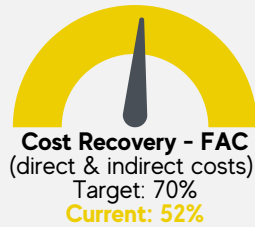
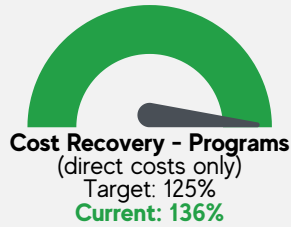


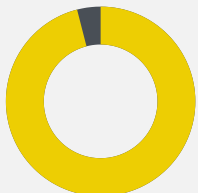
August 2022 Month End Dashboard

Overarching Goal #1: Maximize resources and identify efficiencies that ensure fiscal sustainability and responsibility

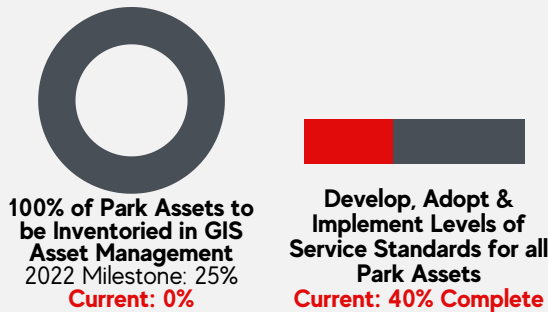
Objective A: Maintain long-term financial sustainability of the department



Objective B: Grow Opportunities for sponsorships, grants, and alternative revenue sources



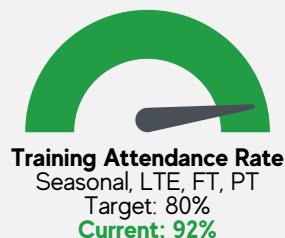
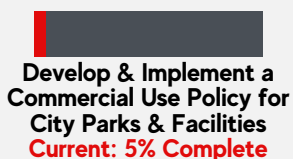
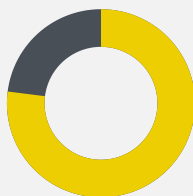
Objective C: Address Deferred Maintenance by Planning for Aging Infrastructure



Objective E: Develop community partnerships to increase programs, services & volunteerism, and to minimize service gaps in the community

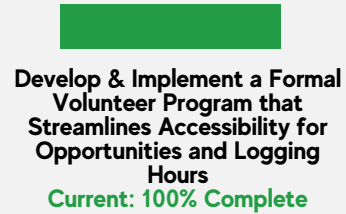
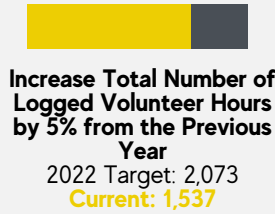
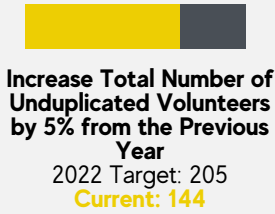


Objective D: Plan for Future Vacancies & Skill Gaps



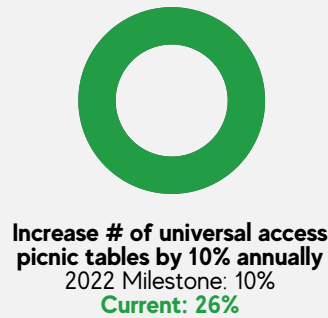
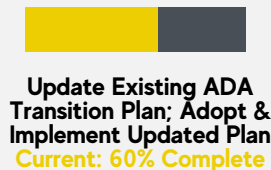
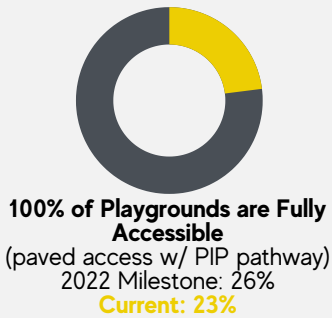
Overarching Goal #1: Maximize resources and identify efficiencies that ensure fiscal sustainability and responsibility (continued)

Objective F: Utilize volunteers to expand departmental capacity for programs, projects, and services



Overarching Goal #2: Increase accessibility and inclusiveness of SPPRF parks, facilities, programs, and services

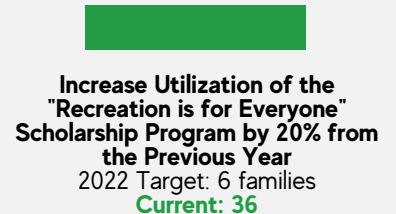
Objective A: Implement improvements for ADA access and inclusion at playgrounds



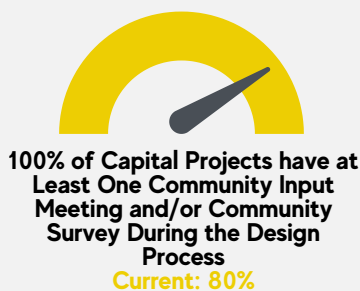
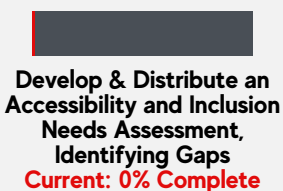
Objective B: Maximize opportunities for access and inclusion at parks, facilities, programs, and services



