



JCSD PARKS & RECREATION DEPARTMENT 2021 ANNUAL REPORT

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Stacy MacBeth
Senior Administrative Assistant

Melissa Osuna
Administrative Assistant

**“If your actions inspire others to dream more,
learn more, do more and become more, you are a leader.”
- John Quincy Adams**

TABLE OF CONTENTS

4	MESSAGE FROM THE DIRECTOR	16	RECREATION DIVISION
5	WHO WE ARE	17	YOUTH PROGRAMS
6	CORE VALUES	18	KIDS ZONE BEFORE/AFTER SCHOOL PROGRAM
7	ORGANIZATIONAL CHART		CONTRACT CLASSES
8	PARK MAINTENANCE & FACILITIES DIVISION	19	VOLUNTEER PROGRAM
10	PARKS & FACILITIES	20	SPECIAL EVENTS
12	FRONTAGE MAINTENANCE	21	2022 PART-TIME RECREATION EMPLOYEE RECOGNITION PROGRAM
13	PATROLLING OUR PARKS	22	CAPRA ACCREDITATION
14	FACILITY RESERVATIONS	23	MARKETING
	SPECIAL PROJECTS		SOCIAL MEDIA
15	PARK AND RECREATION MONTH		LOOKING TOWARD THE FUTURE



MESSAGE FROM THE DIRECTOR

On behalf of the entire Jurupa Community Services District (JCSD) Parks & Recreation Department team, I'm pleased to present our 2021 Annual Report. The report highlights the Department's accomplishments in the past year and provides an overview of our wide array of services, programs, and events.

In the early days of the pandemic (2020), the JCSD team quickly adjusted to ensure we continued to provide access to the services, programs, and events our community loves. As the pandemic moved into its second year (2021), we found ourselves adapting to a new normal. I am very proud to say that, through innovation and flexibility, JCSD not only adapted during this time, but thrived.



As you'll read within this report, the following are just a few highlights of the many great things the Department accomplished over the course of 2021:

- National CAPRA Reaccreditation.
- Successfully maintained approximately 240 acres of parkland and over 5 million square feet of frontage landscaping throughout the cities of Eastvale and Jurupa Valley.
- Completed multiple capital and maintenance improvement projects to ensure the long-term sustainability of our parks and facilities.
- Reopened and reoffered many of our programs, events, and services that were cancelled, postponed, or modified due to the pandemic.

Along with the efforts of our outstanding team, the Department works collaboratively with the JCSD Board of Directors, local youth sports organizations, various non-profit organizations, and numerous volunteer groups. This partnership approach allows us to operate in a fiscally responsible manner and provide the community with first-class parks, facilities, frontages, and recreation programs and events.

Finally, I want to say thank you to you, our valued patrons. Your ongoing commitment to JCSD is what motivates us to continue to offer parks & recreation services to the community of Eastvale. We look forward to serving you and making memories in 2022!

STEVE LAWSON
Director of Parks & Recreation

WHO WE ARE

The JCSD Parks and Recreation Department has proudly been offering parks & recreation services for the Eastvale community since 2003 and consists of three divisions: 1) Administration; 2) Park/Facility Maintenance and Operations; and 3) Recreation. Collectively, we're responsible for providing recreation programs, activities, and special events; managing over 240 acres of parkland, which includes 15 parks, first-class athletic fields, two splash pads, trails, a 30,000 square foot community center, a 6,500 square foot activity center, and a 2.5-acre special event venue; graffiti abatement; and maintaining nearly 5 million square feet of frontage landscaping.



27

FULL-TIME STAFF



80+

PART-TIME STAFF

MISSION STATEMENT

The JCSD Parks & Recreation Department strives to efficiently and effectively utilize available resources in the development and maintenance of quality park facilities and provide safe, fun and diverse recreational opportunities which enrich the quality of life for residents and visitors alike.

VISION

The vision of the JCSD Parks & Recreation Department is to deliver recreation and leisure opportunities that will improve the health and well-being of the community and to serve as stewards of the environment by managing and protecting our resources through the following:

- Recreation programs and activities that inspire personal, growth, healthy lifestyles, and a sense of community.
- Safe parks and facilities that meet diverse community needs.

