



City Council Memorandum

City of Arts & Innovation

TO: HONORABLE MAYOR AND CITY COUNCIL DATE: JULY 10, 2018

FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT WARDS: ALL

SUBJECT: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT HIGHLIGHTS AND EMPLOYEE RECOGNITION; PROCLAMATION AND DECLARATION OF JULY AS "PARK AND RECREATION" MONTH

ISSUES:

Receive a presentation on the programs, staff and services of the Parks, Recreation and Community Services Department; and present a Proclamation declaring July as "Park and Recreation" month.

RECOMMENDATION:

That the City Council receive a report providing an overview of the Parks, Recreation and Community Services Department and recognizing the Department's Employee of the Year and Director's Challenge Award Recipient.

BACKGROUND:

The Parks, Recreation and Community Services Department (PRCSD) provides an array of programs and services to enhance the lives of the Residents of Riverside. Staff prides themselves on providing high-quality services to the community with award-winning programs and activities for residents of all ages and interests in a variety of safe and attractive parks, landscapes, and facilities; from maintenance, park renovations and construction projects; to special events, athletics, social services, cultural arts, school age programs and much more. The primary objective of PRCSD is to provide the community with resources, safe places to relax, adequately maintained facilities, and opportunities for physical activity; and to have fun. With the collaboration of community groups, local businesses and non-profit organizations, staff and volunteers ensure that "Parks Make Life Better."

DISCUSSION:

Department Recognition

To be on the cutting edge of industry trends, the PRCSD is constantly looking for ways to enhance programs and services. Through the efforts of staff and their innovative ideas, the City of Riverside continues to be a model for the industry by providing innovative and exciting programs, activities and services. The PRCSD continues to maintain 50 developed and natural parks, with 13

community centers and 7 pools. The facilities all host an assortment of amenities for all ages and interests.

In March 2018, the PRCSD was recognized by the California Parks and Recreation Society (CPRS) and received four Awards of Excellence (the highest honor granted by CPRS) in the following categories: "Creating Community" – Project Bridge Program; "Marketing & Communications" – Capture Riverside Photo Contest & Explore Riverside Activity Guide; and "Champions of the Community" – Riverside Live Steamers. These programs and activities represent only a small segment of the audience served and the vast reach of the department within the City of Riverside.

The attached presentation includes the department's mission, partnerships, grant procurement, program enhancements, customer service efficiencies, facility improvements, and professional awards. The presentation also recognizes the 2017 PRCSD Employee of the Year, Lauren Burgnon, Recreation Services Coordinator, and the recipient of the 2017 Director's Challenge Award, Erica Green, Recreation Supervisor.

Park and Recreation Month Campaign

The National Recreation and Parks Association's (NRPA) "Parks and Recreation: A Lifetime of Discovery" campaign urges residents to explore everything that PRCSD has to offer. During July, NRPA and PRCSD is challenging residents to explore the "undiscovered" roles of PRCSD, such as science, technology, engineering, art and math (STEAM) programming; senior programs; innovative health and wellness opportunities; community celebrations; outdoor education; maintenance; and much more.

To support the NRPA campaign and July as the Park and Recreation month, PRCSD will publish "A Lifetime of Discovery" campaign and offer programming and events during the month of July such as the Rhythm of Riverside Summer Concert Series, 4th of July Fireworks Spectacular, Full STEAM Ahead Summer Day Camp, Connect with Nature Photography Workshops, senior trips and tours, youth sports, recreation swim Monday - Saturday and highlight the Capture Riverside Parks Photo Contest to obtain views of how residents "discover" their local parks system.

FISCAL IMPACT:

There is no fiscal impact as a result of this report.

Prepared by:	Adolfo Cruz, Parks, Recreation and Community Services Director
Certified as to availability of funds:	Adam Raymond, Chief Financial Officer/City Treasurer
Approved by:	Rafael Guzman, Assistant City Manager
Approved as to form:	Greg G. Geuss, City Attorney

Attachment:

1. Presentation