



# ROSS – Regional Open Space Strategy

Two-Year Work Program & Organizational Structure



Executive Committee Introductory Session  
Gould Hall, University of Washington  
January 10, 2012



NWCLC

**GREEN FUTURES** RESEARCH & DESIGN **LAB**  
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# PROJECT SCOPE

- **What is unique about the ROSS?**
  - Not a visioning exercise, but an effort to synchronize and implement existing visions to develop a regional open space network.
  - Detailed watershed landscape management fulfilling diverse goals.
  - Opportunity to illuminate the value derived from public open space.
  - Advancing beyond land conservation to embrace open space as a tool to support public health and recreation.
- **What encourages partners to conduct associated work?**
  - Institutional capital from UW, Bullitt, & NPS can be used to:
    - Advance more coordinated research,
    - Further regional collaborative governance,
    - Establish a more strategic approach in forming a regional open space network, and
    - Synchronize isolated initiatives to achieve broader objectives.

# PROJECT SCOPE

- **Why would stakeholders want to get involved in the ROSS?**
  - Engaging everyday people as well as experts to form common goals.
  - Assembling political capital and gaining public approval for shared regional open space priorities.
  - Aligning and galvanizing focuses on recreation, ecology, agriculture, & forestry.
- **What will attract staff & resource investment in the ROSS?**
  - Stronger consensus regarding the development of a regional network and the roles individual communities can serve.
  - Opportunity for individual organizations to attract resources to existing initiatives by forming partnerships with shared priorities for open space. Specific list of projects and actions that go beyond what individual entities can accomplish independently

# TWO-YEAR WORK PROGRAM

- **Purpose:**
  - Align activities underway to conserve and enhance open space and contribute to the ecological, economic, social, recreational and aesthetic vitality of the Central Puget Sound region.
- **Objectives:**
  - Create a regional community dedicated to open space.
  - Formulate regional priorities that balances diverse interests.
  - Build upon prior planning and analysis such as Vision 2040 and the Cascade Agenda to create a connected regional open space network.
  - Identify strategies to enact the vision for open space in the region.