Provide a Minimum of Two Intentionally Adaptive/Inclusive Recreation Programs Per Season
Current: 4



Objective C: Utilize public input and needs assessments to drive decision-making for projects, programs, and services



Overarching Goal #3: Increase relevancy and value of department facilities, programs, and services

Objective A: Pursue CAPRA accreditation and implement 2022 action plan for "Vision 2025"

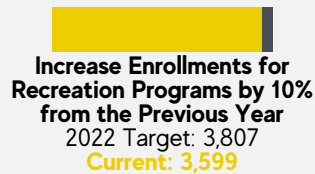


100% of all CAPRA Standards are Completed and Documented
2022 Milestone: 40%
Current: 25%

Objective B: Offer relevant programs and services based on community needs



Maintain a Program Success Rate of 75%
Current: 84%



Increase Enrollments for Recreation Programs by 10% from the Previous Year
2022 Target: 3,807
Current: 3,599



Increase Total Number of Visits to the Family Aquatic Center by 10% from the Previous Year
2022 Target: 17,641
Current: 20,241

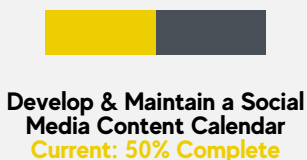


Develop a Comprehensive Recreation Programming Plan
Current: 0% Complete

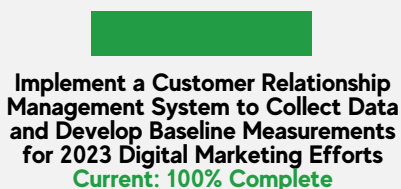
Objective C: Utilize marketing efforts that are engaging and provide a return on investment



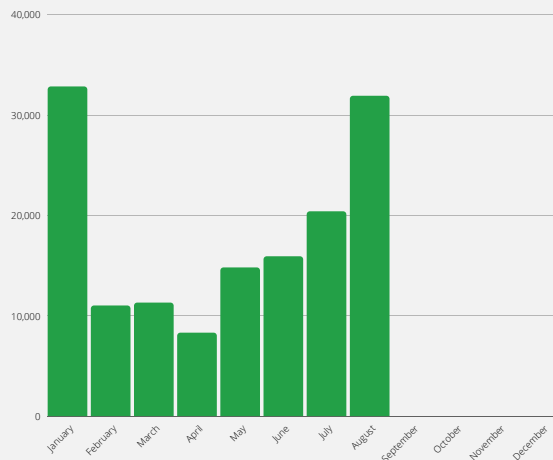
Develop & Implement a Department-wide Marketing and Branding Plan
Current: 25% Complete



Develop & Maintain a Social Media Content Calendar
Current: 50% Complete



Implement a Customer Relationship Management System to Collect Data and Develop Baseline Measurements for 2023 Digital Marketing Efforts
Current: 100% Complete



Maintain 5,000 "Reaches" Monthly on Department Facebook Page.
Current: 31,908

Objective D: Engage and be intentional in the inclusion of the Sun Prairie Historical Museum as part of the Parks, Recreation & Forestry Department



Develop & Implement a Minimum of Five Joint Programs
Current: 1



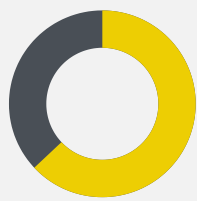
Develop & Implement a Plan to Increase Administrative Support to the Museum
Current: 100% Complete



100% of Parks have Interpretive Signage that Explains the History of that Park Site
2022 Milestone: 3 Parks
Current: 0

Overarching Goal #4: Protect, advocate for, and provide education on the natural resources within the park system

Objective A: Utilize GIS technology to maintain an inventory & maintenance records of all public trees



100% of all Public Trees to be Inventoried in GIS Asset Management System
 2022 Milestone: 100%
Current: 63%*
 *Based on assumption of 15,000 trees

Objective B: Protect & maintain parkland acreage



Maintain 10 Acres of Unconstrained Parkland per 1,000 Residents
 2022 Target: 7.75 acres
Current: 7.79



Develop & Adopt an Official Park Encroachment Policy
Current: 90% Complete



100% of Parks are Surveyed and have Property Boundaries Marked
 2022 Milestone: 5 Parks
Current: 1

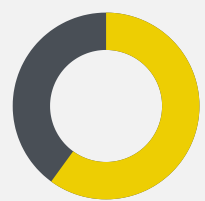


PRF staff to hold no less than 20 office hours annually at various park sites
Current: 20.5

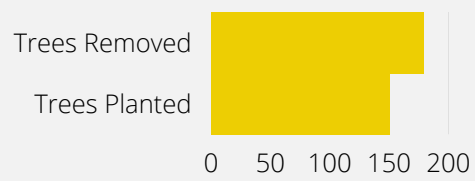
Objective C: Increase restoration efforts within the park system



Implement a Minimum of Two Major Targeted Invasive Species Removal Events Annually
Current: 3



100% of Parks have Intentional, Dedicated Areas with Native Plantings and Educational Content or Signage Nearby
 2022 Milestone: 5 Parks
Current: 3



100% of Public Trees that are Removed are Replaced
Current: 84%



Develop a park system wide natural resource strategy
Current: 0%