



PARK DEVELOPMENT AND ACQUISITION

**COMMUNICATIONS PLAN
2001**

- ❖ 2000 PARK LEVY PROGRAM
- ❖ COMMUNITY CENTER LEVY PROGRAM
- ❖ MAJOR MAINTENANCE PROGRAM
- ❖ NEIGHBORHOOD MATCHING FUND PROGRAM

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I N T R O D U C T I O N

This Communications Plan outlines the strategies and methods that will be used to involve and inform the public and City staff in Seattle Parks and Recreation improvement and acquisition projects over the next decade. With the renewal of the Community Center Levy in 1999 and the passage of the Pro Parks Levy in 2000, Seattle Parks will undertake an ambitious program of well over a hundred park projects, costing more than \$235 million.

To put this into perspective, Seattle Parks and Recreation operates and maintains, on behalf of Seattle citizens, a large and complex parks system comprised of 6,000 acres, 400 parks, 185 athletic fields, 151 outdoor tennis courts, 130 children's play areas, 90 restroom buildings, 80 picnic shelters, 24 community centers, 18 boulevards, 10 swimming pools, five golf courses, a zoo, aquarium and dozens of other facilities.

From 1991 to 1997, Seattle Parks and Recreation built six new community centers, five of them with funds from the 1991 Seattle Center and Community Center Levy, and one with other City funds. Seattle Parks also purchased more than 600 acres of open space with funding from the 1989 Open Space and Trails Bond, and improved or bought dozens of parks along shorelines with the Shoreline Park Improvement Fund. At the same time, the Parks Major Maintenance Program focused on repairing and improving existing parks and facilities. In the past three years, funding for the Neighborhood Matching Fund has tripled and projects in neighborhood parks have risen proportionately. The success of these programs helped pave the way for the 1999 renewal of the Community Center Levy and passage of the Pro Parks Levy in 2000.

Over the next several years, Seattle Parks and Recreation will expand or build 11 additional community centers, including new facilities in the previously underserved neighborhoods of Belltown, Northgate and the International District. The Community Center Program will bring existing community center facilities up to code, renovate old spaces and build new centers to provide more program space for children and youth, families, seniors and festivals.

The Pro Parks Levy will fund more than 100 projects all over the city that will implement park and open space priorities from neighborhood plans, buy green spaces, improve athletic fields, add pedestrian and bike trails, support Zoo programs and maintenance, enhance park maintenance and expand recreation programs for youth and seniors.

Involving and informing the community are key to the success of the Parks Development and Acquisition Program. This Communications Plan lays out the

basic elements of public involvement and information for the next eight years, including overall program goals and strategies, and specific public information templates for various types of projects. Our goal is to engage people in the planning and design and development of these projects through active communication and participation in community meetings, workshops and project advisory teams.

Vision

Guiding the planning and implementation of the Park Development and Acquisition Program, including the Communications Plan, is the Department's mission statement: "Seattle Parks and Recreation will work with all citizens to be good stewards of our environment and to provide safe and welcoming opportunities to play, learn, contemplate and build community."

Program Goals

The following Park Development and Acquisition Program goals will guide implementation and communication.

- ❖ **Build credibility by developing projects on schedule and within budget.**
- ❖ **Engage the community through a variety of mechanisms in the planning and development of park improvements.**
- ❖ **Ensure individual projects are well designed and adaptable for future community and agency needs.**
- ❖ **Maximize resources and cost savings, and partner with other public and private projects where possible.**
- ❖ **Make decisions in a clear, inclusive and timely manner.**

Communications Challenges

Meeting the goals outlined above demands that Seattle Parks and Recreation staff and consultant teams respond to significant communications challenges. These challenges include:

Communicating complexities of projects

Early stakeholder involvement and communications will support clear community understanding of project goals, issues, opportunities and constraints. Active community involvement from start-up to completion will ensure timely and efficient decision-making.

Engaging broad and diverse community participation

Planning for each project provides an excellent opportunity to bring new voices and interests to the table. Working with Parks and Recreation staff and community leaders, project staff should reach out and solicit the involvement of a broad spectrum of stakeholders, including those who do not traditionally work with the department.

Capitalizing on community involvement

Community-based involvement is essential to the successful completion of each project. Staff will address all community input, concerns and comments in a responsive and timely manner. Project advisory team roles and responsibilities will be clearly defined at each project's inception to ensure expectations and decision-making processes are understood and accepted by participants.

Maintaining program identity

The Parks Development and Acquisition Program represents a major investment in our community by the citizens of Seattle. We will communicate the return on this investment to the public through strong program identities. Program communications need to highlight the unique mission of each fund source in light of other public capital improvement programs such as Libraries for All, and schools and fields levies.

