

**PARKS AND COMMUNITY SERVICES**  
**FUND NO. 024**  
**ACCOUNT NOS. 1201 -1236**

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***DESCRIPTION***

The primary mission or “business” of the Parks and Community Services Department is to:

- ❖ **Strengthen community image and sense of place:** Parks, recreation facilities, programs, and community events are key factors in strengthening community image and creating sense of place.
- ❖ **Protect environmental resources:** By acquiring, managing and restoring valuable resources such as open space, streams, trees, greenways, and other habitat areas, natural resources are protected and habitat required for the survival of diverse species is preserved.
- ❖ **Foster human development:** Parks and recreation services foster social, intellectual, physical, and emotional development of children, youth, and adults.
- ❖ **Strengthen safety and security:** Parks and Community Services staff provides safe environments for recreation, design programs, and services specifically to reduce criminal activity.
- ❖ **Support economic development:** Recreation programs and facilities attract and retain businesses and residents, as well as tourists. Parks and recreation provides jobs and generates income for the community and for local businesses. Park maintenance staff maintains parks and community facilities to protect public investments.
- ❖ **Provide recreation experiences:** Through programmed and self-facilitated recreations, a variety of benefits to individuals is achieved. Recreational experiences also are important as an end in themselves for personal enjoyment.
- ❖ **Increase cultural unity:** Parks and recreation increases cultural unity through experiences that promote cultural understanding and celebrate our growing diversity.
- ❖ **Promote health and wellness:** Participation in recreation improves physical and emotional health.
- ❖ **Facilitate community problem-solving:** Parks and Community Services staff has skills in facilitation and leadership that can be applied to resolve community problems and issues.
- ❖ **The Code Enforcement program provides healthy, safe, and vibrant neighborhoods, as well as community level services.**

## **PARKS AND COMMUNITY SERVICES**

Special emphasis will continue to focus on serving youth. Priorities for fiscal 2005-2006 include: Developing, new technology, and marketing plan, acquiring community park land in South Merced, expanding code enforcement staffing, and expanding youth programming.

Support for Park And Open Space Master Planning, and advisory responsibility to the Recreation and Parks Commission, is provided by the Development Services Department. The Parks and Community Services Department staff, along with the Public Works Department, supports the Recreation and Parks Commission.

### ***MISSION***

The mission of the Parks and Community Services Department is to plan, facilitate, promote, maintain, and develop activities and facilities that will enhance the quality of life in Merced.

### ***GOALS***

- ❖ To purchase and install a computerized registration program for the recreation division.
- ❖ Implementation of computer software with a networking solution that enables Code Enforcement Specialists to process cases on site. Case citations and cost recovery data will be completed prior to leaving the case location. Collections will be automated for revenue and cost recovery.
- ❖ To acquire additional public park land in South Merced.
- ❖ To implement a marketing plan for Parks and Community Services.
- ❖ To increase staffing levels in the Code Enforcement Division.
- ❖ To increase the level of youth activities through sponsorships from the Friends of the City of Merced Parks and Community Services, Inc.
- ❖ To continue coordination and cooperation with the Merced City School District and Merced Union High School District.
- ❖ To monitor and provide updates of management, programs and usage of the McCombs Youth Center.
- ❖ To expand public parks, open space and recreational opportunities for residents in South and Southeast Merced.

### ***OBJECTIVES***

### ***PERFORMANCE***

### ***MEASUREMENTS/INDICATORS***

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| 1. Provide a new Parks and Recreation Management System with online capabilities.             | Select, purchase, and install a new interactive on-line recreation registration program by June 30, 2006. |
| 2. Provide a replacement of current City Code program with new software for Code Enforcement. | Select, purchase, and install a new software program for Code Enforcement by December 30, 2005.           |

