



Riverfront Park Redevelopment Community Input and Outreach Plan

Overview

Goal	Ensure citizens, internal and external stakeholders feel well informed about Riverfront Park redevelopment and environmental cleanup progress, achievements, challenges and timelines.
Objectives	<ul style="list-style-type: none"> • Consistent, clear, timely communication • Multiple-channel delivery • Two-way communication opportunities and invitations to engage in the redevelopment process
Timeline	2016 - 2020

Plan

Strategies	Tactics	Notes	Timeframe
E-blast updates	E-blast with a few bullet points covering redevelopment & environmental cleanup news, impacts, photos, budget, timelines	<ul style="list-style-type: none"> • public sign-ups • event partners • media • DSP, VS, GSI, service clubs • neighborhood groups • MySpokane & internal like city council, fire/police • Park Board & staff • This information is also shared as a section in monthly RFP e-newsletter 	Quarterly
Social media, websites & Cable 5	Progress posts with photos and interactive elements	Focus on nuggets of clear information, interesting details, environmental cleanup activities (include EPA logo) Blog posts can highlight a project in more detail Cable 5 reader board updates	Ongoing
	Brief videos, time-lapse footage	Briefs showing progress, behind-the-scenes peeks Share with TV news	Monthly
	10-minute video updates	Walk in the Park TV show, vimeo	Bi-Monthly

Signage	Construction site signs	Each site gets a sign with concept design, cleanup details (EPA logo) timeline, and website Tree and archaeology site signs	As needed
	Fencing signs	Fence screens with project overview – 20' x 6'	Ongoing
	Lights on clock tower	Construction updates, ribbon cuttings	Ongoing
	Flyers, handouts, posters, banners	Bloomsday, Lilac parade train, malls, community centers, Visit Spokane, lobby, etc.	Ongoing
	Signs at local businesses	River Park Square, Wheatland Bank, Downtown Library, pending more	Ongoing
Earned media	Backgrounder meetings	Reporter and editor with Ted and Fianna	Late June, in Spring 2017, Ongoing
	OpEd/guest column	Authored by Chris Wright and Leroy Eadie	July 2016, Summer 2017
	Construction pitches	See media summary for full recap	Ongoing
Advertising	Work with DH to determine best placements in print, on radio and TV	DH will draft media buys Groundbreaking: Spokesman and Inlander, boosted ads on social media Suggestion to have pull-out section in Spokesman	June/July 2016 full page ads in Spokesman and Inlander
Events	Groundbreaking	Signs and ambassadors activate the space into educational exploration Legislative/VIP and media tours	July 8, 2017
	Open houses	Media previews Community recaps Environmental cleanup activities during redevelopment Solicit questions and comments from the public	Several times a year
	Community group presentations	Leroy, Garrett and Fianna visiting community groups for redevelopment presentations	Monthly
Internal communication	E-news to Parks staff, Board and foundation	Highlight redevelopment and cleanup activities update bullet points in one section of the newsletter	Monthly in Leaflet
	Talking points	One sheet FAQ – add environmental cleanup FAQs	As needed
	Staff meetings	All-parks staff meetings with Park Board	Annually
	Calendar and distribution list	Shared calendar for viewing all RFP redevelopment meetings and timelines, and distribution list	Ongoing
	Sharepoint	Post updates and links	Ongoing

- E-newsletters – Sent quarterly to 2,800 community members updating them on redevelopment progress: include EPA logo and environmental cleanup highlights.
- Website – Dedicated redevelopment website with regular updates, photos, and an opportunity to provide feedback - RiverfrontParkNow.com— add a small section for details on the EPA funding and the environmental cleanup activities.
- Social Media – Riverfront Park/Spokane Parks has 30,000 Facebook, 3,300 Twitter and 1,600 Instagram followers. We regularly post construction and cleanup updates.
- Cable 5 – City of Spokane has a dedicated cable TV channel, where we routinely post 1-minute construction and cleanup updates from behind the construction fence, and 6x a year post 10-minute project updates. We also have time lapse cameras set up to showcase progress.
- Vimeo/YouTube – The Cable 5 content is shared on Vimeo, YouTube and social media use EPA logo.
- Signage – We have dozens of redevelopment information signs around our projects and park, for our 2 million visitors each year. We also have project information banners at partner locations like River Park Square shopping mall and the Spokane Public Library. We’ve also lit up the clock tower in the park with information. Add to any new signage or outreach material an EPA logo and a statement of the cleanup activities as well as community benefits.
- Brochures/Print Materials – We print several types of brochures for the project – one comprehensive, one timeline map, and several project-specific one-sheets. Add to any new signage or outreach material an EPA logo and a statement of the cleanup activities as well as community benefits.
- Media – We do weekly media outreach, and average 13 stories/month in redevelopment earned media. We also invite the media for a tour behind the construction fence quarterly. Add mentions of the EPA dollars at work and the benefits to the community
- Events/Meetings – We do between 1 - 4 Open Houses each year where the design teams, staff and Park Board as the Brownfield Redevelopment Opportunity Zone Authority present information and answer questions/take feedback. Park Board meets monthly, as does the Riverfront Park Sub-Committee of the Park Board (both public meetings). We also host groundbreaking and ribbon cutting events that are free and open to the public. Include environmental cleanup updates occurring during construction and a way for the community to ask questions.
- Speaking Tour – Our staff presents project updates several times a month to service clubs, neighborhood groups, community organizations, and businesses. Add cleanup activities to the presentations as well as EPA logo
- Partners – We meet monthly with groups like the Downtown Spokane Partnership and Visit Spokane to ensure they are updated and have the latest information to share through their channels and networks.
- Community Input – at each public meeting, on the website, and in social media the community needs to know where details can be found on the cleanup activities and be able to submit questions and/or concerns.