

Draft Strategic Action Initiatives

Twelve Strategic Action Initiatives are designed to respond to the needs of the community, be specific and measurable actions that, when implemented, will make a visible and measurable difference in the parks, recreation and cultural services provided to Shoreline residents and visitors.

Initiative 1: Build an Aquatics and Community Center

- **Objective:** Place a proposal for a new aquatics and community center before the voters by 2020. Open a new facility in 2022.
- **Strategy:** Continue the work started through the Aquatics and Community Center Feasibility Study. Next steps include site selection and securing funding for next steps in planning and design and ultimately construction.

Initiative 2: Expand Opportunities to Connect with Nature

- **Objective:** Integrate nature-based programming into new and existing recreation offerings. Increase the number of programs that include a nature-based component by 25%.
- **Strategy:** Formalize an environmental education program through day camps, outdoor preschool and at Kruckeberg Garden. Implement the Kruckeberg Garden Master Plan.

Initiative 3: Expand Recreation Facility Opportunities

- **Objective:** Provide at least one additional outdoor basketball court, two pickle ball courts, one off-leash area, one skate park and one community garden, and develop at least one adventure playground and one splash pad by 2022. Fill service area gaps for neighborhood park amenities by 2030.
- **Strategy:** Specifically look at repurposing underutilized baseball diamonds at Ridgecrest, Cromwell, upper Hamlin, Richmond Highlands, and Hillwood, and consolidate uses at Shoreview Park. Engage in a site selection process for new uses to ensure appropriate locations are identified.

Initiative 4: Serve the Full Spectrum of Adult Recreation Needs

- **Objective:** Develop a strategic plan by 2019 for meeting the adult recreation needs of Shoreline.
- **Strategy:** Work with the Shoreline-Lake Forest Park Senior Center staff and Board to understand their future plans, gain a better sense of when a new recreation center might be constructed, and then start a process to develop a strategic plan in 2018 for implementation in 2019 and beyond.

Initiative 5: Ensure Adequate Park Land for Future Generations

- **Objective:** Add 2 acres of new park land by 2022 and 10 additional acres by 2030
- **Strategy:** Develop strategy for gaining ownership of high priority properties adjacent to existing parks and new park land in specific locations.

Initiative 6: Maintain, Enhance, and Protect the Urban Forest

- **Objective:** Restore 10 acres of degraded forest land by 2023.
- **Strategy:** Engage in urban forest stewardship projects in Ballinger Open Space, Brugger's Bog, Twin Ponds, Boeing Creek Open Space Parks and other parks where appropriate to enhance the

health of the forest. Establish an ongoing tree maintenance program for tree in the public right-of-way.

Initiative 7: Enhance Walkability In and Around Parks

- **Objective:** Create 2 miles of new nature trails within parks and 2 miles of enhanced pedestrian access to parks.
- **Strategy:** Extend and improve nature trails in appropriate places such as Ronald Bog Park, Boeing Creek Park and Open Space, North City and Ballinger Open Space and connect Ronald Bog with James Keough and Twin Ponds Parks. Advocate for pedestrian improvements through the transportation management plan update.

Initiative 8: Support Diverse Communities

- **Objective:** Participation in Shoreline-sponsored special events reflects the diversity of the community.
- **Strategy:** Through partnership with the City's newly established Diversity and Outreach Coordinator and the City's Neighbor Coordinator we will review existing and encourage new events and develop new outreach methods.

Initiative 9: Enhance Placemaking through Public Art

- **Objective:** Install at least one permanent, significant piece of art by 2019 and provide temporary graphic or performing arts annually in Shoreline neighborhoods.
- **Strategy:** Utilize the resources of the Public Art Fund and engage the partnership with the Arts Council; Leverage the leadership of the Public Art Committee and Neighborhood Councils to select and site the art pieces.

Initiative 10: Secure Sustainable Funding

- **Objective:** All programs, facilities and initiatives are funded with an appropriate mix of fund sources.
- **Strategy:** We will assess the phasing and funding needs associated with the Strategic Action Initiatives and the operations of PRCS and develop a phased funding plan for each.

Initiative 11: Implement a Values-Based Capital Improvement Plan

- **Objective:** 85% of major maintenance CIP dollars are prioritized and implemented consistent with values based criteria.
- **Strategy:** Maintain criteria and apply it to new projects as ideas are generated. [The values-based, prioritized list](#) will be reflected in the six-year CIP approved by the City Council annually in the order of the City's final priority.

Initiative 12: Ensure Administrative Excellence

- **Objective:** Attain certification from the Commission for the Accreditation of Parks and Recreation Agencies (CAPRA).
- **Strategy:** Document that PRCS operations are consistent with Best Management Practices for similar government agencies.