

SEDONA VOLUNTEER PARK RANGERS

8th Annual Report
2014



City of Sedona
Department of Parks & Recreation

This document has been prepared at no cost to the City

8th ANNUAL REPORT - 2014



Sedona Volunteer Park Rangers

INTRODUCTION

The City of Sedona Volunteer Park Ranger (SVPR) program was created in 2007 based on the National Park Service model of public service and the protection of our natural and historic resources. The program also focused on the City’s Vision Statement goals of preserving Sedona’s “natural beauty, scenic vistas, pristine environmental and cultural heritage” nurtured in a “spirit of volunteerism – that welcomes and accommodates all of its visitors and future residents with a spirit of fellowship.”

Goals

- Provide personnel support to the City’s Department of Parks and Recreation (P&R) and support their activities.
- Provide a high standard of professional assistance and informational services to our visitors and residents.
- Provide personnel support at community events and maintain a trained and responsive group of volunteers prepared to respond to emergencies.

Rangers
Bob Huggins
Judy Huggins
Marie Brown
Marilyn Thaden Dexter
Jerry Showalter
Ned Isom
Bill Ferguson
Mark DiNunzio
Kim Girard
Michele Zahner
Tom Lamkin

Accomplishments

During the 2014 calendar year, the SVPRs provided 1,835.25 hours of community service totaling 15,578.15 volunteer hours since the program began.



While our first priority is to provide support to the City’s P&R programs, the majority of our time is spent providing roving informational services and assistance to visitors in “Uptown” Sedona. Uniformed Rangers serve as a primary contact point for visitors in Uptown. They answer visitor’s questions, provide directions, serve as “City Ambassadors,” pose for pictures, provide first aid, serve as first responders to emergencies, report violations/hazards, pick up litter, check public restrooms, and serve as an immediate City contact for merchants and residents.

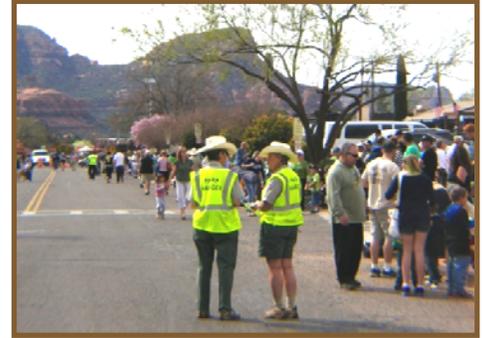
Rangers also provide interpretive and education services to visitors and guided hikes to residents and youth. This year we plan to expand our educational program to include a Junior Ranger program as part of the new P&R Summer Day Camp program.



Guided Hike

During the 2014 calendar year, we also provided personnel to assist with the following events:

- Increased coverage in Uptown during the MLK, Valentine's Day, Presidents day and Memorial Day 3-day weekends
- Assisted the Chamber of Commerce with the Sedona Marathon
- Assisted the Main Street Program with the Saint Patrick's Day Parade in Uptown
- Assisted with the Celebration of Spring (Easter Egg Hunt) at Posse Grounds Park
- Provided support and traffic control for 5K Races at Posse Grounds Park June, July, and August
- Led an interpretive hike for the Community Camp-out at Sunset Park
- Provided gate security and crowd control at the 4th of July Laser Light Show
- Provided Visitor Services during the National Day of the Cowboy in Uptown
- Staffed a recruitment booth at the National [Night Day] Out at the Posse Grounds
- Distributed pre-event flyers for Main Street announcing the St. Patrick's Day Parade, National Day of the Cowboy, Moonlight Madness in Uptown, Safe Trick or Treat, and Christmas Tree Lighting
- Assisted P&R with the Pumpkin Splash at the Community Pool
- Provided traffic and parking control for the Veteran's Day Celebration at Jordan Historical Park



St. Patrick's Day Parade



Celebration of Spring



Pumpkin Splash

The Program Manager has also assisted other communities in developing volunteer park ranger programs. While other communities emulate the Sedona model, Sedona remains the only city that has an **all** volunteer park ranger program.

