



REPORT TO COUNCIL

City of Sacramento

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STAFF REPORT
August 30, 2005

Honorable Mayor and
 Members of the City Council

Subject: Recreation and Human Services Division Program Review

Location/Council District: Citywide

Recommendation: Receive and file

Contact: Ralph Pettingell, Recreation and Human Services Manager, 808-6173

Presenters: Ralph Pettingell, Recreation and Human Services Manager, 808-6173;
 David Mitchell, Program Manager, 808-6076; Sylvia Fort, Program Manager, 808-8381

Department: Parks and Recreation

Division: Recreation and Human Services

Organization No: 4715

Summary:

The Recreation and Human Services Division operates an array of diverse programs, services and facilities that touch many Sacramento residents and visitors. A comprehensive overview of all the programs offered by the Division is presented to further the City Council's understanding of and appreciation for the level and diversity of recreation and human services available to our Sacramento community.

Committee/Commission Action:

The Parks and Recreation Commission and the Youth Commission heard this item at their joint meeting of August 11. There was great interest in receiving an overview of all the Division's programs, services and facilities. Commission members appreciated the good work of the staff.

Background Information:

For many years the Department of Parks and Recreation's Recreation and Human Services Division has been operating programs, services and facilities that are

considered to be of great value to the residents and visitors of Sacramento. For example, in a telephone survey taken in September 2003 in preparation for the Parks and Recreation Master Plan, 90% of respondents believed that recreation services are a valuable resource, over 80% were satisfied with recreation services and facilities, and over 30% have participated in programs or services with more than 90% satisfied with those programs or services.

Programs are offered to every age group and to countless user and interest groups in numerous convenient locations. Over the years, recreation and human services programs, services and facilities have received continual support from the City Council. As needs have changed and requests have grown, the programs have changed and grown accordingly. As a consequence, the programs and services offered go far beyond those offered in a more traditional recreation agency. These programs, services and facilities are instrumental in moving Sacramento toward the City Council goal of being the most livable city in America.

A traditional recreation agency operates sports programs for children, teaches swimming, and provides meeting and play space at community centers. The City of Sacramento's Recreation and Human Services Division provides these traditional programs and also provides services that ensure that children eat free nutritious lunches during the summer, help parents obtain free or low-cost health insurance for their children, offer day care for Alzheimer's patients, tutor children in reading and math, provide vocational training to teens, help seniors live safely and independently in their own homes, and assign crossing guards at elementary schools, among many other programs and services. To bring more awareness to the broad array of diverse services, programs and facilities that are operated, program descriptions and contact information have been collected into one document.

Attachment B to this report is a new brochure that will be used to demonstrate the full range of programs, services and facilities operated or managed by the Recreation and Human Services Division. For the first time, our residents, customers, community organizations, and potential funding sources will be able to find in one place the information they need to be able to connect with our services and work in partnership with us to strengthen our community.

Highlights described in the brochure are:

- Human Growth and Development Model – A model for human growth and development provides the foundation for the creation and delivery of services. The model emphasizes the need for safety, engagement, relationships and personal development.
- Program Development System – A system for providing services to our constituents emphasizes a comprehensive approach that is responsive to people's needs, working in collaboration with others.

- Customer Groups – We serve people of all ages, providing services that are age-appropriate, developed in accordance with the needs and desires of various user groups, serving a wide variety of interests.
- Roles and Responsibilities – Depending on the customer and the needs or abilities of other agencies, we can provide services with our employees, partner with other agencies, hire trainers or other contractors, or take on various other roles to ensure that important services are presented.
- Parks and Recreation Master Plan – We worked diligently to expand the reach of the typical master plan to extend well beyond facilities to an emphasis on the programs, services and responsibilities of the Recreation and Human Services Division. A number of priorities for the next few years were identified in accordance with the Master Plan, and these are under development.
- Challenges and Opportunities – Future programs and services will be developed, and current programs will be enhanced, after a thorough review of the changing needs of our customers and the changing environment in which we are working.
- Funding – The Recreation and Human Services Division operates with a General Fund allotment of approximately \$11 million, which is then leveraged with grants, contracts, fees and donations that enable the Division to spend more than \$31 million on important services, programs and facilities.
- Employees – Operating with less than 200 full-time employees, we provide our programs and services nearly every day of the year on varying days at varying times using about 1,700 part-time or temporary employees over the course of a year. We are one of the largest employers in the area for those 15 to 22 years of age.
- Partners – Realizing that no one agency can provide all the services desired or needed by a community, we work collaboratively with dozens of governmental, non-profit and for-profit organizations to provide the best services possible.
- Programs – Descriptions of 26 distinct programs are provided on separate removable pages, showing the budget, staffing and contact information. Some descriptions contain a map of the service locations.

As a result of the management and philosophy of the Recreation and Human Services Division, staff is able to respond quickly to new and changing demands. School districts and community organizations look to our Division to take the lead on critical community needs based on our years of experience and ability to reach large numbers of target populations.

With the Council's continued guidance and support, the Recreation and Human Services Division will continue to provide necessary and meaningful programs, services and facilities to the Sacramento community for many years.

Financial Considerations:

There are no financial considerations with this report.

Environmental Considerations:

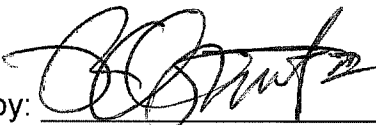
There are no environmental considerations with this report.

Policy Considerations:

Operating the programs, services and facilities within the Recreation and Human Services Division is consistent with the City's strategic plan to achieve sustainability and livability.

Emerging Small Business Development (ESBD):

There are no ESBD considerations with this report.

Approved by: 
Robert G. Overstreet II
Parks and Recreation Director

Recommendation Approved:



ROBERT P. THOMAS
City Manager

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