



PARK BOARD AGENDA
Community Center
1808 Main Street, Lake Stevens
Monday, July 11, 2016

CALL TO ORDER: 6:00 pm

ROLL CALL:

GUEST BUSINESS:

ACTION ITEMS: A. Approval of April 11, 2016 Minutes* Park Board

DISCUSSION ITEMS:

BOARD MEMBER
REPORTS:

STAFF REPORT /
DIRECTOR'S REPORT: A. Safe Biking Program
B. Lake Stevens Community Garden, Community
C. Foundation of Snohomish County
D. Park Project Update
E. Parks Coordinator

COUNCIL REPORTS:

ADJOURN:

PROPOSED FUTURE
AGENDA ITEMS:

*ITEMS ATTACHED

**ITEMS PREVIOUSLY DISTRIBUTED

#ITEMS TO BE DISTRIBUTED

THE PUBLIC IS INVITED TO ATTEND

Special Needs

The City of Lake Stevens strives to provide accessible opportunities for individuals with disabilities. Please contact Steve Edin, City of Lake Stevens ADA Coordinator, (425) 377-3227, at least five business days prior to any City meeting or event if any accommodations are needed. For TDD users, please use the state's toll-free relay service, (800) 833-6388, and ask the operator to dial the City of Lake Stevens City Hall number.

CITY OF LAKE STEVENS
PARK AND RECREATION PLANNING BOARD
REGULAR MEETING MINUTES
Community Center
1808 Main Street, Lake Stevens
Monday, April 11, 2016

CALL TO ORDER: 6:00 pm by Chair Carl Johnson

MEMBERS PRESENT: Carl Johnson, Jim Kelley, Leland Adams, Marlene Sweet and Terry Van Wyck

MEMBERS ABSENT: Roger Schollenberger and Chris Jones

STAFF PRESENT: Interim Planning Director Russ Wright, Economic Development Coordinator Jeanie Ashe and Permit Specialist Casey Howell

OTHERS PRESENT: Kathy Holder

Excused Absence Motion by Board Member Van Wyck to excuse Roger Schollenberger and Chris Jones, seconded by Board Member Sweet, motion carried 5-2-0-0.

Guest Business None

Action Items

Approve February 8, 2016 and March 7, 2016 Minutes

Motion by Board Member Kelley to approve the minutes, seconded by Board Member Van Wyck, motion passed, 5-2-0-0.

Catherine Creek Sign

Staff is requesting a recommendation from the board to allow a sign for restoration done by Adopt-A-Park to be posted at Catherine Creek Park. An example of the sign was provided to board.

Motion by Board Member Van Wyck recommends moving forward with recommendation, seconded by Board Member Kelley, motion carried 5-2-0-0.

Commercial Uses

This recommendation allows city to go into pilot program to allow commercial uses in parks through a concessions contract. Board member Leland suggests changing title of ordinance chapter to reflect "services" in addition to refreshments and merchandise. Minimal amount of code work being performed right now to move forward with pilot program. This will give direction and guidance for future commercial use in parks.

Motion by Board Member Kelley recommends moving forward with a recommendation to City Council allowing commercial uses in City parks, seconded by Board Member Adams, motion carried 5-2-0-0.

Discussion Items

Board Member Reports None

Staff Reports

Park Updates

Cavelero

Park design will be completed by the middle of this year, permitting is slated for the fall, and the final plan should be ready for construction early next year. City has been approached by BMX group to get open sooner in the process. Design concepts will be coming to the Park Board for consideration, the city has no updates at this point.

Lundeen

Lundeen Park improvements are underway. The Visitor Information Center should be open in about a month. It will accommodate the city's Economic Development Coordinator and the Chamber of Commerce. In addition, there will be a concept plan created for the park that will be brought to the Park Board. Overcrowded and hazardous trees are being removed for safety and visibility; a plan for tree restoration will be put into action later in the year.

Frontier Heights

City is having conversations with an outfit called Universal that will be bringing a proposal to enter into a contract to research the acquisition of Frontier Heights later this year. They would remove old play equipment deemed unsafe, provide a thorough assessment of site/facilities and discuss future redevelopment of park. Holder suggests teaming up with soccer club for use.

