

# BCRP REC2025 Update



# Highlights



# HIGHLIGHTS

## NRPA Re-Accreditation

- CAPRA: Only national accreditation of park and recreation agencies
- Measures an agency's overall quality of operation, management, and service to the community
- Required every 5 years for compliance



# HIGHLIGHTS

- Rec Restoration
  - 4 New Centers
    - Bocek
    - Cahill
    - Hilton
    - Towanda
  - Rash Field



*Cahill*

*Rash Field*



# HIGHLIGHTS

- Expanded Programming
  - STEM
  - Family League



# Where We Started...



# WHAT IS REC 2025?

- 5 YEAR strategic plan

## PURPOSE

- Strategically build priorities to sustain, reinvigorate and expand Baltimore's parks and recreation resources

## GOALS

- PROACTIVE Planning
- Transparency
- Access
- Equity



# TOWN HALLS

**MAIN NW:** VOLLMER CENTER

**SENIORS:** WAXTER CENTER  
FOR SENIOR CITIZENS

**MAIN SE:** FRED B. LEIDIG REC  
CENTER

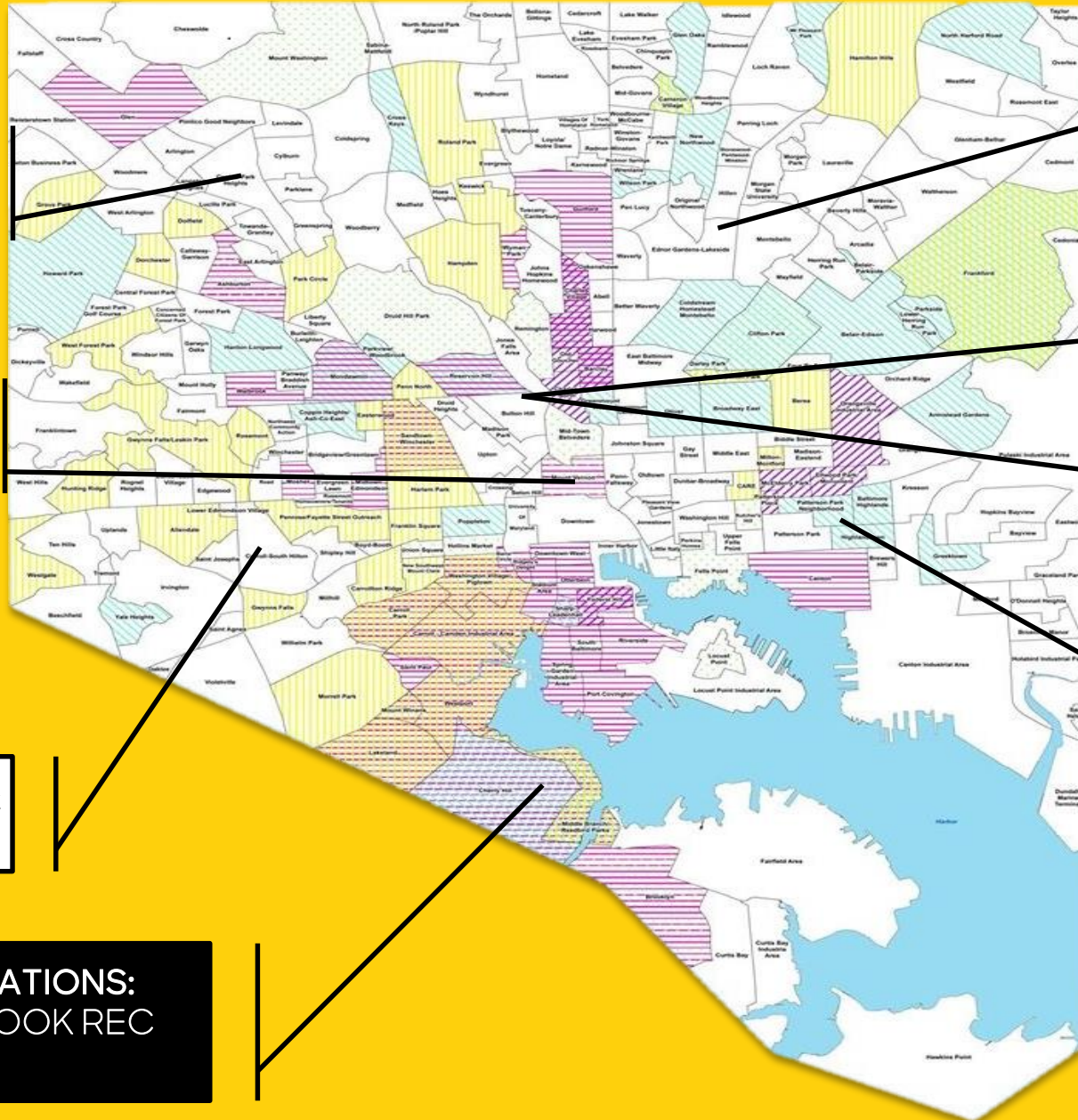
**SPECIAL POPULATIONS:**  
FARRING-BAYBROOK REC  
CENTER