Addressing expectations

We will emphasize opportunities and limitations for improvements, including constraints imposed by funding, schedule, and legislation. We will articulate the tradeoffs associated with siting, programming and design decisions, and their impacts on each project.

Developing shared strategies for unique projects

Each improvement project serves a unique spectrum of stakeholders and interests, so public involvement strategies should strike a balance between the overall need for consistent and timely public involvement strategies, and each community's special needs.

Providing unified communication

The challenge: 11 community centers, more than 100 park acquisition and development projects, ongoing Major Maintenance projects, an increasing number of Neighborhood Matching Fund projects, multiple project managers, differing scopes and schedules, four Parks and Recreation divisions, many partners and diverse stakeholders all demand that information be shared regularly

and coordinated internally among key staff, and communicated externally with a consistent voice and identity.

Communications Principles

The following are principles of communication and public involvement that Seattle Parks and Recreation will practice when designing and developing Park Development and Acquisition projects. They address the key communications challenges we have identified and form the centerpiece of this Communications Plan.

- ❖ **Practice early, inclusive and strategic involvement**
- ❖ **Develop and maintain flexible communication strategies**
- ❖ **Promote open and engaging involvement**
- ❖ **Facilitate internal dialogue and communication**
- ❖ **Build credibility with our partners**
- ❖ **Create awareness of the program**

Program Identity

The development of an identity for each program fund source will help to ensure that all communication tools send a consistent message and generate public awareness and recognition. Consistent use of the Seattle Parks and Recreation logo, program slogans and other graphics layouts and standards, will establish a public identity and reputation. We will incorporate common goals and messages for each fund source.

Key Messages

As part of the Communications Plan, we will develop key messages for each program to provide clear and consistent public understanding of program progress, objectives and issues. Key messages will also help unite internal communications, enabling all staff to provide consistent messages to the public.

Key Message Ideas

- ❖ The Pro Parks Levy Program is major investment by the community in our system of parks and open space.
- ❖ The Pro Parks Levy is a huge step in implementing neighborhood plans and responding to the citizen requests and desires.
- ❖ The Community Center Levy Program will extend the lives of our existing community centers to meet current and future needs.
- ❖ Building community centers meets the needs of our growing communities by:
 - Creating public access to neighborhood resources,
 - Enriching the lives of our citizens at every stage of life,
 - Providing safe, accessible community gathering spaces, and
 - Creating foundations for creative, healthy community interaction.

Slogans

Slogans provide a common thematic focus for the program and build the programs' identities. Recommended slogans are:

Pro Parks

"Parks for All." Developed by the Pro Parks 2000 Levy campaign.

CCLP

"Building the Heart of Your Community." This slogan was developed to build recognition for the 1991 Community Center Levy Program.

Major Maintenance

"Your Park Dollars at Work." Developed as part of the Major Maintenance Program.

Neighborhood Matching Fund

"Parks Projects in Your Neighborhood." Used in a newsletter about Parks Neighborhood Planning and Neighborhood Matching Fund projects.

Tone

All project communications should share a tone that is simple, clear and direct, friendly and inviting, forward thinking, open to collaboration, inclusive, realistic and engaging. This common language will build credibility and public trust.

Graphic standards

Establishment of graphic standards will create a visual consistency in all Park Development and Acquisition Program communications. Use of graphic templates for bulletins, public meeting announcements, advertisements and other outreach and informational materials, will instill recognition of the program and the individual projects and reinforce the program's identity. These templates will include a style manual that will:

- Ensure a consistent look and layout.
- Communicate the goals and direction of the program.
- Provide immediate impact for messages and information.
- Eliminate confusion over similar programs.
- Project knowledge, competence, partnership, and openness.

Templates will provide standards for:

- Event signs and nametags
- Event summary reports
- Fact sheets
- Press releases
- Meeting notices and agendas
- Newsletters
- Posters and display boards
- Questionnaires
- Progress reports
- Thank you notes
- Web site

Graphic standards and templates should provide specifications for these standard elements:

- Appropriate uses
- Text and graphic positioning variations
- Typography
- Ink color
- Paper stock and color
- Logo placement

Review protocol

To ensure consistency in content, we will establish a simple and direct protocol for review and approval of all communications materials. Public information staff will develop a standard procedure that anticipates time required for production, internal review, approval, pre-press, printing, and distribution.

