

# Mobile Recreation

Program Plan

# Program Goals

---

- Bring recreation activities directly to the community to encourage outdoor play and physical activity; and to build awareness of PARD programs and services.

## Two Focus Areas:

- Reach underserved population
- Outreach & Community Engagement

\*Aligns with Council Priority 4.2.3 Provide Exceptional Recreational and Educational Opportunities



# Reach underserved population

---

- Set up in apartment complexes or housing developments
  - Focus on areas outside of the 10-minute walk from a park
- Set up in parks
  - Focus on areas outside of the 3-mile radius of a rec center
- Provide activities and programs free of charge
- Operates monthly Sept-May
- 10 a.m. – 12 p.m., 2<sup>nd</sup> and 3<sup>rd</sup> Saturday of each month
- New location each time



# Outreach & Community Engagement

- Set up at various community events and happenings (internal and external)
- Build PARD brand and increase awareness of PARD programs and services
- Engage public and solicit feedback on projects, programs, and services
- Expand partnering with local event organizers to participate in more community events (Day of the Dead, Boo at the U, Touch a Truck-Explorium, Blues Fest, National Night Out, Block parties)



# Probable Cost

---

- **Start-up Costs \$18,000**
- Equipment \$5,000
  - Tents, tables, chairs
  - Games & activities
  - Sound system
  - Misc supplies (first aid, etc.)
- Vehicle Mods & Maint \$5,000
- Vehicle Wrap \$8,000
  
- **Ongoing \$XXXX**
- Yearly Maintenance & Fuel \$
- Equipment & Supplies \$1,500
- Staffing \$27,000
  - Mobile Activities
  - Outreach

