

# Community Engagement in Parks and Recreation Planning Carver County, MN



## Prepared by

Benjamin Andrews, Zachary Sippel, and Sarah Strain

Students in PA 5253: Designing Planning and Participation Processes  
Humphrey School of Public Affairs | University of Minnesota  
Instructor: Carissa Schively Slotterback

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## Prepared on Behalf of

Carver County Parks and Recreation Department

Resilient Communities Project

UNIVERSITY OF MINNESOTA

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Fall 2015



# ***Community Engagement in Parks & Recreation Planning*** ***Carver County, MN***

***Carver County Parks and Recreation Comprehensive Plan  
Public Participation Proposal***



***CommUNITY Planners, LLC***

***Benjamin Andrews***

***Zachary Sippel***

***Sarah Strain***

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**Resilient Communities Project**

University of Minnesota

330 HHHSPA

301—19th Avenue South

Minneapolis, Minnesota 55455

Phone: (612) 625-7501

E-mail: [rcp@umn.edu](mailto:rcp@umn.edu)

Web site: <http://www.rcp.umn.edu>



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December 10, 2015

Marty Walsh

Park Director at Carver County Parks and Recreation

600 East 4th Street

Chaska, MN 55318

Dear Mr. Walsh,

CommUNITY Planners, LLC is pleased to submit our Response for Proposal to prepare the Community Engagement in Parks and Recreation Comprehensive Planning. Carver County is full of numerous vibrant communities that so many people enjoy calling home. In addition, the Parks system offers a beautiful service to the people of Carver County. Our firm is dedicated to making the Carver County Parks system one that is enjoyable for all community members and visitors, both old and new.

The following document presents a framework in which Carver County Parks and Recreation can create a sustainable engagement process that reaches out to new underrepresented groups. This document shows creative ways to engage the public in unconventional areas. Upon completion, Carver County residents will be able to express their views on the Parks system in a more innovative and engaging way. In return, Carver County Parks and Recreation can continue to provide the great services that it does to the public.

We appreciate your consideration of our services on this project and look forward to working with Carver County.

Sincerely,

CommUNITY Planners

Principals: Benjamin Andrews, Zachary Sippel, Sarah Strain



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# Section I

## Overview

- A. Introduction & Background
- B. Goals
- C. Barriers to Engagement
- D. Response to RFP



## Intro & Background

### Introduction

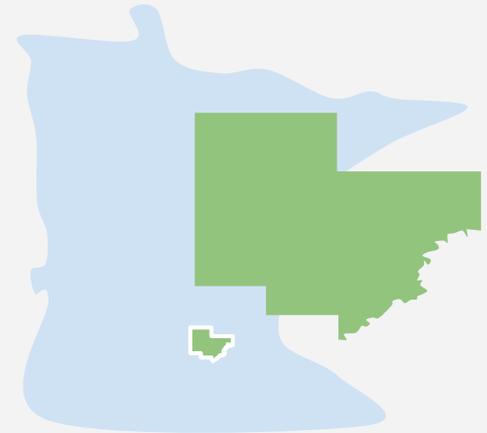
The population of Carver County is roughly 97,300 people (2014 ACS). Carver County Parks has the unique challenge of creating recreation spaces people of all ages can enjoy. The breakdown of the county's population falls on ends of the spectrum; 24% of the county population is school-aged while 40 & 50 year olds comprise 30% of the population. Therefore, several methods will be needed to effectively reach the span of ages in the county.

### Background

Over the past 15 years, the demographics of Carver County have shifted. While White, non-Hispanics still make up the majority of the population, this population has decreased since 2000. Meanwhile, the Hispanic population, the largest minority population, has increased to nearly 4% of the county population since 2000 and is expected to continue to grow. It is important for planners to actively engage this growing segment of the population as they update the comprehensive plan.

## Carver County Parks & Recreation Mission:

“Carver County Parks & Recreation strives to provide a variety of quality recreational experiences, services, and lands that meet the needs of the residents of Carver County and Carver County Regional Park users.”



## Regional Parks Systems in Carver County

Several Regional Parks and Amenities exist in Carver County that serve a regional population of users



## Goals

The goals of the Carver County Public Participation Process are as follows:

- Generate public feedback to inform the Parks and Recreation Chapter element of the County-wide Comprehensive Plan revision of 2017;
- Promote engagement from a wide variety of residents, users and stakeholders with particular attention given to historically underrepresented groups;
- Utilize a variety of engaging and interactive participation tools to reach the public through a variety of means as well as innovative multi-media approaches;
- Define a clear and transparent process for public engagement that will inform elected officials and planning document outcomes;
- Recruit an Advisory Committee Team representative of Carver County residents and park stakeholders. Members of this team will help facilitate long term communication, interim product review, and ongoing engagement.

