



Department of Parks & Recreation

Community Development
and Human Services

Quarterly Update: 12/12/23



Explore the Activate ATL 10-Year Plan & DPR 5-Year Strategic Plan at [Activate-ATL.com](https://activate-atl.com)

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.**

Alignment with the Mayor's Pillars

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 began this Fall.
- Cameras – new 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
- Increase rec access via Playmobile

2023: Transformative Year for DPR!

Key Highlights: Departmental Achievements

- Urban Forestry Grant
- New Tennis Contract
- First Dedicated Pickleball Court
- Groundbreaking at Standing Peachtree
- Land Acquisition
 - 10 new/expanded sites
- Launched eSports Lab at Thomasville
- (2) New Offices: ASI and Partnerships



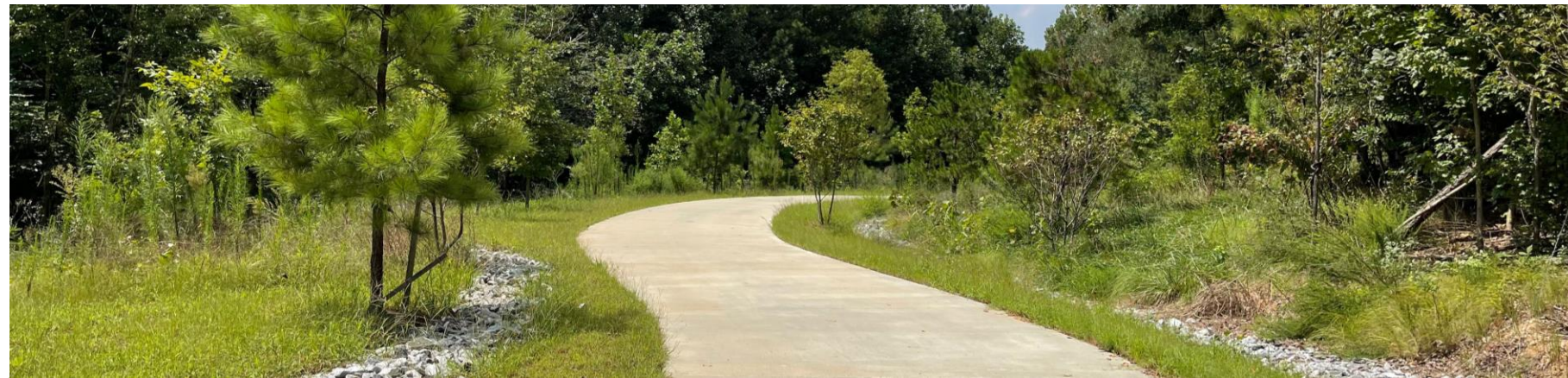
September – December 2023

DPR Hiring + Retention Efforts

- Classification + Compensation Study
- Hired internal DPR lead for HR Innovation
- Activate ATL – HR goals i.e. centralized training, enhanced onboarding, etc.
- Hiring Events
- Millage funding for training and certifications
- Pay increase for Grades 20 and below
- Leadership training

FY2022 – FY2024 Vacancy Rates

FTE	FY2022	FY2023	FY2024 <small>(as of 12/5/23)</small>
Filled	348	344	379
Vacant	100	115	103
Total	448	459	482
Filled Rate	78%	75%	79%
Vacancy Rate	22%	25%	21%



As our system grows, our staff must grow with it!



51,883 Meals Served



39,763 Golf Reservations Completed



\$1,007,016 Golf Revenue



360 Court & Field Reservations



403 Pavilion & Greenspace Reservations

MAF Projects

71 projects identified

(51 Horizontal + 20 Vertical)

Totaling \$146,425,000

Existing Facility Improvements

Neighborhood Park Projects

ADA Improvements

Cameras in Parks

Land Acquisition

Major Facility Renovations

New Facilities

Construction Ready Projects



Office of Park Design: Director Keith Hicks

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/Amenities, Sidney Marcus Park, Sunken Garden Park, Yonah Park, Garden Hill 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

