



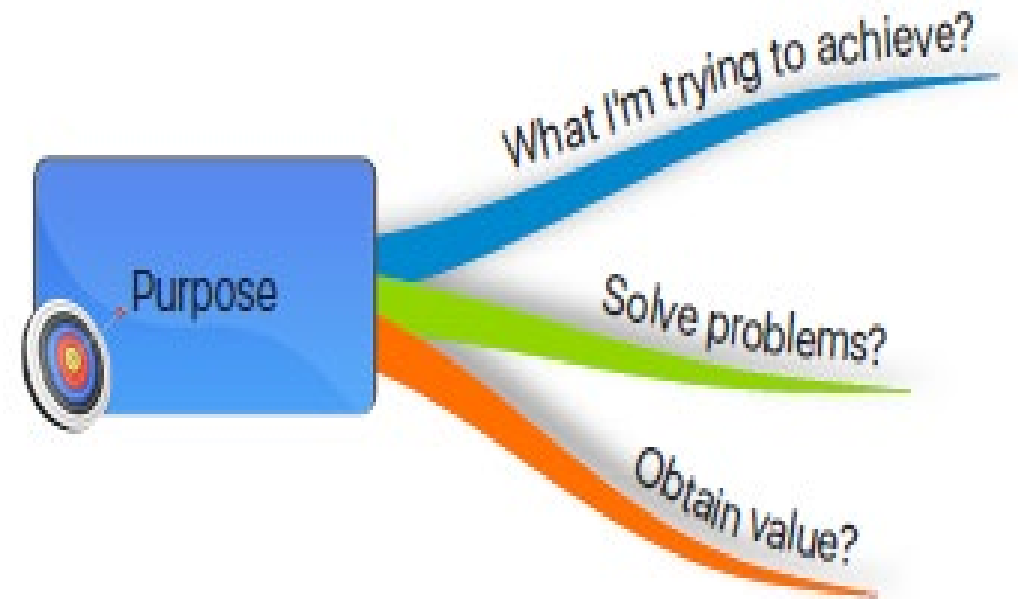
Dallas Park & Recreation

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



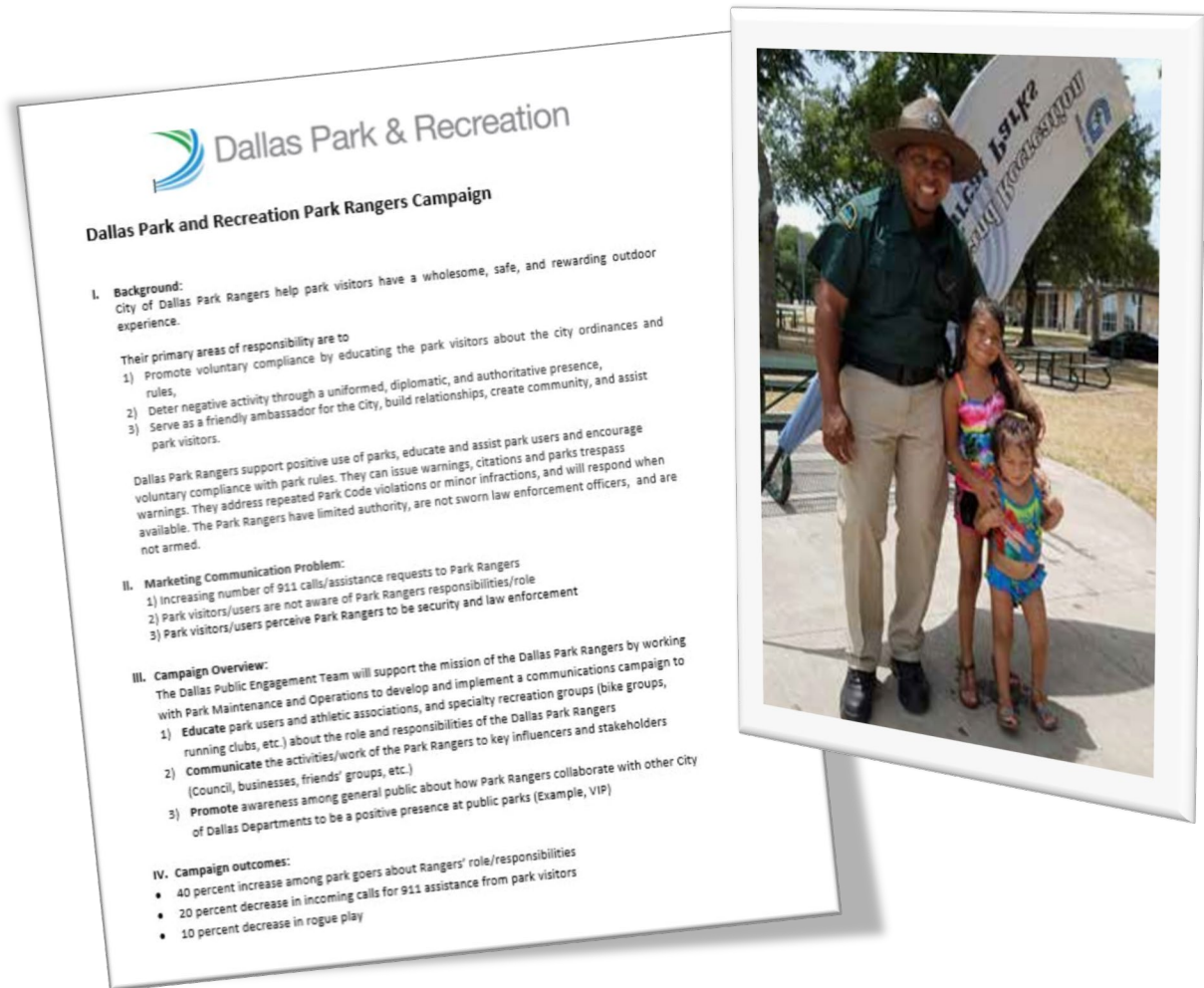
FY19-20 Marketing Program and Activities

