



***Mayor's Goal 4: "Philadelphia becomes the greenest and most sustainable city in America"***

**Topic:** Philadelphia Parks and Recreation

**Key Presenters:** Deputy Mayor Michael DiBerardinis  
Executive Team Members

**Date:** October 30<sup>th</sup>, 2015

## Executive Summary

### Major Accomplishments:

- Greening and Enhancing Public Spaces
- Enhancing and Investing in Recreation Facilities
- Promote Healthy Eating and Outdoor Experiences
  - Farm Philly
  - Summer meals
- Supporting families and youth
  - Out of school time programming
  - After school programming
- Benjamin Franklin Parkway Improvements



# Who We Are

- **Mission**
- **Scope of Services**



## VISION:

We envision an environmentally rich Philadelphia of healthy people with greater personal and community resources; more connected to each other, to their neighborhoods and their government; open to new possibilities; and living with pride and confidence in their city.

## MISSION:

We advance the prosperity of our city and the progress of her people through intentional and sustained stewardship of public land and waterways as well as through safe, stimulating recreation, environmental and cultural centers. We help Philadelphia and its citizens grow by connecting people to the natural world, to each other, and to fun, physical and social opportunities.





fulfills its mission through:

*The service of 701 personnel;*

*156 Recreation Centers and  
Playgrounds;*

*143 Neighborhood Parks;*

*223 Miles of Trails;*

*71 Outdoor Pools and  
4 Indoor Pools;*

*25 KEYSPOOT  
Computer Labs*



# Organizational Chart

Commissioner/Deputy Mayor

Recreation  
and  
Programs

Administration

Strategic  
Engagement

Parks and  
Facilities

Specialized  
Recreation  
Services

Citywide &  
Neighborhood  
Programming

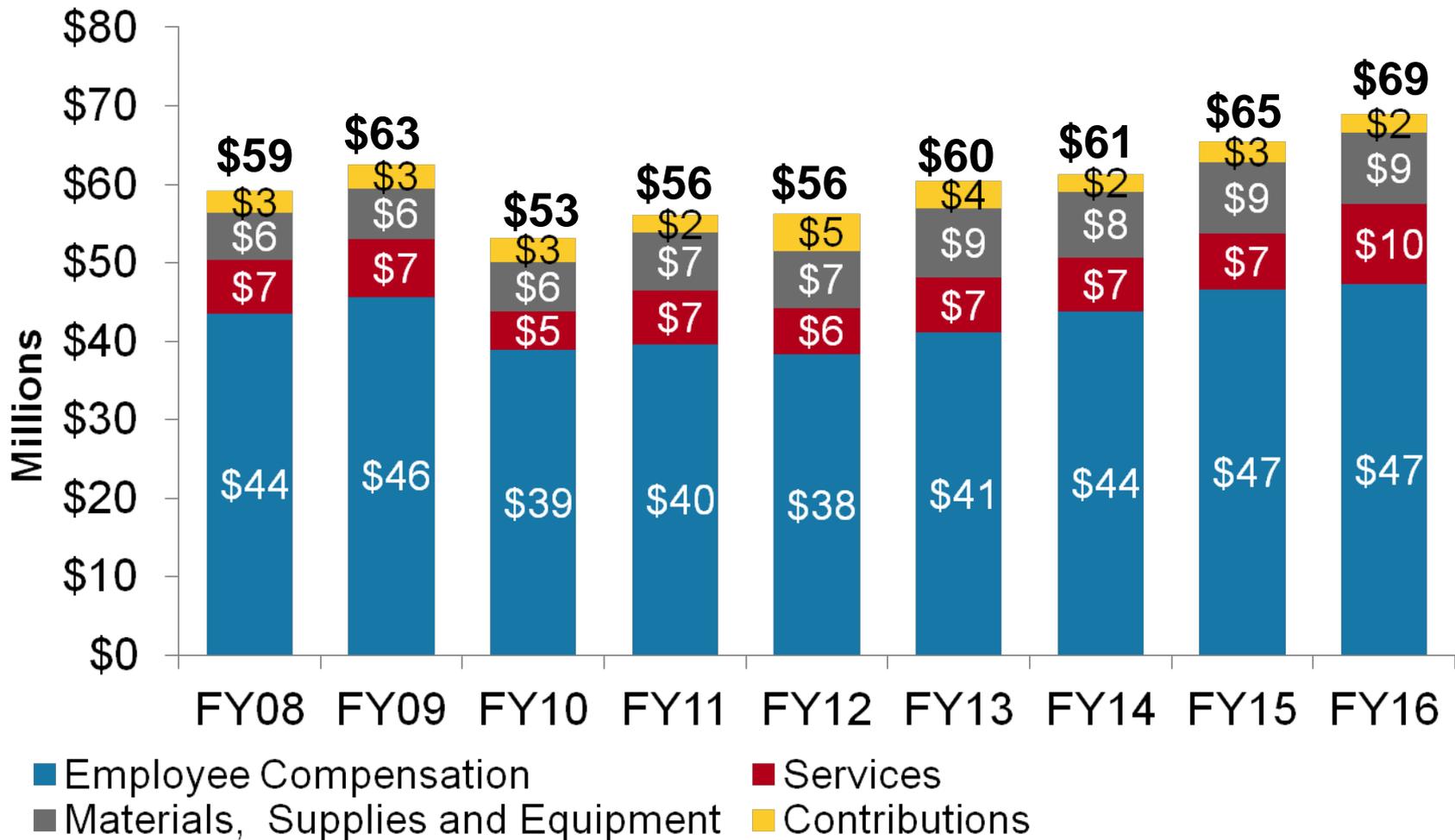
Operations

Skilled Trades

Urban Forestry

Planning,  
Preservation  
and Property  
Mgmt.

