



Leaders at the Core of Better Communities

2012 Annual Awards Program

Program Excellence Awards Nomination Form

Deadline for Nominations: March 16, 2012

Complete this form (sections 1 and 2) and submit with your descriptive narrative.

SECTION 1: Information About the Nominated Program

Program Excellence Award Category (*select only one*):

- ☒ Community Health and Safety
- ☐ Community Partnership
- ☐ Community Sustainability
- ☐ Strategic Leadership and Governance

Name of program being nominated: Discover Davenport Summer Kids Pass

Jurisdiction(s) where program originated: City of Davenport, Iowa

Jurisdiction population(s): 99,685

Please indicate the month and year in which the program you are nominating was fully implemented. (Note: All Program Excellence Award nominations must have been fully implemented by or before January 31, 2011, to be eligible. The start date should not include the initial planning phase.)

Month: March Year: 2010

Name(s) and title(s) of individual(s) who should receive recognition for this award at the ICMA Annual Conference in Phoenix, Arizona, October 2012. (Each individual listed MUST be an ICMA member to be recognized.):

Name: Tanisha Briley

Title: Assistant City Administrator Jurisdiction: City of Davenport, Iowa

Name: _____

Title: _____ Jurisdiction: _____

Name: _____

Title: _____ Jurisdiction: _____

SECTION 2: Information About the Nominator / Primary Contact

Name of contact: Tanisha Briley

Title: Assistant City Administrator Jurisdiction: City of Davenport, Iowa

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City: Davenport State/Province: Iowa

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Imagine a Chicago child having a summer pass to the Art Institute of Chicago, the Museum of Science, the Shed Aquarium, and every other Chicago cultural and recreational asset – including every White Sox game - for \$50. Imagine the pass includes free CTA bus and train rides. Imagine the pass is free, if need be.

Families in Davenport don't have to imagine a great city opening all the community's cultural and recreational treasures to children. What is scarcely imaginable in other cities is heading into its third summer of operation in Davenport. Since 2010, Davenport and its partner institutions have opened the doors of every cultural and recreational facility in Davenport to children all summer long, with free bus transportation included. The Discover Davenport Summer Kids Pass builds social capital, good citizenship and good health by providing access to the region's greatest assets to every child, regardless of ability to pay.

The Challenge

The idea began with Alderman Mike Matson. An Army career carried him across the globe. When he came back home to Davenport, he envisioned the City and our cultural institutions doing something transformative for Davenport families. City staff assembled the leaders of cultural and recreation facilities in Davenport and worked through all the legal, financial and logistical issues of multiple partners sharing in the program.

The Kids Pass is an elegantly uncomplicated program that unraveled complications invented by adults. Following the summer of 2009, with youth obesity, social disconnection and crime becoming growing concerns, Davenport staff took on the challenge of completely revamping summer recreation programming. By tapping into the higher ideals of community leaders and leveraging existing public and private investments, Davenport created the "Discover Davenport Summer Kids Pass".

The Discover Davenport Summer Kids Pass is good at any and all of 70 baseball games at Modern Woodmen Park, any YMCA, the Figge Art Museum, the Putnam Museum, every City pool and rec center and our "Redhawk" golf course (our teaching course). Importantly, the pass also includes free rides on our "Citibus" transit system. The pass runs from Memorial Day to Labor Day with the exception of the baseball season which runs from April through September. The cost of the pass is only \$50; however, free passes are available for checkout at all City libraries. Philanthropic organizations and individuals have joined in, providing passes for families unable to afford them, while youth serving nonprofits organizations routinely purchase passes for their clients. Suburban kids have also joined the fun, instructing their parents in the diversity, vitality and safety of city living, including dispelling common myths of riding public transportation.

Program Implementation and Costs

The Discover Davenport Summer Kids Pass leverages partnerships among four membership/private organizations, two City enterprise operations (Golf and Ice Skating), and City pools and recreation facilities. The YMCA manages the administration of the pass allowing families multiple locations to drop in and purchase. The revenue is distributed among the partners based in part on usage. All partners promote the pass through their internal communications tools (social media, e-mail lists, newsletters, catalogs, etc.) and the City takes the lead on external marketing efforts through print and television media.

Revenue generation is not the goal of this program, as such; sales of the pass do not cover program costs. Convincing private and membership-based organizations to sign on to this concept was no easy feat but we were successful because the City and our partners focused on our higher ideals – including putting kids first.

Program Outcomes

The Discover Davenport Summer Kids Pass has been wildly successful, with nearly 1,500 passes sold in two years providing positive youth experiences. Summer transit ridership has increased by 61,119 rides, or 24%. Summer recreation programming participation has more than doubled. Juvenile arrests in June, July and August have been cut by more than half. The benefits extend into the school year, with transit savvy students increasing public school attendance. Adult admissions at places like City pools and baseball games have increased by more than 100%.

Program Analysis

Some museums have free days. Some professional sports teams offer discounted youth tickets. Some cities sell weekend passes bundling a few attractions to tourists. No one does what Davenport does.

The idea is simple. Make the entire city a playground. Make it inviting, safe, accessible and fun. Connect children with culture, history, art, science and recreation. Along the way, build social capital, foster citizenship and community pride, create new friendships, keep kids active and healthy and create young advocates for transit.

The philosophical leap is the poorest child should have the same access to a community's treasures as the wealthiest individual. It is an uncomplicated notion, as children are themselves. Children see the world as it can and should be, not as it is, or was.

Great cities don't hoard their treasures. Great cities share their bounty with their greatest treasure – their children. Spurred by Davenport's example, now imagine other cities doing the same.