



## SECTION FOUR

### 4.0 RECREATION PROGRAMS

The JCSD Parks and Recreation Department is committed to providing high quality park and recreation facilities and programs. As stated in the fiscal year 2011-2012 budget, a primary goal of the JCSD Parks and Recreation Department is to provide recreational opportunities for youth and adults in an environment that enables and encourages them to succeed. The JCSD Parks and Recreation Department works to recruit qualified and motivated employees and instructors to expand on the variety of programming opportunities; provide quality youth and adult recreational sports and fitness programs; and develop additional partnerships and collaborations with local agencies and organizations. Current priorities include active recruitment of volunteers and development of programming for the Eastvale Community Center, which is scheduled to open in fiscal year 2012-2013.

This section summarizes the programs and services analysis that included a review of the current level of recreation program and services offered by the JCSD Parks and Recreation Department, a program needs assessment and demographic and recreation trends analysis. Recommendations to address the identified recreation programs and services needs are included at the end of this section.

### ***Making Life Better - Recreation Benefits***

In addition to residents having access to recreation facilities and parks the availability of a wide range of recreation programs and leisure opportunities is a major component to the quality of life in any community. Recreation programs benefit individuals, families, businesses, neighborhoods and households of all ages, income levels, cultures and abilities, by creating environments that engage people in positive activities. Effective recreation programs promote the positive use of leisure time and a lifelong commitment to a healthy lifestyle. Recreation programs and services that are developed, designed, and delivered effectively to *Create Community through People, Parks and Programs*. The community benefits from a focused plan that will result in well planned parks, facilities and diverse recreation program opportunities that:

- › ***Provide recreational experiences*** through diverse and innovative programming and facilities;
- › ***Foster human development*** through programs and services that stimulate personal growth, social, intellectual, and emotional development;
- › ***Promote health and wellness*** by offering health and fitness activities for all ages;
- › ***Increase cultural unity*** by bringing people together in programs that promote cultural understanding and cultural diversity;
- › ***Facilitate community problem solving*** by using facilitation and leadership skills that resolve community problems and issues;
- › ***Protect natural resources*** by expanding outdoor education programs providing access trails and natural areas at parks sites;
- › ***Strengthen safety and security*** by providing safe environments for recreational activities through innovative park design and programming to reduce criminal activity;
- › ***Support economic development*** by providing award winning parks, facilities, and programs that attract and retain businesses, residents and visitors to the area;
- › ***Strengthen community image and quality of place*** with award winning parks, facilities, programs and community events that unite residents and create community pride.

Recreation pursuits typically offered by local agencies range from organized activities such as sports, classes, youth activities, family programming and community events to more passive endeavors such as picnics, nature education, hiking, bicycling, and walking. The need for lifelong learning and enrichment programs for all ages has increased with budget reductions in public school curriculums.

#### 4.1 EXISTING PROGRAMS AND SERVICES

The 2011-2012 recreation budget provides a variety of programs that include before and after school opportunities for youth, contract classes, teen programming, youth and adult sports, family programs, special events and volunteers. The JCSD Parks and Recreation Department staff takes a proactive approach in providing recreational and leisure programming for the JCSD Parks territory. Through effective partnerships with Corona/Norco Unified School District (CNUSD), City of Eastvale, community groups, and sports leagues an array of active and passive recreation programs are offered, which directly impact the overall physical and mental well-being of the community. In 2011, 2526 registered participants enjoyed recreation classes, camps, sports leagues, and education enrichment classes. A summary listing of programs by category is shown below. The highest enrollment was for youth activities with 1051 enrolled. Enrollment figures were not available for all special events.

Kids Zone Recreational Programs are offered at three school sites: Clara Barton, Rosa Parks and Eastvale Elementary Schools. The programs are available after school. Some of the sites offer before school, kindergarten, and off-track programs and minimum days. Attendance is tracked on a daily basis and varies with the specific site and programs. The after school programs have the highest attendance with 50-60 youth served during a regular school day schedule.

During the past year 61 new classes and camps were added to recreation offerings. Exhibit 4.1-1 Recreation Program Inventory lists all program offerings and locations for 2011. There were 93 programs and events offered.

