

Department of Parks and Recreation FY2017

FY2017 Performance Accountability Report

The Performance Accountability Report (PAR) measures each agency's performance for the fiscal year against the agency's performance plan and includes major accomplishments, updates on initiatives, and key performance indicators (KPIs).

Mission

The mission of the Department of Parks and Recreation (DPR) is to enhance the quality of life and wellness of District of Columbia residents and visitors by providing equal access to affordable and quality recreational services, and by organizing meaningful programs, activities and events.

Summary of Services

DPR provides a wide range of recreational activities to individuals and groups of all ages throughout the District of Columbia, including aquatics, athletics, fitness, urban camps, therapeutic recreation, environmental education and food and nutrition programs. To offer such diversified activities and services, DPR promotes recreation and leisure at over 931 acres of parkland, 73 recreation and community centers, 34 aquatic facilities, and several additional recreational facilities including playgrounds, athletic fields and play courts.

FY17 Top Accomplishments

Accomplishment	Impact on Agency	Impact on Residents
Opening of Kenilworth Recreation Center. On June 17th, DPR opened the Kenilworth Recreation Center in Ward 7. With this project, DPR renovated the center to include a new full sized gymnasium, boxing arena, fully functional state of the art demonstration kitchen, computer lab, senior suite, teen lounge, multipurpose rooms, outdoor pool and pool house, fully ADA accessible, and an electric car charging station in the parking lot.	DPR is able to provide needed recreational and leisure activities and programs to the Kenilworth community.	Residents in the Kenilworth community now have a new dedicated space for recreational and leisure activities.
Opening of Friendship Recreation Center - On August 25th, DPR opened the Friendship Recreation Center in Ward 3. With this project, DPR renovated the 4,500 sq ft recreation center with a new community room, lobby/gallery for art displays, kids arts and crafts room, new tot lot and playground, basketball courts, splash pad, landscaping, and required stormwater management amenities.	DPR is able to provide improved recreational and leisure activities and programs to the Spring Valley community.	Residents in the Spring Valley community have improved space for recreational and leisure activities.
Destination DPR - DPR provided recreation experiences for inner city youth outside of the District. The experiences included activities that could not be experienced in the District, including a visit to Luray Caverns, fishing, Broadway plays, and college visits.	DPR has been able to expand recreational experiences for District youth.	DPR served 30 participants per trip with there being 4 trips. The participants experienced recreational activities that they would normally not experience.

2017 Strategic Objectives

Objective Number	Strategic Objective
1	Improve the quality of life for District residents by providing equal access to high quality, outcomes-based recreation and leisure services.

2	Promote program success through high quality operational and administrative support.
3	Create and maintain a highly efficient, transparent and responsive District government.**

2017 Key Performance Indicators

Measure	Freq	Target	Q1	Q2	Q3	Q4	FY 2017	KPI Status	Explanation
1 - Improve the quality of life for District residents by providing equal access to high quality, outcomes-based recreation and leisure services. (5 Measures)									
Percent of participants who met program goals.	Quarterly	90%	79.7%	81.1%	85%	79.5%	80.7%	Unmet	While the percentage of customers reporting program goals being met increased from previous years, DPR has opportunities for improvement by more clearly defining program goals at the start of the program. With recently hired new staff, DPR is refocusing efforts on program development and metrics to increase program quality and outcomes.
Percent of program participants surveyed rating their experience in DPR programs as Good or Excellent	Quarterly	90%	83.1%	83.8%	88.8%	82.1%	83.7%	Nearly Met	While participant ratings in programmatic offerings have increased from previous years, DPR recently hired new staff to refocus on program development and metrics to increase program quality and outcomes.
Percentage of program participants surveyed that would recommend a DPR program to others	Quarterly	85%	83.6%	86.5%	89.5%	84.4%	85.5%	Met	
Percentage of program participants surveyed that plan to register for a DPR program again in the future	Quarterly	85%	50%	86.9%	91%	89.9%	89.6%	Met	
Percent of programs meeting minimum quality standards.	Quarterly	90%	87.5%	85.2%	87%	79.2%	82%	Nearly Met	While the number of programs meeting quality standards increased throughout the fiscal year, DPR recently hired new staff to refocus on program development and metrics to increase program quality and outcomes.
2 - Promote program success through high quality operational and administrative support. (4 Measures)									
Percentage of staff with professional	Annually	15%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	23.5%	Met	

