



2020-2021
**ANNUAL
REPORT**

**Parks
Make
Life
Better!**
.....



Crestmore Manor



BOARD OF DIRECTORS/SUPERVISORS

- Kevin Jeffries**, First District
- Karen Spiegel**, Second District, Vice Chair
- Chuck Washington**, Third District, Chair
- V. Manuel Perez**, Fourth District
- Jeff Hewitt**, Fifth District

COUNTY EXECUTIVE LEADERSHIP

- Jeff Van Wagenen**, County Executive Officer
- Juan Perez**, Chief Operating Officer
- Charissa Leach**, Assistant County Executive Officer – Public Works & Community Services

DISTRICT EXECUTIVE LEADERSHIP

- Kyla Brown**, Parks Director/General Manager
- Erin Gettis**, Assistant Parks Director
- Dustin McLain**, Chief – Parks & Resources
- Michael Alferez**, Fiscal Manager

DISTRICT ADVISORY COMMISSION

- Patricia “Trixie” Anderson, First District
- Mark Balys, First District
- Daniel Hake, Second District
- Vacant, Second District
- Anthony Migliore, Third District
- Robin Reid, Third District, Chair
- Bob Grady, Fourth District, Colorado River Valley
- Daniel “Hugh” Van Horn, Fourth District
- Vacant, Fourth District
- Rick Croy, Fifth District, Vice Chair
- Thomas Giedroyce, Fifth District

HISTORICAL COMMISSION

- Ruth Atkins, First District
- Joyce Hohenadl, First District
- Don Williamson, Second District
- Steve Lech, Second District
- Kim Jarrell Johnson, Member-at-Large
- John Randall III, Third District, Vice Chair
- Corinne Awad, Third District, Chair
- Maureen Media Boren, Fourth District
- Stephanie Renee Brown, Fourth District
- Vacant, Fifth District
- Mario Garai, Fifth District

AWARDS

Riverside County Department of Waste Resources
Waste Wise Champion – Gold Status Award
Lake Skinner Recreation Area

SHINING STARS

Employee of the Year – Noriko Gardner
Senior Park Ranger, Lake Cahuilla Veterans Regional Park

Volunteer(s) of the Year – Larry Zamora
Rancho Jurupa Regional Park

General Manager’s Awards

Employee – Steve Perez
Park Ranger II – Idyllwild Nature Center

Volunteer – James “Jim” Sauter
Open Space Division

MESSAGE FROM THE GENERAL MANAGER

It is sobering to reflect back on 2020-21 and the challenges we faced and are still working to overcome. This Annual Report reflects the first full year under my leadership as General Manager. While I may not have envisioned spending that year adjusting to new regulations, adapting to rapidly changing circumstances, and modifying operations to work with fewer people, ultimately, I think the past year made us collectively stronger. I am truly in awe at our team's ability to remain focused on our mission and deliver quality services despite the challenges.

Our community of park users demonstrated during the last year how important RivCoParks' outdoor spaces are to overall well-being and quality of life. Park attendance across our Regional Parks was up from last fiscal year by 25%. The most notable increase in attendance was for those coming to our parks for fishing, which increased by 53%. As a result of the increased attendance, we also saw increased revenue at our Regional Parks, up 25% from the prior year with the Mountain Parks experiencing a whopping 46% revenue increase. This doesn't tell the whole story however, as Crestmore Manor, our Nature Centers and Interpretive sites are still drastically down in attendance and revenue and will be slow to recover. Still, the uptick in use of outdoor spaces remains bright news within our overall story. Lastly, in order to lift up RivCoParks during a time that we experienced drastic cuts in revenue, staffing and attendance, the community stepped in to help in an incredible way. Volunteer hours were up a phenomenal 41% from the previous fiscal year. The community commitment in use of our spaces and volunteer time enhancing public safety and improving access is humbling.

This report reflects the accomplishments of the District over the past year and brings to light some of the challenges we faced. We are as committed to the community we serve as ever — both as a place where one can experience the great outdoors, as well as a place where community members can volunteer. As you look through the pages that follow, I encourage you to think of the dedicated people behind each of the achievements. Our guest surveys continue to reveal a 96% favorable rating overall in spite of all of the ups and downs of the year. This is a testament to our hardworking staff who continue to show resiliency and courage when it is needed most. I am grateful to every staff member and volunteer that makes this District what it is today. Thank you just isn't enough.

