



Santa Ana River, Hidden Valley Wildlife Area

2022-2023 MARKETING & COMMUNITY RELATIONS PLAN

RIVERSIDE COUNTY REGIONAL PARK & OPEN-SPACE DISTRICT

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Agency Information

Riverside County Regional Park & Open-Space District

4600 Crestmore Road, Jurupa Valley, CA 92509

[Website](#) | Facebook: [RivCoParksHQ](#) | Twitter: [@RivCoParks](#)

Instagram: [RivCoParks](#) | Nextdoor: [County of Riverside](#) | YouTube: [RivCoParks](#)

Agency Introduction

The Riverside County Regional Park & Open-Space District (RivCoParks) is part of the family of county agencies serving Riverside, CA and is identified as a special district program with oversight coming from the local Board of Supervisors, and 5 commissions/committees: District Advisory Commission, Historical Commission, Idyllwild Historical Preservation District, Southwestern Riverside County Multi-Species Reserve Management Committee, and the Santa Rosa Plateau Ecological Reserve Management Committee.

RivCoParks' Mission is to acquire, protect, develop, manage, and interpret for the inspiration, use and enjoyment of all people, a well-balanced system of park related places of outstanding scenic, recreational, and historic importance. RivCoParks' Vision is to be the regional leader in improving lives through people, parks, places and programs.

RivCoParks seeks to make progress in the areas of Health and Wellness, Social Equity, and Conservation for the benefit of community members, stakeholders, and the environment.

Agency Programs & Services

For a more detailed listing, see Appendix A

The RivCoParks program is a combined offering of scenic and recreational spaces which provide leisure opportunities, health benefits, and high-quality entertainment, while preserving natural, cultural, and historically important county sites. The RivCoParks array of offerings consists of the following:

- Seven (7) large parks for day use, overnight camping (RV and/or tent), hiking, fishing, events, etc.
- Three (3) lodges/log cabin sites with varying accommodation options for overnight/facility use
- One (1) main events center for weddings, large parties/events, accommodates up to 300 guests
- Four (4) historic sites
- Three (3) nature centers
- 101,463 acres under management
- Five (5) recreational open-space areas
- Nine (9) protected open-space areas and reserves
- Six (6) restricted open-space areas
- Ten (10) backbone trails
- 185 miles of Trails managed
- Adopt-A-Trial program
- One (1) major multi-county trail (Santa Ana River)
- Special event opportunities
- Volunteering opportunities

Market Analysis

Industry Size and Growth

In 2020, the outdoor recreation industry in the United States generated \$374.3 billion (inflation-adjusted, real GDP) in consumer spending, down from \$459.8 billion in 2019. This represents a decrease of 19% year over year within the industry, compared to a 3.4% decrease for the overall US economy. According to the most recent Bureau of Economic Analysis Report (2020 BEA Report, US Dept. of Commerce), "Outdoor recreation estimates were impacted by the response to the spread of COVID-19, as governments issued and lifted "stay-at-home" orders. This led to rapid changes in demand as consumers canceled, restricted, or redirected their spending." Outdoor recreation job compensation decreased 12.5% and employment fell by 17.1% from 2019 to 2020. In California, jobs within the industry fell 20.3% from 2019 to 2020.¹

Despite the job losses, consumer spending grew in the top recreation-related activities. Spending on Boating/Fishing grew by 30.5% bringing in \$30.8 billion nationwide (\$23.6 billion in 2019). In California, boating/fishing spending was \$2.8 billion in 2020 which is an increase of 40% (\$2.0 billion in California in 2019). RVing brought in \$19.1 billion nationwide (\$18.6 billion in 2019)¹

RivCoParks Size and Growth

RivCoParks independent audit data for FY20/21 shows the current array of district assets is net valued at \$88 million as of June 30, 2021 which is an increase of \$2.3 million over the previous year. Revenues for FY20/21 were \$21 million, compared to FY19/20 revenues of \$17.1 million. This increase was mainly attributed to higher property tax revenues and reimbursements from State grants and County Development Impact Fees for construction project expenditures. Unfortunately, the pandemic continued to disrupt our ability to collect revenues at interpretive sites and recreational facilities. Schools, events and gatherings were still limited due to the State's health order mandates. Operations spending at RivCoParks for FY20/21 was \$18.5 million, down from the previous fiscal year at \$19.3 million³.

Early cost-cutting adjustments to the district when the pandemic commenced in 2020 were appropriate from a business standpoint. Presently, we continue to recover and ramp back up staffing to provide much-needed outdoor recreation opportunities to the public. Volunteers' hours which helped sustain operations in FY20/21 have declined 24% in FY21/22.⁴

Key grant awards for parks projects will allow us to continue to grow our public offerings in the coming years. This includes an award for \$6.05 million for Gilman Ranch improvements received in December 2021, \$1.9 million for Wildfire Prevention received in June 2022, \$167,386 to support underserved communities received in June 2022, and \$10.4 million for the Trujillo Adobe received in July 2022.

¹2020 Bureau of Economic Analysis (BEA) Report, US Department of Commerce.

²Outdoor Industry Assn 2019 Forecasting Report

³Independant Financial Audit of RivCoParks

⁴RivCoParks Annual Report data

Industry Trends

The industry overall has been challenged for many years to get people outside for recreation and health. We consistently see research data indicating ***only half the population enjoys any kind of outdoor activities***. 2020 saw the highest increase on record with an outdoor participation rate of 53%. This was an increase of 7.1 million more Americans getting outside. Still this is a sad commentary on our society when half the US population does not share in or enjoy the proven, positive health outcomes of the outdoors.¹

The average number of outings in 2020 was just 71, compared to 2012 where Americans experienced 87 outings per year. While the pandemic challenged this trend, 25% of new outdoor participants say they don't want to continue their new outdoor activities, preferring to return to their old habits.¹

Within our industry, there is a lack of diversity with nearly 75% of outdoor participants being White or Caucasian. Over the past three years, there was a slight uptick within the Hispanic population, a decline of 7% within the Asian populations, and no change among Black populations. We have the opportunity and responsibility to work to attract more members of underserved populations. Collective action through philanthropy, programming, marketing and policy can affect positive change. ¹

We took a look at how people engage with parks and found that they are looking for excitement and adventure, and they are looking to share good times with family and friends.²

Other Trends

RV Sales:

RV ownership hit a record high in 2021 with 11.2 million households now owning an RV, a 64% increase since 2001. Data from June 2020 showed that 46 million RV owners were planning a trip in the next 12 months. Interest in RVing is highest among those ages 18-43 years old with a whopping 84% of surveyed Millennials and Gen Zers planning to by an RV in the next five years. RV ownership is spread across age, gender, income and education.³

Below are the top reasons for the surge in RV sales:

- Freedom to control the cleanliness of their environment
- Can avoid contact with others and still feel like they were vacationing
- Control own itinerary with no set schedule
- Bring everything you want from home
- Don't have to leave pets at home or board them²

2020 was a historic year for the RV industry. 600,240 units were sold in 2021, 487,300 units in 2022, and a projected 429,000 units in 2023. These are record sales numbers never seen before in the 40+ years the industry has existed. ²

We also see reports that the rise in inflation and gas prices are beginning to impact RV sales. Retail prices have increased \$10-20K per unit, coupled with higher interest rates, inflation, and lower savings. Many buyers are shifting to smaller units or postponing their purchase.⁴

¹2021 Outdoor Industry Assn Outdoor Participation Trends Report

²2021 Engagement with Parks Report NRPA

³2021 RV Industry Association Demographic Profile Study

⁴MotorBiscuit: Even Rising Fuel Costs Can't Slow Down the Booming RV Industry

County Demographics

Riverside County is the state’s fourth largest county. According to 2021 data from the US Census, Riverside County is comprised of a diverse population of 2.458 million residents. Listed below are 5-year estimates of population demographics from the American Community Survey for 2020, the most recent data available. Compared to last year, we saw an increase in people under age 18 years old and gained over 8,000 new households.