certifications									
Percentage of staff completing industry-specific training	Annually	75%	Annual Measure	Annual Measure	Annual Measure	Annual Measure	100%	Met	
Percentage of customers rating net-positive customer experience	Quarterly	94%	92.5%	96.7%	84.9%	83.4%	88.8%	Nearly Met	DPR developed and implemented a new Customer Service Survey in FY 17. With standardizing the questions of the survey across all services and programs, DPR established a new baseline for tracking of the performance of this metric.
Percentage of agency's budget supplemented by outside resources	Quarterly	5	2	0.9	0.58	2.53	6	Met	

We've revisited a project to standardize District wide measures for the Objective "Create and maintain a highly efficient, transparent and responsive District government." New measures will be tracked in FY18 and FY19 and published starting in the FY19 Performance Plan.

2017 Workload Measures

Measure	Freq	Q1	Q2	Q3	Q4	FY 2017
1 - Aquatic Facilities and Programs (5 Measures)						
Number of visitors at aquatic facilities	Quarterly	84035	84965	198128	359073	726201
Number of programs provided	Quarterly	260	227	229	211	927
Program utilization rate	Quarterly	86.4%	71.5%	83.9%	87.9%	83.7%
# of minority youth learning to swim	Quarterly	955	491	1015	830	3291
# of new lifeguards trained	Semi-Annually	Annual Measure	Annual Measure	Annual Measure	Annual Measure	444
1 - Parks Policy and Programs (3 Measures)						
Number of Environmental & Conservation Classes	Quarterly	4	2	11	34	51
Program utilization rate	Quarterly	70.2%	No applicable incidents	92.2%	45.1%	53%
# of residents participating in classes	Quarterly	523	0	83	927	1533
1 - Permits (2 Measures)						
Number of permit applications received	Quarterly	1923	2641	2400	1465	8429
Number of permits issued	Quarterly	475	627	375	1314	2791
1 - Recreation Centers and Programs (7 Measures)						
Number of visitors at recreation centers	Quarterly	420879	408366	440242	484060	1753547
Number of programs provided	Quarterly	474	206	225	303	1208

Program utilization rate	Quarterly	79.9%	82.4%	78.6%	93.5%	83.9%
Number of at-risk youth connected through the Roving Leaders services	Quarterly	5862	5162	4866	7545	23435
Number of meals served through nutrition programs	Annually	Annual Measure	Annual Measure	Annual Measure	Annual Measure	490233
Number of fitness center memberships (Residents)	Quarterly	651	0	0	0	651
Number of fitness center memberships (Non-Residents)	Quarterly	85	15	12	7	119
1 - Special Events (4 Measures)						
Number of special events	Quarterly	102	29	76	458	665
Number of participants at special events	Quarterly	10457	1846	3204	11253	26760
Number of special event surveys collected	Quarterly	50	0	10	31	91
Number of external special events served	Quarterly	57	125	158	111	451
2 - Customer Service (2 Measures)						
Number of program surveys collected	Quarterly	507	535	287	764	2093
Number of customer service surveys collected	Quarterly	1720	76	32	988	2816
2 - Partnerships and Donations (4 Measures)						
Number of programmatic partners	Annually	Annual Measure	Annual Measure	Annual Measure	Annual Measure	60
Number of residents served by programmatic partners	Annually	Annual Measure	Annual Measure	Annual Measure	Annual Measure	1798
Number of park partners	Annually	Annual Measure	Annual Measure	Annual Measure	Annual Measure	34
Dollar amount from external resources	Quarterly	\$724531.8	\$424048.7	\$273266.3	\$1181159	\$2603005.9
2 - Planning and Design (1 Measure)						
Number of capital projects	Annually	Annual Measure	Annual Measure	Annual Measure	Annual Measure	54
2 - Support Services (1 Measure)						
Number of transportation trips executed	Quarterly	145	147	161	329	782
2 - Volunteers (2 Measures)						
Number of volunteers	Quarterly	249	154	36	198	637
Number of volunteer hours	Quarterly	11952	3350	1728	9504	26534

