



Parks, Recreation
& Libraries

ANNUAL REPORT 2024

Everything we do
makes a healthier you!



DIRECTORS MESSAGE



Dear Roseville Community,

As we reflect on 2024, I am incredibly proud of the progress and achievements we have made together in Roseville Parks, Recreation & Libraries. Our commitment to enhancing life for our community through exceptional programs, services and spaces has remained unwavering.

This year, participation across our programs reached remarkable levels, reinforcing PRL's vital role in our community. Our Adventure Club after-school programs continued to thrive, with more than 242,000 participations, providing safe and enriching environments for our youth. We also introduced new events, including Blaster Blitz and the Spring Craft Fair, creating even more opportunities for community connection.

Our libraries welcomed 440,832 visitors, with a 24% increase in digital downloads and a 44% increase in event participation, demonstrating a growing demand for accessible learning and engagement. We also installed the first permanent

StoryWalk at Maidu Regional Park, bringing literacy outdoors and fostering a love for reading among all ages.

The impact of our parks was equally significant, with over 3.3 million visitors enjoying them this year. We dedicated three new parks while also designing and building several more to meet the needs of our growing community. Among the most highly anticipated additions are Roseville's first disc golf course and the soccer complex, both of which will introduce exciting new recreational opportunities.

In addition to expanding our park system, we made significant investments in recreation. Our aquatics programs saw record revenue in swim lessons, while the Mahany Fitness Center received upgraded equipment to enhance the experience for members. Facility improvements at the Maidu Community Center and Roseville Aquatics Complex further strengthened our ability to serve the community.

Our commitment to cultural arts and environmental stewardship also remained strong. We installed two new murals which, adding vibrancy to our public spaces, and volunteers played a key role in planting over 3,300 trees, helping to expand our urban forest and preserve Roseville's natural beauty for future generations.

None of this would be possible without the dedication of our staff, volunteers and community partners. With 8,500 volunteer hours contributed, we continue to foster a strong spirit of community involvement and shared responsibility for Roseville's parks, recreation and library services.

Looking ahead, we are excited to build on this momentum. In the coming year, we look forward to reopening Johnson Pool and Weber Park following their extensive renovations, celebrating the long-awaited opening of the Placer Valley Soccer Complex and launching apps to improve access to our library and recreation services. These milestones will provide even greater opportunities for residents to connect, play and thrive.

Thank you for your continued support and participation in making Roseville a vibrant and thriving community. Together, we are creating community and making life better.

Jill Geller

Director

Parks, Recreation & Libraries

MISSION, VALUES & VISION



Mission

To enhance lives and the community by providing exceptional experiences.



Values

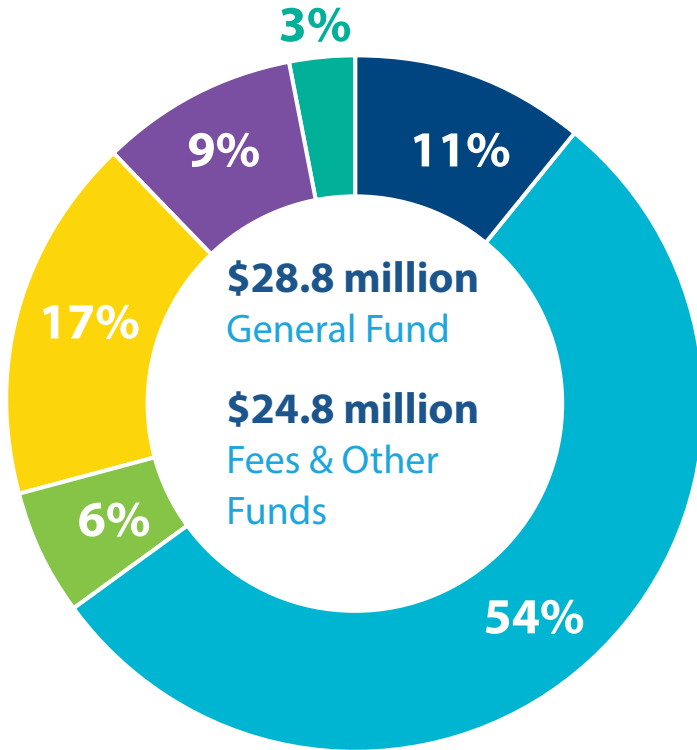
Diversity & Inclusion · Learning · Excellence
Fun & Celebration · Integrity · Innovation
Teamwork · Respect · Safety · Sustainability



