Memorandum

Date: February 20, 2009

Thru: Forest E. Turner
Interim Assistant City Manager

To: Honorable Members of the Quality of Life Committee:
Pauline Medrano, Chair; Vonciel Jones Hill, Vice Chair; Carolyn R.
Davis, Angela Hunt, Sheffie Kadane, David A. Neumann, Steve
Salazar

Subject: “FY 08-09 Marketing, Public Engagement and Community Relations
Overview” briefing

Attached is the “FY 08-09 Marketing, Public Engagement and
Community Relations Overview” briefing which will be presented to
the Quality of Life Committee on February 23, 2009.

If you have questions, please call me at 214-670-4071.

Paul D. Dyer, Director
Park and Recreation

c: Honorable Mayor and Members of the City Council
Mary K. Suhr, City Manager
Deborah A. Watkins, City Secretary
Thomas P. Perkins, Jr., City Attorney
Craig D. Kinton, City Auditor
Judge C. Victor Lander, Judiciary
Ryan S. Evans, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager
Ramon F. Miguez, P.E., Assistant City Manager
A. C. Gonzalez, Assistant City Manager
David K. Cook, Chief Financial Officer
Helena Stevens-Thompson, Assistant to the City Manager

“Dallas, The City That Works: Diverse, Vibrant and Progressive”
Quality of Life Committee
February 23, 2009

FY 08-09 Marketing, Public Engagement and Community Relations Overview
Purpose

- Provide information regarding the FY 08-09 Dallas Park and Recreation Department Marketing, Community Relations and Public Engagement Services plan
- Highlight sample projects and initiatives
Mission

The mission of the Marketing, Community Relations and Public Engagement Services Section is to engage the general public by providing cost effective internal and external marketing, community relations and communication services using new technology and traditional communications tools to secure positive local, national, and trade news coverage for the department.
## Reaching the Customer

### Audience: Residents and Businesses
- **Face-to-face Meetings**
  - Special Events
  - Community-based Organizations
  - Town Hall Meetings
- **Media-based Coverage**
  - News Releases
  - Media Advisories
  - News Conferences
  - Weekly Newspapers
  - Radio / TV / Daily Newspapers
- **Internet**
  - City web site
    - English & Spanish
  - E-mail Outreach
- **Neighborhood Associations & Friends Groups**
  - E-mail address lists
- **Cable Access Channel**
  - City PIO Studio
- **City Venues and Publications**

### Audience: Appointed Officials
- **E-Mail Messages**
  - Special Interest Messages
- **Reports**
  - General Interest
  - Special Purpose
- **Special Events**
  - Ground Breaking
  - Ribbon Cutting
  - Speaking Notes

### Audience: DPARD Staff
- **E-Mail Announcements**
  - Items of interest
  - Important Updates
- **Staff Meetings**
  - Information Sharing
- **Informal face-to-face**
  - Site Visits by Senior Management
- **Pay Stubs**
  - Information shared via Fliers
- **Internal Newsletters**
  - Citywide
  - Department specific
- **Bulletin Boards**
  - Fliers
  - Information Sheets
Key Services to be Provided

- Marketing
- Public engagement
- 24-hour media relations
- Executive services
- Publication submission services
- Special event planning and management assistance
- Multilingual media outreach
Key Services to be Provided

- Cable programming and special project videos
- News monitoring and clipping services
- Content management for department website
- Preparation of news releases
- Planning of news conferences and background sessions with editors, reporters, and news managers
- Electronic newsletters and emails
Marketing Services

- Marketing
  - Develop and implement marketing campaigns
  - Develop branding, slogans and tag-lines
  - Produce and design marketing collateral materials
  - Track and report results of marketing efforts to client divisions
Public Engagement Services

- Research and write media advisories and news releases
- Produce and pitch targeted stories to appropriate media/reporters
- Organize and host news conferences
- Send department information to interested residents via email blasts to Homeowners Associations and Friends groups
- Write and distribute employee announcements
- Secure still photography for official city events
- Submit Park & Recreation related information to the PIO for City public information packets
24 Hour Media Relations

- 24-hour media relations
  - First point of contact for news media inquiries
  - Provide background information and arrange interviews
  - Prepare or serve as spokespersons as needed
  - Assist in media event planning
  - Research and gather public information requested by news media
  - Proactively pitch positive stories to news media
  - Book departmental experts on radio and television community affairs broadcasts
  - Maintain positive media relations with editors, reporters, news and assignments managers
  - Maintain media contact list for local, state & national media outlets (English, Spanish, African-American, & Asian media)
Executive Services

- Prepare executive staff and Park Board speaking bullet points
- Develop annual Department Communications plan for internal/external customers
- Write op-ed articles, Letters to the Editor and arrange for editorial board meetings
- Consultation services for issues management/message development
- Crisis communication planning & management

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SPEAKING NOTES
Families in the KNOW Anti-Drug Rally
August 14, 2008

