



RECREATION AND COMMUNITY SERVICES DEPARTMENT

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PARKS AND RECREATION COMMISSION STAFF REPORT

Meeting: March 7, 2019

Subject

Presentation and Discussion on Department Name Change from Recreation and Community Services to the Department of Parks and Recreation

Recommended Action

Receive presentation and provide recommendation to staff and City Council on changing the name from Recreation and Community Services to the Department of Parks and Recreation.

Discussion

In 2014, the City changed the name of the Department of Parks and Recreation to Recreation and Community Services. This change was a result of a reorganization that brought several community services under the Department's responsibility. In 2018, responsibility for all of the community services, formerly assigned to the Recreation and Community Services Department, was transferred to other departments. These include Code Enforcement, the Block Leader Program, leadership training, and Emergency Management. While the Parks Improvement Manager's function was transferred to the Public Works Department, the position and a shared responsibility for parks improvement continues to reside within the Recreation and Community Services.

There has been, and continues to be, confusion over the current name. It does not brand well because people cannot remember it. Community members and public officials consistently get the name wrong in public presentations.

In the Municipal Code, the name was never changed, resulting from the 2014 name change. The Parks & Recreation Commission remained with the original name, which also created some confusion.

In order to be judicious with public funds, the transition will occur over time, as business cards, staff uniforms, etc. are currently being used and depleted.

Sustainability Impact

No sustainability impact.

Fiscal Impact

No fiscal impact.

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