



# Southeast Redmond Park

## Public Outreach Plan

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# Project Overview

## Introduction & Outreach Considerations

Feedback provided by community members becomes an important basis for the park development vision, including park elements and programs, and will eventually influence the final park design.

Utilizing a **variety of methods** to conduct outreach best reaches diverse groups of potential users. The City of Redmond's high racial and linguistic diversity and a quickly growing population should be reflected in public parks. By designing **outreach material that bridges participation barriers**, feedback from the full spectrum of potential users can be collected.

Thoughtful design responds to the local context of the neighborhood and its specific makeup. Incorporating **cultural, economic, and social aspects** of the park ensures its success with both current and future users. Neighborhood parks present a unique opportunity to capture a sense of **community identity and identity of place**.



## Big Picture Goals

- **Meaningfully engage the community:** We sense this neighborhood is ripe for a stronger sense of community, which begins with THIS master plan! The site is amazing yet oddly isolated from an obvious critical mass, ringed by roads and undeveloped/developing parcels. There is a modestly scaled neighborhood across the street to the south as well as nearby industry. A successful process must work hard to reach out broadly to get the more far-reaching community that we hope will embrace and use this park.
- **Inspire the community to imagine what can be!** The site is a blank canvas, which, counterintuitively, can be one of the hardest sites to excite people about. The master plan must help the community see this familiar site through new eyes and imagine what can be.
- **Strengthen community identity:** How can this park become a landmark that the community embraces as its own? How can it become a wayfinding icon and a magnetic feature to draw people in?

## Guiding Principles

- **Set clear expectations** for the community and provide consistent information regarding project objectives, timeline, and opportunities for input.
- **Communicate progress** to all interested neighbors and to key internal and external stakeholders, including other City of Redmond departments.
- **Foster support** by clearly defining the problem, providing transparency, and building trust with

Creating iconic spaces is our strength... a Crow with Fries, a giant yellow Adirondack Chair, a human-sized game board weaving through a playground inspired by Chutes and Ladders, or a wonderfully bright playground next to a wonderfully green wetland. We THRIVE at building community character and culture!

- **Connecting to the community:** This master plan is bigger than this park site. How will the neighborhood safely get to their park? A master plan needs to think beyond the site to capture opportunities and solve challenges. 188th is not a pleasant street to cross to get to the park. How can the master plan identify off-site improvements to welcome the whole neighborhood to the park?
- **Build project support:** The master plan process should build consensus and inspired thinking into advocacy, and in turn, support for funding the first phases of the park's realization. Acquired in 2002... NOW is the time for action!

residents regardless of selected or community defined potential park program.

- **Gather and track information** from the community in a useful and fair manner; clearly report this information to the design team and the community.
- **Seek to reduce barriers** to participation (ability to provide input), and identify/mitigate uneven impacts to underserved communities.



