

Please Note Time Change

AGENDA
MAPLEWOOD CITY COUNCIL
MANAGER WORKSHOP
6:00 P.M. Monday, June 23, 2014
City Hall, Council Chambers

A. CALL TO ORDER

B. ROLL CALL

C. APPROVAL OF AGENDA

D. UNFINISHED BUSINESS

None

E. NEW BUSINESS

1. Recreation Programming Overview
2. CAPRA Accreditation
3. Presentation on Customer Service Initiatives

F. ADJOURNMENT

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MEMORANDUM

TO: Melinda Coleman, Interim City Manager

FROM: DuWayne Konewko, Parks and Recreation Director
Audra Robbins, Recreation Manager

DATE: June 23, 2014

SUBJECT: Recreation Programming Overview

Introduction

As the Parks & Recreation Department travels down the path of developing a new Parks System Plan and delves into the CAPRA Accreditation process, staff has taken a closer look at how we provide recreational services to our residents. As a result, we have taken a new, bolder approach as we seek out new and more efficient ways to serve the residents of Maplewood and our surrounding communities.

Background

The 2030 Comprehensive Plan defines Recreation Programming as follows:

A critical component of the parks system is the ability to provide recreational, educational, and fine arts programs to the residents. These facilities and programs help improve the quality of life for all residents and provide opportunities for residents to participate in a more active lifestyle.

Goal Statement: Provide the opportunity for all community residents to participate in recreation, education, and arts activities through the implementation of well-designed, cost effective and innovative programs.

Objectives:

- Develop and provide recreational programs that adequately address the recreational desires of all segments of the community including children, teens, adults, elderly, and the disabled.
- Develop and provide recreation and outdoor education programs that teach people about nature and environmental issues and empower citizens to be good stewards of the environment.
- Promote and encourage programs that take place in nature.
- Provide opportunities for artistic and cultural activities throughout the City.
- Find and execute programming and facilities to support a broad diversity of cultures.

Budget Impact

No additional budget impact at this time.

Recommendation

No recommendation at this time.

Attachments

1. Recreation Programming Overview Presentation

RECREATION PROGRAMMING





2030 COMPREHENSIVE PLAN

Objectives:

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2030 COMPREHENSIVE PLAN

- Administer programs on a fair and equitable basis to ensure all individuals and groups receive adequate representation and opportunity.
- Create and provide programming for up and coming activities and opportunities.
- Continue to support and provide options for all residents to participate in organized programming through efforts such as the City's scholarship program.

PARKS & RECREATION VISION AND MISSION STATEMENTS



MAPLEWOOD PARKS & RECREATION

Vision Statement
To help create a vibrant community that embraces diversity, celebrates arts and culture, values health and wellness, and promotes stewardship of the environment.

Mission Statement
The mission of Maplewood Parks and Recreation is to provide diverse recreational opportunities for people of all ages and abilities, enhance and preserve our parks, facilities, and open spaces while promoting environmental stewardship through education and outreach.

TRENDS IN RECREATION

TRENDS IN RECREATION PROGRAMS

- Sports - youth lacrosse
- Adventure/non-traditional sports
- Fitness – personal training, yoga, pilates, massage therapy and lifestyle education
- Cultural arts - music production for youth
- Youth after school programs in recreation centers and/or schools
- Outdoor Recreation Eco tourism
- Environmental education
- Senior fitness/wellness - for younger, more active seniors
- Self directed activities
- Special events and community wide celebrations
- Visual Arts (painting, ceramics, etc.)

Source: Ballard*King 

MAPLEWOOD RECREATION PROGRAMS





ARTS OPPORTUNITIES

SUMMER CAMPS

SPECIAL EVENTS

FAMILY PROGRAMS

PARK PROGRAMS

HEALTH & WELLNESS

NATURE PROGRAMS

COMMUNITY OUTREACH




DIVERSITY IN OUR PROGRAMS

- Ensure recreation opportunities are available for persons with disabilities.
- Offer a wide variety of programs and expand our cross-cultural programming.
- Encourage the use of parks and facilities for cultural events.
- Anticipate and respond to the cultural diversity of our population.



FEES, FUNDING, AND THE FUTURE

- Ensure access to recreation programs and services is not denied simply based on the ability to pay.
- City of Maplewood Youth Scholarship Program
- Limited Resources – Alternative Funding Sources



FEES, FUNDING, AND THE FUTURE

PARTNERSHIPS

Partnerships with other organizations and entities will be necessary to fund, develop, and expand recreation programs.

- Other Government Organizations
- Non-Profit Providers
- Colleges and Universities
- School Districts
- Private Providers
- Faith Based Organizations
- Athletic Associations



MEMORANDUM

TO: Melinda Coleman, Interim City Manager

FROM: DuWayne Konewko, Parks and Recreation Director
Audra Robbins, Recreation Manager

DATE: June 23, 2014

SUBJECT: CAPRA Accreditation

Introduction

In June of 2014, staff began their journey towards achieving CAPRA Accreditation.

