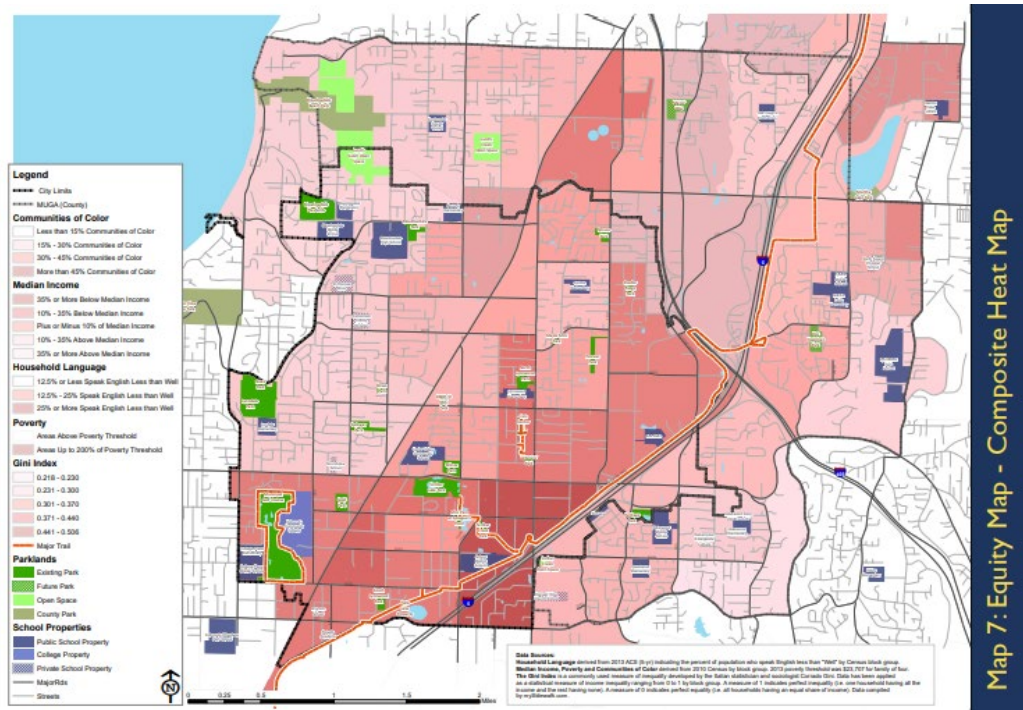


## South Lynnwood Project Phase I Neighborhood Outreach & Activation

### Summary

The City took a significant step forward in our equity understanding when we completed a series of equity and demographics maps as part of our Parks, Arts, Recreation and Conservation Plan adopted in 2016. The reason we wanted to analyze demographic data more deeply was because we identified in our public outreach that addressing social inequity was a growing concern in our community. The PARC Plan includes a series of demographic maps as well as a composite heat map shown which is an overlay of five demographic factors including communities of color, median income, household language, poverty, and Gini Index (an index commonly used to measure inequality). This equity composite map highlights the degree of diversity at the census block level in a visual way. Using GIS and mapping in this way has been very helpful to better understanding our community's needs and to investigate and uncover where we may have disparities or underserved neighborhoods. What the heat map clearly depicts is that South Lynnwood immediately stands out as a neighborhood of need with significant inequality. This prompted us to undertake a deeper look and begin relationship building with the neighborhood (source: PARC Plan Map #7: Equity Map – Composite Heat Map).



### Key Project Goals

From spring 2017 through fall 2018, an interdisciplinary team from representative departments (Community Development, Economic Development, Parks & Recreation, Police, and Public Works) conducted outreach and engagement in the South Lynnwood neighborhood with the aim to:

- Build trust with community members;
- Identify community leaders;
- Strengthen social connections within the neighborhood; and
- Better understand the neighborhood's unique needs and concerns.

