



City of Arts & Innovation

Park and Recreation Commission

TO: HONORABLE COMMISSIONERS **DATE: JULY 16, 2018**

FROM: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT

SUBJECT: PARKS, RECREATION AND COMMUNITY SERVICES DEPARTMENT HIGHLIGHTS AND EMPLOYEE APPRECIATION IN RECOGNITION OF JULY BEING PROCLAIMED "PARKS AND RECREATION" MONTH

ISSUE:

Receive a presentation on the programs, staff, and services of the Parks, Recreation and Community Services Department that enhanced the customer experience and/or received recognition for excellence, innovation and meeting the objective that "Parks Make Life Better."

RECOMMENDATIONS:

That the Park and Recreation Commission receive a presentation on the programs, staff and services of the Parks, Recreation and Community Services Department.

BACKGROUND:

On July 10, 2018, City Council adopted a proclamation in support of the National Recreation and Parks Association (NRPA) declaring July as "Park and Recreation" month. NRPA's "Parks and Recreation: A Lifetime of Discovery" campaign urges residents to explore everything that the Parks, Recreation, and Community Services Department (PRCSD) has to offer.

In recognition of the proclamation of July as Parks and Recreation Month, PRCSD is highlighting the 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. PRCSD services include 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, a safe place 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.

In addition to providing programs and services that are high in demand, the PRCSD continues to look for ways to enhance the customer experience by providing excellent customer service and efficient methods for participation in City programs. Staff have also sought out partnerships and sponsorship opportunities to maintain and enhance service levels. The most valuable tool utilized by the PRCSD staff is customer feedback and suggestions. This year, through customer survey results and collaboration from numerous partner groups, various program modifications have been made to existing programs/services along with updates to the Department's business practices for maximum efficiency.

Listed below are some of the co-sponsored events, program modifications and customer efficiencies implemented this year:

Partnerships and Co-sponsored Programs/Events

1. Buckets & Brews Event at Fairmount Golf Course – Riverside Community Services Foundation and Brooks Bar
2. Winter Wonderland – Arlington Business Partnership
3. Summer Concert Series – Riverside Downtown Partnership
4. Summer Concert Series Beer Garden – Hazelbrook Inc./Brooks Bar and Riverside Community Services Foundation
5. Operation Splash – Kaiser Permanente
6. Starting Blocks – LA84 Foundation and Riverside Unified School District
7. Centennial Grant – American Red Cross
8. Movies In The Park – Riverside Downtown and Arlington Business Partnerships
9. Walk with Ease Senior Program – National Recreation and Parks Association
10. Nutrition Education Obesity Prevention (NEOP) – Community and Economic Development
11. Eastside HEAL Zone – Kaiser Permanente
12. Summer Food Program – California Department of Education Nutrition Services
13. Young Men's Conference – Bourns Technology Center and Riverside Community Health Foundation
14. Riverside Art Float – Riverside Art Museum and Riverside Unified School District
15. Music, Dance and Art Programs/Harmony Project – Riverside Arts Academy
16. Sailing Instruction - Riverside Community Sailing Program
17. Afterschool Program Tutoring and Staffing - University Eastside Community Collaborative
18. Installation of Disc Golf Course at Martha McLean – Yucaipa Disc Golf Club

Program Modifications and New Programs/Services

1. Aquatics - Increased recreation swim hours, swim lesson schedules, and Starting Blocks

swim program

2. Arts - Riverside Arts Academy: Friday Summer Arts Camp, Summer Concerts
3. School Aged Programming – Enhanced summer camp program structure, the addition of new camps, S.T.E.A.M Camp at Fairmount Park (Science, Technology, Engineering, Art, Math) and Teen Venture at the YOC
4. An increase in the number of contracted classes and instructors hired
5. Special Events – Teen Spring Night and Dance Dance Riverside at Summer Concerts, Enhancement (technology) to Young Men's Conference
6. Fairmount Golf Course - Adult golf clinics, youth golf programs, Range Loyalty Card, Wi-Fi connectivity, Foot Golf and Brews and Buckets

Customer Service Efficiencies

1. Park Master Plan project - community workshops and meetings
2. Happy or Not Customer Survey - 2,600 collected with an overall 89% positive results
3. Part-time Staff Recruitment and Interactive Group Interviews
4. Improved athletic field allocation process (1-on-1 meetings with 50+ user groups)
5. Modified and improved Department forms (ActiveNet receipts, Key Request, Facility Reservation Application, New Employee Orientation)

Facility Enhancements

1. Connectivity at Fairmount Golf Course
2. Arlington Pool and Boathouse deck renovation
3. Brown Room renovation & HVAC replacement
4. Bryant Park outdoor sports courts resurfacing and addition of Pickle Ball courts
5. HVAC replacement at Dales and Arlanza Centers
6. Parent Navel Orange Tree temporary cover
7. Villegas Community Center gym floor refinishing and addition of Pickle Ball courts
8. Sippy Woodhead Pool filter system
9. Installation of Disc Golf Course Martha McLean Anza Narrows Park

The Parks, Recreation and Community Services Department is proud of the services delivered to the residents of Riverside and will continue to provide safe and well-maintained parks for families to enjoy for years to come.

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.

FISCAL IMPACT:

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

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Approved by: Adolfo Cruz, Parks, Recreation and Community Services Director

Approved by: Rafael Guzman, Assistant City Manager

Attachment: PowerPoint Presentation