



## **Dottie Jordan Recreation Center**

### **Proposed Changes to Programs and Hours of Operation**

**June 2017**



**Ben Rustenhaven, CPRP**

## History:

The department is seeking to structure hours in a more consistent manner and in similar number to like-sized centers. The changes were suggested to allow Dottie Jordan to offer regular and consistent programming. Changes to Dottie Jordan Recreation Center's hours of operations were proposed in December 2016.

### Current Hours of Operation:

Mondays – 12:00pm – 8:00pm

Tuesdays – 9:00am – 8:00pm

Wednesdays – 12:00pm – 8:00pm

Thursdays – 9:00am – 8:00pm

Fridays – 12:00pm – 6:00pm

Saturdays\* - 9:30am – 12:30pm

\*First and third Saturday of the month only

Total hours:

1st/3rd Saturday weeks – 47hrs

2nd/4th/5th Saturday weeks – 44hrs

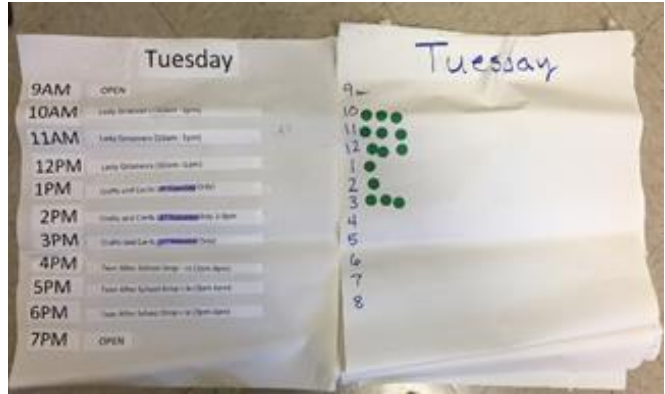
At this point, we embarked on an engagement process to determine the hours of operation and programs that community members valued the most. The data collected during this engagement would be used to guide decision making.

## The Engagement Process:

The engagement process first started with an email to the UHNA President, the DJRC Advisory Board Members, the Garden Club leaders, and the instructors of Smooth & E-Z Dance and the Lady Groovers. After hearing back from those stakeholders, site supervisor Ben Rustenhaven met informally on January 9, 2017 with the members of Smooth & E-Z Dance and the Lady Groovers. Concerns were expressed during this time, and a formal meeting with Division Manager Lucas Massie was scheduled for January 23, 2017.

The January 23<sup>rd</sup> meeting was open to the public and was attended by forty-eight individuals. During this meeting participants were able to share their thoughts and concerns, and data was gathered via an interactive survey. One the wall were two sheets per day (Monday – Saturday).

One sheet listed the hours of operation for that day as well as what was going on during those time. The other sheet listed hours 9am – 9pm and allowed the participants to place green (and a few reds) stickers next to the times they were most likely to attend the center. They were given blue stickers to indicate what hours they would be ok with Dottie Jordan Recreation Center reallocating.



