



# PARKS MAKE LONG BEACH

PRM STRATEGIC PLAN

LONG BEACH PRM STRATEGIC PLAN  
PARKS & RECREATION COMMISSION  
PRESENTATION DRAFT

JUNE 17, 2021

CITY OF  
LONG BEACH



**WHY IS THE PLAN IMPORTANT?**

**WHAT'S IN THE PLAN?**

**WHAT DOES THE COMMUNITY THINK?**

**MISSION, GOALS, VALUES**

**OUR NEXT STEPS**



## WHAT IS THE STRATEGIC PLAN?

The Long Beach Parks, Recreation, and Marine Department is launching a new effort to update the 2003 Strategic Plan, which guides operational, staffing, and budgeting decisions for the Department.



## WHY IS IT SO IMPORTANT?

Made possible by City Council funding in 2019, this new Strategic Plan will cover a 10-year period [2021-2031] and will determine how the Department will prioritize work, organize staff, and decide where to invest.

# 1. Plan Introduction

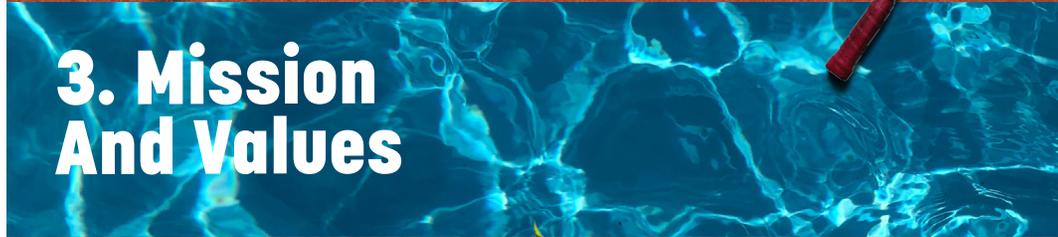
# 2. Who We Are

# 3. Mission And Values

# 4. Where We Go From here

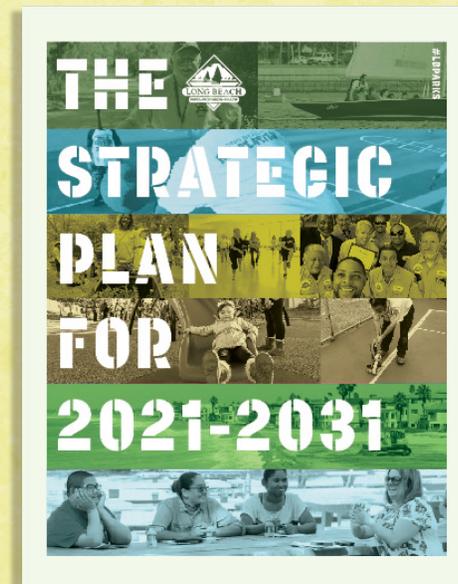
# 5. How Do We Go There?

# 6. Plan Appendix



## WHAT'S IN THE PLAN?

The new PRM Strategic Plan is a community-driven effort that presents existing conditions, community input, and finally, community-identified goals, values, and actions.



## EXISTING CONDITIONS

This document covers the history of Long Beach parks, park acreage and assets, park services and amenities, relevant plans, park equity, demographics, and departmental responsibilities.

