

RECREATION & PARKS FOR ALL

ACTIVATE ATL

**Department of
Parks and
Recreation**

CDHS Quarterly Update

May 2021

ONE ATLANTA



What is ActivateATL?

This is the first City of Atlanta comprehensive parks and recreation plan since 2009 and includes the **most ambitious community engagement effort** the Department has ever undertaken.



Mission

To dismantle historic inequities and provide equitable access to outstanding recreational, natural, and cultural experiences that ***enhance the happiness, health, and wellbeing of all Atlantans***

Vision

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

We reached 10,000+
Atlantans from across all zip codes!



BY THE NUMBERS

-  — 1,867 Survey Responses
-  — 12 Virtual Public Meetings
-  — 717 Virtual Public Meeting Attendees
-  — 5,328 Public Meeting Engagements
-  — 1,050 Mailing List Sign-Ups
-  — 27 Focus Groups
-  — 16 Community Member Videos
-  — 250 Lawn Signs in Parks
-  — 23,000 Postcards Mailed
-  — 100 Prize Winners



Phase 1 Findings | *Atlantans Love Their Parks!*

Atlantans value their parks and love going to them, now more than ever

Addressing Atlanta's social and economic inequities and *advancing recreation + parks and health equity* through our work at DPR is a key priority and opportunity

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



Guiding Principles



Provide plentiful and diverse experiences



Ensure equitable and inclusive practices



Cultivate stewardship



Offer safe, equitable, and seamless access and connectivity



Maximize awareness of the recreation and park system



Optimize current use of facilities and services



Foster partnerships



Promote health and wellness



Prioritize, monitor and evaluate investments

Phase 2 Findings | *Vision Feedback*

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

WHAT EXCITED PEOPLE MOST ABOUT THE VISION:

1. Equity
2. Nature
3. Connectivity

THOUGHTS ON THE OVERALL VISION:

1. Funding
2. Implementation
3. Agree with Vision

Challenges

As Atlanta grows, we know the need for parks and recreation services will become more pressing. We also know that the city faces a variety of changing conditions, many of which pose real challenges.

- Diverse Population Challenges
 - Aging
 - Fast-growing, Amenity-driven
 - More Digital, Tech Reliant
 - Variety of Health Concerns
 - Youth Engagement
- Ensuring public safety in parks and recreation areas
- Additional strain on facilities, services, natural settings
- Backlog of Maintenance needs
- Lack of awareness of parks and recreation offerings
- Inadequacy of traditional funding sources to meet growing needs
- Ensuring environmental stewardship and protection





ActivateATL Goals

- **Invest** in Atlanta's Parks and Recreation: Resources + People (Partners)
- **Connect** to Atlanta's Parks and Recreation: Nature + Culture (Practices)
- **Grow** the Parks & Recreation System: Opportunities (Programs)

Strategic Action Items

Invest



- Examine Programming through **Health Equity Lens**
- Improve Conditions of Existing Facilities, **Reinventing Amenities**
- Create a **Vibrant, Welcoming, Safe** Environment
- Foster **Excellence in Daily Maintenance** of DPR Facilities

Connect



- **Prioritize Youth and Seniors** in Programming
- Focus Communication Strategies on **Partnering with Community**

