

King County Parks **Your**  King County
Big Backyard

King County
Department of Natural Resources and Parks
Parks and Recreation Division



2009
Fourth Quarter Report
Parks Omnibus Ordinance Report
to the King County Council
January – December 2009

WE'RE AT WORK SO YOU CAN PLAY

Highlights of the Fourth Quarter

- ❖ Overall, business revenues in 2009 were affected by the generally poor economic climate, as well as by 2009 being a year without the Cirque du Soleil. Preliminary business revenues for 2009 were down slightly when compared with 2007, the last non-Cirque year.
- ❖ Investments to maximize existing assets in the Division's inventory have led to increased revenue from field and facility rentals, and include:
 - Renovation of the historic Preston Community Center contributed to a 24 percent increase in revenue from this facility, which was reserved consistently throughout 2009.
 - Synthetic turf athletic fields continue to generate strong revenues for the Division, as these fields command higher user fees, have fewer weather-related cancellations, are in high demand, and can be played on more often and for more months of the year. Examples include the fields at Marymoor Park, Preston Community Park, and Mel Olson Stadium at Steve Cox Memorial Park.
- ❖ Marymoor Park began issuing fines to violators of the \$1 parking fee. When paid within ten days, the \$35 fine can be reduced to \$15 and reduced even further by purchasing monthly or annual parking passes. Parking revenues are up 13 percent from increased compliance, reversing the downward trend in parking revenues experienced over the last few of years.
- ❖ Revenues from the Weyerhaeuser King County Aquatic Center are up 16 percent from 2008, which is largely due to two factors: the large number of national events held at the facility during 2009 and a fee increase for team rentals.
- ❖ Officially launched in 2008, the King County Parks Legacy Fund received nearly \$30,000 in gifts from individuals and businesses and through the Legacy Bench and Tree Program.

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Parks and Recreation Division 2009 Fourth Quarter Report

Introduction

The Omnibus Parks Ordinance (Ordinance 14509), adopted November 18, 2002, by the King County Council, included this reporting requirement for the Parks and Recreation Division:

“The Division shall provide a written report to the council, filed with the clerk of the council, at least four times each year, by March 15, June 15, September 15, and December 15, and more frequently as directed by the council by motion, regarding the execution of the Division’s duties and responsibilities as established in K.C.C. 2.16.045.E. Following transmittal of each written report, the Division shall also make an oral presentation to the council. The written reports and oral presentations shall include, but shall not be limited to, information as to the Division’s efforts in:

- A. Meeting revenue targets under section 7 of this ordinance;*
- B. Implementing entrepreneurial strategies including advertising, leasing and concession agreements;*
- C. Pursuing gifts, bequests and donations, including the value and sources of gifts, bequests and donations received;*
- D. Developing agreements with other organizations to provide recreation services;*
- E. Transferring parks and recreation assets within incorporated areas or potential annexation areas to cities; and*
- F. Community outreach and involvement.”*

This is our seventh year reporting on the accomplishments of the Division. Quarterly reports were transmitted for each quarter from 2003 through 2008. The year 2009 marks the second year of the renewed Parks Levy, which was approved by voters in August 2007, with collections running from January 1, 2008 through December 31, 2013.

We have structured the quarterly report to correspond to the ordinance requirements. We welcome your ideas and input. Please do not hesitate to contact Kevin Brown, Division Director of the Parks and Recreation Division, at 206-296-8687 if you have any questions or suggestions.

Revenues - Summary

Parks and Recreation Division Revenues

2009 Adopted Revenues	\$28,176,067
2009 Revised Revenues	\$28,125,192
2009 Estimated Revenues ¹	\$27,537,465
2009 Total Actual Revenues (Preliminary) ²	\$27,789,082
2008 Actual Revenues	\$27,714,202

Fourth Quarter - Business Revenues Only

Levy funds, interest earnings, interfund transfers and similar revenues that are not within the control of the Division are excluded from this total.

Actual Business Revenues³ (includes user fees and enterprise and entrepreneurial revenues)

January 1 – December 30, 2009 ²	\$ 4,917,898
January 1 – December 30, 2008 ⁴	\$ 5,407,755

Based on preliminary year-end data, business revenues in 2009 are lower than in 2008. This decrease is largely due to an agreement with the City of Enumclaw to run the King County Fair in 2009, for which it received the fair revenue, as well as to the mothballing of the Evergreen Pool at the end of August 2009. (It should be noted, however, that both the Pool and Fair have required significant subsidies.)

Even with a reduced asset base (due to transfer of facilities), business revenues still comprise about 18 percent of the entire Division's revenue budget (2009), which is similar to the percentage in 2002 at the beginning of the Business Plan (see charts, following page). The ensuing period has seen transfers of facilities, mostly pools, which generated more than \$2,000,000 in revenues. This includes pool transfers in the past two years, with the Renton Pool transferred to the City of Renton as part of the Benson Hill Annexation in the spring 2008 and the Evergreen Pool, which was in the Executive's Lifeboat Strategy and was mothballed at the end of August 2009 in the absence of new revenues to keep the facility open. The business revenue forecast for the remaining assets has risen from a total of about \$2.3 million in 2002 to nearly \$5 million in the 2009 adopted budget.

