

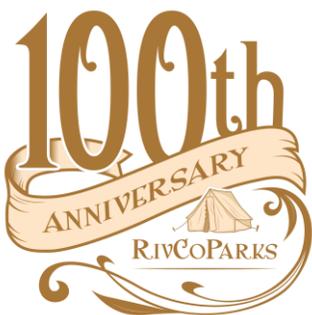


Idyllwild Regional Park



# 2021-2022 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: [www.RivCoParks.org](http://www.RivCoParks.org)

Facebook: RivCoParksHQ <https://www.facebook.com/rivcoparkshq/>

Twitter: @RivCoParks <https://twitter.com/RivCoParks>

Instagram: RivCoParks <https://www.instagram.com/rivcoparks/?hl=en>

YouTube: RivCoParks <https://www.youtube.com/channel/UCbAzZp2M3pcmXRRZ95q-3Mw/>

## 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 high-quality entertainment and leisure opportunities, while preserving important natural, cultural, and historically important county sites. The RivCoParks program inventory 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 site for weddings, large parties/events, accommodates up to 300 guests
- Four (4) historic sites
- Three (3) nature centers
- 91,000 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
- Eighty-two (82) 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

Our most recent industry data from 2019 shows that the outdoor recreation industry in the United States generated \$788 billion in consumer spending and 5.2 million in jobs. California generated \$57.4 billion in consumer spending and over half a million jobs representing 2.4% of total state employment. Top value-added activities were Boating/Fishing which brought in \$23.6 billion nationwide (\$2.0 billion in California), RVing at \$18.6 billion and Snow activities \$6.3 billion.<sup>1</sup>

For agencies managing parks and recreation sites, the economically devastating Coronavirus pandemic in March 2020 brought various limitations to full operations causing closures, capacity limits, and strains on resources. Rough industry estimates forecasted revenue losses at 30-39% for FY19/20 and 20-29% for FY20/21, along with 10-19% reduced operations spending for both fiscal years.<sup>2</sup>

### RivCoParks Size and Growth

RivCoParks independent audit data for FY19/20 (the most current available) shows the current array of RivCoParks assets is net valued at \$85.5 million as of June 30, 2020. Revenues for FY19/20 were \$17.1 million, a 20% decline compared to FY18/19 revenues of \$21.3 million. The decrease was primarily due to the pandemic negatively affecting the district's ability to collect revenue. Operations spending at RivCoParks for FY19/20 was \$19.3 million, the previous fiscal year it was \$19.4 million<sup>3</sup>. This suggests that it still costs to maintain facilities and programs even during a pandemic. A workforce reduction was implemented to adjust for the anticipated losses. Remaining staff was shifted around to cover, with extra diligence for safety and emergency services still being a priority. In addition, the district was negatively affected with the loss of a substantial volunteer base of mostly seniors who stayed away to keep themselves safe.

RivCoParks did adjust to these challenges and continued to provide much needed outdoor recreation opportunities to the public. In addition, the district embarked upon and developed virtual programming, a new area of connecting with guests to deliver nature ed, stimulate in-person visiting and stay relevant in the market. With these adjustments, parks were able to still meet its marketing goals and stimulate revenue generating activities as best as possible while under pandemic induced capacity limitations.

### Industry Trends

The industry had been challenged before the pandemic to get people outside. Research data consistently reflected that **only half the population enjoys any kind of outdoor activities**. From 2018-2019, this number grew but only by 1.2%. Sadly, children ages 6-17 years experienced only 77 outings in 2019 compared to 2012 where they experienced 97 outings. <sup>4</sup>

The pandemic, however, challenged this trend. More people became interested in outdoor activities. People escaped to the great outdoors as it offered the safety of socially distant outdoor spaces, and relief from the dark realities of the pandemic and its resulting depression. According to the CDC "Staying physically active is one of the best ways to keep your mind and body healthy. In many areas, people can visit parks, trails, and open spaces to relieve stress, get some fresh air and vitamin D, stay active, and safely connect with others."

<sup>1</sup>2019 Bureau of Economic Analysis (BEA) Report, US Department of Commerce.

