



WRFP

Weekend Recreation & Fitness Program

One Year Overview
October 19, 2017

OVERVIEW

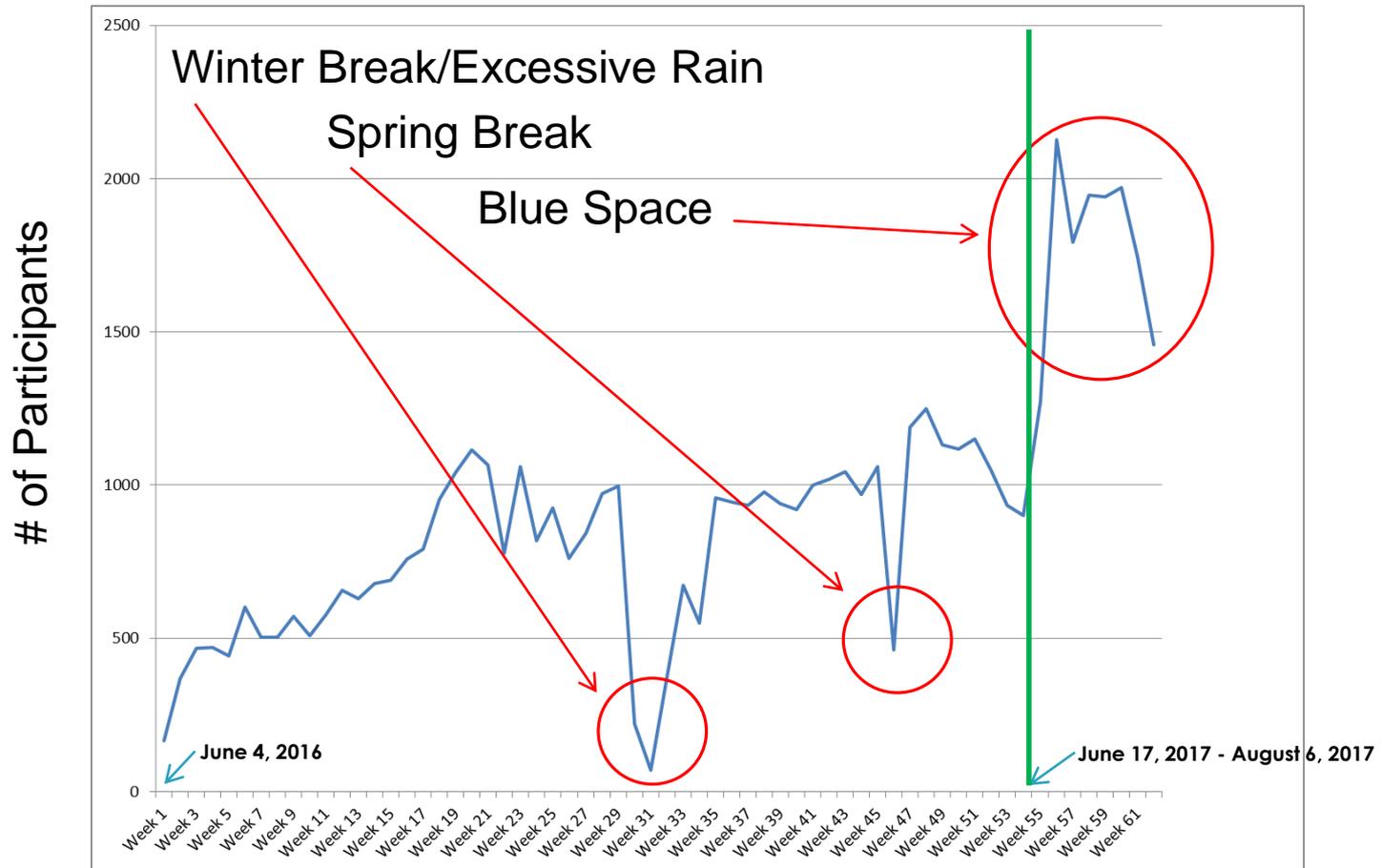
- \$900K FY 2017-2018
- June 4, 2016
- 14 FUSD & 2 CUSD Schools
- Saturdays & Sundays 9am-6pm
- Two college-level staff per site
- Sports, Fitness, Nutrition



ACCESS TO GREEN SPACE

Included amenities: tennis courts, basketball courts, handball courts, volleyball courts, tracks, ball diamonds, tot lots, etc.

ATTENDANCE TRENDS



ATTENDANCE HIGHLIGHTS

61,753 ATTENDEES

Average Daily Attendance

		<u>% Increase From 6 Month Review</u>
○ High Schools (7)	45 participants	80%
○ Middle Schools (3)	25 participants	47%
○ Elementary Schools (6)	22 participants	83%
○ Highest Daily Average: Fresno	62 participants	35%
○ Middle Daily Average: Sunnyside	32 participants	68%
○ Lowest Daily Average: McKinley	15 participants	67%

Comparative Park Site Survey: Number of attendees from 12pm-3pm

○ Einstein Park	Saturday 7/22: 34	Sunday 7/23: 28
○ Orchid Park	Saturday 7/22: 13	Sunday 7/23: 10
○ Selma Layne Park	Saturday 7/22: 28	Sunday 7/23: 8



