

Transformation Intro and Update



TRANSFORMING

California State Parks



By Implementing Positive Change

Transformation Team Members

Steve Szalay, Team Leader

Ron Birkhead

Helen Carriker

Jay Chamberlin

Ellen Clark

Michaele DeBoer

Dana Jones

Karl Knapp

Todd Lewis

Steve McCormick

Clay Phillips

Danita Rodriguez

Andy Vasquez

Sean Woods

Jared Zucker

Parks Forward Commission and Transformation Team Four Basic Themes

- ❖ Make fundamental change to succeed in the future.
- ❖ Work productively with new and existing partners to improve and expand facilities, programs and garner more resources.
- ❖ Expand park access for all Californians.
- ❖ Garner stable and diversified funding, which is imperative for a vibrant park system.

Transformation Team Purpose and Objective

- Over the next year and a half, the Transformation Team will endeavor to strengthen the California state park system through a series of initiatives supporting strategic goals meant to set the Department on a path to a more viable future.
- Achieving these goals will result in changed policies, procedures, guidelines and organizational structure that support an entrepreneurial, service-oriented, creative and collaborative culture.

Transformation Team Strategic Goals

Develop Excellent Management Systems



Maintain High Quality Operations and Public Service



Create Meaningful Connections and Relevancy to People









Protect and Enhance Natural and Cultural Resources



Thirty plus initiatives were identified to support these strategic goals.


Active Initiatives

These initiatives have been identified as priority initiatives and are actively being addressed by the Transformation Team.

Initiative #	Initiative Description	Strategic Goal
1	Service-Based Budgeting Program	
4	Streamline the Staff Hiring Process	
5	Establish a Leadership Development Program	
24	Study the Existing Dept. Org. Structure, Analyze Options & Implement Beneficial Change; Align Position Classifications, Qualifications & Organizational Structure with 2017 Vision	
9	Enhance & Develop Outreach Services to Underserved Communities	
19	Review Roles & Responsibilities of the Statewide Support Organizations; Review & Update Policies & Procedures that Enable Partnerships for Park Operations; Develop Management Structure that Fosters Positive Relationship w/ New & Existing Partners	
29	Increase Partnerships with Universities, Native American Tribes, Land Trusts, & Other Stakeholders to Identify Research Needs; & Develop Best Practices to Protect & Preserve Natural & Cultural Resources	


Department Projects

These projects were formalized from work that was already being done within different program areas towards transforming State Parks.

Project Area	Projects	Strategic Goal
Modernization	R2 S2 Project	
	Department Intranet Update	
	WiFi Implementation	
	Develop an Existing Park Database	
Revenue Generation	New and Enhanced Revenue Generation	
	Smart Phones Parking (Parking Passport)	
	eROC	
	Automatic Pay Machines	
Budget Management Improvement	Provide "Real Time" Expenditure Projections to Field	
	Position Control	
	Develop an Annual Maintenance Program	
Partnerships	Willow Creek Partnership	
	Google Trekker	

Department Projects (Cont.)

These projects were formalized from work that was already being done within different program areas towards transforming State Parks.

Project Area	Projects	Strategic Goal
Relevancy	Develop Alternative Minimal Amenity Overnight Lodging	
HQ / Field Support Service	Electronic Timesheet	
	Automated Sign Ordering	
	Electronic Signature	
	TEC Process Streamlining	
Communication	Document and Communicate the State Parks Story	
	Highlight Transformation Innovative Programs Coming from the Department	
Marketing	Develop a New Marketing System - Process Final Marketing Scope and Seek Outside Consultant RFQ Proposal	

INIT # REMAINING INITIATIVES 11/20/15

BUDGET AND ALLOCATION OF RESOURCES COMMITTEE

2 New Budget Management System

3 Deferred Maintenance Financing

OPERATIONS AND HUMAN RESOURCES COMMITTEE

6 Redevelop the Department Training Program

8 Develop an Existing Park Data Base - partial implemented as project, see active projects

25 Improve Performance Management

27 Develop a High Performance Deferred Maintenance Program

28 Simplify Procurement of Goods and Services

RELEVANCY COMMITTEE

12 Study Existing Regional Parks Programs that Emphasize Healthy Lifestyles

13 Consider Expanding the State Parks System in Underserved Areas

PLANNING AND INNOVATION COMMITTEE

16 Develop Policies and Data that would improve the Development Process of New Parks

17 Streamline, Update, Align Department Policies, Procedures & Guidelines with 2017 Vision

32 Improve Communications

PARTNERSHIPS COMMITTEE

21 Improve the Quality & Quantity of Volunteers & Docents

22 Develop a New Non-Profit Public Benefit Organization to Provide Operational, Financial & Strategic Support for Organizations that Manage Parks in CA

NATURAL AND CULTURAL RESOURCES COMMITTEE

30 Survey Best Practices in Parks Systems, Enhance Existing Efforts & Develop New Program Areas to Address Climate Change Adaptation in Natural Resource & State Parks Management.

