REIGNITE YOUR POTENTIAL FRPA 1 2021

CEU attendance will be taken by the collection of Evaluations at the end of class. You MUST fill out an evaluation if you would like CEU credit

The Evaluations help FRPA gather feedback for speakers and future education. Everyone is encouraged to complete one.

Please leave seating in all classrooms and General Sessions as it is upon entry as these are in place per safety protocols.

Follow current Conference mask, safety, and physical distance protocols at all times.

Keep your personal pen handy to cut down on sharing writing devices (and germs!).

Respect the comfort of others by judging your interactions based on what color wristband they have chosen.

REGRANTE YOUR POTENTIAL FRPA | 2021

WELCOME TO THE 2021 FRPA CONFERENCE! AUGUST 30 - SEPTEMBER 2





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LEARNING OBJECTIVES

- 1. Review the standards for Chapter 3 of the Agency Accreditation process.
- **1.** Understand thoroughly the suggested evidence of compliance for CAPRA accreditation.
- **3.** Identify your agency's potential weaknesses in this CAPRA standard.



CAPRA ORGANIZATION & ADMINISTRATION

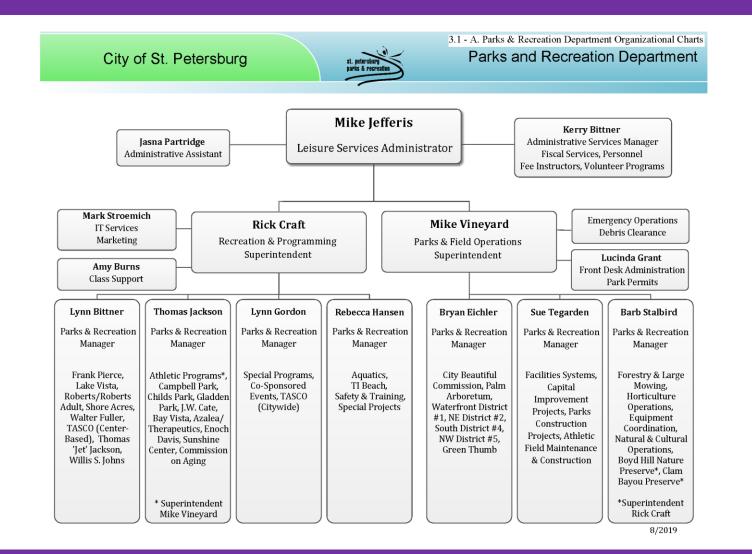
THIS COURSE IS NOT INTENDED TO BE A PREPARATORY COURSE FOR THE CAPRA PROCESS. THIS COURSE IS NOT OFFERED ON BEHALF OF THE CAPRA COMMISSION OR THE NRPA, AND IS BEING OFFERED AS A METHOD OF SHARING RESOURCES AND INFORMATION RELATIVE TO PROCESS AND DOCUMENTATION FOR AGENCIES WISHING TO CONSIDER ACCREDITATION. FOR OFFICIAL INFORMATION ON CAPRA AND THE ACCREDITATION PROGRAM, PLEASE VISIT HTTP:////////NRPA.ORG/CERTIFICATION/ACCREDITATION/CAPRA/

3.1 - Organizational Structure ★

Standard: The agency shall establish a staff organizational structure that reflects its methods of operation, its relationship to the community, and the relationships among the different organization components.

Suggested Evidence of Compliance: Provide a chart showing the agency's organizational structure, interrelationships among organizational components, and the function of each component. Organizational components are the major subdivisions of the organization, e.g. departments and divisions. Indicate how this information is made available to staff and the public.







3.2 - Administrative Offices

Standard: The agency administrative offices shall be accessible to the public and staff. There shall be administrative, meeting and storage space, and equipment adequate to perform the agency's functions and responsibilities.

Suggested Evidence of Compliance: Provide documentation that describes the types of office space and administrative equipment used by the agency and how access is provided to the staff and the public.

