



**PHILADELPHIA
PARKS & RECREATION**

Pathport to PPR



PHILADELPHIA PARKS & RECREATION

Dear Colleagues and Friends:

From our earliest days as “Philadelphia Parks & Recreation,” we have demonstrated a commitment to actively engaging our constituents. Our numerous community discussions were productive in helping form the department’s structure as well as developing a set of highly ambitious goals, but there was more. We consistently heard the desire for more detailed information about the department along with an expressed need to build a deeper citizen connection to the department and the work itself to further advance our shared goals.

We recognize the value associated with citizens possessing intimate knowledge and understanding of our department. We believe that this level of involvement is an essential step to citizens effectively working side by side with government to achieve mutually important goals. Accordingly, I am both pleased and proud to share the initial version of our “Pathport to PPR,” a document that provides a broad and rich overview of Philadelphia Parks & Recreation’s structure, function and budget. Please take time to review this empowering resource that embodies the department’s revised Vision Statement.

“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.”

Thank you to the PPR Communications Unit and everyone else who contributed to this ambitious undertaking. And thank you to all of our staff, stakeholders and program partners for helping our fellow citizens “find their path” through Philadelphia Parks & Recreation.

Michael DiBerardinis, Deputy Mayor
Environmental and Community Resources

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Who We Are

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's children and other residents grow by connecting them to the natural world, to each other, and to fun, physical and social opportunities.

Core Values

1. **Safe, Clean and Ready To Use.** We create safe havens for people. We maintain these places to the highest standards so they remain secure, accessible and welcoming for everyone who uses them. We provide public spaces that people are proud to call their own.
2. **We Care For Our Natural Resources Because We Care For Each Other.** Clean water, healthy forests and open spaces are essential for our mental and physical health. We are proud to be zealous protectors and caretakers of William Penn's "Greene Country Towne."
3. **The World Needs Play.** The more we expose our children and neighbors to fun and enriching experiences, the more opportunities we create for people to learn, connect and share. Whether it's looking at the tops of the trees, feeling clay ooze through one's fingers for the first time or immersing oneself in our rich history; we view the creation of these opportunities for personal growth as a core responsibility.
4. **We Are Open And Willing Partners.** We can't do this essential work alone, nor can we do it apart. We are all at our best when we work together.
5. **We Believe In Others.** The greatest impact we can have is to lift the lives of those around us. We believe in the potential of people and work in service of their aspirations. By doing so, we advance their probability for personal growth and success— on their own terms, with their families and within their own neighborhoods.
6. **We Never Give Up.** We are persistent, creative and resilient. We will use that Philly grit to grow our city into a life force that fosters success.

Central Truth: We Help People Grow, That's What We Do.

Through the stewardship of our natural and cultural resources, the structured activities at our bustling recreation centers and the preservation of our City's rich history, Philadelphia Parks & Recreation connects people to new pathways in life.

Department Structure

Leadership

- Michael DiBerardinis, Deputy Mayor & Commissioner
- Susan Slawson, First Deputy Commissioner, Recreation & Programs
- Mark A. Focht, First Deputy Commissioner, Parks & Facilities

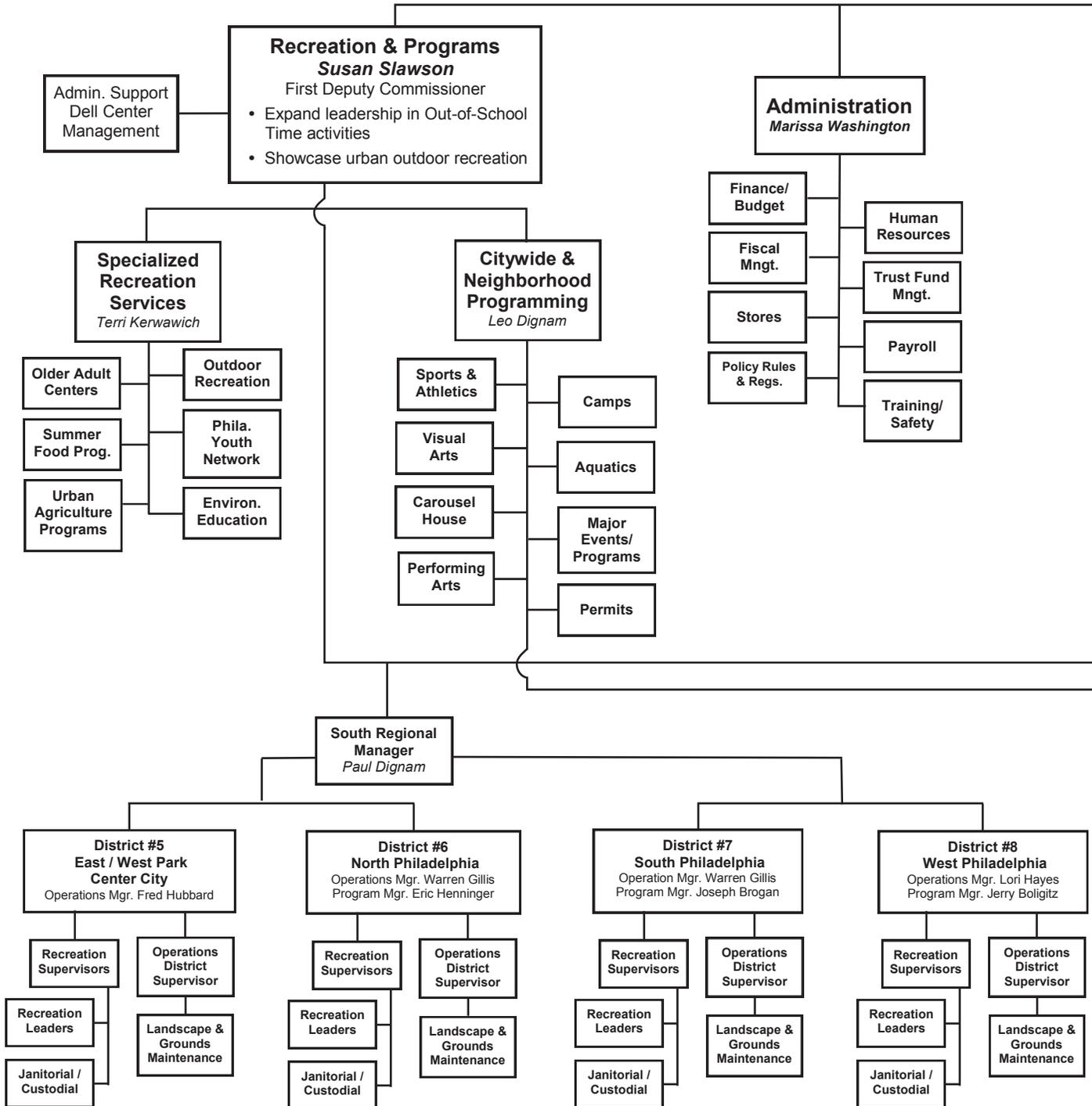
- Joan Blaustein, Urban Forestry and Ecosystem Management
- Stephanie Craighead, Planning, Preservation and Property Management
- Maryum Darby-Madison, Youth Development
- Leo Dignam, Programs
- Ed Fagan, Strategic Engagement
- Terri Kerwawich, Specialized Programming
- Kathleen Muller, Strategic Initiatives
- Chris Palmer, Operations
- Marissa Washington, Administration
- Patrick Morgan, Chief of Staff to Deputy Mayor/Commissioner DiBerardinis
- Cynthia Douglas, Chief of Staff, Recreation & Programs
- Barry Bessler, Chief of Staff, Parks & Facilities

