



Doing Things!

Parks and Conservation Resources

Work Session Presentation

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Who We Are

- 206 FTE (11% of workforce)
 - Air Quality
 - Countywide Horticulture
 - Parks and Preserves
 - Resource and Asset Management
 - Education/Extension Services
 - Administration/Business Services

What We Do

- Operate and maintain county parks, preserves, management areas, and museums
- Maintain and landscape county roadways, public buildings and public areas
- Monitor air pollutants and emissions
- Provide public education on sustainable living and natural resources

What We Do

- Recruit, train and coordinate volunteers
- Provide educational and interpretive programs
- Oversee coordination of special events in county parks and facilities
- Operate and maintain the Florida Botanical Gardens

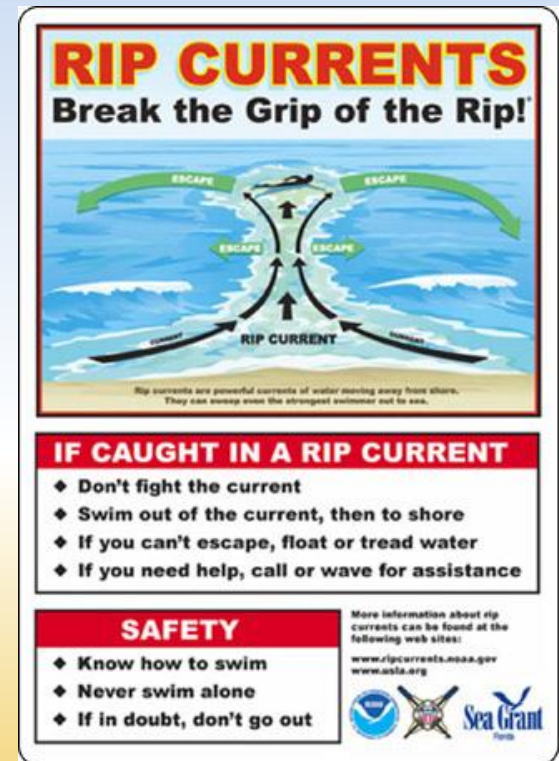


Create a Quality Workforce in a Positive, Supportive Organization

- 1.2 Leverage, promote and expand opportunities for workforce growth and development
 - Career ladder and certification programs
- 1.3 Make workforce safety and wellness a priority
 - Department-wide CPR/AED Certification

Ensure Public Health, Safety and Welfare

- 2.1 Provide planning, coordination, prevention, and protection services to ensure a safe and secure community
 - Beach Safety Program
 - Rip Current Awareness Program
 - Control of asbestos exposures to public



Ensure Public Health, Safety and Welfare

- 2.5 Enhance pedestrian and bicycle safety
 - 911 locator system on county trail network
 - Auxiliary Ranger program



Practice Superior Environmental Stewardship

- 3.1 Implement “green” technologies and practices where practical
 - Explore use of Alternative Fuel equipment
 - Green Local Government Certification



Practice Superior Environmental Stewardship

- 3.2 Preserve and manage environmental lands, beaches, parks and historical assets
 - Invasive exotic removal
 - Understory thinning
 - Prescribed burning
 - Ancient canoe preservation
 - Management of historic structures and artifacts



Practice Superior Environmental Stewardship

- 3.3 Protect and improve the quality of our water, air, and other natural resources
 - Comply with Air Quality rule/regulations
 - Monitor Air Quality
 - Restoration Projects
 - Provide Best Management Practices for Landscape Professionals

Practice Superior Environmental Stewardship

- 3.4 Reduce/reuse/recycle resources including energy, water and solid waste
 - Green Pinellas New Employee Program
 - Reuse of Tree Crew mulch
 - Certified Green Seal cleaning products



Foster Continual Economic Growth and Vitality

- 4.6 Support a Vibrant Community with Recreation, Arts and Culture to Attract Residents and Visitors
 - Evaluate former High Point Elementary site for community park and youth sports facility
 - Support youth recreation opportunities in the unincorporated area

Deliver First Class Services to the Public and Our Customers

- 5.3 Maximize Partner Relationships
 - Coordination with “Friends” groups to maximize opportunities and benefits
 - Explore opportunities with the Pinellas County School Board
 - Assist partner organizations through collaboration and shared services

