

Stephanie Rawlings-Blake
Mayor
Baltimore, MD 21202



Room 250
City Hall

February 25th, 2016

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

FROM: CitiStat Team

SUBJECT: BCRP Meeting Summary



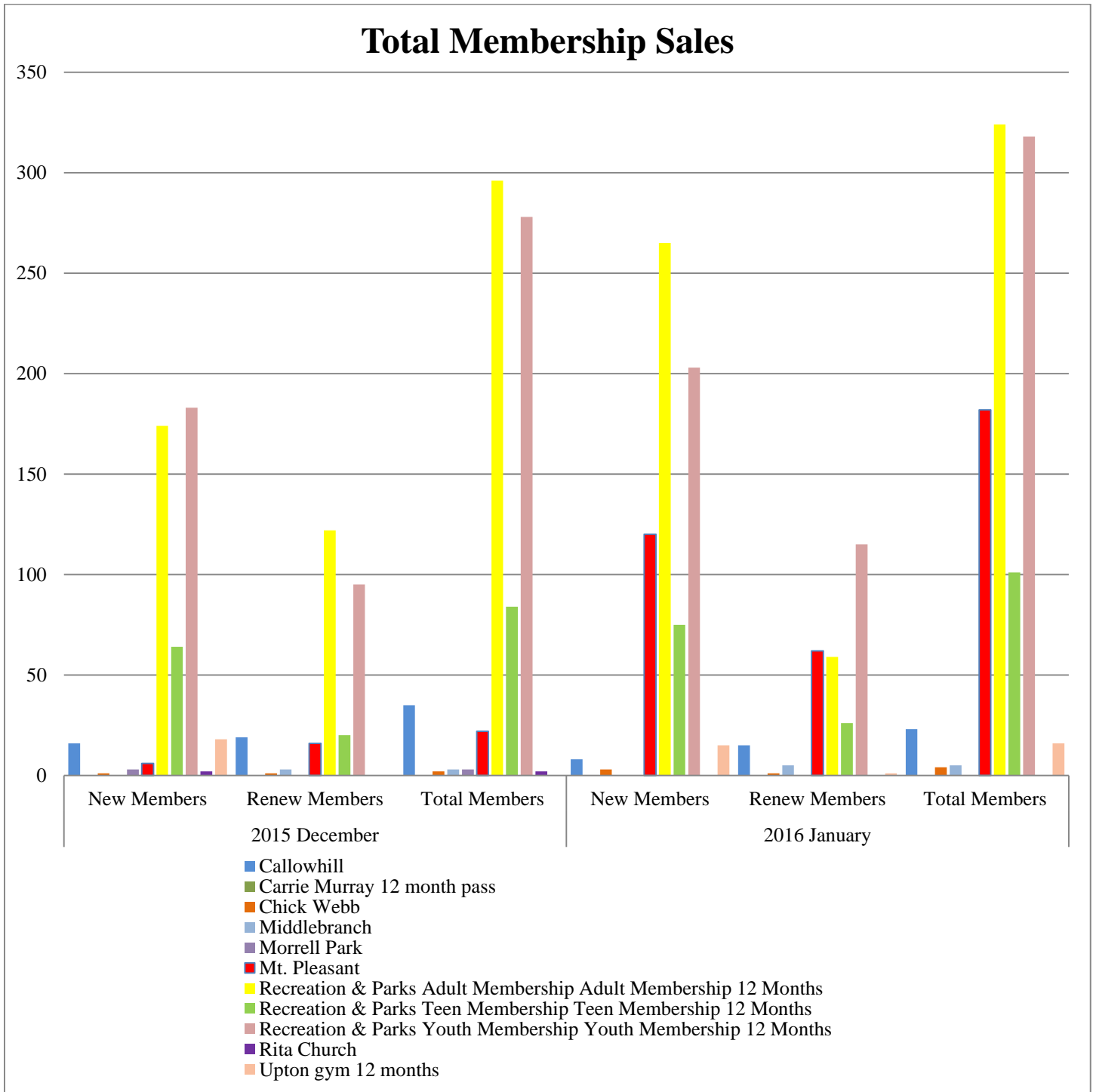
Making Progress

- **Unique Visitors:** The following chart shows summarized RecPro data for all recreation facilities. A unique visitor refers to the number of unique individuals who visited one or more recreation facility at least once for the month. This metric is intended to help capture the total number of residents who use recreation facilities. Since July, there has been a steady increase in unique visitors to Recreation Facilities. Despite the weather event that occurred in January, there was a still a steady increase in unique visitors.





- Membership Sales.** At last month’s CitiStat, an emphasis was placed on targeted outreach to individuals who currently have memberships at a recreation facility, but who has a membership that will expire in the coming months. The idea is for renewals to occur prior to membership expiring, which will lapses in membership and a potential decline in enrolled members. The chart below displays an improvement in the renewal rate for expiring memberships.





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 36 fully operational sites, an increase of 1 site from last month. Below the chart lists specific notes for RecPro implementation, as well as a site survey schedule to ensure that RecPro is implemented into all BCRP Centers.

Month	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Jan
Total Sites	56	56	56	56	56	56	56	56	56	56	56	56
Fully Operational Sites	27	27	27	29	29	29	29	27	29	32	35	36
Fully Trained	29	29	29	28	29	29	29	29	30	31	35	36
Sites Collecting Data	26	26	26	27	27	27	27	27	27	28	30	32

January RecPro Notes:

- **Mimi DeiPietro started collecting daily admissions data.**
- **Fred B Leidig rec center started collecting data on 1/8/16.**
- **Cecil Kirk has an unidentified network issue.**
- **Lillian Jones Comcast cables had been tampered with. Comcast resolved the issue in January.**
- **Howard P. Rawlings Conservatory is awaiting a point of sale workstation installation.**

Upcoming schedule for site surveys:

- **Wednesday, March 2 -**
 - Lakeland Recreation Center – 2921 Stranden Road, 21230
 - Curtis Bay Recreation Center - 1630 Filbert Street, 21226 (Located directly behind a fire house)
 - Farring Baybrook Recreation Center – 4501 Farring Court, 21225
 - Myers Soccer Pavilion – 4300 West Bay Avenue, 21225 (I know we are trying to stick to 3 sites but this site is right around the corner from Farring Baybrook)
- **Wednesday, March 9**
 - Herring Run Recreation Center – 5001 Sinclair Lane, 21206
 - Clifton Park Divison – 2401 N. Rose Street (Located inside of the Clifton park golf course) 21213
 - Collington Square Recreation Center – 1409 Collington Ave, 21213
 - Virginia S Baker/Patterson Park Recreation Center – 2601 E. Baltimore Street, 21224
- **Wednesday, March 16**
 - Northwood Recreation Center – 1517 Winford Road, 21239
 - Edgewood Lyndhurst Recreation Center – 835 Allendale Street, 21229
 - Carroll Park Division – 2100 Washington Blvd. 21230