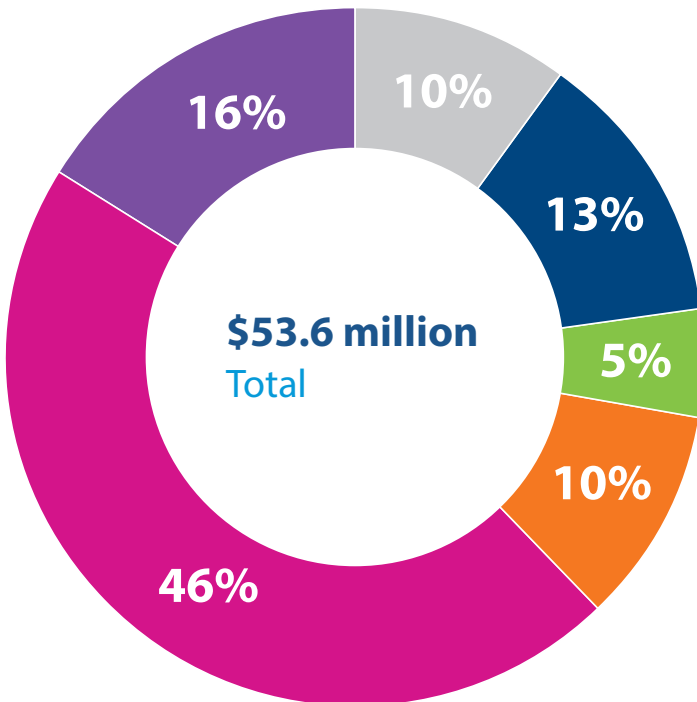
Vision

To be the leader in creating a healthy community through progressive, sustainable and memorable experiences.

BUDGET



Where does funding come from?



Where do we spend?



Fiscal Year 24

HONORING OUR HEROES:

Veterans Memorial Park and Veterans Memorial Park North

It began as a vision shared by the Roseville Historical Society and local Veterans groups. These organizations, united by a deep respect for the sacrifices made by Veterans, created a lasting tribute to the men and women who served in the U.S. and Allied Armed Forces with the dedication of Veterans Memorial Park and Veterans Memorial Park North.

The project began with the creation of Veterans Memorial Park, completed in 1999. Local veterans played a crucial role in naming the park, ensuring it honored the brave souls who fought for freedom. The park dedication featured a military band, dignitaries and veterans in full regalia.

"It was an honor to dedicate a park for Veterans, recognizing their sacrifice to this nation," says Park Planning & Development Manager Tara Gee. "I'm grateful that we were able to do that."

Separated only by a creek, an extension of Veterans Memorial Park began to take shape. It was only fitting that this new addition would be named Veterans Memorial Park North, symbolizing its connection to the original park. Developed at a different time, Veterans Memorial Park North was completed in 2005. The park's dedication ceremony mirrored the grandeur of the first, reinforcing the community's commitment to honoring its heroes.

As time passed, the memorial tree grove was replanted and new features were added, including flagpoles donated by Veterans groups, proudly displaying the MIA, Veterans and U.S. Flags. The Memorial Tree Grove of Honor became a focal point, with a Brick Walk of Honor added the following year, offering the community a way to participate in honoring their heroes through donations.