Riverside County is comprised of the following select demographic characteristics¹:

Age

6.4% Under age 5 years
25.2% under age 0-18 years
74.8% age 18 years +
14.5% over age 65 years

Race

50% Latino (1,202,295)
41% White (995,627)
7.1% Asian (171,243)
6.5% African American (156,477)

Households

848,549 Total HH

Income (Inflation-Adjusted)
\$70,732 Median HH Income

Non-English Language Speakers

41.1% (938,885)
34.2% Spanish
4.3% Asian & Pacific Islander languages
(Chinese: Mandarin, Cantonese, Hokkien;
Tagalog, Vietnamese, Korean, Hindi & Urdu)
1.9% Indo-European languages

Target Markets

- Customers
- Partners/Collaborators
- Volunteers
- Media
- Funders

Strategic Business Units

- Recreation (parks & trails)
- Conservation (open space)
- Nature Education (interp)
- Historic Education/Preservation (hist sites)
- Events Center

Competition

- Other Leisure & Recreation Options:
restaurants, bars, gyms, fitness clubs/classes, concerts/festivals, movies/theatres, and team sports
- Indoor activities using electronic devices
- Other recreation-oriented agencies competing for customers, funds, and community support
- Day use sites with free access
- Private sector RV Parks and amenities
- Other education programs
- Other historic sites offerings
- Other wedding & corporate event venues

¹US Census, American Community Survey 2020 data

SWOT Analysis

Strengths

- Core offerings at parks, trails & centers
- Nature and the great outdoors
- Health benefits (physical and mental)
- Strong program & site development
- Knowledgeable staff
- E-Marketing & Communications

Weaknesses

- Funding constraints
- Staffing limitations
- Site access constraints
- Volunteer base

Opportunities

- Recreational preferences
- Growing concerns for quality of life & the environment
- Opportunities to engage underserved populations
- Retaining guests new to outdoor activities
- RVing, Fishing, Birding trends
- Hiking/Exercise programs
- Site development
- Community involvement

Threats

- Economy & Inflation
- Natural disasters
- Diminished natural resources
- Crime & Opioid abuse
- Homelessness
- Apathy/Inactivity

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- Core offerings at parks, trails & centers
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- Funding constraints
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SWOT

Opportunities

- Recreational preferences
- Growing concerns for quality of life & the environment
- Opportunities to engage underserved populations
- Retaining guests new to outdoor activities
- RVing, Fishing, Birding Trends
- Hiking/Excercise Programs
- Maintaining/growing pandemic (COVID-19) recreation trends
- Site development
- Community involvement

Threats

- Pandemic (COVID-19)
- Natural disasters
- Diminished natural resources
- Crime & Opioid abuse
- Homelessness
- Apathy, Inactivity

FY22/23
One Overall Goal
5.5 Million
Marketing
Touchpoints
Four Marketing
Deliverables



Marketing Plan

FY22/23 Executive Summary: RivCoParks main marketing goal for FY22/23 will be to achieve 5.5MM marketing touchpoints. This goal is aligned to the FY22/23 District Workplan which also gives us an overall directive to work in collaboration with other agencies and entities.

Our business goals, industry trends, and community needs are the foundation for our marketing efforts. From a business perspective, we will work to support revenue-generating activities around events, camping, hiking, RVing, boating & fishing. We will also work together in partnership whenever possible to improve offerings and efficiencies. From a social perspective, we will work to support local preferences for outdoor leisure activities by highlighting targeted opportunities and publicize offerings that create social equity in parks for all populations. We will also focus on showcasing our extensive conservation work in support of our local environment.

We are already on the path to expanding the programs and opportunities at the district that support local culture, provide nature education for underserved children, and collaborative work for homeless solutions. These activities offer us a chance to 1) support our community members by preserving their local cultural heritage; 2) create equity with more opportunities to enjoy learning about nature, and 3) work to deliver supportive solutions for those suffering from homelessness, while improving environmental outcomes that benefit everyone. In the year ahead, marketing will work closely with these programs to provide needed support. Carefully curated imagery and purposeful language in promotional messaging will be used to engage these populations and generally create awareness of all available resources, programs and activities.

As we keep moving past the impacts of the pandemic, we will continue to build out our website, social media, e-mail marketing, and guest survey programs. In the last fiscal year, our overall goal was to achieve 5.5MM marketing touchpoints in these four main areas for which we achieved 7,637,451 marketing touchpoints. We surpassed the main goal due to great outcomes in website and social media.

Last year our district website grew guest engagement by 19% achieving 4.8MM pageviews. We received a marketing award for digital content for “The Hive-Virtual Adventures,” a whole website section dedicated to nature education for kids of all ages, and even adults too. We also created a new website page for parks projects and a new events calendar. The events calendar is now set as a main menu item, replacing the Covid-19 Updates main menu page that was finally downgraded to a submenu. We also worked with a new 3rd party vendor to integrate a new reservations system throughout our website that mirrors our branding styles.

A bright future lies ahead for our website www.RivCoParks.org with more targeted content for Parks Projects, the Hive-Virtual Adventures and the district Events Calendar. We will support Interpretive programs at our nature centers and historic sites by carrying information on events and programs on their webpages, link communications across other marketing platforms, and maintain program registration portals. Last year, we developed several story concepts for the blog which did not get created, so we will continue to work on our ideas already in the hopper, and further plan to seek opportunities to develop guest “influencer” video travelogs of our park sites to encourage visiting.

We will continue to embrace technology in all it offers to support internal management processes and modernized external public e-resources. Our RCIT team and ESRI are working with us to help create comprehensive GIS mapping of our all our parks assets, including trails. First phase use of this data will be to support land and resource management projects. Our second phase will be to repurpose our e-mapping content into a new trails app to assist the public in finding and accessing our sites and trails. The trails app projects can use modern technology with plenty of extras that can be added in such as links, images, site info, health challenges, site-visiting activities, in-app incentives, and social engagement components. Ultimately, we can integrate these products into the website, thereby providing a modern e-map of the array of park offerings. Our app project also offers options to partner with other participating local parks programs to engage guests and provide them access to all resources in close proximity to them.

