

Sunset Valley Parks and Open Space Master Plan Public Engagement Plan (PEP)

The Public Engagement Plan (PEP) outlines all engagement and outreach activities, provides a draft engagement schedule, identifies key stakeholders, and provides a menu of options for in-person and virtual engagement strategies. The key components of this plan will serve as an organic, living document that responds to project phases in real time to adjust schedules and activities as needed. All activities will adhere to local and state public health guidelines regarding the global COVID pandemic and resulting variant strains to promote and practice safe, effective, and reasonable measures that protect human health.

*Please note that adjustments to this plan may occur based on feedback received throughout the design process.

Engagement Objectives

The purpose of this plan is to guide the engagement process throughout the duration of the Sunset Valley Parks and Open Space Plan. A comprehensive, living PEP will keep engagement efforts relevant and on track with the overall project schedule, yet be nimble enough to respond to any challenges that arise:

- Inform the community of the project scope, timeline and opportunities to participate and provide meaningful feedback
- Establish the foundation for planning and design principles that will guide the project's visioning and goal setting phase
- Gather data, including public attitudes, priorities, and values from a representative sample of study area residents, visitors, workers, and students
- Identify populations with larger barriers to engagement and create target goals for inclusion and participation
- Build capacity with and among stakeholders for sustained participation, interest, and engagement of the public
- Catalyze public consensus and support for a community-developed plan

Project Webpage

The [project webpage](#), hosted on the City of Sunset Valley's website, will share information about the project and post related surveys and events for public participation.

Identified Stakeholders

The Sunset Valley City Council has established a Parks and Open Space Ad Hoc Committee to help with this engagement process. The following individuals have been appointed to the committee:

- Isabelle Guthery
- Keri Collins
- Deborah Saunders
- Helen Besse
- Summer Boozer
- Russel Harding
- Liz Stice
- Richard Hayes
- Roger Edmondson
- Lisa Versaci
- Sasha Russell

Parks and Open Space Ad Hoc Committee

Representatives from the above stakeholder group will take part in the Parks and Open Space Ad Hoc Committee. The Committee will meet regularly throughout the project, with the first meeting held on April 12th, 2022 at 6:00 pm.

Proposed meeting topics may include:

- Developing the vision, goals, and objectives
- Reviewing data needs and existing conditions
- Providing input on public involvement strategies
- Reviewing draft site plan, program, and policy recommendations

The Ad Hoc Committee will be sent major deliverables throughout the project, such as the survey and Needs Assessment Report, and given one week to provide comments on the

deliverable. Comments will be compiled either by the client or using a collaborative comment platform.

Asakura Robinson will present at two (2) of the Parks and Open Space Ad Hoc Committee meetings.

AR Presentations at the Parks and Open Space Ad Hoc Committee Meetings

Meeting Number	Purpose	Date
Presentation #1	Present Project Plan, Public Engagement Plan	Tuesday, May 10th at 6:00pm
Presentation #2	Get feedback on concepts	TBD

Speak Outs

During pre-concept development, public input will be gathered at up to two (2) pre-planned community events in Sunset Valley called speak outs. These events will also provide equitable in-person opportunities to fill out a hard copy of the survey for those without access to the internet. "Speak Outs" are aimed at meeting community members at existing events to gather valuable information for parks and recreation planning purposes.

Potential Opportunities for Speak-Out Events

- SFC Farmers Market
- CED Activities
- Shopping Center - Doc's Playground?

Speak-Out Events

Event Number	Event	Date
Public Works Open House	To get feedback on how community members currently use the park and what they would like to see	May 21st, 2022

	in the future	
Speak-Out #2	TBD	TBD

Public Workshops

Two (2) community workshops will be held throughout the project period to include multiple types of events and engagement opportunities at specific project milestones, including but not limited to site tours, pop-up events, and traditional workshops.

Community Workshop #1 will take place during Task 2 and will be focused on learning from the community how they use their existing parks and open spaces and how a new plan for parks and open space will serve them. Community Workshop #2 will take place during Task 3 and will be focused on receiving input on the three proposed system-wide plans. The project team will design engaging, hands-on activities for community members to contribute design ideas and feedback on the concept designs.

Public Workshops

Workshop Number	Purpose	Date
Public Workshop #1	TBD	June 1st or June 15th
Public Workshop #2	TBD	Mid July

Topic-Specific Focus Groups

Asakura Robinson will host three (3) Stakeholder Focus Group meetings to be held during Task 3 to focus on prioritizing recommendations and discussing implementation. These focus groups may be in person or virtual depending on dates and stakeholder availability.

Proposed focus groups include:

1. TBD
 - Possibilities
 - Sports and Recreation
 - Playgrounds and Nature Play
 - Children

2. Trails and Accessibility | This focus group will discuss access to parks and trails, as well as address ADA accessibility within the parks system. Participants may include Sunset Valley staff, advocates for ADA accessibility, and active transportation advocates.
3. Natural Resources | This focus group will discuss the natural areas and conservation goals within Sunset Valley and look at ways to balance that with the recreation desires of the community.

Focus Groups

Focus Group Number	Purpose	Date
Focus Group #1	TBD	TBD
Focus Group #2	Trails and Accessibility	TBD
Focus Group #3	Natural Resources	TBD

Online Survey

One (1) web-based Community Surveys will be developed and hosted on The City of Sunset Valley's website. The survey will be distributed digitally and/or in bills or mailers to gain a comprehensive understanding of community desires. The survey will be open for three weeks, targeting June of 2022.

Online Survey & Interactive Mapping

Survey Number	Purpose	Date
Survey #1	To learn from the community what they would like to see at Sunset Valley	June of 2022

Survey Outreach

The survey will be advertised to community members using the following potential advertisement opportunities that will be finalized:

- Sunset Valley resident's facebook and other social media pages

- Door-to-Door solicitation by Ad Hoc Committee Members
- Ad Hoc Committee outreach to networks
- Mailers and bill sent out by the City of Sunset Valley

Diversity, Equity, and Inclusion

The project team will consult with the client to develop ongoing strategies for meaningful engagement with Sunset Valley's residents, including minority, non-English speaking, and/or immigrant populations. Outreach and engagement with children and the elderly will be important in this process.