



## **Boulder Parks & Recreation Advisory Board**

**TO:** Parks and Recreation Advisory Board

**FROM:** Yvette Bowden, Director, Parks and Recreation Department

**SUBJECT:** Matters from the Department

**DATE:** March 28, 2016

### **A. Community Building Update**

#### **What is Community Building?**

Community building activities are defined as different community outreach and engagement activities:

- Events
- Open houses
- Workshops/focus groups etc.

#### **Why have we implemented a Community Building Tool?**

As a learning organization, we are constantly striving to improve our internal processes to provide better services to our Boulder community. Our new community building tool promotes a cultural shift **from reactive to proactive annual planning** measures including:

- Alignment with our master plan, action plan, and work plan goals and the annual budgeting cycle.
- More efficient use of department funding, staff time, and department resources.
- Updated 2016 calendar resulting in organizational readiness and ample planning for activities.
- Increased communication department-wide to grow opportunities for collaboration.
- Timely marketing and communication efforts that enhance consistent messaging.

#### **How will this community building tool help the department?**

All staff that is involved in community building activities are required to submit a “community building proposal” and “evaluation form” for 2016. Information gained through the use of the the proposal and evaluation process, includes:

- Data for necessary community building pre-planning details (ie. staff needs, develop a budget, options for marketing/communications materials etc.).
- Baseline data in the evaluation process that will ensure that our community building goals and outcomes are met and to identify opportunities for improvement from year to year.
- Informing our community building committee about opportunities to find community sponsors, partners, volunteers, and external funding and grant resources.



## **Boulder Parks & Recreation Advisory Board**

### **Who needs to go through the process?**

- public-facing activity (typically with a \$250+ budget) or in need of staff time (25hrs and more) or
- in need of marketing/communications or
- volunteer support.

If one or more of these criteria apply staff is expected to fill out the community building proposal. All happenings in this category will be captured in our annual calendaring process.

### **What activities are exempt?**

- involves no staff outside of our programs, only the use of in-program staff;
- no marketing/communications support;
- no volunteers needed.

Examples: Pottery sale, end of year happenings, YSI/EXPAND field trips

# Community Building Matrix

Does your community building effort achieve one of the three following goals?

Goals	Community Expectations	Examples
<p><b>1) Information / Awareness / Education - An Offer</b>            Informing and educating is the act of <b>presenting or sharing information with the public in a one-way communication scenario</b>. This goal entails raising awareness of department programs and facilities through meaningful opportunities that present an educational experience aimed at improving overall Boulder quality of life and the health and wellness of all community members.</p>	<ul style="list-style-type: none"> <li>• Know</li> <li>• Learn</li> <li>• Experience</li> </ul>	<ul style="list-style-type: none"> <li>• Open House</li> <li>• Lectures, demonstrations, presentations</li> <li>• Print and digital materials</li> </ul>
<p><b>2) Engagement / Involvement / Consultation - A Request</b>            Engagement and involvement is a <b>two-way communication scenario</b>, a dialogue with the intent of asking the community (or interested groups) for <b>participation and evaluation</b> of a presented proposal or action including park development plans or active volunteerism. This goal entails a collaborative process which builds relationships and strengthens our communities. Demonstrates a value on the community's input, participation and contribution.</p>	<ul style="list-style-type: none"> <li>• They will have a voice or vote</li> <li>• Their input will be considered/reflected in the result</li> </ul>	<ul style="list-style-type: none"> <li>• Community volunteer projects or tree plantings</li> <li>• Charrette/workshop</li> <li>• Focus groups</li> </ul>
<p><b>3) Partnership - A Joint Effort</b>            Partnership is engaging in <b>shared responsibility</b> in efforts that act as catalysts for the community to <b>achieve a service impact goal or capital project</b> desired by the community but less feasible without the partnership. This goal entails building a partnership that can provide in-kind or financial contributions toward the viability of the effort.</p>	<ul style="list-style-type: none"> <li>• Participation in decision-making process</li> <li>• They will be acknowledged for the partnership and may benefit from the effort</li> <li>• Mutually beneficial</li> </ul>	<ul style="list-style-type: none"> <li>• Partnered effort to construct and program a community amenity (field, pool, playground, etc)</li> <li>• Programs or events delivered by partners</li> <li>• Memorandum of Understanding (MOU) to operate/program a public space</li> </ul>