<b>Exhibit 4.1-1 JCSD Parks and Recreation Programs by Category 2011</b>					
<b>Program Category</b>	<b>Frequency</b>				<b>Enrollments</b>
	<b>Winter</b>	<b>Spring</b>	<b>Summer</b>	<b>Fall</b>	
Tiny Tots (Age 5 & Under)					799
Youth (Age 6 - 17 years)					*1051
Teens (Age 14-17 years)					51
Family (Youth and Adult)					563
Adult (Age 18 years and over)					62
<b>Total</b>					<b>2526</b>
* Does not include Kids Zone enrollment					

Exhibit 4.1-1 Recreation Program Inventory 2011*															
Activity	Season					Time		Age Group					**Location	Partner	
	Winter	Spring	Summer	Fall	Occasional	Day	Evening	5 & under	K-6	Teen	Adult	65 & Over			
Special/Community Event															
Fall Festival															
Community Camp Out													HHP		
Concerts In the Park													HHP		
Picnic in the Park													HHP		
Holiday Showcase Social													ERHS		
Tiny Tots (Under 5 years)															
Pee Wee Tennis													ERHS	Corona/Norco USD	
Mommy & Me													MVP		
Pee Wee Soccer													DCP		
Start Smart Sports													EES	Corona/Norco USD	
Karate Kids													MVP		
Mommy and Me Workout													ERHS	Corona/Norco USD	
Mom/Dad/Me Creative Movement													ERHS	Corona/Norco USD	
Dance Creative Movement													ERHS	Corona/Norco USD	
Ballet/Dance													ERHS	Corona/Norco USD	
Mini Jazz Dance													ERHS	Corona/Norco USD	
Youth (5-17 years)															
Kids Zone													Elem. Schools	Corona/Norco USD	
Gymnastics/Conditioning													ERHS	Corona/Norco USD	
Prima Ballet													ERHS	Corona/Norco USD	
Fitness Fun													ERHS	Corona/Norco USD	
Hip Hop Dance													ERHS	Corona/Norco USD	
Jazz Dance													ERHS	Corona/Norco USD	
Junior Tennis Academy													ERHS	Corona/Norco USD	

**Notes:**

\*Program information based on Recreation Guides 2011

\*\* Program Locations:

HHP – Harada Heritage Park

EES – Eastvale Elementary School

DCP - Deer Creek Park

CCP - Cedar Creek Park

DP – Dairyland Park

PP – Providence Park

RP – Riverwalk Park

ERHS – Eleanor Roosevelt High School

HMP – Half Moon Park

AHP – American Heroes Park

MVP - Mountain View Park

OP – Orchard Park

MCP - McCune Park

Exhibit 4.1-1 Recreation Program Inventory 2011*														
Activity	Season					Time		Age Group					**Location	Partner
	Winter	Spring	Summer	Fall	Occasional	Day	Evening	5 & under	K-6	Teen	Adult	65 & Over		
Small Group Tennis													ERHS	Corona/Norco USD
Summer Tennis Camp													ERHS	Corona/Norco USD
Kids Yoga													HHP	
Start Smart Football													EES	Corona/Norco USD
Karate Jujitsu													MVP	
TriFytt Sports													DCP - ERHS	Corona/Norco USD
Fall Camps													AHP	
Zumbatomic													EES	Corona/Norco USD
Winter Camps													AHP - ERHS	Corona/Norco USD
Family /Adult														
Rockstars													ERHS	Corona/Norco USD
Guitar													ERHS	Corona/Norco USD
Hiking/Backpacking													RP	
Yoga in the Park													HHP	
Zumba													ERHS	Corona/Norco USD
Teen/Adult Dance													ERHS	Corona/Norco USD
Teen/Adult Conditioning													ERHS	Corona/Norco USD
Dog Training													DP	
Yoga													ERHS	Corona/Norco USD
Photography													ERHS	Corona/Norco USD
Walk Fit													EP - HHP	
Adult Tennis													ERHS	Corona/Norco USD
Mat Pilates													ERHS	Corona/Norco USD
Ukulele													ERHS	Corona/Norco USD
Heart and Soul Line Dancing													ERHS	Corona/Norco USD

