



INFORMATIONAL MEMORANDUM

TO: **Community Services & Safety**

FROM: **Rick Still, Parks & Recreation Director**

BY: **Tracy Gallaway, Parks & Recreation Manager**

CC: **Mayor Ekberg**

DATE: **March 15, 2021**

SUBJECT: **Tukwila Pond Master Plan Project Update**

BACKGROUND

The purpose of this project is to develop a long-term, all encompassing, master plan for Tukwila Pond that will serve as a road map both now, and into the future. This road map will be a visionary master plan with identified goals, partnership opportunities with surrounding businesses, conceptual designs, and realistic implementation strategies. The plan will outline specific phases or opportunities for development that will progress this site from current state to a regional attraction, and highly activated public space facilitating numerous amenities and methods of engagement for a multitude of users.

DISCUSSION

Beginning in October 2020, the project team began the work of site evaluation, inventory, and data collection. Work in this task includes site visits, data collection and review, and identification of regulatory constraints.

Once this base information was compiled, the project team was able to prepare for the initial public outreach process which includes presentations of collected data and provide an opportunity to ensure that the community gets a chance to be heard, provide meaningful input, and realize that they are a vital part of the design process.

Our community engagement process began in December 2020 by identifying various stakeholders inviting them to participate in the project. In Appendix A you will find our Communication Toolkit that helps us plan and track our community engagement efforts.

Additional people have been identified along the way and invited to attend meetings and/or provide feedback via surveys or direct contact with the project team. Below is a summary of the community engagement that has been done to date. Detailed meeting content can be found in Appendix B.

Community Engagement to Date

- December 16 – City staff stakeholder meeting #1 – Vision & Program
- January 13, 2021 – Project stakeholder meeting #1 – Vision & Program
- January 26, 2021 – Project stakeholder design charettes
 - Adjacent Property Owners Discussion
 - Water Quality & Habitat Discussion
 - Placemaking, Storytelling, Activation, Amenities, Culture & Community Discussion
- February 3, 2021 – Community Meeting – Vision & Program

Throughout this process we are utilizing information gained at meetings, through formal and informal conversations with community members and project stakeholders, and through surveys to hear from the community about their ideas, interests, needs and priorities for this park property. This information is then included in presentations and preferencing exercises, to shape the master plan for Tukwila Pond. After all stakeholder and community meetings the presentation and notes are emailed to meeting participants and posted on the Tukwila Pond Master Plan project website.

In March, we have begun our second phase of community engagement with the following activities planned:

Tentative 2021 Dates for Upcoming Council & Community Engagement

- March 15 – Community Services & Safety Committee - Project Update #1
- March-April – Stakeholder Engagement
 - March 8-30 – Stakeholder interviews with identified adjacent/surrounding property owners (conducted by City staff and the consultant team).
 - March 16 – City Staff Stakeholder meeting #2 – Review Alternative Designs
 - March 31 – Project Stakeholder meeting #2 – Review Alternative Designs
 - April 21 – Community Meeting #2 – Review Alternative Designs
- June 21 – Community Services & Safety Committee - Project Update #2
- July 21 – Community Meeting #3: Draft Master Plan
- August 16– Community Services & Safety Committee – Project Update #3
- September 27 (COW) – presentation of the Tukwila Pond Master Plan
- October 4 (Reg) – City Council adoption of the Tukwila Pond Master Plan

FINANCIAL IMPACT

None.

RECOMMENDATION

Discussion only.

ATTACHMENTS

Appendix A – Communications Toolkit

Appendix B – Community Engagement Plan Detail & Summary



Tukwila Pond Master Plan

October 2020 – October 2021

Communication Toolkit

Toolkit Purpose

This toolkit is intended to support the Tukwila Pond Master Plan in communication efforts with Tukwila residents, businesses, and those that play in Tukwila. The information in this document provides an outline for communication efforts to support positive interactions with the public. This toolkit also provides guidance on data gathering to be able to share the story of the project from start to completion.

