

INFORMATION REPORT

To the Honorable Mayor and City Council
From the City Manager

July 21, 2008

SUBJECT

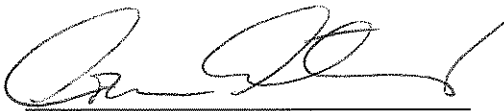
Parks, Recreation and Community Services Annual Department Presentation

BACKGROUND

The following material is provided as background for the upcoming Parks, Recreation and Community Services (PRCS) Department presentation to the City Council.

1. PRCS Organization Chart
2. Presentation Outline Handouts

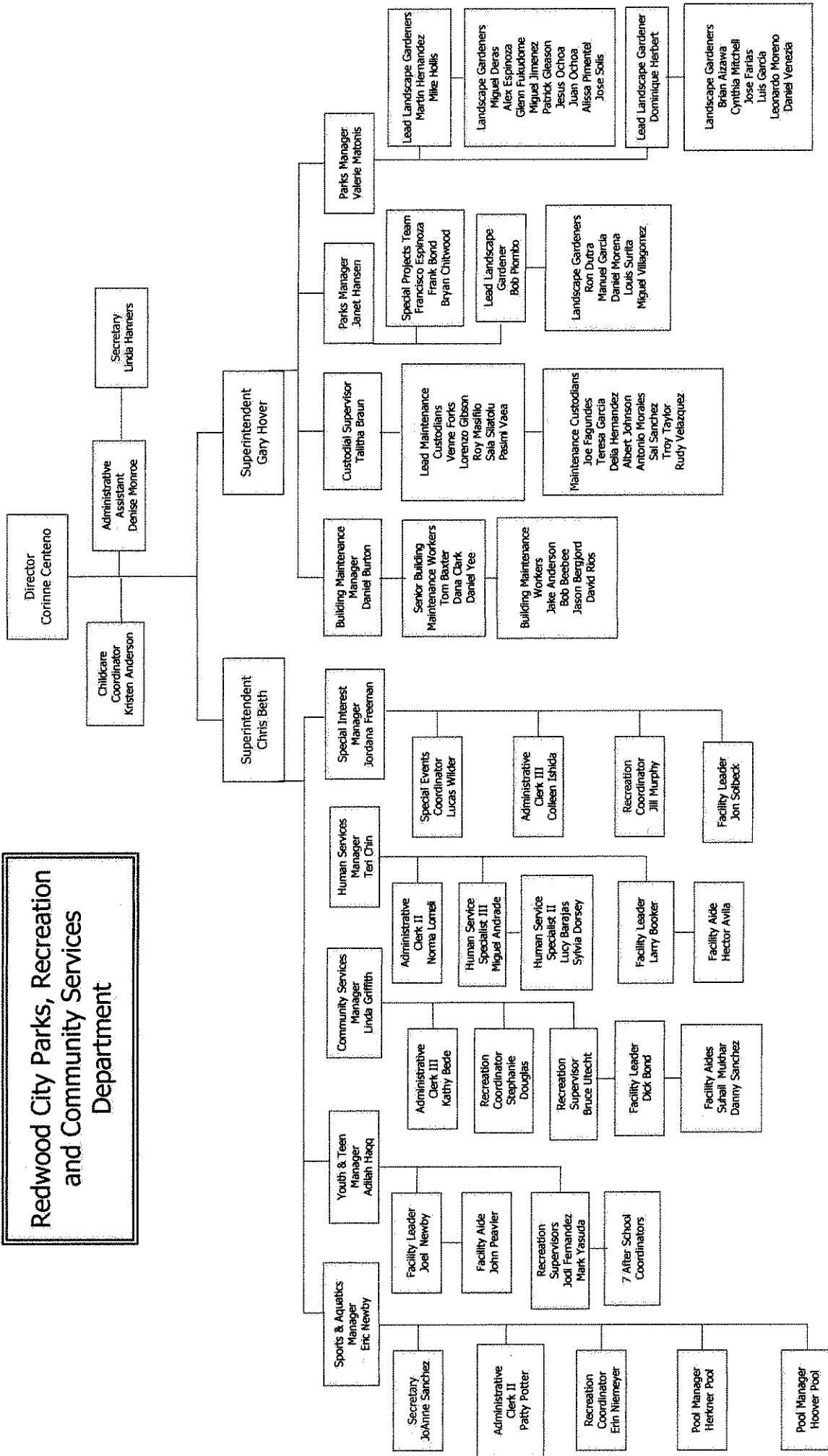
The PRCS Staff appreciates the opportunity to provide this presentation for City Council.



