

Engaging the Community for a Successful School Project

a perspective from public and charter schools in Washington DC

APRIL 27, 2015 1:15-2:30 PM



AGENDA

ENGAGING THE COMMUNITY

Introduction

4 How?

Why?

5 When?

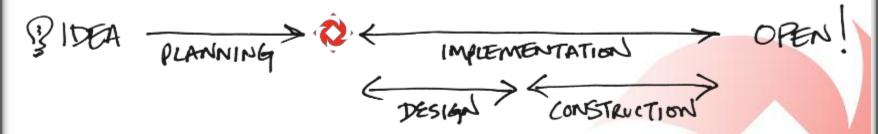
3 Who?

6 What?



INTRODUCTION

BRAILSFORD & DUNLAVEY



Relevant Experience:

 400+ Campuses, Several Large-Scale K-12 Programs, and 20+ Campus-Edge Developments

Firm Focus:

- Quality of Life Projects
- Anchors of Community

Project Staff:

- Diverse Skill Sets and Backgrounds
- Over 120 Employees in 10 Offices



INTRODUCTION

PRESENTERS



Ann DrummieRegional Vice President

14+ years in program management

DC public charter schools

B.A., Smith College M.Arch., McGill B. Eng., McGill



Michael Quadrino Project Manager

11+ years in construction and program management

DCPS schools

B.S Civil Engineering, Virginia Tech

PREMISE

- District of Columbia Public Schools (DCPS) has developed a School Improvement Team (SIT) approach
- DC Public Charter Schools (DCPCS) have been applying more customized and decentralized outreach
- Share lessons learned of how both DCPS and DCPCS projects involve the greater community toward enhancing the same City.



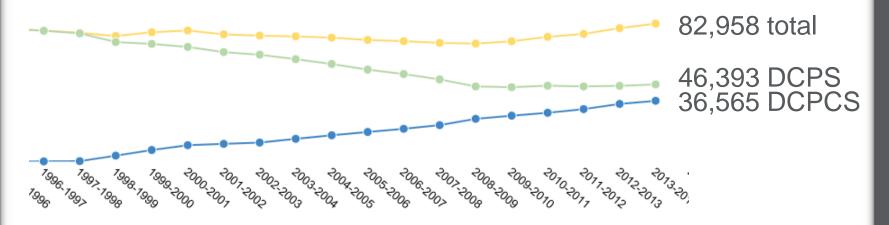
GLOSSARY

- DCPS: District of Columbia Public Schools
- DCPCS: DC Public Charter Schools
- SIT: School Improvement Team (SIT)
- ANC: Advisory Neighborhood Commission
- NA: Neighborhood Association



DCPS and DCPCS

OVERVIEW



	DCPS	DCPCS
Progam Size	\$3.2 B over 15 years	\$4M - \$30M per project
Schedule	Full modernizations (3 years)	Full modernizations (1 year)
	Phased Modernizations (10-11 mos)	
Delivery Method	Modified Design-Build	CM at Risk
Cost/SF	\$200-\$500 (hard costs)	\$190-\$250 (hard cost)
LEED	Gold required, some Platinum	Gold required
Awards	Various AIA, USGBC, and others	minimal
Other	Economic Inclusion, Workforce	could be commercial property





Why Engage the Community?

- Respect their role as tax payers
- Instill community spirit into the process and design
- Pave the way for a smoother project / reduce the chance for issues
- Like it or not, schools are political by nature
- Establish trust between people and their government





Who to Engage?

DC Public Schools

School Improvement Team (SIT)

- 10-15 people, led by school principal
- Includes staff, parents, community, and sometimes students
- Include local Neighborhood Advisory (ANC) or council rep

Neighbors

Those who live in close proximity

Broader Community

Coordinate with existing community list-servs



Who to Engage?