# Barriers to Engagement

## Challenges

There will be challenges encountered throughout the engagement process that both complicate the process and create barriers. It is the planner's responsibility to identify, anticipate, and address these constraints and barriers to participation.

### Minority Groups

Carver County has a growing minority population that has historically been underrepresented in engagement efforts. It is necessary to understand appropriate methods to reach out to minorities. In moving forward, planners need to be better about outreach to this population.

### Land Ownership

Many of Carver County's parks are surrounded by private landowners. Engagement for this plan should be considerate and respectful of these individuals. Any potential discussions about park expansion should be mindful of those that live around the parks system.

### Government Structure throughout County

It is important that the participatory process is receptive to

all levels of government in Carver County. Any new themes or participatory strategies should align with the general goals of the Carver County Comprehensive Plan as a whole.

### Time

Young families and single parents have several responsibilities that may make it difficult to engage in traditional participatory methods, particularly if they are not close to the rest of their activities. To address this, short engagement methods can be used at frequented locations like grocery stores, religious institutions, or schools.

### Seasonality and Climate

Although parts of parks are open year round, general use declines during the winter months. Likewise, engagement during these months is difficult. These trends in attendance should be noted as engagement opportunities are planned.

# Comprehensive Public Engagement for a superb Comprehensive Plan

The Public Participation outreach efforts by **CommUNITY** partners will generate extensive public and stakeholder engagement to inform the Parks and Recreation element of the Comprehensive Plan Revision for 2017.



This plan will provide the tools to make a robust and inclusive participatory process. The main points of this plan aim to improve upon existing successful activities. Also, it will improve the diversity and amount of participants. The strategies implemented in this plan will **empower** many of the underrepresented groups in Carver County, specifically ethnic minorities, children, and young adults. The institutions built in this process will allow new minority groups opportunities for inclusion. The process laid out will create a lasting process that inform Carver County officials of what community members want out of their parks system.

### Project Deliverables:

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

# Section II

## Participation Plan

- A. Stakeholder Groups & Recruitment of Advisory Committee Team
- B. Planning Tasks Objectives
- C. General Engagement Techniques
  - a. Print & Elec Media Communications
  - b. Public Outreach
- D. Targeted Engagement Techniques



# Stakeholder Groups

## Stakeholders

Updating the parks and recreation comprehensive plan will involve several people and organizations. CommUNITY Planners have identified the following stakeholders who will be important to engage as part of the updating and renewal process.

Worth noting is School District 112; 24% of the county population is school-aged. Additionally, both Metropolitan Council and Carver County planners have expressed concern about park attendance decreasing as young people are engaged with technology and other activities. By engaging a large segment of the school population in the planning process, it may foster an interest in the parks and trails system for years to come.

## Advisory Committee Team

In addition to these identified stakeholders, CommUNITY staff will help Carver County planners organize an Advisory Committee Team. Members of the committee will build upon past and future partnerships and reflect the ethnic diversity of Carver County, including representatives from these 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.

- **Carver County Cities & Townships**
- **Carver County Residents**
- **Park members**  
Carver County residents make up the majority of member holders, Hennepin County residents being the second largest membership holders
- **Metropolitan Council**  
Must review plan to ensure it fits with regional goals and vision
- **School District 112**
- **Public Health Board**  
Healthy Parks, Healthy Communities
- **Activity & Interest Groups**
- **Scott County**  
Involved with inter-county trail connections

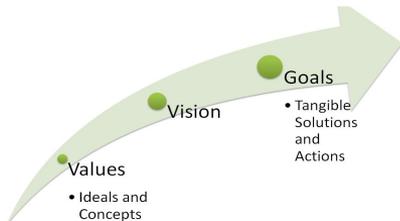
# Planning Tasks

## Working Toward a Comprehensive Plan

CommUNITY staff has identified three components essential to a comprehensive plan: values, vision, and goals. These key components of a comprehensive plan, described at right, represent the planning tasks needed to create a comprehensive plan and will be developed through specific engagement strategies as outlined in the work plan of this proposal.

### Carver County planners have the tasks of

1. Identifying common values
2. Creating a vision statement
3. Developing goals



### Values:

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.

### Vision:

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.

### Goals:

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 and Recreation, which will help provide guidance for future park policies and plans in Carver County.