2017 Strategic Initiatives

Title	Description	Complete	Status Update	Explanation
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		to Date		
Aquatic Facilities and Programs (1 Strategic Initiative)				
Expand entertainment at outdoor pools.	In FY 16, in an effort to improve the overall experience at outdoor aquatic facilities, DPR piloted at two (2) locations the use of "DPR's Splash Radio." Through the use of a speaker system at the facility, DPR's Splash Radio provides music entertainment and advertisements on agency programs, activities, and events. In FY 17, in coordination with DGS, DPR plans to expand this initiative to all outdoor pools.	0-24%	DPR assessed the feasibility of expanding Splash Radio to the remaining outdoor pools. The agency decided to continue to pilot the initiative at the original two (2) locations due to the equipment and structural improvements that were necessary at the other locations. DPR procured the systems and is preparing to expand the number of sites in FY18.	Splash Radio was not expanded due the unforeseen requirement to also purchase additional equipment and make other structural improvements.
COMMUNICATIONS (1 Strategic Initiative)				
Expand community engagement through piloting non-traditional communications.	DPR plans to increase its communication footprint, with non-traditional outlets, such as social media and internet-based advertising. The agency plans to target these emerging outlets to increase awareness of DPR programs, activities, and events using, for example, Facebook Live, SnapChat, Twitter, and streaming radio campaigns to advertise specific DPR events and offerings.	Complete	In quarter 4, DPR aggressively hired new staff to oversee digital outreach, with a heavy focus on social media. This has resulted in an increased number of social media followers and outreach.	
CUSTOMER SERVICE (2 Strategic initiatives)				
Create process to effectively receive and calculate customer service, event and program surveys.	DPR serves all District residents and is a customer service driven agency. Gathering accurate and timely feedback from customers is a critical component to improve services and operations. In an effort to collect the maximum amount of feedback, DPR will develop standardized procedures for monthly collection of surveys, ensuring that the results are collected and reviewed in a timely manner. This data will assist in providing better customer service for residents.	Complete	DPR has revamped and launched its new customer and program survey. It has been made available online for customers to access. Additionally, DPR is developing new strategies to encourage customers to complete the survey while visiting a DPR location.	
Explore and pilot a recreation user account management system.	Throughout the year, DPR receives over 1.5 million visitors coming into recreation centers and aquatic facilities. In an effort to modernize and standardize the check-in process into facilities, DPR will explore the feasibility of a recreation user account management system and process. This will include the use of scanning of District identification cards, such as the DC One Card and driver's licenses, to expedite, automate, and accurately count visitors. In FY 17, DPR will identify the system, develop procedures for site check-in, and train staff.	75-99%	DPR is learning the customer identification features of a new system, identifying needed resources, and is in development of new procedures for customer check-in. DPR plans to train staff and	In FY 17, DPR was focused on implementing the new system for permit requests and program registration, which was completed in

	In FY 18, DPR will implement the new process.		implement a pilot in FY 18.	quarter 4. This caused a delay in the development of a customer identification system, new procedures, and training plan for automated customer check-in, which is currently in process.
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Human Resources (2 Strategic initiatives)

Training Academy	In FY 17, DPR will continue its effort to support workforce development. DPR has over 500 employees in various job functions across the agency, including recreation specialists, administrative personnel, support services, and more. To maximize opportunities for staff to gain important job skills, DPR will be hiring a new training coordinator, organizing two (2) all staff trainings throughout the year, and by develop training curriculum based on the job functions of the staff. DPR will seek to partner with sister agencies, such as DCHR, DPW, and outside organizations, such as the National Recreation and Parks Association (NRPA) to provide trainings for staff.	Complete	In quarter 4, DPR developed a framework for various training delivery platforms and courses for the training academy. The proposed theme of the academy is "Managing Your Career." The courses to be offered will be designed for both training and skill enhancements for the employee's current role and skill development and enrichment for promotional opportunities that employees would like to explore.	
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Increase opportunities for upward mobility.	DPR's Management Supervisory Service (MSS) makes up 6.6% of the agency's total workforce, providing minimal support for the agency's 500+ employees. To provide opportunities for Pathways to the Middle Class, Mayor Muriel Bowser provided DPR with funding to hire up to 24 MSS positions in FY 17. DPR will implement the creation of these 24 positions, prioritizing internal candidates for opportunities to move upward within the agency and their careers while also searching for quality external candidates. The creation of these positions will improve the span of control of managers, provide essential support to employees, and improve overall quality of services.	Complete	Throughout the fiscal year, DPR offered resume writing and interview skills trainings to encourage DPR employees to apply for new management positions. Several internal candidates were successfully selected and DPR has successfully reduced the management span of control for recreation centers and pools.	
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Parks Policy and Programs (3 Strategic initiatives)

