

# WATSONVILLE PARKS & COMMUNITY SERVICES

# 2025 STRATEGIC GOALS



01

## Outstanding Parks & Facilities

- Complete Ramsay Park Renaissance
- Begin construction of City Plaza Revitalization Project
- Construct Callaghan pickleball courts
- Expand Joint Use sites with PVUSD
- Begin to fund Park and Building Facility Maintenance Assessment Plan
- Adopt Tree Ordinance
- Adopt Park and Trail Signage Master Plan



02

## Impactful Programs

- Lead community Asset Builders Collaborative
- Grow the Teen Action Council
- Develop Age Friendly Community Strategic Plan
- Grow ParkRx program
- Adopt Public Arts Master Plan
- Expand youth, sports and older adult programs through Measure R



03

## 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



Watsonville  
CALIFORNIA