**MAIN NE:** NORTHWOOD REC  
CENTER

**MAIN CENTRAL:** SHAKE &  
BAKE

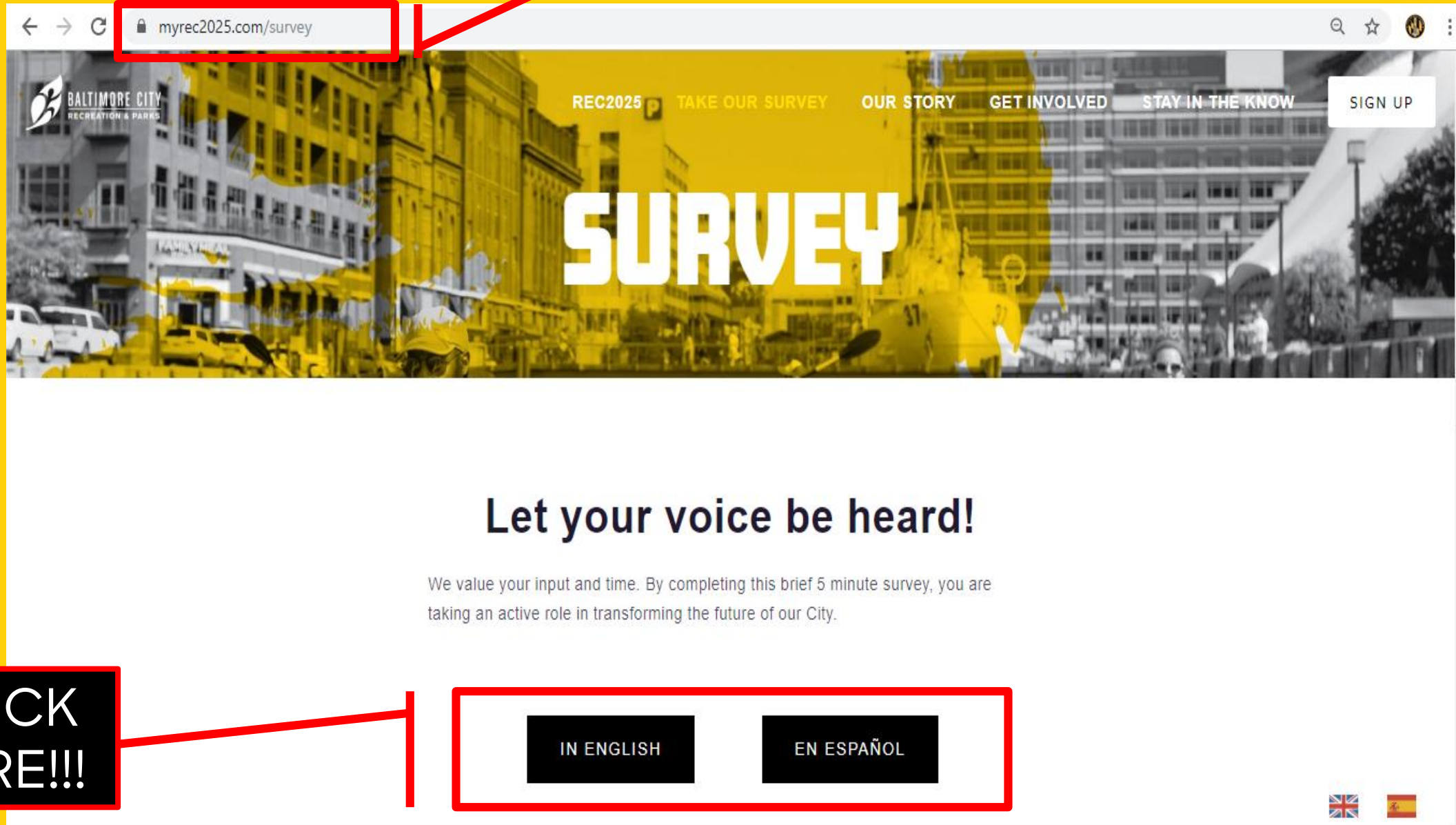
**TEENS:** SHAKE & BAKE

**MAIN SE:** VIRGINIA S. BAKER  
REC CENTER



# SURVEY

[myrec2025.com/survey](https://myrec2025.com/survey)