## Operating Budget



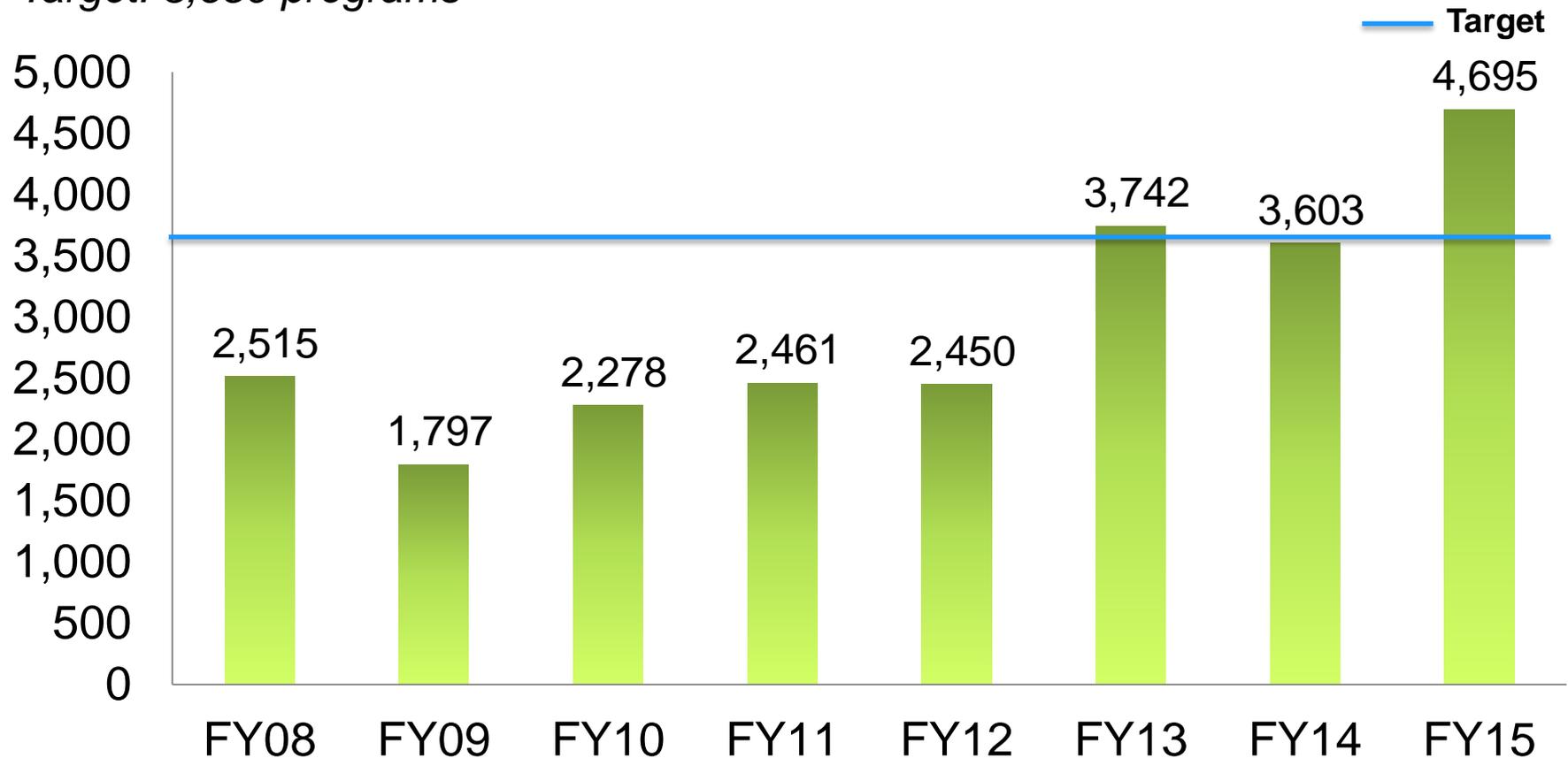


# What We Do

- Performance Measures
