



Weekend Recreation & Fitness Program

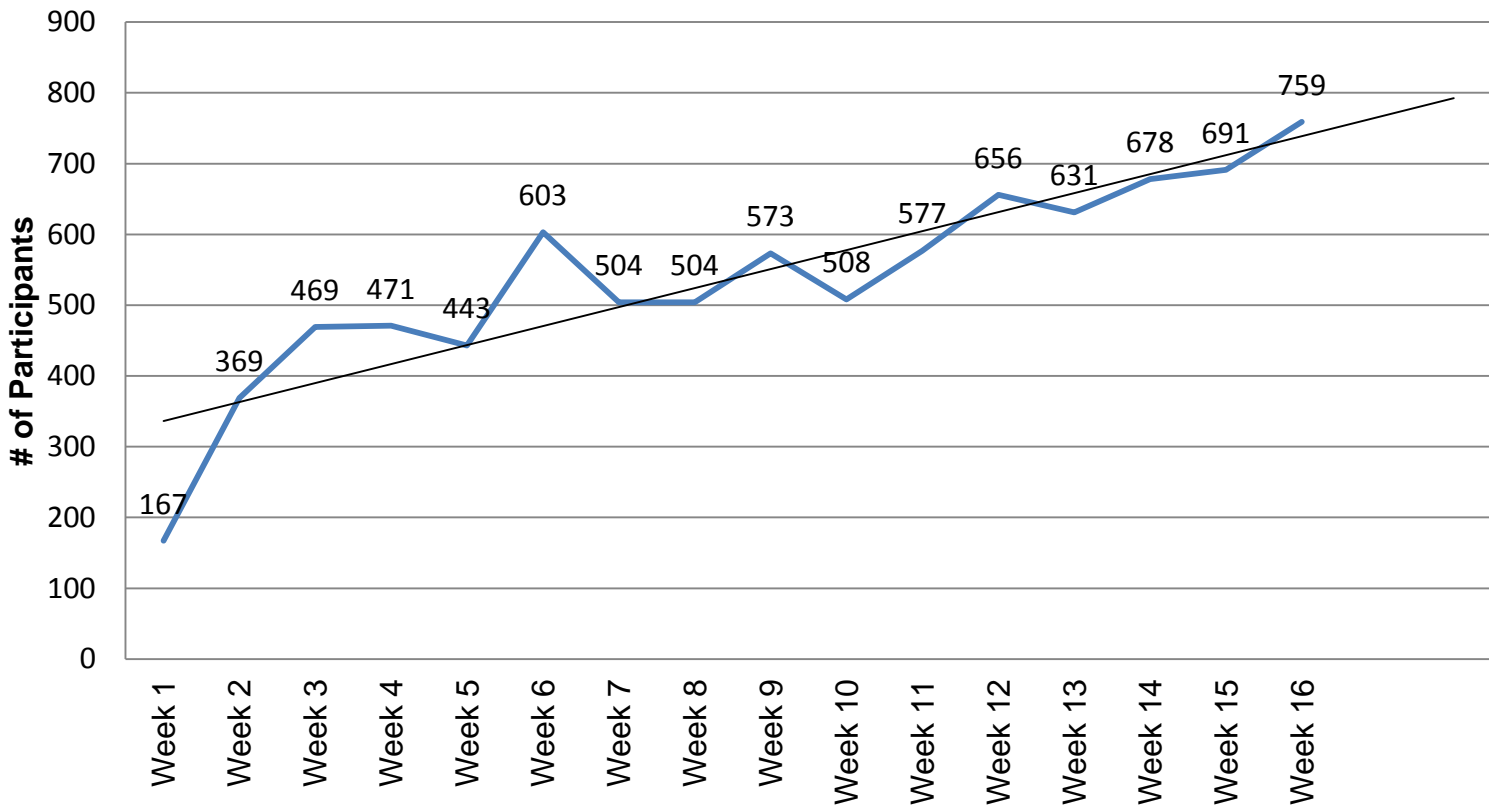
Six-Month Overview
October 13, 2016

Weekend Recreation & Fitness Program (WRFP) Overview

- 1.2 Million Dollar Budget
- Program start date: June 4, 2016
- 14 FUSD and 2 CUSD Schools Served
- Core Elements Include:
 - Open Saturdays and Sundays from 9am-6pm (adjusted seasonally)
 - Staffed by two college-level students per site
 - Programming based on sports, fitness, nutrition, and access to green space for leisure

