

Using

Public Engagement

To Get the Best Parks Possible

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James Taylor, AICP – Franklin Associates

Park Engagement Discussion

Three areas of focus based on planning scales:

1. National/State Planning

- National Surveys / Information
- Legislation that effects parks
- SCORP – LRPA Session

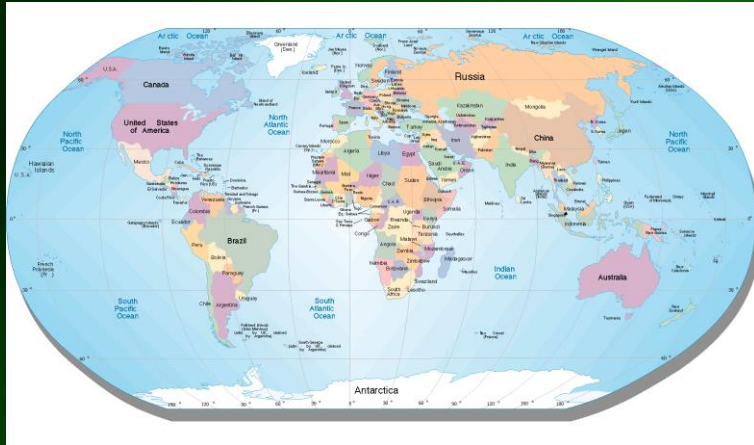
2. System or Park Department Planning

- Comprehensive Plan
- Strategic Plan

3. Individual Park Planning

- Public park example
- Public/Private parks example
- Q&A Session

Planning Scales



Individual Park Plan



Planning at the National Level

- Surveys
- Research
- Legislation

Why is the National Level important to planning?

To be able to plan for future park amenities and programs a good understanding of global issues and research is needed.



Planning at the National Level

- Surveys
- Research
- Legislation

What do our youth want?

What do our seniors want?

What do our single parent families want?

OUTDOOR PARTICIPATION

50% of Americans In 2012, nearly 50 percent of all Americans participated in outdoor recreation, the same participation rate as 2011.



Almost one-quarter of outdoor enthusiasts go on an outdoor excursion at least twice per week.



Running, including jogging and trail running, was the most popular outdoor activity with more than 53 million participants and a participation rate of 19 percent.

+1M

There was net gain of one million outdoor participants.



50 percent of outdoor participants are self-employed or work part-time or full-time jobs. Only six percent are temporarily unemployed.



49 percent of outdoor participants are married.

Stand Up Paddling

Stand up paddling had the highest percentage of first time participants with 56 percent of participants trying it for the first time.



Among females ages 16 to 20, indoor fitness overtakes outdoor recreation as the preferred physical activity, and it remains the most popular form of activity throughout life.

Caucasian In 2012, 70 percent of outdoor participants were Caucasian.



40 percent of outdoor participants are from households with incomes of \$75,000 or more.

Surveys – Scientific and Non Scientific

Non Scientific

Surveys handed out at meetings

Surveys on the web such as Survey Monkey

Scientific

Surveys given to a random sample of a population.

Often includes telephone polling.

Professional survey companies usually used.

Results are statistically valid.

Surveys – Scientific and Non Scientific



Outdoor Recreation Participation Report 2012



Parks Build Healthy Communities: **SUCCESS STORIES**



Park Literature

From “The Excellent City Park System”

The Seven Factors of Excellence

1. A clear expression of purpose
2. An ongoing planning and community involvement process
3. Sufficient assets in land, staffing and equipment to meet the system's goals
4. Equitable access
5. User satisfaction
6. Safety from crime and physical hazards
7. Benefits for the city beyond the boundaries of the parks

Legislation

Informing our legislators about issues important to parks and recreation.

How do we know what is important?



History

In 1965, the Land and Water Conservation Fund was enacted to help preserve, develop, and assure access to outdoor recreation facilities for the purpose of strengthening the health of U.S. citizens.

The original Act required a minimum of 60 percent of total LWCF funds to be allocated to the State Assistance Program. In the late 1970s this provision was removed. As a result, current law permits 40-100 percent of the funding to go to the federal land acquisition program with no protection for the State Assistance Program.



National Recreation
and Park Association

LWCF State Assistance Program

POLICY POSITION:

- Protect the interest of states and local communities by enacting statutory language requiring a minimum of 40% of the total annual LWCF funding be allocated to the LWCF State Assistance Program. This is the same amount required by law to be allocated to the LWCF federal land acquisition program.
- In absence of authorizing legislation, exercise discretionary appropriations authority to allocate at least 40% of the total LWCF funding in FY14 to the State Assistance Program.
- Oppose attempts to change the original distribution formula for State Assistance funding.

HISTORICAL ALLOCATION:

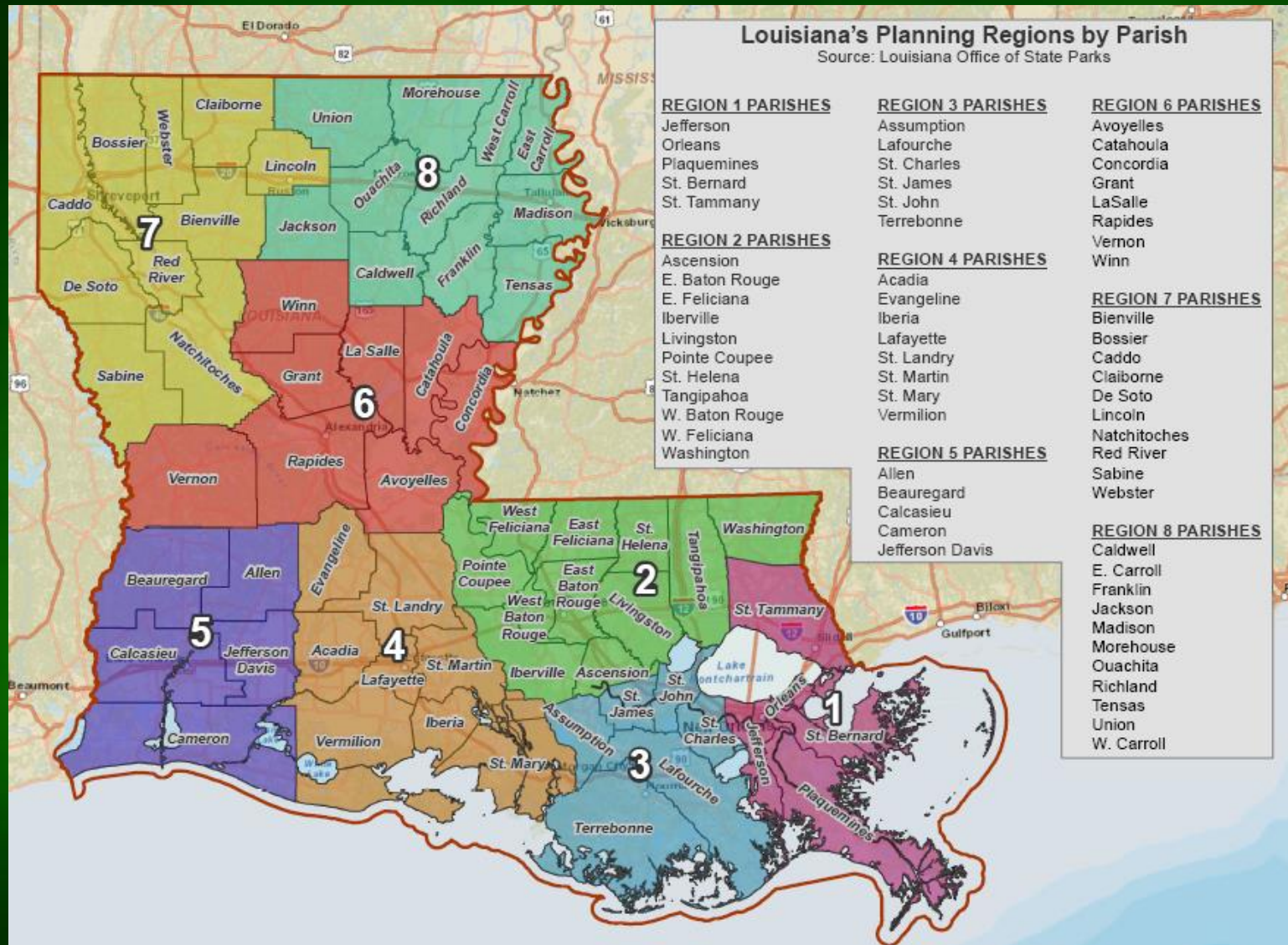
LWCF funding to states and local communities has steadily declined from \$376 million in 1979 to \$45 million in FY12.

- From 1965-1976, 60% of LWCF appropriations went to the State Assistance Program.
- Since 1988, only 11% of LWCF appropriations have gone to the State Assistance Program.¹

Appropriations				
Fiscal Year	Total LWCF*	LWCF State Assistance	Percentage of Total LWCF	40% State Assistance Allocation
FY10	\$451,284,000	\$40,000,000	8.9%	\$180,513,600
FY11	\$300,761,000	\$40,000,000	13.3%	\$120,304,400
FY12	\$322,517,000	\$45,000,000**	13.9%	\$129,006,800

Land and Water Conservation Fund

Recreation Planning at the State Level





Statewide Comprehensive Outdoor Recreation Plan
Louisiana Department of Culture, Recreation, and Tourism

SCORP

Currently updated
every five years.

The SCORP looks
at the entire state
but has
information for
individual areas of
the state.

2014-2019 OUTDOOR RECREATION PLAN
FOR LOUISIANA
Statewide Resident Survey
Final Results



January 2014

Scientific
Survey!

{ statistical
validity }

Results from Current SCORP planning survey

Figure 7

Greatest Barriers to Participating More Frequently in Outdoor Activities

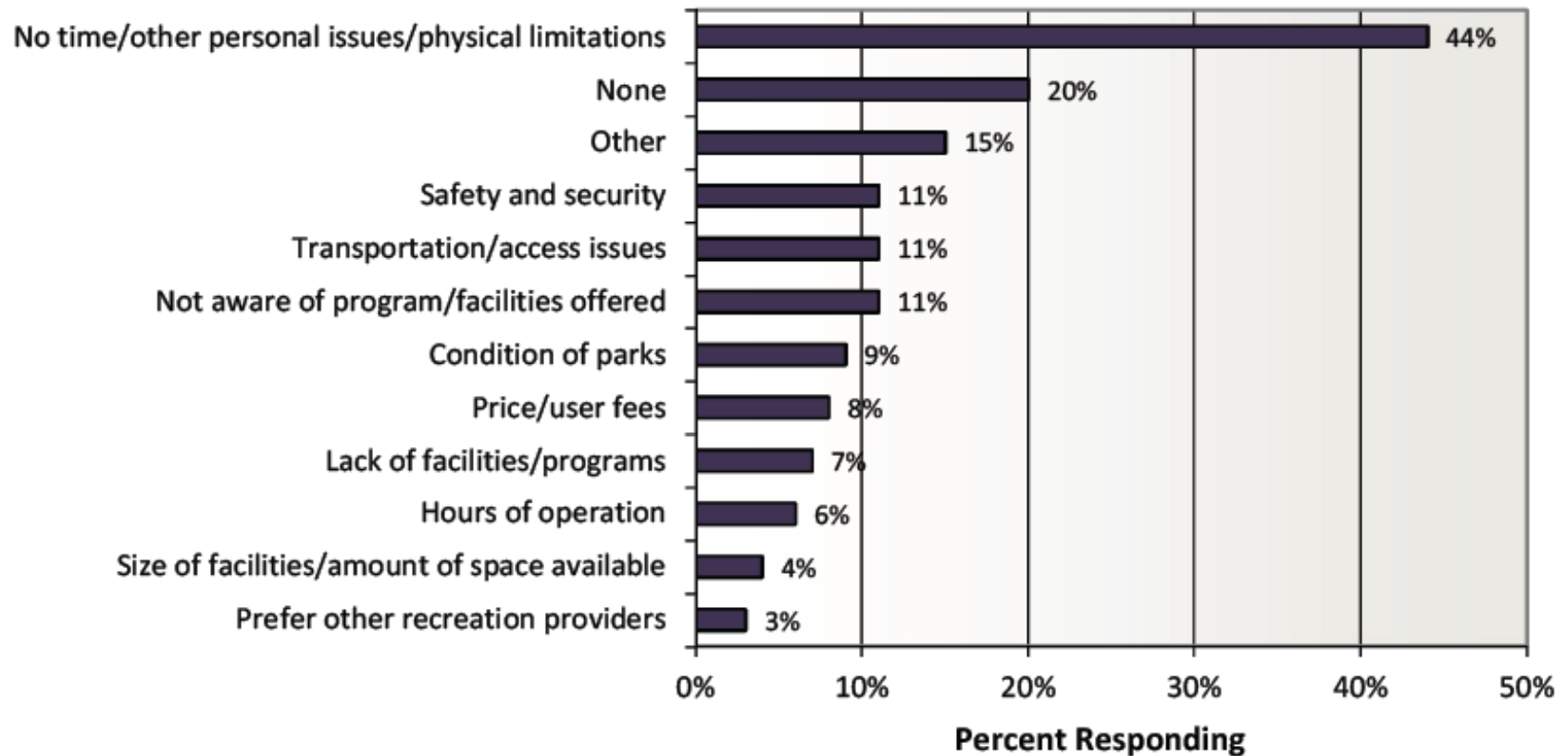


Figure 5
Outdoor Recreation Activities Participation – Total Random Sample

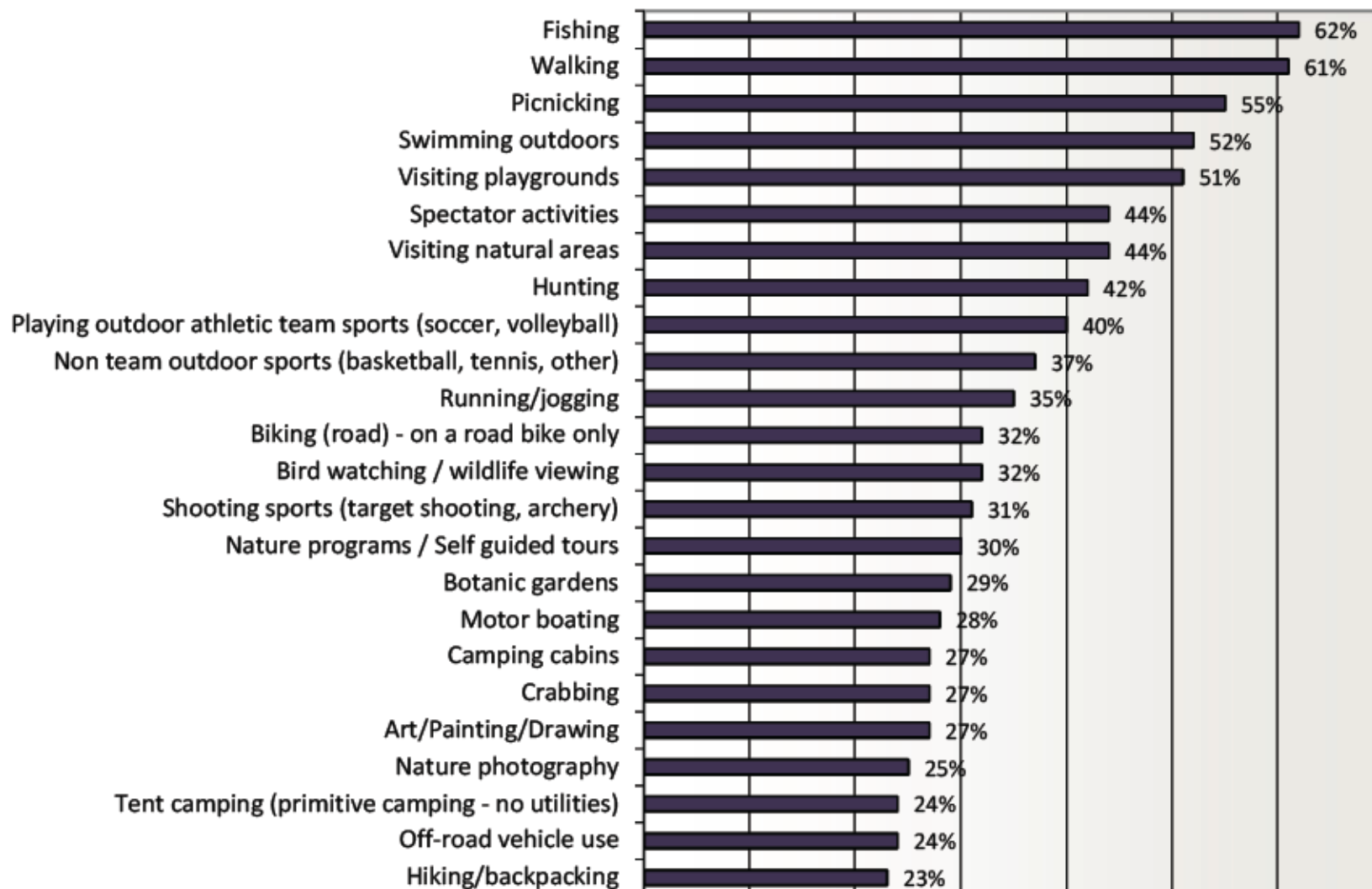
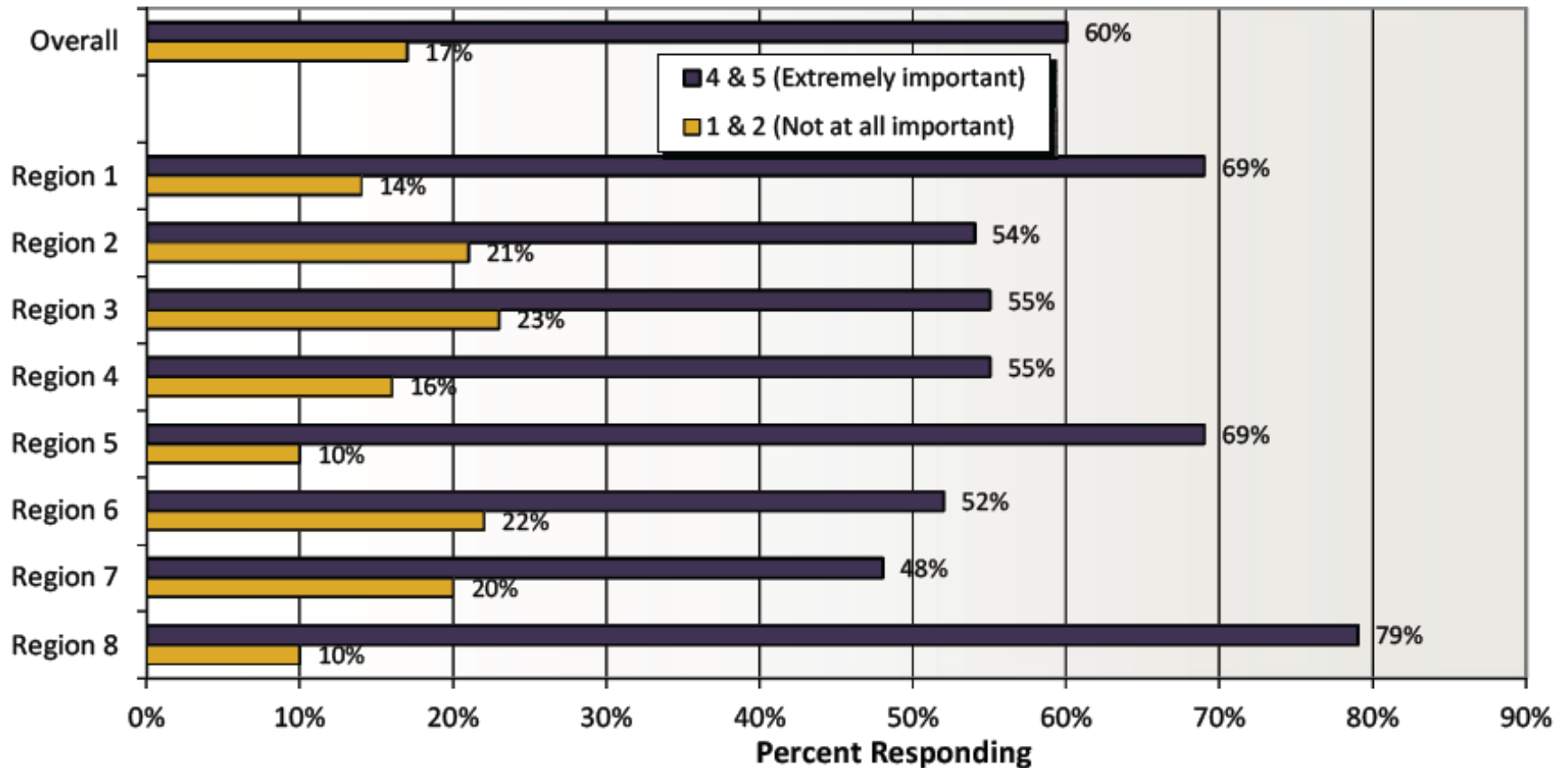


Figure 21

Importance of Access to Trails Connecting to Outdoor Recreation Opportunities – By Region



SCORP

- About a dozen recommendations ...
- Needs more involvement from localities throughout the state.



