

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

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



2010
First Quarter Report
Parks Omnibus Ordinance Report
to the King County Council
January – March 2010

we're at work so you can play

Highlights of the First Quarter

- ❖ Overall, the Division's revenues were lower in the first quarter of 2010 compared to the same period of 2009. This decrease is due to several factors, including the transfer of the maintenance agreement for Evergreen Pool to the Highline School District in the first quarter of 2010 and to a slower than normal first quarter at the Weyerhaeuser King County Aquatic Center.
- ❖ Due in large part to consistent usage of the multi-use synthetic turf ballfields at Marymoor Park during the winter months, revenues from parking at Marymoor jumped by 59 percent during this quarter compared with the same period of 2009. With the parking enforcement ordinance passed in July 2009, parking fee compliance has increased significantly to nearly 92 percent, compared with 35-50 percent experienced during the first quarter of 2009.
- ❖ The volunteer program started off the year with a strong start, with more than 135 scheduled events and a multitude of individual service hours taking place in 24 parks. All total, more than 2,400 volunteers provided 15,151 hours of service during the first quarter of 2010, which is an increase from the same period of 2009. Three new volunteers joined the Parks and Trails Ambassador program in the new year, as well, increasing the Division's base of long-term dedicated volunteers to nearly 50 participants.

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Parks and Recreation Division 2010 First 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 eighth year reporting on the accomplishments of the Division. Quarterly reports were transmitted for each quarter from 2003 through 2009. The year 2010 marks the third 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. Past reports are available from the Division’s website on the following Web page:

<http://www.kingcounty.gov/recreation/parks/about/businessplan.aspx>.

We have structured the quarterly report to correspond to the ordinance requirements; however, the 2010 reports will no longer include information about the King County Fair or about pools other than the Weyerhaeuser King County Aquatic Center. Operation of the Fair and remaining pool facilities has been transferred to other jurisdictions or entities and is no longer the responsibility of the Division.

Please do not hesitate to contact Kevin Brown or Katy Terry of the King County Parks and Recreation Division at 206-296-8687 with questions or suggestions.

Revenues - Summary

Parks and Recreation Division Revenues

2010 Adopted Revenues	\$26,551,338
2010 Revised Revenues	\$26,551,338
2010 Estimated Revenues ¹	\$26,562,864
2009 Actual Revenues	\$27,789,082

First 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 Revenues² (includes user fees and enterprise and entrepreneurial revenues)

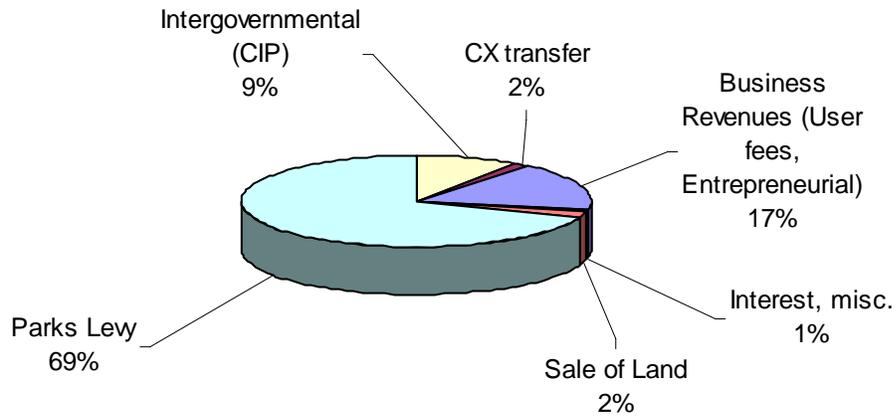
January 1 – March 31, 2010	\$853,885
January 1 – March 31, 2009	\$937,017

First quarter business revenues in 2010 are lower than the same period in 2009. This decrease is largely due to the transfer of the Evergreen Pool to the Highline School District in the first quarter of 2010, cancellation of an annual January event at the Weyerhaeuser King County Aquatic Center (WKCAC), and by a reduced scope of the PAC-10 Diving championships.