Site Attendance Trend Analysis

WRFP Participation Trend - All Locations



Attendance By School Levels

- Total attendance for 16 weeks: 8,603 participants
- High Schools (7) Daily Average: 25 participants
- Middle Schools (3) Daily Average: 17 participants
- Elementary Schools (6) Daily Average: 12 participants

- Highest Daily Average: Bullard: 46 participants
- Middle Daily Average: Roosevelt: 19 participants
- Lowest Daily Average: Addams: 9 participants

Overview of WRFPP Performance

- **Successes**

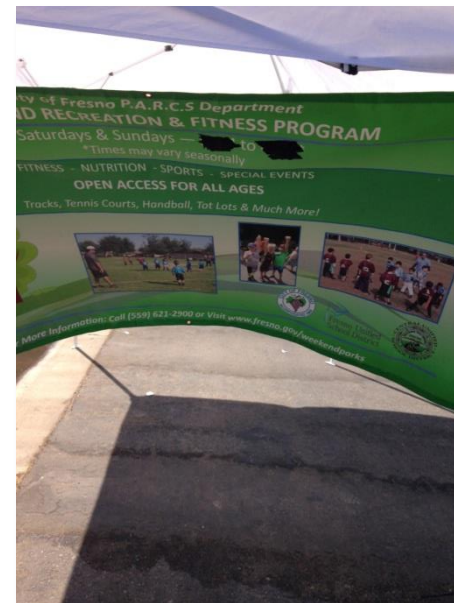
- Phase in 4-week period / 4 schools per week until June 25, 2016
- Hiring and training of 38 WRFPP site staff
- Site management of WRFPP staff has led to quicker response time on issues and perceived reduction of vandalism
- Completion of 4 Opening Kick-Off Events (1,210 participants)



Overview of WRFPP Performance

- **Challenges**

- Site layout and monitoring
- School facilities and landscape maintenance issues
- Growing site usage at Terronez, Addams, and McKinley school sites
- Heat and poor air quality



Overview of WRFP Performance

- **Future Opportunities**

- Expansion of Bitty Sports Program and district sports feeder programs such as golf, tennis, baseball, and lacrosse to WRFP sites
- Implementation of community partner programs (i.e. Cultivia La Salud - Farmer's Markets, Every Neighborhood Partnership - Community Kitchen and food giveaway)
- Building Council District programs (i.e. Senior Walking Club at Hoover, Frisbee Golf at Bullard, Youth Tennis Clinics at Edison)



Marketing Strategies to Grow WRFP Attendance

- Development of internal stakeholders monthly marketing meeting
- Quadrant marketing approach
- Continued school site-based marketing
- Media Outlets: print, radio, television, social media, and billboard advertising
- School-based communication channels media and billboard advertising
- Coordination with City Council District Offices

WRFP Opening Kick-Off Events

Completed

	SITES	DATE	THEME	ATTENDANCE	COUNCIL DISTRICT
1.	Vang Pao	06/25/16	Healthy Lifestyles	160	5
2.	Roosevelt	08/06/16	Back to School	200	7
3.	Sunnyside	08/27/16	Back Pack Give Away/Carnival	500	5
4.	Yokomi	09/17/16	Community Partnerships	350	7

Upcoming (Tentative)

5.	Hoover	10/15/16	Community Partnerships	TBA	4
6.	McLane	10/22/16	Community Partnerships	TBA	7
7.	Fresno	10/29/16	Pokemon	TBA	1
8.	Addams	11/05/16	Community Partnerships	TBA	3
9.	Bullard	11/12/16	Fitness & Healthy Lifestyles	TBA	2
10.	Edison	11/19/16	Community Partnerships/Positive Policing	TBA	3

Questions and Comments?

