



# 2020 CAL ANDERSON PARK

## A COMMUNITY CONVERSATION + VISION

Public Outreach Plan | August 2020



## Purpose and Background

The 2020 Cal Anderson Park (2020CAP) project was convened by Seattle Parks and Recreation (SPR) as a planning and outreach process to receive and address potential design and programming interventions to Cal Anderson Park. BLM protests following the murder of George Floyd, and community activism in general over the years, have accelerated efforts in park departments and organizations around the country to take a much deeper look at the assumptions, language, investments, and designs of public space systems. There is a need and an opportunity **right now** to address how these issues play out at Cal Anderson Park.

As an institution, SPR leads with race. This means that in our efforts to provide services to our residents, we recognize the historical barriers in different communities and we aim to prioritize those most disadvantaged. As a result, as we move forward with 2020 Cal Anderson Park outreach project, we are centering the outreach effort around the BIPOC and LBGTQIA+ communities.

This project is a first step in a process to support the evolution of programming, development, and maintenance of the park as a place that expresses the rich and varied cultures of Capitol Hill and the greater Seattle community. The outcome of this project will be an assessment and feasibility report that summarizes any updates to the overall vision for the park, the outreach process, recommended short and long-term programming, and infrastructure improvements needed to support proposed programming and events.

The Outreach Plan describes the goals and objectives, principles, strategies, and activities for engagement. The plan includes an outline of each proposed outreach event, the desired outcome, the tools used, materials needed, anticipated participants, and summary methods. It is intended as a living document, and as such, it will be updated as the throughout the process to include any adaptive strategies needed based on feedback received or results of early engagement activities.

The outreach process needs to be creative, flexible, and inclusive to all. It needs to be responsive to the latest safety and health parameters as outlined by the City in response to the current COVID pandemic, focusing on a virtual environment with some limited in person engagement at the park itself. The process needs to represent and reflect the diverse communities, neighborhoods, stakeholders, and visitors being served.

## Engagement Goals and Strategies

SPR is accountable to the populations it serves. Effective community engagement takes careful planning and acknowledgement that each population that we work with is a unique opportunity to broaden our understanding of what makes a community.

This outreach process will lead by example through a participatory engagement process, as well as, shared decision-making. SPR will elevate and center BIPOC and LGBTQIA+ voices, concerns, and experiences. Decision making will be led from this guiding principle.

We will utilize SPR equity analysis tools and continued relationships with BIPOC and LGBTQIA+ community to continue the evaluation of SPR efforts to ensure they are servicing BIPOC and LGBTQIA+ needs and desires in a conscious effort to mitigate historical injustices.

SPR will hold itself accountable to these goals through the following strategies:

### ■ **Build on relationships with target population**

- Continue to maintain and build relationships with the public, key stakeholders, and community leaders relevant to park development, maintenance, and improvement projects.
- Consider opportunities for new relationships with populations that haven't been engaged in the past.
- Ensure that the engagement and input is reflective of the community that uses, or will use, the park, specifically targeting the BIPOC and LGBTQIA+ community.
- Directly engage groups that have historically not participated in the public process through a variety of methods, on-line and in-person if needed.

### ■ **Create a welcoming atmosphere**

- Make participation easy and convenient.
- Time events to ensure participation from a variety of populations (day, evening, weekends, etc.) and provide multiple opportunities for each event whenever possible.
- Invite members of the target population to participate in an active and visible role.
- Create an environment that promotes two-way conversation and allows a safe space to exchange ideas, including a variety of perspectives for any given topic.
- Make outreach enjoyable.

### ■ **Increase accessibility**

- Translate materials into multiple languages.
- Provide opportunities across a broad variety of platforms – digital and analog; verbal, graphic and written.
- Consider potential barriers to participation and address those barriers to the maximum extent feasible.

