

# **Overview of State Parks Staff Outreach and Public Workshops**

Parks Forward Commission  
December 18, 2013



# Staff Survey

- Created by Parks Forward and State Parks staff
- Sent to 2500 employees
- Anonymous responses
- Purpose
  - Understand issues important to staff
  - Surface concerns about Parks Forward
  - Solicit ideas for moving forward



## Staff Survey Results - Overview

- Public safety and recreation functions are performed well
- Maintenance functions require improvement
- Protecting valued natural resources considered highest priority



## Staff Survey Results - Finance

- Need clearer connection between operational needs and allocation of funds
- Top opportunities for reducing costs
  - Reduce upper management
  - Improve accounting systems
  - Improve procedures and processes
- Top opportunities for increasing revenue
  - More special events and new attractions and services
  - Marketing

# Staff Survey Results - Personnel

- Leadership development and training
- Promotional testing
- Improve communication
- Hire more qualified people



# Staff Focus Groups

- Seven focus group sessions in August 2013
  - Over 140 staff participated
  - Rank-and-file staff, managers and supervisors, and superintendents
- Purpose
  - Share vision for stronger future for State Parks
  - Discuss role of Parks Forward Initiative



## Staff Focus Groups – Common Themes

- Lack of adequate funding
- Improvements needed for budgeting and allocation of existing funds
- Lack of effective communication between headquarters and regions
- Need to restore public trust and improve employee morale



## Staff Focus Groups – Common Themes

- Cumbersome and inefficient policies and processes
- Frustration with promotion policy; broader opportunities needed
- Key asset is employees' continued passion for State Parks and its mission





# Public Workshops

- Ten public workshops
  - Statewide
  - September through October 2013
  - Purpose: Solicit input and ideas from the public on the future of State Parks
  - Attended by over 400 members of the public



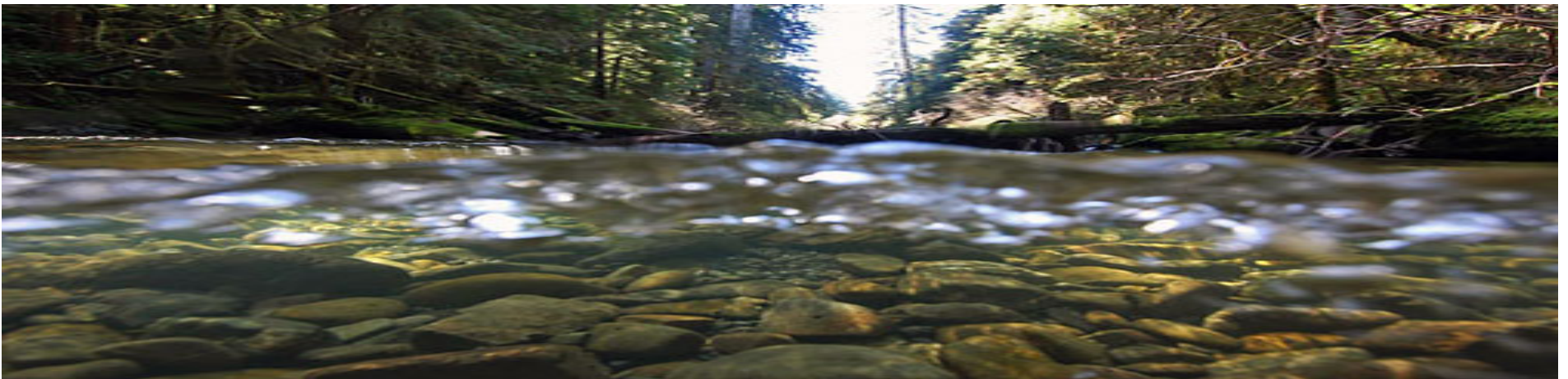
# Public Workshops – Organizing Themes

- Meeting the needs of all Californians
- Sustainable funding
- Partnerships



## Public Workshops - Input

- Need a diverse mix of funding sources including dependable state funding
- Effective partnerships can play a key role
- Long-term success requires improving park access to California's changing population
- No "one-size-fits-all" solutions



## Public Workshops - Input

- Opportunities exist to increase visitation
- Importance of relationships with local communities
- Need to improve marketing and outreach
- Improved planning and management will rebuild public trust

