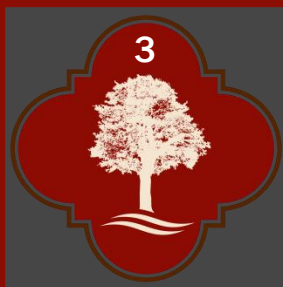


DEPARTMENT ENGAGEMENT AND COMMUNICATION EFFORTS DURING COVID-19

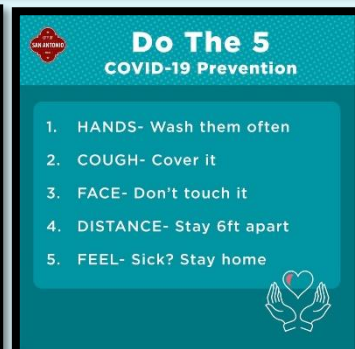
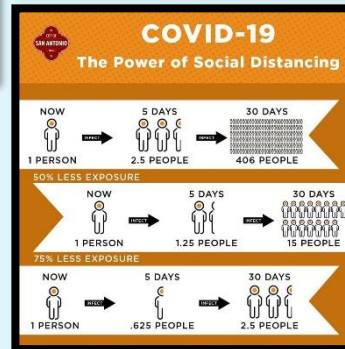
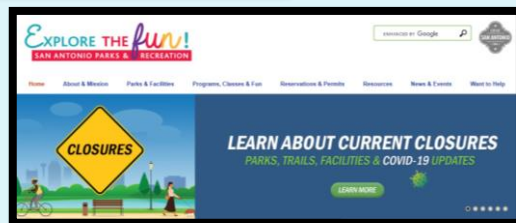
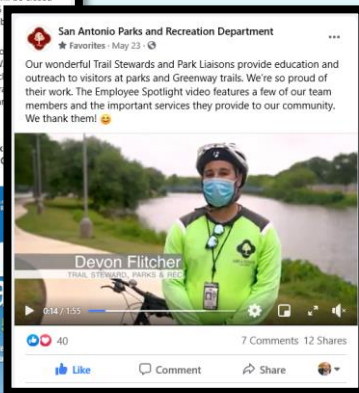
Connie Swann
Marketing Manager



