



# LMT Parks and Recreation

Marketing and Community Relations Plan

# Lower Makefield Township Parks and Recreation Marketing and Communications

Prepared By:

Monica Tierney MBA, MEd, CPRP  
Director of Parks and Recreation

Sydney Rosebrough  
Intern, Temple University

Reviewed by:

Kurt Ferguson  
Township Manager

Recommended By:

Parks and Recreation Advisory Board DATE TBD

Approved by:

Board of Supervisors DATE TBD

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## Executive Summary

All marketing and community relation efforts will be created to achieve the following goals:

- Provide timely information to residents of the community
- Promote special events and upcoming programming
- Communicate emergency information
- Spread awareness of the Township’s available amenities, resources, and services
- Highlight features of the Township that make Lower Makefield a great place to live work and play
- Further the mission of the Parks and Recreation department

# Section 1: Marketing

## 1.0 Overview

This document will outline the strategies that Lower Makefield Township’s Parks and Recreation Department utilizes to continuously advance the department’s vision of “cultivating health, happiness, and community”. The department provides a wide array of programs, special events, activities, and summer camps that are designed to bring the community together, promote wellness and a high quality of life. This plan details opportunities for the Parks and Recreation Department to showcase these efforts. This plan will be used to continually ensure that the department is enhancing the community and engaging the residents of Lower Makefield. Marketing and community relations allows the department to gain an understanding of Township needs, create innovative programming, and provide unique resources to the Township.

## 2.0 Marketing Planning Model and Framework

The Township has established methods to detail all marketing efforts. This policy outlines these methods and sets guidelines for future programming marketing endeavors. The purpose of the marketing plan is to establish effective communication efforts for Lower Makefield Parks and Recreation to promote upcoming events and programming to its residents, businesses and visitors.

### 3.0 Community Profile

Since the 2003 Master Plan Update, many changes have taken place. Even though population growth has leveled off, there has been continued land development activity within the Township. To help understand the current situation, and possible directions for the future, some existing conditions and characteristics relative to the Township have been examined.

These findings include:

- The Township is past the major development phases of previous decades.
  - Following significant population increases in each of the previous three decades (increases of 17.2 percent from 1970 to 1980; 44.6 percent from 1980 to 1990; and 30.3 percent from 1990 to 2000), the Township’s population declined by 0.4 percent from 2000 to 2010. However, that decline reversed between 2010 and 2017 when the population increased slightly by 0.2 percent. According to U.S. Census data, the Township had fewer residents in 2017 (32,621) compared to 2000 (32,681).
  - After several decades of double-digit growth in the number of housing units in the Township, housing growth slowed considerably, increasing by only 2.1 percent from 2000 to 2010, and by 2.5 percent from 2010 to 2017. – The Township is nearly developed with little suitable land remaining for new larger-scale construction.
- The Township’s population is aging.
  - Between 2000 and 2017, the number of individuals between the ages of 55 and 64 increased by slightly greater than 6.5 percent, which is more than any other age set. Residents aged 55 years and older make up one-third of the Township’s population.
  - Middle-aged residents between the ages of 35 to 54 years, make up almost a third of the Township’s population. School-aged children, ages 5 to 17 years, represent almost a fifth of the Township population.
- The Township has high levels of educational attainment and higher than average median household incomes.
  - Lower Makefield has higher rates of postsecondary education attainment than any surrounding municipality. In 2017, slightly more than 67 percent of Township residents had earned a bachelor’s degree or higher, with 32 percent having earned a graduate degree or higher.
  - In 2017, the Township’s median household income was \$139,808. This is higher than that for the county, as well as all surrounding municipalities except for Upper

Makefield. This figure suggests a strong correlation between Township residents' high education levels and types of employment.

- The Township has expanded and enhanced park and recreation lands and facilities.
  - Major additions to the Township's park and recreation system include:
    - Memorial Park, which features the Garden of Reflection memorial and various playgrounds, athletic, and recreation facilities
    - Lower Makefield Township Dog Park located off of Heacock Road
    - Lower Makefield Township Community Center along Oxford Valley Road.

