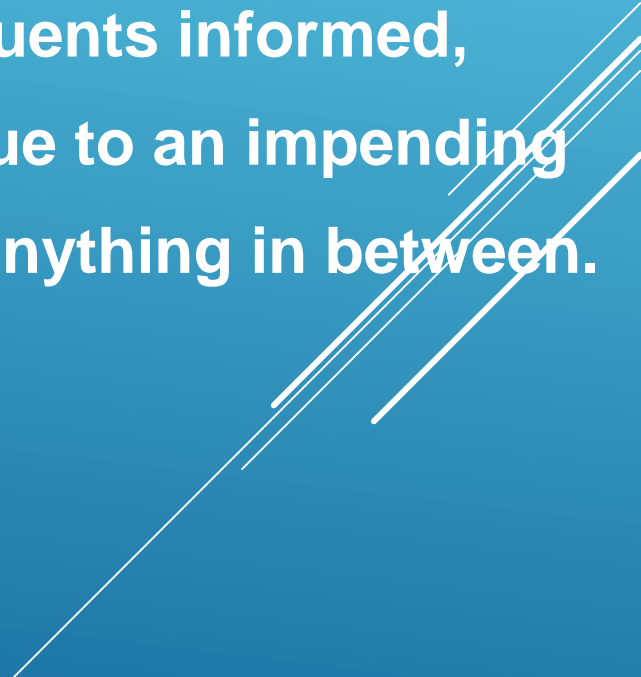


TOWN OF LAKE PARK COMMUNITY OUTREACH



OUTREACH METHODS FOR KEEPING CONSTITUENTS INFORMED

The Town of Lake Park is dedicated to keeping its constituents informed, whether it is regarding an upcoming event, office closures due to an impending significant weather event, our weekly sanitation schedule or anything in between.

Three white lines of varying lengths and slopes are positioned in the bottom right corner of the slide, extending from the right edge towards the center.

In order to accomplish this, we use various robust methods of communication:

- CodeRED
 - Comcast Channel 18
 - Constant Contact
 - Facebook
 - Mailings
 - Newsletter
 - Nextdoor
 - Website
- 
- A series of three parallel white diagonal lines extending from the bottom right corner towards the center of the slide.

CodeRED



- Used primarily for emergencies
- Messaging sent in three languages (English, Spanish, Haitian Creole)
- Calls come from 866-419-5000

Contact Groups: Staff, Commission, CAP (entered manually)
General Public (added by ONSOLVE or individual sign-up)

Total: 4,225 phones (4,218 contacts)

Comcast Channel 18

- Used to provide static information about the Town
- Updated weekly with sanitation schedule
- Airs and replays Commission meetings



Constant Contact

- Email to general or targeted audience
 - Children and Youth
 - Commissioners
 - CRA
 - E-news
 - Events
 - Lake Park Businesses
 - Library
- Total contacts: 3,777
- The Town actively collects residents' email addresses at events such as workshops and community meetings

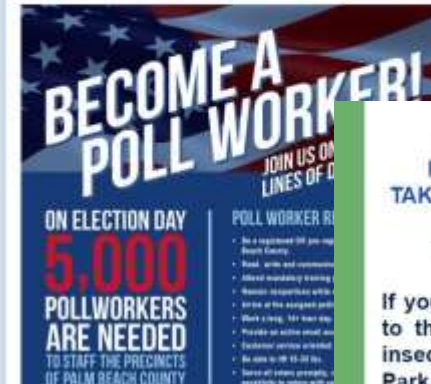
Average Lake Park Constant Contact email open rate: 42%
Average overall Constant Contact email open rate: 31.5%



COMMERCIAL AND RESIDENTIAL
SANITATION SCHEDULE UPDATE
AS THE RESULT OF HURRICANE IAN

September 29:
Commercial and residential garbage
collection on a regular schedule
September 30:
Commercial and residential garbage
collection on a regular schedule

THE SUPERVISOR OF ELECTIONS
IS IN NEED OF POLL WORKERS
FOR THE
AUGUST 23 PRIMARY ELECTION
AND THE
NOVEMBER 8 GENERAL ELECTION



FREE
PALM BEACH COUNTY FOOD BANK
TAKE-HOME MEALS FOR KIDS AND TEENS
AT
THE LAKE PARK PUBLIC LIBRARY

If you or someone you know has a child up to the age of 18 and is experiencing food insecurity, please consider visiting the Lake Park Public Library to pick up free weekend meals. Meals will be available each Thursday while supplies last. Please see the flyer below for details.

Please contact the Lake Park Public Library at 561-881-3330 with any questions.



