

Section 6: Community Relations Plan

LOPR's community relations initiatives reflect the Department's belief that public trust and respect are earned through thoughtful and effective communications, building mutually respectful relationships and basing decisions on community values and priorities as voice through various feedback mechanisms.

LOPR's community relations plan is based on diverse strategies and targeted communications. Extending beyond media relations, community relations goals are built upon LOPR's approved Strategic Profile and Recreation Strategic Plans.

Some strategies are implemented throughout the community, such as involvement in community organizations, boards and partnerships by many employees.

The Community Relations Plan is guided by LOPR's Public Information Policy which defines media relations procedures and the Marketing & Community Relations Plan developed by the City's Comm Team. The statement of philosophy expresses the LOPR's commitment to fostering positive relationships with the media. The policy statement reads:

"The City of Lake Oswego Parks & Recreation Department (LOPR) believes that public trust and respect is earned through the transparent actions and decisions made by the organization. To that end, the pursuit of effective communication methods is critical to an informed citizenry. LOPR is committed to dissemination of timely and accurate information to the public and media in all manners legally admissible and approved by City Council and City Management."

LOPR Key Public Relations Messages:

Acts upon citizen interests

Is a responsible steward of public investments

Is a steward of community values

Provides quality recreation experiences

Provides opportunities for people to connect with each other and with nature

Provides opportunities for people to be healthy and fit

Other messaging is based upon unique and timely topics as needed.

Community Relations Objectives, Annual and On-going Goals:

Community Relations Objective: To create identity, pride and value in the hearts and minds of Lake Oswego residents for the significant role that LOPR plays in providing quality of life

opportunities to individuals. This is achieved through a mix of experiences, communications and relationships.

Community Relations Strategies:

Tailor communications to target markets as well as cross over between target markets to ensure the furthest reach.

Create and enhance community awareness of LOPR activity offerings, parks, trails, amenities and current projects.

Educate public on community benefits of recreation.

Encourage participation in recreation.

Encourage community input, involvement and volunteerism with the District.

Identify the LOPR Director as the official spokesperson and “face” of the Department.

Annual Action items and On-going Department Tactics:

Internal

Provide media training/orientations to employees – Understanding how the media works, what they need and how best to represent the District’s brand and values is critical for all coordinator and above staff. Training is done district-wide every two years and with new management as hired.

Provide employee training on communication and branding design and style standards - Adherence to consistent design standards is essential to representing the branding campaign to the public.

Provide employee training on service determinants and delivery, marketing strategies and practices, and social media policy, guidelines and best practices. Ensure adherence to social media posting standards - Adherence to posting standards is another key to representing the branding campaign to the public.

Complete CAPRA submission – Becoming an accredited agency helps to substantiate the Department’s credibility as a quality public service. (This reflects both internal and external goals)

External

Communicate bond and capital project status – Tools include the LOPR website, press releases, advertisements, television and radio interviews, events, LOPR Activities Guide, Hello LO and LO Review articles, annual Factbook report and social media.

Continue publishing the seasonal LOPR Activities Guide. This catalog is a primary marketing and a community relations tool as it reaches 24,000 households and businesses in the City. It expands upon traditional recreation advertising to include story telling articles to support District branding themes and key messages such as linking community history to events and demonstrating how people benefit from recreation and park experiences.

Develop seasonal department reports – Ensure reports effectively communicate public relations and marketing initiatives for the department, staff and public.

Inform public of rules, regulations and proper etiquette in parks, facilities and programs – Produce, update and install signs, update information in printed materials and on website.

Update and produce new communication materials for both Parks and Recreation programs – Produce print materials, campaign advertising and promotions, and display materials to support participation in activities and events, and encouraging compliance with LOPR rules and regulations in parks. Materials include off-leash dog materials, using Parks for commercial gain (photography), drone usage, water safety, vaping/smoking and alcohol use in parks.

Share public input campaigns and results on LOPR website – Give special attention to showing the results of public input efforts.

Generate and maintain volunteers for programs - With over 30,000 Department volunteer hours, LOPR seeks to build strong relationships with volunteers to support their connection to LOPR and offer value in sharing LOPR's mission. Volunteers are involved in adult recreation and enrichment, youth sports, community events, Luscher Farm activities, and Adult Community Center activities and services.

Continue to produce public events – To create connections and experiences with the community-at-large, the Events and Management Services Divisions produce a variety of events from park dedications to neighborhood outreach activities to Farmers' Market and free Summer Concerts, and the community's July 4th festivities.

