



## 2012-2016 Parks & Recreation Renewal Program

### **Public engagement strategy**

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#### ***Overview***

This document outlines the core strategies to be pursued as Roseville moves through the process of engaging residents and stakeholders in meetings dedicated to further understanding their desires and concerns for park improvements in the community. While the specifics of each meeting may vary depending on park conditions and a neighborhood's interests, this strategy suggests direction for general outreach and defines a prototypical meeting agenda that might be used for each park's concept/master planning.

The renewal program relies on the directions of the Master Plan as the guiding document for parks and recreation improvements to the system. Continuity with the Master Plan is critical, but the intent of the public engagement process is to better define those parks and recreation improvements that are framed in the Master Plan—not to ignore or change the core values and key directions of the plan, but to provide more clarity so that the city's parks and recreation programs can best serve the community.

As occurred during the Master Plan, the key strategy in the public engagement process is to allow the residents and park stakeholders the opportunity to contribute their local knowledge and insights to the renewal program. Meetings will be orchestrated to present information, but will allow significant time for residents and stakeholders to share their thoughts, concerns, and opinions. Interactions among residents and stakeholders will occur in both small and large group formats.

While the focus on public engagement is residents and stakeholders, others with an interest in the city's parks might also be engaged, including watershed districts, the school district, Ramsey County (particularly for trails projects), and perhaps even neighboring communities. In addition, the engagement process should be extended to allow park advocacy groups and potential park benefactors the opportunity access to the process. For most of these groups, face-to-face meetings will be the best avenue for interactions. Where agendas are provided in this document for public meetings, more focused agendas should be created for these face-to-face meetings.

#### ***Notification of meetings and other outreach methods***

The city's ordinances relating to public notice of meetings should be followed, even though this is not a formal meeting of any board or commission. At a minimum, Notices should be sent to



properties within 500 feet (Per City Code Title 1 Administration Chapter 108) of a park specifically inviting residents to participate in concept/master plan meetings. The nature of some park improvements and direction offered in the Master Plan suggest that those parks may have a broader audience (that is, the park's constituency is not neighborhood-based), in which case the notification area may be larger. It is not the intention to set parks apart from the neighborhood in this process; when community-level improvements are included in a park, balance must be achieved in the design of the improvements, and this is best achieved by drawing representation from all of that park's constituencies.

In addition to residents, some parks may have unique interest groups that will want to participate. Parks stakeholder or special interest groups, if known by city staff and if organized sufficiently to understand the group's composition, should also be invited to the concept/master plan meetings for specific parks. Some of these groups may not be directly connected to a specific park; still, finding ways for them to become aware of and participate in the planning process is critical for the park and the system.

The schedule for park concept planning meetings will be sufficiently established by 10 January 2013 so that advertising can assist in outreach efforts. The city's typical methods of advertising to parks and recreation constituents (notices in Parks and Recreation catalog) might be sufficient for those already attached to the city's parks. Notices on the city's website, cable television crawlers, inserts in utility bills, and other standard methods of "advertising" might also be pursued; notices should also be posted in each park informing users of meetings regarding the planning meetings.

Local media also play a role in building awareness of the projects and inviting people to participate. It seems that regular updates (every three months, perhaps) in the local paper might offer the chance to provide broad information about progress (impacts on the public use of parks resulting from construction and, eventually, completion of improvements at parks) and specific information related to meetings for each park. Thoughts for media might include a "park of the month," with photographs highlighting existing conditions, needs, and issues, and followed by photographs of completed improvements.

As improvements are contemplated, it might be useful to have a banner or a series of lawn signs (like campaign signs) placed at a park prior to the start of meetings and maybe during the entire period of construction. The city's planning staff should be contacted to make certain the banners or signs would not violate an ordinance (the ordinance controls sign materials, precludes the use of banners and mobile signs, and limits placement of temporary signs to 60 days). A variance to the ordinance could be pursued to allow signs of the types described to be used and placed at a park for more than 60 days.



Current technology might be pursued as a part of the public engagement process. Using QR codes, park users could use their smartphones to access information about the park and the entire renewal program.

With the start of construction, construction signs could be fabricated as part of the contract for construction with notices of the renewal program and anticipated completion date for the improvements at that park. Construction signs are commonly used, especially for public improvement projects.