- Provide sufficient noticing ahead of outreach events to raise awareness and notice in as many and varied ways as possible to reach the widest audience.
- **Develop alternative methods for engagement**
  - Provide a variety of resources and materials to appeal to all ages and abilities.
  - Reach out to where the target population already is or places / platforms they currently use; not always requiring that population to come to you.
  - Offer multiple ways for participants to provide feedback.
  - Provide opportunities for social interaction and relationship building – with SPR and with each other.
  - Allow for aspirational and big-picture thinking, as well as more immediate and detailed ideas or considerations.
- **Maintain the presence within the community**
  - Participate in community-driven events.
  - Be visible in the community during and leading up to the events.
  - Engage community-based organizations to help reach target populations.
  - Reflect comments received back to the community.
  - Make time to reflect on the outcome of each outreach activity—what went well, what could be improved, and what was learned.
- **Partner with diverse organizations and agencies**
  - Actively engage organizations, community leaders, and community groups in target populations.
  - Offer multiple opportunities to engage.
  - Share ideas and provide a forum for discussion.
  - Report back on meeting outcomes and next steps to continue relationships built during the process.
  - Consider current and future park users and program providers.
  - Adapt methods, strategies and materials used in the outreach process based on feedback received from partnerships.
  - Identify any gaps in current services and providers, engaging organizations and forming new partnerships to fill those gaps.

## Stakeholders & Audiences

There are many user groups, organizations, individuals and communities that are stakeholders in this process. The City will work to inform and engage each of these stakeholders in the 2020CAP process. The different stakeholders and audiences that may be affected by or interested in this process are organized by category below, along with the specific outreach method proposed for each category. The list of stakeholders is expected to change over the course of the project and will updated as needed. It is included as Exhibit A to this Outreach Plan.

| Category   | Outreach Method  |
|--|--|
| <p><b>BIPOC:</b><br/><i>(includes tribes, organizations, community and tribal leaders, and other formal or informal community groups)</i></p>                                      | <ul style="list-style-type: none"> <li>• Public meetings and surveys</li> <li>• Emails, notices, and project information distribution</li> <li>• Potential public meeting panelist / presentation</li> </ul>                   |
| <p><b>LGBTQIA+:</b><br/><i>(includes organizations, community leaders, and other formal or informal community groups)</i></p>  | <ul style="list-style-type: none"> <li>• Public meetings and surveys</li> <li>• Emails, notices, and project information distribution</li> <li>• Potential public meeting panelist / presentation</li> </ul>                   |
| <p><b>NEIGHBORS:</b><br/><i>(includes businesses, property owners, schools, religious institutions, and residents)</i></p>   | <ul style="list-style-type: none"> <li>• Public meetings and surveys</li> <li>• Emails, notices, and project information distribution</li> <li>• Flyers and on-site posting</li> <li>• Social media</li> </ul>                 |
| <p><b>PARK STAKEHOLDERS:</b><br/><i>(includes city-wide and CAP-specific park user groups, organizations that run events in the park, and recreation or program providers)</i></p> | <ul style="list-style-type: none"> <li>• Public meetings and surveys</li> <li>• Emails, notices, and project information distribution</li> <li>• Presentations to select groups, boards and commissions</li> </ul>             |
| <p><b>CITY DEPARTMENTS / PROGRAMS:</b></p>   | <ul style="list-style-type: none"> <li>• Emails, notices, and project information distribution</li> <li>• Topic-specific discussions or meetings as needed</li> <li>• Responses to questions and comments as needed</li> </ul> |

