

*Wednesday, November 15, 2023 | 1:30PM-2:45PM*

# 5G. Getting Creative with Community Engagement

Speakers: **Pete Brown**, ASH Interactive; **Travis Tranbarger**, PROS Consulting



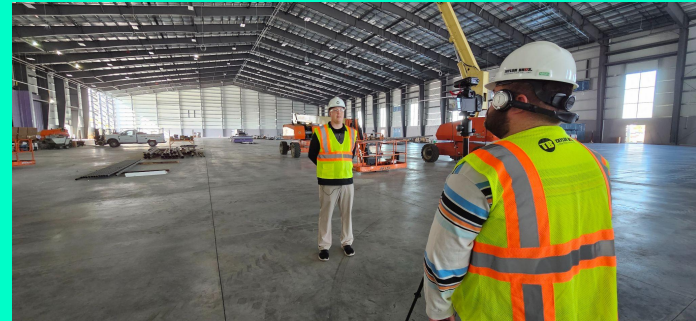
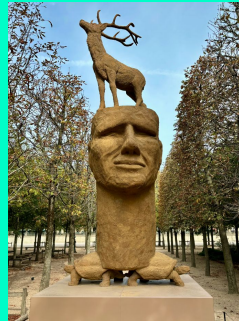
# What to Expect:

- 1) Overview / Case Studies
- 2) Practical Solutions / Who Will Do It?
- 3) Lessons From Around The Country
- 4) Wrap Up / Q & A



# ASH interactive

- Education and Non-profit Professional Experiences
- Engaging Marketing & Content Creation since 2012
- Non-profit, Small Business & Parks Enthusiasts
- Social Media, Websites, Photo/Video, Branding & Virtual
- Municipal Parks System, Parks Foundations, IPRA, etc.



Many parks and recreation departments have been increasingly using social media, and other creative forms of technology, to engage with their communities. It's a great way to share information about events, programs, and facility updates. Social media can help build a sense of community, encourage participation, and even attract new visitors.



**SUMMER FUN RUN & WALK**  
MAY 31 - AUGUST 22

PRESENTED BY **Hendricks Regional Health** BENEFIT **PARKS FOUNDATION OF HENDRICKS COUNTY**

**REGISTER TODAY**  
[SUMMERFUNRUN.ORG](http://SUMMERFUNRUN.ORG)

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BENEFITTING **PARKS FOUNDATION OF HENDRICKS COUNTY**

The graphic features a woman and a man walking dogs on a path. The man is wearing a green t-shirt with the event logo. The woman is wearing a green t-shirt with the event logo. The dogs are a small white dog, a black and white dog, and a brown dog. The background is a lush green park.



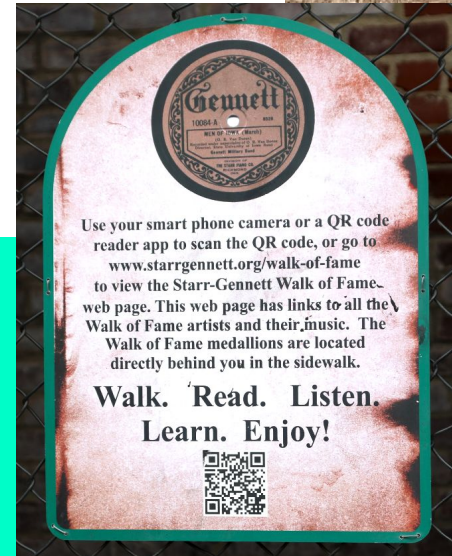


**The impact on community support can be substantial.** Social media platforms provide a direct and accessible channel for departments to communicate with residents. It fosters a more interactive and dynamic relationship, allowing for feedback, suggestions, and quick dissemination of important information. This can translate to increased support and participation.



## QR Code Scavenger Hunts/Tours:

- Create QR code-based scavenger hunts within the park. Participants can scan codes at different locations to receive clues, information, or even discounts for nearby businesses.
- This encourages both physical activity and technology engagement.