- Key Challenges

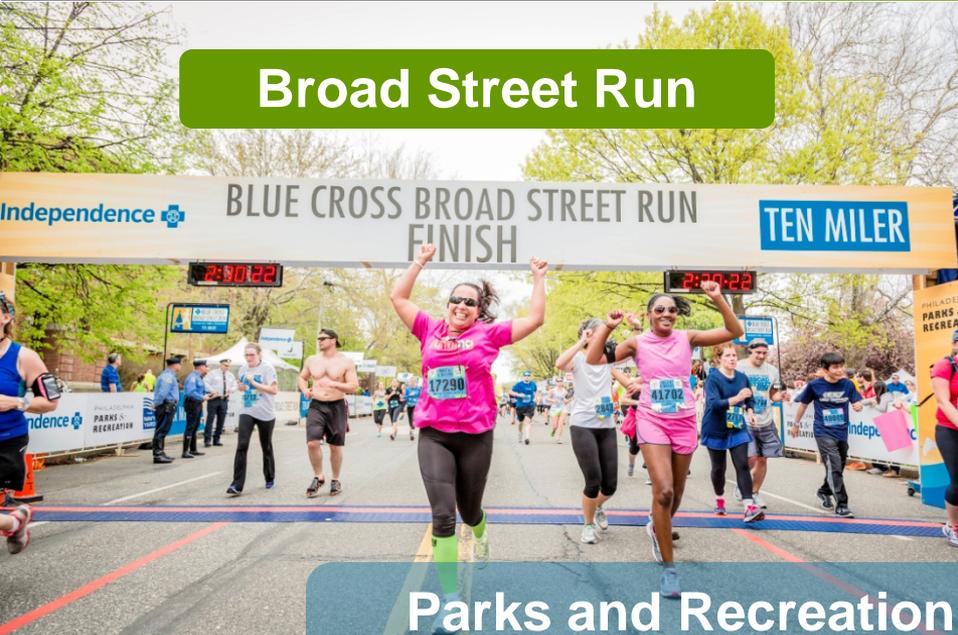
## Performance Measure 1: Number of Programs

