

All-Staff Meetings
Check-in Discussion
February 20, 2013

PHILADELPHIA
PARKS &
RECREATION

All-Staff Meetings

A G E N D A

1. Welcome
2. New Money and Spending Plan
3. Safety Follow Up
4. Other Merger Issues:
 - Department Communications/Branding
 - Coherence Model Project Teams
 - Training Opportunities
5. Your Feedback

New Money and Spending Plan

New Money and Spending Plan

How much new money did we get?

- City Council/Mayor Nutter approved mid-year transfer of \$2.6 million for department's FY13 budget with emphasis on maintenance. This money is needed **investment in the great work** of the department.
- As stated in the transfer ordinance **\$2.6 million**:
 - \$500,000 for seasonal maintenance staff;
 - \$2.1 million for new staff with focus on maintenance, particularly skilled trades (staff, materials, equipment and supplies)

New Money and Spending Plan

How are we going to spend new money?

- Priority Spending Areas:
 - **Special Projects Team;**
 - **Major Systems Preventative Maintenance;**
 - **Quality Day to Day Operations**
- Initial spending:
 - **22 new vehicles** (stake body, 4x4s, crew cabs, utility cabs, mini-wagons, bucket truck, flatbed)
 - **Increase class 300 supplies** budget (Roofing, HVAC, Plumbing, Carpentry, Locks, Electrical, Grounds, Trees, Painters)
 - **Playground equipment**, swings, safety surfacing crew

New Money and Spending Plan

How many new staff we getting and what will they do?

- Hiring strategy/process includes hiring staff as part of:
 - new funding;
 - six-day unit;
 - filling current vacancies
- Around **90%** of the total spending **will support staff, materials, and supplies in service of the priority spending areas and/or departmental operations/maintenance.**

New Money and Spending Plan

How many new staff we getting and what will they do?

- 51 - 55 **skilled trades/grounds staff** hired by filling vacancies, new funds, and/or six-day unit;
- 11 - 12 positions to support **administration, urban forestry, programs;**
- **62 - 67 TOTAL NEW STAFF**
- Plus Park SMAs, Program RSIs, Tree Maintenance Team, seasonals for ice rinks and indoor pools

Do More, Get More

External funding to the Department during merger 2009-2013

- Nearly **\$34 million in external funding** to support Department priorities
 - ✓ Splash & Summer FUNd **\$1.7 million**
 - ✓ Youth Development/OST **\$15.4 million**
 - ✓ New Urban Green Spaces **\$14.4 million**



Splash & Summer FUNd community fundraising



TreePhilly neighborhood yard tree giveaway

Safety Follow Up

Safety Follow Up

What did we hear, from you, Friends/Advisory Councils, public

What does “unsafe” look like to you?

Top Responses:

Physical Environment

Deficiencies in physical plant (repair issues, cleanliness): 75

Insufficient lighting: 21

Social Environment

Disregard for rules: 18

Lack of a welcoming/supportive environment: 18

Engagement

Lack of programs/activities: 9

Weak support networks: 2

What are the ingredients or features that create a safe environment?

Top Responses:

Physical Environment

Well maintained, clean physical plant: 37

Sufficient lighting: 27

Social Environment

Respect the rules: 21

Welcoming /supportive environment: 11

Engagement/Interaction

Support networks: 66

Programs/activities: 18

Administrative

Well-staffed: 17

Clear policies/procedures /protocols: 11

Security

Security measures: 3

Cameras: 2

Safety Follow Up

What did we hear, from you, Friends/Advisory Councils, public

What do you do or could you do at your center or park to create a safe environment?

Top responses:

Engagement/Interaction

Build support networks: 102

Intentionally engage people through programs/activities: 6

Physical Environment

Improve cleanliness: 7

Address Ready to Use issues and maintenance: 6

Administrative

Enact policies/procedures/protocols: 45

Increase frequency and reach of communication: 20

Safety Follow Up

What are we doing about it

- Installing security **cameras** at **31 facilities**
- Working with City Council to assess the feasibility of **expanding security camera installation**
- Tougher **law** and **enforcement** against ATVs
- Expanding our **customer service training**
- Strengthening **partnerships** with Park Friends groups, advisory councils and Police Department

Safety Follow Up

What else is left to do

- Survey and fix **security lighting**
- Increase Skilled Trades and Operations **staffing, equipment and supplies**
- Establish a **preventative maintenance program**

