

Park and Recreation Board

Annual Report | FY 2020-2021

October 1, 2020 – September 30, 2021



Pacific Plaza at night photo: Bill Tatham

Mission

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

Vision

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



City of Dallas

**Park and Recreation Board
Established by Dallas City Charter
1905**

Park and Recreation Board

Calvert Collins-Bratton, President
Council District 1, Barbara A. Barbee
Council District 2, Jesse Moreno, Fonya Mondell
Council District 3, Taylor Toynes
Council District 4, Harrison Blair
Council District 5, Lorena Tule-Romain
Council District 6, Tim Dickey
Council District 7, Daniel Wood
Council District 8, Bo Slaughter
Council District 9, Maria Hasbany
Council District 10, Robb P. Stewart, Vice President
Council District 11, Jeff Kitner
Council District 12, Lane Conner
Council District 13, Calvert Collins-Bratton
Council District 14, Amanda Schulz
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**

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.

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
- Harrison Blair
- Timothy W. Dickey (January - September)
- Maria Hasbany
- Amanda Schulz
- Bo Slaughter (January - September)
- Lorena Tule-Romain
- Daniel Wood (October - January)

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:

- Jesse Moreno (October – August), Chair
- Jeff Kitner (August – September), Chair
- Jeff Kitner (October – August), Co-Chair
- Arun Agarwal (August – September), Co-Chair
- Arun Agarwal
- Barbara A. Barbee
- Daniel Wood (January - September)
- Lane Conner
- Timothy W. Dickey (October - January)
- Bo Slaughter (October to January)

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 was one Tribunal Hearing in late October and early November 2020. The members of the Tribunal were: Amanda Schulz, Lorena Tule-Romain, and Bo Slaughter.

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. The committee consisted of: Arun Agarwal, Chair, Calvert Collins-Bratton, Lane Conner, Maria Hasbany, Jeff Kitner, Daniel Wood.

Accomplishments

- Established committee goals
- Reviewed Park and Recreation Board Policy: Sponsorship and Marketing Revenue (No. 7 06-17-2004) for potential revision
- Reviewed staff recommendation of estimated revenue through the Department Sponsorship Opportunities and Potential Revenues analysis
- Initiated process to procure PKR Sponsorship RFCSP for increased revenue opportunities (vendor selection anticipated for Fall 2021)

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 consisted of the entire Board.

Summary of Recommendations

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 19 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>	9
<i>City Code/Ordinance Revisions</i>	0
<i>Concession Contracts</i>	1
<i>Construction Contract Awards</i>	19
<i>Development/Maintenance Agreements</i>	10
<i>Fee Authorizations</i>	0
<i>Funding Agreements</i>	7
<i>Grant Applications</i>	5
<i>Land Acquisitions</i>	6
<i>Master Plans</i>	3
<i>Management Agreements</i>	3
<i>Memorandums of Understanding / Interlocal Agrmt</i>	4
<i>Permit Requests/ License Agreements</i>	6
<i>Plans and Specifications</i>	0
<i>Professional Services Contracts</i>	17
<i>Public Art Projects</i>	6
<i>Public Hearings</i>	2
<i>Purchasing</i>	4
<i>Policies</i>	0
<i>Resolutions</i>	0
<i>Trust Fund Reimbursements</i>	0
<i>Usage Agreements</i>	0
<i>Projects with Match Funding applications (granted)</i>	1
TOTAL	103

Dallas Park and Recreation Department Priorities

 Environmental Initiatives	 Equity & Inclusion	 Neighborhood & Community Parks
 Operational Excellence	 Partnerships	 Professional Development

Summary of Department Accomplishments

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
- Implemented GPS based chemical spray equipment at golf courses to reduce staffing, chemicals and costs
- Implemented recycling programs at all seasonal locations at aquatic facilities/pools
- Continued to minimize carbon footprint by promoting green initiatives such as the integrated pest management program and utilizing electric equipment
- Co-steered Citywide Forestry Task Force which launched Urban Forestry Website and finalized Urban Forest Master Plan
- Launched software tree inventory program which to assist with implementation of the new Urban Forest Master Plan
- Collaborated with Arborjet to hold the first Certified Arborist Plant Healthcare Field Day at Flag Pole Hill for over 60 local arborists. The training focused on demonstrations for air excavations, trunk, and deep root injections
- Maintained our Environmental Management System by complying with environmental regulations and meeting the requirements of an ISO14001 certified system
- Continued the Eco-Warrior program to advance environmental initiatives in waste reduction, recycling, green cleaning products, fleet improvements, increasing organically maintained landscaping, reducing greenhouse gases, and increasing building efficiencies
- 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
- Increased Stormwater Construction General permit compliance of DPARD construction contractors through communication of requirements at pre-construction meetings and six-month check-in meetings on spill prevention and environmental regulations
- Outdoor Adventures hosted a 9-week camp at Samuel Farm; participants partnered with the Urban Biologist to learn about the ecosystem, conservations and ways to preserve and protect our natural spaces
- Implemented recycling at all season Aquatic facilities