## 2016 Community Building Proposals Outcomes At-A-Glance

Summary	
Total Proposed Activities Dates	38
Total Forms Received	29
Proposals Submitted Late	2
Total Approved	33
Exempt	3
Combined	2
Denied	1

Themes	
Under 250	26
250-2000	9
2000+	3
Missing Budget Information	19
Uncertain Date	15
Requested Sponsorship Support	19
Requested Volunteer Support	27

Budget	
Labor	\$69,076.00
Expenses	\$80,754.00
Revenue (5 events)	\$58,462.00
Per Event Labor Average	\$2,467.00
Per Event Expense Average	\$2,884.07
Revenue	\$11,692.40

## 2016 Department Activities

Date	Event Name	Hours	Location	Attendance	Lead
<b>January</b>					
Friday, January 1	New Year's Day Fitness Jam	8:30am - 3:30pm	East Boulder CC	Under 250	Tim Duda
<b>February</b>					
Saturday, February 6	Sweetheart Dance	6pm - 8pm	East Boulder CC	Under 250	Todd Galvin
Thursday, February 18	Volunteer Appreciation Dinner	6pm - 8pm	East Boulder CC	Under 250	Mary Malley
<b>March</b>					
March	Park Renovation #1 Out Reach Meeting	TBA	TBA	Under 250	Tina Briggs
March	Park Renovation #2 Out Reach Meeting	TBA	TBA	Under 250	Tina Briggs
<b>April</b>					
April	Arbor Day Celebration	8am - 3pm	Crestview Park	250-2000	Kendra Nash
Saturday, April 9	Park Volunteer Day	9am -12nn	Reservoir	Under 250	Mary Malley
Saturday, April 16	Park Volunteer Day	9am -12nn	Harlow Platts	Under 250	Mary Malley
Saturday, April 23	Park Volunteer Day	9am -12nn	Civic Area	Under 250	Mary Malley
<b>May</b>					
May	Park Renovation #1 Out Reach Meeting	TBA	TBA	Under 250	Tina Briggs
May	Park Renovation #2 Out Reach Meeting	TBA	TBA	Under 250	Tina Briggs
May	Community Planting Event	3pm - 5pm	Park East Park	Under 250	Kendra Nash
May	Community Planting Event	10am - 2pm	Pleasant View Fields	Under 250	Kendra Nash
May	Community Planting Event	10am - 2pm	Stazio Ball Fields	Under 250	Kendra Nash
May	Community Planting Event	3pm - 5pm	Martin Acres HOA	Under 250	Kendra Nash
May	Community Planting Event	3pm - 5pm	Dakota Ridge HOA	Under 250	Kendra Nash
Saturday, May 21	Boulder Community Day	8am - 12:30pm	Various	250-2000	Mary Malley
Saturday, May 21	Kids to Parks Day	12nn-4pm	Civic Area	250-2000	Teresa Jackson
Friday, 5/27 -5/30	Boulder Creek Festival	10am-10pm Daily	Civic Area	2000+	Teresa Jackson

