



County of Monterey

Board of Supervisors
Chambers
168 W. Alisal St., 1st Floor
Salinas, CA 93901

Legislation Details (With Board Report)

File #: 17-0217 **Name:** Parks Strategic Plan
Type: General Agenda Item **Status:** Agenda Ready
File created: 2/27/2017 **In control:** Parks Commission
On agenda: 3/6/2017 **Final action:**
Title: a. Receive an update on implementation of the Parks Strategic Plan;
b. Provide direction to staff

Sponsors:

Indexes:

Code sections:

Attachments: 1. Strategic Plan, April 2015

Date	Ver.	Action By	Action	Result
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- a. Receive an update on implementation of the Parks Strategic Plan;
- b. Provide direction to staff

RECOMMENDATION:

It is recommended that the Parks Committee:

- a. Receive an update on implementation of the Parks Strategic Plan;
- b. Provide direction to staff

DISCUSSION:

In 2015, the Board of Supervisors accepted a Strategic Plan for County Parks. The Strategic Plan is a guideline with six guiding principles. The ultimate goal is to implement the Strategic Plan in a manner that improves quality and sustainability of County Parks:

- San Lorenzo
- Toro
- Royal Oaks
- Manzanita
- Jack's Peak
- Laguna Seca
- Lake Nacimiento
- Lake San Antonio

The strategy for Jack's Peak, Laguna Seca and the Lakes is different in that the county is seeking agreements for managing those lands. As such, RMA does not intend to develop Master Plans for those Parks.

Implementation includes six goals (Strategic Plan pages 24-25):

1. Financial Sustainability
2. Park Assets and Infrastructure
3. Partnerships
4. Marketing
5. Operational and Staff Effectiveness

6. Individual Park Master Plans

Goal 2 is critical in order to establish baseline information for each park. Some information is not readily available (e.g. infrastructure plans/maps) so we have to develop that as a first step. Goals 1, 3, 4, and 5 are viewed as part of the Master Plan for each park (Goal 6).

RMA established six teams, one team for each of the 6 Goals. Teams consist of staff at all levels as well as volunteers and stakeholders. The first Park is San Lorenzo. A key stakeholder for this park is King City. Staff has reached out to work on developing a partnership with the City since San Lorenzo Park serves that community. This will establish a template to use for other parks.

RMA will be holding an all day retreat for all of the teams to share information and strategies. The retreat is designed to accomplish the following:

- Each Team presents their work so far, including updates, challenges and next steps.
- Between team presentations, we will conduct break out group time for some think tank time and re-grouping for each team.
- Discuss “next steps”.

Staff will continue to report on our progress with these Master Plans.

Prepared by: Carl P. Holm, AICP, RMA Director

Attachments:

Strategic Plan, April 2015