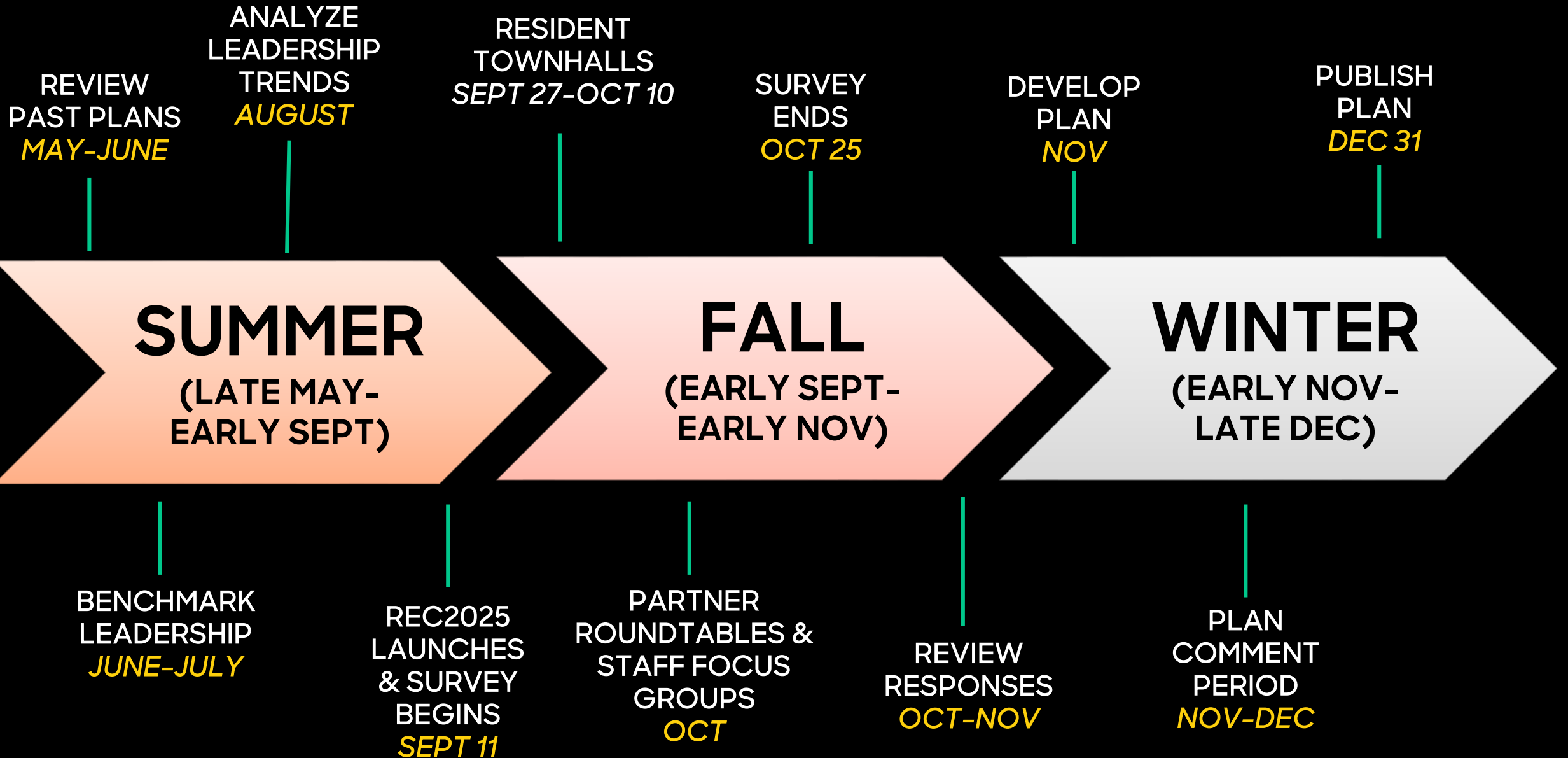


CLICK  
HERE!!!

IN ENGLISH

EN ESPAÑOL

# REC 2025 TIMELINE



# Where We Are Now...



# DASHBOARD

Go to:

<https://myrec2025.com/dashboard>

## 2021 Dashboard

Accountability is a major component of REC2025. Our Areas of Focus (Our Culture, Our Community, Our Work, Our Spaces and Looking Back to Move Forward) are measured below through dashboards to show our progression throughout the year. Detailed monthly updates are available by clicking on the icons below. Review our Year 1 progress [here!](#)

Our Year 2 Teams are planning for an amazing year. Stay tuned for future updates!



### Our Culture

Enhancing our work culture through clarity in roles and responsibilities, professional development of staff—recognizing the person behind the position, the creation of a succession pipeline to ensure the transfer of institutional knowledge, and providing more volunteer and employment opportunities for youth.

### Our Community

Improving the community's experience through transparency and clarity in the work we do, tailoring our work to the various communities we serve, providing opportunities for active engagement for our youth, and working collaboratively with our external partners.



For more details:

ICON:



OR

IMAGE:



# DASHBOARD

Read narratives  
for each goal to  
learn more...

## Our Work

Our Year 2 Teams are planning for an amazing year. Stay tuned for future updates!

Last Updated: 12/16/2021

Pending 37%  
Completed 63%



