

LONG BEACH PARKS

Sustainable City Commission
December 4, 2019



LONG BEACH PARKS

- Overview of Long Beach Parks
- Park Statistics
- Park Budget
- Challenges & Opportunities
- Department Strategic Plan Update
- Questions

LONG BEACH PARKS



LONG BEACH PARKS FACTS AT A GLANCE

- 170 Parks
- 29,000 trees
- 80 Playgrounds
- 27 Community Centers
- 10 dog parks
- 9 skate parks
- 3 pools, 9 lakes
- 55 sport courts
- 67 athletic fields
- 6 miles of beaches
- 2 historic Ranchos
- 510,658 Senior Center Visits
- 245,876 Aquatic Visits
- 319,514 Sports Participants
- 742,308 Youth & Teen Visits
- 37,074 Class Enrollments
- 580,246 El Dorado Regional Park Visits
- 23,733 El Dorado Nature Center Visits
- 155,152 Special Events
- 3,300 Boat Slips
- 28,000 Animal Care calls for service
- 6,500 work order/Go Long Beach app requests
- 4,000 tons of trash and debris removed
- Largest municipally operated marina system in the nation
- 5 course golf system

LONG BEACH PARKS FACTS AT A GLANCE

- 3,100+ parkland within the City's 52 square miles are development for recreation which is approximately 10% of the City's land use
- Four-time recipient of the National Parks & Recreation Society's "Gold Medal" award for outstanding management practices and programs
- Long Beach rated 18 of the top 100 park systems in the U.S. by Trust for Public Lands 2019 ParkScore Index
- 2019 SCAG Award for Outstanding Achievement in Sustainability for the Willow Springs Park Wetlands Restoration Project
- 2018 APA Public Outreach Award for the Uptown Open Space Vision Plan & Urban Design Award for Gumbiner Park

LONG BEACH PARKS SYSTEM

10 Year History

- 118 new landscape acres added
- 6.8 acres of street island acres
- 22,631 facility square feet added
- 15,000 trees dead, diseased or dying
- 45% of water needed to irrigate park/median system
- Staff reduced by 7.42 FTEs and net budget decrease of \$320K
- \$113M need for park irrigation system renovation and
- \$20M annual maintenance shortfall

