

MONTEREY PENINSULA REGIONAL PARK DISTRICT
BOARD OF DIRECTORS MEETING

DATE: November 17, 2020
TO: Board of Directors
FROM: Rafael Payan, General Manager
SUBJECT: Development of 2021-2025 Strategic Plan (Anderson, Dennis, Payan, and others)

SUMMARY:

MPPRD received and included public input in the development of its 2021-2025 Strategic Plan, which continues to build on the 2016-2020 rendition's notable achievements, including:

Acquisition of the Rancho Canada Golf Club – This property's repurposing has allowed MPPRD to adapt this site and its facilities as the permit-free gateway to Palo Corona Regional Park's Front Ranch (PCRP), as MPPRD's and PCRP's headquarters and operations/maintenance complex, the region's Discovery Center, and has created of a source of revenue through concessionaire rentals via Wedgewood Weddings.

Coalitions - MPPRD is a contributing and supportive partner on several regionally significant projects including the Big Sur Land Trust's Carmel River Free project, the *ParkIT!* initiative, creation of and improvements on the soon-to-open San Jose Creek Trail, important research and monitoring partnerships with K-12, colleges, and universities including *Sudden Oak Death* research with UC Davis, development of a capital improvement program to provide much-needed facilities, planning of the region's Incident Command Center with partners that include Cal Fire, County OES, SPCA, and others, and monumentation of the Joyce Stevens Monterey Pine Preserve in partnership with the County of Monterey and Pebble Beach Company.

Five Garlands – MPPRD's goals continues to focus on the "Five Garlands" model wherein every ward has a sizable open space that provides significant passive recreation, environmental education, and habitat and cultural restoration and protection opportunities like those offered at Garland Ranch Regional Park.

Frog Pond Wetland Preserve's Expansion – Securing additional lands suitable for the restoration of critical riparian habitat and providing vital linkage for the Fort Ord Trail and Greenway multi-modal/trail corridor project.

Money and Business Matters - Passed *Measure E* which offset Assessment District Funds that "sunsetted" in 2019, entered negotiations with concessionaires, was recognized and received awards for MPPRD's excellent track-record of transparency and the implementation of best business practices.

Smart Government through Partnerships - Other important coalitions included continuing to provide MPRPD excellent legal services through an agreement with the County of Monterey, fleet services through the City of Monterey, and critical habitat restoration at the Rancho Canada Unit in partnership with the California Coastal Conservancy.

FISCAL IMPACT:

There are presently no fiscal impacts.

FUNDING SOURCE:

Presently not applicable.

FUNDING BALANCE:

Presently not applicable.

DISCUSSION:

During public session, staff will provide the Board an oral update on progress and shortfalls related to the 2016-2020 Strategic Plan's implementation (**ATTACHMENT 1**). The proposed 2021-2025 Strategic Plan will also be summarized (**ATTACHMENT 2**).

Mr. Steve Dennis, MPRPD's consultant for the 2020-2024 and the 2021-25 Strategic Plans' formulation, and the Ventana Wildlife Society (VWS), have graciously invited MPRPD to use the society's latest Strategic Plan as a template. Please see VWS's latest Strategic Plan (**ATTACHMENT 3**).

As you will note, per Mr. Dennis's guidance, MPRPD focused on the generation of this Plan's "most compelling few topics" rather than the "many." Details and refined timeframes can subsequently be generated in MPRPD's Annual Work Plan, which, as an extension of the Strategic Plan, will guide each fiscal year's budget development.

RECOMMENDED ACTION:

Staff recommends the Board consider receiving this report and approve this rendition of the 2021-25 Strategic Plan with the caveat that said plan is subject to revision and shall be reviewed and updated at the end of each calendar year through 2025, beginning with this draft, in 2020.

ATTACHMENTS:

1. [Approved 2016-2020 Strategic Plan](#)
2. [Proposed 2021-2025 Strategic Plan](#)
3. [Ventana Wildlife Society's latest Strategic Pan](#)