

Marketing Report -Needs Assessment

Due to the demographic makeup of the Township, it is imperative to utilize a diversified marketing mix to provide messaging that will attract all residents. The Park and Recreation Department utilizes several marketing strategies to convey information and promote upcoming programming and events. In addition, the Township will have to utilize numerous marketing channels to aid in delivering messaging for all events, programs activities and facilities.

Community Partners

Lower Makefield Township's Parks and Recreation department currently holds several partnerships with community organizations, recreation leagues, local schools, youth clubs, and local organizations. A few of these relationships are as follows:

Boy and Girl Scouts

Lower Makefield Township Park and Recreation assists the local Boy and Girl Scout troops with their programming needs and community service projects. The Park and Recreation department has assisted the Local Boy Scouts of America Troop with projects that have aided in the beautification and functionality of local parks. The department encourages these service initiatives and advises the scouts through the planning and execution of the project.

LMT Seniors

The Seniors of Lower Makefield established an organization comprised of residents who are 55 years of age or older. The Lower Makefield Township Seniors home base is located at the Township Community Center. The Lower Makefield Township Seniors submit an annual schedule of meetings, activities, and programs at the beginning of each year.

Sport Leagues

Lower Makefield Township maintains partnerships with local sport leagues from both inside and outside of the Township. These leagues offer most of the athletic programming within the Township while the Parks and Recreation Department provide facilities for them to operate. League heads report to the Park and Recreation Advisory Board monthly in order to keep the board updated with their progress through the year. Sports league heads also meet regularly with the Director of Parks and Recreation and the Chair of the Park and Recreation Advisory Board do discuss upcoming projects, programming, partnerships and field maintenance and scheduling.

Township Boards

While the Parks and Recreation Department has Advisory Board of 7 members there are several Township volunteer boards who work close with the Parks and Recreation Department for a variety of projects. These boards report to and advise the Township elected officials the Board of Supervisors.

Schools

The Parks and Recreation department partners with the local public and private school districts to provide programming and activities to school aged children. The school district assists the department with outreach and engagement for school age children and their guardians.

Religious Organizations

Local religious affiliated institutions, such as churches, partner with the Parks and Recreation Department in a variety of ways. These organizations often provide volunteers and various other resources to the Parks and Recreation department.

Friends groups

Friends groups and organizations that support the Parks department are important to the success of the department. Specifically, the Friends of 5 Mile Woods, The Veterans Committee and the 9/11 Memorial Foundation aid and the maintenance and upkeep of the park system. These groups are formed by volunteers and have written policies about how they operate. These volunteers do a variety of clean up projects, fund raising and education about the various park facilities.

Local Businesses

Local businesses of Lower Makefield often partner with the Parks and Recreation Department to provide donations and resources for department programming and events. The department partners with several of the Township's grocery stores, restaurants, law firms, real estate agents, and healthcare providers.

Internal Partners

It is imperative that the Parks and Recreation Department functions collaboratively with the other departments of the Township. Open communication is most important. This includes Administration, Police, Fire, EMT, Finance, Planning and Zoning, Public Works.

Other Partners

There are so many people in this community that help the Parks and Recreation department run efficiently and effectively.