### 3.6 User-Friendly Procedural Guides for BCRP Divisions

**Update:** In compliance with the City's new COMAR process, which codifies public-facing policies and procedures, BCRP policies that are public facing has been identified. Those policies are currently being reformatted into APA format, and will be complete by January 15th, per the City's deadline.

### 3.7 Core Programming Structure

**Update:** The work team has defined its programming seasons as: Jan-May, June-August, and September-December; the team is awaiting the activity guide plan from MarCom to develop the three-year program planning timeline. The new program proposal electronic form is 50% complete; basic training has been provided regarding the approval process, training regarding the new form still needs to occur. Resident training documents to aid the public with the registration process has been added to BCRP's website. Through the programming charrettes (approximately five to date), the team has been able to educate the public on the seven core areas of programming; additionally, staff has been trained and provided the document, so they also can share with patrons. The team also developed a target percentage for "free v. fee" programming to ensure access to programs by all residents. To ensure that Baltimore's underserved populations are heavily served, the team utilized Family League Funding (\$1 million) at over 40 sites; survey results were collected to gauge its effectiveness. The Programming team has also established regular meetings and communication with the Grants Coordinator so that funding sources can be properly identified. Instructor positions have been created and those positions can be hired as needed for specialty programs. During the Recreation Town Hall meetings in October 2021, a "Programs v. Rentals" document was distributed to all recreation center staff to assist staff in determining the criteria to establish cooperative programming.

