

Walnut Creek Wetland Community Partnership Parks with Purpose Outreach and Communications Plan

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1. Identifying communities/organizations that lack needed representation in our project

- a. Discuss with Community Task Force members (December 2018)
 - i. What/who are community institutions and community leaders from their neighborhoods- are there other neighborhood groups that meet? Places people frequent?
 - ii. What are the best communication methods for involving these groups and to elicit their feedback?
- b. Ask CAC participants/chair the same questions (January/February 2019)
- c. Kofi Boone's Environmental Justice students will provide ideas appropriate to the populations, in particular assisting with Latino residents in Rochester Heights. (February/March 2019)

2. People who will lead and implement community outreach strategy into target neighborhoods

- a. Coordination from Christy Perrin, Louie Rivers
 - i. With participation of:
 1. Kofi Boone's Environmental Justice and Design class – consultants on methods and partners for direct outreach such as door to door efforts and a community event
 2. Partners for Environmental Justice- outreach to broader civic organizations, neighbors
 3. Neighborhood Ecology Corps, guided by Randy Senzig
 4. NCSU graduate students
 5. We would like to hire a resident in the community to join us in any door to door and outreach efforts. We'll try to identify somebody through the CAC, and St. Ambrose Church.
 - ii. Preparing those doing community outreach for the most ethical approach
 - i. Racial Equity Institute training for graduate students
 - ii. Kofi Boone's students will provide advice based on learnings from the Environmental Justice and Design class
 1. We'll discuss and plan in Community outreach Task Force meetings, continue specific detail-based conversations with those directly involved as needed.

3. Strategy for communicating with Community Task Force members and sharing their materials

- a. Host ~6 Community Task Force and Technical Advisor meetings between Dec- Aug

- b. Newsletters, meeting announcements, and draft plans and reports are first sent directly to Task Force members by email (and printed and mailed to those who request it) in advance of meetings.
- c. In between meetings, communication with Task Force members is via email and phone calls, and person-to-person meetings as needed.
- d. Meeting announcements are posted on the WCWCP website as they become available.
- e. Newsletters, draft plans and reports will be posted on the WCWCP website as soon as possible after the Task Force has had an opportunity to review them and provide any changes.
- f. A more readable newsletter template will be created in partnership with Kelsi Eccles, as a vehicle for sharing about the Community Task Force beyond the Task Force itself.

4. Strategy for broader updates about the project outside of Task Force

- a. Broader updates will be provided about the PWP project via the Walnut Creek Wetland Community Partnership listserv, and updating the WCWCP website.
- b. We will employ a graduate student to investigate possibilities of placing newsletters and/or informational fact sheets at nearby community centers in between meetings and before any events
 - i. Biltmore Hills Park, Garder Rd., Sanderford Rd Community Centers, Walnut Creek Wetland Park, John Chavis Memorial Park, Top Green Community Center, and other locations as they are identified.

5. Community outreach strategies for Rochester Heights and Biltmore Hills neighborhoods

- a. Citizen Advisory Council strategy:
 - i. Attend CAC meetings- will attend an upcoming South & South Central CAC meeting to introduce ourselves, see if we can get on the next meeting agenda for a presentation.
 - ii. See if anyone from neighborhoods are interested in attending Task Force.
 - iii. Ask if participants know of any groups/activities in which people surrounding Wetland Park participate?
 - iv. Attend District C councilor (Corey Branch) meeting, third Saturday of the month
- b. Provide fact sheets and/or meeting and event notices:
 - i. At locations including Biltmore Hills Community Center, Garner Road Community Center, Sanderford Rd. Community Center, Biltmore Hills Apt., J.D. Lewis Multi-Purpose Center
 - ii. Ask graduate students to explore possibilities for sharing information and/or partnering with them (Sarah)
 - iii. What efforts are going on at community centers? Any clubs? Service activities?
- c. Social media
 - i. Should we create/maintain a social media presence? Create a FB page and share? Is anyone interested?