Charter

DC Public Schools

- Steering Committee
 - 4-6 people usually led by Founder, CFO, or Board Treasurer
- Targeted efforts
 - Ex. Design Committee with staff; Presentations/breakfasts to parents;
 ANC meeting attendance; Appointments with councilmember
- Neighbors
 - Those who live in close proximity
- ✓ Broader Community
 - Coordinate with existing community list-servs





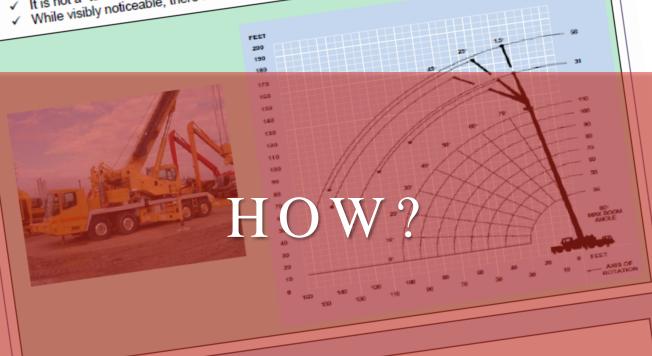


DETAILS

- ✓ Will arrive from V Street, and eventually leave to V Street
- Expected to be on site for three weeks
- Expected to be on site for three weeks

 It is not a "tower" crane, as seen on the skyline around town, but a truck mounted hydraulic crane

 While visibly noticeable, there will not be increased noise from the crane. While visibly noticeable, there will not be increased noise from the crane



SCHEDULE

- Steel will begin to arrive on site Monday, April 9
- Erection will begin Tuesday, April 10
 - Expect steel erection to be complete week of April 23

SCHEDULE

Work Hours: Target date for completion: 7 A.M. to 7 P.M. Mondays through Saturdays August 22, 2012

Methods for Engagement?

DIRECT AND INDIRECT

Project-specific meetings and hearings

- Government led, school led
- On site, at local gathering place (community center, church), at residence

Regular community group meetings

Newsletters

On site, hand-delivered, listserv, website, regular e-mails

Social Media

Facebook, twitter, blog, website

Ceremonies

Groundbreaking, topping out, ribbon cutting

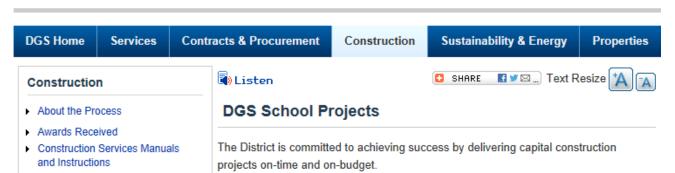




DGS Construction Projects

Municipal Projects
 Park and Recreation Center

Department of General Services





A DC Nayor's Ofice, Naya Markt Bonzer, DC Owen Schools and Zuthers

School

Janney Elementary School

Johnson Middle School

Kramer Middle School

Lafayette Elementary

great building construction, matchesione



Demolition and new construction include a main academic building, gymnasium, auditorium, indoor natatorium, and athletic field area, in accordance with Ed Specs outlined by the Office of the Chancellor.



Active School Projects

Bancroft Elementary School (Ward 1)

The project will make various buildings on campus more unified; both operationally and administratively. Existing buildings that are not demolished will be renovated.

Bro Fu an

Brookland Middle School (Ward 5)

Full modernization and renovation of the existing elementary school and conversion to a middle school using an adaptive re-use approach.



P.E. 1918

Duke Ellington School of the Arts (Ward 2)

The project includes creation of approximately 258,072 sq-ft of new space, including multiple, unique, performance venues.



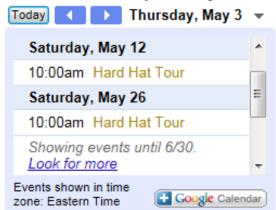
Garrison Elementary School (Ward 2)

Modernization and expansion of the existing historic school will



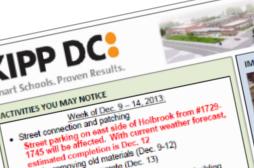
For a full calendar and more information about upcoming events, visit our calendar.

New Home of Capital City



Follow our progress on twitter.





estimated completion is Dec. 12 Trucks removing old materials (Dec. 9-12)

 Trucks delivering concrete (Dec. 13) Laying pipe in the ground

 Laying pipe in the ground
 Digging with large machinery next to existing building Week of Dec. 16 – 21, 2013: • Trucks delivering gravel (approx. 25, Dec. 16-19)

 Trucks delivering concrete (Dec. 18)
 Digging with large machinery next to existing building. Trucks delivering concrete (Dec. 18)

Week of Dec. 23 – 28, 2013:
 Trucks delivering concrete (Dec. 26)

Note that sleet delivery and erection should start in January.