Divisions

- **Administration:** Manages department finances and budgeting. Hires, trains and pays employees.
- **Planning, Preservation and Property Management:** Implements capital construction projects; manages land acquisitions; develops and reviews landscape and architectural designs and construction documents; and develops short and long-term planning documents. Develops geographic data, analysis and cartographic renderings. Designates historic landmarks and national register properties and districts; manages and administers the Department's architectural archives. Manages Department's properties and the creation of licenses, leases and other property agreements.
- **Programs:** Responsible for all the high-quality programs and activities offered at our recreation facilities and parks, this division leads the City in Out-of-School time programming and urban outdoor recreation/experiences.
- **Operations:** Keeps our buildings, fields and parks, along with all of our other public assets, clean, welcoming and ready to use by individuals and groups through work groups like Grounds Maintenance, Skilled Trades & Construction, Operational Standards & Energy Efficiency, Tree Crews and Contract Management.
- **Specialized Programming:** Develops outdoor recreation programming and oversees the PPR Food Program, Philadelphia Youth Network employment, Environmental Education and older adult services.
- **Strategic Engagement:** Establishes and sustains mutually beneficial relationships through direct engagement with community stakeholders, citizen volunteers and program collaborators as well as through the development of innovative business opportunities. Employs internal and external communication networks to increase awareness of PPR's diverse amenities, opportunities and experiences. Manages capacity-building initiatives to advance department goals for the benefit of the people of Philadelphia.
- **Urban Forestry & Ecosystem Management:** Protects and manages Philadelphia's natural resources for the health of the ecosystems and the benefit of the citizens of the city and region.

