

B. Community Engagement and Information Gathering Strategies

Outreach

One of the key areas of focus for this project was to ensure that it included a broad outreach effort to reach, engage, and involve as many community members, staff, and stakeholders as possible. Comprehensive engagement and outreach strategies were activated to try and do so.

NEEDS ASSESSMENT OUTREACH PROMOTION		
Promotional Component	Distribution	Potential Reach
Newsletter Item - all forums	Highlights	4,251
Newsletter Item - all forums	Nearby Nature	2,044
Newsletter Item - all forums	Park Avenue	All Park Employees
Newsletter Item - all forums	Sun eNews	5,239
Newsletter Item - all forums	Bridges	Approximately 2,000
Plasma Screen Display - all forums	Governmental Center	Visitors
Plasma Screen Display - all forums	Government Center West	Visitors
Parks Main Webpage - all forums	General public	16,153 views 11,157 visits
Parks Find Your Voice Webpage - all forums	General public	104 views 94 visits
Plasma Screen Display - all forums	Local Cable - Commission Meetings	Viewers/Attendees
PSA/Media Release	Radio	Unknown Pickup
Letter from Dan West - Countywide Recreation Leadership Summit	Commissioners, Advisory Boards, City Mayors/Commissioners, Parks and Recreation Directors in Broward County	Approximately 350
Posters - all public forums	Park gatehouses and offices, libraries, businesses close to parks, city park offices	
E-announcement: Alternative Providers	Parks in Broward County, YMCAs, Boys/Girls Club	
E-announcement: Athletics & Aquatics	Leagues at Brian Piccolo, Central Broward, Sunview, Tradewinds, SWIM Central, park swimming lesson lists, water park lists, Florida Velodrome Friends	
E-announcement: Business & Tourism	CVB, chamber contacts, other agencies	
E-announcement: Conservation & Natural Areas	Nearby Nature subscribers, volunteers, Extension Education, Friends group, nature center e-mail lists	
E-announcement: Public Meeting	Highlights subscribers	
E-announcement: Public Safety	Sent through EOC contacts, contacts at Markham, contacts through Safety Section, contacts through Marine Advisory Board	

Promotional Component	Distribution	Potential Reach
E-announcement: Trails and Greenways	Registered mountain bikers, volunteers, Extension Education, Nearby Nature	
E-announcement: Youth and Schools	Broward County Public Schools, SWIM Central contacts, Children's Services Council, 4-H	
Social Media	Friends (1,050+; potential of 340,000+)	340,000+
Twitter	Followers	26
Sun-Sentinel Showtime ad	General circulation on Fridays	205,053
Sun-Sentinel Online ad		Received 11,149 impressions, 13 click throughs
Flyers	Park gatehouses and offices, animal care offices, libraries	60,000
Community Outreach flyer: Hispanic Unity	Project Outreach	
Community Outreach flyer: Poitier/Williams Senior Center	Project Outreach	
Community Outreach flyer: OIC	Project Outreach	
Community Outreach flyer: Central Broward Regional Park & Stadium	Electronically through Lauderhill, Project Outreach	1,200 electronically through Lauderhill



Focus Group Summaries

Fifteen (15) Focus Groups were held around the County on a variety of topics and groupings, with a total of 225 participants. A summary of each specific focus group's comments have been provided separately as a staff resource document. Most of the Focus Groups were open to invited stakeholders and the public.

Focus Groups included:

- Alternative Providers (those offering similar services in the County)
- Aquatics and Athletics
- Business and Tourism
- Central Broward Regional Park (CBRP) Focus Group
- Children and Family Leadership Association General Public at CBRP
- Hispanic Unity
- Information Technology (staff)
- Opportunities Industrialization Center (OIC) of Broward County
- Sylvia Poitier and Theodora S. Williams Senior Center
- Trails and Conservation
- Urban League
- A Leadership Summit (Leaders of municipalities within the County) including:
 - Wilton Manors Parks and Recreation
 - West Park Parks and Recreation
 - Tamarac Parks and Recreation
 - Coconut Creek Parks and Recreation
 - Sunrise Parks and Recreation
 - South Florida Water Management District
 - Weston Parks and Recreation
 - Pembroke Pines Parks and Recreation
 - Dania Parks and Recreation
 - County Commissioner Ritter and Commissioner LaMarca staff
 - Broward County Parks and Recreation Advisory Board
 - City of Oakland Park
 - City of Margate
 - City of Davie
 - City of Fort Lauderdale
- All Staff Groups (2)