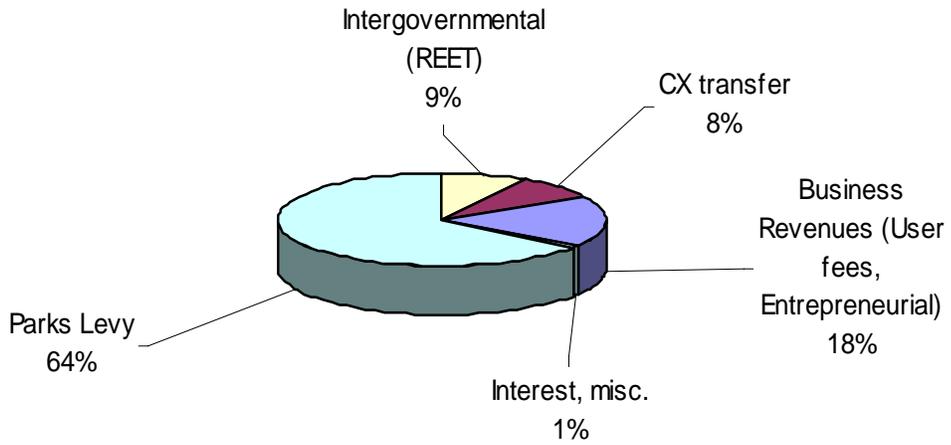
¹ Includes the City of Enumclaw running the 2009 King County Fair and revised revenue estimates.

² 2009 Actual figures are preliminary, per ARMS financial reports as of February 12, 2010. Final figures (14th month) anticipated to be available in mid-March 2010.

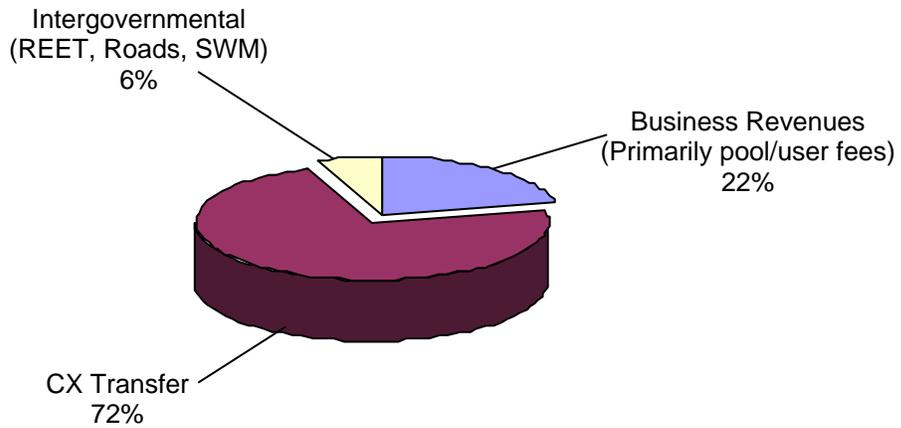
³ Based on ARMS financial reports.

⁴ 2008 Actual business revenues are updated from the 2008 Fourth Quarter Report to include greenhouse revenues.

2009 Adopted Revenues - \$28M



2002 Adopted Revenues - \$26M



Expenditures – Summary

Parks and Recreation Division Expenditures

2009 Adopted Expenditures	\$27,936,171
2009 Revised Expenditures ⁵	\$28,325,164
2009 Estimated Expenditures ⁶	\$27,643,855
2009 Total Actual Expenditures (Preliminary) ⁷	\$25,566,601
2008 Actual Expenditures ⁸	\$24,586,573

Based on preliminary year-end data, the Division underexpended its revised budget by approximately 10 percent in 2009. This is due to a number of factors, including the agreement with the City of Enumclaw to run the King County Fair in 2009 and to efficiencies achieved in operations. In addition, the Division created salary savings to compensate for lower projected revenues and the redesignation of two parks in the 2009 budget to regional status. In 2008, the Division underexpended its budget by roughly 12 percent, including carryover, reappropriation, and mid-year adjustments.

As part of the current levy (2008 – 2013), the Division was tasked with increasing maintenance to the historic levels provided prior to 2002. As such, expenditures grew nearly 10 percent between 2007 and 2008, primarily due to increased maintenance associated with pre-2002 levels of maintenance and general inflation. The Division continues to appropriately maintain parks, utilizing levy funds as the voters intended, while maintaining a prudent fund balance.

⁵ 2009 Revised figure reflects reappropriation, 1st Quarter and 2nd Quarter Omnibus Ordinances and the Lifeboat Supplemental.

⁶ 2009 Estimated figure reflects the City of Enumclaw running the King County Fair in 2009, reappropriation, 1st Quarter and 2nd Quarter Omnibus Ordinances and the Lifeboat Supplemental.

⁷ 2009 Actual figures are preliminary, per ARMS financial reports as of February 12, 2010. Final figures (14th month) anticipated to be available in mid-March 2009.

⁸ 2008 Actuals based on 14th month ARMS reports.

