

# COMPREHENSIVE PLAN UPDATE

PLANNING FOR PUBLIC ENGAGEMENT

## CARVER COUNTY PARKS & RECREATION SYSTEM

### 01 PRE- Planning

BRANDING  
PARTY-IN-THE-PARK  
ONLINE + SOCIAL MEDIA  
ACT COMMITTEE  
FLYERING

By engaging the community through pre-planning activities, new and stronger relationships and trust can be developed between planning staff, the public, and community partners. One client goal is to engage new and growing minority populations in Carver County in order to reach populations that have been traditionally underrepresented.

#### Objective:

The goal of this project was to develop a public engagement and participation strategy targeting underrepresented ethnic and racial groups to help Carver County Parks and Recreation staff develop the comprehensive parks plan update for 2017-2027. Students worked with staff members to identify goals, challenges, and build upon successful existing strategies and tools.

#### Challenges:

- Lack of Connection:** desire for increased communication with rapidly growing ethnic and minority groups.
- Land ownership:** perceived tension from public due to varying government structure and differing local municipal policies throughout county.
- Time:** Engagement takes time and effort, and often ongoing commitment from public stakeholders.
- Seasonality + Climate:** Hard to think about parks in the middle of winter!

### 02 VALUES

ONLINE + SOCIAL MEDIA  
FLYER + SURVEY RESULTS  
ZINES - SCHOOL OUTREACH  
GROCERY STORE CONVOS  
FESTIVAL OUTREACH  
STICKER VOTING  
ACT MEETINGS

Values are concepts and ideals held by the public about what is important, good and worthwhile. Through engagement processes focused on this planning task, Carver County staff will identify common values held by the community. These values will serve as a foundation for other engagement and planning tasks and will be used to create a vision statement for the comprehensive plan and guide the formation of goals.

#### Project Plan Deliverables (when executed):

- 1a An Advisory Committee Team (ACT) to oversee product review through out the comprehensive planning process that can potentially be utilized in future planning efforts.
- 1b Carver County Parks Comprehensive Plan brand to create and promote buzz around the planning engagement process.
- 02 Produce a detailed plan of park system goals set out by community members.
- 03 Compose a detailed list created by the community prioritizing park values.
- 04 Construct a vision statement that can be included in the Carver County Comprehensive Plan Update.

### 03 GOALS

GROCERY STORE CONVOS  
ONLINE + SOCIAL MEDIA  
ACTIVITY FOCUSED MEETINGS  
TRAILHEAD FLYERS  
FESTIVAL OUTREACH  
STICKER VOTING  
ACT MEETINGS

Goals are action statements that aim to make values more concrete and tangible. They are broad action categories that provide planners, the public, and Carver County flexibility in plan development and implementation. Engagement activities focused on this third planning task will develop a list of priority goals for Carver County Parks & Recreation, which will help provide guidance for future park policies and plans in Carver County.



**"What's a Zine?"**  
A zine is a type of survey; an artistic and graphically designed take home survey for students to complete with their families. It will allow families to generate ideas and concepts of values by asking simple questions like: "What does an ideal park in Carver County look like to you and your family? Please draw three activities that you and your family have done over the last year." This activity can be uniquely paired with classroom biology or physical education classes and offer the parks staff an opportunity to highlight a new program.

#### "Who is the ACT?"

Members of the ACT will build upon past and future partnerships and reflect the ethnic diversity of Carver County, including representatives from identified stakeholder groups and residents from different areas of the county. The ACT will have between 15 and 20 members. They will help planners analyze public comments to identify common values and goals and draft a vision statement for the comprehensive plan. They will also monitor the process to ensure engagement measures are reaching everyone and capturing the information needed for each planning task. They will help planners by serving as liaisons to their respective communities and encourage engagement and participation in the comprehensive planning process.



**"What's an Activity Focused Meeting?"**  
Partnerships between activity events and planning topics can be a great way to gather input regarding specific park uses. For example, discussion of trails could be paired with a sponsored hike or cross-country ski event. Coordinating two events at one time may attract people who would not have otherwise attended; if they can recreate and talk to planners, it may seem to be a more worthwhile investment of time than attending one of these events alone. It also creates an open house environment where people can talk and ask questions.

### 04 VISION

ONLINE + SOCIAL MEDIA  
ACT MEETINGS  
SURVEY RESULTS

A vision statement is an assertion of objectives and ideals used in decision making processes. The vision statement will be created in the second planning task by synthesizing the values from the first planning task. This statement will be used to help develop goals for the comprehensive plan and provide a baseline for planners as they consider future park developments.

TAKE  
A  
LOOK



STEPS TO **SUCCESS**  
THROUGH  
GENERAL + TARGETED ENGAGEMENT

\*Final report available for review at [www.rcp.com](http://www.rcp.com)

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Resilient  
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