With gratitude,



Kyla Brown

General Manager | Parks Director



COVID CONTEXT

Interest in **Camping** Is at an All-Time High Following COVID-19 Outbreak

— [sunset.com](https://www.sunset.com) —

Nature Is the Fix for COVID-19 Stress

— [webmd.com](https://www.webmd.com) —

Nature can Improve **Mental Health** During the Pandemic

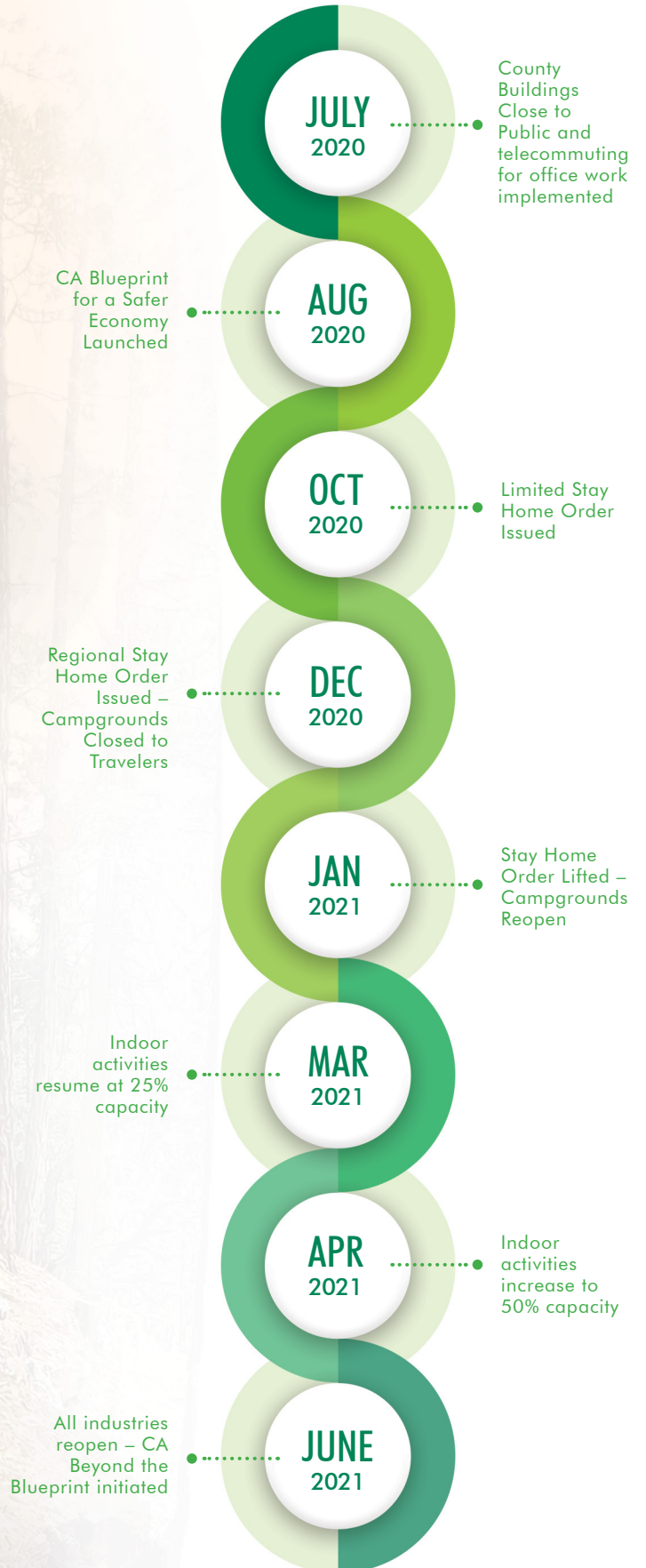
— [verywellmind.com](https://www.verywellmind.com) —


Hiking in the US has Never Been More Popular

— [runrepeat.com](https://www.runrepeat.com) —

Increase in **Outdoor** activities due to COVID-19

— [outdoorindustry.org](https://www.outdoorindustry.org) —





What nature delivers to us is never stale. Because what nature creates has eternity in it.

Isaac Bashevis Singer
American-Polish Nobel Prize writer

TACTICS / NARRATIVE

“Tactics” are the specific adopted goals, or items, to be achieved during the year. Challenges during the 2020-21 year impacted our ability to deliver on planned tactics. The below lists represent the evolution of our goals based on the new realities of re-organization, reduced revenues, and reduced staffing/volunteer levels in the second half of the year.

ACCOMPLISHMENTS (*indicates impacted by COVID-19)

- Apply for and utilize awarded Prop 68 grant funds
- Continue to identify funding opportunities for open-space management*
- Evaluate current concession agreements/partnerships, identify new opportunities*
- Identify non-mission-critical properties/programs for divestment*
- Identify options for improving reliability of Jurupa Ditch water source
- Improve District information systems (Office 365, Central Files)
- Develop plan for, and begin implementation of, District cultural resource survey
- Develop a plan for Southwest Riverside County Multi-Species Reserve management
- Complete the inventory of District-owned properties
- Identify options for future staff expansion to support Open-Space management*
- Identify revenue enhancement and investment opportunities

INCOMPLETE TACTICS

The below items were either re-prioritized or eliminated due to organizational restructuring and affects of the pandemic:

- Develop unified management plan for Santa Ana River bottom and trail
- Explore individual park investments/enhancements
- Develop sense of place by establishing design guidelines/identities for all parks/sites
- Develop & implement countywide community engagement plan
- Develop/implement system to capture tacit knowledge
- Develop an employee engagement and retention plan
- Develop an employee mentoring/cross training program