Revenues - Implementing the Business Plan
Key Business Units

Marymoor Park



Marymoor Business Unit

	2009 thru Q4	2008 thru Q4	Change (\$)	Change (%)
Traditional				
Rev - facilities	\$192,026	\$159,466	\$32,560	20%
Rev - fields	\$768,075	\$685,308	\$82,767	12%
Non-Traditional				
Rev - parking	\$483,023	\$426,621	\$56,402	13%
Rev - concerts	\$281,843	\$479,548	-\$197,705	-41%
Rev - concert ticket admin fee	\$4,368	\$11,608	-\$7,240	-62%
Rev - Subway	\$21,354	\$21,135	\$218	1%
Rev - Pet Garden	\$2,250	\$2,950	-\$700	-24%
Sponsors/concessions*	\$101,803	\$69,156	\$32,647	47%
Bellevue Agreement	\$52,948	\$50,452	\$2,496	5%
Cirque**	\$0	\$697,281	-\$697,281	-100%
Naming rights***	\$0	\$115,000	-\$115,000	-100%
Revenues - Total (Rounded)	\$1,908,000	\$2,719,000	-\$811,000	-30%
Expenditures (Rounded) ⁽¹⁾	\$3,100,000	\$2,858,000	-\$242,000	8%

Business Unit Actual Revenue as Percentage of Costs*

62%

*The 2009 total in this category reflects payments from Premier Properties for 2008 concessions.

**Cirque du Soleil did not take place in 2009. It is scheduled to return to the park in 2010.

***Reflects Group Health's naming rights commitment for the Velodrome, which expired in 2008 and was not renewed.

(1) As in past years, estimated expenditures include direct costs and administrative and overhead costs associated with assigned labor. Estimated costs do not include "loan-in labor", i.e., labor that may have been contributed by other work units. About \$142,000 in direct loan-in labor was associated with Marymoor in 2009, and \$270,000 in 2008 (this loan-in figure does not include benefits or overhead, or other direct or indirect costs associated with such labor).

Source: Parks and Recreation Division CLASS software system for revenue tracking; ARMS financial reports and division indirect cost estimates for expenditures.

2009 Fourth Quarter highlights from Marymoor Park include:

- ❖ Overall, fourth quarter revenues from Marymoor Park are down 30 percent from 2008. This can be attributed to several factors, including the generally poor economic climate, as well as to an off-year for Cirque du Soleil and a modest number of performances during the Concerts at Marymoor. Marymoor Park revenues for 2009 are up nine percent compared to in 2007, the last non-Cirque year.
- ❖ Revenues were up in several important categories, compared to 2008:
 - Facility revenue is up 20 percent, which can be attributed to several new special events that took place in the park in 2009.
 - Revenue from ballfields is up 12 percent, reflecting a full season scheduling the two recently-converted synthetic turf athletic fields.
 - Parking revenues are up 13 percent from increased compliance following implementation of a new parking enforcement ordinance, which went into effect in July 2009. This increase reverses the downward trend in compliance and in parking revenues experienced over the last few years.
- ❖ Several large capital projects were completed in 2009:
 - Marymoor Connector Trail – Opened in early 2009. The Marymoor Connector Trail links the Sammamish River Trail with the East Lake Sammamish Trail and provides a convenient paved path through Marymoor Park for pedestrians and bicycles.
 - Multi-use synthetic turf fields – Two fields were converted from single use/single season fields into year-round fields for baseball, soccer and other field-sports.
 - Electrical upgrades at Clise Mansion – Improvements have made the facility more attractive, particularly for meetings and conferences.
- ❖ With only 12 concerts in 2009, revenues from the Concerts at Marymoor series and from on-site ticket sales were down considerably compared to 2008, when there were 22 performances. The 2009 series drew steady attendance overall, with two shows fully sold-out. Concert revenues from 2009 are higher than those from 2007, when there was also a 12-performance concert series.

Weyerhaeuser King County Aquatic Center (WKCAC)



Aquatic Center Business Unit

	2009 thru Q4	2008 thru Q4	Change (\$)	Change (%)
Traditional				
Rev - facilities	\$716,422	\$537,773	\$178,650	33%
Rev - courses	\$130,782	\$165,818	-\$35,036	-21%
Rev - drop in	\$39,025	\$47,777	-\$8,752	-18%
Rev - Conference Ctr	\$31,481	\$40,194	-\$8,712	-22%
Non-Traditional				
Rev - Subway/Johnny's Hotdogs	\$18,226	\$15,165	\$3,061	20%
Rev - concessions	\$2,641	\$2,259	\$382	17%
Revenues - Total (Rounded)	\$939,000	\$809,000	\$130,000	16%
Expenditures (Rounded) ⁽¹⁾	\$2,820,000	\$2,530,000	\$290,000	11%

Business Unit Actual Revenue as Percentage of Costs*: 33%
Target Business Unit Revenue from Ordinance 14509: 50%

(1) As in past years, estimated expenditures include direct costs and administrative and overhead costs associated with assigned labor. Estimated costs do not include "loan-in labor", i.e., labor that may have been contributed by other work units. The KCAC recorded about \$24,000 of loan-in labor in 2009; compared to \$15,000 in 2008 (this loan-in figure does not include benefits or overhead, or other direct or indirect costs associated with such labor).
 Source: Parks and Recreation Division CLASS software system for revenue tracking; ARMS financial reports and division indirect cost estimates for expenditures.