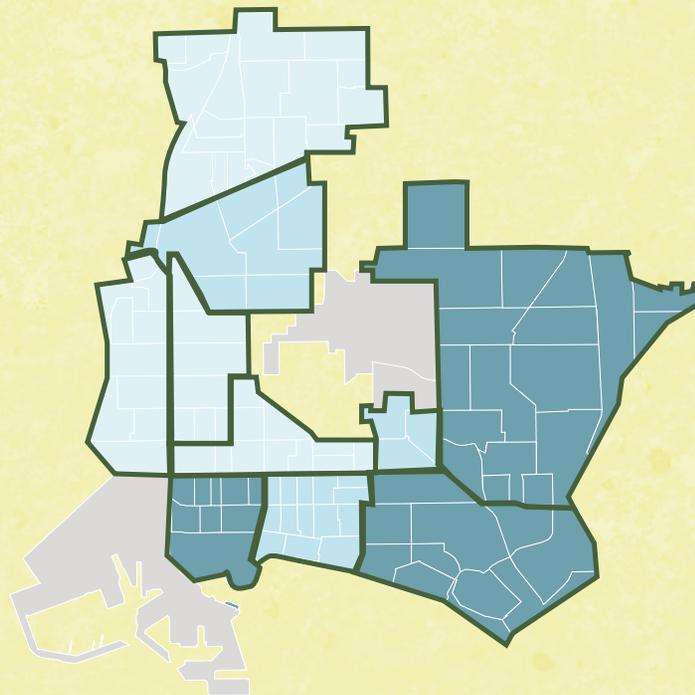
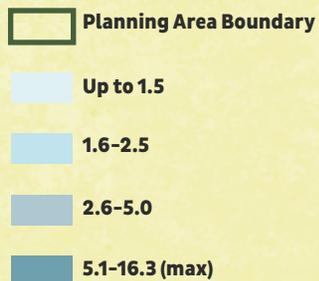
## 2021 TPL PARKSCORE RANKING

# 31

The Trust for Public Land annual ParkScore index is the national gold-standard comparison of park systems across the 100 most populated U.S. cities based on five categories: access, investment, amenities, acreage, and equity.

## PARK EQUITY

in park acres per thousand residents



470,489  
Total Population



105,390  
Children (0-18)



9,410 People  
per Square Mile



9.39% of City  
is Parkland



6.64 Park Acres  
per 1,000 Residents



84% Within  
10-Min Walk

## OUR ENGAGEMENT STRATEGY



**1505**  
surveys completed



**75**  
virtual stakeholder  
meeting participants



**5**  
park stories



**14,442**  
Facebook followers



**4,080**  
Instagram followers



**5,991**  
Twitter followers



**5**  
voting box locations



**40**  
lawn signs



**392**  
community groups contacted



**4**  
languages



**32**  
poster locations



**1**  
mobile park van

## OUTREACH

## STRATEGY

### ROUND ONE

GENERAL PUBLIC SURVEY  
(IN-PERSON/ONLINE/  
VARIOUS LANGAUGES)

VIRTUAL ENGAGEMENT  
(SOCIAL MEDIA, COMMUNITY GROUPS,  
POP-UP EVENTS, WEBSITE)

STAFF SWOT ANALYSIS



### ROUND TWO

GENERAL PUBLIC SURVEY  
(IN-PERSON/ONLINE/  
VARIOUS LANGAUGES)

STAKEHOLDER SURVEY  
(ONLINE/VARIOUS LANGAUGES)

STAKEHOLDER GROUP INTERVIEWS  
(ONLINE/VARIOUS LANGAUGES)

VIRTUAL ENGAGEMENT  
(SOCIAL MEDIA, VOTING BOX STATIONS,  
POSTERS, LAWN SIGNS, COMMUNITY  
GROUPS, COMMUNITY EVENTS, NEWS-  
LETTERS, WEBSITE)

LONG BEACH PRM STRATEGIC PLAN PRESENTATION | WHAT DOES THE COMMUNITY THINK?





**May 2019**  
Survey 1 released online at 26 community centers and at 28 community events in the City's four languages (Spanish, Khmer, Tagalog, and English)

**September 2020**  
Bureau manager's retreat for reflect on successes, weaknesses, opportunities, and threats of the PRM department



**March 2021**  
Survey 2 survey closes with 765 participants

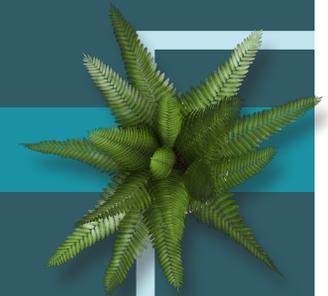
**February 2021**  
Stakeholder meetings begin