### 3.8 Completed Equity Scorecards

**Update:** The team has worked in collaboration with the Planning Department to identify factors that will affect the information



- 1.6 ESTABLISHED CORE COMPETENCIES
- 1.7 CLARIFIED CERTIFICATION AND LICENSE REQUIREMENTS
- 1.8 UNIFORM SOFT SKILL REQUIREMENTS FOR ALL BCRP STAFF
- 1.9 BCRP CROSS-TRAINING PROGRAM
- 1.10 DIVERSE HIRING PLAN



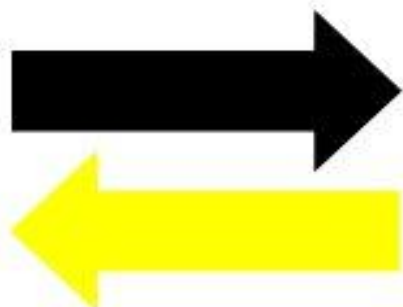
- 2.6 UNIFORM NEIGHBORHOOD SCORECARD
- 2.7 TWO ANNUAL CITY-WIDE YOUTH EVENTS
- 2.8 GROWTH IN PARTNERSHIP BASE
- 2.9 BIENNIAL COMMUNITY FORUM WITH COMMUNITY AND PARTNERS
- 2.10 REBRAND BCRP



- 3.6 USER-FRIENDLY PROCEDURAL GUIDES FOR BCRP DIVISIONS
- 3.7 CORE PROGRAMMING STRUCTURE
- 3.8 COMPLETED EQUITY SCORECARD
- 3.9 ENHANCED INTRANET WITH ADDITIONAL INTERACTIVE FEATURES
- 3.10 ACQUIRE NEW EXTERNAL FUNDING



- 4.6 ACQUIRE FUNDING NECESSARY FOR PILOT MULTI-SERVICE FACILITY
- 4.7 WI-FI IN ALL BCRP FACILITIES
- 4.8 COMPREHENSIVE MAINTENANCE PLAN
- 4.9 RESOURCES TO DEPLOY PUBLIC SERVICE REQUESTS
- 4.10 RISK MANAGEMENT STRATEGY



LOOKING BACK TO MOVE FORWARD:  
ACQUISITION OF FUNDING FOR CAPITAL PROJECTS

# YEAR TWO

# “BUILDING BLOCKS”

# REC 2025

## MONTHLY DASHBOARD

AS OF DECEMBER

### OUR CULTURE (40%)



### OUR COMMUNITY (69%)



### OUR WORK (63%)



### OUR SPACES (56%)



### LOOKING BACK TO MOVE FORWARD (40%)



## Ongoing...

- 2.8 Growth in Partnership Base
- 3.10 Acquire new external funding
- 4.6 Acquire funding necessary for pilot-multi-service facility
- Looking Back to Move Forward Year 2 – Acquisition of funding for capital projects

## Completed Dec 2021...

- 2.7 Two Annual City-Wide Youth Events
- 2.9 Biannual community forum with community and partners
- 3.7 Core programming structure
- 4.7 Wi-Fi in all BCRP facilities

# Complete Winter 2022...

- 1.6 Established Core Competencies
- 1.7 Clarified Certification and License Requirements
- 1.9 BCRP Cross-Training Program
- 3.6 User-friendly procedural guides for BCRP Divisions
- 3.8 Completed equity scorecard
- 4.8 Comprehensive Maintenance Plan

# Complete Spring 2022...

- 1.8 Uniform Soft Skill Requirements for All BCRP Staff
- 1.10 Diverse Hiring Plan
- 3.9 Enhanced intranet with additional interactive features
- 4.9 Resources to deploy public services requests
- 4.10 Risk management strategy

# Complete Summer 2022...

- 2.10 Rebrand BCRP

## Delayed...

- 2.6 Uniform Neighborhood Scorecard

# Questions...

