



# Parks for All (Measure M) Priority Plan Update

City Council  
November 16, 2021

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Parks

Jeff Tibbetts – Interim Deputy  
Director, Recreation

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Field Services

# Parks for All Overview

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**WHEN** November 6, 2018 with 72.6% support

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**WHAT** 1/8 cent sales tax for 10 years

- April 1, 2019 – March 31, 2029

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**WHY** Provides dedicated funds to Santa Rosa for parks & recreation needs

- \$1.9M annually
- \$19.1M over 10 years

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**HOW** Requires baseline commitment & Fiscal Oversight Committee

# Community Engagement

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- July 24, 2019** Board of Community Services recommends Priority Plan
- Sept. 10, 2019** City Council approves Priority Plan
- Feb 27, 2020** Northwest Quadrant Community Meeting
- Dec 3, 2020** All Sports Meeting
- March 10, 2021** Northeast Quadrant Community Meeting
- March 18, 2021** Southwest Quadrant Community Meeting
- March 25, 2021** Southeast Quadrant Community Meeting

# Community Engagement (Con't)

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**April 22, 2021**    **Citywide Community Meeting**

**April 28, 2021**    **Board of Community Services**

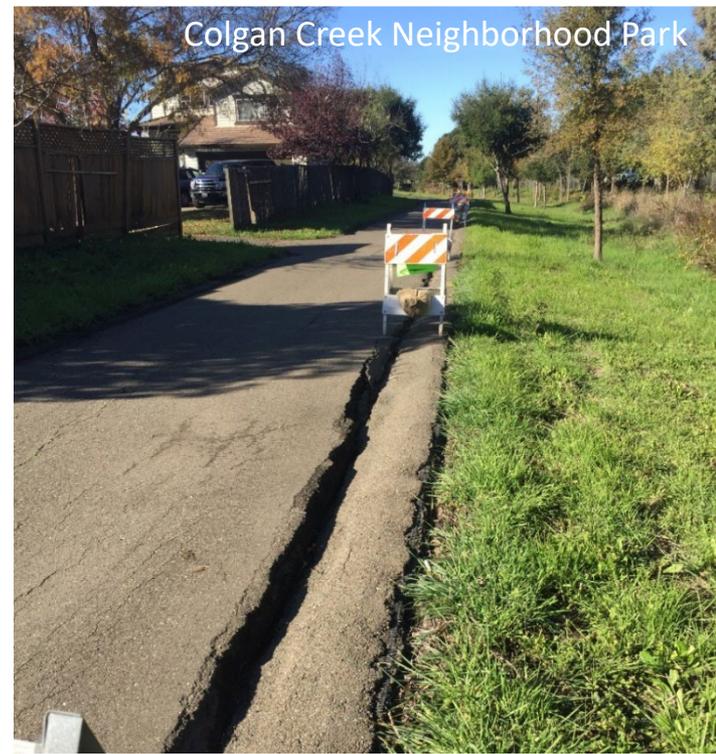
**July 7, 2021**    **Citywide Community Meeting in Spanish**

**Sept 22, 2021**    **Board of Community Services**

- Community surveys from city-wide outreach
- Discussion of Parks Measures categories
- Priority Plan Strategy recommended