2009 Fourth Quarter highlights from Weyerhaeuser King County Aquatic Center (WKCAC) include:

- ❖ WKCAC revenues for 2009 are up 16 percent from 2008, which is largely due to two factors: the large number of national events held at the facility during 2009 and a fee increase for team rentals. Revenue from the categories of swimming lessons, drop-in swims, and conference center rental experienced a decrease, mainly because these facilities were blacked out to accommodate the large special events.
- ❖ WKCAC continues to be a competitive and attractive facility in terms of securing high-profile events. With several national and world records broken at the facility this year, it is also considered one of the 'fastest' pools in the country. Some of the major events from 2009 included:
 - NCAA (National Collegiate Athletic Association) Division III Men's and Women's Northwest Conference Championships
 - PAC-10 Women's Swimming Championships
 - PAC-10 Men's and Women's Dive Championships
 - Speedo Synchronized Swimming Championships
 - US Open Championships
 - Junior National Championships
- ❖ With a new concessionaire, Johnnie's Dog House, in place as of July 2009, revenue in this category experienced an increase of 20 percent.
- ❖ Future revenues at WKCAC will be affected by the University of Washington's recent decision to eliminate its swimming programs.
- ❖ Two capital projects are close to completion (HVAC (Heating, Ventilating and Air Conditioning) system upgrades and energy efficient lighting), which are expected to lower the facility's operating costs. The lighting project qualified for a \$55,000 rebate from Puget Sound Energy's Commercial Efficiency Rebate Program.

Recreation, Ballfields, and Facilities



Fields and Facilities Business Unit

	2009 thru Q4	2008 thru Q4	Change (\$)	Change (%)
Traditional				
Rev - Ballfields	\$400,462	\$362,866	\$37,597	10%
Rev - Facilities	\$188,179	\$151,225	\$36,955	24%
Non-Traditional				
Rev - RV Camping	\$49,748	\$50,627	-\$879	-2%
Revenues - Total (Rounded)	\$638,000	\$565,000	\$73,000	13%

2009 Fourth Quarter fields and facilities highlights include:

- ❖ Overall, revenues from fields and facilities increased 13 percent when compared to 2008, which is due to strong facility rental revenues and consistent ballfield reservations, particularly at the Preston Athletic Fields complex, which features synthetic turf athletic fields. Synthetic turf fields command higher user fees than sand or grass fields, have significantly fewer weather-related cancellations, and can be played on more often and for more months of the year.
- ❖ Although it was closed for renovation during the first quarter of 2009, the Preston Community Center was reserved consistently throughout the rest of the year, contributing to a 24 percent increase in revenue in the facility rental category.
- ❖ Camping revenue decreased two percent, but was stronger than anticipated since the campgrounds opened later than usual due to flood damage from winter storms and were closed during July to accommodate construction related to the flood mitigation project along the Tolt River.

Swimming Pools



Swimming Pools Business Unit

Includes: Evergreen, Vashon and Cottage Lake Facilities

	2009 thru Q4	2008 thru Q4	Change (\$)	Change (%)
Traditional				
Rev - Pool Fees	\$263,786	\$325,603	-\$61,817	-19%
Rev - Concessions	\$712	\$371	\$341	92%
Revenues - Total (Rounded)	\$264,000	\$326,000	-\$62,000	-19%
Expenditures (Rounded) ⁽¹⁾	\$1,100,000	\$1,210,000	-\$110,000	-9%

Business Unit Actual Revenue as Percentage of Costs: 24%
Target Business Unit Revenue from Ordinance 14509: 30%

(1) These pools recorded about \$98,000 in loan-in labor in 2009, compared to \$91,000 in 2008.

Source: Parks Division CLASS software system for revenue tracking; ARMS financial reports and division indirect cost estimates for expenditures.

2009 Fourth Quarter swimming pool highlights include:

- ❖ Swimming pool revenue from 2009 was down 19 percent compared with 2008, which reflects the closure of the Evergreen Pool at the end of August 2009 as a result of budget reductions to the general fund.
- ❖ Although the outdoor pools, Vashon and Cottage Lake, had safe and successful summer seasons, revenue from these pools was also down in 2009, which is consistent with what other pools in the area experienced and can be attributed in part to the overall economic downturn.

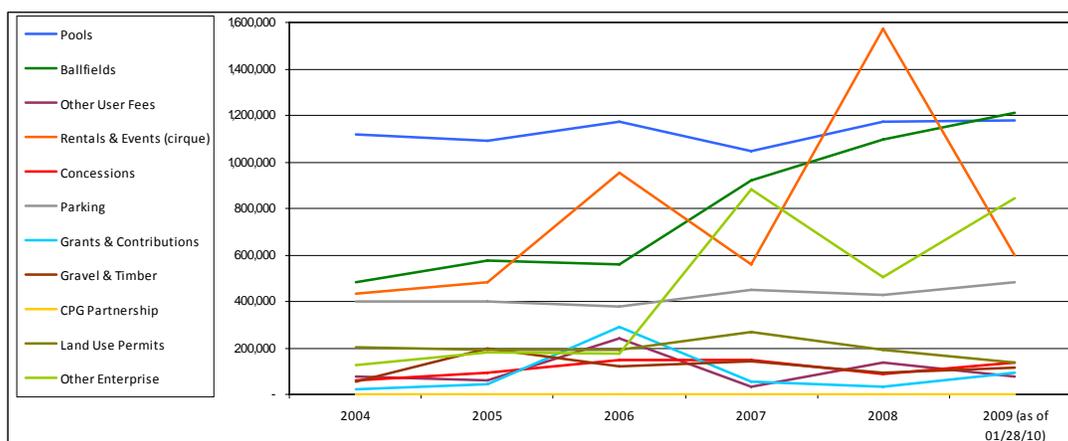
Implementing Entrepreneurial Strategies New Ways of Raising Revenues



