

Action Strategy 1

Task Name	Start Date	Finish Date	% Complete	Responsible Team	Support Teams	Status	Continuous	Comments
Action Strategy 1: Continue to develop and maintain trails each year to interconnect with communities and St. Louis County Parks (STLCP).	1/1/2008			DDG	NR,NA,SA,WA			
A. Identify potential greenway and trail sites with Great Rivers Greenway (GRG).	1/1/2008	10/1/2008	100%	DDG	Admin	Complete	Yes	
A.1. Establish five year plan for trails with GRG. (see Attachment A)	1/1/2008	10/1/2008	100%	DDG	Admin	Complete	Yes	
A.2. Develop a promotional strategy for the benefits of the trail connections.	1/1/2008	12/31/2009	0%	MKT		Not Started		
A.2.1 Continue with mapping and website information (make on-going updates).	1/1/2008	10/1/2008	100%	IT	MKT	Complete	Yes	
A.2.2 Develop five promotional strategies for informing people about trails. (such as 30/30 Hikes; website)	1/1/2008	6/30/2009	60%	MKT	PICS	In Progress		
B. Identify potential trail projects within STLCP.	1/1/2008	10/1/2008	100%	DDG	NA,SA,WA,NR	Complete	Yes	
B.1 Develop new trail plan annually.	1/1/2008	10/1/2008	100%	DDG	NA,SA,WA,NR	Complete	Yes	
C. Evaluate trail usage and demand to include special use considerations.	1/1/2008	11/30/2008	75%	NR	RGR,NA,SA,WA	In Progress		
D. Evaluate procedures and policies and develop standards for operation and maintenance of trails.	1/1/2008	12/31/2008	75%	OPS	NR	In Progress		
D.1 Revise/update trails policy to include special use considerations and trail conflict/complaint resolutions.	1/1/2008	10/1/2008	100%	NR	RGR,OPS	Complete	Yes	
D.2 Develop standards for trail maintenance and care.	1/1/2008	11/30/2008	75%	NR	OPS	In Progress		
D.3 Communicate policies, procedures and standards to staff for implementation.	1/1/2008	10/1/2008	100%	Admin	IIC	Complete	Yes	Updates should go to all Park Staff
E. Continue the volunteer program to assist in maintaining trails.	1/1/2008	10/1/2008	100%	VS	PICS	Complete	Yes	
F. Continue to maintain trail database.	1/1/2008	10/1/2008	100%	PPS	IT	Complete	Yes	

Action Strategy 2

Task Name	Start Date	Finish Date	% Complete	Responsible Team	Support Teams	Status	Continuous	Comments
Action Strategy 2: Ensure that recreation programs and services are developed and implemented with customer input.	1/1/2008			PRG	PPS			
A. Create a computerized database of program participants.	1/1/2008	10/1/2008	100%	IT	PRG	Complete	Yes	Available through Book-IT
A.1 Update database to be used as a program information distribution list.	1/1/2008	10/1/2008	100%	IT	PRG	Complete	Yes	Available through Book-It
A.2 Ask participants how they heard about program at time of registration.	1/1/2008	10/1/2008	100%	PRG		Complete	Yes	
A.2.1 Review and change marketing strategy promoting STLCP programs and events.	1/1/2008	#####	25%	MKT	PPS,PRG	In Progress	Yes	
B. Program evaluation forms to be distributed and collected by programmer to assist in their program development.	1/1/2008	#####	95%	PRG	PPS	In Progress	Yes	
B.1 Input received from evaluations should be reviewed and changes should be implemented at the field level.	1/1/2008	#####	5%	PPS		In Progress	Yes	
B.2 Hold periodic meetings of program staff to share the implications of evaluation results quarterly.	1/1/2008	1/1/2009	25%	PPS		In Progress	Yes	
B.3 Identify twenty percent (20%) of programs to be evaluated annually.	1/1/2008	#####	60%	PRG	PPS	In Progress	Yes	
B.3.1 Develop and design survey, distribute survey at end of class, analyze and make changes as needed.	1/1/2008	1/1/2009	100%	PPS	PRG	Complete	Yes	
C. Encourage new program development by interfacing with the community on a regular basis.	1/1/2008	#####	10%	PPS	NA,SA,WA,PRG	In Progress	Yes	
C.1 Establish a schedule of public communication (forums, focus groups, surveys, etc) on a rotational basis to determine the recreational desires/needs of the community.	1/1/2008	#####	0%	PRG	PPS,NA,SA,WA, MKT	Not Started		PRG should work directly with area teams on this
C.2 Analyze data to determine what changes need to be made to meet the needs of the community.	1/1/2008	#####	10%	PICS	PRG	In Progress		
C.3 Address methods of working with other entities to offer	1/1/2008	#####	10%	PRG	PPS,Admin	In Progress		
C.4 Incorporate new programs to reflect demographic and trend needs of St. Louis County.	1/1/2008	#####	5%	PPS	NA,SA,WA,PRG, PICS	In Progress		
C.5 Incorporate new programs based on customer input.	1/1/2008	4/1/2009	25%	PPS	PICS,NA,SA,WA,RGR,PRG	In Progress		
D. Introduce new volunteer opportunities.	1/1/2008	#####	50%	VS	PRG, PICS	In Progress		
E. Create self-guided tours on points of interest in STLCP (such as history tours).	1/1/2008	#####	10%	PRG	NR,PPS,NA,SA,WA	In Progress		
E.1 Make downloadable tours available on website	1/1/2008	#####	0%	IT	MKT	Not Started		