In the world of social media, the big trends are for content authenticity, short video clips, and the use of influencers, even micro-influencers. Meta properties Facebook (2.9 billion monthly users) and Instagram (2 billion monthly users) still dominate the social media scene.¹ Facebook is the platform of choice for Boomers (55+) and GenX (39-55).² However, its been a tumultuous few years for social media platforms, and with each day passing, the story keeps changing. Last year Facebook lost \$10 billion in advertising revenues and large-scale lay-offs are coming. But they are still so big that they continue to move forward investing heavily in VR (virtual reality) & AI (artificial intelligence). Last year, Meta customers were unhappy about discord, distrust and disinformation, this year they are unhappy about being bombarded with unsolicited AI recommended content now comprising a whopping 40% of their newsfeed. Looking ahead, Meta seeks to find ways to highlight posts from family and friends better, offer use of avatars for your digital identity, and increased VR posting options.¹

Instagram is the platform for GenZ (16-24) and Millennials (25-38). It sees its fastest growing content format in “reels,” for short video clips. Like Facebook, Instagram is also moving towards AI recommended user content which also isn’t being received well. ¹

Twitter, which never yields significant results for us, is now in the midst of huge management and policy shifts under Elon Musk. This has been the platform of choice for Millennials. There have been massive lay-offs while twitter is not turning profits; its future success is hard to predict. Currently there is a problematic and contentious push for paid subscriptions, account verifications, ease of payment processes, and different methods for oversight and mediation.¹

¹SocialMediaToday.com

²Teneo: The Most Socially Connected States Survey

For all we hear about TikTok being on the rise, the platform ended 2022 with 750 million active users which still doesn't compare to the sheer size of the Metaverse. TikTok sees its strength in reaching younger people (GenZ), but these people also still use Instagram and Snapchat. We note how quickly the platform has risen to this level, but there is hesitancy for serious investment here with limited resources, establishment channels still out there covering the same audiences, and the inherent risk of using a platform under the ownership of China.¹

We hit huge reach and impression numbers on our main RivCoParksHQ Facebook page in FY21/22. About a third of this growth has been due to the return of district events with content we can publicize with social media ad dollars which helps us generally grow our channels. Our follower profile on Facebook on our main RivCoParksHQ page is 74% female and 26% male, reaching across all ages 25-65+.

Following a facebook supported trend, we saw good outcomes in sharing content into groups last year. Looking ahead, our social media research directs us that more authentic short video clips and possible use of influencers are the latest trends that should be ours as well. Our thematic posts calendar will continue to loosely guide us for content in social media. A new social media proofing process has been put in place to ensure quality.

We embarked on developing Google My Business (GMB) listings last year, and were able to verify and claim 6 sites: Lake Skinner, Rancho Jurupa, Lake Cahuilla, Hurkey Creek, Crestmore and District HQ. We updated images and content on these listings and tested two fish clinic posts on the Skinner and Rancho Jurupa listings with solid outcomes. We started tracking the GMB analytics to add to our social media outreach numbers, and this will be the first year we add them in as marketing touchpoints. We will continue working to verify and claim more sites so we may more fully manage these important forward-facing listings in google.

We now have a whole year's worth of participation on the countywide Nextdoor page. We learned guest preferences are to place events in the Nextdoor events calendar and place safety messaging as regular posts to the page. Other messaging on this platform gets little traction.

Our E-mail marketing program saw an expansion beyond our normal outreach to fellow county staff and agencies to greater use of e-blasting externally to lists we develop. A Parks e-Volunteer quarterly newsletter launched in June 2022, and is e-blasted to volunteers and staff. Our Press releases are now e-blasted directly from the County Executive offices giving us more clout by partnering and presenting our media notices as from both the District and the County. This also provides us access to the county-maintained media contact list which results in more published news items. Another e-blast channel has now opened up to us via the new reservations system where we will be able to create custom welcome e-blasts that are generated prior to when a guest is coming, and post-visit thank you e-mails after they have visited, which will include our main guest services survey link.

Generally speaking, we saw challenges with in-person survey collection in the post-pandemic era. There was hesitancy from the public to use touch screens, even with hand sanitizer placed nearby. Alternate methods of providing a scan square didn't yield desired outcomes either.

Moving forward, our new reservation system e-mail capabilities, in-person events, and social media posts with incentives will be used to collect surveys. We are also revamping our survey to a new RCIT supported platform called Survey123, which will save money. We will be working closely with our programs to revive their survey needs and share data with us.

¹SocialMediaToday.com

Below is a detailed break out of the marketing plan elements and goals:

Website

FY22/23 Website Goals

1. Maintain a minimum of 4.5MM pageviews and 900K sessions
2. Park Talk blog/vlog: Create 4 new stories from ideas submitted (*this is both a website and social media platform goal*)
 - Micro influencer guest vlogging (video blog)
 - Burrowing Owl Habitat Prep Work
 - Migratory Waterfowl Feed Plot
 - Springtime Management Work
 - Hunting Season - Ranger Patrol
 - SARB- Teamwork
 - The new MDT team
 - Collaboration with RPD on Wilderness Homeless encampment clean up.
 - Trails- Sylvan Meadows
 - Highlight trail usage types
 - Photos of spring bloom
 - General rules....keep it simple. Enjoy the trails...stay on trails.
 - MSR-Natural Resources
 - Highlight fire being used as a tool to protect natural resources and slow spread of wildfire
 - Add photos from previous burns
3. Develop deeper, expanded content for popular pages: Skinner, Rancho Jurupa, and Cahuilla
4. Develop deeper content to showcase grant work on parks projects page
5. Deeper dive content to showcase partnerships at Santa Rosa Plateau
6. Develop more content for The-Hive Virtual Adventures
7. Develop jobs at RivCoParks page or portal to County HR
8. Rework the intranet for Service Now integration away from Zendesk.

FY21/22 Website Goals & Outcomes

1. Maintain a minimum of 3.5MM pageviews and 800K sessions
Outcomes: 4.8MM pageviews and 957K sessions
2. Structure, schedule and promote the new Park Talk blog, create 6 new stories
Outcomes:
 - One new blog created: How will you meet the New Year in 2022
 - One new blog drafted: Did you go outside much since March 11?
To be accompanied by a What I Love About the Great Outdoors video which was used for July is Parks and Recs month instead.
 - Approved, but not yet developed concepts
 - Burrowing Owl Habitat Prep Work
 - Migratory Waterfowl Feed Plot
 - Springtime Management Work
 - Hunting Season - Ranger Patrol

3. Recreate a main tab “Calendar” page which was temporarily replaced by the main tab “Covid-19 Updates” page. The pandemic info page will be relocated where appropriate and adjust as needed
Outcome: The Covid-19 Updates webpage was carried as a main menu item from March 2020 until February 2022. An all new calendar was created and placed as a main menu tab and the Covid-19 updates webpage was downgraded to a submenu on Feb. 17, 2022.
4. Finish developing and launch new intranet website
Outcome: An all new intranet called the ParkBuzz was launched on July 27, 2021
5. Develop deeper, expanded content for popular pages: Skinner, Rancho Jurupa, and Cahuilla
Outcomes: Birding booklets added to Skinner and Rancho Jurupa webpages, Ironman video added to Cahuilla webpage
6. Work to keep the mobile platform clean and easy to use.
Outcomes: All website adjustments requested include a review of the mobile site to clean up any issues.

