

2020 DPR STRATEGIC PLAN

DPR's MISSION

To provide equal and open access to Gold Standard recreational programs, services, and facilities—across all 8 Wards.

DPR's VISION

To be America's Gold Standard for Parks and Recreation agencies, and to be THE place in the District of Columbia where fun happens.

STRATEGIC PLAN OVERVIEW

DPR's Strategic Plan integrates the information gathered during the agency's previous master planning process with initiatives found in the agency's current and future annual performance plans. The DPR Strategic Plan is guided by the agency's mission and vision and is comprised of three key objectives.

EFFICIENT OPERATIONS
WORLD CLASS PROGRAMS
STRATEGIC CAPITAL INVESTMENTS

EFFICIENT OPERATIONS

Engagement, Technology, Human Capital

DPR promotes program success through high quality operational and administrative support. Through internal operations, DPR will seek to improve the customer experience, empower community involvement and engagement, invest in the agency's human capital, and engage with partners, volunteers, and sponsors to increase revenue from outside resources.

CUSTOMER EXPERIENCE

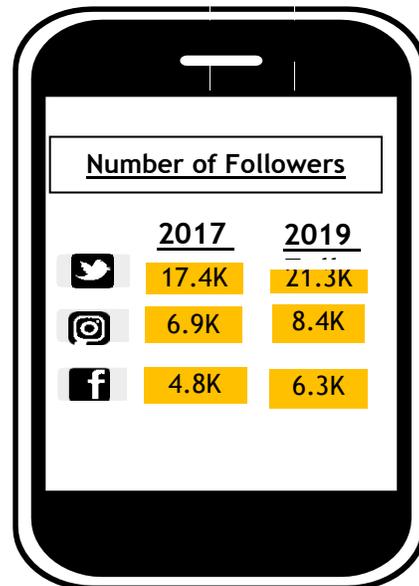
~3K customer service surveys collected in FY19



FY17: 235
 FY19: 321
 special events supported by DPR



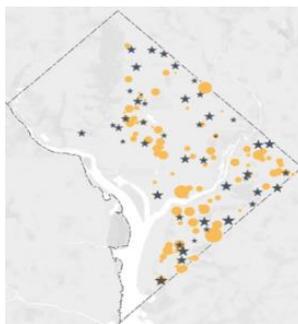
SOCIAL MEDIA



NEW registration and permit system



★ DPR summer feeding sites



FY17: 2,791
 FY19: 44,403



permits/reservations issued

● Affiliated feeding sites

PROCESS, KNOWLEDGE, AND SKILLS

229 lifeguards trained

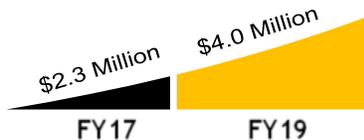


90.2% Staff completing industry training



PARTNERSHIPS

Average Dollar amount raised from outside resources



641 Volunteers FY17 to 1,439 Volunteers in FY19



26,534 Volunteers Hours in FY17 to 54,132 Volunteer Hours in FY19

WORLD CLASS PROGRAMS

Health and Wellness, Innovation, Quality

DPR aims to improve the quality of life for District residents by providing equal access to high quality, outcomes-based recreation and leisure services. By understanding the community’s programmatic and leisure needs, DPR will provide high quality recreational programming that will improve health and wellness, elevate personal enrichment, and connect residents to nature.

