RESOLUTION NO._____

WHEREAS, the Imagine Austin Comprehensive Plan states that "providing sufficient funding for maintaining parks and other recreation facilities as the acreage and number of facilities continue to increase" is one of the Key challenges for the future; and

WHEREAS, the Parks and Recreation Department Resource Allocation Audit presented to Council on August 2016 found that "the current tools used to collect and store program information are not effective, which greatly impacts the reliability of data used in decision making; and

WHEREAS, the 2016 Audit also states as its first recommendation that "[t}he Director of PARD should implement a comprehensive program management system to track complete and reliable program information (including program attendance, costs, fees paid) and summarize critical information so that it can inform programmatic decisions going forward;" and

WHEREAS, budgeting decisions should be based on reliable data about park usage, including demographic, usage, and visitation data, the collection of which is only possible with active participation and consent from members of the community; and

WHEREAS, the anti-immigrant policies and political environment being advanced by some political leaders have made many members of our community afraid to share personal information with government agencies or to participate in community and government services; and

WHEREAS, Council Resolution No. 20150507-027 directed the City Manager to develop an Equity Assessment Tool that can be used across City

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departments during the budget process in order to evaluate the impact of existing city policies and practices on racial equity; and

WHEREAS, Council allocated funding during FY 2016 budget and directed the City Manager to create an Equity Office that can look at who would benefit and who wouldn't benefit when the city creates a new program, implements a new transportation option, or works on the budget; and

WHEREAS, attaining visitation data, such as the common types of activities in which visitors participate at each park will help understand what visitors do and how they move once inside the park facility; and

WHEREAS, use of a city pass card for entry into recreation centers, rather than paper sign-in sheets, may be a useful tool in collecting reliable data for decision making, as long as it doesn't deter use of City facilities: **NOW, THEREFORE,**

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

The City Manager is directed to implement a pilot program for the city pass program to be tested at the following locations: South Austin, Hancock, and Oswaldo A.B. Cantu/Pan American Recreation Centers.

BE IT FURTHER RESOLVED:

Staff is further directed to:

1. Analyze the usage and data gathered from the three recreation centers using the process to understand its limitations and advantages;
2. Look at best industry practices from Parks and Recreation Departments in peer cities and from like businesses in both the private and non-profit

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sectors that could be implemented to track visitation in recreation centers and parks;

3. Work with the Equity Office to ensure that any process does not inadvertently discourage use of City Recreation Centers by community members concerned about sharing personal information;
4. Provide the opportunity for community feedback at the locations where the pilot program is being tested; and
5. Determine the budget impact if the pass is implemented citywide.

BE IT FURTHER RESOLVED:

The City Manager is directed to present preliminary findings at a Council work session no later than December 5, 2017 with any recommendations on the above topics and full Council on December 14, 2017.

ADOPTED: _____, 2017 **ATTEST:** _____

Jannette S. Goodall
City Clerk

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