Included in the kit are the following:

- Project Description, pg. 2
- Communication needs, pg. 3
- Basic messaging and talking points
- Communication timeline
- Data gathering and tracking

Project Staff

If you have questions or need assistance, please contact the following staff.

Lead Project Staff

Tracy Gallaway

Communications Staff

Stephanie Brown (Gardner)

Project Description

- **History:** Tukwila Pond is a 20-acre parcel located within the Tukwila Urban Center. The pond is surrounded by retail and industry and has become an important wildlife habitat location for birds, small reptiles, and small mammals. There two main access points for humans however throughout the past several years the park has seen significant overgrowth and has attracted negative attention with graffiti, drug use, and homeless encampment. Various studies have been performed throughout the years, and there have been various initiatives to create more access to the pond while protecting habitat.

- **Relation to PROS Plan:**

Pg. 32: PA5. Incorporate recreational uses at Tukwila Pond; consider perimeter pathways around the pond with trail connections, kayak launch, and equipment rental. PA6. Increase Green/Duwamish River and Tukwila Pond visibility, orient adjacent businesses towards the water, and explore business partnerships to support water related activities.

PA7. Implement the vision for Tukwila Pond by developing a master plan for this site based on the Tukwila Pond Concept (see the Tukwila Pond Potential Park Vision). Convene a committee consisting of property owners and businesses, public agency leaders, advocates, and users to build private and public partnerships for capital investment and long-term support, and to sustain momentum to complete site improvements and improve the quality of park edges. Explore business partnerships to arrange portable vendors, such as food trucks and coffee carts.

Pg. 34: Graphic representing potential of pond

Technical Supplement Recommendations

E-4:

Tukwila Pond Park

- Develop Master Plan for site and develop regional attraction elements and venue space for events.
- Use the site concept to guide long-term improvements to park and investments by neighboring property owners and businesses.
- Improve signage and wayfinding to site from major cross streets surrounding park.
- Add developed field/activity space at the northwest corner for gathering and informal play.
- Conduct natural area and habitat enhancements.
- Build a continuous and accessible pathway around pond.
- Work with surrounding property owners and businesses to redevelop uses along property edges to face the pond with ground floor uses that provide direct connections and access to the public portion of the site.
- Improve water quality then consider offering interactive elements for water recreation (i.e., hand boat launch, small craft concessions and rentals, aerification fountains).

Project Goals: The goal of this project is to work with stakeholders to develop a masterplan to guide redevelopment throughout the next 5-10 years.

Project Details: This project is for the development of a masterplan; J.A. Brennan was hired to develop the plan. A strong community engagement effort will occur to ensure community, business, and city staff are provided several opportunities to provide input throughout plan development.

Communication Needs

Select all items that need to be completed for this project:

- Kick off meeting.
- Public events specific to project: meetings, workshops, other type of events
 - Post on city calendar
 - Create social media event.
 - Create poster/flyer/postcard.
 - Directly ask for attendance
- Neighborhood, park, or user group direct communication
 - Postcard: Virtual postcard
 - Poster
 - Park banner
 - Meeting at Park
 - Door knocking
 - Other _____
- General Public Communication
 - Postcard
 - Poster
 - Banner
 - Newsletter: Parks & Recreation
 - Newsletter: Community Organizations, examples: school district faith-based newsletters, chamber of commerce, apartment complexes, etc.
 - Press Release
 - Community Letter
 - Website Updates
 - City blog post
 - Social Media (see below)
 - Other _____
- Social Media
 - 1-2 Social media posts: simple park improvements = paving pathways, adding new benches
 - Share to local groups
 - 3-4 Social media posts: posts will share project information, how the public can become involved, and all public meetings.
 - Shared to local groups
 - 5-6 Social media posts: larger existing park projects: turf field, park redesign
 - Share to local groups.
 - 7+ Social media posts: new park
 - Share to local groups periodically.
- Project wrap event
 - Community event w/ ribbon cutting.