Grow



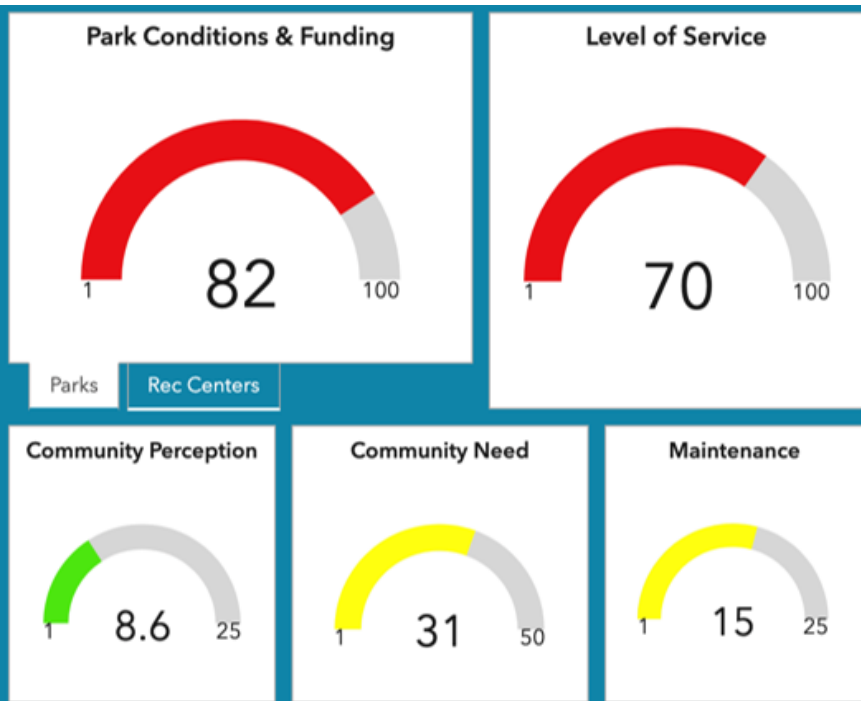
- Provide Programs to Promote **Social, Generational, Cross-Cultural** Interaction
- Establish **Well-Defined Partnerships** through Equity Lens
- Increase Parks and Rec Staff, Safety, Programming to **Meet Increased Demand**
- Align Youth **Programming to Fill Gaps**



City of Atlanta Parks and Recreation Equity Data Tool

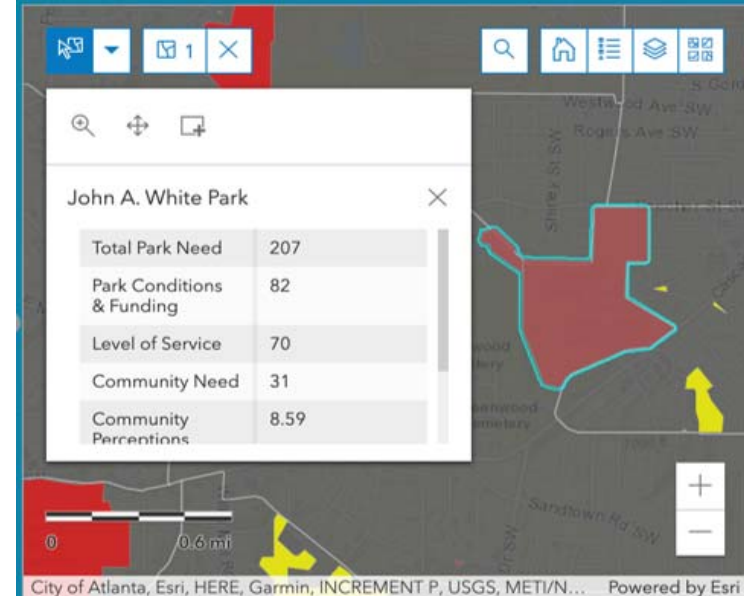
A Data-driven Tool for Prioritizing Investments across the City of Atlanta

