

SAMPLE / REFERENCE

PROJECT NAME

The Maryland National Capital Park and Planning Commission

PROJECT NAME
Communications and Engagement Plan

Updated and Finalized: **DATE**

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About the Plan

This plan provides a framework for communications between stakeholders that result in efficient transfer of information through internal parities, well-informed and engaged stakeholder groups, and overall management of expectations.

Program Overview

Project Background

Formula 2040: The Master Plan for Parks, Recreation, and Open Space, adopted by The Maryland-National Capital Park and Planning Commission (M-NCPPC) in 2013, guides Prince George’s County in the creation of a system that will serve nearly one million people in an urban/suburban setting and strives to achieve the goals of connectivity, health and wellness, and economic development by through its creation of a new multi-generational center model.

Formula 2040 divides the county into nine service areas. From the center of each service area, facility access should be within a 15-minute travel time. A comprehensive analysis was undertaken to determine the current and future demand for community facilities in each service area.

What is a Multi-generational Center?

Multi-generational centers range from 60,000 to 80,000 square feet and offer an array of program opportunities to satisfy the needs and interests of an entire family. Each new center is custom-designed to serve the specific needs of neighboring populations. This is a level of service that could not be provided by the former model of small recreation centers that are typically comprised of a single gymnasium, multipurpose space, and a fitness room. In contrast, typical multi-generational centers will have a double gymnasium, an aquatic feature, a fitness center with a running track, and flexible multipurpose program spaces to meet the requirements for a variety of activities.

What is a feasibility study?

A typical feasibility study includes an analysis of the proposed project location and the projected market to be served. All projects recommended for the Capital Improvement Program (CIP) should be backed by a feasibility study that analyzes the relative costs and benefits of proceeding with the project. Depending on the size of the project, the scope of the feasibility study will vary. This study will determine the feasibility of constructing multi-generational centers in Service Areas 2, 3, and 4 and will be divided into two phases:

- Phase I: Evaluation of the Demand, Program of Requirements and Real Estate Analysis/Site Selection Assessment
- Phase II: Development of Conceptual Designs and Cost Estimates

Proper Program Name

Program Lead: M-NCPPC, Department of Parks and Recreation, Prince George’s County

Program Title: Multi-Generational Center Studies 2-3-4 (suggestion – see cover as example)

Program Taglines Brainstorm:

- *A Place for Everyone*
- *A Place for Community*
- *Your Next Multi-generational Center*

- *Built for Generations*
- *Inclusive*
- *Bridging the Gap / Bridging Generations*
- *A Spectrum of Programs*
- *Finding Community*
- *For Present and Future Generations*

Webpage Structure (suggested realignment)

<https://www.mncppc.org/4842/Multigenerational-Feasibility-Studies>

Multi-Generational Center Studies

Project Background/Description

- The Master Plan (Formula 2040)
- What is a Multi-Generational Center?

Feasibility Studies

- What is a feasibility study?
- Multi-Generational Center Studies 2-3-4 (alongside a map)
 - Multi-Generational Center Service Area 2
 - Service area graphic
 - Timeline/ progress chart
 - Community meeting presentations
 - Community meeting feedback
 - Multi-Generational Center Service Area 3
 - Service area graphic
 - Timeline/ progress chart
 - Community meeting presentations
 - Community meeting feedback
 - Multi-Generational Center Service Area 4
 - Service area graphic
 - Timeline/ progress chart
 - Community meeting presentations
 - Community meeting feedback

**Engagement: (Consider naming campaigns for these Centers) – typically geographical, consider alongside site selection later in process; develop shortlist of suggested names for community members to choose from.*

