



Parks, Recreation, and Arts Commission Report

Subject: Park Manager Report

Submitted by: Sarah Novo, Parks Manager

Date: June 13, 2018

Department: Parks & Recreation

Staff Recommendation:

- Informational Only. No Action necessary.

Johnson Springview Water Play Area:

Staff will be presenting a design contract for consideration by the Rocklin City Council on June 12th, 2018 and will be providing the Parks, Recreation and Arts Commission with a verbal report back of Council's decision regarding the award of this contract and tentative timelines associated with the completion of this project.

RRUFF Dog Park at Johnson Springview:

Staff has been in conversation with RRUFF's Board of Directors to clarify maintenance costs, responsibilities and oversight of the RRUFF dog park located within Johnson Springview Park. In addition, staff has also been working in partnership with RRUFF to facilitate fundraising events with the intention of those events contributing toward the continuing maintenance of the dog park. A verbal report will be provided regarding the most recent action.

Parks, Trails and Open Space Communication Plan:

Bamboo, a communications consultant, tested several Parks and Recreation based slogans a few months ago to determine which best resonated with Rocklin residents. The test slogans included were:

1. **This is where we park.** - Imagine having a ten-acre backyard. In Rocklin, the possibilities are right around your corner
2. **Your life. Here.** - You've got your phone and laptop, and not a minute goes by that you aren't connected... but are you still lonely?
3. **Your park. Your perk.** - Did you know your property value might be 20% higher because of what you have around the corner?

The slogan with the highest reported impact was "This is where we park" which received a 30% higher click-through rate to the parks website. Based upon this feedback, the Bamboo marketing team began creating graphic design images to accompany the "This is where we park" marketing plan. Graphics are still in the development process, and while some of the images are generic park amenities which can be interchanged from graphic to graphic, the recommendation was to highlight several specific parks, and create specific images for parks with specific features.

The highlighted parks with specific graphics will be:

1. Quarry Park/Amphitheater
2. Sunset Whitney Recreation Area (SWRA)

3. Kathy Lund Community Park
4. Corral-Alva Neighborhood Park
5. Johnson-Springview Park or Peter Hill Heritage Park