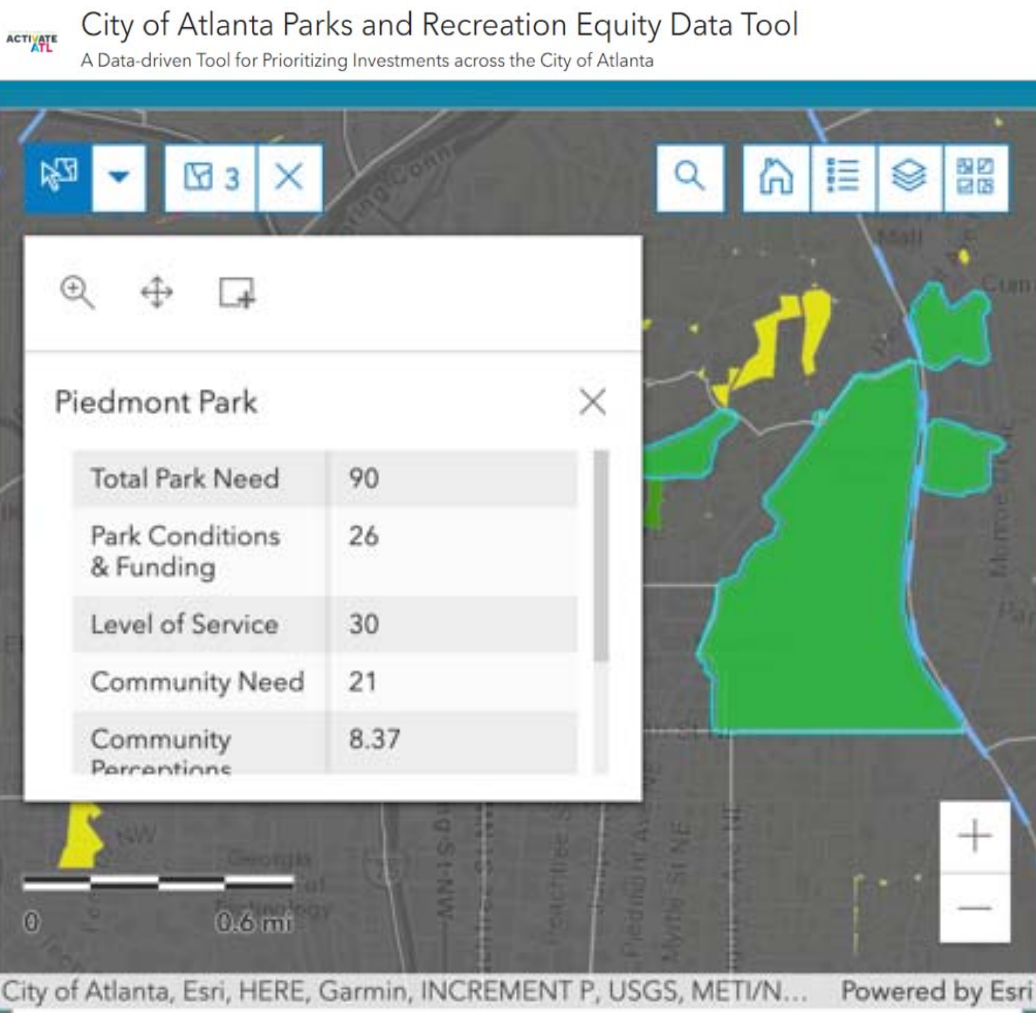
- Aligns with Mayor Bottoms' One Atlanta vision
- Measures and compares **15 health metrics** across neighborhoods
- **Uses data to prioritize** parks and neighborhoods with the greatest need



Data Includes:

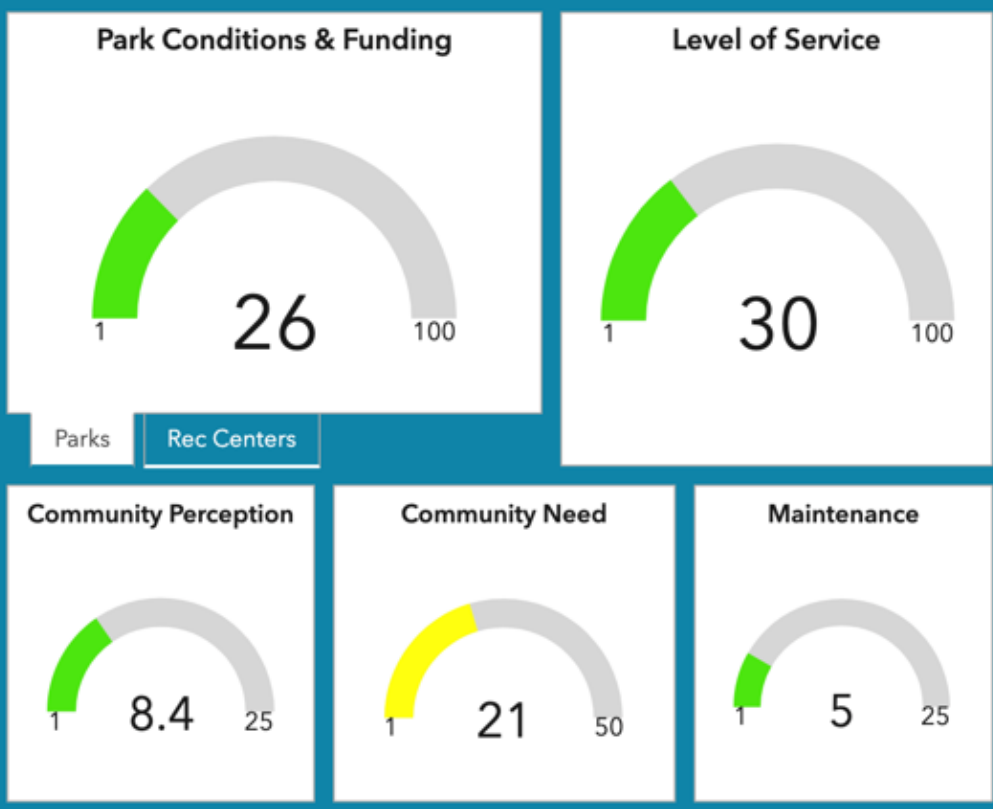
- Private Funding
- Level of Service Score
- Physical Park Conditions
- Physical Rec Center Conditions
- Public Capital Improvement Funding
- Public Maintenance Funding
- Community perceptions (statistically valid surveys)
- Community Need Score
 - *Includes demographics, safety, mobility and transportation access, physical environment, social and economic factors*





Metrics *May Include:*

- Changes in community perception (short-term)
- Increased access to greenspace (short-term)
- Increases in life expectancy (long-term)
- Improved health outcomes (long-term)





CAMP BEST FRIENDS

In-Person Summer Camp

In-Person Summer Camp Overview

- Monday-Friday 7:30am – 6:00pm
- Youth ages 5-12 served in 22 Centers of Hope locations
- Free Breakfast and Lunch
- 404 Seasonal staff to be hired

Changes due to COVID-19

- Capacity Reduced from 4000 youth to 912 youth
- Increased number of teens hired from approx. 45 to 160
- No Senior Summer Camp to be offered this year
- Lake Allatoona to operate as day camp versus overnight camp



CAMP BEST FRIENDS

Virtual Programming

CBF Virtual Programming

- Pre-recorded and live activities (offered through Facebook Live and Zoom)
- Academic Enrichment
- STEAM
- Physical Fitness
- CBF Motivational Time
- Arts and Crafts
- Trivia Time
- Virtual Field Trips



APS Summer Academic Recovery Academy Overview

Supporting APS Summer Academic Recovery Academy

- Address unfinished learning
- Academic learning loss
- Recover course credits
- Literacy
- Mathematics
- Social, emotional and behavioral wellness support

Dates:

June 2 – June 30, 2021

Schedule:

Morning Assistance provided for APS led Virtual instruction

Lunch

Afternoon Transition to traditional CBF programming

8 Locations include:

- Pittman, Perkerson, Langford, C.T. Martin, Rosel Fann, M.L.K., William Walker, Thomasville

Summer Youth Opportunities

Partnership with Mayor's Hire Atlanta Youth Program

- Office of Recreation one of recruiting partners for Mayor's Hire Atlanta Youth Program
 - 160 Full-time 7-week summer internships
 - Ages 14-18

Atlanta Teen Internship Program

- Ages 14-18 from 8 recreation centers to participate
- Virtual and In-Person programming M-F 9:00am – 6:00pm
- Hands on Experiences from Recreation professionals
- Life Skills Training, while earning stipend

A.T.L. Junior Academy

- Ages 13-14
- Teens exposed to various activities
- Service projects given once a week to count toward APS required community service hours



SUMMER YOUTH EMPLOYMENT

CAMP BEST FRIENDS IS HIRING TEEN INTERNS FOR SUMMER!