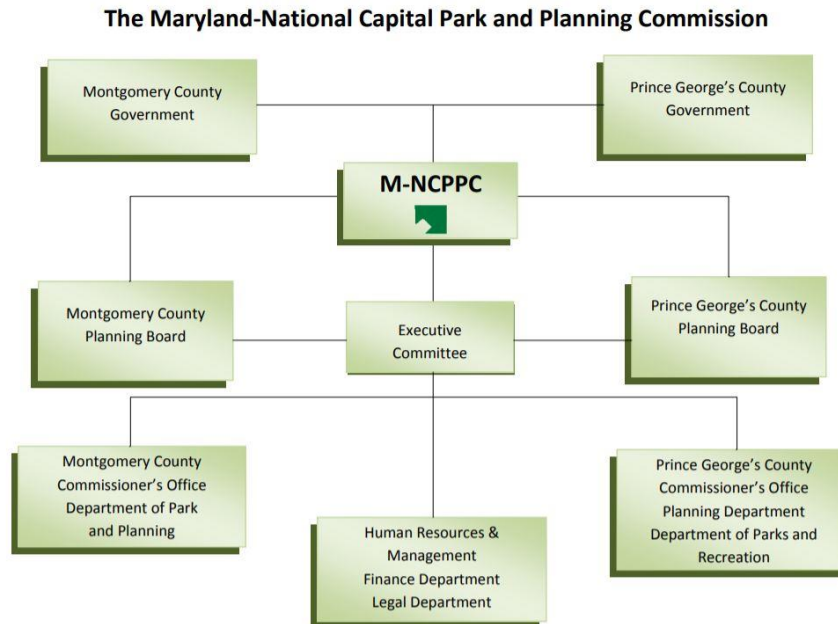
Ongoing Studies / Completed Centers

- Southern Area Aquatics & Recreation Complex (9) – complete Phase 1
- Southern Regional Technology and Recreation Complex (8) – in construction

Calendar or list of upcoming meeting dates – add

Stakeholder Analysis (Internal)

Client Organizational Chart



Internal Stakeholder Groups **EDIT SPECIFIC TO PROJECT**

Group	Individuals	Plan of Engagement
County Government – Executive	<u>Prince George's County Leadership</u> Angela Alsobrooks, County Executive	Gina Ford – Communications Director for Alsobrooks' Office
County Government – Council (Legislative)	<u>District Council Members (include Aides)</u> District 2 Deni L. Taveras District 3 Dannielle M. Glaros District 4 Todd M. Turner District 5 Jolene Ivey District 6 Derrick Davis <u>At-Large Council Members</u> Calvin S. Hawkins Mel Franklin	Engagement will go through Alex Teaff, PAMD Included in early stakeholder meetings; Utilize for connections to communities and awareness-building; Discuss opportunities for project leadership committee or emailed updates to this group Utilize existing Council Member newsletters to advertise public meetings.
M-NCPPC – Planning Board	<u>Planning Board Chair</u> Elizabeth M. Hewlett <u>Planning Board Commissioner</u> William Dorner or TBD	Engagement will go through Claire Worshtil and Tech Team Discuss opportunities for project leadership committee or emailed updates to all commissioners
M-NCPPC and DPR Leadership	Bill Tyner, Director Alvin McNeal Steve Carter Wanda Ramos	Engagement will go through Bridget Stesney and Tech Team Included in early visioning meeting; Updates provided at regular internal meetings through Tech Team

	Asuntha Chiang-Smith, M-NCPPC Executive Director Andree G. Checkley, Prince George's County Director of Planning	Discuss opportunities for project leadership committee
Established Advisory Groups	Parks & Recreation Advisory Board (PRAB) Recreation Councils	Engagement will go through Claire Worshtil and Tech Team
Parks and Recreation Staff	<u>Divisions & Departments</u> Multiple points of contact	Engagement will go through Claire Worshtil and Tech Team Included in early stakeholder meetings; Updates provided at regular internal meetings through Tech Team; Potential for email updates as necessary;

Internal Contacts **EDIT SPECIFIC TO PROJECT**

Name	Title / Role	Email
M-NCPPC Tech Team and Public Affairs		
Bridget Stesney	Chief, Park Planning & Development Division	Bridget.Stesney@pgparks.com
Claire Worshtil	Lead Strategic Park Planner, PPD	Claire.Worshtil@Pgparks.com
Sonja Ewing	Planning Supervisor, PPD	Sonja.Ewing@Pgparks.com
Iyana Moore	Public Information Coordinator, PPD	iyana.moore@pgparks.com
Alexandria Teaff	Public Affairs and Marketing Division	alexandria.teaff@pgparks.com
Design / Communications Firm Name		
	Project Manager	
	Project Executive	
	Recreation Specialist	
	Project Team	
	Engagement Specialist	
Contractor / Support Firm Name		
	Project Executive - Subconsultant	
	Project Team	
	Project Team	
Other Team / Sub-consultant Firm Name		
	Project Team	
Other Team / Sub-consultant Firm Name		
	Project Executive - Subconsultant	
	Project Team	
	Project Team	
Other Team / Sub-consultant Firm Name		
	Project Executive - Subconsultant	

Internal Program Team Check-in Meetings:

- Project/Tech Team: bi-weekly meetings on Wednesdays

Internal Program Team Data Management:

- M-NCCPC will use their Microsoft Teams data management system to store, share, and archive program-related documents (during the current COVID-19 pandemic).
- Consultant will use their data management system (Identify) to store and share program-related documents as required in the contract.