Citizen Advisory Committee

The City is closer to launching into the subarea plan, received 5 proposals from consultants. One item will be concept plan for North Cove and pedestrian trail system for downtown. Citizens Advisory Committee would ideally be composed of citizens, business owners, property owners, and people with technical expertise in the community.

Council Reports None

Adjourn Motion by Board Member Van Wyck to adjourn at 6:30 p.m., seconded by Board Member Adams, motion carried, 5-2-0-0.

Proposed Future Agenda Items

Carl Johnson, Chair

Casey Howell, Permit Specialist



LAKE STEVENS CITY COUNCIL
STAFF REPORT

Council Date: **Agenda** July 11, 2016

Subject: "Bike Lake Stevens" Strategic Initiative

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|-----------------------------------|---|-----------------------|-----|
| Contact Person/Department: | Ryland Ploeger, Economic Development Intern | Budget Impact: | TBD |
|-----------------------------------|---|-----------------------|-----|

RECOMMENDATION(S)/ACTION REQUESTED OF COUNCIL: Approve implementation of the "Bike Lake Stevens" strategic initiative, including creation of city signage and marketing items.

SUMMARY/BACKGROUND: The City of Lake Stevens will implement a marketing and infrastructure strategy to further the City's goal of attaining a "cycle-friendly community" designation. Methods of creating bicycle infrastructure include posting relevant signage on roads heavily used by cyclists and in neighborhoods with large numbers of child cyclists, and creating protected bicycle lanes. Marketing campaigns targeted towards increasing awareness of road & child cyclists are a necessary aspect of increasing safety for cyclists and usage of newly-constructed bicycle infrastructure.

"Bike Lake Stevens" is a dual track campaign targeting two populations: road cyclists, and child cyclists, referred to as "Little Riders". Separate risk areas and signage will be identified to best protect each population. Similarly, separate marketing campaigns will increase awareness of amenities catering to each population, and increase driver awareness of each population's presence on roadways. Each campaign will feature social media/online advertising, press releases sent to local news outlets, and deliverable signage. The "Little Riders" campaign will also feature a bike rodeo event in partnership with key local stakeholders.

Utilizing a neighborly tone and emphasizing Lake Stevens' cycling infrastructure throughout this campaign will both cement Lake Stevens' reputation as a welcoming, cycle-friendly community, and increase awareness of the City's recent actions towards increasing cycle-ability. The "Bike Lake Stevens" campaign will draw cyclists and families for outdoor recreation, generating increased revenue for local businesses and demonstrating the City's willingness to improve recreation infrastructure to City residents.

APPLICABLE CITY POLICIES: N/A

BUDGET IMPACT: TBD

ATTACHMENTS:

- ▶ Exhibit A: "Bike Lake Stevens" Strategy Report

Bike Lake Stevens Strategic Initiative

Creative Methodology Report

Objective: Increase Lake Stevens' bicycle safety for all riders.

Several cohorts of bicycle riders currently enjoy Lake Stevens' wide roads, suburban paths, and rural bike trails. Primarily, Lake Stevens' bike-riding population consists of:

- a) road cyclists, and
- b) children on bikes.

Due to the diversity of these two major groups and their divergent bike safety needs, the Bike Lake Stevens Strategy contains two separate, correlated work plans, each designed to address the needs of a specific cohort of riders. To ensure clarity throughout this report, the strategy targeted to road cyclists will be referred to as **Bike Lake Stevens**, and the strategy targeted to children on bicycles will be referred to as **Little Riders**. Specific objectives within each campaign include:

Bike Lake Stevens:

- a) Increase length of protected bicycle lanes & install proper signage.
- b) Increase cyclist awareness of bike lanes & encourage usage.
- c) Increase driver awareness of cyclists' road rights.

Little Riders:

- a) Increase parent awareness of importance of teaching bicycle skills.
- b) Improve children's bicycle skills.
- c) Increase driver awareness of children on roadways.

The strategies by which these methods will be achieved will be outlined in the following pages.

Audience: Lake Stevens Residents & Visitors

The Bike Lake Stevens strategy at-large is targeted towards the entire Lake Stevens population due to the widespread nature of the issue. Cyclists travel on many high- and medium-use roadways throughout our city, and children on bicycles can be found in or near many suburban developments, parks, and trails. However, the specific nature of each strategy requires the identification of separate, high-importance audiences.