"The California State Society of the Daughters of the American Revolution added a Rose Garden to Veterans Park North in 2021 and this year they donated a memorial bench," adds Parks Manager Brian Castelluccio. "We are also working on replacing the plaques that will have the names of people being honored with a tree in our Memorial Tree Grove." The park continues to evolve, and last Veterans Day, a bronze Poppy art piece was unveiled, featuring the poignant words of the "In Flanders Fields" poem, further cementing the park's role as a place of remembrance and reflection.

Veterans Memorial Park and Veterans Memorial Park North are now beloved neighborhood parks, each featuring a variety of amenities including ball fields, picnic areas, playgrounds and soccer fields. A trail connection between the two parks allows for exploration, and the parks serve as a starting point for miles of walking and bike paths.

Today, both parks are not just places of recreation but a place where history is preserved, and the legacy of those who served is celebrated. Through ongoing donations and community efforts, these parks continue to grow and thrive, ensuring that the stories of our veterans live on for generations to come.

If you're interested in donating a tree or brick in a Veteran's honor visit roseville.ca.us/communitygifts.



PARTICIPATION



77,834

Adult/Seniors



65,426

Community
Events



104,212

Fitness



102,279

Golf Courses
(rounds played)



93,006

Library



79,713

Tot/Kid/Teen



242,089

Youth
Development

PARK VISITORS



1,916,950

Citywide parks



516,140

Neighborhood parks



883,503

School parks

FACILITIES

Signature Facilities

Adventure Club

Located on all 21 Elementary School campuses in Roseville, Adventure Club facilities provide before and afterschool programs for school-aged children.

Aquatics

Aquatic programs, events and private rentals are offered at three pools across Roseville: Johnson Pool, Roseville Aquatics Complex and Mike Shellito Indoor Pool.

Mahany Fitness Center

The Mahany Fitness Center is both a fitness center and community center offering a cardio and weights room, group exercise and full size gym, TRX and fitness coaches.

Maidu Community Center

Located in Maidu Regional Park, Maidu Community Center is a hub for business and social rentals while also hosting a variety of recreation and fitness classes.

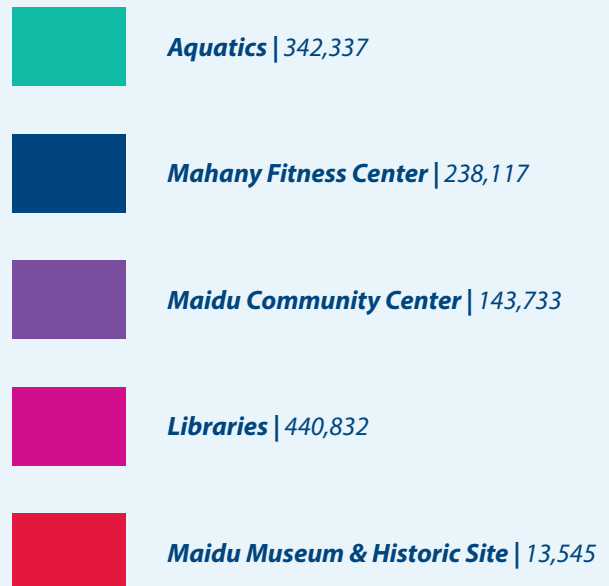
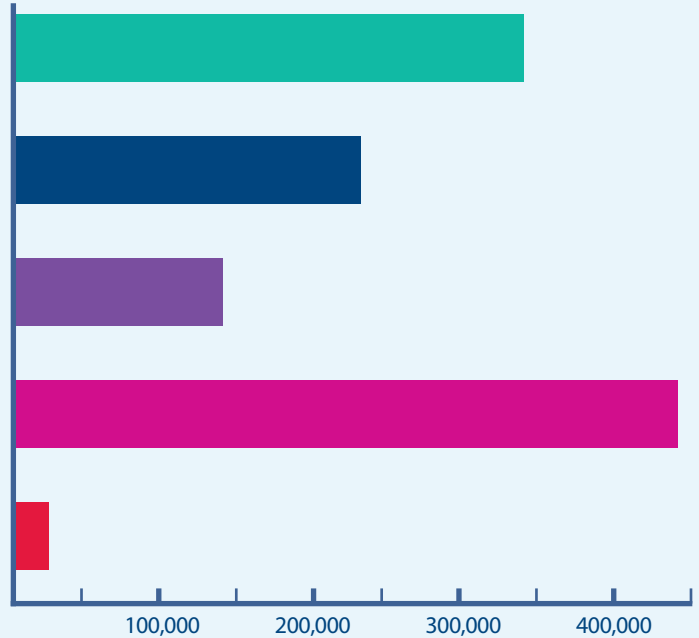
Libraries

