

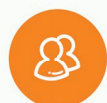
2026-2031 King County Parks Levy Outreach Summary



King County Parks conducted community outreach and engagement in March and April 2024 for the 2026–2031 King County Parks Levy. Over 4,800 people from all 9 King County Council Districts provided feedback (see “2026–2031 King County Parks Levy Results” document for details).

To create an equitable community feedback process, we identified key audiences and promoted in the following ways:

Key Audiences



King County Parks Partners

Local cities, non-profits, community organizations, organizations who have received Parks grants, and others who currently work with King County Parks



All County Residents

Everyone who lives, works, and/or recreates in King County



Residents in Opportunity Areas

“Opportunity Areas” are neighborhoods with the lowest incomes, highest chronic health problems, and lack of access to nearby green spaces/parks

To get diverse community input to inform the upcoming 2026-2031 Parks Levy, King County Parks conducted 21 in-person and virtual community engagement events and hosted 2 online surveys (partner-focused and general public).

ENGAGEMENT TOUCHPOINT	KCP PARTNERS	ALL COUNTY RESIDENTS	RESIDENTS OF OPPORTUNITY AREAS
Partner Survey	✓		
Public Survey		✓	✓
Virtual Community Meetings	✓	✓	✓
In-person, Opportunity Area events			✓

Promotional Efforts



Advertising and outreach materials in 8 of the top languages for King County: English, Spanish, Simplified and Traditional Chinese, Vietnamese, Ukrainian, Arabic, Somali



165+ partners received link to partner survey and multi-lingual partner toolkit to share public engagements with their networks



400,000+ people reached through social media advertising
7,679 links clicked to surveys or to sign up for virtual community meetings



3 multi-lingual media partnerships: Runta News, Rainier Avenue Radio, & El Rey Radio



22,710 people opened emails
2,327 links clicked to surveys or to sign up for virtual community meetings



36,000 postcards mailed to residents in select Opportunities Areas throughout King County (106 people scanned QR code to complete survey)

70 signs with survey link posted in 25 parks and trails throughout King County with emphasis on Opportunity Areas (108 scanned QR code to complete survey)



Who Participated

Over 4,800 people total

4,530 participants

Public Survey

53% of respondents are female

73% of respondents are White

49% of their households make \$100K+ per year

417 participants completed the survey in the non-English languages listed above

In-Person and Online Events

Over 290 participants

79% of in-person engagements took place with priority populations in Opportunity Areas

At least 56% of the respondents were BIPOC

The highest volume engagements were with Iraqi immigrants and refugees, Spanish speakers, and BIPOC youth

46 organizations

Partner Survey

73% of respondents serve over 500 community members per year

Over Half of respondents are environmental or advocacy organizations, or local government agencies

Respondents provide services mainly in English (89%) & Spanish (32%)