INTERNAL COMMUNICATION STRATEGY

The Communications Plan gives as many stakeholders as possible the opportunity to participate in various programs. Key participants will be Parks and Recreation staff, who will disseminate information on each project and program by sharing information with users and community members, conducting public events and briefings, and responding to questions and issues.

Information needs to flow regularly in many directions within the department: from project managers to operating divisions and back; among program management, the public information staff and support staff; and to the Mayor's Office, City Council, the Superintendent's office and Park Board.

Activities

To share information about the programs effectively, staff must be involved regularly through:

- Monthly briefings to the Project Steering Committee on the status of each program and its projects, policy issues, and needed guidance or decisions.
- Periodic retreats for all program staff to discuss the projects, share information, and discuss policy issues or strategies.
- Regular program briefings to the City Council, Park Board, and the Design Commission.
- Project briefings at key milestones to operating division staff, including maintenance and programming staff, and their stakeholders (advisory councils, users, etc.) on the status of programs and projects. Leave project visuals and boards for a period of time at the meeting site for users and staff to view.

- Establishing primary staff contacts as quick information sources and publicizing these phone numbers and e-mail addresses.

- Developing a program calendar of public events and outreach activities and posting the information on the program's web page.

- Distribution of material about the program and projects to operating division staff and users including an organizational chart of staffing, contacts and phone numbers and e-mail addresses; ensure front desk staff receive this information and are equipped to answer questions.

- Dissemination of regular program information in weekly department reports and the Superintendent's e-mail newsletter, "The View from Denny Park" and the (hard copy) "Superintendent's Report."

- Posting all program information on the department's web site.

- Publishing information about the programs' progress and achievements in the department's employee newsletter "Grassroots" at major milestones.

O V E R A L L P U B L I C I N V O L V E M E N T S T R A T E G Y

Overview

Successful communication demands open dialogue and participation so citizens and staff can work together to resolve issues and challenges and identify opportunities.

Goals and objectives

- Meet and exceed the requirements of the department's recently revised Public Involvement Policy.
- Establish and maintain credibility by ensuring that all the information that is communicated is clear, timely, and concise.
- Identify and try to include all people, groups, and agencies that may be affected by or have interest in the project.
- Provide timely opportunities throughout the process for all interests to express their views, ideas and concerns.
- Provide timely feedback to answer questions and acknowledge concerns.
- Communicate back to the public how we have heard, considered and incorporated public comments into the development of projects.
- Provide creative and open opportunities for dialogue and problem solving among different stakeholder groups.

The following strategic themes will guide our public involvement procedures:

- Reinforcing the need for and benefits of integrated improvements to neighborhoods to build support for other public projects.
- Stressing the openness of the planning process, and creating ample and meaningful opportunities for input to build community and customer ownership in the design and development of each project.

Outreach Strategy

To reach Seattle’s diverse communities we need to use many kinds of information and communication techniques. Each project and its community are unique, and we will tailor our activities accordingly. We will work to understand the communities we work with.

Form Project Advisory Teams, Oversight Committee

We will form a Project Advisory Team (PAT) for each community center project and for some large development projects. The 16-member Pro Parks Levy Oversight Committee will advise the department by reviewing and making recommendations on expenditure of levy funds, and by developing criteria and an application process for the \$10 million opportunity fund.

Create Public Involvement Plans for each project

We will create an individual public involvement plan (PIP) tailored for each project. The Project Manager for each site is responsible for working with public information staff to develop a PIP. We will also provide program-wide information and make special efforts to inform and involve hard-to-reach interest groups.

Provide regular feedback

When reporting on the Park Development and Acquisition Program accomplishments internally and externally, we will explain how ideas and advice from the public affected the direction of the project or the decision-making process, and clearly articulate the rationale for the chosen direction.

Empower Parks staff to lead

We will be leaders of public involvement and communications activities in the development of projects. In cases where projects involve additional partners or organizations, we will work cooperatively with those partners.

Project Advisory Teams

Purpose

The Park Development and Acquisition Program requires community input, guidance and support. The creation of a Project Advisory Team (PAT) for each community center project and selected other large projects will provide community-based participation and advice to Parks staff and consultants in project development.

Parks and Recreation's Project Steering Committee will serve as an intradepartmental policy, technical steering, and decision-making committee, particularly if a PAT cannot reach consensus on recommendations at key milestones.

Community involvement

Project staff will frame issues and decisions needing input by the PAT. The PAT will be primarily responsible for providing consensus-based advice and recommendations to the department at key milestones during the development of each community center or other large project. The department will give considerable weight to the advisory team's recommendations. If consensus is impossible, the PAT will send the complete range of PAT input to Project Steering for consideration.

