STAFF MEMORANDUM

Date: 04 August 2011 **VERSION #4**

To: Councilmember Sally Bagshaw, Chair, Parks and Seattle Center Committee

Other Members of the Parks and Seattle Center Committee

From: Kieu-Anh King and Traci Ratzliff, Council Central Staff

CC: Christopher Williams, Parks Superintendent

Carol Everson, Parks and Recreation Department

Upcoming Council Discussions of 2011 SLI 101-1-A-1, Re:

Community Center Partnership and Planning Analysis

BACKGROUND.

During the Fall 2010 budget review process, the City Council approved SLI No. 101-1-A-1. This SLI requested that the Parks Department, among other things, conduct research and analysis on:

- 1. Increased partnerships for the management and operations of the City's Community Centers,
- 2. Increased partnerships for planning and fundraising for the City's Community Centers,
- 3. Alternate management, operational and staffing models for the City's Community Centers.

This request for further research and analysis was based on key assumptions that Council raised during the Fall 2010 budget review process, including:

- 4. The likelihood of reduced General Subfund resources in the future,
- 5. Community Centers' high reliance on the General Subfund for operational support (90% + GSF subsidy),
- 6. The possibility of changes to Community Centers' staffing and operational model and program structure that might (a) enhance flexibility, (b) preserve GSF resources, and (c) enable Community Centers to better meet the needs of their local communities.

Since last December, the Parks Department has worked closely with Council Staff, Parks Employees, the Associated Recreational Council and many others, to develop a comprehensive data-driven analysis of various options for Community Center operations. In early July the Parks Superintendent submitted a final SLI Report, detailing (i) the options, (ii) the process for options development, (iii) data collected and analyzed, and (iv) public outreach and input.

COMMITTEE DISCUSSION SCHEDULE.

The Parks and Seattle Center Committee will begin consideration of the Community Center SLI on Thursday, August 4th and will continue discussion at each of the Committee's meetings in August and September, with the expectation of a final presentation of the Mayor and Parks Superintendent's recommendations sometime in September. The City Council's Budget Committee will likely make a final policy recommendation in the context of the Fall 2011 budget review process, which begins on Monday, September 26th.

Seattle City Council - Parks and Seattle Center Committee

Community Center SLI Response Timeline 04 August 2011

AUGUST 4TH - FIRST DISCUSSION: INTRODUCTION TO COMMUNITY CENTERS

Sue Goodwin, Director, Recreation Division, Department of Parks and Recreation. Kieu-Anh King, City Council Central Staff

This discussion will focus on providing the Council with an update on the Community Center SLI and basic information on the City's Community Center system, structure and program operations. Topics will include:

- 1) A very brief discussion of the SLI and the SLI response development process.
- 2) The Parks Committee's Review and Discussion Timeline.
- 3) A brief summary of Data Collection issues.
- 4) A summary of the Typical Community Center, including:
 - a. Community Center locations, citywide,
 - b. Programs and Services,
 - c. Days and Hours of Operations, and,
 - d. Fiscal and Personnel Details.
- 5) A Community Center Facilities Summary.
- 6) A Community Center Budget, Revenue and Cost Recovery Summary.
- 7) Detailed Summaries of Community Center Services and Operations.

AUGUST 18TH – SECOND DISCUSSION: *OPTIONS FOR COMMUNITY CENTER OPERATIONS* (FORMAL PRESENTATION OF SLI RESPONSE)

Christopher Williams, Parks Superintendent

Carol Everson, Director of Finance and Administration, Department of Parks and Recreation

At this Committee meeting, Parks representatives will make a formal presentation of the Parks Department SLI response and will walk the Committee through the following discussion items:

- 1) The SLI Development Process, including:
 - a. The CC SLI Working Group,
 - b. The Community Center Advisory Team,
 - c. Public Meetings, and,
 - d. The Recreation Division Employee Survey.
- 2) Research on Other Jurisdictions.
- 3) Options included in the Final SLI Response, including:
 - a. A brief discussion of Criteria Used to Evaluate Options,
 - b. A discussion of an Updated Options Matrix,
 - c. A detailed discussion of Comm. Center Management Options:
 - Option 1. Geographic Teams.
 - · Option 2. Geographic Teams, plus Tiers.
 - Option 3. Geographic Teams, plus Tiers, plus Closure of 2-3 Community Centers.
 - Option 4. Closure of seven to ten Community Centers.
 - d. Public Survey Results.