Bike Lake Stevens:

- a) Cyclists, who may or may not already cycle in Lake Stevens.
- b) Lake Stevens residents and drivers.

Little Riders:

- a) Parents of young, bike-riding children.
- b) Lake Stevens residents, particularly residents of suburban developments such as the Reserve, Crosswater, etc.
- c) Drivers utilizing roads passing through or near family-heavy developments and parks.

Messages: Cyclists and little riders are protected on our roads.

Although many of the messages delivered by this strategy are targeted to specific populations and purposes, every message will convey an overall message that cyclists and little riders are safe and welcome on Lake Stevens' roads. By employing delivery methods such as social media/online advertising, posting signage, hosting a special event, and delivering materials such as water bottle stickers & flyers to area bike shops, individual messages will be targeted to their intended population as needed.

Bike Lake Stevens messages and methods of delivery:

- a) Bike lanes are available and must be respected. Delivery achieved by:
 - a. Creating and posting proper signage near bike lanes to assure cyclists and inform drivers that cyclists have the same road rights as cars.
 - b. Advertising bike lanes online and at area bike shops.
 - c. Publish article about new protected bike lanes, incoming bicycle infrastructure, and map of new routes in local newspapers.
 - d. Creation of graphic map identifying current and incoming cycling lanes (with differentiations between protected and unprotected lanes) and areas with cycling signage to be published online and printed for area bike shops.
- b) Lake Stevens is a friendly, beautiful, and safe place to cycle. Delivery achieved by:
 - a. Advertising Lake Stevens as a cycling destination through creation of graphic campaign materials for delivery online and at area bike shops, including "Bike Lake Stevens" water bottle stickers.
 - b. Increasing cyclist infrastructure, including bike racks and protected lanes.
 - c. Creating and posting roadway signage approaching bike crossings or areas of high bicycle traffic (separate from protected lanes) to remind drivers of presence of cyclists and cyclists' road rights.

Little Riders messages and methods of delivery:

- a) Children must learn basic bicycle safety, such as brake safety, helmet wearing, visibility, predictable riding, and increasing head checks. Delivery achieved by:
 - a. Safety messages delivered to children by holding a bike rodeo event in collaboration with other city stakeholders to teach children bike safety.
 - b. Creation of graphic advertising campaign to increase parent awareness of the need to teach children bike safety and value of bike rodeo event.

- c. Delivery of safety flyers, bike rodeo flyers, and graphic advertising materials to area daycares, gyms, and parks.
 - d. Publish article about children's bike safety tips and upcoming bike rodeo event in local newspapers.
- b) Drivers must be cautious of children on bicycles, especially in areas with high concentrations of bike traffic and families with children. Delivery achieved by:
- a. Creation and posting of signage identifying areas with high concentrations of little riders, such as in neighborhoods and near parks.
 - b. Creation of online graphic advertisement campaign illustrating difficulties of seeing children bicycling near roadways, and emphasizing head checks.
 - c. Sharing selected, previously published public awareness videos about cautious driving on city web pages.

All messages and materials created throughout the campaign will be delivered via the city's online social media pages and website, as well as via the methods of delivery specified above. Any and all campaign materials created, such as flyers or water bottle stickers, will be made available at the Visitor Information Center, City Hall, and the bike rodeo event.

Graphics: Vibrant, Friendly, Easily Understood.

All graphic advertisements and marketing materials created for Bike Lake Stevens as a whole will contain vibrant colors, a friendly/neighborly tone, and easily understood messages. Despite the dual track nature of this campaign, all marketing materials will be eye-catching and accessible to audiences of all reading abilities. Sample marketing materials are attached to this report for further review.

Tone is an important aspect of this campaign. All messages will utilize a friendly, yet matter-of-fact tone to communicate that Lake Stevens is a bicycle-friendly city in which cyclist safety is respected and prioritized. Despite the variety of audiences targeted in this campaign, all messages will avoid presenting campaign issues as a public safety issue, but as a matter of fact. For example, campaign messages will not highlight dangers faced by cyclists on the roads, but rather the existence of protected bicycle lanes.

