

Memorandum

TO: NEIGHBORHOOD SERVICES
AND EDUCATION COMMITTEE

FROM: Angel Rios, Jr.

**SUBJECT: COMMUNITY SERVICES
AND CENTERS UPDATE**

DATE: January 22, 2018

Approved



Date

1/28/18

RECOMMENDATION

Accept the report on the 2017-2018 Community Services and Centers Update provided by the Department of Parks, Recreation and Neighborhood Services (PRNS).

OUTCOME

This report will provide the Neighborhood Services and Education Committee with an overview of the strategic goals of PRNS's community center programs by highlighting efforts to improve residents' health and wellness and build a stronger community fabric.

BACKGROUND

PRNS provides a variety of programs to fulfill its mission of building healthy communities through people, parks, and programs. The Recreation and Community Services Division (RCS) is the Department's second largest division with 294.18 full-time equivalents (FTE). RCS oversight includes the Community Services section (Youth Intervention Services, Anti-Graffiti and Anti-Litter Programs) and Recreation Services, which includes management of 51 community centers, including 11 hubs, one therapeutic center, 39 Reuse Program facilities and the diverse menu of recreation programs that serves the whole community. RCS services touch people's lives at every stage of development, from toddlers to older adults.

RCS focuses on three strategic outcomes that drive our programs and partnerships to best deliver services to San José residents.

- Healthier lifestyles;
- Improved quality of life; and
- Connected, informed, and engaged residents.

To achieve these outcomes, RCS focuses on delivering services to our residents of all ages and abilities through key lines of service including: enrichment classes, camps, after-school programs, recreation preschool, therapeutic and inclusion services, teen centers, and active adults programming. This memorandum provides an overview of RCS' community centers and some select services that highlight the Division's strategic outcomes.

ANALYSIS

Healthier Lifestyles

PRNS promotes healthy living and lifestyles via programming offered at community centers. Per the 2016 San José Profile published by the Santa Clara County Public Health Department, 22% of San José residents are obese, and 7% of adults have been diagnosed with diabetes. Nationally, the rate of obesity in younger children has trended higher in recent times and increases the risk of diabetes, high blood pressure, stroke, or other heart conditions. The American Heart Association (AHA) recommends that any child who is two-years-old or older should participate in at least 60 minutes of daily physical activities to prevent health risks. The aging population and the City's community fitness programs are examples of ways in which RCS addresses health disparities and promotes healthy lifestyles.

Active Adult Services

Since 2015, PRNS has led the City's implementation efforts as part of the World Health Organization's Age-Friendly Cities initiative goal to "create more fitness and outdoor programs for seniors." The Active Adults 50+ program promotes healthy lifestyles through recreation and nutrition. The recreation component includes health and wellness classes, fitness memberships; and specialty classes that promote being active such as line dancing, yoga, tai chi, cardio circuit for active adults, and body conditioning. The Active Adult program offered over 1,500 classes and programs this past year with enrollment that surpassed 20,400 participants. In fiscal year 2016-2017, the Senior Nutrition Program served 227,563 well-balanced lunch meals.

Community Health and Fitness

Six community centers feature fitness rooms, each with amenities such as free weights, cardio machines, and weight-lifting machines/stations with the opportunity to participate in specialty classes. Last year, almost 6,500 memberships were sold for the RCS fitness program. These classes include, but are not limited to, yoga classes, body circuit, and Zumba. In the past year, RCS offered approximately 3,000 classes that promoted exercise, health and/or physical activity with over 29,500 participants enrolled in those classes. 70% of surveyed participants across RCS's programs reported an increase in their physical activity levels to at least 60 minutes per day as recommended by U.S. Department of Health and Human Services and the American Heart Association.