Research and pilot zero waste	Through the recreational and meal programs, DPR produces a significant amount of waste that is sent to the landfill. Much of	Complete	DPR's zero waste program pilot was	
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<p>program at a recreation center to target waste reduction through multiple strategies.</p>	<p>that waste could be recovered or reduced through a zero waste program that focuses on composting organic waste, recycling recyclables, recovering and safely donating edible food, educating staff and program participants of reducing waste, educational signage, targeted communication and improved feedback and ordering methods to reduce over ordering or ordering food participants won't eat. DPR will research and explore a pilot zero waste program that focuses on these strategies at a recreation center.</p>		<p>successful and was completed at the Columbia Heights Recreation Center.</p>	
<p>Allow the DPR nature center to become a place for nature education that can then spread around the entire city.</p>	<p>Utilizing Lederer Gardens and Ft. Greble as a nature center, DPR plans to train a cadre of young men and women who can act as nature ambassadors for DPR that can educate the city on the healing power of nature, bringing nature & climate change into the urban context where in relates to communities all over the city. DPR will partner with various organizations to provide various nature programming and education at the site, where participants can learn skills related to nature preservation. DPR will focus training up to eight (8) individuals, one from each ward, in these skills and to host community engagement forums on how to incorporate nature skills to improve their communities. The first set of trainings will be completed by September 2017 with the first community forums to begin in FY 18.</p>	<p>Complete</p>	<p>DPR trained eight youth from all 8 wards who participated in a Nature Ambassadors Training Day that encompassed basic, hands-on urban agriculture education, as well as leading a youth-centric community forum.</p>	
<p>Increase the accessibility to healthy food items by hosting at least 2 free fresh foods markets in Ward 7 and 8 during the summer of 2017.</p>	<p>DPR in partnership with the local public and private entities will launch free fresh food markets to increase access to and encourage consumption of fresh fruits and vegetables east of the Anacostia River. The pilot for the fresh market program would be hosted and managed by DPR and will run exclusively in Wards 7 and 8.</p> <p>Each center will consist of visual and edible enticements promoting healthy foods including colorful tables, baskets filled with fresh produce and healthy non-perishable food, accompanied by festive music. These markets will be joyful community events, where families and children can mingle with volunteers and school administrators while selecting from fresh, seasonal produce and healthy pantry staples, totaling twenty-three 23 pounds of food per enrolled student. In addition to, the markets will feature kids cooking activities, recipe samples, and chef-led culinary demonstrations that will be designed in order to get children excited about healthy eating and cooking.</p>	<p>Complete</p>	<p>This pilot program successfully provided more access to locally grown food for residents in Ward 8. In addition to more healthy eating options, this program educated residents of the nutritional and medicinal properties of the foods that were brought to the markets.</p>	

Partnerships and Donations (2 Strategic initiatives)

<p>Initiate targeted partnership recruitment based on program gaps and priority areas identified by DPR program staff and leadership.</p>	<p>Annually DPR assesses program gaps and opportunities to develop new programmatic priorities. Information is gathered through yearly evaluations, industry trends, resident feedback and initiatives set forth by the Mayor, Deputy Mayor(s) and City Administrator. In FY17, the Office of Partnerships and Development will use this data and directive to craft targeted outreach and recruitment for new program partners to close unmet needs and achieve DPR program goals to diversify our pool of program partners across multiple disciplines such as STEM, the arts, and creative programming for our parks.</p>	<p>Complete</p>	<p>To meet the programmatic needs of the agency, DPR identified and is drafting 10 new Memorandum of Agreements (MOA) to offer free programs to District residents.</p>	
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	Planning and recruitment for partners will begin six (6) months prior to the start of a programmatic season.			
Research and develop a year round revenue-generating plan to operate concessions at targeted DPR recreation centers, pools and events.	DPR operates amazing recreational facilities across the city in all eight wards. Significant investments and resources have been made to make our recreations world class. As DPR assess areas and opportunities to increase revenue and diversify funding options, our concessions serve as a prime source of revenue-generation. In FY17 DPR will assess our sites, review business models and determine the best practice for leveraging our concessions to bring in additional revenue for the agency, with the goal of piloting the strategy at five sites across the city.	Complete	As part of DPR's year round revenue generating plan to operate concessions, DPR posted an RFP in FY17. However, responses expressed an interest in FY18, so the impact in FY17 was minimal. Additionally, DPR worked with food truck vendors to attend DPR's Chuck Brown Day. DPR expects additional gains in FY18 based on the RFP responses.	

