



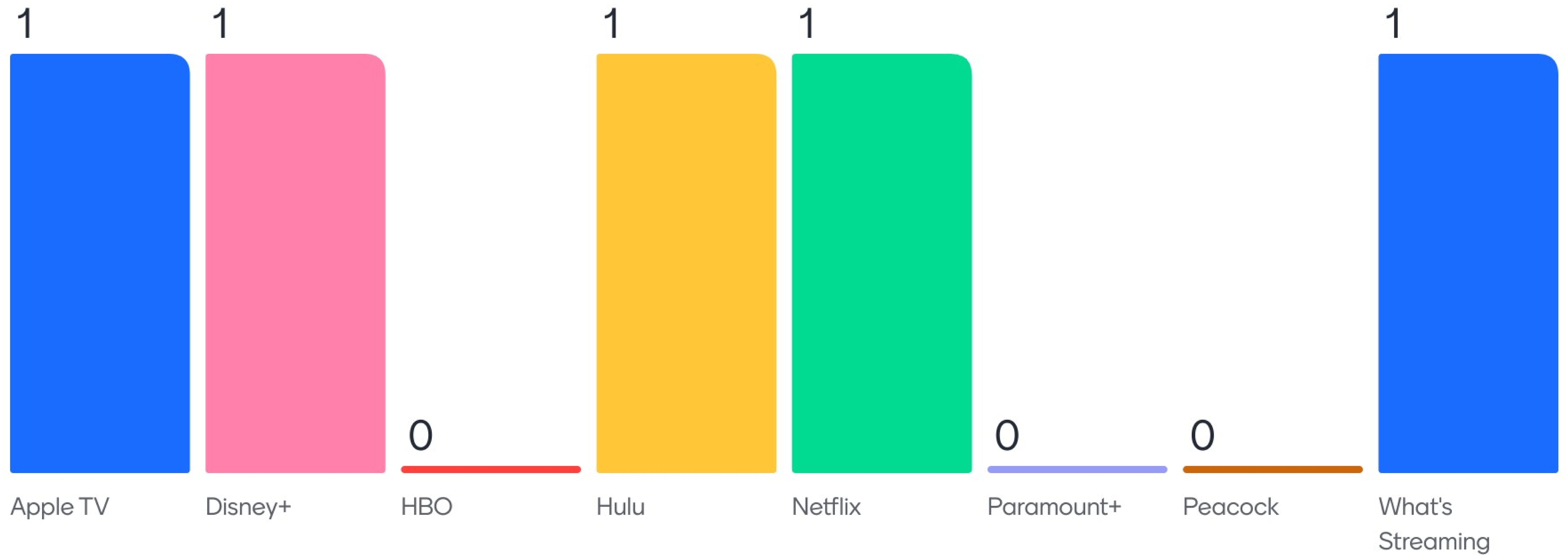
# Parks Comprehensive Plan



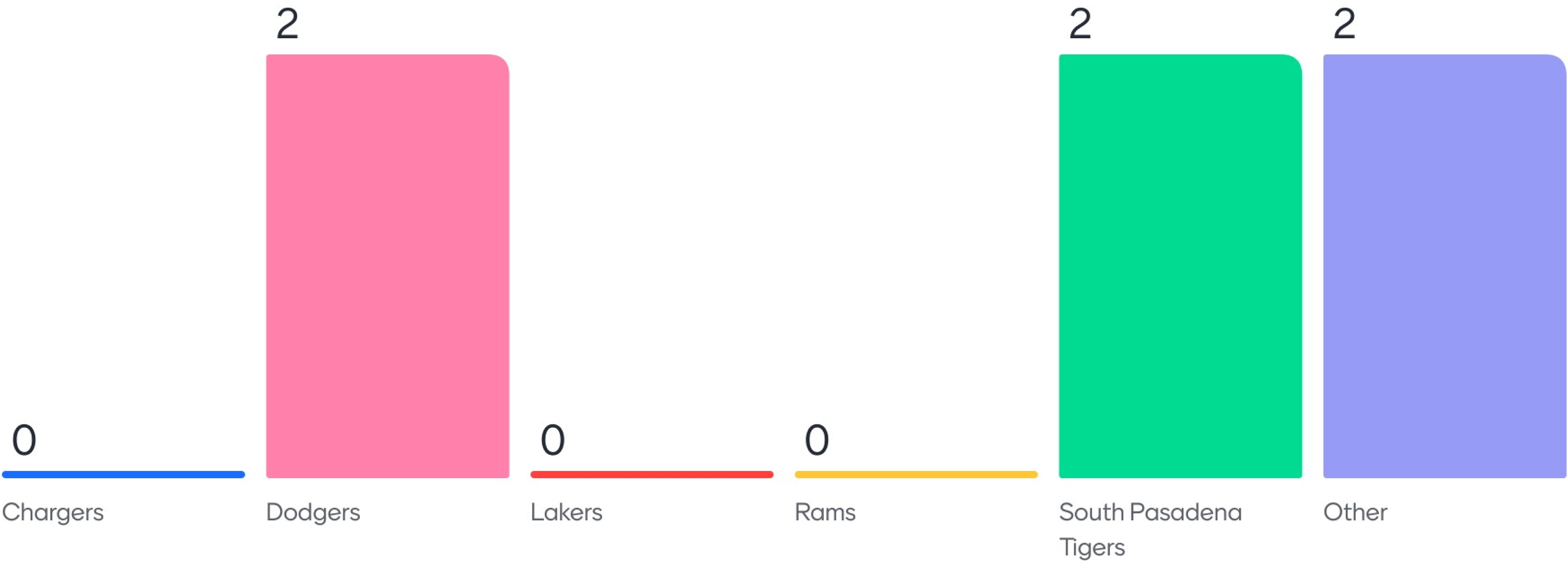
# POLLING - AUDIENCE PROFILE

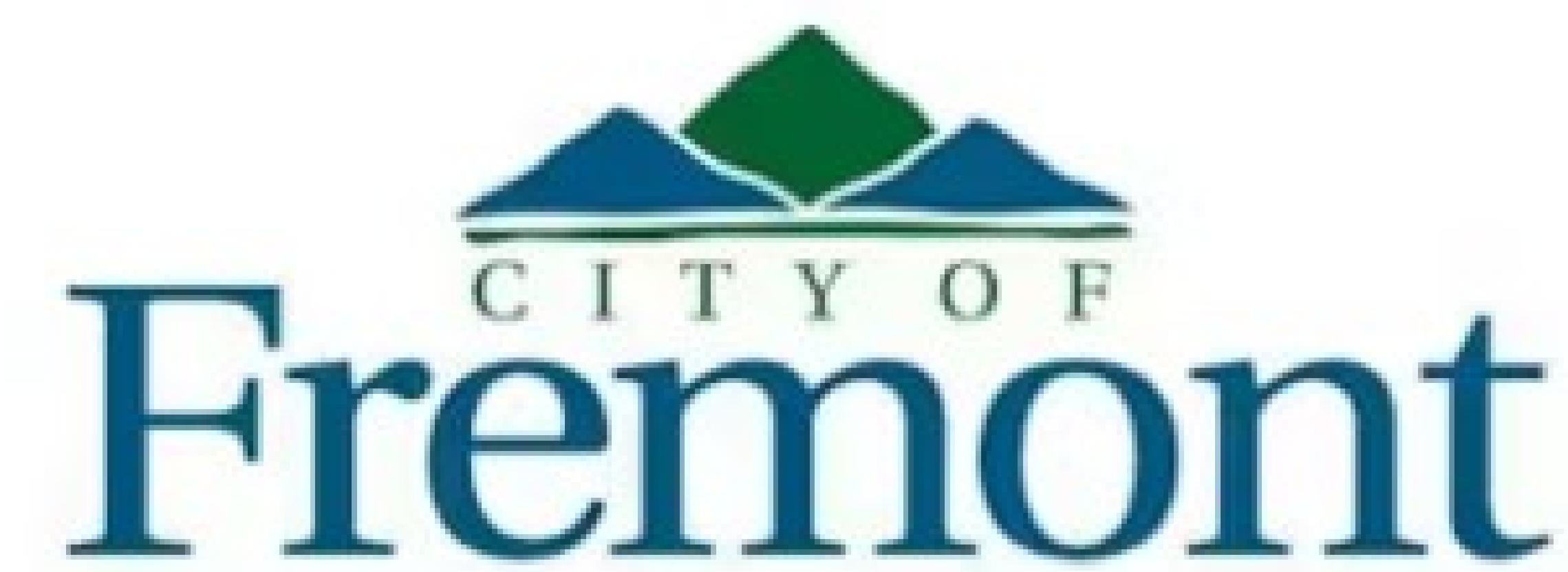
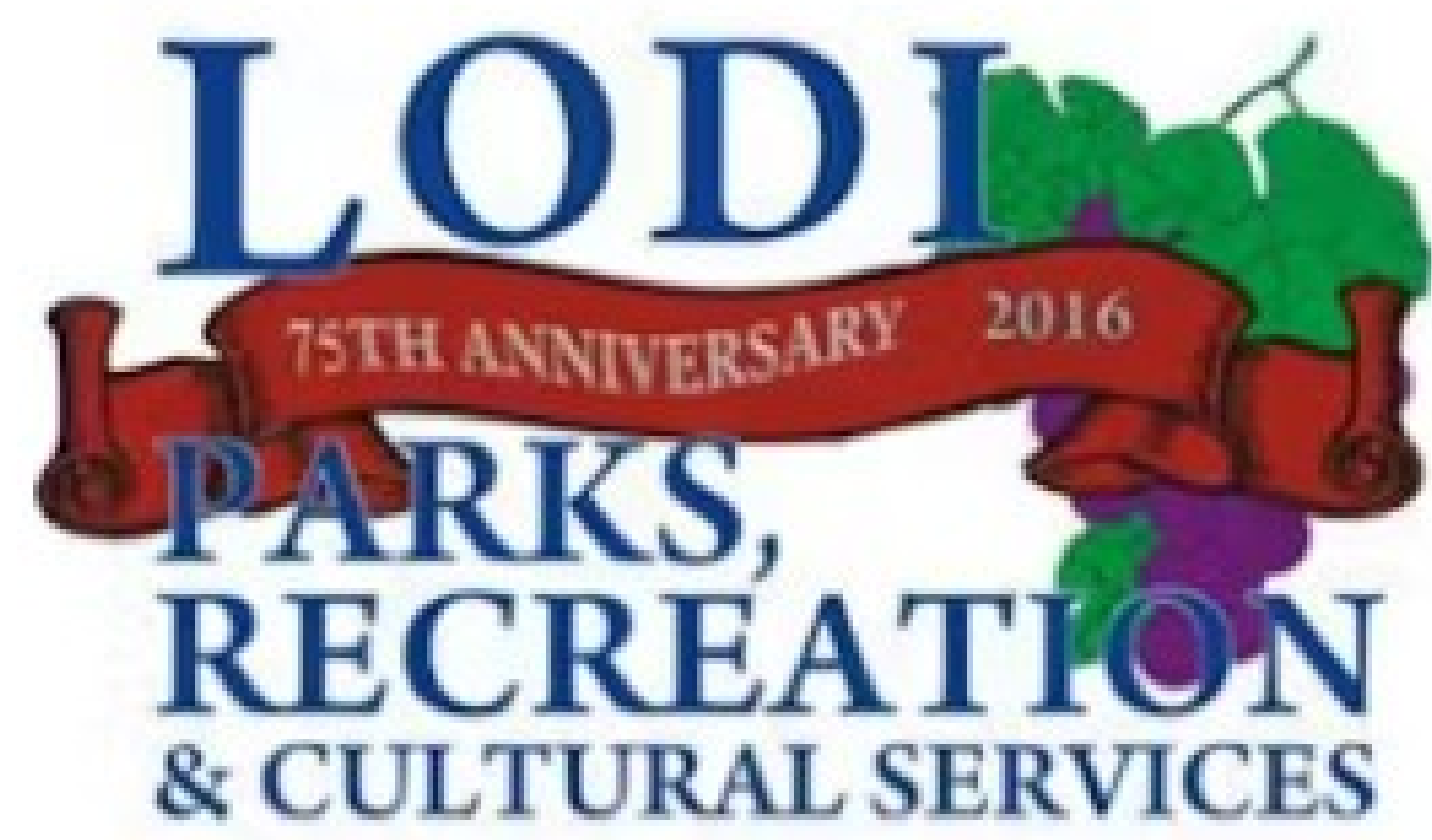