# General Techniques

## Print & Electronic Media

### Overall Strategy:

The print and electronic media techniques achieve two functions: to inform the public of the planning process and engagement opportunities and to solicit targeted survey feedback response. Branding efforts are based in helping participants identify planning efforts as well as notify them about the time and place of upcoming events. Also, some types of media will be used to engage citizens in planning tasks and feedback. These techniques are useful support to the core in-person activities.

### Marketing and Branding Efforts

In order to have a strong media presence, Carver County Parks and Recreation should create a branding effort surrounding the planning process and for future engagement events. The brand will become a way for people to easily identify the Park's planning effort. It may be useful to coordinate this effort with the larger Carver County Comprehensive Planning effort.

The created brand will be used as a logo for all events related to the engagement process. As staff conducts participatory activities, the brand should be highlighted and used on all distributed materials. All Carver County Parks and Recreation social media accounts will display the brand during times of community involvement. Brand design will be a discussion among County Carver staff and consultants.

*Rec CHECK!*

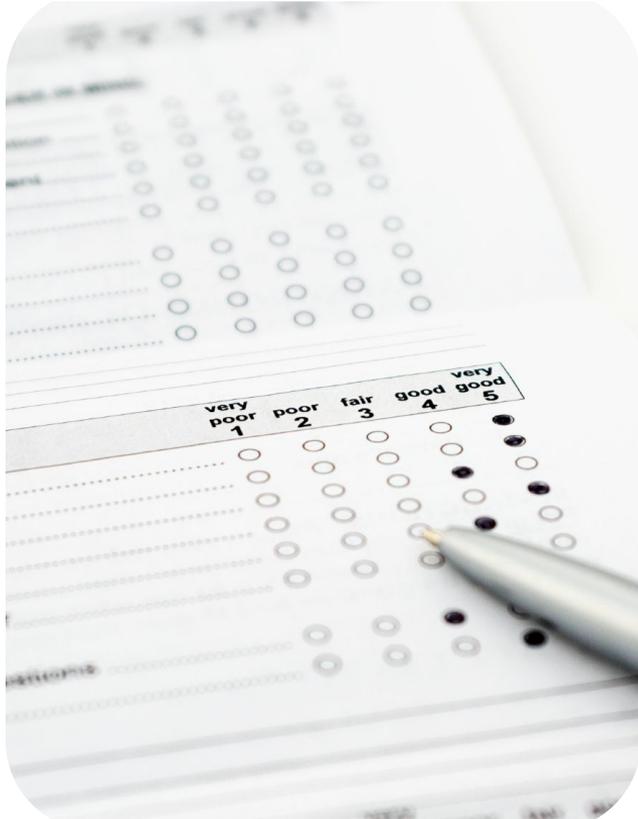


**PARK PLAN**



# General Techniques

## Print & Electronic Media *contn.*



### **Social Media and Online Website Presence**

A social media presence and the county website should be maintained throughout the entire planning process to keep the public informed of planning updates and engagement opportunities. A separate tab on the Carver County Park and Recreation should be dedicated to the comprehensive plan revision. Additionally, social media will be used as an engagement tactic for particular participatory components. Facebook, Instagram, and Twitter accounts will be employed. These forums can also be a place for public comments and input.

### **Survey**

An online and physical survey will allow participants to answer a wide range of questions that pertain to the future of Carver County Parks and Recreation. The questions will range from general feelings about the parks to deeper thoughts about main park purposes. Ideally, the survey will be open for a few months to get adequate feedback from the community.

### **Flyers and Print Media**

Print flyers detailing upcoming meetings and events should be located in county parks and libraries. Ads or articles in local papers and neighborhood/community newsletters can provide planners more space to introduce themselves and explain the planning process while reaching target audiences.

### Overall Strategy

It has been observed in the research of several planning theories that there is an elegance inherent in small conversations. Outreach and engagement targeting the general population will focus on small conversations and storytelling to reach people where they already are, regardless of whether or not they currently use the park system. These techniques will take place throughout the engagement process.

### Party in the Park

These events are meant to be very informal, mimicked after open houses. They can be held in conjunction with other events or be stand alone activities. Party in the Parks are a chance for planning staff to introduce themselves and the comprehensive planning process. It is also an opportunity for planners to inform the public about how they can be involved throughout the entire process and introduce the branding associated with the planning process. The small, informal conversations held at Party in the Parks are one way planners can build relationships and trust with community. To encourage people to stop by and talk with planners, an incentive such as food, games, or reduced rentals could be offered.

### Grocery Store Conversations

To help address time constraints and facilitate more small conversations, planning staff will engage in grocery store conversations. Planning staff can offer to help bag groceries or carry them out to cars. This provides an opportunity to ask one or two questions related to planning tasks and gain input from community members who are otherwise too busy to engage in longer activities. Postcards with more information, online survey links, or upcoming engagement opportunities will also be available to pick up or distribute.