Bob Bierscheid was the Parks & Recreation Director that oversaw CAPRA Accreditation for both the Roseville and Saint Paul Parks & Recreation Departments and has graciously volunteered his services to help Maplewood navigate this process.

Background

The **Commission for Accreditation of Park and Recreation Agencies (CAPRA)** recognizes parks and recreation agencies for excellence in operation and service. Parks and recreation agencies across the United States turn to CAPRA Accreditation as a credible and efficient means of achieving these goals, while providing assurance to the public that the agency meets national standards of best practice.

Accreditation Process

Accreditation is based on an agency's compliance with the 151 standards for national accreditation. To achieve accreditation, an agency must comply with all 37 Fundamental Standards and at least 85 percent of the remaining 114 standards (97).

CAPRA accreditation is a five-year cycle that includes three phases: development of the agency self-assessment report, the on-site visitation, and the Commission's review and decision.

Budget Impact

No additional budget impact at this time.

Recommendation

No recommendation at this time as this is an overview of CAPRA Accreditation.

Attachments

1. CAPRA Accreditation Presentation

What Is It? Why Do It?





Parks and Recreation Agency Accreditation

What is CAPRA?



The **Commission for Accreditation of Park and Recreation Agencies (CAPRA)** recognizes Park and Recreation agencies for excellence in operation and service. Charged with providing high quality services and experiences, Park and Recreation agencies across the United States turn to CAPRA Accreditation as a credible and efficient means of achieving these goals, while providing assurance to the public that the agency meets national standards of best practice.

WHAT IS IT?

- 151 Best Practice Standards-10 Categories
- 37 Fundamentals – **Must Meet All**
- 85% Of The Remaining 114 Standards (97)
- Self Assessment
- Peer Review
- Accreditation by 13 Member CAPRA Commission

NATIONAL STANDARDS

* Number of Mandatory Standards in Category

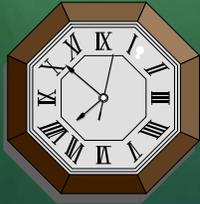
- 1- Source of Authority (14-6*)
- 2- Planning (11-4*)
- 3 - Organization/ Administration (13-4*)
- 4 - Human Resources (30-7*)
- 5 - Financial Management (20-7*)

- 6 - Program & Services Mgt. (13-3*)
- 7 - Facility & Land Use Mgt. (17-1*)
- 8 - Public Safety; Law Enforcement and Security (14-3*)
- 9 - Risk Management (6-1*)
- 10- Evaluation & Research (13-1*)

WHY DO IT?

- CONSISTENCY
- Standards Are A Recipe For QUALITY
- Increased Efficiency/ Accountability
- CONTINUITY-Recipe Can Be Repeated Regardless of Staff
- Process Creates Teamwork
- RECOGNITION
- The process give the tools to measure and identify concerns and correct problems

TIMELINE



- Application-1-2 months
- Self-Assessment 6-18 months
- Preparation 1-2 months
- Site Visit 3 1/2 days
- Review 30 days
- Hearing 45 minutes

PROGRAM COSTS



- Registration Fees
- Staff Time
- Site Visit
 - transportation
 - housing/meals
 - misc

Minnesota Accredited Agencies

- Roseville Parks and Recreation
- Saint Paul Parks and Recreation
- Ramsey County Parks and Recreation
- Minneapolis Park and Recreation Board
- Plymouth Parks and Recreation
- YOUR AGENCY

FREE**FREE**FREE

- GUIDANCE
- CONSULTATION
- INTERPERTATION

bobb2845@comcast.net

<http://www.nrpa.org/CAPRA/>



MEMORANDUM

TO: Melinda Coleman, Interim City Manager

FROM: Karen Guilfoile, Director Citizen Services
Paul Schnell, Police Chief

SUBJECT: Presentation on Customer Service Initiatives

DATE: June 18, 2014

Introduction

Senior management staff has spent the last few months in discussion to improve the efficiency and effectiveness of service to our citizens. The need for improving our service delivery has become even more important since the move of the Environment & Economic Development and Parks and Recreation Departments to the 1902 building.

Background

The concept of service delivery through a 'One Stop Shop' provides citizens and customers a single access point to information and service transactions. Common sense would direct that this service delivery would be located in city hall.

The current remodel of the Police Department, which includes improvements to the lobby area, provides staff with the opportunity to implement the concept of this 'One Stop Shop.'

Staff will begin with responding as much as practical to Police Department requests. Additional departments will be rolled out in the coming months by use of electronic technology and cross-department collaboration. The goal is to create a Customer Service Center where detailed information for every permit and license type including fees is maintained and where citizens and customers can receive and submit applications, make and receive document requests in addition to obtaining general information that is currently funneled through all existing departments.

Recommendation

This report is for information and discussion purposes.