# Which is your favorite Streaming Platform?



My favorite sports team is







PARK DISTRICT  
of OAK PARK



*live more, play more*

TEDx



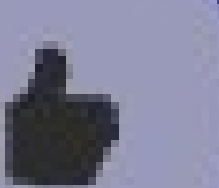
Disney



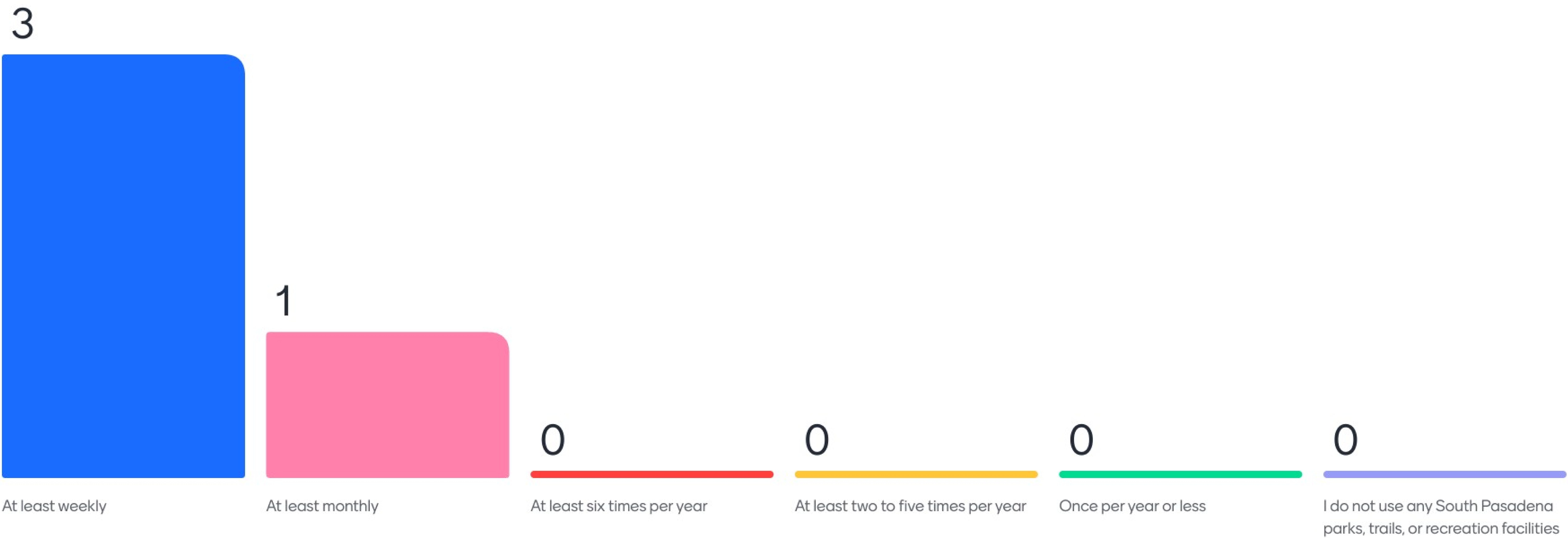




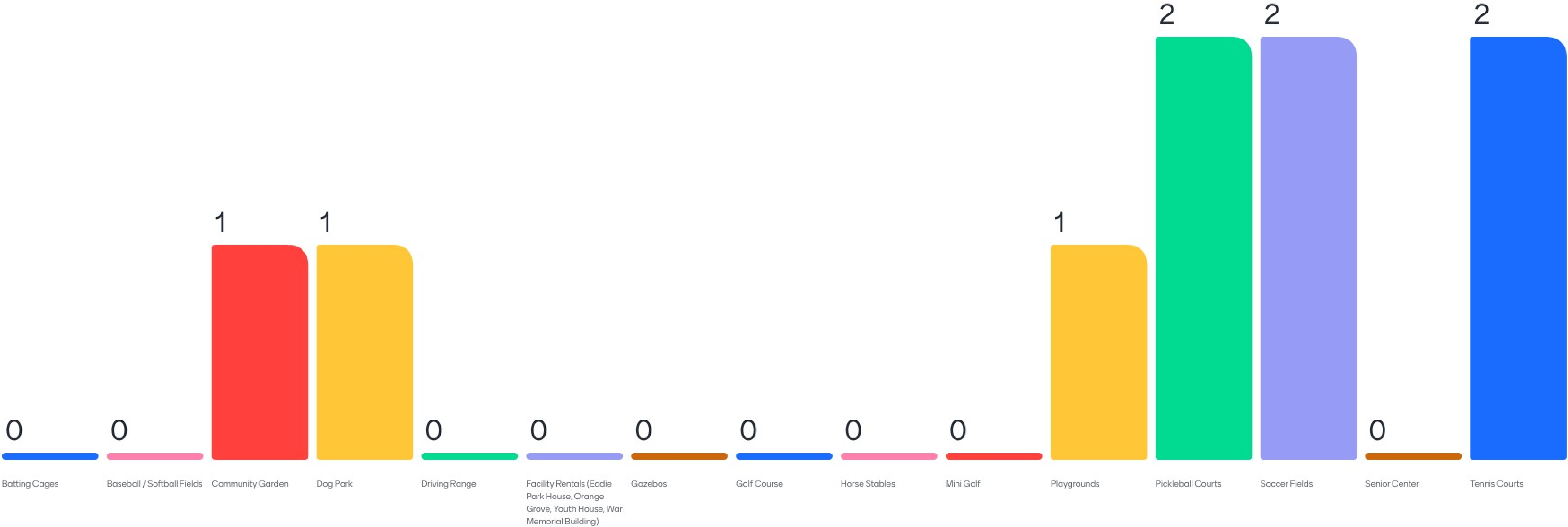
# POLLING – USAGE & QUALITY



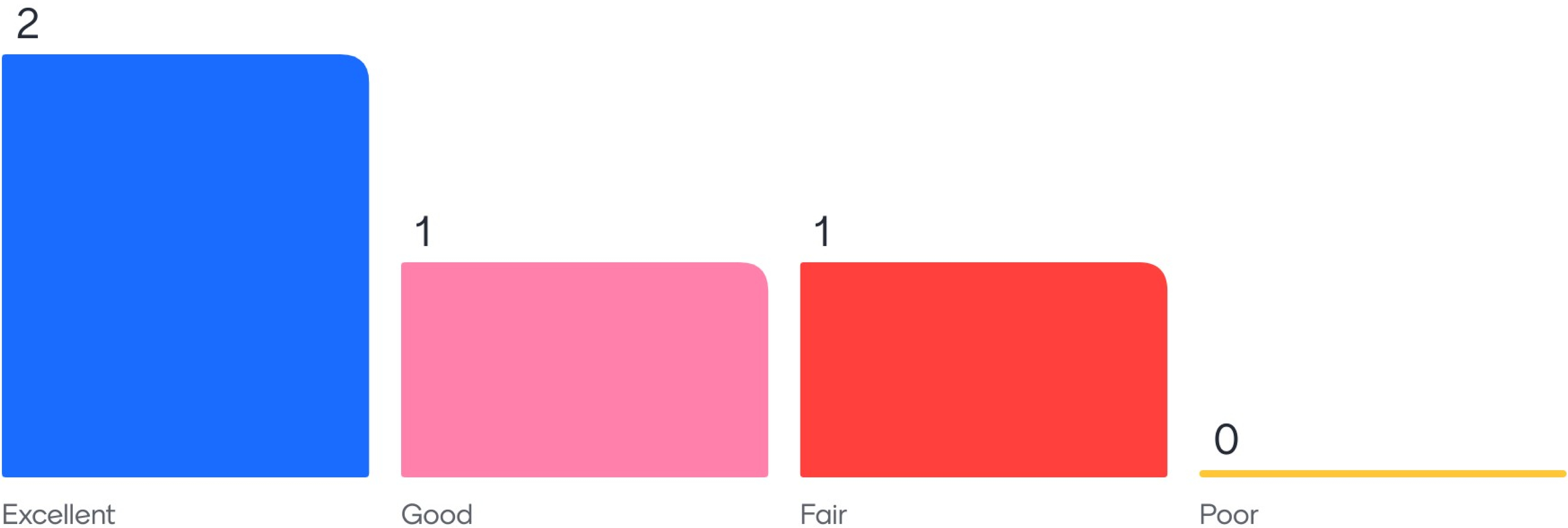
# How often do you use any South Pasadena parks, trails, or recreation facilities?



# Which park amenities do you use regularly?



How would you rate the quality of South Pasadena Community Services Department?

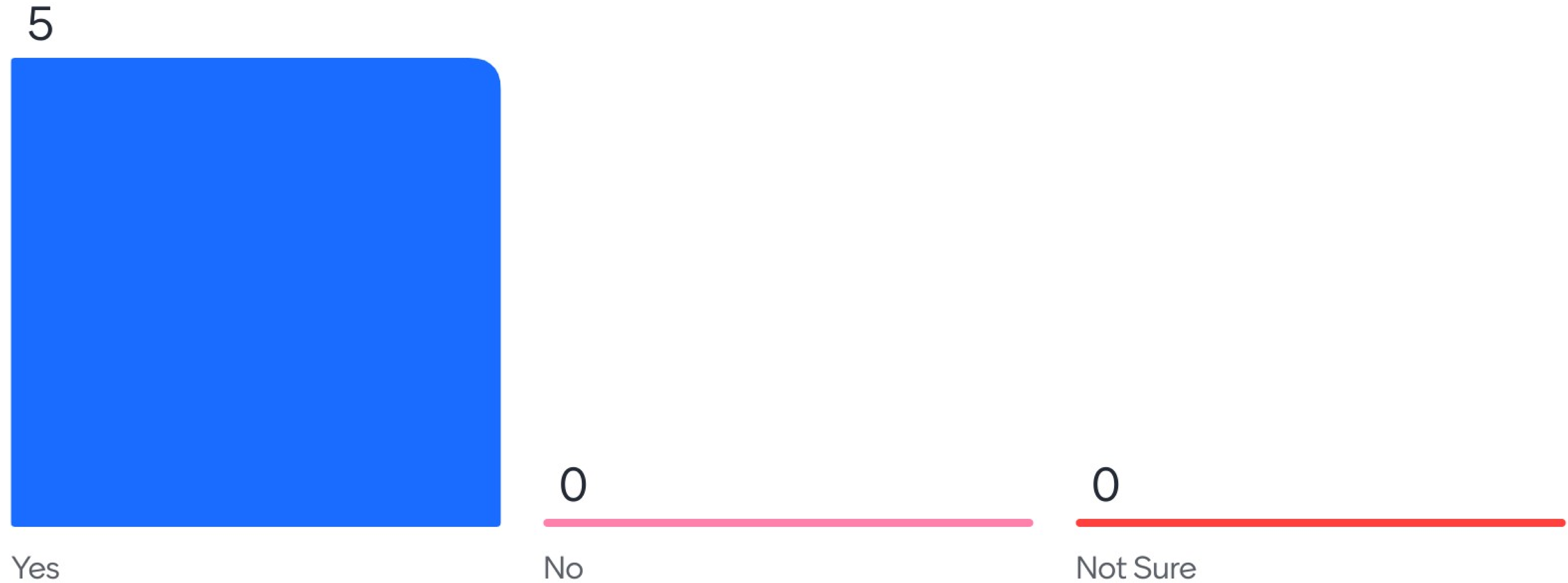




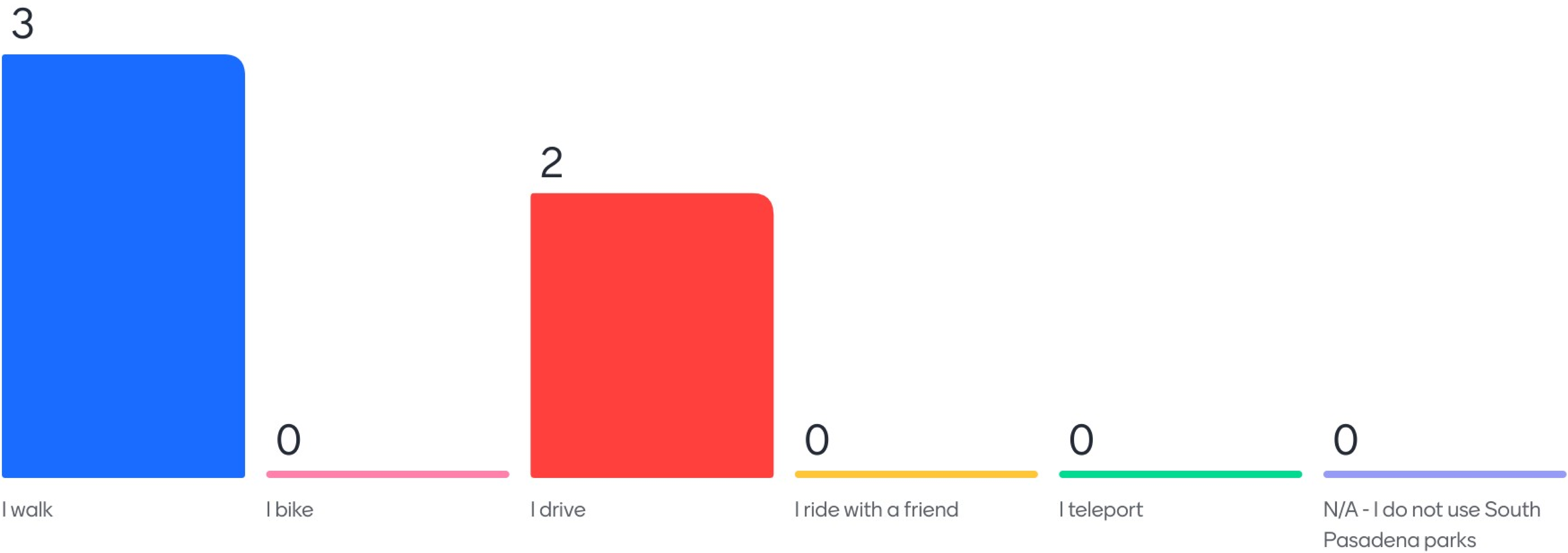
# POLLING – ACCESS AND TRAVEL



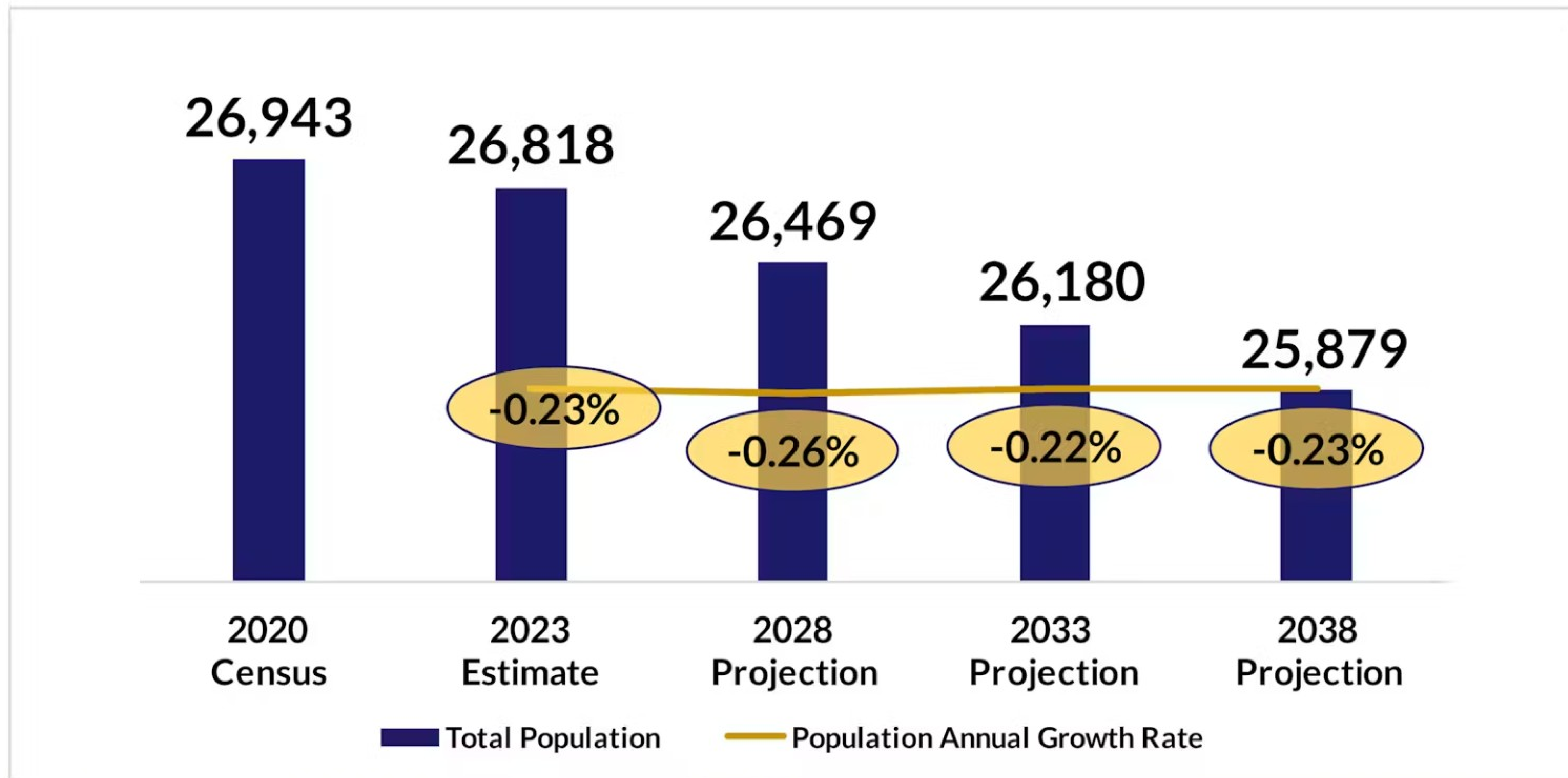
Do you live within a 10-minute walk to a park or trail?



