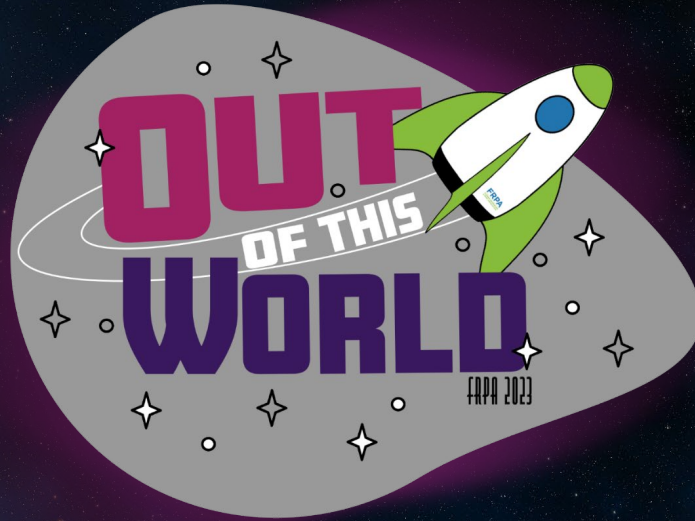
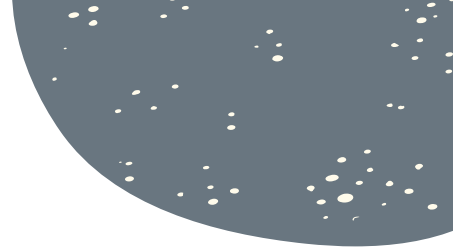


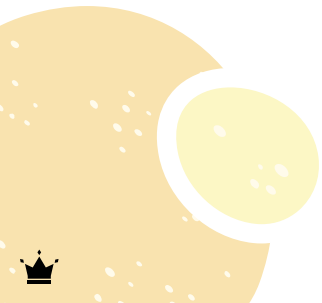
Welcome to the 2023 FRPA Conference!



August 28 - 31, 2023 | Orlando, FL



Plan, Engage, Update: Getting Your Community to Buy-In



SPEAKERS

MIAMIBEACH



VIANCA PERON-SELLAN, MPA

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LEARNING OBJECTIVES

- Identify tools and techniques to further your skills
- Discuss the importance of engaging your community in your projects and programs.
- Identify the steps to successfully planning your community buy-in.
- List examples on how to have your stakeholders communicate their input to you.





PARKS AND RECREATION PROFESSIONALS VS THE COMMUNITY



“We are hired because we are qualified to make decisions ... let me decide! ”



WHY IS IT SO IMPORTANT?

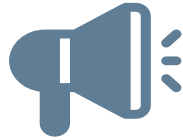
INFORM/EDUCATE



STOP RUMORS
/ CLEAR THE AIR



ADDRESS
QUESTIONS



GAIN TRUST



SET
EXPECTATIONS



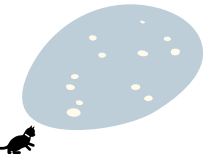
BUY-IN



01

PLAN

Wheels in motion

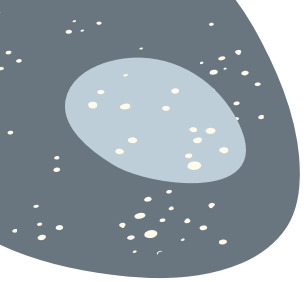


SET GOALS



- Set goals to help determine your approach!
- Is it a construction project, program, masterplan, etc.?
- What do you want to get from your citizens engaging?





WHO IS YOUR AUDIENCE?

