

Agenda Report

July 25, 2011

TO: Honorable Mayor and City Council
FROM: Human Services and Recreation Department
SUBJECT: ADOPTION OF RESOLUTION TO SUPPORT PARKS MAKE LIFE BETTER STATEWIDE CAMPAIGN AND DECLARING JULY 2011 AS PARKS & RECREATION MONTH

RECOMMENDATION:

It is recommended that the City Council adopt a resolution to support the Parks Make Life Better campaign presented by the California Parks & Recreation Society and declare July 2011 as "Parks & Recreation Month".

BACKGROUND:

The Human Services and Recreation Department (HSRD) maintains an agency membership and is actively involved with the California Parks and Recreation Society (CPRS). CPRS provides training and resources for parks and recreation professionals throughout the state of California. In 2008-2009, CPRS conducted an extensive research study to gauge the importance of parks to California citizens and public officials. The results of the study determined that an overwhelming majority of residents (98%) visited a park at least once during the year and that over 50% of respondents reported that someone in their household participated in a structured recreation program at least once in the past year. CPRS used the research findings to develop the first-ever brand promise and brand identity for parks and recreation organizations.

The "Parks Make Life Better" brand promise incorporates the benefits residents reported as most important including the many ways parks and recreation make their lives and communities better. This statewide branding effort to increase the awareness and support of local parks and recreation programs are vital to community wellness and the quality of life for residents. The message is simple and is communicated consistently in the "Parks Make Life Better" logotype (see Attachment A). HSRD is planning to include the brand logo on all department marketing materials including the bi-annual recreation program guide, banners, flyers, etc. to promote the campaign citywide.

HSRD has played an integral role in creating a healthy community through diverse and innovative recreation programming and promoting the public use of parks and

recreational facilities. As a current member of CPRS, HSRD has historically been supportive of CPRS efforts and the “Parks Make Life Better” campaign provides another opportunity for a collaborative, productive partnership that can increase the awareness of how recreation programs and park areas provide:

- Access to the serenity and inspiration of nature
- Outdoor space to play and exercise
- Facilities for self-directed and organized recreation
- Positive alternatives for youth
- Activities that facilitate social connections, human development, the arts and lifelong learning

CPRS is asking cities across the state to adopt a resolution supporting the “Parks Make Life Better” campaign to encourage cities to embrace the following six main message concepts that summarize why Parks Make Life Better: Play, Nature, Exercise, Positive Spaces, Gathering Places, and Forever. These messages were designed as the means to conceptualize the many facets of how parks and recreation play an everyday role in the lives of residents and also complement the Pasadena Public Health Department’s Healthy Eating Active Living (HEAL) City and Let’s Move! City initiatives the City Council adopted at its April 25, 2011 meeting that collectively support community wellness and individual well-being. HSRD intends to integrate the “Parks Make Life Better” campaign with the aforementioned campaigns to heighten the awareness of comprehensive strategies aimed at getting residents to support a healthier, active lifestyle.

In addition to the “Parks Make Life Better” campaign sponsored by CPRS, a legislative bill (SCR 46) was introduced by State Senator Wolk declaring July 2011 as “Parks Make Life Better” Month. This measure conveys the Legislature’s recognition of the importance of access to local parks, trails, open spaces, and facilities for the health and development of all Californians. The Resolution was recently adopted by the Senate’s Committee on Rules on June 23, 2011.

By adopting a resolution to support the “Parks Make Life Better” campaign and declaring July 2011 as “Parks & Recreation Month”, the City of Pasadena will join cities and counties throughout the state to increase community wellness and develop effective partnerships amongst City departments, nonprofit organizations and local residents that encourage opportunities to enhance the quality of life for people of all ages and to maximize the resources available to them including recreation programs, park and open space areas, and educational materials that highlight the significance of the “Parks Make Life Better” campaign.

Throughout Los Angeles County, Parks and Recreation Directors are banding together to encourage their City to adopt the resolution and begin using the “Parks Make Life Better” logo. This effort is intended to create regional awareness around the benefits of

parcs and recreation programs. Los Angeles County cities are working to create a one-stop website for area residents and tourists alike to access the many recreational opportunities available. Once developed, a marketing campaign around the "Parks Make Life Better" website will be launched. It is the vision of Los Angeles County Parks and Recreation Directors and CPRS that by working collaboratively, public private partnership and sponsorship opportunities to promote the development and improvement of parks in Los Angeles County and the State will increase.

The "Parks Make Life Better Campaign" was presented at the respective meetings of the Recreation & Parks Commission and the Human Services Commission and both commissions provided supported feedback on the effort and have included in their FY 2011-2012 approved Work Plan.

COUNCIL POLICY CONSIDERATION:

Adoption of this resolution by the City Council advances the Strategic Planning Goal to support and promote the quality of life and local economy by encouraging and guiding residents to practice good nutrition and become more involved in physical activities.

ENVIRONMENTAL ANALYSIS:

The adoption of resolutions to become a "Parks Make Life Better" City does not result in any new regulations, restrictions, or requirements. As such, the resolution is exempt from CEQA as it has no potential for causing an effect on the environment.

FISCAL IMPACT:

There is no fiscal impact as a result of this action and will not have any direct or indirect support cost requirements. The anticipated impact to other operational programs or capital projects as a result of this action will be none as there are programs currently in place that align with the goals of the "Parks Make Life Better" branding campaign. Once the resolution is adopted, the logo will be added to new marketing materials such as brochures, flyers, staff shirts, et cetera.

Respectfully submitted,

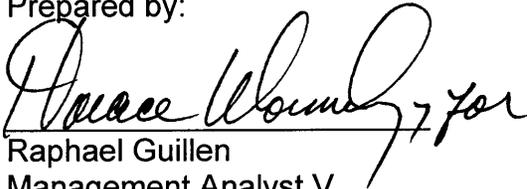


MERCY SANTORO

Director

Human Services and Recreation

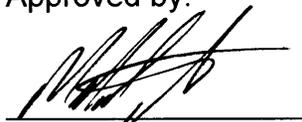
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Attachments:

Attachment A – Parks Make Life Better Campaign Logo