



CITY OF DAVIS
**parks &
community
services**

STRATEGIC ROADMAP

2025



Quarter 3

1.1
Engage in regular community outreach to inform departmental decision making

1.1.a Create formal outreach opportunities or shared events with other regional agencies Woodland, West Sacramento, California Parks & Recreation Society (CPRS) Section 2.

1.1.b Create monthly Department memo/emails to promote program information throughout community and internally.

1.1.c Participate in community outreach events such as Farmers Market and City co-sponsored events on a monthly basis.

1.1.d Reconnect with the Enterprise and other local media outlets to publish our events and stories.

1.1.e Conduct in person and online outreach sessions before every playground renovation.

1.1.f Create "Third Spaces" public areas within the parks to encourage casual social interaction and community building.

FIVE (5) OUTREACH & PARTNERSHIP

- July:** (a) Outreach with Girl Scouts of California to explore potential partnerships in after-school STEM programming; (b) Participation in Davis Summer Bingo in collaboration with National Recreation and Park Association (NRPA)
- July & September:** Meetings with Greater Sacramento Softball Association (GSSA) to support adult softball regional coordination
- September:** (a) Participation in the California Parks & Recreation Society (CPRS) Equipment Expo; and (b) Collaboration with Special Olympics Bowling through a community bowling event

THREE (3) PROGRAM PROMOTION AVENUES

- Distribution of the Director's Report
- Publication of the Senior Center Scene newsletter
- Release of the Mailchimp Community newsletter

FOUR (4) COMMUNITY OUTREACH EVENTS

- July:** Fourth of July Booth at Community Park
- August:** *Pencils and Popsicles* Back-to-School youth event at Community Park
- September:** (a) Davis Chamber of Commerce *Family Fun Fest* at Sandy Motley Park; (b) Fall program promotion at the Saturday Davis Farmers Market at Central Park

TEN (10) PROMOTIONS & OUTREACH PLATFORMS

- July:** (a) Press releases for Natalie's Corner Splash Pad and Community Park Skate Park; (b) Natsoulas Gallery Collaboration with Parks and Community Services programs; and (c) PM-Zone After-School youth program
- August:** (a) Natalie's Corner Splash Pad ribbon cutting; (b) Press releases for the *Boo Bash* Parent-Child Dance; and (c) Davis Children's Nutcracker
- September:** (a) Press releases for Fall Trekkers outdoor camps (b) Teen Leadership Program; (c) Davis Children's Nutcracker; and (d) *Campamento Alegre* summer youth camp

ONE (1) COMMUNITY OUTREACH EVENT

- August:** Willowgrove Park playground development discussion conducted at the Recreation and Park Commission (RPC) meeting

ONE (1) COMMUNITY PLACEMAKING

- July:** Teen social event *Pizza and Paint* at G Street to bring local teens together for creativity and connection



1.2
Identify and address barriers to accessibility

1.2.a Create flyers and publications in Mandarin, Russian, and Spanish.

1.2.b Develop a multilingual website translation feature and ensure all online registration portals accommodate diverse language needs (e.g., RecTrac supports multiple languages).

1.2.c Include ADA assessments in all comprehensive playground inspections.

1.2.d Promote "pour in place" surfacing in all newly renovated playgrounds.

1.2.e Explore the feasibility of expanding programs by working with public partners, including Davis Joint Unified School District and local organizations, to identify shared-use opportunities to optimize scheduling (e.g., lap swim, youth basketball, soccer).

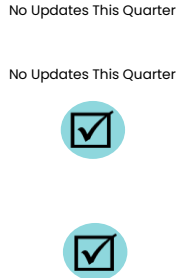
TWO (2) PUBLICATIONS IN SPANISH

- August:** Spanish-language flyers promoting (a) *Campamento Alegre* youth summer camp; and (b) Davis Joint Unified School District (DJUSD) student interest registration scholarship for the Davis Children's Nutcracker

September: Identified as a need at Recreation and Parks Commission (RPC) meeting for Willowgrove Park playground

FIVE (5) PARTNERSHIP OPPORTUNITIES

- July:** Community-focused summer pool party in partnership with Mutual Housing at Manor Pool
- August:** Parent Education forum in collaboration with Team Davis
- September:** (a) Youth summer camp *Campamento Alegre* partnership with Mutual Housing; (b) Collaboration with Yolo County Library to support Spring English as a Second Language (ESL) program; and (c) Partnership with the UC Davis College Corps Program



<p>1.3</p> <p>Develop strategic partnerships and trust among/within community groups</p>	1.3.a	Identify committees to strengthen partnerships by establishing working groups focused on key community needs (e.g., accessibility, youth engagement, senior services).
	1.3.b	Form stronger networks with municipal agencies by organizing quarterly inter-agency roundtable meetings to align goals and share resources.
	1.3.c	Improve agreements with Davis Joint Unified School District to increase shared-use facilities and collaborate on programming.
	1.3.d	Establish agreements with faith-based organizations of non-profits for summer relief sites.