2019

2020

2021



**August 2019**  
Survey 1 closes with 740 participants

**March 2020**  
COVID-19 pandemic delays the release of survey 2

**January 2021**  
Survey 2 survey released online (in Spanish, Khmer, Tagalog and English) at five in-person ballot box locations and advertised with 40 lawn signs around the City

**May 2021**  
Stakeholder meetings conclude, with a total of 75 representatives from 56 local organizations attending



RELEVANT PLANS

2003 Parks, Recreation, and Marine Strategic Plan

2016 Parks Needs Assessment

Open Space and Recreation Plan

Land Use Element

Mobility Element

CX3 Pedestrian Plan

Bicycle Master Plan

Urban Design Element

Housing Element

Racial Equity and Reconciliation Initiative

PRM Youth Strategic Plan

Strategic Plan for Older Adults

Animal Care Services Plan

Digital Inclusion Roadmap Development Strategic Plan



CASE STUDIES

San Francisco Recreation and Parks Strategic Plan 2016-2020

San Diego Parks and Recreation Strategic Plan 2016-2021

Portland Parks & Recreation Strategic Plan 2017-2020

Pittsburg Parks Conservancy Strategic Plan 2017-2020

Minneapolis Park and Recreation Board Comprehensive Plan

Park City Municipal's Long-Term Strategic Plan

Oak Brook Park District Strategic Plan

Marin County Parks and Open Space Strategic Plan

Park Proud LA Strategic Plan 2018-2022

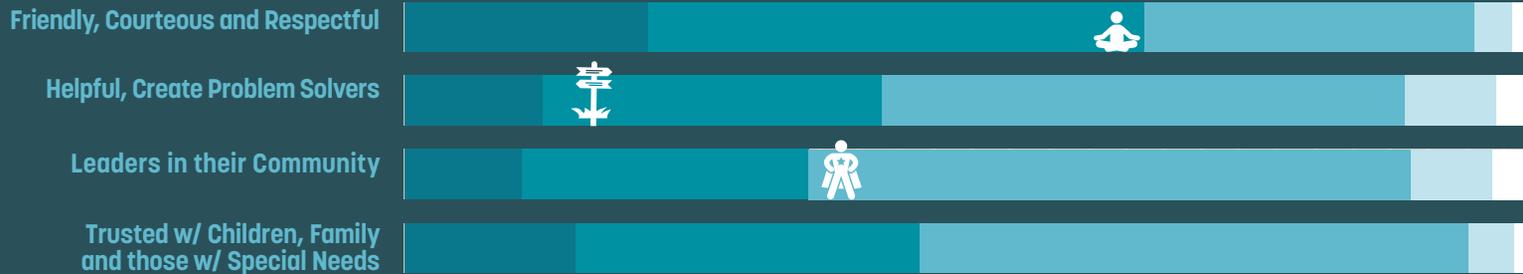
Denver Parks and Recreation 2017 Game Plan Update



