

FY 2020 – 2022 PARKS AND RECREATION STRATEGIC PLAN



Prosperous Community

Parks and Recreation
Customer Centric Culture

Community Engagement

Park Openings and Anniversary Events

Commission for Accreditation of Park
and Recreation Agencies



Strong Economy

Signature and Destination Events

Public/Private Partnership
Developments

Programming Space Improvements

Financial Diversification



Exceptional Built Environment

Park Development

Capital Improvement Projects

Long Range Infrastructure Plan

Master Plans and Assessments

FY 2020 Goals



Prosperous Community

Goals:

Lead (L) Key Stakeholders (KS)

1. Customer Centric Culture

- **COMPLETED:** Implement streamlined Aquatics Registration Model by Summer Session 2020
- **COMPLETED:** Update Sports Field Reservations to include Desert Sky Park fields by Jan. 2, 2020 and distribute to Sports Coalition groups with requests by Aug. 30, 2020.
- **COMPLETED:** Create and report KPIs for Recreation Division for each quarter of FY2020.

L= Rocky and John
KS= Rene', Dan, Sean, Denise, Jennika, Sarah, Eva, all Recreation Coordinators

2. Employee Engagement

- **COMPLETED:** Hiring/Onboard Process recommendations created by Jan. 31, 2020 and improve Aquatics onboarding with the assistance of the People Department by June 1, 2020.
- **COMPLETED:** Properly classify Seasonal Staff vs Part Time Staff with the assistance of the People Department by June 30, 2020.
- **CONTINUED TO FY21:** Finalize the Park Ranger Training Manual
- **COMPLETED:** Implement a new Department Meeting Structure for higher efficiency and improved communication by Jan. 1, 2020.

L= John, Rocky, Marshall
KS= Rene', Dan, Sean, Denise, Jennika, Doug, Howard, Jody, Alex, all Recreation Coordinators and Field Supervisors

3. Community Engagement

- **COMPLETED:** Plan and host the Gilbert Regional Park Grand Opening on Sept. 21, 2019
- **COMPLETED:** Plan and host the Desert Sky Park Grand Opening on Nov. 6, 2019
- **COMPLETED:** Plan and host 20th Anniversary Celebration by Oct. 12, 2019
- **COMPLETED:** Plan and host re-opening celebration by Jan 11, 2020.

L= Admin Division
KS= Rene', Dan, Sean, Denise, Jennika, Doug, Howard, all Recreation Coordinators and Field Supervisors

4. Commission for Accreditation of Park and Recreation Agencies

- **COMPLETED:** Meet the required standards for initial CAPRA accreditation and host an accreditation visit
 - Create a department marketing plan.
 - Create a department strategic plan.
 - Create a Recreation Programming Plan covering 3-5 years and a current-year implementation plan.

L= Admin Division
KS=

FY 2020 Goals



Strong Economy

Goals:	Lead (L) Key Stakeholders (KS)
<p>1. Signature and Destination Event</p> <ul style="list-style-type: none"> POSTPONED: Event(s) developed and implemented by June 30, 2021. 	<p>L= Special Events KS= Sarah, Admin Team, Economic Development</p>
<p>2. Public/Private Partnership Developments</p> <ul style="list-style-type: none"> CARRIED INTO FY21: Strand @ Gilbert in Design Review and groundbreaking held by June 30, 2021 CARRIED INTF FY21 (On Track): Castle Golf in Design Review by Oct 31, 2020 DELAYED (Close October 28, 2020): Gilbert Regional Park 5 and 10 Acres RFP's facilitated and proposals reviewed by October 28, 2020. DELAYED: Cactus Yards Sponsorships RFP for soliciting partners for Cactus Yards and Park System sponsorships by June 30, 2020 COMPLETED: Gilbert School IGA updated by June 30, 2020. 	<p>L= Rocky, John KS= Robert, Marshall, Dan</p>
<p>3. Programming Space Improvements</p> <ul style="list-style-type: none"> COMPLETED: Community Center Fitness Room recommended changes reviewed and implemented by Dec. 2020. CARRIED INTO FY21: Aquatics Obstacle Course approved, procured and implemented by June 30, 2021 CARRIED INTO FY21: Riparian Preserve/Library Café researched and proposed by June 30, 2020. 	<p>L= John, Rocky KS= Sean, Rene', Jen, Steph, Char</p>
<p>4. Financial Diversification</p> <ul style="list-style-type: none"> COMPLETED: Implement Fee Updates for added park inventory by Dec. 31, 2019. COMPLETED: Work with the Gilbert Parks and Recreation Foundation on fundraising strategies. 	<p>L= Rocky KS= Robert, John,</p>

