

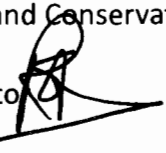


COMMISSION AGENDA:
6.18.13 #20

MEMORANDUM

TO: The Honorable Chairman and Members of the Board of County Commissioners

FROM: Paul Cozzie, Bureau Director, Parks and Conservation Resources

THROUGH: Robert S. LaSala, County Administrator 

SUBJECT: Communities Putting Prevention to Work Initiatives in Parks Status Report

DATE: June 18, 2013

In 2010, the Pinellas County Health Department received \$4.85 million in funding from the U.S. Department of Health and Human Services under the Communities Putting Prevention to Work grant program (CPPW) for obesity prevention. The \$90,035 contract with the Pinellas County Parks and Conservation Resources Department (PCR) to increase physical activity opportunities in county parks through policy and environmental changes concludes June 29, 2013.

Pinellas County Parks and Conservation Resources hired Nancy Brown as a grant funded Volunteer Program Coordinator in August 2011 to collaborate with the CPPW partners and create sustainable park volunteer programs. Volunteering in parks requires physical activity and enhances the perception of safety and community involvement in the parks and Fred Marquis Pinellas Trail. The development of procedures for the training and implementation of volunteers focused on three program areas: the Auxiliary Ranger program, a new Fred Marquis Pinellas Trail Adopt-A-Mile program and a new Adopt-A-Park program.

The accompanying presentation is a summary of the objectives and accomplishments made through the contracted initiatives. The sustainability of these initiatives will be ensured through a detailed transition of program responsibilities involving the grant position, the department's two existing full-time volunteer coordinator positions, and community partners such as Keep Pinellas Beautiful and Pinellas Trails, Inc.





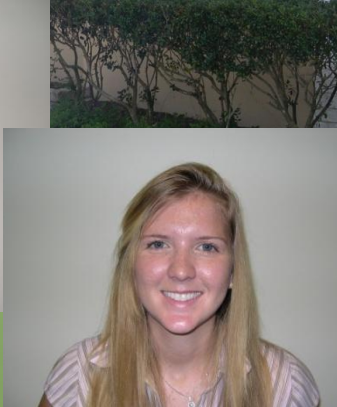
CPPWPinellas
COMMUNITIES PUTTING PREVENTION TO WORK

Made possible by funding from the Department of Health and Human Services

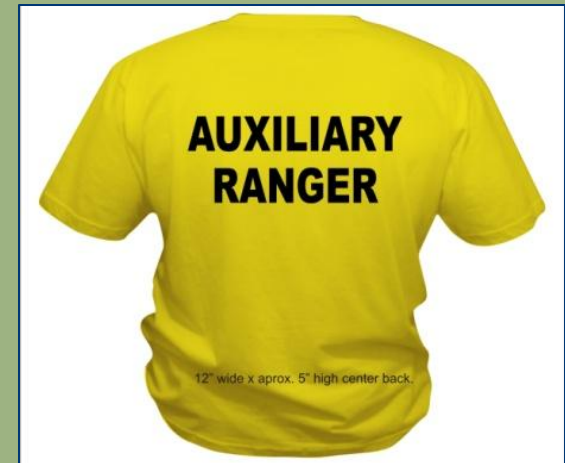
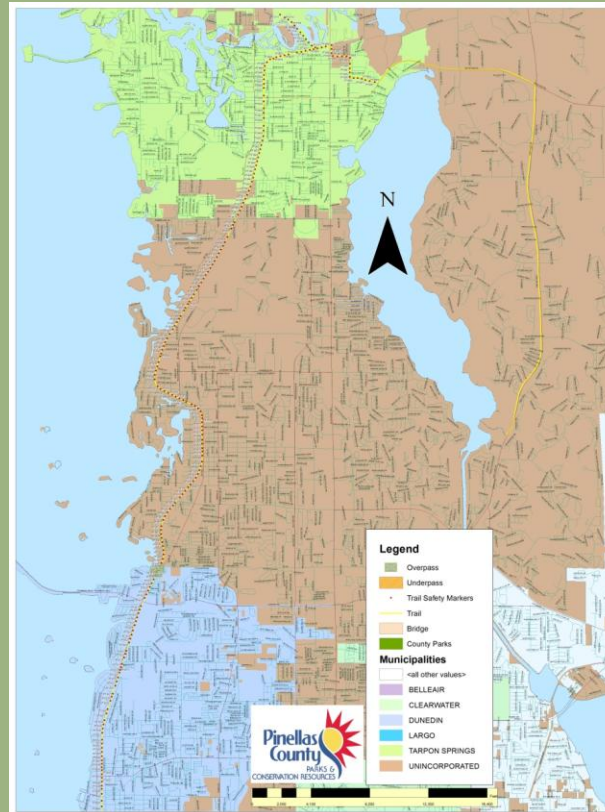
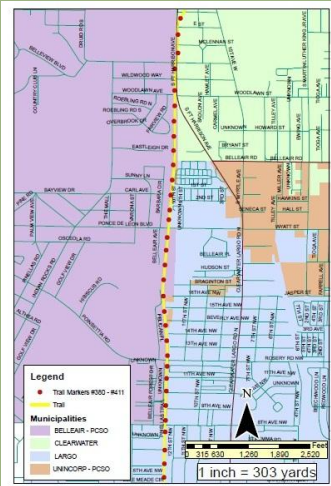
In review