Entrepreneurial Strategies

Business revenues in 2009 were affected on all fronts by the generally poor economic climate, as well as to 2009 being an off-year for Cirque du Soleil. Preliminary business revenues for 2009 were down slightly when compared with 2007, the last non-Cirque year. The Division anticipates that the challenging economic situation will continue to affect business revenues adversely in 2010, but remains focused on building diverse revenue streams that will lead to steady, sustainable funding in the long term.

The Division has taken steps to maximize business revenues and continues to explore other actions that reduce the tax subsidy needed for the operations and maintenance of the Division's facilities. As depicted in the table below, business revenues are generated from a variety of sources, including corporate partnerships, special event facility rentals, user fees, land use permits, concessions, and the activities of the business units outlined in this report.



Sources of Business Revenue, 2004 - present

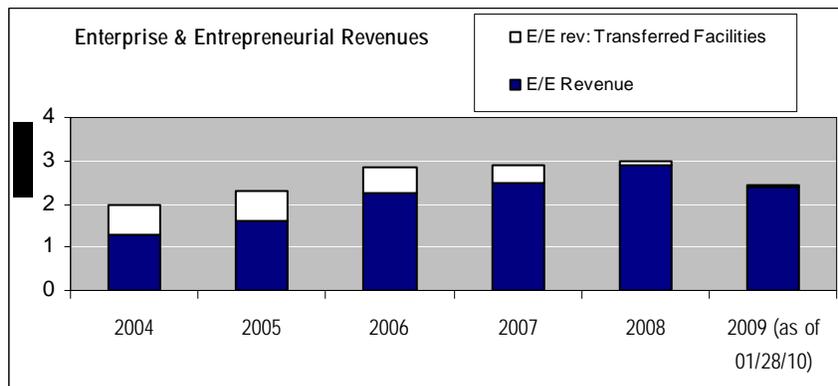
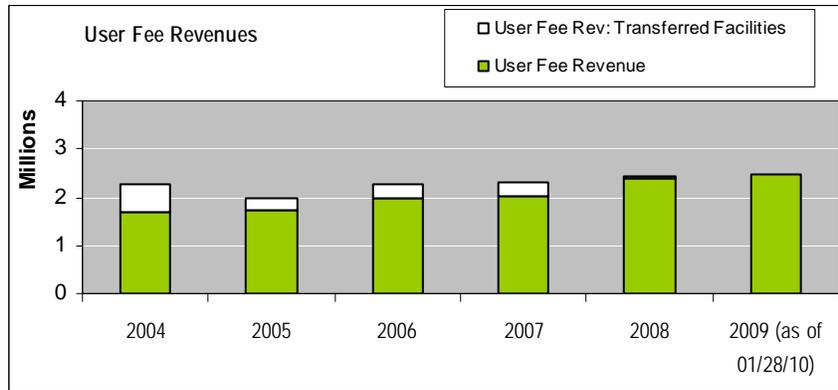
2009 Fourth Quarter business revenue highlights include:

- ❖ Investments to maximize existing assets in the Division's inventory have led to increased revenue from field and facility rentals. Examples include:
 - Renovation of the historic Preston Community Center contributed to a 24 percent increase in revenue from this facility, which was reserved consistently throughout 2009.
 - Synthetic turf athletic fields continue to generate strong revenues for the Division, as these fields command higher user fees, have fewer weather-related cancellations, are in high demand, and can be played on more often and for more months of the year. Examples include the fields at Marymoor Park, Preston Community Park, and Mel Olson Stadium at Steve Cox Memorial Park.
- ❖ On July 1, 2009, Marymoor Park began issuing fines to violators of the \$1 parking fee. When paid within ten days, the \$35 fine can be reduced to \$15 and reduced even further by purchasing monthly or annual parking passes. Parking revenues are up 13 percent from increased compliance, reversing the downward trend in parking revenues experienced over the last few of years.
- ❖ The Division has established several partnerships that contribute small, but sustainable streams of revenue with little cost to the Division. Examples include:
 - 41pounds.org – a non-profit organization to which subscribers pay a fee to limit their junk mail and which donates a percentage of the proceeds back to selected causes, including the King County Parks Legacy Fund.
 - Zazzle – a company that sells cards and stamps featuring user-generated images. When a customer purchases King County Parks' images, Zazzle donates a percentage of the proceeds back to King County Parks and Recreation Division.
- ❖ With such a diverse inventory, the Division's parks and trails are being sought out more and more often to host non-traditional sporting events, such as cyclo-cross bicycle competitions, mountain biking events, equestrian events, and trail running, triathlons and other running competitions. These types of events occurred throughout the system in 2009, contributing revenue and establishing solid partnerships with a variety of new user groups.

Business Revenue Outlook

Consistent with the *Parks Business Plan* and other plans guiding its operations, the Division has transferred local parks and recreation facilities and has transitioned to a system focused on providing regional parks, regional trails, and natural area parks including backcountry trails.

