



ForeverGreen Trails

Connecting Pierce County Communities with Trails

Board Meeting Agenda

August 14, 2019

12:00 to 1:30 p.m.

Metro Parks Tacoma Headquarters, 4702 S 19th St, Tacoma

Sustainability Committee (previously called Organizational Development)

Jane Moore & Terry Reid met; discussed financial status and plan for contacting past sponsors & organizational members to renew and contacting potential new sponsors & organizational members. Also discussed future board members, officers, & staff for organization.

Board Meeting

Terry called the meeting to order at 12:09 PM.

Attending: Miae Aramori, Tacoma-Pierce County Health Department; Mary Dodsworth, City of Lakewood; Roxanne Miles, Pierce County Parks; Alan Carter Mortimer, Washington Trails Association, Vice President/Secretary; Kim Oman, Chambers Creek Foundation; Shawn Phelps, Pierce County Planning and Public Works; Terry Reid, President; Jackson Skinner, MetroParks Tacoma

Excused: Bob Myrick, TWBC; George Walk, Treasurer

Staff: Larry Leveen, Jane Moore

Presenter: Tiffany Odell, Pierce County Parks

August Trail Presentation: Pierce County Parks, Recreation, & Open Space (PROS) Plan Update

Tiffany Odell, Planner, Pierce County Parks

PROS Plan is the big picture, a long-range plan; not specific details for any project.

Draft not yet out for public comment; putting on final touches and internal review. Hope to get posted for on-line comment this month. Long term planning document; outlines priorities for 2020-2030; updates every 6 years to stay eligible for RCO grants. Adoption process starting in fall. Must be adopted by March 2020. Must have inventory, needs assessment, capital improvement plan; includes trails plan. Will not hold public meetings, but Tiffany is happy to present to groups. Comment by end of September; plan will then go to Planning Commission & Parks Board in October – both groups serve an advisory function & hold formal public meetings – will provide recommendations to council; to council early 2020. Interested party list will go through process with the draft plan. Parks will also send notices of meetings.

Current system inventory: 532 acres linear parks & trails; mostly undeveloped land; 2877 acres undeveloped, 2306 acres open for public use. Regional parks 1057 acres – Spanaway & Chambers Creek; Carbon River resource land.

Demand & need assessment: what, how much, where?

Public engagement, usage, trends

Population, demographics, inventory, access/distance, gaps

Benchmarking, persons per facility, miles, or acres

This is first time plan is based on known level of funding based on park impact fee revenue.

Service area based on type of park: local, county, regional.

Recreation Management Zones: West, North, Southeast, Central. Each includes urban & rural areas. Boundaries align with community plan boundaries; not council districts. There is a hub for services in each area. Community plans are subarea plans and part of comp plan; developed in early 2000's; 4 currently being updated.

Key findings will fit into Capital Facilities Plan; also have list of projects from park impact fee legislation. Zone 4 – Parkland, Spanaway, Midland – has greatest need, most negative health factors. Zones 2 & 3 need more for youth. All zones need walking facilities & trails. Zone 2 includes Foothills Trail so has highest LOS for trails; also greatest demand for additional trail miles.

Where & how much are very data driven; benchmarking; may not be most requested trail improvements.

Pierce County has a lower rate of parks and trails than peer communities.

Important to coordinate spending of park impact fee funds with area they were collected from. No hard restrictions but can't share with other park districts unless for regional facility. Pierce County is primary provider in Zones 3 & 4. Zone 1 almost entirely served by other providers, so Pierce County focuses on regional facilities.

Trails Plan update: policy focused; some trail classifications, prioritization criteria, projects. Trails Prioritization Criteria developed in 2018. High priority if expand existing trail network to destination point(s); expand existing trail network in partnership with other jurisdiction(s)/organization(s); or connect two or more destination points in partnership with other jurisdiction(s)/organization(s).

Short term trail projects – in CFP: Chambers Creek Canyon Trail; Foothills Trail-Gale Creek Canyon Study; Foothills Trail-Link to Riverwalk Trail and Puyallup Trailhead expansion; Foothills Trail-White River Bridge; Parkland Urban Core Trail (PLU & Washington High School to Sprinker); and Pipeline Trail-72nd & Waller to South Hill (94th & 128th).

Details can be found online at www.piercecountywa.gov/PROS

What type of feedback would be most important/valuable? Knowing community support for certain trail sections; where things were missed; would like to have organizational and individual input. Does this truly represent community input/desires as you know them?