FY 2020 Goals



Exceptional Built Environment

Goals:

Lead (L)
Key Stakeholders (KS)

1. Park Development

- **COMPLETED:** Gilbert Regional Park Phase 1A Construction Complete and Phase 1B continuing.
- **COMPLETED:** Desert Sky Park Phase 1 Construction Complete
- **COMPLETED:** Parks Staff Assignments Developed and implemented due to new parks

L= Robert, Marshall, Sean
KS= Parks Division

2. Capital Improvement Projects

- **COMPLETED:** Freestone Flooring Project PR1280 Planned and complete by June 30, 2020.

L= CIP Staff
KS= Rene', John, Marshall,
Howard, Laura, JP, Shawn

3. Long Range Infrastructure Plan in progress throughout FY2020 including:

- **COMPLETED:** Asset Verification
- **WITH COUNCIL:** Capital Creation Strategies
- **CARRIED INTP FY21:** Public Safety Controls Upgrade
- **CARRIED INTP FY21:** Facility Management Transformation

L= Robert, Marshall
KS= Howard, Doug

4. Master Plans and Assessments updates in progress throughout FY2020 including:

- **COMPLETED:** Riparian Preserve Maintenance and Programming plans combined and approved by Parks Board by March 31, 2020.
- **CARRIED INTP FY21 (75% Complete):** Space Needs Assessment
- Shade and Streetscape Master Plan
- **COMPLETED:** ADA Transition Plan

L= Robert, John, Rocky,
Marshall, Sean
KS= Jennika, Sarah, Jen L,
Jennie R

FY 2021 Goals



Prosperous Community

Goals:

Lead (L) Key Stakeholders (KS)

1. Customer Centric Culture

- **COMPLETE:** Review current process for registration and reservations through the lens of a customer and implement new ActiveNet customer interface by June 30, 2021.
- **COMPLETE:** Implement new survey program for programs, rentals, tournaments and customer service. Staff will review and keep records of any efficiencies made due to the survey responses.
- **POSTPONED:** Research and create a budget package for customer service chat software for website by June 30, 2021.

L= John, Rocky, Sarah
KS= Jennika, Dan, Denise, Sean, Rec Coordinators, Eva

2. Employee Engagement

- **POSTPONED:** Establish Department Wide Training Curriculum/Onboarding Program by June 30, 2021.
- **COMPLETE:** Apply for a National Recreation and Park Association Gold Medal Award by June 30, 2021.
- **COMPLETE:** Establish a supervisory training program by June 30, 2021.
- **COMPLETE:** Research and implement data management protocols by June 30, 2021
- **COMPLETE:** Finalize the Park Ranger Training Manual by June 30, 2021.

L= Robert, John, Rocky, Marshall
KS= All staff

3. Diversity

- **COMPLETE:** Increase awareness of diversity in our department and programs by June 30, 2021.
- **IN PROGRESS:** Implement the \$400,000 Council Cares discount program and report back to Town Council by June 2021
- **COMPLETED:** Youth anti-bullying initiative implemented by June 30, 2021.

L= Admin Division
KS= All

4. Commission for Accreditation of Park and Recreation Agencies

- **COMPLETED VIRTUALLY:** Attend the NRPA Accreditation Hearing for confirmation in October 2020.