Roseville Public Library provides services at three convenient locations. The Downtown Library is just across the creek from Royer Park; the Maidu Library is located in Maidu Regional Park; and the Riley Library calls Mahany Park home.

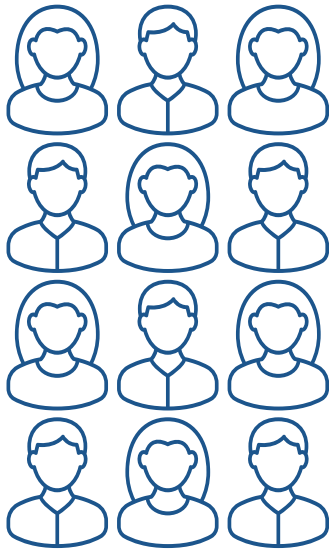
Maidu Museum & Historic Site

The Maidu Museum & Historic Site showcases California Indian traditional practices, such as acorn processing and basket weaving and provides access to see hundreds of bedrock mortars, ancient petroglyphs and native plants/animals on the Historic Site.

Number of Visitors Annually



VOLUNTEERS



Volunteers are an essential part of Parks, Recreation & Libraries. Volunteers perform duties ranging from park maintenance projects to tree plantings to youth sports coaches to literacy/homework tutors to museum school tours and so much more. We could not do all that we do without the dedicated volunteer community of Roseville.

Total Volunteer Hours

8,503

Value

\$328,300

\$38.61 per hour based on the hourly rate as determined by the Independent Sector for 2024.

RECREATION

Achievements

- Increased COR Fitness memberships and revenue by 25%, expanding access to health and wellness opportunities.
- Introduced new events, including Blaster Blitz and the Spring Craft Fair, providing fresh community engagement experiences.
- Awarded \$37,400 in scholarships, a 4% increase from 2023, ensuring more residents could participate in PRL programs.
- Implemented Placer.ai technology to enhance tracking event attendance.
- Achieved our highest-ever revenue in swim lessons: \$609,000.
- Upgraded major facilities, improving community access and user experiences:
 - Maidu Community Center: Technology enhancements in rentable spaces, new flooring and updated lobby furniture.
 - Mahany Fitness Center: New fitness equipment, an upgraded Activity Room and improved concessions.
 - Roseville Aquatics Complex: New covered picnic area for enhanced visitor amenities.
- Secured City Council approval for a Youth Development Program Funding Policy, reinforcing the city's commitment to youth programs.
- Completed installation of the Rex Fortune Adventure Club facility.