CORE VALUES

Speak Straight & Listen Generously - Speak honestly in a constructive way that moves the action forward. Listen with care and without judgement... most important, listen to understand and support. Say what you mean, and be willing to ask questions, share ideas, or raise issues that may cause conflict when it's necessary for team success. Address issues directly with those who are involved or affected. Rumors are destructive ... seek accurate information and only speak about things you know to be truthful.

Trust Our Team - Strong teams are successful not just because they work together, but because they trust each other. Seek to build trust in all relationships ... personally, professionally and within our community. Assume good intentions and always give people the benefit of the doubt. Recognize your weaknesses and have the trust to appreciate when your team is better at something than you.

Respect - Focus on being warm, friendly and approachable ... ensure civility in all our actions. Be graciously humble ... recognize your team's success over your own. Every interaction with our team or a customer is an opportunity to create deeper, more meaningful relationships. Respect our process and take great pride in achieving exceptional outcomes. Own and celebrate the team's success, but also hold yourself accountable and learn from your mistakes.

Inspirational - Be a leader ... take every opportunity to teach and help others learn and grow. Lead by example and never leave your team behind. When everyone is moving forward together, success takes care of itself.

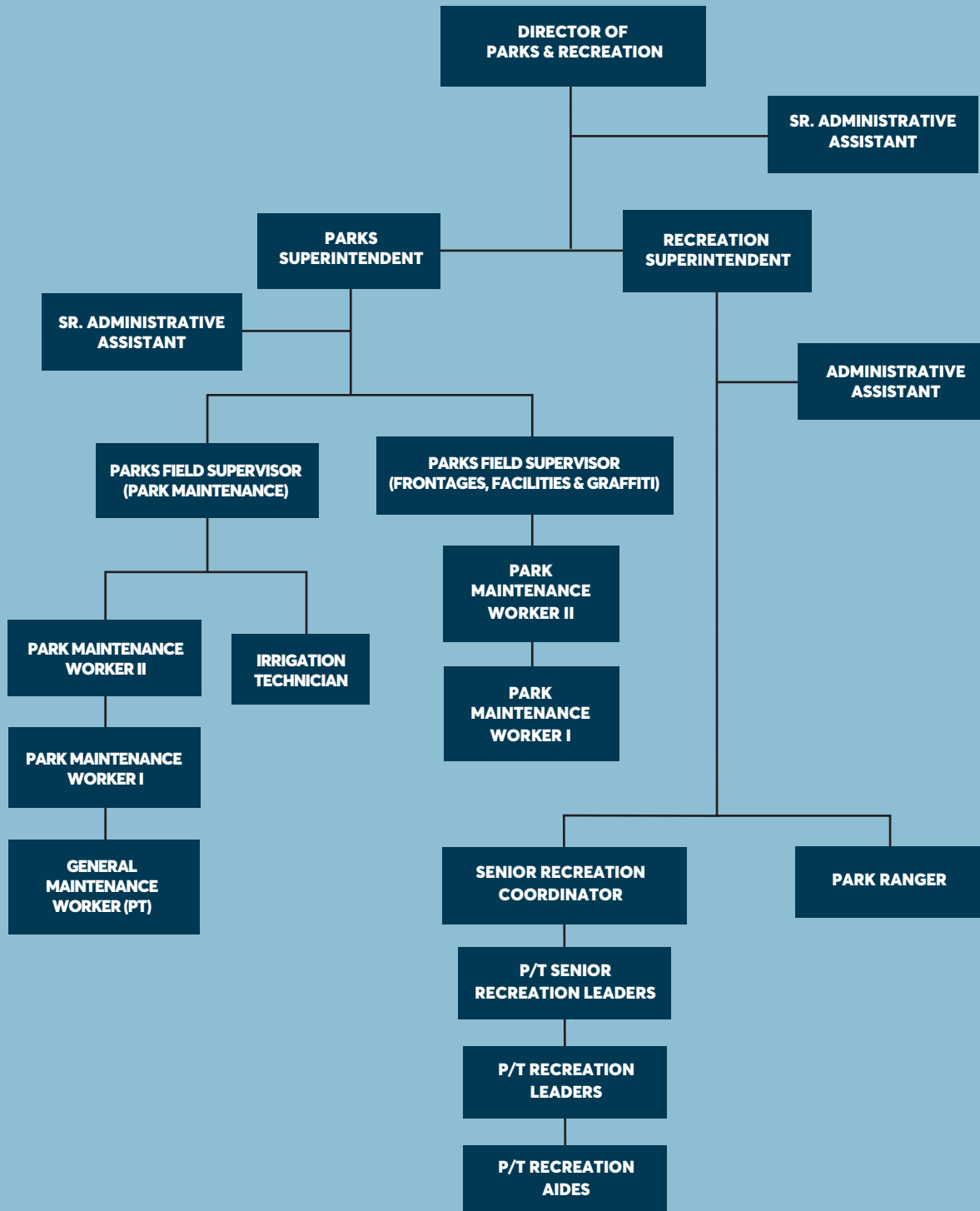
Visionary - Determined by the thought of what tomorrow can bring ... driven by grit to get it done today. Look ahead, anticipate and dream big. Build fruitful relationships within the industry ... draw upon the success of others to shape our future. Without the vision, there is no action ... without direction, there is no purpose. Be relentless about improvement.

