



## **New Bern Parks and Recreation COMMUNITY RELATIONS PLAN**

The community relations plan serves as a guide to inform the public about activities, facilities, initiatives, parks, programs, and special events offered through New Bern Parks and Recreation. The plan includes strategies to promote interest in the department, the benefits of parks and recreation, participation in our programs and visitation to our parks.

**Our Mission** – To enhance the quality of life for all citizens through the development of sustainable facilities, parks, programs, and services that promote a lifestyle of cultural arts, physical activity and wellness for all.

**Communication plan goals:**

- To provide accurate and timely information about all activities, facilities, parks, programs and special events.
- To promote all parks within the City of New Bern
- To Encourage visitation of our parks and participation in our activities, programs and special events.
- Educate the public on the benefits of parks and recreation.
- To partner with community organizations and businesses.

**We will communicate with the public in the following ways:**

- Community Input – We ask for feedback in a variety of ways such as suggestion boxes at facilities, satisfaction surveys, and public input meetings.
- Flyers – Program staff is responsible for creating promotional Flyers, which are posted at all Recreation facilities, City Departments and park bulletin boards.
- Newsletter – A monthly newsletter promoting events and activities are generated and distributed to our parks and recreation facilities, bulletin boards and through social media.
- Open Access – The public is welcome at all parks and recreation facilities. The department is transparent in answering any questions and concerns the public may have. The Director of Parks and Recreation is readily available to address any citizen comments or concerns.

### 3.4.2 – Community Relations Plan

- Partnerships – We work with a variety of organizations such as Swiss Bear (downtown development), the Chamber of Commerce, United Way, Habitat for Humanity, Neighborhood Associations, the Arts Council and more, in an effort maintain open lines of communication.
- Presentations – Staff are available to discuss any parks and recreation programs to businesses, civic groups, neighborhood association, non-profits, school groups and special interest groups.
- Press Releases – Releases are created by Program Staff and sent all media by designated staff.
- Social Media – We will an active presence on designated social media platforms. Information will be posted in a timely manner promoting the department and our efforts. Feed back for the general public is encouraged.
- Website – We will maintain the parks and recreation website on a regular basis and provide contact information on how to reach staff and facilities. We will also update google searches to reflect accurate information.

#### Public Communication

- All FOIA (Freedom of Information Act) requests are submitted to the City Manager's office for review.
- The PIO (Public Information Officer) works with the Department Head on media relations, coordinates media requests with the Director of each department and maintains the PEG (Public, Educational and government) Access Channel.
- Parks and Recreation staff maintain the Parks and Recreation website, and social media sites.
- Requests from the media are referred to the Director of Parks and Recreation.
- All publicity materials are proofread, and double checked for accuracy and approved by the Director of Parks and Recreation prior to distribution.
- Correspondence from staff expressing opinions or department policy are reviewed and approved by the Director of Parks and Recreation.
- In an emergency or crises situation, staff are to refer all media inquiries to the Director of Parks and Recreation. The Director shall report any comments to the media to the City Manager.

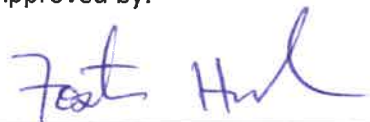
### 3.4.2 – Community Relations Plan

#### Training

To ensure that our strategies are effective, we must ensure that designated staff are trained in the following:

- Customer relations
- Social media best practices
- How to write a press release
- Flyer do's and don'ts
- Taking photos for social media

Approved by:



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Foster Hughes, CPRE  
Director of Parks and Recreation

10-16-2019

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Date