## Social Media Challenges:

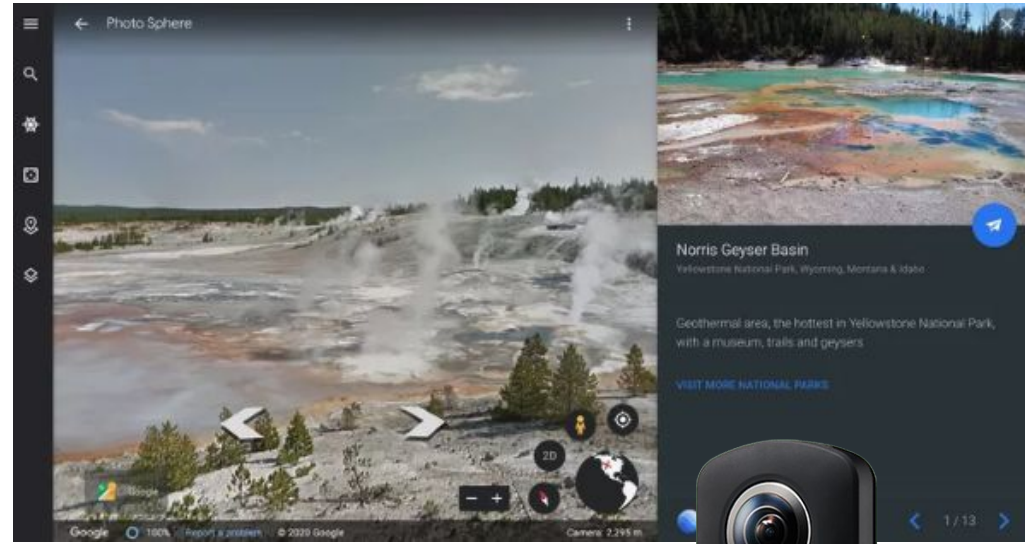
- Create and promote challenges on platforms like Instagram or TikTok that encourage community members to showcase their favorite park activities.
- Use hashtags to track and share user-generated content.





## Virtual Tours:

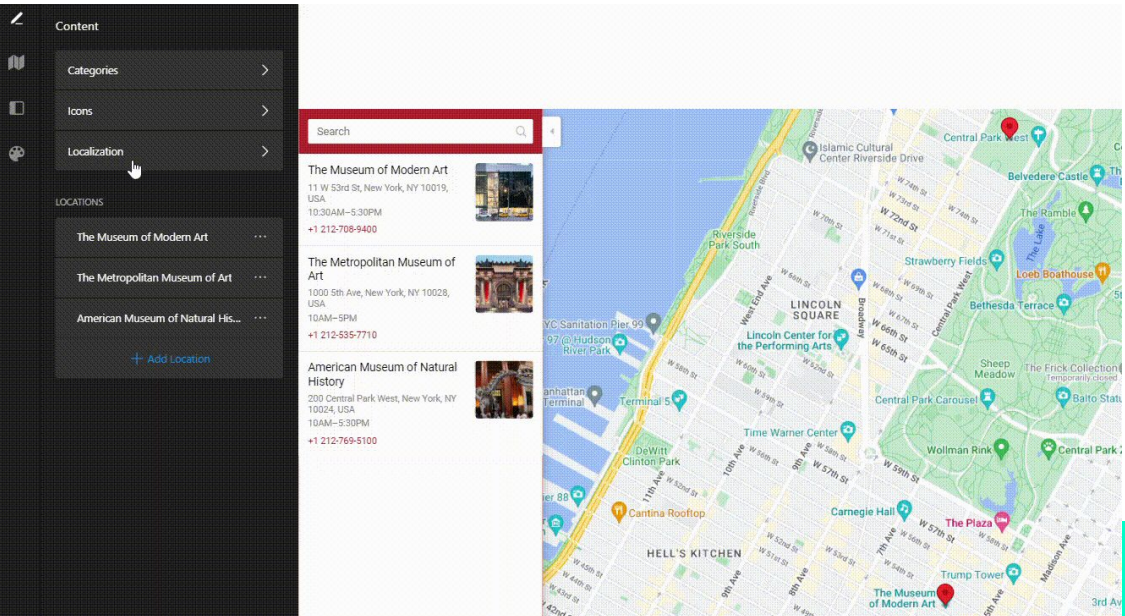
- Develop virtual tours of different park areas, facilities, or trails. This is particularly useful for attracting visitors and showcasing the park's features.
- Integrate interactive elements or 360-degree views for a more immersive experience.





# Interactive Maps:

- Create interactive maps that users can access via QR codes or mobile apps. These maps could highlight points of interest, upcoming events, and amenities within the park.



