THE MISSION OF THE PARK DISTRICT IS TO ACQUIRE, PROTECT, DEVELOP, MANAGE, AND INTERPRET FOR THE INSPIRATION, USE, AND ENJOYMENT OF ALL PEOPLE, A WELL-BALANCED SYSTEM OF AREAS OF OUTSTANDING SCENIC, RECREATIONAL, AND HISTORIC IMPORTANCE.

4600 CRESTMORE ROAD
RIVERSIDE, CA 92509-6858
951.955.4305 FAX

2010-2011 WORK PLAN

+ Mission
+ Key Focus Areas
+ Values
+ Goals and Objectives
FISCAL YEAR 2010-2011
GOALS AND OBJECTIVES

For fiscal year 2010-2011, we have identified key initiatives in order to provide guidance to staff. There are five key strategic areas, with goals and objectives listed below them. Everything we do and all our decisions will be in alignment with these areas of focus.

KEY FOCUS AREA #1: PEOPLE

GOAL
ACKNOWLEDGE THAT A SUCCESSFUL FUTURE MUST BE BUILT UPON A COLLECTIVE FOCUS THAT Aligns AND CONNECTS PEOPLE, RESOURCES, SYSTEMS, PRIORITIES AND PLANS IN SUPPORT OF OUR MISSION, VALUES, AND GOALS.

OBJECTIVES
- RECOGNIZE AND REWARD ACHIEVEMENT
- ENSURE THAT ALL EMPLOYEES, VOLUNTEERS, AND CONTRACT PROVIDERS HAVE CLEAR EXPECTATIONS THAT ARE ALIGNED WITH THE AGENCY MISSION AND VALUES
- PROVIDE OPPORTUNITIES TO HARNESS HUMAN POTENTIAL THROUGH TAILORED DEVELOPMENT PLANS THAT EMBRACE EFFECTIVE GOAL-SETTING AND ONE-ON-ONE COACHING, REGULAR PERFORMANCE REVIEWS, FEEDBACK AND UTILIZATION OF COMPETENCY-BASED PERFORMANCE MEASUREMENTS
- EMBRACE AND CELEBRATE LEARNING AND GROWTH BY ALIGNING INDIVIDUALS AND TEAMS TO OUR MISSION
- EMPOWER STAFF BY ASKING FOR AND USING THEIR BEST IDEAS

KEY FOCUS AREA #2: THINKING AND ACTING STRATEGICALLY

GOAL
MANAGE PEOPLE, PARKS AND PROGRAMS BY OPERATING STRATEGICALLY. IMPROVE ASSETS AND PROGRAMS BY IDENTIFYING OPPORTUNITIES TO REPOSITION ENDEAVORS TO BE MISSION APPROPRIATE, SUSTAINABLE AND VALUE DRIVEN.

OBJECTIVES
- IDENTIFY AND ACT UPON OPPORTUNITIES TO STRENGTHEN OUR FINANCIAL FUTURE THROUGH DIVERSIFIED FUNDING AND STRATEGIC PARTNERSHIPS
- COMPLETE 5-YEAR STRATEGIC PLAN
- COMPLETE ALL CAPITAL PROJECTS ON TIME AND WITHIN BUDGET
- COMPLETE JURUPA VALLEY AQUATIC BUSINESS PLAN AND BUILD A SUSTAINABLE COST-NEUTRAL PROGRAM
- INITIATE INFRASTRUCTURE REVIEW AND COMPLETE A 5-YEAR CAPITAL BUDGET THAT INCLUDES PREVIOUS COMMITMENTS

KEY FOCUS AREA #3: YOUTH AND OUTDOORS

GOAL
MAKE CONNECTIONS WITH NATURE AND THE GREAT OUTDOORS. PROVIDE CHILDHOOD OPPORTUNITY TO EXPLORE WHILE IMPROVING SOCIAL SKILLS, HEALTH AND SELF-ESTEEM.

OBJECTIVES
- SUPPORT CHILDHOOD OBESITY PLATFORMS AND DEVELOP A CHILDHOOD OBESITY ACTION PLAN
- CREATE SYNERGY AMONG EXISTING PROGRAMS AND PLACES THAT PROMOTE OUTDOOR WELLNESS AND PROVIDE FRAMEWORKS FOR GREATER PARTICIPATION
- DEVELOP CURRICULUM BASED MEASUREMENT TOOLS THAT ILLUSTRATE AND PROMOTE THE TRANSFER OF KNOWLEDGE IN ENVIRONMENTAL AWARENESS AND STEWARDSHIP

KEY FOCUS AREA #4: PRESERVATION

GOAL
CONTINUE TO PROTECT OPEN SPACES, HISTORIC, AND ARCHAEOLOGICAL SITES THROUGH ACTIVE PATROL, MAINTENANCE AND RESTORATION. PRESERVE AND INTERPRET THE LEGACY OF RIVERSIDE COUNTY FOR PRESENT AND FUTURE GENERATIONS.