Monday, May 30	EXPAND Duck Race	4:00pm	Boulder Creek	2000 +	Lori Goldman
<b>June</b>					
June 11 - June 12	Weekend at Valmont	Various	Valmont Park	250-2000	Skyler
<b>July</b>					
Monday, July 4	Star Spangled Splash	10am - 3pm	Reservoir	250-2000	Teresa Jackson
Saturday, July 30	Summerfest	11am - 2pm	Civic Area	2000 +	Teresa Jackson
<b>August</b>					
August	Tulip Bulb Give Away	11am - 11:30am	Pearl Street Mall	250-2000	Lisa
<b>September</b>					
September	Park Renovation #1 Opening	TBA	TBA	Under 250	Tina Briggs
September	Park Renovation #2 Opening	TBA	TBA	Under 250	Tina Briggs
Saturday, September 11	Park Volunteer Day	9am -12nn	Boulder Creek Clean-up	Under 250	Mary Malley
Saturday, September 18	Park Volunteer Day	9am -12nn	National Neighborhood Day	Under 250	Mary Malley
Saturday, September 24	Park Volunteer Day	9am -12nn	National Public Lands Day	Under 250	Mary Malley
Saturday, September 24	Bee Boulder	10am - 1pm	Central park	250-2000	Lisa Martin
<b>October</b>					
Friday, October 28	Halloween Carnival	3pm - 5pm	South Boulder Recreation	Under 250	Megann Lohman
<b>November</b>					
<b>December</b>					



# Boulder Parks & Recreation

## Marketing and Communication Tools

*How will you communicate your community building activity's message? Who will hear it? What do you want people to remember?*  
 The department's Marketing and Communications Team is looking forward to working with you on strategic promotions, key messaging, and community involvement. Please contact us at [PRComm@bouldercolorado.gov](mailto:PRComm@bouldercolorado.gov) or coordinate with Vanessa Schatz, Communications, [schatzvb@bouldercolorado.gov](mailto:schatzvb@bouldercolorado.gov), 303-441-7258 or Paul Bousquet, Marketing, [bousquetp@bouldercolorado.gov](mailto:bousquetp@bouldercolorado.gov), 303-441-7239.

Category	Scale	Communication	Marketing Print	Electronic Web Marketing
Neighborhood	Target Audience: Residence within 1 mile radius. Project budget of less than \$1,000. Less than 250 attendees.	<ul style="list-style-type: none"> <li>- Press Release</li> <li>- Rec Center Screens</li> </ul>	<ul style="list-style-type: none"> <li>- Fliers</li> <li>- Posters</li> <li>- Postcards</li> </ul>	<ul style="list-style-type: none"> <li>-Event web page</li> <li>-Post to citywide event calendar</li> <li>-Email sign up form on event page (if needed)</li> <li>-Consult on targeted emails to email database segment</li> <li>-Included in 2-3 weekly department email blasts (eBlast)</li> </ul>
Citywide (includes in-person strategy meeting)	Target Audience: City of Boulder Community Members. Projected budget of more than \$1,000 and less than \$10,000. 250 – 2,000 attendees.	<ul style="list-style-type: none"> <li>- Press Release</li> <li>- Channel 8 News</li> <li>- Citywide newsletters (OSMP/Library external listservs)</li> <li>- Rec Center Screens</li> <li>- Channel 8 Slides</li> </ul>	<ul style="list-style-type: none"> <li>- Fliers</li> <li>- Posters</li> <li>- Postcards</li> <li>- Recreation Guide</li> <li>- Banners</li> </ul>	<ul style="list-style-type: none"> <li>-Event web page</li> <li>-Post to citywide event calendar</li> <li>-Email sign up form on event page (if needed)</li> <li>-Post to department front page 3 weeks before event</li> <li>-Consult on targeted emails to email database segment</li> <li>- Included in 2-3 weekly department email blasts (eBlast)</li> <li>-Intraweb front page post</li> <li>-At least 2 Facebook and Twitter posts to Park and Recreation accounts</li> <li>-Share request to city social media accounts</li> <li>-"Boosted" Facebook post (Cost: \$50-\$150)</li> <li>-"Thanks for participating" social media posts with event photos after the event</li> </ul>