<sup>2</sup>Outdoor Industry Assn national projections

<sup>3</sup>Indpedenant Financial Audit of RivCoParks

<sup>4</sup>2020 Outdoor Industry Assn – Outdoor Participation Report

Covid-19 created unprecedented challenges and opportunities for the outdoor recreation industry to grow and diversify. According to a December 2020 study performed by Naxion for the Outdoor Industry Association, the pandemic has created a new market segment known as “New Outdoor Participants.” This includes people completely new to outdoor recreation and a return of people who were gone for at least one year. With the survey, a new guest profile was developed that revealed they are more likely to be female, slightly younger, more ethnically diverse, living in urban areas with slightly lower income. Key findings revealed these people spent their free time doing what was available to do close to home and alone or with others in their household. This is an activity that 60% indicated they plan to continue. Positioning the outdoors as a safe and accessible way to spend time with friends and family could help retain new participants. Screen time has historically been a barrier to spending time outside, but the pandemic has created screen fatigue which can be selling point to get more people outdoors. As pandemic restrictions lift, helping new participants make their outdoor activities more social could help retain higher levels of participation. The following social media content would be most likely to help encourage continued outdoor participation:

- Information about close-to-home places to recreate
- Information and training about outdoor activities
- Networking and connection opportunities to find others with whom to participate <sup>1</sup>

Among the biggest new activities that people took up during the pandemic were running, cycling, and hiking. Camping and birdwatching also rose significantly. Team sports were hit the hardest in terms of participation, it just didn't happen. Compared to 2019 numbers, day hiking rose more than any other activity, up 8.4%. By far the number one activity that people want to resume post pandemic is hanging out with family or friends. There is an opportunity to develop marketing that position the outdoors as an attractive alternative to other activities that people plan to resume such as going to restaurants, bars, gyms, fitness clubs/classes, movies/theatres, and team sports. These can be considered as official competitors. <sup>1</sup>

## Other Trends

### Other Trends:

RV sales and rentals sky-rocked in 2020, and that trend is poised to be even greater in 2021. Early forecasts expect to see 502,582 units selling in 2021 which represents an increase of 20% over 2020.<sup>2</sup> Numerous reports support the trend that record numbers of people are expected to take their first RV trip ever in 2021. People can maintain control of their own environment in an RV without the safety risks, restrictions, and expensive costs of other travel options.

Data show that 69% of Americans do not feel safe getting on a plane. 81% will not travel internationally in 2021. The most popular states visited in RVs were California, Florida, Arizona, Texas, and Oregon.<sup>3</sup>

<sup>1</sup>Outdoor Industry Assn – 2021 Special Report: The New Outdoor Participant (Covid and Beyond).

<sup>2</sup>RV Industry Association

<sup>3</sup>Harvest Hosts survey

## County Demographics

RivCoParks serves a diverse population of 2.4 million residents of Riverside County, California's fourth largest county by population. The 2021 population estimate for the county is 2.5 million. The past decade growth rate has been flat at about 1% year over year. There has been a slight increase in those under age 20 (compared to 2018 Census data). These are 5-year estimates from the Census for 2019, the most recent data available.

Riverside County is comprised of the following select demographic characteristics<sup>1</sup>:

### Age

28.4% under age 0-19 years (683,144)  
57.5% between 20-64 years (1,387,720)  
14.1% over age 65 years (340,575)

### Households

840,501 Total HH

**Income** (Inflation-Adjusted)  
\$67,005 Median HH Income

### Race

47.0% Latino (1,009,000)  
37.2% White (866,000)  
6.2% African American (145,000)  
6.2% Asian (143,000)

### Non-English Language Speakers

41.9% (1,034,930)  
34.8% Spanish  
1.78% Tagalog (incl. Filipino)  
0.844% Chinese (Incl. Mandarin, Cantonese)

## 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, 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

<sup>1</sup>US Census, American Community Survey 2019 data

**SWOT Analysis**

**Strengths**

- Core offerings at parks, trails & centers
- Nature and the great outdoors
- Health benefits (physical and mental)
- Strong program 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
- Maintaining/growing pandemic (COVID-19) recreation trends
- Site development
- Community involvement