Auxiliary Ranger Program

Revitalized



Auxiliary Ranger Program

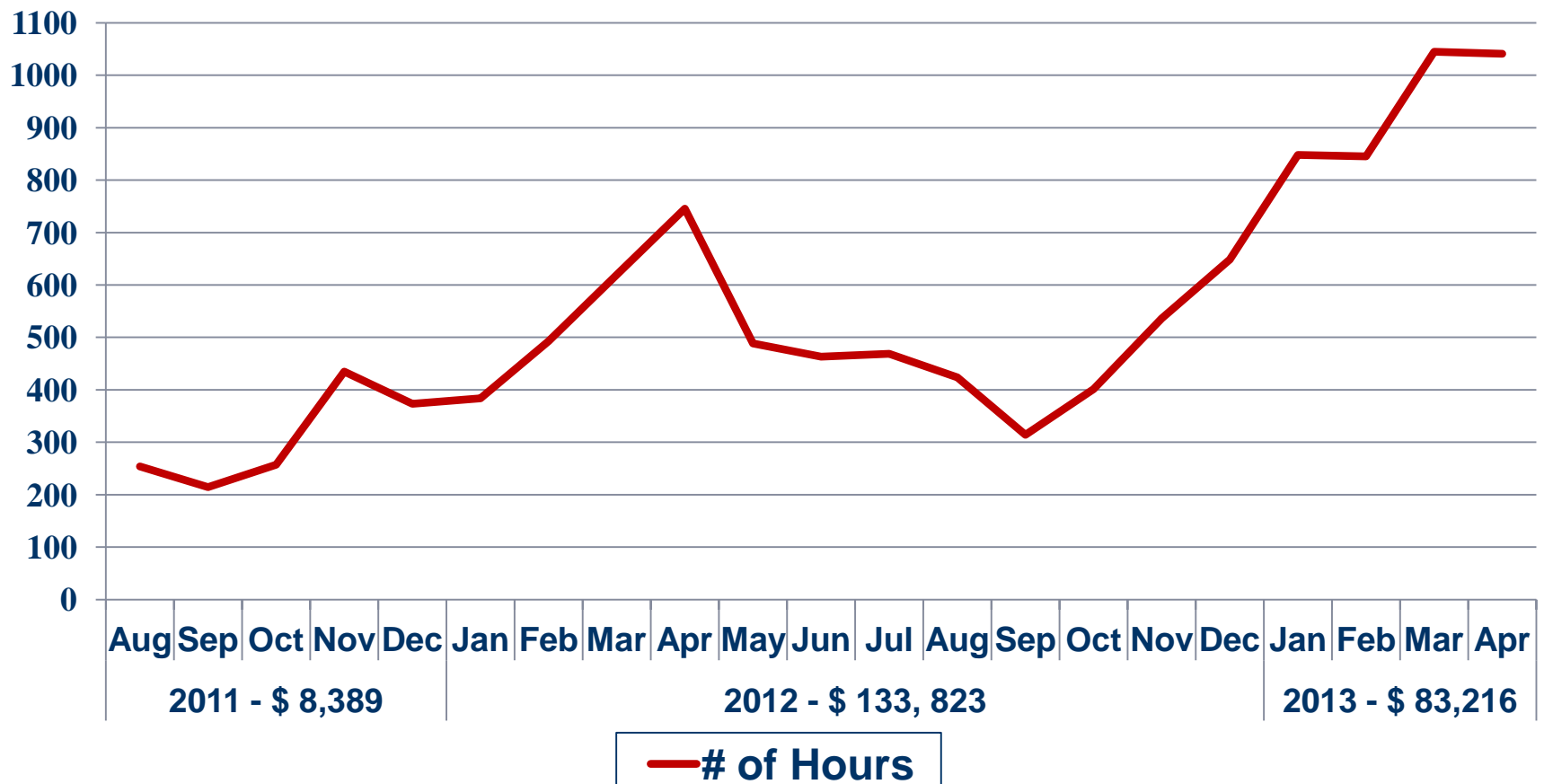


Auxiliary Ranger Program

Reporting



Auxiliary Ranger Hours



Auxiliary Ranger Program

Reporting



Communities Putting Prevention to Work:
Parks, Trails, and Recreational Facilities Use, Pinellas County
2011 and 2012

A Focus on the Pinellas Trail



Concerns Influencing Parks, Trails, and
Recreational Facility Use

In both 2011 and 2012, the majority of survey respondents reported that they do use the Pinellas County and/or city parks, trails, or recreational facilities (89.7% and 93.1%, respectively). The top reasons for not accessing these facilities were similar from year to year, suggesting a continued focus on improving safety and distance to the facilities. Weather