

**LAKE OSWEGO PARKS AND RECREATION DEPARTMENT
PROJECT PLAN**

TITLE: Living Well in LO

OBJECTIVE: Develop a campaign/initiative that provides a framework around the programs and all other services to highlight how Parks & Recreation contributes to building community, enriching lives, and caring for the environment.

COST ESTIMATE: \$30,000 FY 14-15; estimated \$20,000 to sustain program the next 2-4 fiscal years

| TASKS - Year One Department and Partner Focused | By Whom | Completion Date | |
|---|-----------------------------|-----------------|---|
| Discuss how to accommodate PRAB's request for a health and wellness initiative. | Jan and Kim | 7/8/14 | ✓ |
| Research how others promote health and wellness. Establish a framework for the initiative. | Jan and Kim | 7/31/14 | ✓ |
| Present the idea to PRAB for feedback and approval to proceed | Jan and Kim | 8/20/14 | ✓ |
| Develop domain name and landing page on website. Present to PRAB for feedback and approval to proceed | Jan and Kim | 9/17/14 | ✓ |
| Share initiative with program staff and obtain commitment for participation. Generate ideas for activities and events. | Jan & Prog Staff | 10/6/14 | ✓ |
| Meet with Keel Creative to futher develop concepts. | Jan, Kim, Keel | 10/16/14 | ✓ |
| Meet with PRAB Sub Committee to review timeline and passport mockup | Jan, Kim, Steve, Bill, Ryan | 11/3/14 | ✓ |
| Meet with Keel Creative to finalize concept. | Jan, Kim, Keel | 11/5/14 | ✓ |
| Determine and implement impacts to Winter Spring catalog. All content developed and submitted to Keith. | Jan, Kim, Keel | 11/5/14 | ✓ |
| Present updated website, concept, project plan, passport program to PRAB | Jan and Kim | 11/19/14 | ✓ |
| Partners and in-kind agreements in place | Jan and Dina | 1/30/15 | ✓ |
| All program deliverables developed, documented and prepared for summer catalog | Jan and Kim | 2/2/15 | ✓ |
| Final Passport corrections to LOPMS | All Staff | 2/16/15 | ✓ |
| Internal and External Communication Strategy and Launch Plan developed. Catalog Redesign for Summer issue completed. | Jan, Kim, Keel | 2/28/15 | ✓ |
| Communication outlets notified and provided with program/activity/event information for launch | Jan and Dina | 3/13/15 | ✓ |
| Passport and other deliverables for customer use available at Parks, Golf, Tennis and ACC. (when summer catalog hits homes) | Jan, Kim Dina | 4/3/15 | ✓ |
| Hard kickoff at first Farmers' Market | All Staff | 5/16/15 | ✓ |

Participants In Creating This Plan: PRAB, All Divisions in Parks Department, External Sponsors,

Project Leader: Jan Wirtz

Project Completed Date: 5/16/15

Project Suspended Date: _____



2016 Program Track

For 2016, the emphasis will be a bimonthly focus on the various dimensions.

There are six dimensions and twelve months, the themes and actions are easily adapted to work with activities for health and wellness.

| MONTHS | DIMENSION | THEME | EXAMPLES OF ACTIVITIES | PARKS & REC CITY DEPT |
|--------------------|-------------------------|--|---|--|
| January & February | Physical & Intellectual | Health & Wellness Get Moving, Get Healthy & Get Interested | Sign up for fitness and/or dance classes through Parks & Recreation Learn to Cook and Eat Healthfully Community Supported Agriculture at Luscher Farm Adopt a Plot Program Soccer & Lacrosse & Flag Football LO READS PROGRAM Book Club, events and celebrations at Library | JANUARY- GOAL SETTING Personal & Civic- Parks Recreation Advisory Board & Council Goals FEBRUARY- LIBRARY Salmon Bake Klickitat Hike ACC Events |
| March & April | Environmental | Spring Green & Food Security Get Involved | Hoe Down at Luscher Farm Stewardship of Natural Areas ARBOR WEEK- Urban Forestry Events Heritage Tree Designation | MARCH- NATURAL RESOURCE AWARENESS APRIL- PLANNING DEPT & CITY MANAGER'S OFFICE Arbor Day and Week Events Preparedness Event at Palisades |
| May & June | Emotional | Honor Family & Safety Awareness Get Prepared | Farmers' Market Opening Camps-Kids Get Creative Mother's and Father's Day Events National Senior Fitness Day Babysitting classes Safety Town CPR Anytime | MAY-PARKS & REC SUMMER SEASON BEGINS JUNE- POLICE & FIRE DEPTS |

