



**CITY OF KIRKLAND**

Department of Parks & Community Services  
505 Market Street, Suite A, Kirkland, WA 98033 425.587.3300  
www.kirklandwa.gov

---

**MEMORANDUM**

**To:** Kurt Triplett, City Manager

**From:** Jennifer Schroder, Parks & Community Services Director  
Sharon Rodman, Green Kirkland Partnership Supervisor

**Date:** April 3, 2014

**Subject:** Green Kirkland Partnership Update

**RECOMMENDATION**

That the City Council receives a presentation on the Green Kirkland Partnership program's accomplishments for 2013 and the work program for 2014.

**BACKGROUND**

In 2013 the Green Kirkland Partnership became its own recognized Division within Parks and Community Service. The main purpose of the Green Kirkland Partnership Division is to **provide the outreach and public engagement components of natural parkland restoration activities.**

From 2007 through 2012, the Green Kirkland Partnership was challenged by limited staff resources. There was one temporary, mostly grant funded Environmental Education and Outreach Specialist position. In addition, a part-time office assistant was hired for 2011 and 2012. Recognizing the need for a dedicated and sustainable program, the City Council included the Green Kirkland Partnership as a key piece of the November 2012 [Park Levy](#) (see link to Park Levy information sheet). The passing of the Park Levy resulted in the hiring of three full-time Green Kirkland employees in 2013: Supervisor, Program Assistant, and Senior Groundsperson. In addition, an intern position was funded. The program is now of firmer footing with a base of sustainable funding to maintain current levels of effort.

Both the 2012 Park Levy and the 2012 Street Levy require an annual accountability report to be made to the Council and the public. The levy accountability reports for 2013 will be coming to the Council in May of this year. The Green Kirkland partnership is a key investment of the 2012 Park Levy and a brief summary of the results will be included in the accountability report. However staff felt that the 2013-2014 accomplishments of Green Kirkland required a more detailed update to the Council than will be included in the report. That update follows.

The mission of the Green Kirkland Partnership is **"To conserve and sustain natural areas for the benefit and enjoyment of current and future generations."**

There are three main goals that summarize the program:

- Restore Kirkland’s natural areas by the removal of invasive plants and planting native species for the sustainability of the urban forests, wetlands, and their associated habitats.
- Build the community’s capacity for long-term stewardship of the natural areas through increased public awareness of and engagement in protecting, restoring, and helping to maintain healthy urban forests and wetlands.
- Establish resources to sustain the forest restoration program for the long-term.

To achieve these goals, the Green Kirkland Partnership program includes the following strategies:

1. Develop and implement a 20-year restoration plan for the City’s open space and natural areas.
2. Implement an environmental education and outreach program to educate and engage the community in stewardship projects to remove invasive plants and to replant with native species, seek support from businesses in both funding and stewardship, and seek grants to support stewardship activities.
3. Create a sustainable volunteer stewardship program for ongoing restoration maintenance and care of our urban forests and other natural areas.
4. Acquire land that has ecological and habitat benefits.

The following sections describe implementation strategies of the 20-Year Forest Restoration Plan.

### **Strategy 1: 20-Year Forest Restoration Plan**

The 20-Year Forest Restoration plan was approved by Council resolution on February 19, 2008. The plan outlines the steps and resources necessary to create a sustainable restoration program for 372 acres of Kirkland’s publicly owned natural areas, focusing on the forested areas.

The 20-Year Plan is a tool that:

- Educates the community on the threat invasive plants have on urban forests.
- Quantifies the problem and resources necessary to reverse the decline of the natural areas and how to sustain healthy forests.
- Identifies and recommends best management practices to carry out a strategic work plan over the next years.
- Identifies revenue sources to consider in funding the restoration work.
- Identifies a volunteer stewardship program to sustain a volunteer work force
- Establishes an oversight role for the Park Board.



***New Neighborhoods.*** There is a need to expand Green Kirkland Partnership work into the neighborhoods that were annexed on June 1, 2011 (North Juanita, Finn Hill, and Kingsgate neighborhoods). The ownership of 5 parks and 11 open space tracts were transferred from King County to the City of Kirkland. This transfer represents an increase to the Kirkland park system of 72.43 acres, of which approximately 50 acres are undeveloped open space.