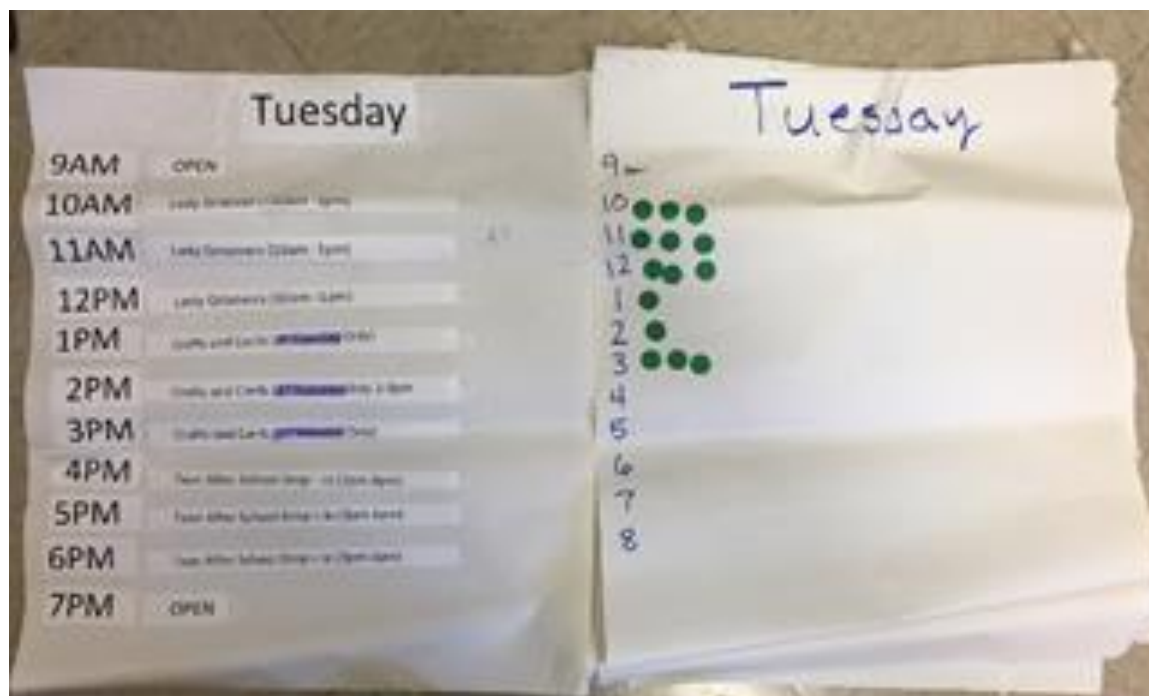
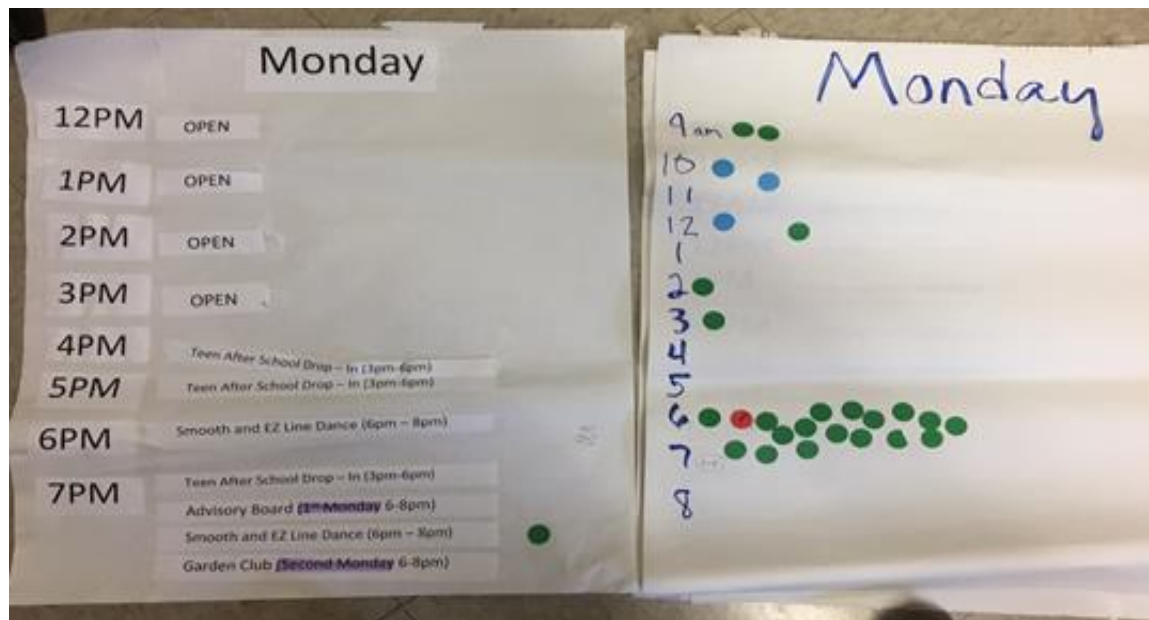
Over the next several months, Dottie Jordan Recreation Center staff met with Marketing and Communications multiple times to put together a community engagement survey to determine what programs and hours of operations would most benefit community members. This survey would go out to the community via a direct mail campaign, the Dottie Jordan newsletter, the Next-door listserv, and the PARD social media accounts. The survey was open from the 1<sup>st</sup> week of May through the first week of June 2017. The direct mail campaign started the first week of May 2017. The Dottie Jordan newsletter went out May 17<sup>th</sup>, and the survey was posted on Next-door on May 22<sup>nd</sup> and again on May 30. The survey was closed on June 7<sup>th</sup>. The data from the online questionnaire, the hard-copy survey and the January 23<sup>rd</sup> meeting were compiled and reviewed. Please see the next section for results.

Survey distribution data:

Method	Reached	Returned	Cost
Every Door Direct Mail	4635 households	31	\$1500
Newsletter	119 recipients	7	\$2
Nextdoor	3831 households	42	
Facebook	1400 accounts	756 viewed, 11 responded	
Twitter	2741 accounts	19 engagements	