## **Crowdsourced Content:**

- Encourage the community to contribute content, such as photos or stories, through social media or a dedicated platform. Feature this content on the park's website or in promotional materials.

## **Online/Livestream Workshops and Classes:**

- Offer virtual workshops or classes related to outdoor activities, wellness, or environmental education. Participants can join from the comfort of their homes.

## **Community Surveys and Feedback:**

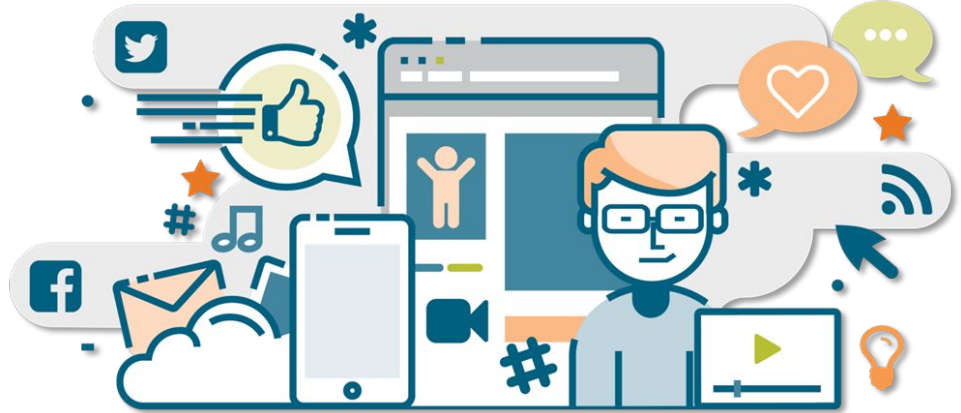
- Use online surveys or polls on social media to gather feedback about park experiences and preferences. This information can help shape future initiatives and improvements.



# Who's Gonna Do the Work?

- 1) Do you have a system/town marketing person?
- 2) Student/Intern/Local influencers?
- 3) Outsource it to a marketing/content company?
- 4) Share the love amongst staff/board of directors/etc?
- 5) Anyone on team with a passion for it already?







# Community Engagement Principles

- Assess staff capacity - staff engaging with community should ideally reflect the community
- Create an advisory group of community leaders from different areas of the community - can increase capacity and build trust
- Build City/Town leadership support - funding, implementation
- Create a clear plan - goals, strategies, and metrics for evaluation
- Employ a mixture of methods including technology to collect data and communicate with public



**Resource: Community Engagement Resource Guide -  
National Recreation and Park Association**



# Community Engagement Principles

- Collect the necessary data to know and involve as much of your community as possible - demographics, community needs, opinions, advocate/opposition opinion
- Engagement Goals - to inform, collaborate with, or support community?
- What does success look like two years after project completion?
- How will you continue to evaluate your engagement strategies?

★ **Resource: Community Engagement Resource Guide -  
National Recreation and Park Association**



PUBLIC PARTICIPATION STATISTICS



The Goodyear Game Plan included a robust public involvement process which included multiple surveys, in-person open houses, virtual meetings, focus groups, and a series of events. It also included a series of open houses to gather community input from the community.

Krisley Wilks

HEADER

Subheader  
Body text style here

Feature text that needs to stand out will go here.

Subhead 2  
3. Bullet style  
3. Bullet style

Call out text for something important here!

GOODYEAR  
GAME PLAN  
PLAN TO PLAY



GOODYEAR  
GAME PLAN  
PLAN TO PLAY



- City of Goodyear, AZ - Master Plan update
- Strong project identity and brand development



