



## PARKS AND COMMUNITY SERVICES

### 2021-2022 Major Initiatives/Projects

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

#### Goal 1: Outstanding Parks and Facilities

- CIPS: Ramsay Wall/Mural, Franich Walkway, Youth Center Termite Repair, PAL Fence and Basketball Court, Pinto Pavilion Roof, Senior Center Improvements, Parks Vehicles, Callaghan Fiber, Bridge Street Medians – Final Phase
- Expand/Extend Joint Use Pilot
- Integrated Pest Management Implementation
- Urban Forestry/Tree Ordinance
- Ramsay Park Renaissance
- City Plaza Restroom and Mural
- LLMAD Engineers Study
- George Washington Relocation



#### Goal 2: Impactful Programs

- Youth Development/PAL/Science Workshop – Restart/reinvent programs, Lead Developmental Asset Movement
- Lead Age Friendly Community Initiative
- Facilitate Community Use of the Mello Center
- Revamp City Volunteer Program
- Adopt a Park Program
- Parks Rx
- Percent for the Arts Program
- Return to Play – Reinvent Plan for Sports, Reimagine Special Events, Reinvent Plan for Community Services Division
- Assist with Restructuring of City Facility Maintenance
- Pinto Lake Transition

#### Goal 3: One High Performing Team

- Revise Department Policies and Procedures
- Revise Job Descriptions
- Support Friends of Watsonville Parks in becoming a more effective organization
- Facility Rentals – Fee and policy revisions
- Rebuild the Team
- Explore creative financing opportunities for high priority projects
- Sustainable Parks & Recreation Funding
- Revise Park In Lieu/Development Fees



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