



MEMORANDUM

Date: March 31, 2015

To: Parks & Community Services Board

From: Camron Parker, Senior Planner
Colin Walker, Community Relations Coordinator
Parks & Community Services

Subject: Overview of the Marketing & Communications Plan and the Parks & Community Services Strategic Plan
(Board action requested – review and endorse Plans)

At your meeting on April 14th, staff will present an overview of the Marketing & Communications Plan and the Parks & Community Services Strategic Plan, as part of the department's accreditation process.

Background

In February 2005, Parks & Community Services Department first obtained accreditation from the Commission for Accreditation of Park and Recreation Agencies (CAPRA) and earned reaccreditation in 2010. As part of the re-accreditation process for 2015, the Department is required to provide updated information documenting policies and practices currently in place. At the March meeting, the Board reviewed and endorsed the Structural Operations Plan, Maintenance Management Plan and Recreation Plan. At the April meeting, the Board will review the Marketing & Communications Plan and the Parks & Community Services Strategic Plan. Staff will discuss these plans and how they are developed and utilized.

- The Marketing & Communications Plan outlines how the department evaluates the relevance and effectiveness of its programs and services, and how it conducts outreach in the community.
- The Strategic Plan outlines how the department is organized and acts around achieving its mission of "building a healthy community."

Current Status

The plans were revised and updated in 2014 and 2015. This information will be submitted for review to the team of three CAPRA officials evaluating our department's documentation, the organization and our park system. Once endorsed by the Parks & Community Services Board, these plans will be submitted as part of the department's supporting documentation for the accreditation process.

Action Requested

Park Board endorsement of the plans for the 2015 CAPRA accreditation process.

