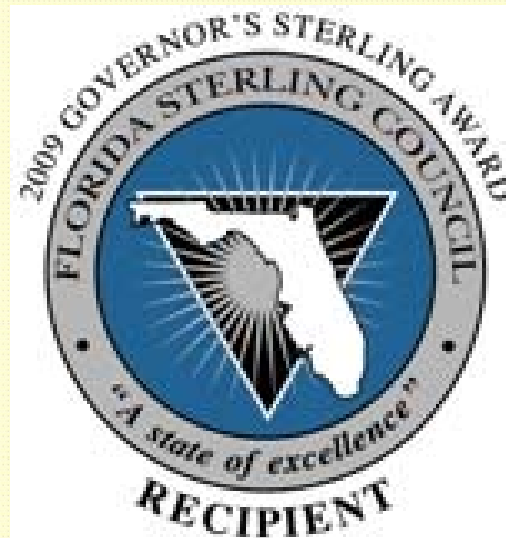




Miami-Dade County Park and Recreation Department Governor's Sterling Award



Mission Statement

We create outstanding recreational, natural, and cultural experiences to enrich you and to enhance our community for this and future generations.



Vision Statement

Miami-Dade County Park and Recreation will be a nationally recognized innovative and professional park and recreation system while enhancing the quality of life for our community and visitors.



Core Values

- Outstanding Customer Service
- Enthusiastic Attitude and Teamwork
- Accountability and Integrity
- Creativity and Innovation
- Stewardship
- Inclusiveness and Accessibility
- Leadership and Professional Development
- Excellence

