

**CITY OF BELLEVUE
PARKS & COMMUNITY SERVICES BOARD
REGULAR MEETING MINUTES**

Tuesday
March 10, 2020
6:00 p.m.

Bellevue City Hall
Room 1E-113
Bellevue, Washington

BOARDMEMBERS PRESENT: Chair Trescases, Vice-Chair Hamilton, Boardmembers Clark, Kumar, Synn

BOARDMEMBERS ABSENT: Boardmembers Heath, Unger

PARKS STAFF PRESENT: Geoff Bradley, Shelley Brittingham, Nancy Harvey, Victoria Hollerbach, Shelley McVein, Camron Parker, Tom Purcell, Doug Sanner, Colin Walker, Justin Wilkinson

MINUTES TAKER: Michelle Cash

1. **CALL TO ORDER:**

The meeting was called to order by Chair Trescases at 6:01 p.m.

2. **APPROVAL OF AGENDA:**

Motion by Boardmember Kumar and second by Boardmember Synn to approve the meeting agenda as presented. Motion carried unanimously (5-0).

3. **APPROVAL OF MINUTES:**

Motion by Vice-Chair Hamilton and second by Boardmember Kumar to approve the February 11, 2020 meeting minutes as presented. Motion carried unanimously (5-0).

4. **ORAL COMMUNICATIONS/PUBLIC COMMENTS:**

None.

5. **COMMUNICATIONS FROM CITY COUNCIL, COMMUNITY COUNCIL, BOARDS AND COMMISSIONS:**

No report.

6. **DIRECTOR'S REPORT:**

Ms. McVein reported that the state, county, and City of Bellevue have all issued emergency declarations in response to the COVID 19 virus. The City is closely monitoring events. In addition, North Bellevue Community Center and Highland Community Center have been closed; all City sponsored events have been cancelled through the end of March; and reservations are not being accepted at any of the City's facilities through the end of March.

7. **BOARD COMMUNICATIONS:**

To keep the meeting length at a minimum, there were no reports for Board Communications.

8. **CHAIR COMMUNICATION & DISCUSSION:**

None.

9. **BOARDMEMBER/COMMITTEE/LIAISON REPORTS:**

No reports.

10. **DISCUSSION/ACTION ITEMS:**

A. **Overview of the Maintenance Management Plan and Structural Operations Plan**

Mr. Bradley discussed the Maintenance Management Plan, which is the management plan for the control and upkeep of property and equipment. He stressed that effective operations and maintenance is one of the most cost-effective methods for ensuring reliability, safety, and energy efficiency within the City's facilities and park systems. The plan is a key budget and planning tool.

Mr. Bradley explained that the Maintenance Management Plan is developed using the following information:

- Inventory of Assets
- Policies, Goals and Objectives
- Site Specific Inventory
- Maintenance Tasks and Frequencies
- Annual Workload Plans
- Annual Renovation Plan

In addition, Mr. Bradley discussed the following:

- Natural Areas – Forest Management
- Trails and Greenways
- Street Trees and Arterial Landscaping

Mr. Wilkinson reviewed the City parks and discussed some of the maintenance standards involved in maintaining the parks. This is accomplished with full- and part-time staff and landscape contractors. Community parks are typically maintained by in-house Parks staff that can provide timely and detailed maintenance with a quick response. Mr. Wilkinson added that private landscape contractors are responsible for the bulk of maintenance at neighborhood parks with the 29 athletic fields being maintained exclusively in-house.

Mr. Purcell summarized some of the City's buildings and facilities and the maintenance involved in caring for these structures. Performance of preventative, corrective and reactive maintenance actions aimed at preventing equipment failure or decline will increase efficiency, reliability, and provide a safe environment for the public. The Maintenance Management Plan addresses how the buildings and facilities are maintained, including the King County Department of Health's standards, for the Bellevue Aquatic Center and other water features throughout Bellevue.

Boardmember Clark expressed his concern with the mathematical calculations utilized in the Maintenance Management Plan, page 3, Section 1.3 Developing Time Standards, in particular the multiplier/denominator, which appears to be in error. There was a general discussion about the requested Board endorsement of the plan and whether or not the quality or budgetary aspects of the Plan are necessary. Chair Trescases explained that the Board endorses the Maintenance Management Plan and Structural Operations Plan every five years. Internally, adjustments are made to the plan during this time period. Ms. McVein clarified that staff manages the expenditures to the budget.

Boardmember Clark expressed his appreciation for the detailed breakdown of streetscapes, including visits, amount of money needed, etc. and praised the amount of care and detail included in the Plan. Mr. Bradley noted that the Plan includes standards; however, each site has specific elements that need to be considered.

Boardmember Clark asked if a listing of the costs will be included in the budget. Ms. McVein clarified that the costs can be provided at a high level overview—the Parks Board typically focuses on the capital budget.

Boardmember Synn was thankful for the detailed presentation and asked if the Plan will be presented to Council for approval. Ms. McVein clarified that the Plan is recommended for endorsement but does not require Council approval.

