

Agenda

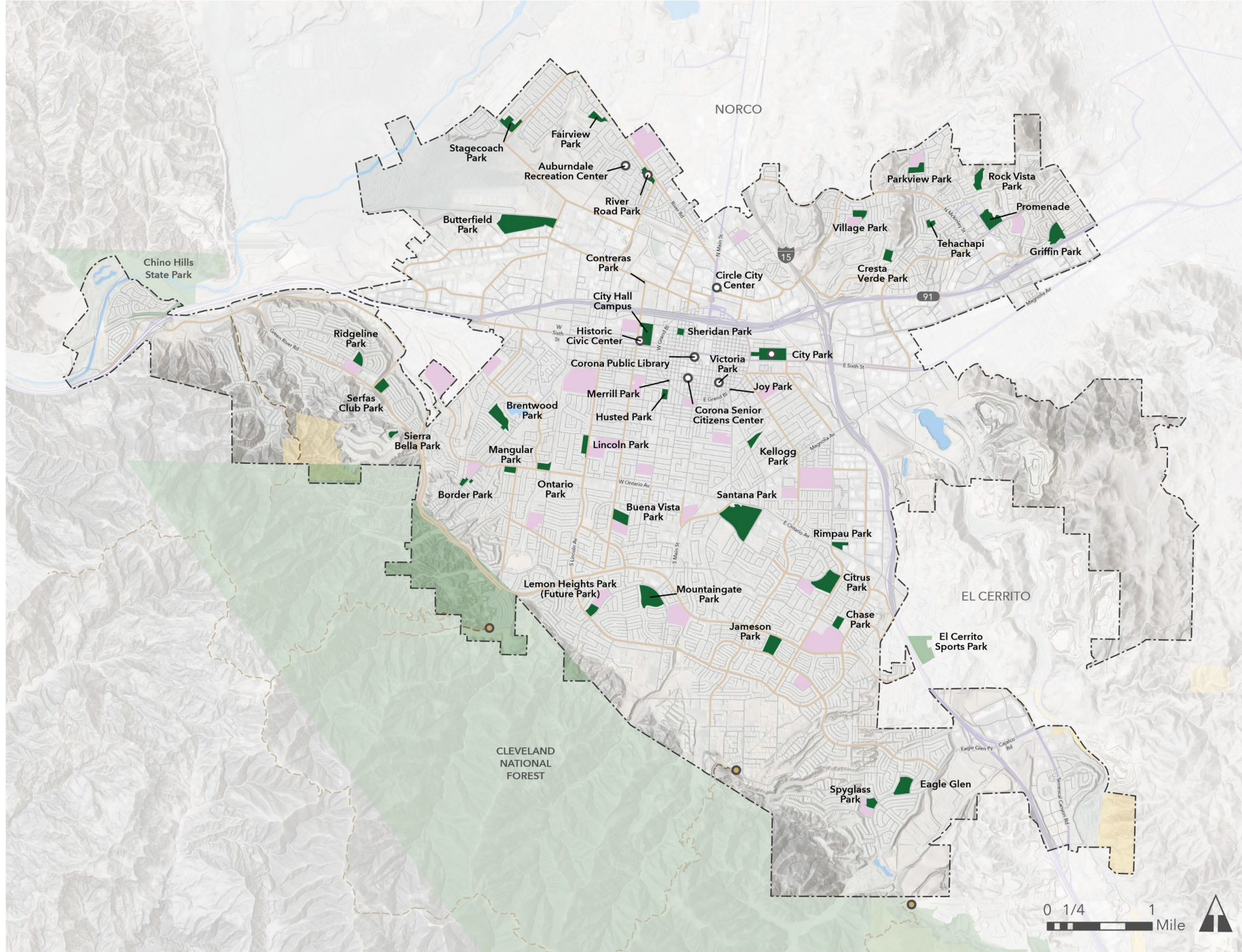
- Welcome and Introductions
- Parks and Recreation Master Plan - Project Overview
- Financial Sustainability



