



Department of Parks & Recreation

Community Development
and Human Services

[Quarterly Update: 9/26/23](#)



Explore the Activate ATL 10-Year Plan & DPR 5-Year Strategic Plan at Activate-ATL.com

Effective & Ethical Government

- Enhanced Outreach Efforts (Community Events + Engagement)
- Council Communications Protocol

A City Built for the Future

- Asset Management + Maintenance Cost + Needs Assessment
- 71 Projects in MAF
- Equity Data Tool

One Safe City

- Park Ranger Program - 1st ranger joined January 2023
- Recruitment for Director of Parks & Recreation Safety to begin this Fall.
- Cameras - installations continue through MAF funding
- Park Security Lights - assessments of operability and monitoring, prevent outages
- Park Activation - Pro-social activities to root out anti-social behaviors

A City of Opportunity for All

- Expand Youth and Senior Initiatives
- Centers of Hope & Choice
- Continue & Enhance APS School Breaks
- Extend Hours at Recreation Centers
- Enhance Partnerships with nonprofits
- Park Activation: Popsicles in the Park
- Movies in the Park
- Community Events
- Park Acquisition (10-Minute Walk)
- Playmobile increasing access to rec

Mission

To provide equitable access to outstanding recreational, natural, and cultural experiences that **enhance the happiness, health, and well-being of all Atlantans.**

Vision

To make recreation and parks the heart and soul of Atlanta through a diverse, yet **seamless and interconnected system of parks, recreation, and natural areas.**



Recreation Goals + Priorities

- Host community events and meetings
- Provide new and innovative programs
- Widen our reach with youth and seniors
- Employ more teens and lifeguards
- Make sports fun!
- Expand women's sport options
- Provide healthy snacks and meals
- Respond to the Community

Goals of Activate ATL

Invest

- Improve condition of existing facilities
- Invest in human capital, training, and resources
- Invest in programming opportunities
- Reimagine golf courses and tennis centers
- Develop increased skills through training + continuous development
- Invest in safety + security
- Invest in natural areas

Connect

- Acquire park land through acquisition
- Acquire park land through joint use
- Ensure communities have access to amenities
- Expand healthy food access
- Build new fields/courts
- Ensure right sized staff

Grow

- Expand trail network + improve wayfinding
- Prioritize youth and seniors
- Develop environmental education
- Provide volunteer opportunities with Park Pride
- Develop robust communications and marketing
- Develop youth/teen support programs

Download the 10-Year Master Plan + 5-Year Strategic Plan at [Activate-ATL.com](https://activate-atl.com)

CBF 2023

- Active at 21 Rec Centers
- Traveled to 20+ Field Trips & Special Events
- Hosted traditional, aquatics, and tennis camps
- Provided financial assistance to hundreds of families and participants
- 185 Summer Youth Hired
- Continued 2023 "A Day at the Lake Experience"



2,200+ Youth Served (Ages 5-12)

- Prime Time Seniors (PTS) Participated in the Senior Olympics @ Pittsburgh in July with several medals
- 490 Prime Time Seniors participated in CBF 2023
- 1,813 Prime Time Seniors are registered for Aug. and Sept. 2023
- PTS 2023 Now Held at 15 Sites



490 Prime Time Senior Participants in CBF 2023

Year of the Youth



Afterschool Program
(STEM and Academics)



CBF Lifeguards Youth
Employee



STEAM Camps



Gaming & E-Sports



Community Block Party
w/PlayMobile



APF partnership
staffing @Promise

~2,800 Youth Engaged:
Sports, Afterschool + CBF

- Afterschool programming began August 1st: Mon-Fri 2:30-6pm
- 1,100 enrollees currently for Aug./Sept.; serving students 5-12 years
- Includes APS, Police Athletic League, and At Promise students
- 12 approved vendors offering STEAM and athletic programs





Atlanta Teen Leaders

- ATL Teen Leaders focuses on development and safety of Atlanta Youth Ages 13-18
- Launched summer Boys Academy (ages13-15); teaching life, social + professional skills
- Renovated teen rooms at Dunbar and Adams Rec Centers
- (2) ATL Teen Leaders have earned a paid internship with Historically Black University of Content
- 30 Teens received an exclusive all-access tour of Tyler Perry Studios

Teen Summer Basketball League Participants: 110 Players, 10 Teams



Summer Food Program

- DPR Summer Mobile Food Program from 6/5-7/21
- Snacks and hot meals for afterschool programming
- 17,000+ snacks and meals served in August to afterschool students
- Serving 19 recreation centers with meals Monday-Friday
- Increased program reimbursement 211% from FY22 to FY23
- Increased from 26 sites in 2022 to 38 sites in 2023

74,000+ Meals Served since July!

