



Parks for All (Measure M)

Board of Community Services
April 28, 2021

Jen Santos
Deputy Director, Parks

Parks for All Overview

WHEN November 6, 2018 with 72.6% support

WHAT 1/8 cent sales tax for 10 years

- April 1, 2019 – March 31, 2029

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

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

HOW Requires baseline commitment & Fiscal Oversight Committee

Background

July 24, 2019

Board of Community Services recommends Priority Plan

- Recovery of fire damaged parks and landscapes
- Deferred Maintenance park project priority list
- City-wide community outreach

Sept. 10, 2019

City Council approves Priority Plan

- By Resolution #RES-2019-142

Feb. 27, 2020

First Community Meeting

- Northwest Quadrant
- Hosted by WestEnd Neighborhood
- On-line survey available

March 2020

Covid-19 Pandemic

- Staff dedicated to Emergency Operations
- All meetings cancelled

Background

Sept. 27, 2020

Glass Fire

- Staff dedicated to emergency operations

Dec. 3, 2020

All Sports Measure M Meeting

- Survey sent to sports organizations in attendance
- 25 Attendees

Feb. 23, 2021

Deferred Maintenance/Condition Assessment

- Council approval of contract with Callander Associates
- Condition Assessment and Prioritization of Maintenance Projects

March 10, 2021

Second Community Meeting

- Northeast Quadrant (39 Attendees)
- Hosted by Santa Rosa Parks Foundation
- On-line survey available

Background

March 18, 2021

Third Community Meeting

- Southwest Quadrant (48 attendees)
- Hosted by LandPaths
- On-line survey available

March 25, 2021

Fourth Community Meeting

- Southeast Quadrant (51 attendees)
- Hosted by SouthPark Community Building Initiative
- On-line survey available

April 8, 2021

Surveys complete

- Data analysis begins
- Meeting host review

On-going and Next Steps

April 22, 2021

Fifth Community Meeting

- Citywide (14 attendees)
- Hosted by CoffeyStrong
- On-line survey available

TBD

Community Meeting

- All Spanish Citywide
- Hosted by F.C. Tahuichi Soccer Club
- On-line survey available
- Date TBD

TBD

On-going Community Meetings

- Additional targeted meetings to continue gathering a variety of age-group feedback
 - Afterschool programs
 - Historically disadvantaged neighborhoods
- All info available at ParksforAll website

Parks for All Uses

- Maintain parks and recreation facilities to ensure safe, clean, accessible visitor experiences



Parks for All Uses

Improve and develop athletic fields, playgrounds, restrooms, picnic areas and visitor amenities



A Place to Play Community Park



Galvin Community Park

Parks for All Uses

- Create and expand parks, trails, bikeways, public art, and recreational and historical facilities



Parks for All Uses

Plan and develop bike paths and trails with connections to schools, community spaces and regional trails

Park trail connection to Annadel State Park



Rinconada Park trail connection to Madrone Elementary



Parks for All Uses

- Provide recreation, education and health programs for the community



Parks for All Uses

- Decrease future fire risks, fuel loads and invasive plants on City-owned open space parks



Parks for All Uses

- Improve the trails along waterways and riparian areas to benefit fish, wildlife habitat and water quality.

Santa Rosa Creek Trail



Roseland Creek



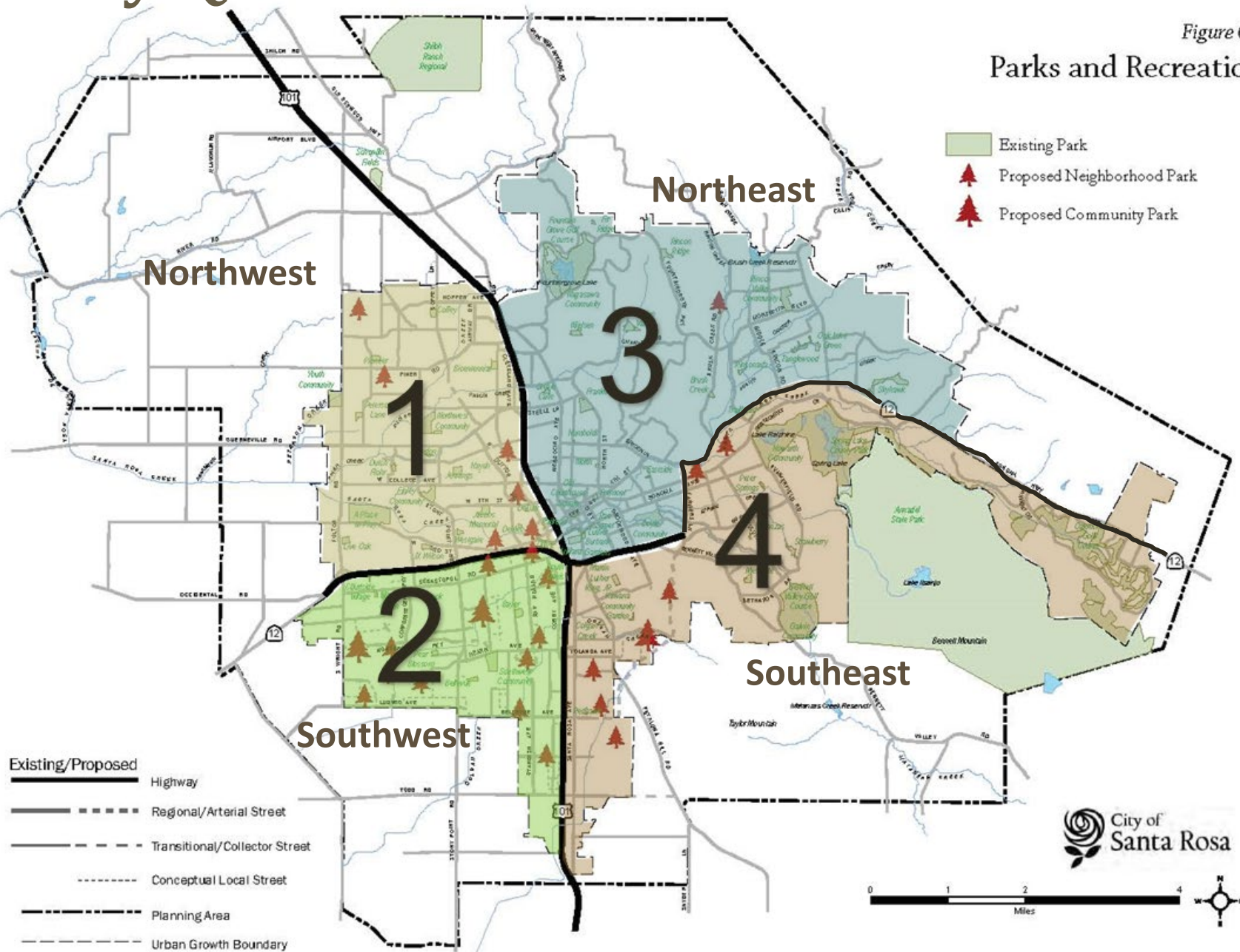
A Place to Play Community Park



City Quadrants

Figure 6-1

Parks and Recreation



Parks per Quadrant (Numbers and Acreage)

Park Type	Northwest	Southwest	Northeast	Southeast
Community Park	4 (198)	2 (39)	5 (108)	3 (181)
Neighborhood Park	20 (54)	9 (26)	19 (52)	12 (36)
Special Purpose Park	0 (0)	0 (0)	3 (18)	1 (153)
Open Space Park	0 (0)	1 (4)	7 (68)	6 (43)
Trail Park	1 (4)	1 (2)	1 (12)	3 (15)
Public Gathering Areas/Plaza	0 (0)	0 (0)	5 (9)	0 (0)
TOTAL PARKS TOTAL ACREAGE	25 parks (256 acres)	13 parks (71 acres)	40 parks (267 acres)	25 parks (428 acres)

Citywide Park Amenities



Playground	56	Baseball / Softball Diamond	13
Tennis Court	20	Boat Ramp	2
Picnic Table	31	Pond/Lake	3
Splash Pad/Pool	4	Fitness Equipment	4
Dog Park	9	Soccer Field	12
Amusement	3	Restroom	16
Large Grassy Area	38	Basketball Court	20
Golf Course	1	Fly Casting Pond/Fishing	2
Public Art	5	Skate Park	2
Bike Pump Track	1	Remote Control Racetrack	1
Volleyball Courts	3	Community Garden	2

Community Outreach

	Postcard	City Connections	Facebook	Nextdoor	Signs in Parks	Posters in Parks	City Website	News Release	E-Bulletin	Event Flyer
Northwest Quadrant		X	X	X			X	X		X
Northeast Quadrant		X	X	X	X	X	X	X	X	
Southwest Quadrant	X	X	X	X	X	X	X	X	X	
Southeast Quadrant	X	X	X	X	X		X	X	X	X



Data Analysis

Data Analysis

Three Data Sources

- Zoom Meeting Polls with Live Results
- On-Line SurveyMonkey Results
- VoxVote with Live Results