Parks and Recreation Master Plan – Project Overview



Map 1: Corona Existing Parks and Recreation Facilities



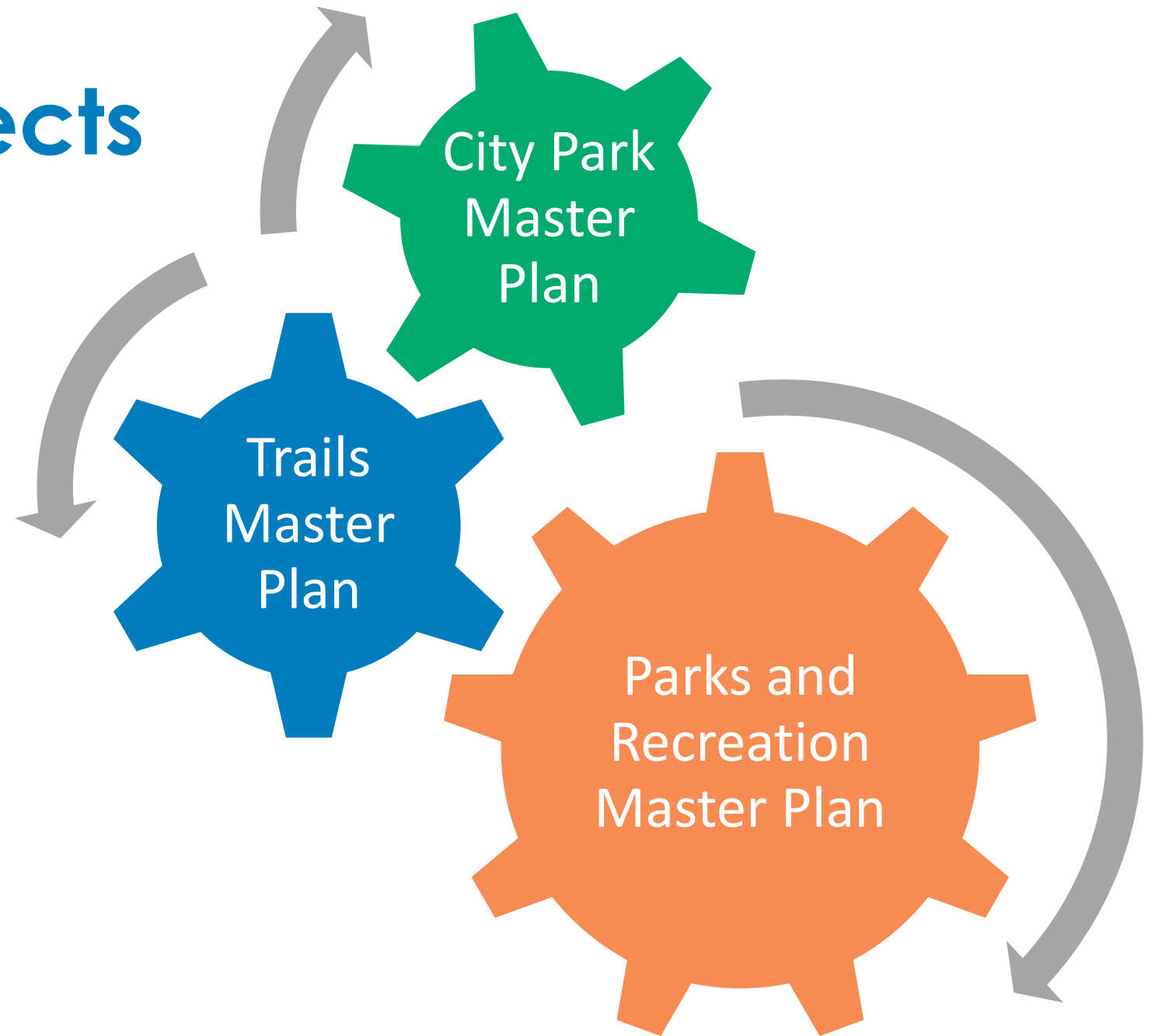
- City of Corona Parks
- Other Public Parks
- Conserved Lands
- Schools
- City of Corona
- Bus Routes
- Bike Routes
- Hiking Trails
- Major Recreation Facilities
- Trailheads



Last Updated: 5/11/2022 3:52 PM
 Management, EPA, NPS, USDA
 GeoTechnologies, Inc, METI/NASA, USGS, Bureau of Land
 California State Parks, Esri, HERE, Garmin, SafeGraph,
 and the GIS User Community, City of Corona, County of Riverside,
 Airbus, USGS, NGA, NASA, CGIAR, NCEAS, NLS, OS, NMA, Geodastay
 © OpenStreetMap (and) contributors, CC-BY-SA,



Current Projects



Purpose of the Master Plan

A unified vision and planning framework for the enhancement and long-term maintenance of parks and recreation facilities



The Corona Parks and Recreation Master Plan will be:



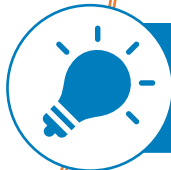
INCLUSIVE: Involve diverse residents, stakeholders, and community groups to identify priorities



EQUITABLE: Address varied needs, community priorities, and access



STRATEGIC: Guide capital and operations investment through financial sustainability



VISIONARY: Find new solutions to respond to evolving opportunities and challenges

