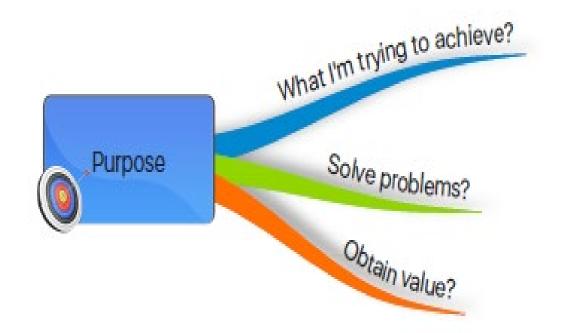


Marketing and Community Engagement

Dallas Park and Recreation Board August 1, 2019

Purpose

- To update the Park and Recreation Board on marketing and community engagement programs in support of the Department's Strategic Plan
 - Brand Awareness
 - Department Marketing Plan
 - Strategic Marketing Program Request for Proposal (RFP)



Brand Awareness Survey

- Gauge public awareness of Department programs and services, facilities, and events
- Identify preferred communication channels and social media platforms used by citizens
- Determine how Department should distribute information and allocate advertising resources
- Distributed through Survey Monkey,
 GovDelivery, DallasParks.org, Facebook,
 Twitter, NextDoor, City of Dallas online news
 sites, and DBrief City of Dallas employee
 newsletter
- Launched in July during National Park and Recreation Month



FY19-20 Marketing Program and Activities

- Community Engagement Survey
- Marketing Campaigns
- Public Information/Public Service Announcements
- Community Relations
- Media Relations
- Website and Social Media
- Special Events
- Internal and External Communications



Marketing Campaigns

- Created for select programs or services to increase participation, raise awareness and communicate value to residents, patrons, and stakeholders
 - Volunteer Opportunities
 - FY 18-19 Annual Report
 - Family Aquatic Center Season Passes
 - Environmental/Maintenance Programs
 - White Rock Lake Reservation Facilities
 - Share Your Moment Photo Contest
 - Park Rangers
- Incorporate new and traditional publicity, media and communications strategies to address topics relevant to the program/service



Dallas Park and Recreation Park Rangers Campaign

City of Dallas Park Rangers help park visitors have a wholesome, safe, and rewarding outdoor

- 1) Promote voluntary compliance by educating the park visitors about the city ordinances and
- Deter negative activity through a uniformed, diplomatic, and authoritative presence,
- Deven negative activity unusuage a uninumeral, uranimetry, and autivinitative protection,
 Serve as a friendly ambassador for the city, build relationships, create community, and assist.

Dallas Park Rangers support positive use of parks, educate and assist park users and encourage voluntary compliance with park rules. They can issue warnings, citations and parks trespass warnings. They address repeated Park Code violations or minor infractions, and will respond when available. The Park Rangers have limited authority, are not sworn law enforcement officers, and are

- 1) increasing number of 911 calls/assistance requests to Park Rangers 2) Park visitors/users are not aware of Park Rangers responsibilities/role 3) Park visitors/users perceive Park Rangers to be security and law enforcement
- The Dallas Public Engagement Team will support the mission of the Dallas Park Rangers by working with Park Maintenance and Operations to develop and implement a communications campaign to Educate park users and athletic associations, and specialty recreation groups (bike groups,
- running clubs, etc.) about the role and responsibilities of the Dallas Park Rangers Communicate the activities/work of the Park Rangers to key influencers and stakeholders
- Promote awareness among general public about how Park Rangers collaborate with other City of Dallas Departments to be a positive presence at public parks (Example, VIP)

- 40 percent increase among park goers about Rangers' role/responsibilities
- 20 percent decrease in incoming calls for 911 assistance from park visitors
- 10 percent decrease in rogue play



Public Service Announcements

- Spraygrounds
- Trail Emergency Signage
- Water Safety, Water Fitness and Adapted Aquatics
- Athletic Fields and Reservations
- Urban Wildlife
- Volunteer Month
- Friends Groups and Partners
- July is National Park and Recreation Month
- Park Rangers
- It's My Park Day
- Help Keep Dallas Parks Green
- Smell the Flowers/Smoke-Free Parks



PUBLIC SERVICE ANNOUNCEMENT

LENGTH: 0:15

SUBJECT: [Smell Our Spring Flowers]

FOR USE: [May 2019]

VOICEOVER:

- Spring is here.
- Dallas Park and Recreation wants you to smell the flowers on your next visit to your favorite neighborhood park.
- Remember, Dallas parks are smoke-free.
- Thank you for keeping Dallas's parks clean and green.
- Visit Dallasparks.org for information.