Combined results

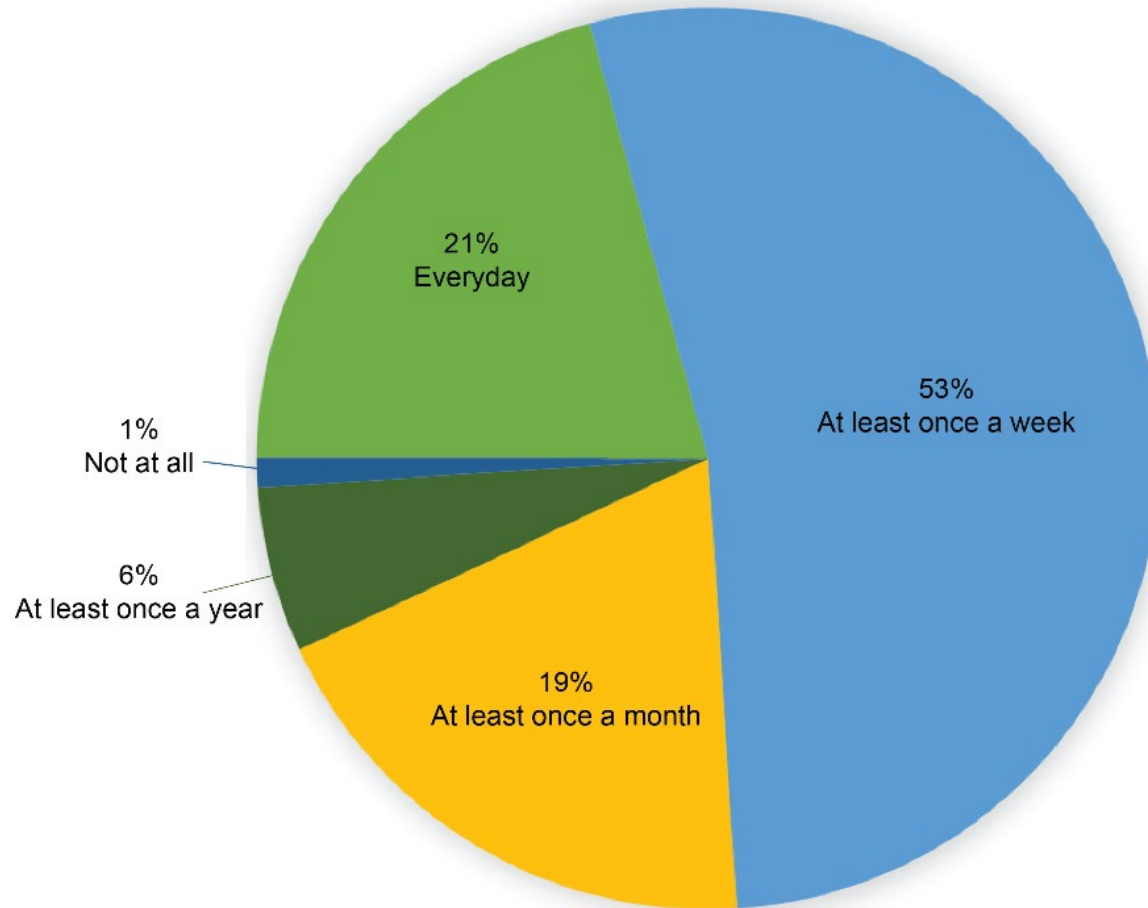
- Combined results for priority setting

Quadrant results

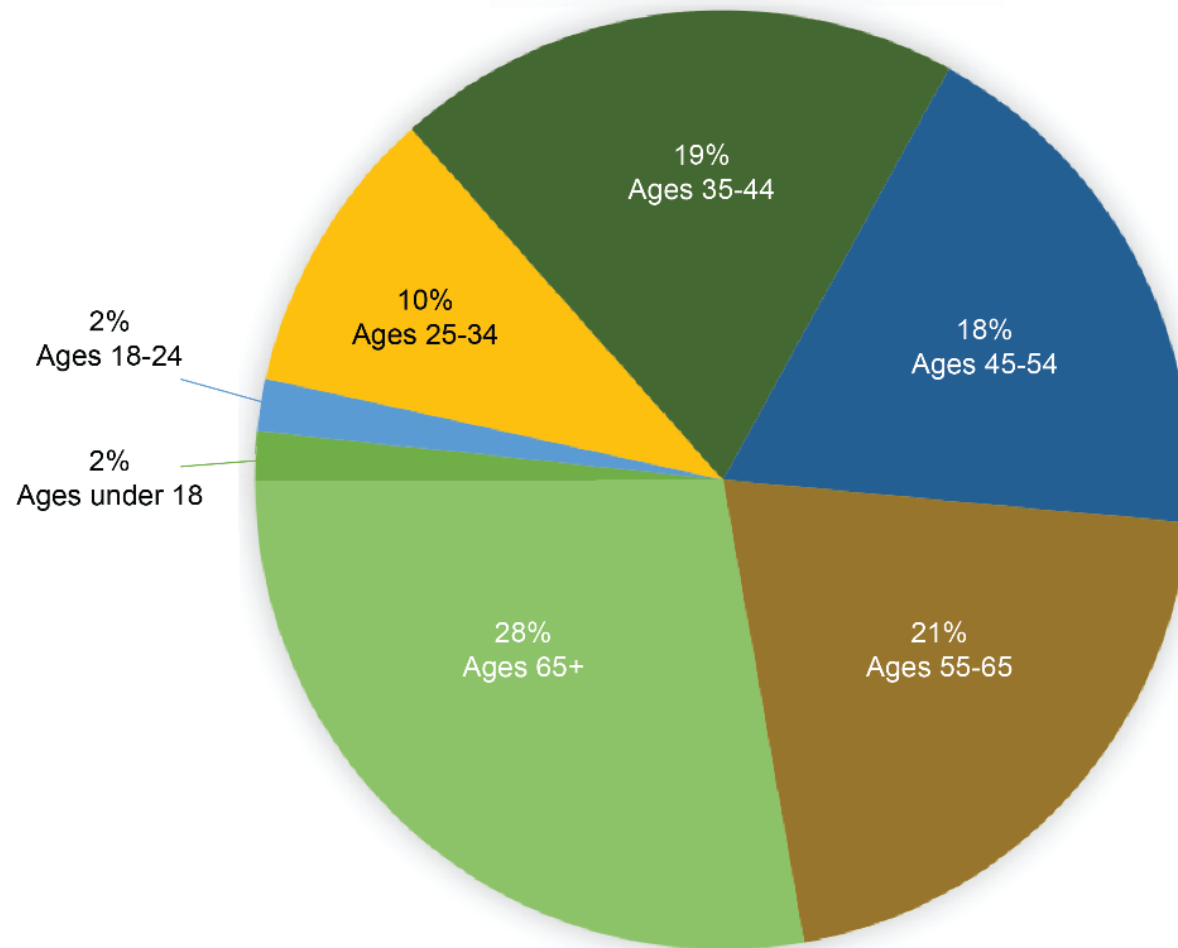
- Per Quadrant data results for priority setting

How often do you visit a City of Santa Rosa Park or Recreational Facility?

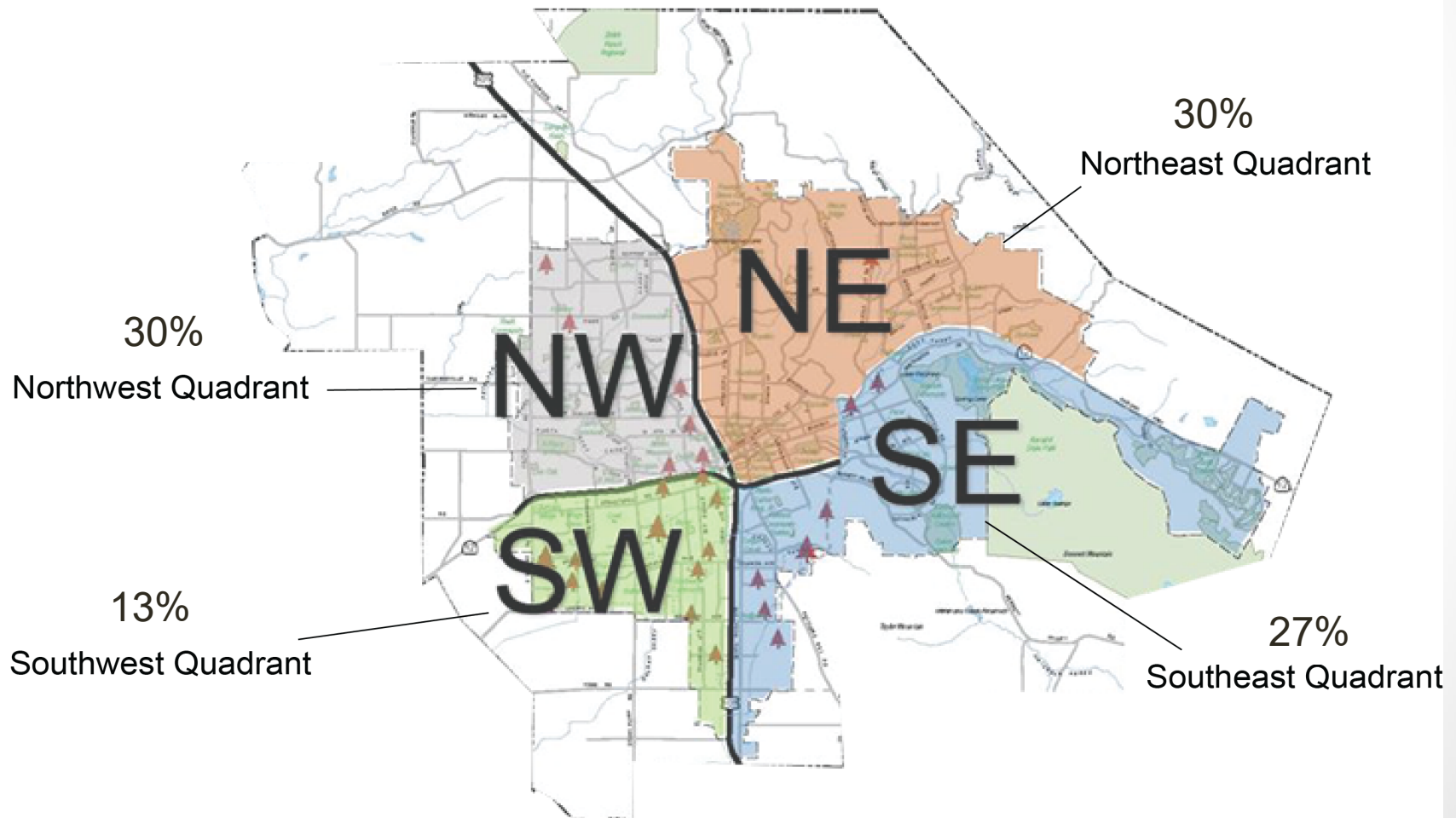
(945 responses)