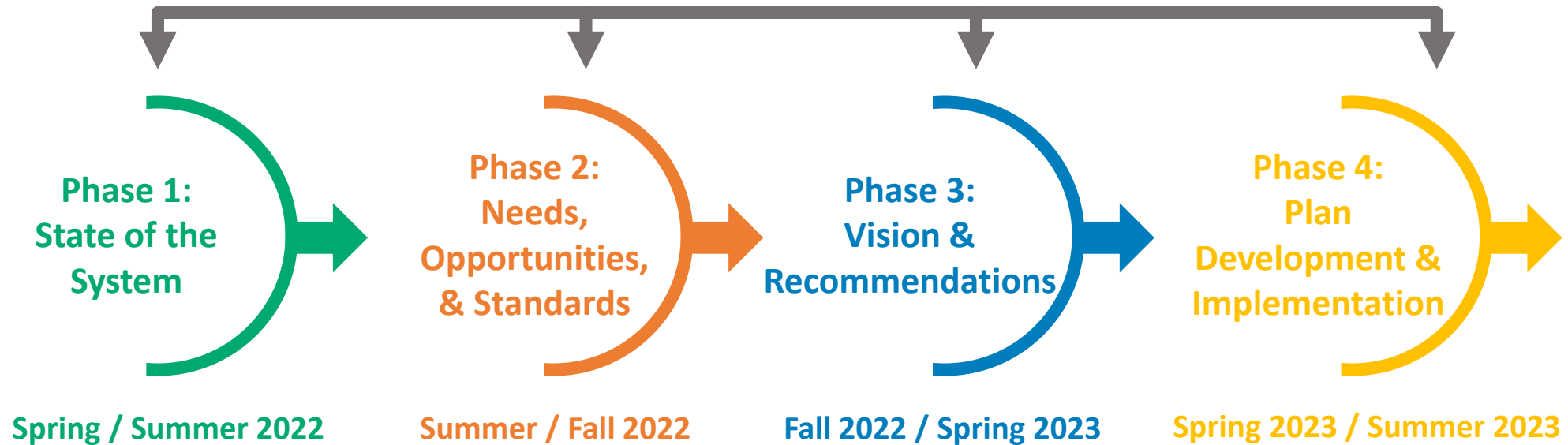


ACTIONABLE: Communicate the Corona standard and cultivate resources for implementation

Community-Driven Process



Public Engagement and Outreach



Key Tasks



Public Engagement and Outreach

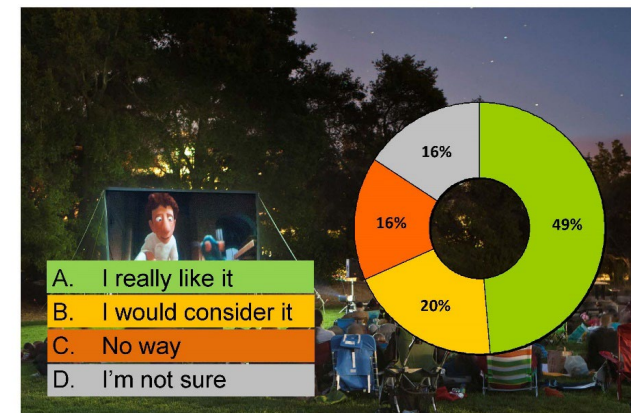


Outreach & Engagement Goals

- Ensure the Parks Master Plan reflects City priorities and goals.
- Ensure **equitable opportunities** to participate.
- Involve a **broad cross-section of the community**, including diverse demographic groups.
- Identify and work with Parks and Recreation Master Plan champions to reach **underrepresented groups**.
- Document community preferences for park investment.
- Foster long-term support for parks and recreation.

Engagement Activities

- Website, Social Media Posts, E-Blasts, News Releases
- Community Focus Groups
- Bilingual Online Questionnaire
- Pop-up/Virtual Outreach Activity
- Community Prioritization Activity
- Draft Plan Review



Parks and Recreation Commission Role

- As shepherds and ambassadors, you will:
 - Help connect the project team to key stakeholders and community resources
 - Help promote public engagement activities
 - Review draft materials and provide guidance and input that is open to the different viewpoints of other team members
 - Help build consensus around a new park vision to ensure the success of city parks, facilities, and programs in the future!

We value respect, inclusivity, inquisitiveness, enthusiasm, learning/sharing of ideas, bold visions

Advisory Direction

DATE	MEETING TOPIC
May 2022	PRC Meeting: Orientation and Financial Sustainability Overview
July 2022	Interviews with Commissioners: Issues and Opportunities
August 2022	PRC Meeting: Financial Sustainability – Common and Individual Good/ Beneficiary of Service
Fall 2022	PRC Meeting: Needs, Opportunities, and the Corona Standard
Spring 2023	PRC Meeting: Draft Vision and Community Prioritization Review
Summer 2023	PRC Meeting: Public Draft Plan Review



Discussion

- What groups do we need to involve?