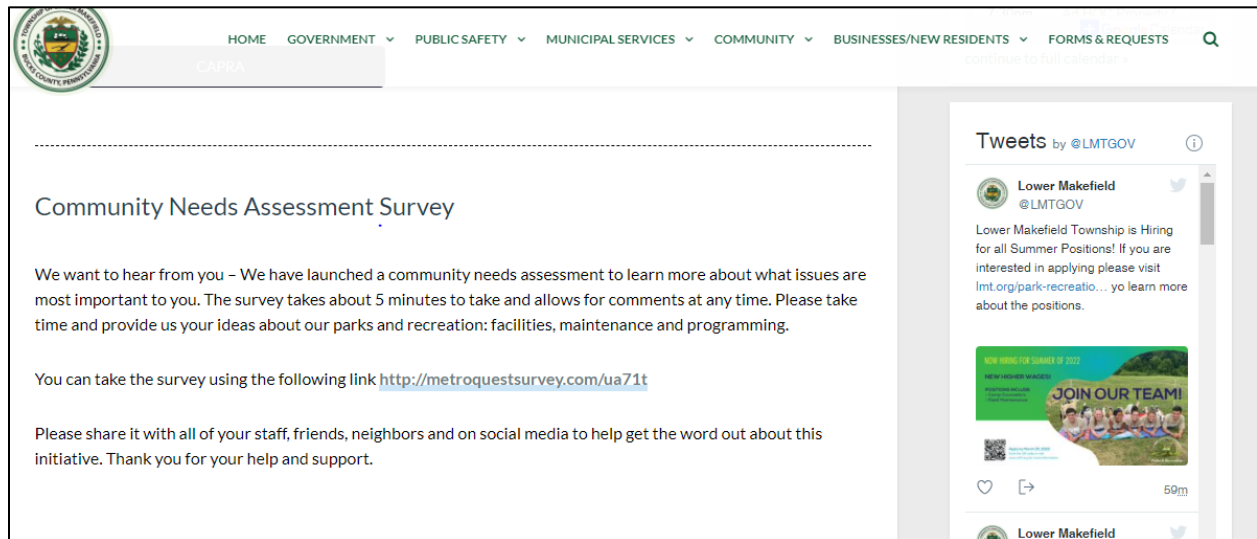
Marketing Channels

Marketing channels provide the parks and recreation department with methods to communicate key information about upcoming programs, community initiatives, and special events. These channels are specific to the Parks and Recreation department. All marketing channel communication requires final approval from the Parks and Recreation Director before publication. Appendix A lists all Lower Makefield Parks and Recreation marketing channels.

Website:

As needed	<ul style="list-style-type: none">• Individuals seeking more information• The website has the most up to date information• Used to adhere to the cohesive nature of LMT and provide information about the Parks and Recreation department in the same location as other Township services
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Our lmt.org website is a “catch all” for all information regarding Parks and Recreation, programming, future planning, parks and facilities, leagues, etc... It is also the home of all our media releases.



The screenshot shows the website header with navigation links: HOME, GOVERNMENT, PUBLIC SAFETY, MUNICIPAL SERVICES, COMMUNITY, BUSINESSES/NEW RESIDENTS, and FORMS & REQUESTS. A search icon is also present. Below the header, the main content area features a section titled "Community Needs Assessment Survey". The text in this section reads: "We want to hear from you – We have launched a community needs assessment to learn more about what issues are most important to you. The survey takes about 5 minutes to take and allows for comments at any time. Please take time and provide us your ideas about our parks and recreation: facilities, maintenance and programming." It also provides a link to the survey: <http://metroquestsurvey.com/ua71t>. A final line of text says: "Please share it with all of your staff, friends, neighbors and on social media to help get the word out about this initiative. Thank you for your help and support." On the right side of the page, there is a social media widget titled "Tweets by @LMTGOV". It displays a tweet from Lower Makefield (@LMTGOV) that says: "Lower Makefield Township is Hiring for all Summer Positions! If you are interested in applying please visit lmt.org/park-recreatio... yo learn more about the positions." Below the tweet is a promotional graphic for "JOIN OUR TEAM!" for the "NEW HIRING FOR SUMMER OF 2021".

Email:

Community Partners Contacted by Director

December 9, 2021

Community Leaders, We want to hear from you - Parks and Recreation will be launching a community needs assessment to learn more about what issues are most important to you and your program participants. The survey takes about 5 minutes to take and allows for comments at any time. Please take time and provide us your ideas about our parks, facilities, maintenance and programming. Stay tuned for a community workshop in February as part of this project. You can take the survey using the following link <http://metroquestsurvey.com/ua71t> I ask that you please share it with all of your program participants, neighbors on social media where every you can think to help get the word out about this project.

Monica A. Tierney, MBA, MEd., CPRE.,
Director of Parks and Recreation
Lower Makefield Township
1550 Oxford Valley Rd.
Yardley, PA 19067

Phone: 267-274-1112



Email Sent December 9, 2021, January 18
PAA, LMFA, YMS, YM Tennis, Seniors, Walking Club, Quilters Guild, All Township Committees,
Veterans Committee, 9/11 Foundation, Friends of Five Mile Woods, Girl Scouts, Boy Scouts, Pennsbury
Schools/PTOs, Religious organizations.

