

## Your Parks, Your Future (YPYF) Community Outreach and Engagement Strategy

### I. PROJECT BACKGROUND

The City has initiated a planning process to update the Civic Park & Heather Farm master plans and assess the future programming of Heather Farm Community Center, Clarke Swim Center, Civic Park Community Center and Shadelands Art Center. The purpose is to ensure that these parks, community facilities, and programs best serve the community well into the future. The project will occur in two phases, with phase 1 focusing on Programming and Community Facilities and phase 2 focusing on Master Planning. As part of phase 1, the City will look at opportunities for potential changes and consolidation of the arts and recreational programming the City provides. The community centers and Clarke Swim Center may be rebuilt and may be consolidated and integrated with other park amenities for efficiencies and to enhance the user experience. Aligning future programs with community wishes will be a major part of determining the programming needs. During phase 2, the City will work with the community to develop a vision and design plan for each Civic Park and Heather Farm Park that looks 10 to 15 years into the future.

### II. OUTREACH AND ENGAGEMENT STRATEGY

These major parks and community buildings are where people go to relax, learn, exercise, play with their kids, decompress from a tough day, stay healthy, and to HAVE FUN. The public engagement process, including workshops and pop-up events, should also be fun and encourage people to be imaginative and creative with their thinking.

The following outreach and engagement strategy describes an approach to informing and involving the community throughout this project. The input from outreach events will directly inform project deliverables and the project team will continually share how the public's input is helping to shape design concepts and project recommendations. A number of engagement activities and outreach tools will be used to reach the community in a variety of places and formats. As the project progresses, this strategy may be further refined to best meet the needs of the project, with the deliverables acting as a guide for the outreach goals. Each public engagement activity will be described in greater detail prior to each event to achieve the necessary outcome.

#### A. COMMUNITY ENGAGEMENT ACTIVITIES

##### 1. STAKEHOLDER FOCUS GROUP MEETINGS

**Timeline:** July - August 2018

**Purpose:** To reach out to key stakeholders who represent the primary user groups of the parks and facilities, and other groups or organizations that have a vested interest in the outcome of the project.

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**Desired Outcomes:** The information gathered from these interviews will begin to build the background information needed to conduct productive workshops.

**Techniques:** The project team will seek feedback through facilitated round-table discussions.

## 2. ADVISORY COMMITTEE MEETINGS

**Timeline:** Between 8 and 12 meetings are anticipated to occur throughout the project at key milestones. The first meeting will be held on August 29<sup>th</sup>.

**Purpose:** To provide a public forum to discuss and offer guidance to City staff and the consultant team on key project deliverables and promote broader public participation throughout the duration of the project.

**Role:** A body confirmed by the City Council, convened for the duration of the planning project, to represent the interests and concerns of the entire community. The Committee will provide first community review of and feedback on project products. Committee members will also attend the supporting public workshops and pop-up events when possible and will actively promote public participation throughout the process.

## 3. POP-UP EVENTS

**Timeline:** Ongoing. “Pop-up” or mobile events will be held at various stages of the project. The first set of events will provide information about the project and promote the first series of workshops. Later Pop-ups will occur at key project milestones to provide project information and collect strategic input on project concepts, such as arts and recreation programming preferences and park designs.



**Purpose:** To provide an alternative format to a traditional community workshop by bringing the meeting to the people. Pop-up events provide quick and informal opportunities to participate at the parks or at planned community events to spread the word about the project and upcoming project events, and to gather input on park priorities, values and needs. Community events may include the Farmer’s Market, First Wednesday, Music and Movies Under the Stars, or sport events such as swim meets or soccer tournaments.

**Desired Outcomes:** Inform the public about the project and the ways they can get involved. Receive strategic input on specific project concepts, such as programming preferences, community facilities, and Preliminary Park Design Concepts.

**Techniques:** The project team will distribute project business cards, display information on exhibits, collect information using surveys, and/or engage the public with interactive exhibits. Pop-ups may feature kid-friendly activities to keep children busy while parents provide input.

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## 4. COMMUNITY WORKSHOPS

## WORKSHOP #1: ARTS &amp; RECREATION PROGRAMMING &amp; PROJECT VISIONING

**Timeline:** Fall 2018

**Purpose:** This first workshop will introduce the project to the community, and set the groundwork for the conceptual park and facility planning, programming and design process. The first meeting will be designed as a fun outdoor event and pizza party to build excitement for the project.