Each PAT will reflect the diversity of the facility service area. Membership will include community participants representing a wide range of backgrounds, interests and perspectives, and may involve neighbors, community center stakeholders, community center advisory council members, schools, businesses, churches, libraries and other civic facilities or organizations. Each PAT will be asked to present and share the outcome of its efforts at public events or forums.

Selection process

The Project Manager and Parks Sector Manager will identify potential members based on the guidelines listed above. They will collect and review information from applicants and make recommendations for PAT membership. These recommendations will be reviewed and approved by the Director of the Planning and Development Division, the Division Director for the area in which the community center is located, other Division Directors as appropriate, and by the Superintendent, who will send out an appointment letter.

PAT membership will consist of the following:

- Up to 12 members from the following groups: community individuals, community organization representatives (one representative per organization) and community center advisory councils.

- One Parks staff member as selected by the Planning and Development and geographic division directors.

A separate staff member selected by the two division directors (Planning and Development and geographic) will facilitate PAT meetings.

Other Parks and City staff may attend and participate in PAT meetings as appropriate but will not be official PAT members. These individuals may include:

- Pertinent Parks staff
- Design Consultant
- Department of Neighborhoods Sector Manager

PAT Roles and responsibilities

In carrying out their assigned duties, PAT members will:

- Attend or be represented at all PAT meetings
- Identify issues vital to the interests represented on the committee
- Provide advice and recommendations to Seattle Parks and Recreation relating to community center planning, design development and evaluation
- Support the implementation goals and schedule adopted for the program
- Report on program activities to constituent groups and organizations
- Share the outcomes of their discussions at public events and other public outreach forums
- Represent the group(s) they belong to and help build consensus at key milestones in the project
- Balance the specific interests of their constituency with a broad understanding of all citizens' needs within the community when making recommendations

Organization

The PAT organizational format will allow for open discussion of issues and options, and document advice and recommendations. The PAT facilitator will work with staff to set agendas, conduct meetings and planning processes in a constructive atmosphere, provide timely and adequate communication, report on progress, identify issues, and recommend actions to the PAT and to the Project

Steering Committee. The PAT will strive to reach consensus-based advice and recommendations at key project milestones.

Parks and Recreation staff will support the PAT by producing agendas, preparing meeting summaries and reports, and coordinating and distributing reference materials.

Project Steering is composed of senior staff from Seattle Parks and Recreation and will include input from key partners including the Design Commission, Department of Neighborhoods and Seattle Housing Authority (where pertinent) at select decision-making points. The Committee is responsible for providing technical and overall policy guidance to the program, and will address issues or questions that cannot be resolved by the PATs. Project Steering will at times make recommendations to, and seek strategic counsel from, the Superintendent on key program or policy issues. Issues that cannot be resolved by Project Steering will be forwarded to the Superintendent for resolution.

Schedule

PATs will provide input at key project milestones beginning in the early design phase of the project and finishing at the end of the design phase.

Public Involvement Tools to Engage

Each project PIP will incorporate a variety of public involvement activities, including:

Community celebrations

Celebrations help highlight key milestones in a project's life and commemorate project achievements and recognize public involvement activities and volunteers. Community celebrations can be ground-breakings, building demolitions, hardhat tours, and grand openings and ribbon cutting ceremonies.

Community meetings

Public meetings will provide the primary formal means to inform the public about the project's progress and to solicit public feedback. Public meetings provide forums to learn about opportunities and community issues, involve interested members of the public in the development of a project, share project information with the public, and listen to questions and concerns. We will structure them to provide several opportunities for participants to express their preferences and ideas, both verbally and in writing. We will present information in clear, concise formats, in both visual and written forms.

Workshops

Workshops are a slightly less formal and more interactive way to provide stakeholders with an in-depth understanding of each community center's opportunities and constraints. They offer design consultants and Parks staff the benefit of thoughtful, creative, organized advice from the community at key decision-making points.

Workshops can be used during the planning or programming phase of a project to balance the "givens" of a project's scope, schedule and budget with public needs and desires for the project. They provide an opportunity for stakeholders to meet each other and understand each other's views and desires. They also provide feedback to help focus and refine the program at the beginning of the design process, or in some cases to identify the need for additional funding or next steps in a subsequent phase.

Open houses

The open house format is an informal walk-in session. The advantage of an open house is that members of the public can "drop in" at their convenience and gather information without having to attend an entire presentation or meeting session. Participants can also focus their attention on issues that interest them and gather information or provide feedback on those issues. People often feel more at ease with this type of format and ask more questions and offer more candid comments

to project team members. Identifying people who have specific interests can help design team.