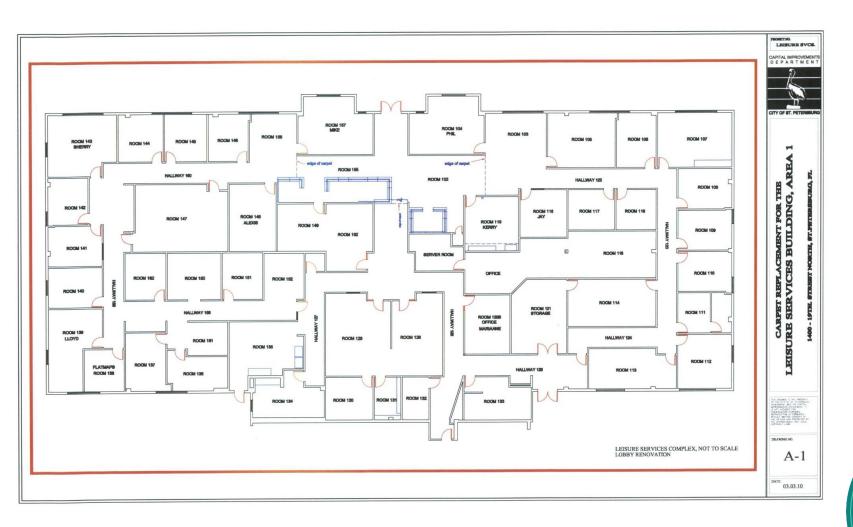


3.2 - A. Administrative Offices Checklist

Parks and Recreation Departments Administrative Offices Checklist

Facility	Accessible to Public? <i>Yes/No/Not</i> <i>Applicable</i>	Adequate Reception Area? Yes/No/Not Applicable	Number of Meeting Rooms	Adequate Office Space (workspace, storage, filing cabinets, etc) Yes/No/Not Applicable	Is there a centrally located library for staff use and research? Yes/No	Is there warehouse space for storage and distribution of materials and equipment? Yes/No/Not Applicable
Leisure Services Complex (Parks and Recreation Administrative Offices)	Yes	Yes	2 Conference Rooms	Yes	Yes Accreditation Library, Recreation Reference Library, Plat Sheets, Building Plans, Red Cross books, Training Videos on site	Yes
Building "A"	Yes	Yes		Yes	No	Yes
Warehouse Building	No	NA	None	NA	NA	Yes
Facilities Maintenance Building and Storage Yard	No	NA	None	Yes	Maintenance Manuals, magazines, and books on site	Yes
Azalea Center	Yes	Yes	1 Multi Purpose Room 1 Art Room 1 Music Room 1 Dance Room	Yes	Yes	Not Applicable
Bay Vista Recreation Center	Yes	Yes	1 Art Room 1 Meeting Room	Yes	Yes	Not Applicable
Campbell Park Recreation Center	Yes	Yes	1 Gym 1 Art Room 1 Dance Room 1 Meeting Room 1 Teen Room	Yes	Yes	Not Applicable
Childs Park Recreation and Fitness Center	Yes	Yes	2 Multi Purpose Room 1 Discovery Room 1 Computer Lab 1 Gym 1 Fitness Center 1 Teen Room	Yes	Yes	Not Applicable
Enoch Davis Center	Yes	Yes	1 Auditorium 2 Meeting Room 2 Multi Purpose Room 1 Computer Lab 1 Fitness Center	Yes	Yes	Not Applicable





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3.2.1 - Support Services

Standard: Sufficient and appropriate equipment, technology, clerical and administrative staff shall be provided to enable the professional staff to perform their appropriate functions.

Suggested Evidence of Compliance: Describe the equipment, technology, and services used to support professional staff.



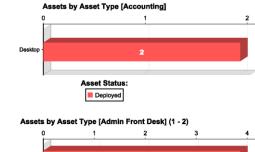
3.2.1 - A. Parks & Recreation Support Staff – FY19

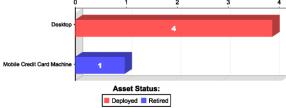
Parks & Recreation Support Staff - FY 2019

Divisions	Support Staff	Number Staff	Adequate Yes/No	Comments
Parks & Recreation Administration Includes: Special Programs, Aquatics, Parks Programs, Parks Maintenance, Athletics, Forestry	Administrative Assistant/P Office Systems Specialist Parks Support Service Coordinator/P Recreation Support Serv. Coord.	1 FT 4 FT 2 FT 1FT	Yes	
Facilities Maintenance	Park Support Service Coordinator/P Custodian II	1 FT 1 PT	Yes	The custodian cleans all LSC Building which includes Recreation/ Parks/ Administration/Tech Support/Accounting/Personnel
Boyd Hill Nature Preserve	Cashier Clerk II Cashier Clerk I Maintenance Worker II	<i>1 PT</i> <i>2 PT</i> 1 FT	Yes	
Teen Programs	Cashier Clerk I	1 PT	Yes	
Sunshine Center	Maintenance Worker II	1 FT	Yes	Front desk and concession stand is covered by volunteers
Azalea Recreation Center	Maintenance Worker II	1 FT	Yes	Maintenance staff is shared between the 2 adult centers (Azalea/Bay Vista)
Bay Vista Recreation Center	Maintenance Worker II	1 FT	Yes	Maintenance staff is shared between the 2 adult centers (Azalea/Bay Vista)
Campbell Park Recreation Center	Recreation Center Assistant Maintenance Worker II	1 FT 1 FT	Yes	
Childs Park Recreation Center	Recreation Center Assistant Maintenance Worker II	1 FT 1 FT	Yes	
Enoch Davis Center	Maintenance Worker II Custodian I	1 FT 1 PT	Yes	
Frank Pierce Recreation Center	Recreation Center Assistant Maintenance Worker II	1 FT 1 FT	Yes	
Gladden Park Recreation Center	Recreation Center Assistant Maintenance Worker II	1 FT 1 FT	Yes	
Healthy St. Pete Program	Healthy St. Pete Coordinator Recreation Supervisor I Recreation Leader Recreation Leader Planner II	1 FT 3 FT 3 FT <i>1 PT</i> 1 FT (Grant)	Yes	
Lake Vista Recreation Center	Recreation Center Assistant Maintenance Worker II	<i>1 PT</i> 1 FT	Yes	

3.2.1 - B. Parks & Recreation Equipment & Technology Lists generated 8-1-18

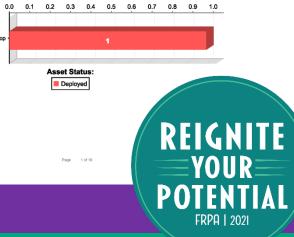
Asset count by Location, Asset Type and Asset Status





Assets by Asset Type [Admin Managers]

Desktop



3.3 - Internal Communication **★**

Standard: A communication system shall be established to ensure the accurate and timely transfer of internal information among staff.

Suggested Evidence of Compliance: Provide a communication matrix illustrating how internal communications are managed by the agency.



3.3 - A. Internal Communication Matrix

Internal Communication Matrix

Form of Communication	Delivery System	Frequency	Upward	Downward
Administrator Meeting	Meetings	Monthly	1	Ψ.
Brochures	Printed Distribution	Ongoing		4
Business Letters	Mail	Ongoing	1	Ψ.
Cabinet Meetings	Meetings	Weekly	1	Ψ
City Management Meeting	Meetings	Quarterly	1	
Director/Manager Meeting	Meetings	Bi-monthly	1	Ψ
Email	Computer	Ongoing	1	
Employee Evaluations	Meetings	Annual	1	Ψ.
Employee Digital Display	Computer	Ongoing		Ψ.
Employee Kiosk	Computer	Ongoing	1	
Employee Suggestion Box	Intranet Web-Page/Database	Ongoing	1	
Evaluations	Meeting	Annual	1	Ψ
Facility Maintenance Work Order System	Intranet Web-Page/Database	Ongoing	1	
Foreman Meeting	Meetings	Quarterly	1	Ψ
Fraud Hotline	Intranet Web-Page/Database	Ongoing	1	
Intranet	Computer	Ongoing		Ψ.
Magazine Publication	Printed Distribution	Annual		
Marketing System	Intranet Web-Page/Database	Ongoing	1	
Mayor's Suggestion Box	Computer	Ongoing	1	
Monthly Flyers	Inter-Office Mail/Print/Web	Monthly	1	
Monthly Reports	Inter-Office Mail	Monthly	1	
New Employee Orientation	Training	As Needed		Ψ
Newletters	Copies/Constant Contact/Display Boards	Monthly		
Oracle	Computer	Ongoing		Ψ.
Printed Materials	Printed Distribution	Ongoing		
Press Releases	Email	Ongoing		
Radios	Radio	Ongoing	1	Ψ
Recreation Supervisor Meetings	Meetings	Bi-Weekly	1	
Safety Suggestion Box	Drop-Box	Ongoing	1	
Staff Meetings	Meeting	Ongoing	1	Ψ.
Team Meeting	Meetings	Quarterly	1	
Telephone	Telephone	Ongoing	1	
Television Productions	Various Media Outlets	Ongoing		4
Training	Meetings/Classes	Ongoing		



3.4 - Public Information Policy and Procedure ★

Standard: The agency shall have approved policies that govern what information shall be released, when it should be released and that demonstrate the agency's commitment to inform the community and news media of events involving the agency.