Boardmember Synn asked if there is a section included in the Plan devoted to the Spring District. Since the Spring District hasn't been developed, Mr. Bradley clarified that this information is not included in the Plan. However, he noted that the Maintenance Management Plan is a dynamic document. Boardmember Synn asked staff to inform Boardmembers if there is an area within the Plan that needs Parks Board advocacy. He also encouraged staff to be mindful of open

spaces and additional items that may come online (i.e., daylighting of Kelsey or Sturtevant Creeks) so someone is responsible for maintenance and budgeting.

Vice-Chair Hamilton expressed his appreciation for the thorough presentation. The Maintenance Management Plan and Structural Operations Plan ensure that Bellevue's investments are carefully protected.

Boardmember Kumar asked if the City has an inventory of all trees throughout Bellevue. Mr. Bradley clarified that the City has an inventory of all street trees and can estimate the number of trees in other areas. There was a brief discussion about a tree planting project that Boardmember Kumar recently participated in and the types of trees that were planted.

Motion by Boardmember Kumar and second by Boardmember Clark to endorse the 2020 Parks & Community Services Maintenance Management Plan and Structural Operations Plan (includes Structural Maintenance Management Plan, Playground Safety Plan, and Security Plan). Motion carried unanimously (5-0).

B. 2020 Marketing & Communications Plan Overview

Mr. Walker reminded Boardmembers that a presentation was made during the February Board meeting to discuss the 2020 Marketing & Communications Plan's content, strategies and actions. He continued with the overview by discussing the changes made to the draft Marketing & Communications Plan, since last month's meeting. Mr. Walker reminded Boardmembers that the department's marketing model is built on a "three-legged stool" concept of Research, Analysis, and Outreach. Without all three working together in concert with each other, the stool will fall. Mr. Walker explained that people often think of marketing as being synonymous with advertising or promotions, but the City tries to encourage people to not forget about the need to make data-informed decisions when deploying marketing resources.

Mr. Walker explained that the City also relies on the recreation program service delivery philosophy of filling community gaps and meeting the needs of those who might not have access to services from other providers. Diversity, equity, and inclusion are key to this updated Plan, with a focus on identifying and eliminating barriers to participation and information access. Mr. Walker added that there have been several changes to the content of the Plan, since it was last presented to Boardmembers. The first set of changes relates to demographics and the economic climate. Mr. Walker noted that the edits incorporate comments from the City's demographer, and align the Plan's content with the Human Services Needs Update. There were also slight edits to the paragraph on recreation scholarships, which did not change the content but provided clarity on the program's design. Mr. Walker further explained that the other edits were in the section discussing the recreation user survey. These edits were based on feedback received from the Board, and provides more information on how benchmarks are set and data is used.

Mr. Walker summarized the way the recreation user survey data is utilized including:

- Select data points—customer satisfaction with programs and services, and customers' impression of the safety and appearance of facilities are tracked against benchmarks established through the biennial budget process.

- Survey responses are incorporated into program planning efforts by staff. This includes looking at measures like rating of instructor quality, evaluation of customer service, and review of customer comments. Recreation user surveys are one of many sources of data, both quantitative and qualitative, that staff uses to plan programs.

Mr. Walker noted that other comments received from Boardmembers will be included as work on the tactical implementation of the Plan continues. This includes everything from looking at how the Board could better support the department's effort to educate the community about the great work that is being done to a share link in the e-newsletter to encourage community members to pass the message along. Mr. Walker stated that the Public Information Officer has asked that Boardmembers share pictures from visits to parks.

Boardmember Clark called attention to the e-newsletter metrics chart on page 18 of the Marketing & Communications Plan and asked why the click through rates are low. Mr. Walker clarified that the data is being analyzed to see if a pattern can be determined. The goal is to minimize emails so that people that receive the email actually click and open the e-newsletter.

Boardmember Synn hoped that the Marketing & Communications Plan would include more information about accessibility. Mr. Walker clarified that this is one of the foundational principles within the City and is also stressed in the City's Diversity Strategic Plan. Accessibility is a part of all of the City's plans, and all materials are required to be accessible. Chair Trescases called attention to page 5 of the Marketing & Communications Plan, Attachment C, which addresses Accessibility.

Vice-Chair Hamilton views the attitude of referring to park users as "customers" as a positive viewpoint. He thinks the Marketing & Communications Plan is valuable information.

Boardmember Kumar would like the Parks Department to have an Instagram page. Mr. Walker discussed the City's social media platforms. Boardmember Kumar also called attention to page 23 of the Marketing & Communications Plan, Item C and asked if the City is creating the data collection tools or if there are boxed solutions. Mr. Walker discussed the many data points that are collected and noted that the data needs to be analyzed in more detail to facilitate informed decisions.

Chair Trescases asked if staff has thought of other options to replace the *Bellevue Reporter*, since this has been discontinued in certain neighborhoods within Bellevue. Mr. Walker explained that the Public Information Officer works to create connections with various media outlets.

Motion by Boardmember Synn and second by Boardmember Hamilton to endorse the 2020 Marketing & Communications Plan as presented. Motion carried unanimously (5-0).