Facebook

- Town: 1,171 Followers (+20 in the last 28 days)
- CRA: 2,344 Followers (+7 in the last 28 days)
- Library: 322 Followers
- Most frequently used resource for Town, CRA and Library notifications
- Also used to create “Facebook Events” for Sunset Celebration, Back 2 School Extravaganza, Etc.
- Content created internally and by Strategic Marketing
- Regularly Updated By Town
- Easily Shared By Followers



Mailings

- Used discerningly due to the associated cost and pursuant to requirements in the Town Code for certain types of notifications
- Always in three languages (English, Spanish, Haitian Creole)
- Disseminated by the creating department

PARTICIPATE NOW!

Community Street Lighting Survey

The Town is evaluating options to upgrade the existing street lighting system and is seeking public input to help guide our selections for future lighting levels, including the style of roadway fixtures and the locations that need improvement. Information about the current street lighting in Lake Park is available on the Town's website. Please respond by October 31, 2022.




(561) 881-3345 publicworks@lakeparkflorida.gov WWW.LAKEPARKFLORIDA.GOV

PARTICIPA AHORA!

Encuesta Comunitaria Sobre Alumbrado Público

La Ciudad está evaluando opciones para mejorar el sistema de alumbrado público existente y está pidiendo el aporte del público para ayudarnos en la selección de niveles de iluminación para el futuro, incluyendo el estilo de las luminarias vieles y los sitios que necesitan mejoría. Información sobre el alumbrado público actual de Lake Park está disponible en el sitio web de la Ciudad. Por favor responder antes del 31 de octubre del 2022.




(561) 881-3345 publicworks@lakeparkflorida.gov WWW.LAKEPARKFLORIDA.GOV

PATISPE KOUNYE A!

Sondaj Kominote sou Sistèm Ekleraj Lari a

Vil la ap evalue opsyon pou li ka modènize sistèm ekleraj aktyèl lari yo epi l ap solisite patisipasyon piblik la, pou sèvi nou kòm gid lè n ap deside ki nivo ekleraj n ap adopte alavni, lè tou n ap deside ki kalite lanpadè nou bezwen pou wout nou yo epi ki andwa ki bezwen amelyorasyon. W ap jwenn enfòmasyon sou ekleraj aktyèl lari Lake Park nan website Vil la. Silvoupèl reponn anvan 31 oktòb, 2022.







(561) 881-3345 publicworks@lakeparkflorida.gov WWW.LAKEPARKFLORIDA.GOV



TOWN OF LAKE PARK NOTIFICATION OF LAWN WATERING RESTRICTIONS

THE TOWN HAS ADOPTED THE SOUTH FLORIDA WATER MANAGEMENT DISTRICT'S YEAR-ROUND LANDSCAPE IRRIGATION CONSERVATION MEASURES, WHICH LIMIT LANDSCAPE IRRIGATION, INCLUDING LAWNS, TO **TWO DAYS PER WEEK** (PLEASE SEE ATTACHED ORDINANCE). THESE RESTRICTIONS APPLY TO RESIDENTIAL, COMMERCIAL, INSTITUTIONAL, GOVERNMENTAL AND INDUSTRIAL USERS. EFFECTIVE IMMEDIATELY, LAWN WATERING MAY ONLY TAKE PLACE **BETWEEN THE HOURS OF 8:00 P.M. AND 8:00 A.M.** ON THE DAYS INDICATED IN THE TABLE BELOW.

- Odd-numbered addresses may irrigate only on Wednesdays and/or Saturdays.
- Even-numbered addresses or other locations without an address, may irrigate only on Thursdays and/or Sundays.

IF YOUR ADDRESS ENDS IN...	MONDAY	TUESDAY	WEDNESDAY 8PM - 8AM ONLY	THURSDAY 8PM - 8AM ONLY	FRIDAY	SATURDAY 8PM - 8AM ONLY	SUNDAY 8PM - 8AM ONLY
1, 3, 5, 7, 9							
0, 2, 4, 6, 8							

These restrictions will be strictly enforced by the Town's Code Compliance Division. Exemptions to the restrictions are listed within the Ordinance. For additional information, please contact the Community Development Department Code Compliance Division at 561-881-3321 or e-mail knewley@lakeparkflorida.gov.