Reframing the Role and Relevancy of Statewide Comprehensive Outdoor Recreation Plans

FOR THE NEXT 50 YEARS

NARRP is dedicated to the proposition that the welfare of the nation's citizens, visitors, communities, environment, and economy will be enhanced through opportunities for the public to experience and enjoy our nation's lakes, rivers, forests, wilderness, open space, greenways, parks, marine preserves, wildlife refuges, historic sites, heritage areas, and other special outdoor places.

www.narrp.org

A POSITION PAPER OF THE
National Association of Recreation Resource Planners

PRESENTED TO THE HONORABLE
Mr. Ken Salazar, Secretary of the Interior

SEPTEMBER, 2011

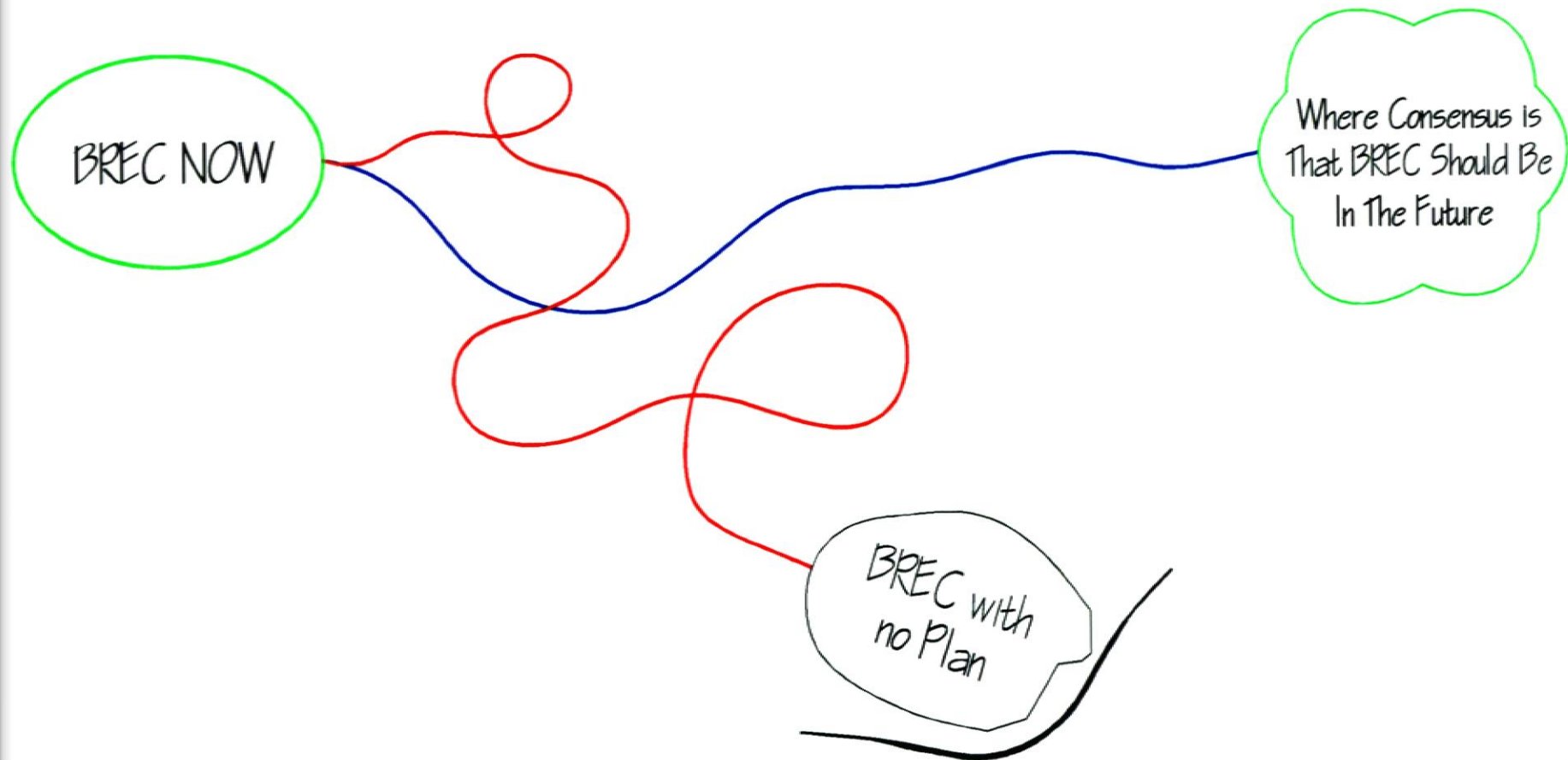


Park & Recreation System Planning

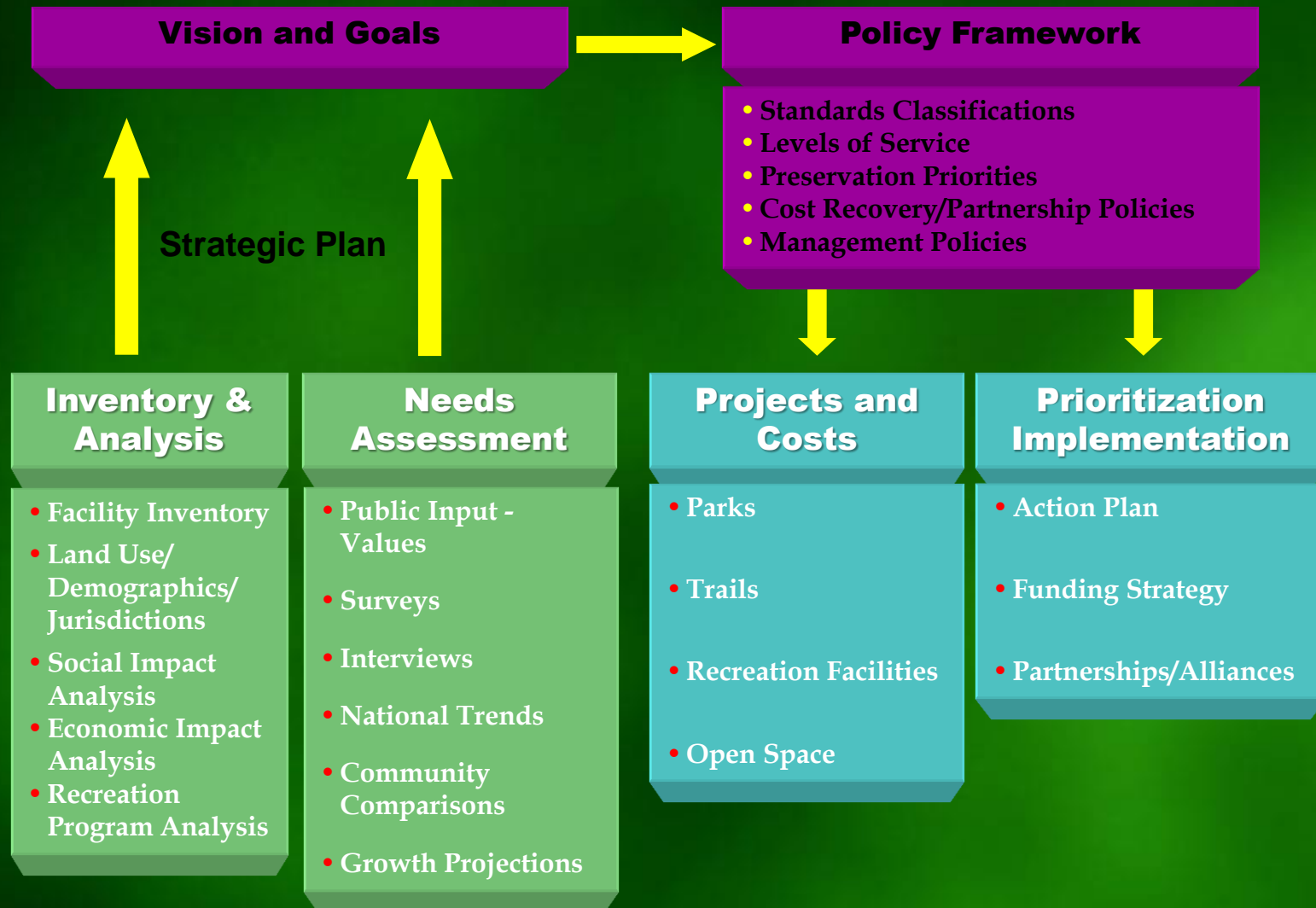
- Parish or City Level Planning
- Strategic Planning
- 5, 10, 15 year time frames
- Guides overall agency efforts
 - Facilities
 - Programs
 - Connectivity



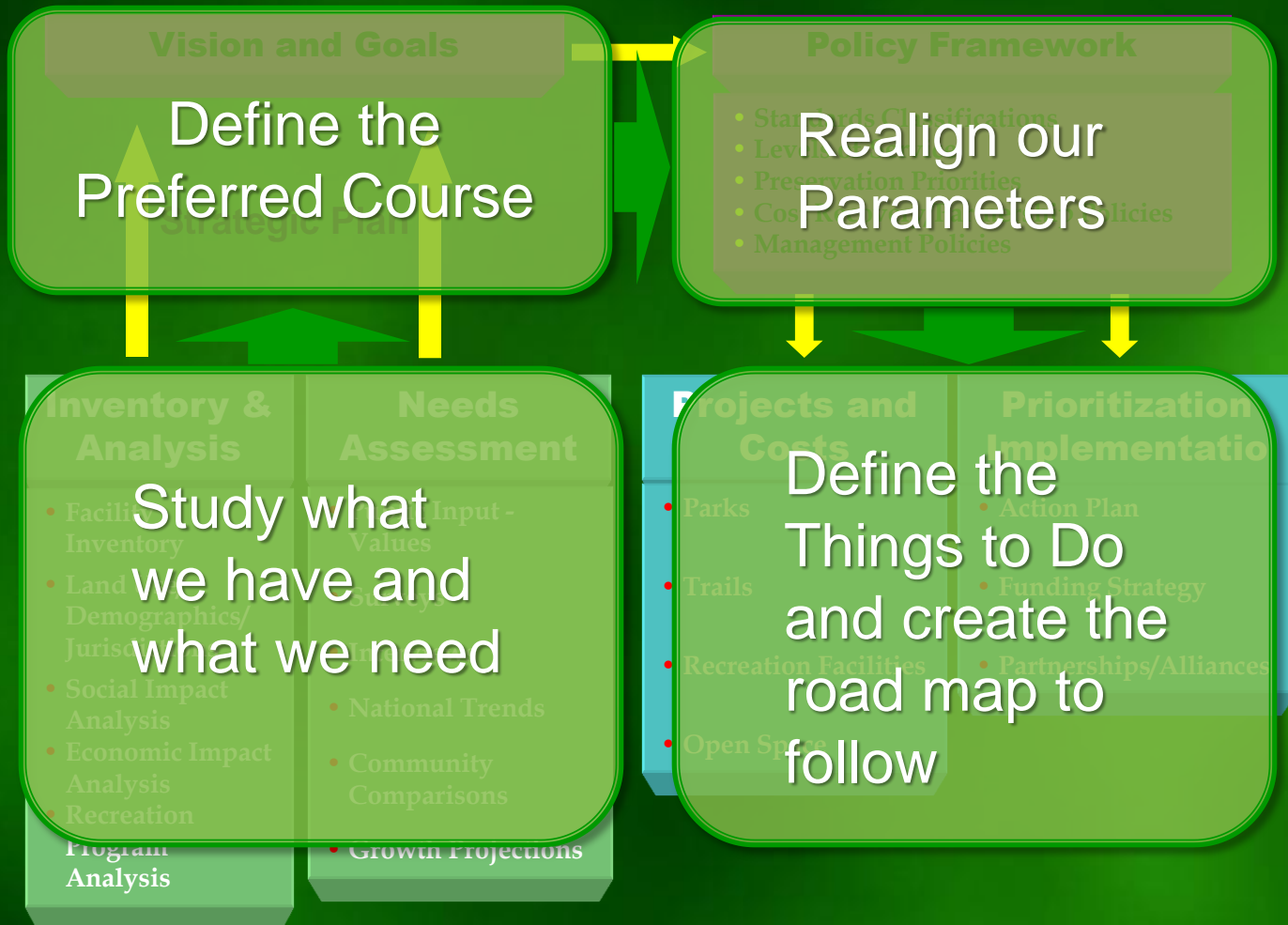
The **Strategic Plan** is a tool to get you from Point A to Point B as efficiently and effectively as possible.



Long Range Planning Process



Long Range Planning Process



Typical Tasks to Complete a Park System Strategic Plan

Task 1: DEMOGRAPHIC ANALYSIS

Task 2: PARK, OPEN SPACE AND FACILITY INVENTORY AND ANALYSIS

Task 3: HISTORICAL, CULTURAL & NATURAL RESOURCE ANALYSIS

Task 4: RECREATION PROGRAM AND SOCIAL IMPACT ANALYSIS

Task 5: ANALYSIS OF OTHER PROVIDERS

Task 6: CITIZEN INPUT

Task 7: ECONOMIC IMPACT ANALYSIS

Task 8: VISIONING PROCESS

Task 9: PARTNERSHIP ANALYSIS

Task 10: POLICY FRAMEWORK

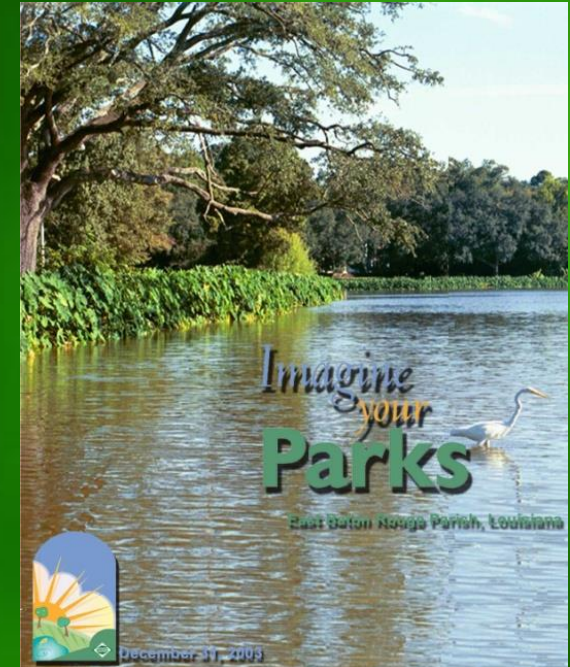
Task 11: PROJECTS AND COSTS

Task 12: IMPLEMENTATION PLAN / FUNDING

Unofficial Tasks:

Task 13: Staff Education

Task 14: Public Education

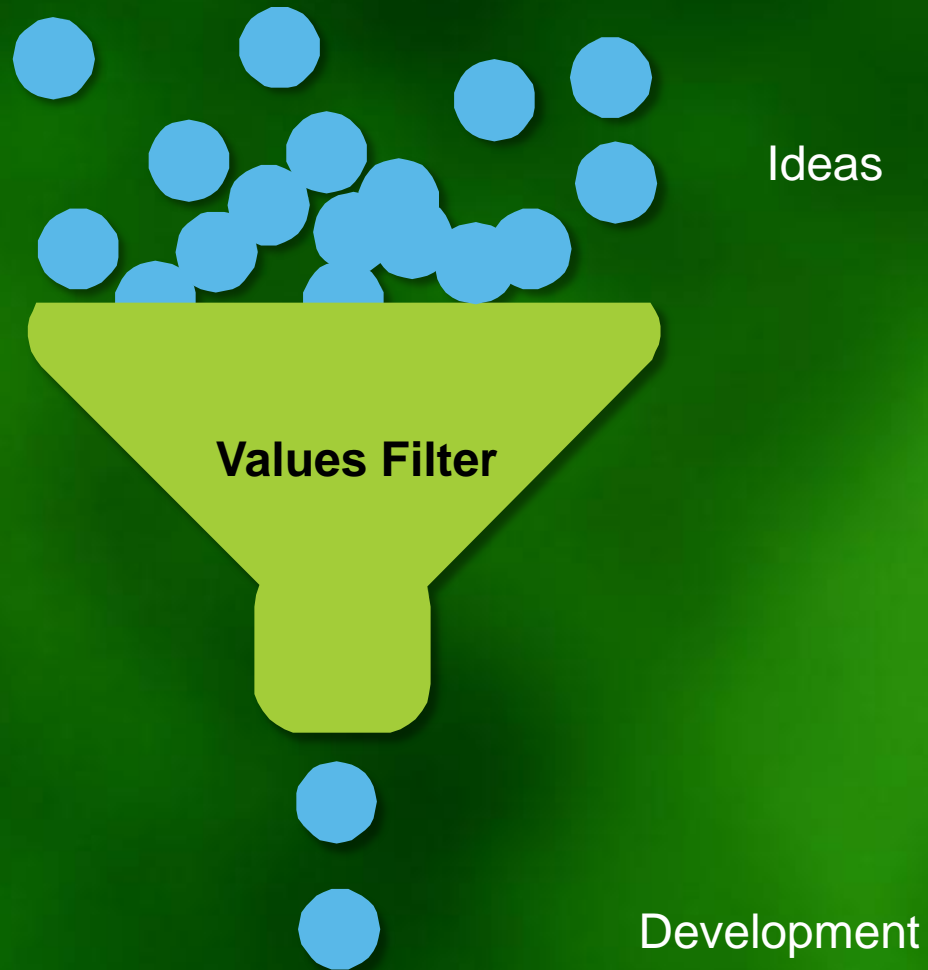


Common Desires of the Community

Heard During Imagine Your Parks are Guiding Principals



Implementation ...



Strategic Plan Definitions

Mission Statement is the purpose on an organization.

Goals are reactions to the needs that state the desired future conditions that efforts should be directed towards. **Goals** are broad, general statements which aide and guide the decision making process. They should identify the basic type of environment that is desired by the majority of the citizens in the community.

Goals are broken down several times to help focus resources and efforts. Goals are broken down into **objectives**, which are specific statements about future conditions or results, which should be achieved in order to attain the goals that have been set.

Objectives are then broken down into policies. **Policies** are specific recommendations, plans and standards that should be applied in making decisions about future actions and programs. Policies are further broken down into task.

Tasks define specific actions to be carried out or discarded on a short time frame.

Typical Strategic Plan Format

(The part that goes on paper)

Mission Statement

Goals

Policies

Objectives

Task

Note: There are lots of variations of these terms.

