

PRCS COMMUNITY ENGAGEMENT TEAM

PARKS ADVISORY BOARD MEETING
APRIL 13, 2023



PRCS Community Engagement Team

2023 Objectives

- Establish a collaborative Community Engagement team
 - *staff are cross-trained, informed and supportive*
- Enhance the tracking and documentation of PRCS Community Engagement efforts
- Strengthen the department wide volunteer program
- Support well-run, strategic Community Engagement events
 - *special events, internal events, & city celebrations*



Special Events

- City Wide Permits
- Park Permits
- Block Party Permits
- Park Vendor Permits
- Pavilion Rentals
- Film Permits
- Internal Special Events & City Celebrations



Community Relations

- Communications Planning
- Social Media
- Surveys & Metrics
- Public Presentations
- Supporting Public Process



Volunteer Mgmt.

- Background Checks
- Adopt-a-Park/Trail
- Oversee dept. volunteer compliance
- Convene dept. volunteer staff trainings
- Annual Recognition Event or Program

STEPHANIE ADAMS

GET TO KNOW US



TITLE:

Senior Analyst, Community Engagement & CAPRA Accreditation Coordinator

WHERE ARE YOU FROM ORIGINALLY:

Proud Colorado Springs native!

TIME WITH PRCS:

11 months

FAVORITE THING ABOUT WORKING FOR PRCS:

I love helping to support and create new relationships for PRCS across the community. I believe I am a natural community builder and it's my pleasure to help share the story of parks. I love helping to craft our public process and connect all voices to PRCS projects and programs.

INTERESTS OUTSIDE OF WORK:

I am a local artisan so I spend a lot of time on my craft, catch me at local makers markets on the weekends. I also love to ride by e-bike and volunteer on local boards and committees.

JODI SCHLOSBERG

GET TO KNOW US



TITLE:

Graphics Technician

WHERE ARE YOU FROM ORIGINALLY:

Colorado

TIME WITH PRCS:

9 months

FAVORITE THING ABOUT WORKING FOR PRCS:

My favorite thing about working for PRCS in the 9 months I have been here is the creative freedom I get to employ while working on projects. I love the collaborative vibes I get from most things and how open people are to listening to my ideas.

INTERESTS OUTSIDE OF WORK:

Hiking with the Pups, Skiing, Ballet, Reading, Writing, Art- All Mediums, Swimming, Longboarding.

CAPRA Reaccreditation



A national recognition that PRCS is an elite park & recreation agency.

Only 3% of departments in the USA are accredited. *Program is 20 years old.*



Our Timeline

- Section Teams established 2022
- Refresh Documents/Evaluate 2023
- Self-Assessment in mid - 2024
- In-person Visitors in mid - 2025
- ***Celebrate!!***

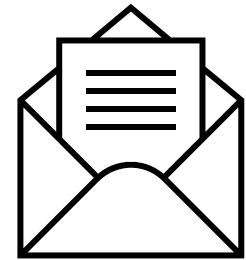
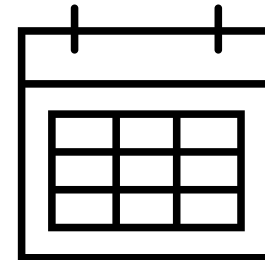


COMMUNITY RELATIONS



Areas of Service

- Communications Planning
- Marketing Consultation
- Social Media Consultation
- Surveys & Community Metrics
- Public Presentations
- Support of Public Process



BLAKE ZINK

GET TO KNOW US



TITLE:

Senior Program Administrator, Special Events & Community Engagement

WHERE ARE YOU FROM ORIGINALLY:

Indiana (Hoosiers)

TIME WITH PRCS:

5 years

FAVORITE THING ABOUT WORKING FOR PRCS:

Helping community members create experiences in our park system and working with PRCS staff.