## Public Engagement Strategies & Activities

The following table illustrates the strategies and activities for building awareness on an ongoing basis to share the project with the community and build their interest and capacity to become further involved. It also addressed the methods and tools used to advertise outreach events. The goal of these strategies is to make it easy and convenient for people to get the information they need to learn about the project, to participate in the outreach activities, and to see how their input influences the project outcomes. Awareness and advertising tools anticipated for this process include:

| Tool                           | Description   | Responsibility  |
|--------------------------------|---|---|
| <b>City website</b>            | Update website with a link to the project website, highlight outreach events and dates.   | SPR   |
| <b>Project website</b>         | Create a project specific website to provide project information, notices of upcoming engagement activities, access to active on-line surveys and webinars, and library of project materials developed and outreach summaries.  | DLR   |
| <b>Community newsletters</b>   | Advertise upcoming outreach events in community or organization newsletter(s) – as many as possible.  | SPR   |
| <b>Public notices / flyers</b> | Post public notices and flyers at the park, businesses, organizations and other places within the community to advertise outreach events.   | DLR – create the flyer<br>SPR – printing and distribution |
| <b>Email</b>                   | Send notices to project email contact list and wider parks general email list.<br><br>Direct emails to stakeholders and organizations to encourage partners to help spread the word and redistribute notices to their members/contacts.<br><br>Project specific email for questions or comments; categorize and respond to all questions and comments; post responses | SPR   |
| <b>Social Media</b>            | SPR Twitter Account<br><br>Instagram Account<br><br>Facebook Pages  | SPR   |
| <b>Media outlets</b>           | Provide public notices and flyers to media outlets – community specific and city-wide   | SPR – lead; provide written content                       |

|                   |  |  |
|-------------------|--|--|
|                   | <p>Engage media representatives in a conversation (interviews, project highlights, etc.) about the project.</p> <p>South Emerald</p> <p>The Medium</p> <p>Capitol Hill Seattle</p> <p>Converge Media</p> <p>Seattle Gay News</p> <p>Post on social media sites for project updates, notices of upcoming meetings and links to on-line surveys; include photos, videos, testimonials, etc. where possible</p> | <p>SPR – release articles about outreach opportunities to media outlets</p> <p>DLR –participate in media interviews</p> <p>DLR / HBB - provide graphic content</p> |
| <p><b>FAQ</b></p> | <p>Living document to address frequently asked questions at a higher level and provide consist distribution of project information.</p> <p>Specific responses to questions received throughout the process</p>   | <p>SPR</p>   |

## Schedule of Outreach and Engagement Activities

Providing an immediate forum to support a community conversation about the recent events focused in and around Cal Anderson Park is critical to the success of this project. Just as important is ensuring that the conversation goes both ways – that people receive important information about the park and the ideas proposed; and that people are able to convey their ideas and opinions for the park.

As a result, outreach and engagement activities have been scheduled over a three-month period from August to October, 2020 in order to respond quickly to the changing events in and around the park. The outreach activities proposed include methods and tools to convey information to the general public, ways for the public to provide comments on ideas presented, and opportunities for an open dialog, giving participants a platform for their voice to be heard.

| Project Phase                    | Timing           | Engagement Activities   |
|----------------------------------|------------------|---|
| <b>1. Communicate the Plan</b>   | <i>August</i>    | <p><b>Public Meeting #1:</b> Introduce the project purpose and listen to public comments and questions about the park, recent events in the park, and initial ideas for park improvements.</p> <p><b>On-Line Survey #1:</b> Widen public input and receive early input for potential park improvements.</p> <p><b>Intercept Survey #1:</b> Replication of on-line survey via wireless tablets solicited directly from visitors to the park.</p> <p><b>Board of Park Commissioners Presentation:</b> Presentation for review and discussion. (SPR)</p> <p><b>Media and Notices (SPR)</b></p>   |
| <b>2. Inventory and Evaluate</b> | <i>September</i> | <p><b>Public Meeting #2:</b> Review site analysis; receive feedback on potential ideas and concepts for programming and activation of the park, as well as any additional ideas for park improvements. Site plan concepts and photo examples will be used as the primary means for conveying programming and activation concepts.</p> <p><b>On-Line Survey #2:</b> Test the initial vision with a wider audience; receive feedback on initial concept sketches; determine preferences or priorities for potential park improvements.</p> <p><b>Stakeholder Site Walks:</b> Hear first-hand from key stakeholders and community leaders how they feel about the park and ways to make the park more welcoming to a wider, more diverse public.</p> <p><b>SPR Preview:</b> Presentation for review and discussion. (SPR)</p> <p><b>Board of Park Commissioners:</b> Presentation for review and discussion. (SPR)</p> |

