

Stephanie Rawlings-Blake
Mayor
Baltimore, MD 21202



Room 250
City Hall

CONFIDENTIAL AND PRIVILEGED

2015

MEMORANDUM:

December 4,



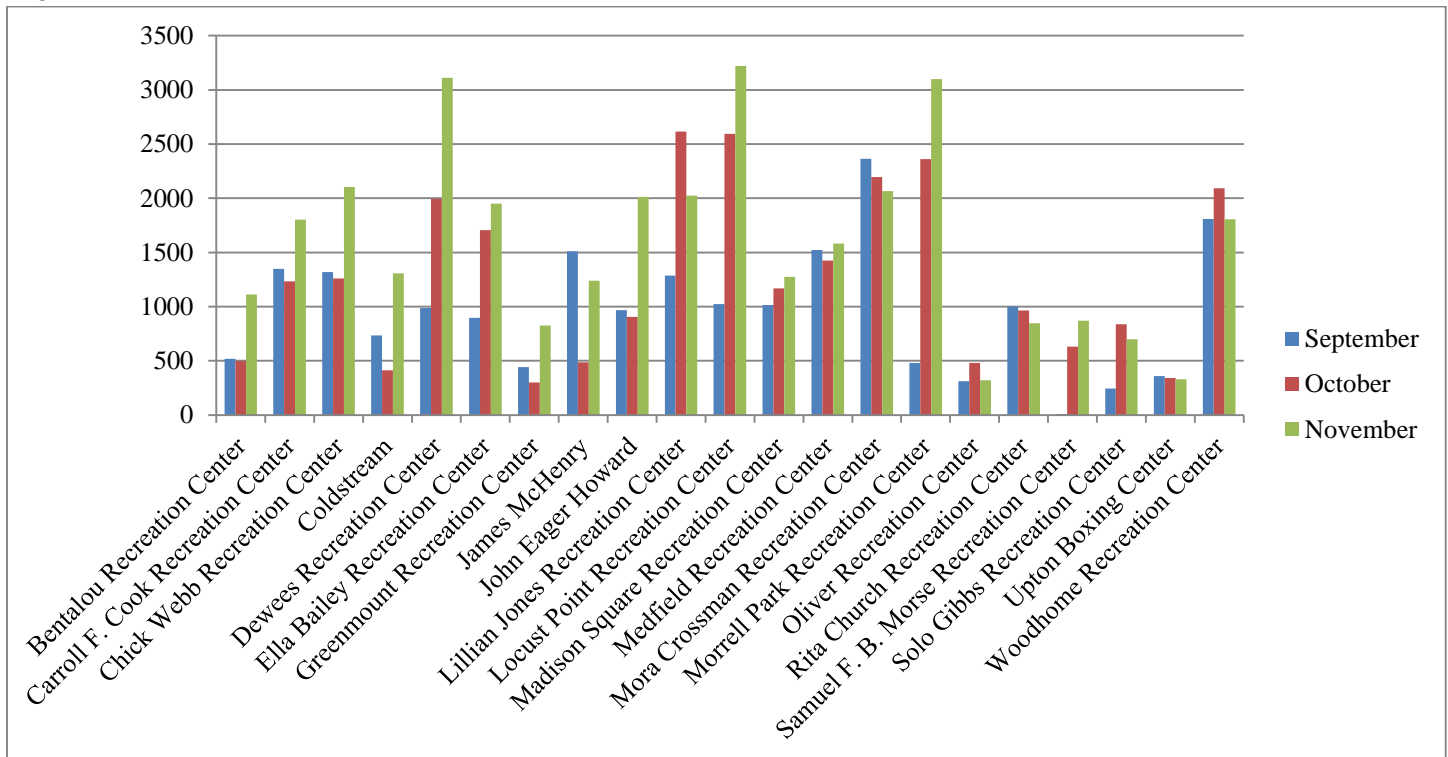
TO: The Honorable Mayor Stephanie Rawlings-Blake
Chief of Staff Kaliope Parthemos
Deputy Mayor Colin Tarbert
CitiStat Director Sameer Sidh

FROM: CitiStat Team

SUBJECT: Department of Recreation and Parks
Executive Briefing

Making Progress

- **RecPro Dashboard.**
 - The following chart shows the total number of visitor scans for each recreation facility for the months of September, October, and November. The specific sites that were highlighted at the last CitiStat for poor performance have rebounded. Those sites are Greenmount, Carroll Cook, Morrell Park, and Samuel F.B. Morse. Most sites either show improvement from September, or are remaining consistent in their attendance numbers.



- Membership Renewal.** In order to promote membership renewals going forward, the following notice has been drafted to be sent out to members as their memberships are expiring.

Dear recreation membership holder,

I hope that you have enjoyed using the recreation facilities and that you have been able to experience a wide array of programming that fits your needs. According to our records, your membership plan with Baltimore City Recreation and Parks (BCRP) is due to expire during the upcoming month. In order to continue enjoying access to the recreation facilities and programming opportunities you will have to renew your membership. As a valued patron, there are two ways in which you can renew your membership and continue participating in all of the recreation activities:

- Go to your nearest recreation center and renew your membership at the reception desk, the staff will be more than happy to take care of you.

OR

- Send an email to BCRP.RecPro@baltimorecity.gov with your first and last name stating that you would like to renew your membership plan.

This year, patrons who have active memberships with Baltimore City Recreation and Parks will be able to register for summer camp two (2) weeks prior to the general public.

In our efforts to improve the health and wellness of Baltimore through quality recreational programs, BCRP has a full calendar of events, programs, and leagues that I hope you will continue to be a part of. Remember to get active and stay healthy with Rec and Parks!



Sincerely,

-electronic signature-

Ernest Burkeen, Jr., director

Baltimore City Recreation and Parks

Needs Improvement

- RecPro Implementation Updates.** The Department is in the process of implementing the RecPro recreation management system to better manage recreation centers and special facilities throughout the City. The following table has been used to track the progress of the RecPro implementation project. Currently there are 32 fully operational sites, an increase of 3 sites from last month, still only a total net gain of 5 for CY15.

Month	January	February	March	April	May	June	July	August	September	October	November
Total Sites	56	56	56	56	56	56	56	56	56	56	56
Fully Operational Sites	27	27	27	27	29	29	29	29	27	29	32
Fully Trained	29	29	29	29	28	29	29	29	29	30	31
Sites Collecting Data	26	26	26	26	27	27	27	27	27	27	28

- **Installed RecPro at Gwynn’s Falls Park Yard**
- **Installed RecPro at Clifton Park Yard**
- **Lillian Jones data port needs to be fixed, SR submitted in October**
- **Dewees RecPro computer internet port went out on 11/17/15, tech scheduled to visit**
- **New office computers with RecPro installed at the following sites: Cecil Kirk, Gardenville, James McHenry, Robert C. Marshall.**