

Quality and Productivity Commission
32nd Annual Productivity and Quality Awards Program
“Innovating for Impact”

2018 APPLICATION

Title of Project (Limited to 50 characters, including spaces, using Arial 12 point font):

NAME OF PROJECT: P&R MAGAZINE

DATE OF IMPLEMENTATION/ADOPTION: JUNE 1, 2017
 (Must have been fully implemented for a minimum of at least one year - on or before July 1, 2017)

PROJECT STATUS: Ongoing One-time only

HAS YOUR DEPARTMENT PREVIOUSLY SUBMITTED THIS PROJECT? Yes No

EXECUTIVE SUMMARY: Describe the project in 15 lines or less using Arial 12 point font. State clearly and concisely what difference the project has made.

1 The Los Angeles County Department of Parks and Recreation (DPR) in July 2017
 2 launched an eBrochure – P&R Magazine – which contains detailed information about
 3 recreational programs, events and enabled readers to easily register for activities and
 4 classes online. DPR understands the demand for recreational programs that promote
 5 good health, fitness and social connectedness. The magazine also features a video
 6 message embedded in the publication from the Department Director each quarter. The
 7 message engages readers on how to access the wide array of programs and services,
 while providing another medium to showcase the Department’s many resources. P&R Magazine presents the public with hundreds of options that are easy to read and navigate. Across Los Angeles County, P&R Magazine has a program, class or activity waiting for residents of all ages to utilize, no matter where they live. The eBrochure has expanded the public’s ability to register and pay for programs online. By educating the public about our services offered in an online publication, DPR is fulfilling its mission of strengthening communities through physical, social, educational and cultural programming, most of which are free of charge and promote health and fitness.


BENEFITS TO THE COUNTY


(1) ACTUAL/ESTIMATED ANNUAL COST AVOIDANCE	(2) ACTUAL/ESTIMATED ANNUAL COST SAVINGS	(3) ACTUAL/ESTIMATED ANNUAL REVENUE	(1) + (2) + (3) = TOTAL ANNUAL ACTUAL/ESTIMATED BENEFIT	SERVICE ENHANCEMENT PROJECT
\$	\$	\$	\$	<input checked="" type="checkbox"/>

ANNUAL = 12 MONTHS ONLY

SUBMITTING DEPARTMENT NAME AND COMPLETE ADDRESS Los Angeles County Department of Parks and Recreation 1000 S. Fremont Ave., Unit #40 Alhambra, CA 91803	TELEPHONE NUMBER 626-588-5382
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PROGRAM MANAGER’S NAME Mercedes Santoro	TELEPHONE NUMBER 626-369-8694
	EMAIL msantoro@parks.lacounty.gov

PRODUCTIVITY MANAGER’S NAME AND SIGNATURE (PLEASE CALL (213) 893-0322 IF YOU DO NOT KNOW YOUR PRODUCTIVITY MANAGER’S NAME) Elizabeth Mendez 	DATE 06/21/18	TELEPHONE NUMBER 626-588-5201
		EMAIL emendez@parks.lacounty.gov

DEPARTMENT HEAD’S NAME AND SIGNATURE John Wicker 	DATE 06/26/18	TELEPHONE NUMBER 626-588-5382
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1st FACT SHEET – LIMITED UP TO 3 PAGES ONLY: Describe the challenge(s), solution(s), and benefit(s) of the project to the County. What quality and/or productivity-related outcome(s) has the project achieved? Provide measures of success and specify assessment time frame. Use Arial 12 point font.

DPR is one of the largest agencies of its kind in the nation, serving more than 10 million residents. It operates and maintains 182 parks and offers recreational programs and activities across all age groups. To better serve its constituents, DPR needed a communication vehicle that best delivered to residents a fast and comprehensive way to look for, enroll in and pay for many of its programs, classes and activities. Another goal is to connect vulnerable constituents with available services to improve their quality-of-life services, which they now can do with greater ease.

The challenge was how could DPR communicate its myriad of programs and activities in a way that was simple to use, effective, visually appealing, cost-efficient and able to reach the widest diverse audience possible. The answer was a quarterly online eBrochure: P&R Magazine.

One major reason DPR launched this online magazine was because it is more cost-effective. Printed publications are more cost-prohibitive and are no longer as effective as online publications due to the public's changing reading habits in the digital age. By producing an online magazine, DPR avoided costly printing fees.