BEST PRACTICES

- Materials are being stockpilled on-site to consolidate Tire washing and other sediment control measures are in place.
- Trucks will not idle beyond a three minute threshold. Noise leves will be mornibred.
 Every good weather day will be maximized to get through
- Noise levels will be monitored.

Webb Project Neighbor Report #2 December 9, 2013 IMAGES

EMPLO

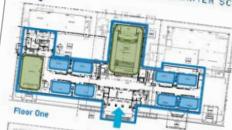
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ope







Issue I | April 201

The upper grade classrooms will be connected in pairs by a movable, folding wall.



The images above show the progress made from Estimary 11, after demolition, to March 31 in two of the connected classrooms.





3-9112

DC SCHOLARS

ACTIVITIES YOU MAY NOTICE

Upcoming in April and May 2015

- A community updates board will be installed along East Capitol Street.
- Back door next to the kitchen will become "emergency exit only" with the installation of temporary construction partitions.
- Excavation of concrete at 56% place entrance for new elevator shaft and new lobby space.
- Limited interior work Iconstruction workers supervised and escorted through occupied space! Existing DC Scholars and Food

IMAGES

Bank entrances will remain as existing through June 33383334

BC Scholars

Newsletter #2



C SCHEDULE

7:00AM to 7:00PM Mondays through Saturdays Hours,

Work Limited interior work, new lobby and elevator begins in March.

Limited exterior utility work begins in May.

ner Blitz: Full building renovation will occur while school is out of session for summer break

NTS OF CONTACT

Tiffany Johnson 202.768.0827 al questions DC Scholars truction questions: Brian Abel MCN Build 202,412,1524 Bill Beschorner MCN Build 202 213 6015 ruction Employment: Mika Hailstock Mikhail & Associates 301.547.5353

TRUCTION EMPLOYMENT POSSIBILITIES

& Associates and MCN Build have a workforce development initiative aimed at creating a strong ark of ties in the neighborhoods of Wards 7 & 8. For further information please contact Mika tock at 301-547-5353 or email: mika@mikhailcaa.com

may be available for both general labor and for construction trades. Trade workers will need to be tered with the Department of Employment Services (DOES).

American Job Centers provide career counseling, resume assistance, job placement, vocational. ng, and access to online services.

rican Job Center-Southeast

Martin Luther King, Jr. Avenue SE, Washington, DC 20032 Monday - Thursday 8:30am - 4:30pm; Friday 9:30am - 4:30pm



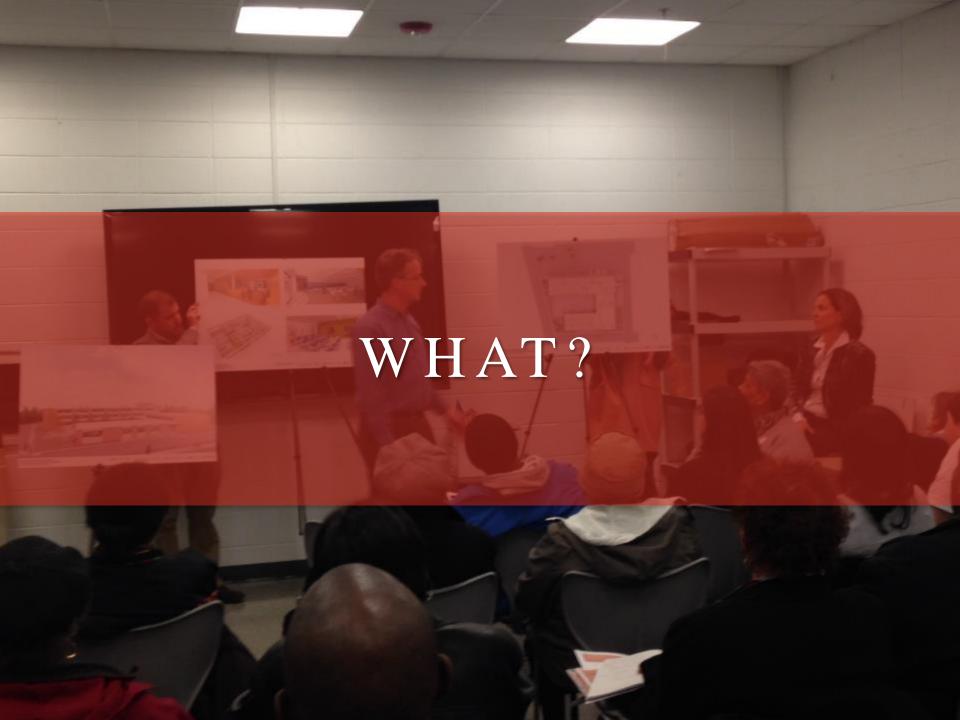


When to Engage?