# TWO-YEAR WORK PROGRAM

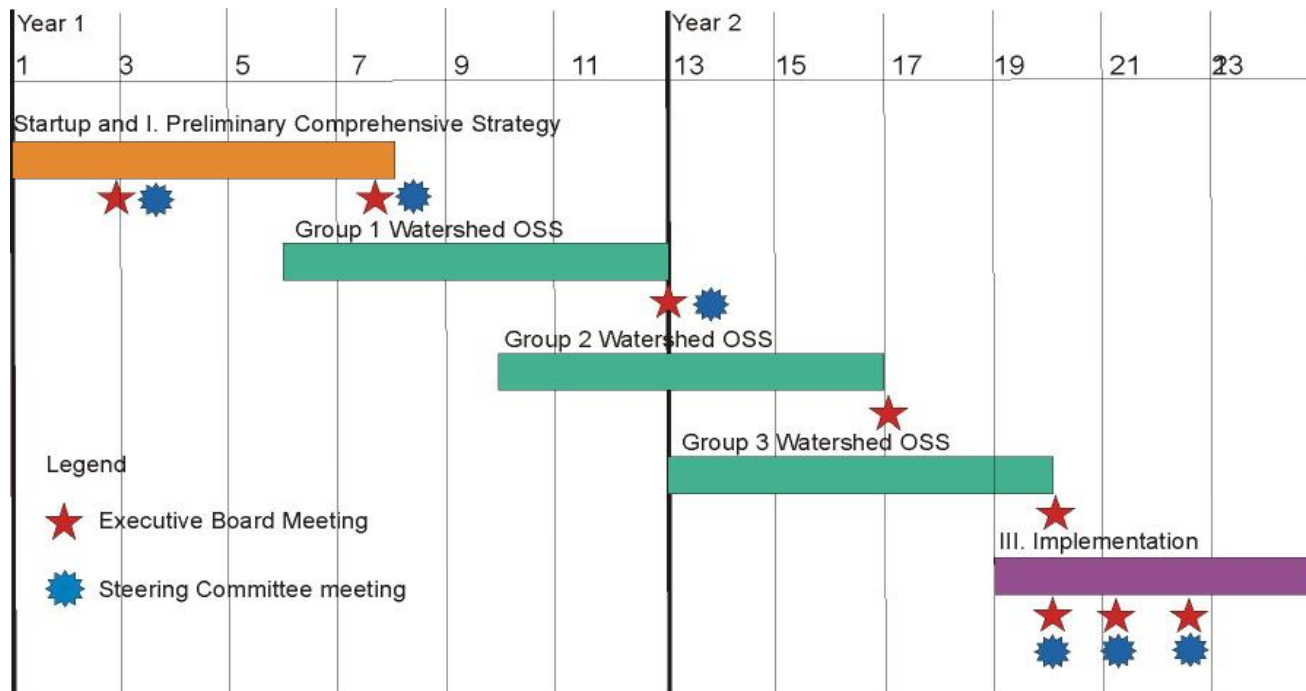
- **Anticipated Outcomes:**

- Improved regional scale implementation of open space strategies with an enhanced awareness of regional goals and priorities,
- Improved partnerships and communication among organizations and agencies,
- Synchronization of isolated initiatives,
- A more integrated or strategic graphic mapping analysis of gaps and opportunities,
- Identification of challenges and pathways to forming an integrated open space system, and
- Evaluation of ecosystem service values that lead to increased resources for open space conservation and enhancement.

# TWO-YEAR WORK PROGRAM

- **Process & Products**

- Step 1: Working Sessions & Preliminary Comprehensive Strategy (PCS)
- Step 2: Individual Watershed Open Space Strategies
- Step 3: Final Integrated Regional Open Space Strategy (ROSS)



# 2012 WORK SCHEDULE

2012 Actions	Topic	Organization	Deadline
1. Formation of ROSS leadership/committees and organizational structure.	Partnerships	ROSS Executive Committee	February 2012
2. Establish website and social networking presence (facebook, twitter, linkedin) with weekly blog posts.	Outreach	ROSS Staff	January 2012
3. Prepare & distribute newsletters and press releases at key junctures in planning process.	Outreach	ROSS Staff & Partners	Ongoing
4. Secure additional funding & staff resources for ROSS two year work program.	Securing Resources	ROSS Staff & Partners	June 2012
5. Develop Preliminary Comprehensive Strategy (PCS) that: outlines the characteristics of a regional open space network and the missing elements; provides early visualizations to support outreach; identifies strategies to overcome institutional barriers; clarifies the need for additional investment and opportunities to secure funding; and cultivates champions and partnerships for outreach, planning & implementation.	Strategy Development	ROSS Staff & Partners	August 2012
6. Complete open space strategy for two pilot watersheds (e.g. Duwamish & Puyallup).	Strategy Development	Group 1 Watershed Taskforce	December 2012

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# 2013 WORK SCHEDULE

2013 Actions	Topic	Organization	Timeframe
7. Complete pilot open space strategy for two additional watersheds.	Strategy Development	Group 2 Watershed Taskforce	March 2013
8. Complete pilot open space strategy for two additional watersheds.	Strategy Development	Group 3 Watershed Taskforce	June 2013
9. Complete pilot open space strategy for two-three additional watersheds.	Strategy Development	Group 4 Watershed Taskforce	September 2013
10. Finalize integrated ROSS with prioritized actions; recommendations for future coordination; and tools for open space enhancement at policy, planning, and project level.	Strategy Development	All	December 2013



# 2014+ WORK SCHEDULE

2014 Actions	Topic	Organization	Timeframe
11. Formally integrate ROSS into agency, organization, or coalition of organizations.	Project Implementation	TBD	TBD
12. Specific Projects (TBD based on Final ROSS). Early concepts include linking projects to improve resource sharing and acquire additional funds, filling missing links in the open space network, or a legislative action to establish a regional open space investment district that can allocate funds.	Project Implementation	TBD	TBD