The City has received a King Conservation District grant for \$50,000 in 2014/15 to update the 20-Year Restoration Plan. The updated plan will identify public open space acquired in new neighborhoods, establish baseline conditions in those natural areas, and reassess parkland that has undergone natural area restoration since 2006 when previous assessments were conducted. The updated plan will include public input and an evaluation of stewardship and recruitment methods.

### **Strategy 2: Environmental Education and Outreach**

The purpose of education and outreach is to develop and implement long-term environmental stewardship and education strategies to support the Green Kirkland Program. This support is accomplished by engaging volunteer participation and partnerships, as well as increasing the public's education and awareness of the threat invasive plants have on Kirkland's natural areas.

Volunteers and partners make a significant difference in restoring healthy ecosystem services and providing social benefits, which translates into cost savings for the City. Restoration provides many green infrastructure improvements, including: soil conservation, enhanced water quality and stormwater management, healthier habitats for beneficial native species, improved carbon removal through increased tree canopy and biomass, and increased well-being for citizens.

Exhibit A summarizes the program's 2013 accomplishments in education, outreach, and community engagement, including: presentations and in-person outreach; promotion and publicity; partnerships, sponsors, donors, and grantors; and volunteer groups that supported the program.

### **Strategy 3: Create and Sustain a Volunteer Stewardship Program**

Volunteer Green Kirkland Stewards are important to conduct ongoing restoration and care for the City's urban forests.

**Twenty-two Volunteer Stewards** are currently active in **nine parks**: Carillon Woods, Cotton Hill Park, Crestwoods Park, Juanita Bay Park, Juanita Beach Park, Juanita Heights Park, Kiwanis Park, McAuliffe Park, and Watershed Park. Stewards host volunteer work parties, typically weekly or monthly.

In June 2012, in partnership with Forterra (formerly known as Cascade Land Conservancy), a volunteer steward orientation and training program was conducted. It included training both in the classroom and in the field, and a field guide manual is currently in the process of being finalized. Training new Stewards is vital to ensure the sustainability of restoration efforts in our parks.

In November 2013, Stewards were trained in how to develop annual goals and action plans for the restoration sites in which they work.

### **Recognize our Volunteers**

At its annual volunteer appreciation event in 2013, the City recognized Tia Scarce (Watershed Park Steward), regular volunteers Dave Kreul and Nicholas Strand, and teacher Tobias Tillemans and his Eastside Preparatory School students—all for their excellent restoration

efforts. Other Stewards and regular and/ongoing volunteers were invited to the City's appreciation event, and they received end-of-the-year thank-you cards.

Throughout the year, volunteers who participated in large monthly events received thank-you email messages. Green Kirkland Stewards acknowledged their ongoing volunteers, and thanked businesses or groups that donate snacks and/or beverages.

#### **Strategy 4: Acquisition**

The public acquisition of land that meets the criteria of open space is an action that protects critical habitat, improves air and water quality, provides recreation benefits, and prevents these lands from being lost to development. Once natural areas are lost to development, they are almost impossible to restore to their original condition. Between 2008 and 2011 the City acquired seven acres of additional natural areas. With annexation in 2011, five parks were transferred from King County to the City of Kirkland, thereby increasing the total amount of natural areas by approximately 31 acres. Currently there are approximately 413 acres of natural areas within the City of Kirkland's park system.

#### **20-Year Plan Benchmarks**

Acres in restoration include areas being cleared of invasive plants, and previously cleared and planted areas that require planting and ongoing maintenance such as weeding and watering. The 20-year Forest Restoration Plan suggests a benchmark of 54 acres enrolled into the process of restoration by the end of 2012. Actual **acreage in restoration at the end of 2013 was 48.5**, which is under target; however, the benchmarks identified assume more categories of staff and resources than currently assigned, such as a dedicated natural areas crew.

