



CITY OF CARPINTERIA

PARKS, RECREATION, & COMMUNITY SERVICES

-Authority-
Goal #1 | Priority A

-Administration Program-
Strategic Plan Individual Goal Report No. 1

Strategic Goal

Advance inclusion and accessibility

Objective

Translate program applications and forms to Spanish.

Performance Measure

Have Spanish applications and forms in Spanish online and on paper by FY 25/26 Q3.

Period Summary Reports

- July '25 – December '25 (Period 1) –

In progress. Applications and forms are currently being translated and are expected to be available by the target date of FY 25/26, Q3.

- January '26 – June '26 (Period 2) –

Period summary will be made available in July 2026

- July '26 – December '26 (Period 3) –

Period summary will be made available in January 2027

- January '27 – June '27 (Period 4) –

Period summary will be made available in July 2027



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-Authority-
Goal #1 | Priority A

-Administration Program-
Strategic Plan Individual Goal Report No. 1

Strategic Goal

Advance inclusion and accessibility

Objective

Translate Community Garden signage to Spanish

Performance Measure

Translate, create, and post bilingual garden signage by FY 25/26 Q3.

Period Summary Reports

- July '25 – December '25 (Period 1) –

In progress. Finalizing, creating and designing signage in English and will then translate to Spanish.

- January '26 – June '26 (Period 2) –

Period summary will be made available in July 2026

- July '26 – December '26 (Period 3) –

Period summary will be made available in January 2027

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Period summary will be made available in July 2027



CITY OF CARPINTERIA

PARKS, RECREATION, & COMMUNITY SERVICES

-Authority-

Goal #3 | Priority B

-Administration Program-

Strategic Plan Individual Goal Report No. 1

Strategic Goal

Advance inclusion and accessibility

Objective

Create surveys for rentals in English and Spanish

Performance Measure

Create bilingual rental surveys and implement in RecDesk by FY 26/27 Q3.

Period Summary Reports

- July '25 – December '25 (Period 1) –

Scheduled for FY26-27.

- January '26 – June '26 (Period 2) –

Period summary will be made available in July 2026

- July '26 – December '26 (Period 3) –

Period summary will be made available in January 2027

- January '27 – June '27 (Period 4) –

Period summary will be made available in July 2027



CITY OF CARPINTERIA

PARKS, RECREATION, & COMMUNITY SERVICES

-Authority-
Goal #3|Priority F

-Administration Program-
Strategic Plan Individual Goal Report No. 1

Strategic Goal

Strengthen partnerships with culturally connected organizations.

Objective

Partner with NGOs connected to the Spanish-speaking community to offer relevant programming in Spanish

Performance Measure

Partner with one organization for one offering by Q4 of each fiscal year.

Period Summary Reports

- July '25 – December '25 (Period 1) –

In progress. Applications and forms are currently being translated and are expected to be available by the target date of FY 25/26, Q3.

- January '26 – June '26 (Period 2) –

Period summary will be made available in July 2026

- July '26 – December '26 (Period 3) –

Period summary will be made available in January 2027

- January '27 – June '27 (Period 4) –

Period summary will be made available in July 2027



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PARKS, RECREATION, & COMMUNITY SERVICES

-Authority-

Goal #3/

-Administration Program-

Strategic Plan Individual Goal Report No. 1

Strategic Goal

Launch Initial Planning Phase for Rincon Bluffs (Bluffs III) Open Space

Objective

Issue RFP for conceptual design and EIR services

Performance Measure

RFP drafted, reviewed, and released by FY 25/26 Q4

Period Summary Reports

- July '25 – December '25 (Period 1) –

Scheduled for Q4.

- January '26 – June '26 (Period 2) –

Period summary will be made available in July 2026

- July '26 – December '26 (Period 3) –

Period summary will be made available in January 2027

- January '27 – June '27 (Period 4) –

Period summary will be made available in July 2027



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-Authority-

Goal #3/

-Administration Program-

Strategic Plan Individual Goal Report No. 1

Strategic Goal

Launch Initial Planning Phase for Rincon Bluffs (Bluffs III) Open Space

Objective

Review proposals, conduct interviews as needed, and recommend a consultant for City Council approval, pending available funds.

Performance Measure

Consultant selection and City Council approval achieved by FY26/27 Q1

Period Summary Reports

- July '25 – December '25 (Period 1) –

Scheduled for FY26-27

- January '26 – June '26 (Period 2) –

Period summary will be made available in July 2026

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Period summary will be made available in January 2027

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Goal #3/

-Administration Program-

Strategic Plan Individual Goal Report No. 1

Strategic Goal

Launch Initial Planning Phase for Rincon Bluffs (Bluffs III) Open Space

Objective

Identify and secure funding sources to cover costs associated with the conceptual design and EIR .

Performance Measure

Identifying specific funding sources and amounts by FY26/27 Q3

Period Summary Reports

- July '25 – December '25 (Period 1) –

Scheduled for FY26-27

- January '26 – June '26 (Period 2) –

Period summary will be made available in July 2026

- July '26 – December '26 (Period 3) –

Period summary will be made available in January 2027

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Goal #3/

-Administration Program-

Strategic Plan Individual Goal Report No. 1

Strategic Goal

Launch Initial Planning Phase for Rincon Bluffs (Bluffs III) Open Space

Objective

Execute a contract and initiate the conceptual design and EIR process

Performance Measure

Contract executed (if funding available) by FY26/27 Q4

Period Summary Reports

- July '25 – December '25 (Period 1) –

Scheduled for FY26-27

- January '26 – June '26 (Period 2) –

Period summary will be made available in July 2026

- July '26 – December '26 (Period 3) –

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Goal #3|Priority B

-Administration Program-

Strategic Plan Individual Goal Report No. 1

Strategic Goal

Enhance data-driven decision making for AgeWell programming.