Action Strategy 3

Task Name	Start Date	Finish Date	% Complete	Responsible Team	Support Teams	Status	Continuous	Comments
Action Strategy 3: Upgrade and maintain existing facilities and/or infrastructure within STLCP.	1/1/2008	#####		Admin	OPS,PPS,DDG			
A. Prioritize what park facilities/resources need to be repaired, replaced, added or removed on a cost benefit basis.	1/1/2008	#####	80%	Admin	Fiscal,OPS,DDG,PPS	In Progress	Yes	
A.1 Review proposed projects on park tours.	1/1/2008	10/1/2008	100%	Admin	PPS,OPS, DDG	Complete	Yes	
A.2 Establish a standard for cost benefit analysis based on capacity of use, price and lifecycle replacement.	1/1/2008	#####	0%	Fiscal	OPS,DDG,PPS	Not Started		
A.2.1 Update Construction Projects List on database quarterly.	1/1/2008	10/1/2008	100%	OPS	PPS,DDG	Complete	Yes	
B. Research recreation and cultural trends to assist in capital projects and facility resource development.	1/1/2008	#####	30%	Admin	PPS,OPS,DDG	In Progress		
B.1 Identify potential projects in response to need.	1/1/2008	#####	40%	Admin	PPS,OPS,DDG	In Progress		
B.1.1 Analyze equity maps for potential new facility needs	1/1/2008	#####	0%	Admin	PPS, OPS, DDG	Not Started		
B.1.2 Communicate project need to Senior Staff.	1/1/2008	#####	0%	Admin	NR,NA,SA,WA	Not Started		
C. Complete Natural Resource Inventory (NRI) for each park.	1/1/2008	#####	75%	NR	NA,SA,WA	In Progress		
C.1 Publish NRI on park website.	1/1/2008	#####	30%	IT	NR	In Progress		
D. Update Parks' Global Information System (GIS) with all park properties.	1/1/2008	#####	30%	IT		In Progress		
E. Develop standards for scheduled maintenance.	1/1/2008			OPS	PPS			
E.1 Develop standards for routine maintenance.	1/1/2008			OPS	PPS			
E.2 Develop standards for preventative maintenance.	1/1/2008			OPS	PPS			
F. Review needs for a rapid response team or system to handle emergency or critical situations	1/1/2008	3/1/2009	15%	RNG	OPS,PPS,IIC	In Progress		
F. 1 Review and update Basic Emergency Operation Plan (BEOP) annually.	1/1/2008	10/1/2008	100%	RNG	OPS,PPS,IIC	Complete	Yes	Done annually by Dept. Disaster Coordinator (J. Nesbit)

Action Strategy 4

Task Name	Start Date	Finish Date	% Complete	Responsible Team	Support Teams	Status	Continuous	Comments
Action Strategy 4: Ensure that facility usage meets customer demand.	1/1/2008			PRG	NR,NA,SA,WA,PICS			
A. Review existing facilities and identify needs for additions or upgrades.	1/1/2008	12/31/2009	35%	PRG	NR,NA,SA,WA	In Progress		
A.1 Survey usage of current facilities.	1/1/2008	12/31/2009	0%	PRG	NR,NA,SA,WA,PICS	Not Started		
A.1.1 Develop and implement a facility use card and scanning pilot program to determine the level of visitation, length of stay, travel distance and core program participants to build on and market to. (i.e. North County Recreation Complex)	1/1/2008	12/31/2009	0%	PPS	IT	Not Started		
A.2 Measure capacity of the facilities with the intent to reprogram, reposition or alter the designed use and move to a more productive use.	1/1/2008	12/31/2009	65%	PRG	PICS	In Progress		Only looked at corporate sites and hayrides
A.2.1 Identify facilities, the components within them and hours of potential use.	1/1/2008	12/31/2009	65%	PRG	PICS	In Progress		Only looked at corporate sites and hayrides
A.2.2 Measure current use per hour or as appropriate.	1/1/2008	12/31/2009	0%	PRG		Not Started		
A.2.3 Determine potential for expansion or increased capacity by investigating viable opportunities and uses.	1/1/2008	12/31/2009	55%	PRG	PICS	In Progress		Only looked at corporate sites and hayrides
A.2.4 Implement changes to meet capacity at facilities for programs.	1/1/2008	12/31/2009	0%	PPS		Not Started		
A.2.5 Develop a plan for underutilized areas and programs to increase usage and attendance by increased programming and effective marketing.	1/1/2008	12/31/2009	35%	PRG	PPS,MKT	In Progress		
A.3 Revise distribution of planned facilities to reflect demographic needs of St. Louis County.	1/1/2008	12/31/2009	0%	Admin	PPS,NA,SA,WA	Not Started		
A.3.1 Maintain database for STLCP facilities, update annually.	1/1/2008	10/1/2008	100%	PPS		Complete	Yes	

