Public Engagement

Source:

City of Raleigh
Neighborland
Perry Street Studio LLC

Dorothea Dix Park Master Plan

Community Outreach & Engagement Executive Summary

The City of Raleigh, with the support of the Dorothea Dix Park Conservancy, is leading a generational effort to develop Dorothea Dix Park. This success of this effort lies in the ability to create a deep and meaningful connection between the community and the park. In terms of scale and scope, the outreach associated with the Master Plan is unprecedented in city projects. This strategy presents a thoughtful, coordinated and ambitious approach to meaningful outreach and engagement.

Parks are one of the most democratic spaces in a community. The City of Raleigh has made it a priority to create a diverse and equitable master planning process for Dix Park that serves all of Raleigh's residents and beyond. The Outreach and Engagement Strategy is couched in an equity framework that details the objectives, implementation, and evaluation of an inclusive and accessible planning process.

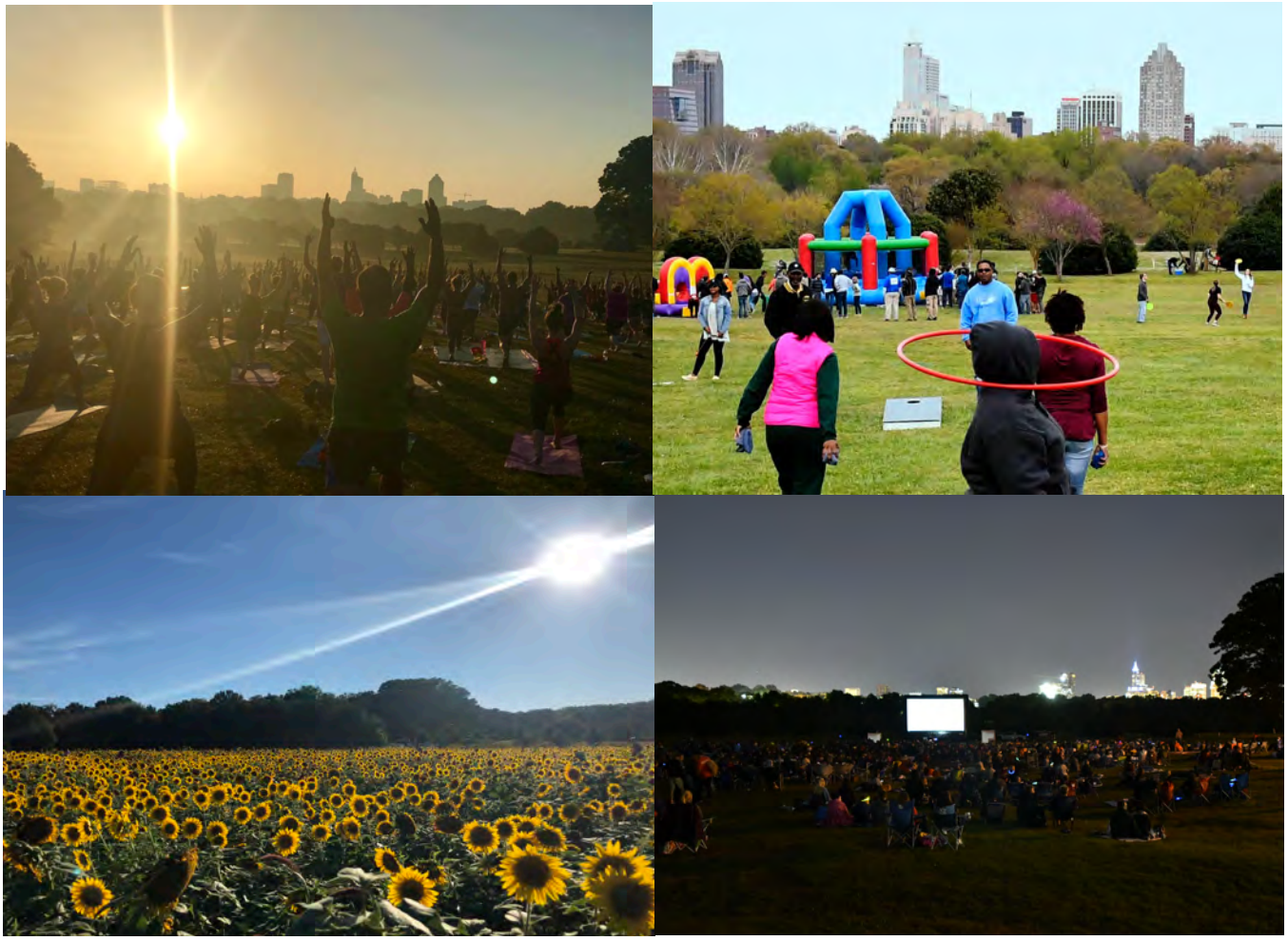
This strategy takes a multi-faceted and flexible approach to outreach and engagement. From traditional community meetings to experience-based events, programs and online participation, this strategy provides multiple channels to reach a broad and diverse audience. The goal is to provide a variety of opportunities for individuals to explore and shape the future of Dorothea Dix Park.

Finally, this strategy was built around the schedule set forth by the Master Plan consultant, Michael Van Valkenburgh Associates (MVVA). Engagement opportunities were be designed to facilitate dialogue between the community and MVVA. The process was iterative with engagement continually informing the evolution of the Dorothea Dix Park Master Plan.

Types of Engagement

Experience Based

- **Special Events-** Special events are targeted at the regional community that bring a large audience to Dix Park. Events are designed to target a variety of participants including youth, young adults, retirees and special populations. Attendance was estimated by tickets reserved on Eventbrite.

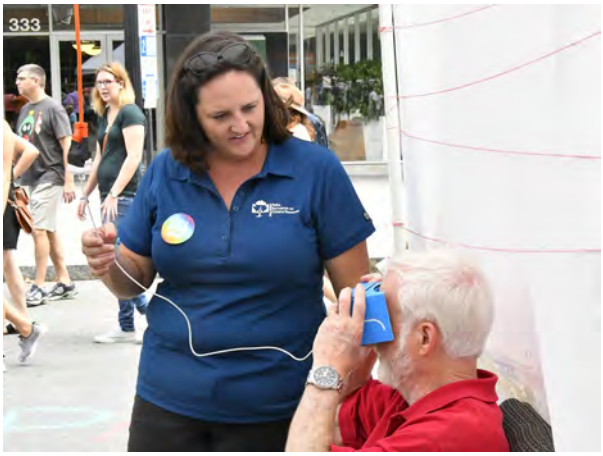


Top Left: Sunrise Yoga 2017; Top Right:Spring Fling 2018; Bottom Left: Sunfest 2018; Bottom Right: Halloween Movie Night 2017

NAME OF EVENT	DATE	ESTIMATED ATTENDANCE
Explore Dorothea Dix Park – Music In The Park!	10/2/2016 14:00	350
Explore Dorothea Dix Park: Movie By Moonlight	3/25/2017 19:30	458
Spring Fling At Dorothea Dix Park! Play Like A Kid Again!	4/9/2017 14:00	424
Explore Dorothea Dix Park: Movie By Moonlight	5/5/2017 20:30	1837

"Do it for the Love" Yoga with C. Jackson and E. Wallace	8/1/2017 17:30	350
Explore Dorothea Dix Park – Skywatching!	8/22/2017 13:00	1328
Movie By Moonlight Halloween Double Feature At Dix Park	10/21/2017 18:00	3294
Prayer Flag Event	05/05/17	370
Explore Dorothea Dix Park – Skywatching!	10/28/2017 19:30	1193
Movie By Moonlight At Dix Park	11/18/2017 17:00	453
Explore Dorothea Dix Park – Skywatching: The Geminid Edition!	12/13/2017 20:00	1200
Spring Fling Adult Egg Hunt At Dix Park	4/8/2018 15:00	4174
Pop-Pupalooza Dog Park At Dix Park	4/29/2018 12:00	2059
Movie By Moonlight At Dix Park – Spaceballs	5/5/2018 19:00	1350
“Light The Woods With Sound” – An Interactive Neon Audio Experiment At Dix Park	5/11/2018 19:00	13936
Neon Art Bike Ride	5/26/2018 19:00	57
Explore Dorothea Dix Park – Skywatching!	6/15/2018 21:00	2487
Movie By Moonlight At Dix Park – Moana	6/16/2018 19:30	1075
Summer Solstice Sunrise Yoga At Dix Park	6/21/2018 5:45	367
Pop-Pupalooza Dog Park At Dix Park	6/23/2018 12:00	1910
Sunfest At Dix Park	7/14/2018 14:00	14756
Skywatching At Dix Park – The Perseid Meteor Shower	8/12/2018 21:00	1822
Movie By Moonlight – Jurassic Park!	9/23/2018 18:30	1791
Fallfest At Dix Park	10/27/2018 11:00	1435
Movie By Moonlight – Halloween Double Feature (Casper And Beetlejuice)	10/27/2018 18:30	173
Pop-Pupalooza Dog Park At Dix Park	11/17/2018 11:00	96
Skywatching At Dix Park – The Leonids Meteor Shower	11/17/2018 18:00	193

- **Festivals-** Raleigh already hosts a lot of great festivals. By having a Dix Park presence at existing events, we have engaged a large and diverse audience in a conversation about the future of Dix Park. Since 2017, the Dix Park team has participated in numerous festivals including:
    - African American Cultural Festival- September 2017 & 2018
    - The International Festival-October 2017
    - SPARKCon-September 2017
    - Hopscotch Design Festival-September 2017
    - Boylan Heights Art Walk-December 2017
    - The International Food Festival-June 2018
    - Raleigh Tamale-March 2018
    - Letterland-May 2018



Top Right: Letterland 2018; Top Right: SPARKcon 2017; Bottom: African American Cultural Festival 2017

- **Programs & Activities-** Ongoing programs and activities targeted at the local community are smaller-scale and include fitness classes, walking tours, art and science programs, etc. Programs and activities are diverse and targeted to different age groups to attract a wide variety of people to Dix Park. Attendance was estimated via ticket reservation on Eventbrite.