The suggested 2012 benchmark for volunteer hours is 12,000 (no separate benchmarks for 2013 were included in the plan). Actual **volunteer hours recorded in 2013 were 8,980**, which again is below the original planned target. The benchmark for Green Kirkland Stewards is to have ten steward leaders trained and actively working on restoration by the end of 2012. This benchmark was exceeded because by the end of both 2012 and 2013, **a total of twenty-two Green Kirkland Stewards were trained and actively working** in parks.

Public participation and interest in the Green Kirkland restoration program remains high, and the City has become reliant on volunteer Green Kirkland Stewards to lead and manage volunteer restoration events **and** to conduct administrative tasks, such as data entry. However, while volunteers may come and go, core administration tasks, such as data reporting and complying with City volunteer management policies, and providing field support for Stewards are needed. These core responsibilities require staff. Also, areas not suitable for volunteers to work in, such as steep slopes and wetlands, require professional staff and/or contractors to restore.

The following chart shows that the program grew significantly from 2005 through 2013

### Green Kirkland Partnership Summary of Achievements

Year	Number of Volunteers *	Volunteer Hours	Volunteer Work Parties**	Acres in restoration ***	Active Volunteer Stewards	Native Plants Planted, incl. Trees	Invasive Trees Removed	\$ Value of Volunteer Hours
2005	334	1,066	7	2.0	0	0	0	\$19,230.64
2006	237	651	11	3.3	0	0	0	\$12,219.27
2007	1,101	3,227	38	10.6	0	729	168	\$59,474.62
2008	1,439	3,406	55	17.1	0	1,611	62	\$66,519.18
2009	1,973	5,821	45	25.4	9	2,898	94	\$121,367.85
2010	2,228	10,220	123	30.0	17	3,326	457	\$214,722.20
2011	1,786	8,408	150	38.0	16	7,346	764	\$176,652.08
2012	2,164	9,401	168	41.0	22	5,566	336	\$197,515.01
2013	2,124	8,980	189	48.5	22	4,649	1,007	\$203,767.09
<b>Total to end 2013</b>	<b>13,386</b>	<b>51,180</b>	<b>786</b>	<b>48.5</b>	<b>22</b>	<b>26,125</b>	<b>2,888</b>	<b>\$1,071,467.94</b>

\* Number of Volunteers = number of event participations + the number of ongoing volunteers

\*\* Total of public, private, and ongoing events and group activities scheduled

\*\*\* Cumulative total

Based on the Corporation for National and Community Service, the 2013 hourly labor rate for volunteers was \$22.69. Applying this rate to the 8,980 volunteer hours recorded in 2013 gives a value of \$203,767.09. Adding in volunteer values for previous years gives a program total labor value equal to **\$1,071,467.94**.

The increase in volunteer hours between 2007 and 2012 correlates with the hiring of the Environmental Education & Outreach Specialist, a position that ended December 31, 2012. Restoration work continued and grew in 2013, mainly as a result of the three Green Kirkland Partnership employees funded by the 2012 Park Levy. The three employees leveraged, managed, and supported restoration efforts by volunteers and partners.

#### Accomplishment of Green Kirkland Partnership Goals in 2013

1. Maintained 41 acres in restoration and enrolled 7.5 additional acres.
2. Conducted education and outreach to retain and increase volunteers, and to attract donors and sponsors.
3. Recruited 2,124 event and ongoing volunteers who contributed a total of 8,980 hours.
4. Supported 22 volunteer Green Kirkland Stewards, including recruiting and training a new Steward at Juanita Beach Park.
5. Implemented and managed a King Conservation District grant and a Melody S. Robidoux Foundation grant to fund EarthCorps contractor help in 2013.

