

PARKS FORWARD



- California State Parks Stewardship Act & AB 1478 (2012)
 - Independent Advisory Committee
 - 12 Commissioners
 - “To assess and makes recommendations for addressing the long-term sustainability of the State Park System”.

- Initiative staff
 - Ken Wiseman, Executive Director
 - Melissa Johnson, Deputy Executive Director
 - Delbra Gibbs, Administrator
- DPR staff
- Resources Legacy Fund

Research, Analysis, Outreach

- Parks staff survey (August 2013)
- Parks staff focus groups (August 2013)
- Ten public workshops (September–October 2013)
- Commission work groups (January – March 2014)

Research, Analysis, Outreach

- Comments via website and intranet
- Manuel Pastor on changing demographics
- Financial consultant, FTI
- Partnerships consultant, Destry Jarvis
- Future user analysis consultant, IMPACTS Research & Development
- Public funding consultant, Forward Observer

Staff Outreach Takeaways - Personnel

- Hire more staff
- Increase leadership development and training
- Increase promotional opportunities
- Improve communication

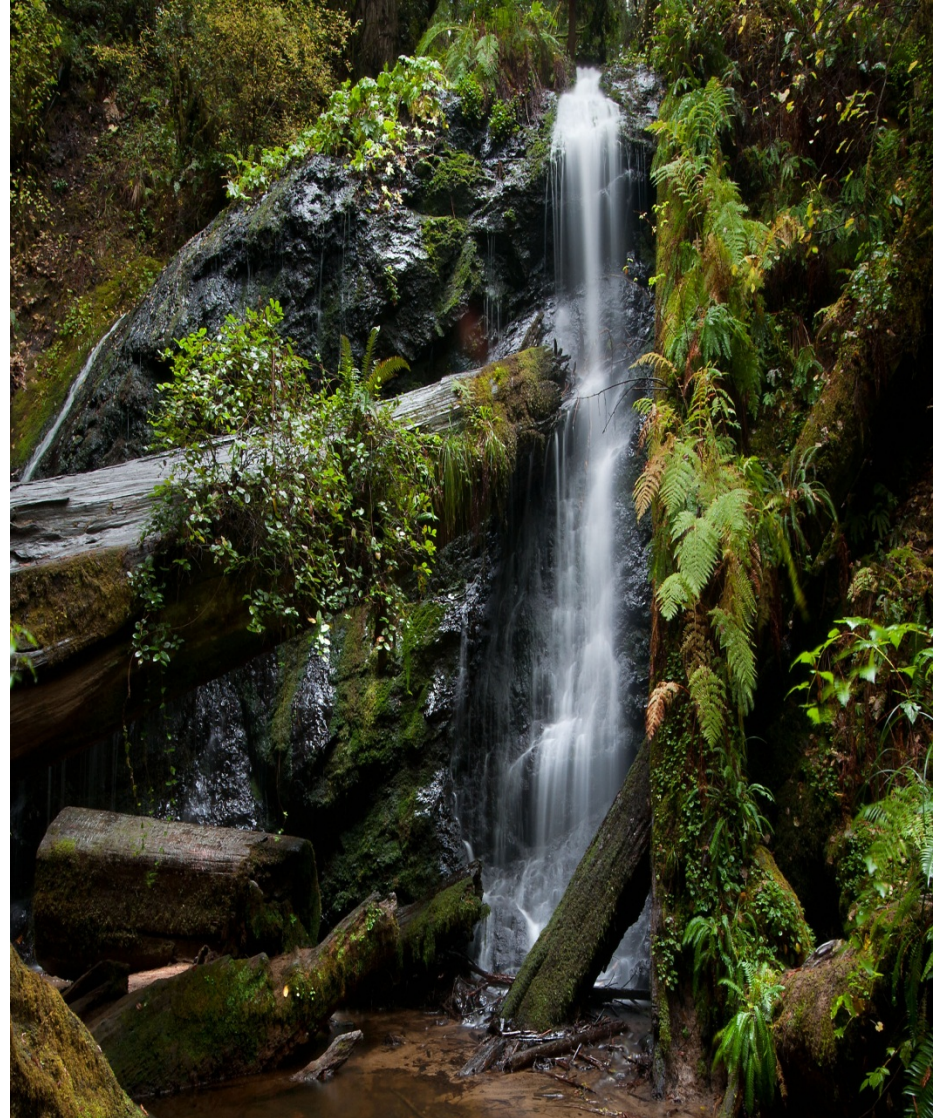


Staff Outreach Takeaways - Finance

- Increase funding levels throughout the department
- Improve accounting systems, procedures and processes
- Need clearer connection between operational needs and allocation of funds

Public Outreach Takeaways

- Importance of relationships with local communities
- Improved planning and management will rebuild public trust
- Opportunities exist to increase visitation
- Need to improve marketing and outreach



Parks Forward Commission Activity

- Commission Meetings
 - September 18th, 2013
 - December 18th, 2013
 - February 12th, 2014
- Finance and Partnerships Work Groups
- Public Health and Park Access Work Groups

- Draft Report on April 23rd
- Commission Meetings
 - April 30th - South San Francisco
 - August 6th - Sacramento
- Reconvene Staff Focus Groups

Draft Recommendation Themes

- Recommendations
 - Build an effective and efficient department
 - Protect natural and cultural resources
 - Provide access to a network of parks
 - Promote healthy lifestyles and communities
 - Engage youth
 - Secure stable funding
 - Enhance support organizations

Thank You