PERMIT SERVICES (2 Strategic initiatives)

DPR, in partnership with OCP and OCTO, will implement a new permit and recreation management system.	<p>DPR, in partnership with OCP, is in the process of purchasing a new permit/recreation management system to better assist the agency and residents to enroll in DPR programs and request permits.</p> <p>DPR will develop a working group with representatives of various divisions of the agency and representatives from OCTO that will manage the implementation of the new system and coordinate training with all staff.</p> <p>The new system will be created to hold and make public a master DPR schedule that will incorporate all aspects of the agency. The calendar will enable the public to see what is going on at any DPR sites and facilities throughout the city. The calendar will enable permit requestors to see what is available before applying for a permit, the system will also block any permit application that is asking for a time that is not available, drastically reducing the number of duplications.</p>	Complete	DPR has completed the second phase of implementation of the new system. All DPR programs have been added and registrations have begun.	
DPR will implement new permit regulations.	<p>DPR's new permit fee regulations were passed in Summer 2016 and will into affect after Labor Day. With this new change, DPR will implement the following:</p> <ul style="list-style-type: none"> • Starting September 7th all new fees will be assessed to all permits. • Fall Athletic permits will be properly introduced to the new regulations and fees as a part of the Fall/Winter Permits window in June <ul style="list-style-type: none"> o A new process for payment will be created, communicated and implemented for Athletic permits to account for the new fees • Website will be populated with info on new regulations, fee schedule and Permits Handbook • Operating procedures will be created to administer permits under the new regulations, especially for new Fee-Based Permits and new activity 	Complete	DPR finalized its new Permits Handbook and has disseminated it to the public through the DPR website.	

	<ul style="list-style-type: none"> Operating procedures will be created implemented for a waiver policy that is consistent to the regulations; policy will be communicated fully with a series of meetings with Council staff, Mayor's office and DC Agencies. Permits office will continue to work with Community Recreation and the Sports Office to better align Permits and Programs to be able to offer a transparent, fair and objective process to issuing permits. 			
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Planning and Design (3 Strategic initiatives)

Identify two (2) outdoor restrooms in locations (parks, playgrounds, etc.) that do not have readily accessible restrooms.	Working in collaboration with the Office of Planning, DPR Planning and Capital Projects will work to identify locations within our inventory in need of outdoor restrooms and complete construction in FY 17. Both projects will be initiated and constructed with DGS, the implementing construction agency, with regard to the construction of the restrooms.	0-24%	DPR identified locations earlier in the year. However, it was later determined that the proposed locations were not feasible. DPR is reviewing new locations and continuing to research various systems.	DPR is reevaluating this initiative based on community feedback that was received throughout the process.
To identify two (2) informational/ interactive electronic kiosks/bulletin in fiscal year 2017.	Working in collaboration with the Office of Planning, DPR Planning and Capital Projects will work to identify locations within our inventory to strategically place "DPR" informational kiosks or bulletin. The kiosks could be used to provide information to users regarding DPR programs, activities and initiatives. DPR will work collaboratively with our internal communications, OCTO and DPR's IT division to program the kiosks with proper and pertinent information and then work with DGS, the implementing agency, on the proper installation of the kiosks. Works in conjunction with any mobile application and linked to other agency applications as well. Kiosks will be available for public use by Summer 2017.	Complete	DPR has identified the locations for the electronic kiosks. The agency is working with DGS and OCTO in reviewing and assessing systems to build at the locations.	
Construct an energy net-zero recreation center.	With the District as one of the most energy efficient cities in the United States, DPR plans to add to this success by constructing a new and innovative green infrastructure project. DPR, in coordination with DGS, will build the country's first energy net-zero recreation center. With plans to install green infrastructure, such as: energy producing structures, solar panels, wind turbines, geo-thermal wells, the building will produce as much energy as the center utilizes throughout the year. The project has the potential to reduce the agency's overall carbon footprint, save the District around \$75,000 in energy costs, and be a national leader in green recreational infrastructure. In FY 17, DPR will complete the design of the new facility. Construction will begin in Fall/Winter 2017 and will be completed by the end of FY 18.	Complete	DPR has completed the project design for the facility. DGS is currently working with the Zoning Board to obtain final approval of the project for construction to begin.	