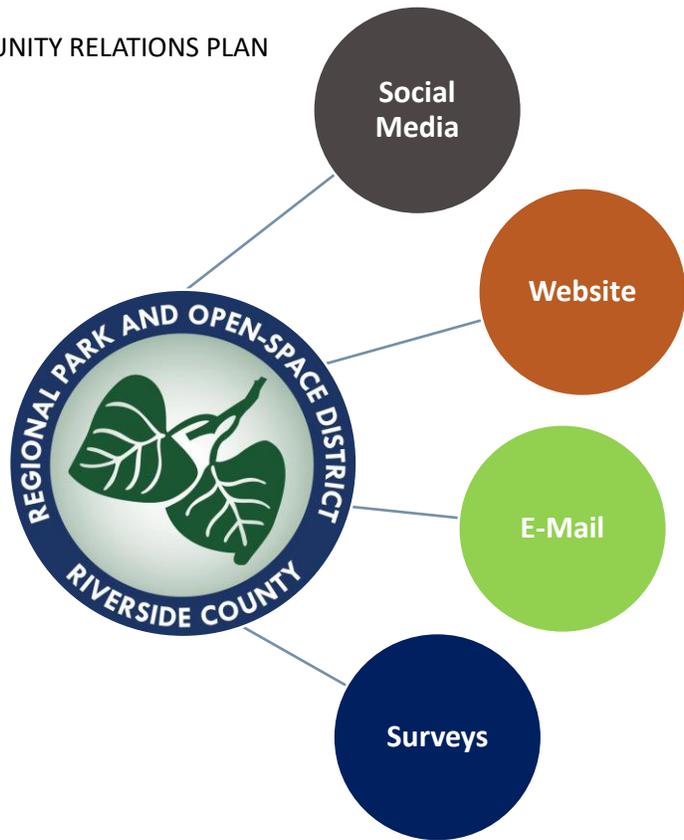
**Threats**

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



FY21/22  
One Overall Goal  
**5.5 Million**  
**Marketing**  
**Touchpoints**

Four Marketing  
Deliverables



### Marketing Plan

**FY21/22 Executive Summary:** RivCoParks main marketing goal for FY21/22 will be to achieve 5.5MM marketing touchpoints. There are four main areas of marketing targeted for work in 2021-2022: Website, Social Media, E-mail marketing, and Guest Surveys. We are still under a transitional period due to the pandemic, and this has the potential to negatively effect on our efforts. In the previous fiscal year, our overall goal was to achieve 4MM marketing touchpoints for which we achieved 5,629,564 marketing touchpoints.

We will continue to refine our website in the coming year and will be launching a new intranet website for staff and volunteers. We'll continue to develop our Park Talk blog on the website with new stories to showcase our work, particularly conservation work. We'll be highlighting the 100<sup>th</sup> Anniversary of RivCoParks and Idyllwild Park, create a new events calendar, and transition the Covid-19 info needs to a decreased profile as appropriate. We will seek out ways to enhance guest electronic previews of the array of park site offerings by seeking out options for GIS maps and trail apps.

In social media, we are aware of growing trends that Facebook fatigue is a real thing. Facebook usage dropped 8% in the US since 2017, the first drop in its history.<sup>1</sup> Reasons given are distrust, discord, and disinterest. In addition, Instagram and Tiktok are rising.<sup>2</sup> Facebook's daily active user stats for the US is declining amid various controversies damaging the Facebook brand. The conclusion for marketers is that Facebook is still useful, but nowhere near as compelling a platform as it once was. <sup>3</sup>

For RivCoParks, our Facebook page saw a growth of 6% in FY19/20, but grew less than 2% in FY20/21 despite a year over year increases in volume and quality during the pandemic. In June 2020 our fanbase experienced a slight decline, then flat growth that lingered into early 2021.

<sup>1</sup>ConvinceAndConvert.com  
<sup>2</sup>SocialMediaToday.com  
<sup>3</sup>SocialMediaToday.com

Based upon our Facebook page metrics, our fan profile is 73% female (45% being ages 35-54 years). This is a common user profile seen across the US. We see both male and female engage our platform in almost equal numbers in the 35-54 age groups.

We plan to increase collaboration with/among social media channels and contributors which we currently don't manage. We will use thematic post schedules to provide overall guidance of the types of content we want to showcase and the timing of when to do so. We seek to develop more content overall, more sharing, and greater impact of messaging afforded by this coordinated approach.

We'll be working to develop more social media channels this year using GoogleMyBusiness (GMB), Next Door and joining Facebook groups. We have been managing our various sites on the GMB platform, which is the main source of how people initially find out about us on-line. Under this platform, we receive google reviews of our sites from guests using a 5-star rating system. The quality and quantity of reviews on Google is one of the most important ranking factors for local SEO, and customer reviews present greater credibility and receive more clicks. We will work to more fully manage these important forward-facing listings.