## SURVEY #1 SELECTED RESULTS

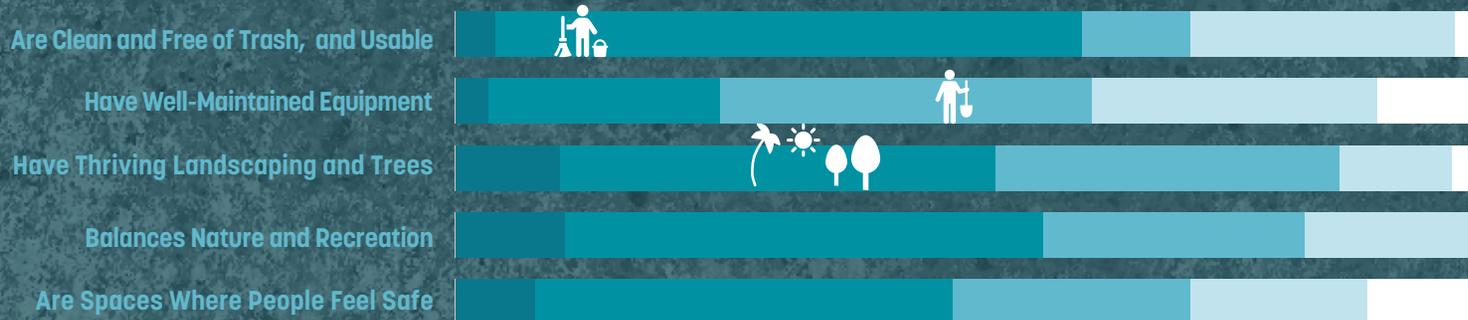
### The PRM Department Staff Are

The Department staff are friendly, courteous, and respectful to park and beach goers, but can do more to involve themselves into the communities they serve.



### Beaches and Marinas

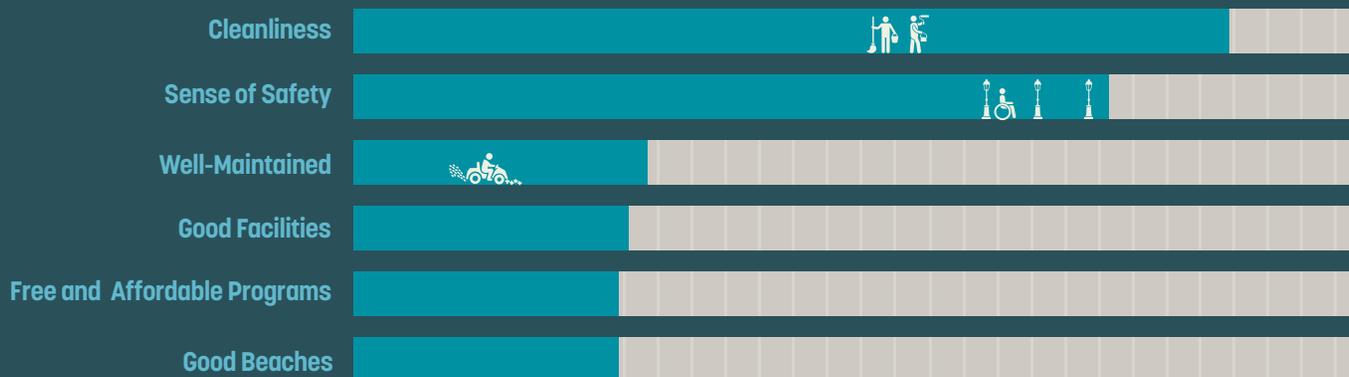
Long Beach beaches and marinas are clean and preserve the natural environment, but can improve on maintaining equipment and facilities.



## SURVEY #1 SELECTED RESULTS CONT.

### EXPECTATIONS OF THE DEPARTMENT

Respondents said that the greatest expectations for the Department is to maintain "Cleanliness" and "Safety".



### PRM DEPARTMENT SHOULD ACHIEVE THESE GOALS

Safe parks and beaches, preservation of the natural environment, and smart spending practices should measure success for the future of the Department.

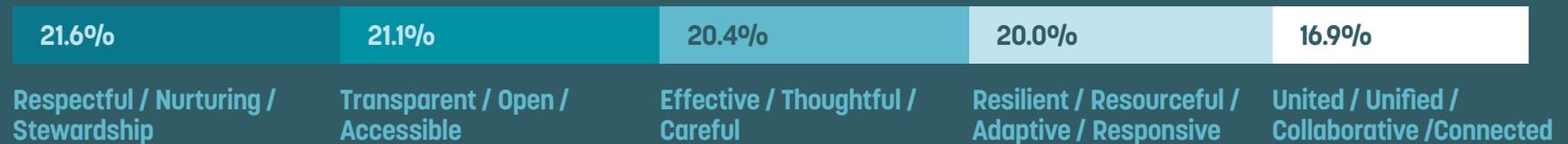


## SURVEY #2 SELECTED RESULTS

### PRM Department Top Priorities (All Participants)



### PRM Department Core Values



### PRM Department Goals



## MISSION

**We make our parks and beaches safe, welcoming spaces for all residents and visitors, putting people at the center of all that we do - including our park users, partners, and team members - to create inclusive, enriching, healthy communities for all to thrive.**

