

APRIL 2018
OAK PARK TOWNSHIP ANNUAL REPORT
COMMUNICATIONS DEPARTMENT

Oak Park Township expanded its internal and external communications efforts in April 2017. Internally, printed materials, emails, and other documents were designed to include the Oak Park Township logo. The logo was redesigned to include our three values of “Community. Service. Caring.” Externally, the redesigned logo was incorporated and displayed on our website, social media, presentations, and in the lobby area of our 105 S. Oak Park Avenue office.

Our goal for FY19 and beyond is to continue to promote the Township’s new mission, vision and values through a consistent, innovative and widespread branding strategy.

COMMUNITY ENGAGEMENT

Township staff and volunteers participate in many community initiatives and activities including:

- OPRF Councils of Governments
- IGOV - Intergovernmental Committee of taxing bodies
- Farmers Market – voter registration outreach
- Day In Our Village
- Celebrating Seniors
- July 4th parade
- Barrie Fest

These groups and activities have been instrumental in our community outreach and allows us to provide information on our programs and services to residents in a variety of ways. We have also consistently shared information with all residents through traditional methods including:

- OPFYI – the Village newsletter
- News & Views – Senior Services’ quarterly newsletter
- Press releases and other public announcements
- Presentations including the League of Women Voters “Second Tuesday” forums

COMMUNITY PARTNERSHIPS

We value our partnerships with several service providers and other organizations throughout Oak Park and River Forest. As an example, Senior Services building at 130 S. Oak Park Avenue has served as a cooling and warming center for older adults during extreme temperatures. The congregate dining room is also a display area for exhibits of artists in the **Oak Park Area Arts Council**. During FY18, four local artists exhibited their artwork and enhanced the décor of the dining room. We also participated in the **Oak Park River Forest Chamber of Commerce** light-pole holiday décor program. The newly formed **Workgroup for Positive Youth Development** successfully gathered community input for the development of their logo as well as the communication of their mission and goals.

WEBSITE AND SOCIAL MEDIA

We built a “Contact Us” section on our website to facilitate public interaction and more effective feedback on the Township’s programs. In addition, we published **41** press releases on our programs, services, meetings, and events.

In FY18, the number of page likes we received on our Facebook page increased from **197** to **320**, or **+62%**. There were **294** posts about our programs, events, and other announcements. Among the most popular posts that reached the most number of Facebook users were:

- Positive Youth Development introduction – 10,900
- Positive Youth Development survey – 3,800
- Property tax appeal period – 1,800
- Township volunteer recognition – 1,300

COMMUNICATIONS FUTURE PROJECTS

1. Display new mission, vision and values through targeted community outreach strategies.
2. Evaluate and redesign Township website to improve user friendliness features.
3. Increase community outreach efforts through a variety of methods including email marketing and social media.
4. Continue to seek innovative ways to update and/or redesign communication materials; add personal appeal through testimonials, quotes and case examples.
5. Continue to participate in community events to promote awareness of Township services and offer residents increased access to board members and staff.