

Takoma Park Recreation Center

Council Update

Wednesday, April 7, 2021
6:30pm

Presented by Brick & Story



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Agenda

- Process & Timeline (update)
- Engagement Process - Recap
- Community Survey - Preliminary Findings
- Preliminary Recommendations
- Next Steps



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Process and Timeline (*updated*)

Community Engagement

Engagement Launch	September 2020
Visioning and Goal Setting	October - December 2020
Defining Community Priorities	January - March 2021
Summarize Community Priorities	April 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 Process - Recap



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Engagement Overview

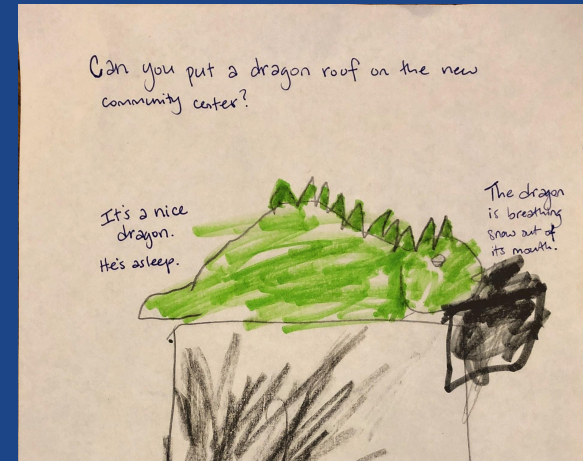
- Fall 2020 Launch Event (1 In-Person, 2 Virtual)
- Visioning and Goal Setting Virtual Sessions (12 total)
- Pop-Ups and Pop-Ins
- Community Art Contest (closed in March 2021)
- Community Wide Survey (closed in March 2021)
- Engage Takoma Park (Kuorum)
- Social Media (Facebook as primary tool)
- Other existing networks and resources
 - *Parks & Rec*
 - *BlueDot*
 - *Books-To-Go via Takoma Park Library*
 - *Schools*
- Building Property Managers (*Takoma Overlook, Hampshire Towers, Hill Manor, as well as properties along Maple Ave.*)



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Community Art Contest

- 12 entries (2 adults and 10 youth)
 - 2 Grand Prize Winners
 - *Andre L. Miller (6 canvas series - Musicians)*
 - *Zoe Freiberg (Dragon Roof)*
 - 3 Runner Ups
 - 7 Honorable Mentions
- Promotion of entries on Engage Takoma Park (April 2021)
- Prizes - Shop Takoma e-gift cards (\$20 - \$100)



Top Images: Andre L. Miller; Bottom Image: Zoe Freiberg

Community Survey *(as of 4/6/2021)*

- ~45 day run
- Google Form (electronic responses) and Hardcopy w/ Dropboxes
- Questions included usage, access concerns, desired programming, design considerations, and demographic information
- Distribution included:
 - Flyers and/or hard copy surveys to ~25 multifamily properties
 - Hard copy inserts in the March community newsletter
 - Electronic distribution to:
 - Parks & Recreation
 - Schools
 - Businesses via BluDot
 - Takoma Park Public Library



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Community Survey (as of 4/6/2021)

- ~744 responses (4% of population)
- Highlights
 - **154 (20.6%)** responses from **Ward 6**
 - **32.6%** of respondents have **NEVER** used the recreation center
 - Top 3 considerations that would increase usage of recreation center:
 - Different programming (56.6%)
 - More convenient hours (37%)
 - Lower fees/costs (28.8%)
 - **55.5%** of respondents preferred to use the recreation center during the **6-9pm** window



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Community Survey (as of 4/6/2021)

- Highlights (continued)
 - Top 5 preferred community resources
 - Community Garden (39%)
 - Friendly and Knowledgeable Staff (38.8%)
 - Community Wi-fi (36%)
 - Gathering Space (35.4%)
 - Performance Space (28.6%)
 - Top 3 preferred educational uses
 - Youth Programming (45.6%)
 - Language Classes (42.7%)
 - Classes hosted by local colleges/universities (39.7%)



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Community Survey (as of 4/6/2021)

- Highlights (continued)
 - Top 3 preferred economic development opportunities
 - Cafe/Coffee Shop (59%)
 - Rentable Community Space (47.6%)
 - Housing (29.2%)
 - Significant Responses pertaining to Design
 - Recreation center should be designed sustainably (59.1%)
 - Physical Design is important to attracting a diverse array of residents (46.9%)



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Community Survey (as of 4/6/2021)

- Highlights (continued)
 - Demographics - Race
 - White (69.7%)
 - African American or Black (20.4%)
 - Hispanic/Latinx (9%)
 - Asian/Asian-American (7.2%)
 - Native Hawaiian/Pacific Islander (6.4%)
 - Demographics - Age
 - 25-44 (48.1%)
 - 45-64 (33.5%)
 - Demographics (Housing Tenure)
 - Homeowner (69.1%)
 - Renter (22.1%)



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Preliminary Recommendations

1. Connections and Relational Capital are KEY - make and maintain connections with city stakeholders in order to bring more residents into the public process
 - a. Property Managers at multifamily properties
 - b. Link City communications to other city agencies (Schools, Library)
 - i. Revisit public information sharing policies
 - ii. Consider a centralized platform for city communications
 - c. Leverage community partners (Churches, Resident Leaders)
 - d. Who maintains the relationships beyond this effort?
2. Hire designated city staff to maintain and nurture stakeholder relationships across the city
 - a. Cultural Ambassadors/Community Liaisons rather than Language Translators

Preliminary Recommendations

3. Identify Community Liaisons who can work specifically with the Spanish-speaking community
 - a. Work not only with property managers, but also local businesses and schools to connect with Spanish-speaking residents
 - b. Understand the issue of **TRUST** in this community
 - c. Partnerships with organizations already working with these groups
4. Maintain Engage Takoma Park and improve linkage to other City platforms
 - a. Maintain an ongoing digital engagement platform beyond social media that provides a managed forum for resident engagement
 - b. Integrate into City website/social media platforms AND leverage for other future city initiatives

Preliminary Recommendations

5. INVEST in time and a variety of tools for future engagement and COMMIT to an intentional city-wide engagement framework
 - a. Virtual engagement opportunities work for some but not all
 - b. Bring engagement to the people
 - c. Engagement = Trust = TIME
6. Honest recognition by the City of a “Tale of Two Cities” problem and develop (and implement) strategies to address
 - a. Differing access to civic engagement and city amenities
 - b. Does civic leadership reflect the diverse community that is Takoma Park?

Next Steps

Virtual Sessions to recap Community Priorities

- Public Webinar (recorded and posted) - Late April
- City Staff Presentation - Mid-Late April

Final Report

- Overview of engagement process
- Full survey results
- Recommendations for next steps
- Delivered by end of April





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