



## PARKS AND COMMUNITY SERVICES

### 2022-2023 Major Initiatives/Projects

**We create exceptional  
experiences that enhance the  
quality of life.**

#### Goal 1: Outstanding Parks and Facilities

- CIPS: Youth Center Enhancements, PAL Davis building and Court Enhancements, Senior Center Improvements, Parks Vehicles
- Expand/Extend Joint Use Pilot
- Develop Urban Forestry Management Plan/Tree Ordinance
- Design and begin construction of Ramsay Park Renaissance
- Design and begin construction of City Plaza Master Plan
- Construct 129 and 152 Median Enhancements
- LLMAD Cost Analysis
- Establish park and facilities maintenance standards and Maintenance Management Plan



#### Goal 2: Impactful Programs

- Create a new "Passport to Fun" by integrating Youth Development programs and grow PVUSD Partnership
- Partner with Library to create new Teen Action Council
- Partner with County on survey for Master Plan on Aging and develop Age Friendly Community Strategic Plan
- Revamp City Volunteer Program
- Promote Adopt a Park Program
- Grow Parks Rx with Salud para la Gente
- Create the City's first Public Arts Master Plan
- Develop Strategic Plan for Sports and Special Events Units
- Develop Department Marketing Plan

#### Goal 3: One High Performing Team

- Support Friends of Watsonville Parks in becoming a more effective organization
- Continue to advance strategies for sustainable funding
- Develop a cost recovery policy



This Strategic Action Plan was developed from the 2020 Parks and Recreation Strategic Plan.