Social Media

FY22/23 Social Media Goals

1. Structure, schedule and promote the new Park Talk blog/vlog, create 4 new stories from among many great ideas submitted
(this is both a website and social media platform goal)
 - Micro influencer guest vlogging (video blog)
 - Burrowing Owl Habitat Prep Work
 - Migratory Waterfowl Feed Plot
 - Springtime Management Work
 - Hunting Season - Ranger Patrol
 - SARB- Teamwork
 - The new MDT team
 - Collaboration with RPD on Wilderness Homeless encampment clean up.
 - Trails- Sylvan Meadows
 - Highlight trail usage types
 - Photos of spring bloom
 - General rules....keep it simple. Enjoy the trails...stay on trails.
 - MSR-Natural Resources
 - Highlight fire being used as a tool to protect natural resources and slow spread of wildfire
 - Add photos from previous burns
2. Increase fanbases as follows: Facebook: 5%| Twitter: 10%| Instagram 100%
3. Achieve 18-20 posts a month on our main Facebook page
4. Increase collaboration of staff managing site specific social pages
5. Claim, verify and manage remaining 4 GoogleMyBusiness listings for RivCoParks sites
6. Inventory all social media pages that have our name or are associated with us, work to clean up our footprint and/or partner with these sites

FY21/22 Social Media Goals & Outcomes

1. Create 6 new Park Talk blog stories
Outcomes:
 - One new blog created: How will you meet the New Year in 2022
 - One new blog drafted: Did you go outside much since March 11?
To be accompanied by a What I Love About the Great Outdoors video which was used for July is Parks and Recs month instead.
 - Approved, but not yet developed concepts
 - Burrowing Owl Habitat Prep Work
 - Migratory Waterfowl Feed Plot
 - Springtime Management Work
 - Hunting Season - Ranger Patrol
2. Increase fanbases as follows: Facebook: 5%| Twitter: 10%| Instagram 100%
This goal was based on our main pages we manage only, measured outcomes are as follows:
 - Facebook followers for @RivCoParksHQ increased by 5.8%
 - Twitter followers for @RivCoParks increased by 10.8%
 - Instagram followers for RivCoParks increased by 94.1%
3. Create and implement theme-based content media calendar
Outcome: Completed and in use
4. Increase collaboration of staff managing site specific social pages
Outcome: Shared content happened with IDYNC facebook page
5. Procure additional resources for social media (more interns or an actual staff position)**
No interns were procured in FY21/22, one newer staff member created an Instagram page for HVNC.
6. Increase number of posts of Facebook page by 35-85% (22-30 posts per month**)
This goal was set for our main facebook page @RivCoParksHQ
Outcome: #posts increased by 10% to approximately 18 posts per month
7. Claim, verify and manage GoogleMyBusiness listings for all RivCoParks sites
Outcome: 6 main sites were verified, 4 remain unverified (3 main sites, one duplicate)
8. Create Nextdoor account and manage and publicize RivCoParks sites, events, etc.
Outcome: completed

***Additional staff are needed to fulfill expanding the social media programs for the district.*

E-Mail Marketing

FY22/23 E-mail Marketing Goals

1. Send out a total of thirty-five (35) e-mail blasts out of GovDelivery e-mail system
2. Achieve an average open rate of 25% of recipients
3. Achieve an average click rate (engagement) of 4% of recipients
4. Complete set up of auto e-blasting welcome and thank you for visiting e-mails out of new reservations system
5. Achieve an average open rate of 25% out of new reservations system e-mailing program
6. Achieve at 5% engagement rate for e-blasts out of new reservation system e-mailing program

FY21/22 E-mail Marketing Goals & Outcomes

1. Send out a total of thirty-five (35) e-mail blasts
39 e-blasts were sent out
2. Achieve an average open rate of 25% of recipients
24% average open rate
3. Achieve an average click rate (engagement) of 4% of recipients
1.0% average click rate

Surveys

FY22/23 Survey Goals

1. Collect 2,000 main park guest surveys
2. Revamp survey collection efforts district-wide
3. Convert surveys to new survey platform Survey123
4. Provide summary data for annual analysis
5. Provide data on demand as needed

FY21/22 Survey Goals & Outcomes

1. Revise existing guest survey
Draft completed, not implemented due to staffing oversight resources
2. Collect 2,000 park guest surveys*
1,120 surveys collected across 5 different surveys, only 57 for main parks guest services survey**
Note: Other parks survey data was not available for inclusion in this report
3. Provide summary data for annual analysis
Completed
4. Provide data on demand as needed
Completed

**Stated goal of the FY20/21 marketing plan was to collect 2,000 surveys. This differs from the district work plan goal of 4,500 which was an unreconciled discrepancy between the County's budget key performance indicators (KPI's) and the marketing plan goal.*

***Staffing resources, covid impacts*

Community Relations Plan

Our relationship with our guests (community members and stakeholders) is of utmost importance for RivCoParks. We are the trusted stewards of the public's land; therefore, we are charged with the great responsibility of maintaining a parks system that is supported by and benefits all the community.

Formal policies are in place at both our County level and park district level which outline our responsibilities to be proactive and responsive to the public through community relations, marketing, and public information efforts.

The RivCoParks strategic plan also guides our community relations work. This plan includes priorities from the Customer's Perspective: 1) building quality, 2) being responsive, and 3) building our brand. Our "customers" include of our identified target markets of customers, partners/collaborators, volunteers, media, and funders.

Customer feedback and input is essential for developing our community relations plan. We use various customer feedback tools which include but are not limited to surveys, direct outreach, website, e-mailing, and social media. A support system of commissions and committees are in place to provide opportunities for community involvement and input. Our policies detail our obligation to develop partnerships, collaborations, and relationships with community organizations and other groups for the benefit of all.

We also analyze our customer needs and preferences via research reports such as Census data and industry reports. We monitor news and current events for intel of value related to serving our customers.