The following grocery stores have been identified as target locations to hold these conversations:

- Marketplace Foods, Watertown
- Econofoods, Norwood/Cologne
- Cooper Foods, Chaska/Carver
- Mackenthun's Foods, Waconia

# General Techniques

## Public Outreach *cont*

### Festival Outreach and Engagement

Parks and Recreation booths at festivals would serve different purposes throughout the planning process, focusing on both small conversations and more interactive engagement. Festivals and fairs that take place early in the planning process will display a gallery of local student artwork, featuring zine competition winners and photographs of student made parks. The artwork will become a catalyst for conversation and invite people to tell their own stories and give feedback on the parks system. Festivals and fairs occurring later in the planning process will feature interactive, fun engagement like sticker voting to gain quantitative and qualitative feedback regarding planning tasks. Our team is skilled in creating these large scale interactive and interpretive installations that will invigorate and attract participation and engagement.

### Sticker Voting

Sticker voting is a simple method to effectively gain immediate feedback on ideas. Values and goals will be placed on large poster boards, described both in writing and through pictures or graphics. Any community member is welcome to use stickers provided by planning staff to mark the values and goals that are most important to them. This allows planners and the community to easily see what values and goals are most important, which can spark additional conversation.



Planners share student artwork (zines and gallery images of student build-a-parks) at various summer festivals



Based upon trends in student artwork and survey responses, public begins to sticker vote in order to rank and prioritize established values.

# Targeted Techniques

## Overall Strategy

While comprehensive planning efforts will seek to reach and engage a wide population, specific attention will be given to traditionally underrepresented communities, specifically ethnic minorities and children/young adults. Outreach and engagement targeting these specific populations are designed with these populations in mind but will still be accessible to all community members. These techniques will take place throughout the engagement process.

### School Outreach

Partnership with Carver County public schools will serve as an effective measure of family values regarding the Parks and Recreation system. Planners will compose a “zine” type survey; an artistic and graphically designed take home survey for students to complete with their families. This zine survey 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 participated in 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 related to the subject matter of the class.

If careful cooperation is established with the school staff and educators, the vine can be part of an existing assignment. It will be stressed that the vine survey should be completed as a family unit. In this way the survey response uses youth as a proxy for a greater age demographic of users, let alone a diverse demographic of cultures as exhibited in the makeup of race and ethnicity in the public school student body.



# Targeted Techniques

*cont.*



**Build a Park Activity:** This introduces a playfulness and creativity to the process where people can begin to think deeply about overarching values in a park space, and be less concerned with feasibility. Natural and some man-made materials would be provided in workshops for participants to create spaces they want to recreate in.

## Activity Focused Meetings

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. These pairings could provide more detailed information and feedback since people are using the spaces or programs they are being prompted to think about as opposed to retrospective thinking.

## Advisory Committee Team

The Advisory Committee Team will reflect the ethnic diversity of Carver County, including representatives from stakeholder groups and residents from different areas of the county. The ACT will have between 15 and 20 members who 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 serve as liaisons to their respective communities and encourage engagement and participation in the planning process. One ACT meeting will be held for each planning task; the hope is that by minimizing the number of meetings, more people will be able to serve on the ACT.

# Section III

## Work Plan

- A. Preparation: Awareness and Promotion
- B. Engagement Strategies Relative to Planning
  - Tasks
    - a. Identifying Values
    - b. Creating a Vision Statement
    - c. Developing Goals
- C. Work Plan Timeline
- D. Work Program Products
- E. Map of Engagement



# Preparation: Awareness & Promotion

## Before You Begin...

One client goal is to engage new and growing minority populations in Carver County and reach populations that have been traditionally underrepresented. To do this, we feel it is best to have series of pre-planning efforts to bring attention to and explain the planning process. In engaging the community through pre-planning activities, it is hoped that new and stronger relationships and trust can be developed between planning staff, the public, and community partners.

## Product of this Phase:

- Informed public and new/stronger relationships with community partners and public
- List of interested public (phone, address, or email) to maintain relationship throughout comprehensive plan revision process
- An Advisory Committee Team (ACT) comprised of 15-20 community members and stakeholders

## Branding

An identity should be developed for the parks and recreation



portion of the comprehensive plan. Effective branding can help streamline information and be more memorable for the public. Branding would include a catchy name to encompass the whole process, a separate page on the Carver County Park and Recreation website, and a hashtag to use with social media platforms.