6. Obtained a King Conservation District grant to fund updating the City's 20-Year Restoration Plan in 2014/15.
7. Coordinate grant work by Washington Conservation Corp's crew from WA Department of Natural Resources at Carillon Woods.
8. Coordinated and/or managed restoration work parties with public and private partners—primarily at Carillon Woods, Crestwoods, Cotton Hill, Everest, Kiwanis, Juanita Bay, Juanita Beach, Juanita Heights, North Juanita Open Space, and Watershed park restoration sites.
9. Provided oversight/training/coordination:
  - Implemented a Supervisor position.
  - Hired, trained, and implemented a Program Assistant position.
  - Implemented a Senior Groundsperson position.
  - Managed two EarthCorps contracts.
  - Managed and/or supported ongoing or regular volunteer activities for: Green Kirkland Stewards; Native Plant Stewards; administrative volunteers; database volunteers; University of Washington Restoration Ecology Network (UW-REN) capstone students; and Eastside Preparatory School restoration and research activities.
  - Worked with the Kirkland Community Wildlife Habitat Team to maintain the butterfly life-cycle garden at Carillon Woods.
10. Partnered with Forterra to implement its federal grant:
  - Facilitated a Training Program for Green Kirkland Stewards
  - Facilitated a Best Management Practices Training Program for City staff involved in restoration volunteer work parties.
  - Facilitated development of stewardship plans for five pilot parks: Carillon Woods, Cotton Hill, Crestwoods, Kiwanis, and Watershed.
  - Coordinated drafting of outreach materials.
  - Participated in establishing monitoring plots.
11. Partnered with Forterra using Pearl Jam funding to facilitate contractor work at Crestwoods Park to restore eight forested acres.
12. Encouraged and supported "Friends Of" groups at targeted parks.
13. Responded to staff and citizen requests for technical review and information regarding restoration.

#### **Green Kirkland Partnership Work Program for 2014**

1. Maintain 48.5 acres in restoration and enroll 1.5 new acres.
2. Continue education and outreach to retain and increase volunteers, and to attract donors and sponsors.
3. Recruit new event and ongoing volunteers for a total of 9,500 volunteer hours.
4. Support 22 Green Kirkland Stewards working in the following parks: Carillon Woods, Crestwoods Park, Cotton Hill Park, Kiwanis Park, Juanita Bay Park, Juanita Beach Park, Juanita Heights Park, McAuliffe Park, and Watershed Park.
5. Train new Stewards at Everest Park and North Juanita Open Space.
6. Coordinate restoration efforts with public and private partners. Engage and support field work with: Washington Native Plant Society's Native Plant Stewards; other community and business volunteers; Forterra; EarthCorps; UW Restoration Ecology Network students; Kirkland Community Wildlife Habitat Team; Eastside Preparatory School and other school groups; Park Maintenance; Public Works.
7. Coordinate grant work by Washington Conservation Corp's crew from WA Department of Natural Resources at Juanita Beach, Brookhaven, and Watershed parks.

8. Implement a King Conservation District grant to fund updating the City's 20-Year Restoration Plan in 2014/15.
9. Implement a Melody S. Robidoux Foundation grant to fund EarthCorps contractor help in 2014.
10. Seek new grants to leverage levy funds to advance restoration goals.
11. Partner with Forterra to implement its federal grant:
  - Finalize education and outreach brochures.
  - Finalize GKP Steward Field Guide.
  - Finalize Stewardship Plans for five pilot parks: Kiwanis, Carillon Woods, Cotton Hill, Crestwoods, and Watershed parks.
  - Finalize online Steward Annual Work Plan Templates.
  - Hold a Steward training that includes the Stewardship Plan process.
  - Establish monitoring plots.
12. Partner with Forterra using Pearl Jam band funding to complete contractor work at Crestwoods Park.
13. Encourage and support "Friends Of" groups at targeted parks.
14. Respond to staff and citizen requests for technical review and information regarding restoration.
15. Participate in the City's planning and interdepartmental programs associated with environmental stewardship, such as the Volunteer Service Team, Green Team, Tree Team, and GIS User Group.

## EXHIBIT A

### GREEN KIRKLAND PARTNERSHIP OUTREACH AND ENGAGEMENT IN 2013

#### PRESENTATIONS AND IN-PERSON OUTREACH

*Presentations made by Green Kirkland staff, unless stated otherwise:*

- Kiwanis Sunrisers Club, April 4. Update on Green Kirkland Program and Kiwanis Park
- Viva Volunteers! Fair presentation, April 6<sup>th</sup>. Kirkland Peter Kirk Community Center
- Kiwanis Sunrisers Club, April 18. Introduction of Green Kirkland Program Assistant
- Sustainable College, July 29<sup>th</sup>. Presentation about Green Kirkland Partnership and restoration opportunities for youth