**Desired Outcomes:** The community is informed about the project goals and assumptions, and the variety of ways they can participate throughout the planning process. The project team has a clear understanding of participants' vision for the area, their values and their preferences for future arts and recreation programming.

**Potential Techniques:** Vision cardstorming, prioritization exercise, small group discussions, interactive display exhibits, kid-friendly activity

## WORKSHOPS #2 &amp; #3: PROGRAMMING UPDATE AND PARK AND FACILITY DESIGN COLLABORATION

**Timeline:** November 2018, one workshop per park, on separate days

**Purpose:** To present results of programming activities from the first workshop and collect additional programming information as needed. To gather input regarding design features and desired amenities for each park, which will serve as a guide for each master plan.

**Desired Outcomes:** A clear understanding of community desires, needs and priorities for future park amenities and programs.

**Potential Techniques:** Small group discussions, design preference activities, prioritization exercises, kid-friendly activity

## WORKSHOPS #4 AND #5: PRELIMINARY PARK DESIGN CONCEPTS

**Timeline:** Spring 2019, one workshop per park, on separate days

**Purpose:** To present the findings of the programming assessment and the preliminary park design concepts (two for each park) to the public for review and comment and to demonstrate how the community's involvement has contributed to the preliminary park design concepts.

**Desired Outcomes:** To receive input on the features of the preliminary park design concepts in order to help shape the preferred park design concept for each park.

**Potential Techniques:** Prioritization activity, interactive display exhibits, visual design preference survey, kid-friendly activities

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## WORKSHOPS #6 AND #7: PREFERRED PARK DESIGN CONCEPTS

**Timeline:** Late Summer 2019, one workshop per park, on separate days

**Purpose:** To present the preferred park design concepts (one for each park) to the community and to collect additional feedback from attendees.

**Desired Outcomes:** A clear understanding of community preferences for park design features and amenities to provide the basis for development of each of the Park Master Plan updates.

**Potential Techniques:** Interactive display exhibits, such as placing comments and stickers on design concepts to indicate preferred features and amenities, and kid-friendly activities

## 5. ONLINE SURVEYS

**Timeline:** After each community workshop

**Purpose:** To provide online engagement opportunities for those unable to attend the workshops in person.

**Desired Outcomes:** Broadened community input on the topics presented at each workshop.

**Techniques:** Create online versions of each of the in-person workshops that mimic the activities of the event for those unable to attend. It is important that we continue to find ways to show participants how their feedback is useful and being applied, so results from workshops and design alternatives will be posted for viewing on some of these platforms as well.

## B. CITY COUNCIL AND COMMISSION MEETINGS

## 1. CITY COUNCIL MEETINGS

The City Council will provide oversight for the project. City Council will receive project briefings and provide feedback at project milestones, including development of the Project Goals and Assumptions, Arts and Recreation Programming Plan, Preliminary Park Design Concepts, and Preferred Park Design Concepts. City Council will ultimately be the body that adopts the Master Plans. All City Council meetings will be open to the public and provide opportunities for public comment.

## 2. COMMISSION STUDY SESSIONS

The Arts and PROS Commissions will receive project briefings and provide in-depth review of project deliverables and provide direction at key decision points. All Commission meetings will be open to the public and provide opportunities for public comment. Commission meetings may be held as joint study sessions with both Commissions in attendance.

## C. OUTREACH TOOLS

Making people aware of the project and its associated workshop events is the first step towards successful community outreach. The project team will seek input



from the Advisory Committee and stakeholders to determine the most effective ways to reach residents through social media and more traditional media outlets.

### 1. SOCIAL MEDIA/ PROJECT WEBSITE UPDATES/TRADITIONAL MEDIA OUTREACH

**Timeline:** In advance of each workshop or event

**Purpose:** To spread the word about upcoming events and maximize public participation.

**Techniques:** Post notices to social media platforms, which may include: City's website, Next Door, Town Hall, Twitter, Facebook, Instagram, Online surveys such as Survey Monkey, and QR codes on meeting notices, flyers and/or informational cards. Traditional media outlets may include: the Nutshell, newsletter-style mailer, postcards, newspaper ads, flyers posted in the parks, local news media coverage, email blasts, project business cards and other promotional materials.

### 2. 5-MINUTE OUTREACH

**Timeline:** Before each workshop, as allowable

**Purpose:** To reach out to select social and community groups to encourage attendance to the workshop events.

**Techniques:** Give a 5-minute presentation about the project and upcoming workshops in-person, or an informational email could be distributed to community groups to share at their upcoming gathering. This may also involve reaching out to students at local schools to encourage families to participate. Going to these groups is a way to say, "we really appreciate what you can bring to the process".