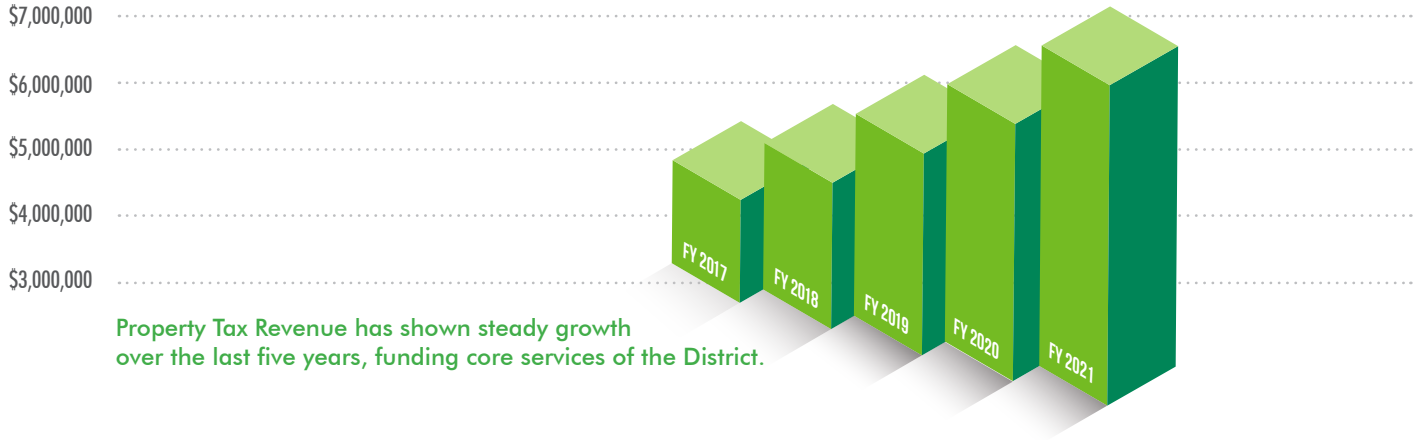
COMPLETED UNPLANNED/NEW TACTICS

In order to respond and adapt to the impacts of staffing and pandemic-related changes, RivCoParks added the following accomplishments:

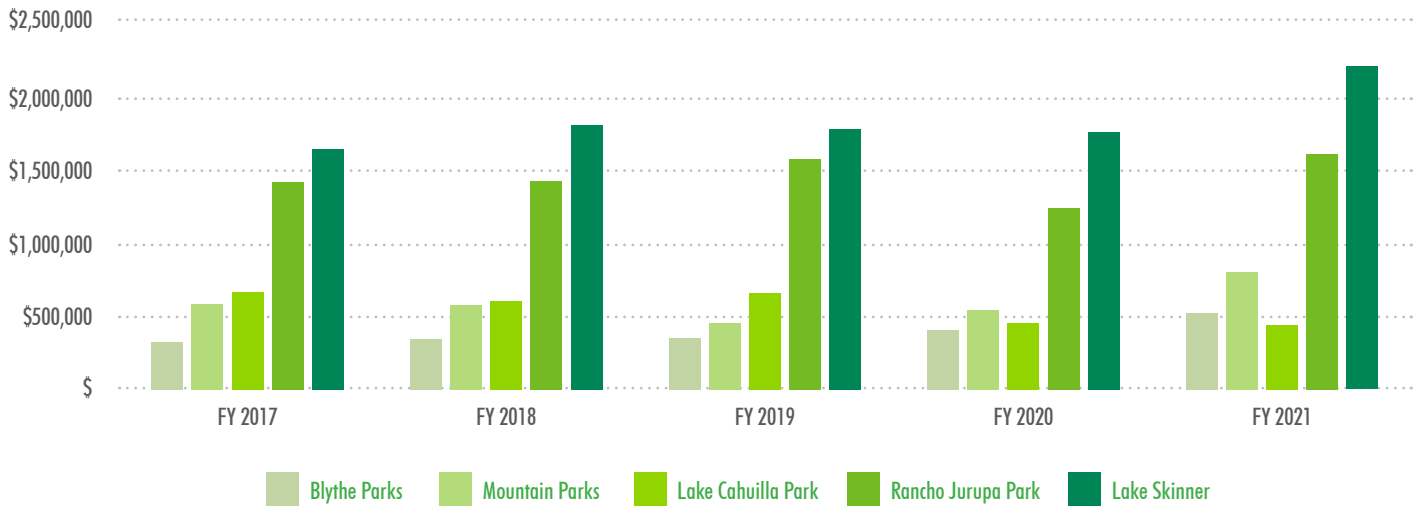
- Increased effort to recruit volunteers
- Covid-19 communications strategies across all media to inform the public of site accessibility and safety measures
- Development of virtual Interpretive programming (The Hive)