| | | | | |
|---------------------|--------------|--|---|--|
| July & August | Social | Celebrate Parks & Recreation Get Together & Get Outdoors | Concerts, Camps, Events, & Parks Howl at the Moon Adventure Run Public Safety Fair Child Safety Seat Install Event | JULY- PARKS AND RECREATION MONTH AUGUST- FIRE/POLICE/PUBLIC WORKS/PUBLIC AFFAIRS/LOTWP |
| September & October | Intellectual | Culture & Education Get Interested Get Creative | Teen Lounge, Rec Zone & Indoor Playground reopen Plein Air at Luscher Farm Drug Take Back Day Crosstoberfest Paloween Spooktacular Photo Contest Unsung Heroes | SEPTEMBER- RECREATIONAL ENRICHMENT PLEIN AIR WITH ARTS COUNCIL OCTOBER-PUBLIC AFFAIRS FIRE PREVENTION MONTH-FIRE DEPT |
| November & December | Spiritual | Civic Awareness and Education Get Excited | Give Thanks and Give Back Holiday Celebrations Veteran's Day Event Tree Lighting Reunion Market Tinseltown Trolley Horse Drawn Wagon Rides Holiday Concert Blood Drive Toy Drive Blanket, Coats & Glove Drive, Fill A Stocking Food Drive | NOVEMBER-HOLIDAY EVENTS DECEMBER-PUBLIC AFFAIRS FIRE DEPT LIBRARY CITY HALL |



2017 Program Track

For 2017, the emphasis will be a community wide focus on the various dimensions. **New for 2017*

There are six dimensions supported by themes and activities mind and body health and wellness and care for the environment.

| MONTHS | DIMENSION | THEME | EXAMPLES OF ACTIVITIES Community Wide Activities | PARKS & REC FOCUS |
|--------------------|---|---|--|---|
| January & February | Social, Physical, Emotional, Intellectual | Health & Wellness Get Moving, Get Healthy, Get Interested, Get Together | <u>Happy New Year-Happy New You</u> HEAL Restaurants Active Living Night and First Friday Events at the ACC Sign up for fitness and/or nutrition classes, sports activities, outdoor snow sports through Parks & Recreation Book Club, events and celebrations at Library LO Arts Council Art Throb | JANUARY- HEALTHY EATING MONTH! (Kickoff month from Resolution 16-25) FEBRUARY- LIBRARY LO Reads Events |
| March & April | Environmental, Social, Spiritual | Spring Green & Food Security Get Healthy, Get Involved, Get Prepared, Get Together, Get Outdoors | <u>Hug a Tree and Eat your Veggies</u> Stewardship of Natural Areas Urban Forestry Events Heritage Tree Designation Preparedness Event at Palisades New Off-Leash Dog Areas | MARCH- NATURAL RESOURCE AWARENESS APRIL- ARBOR WEEK |
| May & June | Emotional, Spiritual, Social, Physical, Environmental | Honor Family & Safety Awareness Get Prepared, Get Healthy, Get Together, Get Moving, Get Interested, Get Creative | <u>Here Comes the Sun-Family time</u> Farmers' Market Opening Blender Bike! Camps Lake Run LO Woman's Club Let's Get Fysical National Senior Fitness Day Babysitting classes Safety Town CPR Anytime LO Festival of the Arts Pickleball at GRP | MAY & JUNE PARKS & REC SUMMER SEASON BEGINS |

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|---------------------|---|---|--|--|
| July & August | Social, Emotional, Spiritual, Physical, Intellectual, Environmental | Celebrate Parks & Recreation Get Moving, Get Together, Get Outdoors | <u>Enjoy the Outdoors Together</u> Concerts, Camps, Events, & Parks Howl at the Moon Adventure Run Public Safety Fair Child Safety Seat Install Event Total Eclipse of the Sun Car & Boat Show National Night Out | JULY- PARKS AND RECREATION MONTH AUGUST |
| September & October | Intellectual, Physical, Social, Emotional, Environmental | Culture & Education Get Interested, Get Together, Get Creative, Get Involved | <u>Back to School and Class Activities</u> Teen Lounge, Rec Zone & Indoor Playground reopen The Mayor's Golf Tournament Drug Take Back Day Crosstoberfest Harvest Festival at the Farm Paloween Spooktacular Photo Contest Unsung Heroes Volunteer Appreciation Concert-Essential LO Cornhole in the Parks | SEPTEMBER & OCTOBER RECREATIONAL ENRICHMENT |
| November & December | Spiritual, Social, Emotional, Physical | Civic Awareness and Education Get Together, Get Excited, Get Moving, Get Involved | <u>Give Back and Give Thanks</u> Holiday Celebrations Veteran's Day Event High School Basketball Tree Lighting Reunion Market Tinseltown Trolley Horse Drawn Wagon Rides Jingle & Swing Holiday Concert Breakfast with Santa Blood Drive Toy Drive Blanket, Coats & Glove Drive, Fill A Stocking Food Drive | NOVEMBER & DECEMBER HOLIDAY EVENTS |