



THE CITY OF  
**TAKOMA PARK**  
MONTGOMERY COUNTY, MARYLAND

# DEPARTMENT ROUNDTABLE

## RECREATION DEPARTMENT

Feb 2014

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# Mission



- **Mission**
  - To strengthen community through providing recreation programs, services (broadly defined) and facilities to city residents that emphasize a healthy lifestyle, physical well-being, personal development, citizen involvement, integration of different cultural and economic communities, and fun.

# Measures of Success



- **Measures of Success**
  - The Recreation Department defines success using several indicators:
    - Participation
      - Ward Inclusion
      - Age and Gender
      - Program Stability and/or Growth
    - Customer Feedback
      - Evaluations

# Measures of Success



**Total Program Participation by Ward  
(Unique Household ActiveNet Accounts by Ward - December 2009 to Present)**

Ward	2009-2011 Count	2009-2011 Percentage	2012-2014 Count	2012-2014 Percentage
1	325	11%	735	12%
2	280	10%	615	10%
3	211	7%	513	8%
4	206	7%	488	8%
5	147	5%	307	5%
6	150	5%	324	5%
Non Resident	1557	55%	3264	52%
<b>Total</b>	<b>2,880</b>	<b>100%</b>	<b>6,246</b>	<b>100%</b>

**117% Total Household Increase in Participation**

# Measures of Success



## Total Program Participation by Age

Age Range	2009-2011 Total	2009-2011 Percentage	2012-2014 Total	2012-2014 percentage
5-9 year olds	786	16%	2,115	13%
10-12 year olds	614	13%	1,736	11%
13-20 year olds	680	14%	3,411	21%
21-54 years old	2,247	47%	7,298	45%
55 & Over	469	10%	1,682	10%
<b>Totals</b>	<b>4,796</b>	<b>100%</b>	<b>16,242</b>	<b>100%</b>

### 239% Increase in Total Participation

*This chart does not include drop-in activities or residents that attend Department sponsored special events (Egg Hunt, Celebrate Takoma, Monster Bash, Fitness Expo, teen and/or game room).*

# Key Recent Projects & Achievements



- **Key Recent Projects/Achievements**
  - Provide Skill Building Opportunities for Teens
    - MAC Software Workshops
    - Charm School
    - SAT Prep
    - Photography Classes
    - Job Training
    - Young Entrepreneur Program
    - Career Spring Break Camp
    - \*\* Vocational Training Program \*\*
  - Celebrate Takoma
  - Lee Jordan Field Dedication
  - Teen Program Participation
  - Active Adults Programming (ages 55+)

\*\* Vocational training program was re-advertised to begin April 2014.

# Trends



- **Trends & Best Practices**

- There are several areas the department anticipates focusing on as we move into FY15:
  - Increased 55+ Participation (Active Programming)
  - Summer Job Program (ages 16-18)
  - Summer Camp Opportunities (ages 3-12)

# Opportunities & Challenges Going Forward



- **Challenges Going Forward**
  - Decline in Rental Revenue
  - Age of Facilities (Heffner and NH Recreation Center)
  - Buy-in and Involvement by Parents of Teens
- **Opportunities Going Forward**
  - Youth Summer Jobs Program
  - Additional Summer Camp Programs
  - More Active Adult (55+) Programs
  - Expansion of Flag Football and Futsal Sports Leagues