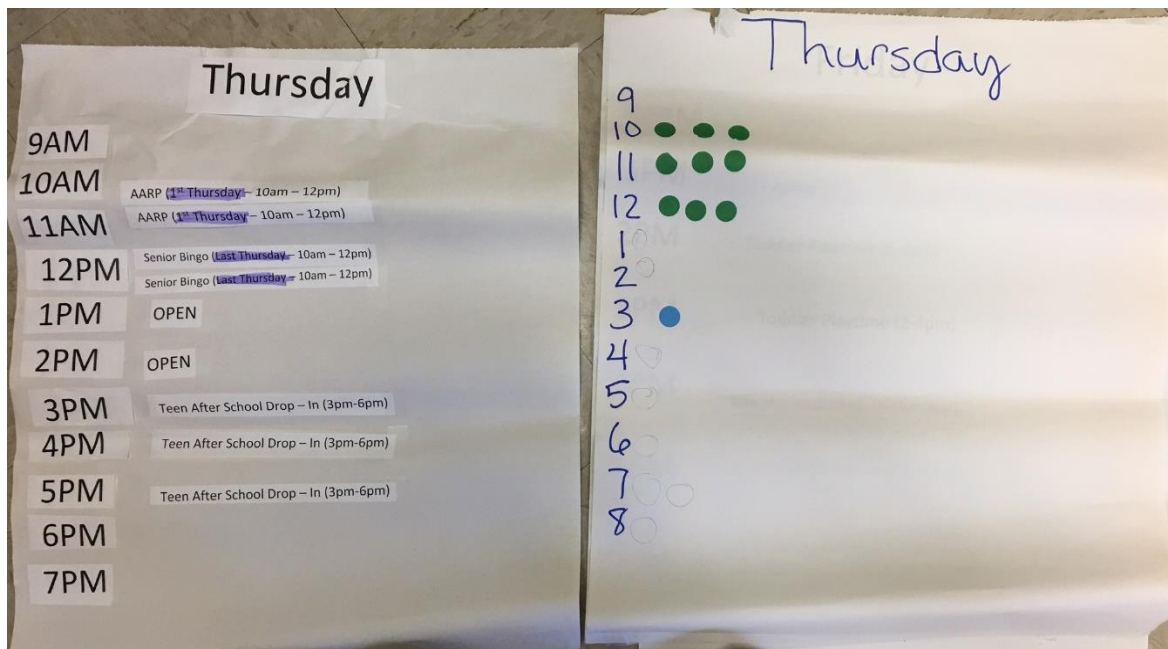
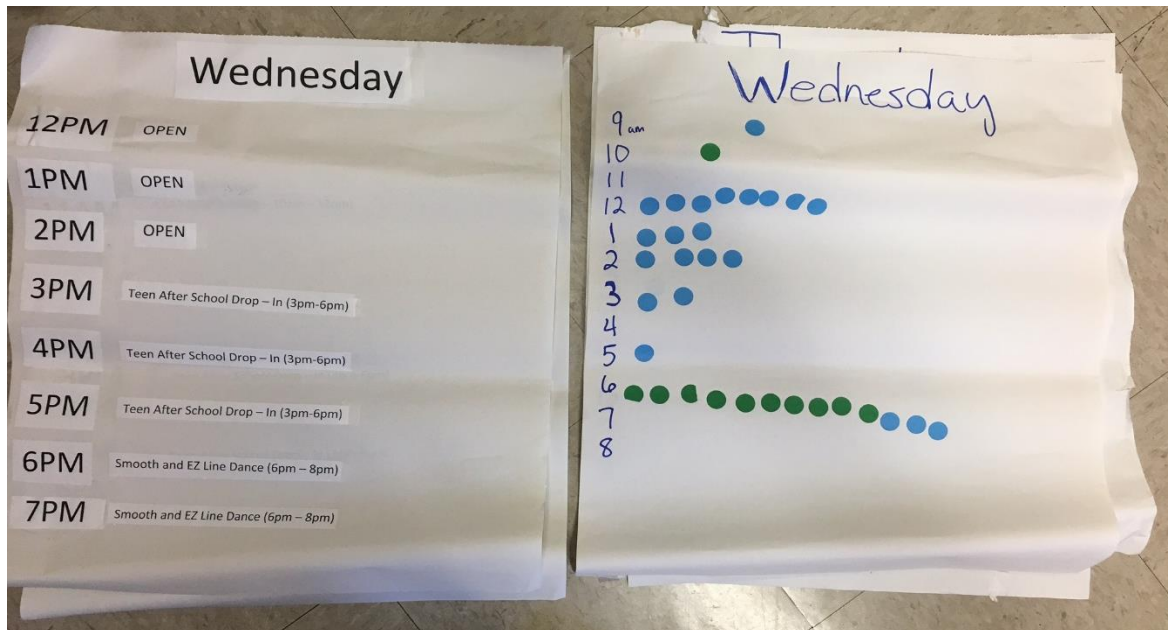
**Results:**