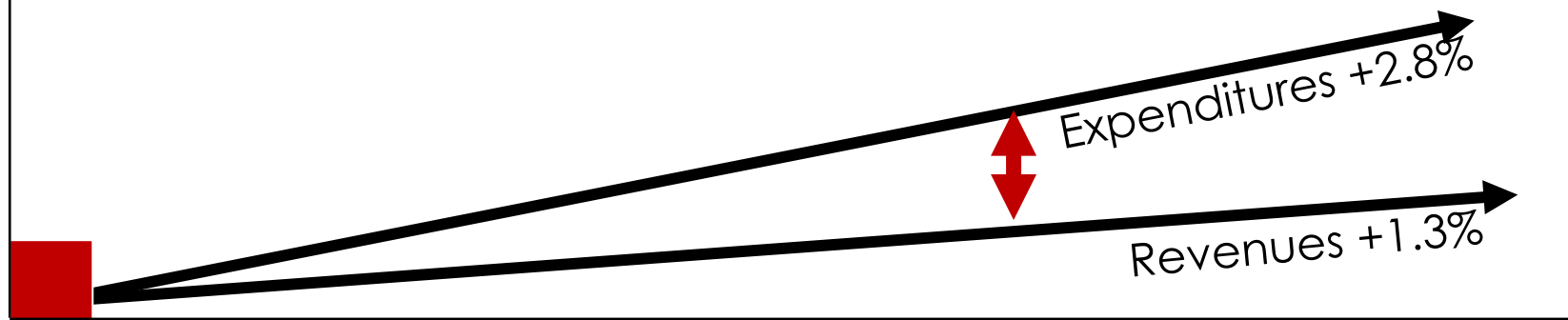


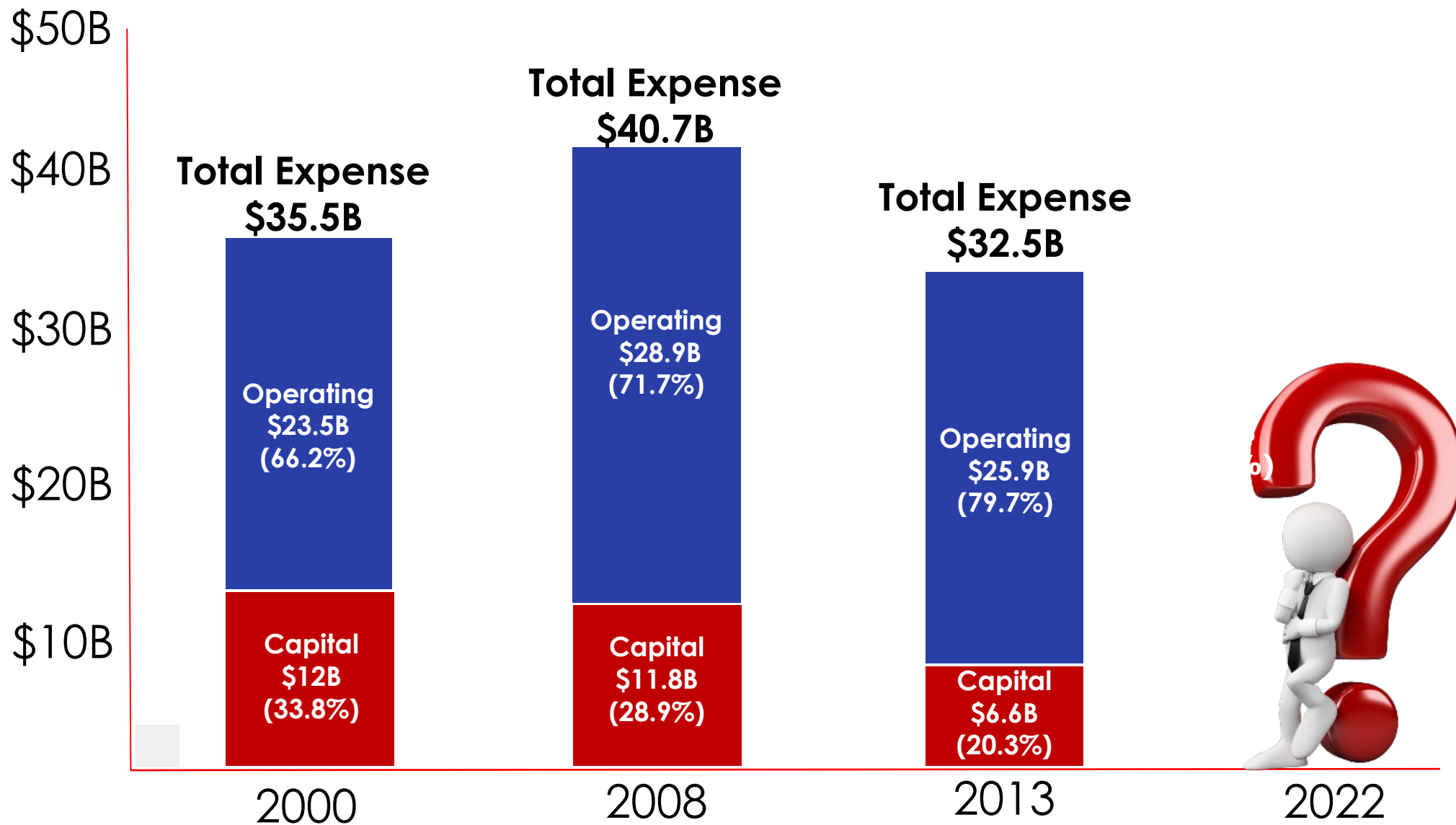
The Smart Approach to Financial Sustainability for the Public Sector