PHASE OF PROJECT

IDEA COMMITMENT VISION SHOVEL OPEN





TURKEY THICKET /BROOKLAND MIDDLE SCHOOL FREQUENTLY ASKED QUESTIONS

The DC Department of General Services (DGS), Department of Parks and Recreation (DPR), and DC Public Schools (DCPS) has held two (2) community meetings in which design concepts and community requests were discussed related to the construction of a new Brookland Middle School and upgrades to Turkey Thicket Park and Recreation Center. The concepts were the result of collaborative meetings between the DC agencies mentioned above who had started design for two separate projects in December 2012. Turkey Thicket playground modernization scheduled for completion by August 2013 and a \$50M MINERAL PROPERTY OF THE PROPER

Below are questions with answers to many of the questions and concerns that have been expressed facilities using available District funds. related to the projects:

DESIGN AND CONSTRUCTION QUESTIONS AND ANSWERS

 Will the new school definitely be built adjacent to the Rec Center? If not, when will a december of the Rec Center? made on where the school gets built? The ultimate goal is to build the school in a manner than

owned land. At this time the design concess shared with the community

- What led to the
- The initial concep modern-day midd achieving safe stud tennis courts which that did not provide reviewing several was
 - placed both buildings existing outdoor recrea school and recreation co dining space. The other
 - http://www.slideshare.nl
 - Why was Brookland chose After establishing a need DCPS locations: Hamilton, E intent to continue using it. within the ward, as there are Wheatley EC and Brown EC. Community input also indica accessibility and potential Turke
- 1. How much of the \$50M budget for Brookland MS is for construction costs?

 1. How much of the \$50M budget for Brookland MS is for construction costs, such as furnishings, a building that can be constructed for Brookland MS is for construction costs, such as furnishings, and the street of the \$50M budget for Brookland MS is for construction costs, such as furnishings, and the street of the s At this time the design team has been tasked with designing a building that can be constructed for unknown site.

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 At this time the design team has been tasked with designing a building that can be constructed for a supplied to the constructed for the constru 12. How much of the \$50M budget for Brookland MS is for construction costs?

 14. How much of the \$50M budget for Brookland with decigning a publishing that the form to the form the control of the \$50M budget for Brookland MS is for construction costs?
- approximately \$35M. The remaining costs are used to cover project "soft costs" such as furnishings, and professional fees, and project contingency for currency unknown site equipment, design and professional fees, and project contingency for currency unknown site conditions.
- 13. Is \$50M enough to build the school without being co-located? Yes, based on early estimates. To location or not, how vill proper security be maintained?

 14. Co-location or Not will proper security be maintained?
 - OPERATIONAL QUESTIONS AND ANSWERS
- school day? How will proper security be maintained?

 School day? How will proper security be maintained?

 School day? How will proper security be maintained?

 The school to the park fields for occasional to the We are in the early stages of these discussions. Additionally, both school locations need to address a series in the early stages of these discussions. Additionally, both school to the park fields for occasional to the park fields for occasiona how students would have safe, direct access from the school to the park fields for occasional developments would have safe, direct access from the school to the park fields for occasional developments would have safe, direct access from the school to the park fields for occasional how students would have safe, direct access from the school to the park fields for occasional how students would have safe, direct access from the school to the park fields for occasional how students would have safe, direct access from the school to the park fields for occasional how students would have safe, direct access from the school to the park fields for occasional how students would have safe, direct access from the school to the park fields for occasional how students will be created.
 - 15. What impact will this have an toddlers and their parents who use the autdoor park during the day? day?