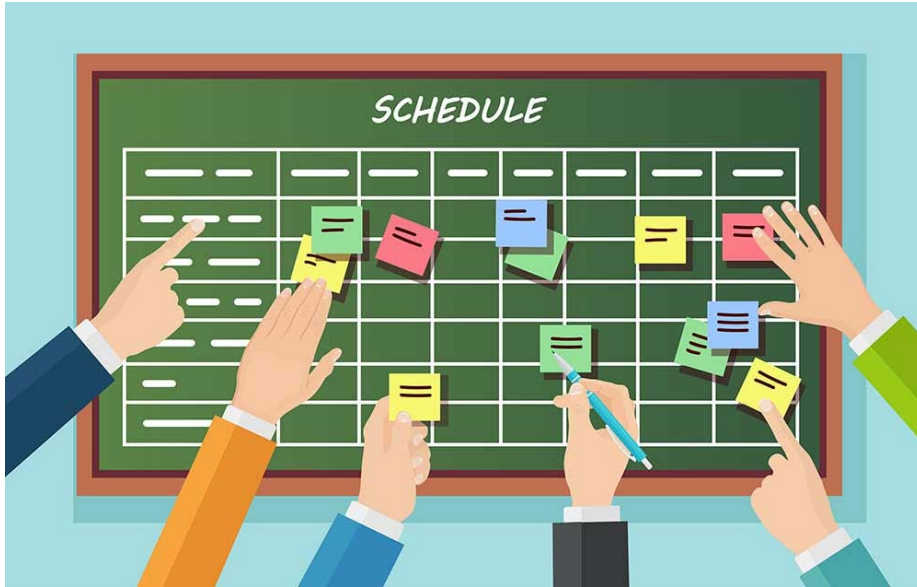
- Neighborhood
 - City-wide
- Specialized Group
 - Youth

IS THERE HISTORY YOU SHOULD BE AWARE OF?

- Issues before your employment
 - Important key factors
 - Key players still invested
- Will save you time and potential issues



SCHEDULING



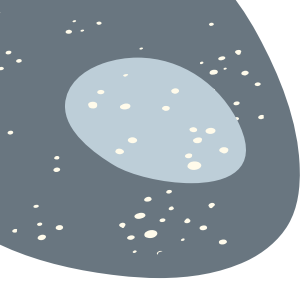
- 1 Meeting or Several
- Expected group size?
- Location/Setting
 - Date/Time



TYPE OF PARTICIPATION

- Community Meeting
- Citizen Advisory Committee
- Interest Groups
- Surveys/Mailers





WHO IS THE FACILITATOR?

- 100% Informed
- Discussion Leader
 - Neutral
- Probe for Questions
 - Validate Input
- Keeps goal in mind!

PREPARE FAQs

- Prep so you don't scramble!
- Make sure your support knows the answers as well.

PROMOTE!

- Email
- Social Media
 - Mailers
- Text Alerts

DON'T FORGET VISUALS!

- Maps
- Current Site
- Proposed Project



Also keep in mind ...

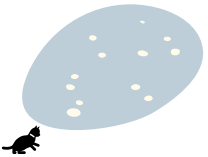
- Determine methods of approach (More in Step 2)
- Incentives to Participate
- No short cuts! Take your time.
- Additional Resources
- Invite key vendors, staff, elected officials



02

ENGAGE

Your plan in action ...



SET GROUND RULES

- Determine your rules based on your setting.
- Examples:
 - Do not interrupt others
 - Respect Opinions
 - Do not speak without being recognized
 - Remain on topic



STICK TO AGENDA + WATCH YOUR TIME!



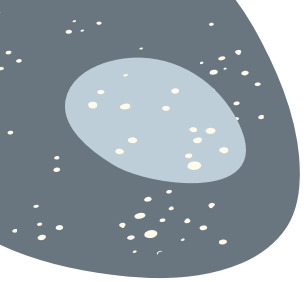


LET THEM GET TO KNOW YOU!



- Introduce Yourself & Professional Background
- Introduce Your Team
- Transparency is Key!





PROVIDE THEM WITH THE FACTS

- What you are trying to achieve
 - Details with visuals
 - Pros and Cons
 - Options
- What you may be seeking from them in terms of feedback

COMMUNICATE THE ESTIMATED TIMELINE

- Be honest and give yourself a buffer!
- Describe challenges you might face that can delay the timeline





GATHER FEEDBACK

Let's Discuss Methods ...



No. 1 Open Forum/ Community Conversation

- Ground Rules Reminder
- Announce time being spent on Conversation –set timer if needed!
- After your informational portion, open the floor for questions
- Develop further questions as you gauge the audience
- Reference visuals



No. 2 Drop In Meeting



- Schedule a time period
- Advertise Drop-In Method
- Staff Meeting Accordingly
- Provide Visuals/Pamphlets
- Include Voting Methods



No. 3

In Person: Voting Methods

- Live Voting with Instant Results
- Use Traffic Light Method
- Rank Priorities
- Allocate Fake Money
- Surveys
- Drop Your Ballot



No. 4

Remote: Voting Methods



- Online Surveys
- Mailed Surveys
- Drop Boxes





YOU'VE HEARD THEM, NOW WHAT?