## **PARKS AND COMMUNITY SERVICES**

### **OBJECTIVES** (continued)

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| 3. Acquire 38.9 acres of park land in South Merced for new community park.   | Obtain City Council approval for appropriation and purchase of 38.9 acres of public parkland by December 31, 2005.  |
| 4. Develop and implement a new marketing plan including: tri-fold brochures for specific program areas, standard press releases, improved counter customer service, answering telephone calls, distribution points of information, and responding to emails. | Each division will have tri-fold information brochures by July 31, 2005. All divisions will submit press releases in approved format, effective July 1, 2005. Customers will be greeted/acknowledged within 30 seconds of entering lobby area. Staff will answer the phone by the third ring. Each tri-fold brochure will be delivered to target audiences. Staff will respond to all "City Employee" emails within 24 hours. |
| 5. Increase staffing level in Code Enforcement Division by adding one Code Enforcement Specialist and one Clerk Typist position.   | Gain City Manager and City Council approval to increase Code Enforcement Staff level by June 30, 2006.  |
| 6. Provide special youth camps, special events youth trips and tours.  | Obtain sponsorships from the "Friends of Parks and Community Services" to fund special trips, tours, holiday camps, sports camps and events by June 30, 2006.   |
| 7. Continue coordination and cooperation with the Merced City School District, Merced Union High School District and seek new joint use agreement with the Weaver School District.   | Re-open and operate all Merced City School youth program sites (Fremont Charter School, Family Services Center, Muir Sheehy, Tenaya) by August 22, 2006. Seek new opportunities to expand public park programming with the Weaver School District by June 30, 2006.   |
| 8. Provide regular Youth Center reports to the Recreation and Parks Commission and City Council.   | Schedule the Director of the Boys And Girls Club to present quarterly updates on the programs and operations of the McCombs Youth Center at the regular meetings of the Recreation and Parks Commission.  |

## **PARKS AND COMMUNITY SERVICES**

## **OBJECTIVES (continued)**

9. Zoo - Maintain and Upgrade Zoo Facilities to satisfy all U.S.D.A., D.F.G. Health and Department of Interior Requirements. Continue the ongoing preventative facility maintenance program to ensure compliance mandated by animal regulatory agencies. Increase veterinary management protocol and standards.
10. Facilities - Provide increased service and safety at public events in parks, zoo, and rental facilities. Provide improved maintenance of all buildings. Improve service level at Merced Senior Center with emphasis on rentals and senior activities. Provide increased level of part-time supervision.
11. Develop policies to protect park facility users and adjacent homeowners. Establish a parks sound ordinance by June 30, 2005. Establish bounce house policy by December 31, 2005. Update facility rental form by December 31, 2005.
12. Youth Division - Establish new partnerships that foster neighborhood-based activities and special events. Plan, supervise, and direct a Mobile Recreation Program serving all neighborhoods in Merced.
13. Youth Division - Develop and implement on-going activities and special events increasing community involvement and sense of place. July Is the Park and Recreation Month Event, City-wide Open House Program, City Picnic, Cinco de Mayo, and various neighborhood block parties.
14. Youth Division - Establish new program for at-risk teenage youth. Research, plan, implement, and evaluate various programs and activities addressing at-risk behavior.
15. Sports Division - Provide youth sports programs that promote sportsmanship, teamwork, and skill development. Provide seasonal sports reports on each league or sports camp identifying client satisfaction with follow-up questionnaires.
16. Sports Division - Provide adult Sports programs that give participants a recreational outlet in an organized setting. Provide seasonal sport reports on each league or sports camp identifying client satisfaction as determined by follow-up questionnaires.

17. Sports Division - Provide a quality aquatics program that has clean, safe, and efficient facilities with emphasis on a youth swim lesson program that fosters community water safety.

Provide capital projects at Ada Givens and Stephen Leonard Park phasing out existing small play pool with new zero-base water playgrounds by June 30, 2007.

### ***2005-2006 BUDGET HIGHLIGHTS***

In the past year, the Parks and Community Services Department was successful in collecting contributions from the Merced City School District totaling \$90,000 in support of the City's After School Youth Program. The Parks and Open Space Master Plan was completed. A site master plan was also completed for Fahrens Park including a proposed elementary school. The Friends of Merced City Parks and Community Services, Inc. 501(c) (3) Foundation was established.

It is important to continue to direct the use of limited resources to the highest priority activities. A goal in the next year will be to maximize the important partnering relationships with organizations, such as the schools, and the Department of Health and Human Services, in order to provide the best public services possible at the lowest reasonable cost.