

Communications Plan: Prescott Park Master Plan

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

May 4, 2016

I. Objectives

- a. Provide an official and consistent voice for the Prescott Park Master Plan process and the Blue Ribbon Committee's work
- b. Develop an ongoing communication and public outreach program, which enables residents, stakeholders and other interested members of the public to understand the **project goals, schedule** of key milestones, **opportunities** for providing public input, and the **overall process** to be followed by the Blue Ribbon Committee.
- c. Contribute to overall community understanding about the project by the community and individual stakeholders.

II. Communication Tools

a. Public Meetings

- i. The Blue Ribbon Committee on the Prescott Park Master Plan intends to hold bi-monthly meetings.
- ii. Meetings are posted and noticed at least 24 hours ahead of each meeting on the Meetings Calendar; with a goal of posting at least one week prior to meetings.
- iii. Agendas will be made available, as they are approved by the Committee Chair. Note: meeting agendas are not always available at the time of noticing meetings.
- iv. All meetings are open to the public and televised (dependent on room availability).
- v. A summary of actions from the meeting are posted to the City's meeting calendar within 72 hours of the meeting. Full meeting minutes are posted at a later date.
- vi. At each meeting, a public comment opportunity will be provided to residents.
- vii. Information about Special Public Input Meetings will be widely distributed to encourage wide participation from a cross-section of the Community; this will include postings in the park itself as well as each of the tools used in other section of this Plan.

b. Website: [Website URL Here]

- i. The Prescott Park Master Plan website will be a key communication tool and repository of documents associated with the Blue Ribbon Committee's work. Examples of posted materials include:
 - A. Charge and Membership listing
 - B. Sign-up form for project updates
 - C. Web comment form for communicating with the Committee (comments to be bundled and presented to Committee)
 - D. News releases and project updates
 - E. Presentations made at Committee meetings
 - F. Key documents reviewed by the Committee
 - G. A listing of past meeting dates, for the public's use in navigating the Meetings Calendar and the City's YouTube Channel (links to these sections of the City's website will also be provided).

a. Social Media

- ii. Notices about major public input opportunities, forums, etc. will be will be tweeted from @PortsmouthDPW.

b. Media Inquiries

- iii. The Portsmouth City Manager or his designee will respond to all inquiries regarding the Prescott Park Master Plan posed to the City.
- iv. The Chair of the Blue Ribbon Committee will represent the Committee with regard to inquiries posed to the Committee.