January 23, 2017 Community Engagement Meeting



\*Green/ red stickers = times participants were most likely to attend the center

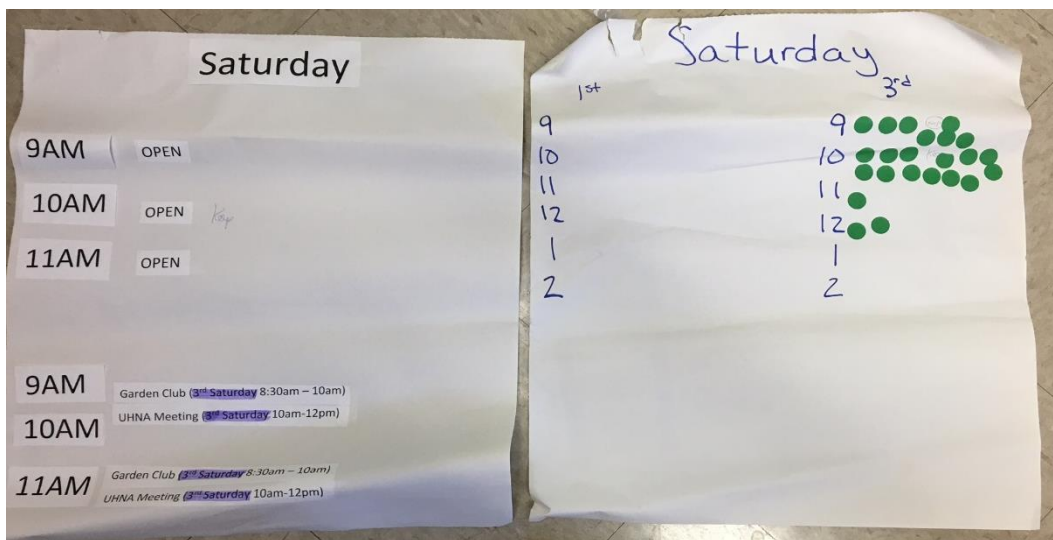
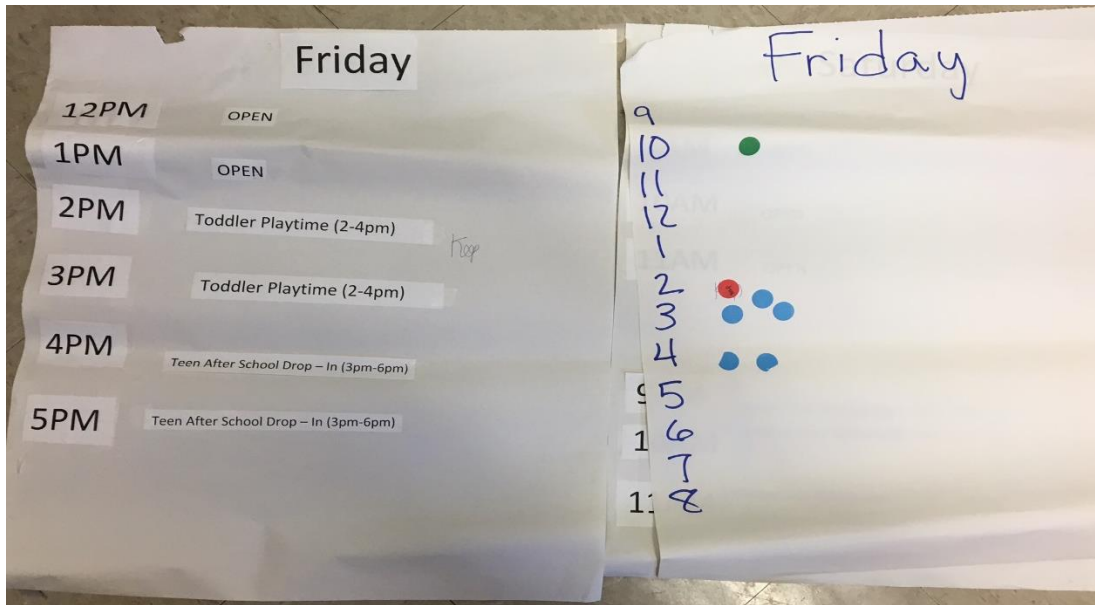
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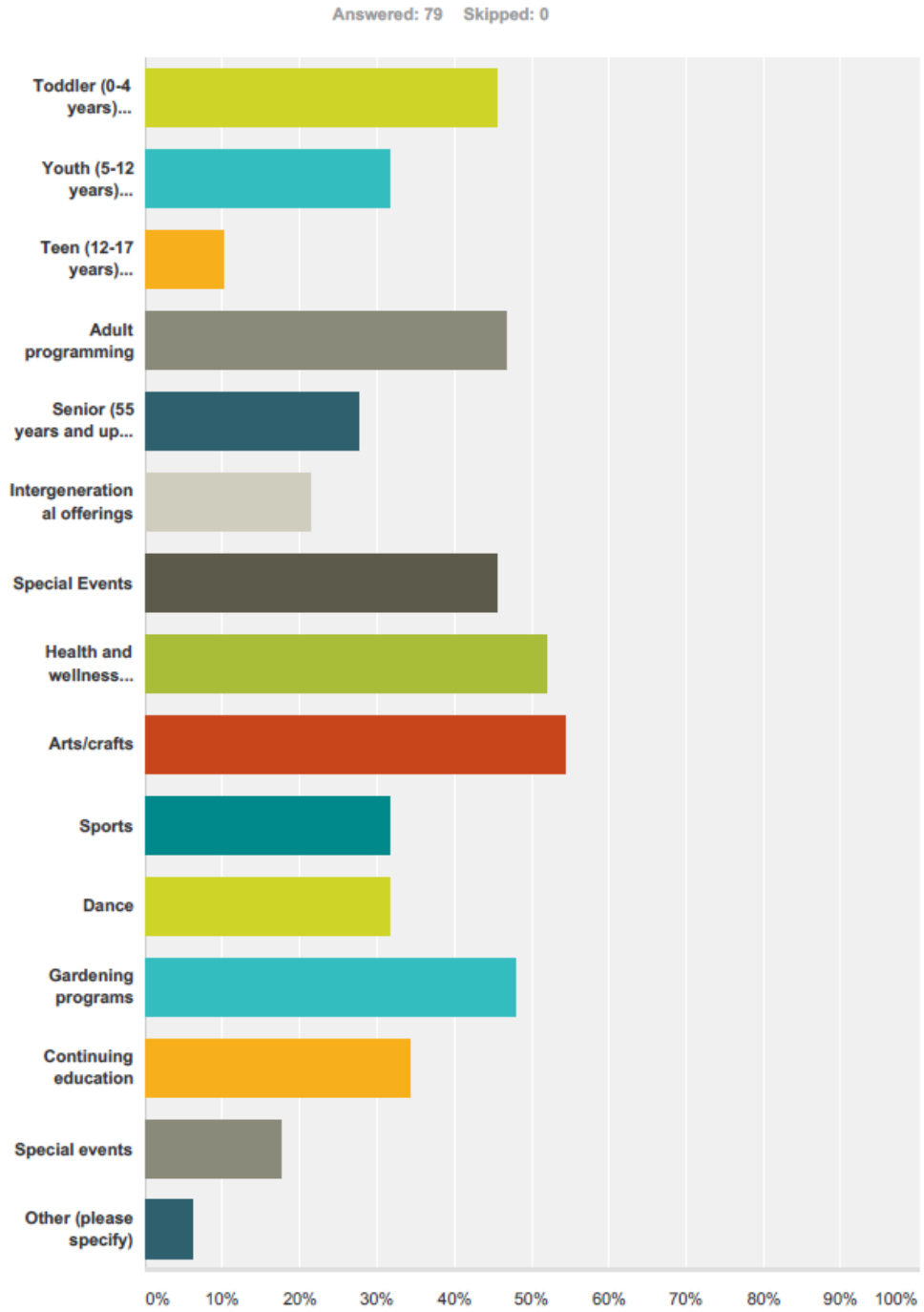
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May 2017 – June 2017 Community Engagement Survey

Question 1: Please select all programs or services you or your household value and would participate in.

