

Park & Recreation Board



City of Dallas

Approved by the Park & Recreation Board on January 12, 2023

Memorandum

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CITY SECRETARY
DALLAS, TEXAS



CITY OF DALLAS

DATE January 26, 2023

TO Shanee Weston, Boards and Commissions, Sr. Coordinator

SUBJECT **FY 21-22 Park and Recreation Board Annual Report Submission**

In accordance with Dallas City Code, Ch 8 -1.1, the Park and Recreation Board is officially submitting its Annual Report for FY 2021-2022

Should you have any questions please feel free to contact me at 214-670-4078 or via email at Anthony.Becker@Dallas.gov

A handwritten signature in black ink that reads "Anthony Becker".

Anthony Becker

Secretary to the Park and Recreation Board

c: John. D. Jenkins, Director
Yesenia Valdez, Board Coordinator

Chair's Memo

January 18, 2023

TO Honorable Mayor and Members of the City Council

SUBJECT **Park and Recreation Board Annual Report for FY 2021-2022**

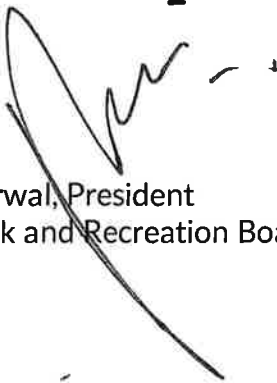
Dear Mayor and Members of the City Council:

In accordance with City Code, Chapter 8 Boards and Commissions, SEC. 8-1.1., please find attached a report of the Park and Recreation Board's activities for the October 1, 2021 through September 30, 2022 fiscal year.

This report details the Board's endeavors and accomplishments that contributed to the success of the Park and Recreation Department's outstanding year. Our vision is for Dallas to be a premier Park and Recreation system in the United States.

On behalf of the entire Park and Recreation Board, we thank you for your support, commitment, and the opportunity to serve the City of Dallas through service on this Board.

Sincerely,



Arun Agarwal, President
Dallas Park and Recreation Board

Table of Contents

Chair’s Memo 2

Members 4

Mission/Vision Statement 5

Committees/Subcommittees 6

Summary of Objectives and Accomplishments..... 7

Recommendations of the Board/Commission.....11



Park & Recreation Board Members

Park and Recreation Board
Established by Dallas City Charter
1905

Park and Recreation Board
Arun Agarwal, President

Council District 1, JR Huerta
Council District 2, Fonya Mondell
Council District 3, Taylor Toynes
Council District 4, Harrison Blair
Council District 5, Lorena Tule-Romain, Priscilla Rice
Council District 6, Tim Dickey
Council District 7, Daniel Wood, Vice President
Council District 8, Bo Slaughter
Council District 9, Maria Hasbany
Council District 10, Robb P. Stewart
Council District 11, Jeff Kitner
Council District 12, Lane Conner
Council District 13, Calvert Collins-Bratton
Council District 14, Rudy Karimi
Citywide (Place 15), Arun Agarwal

Park and Recreation Department Director
John D. Jenkins

Dallas Park and Recreation Department
1500 Marilla Street, Ste. 6FN
Dallas, TX 75201
(214) 670-4100
www.dallasparks.org

Mission statement

To champion lifelong recreation and serve as responsible stewards of the city's parks, trails and open spaces

Vision Statement

A comprehensive system of parks, trails, open spaces and recreational facilities that sustains, inspires and invigorates

Jurisdiction/Authorization

The Park and Recreation Board is a quasi-legislative Board established by the Dallas City Charter, Chapter XVII.

In 1905, revisions to the City of Dallas Charter created a Park and Recreation Department to be administered by the Park and Recreation Director under the supervision of the Park and Recreation Board. The Board has fifteen members, the number equal to the number of members on the City Council. Each City Council member and the Mayor appoint a person to the Park Board. The Mayor appoints the Park Board President from among the confirmed Park Board members, subject to ratification by a majority of the City Council. The Park and Recreation Board members have jurisdiction over the control, management, and maintenance of the public parks of the city, with power to acquire, in the name of the city, land for park purposes.