As we progress to have special events in person again, we plan to cultivate our relationship with county partners RCTV to leverage publicity. We will work to grow our video content in general for use across all our communications mediums.

E-mail marketing will continue to support our marketing mix to promote the district. This year we embark upon using the GovDelivery platform to exclusively to reach both county staff and our guest lists we develop for our various needs. Our previous use of MailChimp will cease due to general platform spoofing issues per the directive of county leadership. We will work to learn/use all software features of GovDelivery, like texting e-blasts directly to guests, and will work to maintain clean lists for our use.

Collecting surveys expanded this past year to support Capital Improvement Plan grant proposals (930 surveys collected) and to gain insights on guest interest in tiny home and cabin rentals for camping (929 surveys collected). As we move ahead with more in person events again, our opportunities to collect surveys in our traditional ways is slowly returning. We will maintain, but not overuse, our social media platform solicitations for guest feedback as this is a proven successful method. Our main guest survey has been revised to be more concise while adding more questions about guests' preferences for receiving information from us and other ways guests learn about us to help guide/refine our marketing efforts.

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

### **Social Media**

- Last fiscal year, our goals was to grow our twitter and Instagram Accounts more aggressively, and to embark upon using our blog on the website as a new social channel. We have accomplished this and will continue to set goals to do the same in FY21/22 with more effort placed to developing the Instagram page.
- We have noted that our Facebook page has experienced flat growth this past fiscal year despite a 155% increase in the volume of posts and a 264% increase in the number of videos published. We saw low net growth which appears connected to guest dissatisfaction issues with Facebook and the pandemic itself creating the scenario of having no events to promote. Ad dollars were suspended for a good portion of the past fiscal year. Events normally provide opportunities to boost engaging content beyond our fanbase to potential new fans which has helped us grow in the past.

## 2021-2022 RIVCOPARKS MARKETING & COMMUNITY RELATIONS PLAN

- This year we will focus more on collaborating among our individual site Facebook pages for better content management, coordinated shared campaigns and leverage what we do in Facebook for maximum brand impact. We are now compiling analytics for the main Facebook page @RivCoParksHQ along with the IDYNatureCenter and Jensen-Alvarado pages.
- We are embarking upon more formal thematically defined front end social media scheduling. While we did a lot of front end scheduling before, normally around nature themed holidays and events for content ideas. This year we plan to communicate more specifically about us and our sites and cater to trends we see from research on what messaging appeals to guests that may incentivize engagement with parks. We plan to increase our number of posts and ensure we generate content on all themes.
- We will seek out groups in Facebook to join, develop GoogleMyBusiness site listings and participate in the Nextdoor platform to increased reach and sharing of info.
- We achieved 201 posts in the past fiscal year on the main Facebook page for an average of nearly 17 post per month. There were an additional 145 posts on the other pages for a total of 346 posts., which represents an average of 28 posts per month. We will work to expand to 22-30 posts per month on our main page and seek more staffing resources to accomplish this.
- In FY20/21 we set goals and achieved the following outcomes:
  - ✓ Structure, schedule and promote the new Park Talk blog, create 9 new stories  
**3 stories completed\***
  - ✓ Increase fanbases as follows: Facebook: 5%| Twitter: 10% | Instagram 100%  
**Facebook: 2%\* | Twitter: 12% | Instagram 105%**
  - ✓ Continue use of video (virtual reality, nature ed content), create 9 new videos  
**20 new videos created\***
  - ✓ Add 3 social media correspondents (staff/volunteers) to help develop content  
**Completed (Erin, Tony, Steve, David)**
  - ✓ Procure intern to develop and schedule nature related content for FY20/21  
**Completed (Aliyah)**

*\*Covid impacted.*  
*\*\*Outcome measured to include IDYNatureCenter and Jensen Facebook pages.*

### **FY21/22 Social Media Goals:**

- ✓ Create 6 new Park Talk blog stories
- ✓ Increase fanbases as follows: Facebook\*: 5%| Twitter: 10%| Instagram 100%
- ✓ Create and implement theme-based content media calendar
- ✓ Increase collaboration of staff managing site specific social pages
- ✓ Procure additional resources for social media (more interns or an actual staff position)\*\*
- ✓ Increase number of posts of Facebook page by 35-85%  
(22-30 posts per month\*\*)
- ✓ Claim, verify and manage GoogleMyBusiness listings for all RivCoParks sites
- ✓ Create Nextdoor account and manage and publicize RivCoParks sites, events, etc.