 The design has taken into consideration. The design team will have as stated above, the agencies occasionally are working with the designers to ensure whichever design chosen ensures students occasionally are working with the designers to ensure whichever design chosen ensures students. The design has taken into consideration. The design team will have as stated above, the agencies to the state of the state
 - are working with the designers to ensure whichever design chosen ensures students occasionally are working with the designers to ensure whichever design chosen ensures at the next community are working with the designers to ensure whichever design chosen that maintains secure use of the next community whichever design chosen will be shared at the next community was working with the school to the playing fields can do so in a manner that maintains a secure use of the next community whichever which will be shared at the next community was a supposed to the playing fields can do so in a manner that maintains a secure use of the next community which we have a supposed to the playing fields can do so in a manner that maintains a secure use of the next community. Walking from the school to the playing fields can do so in a manner that maintains secure use of walking from the school to the playing fields can do so in a manner that maintains secure use of the next community of the school to the playing fields can do so in a manner that maintains secure use of the next community of the school to the playing fields can do so in a manner that maintains secure use of the next community of the school to the playing fields can do so in a manner that maintains secure use of the next community of the school to the playing fields can do so in a manner that maintains secure use of the next community of the school to the playing fields can do so in a manner that maintains secure use of the next community of the school to the playing fields can do so in a manner that maintains secure use of the next community of the school to the playing fields can do so in a manner that maintains secure use of the next community of the school to the playing fields can do so in a manner that maintains secure use of the next community of the school to the playing fields can do so in a manner that maintains secure use of the school to th 16. What impact will this have on charter schools that use the recreation center during the day?

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 What impact will this have on charter schools that use the recreasion center all bistrict residents and recreasing the same of the schools who file properties available to all bistrict recreasions. The recreation center and pask are Dicharter schools who file proper permits and/or memorandum.of-understanding to use such that the schools who file proper permits and/or memorandum.of-understanding to use such that the schools who file proper permits and/or memorandum.

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 - facilities. The arrival of the middle school onsite will not change that, but will likely require more to coordination and schedule planning to ensure all who want to use the park have the opportunity to coordination and schedule planning to ensure all who want to use the park have the opportunity to coordination and schedule planning to ensure all who want to use the park have the opportunity to do so. 17. What happens to the walking groups that utilize Turkey Thicket field during the day? Will it be restricted because kids are on the site?

 - restricted because kids are on the site?

 The soal is not to affect the walking exercise trail during the day. The will be further explored in the restricted because kids are on the site?

 The soal is not to affect the walking exercise trail during the day. The will be further explored in the restricted because kids are on the site?

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- We value green space. How much will be lost with the new school? Depending on the site selected loss of green space ranges between zero and one acre
- 5. Placing a school entrance on $10^{\rm th}$ Street NE could be problematic due to metro bus routes. Has a A traffic study of all streets surrounding the park/school site is currently being performed by the design team and will be incorporated into the decision on where to place the school and how to
 - best incorporate parking and drop-off/pickup into the site layout.
 - 6. Is underground parking being considered for the project
 - Yes. As the site continues being studied center, underground nach
 - COMMUNITY ENGAGEMENT QUESTIONS AND ANSWERS support bo
 - 19. What is the actual role of the School Improvement Team (SIT) and are they required to do any community outreach? community outreach?

 Teams (SITs) are established for each achool renovation/modernizations (Ed. School Improvement: Teams (SITs) are established for each achool reprovement: Teams (SITs) are established for each achool reprovement to provide input and feedback on the Educational Specifications (Ed. School Improvement: Teams (SITs) are established for each achooling to the Educational Specifications (Ed. School Improvement: Teams (SITs) are established for each achooling to the Educational Specifications (Ed. School Improvement: Teams (SITs) are established for each achooling to the Educational Specifications (Ed. School Improvement: Teams (Ed
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 presentations made to the School Improvement Team (SIT)?
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 presentations made to the School Improvement Team (SIT)? For the Turkey Thicket modernizations, DPR held two community meetings in Winter 2012 to Bether it.

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 In addition. online surveys were used to Eather Initial Incur and then shared a concept were used to Eather Initial Incur and then initial Input on desired upgrades and then shared a concept were used to Eather Initial Incur and then shared a concept were used to Eather Initial Incur and then were used to make the shared a concept were used to make the shared a concept were used to make the shared as the shared a concept were used to make the shared as t initial input on desired upgredes and then shared a concept design by Studio 39 Architects before it then the state of the 3. What community input has gone into the designs thus for presentations made to the School Improvement Team (STT? feeeback on the design concept developed.

