

PRC 2010

Low cost, huge value.



**In spite of rising costs out of
PRC's control in 2010:**

- 4.5% Departmental Tax Levy Decrease
- **Less Than 1%** Increase in Expenses
- 3% Increase in Revenues

Nationally Accredited
PARKS
WESTCHESTER COUNTY



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Westchester Parks is a great value for our times for just about \$37 per resident per year. More than ever as the uncertain economic times continue, residents can be certain about one thing - Westchester County holds parks and green space in high regard and county government operates parks at a huge value to taxpayers.

The highest honor given to a parks system...

County Parks has been accredited and recently re-accredited by the National Recreation and Parks Association (NRPA). The first county in New York to hold this accreditation – it assures a level of accountability, professionalism and excellence to our customers.



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Fiscal Responsibility

Doing more with less...workforce reduced by 12% over the last 8 years

Revenues account for 70% of our cost

We continue our tradition of keeping our tax-levy dependency low.

- 50 parks on 18,000 acres
- About \$37 per resident, per year
- Just over 3% share of total county budget

Several divisions operate as cost centers with zero or close to zero tax levy.

- Playland Amusement Park
- Westchester County Center
- Playland Ice Casino
- Golf Westchester



We continue to do more with less.

Tax levy now supports only traditional services such as pools, trails and regional parks, even with the addition of 600 acres in the last five years, and improvements to key facilities.

Examples:

Willson's Woods Pool formerly attracted 13,000 per season...today's improved Willson's Waves attracts 60,000 per season, operated and maintained with no additional staff.

In 2010, Parks will assume maintenance and operation of Maple Moor Golf Course. Customers will benefit from years of experience and substantial operating savings by reorganizing existing staff.

Playland is an Economic Engine

A study released in 2009 shows that the amusement park is a tremendous economic asset for Westchester, generating almost \$28 million a year for the County's economy through off-site spending, in-park spending and job creation.



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Quality assurance guarantees fiscal responsibility.

- **Park Inspections** are unannounced and are used to monitor conditions, quality of maintenance and effectiveness

of operational procedures with the goal of each location operating at optimal condition.

- **Employee Evaluations** are conducted three times a year to assure that staff is progressing at their level of service.
- **Site Visits by senior management** are held to discuss current issues and conditions with key staff to assure the best quality for residents.
- **Data** is reviewed to detect such productivity factors as sick and vacation leave use patterns, workman's compensation and vehicle usage.
- **Compass** is the monthly Parks newsletter that keeps staff informed of issues, changes, accomplishments and fosters a sense of ownership.
- **PRC Academy** has helped greatly in providing needed training, identifying outstanding employees and providing for comprehensive conferences that focus on **P**erformance, **R**espect and **C**ommitment.

Residents react favorably to quality

What the people in your communities are saying about PRC:

~ 84% of respondent households that have visited our parks and facilities rated them as either excellent or good.

~ Playland Park was the site visited most often in the county recreation facility category.

~ Kensico Dam Plaza was the most-visited county park.

~ Over 50% of respondent households have used our walking, hiking and biking trails over the past year.

From 2007 residents recreation survey

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Support and Partnership

Thanks to the County Board for supporting these initiatives that began in 2009.

- Plans were made for an all-new **Memorial Field** in Mount Vernon. This Legacy project will provide the city and county residents with a premier sports facility.
- Plans to improve ball fields at **Pelton and Fleming Fields** in Yonkers are underway.



There will also be a new skateboarding park in Yonkers. Funds made possible by a special capital program that your Board recognized as a worthy investment for residents.



- **Playland's historic Music Tower** was refurbished and now stands to its original architectural beauty for all to enjoy.
- **Croton Point Park's** shoreline will be protected thanks to new seawalls.
- **The Camp Morty project** has been supported by this Board since its

beginning. It is enjoyed by disadvantaged children every summer. These facilities are now being marketed for use during the shoulder seasons.

- **Dr. Sal J. Prezioso Mountain Lakes Camp** was re-dedicated to include the name of this legendary caretaker of Westchester's parks thanks to your action.



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Good things to come in 2010.

- **Tibbetts Brook Pool** will re-open as an all-new aquatic facility featuring a **"lazy river,"** slides, sprays, water basketball and other modern components to meet the demand of today's consumers.



- **Playland's** 80-year-old north and south **bathhouses** will be refurbished under a new capital project.
- **VE Macy Park** in Ardsley will be returned to county residents with a **complete capital makeover**. The park will feature ball fields, new picnic areas and a new paved perimeter walk. Traffic and pedestrian

circulation has also been improved with a new parking lot.

- **Saxon Woods Golf Course** will re-open with rebuilt fairways, new sand traps and completely new ultra-efficient irrigation system.
- **40,000 plus light bulbs will be replaced** with energy saving LED bulbs at **Playland**.



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Safe and Secure Parks add to daily value.

With three million visitors each year, Parks considers the safety of visitors a top priority.

- A **Director of Security** makes sure unique safety concerns are given top priority.
 - Westchester was the first county in the state to adopt the **Code Adam** national safety program.
- The swimming public is assured the best trained **lifeguards** who are on the cutting edge of their field.
 - Key staff is trained in **CPR and First Aid**.
 - Parks are equipped with **AEDs (defibrillators)** for emergency use.
 - Playland's rides are operated by employees who must pass rigorous **enhanced training**.



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Environment, Health and Culture



Priceless assets add to the everyday value of Parks.

- Parkland is **preserved and protected** by professionals.
- **Open space** is viewed as a **prized asset** now and for the future.
- Parks aid in **physical and emotional health** from the use of walking trails to quiet contemplation at "The Rising" and other tranquil spots.
- **Shared experiences** from Art in Parks to Copland House at Merestead add greatly to our culture.

Our primary duties to every Westchester resident are to:

- ~ *Support economic growth*
- ~ *Provide a sense of community*
- ~ *Facilitate community problem-solving*
- ~ *Promote health and wellness*
- ~ *Foster social, intellectual, physical and emotional development*
- ~ *Advance cultural understanding*
- ~ *Protect environmental resources*
- ~ *Provide recreational resources*