A series of community relations objectives have been developed under the parameters outline above:

Community Relations Objectives

- Provide accurate, timely information about programs, facilities, and services
- Encourage participation in planned recreation programs and events
- Encourage citizens to visit parks and facilities
- Encourage recreational hiking and trails in particular
- Educate customers about relevant available technology related to parks programs and services
- Maintain and demonstrate transparency according to CAPRA and Public Records Act, Brown Act, ADA Compliance requirements, State Controller reporting, and open data requirements to ensure customer trust and good faith
- Educate internal and external customers on the benefits of recreation and the value it adds to the community and to their quality of life
- Help improve community relations through support of programs and initiatives offered by other City and County departments and community groups
- Solicit input from customers to ensure the needs of all people are served
- Solicit input from customers to ensure the quality and satisfaction of the District's programs, facilities, and services
- Solicit input to continuously evolve and adapt services according customer needs and preferences
- Identify training needs for staff and community

Community Relations Policies

RivCoParks being part of the County of Riverside is governed by the general policies of the County of Riverside as well as specific policies for RivCoParks. The County Board of Supervisors is aware of the cultural, education, aesthetic, and recreation needs and interests of the people of Riverside County and set policy objectives for the guidance of the Parks Director in the administration, protection and development of the County Regional Parks System. A continuing review of the County Park policies is made in order to keep them consistent with park and recreation trends, public needs, financing, and to see that the County parks are maintained accordingly.¹ A communications policy is contained in the county general plan that outlines that RivCoParks shall provide public information services which shall utilize all available media to acquaint the public with the parks system, programs and facilities². RivCoParks itself has in place policies which guide our community relations in all areas of parks programs and services which are accessible to all staff and are reviewed and updated regularly.³

Contact with Media

Processes and procedures for establishing contact with media are in place per district policy.⁴

Community Benefits Statements

Part of achieving our community relations objectives is the types of information we share to demonstrate the benefits of outdoor recreation. To that end, a series of benefits statements help guide our approach. Refer to appendix E for the full listing of community benefits statements.

¹County of Riverside, CA, Parks General Policy – Policy# J-1

²County of Riverside, CA, Interpretive and Public Information Services – Policy# J-6

³Riverside County Regional Park and Open-Space District Policies

⁴District Policy 3.3

Appendix A

Detailed Listing of Agency Programs & Services

- I. Parks:
 - a) Hurkey Creek Park: Day use and overnight camping, 130 campsites
 - b) Idyllwild Park: Day use and overnight camping, 88 campsites
 - c) Lake Cahuilla Veterans Regional Park: Day use and overnight camping, 91 campsites
 - d) Lake Skinner Recreation Area: Day use and overnight camping, 200+ campsites
 - e) Mayflower Regional Park: Day use and overnight camping, 179 campsites
 - f) McCall Memorial Equestrian Campground: Day use and overnight camping, 53 corrals
 - g) Rancho Jurupa Regional Park: Day use and overnight parking, 200+ campsites
 - h) Kabian Memorial Park

- II. Lodges & Cabins:
 - a) Lawler Lodge: accommodates 56 people w/beds, a total of 116 people on site.
 - b) Lawler Alpine Cabins: 6 cabins for up to 10 people each and/or one-two large groups, up to 126
 - c) Rancho Jurupa Park Cabins: 6 cabins for up to 4 guests each

- III. Rental Venue: Crestmore Manor: weddings, large parties/events, accommodates up to 300 guests

- IV. Historic Sites & Museums:
 - a) Alamos Schoolhouse
 - b) Gilman Historic Ranch and Wagon Museum
 - c) Jensen Alvarado Historic Ranch & Museum
 - d) San Timoteo Canyon Schoolhouse

- V. Nature Centers:
 - a) Hidden Valley Nature Center
 - b) Idyllwild Nature Center
 - c) Santa Rosa Plateau Ecological Reserve

- VI. Recreational Open Space Areas:
 - a) Box Springs Mountain Reserve
 - b) Hidden Valley Wildlife Area
 - c) Harford Springs Reserve
 - d) Santa Rosa Plateau Wildlife Area
 - e) Sylvan Meadows Multi-Use Area

- VII. Protected Open-Space Areas and Reserves
 - a) Iodine Springs Reserve
 - b) Johnson Ranch
 - c) Stofer Property
 - d) Mary Tyo Staging Area

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- e) Miller Park
- f) Norton Younglove
- g) Valley Hi Oak
- h) Warmington Mitigation Site

VIII. Restricted Open-Space Areas

- a) Trujillo Adobe
- b) Fish Traps
- c) Maze Stone
- d) Mockingbird Canyon Archaeological Site
- e) Ringing Rock Archaeological Site
- f) Double Butte
- g) Devil's Garden

IX. Regional Trails

- a) Idyllwild Nature Center
- b) McCall Memorial Equestrian Center
- c) Harford Reserve
- d) Box Springs Reserve
- e) Salt Creek Trail

X. Adopt-A-Trial

XI. Santa Ana River Trail

XII. Special Events

- a. RivCoParks Events (i.e. Healthy Living Extravaganza, Fishing Clinics, SART Bike Day, Wildflower Show, etc.)
- b. Trails Events
- c. Private Events (Parties, Live Performances, Sports Events, etc.)
- d. Film or Still Photo Shoots

XIII. Volunteering

Appendix B

Strategic Plan Objectives

Objective #1: Align Budget with Strategy

Objective #2: Improve Financial Position

Objective #3 Build Quality

Objective #4: Be Responsive

Objective #5: Build our Brand

Objective #6: Simplify Processes and Policies

Objective #7: Use Technology to Improve Services

Objective #8: Use Data and Planning for Effective Decision Making

Objective #9: Strengthen Moral

Objective #10: Lifelong Learning

Objective #11: Workforce Engagement

Appendix C

Sample Marketing Campaign Elements

Social media, e-mail blast, and website are standard elements of a marketing campaign available for programs to use at no cost to them.

Flyers, brochures, videos, event support and giveaways are examples of additional marketing campaign elements which are available at roughly the following fees:

- Social Media boosting: a standard campaign runs from \$50-\$200
- Event support (giveaway items, event booth needs, special printed materials): costs vary
- Event flyer (full color, one-sided): roughly \$375 for 2,500 flyers or \$185 for 1,000 flyers
- Videos can be produced in house.

Timing considerations should allow for 2-4 weeks for any creative with exception to special projects that may take longer. Allow approximately 10 working days for printing. Issue out press releases no more than 5 advance days with a call to action as news items repurpose for publishing quickly. Social media events should publish 2 weeks in advance of event date. Supporting social for an event should include 3 additional posts within the 2 advance weeks of the event date. Video production requires a front end planning meeting for timing considerations.

Appendix D

District Policy 3.4.3 Marketing Plan and District Policy 3.4.2 District Community Relations Plan

3.4.3 - Marketing Plan

Standard: The agency shall have an established marketing plan, based on market research that is evaluated periodically for effectiveness. The fundamental principle of marketing is to gain an understanding of customer needs, wants, concerns and behaviors. The marketing plan addresses the appropriate mix of communications tools to promote agency programs, facilities, events, and services and to provide accurate, timely and useful information to the various segments of the target audience.

Suggested Evidence of Compliance: Provide the plan and latest evaluation. The plan shall include:

- a. Marketing objectives
- b. Situation assessment, to include:
 1. Examination of demographic trends
 2. Economic climate
- c. Market coverage by alternative providers
- d. Segmentation, targeting, and positioning
- e. Marketing mix
- f. Marketing methods
- g. Evaluation criteria and methods

Research is important to support segmentation, targeting, and positioning. Common evaluation methods include surveys, focus groups, customer comment cards, and mystery shopping.