Suggested Evidence of Compliance: Provide the written statement of policy and procedure, indicating approval by the proper authority.



	ADMINISTRATIVE POLICIES						
	TABLE OF CONTENTS (Revised 7/26/2019)		Exte	ernal Communicati	on Matrix		
Policy #	Section	Original	Form of Communication	Delivery System	Frequency	Upward	Downward
		<u>Effective Date</u>	Advertisements	Print	Ongoing	1	•
010000	General Administration		Agency Partnerships	Phone/Print/Website	Ongoing		Ú VIII VIII VIII VIII VIII VIII VIII VI
010100	Organizational Mission & Values	5/17/99	Banners	Signage	Ongoing		ů.
010200	Charter Provisions		Brochures	Printed Distribution	Ongoing		ů.
010200	Signature Authority	12/9/04	Business Letters	Mail	Ongoing	1	Ŭ.
			City Kiosks	Computer	Ongoing	•	Ŭ.
010300 010301	Interaction with City Council Responding to Council Inquiries	5/17/99	City Score Card	Computer	Ongoing		ů.
010302	Preparation of Council Agenda Material	5/17/99	Community Outreach	Presentations	Ongoing	1	j.
010303	Key to the City of St Petersburg	2/4/15	Constant Contact List	Computer	Monthly		J. J
010400	Legal Issues		Email	Computer	Ongoing	1	
010400	Sunshine Law Provisions	5/17/99	Magazine Publication	Printed Distribution	Annual		
010404	Political Activity on the Part of City Employees	5/17/99	Marguee	Signage	Ongoing		
010405	Code of Ethics for City Employees	6/1/04	Marquee Mayor's Action Cebter	Telephone	0 0		•
010406 010407	WSPF-TV Coverage for Candidates Seeking Elected Office Conflicts of Interest	5/3/05 2/17/11	5	•	Ongoing	1	
010407	<u>Continets of interest</u>	2/17/11	Meetings	Meeting	Ongoing	1	¥
010500	Official Policy Statements		Monthly Flyers	Print/Website	Monthly		¥
010501 010502	EE Opportunity & Affirmative Action Statement Sexual Harassment & Other Discriminatory Behavior	6/12/14 6/12/14	Newletters	Print/Email/Webiste	Monthly		
010502	ADA/ Accessibility of City Facilities & Services	8/03/15	Press Releases	Print/Electronic	Ongoing		
010505	Services Animals	8/26/16	Rain Out Service	Smart Phone	Ongoing		
010506	Prohibition on Bullying in Youth Programs and Activities	7/11/19	SeeClickFix St Pete	Smart Phone	Ongoing	1	
010600	Organizational Practices		Site Visit	Personal	Ongoing	1	•
010602	Grants Application & Administration	12/17/07	Social Media	Internet	Ongoing	1	↓
010604	Staffing Authorizations	5/17/99	St. Petersburg Action Online	Website	Ongoing	1	
010605 010606	Discounts & Special Offers to City Employees Acceptance of Honoraria	11/11/14 5/17/99	Surveys	Print/Website	Ongoing	1	
010608	Solicitation on City Property	5/17/99	Telephone	Telephone	Ongoing	1	
010608	School Volunteering & Mentoring	9/25/15	Television Productions	Various Media Outlets	Ongoing		↓
010609	Building Character Through Recreation Department Programs	10/17/03	Voicemail	Phone	Ongoing	1	Ú.
020000	Interaction with Citizens		Website	Computer	Ongoing	-	Ú.
020100	Organizational Expectations	5/17/99	Word of Mouth	Personal	Ongoing	^	ů.
020200	Responding to Public Inquiries & Complaints	5/17/99					
020300	Relations with Neighborhood Assoc. & Comm. Groups Complete Streets	5/17/99					
020400 020301	Public Notification of City Projects	11/2/15 5/3/05					
020001	<u>,</u>						
030000	Records & the Release of Information						
030100 030101	Public Records Maintenance & Retention of Records	4/17/12 5/17/99					REIGNITE
050101	Page 1 of 4	5/17/99					
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CITY OF ST. PETERSBURG

3.4.1 - Public Information and Community Relations Responsibility

Standard: A specific position in the agency shall be designated to direct the public information and community relations functions. The position serves as a point of control for information dissemination to the community and the media. The intent of the standard is to establish the authority and responsibility for developing and coordinating the agency's community relations function in an identifiable position.

Suggested Evidence of Compliance: Provide the position description that reflects responsibilities for public information and community relations functions.



