



Memorandum

Date: 6/14/2022
Meeting of: City Council Study Session

File No. SS 22-040
Type: Study Session

TO: Members of the City Council
FROM: Mayor Angela Birney
DEPARTMENT DIRECTOR CONTACT(S):

Parks	Loreen Hamilton	425-556-2336
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DEPARTMENT STAFF:

Parks	Jeff Aken	Park Planning Manager
Parks	Caroline Chapman	Senior Parks Planner

TITLE:

Parks, Arts, Recreation, Culture, and Conservation (PARCC) Plan - Initial Community Feedback

OVERVIEW STATEMENT:

The Parks and Recreation Department Functional Plan is updated every 6-years to stay in compliance with the Washington's Recreation and Conservation Office (RCO). As part of the PARCC Plan outreach, a community-wide, mail and online survey was conducted to assess the recreational needs and priorities of Redmond residents and was designed in close collaboration between City of Redmond and Conservation Technix staff. The survey was mailed to a random sample of 2,500 households within the city limits of Redmond on March 24, 2022. An online version of the questionnaire was posted to the city's website on April 4th for community members who did not receive a mail survey and then were able to complete the survey questionnaire. All surveys were available in English, Spanish, Chinese, and Russian.

Beyond the survey, community feedback on Parks and Recreation from intercept events, focus groups, and the June 1st Community Meeting will be summarized as part of the City Council Study Session on June 14, 2022.

☐ **Additional Background Information/Description of Proposal Attached**

REQUESTED ACTION:

☒ **Receive Information** ☐ **Provide Direction** ☐ **Approve**

REQUEST RATIONALE:

- **Relevant Plans/Policies:**
PARCC Plan; Redmond 2050; Washington State Growth Management Act; Facilities Strategic Plan; Community Strategic Plan; Comprehensive Plan.
- **Required:**
N/A
- **Council Request:**

N/A

- **Other Key Facts:**

The PARCC Plan is updated every six years to remain in compliance with the Washington State Recreation and Conservation Office (RCO).

OUTCOMES:

The survey closed May 16 with 1,211 surveys completed, which includes 29 Chinese, 3 Russian and 10 Spanish language surveys. The full dataset will be compiled and reviewed for council. Analysis on these surveys will allow us to capture emerging parks and trail needs and better understand the needs of the community.

Staff also hosted two stakeholder groups, one community meeting, and had a presence at four community events to discuss the PARCC Plan.

COMMUNITY/STAKEHOLDER OUTREACH AND INVOLVEMENT:

- **Timeline (previous or planned):**

March 25, 2022 - May 16, 2022 survey & online questionnaire

May 6, 2022 Cinco De Mayo Event at Downtown Park

May 6, 2022 Stakeholder Group - 14 participants

May 27, 2022 Stakeholder Group - 3 participants

June 1, 2022 Community Meeting - 19 participants

June 4, 2022 Festival of Color - tabling event

June 4, 2022 Trails Day Volunteer Event - tabling event

July 9, 2022 Derby Days - planned

Summer dates for intercept events planned

- **Outreach Methods and Results:**

The following strategies were utilized to encourage participating in the PARCC Plan Survey and Community Meeting:

- Promoted and linked through City of Redmond e-news (5 times),
- Redmond Parks and Recreation e-News (5 times),
- Press Release
- Promoted in the Redmond Focus;
- City & Parks channel social media;
- Yard signs and posters at parks and trailheads;
- Emails to 133 community partner organizations with an ask to share with their membership;
- Emailed and sent to 26 multifamily apartment complexes in Downtown and Overlake;
- Shared with internal boards and commissions;
- Promoted at Cinco de Mayo Festival with Spanish language outreach specialists;
- Physical posters distributed at local businesses in Downtown and Overlake.

Feedback Summary:

See attachment B.

BUDGET IMPACT:

Total Cost:

\$126,000 is budgeted for a consultant to help with the PARCC Plan update.

Approved in current biennial budget:

☒ Yes

☐ No

☐ N/A

Budget Offer Number:

00247 - Parks, Trails and Open Space

Budget Priority:

Healthy and Sustainable

Other budget impacts or additional costs:

☒ Yes

☐ No

☐ N/A

If yes, explain:

Significant staff time will be part of this effort.

Funding source(s):

General Fund

Budget/Funding Constraints:

N/A

☐ Additional budget details attached

COUNCIL REVIEW:

Previous Contact(s)

Date	Meeting	Requested Action
7/6/2021	Committee of the Whole - Parks and Human Services	Receive Information
11/1/2021	Committee of the Whole - Parks and Human Services	Provide Direction
12/7/2021	Business Meeting	Approve
3/22/2022	Committee of the Whole - Parks and Environmental Sustainability	Receive Information
5/24/2022	Committee of the Whole - Parks and Human Services	Receive Information

Proposed Upcoming Contact(s)

Date	Meeting	Requested Action
8/9/2022	Study Session	Provide Direction
TBD	Business Meeting	Approve

Time Constraints:

The current PARCC Plan needs to be updated with the Recreation and Conservation Office by March of 2023. Staff is targeting City Council approval in Winter 2023.

ANTICIPATED RESULT IF NOT APPROVED:

Opportunities for grant funding through the Washington State Recreation and Conservation Office will not be available to the City.

ATTACHMENTS:

Attachment A: PARCC Plan Survey
Attachment B: Survey and Questionnaire Summary
Attachment C: Stakeholder Discussion Summary
Attachment D: Community Meeting Summary