[Informational reference in the *Management of Park and Recreation Agencies*, \(2010\), 3rd Ed., Chapter 15 – Public Relations, Marketing, and Customer Service, pp. 359-377.](#)

Agency Evidence of Compliance:

The District reviews and updates the Strategic Communication and Marketing Plan annually **(3.4.3a)**. This is a comprehensive document that outlines the District’s marketing and communications strategies based upon recent trends, the economic climate, target market(s) and survey feedback. It is broad-based to include a best practices approach focused on branding the District’s services in a consistent and inviting message.

3.4.2 - Community Relations Plan

Standard: The agency shall have an established community relations plan that identifies, and addresses community needs for all segments of its service population, which is evaluated periodically for effectiveness.

Suggested Evidence of Compliance: Provide the community relations plan and latest evaluation. The community relations plan shall address the following:

- a. Community relations policies for the agency
- b. Process and procedure for establishing contact with community organizations and other community groups
- c. Training needs for staff and community

The community relations plan and marketing plan is often included in a single document.

[Informational reference in the *Management of Park and Recreation Agencies*, \(2010\), 3rd Ed., Chapter 15 – Public Relations, Marketing, and Customer Service, pp. 375-377.](#)

Agency Evidence of Compliance:

The Community Relations Plan is included as part of the District’s Strategic Communication and Marketing Plan (**3.4.2a**) which is reviewed and updated annually. The Community Relations Plan focuses on identifying and addressing community needs of the service population through a variety of communication tools. The District makes use of the many community organizations that exist within our jurisdiction and has established positive relationships that continue to build upon the brand. The District works closely with assigned Commissions/Committees, City Chambers, and municipal Advisory Committees to elicit public support and provide two-way communication. Moreover, the District has taken a leadership role in providing regional conferences/training and continues to invite City/Special District Park agencies, Land Management agencies, and Utility agencies, to solve larger regional issues that the community identifies as problems.

District Policy 3.3 – Media Contact

PURPOSE

This policy establishes the parameters for media contact to deliver complete, timely, accurate and balanced information.

PROCEDURE

A. The District has assigned the Bureau Chief charged with marketing as the representative authorized to comment for the media and encourages open lines of communication with the County public information officer. Other district staff may be authorized to comment to the media based upon the nature of the information and will be determined on a case by case basis. In the absence of the assigned Bureau Chief, available Bureau Chiefs shall be designated as public information officers.

B. All district employees must adhere to the following guidelines during any media contact:

- 1. If a member of the media contacts a district employee who is authorized to comment to the media, that employee should ask for the reporter’s name, phone number, email address and media organization
 - a. An authorized employee may respond to questions directly if an immediate response is appropriate. Responses shall be factual in nature and not based upon opinion.

- b. If information must be verified, or if questions should be discussed with other district administrators first, the spokesperson should explain the need to verify information and provide a time by which the district will respond with the requested information.
 - c. The district should always contact the reporter by the time stated, either to provide the information or explain that more time is required. Information should never be provided to the media unless a spokesperson is certain it is accurate.
 2. If the media contacts a district employee who is not authorized to comment to the media, the employee should politely explain that he/she cannot answer the reporter's question but will be glad to contact someone who can help them.
 - a. The employee shall ask the reporter for his or her name with proper spelling, phone number, email address and media organization. The employee also shall ask the reporter to briefly summarize the information being requested and the deadline for receiving the information.
 - b. After collecting the information, the district employee shall contact the district administrative offices and relay the information about the media contact.
 - c. Contact with media representatives must not be ignored and responses should not be delayed.
 - d. Employees in the administrative offices should immediately contact the designated public information officer. If the Bureau Chief is not available, refer the call to the General Managers office.
 3. To help ensure proper response to media contacts, district administrators may employ a log sheet that details contacts and responses to the media.

Appendix E

Community Benefits Statements

PERSONAL BENEFITS

- ✓ Physical recreation and fitness contribute to a full and meaningful life.
- ✓ Regular physical activity is one of the very best methods of health insurance for individuals.
- ✓ Relaxation, rest, and revitalization through the opportunity of leisure is essential to stress management in today's busy and demanding world.
- ✓ Meaningful leisure activity is an essential source of self-esteem and positive self-image.
- ✓ Leisure provides the opportunity to lead balanced lives, achieve full potential and gain life satisfaction.
- ✓ Children's play is essential to the human development process.
- ✓ Leisure opportunities for youth provide positive lifestyle choices and alternatives to self-destructive behavior.
- ✓ Parks and open spaces bring beauty to an area while giving people satisfaction and improving their quality of life.

SOCIAL BENEFITS

- ✓ Leisure provides leadership opportunities that build strong communities.
- ✓ Community-recreation reduces alienation, loneliness, and anti-social behaviors.
- ✓ Community recreation promotes ethnic and cultural harmony.
- ✓ Recreating together builds strong families, the foundation of a stronger society.
- ✓ Leisure provides opportunities for community involvement, and shared management and ownership of resources.
- ✓ Integrated and accessible leisure services are critical to the quality of life of people with a disability and disadvantaged individuals.
- ✓ Leisure opportunities, facilities and the quality of the local environment are the foundations of community pride.
- ✓ Leisure services enrich and complement protective services, for latchkey children through afterschool and other recreational services.

ECONOMIC BENEFITS

- ✓ Pay now or pay more later! Investment in recreation as a preventive health service makes sense.
- ✓ A fit work force is a productive work force.
- ✓ Small investments in recreation yield big economic returns.
- ✓ Parks and recreation services motivate business relocation and expansion in the community.
- ✓ Meaningful leisure services reduce the high cost of vandalism and criminal activity.
- ✓ Recreation and park services are often the catalyst for tourism, a growing sector of the economy.
- ✓ Investments in environmental protection through the provision of parks and open spaces pay for themselves.

ENVIRONMENTAL BENEFITS

- ✓ Through the provision of parks, open spaces and protected natural environments, recreation can contribute to the environmental health of the community. This is an essential, life-sustaining role.
- ✓ The public is often prepared to pay for environmental protection and rehabilitation in their communities, and to support parks and recreation organizations that play a lead role in that protection.
- ✓ Investing in the environment through parks and the provision of open space in residential areas, leads to an increase in neighborhood property values through accessibility to environmentally friendly green spaces and associated recreation opportunities.
- ✓ The trend toward natural environment-based leisure activities is insurance for a new and improved environmental future.¹

50 Benefit of Recreation Outcome Statements

PERSONAL HEALTH

- 1.01 Recreation helps extend life expectancy. (active living, fitness, sport)
- 1.02 Recreation can prolong independent living for seniors by reducing disease and impairment. (active living, fitness, sport)
- 1.03 Recreation helps reduce the risk of coronary heart disease and stroke – the leading cause of death in Canada. (active living, fitness, sport)
- 1.04 Recreation combats osteoporosis. (active living, fitness, sport)
- 1.05 Recreation combats diabetes. (active living, fitness, sport)
- 1.06 Recreation helps prevent and treat site-specific cancers – especially in the colon, breast, and lungs. (active living, fitness, sport)
- 1.07 Recreation helps prevent arthritis & rehabilitate back problems. (active living, fitness, sport)
- 1.08 Leisure activities and parks contribute to mental health and well-being – reducing stress and depression. (recreation, fitness, sport, active living, arts, culture, parks, and greenspace/infrastructure)
- 1.09 Leisure activities and parks enhance overall physical and emotional health and improve quality of life. (recreation, fitness, sport, active living, arts, culture, parks, greenspace/infrastructure)
- 1.10 Leisure activities and parks are proven therapeutic tools used to maintain and/or restore physical, mental, and social capacities. (recreation, fitness, arts, culture, parks, and greenspace)
- 1.11 Recreation, fitness, sport, active living, and parks reduce obesity resulting in many health benefits.