APPLICANTS MUST MEET THE FOLLOWING CRITERIA:

- Fun, outgoing and responsible
- Between 14 – 18 years of age*
- One-year experience working with kids (volunteer experience acceptable)
- Must pass drug screening and background check
- Atlanta Teen Leaders program participant (preferred)

Summer session: June 7 – July 30

HURRY JOBS ARE GOING FAST! APPLY TODAY!
<https://atlantaga.jobs.net/campbestfriends>

*Work permit required for applicants under the age of 16.



Summer Pools Season

- All 12 City of Atlanta Outdoor Pools opening May 29, 2021 for FREE
- Reduced Capacity
- Splashpads TBD
- Indoor Natatoriums remain open 8:00am – 7:00pm Monday through Friday; reservations required



Beginning May 29, all 12 City of Atlanta swimming pools will be open and **FREE!** (Limited Capacity)

LOCATIONS

Adams Park 1581 Lagoon Ln., SW 12:30pm - 7:00pm, Mon. - Sat.	Pittman Park 950 Garibaldi St., SW 12:30pm - 7:00pm, Open Daily
Anderson Park 100 Anderson Ave. 12:30pm - 7:00pm, Tue. - Sat.	Powell at Mozley Park 1690 M.L.K. Jr., Dr., NW 12:30pm - 7:00pm, Wed - Sun.
Candler Park 1500 McClendon Ave., NE 12:30pm - 7:00pm, Open Daily	Rev. James Orange Park 1305 Oakland Ln., SW 12:30pm - 8:00pm, Open Daily
Grant Park 625 Park Ave. 12:30pm - 8:00pm, Open Daily	Rosa L. Burney Park 477 Windsor St. 12:30pm - 7:00pm, Tue. - Sat.
John A. White Park 1101 Cascade Cir., SW 12:30pm - 8:00pm, Open Daily	South Bend Park 2000 Lakewood Ave., SE 12:30pm - 7:00pm, Tue. - Sat.
Maddox Park 1142 Donald Lee Hollowell Pkwy., NW 12:30pm - 8:00pm, Open Daily	Thomasville Park 1750 Thomasville Dr., SE 12:30pm - 7:00pm, Wed - Sun.



For more information, contact DPR Customer Service Monday – Friday, 8 a.m. – 5 p.m. at 404.546.6788.
<https://www.atlantaga.gov/government/departments/parks-recreation/office-of-recreation/facilities/pools-indoor-outdoor>

Tennis

Recent Updates

- Monthly Tennis Newsletters
- Calls with Friends Groups (each Tennis Center Community)
- Tennis Spring Promotion 25% through June 30
- Extended Hours now 7 days/week

Capital Improvements

- Washington Park
- Piedmont Park
- McGhee
- Bitsy Grant
- Chastain Park

Hours of Operation

M – F, 9am-9pm Bitsy, Chastain, Sharon Lester
M – F, 1pm-9pm Washington Park and Joseph McGhee
Sat. 9am-5pm All Tennis Center
Sun. 12pm – 5pm All Tennis Center



OPEN COURT
A City of Atlanta Department of Parks and Recreation Publication Volume 1 | Issue 2 | April 2021

Thank you for your interest and support of the City of Atlanta Tennis Centers! This monthly newsletter serves to provide regular updates regarding tennis programming and facilities. Over the course of the past several weeks, the Department of Parks and Recreation has implemented several initiatives including expanding the number of teams that are able to reserve courts for leagues, conducting the Summer League random selection process, implementing a "Spring into Tennis" fee discount, and refurbishing the clay courts at Bitsy Grant. Special thanks to our *Friends of Tennis* groups for assisting us in distributing this newsletter. It is also posted on the City of Atlanta website and sent to registered users on Kourts. We invite you to share your comments and suggestions with us. We also encourage you to attend one of our upcoming virtual *Friends of Tennis* community meetings. Enjoy the April issue!



Charles Brown II,
Operations Director

IN THE SPOTLIGHT

This month, we shine the spotlight on Operations Director, Charles Brown II. Recently promoted from his former position as Athletics Director, Brown has been actively involved with the City of Atlanta Department of Parks



Together, let's create a vision of ONE Atlanta!