The open house is especially helpful for high-visibility or controversial projects, since it is likely many people will be interested enough to attend, and project staff can address rumors, answer questions and take comments. It allows for more people to attend over a slightly longer period of time than a typical project meeting. Often, open houses include “stations” that correspond with key subject areas for a project or a general presentation of project information and status. Citizens can wander in and learn more about different aspects of the project, ask clarifying questions or provide on-the-spot feedback.

Questionnaires

Questionnaires can supplement informational material and formal presentations at public meetings or through direct mailing. They provide a means for discreet communication at public meetings or when coupled with a newsletter.

Questionnaires can generate quantifiable input that will aid in the decision-making for the project.

Designated information contact

The Public information staff will serve as the central information contacts for general project information, upcoming public involvement opportunities and project manager contact information. We will widely publicize phone numbers, e-mail addresses and mailing addresses. This quick and direct access to information will benefit both citizens and City staff.

E-mail groups

Electronic dissemination of information is another rapid and efficient way to reach interest groups. E-mail “list serves” send out e-mail notices to people to provide project updates and inform them of upcoming events.

Mailing lists

Many groups and organizations in each community will have interest in each project. We will brainstorm internally and externally to identify all groups and individuals who might have an interest in each project.

Public Involvement Tools to Inform

The goal of tools to inform is to provide informative materials that report on specific projects or progress in the overall program. Many can be used both to inform and to encourage community participation. We will encourage people to take the next step and become actively involved as a part of a project's mailing list or e-mail contact list.

Targeted community outreach

We can use speakers' bureaus to conduct targeted outreach at meetings of existing organizations. Speakers' bureaus are useful in addressing civic and business organizations such as Chambers of Commerce, and Rotary Clubs. These "road shows" also help in identify key agencies that will require project updates, and generate feedback. We will add interested parties who attend the speakers' bureau events to project mailing lists. Seattle Parks and Recreation project managers and Project Advisory Team members are ideal speakers' bureau candidates.

Newsletters

We will produce regular program newsletters. The timing of the newsletters should coincide with program milestones, and the audience includes individuals on project mailing lists, e-mail groups, general interest groups, key City of Seattle staff, elected officials, community organizations and appropriate project specific zip codes (neighbors living within at least a 500' radius around the project's site).

Annual progress report

An annual report is an opportunity to recap work that has been accomplished to date on each program. This yearly account summarizes the planning, design and programming work and public involvement activities. The audience is similar to that of newsletters.

Brochures and fact sheets

We will use brochures and fact sheets to share basic information about each project and program, its goals, purpose, schedule, and opportunities for public involvement. Facts sheets can highlight a specific issue or opportunity.

TV Seattle (Municipal channel)

Cable subscribers within the City of Seattle receive "TVSea" as part of any basic cable package. We will consider posting public meeting notice information on the public channel as part of the project's outreach efforts and, when possible, arrange for a TVSea crew to videotape portions of public meetings for airing on the channel.

Posters, displays advertisements and flyers

Posters and display advertisements are public involvement tools that notify the public about upcoming meetings. We will also create flyers as direct mail pieces for public meeting notification and for posting at key locations within the project area two weeks prior to an event. We would publish paid advertisements 15 days prior to an event.

News releases, articles, opinion editorials

News releases notify stakeholders and the general public about project news, events or upcoming public involvement opportunities through the news media. Local publications are a natural vehicle to disseminate information. Articles or opinion columns in community publications, authored by members of the Project Advisory Teams, community leaders or elected officials, are effective communications tools. News releases and meeting announcements should be sent to appropriate community or local media outlets including:

- Daily Journal of Commerce
- Seattle Post-Intelligencer (Community calendars and local section editor)
- Seattle Times (Community calendars and local section editor)
- Community newspapers and publications

Web site

The Parks web site will be a primary tool for distributing public information about projects. Project and program information will be posted on the Parks and Recreation web site. Public information staff will develop and regularly update web site content. We will include links to and from local interest web sites such as Chambers of Commerce and community councils. We will post public meeting announcements on the Parks Department “What’s Happening” web page.

PUBLIC INVOLVEMENT PLAN TEMPLATES

The public involvement plan templates presented in this section provide project managers and public information staff with outlines for the public processes for various types of projects in Community Center Levy Program, Pro Parks Levy Program, Major Maintenance Program and the Neighborhood Matching Fund Program.

The templates can be used in the development of public involvement plans (PIPs), which are required for most major projects at start-up. These are usually part of the project's design program. Project managers and public information staff will develop PIPs to ensure meaningful public involvement throughout the life of the project. Parks and Recreation management (Core Teams and Project Steering Committee) will review and approve each PIP. Using these templates as guides, staff will tailor an approach that best fits the interested community.