- 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



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 Dallasparcs.org for information.

Public Relations and Community Relations

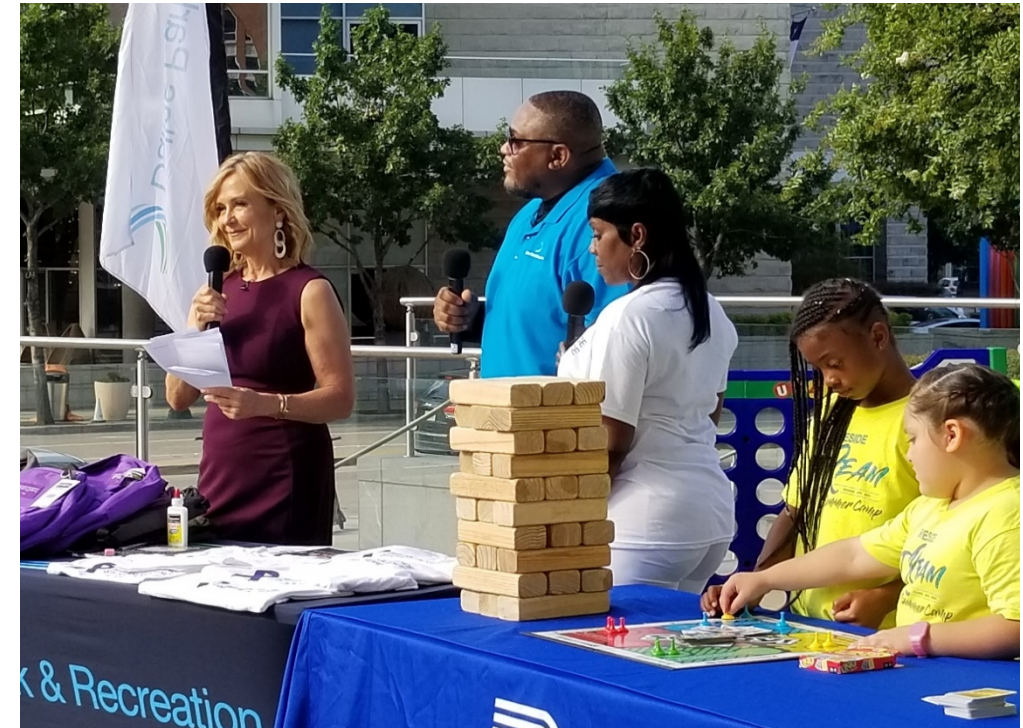
- Groundbreaking for Singing Hills Recreation Center Phase II
- Flagpole Hill All-Abilities Playground Dedication
- Family Aquatic Center Grand Openings at Lake Highlands, Kidd Springs and Tietze parks
- Sprayground Ribbon Cutting Ceremonies at K.B. Polk, Jaycee Zaragoza, Grauwylor, Timberglen, and Nash/Davis 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	736,419
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



ANNUAL REPORT



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





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