An approach made possible by 110% Inc. an Amilia Company



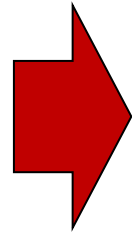
The public sector's balance sheet







A path towards
financial discipline
STARTS HERE



**The 3-legged Stool
Approach**

Financial Sustainability Strategy

Service categories

Youth Sports

(t-ball)

**Cost recovery
goal = 50%?**



Seniors

(learn to swim)

**Cost recovery
goal = 25%?**



Dance

(Intro to ballet)

**Cost recovery
goal = 75%?**



Service Category:
Beginner Level Activities
Similar purpose = Same CR goal

Cost recovery goal = 75%



&

Cost recovery goal = 75%



&

Cost recovery goal = 75%





Financial Sustainability Strategy

Beneficiary
of
Service

Service Area:

Aquatics

Cost recovery goal = 50%

Learn to Swim
Cost recovery goal
= 50%?



Masters Swim
Cost recovery goal
= 50%?



Those who benefit, vary

Service Category:
**Beginner Level
Activities**

Cost recovery goal = 75%



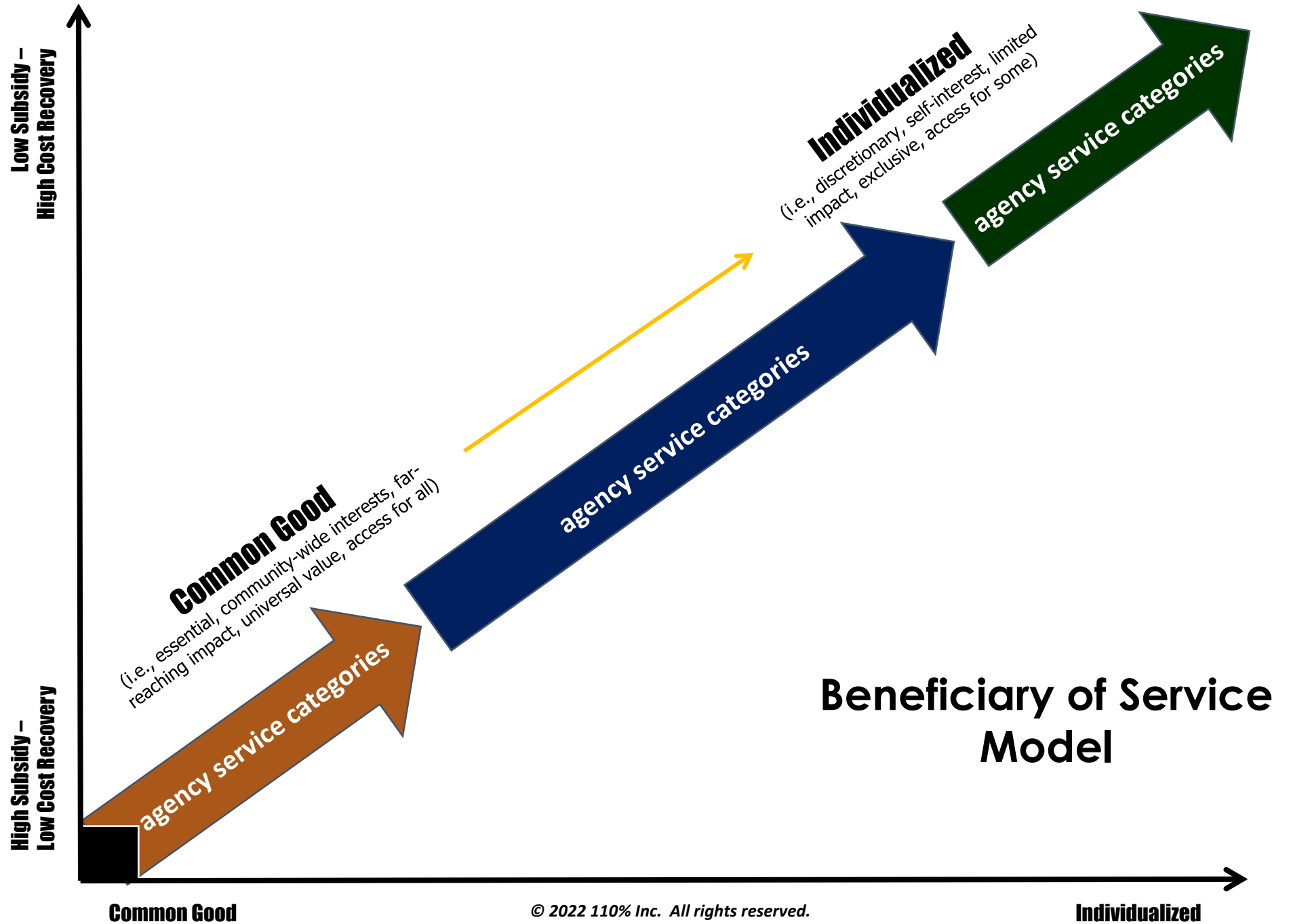
Service Category:
**Competitive Level
Activities**

