

Austin Parks and Recreation Department Summer Camp Activities Update

Laura Esparza, Acting Assistant Director



Summer Camp by the Numbers

- 22 Summer Camp locations
- 10,266 Available Registrations
- 7,345 Camp Bookings to date
- 2,921 Available spots
- 6 Playground Programs



Summer Camp Recruitment

- 330 Temporary Staff needed for camps and playground programs
- 16 hired to date and 39 in progress
- Strategies for success
 - Summer Completion Bonus of \$500
 - All hands on deck
 - Covid-19 protocols for a new surge
- PARB Resolution recognized by City Council



Summer Aquatics by the Numbers

33 Operational Pools

(Givens closed for replacement)

Recruitment

- 750 Lifeguards needed
- 140 Lifeguards hired to date
- Incentive programs
- Surveying staff to determine appropriate incentives



~Marketing Plans~

Community Recreation

- Hiring fairs and event tabling
- Paid Advertising and Press Releases/News Reports
- Social Media
- Summer Completion Bonus
- Motorblade to distribute flyers around town
- Yard signs & Posters
- Street Banners

Aquatics

- Incentive programs (with partners)
- Hiring Fairs
- Paid Advertising
- Social Media
- Incentive pay
- Reduced training to \$20 to attract applicants/employees
- Return to in-person recruiting at local High Schools
- Direct mailers to targeted zip codes

Equity and Inclusion Efforts

- **VISION:** Austin Parks and Recreation provides accessible, diverse, and inclusive summer camps
- **GOAL:** Reduce barriers to our programs and provide more equitable opportunities to register.
- **Early registration**, February 8-18, for participants who qualify for financial aid, adaptive and inclusion support programs.
 - Provided 1:1 in-person assistance and over the phone
 - Results: 16% of our enrollment, financial aid participants
 - Results: 2% were those who qualify for our inclusion services.
 - Results: Increase in financial aid registrations (over 2019) in specialty camps that are very competitive.



PARB COUNCIL REQUEST 20220222 B4Summer Camps

David

PARB Expected Outcomes:

- Empower and resource PARB to offer summer camps and pre pandemic capacity – including funding (pending COUNCIL ACTION)
- Make resiliency plans to ensure full capacity (pending COUNCIL ACTION)
- Ensure field trips and aquatics activities are part of the programming (DONE.)





Questions?

Contact:

Laura.Esparza@austintexas.gov

Lucas.Massie@austintexas.gov