Stakeholder Analysis (External)

Key External Stakeholder Groups

Categories	Groups (SAMPLE ONLY)	Plan for Engagement
General Community	County Residents Service Area Residents Spanish-speaking and Hispanic communities Foreign-born residents Limited English Proficient Communities People of all abilities Hard of hearing and deaf communities	Focus Groups Community Meetings Website Updates
Community Organizations	Hyattsville Library Fairwood Civic Association Northern Gateway CDC Glenn Dale Civic Association Brighter Bites Community Youth Advance College Park – University Partnership Neighborhood Design Center & Central Kenilworth Avenue Redevelopment Authority	
Community & Faith-Based Organizations	Reid Temple Church Holy Trinity Ebenezer Church of God St. Mary’s	
Schools	New Hope Academy University of Maryland Washington Bible College PGCPS – PTA and PTO groups Bowie State DeMatha Catholic High School	
Local Sports Organizations	Boys and Girls Club PG Pride Lacrosse USA Soccer teams, futsal College Park Soccer Clubs Police Athletic League Ronald Cerritos Soccer Academy Langley Park Athletic Association	
Community Leaders	Senator Malcolm Augustine Jolene Ivey (District 5) Jim Chandler, City of Hyattsville	TBD

	Terry Schum, Planning Director, City of College Park	
Municipal & Community Leaders	<p>SA 2: Hyattsville – Jim Chandler Riverdale Park; University Park; North Brentwood; Brentwood; Mount Rainier; Cottage City; Colmar Manor; College Park; Berwyn Heights; Edmonston</p> <p>SA 3: Bowie; Greenbelt</p> <p>SA 4: Cheverly; Landover Hills; New Carrollton; Bladensburg</p>	
Businesses and Potential Private Partners	Kaiser Permanente @ New Carrollton Terrapin Development Corporation	
Envelope Groups - Consideration for Phase II as sites are selected	Ex: businesses, residents, organizations located immediately surrounding selected sites.	

Key External Messaging (to be developed over time):

- Formula 2040 divides Prince George’s County into nine service areas and recommends 1 multi-generational center in each. The facility should be within a 15-minute travel time of the center of the service area. Formula 2040 recommends a feasibility study be conducted for each of the multi-gen centers.
 - o The first multi-generational center was built in Service Area 9 – SAARC (Southern Area Aquatics & Recreation Complex).
 - o The second multi-generational center will be Southern Regional Technology and Recreation Complex in Service Area 8 after completion of the aquatic center in 2021.
 - o This feasibility study process will identify the programs and locations for three multi-generational centers in Service Areas 2, 3, and 4. These services areas have the greatest need for recreation space within the County.
- Other service areas:
 - o A master plan is underway to determine the feasibility of adding an outdoor aquatic component at Walker Mill Regional Park in Service Area 5 per the 2040 recommendations. Fairland in Service Area 1 will undergo a master plan and feasibility study in FY 21/22.
 - o Marlow Heights expansion was recommended in Service Area 7, but the feasibility study concluded that a multi-generational center will not fit on the site. Another location will need to be identified.
 - o A feasibility study will need to be conducted for Service Area 6 in the future.
- Some multi-generational centers will be newly constructed and a new site may be needed to accommodate the center.
 - o **Service Area 2 and 4 (this process)**
 - o Service Area 6, 8 (South Tech Rec), and 9 (SAARC)
- Other multi-generational centers be created by transforming an existing community center and adding space or program components (i.e. aquatics).
 - o **Service Area 3 – Glenn Dale Community Center (this process)**
 - o Service Area 1 – Fairland Sports and Aquatics Center
 - o Service Area 7 – to be determined

Potential Questions and Community Concerns:

- What about my service area?
- Duplication of services in certain areas
- “What happens to other facilities if this is built in my area?”
- Budget concerns
- Competition between service areas
- How much will it cost for me to use this facility?
- What is different or unique about this facility?
- When will I see this in my neighborhood? What’s the timeline for my facility?
- Is my service area the same as my council district? Why not?
- COVID-19 concerns – larger spaces, design, short vs. long-term

Media and Public Relations:

‘Face’ of the Program

- Community Meetings: Iyana Moore/Bridget Stesney
 - Media training
- Meetings with Internal Stakeholders: Iyana Moore/Claire Worshtil
- Big Picture Stories/ Op-Eds: Bridget Stesney/Iyana Moore/Claire Worshtil

Outlets (Where program information will be shared/posted):

- Website: Multi-generational Feasibility Study landing page
- Social Media: Twitter, Facebook, Instagram, NextDoor
- Print Materials: Flyers, postcards
- Press: PGCTV, WPGC Radio Station (advertising), Spanish Radio Stations, Larger outlets for major stories,

News Release Requests

- News release requests are received via the PAMD Toolkit from your Department email address.
- News releases should be requested at least three weeks prior to an event or program. The earlier they are received, the earlier they can be processed.