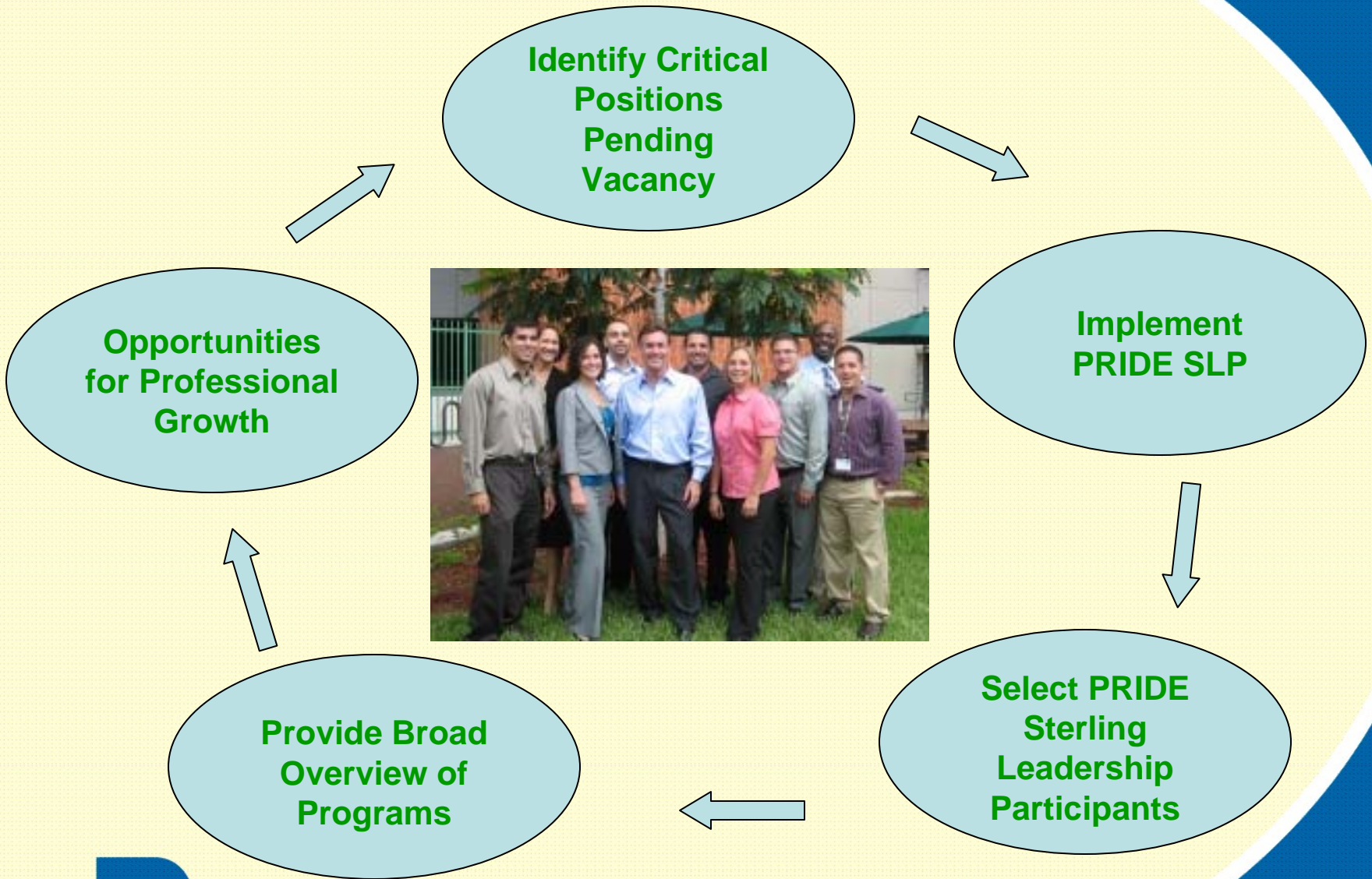


BEST PRACTICE INITIATIVES

- Attractive and Safe Parks
- Diverse Programming
- Quality Customer Service
- Stewardship
- Profitability
- Volunteerism
- Partnerships
- Efficient Capital Program
- Organizational Excellence
- Training and Development



Succession Planning Process Review



Sterling Leadership Model

PARKS AND
RECREATION

IMPROVING THE

DELIVERY OF

EXCELLENCE



PRIDE Sterling Leadership Program

- Create a culture of PRIDE in the organization
- Support the Succession Plan
- Provide broad organizational overview
- Mentor for future leadership roles
- Develop opportunities for professional networking
- Gain exposure to career opportunities
- Maintain a competitive advantage

Vision for the Future Parks and Open Space Master Plan

BUILDING A BETTER MIAMI-DADE COUNTY

A FRAMEWORK FOR A LIVABLE SUSTAINABLE COMMUNITY

1. Great Parks
2. Great Public Spaces
3. Great Natural and Cultural Places
4. Great Greenways, Trails and Water Trails
5. Great Streets



OSMP RESULTS



- Equity
- Access
- Beauty
- Multiple Benefits
- Seamlessness
- Sustainability



Process Review for Continuous Improvement

Recreation Management System

- Improved Accountability of Revenues
- Point of Sale System
- Web Based Facility Rental and Program Registration
- Credit Card Payment System
- Automated Performance Measure Collection
- Active Strategy Enterprise Interface



Process Review for Continuous Improvement

Project Management Development System

- Management of Project Timelines
- Automated Budget Monitoring
- Standardized Reporting for Project Managers and Senior Management
- Interface to Active Strategy Enterprise, Grant and Accounting Software
- Monitor Program Improvement



Process Review for Continuous Improvement

Customer Satisfaction Feedback

- Standardized Survey Format
- Centralized Survey Administration
- Survey Across all Business Environments
- Automated Input of Data
- Quarterly Survey Analysis
- Feedback for Continuous Improvement

Miami-Dade County Park & Recreation
Miami-Dade Park and Recreation Department
Marinas Customer Service Survey

Thank you for utilizing our marinas. Please take a few moments to tell us about your experience. Your comments will help us further improve our services, and we look forward to your return.

Marina:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Type of vessel:
 Sailboat Powerboat

Size of vessel:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Driving distance from residence:
 0-1 miles 11-20 miles
 2-5 miles > 21 miles
 6-10 miles

What is your primary boat usage?
 Fishing Family Recreation
 Snorkeling Cruising
 Skiing
Other (please specify)

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Why do you use this marina?
 Close to home Less crowded
 Close to work Good facility
Other (please specify)

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

How did you hear of the marina?
 TV Word of Mouth
 Radio Trade Show
 Newspaper
Other (please specify)

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Please indicate your satisfaction level with the marina experience.
5=Exceptional, 4=Very Satisfied, 3=Satisfied, 2=Unsatisfied, 1=Very Dissatisfied, 0=No Opinion

The marina is safe and secure:

	5	4	3	2	1	0
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The marina is attractive and grounds are well maintained:

	5	4	3	2	1	0
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Slips are well maintained:

	5	4	3	2	1	0
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Pricing is sufficient:

	5	4	3	2	1	0
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please indicate your satisfaction level.
5=Exceptional, 4=Very Satisfied, 3=Satisfied, 2=Unsatisfied, 1=Very Dissatisfied, 0=No Opinion

Staff addressed concerns in a timely manner:

	5	4	3	2	1	0
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Staff were considerate and courteous:

	5	4	3	2	1	0
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Security staff were responsive:

	5	4	3	2	1	0
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Response to slip and utility maintenance was timely:

	5	4	3	2	1	0
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please indicate your agreement level with the following statements.
5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree, 1=Strongly Disagree, 0=No Opinion

I would recommend this marina to friends, family, and co-workers:

	5	4	3	2	1	0
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I would return to this marina:

	5	4	3	2	1	0
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Customer Satisfaction Results (5 being highest)

Deering Estate at Cutler	4.38
Miami Metrozoo	4.40
Marinas	4.38
Fruit & Spice Park	4.79
EcoAdventures Programs	4.54
Summer Camps	4.62
Senior Programs	5.00
Arts and Culture	4.67
Administration	4.23



DELIVERING

Exceed Expectations

X-traordinary service

Customer Always First

Eye Contact

Listen Attentively

Leave a Positive Impression

Effective Communication

Never Start with No

Courteous and Caring

Efficient Service

