

Parks, Recreation & Waterfront

INFORMATION CALENDAR June 4, 2013

To: Honorable Mayor and Members of the City Council

From: (Christine Daniel, City Manager

Submitted by: Scott Ferris, Acting Director, Parks Recreation & Waterfront

Subject: Parks Make Life Better! ® Campaign

INTRODUCTION

In 2009, the California Parks and Recreation Society (CPRS) developed a statewide initiative to be used by local park and recreation agencies called the "Parks Make Life Better!" branding campaign." The goal of the branding campaign is to raise awareness of the benefits of parks and recreation throughout California and to raise the status of parks and recreation as an essential community service.

CURRENT SITUATION AND ITS EFFECTS

This year, the City's Parks Division, including the Urban Forestry, Landscaping Maintenance, and Parks Buildings and Facilities Maintenance units, will adopt the Parks Make Life Better. Campaign. On July 20, 2013, to kick off July as Parks Make Life Better. Month in the City of Berkeley, the Parks Division will host a Community Volunteer Opportunity event at San Pablo Park. The event will include volunteer opportunities for members of the public to help beautify parks, a carnival for families and children, and a barbeque lunch.

On a going forward basis, the Parks the Division will use the Parks Make Life Better[®] logo on clothing, uniforms, flyers, brochures, and other parks-related communications, and the Division will educate the public about the benefits of parks and what the Parks Division does to ensure quality parks in Berkeley. The logo has four colors and is designed as follows:



The Parks Make Life Better! [®] brand is a promise that promotes the message that parks and recreation make lives and communities better–Now, and In the Future–by providing the public with the following essential benefits:

- 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 which help lower crime and mischief
- Activities that facilitate social connections; human development; therapy; the arts; and lifelong learning.

The campaign is far more than just placing the logo on the City's activity guide or staff shirts. It is a movement that relies on every staff person who has any contact with the general public to understand that his/her actions help shape the brand that is Parks Make Life Better!®

BACKGROUND

The City's Parks Division maintains 52 parks, 4 recreation centers, 2 pools, 48 play areas, 10 sports fields, 250 irrigation systems and over 32,000 public street trees and 2,800 park trees. Berkeley residents have supported a special assessment tax to fund the operations and maintenance of City parks for over thirty years.

Commissions

On May 8, 2013, at a regular commission meeting, the Parks and Recreation Commission and the Waterfront Commission discussed the many positive benefits of the Parks Make Life Better! [®] branding campaign.

CONTACT PERSON

Susan Ferrera, Parks Superintendent, Parks Recreation & Waterfront, 981-6667