PEACE PARKS PROGRAM

Presentation to Sugary Drinks Tax Advisory Committee (SDDTAC)
San Francisco Recreation and Park Department
Wednesday, May 15, 2019
Rec and Park’s Strategies

INSPIRE SPACE
INSPIRE INVESTMENT
INSPIRE OUR TEAM
INSPIRE STEWARDSHIP
INSPIRE PLAY

Inspire, Connect, Play!
CURRENT LOCATIONS

HERZ PLAYGROUND

Sunnydale/ Visitacion Valley

YOUNGBLOOD COLEMAN

Hunter's Point/ Bayview

POTRERO HILL REC CENTER

Potrero Hill

Proximity to HOPESF sites

Target population: 18 to 25 years old - living in or around public housing (program is welcome to all)

Thursday – Saturday | 6:00 p.m. – 10:00 p.m.
PROGRAM OBJECTIVES

• Activate park properties with positive programming
• Increase safe passages for youth and number of youth using park for healthy activities
• Build positive and continuing relationships between the community, police, and RPD
• Enhance awareness of needs of community
• Expose program participants to opportunities that potentially will improve their lives and their community
• Target 18 to 25 year old's
Programs

- Healthy Food Program
- Over 200 hours of barber Shop/beauty shop services
- Over 500 hours of TAY Basketball League
- Over 20 hours of family movie Nights
- Over 200 hours of swim lessons & lifeguard training
- Over 800 hours digital beat making
- Over 400 hours of dance class
- 3 Colleges visited
- Over 50 hours of outdoor enrichment excursions
- Over 560 hours of boxing
- And much more…
How often do you attend Peace Parks?

- 62 percent of participants attend Peace Parks 3 days a week as our programs run Thursday – Saturday Evenings.

What programs have your kids told you about Peace Parks?

- All of the Above: 66%
- Healthy Dinners: 20%
- Haircuts: 10%
- Basketball: 24%
- Braiding: 5%

Sixty-six percent of participants share the information to a family member or a friend.
Budget
Peace Parks program is funded by the SDDTAC for $520,000.

Funding is used for:
- Staffing (75%)
- Food (20%)
- Materials & Supplies (5%)
  *(drums, digital equipment, etc.)*

*Peace Parks served over 600 families the first year.*
Community Impact
Community Impact

• Hired 24 staff members from the community

• 6 families received housing through the program at Youngblood Coleman

• Over 200 hours in job readiness training for youth

• Participants reported feeling safer and that a sense of togetherness has evolved as a result of Peace Parks programming.
Community Impact

**SUCCESSES:**
- Community hiring
- Increase in Peace Parks attendance
- Expanded outreach now includes participants younger than 18 years old.
- Community and SFPD relationships have strengthened
- Decrease in neighborhood crime
Program Improvements
Community Partners

- San Francisco Recreation and Parks
- San Francisco Police Department
- San Francisco Street Violence Intervention Program
- HOPE SF
- Mayors Office of Violence Prevention
- San Francisco International Airport*
- Young Community Developers*
- Loco Bloco*

*Future partners
MEASURING SUCCESS

- Surveys (expectations, outcomes)
- Number of participants served
- Crime index (based on SFPD)
Thank you!