



Memo

Date: October 11, 2019

To: Park Board/Park District Oversight Committee

From: Justin Cutler, Recreation Division Director
Rebecca Karlsen, Matrix Manager
Lakema Bell, Get Moving Strategic Advisor
Kathleen Gantz, Recreation 4 All, Hope for Youth, Teen Enhancement Administrative Staff Analyst

Subject: Recreation Grants (Get Moving, Recreation for All, Community Engagement Ambassadors)

Requested Committee Action

Briefing for Information Only

Project or Policy Description and Background

On August 5, 2014, Seattle voters approved the Seattle Park District, a metropolitan park district authorized by Chapter 35.61 of the Revised Code of Washington. The passing of the park district created funds to establish the Get Moving and Recreation for All Initiatives to fund culturally relevant physical and enriching programming for communities that are under-resourced, undeserved, and afflicted by health disparities. There are no requirements for matching funds as part of these grant programs.

Get Moving Initiative

The Get Moving Initiative is an equity and engagement outcome-based fitness strategy that provides culturally relevant, physical activities, events and programs in neighborhoods and for communities that have health disparity Indicators of 20% or higher in the categories of no physical activity and rates of obesity. \$119,000 has been awarded to 13 partners for 2019.

Get Moving reached 10,000+ participants in 2018 by utilizing four (4) strategic focus areas:

- **Equity** - Inclusive engagement and outreach utilizing Community Engagement Ambassadors (CEA)
- **Opportunity** –Bring physical recreation opportunities to communities via mobile recreation - **Rec N the Streets (1,460 participants)**
- **Access** – Offer free community fitness classes and events - **Health and Wellness classes (3,974 participants)** and **Big Day of Play (3,726 participants)**.
- **Resources** - Funds culturally relevant and community led fitness **(1,039 participants)**

Recreation for All

Recreation for All provides culturally relevant and competent recreation opportunities throughout the City of Seattle focused on people of color, people with disabilities, LGBTQ, Immigrants and Refugees, and low-income communities. Through grants to individuals, small businesses, non-profit organizations, and community groups opportunities are provided by the community, for the community. Recreation for All awardees must provide programs or events in Seattle Parks and Recreation community centers, teen life centers, aquatics facilities, parks, or environmental learning facilities to be eligible for funds. Many awarded applicants have become integral parts of their community and our centers offering diverse opportunities to people of all ages.

Statistics by year:

2018- served approximately 15,000 participants through over 640 recreation opportunities provided by 25 awarded partners

2019 to date have awarded \$250,000 to 26 partners and supported Big Day of Play with \$20,000

Recreation for All programming encompasses the entire spectrum of recreation from music classes for children to youth and teen summer camps, adult classes, large events, fitness opportunities, cultural exploration and so much more. For our purpose we have defined recreation as “anything that enhances one’s life.”

Community Engagement Ambassadors

Community Engagement Ambassadors (CEA’s) are community leaders who bridge the gap between city services and underserved communities, utilizing the “power of touch” method, an inclusive engagement and outreach strategy that effectively reaches marginalized communities to increase awareness and participation in City resources, opportunities and programs. Under resourced communities are accessing City services at a lower rate than average many are not aware of City services and programs that are available to them. SPR staff recruits and trains community members from identified vulnerable groups on culturally relevant engagement to provide outreach and technical support to their peers. Selected community members are leaders recommended by agency and community partners and are respected leaders in their own community. CEA’s are hired as intermittent City staff at \$20.70/hr. This team has been integral to the success of the strategic planning process in our ability to engage under-represented communities to engage in conversations about our future parks & recreation system.

In 2018 CEAs provided 695 hours of outreach, data gathering, translation and interpretation for the Parks District Initiative programming. These hours included translation of marketing materials and radio advertisements in 13 languages.