FGT Board will dedicate time on September agenda for review & comment to develop organization's response to the draft plan.

Consent Agenda includes July minutes; financial report; and Staff Reports. All were included with agenda. Jackson moved to approve; Mary seconded; motion passed.

Status of current work plan available at: <https://drive.google.com/file/d/1ZJOIyEMgaSuVAirTgNvZRI9G-2Oka1Q9/view?usp=sharing>

Pierce County Trails Day Debrief

Larry thanked PC Parks for their participation; there was an impressive turnout at Meeker trailhead. PC Parks were also a standout partner for promotion and social media. Participation spreadsheet reviewed (<https://drive.google.com/file/d/1RbKGXhjrSvhTlbfAIP7fpVhgymOGiL/view?usp=sharing>).

Total estimated participants over 700 people; 60% from county's East Puyallup event – may have been because this is terminus – people went out then came back and visited booths. In Orting, more people were just passing through and didn't stop. A few events with no takers – Ft Steilacoom interpretive walk – not sure why. Comments/feedback included. Larry will use comments to aid planning in future; create recipe for organizing event. In the future, we need better match of number of events and number of give-away items so there are enough for all events. Attendance at Orting was minimal; FGT efforts were duplicated by PC Parks. We should consider what we want to promote in addition to our organization – healthy activities, can be trail advocate in your community, other? Designate high-priority events for board members to attend.

Larry collected pictures; kept best ones sorted by event; will use in social media posts. Past photos on Google Drive are hard to use because they are not labelled; Jane will label them.

Pierce County Trails Conference Planning Update

No changes since last month. Reminder of silent auction; each board member should consider making a donation. Mary Reid will coordinate again this year.

Fund Raising Update deferred until next month.

Trail Updates & News

The Great American Rail Trail is a cross-country trail being designed by the Rails-to-Trails Conservancy (RTC). RTC & Jon Snyder, Governor's outdoor recreation adviser, held a meeting to discuss the route west of the terminus of the Palouse to Cascades (John Wayne) Trail. Larry attended on behalf of FGT; Roxanne also attended. The plan is to link into existing trails; most discussion was of a northern option. RTC wants to have only a single designated route. Southern route was not as well represented; RTC may have thought that numbers of attendees indicated support. Hope they will do thorough assessment of options. They do have a criteria sheet but may not have time to fully evaluate both options. Northern route does not primarily use rail routes; uses ferry for part. Southern does mostly use rail routes. Larry has meeting set with people from Thurston & Lewis Counties to discuss.

A letter from FGT might be helpful – plans exist, please evaluate thoroughly before making decision. Larry will draft letter for review at next EC meeting then present to board. Paul Simmons from Olympia is incoming president for WRPA; Jon Snyder in governor's office is king pin in efforts. State trails commission & State Parks Commission have been active and have existing plan; that plan not considered by RTC. Could put plan back out there and have official state tool be used. Roxanne & Paul meeting with Jon next week. State decision on trail will influence RTC.

Jackson – MPT will be having more conversations with City of Tacoma on Ruston-Schuster gap; first meeting will be 8/29.

Meeting adjourned at 1:35 pm.

Trails Conference Planning Committee

Mary Dodsworth, Larry Leveen, Alan Carter Mortimer, Jane Moore, Terry Reid

Jane will contact keynote speaker Craig Romano with questions. Would he do book signing in the hour before conference starts while walk happening? Does he have any other events scheduled while here? What will be the content of talk? Can he coordinate with theme of conference – Sustainability & Stewardship, trails as resource to community? Would he donate book to silent auction?

Jane will contact McMennamin's regarding sponsorship, donation of hotel room, and/or donation of silent auction item?

Mary will contact Dean Burke, Tacoma Visitors Center, regarding hotel room for speaker.

4 Quadrants section – Roxanne will help, we will base quadrants on county's regions. Mary will send save-the-date to PC Parks Directors group, mention plan for presentation, and ask for new projects. Mary can contact people from each zone to find lead and input. We could have a large map posted with the 4 zones color-coded; there will be a color dot on name tags for first group; large table and space for 1-2 easels for each group. Mary will work with Roxanne to begin setting up groups for each zone.

Silent auction – Mary Reid will manage again. Jane will provide same forms as last year. Need people to follow through with encouraging others and reaching out to small businesses for contributions. Need to plan timing. Be sure to let attendees know it is happening. Discuss at next EC meeting and Sept board meeting.