What is your age group? (944 responses)



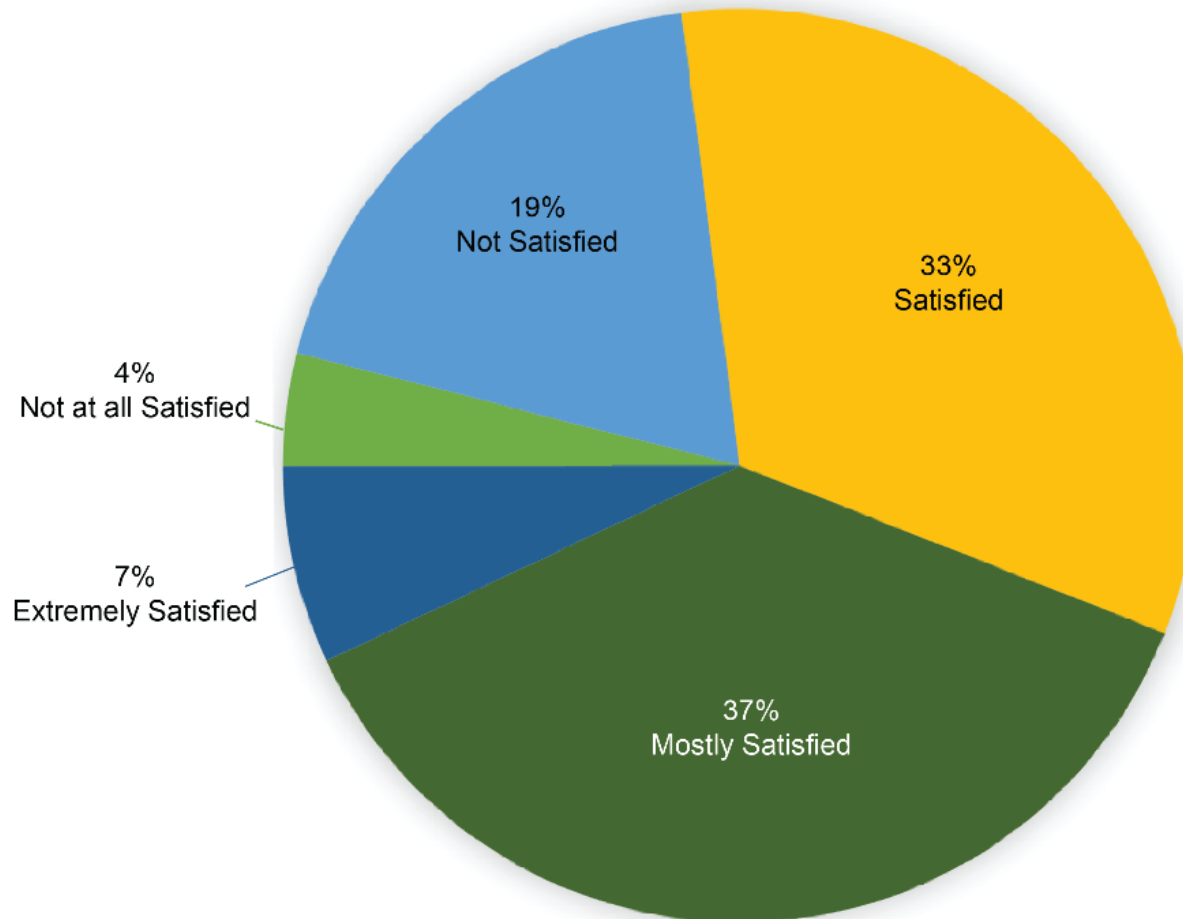
Where do you live within the City of Santa Rosa? (941 combined responses)



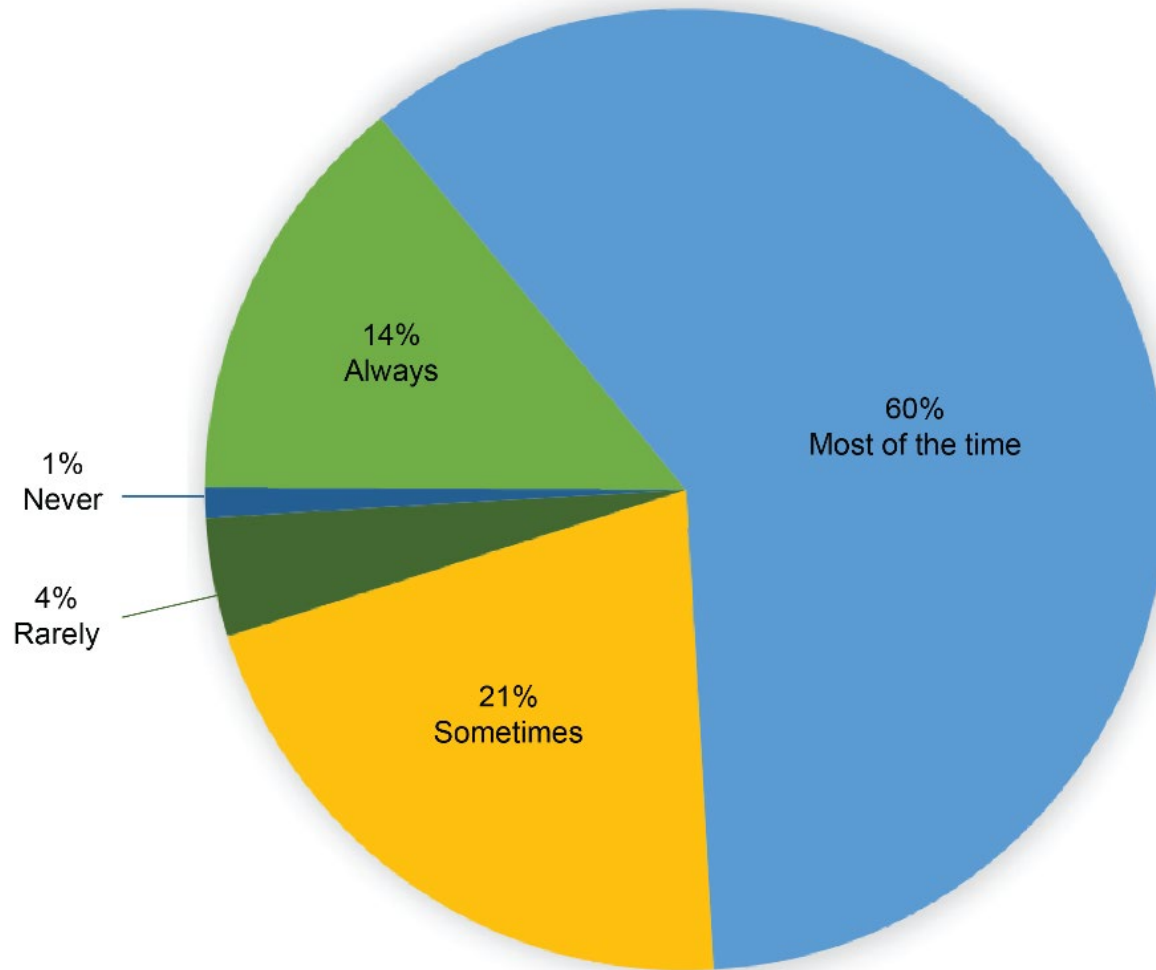
Which city park or recreational facility do you use most often? (886 responses)

