



proud past, promising future

Clark County Comprehensive Parks Plan

Public involvement and outreach, January 2015

Clark County Parks staff and the Senior Communications Specialist, in coordination with Conservation Technix and Community Planning, will conduct an intensive outreach campaign during the first half of 2015 as part of updating the county's comprehensive parks, recreation and open space plan.

The following is a brief synopsis of upcoming campaign that summarizes the public involvement and communications plan developed last summer and the more recent proposal submitted by Conservation Technix.

Objectives

- Identify and engage key stakeholders.
- Focus on low-cost and no-cost ways to publicize the plan update.
- Maximize use of existing email lists to cast a net as widely as possible.
- Seek coverage from CTV and local media to further publicize the plan update.
- Encourage community stakeholders to disseminate information through social media.
- Use the Clark County Parks Advisory Board as a sounding post throughout the process.

Target audiences

- Neighborhood associations and leaders
- Schools, colleges and universities
- Business groups
- Sports leagues and other user groups
- Environmental/conservation groups
- Volunteers

Public involvement/communication tools

- Website – www.clark.wa.gov/publicworks/parks/plan.html
- Online survey – In coordination with Conservation Technix
- CTV/media – Request a CTV segment on the parks comp plan, to run before the first open house.
- Email blasts – Clark County Parks already has assembled a distribution list. In addition, community partners (City of Vancouver, Evergreen Public Schools, etc.) will be asked to distribute information using their lists, as opposed to sharing their lists.
- Open houses – Three in different parts of the county, tentatively scheduled for late February and early March.
- News releases – Issued for the online survey, open houses and final adoption hearings.
- Handouts – Developed with Conservation Technix and used as needed.
- Stakeholder interviews/presentations – Neighborhood Associations Council of Clark County and other key groups.
- Online civic engagement – Use one or more services to promote an online discussion of the parks plan update.