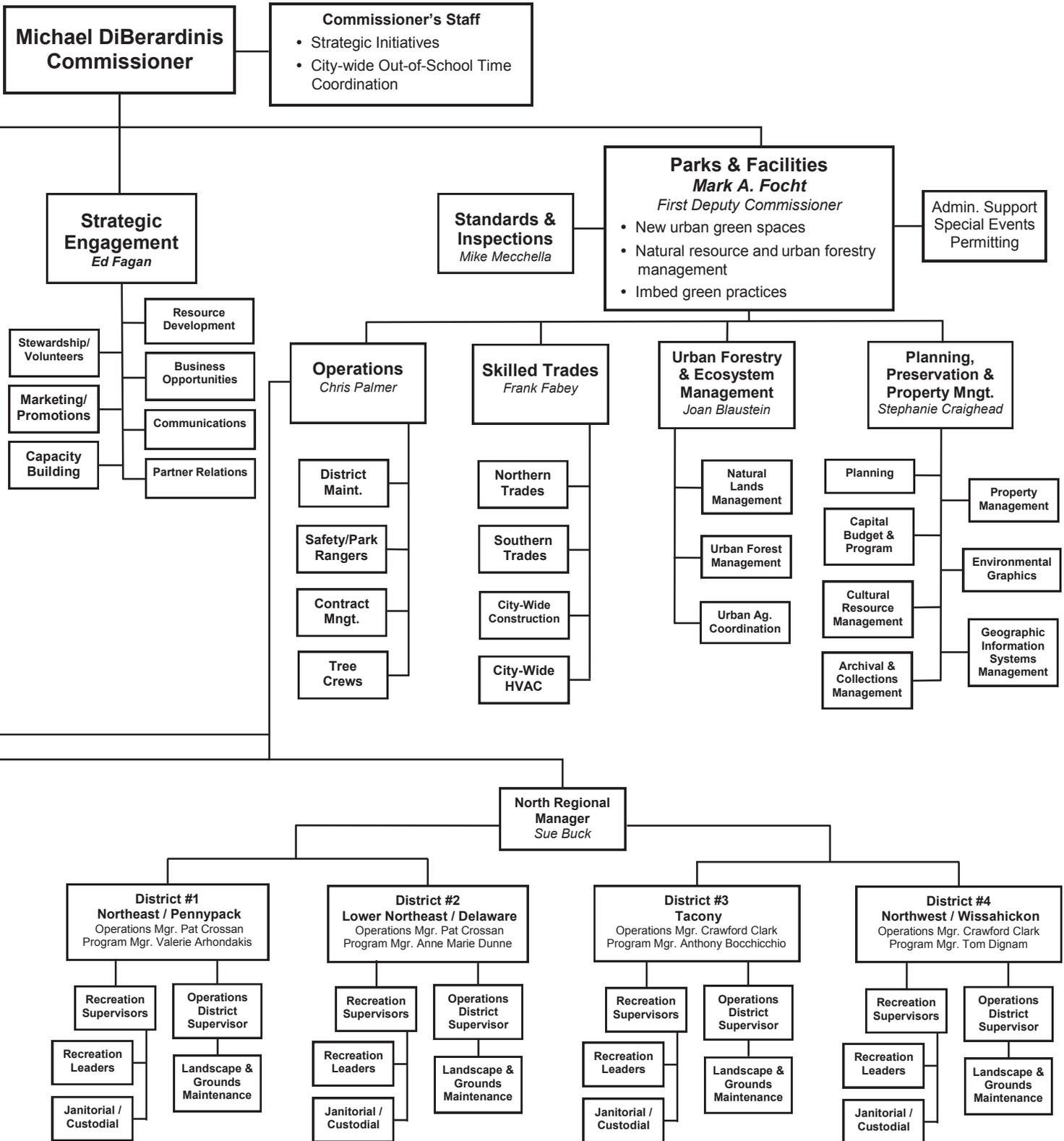


PHILADELPHIA PARKS & RECREATION



ORGANIZATIONAL STRUCTURE

December 2014



Where We Are

Philadelphia's parks and recreation system is both large and diverse. To manage the built and natural environment, Philadelphia Parks & Recreation divides the city into two regions, with four administrative districts each, for its care. The district maps on the following pages offer an initial snapshot of the department's reach.

In total, the following amenities are spread throughout the city:

- 156 Recreation Centers and Playgrounds
- 143 Neighborhood Parks and 7 Watershed Parks
- 6 Older Adult Centers
- 223 Miles of Trails
- 71 Outdoor Pools and 4 Indoor Pools
- 404 Baseball/Softball Fields
- 21 Outdoor Hockey Courts
- 262 Football/Soccer Fields
- 40 Historic Sites
- 40 Community Gardens and Orchards
- 460 Basketball Courts
- 3 Environmental Education Centers
- 5 Ice Skating Rinks
- 277 Tennis Courts
- 25 KEYSPOC Computer Labs
- 6 18-hole Golf Courses

Please visit

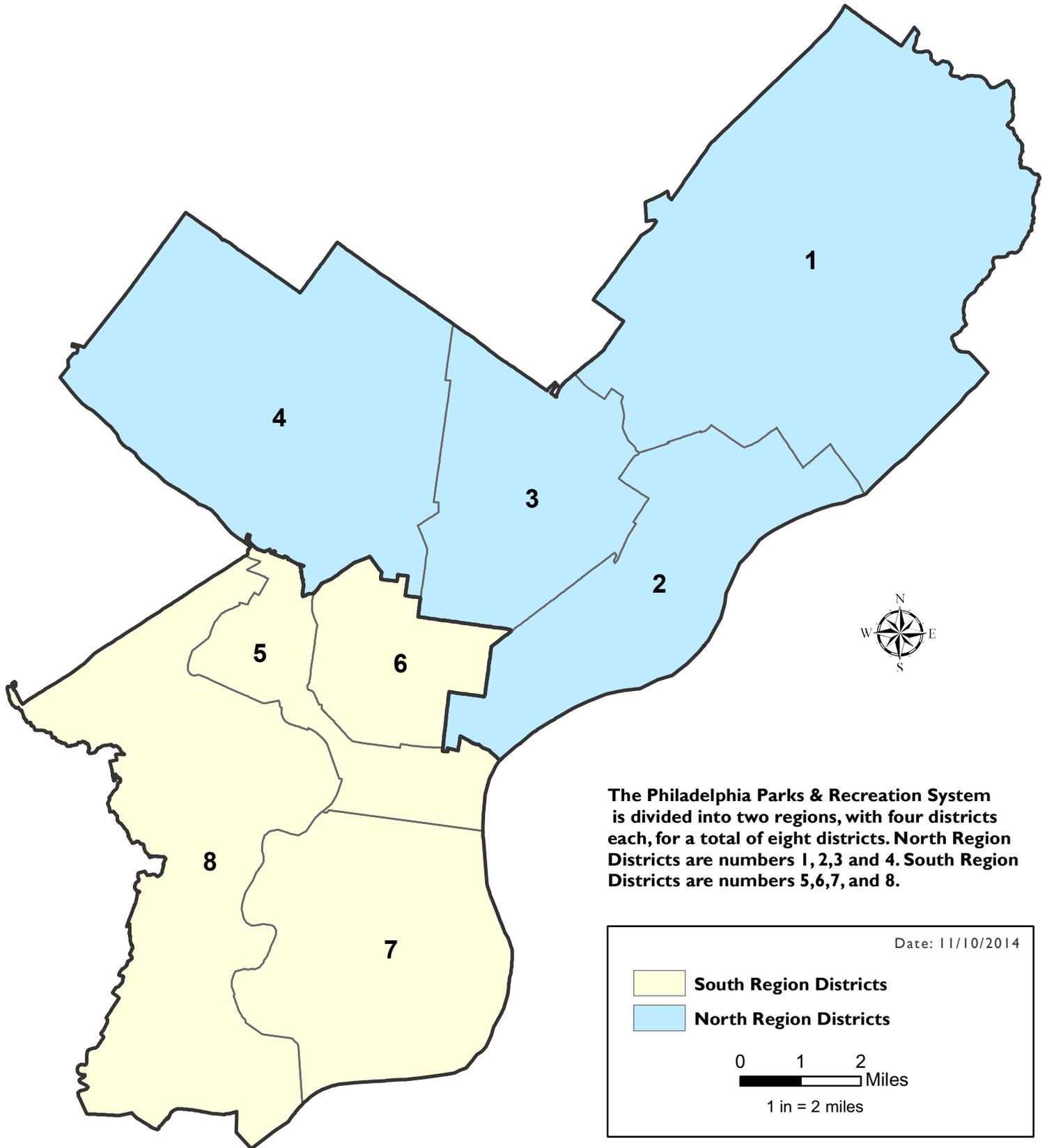
**www.phila.gov/parksandrecreation/findafacility/
to find a PPR park, facility or activity.**