TWO (2) PARTNERSHIP OPPORTUNITIES

- July:** Collaboration with Faith Based and Yolo County for the youth summer camp *Campamento Alegre*
- August:** Volunteer Opportunities at the City Senior Center



- August-September:** Monthly meetings with Parks leadership from Yolo County to share resources and information



- July:** The City and Davis Joint Unified School District (DJUSD) mutually dissolved the agreement for use of district tennis courts



No Updates This Quarter

<p>1.4</p> <p>Improve awareness of programs, services, and amenities "To Tell Our Story"</p>	1.4.a	Identify and engage at least two new strategic partners annually, including local businesses, nonprofit organizations, educational institutions, and cultural groups, to expand programming opportunities and co-host community events.
	1.4.b	Improve website for user benefit; re-design to look like comparable communities.
	1.4.c	Promote recognition and appreciation to community members or agencies for their support by including a thank you section in the Rec Guide.

SIX (6) PARTNERSHIPS OPPORTUNITIES

- July:** (a) Partnered with Woodstock's Pizza and Baskin-Robbins to host *Pizza and Paint on G Street*, a youth-focused community engagement event; (b) Collaborated with Yolo County Library to offer *Splash Splash Storytime*, a youth aquatics literacy program; and (c) Partnered with Natsoulas Gallery to showcase watercolor artwork created by local youth, seniors, and Team Davis participants, highlighting community artistic expression
- September:** (a) Partnered with UC Davis College Corps to support youth engagement and service-learning opportunities; (b) Collaborated with Davis Food Co-Op to offer teen cooking classes focused on nutrition and life skills; and (c) Worked with Friends of West Pond to support fundraising efforts for the installation of a storage shed serving the West Pond garden space



No Updates This Quarter

ONE (1) RECOGNITION

- Thank-you acknowledgement in the RecGuide to volunteers, service groups, and community organizations in the Winter/Fall RecGuide edition



2.1
 Ensure resources (physical/capital and budget/staffing) are continually monitored to determine appropriate allocation

2.1.a Update cost recovery forms and formulas.

2.1.b Consolidate element objects in budget to increase efficiency.

2.1.c Conduct routine inspections of park assets to increase longevity; develop inspection schedule, and any related report(s).

- **August:** Issued a Request for Proposals (RFP) for a Parks and Recreation **Fee Study** and **Cost Recovery Analysis**
 - **September:** Awarded the Fee Study and Cost Recovery Analysis contracts to Matrix Consulting Group
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- Consolidation of Parks and Community Services element objects for FY 25/26 to increase Efficiency
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- **July:** Developed a standardized parks maintenance management checklists to support consistent operations and long-term asset care
 - **September:** Convened a meeting with Parks Leads to review maintenance needs and align priorities across park sites



2.2
 Review current agreements to ensure benefit to City; guarantee future contracts are practical and sustainable

2.2.a Identify all current agreements and track agreement term, as appropriate.

2.2.b Develop a formalized maintenance engagement framework by scheduling biannual meetings with partner organizations, municipal agencies, and community stakeholders to review maintenance priorities, funding needs, and shared responsibilities.

2.2.c Explore new private/public use models to offset maintenance obligations.

- FIVE (5) EXECUTED AGREEMENTS**
- **Civic Pool Pump Replacement:** Contract Awarded -Project Completed
 - **Parks and Recreation Services Fee Study:** Contract Awarded -In Progress (Pending Completion)
 - **Cost Recovery Analysis:** Contract Awarded - In Progress (Pending Completion)
 - **Tree Davis Memorial Grove License for Community Outreach Memorandum of Understanding (MOU):** Contract Awarded -Multi-Year Program
 - **Yolo County Probation Alternative Sentencing (ASP) Work Program:** Contract Awarded - Ongoing Program



No Updates This Quarter

- **September:** The Department partnered with Friends of West Pond, a community volunteer group, to support fundraising efforts for a storage shed serving the West Pond garden space along the greenbelt. This collaboration leverages community stewardship to improve on-site maintenance capacity by providing secure storage for tools and supplies, helping offset ongoing maintenance needs



2.3
 Maximize revenue streams through realistic cost recovery, fees, partnerships and innovative programs

2.3.a Pursue comprehensive fee study update.