## VALUES



**EFFECTIVE,  
THOUGHTFUL & CAREFUL**

**UNITED, UNIFIED,  
COLLABORATIVE & CONNECTED**

**RESPECTFUL, NURTURING,  
& FOSTERING STEWARDSHIP**

**TRANSPARENT,  
OPEN & ACCESSIBLE**

**RESILIENT, RESOURCEFUL,  
ADAPTIVE & RESPONSIVE**

**COLLABORATIVE  
& PARTNERING**

## GOALS + EXAMPLE OUTCOMES AND ACTIONS

1

### Provide safe, accessible public spaces.

**Outcome 3:** There are well-resourced parks in all parts of the City, specifically enhancing those in park-poor neighborhoods of North, West, and Central Long Beach.

*(1-3-E) Ensure all new parks come with appropriate maintenance and operational cost so that new parks are equitably resourced.*

2

### Offer meaningful recreational programming and events.

**Outcome 2:** Park spaces and programming that meet the diverse cultural needs and interests of all Long Beach residents.

*(2-2-A) Create spaces and opportunities for community-led, culturally specific programming, with particular focus on Black, Latinx, Southeast Asian, and other historically marginalized groups.*

3

### Prioritize health equity across the City.

**Outcome 1:** Our shared history and characteristics of our parks and communities are widely known through inclusive storytelling and appropriate policy solutions.

*(3-1-E) Create new and update old Park Master Plans to be inclusive of Black, Latinx, Southeast Asian, and other historically marginalized communities, emerging park users, and existing resident visions, including but not limited to Silverado, Coolidge, Martin Luther King Jr., and Cesar Chavez Parks.*

\*Each goal has 3 associated outcomes and 15-20 associated action items.



## GOALS + EXAMPLE OUTCOMES AND ACTIONS

4

### Build innovative & lasting partnerships.

**Outcome 2:** We have established partnerships that integrate our parks into the education, healthcare, and economic spaces of our City.

*(4-2-D) Partner with youth development organizations to provide job training, interview preparation, or other professional development opportunities to teenagers and young adults to expand our local employment pool.*

5

### Connect internally and with the community clearly and transparently.

**Outcome 3:** Engaging community members and partners in conversations about park facilities and programming are equitable, accessible, and authentic.

*(5-3-A) Co-create with the community an engagement policy and toolkit that provides a baseline of equitable community engagement for all park planning and capital project processes.*

**\*Each goal has 3 associated outcomes and 15-20 associated action items.**

6

### Establish an environmentally sustainable park ecosystem.

**Outcome 1:** Water is a resource that is responsibly used, protected, and managed in the design and maintenance of Park Land.

*(6-1-D) Prioritize native, drought-tolerant plants and trees and water-capturing techniques in landscaping decisions.*

7

### Ensure a diverse and dynamic workforce.

**Outcome 2:** Develop and retain a dynamic and diverse workforce that meets the park, beach and marina system's planning, service and programming needs to restore recreation and maintenance service levels.

*(7-2-A) Expand career pathways, increasing number of full-time staff (instead of doubling the number of part-time staff) for continuity, internal succession planning.*



## OUR NEXT STEPS:

With review by the Parks & Recreation Commission, the PRM Strategic Plan will be reviewed by the City Council in July to celebrate Parks Make Life Better month.

There is a public online survey where people can share their thoughts about the plan itself. Engagement will continue with key stakeholders and PRM staff.

Following review the City Council, the PRM Strategic Plan will be finalized and submitted to the Parks & Recreation in August for adoption to be ready for implementation in October for the start of Fiscal Year 2022.

City of Long Beach Parks, Recreation and Marine

562.570.3100

<https://www.longbeach.gov/park/business-operations/about/prm-strategic-plan/>



#LBPARKS