SUCCESSSES

- 16 Kick Off Events: 3,585 Attendees
- Community Partnerships
- Benefits to FUSD & CUSD
 - Decrease in Vandalism
 - Minimize Unauthorized Usage
- Program Expansion
 - Blue Space Program
 - Summer and Year Round Lunch Service



CHALLENGES

- Weather Conditions/Air Quality
- Enforcing FUSD/CUSD Policy
 - Field Reservations/Dog Walkers
- Construction Zones/Field Rehab
- Growing Site Usage
 - Terronez and McKinley
- Coordination with School
 - Staff/Coaches



FUTURE OPPORTUNITIES

- The Journey - Start, Evolution, Future Expectations
- Expansion of Bitty Sports Program
- District Sports Feeder Program
- Winter Evolution- Floor Space
 - Gymnasium, Cafeteria, Classroom
- Adding Operational Time and Programming
- Expanding Marketing Reach
 - Event Kick Off - 2018 Summer Programming
- Blue Space Program Expansion



MARKETING WITH FUSD

- PSA from FUSD Expo Day



- www.vimeo.com/234373454/4e7e20467e

FUSD FOOD SERVICES

● Blue Space

- Served 7 Days a Week During Summer

● Green Space

- Served Saturday & Sunday Year Round



BLUE SPACE

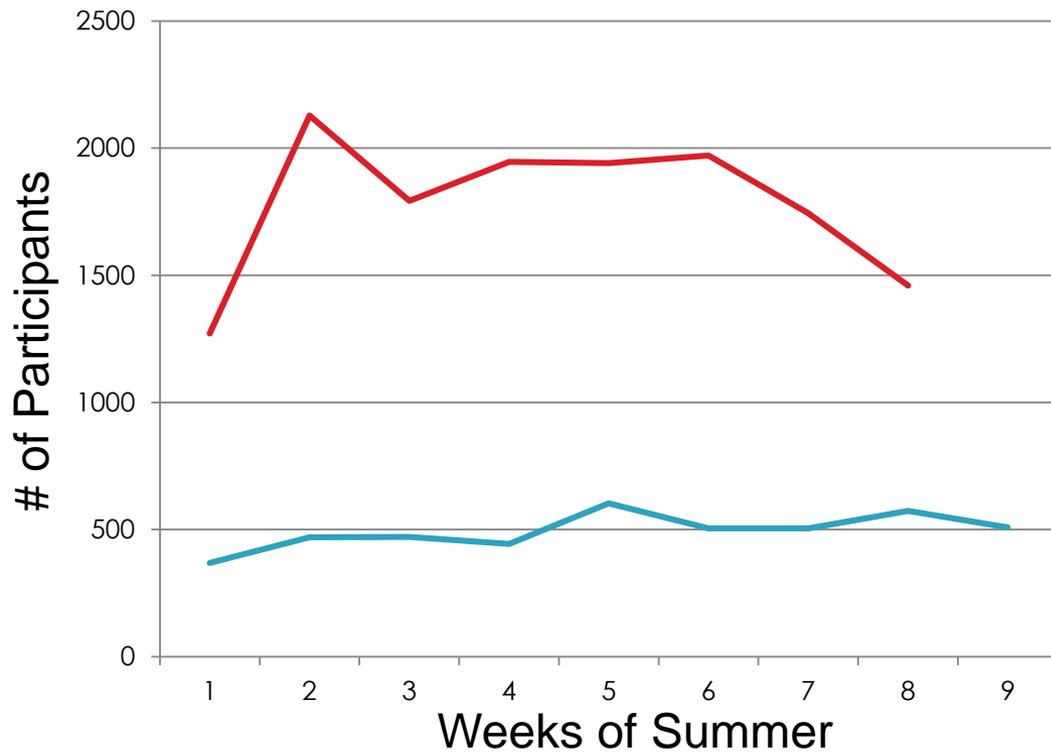
- Program Attendance



	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	TOTAL
EDISON	CLOSED	170	130	171	236	127	132	79	1045
FRESNO	CLOSED	366	258	313	287	335	365	222	2146
HOOVER	232	421	332	408	393	395	329	244	2754
McLANE	228	157	64	109	127	140	115	37	977
ROOSEVELT	162	170	92	106	104	126	74	56	890
SUNNYSIDE	CLOSED	90	185	165	218	219	96	150	1123
TOTAL	622	1374	1061	1272	1365	1342	1111	788	8935

8,935 SWIMMERS

SUMMER '16 vs. SUMMER '17



— Summer 2016 (9 weeks)
— Summer 2017 (8 Weeks)



SUMMARY ADDED VALUE

- Park Rx with TPL (Trust for Public Land)
 - Steps 916,682 - 458 miles
- Soccer For Success
- Bitty Sports
- Intramural Sports League
- Blue Space
- Silver Sneakers
- Community Partnership Opportunities
- Food Service Program
- Community Policing
- OTS (Office of Transportation & Safety) Grant



NEXT STEPS

○ Pilot Expansion –

Vinland Park/Vinland School

- Concept of Providing Weekend Recreational Programming at Schools Adjacent to Parks
- 11 Potential Sites
- Program Continuing to Evolve



QUESTIONS & COMMMENTS?



HELP US SPREAD THE WORD!!!