

# Park Use Promotion COHORT



Concrete clings were used as part of a park use promotion plan to encourage community members to learn more about and visit their local parks

Help engage and inform community members about local parks and park amenities.



Concrete clings placed in a downtown plaza as part of a park use promotion plan

Local organizations join a cohort lead by WOW-E Subject Matter Experts (SMEs) and map their local parks, inventory park amenities, and develop an evidence-based promotion plan.



Billboards were used as part of a park use promotion plan to encourage people to learn more about and visit their local parks

## STEPS TO A Park Use Promotion Plan

- 1 Define target audience and plans to reach them
- 2 Identify and discuss barriers
- 3 Discuss strategies/messaging to address barriers
- 4 Inventory parks and park amenities
- 5 Draft communication product
- 6 Evaluation plan