Email Sent by Director December 9, 2021 to Township Staff

All - We want to hear from you – We have launched a community needs assessment to learn more about what issues are most important to you. The survey takes about 5 minutes to take and allows for comments at any time. Please take time and provide us your ideas about our parks and recreation, facilities, maintenance and programming. Stay tuned for a community workshop in February as part of this project. You can take the survey using the following link <http://metroquestsurvey.com/ua71t> I ask that you please share it with all of your staff, friends, neighbors and on social media to help get the word out about this project. Thank you for your help and support.

Monica A. Tierney, MBA, MEd., CPRE.,
Director of Parks and Recreation
Lower Makefield Township
1550 Oxford Valley Rd.
Yardley, PA 19067

Phone: 267-274-1112



Personalized Email was also sent to the committees and to the special event participants.

Constant Contact Email Outreach Community at Large

Sent December 9, 2021, resent December 12 to non-openers

Sent 6663
Open Rate 61.3%
Click Rate 7.1%

	Original	Resend	Total
Opens	3083	887	3970
Sent	6663	3385	10048

Bounces	294	5	299
Successful Deliveries	6369	3380	9749
	Original	Resend	Total
Clicks	383	72	455
Did Not Open	3286	2493	5779
Unsubscribed	5	1	6
Spam Reports	1	0	1

Desktop Open Percentage

82.3%

Mobile Open Percentage

17.7%

Click Throughs on the Original Send

Link	Unique Clicks	Distribution
http://metroquestsurvey.com/ua71t	<u>366</u>	92.9%
https://www.lmt.org/government/departments/parks-recreation/	<u>27</u>	6.9%
https://www.lmt.org/government/about-lmt/	<u>1</u>	0.3%
Total Click-throughs	394	100%

Sent January 17, 2022

<https://conta.cc/3Ibf7jJ>

▪ Sent	6655
▪ Open Rate	56.4%
▪ Click Rate	5.2%
▪ Opens	3583
▪ Sent	6655
▪ Bounces	302
▪ Successful Deliveries	6353
▪ Clicks	333
▪ Did Not Open	2770
▪ Unsubscribed	1
▪ Spam Reports	0
▪ Desktop Open Percentage	89.7%
▪ Mobile Open Percentage	10.3%

Link	Unique Clicks	Distribution
http://metroquestsurvey.com/ua71t	<u>312</u>	91.8%
https://www.lmt.org/government/departments/parks-recreation/	<u>23</u>	6.8%
http://www.lmt.org/	<u>2</u>	0.6%
https://www.facebook.com/LowerMakefieldTownship/	<u>1</u>	0.3%
https://www.facebook.com/LMTparksandrecreation/	<u>1</u>	0.3%
https://www.lmt.org/community/community-links/	<u>1</u>	0.3%
Total Click-throughs	340	100%

Sent February 2, 2022 Email Link:

<https://conta.cc/34u031S>

▪ Sent	6650
▪ Open Rate	55.8%
▪ Click Rate	0.7%
▪ Opens	3538
▪ Sent	6650
▪ Bounces	306
▪ Successful Deliveries	6344
▪ Clicks	45
▪ Did Not Open	2806
▪ Unsubscribed	4
▪ Spam Reports	2
▪ Desktop Open Percentage	93.5%
▪ Mobile Open Percentage	6.5%

Link	Unique Clicks	Distribution
http://metroquestsurvey.com/ua71t	<u>25</u>	51%
https://www.lmt.org/government/departments/parks-recreation/	<u>13</u>	26.5%
https://www.facebook.com/LowerMakefieldTownship/	<u>5</u>	10.2%
https://www.youtube.com/channel/UCOq0e9VmBEZppWBFJbI9uAA	<u>5</u>	10.2%
http://www.lmt.org/	<u>1</u>	2%
Total Click-throughs	49	100%