Policy List

Effective Date

Accident Prevention for Maintenance Operation	
Accident Report	
Accidents – Employees, Volunteers	
Accidents - Participants, General Public	
Accounts - Delinquent	
Acting Supervisor Pay After Hour Emergency Repair	
Alter Hour Emergency Repair Alcohol Use in Facilities	
Americans with Disabilities Act Compliance	
Americans with Disabilities Act Compliance	
Alliu al Leave	06/24/13
Background Checks – Criminal History	06/11/08
Beach Cleaning	
-	
Car Allowance	
Cardiopulmonary Resuscitation (CPR) with Automated Extern	
Defibrillators (AEDs), and First Aid Certification	
Cash Handling	
Cell Phones and Communication Devices - Employees	
Cell Phones - Participants	
Charge Card - Deposit	
Charge Card – Payment Acceptance Charitable Donations and Bequests	
Checks – Returned	
Child Abuse Childcare Absences – Elementary/Middle School	06/03/11
Childcare Absences – Elementary/Middle School Childcare Programs	05/00/40
City Recognized Youth Sports Organization Requirements	
Code of Conduct – Facility & Park Patrons	
Collaboration/Partnerships with Organizations, Agencies	03/07/13
and Grant Funders	11/01/11
Commercial Vessel Permit	
Comp Time/Overtime/Call Back for Professional Employees .	12/06/12
Computer - Laptop	08/22/18
Computer – Laptop Computer Use – Program Participants	08/22/18 08/22/18
Computer - Laptop	08/22/18 08/22/18 12/02/11
Computer – Laptop Computer Use – Program Participants Confidential/Sensitive Information	08/22/18 08/22/18 12/02/11 07/25/18
Computer – Laptop Computer Use – Program Participants Conf dential/Sensitive Information Correspondence and Promotional Materials Course Fees	08/22/18 08/22/18 12/02/11 07/25/18 06/07/11
Computer – Laptop Computer Vise – Program Participants Confidential/Bensitive Information Correspondence and Promotional Materials Course Fees Data Backup and Recovery	08/22/18 08/22/18 12/02/11 07/25/18 06/07/11 08/22/18
Computer – Laptop Computer Use – Program Participants Condential/Sensitive Information Correspondence and Promotional Materials Course Fees Data Backup and Recovery Department of Corrections State Immate Work Program	08/22/18 08/22/18 12/02/11 07/25/18 06/07/11 08/22/18 07/04/11
Computer - Laptop Computer Use - Program Participants Confidential/Sensitive Information Correspondence and Promotional Materials Course Fees Data Backup and Recovery Department of Corrections State Immate Work Program Deposit and Daily Revenue Report	08/22/18 08/22/18 12/02/11 07/25/18 06/07/11 08/22/18 07/04/11 03/12/12
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Computer - Laptop Computer - Laptop Confidential/Sensitive Information Correspondence and Promotional Materials Course Fees Data Backup and Recovery Department of Corrections State Immat e Work Program Deposit and Daily Revenue Report Disaster Preparedness - General Responsibilities	08/22/18 08/22/18 12/02/11 07/25/18 06/07/11 08/22/18 07/04/11 03/12/12 05/03/12
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Computer - Laptop Computer - Laptop Computer Use - Program Participants Conf dential/Sensitive Information Correspondence and Promotional Materials Course Fees Data Backup and Recovery Department of Corrections State Immat Work Program Deposit and Daily Reverue Report Disaster Preparedness - Childcare Disaster Preparedness - Schelter for Families of Emergency Citical Employees Discrimination, Hanassment, or Other Inappropriate Behavior Domestic Security (ark Admetand Defense) Responsibilities. Drug Screening – Preemployment . Election Procedures Email Employee Behavior - Inappropriate Communication Employee Behavior - Inappropriate Communication Employee Behavior - Inappropriate Personal Relationships Employee Denso Code and Uniforms Employee Dress Code and Uniforms	0.08/22/18 0.08/22/18 1.20/21/1 0.07/25/18 0.06/07/11 0.08/07/11 0.05/22/18 0.07/41/1 0.05/26/15 0.05/26/15 0.05/26/15 0.05/26/15 0.05/26/15 0.05/26/15 0.05/26/12 0.06/07/11 0.07/20/12 0.06/09/11 1.10/27/11 1.11/26/14 0.07/211 2.11/26/14 0.07/11 2.11/26/14 0.07/11 2.11/26/14 0.07/11 2.11/26/14 0.07/11 2.11/26/14 0.07/11 2.11/26/14 0.07/11 2.11/26/14 0.07/11 2.11/26/14 0.07/11 2.11/26/14 0.07/15 0.05/27
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Computer - Laptop Computer - Laptop Computer Use - Program Participants Conf dential/Sensitive Information Correspondence and Promotional Materials Course Fees Data Backup and Recovery Department of Corrections State Immat Work Program Deposit and Daily Reverue Report Disaster Preparedness - Childcare Disaster Preparedness - Schelter for Families of Emergency Citical Employees Discrimination, Hanassment, or Other Inappropriate Behavior Domestic Security (ark Admetand Defense) Responsibilities. Drug Screening – Preemployment . Election Procedures Email Employee Behavior - Inappropriate Communication Employee Behavior - Inappropriate Communication Employee Behavior - Inappropriate Personal Relationships Employee Denso Code and Uniforms Employee Dress Code and Uniforms	0.0822/18 0.0822/18 1.2002/11 0.0725/18 0.0607/11 0.0807/11 0.05/12/18 0.05/12/18 0.05/26/15 0.05/26/15 0.05/26/15 0.05/26/15 0.05/26/15 0.05/26/15 0.05/26/15 0.06/20/11 0.06/09/11 1.107/11 1.1102/12 0.06/09/11 0.06/09/1

Employee Training/Certifications - Required for Personnel...... 06/15/12 Employee Training - Online Childcare Incentive Bonus 06/03/11 Environmental - Green City Initiatives . 11/23/11 EpiPen Use . . 06/03/11 Equipment Check-in and Check-out - Equipment Repair Shop . 06/06/12 Equipment Rental or Loans . 08/11/11 07/25/18 Facility Use Facility Use - Swimming Pool Events - Open to the Public 09/20/11 Facility Use - Teen Event .06/14/1 Facility Use - Youth Sports Organizations 04/25/13 Fee Assistance . 06/03/11 Fee Instructor Program Proposal and Contract Agreement .. 06/03/11 Fee Waiver Program for Low Income Seniors Age 65 and Older . 06/10/1 Feeding Wildlife and Waterfowl .07/25/18 Field Trips - Adult/Senior Participants (Day, Overnight, and Out of State) .06/10/1 Field Trips - Elementary, Teen Participants . 06/03/1 Forestry Operations .06/09/11 Gangs 06/05/12 Gift Shop Inventory . 03/15/13 Graffiti 04/02/12 Grant Application and Compliance .02/13/12 Grill Use in Parks . . 07/25/18 Handling of Evidentiary Items 11/18/14 Hazardous Substance Spill Containment .02/27/15 Head Lice ... 06/03/11 Healthier Food Options at Events and Programs .08/28/18 Healthy Lifestyles in the Workplace 03/20/12 Herbicide Lise 08/22/18 Holidays 04/02/12 Hours of Work .02/14/12 Ice Machines and Igloo Coolers - Maintenance, Practices, and Sanitization 03/20/12 Incident Report .06/27/14 Infectious Disease Control and Biohazardous Waste Disposal . 12/02/11 Inspection of Buildings, Pools, and Surrounding Park Areas 07/02/12 Internet Use . 03/12/12 Lamp Bulb, Ballast and Battery Disposal .04/02/12 .01/03/12 Late Pickup/Abandoned Participant Leave - Scheduled .06/06/12 04/22/11 Liability Release - Participant . 04/22/11 Lock-in Policy Maintenance and Repair of Vehicles and Equipment . 06/05/12

