

# Clark County PROS Plan 2021

## Public Involvement Plan

06/22/20

### Project Background and Description

Every six years, the County updates the Parks, Recreation and Open Space (PROS) Plan. The plan is based on best practices:

- Needed amenities in, access to and distribution of parks and open space for residents;
- Community input on features and offerings;
- Equitable distribution of park experiences;
- Priority setting based on available funding and potential grant opportunities.

The PROS planning process begins with an assessment of current offerings, stakeholder and community engagement for amenities and priorities, along with recommendations from the Parks Advisory Board, and County Council adoption.

The Plan is used to guide the county's park system investments including future capital projects, funding priorities for grants, recreational experiences and more.

### Public Involvement Goals and Objectives

The overarching goal of the public process is to ensure the community is informed about the PROS Plan update, have ample opportunities to provide input, and understand the role the PROS Plan plays in the future of parks, recreation and open space in Clark County.

The following objectives will support the overarching goal described above:

- Build community awareness and understanding of the plan's need and purpose
- Identify the needs, concerns and priorities of the full, cross-section of interests
- Use inclusive outreach strategies to ensure that underrepresented communities are informed of and involved in the project
- Provide ample opportunities for engagement and feedback, and openly address community questions and concerns
- Employ creative tools to develop group consensus and understanding

### Key Stakeholders

Clark County will inform and involve several stakeholders and audiences in different ways and various levels. In general, audiences include project-area residents, businesses, existing and potential users,

local schools, and various organizations whose members are or could be interested in parks and recreation. The public involvement team will identify and reach out to additional stakeholders as the project progresses. The list below illustrates the types of stakeholders with which the team will engage. The complete list of stakeholders is provided in an appendix at the end of this document.

- Internal (Dept. staff, PAB, staff from other departments)
- Neighborhood Association Leadership
- Schools
- Sports Team Leadership
- Community Partners
- Non-profits, including faith-based groups
- Interest/user groups
- Local business community
- Under-represented groups such as and not limited to the following:
  - Hispanic / Latinx
  - LGBTQ
  - Native American
  - Non-English speakers or those who self-identify English as their second language

## Key Messages

- Clark County Parks and Lands Division maintains over 7,000 acres of parks and open space, over 40 sports fields, miles of trails, and joint agreements with other public entities.
- The Clark County Parks, Recreation and Open Space (PROS) Plan will provide a six-year vision for parks, recreation, open space, trails, as well as an action plan for implementing this vision. The plan includes realistic goals for implementation and explores long-term strategies for funding.
- PROS Plan development will take approximately 12 months (March 2020 through February 2021). The final plan will be adopted by the County Council and the State of Washington, Recreation & Conservation Office (RCO).
- The PROS Plan will guide how the county provides high quality, community-driven parks and recreation options for the Clark County community, and the updated plan also will position Clark County for future grant and funding opportunities.
- To ensure the PROS Plan reflects the needs and priorities of the community, the public will be heavily involved in the plan's development. Through an open and constructive process, the county will inform and engage the public, particularly at key milestones, including: 1) identifying needs, opportunities and ideas; 2) reviewing and evaluating future scenarios or alternatives; and 3) reviewing and providing input to the draft plan.

## Outreach Methods

- Parks Advisory Board (PAB) Sessions
- Project webpage
- Presentations and briefings
- Community survey

- Stakeholder discussions
- Pop-up events
- Community meeting/open house
- Social media
- CTV

## Materials

- Webpage content
- Survey – survey questions
- Fact sheet – offer a one-pager that explains elements of the PROS plan and shares how the public can engage in the process, including a link to website and online survey
- Stakeholder discussion guide – includes talking points and questions to guide discussion
- Presentation and tabling event kit – equip Clark County, PAB and consultant speakers with information, talking points, FAQs, presentation materials

## Project Process and Schedule

The public involvement program will include activities to solicit broad input on parks projects and priorities for incorporation into the draft Plan; as well as an opportunity for input on the updated project priorities.

