



# Cameron Run Park Planning Process - DRAFT

December 9, 2016





## Introduction

This Planning Process including the Public Participation Plan (Plan) outlines the public engagement and stakeholder coordination tools that will be implemented to assist the City of Alexandria Parks and Recreation Commission in determining the highest and best use for the Cameron Run Parks including Great Waves, Lake Cook, and Hensley Park. Michael Baker International understands that the City is committed to the long-term protection and provision of public open space for residents and visitors, which will lead to higher demand in the future on existing park areas. We also understand that demographics are changing in the Eisenhower Valley and within the City and that these will have profound impacts on the needs of public space in this area.

A key goal of the process will be to create ways to educate stakeholders and the public as to the possible additions or modifications to the site. There are numerous layers of environmental, political, and social constraints which limit or prohibit uses at Cameron Run Parks, and it is critically important that all people involved in the process understand what is truly possible. This Plan will endeavor to utilize education as its cornerstone to facilitate public engagement that is targeted and specific to the various influences on the Cameron Run Parks sites. The Plan will document how stakeholder input is gathered and analyzed, and how it is utilized in the development of the Cameron Run Parks Conceptual Plan and Recommendations document.

## Program Overview

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A strong public engagement program is a fundamental part of ensuring that the needs of the City, stakeholders, and local and regional communities are met. The public involvement approach is phased providing multiple opportunities for all audiences to provide input, showing the various audiences how the input has been incorporated, and presenting coordinated information regarding the study findings. Working with and informing the general public, stakeholders, local and elected officials and municipalities, as well as civic, educational, cultural, and transportation communities will be critical to gathering input to be used in the development of the Cameron Run Parks Conceptual Plan and Recommendations document.





### OUTREACH TEAM

The outreach effort will be guided by the overall Project Management team. Members of the Project Management team include representatives from Michael Baker and the City of Alexandria. These include:

- Jack Browand (City of Alexandria)
- John Fennell, PLA (Michael Baker International)
- Ken Mobley (Michael Baker International)
- Diana Hartman, AICP (Michael Baker International)

The Project Management team will provide overall guidance and serve as a resource for the public and stakeholders as issues arise during the process.

### STAKEHOLDERS

The following stakeholders have been identified for the project by City Staff and Michael Baker. This list will continue to be adjusted as new information is obtained during the life of the project:

City Agencies:

- Recreation, Parks and Cultural Activities
- Transportation and Environmental Services
- Planning & Zoning
- Alexandria Animal Welfare League
- Alexandria Police

Community & Citizen Groups, Commissions, etc.

- Park & Recreation Commission
- NOVA Parks Board members
- Cameron Park Home Owners' Association
- Youth Sports Advisory
- Bicycle & Pedestrian Committee
- Alexandria Tree Stewards
- Holmes Run Community Association & Park Friends
- Wakefield Tareyton Civic Association
- Cameron Station HOA
- NOVA Parks Friends/User List
- Eisenhower East & West Advisory Groups
- Eisenhower Ave. HOAs & Business Parks
- Environmental Policy Commission



## Cameron Run Park Planning Process - DRAFT

- General Public
- City of Alexandria Adult Sports Participants
- Beautification Commission
- Parking & Traffic Board
- Special Event Permit Applicants (foot races)

### STAKEHOLDER COORDINATION

The stakeholders and interest groups identified above will be invited to participate in the process. Targeted outreach to them will include digital mailings and individual listening sessions as needed as alternatives are developed and analyzed; stakeholders and interest groups will be invited to all public meetings and the public hearing for the Plan.

Key stakeholder meetings will be held to discuss the project and identify any local concerns. Baker staff will be responsible for preparing all meeting materials and all input received will be documented for use in the Plan, as required. It is anticipated that these meetings will be conducted early in the process in Task Two to present information in advance of the more formal public meeting and public hearings.

### PUBLIC MEETINGS

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Two public workshops and a public hearing will be held at key milestones. The timing of these meetings, project materials to be presented, and notification process for the meetings will meet all regulatory requirements and be conducted at convenient locations. All activities will be documented for use in the decision making process.

### OUTREACH MATERIALS

The open houses will be advertised using a combination of methods, including:

- Electronic notification to stakeholders in the stakeholder Database
- Media releases
- Legal notices and display advertisements in local newspapers
- Announcements on the City website
- Flyers distributed at stakeholder meetings and community events

The following items will be displayed and available to stakeholders and citizens at open houses, as appropriate.

- Attendance sheets
- Fact sheets



## Cameron Run Park Planning Process - DRAFT

- Introductory handouts
- Exhibit boards / interactive activities
- Comment forms
- Study maps, including a current environmental constraints map
- PowerPoint presentation

The following tasks will be used to support the meetings:

- Research potential meeting locations, secure a facility; coordinate logistics with the facility manager; coordinate equipment needs; coordinate staffing; secure court reporters and Spanish translation staff, if requested; prepare sign-in sheets, comment forms, handouts, and pre-printed nametags for staff; and prepare informational and directional signs.
- Prepare a letter to local civic leaders and governmental representatives.
- Prepare a display ad for the public meeting/hearing and schedule and advertise the public meeting/hearing.
- Attend one (1) coordination meeting or phone call with the City to prepare in advance of the public meeting/hearing.
- Michael Baker Staff will facilitate the public meetings for the City or stakeholder group; provide comment box and supplies; coordinate meeting flow, set-up, and breakdown equipment/exhibits; provide staff at the registration, host activities or staff exhibit areas, and other technical stations; provide photographs to document the public meeting and exhibits; and provide assistance in answering questions and recording public comments.

