

Takoma Park Recreation Center

Council Update

Wednesday, February 3, 2021
7:30pm

Presented by Brick & Story



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Agenda

- Engagement Process and Timeline
- Engagement Tools and Activities
- Challenges and Lessons Learned
- Final Steps to the Final Report
- How to Use the Report Findings



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Team Overview

- LaToya Thomas (Principal & Team Lead)
- Yerodin Avent (Direct Outreach and Engagement)
- Mariam Bekele (Amharic, Social Media)
- Molly Jamison Juarez (Spanish)
- Anna Rozzo (French)
- Carolina Cabezas-Tadesse (Spanish)



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Process and Timeline

Community Engagement

Engagement Launch
Visioning and Goal Setting
Defining Community Priorities
Summarize Community Priorities

September 2020
October - December 2020
January - February 2021
March 2021

Development Process

Preparation of Request for Proposals (RFP) for
Developer Community

Summer/Fall 2021

Potential Partner Outreach

Summer/Fall 2021

Issuance of Developer RFP

January 2022



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Engagement Tools and Activities To Date



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Engagement Activities and Tools

- Fall 2020 Launch Event (1 In-Person, 2 Virtual)
- Visioning and Goal Setting Virtual Sessions (12 total)
 - *Friends of the Takoma Park Recreation Center*
 - *Takoma Park Youth Council*
- Community Art Contest (open until Feb 7)
- Community Wide Survey (coming Feb 2021)
- Pop-Ups and Pop-Ins
 - *Halloween Pop-Up at Cambridge Apts*
 - *Crossroads and Downtown Farmers Markets*
 - *Flyering in Crossroads-based businesses (en espanol)*
 - *Yoga Storytime*
 - *Spanish Circle Time*



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Engagement Activities and Tools

- Kuorum
- Social Media (Facebook as primary tool)
- Other existing networks and resources
 - *Parks & Rec*
 - *BlueDot*
 - *Books-To-Go via Takoma Park Library*
 - *Schools*
- Building Property Managers (*Takoma Overlook, Hampshire Towers, Hillwood Manor, as well as properties along Maple Ave.*)



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Challenges and Lessons Learned in COVID

#1 - Limited ability to connect in-person

- Work with resident leaders/organizers to get residents online
- Creatively designed in-person opportunities when possible
- Social Media

#2 - Diverse Language Needs

- Supplement written materials in preferred languages with direct outreach from native speaking staff or engagers to make deeper connections

#3 - People access information in different ways

- Find as many communication resources as possible to share information broadly



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Challenges and Lessons Learned in COVID

#4 - Technology Challenges

- Privacy issues in partnering with an international company that follows EU privacy rules that don't yet exist in the US
- Building out a new platform and attempting to on-board users
- Brand familiarity



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Final Steps to Final Report

Community Survey

- Early Feb - Early March 2021
- Identify community PRIORITIES in a new recreation center
- Will be issued online, hardcopy, and by phone and Zoom

Virtual Sessions to recap Community Priorities

- Mid-March 2021

Final Report

- Details of overall engagement process
- Results of community survey
- Recommendations for future engagement



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Use of Report Findings for Next Steps

1. Identify **preferences and priorities** for the design and programming of the new recreation center
2. Offer **creative strategies to engage** the diverse populations in Takoma Park
3. Provide the start of a **framework for effective public engagement** going forward



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