and free time were among the main reasons for not accessing the facilities, but are not as controllable by Pinellas County Parks and Conservation Resources. Between 2011 and 2012, the ranking of safety as a concern among facility users declined, but still remained among the top four concerns.

In 2012, additional questions were asked regarding knowledge of the emergency response system (yellow decals adhered directly onto the trail surface with unique location numbers), where 809 respondents (43.4%) reported knowledge of the decals. Additionally, less than half of the respondents (n=782, 42%) reported knowing of opportunities to volunteer in the parks or on the trails.

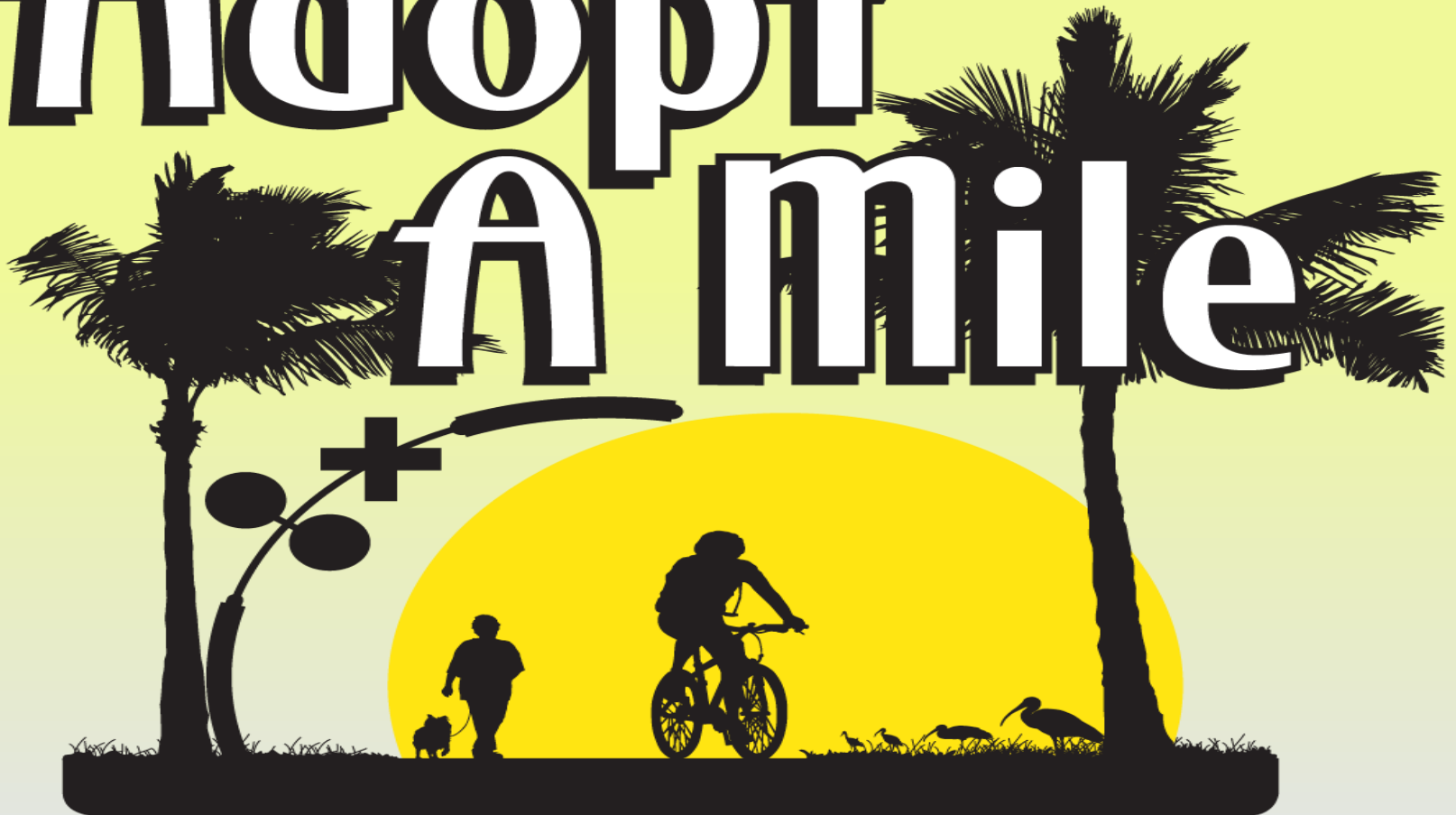
Pinellas **find**
of this recreation to use **fun**
w.FindTheFunNow.com