The templates included in this section cover different kinds of projects:

New facilities

Facility additions

Facility renovation

Park or facility maintenance

Park or facility development

Open space acquisition

New Facility Template

Preliminary Phase

- Identify community leaders and organizations
- Targeted community outreach conduct focused interviews recruit and select Project Advisory Team members
- Assemble stakeholder list.....
- Develop project overview information for web site
- Compile project mailing list.....

Start-Up Phase

- Produce and distribute design program.....
- Post project information sign
- Tailor public involvement plan and schedule.....
- Develop and approve Project Advisory Team schedule and recommendation milestones.....
- Develop programming questionnaire for kickoff and site workshop meetings.....
- Kickoff meeting: public announcement #1 (flyer, web site, press release, e-mail).....
- Plan and host community kickoff meeting/workshop
- Targeted community outreach - project briefings to identified stakeholder groups

Site Selection

- Workshop: public announcement #2 (flyer and poster, web site, press release, email)
- Conduct community workshop for site selection
- Public announcement #3: feedback on site selection (newsletter #1, web site, email)

Planning/Programming Phase

- Compile programming feedback
- Targeted community outreach — continue briefings to community organizations focused on programming
- Issue RFP, begin consultant selection process and form selection committee

Design Phase

- Public announcement #3: feedback on consultant selection and design workshop announcement (newsletter #2, web site, press release, questionnaire #2 on concept or schematic design, e-mail)
- Conduct public workshop: design.....

Seattle Design Commission briefing.....

Construction Phase

Public announcement #4: groundbreaking ceremony (postcard
and poster announcement).....

Host groundbreaking ceremony

Design and develop presentation boards for public display
highlighting preferred design

Conduct hard hat tours of site

Move In

Newsletter #3: announce ribbon cutting event

Host ribbon cutting ceremony

Celebrate!

Send out evaluation forms

Facility Addition Template

Preliminary Phase

- Identify community leaders and organizations
- Recruit and select Project Advisory Team members.....
- Assemble stakeholder list.....
- Develop project overview information for web site
- Compile project mailing list.....

Start-Up Phase

- Produce and distribute design program.....
- Tailor public involvement plan and schedule.....
- Post project information sign
- Develop and approve Project Advisory Team schedule and recommendation milestones.....
- Develop programming and siting questionnaire for kickoff open house.....
- Kickoff open house: public announcement #1 (newsletter#1, web site, press release, e-mail).....
- Plan and host community kickoff open house
- Targeted community outreach - project briefings to identified stakeholder groups

Planning/Programming Phase

- Compile programming and siting feedback
- Targeted community outreach — continue briefings to community organizations focused on programming
- Issue RFP or select from roster; begin consultant selection process and form selection committee.....

Design Phase

- Public announcement #2: feedback on consultant selection and design workshop announcement (newsletter #2, web site, press release, e-mail, questionnaire #1 on concept or schematic design)
- Conduct public workshop: focus on design
- Seattle Design Commission briefing.....

Construction Phase

- Public announcement #3: groundbreaking ceremony (postcard and poster announcement).....
- Host groundbreaking ceremony
- Design and develop presentation boards for public display highlighting preferred design

Move In

- Public announcement #4: announce ribbon cutting event, final design (postcard, poster).....
- Host ribbon cutting ceremony.....
- Celebrate!.....
- Send out evaluation.....

Facility Renovation Template

Preliminary Phase

- Identify community leaders and organizations
- Recruit and select Project Advisory Team members.....
- Assemble stakeholder list.....
- Develop project overview information for web site
- Compile project mailing list.....

Start-Up Phase

- Produce and distribute design program.....
- Tailor public involvement plan and schedule.....
- Post project information sign
- Develop and approve Project Advisory Team schedule and recommendation milestones.....
- Develop programming questionnaire for kickoff open house
- Kickoff open house: public announcement #1 (newsletter#1, web site, press release, e-mail).....
- Plan and host community kickoff open house
- Targeted community outreach - project briefings to identified stakeholder groups

Planning/Programming Phase

- Compile programming and siting feedback
- Targeted community outreach — continue briefings to community organizations focused on programming
- Select from consultant roster; begin consultant selection process and form selection committee.....

Design Phase

- Public announcement #2: design open house announcement (newsletter #2, web site, press release, email, questionnaire #1 on schematic design).....
- Conduct public open house: focus on design.....
- Seattle Design Commission briefing.....