2.3.b Update Standard Operation Procedure (SOP) for donation and grants.

2.3.c Identify funding opportunities and new areas for funding.

2.3.d Identify applicable internal service charges for uses of RecTrac/Facilities.

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No Updates This Quarter

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GOAL 3 (continued)
SUSTAINABILITY & RESILIENCY

QUARTER 3

JULY

AUGUST

SEPTEMBER

Milestones & Progress STATUS

3.3 Continues

3.3.c Dedicate a social media position to promote and monitor online feedback.

INSTAGRAM

ENGAGEMENT HIGHLIGHTS

- Instagram engagement increased across views, interactions, and followers during this reporting period, with the majority of engagement coming from local and regional audiences
- Top-performing content included summer program highlights, staff and management recognition, and timely service updates related to facility operations, water park closures, and community events



3.3.d Explore increased recreation vs. competitive opportunities, particularly basketball, sports, and recreation opportunities for teens and older adults.

ONE (1) RECREATIONAL SPORTS OPPORTUNITY

Girls' Basketball Clinic



3.4

Enhance climate resilience by transitioning to sustainable, water-efficient landscapes that reduce maintenance needs, conserve resources, and support native biodiversity

3.4.a Conduct site assessments to identify high-water-use areas suitable for conversion to drought-tolerant landscapes.

- August:** Department reviewed a turf conversion proposal for Arneson Park in collaboration with Tree Davis, focusing on water saving and long-term maintenance efficiency
- September:** The Davis Senior Center identified opportunities to collaborate with Rotary landscape volunteers and UC Davis staff to support drought-tolerant plant selection and sustainable landscape planning



3.4.b Develop a phased implementation plan for transitioning landscapes over multiple years; use these new plans for any revitalization projects, including playgrounds.

No Updates This Quarter

3.4.c Research and select native and drought-resistant plant species suited to the local climate and soil conditions.

- UC Davis Arboretum provided all-star list of drought-tolerant plantings for City review










3.4.d Remove non-native, high-water-use turf and replace it with native grasses, ground cover, or permeable hardscaping; continue work with Tree Davis for turf conversion programs.

No Updates This Quarter

3.4.e Develop public outreach programs to educate residents on the benefits of drought-tolerant landscaping.

No Updates This Quarter

<p>4.1</p> <p>Investigate and deploy technology that helps us “work smarter not harder,” use technology as a force multiplier</p>	<p>4.1.a Integrate parks assets and facilities into Lucity.</p>	<ul style="list-style-type: none"> September: Conducted internal meetings to develop an implementation plan for integrating Parks & Community Services assets into Lucity, the City’s asset management system platform September: Aquatics facilities and assets were successfully added to the Lucity system, establishing the foundation for expanded asset tracking and maintenance management 				
	<p>4.1.b Integrate RecTrac to the City’s financial system.</p>	<ul style="list-style-type: none"> July: Discussions on interfacing RecTrac with Naviline were deferred by the Finance Department; item to be revisited following implementation of the new financial system 				
	<p>4.1.c Identify a system to integrate temporary part-time aquatics staff to city systems (e.g., Digi Aquatics/When to Work).</p>	<p>ONE (1) SCHEDULING PLATFORM</p>	<ul style="list-style-type: none"> September: Aquatics selected DigiAquatics as its staff scheduling and workforce management platform, improving coordination, and shift coverage for temporary part-time employees 			
	<p>4.1.d Improve NeoGov performance and onboarding efficiencies for tracking new hires.</p>		<ul style="list-style-type: none"> Establish quarterly or biannual coordination meetings with Human Resources (HR) to review NeoGov workflows, onboarding timelines, and staffing schedules to improve tracking and onboarding efficiency 			
	<p>4.1.e Conduct a pilot program for autonomous electric lawn maintenance equipment (“robotic mower”) to test efficiency in high-traffic parks and open spaces.</p>					<p>No Updates This Quarter</p>
	<p>4.1.f Identify services or add-ons to existing technology platforms that can be automated, such as facility rentals or widgets on our existing websites, with an associated implementation timeline.</p>		<p>ONE (1) NEW PAYMENT PLATFORM</p>	<ul style="list-style-type: none"> September: Implemented new module within PayTrac to support inventory control and enable Tap-to-Pay functionality at snack bar locations, improving transaction efficiency and point-of-sale operations 		
	<p>4.1.g Collect annual metrics for park use through the use of a bike counter or on-foot data.</p>			<ul style="list-style-type: none"> Discussed with vendor to count visits to parks based on cell phone data 		
	<p>4.1.h Investigate the possibility of WiFi at certain park locations (e.g., Arroyo and Manor Pools).</p>					<p>No Updates This Quarter</p>
<p>4.2</p> <p>Ensure operational continuity and staff proficiency by cross-training employees, implementing knowledge-sharing systems, and developing structured redundancy plans to minimize disruptions and optimize service delivery</p>	<p>4.2.a Develop and maintain a live, regularly updated redundancy matrix that outlines which employees are cross-trained in essential tasks and can step in when needed. Ensure the redundancy list is easily accessible to managers and team leads via a shared internal platform (e.g., intranet, project management software).</p>					<p>No Updates This Quarter</p>
	<p>4.2.b Create “Redundancy Readiness Guides” for key positions, outlining step-by-step workflows, critical contacts, and system access instructions.</p>		<ul style="list-style-type: none"> July-August: A centralized operational training manual for staff use of the City’s registration database (RecTrac) was created to support cross-training and operational redundancy for Registration front-counter services at the Senior Center. The manual consolidates Redundancy Readiness Guides and step-by-step RecTrac system procedures to ensure continuity of customer service and uninterrupted access to programs during staffing shortages, absences, or periods workload surges 			
	<p>4.2.c Implement annual job shadowing rotations where at least one employee spends one week learning the essential functions of a different role (rotational, volunteer or based on need).</p>					<p>No Updates This Quarter</p>
	<p>4.2.d Implement a “Test the Backup” drill at least twice a year where backup personnel perform key responsibilities in simulated real-world scenarios to evaluate proficiency.</p>					<p>No Updates This Quarter</p>
	<p>4.2.e Assess organizational weak points by identifying single points of failure in staffing, technology, or service areas.</p>					<p>No Updates This Quarter</p>

