

Memorandum



CITY OF DALLAS

DATE August 22, 2014

TO Honorable Members of the Quality of Life & Environment Committee: Dwaine R. Caraway (Chair)
Sandy Greyson (Vice Chair), Adam Medrano, Rick Callahan, Carolyn R. Davis, Lee M. Kleinman

SUBJECT CAPRA: Commission for Accreditation of Park and Recreation Agencies

On Monday, August 25th, the Quality of Life & Environment Committee will be briefed on CAPRA: Commission for Accreditation of Park and Recreation Agencies.

If you have questions, please contact me at 214-640-4071.

A handwritten signature in cursive script, appearing to read 'Willis C. Winters'.

Willis C. Winters, FAIA, Director
Park and Recreation Department

Attachment

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager

Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Charles M. Cato, Interim Assistant City Manager
Theresa O'Donnell, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council



CAPRA:
COMMISSION FOR ACCREDITATION OF
PARK AND RECREATION AGENCIES
DALLAS PARK AND RECREATION DEPARTMENT
QUALITY OF LIFE & ENVIRONMENT COMMITTEE



August 25, 2014

What is CAPRA?

2

- Acronym for **C**ommission for **A**ccreditation of **P**ark and **R**ecreation **A**gencies
- NRPA-affiliated commission that recognizes agencies for excellence in operation and service
- Commission established in 1993
- First agencies achieved accreditation in 1994
- Commission comprised of 13 members from various professional organization including NRPA, International City/County Management Association (ICMA) and Armed Forces Recreation Society

Who is Accredited?

3

- Currently 119 departments and agencies in US are accredited (approximately 1%)
 - 23 in Florida
 - 8 in Texas (Austin, College Station, Coppell, Frisco, Houston, Pearland, Plano, Round Rock)
 - Plano was first -1994
 - Pearland was the most recent - 2013
 - 7 each in Georgia, Ohio and North Carolina
 - 6 in Virginia

CAPRA Standards

- Accreditation is based upon the compliance with 151 “standards of excellence” contained within 10 broad categories
 - Agency Authority, Role and Responsibility
 - Planning
 - Organization and Administration
 - Human Resources
 - Financial Management
 - Programs and Services
 - Facility and Land Use Management
 - Public Safety, Law Enforcement and Security
 - Risk Management
 - Evaluation and Research

CAPRA Standards

5

- Established standards evaluate all areas of department operations from IT systems to recreation programs to office space configurations
 - ▣ Must meet all 37 Fundamental Standards
 - ▣ Must meet 85% of remaining 114 standards
 - (97 or more)
- Each standard requires a written explanation along with documentation that serves as evidence of compliance

Accreditation Process

6

- Begins with an application which is good for two years
- Compile documentation to meet standards, write narrative for each standard and submit completed “self-assessment” document to CAPRA no later than 10 weeks prior to visit
- CAPRA visit occurs over 3 days
 - ▣ May through early July 2015
 - ▣ Intent is to review documentation and to see operations in person
- Official hearing takes place at NRPA Congress in Fall 2015

Accreditation Progress

7

- CAPRA staff team has been meeting since February
- Staff has completed an inventory of what we currently have in place to meet the standards and what is lacking
- CAPRA issued draft of new standards in early Spring 2014
 - ▣ Staff had opportunity to review and make comments
- Final version of 2014 Standards were released in late April
 - ▣ CAPRA reviews/revises standards approximately every five years
 - ▣ 2014 version includes several new standards and much more specificity compared to 2009 version

Accreditation Progress

8

- Met with our mentor city officials
 - ▣ Sara Hensley, City of Austin Park and Recreation Director
- Have begun the documentation gathering and creation process to supply the evidence for the standards
- City Council approved the consultant contract on May 14, 2014 for the Recreation Master Plan and Comprehensive Plan Update
 - ▣ Critical plans that will address several CAPRA standards
- Routinely communicating with City of Austin and City of Frisco staff for guidance and standard interpretation

