

City of Roseville

Parks, Recreation & Libraries Strategic Priorities

2024 - 2028



Supporting City of Roseville Priorities

Aligning PRL efforts with City Council's priorities



To **ensure a safe and healthy community**, PRL provides parks, trails, facilities, programs, and services that touch all seven dimensions of wellness – physical, intellectual, environmental, vocational, social, emotional, and spiritual. In other words, “everything we do makes a healthier you”. PRL programs and events bring our spaces to life, enhancing their safety and community engagement. PRL’s afterschool programs keep our community’s youth engaged, active and safe.



To **remain fiscally responsible in a changing world**, PRL prudently uses both General Fund and other dedicated funding sources to operate our business and invest in infrastructure. Funds under PRL’s purview are closely monitored with the goal of decreasing the department’s burden on the General Fund. PRL generates millions of dollars through program revenues that meet or exceed cost recovery targets. We seek alternate revenue sources through grants, donations, sponsorships and partnerships.



To **enhance economic vitality**, PRL organizes events that attract people to the downtown area, stimulating activity at area businesses. Tournaments and events held at PRL facilities draw visitors from across the region, boosting tourism. Well-maintained parks and facilities enhance property values and attract new residents and business.



To **invest in well-planned infrastructure and growth**, PRL strikes the right balance between developing new projects and maintaining existing parks and amenities. Long-range plans guide the construction, as well as the replacement, of park and facility amenities. Parks are scheduled and designed years in advance, with a diligent eye on the timing and funding available for construction. Rehabilitation projects are professionally managed and scheduled to minimize impact.



To **support community engagement and advocacy**, PRL parks and facilities welcome millions of program participants and visitors each year. Community input is gathered through public meetings, focus groups, surveys and workshops among other methods. Each year, new programs are implemented to serve a more diverse population. Inclusion and accessibility are at the forefront in the development of parks, facilities and programs.



To **deliver exceptional city services**, PRL’s mission is “to enhance lives and the community by providing exceptional experiences”. Training is a top priority to ensure staff are well-equipped to provide the highest level of service. Staff provide prompt and accurate responses to resident inquiries, demonstrating knowledge, friendliness, and a commitment to public service.

Strategic Priorities 2024-2028

Roseville PRL

Build operational resilience

- Identify alternate funding sources and generate new revenues
- Effectively use existing funding sources
- Evaluate vulnerabilities that could affect operations
- Continue implementation of PRL Succession Plan

Commit to continued high performance

- Evaluate existing staffing model, and adapt as needed
- Strategically leverage technology
- Maintain a high level of quality in our work
- Hold ourselves and our staff accountable
- Successfully achieve and maintain accreditation
- Continue to develop and adhere to policies, procedures and processes

Increase community engagement

- Include the community in decision making as appropriate
- Introduce new and innovative programs, services, facilities and amenities that promote diversity, equity and inclusion
- Effectively communicate the benefits of PRL
- Expand volunteer opportunities
- Explore new methods to enhance communications

Be an employer of choice

- Proactively and creatively focus on recruitment and retention
- Support and invest in opportunities for personal and professional development
- Recognize and celebrate staff achievements
- Encourage innovation and autonomy
- Prioritize employee wellbeing
- Focus on organizational culture
- Recognize and encourage use of staff's talents

Foster responsible stewardship

- Prudently manage our fiscal, human, physical and environmental resources
- Open new parks and facilities with a well-developed plan for management and operations
- Reinvest in and effectively maintain existing parks, facilities and natural resources
- Identify opportunities to educate the community about natural resources

PRL Mission, Vision, Values

PRL's mission and vision clearly define the role we play in the community. Our values reflect our beliefs and guide how we perform as a team.

Our Mission

To enhance lives and the community by providing exceptional experiences.

Our Vision

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

Our Values

- **Diversity & Inclusion**
Our differences are our strength and we are committed to creating an inclusive environment where everyone can bring their full self to work.
- **Excellence**
We take pride in our work and strive to achieve exceptional results.
- **Fun & Celebration**
We celebrate our successes and have fun along the way.
- **Innovation**
We encourage new ideas, seek creative ways to solve problems, take strategic risks and learn from our mistakes.
- **Integrity**
We are honest, trustworthy and accountable for our actions. We do the right thing, even when no one is looking.
- **Learning**
We foster a culture of continuous improvement and encourage both personal and professional growth.
- **Respect**
We treat all people with dignity. We communicate thoughtfully, value relationships and trust one another.
- **Safety**
We place safety first, in everything we do.
- **Sustainability**
We make decisions that are good for people and the planet. We are responsible stewards of the fiscal, human, physical and environmental resources entrusted to us.
- **Teamwork**
We know our impact is always greater when we work together towards a common goal.