Public Relations and Community Relations

- Groundbreaking for Singing Hills Recreation
 Center Phase II
- Flagpole Hill All-Abilities Playground
 Dedication
- Family Aquatic Center Grand Openings at Lake
 - Highlands, Kidd Springs and Tietze parks
- Sprayground Ribbon Cutting Ceremonies at K.B. Polk, Jaycee Zaragoza, Grauwyler, Timberglen, and Nash/Davis parks
- Bond Program Projects and Partnerships
- U.S. Soccer Foundation Mini-pitch Court Dedication at Lake Cliff Park



Media Relations

- Media Interviews/Features/Articles (Non-advertising)
 - Good Morning Texas segment
 - Late Night Recreation
 - Park Storm Damages
 - Dallas Tree Re-Leaf Reforestation
 - Summer Youth Activities/Teen Tech Center
 - Big D Boxing
 - Aquatic Facilities and Spraygrounds
- Media Coverage Summary

•	Total National TV Audience	<i>7</i> 36 , 419
	Total Local TV Audience	736,419
	Total National TV Publicity Value	\$168,653
	Total Local TV Publicity Value	\$168,653
	Total Online News Audience	4,464,391
	Total Online News Publicity	\$92,490

Media Value: \$429,796



Fireside Recreation Center staff and summer campers featured on WFAA *Good Morning Texas* on July 11

Website and Social Media

- Dallas Park and Recreation website had 569,988 visits in YTD 18-19, generating 1,061,209 page views (up 3% over YTD 17-18)
 - 56% of website traffic accessed via a cell phone device and 37% from a desktop
- Dallas Park and Recreation posted a total of 1,902 posts on social media platforms in YTD 18-19 (Facebook, Twitter, Instagram)
 - Generated 8,641 link clicks across all social platforms – up 60% over YTD 17-18
 - Impressions over all social platforms totaled
 2,792,310 up 23% over YTD 17-18
 - Follower growth increased by 22% over previous year



Special Events

- It's My Park Day
- Mother's Day Luncheon
- Volunteer Appreciation Luncheon
- Movies in the Park
- Battle in Big D
- Pumpkins on the Plaza
- Get Out and Play Game On!
 July is Park and Recreation
 Month





Internal Communications

- Employee Advisory Committee Newsletter
- City Announcements
- Park Website Intranet
- DBrief City of Dallas Employee Newsletter
- TCB (Taking Care of Business)
- Park Board Save the Date Calendar
- Mayor City Council Weekly News
- DallasCityNews.net
- Planning Urban Design Neighborhood Resource Guide



External Communications

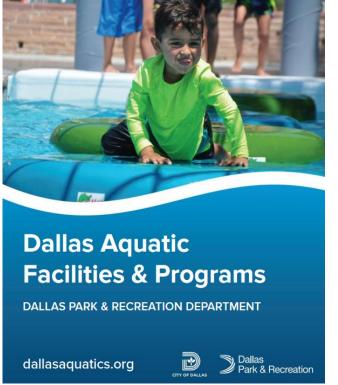
- Department Annual Report
- Recreation Program Guide
- Dallas Aquatic Facilities and Program Guide
- Things to Do See & Learn
 Digital Newsletter
- EarthX 2019 Exhibit
- Community Meetings
- Dallas Park Foundation CONFAB













FY 19-20 Strategic Marketing Request for Proposal

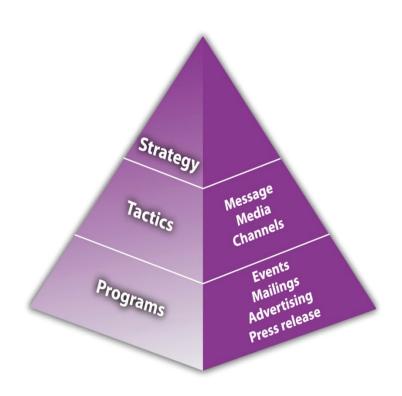
- To complement the department's existing marketing communications programs, the department has developed a Request for Proposal for comprehensive marketing services to:
 - Build brand awareness of select Department programs and services that includes
 - Dallas Aquatics
 - Senior Services
 - Golf and Tennis
 - Social Equity Programs
 - Environmental and Conservation Programs
 - Volunteer Services
 - Enhance the Department's public image
 - Boost participation and attendance
 - Increase program/service revenues



FY 19-20 Marketing Request For Proposal

Based on market research, vendor will provide recommendations for each program or service component:

- Advertising and Promotional Planning
- Public Relations
- Media Relations
- Relationship Marketing and Direct Mail
- Collateral Materials
- Interactive Communications



Next Steps

- Implement FY 19-20 Dallas Park and Recreation Department Marketing and Community Relations Plan
- Work with successful proposer on developing a strategic marketing program that complements department efforts
- Report successes, challenges and opportunities to the Park Board





Marketing and Community Engagement

Dallas Park and Recreation Board August 1, 2019