- In-house ribbon cutting type of event.
- Virtual event
- Other:

Basic Messaging and Talking Points

Use this language with staff and public to describe this project, it can be adapted to meet various audience needs.

- Tukwila Pond Park is a 25-acre hidden gem, centrally located in the very heart of the Tukwila Urban Center. There are several hotels, restaurants, retail establishments, including the Westfield Mall, and healthy industrial areas located adjacent to, or in very close proximity to, the park. It is fittingly located to serve as a prime destination for people that live, work, visit, shop, stay, and play in Tukwila. In the fall of 2020, the City of Tukwila’s Parks and Recreation Department contracted with J.A. Brennan to develop a long-term, all encompassing, master plan for Tukwila Pond Park. Together with community stakeholders, residents, business leaders, and city officials, a solid plan will be developed to help guide future development.
- Have you visited Tukwila Pond Park recently? Maybe you have not because you have never heard of the park. Maybe you have and you were disappointed with its current condition. Many of us agree, Tukwila Pond is a hidden gem, and we are looking for individuals to help us reimagine this unique park. Your ideas and guidance can help turn Tukwila Pond into a place that people want to visit and spend their leisure time. Learn more about joining a group of stakeholders to help develop the 2021 Tukwila Pond Master Plan by sending an email to ParksRec@TukwilaWA.gov or calling 206-767-2305

Communication Timeline & Tracking

Date	Tool	Content	Notes
December 2020	City Website	Launched Tukwila Pond Project Page	
12/22/20	Facebook	<p>Have you visited Tukwila Pond Park recently? Maybe you have not because you've never heard of the park. Maybe you have and you were disappointed with its current condition.</p> <p>Many of us agree, Tukwila Pond is a hidden gem and we’re looking for individuals to help us reimagine this unique park.</p> <p>Your ideas and guidance can help turn Tukwila Pond into a place that people want to visit and spend their leisure time.</p> <p>Learn more about joining a group of stakeholders to help develop the 2021 Tukwila Pond Master Plan by sending an email to ParksRec@TukwilaWA.gov or calling 206-767-2305</p>	Reached 326 people, 20 reactions, 2 comments
January 2021	City Website	Updates to page as needed. Added translated mini flyers (in mid- January) announcing the plan and providing details for how to become involved/request translation	
January 2021	E-Hazelnut	Information about community meeting was included in the e-Hazelnut. City of Tukwila E-Hazelnut Newsletter for January 2021 (constantcontact.com)	