**Green Kirkland Partnership display booth.** Set up and staffed (includes volunteer help)

- Viva Volunteers! Fair, April 6<sup>th</sup>. Peter Kirk Community Center
- Evergreen Health Care Earth Day Fair, April 19<sup>nd</sup>. Evergreen Hospital
- UW- Bothell Earth Day Fair, April 22<sup>nd</sup>. UW- Bothell
- City of Kirkland Planning Day, June 8<sup>th</sup>. Kirkland City Hall
- Bellevue College Peer to Peer Fair, May 15<sup>th</sup>. Bellevue College
- Juanita Beach Market, August 9<sup>th</sup> and August 23<sup>rd</sup>.
- Bellevue College Peer to Peer Fall Fair, October 9<sup>th</sup>. Bellevue College
- UW- Bothell Non Profit, Volunteer, and Graduate School Fair, October 9<sup>th</sup>

**Announcements made at:**

- Kirkland City Council, November 6<sup>th</sup>. Arbor Day announcement and proclamation (by Urban Forester and Mayor)

#### PROMOTION AND PUBLICITY

Green Kirkland monthly events were featured in webpage links, brochures and flyers, park signage, e-mails, blogs, newspaper articles, and television broadcasts. Examples include:

##### **Brochures and Publications**

- Kirkland Parks & Community Services *Recreation Classes & Programs* booklet: 40,000 copies printed twice yearly are mailed to all Kirkland residential addresses; additional copies online and at locations citywide.
- Kirkland Reporter—print and online: Events promoted in community calendar advertised every one or two weeks.
- GKP produced flyers. Approximately 1,000 Featured Event flyers are distributed annually at Kirkland parks and public buildings, and at other public places.
- GKP produced flyers are posted electronically in community bulletin boards in all LWSD schools.
- GKP H-stakes were designed and printed in 2013 to inform the public of our restoration work and to encourage them to volunteer.

##### **Television**

Event promotion on:

- K-LIFE TV
- K-GOV TV

### **Green Kirkland Website**

The Green Kirkland Website ([www.greenkirkland.org](http://www.greenkirkland.org)) was redesigned in 2013 to allow for easier navigation, event registration, program progress updates, and homepage articles. The website has an average monthly visit count of 290.

### **Social Media**

Green Kirkland Facebook page: [www.facebook.com/GreenKirkPartnership](http://www.facebook.com/GreenKirkPartnership) Forterra's Green Kirkland Facebook Page is updated up to three times each week with urban forestry information, photos from events, and upcoming event information.

### **Monthly Recruitment Emails**

Green Kirkland Partnership monthly emails are sent to approximately 2,000 active addresses including volunteers, media, schools, community groups, businesses, service clubs, and environmental organizations. These emails target recruitment for one large upcoming volunteer event, or during winter serve as an annual thank-you message to the GKP volunteer base.

### **Online**

Volunteer events are advertised through a variety of online sources that serve to increase the number of community members viewing volunteer opportunities.

GKP volunteer event online promotion sites include:

- Kirkland Green E-updates
- Kirkland Neighborhood email lists
- Kirkland Volunteer Opportunities website
- Kirknet Events
- KirklandViews.com calendar and articles
- Kirkland Patch calendar and articles
- Forterra
- Washington Native Plant Society
- EarthCorps
- United Way
- Washington DNR events list
- Idealist.com
- VolunteerMatch.org

## **PARTNERS, SPONSORS, DONORS, AND GRANTORS**

**Green Kirkland Partners** have a working relationship with us and they have compatible values, goals, and mutual benefits.

A partnership can be defined as a working relationship with another organization that has compatible values and goals and which results in mutual benefits. It may sometimes be subject to a formal written agreement. The partnership may be formed around a single activity or event, or it may be long term.