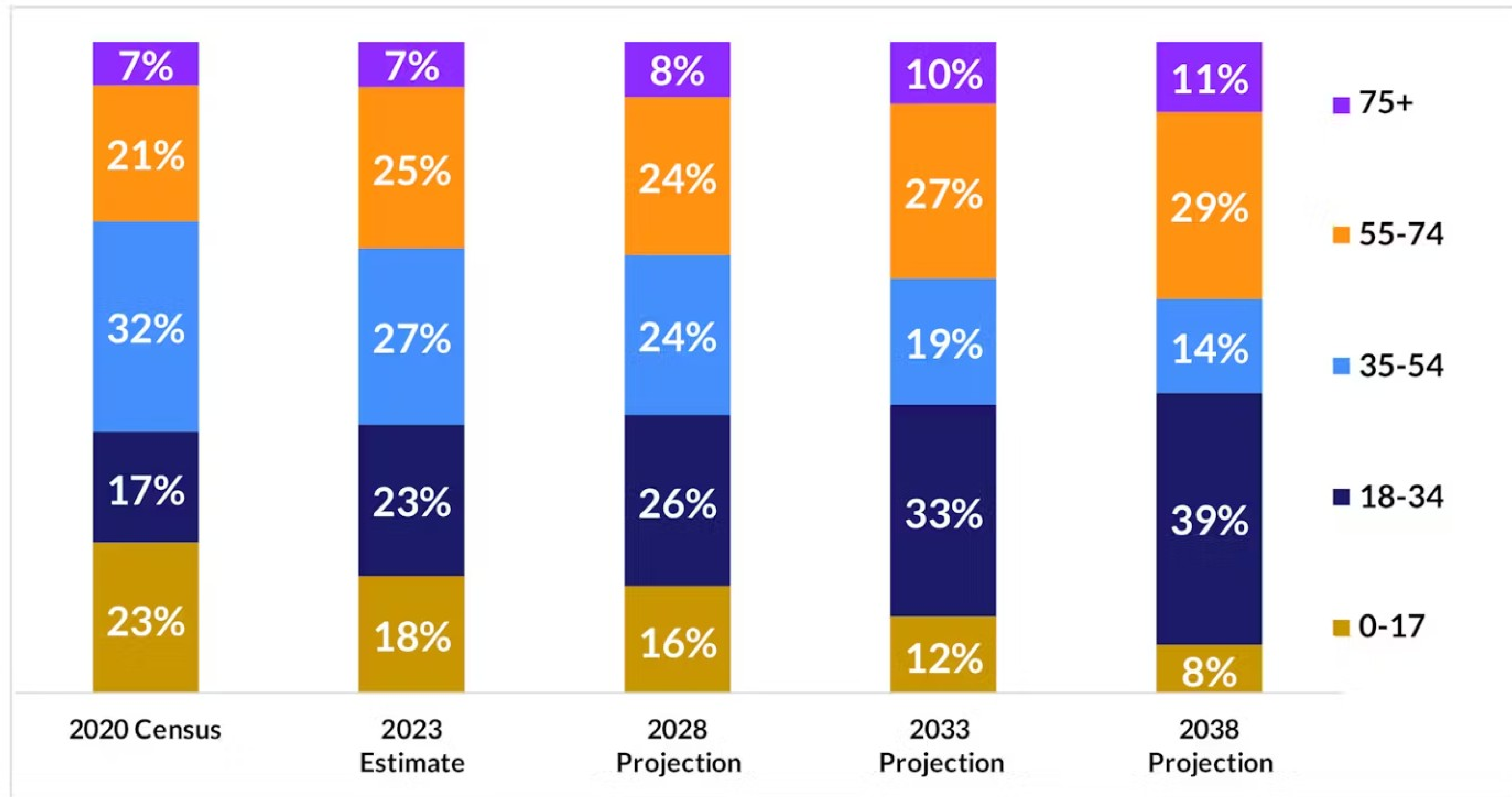
# How do you travel to your nearest local park?



