




# Conejo Recreation & Park District

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**GENERAL MANAGER**  
Jim Friedl

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**DATE:** March 19, 2026  
**TO:** Board of Directors  
**FROM:** Jim Friedl, General Manager   
**SUBJECT:** **Proposed 2026 Goals and Objectives**

## RECOMMENDATION

Approve Proposed 2026 Goals and Objectives.

## BACKGROUND

On February 19, 2026, the CRPD Board held a study session at the Dos Vientos Community Center to discuss the 2024-2028 Five-Year Strategic Plan and to review the Goals and Objectives established in 2025.

During the discussion the Board made two minor adjustments to the Five-Year Strategic Plan which will be incorporated into the online version. One change modifies a bullet point in the Vision Statement to read: "Match our programs and facilities to *demonstrated* and demographic needs." (the word *demonstrated* added). The other change in 4.5 of the Partnerships section refer to "California Lutheran University" as an example of a local organization with which to foster collaborative relationships.

The Five-Year Strategic Plan is on the District's website and accessible via the link below.

<https://www.crpdp.org/files/529293190/CRPD+Five-Year+Strategic+Plan+%282024-2028%29+Updated+02.2025.pdf>

The Board then discussed the various Goals and Objectives that had been last approved March 20, 2025. After mostly winnowing a longer list of goals, the Board settled on the attached nine Proposed 2026 Goals and Objectives which, if approved, will become CRPD's 2026 Goals and Objectives.

## STRATEGIC PLAN COMPLIANCE

6.6 **Annually update Strategic Plan** . . . . review accomplishments, consider the upcoming year of actions, projects, and priorities.

### ADMINISTRATIVE OFFICES

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	Strategic Goal/Objective	Strategic Element	Comments
A	Protect and Promote Quimby / Park Dedication / Park Impact Fees.	SP 3.0; SP 3.2; SP 3.2.8; SP 3.2.9	Quimby is part of TO Municipal Code (Zoning & Subdivision). CRPD legal counsel working on updated ordinance (and updated Park Dedication Fee Nexus Study).
B	Borchard Skatepark construction	SP 1.0; SP 1.6.1; SP 2.0; SP 2.3; SP 3.2.4	Permits acquired. Construction expected to start by April. Ribbon Cutting Fall 2026.
C	Secure financing for \$15 million and purchase 61-acre Fireworks Hill including 401/403 from City for \$30.4 million. Explore uses for 401 and trail access to top of hill. Propose staffing and capital & landscaping repairs/improvements during budget process.	SP 2.9	Escrow opened (goal is to close by June 30 <sup>th</sup> ). Determine financing path. Review Title, Land survey, and various property reports.
D	Consider the Conejo Creek Park Master Plan. Focus on improvements at Conejo Creek West including pickleball courts. Look for opportunities to include recreational facilities to meet demographic and demonstrated needs. Work with community to create concept plan / design for CCW.	SP 1.1; SP 1.6.1; SP1.7; SP 2.0; SP 2.1; SP 2.7; SP 3.2.4; SP 8.1.1	Community meetings in late April / early May to share land use concepts and receive additional input.
E	Repair and rehabilitate Crowley House; determine future use(s) and proceed accordingly.	SP 2.0	Repairs on 3/19/26 Agenda
F	Enhance visual/physical art and art opportunities. Plan for physical and visual art at cultural/historical landmark: HCFA (such as interpretive signs, exhibits, murals).	SP 4.0; SP 4.1; SP 4.5	Continue to review options with local organizations and other agencies.
G	Work to secure additional parkland in park deficient areas (Janss/Lynnmere; Janss House/Los Robles "Whole Access" Trailhead).	SP 2.2	Transfer of City-owned 524 W. Janss Road property is scheduled for April 14 <sup>th</sup> City Council Agenda. Work with City to acquire/improve 2 acres adjacent to Janss House. Continue to seek land purchase opportunities in park-deficient areas
H	Evaluate Possible Location(s) for Splashpad	SP 2.1	Encourage and support park amenities (including a splashpad / water play area) proposed in City's Downtown Master Plan project.
I	Begin Phase 1 construction of Conejo Community Park Improvement Project	SP 2.2, 2.3, 2.4	City reviewing permit application. CRPD Board to award bid prior to end of year.