Regional Galvin Park Howarth Spring Lake Park Prince Memorial Greenway
 Southwest Community Park Howarth Park Galvin Bellevue Ranch Luther King Jr
 Disc Golf Course Lake Ralphine Hidden Valley Rural Cemetery Gardens strawberry
 Juilliard Park Humboldt Community Park BVGC Bayer Taylor Franklin Park
 Juilliard Matanzas Southwest Coffee Park Mountain Disc Golf Annadel
 Ridgway Swim Center Burbank Home Gardens dog park
 Santa Rosa shiloh Bennett Valley Golf Comstock
 Taylor Mountain Live Oak Park Galvin Rural Cemetery
 Place Play Finley Center Coffey Park creek trail
 Howarth Park one Park Luther Burbank
 Spring Lake Bayer farm Howarth
 Northwest Community Park Finley trails Galvin Park Coffey
 Doyle Park Brush Creek Valley Golf Course Martin Luther King
 Youth Community Park Taylor Mountain Disc Doyle bench
 Luther Burbank Home Coffee Juilliard Galvan Rincon Valley Laguna
 Park Howarth Park Peterson Santa Rosa Creek Gavin Bicentennial park
 Southwest Community Rosa Creek Trail Prince Greenway Mesquite Youth Community
 Pioneer Park Valley Dog Park Franklin Park Galvin Park Colgan Creek Joe Rodota Trail
 Spring Lake Annadel Finley Aquatic Center Rincon

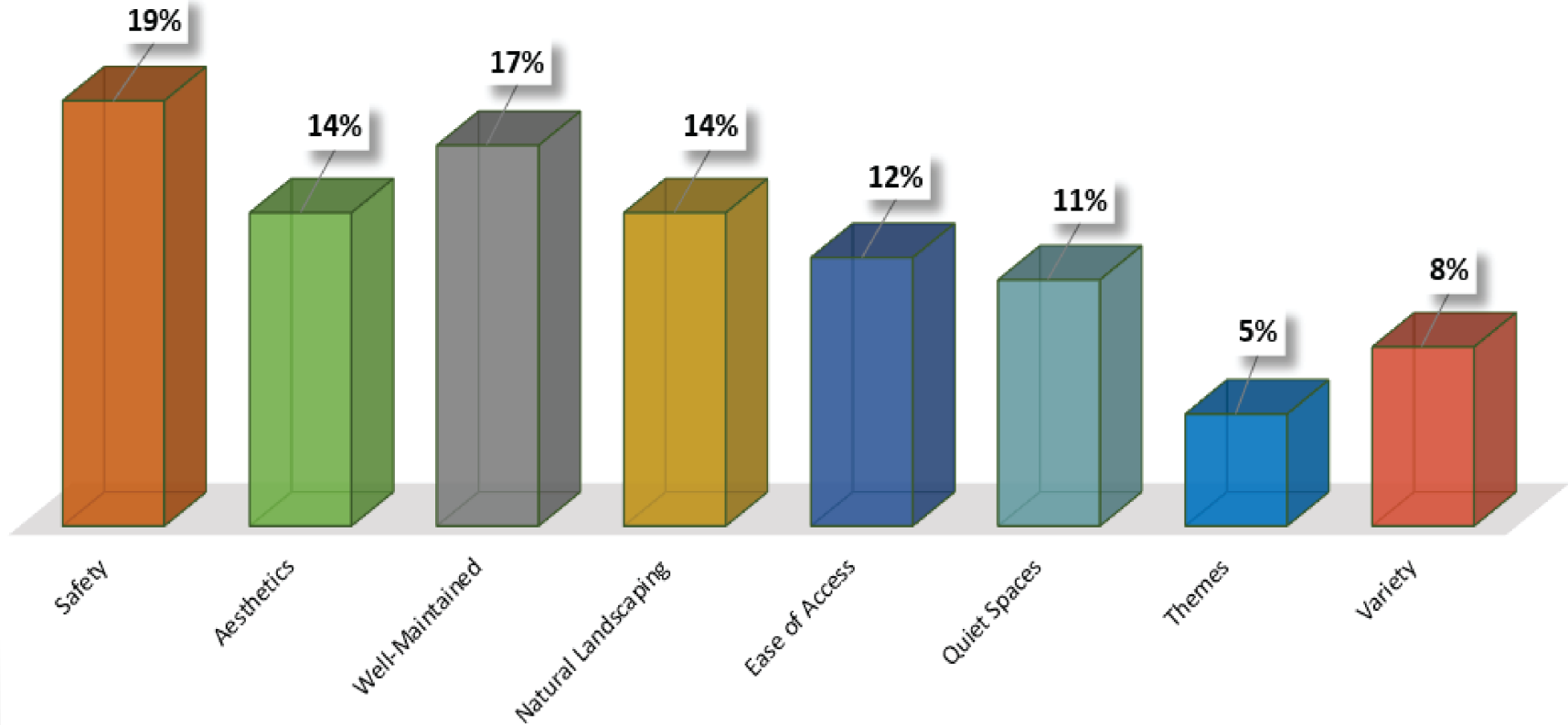
How satisfied are you with Santa Rosa Parks? (944 responses)



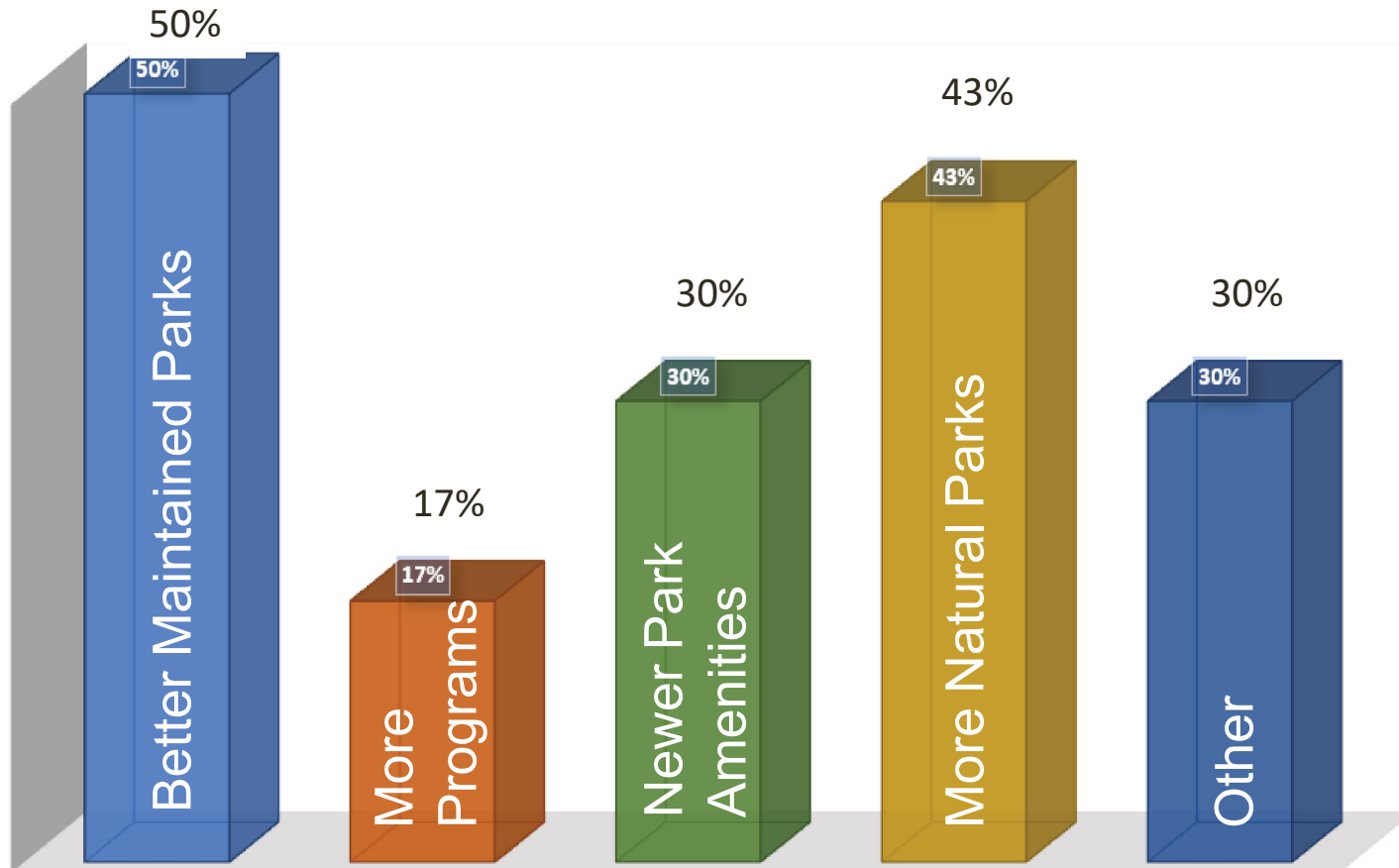
Do you feel safe when you visit Santa Rosa parks? (944 responses)