# Demographics

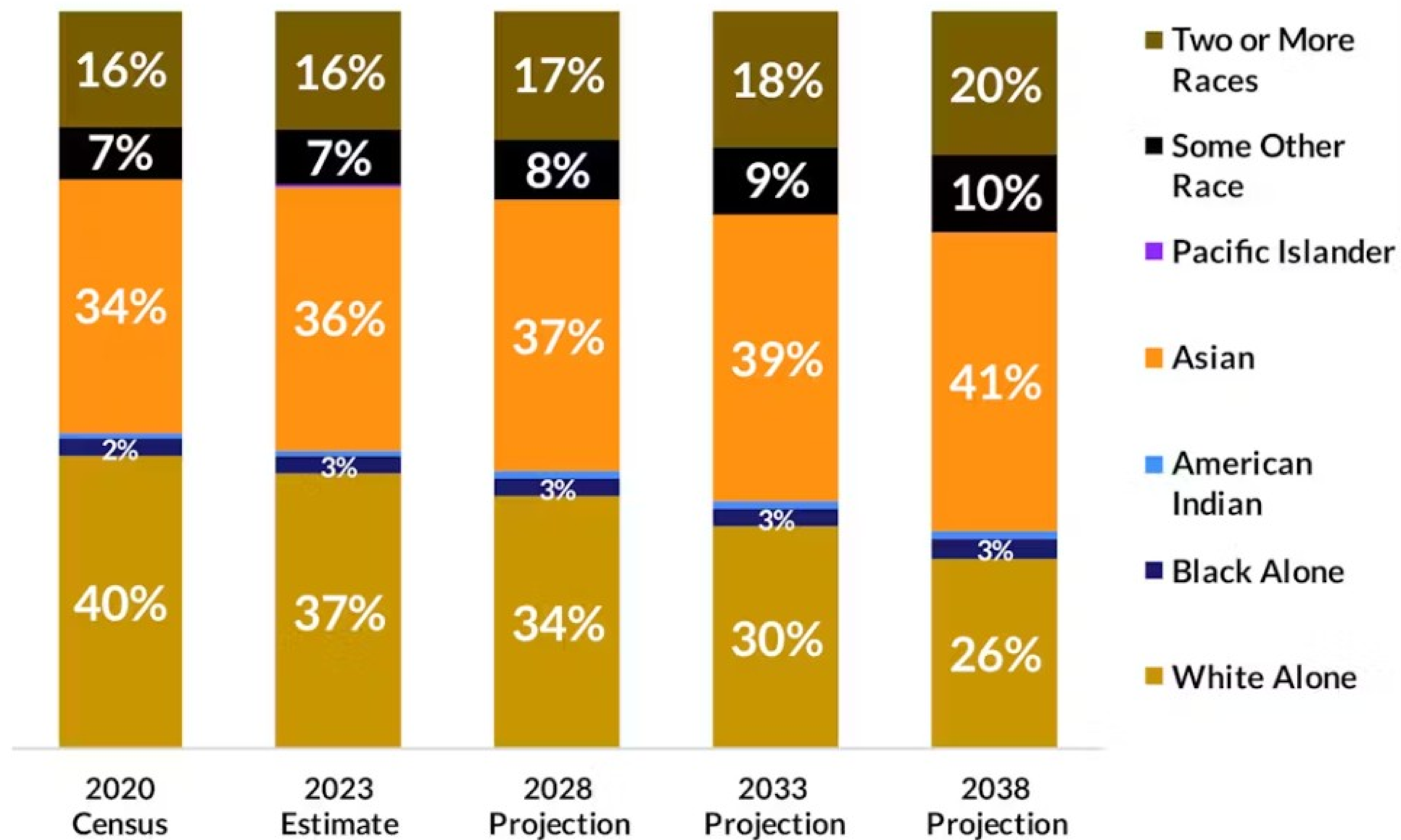


# Demographics

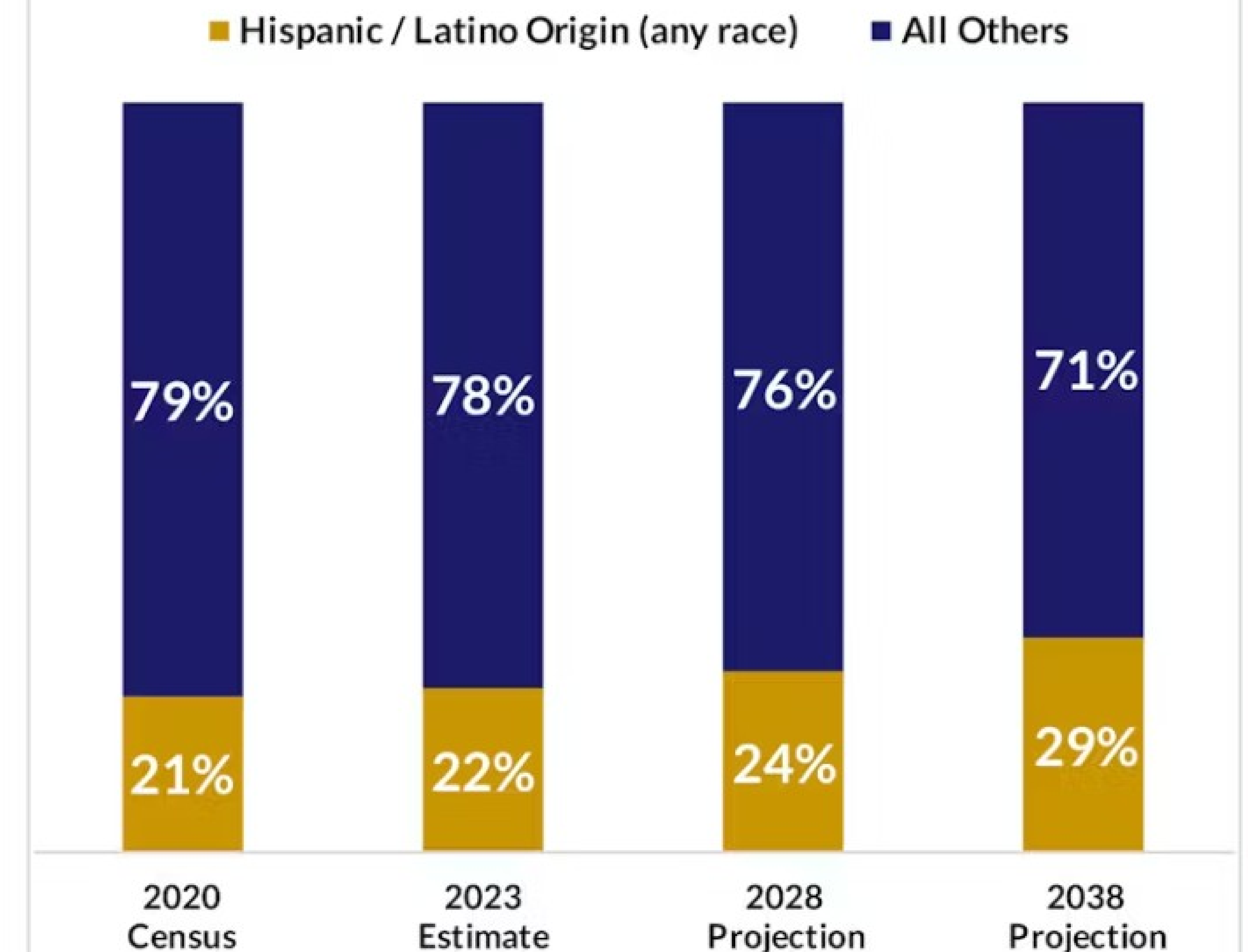


# Demographics

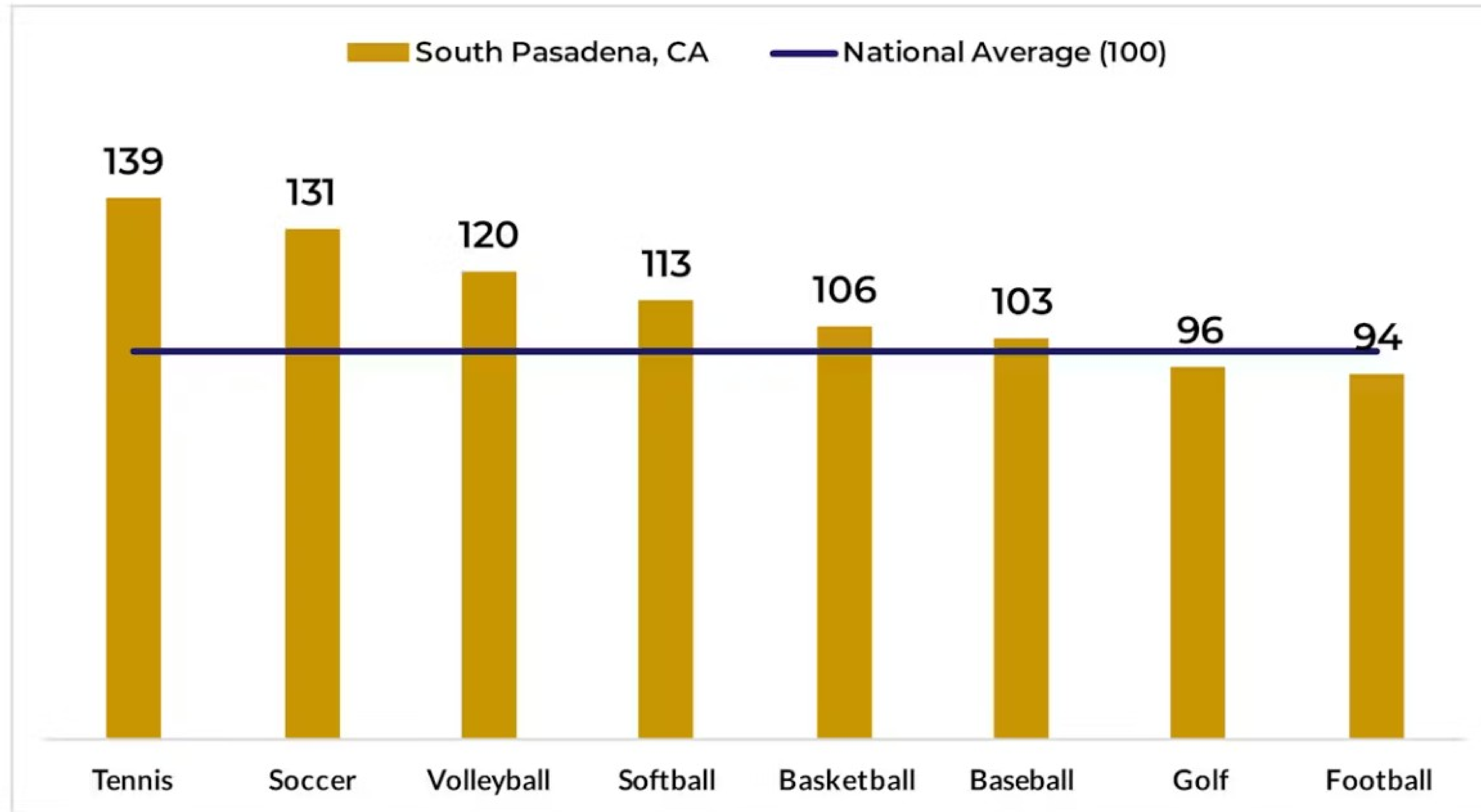
## RACE



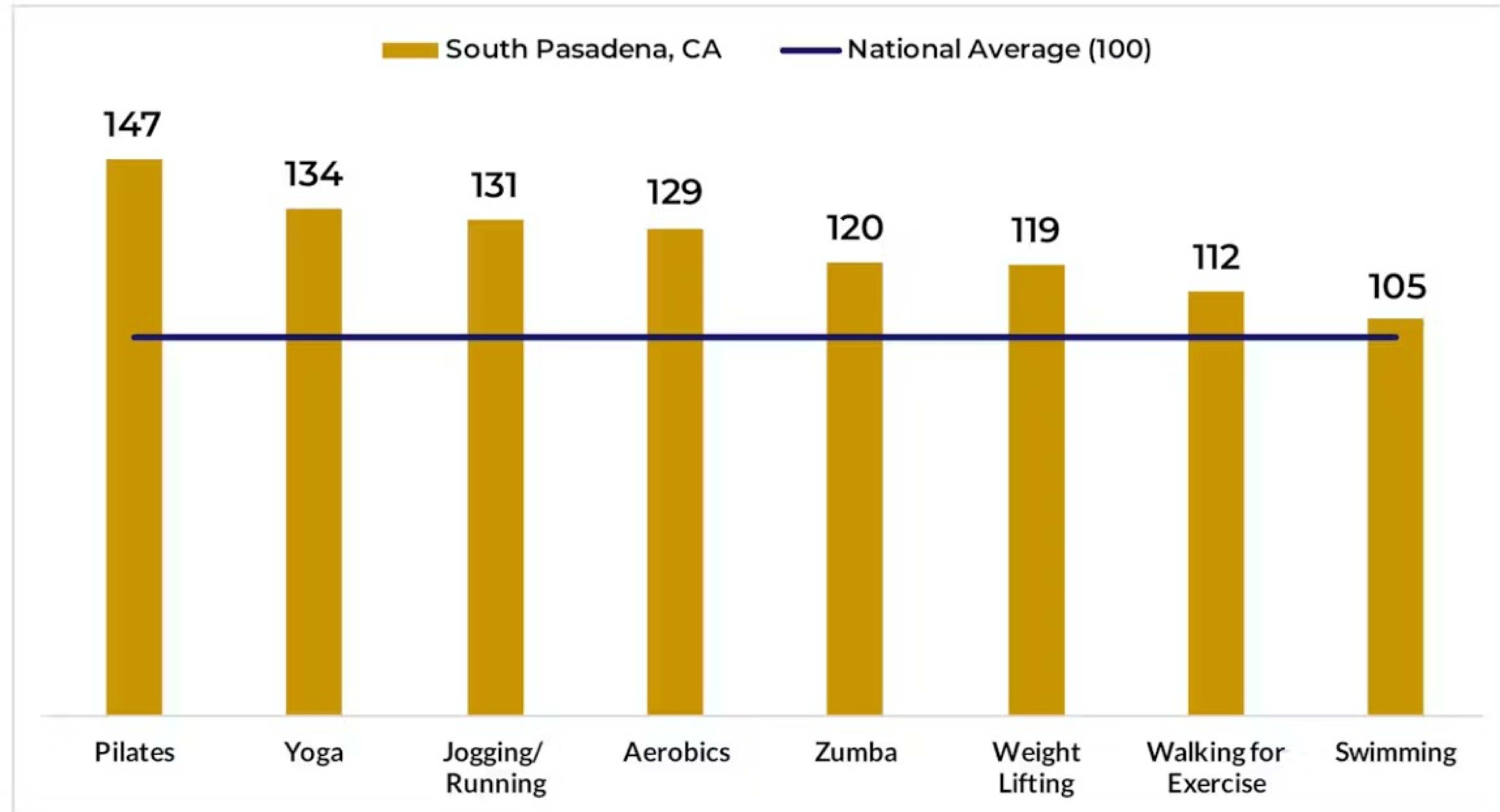
## HISPANIC POPULATION



# Trends



# Trends



# Proposed Process

## Where Are We Today?

- Review Existing Documentation
- Community Outreach / Education Strategy
- Community Demographics and Trends
- Assess Existing Parks, Trails, & Open Space
- Analysis of Programs and Services

## Where Are We Going Tomorrow?

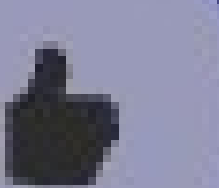
- Leadership & Stakeholder Interviews
- Multi-Lingual Outreach
- Public Workshops
- Youth & Teen Engagement
- Multi-lingual Statistically-Valid Survey
- Bi-Lingual Electronic Survey
- Multi-lingual ADA Accessible Digital Platform

## How Do We Get There?

- Assess Needs and Levels of Service
- Equity Mapping and Gap Analysis
- Create Vision, Mission, Values and Objectives
- Priorities & Capital Improvement Plan
- Per Capita Spending Analysis
- Funding and Revenue Strategies
- Program Plan



# Phase 1: Discover



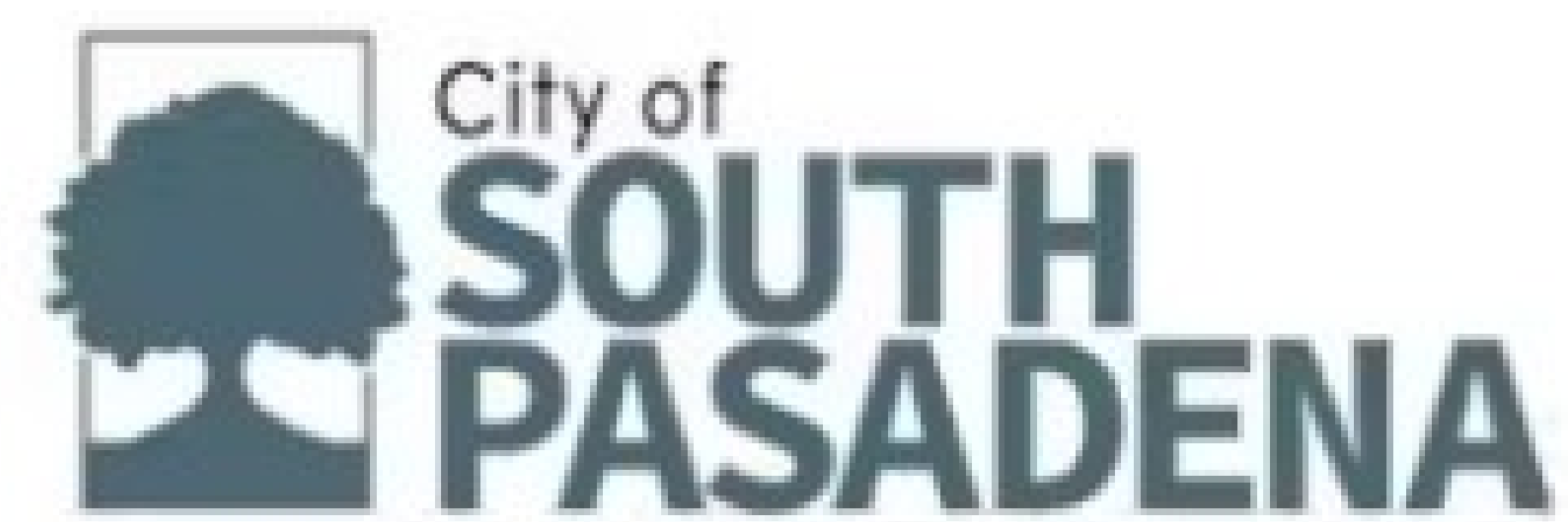
# Community Outreach



We Must Go Where  
The People Are

Our Fundamental Community Input Philosophy

# PlanSPparks.com



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WELCOME TO  
SOUTH PASADENA



# Special Events / Branding

City of Smyrna Parks and Recreation Master Plan

**RECREATE**  
**Smyrna**  
Parks Recreation

We want to hear from you, We need your input and support!

[www.recreatesmyrna.com](http://www.recreatesmyrna.com)

City of Smyrna Parks and Recreation Master Plan

**TELL US  
WHAT YOU  
WANT!**



[www.recreatesmyrna.com](http://www.recreatesmyrna.com)





**Parks Master Plan Update**

We need to hear from you! Join us at any of the Community Input Meetings listed below to share your vision for our SB Parks!

**Community Input Meetings**

Monday, April 10, 6:30-8pm,  
Norman F. Feldheim Public Library, 555 W. 6th Street, 92410

Tuesday, April 11, 6:30-8pm,



**Plan Maestro de Parques**

¡Necesitamos saber de usted! ¡Participe en cualquiera de las reuniones de aportes de la comunidad que se enumeran a continuación para asegurar su visión de nuestros parques SB!

**Reuniones comunitarias para su aporte**

Lunes, 10 de abril, 6:30-8pm,  
Norman F. Feldheim Public Library, 555 W. 6th Street, 92410

Martes, 11 de abril, 6:30-8pm,  
First Baptist Church, 4747 N. State Street, 92407

miércoles, 12 de abril 6:30-8pm,  
Norman F. Feldheim Public Library, 555 W. 6th Street, 92410

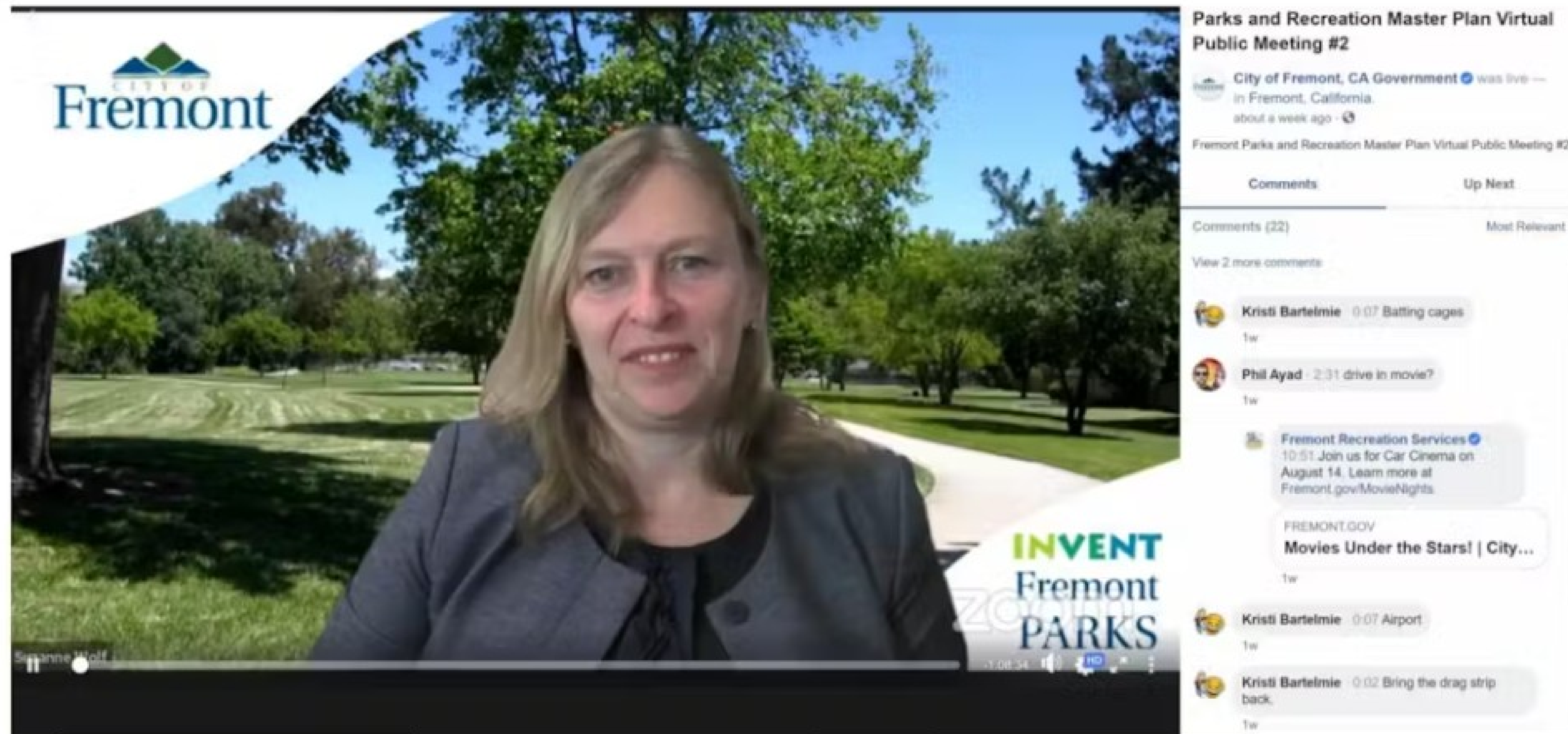
(909) 384-5233 | [www.mysbparks.com](http://www.mysbparks.com)

# Multi-lingual Outreach

# Youth Outreach



# Social Media

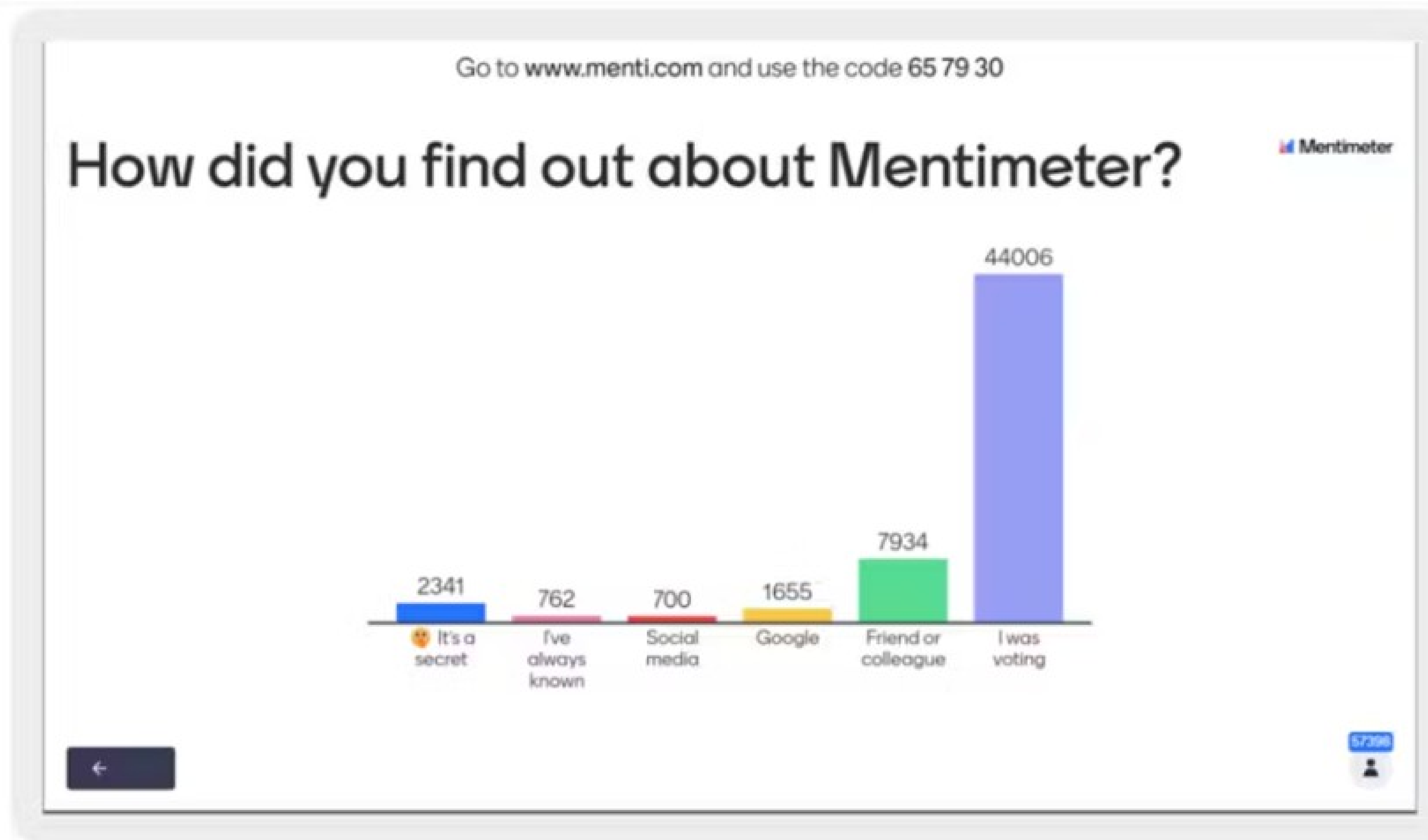


**AUG 8** Parks & Recreation Master Plan - Input Meeting  
Public · Hosted by **City of Fremont, CA Government** and **Fremont Recreation Services**

