



# PHILADELPHIA PARKS & RECREATION

## Engagement Plan Development Q+A

### **1) Is the strategic plan available for review at this point? Is there a public copy of PPR's 2017 Strategic Plan available?**

We are nearing the end of our strategic planning process and will have our departmental and engagement specific goals, objectives, and strategies available by the time that this project would commence (October 16th). A public version will be available by January 2018.

### **2) What is the intended focus of the research review? Is it about engagement planning, or does it have something to do with the substance of the strategic plan? Are you requesting a literature review of the scientific evidence on effective engagement plans?**

We would expect the selected firm to review research relevant to engaging staff and users in the context of parks and recreation systems, city government, and similar organizations generally. Our goal with requiring this review is to **set the foundation** of an evidence based design for both internal and external engagement plans but does not have to inform the design of the engagement plans explicitly. We hope that the selected firm's approach to be grounded in research (highlighted in the review) and also expect that the firm will take a creative approach to the plans' design that can be informed by previous, relevant projects.

The research review would also need to include the work done by the Strategic Planning team to date to add context to the Engagement Plans and to build off of the current work.

### **3) On page 3, in the Scope of Work section, two "Engagement Plan feedback sessions" are called for. Can we assume that what's meant here are sessions to gather input to inform the creation of the engagement plans, since at this point in the timeline there would be no document for staff to provide feedback on?**

Yes. The purpose of the initial feedback sessions would be to determine the type of research and engagement questions that PPR staff feel would be the most relevant and effective both internally and externally. The research review can inform a draft version of the plans' designs to be tested and affirmed by the participating staff.



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**4) Is the idea that PPR staff would actually conduct the internal and external engagement sessions, and the role of the contractor would be simply to come up with format and materials for them, then train staff in how to conduct them?**

PPR Employees, including field staff, will be implementing the *engagement* once the plans are written and delivered. The selected contractor/firm would work with staff this fall to inform the appropriate content (research questions, scripts, etc.) to be included in the final engagement plans delivered by the selected firm/contractor.

**5) And most important, what is the goal of the internal and external engagement? Is it primarily to inform about and promote the strategic plan, or is the department looking for more feedback about the strategic plan itself?**

One of our the stated objectives in our strategic plan is to "engage new audiences and increase awareness of PPR's programs and services." (This language may change.) PPR feels that there are a lot of our services that many Philadelphians and visitors many don't know about. We also feel there are a lot of ways that people use our system that we don't know about. In both instances, we want to engage with them to increase our understanding of these users so that we can improve their experiences in our parks and recreation system. Secondly, we hope to be able to revise and replicate the engage plans in future years and use 2018 as a baseline to measure the impact of our strategic plan.