Seattle City Council - Parks and Seattle Center Committee

Community Center SLI Response Timeline 04 August 2011

- 4) A pre-briefing on Items to be Discussed at the September Committee meetings:
 - a. Data Collection Issues,
 - b. "People-counting,"
 - c. 2010 Community Centers Use Data.

SEPTEMBER 15TH AND 22ND - THIRD AND FOURTH DISCUSSIONS

At its two September meetings, the Parks and Seattle Center Committee will continue discussion of the Community Center SLI, which will include detailed presentations on Community Centers Use Data, Community Centers Tiering Criteria and Parks Department and Council Staff Recommendations.

Final Committee agendas, including decisions on items to be presented to and discussed by the Committee, have not yet been finalized. Certain items, as well, will be dependent on the timing of and decisions included in the Mayor's Proposed Budget for 2012, which will be publicly unveiled on Monday, September 26th.

Staff are in continuing discussions with the Committee Chair, the Parks Department, the City Budget Office and the Mayor's Office to determine how and when to proceed with this discussion, and will soon update the Committee on these discussions.

ATTACHMENTS:

Included in Discussion Packet, Part I:

- a) SLI 101-1-A-1: Community Center Partnership and Planning Analysis
- b) Community Centers Basic Information Summary (one page).
- c) Community Centers Map.
- d) Community Centers Facilities Information.
- e) Community Centers Fiscal Information.

Included in Discussion Packet, Part II:

f) Community Centers – Detailed Summaries.

Community Center Statement of Legislative Intent

As adopted by the Seattle City Council in Resolution No. 31269

22) Community Center Partnership and Planning Analysis SLI 101-1-A-1

Statement of Legislative Intent:

The City Council requests that the Parks Department, working closely with their established community leaders and recreational partners (including the Associated Recreation Council and the City's Advisory Councils), the City Budget Office, the City Council and Parks Department employees, conduct research and analysis on:

- 1. Increased partnerships for the management and operations of the City's Community Centers.
- 2. Increased partnerships for planning and fundraising for the City's Community Centers,
- 3. Alternate management, operational and staffing models for the City's Community Centers.

This analysis should have the end goals of (a) increasing the public's utilization of Community Centers, (b) reducing the Community Centers' (almost complete) reliance on General Subfund support, (c) enhancing the Community Centers' ability to attain both short term and long-term financial stability and (d) enhancing the Community Centers' flexibility to make changes to operations to better address the needs and desires of their users.

This analysis should include a review of the following questions and/or issues:

- A. What are the historic and anticipated funding trends for the City's Parks Department and for Community Centers? The assumption is that the General Subfund support is likely to become scarcer.
- B. What opportunities are available for expanding partnerships with Parks Department's long-term recreational partner, the Associated Recreation Council, to operate and manage Community Centers?
- C. What opportunities can be developed for expanding partnerships with other recreational, community or volunteer groups, such as the Boys' & Girls' Clubs, the YMCA, other community non-profits or community associations, to operate and manage Community Centers?
- D. What alternative operational models have other cities, counties and governmental entities implemented for their community or recreation centers?
- E. How can the Parks Department work more closely with its employees, their labor representatives, neighborhood leaders, and the City's Advisory Councils to find and implement efficiencies and to complete a "boots on the ground" analysis of Community Center operations?
- F. Encourage the Parks Department to find efficiencies and alternative schedules to effectively staff the Community Centers. For example, can one Community Center Coordinator manage two Community Centers, instead of the one-to-one ratio in the Parks Department's current staffing model? As another example, do all Community Centers need the same basic structure and amount of staff (4.00 FTE Recreational, plus 1.00 FTE Custodial)?
- G. Encourage the Parks Department to find efficiencies in the operational model for

Community Center Statement of Legislative Intent

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Community Centers. This might involve different drop-in hours at different Centers based on demand and need for services, or different drop-in hours depending on the time of year.