- Thanks for coming out to Families in the KNOW Rally!
- Today’s event is about you and your family!
- All of us know that families are the educational, social, emotional, and cultural foundations of our society.
- However, sometimes we forget one of the more important family values: “Families that Play together, Stay Strong Forever!”
- With busy, on-the-go lifestyles, many families don’t have much time to spend with each other.
- Parents and children don’t enjoy a lot of time together doing an activity that is meaningful to both of them.
- We just don’t have time for quality time with each other any more.
- This rally will address the importance of the relationship as a major key in preventing alcohol, “cheese” tobacco, and other substance and drug abuses.
- This evening everybody can participate in family entertainment activities and interactive games, get family-related resources from the agencies and vendors here, and become aware of the challenges.
Publication Development & Submissions

- **Dallas Delivers**
  - 8 page quarterly Dallas Morning News insert
  - 215,000 DMN and 50,000 Al Dia subscribers
  - 5000 copies to branch libraries
  - Homeowner Associations

- **City Hall Highlights**
  - Monthly internal departmental news and achievements
  - City council members, Park Board members, executive staff
  - Homeowners Associations
  - City employees
  - City intranet
Publication Development & Submissions

- City Calendar/Annual Report
  - 40,000 printed in English – 20,000 printed in Spanish
  - Delivered to Libraries, Park & Recreation centers, and Home Owners Associations

- In House Publications
  - Fair Park Annual Report
  - Leisure Lines
  - Leisure Connection
  - Partnership Brochure
  - Reservations Brochure

- Publications As Requested
Special Events Planning Services

- Special Event Planning
  - Groundbreakings
  - Ribbon cuttings
- National Observances (e.g.)
  - July’s “National Park and Recreation Month”
  - Volunteer Month
  - May’s National “President’s Fitness Month”
  - April’s Arbor Day
- Fair Park Signature Events
Multilingual Media

- Translate brochures and website information
- Identification and inventory of bilingual speaking employees for media interviews (e.g.)
  - Spanish
  - Chinese
  - Vietnamese
  - Korean
  - Indian
Cable Programming

➢ Cable programming
➢ Continue to submit public service announcements information for cable programming
  ➢ Currently display video on MOWmentum Program, Get Water Smart, and Stash Your Trash
➢ Produce weekly cable program focused on park and recreation related issues and programs
Media Tracking Services

- News Clipping Services:
  - Maintain e-clips on DPARD from local, state and national print and broadcast media outlets
  - Maintain library of selected print and broadcast clips on DPARD for future use or viewing
Advertising Services

- Advertising
  - Assist in design of ads
  - Consult divisions on optimal advertising outreach consistent with target audience, message and budget
  - Place advertising and make ad buys (print/radio/TV/trade journals/trade shows/Kiosks, billboards)
FY 08-09 Marketing Initiatives

Marketing Plans

- Aquatics
  - Learn to Swim
  - Bahama Beach
  - Spraygrounds
  - Life Saver
- Fitness Centers
- Youth Programs
  - Send A Kid to Camp
FY 08-09 Marketing Initiatives
Marketing Plans

- Contract Fee Instructors
- Volunteer Recruitment
- Cotton Bowl Stadium
- Southern Skates
- MOWmentum Program
FY 08-09 Marketing Initiatives
Advertising Plan

- Ads targeting the City’s diverse population
- Daily newspapers
- Minority newspapers
- Special interest and community papers
- Ads using a multi-media ad / sponsorship approach:
  - Radio & Print
  - Billboard
  - DART
  - Kiosks
  - Movie Trailer Advertising
  - Web
  - Trade Shows
FY 08-09 Marketing Initiatives
Art Institute Partnership

- Establish symbiotic partnership with faculty and students at the Art Institute of Dallas
- Request that students develop creative branding for city use in advertising projects
- Class projects such as web site development
FY 08-09 Public Engagement Services

- Communications Plan
  - Department Annual Report
  - Electronic Quarterly Newsletter
  - Director’s Monthly Update
- Recreation Center Program Promotions
  - “Promotions in A Box”
  - Billboards
  - Community Fairs
  - Movie Theater Trailers
    - Pools and summer programs
FY 08-09 Public Engagement Services

- Aquatics Public Health and Safety
  - Learn to Swim
  - “Be Water Smart”
  - Cryptosporidium & E Coli
FY 08-09 Public Engagement Services

- Pavilion Tour Guide Brochure
- Season Recreation Program Guide
- Telephone “On Hold” Public Information Promotions
- Park Dedications
- Major Construction Projects (ie. Esplanade, Downtown Parks, Dallas Children’s Aquarium at Fair Park)
  - Website
  - Industry Publications
- MOWmentum Program
FY 08-09 Public Engagement Services

The Newsletter

- Quarterly department electronic newsletter highlighting services and programs
- Posted to the Department and City Web site and emailed to patrons, neighborhood associations and friends groups
FY 08-09 Public Engagement Services
WRR Partnership

- Establish symbiotic relationship with WRR marketing staff
- Develop and submit Public Service Announcements to support department services
- Pursue cross-promotional opportunities in station guide, station activities, station Web site and in Dallas Delivers
- Fair Park Fourth Simulcast
FY 08-09 Public Engagement Services
Leisure Lines

- Monthly print and online special events calendar
- Recreation centers, youth services, golf and tennis and other divisions
- Highlights unique programs, classes, and special events
- Online publication posted at dallascityhall.com and dallasparks.org
- Print publication distributed at City Hall, Libraries, and community events
FY 08-09 Public Engagement Services

Stash Your Trash

- Ongoing public information campaign to engage the public and school children in keeping parks clean
- Resulted in DPARD winning the North Texas Litter Challenge in 2007 showing a decrease in litter by 25%

Kids, be a COOL CAT!
Learn how to Keep Dallas Parks Beautiful!