Deliver First Class Services to the Public and Our Customers

- 5.3 Ensure effective and efficient delivery of County services and support
 - Asset management programs
 - Online reservation systems
 - One-stop shopping for park services
 - Increased volunteer support

Deliver First Class Services to the Public and Our Customers

- 5.4 Strive to exceed customer expectations
 - Park Ranger Reclassification and Assignment
 - Thrillist ranking : No. 1 “state park” - Fort De Soto
 - Exceptional customer satisfaction surveys



Opportunities

- Talent Acquisition

Doing Things:

- Engage educational institutions (1.1)
- Implement active recruitment strategies (1.1)
- Collaborate with other governments regarding available talent (1.1)

Opportunities

- Leverage New Technology

Doing Things:

- Updates to systems, as needed (5.3)
- Acquire new, more efficient software and hardware (5.3)
- Enterprise Asset Management (5.3)
- Reservation and fee collection system (5.3)

Opportunities

- Maximize Volunteer Contributions

Doing Things :

- Distribute throughout divisions (5.3)
- Gain efficiencies through volunteer skills and abilities (5.3)



1.3 Key Measures

- % of department staff certified in CPR/AED



2.1 Key Measures

- Enhance Water Safety at County Beaches



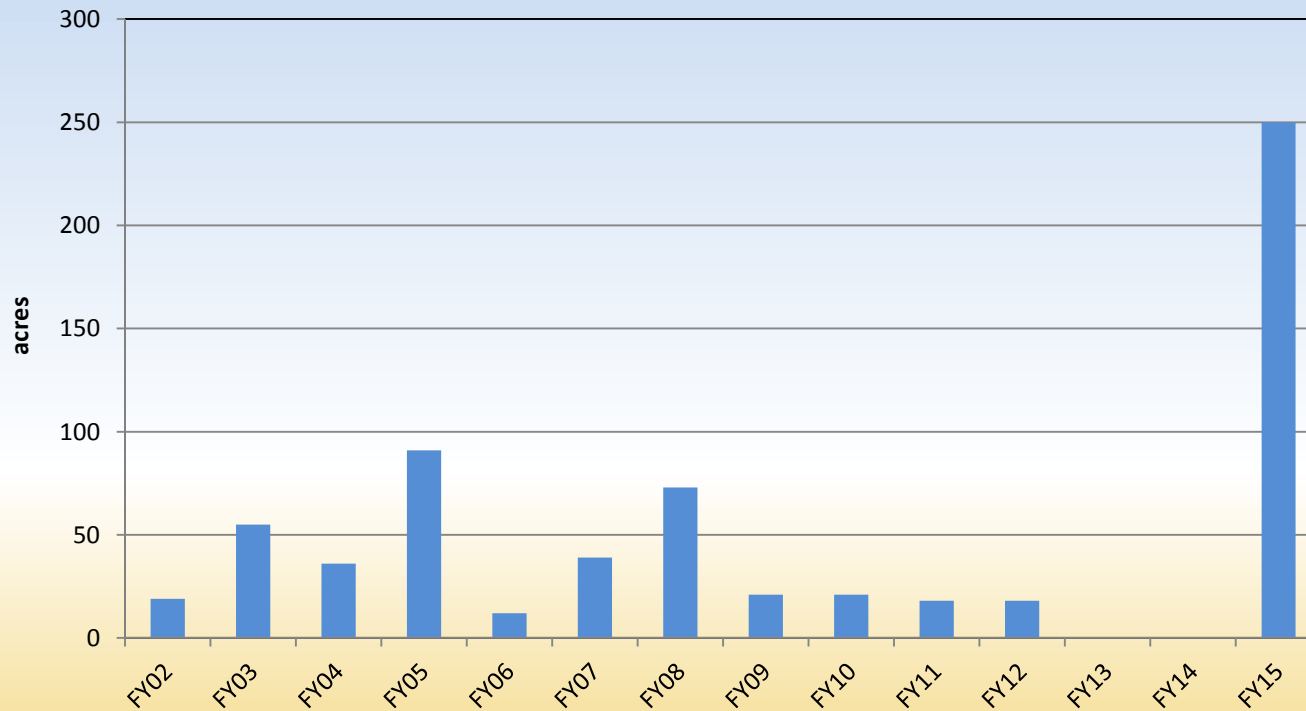
2.5 Key Measures

- # of volunteer hours performed annually by Auxiliary Rangers on Pinellas Trail



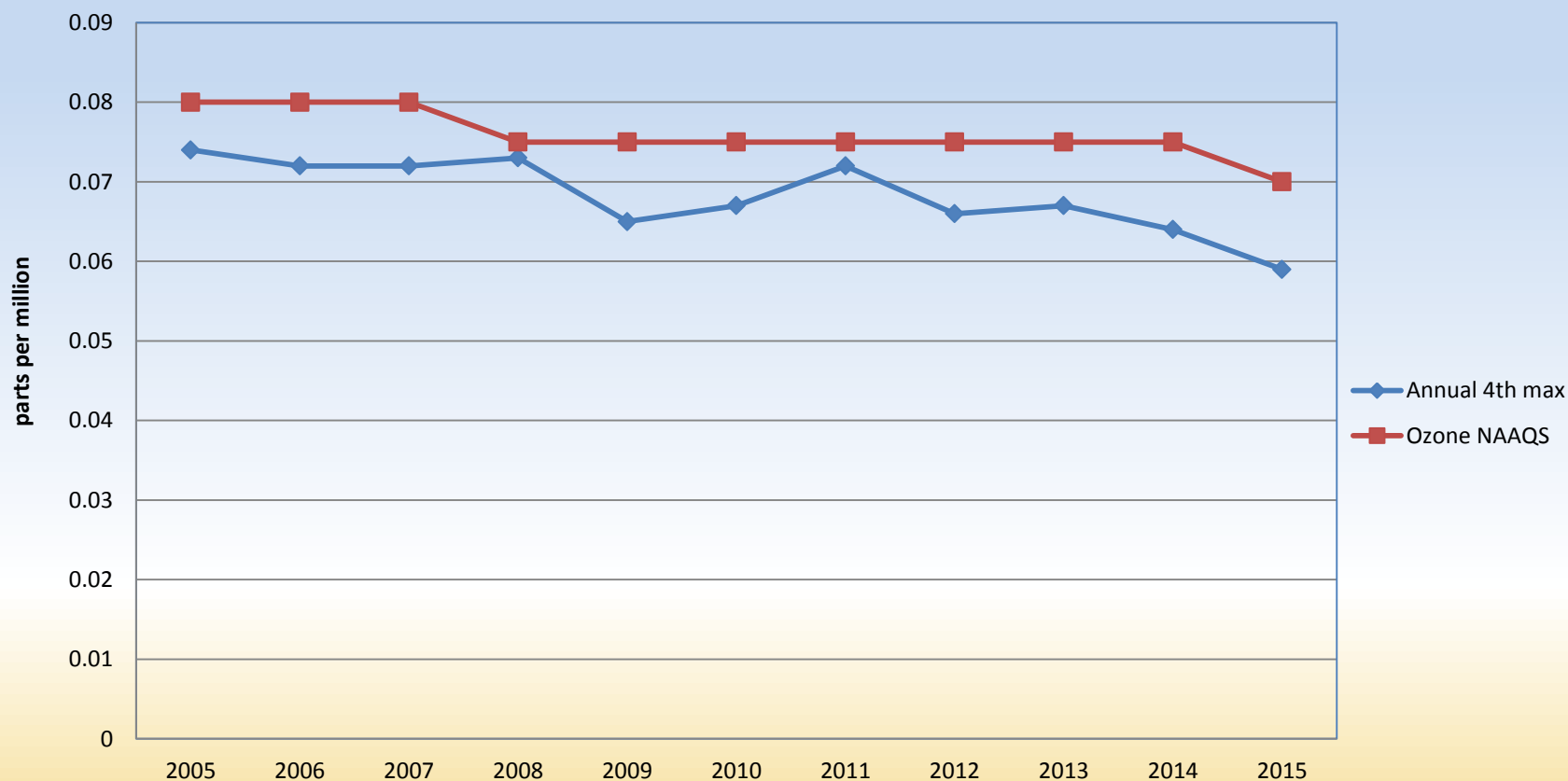
3.2 Key Measures

- # acres of understory vegetation mechanically thinned



3.3 Key Measures

Pinellas County Ozone Levels Below National Air Quality Standards



3.4 Key Measures

- Response rate for Green Pinellas New Employee Program
- Usage of certified Green Seal Cleaning Products in park restrooms and facilities