Dix Park Public Walking Tour

Name Of Program	Date	Estimated Attendance
A Walking Tour Of Dorothea Dix Park For Sierra Club Members	4/30/2016 14:00	28
Hometown Tourist - A Walking Tour Of Dorothea Dix Park For RHDC Members	6/7/2016 18:00	9
Hometown Tourist - Walking Tour Of Dorothea Dix Park	6/11/2016 9:30	21
Explore Dorothea Dix Park: Painting Portraits For Adults	6/18/2016 10:30	12
Explore Dorothea Dix Park: Wrench And Ride Through The Park	6/25/2016 9:00	40
Explore Dorothea Dix Park - Get Fit At Dix - Yoga!	6/29/2016 18:00	29
Explore Dorothea Dix Park - Get Fit At Dix - Yoga!	7/13/2016 18:00	69

Explore Dorothea Dix Park - Children's Painting In The Park - Pet Portraits!	7/16/2016 9:30	6
Explore Dorothea Dix Park - Painting In The Park For Adults - Pet Portraits	7/16/2016 10:30	12
Explore Dorothea Dix Park - Get Fit At Dix - Zumba!	7/27/2016 18:00	85
Explore Dorothea Dix Park - Get Fit At Dix - C9!	8/10/2016 18:00	36
Explore Dorothea Dix Park - Get Fit At Dix - Yoga!	8/24/2016 18:00	59
Hometown Tourist - A Bus Tour Of Dorothea Dix Park	9/6/2016 17:15	22
Hometown Tourist - A Bus Tour Of Dorothea Dix Park	9/6/2016 17:15	22
Explore Dorothea Dix Park - Get Fit At Dix - Warrior Sculpt!	9/7/2016 18:00	57
Explore Dorothea Dix Park - Intro To Outdoor Photography	9/10/2016 9:00	6
Explore Dorothea Dix Park: Guided Walking Tour	9/12/2016 17:30	40
Explore Dorothea Dix Park - Get Fit At Dix - Yoga!	9/21/2016 18:00	63
Explore Dorothea Dix Park - Plein Air Demonstration	9/24/2016 9:00	12
Explore Dorothea Dix Park - Jazz Improvisation	9/24/2016 10:00	12
Walking Tour Of Dorothea Dix Park For Cor Employees	9/30/2016 13:00	26
Explore Dorothea Dix Park - Get Fit At Dix - Zumba!	10/5/2016 18:00	32
A Walking Tour Of Dorothea Dix Park For League Of Women Voters	10/11/2016 10:30	17
Explore Dorothea Dix Park - Intro To Outdoor Photography	10/11/2016 17:30	10
Walking Tour Of Dorothea Dix Park For Cor Employees	10/14/2016 13:00	25
Explore Dorothea Dix Park - Get Fit At Dix - Yoga!	10/19/2016 18:00	39
Explore Dorothea Dix Park - Urban Sketching For All Ages With Artspace	11/5/2016 10:00	18
Explore Dorothea Dix Park - Urban Sketching For Adults With Artspace	11/5/2016 13:00	18
Explore Dorothea Dix Park - Make A Holiday Swag At The Park For Children	12/3/2016 10:00	11
Explore Dorothea Dix Park - Make A Holiday Swag At The Park For Adults	12/3/2016 11:15	15

Explore Dorothea Dix Park - Intro To Outdoor Photography	1/28/2017 9:00	8
Explore Dorothea Dix Park - Winter In The Wild! Ages 2-6	1/28/2017 14:00	14
Explore Dorothea Dix Park - Love Bugs! For Ages 2-6	2/14/2017 13:00	12
Explore Dorothea Dix Park - Intro To Outdoor Photography	2/18/2017 9:00	12
Explore Dorothea Dix Park - Winter Nature Walk	2/26/2017 10:30	18
Explore Dorothea Dix Park - Eggcellent Adventures! For Ages 2-6	3/9/2017 13:00	13
Explore Dorothea Dix Park - Beginner's Macro Photography	3/11/2017 9:00	12
Explore Dorothea Dix Park - Children's Painting In The Park - Dog Portraits! For Children Ages 6-12	3/11/2017 10:00	13
Explore Dorothea Dix Park - Painting In The Park - Dog Portraits! For Adults	3/11/2017 11:00	7
Explore Dorothea Dix Park - Volunteer! Invasive Species Removal	3/18/2017 9:00	22
Explore Dorothea Dix Park - Spring Nature Walk	3/26/2017 10:30	16
Explore Dorothea Dix Park - The Historic Buildings Of Dix Park	4/4/2017 18:00	27
Explore Dorothea Dix Park - A Burden Too Great To Bear: Dorothea Dix Hospital And The Civil War	4/15/2017 13:00	63
Explore Dorothea Dix Park: Twilight Trek!	4/22/2017 20:00	29
Explore Dorothea Dix Park: Spring Nature Walk	4/23/2017 10:30	17
Explore Dorothea Dix Park - Get Fit At Dix - Nia!	4/29/2017 10:00	60
Explore Dorothea Dix Park: National Bike Month	5/20/2017 8:30	35
Explore Dorothea Dix Park: Origami In The Park! For Youth Ages 10-15	5/21/2017 11:00	12
Explore Dorothea Dix Park: Origami In The Park! For Ages 16+	5/21/2017 12:30	12
Explore Dorothea Dix Park - Urban Sketching For All Ages With Artspace	5/27/2017 10:00	26
Explore Dorothea Dix Park - Urban Sketching For Adults With Artspace	5/27/2017 13:00	16
Sunday In The Park: A Concert Series At Dix And Fletcher Parks	6/4/2017 18:00	356
Explore Dorothea Dix Park: Lightning Bug Fun! (Ages 2 And Up)	6/8/2017 19:00	46

Sunday In The Park: A Concert Series At Dix And Fletcher Parks	6/11/2017 18:00	153
Sunday In The Park: A Concert Series At Dix And Fletcher Parks	6/18/2017 18:00	218
Explore Dorothea Dix Park: Tracks And Traces (Ages 2 And Up)	6/21/2017 13:00	20
Explore Dorothea Dix Park: Summer Solstice Yoga With Carrington Jackson And Happy+Hale	6/22/2017 5:45	319
Sunday In The Park: A Concert Series At Dix And Fletcher Parks	6/25/2017 18:00	211
Sunday In The Park: A Concert Series At Dix And Fletcher Parks	7/2/2017 18:00	296
Sunday In The Park: A Concert Series At Dix And Fletcher Parks	7/9/2017 18:00	233
Sunday In The Park: A Concert Series At Dix And Fletcher Parks	7/16/2017 18:00	505
Explore Dorothea Dix Park: Mini Beasts! (Ages 2 And Up)	7/19/2017 13:00	11
Sunday In The Park: A Concert Series At Dix And Fletcher Parks	7/23/2017 18:00	151
Explore Dorothea Dix Park: Chill On The Hill!	7/25/2017 18:00	97
Sunday In The Park: A Concert Series At Dix And Fletcher Parks	7/30/2017 18:00	320
Sunday In The Park: A Concert Series At Dix And Fletcher Parks	8/6/2017 18:00	225
Explore Dorothea Dix Park: Water Wonders (Ages 2 And Up)	8/16/2017 13:00	36
Dying To Belong - A Classic Lifetime Movie At Dix Park	9/14/2017 19:00	123
Explore Dorothea Dix Park - Fall Nature Walk	9/24/2017 10:30	17
Walking Tour Of Dorothea Dix Park	9/27/2017 17:30	31
Explore Dorothea Dix Park: Pumpkins (Ages 2-6)	10/4/2017 11:00	18
Trolley Tour Of Dorothea Dix Park	10/18/2017 11:00	25
Keep Dix Park Beautiful! Help With Mulching At Dix Park	10/28/2017 9:00	33
Trolley Tour Of Dorothea Dix Park	11/1/2017 17:00	19
Explore Dorothea Dix Park - Treemendous Trees (Ages 2-6)	11/15/2017 11:00	15
Explore Dorothea Dix Park - Twilight Trek	11/16/2017 17:15	15

