

Activity Guide Rebrand and Handwriting Contest

Parks, Recreation and Community Services Department

Park and Recreation Commission
May 18, 2026

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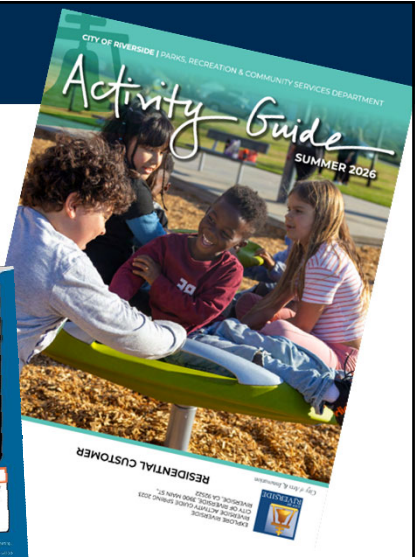
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DATA INSIGHTS

66% Registration process identified as primary point of confusion

60% Preference of print or both print + digital

- Internal survey identified common FAQs + confusion points
- Staff Feedback highlighted registration clarity gaps
- City wide survey identified relevancy



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“LET YOUR HANDWRITING MAKE HISTORY!”

40+

submissions

Let Your *handwriting* Make History! We're searching for the handwritten style that will headline our Summer 2026 Activity Guide!



Val Hong | Age 18+



Susan Helen Cordero | Ages 18+



Berlin George | Ages 5-10



Susan Parker | Ages 55+



Emily Lohman | Ages 18+



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PRCSD Marketing Growth

- Since 2024, RivParks social platforms have seen an increase of 69%
- 1st place MEMBERS' CHOICE: PARKS & PLAYGROUNDS for California Parks Recreation Society (CPRS)
- The Skate and Shape Survey Campaign is a finalist in the Government Social Media Best Organic Collaboration category

MEMBERS' CHOICE: PARKS & PLAYGROUNDS

1ST PLACE



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RECOMMENDATION

- That the Park and Recreation Commission receive this update and give input on marketing opportunities.