Activation

- Popsicles in the Park
- Cool Treats at the Pool
- Movies in the Park (Fri. + Sat.)
- PlayMobile
- Community Festival with Actress Storm Reid and Tennis Pro Coco Gauff at Brownwood Park
- Ribbon Cutting at Cascade Springs
- Groundbreaking at Oakland Visitor Center



Aquatics

- DPR established a process for tracking outdoor visitor pools
- Approximately 1,746 daily patrons served at outdoor pools in July 2023
- DPR continues management and lifeguard operations over the outdoor pools
- 80 new lifeguards received their National Lifeguard Certifications
- **Fall Programs:** Learn 2 Swim, Dolphins, Water Aerobics, Senior Aerobics



Indoor Pool
Locations

Rosel Fann
Natatorium

C.T. Martin
Natatorium

MLK
Natatorium

Washington
Park
Natatorium

Pickleball Pilot Happening Now

- **Pickleball overlay courts** will be painted (across all Council Districts) as part of an ongoing pilot program
- 47 total pickleball courts: 14 are dedicated courts + 33 are shared overlays
- Goal is to learn what works well and what needs to be improved to make pickleball successful in Atlanta
- Pilot will inform future strategy re: additional overlays, dedicated courts, or a combination of both
- DPR offers free use of pickleball equipment including net, paddles, and drop-down lines at all 5 tennis centers