MOVING ATLANTA FORWARD PROJECTS



MELVIN DRIVE PLAYGROUND



PIEDMONT PARK
BOARDWALK RENOVATION



PIEDMONT PARK DOCK RENOVATION



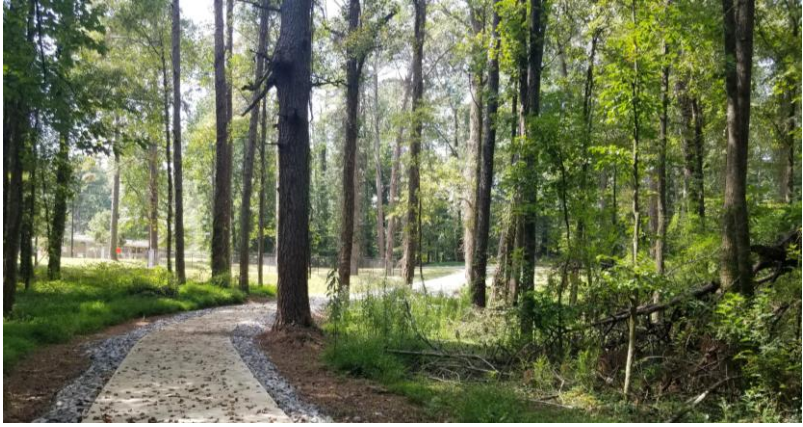
SECURITY CAMERAS AND
LIGHTING



2023 Honor Award: General Design
Westside Park
American Society of Landscape Architects
Georgia Chapter

2023 Honor Award: General Design
Grant Park Gateway
American Society of Landscape Architects
Georgia Chapter





Park Design:
West Cascade Park

Phase 1 Complete:
Late 2023



Key Highlights

- Safety + Security: Increasing camera coverage with 300+ cameras system-wide by EOY inc. Dunbar and Woodruff; Nightly park ranger patrols
- Hiring: New fulltime position added to Org Chart; Leadership training for all Supervisors and Managers
- Forestry: Urban Forestry Grant; Contracted services for quick response on downed trees while our team focuses on take down
- Reservations: Permitted 24 gated park events producing \$325,000; Piedmont Park hosting one of largest music festivals
- Maintenance: Staffing through Center for Employment Opportunities contract as part of a litter removal crew pilot program

Office of Park Operations: Director Quentin Moore

Improvements

- City Hall re-sodding and beautification complete
- South Side Pickleball courts with lights now operational
- Purchased new entrance property at Kirkwood Urban Forest
- Gillam Trolley Trail connector and NE Beltline Trail segment opened
- Fall plantings in process with Green House Beautification Process