Department Communications/Branding

**Parks & Recreation**CITY OF PHILADELPHIA
LIFE LIBERTY AND YOU™

Topics

People We Serve

Government

Contact



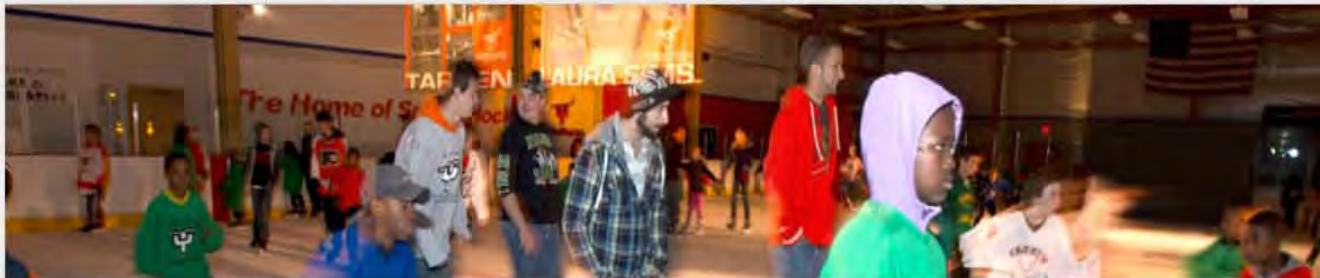
Programs and Activities

Places to Go

Get Involved

Environment

History

**Hit the Ice**

Our five ice rinks are open to the public seven days a week. Programs include ice hockey, ice skating and skating lessons. Visit one today! [...]



Plan Your Event



Volunteer



Do Business with Us



Forms & Permits

**Take Action**

Find a Facility



Plant a Tree



Philly 311

**Programs and Activities**

Camps, Baseball Leagues, and Older Adult Services are just a few of our wonderful offerings.

Sports, Athletics &
Outdoor Recreation

Camps

Specialty Programming

Places to Go

Philadelphia is filled with places to go from parks and trails to sculptures and places to eat. We have all of the ideas you need for a fun filled day.

Sculptures

Historic and Cultural
Attractions

Ice Rinks

Get Involved

The people who make our Department work every day have the privilege of being stewards of the City's environmental, cultural and historical assets. We ask that you Get Involved in your own way. Here is an overview of some of the ways that you can.

What's New

- Commission Reviews Temple University Boat House Proposal »
- January 2013 Newsletter »
- 2012 Boxers' Trail 5K Run/Walk »
- Team Vick Ground breaking »
- Burholme Golf Event Press Release »
- City's Only Bike Rental Service In Fairmount Park »

Stay Connected

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Parks & Recreation
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GO

Programs and Activities

Places to Go

Get Involved

Environment

History

[Phila](#) > [Parks & Recreation](#) > [Programs and Activities](#) > Sports, Athletics & Outdoor Recreation

Sports, Athletics & Outdoor Recreation

Programs and Activities

Sports, Athletics & Outdoor Recreation

Camps

Cultural Opportunities

Contests

Specialty Programming

Special Events Calendar

Drop-in Programs

Philadelphia Parks & Recreation hosts and organizes many sports leagues and athletic activities. You can always find out which ones are happening near you by using our [Find A Facility](#) application!



Baseball



Aquatics



Basketball



Birding



Disc Golf



Fishing



Girls Gymnastics



Golf



Hockey



Indoor Soccer



Outdoor Soccer



Rowing

[Phila.gov](#) > [Government](#) > [Parks & Recreation](#) > [Find a Facility](#)

Find a Facility

Welcome to the City of Philadelphia Parks and Recreation Department's Facility and Activity Listings.

Philadelphia Parks & Recreation oversees hundreds of structures. In an effort to allow our users to learn more about our most used structures, Find A Facility allows you to search for Philadelphia Parks & Recreation facilities by name, street address, zip code, region or facility type. Facility types included here are our recreation facilities, parks, environmental education centers and historic sites.

You can also find Philadelphia Parks & Recreation facilities by searching for the activities they offer. Activities are categorized by activity type, age range and day of the week that they take place.

Search Facilities via one or more of the methods below:

Select a facility to view its detailed information:

Select a Facility

Search for a specific type of activity:

Select an Activity

Search for activities and facilities within a zip code:

Zip Code

Search for activities and facilities within a PPR district:

District

Limit activity results to specific days of the week:

- ☐ Monday ☐ Tuesday
☐ Wednesday ☐ Thursday
☐ Friday ☐ Saturday
☐ Sunday

Limit results to specific types of facilities:

- ☐ Recreation Facilities
☐ Parks
☐ Historical Sites
☐ Environmental

Browse by City Region

Click one of the Philadelphia Regions in the map below to view Parks and Rec Facilities in that area.