1/5/21	Constant Contact	TPR Department e-news. Mentioned master plan for Tukwila Pond. https://conta.cc/3ngEnu1	Distributed to 3355 email addresses, 33% open rate and 20 unique clicks on a link leading to the project webpage.
1/11/21	Google Form	Dylan Mahler, Student Rep for the Tukwila Arts Commission, developed and distributed a survey for students at Foster High School asking about their thoughts/experiences with the park. Survey responses can be found Tukwila Pond Foster Community Survey (Responses) (tukwilawa.gov)	24 students responded and 8 indicated they would be interested in attending the February 3 rd Community Meeting.
1/20/21	Translated flyers	Flyers were translated to describe the project and provide information for how people can seek additional translation to become involved. Posted on City website, included in social media post, and worked with staff to help distribute in Tukwila. https://www.tukwilawa.gov/departments/parks-and-recreation/projects-plans-and-documents/	Languages include:
1/20/21	Survey	Developed online survey, sent in follow up email to community meeting, posted on project web page, and sent in multiple direct emails. Link to results: PR-Tukwila-Pond-Community-Survey-Results-2021.pdf (tukwilawa.gov)	Survey yielded 44 responses.
1/21/21	Constant Contact	Community Meeting RSVP/Lead Generation Page https://lp.constantcontactpages.com/su/y4KiZf8/TukwilaPond	176 views, 66 sign-ups Note, this was the way people signed up to attend the 2/3 Community Meeting.
1/27/21	Facebook Event	A new master plan is being developed to guide the future of Tukwila Pond Park. Please join us to share your ideas for how you would improve this hidden gem. RSVP by visiting: https://lp.constantcontactpages.com/su/y4KiZf8/TukwilaPond For More Info: ParksRec@TukwilaWA.gov or 206-767-2305 Translation: To request translation for the meeting, please call 206-406-6692. Deadline to request is Feb. 1, 2021	Event reached 1882 people, 40 people responded to the event (11 attended from this post, 29 people selected interested. Link to event: https://fb.me/e/MyAq1mzZ
1/27/21	Direct Email: Constant Contact	Virtual Postcard (project specific): https://conta.cc/2YjidRU	Sent to 85 people (including stakeholders) and they were asked to share. 66% open rate
1/28/21	Direct Email: Constant Contact	Tukwila Senior Scoop (email version). Link: https://conta.cc/2Ynsus9	Distributed to 741 email addresses, 49% open rate and 22 unique clicks on a link leading to the project webpage.
1/28/21	Facebook Post (sharing event)	We have an important community meeting next Wednesday, February 3, 2021 and would like you to join us! A new master plan is being developed for Tukwila Pond Park. Your ideas will help shape the plan and may guide future development.	Reached 89 people, 2 reactions, 7 post clicks

		The meeting will be held via zoom, RSVP by visiting: https://lp.constantcontactpages.com/su/y4KiZf8/TukwilaPond	
1/29/21	City News/Headlines Post	City blog post to announce upcoming community meeting and provide information for how to participate (virtually).	Link: https://www.tukwilawa.gov/join-us-for-a-virtual-community-meeting-for-tukwila-pond-park-on-feb-3-2021/
2/3/2021	Direct Email: Constant Contact	Email to Tukwila Pond Community Meeting attendees w/ zoom info	
2/5/21	Direct Email: Constant Contact	Email to Tukwila Pond Attendees – recap of meeting	Sent to 62 ppl, 77% open rate
2/5/21	TPR Facebook	<p>We are in the process of developing a new master plan for Tukwila Pond Park. What is a park master plan, anyway? A master plan is a comprehensive document that includes site history, environmental review, community input, conceptual design, and recommendations, and much more. The result is a tool that will guide future decision making and development.</p> <p>Exciting, huh?? Ok, maybe it does not sound exciting but when you visit your favorite parks, keep in mind there is often a master plan behind what you see, feel, and experience.</p> <p>One of the most important aspects of a master plan is community input - this is your park, after all! If you have creative ideas, thoughts, or suggestions for how this park could look in the future please share them with us. Share here: https://www.surveymonkey.com/r/TukwilaPond</p> <p>Follow the master plan process by visiting: https://www.tukwilawa.gov/.../p.../projects-plans-and-documents/</p>	Reached 287 People, 9 reactions, 1 share
2/5/21	Web Updates	Web updates after community meeting.	

Data Gathering & Tracking

- Before and after photos – [flyover video from 1.14.21](#)
- Before situation (ex. invasive plant overview)
- After situation (ex. native plants added, restoration facts,
- Track resident, business, organization participation in planning process
- [PROS Plan \(Adopted 2020\)](#)
- DCD Comprehensive Plan, specifically the Sub-area plan for Tukwila Urban Center, transportation plan
- Tukwila Residential Neighborhoods [map](#)

Tukwila Pond Master Plan - Community Engagement Plan Detail & Summary

City staff from various department (Economic Development, DCD, Community Engagement and Parks & Recreation) identified potential stakeholders (anybody who can affect or is affected by an organization, strategy, or project). Initially, there were about 35 individuals or groups on the stakeholder list, but as we began outreach the list grew to more than 50 stakeholders. Several of the stakeholders represent multiple categories.

