

Meeting Date: 09/06/18

Report Type: Discussion



**Youth, Parks, &
Community Enrichment
Report**

915 I Street, 3rd Floor
www.CityofSacramento.org

Title: Strategic Plan Update

Location: Citywide

Recommendation: Adopt a motion to support the City Council's approval of the Strategic Plan for the Department of Youth, Parks, & Community Enrichment

Contact: Sonja Jarvis, Support Services Manager, (916) 808-8824, Youth, Parks, & Community Enrichment

Presenter: Shannon Brown, Interim Director, (916) 808-6076, Youth, Parks, & Community Enrichment

Department: Youth, Parks, & Community Enrichment

Division: Fiscal and Management Services

Dept ID: 19001011

Attachments:

01 Description/Analysis

Submitted By: Sonja Jarvis, Support Services Manager

Approved By: Shannon Brown, Interim Director

Signature:

A handwritten signature in black ink that reads "Shannon Brown".

Attachment 01 – Description/Analysis

Issue: On September 9, 2016, the City contracted with MIG, Inc. to facilitate the development of a Strategic Plan for the Department of Youth, Parks, & Community Enrichment (YPCE). In the Winter of 2016, YPCE began to seek input from community leaders, stakeholders, partners, YPCE Executive Team, and staff to develop a comprehensive strategic plan to outline the future of parks, recreation, and youth services in Sacramento.

Over the course of two years, the YPCE Executive Team developed and refined a strategic planning framework. The YPCE efforts were supported by City leaders, partners, stakeholders, and Department staff who participated in an online questionnaire, stakeholder interviews and an interactive workshop. This diverse group of participants identified opportunities, challenges, and priorities for the Strategic Plan to address.

The Strategic Plan identifies key actions needed to take to enhance our parks, recreation facilities, programs, events and services, along with a timeline in which to initiate these tasks and performance measures to gauge our success in making a positive difference in our community and identifies our new vision, mission, and goals for the future, and describes a new approach to the way we do business: **Diverse, Dynamic, Together**.

Core Values

- **Inclusiveness and Equity** – everyone in the City is value equally, and must be given equal treatment, voice, and opportunity
- **Innovation** – always pursuing new and interesting approaches in what we do
- **Collaboration** – working together, both internally and with the community
- **Stewardship** – taking care of our parkland resources with an eye to the future
- **Excellence** – Making sure we do the right things right
- **Safety** – always taking care to ensure the physical and emotional safety of our community
- **Customer Service** – providing quality services in all we do
- **Enjoyment & Fun** – bring enjoyment and fun to the services that we provide

Vision

“Our beautiful parks and enriching programs create a thriving community with healthy, strong, and cohesive neighborhoods.”

Mission

“Together we empower our youth, strengthen neighborhoods and provide life-enriching programs for a beautiful livable community.”

Goals

Goals, Strategic Directions and Strategies sets forth twenty strategic directions in five goal areas that will help us prioritize our services for the next five years.

- Create and help navigate critical **pathways for youth development**, safety and health
- Provide **quality parkland and recreation facilities**
- Promote **lifelong recreation and learning**
- Foster **community livability and strong neighborhoods**

- Ensure **success through** administrative, operational and organizational **excellence**

Objective and Performance Measures

Objective and Performance Measures clearly states our work objectives and what we will accomplish by implementing this plan. It also identifies the data that we can collect to measure our performance and success.

Moving forward the Department will implement the Strategic Plan by:

- Organizing staff for implementation
- Align the Department's annual budget with the Strategic Plan
- Coordinate and collaborate with other entities both inside and outside of City staff
- Create work plans detailing how and when steps will be taken
- Track the data to identify how effective our actions were
- Review progress quarterly to analyze results

Policy Considerations: The YPCE Strategic Plan is consistent with the Department's priorities to invest in our community and youth.

Economic Impacts: Not Applicable

Environmental Considerations: Not Applicable

Sustainability: Not Applicable

Commission/Committee Action: None

Rationale for Recommendation: Not Applicable

Financial Considerations: Not Applicable

Local Business Enterprise (LBE): Not Applicable