Explore Dorothea Dix Park - Winter In The Wild (For Children 2-6)	1/31/2018 11:00	15
Explore Dorothea Dix Park - Love Bugs! For Children 2-6	2/14/2018 11:00	13
Dorothea Dix Park Winter Birding Hike	2/18/2018 10:30	7
Explore Dorothea Dix Park - Eggcellent Adventures (For Children 2-6)	3/14/2018 11:00	15
Explore Dorothea Dix Park - Metamorphosis Madness! (For Ages 2-6)	5/16/2018 11:00	14
Hometown Tourist - Bus Tour Of Dix Park	5/21/2018 17:30	24
Explore Dorothea Dix Park - Shake Your Tail Feathers (Ages 2-6)	6/20/2018 11:00	15
Explore Dorothea Dix Park - Bug Safari	7/19/2018 11:00	18
Explore Dorothea Dix Park - Feathered Friends	8/8/2018 11:00	13
Explore Dorothea Dix Park - Dinosaurs And Fossils	9/5/2018 11:00	15
Explore Dorothea Dix Park - Hiding Underground	10/10/2018 11:00	15
Explore Dorothea Dix Park - Web And Their Weavers	11/15/2018 11:00	12
Explore Dorothea Dix Park: Guided Walking Tour	Repeating Event	40
Get Fit At Dix - Yoga In The Park	Repeating Event	30
A Walking Tour Of Dorothea Dix Park For PRCR Board Members	Repeating Event	12
Hometown Tourist - A Walking Tour Of Dorothea Dix Park	Repeating Event	35
Hometown Tourist - A Bus Tour Of Dorothea Dix Park	Repeating Event	22
Explore Dorothea Dix Park - Volunteer! Invasive Species Removal	Repeating Event	40
Raleigh Group Fitness Pop-Up Workout At Dix Park	Repeating Event	44
Explore Dorothea Dix Park - Volunteer! Invasive Species Removal	Repeating Event	40

- **Walking Tours and Presentations**
    - In addition to walking tours provided to the general public, the Dix Park City Staff gave 138 walking tours, 23 driving tours and 92 presentations community groups and local businesses to educate people about the past, present, and future of Dorothea Dix Park. Presentations and tours were given for the following groups:

Neighborhood and Community Groups

American Association of Retired Persons
Atlantic CAC
Bedford at Falls River HOA
Boy Scouts-Occoneechee Council
Boylan Heights Neighborhood Association
Capital City Rotary Club
Carolina Country Club
Central Citizens Advisory Council
Colonial Dames
Crabtree Rotary Club
East CAC
El Pueblo
Executives Club of Raleigh
Five Points CAC
Forestville CAC
Fuller Heights Neighborhood Association
Girl Scouts
Glenwood CAC
Hillsborough CAC
Hillsborough Street Community Service Corp
Junior League of Raleigh
Kirby Bilyeu Neighborhood Association
Kiwanis Club
Lake Lynn Group
Leadership Raleigh
Midtown CAC
Mordecai CAC
North CAC
North Central CAC
North Hills Club
North Raleigh Exchange Club
North Raleigh Rotary Club
Northeast CAC
Northwest CAC
Raleigh Adventure Club
Raleigh Relic Society
Readers Club NC
Rotary Club of the Capital City
Senior Clubs-Five Points Center
South CAC
South Central CAC
Southeast CAC
Southwest CAC
Springmoor Retirement Community
Swift Creek Community
The Cardinal
Triangle Chapter of the Military Officers Association (MOAA)
Wade CAC
West CAC
West Raleigh Rotary Club

Environmental Groups

Coley Forest North Garden Club
Down to Earth Garden Club
Duke Gardens Piedmont Prairie Project
Exploring North Carolina
Inter Faith Food Shuttle
JC Raulston Arboretum
National Audubon Society
NC Museum of Natural Sciences
Raleigh Garden Club
Sierra Club
Capital Group Teen Service Corp
Triangle Land Conservancy
Wake County Soil and Water

Faith Based

Catholic Diocese
Christ Church
Church Fellowship Committee
Racial Awareness Religious Education
St. Michaels Episcopal Church
Treasuring Christ Church (TCC)
Western Boulevard Presbyterian
White Memorial Presbyterian Church

Arts and Culture

Arts Commission
Burning Coal Theater Company
Contemporary Art Museum of Raleigh
Carolina Ballet
City of Raleigh Arts Commission
Deep South Entertainment
Imurj
Marbles Kids Museum
NC Department of Cultural Resources
Public Art and Design Board
Raleigh Fine Arts Society
Raleigh Little Theater

Professional Organizations

American Institute of Architects-NC
American Planning Association-NC
American Society of Civil Engineers
American Society of Landscape Architects
CONNECT-IONS 81.2
Leadership Raleigh
Professional Engineers of NC
Raleigh Professional Women's Forum
Triangle CREW
Urban Land Institute

Nonprofits

Advocates for Health in Action
AJ Fletcher Foundation
Alliance Medical Ministry
Capital Area Food Network
Downtown Raleigh Alliance
Greater Raleigh Convention and Visitors Bureau
Healing Transitions
Helping Hands Mission
International Coalition of Sites of Conscience
John Locke Foundation
National Alliance on Mental Illness
North Carolina Futbol Club
Neighbor to Neighbor
Preservation North Carolina
Raleigh Chamber of Commerce
Raleigh City Farm
Raleigh Historic Development Commission
The Cultural Landscape Foundation
Triangle Community Foundation
Triangle J Council of Governments

Institutions and Government

Congressman Price and Staff
State Department of Agriculture
State Department of Environmental Quality
Historic Resources and Museum Advisory Board
Junior Interpreters Program-COR Museum
Parks, Rec and Greenways Board
Raleigh Historic Cemeteries Advisory Board
Raleigh Environmental Advisory Board
Raleigh Urban Design Center
Statewide Economic Conference
Wake County Economic Development
Wake County Human Services

- **Temporary Installations-** Raleigh is a creative community. Over the past two years, we have used Dix Park as a canvas to showcase that creativity AND get people talking about the Park's future. Installations included temporary art projects from the City's iDEA Raleigh competition and temporary installations with the Office of Raleigh Arts:

  iDEA Raleigh Winners
  - Parkour course with Enso Movement at Spring Fling-April 2018
  - Pop Up Mile with Sir Walter Miler- October 2017 and 2018
  - Kite Pavilion with Tactile Studios and Clark Nexus -June 2018

  In partnership with the Office of Raleigh Arts
  - Art in Bloom- March 2018
  - Light the Woods with Sound, with Glas Studio- May 2018

Light the Woods with Sound, May 2018

- **Education Events and Conferences** - One of the responsibilities of the planning process is to elevate the Design IQ of the community. Through a series of fifteen educational events we have created opportunities for the community to learn from local and national experts on a variety of topics relevant to the development of Dix Park. In addition, we hosted The Cultural Landscape Foundation national conference in Spring 2018 and presented about Dorothea Dix Park at eight additional conferences/symposiums including:
    - Innovate Raleigh
    - CONNECT-IONS 81.2
    - NC Urban Forestry Conference
    - Institute for Urban Parks
    - Dig In!
    - Raleigh Urban Design Conference
    - The Perennial Plant Conference
    - Growing IN Place Symposium
    - Rabb Symposium on UrbanSustainability

Florence Williams Lecture at NCMNS & Mickey Fearn Lecture at City of Raleigh Museum

*indicates the lecture was part of the 2017 UDC Talks: Bold Ideas for Dix Park

Name Of Education Event	Date Of Event	Attendance
Inventive Culture And Raleigh's Future*- Aly Khalifa, Chief Innovation Officer And Co-Founder Of Oceanworks And Design Box	5/17/17	50
A Renewed Focus On The Public Realm*- Ken Greenberg, Principal Of Greenberg Consultants Inc.	5/17/17	50