- ii. Nextdoor, is anyone from Task Force on Nextdoor and can send information to it? Is there a 'Rochester Heights/Biltmore Hills' neighborhood on Nextdoor?
- iii. Twitter feed? This is only effective if somebody is Tweeting regularly, or if somebody with a Twitter account with our audience following tweets our events. Are there local orgs followed by various SE Raleigh residents?
- d. Outreach to Schools
 - i. Fuller School parents- can our liaison, Wayne Shore, share information about our project?
 - ii. Carnage Middle- can Melissa Zeches share information about our project?
 - iii. Reach out to Shaw University to attract a student worker (Psychology, Sociology or Social Work Departments)
 - iv. Southeast Raleigh High School
 - 1. Science Director is open to partnerships/offering volunteer opportunities for environmental club students. There is no environmental club.
- e. Host a fun event in March to educate and engage community, get feedback on ideas. This may include:
 - i. Door to door canvassing to invite people
 - ii. Networking with community leaders and faith-based institutions
 - iii. Tabling at neighborhood events to create awareness of our event
 - iv. Provide a meal/refreshments
- f. Small- scale targeted events
 - i. meals, movie nights, green job fair, EJ workshops
 - ii. Networking with community leaders and faith based institutions one-on-one?
 - iii. PTA meetings for neighborhood schools
 - iv. Tabling at neighborhood events- need to identify them, identify who goes to them
 - v. Identify purpose of an event- To raise awareness of our project, To celebrate an important milestone, get feedback on proposals or designs?

6. Considering barriers to participation of the target neighborhoods

- a. As we seek and identify additional community members in Rochester Heights and Biltmore Hills, we'll explore how to enable participation in Task Force meetings and for planning events in light of the following considerations:
 - i. Meeting and event times/locations
 - ii. Childcare
 - iii. Transportation
 - iv. Language barriers
 - v. ADA accessibility

7. **Measuring the effectiveness of the outreach strategy** This will be done by Louie, Christy, and graduate students tracking participation of Task Force members and additional people from surrounding neighborhoods, materials distributed, and amount of feedback received on designs and proposals. Assistance may come from:
- a. Kofi's EJ class
 - b. NEC participants,
 - c. Feedback from Task Force members
 - d. Partners for Environmental Justice

Proposed timeline

What	When	Who
Community Task Force meetings	Jan, Feb, Mar, May, June, Aug	
Visit CACs	January, February, March	Louie, Christy, Task Force member, NEC student (s)
Prepare for public event by getting ideas from Env Justice and Design class	February	Kofi & students, Task Force
Prepare for and share about public event- announcements at public places, door to door, exact methods TBD with help from Env Justice Class	February, March	Louie, Sarah, Ana, Christy, Randy & NEC students, Amin & PEJ
Recruit participant for job training workshops		Yasmin, with help from all
Host a public event to share project, have fun, and get feedback on student designs	Late March	Louie, Christy, Randy & NEC students, Amin & PEJ, Kofi's students from both classes, Task Force members
Green job training workshops	spring	Yasmin
Host table with draft designs at Walnut Creek Wetland Park Mud Day and Big Sweep	May	Anyone interested in joining
Landscape architect to take designs ideas and public feedback, create a design for the space, bring to Task Force for feedback and revisions	April- July	Landscape architect, Task Force
Host fun public event to share design (X% completed design)	Summer	

Additional Potential Outreach Partner Organizations/Institution Ideas

January 3, 2019 draft

- [Garner Road Community Center](#)
 - Have outreach programs
- [Biltmore Hills Apartments](#)- Community info boards? Work with property management to send out communications or target events/activities?
- [Vernon Malone College & Career Academy](#)- Technical High School & Community College- Events, construction students, tabling etc., community cork boards
- J.D. Lewis Multi-Purpose Center; Seniors in Motion activities
- [Comunidad Cristiana Hosana](#)