Cost recovery goal = 100%



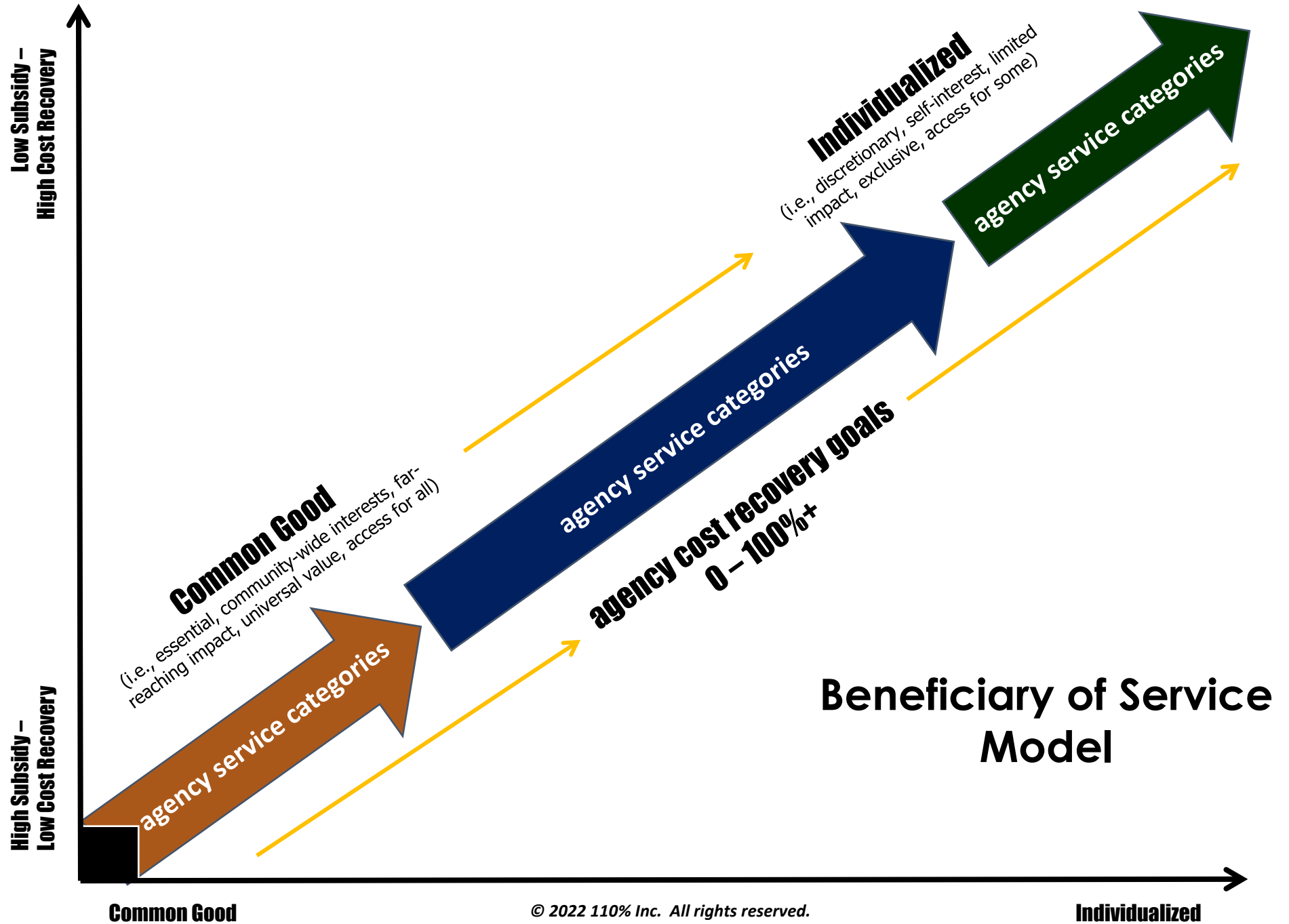


Financial Sustainability Continuum





Financial Sustainability Continuum



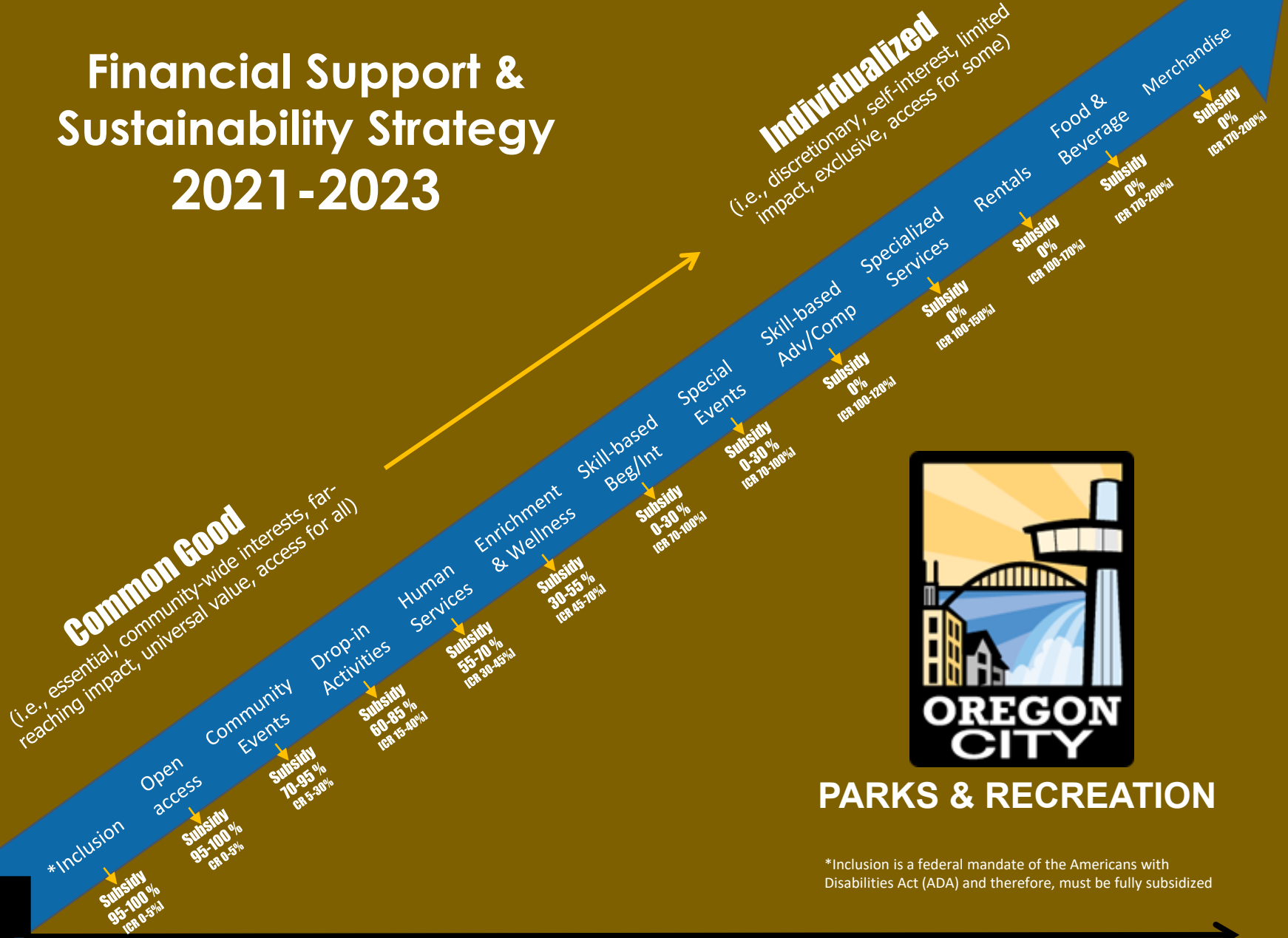


Financial Sustainability Continuum

Low Subsidy –
High Cost Recovery

High Subsidy –
Low Cost Recovery

Financial Support & Sustainability Strategy 2021-2023