Foster and manager partnerships

Seek speaking engagement opportunities for LOPR management to participate in

Inventory and review status of Interpretive signs in LOPR parks

Utilize available communication displays in LO schools

Continue outreach events and activities – connect people to local parks and to each other

Produce specialized campaigns – dog park care, park usage, river safety and historic cultural resources

Continue to produce Annual Factbook – Make available on the LOPR website and at major facility locations throughout the City

Conceptualize design, advertising, communication strategies for potential new facilities coming on board in the future

Provide media training to all new management staff – Share media protocols, philosophy and support services

Continue to build respectful and professional relationships with local media – Provide orientation to new reporters, and shepherd accurate media communications

Serve on or contribute to local community committees and forums – Foster community relations by serving or involvement with community organizations, examples among others include:

Chamber of Commerce

LO Leadership

LO School District

Neighborhood Associations

HOAs

Local sports official's network

Local athletic director's network

Community Sports

Pickleball Club

Section 7: Evaluation Criteria and Methods

Evaluation of community relations can be gleaned from such items as social media/website analytics, subscription levels of e-newsletters and public comments. The most accurate measurement is from scientifically valid public perception surveys.

For regular evaluation of community relations efforts, data is gathered from research and analysis including:

ETC Institute administered a survey to residents of the City of Lake Oswego during the fall of 2021. The purpose of the survey was to gather resident opinion in order to evaluate and improve services and programs and determine the needs of residents.

Methodology

The seven-page survey, cover letter and postage-paid return envelope were mailed to a random sample of households in Lake Oswego. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. Ten days after the surveys were mailed, ETC Institute sent emails to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey.

The goal was to obtain completed surveys from at least 400 residents. This goal was far exceeded, with a total of 609 residents completing the survey. The overall results for the sample of 609 households have a precision of at least +/-3.9% at the 95% level of confidence.

Parks and Recreation

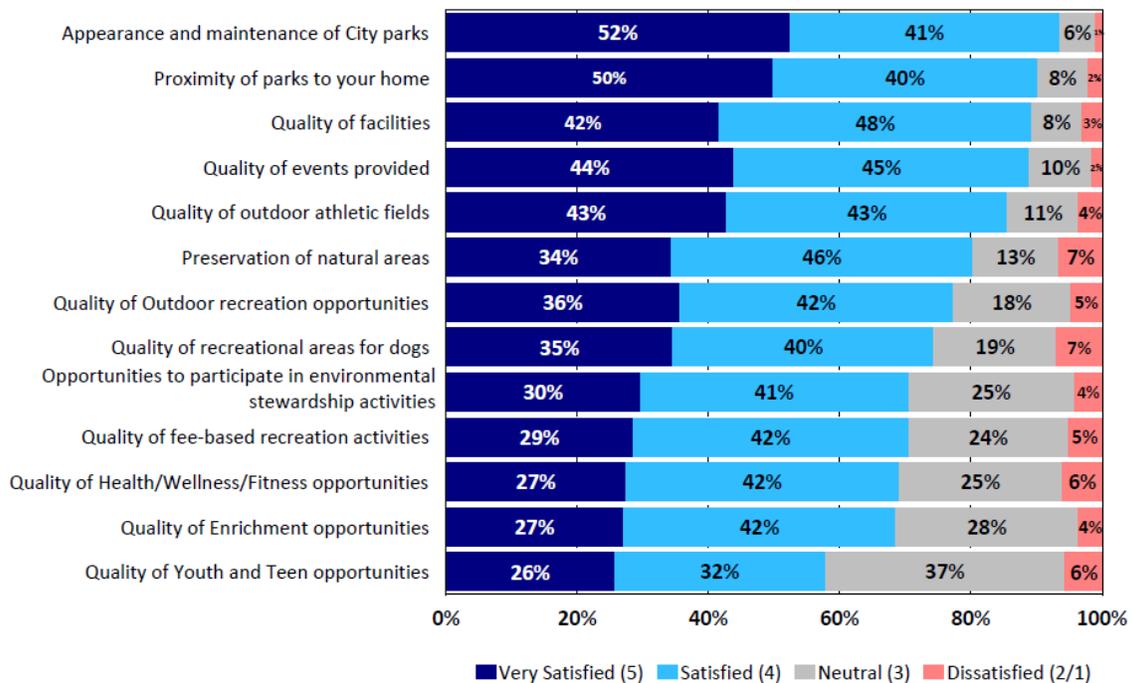
Ninety-four percent (94%) of the residents surveyed, who had an opinion, were “very satisfied” or “satisfied” with the appearance and maintenance of City parks. Other areas in which residents were “very satisfied” or “satisfied” include: proximity of parks to their home (90%), quality of facilities (89%), quality of events provided (89%), quality of outdoor athletic fields (86%), and preservation of natural areas (80%). Residents were least satisfied with the quality of Youth and Teen opportunities (58%).

Based on the sum of their top three choices, the parks and recreation services that residents thought should receive the most emphasis over the next two years were: 1) preservation of natural areas, 2) appearance and maintenance of City parks, and 3) quality of facilities.