Concerns of Non-Users	2011	2012
Lack of free time	40%	17.1%
Weather	36%	18.6%
Distance	22%	10.7%
Safety	18%	15.7%

While safety remained a primary concern, its ranking fell from the top concern in those surveyed in 2011 to the 4th most important concern for those surveyed in 2012.

Concerns of Users	2011	2012
Safety	40%	11.7%
Weather	27%	32.9%
Lack of free time	25%	23.3%
Cleanliness	15.9%	13.5

Adopt A mile



Adopt A Mile



PINELLAS TRAIL Adopt-A-Mile Program



The program allows groups to participate in improving their community through the adoption of a one-mile segment of the Fred Marquis Pinellas Trail.

Adopt A Mile

► For More Information, contact:



KEEP PINELLAS BEAUTIFUL, INC.
Pinellas Trail Adopt-A-Mile
(727) 533-0402
www.Mykpb.com



M.L.K. DAY OF SERVICE

PINELLAS TRAIL TRASH BASH

MLK Day of Service
A DAY ON, NOT A DAY OFF



JANUARY 21, 2013 08:30 - 10:30 AM
Volunteers needed - Both To Walk or Ride (Cyclist)
Pinellas Trail - Locations in St Pete & Clearwater

Adopt A Mile



<http://www.mykpb.com/pinellas-trail-adopt-a-mile.html>

Segment
Number

Pinellas Trail Adoptees

1-1	Dawn's Trashy Troop
1-2	Kennedy Krewe
2-1	Trail Blazers
4-2	Allendale UMC
7-2	The Ross Family
8-1	Publix Store # 1394
8-2	Odyssey
21-2	JCS Cycles
13-2	Bicycle Outfitters
14-1	Jeremy's Pass
14-2	My Marketing Department
15-2	Valery Insurance Agency
16-2	Valery Insurance Agency
18-1	Bob Young
20-1	Silver Riders Bike Club
20-2	B & P Romanski
25-1	Dynamic Women of Tampa Bay
26-1	Scott & Marcy Daniels
27-1	Backyard Barkers
28-2	Cub Scout Den 7 Pack 64
29-1	Bill Smith
30-1	Celtic Lords of TB
30-2	OVIS
31-1	Celtic Lords of TB
31-2	Cub Scout Den 7 Pack 26

PINELLAS TRAIL Adopt-A-Mile Program



**Our Thanks to all the Volunteers that
helped us reach over 50% adoption
within 60 days!**

Adopt A Park





Adopt A Park

Program Goal

To enlist the involvement of community organizations to assist the parks department in keeping Pinellas County parks clean and enjoyable for our millions of annual visitors.

Adopt A Park



Who is eligible ?