Improved Quality of Life

Quality of life as defined by the Centers for Disease Control and Prevention, is a multi-dimensional concept and is based on an individual's assessment of their own physical and mental health over time. Personal choices of activities do not only affect an individual's quality of life, but are also influenced by neighborhood resources, conditions, and policies that influence health. In 2017, 97% of surveyed participants stated that their participation in City recreation services had positively impacted their quality of life. An example of PRNS' focus is seen in our citywide Therapeutics and Inclusion programs.

Therapeutic Recreation and Inclusion

Therapeutic Recreation Services (TRS) framework focuses on abilities, rather than disabilities, and aims to enhance independence, improve social skills, and strengthen individuals both physically and mentally. Last year, the TRS offered over 300 classes and camps with 1,743 participants enrolled in them. These classes and camps included support groups for teens and adults, stress management, cooking, table tennis, art classes, and adaptive sports such as basketball, tennis, and soccer.

This framework of programs and services drives the Grace Art & Wellness Program at Northside Community Center (Grace), which aims to serve adults with mental illness and other cognitive disabilities. Grace creates a place where safety, acceptance, and meaningful engagement take the place of isolation and marginalization. Grace is a place where members are provided with support in maintaining and improving their mental health and level of functioning through the modalities of therapeutic recreation and expressive arts. 100% of Grace participants reported that the services they received resulted in a positive difference in their life and that the program played an active role in keeping their body and/or mind active. In 2017, the Grace Art & Wellness Program moved into a newer, larger facility that attracted new participants and the previous participants felt safe again to attend due to the locale. 88% of the participants stated that programming and services provided at Grace are *very good* or *excellent*. The program improved the quality of life and 72% of participants stated that they had not been hospitalized in the previous year.

Out of School Time - After School and Preschool Programming

PRNS also supports our community's quality of life by providing affordable, safe, and quality out-of-school time programs for working families. Since 2014, PRNS has offered San José Recreation Preschool to ensure that all participants enter kindergarten with the social and educational tools to succeed. San José Recreation Preschool is aligned with State standards and is located at 12 community centers with 25 classes. Over three years, enrollment has increased by 25% to 683 participants in the current 2017-18 school year. Based on classroom space capacity, this program can scale to reach 900 students. In 2017, PRNS and San José Public Library (SJPL) began a partnership to share and leverage staff expertise and resources and to deepen program elements such as professional development and the physical learning environment. Implementation of additional evidenced-based practices and data sharing of evaluation results are currently underway. Recently, PRNS

and SJPL launched the Wee Read! partnership aimed at increasing access to library books into the preschool classrooms for families to take home nightly.

In the after school realm, PRNS' programs focus on providing students opportunities to access structured physical activity and sports programming, homework assistance, STEAM academic enrichment, and nutritional education. The Recreation of City Kids (R.O.C.K.) after-school program provides fun and safe after-school affordable care for students on all school days from the end of school bell to 6:00 p.m. The program enhances the State curriculum guidelines for academic performance (e.g., Common Core State Standards, Expanded Learning Standards, and disguised learning activities) and incorporates the 41 Developmental Assets for Adolescence identified by the Search Institute to help provide the building blocks for healthy development. There are 23 R.O.C.K. programs that operate across the city at 20 school sites in five school districts. During the 2016-2017 school year, R.O.C.K. saw a total of 1,095 students enrolled. Another component of after school programming is the After School Education and Safety (ASES) Program, which is a grant-funded program from the State of California providing cost-free after-school care and academic enrichment to disadvantaged youth in low-income areas of San José. PRNS operates four ASES sites, which had a total of 655 students enrolled during the 2016-2017 school year. Performance measures show that 77% of after-school participants reported making healthier decisions, 91% of participants reported that one of these programs helped them increase their physical activity level to at least 60 minutes per day, and 98% of participants reported that the programs had positively impacted their quality of life.