🕒 Saturday, August 8, 2020 at 10:00 AM – 11:00 AM PDT



# Live Polling



2 Enter the code here

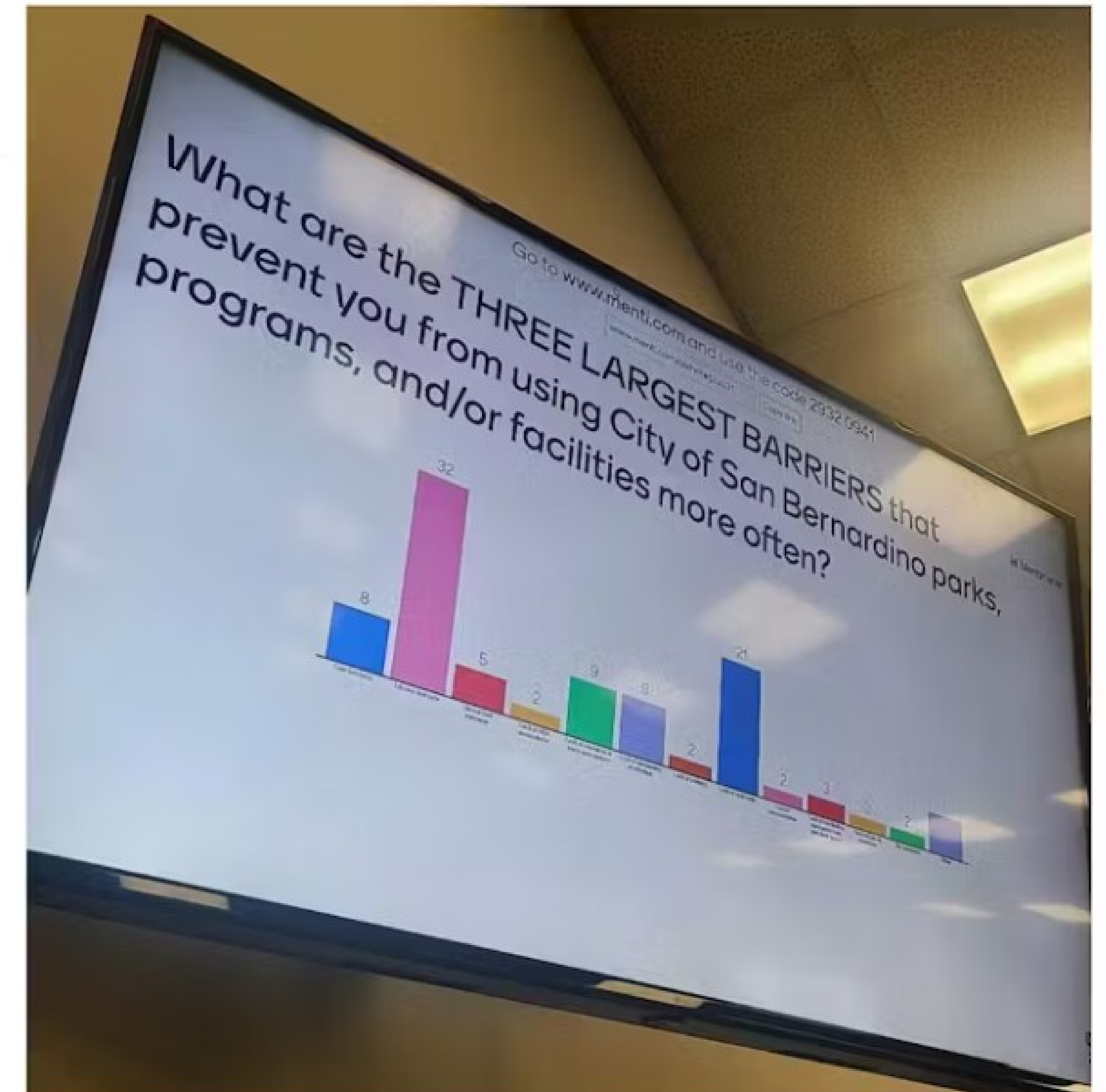
## Mentimeter

Please enter the code

Submit

The code is found on the screen in front of you

Powered by Mentimeter [Terms](#)



# Statistically-Reliable Survey

Only scientific and defensible method to understand community needs

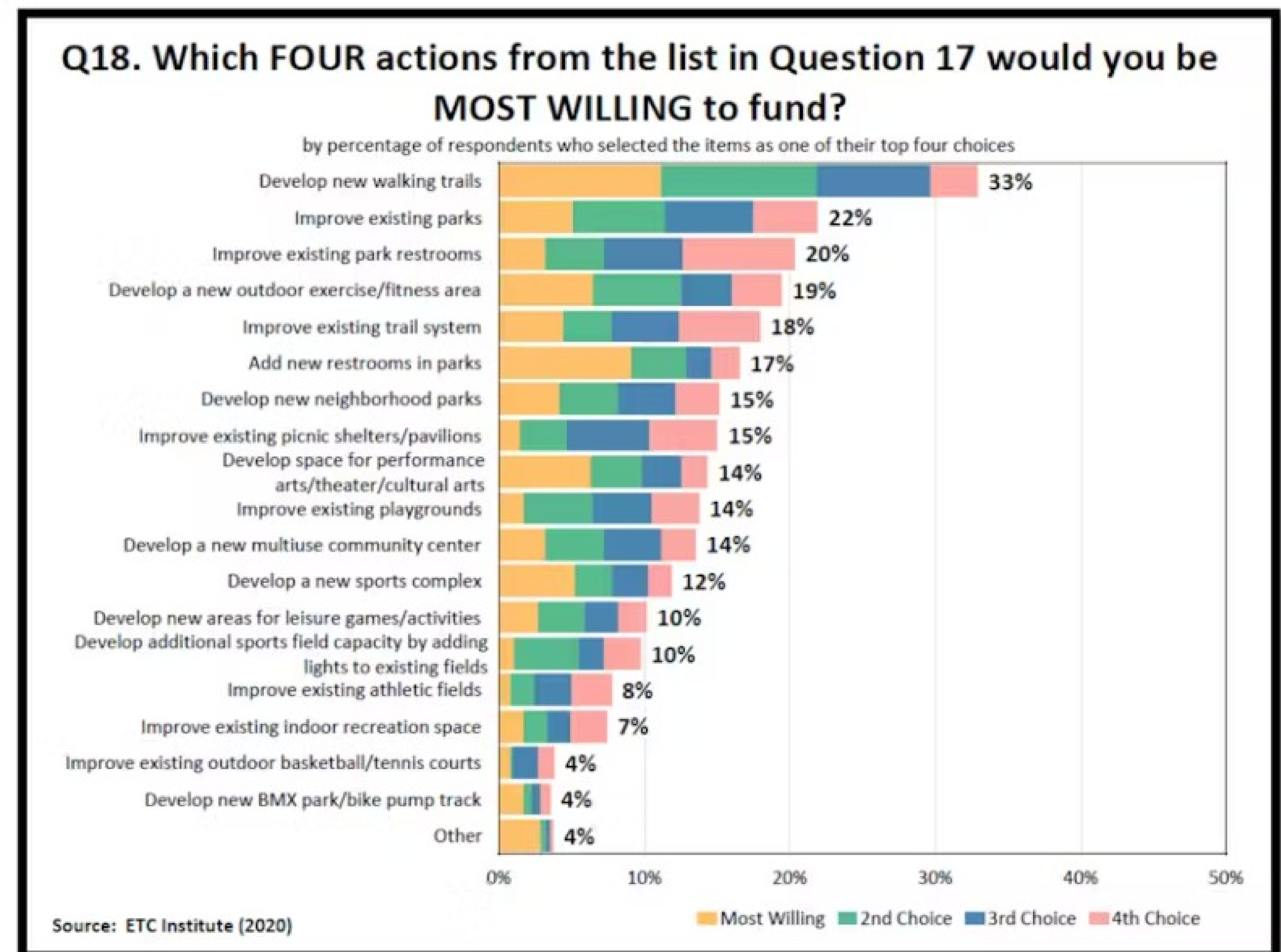
Administered by mail/phone/web

Developed in partnership with the staff

Methodology allows high return rate (25%-35%)

Total of 375 completed surveys, 95% level of confidence with a margin of error of +/- 5%

English and Spanish language survey instrument





# Phase 2: Assess



# Program Assessment

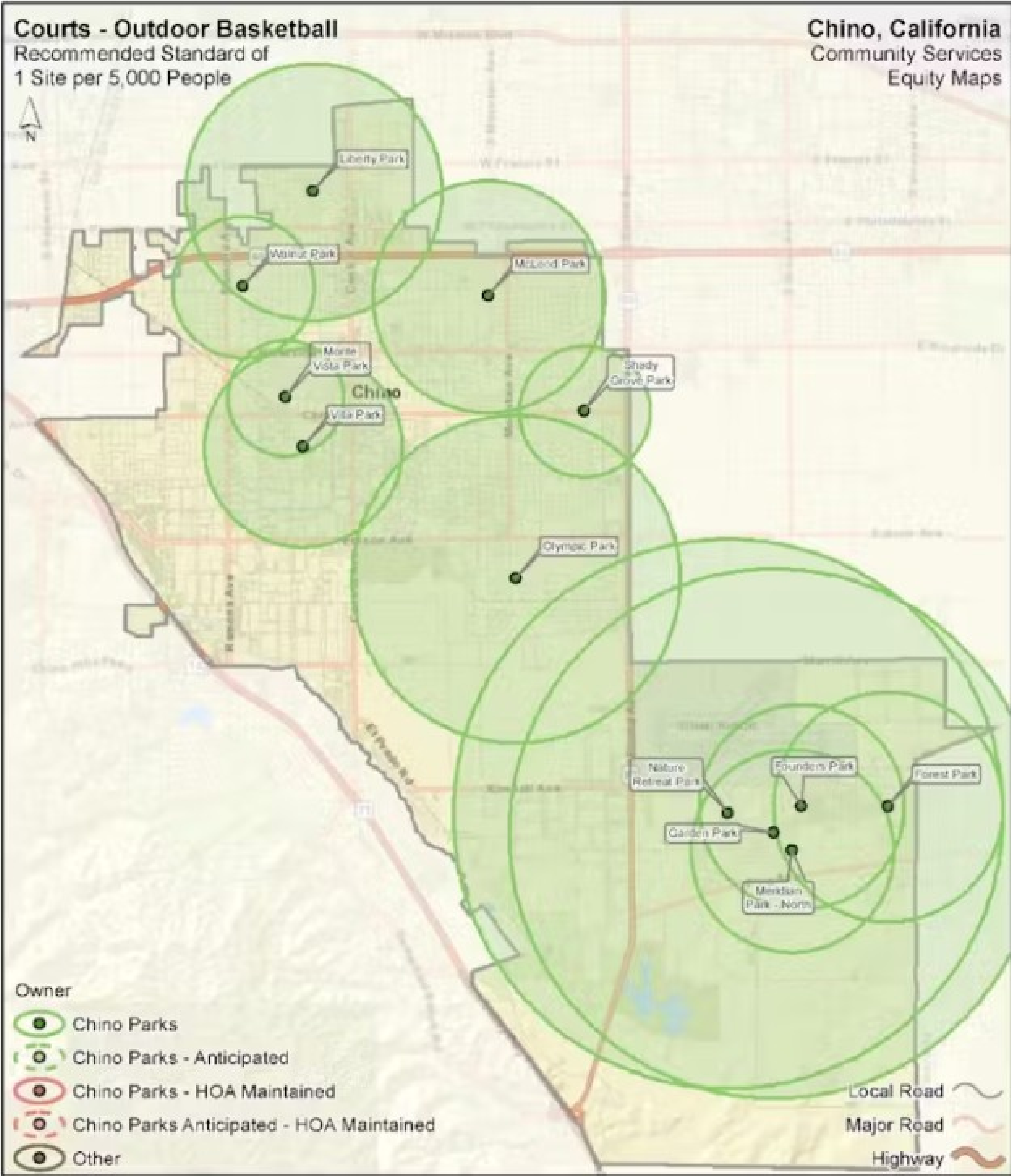
| Pricing - General Recreation    |             |                           |           |                   |                        |                 |             |                              |                        |                              |
|---------------------------------|-------------|---------------------------|-----------|-------------------|------------------------|-----------------|-------------|------------------------------|------------------------|------------------------------|
| Core Program Area               | Age Segment | Family / Household Status | Residency | Weekday / Weekend | Prime / Non-Prime Time | Group Discounts | By Location | By Competition (Market Rate) | By Cost Recovery Goals | By Customer's Ability to Pay |
| Aquatics                        | X           | X                         | X         |                   |                        | X               | X           |                              |                        | X                            |
| Camps                           |             |                           | X         |                   |                        |                 |             |                              |                        | X                            |
| Health & Wellness               |             |                           | X         |                   |                        |                 |             |                              |                        | X                            |
| Learning & Development          |             |                           | X         |                   |                        |                 |             |                              |                        | X                            |
| Parks & Facilities Reservations |             |                           | X         |                   | X                      | X               | X           |                              |                        |                              |
| Special Event & Tours           | X           |                           |           | X                 |                        |                 |             |                              | X                      | X                            |
| Sports                          | X           |                           | X         |                   |                        |                 |             |                              | X                      | X                            |
| Visual & Performing Arts        |             |                           | X         |                   |                        |                 |             |                              | X                      | X                            |

| Lifecycle Stage | Description                                             | Actual Program Distribution | Recommended Distribution |
|-----------------|---------------------------------------------------------|-----------------------------|--------------------------|
| Introduction    | New program; modest participation                       | 24%                         | 76%<br>50-60% total      |
| Take-Off        | Rapid participation growth                              | 23%                         |                          |
| Growth          | Moderate, but consistent population growth              | 30%                         |                          |
| Mature          | Slow participation growth                               | 14%                         | 14%<br>40% total         |
| Saturation      | Minimal to no participation growth; extreme competition | 4%                          | 10%<br>0-10% total       |
| Decline         | Decline participation                                   | 6%                          |                          |