- H. Encourage the Parks Department, in cooperation with Associated Recreation Council, to develop consistent methodologies for collecting data on all community center users, including drop in use, classes or activities of interest to users, etc. and consider the use of current technologies in the collection of such data.
- I. Encourage the Parks Department to pursue a different pricing model for Community Center services and charge higher entry and enrollment fees to some users, to generate additional revenue to support Community Center operations.
- J. Encourage the Parks Department along with Council Central Staff and City Budget Office staff to review the upcoming analysis by the Seattle Parks Foundation regarding long term parks funding issues related to the operation and maintenance of parks and recreational facilities as applicable to community center operations.

The City Council expects that Council Central Staff will work closely with the Parks Department and the City Budget Office on this analysis, and that the Parks and Seattle Center Committee will review the results of the analysis beginning on or around June 2011, including any proposals for 2012 implementation.

Responsible Council Committee: Parks and Seattle Center

Date Due to Council: Report due by June 1, 2011

BASIC INFORMATION – COMMUNITY CENTERS

At this time, the City owns and/or operates 29 Community Centers, located throughout the City. Community Centers can be grouped into three general operational categories:

- a) **Regular Use.** Twenty Community Centers operate on a regular, full-service schedule.
- b) **Limited Use.** Five Community Centers, per the 2011 Adopted Budget, operate on a Limited-Use basis, with limited public hours, primarily fee-based programming and no permanent staff.
- c) **Other.** One Community Center, Rainier Beach, is closed for construction until early 2013. Three other facilities, including Belltown CC, Lake City CC and Langston Hughes Performing Arts Center, operate differently than the other 26.

The 26 "traditional" Community Centers are as follows (a map is included on the next page):

<u>#</u>	CC Name	2011 Status	<u>#</u>	CC Name	<u>2011</u> Status	<u>#</u>	CC Name	<u>2011</u> Status
1	Alki	LIMITED	10	Jefferson	Regular	19	Queen Anne	LIMITED
2	Ballard	LIMITED	11	Laurelhurst	LIMITED	20	Rainier Beach + TLC	CLOSED
3	Bitter Lake	Regular	12	Loyal Heights	Regular	21	Rainier	Regular
4	Delridge	Regular	13	Magnolia	Regular	22	Ravenna-Eckstein	Regular
5	Garfield + TLC	Regular	14	Magnuson	Regular	23	South Park	Regular
6	Green Lake	LIMITED	15	Meadowbrook + TLC	Regular	24	Southwest + TLC	Regular
7	Hiawatha	Regular	16	Miller	Regular	25	Van Asselt	Regular
8	High Point	Regular	17	Montlake	Regular	26	Yesler	Regular
9	I.D./Chinatown	Regular	18	Northgate	Regular			