LONG BEACH PARKS BUDGET

FY19 All Funds Impact

- \$58,048,907

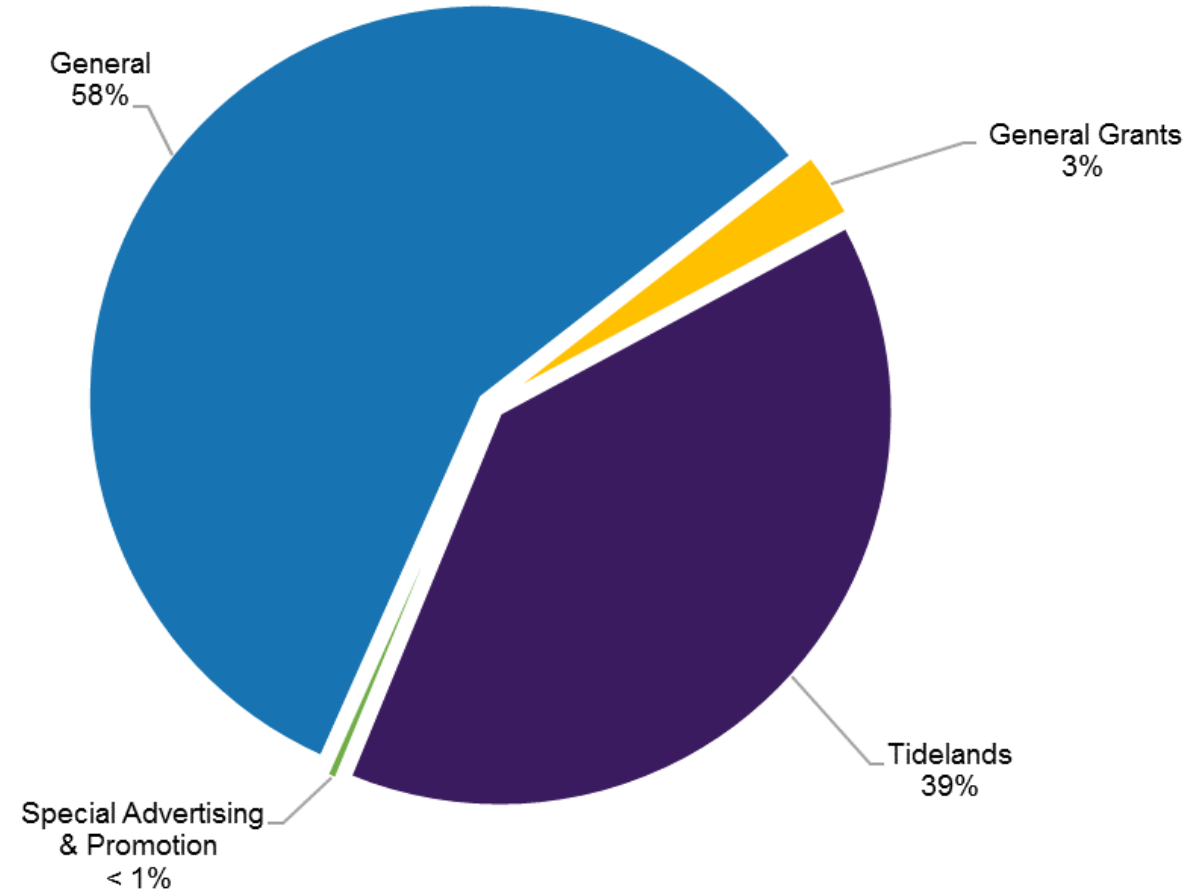
FY19 Total Revenue

- \$38,602,044

Total Employees

- 440 FTEs
- 1100 Team members

FY 19 Expenditures by Fund



CHALLENGES & OPPORTUNITIES

Challenges

- Maintaining the safe and healthy landscape and urban forest with a limited irrigation water budget and continuing drought conditions
- Maintaining the condition of aging park facilities with limited deferred maintenance resources and the continuing non-tradition use, excessive vandalism and overuse of sites
- Managing community expectations to program facilities beyond the current funded model and activate passive use parks with City-provided programming
- Developing new parkland with grant funds to serve park poor communities to achieve the goal of 8 acres of parks per 1,000 residents
- Growing the positive outcomes for Animal Care Services with limited space and resources

CHALLENGES & OPPORTUNITIES

Opportunities

- Expand grant, partnership, fundraising, rebate and volunteer opportunities to maximize the contributions available for programs and projects
- Installing an automated centralized irrigation system to increase efficient water use in parks
- Developing and implementing new park projects to enhance the park system funded by County Measure A and State Park Bond grant funds
- Conducting a cost recovery fee study to maximize resources for programs and services
- Updating the Department Strategic Plan (last updated in 2003) and updating the Open Space Element (last updated in 2002)

STEPS FOR THE PARKS STRATEGIC PLAN

Winter 2019 – Winter 2020

Winter 2021

Annually

Annually



Step 1:
Prepare



Step 2:
Assess Current
Situation



Step 3: Develop
Strategies &
Compose Plan



Step 4:
Implement



Step 5: Measure
Progress



Step 6: Update
Annually

Community
Engagement

Approval from
Council/
Commissions

Community
Engagement

Community
Engagement

STEP 1: PREPARATION



- Develop detailed budget and identify collateral materials
- Design campaign for brand recognition
- Develop Parks Strategic Plan website
- Identify internal Parks Staff Advisory Committee for recommendations and internal champions
- Collect and review previous Department surveys
- Develop internal/external communications plans
- Identify consultant that will develop Strategic Plan Report