2021 City of Lake Oswego Resident Survey: Findings Report

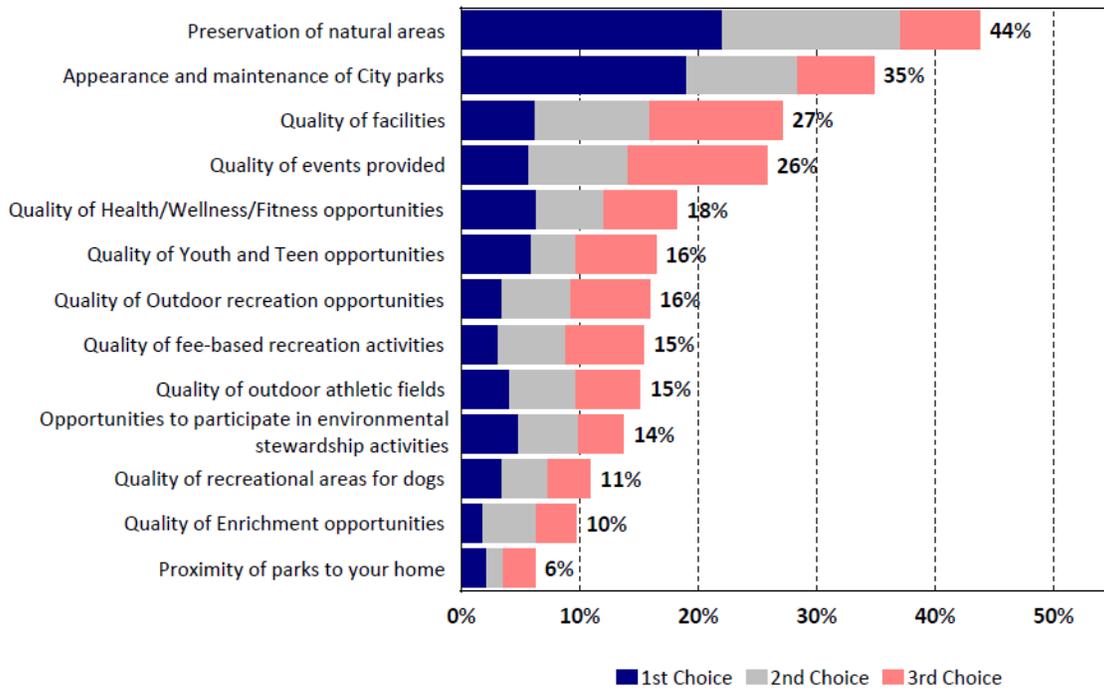
Q6. Satisfaction with Parks and Recreation

by percentage of respondents (excluding don't knows)



Q7. Parks and Recreation Services That Should Receive the Most Emphasis Over the Next Two Years

by percentage of respondents who selected the item as one of their top three choices



Google Analytics is utilized for measuring web traffic. The City of Lake Oswego’s main website (www.ci.oswego.or.us) traffic is measured constantly with third-party web traffic measurement tool Google Analytics which records activity on the website. Data is reviewed monthly and annually. The goal is to increase traffic each year. Data includes:

Visitors (new vs. returning)

Page views

Average visit duration

Visits by source

Visit by city

Device used (desktop computer, tablet or mobile device/phone)

Visit by traffic type (referral source).

Participation in LOPR’s social media outlets is measured regularly by number of followers as well as traffic generated to the LOPR websites. LOPR utilizes Facebook, Twitter and Instagram generated user data that is reviewed and reported monthly in the Supervisor Staff Meetings.

Monthly Google Analytics reports feature number of referrals from social media. The goal is to increase the “fan” base and exposures each month and each year.

Subscription and activity levels of LOPR e-newsletters to patrons. For each e-newsletter, data is reviewed for:

Number of emails sent

Number of emails opened (open rate)

Number of clicks to link (click rate)

Number of unsubscribes (unsubscribe rate)

In general, LOPR aims for a 25% or higher open rate. Click rates will vary greatly for each e-newsletter topic and the call to action.

Comments and input from public meetings, open houses and questionnaires such as:

Indoor Tennis Center modifications – these are complete in 2022

2018 community perception survey regarding sun-setting bond renewals. A 2019 bond was approved.

Community Relations resources found on the internal LOPR shared drive and the employee website:

Public Information Policy – Refer to Parks Policies & Procedures 4.7-1.

Social Media Guidelines – Refer to Parks Policies & Procedures, 4.7-4 - City of Lake Oswego Social Media Posting Policy and 4.7-5 City of Lake Oswego Social Media Guidelines and Best Practices.