Exhibit 4.1-1 Recreation Program Inventory 2011*														
Activity	Season					Time		Age Group				**Location	Partner	
	Winter	Spring	Summer	Fall	Occasional	Day	Evening	5 & under	K-6	Teen	Adult	65 & Over		
Hand Drumming													ERHS	Corona/Norco USD
Karate Jujitsu													MVP	
Santa Visits													On Site	
Letters to Santa													N/A	
Gingerbread Housemaking													MVP	
Sports Leagues														
Eastvale Little League													HHP, PP HMP, HP DCP, OP	Eastvale Little League
Eastvale Baseball Club													DCP	Eastvale Baseball Club
Eastvale Girls' Softball Assoc.													M CP, PP	Eastvale Girls' Softball Assoc
Eastvale Mustangs Youth Football and Cheer													HHP	Eastvale Mustangs Youth Football
Empire Soccer Club													HHP, DCP HP, OP, DCP, PP	Empire Soccer Club
Adult Softball													PP	
Adult Soccer													OP	
Adult Kickball													HP	
Youth Basketball													ERHS	
Educational Enrichment														
Reading, Math and More													MVP	
Sound Start Reading													MVP	
Math Development													MVP	
Reading Development													MVP	
SAT Prep & Test													ERHS	Corona/Norco USD
Photography													ERHS	Corona/Norco USD

## Notes:

\*Program information based on Recreation Guides 2011

\*\* Program Locations:

HHP – Harada Heritage Park

EES – Eastvale Elementary School

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ERHS – Eleanor Roosevelt High School

HMP – Half Moon Park

AHP – American Heroes Park

MVP - Mountain View Park

OP – Orchard Park

MCP - McCune Park



Exhibit 4.1-1 Recreation Program Inventory 2011*														
Activity	Season					Time		Age Group					**Location	Partner
	Winter	Spring	Summer	Fall	Occasional	Day	Evening	5 & under	K-6	Teen	Adult	65 & Over		
Fun Spanish for Kids													ERHS	Corona/Norco USD
Beginning Chinese													ERHS	Corona/Norco USD
Kids Stage													ERHS	Corona/Norco USD
Showcase													ERHS	Corona/Norco USD
Written Expressions													ERHS	Corona/Norco USD
Speed Reading & Vocabulary													MVP	
Manners for Me													MVP	
MusicStar Kidz Explorers													MVP	
Movieworkz													ERHS	Corona/Norco USD
Beginning Piano													ERHS	Corona/Norco USD
Advanced Drawing													ERHS	Corona/Norco USD
More than Doodling													ERHS	Corona/Norco USD
Model Treehouse Architecture													MVP	
Claymation-Nation													MVP	
Study Skills/Test Taking													MVP	
CPR, AED Training													MVP	
Baby Sitter CPR First Aid													MVP	
Beginning Photoshop													ERHS	Corona/Norco USD
Online Drivers Education													Online	
Parenting Skills													ERHS	Corona/Norco USD
Conflict Resolution													ERHS	Corona/Norco USD
Adult English to Spanish													ERHS	Corona/Norco USD
Adult Espanol a Ingles													ERHS	Corona/Norco USD
Various Online Courses													Online	Education to Go

Exhibit 4.1-1 Recreation Program Inventory 2011*														
Activity	Season					Time		Age Group				**Location	Partner	
	Winter	Spring	Summer	Fall	Occasional	Day	Evening	5 & under	K-6	Teen	Adult	65 & Over		
Volunteer Programs													Various	
Social Skill Development													MVP	

Notes:

\*Program information based on Recreation Guides 2011

\*\* Program Locations:

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AHP – American Heroes Park	MVP - Mountain View Park	OP – Orchard Park
MCP - McCune Park		

Exhibit 4.1-2 --JCSD/Eastvale Service Providers	
Organization	Service Provided
City of Eastvale	Municipal Services
Corona/Norco Unified School District	K-12 Education – Athletic Facilities
County of Riverside	Parks & Open Space – Health Services - Library
Eastvale Chamber of Commerce	Community Promotion/Economic Development
Eastvale Community Foundation	Community Fundraising
Eastvale Little League	Youth Baseball
Eastvale Girls Softball Association	Youth Softball
Eastvale Mustangs Football and Cheer	Youth Football and Cheer
Empire Soccer	Youth Soccer
Eastvale Law Enforcement and Fire Fighters LEAFF	Community Safety
Eastvale/Norco Rotary Club	Service Club
Kiwanis Club	Service club
Mid Hill Golf Center	Driving Range/Practice areas

#### OTHER SERVICE PROVIDERS

The JCSD Parks and Recreation Department coordinates with other community service providers meeting the various needs of the JCSD Parks territory. The JCSD Parks and Recreation Department frequently works in partnership with other agencies and organizations to deliver services. The Joint Facilities Use Agreement with Corona/Norco Unified School District plays a key role in providing indoor and outdoor facilities for recreation programming. A listing of community service providers is presented in Exhibit 4.1-2.