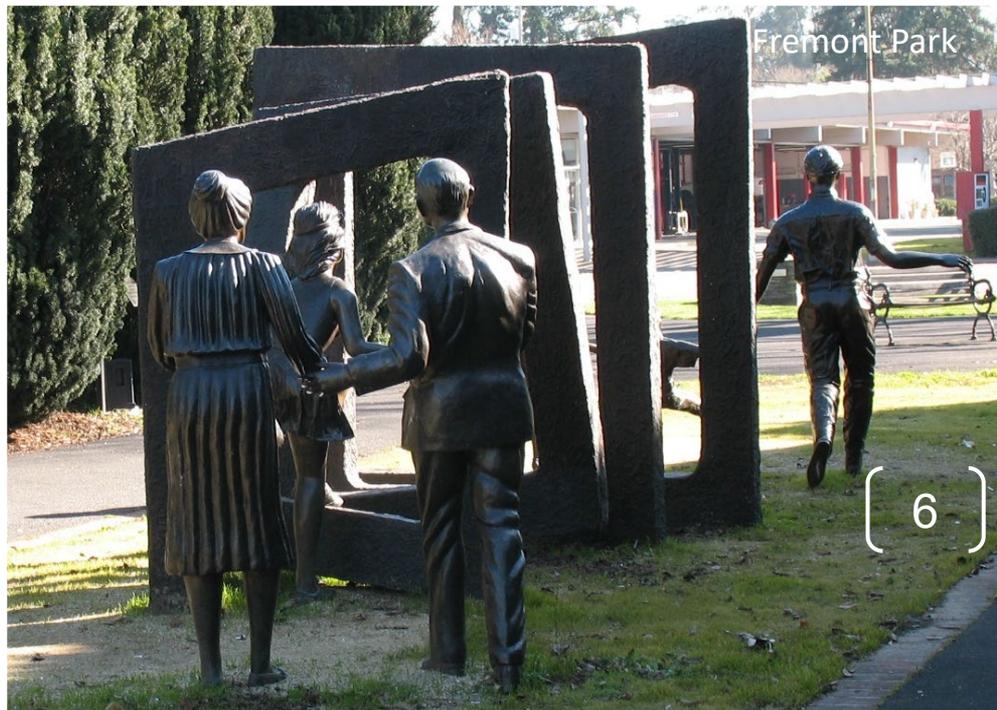
# Parks for All Uses

- Maintain parks and recreation facilities to ensure safe, clean, accessible visitor experiences
- Decrease future fire risks, fuel loads and invasive plants on City-owned open space parks



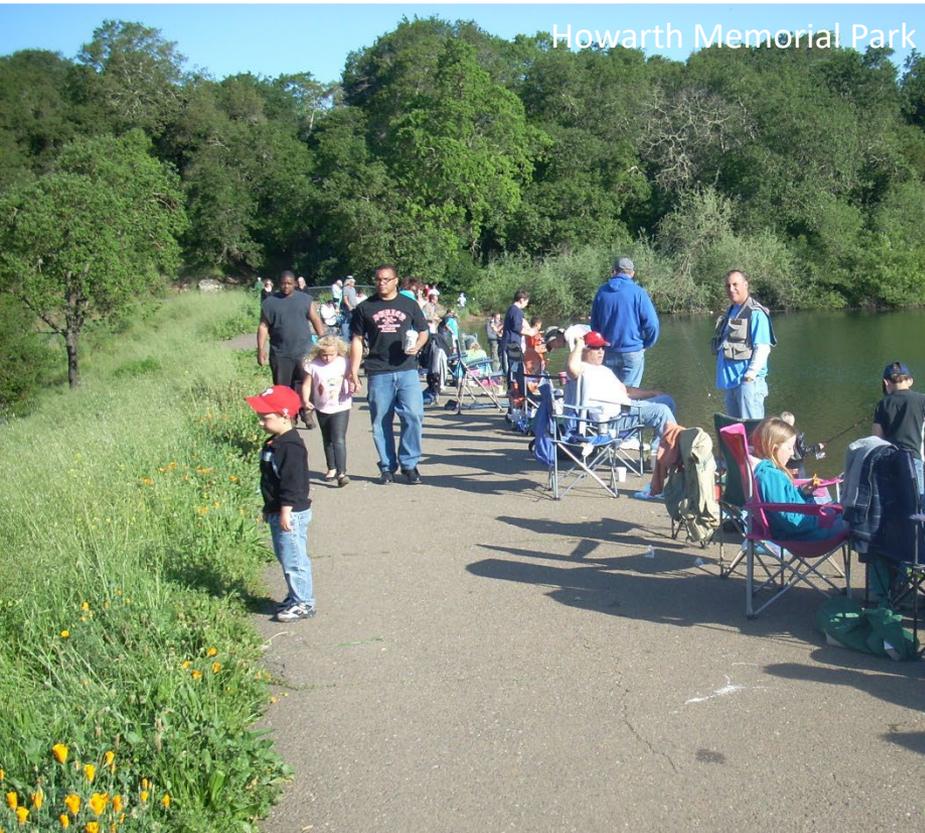
# Parks for All Uses

- Improve and develop athletic fields, playgrounds, restrooms, picnic areas and visitor amenities
- Create and expand parks, trails, bikeways, public art, and recreational and historical facilities
- Plan and develop bike paths and trails with connections to schools, community spaces and regional trails
- Improve the trails along waterways and riparian areas to benefit fish, wildlife habitat and water quality.