Action Strategy 5

Task Name	Start Date	Finish Date	% Complete	Responsible Team	Support Teams	Status	Continuous	Comments
Action Strategy 5: Initiate a marketing strategy to increase communication, awareness and promotion of park and recreation benefits to users by using the current resources of STLCP.	1/1/2008			MKT				
A. Continue to use activity guide and website as the key communication tools to inform the public of services provided by STLCP.	1/1/2008	10/1/2008	100%	PPS	MKT	Complete	Yes	
A.1 Identify groups to receive specific program information and encourage them to use program services.	1/1/2008	#####	0%	PPS	MKT	Not Started		
A.1.1 Market program information based on prior program attendance.	1/1/2008	#####	50%	MKT	PPS	In Progress	Yes	
A.1.2 Post activity schedule on website, County Direct, facility bulletin boards, etc	1/1/2008	10/1/2008	100%	PPS	RGR,IT	Complete	Yes	
A.2 Increase awareness of what is going on within the parks (construction projects, drought effects, etc.)	1/1/2008	#####	25%	IIC	DDG,IT	In Progress	Yes	
B. Identify staff to serve on the marketing committee.	1/1/2008	10/1/2008	100%	Admin	PRG,MKT	Complete		
B.1 Establish the scope of responsibility for the marketing committee.	1/1/2008	10/1/2008	100%	Admin	MKT	Complete		
B.2 Review updated demographic analysis near each recreation complex.	1/1/2008	10/1/2008	100%	PLN	PRG	Complete		With Director waiting on approval of final strategic plan
B.2.1 Work with Park Programmers to implement new programs based on analysis.	1/1/2008	#####	15%	PRG	PPS, RGR	In Progress		
C. Assess opportunities and implement method for donations through the website/adopt-a-park/trail/playground program.	1/1/2008	6/30/2009	25%	Admin	IT, PICS	In Progress		

Action Strategy 6

Task Name	Start Date	Finish Date	% Complete	Responsible Team	Support Teams	Status	Continuous	Comments
Action Strategy 6: Improve communication and empower staff to achieve the established vision and mission of STLCP.	1/1/2008			IIC				
A. Develop a system to improve and strengthen communication between all divisions and through all levels of staff.	1/1/2008	12/31/2009	25%	IIC	PICS, Admin	In Progress	Yes	
A.1 Inform staff of the benefits of implementing the strategic plan.	1/1/2008	10/1/2008	100%	Admin	IIC	Complete	Yes	
A.1.1 Develop a plan that conveys to staff via e-mail, newsletters, small group meetings, etc. the benefits of the strategic plan. Include updates on website, etc.	1/1/2008	12/31/2009	25%	IIC	PICS,IT	In Progress	Yes	
A.1.2 Show progress and recognition for staff or teams that perform on task.	1/1/2008	12/31/2009	25%	OS	PICS,IIC	In Progress	Yes	
A.2 Establish team to develop and implement an internal communications plan to strengthen trust within STLCP.	1/1/2008	10/1/2008	100%	IIC		Complete	Yes	
A.2.1 Monitor internal communications and adjust planned procedures as needed.	1/1/2008	12/31/2009	25%	IIC		In Progress	Yes	
B. Address issues raised in the staff SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis.	1/1/2008	12/31/2008	75%	IIC	Admin	In Progress	Yes	
B.1 Address comments on strengths.	1/1/2008	12/31/2009	0%	IIC	Admin	Not Started		
B.2 Address comments on weaknesses.	1/1/2008	12/31/2009	25%	IIC	Admin	In Progress		
B.3 Address comments on opportunities.	1/1/2008	12/31/2009	0%	IIC	Admin	Not Started		
B.4 Address comments on threats.	1/1/2008	12/31/2009	0%	IIC	Admin	Not Started		
C. Communicate information on current policies and procedures to staff.	1/1/2008	10/1/2008	10%	Admin	IIC	In Progress	Yes	

Action Strategy 7

Task Name	Start Date	Finish Date	% Complete	Responsible Team	Support Teams	Status	Continuous	Comments
Action Strategy 7: Review the image of STLCP through improved signage, color schemes, standards and landscaping.	1/1/2008			PI				
A. Review standards and plans to create a consistent image throughout STLCP annually.	1/1/2008	1/31/2009	30%	PI		In Progress		
A.1 Monitor the sign plan for each park.	1/1/2008	1/31/2009	50%	PI		In Progress		Waiting on sign plan from Area Managers
A.1.2 Review each park to ensure park image standards are met annually.	1/1/2008	1/31/2009	50%	PI		In Progress		
A.2. Review staff uniform plan.	1/1/2008	12/31/2009	0%	PI		Not Started		
B. Develop updated security plans for all parks and facilities to ensure public safety, review annually.	1/1/2008	2/1/2009	60%	RGR	PPS,OPS	In Progress		
B.1 Define the security/safety items to be addressed and implemented.	1/1/2008	2/1/2009	40%	RGR	PPS,OPS	In Progress		