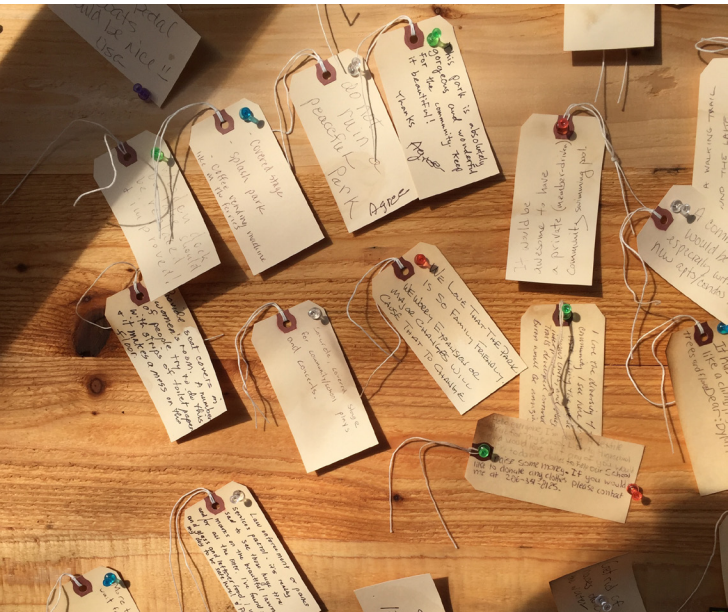
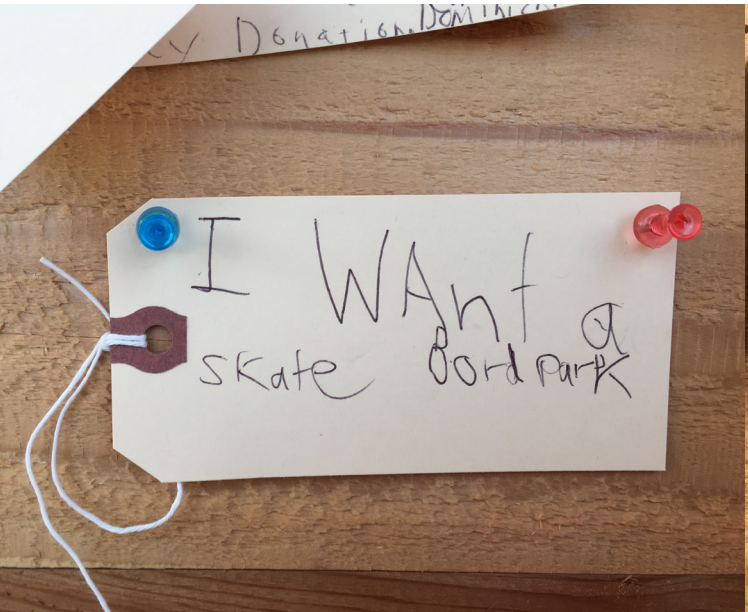
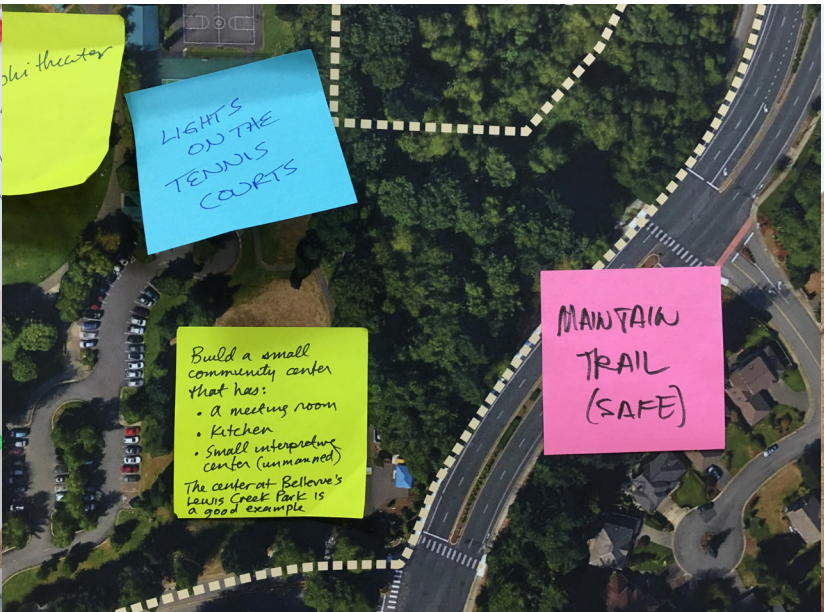
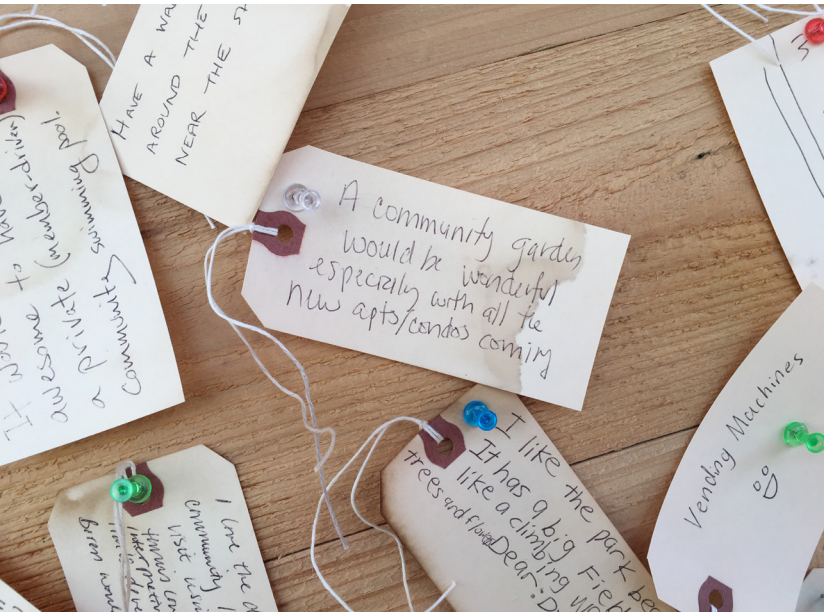
# Public Outreach Methodology

## How Do We Do It?

- **Early communication to the community** about the outreach process and how they can get involved
- **Inclusive community involvement process**, such as including translation services for non-English speakers, and using graphics and visual cues to communicate ideas, rather than text.
- **Asking the right questions** so that community participants can genuinely shape the project
- **Proactively share with stakeholders** any predetermined decisions about the park and how it fits into the context of the full park system
- **Utilize multi-faceted communication tools** such as imagery, diagrams & graphics, written post its or note cards, digital surveys
- **Interim park activation** to engage the community, raise awareness of upcoming improvements.

