

City Council FY 09/10 Strategic Plan
Priority Goals – Recreation-Park

Goal: Community Engagement

Strategy: Actively solicit the Community’s participation in developing and participating in local initiatives. Create an environment of active and open dialogue with the community in a variety of venues.

Objectives	Six Month Measurements July 1 – December 31, 2009	Twelve month Measurements January 1, 2010 – June 30, 2010	Fiscal Impact
1. Community Engagement			
a. Common Sense Grant	Project and Executive Summary to Council completed by July 1, 2009		Grant Funded
b. Volunteers	Bring Volunteer plan to Council for implementation	Incorporate Volunteer Plan to all departments	Funded
c. Neighborhood Services	Implement workplan for District meeting and clean-ups	Continue workplan; Identify 2010-2011 updates	Funded
d. Senior Issues	Hold series of senior sub-committee meetings to identify senior issues		Funded
e. Neighborhood Leadership Academy	Complete evaluation of Spring 2009 academy with residents, provide update to Council	Hold Spring, 2010 Academy for residents	Funded

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Goal: Economic Development

Strategy: Enhance Salinas' economy by creating an environmentally-friendly, business friendly environment and working collaboratively in the development of a highly-skilled workforce.

Objectives	Six Month Measurements July 1 – December 31, 2009	Twelve month Measurements January 1, 2010 – June 30, 2010	Fiscal Impact
1. Carr Lake			Internal Planning at this time
a. Big Sur Land Trust	Identify Action Plan Steps with Big Sur Land Trust / Plan Proposition 84 Grant Funding / Identify all resources	Submit Prop. 84 Grant as needed	
2. Constitution Soccer Field Expansion			Currently Unfunded; working to Identify Capital Dev. and O & M funding
a. Work with Sports Authority and County	Bring Property Agreement to Council for approval	Continue to work on timeline for project development once land is available	
b. Prepare Prop 84 Application	Submit grant to CA State Parks for funding of soccer fields		

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Goal: Recreation

Strategy: Increase recreational opportunities for all segments of the community

Objectives	Six Month Measurements July 1 – December 31, 2009	Twelve month Measurements January 1, 2010 – June 30, 2010	Fiscal Impact
1. Recreation Strategic Plan			
a. Identify Consultant and Budget	Bring Proposal and Consultant Agreement to Council		Unfunded, working on identifying final project cost and available resources
b. Examine current programming	Prepare report identifying all current programs offered		
2. After School Programs			
a. Measure V Funding	Implement initial programs city wide with 09-10 funding	Evaluate programs; continually update partnerships	Funded
b. Identify Program Need/Partners	Sign-up community partners to provide services		
c. Facility Joint Use	Education Committee works on Facility Joint Use Plan	Bring Plan to Council	
d. CASP-Community Alliance on Safety and Peace	Summer program focusing on sports events, clinics and enrichment activities and block parties	Continue working with CASP on year-round program events with members of the partnership	Unfunded; working to ID resources
e. Youth Commission	Bring Youth Commission Plan outline to Council	Continue workplan; Provide program evaluation	Funded