



CITY OF
Vancouver
WASHINGTON

Get to Know Parks, Recreation & Cultural Services

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Director

Parks, Recreation and Cultural Services

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Agenda

- Guiding Policies
- Divisions and Key Projects
- Role of the Parks and Recreation Advisory Commission
- Discussion



Guiding Policies



Council Priorities

City Leadership



City Values

Employee Culture



Comprehensive Plan

Community Goals



Best Practices

Industry Standards



Council Priorities

Five core priorities identified by Vancouver City Council

- Livability
- Equity and Inclusion
- Innovation
- Sustainability and Resiliency
- Community Trust and Relationships



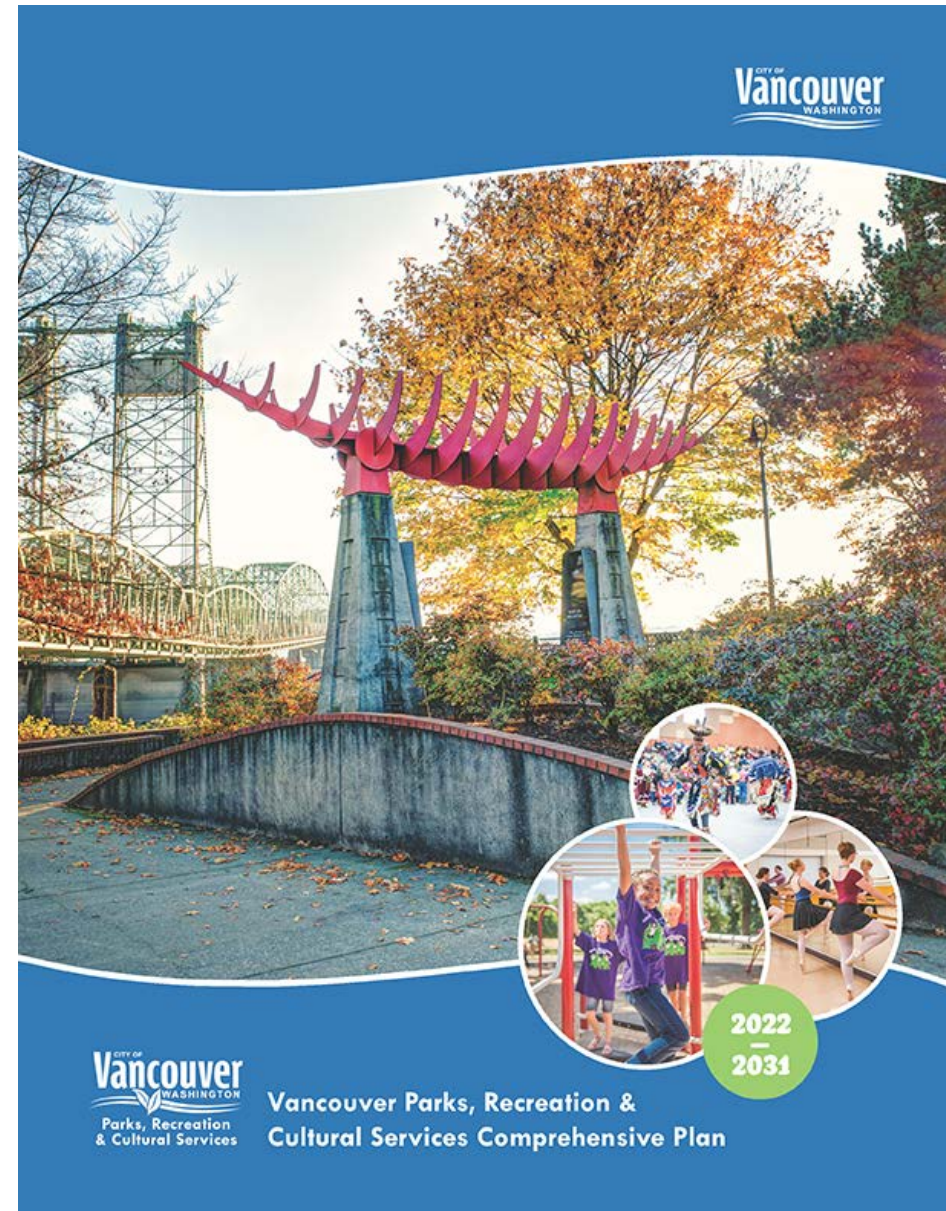
City Values

Unifying values create an employee culture with shared accountability and expectations



Comprehensive Plan

Work plan for 2022-2031
created in collaboration
with the Vancouver
community



PRCS Comprehensive Plan Community Goals

Community Goals 1-4

1. Safe, equitable access to parks, natural areas and public arts and culture spaces
2. Interconnected parks system that supports alternative modes of transportations, public health, recreational opportunity and environmental stewardship
3. Preserve Vancouver's history and cultural heritage
4. Expand existing tools to guide project funding priorities with an equity lens