Recreation Centers and Programs (11 Strategic initiatives)

Increase Roving Leaders engagement with at-risk youth.	DPR Roving Leaders perform outreach across the District by developing relationships and rapport with at-risk youth. Roving Leaders are assigned to specific wards within the District conducting street outreach, school and home visits, and administering mobile recreational opportunities. In an effort to	50-74%	DPR is still in the process of developing new electronic weekly reports for the Roving Leader Division.	During initial development of the new electronic form, DPR learned that
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	<p>standardize data collection processes, DPR will develop strategies to collect information and data of the communities served. This data will assist in understanding the impact of programs and to better provide resources to communities. Additionally, DPR will increase engagement of the Roving Leaders by assisting Police Service Areas (PSAs) and the Summer Crime Initiative's (SCI) additional attention through home visits and special events with mobile recreational supplies, such as the Rock Wall, Skatemobile, Movie Nights, and Fun Wagon.</p>			<p>the system being used did not meet the exact needs of the agency, thus leading the agency to refocus its efforts for a different system, which is now in early stages of development.</p>
<p>Develop a comprehensive plan to diversify programming throughout the Department of Parks and Recreation facilities.</p>	<p>The Community Recreation Services division currently selects programming through an existing program list that is limited in scope. Community Recreation, in an effort to diversify programs, proposes a two-year plan that will utilize customer surveys, community workshop forums, and "pop up" demonstrations/clinics facilitated by selected contractors to introduce equitable programming throughout the city. During FY17, data collected will be used to update the existing program offerings and contractors will be selected to be detailed to Recreation Centers. In FY18, while still using the program offerings list, data collected in the year prior will be used to determine where programs will be activated.</p>	<p>Complete</p>	<p>DPR is reviewing the analysis of data on programming needs and currently offered programs, as well as new data. Results of the analysis will be used to determine upcoming programming at the sites.</p>	
<p>Creating designated space specifically for teens ages 13-18 to participate in quality youth development programming.</p>	<p>DPR currently serves teenage youth in our facilities. DPR would expand this effort by creating designated space and or utilizing smaller facilities to provide high quality youth development programming. DPR will systemically begin to repurpose Field Houses into programmable space for Teens to come and participate in: social recreation, sports, health and fitness, character and leadership development along with college prep and career building programs. During FY17 DPR will select the Field Houses for program use and develop a plan of implementation.</p>	<p>Complete</p>	<p>A new teen activity center will open Fall 2017, at DPR's New York Avenue Recreation Center in Ward 5. There will be activities, special events and presentations geared towards teens.</p>	
<p>Activate Camp Riverview</p>	<p>In Scotland, MD, DPR owns an overnight campsite, Camp Riverview. Currently, a few DPR programs utilize the facility for a couple of weeks throughout the summer, with minimal use to the facility. In FY 17, DPR plans to properly activate the facility by having each program division plan overnight trips throughout the year to the camp.</p>	<p>Complete</p>	<p>Two weeks of overnight programming were completed in the summer of 2017 with great success. Additionally, several DPR and outside groups utilized the space in FY 2017.</p>	
<p>Study the feasibility of creating and implementing a new process for summer camp registration.</p>	<p>DPR currently uses a first-come, first-served system for summer camp registration, which makes it very difficult for many DC families to utilize our summer camp programs. The demand for DPR summer camps far outweighs what DPR is able to provide, and the agency must find a solution that will provide a more fair and equitable way to distribute camp spaces. DPR will develop a new process for summer camp registration that could include a new lottery system (in partnership with OCTO) and wait lists in an effort to provide families a more equitable and accessible opportunity to</p>	<p>Complete</p>	<p>DPR has researched the new recreation management system's lottery feature and is determining the feasibility of implementing the feature for next summer.</p>	