FINANCE

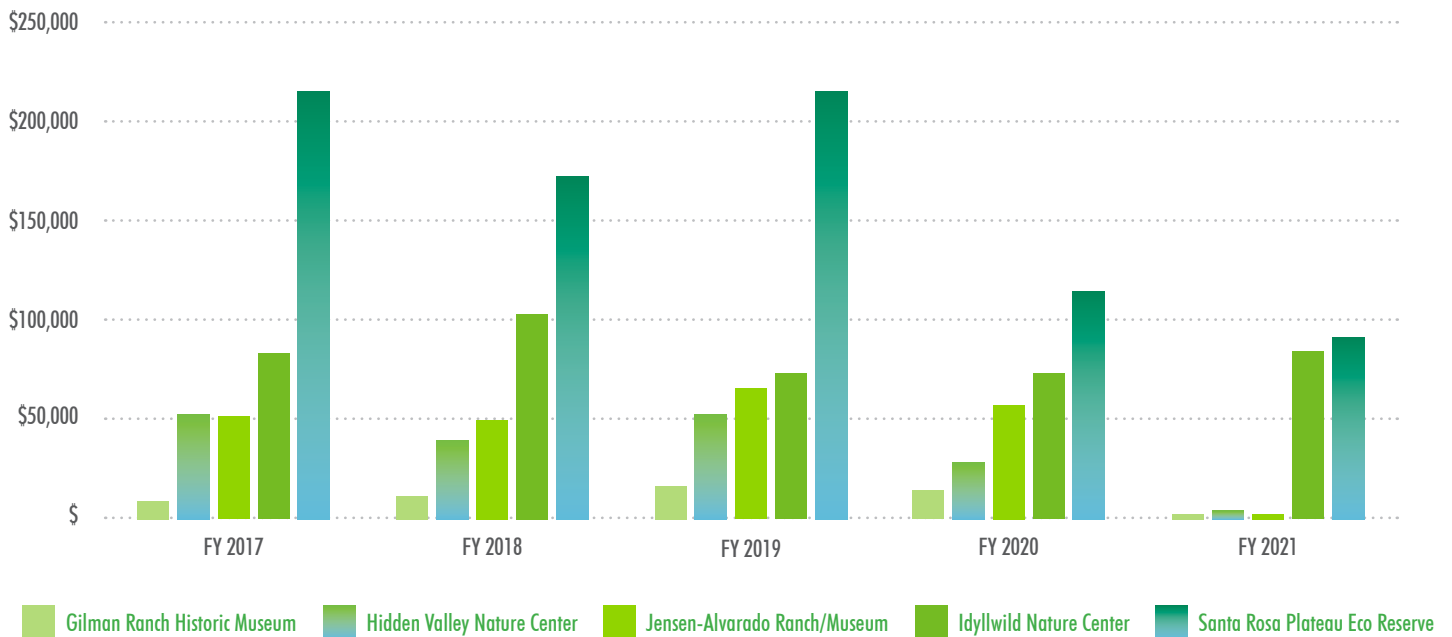
ANNUAL PROPERTY TAX REVENUES



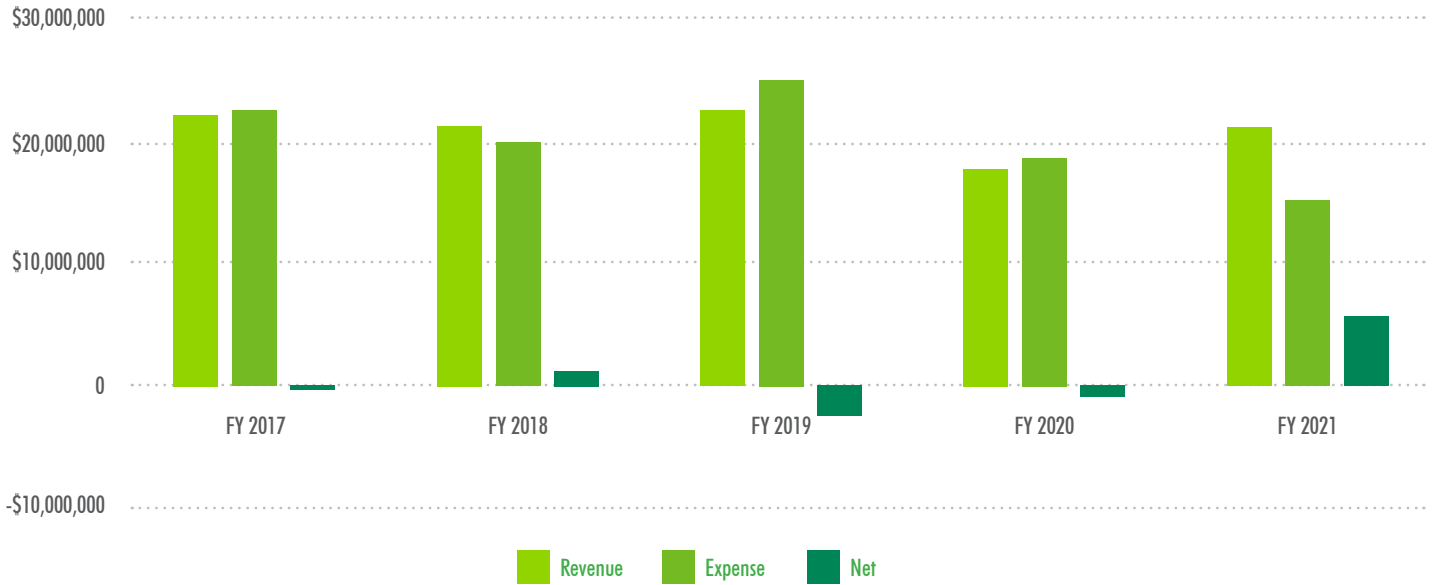
REGIONAL PARK ANNUAL REVENUES



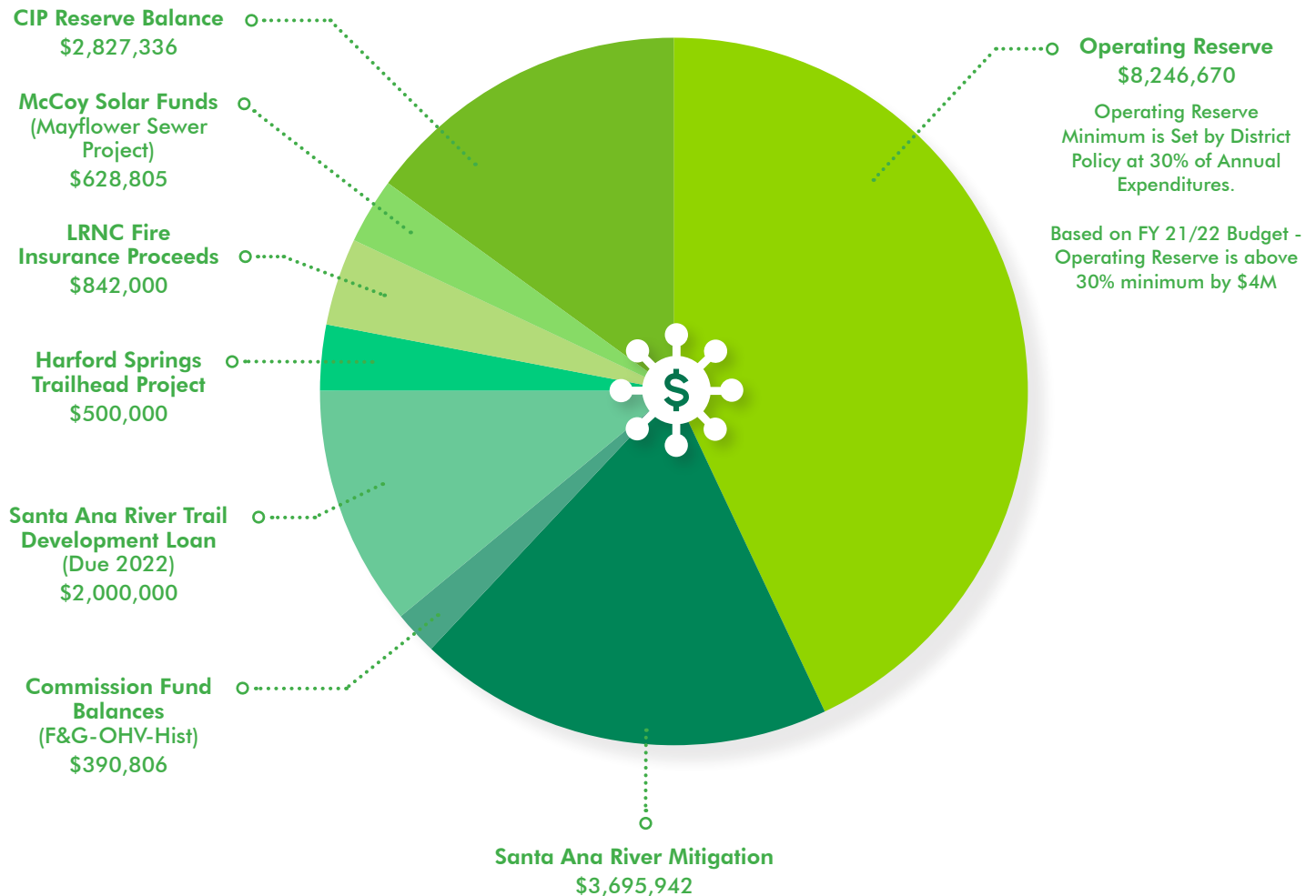
INTERPRETIVE & HISTORIC SITE REVENUES