To date our engagement efforts have included these community members:

- | | |
|--|--|
| <input type="checkbox"/> Tukwila Residents | <input type="checkbox"/> Muckleshoot Tribe |
| <input type="checkbox"/> Foster High School Students | <input type="checkbox"/> Community Based Organizations |
| <input type="checkbox"/> Arts Commissioners | <input type="checkbox"/> Surrounding Property Owners |
| <input type="checkbox"/> Parks Commissioners | <input type="checkbox"/> Neighboring Property Owners |
| <input type="checkbox"/> Equity & Social Justice Commissioners | <input type="checkbox"/> Business Community |
| <input type="checkbox"/> Human Services Advisory Board Members | <input type="checkbox"/> Tourism Community |
| <input type="checkbox"/> Planning Commissioners | <input type="checkbox"/> Local Artists |
| <input type="checkbox"/> Duwamish Tribe | <input type="checkbox"/> Environmental Habitat Experts |
| | <input type="checkbox"/> City Staff - All City Departments |

Timeline of Community Engagement

The goal of the first set of meetings was to discuss the current site conditions, explore potential for easements, acquisitions and potential for zoning changes, ideas for activating the space, and preliminary site development for community input and preferencing.

Due to COVID-19 all planned activities are occurring using virtual meeting platforms.

City Staff Stakeholder Meeting - December 16, 2020

City staff stakeholders representing all departments were identified by Department Directors and invited to attend. 16 staff participated in the meeting providing feedback regarding the presentation as well as identifying additional community stakeholders to invite to the project.

Project Stakeholder Meeting - January 13, 2021

The first stakeholder meeting was held on January 13th. There were almost 40 participants that listened to the presentation and gave ideas and input to the project team. The presentation and meeting notes were sent out to all attendees and posted on the project page of the City website.

Project Stakeholder Design Charettes - January 26, 2021

Stakeholders were invited to participate in a design charette on January 26th. There were three separate charette's held so that each session could focus on specific topics areas and included subject matter experts from the design team (stakeholders could sign up for multiple sessions):

- Charette for Adjacent Property Owners Discussion (15 people)
- Charette for Water Quality & Habitat Discussion (24 people)
- Charette for Placemaking, Storytelling, Activation, Amenities, Culture & Community Discussion (24 people)

Community Meeting - February 3, 2021

A community meeting was held on February 3rd which included a brief history of the project, presentation by the consultant team and breakout room discussion with attendees to discuss preferencing on key project elements. There were 48 people that attended the meeting (including staff and consultants).

Below are the discussion questions used in the breakout rooms:

1. Can you think of an activity or element that would be a **big draw** for the community to the park space? Is there an amenity that could serve as a focal point at the park? How can we activate the space?
2. Regarding **water quality**, how important is the open water aspect of the pond to you? In time (5-15 years) the pond will eventually become a marsh environment if allowed to go through its natural processes, reducing open water area.
3. The City has several park spaces available where a variety of **events** can be held. Given the limited developable park land would you like to see an outdoor event space or environmental learning space or community hall as an amenity to activate the site?
4. Do you see an opportunity to express and celebrate the diverse **culture** of Tukwila in this park? What activities or amenities should be considered?

The presentation and meeting notes were sent out to all attendees and posted on the project page of the City website.

Survey

A survey was developed to provide additional opportunities for the community to provide ideas, interests, needs and priorities for this park property. To date there have been 44 survey responses. Additionally, Dylan Mahler, Student Rep for the Tukwila Arts Commission developed and distributed a survey for students at Foster High School asking about their thoughts/experience with the park. 24 students responded and 8 indicated interest in attending the community meeting.

Tentative Dates in 2021 for Upcoming Council & Community Engagement

- March 15 – Community Services & Safety Committee - Project Update #1
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- July 21 – Community Meeting #3: Draft Master Plan
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