

# Parks and Recreation 10-Year Strategic Master Plan Briefing

City Council Meeting  
January 30, 2024



The 10-Year Parks and Recreation Master Plan defines four goals and the implementation strategies to assist in completing each goal. Approved by City Council on July 19, 2022, the plan is also used to assist with annual budget initiatives and long-term CIP project identification.

## Master Plan Goals

- 1. Parks System Growth & Access**
- 2. Parks System Investments**
- 3. Recreational Programming**
- 4. Administration & Operations**



### 1.1.3. Trail Network Level of Service

Expand the city-wide trails network & increase the percentage of residential areas that are within a ½ mile of a trail.

#### PROGRESS

##### **Holly Road to Carroll Lane Trail**

The Parks & Recreation Department (PARD) will continue to work with developers, consultants & other City departments to introduce additional trail networks.

##### **Train Trestle Bridge Project**

The City has secured a \$13 million dollar grant from TXDOT for construction of a 15-foot-wide shared-use path & a new pedestrian bridge across Oso Bay which will connect Holly Road and Flour Bluff.



# GOAL 2: Parks System Investments



## 2.1.2. Asset Management Plan

Schedule parks system asset management via a digital asset management system.

### PROGRESS

PARC is now utilizing Maximo to schedule/manage park assets.

## 2.1.5. Branding Program

Prepare a system-wide branding/signage plan and guidelines.

### PROGRESS

PARC has completed a system-wide branding/signage plan and is in the process of replacing deteriorated/outdated signage at recreation facilities as part of a FY24 Budget Initiative.

# GOAL 2: Parks System Investments

## 2.1.12. Conceptual Development Plans

Prepare illustrative master plans for the development and/or redevelopment of municipal parks.

### PROGRESS

Master plan for Sherrill Veterans Memorial Park has been completed.

PARD continues to work on the Labonte Park, Cole Park, and Commodore Park Master Plans.



# GOAL 2: Parks System Investments

## 2.2.2. Athletic Fields

Upgrade regional and community park athletic fields for organized play.

### PROGRESS

**Greenwood Sports Complex**  
improvements funded by Bond 2022.

**Athletic Field Maintenance Program**  
Crews have been hired to maintain athletic ball fields to competitive standards.



**2.2.5. Shade Structures**  
Provide additional shade in municipal parks through the selective placement of structures and targeted plantings.



## PROGRESS

New shade structures have been installed at Labonte Park.

PARD will continue to install shade structures for playground units and general picnic/seating areas throughout City parks.

Over 200 trees have been planted throughout the City and another 240 are expected to be planted before the end of the year.



# GOAL 3: Recreational Programming

## 3.1.4. Recreational Program Additions

Diversify recreational program portfolio to maximize utilization of recreational amenities; to maintain appropriate program life cycle balances.

### PROGRESS

Adult sports league programming is being piloted this spring. Current leagues include Adult Softball, Competitive and Recreational Adult Volleyball, Men's Recreational and Competitive Basketball, and adult drop-in leagues for both volleyball and basketball.



## 3.2.3 Online Parks Mapping Tool

Prepare and activate online tools that improve public knowledge of system-wide facility offerings.

### PROGRESS

An interactive mapping tool is live on the Parks and Recreation home page in which users can scroll through a catalog of City parks and amenities.

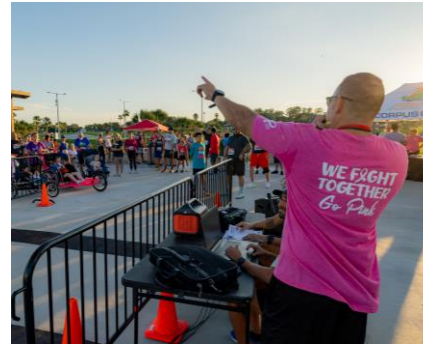




# GOAL 3: Recreational Programming

## 3.2.4. Community Events

Continue to promote/expand family-oriented programming, special events, festivals/concerts to enhance community identity, activity, and education.



### PROGRESS

#### Oogie Boogie Bash

Halloween outdoor event which will be a reoccurring community event due to a successful turnout.

Our Special Events Coordinator has been working to bring more interactive events to our area such as the K-POP Bash, tentatively scheduled for February 25<sup>th</sup>.



#### 4.1.4. Parks & Recreation Advisory Committee (PRAC) Strategic Plan

Prepare a strategic action plan for PRAC that clearly defines their role and priorities for plan implementation.

### PROGRESS

PRAC created a subcommittee to work towards completing this goal and in January 2023, they passed a Resolution approving their Strategic Action Plan (SAP). The SAP is a living document stating clear objectives and prioritizes specific strategies to enhance engagement with facility users.

#### Accomplishments to date:

- **Communication:** Informational/QR Code Signage throughout parks regarding Improvements/Adopt-A-Park.
- **Improvements to PARD homepage/website:** Webpage created to aggregate the Committee's information in one place to promote awareness of PRAC.
- **Promotion of Adopt-A-Park Program:** Subcommittee created to increase effectiveness of the program.

The PRAC Strategic Action subcommittee will reconvene this year to discuss further initiatives to prioritize.



The Parks & Recreation Department continues to maintain strategic partnerships with various organizations throughout the City to enhance the overall quality of life experience for both residents and visitors.

Community Partners include but are not limited to:

- V Fit
- Buccaneer Commission
- Beach to Bay
- Downtown Management District
- Visit Corpus Christi
- Friends of Old Bayview Cemetery



# Questions?

