

Memorandum



CITY OF DALLAS

DATE April 6, 2018

TO Honorable Members of the Quality of Life, Arts & Culture Committee: Sandy Greyson (Chair), Mark Clayton (Vice Chair), Rickey D. Callahan, Jennifer S. Gates, Scot Griggs, B. Adam McGough, Omar Narvaez

SUBJECT **Park & Recreation – Active Senior Adult Programs (ASAP)**

On Monday, April 9, 2018, you will be briefed on the Park & Recreation – Active Senior Adult Programs (ASAP). The briefing materials are attached for your review.

Please feel free to contact me if you have any questions or concerns.

A handwritten signature in blue ink that reads "Joey Zapata".

Joey Zapata
Assistant City Manager

c: Honorable Mayor and Members of City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Billierae Johnson, City Secretary (Interim)
Daniel F. Solis, Administrative Judge
Kimberly Bizer Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager

Jo M. (Jody) Puckett, P.E., Assistant City Manager (Interim)
Jon Fortune, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors

Park & Recreation – Active Senior Adult Programs (ASAP)

**Quality of Life, Arts &
Culture Committee
April 9, 2018**

**Crystal R. Ross
Assistant Director
Park and Recreation Department**



**Daryl D. Quarles
Senior Program Division Manager
Park and Recreation Department**

City of Dallas

Overview

- Purpose
- Background
- Program Structure
- Community Outreach
- Program Structure
- Registration Numbers
- Program Hours Program Highlights/Special Events
- Senior Summer Camp
- Next Steps

Purpose

- Provide a historical overview and update on the Senior Program Division
- Background on enhanced program component of the Dallas Park and Recreation Department
- Program components, participation levels, community partners, challenges and program success

Background

- City Council funded \$485,155 in FY 15/16 to restore the Senior Program Division; a division dedicated to the recreational programming of city of Dallas seniors age 55+
- In FY 17/18, City Council funded an additional \$250,000 to further enhance the program opportunities and recreational access for seniors citywide

Background

- Seniors look to the Dallas Park and Recreation Department as a primary provider of health and wellness programs, enrichment activities, special events, socialization opportunities, competitive sports and special interest programs. The continued goal is to enhance programs and service delivery to our senior population



Community Outreach and Engagement

- At program inception (2016), the Senior Program Division conducted 16 citywide roundtable meetings with 506 city of Dallas seniors in attendance. These meetings were designed to understand the needs and desires of our senior population as well as to promote the new senior program focus
- 325 surveys were collected at the conclusion of the roundtable meetings, the data collected through discussions and surveys served as the driving force behind our new program offerings

Community Outreach and Engagement

Top 10 Programs Seniors wanted implemented in Dallas:

- Meals
- Pick-Up/Drop-Off to Programs
- BINGO/Group Games
- Trips
- Movie Outings
- Indoor track
- Water Aerobics
- Improved Fitness Programs
- Theater Programs
- Jewelry Making/Arts & Craft



Community Outreach and Engagement

- The Senior Program Division is actively engaged in the marketing and promotion of its programs and events. The SPD team participates in a variety of forums marketing to senior organization in the Dallas area
 - Area Churches
 - Community Centers
 - Dallas Examiner
 - Dallas Morning News
 - Health and Wellness Fairs
 - Non-profit groups
 - Nursing Facilities
 - On-Air Appearances (NBC 5/CBS 11)
 - Social Media

Program Structure

- Programs offered under the Senior Program Division are categorized as Active Senior and Adult Programs (ASAP). ASAP is offered at all 43 recreation centers for participants age 55+. ASAP is typically facilitated Monday thru Thursday between the hours of 9am to 1pm



Dallas Park & Recreation
A.S.A.P.
ACTIVE SENIOR/ADULT PROGRAM

MONDAY - THURSDAY! 9AM - 1PM | FREE*

*At Dallas recreation centers for the majority of Dallas City Parks. At parks with the Recreation Center purchase an Recreation Card.

The Senior Program Division is excited to announce our Partnership with the Dallas Office of Senior Services. From March 2017 - March 2018, any City of Dallas resident 55+ can get their membership fee waived covering all of the cost.

*Programs continue to offer a low-cost/limited-cost or senior population 55+, with a fee structure, access, and special programs.

FACILITY AREAS

- Basketball - Open play or organized leagues.
- Dance - Zumba or fitness.
- Health and Wellness - Fitness classes and educational topics.
- Socialization - Social, music, and family, game days in a variety of settings.
- Special Interest - Art, Cards, Computers, Book Clubs

**SENIOR PROGRAM DIVISION SPECIAL EVENT CALENDAR
2017-2018**

November 14, 2017	Health & Wellness Expo
January 2018	New Year's Celebration
March 2018	Senior Games
April 2018	Senior Fitness
May 2018	Senior Mother's Day Luncheon
June 2018	Senior Father's Day Luncheon

IF YOU WANT TO SIGN UP AT ANY RECREATION CENTER TODAY TO SIGN UP!