Cleanup: Monday, September 29th
10 am-Noon
Mildred L. Dunn Park

Various environmental organizations including City of Dallas Sanitation Dept. and the Dallas Water Utilities Dept. will be present to teach Joseph J. Rhoads Learning Center students about protecting the environment and more!

In addition to participating in the park cleanup, students will enjoy a skit and learn ways to keep the environment clean through recycling, conserving water and waste management.
FY 08-09 Public Engagement Services
Annual Report

- Write and produce a 2008-09 annual report with department highlights
  - Programs
  - Attendance Figures
  - Bond Projects Completed
- Continue production of Fair Park Annual Report of Activities
FY 08-09 Public Engagement Services

Photography

- Secure professional photographers to capture and record official department ceremonies and special events
- Direct photo shoots for marketing uses to include brochures, websites, newsletters and annual reports
- Photograph department events for internal use and to send photo releases to media
FY 08-09 Public Engagement Services
New Media Outreach

- Explore use of YouTube and other social networking sites to promote and inform
  - Esplanade Fountain
  - Stash Your Trash
  - Life Saver
- Submit event information to KERA’s www.artandseek.org
FY 08-09 Public Engagement Services
Crisis Communications

- Assist DPARD staff in collecting information, preparing spokespeople, and organizing regular press events
- Share vital information with the public during emergency situations
FY 08-09 Public Engagement Services
Ground Breakings and Dedications

- Actively involved in dedications and groundbreakings
  - Coordinate logistics with host divisions to include planning, marketing, and public relations

- Major events could include:
  - Main Street Gardens Dedication
  - Grand openings of all new parks
  - Arrival of DART at Fair Park
  - Coombs Creek Trail
  - Fantasy Landing Playground
FY 08-09 Public Engagement Services
Employee Communications

- Produce and distribute via email a quarterly newsletter for DPARD employees
- Write and distribute “All PKR Department” emails
FY 08-09 Public Engagement Services
Spokesperson Training

- Offer individualized interview preparation for spokespeople in advance of media interviews
- Secure the services of an outside agency to host intensive media training sessions for key department spokespeople
- Provide presentation and other specialized training designed to assure department spokespeople feel comfortable addressing an audience
FY 08-09 Community Relations Services
ISD & Home School Network Partnerships

- Establish a symbiotic relationship with Dallas ISD, Plano ISD, Richardson ISD and Carrollton/Farmers Branch ISD
- Develop relationship with Home School Networks
- Share best practices and cross market services and programs
- Regular meetings and emails to keep communication open
FY 08-09 Community Relations Services

Partnerships

- Establish relationships with Chambers of Commerce and merchant associations
- Foster relationships with community service groups, civic organizations, homeowner associations and churches
- Provide information on rental space and offerings to alumni organizations (e.g. TX, OU, Grambling, Prairie View A&M, Arkansas Pine Bluff, Texas Southern, Texas A&M Commerce, East Central University
- Regular meetings and emails to keep communication open
FY 08-09 Community Relations Services
Dallas Park & Recreation Department Tours

➤ Organize and conduct familiarization tours of Park facilities and services
  ➤ Visiting Professional Groups and delegations
  ➤ Media
  ➤ Community Groups
  ➤ Dallas Convention & Visitors Bureau Sales Representatives
Goals

- Increase Bahama Beach attendance by 10% and revenues by 15%
  - Actual 2008 attendance was 60,362
  - Actual 2008 revenues were $692,639

- Increase Learn to swim participation by 10%
  - East Region actual of 1213 in 2008
  - West Region actual of 1513 in 2008

- Increase fitness center revenues by 10%
  - Actual FY 07-08 was $115,755

- Increase endowment funding for Send A Kid to Camp by $50,000
Goals

- Increase the number of contract fee instructors classes in the Southern sector by 10%
  - East Region FY 07-08 actual of 59
  - West Region FY 07-09 actual of 11

- Increase the number of bookings at the Cotton Bowl by 10% and revenues generated by 10%
  - FY 07-08 actual bookings were 3

- Increase FY 07-08 revenues of $67,000 at Southern Skates by 10%
Goals

- Increase the number of MOWmentum partnerships by 10%
  - East Region FY 07-08 actual of 24 MOWmentum partnerships
  - West Region FY 07-08 actual of 24 MOWmentum Partnerships
- Increase the number of volunteers hours by 10%
  - FY 07-08 actual hours of 190,860 @ $17.70 per hour (value of $3,376,313)
- Increase community outreach efforts by introducing a weekly cable show titled “A Day In the Park” in Spring 2009