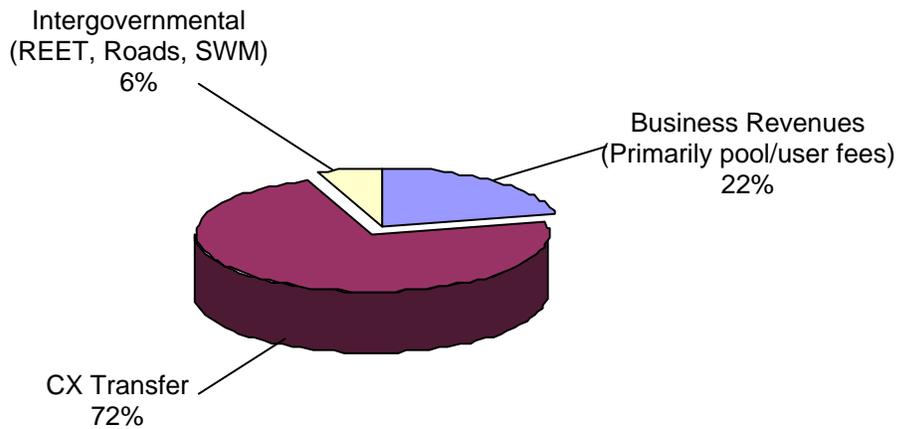
Even with a reduced asset base (due to transfer of facilities), business revenues still comprise about 17 percent of the entire Division's revenue budget (2010), which is similar to the percentage in 2002 at the beginning of the Business Plan (see charts, following page). The ensuing period has seen 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 Spring 2008 and the Evergreen Pool, which was mothballed at the end of August 2009 in the absence of new revenues to keep the facility open. The operation of this facility has now transferred to the Highline School District, the property's owner. The business revenue forecast for the remaining assets has risen from a total of about \$2.3 million in 2002 to more than \$4.4 million in the 2010 adopted budget.

¹ Includes revised revenue estimates.
² Based on ARMS financial reports.

2010 Adopted Revenues - \$26.6M



2002 Adopted Revenues - \$26M



Expenditures – Summary

Parks and Recreation Division Expenditures

2010 Adopted Expenditures	\$27,825,262
2010 Estimated Expenditures ³	\$27,935,644
2009 Actual Expenditures ⁴	\$25,571,404
January 1 – March 31, 2010	\$5,317,000
January 1 – March 31, 2009	\$5,801,010

For 2010, first quarter expenditures were 19 percent of the Division's annual expenditure budget. This expenditure pattern is in line with historic business trends.

As part of the Parks Operating Levy (2008 – 2013), the Division was tasked with increasing maintenance to historic levels prior to 2002. As long as the target fund balance is achieved, the Division plans to spend the maximum amount of its expenditure authority on maintaining parks, utilizing levy funds as the voters intended.

³ 2010 Estimated figure reflects reappropriation.

⁴ 2009 Actuals based on 14th month ARMS reports.

Revenues - Implementing the Business Plan
Key Business Units

Marymoor Park Business Unit



	2010 thru Q1	2009 thru Q1	Change (\$)	Change (%)
Traditional				
Rev - facilities	\$6,964	\$15,805	(\$8,840)	-56%
Rev - fields	\$187,386	\$157,086	\$30,300	19%
Non-Traditional				
Rev - parking	\$159,963	\$100,494	\$59,469	59%
Rev - concerts	\$0	\$525	(\$525)	-100%
Rev - concert ticket direct sales	\$0	\$120	(\$120)	-100%
Rev - Subway	\$0	\$1,409	(\$1,409)	-100%
Rev - Pet Garden	\$2,150	\$0	\$2,150	
Sponsors/concessions*	\$22,996	\$3,396	\$19,600	577%
Revenues – Total (Rounded)	\$379,000	\$279,000	\$100,000	36%
Expenditures (Rounded)**	\$422,000	\$382,000	\$40,000	10%

* The increase in the sponsorships/concessions category reflects a re-categorization that more accurately portrays the Marymoor Business Unit's revenue picture. Approximately 85 percent of the revenue shown for the first quarter reflects this change. Previously, this revenue, which largely comes from the Clise Mansion, was tracked elsewhere.