2014 City of Philadelphia

Pathport District Maps



PHILADELPHIA
PARKS & RECREATION



PPR Districts

District I



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To search for PPR parks or facilities, please visit
<http://www.phila.gov/parksandrecreation/findafacility/>



PPR Districts

District 2



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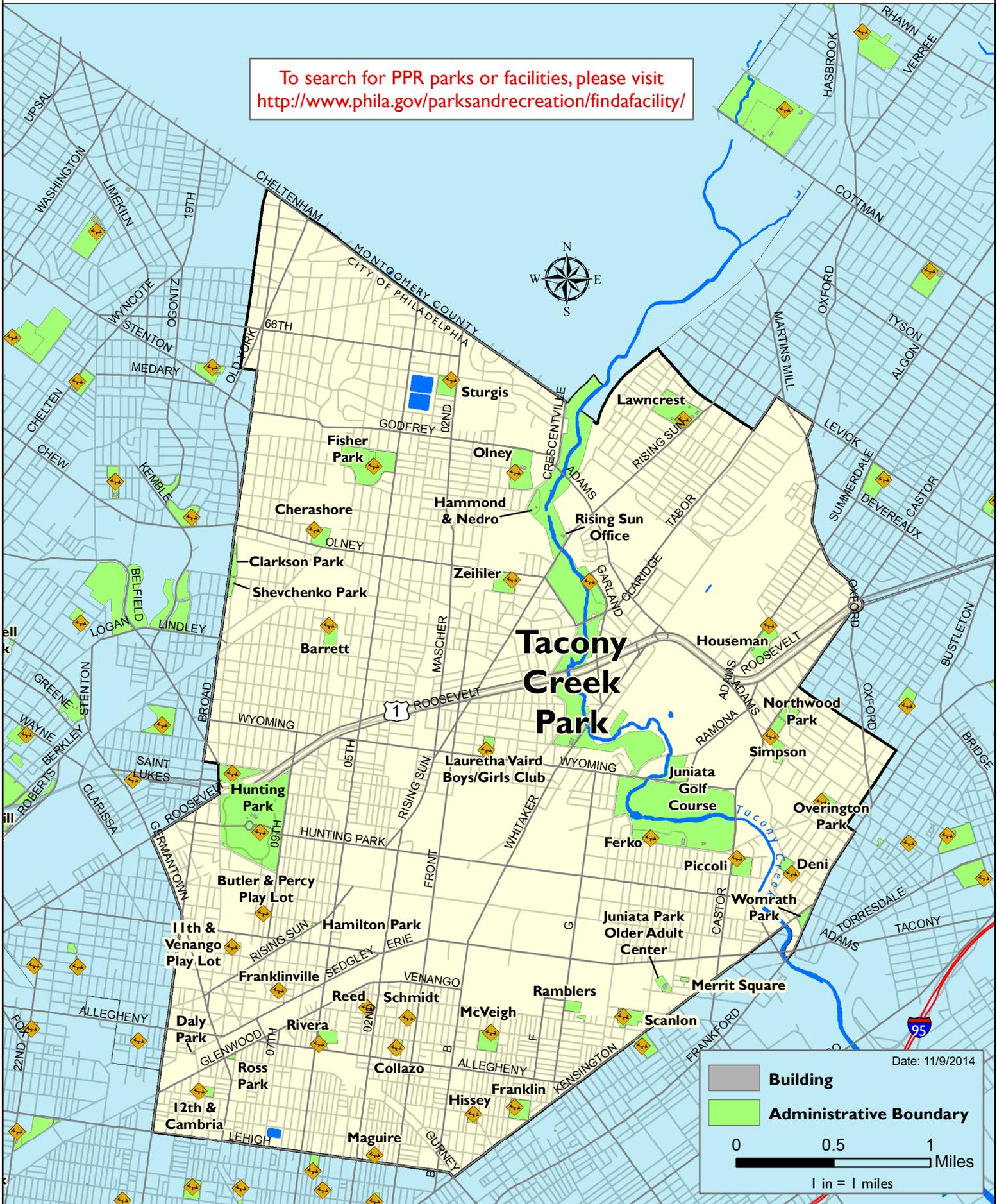
PPR Districts

