



Recreation Program Registration and Scholarship Expansion

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City Website Link:

<https://takomaparkmd.gov/government/recreation/recreation-scholarships/>

Project Goals

- Provide comprehensive accessibility to the department's scholarship application process for all residents.
- Mitigate barriers (actual and potential) that would impede a resident's completion of the application and/or registration process.
- Broaden the submission process to accommodate various residents' technology, linguistic, and scheduling needs.

Project Description

- Program Scholarship Application and Program Registration Process

City Council Priorities

- A Livable Community for All
- These additional opportunities for residents to register or attain scholarship information will ensure a range of safe and quality recreational options that are affordable for all incomes, races, and ethnicities.

Racial Equity Toolkit Considerations

What does data tell us about who is likely to be impacted by the project? What data sources are you using and are there any data gaps?

A. The project is geared toward families and households that need additional financial support to gain access to recreational programs and activities in the City. While our registration system, ActiveNet, does not collect race, ethnicity, or household income details for any registrants, we have used data from the previous five years of scholarship applications to gain insight into which wards our applicants reside. Also, this information has helped us determine what areas we should concentrate our efforts on to improve overall accessibility to program registration. Based on this information, the project will likely impact predominantly households in Wards 4 and 2.

What is your community engagement strategy for this project? How will you use community feedback to avoid unintended consequences?

A. Information regarding the scholarship is available on the department's website, included in the City Guide, and posted in the community and recreation center. Additional engagement will be used on social media platforms, Takoma Insider, and Newsletter postings.

The initial processes will remain available during the rollout of the expanded scholarship and registration submission options to ensure the current scholarship recipients can continue using the process they are familiar with, should they prefer.

How are you evaluating the success of this project?

A. We will conduct surveys of previous and current scholarship recipients to learn about their experience navigating the scholarship process, such as: learning about the scholarship, application process, and using it for programs and activities. Furthermore, we will compare the total number of applications in the upcoming year to previous years and audit the number of new ActiveNet accounts created post special events or outreach activities. This will help shed light on overall trends such as: is there an influx of new applications, all applications what percentage were submitted/completed by the more recent methods.

How might a successful project advance racial equity in Takoma Park, in a sustainable way?

A. Improved accessibility to the scholarship application will provide a bridge for families to recreational activities and programs regardless of financial status. Through the evaluation process, the Recreation Department will continue to learn how to adapt the process in the future as the community needs change.

Report Back

Project Outcome & Racial Equity Impact

A. TBD

*Note: This project is still ongoing.

Next Steps

What were the challenges of this project?

A. TBD

*Note: This project is still ongoing.

What further action and resources are needed?

A. TBD

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