Biophilic Design: Making Raleigh A Healthy Habitat*- Robin Moore, Ncsu Director Of The Natural Learning Initiative And Professor Of Landscape Architecture	6/21/17	50
Your Brain On Nature: Awe, Biophilia And Our Nature Neurons*- Florence Williams, Author Of *The Nature Fix*	6/21/17	280
Inclusivity As A Core Value*- Mickey Fearn, Ncsu Professor In The College Of Natural Resources And Former Deputy Director Of The National Park Service	7/19/17	50
Landscapes To Remember*- Walter Hood, Creative Director And Founder Of Hood Design Studio	7/19/17	250
Primitive Ways In An Accelerated World*- Patrick Dougherty, Sculpture Artist	8/16/17	50
Going Sane - A Documentary On Mental Health Care	9/11/17	27
Designing For The Commons*- Ghigo Di Tommaso, Associate At Gehl	9/20/17	50
Community History Of Dix Hill*- Robert Allen, Director Of Community Histories Workshop At Unc-Chapel Hill	10/18/17	50
Planning Dix Park With Michael Van Valkenburgh	11/17/17	250
Mobility As A Force For Health, Wealth & Happiness- Gil Penalosa Founder And Chair Of 8 80 Cities; Ambassador, World Urban Parks; President, Gil Penalosa & Associates	12/6/17	345
Breakfast Work Session With Gil Penalosa	12/7/17	34
From Memory To Action- Elizabeth Silkes, Executive Director Of The International Coalition Of Sites Of Conscience	1/23/18	308
The Cultural & Historical Landscape Of Dorothea Dix Park- Suzanne Turner, Principal Of Suzanne Turner Associates	4/12/18	23
A Burden Too Great To Bear: Dorothea Dix Hospital And The Civil War – Ernest Dollar, Director Of City Of Raleigh Museum And Pope House Museum	4/12/18	196
Black Faces, White Spaces: Reimagining The Relationship Of African Americans To The Great Outdoors- Carolyn Finney, Writer, Performer, & Cultural Geographer	10/18/18	224

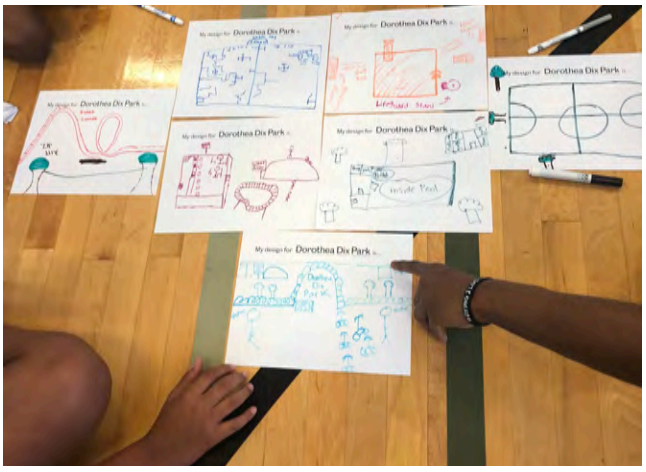
- **Community Roadshows-** We recognize that due to geographical and socioeconomic barriers, not everyone can participate in a traditional planning process or visit Dix Park. Therefore, we created a series of community roadshows that took the Dix Park and the planning process to the community. We hosted six community roadshows after the first two public meetings. The roadshows were very poorly attended so we took a different approach to deepen community engagement in under-represented communities. This included direct outreach through existing community park facilities, mobilization of the PRCR Ambassador program, and leveraging relationships and opportunities through the Dix Park Conservancy.

- **Summer Camps -** During the summer of 2018, City Staff led tours and design sessions with the Parks Recreation and Cultural Resources (PRCR) summer camps and YMCA Summer Camps. During the summer design sessions, kids were asked, "How do you feel when you play?" and "How do you want to feel when you play?" They were then asked to design a park that would help them feel how they want to. Both the designs and the feelings were shared with MVVA. Statistics on the 2018 summer outreach is below.

PRCR Summer X-Press Camp
36 Sites
1,388 Kids Ages 5-13
168 Camp Counselors

Teen X-Treme X-travaganza
1 Site
108 Teens Ages 12-14
28 Camp Counselors

YMCA Summer Camp
4 Camps
400 Kids
50 Counselors



Teen X-Treme X-Travaganza August 2018, & YMCA Camp Kraft Tour July 2018

In January 2019, a state-wide youth conference was be held in Raleigh hosted by the Raleigh Youth Council. The conference included tours of Dix Park for all 110 attendees as well as a park programming design session.

- **Schools and University Engagement-**Throughout the master planning process, the Dix Park City Staff worked with multiple classes and professors from surrounding universities and schools. These included the following:

Wake STEM Early College High School
Governor Morehead School
Hunt Library
Lacey Elementary
NC Central University
NC State University
    Caldwell Fellows
    College of Design
    College of Natural Resources
    Natural Learning Initiative
    Osher Lifelong Learning Institute
Project Enlightenment Saint Augustine's University Shaw University
St. David's School
St. Francis Assisi

St. Mary's School
St. Timothy's
UNC at Chapel Hill
    Communities Histories Workshop
    Dept of City & Regional Planning
    Gillings School of Public Health
    School of Medicine
University of Virginia
Wake County Public Schools Wake Technical Community College Washington Elementary School William Peace University

Additionally, the Dix Park City Staff worked with a group of the NCSU Caldwell Fellows to design an event specifically for college students to give feedback on the master plan and future events at the park. In planning for the event, the Caldwell Fellows brought together Student Government Presidents from each college in Wake County: Shaw University, St. Augustine's, NC State, William Peace University, Wake Tech, and Meredith College. Over 400 students from these surrounding colleges attended the event.

University Remix Event, Transfer Co. Food Hall-October 2018

Traditional Engagement

- **Community Meetings**- In partnership with MVVA, we have hosted four out of five large-scale community meetings across the 20-month planning process. The community at large has been invited to participate in these forums. Attendance numbers are based on Eventbrite tickets.

Name of Meeting	Date of Meeting	location of meeting	Estimated Attendance
Community Meeting #1	11/16/2017	Hunt Library	357
Community Meeting #2	03/22/2018	AJ Fletcher Theater	300
Community Meeting #3	6/13/2018	Haywood Gym	515
Community Meeting #4	10/4/2018	Raleigh Union Station	439
Community Meeting #5	02/6/2019	Raleigh Convention Center	TBD

- **Master Plan Executive Committee (MPEC) Meetings-** the Master Plan Executive Committee were held quarterly during the beginning of the planning process. The frequency was upped to bi-monthly during the last six months of the planning process.
- **Master Plan Advisory Committee Meetings-** The Master Plan Advisory Committee met bi-monthly during the planning process. Towards the end of the planning process, the committee met monthly.
- **Workgroup Meetings-** The Workgroups met quarterly during the planning process.
- **Stakeholder Work Sessions-** In addition to large-format community meetings, MVVA hosted smaller discussions with key stakeholders including neighboring institutions to the park, city and state agencies, local designer groups, and local wildlife experts. The Executive Committee furthered and supported that outreach through additional stakeholder discussions.

Left: Community Meeting #3 June 2018; Right: Community Meeting #1 November 2017 Park virtual reality

Community Meeting #4-October 2018

Online Engagement

Online engagement is a key strategy to increase citizen participation in the planning process by providing flexible access to participate whenever and wherever convenient.

- **Website**- We created and continue to improve a dedicated website for Dorothea Dix Park. The interim website launched at the end of August 2017 with the full site launch mid-September. Not only is the website a place for information sharing but it provides a platform for the community to voice their opinions on the future of Dix Park.
- **Neighborland-** We utilized Neighborland, an online engagement platform, to empower citizens to collaborate with each other, staff, and the design team during the master plan process. Citizens were able to contribute ideas during the 18 month community engagement process, and also review and comment on the entire Draft Master Plan and Appendix during a focused two-week public comment period . https://neighborland.com/ . From 2017-January 2019, Neighborland participation totaled to:
    - 14,000 Participants Online
    - 22,508 Sessions
    - 92,000 Page Views
- **Social Media**- For the first time in the Parks Recreation and Cultural Resources history, the City created social media accounts specifically dedicated to this one park. Dorothea Dix Park now owns and operates accounts on Twitter, Instagram and Facebook all of which dramatically help build awareness about the park. Dix Park Staff uses social media to inform about the master plan, promote events, share the rich history of the site, listen to the pubic and to fund-raise for the park.

