

SENIOR COMMISSION AGENDA REPORT

Meeting Date: April 7, 2025

Subject: Los Altos Parks & Recreation Marketing

Prepared by: Jaime Chew, Parks & Recreation Deputy Director

Initiated by: City Staff

Staff Recommendation

The staff recommends to receive report and take action as appropriate.

Summary/Project Description:

Review of standard Los Altos Parks & Recreation marketing.

Fiscal Impact: None

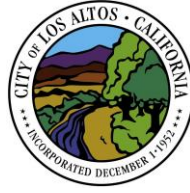
Background

The Los Altos Parks & Recreation department offers a wide range of classes, programs, and events that service all ages of the Los Altos community. To inform the community of these opportunities, the Parks & Recreation department utilizes a variety of marketing avenues. This standard includes:

- Posting on the city website (Parks & Recreation home webpage and linking to corresponding program pages)
- City Manager's weekly update e-newsletter
- Parks & Recreation monthly e-newsletter
- Social media (Facebook, Instagram, Nextdoor)
- Los Altos Community Center monitors
- Town Crier ads, print and online (when applicable)
- Flyers
- Posters (when applicable)
- A-Frame sandwich boards (when applicable)
- Activity Guide, 2x per year

Discussion/Analysis

For all the upcoming Senior Commission events, Senior Health Fair and Fall Fling, city staff will utilize this standard to advertise these events within the approved event budget. Event budgets will be incorporated in the Parks & Recreation department's operating budget which is annually approved by City Council in June, prior to the start of the new fiscal year on July 1.



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The Senior Commission should receive this report and take this into consideration as planning continues for both the Senior Health Fair and Fall Fling events. During event preparation, the Commission may consider supplemental avenues to enhance the department's standard marketing efforts.