The general timeline and key milestones for the public involvement process include:

### May – September 2020: Inventory & Needs Assessment

- Webpage (update to announce survey and pop-up events)
- Survey (mid-May and June)
- Stakeholder discussions (May & June)
- PAB Sessions (dates TBD)
- Pop-up events (June - September; 3 supported by Conservation Technix; others may be staffed by County/PAB)
- Message information about survey and pop-up events in social media accounts and on CTV

### September – December 2020: Draft Plan Development

- PAB Sessions (dates TBD)
- Community Open House event (September or October)
- Webpage (update to announce community open house event)
- Message information about draft plan and community open house event in social media accounts and on CTV

### December 2020 – March 2021: Review & Approval

- Webpage (update to announce plan approval)
- Message information about plan approval in social media accounts

## Engagement and Communications Activities

The following outreach tools will be used to provide notification and solicit comments on the PROS Plan update. (Key: CC = Clark County; CT = Conservation Technix)

#	Outreach Tool or Activity	Roles	Schedule
1	<p><b>Public Involvement Plan</b> Develop a draft and final Public Involvement Plan that provides key messages about the project, identifies key stakeholders, describes outreach methods, roles and responsibilities for conducting them, and a schedule for implementing them.</p>	<p><b>CT ROLE:</b> develop and update Public Involvement Plan</p> <p><b>CC Role:</b> provide comments and approve</p>	April-May 2020
2	<p><b>Informational Materials</b> Develop project identification and communications materials, including:</p> <ul style="list-style-type: none"> <li>• Factsheet</li> <li>• Website content (hosted on County website)</li> <li>• Video (2)               <ol style="list-style-type: none"> <li>1. Engagement-focus</li> <li>2. Plan-focus</li> </ol> </li> </ul>	<p><b>CT ROLES:</b> CT develops content and layout using CC style guide; CC provides comments and edits on informational materials</p> <p><b>CC ROLES:</b> CC develops project branding; CC review and approves materials; CCTV develops videos.</p>	<p>1<sup>st</sup> video: June 2020 Concurrent with the survey.</p> <p>2<sup>nd</sup> video: Fall 2020 Tentative</p>
3	<p><b>Outreach and Notification Email updates</b> Provide notifications to the public about project progress and public events. Suggested methods include:</p> <ul style="list-style-type: none"> <li>• <b>Email blasts</b> (to existing mailing list, all CC committees, and key community groups).</li> <li>• <b>Outreach through organizations</b>—such as NACCC, civic organizations, recreation leagues/groups, etc.</li> <li>• <b>Social media</b> – through Clark County social media platforms</li> <li>• <b>Social media advertising</b> – purchase digital ad sets. Develop ad that incorporates the parks video and links to the online survey</li> </ul>	<p><b>CT ROLES:</b> CT develops content and/or layout for press releases, and email blasts.</p> <p><b>CC ROLES:</b> CC coordinates submissions and provides comments and edits on outreach and notification materials; CC develops and maintains stakeholder database CC calls/emails organizations to ask for help with promotion of events and the project. CC purchases and coordinates social media advertising. Task dependent on funding availability.</p>	Throughout project

#	Outreach Tool or Activity	Roles	Schedule
4	<p><b>Pop-up Events / Tabling</b> Engage the community at summer events through informational tabling. CT will develop informative and engaging activities to draw people in. Invite participants to participate in the survey. Events will include a sign-up list to get on the project mailing list, a “where do you live?” map, and an opportunity to win prizes for completing a survey. Suggest tabling at approximately six-eight events (3 staffed by CT, and 3-5 staffed by CC). Event options could include:</p> <ul style="list-style-type: none"> <li>• Farmers Markets (geographically spread)</li> <li>• Salmon Creek Regional Park/Klineline Pond</li> <li>• Vancouver Lake Regional Park</li> <li>• Lacamas Lake Regional Park</li> <li>• Lewisville Regional Park</li> <li>• Community grocer/market</li> <li>• An event suggested by organizations that serve underrepresented populations</li> </ul>	<p><b>CT ROLES:</b></p> <ul style="list-style-type: none"> <li>• CT to develop materials and activities for tabling events.</li> <li>• CT to attend up to 3 pop-up events</li> </ul> <p><b>CC ROLES:</b></p> <ul style="list-style-type: none"> <li>• CC staff review and approve materials.</li> <li>• CC to coordinate logistics and reserve tabling space for events</li> <li>• CC and/or PAB to attend at least 3 pop-up events</li> </ul>	Summer 2020
5	<p><b>Public Workshop</b> The team will hold one community workshop. Outreach for the workshop will include all methods outlined in Task 3 above.</p> <ol style="list-style-type: none"> <li>I. <b>Workshop #1:</b> Provide an overview of the draft PROS Plan. Show how public input was used to develop the draft. Solicit final feedback on the draft, as well as questions about which projects should be prioritized. <ol style="list-style-type: none"> <li>a. Note: The full plan will not be available for public review at this time.</li> <li>b. After this meeting, team will finalize the CFP.</li> </ol> </li> </ol>	<p><b>CT ROLES:</b> Coordinate and facilitate workshop meetings; Develop workshop and presentation materials</p> <p><b>CC ROLES:</b> Logistics support County to invite committee members and all key stakeholders</p> <p>Attend meetings and provide technical support</p>	Workshop #1: TBD – Fall 2020
6	<p><b>Individual and Small Group Stakeholder Outreach</b> Conduct up to two small group stakeholder discussions of up to eight participants, plus up to six individual interviews by phone, to more deeply address areas of partnerships, programming, service delivery or community needs. Potential stakeholders may include:</p> <ul style="list-style-type: none"> <li>• Sport league/groups representatives (group session)</li> <li>• Trail user groups (group session)</li> <li>• Civic clubs, such as the Rotary</li> <li>• School districts</li> <li>• Individuals that are known by County staff to deeply engage in public process</li> <li>• Residential developers</li> </ul>	<p><b>CT ROLES:</b> Coordinate meetings, facilitate meetings, and develop summary of input</p> <p><b>CC ROLES:</b> Provide initial list of contacts and make initial contacts to groups/individuals to let them know that CT will be reaching out to them.</p> <p>Provide support as needed, and input on discussion questions.</p>	August

