

NYC Parks



Active New Yorkers

NYC Parks

Parks & Recreation, New York City’s “greenest,” manages 29,000 acres or 14% of the city’s land.

Through an extensive set of resources we offer a wide variety of programs and opportunities.

- 35 Recreation Centers
(Including 2 Cultural Centers)
- 1,000+ Playgrounds
- 51 Running Tracks
- 1,000+ Athletic Fields
- 550 Tennis Courts
- 17 Nature Centers
- 14 Miles of Public Beaches
- 66 Public Swimming Pools
(Including 12 Indoor Pools)
- 13 Golf Courses
- 5 Major Stadia
- 6 Ice Skating Rinks
- 2,100 Basketball Courts
- 19 Gymnasiums
- 10,000 Acres of Wild, Natural Area



Strategic Review

In 2010, NYC Parks underwent a strategic review.

Goals for Recreation:

1. Establish Recreation's vision and mission.
2. Examine Recreation's structure and identify opportunities for change.
3. Develop a process to measure performance.
4. Design and pilot new recreation models.





NYC Parks

Recreation Mission:

to enable all New Yorkers to lead physically active lives through sports, fitness and outdoor adventure.

NYC Parks strives to lead the City in free and low-cost active recreation opportunities by:



Creating innovative programs



Developing strong partnerships



Engaging local community members



Increasing access to Parks properties

Sports



Parks



Sports



NYC Parks

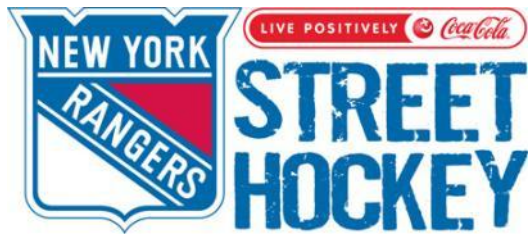
- Track and Field
- Swim Teams
- Basketball
- Soccer
- Lacrosse
- Table Tennis
- Rugby
- Double Dutch
- Tennis
- Learn to Ride (A Bike)
- Baseball
- Volleyball

- Flag Football
- Softball
- Street Hockey
- Golf
- Cycling

Adaptive Sports

- Swimming
- Sled Hockey
- “Beep” Baseball
- Sit Volleyball
- Handcycling Demonstrations





A three-year, ongoing partnership with the NY Rangers and Live Positively, Coca Cola.

- Free weekly clinics
- Youth ages 5 – 15
- 20+ locations citywide
- Instruction focuses on individual skills & team participation
- Teaches the importance of an active and healthy lifestyle
- All equipment is provided and no experience is necessary



Fitness



Parks



Fitness



NYC Parks

- Lap Swim
- Walk NYC
- Shape Up NYC
- Learn to Swim
- Adaptive Aquatics
- Swim for Life
- Dance
- Kids in Motion
- Martial Arts
- Physical Education (PE @ Parks)
- Mighty Milers (New York Road Runners)
- Eat Right, Eat Light
- Fitness Challenges
- Nutrition Seminars
- Chair Aerobics
- Senior Swim Programming



Walk NYC

A FREE program in partnership with Empire Blue Cross Blue Shield that encourages New Yorkers of all ages to get fit while enjoying the outdoors.

- Consists of 1-2 mile walks
- Overall goal for participants is 10,000 steps per day
- 25 sites citywide
- 15,000+ visits to 450 walks during the 2012 season



Outdoor Adventure

Parks



Outdoor Adventure



- Imagination Playground
- Mobile Units
- Movies Under the Stars
- Green Teens
- Snow Days
- Field Days
- Community Events
- Kids in Motion
- Kids Inspecting Parks (KIPs)
- Outdoor Gyms
- Hiking
- Birding
- Canoeing
- Archery
- Camping
- Historic Walks
- Orienteering



The Adventure Course



- Elements include:
 - Zip-line
 - Climbing and bouldering wall
 - Trust fall station
 - Swings
 - Nets
 - Leaps
 - Balance platforms
- Promotes teambuilding and problem solving skills
- Serves school groups and corporations
- Free weekend public access

Serving Kids & Communities



Parks

Mobile Recreation Units

40,000 visits to NYC Parks Mobile Units each summer



Skate Mobiles

- Inline Skating Lessons
- Organized Races

Fitness Mobiles

- Flatscreen TV
- Wii Fit & PSP

Play Mobiles

- Sports
- Traditional “Street Games”
- Arts & Crafts
- Board Games



Kids in Motion

Getting NYC's children "off the couch" and into playgrounds!



- Trained staff lead 4 to 7 hours of structured activities per day
- Sports, fitness demos, water games, guided walks and board games
- 97 sites in summer 2012
- Received 286,000+ visits
- Provided 32,000+ healthy lunches

Green Teens

Green Teens teaches and guides youth to make a positive impact in their local neighborhood parks, recreation centers and communities.