Committees/Subcommittees

Administration and Finance Committee

This subcommittee is responsible for providing recommendations to the full board and oversight of items pertaining to the financial, administrative and policy-making functions of the Park and Recreation Department.

The committee consisted of:

- Robb Stewart, Chair
- Taylor Toynes, Co-Chair (October '21)
- Maria Hasbany, Co-Chair (January '22 September '22)
- Calvert Collins-Bratton
- Timothy W. Dickey
- Jeff Kitner
- Lorena Tule-Romain/Priscilla Rice
- Bo Slaughter

Planning and Design Committee

This subcommittee is responsible for providing recommendations to the full board and oversight of items pertaining to engineering, architectural, consultant and construction contracts, land acquisition, sale of park land, park development and master plans, development and inter-local agreements.

The committee consisted of:

- Jeff Kitner, Chair (October '21 – December '22)
- Lane Conner, Chair (January '22 – September '22)
- Fonya Mondell, Co-Chair
- Harrison Blair
- JR Huerta
- Rudy Karimi
- Taylor Toynes
- Daniel Wood

Ad Hoc Committees

Employee Hearing Tribunal

The Tribunal provides the final ruling for employees who appeal disciplinary actions which resulted in a demotion or discharge. There were no tribunal hearings in FY 2021-2022

Marketing and Sponsorship Committee

The Marketing and Sponsorship Committee provides guidance for staff to bring the Park and Recreation Department 'brand' out to the public and leverage support, both personal and monetary to help sustain the department.

Accomplishments

- Established committee goals
- Reviewed Park and Recreation Board Policy: Sponsorship and Marketing Revenue (No. 7 06-17-2004) for potential revision
- Approved PKR Sponsorship RFCSP for increased revenue opportunities

Director's Performance Review Committee

The Director's Performance Review Committee is responsible for reviewing the annual performance of the Director as leader of the department and providing a recommendation to the full Board. This committee is made up of the Board as a whole and meets during a regular board meeting to deliberate on the Director's performance appraisal.

Summary of Accomplishments

Dallas Park and Recreation Department Priorities



Environmental Initiatives

Promoted green programming opportunities through community engagement with Adopt-a-Prairie programs, Branching Out and BioBlitz events

- Continued to support environmental initiatives through the Eco Warriors Program
- Excellent performance in Environmental Management System and compliance audits. OEQS audited twenty-one facilities with the following findings: zero nonconformances, 1 Opportunity for Improvement, 1 Comment, 10 Strengths
- Achieved goal of 100% full-time employees completing environmental training
- Outreach to the public on environmental initiatives and conservation programs at EarthX Expo at Kay Bailey Hutchinson Convention Center
- To prevent stormwater pollution, the Environmental Division assisted with eight spills, including spill response, clean-up, and reporting. Two spills were more than a gallon and were reported to OEQS.
- Continued to minimize carbon footprint by promoting green initiatives such as the integrated pest management program and utilizing electric equipment
- The Environmental Division oversaw remediation by a clean-up company for a sewage discharge from an adjacent business into Luna Vista Golf Course
- Recycling improvements at PKR facilities - Ordered recycling posters and developed recycling refresher training
- Maintained our Environmental Management System by complying with environmental regulations and meeting the requirements of an ISO14001 certified system
- Completed work for the Brownwood Park Erosion Control and Soccer Field
- Completed the Lake Highlands Bald Eagle Protection Plan
- Executed White Rock Lake Litter Initiative (e.g. Litter Boom)
- Supported Comprehensive Environmental and Climate Action Plan (CECAP) targets through work on the Urban Forest Master Plan, Blackland Prairie program, tree planting events by the Branching Out Program, and sustainable practices of park operations and maintenance
- Executed the White Rock Shoreline Maintenance Plan
- Outreach to teens attending summer camp through service activities that included invasive species removal, a tour and recycling activity at the Materials Recovery Facility, a trash clean-up at a local lake, and a stormwater activity at Samuel Farm