C. 2021-2027 Parks Capital Investment Program (CIP) Budget

Mr. Sanner provided an overview of the 2021-2027 Parks Capital Investment Program budget process. He reminded Boardmembers that the budget is a 2-year Operating Budget and 7-year Capital Investment Program (CIP). He noted that the Board's typical budget role is to:

- Act as an advisory Board to Council on Parks capital needs
- Review potential Parks CIP strategy at the April meeting
- Develop a Parks Board communication to Council, when ready

Mr. Sanner discussed the 2008 Parks & Natural Areas Levy and the status of the projects, which are as follows:

- Previously Completed: Sportsfields (Wilburton & Newport Hills), Lewis Creek Picnic Area, Bellevue Botanical Garden Visitors Center and Ravine Garden, Bellevue Youth Theatre, Trail Development, Bridle Trails Corner Park, Hidden Valley Partnership, Property Acquisitions, Downtown Park (Complete Circle), Surrey Downs
- Funded in 2019-2025 CIP: Downtown Park (NE Entry), Airfield Park Development (\$10M)
- Remaining Projects: Additional Funding for Airfield Park, Lake Sammamish Neighborhood Park

The non-levy Parks CIP Projects include:

- Meydenbauer Bay Park Planning/Design (\$9.1M)
- Ongoing REET Funding for 2026-27: Park Renovation & Refurbishment (+\$6M/year), Property Acquisition (+\$2M/year), and Park Planning (+\$0.3M/year)
- Projects with Dedicated Funding (includes dedicated project funding not available for other purposes): Mercer Slough East Link Mitigation, Bel-Red Parks & Streams, King County Levy, and Enterprise/Golf Improvements
- Newport Hills (\$3M) and Bridle Trails/140th (\$2.6M) neighborhood parks—New projects recommended by Board and funded in 2019-2025 CIP

Mr. Sanner also reviewed the preliminary strategy for the CIP and noted proposals are due April 30, 2020.

Boardmember Synn asked how the money collected for the incentive zoning will be utilized. Mr. Sanner clarified that the project specific revenues from the fees need to be determined. Additional information will be provided at the next Board meeting.

Boardmember Kumar asked how much funding is needed to develop Airfield Park. Mr. Sanner explained that the funding depends upon the infrastructure. The project managers need to determine the best design and engineer estimates. Boardmember Kumar also asked how much funding is needed for the next phase of Meydenbauer Bay Park. Mr. Sanner clarified that staff is working on a recommendation for funding. Boardmember Kumar also wanted to be sure there is visibility for Ashwood Park.

Boardmember Clark would like parks and daylighting of streams included in future Bel-Red developments. Mr. Parker explained that the land use code include incentive options for new buildings that are built in this area. He clarified that the incentive is a receiving fund and there is no control as to what incentives are utilized.

Boardmember Clark called attention to the lack of funding included in the CIP for the Bel-Red area. He added that by 2027, the Bel-Red community will be dramatically underserved. Mr. Parker said that there is a shared concern that revenues from the Bel-Red area are not adequate to make fundamental investments. He added that the 2008 levy did not include funding for the Bel-Red area. Chair Trescases recommended that consistent conversations occur with Council to be sure that funding for the Bel-Red area is available.

Boardmember Kumar asked if there is a location in the Bel-Red area for a park. Mr. Parker clarified that there is an overall Parks Plan for Bel-Red and all of the parks are intentionally associated with the stream corridor. There is a fairly detailed list of neighborhood parks and other specifics listed in the Plan. Mr. Parker will forward the Parks Plan for Bel-Red, along with the Parks CIP Budget with project list, to Boardmembers.

Vice-Chair Hamilton expressed his concerns about the condensed timeline for approving the budget. He also wants to be mindful of public interests when recommending the budget.

There was a general discussion about REI's interests in Bellevue, including daylighting of streams and the underfunded parks. Chair Trescases would like to explore a partnership with REI.

11. **NEW BUSINESS:**

None.

12. **PROPOSED AGENDA FOR NEXT MEETING:**

The following discussion items were suggested for future meeting agendas:

- 2021-2027 Parks Capital Investment Program (CIP) Budget

13. **OTHER COMMUNICATIONS:**

A. **CIP Project Status Report**

Boardmember Clark discussed some of the community outreach events that have been held and stressed the importance of community outreach and Board representation at these events.

Boardmember Synn asked if the budget cycle includes the Grand Connection. Mr. Parker clarified that the Grand Connection is still in the early planning phase with the Community Development Department.

B. List of upcoming Parks special events

14. **ORAL COMMUNICATIONS/PUBLIC COMMENTS:**

None.

15. **ADJOURNMENT:**

Vice-Chair Hamilton encouraged Boardmembers to participate in the online natural systems survey that was discussed at a recent Environmental Stewardship Open House event.

Motion by Boardmember Clark and second by Vice-Chair Hamilton to adjourn the meeting at 8:20 p.m. Motion carried unanimously (5-0).