## Online and Social Media Presence

In juncture with Branding, planning staff should develop a steady online presence on both the county website and social media outlets. All documents related to the planning process should be made available on the county website on their own page titled with the branding name. Social media, in this preparation phase, will be used to inform users of methods to stay informed and develop an online presence. Sample post: “Stay tuned in here for all updates regarding comp plan update #RECCHECK.”

# Preparation: Awareness & Promotion cont.

*Remember: The previous branding and media efforts will provide platforms to advertise and inform the following engagement activities.*

## Flyers

- Notification of all meetings and engagement activities throughout the planning process should be posted on trails or near main trail maps as well as in county libraries. QR Codes on flyers can direct users to the Carver County planning page for more information or an online survey. Prepaid postcards should also be made available for users who do not want to use QR codes or technology.
- Notification flyers will also be sent home with school children at the beginning of the planning process. These flyers will detail how classes will be involved with the planning process and how families can continue the conversation at home. They will also provide information about upcoming meetings and engagement opportunities
- Notification and information flyers will also be mailed to all Carver County Park members throughout the planning process as part of normal communications detailing the comprehensive planning process and upcoming engagement opportunities.

## Party in the Park

To introduce planners and the planning process, informal Party in the Parks should be organized. Ideally, one party would be held in each park in connection with another event or during high-usage times. County staff has made observations about the times minority populations use park facilities; these observations should be utilized to schedule Party in the Park times. Postcards with meeting dates and times should be available in addition to branding efforts. The Parks and Recreation department could offer offer games, reduced rental cost, and/or food during these informal gatherings to encourage attendance and interaction with planning staff. Comment cards should be made available for people who already have ideas, but information gathering is not the intention of this process.

## Advisory Committee Team

During the preparation phase, CommUNITY staff will work with Carver County planners to identify and recruit ACT members. This committee will be comprised of community members representing different stakeholder groups and populations throughout Carver County. The ACT meeting to take place during this phase of the planning process will be introductory, outlining expectations, providing background information, and encouraging engagement and participation in other activities.

# Identifying Values

## Engagement Strategies Relative to Planning Tasks

### VALUES

**Products of this Phase:**  
List of community values

The first planning task toward developing a new comprehensive plan will be to identify community values. To do this, COMMUNITY staff feel it is best to have a wide variety of engagement activities that inform each other. Through this range of activities, it is hoped that a wide range of people will provide opinions and input to develop a detailed list of common community values in Carver County related to the Park and Recreation system.

### Online and Social Media Presence

For this planning task, online engagement will include asking various questions on social media platforms about what users and followers value about parks and the park and recreation system. These posts should be short and direct. Questions will aim to identify values and gain insight as to why those values matter.

In order to keep citizens informed, planners will continue to update the county website and social media platforms regarding the process, future engagement dates and events, and other process developments. This online presence will be used to notify community members of the how engagement activities coincides with the larger Carver County comprehensive plan. All documents, drafts, and findings from this planning task will be uploaded to the Carver County Parks and Recreation website.



### Flyers

Informational flyers will be placed at all trailheads and in county libraries informing the community of upcoming engagement concerning the value identification planning task. QR codes on flyers will link to the comprehensive plan website. Likewise, informational flyers will be mailed to all Carver Parks members along with prepaid postcards to accommodate feedback.

## Identifying Values *cont.*

### School Outreach

Values are fundamental to how we conduct our everyday lives and interact with our surroundings. Planners will investigate these values in specific relation to the parks system in engaging youth classrooms (elementary, middle and high school) from public schools in District 112. First, students will be introduced to the parks systems through a graphically enticing zine. Students will be asked to share zines at home with their families, answering broad questions on the parks using written and pictorial responses.



**Zines:** Students share the artwork zines first at home with family members, then in the classroom with friends, and eventually on display at in a gallery fashion at the parks planning outreach booth at summer festivals.

Additionally, a classroom field trip will occur at a local park where planners will lead a seminar “Build a Dream Park” to flesh out creative and inventive means to establish and highlight community values. The artwork driven from these events will appear on display in a gallery format at the boards and booth for subsequent festival outreach events.



**Classroom Field Trip:** (Left) Students from grade school and high school classes will travel to local parks to enjoy park amenities and participate in a build-a-park activity will planners. (Right) An example outcome of Build-a-park activity.

### Advisory Committee Team

The ACT meeting for the value identification planning task will focus on helping planning staff to analyze value rankings and input collected from the other value identification planning task activities. They will have discussion about the common values they see, what’s good about what they see, and what they feel is missing. The ACT will draft a list of values to include in the comprehensive plan and guide the other planning tasks.

