



# MUNICIPALITY OF ANCHORAGE

## ANCHORAGE PARKS & RECREATION

**Memorandum**  
**PRC 08-11**



**DATE:** 5 February 2008

**TO:** Parks & Recreation Commission

**FROM:** Monique Anderson, Parks Superintendent

**SUBJECT:** PRC 08-11 – Public Involvement Work Plan

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A critical component of a successful Parks & Recreation Department (P&R) is an ongoing public involvement process. The importance of public involvement in the decision making process cannot be underestimated, and is absolutely necessary if the Municipality of Anchorage (MOA) wants to compel the public to act to implement the plan and effectively deliver community oriented park and recreation opportunities to the citizens of Anchorage. A healthy parks and recreation system requires an engaged public.

Park Planners will assume the lead role in most of the public involvement portions of projects. Attached is the 2008 Public Involvement Work Plan which outlines well-established strategies that have a history of success in public forums as well as provides a staff labor estimates to complete the work.

One thing to keep in mind as we weather the storms of public engagement is that concepts brought to the commission for approval are sometimes just that – concepts ready for public response. It is a natural part of design process to hear a resounding message from one segment of a population, or from the entire community. Sometimes the media's efforts to shed light on controversy results in a public fury, and sometimes they don't get a response. It is always our job to hear public comment, and to respond accordingly.

Park Commissioners play an important role in hearing public testimony, and advising on policy in the best interest of the entire community. Anchorage loves its parks, and that engaged public is the same one that will keep the system healthy. Thank you for your work.