As the tables below demonstrate, in the past, the Division secured user fee and enterprise/entrepreneurial revenue from a larger variety of facilities and recreation assets. These included pools and local parks, which have since been transferred to cities and other jurisdictions.



Revenue from transferred facilities as a part of overall revenue

Aside from a few key properties, such as Marymoor Park, Preston Community Park and Athletic Fields, and the Weyerhaeuser King County Aquatic Center, the Division’s current facilities offer a shrinking base of direct revenue generating assets. Although the Division remains committed to its innovative partnership and business-oriented approach, this situation will become increasingly challenging for the growth of business revenues in the future.



Pursuing Gifts, Bequests, and Donations



2009 Fourth Quarter gift and donation highlights include:

- ❖ Officially launched in 2008, the King County Parks Legacy Fund received nearly \$30,000 in gifts from individuals and businesses and through the Legacy Bench and Tree Program.
- ❖ Several Legacy benches were installed throughout the system in 2009. For one donation, Cougar Mountain field staff constructed a Legacy bench along one of the park's hiking trails, using salvaged wood from downed trees. This type of "backcountry" bench will serve as a model for Legacy bench donations in the Division's natural areas.
- ❖ The White Center Teen Program (WCTP) received in-kind support for the Aztec Youth Soccer Team from Starfire Sports, which donated team jerseys and league registration fees.
- ❖ Although not a direct applicant, the Division collaborated with partner agencies and organizations on two American Recovery and Reinvestment Act (ARRA) proposals for projects that would take place on Division property:
 - In collaboration with the U.S. Forest Service-Pacific Northwest Research Station, University of Washington, and Cascade Land Conservancy, the King County Parks and Recreation Division will participate in the "Forest Health and Green Jobs" project, which will explore the nexus between urban forests, human populations, stewardship and public health. More than \$300,000 will support the Divisions' participation in this project over the next few years.
 - The Division coordinated King County's support for the Technology Access Foundation's proposal to the Broadband Technology Opportunities Program (BTOP) for its Community Learning Space, which will be built in Lakewood Park. The application was not funded.

❖ Grants awarded

- The White Center Teen Program received \$34,000 in grant funding in 2009 to support programmatic activities, such as structured after school activities, art classes, the Aztec soccer program, the youth leadership council, and “Burnt Toast,” a nutrition and cooking program.
- Although activities will take place beginning in 2010, the Division was notified of three grant awards in 2009, including:
 - Land and Water Conservation Fund – Tanner Landing Park public access development, \$77,200
 - Community Development Block Grant – Steve Cox Memorial Park tennis court rehabilitation, \$100,000
 - Washington State Department of Ecology, Aquatic Weeds Management Grants – Garden Loosestrife Control in Marymoor Park, \$28,750

Agreements with Other Organizations Community Partnerships and Grants (CPG) Program

The Community Partnerships and Grants (CPG) Program continues to develop partnerships that result in new facilities and amenities in King County's parks. There are currently 40 projects in various stages of negotiation, planning, design, permitting, or construction that represent \$13 million in CPG grants and/or Capital Improvement Program commitments. By leveraging community investments (cash, grants, in-kind donations, volunteer labor, etc.), these CPG projects, when completed, will add new public recreation facilities valued at an estimated \$64 million.

Along with dozens of smaller projects, CPG partners' efforts on design, engineering, and permitting work in 2009 will lead to the completion of two new marquee facilities in 2010, which include:

- Sammamish Rowing Association Boathouse at Marymoor Park
- Synthetic Turf Athletic Fields at Ravensdale Park



Transferring Parks and Recreation Assets

Transferring local recreation amenities to cities and focusing on rural and regional facilities has been a key element of the Parks Business Plan, and many transfers have taken place since 2002. Consistent with the Parks Business Plan, the transfer of parks and pools within the Urban Growth Area (UGA) is an on-going effort as part of the broader County annexation strategy. These efforts have intensified in light of the continuing pressure on the County’s general fund, which supports the Division’s UGA facilities.

Status on facility transfers includes:

- Swamp Creek and Inglewood Wetlands to the City of Kenmore – completed.
- Transfer of the maintenance agreement for Evergreen Athletic Fields to the Highline School District, which is the property owner – completed.
- In August 2009, residents in the North Highline annexation area approved annexation to the City of Burien, which is scheduled to take place in 2010. It is anticipated that this will include the transfer of the following parks: Arbor Lake, Hazel Valley, Hilltop, Puget Sound, Salmon Creek, and Southern Heights.
- The City of Kirkland is moving forward with annexation, which is anticipated for 2011 and will affect a number of Division properties.
- The Division is in discussions with the City of Kent and expects to move forward with the transfer of North Meridian Park.
- The Water and Land Resources Division took responsibility for Site #1 Duwamish, where it is carrying out a multi-year habitat restoration project.