"TYPICAL" COMMUNITY CENTER

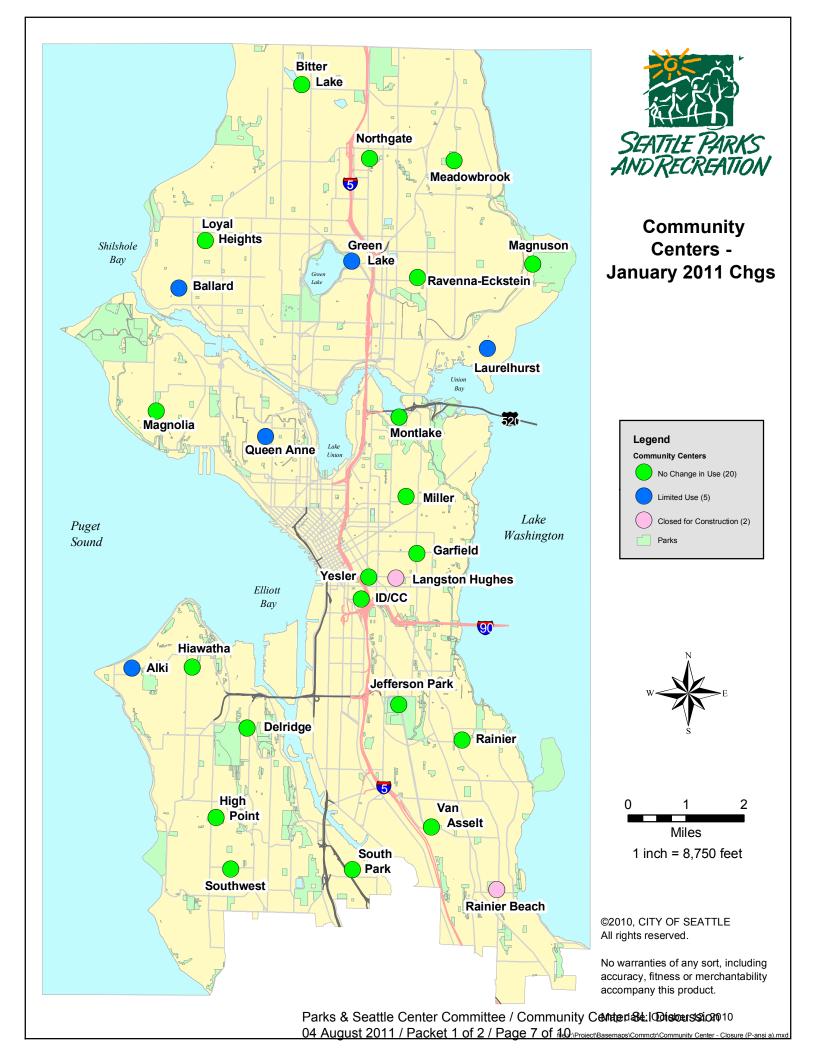
Hours & Programs. The City's 20 Regular-Use Community Centers are open from five to seven days per week and are generally open to the public between 45 and 52 hours per week, most days from about 11 AM to 8 PM. This total varies by location, season and demand, and is based on community needs, programs offered and Late Night Rec status.

Physical Space. A CC typically consists of: a lobby/waiting area, gym, multipurpose rooms, commercial kitchen, teen room and childcare/tot play rooms. Some CCs have weight and fitness rooms, and senior rooms. The City has three Teen Life Centers (plus Rainier Beach, currently closed), ten Late Night Rec sites and nine Rec Tech computer labs, staffed by ARC.

Staff. CCs include both City and Associated Recreational Council (ARC) staff. City staff typically includes five full-time employees: a Rec Center Coordinator, an Assistant Coordinator, a Recreation Leader, a Recreation Attendant and a Maintenance Laborer. City staff provides facilities management, cash handling, course registration, custodial, teen programs, program planning and Lifelong Rec and Special Populations programs. ARC employees teach organized courses and classes, and provide DSHS-licensed childcare.

Community Center budgets, on average, are as follows:

2011 Adopted Budget Assoc Rec Council		Limited-Use	Regular Use	2011 Adopted Budget <u>Parks</u>		Limited-Use	Regular Use
		Average	Average			Average	Average
ARC	Non-Personnel	(97,337)	(126,055)	Parks	FTE	1.12	5.71
ARC	Personnel	(132,853)	(171,403)	Parks	Non-Pers.	(48,137)	(92,037)
ARC	Revenue	243,071	317,003	Parks	Personnel	(170,793)	(490,387)
	Net Profit (Loss):	\$12,881	\$19,545	Parks	Revenue	44,652	45,427
				Net Profit (GSF Subsidy):		(\$174,277)	(\$536,997)
				Parks	CAPITAL	(132,749)	(174,555)