# Boulder Parks & Recreation

<p>Regional (includes in-person strategy meeting)</p>	<p>Target Audience: Marketing draw is beyond Boulder City limits.          Projected budget is more than \$10,000.          2,000+ attendees.</p>	<ul style="list-style-type: none"> <li>- Press Release</li> <li>- Channel 8 News</li> <li>- Citywide newsletters (OSWP/Library external listservs)</li> <li>- Rec Center Screens</li> <li>- Channel 8 Slides</li> <li>- Regional/National News Outlets</li> <li>- Quarterly Publications</li> </ul>	<ul style="list-style-type: none"> <li>- Fliers</li> <li>- Posters</li> <li>- Postcards</li> <li>- Recreation Guide</li> <li>- Banners</li> <li>- Print advertisements/inserts</li> <li>- Program</li> </ul>	<ul style="list-style-type: none"> <li>-Event web page</li> <li>-Post to citywide event calendar</li> <li>-Email sign up form on event page (if needed)</li> <li>-Post to department front page 3 weeks before event</li> <li>-Consult on targeted emails to email database segment</li> <li>- Included in 2-3 weekly department email blasts (eBlast)</li> <li>-Intraweb front page post</li> <li>-At least 4 Facebook and Twitter posts to Park and Recreation accounts</li> <li>-Share request to city social media accounts</li> <li>-"Boosted" Facebook post (Cost: \$50-\$150)</li> <li>-"Thanks for participating" social media posts with event photos after the event</li> <li>-Paid online ad(s)</li> <li>-Cross promote to relevant high traffic web pages</li> <li>-Request to post to COB front page 3 weeks before event</li> </ul>
---	---	---	--	---

## Sample I - Community Building Proposal

Proposal Information		
Submitted By	Skyler Beck	Today's Date: 9/14/15
Activity Name	Valmont Movies in the Park	
Location	Valmont Bike Park	
Attendance Estimate	<input checked="" type="checkbox"/> Under 250 <input type="checkbox"/> 250 – 2,000 <input type="checkbox"/> 2001+	
Date(s)	June 10, July 8, Aug 12	
Hours	Start: 7pm	End: 10:30pm
Set-up	Date: day of	Time: 6pm
Break Down	Date: day of	Time: 10:30pm
Primary Event Goal (pick one)	<input type="checkbox"/> Information/Awareness/Education <input checked="" type="checkbox"/> Engagement/Involvement/Consultation <input type="checkbox"/> Partnership	
Primary Target Audience (pick one)	<input checked="" type="checkbox"/> Neighborhood <input type="checkbox"/> City-wide <input type="checkbox"/> Regional	
Activity Detail		
Please provide a brief description:		
<p>The intent of this event is to engage local residents around Valmont and provide a festival type activity that is not bike related. Gebhardt BMW sponsors the event through payment to the city for the cost of the screen rental. Each event is a little different with possible booths including volunteer sign-ups, Hospital Helmet checks, EAB, Whole Foods, Compostable Dog Poop, DJ Drake, etc.</p>		
Master Plan Alignment (Please select all Key themes that apply. Briefly explain how and why.)	<input type="checkbox"/> Community Health and Wellness	
	<input checked="" type="checkbox"/> Taking Care of What we Have  Promote Valmont Volunteer activities and events	

	<input type="checkbox"/> Financial Sustainability	
	<input checked="" type="checkbox"/> Building Community and Relationships Engage the Valmont Community (Bike, Dog, D6, neighbors)	
	<input checked="" type="checkbox"/> Youth Engagement and Activity One of the movie nights focuses on kids....kids related activity and kids movie.	
Does your activity include any established external Partners or Sponsors?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
If, yes who? Gebhardt BMW and Boulder Outdoor Cinema		
If no, do you want support exploring partnership or sponsorship opportunities?	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
Does your activity include the use of volunteers?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Do you want support exploring volunteer opportunities?	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
<b>Budget Detail</b>		
Number of Staff Hours Required for Pre-event planning: 10-12 hours		
Number of Staff Hours Required from Set-up – Break-down: None		
Admission Fee: 0	Estimated Revenue: \$3200	
Estimated Labor Cost: (include)	Estimated Expenses: \$4500	
ORG Code the event's expenses will be charged to: 51524500		