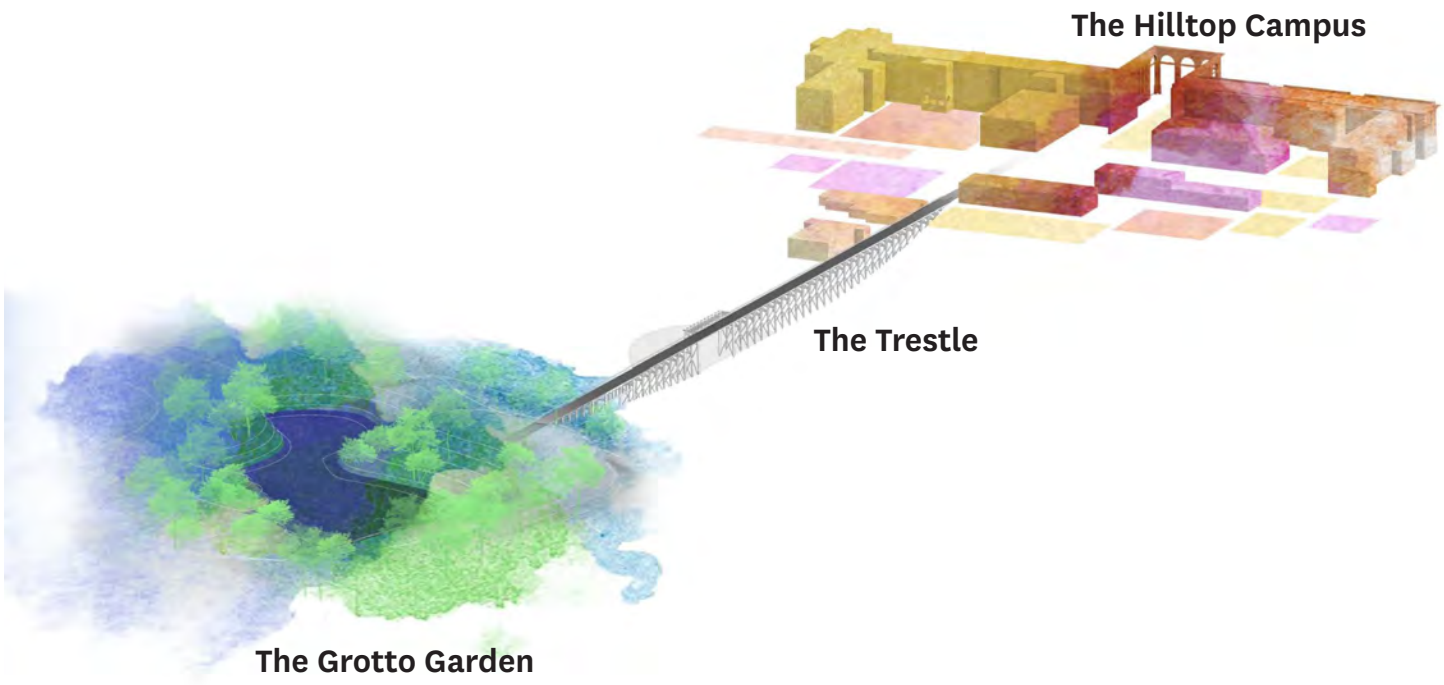
Specific Feedback

The following pages highlights some of the master plan proposals and show some of the community feedback that informed those designs. Community feedback in these pages was drawn from Neighborland, festival outreach, events held at the park, conferences, Executive, Advisory and Workgroup meetings, City Council Work Sessions, and focus group meetings.

Design table from "Imurj-ing ideas for Dix Park"--Dix Park Event at Imurj.

Trestle + Portico

- There has to be a grand gesture to the park.
  -Executive Committee Member
- There should be a grand moment of arrival.
  -Designer's workshop
- To me this is the most important building of the park to preserve. It would be an absolute mistake to destroy this historic building designed by AJ Davis. In addition, to recreate his original magnificent portico would just be icing on the cake!
  -Neighborland



Amphitheater + Brewery

- Industrial spaces (chiller plants motor). Make a brewery and beer garden, think German. -Event feedback

- 188 neighbors want venues for concerts and music festivals at Dix Park. -Neighborland

- The park needs a space for large music performances. -Advisory Committee Member

- The arts and theater are a must! -Event Feedback

- The amphitheater in the park is one my favorite aspects of the site plan. As a musician, music lover, and neighbor of the park, the idea of biking/ walking/taking transit to see a killer show with 5k - 7k others is a dream! - Please keep the capacity in that 5-10k range so the venue can draw big names and hold multi act festivals. -Neighborland

The Ridge

- 76 neighbors want to adaptively reuse the buildings at Dix Park. - Neighborland
- It's great that you're thinking about the arts in this area since they're such an important piece of what makes Raleigh a great place to live. -Neighborland
- As a parent, I enjoy a nice day or evening out with my husband and three kids. Having a casual dining atmosphere where we can enjoy an adult conversation while our kids play at a close enough proximity that we can still observe them is an ideal date night and family outing combined.
  -Neighborland
- 11 neighbors want to remove most buildings, make others public, and expose the original hospital foundation at Dix Park.-Neighborland

The Event Hub

- I want a place for
  home grown festivals and
  street parties. -Neighborland

- I want a large open space for
  hosting
  large events and
  public gatherings. -Event
  Feedback

- My grandmother is in a wheel
  chair. I want a way that she
  can get into the heart of th
  park.
  -MPAC Member

- 176 neighbors want gathering
  places at Dix Park
  -Neighborland

- What Raleigh really needs
  is more functional "open
  space." As local residents
  point out, there are
  already plenty of parks in
  the city. But the
  interesting thing about
  the Dorothea Dix site is
  that it is one of the few
  (other than Pullen Park)
  that provides a large
  swathe of open space near
  the center of the city
  (which over time will only
  tend to become more and
  more densely inhabited).
  -Neighborland

The Meadow

- My favorite part about Dix Park today is the big field. - Workgroup member

- I want a place I can run forever.
  -PRCR Summer Camper
- 206 neighbors want open and green spaces at Dix Park.
  - Neighborland
- I want to feel freedom in Paradise.
  -4-year-old at Pullen Park Letterland

- It would be great to include a restored Piedmont Prairie in this area. There are excellent examples at Duke Gardens and at the North Carolina Botanical Garden. That would provide another great connection with nature, help bees/pollinators, and also connect visitors with the history of the Piedmont. Given the role of this park in connecting people with history and nature, having a historic Piedmont prairie in a place called "the meadow" seems like a perfect fit!
  -Neighborland, Rua M.

Grotto Garden

- I would like to see a large water feature like they have in NYC's Central Park. A large lake only about 2 feet deep where you could sail little toy boats, wade in the water, etc.
  -Mailed in Post Card
- There has to be water at the park. Water has an amazing and calming way about it. Even if I've had a stressful day , I always feel relaxed day , I always feel relaxed when I walk by water.
  -Workgroup Member
- I believe water features are primal and these will be a magnet for many visitors to Dix Park.
  -Neighborland

The Creek

- There should be a water feature that people can play in.
  -Imurj Event
- This is great opportunity to expose and regenerate the original landscape of Raleigh around Dix Park. We are lucky to have this new park and better do it right!-Neighborland
- I like moving water because there are less bugs and because it feels good to feel the water on your feet.
  -Event Feedback, girl age 10
- This section is well done and in keeping with all that has been proposed leading up to this. I especially like the Picnic Area and the Lawn Overlook on the eastern end of the park as these will be favorite spots for many. I can see wonderful options for the bridge over the creek on the western side of the Small Boat Pool.
- It's so hot in the summer! I want to play in water!-YMCA Camper

Urban Farming

- I want an urban farm teaching the community where food comes from.
  -Dig In! Conference

- Community gardens would be a great way to bring people together in the park.
  -MPAC Member

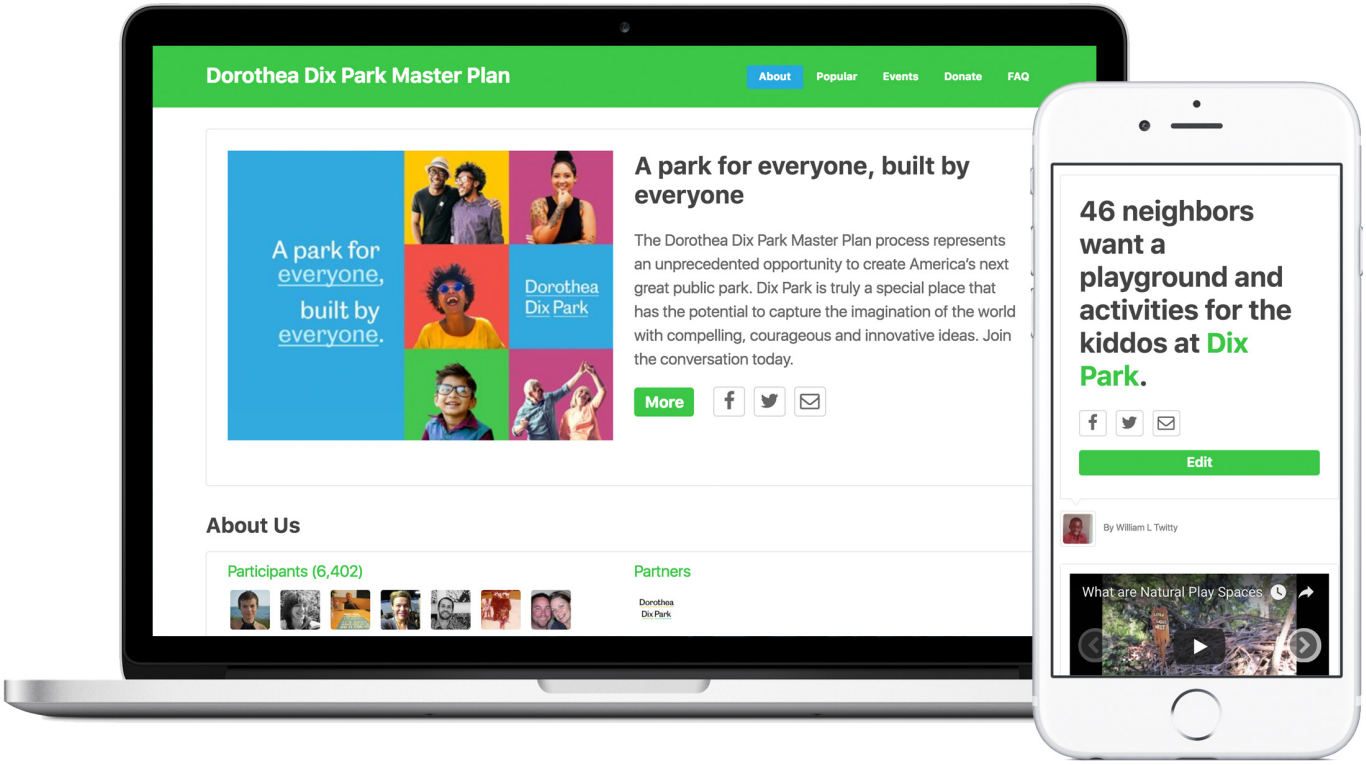
- 174 neighbors want an urban food forest, farm, or community garden at Dix Park.-Neighborland

