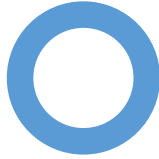


Parks and Recreation 10-Year Strategic Master Plan Briefing

City Council Meeting
January 30, 2024



The 10-Year Parks and Recreation Master Plan defines four goals and the implementation strategies to assist in completing each goal. Approved by City Council on July 19, 2022, the plan is also used to assist with annual budget initiatives and long-term CIP project identification.

Master Plan Goals

- 1. Parks System Growth & Access**
- 2. Parks System Investments**
- 3. Recreational Programming**
- 4. Administration & Operations**



1.1.3. Trail Network Level of Service

Expand the city-wide trails network & increase the percentage of residential areas that are within a ½ mile of a trail.

PROGRESS

Holly Road to Carroll Lane Trail

The Parks & Recreation Department (PARD) will continue to work with developers, consultants & other City departments to introduce additional trail networks.



GOAL 2: Parks System Investments



2.1.2. Asset Management Plan

Schedule parks system asset management via a digital asset management system.

PROGRESS

PARC is now utilizing Maximo to schedule/manage park assets.

2.1.5. Branding Program

Prepare a system-wide branding/signage plan and guidelines.

PROGRESS

PARC has completed a system-wide branding/signage plan and is in the process of replacing deteriorated/outdated signage at recreation facilities as part of a FY24 Budget Initiative.

GOAL 2: Parks System Investments

2.1.12. Conceptual Development Plans

Prepare illustrative master plans for the development and/or redevelopment of municipal parks.

PROGRESS

Master plans for Sherrill Veterans Memorial Park & Commodore Park have been completed.



GOAL 2: Parks System Investments

2.2.2. Athletic Fields

Upgrade regional and community park athletic fields for organized play.

PROGRESS

Greenwood Sports Complex: Design phase is at 60%. Construction to tentatively begin in January 2025.

New - Field Use Agreements: Fees approved by city Council on 9/3/2024 (1st Reading)

Agreements have been distributed & Staff are engaging in discussions with organizations.

Phase I – Tentative to begin October 2024

Athletic Field Maintenance Program

Crews have been hired to maintain athletic ball fields to competitive standards.



2.2.5. Shade Structures
Provide additional shade in municipal parks through the selective placement of structures and targeted plantings.



PROGRESS

New shade structures have been installed at Labonte Park.

PARD will continue to install shade structures for playground units and general picnic/seating areas throughout City parks.

Over 200 trees have been planted throughout the City.



GOAL 3: Recreational Programming

3.1.4. Recreational Program Additions

Diversify recreational program portfolio to maximize utilization of recreational amenities; to maintain appropriate program life cycle balances.

PROGRESS

Adult sports league programming was successfully piloted this spring & Staff is exploring new programming options.

Current leagues include Adult Softball, Competitive & Recreational Adult Volleyball, Men's Recreational & Competitive Basketball & adult drop-in leagues for both volleyball/basketball. Pickle Ball is every Friday night.

3.2.3 Online Parks Mapping Tool

Prepare and activate online tools that improve public knowledge of system-wide facility offerings.

PROGRESS

An interactive mapping tool is live on the Parks and Recreation home page in which users can scroll through a catalog of City parks and amenities.



GOAL 3: Recreational Programming

3.2.4. Community Events

Continue to promote/expand family-oriented programming, special events, festivals/concerts to enhance community identity, activity, and education.

PROGRESS

This fiscal year, two community, special events were held per Council District. This resulted in 9 events to interior parks.

These events were in addition to our annual events, such as Comida Fest, See you on the Sea Wall, Bay Jammin' Concerts & Cinema, Holiday by the Bay, etc.

Our Special Events Coordinator has been working to bring more interactive events to our area.



4.1.4. Parks & Recreation Advisory Committee (PRAC) Strategic Plan

Prepare a strategic action plan that clearly defines their role & priorities for plan implementation.

PROGRESS

PRAC created a subcommittee to work towards completing this goal and in January 2023, they passed a Resolution approving their Strategic Action Plan (SAP). The SAP is a living document stating clear objectives & prioritizes specific strategies to enhance engagement with facility users.

Accomplishments to date:

- **Communication:** Informational/QR Code Signage throughout parks regarding Improvements/Adopt-A-Park.
- **Improvements to PARD homepage/website:** Webpage created to aggregate the Committee's information in one place to promote awareness of PRAC.
- **Promotion of Adopt-A-Park Program:** Subcommittee created to increase effectiveness of the program.

Questions?

