City Council Memorandum

City of Arts & Innovation

TO: **HONORABLE MAYOR AND CITY COUNCIL** **DATE: AUGUST 15, 2023**

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

SUBJECT: **JULY IS "PARK AND RECREATION" MONTH; "WHERE COMMUNITY GROWS" CAMPAIGN DEPARTMENT HIGHLIGHTS; AND RECOGNITION OF 2022 EMPLOYEES OF THE YEAR**

ISSUE:

Presentation of the programs and services of the Parks, Recreation and Community Services Department highlighting how "Parks Make Life Better" and the National Recreation and Parks Association July motto "Where Community Grows" video, and recognition of the 2022 Employees of the Year.

RECOMMENDATIONS:

That the City Council:

1. Receive a report on department highlights;

2. Receive a video presentation of the Parks, Recreation and Community Services Department "Where Community Grows" campaign; and,

3. Recognize the Parks, Recreation and Community Services Department's 2022 Employees of The Year.

BACKGROUND:

The National Recreation and Parks Association's (NRPA) "Where Community Grows" campaign celebrates the vital role park and recreation professionals play in bringing people together, providing essential services, and fostering the growth of their communities. During July, NRPA and the Parks, Recreation, and Community Services Department (PRCSD) challenge residents to explore all the ways our communities are stronger, more vibrant, and more resilient because of parks and recreation.

The PRCSD provides an array of programs and services to enhance the lives of the residents of Riverside and aligns with the NRPA's mission. Our dedicated staff prides themselves in 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 aged programs, summer food lunch program, and much more. The primary objective of PRCSD is to provide the community with resources, safe places to relax, adequately maintained facilities, 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:

To support the NRPA campaign and recognize the month of July as Park and Recreation month, PRCSD offers programming and events, such as the Summer Concerts In Park, 4th of July Fireworks Spectacular, Summer Splash, STAR and STEM Day Camps, swim lessons, senior trips and tours, youth sports, recreation swim, and community park pop up activities through the Rec-2-Go mobile.

According to NRPA's 2022 Engagement with Parks Report, people place a high value on the programs and services that park and recreation agencies deliver to their local communities every day and strongly support their mission. Facts state that:

1. 275 million people in the United States visited a local park or recreation facility at least once during the past year.

2. Nearly three in four U.S. residents have at least one local park, playground, open space, or recreation center within walking distance of their homes.

3. 84 percent of U.S. adults seek high-quality parks and recreation when choosing a place to live.

4. Nine in ten people agree that parks and recreation is an important service provided by their local government.

5. Nearly three in four adults agree that equity should be an extremely or very important goal for their local park and recreation agency.

The mission of PRCSD is to provide innovative recreational experiences and social enrichment opportunities to address the changing needs of people of all ages and cultures in a variety of safe and attractive parks, trails, landscapes, and facilities. The City of Riverside values and understands community needs and has already invested in these spaces. The award-winning Parks, Recreation and Community Services Department prudently maintains over 3,400, acres, 50 developed and natural parks with 14 community centers, 1 nature center and 7 swimming pools. The facilities offer an assortment of amenities for all ages and interests. The Department's Recreation Division provides high quality programming, events, and extended learning opportunities throughout the community. The Department's Parks Division performs tree planting, playground maintenance, gym floor refurbishments, parking lot resurfacing, and maintaining the quality of facilities. The Department also provides the Special Transportation Program which offers transportation services to senior and disabled residents within city limits.

The Department recognizes the efforts of committed Staff who produce quality programming and events and maintain quality park facilities. The Parks, Recreation and Community Services Department would like to recognize the 2022 PRCSD Employees of the Year, Rudy Palmerin,

and Park Supervisor, Ryan Gibson. Their passion and dedication to the Department and residents is appreciated.

The presentation video highlights the Department's "Where Community Grows" campaign and how it aligns with the City of Riverside's Diversity, Equity, and Inclusion initiatives.

STRATEGIC PLAN ALIGNMENT:

The "Where Community Grows" campaign contributes to **Strategic Priority 1 – Arts, Culture and Recreation**, and the following goals:

Goal 1.1 - Strengthen Riverside's portfolio of arts, culture, recreation, senior, and lifelong learning programs and amenities through expanded community partnerships, shared use opportunities, and fund development.

Goal 1.2 - Enhance equitable access to arts, culture and recreational service offerings and facilities.

Goal 1.3 - Improve parks, recreational amenities, open space, and trail development, and fulfill critical lifecycle and facility maintenance needs.

Goal 1.4 - Prioritize safety at parks, trails, arts, cultural and recreational facilities.

This action aligns with each of the Cross-Cutting Threads as follows:

1. **Community Trust** – Activities and programs offered through the PRCSD serve a variety of special interest, benefit the City's diverse populations, and result in greater public good.

2. **Equity** – The PRCSD activities support the City's racial, ethnic, religious, sexual orientation, identity, geographic, and other attributes of diversity and is committed to advancing the fairness of treatment, recognition of rights, and equitable distribution of services to ensure every member of the community has equal access to share the benefits of community progress.

3. **Fiscal Responsibility** – PRCSD continues to work with non-profit and community groups to offer low to no cost programs and activities. In addition, PRCSD continues to seek grants and sponsorships to offset the cost of city programming.

4. **Innovation** – The PRCSD staff continue to research and recommend new and innovative programming throughout all age groups.

5. **Sustainability & Resiliency** – PRCSD is committed to meeting the needs of the present without compromising the needs of the future and ensuring the City's capacity to persevere, adapt and grow during good and difficult times alike.

FISCAL IMPACT:

There is no fiscal impact to the General Fund associated with this report.

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Attachment: Presentation Video