PROVIDE
FEEDBACK
TO THEIR
COMMENTS



LEGISLATIVE
PROCESS
REFRESHER

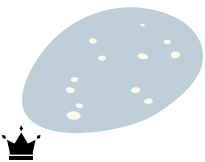


SET YOUR
PLAN FOR
NEXT STEPS



03 UPDATE

They're depending on you to follow through...



THE FOLLOW THROUGH



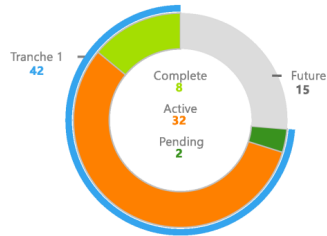
- Select the appropriate milestones to send updates
- What method are you using to update?
- Consider an option that allows 24/7 access and transparency depending on project



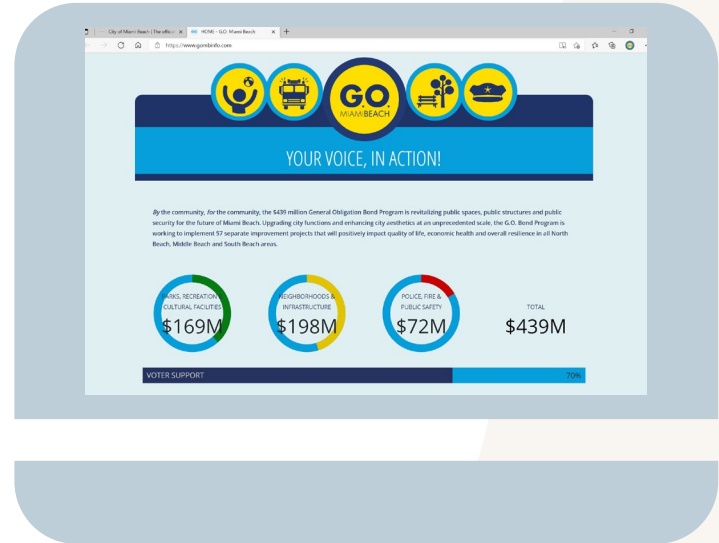
ACCESSIBILITY



- Keep information and updates accessible
- Example: Website

PROJECT ACTIVITY





		PROJECT CATEGORY			
		Parks	Infrastructure	Public Safety	All
PROJECT STATUS	Complete	6	1	1	8
	Active	12	9	11	32
	Pending	2	0	0	2
	Future	10	4	1	15
	All	30	14	13	57





Don't forget your
community...You need
their buy-in until the end!



LOOKING INTO THE FUTURE





BENEFITS OF THE PROCESS

- This process will help your community gain trust in you.
- Open line of communication
- Save you some headaches
- Better prepare you for future community input



EXAMPLES



PLAYGROUND RELOCATION

BELLE ISLE PARK PLAYGROUND COMMUNITY CHARRETTE



Join us to discuss design options for the future Belle Isle Park Playground. Different design options will be presented for the community to provide feedback.

Tuesday, December 13, 2016 • 7 PM
Miami Beach Golf Club
2301 Alton Road

Inquiries may be directed to the Parks & Recreation Department at 305.673.7730.

MIAMI BEACH 305.673.7730 • www.miamibeachparks.com

To request this material in alternate format, sign language interpreter (five-day notice required), information on access for persons with disabilities, and/or any accommodation to review any document or participate in any city-sponsored proceedings, call 305.604.2489 and select 1 for English or 2 for Spanish, then option 6; TTY users may call via 711 (Florida Relay Service).



G.O. BOND CAMPAIGN



COMMUNITY SURVEY



HELPING OTHERS

ayudando a otros

DORAL WANTS TO HELP!

DORAL QUIERE AYUDAR



*déjanos saber,
completa la encuesta...*

**LET US KNOW
BY COMPLETING THE SURVEY**

We all need a little help sometimes and there is nothing wrong with asking for it.

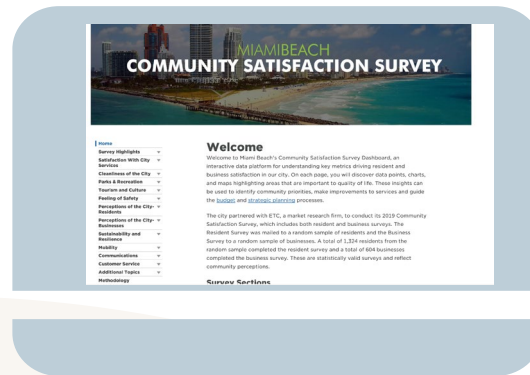
A veces necesitamos un poco de ayuda y no hay nada malo en pedirlo.