Target: 3,650 programs



High-quality programs serve every age group from toddlers to seniors in all Philadelphia neighborhoods seven days a week

**Broad Street Run**



**Dell Music Center**



**Parks and Recreation is responsible for a diverse group of programs**

**Pump Track**

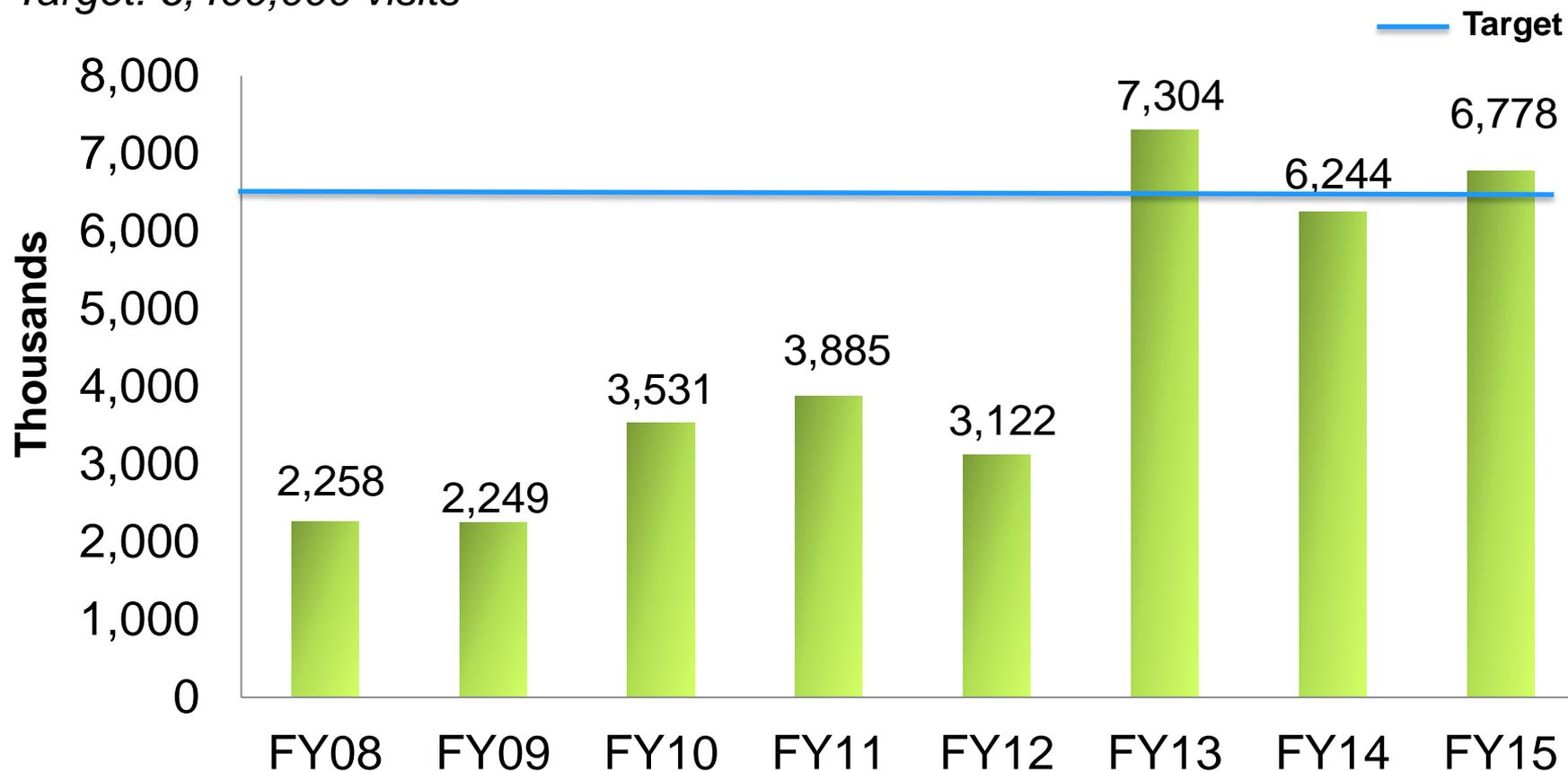


**Farm Philly**



## Performance Measure 2: Total visits

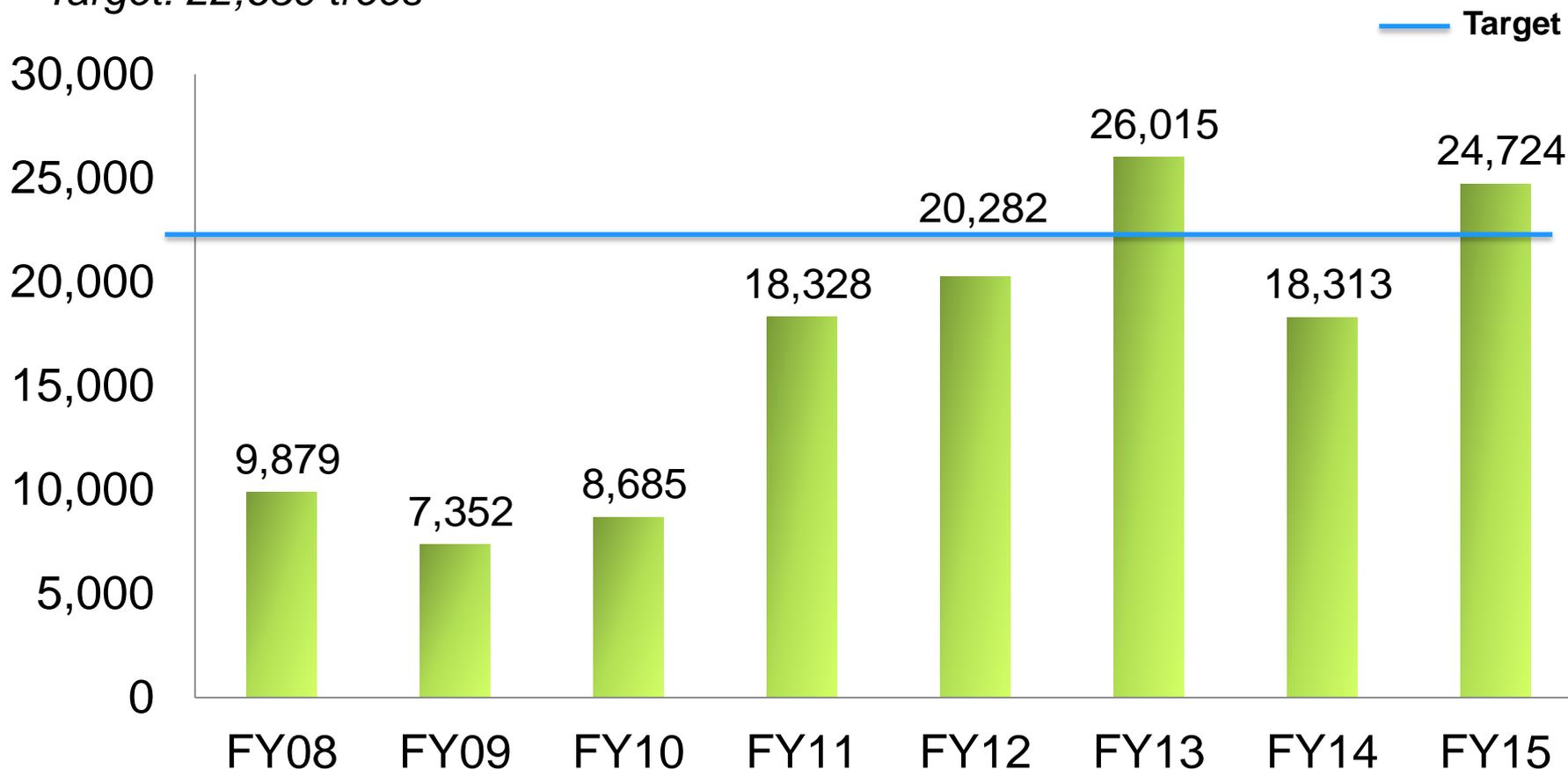
Target: 6,400,000 visits



There are a million visits during the summer pool season