Cable Channel

<p>Cable Channel</p> <p>Only Broadcasted to Local TVs</p> <p>Verizon- Channel 20</p> <p>Comcast- Channel 22</p>	<p>Daily</p>	<ul style="list-style-type: none"> • The Parks and Recreation department broadcasts important flyers and information • Used to provide important information to LMT residents who cannot attend meetings in person or receive the information elsewhere
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Park Signage December-February

<p>Continuous</p>	<ul style="list-style-type: none"> • LMT residents and those in surrounding communities interested in our programming • Content designed by vendor Melisa Charry • Used to promote LMT events, programs, and services
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The Park signage seen below was posted in all winter active parks including: Macclesfield Park both at the entrance and turf field, Schuyler tennis courts, Revere Tennis/pickleball Courts, Cardinal tennis/pickleball, dog park, five mile woods, Fred Allan Fields, Community Park Tennis/Basketball Courts, and Kids Kingdom.

The sign can be viewed below.

We want to hear from you!

You can be part of the improvement and future planning of the Township Parks and Recreation offerings by giving us your feedback. Please tell us what you think about LMT Parks and Recreation by taking this brief survey.

Take Survey: metroquestsurvey.com/ua71t

LOWER MAKEFIELD TOWNSHIP
Parks & Recreation

News

Article February 17, 2022 by Chris English “Planner is conducting recreation assessment for Lower Makefield Township”

<https://buckscountyherald.com/stories/planner-is-conducting-recreation-assessment-for-lower-makefield-township.15231?>

Planner is conducting recreation assessment for Lower Makefield Township



A consultant is recommending that Lower Makefield Township officials do a professional assessment of Macclesfield Park on River Road.

Posted Thursday, February 17, 2022 12:00 am

Social Media

Weekly	<ul style="list-style-type: none">• The software Hootsuite is utilized to distribute information to the Parks and Recreation’s social media accounts.• Used to provide quick awareness and spread information rapidly about emergency preparedness announcements, upcoming meetings, and programming.
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The Township uses Instagram, Facebook, LinkedIn, YouTube, and Twitter to get information out about programs, classes and events. Social media can also be used as an interactive experience during events and programs. In addition, to make the social media experience more unified the Township uses the social media management tool Hootsuite for a streamlined experience and reporting. For a report of social media usage please see Appendix F.



Facebook

POST MESSAGE - Facebook December 2021						
We want to hear from you – We have launched a community needs assessment to learn more about what issues are most important to you. Please take time and provide us your ideas about our parks and recreation, facilities, maintenance and programming. http://metroquestsurvey.com/ua71t						
Facebook Page	Comments	Engaged Users	Engagement Rate	Reach	Reactions	Shares
LMT Parks and Recreation	1	3	0.015873	189	0	0
Lower Makefield Township	1	6	0.016349	367	0	0
LMT Parks and Recreation	0	5	0.030303	165	2	0
Lower Makefield Township	0	4	0.014035	285	1	0
Lower Makefield Township	0	51	0.031756	1606	3	0
LMT Parks and Recreation	0	2	0.008621	232	0	0
Lower Makefield Township	0	12	0.029197	411	1	0
LMT Parks and Recreation	0	5	0.01845	271	1	0
Lower Makefield Township	0	13	0.023339	557	2	0
LMT Parks and Recreation	0	7	0.017456	401	2	0
Lower Makefield Township	0	98	0.035252	2780	0	1
LMT Parks and Recreation	0	1	0.006849	146	0	0
Lower Makefield Township	0	2	0.006849	292	0	0
LMT Parks and Recreation	0	5	0.018519	270	0	0
Lower Makefield Township	2	33	0.055649	593	0	2

POST MESSAGE - Facebook January 2022

We want to hear from you – We have launched a community needs assessment to learn more about what issues are most important to you. Please take time and provide us your ideas about our parks and recreation, facilities, maintenance and programming. <http://metroquestsurvey.com/ua71t>

Facebook Page	Comments	Engaged Users	Engagement Rate	Reach	Reactions	Shares
LMT Parks and Recreation	0	3	0.012397	242	0	0
Lower Makefield Township	0	5	0.010684	468	0	0
LMT Parks and Recreation	0	0	0	169	0	0
Lower Makefield Township	0	8	0.018059	443	1	0
L3/23/2022MT Parks and Recreation	1	3	0.014925	201	0	0
Lower Makefield Township	1	7	0.017857	392	0	0
Lower Makefield Township	0	8	0.000729	10980	0	0
LMT Parks and Recreation	0	5	0.02907	172	2	0
Lower Makefield Township	0	4	0.013699	292	1	0
LMT Parks and Recreation	0	2	0.008439	237	0	0
Lower Makefield Township	0	12	0.029056	413	1	0