DPR relies on internal staff to design and collect all information related to its programs and activities for the eBrochure. Additionally, the online magazine enables readers to sign up and pay for activities online, rather than having to physically visit a park to do so. This saves the public time and transportation money, as well as adds much needed convenience. The eBrochure was rolled out in Summer 2017, concurrently with DPR's new online registration program. This helped engage residents into utilizing County-run park programs and amenities.

Bringing together a cross-functional DPR team of communications and recreation professionals, the eBrochure work team was formed to create a vision for what is possible in the next evolution of marketing and communications for the Department.

Team members bring unique experiences in photography, videography, writing, editing, graphic design, marketing and publication production. No new positions or funding were needed in the initial launch of P&R Magazine, as the goal of this publication is to be sustainable and build on the unique attributes of the team.

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The commitment of the team is to produce informative, collaborative, engaging and cutting-edge articles and design to connect Los Angeles County residents with DPR services, people and places that transform lives for the better through improved health and fitness. Leadership responsibilities are defined and shared among work team members, who are guided by an annual production schedule.

The quarterly online P&R Magazine uses an innovative approach that focuses on providing the public with detailed information about DPR programs and activities offered countywide regardless of a resident's geographic location. By building on the County's own brand identity, the eBrochure is delivered via an enticing magazine format that introduces captivating articles of residents who have been positively transformed by Department services. Distinct photography represents the faces of those taking part in our programs throughout the County. The online magazine resides on the DPR website, which is frequented by approximately 1 million visitors per year.

To make it more attractive to readers, each issue of the online magazine contains features with a specific theme related to healthful living such as women in sports and senior fitness. The persons featured in the articles explain how the usage of County parks, programs and activities have changed their lives for the better and how DPR has helped them to stay fit and healthy. Also, in each issue, quotes from each of Los Angeles County's five Board of Supervisors are published reinforcing the importance of health and fitness as part of the County's strategic objectives.

In order to maximize our audience and reader engagement, DPR has successfully reached out to outside agencies, including local school districts and organizations such as First 5 LA and LAUSD that have large listservs, to help promote the availability of the online magazine. Additionally, DPR promotes the eBrochure through strategic placement of posters and postcards containing the Department's website address at libraries and other community gathering places, including our park offices to promote readership.

Perhaps the most important strategy DPR is using to reach a wide audience for its online magazine is through the use of its social media accounts – specifically Twitter and Facebook. Through the usage of these social media platforms, DPR is able to reach a vast audience and direct them through a simple click to our eBrochure that resides on the DPR website. Likewise, the publication is distributed via the many school districts served by the County on their social media feeds. By using staff for all the writing and design of this online magazine, DPR is saving taxpayer dollars that it would otherwise need to spend on outside vendors to produce this impressive online magazine.

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Linkage to the County Strategic Plan – 1 page only. Which County Strategic Plan goal(s) does this project address? Explain how. Use Arial 12 point font.

This publication furthers County Strategic Plan goals II.2 and II.3 – supporting the wellness of our communities; and making environmental sustainability our daily reality – by expanding recreational and cultural opportunities and engaging and sharing information with our customers and community partners through predominantly digital marketing and outreach.

P&R Magazine also realizes County Strategic Plan goals III.2, III.3, and III.4 – embracing digital government for the benefit of our customers and communities; pursuing operational effectiveness, fiscal responsibility and accountability; and engaging our customers, communities and partners – by leveraging technology to increase access to services while minimizing cost, reducing the impact to the environment, and maximizing outreach. P&R magazine features a smartphone interface and reaches families and individuals with limited access to technology, as well as those on the go.

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COST AVOIDANCE, COST SAVINGS, AND REVENUE GENERATED (ESTIMATED BENEFITS TO THE COUNTY): If you are claiming cost benefits, include a calculation on this page. Please indicate whether these benefits apply in total or on a per unit basis, e.g., per capita, per transaction, per case, etc. You must include an explanation of the County cost savings, cost avoidance or new revenue that matches the numbers in the box. Remember to keep your supporting documentation. Use Arial 12 point font

Cost Avoidance: Costs that are eliminated or not incurred as a result of program outcomes. Please indicate whether these are costs to the County or to other entities.

Cost Savings: A reduction or lessening of expenditures as a result of program outcomes. Please indicate whether these were expenditures by the County or by other entities.

Revenue: Increases in existing revenue streams or new revenue sources to the County as a result of program outcomes.

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