INTERESTS OUTSIDE OF WORK:

Family (Luke 6, Will 4 & Kali 1, Vanessa and our dog Ziggy), hiking trails, watching movies & sports

ELIZABETH CLARK



GET TO KNOW US



TITLE:

Analyst II, Special Events & Community Engagement

WHERE ARE YOU FROM ORIGINALLY:

Georgia

TIME WITH PRCS:

2 months

FAVORITE THING ABOUT WORKING FOR PRCS:

I moved to Colorado Springs in September 2021 so I haven't been able to experience all of the parks and open spaces yet. I love being outside when the weather is nice so I'm looking forward to the Spring and Summer month events. My dog (Beau) loves to be outside and explore so I'm excited to get to permit and explore the different spaces so that I can take him after hours!

INTERESTS OUTSIDE OF WORK:

Reading, being active, exploring Colorado Springs with my dog and my nephew, binging the latest trendy TV show (non-reality shows), and trying new restaurants and breweries.

SPECIAL EVENTS



Citywide Events:

- Closing of the public right of way, expected attendance of 10,000 people or more, or an event involving alcohol
- How many to date: 35
- Largest events:
 - St. Patrick's Day Parade - March
 - Territory Days - May
 - Garden of the Gods 10 Mile and 10K Trail Races - June
 - Pikes Peak Pride - June
 - Juneteenth – June
 - Western Street Breakfast - June
 - Pikes Peak Hill Climb Fan Fest - June
 - Pikes Peak or Bust Rodeo Parade - July
 - Labor Day Lift Off - September
 - Fiestas Patrias – September
 - Fallen Firefighters Memorial - September
 - Colorado Springs Marathon - September
 - Veterans Day Parade – November
 - Festival of Lights Parade - December



SPECIAL EVENTS



Park Permits

- How many to date: 165
- Most Notable:
 - Birthday Parties
 - Small Concerts
 - School Celebrations
- Private Outdoor Fee-based Activity (POFA) Permits
 - Yoga in the Park

Internal Special Events & City Celebrations

- City Council Swearing-In Ceremony
- Mayoral Swearing-In Ceremony
- Get Outdoors Day
- Downtown Olympic Celebration
- PRCS Ribbon Cuttings

Other Special Events/Permits

- Commercial Film Permits – 10 to date
- Pavilion Rentals – 250 to date
- Block Party Permits (Under 30 day public review)



APRIL ALLEN

GET TO KNOW US



TITLE:

Analyst II, Community & Multimedia

WHERE ARE YOU FROM ORIGINALLY:

Born in Louisiana but moved to COS when I was 2 so I consider myself a Native!

TIME WITH PRCS:

3 months

FAVORITE THING ABOUT WORKING FOR PRCS:

I love being able to connect people with meaningful experiences and help keep our parks, trails & open spaces beautiful! I've only been here for 3 months, but I've had the opportunity to meet amazing community members and work together toward the common goal of making Colorado Springs the best place to live and play!

INTERESTS OUTSIDE OF WORK:

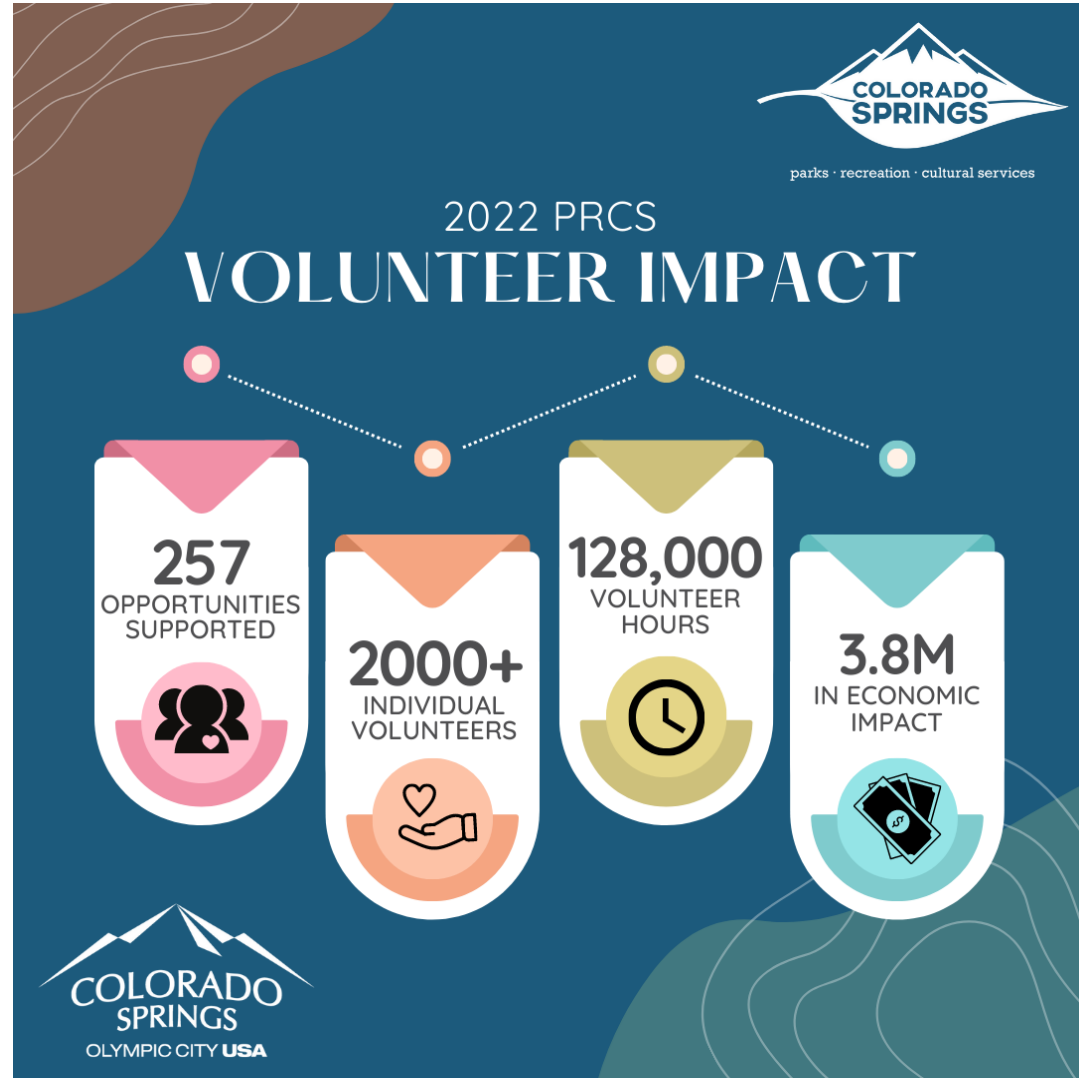
I currently serve on four organization boards and committees that keep me busy! Otherwise, I love to hang out with my cute nieces, hike, ride my e-bike, go to sporting events, watch movies, or re-watch The Office for the 15th time 😊

VOLUNTEER MANAGEMENT



VOLUNTEER OPPORTUNITIES WITH PRCS -

- Adopt-A-Park & Trail Program
- Community Centers
 - *Food Pantries*
 - *Summer Programs/Camps*
 - *Event Assistance*
- Friends Groups
- Garden of the Gods
- Park & Trail Cleanups
- Pikes Peak Regional Crew Leader Training
- Pioneer's Museum
- Rock Ledge Ranch
- Sertich Ice Center
- Springs In Bloom
- Starsmore Visitor Center
- Therapeutic Recreation Program
- Youth Sports
- Youth Volunteer Opportunities



VOLUNTEER MANAGEMENT



PRIORITIES FOR VOLUNTEER PROGRAM -

- Compliance
 - Waivers
 - Background Checks
- Promotions:
 - Volunteer Month
 - Social Media
 - New Commercial with KRDO!

EXCITING HIGHLIGHTS FOR 2023 -

- In 2022, there were 25 Adopt-A-Trail/Park... this season we have 50 signed agreements!
 - *Waiting on signatures for 12 additional adoptions!*
- 25 Springs In Bloom Adoptions
 - *Waiting on signatures for 7 additional flowerbed adoptions!*
- New Programs & Volunteer Opportunities!



CONTACT US



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QUESTIONS?