Empowered - Don't accept anything at "face value" of it doesn't make sense to you ... don't be afraid to ask "Why?". Have the confidence and curiosity to challenge the "way we have always done it". Have a Growth Mindset in everything you do. Ask questions when you don't understand. Healthy, vigorous debate creates better solutions. Find a way to be exceptional.



“Whatever things you go through, you stay true to who you are and your core values.” - Sophie Gregoire Trudeau

PARKS & RECREATION DEPARTMENT ORGANIZATIONAL CHART



“No one can whistle a symphony. It takes an orchestra to play it”
- H.E. Luccock

PARK MAINTENANCE & FACILITIES DIVISION

BY THE NUMBERS



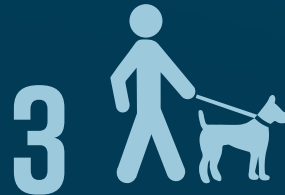
35,000 SQ FT
COMMUNITY CENTER



3,280
TREES



5,000 SQ FT
NEIGHBORHOOD CENTER



3
DOG PARKS

4 MILES
OF TRAILS



2.5 ACRE
SPECIAL EVENT VENUE

24 
PICNIC SHELTERS

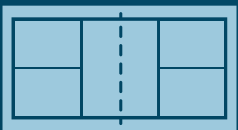
JCSD operates and maintains 15 public parks and two community centers that offer a diverse array of amenities for residents of all ages. In addition, we're responsible for graffiti abatement and maintaining over 4 million square feet of frontage landscaping.

3 
SKATE PARKS

2 
SPLASH PADS

23 
PLAYGROUNDS

 **1 FULL-COURT
11 HALF-COURT
OUTDOOR BASKETBALL COURTS**

 **1
PICKLE BALL COURT**

14 
BALLFIELDS (13 LIGHTED)

6 
TENNIS COURTS

 **1
DISC GOLF COURSE**

 **1
BATTING CAGE COMPLEX**

PARKS & FACILITIES



AMERICAN HEROES PARK
6608 Hellman Ave.
Eastvale, CA 92880



HALF MOON PARK
14383 Cherry Creek Ave.
Eastvale, CA 92880



CEDAR CREEK PARK
6709 Cedar Creek Road
Eastvale, CA 92880



HARADA HERITAGE PARK
13099 65th Street
Eastvale, CA 92880



DAIRYLAND PARK
14520 San Remo
Eastvale, CA 92880



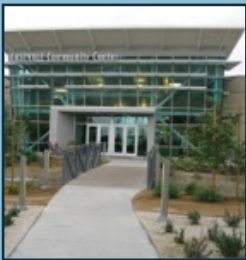
HARADA NEIGHBORHOOD CENTER
13099 65th Street
Eastvale, CA 92880