District 3



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To search for PPR parks or facilities, please visit
<http://www.phila.gov/parksandrecreation/findafacility/>



Date: 11/9/2014

- Building
- Administrative Boundary

0 0.5 1 Miles

1 in = 1 miles

PPR Districts

District 4



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To search for PPR parks or facilities, please visit
<http://www.phila.gov/parksandrecreation/findafacility/>



PPR Districts

District 5 - Center City



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To search for PPR parks or facilities, please visit
<http://www.phila.gov/parksandrecreation/findafacility/>



PPR Districts

District 6



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To search for PPR parks or facilities, please visit
<http://www.phila.gov/parksandrecreation/findafacility/>



What We Do

Programs

After School Program: Philadelphia Parks & Recreation offers nearly 100 After School Programs throughout the city, providing safe places and structured activity for over 2,800 children five days a week during non-school hours. Programming focuses on five wellness areas (fitness and healthy habits, environmental awareness, outdoor activities, sports and athletics and the arts), with success measured by participant connectedness to peers and After School staff.

Tot Rec Program: An early childhood program housed in over 30 PPR facilities, Tot Rec is open to children between the ages of 2½ and 5-years-old.

Summer Camps: City-wide, PPR operates over 130 camps, including neighborhood camps, specialty camps like rowing, environmental education and performing arts, and special needs camps.

Food Program: In 2013, PPR provided close to 3.2 million meals to Philadelphia residents 18 and under, serving breakfast and lunch to approximately 30,000 kids per day in the summer and dinner to around 4,000 per day during the school year.

Urban Agriculture: Farm Philly, Philadelphia Parks & Recreation's urban agriculture program, supports the creation and maintenance of urban agriculture projects on PPR land, such as orchards, vegetable and fruit production, youth education gardens, inter-generational gardens, community gardens and market farms.

Visual Arts: PPR's Visual Arts programming provides art enrichment for youths through summer art camps, Art in the Park programs, After School Program lessons and art contests.

Performing Arts: Provides youth with individual and collaborative hands-on experiences in all aspects of performing arts through musical theater, dance and acting camps and workshops throughout the year, including specialty summer camps. In addition, PPR has its own adult theater group, the Vogue Players.

Environmental Education: Through structured programs at environmental education centers, summer camps and public events, PPR offers opportunities to learn about our environment and its inhabitants, and what we can do to protect them.

Outdoor Recreation: Ongoing programming such as kayaking, bicycling, disc golf and fishing that introduces Philadelphia youth to outdoor experiences available in PPR parks and facilities.

Sports and Athletics: PPR delivers its own athletic programs like baseball, soccer, rowing, basketball, gymnastics and golf in addition to hosting many sports leagues and athletic activities.

Programming for People with Disabilities: Philadelphia Parks & Recreation provides an inclusive environment for all of our program participants through direct communication between the facility supervisor, staff, parent or guardian and child to determine any necessary accommodations. Additionally, Carousel House, a PPR facility dedicated to providing socialization, recreational and educational services to persons with disabilities, delivers aquatics, athletics, arts, cultural and computer programming year-round.

Older Adult Programming: In addition to daily activities provided at PPR’s six Older Adult Centers, the department also organizes the Philadelphia Games and a summer Senior Art Camp.

Leadership Programs: The department’s Strength-Based (Trauma-Informed) Leadership Program is a touring, award-winning series of social skill programs that use the arts to build resiliency in children, youth, teens and families, as well as clinical and non-clinical professionals.

Services

Facility, Landscape & Site Maintenance: Holding our properties to the highest standards so they remain clean, safe and ready to use by the public.

Citizen Engagement: Partnering with neighbors and volunteers to ensure parks and recreation amenities are responsive to the communities in which they are located.

Communication: Maintaining open, transparent lines of communication between citizens and the department. Alerting the public to park and recreation developments, opportunities and initiatives.

Tree Planting, Pruning and Removal: PPR plants and maintains trees within its parks and recreation centers as well as in the sidewalk areas outside of private homes. Through its TreePhilly program, the department also gives away thousands of trees for residents to plant in their yards.

Ecosystem Management: Studying and developing the resources necessary for the conservation and restoration of PPR’s natural lands, including native plant propagation

Permitting & Special Event Management: Every year, PPR Special Events staff issues over 2,000 picnic permits for sites throughout the city. In addition, the department processes permits and provides special events management services to private and community groups hosting events in the parks and recreation system. This includes the issuance of permits by Recreation Leaders at individual centers, as well as the Stewardship Unit’s management of permits for community organizations hosting events in their neighborhood parks.

Historic Preservation & Interpretation: Caring for the hundreds of historical sites and sculptures in the PPR system, and installing signage and developing programs to educate the public about their importance.

Concessions: Providing business opportunities in parks and recreation centers to enhance experiences for neighbors and visitors.

Youth Employment: Providing workforce development to young Philadelphians through employment and internships, often in conjunction with partners like Philadelphia Youth Network and AmeriCorps.

Special Events and Specialty Venues

The Oval: Situated on 8 acres of land on the Benjamin Franklin Parkway, this “Park on the Parkway” was designed by Philadelphia Parks & Recreation, in partnership with The Fairmount Park Conservancy, to make Eakins Oval more accessible to the public. The Oval provides a wide array of community programming, activities and amenities suitable for all ages.

Parkway Special Events: In addition to The Oval, Philadelphia Parks & Recreation hosts major events on the Benjamin Franklin Parkway such as Made in America, Welcome America, the City's cultural parades and cause-related/sporting events such as the Susan G. Komen Race for the Cure and the Philadelphia Marathon.