### PUBLIC MEETING #1: Project Education and Needs

The first public workshop will be held to inform and solicit feedback from the public on the issues surrounding the plan. The workshop will include a Post-It Note visioning exercise, the "Bucket" exercise to familiarize participants with cost and scale of proposed amenities – fostering understanding as to whether items "fit" in the park, and perhaps an interactive park design charrette using aerial maps and markers;

### PUBLIC MEETING #2: Alternatives

The second public workshop will present the alternatives that are proposed to be carried forward into the Draft Plan. The workshop will include small group breakouts to review concepts and a handheld polling exercise that allows participants to prioritize improvements and designs.

### DRAFT PLAN PUBLIC HEARING

The public hearing will be held after the Draft Plan has been published and circulated for review. The purpose of this meeting is to obtain public input on the Plan.

### VIRTUAL OPEN HOUSE

One virtual open house will be held to supplement the physical open houses. The open house will be accessed on the City's website. The virtual open house allows a convenient way for stakeholders to



## Cameron Run Park Planning Process - DRAFT

participate, receive information, and comment on the study, including using mobile applications. The same information presented in the physical open houses will be presented in the virtual open house.

### PUBLIC MEETING SUMMARY REPORT/PUBLIC HEARING TRANSCRIPT

Following the physical open houses and one virtual open house, the study team will prepare a Public Meeting Summary Report that summarizes the contacted stakeholders, meeting notification, implementation, and public comment and response process. The report will also include copies of all public meeting notices, materials, attendance sheets, comments received, and photographs for the study record. For the public hearing a formal transcript will be prepared.

## PUBLIC ENGAGEMENT TOOLS

### NEEDS ASSESSMENT

Needs assessment surveys have been recently completed for the Cameron Run Parks as a part of previous planning efforts. These surveys will be used as a basis to frame questions and obtain further information from stakeholders and community members. Needs assessment data will be layered with physical, environmental and social data to communicate a clear picture of opportunities to all concerned parties.

### WEBSITE UPDATES

Michael Baker will prepare written and illustrative materials as appropriate for use on the City's Project website and AlexEngage. Michael Baker will provide monthly snapshots of the Project website for the project record. Website materials and content shall be reviewed and approved by the City prior to being added to the Project website.

### SPONSORED MEETINGS

Michael Baker will coordinate with stakeholder groups to present and obtain feedback at a minimum of 3 regularly scheduled or special meetings hosted by the stakeholders themselves. In this way, we will integrate with the current network available in the community, and make it easier for community members to be a part of the process by being present at meetings that they are already attending. In cases where the stakeholder groups do not regularly meet, these sponsored meetings provide a "safe place" where people who share known concerns can make their voices heard. Techniques listed in the meeting section above will be utilized in the sponsored meetings as well.



### BROCHURES AND FACT SHEETS

Brochures and Fact sheets will be prepared prior to each public meeting to provide timely information about the study to the general public. These will be distributed to key locations within the corridor (public libraries, community centers, businesses, etc.). They will also be distributed at the public meetings. The fact sheets will be saved in PDF and uploaded to the project's Web pages.

### SOCIAL & TRADITIONAL MEDIA

Continued use of the City's pages for Facebook, and other Social Media modes will be important to the outreach process. Strategies will be developed to regularly employ the City's Twitter and Instagram accounts (such as a "My vision is..." photo campaign that includes photos of residents holding up signs of their ideas for the park). Additionally, regular press releases and meetings with local media will raise visibility. Use of organizational newsletters, and non-traditional media outlets will also be essential.

### PARK WALKS & BIKE RIDES

Michael Baker will host at least one park walk or bike ride that will allow residents and other stakeholders to discuss local opportunities/constraints and provide feedback on alternatives in real time. Events can be promoted widely or to target select groups and representatives as appropriate. These activities can be very informal (minimal tools and route guidance) or formal (route maps, pre-planned stopping points, worksheets for participants).

### MEETING DISPLAY BOARDS

Presentation boards will be developed to show pertinent information and maps during public meetings. Displays will be posted online if appropriate and feasible. Static table top displays will be placed within the corridor at publicly traveled locations.

### MEETING PRESENTATIONS

The study team will develop and offer presentations at all public meetings. The goal of the presentation will be to offer a quick synopsis of the study at that point and to entertain questions from attendees. The presentation will be in Microsoft PowerPoint or other presentation software approved by the City. The presentations will be posted online with notes pages as appropriate to aid the viewer in understanding the slides.

### DELIVERABLES



## **Cameron Run Park Planning Process - DRAFT**

1. Public Participation Plan
2. Project Contact List
3. Stakeholder Database
4. Public Open House / Hearing Meeting Notices
5. Meeting Agendas
6. Final Public Open House Meeting / Hearing Displays, Comment Forms, and Sign-in sheets
7. Meeting Presentations and Handouts
8. Public Open House Meeting Summary Report
10. Meeting Summaries and/or Meeting Minutes
11. Special Interest Group Meeting Materials
12. Website Content
13. Outreach Materials (newsletters, handouts, displays)

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