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	4554 NE 41st St	NE	CC	K1663		Regular	Limited	1934/2007	77/4	100	no	no	1,885
	2101 NW 77th St	NW	CC	K1638		Regular	Regular	1950	61	74	no	no	2,665
olia CC	2550 34th Ave W	CW	CC	K1535		Regular	Regular	1953/1979	58/32	59	no	no	2,665
	7110 62nd Ave NE	NE	CC	K1969		Regular	Regular	1941/2003	70/8	77	no	no	2,665
owbrook CC+Pool+NTLC	10515 35th Ave NE	NE	CC	K1664		Multiplex	Regular	1996	15	86	Yes	Meadowbrook	2,665
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Community Centers - 2011 Adopted Budget **Sorted in Alpha Order** Includes: All CC & TLC Expense, No Pools Revenue Source **Grand Total Community Center** USF FTE Expense Cost Rcvry 474,900 ARC Alki CC LIMITED n/a (447,715)27,185 106.1% **Ballard CC LIMITED** 367,650 23,549 106.8% n/a (344,101)16,401 Bitter Lake CC Regular n/a (425,349)441,750 103.9% 9,603 104.0% Delridge CC Regular n/a (240,877)250,480 Garfield CC+GTLC 36,135 Regular n/a (217,620)253,755 116.6% Green Lake CC LIMITED n/a (68,732)68,740 8 100.0% Hiawatha CC Regular (864,787)750,375 (114,412)86.8% n/a High Point CC Regular 261,605 22,693 109.5% n/a (238,912)I.D./Chinatown CC Regular n/a (25,109)27,990 2,881 111.5% Jefferson CC Regular n/a (252,361)307,350 54,989 121.8% Laurelhurst CC LIMITED 105,455 912 100.9% n/a (104,543)102.9% Loyal Heights CC Regular n/a (206, 218)212,250 6,032 Magnolia CC Regular n/a (597,311)668,054 70,743 111.8% 100.2% Magnuson CC Regular 301 n/a (155,959)156,260 Regular Meadowbrook CC+NTLC (450,791)481,387 30,596 106.8% n/a Miller CC Regular n/a (68,612)69,000 388 100.6% Montlake CC Regular n/a (375,909)434,933 59,024 115.7% Regular Northgate CC n/a 302.625 25,548 109.2% (277,077)LIMITED Queen Anne CC n/a (185,858)198,611 12,753 106.9% Rainier Beach CC+RBTLC CLOSED (178,637)201,700 23,063 112.9% n/a 104.3% 7,302 Rainier CC Regular 175,741 n/a (168, 439)Ravenna-Eckstein CC Regular (786, 134)913,695 127,561 116.2% n/a South Park CC 202,514 12,437 106.5% Regular n/a (190,077)Southwest CC+SWTLC Regular n/a (103,054)111,341 8,287 108.0% 11,379 106.5% Van Asselt CC Regular n/a (175,871)187,250 Yesler CC Regular n/a (128,693)131,695 3,002 102.3% 106.6% **ARC Total:** (7,278,746)7,757,106 478,360 **ARC Average:** 298,350 18,398 106.9% (279.952)Alki CC Parks LIMITED (178, 350)94,233 (84,117)52.8% 32.3% **Ballard CC LIMITED** (174, 181)56,271 (117,910)Bitter Lake CC Regular 5.00 (589,171)67,381 (521,790)11.4% Delridge CC Regular 5.00 (547,350)16,193 (531, 157)3.0% Garfield CC+GTLC Regular (1,142<u>,601)</u> 57,717 10.57 (1,084,884)5.1% Green Lake CC LIMITED 1.62 7,440 2.7% (273,363)(265,923)Hiawatha CC Regular 5.50 (480,780)33,135 (447,645)6.9% High Point CC Regular 5.00 (524,715)48,284 (476,431)9.2% I.D./Chinatown CC Regular 5.00 (502,940)30,354 (472,586)6.0% Jefferson CC Regular 5.00 (555, 434)54,149 (501,285)9.7% Laurelhurst CC LIMITED (103, 351)27,669 (75,682)26.8% Loyal Heights CC Regular 5.00 (447,955)10.3% (499, 127)51,172 Magnolia CC Regular 4.50 (456, 279)39,407 8.6% (416,872)Regular 0.9% Magnuson CC 5.00 (412,088)3.613 (408, 475)Meadowbrook CC+NTLC 7.2% Regular 8.25 (800,969)57,428 (743,541)Regular 14.3% Miller CC 5.00 74,373 (446, 482)(520,855)Montlake CC Regular 4.75 (467,708)70,355 (397, 353)15.0% Northgate CC Regular 5.00 (455,411)72,218 (383, 193)15.9% Queen Anne CC **LIMITED** 4.00 37,647 10.3% (365,407)(327,760)(129,247)Rainier Beach CC+RBTLC CLOSED 0.0% (129,247)6.25 59,575 Rainier CC Regular (732,233)(672,658)8.1% Ravenna-Eckstein CC Regular 5.00 (447,915)49,917 (397,998)11.1%