 The initiative was a summer of 2011. This initiative was a summer Community Involvement on the Ward 5 Great Schools Initiative, tasked with Improving Ward 5 As a so a community Involvement on the Ward 5 Great Schools Initiative, tasked with Improving Ward 5 As a so a community Involvement on the Ward 5 Great Schools Initiative, tasked with Improving Ward 5 As a so a community Involvement on the Ward 5 Great Schools Initiative, tasked with Improving Ward 5 As a part of the Ward 5 Council on Education. As part of the Ward 5 Council on Education. As part of the Ward 5 Council on Education and the middle grades DCPS education options, formally began in the summer of 2011. This initiative was a strength of 2012 in the summer of 2012 in Education. As part, as a strength of the Nard S Council on Education at the summer of 2012 in the State of the Nard S Council on Education at the summer of 2012 in the State of the State of the State of the Nard S Great Schools Initiative. DCPS announced plans to locate a new middle school at the summer of the Nard S Great Schools Initiative. response to community concerns, especially as shared by the Ward 5 Council on Education. As part the Ward 5 Council on Education at the Response to community concerns, especially as shared by the Ward 5 Council on Education. As part to community concerns, especially as shared by the Ward 5 Council on Education. As part to community concerns, especially as shared by the Ward 5 Council on Education. As part to community concerns, especially as shared by the Ward 5 Council on Education. As part to community concerns, especially as shared by the Ward 5 Council on Education. As part to continue the Ward 5 Council on Education. As part to community concerns, especially as shared by the Ward 5 Council on Education. As part to continue the Ward 5 Council on Education. As part to continue the Ward 5 Council on Education. As part to continue the Ward 5 Council on Education. As part to continue the Ward 5 Council on Education. As part to continue the Ward 5 Council on Education. As part to continue the Ward 5 Council on Education and International Council on Education. As part to continue the Ward 5 Council on Education and International Council on Education and Internationa of the Nard 5 Great Schools Initiative, DCPS announced plans to locate a new middle school at the Nard 5 Great Schools Initiative, DCPS announced plans to locate a new middle school are interested in the Nard 5 Great Schools Initiative, DCPS decided to move forward with Brookland Nars formed in School Innorovernent Team (SCT) of 15-20 community members and DCPS personnel was formed in School Innorovernent Team (SCT) of 15-20 community members and DCPS personnel was formed in School Innorovernent Team (SCT) of 15-20 community members and DCPS personnel was school Innorovernent Team (SCT) of 15-20 community members and DCPS personnel was school Innorovernent Team (SCT) of 15-20 community members and DCPS personnel was school Innorovernent Team (SCT) of 15-20 community members and DCPS personnel was school Innorovernent Team (SCT) of 15-20 community members and DCPS personnel was school Innorovernent Team (SCT) of 15-20 community members and DCPS personnel was school Innorovernent Team (SCT) of 15-20 community members and DCPS personnel was school Innorovernent Team (SCT) of 15-20 community members and DCPS personnel was school Innorovernent Team (SCT) of 15-20 community members and DCPS personnel was school Innorovernent Team (SCT) of 15-20 community members and DCPS personnel was school Innorovernent Team (SCT) of 15-20 community members and DCPS personnel was school Innorovernent Team (SCT) of 15-20 community members and DCPS personnel was school Innorovernent Team (SCT) of 15-20 community members and DCPS personnel was school Innorovernent Team (SCT) of 15-20 community members and DCPS personnel was school Innorovernent Team (SCT) of 15-20 community members and DCPS personnel was school Innoroverned Team (SCT) of 15-20 community members and DCPS personnel was school Innoroverned Team (SCT) of 15-20 community members and DCPS personnel was school Innoroverned Team (SCT) of 15-20 community members and DCPS personnel Was school Innoroverned Team (SCT) of 15-20 community members and DCPS personnel Was school Innor Scrookland site in March 2012. After DCPs decided to move forward with Brookland MS, an initial in the provided of the provided feedback on the program Educational Specifications. School Improvement Team (STT) of 15-70 community members and DCPs personnel was specifications. School Improvement Team (STT) of 15-70 community members and DCPs personnel Educational Specifications. School Improvement Team (STT) of 15-70 community members and DCPs personnel Educational Specifications.
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 The concepts are twice to provide teedback on the program Educational Stellar and the ST for the september 2012. Initial Stellar are stellar in Decamber 2012. Initial Stellar are stellar in Decamber 2012. Initial Stellar are stellar as the ST for the Stellar are stellar and the ST for the ST before an architect was engaged to begin design in December 2012. Initial site layout concepts the operation of the conformal state of th were presented in January 2012. The confocation design approach was shared with the SIT for the Confocation design approach was shared with the SIT for the Confocation design approach was shared with the SIT of the Confocation design approach was shared with the SIT of the Confocation design approach was shared with the SIT of the Confocation design approach was shared with the SIT of the Confocation design approach was shared with the SIT of the Confocation design approach was shared with the SIT of the Confocation design approach was shared with the SIT of the Confocation design approach was shared with the SIT of the Confocation design approach was shared with the SIT of the Confocation design approach was shared with the SIT of the Confocation design approach was shared with the SIT of the Confocation design approach was shared with the SIT of the Confocation design approach was shared with the SIT of the Confocation design approach was shared with the SIT of the Confocation design approach was shared with the SIT of the Confocation design approach was shared with the SIT of the Confocation design approach was shared with the Confocation design approach with the Confocation design approach with the Confocation design approach was shared with the Confocation design approach with the Confocation design approach was shared with the Confocation design approach with the Confocation
- first time at the community-wide meeting on february 26, 2033. Copies of previous Brookland STI

