



Parks Measure (Measure M)

City Council
September 10, 2019

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Parks Measure Overview

- City Council by Resolution supports Measure M, October 2, 2018
- County placed “Measure M” tax initiative on ballot November 2018
- Voters passed and effective April 1, 2019 – March 31, 2029
- Estimated to generate \$11.5 million annually County-wide
- Santa Rosa estimated to receive \$1.9 million annually
- Maintenance of Effort: allows funding to be used for Parks and Recreation supplemental – requires a baseline commitment

Parks Measure Uses

Parks Measure specifically allows for the following:

- Maintain parks and recreation facilities to ensure safe, clean, accessible visitor experiences
- 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
- Provide recreation, education and health programs for the community
- Decrease future fire risks, fuel loads and invasive plants on city owned open space parks

Determining Priorities/Reporting

- Community engagement outreach strategy:
 - Develop city-wide outreach plan regarding priorities with Community Programs and Engagement Department
 - Maintain on-going and specific city-wide outreach
- Consultant:
 - Deferred maintenance assessment/time-frame
 - Assessment of unfunded parks and recreation priorities
 - Priority recommendations
- Reporting/Transparency:
 - BOCS recommendations - approximately every 6 months
 - Council approval annually during budget approval
 - Independent Citizens' Oversight Committee Annual Report

Funding Sources/Project Cost

- Parks Projects:
 - Parks Development Impact fees per zone
 - General Fund
 - Grants (including FEMA)
- Recreation Programming:
 - General Fund
 - Measure O – Neighborhood Services only
- Park and Recreation Maintenance:
 - General Fund
- Deferred Park and Recreation Maintenance:
 - General Fund as approved by Council
 - No specific funding source
- Sample Project Costs:
 - Bayer Park, Prince Gateway Park, Coffey Park

Initial Priority Plan

- City initial priority year 1-2:
 - Funding as needed for fire-related parks and recreation damages such as Coffey, Rincon Ridge, Fir Ridge, Nagasawa and Francis Nielsen Parks
 - Most projects will be complete by the end of 2020
 - Estimated funding available for non-FEMA funded line items \$3,450,000 +/-
 - Consultant deferred maintenance recommendations including probable schedule and cost estimates
 - RFP available November 2019, estimated consultant performance period March/April 2020 - March/April 2021
 - Estimated funding needed: \$250,000 - \$350,000 +/-

Initial Priority Plan

- City initial priority year 1-2 continued:
 - City-wide community outreach
 - BOCS recommendation for Initial and Long Term Plan received July 24, 2019
 - Development of Initial citywide strategy: 2 months, approximately first week of November 2019
 - Engagement strategy will include but is not limited to the Community Programs and Engagement Department team, CAB including the Empowerment Sub Committee, community partners such as our eight neighborhood associations and will be targeted city-wide including underserved communities
 - Engagement will include surveys, social media, and attending existing neighborhood and community engagement gatherings/meetings and other similar opportunities
 - Implementation of Initial city-wide strategy: November 2019 – March/April 2021
 - Annual BOCS recommendation and Council approval

Long-Term Priority Plan

- City priority year 2-10:
 - Determined via consultant recommendations, community outreach, BOCS recommendations, Council approval
 - Community outreach collected and summarized for BOCS recommendations March/April 2020 and again March/April 2021
 - Update plan in place for year 2-10
 - Annual BOCS recommendation March/April 2021
 - Annual Council approval during budget process 2021
 - 2-10 year plan approved by Council to be reviewed/updated no less than annually from community engagement, BOCS recommendations and Council approval 2021 - 2028

Next steps

- Community Outreach:
 - Develop a city-wide community outreach plan with Community Programs and Engagement Department for initial priorities and long-range projects/programs
- Consultant:
 - Prepare RFP for deferred maintenance consultant – enter into agreement
 - Consultant to prepare assessment and provide final report/recommendations
- Reporting/Updates:
 - Return to BOCS for recommendations no less than twice per year
 - Annual financial report to County Auditor
 - Update Council annually during the budget process

Recommendation

It is recommended by the Transportation and Public Works Department, Parks Division that Council, by Resolution, approve the Parks Measure Initial and Long-Term Plan to provide for Recreation and Parks uses as defined within Sonoma County Measure M.

Questions ?