PARTICIPATION

 **2.3 million** customers served in FY19

107 Summer Camps in FY19

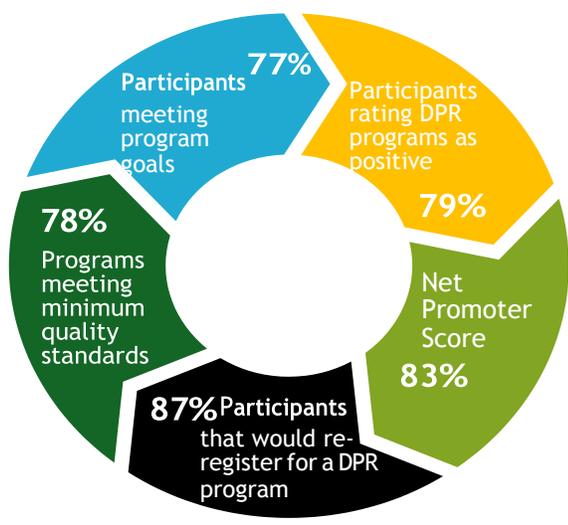
18.8% increase in camp participation



35,832 (Avg. FY18-19)
Participants at special events



QUALITY



EQUITY & INCLUSION

NEW PROGRAMS

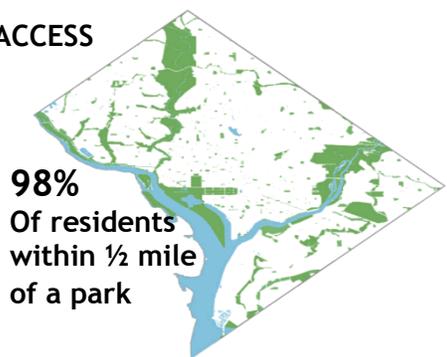
-  **ENVIRONMENTAL EDUCATION**
*Nature Photography
-  **CULTURAL ARTS**
*Young at Art
-  **ATHLETICS & COMBAT SPORTS**
*Pickleball
-  **EARLY CHILDHOOD & OUT-OF-SCHOOL TIME PROGRAMS**
*DCPS Expansion
-  **THERAPEUTIC PROGRAMS**
*Adapted WalkFit
-  **SOCIAL CLUBS & ACTIVITIES**
*Young at Art
-  **AQUATIC PROGRAMS**
*HydroSpin
-  **FITNESS & NUTRITION PROGRAMS**
*FitDC

STRATEGIC CAPITAL INVESTMENTS

Accessible, Resilient, State-of- the-Art

DPR aims to improve the quality of life for District residents through equitable capital investments in its facilities and parks. These investments ensure there is access to DPR facilities in every neighborhood, improve our city’s resilience through stormwater management, solar panel installation, and energy efficient building design, and provide modernized facilities and amenities such as tech lounges, demonstration kitchens, boxing rings, and state-of-the-art playground equipment to serve residents’ needs in the 21st century.

ACCESS



1#
Park System in the Country



77
Recr Cent
33
Pools



100%
Free
Fitness
Centers

THE ROAD AHEAD: READY TO PLAY

2020-21 INITIATIVES

Big things are coming in 2021 for DPR. Over the course of the next year, the agency will:



Launch new Customer Care Tracking System

- In June 2019, DPR began its transition from Customer Service to Customer CARE. The new system will be a repository for all customer interactions, including phone calls and in-person engagements.



Increase Culinary and Health Programming and Events Across the River

- During FY20, DPR will develop two new programs to increase the accessibility, the amount, and the quality of culinary programming in Wards 7 & 8. Tentative programming may include but are not limited to: monthly free culinary and health/wellness events for diverse demographics, and health education for targeted groups in Wards 7 and 8, such as seniors and families.



Pilot DPR Fun Pass to Recreation Centers

- In FY 19 DPR piloted and implemented the DPR Fun Pass at indoor aquatic centers, a new way for DC residents to use any assigned picture ID to be digitally checked-in at DPR facilities for entry. This program is expected to provide easy entry, as well as greater safety and security for District residents while increasing DPR's operational efficiencies.



DPR Resilience Hubs

- These hubs will complement (not replace) current initiatives and services offered within communities focusing where populations may be at higher risk (geography, lack of local services) in times of emergency. Services provided at the resilience hubs will include: food, water, and refrigeration in the event of a power outage, communication (e.g. internet access), First Aid, heat and air conditioning, etc.



Aquatic Program Expansion

- In FY 20, DPR will expand high demand aquatic fitness programs, such as hydrospin, aqua pole, and aqua board, etc. at aquatic facilities across the city.



Increase Art programs in Ward 8

- In FY 20, DPR will increase the number of art programs available to residents in Ward 8 by offering at least one new art program at three centers in Ward 8 during each program season (fall, winter, spring, and summer).



Reconcile Roving Leaders

- In FY 20, DPR will be recalibrating the Roving Leaders Division for greater alignment with DPR's mission and to effectively fulfill their core purpose of providing specialized, recreation-centric outreach services to District at-risk youth.