RESIDENTS SHOULD START RECEIVING THE SURVEYS EARLY JUNE.

LOS RESIDENTES COMENZARÁN A RECIBIR LAS ENCUESTAS A PRINCIPIOS DE JUNIO.

Resident Survey

Question	2019	Trend
Quality of city recreational facilities	77.2%	↑
Appearance of playgrounds	82.9%	↑
Appearance of city pools	82.8%	↑
Condition of city athletic fields	81.9%	↑
Amount of dog parks	65.2%	N/A
Maintenance of parks	80.8%	N/A
Quality of city parks recreation programs	80.1%	N/A
Amount of city recreation programs	73.9%	↑



- Survey Highlights
- Surveys With City
- Services
- Challenges of the City
- Parks & Recreation
- Garbage and Refuse
- Feeling of Safety
- Perception of the City
- Residents
- Perception of the City
- Business
- Accessibility and
- Business
- Health
- Community
- Customer Service
- Additional Topics
- Methodology

Welcome

Welcome to Miami Beach's Community Satisfaction Survey Dashboard, an interactive data platform for understanding key metrics driving resident and business satisfaction in our city. On each page, you will discover data points, charts, and maps highlighting areas that are important to quality of life. These insights can be used to identify community priorities, make improvements to services and guide the budget and strategic planning process.

The city partnered with ETC, a market research firm, to conduct its 2019 Community Satisfaction Survey, which includes both resident and business surveys. The Resident Survey was mailed to a random sample of residents and the Business Survey to a random sample of businesses. A total of 1,234 residents from the resident sample completed the resident survey and a total of 604 businesses completed the business survey. These are statistically valid surveys and reflect community perceptions.

Survey Sections



PARKS MASTER PL



CITY OF DORAL
PARKS SYSTEM
MASTER
PLAN
2 0 1 7



G.O. BOND CAMPAIGN



"DORAL PARKS FOR TOMORROW" WORKSHOP

Calling all Doral Residents! Join us for an informational public meeting near you to discuss the upcoming Parks Bond Referendum.

TOPICS

What is a bond?
Why is it needed?

What will it cost?
Project Details

Project Timeline
& more.

WORKSHOPS NEAR YOU:

all workshops begin at 7:00pm

September 13th
Doral Legacy Park
11400 NW 82nd St

September 18th
Doral Government Center
8401 NW 53rd Ter

September 25th
Doral Country Club
5001 NW 104th Ave

October 3rd
Costa Del Sol
100 Costa Del Sol Blvd

October 11th
Doral Police Substation
3719 NW 97th Ave

October 23rd
Morgan Levy Park
5300 NW 102nd Ave

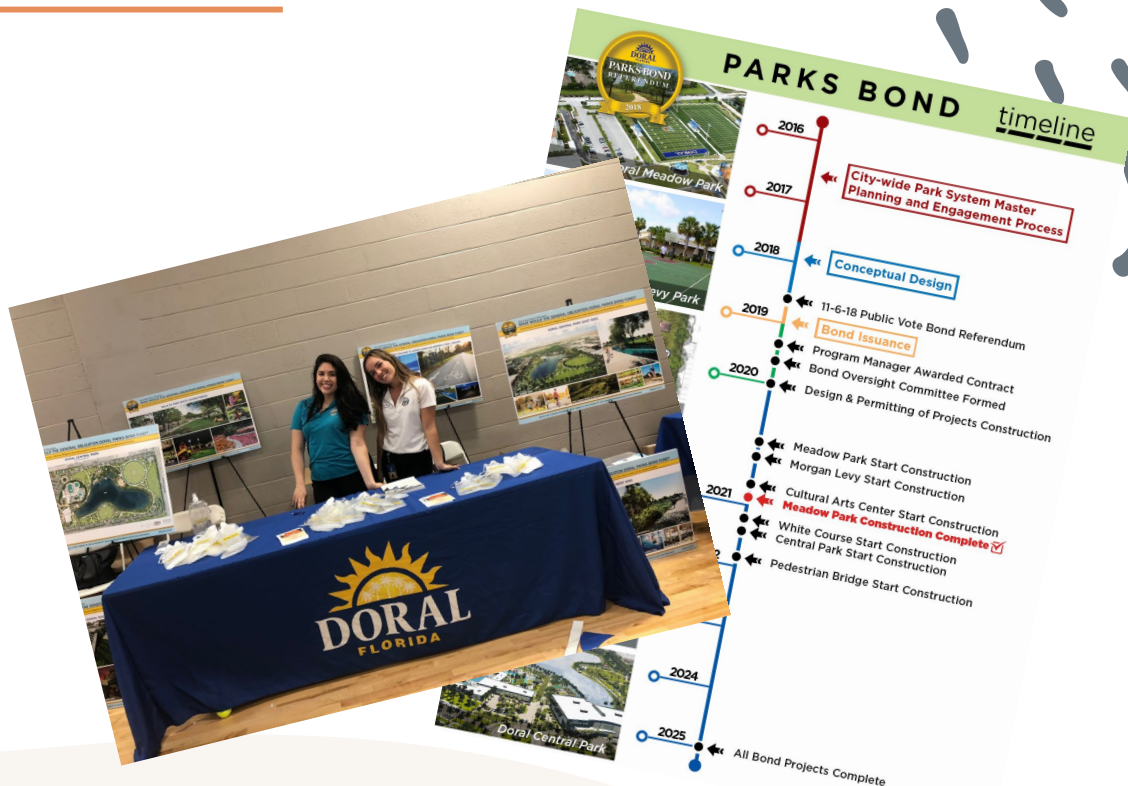
October 30th
Divine Savior Academy
10311 NW 58th St