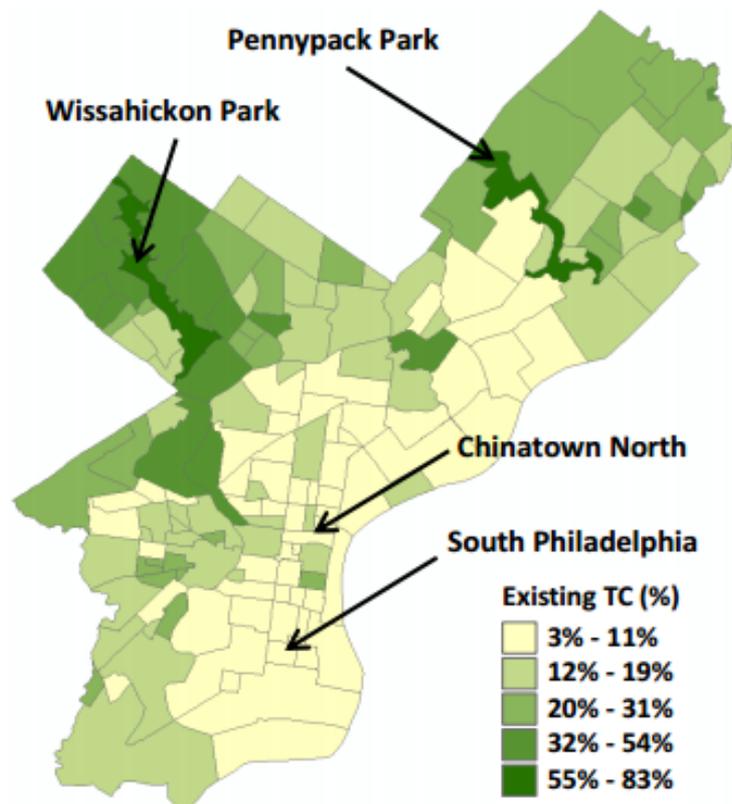
# Performance Measure 3: New trees planted

Target: 22,630 trees



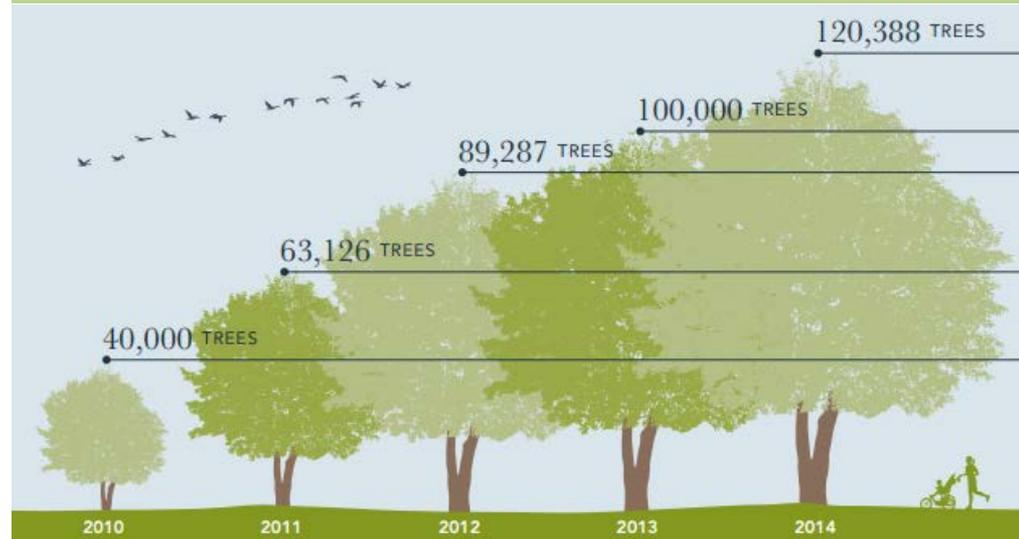
Trees help to clean the air, increase property values, and create peaceful neighborhoods