Dell Music Center: Located in scenic East Fairmount Park, the Dell is an open-air amphitheater with 5,284 reserved seats and with an additional 600 on the lawn. The Dell hosts events ranging from headlining national acts to Kids Fest to high school graduations and other community programs.

Broad Street Run: Taking place on the first Sunday of May since 1980, the Broad Street Run is the largest 10-miler in the United States. Under the leadership of Philadelphia Parks & Recreation, over 40,000 participants raced through the heart of the city in 2013, passing many of the city's most iconic and important landmarks along the way.

Mummers Parade: For roughly 40 years, PPR has organized and executed the colorful, one of a kind Mummer's Parade. Featuring over 10,000 participants, the Mummer's Parade is one of the longest running folk traditions in the United States, and offers a unique and fun-filled experience for participants and viewers alike.

Horticulture Center: A modern exhibition hall and greenhouse, the Fairmount Park Horticulture Center was built for the Bicentennial celebration in 1976. In addition to serving as a special events rental facility, the Horticulture Center boasts Display Gardens, Perennial Gardens, a Centennial Arboretum, nature trails and more.

Carousel House: A 6.4-acre indoor and outdoor complex, Carousel House proves socialization, recreational and educational services to persons with disabilities who reside throughout the Philadelphia area.

Venice Island Performing Arts and Recreation Center: This multi-purpose facility—the result of a collaboration between Philadelphia Parks & Recreation and the Water Department—includes a state-of-the-art, 250-seat performing arts and recreation center, a spray park, an outdoor amphitheater, basketball courts and more.

Quality of Life Services

Green2015: An initiative to add 500 new acres of green space to Philadelphia, in support of Mayor Michael Nutter's *Greenworks Philadelphia* plan.

Parkland Forest Management Framework: An action plan to achieve a viable, self-perpetuating, native-dominated and resilient forest ecosystem.

TreePhilly: In order to grow our urban forest, connects Philadelphians with the resources they need to plant and care for trees on private property.

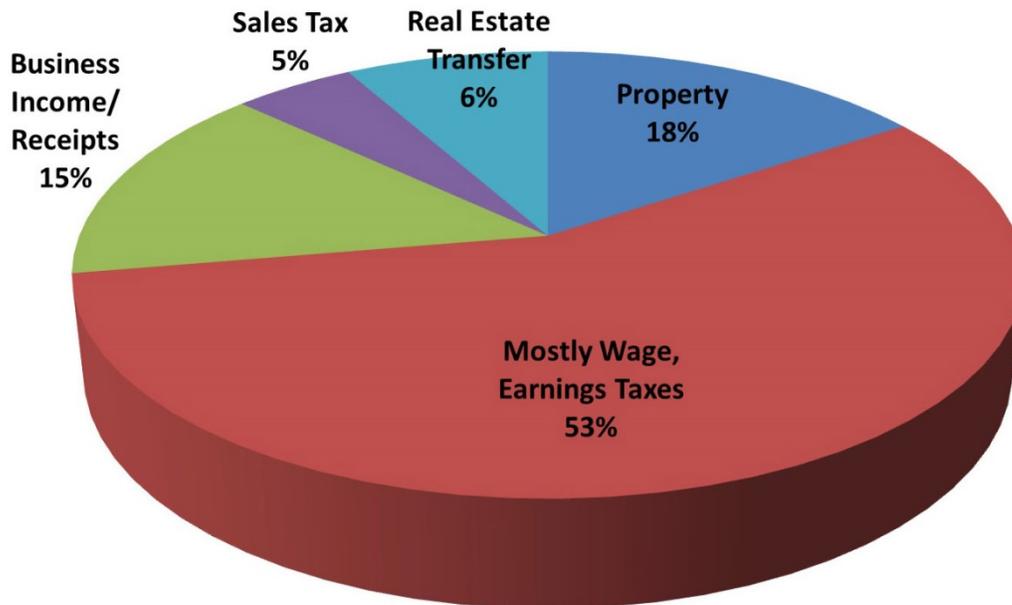
Street Tree Maintenance: Planting, pruning and removal services for trees planted in the sidewalk area, next to the street, as well as trees located within the park system.

How We Do It

Budget

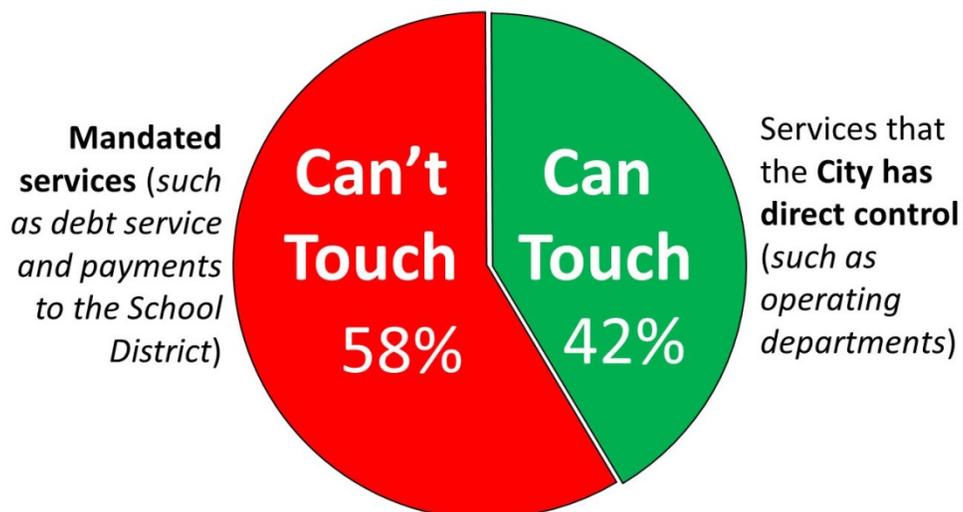
In trying to understand PPR's budget, it is helpful to know where the City of Philadelphia gets funding for its departments.