DEER CREEK PARK
6785 Iron Horse Lane
Eastvale, CA 92880



JAMES C. HUBER PARK
6411 Rolling Meadows
Eastvale, CA 92880



EASTVALE COMMUNITY CENTER
13820 Schleisman Road
Eastvale, CA 92880



MCCUNE FAMILY PARK
7450 Eastvale Parkway
Eastvale, CA 92880



EASTVALE COMMUNITY PARK
12750 Citrus Street
Eastvale, CA 92880



MOUNTAIN VIEW PARK
12750 Citrus Street
Eastvale, CA 92880



ORCHARD PARK
5900 Festival Way
Eastvale, CA 92880



PROVIDENCE RANCH PARK
7250 Cobble Creek
Eastvale, CA 92880



RIVERWALK PARK

7674 Soaring Bird Court
Eastvale, CA 92880



SYMPHONY PARK

13387 Largo Dr
Eastvale, CA 92880

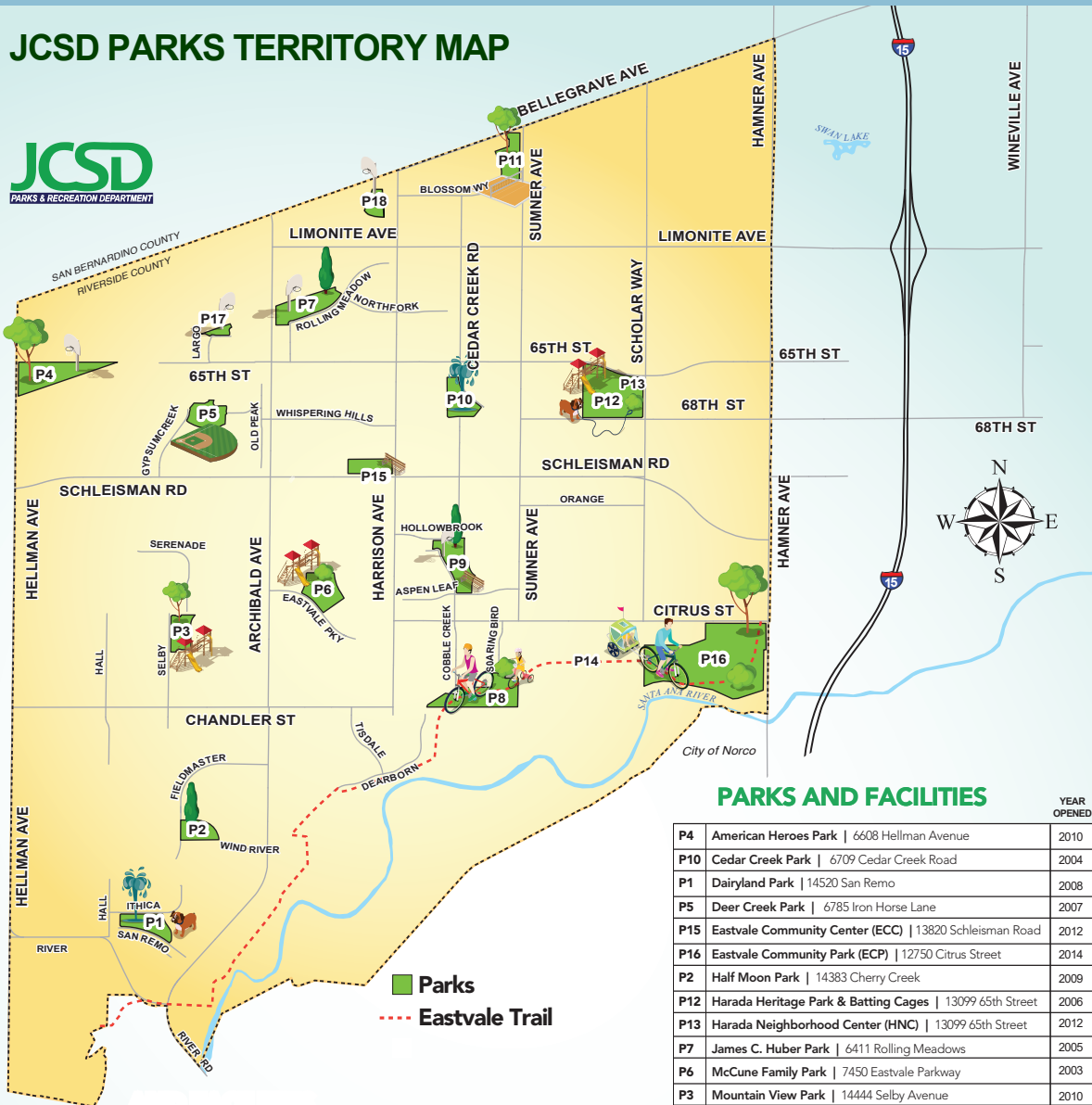


SENDERO PARK

Located in the Sendero
Community
Eastvale, CA 92880

*All parks are open 6:00 a.m. - 10:00 p.m. daily

JCSD PARKS TERRITORY MAP



PARKS AND FACILITIES

		YEAR OPENED
P4	American Heroes Park 6608 Hellman Avenue	2010
P10	Cedar Creek Park 6709 Cedar Creek Road	2004
P1	Dairyland Park 14520 San Remo	2008
P5	Deer Creek Park 6785 Iron Horse Lane	2007
P15	Eastvale Community Center (ECC) 13820 Schleisman Road	2012
P16	Eastvale Community Park (ECP) 12750 Citrus Street	2014
P2	Half Moon Park 14383 Cherry Creek	2009
P12	Harada Heritage Park & Batting Cages 13099 65th Street	2006
P13	Harada Neighborhood Center (HNC) 13099 65th Street	2012
P7	James C. Huber Park 6411 Rolling Meadows	2005
P6	McCune Family Park 7450 Eastvale Parkway	2003
P3	Mountain View Park 14444 Selby Avenue	2010
P11	Orchard Park 5900 Festival Way	2004
P9	Providence Ranch Park 7250 Cobble Creek	2004
P8	Riverwalk Park 7674 Soaring Bird Court	2008
P17	Symphony Park 13387 Largo Drive	2017
P18	Sendero Park 6051 Harrison Avenue	2020

FRONTAGE MAINTENANCE

BY THE NUMBERS

4,155,054

Total square feet of frontage and medians maintained in Eastvale



4,886

Total trees trimmed throughout all medians and frontages in 2021



877,821

Total Square footage of frontage and medians maintained in Jurupa Valley



4,398

Trees trimmed on the Eastvale frontages



8,249

Total trees maintained throughout all medians and frontages

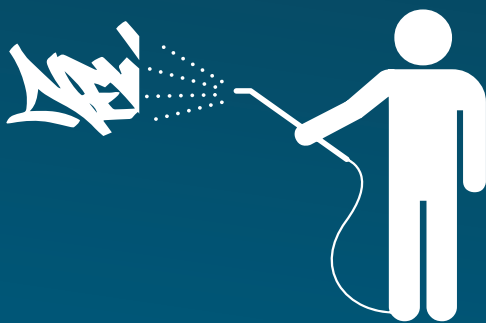


2,983