31 Evaluate Best Practices & Develop New Strategies to Encourage Adaptive Reuse of Cultural Resources such as Historic Structures

Sharing Our Transformation

- Transformation Tuesdays
- Social Media
- Blog
- Intranet
- Weekly Digest
- Change Agent Network
- We Are Parks Videos

Transformation Tuesdays

Transformation Tuesday

The Partnership with Google Maps and State Parks: A Sign of Things to Come

December 1, 2015



Connecting California State Parks to younger, more diverse audiences is a cornerstone of the Parks Forward Commission's report and has become a major goal of the Transformation Team.

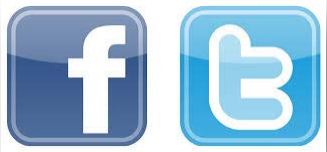
One of the first – and most visible – efforts to do so has been the partnership between Parks and California-based Google.

Just over a year ago, State Parks and Google launched their team effort to map 14 popular state parks and trails. Google employed [Trekker](#), its camera platform, to do the mapping.

The backpack has 15 lenses and takes still photos every 2 seconds. The camera rig was tucked into backpacks of two hikers who took still photos; it took them three months to map the first 14 parks.

From the comfort of their home or mobile device, viewers can view these images to virtually travel along parks, trails, and pedestrian routes with a 360-degree view.

Social Media



 **California State Parks**
December 1 at 2:56pm · 🌐

New Blog: The Partnership with Google Maps and California State Parks: A Sign of Things to Come
<https://castateparks.wordpress.com/.../the-partnership-with-.../>



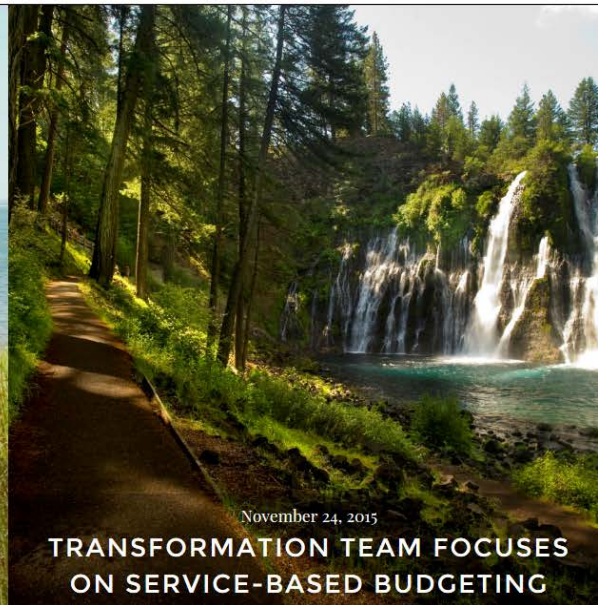
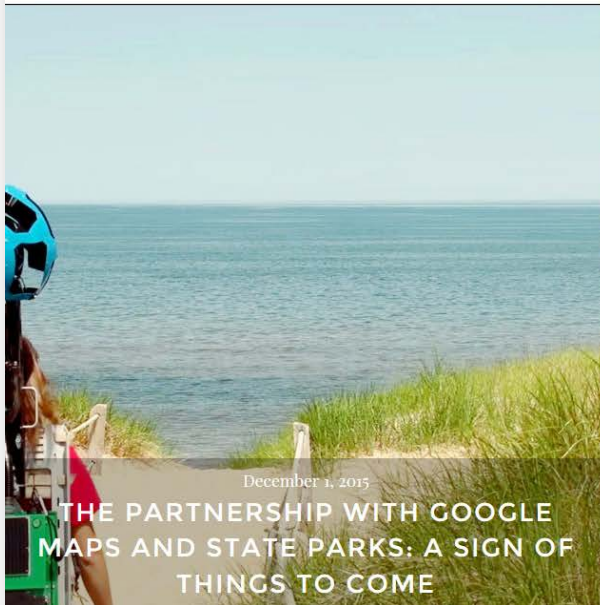
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Park's Blog

<https://castateparks.wordpress.com/>

CALIFORNIA STATE PARKS



Other Tools...

- Intranet
- Weekly Digest
- Change Agent Network
- We Are Parks Videos

p.s. promote our specialized license plate



www.parksplate.parks.ca.gov



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Questions

If you have questions regarding the content in this presentation, please reach out to Steve Szalay or Gloria Sandoval at steve.szalay@parks.ca.gov or gloria.sandoval@parks.ca.gov.