Where Does the City Get Money?



And, as a follow-up question:

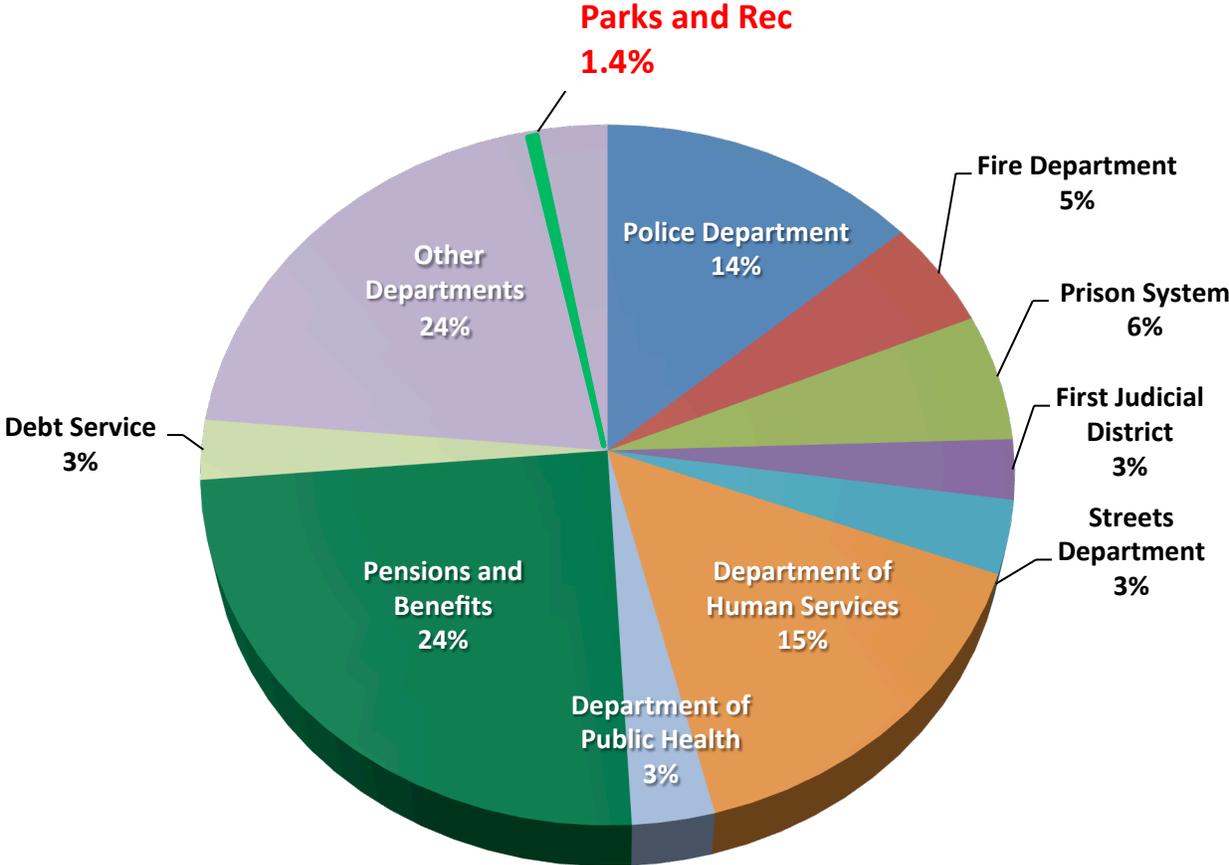
How Flexible Is the City's Budget?



Total City budget approx. \$4.4 billion

(Fiscal Year 2015)

What Does the City Spend Money On?



How Does Philadelphia Parks & Recreation Spend the Operating Money It's Budgeted?
Operating Budget, Fiscal Year July 1 to June 30

PPR Operating Budget Definitions/FY15 PROPOSED

| | | |
|------------------|------------------------|-----------------------|
| Class 100 | Salaries, Seasonal, OT | \$40.7 million |
| Class 200 | Services & Contracts | \$6.2 million |
| Class 300 | Materials & Supplies | \$2.3 million |
| Class 400 | Equipment | \$250,345 |
| Class 500 | Contributions | \$2.2 million |

PPR Divisions FY15 PROPOSED Full-Time Positions 701

Programming: 230 positions

- Rec Leaders
- Program Coordinators/Directors

Operations: 415 positions

- Skilled Trades
- Grounds: Facilities/Trees
- Special Events

Administration & Development: 56 positions

How Does Philadelphia Parks & Recreation Leverage This Funding?

Since the operational merger, PPR has raised nearly \$34 million in external funding to support Department priorities. Examples of concentrated fundraising include:

- Splash & Summer FUNd (for outdoor pools) \$1.7 million
- Youth Development/OST \$15.4 million
- New Urban Green Spaces \$14.4 million

What's a Capital Project?

Capital projects can be defined colloquially as big stuff that costs a lot and lasts a while. More formally, they involve the acquisition, construction or improvement of city-owned assets, including:

- purchase of land, buildings, equipment or machinery
- renovation, rehabilitation, installing or reconstruction

Projects must have a life expectancy of more than five years and cost more than \$15,000.

PPR's capital budget is separate from its operating budget.