Twitter

POST MESSAGE - Twitter December 2021				
<p>We want to hear from you – We have launched a community needs assessment to learn more about what issues are most important to you. Please take time and provide us your ideas about our parks and recreation, facilities, maintenance and programming. http://metroquestsurvey.com/ua71t</p>				
Date (GMT)	Twitter Account	Likes	Replies	Retweets
2022-01-13 14:02:42	@LMTGOV	0	0	0
2022-01-05 16:02:47	@LMTGOV	0	0	0
2022-01-02 14:01:16	@LMTGOV	0	0	0
2021-12-31 15:19:15	@LMTGOV	0	0	0
2021-12-28 00:01:17	@LMTGOV	3	0	0
2021-12-22 16:03:14	@LMTGOV	0	0	0
2021-12-20 02:00:35	@LMTGOV	1	0	1

POST MESSAGE - Twitter January 2022				
<p>We want to hear from you – We have launched a community needs assessment to learn more about what issues are most important to you. Please take time and provide us your ideas about our parks and recreation, facilities, maintenance and programming. http://metroquestsurvey.com/ua71t</p>				
Date (GMT)	Twitter Account	Likes	Replies	Retweets
2022-01-30 14:01:37	@LMTGOV	0	0	0
2022-01-19 16:03:22	@LMTGOV	0	0	0
2022-01-13 14:02:42	@LMTGOV	0	0	0
2022-01-05 16:02:47	@LMTGOV	0	0	0
2022-01-02 14:01:16	@LMTGOV	0	0	0

LinkedIn

POST MESSAGE - LinkedIn December 2021							
We want to hear from you – We have launched a community needs assessment to learn more about what issues are most important to you. Please take time and provide us your ideas about our parks and recreation, facilities, maintenance and programming. https://lnkd.in/dtWzziCZ							
Date (GMT)	LinkedIn Page	Clicks	Comments	Engagement Rate	Impressions	Reactions	Shares
2022-01-13 14:02:42	Lower Makefield Township	0	0	0	4	0	0
2022-01-05 16:02:48	Lower Makefield Township	0	0	0	0	0	0
2022-01-02 14:01:16	Lower Makefield Township	0	0	0.333333	3	1	0
2021-12-28 00:01:17	Lower Makefield Township	0	0	0.125	8	1	0
2021-12-22 16:03:15	Lower Makefield Township	1	0	0.166667	6	0	0
2021-12-20 02:00:35	Lower Makefield Township	0	0	0.5	2	1	0

POST MESSAGE - LinkedIn January 2022							
We want to hear from you – We have launched a community needs assessment to learn more about what issues are most important to you. Please take time and provide us your ideas about our parks and recreation, facilities, maintenance and programming. https://lnkd.in/dtWzziCZ							
Date (GMT)	LinkedIn Page	Clicks	Comments	Engagement Rate	Impressions	Reactions	Shares
2022-01-30 14:01:37	Lower Makefield Township	1	0	0.090909	11	0	0
2022-01-19 16:03:23	Lower Makefield Township	0	0	0	6	0	0
2022-01-13 14:02:42	Lower Makefield Township	0	0	0	6	0	0
2022-01-05 16:02:48	Lower Makefield Township	0	0	0	0	0	0

2022-01-02 14:01:16	Lower Makefield Township	0	0	0.333333	3	1	0
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Instagram

POST MESSAGE - Instagram December 2021
All - We want to hear from you – We have launched a community needs assessment to learn more about what issues are most important to you. The survey takes about 5 minutes to take and allows for comments at any time. Please take time and provide us your ideas about our parks and recreation, facilities, maintenance and programming. Stay tuned for a community workshop in February as part of this project. You can take the survey using the following link http://metroquestsurvey.com/ua71t I ask that you please share it with all of your staff, friends, neighbors and on social media to help get the word out about this project. Thank you for your help and support.
Accounts reached- 328
Content interactions- 5
Profile activity- 4
Likes- 4

Newsletter

Newsletters are published quarterly.	<ul style="list-style-type: none"> • The Parks and Recreation department’s staff author a section of the newsletter that educates residents and highlights projects and services taking place in LMT • Over 12,000 are mailed to LMT homeowners, pool members, business owners
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The below Article was published in the 2022 Winter Newsletter.