In an era of tight fiscal resources, it is paramount that public, non-profit, and private businesses work collaboratively to maximize existing resources to deliver public services. The JCSD Parks and Recreation Department has established good working relationships with many of the organizations and contracted with private recreation providers to deliver programs to residents. Working with private fitness clubs and other recreation enterprises may help address the strong recreation preference for individual aerobic and fitness programs.

## 4.2 PROGRAM NEEDS ASSESSMENT

In the Master Plan process, a variety of methods and processes were utilized in obtaining public input. The data derived from the public input process serves as the foundation upon which the program analysis and recommendations are developed. Those methods included:

***Community Participation:*** Information was gathered through a variety of methods from JCSD Parks territory residents and stakeholders including: a series of three (3) workshops; workshop participant questionnaires; sports group questionnaires and ten (10) stakeholder interviews.

***Telephone Survey:*** The survey provides current, statistically valid information specific to JCSD Parks territory residents that provides detailed information of the types of recreation facilities and programs most often utilized by residents.

The Program Needs Summary Chart (Exhibit 4.2-1) was compiled using responses to a targeted question(s) in seven information gathering tools listed above. In addition to these tools the *Societal and Recreational Trends and Implications* report, included in this Master Plan, was also used as a tool in compiling the matrix. One of the key questions asked was “What is the one recreation program, class or activity that you would most like to see added to the District’s offerings to meet the needs of the community”. If the need was identified by one of the tools, it is shown as an occurrence on Exhibit 4.2-1. The combined qualitative and quantitative data gathered help to identify program priorities for the future, the colors reflect a relative order of priority (green reflects the highest priority (identified by four or more needs identification tools); orange reflects high priority needs (identified by three needs identification tools)).

There is some consistency between the statistically valid survey data and the qualitative community input, particularly in the top needs or preferences. It is also interesting that the top needs and interest correlate with statewide trends and preferences. To a certain extent people want more of what they are doing, for example hiking and walking, and individual fitness activity is a top current activity preference for JCSD Parks territory survey respondents. Telephone survey responses and workshop participants cite that the most important benefit when seeking recreation or leisure opportunities was “physical fitness, health and well being” and they desire more healthy living education. Swimming programs also rank high using this methodology. This is consistent with state and national trends. The identified preferences for family activities reflect the continuing need for programs to serve young families. Yet, older adult programming is also desired. There is clearly a growing interest in cultural arts programs of all types.

Program interests most desired in the future are:

- › Cultural Arts, Crafts, Music and Dance Programs
- › Family Activities/Programs
- › Senior/Older Adult Activities/Programs
- › Swimming Programs
- › Healthy Living Education

Jurupa Community Services District Program Needs Summary	NEEDS IDENTIFICATION TOOLS						
	Resident Telephone Survey (x2)	Stakeholder Interviews	Community Workshop #1	Community Workshop #2	Community Workshop #3	Community Workshop Questionnaire	Recreation Trends
Identified Recreation Program Need							Total # of Tools that Identified Need
Activites/Programs (adult)			✓		✓	✓	3
Activites/Programs (family)	✓	✓			✓		5
Activites/Programs (father and children)		✓			✓		2
Activites/Programs (intergenerational)		✓			✓		3
Activites/Programs (seniors)		✓	✓		✓		4
Activites/Programs (tiny tots)		✓			✓		2
Activites/Programs (youth)		✓			✓	✓	3
Adopt a Pet Program		✓					1
Baseball (youth)							✓ 1
Basketball (youth)							✓ 1
Child Care/Pre-School - After-School Care		✓			✓		2
Classes		✓					1
Classes (Computer/Technology)		✓					1
Classes (Free/Inexpensive)					✓		1
Cooking Classes		✓					1
Cricket			✓	✓		✓	3
Cultural Arts Classes - Arts/Crafts/Painting	✓	✓					✓ 4
Cultural Arts Classes - Performing Arts (Music/Dance)	✓	✓			✓		✓ 5
Cultural Events - Concerts/Theatre/Performing Arts		✓			✓		✓ 3
Dodgeball				✓			1
Farmers' Market		✓					1
Fitness Classes (Aerobics/Spinning/General)	✓						✓ 3
Football (youth)					✓		1
Gymnastics	✓						✓ 3
Healthy Living Educational Programs/Health Fair		✓	✓		✓		✓ 4
Movies		✓					1
Racquet Ball		✓					1
Reading/Writing Programs					✓		1
Science/Nature Programs							✓ 1
Skateboard/BMX Camp					✓		1
Soccer (youth)					✓		✓ 2
Special Olympics			✓	✓			2
Swimming	✓	✓			✓		✓ 5
Tai Chi							✓ 1
Tennis	✓						✓ 3
Volleyball		✓		✓			2
Volunteer Opportunities/Organization		✓	✓	✓			3
Walking/Hiking/Running for Fitness				✓			✓ 2
Water Aerobics							✓ 1
Weightlifting/Weight Resistance/Treadmill							✓ 1
Yoga/Meditation/Stress Relief	✓						✓ 3
Youth Leadership					✓		1

