

Dorothea Dix Park MPEC

Master Plan Executive Committee Meeting
8.23.2017



RALEIGH Parks,
Recreation *and*
Cultural Resources
parks.raleighnc.gov

Agenda

- **Outreach & Engagement Strategy**
 - **Communication Strategy**
- **Budget Request to DPC**
- **Next Steps**



Reach

- Reach a diverse audience
- Reach beyond Raleigh

Inform



- Information sharing
- Inform the process



Engage

- Equitable engagement
- Creative engagement

Inspire



- Inspire bold thinking
- Inspire support

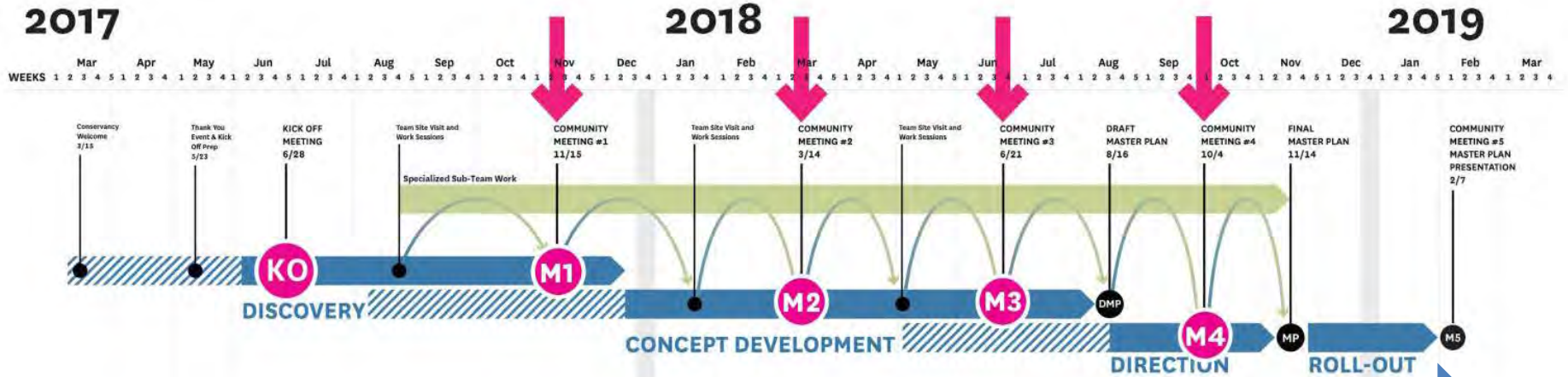
Mix of Traditional, Experiential & Online Engagement Strategies

- Traditional
 - Community Meetings (5)
 - MPEC & MPAC Meetings
 - Workgroup & Stakeholder
- Online
 - Web
 - Neighborland
 - Social Media
- Experiential
 - Bring people to the park
 - Special events
 - Ongoing programs & activities
 - Temporary installations
 - Take the park to people
 - Festivals
 - Education events
 - Community Roadshows

Communication Strategy

- Thorough stakeholder analysis and audience segmentation
 - Over 700 individual stakeholder groups
- Next Steps
 - Awareness campaign
 - Event promotion strategy
 - Social media audit
 - Email strategy and template
 - Website audit

Tied to MVVA Master Plan Schedule



OUTREACH & ENGAGEMENT STRATEGY

COMMUNICATION STRATEGY

Special Events

- Targeted at regional community
- Connected to planning milestones
- Designed to attract a variety of audiences (youth, young adults, retirees, special populations, etc.)
- Opportunities for partnership and sponsorship

Ideas include: Fall History Harvest, Picnic, Spring Bio Blitz, Art to Park



Ongoing Programs & Activities

- Targeted at local community
- Smaller-scale
- Partnership with local organizations
- Thematic: Health, art, nature, science, music
- 3 programs/month

Ideas include: Movie nights, skywatching, yoga, art classes, nature classes, etc.



Temporary Installations

- Showcase regional creativity
- Implement iDEA Raleigh finalists
- Partner with Office of Raleigh Arts (ORA), NCMA, CAM
- 4 installations with ORA match





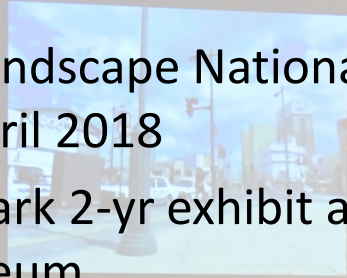
Festivals

- Take advantage of existing festival infrastructure and audience
- Engage large, diverse groups
- 14 festivals identified across calendar year
 - African American Cultural Festival
 - Spark Con
 - NC State Fair
 - Fiesta del Pueblo
 - International Festival



Education Events

- Leading with Landscape National Conference- April 2018
- Dorothea Dix Park 2-yr exhibit at City of Raleigh Museum
- Bring in local and national experts on a regular basis
 - UDC Lecture Series
 - Gil Penalosa



• 2 percent drop in blood pressure
• 16 percent decrease in cortisol

(Y. Miyazaki)