Effective Date

Maintenance of Traffic Operations for Work Zone	
Traffic Control	
Mangrove Trimming	
Marquees (Signs)	
Meal and Rest Breaks	
Media Contact	
Medication	
Meeting Documentation	01/24/12
Mileage Reimbursement	
Minors – Unsupervised	
	Page 1 of 2

SUBJECT: Media Contact

POLICY:

The following policy is established to provide guidelines governing contact with the media. The Marketing Department has been designated as the City's primary contact with the media. Parks and Recreation Department information is disseminated to the community and media by the marketing staff and by a designated department Information Specialist. The Information Specialist is responsible for releasing information and distributing press releases. The Marketing Department is to receive a copy of all news releases sent to the media. The employee shall inform their Manager and the Manager shall inform the Information Specialist as Superintendent of all media contacts as soon as practical.

PROCEDURE:

- I. Official City news releases must be distributed through the Marketing Department, with the exception of those news releases generated through the department Information Specialist.
- II. Employees may respond to specific media questions related to their normal and routine job tasks. Broader questions regarding general department and/or division activities and official policy statements related to the operations of the department must be directed to the manager for response. The employee shall inform their Manager and the Manager shall inform the Information Specialist as Superintendent of all media contacts as soon as practical.
- III. The Manager and Information Specialist are to be advised of all media contact via phone message or e-mail. Provide a brief summary of the contact, the reporter's name and organization, and an indication of when the item may appear in the media.
- IV. The department director or designee will advise the Mayor's Office of any media inquiries, which are of a broad policy nature (in any way non-routine or controversial or which may impact more than one City department).
- V. Official public records requests received from the media are to be handled through the City Clerk's Office.

Referenced: City of St. Petersburg Administrative Policy #030200 Media Contact Effective Date: <u>12/02/11</u> Replaces Policy Dated: <u>09/24/09</u> Approval: <u>Shu, K. M. Bee</u>

Page 1 of 1



3.4.2 - Community Relations Plan

Standard: The agency shall have an established community relations plan that identifies and addresses community needs for all segments of its service population, which is evaluated periodically for effectiveness.

Suggested Evidence of Compliance: Provide the community relations plan and latest evaluation. The community relations plan shall address the following:

- Community relations policies for the agency;
- Process and procedure for establishing contact with community organizations and other community groups;
- Training needs for staff and community.

The community relations plan and marketing plan is often included in a single document.



3.4.2 - A. Parks and Recreation Community Relations Plan

Parks and Recreation Community Relations Plan

Updated 1/2019









Parks and Recreation Community Relations Plan

Table of Contents

Purpose

City St. Petersburg Vision Statement

- Mission Statement Parks & Recreation Department
- Community Services Department Policies
 - City of St. Petersburg Administrative Policies Parks & Recreation Department Policies and Procedures

Citizen Advisory Boards/Committees

Community Services Strategic Goals and Services

Community Programs

Appendix A. Policies

- City of St. Petersburg Administrative Policies
 - #020300 Relations with Neighborhood Associations & Community Groups
 - #020301 Public Notification of City Projects
 - #020100 Interaction with Citizens
 - #020200 Responding to Inquiries and/or Complaints from the Public
 - #020400 Complete Streets
- Parks & Recreation Department Policies and Procedures
 Outreach and Advocacy
 Collaboration/Partnerships with other Organizations, Agencies, and Grant
- Funders
- B. Organizational Chart
- City Management Organizational Chart
- C. Communication Matrix External
- D. Citizen Advisory Boards/Committees
- E. Neighborhood/Business Association Listing
- F. Staff Liaison List Community Groups





3.4.3 - Marketing Plan

Standard: The agency shall have an established marketing plan, based on market research that is evaluated periodically for effectiveness. The fundamental principle of marketing is to gain an understanding of customer needs, wants, concerns and behaviors. The marketing plan addresses the appropriate mix of communications tools to promote agency programs, facilities, events and services and to provide accurate, timely and useful information to the various segments of the target audience.

Suggested Evidence of Compliance: Provide the plan and latest evaluation. The plan shall include:

- Marketing objectives;
- Situation assessment, to include:
 - Examination of demographic trends
 - Economic climate
- Market coverage by alternative providers;
- Segmentation, targeting, and positioning;
- Marketing mix;

- Marketing methods
- Evaluation criteria and methods.
- Research is important to support segmentation, targeting, and positioning. Common evaluation methods include surveys, focus groups, customer comment cards, and mystery shopping.

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3.4.3 - A. Parks & Recreation Department Marketing Plan

St. Petersburg Parks & Recreation Department

Marketing Plan

2019









Table of Contents

Section I – Introduction to the Department	2-5
The History of St. Petersburg	2
Summary of the Department	2-3
Mission, Vision, and Values	3
Brand Philosophy	3
Overview of Facilities, Programs, and Services	3-5

Situation Analysis	Section II – State of the Department	
Data and Demographics	Situation Analysis	
	·	
Assessment of Data	Assessment of Data	

Section III – Parks & Recreation Marketing Model	
Target Audience	22-23
Marketing Mix	23-26
Marketing Methods	25-26
Goals and Objectives	
Areas of Focus	27-29

Appendix A – Accomplishments and Goals Report
Appendix B – Communication Plan Template
Appendix C – Marketing Analysis ReportC



3.4.3.1 - Marketing Responsibility

Standard: A specific position shall be designated to direct the marketing function. Marketing functions shall be the responsibility of a permanent position of the agency that works closely with all agency units in developing, coordinating, and implementing the agency marketing plan.

Suggested Evidence of Compliance: Provide the position description that includes responsibility for marketing.