Equity & Inclusion

- Integration of equity strategies from the All Dallas Park and Recreation Equity Plan and other identified activities into operations and service delivery.
- Identified historically underserved areas for targeted programming,
- Outreach to the public on plastic pollution in our local water bodies and oceans at Bachman Indoor Pool's Ocean Swim event; event coordinated by Aquatics staff and the ABS, Environmental Division collaborated
- Completed the network bandwidth and technology upgrade at 19 Park facilities
- Deployment of the Teen All Access Pass-allowing Dallas teens free access to City and partner venues during July 2022. Also, a part of the Mayor's Summer of Safety.
- Summer Programming offered at the Forest Audelia Boxing Gym. Provided a summer camp experience to an area where recreation programming has been limited or non-existence due to lack of recreation facilities in the area.
- Phase I of the Wi-Fi expansion at 14 parks
- Submitted the Budgeting for Equity tool (BFE) as part of the annual budget development process
- Produced citywide digital/print marketing collaterals in English & Spanish
- Improved language inclusion in our marketing and communication efforts (digital and print)
- Equity lens applied to Aquatics Master Plan and Aquatics Services Division programming
- Installed an ADA drinking fountain and park furnishings at Wheatley Park

Neighborhood & Community Parks

- Completed 8 playground installations: Arapaho Park, Westmount Park, Martin Luther King Jr Park, Craddock Park, Munger Park, Central Square Park, Devon Anderson Park, Carpenter Park
- Completed improvements at 4 recreation centers: Martin Luther King Jr, Bachman, Hamilton, and Willie B. Johnson
- Completed 4 trails: Northaven – Valleydale Connection, Walking Loop Trail at Rose Haggar Park, and Elmwood Parkway Trail Phase III, White Rock Lake Trail reconstruction
- Completed the Crockett Park Dog Park
- Completed improvements at the Paul Dyer Maintenance Building, Bentwood Park, Campbell Green Park, McCree Park, and Wagging Tail Park.
- Complete construction of Campbell Green Pickleball Court, Kidd Springs Japanese Garden, and Carpenter Park
- Completed improvements at the following athletics fields: Willis Winter Baseball/Softball field, Soccer field, Samuell Grand Baseball/Softball field, Kleberg baseball field, and Fireside Football Field.
- Continued school district partnerships with Richardson ISD and Dallas ISD totaling 52 schools that are open to the public after hours and on weekends
- 87% of the Strategic Plan actions, outlined in the Comprehensive Plan, are complete, continuous, or underway

Initiation of the following projects (Bidding, Design, Under Construction):

- Bachman Lake Aquatic Center
- Lake Highlands Trail
- Trinity Strand Trail
- Harwood Park
- Wheatland Football Field
- Trinity Spine Trail Phase I
- Trinity Strand Trail Phase II
- Timberglen Trail Phase I and II
- Samuel Farm Master Plan
- Cadillac Heights Park Restoration
- Campbell Green Rec Ctr Restoration
- Martyrs Park
- Tower Building
- Centennial Building
- Reverchon Park Ballfield Restoration Design

Acquisition of the following parks:

- Woody Branch
- Parkdale Lake
- Timberlawn

Agreements initiated and/or completed:

- L.B. Houston Nature Area trail
- Woody Branch Park TPL Agreement
- Dickerson Property Lease Agreement
- University Crossing Trail TA Set-aside AFA
- SoPac Trail Vickery Meadows PID Development Agreement
- Preston Ridge Trail Plano Trail Agreement

Operational Excellence

- Continued work with park visitor count and economic impact study for completion in December 2021
- Strengthened external communications with in-house production of 45 informational videos with 70,084 digital/social media views, resulting in 25% viewership increase
- Evaluation of future department strategies such as: increase TPL ParkScore, attainment of NRPA Gold Medal, and other data/research projects
- Collaboration with the PKR Finance team to collect, report, and evaluate performance measures related to the City Manager's Office Dallas 365, the annual budget process, and as needed
- Created internet portal for contract submissions to improve contract routing for capital projects
- Strategic Initiatives continues to provide department and division support as needed as it relates to program development, research studies, strategy development, and data analysis. Recent examples include: White Rock Lake operational data summary, athletic field usage, park asset valuation analysis (estimated potential revenue for park marketing/sponsorship opportunities) and Council District park/asset listing reports
- Updated Standards of Care document approved by City Council (Summer 2022)