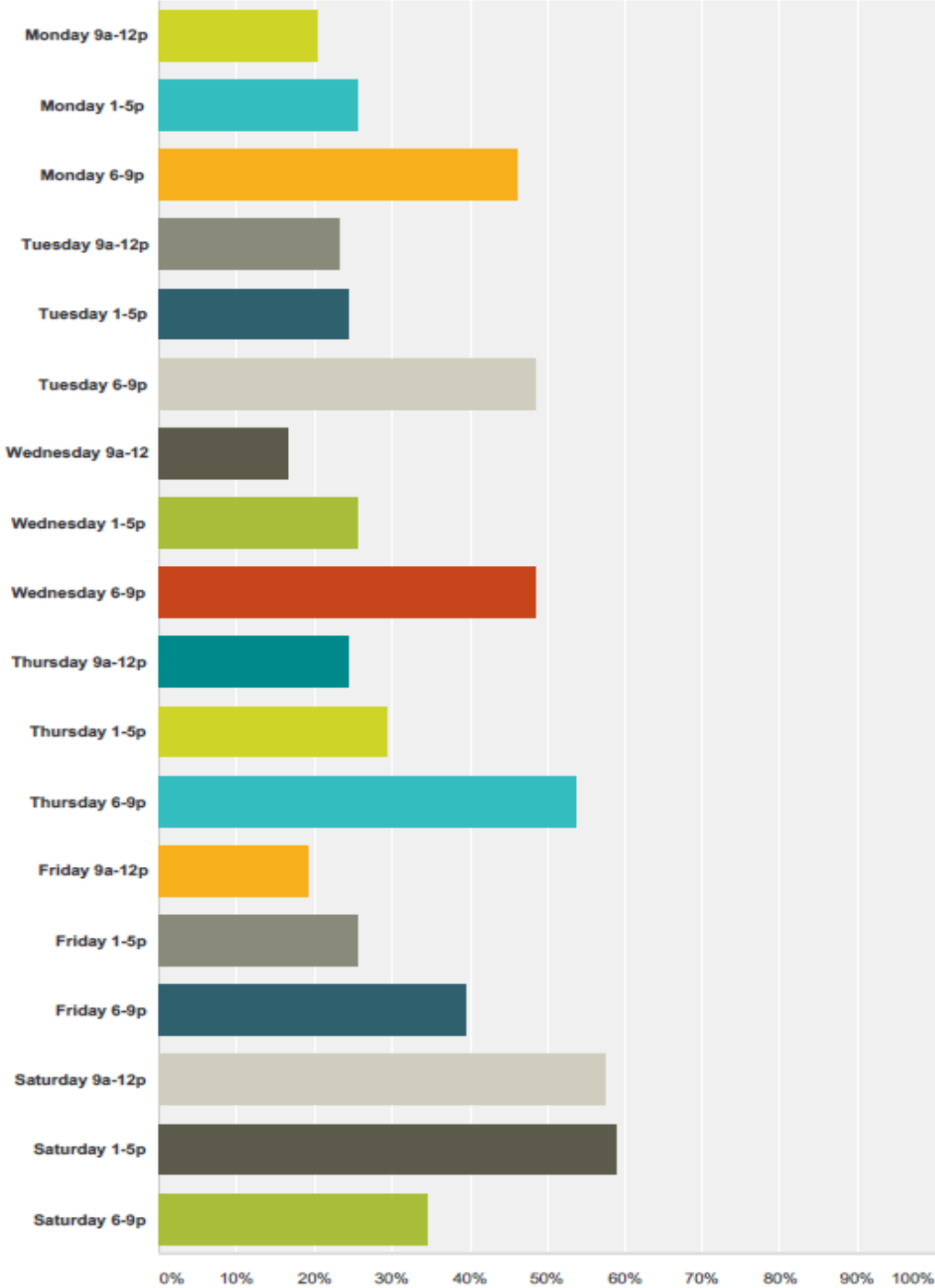
Results:



Question 2: What times of the week are/would you most likely participate in programming at the neighborhood recreation center?

Results:

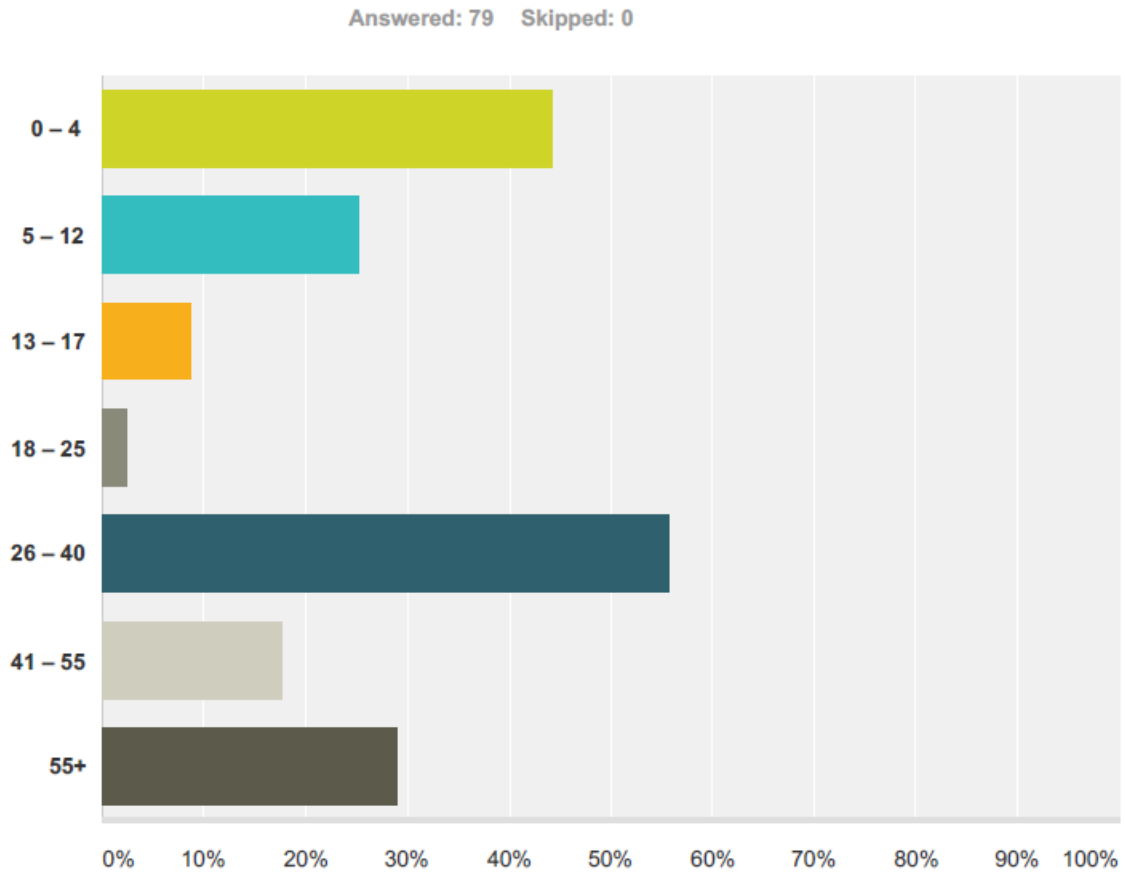
Answered: 78 Skipped: 1





Question 3: What age groups are currently in your household? Check all that apply.

Results:

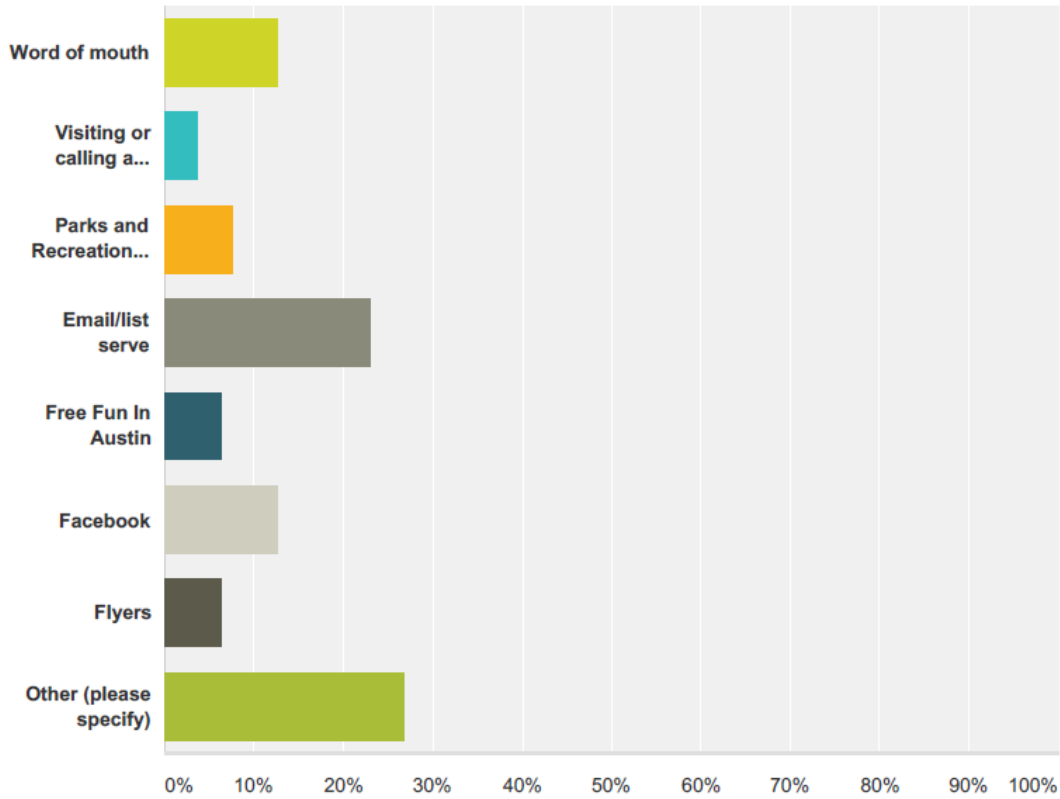


Answer Choices	Responses
0 - 4	44.30% 35
5 - 12	25.32% 20
13 - 17	8.86% 7
18 - 25	2.53% 2
26 - 40	55.70% 44
41 - 55	17.72% 14
55+	29.11% 23
<b>Total Respondents: 79</b>	

Question 4: How do you currently hear about programs and services occurring at Dottie Jordan Recreation Center?

Results:

Answered: 78 Skipped: 1



Answer Choices	Responses
Word of mouth	12.82% 10
Visiting or calling a recreation center	3.85% 3
Parks and Recreation Website	7.69% 6
Email/list serve	23.08% 18
Free Fun In Austin	6.41% 5
Facebook	12.82% 10
Flyers	6.41% 5
Other (please specify)	26.92% 21
<b>Total</b>	<b>78</b>

**\*15 of the 21 "Other" responses stated NextDoor was how they hear about programs at DJRC\***

Question 5: Please tell us what, if anything, can be done to improve your Dottie Jordan Recreation Center experiences.

Results:

#	Responses	Date
1	Up to this day I have had only good experiences at Dottie Jordan Recreation Center. Keep up the good work!!!	6/7/2017 3:59 PM
2	Policing more to keep drug use out and dealers in cars and at picnic tables have the park.	6/7/2017 3:57 PM
3	I am new to the area. I look forward to visiting the center and hope I will enjoy participating in several of the programs.	6/7/2017 3:56 PM
4	Toddler Playtime is right during most toddler's naps (usually 12/1pm - 3/4pm). It would be nice to see this program moved to a morning time slot. I would absolutely take advantage of this program if it wasn't when my daughter naps.	6/5/2017 3:09 PM
5	Stop taking the staff and programs away from the center and allow for open programming for our community.	6/1/2017 3:32 PM
6	More fun senior activities.	6/1/2017 7:59 AM
7	FULL TIME STAFF WITH FULL TIME COVERAGE	5/31/2017 2:18 PM
8	Morning pool hours	5/31/2017 5:54 AM
9	Please open the pool earlier on the weekends. Morning hours would be great!!!	5/31/2017 12:07 AM
10	Pools NEED MORNING HOURS FOR PEOPLE WITH BABIES AND TODDLERS. 9-11am Rec swim please!	5/30/2017 8:34 PM
11	Regulate transient and homeless folks at park.	5/30/2017 8:00 PM
12	I would love to be on some kind of emailing list	5/30/2017 6:23 PM
13	Adult only lap swim early in the mornings on weekends. Tennis lessons	5/30/2017 6:07 PM
14	cooking classes	5/30/2017 5:18 PM
15	Camps	5/30/2017 5:03 PM
16	center programs that I have attended have been great but do feel like the center director is having to ask for help from community to much to make these programs happen. More staff- see center director at all events and always running around multitasking to make the event a success.	5/30/2017 4:53 PM
17	Please add some ride on toys for toddlers. It will help boost attendance on Fridays. You could even ask for donations.	5/18/2017 12:43 PM
18	More funding for additional events accompanied by boosted posts on social media to generate additional interest. Neighborhood mailings once a quarter or twice a year to list recurring activities and events scheduled for the next few months.	5/18/2017 11:36 AM
19	Add programs that I am interested in. Need to know they are available, also.	5/18/2017 11:11 AM
20	Classes that better match the current neighborhood population. Adult Fitness, Dance, Sports and Cooking classes would be great. How are these events communicated? Ive only heard of a few things via Nextdoor, is there a central location to find out about events?	5/11/2017 9:47 AM
21	It is hard to know what is planned at the center. I just recently learned of the listserv for the neighborhood and just joined it but it could be nice to put signs or a bulletin on the front with notices about events.	5/11/2017 9:10 AM
22	As a life time resident of UH I remember going to the pool and hanging out at the rec center. I see things happening when it happens but never know what is going on.	5/11/2017 8:48 AM
23	a Marquee with a sign promoting events out front would help get the word out about things going on at the park and rec center!	5/10/2017 8:56 PM
24	Please spend more time and effort in updating our park for the community kids.	5/10/2017 8:42 PM
25	Please fix the water fountains for the kids and patrons please. Also please cut the lights ON on the basketball courts my son likes to play past dark during the winter and spring months and the park doesn't actually close until much later. The garden program is awesome!! They should extend it!!! And last but not least can you please put more effort in our park like you do for the surrounding affluent parks and neighborhoods.	5/10/2017 8:36 PM
26	I would like to see early AM health/wellness opportunities (5 or 6 am)	5/10/2017 6:39 PM
27	Don't change the pool hours	5/10/2017 6:00 PM
28	Perhaps I have missed it but announcements in the Pecan Springs neighborhood newsletter.	5/10/2017 9:23 AM

## Survey Highlights:

- Over half of those who responded listed Arts/Craft, Special Events, and Health/Wellness Opportunities as programs their households would value and participate in. The top five programs or services they would value and participate in are:
  1. Special Events
  2. Arts and Crafts
  3. Health and wellness opportunities
  4. Toddler programming
  5. Gardening programs
  
- Youth, Teen, Senior and Intergenerational programming was valued by less than 33% of respondents.
  
  
- Weekends and P.M. programming appears to be in demand -
  - The top five times survey respondents were most likely to participate in programming were:
    1. Saturday 1-5pm (47 responses)
    2. Saturday 9am – 12pm (46)
    3. Thursday 6-9pm (43)
    4. Wednesday 6-9pm (40)
    5. Tuesday 6-9pm (39)
  
  - When the results of the January 23 meeting are added to the data, the top five times changes to:
    1. Saturday 9am – 12pm (69 responses)
    2. Monday 6-9pm (55)
    3. Wednesday 6-9pm (50)
    4. Saturday 1-5pm (47)
    5. Thursday 6-9pm (43)

- Among the residents that responded, more than half (56%) said they had adults 26-40 years old in their household. The next highest age group was 0 – 4 (44%) followed by seniors 55+ (29%). Youth 5-12 (25%) and 13-17 (9%) and adults 41-55 (18%) had the lowest response rates.
  
- Electronic communication is the best way to keep our community members informed –
  - Next-door (27%) and email/listervs (24%) are the most effective way to reach our community members. These two options combined for more than half of the responses to this question. Facebook (13%) and word of mouth (12%) were the only other options with response rates above 10%.
  
- A few issues came up multiple times in the responses to question five:
  - Communication/Advertising/Program Promotion (8)
  - Park improvements (4)
  - Dottie Jordan Recreation Center staffing (3)
  - Pool issues / hours of operations (5)

## Proposed Changes:

After reviewing the survey results and the data from the January 23<sup>rd</sup> community engagement, the following hours of operation changes have been proposed:

### Current Hours of Operation:

Mondays – 12:00pm – 8:00pm

Tuesdays – 9:00am – 8:00pm

Wednesdays – 12:00pm – 8:00pm

Thursdays – 9:00am – 8:00pm

Fridays – 12:00pm – 6:00pm

Saturdays\* - 9:30am – 12:30pm

\*First and third Saturday of the month

Total hours:

1st/3rd Saturday weeks – 47hrs

2nd/4th/5th Saturday weeks – 44hrs

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### Proposed Option 1:

Mondays – 10:00am – 8:00pm

Tuesdays – 10:00am – 8:00pm

Wednesdays – 10:00am – 8:00pm

Thursdays – 10:00am – 8:00pm

Fridays – closed

Saturdays – 9:00am – 1:00pm

Sundays – Closed

Total Hours: 44/week

This option gives us two more AM hours per week and cuts down on Friday staffing. Additionally, DJRC could still host afternoon and evening rentals on Saturdays.



