


# *Culver* CITY

## Parks, Recreation & Community Services

- ❖ Work Plan Updates
- ❖ New Work Plans
- ❖ Grant Updates



Parks  
Make  
Life  
Better!

.....  
*Culver* CITY  
Parks Recreation and Community Services

# FY 2021-2022 Updates

## Strategic Plan Initiatives

### *A) Ensure Long-Term Financial Stability*

Objective: Diversify Marketing Plan to Reach a Wider Audience

#### **New QR Codes & Evaluation Forms**

- Created special event and program surveys to capture patron feedback
- Continue developing relationships with other businesses and organizations to learn successful marketing strategies





# FY 2021-2022

## UPDATES

- **Develop Non-Traditional Programming**
  - Offered virtual programming for all ages
  - Virtual Egg-stravaganza Spring 2022
  - Mother's Day Tea Event May 2022
- **Special Emphasis on Seniors**
  - Offered virtual concerts and seminars for seniors
  - Offered drive-in events such as Car Bingo

***PARKS, RECREATION & COMMUNITY SERVICES***





# FY 2021-2022 UPDATES

- **Expand Youth Programs**
  - Developing new art classes
  - Monthly youth appreciation events upcoming
- **Expand Teen Resources for Mental Health**
  - Communicating with Insight Treatment, a non-profit focused on teen and youth mental health
- **Expand Safety Trainings**
  - Added Water Safety Instructor Trainer
  - Hosted a rotation of monthly trainings

***PARKS, RECREATION & COMMUNITY SERVICES***





# FY 2021-2022 UPDATES

- **Infield Maintenance**

- Field renovations at three ball fields in Culver City Park
  - *Repairing and Replacing Fencing*
  - *Leveling Fields*
  - *Re-engineering Sprinkler Heads*
  - *Adding Soil and Sod*

- **SB-1383 Compliance**

- Must use 3,100 tons of organic material
- Working with Public Works/ Environmental Programs and Operations to identify areas to distribute organic material

***PARKS, RECREATION & COMMUNITY SERVICES***





# FY 2022-2023

## Strategic Plan Initiatives

### *A) Maintain an Effective Workforce*

Objective: Provide staff with tools needed to be successful and effective on the job

#### **Steps towards Effective Workforce**

- Require Mandatory trainings
- Collect patron feedback on staff, programs, and facilities
- Evaluate, Reposition, and develop succession planning
- Implement formal and informal evaluations of staff

***PARKS, RECREATION & COMMUNITY SERVICES***



# FY 2022-2023

## WORK PLANS

- Request funding for Parks and Recreation Facilities Master Plan
- Continue Park Regulations Update
- Continue Park Field Allocation Practices
- Collaborate on CityRide (Senior Mobility) Services with Transportation
- Develop Community Outreach, Marketing, and Recruitment plan
- Create more community engagement through volunteerism

***PARKS, RECREATION & COMMUNITY SERVICES***





# FY 2022-2023

## WORK PLANS

- Model Water Efficient Landscape Ordinance
  - *Continue upgrading citywide irrigation system to ensure compliance*
  - *Partner with Public Works and Planning to ensure annual report completion*
  - *Work with IT and Calsense to upgrade Calsense Central Controllers*
- Organic Waste Recycling Requirement
  - *Continue to partner with Public Works and Environmental Programs and Operations to comply with ordinance*
  - *Create a priority list of viable projects*



# Entitlement Grants

## FOR CIPs

- **Prop 68 General Per Capita Program**
  - One-Time Allocation = \$202,505
  - Matching 419 Funds = \$50,627
  - Extensive Community Outreach Done
  - Lindberg Park Project Application Submitted
  - Under Review by OGALS
- **Measure A Park Investment Program (PIP)**
  - Average Annual Allocation = \$158,204
  - Four-Year Balance = \$632,814
  - Community Outreach Required
  - May Accumulate Funds for Up to 5 Years
  - Application Expected in FY 2023-2024







# Entitlement Grants

## FOR OPERATIONS

- **Measure A Maintenance & Servicing (M&S)**
  - Annual Allocation = @ \$38,000
  - Current Balance = \$204,000 to be used for
    - Senior Center A/V Repair
      - 2022 = \$3,150 (to be requested)
    - Earmarked for Senior Center Janitorial
      - 2021 = \$10,755 (in process)
      - 2022 = \$86,678 (to be requested)
      - 2023 = \$89,131 (upcoming)
- **CDBG Operating Grant**
  - FY 2021-2022 Staff Salary to Oversee Disability Services Programs = \$44,000

***PARKS, RECREATION & COMMUNITY SERVICES***