NOTES:

Grand Total

South Park CC

Van Asselt CC

Yesler CC

Southwest CC+SWTLC

- 1) DPR Capital, Major Maint, General Overhead, Lifelong Rec and Special Pops Expenses NOT included.
- 1.5) DPR Expense above includes all direct-budgeted expenses at Comm Ctr budget orgs (LowOrg).
- 2) DPR minor maintenance (shops) expenses ARE included.
- 3) ARC Capital exp incl in data set: Hiawatha CC (\$170K); Alki CC (\$40K); Meadowbrook (\$50K); Rav-Eck (\$4.5k).

6.63

7.75

5.00

5.00

4.61

119.82

119.82

- 4) Queen Anne FTE includes 2 unfunded (and therefore unfilled positions) and 2 funded and filled.
- 5) RBCC is closed in 2011. City has expenses for Late Night teen pgm, which continues offsite.

Regular

Regular

Regular

Regular

Parks Total:

Parks Average:

6) FTE reflect Regular City Employees, only. 7) Avg Cost Recvry: DPR: Limited Use = 25.0%; Regular CCs = 8.2%

(713,845)

(817, 291)

(486,022)

(495,847)

(495,095)

(12,872,480)

(20,151,226)

19,756

22,722

13,646

67,138

43,531

1,131,793

8,888,899

(694,089)

(794,569)

(472, 376)

(428,709)

(451,565)

(11,740,687)