CAPRA ACCREDITATION PROCESS

In 2019 Lower Makefield Township Parks and Recreation Department applied for the CAPRA (The Commission for Accreditation of Parks and Recreation Agencies) National Accreditation Process. This Accreditation is a quality assurance for the Residents of the Township that will allow the Township to operate more efficiently and effectively through checks and balances. Throughout this process, staff have worked to streamline many of our processes, protect current assets and plan more resourcefully for the future of the Township.

This process has allowed the Parks and Recreation Department to work more efficiently and effectively with the Residents, Elected Officials and Volunteer Boards to improve. To date we have completed the ADA Transition Plan which outlines a way to make the parks more accessible to those of all abilities. We organized a race to raise money for this process and already started transitioning by adding Handicapped Parking to Macclesfield Park and Memorial Park. In addition, we created a Risk Management/Emergency Action Plan for

all of our facilities, developed a Marketing and Community Outreach plan, and outlined how we could better work with volunteers, and created a Maintenance and Operations Plan that will help track all of our maintenance needs.

As we continue improve our processes and complete the CAPRA process one of the things we need to do most is complete a community Needs Assessment, and create a Parks and Recreation Strategic/Master Plan.

This is where we need your help, by the time you read this article we will have completed one of the early phases of the project, a survey that has been sent out to the community through multiple sources. Now we are looking for residents to take part in a community work group to discuss some of the findings and to strategize for the future. The date is set for February 3rd at 7:30PM via zoom. If you have any questions about the CAPRA processes or would like to participate/volunteer to help in the Parks and Recreation Department please do not hesitate to call Monica Tierney, 267-274-1112.

Public Meetings

Scheduled Monthly	<ul style="list-style-type: none"> • Business owners, amenity users, community partners, bordering municipalities • These meetings are used to gather feedback from community members and conduct business among board members
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Public meetings were available on Facebook Live, YouTube Live and BOS meetings were also available on the Cable Channel.

Park and Recreation Advisory Board Public Meeting

- January 11, 2022 Park and Recreation Board
 - PRESENTATION AND DISCUSSION BY ANN TOOLE CONSULTING REGARDING NEEDS ASSESSMENT PROCESS AND PROGRESS
 - Minutes: <https://secureservercdn.net/166.62.110.232/73e.756.myftpupload.com/wp-content/uploads/2022/03/PARJAN11.pdf>
 - Video: <https://www.youtube.com/watch?v=XFLjX3eWIBE&t=1660s>
- February 2, 2022: Board of Supervisors
 - Video: <https://www.youtube.com/watch?v=PTXwSoAOTj4>
 - Minutes:
- February 3, 2022 Park and Recreation Board
 - Parks and Recreation Special Meeting to discuss Needs Assessment Findings
 - Video: <https://www.youtube.com/watch?v=uOWT0C9YQu0&t=33s>
 - Minutes:
- February 8, 2022 Park and Recreation Board

- PRESENTATION OF NEEDS ASSESSMENT FINDINGS
- Video:
- Minutes: <https://secureservercdn.net/166.62.110.232/73e.756.myftpupload.com/wp-content/uploads/2022/03/PARFEB8.pdf>
- March 8, 2022
 - Video: <https://www.youtube.com/watch?v=rDOgamyucjs&t=259s>
 - Minutes: Unavailable as of 3/23/2022
- March 15, 2022 Special Meeting Parks and Recreation Board
 - Video: <https://www.youtube.com/watch?v=DRvrVGtsbD0&t=48s>
 - Minutes: Unavailable as of 3/23/2022

Scheduled:

April 12, 2022: Park and Recreation Board

April 20, 2022: Board of Supervisors Meeting