 resentations and more information on the Ward 5 Great 5chools Initiative can be found on the

 DCPS website at: OCFS website at:

 http://docs.or.gov/ocfs/farents-and-community/community-initiatives/March-5-Great-5-chooksinitiatives L. How will the community be further engaged in this design and decision process?

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 The agencies plan to hold two more community-wide meetings between now and to share the design developments currently underway with both school location options and Bather In the season of the state of the stat
 - the feedback and input necessary to make a decision on school location by mid-horil 2013. In the feedback and input necessary to make a decision on school location by mid-horil governments that feedback and input necessary to make a decision on the other) to there design developments addition, DGS, DRP, and DCPS will meet with both the ST tream and input necessary to make a decision on the other) to there design developments addition, DGS, DRP, and DCPS will meet with both the other) to there design developments are seen and the school of the addition, DGS, DPR, and DCPS will meet with both the SIT team and initial DPR stakeholder groups addition, DGS, DPR, and DCPS will meet with both the siT team and initial DPR stakeholder groups addition, DGS, DPR, and DCPS will meet with both the SIT team and initial DPR stakeholder groups addition, DGS, DPR, and DCPS will meet with both the SIT team and initial DPR stakeholder groups addition, DGS, DPR, and DCPS will meet with both the SIT team and initial DPR stakeholder groups addition, DGS, DPR, and DCPS will meet with both the SIT team and initial DPR stakeholder groups addition, DGS, DPR, and DCPS will meet with both the SIT team and initial DPR stakeholder groups addition, DGS, DPR, and DCPS will meet with both the SIT team and initial DPR stakeholder groups addition, DGS, DPR, and DCPS will meet with both the SIT team and initial DPR stakeholder groups addition, DGS, DPR, and DCPS will meet with both the SIT team and initial DPR stakeholder groups addition, DGS, DPR, and DCPS will meet with both the SIT team and initial DPR stakeholder groups addition.
 - separately (with 1-2 people from each group's point of view, and solicit feedback and input from each group's point.

What to Consider in the Message?

- Drivers
- Close/Open dates
- Spaces available to community
- Architectural Influence
- Budget



BALANCE

Here is a comprehensive comprehensive amount of amount of information for you!

Tell me what you want to know!

enough signs of being respectfully prepared and credible...

...while adaptive to respond to audience interests (vs. your own) and issues (vs. your priorities)

DELIVERY STYLE

- For your:
 - Information?
 - Review and consultation?
 - Decision?
- Under promise, over deliver
- "I understand"
- Be real ex. bad news; don't know; nothing they can do about it
- Don't take anything personally





FINAL THOUGHTS

- Establish trust between people and their government
- Strengthen relationships
- Balance information and listening





Engaging the Community for a Successful School Project

a perspective from public and charter schools in Washington DC

APRIL 27, 2015 1:15-2:30 PM