[Lower Makefield Township 2019 Master Plan](#)

## 4.0 Demographics

### 4.1 General Statistics

- Population: 32,662
- Median Age: 47
- Median Income: \$150,572
- Marital Status: 67% married, 33% single
- Number of Households: 12,007
- Average Persons Per Household: 2.7
- High school graduate or higher (25 and above): 97.6%
- Bachelor's Degree or higher (25 years and above): 70.6%

### 4.2 Age

The Township's population has been aging, and this trend can be expected to continue. The median age in the Township has been edging steadily upward, from 33.7 years in 1970, to 46.1 years in 2017— almost a full 13-year increase. The median age in Bucks County as of 2017 was somewhat lower, at 43.6 years. As the Township's population continues to age, the demand for specialized services, facilities, and housing for the elderly will likely heighten.

The upward momentum in the Township's age distribution reflects the number of baby boomers, members of the massive post-war generation born between 1946 and 1964, along with notable gains in the 65-and-older population. At the same time, the share of young adults has been diminishing. From 2000 to 2010, the Township saw a decrease in the number of young adults between the ages of 18 and 34 years. This decrease is

consistent with regional trends and is known as the “Brain Drain”– the trend of young professionals moving to other areas that offer more options for employment and housing.

In 2017, adults in the 35-to-54 age bracket formed the largest segment, about one-third, of the Township’s adult population. Children, between the ages of 5 and 17 accounted for 19 percent of the population, and adults between the ages of 55 and 64 represented 16.7 percent of the population, while seniors age 65 and up accounted for 16.5 percent of the population.

Residents aged 55 years and older make up 33 percent of the Township’s population. Middle-aged residents aged 35 to 54 decreased by 4 percent from 2010 to 2017, while the 55-to-64 age group increased by almost 2 percent. (Lower Makefield Township 2019 Master Plan)

**Table 4**  
**Change in Age Distribution in Lower Makefield, 2000–2017**

Age	2000		2010		2017	
	Number	Percent	Number	Percent	Number	Percent
Under 5 years	2,457	7.5	1,645	5.1	1,374	4.2
5-17 years	6,560	20.1	6,841	21.0	6,191	19.0
18-34 years	4,929	15.1	4,063	12.5	4,598	14.1
35-54 years	12,060	36.9	10,914	33.5	9,621	29.5
55-64 years	3,292	10.1	4,813	14.8	5,459	16.7
65-74 years	2,017	6.2	2,380	7.3	3,399	10.4
75 years and over	1,366	4.2	1,903	5.8	1,979	6.1
<b>Total</b>	<b>32,681</b>	<b>100.0</b>	<b>32,559</b>	<b>100.0</b>	<b>32,621</b>	<b>100.0</b>

*Source: U.S. Census, 2000, 2010.  
American Community Survey, 2013-2017 5-year estimates.*

**Under 5 years:** This group would participate in tot programs, utilize our playgrounds and in strollers maybe found on our trail system accompanied by an adult.

**6 to 12 years:** This group represents most of our youth programming.

**10-14 years:** While this group represents most of our youth programming and still can be found on our youth programs they have been identified separately because they have become tweens and have different needs than both the youth group and the teen group.

**15 to 24 years:** This group represents teen/young adult program participants moving out of the youth programs and into adult programs. Members of this age group are often seasonal employment seekers.



**25 to 34 years:** This group represents involvement in adult programs with characteristics of beginning long-term relationships and establishing families.

**35 to 54 years:** This group represents users of a wide range of adult programs and park facilities. Their characteristics extend from having children using youth programs to becoming empty nesters.

**55 to 65 years plus:** This group represents users of older adult programs exhibiting the characteristics of approaching retirement or already retired and typically enjoying grandchildren. This group generally also ranges from very healthy, active seniors to more physically inactive seniors. This group can be considered a pre-senior and may or may not want to be active in senior programming.

**65 and older:** This group will likely be retired or approaching retirement. This group may consider taking part in senior trips or activities and could also be enjoying grandchildren. They may be taking their grandchildren to parks throughout the day and to some Parks and Recreation programming.

### 4.3 Race and Hispanic Origin

- White: 88.1%
- Black or African American: 3.1%
- American Indian and Alaska Native: .02%
- Asian: 5.7%
- Native Hawaiian and Other Pacific Islander: 0%
- Two or more races: 2.1%
- Hispanic or Latino: 3.8%
- White, not Hispanic or Latino: 84.9%

The population of Lower Makefield was mostly white and native-born as of the 2013-2017 American Community Survey 5-Year Estimates. The share of white Township residents was 88.5 percent, and native-born residents numbered 92.1 percent. The population was 50.9 percent female and 49.1 percent male.