**Seattle Design Commission Subcommittee:** Presentation for review and discussion. (SPR)

**Landmarks Preservation Board:** Presentation for review and discussion. (SPR)

**Capitol Hill Neighborhood Council:** Presentation for review and discussion. (SPR)

**Media and Notices** (SPR)

**3. Listen and Engage**

*October+*

**Public Meeting #3:** Present final assessment and concepts for programming and activation of the park. Project priorities and projected next steps will also be presented. Concept plans and other materials will be updated to reflect comments received in prior outreach events.

**On-Line Survey #3:** Receive additional comments on the final assessment; programming/activation concepts for the park; and any priorities or next steps.

**Stakeholder Meetings:** Presentation for review and discussion.

**SPR Preview:** Presentation for review and discussion.

**Board of Park Commissioners:** Presentation for review and discussion.

**Seattle Design Commission:** Presentation for review and discussion.

**Landmarks Preservation Board:** Presentation for review and discussion.

**Capitol Hill Neighborhood Council:** Presentation for review and discussion. (SPR)

**Seattle City Council:** Presentation for review and discussion. (SPR)

**Media and Notices** (SPR)

**PUBLIC MEETINGS (ON-LINE)**

**Audience:** Open to the general public.. Advertised to residents, visitors, and stakeholder groups / organizations. Flyers posted at the park, on the City’s website, emailed to list of park users and interest groups. Emails and direct contact with BIPOC and LGBTQIA+ groups. Media interview conducted prior to the event.

**Method/Tools:** - *Virtual webinar format with the following outreach elements integrated into the webinar:*

- Presentation overview



- Live-polling for active engagement – survey embedded in the presentation linked to a website where participants can go online or text responses during the event, results will be displayed live in real-time
- Open comment and Q/A opportunity through the webinar chat and Q/A features; responses will be addressed live during the discussion, responded to in the chat, or summarized separately after the event
- Integrate community representatives as part of a panel discussion or with the presentation during the event
- Live stream event on YouTube

On-line survey following the meeting to obtain feedback from a wider audience. Post video, materials and summary of the event to SPR and/or project website. Make all comments and questions available as part of the meeting summary.

Special accommodations during meetings, including translation services, will be provided by SPR as needed.

## SURVEYS (ON-LINE AND INTERCEPT)

**Audience:** Same as Public Meetings above but additional focus to larger city-wide participation and participation from individuals or groups who are traditionally marginalized or underserved and need to have their voices heard. Direct outreach to organizations and groups representing marginalized or underserved populations.

### **Methods/Tools – Online survey platform with the following features:**

- Graphics integrated with questions where needed
- Demographic questions to better analyze the responses and gauge responses from target communities
- Park users and community members engaged at the park by SPR with responses documented through use of a tablet or iPad
- Translate survey into Spanish, Traditional Chinese, Vietnamese, Tagalog, Amharic and Somali

Post analysis of survey responses, including all survey data and demographics of survey participants, to SPR and/or project website.

## STAKEHOLDER MEETINGS (ON-LINE AND SITE WALKS)

**Stakeholder Organizations.** Community groups, agencies and organizations that are affected by or interested in the park. Direct outreach to traditionally marginalized or underserved populations. . Focused discussions with BIPOC and LBGTQIA+ communities will be conducted to create a safe environment to share ideas. Participation by these stakeholders in other outreach events for the project be encouraged to share (and hear) ideas from a variety of perspectives. Translation services, if needed, will be made available by SPR.

Outside of organized outreach events, methods will be explored for SPR to continue conversations with these stakeholders throughout this project, and potentially beyond this project as future improvements

at Cal Anderson Park are considered.

**Boards and Commissions.** Present results of the public engagement activities at City Boards and Commission meetings to solicit further input and recommendations for the next phase of the planning process.