OBJECTIVES
- MANAGE URBAN HABITAT AND WILDLIFE RESOURCES FOR THEIR LONG-TERM VIABILITY AND SAFETY
- DESIGN AND MANAGE IMPROVEMENTS USING “GREEN TECHNOLOGY” TO REDUCE ENERGY USAGE AND SAFEGUARD THE ENVIRONMENT
- PROVIDE APPROPRIATE AND WIDE-RANGING RECREATIONAL ACCESS TO THE COUNTY’S OPEN SPACE LANDS
- ENHANCE VALUE THROUGH COOPERATIVE EFFORTS WITH OTHERS

KEY FOCUS AREA #5: ALIGNMENT, GROWTH AND FINANCIAL HEALTH

GOAL
TO MAINTAIN THE CURRENT STRONG FINANCIAL PERFORMANCE OF THE DISTRICT, WHILE ALLOCATING RESOURCES BASED ON ESTABLISHED GOALS. THE IMPLEMENTATION OF STRATEGIC PLANNING AND BUDGET GOALS WILL REQUIRE CONTINUAL EVALUATION OF PROGRAMMING AND OPERATIONS, WHILE ALSO SEEKING THE POTENTIAL FOR FUNDING FOR FUTURE INVESTMENT. REPORTING STRUCTURES MUST BE DEVELOPED TO EMBRACE PERFORMANCE AND OUTCOME CRITERIA BASED ON WIDELY USED COST RECOVERY MODELS SPECIFIC TO DISTRICT BUSINESS.

OBJECTIVES
- MAINTAIN OPERATING RESERVE AT 35% OF THE TOTAL OPERATING BUDGET
- MAINTAIN ADEQUATE CASH THROUGHOUT THE YEAR TO ENSURE TIMELY DISBURSEMENTS OF PAYMENTS TO VENDORS
- DEVELOP AN ECONOMICAL AND SUSTAINABLE MARKETING PLAN
- COMPLETE WEB PAGE UPGRADE WITH ENHANCED FEATURES THAT MEET CUSTOMERS’ NEEDS AND ENHANCE REVENUE POTENTIAL

Coming together is a beginning.
Keeping together is progress.
Working together is success.
~ Henry Ford
MISSION, VALUES, AND GOALS.

PRIORITIES AND PLANS IN SUPPORT OF OUR MISSION AND CONNECTS PEOPLE, RESOURCES, SYSTEMS, AND BUDGETS. ACKNOWLEDGE THAT A SUCCESSFUL FUTURE MUST DO THEIR BEST IDEAS.

EMPOWER STAFF BY ASKING FOR AND USING TO OUR MISSION GROWTH BY ALIGNING INDIVIDUALS AND TEAMS. EMBRACE AND CELEBRATE LEARNING AND PERFORMANCE MEASUREMENTS.

UTILIZATION OF COMPETENCY-BASED PERFORMANCE REVIEWS, FEEDBACK AND ONE-ON-ONE COACHING, REGULAR PLANS THAT EMBRACE EFFECTIVE GOAL-SETTING POTENTIAL THROUGH TAILORED DEVELOPMENT.

PROVIDE OPPORTUNITIES TO HARNESS HUMAN AGENT MISSION AND VALUES EXPECTATIONS THAT ARE ALIGNED WITH THE CONTRACT PROVIDERS HAVE CLEAR RECOGNIZE AND REWARD ACHIEVEMENT.

KEY FOCUS AREA #1: PEOPLE

OBJECTIVES

- REPOSITION ENDEAVORS TO BE MISSION PROGRAMS BY IDENTIFYING OPPORTUNITIES TO OPERATING STRATEGICALLY. IMPROVE ASSETS AND MANAGE PEOPLE, PARKS AND PROGRAMS BY COMPLETEING JURUPA VALLEY AQUATIC BUSINESS WITHIN BUDGET.
- COMPLETE ALL CAPITAL PROJECTS ON TIME AND COMPLETE 5-YEAR STRATEGIC PLAN.
- PARTNERSHIPS DIVERSIFIED FUNDING AND STRATEGIC STRENGTHEN OUR FINANCIAL FUTURE THROUGH IDENTIFY AND ACT UPON OPPORTUNITIES TO ACTING STRATEGICALLY.