REVENUE vs EXPENSE ANNUALLY



RESERVE FUND BALANCE BREAKDOWN YEAR-END 2020-21



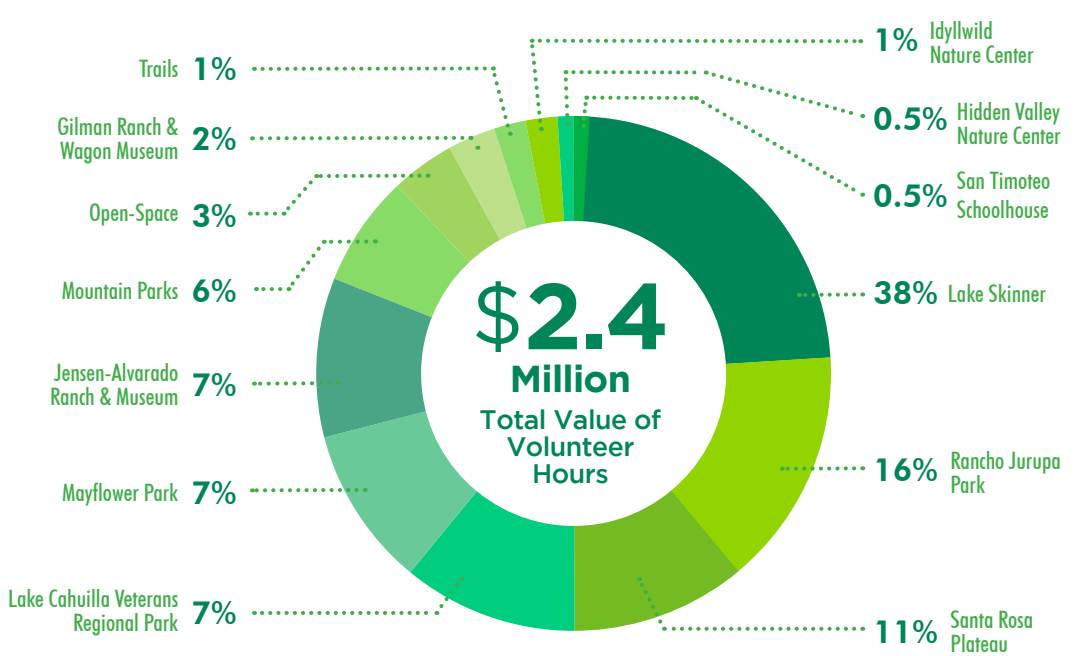
RIVCOPARKS MAP



Nature Centers
 Historic Sites
 Wildlife Areas (open-space)
 Campgrounds
 Other Park Facilities

