



THE CITY OF SAN DIEGO

M E M O R A N D U M

DATE: May 5, 2023

TO: Parks and Recreation Board

FROM: Andy Field, Director, Parks and Recreation Department

SUBJECT: Utilization of Constant Contact Email Service for Parks and Recreation Department Communications (Item 202)

In an effort to improve transparency and increase public awareness and participation in Parks and Recreation-related activities and initiatives, the Parks and Recreation Department is implementing the use of Constant Contact email and marketing services to provide a simple mechanism by which the public can sign up for Parks and Recreation group emails. Links to the Parks and Recreation email signup page will be available at www.sandiego.gov/parks.

During the initial rollout, the public will be able to subscribe to receive the Parks and Recreation Board monthly meeting agenda via email, and the latest news and information about the Parks and Recreation Department from Director Andy Field. The link to the current version of the sign-up page can be found at https://visitor.r20.constantcontact.com/manage/optin?v=001fAxuMgeBGBGnsMGgPpI6zzaRCOX1KupPmq48WSLo-fIN77cWWKKWeLxGLO951EKQnuuijkBKvDAB0j2-D5ct_2njEScm6MVgj39cJjwVHxA%3D.

The public is encouraged to visit this page regularly as new email lists will be made available in the coming weeks and months.

Parks Board members and residents who have already requested to receive Parks Board agendas have already been added to Constant Contact and there is no need to sign up for Parks Board agendas again. An introductory email letting them know that future communications related to the Parks Board agenda will be done using the new system was sent earlier this month.

We welcome Board feedback for potential suggestions of Parks email lists and ways to improve ease of access to information. Program Coordinator Tim Graham (tgraham@sandiego.gov) has been working to set up the initial rollout of this effort and will be updating approved email and contact lists moving forward.

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Respectfully Submitted,

A handwritten signature in blue ink that reads "Andy Field". The signature is written in a cursive, flowing style.

Andy Field
Director
Parks and Recreation Department