

Public Participation Plan: Prescott Park Master Plan

Mayor's Blue Ribbon Committee on the Prescott Park Master Plan

May 4, 2016

- I. Objectives
 - a. Provide a variety of venues and opportunities for the general public to engage with the Master Plan process and provide input between June and November 2016.
 - b. Communicate site opportunities and challenges within Prescott Park to broaden the understanding of the park as an important city-wide resource that is not living up to its potential.
 - c. Contribute to overall enrollment and ownership by the community and individual stakeholders of not only the Prescott Park Master Plan document, but also of Prescott Park as a city-wide open space asset
- II. Events
 - a. Kick-off Event (1 Meeting)
 - i. The first opportunity for the general public to learn about the project process and goals.
 - ii. To be held at the site with a protected area (either indoors or covered outdoors) as well as satellite work stations (2) within the park property.
 - A. Protected venue
 - B. The two satellite work stations will consist of two portable tables, chairs, aerial photos of the park, markers, colored dot stickers, sticky notes, etc. and will be staffed by a W&S landscape architect. Locations at either end of the park in clear view of entrances.
 - iii. General timing would be 10am to 2:30pm (estimated)
 - A. 10am – general assembly #1 in the protected area for presentation of park observations, what makes a great park (10 parks that changed America precedent) and what is possible at Prescott Park
 - B. 11:00 – move out in to the park and start at one of the two satellite work stations, get orientation materials (clipboards with aerial photos and maps of the park with markers and instructions)
 - C. 11:00 – 12:00 (user dictates conclusion): people move through the park either with a guide (W&S LA) or on their own and make note of park qualities they love, areas they feel could be improved, etc. and mark them on the maps. People can take pictures with their

phone and email them with a caption to the project team for compilation later.

- D. 11:30 am – general assembly #2 (repeat of item A)
- E. 12:30 – 1:30: repeat of items B & C
- F. 1:30 – 2:30pm: W&S LA Staff (4 total) will be roaming the park soliciting feedback from park users or leading walks of interested participants.

b. Community Events (ie: Little League Game days, Farmer’s Market Table) (2 engagements)

- i. One W&S LA will staff a table at a Community Event on two (2) separate occasions; once early in the season (June) once later in the season (September)
 - A. Aerial photos of the park with images of existing conditions
 - B. Sticker dots and sticky notes with pens and markers for comment / marking up the plans and maps
 - C. Post cards with website information for project updates and potential survey location
 - D. Suggestion box for anonymous comments

c. Park Presence Days (3 engagements)

- i. One or two W&S LA’s will staff at table in the park on three (3) separate occasions; a summer weekday, a summer weekend without a special event, and a summer day / evening during a special event.
 - E. Each occasion will include information about current park opportunities and challenges, the goals for the plan, and ideas from other great waterfront parks of similar scale.
 - F. Three basic design concepts will be available for discussion with W&S LA and input will be recorded as it is offered.
 - G. An informal ‘straw vote’ using colored dot stickers may be used on large format boards on easels so people can begin to see general trends in which plans are most well-received.

d. Evening Meetings (3 meetings)

- i. A more traditional venue of the Council Chambers at City Hall will be used to make a formal presentation and provide opportunity for public comment. Audience Response systems will be used to frame a conversation about what the park is and what it should be for the future, conceptual design feedback, and design language preferences.
- ii. The first meeting is a presentation of park opportunities and challenges, exemplary park precedent review and a listening session.

- iii. The second meeting is a presentation of three preliminary design concepts that respond to all we've heard as well as current and proposed use patterns within the park.
- iv. The final meeting is a presentation of the "preferred plan" that is based on feedback from the Blue Ribbon Committee and the general public and includes imagery of potential materials, precedent photos of design interventions, planting and site furnishing palettes, etc.

III. Schedule

- a. Kick-off Event (1 Meeting)
- b. Little League/Farmer's Market Table (2 Days – mid-July and -mid September)
- c. Park Presence Days (3 Days – Late June, Late July, mid-September)
- d. Evening Meetings (3 Evenings – mid-June), mid-August, Late October)