News Releases

- News releases will be sent to media outlets previously identified.
- A standard news release will be posted under ‘Get Informed’ on www.pgparcs.com the day it is sent to the media.

Engagement Outline

Phase I: Facility Needs & Programming Approaches

What	Who	When
Stakeholder Interview Groups To provide background information and the future vision for each division or department	Aquatics and Athletic Facilities Youth and County-wide Sports Northern Area Operations Building Specific – Glenn Dale CC & Prince George’s Plaza CC Park Planning & Development – Land Acquisitions and Opportunities Special Programs Council Aides – District 2, 3, 4 Public Affairs and Marketing Division	June-August 2020
Focus Groups To inform preliminary program and test draft criteria; to reach special populations or difficult-to-reach communities	Groups of 5-7 individuals Ex: <ul style="list-style-type: none"> - Abilities Groups - ESL/ Limited English Proficient populations - Focused Groups: sports or aquatics 	August – September 2020
Community Meetings Preliminary Goals to be defined during the engagement coordination process: <ul style="list-style-type: none"> • Build awareness of the feasibility studies • Introduce process and outcomes • Understand community vision and ideas – what needs do they have? • Possible outline of program 	General community 3 meetings, 1 per service area	September-October 2020

Phase II: Feasibility Plan Rollout

What	Who	When
Community Meeting Preliminary Goals to be defined during the engagement coordination process: <ul style="list-style-type: none"> - Close the feedback loop 	General community	Fall-Winter 2021

<ul style="list-style-type: none"> - Show community how their feedback was incorporated - Present draft of plan (findings) 		
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Community Meeting Engagement Coordination:

Community/Virtual Meeting Tasks

1. Identify who will be the presenter and producer.
2. Create a “Live Event” in Microsoft Teams, including producers and all presenters. Note: this must be done BEFORE the meeting starts as you can’t add a presenter after the meeting starts.
3. Make sure all presenters and producers know to log into the event on a laptop or desktop and through the Microsoft Teams app. Web browser, tablets (iPads, etc.) and cell phones only work if you are an attendee.
4. When creating the “live event” it will provide an “attendee” link. Be sure to copy the attendee link and use bit.ly to shorten it.
5. Determine how you plan to share the link. Recommend getting RSVPs and then share the link so you have an idea of who’s planning to attend.
6. Create flyer promoting and post on social media at least 2 weeks in advance. Re-share the post at least four times within the 2 weeks. Share across all social media platforms.
7. Create a run of show for the event. This will be helpful for the producer to know which presenter to “make live” throughout the event.
8. Prepare an intro PowerPoint slide letting viewers know the event will start shortly.
9. Host at least two dry runs to test the sound, review the background and equipment. The second dry run should be held at least two days before the event day.
10. Establish protocols for responding to comments. Make sure producer is checking comments, publishing the appropriate ones and alerting the presenters so they can respond.
11. After event is over, download the video and re-share as an “in case you missed it.”

Translation and Interpretation

- English to Spanish translation services can be completed in-house.
- Send copy that needs translation to Alexandra Teaff (Community Outreach and Engagement Manager Alexandra.Teaff@pgparks.com) at least 2 weeks in advance of the due date.
- Large documents or translation jobs that require a very short turnaround can be handled by a translation service. Once the translated documents are received, Alex T. must proofread.

Community Engagement Map:

(To be development)

Communications and Engagement Plan Approval

The undersigned acknowledge they have reviewed the Maryland National Capital Park and Planning Commission Multi-generational Centers Communications and Engagement Plan and agree with the approach it presents. Any changes to this Communications and Engagement Plan must be coordinated with and approved by the undersigned.

Signature: _____ Date: _____
Print Name: _____
Title: _____
Organization: M-NCPPC _____

Signature: _____ Date: _____
Print Name: _____
Title: _____
Organization: _____

Signature: _____ Date: _____
Print Name: _____
Title: _____
Organization: _____