- It would be so cool to see a community garden and/or edible forest somewhere in the park!
  -Neighborland

The Landbridge

- View the site as an opportunity, pallet of biodiversity... a boundless space for exploration and connection with nature. A place to connect local kids with nature.
  -Neighborland
- 173 neighbors want a land bridge Across Western Boulevard connecting Pullen Park and Dix park.
  -Neighborland
- Preserve the creek area and make bridge connections to the greenway.
  -Email to info@dixpark
- The park needs to be accessible and connected to our greater park system
  -MPAC Member

Neighborland



Neighborland

The Dix Park Team utilized Neighborland, an online engagement platform, to empower citizens to collaborate with each other, staff, and the design team during the master plan process. Neighborland helped the city have an extensive public reach for this project. Citizens were able to contribute ideas during the 18-month community engagement process, and also review and comment on the entire Draft Master Plan and Appendix during a focused two-week public comment period. The following are statistics provided by the Neighborland Team on the Dix Park Project. From 2017-January 2019, Neighborland participation totaled to:

- 14,000 participants online
- 22,508 sessions
- 92,000+ page views
- 1,300+ hours (80,000 minutes) of engagement

Insights (ideas, comments, comment replies, ratings, survey responses)

- We collected 5,000 insights (ideas, votes, comments, survey responses) during the 18-month engagement
- We collected over 1,000 comments on the Master Plan over the past two weeks. 93% of comments received were positive (60%) or neutral (33%).
- We delivered 97,000+ emails

Sentiment Analysis and Equal Voice for Public Comment Period

During the two-week public comment period from January 4th through January 18th, we collected over 1,000 comments, comment replies, and comment ratings on the Draft Master Plan. We scored comments with an independent natural language processing tool (Google Cloud Natural Language, Sentiment Analysis). 90% of all comments on the Master Plan were positive (53%) or neutral (37%). We then calculated an aggregate score was based on the principle of equality of voice, where each resident is given an equal "seat at the table." This allows us to prevent individual residents from dominating the conversation by re-posting the same feedback. 93% of comments received were positive (60%) or neutral (33%).

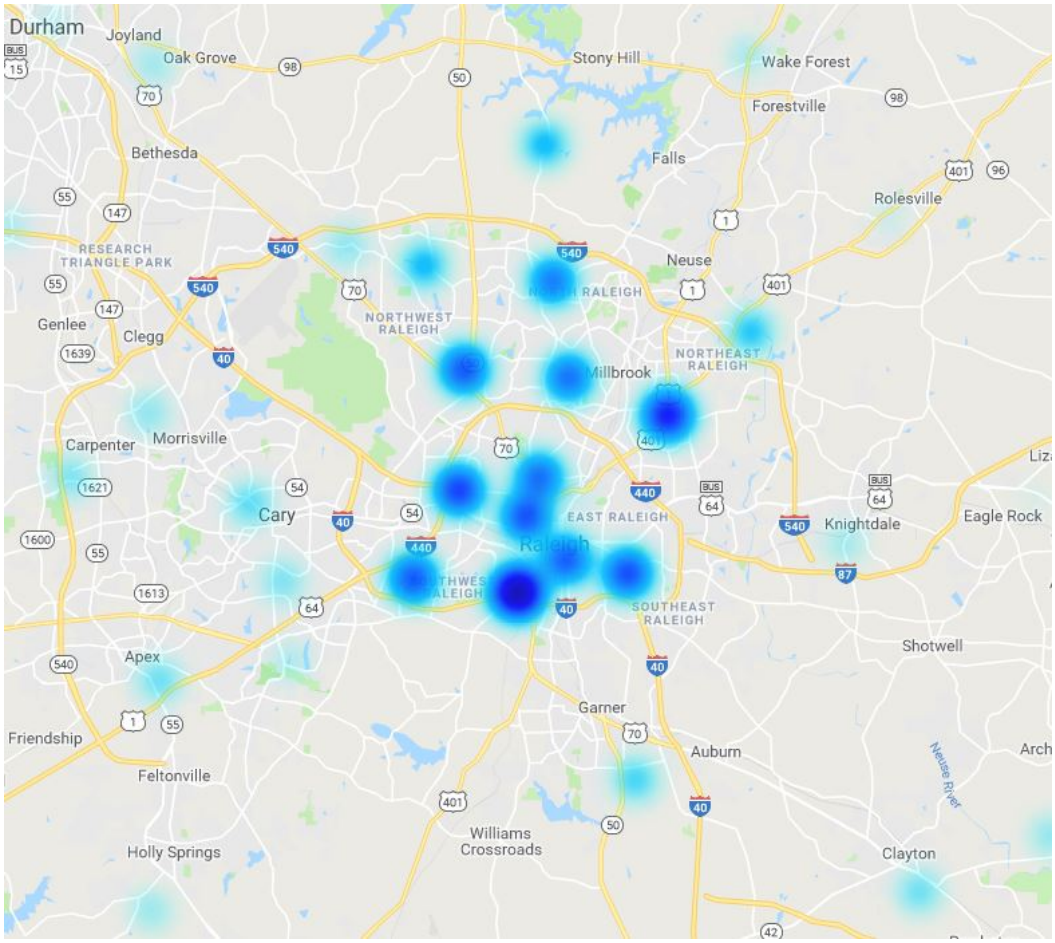
Google Analytics

Neighborland leveraged Google Analytics' best in class measurement, demographics, and data visualization tools for all visitors to the website. Note that residents were able to read the Master Plan without signing in but were required to sign in to comment for verification purposes.

Demographics

Data we collected was representative of City of Raleigh residents, based on 2016 population estimates from the US Census Bureau:

- Balanced participation across gender (48.5% women)
- Balanced participation across age (6% 18-24, 28% 25-34, 24% 35-44, 19% 45-54, 14% 55-64, 8% 65+). We skewed a bit younger in online participation, which is consistent with most of our projects (ex. 18% of Raleighites are 25-34, where as 24% of our participants were 25-34)
- 99% of participants participated in English
- Top ten zip codes: 27603 (11%), 27604 (7%), 27607 (6%), 27610 (6%), 27605 (5%), 27612 (5%), 27606 (5%), 27601 (5%), 27608 (4%), 27609 (4%) ... Insight: equal representation across council districts
- Visitors from 137 towns and cities in NC (80% NC, 75% Wake County, 65% Raleigh), 49 states, 64 countries
- Note that we did not collect race, education level, or total household income



Heat map of Neighborland user engagement by location.

Marketing

Referrals to the website across all sources:

- 27% Facebook
- 24% Dix Park emails
- 14% Dix Park website
- 10% Twitter
- 10% Neighborland automated emails
- 4.6% Raleigh.gov
- 1.8% Instagram
- 1% each: News & Observer, ITB Insider, DT Raleigh, Ashton's email