- | | | | | |
|--|---|---|------------------------------------|--|
| 1 BOX SPRINGS MOUNTAIN RESERVE | 6 HURKEY CREEK PARK | 11 JOHNSON RANCH RESERVE | 16 LAWLER LODGE | 21 PARK HEADQUARTERS / CRESTMORE MANOR |
| 2 DOUBLE BUTTE RESERVE | 7 IDYLLWILD PARK | 12 KABIAN RESERVE | 17 MAYFLOWER PARK | 22 RANCHO JURUPA REGIONAL PARK |
| 3 GILMAN HISTORIC RANCH & WAGON MUSEUM | 8 IDYLLWILD NATURE CENTER | 13 LAKE CAHUILLA RECREATION AREA | 18 MCCALL MEMORIAL PARK | 23 SAN TIMOTEO CANYON SCHOOLHOUSE |
| 4 HARFORD SPRINGS RESERVE | 9 IODINE SPRINGS RESERVE | 14 LAKE SKINNER RECREATION AREA | 19 MULTI-SPECIES RESERVE | 24 SANTA ANA RIVER WILDLIFE AREA |
| 5 HIDDEN VALLEY WILDLIFE AREA / NATURE CENTER | 10 JENSEN-ALVARADO HISTORIC RANCH & MUSEUM | 15 LAWLER ALPINE CABINS | 20 NORTON YOUNGLOVE RESERVE | 25 SANTA ROSA PLATEAU ECOLOGICAL RESERVE / SLYVAN MEADOWS |

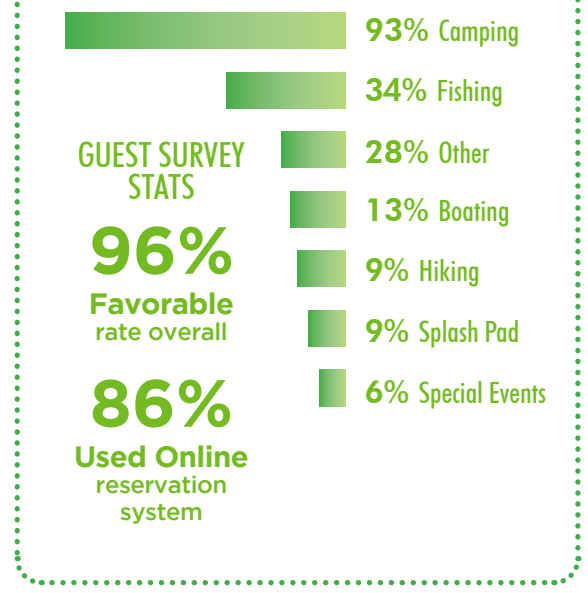
VOLUNTEER HOURS



2.31
Rangers per 10k acres managed

12k
Total Education Program Participants

SURVEY RESPONDENT PROFILE



MARKETING





32.5
ACRES
of invasive
plants removed



2.5
ACRES
restored



400
PLANTS
installed

PATROL



35
TRAIL
MILES

2300
HOURS

25

Homeless Encampments
cleaned

49

Homeless Encampments
identified

~30k
estimated
Recreational
River Users

4
Outreach
events

105
Volunteer
hours

2
Clean Ups
by community

32
Vehicles
removed

6
Fires
responded to



RCA MSHCP UNIT



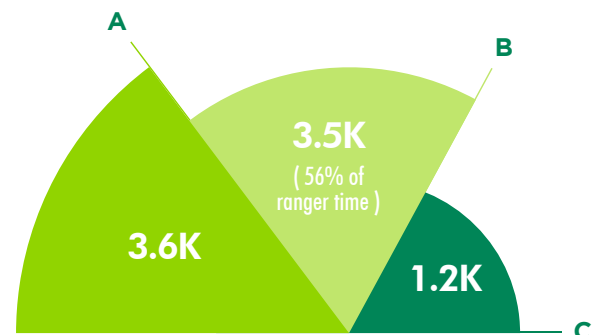
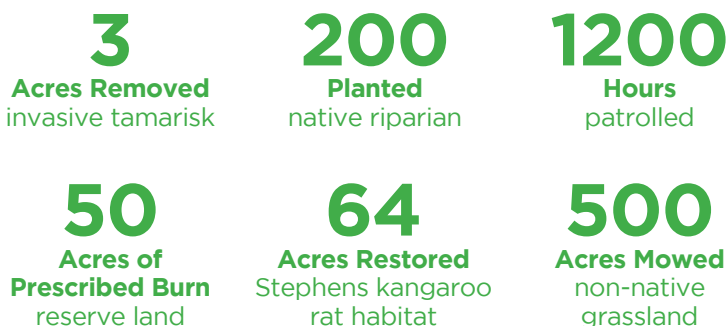
A Open-Space - added 4 miles of trail at Salt Creek

