

Rochester Recreation Master Plan City Manager Self-Directed Work Group

Rochester Recreation Department – Conference Room 1A

January 10, 2024

12 pm-1 pm

The purpose of this meeting is to check-in on data collection, finalize draft survey questions, and workshop two engagement activities. Prior to the meeting, please take time to review the agenda and materials referenced in agenda items #3 and #4.

Agenda

1. Introductions
2. Update (Stephen/Steve) – 10 mins.: Data collection progress & plan to complete.
3. Discussion (Autumn) – 15 mins.: Survey Questions & Marketing Materials
 - a. Any final revisions to the **survey questions** based on your review?
 - b. Any comments on the **survey flyer & outreach blurbs**?
4. Discussion (Autumn) – 35 mins.: Outreach Activities
 - a. Autumn will run through the design and objectives for two outreach activities. Please come prepared to provide commentary during the meeting.
 - i. **Activity 1: Art Contest**
 - ii. **Activity 2: Scavenger Hunt**
5. Adjourn

Next steps

- a. Committee to complete data collection → SRPC can create mapping materials & conduct data analysis
- b. Publish survey, distribute advertisement materials (QR codes, emails from committee members, etc.)
- c. SRPC will develop materials agreed upon in agenda item #4

Agenda Addendum

In-person Outreach and Engagement

In-person engagement and outreach could be executed as customized events or could take advantage of existing events. SRPC proposes to prepare a series of engagement materials that will enable passive engagement at high traffic locations, with a focus on stand-alone, accessible opportunities for community members to engage with the project as their time permits.

- A Focus Interviews - Focus interviews are a great way to access important and in-depth information. These could be completed with key informants like Rochester's Recreation Department and Public Works staff who are maintaining city sites, in addition to users of these resources, parents who take their child to the park, kayakers who use the new boat launch, or seniors to address access issues.

SRPC will work with the City to identify scope, dates and locations for the in-person installations that will maximize community input with limited need for active staffing. SRPC will design three a la carte outreach products for participants to complete at their leisure. Different exercises and engagement methods could include:

- B Interactive Displays - We can leverage existing city events, summer camps and public gatherings for "light" engagement. For example, we can display an open-ended poster on a bulletin wall with sticky dot choices or fill in blank statements. "This park could be ___" "I wish this trail had ___" "We need ___". Sticky dot choice posters can also be used to assess knowledge of current assets and needs.
- C Draw Your Vision Exercise - Using art as an engagement strategy allows children to draw their visions for a park and submit their drawing to the City.
- D Visual Preference Surveys- Having examples of amenities, or options for new or existing parks and recreations opportunities, can be helpful in assisting citizens to visualize what their recreation spaces could look like. SRPC has expertise in designing visual preference surveys for this purpose and finds them useful in getting people excited about the future of their communities and what could be integrated into recreation infrastructure.
- E Interactive Mapping Display - SRPC can adapt its online map resources to create a static map-based exercise. This could be used to address parks that people use, favorite locations, concerns, or even note parks they didn't know about in Rochester.