Common Good

Individualized



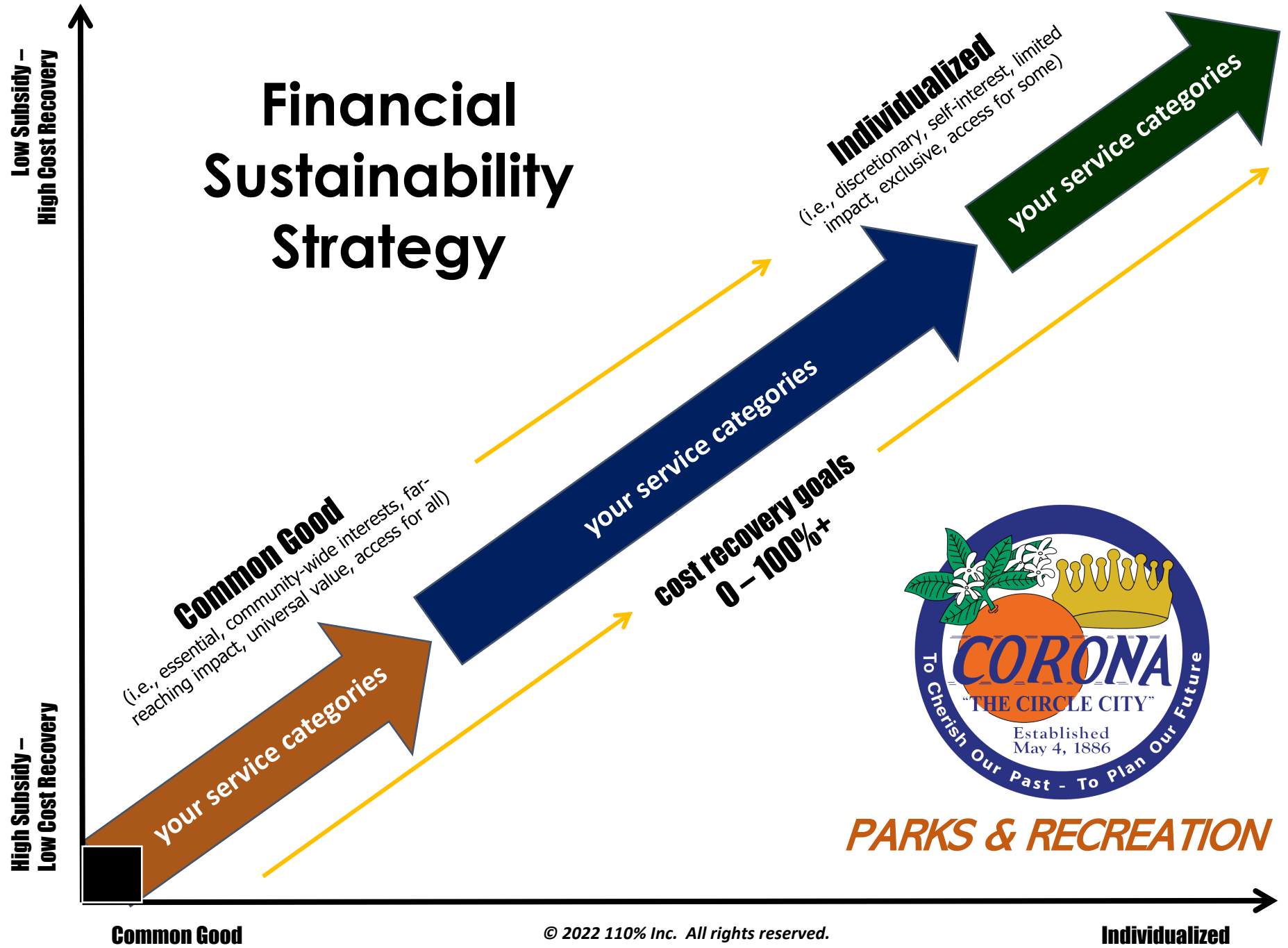
PARKS & RECREATION

*Inclusion is a federal mandate of the Americans with Disabilities Act (ADA) and therefore, must be fully subsidized



believe in possibility
An amilia company

Financial Sustainability Continuum



PARKS & RECREATION

- ❑ Service category development is underway.
- ❑ Cost of service analysis work will begin in July.
- ❑ A work session will be scheduled with the Commissioners in late summer/early fall. This will include defining “common good” and “individual benefit” for Corona CA and doing the Beneficiary of Service exercise.





Discussion

- Questions? Thoughts? Comments?