**SPR Proview.** Present results of the public engagement activities to solicit further input and recommendations for the next phase of the planning process.

**City Council.** Present to City Council for review, further input and direction for the next phase of the planning process.

**Methods/Tools:**

- Presentation of project information and materials (formal or informal)
- On-site walks in the park
- Open discussion and opportunity for comments or questions

Post a list of meetings or presentations attended, along with the date attended. Materials will be the same as those previously prepared. Summary of comments received will be posted or links to official organization comments where available.

## COVID / SAFETY RESPONSE

All outreach events open to the public will be held through a virtual platform on-line.

Intercept surveys will be on-site and limited to one-on-one interaction, keeping 6-foot distance at all times and wearing facial coverings. All responses to survey questions will be verbal with the SPR staff member entering responses. With the park officially closed during this COVID crisis, SPR staff will be stationed primarily at park entrances and/or along the sidewalk in the vicinity of the park. Extra masks will be on-hand for any members of the public who do not already have one.

On-site walks with stakeholders will include all recommended safety precautions and be limited to a group size per the requirements from the City at the time of the event.

Additional precautions will be determined by SPR as needed to address potential encounters with current (unofficial) protest participants or others who may approach SPR staff in an aggressive manner.



# 2020 CAL ANDERSON PARK

## A COMMUNITY CONVERSATION + VISION

Public Outreach Plan | August 2020



### EXHIBIT A – Stakeholders & Audiences

| Category  | Organizations / Agencies / Community  |
|---|---|
| <b>BIPOC:</b><br><i>(includes tribes, organizations, community and tribal leaders, and other formal or informal community groups)</i> | Black Star Farmers<br>Africatown<br>Converge Media<br>Urban League of Metropolitan Seattle<br>Northwest African American Museum<br>Washington Hall / Historic Seattle<br>Chief Seattle Club<br>Tribes<br>Chief Seattle Club<br>Limited English Proficiency (LEP) Communities<br>Religious Leaders |
| <b>LGBTQIA+:</b><br><i>(includes organizations, community leaders, and other formal or informal community groups)</i>                 | Lambert House<br>Dunshee House<br>Gay City Health Project<br>LGBT Community Center<br>Seattle LGBT Commission<br>Gender Justice League<br>NAACP's LGBTQ Chair<br>Gay City<br>Gender Justice League<br>Pride Parade<br>NAACP LGBTQIA Commission  |
| <b>NEIGHBORS:</b>   | Immediately adjacent residents  |

| Category   | Organizations / Agencies / Community  |
|--|---|
| <i>(includes businesses, property owners, schools, religious institutions, and residents)</i>  | Capitol Hill residents<br>City-wide residents<br>Adjacent and nearby (1-block) businesses<br>Adjacent and nearby (1-block) property owners<br>Adjacent and nearby (1-block) condominium associates<br>Those experiencing homelessness<br>Religious Institutions<br>First Covenant of Seattle<br>Grace Seattle<br>Cavalry the Hill |
| <b>PARK STAKEHOLDERS:</b><br><i>(includes city-wide and CAP-specific park user groups, organizations that run events in the park, and recreation or program providers)</i> | Cal Anderson Park Alliance (CAPA)<br>Tilth Alliance<br>City Boards and Commissions<br>Friends of Seattle’s Olmstead Parks<br>Capitol Hill Neighborhood Council<br>Seattle Parks Foundation<br>Athletic Leagues<br>Community Lunch on Capitol Hill<br>DON P-Patch Program<br>REACH   |
| <b>CITY DEPARTMENTS / PROGRAMS:</b>  | Department of Transportation (SDOT)<br>Department of Neighborhoods (DON)<br>Office of Economic Development<br>Seattle Parks & Recreation (SPR)<br>Office of Arts & Culture<br>Office for Civil Rights<br>Human Services<br>Police Department<br>Office of the Mayor<br>City Council   |