WEBSITE & COMMUNITY SURVEY



English:
<https://www.surveymonkey.com/r/ParksMakeLB>



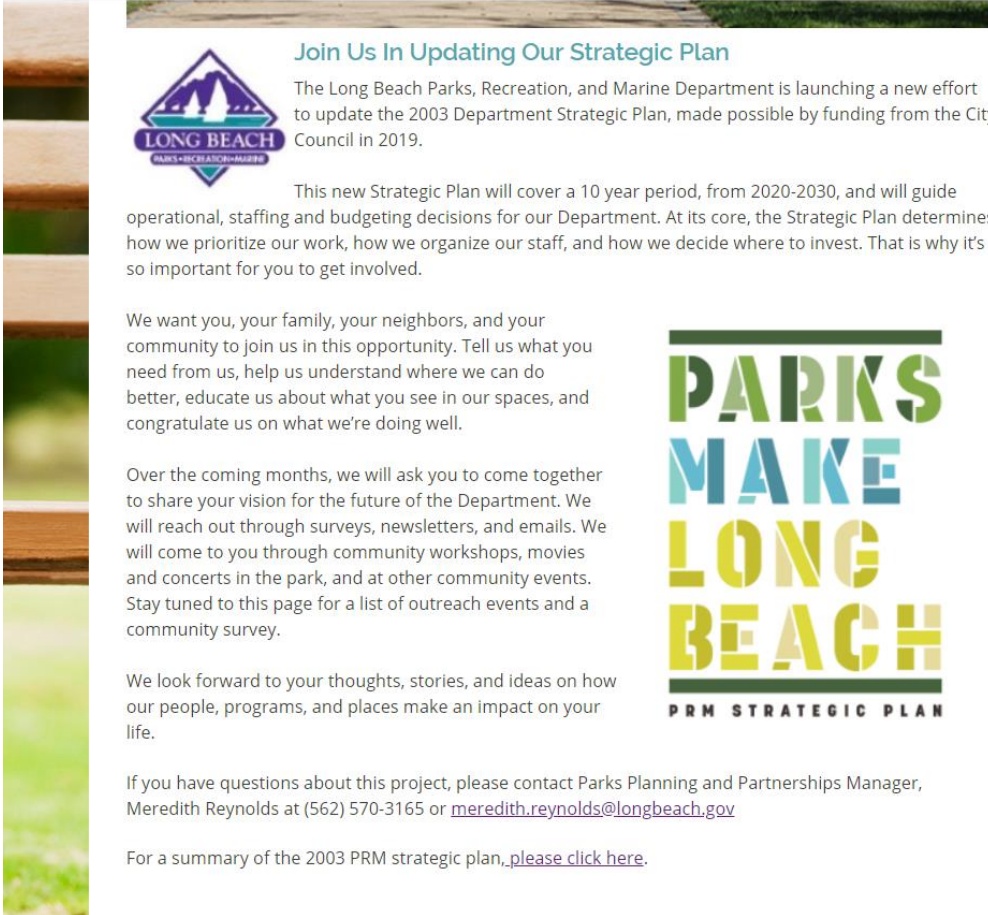
Spanish:
https://es.surveymonkey.com/r/ParksMakeLB_Span



Tagalog:
https://www.surveymonkey.com/r/ParksMakeLB_Tag



Khmer:
https://www.surveymonkey.com/r/ParksMakeLB_Khm





Join Us In Updating Our Strategic Plan

The Long Beach Parks, Recreation, and Marine Department is launching a new effort to update the 2003 Department Strategic Plan, made possible by funding from the City Council in 2019.

This new Strategic Plan will cover a 10 year period, from 2020-2030, and will guide operational, staffing and budgeting decisions for our Department. At its core, the Strategic Plan determines how we prioritize our work, how we organize our staff, and how we decide where to invest. That is why it's so important for you to get involved.


We want you, your family, your neighbors, and your community to join us in this opportunity. Tell us what you need from us, help us understand where we can do better, educate us about what you see in our spaces, and congratulate us on what we're doing well.