Construction Phase

- Public announcement #3: construction announcement, relocation information and anticipated impacts
- Design and develop presentation boards for public display highlighting improvements.....

Move In

- Public announcement #4: announce grand reopening event (postcard, poster)
- Host grand opening event
- Celebrate!
- Send out evaluations.....

Major Park/Facility Maintenance Template

Start-up Phase

- Compile project mailing/e-mail list of community leaders and organizations
- Assemble stakeholder list.....
- Review public involvement policy criteria to see if project warrants public involvement or just public information
- Discuss possible controversial or key issues

Project Kick-off

- Develop project overview information and post on web site
- Post project information sign
- Public Announcement #1: Public Involvement/Informational Meeting Notice, if deemed necessary (flyer, web site, press release, post signs, e-mail)
- Plan and host public meeting
- Inform public of project at meeting and collect input/data if needed

Pre-Construction, Construction Phases

- Compile feedback
- Public Announcement #2: Public meeting notice (flyer, web site, press release, post signs, e-mail)
- Plan and host public meeting
- Inform public of project changes due to their input at meeting.....
- Start construction
- Post project updates periodically
- At completion of project, take down all project signs.....
- Send out evaluation.....

Minor Park/Facility Maintenance Template

Start-up Phase

- Review department public involvement policy criteria to determine level of public involvement needed
- Post temporary signs and mail flyers to neighborhood (if needed)
- Check need to notify community members/contacts
- Discuss possible controversial or key issues and how to address them

Construction Phase

- Post temporary project signs
- Start construction
- At completion of project, take down all project signs
- Send out evaluation

Major Park/Facility Development Template

Start-up Phase

- Identify community leaders and organizations
- Targeted community outreach: conduct focused interviews with key stakeholders
- Assemble stakeholder list.....
- Develop project overview information and post on web site.....
- Compile project mailing/e-mail list

Project Kick-off

- Post project information sign
- Tailor public involvement plan and schedule.....
- Determine applicability of using Project Advisory Team.....
- Develop scoping questionnaire for kickoff meeting
- Public Announcement #1: Kickoff meeting (flyer, web site, press release, e-mail).....
- Plan and host community kickoff/scoping meeting.....
- Targeted community outreach - project briefings to key stakeholder groups.....

Site Selection

- Public Announcement #2: Public workshop (flyer and poster, web site, press release, email)
- Conduct community workshop for site selection
- Compile feedback
- Targeted community outreach — continue briefings to community organizations focused on site selection
- Public Announcement #3 (flyer, web site, press release, e-mail): Decision on site selection and feedback received.....
- Issue RFP, begin consultant selection process and form selection committee

Design Phase

- Public Announcement #4: Feedback on consultant selection and design workshop announcement (flyer, web site, press release, e-mail); develop questionnaire on concept or schematic design.....
- Conduct public design workshop.....
- Seattle Design Commission briefing.....
- Targeted community outreach - continue briefings to key stakeholder groups.....

Construction Phase

- Public Announcement #5: Groundbreaking ceremony (postcard and poster announcement) and highlight preferred design
- Host groundbreaking ceremony
- Design and develop presentation boards for public display showing preferred design
- Conduct hardhat tours of site

Opening

- Public Announcement #6: Announce ribbon cutting event
- Host ribbon cutting ceremony
- Celebrate!
- Send out evaluation.....

Minor Park/Facility Development Template

Start-up Phase

- Identify key community leaders and organizations
- Assemble stakeholder list
- Develop project overview information and post on web site
- Compile project mailing/e-mail list

Project Kick-off

- Post project information sign
- Tailor public involvement plan and schedule
- Public Announcement #: Kickoff meeting (flyer, web site, press release, e-mail)
- Develop scoping questionnaire for kickoff meeting
- Plan and host community kickoff meeting

Design Phase

- Public Announcement #2: Design workshop announcement; feedback received (flyer, web site, press release, questionnaire on concept or schematic design, e-mail)
- Develop design questionnaire for design workshop
- Conduct public workshop: design
- Seattle Design Commission briefing

Construction Phase

- Public Announcement #3: Highlight final design, feedback received and upcoming construction activities (flyer, web site, press release)

Opening

- Public Announcement #4: Announce ribbon cutting event
- Host ribbon cutting ceremony
- Celebrate!
- Send out evaluation

Open Space Acquisition Template – Specific Property

NOTE: Parks and Recreation will involve local communities in acquisitions as long as this does not jeopardize negotiations with sellers. Citizen involvement is done on a case-by-case basis due to the sometimes volatile and confidential nature of real estate transactions.