HUMAN DEVELOPMENT

- 2.01 Leisure activities and parks are essential to the holistic development of children and youth:
they gain physical fitness and enhance overall health/well-being
they learn motor skills (physical) through play and sport
- 2.02 Leisure activities provide opportunities for adults to develop their full and holistic potential (physical, social, creative, intellectual, and spiritual). (recreation, sport, arts, culture)
- 2.03 Recreation, sport, arts and leisure contribute to academic success and provide exceptional opportunities for life-long learning.
- 2.04 Parks, green space, and natural environments provide a spiritual space and experience.

QUALITY OF LIFE

- 3.01 Leisure activities build self-esteem and positive self-image – foundations to personal quality of life. (recreation, sport, arts and culture).
- 3.02 Leisure activities and parks enhance personal life satisfaction. (recreation, fitness, sport, arts, culture, parks, and greenspace)
- 3.03 Leisure activities and parks enhance perceived/actual quality of life and place for individuals, families, and communities. (recreation, sport, arts, culture, parks and greenspace)

3.04 Leisure activities nurture growth, acquisition of life skills, and independent living for those with a disability. (recreation, sport, arts and culture)

ANTI-SOCIAL BEHAVIOUR

4.01 Leisure activities reduce self-destructive behaviour in youth by serving as an antidote to smoking, substance abuse, suicide, and depression. (recreation, sports, arts, culture)

4.02 Leisure activities help reduce incidence of crime – particularly among youth. (recreation, sport, arts, culture)

4.03 Leisure activities can reduce racism and build understanding between diverse cultures. (recreation, sport, arts, culture)

4.04 Leisure activities can reduce isolation, loneliness, and alienation. (recreation, sport, arts, culture)

FAMILIES/COMMUNITIES

5.01 Families and couples that share play and leisure are more likely to stay together.

5.02 After school leisure programs provide safe, developmental opportunities for children and youth. (recreation, sport, arts)

5.03 Leisure activities develop community leaders. (recreation, sport, arts, culture)

5.04 Leisure activities build social skills and stimulate participation in community life. (recreation, sport, arts, culture, parks)

5.05 Leisure activities and parks are often catalysts that build strong, self-sufficient, and sustainable communities. (recreation, sport, arts, culture)

5.06 Arts and culture help people understand their neighbours, community, history, and environment.

5.07 Recreation, parks, sport, arts, and culture build pride in a community, province or country.

5.08 Recreation, sport, arts, culture, and parks all build a sense of belonging within a community.

5.09 Recreation opportunities allow residents to understand and build upon cultural differences (recreation, sport, arts, culture).

5.10 Leisure activities allow us to come together and explore different forms of both families and communities.

PREVENTION

6.01 Fitness and well-being reduce the incidence and severity of illness and disability – lowering healthcare costs

6.02 Leisure activities contribute to stronger families – reducing social service costs. (recreation, arts, culture)

ECONOMIC

7.01 Recreation, sport, and fitness improve work performance by increasing productivity, and decreasing absenteeism, staff turnover, and accidents.

7.02 Leisure programs, services, and parks contribute to economic development by attracting business to communities. (recreation, sport, arts, culture, outdoor/environmental)

7.03 Leisure programs, services, and parks draw tourism and contribute to local economies. (recreation, sport, arts, culture, outdoor/environmental)

7.04 Recreation, fitness, sport, arts, culture, parks, and open spaces are significant employment generators.

7.05 Small investments in recreation, sport, arts, culture, and parks often yield large economic returns from events, capital development, and ongoing services.

7.06 Parks and open spaces increase property value and tax revenue on adjacent land, and are often used as marketing features by developers.

7.07 Parks and open spaces are excellent storm water retention strategies and less expensive than sewer expansion.

7.08 Leisure programs and green spaces increase tax revenue for all levels of government and potential income for non-profits and private business. (recreation, sport, arts, culture)

ENVIRONMENT

8.01 Green space protects habitat, biodiversity, and environmental integrity.

8.02 Green space improves air quality by removing pollutants from the air.

8.03 Outdoor recreation, green space, and natural areas are essential to environmental education and personal well-being – a key to long term sustainability overall.

8.04 Protecting land from development (as open space) mitigates against potential environmental disaster and contributes to quality of life.

8.05 Trails and pathways encourage healthy lifestyles, save energy, and protect air quality by encouraging non-motorized transportation.

8.06 Arts, culture, and parks programs express the spirituality of the land and encourage stewardship ethics.

8.07 Parks, trails, and natural areas are essential to overall good health, quality of life and well-being.¹

1The National Benefits Hub, Canadian Parks and Recreation Association (CPRA)

