

PARKS MAKE LONG BEACH

PRM STRATEGIC PLAN



LONG BEACH PRM STRATEGIC PLAN CITY COUNCIL PRESENTATION

JANUARY 18 2022

CITY OF
LONG BEACH





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 [2022-2032] 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.

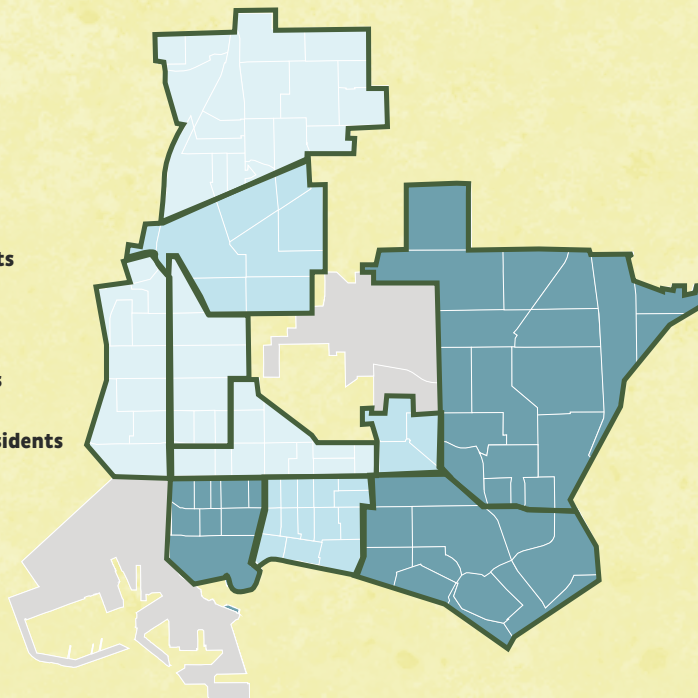
2021 TPL PARKSCORE RANKING

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

-  Planning Area Boundary
-  Up to 1.5 park acres per thousand residents
-  1.6-2.5 park acres per thousand residents
-  2.6-5.0 park acres per thousand residents
-  5.1-16.3 (max) 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



1632

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

GENERAL PUBLIC SURVEY #1
(IN-PERSON/ONLINE/
VARIOUS LANGAUGES)

GENERAL PUBLIC SURVEY #2
(IN-PERSON/ONLINE/
VARIOUS LANGAUGES)

PUBLIC FEEDBACK SURVEY ON
DRAFT PLAN
(ONLINE/
VARIOUS LANGAUGES)


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

STAFF SWOT ANALYSIS

STAKEHOLDER SURVEY
(ONLINE/VARIOUS LANGAUGES)

STAKEHOLDER GROUP INTERVIEWS
(ONLINE/VARIOUS LANGAUGES)

FEEDBACK FROM PARKS COMMIS-
SION AND CITY DEPARTMENTS

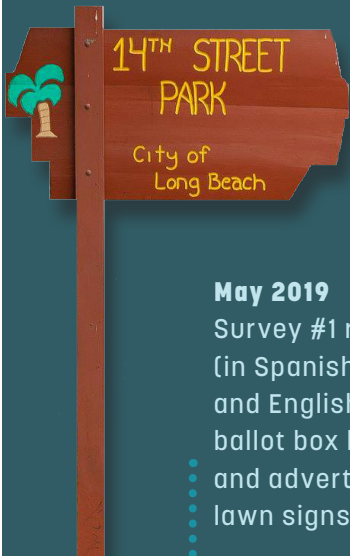


**Catch waves,
not coronavirus.**

Always wear a mask when in public.
#LongLiveLongBeach

CITY OF
LONG BEACH





May 2019
 Survey #1 released online (in Spanish, Khmer, Tagalog and English) at five inperson ballot box locations and advertised with 40 lawn signs around the City



September 2020
 PRM Bureau Managers hold retreat to reflect on successes, weaknesses, opportunities, and threats of the PRM department