Additional Volunteer Support Donated to the Community

In addition to their dedication to the SVPR program, all of the rangers individually donate hundreds of hours on their own to other community organizations such as Big Brothers Big Sisters, Sedona Film Festival, Chamber Music, National Forest Service, Kiwanis, Community Center, Sedona Library, Preventive Search & Rescue Team at Grand Canyon National Park, Sedona Humane Society, Hummingbird Festival, KSB Litter Lifters, Sedona Food Bank, Wine Festival, Elks Thanksgiving and Christmas Dinners, AZ Election Office, Yavapai County Foster Care Review Board and a variety of City task forces and former Commissions.

All of the members of the Sedona Park Rangers are truly dedicated to making a positive difference in our community.

Recruitment

Little to no City funds are used for recruitment activities. Almost all new recruits have learned about the program through word-of-mouth or unsolicited newspaper and magazine articles.

Cost to the City

The City budgeted \$3,000 for the SVPR program during the 2013/14 Fiscal Year. Those funds were used to cover the cost of uniforms, and printing informational brochures and Sedona Jr. Ranger sticker badges that are provided free to the public.



Recruiting volunteers at National Day Out



New Rangers are provided with a full summer and winter uniform. Because Rangers work exclusively outdoors in extreme weather conditions (especially summer) uniform items do outlive their usability and need to be periodically replaced. Every effort has been made to negotiate the lowest possible price from our U.S. based uniform provider and local merchants while maintaining a professional image that reflects Sedona's pride.

All other costs including printer paper, toner, transportation, incidental uniform items, etc. were paid for by the Program Manager or the individual volunteer.

Benefit to the City

Based on the commonly accepted Bureau of Labor Statistics (2013) figure of \$22.55 per hour used by state and federal governments to calculate the monetary value of volunteers, the SVPR contributed \$41,385 in services to the City in 2014. This brings the total to \$345,653 since the program began while costing the city less than \$21,000 during that same period.

But the real value may be found in the intangible benefits of having "City Ambassadors" greeting and assisting visitors on the street, making them feel welcome and creating an atmosphere that encourages them to return to Sedona.

Program Administration

The SVPR Program Manager receives advice and direction from the Department of Parks and Recreation, but is solely responsible for the day-to-day operation and supervision of the program.

An annual budget projection is prepared by the Program Manager and submitted to the Department. The procurement of uniforms and material needs is researched and requisitioned by the SVPR Administrative Assistant and submitted to the Director of Parks and Recreation. The SVPR Administrative Assistant maintains a status of funds in tandem with the City.

No City Staff time is directly programmed or dedicated to the administration of the program. The Sedona Volunteer Park Ranger Program remains a truly all-volunteer community effort.

Personnel Management

All potential volunteers are interviewed by the SVPR Program Manager. Upon satisfactory completion of the interview, potential recruits are required to be finger printed, undergo a criminal background check and sign a work agreement before they are assigned to a “probationary non-uniformed status.” During that period, trainees are issued a briefing book and official *Policy Manual* that contains a mission statement, position description, code of ethics and uniform standards. They are also issued a “City of Sedona Volunteer Park Ranger Trainee” badge which allows them to receive supervised on-the-job training while interacting with the uniformed staff and public.

Upon satisfactory completion of the probationary period, trainees are issued a uniform and are required to participate in visitor services training provided by the USFS and Chamber of Commerce. They are also trained in basic EMS “first responder” and the use of the AEDs.



Current Staffing and Scheduling

Currently there are 11 Rangers, four of whom have been with the program since its beginning. During the 2014 calendar year we were able to meet all of the requests for rangers assistance at community and P&R events.

We are always reevaluating how to best utilize our limited Ranger resources. After eight successful years of operation, we have developed a fairly clear profile of maximum and minimum visitation periods, bus tour schedules and hourly traffic fluctuations.

Based on this information, we plan to continue 7 day a-week coverage throughout the year and adjust our schedules to provide maximum services to the greatest number of people.



While the Sedona Rangers do not receive a salary, we are certainly compensated with intangible benefits such as watching a child’s face light up when they receive a “Sedona Jr. Ranger” badge; sharing in the excitement of a bus load of foreign visitors all wanting to get their pictures taken with a “Ranger;” a warm greeting of a returning visitor who remembered your name; the trust of a merchant who asks you to watch their shop while they “run to the bathroom;” or the resident who shakes your hand and says “thank you for being here and doing what you do.”

The Sedona Volunteer Park Rangers are proud to serve the City of Sedona and respectfully submit this 8th Annual Report.

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