June – August Tennis Reservations: 9,391



June -August Tennis Revenue: \$215,495

Summer 2023



185 Youth Hired



56,871 Golf Reservations Completed



\$1,428,301 Golf Revenue



258 Court & Field Reservations



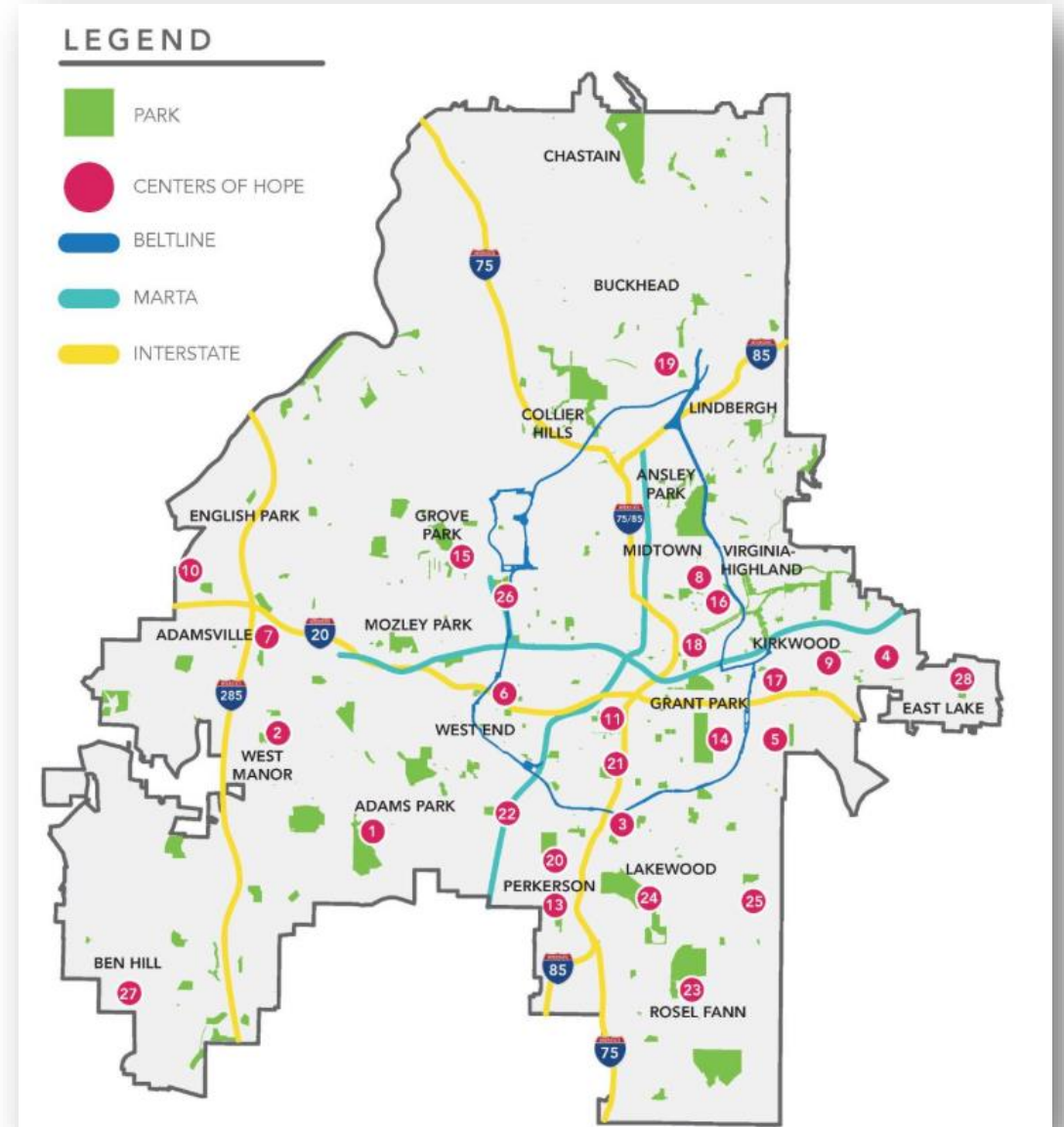
477 Pavilion & Greenspace Reservations

Park Operations

Maintenance Results - Averages | June-Aug 2023

Maintenance	Average	Target
Mowing	80%	90%
Trimming/Blowing	88%	90%
Garbage Cans Serviced	90%	100%
Litter/Limbs Removed	86%	88%
Arborists	100%	85%
Forestry	88%	88%
Electrical	96%	90%
HVAC & Roofing	89%	90%
Plumbing	67%	90%
Carpentry	53%	90%

Total Work Orders Completed: 2,003



MAF | Batch 1 - To Be Delivered FY24: \$32,196,555

Pre-construction/Procurement

Bessie Branham Treehouse + Amenities, Brownwood Park, Cabbagetown Park, East Lake Park, John Howell Park, East Lake Park, Little Nancy Creek Pedestrian Bridge, Rebel Valley Park Playground and Amenities, Sidney Marcus Park, Sunken Garden Park, Yonah Park

Projects in Construction

Beaverbrook Park Playground, Bessie Branham HVAC, Chosewood Park Playground, CT Martin Pool Pak, Emma Millican Park Expansion & Trail, Herbert Taylor Park Improvements, Indian Creek Park Playground, Maddox Park Playground, Melvin Drive Playground, Morningside Nature Preserve Parking Lot, Coan Park, Peachtree Hills Park, Shady Valley Park, Vermont Road Park, Olmsted Park, Piedmont Park Boardwalk Replacement, Piedmont Park Dock/Trail/Road Improvements, Pittman Park Trail, Shady Valley Park, Tanyard Creek Trail Improvements, Tremont Park Playground

ADA + Cameras + Lighting

BeltLine CCTV, Grant Park + Grant Park Rec Center CCT, JA White CCTV, Piedmont Park CCTV, Rosa Burney + Dunbar Rec Center CCTV, Washington Park CCTC, Woodruff Park CCTV, Stone Hogan Park ADA, Oakland Cemetery Paving + Mobility Improvements, Peachtree Hills ADA Bridge, South Bend Park Lighting, Wilson Mill Park Lighting

City in a Forest:

**Urban Forestry
Grant Awarded!**

Protecting Atlanta's Legacy Grant will create:

- The City's first comprehensive Urban Forest Master Plan;
- Establishing a strategy and standards for systematic, equitable, and effective management of the urban forest
- In disadvantaged areas making up 49.6% of the city, the project will complete comprehensive urban forest assessments;
- Oversee risk reduction maintenance of trees
- Restore forested areas
- Install signage to connect people with natural environment
 - \$5,000,000 - DPR
 - \$10,000,000 - Trees Atlanta
 - \$2,000,000 - Partnership for Southern Equity
 - \$439,100 - ECO-Action

Grant submitted in collaboration with DCP, in alignment with Trees Atlanta.

Hiring & New Organizational Structure

Administration, Strategy, and Innovation

- Office of Administration, Strategy, and Innovation, DC La'Shawn Dudley
- Office of Partnerships & Enterprise, DC Rachel Maher
- Office of Recreation, Director Danielle Leininger
- DPR Finance Team, Director Henry Thompson
- DPR Legislative Affairs, Assistant Director Carmen Anderson
- (3) New Performance and Operations Specialists
- New hires and support staff for Parks and Recreation
- NRPA Conference is coming to Atlanta in 2024!



