

Session Title: How AI Can Help Cities Do More with Their Data – 0.1 CEU

Session Description: Cities are sitting on more data than ever before but turning that data into decisions is where most agencies get stuck. Join Jesús Aguirre, Director of Parks and Recreation for the City of Austin, and Harry Tannenbaum, Founder & President of Mill, for a conversation on how artificial intelligence is transforming the way cities understand their communities, run their programs, allocate resources, and measure impact, moderated by Rob Cocks, Head of Revenue at Rec. From operational efficiency to equity-focused planning, this session explores what it looks like when Parks & Recreation leaders embrace data not just as a reporting tool, but as a strategic asset, and what it takes to get there.

Speakers: Jesús Aguirre, Director of Parks and Recreation, City of Austin; Harry Tannenbaum, Founder & President, Mill

Moderator: Rob Cocks, Head of Revenue, Rec

Learning Objectives

Learning Objective 1: Identify practical applications of AI and data analytics that are relevant and accessible to Parks & Recreation agencies of varying sizes and technical capacity.

Learning Objective 2: Understand how cities can build internal data culture and cross-departmental infrastructure to support more informed, equitable decision-making.

Learning Objective 3: Evaluate the opportunities and risks of adopting AI tools in a public-sector context.

Session Title: Building a Product Experience that Moves Your Community – 0.1 CEU

Session Description: What do Uber, Perplexity, and your parks and rec department have in common? They all win or lose based on whether the people they serve feel something. In this session, Sarah Kayfus (Product Partnerships, Vera Health (Ex-Perplexity, Uber) joins Rachel Williams (President & Co-Founder, Rec Technologies) to unpack what it actually takes to build a product that earns loyalty, not just usage. Drawing on experience at Uber launching the company's first subscription product (Ride Pass) and growing product partnerships at one of the fastest-growing AI companies in the world, Sarah will help parks and rec professionals see their programs, facilities, and communications through a product lens. We will explore how the principles behind great consumer products including belonging, habit design, and shareable moments translate directly into how recreation

departments attract residents and build loyalty. You will leave with a sharper perspective on your own programs and how you can apply a product thinking mindset to them.

Speakers: Sarah Kayfus (Product Partnerships, Vera Health (Ex-Perplexity, Uber), Rachel Williams (President & Co-Founder, Rec Technologies)

Learning Objectives

Learning Objective 1: Understand the core principles behind product-led thinking and how they apply to parks and recreation.

Learning Objective 2: Evaluate what it takes for a parks and recreation department to build loyalty.

Learning Objective 3: Create at least one concrete deliverable using product specific principles.

Session Title: Building Strategic Partnerships That Drive Impact – 0.1 CEU

Session Description: What does it take to build partnerships that create real operational and community value? Join Cameron Crake (Whole Foods Market / Amazon Grocery) and Harry Tannenbaum (Mill) in a conversation moderated by Jesús Aguirre to pull back the curtain on Whole Foods and Mill's plans to deploy advanced food recycling technology nationwide. They will dive deep into what it takes to deploy innovative technology, what they've learned so far, and what practical lessons Parks & Recreation leaders can apply when designing and launching partnerships in their own communities.

Speakers: Harry Tannenbaum, Founder & President, Mill Cameron Crake, Sustainability Manager, Worldwide Grocery Stores, Whole Foods Market / Amazon Grocery

Moderator: Jesús Aguirre, Director of Parks and Recreation, City of Austin

Learning Objectives

Learning Objective 1: Identify the key criteria for evaluating whether a potential partner is mission-aligned and capable of delivering meaningful operational and community impact.

Learning Objective 2: Understand how to structure and manage cross-functional partnerships, including roles, expectations, accountability, and shared metrics for success.

Learning Objective 3: Apply lessons from a real-world corporate sustainability partnership (Mill x Whole Foods) to design replicable partnership models for Parks & Recreation agencies.