Exhibit 4.2-1 Program Needs Summary

### 4.3 PROGRAM AND SERVICES EVALUATION AND RECOMMENDATIONS

The evaluation of programs is intended to help focus the strategic direction for recreation services and programs in the future. The District is doing a good job in meeting many of the community's recreation needs and working with other organizations to provide youth and family sports programs, recreational classes and special events. Based on qualitative and quantitative data collected and the review and analysis of current programs, and state and national trends, there are some program areas that can be improved.

One of the top recreation program preferences set forth in the community input process was swimming. Though there are swimming facilities in the general area, residents desire swimming in their community. Many programs are offered for youth but there is a need for more specialized teen programming to bridge the gap and serve youth from 12-17 years. The District has expanded its creative arts, music and dance programs in recent years and the interest in these programs remains high. The community's preference for individual aerobics and fitness activity is likely to continue. The JCSD Parks and Recreation Department recognizes it needs to build volunteer support and provide opportunities for people to give back to the community through volunteer service.

There is a gap or lack of programs or classes targeted to older adults. Even though the population in the JCSD Parks territory represents a young community with a median age of 31 years, there is a need to look forward and plan for the needs of older adults. Many older adults may participate in the adult and family programs offered. However, most communities offer specialized programs for 55 + adults.

The following strategic directions and program recommendations are grouped in two categories ***Program Needs*** and ***Service Needs***. Park and facility needs are addressed in other sections of the Master Plan Update. The recommendation may address needs of a specific age group or the community in general. There is some overlap and interdependency among the recommended actions that address both support services and program services of the JCSD Parks territory.

## PROGRAM NEEDS

**Program Needs** are specific to current program offerings that may need expansion or new programs to address unmet recreation demands. These may address needs of a specific age group or the community in general.

- 1) **Expanding recreation programs for youth**, particularly for the 12-17 year age group, will be increasingly challenging. Continuity in programs for before and after school care as well as active sports and fitness. Swimming instruction was a top recreation preference that needs to be addressed. Time for non-structured play for younger children is also needed.

### **Recommended Actions:**

- › Consider expanding the JCSD Parks and Recreation Department's role in teen programming in concert with the opening of the community center. Offering an array of programs that might include social recreation, tutoring, mentoring and non-sports activities.
- › Work cooperatively with local police, CNUSD, public health and social service organizations to develop recreation, prevention and education programs for youth development.
- › Provide indoor and outdoor spaces for supervised but unstructured free play for youth.
- › Continue/develop financial assistance support for youth who cannot afford program fees.
- › Continue cooperative efforts with youth sports organizations to provide safe and accessible programs that develop sports skills, good sportsmanship and provide youth experiences in organized sports such as the popular baseball, softball, basketball and football. New sports interests to be addressed include cricket and volleyball.
- › Address the need for swimming instruction and recreational swimming for youth.
- › Consider programming "high risk" adventure activities such as kayaking, mountain biking, scuba diving, rock climbing.



- 2) ***Foster physical and mental health and wellness*** through active and passive recreation activity and assume a leadership role in educating the public about how to achieve health and wellness. Physical activity and wellness programs for all ages are needed for obesity and disease prevention. Offerings should include team sports and individual fitness activities.

