

Parks & Rec Strategic Plan Community Engagement Timeline



PHASE 1 – INFORMATION GATHERING

City-Wide Survey

Timeline: 10/1/2020 – 3/31/2021 (survey open 180 days)

Outreach:

- Sent out on parks & rec listserv (repeating weekly starting 10/1/2021)
- Posted on webpage and parks & rec social media (facebook, twitter, Instagram) (10/1/2021)
- Posted to the City-wide listserv (GovDelivery) that reaches 20,000+ people (2/5/2021)
- Presented at city-wide meeting (2/15/2021)

Methods: Online survey, with option to be done over the phone

Result: 714 respondents completed the survey

Where in the PRSP document: Chapter 2 (PRSP Survey section pp. 38 – 50) & Appendix A

Community Needs Assessment

Timeline: Survey 3/2/2020 – 8/31/2020 (180 days)

Outreach: Surveys mailed to residents, phone surveys conducted (to statistically significant portion of the population, completed by consultant team)

Result: 10 focus groups, 629 respondents completed phone & mail-in surveys (statistically significant population at 95% level of confidence)

Where in the PRSP document: Chapter 2 (CNA section pp. 51-54) & Appendix B

Stakeholder Focus Groups

Timeline: 3/16/2021 – 6/23/2021 (100 days)

Outreach: Online, phone-in survey

Methods: Previous/known stakeholders & those from the survey received email invitations

Result: 17 focus group meetings, with 490 total attendees (for all focus groups)

Where in the PRSP document: Chapter 2 (Focus Groups section pp. 55–58) & Appendix C1

Public Focus Groups

Timeline: 4/21/2021 – 6/29/2021 (70 days)

Outreach: Online flyer

Methods:

- Sent out on parks & rec listserv (repeating weekly starting 2/15/2021)
- Posted on webpage and parks & rec social media (facebook, twitter, Instagram) (2/15/2021)

Result: 6 focus group meetings, with 490 total attendees (for all focus groups)

Where in the PRSP document: Chapter 2 (Focus Groups section p. 59) & Appendix C2

PHASE 2 – ANALYZING

Park Inventory

Timeline: 6/1/2021 – 9/1/2021 (90 days)

Methods: ArcGIS surveys for each park (Detroit IT created an app that was used in the field by the Department's landscape architect team)

Results: Updated data on all amenities in all 304 Detroit Parks

Where it is in the PRSP / available:

- Inventory lists in Chapters 5 & 6 (pp.137 – 209) as well as Appendix E (now compiled into one sheet and posted on the main webpage)
- All parks amenities map on Parkfinder - <https://maps.semcoq.org/parkfinder/?mcd=Detroit&county=all+counties>
- Park GIS data publicly available on the City's Open Data Portal: <https://data.detroitmi.gov/>

Equity Metric

Timeline: 9/1/2021 – 12/1/2021 (90 days)

Methods: Analyzed 18 demographic, health, environment, and access factors to create an equity-based metric of park need, using ArcGIS park inventory and 10-minute walkshed as service area

Results: Detailed demographic, health and environmental data for the 10-minute walkshed service area around all 304 Detroit parks

Where in the PRSP document: Inventory lists in Chapters 5 & 6 (pp.137 – 209) as well as Appendix E

PHASE 3 – APPROVING

90-Day Public Review

Timeline: 4/1/2022 – 6/30/2022 (90 days)

Methods:

- Print copies of PRPS (full document & appendices) available at all open rec centers: Adams-Butzel, Farwell, Kemeny, Lasky, Patton
- Online copy of PRSP (full document & appendices) available on website: detroitmi.gov/parksplan
- Paper surveys for feedback available at the rec centers
- Online surveys for feedback available on website
- Flyers (online & paper copies) to notice PRSP availability & open house/public meeting dates

Outreach:

- Presented the Plan at 9 City-hosted Public Meetings (4/27/2022 – 6/27/2022)
- Notices posted at the rec centers (4/8/2022)
- Sent out on parks & rec listserv (4/1/2022)
- Posted on webpage and parks & rec social media (facebook, twitter, Instagram) (4/1/2022)
- Posted to the City-wide listserv (GovDelivery) that reaches 20,000+ people (5/5/2022)
- Posted on City's calendar of events (for Open Houses / Public Hearings)

Result: Received 200+ responses from, with mainly positive comments and 69 suggested revisions (including suggestions from public hearings)

Where in the PRSP document: Chapter 2 (Focus Groups section p. 60) & Appendix D (lists what and where in the document the revisions were made)

Public Hearings

Timeline: 5/17/2022 – 6/28/2022

Methods:

- East Open House / Public Hearing at Adam-Butzel Rec Center - 5/17/2022
- West Open House / Public Hearing at Butzel Family Rec Center - 5/31/2022
- South Open House / Public Hearing at Patton Rec Center - 6/28/2022

Outreach: See above (under 90-Day Public Review)

Results: See above (under 90-Day Public Review)

City Council Hearing/Approval/Adoption

Timeline: 11/9/2022 – 11/15/2022

Noticed: at City Council session of the whole (noticed through agenda item)- 11/9/2022

Public Comment:

- Discussed at Council /available for public comment: Neighborhood & Community Services Standing Committee – 11/10/2022
- Recording available: <http://detroit-vod.cablecast.tv/CablecastPublicSite/gallery/3?channel=1>

Approval: City Council votes to approve the resolution for adoption of the Parks & Rec Strategic Plan – 11/15/2022