** Expenditures include only direct costs and do not include maintenance labor loaned in from other work units ("loan-in labor"). In the year-end (Fourth Quarter) report, annual expenditures will be reported along with annual revenues and compared against the cost recovery targets established in Ordinance 14509.

2010 First Quarter highlights from Marymoor Park include:

- ❖ Overall, revenues at Marymoor Park were up significantly during the first quarter of 2010 as compared with the same period in 2009. This is largely the result of steady field rentals, increased compliance with the parking fee, and from parking enforcement efforts.
- ❖ Revenue from ballfields is up 19 percent over the first quarter of 2009, which is directly related to the first full winter season that the multi-use synthetic turf fields were available. Opened late in the first quarter of 2009, the fields were booked consistently throughout the first quarter of 2010 for soccer and then used alternately for baseball and soccer after March 1. These fields are playable even after heavy rains and require minimal maintenance and preparation for spring and summer use.
- ❖ With more users in the park during what traditionally are slow months, revenues from parking jumped by 59 percent during the first quarter of 2010. This increase includes revenue from parking fees, as well as from payments for infractions.
 - There was a 43 percent increase in daily parking fee revenue and a 32 percent increase in long-term parking permit sales.
 - Due to the parking enforcement ordinance, which was passed in July 2009, compliance has increased significantly to nearly 92 percent, compared with 35-50 percent experienced during the first quarter of 2009.
- ❖ Facility revenue was down compared to the same period in 2009, which can be attributed to a change in the date for the annual Evergreen Healthcare Gala, which takes place on the Recreation and Event Area. The event will take place on May 1, 2010 and will be included in future reports.
- ❖ Marketing efforts and the implementation of flexible pricing strategies have contributed to an increase in revenue from the Pet Memorial Garden, which has returned to levels comparable to 2008.

**Weyerhaeuser King County Aquatic Center (WKCAC)
Business Unit**



	2010 thru Q1	2009 thru Q1	Change (\$)	Change (%)
Traditional				
Rev - facilities	\$178,385	\$212,709	\$(34,324)	-16%
Rev - courses	\$26,018	\$31,351	\$(5,333)	-17%
Rev - drop in	\$8,166	\$11,113	\$(2,947)	-27%
Rev - conference ctr	\$5,721	\$5,257	\$464	9%
Non-Traditional				
Rev - concession stand	\$6,433	\$6,032	\$401	7%
Rev - concessions	\$1,465	\$285	\$1,180	414%
Revenues – Total (Rounded)	\$226,000	\$267,000	\$(41,000)	-15%
Expenditures (Rounded)*	\$476,000	\$527,000	\$(51,000)	-10%

* Expenditures include only direct costs and do not include maintenance labor loaned in from other work units ("loan-in labor"). In the year-end (Fourth Quarter) report, annual expenditures will be reported along with annual revenues and compared against the cost recovery targets established in Ordinance 14509.

2010 First Quarter highlights from Weyerhaeuser King County Aquatic Center (WKCAC) include:

- ❖ Revenues from the first quarter of 2010 were down 15 percent compared with the same period in 2009. This can be attributed to multiple factors, mostly in the facility rentals category, which was affected by the cancellation of an annual January event and by hosting only the PAC-10 Diving championships (2009's event included swimming and diving).
- ❖ Recreational program revenue, which includes drop-in recreation and swimming lessons, was also down from 2009, a trend that began last year and is largely the result of the poor economic climate. This is consistent with what other facilities in the area are experiencing.
- ❖ Revenues from the conference center were up slightly during the first quarter of 2010. A small renovation effort of the conference center was launched during the first quarter, implementing mainly aesthetic improvements that will make the facility more attractive for weddings and other private events.
- ❖ Puget Sound Energy set WKCAC's rebate at \$55,000 for the lighting project, which installed new energy efficient light fixtures in the natatorium.

