

February 13, 1992
PARKSADV.MOT (NM:clt:mcp)

Introduced by: Audrey Gruger

Proposed No.: 91 - 863

MOTION NO. 8521

A MOTION adopting the public involvement process for development of the Parks, Recreation and Open Space Plan and establishing the Parks Advisory Forum.

WHEREAS, the King County Council has appropriated funds to the parks division to initiate a parks, recreation and open space plan, and

WHEREAS, the public involvement element is an important component to the development of the plan, and

WHEREAS, the establishment and advice of a citizens committee is an important component in the development of the plan, and

WHEREAS, Ordinance No. 9981 provides for the establishment of a citizens committee;

NOW, THEREFORE BE IT MOVED by the Council of King County:

A. The public participation process as outlined in Attachment A is hereby approved.

B. A 17-member Parks Advisory Forum is hereby established with the following responsibilities:

1. Represent the community to advise King County throughout the development of a plan which reflects the varied and competing needs of the citizens of King County.

2. Work with county staff and technical advisors to develop a vision for the future of county parks, open space systems and recreational programming.

3. Help formulate the policy framework and implementation strategies to realize the vision.

4. Participate in the extended public involvement process and serve as linkages to the community.

C. The following citizens from the City of Seattle, suburban cities, and unincorporated King County are appointed as members of the committee:

Ruth Anderson

Kal LeMaster

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Roland Bradley

Evelyn Lercher

Mike Buckley

John Lundin

Bruce Bunch

Rick Peterson

Amy Carlson

Nick Van

Steve Dennis

Unnamed Member

John Lake

Unnamed Member

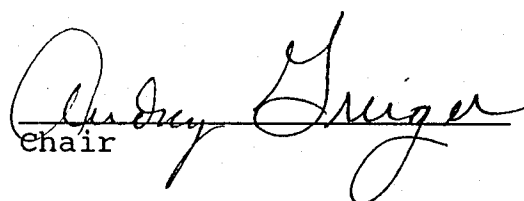
Terrie Larabee

Unnamed Member


Unnamed Member

PASSED this 18th day of February, 1992.

KING COUNTY COUNCIL
KING COUNTY, WASHINGTON


Chair

ATTEST:


Clerk of the Council

8521

E X E C U T I V E S U M M A R Y

THE PARKS DIVISION WILL USE THESE NINE TECHNIQUES TO ENSURE EXTENSIVE PUBLIC PARTICIPATION IN THE DEVELOPMENT OF KING COUNTY'S PARKS, RECREATION AND OPEN SPACE COMPREHENSIVE PLAN:

1. A PARKS ADVISORY FORUM

The Forum's members will:

- represent all types of park users, including those involved in organized athletics, passive recreational activities, trails, playgrounds, recreational and interpretive programs, environmental efforts and open space issues; may include representatives from the design and development community; and should reflect geographic and ethnic diversity.
- be selected according to their: experience reaching decisions in public and by consensus as part of a team; ability to effectively listen and communicate with a variety of audiences; knowledge of and passion for one or several parks, recreation or open space issues.
- become knowledgeable about park, recreation and open space issues; read and analyze various documents and reports; participate in forum discussions; solicit public comments about the issues and plan; and help develop a vision for the future, and the policy framework and implementation strategies to achieve it.
- work with County staff, technical advisors and the public to produce a plan which balances and serves diverse community interests.
- help build extensive public interest and involvement in, and support for, the final plan.

2. PRODUCTIVE PARKS ADVISORY FORUM MEETINGS.

The meetings of the Parks Advisory Forum will:

- be held approximately once or twice each month beginning in late 1991 and continuing through mid-1993.
- be widely publicized through the division's mailing list in order to ensure a high level of interest and participation.

- help citizens learn more about parks, recreation and open space policy and service delivery issues, and enable King County to understand better the public's interests, concerns and needs.
- use consensus, not voting, to reach decisions.
- provide the general public with the opportunity to voice its ideas and suggestions to the staff and forum members.
- result in a vision and goals, and the policies and implementation strategies to achieve them.
- produce a stronger partnership between King County and its citizens on parks, recreation and open space issues.

3. COMMUNITY WORKSHOPS.

The Parks Division's community workshops:

- will be conducted in two series, one early in 1992, the other, which is tentatively scheduled for the summer of 1992, to solicit input on the proposed vision and framework policies.
- will include four workshops in each series, held throughout the County in order to ensure the broadest possible representation of residents.
- will include techniques such as: questionnaires; short staff presentations; small group discussions led by forum members; and visual presentations, including maps, videos, slides and handouts.
- will be extensively publicized through the media and mailing list to ensure maximum attendance.
- will be conveniently timed to attract elderly residents, women and men, working and non-working parents, and adults with or without children.

4. THE PARTICIPATION OF THE COUNTY EXECUTIVE AND COUNCIL.

The Parks Division will involve the Executive and Council:

- by continually providing them with all written materials, including press releases, meeting agendas and summaries, and quarterly updates on the process and key issues.

workshops and, if necessary, in special meetings, to broaden public participation in the planning process, and to assist in building their organizations' ownership of and support for the content and process of the plan.

- such as: active and passive recreation groups; community clubs and councils; environmental organizations; school districts; developers and builders; local, regional, state and federal agencies; "good government" organizations; major corporations; and planning, architecture and design groups.
- to enable the division to more efficiently communicate with key interests that possess technical information and knowledge about issues the plan must address.

8. A TARGETED MAILING LIST.

The Parks Division's mailing list:

- contains all the plan's key constituents, including community organizations, elected officials, special interest groups, government agencies and the media.
- will help ensure that the above-named groups are continually provided the opportunity to help shape the plan's vision, goals and policies.
- will be updated throughout the planning process to ensure the broadest level of citizen participation possible.

9. A MEDIA STRATEGY WITH SPECIFIC MESSAGES.

The Parks Division will implement an 8-point media strategy that:

- is intended to generate a high level of citizen interest and participation in, and support for, the process and plan.
- will help ensure that King County's creativity and leadership on parks, recreation and open space issues receive widespread and favorable coverage by the media.
- includes techniques such as: clear and concise press releases; media coverage of all forum meetings and community workshops; "background" press briefings and field trips; staff visits to newspaper offices, television and radio stations, and editorial boards; regular updates for the media on key issues; and a visible role for the Executive and Council members.

- and by providing briefings as needed during the process to solicit their views about particular issues.
- in order to help them promote and create interest in the plan, and to provide staff, forum members and citizens with a clearer understanding of their expectations.
- in order to enhance their understanding of how and why the plan's recommendations were developed.
- in order to help make Council review of the Executive Proposed Plan as efficient as possible.

5. A PUBLIC OPINION SURVEY.

In Spring 1992 the Parks Division will contract with a public opinion survey firm in order to:

- broaden public involvement in the planning process.
- sample public opinion on parks, recreation and open space issues.
- assure the Executive, Council and media that the plan is on "the right track."

6. THE INVOLVEMENT OF CITY PARKS DEPARTMENT DIRECTORS.

The Parks Division manager will meet with City Parks Department directors throughout this process to:

- Ensure compatibility between local and county-wide planning and service delivery, as the Growth Management Act requires.
- Expand the Parks Division's network of resources and information.
- Strengthen the cities' support for the plan.

7. SPECIAL INTEREST GROUP PARTICIPATION.

The Parks Division will include representatives of special interest groups throughout the process:

- by including them on the mailing list, and encouraging their participation on the Parks Advisory Forum, at community