



Dallas Park & Recreation

SENIOR PROGRAM DIVISION UPDATE

PARK AND RECREATION BOARD

NOVEMBER 3, 2016

Senior Program Division

- Program Overview
- Community Engagement and Marketing Efforts
- Year to Date Accomplishments
- Future Programs and Events



Dallas Park & Recreation

Program Overview

In February 2016, the newly awarded Senior Program Division (SPD) received a partial year funding of \$172K to implement a division dedicated to adults age 50 or better.

The purpose of the Senior Program Division is:

- To serve as a focal point for all senior programs and services provided by the Park and Recreation Department
- To enhance and support current programs in recreation centers
- To increase attendance and registration of seniors participants
- To serve as a liaison with community stakeholders
- Promote city wide special events, including the revitalization of the Dallas Area Senior Games

Program Overview

In March 2016, the Senior Program Division conducted 16 community roundtable meetings. These meetings were designed to understand the needs and desires of our senior population. 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.

Top 10 Programs Senior want implemented in Dallas:

- Art Classes
- Bingo
- Field Trips/Cruises
- Indoor Walking Track
- Luncheons
- Movies Outings
- Sewing Classes
- Theater
- Water Aerobics
- **Fitness**

Community Engagement

- 16 Community Roundtable Meetings
- Community Stakeholder's Monthly/Quarterly Meetings
 - Senior Affairs Commission
 - Senior Source
 - AARP
 - Age Well, Live Well
 - Well Med
 - Dallas Area Agency on Aging
 - North Park Presbyterian Church



Community Engagement

The Senior Program Division is actively engaged in the marketing and promotion of its programs and events. The SPD participates in a variety of forums targeting the senior population.

- 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

Year to Date Accomplishments

In 6 months, the Senior Program Division has increased senior program registration significantly in three program areas: registration, attendance, and program offerings.

Year	Program Registration	Attendance	Program Offerings
2014-2015	530	7132	86
2015-2016	1,986	30,923	329

Year to Date Accomplishments

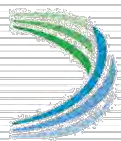
The Senior Program Division has developed 5 new program partners:

- **Dallas Public Library**
 - Technology Classes and Education
- **Buzz Nite Art**
 - Visual Art
- **Dallas Theater Center**
 - Drama
- **Office of Cultural Affairs**
 - Dance and Storytelling
- **Pickle Ball Association**
 - Pickle Ball training and instruction



Future Programs and Events

- **Cultural Programs**
 - African Drumming and Dance
 - Elders Speak: Movement and Music
 - Visual Arts Program-Mexican Folk Art Piece
- **Health and Wellness**
 - Get Up and Move
 - Nutrition Education
 - Water Aerobics
- **Lifelong Learning and Education**
 - A Matter of Balance
 - Diabetes Self Management Program
 - Chronic Disease Self Management



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Dallas Senior Games

The Senior Games or "Senior Olympics" is a sports competition for seniors. It is a multi-sport event specifically devoted to active adults aged 50 or better.

- Dallas area events will be held February 22-28th.
 - Basketball Free Throw
 - Bowling
 - Bridge
 - Cycling
 - Dominoes
 - Golf
 - Pickle Ball
 - Shuffle Board
 - Swimming
 - Table Tennis
 - Tennis
 - Track



Through the Recreation Master Plan community meetings we learned that the need for additional senior programs was listed as one of the highest priorities with Dallas residents. The information obtained from our community meetings led to the implementation of several new programs.

Cultural Programs

Computer and Technology Classes

Conversational Quilt Projects

Dallas Senior Derby Days*

Dallas Theater Center

Father's Day Program*

Get Up and Move

Grandparents' Day Luncheons*

Health and Wellness

**New Special Events*

Lunch and Learns

Music and Art Appreciation

Nutrition Classes

Pickle Ball

Recycling Project

Sewing Classes

Travel Club

Visual Art Program

Yoga

Photo Slideshow



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