B MSHCP - added 41.6 miles of patrol/maintenance (Gentry, Bautista, and Temecula escarpments)

OPEN-SPACE UNIT

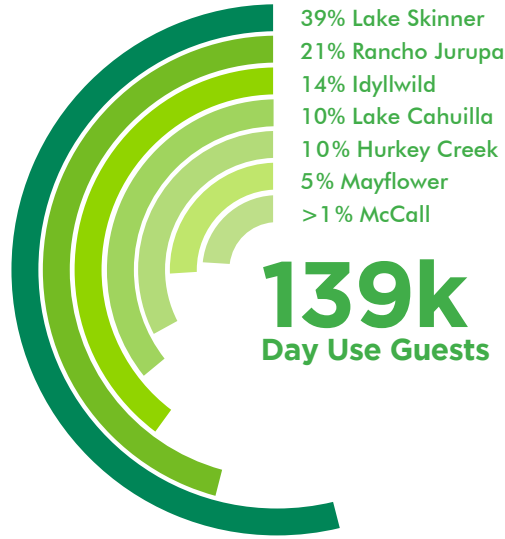
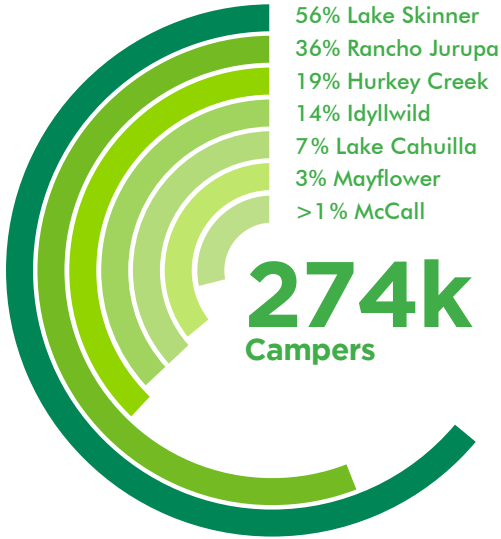


Southwestern Riverside County MULTI SPECIES RESERVE



PATROL HOURS
A Open-Space B MSHCP C MSR

REGIONAL PARKS



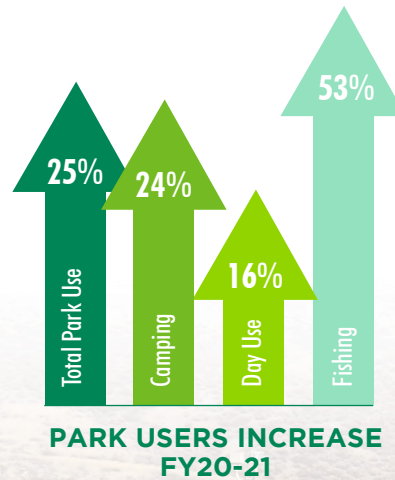
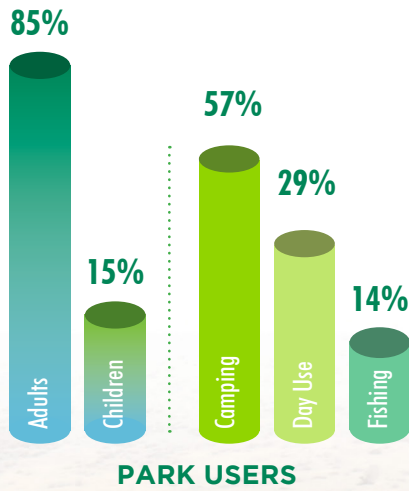
>98k
Nights Booked

28%
occupancy rate

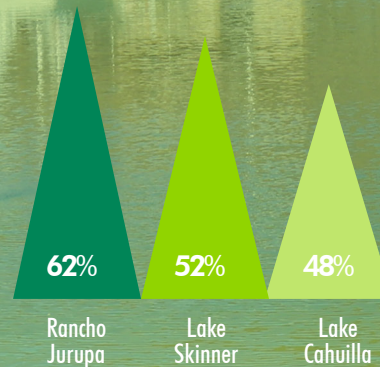
244k
Pounds
of material recycled

3.7k
Snowplay
visitorship

38k
Pounds
of fish stocked



FISHING INCREASE FY20-21



69k
Fishing/Boating
attendance

85% Adults

14% Children
12 and under

INTERPRETIVE PROGRAMMING



VIRTUAL PROGRAM

401k
Reach

105k
Engagement

270%
Increase
Pageviews

490%
Increase
Unique Visitors

80
Social Posts

17
E-Blasts



31
Videos
Nature & History



12
Activities
Online

9
New
Webpages

5
Virtual
Events



The HIVE
Nature and History
Virtual Education



Historic Sites



Nature Centers

8

Historic Board /
Commission
Meetings supported

5k

Historic Files
digitized

4

Inter-agency
collaborations

19k

General
Visitorship

>17k

Volunteer
Hours

38k

Guest Interactions
at SRP Trailheads

PLANNING AND DEVELOPMENT

GRANTS



38%

Increase in number of grant applications



11

Applied for



2

Awarded

Statewide Park Program*
StageCoach Stop Park at Gilman Ranch

Statewide Park Program*
Mayflower Park Day Use Area Improvements

Statewide Park Program*
Rancho Jurupa Park Day Use Area & ADA Improvements

Riparian Habitat Restoration
Hidden Valley Wildlife Area

Wildlife Conservation Board Public Access Grant*
Rancho Jurupa Park

Coastal Conservancy*
Rincon to Spillway

Carpenter Foundation*
Trujillo Adobe Site Protection

Patrick Leahy Bulletproof Vest Partnership*
Ranger Protective Gear

Economic Development Initiative (Congressional Appropriations)