Number of trees trimmed in parks annually



GRAFFITI ABATEMENT



JURUPA VALLEY (District Territory)

2,227

Number of graffiti incidents removed

35,125

Total square footage of graffiti removed

EASTVALE (District Territory)

692

Number of graffiti incidents removed

6,771

Total square footage of graffiti removed

JURUPA VALLEY/RUBIDOUX (Contract Area)

445

Number of graffiti incidents removed

6,312

Total square footage of graffiti removed

PATROLLING OUR PARKS

Park Ranger Program

The goal of the Department's Park Ranger Program is to enforce park rules, enhance visitor safety, and promote park programs and services. Our Park Ranger also provides answers to park users' questions, deal with concerns, assist the public with picnic reservations, and assists with various special events.


In 2021, our full-time Park Ranger and part-time Park Monitors provided over 3,000 valuable hours of patrolling in the evenings and on weekends.




FACILITY RESERVATIONS

15 
FACILITY RESERVATIONS

223 
PARK SHELTER
RESERVATIONS

6 
BLOOD
DRIVES

281 
BALLFIELD
RENTALS

SPECIAL PROJECTS



Annual Splash Pads Painting Project

The splash pads located at both Cedar Creek Park and Dairyland Park were repainted.



Dog Park Turf Renovation Projects

The turf in the dog parks at American Heroes Park, Dairyland Park, and Harada Heritage Park were renovated.



Annual Ballfield Renovations

All 14 ballfields within the JCSD park system were renovated with new clay and fertilizer in preparation for league play.

PARK AND RECREATION MONTH

Since 1985, America has celebrated July as the nation's official Park and Recreation Month. The goal is to promote the benefits of healthy, vibrant communities and to recognize the importance of parks and recreation in establishing/maintaining quality of life and how they contribute to the physical, economic, and environmental well-being of communities.

In July 2021, the JCSD Parks & Recreation Department celebrated Park and Recreation Month by offering The Eastvale Expedition!, which consisted of weekly challenges and activities at local JCSD Parks.