Strategic Planning Nuts and Bolts



How Do You Get A “Good” Strategic Plan

- Make sure you have a good process heavy on public and partner involvement
- Use both scientific and non scientific polling
- Keep an open mind – don’t take the position that you are the professional / public official and know what’s best as a default
- If you use a consultant make sure they are vested in preparing a good plan and do not expect them to do the plan by themselves
- Be realistic in what you can achieve and promises you make
- Realize that the strategic plan will affect everything you do



BREC in Your Neighborhood

2005 City-Brooks Community Park Planning Efforts



City Brooks Community Park

Baton Rouge City Park - History



AEROPLANE VIEW, CITY PARK

1928



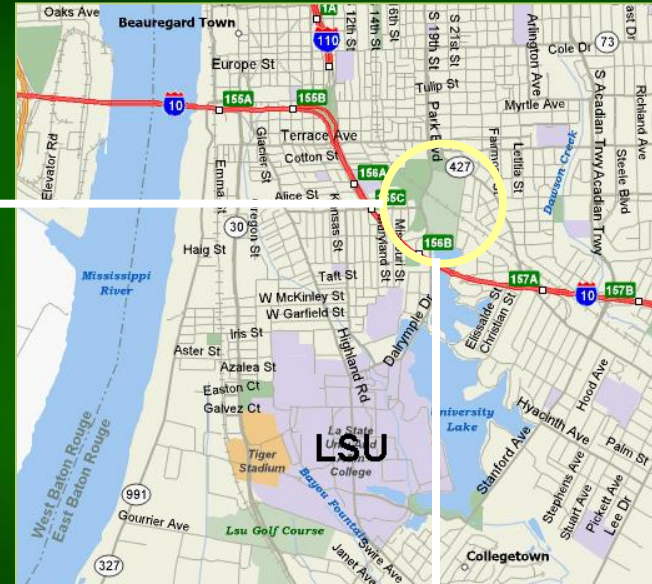
1928

Planning Issues at City Brooks Park

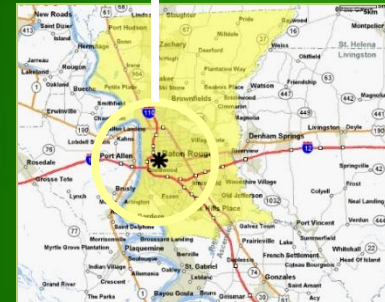
- Some wanted to keep the golf course and some did not. Took on meaning beyond the course.
- Golf Course is listed on the National Register of Historic Places
- Park history
- People wanted trails and picnic areas
- The design of the site was challenging due to constraints

City-Brooks Community Park

2005 Planning Efforts



location maps



BREC in Your Neighborhood

City-Brooks Community Park – Before 2007 Improvements



Old Cart Bridge Across Bayou Duplantier

BREC in Your Neighborhood

City-Brooks Community Park – Before 2007 Improvements



Behind Art Gallery



Old Tennis Courts

SOLUTION NO. 1: RETAGGING THE GOLF COURSE





KLEINERT & ZEELAND PLACE

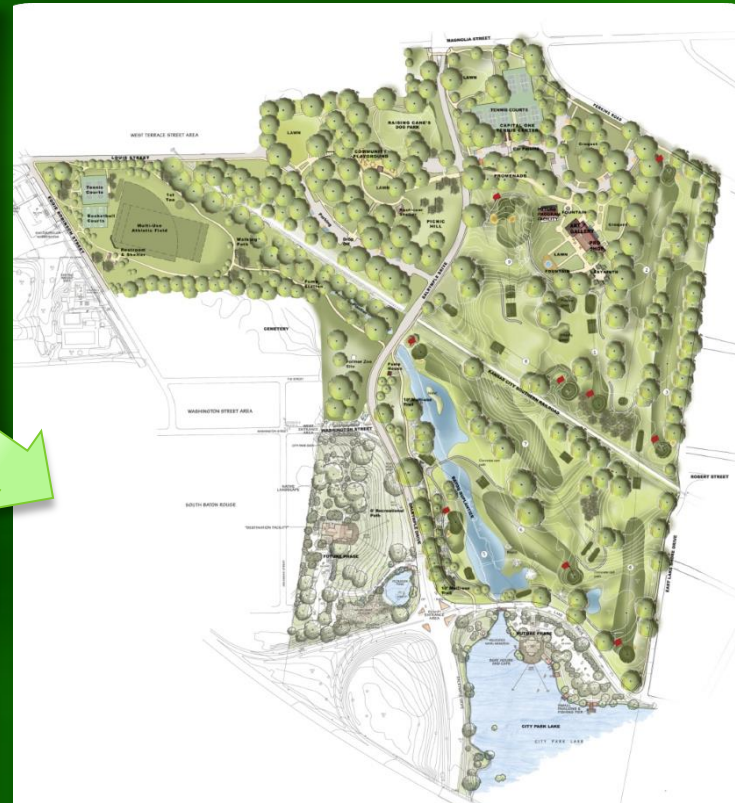
100 OAKS
ADDITION

SOLUTION NO. 2: REMOVING THE GOLF COURSE



BREC in Your Neighborhood

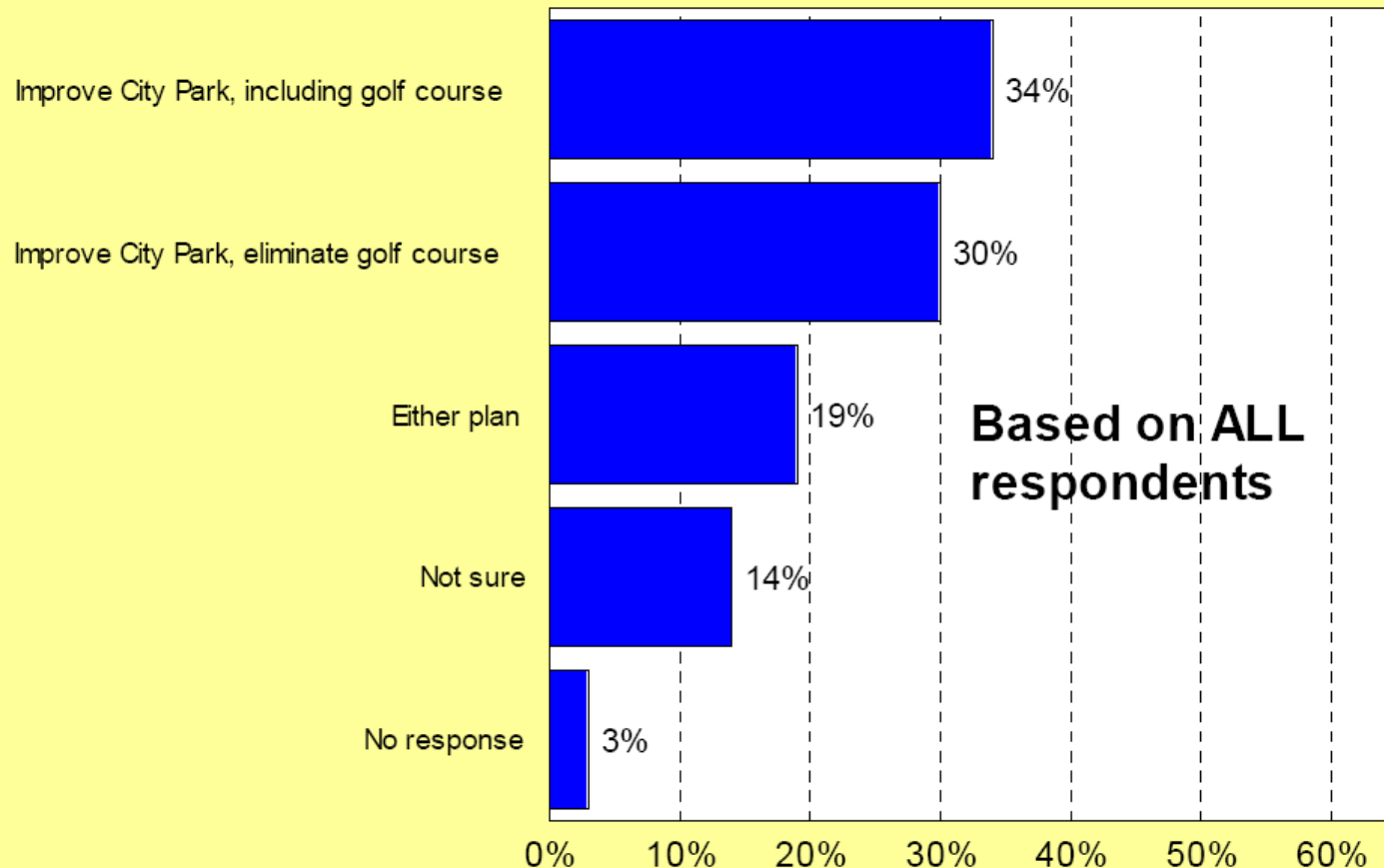
2005 City-Brooks Community Park Planning Efforts



Finalized Master Plan 2007

Q8. Which ONE of the Following Options for Improving City Park Do You and Your Household Most Support

by percentage of respondents



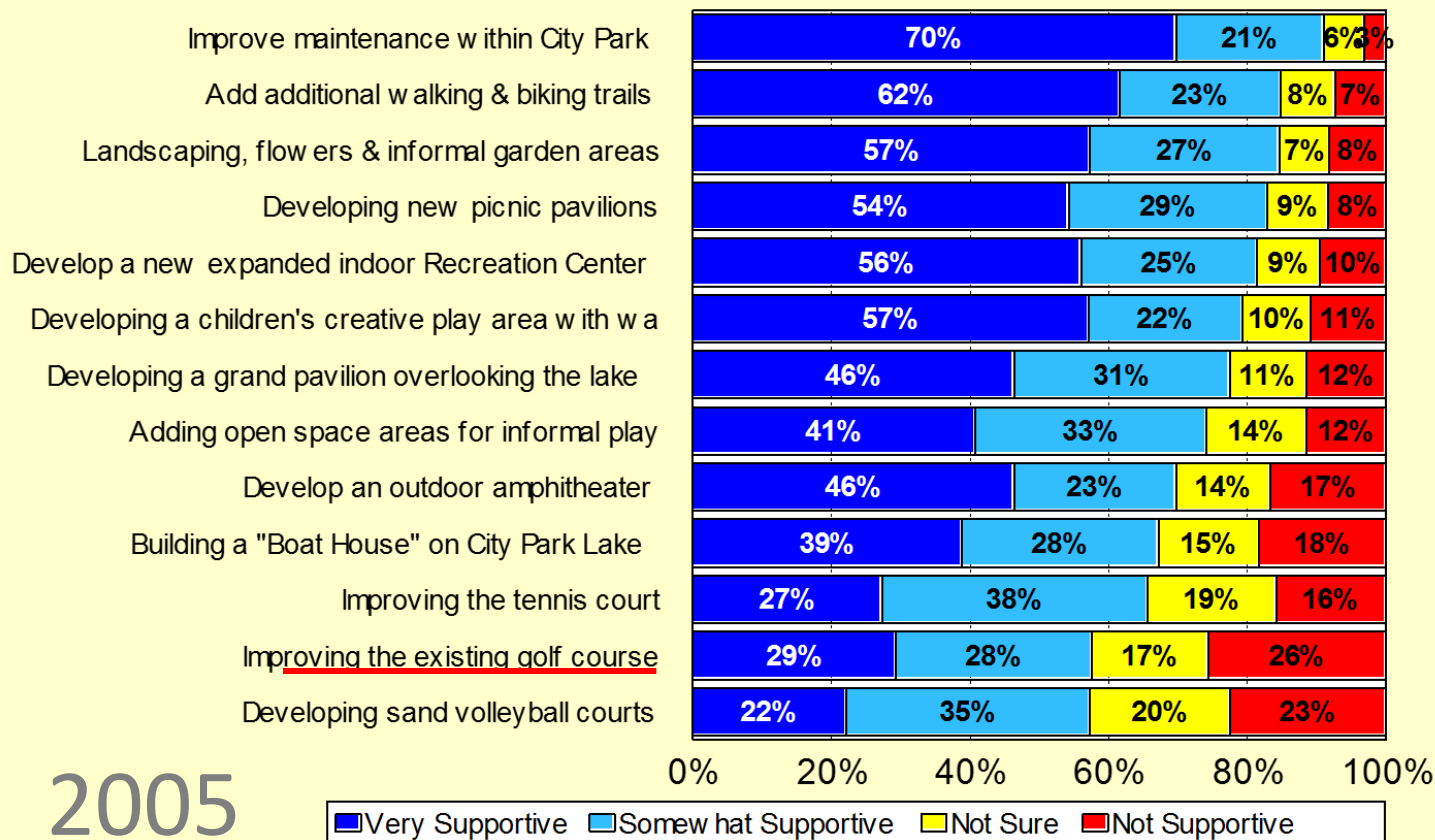
Source: Leisure Vision/ETC Institute (March 2005)

Scientific Survey

BREC in Your Neighborhood

Q6. Support of Various Potential Improvements

by percentage of respondents (excluding no response)

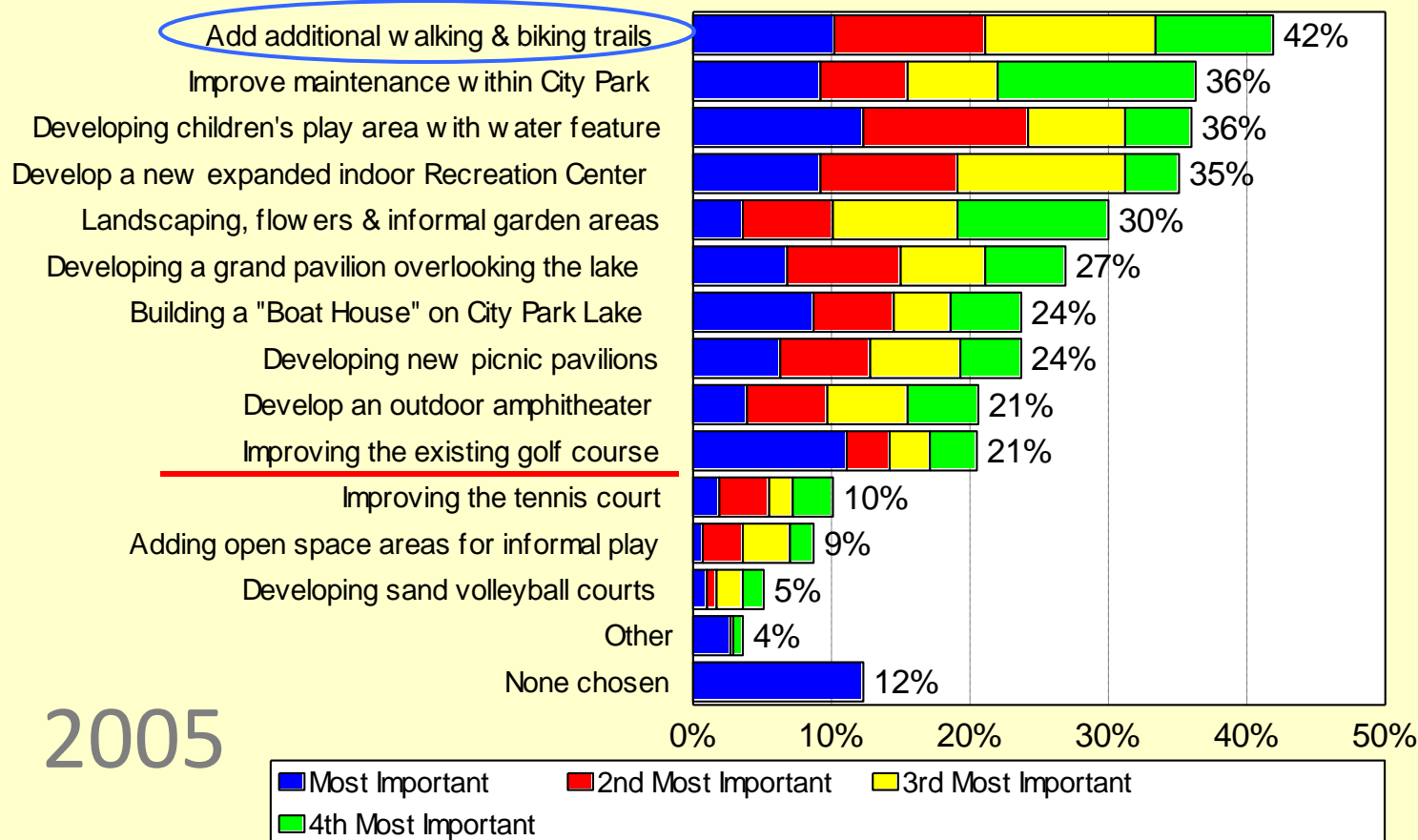


Source: Leisure Vision/ETC Institute (March 2005)

BREC in Your Neighborhood

Q7. Potential Improvements Respondents Think Would be Most Important to Make at City Park

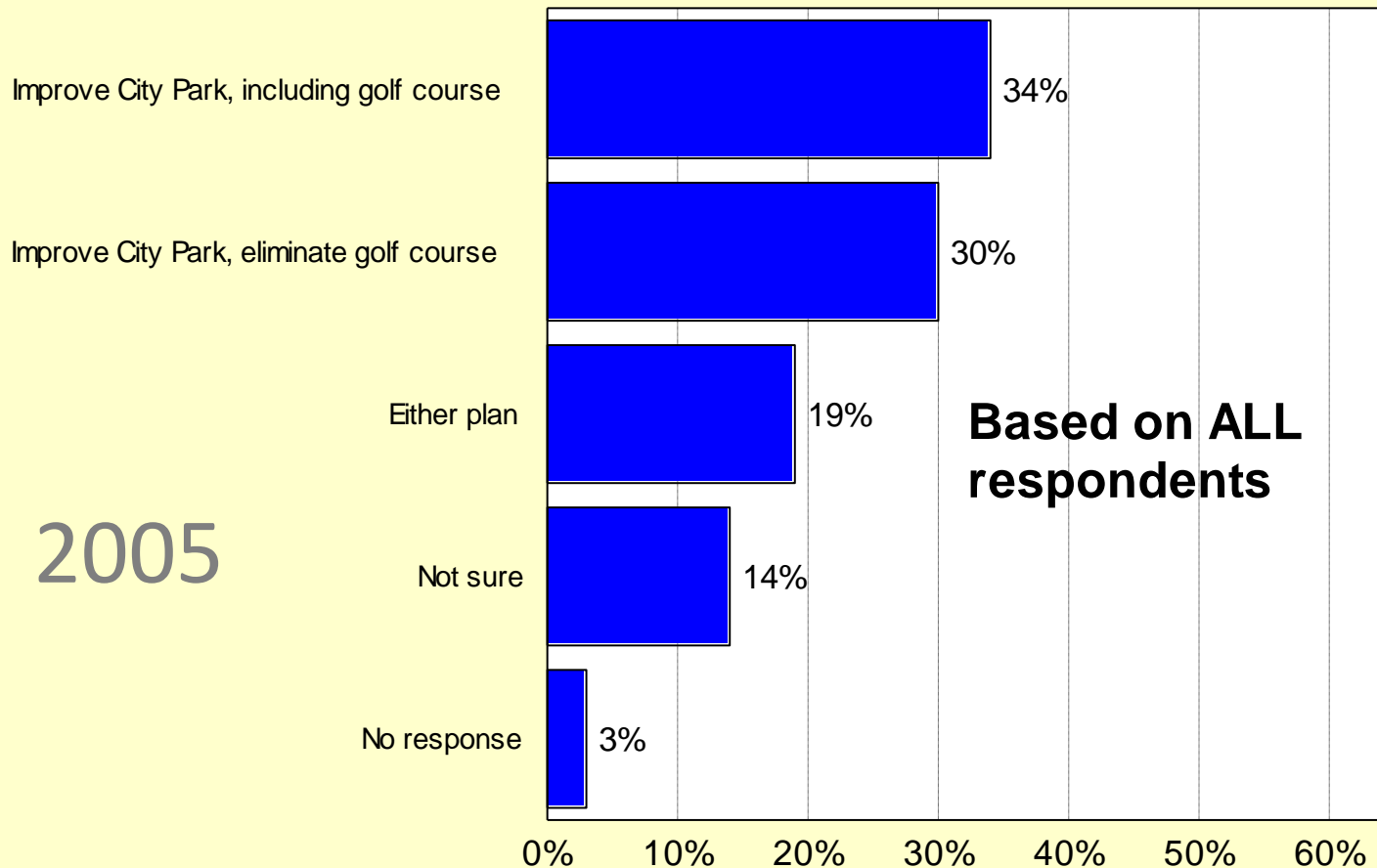
by percentage of respondents (four choices could be made)



BREC in Your Neighborhood

Q8. Which ONE of the Following Options for Improving City Park Do You and Your Household Most Support

by percentage of respondents



Non scientific surveys and comments were collected and analyzed.