*\*Our Facebook fanbase measurable is the Facebook "like". A similar Facebook fanbase option, the "follower," was introduced in 2013 allowing users to subscribe to other's posts without being friends. When people like your page, they automatically become followers unless they manually change their settings. This is the most common way followers happen. People do have a choice of being one or the other, or both. Over the years, the more relevant fan number has become the "follower" because this normally will include both those who chose to be friends and*

followers, plus those who chose to only be a follower. For the coming fiscal year FY21/22, we will start measuring our Facebook page in terms of fanbase “followers”. Currently these two numbers are nearly the same, with followers being 1.4% higher, but offering a more realistic measure of our fanbase. Year over year follower data is being maintained to monitor/measure outcomes.

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

## Website

- FY20/21 saw the pandemic continue to affect our offerings and what we could tell the public about the accessibility and capacity of our various park sites on our website. As an evolving issue, individual park district site policy changes & mandates necessitated lots of updates across our website and continue to do so at the writing of this new plan for FY21/22.
- The new Covid-19 Updates main tab webpage which was created on April 2020 remained on the website throughout FY20/21 along with a global pop-up appearing on every page directing guests to visit the covid webpage as a central resource to all site accessibility info and pandemic safety information.
- In January 2021, an important milestone was achieved – the launch of a Spanish language version of the website was completed. Guest may now access our website in Spanish both on mobile and desktop versions of the site.
- The website was greatly enhanced with video this past fiscal year as we worked to offer virtual nature experiences during the pandemic. A whole new section of the website was created called “The Hive” which now serves as a permanent virtual nature ed resource. We will continue to develop and maintain this new website feature.
- Website pageviews and sessions held ground this past FY20/21 with slightly increasing numbers year over year. High engagement happened around a well-coordinated blog and event in December – the Christmas Bird Count project with the Audubon Society. The Blog was primarily used this year to showcase open-space teamwork by informing/engaging the public on the environmental work we do.
- This past fiscal year, we drafted new RivCoParksOHV feasibility study website, [www.RivCoParksOHV.org](http://www.RivCoParksOHV.org) The site will continue to be developed in the coming fiscal year.
- We also made significant progress towards completing an all new parks district intranet and plan to launch this in the coming fiscal year.
- In FY20/21 we set goals and achieved the following outcomes:
  - ✓ Maintain a minimum of 3MM pageviews and 800K sessions  
**4.1MM pageviews and 833,194 sessions**
  - ✓ Website translation: Seek out & implement an optimal solution for Spanish language speakers for the main parks website [www.RivCoParks.org](http://www.RivCoParks.org)  
**Completed**
  - ✓ Develop deeper, expanded content for popular pages: Skinner, Rancho Jurupa, and Cahuilla  
**Custom video was added to CAH webpage, announcements to promote fishing on all pages\***
  - ✓ Structure, schedule and promote the new Park Talk blog, create 9 new stories – 3 stories  
**Completed\***
    - *Crestmore Manor Receives Prestigious Award*
    - *Christmas Bird Counting – A 120- Year Tradition*
    - *Protecting Native Habitat*

- ✓ Include more video content/6 new videos: Nature Ed, Crestmore, reserve projects, trail projects  
**33 videos were created and published on the website during FY20/21. These videos were also shared across other publicity platforms. \***

