



Dallas Park & Recreation

# 2020 Park Board Priorities Update and Visioning

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October 15, 2020

# 2020 Park Board Priorities

Priorities established January 23, 2020 (Planning Retreat)

## Safety/Security

- Deter theft at parks through continued enforcement (Park Rangers)
- Continue VIP Program
- Utilize Extended Neighborhood Patrol (ENP) with DPD

## Governance

- Develop RFP policy for Board input related to public/private partnerships

## Technology

- Research opportunities for wi-fi in parks
- Explore app for multitude of system-wide uses (track participants, pay for classes, park reservations, etc.)

## Funding

- Utilize park economic and funding opportunities as a driver for development
- Conduct equity audit of parks and recreation facilities and programs

## Marketing

- Send communication and updates timely through social media platforms
- Standardize outreach communication

## Partnerships

- Activate Friends groups, involvement, and engage groups
- Utilize existing board relations and economic partnerships
- Engage system level partnerships
- Expand volunteer opportunities (youth)

# Strategic Plan Alignment

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## Park Board Priorities

- Safety/Security
- Governance
- Technology
- Funding
- Marketing
- Partnerships

## Strategic Plan > Strategic Direction

- Strategic Direction 13
- Strategic Direction 4
- Strategic Direction 4
- Strategic Direction 6
- Strategic Direction 7
- Strategic Direction 5

# Priorities Progress Updates

## Safety/Security

- Received funding to hire Phase 1 (4 Park Rangers) for FY 19-20. Final candidates have been selected and are undergoing the onboarding process
- Installed three (3) security cameras at parks sites, as pilot program. Additional camera sites will be installed at future locations.
- Staff continue to work with Dallas Police Department (DPD) and Dallas Marshal's Office to increase security in parks

## Governance

- Briefed proposed changes to include Park Board in the framework for review and acceptance of specifications in request for proposals (RFPs)
- Proposed changes approved by Park Board September 15, 2020

## Technology

- Developed wi-fi expansion plan that includes 20 high priority sites (Phase 1) to expand connectivity to parking and outdoor sitting areas
- Utilize CARES Act funding to provide wi-fi to residents with low internet access
- Benchmarked cities/agencies to determine cost and available features of mobile app. Staff continue to explore mobile app capabilities for implementation

# Priorities Progress Updates

## Funding

- Park Visitor Count Study and Economic Impact Study underway. Staff is evaluating options to include neighborhood parks in the impact study.
- Staff working toward implementation of improved and equitable service standards for playground maintenance
- Staff will further research consultant-led equity study

## Marketing

- Dallas Park and Recreation posted a total of 2,424 posts on social media platforms in YTD 19-20 (Facebook, Twitter, Instagram)
- Generated over 5,200 link clicks across all social platforms and impressions over all social platforms totaled 2,622,564
- Follower growth increased by over 20% (3,785) over previous year

## Partnerships

- Collaborated on Dallas Parks Foundation and Friends of Dallas Parks merger to activate engagement of Friends groups
- Creation of Marketing and Sponsorship Ad-hoc Committee to leverage board relationships for future sponsorships and economic partnerships
- Expanded school district and agency partnerships for future park land acquisition and planning

# Overall Strategic Plan Progress

13\*

Strategic Objectives

>90%

8 out of 13 Strategic Objectives

87%

Total Progress

\*Items in Strategic Direction 8: Trinity River Corridor are on hold due the formation of Local Government Corporation (as of August 2017)

# History and Timeline



7 years since initial phase of Comprehensive Plan

# Visioning

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**The purpose is to bridge the gap between the current and future Comprehensive Plan**

- Significant time has passed since initial planning of the strategic plan
- Significant changes have occurred with Board composition and Department Leadership
- COVID 19 pandemic will influence events and priorities for the foreseeable future



# Next Steps

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- Executive staff retreat (October) to develop framework to assist the Board in determining new strategic directions and goals
- Park Board planning retreat (January) to identify and establish priorities and goals that can form new strategic directions
- Continue to gather input/feedback and identify themes
- Develop key strategic actions to implement strategic directions
- Brief Park Board on updates to identified priorities through Spring of 2021



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