The impact to the Historic Designation of the Golf Course was studied.

A plan was approved by the Commission and the community was “happy”.

Current BREC Planning Effort

Kick Off Meeting

33 Area Meetings

Dozens of Stakeholder Meetings



IMAGINE YOUR PARKS²
Better Parks – Better Living

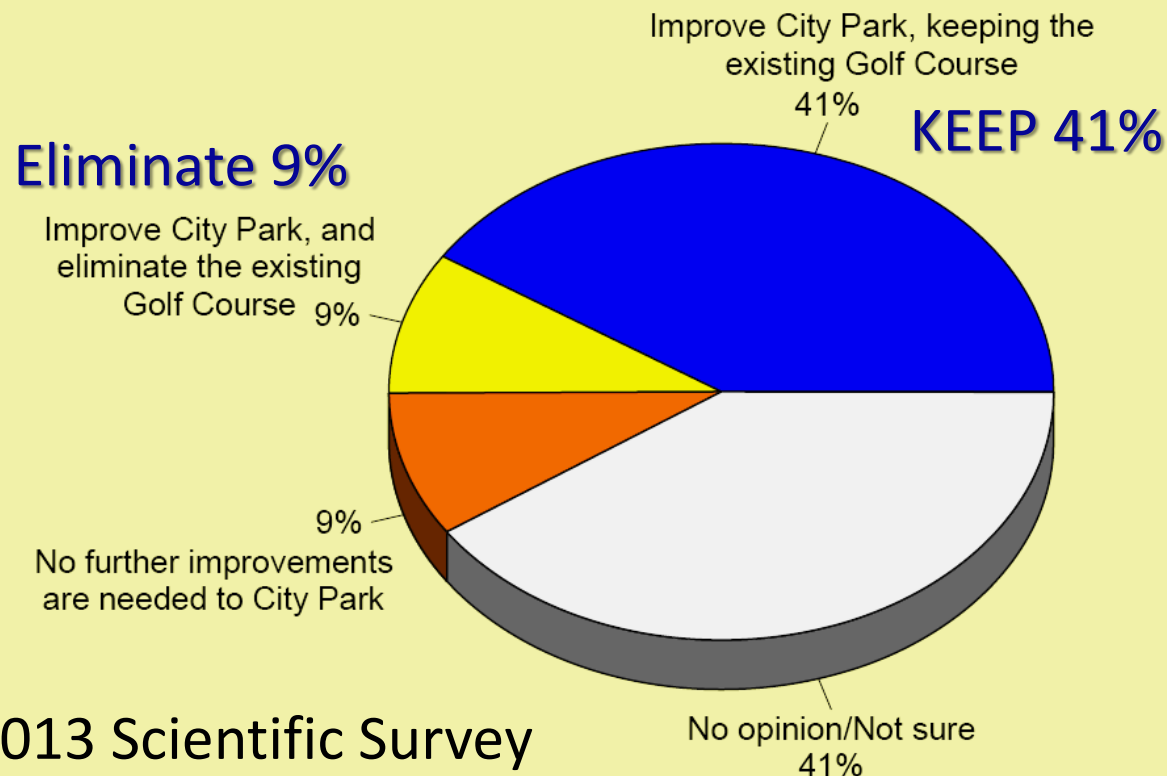


BREC in Your Neighborhood

Planning Effort Underway

Q8. Option Respondents Most Prefer Regarding Future Improvements to City-Brooks Community Park

by percentage of respondents



2013 Scientific Survey

BREC in Your Neighborhood

11. BREC has made a number of improvements to City-Brooks Community Park, also known as City Park, over the past few years. In considering future improvements to City-Brooks Community Park which ONE of the following options do you most prefer:
- 1) improve City-Brooks Community Park including improvements to the existing golf course 16.9
 - 2) improve City-Brooks Community Park and eliminate the existing golf course 7.6
 - 3) no further improvements are needed at City-Brooks Community Park, leave it as it is 21.1
 - 4) I do not use City-Brooks Community Park 50.2
 - 5) (Not sure/don't know/won't say) 4.2

2013

BREC in Your Neighborhood

City-Brooks Community Park – Before 2007 Improvements



Old Picnic Hill Playground

BREC in Your Neighborhood

City-Brooks Community Park – After 2007 Improvements



New Picnic Hill Playground

BREC in Your Neighborhood

City-Brooks Community Park – After 2007 Improvements



New Picnic Hill Playground

BREC in Your Neighborhood

City-Brooks Community Park – After 2007 Improvements



New Picnic Hill Open Green Space and Promenade

BREC in Your Neighborhood

City-Brooks Community Park – After 2007 Improvements



BREC in Your Neighborhood

City-Brooks Community Park – After 2007 Improvements



New Picnic Hill Open Green Space and Promenade

BREC in Your Neighborhood

City-Brooks Community Park – After 2007 Improvements



Raising Cane's Dog Park

BREC in Your Neighborhood

City-Brooks Community Park – After 2007 Improvements



Promenade

BREC in Your Neighborhood

City-Brooks Community Park – After 2007 Improvements



Capital One Tennis Center

BREC in Your Neighborhood

City-Brooks Community Park – After 2007 Improvements



Capital One Tennis Center

BREC in Your Neighborhood

City-Brooks Community Park – After 2007 Improvements



Historic City Park Golf Course Renovations

BREC in Your Neighborhood

City-Brooks Community Park – After 2007 Improvements



Croquet Court



New Art Gallery Entrance



New Interactive Fountain

BREC in Your Neighborhood

City-Brooks Community Park – After 2007 Improvements



New Improvements and
Connections to Brooks Park



Brooks Pool Renovations



BREC in Your Neighborhood

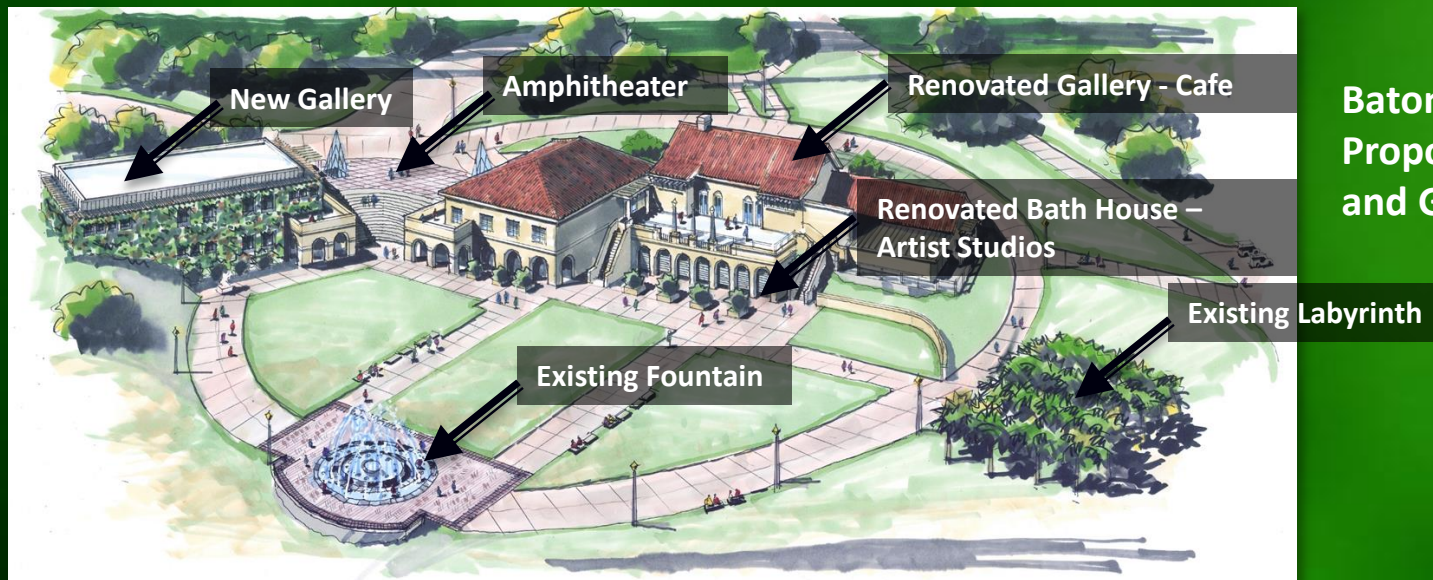
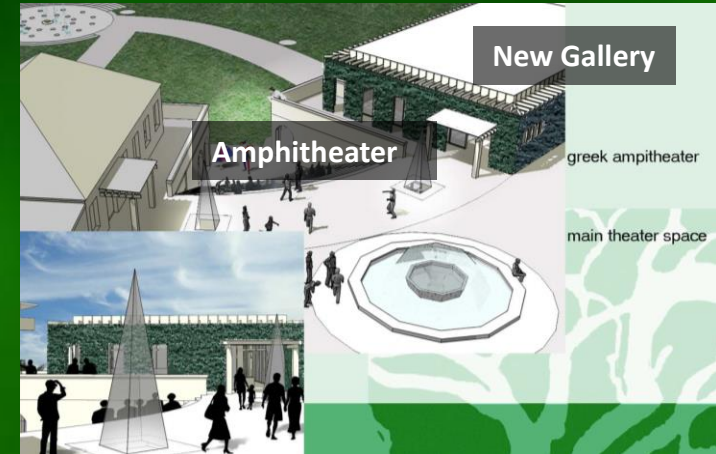
City-Brooks Community Park – Upcoming Projects



Knock Knock Children's Museum

BREC in Your Neighborhood

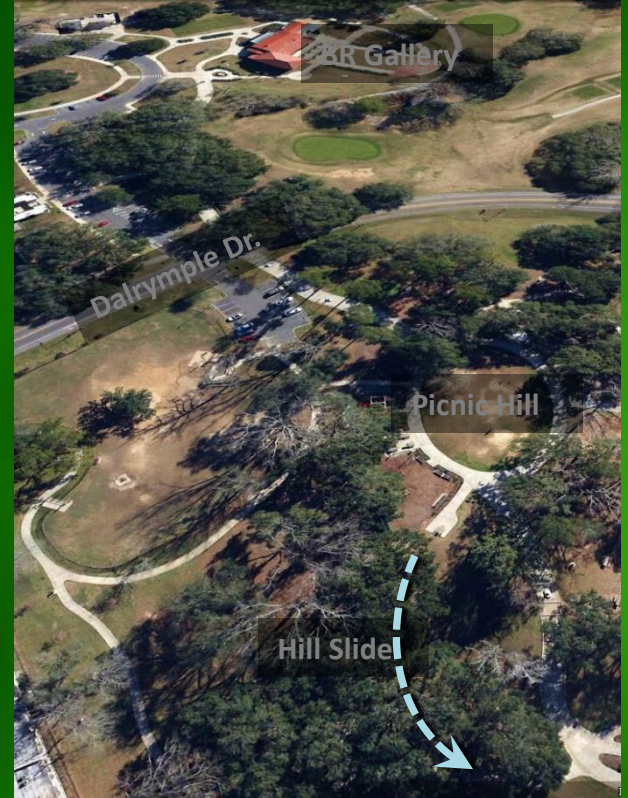
City-Brooks Community Park– Potential Future Projects



**Baton Rouge Gallery –
Proposed Renovations
and Gallery Addition**

BREC in Your Neighborhood

City-Brooks Community Park– Potential Future Improvements



Picnic Hill Slide

BREC in Your Neighborhood

City-Brooks Community Park– Potential Future Improvements

Boat House & Café on City Park Lake



Boat House Examples

Existing Boat
Launch Area >>



BREC in Your Neighborhood

City-Brooks Community Park– Potential Future Improvements



Raising Cane's Dog Park Improvements

BREC in Your Neighborhood

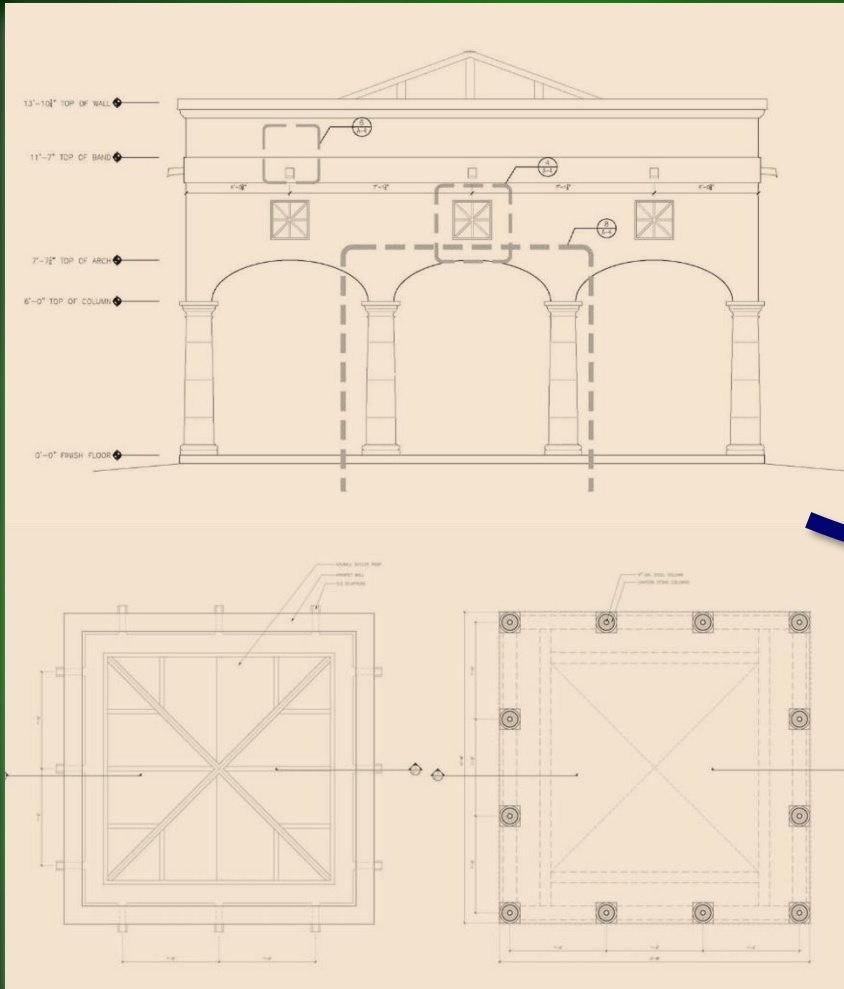
City-Brooks Community Park– Potential Future Improvements



Raising Cane's Dog Park Expansion

BREC in Your Neighborhood

City-Brooks Community Park— Potential Future Improvements



New Group Pavilion at Picnic Hill Playground

BREC in Your Neighborhood

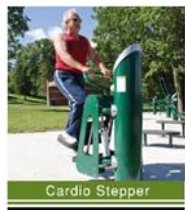
City-Brooks Community Park– Potential Future Improvements



Trails and Lake Improvements

BREC in Your Neighborhood

City-Brooks Community Park– Potential Future Projects



Cardio Stepper



Chest/Back Press



Ab Crunch/Leg Lift



Squat Press



Balance Steps



Pull-Up Dip

*Fitness
Equipment*



EXISTING MULTI-USE PATH



EXISTING SANDY LAKE SHORE



PROPOSED SHELTER WITH PICNIC TABLE



NEW CITY PARK SIGNAGE

BREC in Your Neighborhood

City-Brooks Community Park– Potential Future Improvements

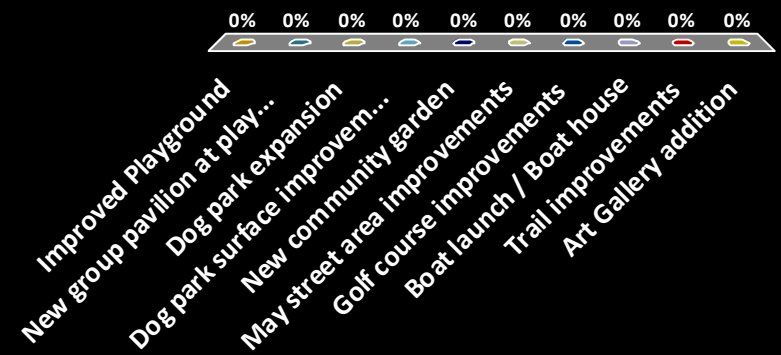


New Community Garden

BREC in Your Neighborhood

What improvements would you most like to see at the City-Brooks Community Park (Pick Four)

- A. Improved Playground
- B. New group pavilion at playground
- C. Dog park expansion
- D. Dog park surface improvements
- E. New community garden
- F. May street area improvements
- G. Golf course improvements
- H. Boat launch / Boat house
- I. Trail improvements
- J. Art Gallery addition





Mindmixer

<http://iyp2.mindmixer.com>

Or email your comments to planning@brec.org

Community Scale Public Engagement Techniques

James Taylor, AICP

Why Engage the Public?

To ensure citizens, community groups and leaders are effectively involved in the planning process,

That they are offered information that is useful and factual,

In order to make meaningful contributions to the design and development of public facilities.



The Way it Was...

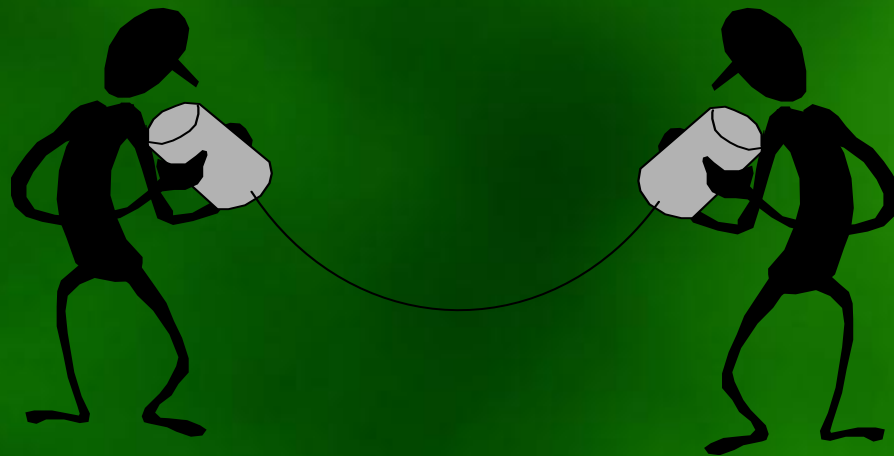
“The public is most often viewed as an audience to educate, or a problem to manage”

Today's Expectations...

Genuine involvement is ongoing.

Aim of Public Involvement

- To create a culture where citizens and leaders share responsibility in approaching and solving problems of common concern
- To build effective **two-way** communication



Goals of Effective Involvement

1. To increase opportunities for **two-way** communication
2. To create a process which allows **all voices** to be heard
3. To stay committed to a **process**, not to a predetermined outcome
4. To become **vulnerable**, which produces more comprehensive solutions

A Timely and Effective Plan



- Creates Public Participation Model
- Creates Main Message
- Chooses Effective Involvement Tools
- Gets Input: Multiple Layers, Transparent Process
- Puts Input to Use
- Keeps Everyone Informed. These are the “Next Steps”...

Creating Key Messaging

- Brief, concise
- Descriptive
- Easy to understand
- Easy to associate with project



Key Point A

Key Point B

Key Point C



Key Message Worksheets

What is your goal?

Program uses for a park

Message Point #1

This is an opportunity for generations to come.

Message Point #2

We need a network to find out existing recreational needs and assets.

Message Point #3

We need a way to effectively convey our needs to decision-makers.

TRANSPARENCY:

Where Are We in the Process?