- *Twilight Tails: Frogs & Toads Storytime with Live Animal Presentations*
  - *Twilight Tails: Frog & Toad talk with Your Wildlife Biologist*
  - *Twilight Tails: Kangaroo Rat Talk*
  - *I Love My Watershed Week: Intro – Why I Love my Watershed*
  - *I Love My Watershed Week: Bald Eagles Love the Watershed too!*
  - *I love my Watershed Week: Create Your Own Watershed Model!*
  - *I Love My Watershed Week: Pollution in the Watershed*
  - *I Love My Watershed Week: The Little Raindrop by Joanne Gray*
  - *Salt Creek Trail Virtual Ribbon Cutting*
  - *Adopt-A-Trail*
  - *Rumblings at RivCoParks - Visit Lake Cahuilla*
  - *Rumblings at RivCoParks - Hidden Valley Wildlife Area and Nature Center*
  - *Rumblings at RivCoParks: Visit Idyllwild Nature Center*
  - *Rumblings at RivCoParks: Sugar Pine Talk*
  - *What's the Difference? WEDNESDAY: Gopher Snakes & Rattle Snakes – Oh My!*
  - *What's the Difference? WEDNESDAY: The Crow Vs. Raven Conundrum*
  - *What's the Difference? WEDNESDAY: The Millipede Centipede Misunderstanding*
  - *What's the Difference? WEDNESDAY: The Hare Rabbit Revelation*
  - *What's the Difference? WEDNESDAY: The Jive with Jays*
  - *Vernal Pools at the Santa Rosa Plateau*
  - *Tough Turtles and Toads*
  - *Stagecoach Storytime: Papa and the Pioneer Quilt*
  - *Stagecoach Storytime: Levi Strauss Gets a Bright Idea*
  - *Happy Squirrel Day – Nuts to You!*
  - *Lava Rock at the Santa Rosa Plateau*
  - *Halloween: Wings and Things*
  - *Halloween: Fake News mantis Talk*
  - *Halloween: Creepy Crawly Critters*
  - *Flycatching Toad Craft*
  - *Pijama Storytime: El Mitton (in Spanish)*
  - *PJ Storytime: The Mitton*
  - *Blog: Christmas Bird Count*
  - *Blog: Protecting Native Habitat*
- \*covid impacted*

### **FY21/22 Website Goals:**

- ✓ Maintain a minimum of 3.5MM pageviews and 800K sessions
- ✓ Structure, schedule and promote the new Park Talk blog, create 6 new stories
- ✓ 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
- ✓ Finish developing and launch new intranet website
- ✓ Develop deeper, expanded content for popular pages: Skinner, Rancho Jurupa, and Cahuilla
- ✓ Work to keep the mobile platform clean and easy to use.

### E-Mail Marketing

- FY20/21 continued with e-mail blasting campaigns, however they no longer included content around in-person events at the district as has been the case for most of the previous fiscal year. Instead, e-blasting content focused on pandemic safety, camping, and reservation issues due to the pandemic. Other content also focused on our new virtual offerings and calls for various on-line survey participation.
- E-mail blasting for parks utilized both the GovDelivery and Mail Chimp platforms, however moving ahead, we are transitioning to only GovDelivery which should not affect our end-product e-mail blasting efforts.
- Our open rate and engagement rate during the past year was covid impacted and yielded higher outcomes than expected due to the fact that a great number of e-blasts were sent out to guests with updates about their reservation which they would definitely be more likely to open as opposed to promotional e-blasts.
- In FY20/21, we set goals and achieved the following outcomes:
  - ✓ Send out a total of thirty-five (35) e-mail blasts  
**32 e-blasts were sent out\***
  - ✓ Achieve an average open rate of 25% of recipients  
**45% average open rate\***
  - ✓ Achieve an average click rate (engagement) of 4% of recipients  
**6.47% average click rate\***

*\*Covid impacted*

### FY21/22 E-Mail Marketing Goals:

- ✓ Send out a total of thirty-five (35) e-mail blasts
- ✓ Achieve an average open rate of 25% of recipients
- ✓ Achieve an average click rate (engagement) of 4% of recipients

### Surveys

- RivCoParks uses surveys for a variety of purposes including collecting feedback on our various site's guest rated experiences in various categories. This allows us to develop a rating system to basically "grade" our performance. We also develop guest profiles, identify site improvement needs, create guest wish lists, and collect volunteer leads.
- The district was impacted/limited in the FY20/21 for guest survey collection due to the pandemic causing many event cancellations. Temecula Balloon and Wine alone collected over 700 surveys the last time it was held in 2019.
- Other surveys were conducted this past year with the parks planning department to assist in gaining feedback for various proposed capital improvement grant proposals and the OHV feasibility study.
- Past successful survey collection efforts involved running several surveys at once under many collection opportunities. This involved advanced knowledge of opportunities, leadership directives and accountability to do surveying, and lots of swag prize incentives to give out. The coming year will be a reset on survey collection efforts with a goal to collect 2,500. We collected 2,344 surveys in FY20/21, 1,668 surveys in FY19/20 and 832 in FY18/19.
- Our goals and outcomes for collecting surveys in FY20/21 were:

- ✓ Revise existing guest survey  
**Draft completed**
- ✓ Collect 4,500 park guest surveys\*  
**2,344 surveys collected\*\***
- ✓ Provide summary data for annual analysis  
**Completed**
- ✓ 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 goal.*

*\*\*Covid impacted*

- **Guest Survey Goals FY21/22**

- ✓ Revise existing guest survey
- ✓ Collect 2,000 park guest surveys
- ✓ Provide summary data for annual analysis
- ✓ Provide data on demand as needed

## **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.<sup>1</sup> 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 facilities<sup>2</sup>. 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.<sup>3</sup>

**Contact with Media**

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

**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.

<sup>1</sup>County of Riverside, CA, Parks General Policy – Policy# J-1

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

<sup>3</sup>Riverside County Regional Park and Open-Space District Policies

<sup>4</sup>District 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
  - e) Miller Park

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- 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**

### **2017-2020 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 blasts, 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, no charge.

Timing considerations should allow for 3-5 working days for any creative with exception to special projects that may take longer. 3-5 working days for printing, no more than 5 advance days to publish a press release 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.](#)

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#### 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.](#)

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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.<sup>1</sup>

<sup>1</sup>The Benefits Catalogue, 1997, Canadian Parks & Recreation Association.

## **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.<sup>1</sup>

<sup>1</sup>The National Benefits Hub, Canadian Parks and Recreation Association (CPRA)

2021-2022 RIVCOPARKS MARKETING & COMMUNITY RELATIONS PLAN

Marketing Social Media Calendar FY21/22

Feature/Theme	#posts per mo	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June
Teamwork	2 times	Reg. Parks	Admin	Interp	Events	Historic	Marketing	Reservations	Finance	Open-Space	Maintenance	Regional PRs	Planning/Grants
Regional Park	4 times	RUU Cabins	Skinner	SRP	Hurkey Creek	Kabian	Lawler Rentals	Idylwild	Mayflower	Cahuilla	RUU	Splash Pads	McCall
Interp/NC	2 times	Interp Theme	Interp Program	Interp Program	IDY NC	Interp Theme	Interp Program	HDV NC	Interp Theme	Interp Program	SRP NC	Interp Theme	Interp Program
Interp/Hist Sites	2 times	Alamos Schoolhouse	Featured Person	Cultural Theme	Trujillo Adobe	Cultural Theme	Gilman	Jensen	Featured person	Cultural Theme	San Timoteo	Featured Construction	Cultural Theme
Open Space	2 times	Native Species Highlight	SRP	Hiking	Homelessness	Enforcement/Patrol	Native Plants/Replanting	Kabian	Walker Canyon	MSR	Box Springs	Fence building	Conservation Highlight
Natural Resources	2 times	Devils Garden	Mary Tyo Staging Area	Miller Park	Norton Younglove	Warmington Mitigation Site	NR Theme: Birding	Kabian	Walker Canyon	MSR	Box Springs	Box Springs	Conservation Highlight
Trails	2 times		Kabian	Box Springs	SART	Butterfield	Skinner Loop	Cahuilla Trails	IDY	Hidden Valley	Sylvan Meadows	Harford Springs	Salt Creek Trail
Animal Feature	2 times	Insects	Squirrel, Kanagoo Rat, Weiseks, Rabbits	Bird	Bats	Bird	Bird	Fish	Fish	Big Horn Sheep	Horse	Coyotes, Snakes, Lizards, Rats	Skunks, Wild Pigs, Hawk
Plant/Environment Feature	1 time		SRP	Harford Springs	MSR	Box Springs	Hidden Valley	SART	Iodine Springs	Gooseflats	Johnson Ranch	Stoffer Property	Devil's Garden
Nature-Themed Days/Holidays	2 times	4th July, Parks & Recs Month, World Ranger Day 7/31, Free Fish Day (CA) 8/31*	National Honey Bee Day 8/17, National Park Service Day 8/25, Free Fish Day (CA) 8/31*	Civil War at Jensen, Star Gazing at Hurkey Creek,	Archaeology Expo, SART Bike Day, Trail Themed events, Wild West Fest,	Harvest Festival at Jensen, Family Wildlife Day at SRP (NEF),	Christmas, New Year's	Walk your Dog Month, National Bird Day 1/5	Valentines Day, Grounding Day, President's Day,	St. Patrick's Day	Earth Day 4/20, Easter, National Arbor Day 4/30	Mother's Day, Memorial Day	Father's Day, Great Outdoors Month, National Trails Day 6/5, Bike Travel Wild 6/4
RivCoParks Themed Content	1 time		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
RivCoParks Events	2 times		Butterfly Daze at IDY NC,	Civil War at Jensen, Star Gazing at Hurkey Creek,	Archaeology Expo, SART Bike Day, Trail 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,	Fishing Clinics, Love My Watershed Week	Fishing Clinics, IDY NC,	HLE, Duck Daze, Earth Day at Alamos,	TVBWF, Wildflower Show at IDY NC,	Lemon Lily at IDY NC,
Misc Related Events	1 time				Old Spanish Trails Day w/SBCounty		Iron Man Indian Wells (at CAH) - Dec. 6, 2021, Holiday programming, birding	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)		
RivCoParks Misc.	2 times/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