Bike Lake Stevens Marketing Campaign:

- a) Online Marketing: The online marketing campaign will utilize soft focus, vibrant graphics of nature scenes to emphasize Lake Stevens' natural beauty while increasing awareness of newly installed protected bike lanes. All marketing materials will utilize the same fonts & formatting, and contain the Bike Lake Stevens brand logo in the bottom right corner. Distribution will occur via the City's social media and web pages, with included hyperlinks to press releases or maps of the city's protected bike lane network. Design samples are attached to this report.

- b) Public Relations: One press release (or letter to the editor) will be written to inform the public of the existence of protected bike lanes and the City's efforts to become more bicycle friendly. This press release will be distributed to the Everett Herald and Lake Stevens Ledger, and posted on the City's website, with links posted on all City social media and web pages.
- c) Special Marketing: Maps of the City's protected bike lanes will be utilized in a graphic design advertisement, printed, and delivered to local bicycle shops and gathering places. "Bike Lake Stevens" water bottle stickers will also be printed and delivered to bicycle shops, the Visitor Information Center, City Hall, and distributed at the bike rodeo event.
- d) Signage: Informative signs notifying drivers of cyclists' presence and road rights will be created by the City's Public Works department and posted in specific high-traffic, low-visibility, or non-shouldered sections of roads containing protected bicycle lanes or high cyclist traffic. These locations will be identified via observation, brief interviews with local cyclists and interest groups, and mapping recent cyclist collisions using information provided by LSPD. Signage messages may include:
 - a. "Bicycles May Use Full Road": Signage containing this message will be posted in areas identified to have high cyclist traffic, no shoulder, or no protected bicycle lanes. Recent studies conducted by Cornell University and the Great American Cycling Association indicate that "Share the Road", a message commonly found on bicycle awareness signs, lacks specificity and is often misunderstood by drivers. "Bicycles May Use Full Road" indicates that under state law, bicycles are legally recognized as vehicles, and therefore have the same lane rights as cars. This message will increase driver awareness of the presence of bicycles, and increase understanding that bicycles are not relegated to shoulders or sidewalks.
 - b. "Bicycle Lane Present": Signage containing this message will be posted near protected and unprotected bicycle lanes. This message will alert drivers that a separate lane of traffic traveling at considerable speed exists on that stretch of road, and is intended to increase awareness and prevent collisions.

Little Riders Marketing Campaign:

- a) Online Marketing: This online marketing campaign will utilize vibrant colors, simple/geometric designs, and neighborly tones to deliver safety messages to parents, and awareness messages to drivers. Campaign materials will target specific messages towards two populations:
 - a. Parents of small children will be persuaded to teach their children bicycle safety.
 - b. Drivers will be reminded that children are on the roads and are difficult to see.

All marketing materials will utilize the same fonts & formatting, and contain the Bike Lake Stevens brand logo in the bottom right corner. Distribution will occur via the City’s social media and web pages. Design samples are attached to this report.

- b) Public Relations: One press release (or letter to the editor) will be written to inform the public of the dangers of child bicyclists on roads, and identifying areas of high child bicyclist traffic, such as near elementary schools & parks, within neighborhoods, and along roads leading to downtown areas. Another press release will be written to inform parents of the importance of teaching children bicycle safety. This press release will contain specific safety tips and inform parents about the City’s bike rodeo event. These press releases will be distributed to the Everett Herald and Lake Stevens Ledger, and posted on the City’s website, with links posted on all City social media and web pages.
- c) Special Marketing: A bike rodeo event will be planned in collaboration with key City stakeholders, such as service clubs, LSPD, local bicycle shops, and local fire stations. Details of this event will be outlined in a separate report to be distributed upon finalization of plans. Flyers for this event conforming with the Little Riders marketing materials will be created and distributed to local daycares, youth ministries, gathering places, bicycle shops, school district buildings, and local businesses. This event will feature bicycle skill-building courses to teach children bicycle skills, and will be held at a local school that offers free summer lunches.
- d) Signage: Informative signs alerting drivers of the presence of child bicyclists will be posted in high-traffic, shoulder-free areas & neighborhoods, as identified via observation and brief interviews with local parents. These signs will be printed by the Public Works department and contain the following messages:
 - a. “Slow: Bicycles Present” (with image of child-size stick figure on bicycle): This message will increase driver awareness of the presence of children bicyclists in specific, identified areas, for the purpose of decreasing collisions by decreasing speed and increasing head-checks.