<b>Notification schedule</b>			
<i>Notification type</i>	<i>Distribution</i>	<i>Schedule</i>	<i>Responsibility</i>
Resident and property owner notice letter	USPS	Sent 1-1/2 – 2 weeks prior to meeting	Staff
Inserts in utility bills and other city mailings	USPS	Aligned with utility bill schedule and other city mailings	Staff
City newsletter	City	Aligned with newsletter schedule	Staff
Parks and recreation catalog	City	Aligned with catalog schedule	Staff
Web notices	City website	Ongoing	Staff
Cable television crawler	Local access television	Ongoing	Staff
Local media articles		Ongoing	Staff
Banners and/or signs		Placed one month prior to meeting and remaining until start of construction	Staff
Construction sign		Placed by the contractor two weeks prior to start of construction	LHB to define parameters as a part of the contract for construction

**Levels of engagement**

The range of projects anticipated as part of Roseville’s Parks and Recreation Renewal Program suggests varying intensities of public engagement activities. In some cases, an informational meeting will suffice as a method of communicating essential information to neighbors and stakeholders, while in others—those where more dramatic changes might be contemplated—are occasions where multiple meetings will be desired or necessary.



Engagement format	Inform	Consult	Collaborate
<b>Engagement purpose</b>	To provide the public with correct and timely information regarding a planned park improvement	To assess a park and evaluate potential changes during a series of meetings with both interactive and passive engagement activities during each meeting	To more fully and directly engage the public, especially neighbors and park users and user groups, in the planning and design of a park
<b>Anticipated change in park</b>	Reconstruction of a park component in the same or nearly the same location without a change in activity or intensity of use	Significant improvements in a park (more than replacement of park components in the same location)	Creation of new facilities with more broad influence on the use and intensity of the park; creation of a new park or park facility
<b>Project types</b>	Playground replacement, court replacement, field improvements, irrigation improvements	Any park with a new building; Oasis, Rosebrook, Sandcastle	Improvement projects with significant complexity and requiring public contributions during planning process; Southwest Roseville
<b>General meeting description</b>	One meeting, relatively short in length (60 to 90 minutes)	Three meetings, up to two hours per meeting, with two meetings during concept planning stage and one during final design	One meeting up to three hours to kick off the concept planning stage, followed by one or two meetings up to two hours each to conclude the concept planning stage, and one meeting during final design

***“Inform” format: meetings with residents and stakeholders***

Many improvements anticipated as part of the renewal program provide replacement or upgrades to park components without changes in location of the component or in the intensity of use. For these park improvements, providing information to the public and park stakeholders during a single meeting (along with other notifications via media, email, web notices, or other written communications) should suffice. This meeting might best occur in an open house format using the following agenda as a guide:



**Open House Meeting Agenda**

<i>Item</i>	<i>Topic</i>	<i>Description</i>	<i>Time allowed</i>
1	Introduction	Introductions of parks and recreation staff, commission members present, consultants	2 minutes
2	Open house review	Review of open house format, general information shared, and methods for offering input	5 minutes
3	Public review	Review of proposed improvements by public; comments may be received in writing or be provided directly to staff or consultants; staff and consultants available to answer individual questions from public	35 minutes
4	Overview presentation	Presentation of proposed improvements, including impacts to park use and schedule for improvements; questions most likely addressed individually during Item 5	15 minutes
5	Public review	Review of proposed improvements by public; comments may be received in writing or be provided directly to staff or consultants; staff and consultants available to answer individual questions from public	25 minutes
6	Next steps	Update on upcoming actions and meetings	5 minutes
7	Announcements	Provision of any other information related to other parks or the parks and recreation renewal program	3 minutes
8	Adjourn		0 minutes
			90 minutes

***“Consult” format: meetings with residents and stakeholders***

The renewal program anticipates meetings with neighborhoods and stakeholder/interest groups for each park as improvements are planned. For each park where significant changes are anticipated, two meetings will occur during the concept/master planning stage to focus on gaining input and reaction to proposed improvements, while one meeting would occur prior to the start of construction to provide information on the schedule and impacts on park use. The general outline for meetings relating to each park would be as follows:

