

## **Sgt. Brad Crawford Neighborhood Park Public Involvement Plan**

Updated: October 2006

---

### **Project Description**

This 2.5-acre park site is located at NW 131<sup>st</sup> Street and NW 47<sup>th</sup> Avenue in the Felida Ridge subdivision within the Felida Neighborhood Association boundaries. The current site is an undeveloped open field. The master planning phase of the park development project began in April 2006, and construction is currently scheduled to begin in 2007.

### **Project Background**

Clark County purchased this property in 1996 for use as a neighborhood park, but wasn't able to start design and construction until long-term maintenance funding for a fully developed park became available. In February 2005, voters in the unincorporated urban area of Clark County approved Proposition 1, which created the property tax-based Greater Clark Parks District. This special parks district provided the maintenance and operations funding needed for 35 new neighborhood and community parks, including Sgt. Brad Crawford Neighborhood Park.

After the election, Vancouver-Clark Parks and Recreation developed a seven-year construction schedule for the 35 parks that was approved by the Board of Clark County Commissioners. Sgt. Brad Crawford Neighborhood Park was originally scheduled to start construction in 2011. In summer 2005, the Board of Clark County Commissioners changed the construction start date to 2007 after receiving requests from the Felida Neighborhood Association members and other community stakeholders.

Sgt. Crawford worked for the Clark County Sheriff's Office for eight years before he was killed in the line of duty on July 30, 2004. He received the Washington State Law Enforcement Medal of Honor posthumously in May 2005, and his name appears on the National Law Enforcement Officers' Memorial in Washington, D.C.

Sgt. Crawford lived in the Felida area and was very active in his community and church. In 2005, the Felida Neighborhood Association president was approached by several community members with a request to name a park to honor Sgt. Crawford, as he was a highly respected and valued community member. An undeveloped park site was identified within a half-mile of Sgt. Crawford's home, which was originally called "McCann Neighborhood Park" for identification purposes.

In accordance with Vancouver-Clark Parks and Recreation facility naming guidelines, and with the support of the Crawford Family and the Clark County Sheriff's Office, the Felida Neighborhood Association Board conducted a neighborhood survey within a half-mile of the park to determine whether or not there was local support for changing the park's name. After receiving overwhelming support from neighbors, the Felida Neighborhood Association Board submitted a formal park name change request. Both the Board of Clark County Commissioners and the Parks and Recreation Advisory Commission approved the request and the park's name was officially changed to Sgt. Brad Crawford Neighborhood Park. The Felida Neighborhood Association held a public park naming ceremony at the site on August 13, 2005.

## Park Area Demographics – Census Tract No. 409.07

Total population:	3,530
Male	1,777 (50.3%)
Female	1,753 (49.7%)
White	3,244 (91.9%)
Hispanic or Latino	103 (2.9%)
Asian	98 (2.8%)
Black or African American	47 (1.3%)
American Indian or Alaska Native	29 (0.8%)
Mixed	77 (2.2%)
Other	35 (1%)
Age 35-44 years	680 (19.3%)
Age 45-54 years	623 (17.6%)
Age 10-19 years	585 (16.8%)
Age 60+	403 (11.4%)
Age 25-34 years	354 (10%)
Age 5-9 years	317 (9%)
Under 5 years	255 (7.2%)
Age 55-59 years	213 (6%)
Total number of households:	1,181
With children under the age of 18:	572 (48.4 %)
With adults age 65 and over:	177 (15%)

Source: U.S. Census Bureau, Census 2000 ([www.census.gov](http://www.census.gov))

### Sgt Brad Crawford Park Crime Stats – 1/4 mile radius Last 365 Days from 04/26/2006

OFFENSECAT	Total	Apr 05	May 05	Jun 05	Jul 05	Aug 05	Sept 05	Oct 05	Nov 05	Dec 05	Jan 06	Feb 06	Mar 06	Apr 06
ASSAULT	1				1									
BURGLARY	1					1								
ENDANGER	1			1										
FRAUD	2			1							1			
HARASS	1					1								
KIDNAP	1					1								
MALMISCH	1				1									
THEFT	1												1	
<b>Total</b>	<b>9</b>	<b>0</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>1</b>	<b>0</b>	<b>1</b>	<b>0</b>

Source: Clark County Sheriff's Office

## Key Issues

- Ensure that neighbors fully understand the master plan process, limitations, budgets, etc.
- Avoid duplicating the same play equipment at Felida Community Park.
- Partner with Vancouver School District regarding connecting the park to the undeveloped school property on the northeast side of the park, and determine maintenance and liability issues.
- Many immediate neighbors have expressed concerns about including park features intended for teenagers.

- The memorial aspects of the park will be designed by Vancouver-Clark Parks and Recreation, but construction must be funded through donations and/or grants coordinated by the Felida Neighborhood Association and/or the Crawford Family.
- Work directly with the Crawford Family and the Felida Neighborhood Association on design of memorial features.
- Anticipate working with immediate neighbors to mitigate unwanted views, noise and/or park uses.
- Neighbors are concerned about traffic safety problems on NW 131<sup>st</sup> Street. Stop signs, signage and/or crosswalks are desired.
- A total closure of the park may be required during construction.