### Key Project Components

- Informational outreach
- Activation Events
- Park Placemaking
- Volunteer Activation

### Projects & Programs (overview list)

- Lynnwood Cares: ambassador outreach
- Clean & Green: neighborhood volunteer event
- National Night Out: community celebration
- Open Gym: free, drop-in activities for teens
- Summer meals: free, meal program with programmed physical activity
- South Lynnwood Park: outreach regarding park redevelopment
- Cultural Resources Report: research study into the neighborhood's cultural character
- For the Love of South Lynnwood: sidewalk repair, vegetation managements, graffiti paint-outs and garbage clean-ups
- Placemaking Projects: sidewalk messaging, community art project, and park art concepts

### Program Highlights & Outcomes

#### **Meet Me at the Park**



Meet Me at the Park is about activating our neighborhood parks. Encouraging neighbors to come together and spend an evening being active in a space they might not have visited before with the hopes they return to the park with their family. Began in 2016, city staff organize activities to be hosted at parks in the evenings in July. South Lynnwood Park was an event site in both 2017 and 2018 with approximately 100 attendees each night.



## Summer Meals Partnership



The numbers clearly show the need for this Summer Meal program partnership with the Foundation for Edmonds School District and Edmonds School District Move 60 program. In the first year hosting the summer meal program at South Lynnwood Park over 1,000 meals were served to ESD students. Coupled with that is students engaged in over 1,000 hours of physical activity at the park. Program ran June 25 – August 23, 2018.



## National Night Out



In celebration of National Night Out, community groups gathered at Community Life Center to engage with members of the Lynnwood community, providing resources, services and tons of fun! Collectively the evening promotes a healthy and safe community for all. The team partnered at this site in both 2017 and 2018.

## Clean & Green



Clean & Green was a neighborhood beautification event focused on the South Lynnwood neighborhood in May 2018. Over 100 Volunteers, City Staff and Council Members worked in teams over 4 hours to complete several projects, including invasive species removal, graffiti removal, barking a new walking trail near Kaiser Permanente and cleaning up a garden area at YWCA Pathways for Women.

## Movie in the Park



Approximately 70 people attended Movie in the Park for a free showing of *Smurfs: The Lost Village* in August 2017 and *Coco* at South Lynnwood Park in August 2018. The event promotion targeted residents within a ½ mile walk to the park. The movie was shown in English with Spanish subtitles provided. Many who attended expressed their appreciation for the event, and a few of the families also joined us in the following weeks for Sandlot Cinemas movies at Lynndale Park in 2018.

## Teen Open Gym



Starting in April 2018, the Recreation team launched a free, drop-in gym night at the Cedar Valley Gym for high school students. This project is attended by a mix of teens who are athletes and novices alike. Each week, staff support getting games of basketball, pickleball, and dodge ball established. Intended to be a welcoming and inclusive space, we've had attendance by a deaf student, high school athletes, and a diverse group of neighborhood residents. There were 300 drop-in visits for the 2018 program which continues weekly from 6 – 9pm on Thursdays. This project was inspired after the City met with a stakeholder group of parents of teen youth in the neighborhood.

## Streets & Sidewalks

In summer 2018, the Public Works Street Operations Division provided a focused emphasis in the South Lynnwood area on the 200<sup>th</sup> ST SW corridor to address vegetation control, trip hazard, and illegal dumping issues. Staff dedicated 112 labor hours to addressing these issues.

### Trip hazards

- Remedied either by grinding or asphalt patching
- Total of 30 trip hazards
- 16 hours of work for a team of 2
- 32 total hours

### Vegetation concerns

35 different location primarily along sidewalks included:

- Trimming of trees and shrubs 16 hours team of 2 = 32 total hours
- Mowing of greenbelts along sidewalks 24 hours team of 2 = 48 total hours