#	Outreach Tool or Activity	Roles	Schedule
	<ul style="list-style-type: none"> <li>Organizations that serve minority and underrepresented communities</li> <li>Business groups (Chamber of Commerce, etc.)</li> </ul>		
7	<p><b>Meetings with Parks Advisory Board</b>  The Parks Advisory Board will play a sounding board role on issues related to the PROS planning effort. Their input will be provided to County Council. Members will also be invited to participate and even host engagement opportunities with the general public.</p>	<p><b>CT ROLES:</b>  Prepare materials for PAB meetings with technical consultant team support</p> <p><b>CC ROLES:</b>  Coordinate and facilitate meetings with PAB</p>	<p>Meeting #1: June  Meeting #2: late July  Meeting #3: September</p>
8	<p><b>Commission, Committees &amp; Boards</b>  Engage the following list of boards to review the draft PROS Plan. Planning Commission will adopt the draft plan. The team will provide project updates and general information.</p> <ul style="list-style-type: none"> <li>Planning Commission</li> <li>DEAB</li> <li>?</li> </ul>	<p><b>CC ROLES:</b>  To coordinate Planning Commission meetings, as needed.</p>	<p>Dates: TBD  2020-2021</p>
9	<p><b>County Council Sessions</b>  CC staff (or County Manager) to brief Council about the PROS planning effort  Two or four County Council meetings, including:</p> <ul style="list-style-type: none"> <li>One or two work sessions (early October and early November)</li> <li>One to two sessions for Public Hearing on PROS Plan adoption</li> </ul>		<p>TBD 2021</p>

## Appendix: Stakeholders

### Community Partners / Interest Groups

- Parks Foundation of Clark County
- City park provider/staff, especially those with pending projects/partnerships with the County (i.e., Battle Ground, Ridgefield, Camas, etc.)
- Residential developer who has prepped past site plans integrating parks/trails into design
- Specialty recreation users (dog parks people, disc golf, kayakers/canoeists, etc.)
- NACCC chair
- School district administrators, especially if County has a relationship or past/future partnership project
- Environmental or conservation oriented representative
- Dog park interest groups
- Hispanic Chamber of Commerce
- Russian Speaking Youth Leadership Committee
- LULAC
- NAACP

### Sport Groups

- Battle Ground Little League
- Vancouver Girls Softball
- Salmon Creek Little League
- Evergreen Little League
- Salmon Creek Soccer Club
- Vancouver Youth Lacrosse
- Vancouver Girls Softball
- Harmony Sports Association
- Disc golf advocates
- Pickleball advocates
- Pacific Soccer Club should be included
- Prairie Fields Association and Vancouver Metro Sr. Softball Assn.
- Vancouver Lake Crew and Portland-Vancouver Rowing Association (PVRA)

### Trail Groups

- Bicycle and Pedestrian Advisory Committee
- Whipple Creek Restoration Committee
- Washington Trails Association
- Lacamas Trail Advisory Group
- Camas Bike Shop
- CC Executive Horse Council
- Washington Trail Riders Association
- Clark County Saddle Club
- Vancouver Bicycle Club