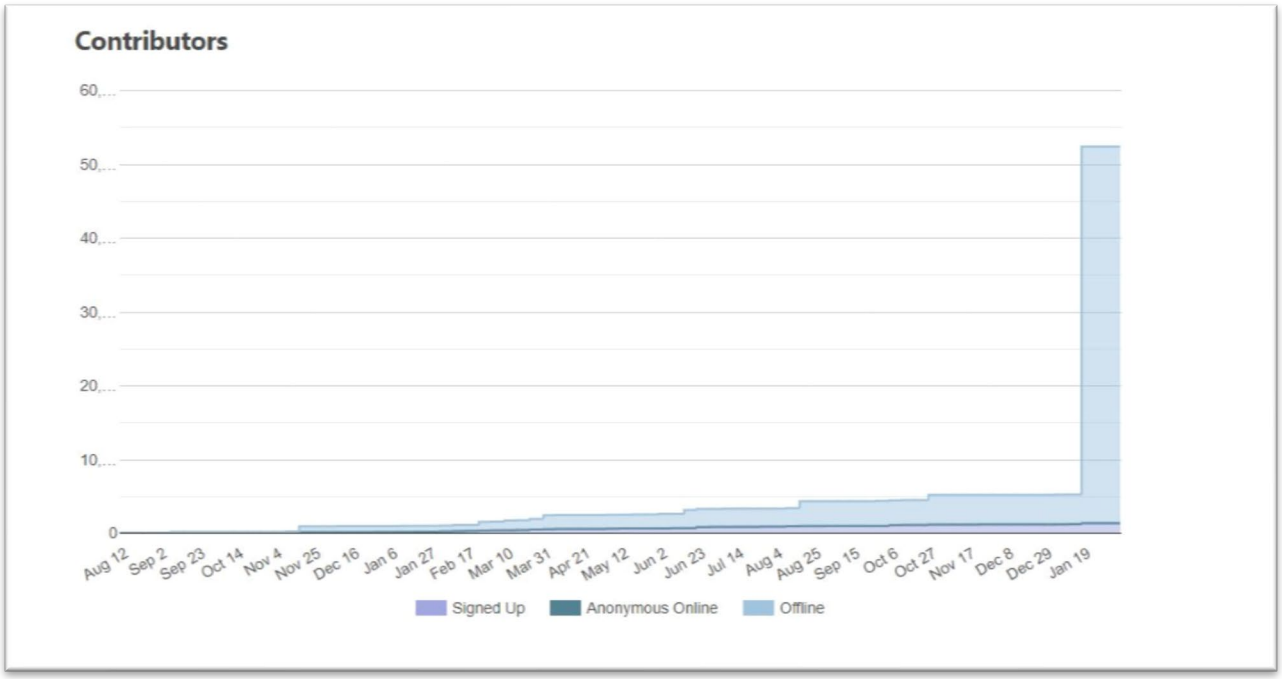
Insight on social media effort:

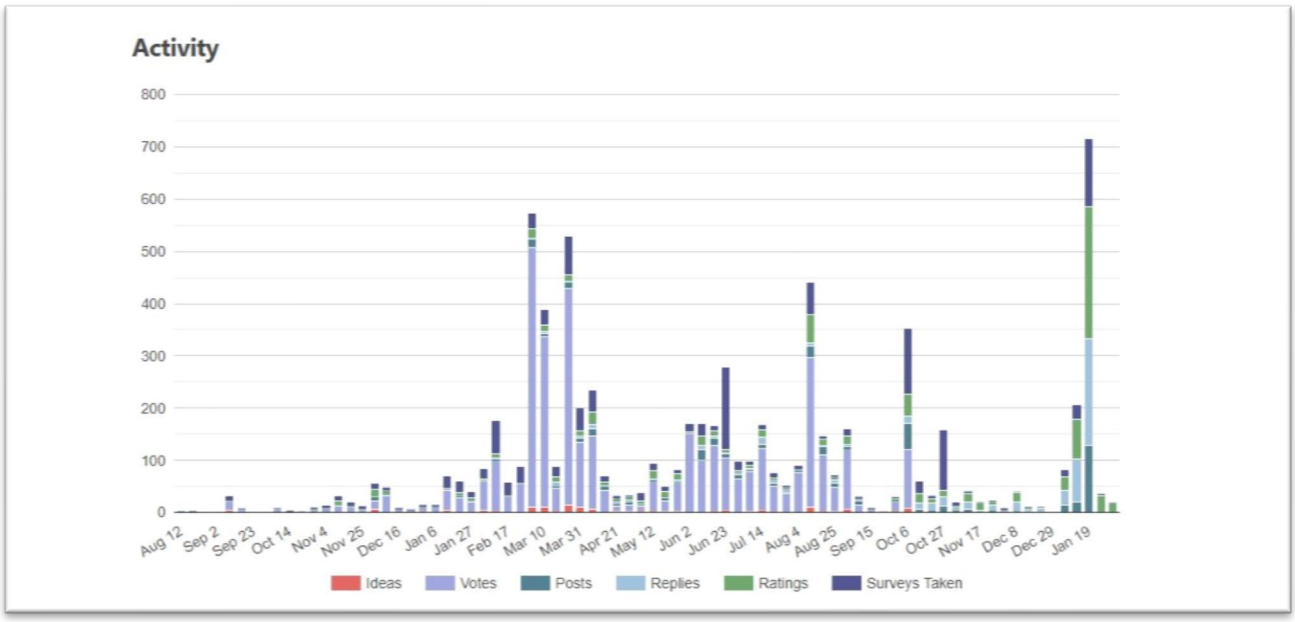
67% referrals from Facebook, 26% Twitter, 4% Instagram, 1% Linkedin. Note that we saw much higher levels of engagement from Twitter users (8 minutes per session on Twitter vs. 1.5 minutes on Facebook). If you think of time as more important than views (which we do), Twitter was a stronger channel.

Performance

- 51% traffic on mobile or tablet (71% Apple iOS)
- 1.56 seconds average load time (slightly higher than normal due to scenario images)
- 99.96% uptime (1 instance of planned downtime during the middle of the night summer 2018)

The following is graphic analysis of the entire online public engagement process:

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Posts
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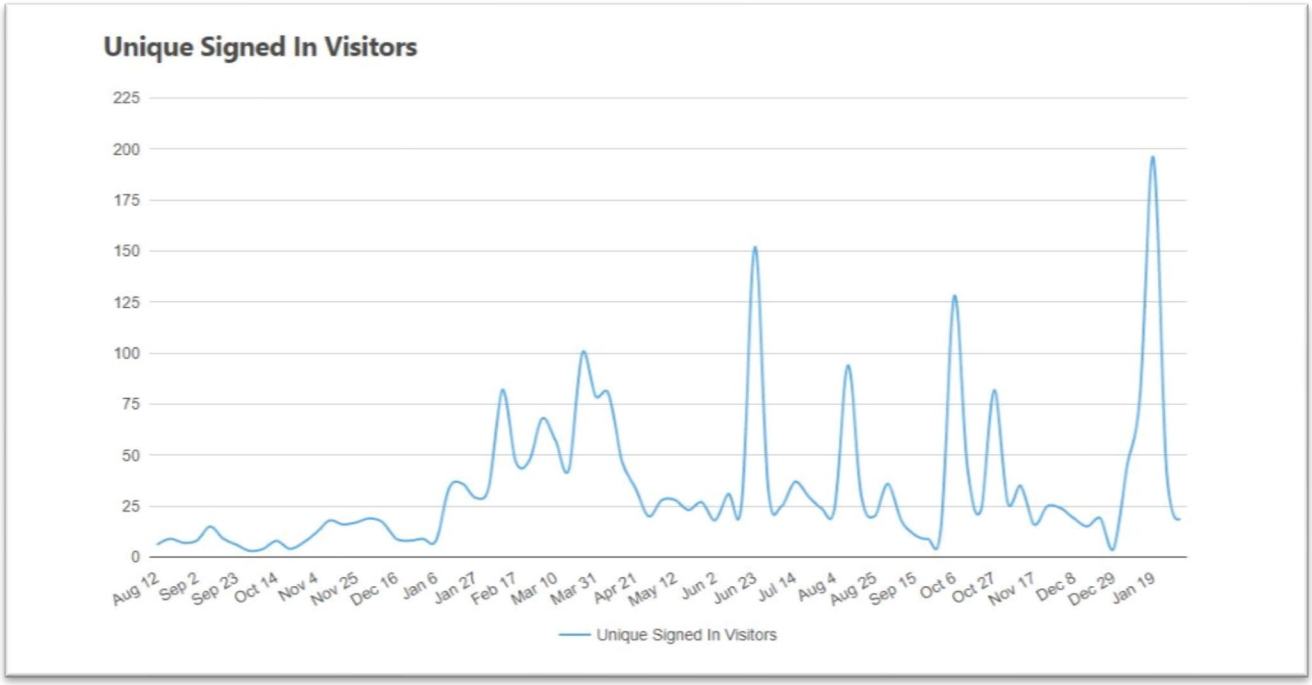
Ratings
Surveys Taken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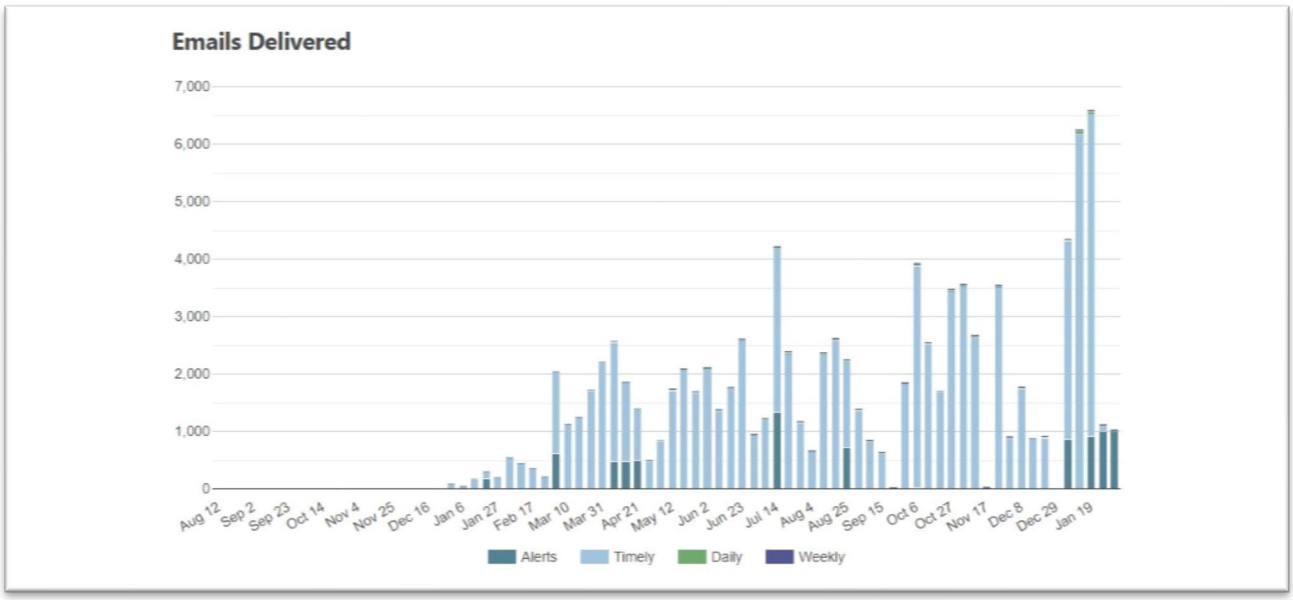
Emails Delivered
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Jul 14
Aug 4
Aug 25
Sep 15
Oct 6
Oct 27
Nov 17
Dec 8
Dec 29
Jan 19
Alerts
Timely
Daily
Weekly