## Team Members & Roles

**Morgan Selph**, Landscape Architect, Vancouver-Clark Parks & Recreation

Role: Project lead. He will oversee the master plan development and design, and will serve as project advisor during construction.

**Matt Hall**, Project Manager, Clark County Public Works

Role: He will ensure the project is proceeding on schedule, within budget and according to scope. He will also provide advice and assistance with any Public Works-related issues (like the safety concerns on NW 131<sup>st</sup> Street).

**Mary Anne Cassin**, Capital Program Manager, Vancouver-Clark Parks & Recreation

Role: She will review and approve milestone decisions, and provide advice and guidance to the project staff as needed.

**GreenWorks, PC**, Design consultant

Role: They have been hired to assist project staff in the development of the memorial aspects of the park, and other tasks as assigned.

**Jilayne Jordan**, Public Information Officer, Vancouver-Clark Parks & Recreation

Role: She will respond to any comments, questions or concerns from neighbors or other stakeholders. She will maintain the project Web page, send out project updates and newsletters and coordinate all public meetings, stakeholder meetings and special events for the project.

**Debbie Abraham**, Parks and Recreation Advisory Commission

Role: She will serve as liaison to the Board of Clark County Commissioners, serve as mediator should any neighborhood concerns or conflicts arise, and provide advice and guidance to project staff.

**Vancouver School District**

Role: To review and approve any plans to connect the park development with their adjacent undeveloped school property.

**The Crawford Family**

Role: They will provide ideas and feedback about the memorial aspects of the park and how they relate to the park as a whole on behalf of the family, and advise Parks and Recreation about any potential family concerns with the development project.

**Park Neighbors**

Definition: Those who live within a half-mile radius of the park.

Role: Their role is to provide feedback about the master plan throughout the outreach process, and to help alert parks staff to emerging issues or concerns within the community.

**Dr. Milada Allen**, President, Felida Neighborhood Association Board

**Jamie Allen**, Chair, Felida Neighborhood Association Park Advisory Committee

Definition: The Felida Neighborhood Association was created to achieve common goals; provide a forum for communication and conflict resolution; encourage safety and resource protection; and improve quality of life. It is a formally recognized association affiliated with the Neighborhood Associations Council of Clark County. It is registered with the state and has a non-profit tax-exempt organization (IRS, 501(c)(3)). The Felida Neighborhood Association's Park Advisory Committee operates in conjunction with, pursuant to the direction of, and at the discretion of the Felida Neighborhood Association Board.

Role: The Felida Neighborhood Association Board and the advisory committee led the effort to name the park after Sgt. Crawford, and encouraged the Board of Clark County Commissioners to accelerate the planned construction start date for the park. They will continue to participate in planning, designing, developing, monitoring, and providing input throughout the park development process and after it's completed. The board and the advisory committee will continue to promote and facilitate communication, coordination, collaboration, cooperation, and partnership between community stakeholders and private, public and non-profit organizations – including Vancouver-Clark Parks and Recreation.

## Guiding Principles

- Develop a park that celebrates Sgt. Brad Crawford's life and honors his memory.
- Accommodate recreational and open space activities to meet the diverse needs of the neighborhood, now and for the long-term.
- Establish natural areas and incorporate principles of sustainability.
- Address access, security, and adjacent uses.
- Develop a plan that is financially responsible and viable for the long-term.

## Objectives

- Allow multiple opportunities for neighbors to provide feedback on the master plan throughout its development.
- Ensure that neighbors thoroughly understand our park design standards, our financial limitations, how the master planning process works, and their role within it.
- Provide neighbors with different ways to get involved (public meetings, mailed comment forms, Web page, etc.).
- Ensure that the Crawford Family is directly involved in the development of the memorial aspects of the park; and that they understand and support the project.
- Respond to community concerns or complaints quickly and honestly.
- Be clear and honest (no surprises).

## Strategies

- Use existing relationships with the Felida Neighborhood Association, city and county offices to help disseminate information about the project.
- Rely on Parks and Recreation Advisory Commission to provide two-way communication about the project with the Board of Clark County Commissioners.

- Refresh neighbors' memories about what the Greater Clark Parks District is, and the fact that Sgt. Crawford Neighborhood Park is part of it.
- Help ensure that all communication about the project is consistent between the Board of Clark County Commissioners, the Parks and Recreation Advisory Commission, parks staff, Public Works staff, the Felida Neighborhood Association, and other community representatives.
- Continually reinforce messages regarding general park development standards, the master planning process, budget constraints and other limitations, and the public's role.
- Work directly with the Crawford family to develop of the memorial aspects of the park.