3.4.3.1 - A. Information Specialist Job Description



Position Title:	Information Specialist II	Pay Grade:	PRO.PB3 (Rev. 10/1/2018)
Department:	As Assigned	Bargaining Unit	PRO
Employment Status:	Full-time	FLSA Status:	Exempt
Revised Dates:	1/17; 8/16; 4/16; 2/88	W/C Code:	8810
Established Date:	12/74	EEO Category:	Professionals
Supervisory Work:	Not Applicable	EEO Code/Name:	0202 Public Admin Worker

Job Overview Summary:

This is responsible marketing, promotional and informational work in the preparation of marketing materials, publicity and development of promotional programs and material designed to improve employee and public awareness of City services, activities, programs, plans and projects. Employees in this position are expected to be able to perform any and all work tasks and comply with any work schedules, attendance, or duty requirements which may be established by City or department rules, or applicable union contracts. Work is reviewed by an administrative supervisor through conversation, observation and analysis of prepared materials.

Note: The following duties are illustrative and not exhaustive. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Depending on assigned area of responsibility, incumbents in the position may perform some or all of the activities described below.



3.5 - Utilization of Technology

Standard: Technology shall be used to enable the agency to operate more efficiently and effectively. The agency should research and apply such resources progressively.

Suggested Evidence of Compliance: Provide examples of progressive adoption, upgrade, installation, and/or use of technology. Examples could include but are not limited to communications and security systems, energy and records management systems, data management and sharing systems, lighting and irrigation systems, work orders and work assignment applications, financial systems, and class registration systems.



3.5 - B. Software Systems



SOFTWARE SYSTEMS

Contents

Software Systems	1
Class Software powered by ACTIVE Net®	1
Oracle E-Business Suite	
Microsoft Office including Office, Excel, PowerPoint, Access, and Publisher	
Microsoft Outlook	
Express Maintenance	
VMWare	
Solarwinds® Web Help Desk®	
Summer Food Service Program	
Blue Iris	
PiSignage	1
Faronics Deep Freeze	
SmartShield.	
Software as a Service (SaaS)	2
Grant Evaluation and Management System (GEMS)	2
Google Analytics	2
Constant Contact	2
SurveyMonkey	2
Rainout Line.	2
Volgistics TM	2
Appendix	3
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3.5.1 - Management Information Systems **+**

Standard: The Agency shall have management information systems that can produce reliable statistical and data summaries of agency activities, such as daily, monthly, and annual reports for use in management decision-making. The reports shall provide comparative data and statistics.

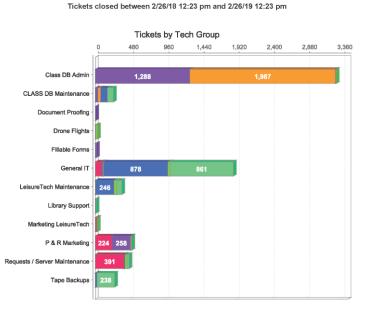
Suggested Evidence of Compliance: Provide examples of recent statistical and data summaries and describe their use in management decision-making.



3.5.1 - B. Class Software powered by ACTIVE Net® - Sample Reports

st.pet	ersburg	City of a					Ρ	rinted:	16 Nov 2	018, 10:33 User: cl
Status: Active		Session: 2018 October Registration Session								
Barcode	Title	Starts	State	us N	Vin	Max	Reg	Wait	Res	Tota
Brochur	e Section: AC									
	Azalea Recreation Center									
191844	Drawing	1-Oct-18 11:00:0		A	4	10	4	0	0	\$96.0
191846	Exploring the Arts - Youth	3-Oct-18 4:30:0		А	4	10	5	0	0	\$62.
191854	Pottery - Adults	2-Oct-18 12:30:0		A	4	8	8	0	0	\$400.0
191857	Pottery - Adults	2-Oct-18 3:30:0		A	6	17	11	0	0	\$550.0
191858	Pottery - Adults	2-Oct-18 6:30:0		A.	6	17	10	0	0	\$500.0
191865	Pottery - Adults	1-Oct-18 6:30:0		A	6	12	9	0	0	\$450.0
192349	Pottery - Youth	4-Oct-18 3:30:0		A	2 4	10	9 4	0	0	\$315.0
191870 191872	Stained Glass with Fused Glass Watercolor Painting	3-Oct-18 6:30:0 1-Oct-18 9:30:0		A	4	8 20	4	0	0	\$56.0 \$265.0
191873	Woodcarving	2-Oct-18 12:00:0		Ä	4	20 15	5	0	0	\$260.0
1510/0	woouca wily	2=Ott=18 12:00.0	UP INI	^	4	10				
							77	0	0	\$2,794.5
	Bay Vista Recreation Center									
191848	Mosaics - Adult	3-Oct-18 1:00:0		A	3	10	3	0	0	\$75.0
191852	Oil & Acrylic Painting - Beginners	2-Oct-18 10:30:0		A	5	15	3	0	0	\$83.2
191853	Oil & Acrylic Painting - Beginners	3-Oct-18 5:00:0		A	5	15	9	0	0	\$204.8
191855	Pottery - Adults	2-Oct-18 9:30:0		A	3 1	10 15	4	0	0	\$180.0
191856	Pottery - Adults	4-Oct-18 6:30:0	UPIW	~		10	8 27	0	0	\$299.0 \$842.0
Facility	Roberts Recreation Center						21		U	3042.0
191843	Drawing	4-Oct-18 6:30:0	0PM	A	3	20	9	0	0	\$204.0
191847	Knitting & Crocheting	2-Oct-18 6:00:0		A	2	10	4	ŏ	ŏ	\$80.0
191850	Oil & Acrylic Painting	1-Oct-18 12:30:0		A	1	20	8	ō	ō	\$224.0
191851	Oil & Acrylic Painting	1-Oct-18 3:00:0		A	2	20	ō	ō	ō	\$0.0
191859	Pottery - Adults	4-Oct-18 3:00:0		A	6	17	10	ō	ō	\$500.0
191860	Pottery - Adults	3-Oct-18 6:30:0	0PM	A	6	17	5	0	0	\$250.0
191861	Pottery - Adults	4-Oct-18 6:30:0	OPM	A	6	17	9	0	0	\$450.0
191862	Pottery - Adults	1-Oct-18 6:30:0	OPM	A	6	17	7	0	0	\$350.0
191863	Pottery - Adults	2-Oct-18 6:30:0	OPM	A	4	12	6	0	0	\$270.0
191864	Pottery - Adults	3-Oct-18 10:00:0	0AM	A	4	13	7	0	0	\$315.0
191867	Quilting	3-Oct-18 10:00:0	0AM	A	5	12	6	0	0	\$180.0
191869	Stained Glass	1-Oct-18 9:30:0	0AM	A	4	8	2	0	0	\$33.6
191871	Watercolor Painting	1-Oct-18 10:30:0	0AM	A	2	25	0	0	0	\$0.0
e							73	0	0	\$2,856.6
	Shore Acres Recreation Center Quilting	2-Oct-18 6:30:0	0PM	A	1	6	2	0	0	\$49.0
							2	0	0	\$49.0
Facility:	Sunshine Center			_		_			_	
191849	Oil & Acrylic Painting	5-Oct-18 12:30:0	OPM	A	2	15	4	0	0	\$112.0
							4	0	0	\$112.0
	Brochure Section: AC						183	U	U	\$6,654.1
	e Section: CAMP									
	Boyd Hill - Environmental Studies Area									
192198	Pioneer Camp	15-Oct-18 9:00:0	DAM	A	1	25	9	0	0	\$270.0
							9	0	0	\$270.0