## Identifying Values *cont.*

### **Festival Outreach**

As a way to engage community members outside city hall, planners will conduct activities in coordination with different county wide festivals. Parks and Recreation booths at festivals during this planning task will focus on small conversations and interactive engagement. Booths will display a gallery of local student artwork, featuring zine competition winners and photographs of student made parks. The artwork will become a catalyst for conversation and invite people to tell their own stories and give feedback on park values. During these festivals, planners could also create activities to gather public feedback on value creation:

### **Arts & Crafts**

Based off of previous Zine and Build a Park activities, festival goers can draw what they believe to be important for the parks, using a combination of symbols and words. Planners will derive the park system values from the information collected.

### **Sundaes with Planners**

Planners can give out sundaes or other treats to respond to questions about what values are important for park users. Planners will collect and code this data for value identification.



### **Grocery Store Conversations**

This activity provides an opportunity to ask one or two questions related to the value identification planning task and gain input from community members who are otherwise too busy to engage in longer activities. Planners will be on hand to help bag groceries or carry bags out to cars; while doing this, they will ask one or two questions about park and recreation values. They will also tell people about upcoming engagement events and the comprehensive plan branding. Postcards with more information and links to the comprehensive plan website will also be available to pick up or distribute.

### **Sticker Voting**

Large boards will detail values both in writing and through images or graphics. Community members will use stickers to vote for the values they prefer. This will allow both planners and the public to instantly see community goals and thoughts, sparking further conversations. Planners will then synthesize data to create a draft value list that will guide further planning tasks and engagement activities. This process will be carried out a minimum of three different sessions across the county for this planning task, mainly as part of festival outreach.

# Creating a Vision Statement

## Engagement Strategies Relative to Planning Tasks:

VISION

### Product of this Planning Task:

Vision statement detailing the objectives and ideals of the parks and recreation portion of the comprehensive plan

This planning task has fewer engagement opportunities than the other planning tasks. We at CommUNITY feel that creating a vision statement is difficult and takes great care and finesse. Therefore, this planning task should largely be a collaboration between planning staff and the ACT. Previous engagement and planning tasks will inform the drafting process, but there will be little additional engagement for this planning task.

### Online and Social Media

Social media will be used to inform the public about ACT meetings and progress toward creating a vision statement. Snippets of draft vision statements can be posted with any comments, likes, or shares being taken into consideration

in the drafting process. Likewise, progress and updates will be posted in the Carver County Comprehensive Plan website.

### Survey

A online and mailer survey will be available on the Carver County Comprehensive Plan page for people to provide input on vision statement language and content.

### Advisory Committee Team

The ACT will be instrumental in helping planning staff to synthesize identified values into a vision statement that will drive the Carver County Park and Recreation Comprehensive Plan in coming years. The ACT meeting for this planning task will focus on creating a vision statement reflective of identified values and stakeholder values. Consensus building techniques can be used to agree upon objectives and ideals.



# Developing Goals

## Engagement Strategies Relative to Planning Tasks:

### GOALS

#### Products of this Phase: Detailed list of goals

The activities for this planning task will help planners decide what participants believe to be important goals for the Comprehensive Plan. These efforts are strategically placed throughout Carver County's communities. We at CommUNITY feel that planning participation will be enhanced by bringing the engagement to the people. From the data gathered through these activities, the client will have an extensive list of goals from the community.

#### Online and Social Media

As a general means of engagement, an online survey will be created and posted on the Carver County website. The survey will ask respondents about what they believe to be relevant goals for the comprehensive plan. From the survey and other activities, a tentative list of goals will be posted on

Facebook for public comment. Planners will factor in responses for this general inquiry to include and refine goals.

#### Festival Outreach

In conjunction with popular county events, planners will create opportunities for citizens to give opinions and input about comprehensive plan goals. Based on the drafted values, citizens can inform planners about the future goals of Carver County parks. Planners will use local events to draw input from the community. The information gathered through festival outreach will be compiled to start a draft list of goals.

#### Sticker Voting

This activity will allow participants to prioritize goals they think are important to the future of the parks system. Participants will rank and vote for priority goals by placing stickers next to the goals they feel are most important. Goals will be described both verbally and through pictures or graphics. This process will be carried out a minimum of three different sessions across the county for this planning task, mainly as part of festival outreach activities. The information gathered through sticker voting will be compiled to form a foundation for the draft list of goals.