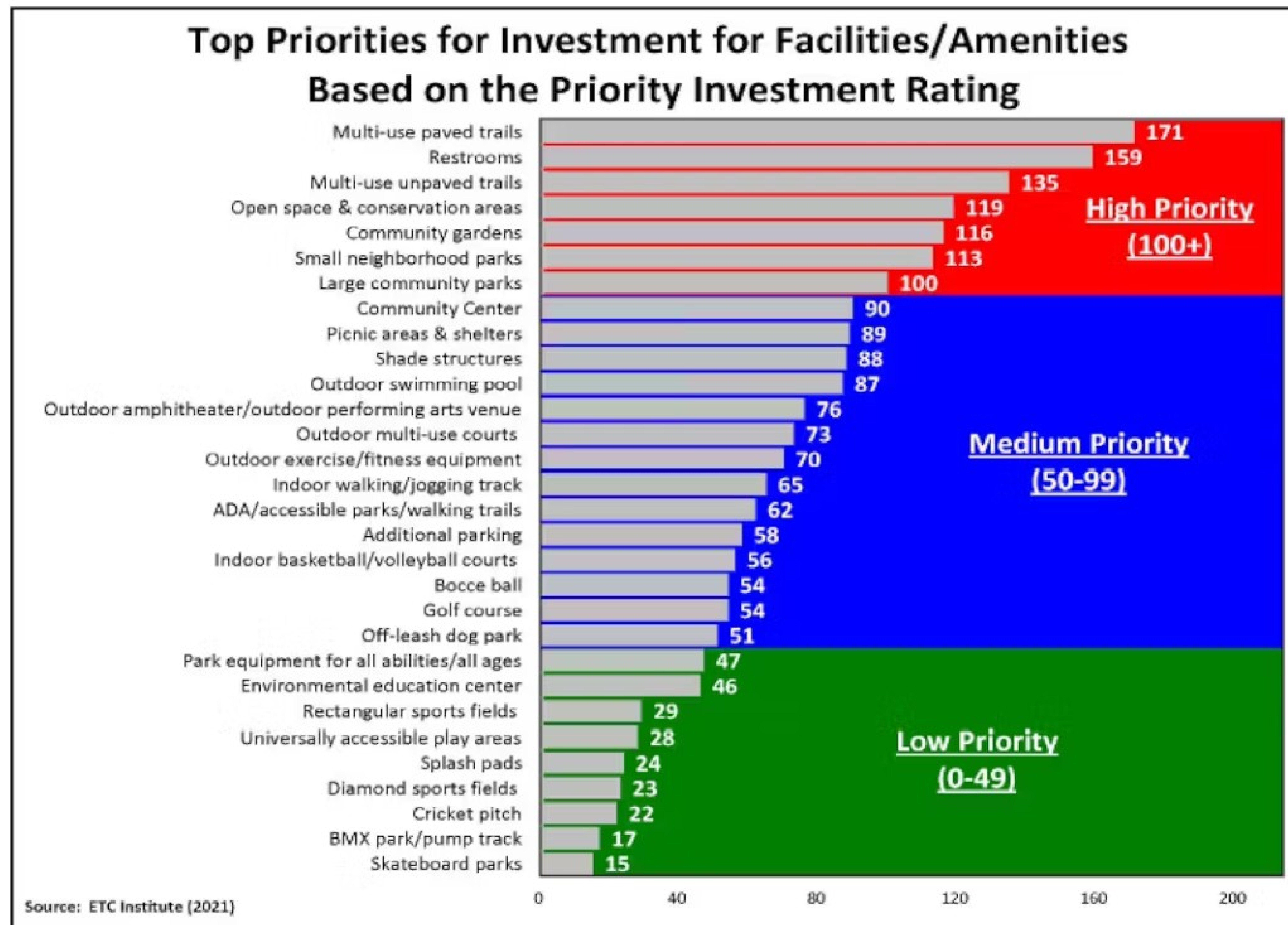
# Parks, Trails, and Open Space Assessment

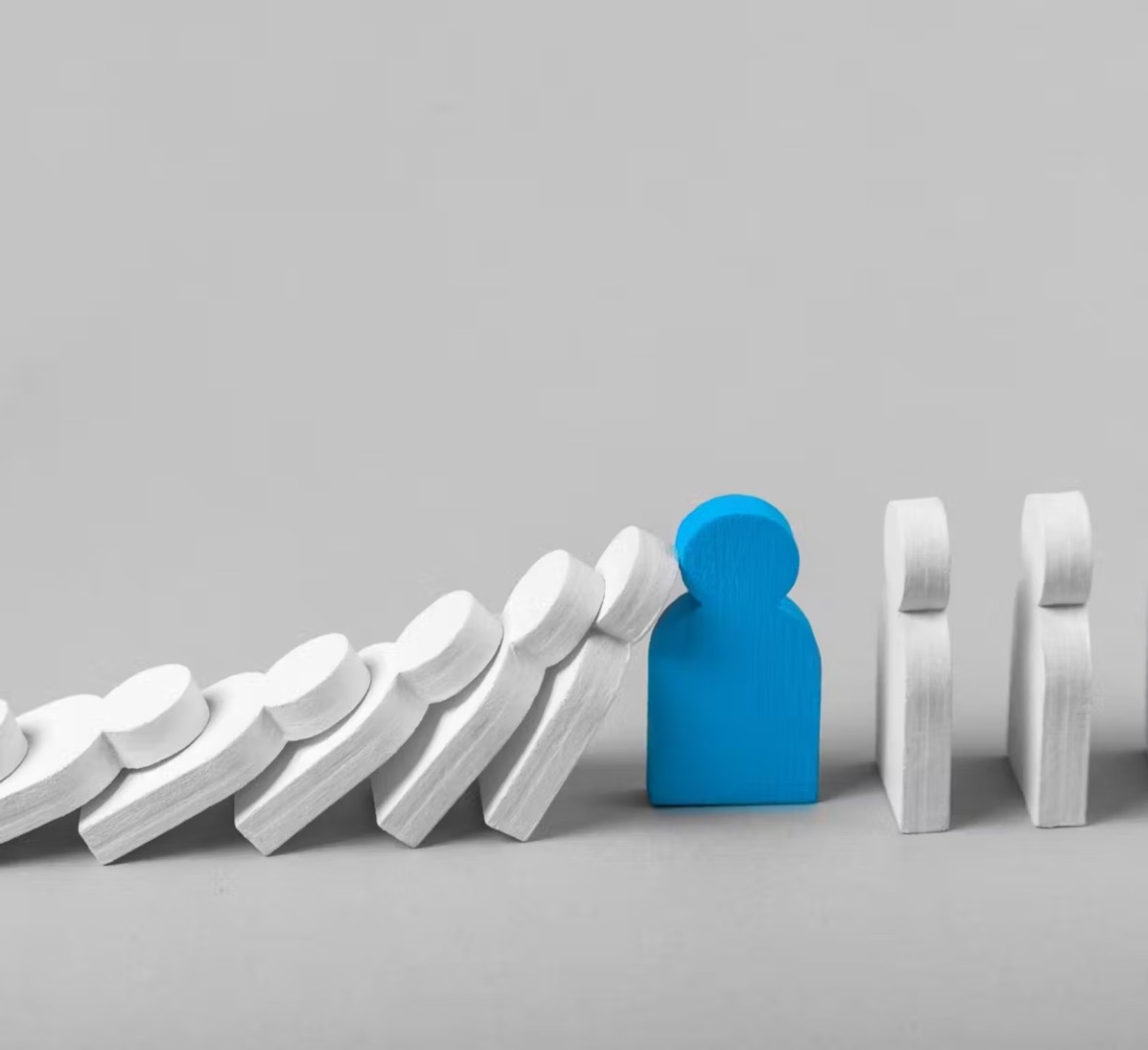


# Equity Mapping

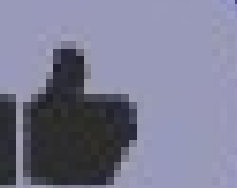


# Priority Rankings

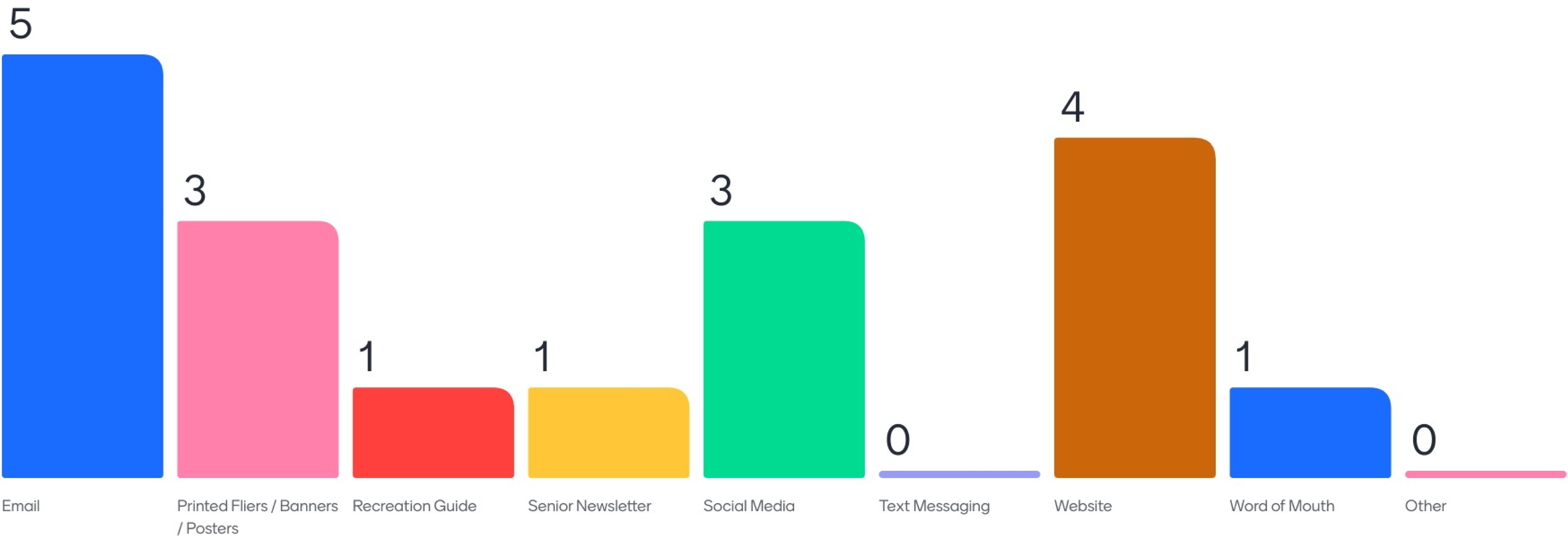




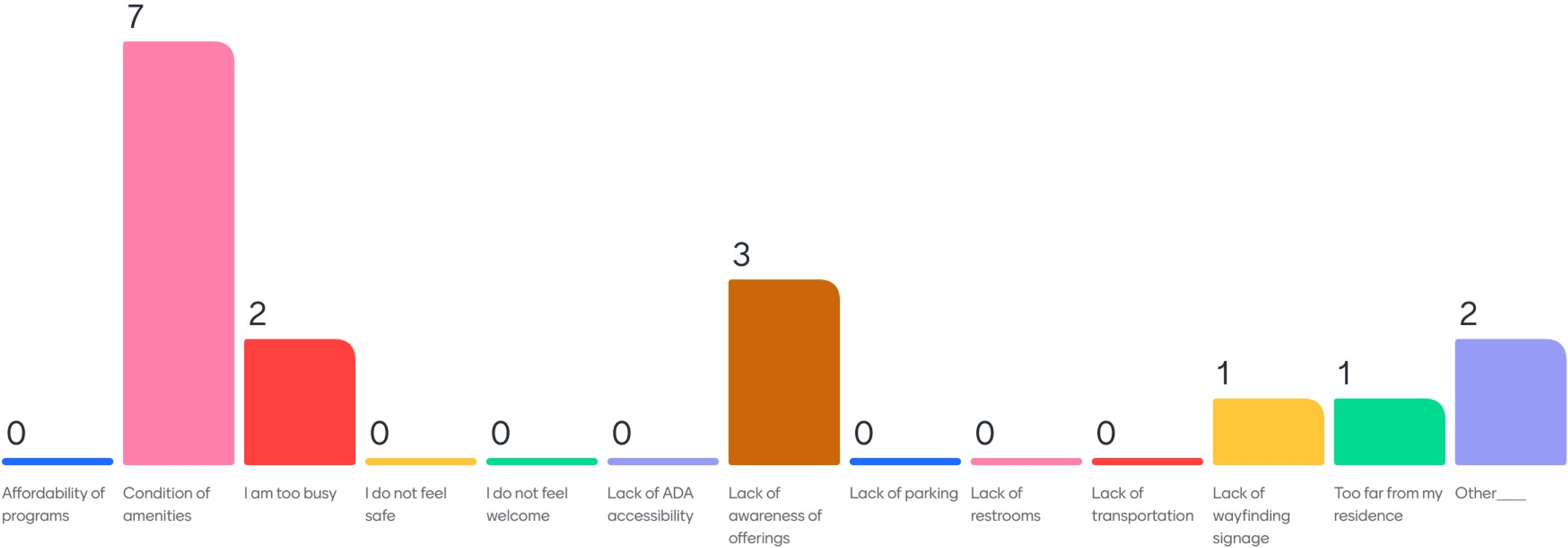
# POLLING – COMMUNICATION & BARRIERS



What are the THREE MOST PREFERRED ways to learn about South Pasadena Community Services?