Fields and Facilities Business Unit



	2010 thru Q1	2009 thru Q1	Change (\$)	Change (%)
Traditional				
Rev - Ballfields	\$42,995	\$58,977	\$(15,982)	-27%
Rev - Facilities	\$21,275	\$15,623	\$5,651	36%
Non-Traditional				
Rev - RV Camping	\$3,140	\$0	\$3,140	
Revenues – Total (Rounded)	\$67,000	\$75,000	\$(8,000)	-11%

Note: Expenditure information on facilities and ballfields is tracked annually and will be discussed in the Fourth Quarter Report.

2010 First Quarter fields and facilities highlights include:

- ❖ Revenues from fields and facilities were down by 11 percent from the first quarter of 2009, which is largely the result of a drop in revenue from ballfields.
- ❖ The ballfields category experienced a 27 percent decline when compared to the same period in 2009. The synthetic turf ballfields were consistently booked during the first quarter of 2010; however, payment for field use was not captured in the first quarter and will be reflected in future reports. Another factor affecting the decline in this category is that with the poor economic climate, many sports leagues and teams are on tighter budgets and have become more selective when booking fields, either opting not to use synthetic fields or using them less frequently.
- ❖ Revenue from camping was up this quarter compared to the first quarter of 2009, when the campgrounds were closed due to flood damage. The yurts remain popular and are already reserved for nearly every weekend in the summer.
- ❖ Facility rentals revenue experienced a significant increase this quarter, which is largely due to rentals at the Preston Community Center. Through a renovation in 2009 and enhanced marketing efforts, the site has grown in popularity and brought in 17 percent more revenue over the first quarter of 2009.

Implementing Entrepreneurial Strategies



Overall, business revenues for the first quarter of 2010 were down slightly compared to the same period in 2009, which can largely be attributed to the transfer of facilities, such as pools, and to the trickle-down effects of a slow economy. The poor economic climate has affected all types of entrepreneurial revenue, from ballfield rentals to corporate partnerships. However, the Division has been looking forward and laying the groundwork for future partnerships and entrepreneurial activities for when the economy improves and companies start planning for 2011.

2010 business highlights include:

- ❖ The Division is anticipating meeting business revenue goals for 2010, thanks to a busy summer of entrepreneurial activities, including:
 - The Big Backyard 5K run/walk to benefit the Division in May
 - The return of Cirque du Soleil in June
 - The start of the trail racing season at Cougar Mountain Regional Wildland Park and Soaring Eagle Park
 - Camping
 - The 2010 USGA Senior Open at Sahalee in July 2010 (parking will take place at Marymoor)
 - The concerts at Marymoor summer outdoor performance series.
- ❖ The Division recently completed a small capital renovation project at the Weyerhaeuser King County Aquatic Center's Conference Center, updating the interior with new furniture and decoration, improving landscaping, and installing art from 4Culture. The Division expects that these changes will lead to more frequent rental of this facility for private events such as weddings and parties and thus, to stronger revenues.