# TreePhilly



*Tree Canopy Map. Darker regions have a higher Tree Canopy percentage*

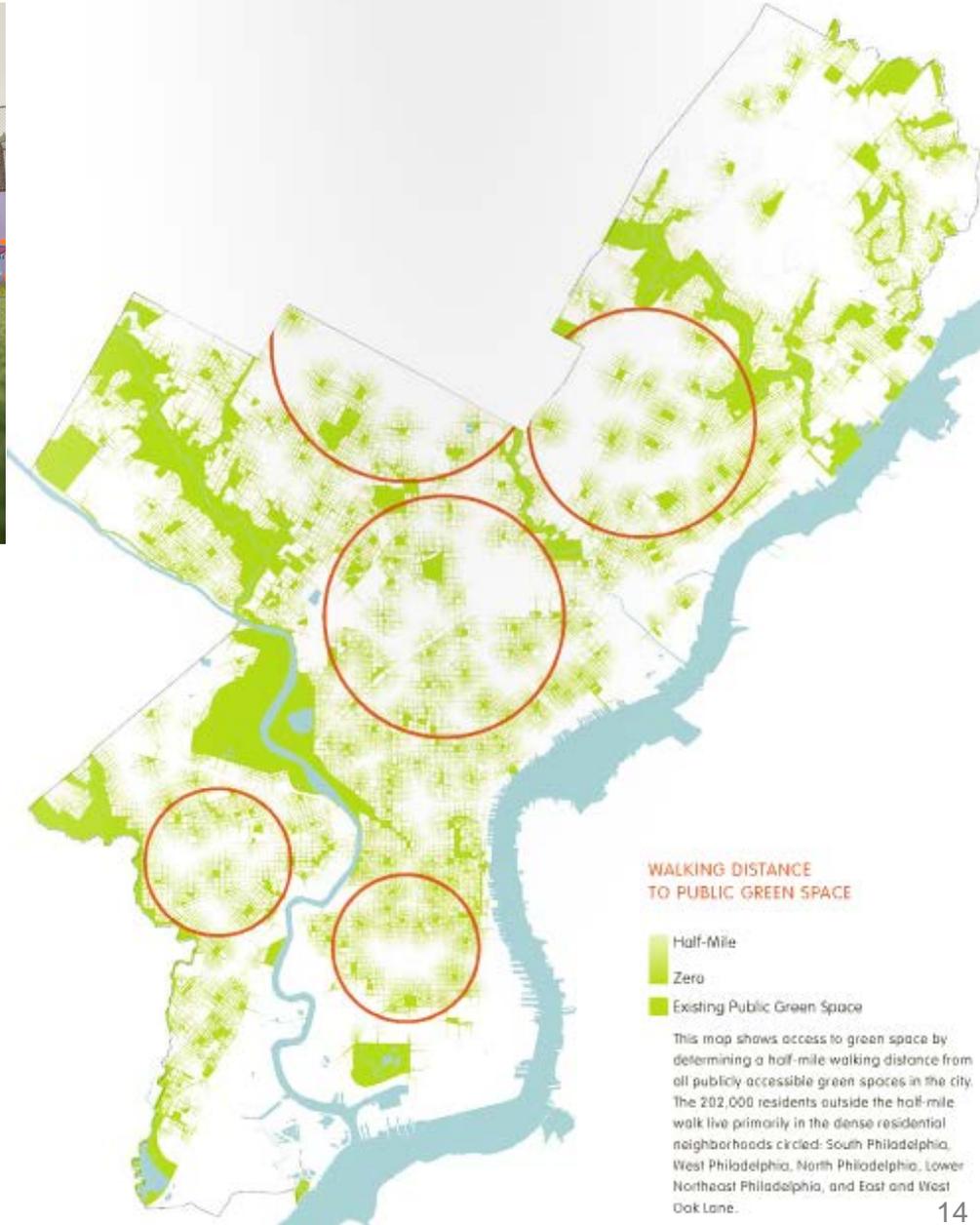
## Cumulative trees planted since 2010



**TreePhilly has given away 15,000 free trees to Philadelphia residents since Spring 2012**



**More than 200,000  
Philadelphians do not live  
within a 10-minute walk of  
park space.**



## Strengths



***Dedicated, experienced workforce: Full-time and seasonals***



***Strong partnerships and ties to the community: Recreation Advisory Councils, Friends Groups, community partnerships***



***Care of public spaces, facilities, and land: Safe, clean and ready to use***

## Key Challenges



***Old infrastructure and systems:*** Creates maintenance, accessibility, and safety challenges



***Skilled trades hiring:*** Need