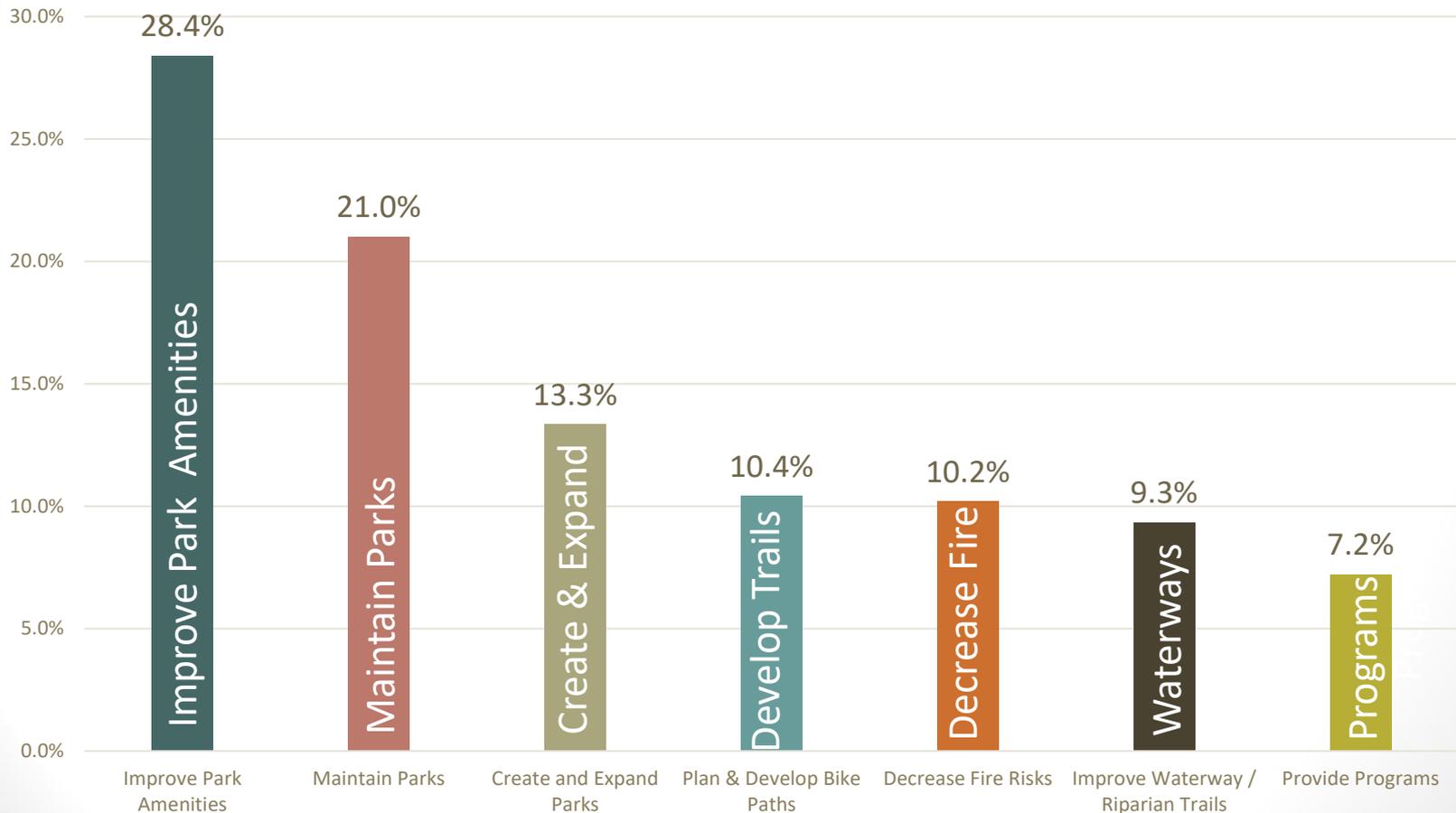


# Parks for All Uses

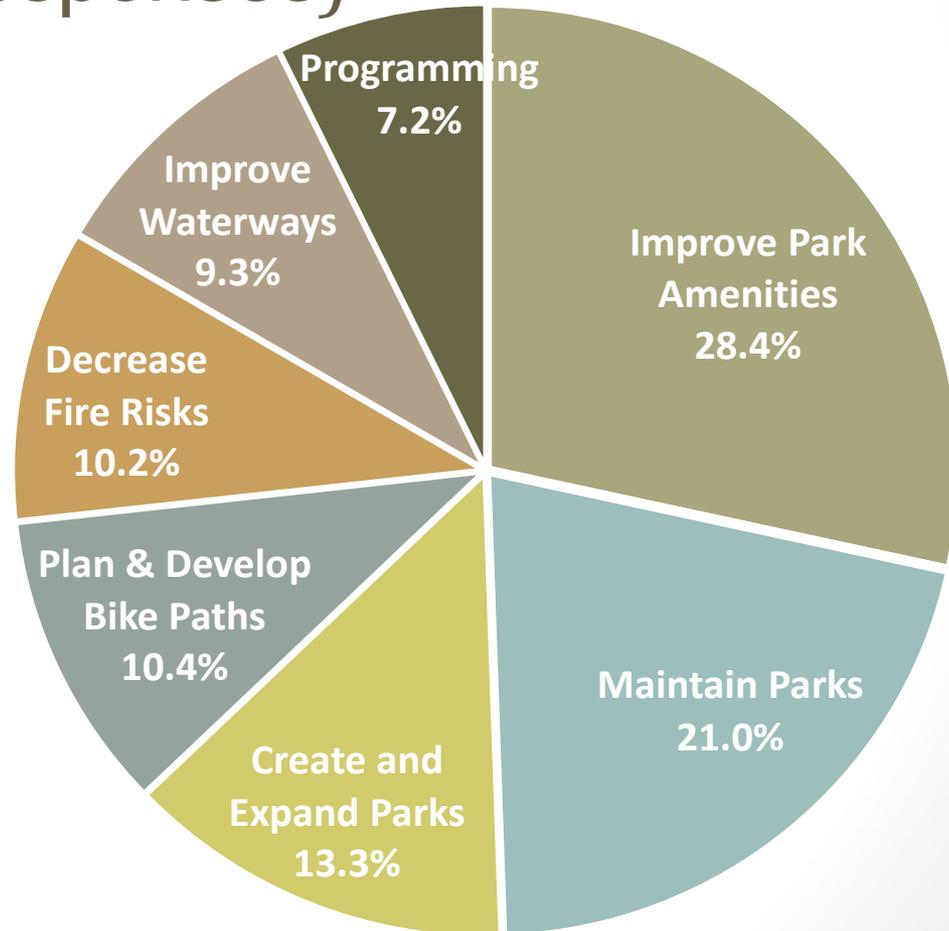
- Provide recreation, education and health programs for the community