# HEADER

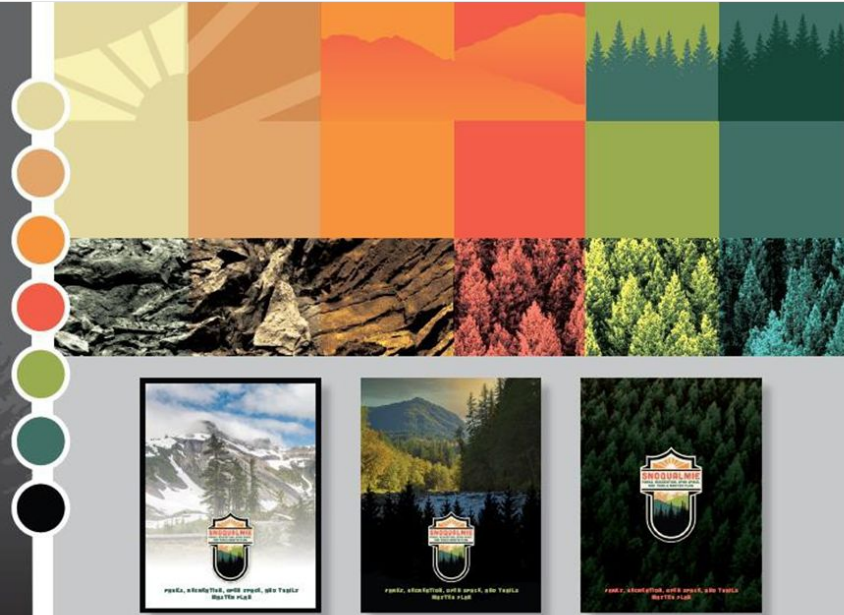
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**Feature Text** that needs to stand out will go here.

### Subhead 2

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- Bullet style



- Snoqualmie, WA Master Plan Update
- Creating consistent brand standards and scalable graphics package





# HELP US *shape* SCOTTSDALE PARKS

SHAPESCOTTSDALEPARKS.COM



Scan the QR code to provide feedback!



## We Want to Hear from You!

You can get involved right now using the buttons below to:



Give Us Your Feedback



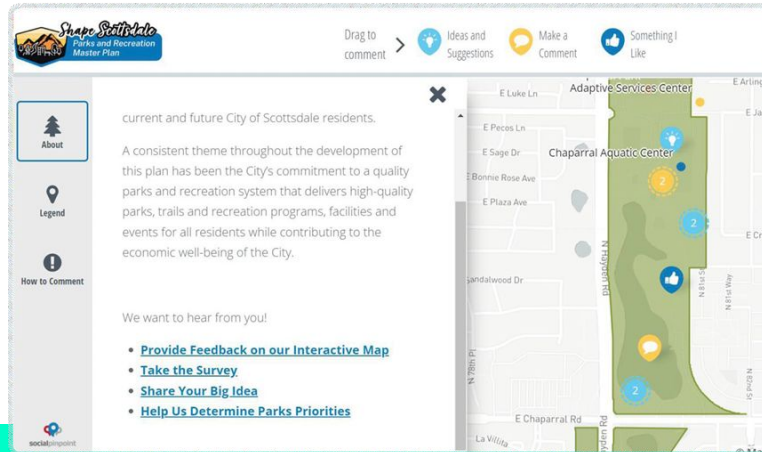
Provide Feedback on Our Interactive Map



Share Your Big Idea



Help Us Determine Parks Priorities



Shape Scottsdale  
Parks and Recreation  
Master Plan

Drag to comment > Ideas and Suggestions Make a Comment Something I Like

About  
Legend  
How to Comment

current and future City of Scottsdale residents.

A consistent theme throughout the development of this plan has been the City's commitment to a quality parks and recreation system that delivers high-quality parks, trails and recreation programs, facilities and events for all residents while contributing to the economic well-being of the City.

We want to hear from you!

- [Provide Feedback on our Interactive Map](#)
- [Take the Survey](#)
- [Share Your Big Idea](#)
- [Help Us Determine Parks Priorities](#)

socialpinpoint

★ Resource:  
Social Pinpoint

pros  
consulting  
INC.

[Love Your Park Fall Weekend 2023](#) is November 10-12! Register to volunteer [HERE!](#)



- Philadelphia Parks and Recreation & Fairmount Park Conservancy
- Engaging with Friends Groups and Volunteers - Toolkit to support volunteer initiatives

# DIY Graphics, Video, and Social Media Management

- Adobe Express
- Canva (free account upgrade for nonprofits)
- Vengage - creating infographics
- Animoto
- CapCut/iMovie

- Meta Business
- Hootsuite/etc
- Google/Bing/Apple Maps



# Other cutting edge tools



*Understanding who you are engaging with and where they are coming from -*

- Placer.AI - visitor demographics, behavior and trends
- Customer Journey Mapping and Heat Maps
- ESRI/ArcGIS
- Other ideas from the Park pros in the audience?





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**Q&A**

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