

MANAGING PERFORMANCE WORKSHOPS

Parks and Recreation

INTRODUCTION

The purpose of this workshop series is to help departments develop a purpose statement, identify core services, and develop a family of measures to evaluate defined services.

The outcome of these workshops will be the creation of performance dashboards used to tell the department's story, shine a light on needs, and serve as an asset in the decision-making process.

PEOPLE 3-8

TIME 3:00 hours

DIFFICULTY Beginner

AGENDA

- 1 Warm-up Activity
- 2 Defining Our Purpose
- 3 Identifying Core Services
- 4 Measuring Performance
- 5 Participant Feedback

TIPS

To navigate, find this box (bottom-right) and zoom in until the text is easy to read

Double click to add sticky notes.

Add images from the left bar, search and drag in.

Add icons from the left bar, search and drag in.

Add links by pasting in the URL directly on to the mural.

Quickly duplicate any element by holding alt (option on Mac), click it, then drag it.

1 WARM-UP ACTIVITY

Personal Presentations TIME 5-10 minutes

Aimee Kaslik
Chaos Coordinator

Fun facts about me:

- 1. I love Disney
- 2. I love to travel
- 3. I love to read

Gary Packan
Director

Something that makes you happy

Fun facts about me:

- 1. I love to hike
- 2. I love to read
- 3. I love to travel

Caroline
Money Lady

Fun facts about me:

- 1. I love to read
- 2. I love to travel
- 3. I love to hike

Fince Espinoza
Asst. Director

Fun facts about me:

- 1. I love to read
- 2. I love to travel
- 3. I love to hike

Omar Siddiqi
Mgmt. Analyst

Fun facts about me:

- 1. I love to read
- 2. I love to travel
- 3. I love to hike

Nikki Sassenus
Cat Wrangler

Fun facts about me:

- 1. I love to read
- 2. I love to travel
- 3. I love to hike

Name
Role

Something that makes you happy

Picture of where you live

Fun facts about me:

Name
Role

Something that makes you happy

Picture of where you live

Fun facts about me:

2 DEFINING OUR PURPOSE

Creating Your Purpose Statement TIME 30 minutes

Why does your department exist?
What role does the department fill for the city?
What critical services does your department provide?

Who are your customers?
Who are actual or potential users of your department's programs or services - internal or external? Primary external customers are residents, visitors, and businesses.

What results are you trying to achieve?
What outcomes does your department want to achieve - from the customer perspective?
What is the ultimate benefit to your customers from the work you do?

Why do we do it?
Which council focus area(s) best fit your department?
Place a checkmark or other icon next to the most applicable.

- Pursue Organizational Excellence and Collaborative and Respectful Leadership
- Enhance Infrastructure and Mobility
- Foster Economic Opportunity and Affordability
- Support Healthy and Safe Communities
- Promote Sustainability and the Environment

Purpose Statement
Factoring in your responses above, write a concise statement - 2 to 3 sentences - describing your department's purpose.

To unite and grow from by preserving parks and encouraging play. UNITE internally and within the community. GROW lives, provide, nurture, and emotionally PRESERVE, ENHANCE, and MAINTAIN governance by being good stewards. ENCOURAGE PLAY to improve the quality of life for all we serve.

Parks and Recreation is responsible for fostering a sense of community and enhancing the quality of life of residents and visitors by providing recreational, educational, and wellness opportunities; supporting Denton's economic vitality through special events; and providing beautiful, well-maintained parks and public spaces while being good stewards of the environment.

3 IDENTIFYING CORE SERVICES

How You Achieve Your Purpose TIME 45 minutes

What are your core services?
Which services have a maximum impact on achieving desired outcomes?
Which services benefit the most customers?
Which services use the most resources?
Which services are most closely identified with your department?

Core Service 1:
Provide Recreational, Educational, and Wellness Opportunities

Major Processes: Parks and Recreation is responsible for planning, implementing and evaluating recreational, educational and wellness programs and activities to provide a sense of community and promote social, physical, and mental, wellness. This includes providing a variety of programming, hosting and supporting special events, overseeing recreation facilities and trails.

Core Service 2:
Plan and Construct Parks, Recreation Facilities, and Open Spaces

Major Processes: Parks and Recreation is responsible for planning and overseeing high quality, scenic park spaces for utilization by people of all ages and abilities. This is done by engaging the community and key stakeholders to gather input to address user needs while creating and adhering to internal and industry park standards, forming beneficial partnerships, acquiring land, master planning, construction management, and securing grant funding.

Core Service 3:
Maintain and Beautify Parks and Public Spaces

Major Processes: Parks and Recreation is responsible for all aspects of maintaining and enhancing parks and the overall beautification of parks, facilities and city properties including playgrounds, recreation centers, athletic fields, aquatic amenities, trails, city-owned cemeteries, gardens, greenways and municipal properties while being environmentally aware.

Core Service 4:
Enhance Arts and Culture

Major Processes: Parks and Recreation oversees the Public Art Committee and the Original Denton District that is designed to drive growth of arts and cultural opportunities while supporting residents, artists, music, dance, theater and historical initiatives through non-traditional funding and partnerships.

Core Service 5:
Strategic Marketing and Promotion of Parks and Recreation Services

Major Processes: Provide strategic marketing and promotional efforts to sustain, grow, maintain and educate residents and customers to support parks and recreation services provided to the community.

Core Service 6:
Special Events

4 MEASURING PERFORMANCE

Telling Your Story with Data TIME 90 minutes

Understanding Types of Measures

Inputs: Resources, Staff, Budget, etc.

Outputs: Programs, Services, etc.

Outcomes: Quality of Life, etc.

Efficiencies: Cost per Unit, etc.

Core Service 1: Input, Output, Efficiency, Outcome

Core Service 2: Input, Output, Efficiency, Outcome

Core Service 3: Input, Output, Efficiency, Outcome

Core Service 4: Input, Output, Efficiency, Outcome

Core Service 5: Input, Output, Efficiency, Outcome

Core Service 6: Input, Output, Efficiency, Outcome

RESOURCES AND REFERENCE MATERIALS

Articles and Other Items of Interest

DEPARTMENT DATA

Links to Available Department Data

5 PARTICIPANT FEEDBACK

Help Us Improve Future Workshops

What I Liked

What I Didn't Like

TIME 5 minutes

Navigation Settings