KEY FOCUS AREA #2: PARKS

OBJECTIVES

- TRANSFER OF KNOWLEDGE IN ENVIRONMENTAL TOOLS THAT ILLUSTRATE AND PROMOTE THE BASED MEASUREMENT DEVELOP CURRICULUM GREATER PARTICIPATION WELNESS AND PROVIDE FRAMEWORKS FOR AND PLACES THAT PROMOTE OUTDOOR CREATE SYNERGY AMONG EXISTING PROGRAMS.
- DEVELOP A CHILDHOOD OBESITY ACTION PLAN SUPPORT CHILDHOOD OBESITY PLATFORMS AND OPPORTUNITY TO EXPLORE, LEARN, AND HAVE FUN OUTDOORS. PROVIDE CHILDREN WITH A GREAT MAKE CONNECTIONS WITH NATURE AND THE GREAT OUTDOORS.

KEY FOCUS AREA #3: YOUTH AND DOORS

OBJECTIVES

- MAKE APPROPRIATE, SUSTAINABLE AND VALUE DRIVEN.
- REPOSITION ENDEAVORS TO BE MISSION PROGRAMS BY IDENTIFYING OPPORTUNITIES TO OPERATING STRATEGICALLY. IMPROVE ASSETS AND MANAGE PEOPLE, PARKS AND PROGRAMS BY COMPLETE 5-YEAR STRATEGIC PLAN.
- PARTNERSHIPS DIVERSIFIED FUNDING AND STRATEGIC STRENGTHEN OUR FINANCIAL FUTURE THROUGH IDENTIFY AND ACT UPON OPPORTUNITIES TO ACTING STRATEGICALLY.

KEY FOCUS AREA #4: PRESERVATION

OBJECTIVES

- MANAGE URBAN HABITAT AND WILDLIFE RESOURCES FOR THEIR LONG-TERM VIABILITY AND SAFETY.
- DESIGN AND MANAGE IMPROVEMENTS USING “GREEN TECHNOLOGY” TO REDUCE ENERGY USAGE AND SAFEGUARD THE ENVIRONMENT.
- PROVIDE APPROPRIATE AND WIDE-RANGING RECREATIONAL ACCESS TO THE COUNTY’S OPEN-SPACE LANDS.
- ENHANCE VALUE THROUGH COOPERATIVE EFFORTS WITH OTHERS.

KEY FOCUS AREA #5: ALIGNMENT, GROWTH AND FISCAL HEALTH

GOAL

TO MAINTAIN THE CURRENT STRONG FINANCIAL PERFORMANCE OF THE DISTRICT, WHILE ALLOCATING RESOURCES BASED ON ESTABLISHED GOALS. THE IMPLEMENTATION OF STRATEGIC PLANNING AND BUDGET GOALS WILL REQUIRE CONTINUAL EVALUATION OF PROGRAMMING AND OPERATIONS, WHILE ALSO SEEKING THE POTENTIAL FOR FUNDING FOR FUTURE INVESTMENT. REPORTING STRUCTURES MUST BE DEVELOPED TO EMBRACE PERFORMANCE AND OUTCOME CRITERIA BASED ON WIDELY USED COST RECOVERY MODELS SPECIFIC TO DISTRICT BUSINESS.

OBJECTIVES

- MAINTAIN OPERATING RESERVE AT 35% OF THE TOTAL OPERATING BUDGET.
- MAINTAIN ADEQUATE CASH THROUGHOUT THE YEAR TO ENSURE TIMELY DISBURSEMENTS OF PAYMENTS TO VENDORS.
- DEVELOP AN ECONOMICAL AND SUSTAINABLE MARKETING PLAN.
- COMPLETE WEB-PAGE UPGRADE WITH ENHANCED FEATURES THAT MEET CUSTOMERS’ NEEDS AND ENHANCE REVENUE POTENTIAL.
THE MISSION OF THE PARK DISTRICT IS TO ACQUIRE, PROTECT, DEVELOP, MANAGE, AND INTERPRET FOR THE INSPIRATION, USE, AND ENJOYMENT OF ALL PEOPLE, A WELL-BALANCED SYSTEM OF AREAS OF OUTSTANDING SCENIC, RECREATIONAL, AND HISTORIC IMPORTANCE.

DISTRICT VALUES

Community Connection +
Customer Service +
Responsibility & Pride +
Education +
Integrity +
Health & Safety +
Teamwork +
Stewardship +

WWW.RIVERSIDECOUNTYPARKS.ORG + PHONE: 951.955.4310
4600 CRESTMORE ROAD
RIVERSIDE, CA 92509-6858
951.955.4305 FAX