What are the most important qualities you want in a park? (936 responses)



How could your City of Santa Rosa parks and recreation experience be improved? (928 responses)



How could your City of Santa Rosa parks and recreation experience be improved? (274 responses)

Key Requests – Open Ended Responses

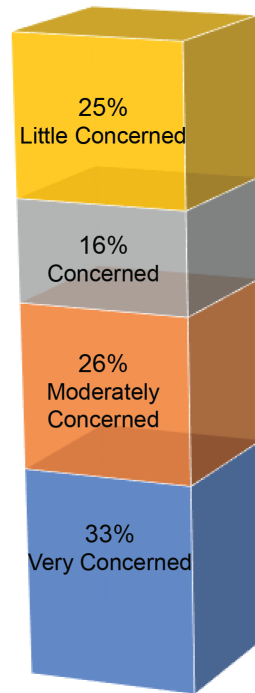
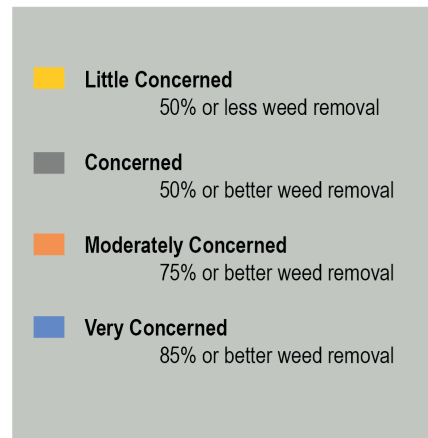
- **51:** homeless related issues
- **25:** more disc golf
- **18:** safety and security
- **16:** safe clean restrooms
- **14:** policing
- **8:** more pickleball
- **7:** dog park at Franklin
- **6:** safety in playgrounds
- **5:** southeast greenway
- **4:** separate trails from bicycles, music event space, Bennett Valley Golf
- **3:** swimming, accessible areas/playgrounds, water features, natural parks, less weeds, food and drink concessions

Open-Ended Responses	
Safety in Southwest Santa Rosa	1
Safety on Prince Greenway Trail	1
Empty Trash Cans at Dog Park	1
Parking at Howarth Park	1
Allow Dogs at all Parks	1
Zumba Class at Unity Park	1
Safe Clean Bathrooms	16
Policing	14
Maintain Access	1
Eastside Pool and Greenway	2
Surveillance cameras and Rangers on site	2
Better Baseball and Soccer Fields	1
Dealing with the Homeless Issue	51
New Developments should include Parks	1
Safety in playgrounds	6
New Skate Park	1
Mist Stations in Summer	1
Maintain Sports Fields	2
Better Maintenance at Doyle Park	2
Lack of Access to parks	1
Open Parking lot at Rosa Park	1
Swimming Pools	3
More Pump Tracks	1
MLK Park feels neglected	1
Family Community Events	1
Off Street Bike Paths	1
Gang Control	2
Public Art	1
Basketball Courts at parks	1

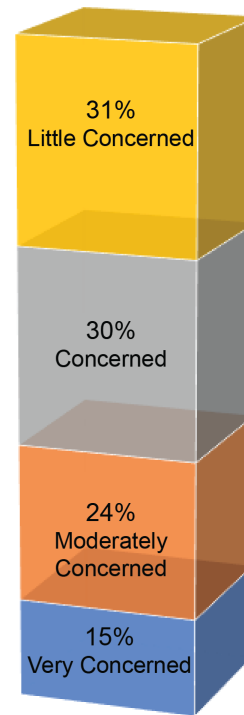
Open-Ended Responses	
Food and Drink Concessions at Parks	3
Develop Southeast Greenway Park	5
Clean	2
Good Parking Areas	1
Improved and Maintained Playgrounds	1
New Play Equipment at Bicentennial Park	2
Kids Play Area Programs for Kids	1
Fire Abatement	1
Running Trails with Soft Surface	1
Equestrian Facilities and Trails	1
Weed Control without toxic chemicals	2
Safety and Security	18
Community Gardens	2
Better Maps of Parks and Parking	1
Save our History	2
Less Weeds	3
Water, Wildlife	1
More Natural Parks	3
Separate trails from bicycles	4
Water Feature Parks	3
Golf Tournament	1
No Bark at Playgrounds	1
Benches	1
More accessible areas/Playgrounds	3
Recycling Bins	2
Better Playgrounds	1
Compost Bins	1
Maintain and Fix Tennis Courts	1
Acquire more land to connect parks	2

Open-Ended Responses	
More Walkable Access	1
California Native Plants	1
Cleaner Sand and Structures	1
New Irrigation at BVGC	1
Dog Area/Franklin Park	7
Another Golf Course	1
Keep BVGC	4
Badminton	1
Croquet	1
Music Event Space	4
More Disc Golf	25
Better Lighting	1
Get Mtn Bikers Somewhere Else	1
SR Creek West Trails Benches	1
Senior Focused Programs	1
Miter parking up to 2 hours	1
Lighting all tennis courts	1
Natural Area at Franklin Park	1
City Sponsored Basketball Tournaments	1
Better connected street trail/paths	1
Youth Community Park Improvements	1
Roseland needs improvement	1
Irrigate with recycled water	1
More Pickleball courts	8
Trail Signs	1
Bike access for Kids	1
Kawana Springs Park	1
Community Centers	1

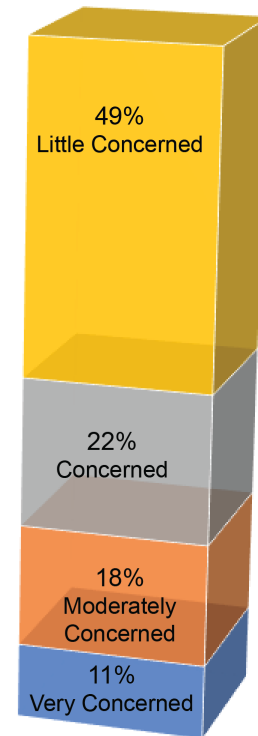
How concerned are you with weeds in the following park spaces and what level of weed control do you think is acceptable? (935 responses)