Community Roadshows

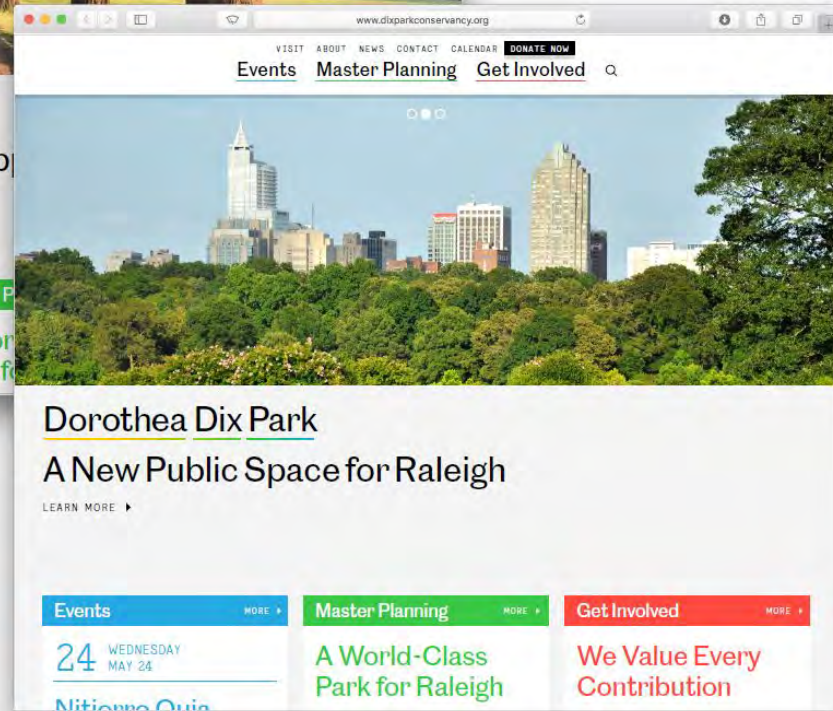
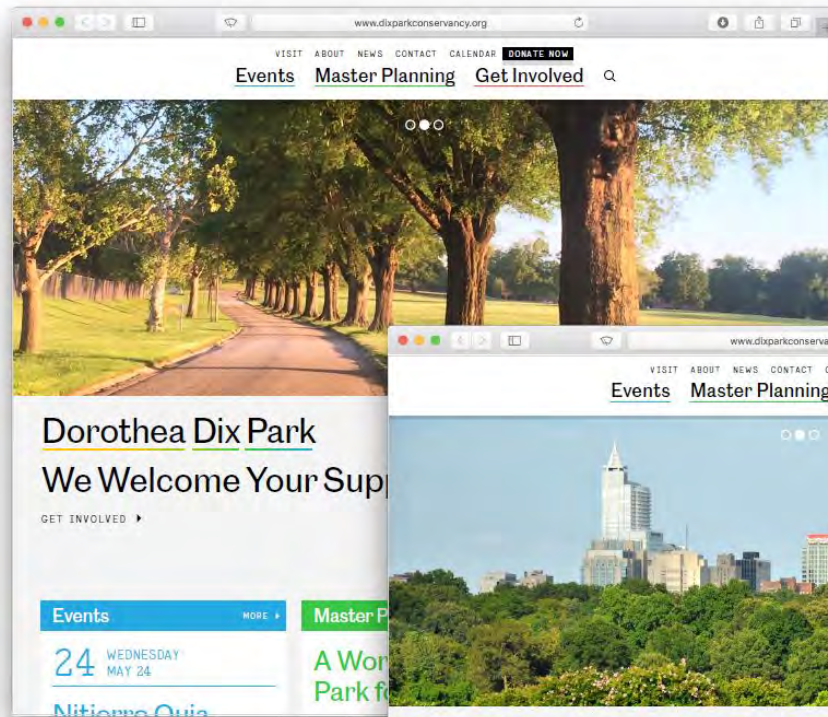
- Take the Community Meeting on the road
- Geographically dispersed (Raleigh & beyond)
- Hosted by partner organizations
 - ALPES
 - Wake County Schools Center for International Enrollment
 - Civic clubs, neighborhood associations, CACs, church groups

Website

DorotheaDixPark.org
DixPark.org

Interim site launch:
Friday, August 25

Full site launch:
Late September



Neighborland

Widget on Website

- Online engagement tool
- Multilingual
- Works across platforms
- Integrated with social media



Conversation Tools



- Passive and active feedback gathering
- Guided by MVVA, informs planning process

Mobile Park Truck



- Take the park and engagement on the road
- Elementary school visits, mobile festival booth



Reach



Inform



Engage



Inspire

- 10 community events
- 28 festivals
- 80 programs
- 4 temporary art installations
- 12 lectures
- 1 national conference
- 1 museum exhibition
- 30+ roadshows
- 5 community forums
- 20+ stakeholder meetings
- 1 website
- 3 social media accounts

Recommendation

- Approve outreach and engagement strategy.
- Approve phase one budget request.
- Direct staff to work with DPC staff to submit request to DPC Executive Board.

Questions?

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DOROTHEA DIX PARK, BY THE NUMBERS

AUGUST 2017

PROGRAMS & EVENTS

82

total programs & events

8,816

participants

SUNDAY IN THE PARK
SUMMER SOLSTICE YOGA
UDC TALKS: BOLD IDEAS FOR DIX PARK
CHILL ON THE HILL

SOCIAL MEDIA, @DIXPARK



2,622

followers

62,720

impressions

*(28-Day Organic Impressions
as of 7/31)*

EMAIL NEWSLETTER

4,485

recipients

42.6%

average open rate

*(The average open rate
for government senders is
26.3%.)*



686

followers



529

followers