FEBRUARY, 2013

Dear Friends:

2012 was a very successful year for Philadelphia Parks & Recreation in terms of accomplishments, partnerships and positive impact within the City's neighborhoods. Each and every PPR Staff person deserves to be proud and take ownership of what we have achieved this past year. None of OUR successes would have been possible without the collective investment of time, energy and caring from each segment of our department. You all have demonstrated time and time again that Philadelphia Parks & Recreation has the will and ability to make good things happen. But even more importantly, you have consistently shown your desire to do well, and this certainly has not gone unnoticed. The constituent support we have routinely received is in response to your consistent efforts, and the mid-year budget increase we received is incredible testimony to the value we have created and the regard that the City Administration holds for Philadelphia Parks & Recreation.

2013 is already off to a busy start but as we address current demands, we should not deny ourselves the opportunity to pause and look back on this past year's impressive achievements. Our retrospective is a bit short of the full calendar year because we did not publish a newsletter the entire year (this is one more notable accomplishment) but still, there is plenty to appreciate before we roll up our sleeves for another year.

In this issue

- [Letter from Michael DiBerardinis](#)
- [MAY 2012](#)
- [JUNE/JULY 2012](#)
- [AUGUST 2012](#)
- [SEPTEMBER 2012](#)
- [OCTOBER 2012](#)
- [NOVEMBER 2012](#)
- [DECEMBER 2012](#)
- [JANUARY 2013](#)
- [Volunteer Coordinators 2012 in Review](#)
- [Announcements](#)
- [Editor's Note](#)

Upcoming Events

FEBRUARY

Black History Month

FEBRUARY 4

Broad Street Run Lottery Begins

FEBRUARY 20

Department Communications/Branding

What is branding and why is it important?

- A brand is the **promise** of an experience
- Not about *what* you do but ***why* you do it** and what happens to those who consume your products and services once they do so
- Recognizable and meaningful “**graphic identity**” (logo, color palette, style guide), as well as a **common language**

Department Communications/Branding

What will the Department's brand look like?



Coherence Model Project Teams

Coherence Model Project Teams

What is this and why are we doing this?

- A **leadership development** program focused on strategic thinking
- A means of implementing **important projects**
- **Another step in the merger** of the two departments, focused on collaborative partnerships

Coherence Model Project Teams

What are the projects and who is involved?

| Internal Capacity Building to Promote Customer Service | Youth Development Collaborative Model | Safe, Clean, Ready to Use Standards/Quality Control | Internal Capacity Building to Promote Deeper Involvement of Community |
|--|---------------------------------------|---|---|
| Cynthia Douglas | Kathi Muller | Chris Palmer | Ed Fagan |
| Kim Robbins | Rob Jackson | Maureer Maier | Lisa Whittle |
| Kevin Sommerville | Azaraha Robinson | Teejay Boudreau | Erica Smith |
| Carol Roache | Ernie St. Germain | Mike Finnen | Lori Hayes |
| Alain Joinville | | | Jason Mifflin |

Coherence Model Project Teams

What are the projects and who is involved?

| Employee Social Activities | New and Special Programming Initiatives That Connect Programming to Parks | Park Stewardship |
|----------------------------|---|---|
| Barry Bessler | Terri Kerwawich | Ed Fagan |
| Jim Marino | Alex Hughes-Taylor | Jennifer Mahar (Fairmount Park Conservancy) |
| Patty-Pat Kozlowski | Kathy Tunney | Barbara McCabe |
| Darren Fava | Stephanie Robinson | |

Training Opportunities

Sample of Training Opportunities

Cross Divisional and After-School Trainings

Cross Divisional training topics included:

- Online Customer Service Training
- Reporter Training
- Volunteer Recruitment and Support

After-School training topics included:

- Tot Rec Conference
- Children in Nature with Sustainability Office

Sample of Training Opportunities

Recreation Leader Trainee, 1,2,3 & ARLs Trainings

Example of Topics covered at separate sessions included

- Human Resources
- Safety & Supervision
- Outdoor Recreation
- Food Program
- Sports & Athletics
- Volunteer/Advisory Council Engagement
- Meeting Facilitation
- Environmental Education/TreePhilly
- After School/Tot Recreation
- Cultural Events
- Aquatics
- Summer Camp
- Programming & Scheduling

Sustainable Land Care Training

January–November 2013



Topics will include:

- maintenance checklists
- pruning and mulching
- plant care
- soil and turf
- volunteers
- water features and stormwater projects

Two training sites:

- FDR Park and Pleasant Hill

OPPORTUNITY SITES
Neighborhood Parks

Sample Recommendations



Large scale composting facility



Maintenance yard sorting bins with compost and sand



Typical finished compost



A portable compost tea brewer at Harvard Yard



Application of compost tea at Harvard Yard



Example of turf root growth after the application of compost tea over a 3 month period at Harvard University.



Create **healthy soils** as the foundation for healthy vegetation, carbon sequestration, and stormwater infiltration