**Meetings**

<i>Meeting</i>	<i>Focus</i>	<i>Presentation type</i>	<i>Facilitation</i>
1	Initial concept planning and input	Interactive workshop	Parks and Recreation Department staff and consultant
2	Review of proposed concept/master plan	Interactive workshop	Parks and Recreation Department staff and consultant



3	Construction schedule and impacts on park use	Open house	Parks and Recreation Department staff and consultant
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Even though no park in the community is the same, meetings should generally follow a similar format and agenda to ensure consistency in planning and implementation. Some parks might necessarily have a unique agenda due to circumstances related to that park; defining a park serving Southwest Roseville will require a different approach because a new park is being created and because the creation of that park not only aligns with the direction of the Parks and Recreation Master Plan it satisfies a goal of the city’s comprehensive plan.

Materials might be presented in PowerPoint to aid in projecting a large enough image of the plan and as a way of demonstrating process and schedule discussion items. Having display boards will allow meeting participants to more closely review drawings and other presentation materials at their own pace. As a strategy that anticipates meeting participants’ needs, having a PowerPoint and hard copies should be pursued. The PowerPoint can be translated to a PDF file for posting on the city’s website.

Similar to meetings conducted during the Master Plan, significant time will be directed to resident and stakeholder interactions. Meeting participants will be assembled in small groups (if enough people are present to allow reasonably sized groups). The following agenda might be used as the general prototype for most initial meetings during the concept/master planning stage of the renewal program:

<b>Initial Concept/Master Plan Meeting Agenda (Meeting 1)</b>			
<i>Item</i>	<i>Topic</i>	<i>Description</i>	<i>Time allowed</i>
1	Introduction	Introductions of parks and recreation staff, commission members present, consultants	2 minutes
2	Parks and Recreation Master Plan as guidance	Overview of core values and key directions articulated in the Master Plan	5 minutes
3	Park renewal program	Overview of the renewal program and improvement funding	5 minutes
4	Concept planning process	Description of the planning process, meetings during the planning process, other opportunities for input	5 minutes
5	Schedule	Schedule for planning and design; anticipated construction schedule; impacts to park use and programs	5 minutes
6	Park conditions	(small group discussion) Resident and stakeholder assessment of existing park conditions (comments on an aerial photograph of the park)	15 minutes



7	Existing concept plan review	(small group discussion) Review of alternative concept plans created during the Master Plan; resident and stakeholder comments provided on alternatives (notes directly on the plans) as a way of gauging reaction and receiving guidance in alignment with the Master Plan	30 minutes
8	Open discussion	(large group discussion) Reporting from groups on key messages	15 minutes
9	Questions	Questions from meeting participants	10 minutes
10	Next steps	Update on upcoming actions and meetings	
11	Announcements	Provision of any other information related to other parks or the parks and recreation renewal program	3 minutes
12	Adjourn		0 minutes
			95 minutes

The concept/master planning meeting process will include a second meeting to allow residents and stakeholders the opportunity to react and further shape the concept prior to advancing the plan to the final design stage. The following agenda might be used for the second concept/master plan meeting:

<b>Follow-up Concept/Master Plan Meeting Agenda (Meeting 2)</b>			
<i>Item</i>	<i>Topic</i>	<i>Description</i>	<i>Time allowed</i>
1	Introduction	Introductions of parks and recreation staff, commission members present, consultants	2 minutes
2	Meeting 1 summary	Presentation of findings from the initial meeting	10 minutes
3	Concept plan	Presentation of the concept plan proposed for the park, including identifying elements that will be defined during final design, staging of improvements and use of the park during construction, public safety measures to be employed	15 minutes
4	Concept plan assessment	(small group discussion) Review of proposed concept plan	20 minutes
5	Open discussion	(large group discussion) Reporting from groups on key messages	20 minutes
6	Questions	Questions from meeting participants	10 minutes
7	Next steps	Update on upcoming actions and meetings	
8	Announcements	Provision of any other information related to other parks or the parks and recreation renewal program	3 minutes
9	Adjourn		0 minutes
			95 minutes



While not a part of the concept/master planning process or the Lead Consultant responsibilities, the following agenda might be used during the final design stage during a meeting framed as an open house:

<b>Final Design Presentation Meeting Agenda (Meeting 3)</b>			
<i>Item</i>	<i>Topic</i>	<i>Description</i>	<i>Time allowed</i>
1	Open house	Residents and stakeholders are allowed to view the plan and ask questions directly of parks and recreation staff and consultants; materials are set up in stations (existing conditions, proposed final plan, anticipated schedule, impacts on park use during construction)	20 minutes
2	Introduction	Introductions of parks and recreation staff, commission members present, consultants	4 minutes
3	Master plan, renewal program, and concept plan process	Review of information leading to the final plan	5 minutes
4	Final design plan	Presentation of the final design	15 minutes
5	Anticipated schedule	Discussion of anticipated schedule for construction and impacts on public use of the park	5 minutes
6	Questions	Questions from meeting participants	10 minutes
7	Next steps	Update on upcoming actions and meetings	3 minutes
8	Announcements	Provision of any other information related to other parks or the parks and recreation renewal program	3 minutes
9	Open house	Residents and stakeholders are allowed to view the plan following the presentation and ask questions directly of parks and recreation staff and consultants	25 minutes
10	Adjourn		0 minutes
			90 minutes

***“Collaborate” format: meetings with residents and stakeholders***

For some projects, a more intensive engagement process may be needed. A good example of the need for collaboration might be the process of defining a park for Southwest Roseville, where not only is the design of a park a key part of the process, but a site needs to be defined. In these cases, the meetings might be the most interactive, allowing the public and stakeholders the opportunity to be more deeply engaged in sessions that might be longer than in other levels of engagement.



<b>Meetings</b>			
<i>Meeting</i>	<i>Focus</i>	<i>Presentation type</i>	<i>Facilitation</i>
1	Initial concept planning and input	Interactive workshop	Parks and Recreation Department staff and consultant
2	Review of proposed concept/master plan	Interactive workshop	Parks and Recreation Department staff and consultant
3	Construction schedule and impacts on park use	Open house	Parks and Recreation Department staff and consultant

***Invitation prototype***

While staff may desire to personalize an invitation or be more deliberate about how the renewal program’s “tag line” is used, the following is offered as a prototype for an invitation to a resident or park stakeholder for the park improvement meetings:

<<<insert date>>>

Dear <<<name>>>,

During 2012, the Roseville City Council approved a plan that would renew the city’s Parks and Recreation system in parks across the city. This major investment in our Parks and Recreation system builds from a successful master planning process that took place in 2010. It also aligns with Imaging Roseville 2025, a citizen-developed vision of what the Roseville community will be as we move into the future.

With funding in place and a master plan to guide us, the Parks and Recreation Department is looking for guidance from residents and parks stakeholders as improvements are framed for the community’s parks. We have scheduled meetings to consider improvements at <<<***insert park name***>>> for:

- <<<***insert time, date, and place for meeting 1***>>>
- <<<***insert time, date, and place for meeting 2***>>>

At the first meeting, Parks and Recreation staff and their consultants will present initial ideas for improvements in the park. You will be asked to help staff better understand any issues present at the park and to assess the viability of initial ideas. Using input from this meeting, our consultants will develop a concept plan that will be shared at the second meeting.



<<<insert park name>>> is a part of your neighborhood. We hope that you can take time out of your busy schedule to share your thoughts and ideas during both of these meetings. **Through this process we believe our community will become a more vibrant and attractive place to live and play.**

You can find more information about the Parks and Recreation Renewal Program on the city's website at <http://www.ci.roseville.mn.us/index.aspx?NID=2243>. On the city's home page, just click on the "Parks & Recreation Renewal Program" tab on the left side of the screen.

We look forward to seeing you at these meetings.

Sincerely,

<<<invitation from staff, Parks and Recreation Commission, mayor??>>>

A follow-up postcard might be sent two weeks in advance of the meeting as a reminder.

***We need your input!***

The City of Roseville will be making significant improvements to its Parks and Recreation system over the next three years. <<<***insert park name***>>> is scheduled for improvements soon and the first step is sharing ideas for improvements. Please plan to attend meetings to discuss <<<insert park name>>> scheduled for:

- <<<***insert time, date, and place for meeting 1***>>>
- <<<***insert time, date, and place for meeting 2***>>>

You can find more information about our parks improvements by checking the city's website. On the home page, click on the "Parks & Recreation Program" tab on the left side of the screen.

***Your voice is important!*** We hope you can attend!

Essentially the same information could be included:

