



Date: 12/31/2015 **Updated:** 12/31/2021 **Date To Be Reviewed:** Three Years – 12/31/2024

Title of Document: 2.9 LOPR_Community Involvement

Background:

In November 2012, NRPA Parks & Recreation magazine printed an article titled *The 5 Key Trends in Parks and Public Health* that sparked the attention of Parks Board members. LOPR collaborated with advisory board members to understand their perspectives on community health issues, relied on information about regional and national health trends that was gathered during the Parks Plan 2025 comprehensive master planning process, and created the Living Well in LO, powered by Parks & Recreation 3-5 year project outline. The department developed specific plans for each phase/year, sought out community partners, and utilized the Activities Guide designers to assist with branding the program and delivering social media content.

LOPR met with the Parks & Recreation Advisory Board (PRAB) and worked with member Dr. Ryan Hubbard to develop community awareness to the six dimensions of wellness (Physical, Intellectual, Spiritual, Environmental, Social and Emotional) and deliver recreation programming utilizing action directed, motivational categories of Get Interested, Get Moving, Get Creative, Get Healthy, Get Involved, Get Together, Get Excited, Get Help, Get Acquainted, Get Outdoors, and Get Prepared. The result was Living Well in LO, powered by Parks & Recreation which is the branded project for all recreation offerings.

Designed as a 3-5 year initiative, the project was developed and approved in 2014, launched in 2015 and implemented in three phases: 2015 - department level involvement; 2016 – expand to city level involvement; 2017 - expand to community level involvement; and 2018 and beyond is the sustaining phase. The main goals were to educate the community about and promote health and wellness lifestyles by offering more fitness activities, outdoor experiences and other intellectual, spiritual emotional and environmental enrichment opportunities for our community to engage in. LOPR engaged participation from meetings with neighborhood associations, department staff, city staff, other area agencies and community partners.

LOPR executed the plans for each phase/year of the project. This included hosting brainstorming sessions, documenting plans for each year, implementing partner agreements with New Seasons, KIND, Star Cycle, and the Springs at Carman Oaks, placing ads in the local newspaper, executing the Passport to Fun program, utilizing the Activities Guide and Fundamentals of Wellness annual reports as communications tools and educational platforms, and creating a website www.livingwellinfo.org (and .com) to support our branding efforts. LOPR initiated use of social media (Twitter, Facebook, Instagram)



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Signature: _____

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to further educate and engage the community (“What’s your living well in LO?”) LOPR co-branded the Activities Guide and Annual Report, documents, email signatures, activity and event flyers and other printed publications with the Living Well in LO logo, all of which are still in use today.

Living Well in LO webpage and Annual Program Tracks

<https://www.ci.oswego.or.us/parksrec/living-well-lo>

History and Outcomes of Living Well in LO

<https://www.ci.oswego.or.us/sites/default/files/fileattachments/History%20of%20Living%20Well%20in%20LO.pdf>

In addition to the Health & Wellness, Living Well in LO initiative, community involvement is ever present in the many parks projects teams, task forces and public/citizen advisory committees involved in the parks planning processes. Some of the most recent include:

[2022 Pickleball Site Suitability Task Force](#)

[2021 Luscher Area Task Force](#)

[2020-2022 LORAC PAC](#) (public input for the new LO Recreation and Aquatic Center)

[2019 Public Outreach and Prioritization for \\$30M Bond](#)

[2019 DEI \(Diversity, Equity, Inclusion\) Task Force Established](#)

We also seek involvement and input about services and programs from all citizens via:

[Bi-Monthly Customer Excellence Surveys of Recreation Programs](#)

[2021 Community Survey Report](#)

2018 Parks Rec Survey

Related Documents:

2.9.A LOPR_Community Engagement Goals, Policies and Procedures

2.9.B LOPR_Resolution 08-83_Friends Groups

Community Outreach_Luscher Area Task Force

LATF Final Report 2021

Tennis Center Addition Information PRNAB Packet

LO Parks Bond Outreach Final Report

2021 Community Survey Results Report

2018 Parks & Recreation Phone Survey

Responsibility/Contacts: Deputy Director Recreation, Administrative Assistants