

APPENDIX A

COMMUNITY OUTREACH DETAIL



OCEANSIDE PARKS AND RECREATION MASTER PLAN- COMMUNITY ENGAGEMENT PLAN

The Oceanside Parks and Recreation Master Plan (OPRMP) update will provide guidance to the priorities and actions needed to meet the city’s changing demographics, understand future trends, and address the city’s aging parks and facilities. A Community Engagement Plan is critical in determining community values and needs, and ultimately contributing to the success of Oceanside’s long-range planning efforts.

For any project, successful public involvement means engaging the public to gather meaningful input on proposed improvements. Soliciting meaningful input from diverse groups needs to be customized to the audience, so community engagement needs to respect local demographics, location, and user type. The City wishes to engage residents and stakeholders to analyze the challenges and opportunities that a comprehensive parks and recreation master plan can provide. Individual users and non-users, user groups, special interest organizations, associations, leagues, and other stakeholders will be given ample opportunity to participate in the development of this Plan.

COMMUNITY ENGAGEMENT PLAN TASKS

The following tasks will be completed during the development of the OPRMP:

1. Prepare a paper and online statistically correct survey specifically for parks, recreation, open space, and trail issues that are effective and representative of the users and non-users. The survey will be carefully constructed to be easily understood using proven questions and terminology appropriate to your community. The results will be tallied, summarized, charted and graphed. All responses to open-ended comments will also be included in the final report. The questions will include topics regarding awareness, needs, satisfaction, participation, desires, priorities, willingness to pay, accessibility, barriers to participation, and/or other issues determined by the project team.
2. Compile stakeholder and interest group list. They will support the OPRMP by reaching out to their constituents and inviting them to participate in the survey and attend workshops.
3. Prepare flyers, post cards, and other support materials that will create awareness and encourage community participation.
4. Prepare press releases to be included in the Oceanside Tide, the City issued e-newsletter that features news, upcoming events, project updates, and matters of general interest.
5. Create an online comment map that allows people to post location-based comments.
6. Develop an ESRI Story Map, a collection of images, maps, text, and multimedia content organized to tell the project’s story and allow the community to stay informed and engaged.
7. Conduct three conventional workshops and two pop-up workshops.
8. Summarize all workshop input to be used for analyses and recommendations.

COMMUNITY ENGAGEMENT MATERIALS

A variety of outreach materials will be designed to maximize community engagement. Because of Oceanside's multi-generational population, all outreach materials will be designed in both English and Spanish. The city's diverse age and digital-accessible demographic will benefit from being able to access outreach materials in both online and printed forms.

Materials that will be developed include flyers, fact sheets and post cards, as well as announcements published via social media, newsletters, websites, and any additional Parks and Recreation outlets.

Types of Community Workshops- Conventional and Pop-up Workshops

Conventional Workshops

Conventional workshop format may be of value to initially review the entire project at an overall broad scope and also to help focus subsequent analysis efforts on specific locations. For conventional workshops, the project team will prepare materials such as an introductory presentation, large scale aerial photo maps, and informative graphics. Specific event format and desired outcomes and methods to achieve them can be tailored to the City's needs. All materials will be prepared in English and Spanish, including a promotional event flyer, and Spanish translation will be provided at all the events.

The following summary describes three options available for conventional workshops.

Option 1: Open House (1.5-2 hours)

- No presentation, or a slideshow presentation that attendees can view at their leisure.
- Attendees come and go as they feel necessary, staff and KTUA present to answer questions.
- Table maps will be available to discuss specific topics and locations with attendees. They will be allowed to provide comments/mark-up any of the exhibits.
- This option works best if part of another event in the park/venue.

Pros: Less intimidating for attendees and allows them to provide comments however they wish. Does not require a time commitment to those that may just be passing by, especially if other events are occurring at the venue.

Cons: Does not usually provide focused projects or any consensus building.

Option 2: Open House with Presentation (1.5-2 hours)

- Ten minute presentation (typically starting ten minutes into the workshop to account for people signing in, snacks, etc.).
 - » Presentation will cover project goals, process, schedule, and overview of the workshop. Questions are answered once the presentation is complete on a one-on-one basis to avoid any soapboxing from attendees. Exhibits and tables will be available for comments and input.
- Attendees come and go as they feel necessary with staff and KTUA present to answer questions after presentation.
- Table maps will be available to discuss specific topics and locations with attendees. They will be allowed to provide comments/mark-up any of the exhibits.

Pros: Less intimidating for attendees and allows them to provide comments however they wish. Does not require a time commitment to those that may just be passing by unless they want to see a presentation.

Cons: Does not usually provide focused projects or any consensus building.

Option 3: Interactive Workshop (1.5-2 hours)

- Ten minute presentation. Typically starting ten minute into the workshop to account for people signing in, snacks, etc.
 - » Presentation will cover project goals, process, schedule, and overview of the workshop. Questions are answered once the presentation is complete on a one-on-one basis to avoid any soapboxing from attendees. Exhibits and tables will be available for comments and input.
- Agenda of activities with an example start time of 6pm.