Objective

Implement regular feedback collection methods (e.g., forums, surveys, suggestion boxes) to gather participant, volunteer, and staff input to guide program improvements and development, and increase participation.

Performance Measure

Create and gather metrics to inform evaluation and next steps by FY 25/26 Q4.

Period Summary Reports

- July '25 – December '25 (Period 1) –

The AgeWell programming survey has been drafted, and staff are currently finalizing metrics, including evaluation criteria, goal posts, and success measures. Implementation is on track for next quarter. In addition, an AgeWell town hall/feedback forum was

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- July '26 – December '26 (Period 3) –

Period summary will be made available in January 2027

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Period summary will be made available in July 2027



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Goal #3/Priority B

-Administration Program-

Strategic Plan Individual Goal Report No. 1

Strategic Goal

Enhance data-driven decision making for AgeWell programming.

Objective

Use participant, staff, and volunteer feedback and data analysis to inform targeted enhancements to existing classes, events, and wellness services.

Performance Measure

Implement any programmatic changes and improvements to existing programming by FY 26/27 Q1.

Period Summary Reports

- July '25 – December '25 (Period 1) –

Will begin when feedback and survey data has been received.

- January '26 – June '26 (Period 2) –

Period summary will be made available in July 2026

- July '26 – December '26 (Period 3) –

Period summary will be made available in January 2027

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Goal #3|Priority B

-Administration Program-

Strategic Plan Individual Goal Report No. 1

Strategic Goal

Enhance data-driven decision making for Community Garden programming.

Objective

Gather feedback from gardeners through surveys and informal conversations to measure program satisfaction and to identify needs and any areas for improvement.

Performance Measure

Decide on feedback methods, and begin gathering feedback to inform improvement next steps by FY 25/26 Q4

Period Summary Reports

- July '25 – December '25 (Period 1) –

Staff continue to gather feedback from gardeners through conversations, emails, Google Forms, and direct requests for input in the monthly newsletter. Plans are underway to design and implement formal feedback through a Survey Monkey survey by FY 25/26 Q4

- January '26 – June '26 (Period 2) –

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Period summary will be made available in July 2027



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Goal #3|Priority F

-Administration Program-
Strategic Plan Individual Goal Report No. 1

Strategic Goal

Enrich Community Garden community programming

Objective

Explore different programming opportunities and collaborations with local and regional partners to co-host events, educational workshops, and other engagement opportunities.

Performance Measure

Engage potential partners to co-host events, educational workshops, or other engagement opportunities by FY 26/27 Q1.

Period Summary Reports

- July '25 – December '25 (Period 1) –

This goal is completed for this period with initial partnerships and co-hosted events already underway at the Community Garden. Current collaborations include a Santa Barbara Master Gardeners course, hosting SBCC Extended Learning art classes, and weekly

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Period summary will be made available in July 2027



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Goal #3/Priority B

-Administration Program-

Strategic Plan Individual Goal Report No. 1

Strategic Goal

Enrich Community Garden community programming

Objective

Explore different programming opportunities and collaborations with local and regional partners to co-host events, educational workshops, and other engagement opportunities.

Performance Measure

Explore engagement initiatives and implement up to three events by FY 26/27 Q4. Track data and gather feedback to inform additional/future programming.

Period Summary Reports

- July '25 – December '25 (Period 1) –

This goal is completed for this period with three events hosted in Q1 and Q2: the “Meet and Greet Mingling and Rock Painting,” “Pumpkin Smash,” and “Volunteer Day.” Staff will continue to gather feedback from these events to inform future programming and

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Period summary will be made available in July 2027



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Goal #4 | Priority A

-Administration Program-
Strategic Plan Individual Goal Report No. 1

Strategic Goal

Develop and implement a formal Fundraising, Sponsorship, and Donation Policy.

Objective

Research and draft a comprehensive policy that outlines guidelines, procedures, and ethical standards for accepting monetary and in-kind donations corporate sponsorships, and community fundraising efforts.

Performance Measure

Completion and formal approval of the Fundraising, Sponsorship and Donation Policy by FY 25/26 Q3

Period Summary Reports

- July '25 – December '25 (Period 1) –

Staff have begun a draft Donation Policy to present to Council in early 2026. Staff have also meet with the Santa Barbar Foundation and opened up a fund for the Community Pool Project and discussed future fund/fundraising opportunities. Staff researched p

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Goal #4 | Priority A

-Administration Program-
Strategic Plan Individual Goal Report No. 1

Strategic Goal

Begin implementation of the policy, including the creation of promotional materials and staff training by FY25/26 Q4.

Objective

Adopt and begin implementation of the policy, including the creation of promotional materials and staff training.

Performance Measure

Begin implementation of the policy, including the creation of promotional materials and staff training by FY25/26 Q4.

Period Summary Reports

- July '25 – December '25 (Period 1) –

Implementation of the policy will begin when the policy has been finalized and approved.

- January '26 – June '26 (Period 2) –

Period summary will be made available in July 2026

- July '26 – December '26 (Period 3) –

Period summary will be made available in January 2027

- January '27 – June '27 (Period 4) –

Period summary will be made available in July 2027