TOWN OF LAKE PARK | CODE COMPLIANCE DIVISION | 530 PFW AVENUE | LAKE PARK, FL 33403 | (561) 881-3321, EXT. 343

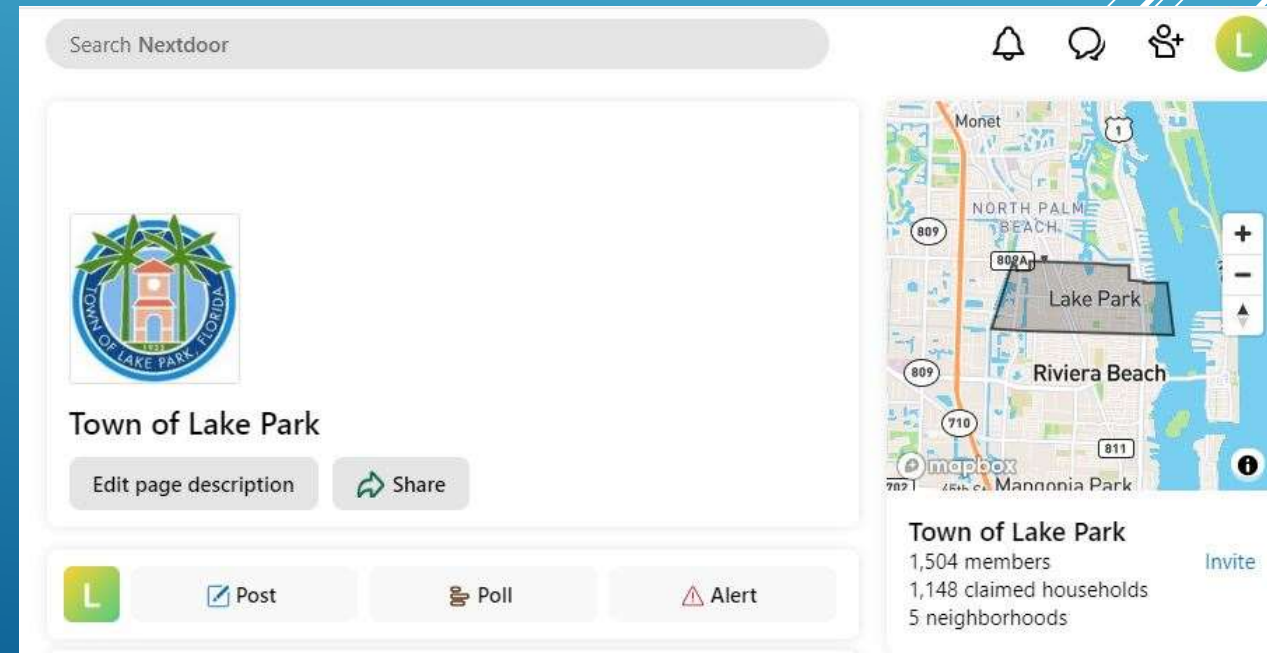
Newsletter (Inside Lake Park)

- Typically 30 to 50 email address additions each month
- Current list includes more than 2,600 recipients
- Features major stories, property of the month, and event flyers; recent updates include staff anniversaries and mayor's message