Partners in 2013 include:

- City of Kirkland
- Central Houghton Neighborhood Association
- EarthCorps
- Eastside Preparatory School
- Eastside Audubon

- Forterra (formerly Cascade Land Conservancy)
- Friends of Kiwanis Park
- Highlands Neighborhood Association
- Houghton Parks Volunteers
- Juanita Bay Native Plant Stewards
- Juanita Bay Park Rangers
- Juanita Bay Rollers
- King Conservation District
- Kirkland Community Wildlife Habitat Team
- Market Neighborhood Association
- McAuliffe Park Native Plant Nursery volunteer group
- National Wildlife Federation
- United Way of King County
- University of Washington Restoration Ecology Network (UW-REN) Program
- University of Washington- Bothell
- Washington Native Plant Society
- YMCA Earth Service Corps

**Green Kirkland Sponsors, Donors, and Grantors** provide financial, in-kind, or other type of support. A sponsorship is a relationship in which the sponsor provides financial, in-kind, or other type of support for a Green Kirkland event or activity in exchange for marketing exposure. A donation is a gift of tangible or intangible materials. A grant is a monetary award as a result of a successful application process.

Sponsors, donors, and grantors in 2013 include:

- Amin Shali: event photography
- Costco: snacks for Earth Day event and more
- Distant Lands Coffee: donation of burlaps sacks as needed
- Finn Hill Shell Station: donation of drinks for Juanita Heights Park
- Forterra (formerly Cascade Land Conservancy): Pearl Jam funded forest restoration project; USDA Forest Service, Urban and Community Forestry Program grant; event publicity
- Friends of Kiwanis Park: refreshments and donuts for volunteers
- King Conservation District: grant to fund EarthCorps partnership events
- Kiwanis Sunrisers: snacks and coffee at Kiwanis Park
- Kris Rooke: event photography
- McClendon's Hardware: discount on tool purchased
- Marilee Henry: seeds and plants
- Mick Thompson: photobooks of Juanita Bay Park wildlife; photos to use in publicity
- Plaza Garcia: snacks for volunteers at Juanita Heights Park
- QFC: Food donation for Juanita Heights Park
- Royal Bank of Canada: donation
- Starbucks: coffee at Juanita Bay Park for Native Plant Stewards and other Juanita Bay Park Volunteers
- Tadpole Haven Nursery: native plants
- The Melody S. Robidoux Foundation: grant funding at Juanita Bay Park
- The Watershed Company: pizzas for Arbor Day event, Watershed Park
- Washington Department of Natural Resources: Washington Conservation Corps crew work at Carillon Woods, including hosting MLK Day of Service January 21

## VOLUNTEER GROUPS

2013 Green Kirkland Volunteers came from a variety of schools, businesses, and local organizations.

AKYSB American -Israeli AT&T Bellevue College Bishop Blanchet High School Blucora Boeing Boy Scouts Cascadia College City Church Intern Cub Scouts Pack 554 Cub Scouts Pack 559 Cub Scouts Pack 615 Eagle Scout Troop 550 EarthCorps Environmental & Adventure School Eastside Meetup Eastside Park Ranger Eastside Preparatory School Finn Hill Middle School Ford of Kirkland Forterra Friends of Kiwanis Park Fun Guiz Garden Gate HOA Girl Scouts Gower Habitat for Humanity Holy Names Academy i-CERV IMAN Inglemoor High School International Community School Juanita High School Key Club and Honors Society Juanita Middle School Kamiakin Middle School KDOG Kings School	Kirkland Community Wildlife Habitat Team Kirkland Junior High Honors Society Kirkland Kiwanis Noon Club Kirkland Middle School Kiwanis Mercer Island Club Kirkland Kiwanis Sunrisers Kirkland Youth Council Landis + Gyr Church of Latter Day Saints Liberty Mutual Lake Washington High School Honors Society and Key Club Lake Washington Institute of Technology Maltby Christian Church Microsoft North Star Middle School Northshore Junior High School Northwest University Old Dominion University Omega Financial Otters Team Pine Lake Middle School Pleasant Bay Church Congregation Puget Sound Energy RBCC Youth Rose Hill Middle School Honors Society Royal Bank of Canada Sacred Heart School Starbucks Symetra Target Up with People University of Washington University Washington- Bothell UW- Restoration Ecology Network Verizon Wireless Whole Foods Washington Native Plant Society YMCA Earth Service Corps
----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------