Start-up Phase: Community

- Compile project mailing/e-mail list of community leaders and organizations
- Assemble stakeholder list.....
- Identify community leaders and organizations
- Check community member/contact list for omissions.....
- Discuss possible controversial or key issues and strategies to address
- Work with all to identify potential issues and site uses

Start-up Phase: Property Owner

- Send a letter outlining the acquisition process and the City's interest in the property.....
- Make sure property owner receives all meeting notices

Project Kick-off

- Develop project overview information and post on web site.....
- Determine applicability of using Project Advisory Team.....
- Develop questionnaire for public meeting
- Public Announcement #1: Kickoff meeting (flyer, web site, press release, e-mail).....
- Plan and host public kickoff meeting
- Inform public of project at meeting, collect input and key issues, and gather feedback on strategic site plan.....

Project Under Way

- Compile public feedback received
- Public Announcement #2: Public Meeting (flyer and poster, web site, press release, email)
- Develop questionnaire for public meeting
- Plan and host public meeting
- Inform public of project changes due to their input.....
- Gather feedback on final site plan

Opening

- Public Announcement #3: Announce acquisition
- Host ceremony

Post permanent sign indicating park ownership

Celebrate!

Open Space Acquisition Template – Green Space: Multiple Properties

Start-up Phase: Community

- Compile project mailing/e-mail list of community leaders and organizations
- Assemble stakeholder list.....
- Identify community leaders and organizations
- Check community member/contact list for omissions.....
- Discuss possible controversial or key issues and strategies to address
- Identify the geographic scope of the project
- Develop a preliminary strategic plan, including potential site Uses
- Consider constraints and objectives of the fund source.....
- Research properties for site qualities and concerns.....
- Research ownership patterns and prepare value estimates

Start-up Phase: Property Owners

- Send a letter to each, outlining the acquisition process and the City's potential interest in the property.....
- Send property owners notices of all community meetings.....
- As appropriate, meet with property owners to inform them of the acquisition process and alternatives, including conservation easements.....

Project Kick-off

- Develop project overview information and post on web site.....
- Determine applicability of using Project Advisory Team.....
- Develop scoping questionnaire for public meeting
- Public Announcement #1: Kickoff Meeting (flyer, web site, press release, e-mail)
- Plan and host public kickoff meeting
- Inform public of project at meeting, collect input and key issues, and gather feedback on acquisition options

Project Under Way

- Public Announcement #2: Public Meeting (flyer, web site, press release, e-mail).....
- Develop questionnaire for public meeting
- Plan and host public meeting
- Inform public on input received; decision for preferred properties to acquire; collect input and key issues; and gather feedback on preferred property

- Compile public feedback received
- Public Announcement #3: Public Meeting (flyer and poster, web site, press release, email)
- Develop scoping questionnaire for public meeting
- Plan and host public meeting
- Inform public of project changes due to their input.....
- Gather feedback on final plan for property

Opening

- Public Announcement #4: Announce Property Acquisition (flyer and poster, web site, press release, email)
- Host ceremony
- Post permanent sign indicating park ownership
- Celebrate!

Open Space Acquisition Template – Neighborhood Project

Start-up Phase: Community

- Identify the geographic boundaries of the neighborhood.....
- Compile project mailing/e-mail list of community leaders and organizations.....
- Assemble stakeholder list.....
- Identify community leaders and organizations.....
- Work with all to identify potential sites for acquisition.....
- Prepare a preliminary strategic plan, including possible uses of the site .
- Check community member/contact list for omissions.....
- Discuss possible controversial issues and strategies to address.....
- Consider constraints and objectives of the funding source.....
- Research properties for site qualities and value estimates.....

Start-up Phase: Property owner

- Send a letter outlining the acquisition process and the City's potential interest in the property.....
- Send the owner all meeting notices.....

Project Kick-off

- Develop project overview information and post on the web site.....
- Determine the applicability of using a Project Advisory Team.....
- Develop a questionnaire for the public meeting.....
- Public announcement #1: kickoff meeting (flyer, web site, press release, e-mail).....
- Plan and host kickoff meeting.....
- Inform public of project at meeting, collect input and key issues, and gather feedback.....

Project under way

- Compile public feedback received.....
- Public announcement #2: Meeting (flyer, poster, web site, press release, e-mail)
- Develop questionnaire for public meeting.....
- Plan and host public meeting.....
- Inform public of proposed changes due to their input.....
- Gather feedback on final plan.....

Opening

- Public announcement: Announce acquisition.....
- Host ceremony.....
- Post permanent sign indicating park ownership.....
- Celebrate!

C O N T A C T S

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