L= Jennika, Sarah
KS= All

FY 2021 Goals



Strong Economy

Goals:	Lead (L) Key Stakeholders (KS)
<p>1. Signature and Destination Event</p> <ul style="list-style-type: none"> COMPLETED: Create 4 new "physical distanced" event series by June 30, 2021. 	<p>L= Special Events KS= Sarah, Admin Team, Economic Development</p>
<p>2. Public/Private Partnership Developments.</p> <ul style="list-style-type: none"> POSTPONED: Update the lease and ownership of the Strand @ Gilbert in Design Review and groundbreaking held by June 30, 2021 COMPLETED: Castle Golf in Design Review by Oct 31, 2020 and update the lease by January 31, 2021 POSTPONED: Gilbert Regional Park 5- and 10-Acres RFP's facilitated, and proposals reviewed by Aug 30, 2021 COMPLETED: Maricopa County Library District contract renewed by June 30, 2021. 	<p>L= Rocky and John KS= Robert, Dan, Marshall</p>
<p>3. Programming Space Improvements</p> <ul style="list-style-type: none"> COMPLETED: Research the feasibility and space assessment of a Nature Center at the Southeast Regional Library and facilitate a conversation with Town Council on their vision of a center by June 30, 2021. COMPLETED: Riparian Preserve Yurt alternative funding sources sought out for the project by June 30, 2021. Program Gilbert Regional Park sport courts by September 2021 COMPLETED: Implement virtual Recreation programming options 	<p>L= John KS= Jen, Rec Coordinators, Marshall</p>
<p>4. Financial Diversification</p> <ul style="list-style-type: none"> COMPLETED: Gilbert Grand Slam Baseball Tournament coordinated and hosted by Nov. 2020. COMPLETED: Town Council approval of Gilbert Regional Park fees by May 2021. COMPLETED: Activate the Gilbert Parks and Recreation Foundation donation to the GAP program through ActiveNet. 	<p>L= John and Rocky KS= Dan, Denise, Misty</p>

FY 2021 Goals



Exceptional Built Environment

Goals:

Lead
(L) Key
Stakeholders (KS)

1. Park Development

- **COMPLETED:** Update the Gilbert Regional Park Master Plan and design including community feedback meetings by June 2021
- **COMPLETED:** Update the Desert Sky Park Master Plan and design including community feedback meetings by June 2021
- **COMPLETED:** Host Grand Opening events for the sports courts and the amphitheater/great lawn at Gilbert Regional Park.

L= Robert, Jennika
KS= All

2. Capital Improvement Projects

- Powerline Trail Phase 4 PR0620
- SanTan Vista Trail Phase 4 PR0970
- **COMPLETED:** Playground Replacement PR1030
- **CONTINUED:** Muni I Renovations MF0530
- **IN PROGRESS:** Water Tower Splash Pad Renovations
- **COMPLETED:** Irrigation Controllers PR1170

L= Marshall, Sean, CIP
KS= Parks/Facilities Division

3. Long Range Infrastructure Plan/Facility Management

- **COMPLETED:** Complete the Public Safety Controls Upgrade by June 2021
- **COMPLETED:** Being a Pilot Program for a CMMS system and being to implement the department's LRIP program by June 2021
- **COMPLETED:** Begin the Department's Facility Management Transformation and hold initial meeting with Town stakeholders by June 2021.

L= Marshall, Sean
KS= Parks Division

4. Master Plans and Assessments

- **COMPLETED:** Assist in completing the Town Space Needs Assessment by June 2021
- **COMPLETED:** Complete the Shade and Streetscape Master Plan by June 30, 2021
- **COMPLETED:** Participate in Transportation Master Plan with collaboration with other departments
- **COMPLETED:** Complete the Public Safety Training Facility Operations Plan