2.8%

2.8%

2.8%

13.5%

8.8%

11.1%

44.1%

Community Centers - 2011 Adopted Budget Sorted by Cost Recovery % 2011 Operating Expense ONLY Includes: All CC & TLC Expense, No Pools Source **USE FTE Expense Community Center** Revenue **Grand Total Cost Rcvry** ARC 307,350 121.8% Jefferson CC Regular (252,361)54,989 n/a Garfield CC+GTLC Regular n/a (217,620)253,755 36,135 116.6% Ravenna-Eckstein CC Regular (786, 134)913,695 127,561 116.2% n/a 434,933 115.7% Montlake CC Regular n/a (375,909)59,024 Rainier Beach CC+RBTLC 201,700 23,063 112.9% (178,637)CLOSED n/a 70,743 Magnolia CC Regular n/a (597,311)668,054 111.8% I.D./Chinatown CC Regular n/a (25,109)27,990 2,881 111.5% 261,605 High Point CC 22,693 109.5% Regular n/a (238,912)Northgate CC (277,077)302,625 25,548 109.2% Regular n/a Southwest CC+SWTLC Regular 111,341 8,287 108.0% n/a (103,054)12,753 Queen Anne CC LIMITED n/a (185,858)198,611 106.9% Ballard CC LIMITED 367,650 23,549 (344,101)106.8% n/a Meadowbrook CC+NTLC Regular n/a (450,791)481,387 30,596 106.8% South Park CC Regular n/a (190,077)202,514 12,437 106.5% 106.5% 11,379 Van Asselt CC Regular 187,250 n/a (175,871)Alki CC LIMITED n/a (447,715)474,900 27,185 106.1% Rainier CC (168, 439)175,741 7,302 104.3% Regular n/a 104.0% Delridge CC Regular n/a (240,877)250,480 9,603 (425, 349)16,401 Bitter Lake CC n/a 441,750 103.9% Regular Loyal Heights CC Regular n/a (206, 218)212,250 6,032 102.9% Yesler CC Regular n/a (128,693)131,695 3,002 102.3% Laurelhurst CC **LIMITED** 105,455 912 100.9% n/a (104,543)Regular (68,612)Miller CC n/a 69,000 388 100.6% Magnuson CC Regular 156,260 301 100.2% n/a (155,959) Green Lake CC **LIMITED** n/a (68,732)68,740 8 100.0% Hiawatha CC (864,787)750,375 (114,412)86.8% Regular n/a **ARC Total:** 478,360 (7,278,746)7,757,106 106.6% **ARC Average:** (279,952)298,350 18,398 106.9% Alki CC LIMITED Parks 52.8% (178, 350)94,233 (84,117) $(174, \overline{181})$ **Ballard CC** LIMITED 56,271 32.3% (117,910)Laurelhurst CC **LIMITED** (103,351)27,669 (75,682)26.8% Northgate CC Regular 5.00 (455,411)72,218 (383, 193)15.9% Montlake CC 4.75 (467,708)70,355 (397, 353)15.0% Regular Miller CC Regular 5.00 (520,855)74,373 (446, 482)14.3% Yesler CC Regular 5.00 (495,847)67,138 (428,709)13.5% Regular 67,381 Bitter Lake CC 5.00 11.4% (589,171)(521,790)(447,915)Ravenna-Eckstein CC Regular 5.00 49,917 (397,998)11.1% Queen Anne CC LIMITED 4.00 37,647 10.3% (365,407)(327,760)Loyal Heights CC Regular 5.00 (499, 127)51,172 (447,955)10.3% 9.7% Jefferson CC Regular 5.00 (555, 434)54,149 (501, 285)High Point CC 9.2% Regular 5.00 (524,715)48,284 (476, 431)Magnolia CC Regular 4.50 (456, 279)39,407 (416,872)8.6% Rainier CC 6.25 (732, 233)8.1% Regular 59,575 (672,658)Meadowbrook CC+NTLC 8.25 (800,969)57,428 (743,541)7.2% Regular Hiawatha CC Regular 5.50 (480,780)33,135 (447,645)6.9% I.D./Chinatown CC Regular 5.00 (502,940)30,354 (472,586)6.0% Garfield CC+GTLC Regular 10.57 (1,142,601)57,717 (1,084,884)5.1% Delridge CC Regular 5.00 (547, 350)16,193 (531, 157)3.0% Van Asselt CC Regular 5.00 (486,022)13,646 (472, 376)2.8% Southwest CC+SWTLC 7.75 2.8% Regular (817,291)22,722 (794,569)South Park CC Regular 6.63 (694,089)2.8% (713,845)19.756 Green Lake CC LIMITED 7,440 2.7% 1.62 (273,363)(265,923)Magnuson CC Regular 5.00 (412,088)3,613 (408,475)0.9% (129, 247)Rainier Beach CC+RBTLC **CLOSED** 0.0% (129,247)(11,740,687)**Parks Total:** 119.82 (12,872,480)1,131,793 8.8% Parks Average: 4.61 (495,095)43,531 (451,565)11.1% 44.1% **Grand Total** 119.82 (20,151,226)8,888,899 NOTES: Please see other tab (Sorted in Alpha Order) for notes and information.