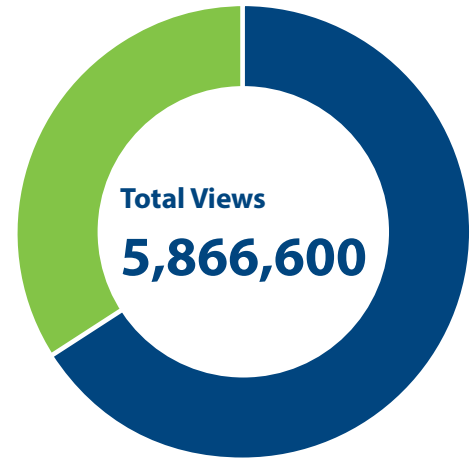


COMMUNITY ENGAGEMENT

Social Media

Total Followers
133,727

Meta | **52,693**
Nextdoor | **79,634**
Tik Tok | **1,400**



Meta | 3,866,600 Tik Tok | 2,000,000

Achievements

- Launched a new digital flipbook for Experience PRL magazine, starting with the August–December 2024 edition, making it more accessible and interactive.
- Earned a Telly Award for the PRL Gold Medal Award video, showcasing excellence in storytelling and production.
- Received STAR Awards for the National Water Safety Month video series, a collaboration with Aquatics & Fire to promote water safety awareness.
- Recognized with three PRSA Awards for outstanding public relations and communications efforts.

E-mail Newsletters



Subscribers
121,634



Sent
142

Experience PRL Magazine (digital flipbook)
September-December 2024 issue



Downloads
377



Reads
7,592



The Park Development Team dreams big

When you head to your local park, you're probably thinking about the playground, grass, trees and sports courts. Before any of that existed, the Park Development Team started with a plan. "Our team are the dreamers who play a pivotal role in enhancing the community's quality of life through planning, design and construction of parks and recreational areas," says Park Planning & Development Manager Tara Gee. This dedicated team of eight is made up of Landscape Architects, Project Managers, Park Inspectors and a Customer Service Specialist. They are instrumental in ensuring that Roseville's parks not only meet current needs but also anticipate future growth and community demands.

"Our small but mighty team is dedicated to making Roseville a more beautiful and safer place to live"

This involves determining the number, location and size of various types of parks, including neighborhood parks, school-parks, city-wide parks and open spaces. By integrating parks into new developments, they ensure that all residents have access to green spaces that promote well-being, a high quality of life and community engagement.

Collaborating with city departments and developers, they strategically plan parks like the new soccer complex that's being built in west Roseville, ensuring it fits seamlessly into the community. Their role extends to major rehabilitation

projects, like the Weber Park and Johnson Pool renovations, ensuring older parks and pools remain vibrant and safe. "Our small but mighty team is dedicated to making Roseville a more beautiful and safer place to live," adds Tara. They manage development agreements, financial planning and land transfers to secure and allocate resources effectively.

And the work doesn't stop there. They engage in public outreach to gather community input, create master plans and oversee construction from bidding to completion. Their jobs are about crafting environments where memories are made, and the community thrives. Every park they create or revitalize is a testament to their commitment to a greener, healthier and more connected Roseville.

To see upcoming and current park projects visit roseville.ca.us/parksintheworks



PARK DEVELOPMENT



Achievements

- Competed and dedicated parks:
 - The Courts at Gibson Park
 - Solaire Park
 - Campus Oaks Park
- Under construction:
 - Riego Creek Park
 - Denio Family Park
 - Byouk Park
 - Soccer Complex
 - Weber Park renovation
 - Johnson Pool renovation

LIBRARIES AND CULTURE



Achievements

- Upgraded RFID technology to enhance efficiency and accessibility in our libraries.
- Engaged 170 community members in cultural celebration through the Dia de los Muertos event by Folkloriat Maidu.
- Welcomed 2,762 attendees to Fountains Storytime over 12 engaging sessions.
- Launched the first-ever permanent StoryWalk at Maidu Regional Park, bringing literacy outdoors.
- Increased digital downloads by 24% and boosted program and event participation by 44% from 2023.
- Expanded community engagement at Maidu Museum & Historic Site, driving a 30% increase in visits.
- Added two vibrant new murals to enrich Roseville's public art landscape.
- Inspired 2,320 children to celebrate books through the Summer Reading Challenge.
- Strengthened student access to library resources, with 70% of Roseville's elementary schools participating in the Student Success Initiative.