Austin Example

- **2.9 - Community Involvement**
- **Standard: The agency should include community involvement in the planning process.**
- **Evidence of Compliance:**
 - The Austin Parks and Recreation Department routinely involves citizens in its planning process. In developing the Long Range Plan, the Department held a series of public input meetings designed to capture feedback from citizens on parks and recreational gaps within the Department's jurisdiction. The meetings were held at various locations and times to ensure participation from multiple neighborhoods, entities and interests.
 - In addition, many of the Department's capital improvement projects include an outreach strategy and multiple opportunities for public input. The Department currently uses a Master Planning Process² specific to park development that outlines various public meeting opportunities. For specific projects, the Department also uses email,³ the internet,⁴ and social networking⁵ to gather information. The Department also participates in continuing education concerning public engagement⁶ in order to stay current on emerging trends and strategies in order to foster a participatory culture, improve transparency and secure the public's trust.

Austin Example

□ **Examples of Community Involvement**

- **Off-Leash Area Advisory Committee 7** – In developing a list of potential sites for the creation of new off-leash dog parks, the Department recently established an Off-Leash Area Advisory Committee, which is made up of citizens who have ties to local community organizations, animal advocates, park advocates and members of citizen adopt-a-park teams. The Department works closely with this committee to evaluate the condition of existing off-leash areas, recommend strategies for improvement and to gather citizen input on the sustainability of existing and proposed future off-leash areas.
- **Bartholomew District Park Master Plan Update 8** – The outreach strategy included contacting neighborhood associations and organizations active in Bartholomew District Park to have them participate and share their future vision for the park. During the final step of the master plan process, stakeholders took a survey that allowed them to choose the master plan map that best represented their preferences for future recreational opportunities at Bartholomew. Over 500 stakeholders participated in the survey.

Austin Example

11

- **2.9 Available for Review**
- Long Range Plan
 - Public Input Meetings:
 - Long Range Plan Planning Info Packet
 - Sign-in Sheet
- Park Master Planning
 - Park Master Planning Process
- Email
 - Austin Notes Email re: Stakeholder Meeting for Auditorium Shores/Butler Park Project
- Internet
 - Blog: Cemetery Updates
- Social Media
 - Austin Parks and Recreation Department – Parks Project on Facebook Screen Shot
 - Austin Parks and Recreation Department Park Projects on Facebook

Austin Example

12

- Public Engagement
 - Public Engagement:
 - Public Engagement Workshop
 - Staff Certificates
- Off-Leash Area Advisory Committee
 - Off-Leash Advisory Community Involvement:
 - Online Public Survey
 - Survey Results
 - Meeting Minutes
 - Sign-in Sheet
- Bartholomew District Park Master Plan
 - Bartholomew District Park Master Plan:
 - Agenda and Sign-in Sheet for
 - Memo to Department Director: Master Plan Update
 - Public Meeting Notice

Schedule

13

- Supporting Documentation Collection/Creation
 - April 2014 – December 2014
 - Rec MP, Comp Plan, Marketing Plan will push in to mid 2015
 - Rec MP and Comp Plan must be approved prior to CAPRA evaluation panel
- Documentation Refinement and Technical Writing
 - January – April 2015
- Submit Self Assessment to NRPA
 - April 2015
- CAPRA Visit
 - June/July 2015
- CAPRA Hearing
 - NRPA Congress 2015

Next Steps

14

- Continue documentation gathering and creation
- Determine with consultants the final schedule for Recreation Master Plan and Comprehensive Plan Update
 - ▣ Schedule will impact CAPRA submission
- Make formal application later this summer



CAPRA:
COMMISSION FOR ACCREDITATION OF
PARK AND RECREATION AGENCIES
DALLAS PARK AND RECREATION DEPARTMENT
QUALITY OF LIFE & ENVIRONMENT COMMITTEE



August 25, 2014