Corinne Centeno

Parks, Recreation & Community Services Director

Redwood City Parks, Recreation and Community Services Department

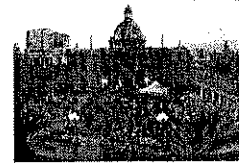


Parks, Recreation & Community Services Department

- City Council Priorities
- Department Organization
- Money Matters
- Looking to the Future



Economic Development Downtown Redevelopment



Economic Development Sports Tournaments



Juventus held its 1st Northern California Spring Showcase on March 7-9, 2008 in Redwood City

Central Coast Section Regional Girls Fast Pitch Softball Tournament May 14-17, 2008



Economic Development Real Estate

Real Estate Blog February 21, 2008

Stafford Park, located at the corner of Hopkins and King streets in Redwood City, is smack dab in the heart of the desirable Mount Carmel neighborhood. Consisting of 1.62 acres, this park has renovated within about the last ten years. It features a variety of play equipment for all ages, sand areas, picnic tables, room to toss a ball or Frisbee, and has a cool water feature that keeps kids cool in the summertime. . . .

Right now there are only 4 homes available for sale within 6 blocks of this park.



Public Safety Maintain/ensure public safety

After School Programs



Senior Crime Prevention Lecture Series

Teen Challenge Days



Friendly Visitor and Shopping Assistance



Transportation & Traffic Veterans Memorial Senior Center Shuttle



Transportation & Traffic Alternatives

NEW On Call Shuttle Service Kick-off

FREE Redwood City Community Shuttle starts June 3, 2008

The collage includes a photo of a shuttle bus, a map showing the service area, and a group of people gathered for a kick-off event. Text on the collage includes 'NEW On Call Shuttle Service Kick-off' and 'FREE Redwood City Community Shuttle starts June 3, 2008'.

Transportation & Traffic

Child Care in Transit Oriented Development

The collage features several images: a transit station, a building with a sign that says 'Child Care', and a group of people. The text 'Child Care in Transit Oriented Development' is prominently displayed.

Government Operations

New General Plan

Input Areas:

- Child Care
- Cultural Resources
- Human Services
- Parks
- Recreation

Government Operations

Environmental Concerns/Climate Protection

ASSOCIATION OF BAY AREA GOVERNMENTS

A JOINT PROJECT OF
Pacific Gas and Electric Company Association of Bay Area Governments

energy watch

SAN MATEO COUNTYWIDE Water Pollution Prevention Program
Clean Water. Healthy Community.

SMART IRRIGATION "Rain Master achieves 100% SWAT (Smart Water Application Technologies) Score for Protocol 7." Weather based (ET) Eagle controller

Government Operations

Readiness for Funding Opportunities

The block contains several logos: Science City, Healthy Communities (San Mateo County), Health Disparities Initiatives, Music in Park, and Sequoia Healthcare District.

Government Operations

Readiness for funding opportunities


The block features the Sequoia Healthcare District logo and a photograph of a park area with people walking and exercising.

Government Operations Technology/Efficiencies

PARKING RESERVATIONS

2008 Season: March 1 - October 31
Reservation processing began January 2, 2008

On-line Surveys



Would you like to see a revision to the City Code to state that there is no smoking allowed anywhere within all City Parks? Fill out our easy 1 question survey and let us know! **SURVEY**

Government Operations Create and Overarching Strategic Plan

MISSION
To build a great community together through people, parks and programs.

CORE VALUES

CREATIVITY <i>Freedom to imagine and the courage to act</i>	EXCELLENCE <i>Passion to deliver and a touch of humor!</i>	INTEGRITY <i>Do the right thing, not the easy thing</i>	SERVICE <i>We care and it makes a difference</i>
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VISION
We partner with the community to provide innovative and high value parks, facilities, programs and services that promote an engaged and healthy community.

COMMUNITY OUTCOMES

Community groups and organizations	Health and wellness	Environmental resource protection
Economic development	Human development	Community pride and belonging
Safety and security	Cultural identity	Recreation experiences

GOALS AND OBJECTIVES

MISSION PROGRAMS	RECREATION PROGRAMS	COMMUNITY SERVICES	STABILITY FACILITIES	ORGANIZATION
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Community Civic Support Civic Engagement