The largest single minority group was Hispanics (of any race), who represented 5.0 percent of the population. African Americans represented 4.0 percent of the population, and Asian, 4.6 percent. Approximately 2 percent of residents identified as two or more races. The percentages of minorities increased slightly between 2010 and 2017. (Lower Makefield Township 2019 Master Plan)

### 4.4 Social and Economic Characteristics

According to the 2013-2017 American Community Survey 5-Year Estimates, Township residents had incomes and levels of educational attainment that were among the highest in the county, the median (half are higher, half lower) household income was \$139,808. This is higher than that for the county, as well as all surrounding municipalities except for Upper Makefield. Almost 97 percent of residents were at least high school graduates, and 67.1 percent held bachelor's degrees or higher. Almost a third of residents (32.3 percent), aged 25 and over, hold graduate degrees or higher. This is more than double the county average of 14.2 percent. Table 5 shows median household income for Lower Makefield, nearby municipalities and the county. Table 6 shows education attainment rates for residents in Lower Makefield, nearby municipalities and Bucks County.

## 5.0 Market Strategy

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.

## 6.0 Marketing Template

The Parks and Recreation department utilizes a template to outline the marketing techniques and timeline for each program. This template will be used to establish a record of successful marketing strategies for the department. A sample of the pool marketing template can be found in Appendix B.

## 7.0 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.

## 7.1 Print and Television Media

Lower Makefield Township maintains a relationship with local news and television channels to provide information about the Parks System. News Releases will be produced in the Parks and Recreation Department and must be approved by the director before their release.

## 7.2 Press Releases

The Director of Parks and Recreations and/or Operations Manager are responsible for writing all press releases and ensuring they get distributed to the appropriate channels. These releases are used to send formalized messaging and to spread awareness of special interest projects and large events taking place in the Township.

## 7.3 Social Media

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.



## 7.4 Website

Our [lmt.org](http://lmt.org) website is a catch all for all information Parks and Recreation all programming, future planning, parks and facilities, leagues, etc... It is also the home of all of our media releases.

## 7.5 Banners and Signs

The Township uses banners and signs throughout the Township for various events to include Veterans Day, pool opening and registration, hiring, community day, etc.

## 7.6 Mailers/Newsletters

Newsletters are produced quarterly using Hometown Press, these newsletters cover Township news.

## 8.0 Evaluation Criteria and Methods

Both quantitative and qualitative methods will be used to determine the effectiveness of methods used to evaluate the marketing efforts of the Parks and Recreation department. These methods include:

- Asking for direct feedback from community members.
- Utilizing the registration software, the department will monitor the number of registrations for specific programs to help gauge community interest.
- Sending follow-up emails to active community members to provide feedback on programming and services offered by the department.

### 8.1 Qualitative Evaluation

Qualitative measure the quality of marketing programs, marketing through general feedback from residents, participants, providers and staff this can be done through surveys, email, phone or in person conversations. In order to measure our marketing, we will be asking marketing specific questions on the phone, during registration and after events.

#### 8.1.1 After Action Report

At the conclusion of every event and program, an after-action report will be mailed to vendors, partners, and all who had stake in the event. This report will serve to gain direct feedback on the successes of the event and offer a way for partners to communicate what could have been better. Appendix D details this report.

### 8.2 Quantitative Evaluation

Quantitative Evaluation is numerical measure of marketing programs. We will be using registration reports and analytics to measure success of a campaign.

#### 8.2.1 Registration Numbers

The registration software, Community Pass, gives the department access to up to date information on registered participants for programs and events. These numbers are utilized for programs such as instructor led classes, summer camp, and the Pool..

#### 8.2.2 Analytics from Social Media Platforms

The Parks and Recreation department monitors the insights and analytics of all social media platforms. As displayed in Chapter 1 Section 7, these analytics are utilized to aid in better understanding for marketing efforts for the Township's residents.

## Section 2: Community Relations

### 1.0 Overview

Bringing the community together is one pillar of the Parks and Recreation mission. This emphasizes how important community interaction and developing relationships with Department partners and residents is imperative to the success of the Parks and Recreation Department. This Community Relations plan in only include how Lower Makefield will bring the community together in play but also how it will include the community in the decision-making process pertaining to the future of the Parks and Recreation Department. These efforts are aided by local community partners. This chapter will detail some of these partnerships and interactions the department has with local community organizations.

### 2.0 Community Relations Goals

All community relation efforts will be created to achieve the following goals:

- Provide accurate information
- Establish rapport amongst community members
- Encourage community participation
- Sustain a proactive vs reactive response to community needs
- Engage stakeholders

### 3.0 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:

#### 3.1 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 Boy Scouts of America Troop #230 with projects that have aided in the beautification and functionality of our

local parks. The department encourages these service initiatives and advises the scouts through the planning and execution of the project.

