



**Dallas Park & Recreation**

**2019 Dallas Park and Recreation Board  
Priorities**

**May 16, 2019**

# Background

- The Park and Recreation Board met on January 24, 2019 for Annual Retreat
- Determined priorities in three (3) categories:
  - Security
  - Governance
  - Funding
- Staff aligned Park Board Priorities to the Department's Strategic Plan (as outlined in the Comprehensive Plan)

# Comprehensive Plan

The Comprehensive Plan establishes 13 Strategic Directions, including a set of actions and sub-action



# Strategic Plan | Strategic Directions

## Park Board priorities align to almost half of the (13) Strategic Directions

- 1) Ensure adequate parkland to accommodate future growth
- 2) Continue to implement the “trail circuit” to create a more connected and active community
- 3) Use a community service area approach to better leverage recreation center resources and enhance the delivery of recreation programming
- 4) Create a more financially sustainable park system
- 5) Build and strengthen partnerships to create a more sustainable park system
- 6) Promote the synergy between parks and economic development to enhance the recreational experience
- 7) Improve marketing and communication to enhance park operations and user satisfaction
- 8) Collaborate on the realization of the vision for the Trinity River corridor as Dallas’ premier open space
- 9) Promote interpretation and education of the historic, cultural, and natural resources in parks
- 10) Emphasize design excellence and sustainability in parks and facilities
- 11) Elevate the environmental profile of the park system
- 12) Ensure that staff capabilities match the department’s needs
- 13) Continue to enhance safety and security in all parks and facilities

# Strategic Plan Alignment

The following slides outline:

- Park Board Proposed Strategy
- Strategic Direction (as it aligns to the Comprehensive Plan)
- Action and Sub-Action

# Security

Park Board Proposed Strategy	Strategic Direction	Action	Sub-Action
Enhancement for park rangers (Austin + 11 -> 20)	13 Continue to enhance safety and security in all parks and facilities.	13.1 Ensure adequate “eyes on the street.”	13.1.1 Expand the park ambassadors program to increase visible surveillance and rule enforcement in parks
DPD/Private security (Comp. Sec. Plan - COD)	13 Continue to enhance safety and security in all parks and facilities.	13.1 Ensure adequate “eyes on the street.”	13.1.1 Expand the park ambassadors program to increase visible surveillance and rule enforcement in parks
Dallas Police Department (DPD) Park Police Division	13 Continue to enhance safety and security in all parks and facilities.	13.1 Ensure adequate “eyes on the street.”	13.1.1 Expand the park ambassadors program to increase visible surveillance and rule enforcement in parks
Extra neighborhood patrols (DPD) need funding mech.	13 Continue to enhance safety and security in all parks and facilities.	13.1 Ensure adequate “eyes on the street.”	13.1.1 Expand the park ambassadors program to increase visible surveillance and rule enforcement in parks
Technology/Park Surveillance System (Comp. Sec plan - COD)	13 Continue to enhance safety and security in all parks and facilities.	13.2 Update Department guidelines and policies on safety and security	<i>To be developed</i>
Drones	13 Continue to enhance safety and security in all parks and facilities.	13.2 Update Department guidelines and policies on safety and security	<i>To be developed</i>

# Governance

Park Board Proposed Strategy	Strategic Direction	Action	Sub-Action
Policy: Athletic field usage (Consultant) -> Video	4 Create a more financially sustainable park system.	4.3 Pursue enhanced revenue opportunities	4.3.1 Review athletic field reservation methodology
Brief Board on current usage			
Redefine relationship between Friends groups and DPR	5 Build and strengthen partnerships to create a more sustainable park system.	5.3 Create a Business Development Office to coordinate with foundations, conservancies, friends groups, and the business community and ensure the Department and its partners have fair and equitable relationships	5.3.1 Support and expand the existing network of friends groups for parks and trails, and establish friends groups for recreation facilities
Annual meeting/boot camp for friends groups "park summit"	5 Build and strengthen partnerships to create a more sustainable park system.	5.3 Create a Business Development Office to coordinate with foundations, conservancies, friends groups, and the business community and ensure the Department and its partners have fair and equitable relationships	5.3.6 Establish a process to recognize partners for their contributions, including an annual partnership appreciation event
Role of Dallas Parks Foundation/Friends of Dallas Parks	5 Build and strengthen partnerships to create a more sustainable park system.	5.5 Action 5.5. Support and help establish other entities to focus on supplemental funding, and work collaboratively to set targets for contributions	5.5.1 Strengthen the Department's partnership with the Dallas Parks Foundation by setting common goals for supporting land acquisition and capital improvements
Marketing/Sponsorship	5 Build and strengthen partnerships to create a more sustainable park system.	5.6 Identify areas in need of donor support, and reach out to donors to provide support	5.6.3 Develop sponsorship proposals to help underwrite and offset operating cost for programs and services

# Funding

Park Board Proposed Strategy	Strategic Direction	Action	Sub-Action
Policy for organic maintenance (Consultant) <i>X% organic by X year</i>	11 Move park maintenance towards sustainable and environmentally friendly standards.	11.1 Move park maintenance towards sustainable and environmentally friendly standards.	11.1.1 Continue to implement policies that target waste reduction, recycling, reduced greenhouse gas emissions, reduced energy usage, reduced water consumption and light pollution.
Development Office \$ -> <i>Programs/Operations</i>	4 Create a more financially sustainable park system.	4.6 Explore new ways of doing business that create system-wide efficiencies.	<i>To be developed</i>
TPL white paper recommendations	1 Ensure adequate parkland to accommodate future growth.	1.1 Upgrade or provide new parks and facilities to meet level of service standards and changing user needs.	1.1.5 Monitor national trends in parks, and incorporate new and innovative experiences to sustain community engagement



# Next Steps

- Revise/create sub-actions for items that are not clearly outlined
  - Technology/Park Surveillance System (Technology)
  - Drones (Technology)
  - Development Office (Funding)
- Prepare briefings to Park and Recreation Board on progress