



DON PEDRO RECREATION AGENCY

STRATEGIC PLAN

2023-2028

Sponsored By:

**Turlock Irrigation District
City & County of San Francisco
Modesto Irrigation District**

MISSION • VISION • VALUES

MISSION

Promoting the outdoor lifestyle to build life-long memories with the outdoor recreation community

VISION

Endless outdoor opportunities-Let your imagination roam

VALUES



Inclusion



Integrity



Environmental Stewardship



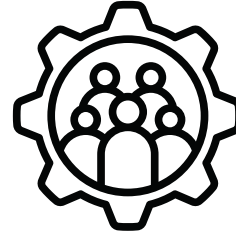
Fun

STRATEGIC PRIORITIES



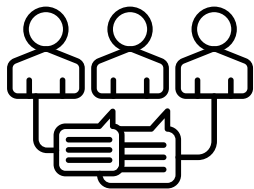
Maintain Modern Facilities

- Public Safety
- Long-Term Infrastructure
- Modern Amenities
- Cleanliness



Strengthen Our Team

- Employee Recruitment
- Training & Development
- Strengthen Role Clarity



Constantly Engage Customers

- Track, Survey, Measure
- Attract New Visitors
- Visitor Center



Drive Transparency

- Board of Control Visibility Plan
- Fiscal Savvy & Responsibility
- Simplify Governance Process

Goal I: Maintain Modern Facilities

01. Cleanliness

- **Build & Implement sanitation & cleanliness Standard Operating Procedure (SOP)**
 - *Build SOP*
 - *100% Implementation*

02. Long-Term Infrastructure Plan

- **Finish & begin implementation of long-term infrastructure maintenance plan**
 - *Completion of 20-year Capital Improvement Plan (CIP) Report*

03. Public Safety

- **Implement Improved Public Safety Program**
 - *Update, improve & publish current water hazards & debris mitigation plan*
 - *Implement enhanced safety program*

04. Modern Amenities

- **Develop new camp area with modern amenities**
 - *Complete feasibility study*
 - *Design & develop camp area plans*
 - *Secure contractor to develop area*
 - *Develop area & ribbon cutting*

Goal 2: Strengthen Our Team

01 Role Clarity

- **Update & Publish Strengthened Role Clarity**
 - *Publish & share career pathing*
 - *Publish a clear DPRA Org Chart*
 - *Review & update all job descriptions*

02 Employee Training & Development

- **Publish & implement enhanced Employee Training & Development program**
 - *Build & publish SOPs for all positions*
 - *Build & publish onboarding manuals for seasonal & permanent*
 - *Build and publish technical & interpersonal training & development program*
 - *Implement work order system*

03 Employee Recruitment

- **Publish and implement the enhanced Employee Recruitment program**
 - *Build & publish seasonal employee plan*
 - *Build & publish permanent employee plan*
 - *Implement the enhanced Employee Recruitment Program*

Goal 3: Constantly Engage Customers



1. Track, Survey & Measure

Track, Survey, & Measure Feedback

- Launch Customer Engagement Survey
- Annual Report of Survey Results for Board of Control



2. Attract New Visitors

Increase rolling 3-year average of visitors by 3%

- Contract with social media outside service
- Establish & maintain a process to prioritize, research & implement new ideas



3. Visitor Center

Fully Operational Visitor Center

- Meet & agree with Board of Control
- (ALL) Board consideration of bids
- Construction

Goal 4: Drive Transparency



1. Board of Control Visibility

Establish & publish a Board of Control Visibility Plan

- Annual Board of Control review of current agreements
- Deliver an annual field tour of DPRA facilities based on customer engagement
- Annual report, research on current industry trends

2. Fiscal Savvy & Responsibility

Fiscal savvy & responsibility

- Research & identify 3 or more new opportunities for alternative funding
- Provide a revenue neutral budget option
- Board of Control approval of long-term reserve funds policy

3. Simplify the Governance Process

Simplify the governance process

- Create schedule for monthly Board of Control regular meetings
- Execute approved Strategic Plan

DPRA Governance

The Don Pedro Recreation Agency is Sponsored By:

Turlock Irrigation District
City & County of San Francisco
Modesto Irrigation District



Turlock Irrigation District
Board of Directors



Division 1
Michael Frantz



Division 2
David Yonan



Division 3
Joe Alamo



Division 4
Becky Hackler Arellano



Division 5
Ron Macedo

Modesto Irrigation District
Board of Directors



Division 1
Larry Byrd



Division 2
Janice Keating



Division 3
Robert Frobose



Division 4
John Boer IV



Division 5
Chris Ott

*** City & County of San Francisco does not employ a Board of Directors. A representative from the CCSF management team is appointed to the DPRA Board of Control.*

Fast Facts

Management Team



Ryan Reis
Recreation Director



Brannon Gomes
Recreation Division Manager



Jim McCoy
Recreation Division Manager



23 Number of
Employees



160 Miles
of shoreline



2,030,000
Acre-Feet

6th

Largest
Reservoir in
California



1971
Year
Established



DON PEDRO RECREATION AGENCY

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