	register for summer camps. In FY17, DPR will initiate and complete the process of conducting a feasibility study around developing a new process that is transparent and user friendly, which will help the agency in improving the summer camp registration for customers.			
Partner with DCOA and Senior Villages to assist in increasing recreation program offerings for seniors.	A large number of the District seniors live in Senior Villages, which are nonprofit organizations that provide opportunities for seniors to keep living safely, comfortably and actively in their own homes and connected with their neighborhood. DPR will partner with the Villages to bring senior programs to areas that do not currently have access DPR senior programming, focusing heavily on Wards 3, 6, 7 and 8. Potential programs will include fitness classes, dance lessons, and art classes. Additionally, in order to support Domain 4 of the Age Friendly DC Initiative (Social Participation) the Senior Programs Division will work directly with DCOA and a senior advisory council, specifically explore expanding programs that are socially, emotionally and psychologically stimulating.	Complete	DPR has continued to work with Senior Villages in Wards 3 and 8. Due to greater than expected demand for senior recreational programming, an additional partnership is currently being developed in Ward 1. In addition to partnering with Senior Villages, DPR has been working with DCOA to develop and administer new grants to community organizations interested in providing senior programs at DPR centers across the District.	
Explore the feasibility of developing a new annual DPR Coaches Academy to focus on youth development, safety, and sport technical competence.	DPR currently offers coaches training opportunities for staff and volunteers. The current training structure requires coaches to complete concussion positive youth coaching training, concussion awareness, in some cases technical skill training. In FY17, while still utilizing the current training structure DPR will explore a new coaches academy structure that will mandate the completion of core competencies for all youth coaches, provide online opportunities for coaches to complete the training requirements, and basic sport skills competency testing.	Complete	DPR has finalized a partnership to allow coaches to be certified through the DC State Athletic Association and National High School Federation and become members of the DC Coaches Association. Coaches will have access to professional development courses, learn industry best practices, and network with other coaches from around the country.	
DPR will pilot fitness in the parks initiative.	DPR currently provides citywide fitness programming. The majority of the fitness offerings are located indoor at the agency's recreation and community centers. Research shows that there are several health benefits to park space. DPR will utilize community and triangle parks within its inventory to implement early morning and evening fitness programming. In FY17, specifically during the spring and summer months, the Programs Division will pilot a "Fitness in the Parks" series that will include a diverse offering of group exercise and martial arts classes.	Complete	During the spring and summer, DPR offered outdoor fitness programs at three (3) locations.	
To increase the	DPR is looking to make a significant contribution to improve	50-74%	DPR is still working with	DPR is still in the