		JULY	AUGUST	SEPTEMBER	Milestones & Progress STATUS
5.1 Empower members of the organization to challenge industry norms and find creative problem solutions that drive progress	5.1.a	Identify networking and brainstorming professional partners.	ONE (1) PARTNERSHIPS OPPORTUNITY <ul style="list-style-type: none"> September: Partnered with UC Davis College Corps to launch a yearlong fellowship program supporting innovation, capacity-building, and community-focused projects 		<input checked="" type="checkbox"/>
	5.1.b	Present information on trends to the Department on a regular basis.	<ul style="list-style-type: none"> September: Program Coordinators presented Summer Program trends, participation highlights, and key observations to the Recreation and Parks Commission (RPC) to inform Commission discussion and future planning 		<input checked="" type="checkbox"/>
	5.1.c	Launch a quarterly "innovation & trends report" compiling insights on trends, information from conferences, research and staff experiences to keep staff informed of cutting edge industry development; include any micro-regional updates from the newly established quarterly regional meetings.			No Updates This Quarter
	5.1.d	Gauge interest, then implement if indicated, a rotating "lunch and learn" series where staff can present case studies, trends, or pilot projects they've encountered that may apply to operations.			No Updates This Quarter
5.2 Foster a safe environment where collaboration, honesty and bold ideas are valued	5.2.a	Partner team members on projects or programs to build redundancy and offer support.	<ul style="list-style-type: none"> September: Parks Manager and Parks Supervisor worked with new Park Maintenance Workers on the batting cage netting installation, providing hands-on training in proper netting securing techniques to support future replacements 		<input checked="" type="checkbox"/>
	5.2.b	Develop a "Lessons Learned & Fail Forward" program, where employees and teams share both successes and failures to normalize risk-taking, learning, and innovation; Loop into existing quarterly meetings.	<ul style="list-style-type: none"> September: Incorporated a Summer Program Wrap-Up discussion into the Community Services quarterly meeting, highlighting lessons learned, operational insights, and opportunities for continuous improvements 		<input checked="" type="checkbox"/>
5.3 Support professional development through mentorship, coaching, training and identification of emerging leaders	5.3.a	Identify and engage high-potential employees for leadership development programs tailored to diverse talent pools; use the annual evaluation as one primary diagnostic tool by which these employees are identified.	<ul style="list-style-type: none"> August: Supervisor Academy launched as a multi-month leadership development program to build supervisory skills and support succession planning, with sessions continuing through the fall 		<input checked="" type="checkbox"/>
	5.3.c	Create rotational assignments to provide emerging leaders with cross-functional experience and exposure to senior leadership.			No Updates This Quarter