2024 STRATEGIC GOALS

Outstanding Parks & Facilities
- Begin construction of Ramsay Park Renaissance
- Begin construction of City Plaza Revitalization Project
- Finish construction of 129 and 152 Median Enhancements
- Expand & Extend Joint Use sites with PVUSD
- Finish construction of Senior Center Enhancements
- Adopt and begin to fund system-wide Park and Building Facility Maintenance Assessment Plan
- Adopt and Urban Forestry Management Plan & Tree Ordinance
- Adopt a new Park and Trail Signage Master Plan
- Establish a Maintenance Management Plan

Impactful Programs
- Lead a community Youth Developmental Asset Movement
- Expand PVUSD Partnership to additional school sites
- Partner with Library to support Teen Action Council
- Partner with County on survey for Master Plan on Aging and develop Age Friendly Community Strategic Plan
- Grow ParkRx with Salud para la Gente and County Health
- Adopt the City’s first Public Arts Master Plan
- Expand youth, sports and older adult programs through Measure R funds
- Develop Department Marketing Plan

One High Performing Team
- Support Friends of Watsonville Parks in becoming a more effective organization
- Continue to advance strategies for sustainable funding
- Revise and adopt a new cost recovery policy