PARK OPERATIONS

Park Operations section is part of the Parks Division and is responsible for the maintenance and rehab of Roseville's 88 parks, 112 playgrounds, 355 acres of streetscapes, 219 acres of turf and sports fields, 3 aquatics facilities, 4 spray grounds, 42 ballfields, 58 soccer fields, 23 pickleball courts and 6 dog parks. In all, Park Operations is responsible for the care of 946 acres of parkland. Park Operations staff and contractors perform duties daily to provide our customers an exceptional experience by ensuring safe, clean, and well-maintained environments.

Achievements

- Sustained a 30% water reduction, continuing conservation efforts initiated during Stage 2 drought conditions.
- Upgraded irrigation systems by replacing targeted controllers in streetscapes for improved water efficiency.
- Expanded park maintenance to include four new parks, ensuring quality care for The Courts at Gibson, Crimson Ridge, Campus Oaks and Solaire.
- Enhanced play opportunities by installing new playgrounds at Twinwood and James Hall parks.
- Revitalized Silverado Park with new plants, irrigation, mulch and signage while replacing tables and benches and refreshing the infield.
- Replaced aging benches and picnic tables at Silverado, Blue Oaks, Elliot, Taylor and Maidu Museum & Historic Site to improve visitor comfort.
- Upgraded aquatic facilities at the Roseville Aquatics Complex by replacing CO₂ tanks, circulation pumps and enhancing safety through a pH-MTS system.
- Refurbished basketball courts at Woodbridge, Maidu and Elliot parks to provide safer and better-quality playing surfaces.
- Engaged volunteers in beautification projects at Silverado Park, strengthening community involvement.
- Installed new monument signs at Silverado and Apollo Dog parks.
- Improved shade and comfort by replacing canopies at Lunardi, Harrigan Greens and Mahany parks.
- Restored Mahany and Maidu synthetic turf fields for safer and higher-quality play surfaces.
- Repaired concrete walkways at Silverado and Maidu parks to improve accessibility and safety.
- Increased security and convenience by adding auto-locks to a majority of park restrooms.
- Updated the Veterans Memorial Park North Tree Grove plaque and kiosk, preserving a meaningful space for reflection.



NATURAL RESOURCES

Our Natural Resources section role, as part of the Parks Division, is to protect and preserve the City's natural areas and the urban forest in order provide public use that reflects stewardship and sound management to reflect our communities values. Open Space maintains 4,300+ acres of preserves and open space land, 74 miles of creeks and riparian areas, 44+ miles of bike trails, over 5,000 oak mitigation trees and more than 55,000 trees maintained in the City's urban forest. The Natural Resources section also participates in weekly unsheltered camp cleanup activities to help protect the environment.

Achievements

- Cared for Roseville's urban forest by pruning more than 8,485 trees and planting over 3,315 trees, enhancing green spaces in parks and preserves.
- Expanded protected open space by acquiring 68.36 acres of new preserve land.
- Cleared 544 obstructions from creeks to improve water flow, environmental health and reduce flood concerns.
- Strengthened community safety by maintaining 350+ acres of firebreaks to reduce wildfire risk.
- Utilized sustainable land management with goats grazing 1,800 acres of natural areas and preserves.
- Enhanced trails by replacing signage and installing interpretive signs on three natural trails.
- Removed 533 unsheltered camps, clearing approximately 70 tons of debris to protect open spaces and natural areas.
- Enhanced unsheltered camp management by utilizing technology for a tiered prioritization system and mapping/tracking, while continuing collaboration with the Roseville Police Department.
- Hosted interactive community events, including the first "Goats Meet and Greet" event at Maidu Regional and Mahany Parks and the second Trail-a-bration, showcasing ten trails.
- Encouraged outdoor literacy by installing a StoryWalk at Maidu Regional Park.





316 Vernon Street, Suite 400
Roseville, CA 95678



916 772-PLAY



[roseville.ca.us/PRL](https://www.roseville.ca.us/PRL)