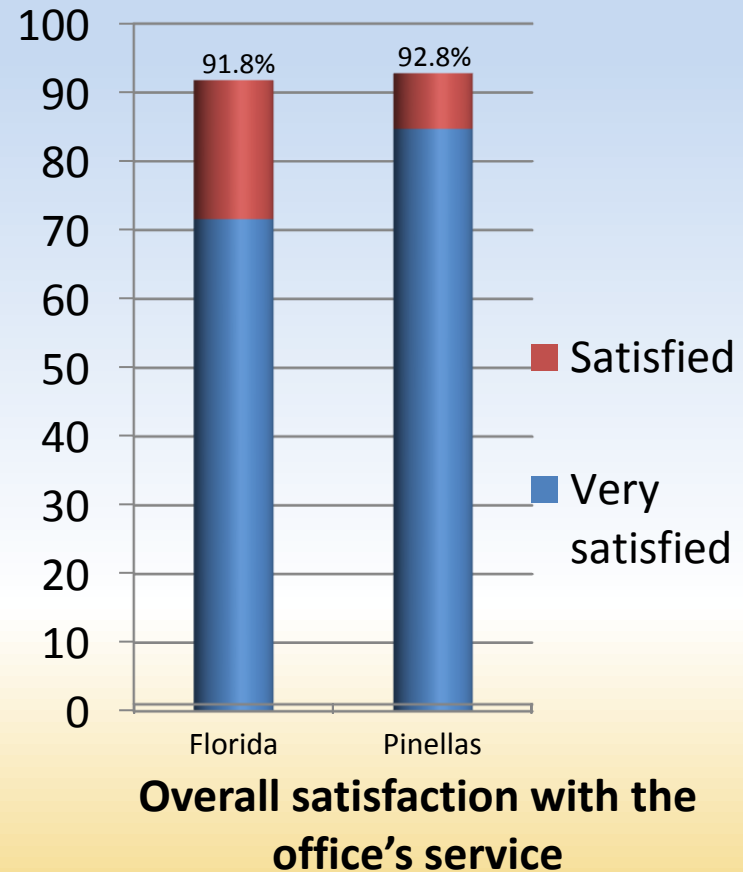
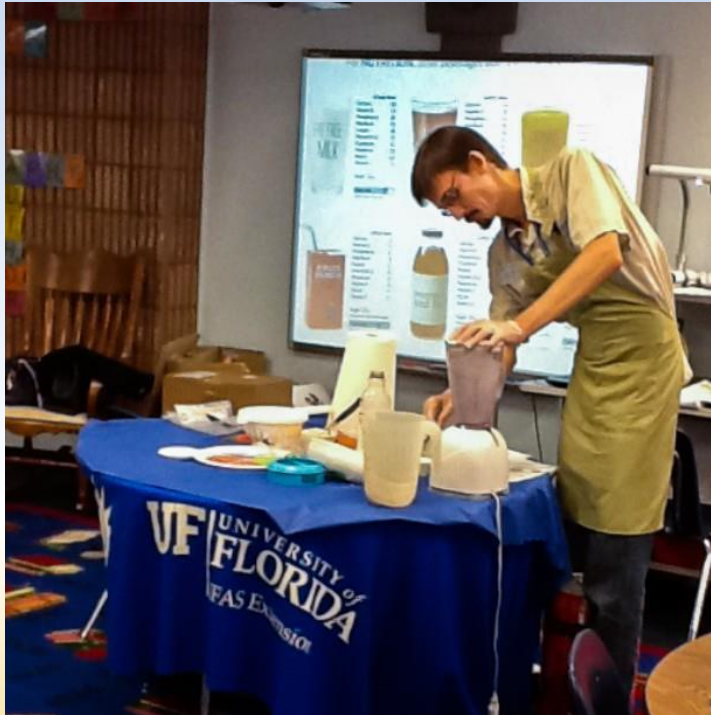
5.3 Key Measures

- Efficiencies gained through process improvements
- # volunteer hours / dollar equivalencies



5.4 Key Measures

- Customer satisfaction rates from surveys



Thank you