## Tools & Tactics

- **Public Meetings:** At least three public meetings will be held within the community to obtain neighborhood feedback during the master planning process. Invitations will be mailed and e-mailed to all households within a half-mile radius of the park, the Felida Neighborhood Association President and other project stakeholders prior to each meeting. A press release will also be sent out to local media prior to each meeting.
  - **Meeting #1:** This meeting will be held at the park itself. The goal will be to obtain general information from neighbors about how the park is currently used and how they would like to see it used in the future. A comment sheet will be distributed at the meeting, through the Neighborhood Association, and on the Web page to help solicit feedback from neighbors.
  - **Meeting #2:** Based on the feedback received after the first public meeting, several master plan alternatives will be prepared and presented to neighbors at this meeting for review and input. The goal will be to find out what aspects and features from each alternative neighbors like, and what they don't like. A comment sheet will be distributed at the meeting, through the Neighborhood Association, and on the Web page to help solicit feedback. The master plan alternatives will be posted on the Web page for electronic review and feedback.
  - **Meeting #3:** Based on the feedback received about the different master plan alternatives presented at the second meeting, a "preferred" master plan drawing will be prepared and presented to neighbors for review and input. The goal will be to create a final preferred master plan that will then be presented to the Parks and Recreation Advisory Commission and the Board of Clark County Commissioners for final review and approval. This preferred master plan drawing will also be posted on the Web page for electronic review and feedback.
- Develop and maintain a project Web page that provides a direct feedback mechanism.
- Use an e-mailing list to send quick updates on the project as things change.
- Meet individually with key stakeholders (adjacent property owners, Vancouver School District, Crawford Family, etc.).
- Mail comment sheets to neighbors within a half-mile radius of the park to help obtain feedback from those who cannot attend the public meetings or don't have access to the Internet.
- Update mailing lists before every mailing to capture new properties and other changes.
- Promote public involvement activities to the local media via press releases, proactive phone calls, and post-meeting recap stories for The Columbian's Neighbors section.
- Meet regularly with the Crawford family and representatives from the Felida Neighborhood Association and its park committee to develop memorial aspects of the park.
- Host one informational public open house halfway through the design and permitting process.
- Solicit feedback on whether or not to have a formal groundbreaking event toward the end of the design and permitting process.
- Hold a formal park dedication event once construction is complete in direct coordination with the Felida Neighborhood Association, the Sheriff's Office and the Crawford family.

## Timeline

### March 2006

- Conduct preliminary stakeholder interviews about the park property and the development project.
- Meet with Felida Neighborhood Association representatives regarding park development and the memorial aspect.

### April 2006

- Compile stakeholder interview comment summary.
- Begin developing the project's Public Involvement Plan.
- Meet with Crawford family and Vancouver School District.
- Develop the project Web page.
- Host first public meeting at park site
  - Postcard invitation
  - Press release
  - Ad in The Columbian's Sunday paper

### May 2006

Compile comments received at public meeting and distribute via Web page, neighborhood association, etc.

### June 2006

- Complete the project's Public Involvement Plan and post on Web page
- Compile comments received at public meeting and distribute via Web page, neighborhood association, etc.

### August 2006

- Meet with the Crawford family and Felida Neighborhood Association representatives to help define possible memorial elements.

### September 2006

- Host second public meeting at Felida Elementary School cafeteria
  - Newsletter & e-mail
  - Mailed comment sheet
  - Press release
  - Ad in The Columbian's Sunday paper

### November 2006

- Meet with the Crawford family and Felida Neighborhood Association representatives to review public comments and finalize memorial elements for preferred master plan.
- Host third public meeting at Felida Fire Station to present the preferred master plan for final review and comments.
  - Newsletter & e-mail
  - Mailed comment sheet if necessary
  - Press release
  - Ad in The Columbian's Sunday paper

## **December 2006**

- Present preferred master plan to Parks and Recreation Advisory Commission.

## **Early 2007**

- Present preferred master plan to Board of County Commissioners for review and approval.
- Update neighbors, the Felida Neighborhood Association, its park committee the Crawford Family about status of the above approvals, and next steps.

## **January-June 2007 (est.)**

- Complete design and permitting process.
- Host informational open house when the design is 50% complete.
  - Newsletter & e-mail
  - Press release
  - Ad in The Columbian's Sunday paper
- Update neighbors, the Felida Neighborhood Association, its park committee and the Crawford family about any significant modifications made to the project as the design is developed.

## **Summer/Fall 2007 (est.)**

- Send out update newsletter and e-mail and solicit neighbor feedback on possible formal groundbreaking event (optional).
- Host formal groundbreaking event, or informal on-site Meet and Greet after the project is awarded to a contractor.
  - Send pre-construction letter to neighbors via mail and e-mail
  - Pre-construction press release to media

## **Winter 2007/Spring 2008 (est.)**

Host formal park dedication event when construction is complete.

- Postcard & e-mail invitations
- Press release
- Ad in The Columbian's Sunday paper

## **Evaluation**

- Monitor and track all media coverage, editorials, and letters to the editor about the project.
- Provide neighbors with evaluation forms at public meetings.
- Track all written, verbal and e-mailed comments, questions, praise and criticisms received during project – including those received by the Board of Clark County Commissioners, the Parks and Recreation Advisory Commission, and Clark County Public Works.
- Track attendance of public meetings/open houses and comments received.
- Track number of page views the project Web page receives at certain times during the process.

END