<p>awareness and practices of healthy food preferences and selections of youth participating in DPR activities. This Pilot nutrition education programming and promotion will meet five (5) after school programs reaching around 100 District youth.</p>	<p>the dietary practices of District youth by providing participants and eligible persons with science-based, behavior-focused nutrition education and promotion strategies that help them maximize food resources and make healthy food choices. The nutrition education programming and promotion will include: 1) skill building to facilitate positive behavior change; 2) preference standards changes that make the healthy choice the easy choice, and 3) integrated initiatives and social marketing to build community and social support.</p> <p>This initiative will target behaviors and practices that include interventions focused on specific behaviors, like eating more fruits and vegetables, and increasing knowledge about health and nutrition. Additional focus will be placed on recognizing the motivations of the District youth and work constructively with them to developing appropriate strategies based on those mediators.</p> <p>Furthermore it will improve the awareness, skills, and motivation for participants to take action at home, school, and in the community to select, consume and enjoy healthy foods.</p>		<p>partners that sponsor evening meals to develop nutritional educational materials to distribute to participants receiving meals. DPR has also constructed a new education kitchen at the Kenilworth Recreation Center in Ward 7.</p>	<p>process of developing a programmatic partnership to provide nutrition-based programming.</p>
<p>Identify one location per ward to install healthy vending machines.</p>	<p>DPR will identify one location per ward to allow a vendor to install vending machines that will only offer healthier food options. These vending machines will offer healthier snack alternatives to park and recreation patrons, than the traditional snack foods. This service will be piloted through the entire FY2017 to assess use and benefit of this program.</p>	<p>Complete</p>	<p>DPR identified one location per ward to install healthy vending machines. However, DPR is still exploring the best strategy for implementing the vending machines, with a target of installation in FY 18.</p>	
<p>Strategic preparations for summer services for at-risk youth.</p>	<p>In support of the Mayor's Safer, Stronger DC Initiative, and in coordination with planning led by the Deputy Mayor for Health and Human Services (DMHSS), DPR plays an active role in providing community services, including outreach and providing safe passages, to at-risk youth in targeted Police Service Areas (PSAs) throughout summer.</p> <p>In advance of the summer season, DPR will set a strategic plan for its mobile recreation resources in response to the Safer Stronger Initiative. This includes the planning of staffing needs, staff trainings, program and event supplies, scheduling, etc. Additionally, to engage youth participating in programs in the targeted PSAs and other crime hotspots, DPR will organize enrichment field trips for youth and families in positive recreational activities, while providing connection to other city social services.</p> <p>Additionally, DPR will work to strengthen safe passages in identified target PSAs by deploying staff to schools and metro stations. DPR staff will walk with youth to and from schools, recreation centers, bus stops, and metro stations, building rapport and helping prevent conflicts.</p>	<p>Complete</p>	<p>DPR strategically deployed its mobile recreation resources at various locations across the city, with important focus at targeted PSAs. Additionally, DPR participated in the Mayor's Safer, Stronger DC Initiative, safety monitoring at metro stations, schools, and targeted PSAs, and engaged families on the Every Day Counts Initiative.</p>	

Special Events (1 Strategic Initiative)

<p>DPR will utilize Small Parks as community stages by organizing a concert in the park series.</p>	<p>DPR has small parks that span across the entire city that can be utilized as spaces to host small cultural arts programs. DPR will organize a small concert series that tour across the city utilizing the small parks as their performances stages. This would serve as a cultural, educational and concert event that thinks globally but acts locally by tapping into that many embassies around the city we can make this a truly international event. This is an event and series that no other place in the world can recreate due to the unique musical, cultural and political history of the city.</p>	<p>Complete</p>	<p>DPR hosted 9 concerts in small parks across the entire District and represented the cultural diversity found in the city. In addition to musical performances, improvisational theater performances took place in multiple parks.</p>	
<p>Transportation (1 Strategic Initiative)</p>				
<p>Develop and implement an Inventory Management System</p>	<p>Support and Warehouse Services will work with DPR and OCTO IT Services to develop and implement a new management system to inventory all goods (furniture and supplies) coming in and going out of the warehouse. This system would allow staff to track all goods being stored. In addition the management software systems will make it possible to digitally manage stock in a more cost effective way. The management system can also provide report of items that need to be surplus/auctioned if not claimed for use within a period of time. In addition would allow the agency to track spending and waste. In FY 17, DPR will identify the system requirements, cost estimates and develop a project plan. In FY 18, DPR will implement the new system.</p>	<p>Complete</p>	<p>DPR has identified the specifications of the system needed and researched the cost. Currently, DPR is determining the potential available resources to implement the new system in FY 18.</p>	
<p>Volunteers (1 Strategic Initiative)</p>				
<p>Develop and launch an outreach and recruitment campaign to increase the number of DPR special event volunteers.</p>	<p>Volunteers are important partners in assisting, promoting and complimenting DPR programs, facilities and events. Our agency is very fortunate to have over 500 volunteers annually donating their time to support our mission. The majority of DPR volunteers fall into two buckets, Co-Ops or Coaches. As DPR continues to increase its efforts to better connect with our diverse community through outreach and educational events, the needs and the opportunities for volunteers evolves. In FY 17 DPR will develop a third track of volunteer recruitment to support DPR city-wide events by organizing specific community outreach and marketing, both online and in communication materials, to organizations and individuals for special events. This will include utilizing DPR's website, developing a new quarterly newsletter, and advertisements at volunteer fairs.</p>	<p>Complete</p>	<p>Utilizing DPR's new volunteer management system, DPR was able to successfully recruit over 170 volunteers for special events in FY 17. Additionally, DPR engaged in outreach to various high schools to encourage students to volunteer with DPR to earn mandatory service hours.</p>	