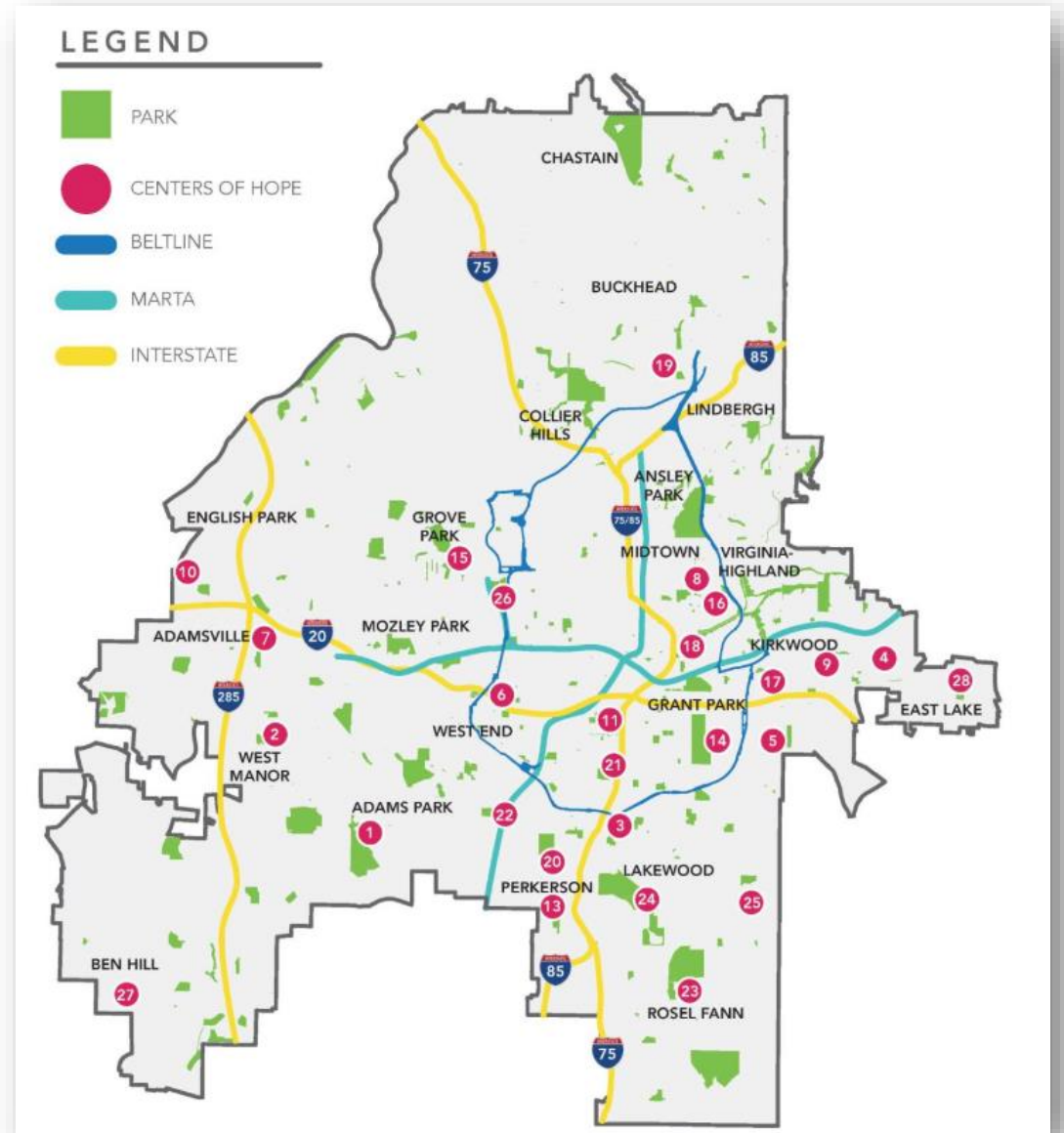
Park Operations

Maintenance Results - Averages | Sept. - Nov. 2023

Maintenance	Average	Target
Mowing	89%	*90%
Trimming/Blowing	88%	*90%
Garbage Cans Serviced	92%	100%
Litter/Limbs Removed	91%	88%
Arborists	100%	85%
Forestry	73%	88%
Electrical	94%	90%
HVAC & Roofing	90%	90%
Plumbing	85%	90%
Carpentry	57%	90%

Total Work Orders Completed: 2,273

***November has off-season targets of 50%**



Office of Recreation: Director Dannette Leininger



Hired 80 Lifeguards
(50 from APS Schools)



10 Movies in the Park
Across 9 Districts



(5) CBF – Fall Break Sites
384 Participants



MLK Turkey Giveaway
400+ Turkeys given away



Food Tracker App
Developed; Efficiency



New eSports Lab Opened
at Thomasville



Office of Recreation

Seniors

- Golden Age Seniors Trip to Savannah
- Apple Picking Trip to Ellijay, GA
- Dancegiving Event - 320 Seniors attended
 - Bingo, Line dancing, and more!
- New Senior Programs:
 - Sports
 - Fitness
 - Dance
 - Computer Education

Teens

- 12 new service providers and 6 new program sites
- Coat and Sneakers Drive
- Field of Screams Event
- Teen Boxing with PAL
- Remodeled teen rooms at Adams and Dunbar
- New Teen Programs:
 - Music
 - Content Creation
 - Sneaker Design
 - Film/Drone Academy
 - Yoga
 - Graphic Design
 - Automotive...and more!

