Standard Operating Procedure (SOP) for Community Engagement
Parks & Recreation Division

Purpose

This SOP applies to the Parks & Recreation Division and outlines suggested guidelines for community engagement in projects, programs, and initiatives. This includes efforts approved and budgeted through third-party agreements. The SOP ensures that community voices are considered in decisions that impact park services, facilities, and programming.

Scope & Application

The Parks & Recreation Division shall apply this SOP to:

- Master plans
- Comprehensive or strategic plans
- Feasibility studies
- New programs or services requiring funding or resources
- New facilities or large infrastructure projects
- Other public-facing projects or initiatives

This SOP will not apply to:

- Routine maintenance
- Items that do not close down the park or facility
- Technical, safety or operations-based decisions
- MOU's and/or Agreements with third party operators
- Annual budget process
- "Other" items that would impede the Parks, Trails, & Recreation Division's day to day operations

Staff should also follow this SOP for new or ongoing initiatives as determined by the Parks & Recreation Division Manager in collaboration with the Parks & Recreation Advisory Board (PRAB).

Community Engagement Process

1. Project Assessment

Staff will conduct a Community Engagement (CE) Assessment to determine the level of engagement suggested for each project. If the CE Assessment identifies the need for a CE Plan it will be submitted to the PRAB for review. If it does not require a CE Plan it will be labeled as "Inform"

2. Inform

If a project falls into the inform category the following steps will be enacted:

- **Social media**: post a flyer and short blurb on the project
- **Monthly newsletter**: Same information shared on social media
- **Signs:** Within in a reasonable amount of time before the project starts in both English & Spanish

3. Community Engagement Plan (CE Plan)

Projects that do not fall under the "Inform" category will require a CE Plan that includes:

- **Public Notification**: Clear communication of engagement opportunities, ensuring broad community awareness
- **Stakeholder Identification**: A list of individuals, groups, and organizations affected by or interested in the project
- **Engagement Methods**: A variety of approaches such as public meetings, workshops, surveys, online forums, focus groups, and one-on-one consultations
- **Timeline & Milestones**: A detailed schedule of engagement activities, including key decision points
- **Roles & Responsibilities**: Specification of roles for staff, stakeholders, and advisory committees
- **Data & Evaluation**: Strategies for gathering, analyzing, and reporting community feedback, measuring effectiveness, and ensuring accountability and transparency
- **Resources**: Specify how the project is intended to be funded (e.g., General Fund, grant, debt service, inclusion in the CIP)

CE Plans will be filed with the PRAB and made available to the public through designated communication channels.

Roles & Responsibilities

1. Stakeholders

- Stay informed and provide feedback on projects
- Encourage community participation
- Engage respectfully in discussions

2. Parks & Recreation Advisory Board (PRAB)

- Approve CE Plans and communicate engagement opportunities
- Provide oversight and resources for community engagement

3. Staff Responsibilities

- Implement CE Assessment to identify next steps
- Develop and implement CE Plans with PRAB recommendations
- Facilitate public engagement processes
- Retain and report on community engagement data
- Ensure equitable access to participation opportunities

Definitions

- **SOP** (Standard Operating Procedure) Written instructions that outline how to perform tasks or operations
- **CE Assessment** (Community Engagement Assessment): A tool used to determine the appropriate level of engagement for a given project
- **CE Plan** (Community Engagement Plan): A structured approach outlining how engagement will occur, including methods, stakeholders, and timelines
- **Inform Category**: Projects requiring only public notifications without a full engagement plan
- **Stakeholders**: Individuals, organizations, or groups affected by or interested in a project
- **Public Notification**: Methods used to inform stakeholders about projects, meetings, or engagement opportunities
- **PRAB** (Parks & Recreation Advisory Board): The citizen advisory body responsible for making recommendations to the Parks Division for all things parks & recreation related. For the purpose of this SOP their main focus is community engagement efforts and ensuring public input is incorporated into decision-making
- **CIP** (Capital Improvement Plan): A long-term plan for funding large-scale infrastructure projects, ensuring alignment with strategic priorities
- **MOU** (Memorandum of understanding): is a type of agreement between two or more parties. It expresses a convergence of will between the parties, indicating an intended common line of action.

Community Engagement Plan (CE Plan) – Fillable Form

Project Title: _____

Project Manager/Lead Contact: _____

Date Submitted: _____

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1. Public Notification

Describe how you will inform the public of engagement opportunities.

2. Stakeholder Identification

List individuals, groups, and organizations affected by or interested in the project.

3. Engagement Methods

Describe the engagement methods that will be used (e.g., meetings, surveys, workshops).

4. Timeline & Milestones

Provide a schedule of engagement activities with key milestones.

Activity	Description	Date

5. Roles & Responsibilities

Identify the roles of staff, stakeholders, and advisory committees.

6. Data & Evaluation

Describe how community input will be collected, analyzed, and shared. Include how you will measure success.

7. Resources

List funding sources (e.g., General Fund, grant, debt service, CIP).

☐ **Share with PRAB for feedback and edits and make publicly available through designated channels.**

Signature: _____

Date: _____