Branding “Living Well in LO” Style Guide

Brand Statement

Mission and Vision Statements

Core Values

Living Well in LO templates and artwork

APPENDIX

LOPR Annual Marketing Schedule

2023 Editorial Calendar

For HelloLO, website, e-newsletter (for social media/Nextdoor see Social Media Content Calendar)

When adding new information, please use RED and include your first name

Month	Primary Topics	Additional Ideas
January	City service spotlight: Building Permits (Accela) Council Corner - TBD Keep your sidewalks clear (snow/debris) Council goals Municipal grants Tourism grants – not doing 2022 ARTmart Unsung Heroes Public Alerts REOCCURRING Updates: North Anchor Recreation & Aquatics Center Golf Course RK Ressekh Property Wastewater Treatment Facility Tennis Center RK Blue Heron Sewer Project INSERT:	Inclement weather policy Donate glasses, cell phones & hearing aids Electronics recycling (e-waste) NY Resolutions (preparedness, involvement, etc) Privacy, Identity & Online Security Severe weather preparedness (Ready.gov) New Year's Day – 1/1/2023 Martin Luther King Jr – 1/16/2023 Holocaust Remembrance Day - 1/27/2023 Lunar New Year - 1/22/2023 National Radon Action Month (EPA) Coffee with a Cop – JW/TH Tree recycling – BH Urban Forestry Report – SS Blood Drive 2/3 – BH Inclement Weather - RK January – National Staying Healthy Month-RK

Week Beg.	AM/ PM	Monday	Tuesday	Wednesday	Thursday	Friday	Satu
11/7/2022	P.M.	Walking Safety - MT	Parks-Winter CSA		Parks		
	P.M.			WWTF OH (KK)			
11/14/2022	A.M.	City Council Agenda - Nextdoor Only	Honoring Veterans campaign - MT	Unsung Heroes - MT	Holiday Giving incld ND- MT		
	A.M.	Leaves & Debris - MT					
	P.M.	Parks-CSA	Parks-City League Hiring		Parks-Reunion FM	Parks-Tree Lighting	
	P.M.						
11/21/2022	A.M.				Thanksgiving		
	A.M.	WWTF Online Open House (KK) incl ND	Honoring Veterans campaign - BH	ODOT Distracted Driving - MT			
	P.M.	Blood Drive - MT	Parks-Santa mailbox	Parks-Tree Lighting			
	P.M.						
11/28/2022	A.M.	Giving - BH (incl ND)	Honoring Veterans campaign - BH	Unsung Heroes incl ND- MT	Fill a Stocking - BH		
	P.M.		Parks-Santa mailbox	Parks-Tree Lighting Thank You	Parks-Let It Glow LO	Parks-Winter/Spring Registration Opens Monday ND too	
	P.M.						
	P.M.						
12/5/2022	A.M.	City Council Agenda - Nextdoor Only		Garbage Service reminder - BH			
	A.M.	2023 City Council Goals - MT				Coffee with a Cop	
	P.M.	Holiday Giving - MT	Parks-YAC Covers for Kids	Placeholder - PW Winter Weather Prep - Video (KK)	Parks-Let It Glow LO	WWTF Online Open House - Closing Soon (KK)	
	P.M.						
	A.M.					Coffee with a	

Document Sources:

Community Demographic Profile Section

Sources:

- City Data [City Data Website for Lake Oswego, Oregon](#)
- American Community Survey, 2015, U.S. Census Bureau, <https://www.census.gov/programs-surveys/acs/>
- Hospitals, Homeland Infrastructure Foundation, <https://hifld-geoplatform.opendata.arcgis.com/datasets/hospitals>, accessed November 2017
- Private Schools, Homeland Infrastructure Foundation, <https://hifld-geoplatform.opendata.arcgis.com/datasets/private-schools>, accessed November 2017
- Public Libraries Survey, 2015, Institute of Museum and Library Services, <https://www.imls.gov/research-evaluation/data-collection/public-libraries-survey>
- Public Schools, Homeland Infrastructure Foundation, <https://hifld-geoplatform.opendata.arcgis.com/datasets/public-schools>, accessed November 2017
- ZIP Code Database (All ZIPs with cities used by USPS plus the primary time zone, area code, and county), 2022 [Free ZIP code map, zip code lookup, and zip code list \(unitedstateszipcodes.org\)](#)
- ZIP Code Database, Lake Oswego, OR, 2022 [lake oswego or ZIP Code Map and More \(unitedstateszipcodes.org\)](#)
- 2020 Census Information about Lake Oswego, OR <https://www.census.gov/quickfacts/fact/table/lakeoswegocityoregon/POP815221?#POP815217>

Economic Trends Section

[Demographics | City of Lake Oswego](#)

Source: 2010 LO Demographics Report_FCS Group 08-19-10.pdf

2017 LOSD Demographics Study from Council Agenda Packet 2017-02-21-2