

# **PARKS AND COMMUNITY SERVICES**

**FUND NO. 024**

**ACCOUNT NOS. 1201 -1236**

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## ***DESCRIPTION***

The Parks and Community Services Department provides programs and schedules facilities in order to provide citizens the opportunity to maximize the use of their leisure time.

Special emphases will continue on serving youth. A heightened interest in using the neighborhood as the focus of service is part of the Department's emphasis in fiscal year 2003-2004.

The Parks and Community Services Department staff, along with the Public Works Department, supports the Recreation and Parks Commission. Additional staff support is provided to the Youth Advisory Commission.

Support for open space master planning, an advisory responsibility of the Recreation and Parks Commission, is provided by the Development Services Department.

## ***MISSION***

The mission of the Parks and Community Services Department is to plan, facilitate, promote, maintain and develop activities and facilities that will enhance the quality of life in Merced.

## ***GOALS***

- ◇ Meet the needs of a socially and ethnically diverse population by developing or facilitating a wide variety of programming areas including leisure classes, facility rentals, adult and youth sports, aquatics, special events, youth programs, outdoor recreation, senior citizens activities, and volunteer opportunities.
- ◇ Develop collaborative relationships with other agencies, community groups, and volunteers to continue and enhance the community's quality of life.
- ◇ Work with citizens, the Police Department, Code Enforcement, social service agencies, Boys and Girls Club, and the Community Action Network (CAN) to develop positive alternatives for youth and to promote healthy, safe and vibrant neighborhoods.

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### **GOALS** (continued)

- ◇ Establish and maintain a “neighborhood focus” in the development and delivery of programs in recognition of the significant benefit that recreation activities have on neighborhood vitality.
- ◇ Complete a new Parks and Recreation Open Space Master Plan.
- ◇ Provide on-line public registration with new recreation management program.
- ◇ Provide new Code Enforcement program for data management.
- ◇ Develop a staff development and retention plan.
- ◇ Facilitate the development of a non-profit 501c (3) “Friends of Parks & Community Services” foundation.

### ***OBJECTIVES***

### ***PERFORMANCE MEASUREMENTS/INDICATORS***

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| 1. Expand and increase the impact of Youth Services in the area of drop-in and after-school recreation and educational activities in targeted Neighborhoods. | Maintain daily attendance records at all Public Community events and Mobile Van sites.  |
| 2. Provide recreational and educational experiences to Applegate Park Zoo visitors   | Zoo attendance reports as compiled by Merced Zoological Society. Submit yearly questionnaire to Merced Zoological Society for evaluation of department services.    |
| 3. Provide an increased level of service to senior citizens.   | Address all building maintenance issues. Submit yearly questionnaires to Merced Senior Citizens, Inc. for evaluation of department services.                        |
| 4. Establish new partnerships that foster neighborhood-based activities for the community.   | This goal will be addressed with the re-opening of the Stephen Leonard Center in January 2003. We look to engage the faith-based and other community organizations. |



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| 5. Provide youth sports programs in a setting that promotes sportsmanship, teamwork and skills development and provides that coaches be trained and certified.                            | Provide seasonal sports reports on each league or sports camp identifying client satisfaction as determined by follow-up questionnaires.  |
| 6. Provide adult sports programs that give participants a recreational outlet in an organized setting.  | Provide seasonal sports reports on each league or sports camp identifying client satisfaction as determined by follow-up questionnaires.  |
| 7. Provide aquatics program in a clean, safe, and efficient facility-emphasizing youth swim lessons-fostering community water safety.   | Submit Annual report by September 30, 2003 outlining attendance, inspections and incidents.   |
| 8. Provide special events that encourage community involvement.   | Partner with faith-based organization, institutions, schools, safety services, health services, community leaders and law enforcement to support, assist and create community events. |
| 9. Provide training opportunities for recreation coordinator to practice and develop supervisory skills.  | Recruit and appoint one (1) part-time recreation coordinator to each recreation supervisor for training and development of job-related skills by June 30, 2004.                       |
| 10. Upgrade Zoo Facilities to Satisfy all U.S.D.A., D.F.G. health and public safety codes.  | Develop and implement an ongoing preventative facility maintenance program to ensure compliance to improvements mandated by animal regulatory agencies.                               |
| 11. Provide staff support and initial coordination of training material and regulations for forming a non-profit 501(c) 3 "Friends of Parks and Community Services" Foundation in Merced. | Establish a new "Friends of Parks and Community Services" non-profit foundation by August 30, 2003.   |

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| 12. Provide a new Parks and Recreation Management System with online capabilities.                      | Obtain the approval of Technology Committee, Finance Officer, City Manager, and City Council to contract for new interactive on-line recreation registration program.             |
| 13. Complete a new Parks Recreation Facilities, and Open Space, Master Plan.                            | Complete a Professional Service Contract with Moore Iacafano Goltsman, Inc., (MIG) for development of a City of Merced Parks Recreation Open Space Master Plan by April 30, 2004. |
| 14. Provide a replacement of current City Code program with new City View program for Code Enforcement. | Obtain the approval of the Technology Committee, Finance Officer, City Manager and City Council to fund a new program for Code Enforcement.                                       |
| 15. Provide leisure classes and workshops that serve all segments of the community.                     | Complete leisure class registration reports and customer surveys for each class offered by June 30, 2004.   |

### ***2003-2004 BUDGET HIGHLIGHTS***

It is important to continue to focus the use of limited resources on the highest priority activities. The Parks and Community Services Department will work toward defining programs and new partnerships with local business, non-profits, and faith-based, that will be beneficial to the community. An example of this would be the partnership with Career Development & Technology, Inc. Winton, California and the Salvation Army.

A goal in the next year will be to maximize important partnering relationships with organizations, such as the schools Department to Health and Human Services in order to provide the best public services possible at the lowest reasonable cost.