



# WATSONVILLE

## *Parks & Community Services*

### 2023 STRATEGIC GOALS



#### *Outstanding Parks & Facilities*

- Design and begin construction of Ramsay Park Renaissance
- Design City Plaza Master Plan
- Begin construction of 129 and 152 Median Enhancements
- Expand & Extend Joint Use sites with PVUSD
- Construct Youth Center and Senior Center Enhancements
- Assess and fund system-wide Park and Building facility maintenance and accessibility needs
- Adopt an Urban Forestry Management Plan & Tree Ordinance
- Adopt a new Park and Trail Signage Master Plan
- Establish a Maintenance Management Plan



#### *Impactful Programs*

- Lead a community Youth Developmental Asset Movement
- Expand "Passport to Fun" with City Youth programs
- Expand PVUSD Partnership to additional school sites
- Partner with Library to support Teen Action Council
- Partner with County on survey for Master Plan on Aging and develop Age Friendly Community Strategic Plan
- Grow ParkRx with Salud para la Gente and County Health
- Adopt the City's first Public Arts Master Plan
- Develop Strategic Plan for Sports and Special Events Units
- Develop Department Marketing Plan



#### *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