Stakeholder Involvement in Park Renovations


Community/Civic Support Public Awareness & Communications

Quarterly Activity Guide




Weekly Entertainment News & Monthly Rec E news



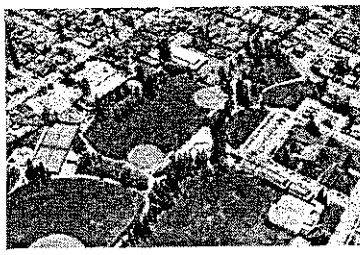


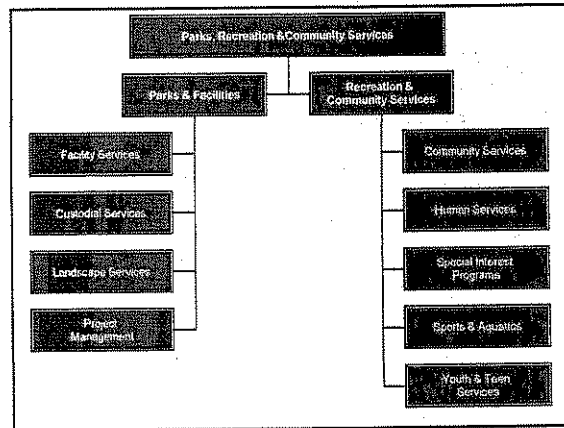
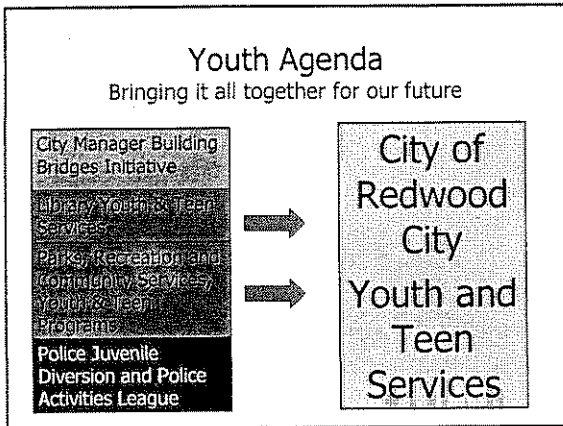
City Department Website



Community/Civic Support New Parks and Public Places

- 3 acre/1000 active parkland standard, 9/07
- Development Fee Ordinance effective 12/07
- Park Needs Assessment, 9/08



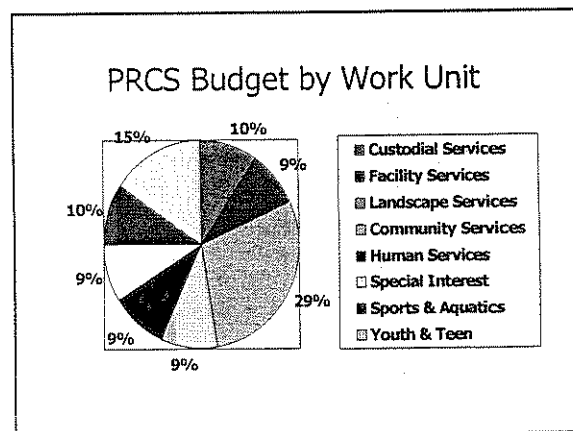
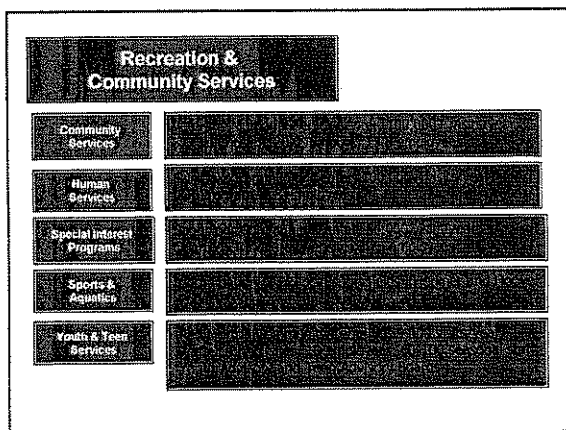


Boards, Committees and Commissions

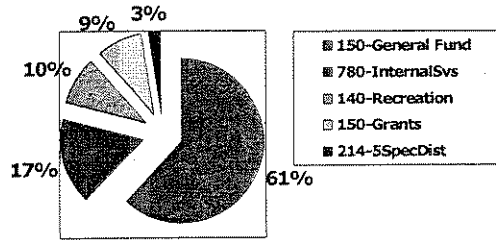
Civic Cultural Commission	Chris Beth, Staff Liaison
Housing and Human Concerns Committee	Teri Chin, Staff Liaison
Parks Recreation & Community Services Commission	Gary Hover, Staff Liaison
Senior Affairs Commission	Linda Griffith, Staff Liaison
Non-Council Appointed	
Teen Advisory Board	Mark Yasuda, Staff Liaison
Youth Advisory Board	Jodi Fernandez, Staff Liaison

Parks & Facilities

Facility Services	<ul style="list-style-type: none"> • 727,053 square feet of facilities and parks • 45.78 staff people • 2,841 work orders, 419/staff person/year
Custodial Services	<ul style="list-style-type: none"> • 312,000 square feet of buildings • 12.6 staff people • 5 community centers, 3 libraries, police facility
Landscape Services	<ul style="list-style-type: none"> • 188 park acres • 21 acres of plantings around City facilities • 29 acres of islands and medians • 30.4 staff people
Project Management	<ul style="list-style-type: none"> • 1 manager position assigned to implement capital improvement projects, improve coordination with Community Development Services



PRCS Budget by Funding Source



The Immediate Future



- Joint Study Session with the Civic Cultural Commission – Public Art
- Veterans Memorial Senior Center Scoping Study
- Park & Recreation Needs Assessment Study
- Hoover Park Renovation and Field Replacement