3.5.1 - F. LeisureTech Web Help Desk - Recap Reports



Closed Tickets

📕 Joe Barbieri 📕 Amy Burns 📕 Courtny Guzik 📕 Bob Rothmann 📕 Mark Stroemich 📕 Brian Welch

Tickets

	Joe Barbieri	Amy Burns	Courtny Guzik	Bob Rothmann	Mark Stroemich	Brian Welch	Total
Class DB Admin	0	1,288	1,987	4	1	0	3,280
CLASS DB Maintenance	0	36	36	93	0	79	244
Document Proofing	0	4	0	0	0	0	4
Drone Flights	5	0	0	0	23	0	28
Fillable Forms	0	15	0	0	0	0	15
General IT	79	23	9	878	30	861	1,880
LeisureTech Maintenance	6	1	0	246	40	66	359
Library Support	0	0	0	6	0	2	8



Page 1 of 2

3.6 - Records Management Policy and Procedures

Standard: The agency shall have established policy and procedures for control, maintenance, and retention of records that are periodically reviewed. Records management policies and procedures address retention, disposal, access, disclosure and distribution of documents, including freedom of information requests, and they must be consistent with legal requirements.

Suggested Evidence of Compliance: Provide records management policy and procedures and a copy of the most recent review.



Policy List

Effective Date

.. 04/13/12

	Encounte Date
Monthly Report	04/20/09
Movies	
Mowing, Edging, and Power Leaf-Debris Blowing	
Outreach and Advocacy	
Overtime for Nonprofessional Employees	06/05/12
Palm Tree Trimming	08/16/11
Park Permit	
Parking on Parkland	
Participant Discipline	
Payroll Time Records	06/06/12
Personal Protective Equipment	
Petty Cash	
Pinellas County Sheriff's Inmate Work Crew Program	
Planning and Research Function and Responsibilities	
Plaques and Monuments	
Playcamp – Age Requirements	
Playcamp/Teen Camp – Attendance Records	
Political Activity - City Employee	
Political Activity – Solicitation of Petition Signatures	
Political Campaign Materials Pool Rules	
Pool Rules Post Critical Incident Counseling and Services	04/20/11
for Employees	06/18/15
Prescribed Fire	
Printed Materials for Display or Dissemination	
Private Instruction in City Parks	
Program Evaluation	
Projector Use	
Purchasing Card	
Purchasing – Purchase Request	
Quality Assurance	
Record Retention	10/31/18
Records – Confidential	11/26/18
Recycling	
Refund or Credit Requests Release of Information in the CLASS Software Program	
Removal of City Property, City Equipment	
Removal of Unattended Items	
Requests for Information to Contact Participants/Employee	
Research	
Resident and Nonresident ADVANTAGE Membership	s 05/23/12
	s 05/23/12 04/09/12
Risk Management	s 05/23/12 04/09/12 08/12/11
-	s 05/23/12 04/09/12 08/12/11 08/24/12
Safe and Drop Box Use	s 05/23/12 04/09/12 08/12/11 08/24/12 06/10/11
Safe and Drop Box Use Sales Tax	s 05/23/12 04/09/12 08/12/11 08/24/12 06/10/11 07/16/12
Safe and Drop Box Use	s 05/23/12 04/09/12 08/12/11 08/24/12 06/10/11 07/16/12 07/25/18
Safe and Drop Box Use	s05/23/12 04/09/12 08/12/11 08/24/12 06/10/11 07/16/12 07/25/18 05/31/12
Sale and Drop Box Use	s05/23/12 04/09/12 08/12/11 08/24/12 06/10/11 07/16/12 07/25/18 05/31/12 04/12/12
Sale and Drop Box Use	s05/23/12 04/09/12 08/12/11 08/24/12 06/10/11 07/16/12 07/15/18 05/31/12 05/31/12 05/14/12
Sale and Drop Box Use	s05/23/12 04/09/12 08/12/11 08/24/12 06/10/11 07/16/12 07/25/18 05/31/12 05/31/12 05/11/12 05/14/12 05/14/12
Safe and Drop Box Use	s05/23/12 04/09/12 08/12/11 08/24/12 06/10/11 07/16/12 07/25/18 05/31/12 04/12/12 05/14/12 12/02/11 12/02/11
Sale and Drop Box Use	s05/23/12 04/09/12 08/12/11 08/12/11 06/10/11 07/16/12 07/25/18 05/31/12 04/12/12 05/14/12 12/02/11 12/02/11 06/19/12
Safe and Drop Box Use	s05/23/12 04/09/12 08/12/11 08/12/11 08/12/11 07/16/12 07/16/12 07/16/12 07/16/12 07/16/12 07/16/12 07/16/12 07/12/18 07/10/11 06/19/12 07/02/12
Safe and Drop Box Use	s05/23/12 04/09/12 08/12/11 08/12/11 08/10/11 07/16/12 07/16/12 07/25/18 05/31/12 04/12/12 05/14/12 .12/02/11 06/19/12 04/12/11 06/19/12 04/22/11
Risk Management	s05/23/12 04/09/12 08/12/11 08/24/12 08/24/12 07/16/12 07/25/18 05/31/12 05/32/11 05/32/12 05/32/1

Smoking/Use of Tobacco Products .