How Does PPR's Capital Budget Compare to Other Departments?

| Department | Number of Facilities | FY11 | FY12 | FY13 | FY14 |
|-----------------------------|----------------------------------|----------------------------|----------------------------|-----------------------------|----------------------------|
| Health | 17 | \$727,000 | \$601,000 | \$2,150,000 | 0 |
| Police | 55 | \$2,530,000 | \$10,610,000 | \$9,500,000 | \$6,697,000 |
| Free Library | 57 | \$1,274,000 | \$1,535,000 | \$2,905,000 | \$1,500,000 |
| Fire | 65 | \$1,530,000 | \$4,624,000 | \$2,890,000 | \$430,000 |
| Parks and Recreation | 378 centers, pools, parks | \$14,200,000 | \$16,483,000 | \$21,900,000 | \$16,842,000 |
| | | <u>\$6,300,000*</u> | <u>\$8,583,000*</u> | <u>\$14,000,000*</u> | <u>\$8,942,000*</u> |

*Portion of capital budget under PPR control

How Long Does a Capital Project Take?

Here is an example of a typical capital project timeline.



Who Else Is Involved in a Capital Project?

- **Public Property:** manages the city's physical infrastructure (excluding Airport, Water, Streets, SEPTA)
- **City Planning Commission:** regulates zoning and oversees capital budget
- **Philadelphia Industrial Development Corporation:** provides financing and workforce development programs to city, state, businesses, and non-profits
- **Art Commission:** approval body for the design and location of public buildings, works of art acquired by the City, and encroachments into/over public right-of-way
- **Historical Commission:** responsible for ensuring the preservation of historically significant buildings, structures, sites, objects, interiors and districts in Philadelphia

Additional Resources for Budget Information

- Overall City budget information: www.phila.gov/citybudget (Five-Year Plan, Budget in Brief, Mayor's Budget Address)
- Reports: www.phila.gov/finance/reports.html (Capital Budget, Budget Detail, Audits, QCMR)
- Committee of 70: www.seventy.org/issues/taxes-and-budget
- PA Intergovernmental Cooperation Authority (PICA): www.picapa.org

Engagement

Just as crucial to Philadelphia Parks & Recreation as its City funding are the partnerships with citizens and likeminded organizations that help us maximize our impact in the community.

Community Partnerships

PPR collaborates with volunteers to help maintain parks and enhance recreation programming. Most citizens help the department by joining a park Friends group or recreation center advisory council, or by providing direct assistance at a rec center.

- **Friends groups** are community-led organizations primarily established to support and advocate for specific park areas. Friends groups work in close partnership with PPR staff to create welcoming community green spaces and positive experiences with nature at the neighborhood level. Typical Friends group activities include organizing park cleanup and beautification days, hosting fundraising events, providing recreational and educational programming, supporting park improvements, publicizing important issues, resource management and park advocacy.
- The **Philadelphia Recreation Advisory Council** is a partnership between community members and Philadelphia Parks & Recreation created to support individual recreation centers and playgrounds. Local advisory councils function as liaisons between the facility staff, community and city agencies to assure community input on a regular basis. They work in partnership with staff to serve as a source of volunteer leadership and recruitment, evaluate community reaction to programming, introduce new and innovative programming, as well as to conduct fundraising activities.

In addition, the department works with volunteer groups on single service days and short-term projects.

Organizational Partnerships

As an open and willing partner, PPR works with organizations large and small to extend its reach, leverage existing funding and improve the city at large. Partners range from parks and recreation support organizations to small user groups to corporate sponsors.

Summary

Thank you for your interest in Philadelphia Parks & Recreation. This Pathport is intended to provide basic information on the organizational structure, functions and reach of PPR. We hope this document has helped you “Find Your Path” to a greater understanding of Who We Are, Where We Are and What We Do. The Pathport is a living document and will continue to grow and change with the department itself.

Important Numbers

For General Department Information, Please Call (215) 683-3600.

District Management Teams

North Region (Districts 1, 2, 3, 4)

Regional Manager (215) 683-9040

Operations

District 1 and District 2 Operations Manager (215) 685-8797

District 3 and District 4 Operations Manager (215) 685-2575

Programs

District 1 Program Manager (215) 685-0593

District 2 Program Manager (215) 685-1245

District 3 Program Manager (215) 685-2850

District 4 Program Manager (215) 685-2229

South Region (Districts 5, 6, 7, 8)

Regional Manager (215) 685-4350

Operations

District 5 Operations Manager (215) 685-0114

District 6 and 7 Operations Manager (215) 685-4352

District 8 Operations Manager (215) 685-1660

Programs

District 6 Program Manager (215) 685-2470

District 7 Program Manager (215) 685-1593

District 8 Program Manager (215) 685-0159

Specialty Programs and Venues

Carousel House (215) 685-0160

Dell Box Office (215) 685-9560

Farm Philly Program (215) 683-3583

Horticulture Center (215) 685-0096

Venice Island Performing Arts &
Recreation Center (215) 685-3583

Environmental Education Centers

Wissahickon (215) 685-9285

Pennypack (215) 685-0470

Services

Concessions (215) 683-0207

Recycling Center (215) 685-0108

Special Event Permits (215) 685-0060

Stewardship Office (215) 683-3679

Street Tree Services (215) 685-4362

TreePhilly Program (215) 683-0217

More Information

- For general department information, please call (215) 683-3600 or visit www.phila.gov/parksandrecreation.
- For service requests, please call 311 (215-686-8686).
- For emergencies, call 911.

To continue learning about Philadelphia Parks & Recreation and how you can get involved, follow the department online.

Philadelphia Parks & Recreation

parksandrecreation@phila.gov

www.findyourpathphilly.org

[@philaparkandrec](#)