- Mayflower Park Infrastructure
- Butterfield Trail*
- Trujillo Adobe*

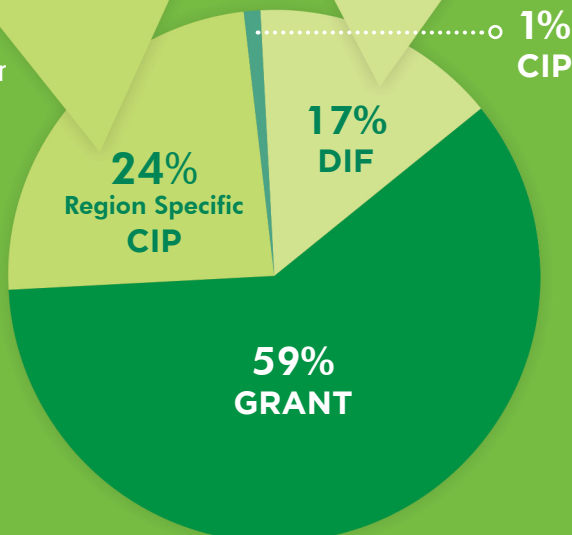
*awaiting results

CAPITAL IMPROVEMENT PROGRAM

Salt Creek Trail



SRP Amphitheater



FUNDING

\$2,639,267

Total Spent

PROJECTS

4 Projects Completed

- Salt Creek Trail – 5 Miles
- McCall Park CalOES Trail Repairs
- Santa Rosa Plateau Tenaja Fire Repair -Amphitheater
- Santa Rosa Plateau Tenaja Fire Repair -Fencing

12 Projects in Progress

- RJU Lake Improvements- Pump
- Hidden Valley Shade Shelters & SART Staging Area
- Santa Ana River Trail (multiple phases)
- Lake Skinner Boat Launch #1 Engineering
- Lake Skinner Lift Station #1 Replacement
- Mayflower Sewer Project
- Gilman- Site Master Planning
- Cal OES Repairs at Hurkey Creek
- Butterfield Trail - Stoffer Property
- Kabian OHV Restoration Project
- OHV Feasibility Study
- SART Phase 7 Hidden Valley-Engineering



BALANCED SCORECARD

YEAR	FY18-19 RESULTS	FY19-20 RESULTS	FY20-21		DASHBOARD
			TARGET	RESULTS	
CUSTOMER PERSPECTIVE					
Customer Satisfaction Rating	98%	95%	95%	96%	●
Marketing Touchpoints	5,922,619	5,071,752	4,000,000	5,629,564	●
Satisfaction Surveys Collected	-	-	4,500	2,344*	●
Occupancy Rate of Campgrounds	-	-	28%	28%	●
Annual Education Program Participants	-	-	>30,000	105,465*	●
FINANCIAL PERSPECTIVE					
Fee based Revenue	\$14,572,977	\$11,100,000	\$8,100,000	\$8,175,737	●
CIP Met	106%	39%	90%	56%*	●
Operations Reserve	41%	38%	25%	62.4%	●
Expenditure Budget Target	92%	82%	100%	67%*	●
Value of Volunteer Hours	99,232	63,593*	>\$2,500,000	\$2,387,755	●
INTERNAL BUSINESS SUPPORT PERSPECTIVE					
Active Partnership Agreements	4	4	3	4	●
Acres Under Management	78,647	101,085	91,000	99,500	●
Park Rangers Per 10,000 acres	-	-	2.85	2.31*	●
Regional Trails Miles	170	175	175	180	●
CAPRA Standards Current	151	151	154	154	●
Tactics Completed	17	12*	21	14*	●
Recognition Events	5	2*	3	5	●
Staff Readiness Index	94%	95%	>90%	91.6%	●
LEARNING & GROWTH PERSPECTIVE					
Preventable Employee Accidents	10	4	< 5	2	●
Performance Evaluations on Time	97%	95.4%	100%	95%	●
Training Hours	2,474	2,092	1,600	1,180*	●

● 95% or better than target ● 85% to 94% of target ● 84% or less than target ● Data not available or target not set *Metrics impacted by COVID-19 pandemic

A



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N



S

ACCOMPLISHMENTS

CONNECTING

TEAMWORK

INNOVATION

OUTSTANDING SERVICE

NETWORKING

STEWARDSHIP

MISSION STATEMENT

To acquire, protect, develop, manage and interpret for the inspiration, use, and enjoyment of all people, a well-balanced system of park related places of outstanding scenic, recreational, and historic importance.

VISION

To be the regional leader in improving lives through people, parks, places and programs.



WWW.RIVCOPARKS.ORG

Parks Headquarters

4600 Crestmore Road, Jurupa Valley, CA 92509

951.955.4310