Programming Highlights

- Collaborated with a multitude of partners to kickoff the Youth All Access Pass (YAAP). YAAP is an exclusive pass that allows teens the opportunity to explore Dallas venues and attractions at no cost to teens. There were 5,587 passes redeemed.
- Resumed Adventure Camp at Samuell Farm - a new, 9-week specialty summer camp providing outdoor adventure experiences such as mountain biking, kayaking, archery, fishing, and survival skills for 229 youth ages 7-15 years old
- Completed the 2022 Teach a Child to Swim fundraising campaign raising \$36,339
- Certified 204 American Red Cross Lifeguards, water safety instructors, and lifeguard instructors
- Resumed Teen Recreation (TRec) programming at 14 recreation centers across the city of Dallas for teens ages 13-17. Youth had the opportunity to participate in a variety of activities such as, sports, games, performing and fine arts, technology, fitness, and more.
- Increase attendance and participation at tennis and golf centers (59,211 rounds of golf were higher than the previous year)

Partnerships

- Partner Match Policy - developed policy to expend remaining 2017 bond funds
- Sponsorship Program Development
- Secured private philanthropic funding for Parkdale Lake Master Plan
- Southern Gateway Public Green Development Agreement
- Reverchon Park Ballfield - completed agreement with DISD for \$5M in funding for park
- Renewed partnership agreements with Baylor Scott and White to address health disparities in underrepresented communities-Equity
- Renewed partnership agreements with WellMed Charitable Foundation to address health access and disparities in underrepresented SENIOR communities
- Partnership with White Rock Conservancy to fund signage and digital wayfinding platform

Professional Development

- Implemented Targeted Training Programs designed to maximize employee training activities and training hours
- Implemented Core Competencies identification process for divisions to use to identify skills and behaviors to acquire, improve or maintain in support of Service Excellence
- The first-ever Dallas Park and Recreation Academy brought park employees together for two days of intensive professional development.
- Created a committee to focus on addressing Employee Engagement improvement opportunities. A cross sectional committee was identified /created across employee groups (field/Labor, Clerical, Technical & Admin/Professional)
- Attended numerous speaking engagement opportunities at facility openings, ribbon cuttings and groundbreakings including (but not limited to): Adelfa Callejo Sculpture unveiling, Willie B. Johson, Lakewood Park, Cedar Crest Golf Course Press Conference, Twin Falls Park, and Kiest Park. Additionally, advocated for the park system at public meetings for City Council - budget deliberation, town hall meetings, and other community events

Recommendations of the Park & Recreation Board

The Park and Recreation Board held regular meetings on the first and third Thursdays of each month (July recess in accordance with Council Resolution 90-2673). The Board held 20 of 21 regularly scheduled during the fiscal year.

The Board considered authorizations and provided the following recommendations to the City Council:

<i>Change Orders</i>	2
<i>City Code/Ordinance Revisions</i>	0
<i>Concession Contracts</i>	2
<i>Construction Contract Awards</i>	13
<i>Development/Maintenance Agreements</i>	8
<i>Fee Authorizations</i>	0
<i>Funding Agreements</i>	3
<i>Grant Applications</i>	1
<i>Land Acquisitions</i>	3
<i>Master Plans</i>	1
<i>Management Agreements</i>	3
<i>Memorandums of Understanding / Interlocal Agrmt</i>	6
<i>Permit Requests/ License Agreements</i>	17
<i>Plans and Specifications</i>	0
<i>Professional Services Contracts</i>	6
<i>Public Art Projects</i>	7
<i>Public Hearings</i>	4
<i>Purchasing</i>	3
<i>Policies</i>	4
<i>Resolutions</i>	1
<i>Trust Fund Reimbursements</i>	0
<i>Usage Agreements</i>	0
<i>Projects with Match Funding applications (granted)</i>	0
TOTAL	84