### 3.2 Senior Citizens

The Seniors of Lower Makefield established an organization comprised of older members of the Township. The Township owns and maintains the Community Center located at 1550 Oxford Valley Road, Yardley, Pennsylvania. The Lower Makefield Township Seniors reserve space inside the Community Center to conduct meetings and events. The Lower Makefield Township Seniors submit an annual schedule of meetings, activities, and programs at the beginning of each year. Requests can be made to the Parks and Recreation Director to provide additional spacing options on a case by case basis. The Township and the Lower Makefield Township Seniors agree that the Seniors pay for the reservation of the Community center (\$15 per resident, \$20 per non-resident).

### 3.3 Sport Leagues

Lower Makefield Township maintains partnerships with local sport leagues. All leagues request to utilize Township facilities must go through the Park and Recreation department. Before approval, the department reviews a variety of criteria including a review of services to the Township's citizens. Any organization applying for sanctioning must meet the criteria outlined in the Leagues Sanctioned form.

Field space in Lower Makefield Township is limited. When there is a dispute for field space other factors will be used to help determine priority including the number of LMT participants overall and the number of years the League has been sanctioned by the Township.

Outside leagues are welcome to request access to utilize Lower Makefield's facilities with associated additional costs. All outside applications must be approved by the Park and Recreation Director. Further details can be found in the Leagues Sanctioned document.

### 3.4 Township Boards

The Parks and Recreation department has a board of 6 members. Lower Makefield Township volunteers serve on this boards. These members assist with the implementation and creation of departments services.

### 3.5 Pennsbury School District

The Parks and Recreation department partners with the neighboring school district, Pennsbury School District. The school district assists the department with outreach and engagement for school age children and their guardians.

### 3.6 Religious Organizations

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

### 3.7 Friends of 5 Mile Woods

The Friends of 5 Mile Woods is comprised of several volunteers who lead projects to keep the 5 Mile Woods park functional. These volunteers host several cleaning days and beautification projects.

### 3.8 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.

## 4.0 Volunteers

Lower Makefield Township utilizes volunteers to help put on events and services for the community. The Parks and Recreation department has a detailed list of individuals names for single day and extended commitment volunteers. Functions of volunteer use vary from cleaning Township parks, serving on the 9-11 Memorial Committee, and other events the Township host to better the community. Volunteers who are used for committees and other important events are used more extensively throughout the year. Please refer to the Lower Makefield Township Parks and Recreation Volunteer Manual for more information.

## 5.0 Sponsorship Policy

The Parks and Recreation Department gains sponsorship and donations from local community business. An updated Sponsorship Policy can be found in Appendix F.





## Appendix A: marketing Distribution Recommendations

Channel	Schedule	Description
<b>Newsletter</b>	Newsletters are published quarterly.	<ul style="list-style-type: none"> <li>• 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</li> <li>• Over 12,000 are mailed to LMT Homeowners, relators, pool members, business owners</li> </ul>
<b>Cable Channel</b> Only Broadcasted to Local TV's Verizon- Channel 20 Comcast- Channel 22	Daily	<ul style="list-style-type: none"> <li>• The Parks and Recreation department broadcasts important flyers and information</li> <li>• Used to provide important information to LMT residents who cannot attend meetings in person or receive the information elsewhere</li> </ul>
<b>Township Website</b>	As needed	<ul style="list-style-type: none"> <li>• Individuals seeking more information</li> <li>• The website has the most up to date information</li> <li>• 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</li> </ul>
<b>Press Releases</b>	As needed	<ul style="list-style-type: none"> <li>• Members of the media</li> <li>• The Director of Parks and Recreations and/or Operations Manager are responsible for writing all press releases and ensuring they get distributed to the appropriate channels</li> <li>• Used to send formalized messaging to spread awareness of special interest projects and large events</li> </ul>
<b>Community Pass</b>	Continuous	<ul style="list-style-type: none"> <li>• Residents of LMT and those interested in participating in our events and programming</li> <li>• Registration software used for programming. The community partners and</li> <li>• Used as a registration software for the Parks and Recreation department. Allows residents to sign up for upcoming programs and membership</li> </ul>
<b>Email</b>	As needed	<ul style="list-style-type: none"> <li>• Used to gather feedback from community members, send formalized messaging to the public, and inform LMT about upcoming programs and services.</li> </ul>
<b>Public Meetings</b>	Scheduled Monthly	<ul style="list-style-type: none"> <li>• Business Owners, Amenity users, community partners, bordering municipalities</li> <li>• Those moving to the area</li> <li>• Park @ Rec Advisory Board Used to gather feedback from community members and conduct business among board members</li> </ul>
<b>Paid Advertising</b>	Continuous	<ul style="list-style-type: none"> <li>• LMT residents and those in surrounding communities interested in our programming</li> <li>• All paid advertisements will be working with Vendor, Melisa Charry for graphics, the so</li> <li>• Used to promote LMT events, programs, and services</li> </ul>

