



**MEMORANDUM**

Date: May 3, 2016  
 To: Park District Oversight Committee  
 From: Kelly Guy, Recreation Division Director  
 Subject: Recreation for All Fund

**Requested Committee Action**

- Briefing for informational purpose only

**Investment Initiative Description and Background**

The Recreation for All Fund was established to support Seattle Parks and Recreation’s commitment to providing access to recreation opportunities that are responsive to the needs of all Seattleites. Through the Recreation for All Fund, we will ensure equitable distribution of a wide variety of programs responsive to community interest in recreation. We will use the following strategies to achieve our desired outcomes:

- Develop a list of priority service areas based on equity-focused criteria.
- Hire six Community Engagement Ambassadors and conduct an extensive public outreach and community engagement process.
- Seek partnerships with community-based organizations, who represent underserved populations, to develop programs responsive to community needs.
- Strengthen our relationships with community-based groups by providing technical support and facilitating increased access to community center resources.
- Offer 25 opportunities for funding, at the \$10,000 level, in support of innovative new programs.

**Schedule for Statement of Qualifications (SOQ) Process**

Through a statement of qualifications process we will identify 11 project sites for Recreation for All funding. A total of \$110,000 in funding will be award through the SOQ process. In addition, 14 priority service locations have already been identified through our Recreation Needs Assessment process.

The process includes the following steps:

<b>April:</b> Announcement of Recreation for All Fund
<b>April-June:</b> Outreach and community workshops hosted
<b>June 1st:</b> Application Opens
<b>July 29th:</b> Application deadline
<b>Aug 1-8th:</b> Review Panel
<b>Aug 19th:</b> Superintendent approval of funding allocation
<b>Aug 22nd:</b> Notifications
<b>Aug 29th:</b> Start contracting
<b>Sept-Dec:</b> Partner Implementation

## Eligibility

Candidates who meet the following criteria are eligible for Recreation for All Funding.

- Non-Profit organizations and local community-based groups representing underserved populations, with an emphasis on new, innovative and responsive programs.
- Groups may apply with a fiscal sponsor; they do not have to be 501(c)(3) nonprofits.
- Programs, activities must be open to the public.
- Programs taking place in the city of Seattle between September and December 2016.
- Organizations cannot have any outstanding debts or grants with Seattle Parks and Recreation's Business Service Center (BSC).

## Funding Awards

Funded organizations will receive four months of funding support (for events in 2016) to go towards: instructor fees, marketing and promotional fees, project management and personnel costs, supplies, equipment rentals or other production-related costs, and no more than 10% for food related costs during the event/program. Funds may not be used for fundraising, gifts, or organizational administrative costs.

## Criteria for Selection

The following criteria will be used to evaluate the requests for Recreation for All funding.

- **Quality of Activity, Program and/or Project:** clear, well-conceived, authentic relationship to the community, promotes participation and community relations.
- **Community Impact:** plan describes meaningful efforts to increase community participation through innovative programs and activities that will reach diverse and underserved audiences. Priority program areas include: multi-generational, LGBTQ, youth and teen, arts & cultural enrichment and specialized programs serving people with disabilities. For the remaining funds we'll conduct a short and simple citywide RFP (similar to the Get Moving process)
- **Feasibility:** the organization/community group has a proven track record of presenting programs, activities and/or other event(s) and/or demonstrated ability to produce the program or event; evidence of community involvement and support; and clear realistic budget for the program or event.
- **Sustainability:** projects will have a plan to sustain program beyond funding i.e.; partnership development, in-kind donations, fitness certifications etc.
- **Aligns with the mission of Seattle Parks and Recreation;** provide welcoming and safe opportunities to play, learn, contemplate and build community, and promotes responsible stewardship of the land.

## Inclusive Outreach and Public Engagement Process

In 2015, we provided a preview of the Recreation for All fund information at six (6) community workshops reaching an audience of 250+ potential applicants, although the primary focus of these meetings with the Get Moving Initiative. In 2016, we will continue to engage community through the following activities:

- Provide four community workshops 2016 facilitated by the Community Outreach Ambassadors between late May and July.
- Advertise community workshops on the Seattle Parks and Recreation website, using social media and a press release.
- Community Outreach Ambassadors led grassroots outreach and engagement efforts to reach non-traditional users.
- Partner with the Office of Immigrant & Refugee Affairs to engage Seattle’s ethnic media outlets.

## List of Priority Service Locations and Areas

The following data sources and criteria were used to identify gaps in services and develop a list of priority service areas:

- Feedback from the Get Moving Fund inclusive outreach and public engagement process
- Department of Neighborhood and 2010 Census demographics data
- Seattle Police Department crime statistics
- Seattle Youth Violence Prevention Initiative data

Priority will be given to those applicants that choose to program in one of the neighborhoods below. We anticipate this list will change as we impact the gaps in service for each of these areas.

List of Priority Service Locations and Areas for 2016 Recreation for All Fund			
Northeast	Northwest	Southeast	Southwest
Magnuson Miller Lake City University District	Bitter Lake Green Lake	Garfield International District Rainier Beach Van Asselt	South Park Delridge Yesler High Point

## Budget: \$471,000

Admin Staff Analyst position	\$100,000	1 full-time FTE. with benefits
Kick-Starter Funds	\$250,000	25 programs /yr. @\$10,000 each
Outreach and Community Building	\$110,000 ( <i>budgeted</i> )	Funding 6 Community Engagement Ambassadors

### \*Estimated Outreach Worker Budget

Administrative Oversight	\$22,000 (20% overall budget)
6 Outreach workers	\$59,400
6 x \$15/hr. x 20 hrs. per week x 33 wks.	
<b>Total</b>	<b>\$81,400</b>

**Performance Measure and Reporting Requirements:**

Seattle Parks and Recreation will create an annual report on the program, activities and events that include the following performance measures:

- Demographics of awardees and the communities they serve
- Level of participation in community activities
- Descriptions of activities receiving awards
- Number and locations of activities and projects funded
- Evaluation data from grant awardees and members of the public participating in funded programs, as available.

**Attachment:** Community Outreach Ambassadors Job Description

**Additional Information**

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