Sports Fields

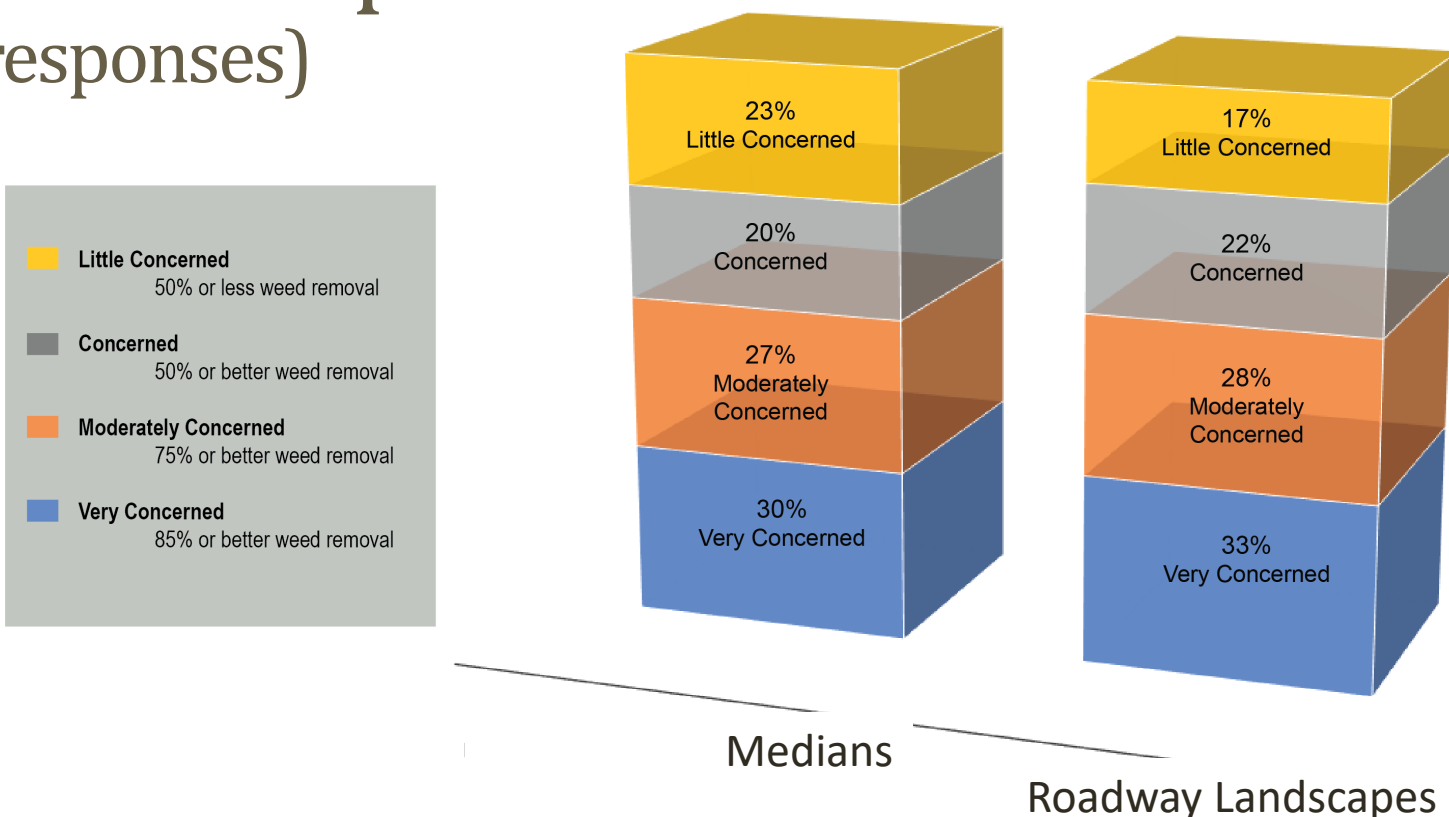


Adjacent to Trails/Paths



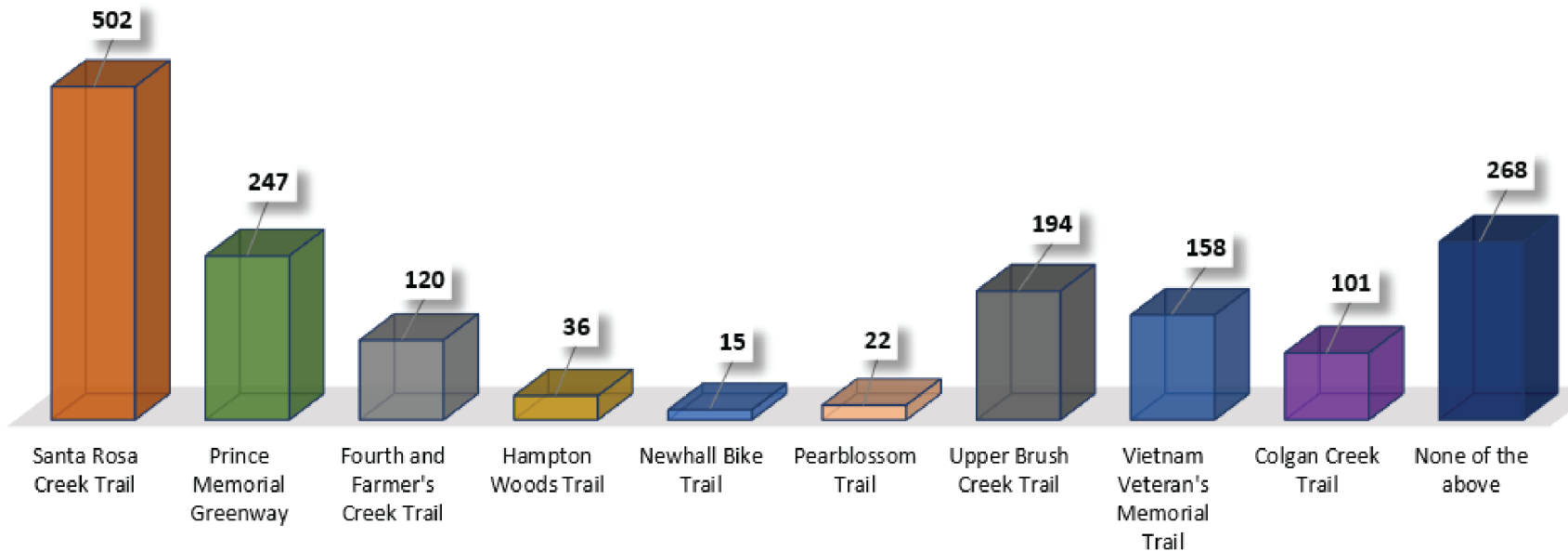
Natural Landscape Area

How concerned are you with weeds in the following roadway landscapes and what level of weed control do you think is acceptable? (935 responses)



Which city park pathways do you currently use? (916 responses)

Santa Rosa Creek trail: **502**
Prince Memorial Greenway: **247**
Upper Brush Creek trail: **194**



What City of Santa Rosa recreation programs or activities do you currently participate in or have in the past? (809 responses)

2021 Survey Participants:

Aquatics and Events: 89 (11%)

Youth Sports: 81 (10%)

Camps: 73 (9%)

Rentals: 41 (5%)

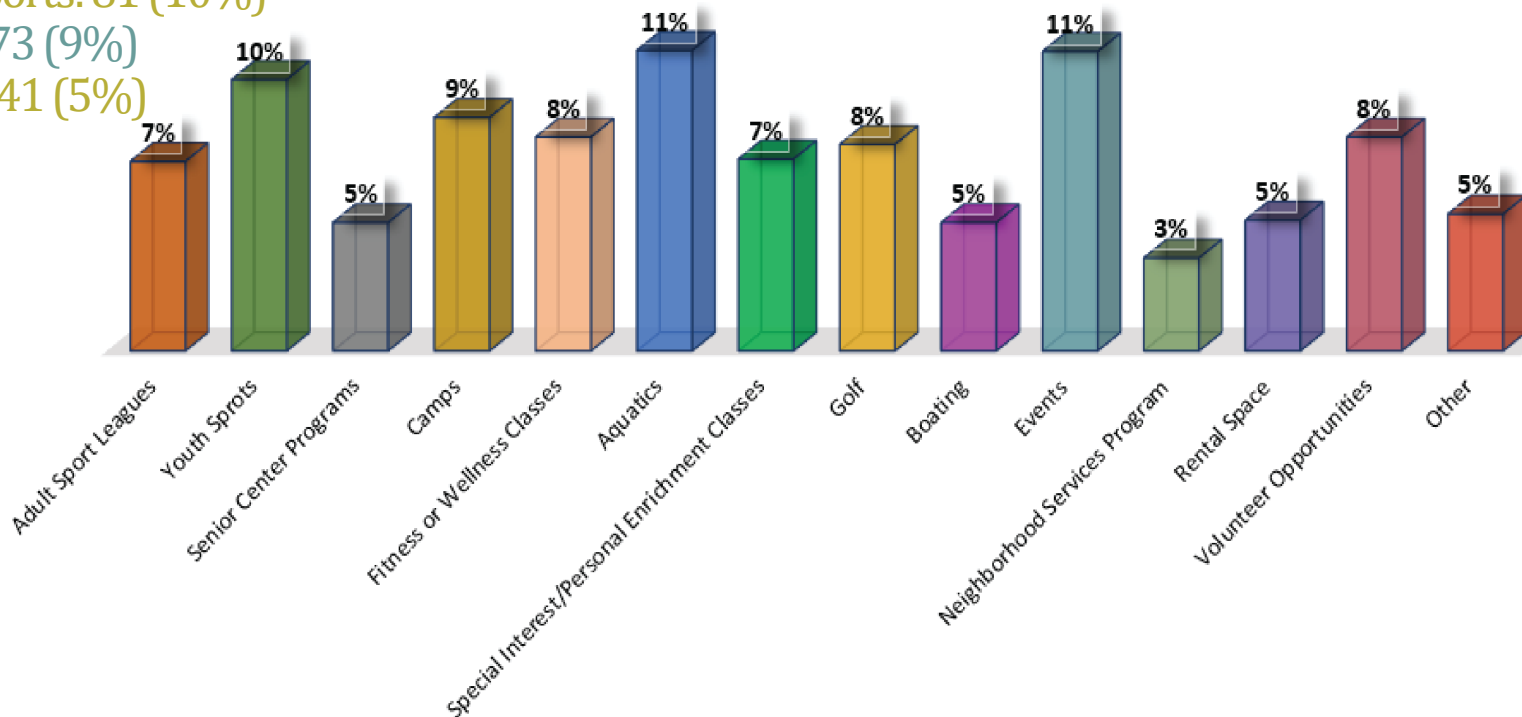
2019 Actual Participants:

Aquatics and Events: 133,363

Youth Sports: 323,111

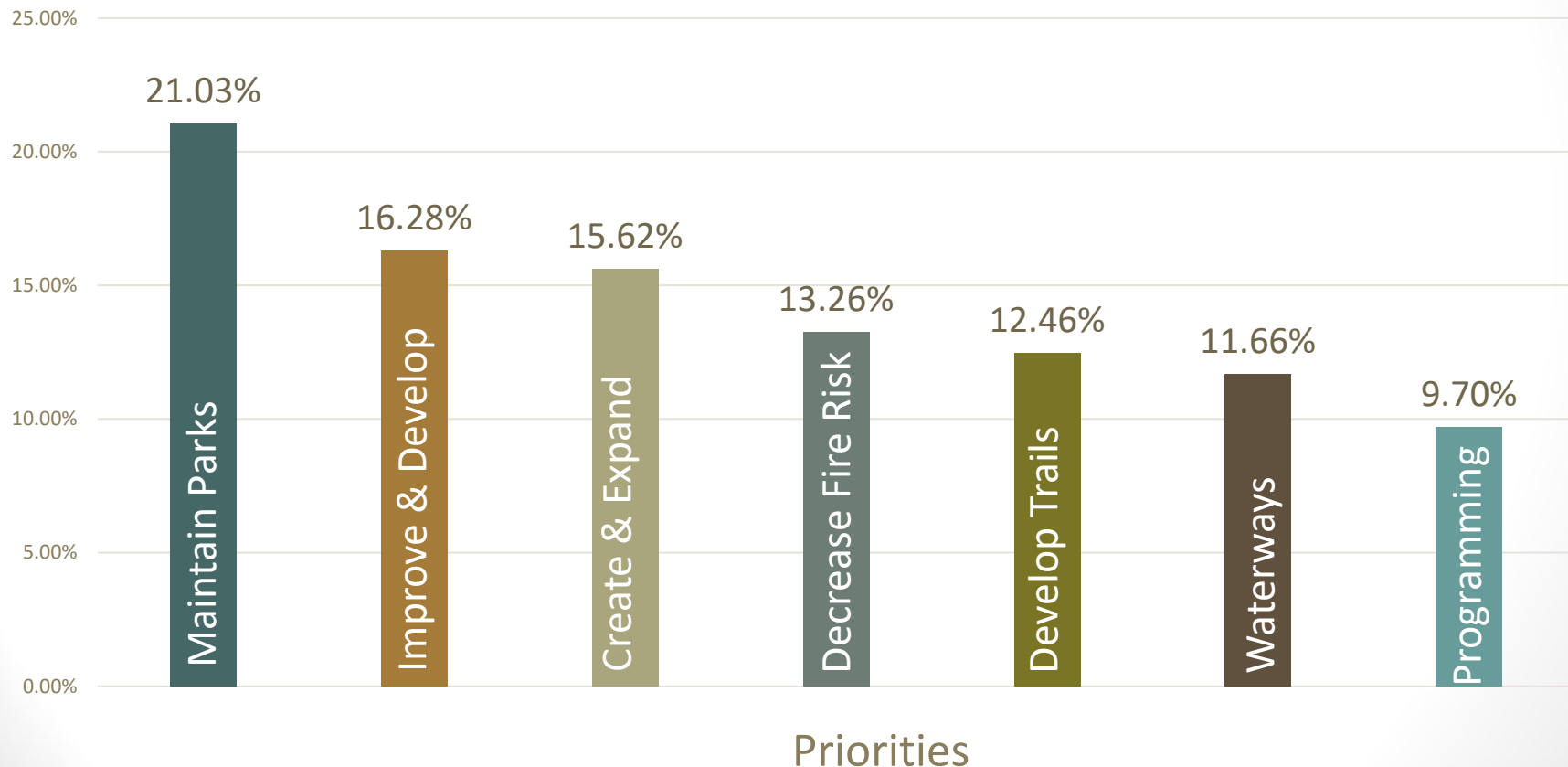
Camps: 3,102

Rentals: 306,990

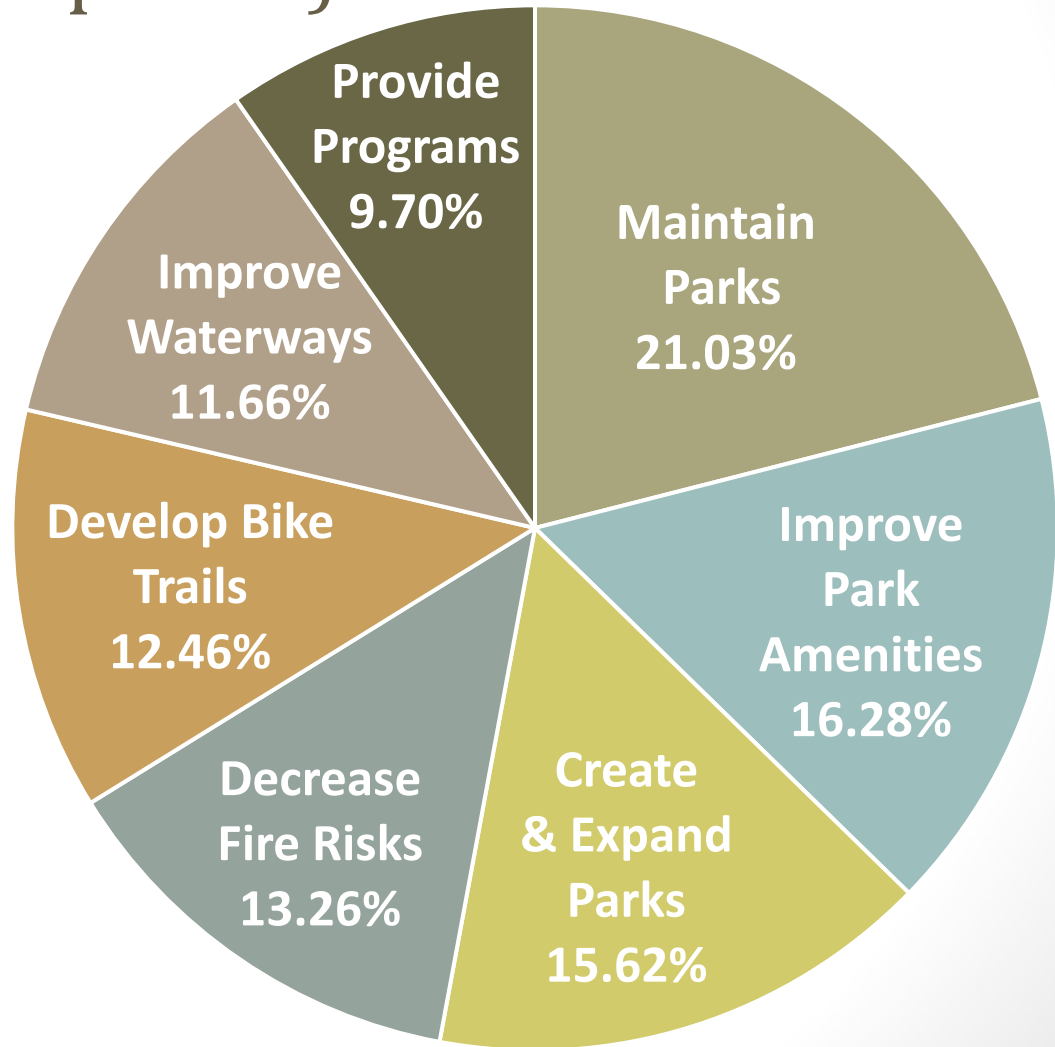


How would you like to see Measure M funding prioritized?

(952 combined responses)

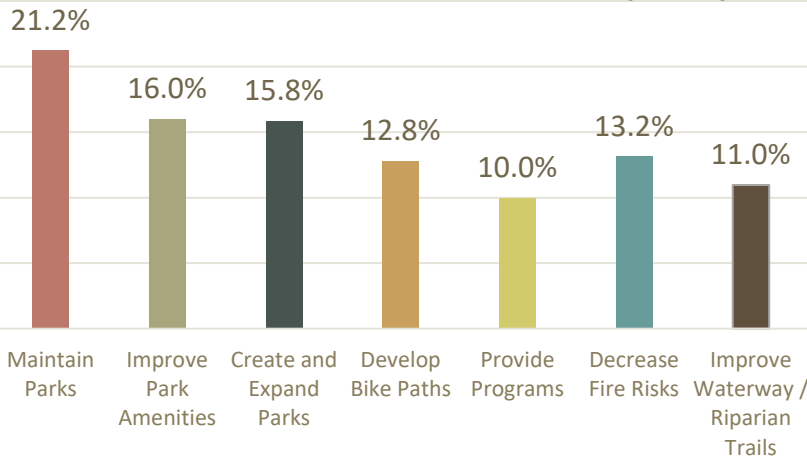


How would you like to see Measure M funding prioritized? (952 combined responses)

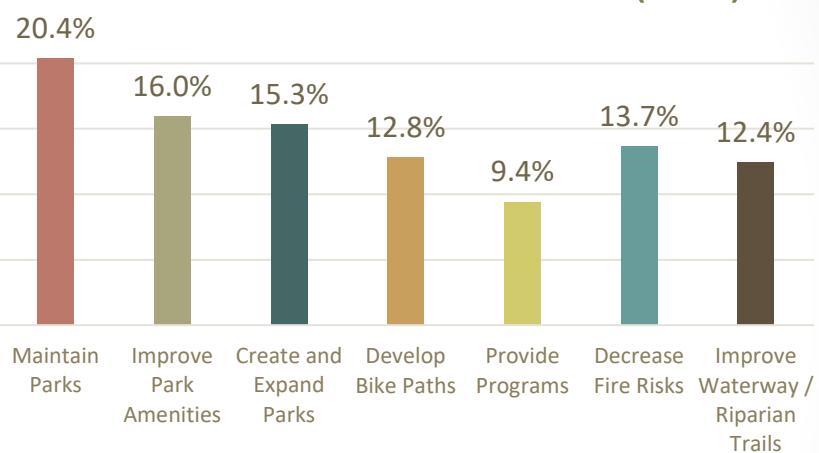


How would you like to see Santa Rosa Measure M – Park for All funding prioritized? (952 combined responses)

