

Strategic Plan – City of Riverside, Park and Recreation

On February 3, 2005, Park and Recreation staff from all divisions met to participate in a Strategic Planning Retreat. The purpose of the retreat was to develop a mission statement, vision statement, and goals to be implemented within three years, as well as facilitate dialogue among members of the department. On July 27, 2005, staff reconvened to review the Department's strengths and accomplishments since the February 3 retreat, as well as to develop Core Values and guiding principles for the Department.

The following mission and vision statements were discussed and agreed upon by staff:

Mission Statement

The Park and Recreation Department provides innovative recreational experiences and social enrichment opportunities and continues to address the changing needs for people of all ages and cultures, in a variety of safe and attractive parks, landscapes and facilities.

Vision Statement

By 2010, the City of Riverside Park and Recreation Department will be recognized within the community, State of California and the profession as a leader in innovative, diverse and well-maintained parks, programs and recreational facilities.

Staff developed the following three-year goals:

- Improve internal and external communication
- Create a work environment that promotes respect and values creativity
- Increase visibility and public awareness of the department's programs and activities
- Increase revenue to the department
- Upgrade, build and properly maintain parks and recreation facilities

The following Core Values were agreed upon by staff:

- Teamwork
- Honesty and Integrity
- Respect
- Ethical Behavior
- Professionalism
- Pride in Excellence
- Creativity and Innovation
- Quality Customer Service

It is anticipated that the Mission Statement, Vision Statement, Three-Year Goals and Core Values will assist in steering the Park and Recreation Department towards a successful and prosperous future that will fully serve the citizens of Riverside.