SIGNAGE IN PARKS

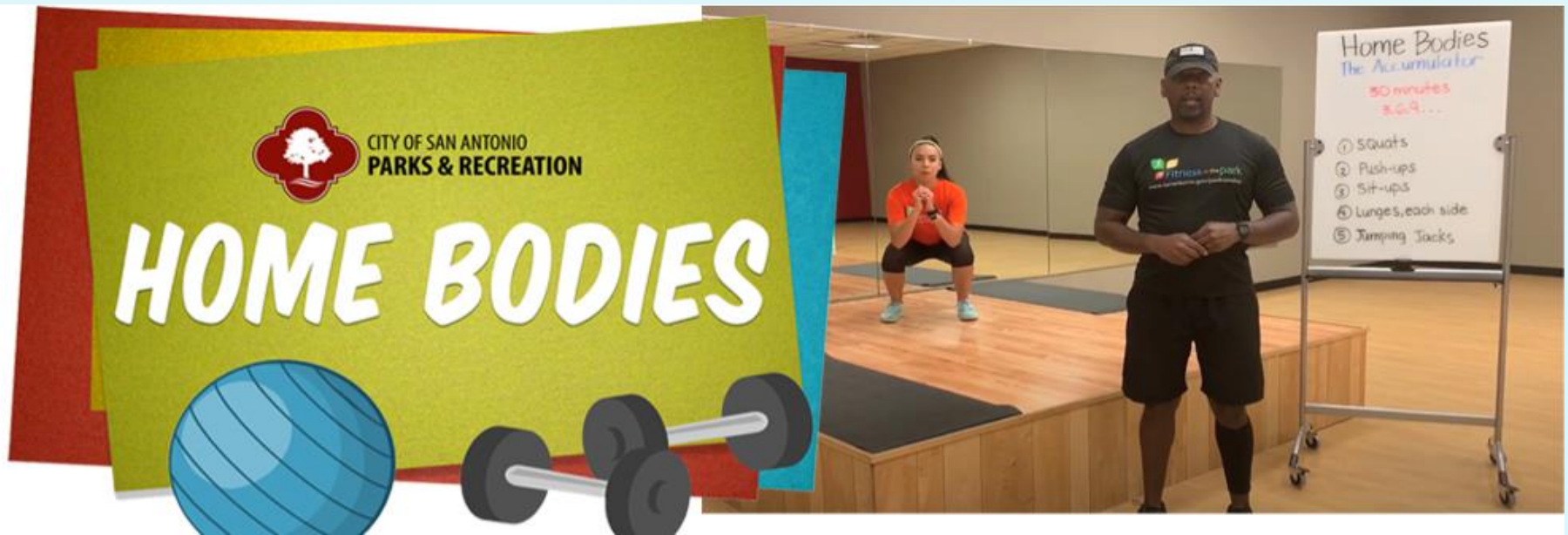
SOCIAL MEDIA/ WEBSITE

COSA MESSAGING

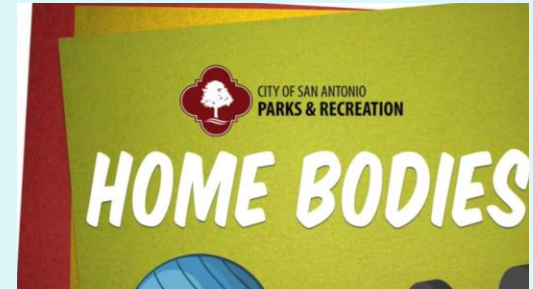




- Launched in April 2020
- Virtual Engagement with Youth & Park Patrons
- Home Bodies
- Simple Science
- Quick Crafts
- Connecting with Nature



- Fitness in the Park Instructors
- Fitness Videos + FB Live on Fridays
- Facebook, Instagram, YouTube
- Frequent Rotation on TVSA





- David, Recreation Programmer
- Craft Activity Videos
- Facebook, Instagram, YouTube
- Frequent Rotation on TVSA





- Sydney, Recreation Programmer
- Science Activity Videos
- Facebook, Instagram, YouTube
- Frequent Rotation on TVSA

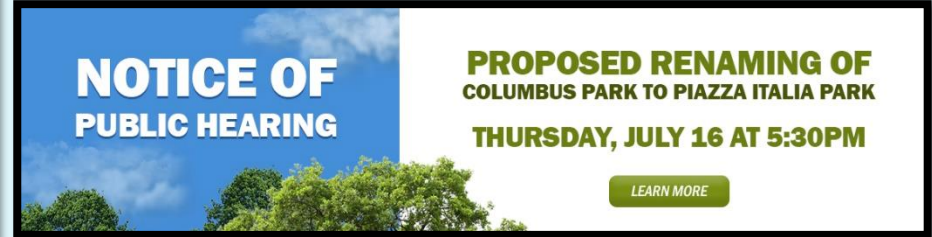
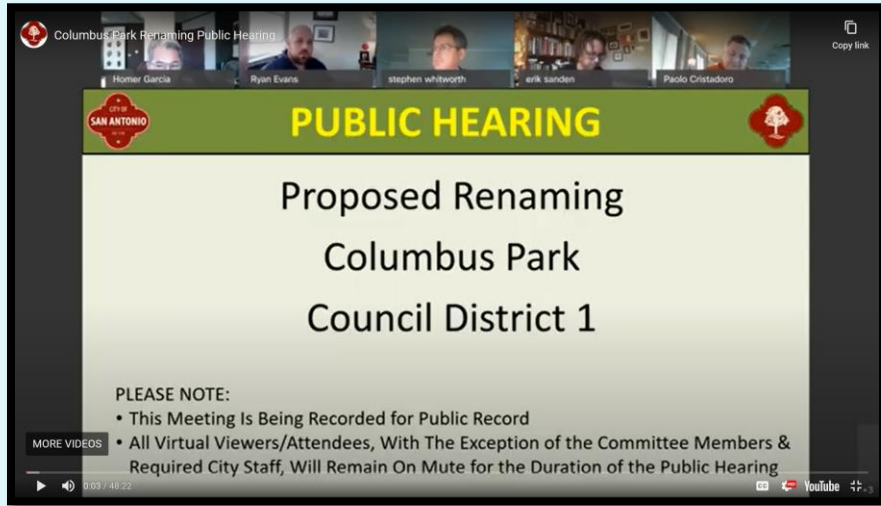




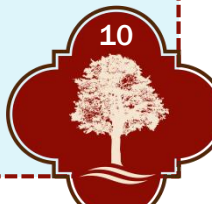
- Nicole, Nature Educator
- Nature-Based Videos
- Facebook, Instagram, YouTube
- Frequent Rotation on TVSA



VIRTUAL MEETINGS



- Connecting With The Community Via Virtual Meetings
- Piazza Italia Park Renaming in CD1
- Upcoming: Berkley V. and Vincent M. Dawson Park



PARK BENCH

- Michelle Martinez, Host
- COVID-19 Special Edition (July/Aug)
- Summer Food Program, Masks, Safety, Trail Etiquette, Parks Director Walk 'n' Talk
- TVSA, YouTube, Social Media
- Current Edition First Time Fully Subtitled in Spanish



QUESTIONS?