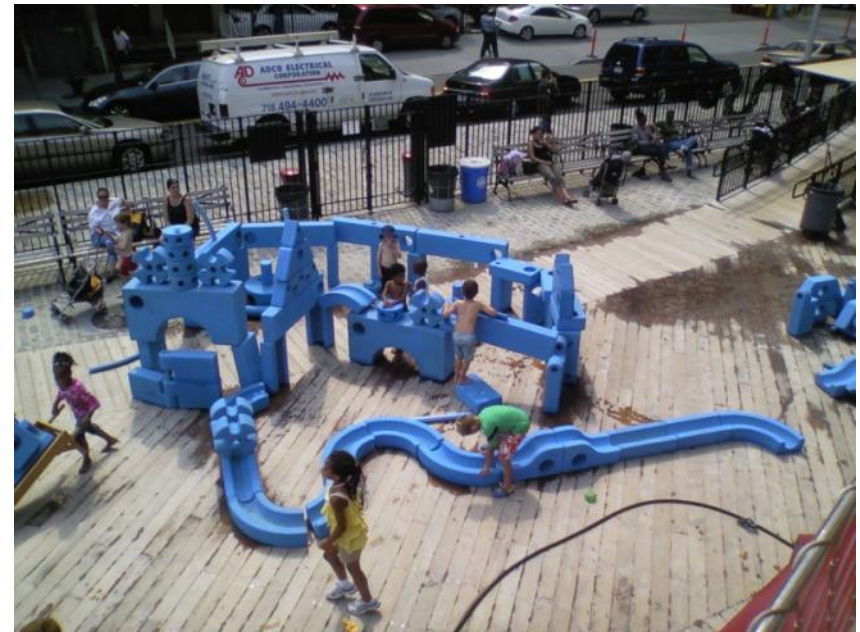
- Anti-Litter PSA Production
- Energy Audits
- Recycling and Sustainability
- Tree Care
- Sustainable Playground Design





A breakthrough play space concept conceived and designed by internationally acclaimed architect David Rockwell.

- The mission of the Imagination Playground is to encourage child-directed, unstructured, creative “free play.”
- The Imagination Playground serves an average of 5,000 children per week during the summer.



Aquatics

NYC Parks reaches more than 44,000 New Yorkers annually through aquatics programming, of which 32,000 are children.



- Kids Learn to Swim
- Adult Learn to Swim
- Mommy and Me
- Competitive Swim Teams
- Senior Swim
- Adaptive Aquatics
- Family Swim
- General and Lap Swim
- Senior Swim

Age-Friendly Initiatives



- Senior Swim Programs
- Citywide Fitness Initiatives
- Cultural and Educational Opportunities
- Senior Website Portal



Beyond Core Service Areas

- Afterschool
- Summer Camp
- Arts, Culture, Fun
- Computer Resource Centers
- Health, Career & Civic Workshops
- Ranger Conservation Corps
- The Natural Classroom
- Wildlife Education & Conservation



Innovative Partnerships



Parks



Offers free fitness instruction in a variety of settings: recreation centers, hospitals, schools, parks and community centers.



- 201 classes in 103 locations citywide per week
- An average of 3,000 visits per week
- More than 357,000 visits to more than 17,770 classes since May 2010

Encourages and facilitates the development of healthy lifestyles and promotes regular exercise and sound nutrition.



Empire BlueCross BlueShield Foundation





Swim for Life

Swim for Life provides second graders in New York City's public schools with basic swimming instruction, arming them with a skill that will keep them active and safe in the water.

- 10 classes per session
- Counts towards physical education mandates
- 16,000+ second graders from 193 NYC public schools
- Operating in 32 indoor pools in NYC



**KIPS BAY
BOYS & GIRLS CLUB**



The Splash House

PARSONS THE NEW SCHOOL FOR DESIGN





NYC Parks

Creating Partnerships

Identify the Need

- What are the needs of the community/communities?
- Is this a service that you are qualified to provide? Should provide?
- What partners could you enlist to help provide the service at little to no cost to the Agency and the public?

Research Potential Partners

- Does their mission align with yours?
- Will this partner provide services, fiscal support or both?

Propose a Working Plan

- Where do your skills and assets complement one another?
- What might you offer this potential partner? And vice versa?



Making Partnerships Work

Formalize an Agreement

- Consider legal implications and risk.
- Outline the resources of both parties and how they will be used.
- Consider how the partnership will be promoted by both organizations.
- Create process for approvals and communication.

Implement the Program

- Expect to troubleshoot in initial stages.
- Plan a “kick-off” event.
- Promote the program through press events and media outlets.
- Collect data and documentation for use in evaluation stages and track program growth.

Evaluation

- Evaluate the impact of the partnership.
- Examine successes and potential areas for improvement.
- What successes are replicable within the partnership? With other partners?



**What's
Next?**

Parks



Public Programs Goals for 2013

1. Target High-Need Populations

- Introduce a \$25.00 membership fee for young adults ages 18 – 24

2. Expand Fitness Opportunities for all New Yorkers

- Shape Up NYC / Train-the-Trainer
- Program outdoor gyms

3. Increase Access to Parks Properties

- Public Access to Recreation Centers (PARC) Program

4. Program the Outdoors

- Work with the National Park Service and other partners to increase outdoor adventure opportunities in Jamaica Bay



Parks



NYC Parks: The Experience Video

