



MEMORANDUM

To: National Western Center Citizens Advisory Committee (NWC-CAC)
From: Gretchen Hollrah, Executive Director, Mayor's Office of the National Western Center
Date: March 22, 2018
Re: Questions about NWC Campus Placemaking

As the Mayor's Office of the National Western Center (NWC) continues to engage with the National Western Center Citizens Advisory Committee (NWC-CAC) and the broader community on our Campus Placemaking tasks, questions about the team's recent work to solicit community input have been asked at both the February NWC-CAC meeting as well as via email from Mickey Zeppelin. This memo includes information that has been compiled by our team to help answer those questions, and to clarify our Campus Placemaking work – both in the past and moving forward. In addition, I've asked our team to develop a "milestones map" for planning and placemaking work for the campus over the past several years. Given the many years of input and discussion, I'm hopeful it will help new participants understand the ongoing work that may have preceded their engagement. We would like to present that timeline at the April 2018 NWC-CAC meeting.

The Campus Placemaking team developed a user survey in late fall of 2017 that was intended to gather additional information from the public related to high-level programming ideas and anticipated frequency of use. As an online survey, the intent was to keep the survey instrument brief to increase response and completion rates. As such, the questions were relatively general and did not get into intricate details of the program as discussed during the development of the NWC Master Plan or refinements that have occurred since that time.

The survey responses collected are being used as one of many forms of input into the refinement of the development and potential event programming for the campus. It is important to note that the bulk of the work being performed by the Campus Placemaking team is focused on Phases 1 and 2 of Master Plan implementation. Through refinements that

developed for both the facilities and structures created in Phases 1 and 2, as well as the public open spaces.

The NWC capital build program is committed to continued dialogue with the NWC-CAC as a partner in our Campus Placemaking work. In this, we strive to follow the successful model created during the NWC Master Plan process. The collaborative work and frequent engagement with the communities surrounding the NWC campus are essential to our work and are valued as fundamental pieces of our efforts to rebuild the campus. Thank you for your ongoing support and commitment to this work.

Respectfully,



Gretchen Hollrah
Executive Director