Pursuing Gifts, Bequests, and Donations



2010 First Quarter gift, bequest and grant highlights include:

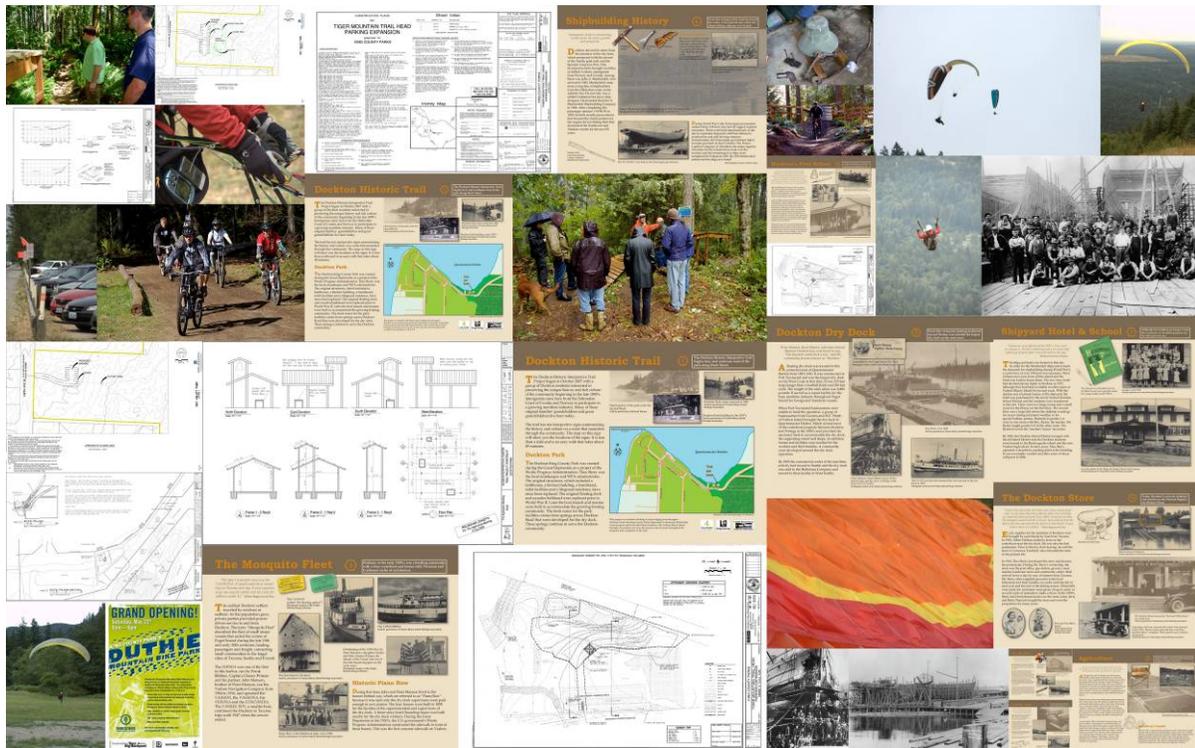
- ❖ The Division is working on grant agreements with funders for grants awarded in 2009, the activities for which will be carried out in 2010 – 2012. Grants include:
 - Land and Water Conservation Fund – Tanner Landing Park public access development, \$77,200.
 - Community Development Block Grant – Steve 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.

The Division and its CPG partners continue to work hard on preliminary project vetting, community planning, design development, permitting, and construction efforts for more than 40 projects. Some highlights from the first quarter of 2010 include:

- Design development has begun on synthetic turf conversions at Petrovitsky Park (Kent Youth Soccer Association).
- Permitting is underway for the Dockton historical project at Dockton Park (Vashon Historical Association and Friends of Dockton Park).
- Permitting is underway for trailhead parking and paragliding landing zone improvements at Tiger Mountain (NW Paragliding Club).
- Preparations underway for May 2010 grand opening of Duthie Hill Mountain Bike Park (Evergreen Mountain Bike Alliance).



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:

- The transfer of the maintenance agreement for Evergreen Athletic Fields to the Highline School District, which is the property owner, is complete.
- The transfer of the Evergreen Pool to the Highline School District is complete.
- On April 1, 2010, annexation of the North Highline South area to the City of Burien became official. It is anticipated that this will include the transfer of the following parks:
 - Arbor Lake
 - Hazel Valley
 - Hilltop
 - Puget Sound
 - Salmon Creek
 - Southern Heights
- The City of Kent is moving forward with the Panther Lake annexation, which is anticipated for July 2010. It is expected that this will include the transfer of the following parks:
 - North Meridian
 - Park Orchard
 - Green Tree
(including Green Tree Park Tract A Open Space)
- The City of Kirkland is moving forward with annexation, which is anticipated for 2011 and will affect a number of Division properties, including:
 - 132nd Square
 - Edith Moulton
 - Juanita Heights
 - Kingsgate
 - Windsor Vista
- Vashon Outdoor Pool – King County has reached agreement with the Vashon Park District and Vashon School District in which the county will transfer the pool to the school district who will contract with the Vashon park District for operation of the pool