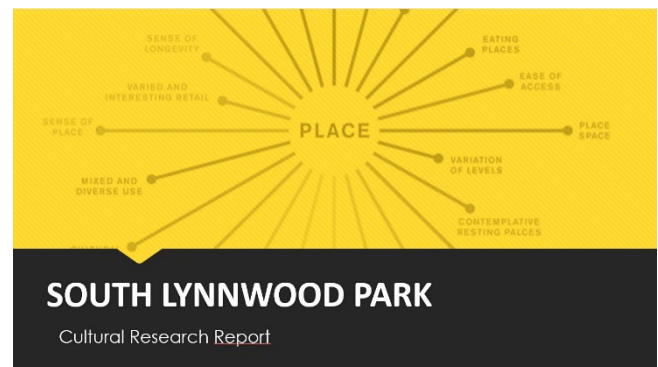


## Park Redevelopment Outreach

From March 2017 - September 2018, staff partnered with the Trust for Public Land to conduct outreach with neighbors of South Lynnwood Park to gather ideas and preferences for redevelopment of the park. Staff tabled at several community events as well as, hosted open houses at the park and connected with youth at Cedar Valley Elementary. Additionally, the City hired Cultural Cartographies to conduct a research project aimed at better connecting with neighbors and understanding the cultural character of the neighborhood to provide culturally relevant design features into the redevelopment of the park. The results of the cultural character study will be incorporated into the final design and a participatory, community, placemaking project at the park.

Outreach was conducted at the following events and programs:

- Latino Health Fair, March 2017
- Meet Me at The Park, July 2017
- Afro-Latino Festival, July 2017
- National Night Out, August 2017
- Movie in the Park, August 2017
- Project Open House, September 2017
- South Lynnwood Neighborhood Open House, October 2017
- Cedar Valley School design charrette with 6<sup>th</sup> graders, January 2018
- Bike2Health Bike Rodeo & helmet give-away, April 2018
- Clean & Green, May 2018
- Cedar Valley School Field Day, June 2018
- Meet Me at the Park, July 2018
- Movie in the Park, August 2018
- Afro-Latino Festival, July 2018
- Cedar Valley School Curriculum Night, September 2018
- Fair on 44<sup>th</sup>, September 2018



## For the Love of South Lynnwood – Fall Clean

Pick up event done in September 29, 2018, for residents in the area of 52<sup>nd</sup> Ave W to 56<sup>th</sup> Ave W and 208<sup>th</sup> St SW to 204<sup>th</sup> St SW (see map). All the houses in this area received door hangers with the announcement of the events and instructions to sign up for the pick-up. 16 houses signed up to have items including, but not limited to, yard waste, concrete, scrap metal, refrigerators, mattresses and couches, equaling four fully loaded trucks (12ft long x 8ft wide x 5ft tall) hauled away (see spreadsheet).



The cost to the city (excluding staff time) \$2556.

**LYNNWOOD WASHINGTON**  
PUBLIC WORKS

**FREE Curb-Side Pickup  
For South Lynnwood  
Residents**

**September 29, 2018**

YOU MUST REGISTER to have items picked up:

please call 425-670-5200 and press "0" or email [PWAdmin@lynnwoodwa.gov](mailto:PWAdmin@lynnwoodwa.gov)

Sign up by: September 20, 2018

SEE BACK FOR MORE INFORMATION PRIOR TO CONTACTING US TO SIGN UP

**LYNNWOOD**  
*Care*

**LYNNWOOD WASHINGTON**  
PUBLIC WORKS

**Gratis Recolectión de Cuneta  
Para Residentes de South  
Lynnwood**

**Septiembre 29, 2018**

USTED DEBERÁ INSCRIBIRSE para que recojan los artículos:

Por favor llamar al 425-670-5200 Y presione "0"  
O envíe email a: [PWAdmin@lynnwoodwa.gov](mailto:PWAdmin@lynnwoodwa.gov)