Connected, Informed, and Engaged Residents

RCS puts community first and looks to meet neighborhood needs in addition to providing classes or programs. Each of the hub community centers strives to be a neighborhood gathering space and facilitator of community resources connecting people to people, and people to resources. Alongside the Department's Placemaking and VivaParks! summer activations, RCS has launched a monthly "Neighbor Night" program at every hub community center. These free Neighbor Nights will be held every second Friday of the month giving neighbors the opportunity to get to know each other and spend some quality time with their friends and family.

Community Centers as Resources

This past year, community centers transformed to places where residents turn to in their time of need. In February of 2017, San José experienced a flood that displaced many residents from their homes. As a part of the disaster response, PRNS provided a multitude of resources and aid to those displaced and impacted by the flood. PRNS activated four shelters for at James Lick and Evergreen Valley High Schools, the Alum Rock Youth Center, and finally the Seven Trees Community Center. The Shirakawa Community Center, home of the interim Vietnamese-American Community Center, operated as the Local Assistance Center (LAC) where it had served over 1,900 households in obtaining flood-related social services, food assistance, housing services, and more from State, County, and local agencies.

During record-breaking heatwaves, RCS activated 11 community centers allowing residents to cool off and prevent heat-related illnesses. Over the span of seven standalone activations, 581 residents used the cooling centers. During the cold and rainy season, in partnership with the Housing Department, community centers and libraries opened key facilities help keep unhoused residents warm and dry in the overnight Warming Centers.

Revenue Generation

PRNS has grown its cost recovery from 22% in 2009 to 38% of its Operating Budget in 2017 as a key strategy to mitigate cuts and sustain levels of service by offsetting the reliance on the General Fund during the years of recession. Within PRNS, RCS is a significant contributor to the Department's revenue. In fiscal year 2016-2017, RCS accounted for over \$10 million, about 48%, of PRNS's overall revenue of \$20.9 million. RCS's main revenue drivers come from programs such as: after school; art and education enrichments classes; health and fitness classes; SJ Recreation Preschool; sports leagues, fitness memberships; and facility rentals and reservations, to name a few.

To balance the Department's revenue goals, PRNS' also maintains a philosophy to provide accessible, affordable, and equitable recreation and health opportunities through a much needed scholarship program. Last year, the department awarded \$823,482 in scholarships and discounts to eligible participants; and over 7,300 participants benefited from the scholarships and enjoy different types of programming such as leisure classes, preschool classes for their children, after-school programming, and a wide variety of camps.

PRNS continues to look for creative ways to increase revenue balanced against meeting the community's need for accessible programs.

Looking Ahead

In 2018, RCS will be focused on the following strategic priorities:

- Pursue revenue generation opportunities for all sites to help offset continued scholarship support and provide increased equitable access to programs and services to families.
- Strengthen partnerships with health care and health plans, as well as continued participation in the East San José PEACE Partnership that was convened by the Santa Clara County Public Health Department.
- Provide greater opportunities for families and neighbors to gather and stay active through signature programs such as Viva CalleSJ, Viva Parks!, and RCS Neighbor Nights.
- Identify capital needs and prioritize upgrades to address the aging infrastructure of community centers.
- Focus on the Age-Friendly Initiative and the role of community centers in addressing the needs of a growing older-adult population.
- Monitor and evaluate Recreation Preschool partnership with the Library.
- Develop program planning improvements.

January 22, 2018

Subject: Community Services and Centers Update

Page 6

EVALUATION AND FOLLOW-UP

Annual progress reports highlighting community services and centers will be provided to the Neighborhood Services and Education Committee.

PUBLIC OUTREACH

This memorandum will be posted on the City's website for the February 8, 2018 meeting of the Neighborhood Services and Education Committee.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office.

COMMISSION RECOMMENDATION/INPUT

No commission recommendation/input is associated with this memorandum.

CEQA

Not a Project, Public Project Number PP17-009, Staff Report.

/s/

ANGEL RIOS, JR.

Director of Parks, Recreation
and Neighborhood Services

For questions, please contact Neil Rufino, Deputy Director, at (408) 535-3576.