\*double-check dates



# RivCoParks Guest Surveys

Executive Summary of Surveys Collected  
FY20/21 (July 1, 2020 - June 30, 2021)

**A total of 2,344 Surveys were collected in FY20/21**

**A total of 5 different Surveys were conducted in FY20/21**

- RivCoParks Main Guest Survey – 482
- Prop 68 Park & Campground Community Surveys
  - Rancho Jurupa Regional Park – 814
  - Mayflower Regional Park – 92
  - Gilman Historic Ranch – 27
- RivCoParks Cabin or Tiny Homes Interest Survey - 929

## RivCoParks Main Guest Survey

Survey Dates: July 1, 2020 – June 30, 2021

Format: On-Line Surveys

# Collected: **482 Surveys**

Collection Vehicles: RivCoParks main website <https://www.rivcoparks.org/survey/>  
RivCoParks main facebook page <https://www.facebook.com/rivcoparkshq/>  
RivCoParks e-mail blast  
RivCoParks “Take Our Survey” hand out cards

Summary: 54% of guests would like to see improvements to RV Camping facilities, 35% want hiking/biking trail improvements, and 22% could like to see beautification-aesthetics/landscaping work.

## Prop 68 Park & Campground Community Surveys

The RivCoParks planning department sought feedback from guests to determine what kinds of improvements they would like to see at Rancho Jurupa Regional Park, Mayflower Regional Park and Gilman Historic Ranch. This data was used to support Prop 68 funding requests.

### Rancho Jurupa Regional Park

Survey Dates: November 2020 – March 2021

Format: On-Line

# Collected: 814 Surveys

Collection Vehicles: E-mail blasts and social media posts with camping pass prize incentives.

Summary: The top three improvements guests would like to see at this park are a Running/Walking Loop, a Snack Bar, and a Dog Park. Guests provided feedback on their partnerships they would like to see at this park being Drive-In Entertainment, Historical Tours, and Local Cultural/Natural Resources.

### **Mayflower Regional Park**

Survey Dates: November 2020 – March 2021

Format: One-Line

# Collected: 92 Surveys

Collection Vehicles: Via facebook post and via flyers with scan square to survey used at community meetings, provided to local news outlet and posted on site at the park.

Summary: The top three improvements guests would like to see at this park are a Snack Bar, a Splash Pad, and Picnic area improvements.

### **Gilman Historic Ranch**

Survey Dates: November 2020 – March 2021

Format: One-Line

# Collected: 27 Surveys

Collection Vehicles: Via facebook post and via flyers with links to the survey which was included in an e-blast sent out by the city of Banning.

Summary: The top three improvements guests would like to see at this park are a Interp/Fitness Trail, Picnic area improvements, and a Disc Golf/Horseshoe game area.

### **RivCoParks Cabin or Tiny Homes Interest Survey**

Survey Dates: November 2020 – March 2021

Format: On-Line

# Collected: 929 Surveys

Collection Vehicles: E-mail blast

Summary: 83% of guests surveyed indicated they would be willing to camp in a Cabin or Tiny Home. The top three sites they would like to camp in a Cabin or Tiny Home are Idyllwild Regional Park, Lake Skinner Recreation Area, and Rancho Jurupa Regional Park.