PRCS Comprehensive Plan Community Goals

Community Goals 5-8

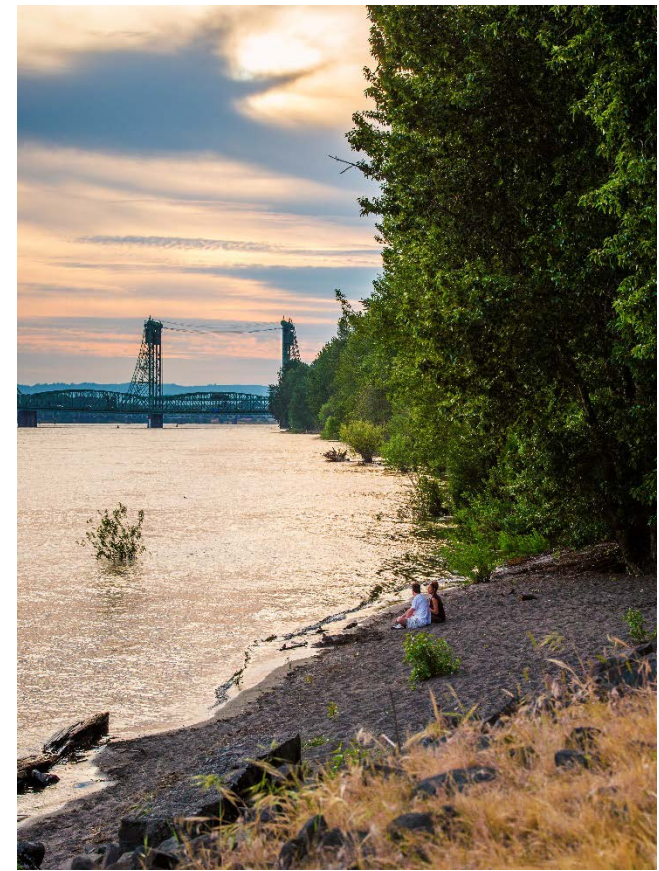
5. Update existing “Improvement Level” definitions to include innovative approaches that meet the needs of a growing and diversifying community
6. Maintain and enhance the parks system, recreation facilities and community assets to meet identified standards
7. Establish and meet the goals outlined in division program areas
8. Reflect the community we serve through creative public engagement, collaborative planning and culturally responsive communication



Best Practices

Other organizations that guide our work

- **WRPA** – Washington Recreation and Parks Association
- **NRPA** – National Recreation and Parks Association
- Other organizations focused on equity and inclusion, event and volunteer management, and safety





Vancouver Parks, Recreation and Cultural Services

- Parks Division
- Recreation Division
- Cultural Services Division
- Administrative Division



Parks Division

Acquire, develop and maintain parks, trails and natural areas

Managing Staff:

Terry Snyder

Monica Tubberville

Assets:

2,246 Acres of Park Land

82 Parks

28 Natural Areas

20+ Miles of Trails

Team Roles:

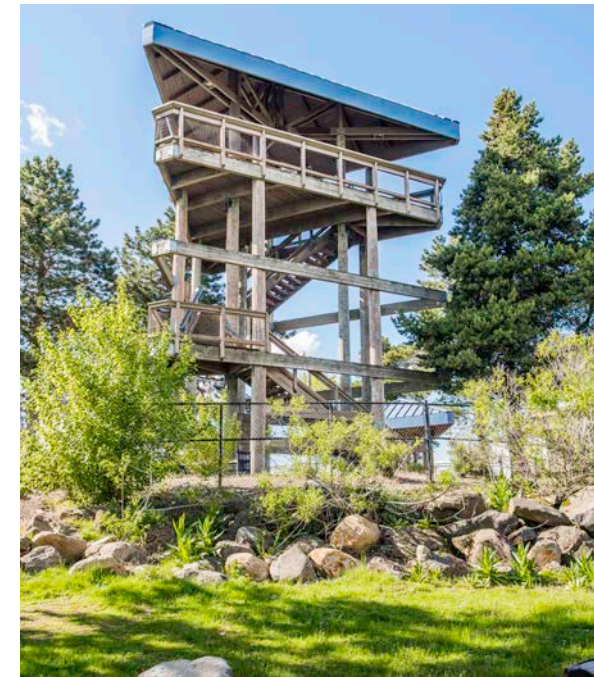
- Park Planner
- Park Developer



Parks Division

Key Projects in 2024

- Acquiring new park property
- Master planning and construction
- Pursuing grants
- Developing code updates
- Begin focusing on trail expansion
- Interstate Bridge Replacement
- Engaging City development projects
- Replacing aging features and playgrounds



Recreation Division

Aquatics, sports, fitness and social connections for all ages

Managing Staff:

Angela Brosius
Andy Meade

Facilities:

Firstenburg Community Center
Marshall/Luepke Community Center

Team Roles:

- Center Director
- Administrative Assistant
- Recreation Coordinator
- Recreation Specialist
- Facility Assistant
- Customer Service Representative