Athletics

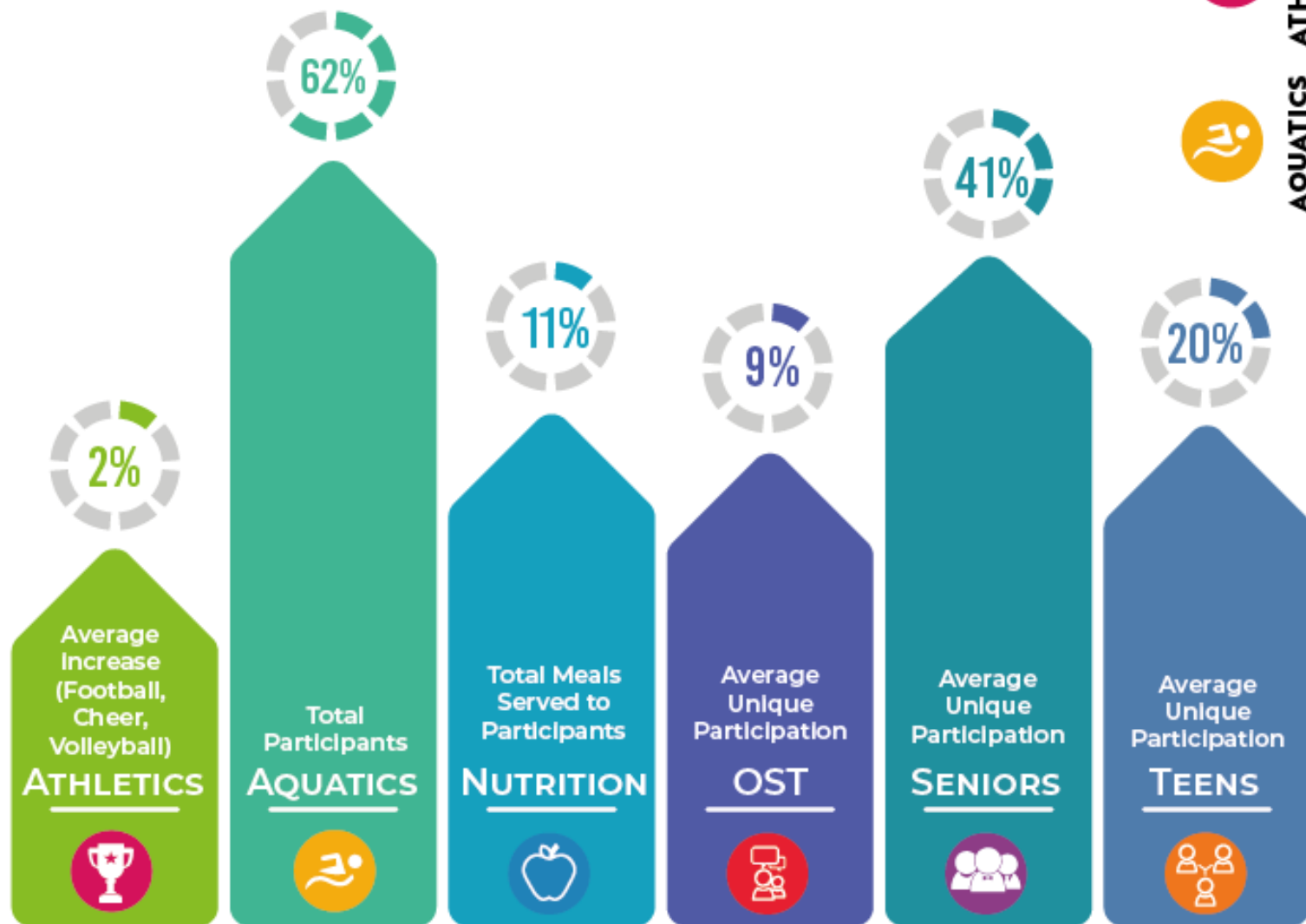
- Football Tournament, FL
- 433 Cheer Participants
- Cheer Expo
- 3rd Place ATL Cheer & Dance Nationals
- Tot Football: 61 players
- Girls Volleyball: 66 players
- Hawks Pep Rally
- Midnight Basketball
 - 5th Season
- Aquatics and DSL Team
- Lifeguard Training Operated 12 Outdoor Pools

5 Staff Training Areas: SEL, STEAM, Arts + Culture, Writing + Literacy, Health



BY THE NUMBERS

ALL DATA IS INCLUSIVE OF SEPTEMBER - NOVEMBER FY23 VS FY24



			FY23	FY24
ATHLETICS	FOOTBALL	3% ▼	1,136	1,097
	CHEER	18% ▲	368	433
	VOLLEYBALL	35% ▲	61	71
AQUATICS	DOLPHINS/DSL	10% ▼	51	46
	SWIM LESSONS	97% ▲	104	205

	FY23	FY24
NUTRITION	46,487	51,833
OST	1,204	1,307
SENIORS	1,127	1,593
TEENS	295	355



2024 Initiatives:

- Trail Master Plan
- Alfred Tup Holmes Renovation
- Lifecycle management project in partnership with DEAM
- EDT Update in collaboration with Finance and MOEDI
- Continue Activate ATL Strategic Plan implementation
- QAQC – Contractor Management tool in collaboration with DPW
- Continued implementation of MAF
- Implementation of the Millage report
- City-wide volunteer month w/ Park Pride; starting pilot at 12 parks
- Intergenerational smart lab at Rosel Fann Recreation Center
- Joint Use Agreement with APS



DPR Staff Appreciation!

Community Engagement Highlights

DPR is committed to engaging our community in creative and dynamic ways. Some of our events for the year include...

- APS Family Engagement Conference
- Field of Screams Halloween Event
- Coats and Sneakers Donation Drive
- MLK Turkey Giveaway
- “Sleihin’ It” Winter Wonderland Event at Coan Park
- The Black Doll Exhibit at Old Adamsville Recreation Center
- Movies in the Park
- Popsicles in the Park
- Mental Health Wellness for Mothers
- ActivateATL Community Convenings



**35+ Community Events Hosted
by DPR (Sept-Dec 2023)**



Halloween Happenings!

Thank You! Questions?

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 @ATLParksandRec

 Activate-ATL.com

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HAPPiFEET