Pinellas County affiliated businesses
or community organizations

Service organizations
Scout troops
School groups
Neighborhood associations
Employee groups
Social Clubs



Adopt A Park



Types of projects

Litter pick-up
Mulching planter beds
Removal of invasive plants
Graffiti removal
Painting picnic tables
Adding mulch to dog parks
Your idea?



Adopt A Park



What is the commitment?

Complete a park service agreement

One service project each quarter

A minimum of 3 hours

At least 8 participants

Adopt A Park



What is provided?

Project planning and coordination

Necessary tools and supplies

Staff supervision if necessary

Signage at the park which recognizes and credits the organization



Adopt A Park



How do we begin?

Select a park

Designate a
contact person
and request
adoption of park

Review and sign
a service
agreement

A. L. Anderson Park, Tarpon Springs

Boca Ciega Millennium Park, Seminole

Eagle Lake Park, Largo

Fort De Soto Park, Tierra Verde

Fred H. Howard Park, Tarpon Springs

John Chesnut Sr. Park, Palm Harbor

John S. Taylor Park, Largo

Lake Seminole Park, Seminole

Philippe Park, Safety Harbor

Ridgecrest Park, Largo

Sand Key Park, Clearwater

Sawgrass Lake, St. Petersburg

Walsingham Park, Largo

Wall Springs Park, Palm Harbor

War Veterans' Memorial Park, St. Petersburg

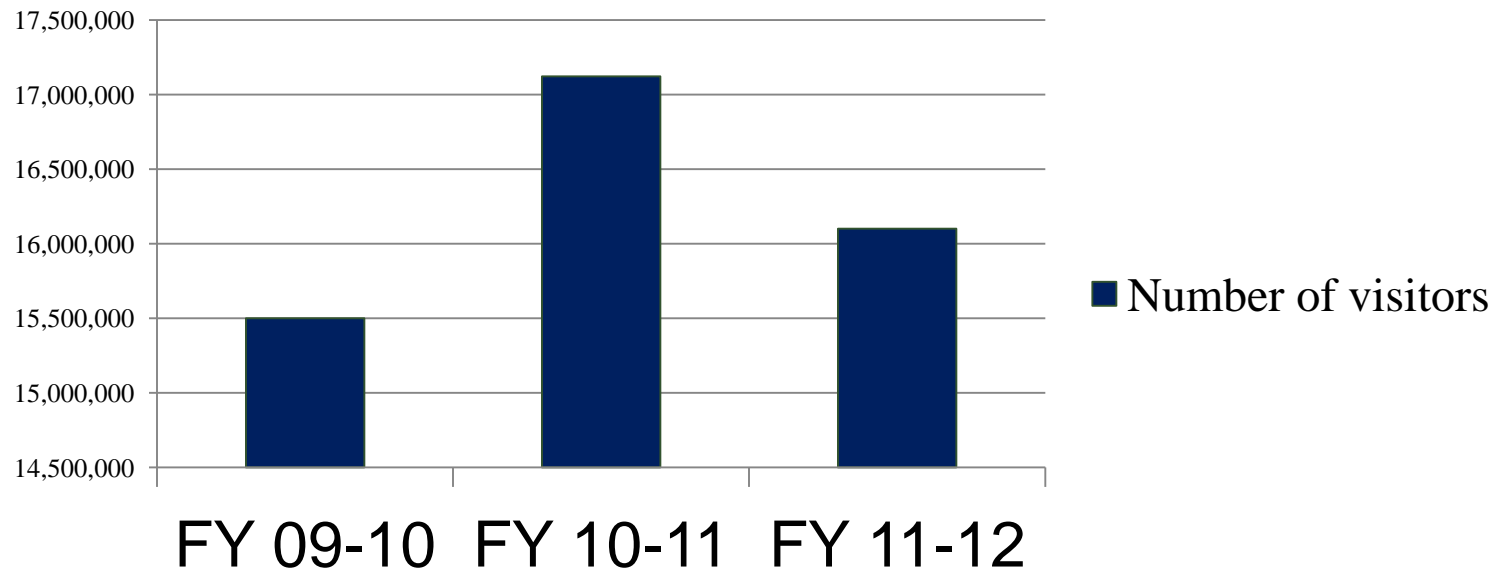


Made possible by funding from the Department of Health and Human Services



County Parks usage increase after CPPW

Park Attendance by Fiscal Year





CPPWPinellas
COMMUNITIES PUTTING PREVENTION TO WORK

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Any questions?