



# DON PEDRO RECREATION AGENCY

## STRATEGIC PLAN

## 2023-2028

Sponsored By:

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

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# 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



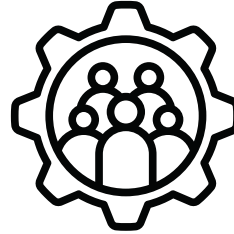
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# STRATEGIC PRIORITIES



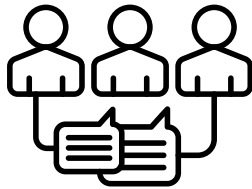
## Maintain Modern Facilities

- 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**  
Rob Santos
-  **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**  
Nick Blom

*\*\* 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

**6th**

Largest  
Reservoir in  
California



**2,030,000**  
Acre-Feet



**1971**  
Year  
Established



# DON PEDRO RECREATION AGENCY

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