategic Accountability (ROSA)-

- Continue to push and promote ROSA to all SPR departments and programs. Hold them accountable to their goals.
- Push for measurable data to record and track our effectiveness in equity work.
- Use more metrics to establish RSJI department target goals and hold people accountable.

- Increase focus on using equity criteria for all our programs, policies, and procedures.
- Provide more training and outreach for RSJI

Superintendent Aguirre adds each division has goals for which they are responsible. The RSJI change team have full-time jobs. They have added an executive sponsor - who will look at the data. SPR will hire a RSJI coordinator; much more work to do on this but the department is on the right track.

Old/New Business

Park District Oversight Committee (PDOC) – In the Interlocal Agreement for PDOC, it specifies 4 members of the Board of Park Commissioners serve. Commissioner Byers asks if there any volunteers. Commissioner Herrera agrees to serve – Commissioner Byers moves Commissioner Herrera serve as the PDOC member until his appointment ends on the Park Board. At that point, the Commissioners will have to determine whether to have Commissioner Herrera continue to serve as a representative of the Board or ask someone else.

Commissioner Byers reminds the Board that they are meeting in retreat on Wednesday, March 29, 2017 starting at 3pm at Pritchard Beach Bathhouse.

There being no other business, Commissioner Hundley makes a motion to adjourn and Commissioner Lowe seconds, the meeting adjourns at 8:45pm.

APPROVED: _____ DATE _____
Tom Byers, Chair
Board of Park Commissioners