L= Robert, Sean
KS= Jennika, Parks Division

FY 2022 Goals



Prosperous Community

Goals:	Lead (L)	Key Stakeholders (KS)
1. Customer Centric Culture <ul style="list-style-type: none">COMPLETED: Conduct community survey and host focus group meetings on Recreation Programming Needs by Dec.31, 2021.POSTPONED: Conduct an adaptive recreation community survey and host focus group meetings by Dec. 31, 2021.COMPLETED: Update programming plan by June 30, 2022.POSTONED TO FY23: Conduct a market research analysis including community survey for other recreation providers by Dec. 31, 2021.POSTPONED: Implement customer service chat software for website with the assistance of IT by June 30, 2022.		L= John, Rocky KS= Dan, Sean, Denise, Rec. Coordinators, Sarah, Jennika, Eva
2. Employee Engagement <ul style="list-style-type: none">COMPLETED: Continue the Department Wide Training Curriculum with feedback from the initial implementation.		L= Robert, John, Rocky, Marshall KS= All staff
3. Community Engagement <ul style="list-style-type: none">COMPLETED: Schedule at least 6 meetings with community non-profits to deliver information about the department and collect community needs		L= KS=
4. Commission for Accreditation of Park and Recreation Agencies. <ul style="list-style-type: none">COMPLETED: Complete the annual report for FY2022 and complete 1 additional standard.		L= Jennika KS= All

FY 2022 Goals



Strong Economy

Goals:	Lead (L) Key Stakeholders (KS)
<p>1. Signature and Destination Event</p> <ul style="list-style-type: none"> COMPLETED: New Event(s) developed and implemented by June 30, 2022. 	<p>L= Special Events KS= Sarah, Admin Team, Economic Development</p>
<p>2. Public/Private Partnership Developments</p> <ul style="list-style-type: none"> IN PROGRESS: Strand @ Gilbert construction underway by June 30, 2022 POSTPONED: Castle Golf construction completed by June 30, 2022. IN PROGRESS: Gilbert Regional Park 5 and 10 Acres agreements finalized by June 30, 2022 IN PROGRESS: Cactus Yards Sponsorships RFP for soliciting partners for Cactus Yards and Park System sponsorships by June 30, 2022 IN PROGRESS: Cactus Yards 8 Acres RFP conducted for potential hotel at Cactus Yards by June 30, 2022. 	<p>L= Rocky and John KS= Robert, Dan, Marshall</p>
<p>3. Programming Space Improvements</p> <ul style="list-style-type: none"> IN PROGRESS: Aquatics Obstacle Course approved, procured and implemented by June 30, 2022 IN PROGRESS: Public Safety Training Facility Classroom investigated for possible classroom space for recreation programming by Sept 30, 2021 Implemented by September 30, 2022. POSTPONED: Riparian Preserve Yurt installed, contingent upon funding, by June 30, 2022. IN PROGRESS: McQueen Park courtyard implemented as a wedding location by June 30, 2022. 	<p>L= John KS= Rene', Jen, Marshall</p>
<p>4. Financial Diversification</p> <ul style="list-style-type: none"> IN PROGRESS: Potential Park Bond to Create funding strategies for future parks and recreation projects. 	<p>L= Admin Division KS= ALL</p>

FY 2022 Goals



Exceptional Built Environment

Goals:

Lead (L) Key
Stakeholders (KS)

1. Park Development

- **POSTPONED:** Complete 90% of the Gilbert Regional Park design
- **POSTPONED:** Complete 90% of the Desert Sky Park design

L= Robert, Marshall, Sean
KS= Parks Division

2. Capital Improvement Projects

- **IN PROGRESS:** Shade Structure at Playgrounds PR0290
- **IN PROGRESS:** Water Tower Plaza Upgrade PR1040

L= CIP, Marshall, Sean
KS= Parks Division

3. Long Range Infrastructure Plan

- **IN PROGRESS:** Playground Replacement PR1030
- **COMPLETED:** Irrigation Controllers PR1170
- **COMPLETED:** Performance Based Energy Savings Contract

L= Marshall, Sean
KS=

4. Master Plans and Assessments

- **MOVED TO FY23:** Update the Sports Field Needs Assessment

L= Admin Division
KS= All