



County of Monterey

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

Board Report

File #: 17-0274, Version: 1

Receive an update on implementation of the Parks Strategic Plan.

RECOMMENDATION:

It is recommended that the Board of Supervisors receive an update on implementation of the Parks Strategic Plan.

SUMMARY:

Former Chair Parker had requested staff provide an update on implementation of the Strategic Plan for County Parks. 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 Master Plan is for San Lorenzo Park. This will establish a template to use for other parks. Once we establish a baseline, we will begin to identify and engage stakeholders (e.g. volunteers).

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).

OTHER AGENCY INVOLVEMENT:

A key stakeholder for San Lorenzo Park is King City. Staff has reached out to work on developing a partnership with the City since San Lorenzo Park serves that community.

Staff presented this matter to the Parks Commission (March 2 - verbal report) and Board of Supervisors Parks Committee (March 6). Staff will continue to report on our progress with these Master Plans.

FINANCE:

Development of the Master Plans is being done by staff with the support of interns. No outside consultant work is required at this time.

STRATEGIC INITIATIVES:

- X Economic Development
- X Administration
- X Health and Human Services
- X Infrastructure
- Public Safety

Establishing Master Plans for County Parks provide an opportunity for partnerships and marketing where we can expand and promote equitable opportunities for residents to make healthy choices. The process will identify opportunities for continuous improvement of daily processes, and expand efforts for equitable distribution of programs and services.

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Attachments:

Strategic Plan, April 2015