

**SANTA ROSA BOARD OF COMMUNITY SERVICES AGENDA AND SUMMARY REPORT
Cypress Rooms, Finley Community Center, 2060 West College Ave., Santa Rosa, CA**

Wednesday, March 5, 2008

6:30 P.M.
AGENDA

6:30 P.M. – JOINT STUDY SESSION WITH THE PLANNING COMMISSION

A study session will be held with the Board of Community Services and the Planning Commission for the purpose of reviewing the Recreation and Parks Department draft Business and Strategic Action Plan.

Consultants and staff will present the draft plan to the Board and Planning Commission for comment and discussion.

Following the presentation, time will be allowed for public comment regarding the draft plan.

8:00 P.M. – BOARD MEETING

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. PUBLIC COMMENTS on items not on this agenda.** Public comments on all items on this agenda will be allowed at the time each item is called.
- 4. APPROVAL OF MINUTES – January 23, 2008**
- 5. APPROVAL OF AGENDA**
- 6. SCHEDULED ITEMS**

6.1 Draft
Recreation and Parks Business and Strategic Action Plan

The Board will discuss the next steps and timeline for moving the draft Business and Strategic Action Plan forward for consideration and possible adoption by the City Council. Recommended action: provide direction to staff and consider possible motion to forward to City Council.

7. WRITTEN COMMUNICATIONS

- 7.1 Memo from the Neighborhood Alliance of Santa Rosa dated 2-25-08
- 7.2 Memo from the Accountable Development Coalition dated 2-26-08
- 7.3 Senior Newsletter – March 2008

8. ADJOURNMENT

The next regular meeting of the Board is scheduled for Wednesday, March 26, 2008, at 4 p.m. at the Finley Community Center in Santa Rosa, California.



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CITY OF SANTA ROSA
BOARD OF COMMUNITY SERVICES
STAFF REPORT

DATE: FEBRUARY 29, 2008
TO: BOARD OF COMMUNITY SERVICES AND
PLANNING COMMISSION MEMBERS
SUBJECT: RECREATION AND PARKS DEPARTMENT DRAFT
BUSINESS AND STRATEGIC ACTION PLAN
STAFF PRESENTER: MARC RICHARDSON, ASSISTANT CITY
MANAGER/RECREATION AND PARKS DIRECTOR

Issue:

Consultants and staff will conduct a joint Study Session with the Board of Community Services and the Planning Commission to provide background and context for proposed strategic actions relating to operations, financing and land use of Recreation and Parks functions in the City of Santa Rosa.

Background:

- The City of Santa Rosa initiated a Recreation and Parks Business and Strategic Action Plan in January 2007. The draft Plan identifies and assesses Santa Rosa's current and anticipated parks and recreation needs. It also provides concrete action steps for meeting these needs through strategic service improvements for its residents. Moore Iacofano Goltsman, Inc. (MIG) was hired to lead the development of this planning effort, culminating in the creation of the draft Recreation and Parks Business and Strategic Action Plan (See attachment "A").
- In Santa Rosa, parks and open spaces play a key role in shaping the character and identity of neighborhoods throughout the community. The City of Santa Rosa is also experiencing steady growth, with many new residents from diverse communities, especially the Latino community. This growing population includes an increasing number of youth and seniors. These new residents, youth and seniors, have recreation needs and interests that may not be addressed by current community programs and facilities.
- To address these demographic changes and respond to community needs the *Draft Business and Strategic Action Plan*:
 - Identifies and assesses Santa Rosa's current and anticipated parks and recreation needs and priorities;
 - Provides practical and strategic direction for meeting these needs through selected service, program and facility improvements; and
 - Prepares a financial plan to adequately provide for the funding and financing of new parks and facilities, as well as identify additional funding to revitalize existing parks and facilities and for basic park operations and maintenance.

- For planning purposes, the planning area was organized into four geographic areas: Northeast, Southeast, Northwest, and Southwest. A Community Planning Team (CPT) was established for each planning area. Members of each CPT represented key stakeholders from neighborhoods and community organizations actively involved in their planning area. In addition, a Community Advisory Committee (CAC) was formed. Members embodied a wide range of interests including sports such as swimming and soccer, bicycle coalitions, pathway coalitions and open space preservation. Representatives from the City of Santa Rosa Community Advisory Board and Board of Community Services, as well as other public serving agencies, also participated on the CAC
- Several different methods were used to gather community input regarding community park and recreational needs and priorities, including: a telephone survey, a web-based community questionnaire, intercept surveys at more than 40 common events, focus groups (including youth and park maintenance staff), advisory meetings, CPT meetings and CAC meetings. Overall, more than 2,200 people participated.