## What Do We Want to Learn?

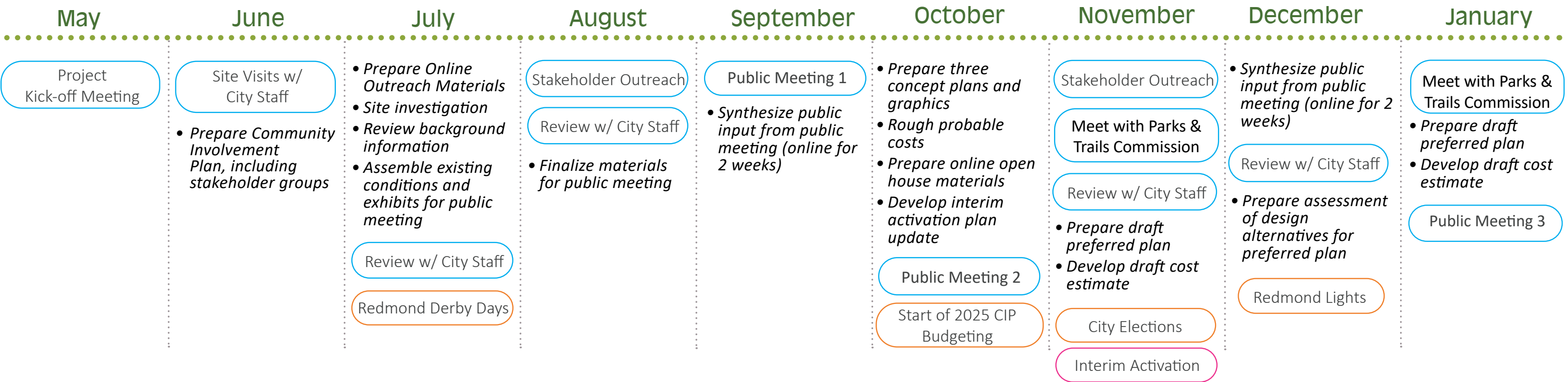
- **Who are the anticipated users** of the park, where do they live, and how do they get there?
- **Who is in Southeast Redmond**, compared to Redmond?
- **What is the cultural makeup** of the local community (both residentail and commercial)?
- **What types of identity and character preferences** do people have for development in this neighborhood?
- **What types of features and activities** would people like to see within this park?



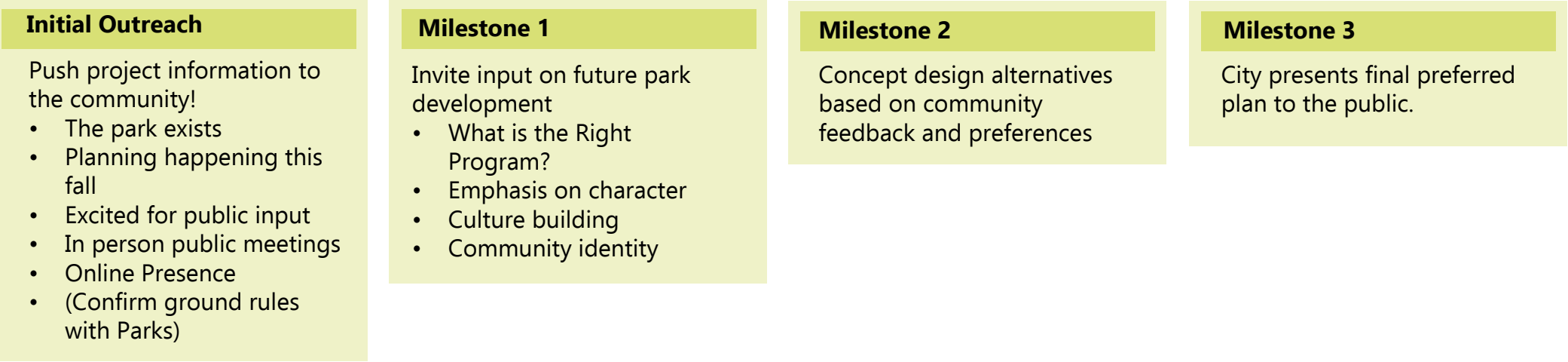


# Process & Approach

## Timeline



## Outreach Process



## Types of Outreach

- Online survey
- City Event Kiosk
- Park On-Site Kiosk