

City of Glendale: Bringing the Rec Center Home, and Winning a Statewide Award

When some residents couldn't get to the City's centers, Glendale and Televeda brought the classes to them.



Arizona Parks & Recreation Association

102

neighbors in the community by Dec 2022, up from 50

4.9/5

how members rated their instructors

4.8/5

how members rated the classes

227

on-demand views of SilverSneakers Classic

WHO WE WANTED TO REACH

Glendale's recreation and senior centers are full of life, but not everyone can get there. Some residents can't leave home. Some are snowbirds who spend part of the year away. Others simply don't have a ride across town. The City also wanted to welcome more of its large Hispanic community.

WHAT WE BUILT TOGETHER

With the City, we launched G.R.O.W. (Glendale Recreation Online Wellness), a rec center residents can join from their living room. Members dance through Zumba Gold, stretch in Chair Yoga, make apple nachos with Christy, and keep sharp at Brain Games and Bingo, live or whenever suits them. Every month we told the City who was showing up, what members said, and what to try next.

WHAT MADE IT WORK

Familiar faces. In March 2022, the City's own SilverSneakers Classic class joined G.R.O.W. as its first hybrid class.

Classes on their schedule. Members told us they loved fitting SilverSneakers in around busy days.

Welcome in Spanish. From February 2022, sign-up instructions in Spanish and Spanish-hosted classes.

Getting the word out. Flyers, a promo video, and a June Facebook ad test brought in 7 new members in 10 days.

A STATEWIDE AWARD FOR THE PARTNERSHIP

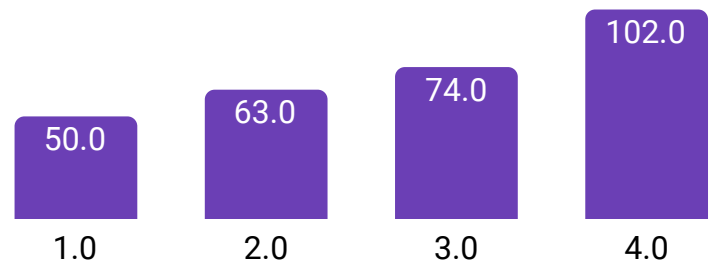
In November 2022, the Arizona Parks & Recreation Association gave Glendale its 2022 Partnership Award for G.R.O.W. The City said working together let its classes reach more people and keep them engaged.

Jim Burke said he was proud to see his staff honored "for the innovative program and partnership with Televeda."

Jim Burke, Director of Public Facilities, Recreation and Special Events, City of Glendale

THE COMMUNITY KEPT GROWING

Membership grew 15% in May and 17% in June. By December, more than 100 neighbors had joined.



WHAT MEMBERS TOLD US

One member said Chair Yoga eased their arthritis and stiffness. A first-timer at Tai Chi said they'd be back. Another called Brain Games fun and a way to keep sharp. They were honest about what to fix, too: grainy video, audio, and a class-time mix-up that cost one member most of a session.

LOOKING AHEAD

We ended 2022 with 102 members and an award to celebrate, and we couldn't wait to keep growing with Glendale in 2023, starting with more of the City's own classes in the on-demand library.

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