

Takeaways and Next Steps from the SPRAB Retreat

Promoting Parks

- Mayor Hoy is exploring a 90 parks in 90 days type campaign. SPRAB should determine how we can support this effort with photos and other outreach to better promote the park system.
- There is an opportunity for the City website to better reflect existing parks. SPRAB should find a way to collect ideas for future website updates and possibly contribute to content (i.e. photos) when feasible.
- Consider ideas of a liaison role for each of the specific park system categories. One or a few members would then have more technical expertise and understand level of service goals and other details.

Public Engagement

- Aim to present to each Neighborhood Association once per year to raise awareness of SPRAB, share upcoming opportunities, and solicit feedback that can be brought back to the Board. Each member would be responsible for doing 1-3 presentations.
- Develop a shared fact sheet and slide deck outlining key facts about Salem's park system and opportunities for the public. This could include:
 - The SPIF process and timeline.
 - CIP timeline and how to submit project ideas.
 - A clear process for responding to public feedback and explaining to the public how that information will be relayed to staff.

Advising Council

- Present to City Council annually about progress from the past year and themes, typically in December. This should be a set agenda item and not public comment.
- Work with Council to identify a Councilor who can be the SPRAB Liaison and occasionally attend SPRAB meetings and receive updates.
- Advocate for parks and recreation budget lines, especially the staffing and maintenance piece to keep pace with projects. This could also include identifying new budget opportunities, such as a grants writer position or encouraging the city to fund conservation measures that may cost more but provide long term benefits (i.e. tree root cells). This could be in the form of letters or public comment.
- Work through the City's Climate Action Plan goals and provide recommendations for implementation based on best practices and ideas from other cities. This would involve SPRAB members conducting research between meetings and using existing meeting time to share information and decide on recommendations to pass along to staff and Council.
- Continue to monitor and participate in City code and rule updates that impact Parks and Recreation. Consider having a SPRAB member serve in a key liaison role to monitor these changes more closely and report back at meetings when pertinent.

Volunteer Opportunities

- Have a list of volunteer opportunities to attend or share with others.
- Each SPRAB member should attempt to attend at least one volunteer activity per year.

Master Plans

- Start preparing for the Comprehensive Parks System Plan by researching key pieces from other jurisdictions and best practices. This could include:
 - Identifying a level of service goal for playgrounds.
 - Innovative approaches being considered or national campaigns the City could benefit from.
- Set clear expectations for the Master Plan Liaison role. This should include:
 - Reporting back to SPRAB at each meeting during board member updates
 - Supporting staff by presenting to relevant Neighborhood Associations about the plan and timeline
- Consider opportunities for SPRAB members to take on larger research projects that support upcoming Master Plans or other opportunities. For example, a SPRAB member could be tasked with leading research and engagement into opportunities for developing an extended river path that connects North toward Keizer.

Potential Next Steps

- Jen, Rob, Keith, and Dylan will compare notes and develop a sample workplan for 2023 that could be presented at the January meeting for adoption.
- Staff should review the list of materials discussed and provide a timeline estimate for creating the different resources (i.e. a slide deck and fact sheet for SPRAB members).
- SPRAB should settle on a list of roles and responsibilities for the Board and adopt that for usage in 2023. This can then be shared with new members as they join.
- SPRAB should decide on a few key projects to start, such as recommendations for Climate Action Plan implementation, and commit to research ideas between meetings for discussion at a board meeting in early 2023. This can serve as a trial run to improve how SPRAB engages.