Time for panels – 45 minutes – is this really enough for 3 presentations or would 2 be better? Either would be OK. Alan will confirm panelists names.

Remind people what to bring: water bottle, business cards

Review bids and select caterer; be sure facility provides beverages. Be sure stage has adequate space for speakers; plan set up for 4 quadrants section; will staff person be present during conference; do they have sandwich boards?

Promotion of event: contact Matt Driscoll, contact KNKX, social media; developing media contact list. Posters? For Foothills trailheads, libraries, YMCA's. Mary thinks are expensive; wonders if we have time and resources to print & post. Create poster-like announcement that individuals can print and post. Should be in color; need to have consistent look & feel, look professional. Print a few copies to have at next board meeting for board members to take and post. Alan can print some at WTA; 8 ½ x 14 "; will be on regular paper, not heavy stock; print 30-50. Larry will draft and send for review.

Have we outgrown Pierce County for Trails Conference? Should it be a South Sound Trails Conference? Consider for next year. Mary can invite professionals from King County and Thurston County. Larry will contact WRPA. Might need to consider expanding length if we expand area.

Terry will create evaluation form for conference. Will add question about South Sound Conference.

Committee meeting adjourned at 2:30 pm.

July Staff Reports

Executive Director Report – Jane Moore

Spent most of July after July board meeting traveling to visit friends and family and enjoy the outdoors. Completed minutes for July board meeting; followed emails and responded as needed. Also completed usual financial work including payroll, quarterly state & federal tax reports and payments, and financial updates for treasurer and executive committee.

Project & Communications Coordinator Report – Larry Leveen

- a. Lakewood Farmer's Market: Tabled on 7/9. While I did speak with some folks and get a few newsletter signups, the ROI for tabling is pretty low. Social media is a more powerful way to do outreach (see below).
- b. AT COI – Represented FGT at meeting: County Parks staff briefed the group on the PROS plans update and took questions. As the draft plan will not be available until late August, the next AT COI meeting will likely be cancelled. They are planning to read the draft when available and make recommendation notes for AT COI members. An idea for a subgroup of the AT COI focused on this came up due to the importance of this plan. COI members might have different perspectives/recommendations on the plan draft, however and are encouraged to read it themselves. The "prioritized project list" that was circulated was not even used in the discussion that day it was merely an informational resource for background information.
- c. Outdoor Sports & Recreation Council – I represent Evergreen Mountain Bike Alliance on this group and attended my first meeting recently. Public access to County-owned parkland was discussed. Terry suggested a phone meeting with the Executive Committee and staff.
- d. Yelm Prairie Line Trail Update
 - i. I was notified that our/Roy's grant request is being recommended for funding. Funding decision to be made in the fall.
 - ii. Roy's Mayor McDaniel is talking up the trail project and engaging electeds & BN.
 - iii. The Nisqually Indian Tribe: Their parks and recreation committee is recommending that the Tribal Council endorse this project.
 - iv. Backcountry Horsemen of WA Pierce Chapter July Meeting: I attended and gave them a presentation about the trail. I clarified that the focus of the grant was an initial feasibility study that could include the question of including equestrian use in the 100-foot right-of-way. There was interest and good discussion about designing to minimize potential user conflict.
- e. Pierce County Trails Day
 - i. Very busy with press releases, social media cross promotion, eNewsletter to our mailing list, communicating and coordinating with event hosts. We ran out of bags of giveaways so some hosts didn't have any. I notified Jane and we strategized about using the resources we had. I sent apology emails to those who didn't get promo items.
 - ii. Have heard back from a few board members about which events they will attend.
 - iii. Haven't seen board member reposts of the events on social media. We might need a crash course for the Board on leveraging social media. Perhaps Jackson could lead that or be a resource. I have asked to meet with him.
 - iv. Received Lakewood's proclamation and Jackson received Tacoma's proclamation.
- f. Trails & Tails
 - i. I shared an idea with Jane about a social media cross-promotion with Mud Bay, a NW pet food store with ~5 locations in Pierce County (and many more in WA & OR): Get people to post pictures featuring them and their dog (or cat!) enjoying a trail together. The post would include a brief statement of why they love trails and sharing a walk (or ride?) with their pet and would be accompanied by "#trailsandtails". The contest part would entail minor merchandise prizes (or gift cards?) from Mud Bay for the best photos. Winners would be posted on both social media channels. ForeverGreen would gain exposure and also be able to use all pictures and text submitted in promoting trail usage.