Other facilities under consideration for transfer include:

Park	Potential Jurisdiction
132 nd Square Park	City of Kirkland
Big Finn Hill	City of Kirkland
Bingamon Pond	City of Federal Way
Bridle Crest Trail (portion)	City of Bellevue
Bryn Mawr	City of Renton
Boulevard Lane	City of Renton
Camelot	City of Federal Way
Cascade	City of Renton
Cecil Moses	TBD
East Norway Hill	City of Bothell
Edith Moulton	City of Kirkland
Five Mile Lake	City of Federal Way
Green Tree	City of Kent

Continued on next page

Park	Potential Jurisdiction
Hall Creek	City of Seattle
Juanita Heights Park	TBD
Kentlake Athletic Fields	City of Kent; Kent School District
Kingsgate Park	City of Kirkland
Klahanie Park	TBD
Lake Geneva	City of Federal Way
Lakewood Park	TBD
Maplewood Heights	City of Renton
Maplewood Park	City of Renton
May Creek Park	City of Renton
North Green River Park (portion)	City of Kent
North Meridian	City of Kent
North Shorewood	TBD
Park Orchard	City of Kent
Renton	City of Renton
Sierra Heights / Honey Dew	City of Renton
Skyway	City of Renton
South County Ballfields	City of Federal Way
Sunset Playfield*	City of SeaTac
White Center Pond Natural Area	TBD
White Center Heights	TBD
Windsor Vista	City of Kirkland

* The City of SeaTac has a maintenance agreement with the Division for this property.

Community Outreach and Involvement



King County Parks Volunteer Program

Individuals, community groups, workplace groups, schools, scout troops, and other non-profit organizations remained involved with King County Parks in 2009, volunteering in parks and along trails throughout the entire system. Overall, there were 520 volunteer events involving 8,400 volunteers who provided approximately 50,400 hours of service during 2009. Using the Washington State Recreation and Conservation Office's rate of \$13 per hour for volunteer labor, this is the monetary equivalent of more than \$655,000.

Volunteers' activities include a variety of tasks, such as trail building and maintenance, habitat restoration and invasive species removal, litter collection, weeding flower beds, maintaining the off-leash dog area, and supporting various tasks and programs with the White Center Teen Program.

Through the Parks and Trails Ambassador Program, volunteers pledge 100 hours of volunteer service annually and help with tasks such as alerting Division staff to safety issues and pertinent trail conditions, providing information to park and trail visitors, and picking up litter. The passion and dedication of the Ambassadors goes beyond the time they spend in our system; in fact in 2009, one Ambassador was featured in multiple articles in the *Vashon Beachcomber* newspaper about his involvement in King County's parks. Another ambassador authored an article about Cougar Mountain Regional Wildland Park in *Washington Trails* magazine, and another was selected to create a naturalist program for the Seattle Aquarium.

2009 Fourth Quarter volunteer involvement highlights include:

- ❖ The Parks' volunteer program continues to attract volunteers on key days of service, such as Martin Luther King Day in January, Earth Day in April, and the United Way's

Day of Caring in September. Volunteer projects took place in multiple locations on each of these days in 2009, contributing more than 3,500 hours of service.

- ❖ In an effort to reduce the environmental impacts of hosting large events in King County's parks, the Division once again organized the volunteer-based Marymoor Concert Recycling and Composting Crew, now in its third year. Through this program, volunteers instruct concert-goers on proper disposal of food waste, plates, cups, utensils, and other garbage, which significantly reduces the amount of waste generated from the concerts that gets sent to the landfill. Highlights from 2009 included:
 - Nearly all the concert vendors voluntarily switched to compostable or recyclable plates, cups, and utensils.
 - More than half of this year's volunteers were returning participants.
 - Volunteers provided 500 hours of service over the course of the series' 12 performances.
 - Once again, more than 50 percent of waste generated by the concert series was diverted from the landfill.

- ❖ Volunteer involvement has played an important role in flood plain restoration projects on or near Division properties:
 - For the Lower Tolt River Flood Plain Enhancement Project, a significant multi-agency project at Tolt-MacDonald Park, volunteers participated in two work parties and planted 2,000 trees and shrubs.
 - Volunteers also helped complete the Whitney Bridge floodplain restoration project, which was carried out in collaboration with the Water and Land Resources Division. Volunteers helped plant more than 7,000 trees and shrubs over the course of project implementation.

- ❖ Washington Trails Association (WTA) remained a key partner, leading hundreds of volunteers at trail work parties in parks such as Grand Ridge, Taylor Mountain, and Cougar Mountain Regional Wildland Park. In 2009, WTA and its volunteers completed the 40-foot Canyon Creek Bridge in Grand Ridge Park, for which WTA secured funding. WTA and its volunteers have made considerable contributions to establishing the seven mile trail through Grand Ridge.



- ❖ In addition to the many individual volunteers who supported King County parks in 2009, affiliated organizations participating in volunteer projects included:

Boeing	Friends of Maury Island Marine Park	REI
City of Maple Valley	Friends of North Shorewood	Serve Our Dog Area (S.O.D.A.)
Cub Scouts	Friends of Skyway Park	Sammamish Rowing Association (SRA)
Eastside Audubon	Friends of Soos Creek	Seattle Works
Eastside Catholic School	Girl Scouts	Snoqualmie Tribe
Eastside Football Club	Green River Community College	St. Anthony's School
Enumclaw Calvary Presbyterian Church	Issaquah Trails Club	St. Louis Parish
Enumclaw Trinity Lutheran Church	Kennedy Associates	Tahoma Backcountry Horse Club
Evergreen Mountain Bike Alliance	Maple Valley Rotary	Tahoma High School
Federal Way Latter Day Saints Church	Marymoor Remote Control (R/C) Club	Tahoma Outdoor Academy
Friends of Cedar River Watershed	Microsoft	University of Washington
Friends of Lake Hicks	People for Puget Sound	University of Washington Restoration Ecology Network Program
	Preston Community Club	Washington Trails Association

Community Outreach and Engagement Initiatives



The King County Parks and Recreation Division has a variety of ways to reach out to, communicate with, and engage park user groups, other stakeholders, and the general public.

