

CITY OF UKIAH OBSERVATORY PARK STRATEGIC PLAN 2018—2023



GOAL No. 1

AN INSPIRED COMMUNITY

Performance Measurement 1

Increase the number of visitors to the Ukiah Latitude Observatory and Park by 20% annually.

Action Plan

1. Community Services Parks and Recreation Department staff will arrange at least four lectures/talks in the City Council chambers per year by guest speakers about the Historic Ukiah Latitude Observatory, the
2. Parks and Recreation Department staff will conduct at least two family-friendly events per year (e.g., Bounce to the Stars) to encourage people of all ages to use the park and visit the Observatory.
3. Parks and Recreation Department staff will develop a curriculum and host at least two to four field trips annually by local 5th Graders.
4. Parks and Recreation Department staff will work with Observatory docents and volunteers to provide a variety of activities.
5. Parks and Recreation Department staff will define and install an educational walking path in the park

earth sciences and the universe.



to engage community members who use the park for exercising, walking and relaxing.

6. Parks and Recreation Department staff will facilitate additional programming by partners, e.g., Mendocino College and others, to promote the use of the facilities and engage a broader audience.
7. Parks and Recreation Department staff will expand online educational offerings, e.g., a video of Carl Sagan, to engage a broader audience online.
8. Parks and Recreation Department staff will serve as point of contact for the general community, inquiries and scheduling of the Observatory and the Park.



GOAL No. 2

A WELL-PRESERVED HISTORICAL SITE

Performance Measurement 2

Meet or exceed the National Oceanic and Atmospheric Administration (NOAA) maintenance standards for the Ukiah Latitude Observatory on an annual basis.

Action Plan

1. Define and implement an equipment maintenance schedule that meets NOAA requirements for telescope maintenance, site maintenance, etc.
2. Evaluate the Observatory storage area and remove items that are not related to the Observatory's activities or upkeep.
3. Parks and Recreation Department staff will define and install interpretative signage for the park to communicate the historical aspects of the Observatory and spark the interest of walkers-by.
4. Repurpose the Observer's office into a public space for further interpreting the history of Ukiah Latitude Observatory, its historic telescope and sidereal clock, and for inspiring curiosity in the astronomical sciences.



GOAL No. 3

ENHANCE PARTNERSHIPS

Performance Measurement 3

Increase the number of Ukiah Latitude Observatory and Observatory Park partnerships by 25% annually.

Action Plan

1. Mobilize Friends of Observatory Park to facilitate programming and use of the Observatory Park site.
2. Maintain relationships with existing partners, e.g., Mendocino College and the National Network, to bring college-aged students to Ukiah.
3. Expand the partnership network to include groups with mutual interests, e.g., Ukiah Astronomical Society, Ukiah Photography Club, Mendocino Lost & Found Metal Detecting Club, Geocaching Club, etc.
4. Recruit paid or volunteer interns from local colleges or state universities to assist with education, implementing projects, etc.
5. Explore other possible partnerships, e.g., with the Northern California Chapter of Land Surveyors, etc., to support use of the Observatory and the Park.



GOAL No. 4

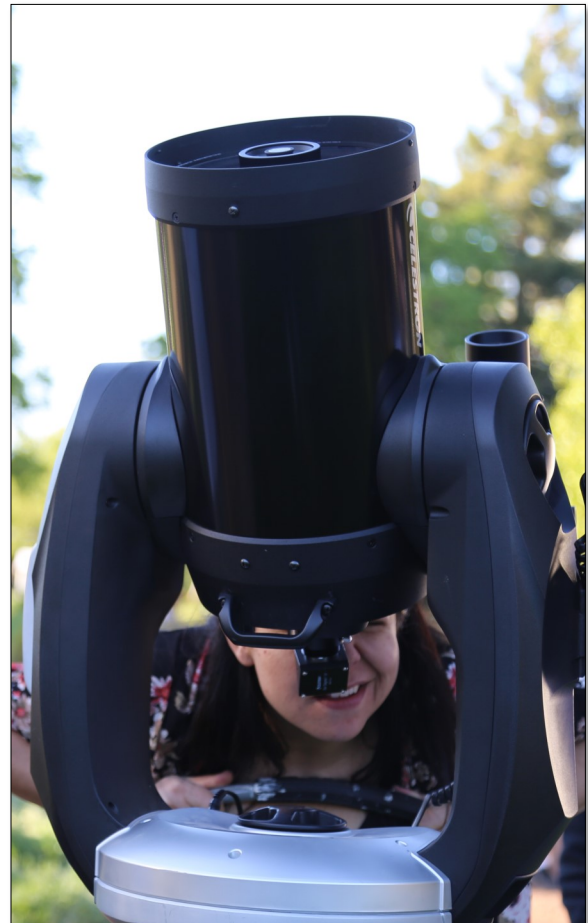
A HIGH PERFORMING ORGANIZATION

Performance Measurement 4

Increase funding for Ukiah Latitude Observatory program activities, special projects and operations by 20% annually.

Action Plan

1. Contain costs and increase operational efficiency by defining a new team structure, roles and responsibilities, as well as routinely engaging in strategic and tactical planning, and collaborative, creative problem-solving.
2. Identify best practices and opportunities for process improvement and automation across programs in order to provide effective and efficient delivery of services by the Community Services Department to the community.
3. Monitor expenditures and budget on a monthly basis, and revenues on a quarterly basis, to contain costs and address emerging issues.
4. Develop and deploy a fundraising plan, including projects that will garner community support, as well as fundraising mechanisms.
5. Define and implement a sponsorship program to expand educational programming, as well as fund projects (e.g., interpretive signage).
6. Enhance the Ukiah Latitude Observatory website and refine the online user experience so that there is an easy transition between the Ukiah Latitude Observatory, and Parks and Recreation web pages.



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STRATEGIC PLAN 2018-2023**

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