TABLE A-1: Interactive Workshop Agenda Example

Time	Activity
6:00-6:10	Sign in, snacks, meet and greet
6:10-6:25	Presentation
6:25-6:50	Activity #1 To be determined by City and project team. Each table facilitated by City and project team.
6:50-7:00	Each table reports back their finding to the group
7:00-7:30	Activity #2 To be determined by City and project team. Each table facilitated by City and project team.
7:30-7:45	Report back to the group
7:45-8:00	Attendees can continue to view exhibits or talk to City staff and consultant team one-on-one. This also allows extra time in case groups take a little longer for consensus.
8:00	Clean up

Pros: Very interactive, consensus building built into the activities, more social. Priority projects may be developed based on Activity #2.

Cons: Requires a time commitment for attendees. More staff needed for table facilitation. Additional materials required.

Pop-up Workshops

Many cities have found it increasingly difficult to achieve adequate community involvement with conventional workshops, especially when held on weekday evenings. Family and work obligations are often cited as reasons that make it difficult to attend, especially for members of minority and disadvantaged communities. With fewer people attending conventional workshops, we have found that effective community engagement means going to the people instead of expecting them to come to us. Instead, the combination of “pop-up” workshops and participation at City-sponsored events, combined with online input, has proved successful.

The project team will conduct pop-up workshops at established community festivals or high-traffic events such as farmers’ markets to elicit input from those who would not necessarily attend meetings. We have found that informal events are great opportunities to interact face-to-face with whole families to get their input. This has been particularly effective, allowing the project team to collect hundreds of comments or surveys over the course of the event. For many participants, this is also less intimidating.

The following list is a summary of city or regional events that took place in 2017 that are suitable pop-up workshop candidates for this project in 2018.

TABLE A-2: Potential Pop-up Workshop Opportunities

Event Name	Date	Location
Earth Festival	TBD	TBD
Oceanside Harbor Days	TBD	Oceanside Harbor
Sunset Market	Every Thursday	Main Street
Valentine’s Family Bike Ride Pit Stop	Saturday, February 10, 2018	Alex Road Skate Park
Ferris Wheel Rides at the Beach	Saturday, February 10, 2018	Junior Seau Beach Recreation Center
Concerts / Movies in the Park	TBD	TBD
National Night Out	TBD	TBD
Opening Pool Day/Family Swim Night	TBD	TBD

DRAFT OUTLINE FOR WORKSHOPS AND POP-UP EVENTS

Workshop #1:

February 27 or 28, 6:00-8:00

Advertise workshop by February 6

Format: Interactive workshop

- Introduction of team and timeline
- Presentation of project
- Identification of the goals and objectives
- Review the extent of the facilities and assets (and deficiencies)

Workshop #2:

March 27 or 28, 6:00-8:00

Advertise workshop by March 6

Format: Interactive workshop

- Review the level of service analysis, the geo-spatial distribution of parks, and the program or facility deficiencies found based on the analysis

Conduct pop-up events

Pop-up Workshop #1: Oceanside Susent Market on April 5, 2018

Pop-up Workshop #2: Movie in the Park on May 19, 2018

- Two pop-up style workshops that will be integrated with some other event that will likely attract those interested in parks and recreation.

Workshop #3:

April 24 or 25, 6:00-8:00

Advertise workshop by April 3

Format: Interactive workshop

- Focus will be on the priorities, ideas, and solutions being considered

KEY MESSAGES

The following key messages will be communicated to the stakeholders, interest groups, and residents so that expectations and outcomes are clear and understood.

- What kinds of amenities and recreational programs would you like to see and participate in at your local park?
- What would make you spend more time in Oceanside Parks?
- Park amenities and recreational programs should appeal to a broad range of interests, ages, and backgrounds
- The City is primarily focused on evaluating the existing parks' spaces, amenities, and programs, rather than adding new parks

STAKEHOLDER AND INTEREST GROUP OUTREACH

The project team will receive input from the City on the list of key stakeholders. Once the initial list is agreed upon, the team will reach out to them prior to the three conventional workshops and two pop-up workshops. It is expected that the list will consist of 15 or more key leaders and/or organizations, including well-known leaders of neighborhood groups and grassroots organizations. The team will make initial contact and let them know of their expectations during the development of the OPRMP. The team will ask the stakeholders for help in promoting the workshops by distributing notices to their members and placing notices on their websites and other social media forums.

The stakeholder list provided by the City may include:

- City of Oceanside Neighborhood Services
- City of Oceanside Police Department
- Oceanside Chamber of Commerce
- Mainstreet Oceanside
- Oceanside Harbor District
- Friends of El Corazon
- Oceanside Unified School District
- Vista Unified School District
- Boys and Girls Club Oceanside
- Joe and Mary Mottino Family YMCA
- Local Meetups

CITY RESPONSIBILITIES

The City of Oceanside will be responsible for arranging and completing following tasks:

- Workshop room reservations and billing
- Host project outreach materials on city website such as flyers, fact sheets, survey links, etc.
- Mail workshop notices (if needed)
- Food and drinks for workshops (if needed)

PROJECT TEAM RESPONSIBILITIES

The Project Team will be responsible for arranging and completing following tasks:

- Design outreach materials such as flyers, fact sheets, sign in sheets, workshop exhibits, etc.
- Summarize workshop table map and exhibit comments
- Create messages for e-blasts and newsletters

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