Know Your Audience

- Resident
- Civic Association or Neighborhood Group
- Faith-Based Organization
- Non-Profit Sector / “NGO” / Partner
- Public/Government Sector
- Private Entrepreneur/ Business

Common Approaches

Executive Committee



- Streamlines efficiency
- Reduces effective dialogue
- Model isn't the best to receive input from people

Large Group Meeting

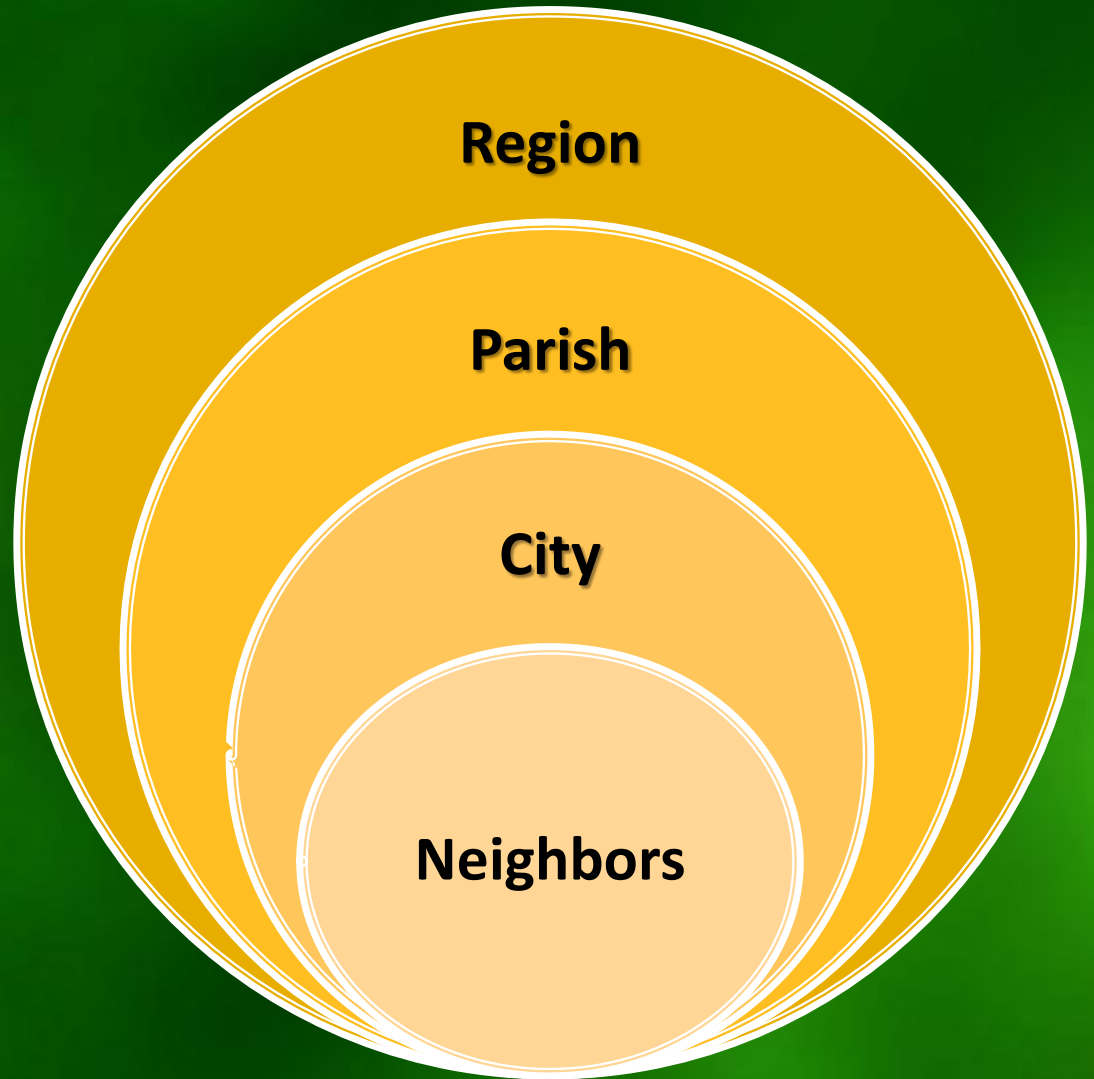


- Offers consistency of message
- Loudest voices receive lion's share of attention
- Requires a great deal of pre and post organization



Who?

- Residents
- Businesses
- Organizations
- Partners
- Media
- Elected Officials



Key Populations to Target

Messaging :

- Offer workshops in their community
- Ambassador outreach to target groups
- Inform through existing social networks
 - Faith communities
 - Schools
 - Professional groups
 - Recreation & Hobby groups

Youth - **University Students** - **Elderly** - **Elected Officials** -
Festival Organizers - **Neighborhoods**

Demographics

- Know your jurisdiction...all corners of it
- Populations are strongly spatially segregated
- Strive to establish communication channels with each population