<p><b>Flyers, Banners, Signs, Posters, Etc.</b></p>	<p>Continuous</p>	<ul style="list-style-type: none"> <li>• LMT residents and those in surrounding communities interested in our programming</li> <li>• Content Designed by vendor Melisa Charry</li> <li>• Used to promote LMT events, programs, and services</li> </ul>
<p><b>Social Media</b></p>	<p>2 to 5 times weekly depending on the platform.</p>	<ul style="list-style-type: none"> <li>• The software Hootsuite is utilized to distribute information to the Parks and Recreation's social media accounts.</li> <li>• Used to provide quick awareness and spread information rapidly about emergency preparedness announcements, upcoming meetings, and programming.</li> </ul>



# Appendix E



## Parks & Recreation

### League

Nonprofit  
 Defined Board  
 Self-insured  
 Priority space registration through P & R  
 P & R does field maintenance, trash removal, purchases some equipment, maintenance of structures on site  
 League schedules practices and games  
 League purchases equipment and does additional maintenance  
 League tournaments are scheduled separately  
 Fee billed to the league/league charges athletes  
 Park and Recreation Fees  
 Resident \$15  
 Non-Resident \$36  
 Examples: PPA, YMS, LMFA, YM Tennis

## Parks and Recreation User Groups

A more extensive list can be found online at [www.lmt.org](http://www.lmt.org)

### Membership

Nonprofit  
 Defined Board  
 Self-Insured  
 Priority space reservation with P & R  
 P & R provides administrative assistance, facilities maintenance, trash removal, event set-up and tear down, facility scheduling per activity  
 P & R provides some equipment as needed. Membership group provides any additional equipment/ schedules instructors and trips manages membership  
 Events are scheduled at a priority and P & R uses remaining facility space for programming  
 Fee Billed to group/ group charges members  
 Parks and Recreation Fees  
 Residents \$15  
 Non-Residents \$20  
 Example: LMT Seniors

### Parks and Recreation Membership

Run completely by Park and Recreation  
 Examples: Dog Park, the POOL at LMT  
 Fee paid to P & R by the user

### Community Center Users (Permit)

Split into two categories:  
 1. Long term rentals: Non-Profit groups who would like to lock in rates for two years. Rentals can be once a week, once a month, twice a month, etc.  
 2. One-time rentals: Can be any community group that uses the facility on an as needed and as available basis

### Pavilion Users (Permit)

Any Resident who would like to hold a function at our pavilion.  
 Examples: Birthday parties, reunions, end of season celebrations, cooperate gatherings  
 Fee paid to P & R by the user

### Field/Court Users (Permit)

Sports fields are used by our leagues who have priority and may schedule tournaments. In some instances, we use the fields when they are not in use by the leagues for other events.  
 Permits issued by the Parks & Recreation department  
 Examples: Tournaments, Company gatherings, Family reunions, charity events  
 Fee paid to P & R by the user



## Parks & Recreation

### Programs

Programs offered through contracted instructors and local professionals  
 Instructors are self-insured  
 Participants register directly through P & R  
 Fees determined based on instructor needs  
 Parks and recreation captures 25% of revenue  
 Examples: Yoga, Zumba, Painting, cooking classes, Acting

### Shows and Events

Run through the P & R department utilizing volunteers  
 Free or minimal cost to cover expenses  
 Examples: Eveline Play, Comedy Show, First Fridays, Open House

Appendix F: After Action Report

**After Action Report**  
Department of Parks and Recreation  
Lower Makefield Township

**Event Name:**

**Date of Event:**

Please give a brief summary of the event:

What went well?

What could be done differently?

Do you have any specific comments about the following areas:

- Parking
- Entertainment
- Security
- Food/ Concessions

Additional Notes:

**Name:** \_\_\_\_\_

**Date:** \_\_\_\_\_