



County of San Luis Obispo, California

PARKS & RECREATION COMMISSION

COUNTY PARKS AND RECREATION COMMISSION AGENDA ITEM TRANSMITTAL

TO: Parks and Recreation Commission

FROM: Parks and Recreation / Nick Franco/805-781-5204

SUBJECT: Introduction of Draft Strategic Plan for review and comment

DATE: Wednesday, September 16, 2015

Recommendations: It is recommended that the Commission receive, review and provide feedback on the Department's Draft Strategic Plan.

Discussion: The Commission identified a number of goals in your 2014 Report. These goals included enhancing the marketing efforts, completing a needs assessment, completing existing projects and improving partnerships and community relations. In addition, over the past decade, your Commission recommended that a Department of Parks and Recreation be established and that recommendation was realized this year.

The Department has been evaluating a process to prioritize and develop work plans, define sufficient funding and define sufficient staffing to achieve these goals. The County General Plan sets broad long range goals for the County. The Parks and Recreation Element established the mission, vision and values for the Department and defines policies and long range goals for the Department. To focus the Department's actions to achieve these goals, we need to establish a Strategic Plan. From this plan, we can then develop annual work schedules to define what we intend to accomplish, how it will be measured and then allocate sufficient resources to accomplish those goals.

Fundamentally, the Department wants to develop a culture of excellence. We feel that the best way to measure whether we've achieved that is to become an accredited park and recreation agency. Accreditation is a two to five year process that is reviewed and accepted by the Commission on Accreditation of Park and Recreation Agencies (CAPRA) sponsored by the National Recreation and Park Association (NRPA).

The Department began exploring what will be necessary to achieve accreditation. Director Nick Franco attended the Director's School sponsored by NRPA and North Carolina State University. Department Managers attended the NRPA National Conference and earned Career Education Units at the accreditation classes in order to establish work teams to begin development of the self-assessment.

The Strategic Plan will be the foundation document that sets a broad three to five year outline defining where we want to be in five years and how we will measure our progress. The Department is in the process of receiving internal comments about what should be in our Strategic Plan. We are bringing this to the Commission for your input on the plan. The plan will be brought back to your Commission in October.

Attachments: Draft Strategic Plan