***Recommended Actions:***

- › Develop multi-disciplinary health partnerships with schools, local hospitals, and health care providers, private health clubs, and other agencies to bring public information and educational programs that prevent obesity and successfully promote physical activity across entire communities.
- › Regularly and succinctly articulate to the public and policy makers the health and wellness outcomes of JCSD Parks and Recreation Department programs and facilities.
- › Collaborate with CNUSD and to ensure state standards for physical education are implemented and supplement school programs with physical activity and skill development in recreation offerings.
- › Evaluate options and work with CNUSD and other public or private aquatic program providers to expand swimming programs for JCSD Parks territory residents.
- › Provide healthy snacks that meet state nutritional standards in JCSD Parks and Recreation Department sponsored programs, day camps, special events, and vending machines.
- › Work with health care associations, to incorporate healthy eating and exercising habits into after-school recreation programs and camps for young children that model healthy living.
- › Address the needs of an aging population by encouraging participation in physical activity with an emphasis on the gentler aerobic activities.

- 3) ***Strengthen outdoor recreation experiences*** by connecting children and families with nature and open space to increase the user's appreciation of natural resources and foster a sense of stewardship.

***Recommended Actions:***

- › Expand passive and active outdoor programs for families, neighborhood oriented walks, foot races, or bicycle events to provide safe venues for physical activity.
- › Collaborate with CNUSD outdoor science programs, Riverside County Parks, Audubon Society and other organizations to offer programs in environmental education and interpretation to develop stewardship for natural resources and instill an appreciation for the natural environment.
- › Implement joint JCSD/CNUSD project to encourage walking to and from school and increase the outdoor activities of families by providing incentives for non-automotive transportation and providing additional opportunities to interact with the natural environment.
- › Provide classes in outdoor skills and plan organized low-cost family-oriented and intergenerational outdoor adventures similar to Family Camp Out (fishing, hiking, camping, beach/aquatic activities, snow play, snowshoeing) to area lakes, parks and mountains.
- › Adopt the *Outdoor Bill of Rights* connecting children with the outdoors and California history.

- 4) ***Cultural arts and events*** that provide entertainment such as concerts and theatre productions as well as those that develop skills in dancing, drama, music, and the arts will continue to grow as residents of all ages and ethnicities seek these opportunities close to home. Participation in performing arts, including music and dance, addresses creative interests and physical and mental health needs for youth.

***Recommended Actions:***

- › Provide greater access to arts programs by offering them at venues close to home: neighborhood facilities, parks, churches, museums, the library and shopping malls.
- › Develop multi-cultural arts programs and activities that promote personal connections among participants and allow the community to highlight and share its diverse customs, celebrations and diversions.
- › Survey current participants and non-participants to determine their preferences for additional kinds of classes, hours and days classes are offered, and determine if there are any deterrents to their participation, e.g. child care.
- › Collaborate with local and regional arts organizations to maximize resources and expertise to bring additional cultural programs to residents.
- › Expand cultural events and creative experiences through community partnerships with merchants, businesses, Chamber of Commerce, and other community organizations.

- 5) ***Community special events*** that bridge the community and bring people together for recreation, cultural expression and entertainment are popular programs. These events unite the community, and build community identity and vitality.

***Recommended Actions:***

- › Showcase different cultures in special event programming to enhance cultural understanding and unity.
- › Expand cultural events and creative experiences through community partnerships with merchants, businesses, Chamber of Commerce, and other community organizations.
- › Explore the possibility of developing a performance venue in one of the JCSD Parks territory's parks or facilities.

- 6) ***Outreach and partnerships to serve older adults*** who make up 12% of the JCSD Parks territory population presents a new challenge for the JCSD Parks and Recreation Department. As presented in the Trends and Implications Report (Appendix), even though baby boomers are aging, they consider themselves as the “young-old” and desire well-balanced fitness programs that offer a variety of benefits for health and disease prevention. As boomers retire they create a new market for recreation activities.

***Recommended Actions:***

- Work with Riverside County Office on Aging to determine the needs of older adults in the Eastvale area and initiate planning to take a more active role in programming for older adults.
- Within existing programming market to older adults with an emphasis on well balanced fitness programs including gentler aerobics such as yoga, Tai Chi, and Pilates that offer a variety of benefits for health and disease prevention.
- Identify partners or collaborators to assist in developing programs for older adults. Possible partners may include AARP, faith based organizations, health care providers and educational institutions.
- Offer lifelong learning programs such as creative arts, technology classes, lectures, short courses and leisure classes that cater to the adults and particularly the aging baby boomer cohort.
- Offer educational travel opportunities and cultural outings with an emphasis on “off the beaten path,” scheduled to attract the working retiree.
- Provide “inter-generational programming” to bring various age groups together to enjoy recreation events and activities.