March 2021
 Survey #2 closes with 749 participants

February 2021
 Stakeholder meetings begin

July 2021
 Public feedback survey on the draft Strategic Plan opens

2019

2020

2021

August 2019
 Survey #1 closes with 740 participants



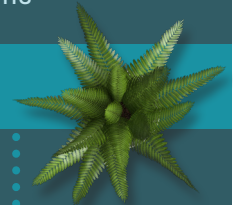
March 2020
 COVID-19 pandemic delays the release of Survey #2

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

August 2021
 Public feedback survey closes with 69 participants



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

Safe Streets LB Action 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



PRM'S COVID-19 RESPONSE

- Long Beach parks and open spaces were deemed 'essential' and remained open for residents to safely visit during the pandemic.
- These spaces have been used as gathering spaces, outdoor gyms, music venues, mental health sanctuaries, and play areas.
- The PRM Department adapted programming to the pandemic through initiatives such as Community Ambassadors Program, Community Learning Hubs, "Rec It" from home activities, "Virtual Out of School" homework help, "Mobile Recess", ARISE Program.
- 158 PRM employees were reassigned to various departments to support critical functions, 10 of which were long-term reassignments.



PARK MAINTENANCE

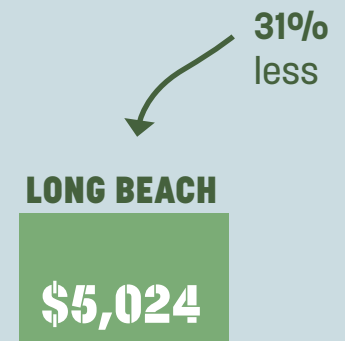
- Park maintenance and safety was the number one priority identified in the Strategic Plan community surveys, yet this is one of the areas needing investment.
- Timely preventative maintenance will be less expensive in the long-term than deferred maintenance, since costs will increase over time as issues are left unaddressed.
- Park impact fees for proposed housing developments in Long Beach are a potential source of funding. Had appropriate fees been applied, six park expansion projects could have been funded as of 2019.

PARK MAINTENANCE AVERAGE COST PER ACRE (2021)

CALIFORNIA

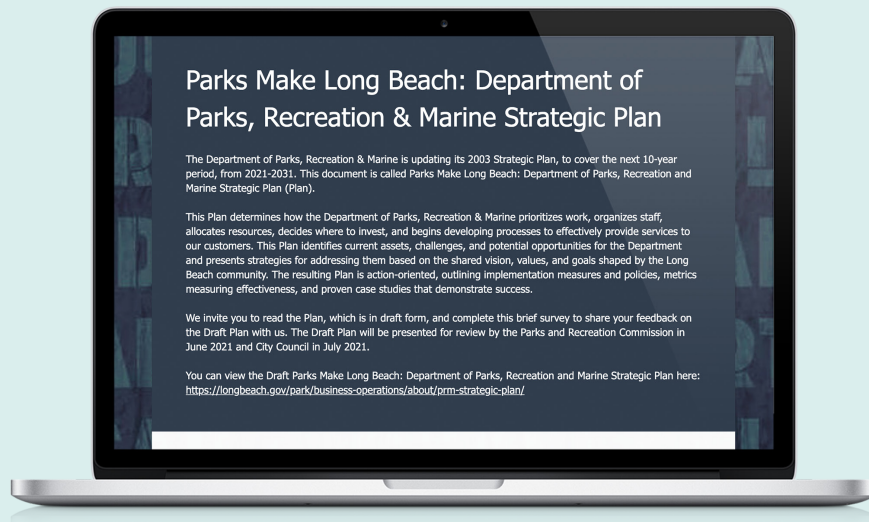


PARK OPERATIONS AVERAGE COST PER ACRE (2021)



PUBLIC FEEDBACK SURVEY ON DRAFT PLAN

- An online survey was released to the public in July 2021 to review the draft Strategic Plan and share feedback.
- The survey provided an opportunity for residents to share their support, concerns, and general comments on the draft Strategic Plan.
- The survey was available in the City's four languages (English, Spanish, Khmer, Tagalog) and closed in August 2021, with a total of 69 responses received.



It's very important to me that children with disabilities can meaningfully access the play equipment.

We must focus on park equity. West Long Beach has so many fewer park resources. We must create more park space for west Long Beach and PRM must be a strong advocate for this in the community.