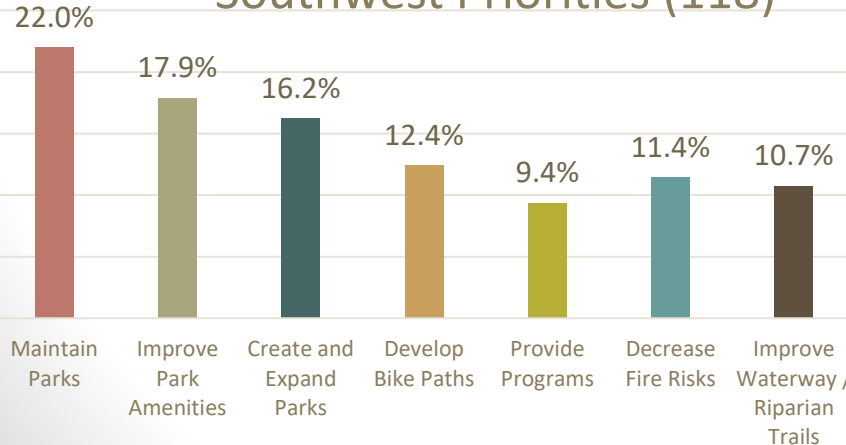
Northwest Priorities (282)



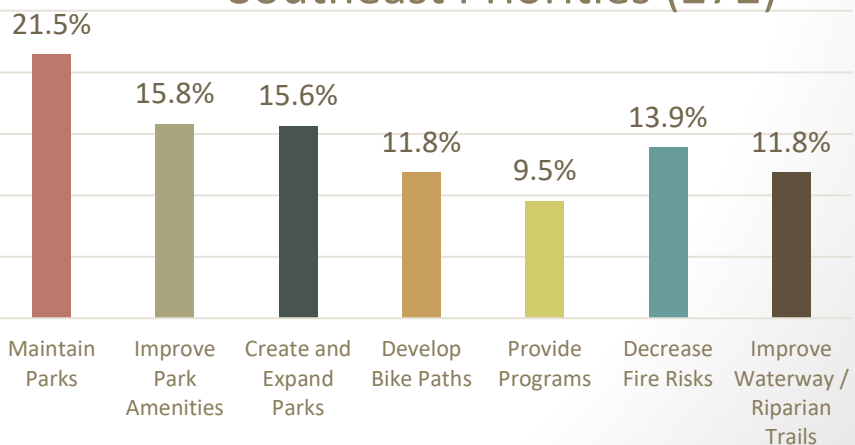
Northeast Priorities (280)



Southwest Priorities (118)



Southeast Priorities (272)



Funding Analysis



Measure M Parks for All

Funding Analysis - 8 years

- Estimated remaining funds (years 3 - 10)
 - \$1,917,737 million x 8 years = \$15,341,896
- Measure M funds administration (years 3- 10)
 - Fund continual costs for marketing materials/admin costs and one additional Park Planner to administer all rec and park projects for 8 years
 - \$187,500 x 8 years = \$1.5 million
- Updated estimated remaining funds (years 3 - 10)
 - \$15,341,896 minus \$1.5 million = \$13,841,896
- \$13,841,896 is estimate of remaining funds utilized to provide further analysis of funding options and recommendations
- All future funds are estimates and actual funds are based on the sales tax revenue collected each year
- Funds can be used to supplement and not to replace General Fund expenditures

Funding Analysis

percent of total option

Funding Analysis – percent of total

- 21 % Maintenance: $\$13,841,896 \times 21\% = \$2,906,798$ one-time funds
- 16.2% Improve and develop: $\$13,841,896 \times 16.2\% = \$2,242,387$ one-time funds
- 15.6% Create and expand: $\$13,841,896 \times 15.6\% = \$2,159,335$ one-time funds
- 13.3% Decrease future fire: $\$13,841,896 \times 13.3\% = \$1,840,972$ one-time funds
- 12.5% Improve the trails: $\$13,841,896 \times 12.5\% = \$1,730,237$ one-time funds
- 11.7% Plan and develop bike: $\$13,841,896 \times 11.7\% = \$1,619,501$ one-time funds
- 9.7% Provide recreation: $\$13,841,896 \times 9.7\% = \$1,342,663$ one-time funds

Total: \$13,841,893

Funding Analysis

grouping percent totals option

Funding Analysis – grouping percent of total

- 21% Maintain: $\$13,841,896 \times 21\% = \$2,906,798$ one-time funds
- 13.3% Decrease future fire: $\$13,841,896 \times 13.3\% = \$1,840,972$ one-time funds
Dedicate Sub total: $\$4,747,770$ one-time funds or
 $\$593,471$ per year
- 16.2% Improve and develop: $\$13,841,896 \times 16.2\% = \$2,242,387$ one-time funds
- 15.6% Create and expand: $\$13,841,896 \times 15.6\% = \$2,159,335$ one-time funds
- 12.5% Improve the trails: $\$13,841,896 \times 12.5\% = \$1,730,237$ one-time funds
- 11.7% Plan and develop bike: $\$13,841,896 \times 11.7\% = \$1,619,501$ one-time funds
Dedicate Sub total: $\$7,751,460$ one-time funds or
 $\$968,932$ per year
- 9.7% Provide recreation: $\$13,841,896 \times 9.7\% =$ Dedicate $\$1,342,663$ one-time funds or $\$167,832$ per year

Total: $\$13,841,893$

Funding Analysis

grouping and ranking option

Maintenance – most requested

- 50% of participants noted their parks and recreation experience could be improved by having better maintained parks
 - \$13,841,896 x 50% = \$6,920,948 one-time or
 - \$865,118 per year (8 years)
- 46% - 51% of participants would like to utilize a maximum of up to 25% of the remaining Measure M funds to enhance weed maintenance (years 3-10)
- 33% Participants very concerned about weeds in sports fields, and roadway landscapes
- 15% Participants less concerned about trail adjacent and natural area weeds
- Add in reduction of future fire risks
 - \$134,882 per year or \$1,079,056 one time
- Conclusion: increase in maintenance and reduction of future fire risk total:
 - \$6,920,948 + \$1,079,056 = \$8,000,004 one time or
 - \$865,118 + \$134,882 = \$1,000,000 per year (8 years)

Improvements: more requested

- All remaining funds after removal of most requested:
 - $\$13,841,896 \times 50\% = \$6,920,948$ one-time or
 - $\$865,118$ per year (8 years)
 - No remaining funds
- 40% of all the remaining funds after removal of most requested:
 - $\$13,841,896 \times 40\% = \$5,536,758$ one-time or
 - $\$692,094$ per year (8 years)
 - 10% remaining funds
- Per Quadrant total:
 - $\$5,536,758 / 4 = \$1,384,189$ per quadrant one-time funds
- Project priorities:
 1. Improve and Develop
 2. Create and Expand
 3. Improve Trails
 4. Plan and Develop Bike

Recreation: requested

- All remaining funds after removal of most and more requested (10%):
 - \$13,841,896 minus \$6,920,948 maintenance and fuel reduction and minus \$5,536,758 for Improvements = \$1,384,190 or
 - \$173,023 per year (8 years)
- Recap of grouping and ranking option:
 - Dedicate \$6,920,948 towards maintenance and fuel reduction
 - Dedicate \$5,536,758 towards Improvements including;
 - Improve and Develop
 - Create and Expand
 - Improve Trails
 - Plan and Develop Bike
 - Dedicate \$1,384,190 towards Recreation
 - Total: \$13,841,896

Conclusions and Recommendations



Recommendations

- Dedicate 50% of all estimated funding for years 3-10 towards Maintenance/Fuel reduction
 - Staff to develop an expenditure plan with Park Maintenance, Recreation, Fire teams and community partner hosts
 - Return for recommendation of specific funding plan options Summer 2021

Recommendations continued

- Dedicate 40% of all estimated funding for years 3-10 towards Improvements
 - Staff to develop an expenditure plan per quadrant with the following priorities:
 - 1) Improve and Develop
 - 2) Create and Expand
 - 3) Improve Trails
 - 4) Plan and Develop Bike
 - Staff to hold additional public meetings, work with our community host partners, per quadrant to collect feedback regarding specific project priorities
 - Utilize Deferred Maintenance report to provide project options to community
 - Staff to return with a detailed expenditure plan for improvements per quadrant late Spring 2022

Recommendations continued

- Dedicate 10% of all estimated funding for years 3-10 towards Recreational needs
 - Recreation staff in conjunction with our community partner hosts to develop plan to include options for expanded and/or additional programs/program support
 - Staff to hold additional public meetings/surveys if needed
 - Staff to return with a detailed expenditure plan

Conclusions

- Additional time to develop specific expenditure plans
- Develop specific expenditure plans based on recommendations and return to BOCS and Council for recommendation and approval
 - Maintenance/fuel reduction expenditure plan developed in the next few months
 - Improvement expenditure plan developed over the next year
 - Recreation expenditure plan developed each year