**OUR
PARK AND
RECREATION
STORY!**



JCSD
PARKS & RECREATION DEPARTMENT

**THE EASTVALE
EXPEDITION
RECREATION CHALLENGE
JULY 5TH - JULY 31ST**

PRE-REGISTRATION REQUIRED THROUGH EVENTBRITE
(REGISTRATION IS FREE)

- **1 ENTRY PER FAMILY**
- **EACH WEEK THERE WILL BE 3 CHALLENGES TO COMPLETE (WORTH UP TO 25 POINTS)**
- **WEEKLY UPDATES**
- **AMAZING PRIZES FOR WINNERS EACH WEEK AND OVERALL WINNERS**

FOR MORE INFORMATION CALL (951) 727-3524 OR EMAIL: PARKS@JCSD.US

RECREATION DIVISION

The Recreation Division is part of the JCSD Parks & Recreation Department and provides quality services for all ages and abilities. These services include youth program activities, preschool and afterschool programs, community special events, youth sports leagues, and an abundance of educational enrichment, arts, leisure, and fitness classes. Additionally, the Recreation Division also manages the use of JCSD parks and athletic fields by various sports groups, helps coordinate the use of school athletic fields (CNUSD), and oversees community facility rentals and reservations for business meetings and special occasions.



Adult Basketball League Teams

14



Youth Basketball participants

331



Open gymnasium participants

11,374



Youth Volleyball participants

189



Eastvale

Girls Softball Association

Total Participants:

350



Empire

Soccer Club

Total Participants:

1,500



Eastvale

Little League

Total Participants:

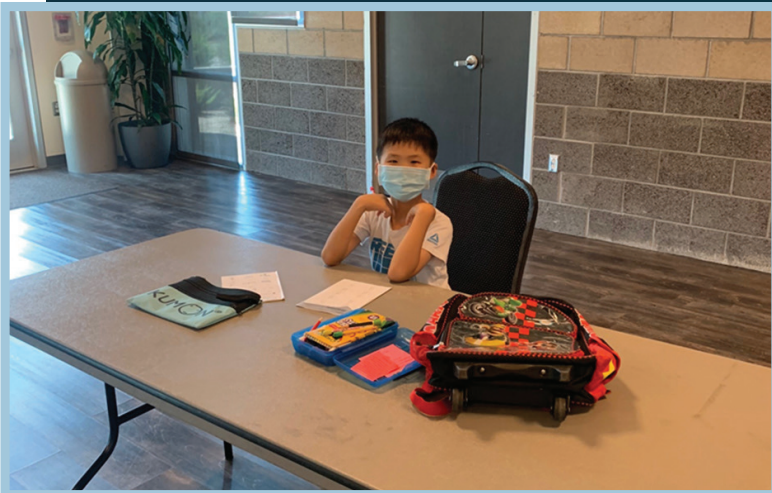
1,200

YOUTH PROGRAMS

TINY TOTS

The TinyTots program was offered on a quarterly basis and provided a pre-k style of learning for ages 2-3 and 4-5. The program was hosted at the Harada Neighborhood Center.

Total Registrations: 156



KIDS ZONE: HOMEWORK CAMP

The Kids Zone: Homework Camp program emphasized a homework component to assist parents and guardians who may have found themselves now needing to work from home, caring for their children, and assisting them with their remote learning needs.

Total Unique Registrations: 40

MOMMY & ME

The Mommy & Me program is a participant working along side a parent style of pre-k programming for ages 2-5 years-old and was hosted at the Eastvale Community Center.

Total Registrations: 406



KIDS ZONE BEFORE/AFTER SCHOOL PROGRAM

The Kids Zone Program is offered at Clara Barton Elementary School, Rosa Parks Elementary School, Ronald Reagan Elementary School, Eastvale Elementary School, and Philistine Rondo School Of Discovery. The program is a convenient, affordable, and safe recreation program for before school, after school, and when school is off-track for students in grades kindergarten through 6th. The program provides a positive and healthy environment and includes varying activities such as:

- Homework Time
- Special Events
- Sports
- Arts and Craft
- Supervised Free Play
- And More!
- Organized Games



Total unique registrations: 1,031

CONTRACT CLASSES

The JCSD Parks & Recreation Department was proud to partner with individuals and organizations to provide the following classes in 2021:

Pee Wee Soccer
 Pee Wee Basketball
 Pee Wee T-Ball
 2-3 Tee Ball
 Brazilian Jiu Jitsu
 Karate
 Judo
 Tae Kwon Do
 Women's Self Defense
 Group Guitar/Bass
 Group Drums
 Group Voice
 Intro to Keyboard/Piano
 Ballet & Tap
 Hip Hop & Jazz
 Lyrical/Contemporary
 Gymnastics
 Preschool and Sign Language
 Preschool Science STEM
 Adventures
 Sight Word Extravagance!
 Mommy and Me
 Preschool Introduction to Spanish
 Spanish for Kids
 Tiny Tots
 Beginners Tennis

Intermediate-Advanced Tennis
 Match Play Tennis
 Baton Twirling
 Stretch & Tone
 SparX Cheerleading
 Sweet Dough Cafe Kids Baking Class
 Junior Chef Masters - Kids
 Reading Solution K-6
 Math Solutions K-6
 Pravesam Telugu
 Critical Reading & Written Expression
 Introduction to Typing
 Microsoft Word & PowerPoint
 Introduction to Computer Learning
 Science or Magic?
 Online Driver's Education
 Video Game Design
 Family Tree Building
 Heart & Soul Line Dance
 Fit4Mom Stroller Strides
 Crossfit Kids
 WRX Shop: Bootcamp
 Teen Crossfit
 Fit and Fun Workout

Safety Driver's Education
 CPR, Relief of choking, AED Training
 CPR Babysitter Class
 JR Chef Masters-Kids
 Intro to Cartoon
 Stop Motion Animation
 Artist Camp
 Lego Engineering Camp
 Robotics Camp
 Intro to Anime
 Computer Coding
 Robotics Build Workshop
 Build A Bot Workshop
 Homework Assistance Camp
 Teen Esports League
 Youth Basketball League
 Volley Tennis
 Youth Volleyball League
 18+ Adult B-Ball
 Coed Adult Kickball
 5 vs. 5 Youth Basketball Tournament
 Fall Youth Volleyball Camp 9-10
 Adult Cornhole league 18+
 Walking Club
 Youth STEAM Adventure

VOLUNTEER PROGRAM

Volunteers are the backbone of the JCSD Parks & Recreation Department. They provide invaluable assistance with administering programs, special events, projects, and general administrative assistance. Without volunteers, the Department would not have the resources to accomplish its goals and provide the community with such a wide variety of programs and activities.

2,000

Approximate Number of Donated hours in 2021

\$60,000

Estimated value of or the equivalent of nearly one full-time employee!

(based on the Independent Sector's value of a volunteer hour - \$29.25)

Volunteer Recognition Event

Unfortunately, due to COVID-19, JCSD's annual Volunteer Recognition Event was cancelled in 2021; however, once it's safe to do so, JCSD looks forward to honoring the commitment of countless volunteers who dedicated their time and expertise for the benefit of the Eastvale community.

THANK YOU VOLUNTEERS!



**“Volunteering is at the very core of being a human.
No one has made it through life without someone else’s help.” -**

Heather French Henry

SPECIAL EVENTS



FALL FESTIVAL
10/2/21



DIWALI FESTIVAL
11/12/21



WINTER WONDERLAND
12/4/21



FRIDAY FLICKS & FOOD TRUCKS
5/7/21



CONCERTS IN THE PARK
7/9/21, 7/16/21



FULL MOON FESTIVAL
9/18/21



MOVIES IN THE PARK
5/8/21, 6/12/21, 7/10/21, 8/14/21, 9/11/21



BREAKFAST WITH SANTA
12/5/21

Part-Time Recreation Employee Awards Program

The JCSD Parks & Recreation Department recognizes the importance of motivating, rewarding and developing employees. As such, this program has been developed to recognize individual efforts and to encourage and empower employees to work to the fullest extent of their capabilities. Part-time employees are one of the Department's most valuable assets and play a critical role in contributing to the attainment of JCSD's goals, objectives and mission. To that end, the following three awards were given out to deserving part-time employees for their work in 2021:

Most Valuable Player

This award is given to the employee who consistently exceeds the expectations of their position, performing at a high level beyond normal job requirements.

Winner: Nina Torres

Coach's Award

This award is given to the employee who consistently demonstrates an ability and willingness to work positively, respectfully, and effectively with both external and internal customers.