November 3rd @ 11:00am
Morgan Levy Park
5300 NW 102nd Ave

ELECTION DAY
November 6th

Election day is Tuesday, November 6, 2018. It's up to you!

For more information, Visit www.DoralParksBond.org
or call (305) 593-6600



PARK NAMING CONTEST

EXHIBIT A



PARK NAMING CONTEST FORM

The City of Doral is conducting a naming contest for our newest park at the corner of NW 114th Avenue and NW 82nd Street. We encourage Doral residents to help name this park!

Please submit one name per entry. Entries must be received by 4:30pm, September 19, 2014.

Suggested Name: _____

Name: _____

Address: _____

Doral, FL, Zip: _____

Phone: _____

E-mail: _____

REQUIRED: Please describe why this proposed name is appropriate. All supporting documentation shall be typed and attached to this application upon submittal.

Mail or hand deliver to:

Park Naming Contest
City of Doral
8401 NW 53rd Terrace
Doral, FL 33166

E-mail to:

parknamingcontest@cityofdoral.com

Fax to:

(305) 593 - 6615

Park Naming Guidelines

- Names must be consistent with the City's mission to make Doral a great place to live, work, learn, and play.
- The application will describe the significant cultural, historic, educational, community or public service, humanitarian, financial or business contribution to the city, state or country made by the person, organization or corporation after whom a city street, sidewalk or other public place is to be named (nominee) and will describe why the specific naming proposal is appropriate; however, the name of the nominee shall not include that of a living individual (i.e., posthumous naming only). The city council shall make a final determination on granting or denying an application. In doing so, the city council shall have absolute discretion to grant or deny the application. All applications for naming a city street, sidewalk or other public place shall require a minimum of three votes of the city council to be approved. A majority of the city council may propose the naming of a street, sidewalk or other public place after a person, organization or corporation, subject to the criteria set forth in this section. Name cannot be of living individuals in compliance with Ordinance 2013-39 Amending Naming Public Places.
- Names cannot be similar to an existing park, school, or other public facility, except where the sites abut one another.
- Names cannot reflect or imply political affiliation.
- Names cannot reflect or imply offensive or discriminatory.
- Names cannot reference tobacco or alcoholic products.



NW 114th Avenue Park Naming Contest

Current Results

<input type="checkbox"/>	Doral Sports & Recreation Complex	209
<input type="checkbox"/>	Doral Glades Park	179
<input type="checkbox"/>	Island Park	102
<input type="checkbox"/>	Doris & Alfred Kaskel Park	98
<input type="checkbox"/>	Harmony Park	71
<input type="checkbox"/>	Freedom Park	58
<input type="checkbox"/>	Westside Park	54
<input type="checkbox"/>	Liberty Park	49
<input type="checkbox"/>	Unity Park	48
<input type="checkbox"/>	Legacy Park	44

Online Voting Now Open!

Visit cityofdoral.com/parks to cast your ballot!

Polling Closes: March 13, 2015

Mayor Luigi Boria, Vice Mayor Sandra Ruiz,
Councilman Pete Cabrera, Councilwoman Christi Fraga, Councilwoman Ana Maria Rodriguez

PARENT MEETINGS





QUESTIONS?



THANK YOU!



CONTACT US!

MIAMIBEACH



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