### SERVICE NEEDS

Service Needs relate to how programs and operations are implemented by the JCSD Parks and Recreation Department. These may relate to support services or facilities and how they may impact many of the programs. The following are challenges that will need the JCSD Parks and Recreation Department's focus in the coming years.

- 1) ***Convenient, accessible, and equitably distributed*** recreation programs, support services, and facilities are needed close to home to serve busy, time-restricted, commuting, two-income households.

***Recommended Actions:***

- › Locate JCSD Parks and Recreation Department support services and staff in the City of Eastvale to improve convenience for residents.
- › Offer flexible office hours and convenient program times, including nights and weekends for customer convenience.
- › Expand use of technology for online transactions such as class registration, facility rental and other services.

- 2) ***Cooperative and coordinated planning*** with the City of Eastvale and with other public and non-profit agencies to minimize duplication and/or competition should continue to provide for the best use of public and private resources to meet recreation demands.

***Recommended Actions:***

- › Review and consider changing terms of the Joint Facility Use Agreement with CNUSD to expand use of indoor and outdoor school facilities.
- › Collaborate with County of Riverside agencies to maximize opportunities to share resources in providing outdoor recreation and health and wellness programs.
- › Pursue additional public-private partnerships with fitness clubs, golf courses, dance studios or other private recreation providers to provide recreation programs.

- 3) ***Staff recruitment, training and development*** to retain a qualified and customer-oriented staff are critical to success. Employees must work together as a team with a shared vision of the JCSD Parks and Recreation Department priorities to provide support services and programs.

***Recommended Actions:***

- › Pursue equity and competitive salaries, benefits and working conditions for all employees to facilitate the retention of a trained and competent work force.
- › Develop succession plan that provides for advancement of younger employees as baby boomers retire.
- › Ensure that hiring practices will recruit qualified staff that represents the cultural diversity of the community.
- › Support training and professional development opportunities for employees that include conferences, seminars, tuition reimbursement, cross training and memberships in trade or professional associations.
- › Develop employee work plans to implement the goals and objectives of the Master Plan.

- 4) ***Volunteer recruitment and training*** is a new challenge to community agencies as the volunteer pool diminishes because of working parents and aging WWII generation of steadfast, community volunteers. Offering meaningful volunteer opportunities to baby boomers and instilling volunteerism in youth will facilitate new volunteer support.

***Recommended Actions:***

- › Create challenging and meaningful volunteer opportunities for all age segments in the community.
- › Work cooperatively with local service clubs to recruit volunteers for special projects or events.
- › In cooperation with schools and youth groups e.g. Boy Scouts and Girl Scouts engage youth in volunteer work.
- › Collaborate with county-wide volunteer bureau or organization that recruits and connects volunteers with local community programs.

- 5) ***Marketing and the communication*** of public information in both print and electronic media is essential to increase public awareness about programs and facilities to reach all ages, non-users and the underserved. The Telephone Survey for JCSD Parks territory found that 50% of the residents get their recreation programs information online

***Recommended Actions:***

- › Utilize all media print, non-print and social network media to market programs and communicate public information on the value of leisure services and programs to target groups and underserved populations.
- › Outreach through faith-based organizations and community support groups to attract new customers to programs.
- › Consider target marketing based on customer's profile and data base information participation.
- › Improve utilization of customer feedback system from front-line to top management.
- › Market recreation as essential to healthy lifestyles for all ages and educate consumers about disease prevention and wellness programs accessible to them.
- › Enhance and expand the use of the JCSD Parks and Recreation Department web site for the dissemination of public information, web links with other sites and social networks, pod casting, blogs, to facilitate interactive, online transactions and communications.
- › Utilize the CPRS VIP Principles in marketing programs e.g. sports and fitness programs promote health and wellness.
- › Adopt the CPRS Parks Make Life Better brand and use it in marketing and promotion.

- 6) ***Providing services for a growing and ethnically diverse population*** will continue to challenge the Department. The JCSD Parks territory's population growth over the past decade was 1950%. There is a diverse mix of ethnicity with Hispanic/Latino at 39% of the population and Asian/pacific Islander at 6%.

***Recommended Actions:***

- › Provide adequate language translation services.
- › Work with schools and literacy programs to offer English as a second language classes.
- › Foster cultural unity through cooperative programs and events that celebrate the community's cultural heritage, character, and spirit.