



Date: 12/31/2016

Updated: 12/31/2022

Date To Be Reviewed: Three Years - 12/31/2025

Title of Document: 6.4 LOPR_ Community Education for Leisure Process

Background:

Providing programs, creative community events, partnerships, and accessibility are core to the Lake Oswego Parks & Recreation (LOPR) vision, mission and values. To properly promote and educate the public on LOPR programs and activities, LOPR follows 6.2 LOPR_Program Objectives to determine which category an activity or service falls under. Based on that category, the program is promoted throughout the community. The primary means of promotion is the Lake Oswego Parks & Recreation Activities Guide, published three times a year. The Activities Guide is organized by interest under the action verbs of “Get” such as “Get Creative”, “Get Moving”, “Get Interested”, “Get Involved”, “Get Outdoors”, “Get Healthy”, “Get Excited”, and “Get Acquainted”. Within the categories, descriptions are listed for the appropriate age range and abilities. Examples of age ranges listed are; ages 0-4, ages 5-7, ages 18+, 21+ and 50+. Abilities may include beginning, Intermediate, Advanced, Master or Special Needs.

Aside from the “Activities Guide” LOPR educates the community on leisure and recreation through the LOPR website, publications such as; Hello LO (city newsletter), the Lake Oswego Review (local newspaper), social media, referrals from family and friends, and word of mouth. LOPR also promotes through partnerships with community partners such as the Lake Oswego School District, through newsletters and parent groups, and advocacy groups, (i.e. Intertwine). There are also opportunities for outreach with in-person presentations to neighborhood groups, service clubs such as Rotary, and the Chamber of Commerce. These methods of promotion educate the participants of the resources and empower them to decide which recreation options best meet their needs.

Procedure:

LOPR promotes programs and activities through various means and then surveys the participants on satisfaction levels and program effectiveness.

Links to Sources:

[Winter Spring 2023 Activities Guide](#)

[LOPR Summer Insert for Hello LO](#)

Lake Oswego Review- [Pamplin Media Group - Lake Oswego Halloween extravaganza returns](#)



Director Approval - Original Approval Date: _____
Update Approval Date: _____
Signature: _____

PARKS & RECREATION

School District newsletter - <https://www.smore.com/5suwt-the-current>

List of youth activities - <http://www.ci.oswego.or.us/parksrec/community-youth-sports-organizations>

Organized Sports Info - <http://www.ci.oswego.or.us/parksrec/information-lo-youth-sports-organizations>

Dog Park - <http://www.ci.oswego.or.us/parksrec/off-leash-dog-areas>

Intertwine partnership - <https://www.theintertwine.org/partner/city-lake-oswego>

Pathway safety - <http://www.ci.oswego.or.us/parksrec/pathways-and-pedestrian-safety-tips>

Urban Wildlife - <http://www.ci.oswego.or.us/coyotes-and-other-urban-wildlife>

Satisfaction Survey Results – FY 21-22

<http://www.ci.oswego.or.us/sites/default/files/fileattachments/Customer%20Excellence%20Results%20Packet%20FY%2021-22.pdf>

Related Documents:

6.2 LOPR_Program Objectives

Responsibility/Contacts: Director, Deputy Director Recreation, Communication & Sponsorship Coordinator, Recreation Supervisors