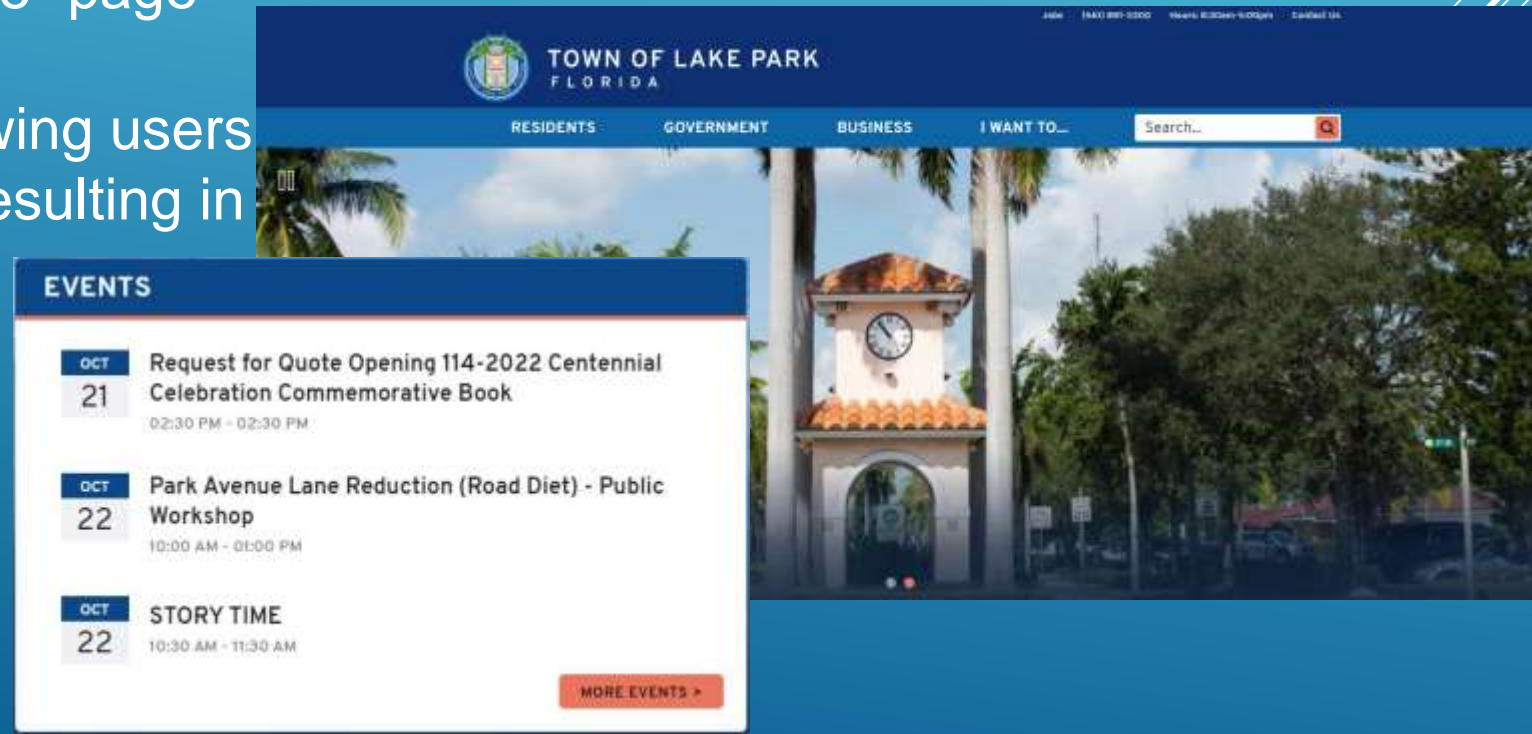
Nextdoor

- Nearly all Facebook content created in-house is also posted on Nextdoor
- Currently at 1,504 members
- Posts also appear in “Best Lake Park” Nextdoor forum
- Only updated by Communications Department staff or designee
- Regularly updated
- Easily shared



Website

- Updated to include relevant new information as it becomes available
- Event calendar on front page features the three closest upcoming events; expandable to search future events (including attached event flyers)
- Easily navigated through intuitive tabs and/or “I Want To...” search feature, which is prominently displayed on the “home” page
- Front page includes a feature allowing users to request the Town’s newsletter, resulting in a minimum of five new requests per month



We can provide the community with information,
but we cannot force them to read it.

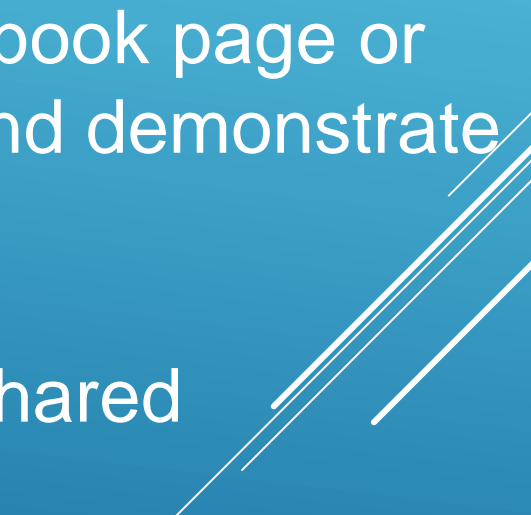
This situation is not unique to the
Town of Lake Park.

Three parallel white lines of varying lengths are positioned in the bottom right corner of the slide, slanted diagonally upwards from left to right.

Stakeholder	Connection to the issue	Population size	Typical players
Highly Involved	Thinks about this issue daily	6-12 people or (0.001%)	Activists, Agents of change, Innocent bystanders, Proponents of change, Decision makers
Attentives	Thinks about this issue weekly/Monthly	20-50 or people (1%)	Policy Experts, Journalists, Civic Leaders, Politicians, CEOs, consultants
Browsers	Thinks about this issue Annually	1000s or (9%)	Members of political parties/associations, citizen journalists, press readership, facebook friends
General Public	Every 1 or more years/during an election cycle	Everyone else / (90%)	The Electorate, ratepayers

*Courtesy Of Zencity, a consulting firm contracted by the Town to support and enhance stakeholder engagement.

HOW CAN WE INCREASE OUR REACH?

- Commission participation is the easiest and most effective way to enhance our connection with our constituents and buttress staff's outreach efforts.
 - Sharing the Town's Facebook posts on your own Facebook page or other social media will help to saturate the audience and demonstrate your support of the event/subject/etc.
 - Flyers that are received in emails can be printed and shared with constituents.
- 
- Three white lines of varying lengths and slopes are positioned in the bottom right corner of the slide, creating a modern, abstract graphic element.