## **Programming:**

Dottie Jordan Recreation Center currently offers one program for toddlers (Toddler Playtime), one program for youth 5-12 (Boredom Busters), two programs for teens (Teen after school drop-in program, TCTA support site), one senior program (Bingo) and four outside-instructor programs (Lady Groovers, Smooth & E-Z Dance, Yoga and Karate). Additionally, there is a Garden Club that meets on Monday evenings and a long-standing UNHA 3<sup>rd</sup> Saturday meeting. DJRC also has occasional continuing education classes (Lunch N Learn w/ The Iron Yard – Coding Class) and special events (Back-to-School, Halloween, Teen Flashlight Egg Hunt, BBQ Cookoff).

Based on the feedback we have gathered, focusing on programs for youth ages 0-4, adults 26-40, and seniors 55+ would best serve the community. Arts and crafts programming and health/wellness opportunities were cited as programs community members value. We should be able to start our own arts/crafts programs for all three age groups mentioned above, and we could utilize the Lending Library to schedule supplemental/short-term classes. DJRC would look to get contract instructors to lead the health/wellness classes for adults and seniors. Toddler and senior programs would be scheduled before 6pm, and the adult classes would be scheduled after 6pm.

Special events are something that community wants to see and have supported in the past. However, with large-scale special events going to the district sites, I am not sure if special events will remain a focal point at DJRC. The Community Garden is something else that tends to get a lot of community support. Perhaps more programming could be developed around this special part of the recreation center.

The youth 5-12 and teens 13-17 programs at DJRC have been on the decline for the past few years. There are many reasons for this – changing demographics and free programs at the school have hurt our numbers. Youth sports have been cut from Dottie due to low participation rates, and I believe we should not focus our time and resources in that direction. However, there can still be programming for these age groups. The Teen Flashlight Egg Hunt and Boredom Busters program can serve as our outreach to our 5-18 year old community members. Additionally, we could plan and provide Saturday sports clinics instead of season-long sport leagues to still have a youth sports component.

Dottie Jordan Recreation Center												
Sample Schedule												
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		Sunday				
9:00 AM	CLOSED					C L O S E D	G a r d e n C l u b	Y o g a	3rd Sat. Only			
10:00 AM	Toddler Program	Lady Groovers	Toddler Program	Lady Groovers	C L O S E D			G a r d e n C l u b	Senior Arts/ Crafts/ Games	UNHA Meeting		
11:00 AM									3rd Sat. Only			
12:00 PM												
1:00 PM	Senior Health & Wellness	Senior Programming - Life Long Learning	Senior Health & Wellness	Senior Programming - Life Long Learning	C L O S E D		C L O S E D					
2:00 PM												
3:00 PM	Senior Arts/Crafts	Senior Domino/Cards	Senior Arts/Craft	Senior Domino/Cards								
4:00 PM												
5:00 PM	Karate	Yoga	Karate	Yoga								
6:00 PM	Garden Club	Smooth & EZ Line Dance	Contract Instructor - Teen or Adult Programming	Smooth & EZ Line Dance						Contract Instructor - Teen or Adult Programming		
7:00 PM												
8:00 PM	CLOSED									C L O S E D	C L O S E D	

## Community Meeting 7-13-17

On July 13<sup>th</sup>, 2017 forty-eight community members met with PARD staff to go over the results of the community engagement survey, see the proposed changes to the hours of operation and future programming, and to provide feedback on the information presented. Listed below are the comments collected at the meeting:

Do the new recommended hours of operations meet your needs?

- The new recommended hours of operation meet the needs
- The new proposed schedule will meet my needs.
- Hours meet my needs
- AARP 1st Thursday meet 10-11:30, set up at 9:30 tables, coffee, snacks
- The recommended hours meets my needs
- I like the proposed hours, but worry about the new toddler program and changing the hours
- The recommended hours DO meet my needs- Smooth and EZ

Are there classes you would like to see at the center?

- Interested in class for art and crafts - Greeting cards, scrapbooking, etc.
- Could PARD partner with UH Branch Library to accommodate teen interests?
- Are computers available?
- Games: scrabble, chess, spelling bee, dominos
- At least once a week
- All ages welcome
- Can "Jump on It" become a contract for teen events? They have programs at Givens
- I like our Halloween carnival here, our flash light Easter egg hunt for teens has been successful and we would like to keep it here and not have it go to Turner-Roberts
- I would like to see our kids continue to participate in Totally Cool, Totally art
- The Smooth and EZ instructor said she had experience/education in tutoring- she would be willing to tutor here at DJ for free. I don't know how that would fit in with the schedule.
- A class to learn and practice Spanish
- A time in the evening so that working adults could attend
- It would be great to have a beginning sewing class, for people who work so a class in the evening

- Special events
- Health and wellness
- Free giveaways
- Free doctor appointments
- Job search, job related event to be gainfully employed
- How to advance in corporate America
- I would like to see a summer program for teens to help keep them engaged
- Tennis lessons, tournaments
- Summer swimming lessons
- Scrap booking
- Food nutrition classes
- Would love to attend sewing class
- I would like to see movies in the park
- More programs for 1-4 year olds
- I would appreciate exercise classes in the daytime. I am a senior and I do not drive at night and dance classes do not interest me. I would like classes similar to those at Gus Garcia Center.
- Movies in the park in the summer
- Arts and crafts in the morning for seniors

### **Next Steps:**

Community members in attendance supported the proposed hours of operation and stated these hours met their needs. Since there was no opposition to the changes, PARD has decided to move forward with the proposed hours.

The new hours of operations are:

Monday – Thursday 10am – 8pm

Friday – closed

Saturdays 9am – 1pm

Sundays – closed

These hours will go into effect October 1, 2017.

Dottie Jordan Recreation Center will:

- Work on getting new programming that better suits the community based on the feedback gained from the survey and community meeting
- Continue to provide space for current programming
- Continue to provide popular special events