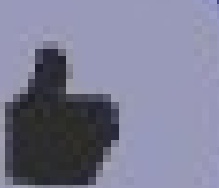


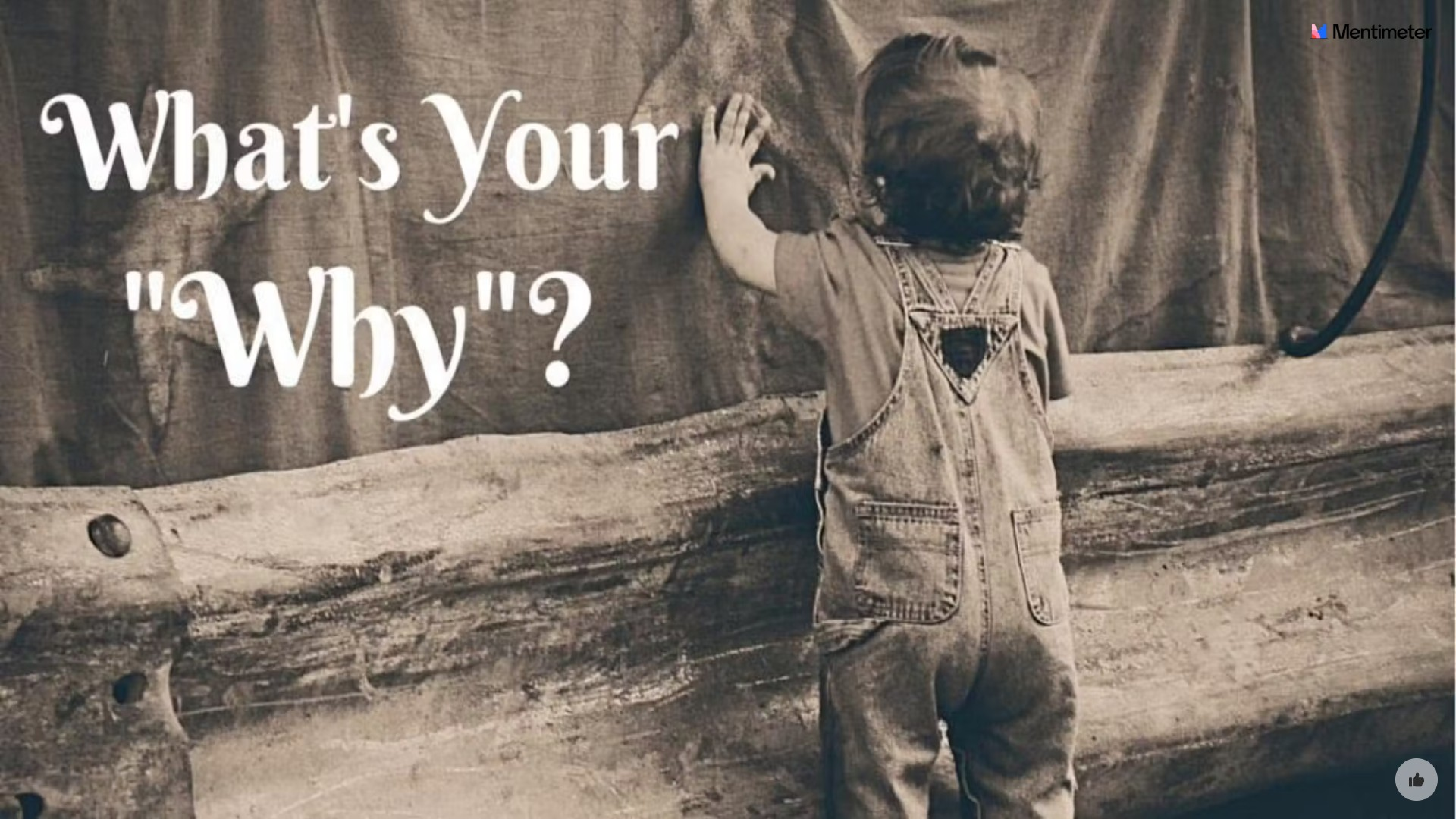
What are the THREE LARGEST BARRIERS that prevent you from using South Pasadena parks, programs, and/or facilities more often?





## Phase 3: Envision (& Implement)





# What's Your "Why"?



# Capital Improvement Plan

## Benicia PTOSMP Capital Improvement Plan Action Plan - Parks

| PARKS            |                            | Acres |     |                              | Acres |      |                                                        | Acres    |                       |                    | Acres |
|------------------|----------------------------|-------|-----|------------------------------|-------|------|--------------------------------------------------------|----------|-----------------------|--------------------|-------|
| 9SP              | 9th Street Park            | 6     | DGP | Duncan Graham Park           | 1.41  | LHRP | Lake Herman Regional Park                              | 577      | STPS                  | St. Paul's Square  | 0.14  |
| ARP              | Arneson Park (14th Street) | 0.1   | ESP | Ethelree Saraiva Park        | 0.5   | MRFP | Maria & Ribiero Fields                                 | 4        | TBP                   | Turnbull Park      | 0.2   |
| BCP              | Benicia Community Park     | 50    | FZP | Fitzgerald Field             | 4     | MTP  | Matthew Turner Park (12th St)                          | 2.5      | WFP                   | Waterfront Park    |       |
| BRP              | Bridgeview Park            | 4.59  | FTP | Francesca Terrace Park       | 5     | OLP  | Overlook Park                                          | 2.7      | WEP                   | Water's End Park   | 2.58  |
| CCP              | Channing Circle Park       | 2.5   | FSP | Frank Skillman Park          | 2.66  | SLP  | Solano Park                                            | 1        | SAP                   | Steve Armenta Park | 1.65  |
| CTP              | City Park                  | 3.5   | GTP | Gateway Park                 | 0.36  | SOHP | Southampton Park                                       | 6        |                       |                    |       |
| CVP              | Civic Center Park          | 3.5   | JLP | Jack London Park             | 7.7   | STCW | St. Catherine's Wood                                   | 1.32     |                       |                    |       |
| STREET END PARKS |                            |       |     |                              |       |      |                                                        |          |                       |                    |       |
| SE14             | 14th Street                |       | SE8 | 8th Street                   |       | SEF  | F Street                                               |          |                       |                    |       |
| SE13             | 13th Street                |       | SE6 | 6th Street (Raymond Bordoni) |       | SEE  | E Street                                               |          |                       |                    |       |
| SE11             | 11th Street                |       | SEH | H Street                     |       | SEC  | C Street                                               |          |                       |                    |       |
| PHASE            |                            |       |     | FUNDING SOURCES              |       |      |                                                        | RATIONAL |                       |                    |       |
| Phase 1          | Years 1-5                  |       |     |                              |       |      | General Fund GF                                        | P        | Priority Investment R |                    |       |
| Phase 2          | Years 6-10                 |       |     |                              |       |      | Parks, Landscape, & Lighting Assessment District PLLAD | M        | Maintenance Repair    |                    |       |
| Phase 3          | Years 11-15                |       |     |                              |       |      | Prop 68 Per Capita P68                                 | W        | Water Savings         |                    |       |
| MP               | Master Plan                |       |     |                              |       |      | Miscellaneous Grants GRANT                             |          |                       |                    |       |
|                  |                            |       |     |                              |       |      | TBD TBD                                                |          |                       |                    |       |
|                  |                            |       |     |                              |       |      | Measure C +GF MEC                                      |          |                       |                    |       |

| Phase | Project Description                      | Quantity  | Site            | Location | Category   | Estimate/Cost | Funding | Rational | Status |
|-------|------------------------------------------|-----------|-----------------|----------|------------|---------------|---------|----------|--------|
| P1    | Replace picnic tables                    | 2 ea      | 9th Street Park | 9SP      | Renovation | \$ 10,000     | TBD     | M        |        |
| P1    | Concrete Trash/Recycling Receptacles     | 4 ea      | 9th Street Park | 9SP      | Renovation | \$ 6,000      | TBD     | P        |        |
| P1    | Water Fountain/Bottle Filling Station    | 1 ea      | 9th Street Park | 9SP      | Renovation | \$ 10,000     | TBD     | P        |        |
| P1    | Wayfinding signage                       | 3 ea      | 9th Street Park | 9SP      | New        | \$ 9,000      | TBD     | P        |        |
| P1    | Replace all asphalt walkways             | 2,400 lf  | 9th Street Park | 9SP      | Renovation | \$ 14,400     | TBD     | M        |        |
| P2    | Remove turf/install low water use plants | 18,500 sf | 9th Street Park | 9SP      | Renovation | \$ 277,500    | TBD     | W        |        |
| P2    | Replace irrigation                       | 97,000 sf | 9th Street Park | 9SP      | Renovation | \$ 485,000    | TBD     | W        |        |
| P2    | Add to ET System                         | 1 ea      | 9th Street Park | 9SP      | Renovation | \$ 25,000     | TBD     | W        |        |
| P2    | Replace parking                          | 1 ls      | 9th Street Park | 9SP      | Renovation | \$ 250,000    | TBD     | M        |        |
| P2    | Replace Pier and Dock                    | 1 ls      | 9th Street Park | 9SP      | Renovation | \$ 1,500,000  | TBD     | M        |        |
| P3    | Waterfront access (ramp and path)        | 1 ls      | 9th Street Park | 9SP      | New        | \$ 1,700,000  | TBD     | P        |        |
| P3    | Replace benches                          | 11 ea     | 9th Street Park | 9SP      | Renovation | \$ 16,500     | TBD     | M        |        |
| MP    | Parks Master Plan                        | 1 ls      | 9th Street Park | 9SP      | New        | \$ 100,000    | TBD     | P        |        |
| P1    | New seating area with benches            | 1 ls      | Arneson Park    | ARP      | New        | \$ 20,000     | TBD     | P        |        |

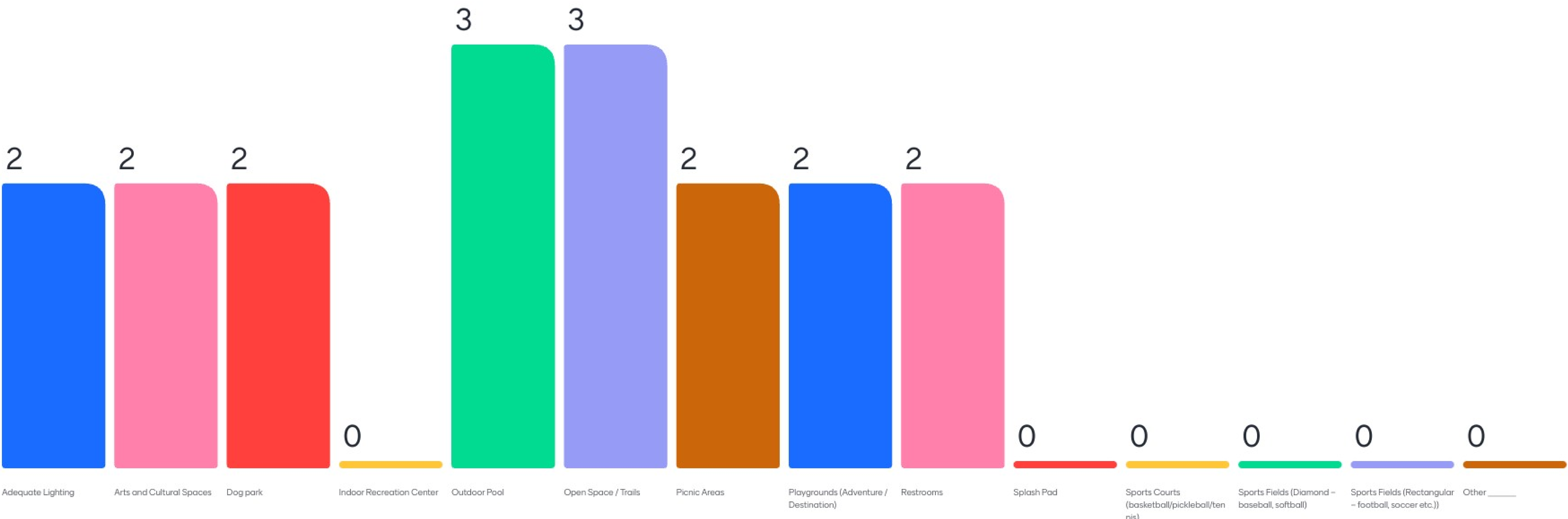
# Action Plan

| Core Values                                                                                                    | Vision                    | Healthier lives, inspiring experiences, and vibrant communities                                    | Major Outcomes                                                 | Timelines                  |
|----------------------------------------------------------------------------------------------------------------|---------------------------|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------|----------------------------|
| Inclusion                                                                                                      |                           |                                                                                                    | 1. Build a staff culture based on inclusion and accountability | Short Term = Up to 5 years |
| Fun                                                                                                            | Mission                   | To provide enriching experiences for all                                                           | 2. Increase funding and staffing                               | Long Term = Beyond 5 years |
| Collaboration                                                                                                  |                           |                                                                                                    | 3. Parks and facilities are well planned and maintained        | On-Going                   |
| Stewardship                                                                                                    | Goal                      | A financially sustainable system with dedicated funding, external partnership and resource support | 4. Programs and services address community needs & desires     |                            |
|                                                                                                                |                           |                                                                                                    | 5. Position parks as community resources and hubs              |                            |
|                                                                                                                |                           |                                                                                                    | 6. Tell the story of why Indy Parks matter                     |                            |
| FINANCE                                                                                                        |                           |                                                                                                    |                                                                |                            |
| Action Items                                                                                                   | Values                    | Major Outcomes (1-6)                                                                               | Responsibility                                                 | Timelines                  |
|                                                                                                                | Choose from dropdown menu | Choose from dropdown menu                                                                          |                                                                | Choose from dropdown menu  |
| Develop creative financing options for the department                                                          | Collaboration             | 2                                                                                                  |                                                                | On-Going                   |
| Meet per capita funding goal                                                                                   | Stewardship               | 2                                                                                                  |                                                                | Long Term                  |
| Seek a dedicated funding source to support operations and maintenance standards                                | Stewardship               | 6                                                                                                  | Outcome 2 and 3                                                |                            |
| Engage with advisory groups, foundations, and volunteer groups to support recreation facilities/parks programs | Collaboration             | 2                                                                                                  |                                                                | On-Going                   |
| Develop an new income strategy through grants, alliances, partnerships, and sponsorships                       | Stewardship               | 2                                                                                                  |                                                                | Short Term                 |
| Develop stronger partnerships for facilities to raise more operational and capital dollars for the system      | Collaboration             | 2                                                                                                  |                                                                |                            |
| Collaborate to track the economic impact of parks and trails to the city                                       | Collaboration             | 2                                                                                                  |                                                                | On-Going                   |