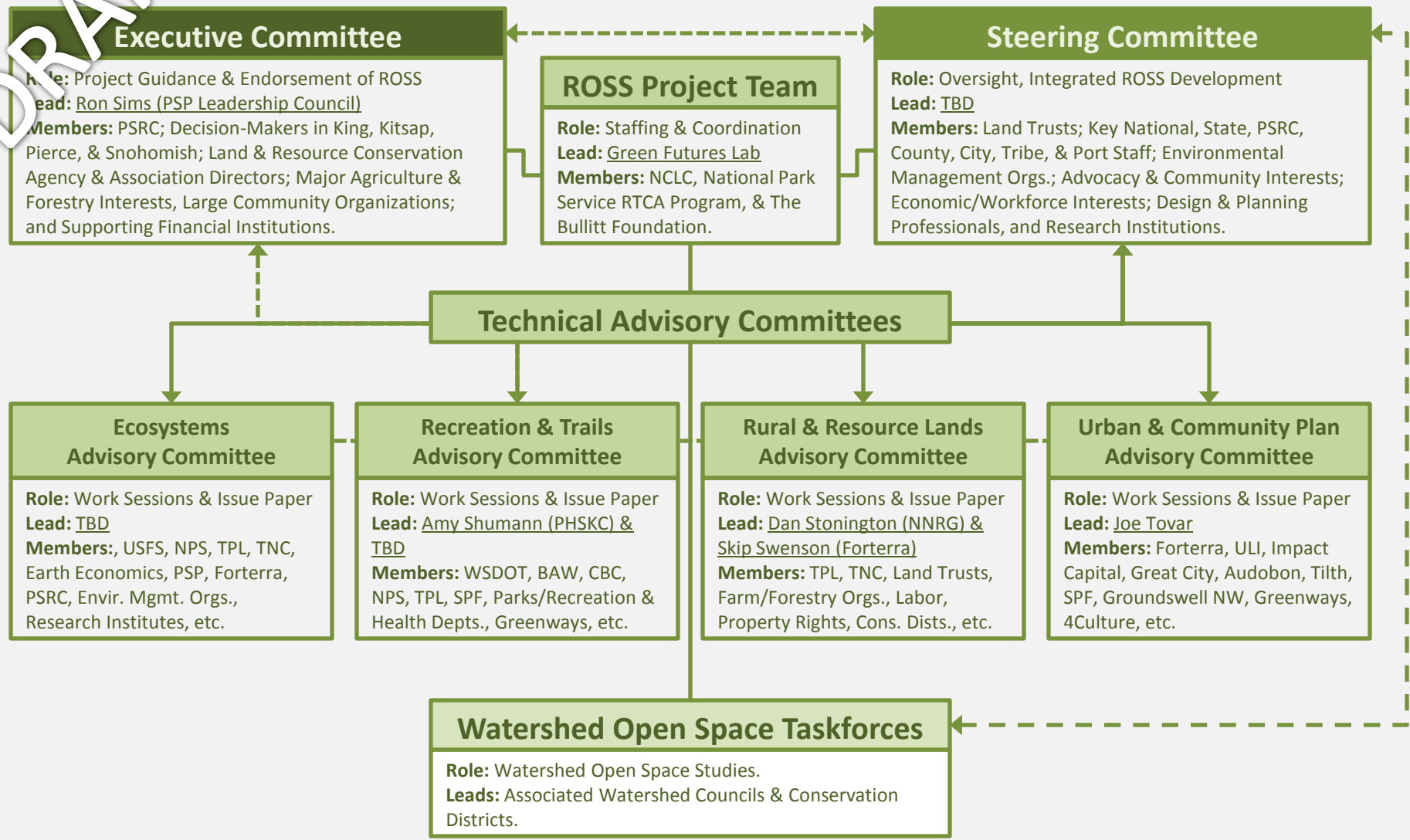
# ORGANIZATIONAL FRAMEWORK

- **Executive Committee:**
  - **Meeting Frequency:** Quarterly
  - **Role:** Project Guidance & Endorsement of ROSS
- **Steering Committee:**
  - **Meeting Frequency:** 8-10 times per year
  - **Role:** Oversight/Coordination, Integrated ROSS Development
- **Technical Advisory Committees:**
  - **Meeting Frequency:** Limited number of topic-specific workshops
  - **Role:** Develop Targeted Strategies for Ecosystems, Recreation & Trails, Rural & Resource Lands, Urban & Community Planning
- **Watershed Open Space Taskforces:**
  - **Meeting Frequency:** TBD
  - **Role:** Develop Watershed Open Space Strategies

# Regional Open Space Strategy (ROSS)

## DRAFT Committee Structure & Organizational Framework

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# COMMUNICATION STRATEGY

- **Web & Social Networking:**
  - Weekly blog posts to communicate updates on ROSS.
  - Information about upcoming open space events in region.
  - Opportunities to provide comments or contributions to strategy development or weigh in on potential legislative actions.
- **Newsletters & Press Releases:**
  - Announcements at key junctures of project.
  - Information on associated documents/products under development.
- **Public Meetings & Workshops:**
  - Held to answer questions, highlight key components, and kick off comment period for draft documents.
  - Supports the development of the Watershed Studies, & Final ROSS.

# RESOURCES

- **Existing Resources**
  - Green Futures Research & Design Lab
  - Northwest Center for Livable Communities
  - The Bullitt Foundation (\$50,000)
  - National Park Service Rivers, Trails, & Conservation Assistance Program (Technical Assistance)
- **Estimated Resource Needs**
  - Requested \$367,360 from DOE for two-year program.
- **Potential Grants & Other Support?**
  - Government Resources
  - Foundations



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