Equity & Inclusion

- Collaborated between Dallas Park and Recreation and the Office of Equity to integrate department work into City Racial Equity Plan
- Partnered with the City Park Alliance to utilize resources related to equity related funding and research studies related to research and data
- Development of department's Equity Plan that includes a plan: framework, core team, and plan implementation strategies
- Held inaugural Park Equity Core Team meeting in August to further advance equity related efforts/activities within the department. Core team members were selected by Executive Team and include Division representatives that serve as equity ambassadors.
- Submitted the Budgeting for Equity tool (BFE) as part of the annual budget development process
- Installed ADA accessible Hydro lifts at Grauwlyer, Glendale, Jaycee Zaragoza, and Everglade pools
- Recreation Services created the Youth All Access Pass and distributed 7,066 passes to Dallas teens; provided free access to nine partner facilities
- Awarded 163 swim lesson scholarships for youth during the summer season valued at \$6,750
- Awarded 71 summer camp scholarships, valued at \$28,400
- Facilitated 19 free summer programs in communities



Neighborhood & Community Parks

- Leveraged park engagement and security by providing a layered approach through joint efforts and action plans with Park Rangers, Dallas Marshals, and DPD
- Opening of Harry Stone and Exline Aquatic Centers, and the expansion of Bahama Beach
- Launched new Park Ranger Outreach Program promoting nature educational enrichment and park engagement with youth from summer recreation camps and the Outdoor Adventure Program at Samuell Farm
- Collaborated with DPD to present and promote the Virtual Volunteers in Patrol Training Sessions
- Completed Lindsley Park, Daniieldale and Willoughby playgrounds
- Reactivation of Samuell Farm that includes improvements to operations, capital infrastructure, and programming
- Continued school district partnerships with Richardson ISD and Dallas ISD totaling 52 schools that are open to the public after hours and on weekends
- Partnered with Texas Trees Foundation and DISD to include eleven (11) DISD schools as part of the "Cool Schools" initiative
- 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):

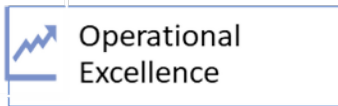
- Hi Line Connector Trail Plans
- Klyde Warren Park 2.0
- Southern Gateway Design
- Harwood Park
- Wheatland Football Field
- Trinity Spine Trail Phase I
- Trinity Strand Trail Phase II
- Crockett Dog Park
- Elmwood Parkway Trail Phase III
- Timberglen Trail Phase I and II
- Bahama beach renovation
- Bachman Aquatics-Construction
- 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 (first Reforestation Fund acquisition)
- Dowdy Ferry Road (Reforestation Fund acquisition)
- Forest Audelia Village Shopping Center
- Prism at Midtown
- Trinity Forest Spine Trail KCS Crossing Agreement
- Dallas Zoo—2 properties from Dallas Zoo Management closing in September
- Harwood Park
- Umphress Park quit claim street ROW acquisition paid for by DISD
- Trinity Strand Trail Phase II TRE Railway Crossing License Agreement

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



- Completed CAPRA Visit and received report showing compliance with all 151 standards
- Conducted research to procure PKR Sponsorship RFCSP for increased revenue opportunities (vendor selection anticipated for Fall 2021)
- Continued work with park visitor count and economic impact study for completion in December 2021
- Initiated an overhaul in data collection and management processes to the park inventory database that contains data for 400+ parks and 3,800+ assets. The park inventory database will include a GIS/mapping component and be utilized in further analysis of assets as it relates to park equity, condition evaluation, gap analysis, and improvements in data reporting (TPL ParkScore, NPRA).
- Engaged Park Board and Department staff in the strategic planning process for a revised Strategic Plan
- 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
- 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 2021)
- Initiation of the Recreation Management software RFP
- Completed in-house renovation of the bunkers at Tenison Park golf course and saved an estimated, \$75,000 in construction costs
- Initiated a two year contract, at Samuell Grand and L.B. Houston tennis centers with Impact Activities and results in \$21,000 in revenue, annually

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.
- Implemented 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 2021 Teach a Child to Swim fundraising campaign raising \$32,796 and awarding 163 scholarships valued at \$6,750. Awarded an additional \$6470 in scholarships to 156 individuals through the Kidd Springs Brick Paver Donor program.
- Certified 185 lifeguards, 18 water safety instructors, 20 lifeguard instructor renewals, and 11 water fitness instructors
- Resumed Teen Recreation (TRec) programming at 14 recreation centers across the city of Dallas for teens ages 13-17, totaling 2,564 participants. 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

- Addition of 20 DISD schools that contributed to the percent of increase of residents within a 10-minute walk to a park (10MWP) from 71% to 73%
- Developed contacts with new corporate groups such as Ericsson and Amazon for park beautification projects through Volunteer Services
- Developing partnership with For the Love of the Lake to integrate sponsorship opportunity on 911 markers at White Rock Lake
- Created partnership for new dog park with RISD at Parkhill Junior High
- Developed partnership with DGI for Tenison Glen Golf Course
- Developed partnership with Uptown Dallas Inc. for the management of Griggs Park
- Facilitated contract amendments with Fair Park First and Dallas Zoo
- Acquired new 82-acre Woody Branch park in partnership with Trust for Public Land
- Facilitated reopening of Children's Aquarium in partnership with Fair Park First
- Acquired Harwood Park land in partnership with Parks for Downtown Dallas
- Opened West End Plaza in partnership with Parks for Downtown Dallas
- Partnered with CW33 in the promotion of the Dallas Golden Games (Senior Games); 283 senior athletes participated



Professional Development

- Kicked off Succession Planning Training for mid-level managerial staff
- 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
- Deployed Udemy for Business Workforce Development platform to use to address Core Competencies gaps and support Targeted Training Programs across all divisions
- 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): Lake Highland North, Northaven Bridge, Bachman Recreation Center, Exline Aquatic Center, White Rock Hills Tree Planting, and White Rock Stone tables. Additionally, advocated for the park system at public meetings for City Council - budget deliberation, town hall meetings, and other community events