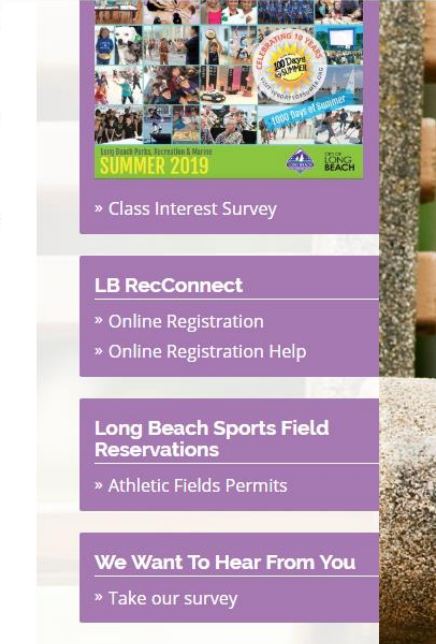
Over the coming months, we will ask you to come together to share your vision for the future of the Department. We will reach out through surveys, newsletters, and emails. We will come to you through community workshops, movies and concerts in the park, and at other community events. Stay tuned to this page for a list of outreach events and a community survey.


We look forward to your thoughts, stories, and ideas on how our people, programs, and places make an impact on your life.

If you have questions about this project, please contact Parks Planning and Partnerships Manager, Meredith Reynolds at (562) 570-3165 or meredith.reynolds@longbeach.gov

For a summary of the 2003 PRM strategic plan, [please click here](#).







Class Interest Survey

» [Class Interest Survey](#)

LB RecConnect


» [Online Registration](#)
» [Online Registration Help](#)

Long Beach Sports Field Reservations

» [Athletic Fields Permits](#)

We Want To Hear From You

» [Take our survey](#)



PARKS MAKE LONG BEACH

Join Us In Updating Our Strategic Plan
[TINYURL.COM/PARKSMAKELONGBEACH](https://tinyurl.com/parksmakelongbeach)

COMMUNITY ENGAGEMENT STATIONS

- Engagement stations at each community center to ask questions about vision/goals or park priorities
- Colorful, matching brand, hashtag for photo op
- Pop up engagement events at parks in each Council District to ask questions about strategic plan vision/goals or park priorities



Orizaba Park!



Coolidge Park!



Silverado Park!



Stearns Park!



El Dorado Park!



PRM Admin!



Chavez Park!

STEP 2: ASSESS CURRENT SITUATION



Internal

- SWOT Analysis with Staff
- Staff Survey
- City management stakeholder meetings

External

- Community Survey
- Community Workshops
- Commissioner Meetings
- City Council Meetings

Research

- Previous Survey Data
- Demographic Analysis
- Quantification of Parks Impact
- Program Review & Analysis
- Review of Partnerships
- Review of Fees & Charges
- Facility Inventory Analysis
- Benchmark Analysis
- Other City Plans (Mobility, Older Adults, Youth, Animal Care, etc.)

STEP 3: DEVELOP STRATEGIES & COMPOSE PLAN



- Identify achievable metrics and goals
- Identify themes and priorities
- Prepare, edit and revise the Plan document
- Parks staff and leadership review
- Present to Department Commissions
- Open House to present to community
- Present to City Council

STEP 4: IMPLEMENT



Short Term Implementation

- Identify and prioritize next steps
- Assign to staff teams
- Build expectations into management and staff work plans
- Develop feedback loop with Commissions/City Council

Long Term Implementation

- Develop budget requests for resource and staff consistent with Plan
- Engage partners in joint work
- Update policies and procedures as needed to support Plan work

STEP 5: MEASURE PROGRESS



- Allow time for implementation to show meaningful results
- Perform Department evaluation each year
- Survey the community regularly
- Survey Department staff regularly
- Publically community progress, challenges and lessons learned

STEP 6: UPDATE EVERY YEAR



Annual Staff Retreat

- What we have done, what we will do, identify opportunities and challenges, celebrating progress
- Prepare for annual Community Parks Summit

Annual Community Parks Summit

- Gathering of all Parks partners and Friends of Groups
- What we have done, what we will do, identify opportunities and challenges, celebrating progress
- Call to action for our partners
- Present annual report on Strategic Plan progress
- Submit annual report to Commission and City Council



Contact:

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