## D. INCENTIVES

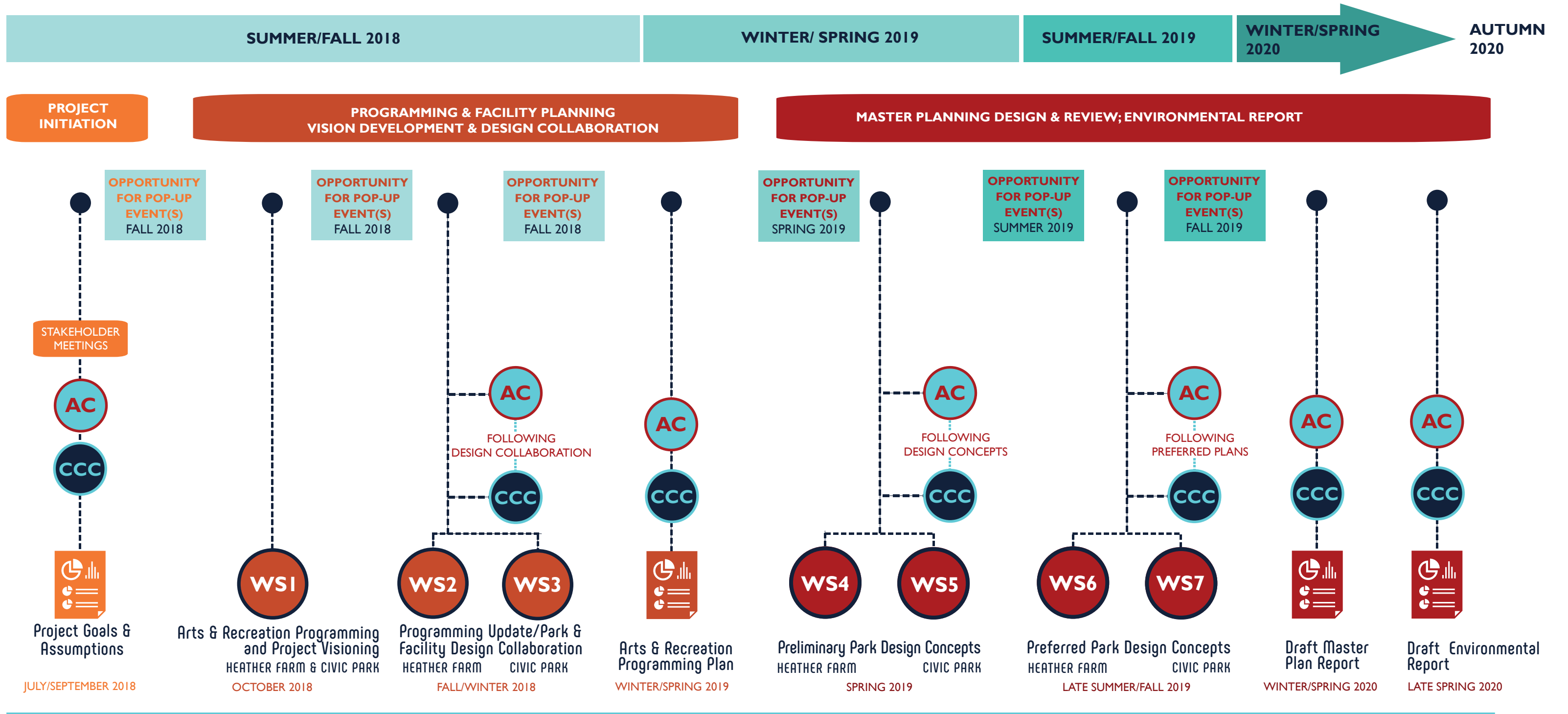
**Timeline:** At each community workshop

**Purpose:** To keep people interested over the life of the project

**Techniques:**

- a) *Motivational Carrots* – Provide raffle tickets at each workshop and raffle a prize at the final two workshops to encourage repeat attendees. Prizes may be donated from local businesses.
- b) *Refreshments* – Provide a snack and beverage to create an inviting and comfortable atmosphere and provide an opportunity for people to connect with fellow participants.

# YOUR PARKS, YOUR FUTURE COMMUNITY OUTREACH & ENGAGEMENT PROCESS DIAGRAM



**AC** Advisory Committee Meeting(s)

**CCC** Arts & PROS Commissions/ City Council Meeting(s)

**WS2** Community Workshop

**Report**