Analysis:

- The planning process was organized into three phases.
 - Phase One—Existing Conditions
 - Phase Two—Needs Assessment
 - Phase Three—Plan Development
- The *Business and Strategic Action Plan* was developed in close coordination with other planning activities underway in the City. While this Plan was being developed, the City was also in the process of updating the *Bicycle and Pedestrian Master Plan* and the *Citywide Creek Master Plan*. A number of specific planning efforts were also underway such as the *Downtown Station Specific Area Plan* and *Sebastopol Road Corridor Plan*. Each planning effort provided an opportunity for the Santa Rosa community to comment on the critical role that parks and recreation play in their life.
- Ten goals were developed, with related implementation strategies, reflecting community input, departmental input and technical review of current conditions. These goals are:
 - 1. Park Development Standards.** *Promote a consistent application of park standards throughout the City.*
 - 2. Maintenance and Safety.** *Provide safe, clean and well-maintained facilities to meet the diverse needs of a growing community.*
 - 3. Programs.** *Promote quality recreational programs that are physically and economically accessible, and responsive to changing needs, demographics and interests.*

4. Facilities. *Provide a variety of high quality facilities to meet the recreational needs of the community and to help reinforce community identity and sense of place.*

5. Connectivity. *Connect and expand a system of trails and pathways linking neighborhoods with parklands, facilities, schools, libraries and other community destinations.*

6. Gathering. *Create and enhance neighborhood-based places for people to gather.*

7. Culture and History. *Celebrate and honor Santa Rosa's cultural diversity and historical legacy.*

8. Partnerships. *Develop partnerships with public and private organizations to fully leverage all resources and expand opportunities to meet growing needs.*

9. Education and Information. *Promote the Department's role within the community and its array of facilities, programs and services, in addition to the resulting deeper community benefits and outcomes.*

10. Results. *Deliver excellent customer service and be responsive to the needs and priorities of the community.*

- Like many other cities in northern California, Santa Rosa's funding has not kept pace with the growth in the demand for parks and recreation services and needs. Community feedback often centered on the challenges of meeting operational needs of the Department. In response to the growing population and desire for parks and recreation opportunities, the Department plans to provide significant additional facilities within the next 10 to 20 years. The combined total cost of priority facilities and needed neighborhood park land is almost \$226 million. A Park Funding Plan was prepared (Chapter Four) and focuses on existing funding sources, proposed capital projects and potential funding for capital projects.
- The draft *Business and Strategic Action Plan* sets a course for the Department to work side by side with the community in developing a premier parks and recreation system that is sustainable for future generations. Sustainability will necessarily rely on a strong and committed team effort between departments and with the community, at large. The Department will seek opportunities for such collaboration, staying focused on delivering quality facilities and programs to Santa Rosa through: solid plans, incorporating technical expertise and community input; well-defined, achievable goals and supporting strategies; collaboration with and cooperation of partner agencies; the continued leadership and vision of the City Council and supporting committees and boards; and the continued commitment and dedication of the Department staff.
- The Strategic Plan that was prepared by MIG for the Recreation and Parks Department has identified some changes in priorities for the types of parks and facilities that the residents of the City of Santa Rosa are most interested in. The City of Santa Rosa has prepared a General Plan Amendment to reflect the changes recommended in the draft

Recreation and Parks Business and Strategic Action Plan. Santa Rosa's current General Plan recreation and park standards describe neighborhood parks and community parks, but the General Plan Vision Statement promotes pocket parks. By comparison, cities in northern California typically adopt park standards and definitions that enable the community to develop multiple park types and sizes to meet the variety of needs and interests. This balanced approach ensures that every quadrant of the City benefits from an array of park types rather than being provided only one type of park in their area. A General Plan Amendment (GPA) is a standard approach to revising parkland definitions and types, and is accomplished through the GPA application process. Updating the General Plan to reflect the changing park and recreation needs and priorities of the community ensures that the City is positioned to implement these recommendations. General Plan Chapters with Proposed Revisions and graphics showing proposed Parks by Quadrant for the NW, NE, SW, and SE areas of the City of Santa Rosa are attached (See attachment "B").

Recommendation:

Information only--the study session is to provide background and context for future decisions.

Attachments:

- "A" – Draft Business and Strategic Action Plan
- "B" – General Plan Amendment Documents