Winner: Madison Crask

Utility Player Award

This award is given to the employee who performs various roles, or is consistently willing to assist multiple programs, especially when the department is short-staffed.

Winner: Claire True

Rookie of the Year

This award is given to the employee who has been a part of the team less than one year and displays the characteristics and performance consistent with the department's core values.

Winner: Robert Munoz

"The greatest award is the appreciation of the people."

- Gopi Sundar

CAPRA ACCREDITATION



The National Recreation and Parks Association's (NRPA) Commission for Accreditation of Park and Recreation Agencies (CAPRA) provides quality assurance and quality improvement of accredited parks and recreation agencies throughout the United States by providing agencies with a management system of best practices. CAPRA is the only national accreditation of park and recreation agencies and is a valuable measure of an agency's overall quality of operations, management, and service to the community. Achieving CAPRA Accreditation is the best way to demonstrate that an agency and its staff provide the community they serve with the highest level of service.

In 2015, JCSD became one of just five agencies in California to obtain CAPRA Accreditation. Accredited agencies must repeat this process every five years to stay in compliance with CAPRA's guidelines.

On September 10, 2021, the CAPRA Commission formally approved JCSD's CAPRA reaccreditation. Impressively, we scored 100% on the assessment by meeting all 154 standards.

The following are 10 things CAPRA accreditation means to the residents we serve:

- 1) **We operate using best practices.**
 - Our department was reviewed against 154 standards developed by the Commission for Accreditation of Parks and Recreation Agencies and determined to meet the highest industry benchmarks to receive accreditation.
- 2) **We are among the nation's best.**
 - Only 1% of Parks and Recreation agencies in the nation are accredited through CAPRA, including four in California.
- 3) **We live our mission and vision.**
 - Our actions meet our objective to provide quality programs, events, parks, and facilities to enhance the quality of life for our residents.
- 4) **Our parks and facilities are well maintained.**
 - Regular assessments and maintenance keep our facilities, 15 parks, and 5 miles of trails safe and accessible.
- 5) **Our staff is highly qualified.**
 - Most of our full-time staff have specialized licenses, certificates, and advanced degrees.
- 6) **We are fiscally responsible.**
 - Policies and guidelines determine how taxpayer dollars are spent and our budget receives an annual independent outside audit.
- 7) **Our programs and services are diverse and accessible.**
 - We are committed to providing programming for all members of the community.
- 8) **We value partnerships.**
 - Our department works with various service and youth sports organizations as well as local, state and national partners to address initiatives.
- 9) **We are committed to excellence.**
 - CAPRA Accreditation is the highest designation available to park and recreation agencies and demonstrates our commitment to being a national leader.
- 10) **Our top priority is the community we serve.**
 - Our decision-making process keep's Eastvale residents at forefront.

Currently, there are only 192 accredited park and recreation agencies in the United States and JCSD is one of only three accredited agencies in California. JCSD will be up for reaccreditation in September 2026.

MARKETING

RECREATION BROCHURE: EASTVALE EDITION

- Number of brochures distributed:
4 times in 2021, 15,500 copies printed each mailing (total 62,000 copies mailed out).
- More than 40,000 views for digital brochure.

SOCIAL MEDIA



FACEBOOK
@JCSDParks

- Total 2020 Followers: 4,364
- Total 2021 Followers: 4,800
- Percentage increase: 10%



INSTAGRAM
@JCSDParks

- Total 2020 Followers: 2.4k
- Total 2021 Followers: 2.9K
- Percentage increase: 20.8%



TWITTER
@JCSDParks

- Total 2020 Followers: 429
- Total 2021 Followers: 441
- Percentage increase: 2.8%

LOOKING TOWARDS THE FUTURE

**AS WE LOOK TOWARDS THE FUTURE, HERE ARE A FEW THINGS THE
PARKS & RECREATION DEPARTMENT WILL BE FOCUSING ON:**

1. Open The Desi House and provide community programming for all ages.
2. Expand programming and activities for mature adults ages 50 and over.
3. Identify opportunities to partner with local service organizations and agencies to offer additional programs, services, and events.

“Believe you can and you’re halfway there.”

- Theodore Roosevelt



JCSD PARKS & RECREATION DEPARTMENT

13820 SCHLEISMAN ROAD • EASTVALE, CA 92880
951-727-3524 • WWW.JCSD.US