We need to plant trees, and save the trees we have. Consider turning municipal golf course space into less water intensive & more widely accessible public green space.

Please make safety a priority when developing new community assets and/or improving them. One reason I do not use many of these amenities is because I do not feel safe.

STATEMENT OF POSSIBILITY

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, OUTCOMES, AND ACTIONS

#1 PROVIDE SAFE, ACCESSIBLE PUBLIC SPACES.

#2 OFFER MEANINGFUL RECREATIONAL PROGRAMMING AND EVENTS.

#3 PRIORITIZE HEALTH EQUITY ACROSS THE CITY.

#4 ENSURE A DIVERSE AND DYNAMIC WORKFORCE.

#5 BUILD INNOVATIVE AND LASTING PARTNERSHIPS.

#6 ESTABLISH AN ENVIRONMENTALLY SUSTAINABLE PARK ECOSYSTEM.

#7 CONNECT CLEARLY AND TRANSPARENTLY INTERNALLY, AND WITH THE COMMUNITY.

#8 CREATE A FINANCIALLY SECURE AND RESILIENT OPERATION.

8 GOALS
24 OUTCOMES
160 ACTION ITEMS



GOALS, OUTCOMES, AND ACTIONS

1. Provide safe, accessible public spaces.

Outcome 1: Every Long Beach resident has walkable and bikeable access to a neighborhood park.

Outcome 2: Our parks, beaches, and marinas are safe, inclusive, and welcoming environments for everyone.

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

2. Offer meaningful recreational programming and events.

Outcome 1: There is increased youth participation from all ages, genders, and abilities in physical activities like sports and recreation.

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

Outcome 3: Park spaces and programming serve Long Beach residents of all ages at accessible times and locations.

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.

Outcome 2: Gaps in accessibility are addressed through programming, partnerships, physical improvements, or employment.

Outcome 3: Parks and open spaces will be used to address climate change, environmental justice, and food insecurity in our disadvantaged communities.



GOALS, OUTCOMES, AND ACTIONS

4. Build innovative & lasting partnerships.

Outcome 1: We have established partnerships that integrate our parks into the education, healthcare, and economic spaces of our City.

Outcome 2: Partnerships are in place that expand the Department's financial and operational capacity.

Outcome 3: There are standardized, well-defined processes for establishing different types of partnerships, while adapting to new opportunities.

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

Outcome 1: The PRM Department is considered a trusted source of information and is a community bridge builder.

Outcome 2: Clear and consistent lines of communication are maintained within and across the PRM bureaus, between frontline staff and leadership.

Outcome 3: The PRM Department engages community members and partners in conversations about park facilities and programming in an equitable, accessible, and authentic manner.

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.

Outcome 2: Energy consumption and greenhouse gas emission will be neutral in the development and operations of our park system.

Outcome 3: The park and natural open spaces of Long Beach are respected, cared for, and expanded.



GOALS, OUTCOMES, AND ACTIONS

7. Ensure a diverse and dynamic workforce.

Outcome 1: An equitable hiring program is in place that attracts talent from across the City.

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.

Outcome 3: Our team is recognized in the community, and across the City and nation as having well-trained, passionate, and customer-oriented staff.

8. Create a financially secure and resilient operation.

Outcome 1: The Department is considered a core service and has an operating budget that meets the needs and expectations of all residents.

Outcome 2: Increase public investment into the PRM Department to align with infrastructure and service needs.

Outcome 3: The PRM Department's funding stream is diversified to leverage a variety of sources.



OUR NEXT STEPS:

- Prioritize outcomes and strategies for short, medium, and long-term implementation
- Implement outcomes and strategies on an annual basis
- Annually report progress to the Parks & Recreation Commission

THANK YOU TO THE PARKS & RECREATION COMMISSION, OUR MANY COMMUNITY PARTNERS, AND PARK PATRONS WHO HELPED US THROUGHOUT THIS PLANNING EFFORT TO SHAPE THE FUTURE OF THE DEPARTMENT.

City of Long Beach Parks, Recreation and Marine
562.570.3100
<https://www.longbeach.gov/park/business-operations/about/prm-strategic-plan/>



#LBPARKS