

STRATEGIC PLAN | EXECUTIVE SUMMARY

The City of Roseville Parks, Recreation & Libraries (PRL) is an organization committed to high quality parks, recreation facilities, programs, events and an exceptional library system. Roseville is a recognized national leader in park and recreation development and management practices. Its Strategic Master Plan adopted in 2022, *FuturePRL*, will guide PRL in the coming years to service the recreation, park and library needs of all its citizens, and continue to make Roseville the city of choice to live, work and play.

PRL Mission

To enhance lives and the community by providing exceptional experiences.

PRL Vision

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

PRL Values

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

PRL DEPARTMENT HIGHLIGHTS

- Manages nearly 4,000 acres of open space
- Provides thousands of programs and events each year
- The Department plays a key role in the City's economic vitality
- Neighborhood parks are the backbone of the system, since 60% of developed park spaces are neighborhood parks
- The trails are highly used and desired
- The Department has had strong leadership in place for the last 50 years to guide the system
- The Department has many signature parks and facilities that allow for a wide variety of users and needs while providing exceptional experiences
- The library system is well used, and people want to see it continue to grow as the City continues to grow

STRATEGIC PRIORITIES

PARKS AND RECREATION

1. Develop a signature sports complex
2. Develop a new community center/aquatic/library complex in West Roseville
3. Update older parks and facilities in the system
4. Develop a connected trail system throughout the city
5. Open up nature areas for nature trails access
6. Build sustainable funding options to support the system

LIBRARIES AND CULTURE

1. Develop sustainable funding strategies
2. Build staff capacity to fulfill operational needs and community service expectations
3. Enhance and expand programs and services to meet changing community trends
4. Maintain, upgrade and reimagine spaces and facilities to meet changing service and operational needs
5. Formulate a technology plan that provides an up-to-date environment
6. Increase community engagement



STRATEGIC PLAN OUTCOMES

HEALTHY AND LIVABLE COMMUNITY

Roseville is a great place to live and is a more livable and healthy community because of our people, parkland, programs, and facilities.

RECREATION OPPORTUNITIES

Residents and visitors of all ages benefit from a variety of recreation opportunities in our parks, facilities, and programs.

PARKS AND FACILITIES

Roseville's developed parks, recreation facilities and amenities contribute to the overall quality of life through a variety of recreational opportunities, and they are well utilized and valued assets by the community because they are safe, clean, and attractive through effective maintenance management practices.

OPEN SPACE AND NATURAL RESOURCES

Roseville's open space areas, undeveloped parklands and other natural resources are preserved and protected through responsible stewardship and sustainable maintenance and management practices.

LIBRARIES AND CULTURE

Our libraries, museum and cultural arts programs and facilities enrich lives by fostering lifelong learning, celebrating our history, and by ensuring that our community has access to a vast array of ideas and information.

COMMUNITY ENGAGEMENT

Residents are involved in decisions affecting the planning of parks and facilities and the operations of PRL, and are well informed about its parks, programs, and facilities through marketing, promotion and public information efforts.

PLANNING AND DEVELOPMENT

Roseville plans and develops parks, facilities, and trails in response to the needs and priorities of our residents and reinvests in existing park system infrastructure to make sure it is safe, attractive, accessible, and well utilized.

HIGH PERFORMING ORGANIZATION

PRL is a great place to work because of our commitment to continuous improvement and we develop our people with knowledge and skills to accomplish our vision and mission.

FISCAL RESPONSIBILITY

PRL is managed and operated in a cost effective and efficient manner that provides residents and customers a good value from general fund tax support, development impact fees, assessments, user fees and other revenue.

CONCLUSION

The City of Roseville Parks, Recreation & Libraries aspires to provide world class services to the community while cultivating a world class organizational culture for its employees. To achieve the vision, mission and goals outlined in the Strategic Master Plan, both internal and external services need to be more data driven to support acting on values and elements in the plan. PRL will develop resiliency and sustainability through organizational-wide systems and processes that ensure consistent employee work practices and alignment across all service areas. Roseville residents can not only expect to receive exceptional service from PRL, but will have the opportunity to be engaged in the decision-making process on what is developed in their parks, what facilities and amenities are created and how programs will activate the spaces created. The entire process is continuous, and the outcomes are measurable.