for qualified electricians, carpenters, plumbers, HVAC mechanics



***Fleet and equipment:*** One of the largest fleets in city government

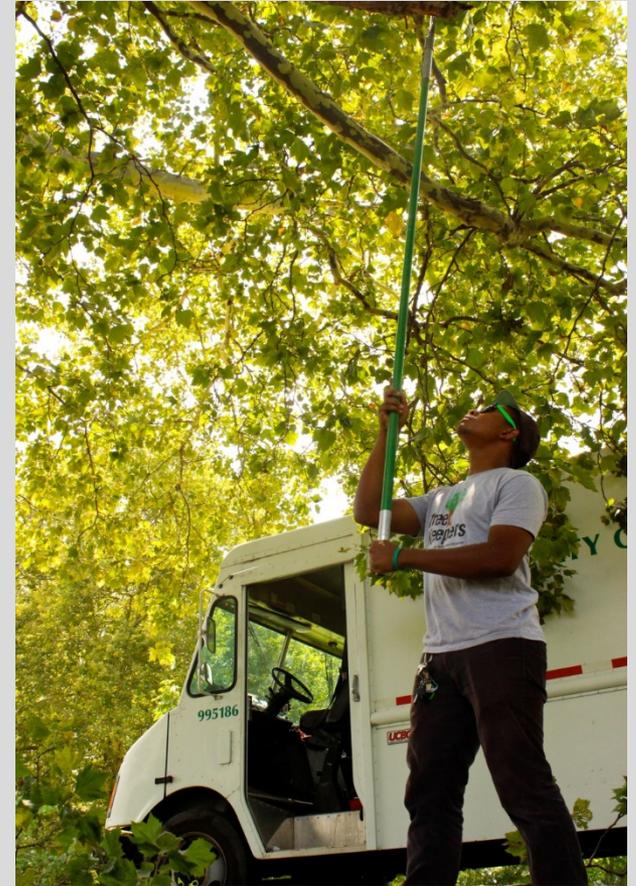


# What's on the Horizon

- Initiatives

## Initiatives include:

- Youth workforce development
- Reimagining Civic Commons
  - Schuylkill River Trail / Bartram's Mile
  - Discovery Center
  - Centennial Commons
  - JFK Plaza / LOVE Park
  - Lovett Library and Park
- Pools, camps, athletic leagues and other high-quality programming



## Additional Public Resources

- <http://www.phila.gov/parksandrecreation>
- <http://twitter.com/philaparkandrec>
- <https://www.facebook.com/PhilaParkandRec>
- <https://instagram.com/philaparkandrec/>



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www.phila.gov/performance