Electronic outreach

King County Parks' e-newsletter and blog

The Division continues to send regular email newsletters to an opt-in list with more than 2,000 subscribers. The newsletter format focuses recent news, press releases, and blog posts and helps direct additional traffic to the Division's website.

In 2009, the Division focused on building the King County Parks Blog at <http://kingcountyparks.wordpress.com/>. Through this format, the Division is able to post announcements, news, photos, videos, and other multi-media information in real time and even from the field. Readers are encouraged to submit comments, and other blogs and media outlets have referenced content in the blog, helping drive greater traffic.

King County Parks on Facebook

The Division continues to maintain a "page" on the social media website, Facebook, and currently has more than 360 "fans". Similar to the blog, the Division uses this tool to post multi-media information, announcements, and other news in real time. Fans can post comments and other feedback, providing an additional avenue to interact directly with Division staff.

www.parksfeedback.com

Through *parksfeedback.com*, the Division continues to receive a variety of compliments, suggestions, feedback, and notifications, which are delivered directly to the email inboxes of Division staff. While the feedback system does not provide a statistical gauge for constituent satisfaction, it is a powerful tool that asks a series of multiple choice questions and allows users to write in comments and include their email or telephone number to receive a direct response from the Division. The notifications sent by park users through the *parksfeedback.com* tool also serve as “eyes and ears on the ground” for the Division’s 25,000 acres of property.

King County Parks on KCNews Twitter

The Division continues to send news items to be broadcast over the general King County News Twitter account, which has more than 3,400 followers including media outlets, local non-profit organizations, and the general public.

Media Outreach

As part of the Division’s new website structure, key pages within the website now include links to relevant press releases and earned media coverage. The list is generated automatically and is refreshed as new articles are published, contributing dynamic, up-to-date content. In 2009, media coverage about the Division was valued at an estimated \$1.2 million.

King County Parks’ Press Releases

During 2009, the Division in collaboration with the Department of Natural Resources and Parks Public Affairs Section, released numerous press releases covering everything from summer event announcements, new partnerships, and ways to support the Division to volunteer opportunities and other news.

Other outreach initiatives from the Fourth quarter of 2009

- ❖ Once again, the 2009 Movies@Marymoor outdoor cinema series was a big draw. With Epic Events providing the audio/visual support, this year’s series offered four family-oriented films on Wednesday evenings in July and August. Attendance was strong and donations, which help underwrite the cost of offering the series, were higher per person than in past years. Although no title sponsor was secured, successful new partnerships with Experience Music Project | Science Fiction Museum, the Seafair Pirates, and Flying Saucer Pizza provided additional no-cost promotional capacity, and the Division anticipates working with these partners on other activities in the future.
- ❖ In addition to staffing a table at all of the performances of the Concerts at Marymoor, the Division participated in several events and workplace fairs in 2009, such as DNRP (Department of Natural Resources and Parks) Division Days, WTA TrailsFest, Cascade Bike Expo, Rock-n-Roll Marathon Fair, Boeing Employee Health and Wellness Fair, PACCAR Employee Health and Wellness Fair, Earth Day Expo at Westlake Center, and the Bike Share Symposium.

- ❖ Part of the larger web migration process to kingcounty.gov, the Division refined and upgraded content on its website and related links to news articles, the photo gallery, and social media. The Division has been able to improve website tracking and analytics, which have shown that the website received more than 120,000 hits in the last six months of 2009. This can be compared with all DNRP sites from the same period in 2008 at around 187,000, which shows that the Division has been developing a strong individualized presence. Users most often sought information about maps, photos, Marymoor Park, concerts, and trails.

- ❖ Several years of public outreach and involvement culminated in projects completed in Skyway Park during 2009, leveraging CPG and community-generated funding and building on ideas that arose from the 2008 Community-Based Vision. Highlights include:
 - A team of students from the University of Washington’s Restoration Ecology Network (UW REN) course planned and implemented a wetland improvement project in the central area of the park. They also provided a stewardship report to the Division and the Friends of Skyway Park, outlining habitat improvement tasks for the group or other volunteers to carry out in the coming years.
 - The Design-Build course from the University of Washington School of Landscape Architecture designed and constructed a picnic shelter and plaza area adjacent to the recently restored wetland, complementing and highlighting its natural features. Despite many design and budget challenges, the resourceful students created a wonderful amenity for the park that includes a shelter with a vegetated roof, interpretive signage, a boardwalk, native landscaping, and other features.
 - Friends of Skyway Park, as part of a community capacity-building project through Pomegranate Center, raised funding for and constructed gateway enhancements at the two pedestrian entrances to Skyway Park. The gateway structures, which are totem-like poles featuring nature themes that complement the new plaza and restored wetland, were constructed and painted by volunteers over the course of a weekend and were installed by the Division in August 2009.