# How would you like to see Measure M funding prioritized? (1676 combined responses)



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# Parks Measure Update Strategy

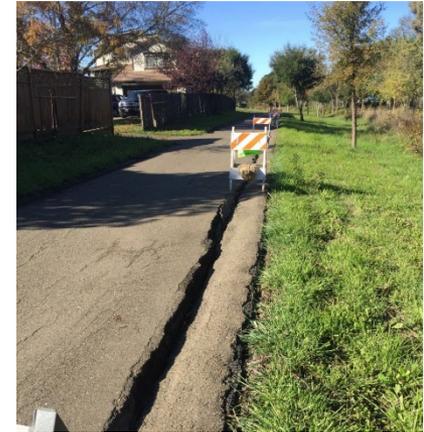
- Board of Community Services recommends grouping like categories - percent of total remaining funds received in years 3-10 (50/40/10)
  - All Capital Improvement categories - 50% of funds estimated at approx. \$7 million
  - Maintenance/Decrease Future Fire Risk - 40% of funds estimated at approx. \$5.5 million
  - Recreation category - 10% of funds estimated at approx. \$1.4 million

# Maintenance/Fuel Reduction

Awaiting results of the Parks Condition Assessment

## Potential Maintenance Improvements:

- Enhance current landscape contract to include:
  - Weed management within parks
  - Includes landscaped medians and roadside landscape park parcels
- Invasive plant reduction and fuel reduction in parks and open spaces
- Howarth Park tennis court repairs
- Galvin Park tennis court lighting improvements
- Sports Field improvements
- Playground fall protection improvements
- Irrigation system improvements



# Capital Project Priorities

1. **Improve and Develop** athletic fields, playgrounds, restrooms, picnic areas and visitor amenities
2. **Create and Expand** parks, trails, bikeways, public art, and recreational and historical facilities
3. Plan and develop **Bike Paths and Trails** with connections to schools, community spaces and regional trails
4. Improve the **Trails along Waterways** and riparian areas to benefit fish, wildlife habitat and water quality



# Capital Projects

- Capital projects
  - New projects
  - Deferred maintenance
  - Amenity replacement
- Common costs for capital projects
  - Playgrounds
  - Lighted, artificial turf, multi-purpose sport field
  - Dog Park
  - Acquisition
  - Monument sign



# Recreation

- Scenarios
  - 8 years: Recreation is estimated to receive approximately \$173,000/year
  - 6 years: Recreation is estimated to receive approximately \$230,000/year
- Recreation is proposing a 6 year plan for spending, why?
  - COVID uncertainty
  - Sales tax uncertainty
  - Community outreach
  - Preparation



# Parks Measure Next Steps

- Parks Condition Assessment
  - Complete Jan/Feb 2022
  - Develop specific projects and plans for community engagement
- Re-engage with the Community
  - Early Spring 2022
  - Receive community priorities for specific capital projects, maintenance enhancements and recreational programming

# Parks Measure Next Steps (Con't)

- Implementation
  - Early Summer 2022 Implement capital projects, maintenance enhancements, and recreational programming enhancement strategy
- Reporting/Updates
  - BOCS updates annually
  - Council approval via annual budget update
  - Community updates via outreach
  - Citizens Oversight Committee

# Recommendation

- It is recommended by the Transportation and Public Works Department and the Planning and Economic Development Department that Council, by resolution, approve the Parks Measure Priority Plan update for Parks Measure funds received in years 3-10.

QUESTIONS?