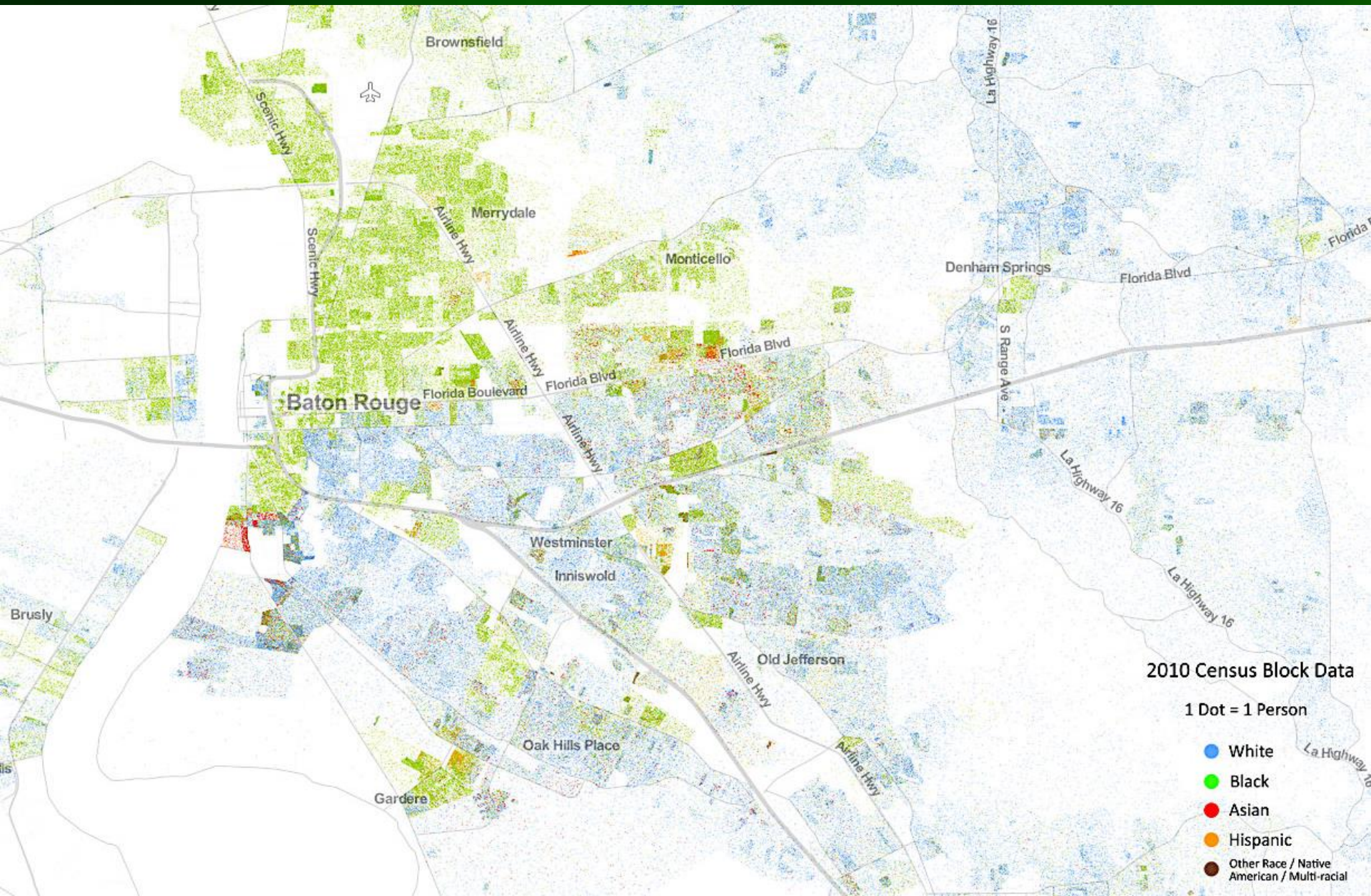
New Orleans

www.coopercenter.org/demographics/Racial-Dot-Map

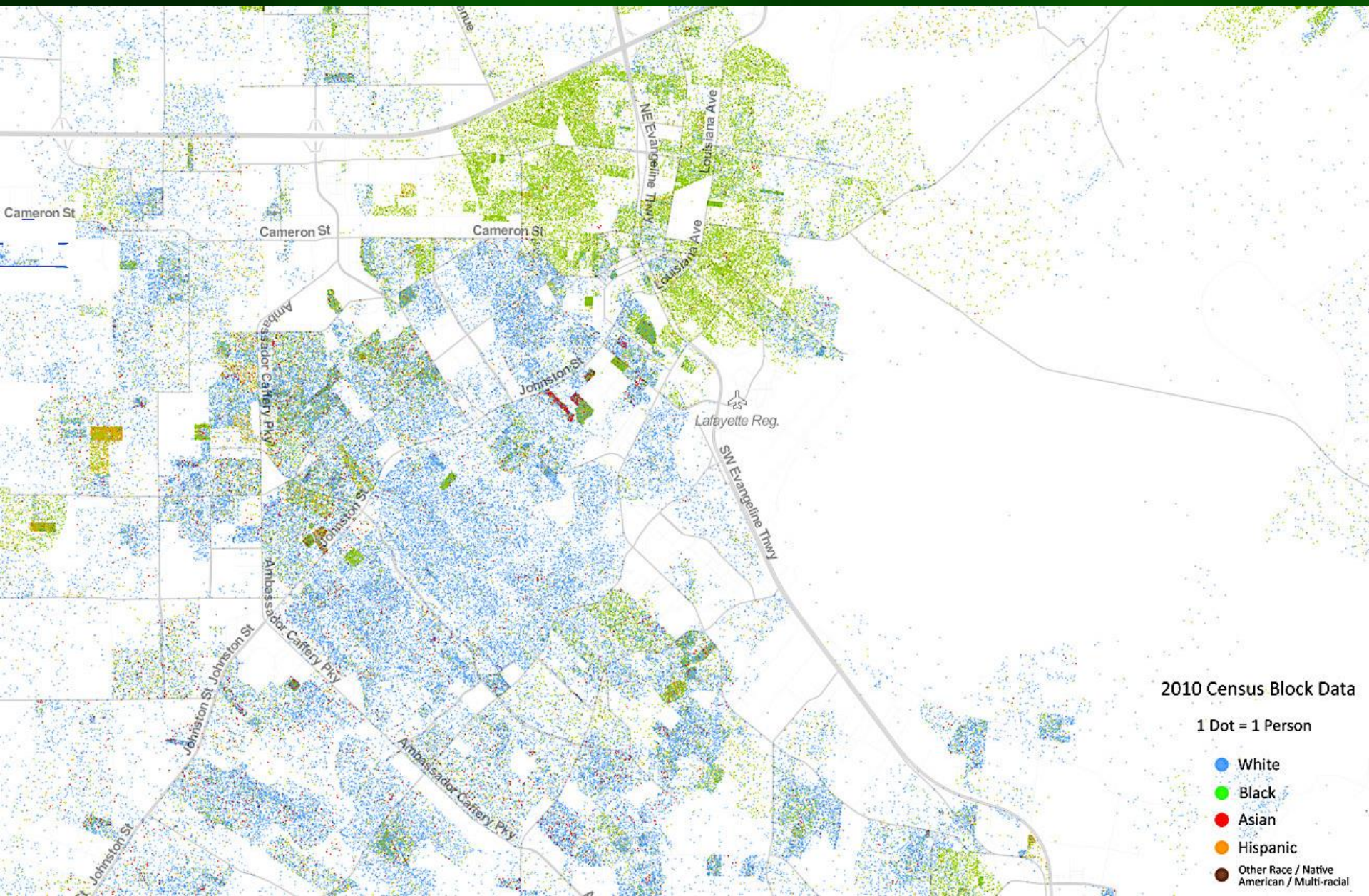


Ethnicity map

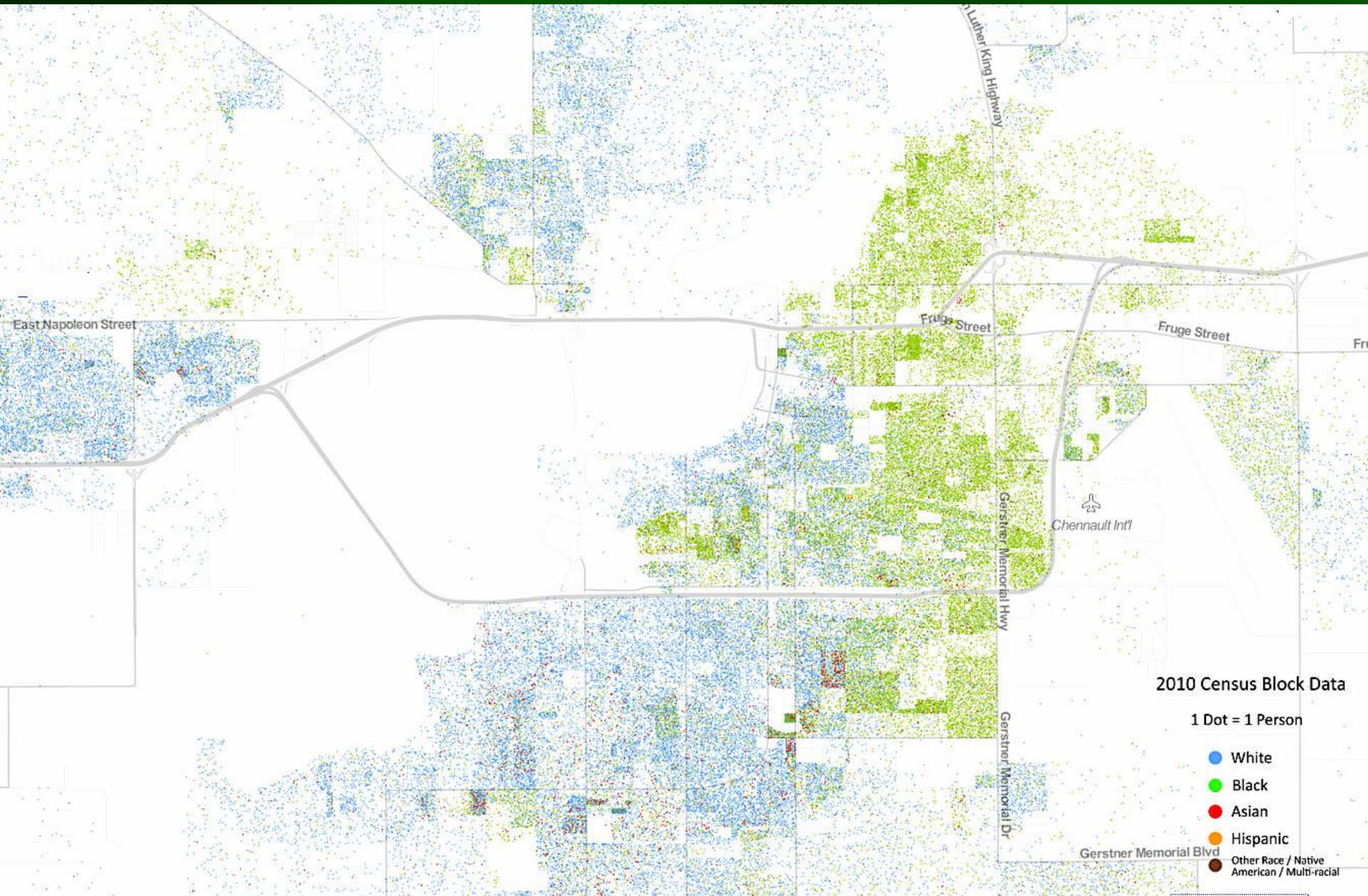
Baton Rouge



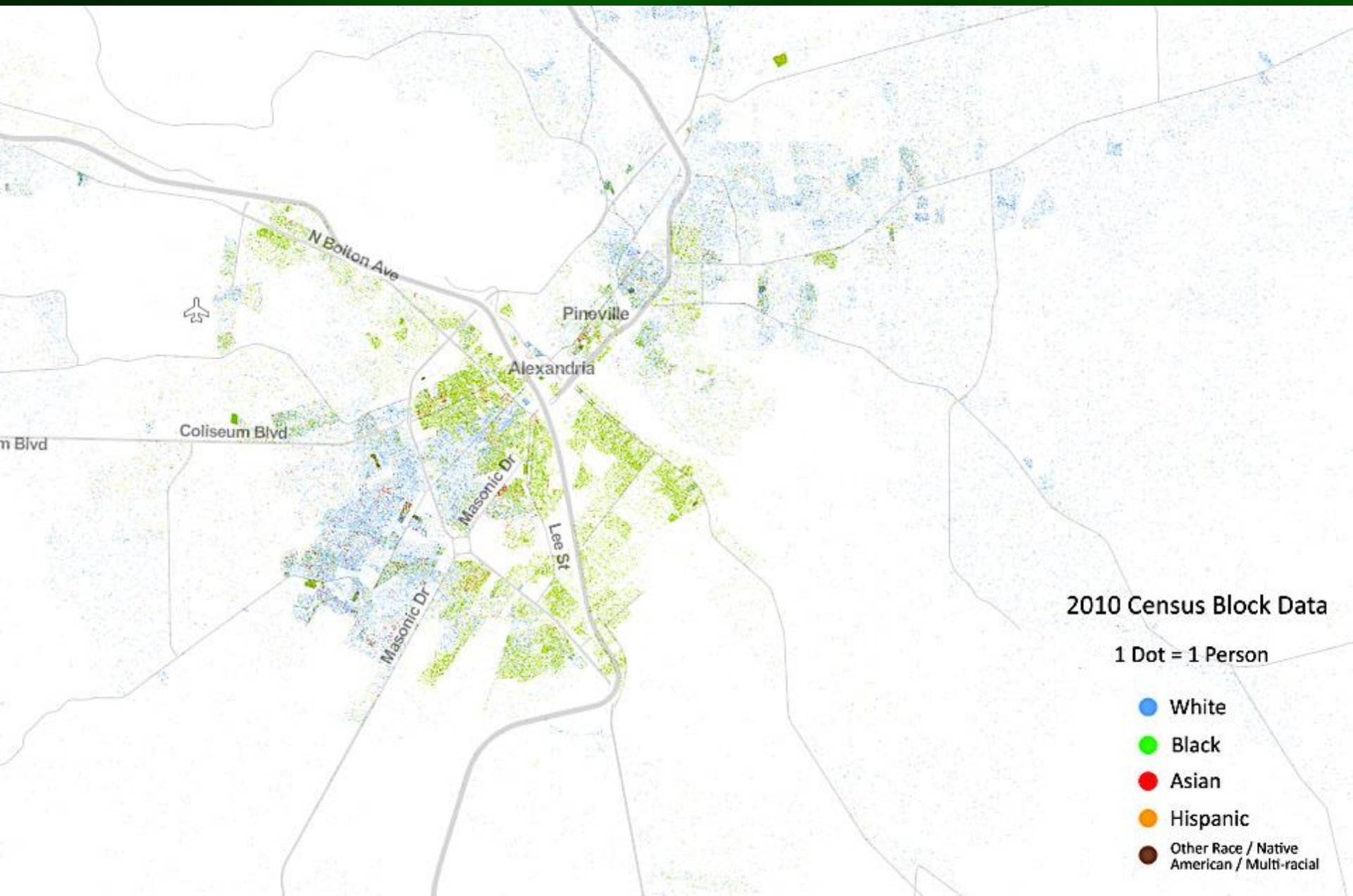
Lafayette



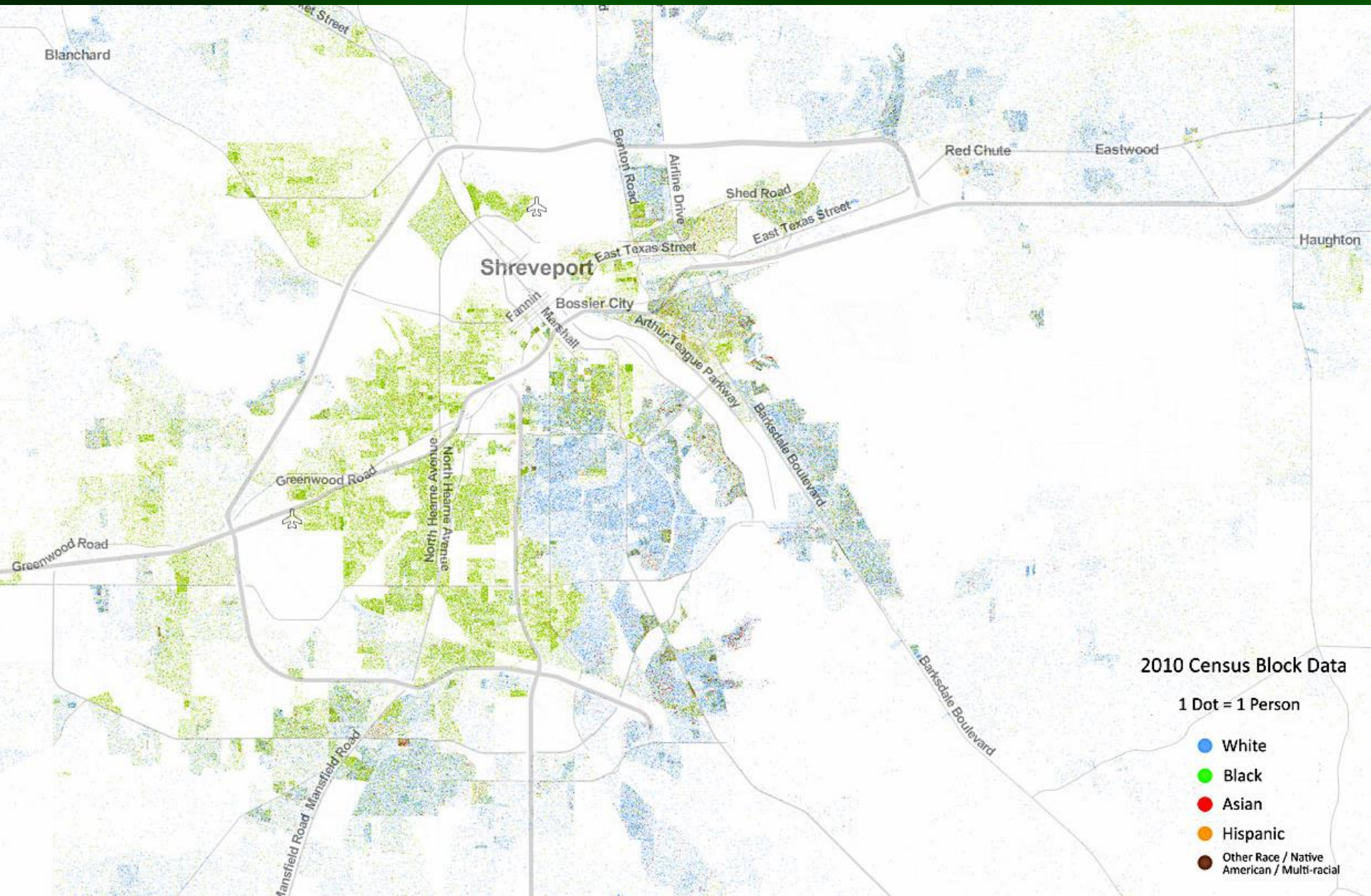
Lake Charles



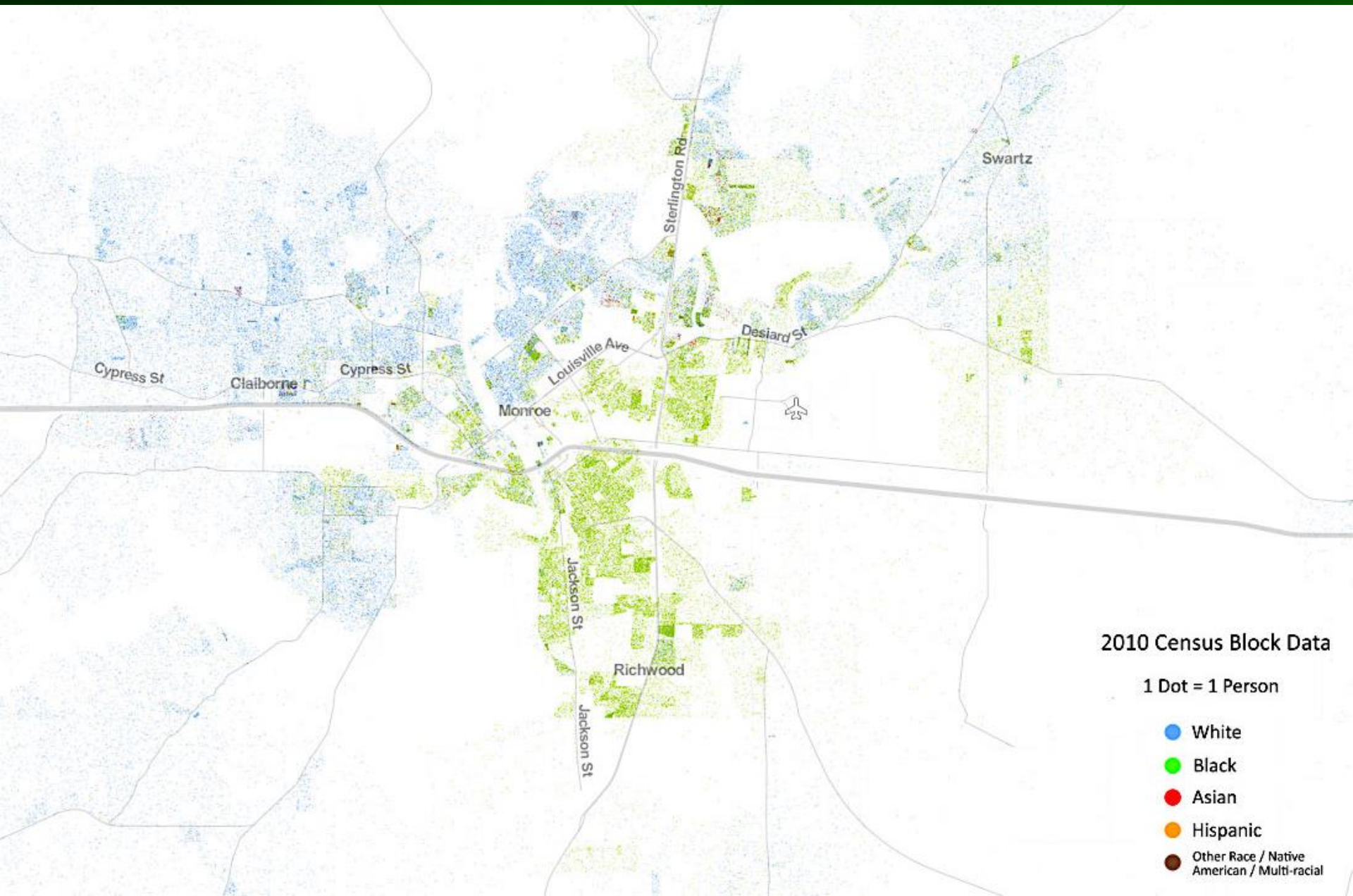
Alexandria



Shreveport

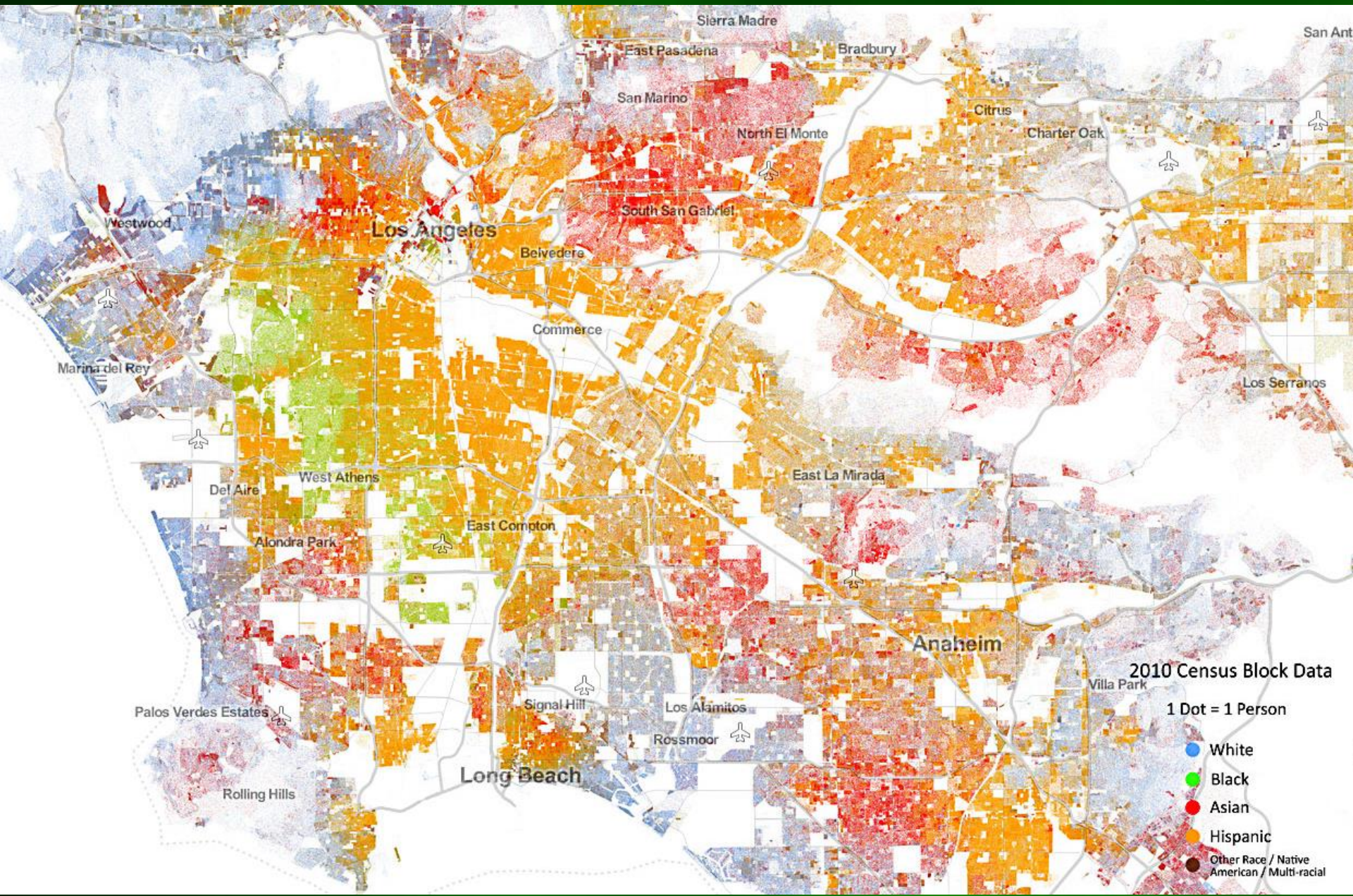


Monroe



LA

Los Angeles



Layered Outreach

Repeat the Message



Multiple Modes



IN PERSON

**Flyers/
Posters**

Push Cards

Face-to-Face

ONLINE

Website

Social Media

**MetroQuest
/ MindMixer**

MEDIA

Newspaper/Radio/TV

Communication Methods

F2F

- One on One
- Small Groups
- Large Groups

Phone

- One on One
- Phone Tree
- Recorded Calls

Mail

- Letters
- Flyers & Notices

Email

- Targeted Groups
- Mass Emails

Social

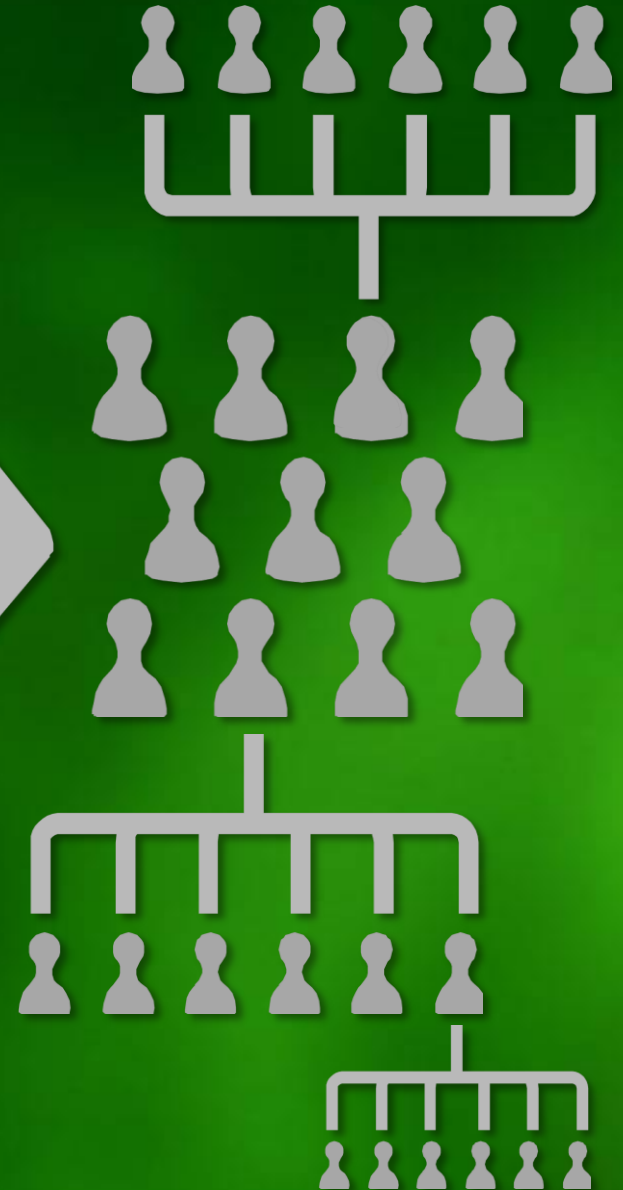
- Targeted Groups
- Broad Approach

Video

- Targeted Groups
- Broad Approach

Phone Contacts

- Phone Trees
- Robocalls
 - Reverse 911
 - Call-Em-All.com



Flyers

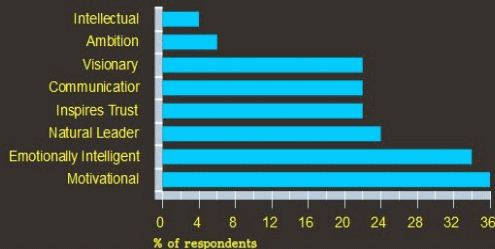
**Register
Now**

- Use templates and stock art
- Identify community organizations or channels to help you distribute them
- Hard copies may
 - Use QR codes on printed materials to tie to online registration processes (QRcode.kaywa.com)
 - Offer online registration (Eventbrite.com)

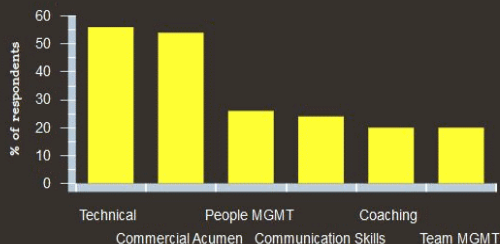


The Anatomy of Leaders

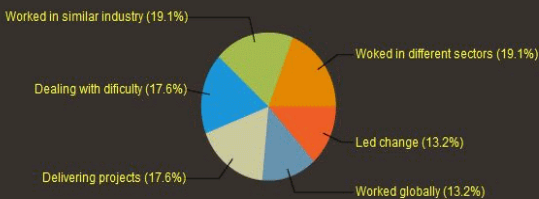
What Qualities Define A Leader



Key Leadership Skills

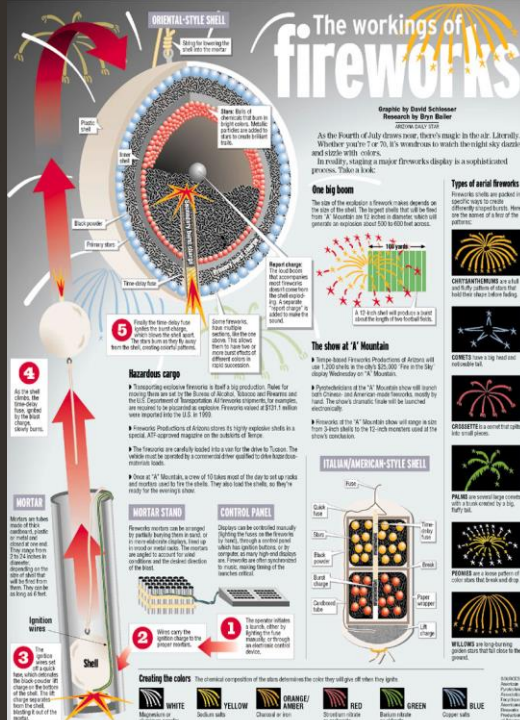
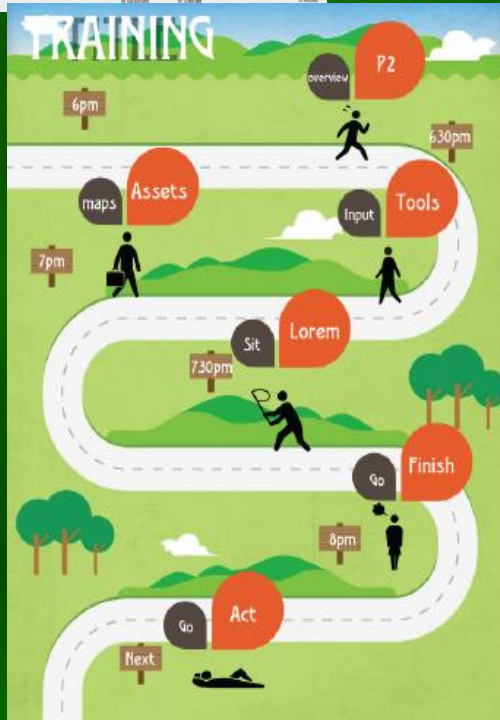


The Experiences That Build Leaders



ACADEMY OF LEADERSHIP & MANAGEMENT

Visual.ly



The workings of fireworks

Graphic by David Sennar

Research by Bryn Bell

As the Fourth of July draws near, there's magic in the air. Literally. Whether you're in or out, it's wonderful to watch tonight's sky dance and sparkle with colors.

As reality, a major fireworks display is a sophisticated process. Take a look.

One big boom

The size of the explosion a firework makes depends on the type of shell. The largest shells are the 'M' shells, which are 12 inches in diameter, which can produce an explosion about 100 to 150 feet across.

Types of aerial fireworks

Fireworks are made in a variety of shapes and sizes, each with its own unique pattern. Some are made to explode in a single burst, while others are made to explode in a series of bursts.

The show at 'M' Mountain

Many fireworks displays are held at 'M' Mountain, which is a popular spot for fireworks viewing. The show is held every year, and it's a great way to spend the Fourth of July.

Hazardous cargo

Fireworks are considered hazardous cargo, and they must be handled with care. They are often transported in special containers, and they must be stored in a safe place.

ITALIAN/AMERICAN-STYLE SHELL

These shells are made in Italy, and they are known for their unique patterns. They are often used in fireworks displays, and they are a popular choice for many people.

Creating the colors

The chemical composition of the shells determines the colors they will produce. Different chemicals are used to create different colors, and the process is a complex one.

Control panel

The control panel is used to operate the fireworks. It is a complex system of wires and switches, and it is used to set off the fireworks in a specific sequence.

Ignition wires

The ignition wires are used to light the fireworks. They are made of a special material, and they are designed to burn for a long time.

MORTAR

The mortar is used to launch the fireworks. It is a large tube, and it is filled with a special material that is used to launch the fireworks.

MORTAR STAND

The mortar stand is used to hold the mortar. It is a large structure, and it is designed to hold the mortar in a specific position.