Facilities under consideration for transfer include:

Park	Potential Jurisdiction
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
Hamm Creek	City of Seattle
Juanita Triangle	TBD
Kentlake Athletic Fields	City of Kent
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 Shorewood	TBD
Renton	City of Renton
Sierra Heights / Honey Dew	City of Renton
Site #1 Duwamish	City of Tukwila
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

Community Outreach and Involvement



King County Parks Volunteer Program

The volunteer program started off the year strongly with more than 135 scheduled events and a multitude of individual service hour opportunities taking place in 24 parks. Volunteer events consisted of trail work (48 events), restoration and noxious weed removal (25 events), and park maintenance and improvement (17 events). The King County Greenhouse and Nursery continues to draw hundreds of volunteers and hosted 45 events during the first quarter of 2010. All total, more than 2,400 volunteers provided 15,151 hours of service during the first quarter of 2010, a more than 30 percent increase from the same period of 2009, when 1,800 volunteers provided 11,570 hours service. However, due to factors such as weather, availability and readiness of projects, and volunteer interest, evaluating a volunteer program's success should not be limited to comparing only participation numbers from year to year.

From one-day work parties to continuing commitments, the Division offered a variety of types of projects for volunteers to participate in, such as trail maintenance, invasive species removal, habitat restoration, clearing litter, weeding, supporting the White Center Teen Center Program, potting and transplanting plants at the Greenhouse, helping prepare winterized amenities for re-opening, and opening and closing entry gates.

Project sites included: Grand Ridge; Taylor Mountain Forest; Soaring Eagle; Cougar Mountain Regional Wildland Park; Cavanaugh Pond; the King County Greenhouse and Nursery; Maury Island Marine Park; Log Cabin Natural Area; Island Center Forest; Cecil Moses Park; the Birdloop Trail and Community Garden at Marymoor Park; Green River Natural Area; Fall City Park; Ricardi Reach Natural Area; Spring Lake; Renton Park; Dorre Don Natural Area; Chinook Bend Natural Area; Tolt MacDonald Park; Steve Cox Memorial Park; North Shorewood Park; Kathryn Taylor Equestrian Park; and Duthie Hill Park.

Park and Trail Ambassadors

The Park and Trail Ambassadors continue their service by alerting staff to safety concerns and pertinent trail conditions, providing information to park visitors, organizing and leading volunteer events, and picking up litter in natural areas and on regional and backcountry trails. Three new volunteers have joined the Park and Trail Ambassadors Program during the first quarter of 2010 and two former Ambassadors have returned, bringing the total number to nearly 50 long-term, dedicated volunteers.

Community Partnerships and Grants (CPG) Volunteers

The Division benefits from the long-term relationships established through the CPG program, and CPG participant groups continue to harness the dedication and passion of its members to provide countless hours of volunteer service to maintain and improve parks. Examples include the Evergreen Mountain Bike Alliance (EMBA), which is building a mountain bike facility in Duthie Hill Park and helps maintain trails at multiple sites, and the King County Executive Horse Council, which devotes enormous amounts of time and energy to caring for horse amenities in the system.

2010 First Quarter volunteer involvement highlights include:

- ❖ Volunteer-driven efforts to remove invasive ivy from parks demonstrate the strong sense of stewardship that King County residents feel about their 'Big Backyard':
 - At Edith Moulton Park, for example, a neighbor and long-time user of the park, who himself has cleared ivy from about 30 trees this year, led a volunteer work party of students from Juanita High School's Environmental Club.
 - New to volunteering with the Division, students from Lindbergh High School's Key and Environmental Clubs also took ivy to task at Renton Park during the first quarter of 2010. This event, where students cleared an area of about 2,400 square feet, was organized by a former park neighbor and Lindbergh alumnus who was concerned about the ivy in the park and wanted to help eradicate it.

- ❖ Volunteers accomplished a remarkable amount of work at Tolt-MacDonald Park as part of the Tolt River Floodplain Restoration project, where more than 140 volunteers planted 1,500 native plants and shrubs, for a total of 7,000 plants planted there by volunteers since October 2009.

- ❖ A group of service learning students from St. Anthony's School completed their community service series with a work party at the King County Greenhouse in March. Throughout their eight-week service, they planted 400 native plants, transferred more than 800 red alders and removed some 20,000 square feet of blackberries.

❖ Groups that participated in volunteer events during the first quarter of 2010 included:

Community/User Groups

Boy and Girl Scout Troops
 Eastside Audubon
 Friends of North Shorewood Park
 Friends of the Cedar River Watershed
 Friends of the Trail
 Marymoor Community Gardeners Association
 People For Puget Sound
 Raging River Riders
 Sammamish Rowing Club
 Seattle Running Club
 Single Track Cycles
 Snoqualmie Valley Little League
 Various church groups
 Vashon Forest Stewards
 Vashon-Maury Island Land Trust
 Vashon Sportsman's Club
 Washington Geocachers
 Washington Trails Association

School Groups

Carnation Elementary
 Juanita High School
 Lindbergh High School
 Northwest School
 St. Anthony's School
 Tahoma Outdoor Academy
 University of Washington

Other Entities

Bellevue Hyatt Regency
 Microsoft
 Snoqualmie Indian Tribe



Community Outreach Initiatives



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

Electronic outreach

King County Parks and Recreation Division website

The Division continues to innovate through its website, integrating social media and other interactive elements to keep the site up-to-date and dynamic. During the first quarter of 2010, the Division, in collaboration with the King County GIS Center, completed phase one updates of 13 backcountry trails maps, which were made available for download from the Division's website.

King County Parks e-newsletter

The Division sends a regular email newsletter to an opt-in list with some 2,000 subscribers. This newsletter helps direct additional traffic to the Division's website and blog, while also highlighting upcoming events, recent news, and ways to get involved.

King County Parks and Social Media

Since 2009, the Division has been using social media tools such as Facebook and Twitter to interact and engage the public. The Division's Facebook fan base continues to grow and the Division regularly sends news items to be broadcast over the general King County News twitter account, which has more than 2,000 followers including media outlets, local non-profit organizations, and the general public.

www.parksfeedback.com

Through *parksfeedback.com*, the Division receives 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.

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Media Outreach

As part of the Division's new website structure, all pages within the website now include links to relevant press releases and media coverage. The list is generated automatically and is refreshed as new articles are published, contributing dynamic, up-to-date content.

King County Press Releases

During the first quarter of 2010, the following press releases were issued by the Department of Natural Resources and Park's Public Affairs Section on behalf of the Division:

- [Carbon sequestration project needs help with tree planting, Jan. 30 at Island Center Forest](#)
- [Event features a 'virtual' 5K; a fun way to exercise while helping parks and trails](#)
- [Weyerhaeuser-King County Aquatic Center hosts PAC-10 diving championships: KC Press Release](#)

Earned Media

The Division recorded at least ten instances of earned media during the first quarter of 2010, meaning that the Division or one of the Division's parks or trails received media coverage. Most coverage was from local print outlets, including the Seattle Times, Renton Reporter, and Vashon Beachcomber.

Other outreach initiatives from the first quarter of 2010

❖ In collaboration with King County Roads Services Division, the Division hosted a booth at the Cascade Bicycle Club's annual Bike Expo which was held on March 13-14, 2010, and attended by thousands of people. The display focused on mountain biking and backcountry trails, as well as debuting the King County Bicycling Guide Map, a project produced through the collaboration of the two divisions.