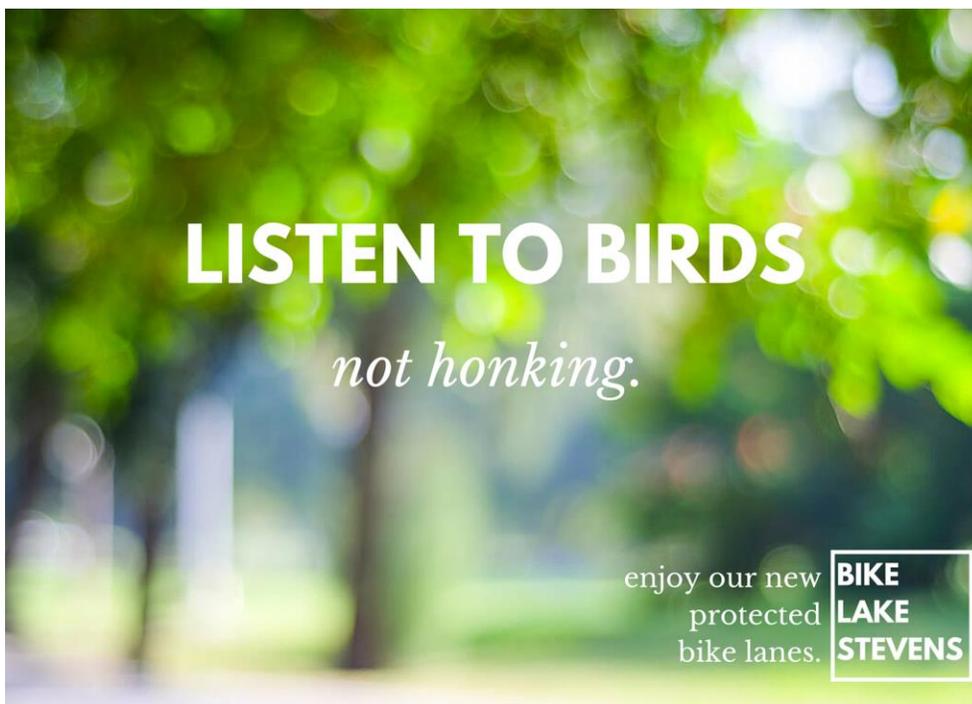
Deliverables: Signage and Awareness Raising Materials.

This campaign’s deliverables will include marketing materials, a special event, press releases, informative signage, flyers, and water bottle stickers.

| Bike Lake Stevens | Little Riders |
|------------------------|---------------------------|
| Graphic Advertisements | Graphic Advertisements |
| Press Release | 2 Press Releases |
| Water Bottle Stickers | Bike Rodeo Event & Flyers |
| Informative Signage | Informative Signage |

Budget: To Be Determined.

Creative Samples: Bike Lake Stevens



Creative Samples: Little Riders





LAKE STEVENS PARK BOARD
STAFF REPORT

Park Board Meeting July 11, 2016

Subject: Community Garden Presentation

Contact Person/Department: Jill Meis, Planning;
Russ Wright, Community
Development Director

Budget Impact: None

RECOMMENDATION(S)/ACTION REQUESTED OF PARK BOARD: No action at this time as this is a briefing.

SUMMARY: The Park Board has placed an emphasis on developing and implementing a community garden program. The Being Neighborly Group has contacted the city regarding the community garden program implementation and has offered resources available to facilitate this program.

BACKGROUND: The Lake Stevens Park Board has placed increased emphasis on implementation of a community garden within the city. The 2015 Comprehensive Plan identifies Eagle Ridge Park as the future site of a community garden. The Being Neighborly Group is interested in collaborating with the Park Board and city staff in planning and implementing the community garden project. Karri Matau and Terry Myer will be presenting information and answering questions for staff and the Park Board.

DISCUSSION: Staff will research information on Community Garden plans and present suggestions for discussion at the meeting.