Perry Street Studio, LLC

309 Perry Street • Raleigh, North Carolina 27608 • Mobile: (919) 302-7417 • E-Mail: dan@pstreetstudio.com

Nazareth Community
October 22, 2018

The Nazareth community was formed in the late 1890's when the Pope family purchased land from the Bilyeu Estate (a farm and vineyard), and subdivided it for homes for African-American families. At its heyday in the mid 20th century there were about 20 family groups living there.

In 1899 Father Thomas Frederick Price (he is memorialized in the name of Price Street in the neighborhood) bought 400 acres adjacent to the Pope property to establish a Catholic orphanage, Nazareth House (see images below). Western Boulevard was, at that time, a dirt road. Before the establishment of Chavis Park there was some limited integration (1930's and early 40's), and children from Nazareth would go to Pullen Park for entertainment, which at that time had a small zoo and the carousel. Residents remember pigs being raised on the property that is now the site of Capitol Broadcasting. Nazareth, a black community, was surrounded by the all-white Dorothea Dix Hospital, the all-white Catholic orphanage, and ultimately Capitol Broadcasting, but maintained strong connections with all three institutions, particularly the Catholic community adjacent to the neighborhood. In many ways the Catholics shared a similar sense of being outsiders – there were very few Catholics in North Carolina until the 1960's and 1970's. Raleigh was considered a mission location for the Church.

Nazareth Historic District is on the state study list, but Dan Becker, former Executive Director of the Raleigh Historic Districts Commission (now Raleigh Historic Development Commission) believes it was later determined not eligible for the National Register. Survey info is stored in the State Historic Preservation Office's statewide survey files. Here's a link to an early report RHDC had prepared in the first phase of the African American Studies Project that has some info on early Raleigh African-American neighborhoods:
http://www.hpo.ncdcr.gov/surveyreports/RaleighAfricanAmericanNeighborhoods-1988.pdf

Figure 1 Nazareth House orphanage

Figure 2. Orphanage complex, now the site of Holy Name of Jesus Cathedral

Figure 3. Estimated extent of original subdivided Pope land

Figure 4. The now-demolished home of Carl Pope, former Vice President of Capitol Broadcasting Company, located approximately where the parking lot for the State Employees Credit Union now exists behind the WRAL gardens

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309 Perry Street • Raleigh, North Carolina 27608 • Mobile: (919) 302-7417 • E-Mail: dan@pstreetstudio.com

AACC Site Visit
August 23, 2018

Caroline Lindquist, Ernest Dollar, Anne Franklin and I visited Dr. E. B. Palmer and his wife Juanita at their home on Sunnybrook Road yesterday, the site of the African American Cultural Complex. Also in attendance was Rhonda Russell, Treasurer of the 501(c)3 established to fundraise for the AACC.

Dr. Palmer and his wife are long-time educators, and in 1984 began to collect artifacts and materials to help supplement history courses they taught in elementary and high school - courses that overlooked a great deal of African-American history. As they opened this to more and more people, and added to their collection, the reputation of this complex spread. Dr. Palmer's involvement in the National Association of Educators, and the National African-American History Museums Association helped spread the word about what he and Juanita were doing here, and they began to entertain busloads of schoolchildren, college students and others, while producing a homegrown outdoor drama about the story of the Amistad, a tale of mutiny on a slave ship that ultimately led to the first civil rights case ever heard by the US Supreme Court. Famous local choreographer, the late Chuck Davis, participated in choreographing the production, which was created by local playwrights, actors and actresses. Renowned Durham architect Phil Freelon (Smithsonian Museum of African American History) helped lay out the amphitheater. In 2004 a national conference of the National African American History Museums Association was hosted in Raleigh, and 500 people visited the AACC in one day.

This "museum" is about the story, not so much the artifacts. Most of the artifacts are photos or reproductions, mostly two-dimensional, but the story is powerful. Instead of concentrating on civil rights as he was urged to do by several historians, the Palmers concentrated on collecting stories about African-American people who contributed to the culture and science of this country - doctors, scientists, artists, women, firefighters, even black cowboys, enabling their young visitors to see themselves in the stories of these prominent local and national figures.

The complex has been closed now for 7 or 8 years. In addition to the amphitheater which holds approximately 350 people, there are three small buildings on the site, approximately 150-200 square feet each - in varying degrees of stability. The entire complex, not including the Palmer home or a pool behind, is approximately 2.5 acres (the entire property is about 5 acres) The Palmers are elderly, and the cost and burden of maintaining the buildings, their contents and the site improvements (paths, amphitheater, etc.) has become daunting. They've also experienced a great deal of growth around them (they are very close to the WakeMed complex) and stormwater impacts have washed away parts of the former stage in the amphitheater and the bridge to one of the buildings on site. Dr. Palmer also notes that some artifacts are being stored in their home and are no longer on display, and some have also been

stored in a storage facility off-site, including a 1900 lb. display about Education in America for African Americans donated by the National Association of Educators. They also have a collection of reproduced art in their home donated by the local chapter of The Links, Inc. organization, a national organization of professional women of color.

My sense is that the Palmers not only would be willing to donate all they've established to a new facility at Dix, they are enthusiastically supporting it. The non-profit board is still active and sees the chance to move this educational facility to Dix as a great opportunity and a match for the mission of the park - A Park For Everyone, Built By Everyone, as well as a match for the legacy of the site as a place where forgotten or ignored histories are commemorated, not least of which are the lives of slaves who worked at Spring Hill and helped build the original hospital. Right now 214 people have weighed in on this issue in Neighborland.

Some design considerations that occur to me from our visit: There is a "museum" component to this - an indoor conditioned space where education about the forgotten history of the African American experience in the South can be brought to life in professionally- produced exhibits and programs. It's size really depends on how much the non-profit (or the City's Historic Resources and Museums Program) will seek to expand the collection. Right now I would guess there's potential for about 2000 square feet of display space - maybe a little more. A lot depends on how much the Palmers have stored off-site. Ernie - you may want to weigh in on this one. Also, a small amphitheater space might be an excellent multi-purpose facility to be woven into the program at Dix, complementing a larger commercial amphitheater. There are many small community groups who use theatre to produce plays, music and dance productions for a smaller audience, but have few properly-equipped places to do this in the City. Part of the Palmer's experience at the AACC is a "nature walk" - the site is purposefully laid out as a stroll through chapters of history - this indoor / outdoor storytelling can be perfect if woven into the Piedmont landscape intended for Dix Park.

Attached are:

- Several photos from our walk around the property
- A summary of what the AACC is all about and a statement from Dr. Palmer
- A document beginning with "The Future" that is a more in-depth summary of accomplishments of the AACC
- A brochure for the complex
- A brochure discussing the outdoor drama formerly held at the AACC

Anne Franklin suggested touching on the subject of the AACC and its role in the "legacy" of the Dix site at the next Conservancy Legacy Committee meeting. Might want to think about how this conversation might go ahead of time.

Caroline and Ernie, please weigh in if I missed anything or got anything wrong.

JACK AND JILL
OF AMERICA, INC.
Raleigh – Wake Chapter

Dan

Daniel A. Howe, FASLA, AICP
Perry Street Studio, LLC
dan@pstreetstudio.com
www.pstreetstudio.com
919.302.7417