## Developing Goals *cont.*

### Activity Focused Meetings

To develop goals surrounding specific activities and programs, there should be a partnership of events and planning topics. As people are using the facilities and programs, planners will be on hand to ask questions and take comments focusing on goals related to the activity. Key activities to partner with are:

- Archery
- Beaches
- Camping
- Fishing and Boating
- Hiking, Biking, and Trails
- Winter Recreation

Other special events at parks and libraries can be added as applicable. Planner attended events should be coordinated with existing events and programs from August through November, during the goal development planning task phase. This time span also covers a range of seasons, addressing the seasonality of Carver County Park's popular activities.



### Flyers

Informational flyers will be placed at all trailheads and in county libraries informing the community of upcoming engagement concerning the goal development planning task. QR codes on flyers will link to a survey regarding park goals. Likewise, informational flyers will be mailed to all Carver Parks members along with prepaid postcards to accommodate feedback.

### Grocery Store Conversations

This activity provides an opportunity to ask one or two questions related to the goal development planning task and gain input from community members who are otherwise too busy to engage in longer activities. Planners will be on hand to help bag groceries or carry bags out to cars; while doing this, they will ask one or two questions about park and recreation goals. They will also tell people about upcoming engagement events and the comprehensive plan draft review. Postcards with more information and links to the comprehensive plan website will also be available to pick up or distribute.

### Advisory Committee Team

The ACT meeting for the goal development planning task will focus on helping planning staff to analyze goal rankings and input collected from the other goal development planning task activities. The ACT will work alongside planners to draft a list of goals to include in the comprehensive plan. They will also discuss the goals they see and what they think is missing.

# Conceptual Timeline

2016

2017

March      April      May      June      July      Aug      Sept      Oct      Nov      Dec      Jan      Feb

## Communications

1. Branding + Social Media Launch
2. Website creation
3. Survey (online + mailer)
4. Take home student zine (graphic newsletter)
5. Flyers

1. Update Website
2. Social media blitz
3. Festival booths
4. Sticker voting
5. Flyers

1. Update Website
2. Social media blitz
3. ACT activities
4. Sticker voting
5. Flyers

1. Update Website
2. Social media blitz

## Deliverables

1. Preliminary survey results
2. Collection of student artwork for festival booth gallery

1. Sticker voting results

1. Sticker voting results

1. Draft plan
2. Final plan

## Objectives+Outcomes

1. Introduction to planning initiatives
2. Build relationships and trust
3. Recruit **ACT**
4. Identify **VALUES**

1. Test accuracy of **VALUES**
2. Prioritize **VALUES**
3. Identify **VISION**
4. Identify **GOALS**

1. Solidify **VALUES**
2. Develop **VISION**
3. Test accuracy of **GOALS**
4. Prioritize **GOALS**

1. Solidify **VISION**
2. Solidify **GOALS**

1. Solidify vision
2. Public comment (ACT + general)
3. **DRAFT** Parks + Rec chapter
4. **FINAL** Parks + Rec Chapter

# Schedule of Events

2016

2017

<u>March</u>	<u>April</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug</u>	<u>Sept</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>Jan</u>	<u>Feb</u>
ACT Recruit and inform			ACT 1 Analyze Values	Jun 15-16 <booth> Rails to Trails <b>+5kRun</b> <i>Watertown</i>	ACT 2 Create Vision Statement Drafts	Sept 9-11 <booth> Steamboat Days <b>+5kRun</b> <i>Carver</i>		ACT 3 Analyze Goals		ACT 4 Draft Plan Review	*VOTE Parks&Rec Chapter Master Plan*
	Week of April 15 ZINE NEWS-LETTER <i>Schools</i>	Week of May 15 FIELD TRIP & PARK BUILD <i>Schools</i>	Early June Guardian Angel Parish Rummage Sale (Hisp. pop, private school)	Jun 28-30 <booth> Glad Days <b>+Pig Races</b> <i>Cologne</i>	Aug 10-14 <booth> Carver City Fair <i>All</i>	Sept 17 <booth> Nickel Dickel Day <b>+5kRun</b> <i>Waconia</i>		Mid Nov Fall Leaf watching <i>All</i>			
	April 10, 24, 30 Party in the Parks <i>All</i>	May 21 Grocery Store Convos <i>All</i>	June 6 Beach Openings <i>All</i>	Jun 29-31 <booth> River City Days <b>+5kRun</b> <i>Chaska</i>	Aug 20-21 HITS Triathlon Event Weekend <i>Waconia</i>	Sept 5 Archery/ Wild Encounter Camps <i>Waconia &amp; Watertown</i>	Late Oct Halloween related activity <i>All</i>	Nov 19 Grocery Store Convos <i>All</i>			

