Public Engagement, Communication and Notification

"PECAN"
Purpose

- Create standards for DPR
- Encourage Participation
- Develop Better-Informed Public
- Hear Ideas
- Collect Feedback
Tier Structure

• Three tier levels
• Varying levels of communication and engagement
• Prioritizes DPR projects and Programs

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Tier 1: Citywide/Regional

- Most Comprehensive
- Large-scale Programs and Projects
- City/Regional Master Plans
- Major Capital Improvement (over $500K)
- Fee Changes
- New Policies or Rule Changes

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Tier 1 Outreach

- Stakeholder Group & Public Meeting
- DPRAB Presentation and Hearing
- LUTI Presentation (Council Vote as Necessary)
- Outreach to RNOs, Council, Press & Other Interested Organizations
- Marketing Materials
- Web and Social Media
- Alternative Feedback Methods (Surveys, Email Repository)
Tier 2: Neighborhood/Local

- Smaller-scale from Tier 1
- Local/Neighborhood Focus
- Most Capital Projects Under $500K
- Improvements/Renovation to Park Structures and Facilities
- Local Actions or Initiatives

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Tier 2 Outreach

- Outreach to local RNO(s)
- Presentation to DPRAB, LUTI, INC (if requested)
- City Council Notification
- Press Outreach as warranted
- Web and Social Media as Warranted

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Tier 3: Unplanned Issues

- Not predicted, but requires communication
- Short-term, temporary issues, but have public impact
  - Emergency Repairs and Closures
  - Actions Complying with Laws or Directives (public health, safety)
  - DPR Administrative Decisions or Manager Directives (field closures)
Tier 3: Minimum Outreach

- Press (as warranted)
- Social Media
- Email blast to RNO(s) in Affected Area
- Information to City Council District
- Signage Posted (as warranted)
No Outreach

• Our Philosophy is to Communicate Whenever Possible
• Don’t Want to be Ineffective
• Minor Park/Rec Center Maintenance or Construction
  • Day-to-Day Operations
  • Emergencies
  • Permit Distribution
• Volunteer Programs
• Wildlife Management/Hazing (Does Not Include Prairie Dog Management)
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Significant Public Interest

- Policy Needs to be Flexible
- Issues in Tiers 1 and 2 Can Always be elevated
- What Goes Up, Won’t Go Down
- Significant Interest or “Outrage Factor”
- DPR Responsibility/Duty to Elevate Significant Issues

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