



Dallas Park & Recreation

2021 Department Priorities and Visioning

Dallas Park and Recreation Board
April 22, 2021

Overview

- Review Park Board and Department Priorities
 - Park Board Visioning Briefing October 20, 2020
- Discuss Department Visioning and Strategy

Department and Board Priorities

Park Board Priorities*

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

Director's Priorities

- Partnerships
- Environmental initiatives
- Equity and Inclusion
- Neighborhood and community parks
- Operational excellence
- Professional Development

Combined Priorities

- Partnerships
- Environmental initiatives
- Equity and Inclusion
- Neighborhood and Community Parks
- Funding
- Marketing
- Safety/Security
- Technology
- Operational Excellence/Governance
- Professional Development

**Recurring themes/priorities based on past two Park Board Planning retreats*

Park Board Highlights and Accomplishments

Partnerships

- Collaborated on Dallas Parks Foundation and Friends of Dallas Parks merger to activate engagement of Friends groups
- Expanded school district and agency partnerships for future park land acquisition and planning

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

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
- Sponsorship RFP submitted to procurement

Park Board Highlights and Accomplishments

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
- Creation of Marketing and Sponsorship Ad-hoc Committee to leverage board relationships for future sponsorships and economic partnerships
- Increased marketing funding for FY 21/22

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 and Dallas Marshal's Office to increase security in parks (4 Marshals, Sargent and 3 Officers assigned)

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

Visioning and Strategy



Purpose

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 that includes the following major changes:

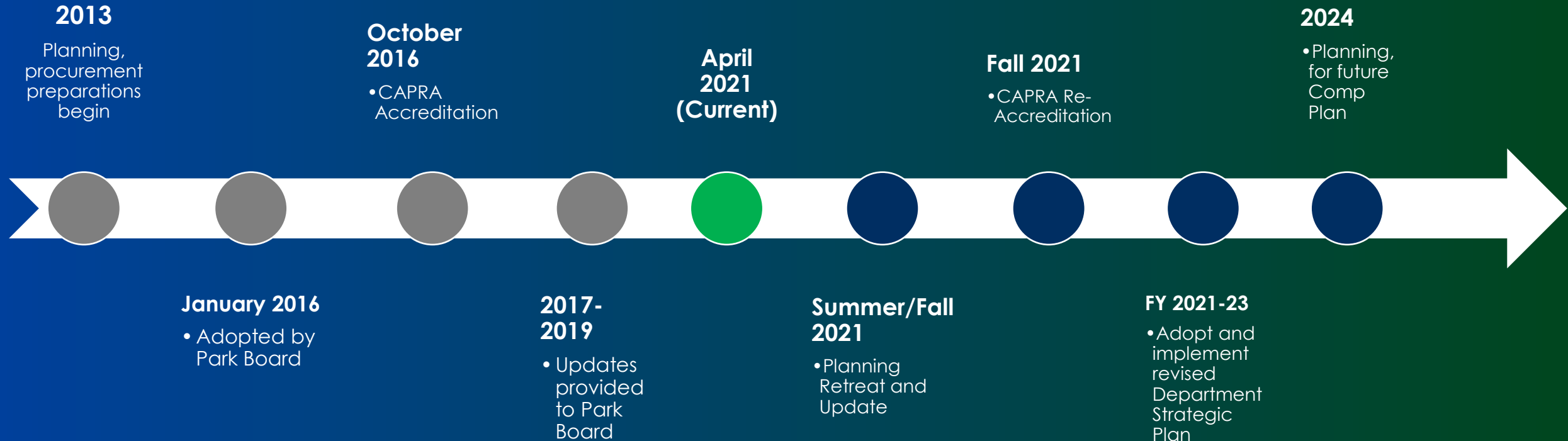
2017 Bond Program

Board Composition Changes

Department Leadership

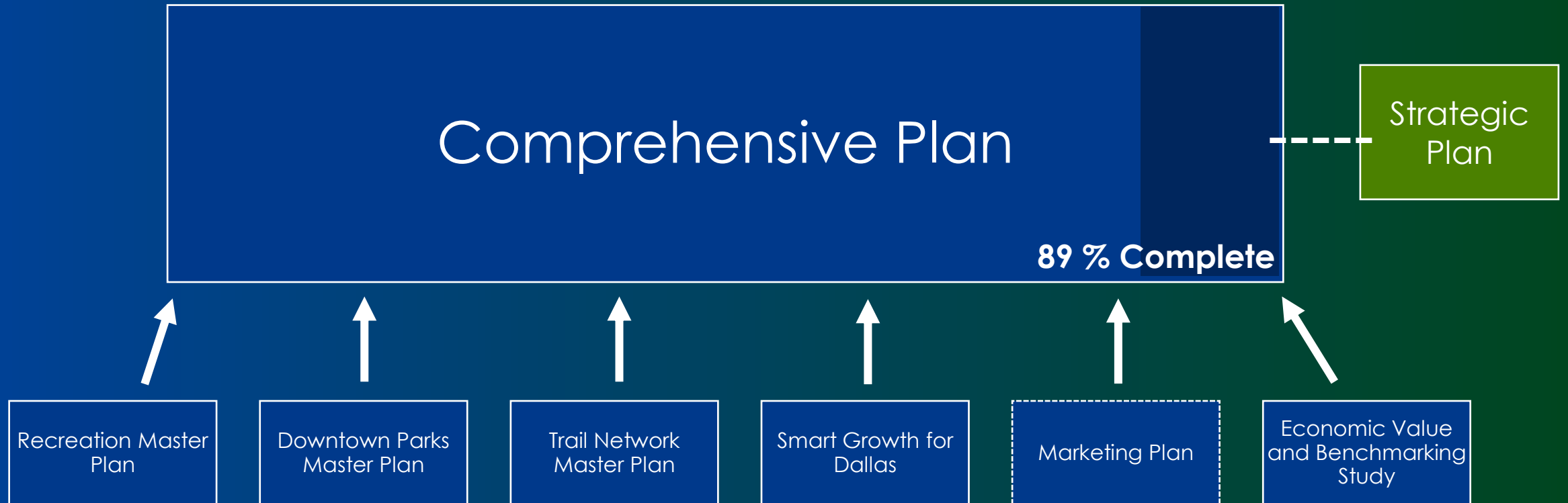
COVID 19 Pandemic

History and Timeline



8 years since initial phase of Comprehensive Plan

Strategic Plan Alignment



Visioning

- Seek to utilize Combined Priorities as Strategic Plan Goals for the next 2 years
- Work with Park Board and Department Staff to determine strategic actions that are relevant
- Create measurable goals and actions for each priority
- Utilize CAPRA standards as the foundation of department processes and alignment

Opportunity to showcase Dallas Park and Recreation activities at 2023 NRPA Conference (Dallas)

Strategic Plan Framework

Strategic Plan Template

- Strategic Priority
- Action(s)

- Measurable Outcome

- CAPRA Standard

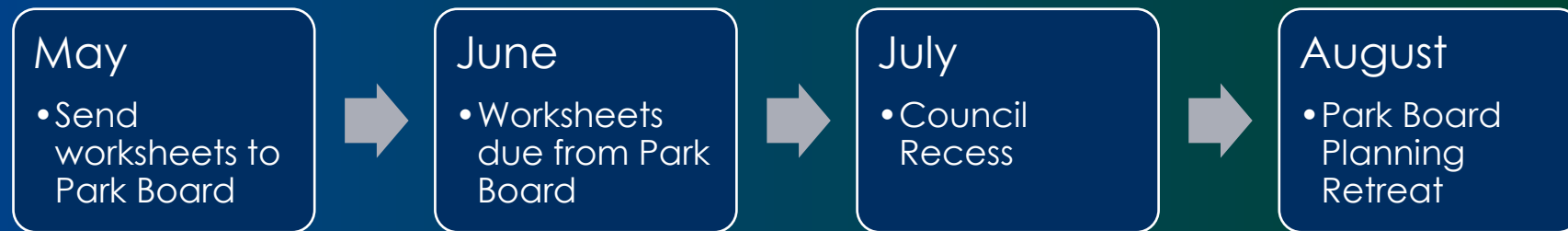
Strategic Plan Example

- Partnerships
- Continue to increase the number of Friends Groups to support the park system

- Percent increase of new Friends groups
- CAPRA Standard 1.7 Agency Relationships

Next Steps

- Identify most relevant goals to utilize as strategic actions (ideally 3-5 goals) from Combined Priorities



- Develop key strategic actions to implement strategic priorities
- Brief Park Board on full plan for adoption



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