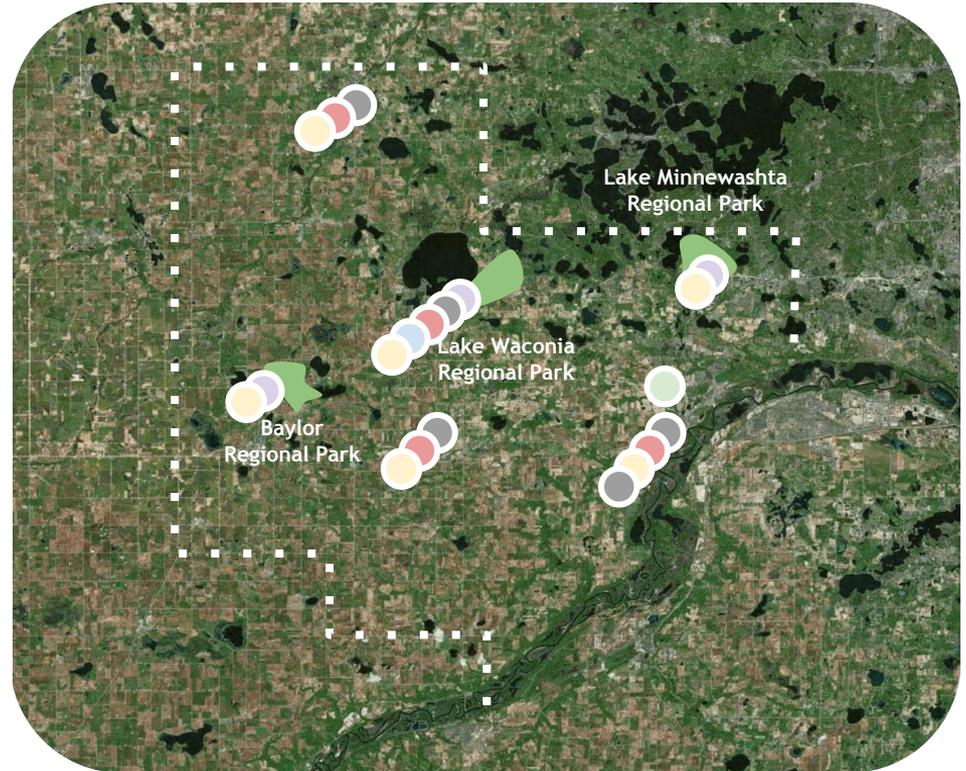
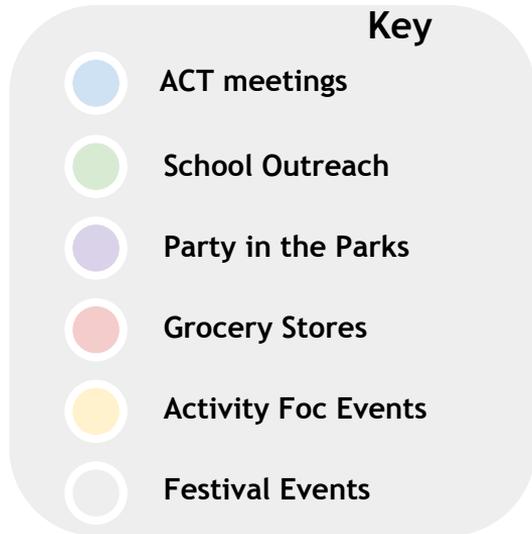
## Key

-  ACT meetings
-  School Outreach
-  Party in the Parks
-  Grocery Stores
-  Activity Foc Events
-  Festival Events

Mail flyers to park members on a quarterly basis throughout planning process  
Flyers on trailheads and at libraries throughout

# Map of Engagement Events

As you can see, CommUNITY has chosen events and engagement that span a variety of urban centers and geographies across the county in an effort to facilitate feedback from all county residents.



# Section IV

## Appendix

### A. Supporting Documents & Sources



# Sources

- <http://www.co.carver.mn.us/parks/>
- American Community Survey, 2014 <http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>
- <https://www.facebook.com/Carver-County-Parks-189455814407114/>
- <https://twitter.com/CarverCoParks>
- <http://www.nickledickle.com/>
- <http://www.colognegladdays.com/>
- <http://www.railstotrails.ws/>
- <http://www.carvercountyfair.com/index.php>
- <http://www.district112.org/pages/112ISD>

*Special thanks is given to Nancy Southorn. Her photos of the public engaging with Carver parks appear throughout this document. A slideshow of her work appears on the county parks and recreation homepage.*

## **\*Photo credits**