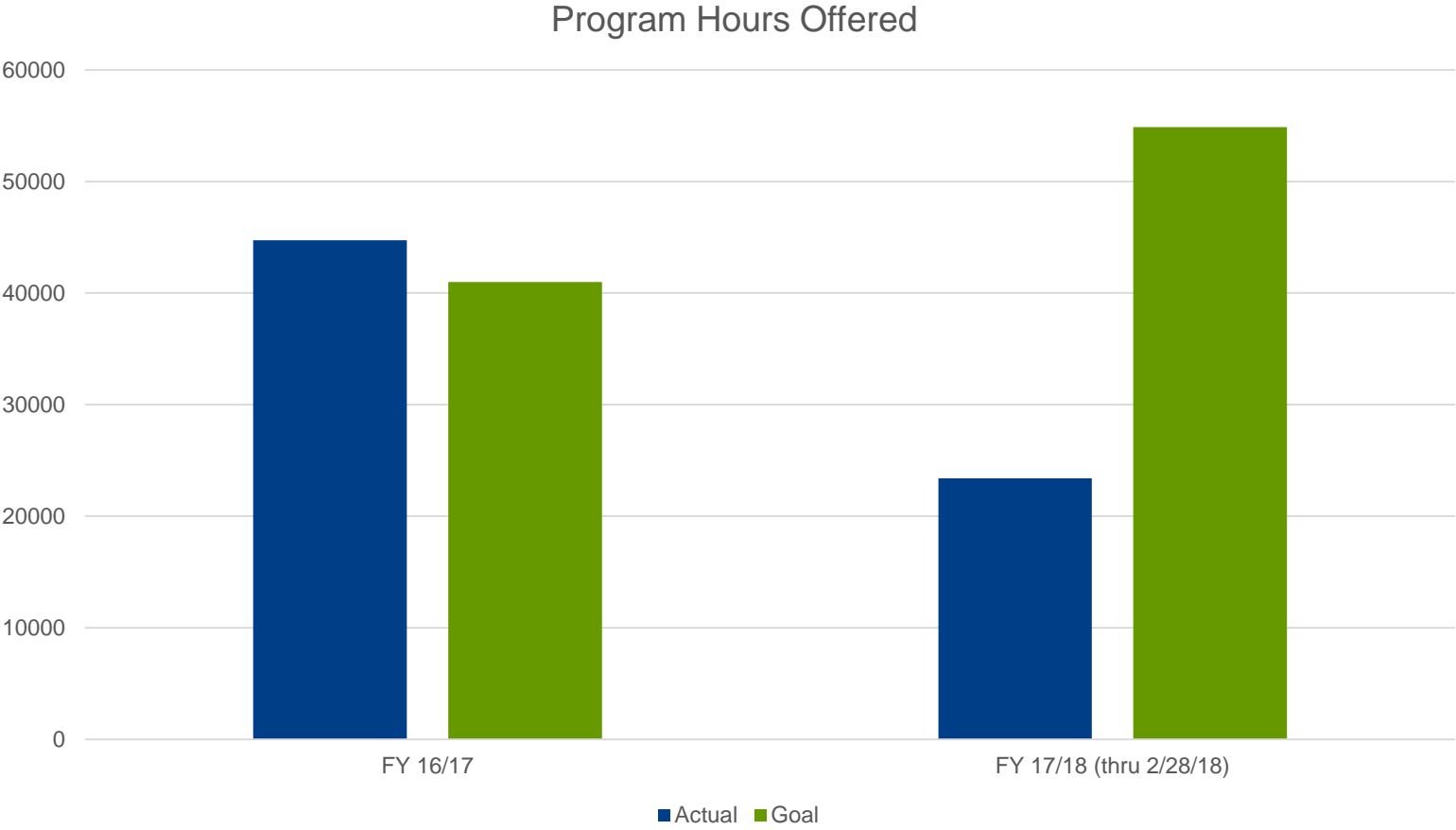
For more information contact:
Senior Program Division | 214-671-8022
jplanning@parks.dallascity.gov | www.dallasparis.org

CHECK OUR OUR WEBSITE FOR MORE INFO TO OUR 43 LOCATIONS

Annual City-wide Registration



Program Hours Offered



Program Highlights and Special Events

In March 2017, our Partners with the WellMed Charitable Foundation contributed \$142K towards senior programs. This includes but is not limited to class instructors, resources, participant cards, field trips and associated program fees.

Special Events

- Grandparents Day 350 attendees
- Health and Wellness Expo 515 attendees
- Senior New Years Day 300 attendees
- Opening Games Kick Off 614 attendees
- Senior Games 308 registered participants
- Senior Prom* 310 attendees
- Mother's Day Luncheon* 620 attendees
- Father's Day Luncheon* 125 attendees

(* program number from 2017)



Program Highlights and Special Events



Senior Day @ Texas Horse Park



Riding @ THP



Mother's Day Luncheon



Senior Prom



Grandparent's Day Luncheon



Senior Games



Grocery Store Tour and Giveaway

Senior Summer Camp

Senior Summer Camp is an 8-week summer camp experience for Seniors age 55+. Seniors are exposed to cultural, health and wellness, entertainment and local field trips

- In 2017, the pilot summer camp program served 125 seniors at an average of 20 hours weekly. Programs were located at Janie C. Turner Recreation Center, Jaycee-Zaragoza Recreation Center and Juanita J. Craft Recreation Center
- This year summer camp will expand to an additional 4 locations; to include Campbell Green, KB Polk, Tommie M. Allen and Willie B. Johnson



Next Steps

- Continue to cultivate relationship with Office of Community Care, Senior Affairs Commission and other community stakeholders
- Market, promote and enhance program offerings specifically in low participation areas through additional Citywide Roundtable Meetings and Listening Sessions
- Develop a partnership with a food provider in order to provide daily meals to participants
- Improve transportation means for program and events
- Expand 2018 Senior Summer Camp initiative

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