

Metropolitan Parks and Open Space Commission

Meeting date: October 7, 2021

Subject: Regional Parks System Marketing and Communications Study with CCF

District(s), Member(s): All

Policy/Legal Reference: Minnesota Statutes § 473.147, subd. 1

Staff Prepared/Presented: Emmett Mullin, Regional Parks Manager, 651-602-1360; Amanda Lovelee, Senior Outreach Coordinator, 651-602-1375; and Michelle Fure, Public Involvement Manager, 651-602-1545

Division/Department: Community Development / Regional Planning
Regional Administration / Communications

Proposed Action

None. Information and discussion only.

Background

Earlier this year, Council Parks and Communications staff initiated a marketing study focused on the Regional Parks System with CCF, a strategic communications agency. Our goal working with CCF is to explore the development of a regional communications strategy – to gather ideas for telling a stronger story about the regional system together with our implementing agency partners.

As part of this study, CCF reached out and conducted in-person interviews with MPOSC Commissioners, Council Members, park implementing agency staff, as well as they conducted a more general survey with current park system users. Some of the early questions with the study were around whether the regional parks system should develop a “brand.” Another question was around how we can improve our coordinated efforts to highlight regional parks and opportunities for all residents of the region.

At the October 7 Metropolitan Parks and Open Space Commission, CCF will present the results of the study. After the presentation, there will be time for Commission questions and discussion. In order to aid this conversation, Council staff offer the following discussion questions:

- What did you hear?
- What is the connection between marketing, communications, and equity?
- What more do you want to know?
- What opportunities do you see for partnership?
- How can we – the Metropolitan Council – help move this conversation forward?

Thrive Lens Analysis

The CCF Study will help advance the *Thrive MSP 2040* Outcome of Equity, helping all residents of the region, especially people who are not currently aware of the Regional Parks System, learn more about the opportunities and benefits the system offers.