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Media Calendar FY21/22

posts per mo	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	
imes	Reg. Parks	Admin	Interp	Events	Historic	Marketing	Reservations	Finance	Open-Space	Maintenance	Regional Pkts	Planning/Grants	
imes	RUI Cabins	Skinner	SRP	Hurley Creek	Kabian	Lawler Rentals	Idylwild	Mayflower	Cahuilla	RUI	Splash Pads	McCall	
imes	Interp Theme	Interp Program	Interp Theme	IDY NC	Interp Theme	Interp Program	HDI NC	Interp Theme	Interp Program	SRP NC	Interp Theme	Interp Program	
imes	Alamos Schoolhouse	Featured Person	Cultural Theme	Trujillo Adobe	Cultural Theme	Gilman	Jensen	Featured person	Cultural Theme	San Timoteo	Featured Construction	Cultural Theme	
imes	Native Species Highlight	SFP	Hiking	Homelessness	Enforcement/ Patrol	Native Plants/Replanting	Kabian	Walker Canyon	MSR	Box Springs	Fence building	Conservation Highlight	
imes	Devils Garden	Mary Tvo Staging Area	Miller Park	Norton Younglove	Warmington Mitigation Site	NR Theme: Birding	Kabian	Walker Canyon	MSR	Box Springs			
imes		Kabian	Box Springs	SART	Butterfield	Skinner Loop	Cahuilla Trails	IDY	Hidden Valley	Sylvan Meadows	Harford Springs	Salt Creek Trail	
imes	Insects	Squirrel, Kanagrow Rat	Bird	Bats	Bird	Bird	Fish	Fish	Big Horn Sheep	Horse	Coyotes, Snakes, Lizards, Rats	Skunks, Wild Pigs, Hawk	
ime		SRP	Harford Springs	MSR	Box Springs	Hidden Valley	SART	Iodine Springs	Gooseflats	Johnson Ranch	Stoffer Property	Devil's Garden	
imes	4th July, Parks & Recs Month, World Ranger Day 7/31,	National Honey Bee Day 8/17, National Park Service Day 8/25, Free Fish Day (CA) 8/31*,	National Wildlife Day 9/4, World Clean Up Day 9/21*, Do you remember the 21st of Sept Day, International Archaeology Day 9/25, Free CA Fish Day 9/4*, Labor Day	World Animal Day 10/4, World Habitat Day 10/7, Columbus Day/Indigenous People's Day 10/14, Repilian Awareness Day 10/21, Halloween	National Take a Hike Day 11/17, Veterans Day, Thanksgiving	Snowplay, Christmas, New Year's	Squirrel Appreciation Day 1/21, First Day Hikes, MLK Day, Walk your Dog Month, National Bird Day 1/5	Valentines Day, Groundhog Day, President's Day	St. Patrick's Day	Earth Day 4/20, Easter, National Arbor Day 4/30	Mother's Day, Memorial Day Wkd, Endangered Species Day 5/21, Kids to the Park Day 5/14	Father's Day, Great Outdoors Month, National Trails Day 6/5, Bike Travel Wkd 6/4	
ime		Volunteer profile: Hidden Valley	Project Profile	Staff profile	Fishing Stocks	Volunteer Profile: SRP	Project Profile	Volunteer Profile: Box Springs	Crestmore Weddings	Things to do on Saturday	Litter issues	Volunteer Profile: Trujillo Adobe	
imes		Butterfly Daze at IDY NC,	Civil War at Jensen, Star Gazing at Hurley Creek,	Archaeology Expo, SART Bike Day, Trail of Acorn, Halloween Themed events, Wild West Fest,	Harvest Festival at Jensen, Family Wildlife Day at SRP (NEF),	Christmas Bird Count w Audubon Society, Christmas at Gilman Ranch,	Fishing Clinics, Iron Man Indian Wells (at CAH) - Dec. 6, 2021, Holiday programming, birding	Fishing Clinics, Love My Watershed Week	Fishing Clinics, Wildflower Show IDY NC,	HLE, Duck Daze, Earth Day at Alamos,	TVBWF, Wildflower Show at IDY NC,	Lemon Lily at IDY NC,	
ime			Old Spanish Trails Day w/SBCounty				Old West Days w/SB County		Desert Triathlon at CAH (Mar 5-6, 2022)	Coachella Week 1 (April 15-17, 2022), Coachella Week 2 (April 22-24, 2022), Stagecoach (April 29-May 1, 2022)			
imes/as needed			Call for surveys	Annual Report Nuggets	Annual Report Nuggets	Call for surveys, Annual Report Nuggets	Annual Report Nuggets	Annual Report Nuggets	Call for surveys			Call for surveys	



RivCoParks Guest Surveys

Executive Summary of Surveys Collected
FY21/22 (July 1, 2021 - June 30, 2022)

A total of 1,120 Surveys were collected in FY21/22

A total of 5 different Surveys were conducted in FY21/22

- RivCoParks Main Guest Survey – 57
- OHV feasibility study Survey – 700
- Temecula Valley Balloon & Wine Festival Survey – 277
- Youth Fishing Clinics - 37
- Community Visioning for Hidden Valley (Prop 68) - 49

RivCoParks Main Guest Survey

Survey Dates: July 1, 2021 – June 30, 2022

Format: On-Line Surveys

Collected: **57 Surveys**

Collection Vehicles: RivCoParks main website <https://www.rivcoparks.org/survey/>

Summary: 85% overall favorable rating. The top 3 reasons our guests visited us was to enjoy nature & the natural beauty of the site, for exercise, fresh air & sunshine, and for a special event. The most important factors in choosing RivCoParks to visit was because of the park features/amenities & convenient location.

The most common places that people look for local activities, events and promotions is website, friends (word-of-mouth), facebook, and facebook groups. The majority of guests indicate they rely on-line reviews either fully or somewhat in deciding what park sites to visit, mainly Google reviews followed by Yelp.

Top responses to what kind of improvements guests would like to see are nature & outdoor ed programs for kids, hiking/biking trails, natural habitat preservation areas, and RV camping facilities.

OHV Feasibility Study 2022

RivCoParks and the Riverside County OHV Steering Committee conducted a survey to determine if the community was in favor of building an OHV park in Riverside County and to give input of potential sites being considered.

- Survey Dates: February-March 2022
- Format: On-line
- # Collected: 700+
- Collection Vehicles: RivCoParksOHV.org website, social media posts, county-wide e-blast, media outreach to share call for surveys including the survey link.
- Summary: 80%+ of survey respondents were in favor of having an OHV park in Riverside County. Input from survey respondents helped narrow down twelve potential sites to six. The feasibility project is still an on-going effort.

Youth Fishing Clinic Surveys 2022

RivCoParks surveyed guests who attended our youth fishing clinics.

- Survey Dates: January-February 2022
- Format: On-line (English & Spanish)
- # Collected: 37
- Collection Vehicles: Scan square on sign at event linked to survey
- Summary: 62% of youth participants has never fished before, many pre-event questions in social media were around the accessibility of loaner gear. We can conclude that equipment is a barrier to participation and by providing it we create access to those who cannot otherwise afford this.

Guest amenities improvements that they would like to see were as follows: 16% Splash pads, 16% OHV park, 16% tent camping, 14% hiking trails, 11% RV camping, 11% picnic shelters, 8% playgrounds, 3% biking/mountain biking, 3% a pool, 3% a floating fish pier.

Temecula Valley Balloon & Wine Festival 2022

The RivCoParks conducted in person surveys on tablets at the 3-day event at Lake Skinner Recreation Area and also offered an opportunity to take the survey after the event via a scan square. Internet reception issues at Skinner necessitate using various survey delivery methods.

- Survey Dates: June 3-30, 2022
- Format: In person & On-Line
- # Collected: 277 Surveys (258 in person, 9 on-line)
- Collection Vehicles: Tablets at event with camping pass prize incentives.
Scan square to on-line survey posted at event to take on the spot or later before the drawing on June 30, 2022. Guests could take a photo of the sign with scan square or just scan the square.
- Summary: Attendance at this event was down, this was the first time the annual event had been since 2019 (due to the pandemic) when we were able to collect over 700 surveys.

The top three improvements guests would like to see at this park are hiking/biking trails, RV/Tent camping facility improvements, and Nature/Outdoor programs for kids. 40% of guests didn't know Lake Skinner was a Riverside County Park.

Community Visioning for Hidden Valley (Prop 68)

The RivCoParks conducted surveys to gain community input of what kinds of amenities and improvements they would like to see at Hidden Valley. This data was collected for the purpose of supporting a site grant ask under Prop 68.

- Survey Dates: October 2021 - February 2022
- Format: In person & On-Line
- # Collected: 49 Surveys
- Collection Vehicles: Flyers with scan square placed at Hidden Valley, direct community outreach at Hidden Valley, and on-line social media posts with link to survey.
- Summary: The top three improvements guests would like to see at this park are restrooms and drinking fountain, rehabilitation of the educational pond, and Native American village enhancements.