Partnerships & Enterprise



Millage Increase Next Steps

City Council increased the dedicated Park Millage and allocated **\$16 million for Parks & Recreation** Improvements and other needs: build + repair parks and rec facilities, expand rec opportunities, install cameras, establish a Park Ranger program, and provide training and equipment.

DPR will host a series of (3) Community Meetings starting 9/25 to share about the Millage Increase, plan for allocating these funds in alignment with community + staff input + progress made to Activate ATL!

**From Activate ATL
Statistically Valid Surveys:**

**Atlantans are yearning for
comprehensive, equitable
improvements to their parks
and recreation system**



90%

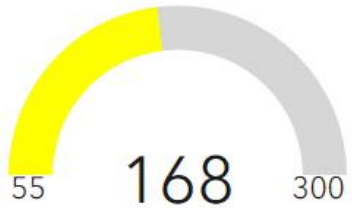
Atlantans supportive of
improving and upgrading parks
and outdoor recreation facilities



City of Atlanta Parks and Recreation Equity Data Tool

A Data-driven Tool for Prioritizing Investments across the City of Atlanta

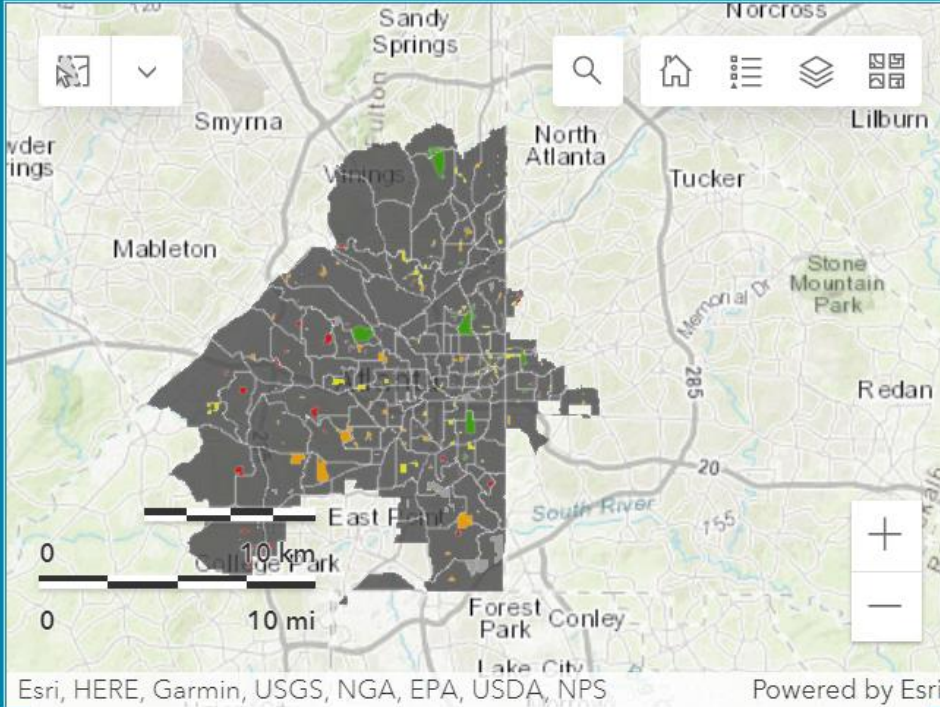
Total Park Need Score



Total Park Need Score is the composite of all four scoring categories shown on the gear dials to the right of the screen.

Parks

Rec



Esri, HERE, Garmin, USGS, NGA, EPA, USDA, NPS Powered by Esri

ATL Parks

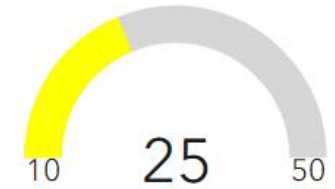
Park Conditions & Funding



Parks

Rec

Level of Service



Community Perception



Community Need



Parks with the Greatest Need



North Camp Creek Parkway Nature Preserve
Park Score: 230

Rec Centers with the Greatest Need



Collier Recreation Center
Total Need Score: 193

RECREATION & PARKS FOR ALL

ACTIVATE ATL

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HAPPiFEET



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