Recreation Division

Key Projects in 2024

- Reorganizing recreation workforce to convert temporary staff to benefitted roles
- Cost of service study and adjustment of program fees
- Strategic program growth
- Increasing equity and access



Cultural Services Division

Special events, volunteering, community gardens and park permits

Managing Staff:

Stacey Donovan

Assets:

- Vancouver Arts Hub Building
- 28 Public Art Features

Additional Oversight:

- Culture, Arts and Heritage Commission

Team Roles:

- Special Events Permitting Manager
- Special Events Coordinator
- Special Events Specialist
- Volunteer Coordinator
- Volunteer Assistant
- Support Specialist



Cultural Services Division

Key Projects in 2024

- Strategic growth of events and cultural partnerships
- Event impacts due to Propstra Square construction
- Vancouver Arts Hub and Arts & Music Festival
- Naturespaces Pilot Program



Administration Division

Performance metrics, support and communication for all divisions

Managing Staff:

David Perlick

Team Roles:

- Management Analyst
- Tech Systems/Park Operations
- Communications Specialist
- Marketing Assistant
- Administrative Assistant



Administrative Division

Key Projects in 2024

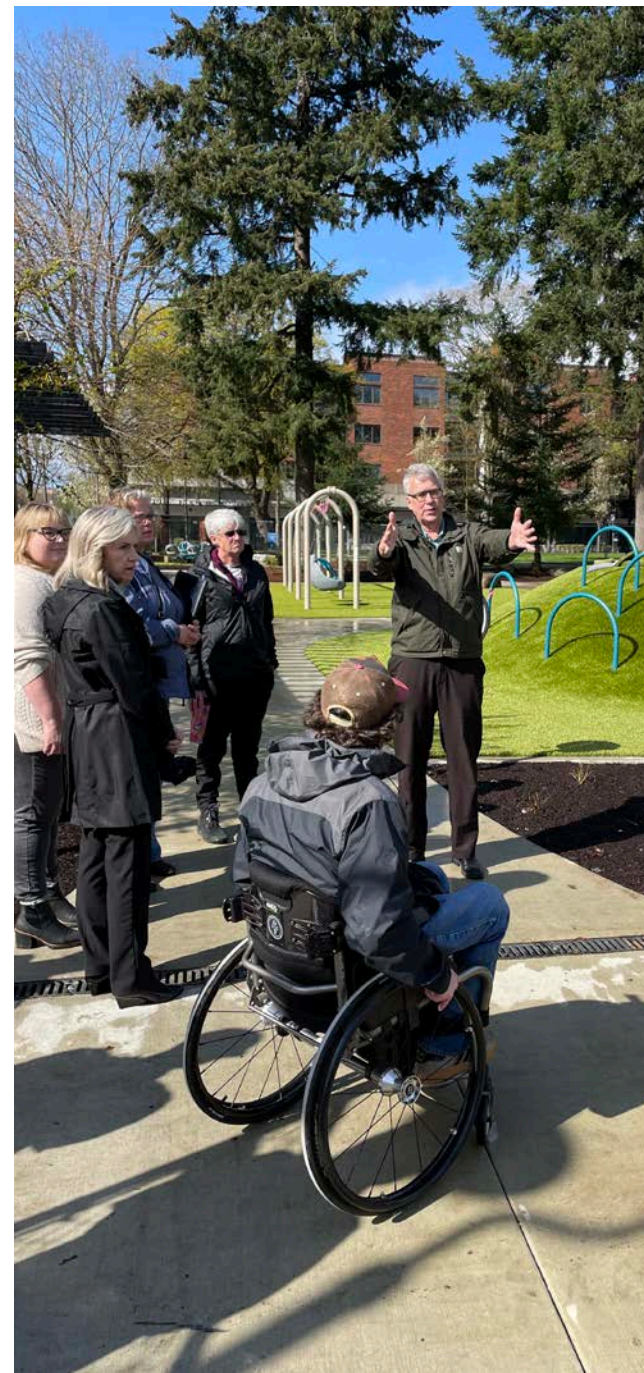
- Strategic planning with PRAC
- Community engagement and education
- Preparation for biennial budget requests
- Updates to the City intranet
- Department workplans and metrics



Commissioner Role

Parks and Recreation Advisory Commission Duties

- Advise department staff
- Make recommendations to City Council
- Advocate for park and recreation issues among decision makers
- Connect with community members and provide information about PRCS





Ways Get Involved

- Policy creation and review
- Sit on a strategic subcommittee
- Attend department events in the community
- Connect with community partners and organizations
- Advocate at City Council and other community meetings





What to Expect in 2024

- Visit Parks and Community Centers
- Strategic Retreat
- Improved Communication
- WRPA State Conference in Vancouver



Get to Know the Commissioners

- What inspired you to join the Parks and Recreation Advisory Commission?
- How do you hope to impact the community through your role as a commissioner?
- Do you have any questions about what was covered today?



Thank You