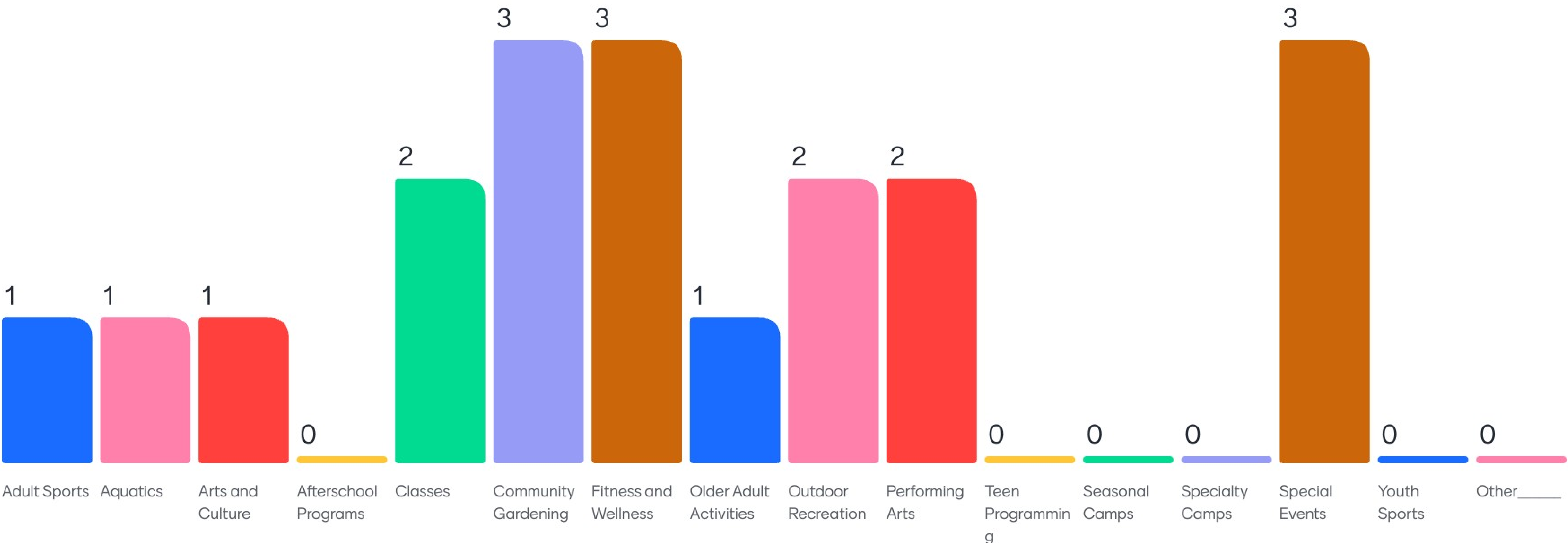


# POLLING – FUTURE NEEDS

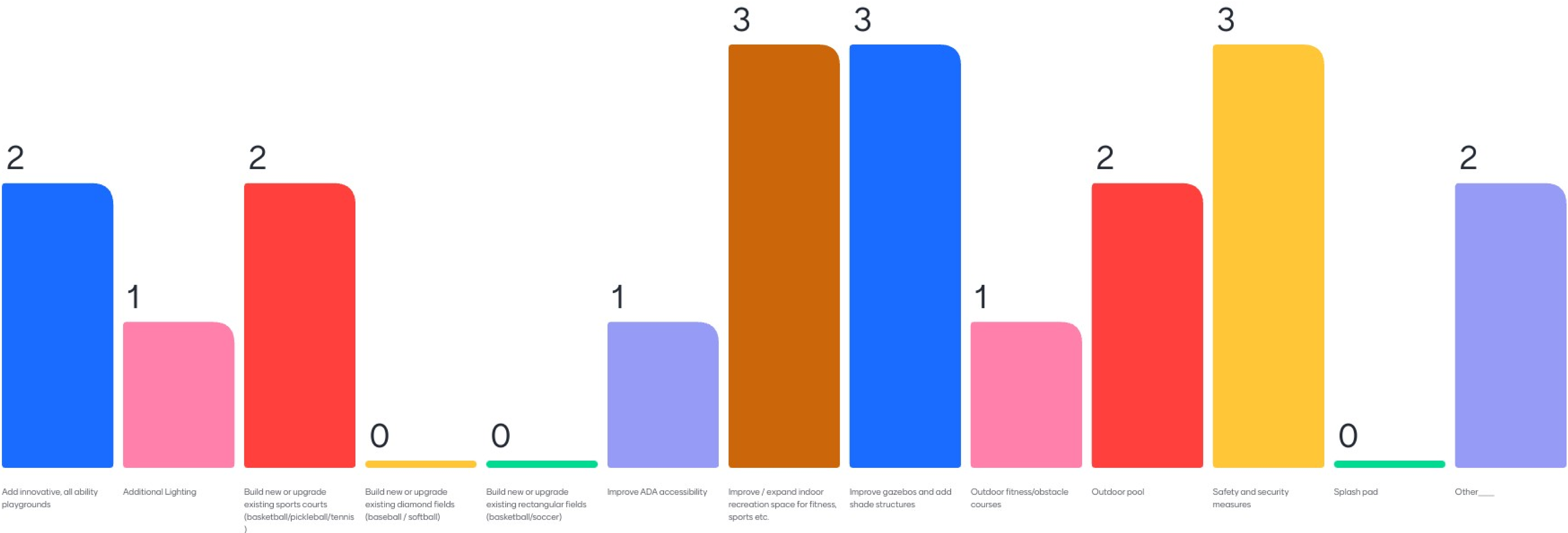
Which THREE facilities / amenities are you and members of your household most interested in?



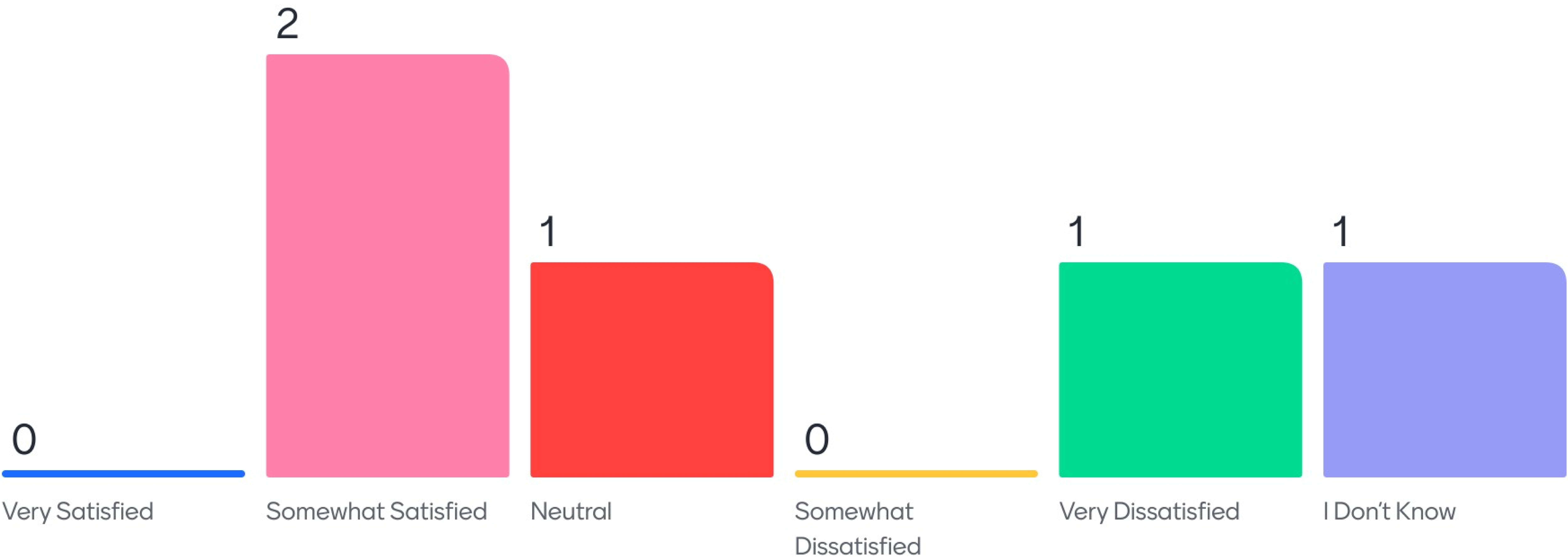
Select the TOP FIVE TYPES of programs you would be most interested to participate in?



What are the FIVE MOST IMPORTANT improvements you are interested in adding in the next ten years?



Please rate your satisfaction with the overall value you receive from the South Pasadena Community Services Department?



# What is your top priority outcome from this Master Plan?

Increase walkability

More and better dog parks

Improvement to Orange Grove park Add more parks

Public pool

More intergenerational programming

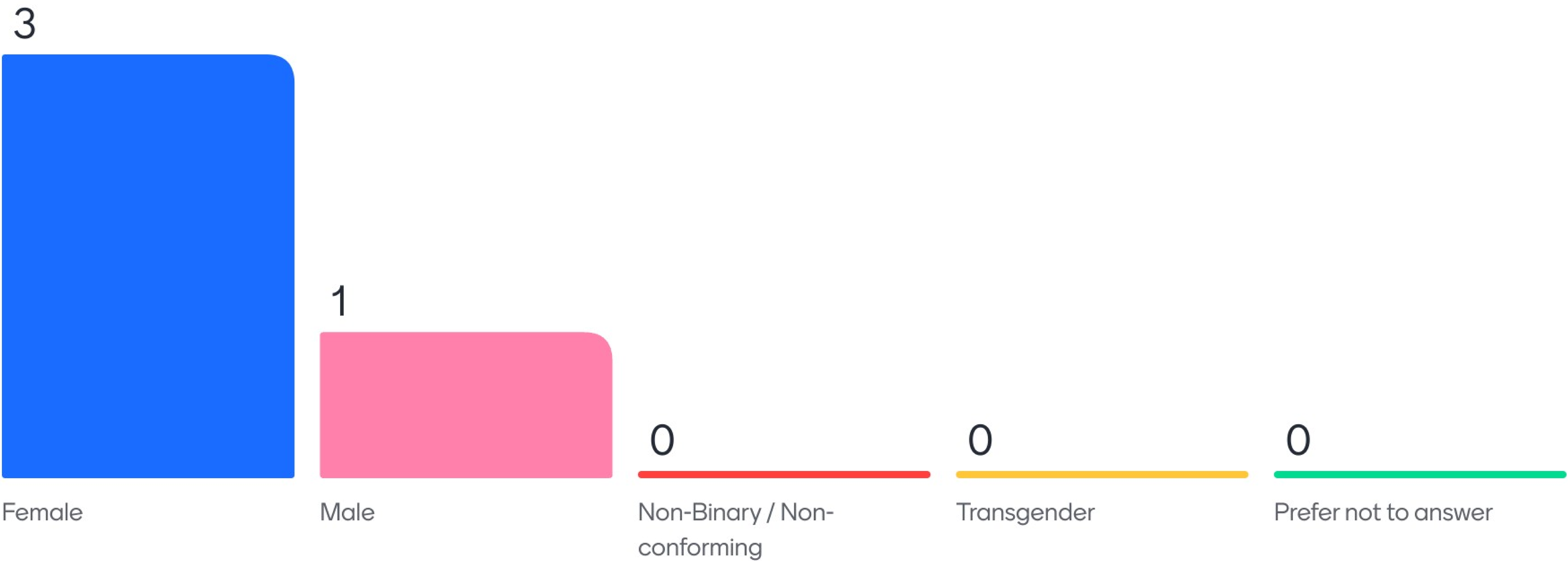
Parks are maintained and cared for and fixed. Many amenities look dowdy and are falling apart. Parks should be changed in a way to make them more functional and enjoyable

More small parks, parks more environmentally sustainable with oak trees, native plants, less grass Proper maintenance of parks which also means less mow and blow but better maint if oaks trees

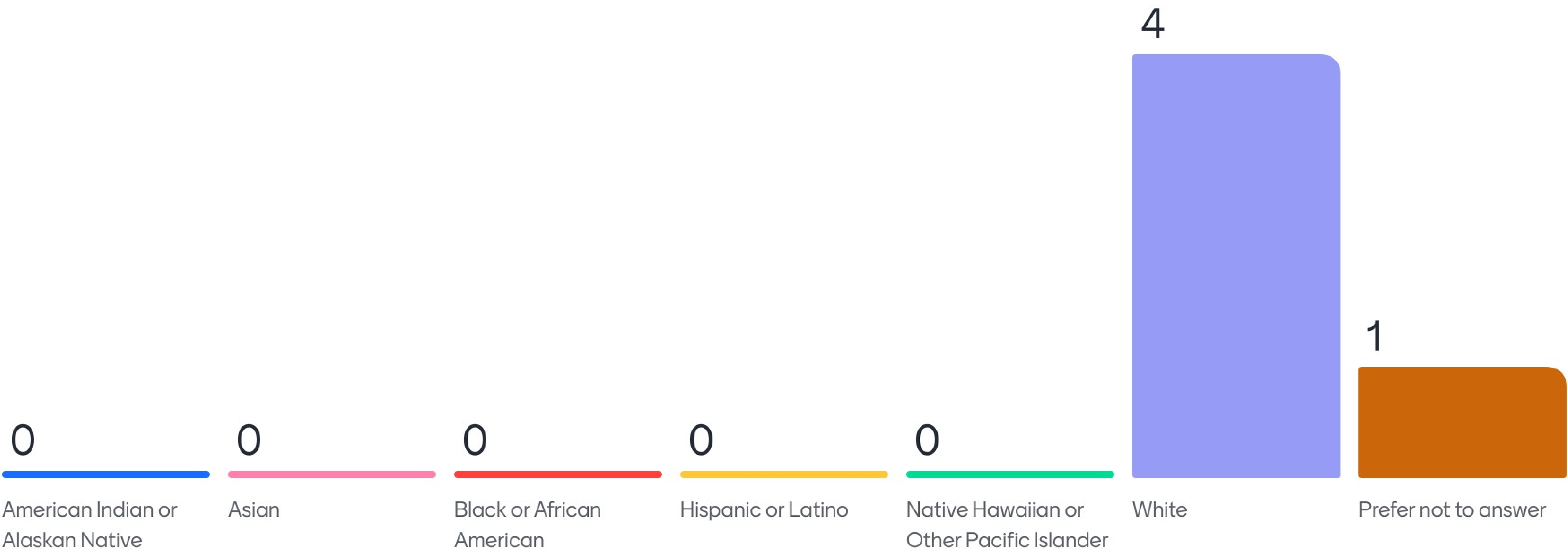
# POLLING - AUDIENCE PROFILE



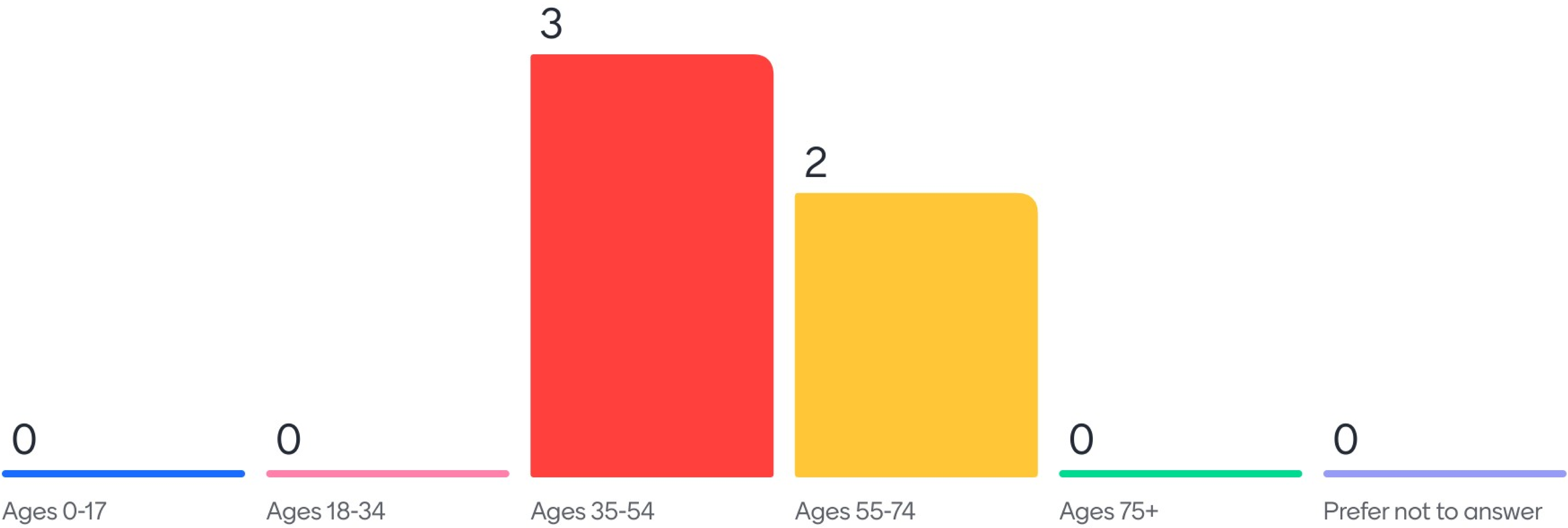
# By which gender do you most identify with?



# Which race/ethnicity do you most identify as?



# What age segment are you in?





# Thank You!