Inscribase antes de:  
**Septiembre 20, 2018**

VEA REVERSO PARA MAS INFORMACIÓN PREVIO A CONTACTARNOS PARA INSCRIBIRSE

**LYNNWOOD**  
*Care*



ITEMS TO BE PICKED UP	Yes or No?		
	Tires?	Refridgerator or Freezer?	AC Unit?
2 sofas and an old reffridgerator	no	yes	no
Yard waste, scrap metal pipe, old deck boards	no	no	no
chunks of concrete - not a truck full	NO	NO	NO
1- Broken Loan mower			
1- Broken weed wacker			
1- Old Recliner 29" X 34"			
1- Seat Storage 17" X 32"			
1- Small Seat 17" X 20"			
2- small children bikes			
1- Tire			
1- Broken Cooler			
1- Broken Steel Stool			
1- Plastic car			
2- Rolls Insulation Blanket			
2- Bags of styrofoam	No	yes	no
Mattress, box spring, chairs, large crate	no	no	no
wood scraps, pavers, metal stools, odds and ends, large planter potts, tarp, and wood box			
old Carpet	no	no	no
8ft light fixture (4), hoses 5m electric chipper pumps cages	no	no	no
Lawn Mower, Folding Chair, Art Table, Queen Sized Memory Foam, BOX of small items	NO	NO	NO
shelve, BBQ, lawn chairs, twin mattress, counter tops, 4 chairs, table	NO	NO	NO
Queen size mattress set			
Head board			
4 tires and wheels			
6 of 25 gallon garbage bags full of odds end ends			
Broken stereo system			
Old computer	yes	no	no
Sewing Machine, Shelf, table	NO	NO	NO
two twin mattresses, two chairs, two suitcases, wood scraps	no	no	no
Couch, 2 wooden tables, metal pool ladder, metal shelving unit, section of plastic pipe	NO	NO	NO
Wood Trim Carpet mini Refrigerator	No	Yes	No
Broken down Ikea furniture, possibly more, will call back	NO	NO	NO



## Summer Event Outreach Internship



Thanks to a partnership with the Latino Education Training Institution (LETI), we provided internships to two Spanish-Language ambassadors in summer 2018. Each intern worked between 10-20 hours per week assisting with outreach efforts. Interns assisted with survey work at Meet Me at the Park events, Additionally, they went door to door promoting summer events. Their ability to communicate effectively in English and Spanish was a huge asset for the City's promotional efforts this summer.

## Placemaking Projects

On Saturday, September 29, 2018, the South Lynnwood community was invited to participate in the creation of two art projects and visit a staff booth to learn more about the South Lynnwood project, the City, and participate in a sustainability survey.

The first art project was adding "rain works" stencil designs to segment of the Interurban Trail on 208<sup>th</sup> ST SW. The fun designs were applied with stencils and spraying a special solution that wicks away water which shows the design when it rains.



A second project was a partnership with Waste Management to create a painting to promote recycling, guided by artist Alex Siniscalchi. The art is inspired by the "Odes to Recycling" campaign, created by local artists, writers and composers from the Latino community.

## Afro Latino Festival

In 2018, City of Lynnwood partnered with Afro Latino Festival to provide the 8th anniversary of this cultural celebration aimed at uniting communities through the expression of art. The event was held on the playfields at Cedar Valley Community School. Local and traveling musicians and folklore dancers showcases a spectrum of Afro-Latino culture, art and history through music and dance performances.



# LYNNWOOD *Cares*



## What is Lynnwood Cares?

Lynnwood Cares encourages community leaders (that's you) to partner with the City and your neighbors on projects that support and improve your neighborhood.

Together, we can:

- Improve safety through crime prevention
- Beautify your neighborhood with clean-up projects or art installations
- Strengthen relationships & partnerships
- Bring a little fun and enjoyment!

Find out how we can create a better Lynnwood *together!*



Visit: [www.LynnwoodWA.gov/LynnwoodCares](http://www.LynnwoodWA.gov/LynnwoodCares)  
Email: [LynnwoodCares@LynnwoodWA.gov](mailto:LynnwoodCares@LynnwoodWA.gov)

In 2017, staff created Lynnwood Cares, a community leadership development and ambassador program which is focused on community health and safety priorities aimed at improving quality of life and creating a vibrant, connected neighborhood. Offered as a series of presentations to invited community leaders, staff share about the multitude of opportunities for individuals, groups, and organizations to connect with Lynnwood to do good work in the community.

In 2018, community members were invited to join us at one of four quarterly presentations for dinner and a conversation to learn more about Lynnwood Cares and the opportunities to work with the city on issues that matter most to them

As a result of these presentations, the City partnered with the Northwest Church and Verdant Health Commission to offer a new neighborhood event for National Night Out, generated groups of volunteers to assist with Fair on 44<sup>th</sup> and the Clean & Green event, and lead to the team who conducted the cultural research study in South Lynnwood.