Solicitation of Business or Contributions	
St. Pete Values	07/14/11
St. Petersburg Regional Skatepark	
Staff Member in Charge (S.M.I.C.) Certification Bonus	
Swim Test - Camp Participants	
Teen Events (Public) – Parks and Recreation	
Department Sponsored	
Teen Media	
Telephone Calls – Long Distance	06/19/12
Tobacco Free Workplace	04/01/15
Transportation of Volunteers or Participants in	
Personal Vehicle	
Travel – Training	
Trees and Recreational Activities	
Trends Analysis	10/08/12
Use of Metal Detectors in Parks	11/01/17
Use of Turf Equipment	
use of run Equipment	
Vehicle Accident	
Vehicle Accident	
Vehicle Accident	
Vehicle Accident	
Vehicle Accident Vehicle Towing Vehicle Use Vendors – Mobile Vendors – Mobile Whele or Uncut Produce Volunters – Adult	06/19/12
Vehicle Accident	06/19/12
Vehicle Accident Vehicle Towing Vehicle Use Vendors – Mobile Vendors – Mobile Whele or Uncut Produce Volunters – Adult	06/19/12 05/16/12 12/06/12 06/29/15 07/06/16 12/06/12 06/19/12
Vehicle Accident Vehicle Towing Vehicle Use Vendors – Mobile Whole or Uncut Produce Vendors – Mobile Whole or Uncut Produce Volunteers – Adult Volunteers – Short-term Volunteers – Teen	06/19/12 05/16/12 12/06/12 06/29/15 07/06/16 12/06/12 06/19/12 12/04/12
Vehicle Accident	06/19/12
Vehicle Accident Vehicle Towing Vehicle Use Vendors – Mobile Whole or Uncut Produce Vendors – Mobile Whole or Uncut Produce Volunteers – Adult Volunteers – Short-term Volunteers – Teen	06/19/12 05/16/12 12/06/12 06/29/15 07/06/16 12/06/12 06/19/12 12/04/12 07/16/12

Effective Date

SUBJECT: Record Retention

POLICY:

All records must be retained according to the State of Florida's established retention schedule. The Parks and Recreation administrative services manager shall coordinate record retention. Records no longer considered active shall be transferred to the City's authorized records management coordinator for further retention and disposition.

It is the responsibility of each supervisor to ensure that all records for their programs are boxed and the Records Transmittal forms are completed correctly.

Each year the record retention process should be initiated in September and completed by the end of October. Records from the current and previous year should be kept on-site for reference throughout the year. Any records prior are to be stored according to the following guidelines. Sites with childcare may store records on-site for two years based on licensing regulations.

Records are required to be stored for varying numbers of years as indicated in the table. Records requiring different lengths of retention must be placed in <u>different boxes</u>. Records with different retention schedule codes (but same number of years) may be placed in the same box. If you have any questions, call the Parks and Recreation administrative services manager.

RECORD TYPE	Retention Years	Schedule Code
Childcare – Before school, after school and summer, i.e., registrations, applications, permission slips, behavior logs, hold harmless forms, attendance rosters, medication forms, lesson plans, Licensing/Health Dept./CCC documents, etc.; WB grant records (registration/attendance-based grants); All accident and incident reports;	7	GS1-SL-257
Registration records – all other non-childcare program registrations, i.e., fee classes, swim lessons, adult programs; resident/nonresident; hold harmless; skateparks; Red Cross training records; fee instructor contracts	7	G81-SL-296
Grant Files: Summer Food Service Program and Snack Program (not JWB)	5	GS1-SL-348
Building and grounds inspections, safety inspections, work orders	5	GS1-SL-193
Receipt of petty cash; Purchasing Card receipts; vendor invoices; purchase orders	5	GS1-SL-340
Cash collection records, i.e., receipt listings, register tapes, receipt books, cash register tapes, DRR's, deposit logs	5	GS1-SL-365
Facility rental records, false alarm records	5	GS1-SL-270

Refer to references at end of policy

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3.6.1 - Records Disaster Mitigation and Recovery Plan and Procedures

Standard: There shall be an established records disaster mitigation and recovery plan and procedures that are periodically reviewed for protecting records, storing them and recovering critical information after a disaster.

Suggested Evidence of Compliance: Provide the records disaster mitigation and recovery plan and procedures and a copy of the most recent review.



3.6.1 - A. City of St. Petersburg Disaster Operations Plan 2016-2017

CITY OF ST. PETERSBURG, FLORIDA

DISASTER OPERATIONS PLAN

2016-2017



(THIS PLAN SUPERSEDES ALL PREVIOUS EDITIONS, WHICH SHOULD BE DESTROYED)

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CITY OF ST. PETERSBURG DISASTER OPERATIONS PLAN

ANNEX Z

DISASTER PREPAREDNESS AND RECOVERY PLAN FOR CITY RECORDS

Primary Agency:	Mayor's Office: City Clerk - Central Records
Support Agencies:	All staff agencies, departments, and offices.
References:	City of St. Petersburg Administrative Policy 030101, entitled Maintenance
	and Retention of Public Records, dated 5/17/1999

Mission Assignment: Promulgate plans and procedures for the protection, recovery, and restoration of city records.

EMAP Standard Referenced: 4.6.5

DISASTER PREPAREDNESS

INTRODUCTION

Disaster preparedness is the comprehensive term that describes strategies employed to protect your resources from unexpected or accidental loss from external causes. Administrative Policy 030101 describes the importance of 1) maintaining City records so that governance is not disrupted nor inhibited, and 2) maintaining City records in conformity with Florida State Statutes. To pursue these responsibilities in the face of an emergency event or disaster reflects an essential element of government continuity.

GENERAL

Listed below are the precautions that should be implemented when notified of an impending disaster:

- Assign preparedness responsibilities to department staff.
- Backup all computers and store data/information, portable media off-site. Turn-off and unplug all electronic equipment including computers, printers, copy machines, fax machines, and phones.
- Place your name (in ballpoint pen) on masking tape and affix to the side of your computer, monitor, keyboard, phone, office furniture and files.
- Move all electronic equipment into a windowless room, if possible. Stack small equipment neatly on tables and desks.
- Cover all electronic equipment in plastic sheeting and seal with duct tape.
- Move all furniture from offices with windows into a windowless room and stack near the center of the room. Close windows, blinds, and doors to those offices with windows.

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Rev: 16

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