

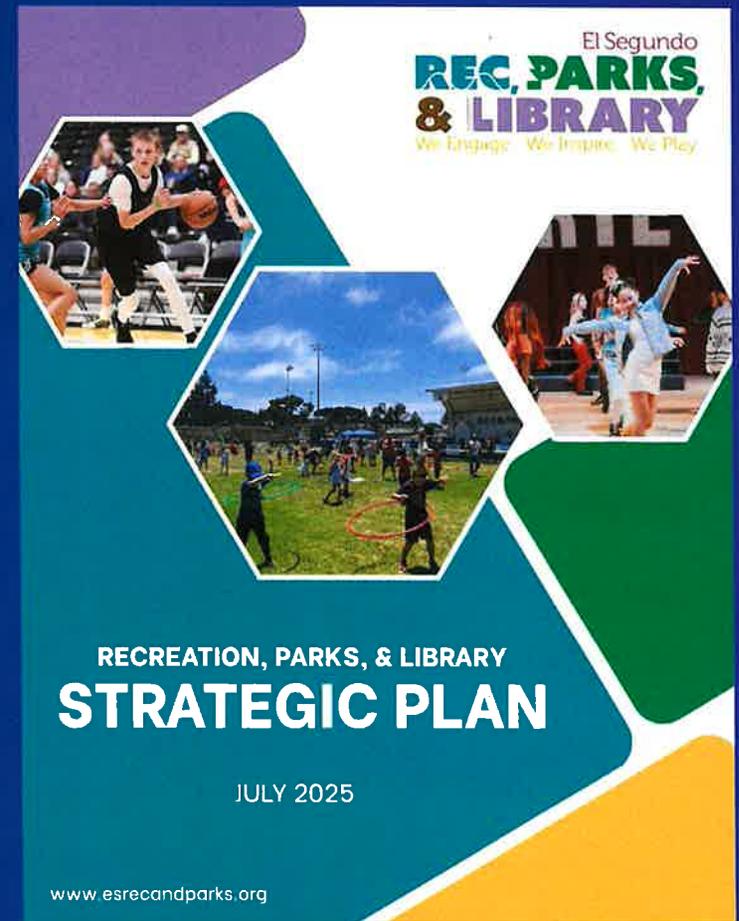


CITY OF
EL SEGUNDO

Department of Recreation, Parks and Library Strategic Plan

Background

- RPL engaged with Knight Leadership Solutions to work with staff to create a draft Strategic Plan to set priorities for the next three years
- RPL hosted two, half day retreats with all fulltime staff to discuss Department strengths and areas for growth, expectations and goals for the future



Vision, Mission and Values

- Staff created a Vision Statement, a Mission Statement and a list of Values to guide the Department's work and ways of doing business

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VISION, MISSION, & VALUES



 VISION	 MISSION	 VALUES
To be the heart of the community, engaging generations, cultivating lifelong learning, and memorable experiences in our welcoming places and spaces.	To enrich the lives of all with excellence, through inclusive and innovative services, in clean, safe, and sustainable environments.	Positivity Communication Respect Teamwork Passion

RECREATION, PARKS AND LIBRARY STRATEGIC PLAN

JULY 2025

Division Goals

- Each Division prioritized three key Multi-Year goals with multiple action items for each goal

MULTI-YEAR GOALS

RECREATION



GOAL 1

Identify technology opportunities and solutions to enhance internal and external user experiences.

GOAL 2

Assist in conducting a cost recovery analysis of all programs and consider fee increases based on data.

GOAL 3

Improve programming quality and participant satisfaction through solution-oriented customer service.

PARKS MAINTENANCE

GOAL 1

Professionally maintain city parks, facilities and street medians for the benefit of El Segundo residents.

GOAL 2

Replace both playgrounds including resurfacing at Recreation Park.

GOAL 3

Procure additional equipment and trucks for staff including a chipper, irrigation weather system, stump grinder, and bucket truck.



MULTI-YEAR GOALS

LIBRARY



GOAL 1

Increase overall collection use by 10% over 3 years.

GOAL 2

Modernize interior by upgrading furniture, end-caps on shelves, service desks, carpet and paint.

GOAL 3

Maximize participation in all existing programs.

AQUATICS

GOAL 1

Re-Open the Plunge Facility.

GOAL 2

Certify all staff and lifeguards in WSI (Water Safety Instructor Certification).

GOAL 3

Increase offerings for Red Cross Certification classes, thereby increasing community water safety.



MULTI-YEAR GOALS

CULTURAL DEVELOPMENT



GOAL 1

Implement Cultural Arts Master Plan.

GOAL 2

Hire a full-time, Cultural Arts Coordinator to implement the goals and objectives of the Cultural Arts Master Plan.

GOAL 3

Continue seeking opportunities for diversifying funding for Arts programs in El Segundo.

ADMINISTRATION

GOAL 1

Implement comprehensive Share Drive Filing procedure.

GOAL 2

Utilize Monday.com to complete and manage contracts and services agreements.

GOAL 3

Ensure all CCB agendas, minutes and postings are thorough and accurate, improving transparency and record keeping of Department activities and projects.



Implementation

- Staff will develop an implementation plan that will include KPI's and other performance metrics
- Progress on goals and action items will be shared with the Recreation and Parks Commission and City Council

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IMPLEMENTATION



- 1**
IMPLEMENTATION ACTION PLAN: ACTION ITEMS AND PROJECTS
An Implementation Action Plan will accompany the Strategic Plan. It will contain specific action items per strategy.
- 2**
PERFORMANCE METRICS AND KEY PERFORMANCE INDICATORS (KPI'S)
KPIs and performance metrics will be established to determine the successful completion of the action items and/or projects.
- 3**
MONITORING AND TRACKING
The Implementation Action Plan, along with the identified KPIs and performance metrics, will be monitored and tracked.
- 4**
REPORTING
Progress reports will be provided twice a year to the Recreation and Parks Commission. Periodic status reports on specific items will also be provided.

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JULY 2025