CONTROL PANEL

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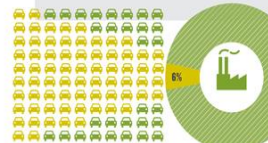
LIGHTING THE CLEAN REVOLUTION

LEDS ARE BRINGING A LIGHTING REVOLUTION TO OUR CITIES NOT SEEN SINCE THE DAYS OF THOMAS EDISON. THE TECHNOLOGY REPRESENTS AS MUCH OF A STEP CHANGE AS THE MOVE FROM CANDLES TO INCANDESCENT LAMPS IN THE 19TH CENTURY.

LIGHTING ACCOUNTS FOR ABOUT 20% OF THE WORLD'S ELECTRICITY CONSUMPTION.



THE 6% OF GLOBAL GREENHOUSE GAS EMISSIONS ATTRIBUTED TO LIGHTING IS EQUIVALENT TO 70% OF THE EMISSIONS FROM THE WORLD'S PASSENGER VEHICLES



THE 'LIGHTSAVERS' TRIAL: 12 MAJOR CITIES, 15 TRIALS, 27 PRODUCTS, 500+ LIGHTS

WE LEARNED THAT LEDS ACHIEVE THE EXPECTED 50% TO 70% ENERGY SAVINGS, AND REACH UP TO 80% SAVINGS WHEN COUPLED WITH SMART CONTROLS.



LED PENETRATION INTO THE GENERAL LIGHTING MARKET IS EXPECTED TO RISE FROM 7% TODAY TO 64% BY 2020, REACHING AT LEAST US\$70 BILLION IN VALUE PER YEAR



LED PRICES ARE SET TO FALL BY MORE THAN 80% BY 2020. SOON IT WILL SAVE BILLIONS IN ENERGY AND MAINTENANCE COSTS ACROSS THE GLOBE.



IF AN AVERAGE OF JUST 40% ENERGY SAVINGS WERE UNLOCKED BY LEDS ACROSS THE WORLD, IT WOULD SAVE...



IF LEDS REACH THEIR FULL POTENTIAL, THEY COULD ALMOST SINGLE-HANDEDLY ELIMINATE LIGHTING AS A MAJOR SOURCE OF GLOBAL EMISSIONS

Email Tips

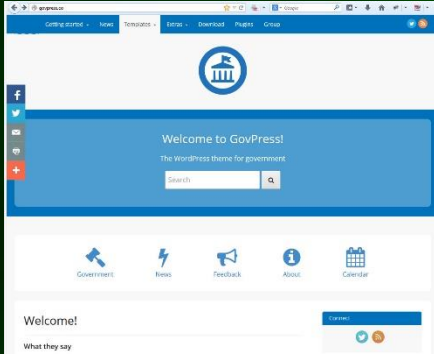


- For mass emailing use a service, not your Outlook
 - You might encounter quotas, denial of service, etc.
- Use an alias or disposable “reply-to” address
 - That address might get black-listed as a spammer
- Avoid emailing flyers as attached documents.
 - Many will first see your email on their smartphone
 - Do you open PDFs or DOCX on your phone?
- Good to include a URL for additional info.

Websites

- Digital Divide: Large cities have IT staff for nice websites while small towns often have none.
- There are solutions! Open source template-based Content Management Systems (CMS)
- Websites need not be outbound only. Two-way communication can be achieved through contact forms, email, discussion forums, blogs, and connections to social media.

Website Templates



- GovFresh template for Wordpress

- govpress.co

- City-Government by ThemeForest \$45

- demo.crunchpress.com/city-government

- The Cause by ThemeBlossom \$65

- themblossom.net/thecause



- Don't get locked in to a mediocre website service!

- And register your own domain!

Online Surveys

- Survey Monkey, Zoomerang, PollDaddy, LimeSurvey (open source), and many others
- Cost effective, if properly promoted
- Overcome **Survey Fatigue**: Response rates rise if you nag your audience



Keypad Polling

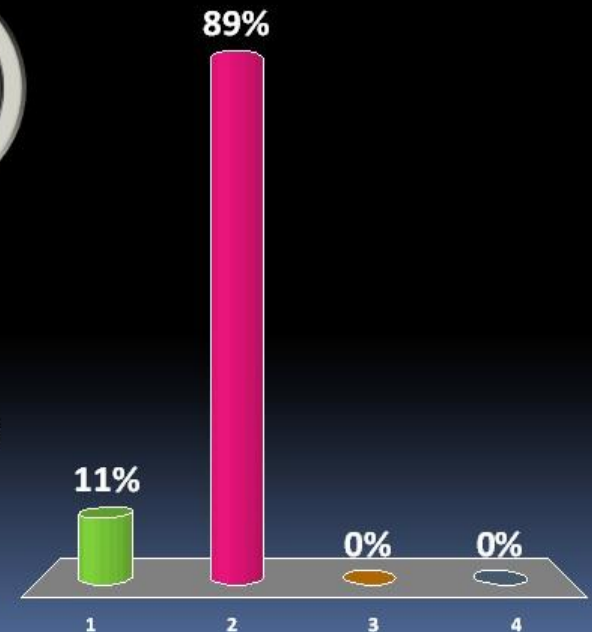
- “Audience Response”



When do you notice the most pedestrian activity along Congress Street?



1. Weekday mornings
2. Weekday lunch
3. Weekday evenings
4. Weekends



Keypad Polling Benefits

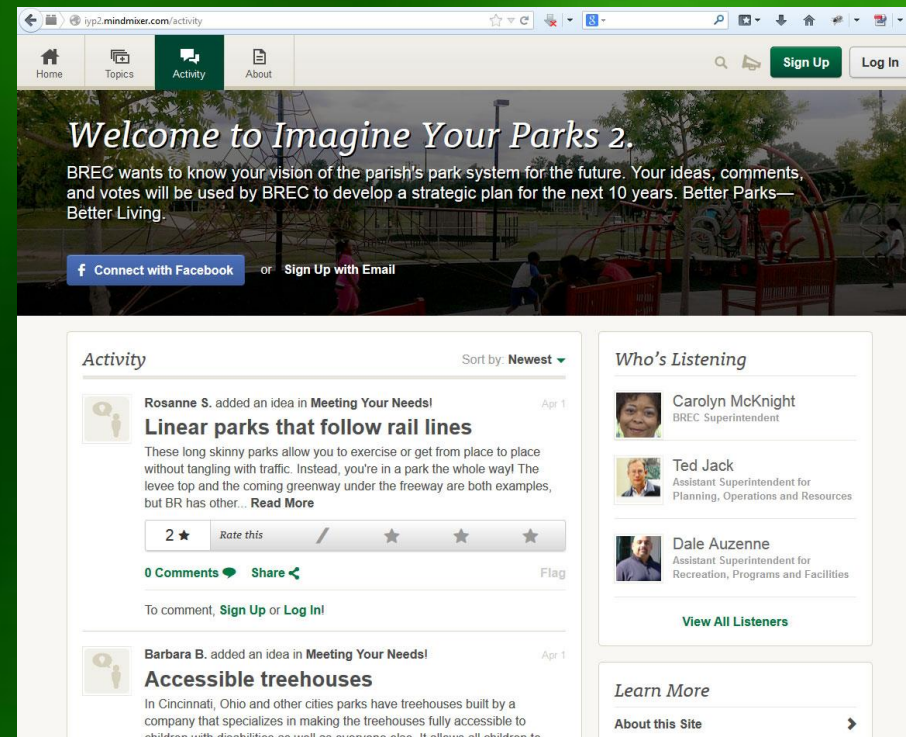
- Automates collection and tabulation
- Wizards help in formulating questions
- Can make meetings more interesting
- Provides instant feedback to entire audience
 - “What do my neighbors think about this?”
- Spreadsheet back-end for aggregating reports from multiple sessions
- A few demographic questions are okay, but use restraint with the general public

Keypad Polling Gotchas

- Initial start-up cost
- Poor questions produce poor answers
- Technology “glitches”:
 - Not all responses are registered
 - Computer “freezes”, forced restarts
 - Operator forgets to save session results = lost data
- Multiple choice style feedback only
- Results are anecdotal, not scientific (sample size)
- Fear of losing response cards

MindMixer

- A “virtual town hall”
- Developed by planners disappointed with poor turnout at public meetings
- Main Objective is crowdsourcing of ideas
- Other tools include:
 - Idea Prioritization
 - Interactive Budgeting
 - Map-based input
 - Online Surveys
- Mobile device friendly

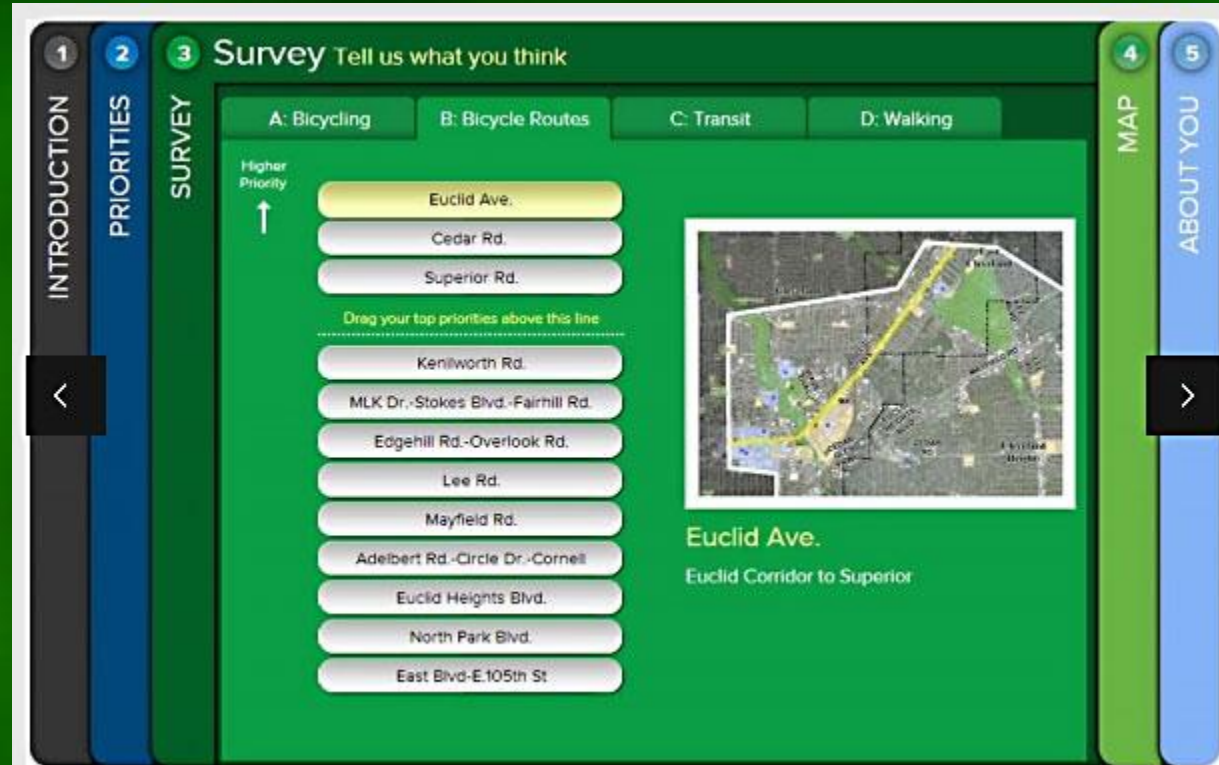


MindMixer Gotchas

- Commenting requires login/password
 - Cuts participation
- Cost to implement; varies with size
- May require custom coding to implement
- Also requires a promotion budget to make people aware MindMixer is available
- Setup is critical:
 - Poor seed topics can dissuade participation

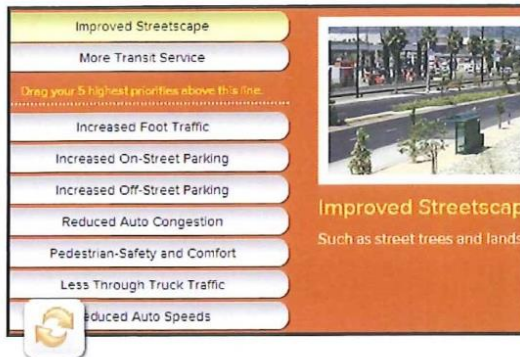
MetroQuest

- Online games, surveys
- Interactive mapping
- Scenario building
- Kiosks
- Programming based on cost, type, operations and maintenance
- \$12K to start



MetroQuest

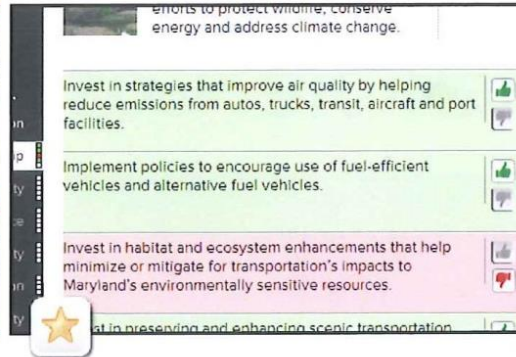
Simply the Most Flexible Engagement Tool Available



Ranking Priorities

CADOT/LADOT, Arellano Associates

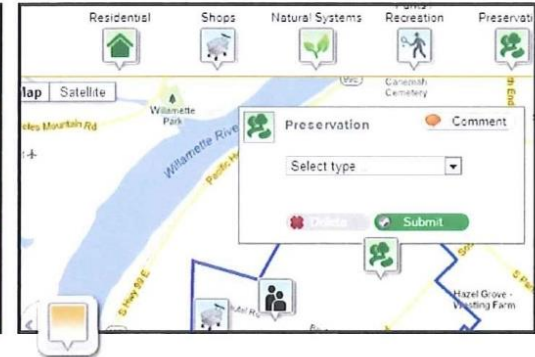
<http://p1.wilmington.metroquest.com/>



Rating Strategies

Maryland DOT, Sharp & Company

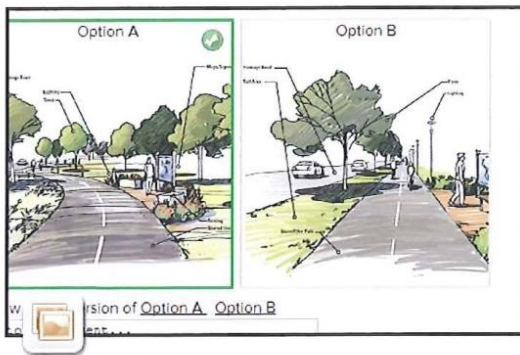
<http://p1.mtp2035.metroquest.com/>



Input on Maps

Oregon City, Cogan Owens

<http://p1.secp.metroquest.com/>



Visual Preferences

Central Texas RMA, Atkins / Adisa

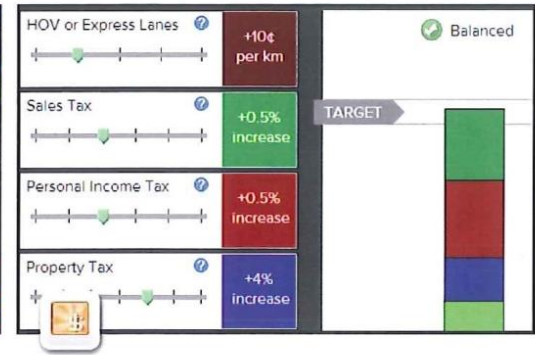
<http://p1.bergstrom.metroquest.com/>



Exploring Scenarios

Plan East Tennessee, Knoxville MPO

<http://p1.planet.metroquest.com/>



Building a Budget

City of Toronto, Dialog / Swerhun

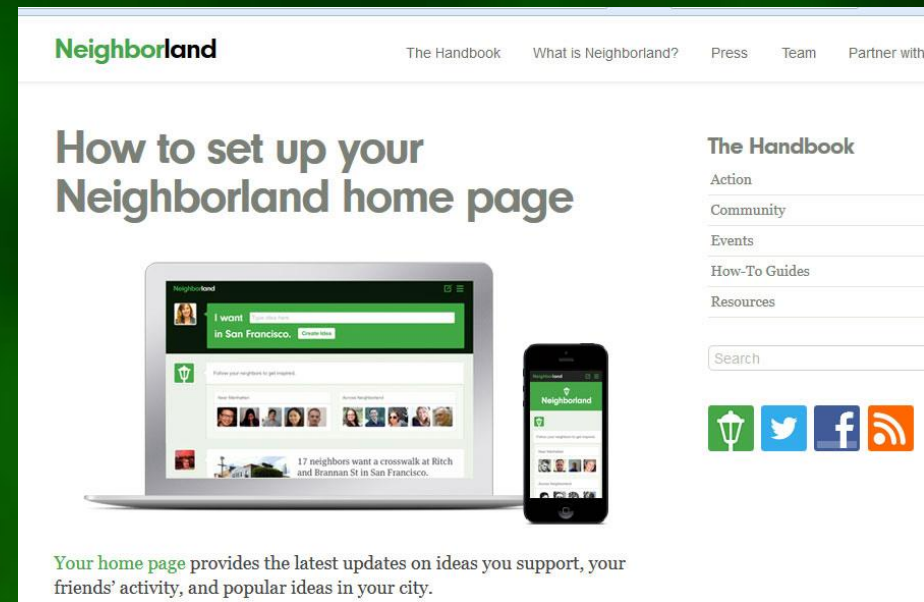
<http://p1.feelingcongested.metroquest.com/>

Others

● Neighborland.com

● CitizenSpace.com

● SustaiNet.com



Social Media



Whom do they reach?

- Social media outreach tools are valuable, but should not replace face-to-face conversations.
- Social media allows participation by people who cannot or will not attend a public meeting.
- Input from Social Media is qualitative, not quantitative.



The Park at the Horse Farm

Lafayette



DESIGNWORKSHOP



Pasture



Site Vicinity



Site Views



Coulee Mine photos

THE CHALLENGES



COULEE MINE

DESIGNWORKSHOP

Introduction and Project Purpose

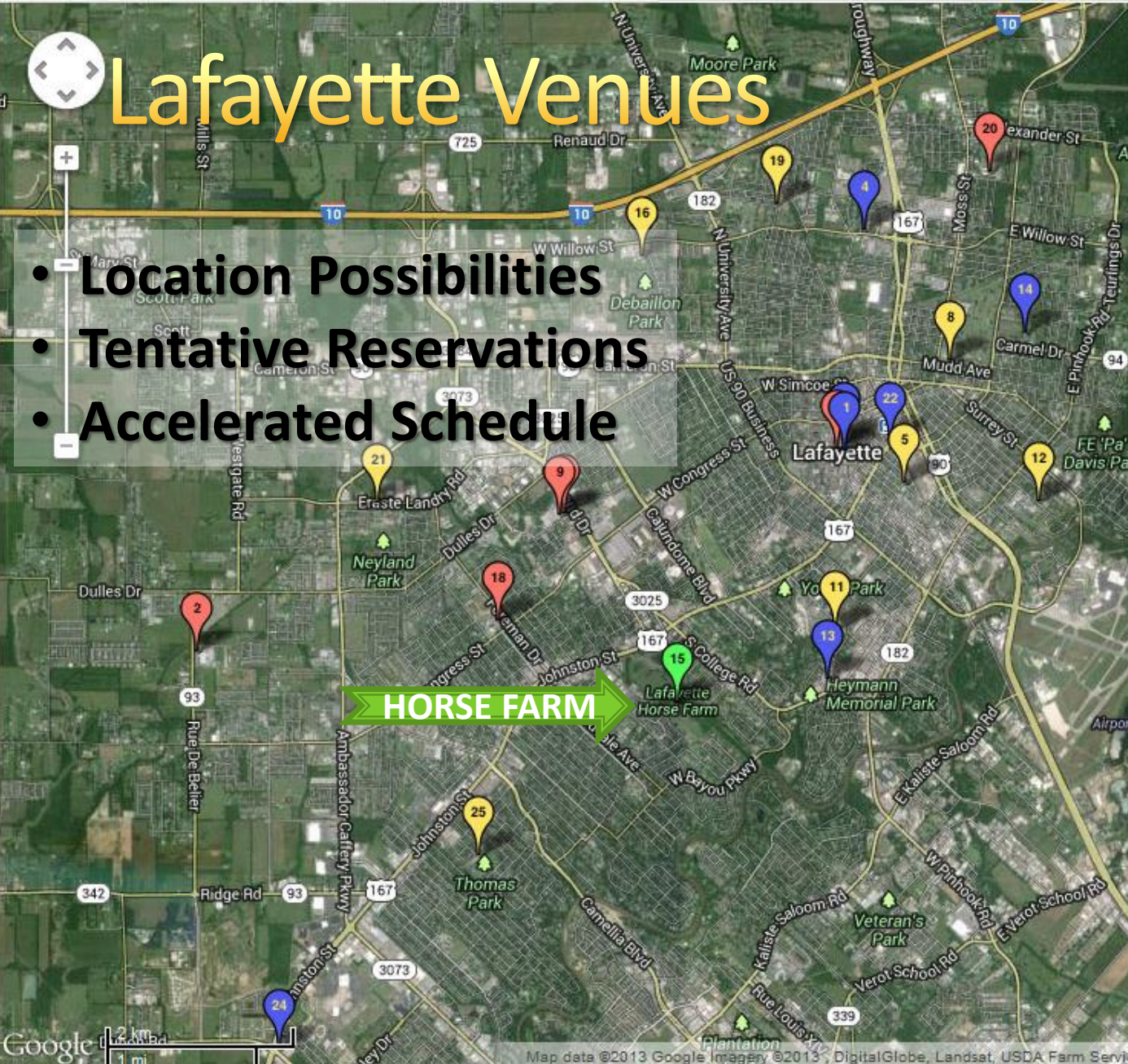
- The Lafayette Consolidated Government (LCG) recently purchased the +/- 100-acre “Horse Farm” from the University of Louisiana at Lafayette.
- After it's purchase, the “Horse Farm” property was leased to Lafayette Central Park, Inc. (LCP), a new nonprofit created to plan, design, build, and operate this new park.
- LCP is committed to creating a world-class park based on the community's vision.





