



Vashon Park District Communication Plan 2019

VPD Mission Statement

The mission of the Vashon Park District is to provide public access to the District's parks, facilities, and recreational programs by responsibly acquiring and maintaining these assets to appropriate defined standards, so Island citizens and visitors will be provided opportunities to improve the quality of their lives.

Communication Objectives

- Regularly and factually inform the voting community about VPD's strategic plan, levy, and budget objectives
- Increase awareness of VPD's facilities and services
- Increase use of facilities and services and increase attendance to events
- Generate interest and positive dispositions
- Correct perceptions that have been formed on misinformation

Communication Mix

Paid Advertising

- Newspaper
- Vashon Theater
- Posters
- Signs

Public Relations

- Newspaper – press releases, op-eds, letters to the editor
- Radio
- Social Media – proactive and reactive
- Strawberry Festival Booth
- Open Houses/Public Meetings
- Constituency Emails

Direct Marketing

- Postcard Mailers
- Recreation Guide