Lafayette Venues

- Location Possibilities
- Tentative Reservations
- Accelerated Schedule



Name
1 Acadiana Center for the Arts
2 Acadiana High
3 Carencro High
4 Chenier Center Branch Library
5 Clifton Chenier Youth Services
6 Comeaux High
7 Comeaux Recreation Center
8 Domingue Recreation Center
9 Early College Academy
10 George Dupuis Recreation Center
11 Girard Park Recreation Center
12 Heymann Park Recreation Center
13 Heymann Performing Arts Center
14 Holy Rosary Institute
15 Horse Farm Property
16 J. Carlton James Recreation Center
17 Jefferson Street Branch
18 Lafayette High
19 MLK Community Center
20 Northside High
21 Robicheaux Recreation Center
22 Rosa Parks Transportation Center
23 South Louisiana Community College
24 South Regional Library
25 Thomas Park Recreation Center
26 University of Louisiana Lafayette

Public Schools - Libraries / University / Art Centers, - Public Community Centers

Meeting Venues

- Public library meeting rooms
- Community Centers & Multi-purpose rooms (MLK Center, Rosa Parks Transportation Center)
- University and Community College auditoriums
- Paid auditoriums (LITE Center, ACA, Heymann)
- Private club (Petroleum Club)



Public Engagement Round 1

October '13

October, 2013

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	1	2	3 9:00 am - 9:30 am bi-weekly conference ca	4	5
6	7	8	9	10	11 7:00 am Kickoff Meeting 10:00 am Meeting with Friends of Horse Farm 1:00 pm Neighborhood	12 11:00 am - 12:00 pm Friends of Horse Farm
13	14	15	16	17 9:00 am - 9:30 am bi-weekly conference ca	18	19
20	21	22	23 11:00 am Rosa Parks M 6:00 pm South Regional	24 11:00 am Heymann Perf 6:00 pm Martin Luther K	25 12:30 pm - 2:30 pm ULL Fletcher Hall	26 8:30 am - 1:00 pm Horse Farm Farmer's
27	28	29	30 4:00 pm - 6:00 pm Ambassadors Feedback	31 Halloween 9:00 am - 9:30 am bi-weekly conference ca	1	2

Kickoff

First Public Meetings

2 rounds of 6 meetings each, plus stakeholders, in each of two project phases

Ambassador Kit Contents - Flyers

SHARE YOUR VISION

the park
at the horse farm

Ideas from the community will shape what the park at the Horse Farm becomes. We need your input to create a world class central park for the people of Lafayette. The possibilities are endless and your feedback is vital. This is YOUR park. Plan on participating at one of these forums.

October
23
WEDNESDAY

11am - 1pm

Rosa Parks Transportation Center
101 Jefferson St

6pm - 8pm

South Regional Library
6101 Johnston St

24
THURSDAY

11am - 1pm

Heymann Center Ballroom
1373 S College Rd

6pm - 8pm

Martin Luther King Center
309 Cora St

25
FRIDAY

12:30 - 2:30pm

ULL Campus - Fletcher Hall Auditorium
Corner of Lewis & Girard Park (Room 134)

26
SATURDAY

8am - 12pm

Lafayette Farmers and Artisans Market
2913 Johnston St at the Horse Farm

Lafayette Central Park, Inc.
info@lafayettecentralpark.org / 337.769.4846

lafayettecentralpark.org

The image displays several overlapping documents related to Lafayette Central Park, Inc. The top document is titled "FREQUENTLY ASKED QUESTIONS" and includes the logo "the park at the horse farm". It contains three numbered questions and answers regarding the park's location, management by Lafayette Central Park, Inc., and its official name. Below the FAQ, there are four overlapping cards titled "SHARE YOUR VISION" which serve as a calendar for public input sessions. These cards list dates from October 23 to October 26, along with specific times and locations for each session. At the bottom of the collage, there is a dark banner with the Facebook logo and the website "lafayettecentralpark.org". To the left of this banner, contact information for Lafayette Central Park, Inc. is provided, including an address, phone number, and email.

FREQUENTLY ASKED QUESTIONS

the park
at the horse farm

What?

1. What is the Horse Farm?

"The Horse Farm" is a parcel of land approximately 100 acres in size located just west of the University of Louisiana Lafayette campus at 2913 Johnston Street. It had been owned by the University for many decades and was used as a working cattle and horse farm. Due to the fact these uses were obsolete and the University considered other uses for the property, the University sold the iconic barn in 2006. In 2005 the not-for-profit group, Save the Horse Farm, was created in response to threat of development of the property. Widespread public support for this open space spurred Lafayette Consolidated Government to explore ways to preserve the public park. The City purchased the property from the University in July of 2006. Lafayette Central Park, Inc. was created to oversee fundraising, design, and construction of the profit Lafayette Central Park, Inc. was created to oversee fundraising, design, and construction of the park on the Horse Farm property.

2. What is Lafayette Central Park, Inc.?

The independent, non-profit, Lafayette Central Park (LCP) was created solely for the purpose of the property by the City of Lafayette to turn the 100-acre Horse Farm property into a class public park. The board and its staff will oversee the committees, conduct fundraising, and be responsible for programming, planning, design, construction, fundraising, and relations related to the build-out of the park. The Board of Directors is composed of representatives from a group of community-minded leaders whose mission is to develop and facilitate the process for park development - seeking public input to ensure that the needs and desires of the Lafayette community are addressed during the planning and execution phases of the project.

3. What is the official name of the park?

The park at the Horse Farm has not yet been named. It will be referred to during the planning phase as "the park at the Horse Farm" and the final name for the park will be determined after a date - influenced by a variety of factors including public input, historical significance, and community participation.

SHARE YOUR VISION

SHARE YOUR VISION

SHARE YOUR VISION

SHARE YOUR VISION

the park
at the horse farm

October
23
WEDNESDAY

11am - 1pm
6pm - 8pm

Rosa Parks Transportation Center
101 Jefferson St.
South Regional Library
6101 Johnston St.

24
THURSDAY

11am - 1pm
6pm - 8pm

Heymann Center Ballroom
1373 S College Rd
Martin Luther King Center
309 Corn St.

25
FRIDAY

12:30 - 2:30pm

ULL Campus - Fletcher Hall Auditorium
Corner of Lewis & Girard Park (Room 134)

26
SATURDAY

8am - 12pm

Lafayette Farmers and Artisans Market
2913 Johnston St at the Horse Farm

Lafayette Central Park, Inc.
www.lcpark.org / info@lcpark.org / 337.262.4946

lafayettecentralpark.org

lafayettecentralpark.org

Lafayette Central Park, Inc.
1128 Canale Blvd, Suite 100, Lafayette, LA 70508 | 337.262.4946
info@lcpark.org

*Designed by The Graham Group
with content by Franklin Associates*

Kit Contents – Outreach Tools

the park
at the horse farm

SIGN YOUR NAME HERE TO BE A LAFAYETTE CENTRAL PARK AMBASSADOR

AMBASSADOR

	Name	Email Address	Phone Number
1			
2			
3			
4			
5			
6			
7			
8			
9			

OUTREACH

	Church	Address	Contact/Number
1			
2			
3			
4			
5			
6			

	Clubs/organizations	Meeting times/date	Contact/Number
1			
2			
3			
4			
5			
6			

Lafayette Central Park, Inc.
1035 Camellia Blvd., Suite 100, Lafayette, LA 70508 337.739.4395

f lafayettecentralpark.org

the park
at the horse farm

SPEAKER OPPORTUNITY FORM

Group/Meeting Name: _____

Group Description: _____

Speaker: _____

Location/Address: _____

Meeting Date: _____ Meeting Time: _____ No. People Expected: _____

Arrival Time Requested: _____

Presentation Details

the park
at the horse farm

SIGN UP TO STAY INFORMED

	Name	Email Address	Phone Number	Affiliation
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				

f lafayettecentralpark.org

info@lafayettecentralpark.org Fax to (337) 769.4879 or return to 1035 Camellia Blvd., Suite 100 Lafayette, LA 70508

Ambassador: _____

Phase 2 Promotional Materials

the park
at the horse farm

Join us at the public workshops the week after Mardi Gras to continue the Master Planning process and help us determine the look and feel of the park at the Horse Farm!

It's YOUR park.
Help us plan it!

SHARE YOUR VISION!

MONDAY March 10	6pm – 8pm	Heymann Center Ballroom 1373 South College Road
TUESDAY March 11	11am – 1pm	Rosa Parks Transportation Center 101 E. Cypress Street
	6pm – 8pm	Martin Luther King Center 309 Cora Street
WEDNESDAY March 12	11am – 1pm	South Regional Library 6101 Johnston Street
	6pm – 8pm	Petroleum Club Ballroom 111 Heymann Boulevard
THURSDAY March 13	11am – 1pm	South Regional Library 6101 Johnston Street
TAKE THE SURVEY	WEDNESDAY March 12th through SUNDAY April 13th	If you can't make it to the workshops, you can still give us your feedback online during these dates! www.lafayettecentralpark.org/take-survey

Lafayette Central Park, Inc. info@lafayettecentralpark.org 337.769.4846

 lafayettecentralpark.org



the park
at the horse farm

BUY A BOARD
TO HELP BUILD THE PARK!

Leave YOUR mark on the park!

The park at the Horse Farm will be a world-class legacy for Lafayette! Leave your mark on the park by sponsoring a board on the boardwalk dedicated to your family or business!

To dedicate a board on the boardwalk to someone special to you, please either go online to:

www.LafayetteCentralPark.org/Donate

OR

Make a \$100 check out to:
Community Foundation of Acadiana with
"Lafayette Central Park" in the memo line.

Please fill out and detach the bottom portion and mail your check and the dedication text form to:

Community Foundation of Acadiana
1035 Camellia Blvd., Suite 100
Lafayette, LA 70508

If you have questions, please call Raven Fournier at (337) 769-4847 or email rfournier@cfacadiana.org.



lafayettecentralpark.org



FIRST & LAST NAME: _____

MAILING ADDRESS: _____

CITY, STATE: _____ ZIP: _____

PHONE NUMBER: _____

EMAIL ADDRESS: _____

DEDICATION TEXT: _____

(no more than 40 characters, including spaces)

*Designed by The Graham Group
with content by Franklin Associates & LCP, LLC*

Public Meetings: ULL School of Architecture





Phase 1 Participation

PHASE 1 ATTENDANCE

WORKSHOP 1: OCTOBER 22–26

691 Attendees + Paper Surveys
1,682 Online Survey (Oct. 26–Nov. 11)

= **2,373 ENGAGED**

WORKSHOP 2: NOVEMBER 19 – 21

665 Attendees + Paper Surveys
1,244 Online Survey (Nov. 20–25)

= **1,909 ENGAGED**

WORKSHOP 3: DECEMBER 3

154 Attendees + Paper Surveys
629 Online Survey (Dec. 3–Dec. 15)

= **783 ENGAGED**

TOTAL STAKEHOLDERS ENGAGED

5,201

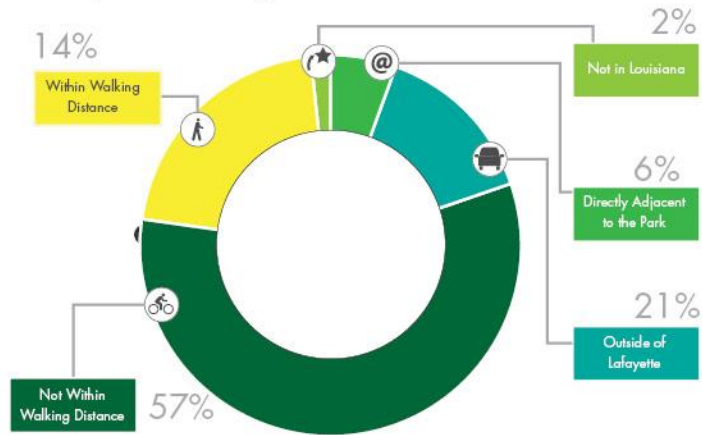


DESIGNWORKSHOP

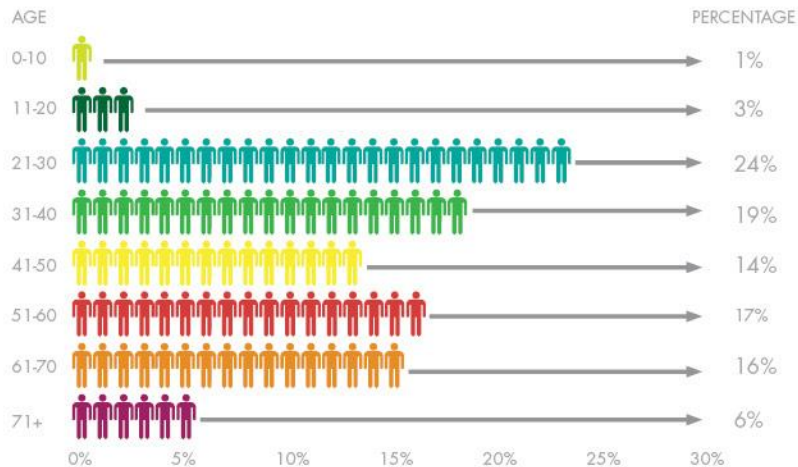
Phase 1 Participation

PHASE 1 PARTICIPANTS

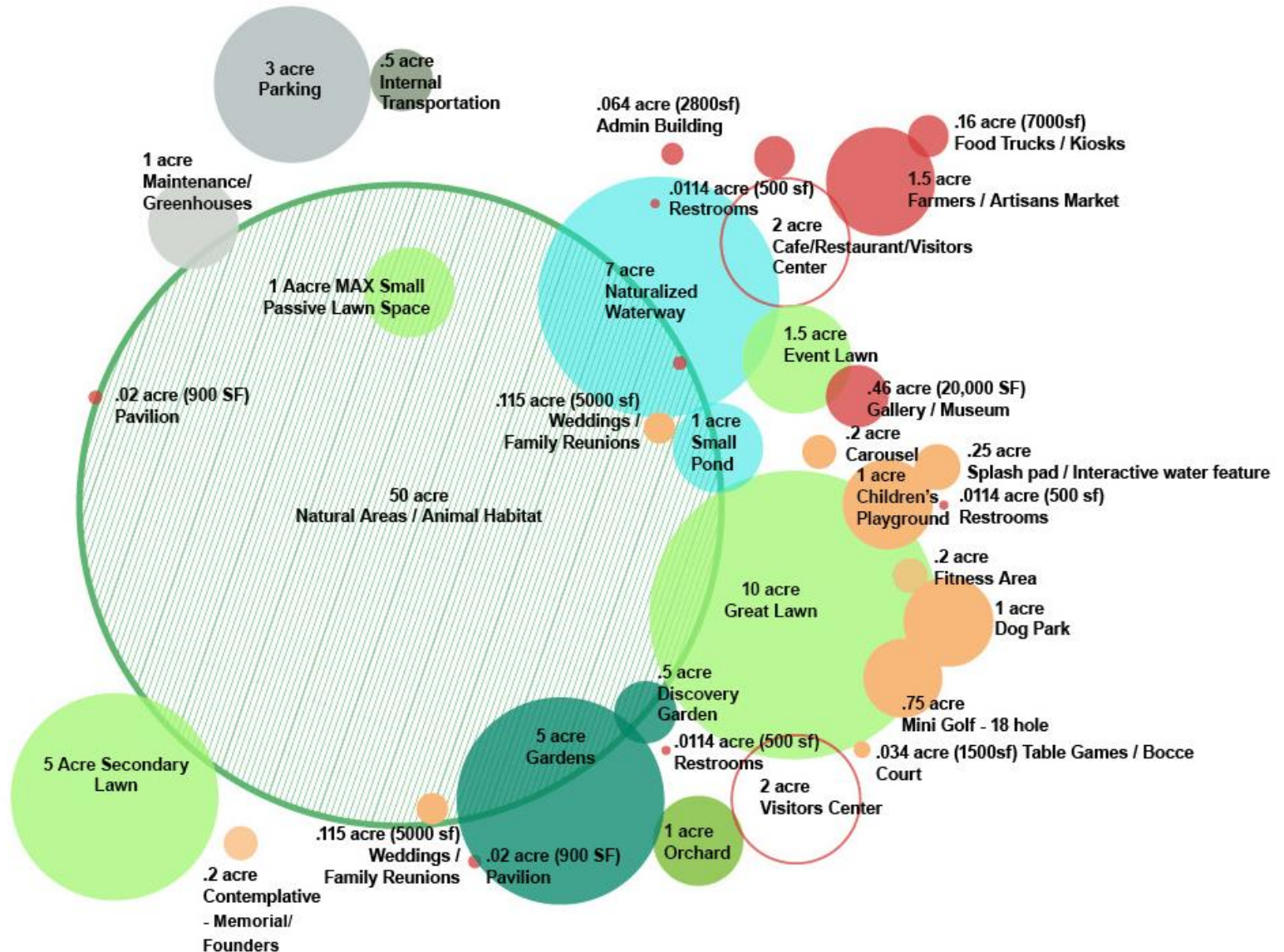
All Participant Proximity to the Park



All Participant Ages



Feedback – Results from Round 1



Concept Plan A

CONCEPT A1: SCULPTED // created by shaping of an element



Concept Plan B

CONCEPT B: RAMBLE // a walk for pleasure, typically without a destination



Phase 2, Round 1 (of 2) Attendance 2014

- 222 individuals at the six general public meetings
- Plus 26 individuals at the three “pre-meetings” for adjacent neighborhoods
- Less than half of previous effort.
- Why was attendance lower?
 - Perhaps we have dispelled most controversy?
 - Smaller paid advertising budget?
 - Were the dates inconvenient?
(It was the week after Mardi Gras week.)
 - University/Community College wasn't available.

Taking the Message to the People

Special event at the MLK Community Center

the park
at the horse farm



Putting it all Together

- Start with a plan
 - Even for small projects, think before you act
- Re-read this presentation
 - Download it and click the links to learn more
- Get in touch with your feminine side
 - Think relationships, not encounters
 - To communicate you must listen as well as speak

Parting Words...

- Choose the right tools for the community.
- Make communications channels two-way where possible.
- All efforts should be ongoing, not one-and-done.
- Relationships and true communication go hand in hand.

Download this presentation at [http:// learn.franklinassoc.com](http://learn.franklinassoc.com)