



Parks for All (Measure M) Priority Plan Update

Board of Community Services
September 22, 2021

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Jeff Tibbetts – Interim Deputy Director,
Recreation
Jeremy Gundy – Deputy Director, Field
Services

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

Feb. 27, 2020

Northwest Quadrant Community Meeting

Dec. 3, 2020

All Sports Meeting

Feb. 23, 2021

Parks Condition Assessment Project

March 10, 2021

Northeast Quadrant Community Meeting

March 18, 2021

Southwest Quadrant Community Meeting

March 25, 2021

Southeast Quadrant Community Meeting

Background continued

April 8, 2021

Surveys complete

- Data analysis begins
- Meeting host review

April 28, 2021

Board of Community Services

- Data Analysis provided
- Conclusions and recommended options
- Return in Fall 2021 or thereafter with update

April 22, 2021

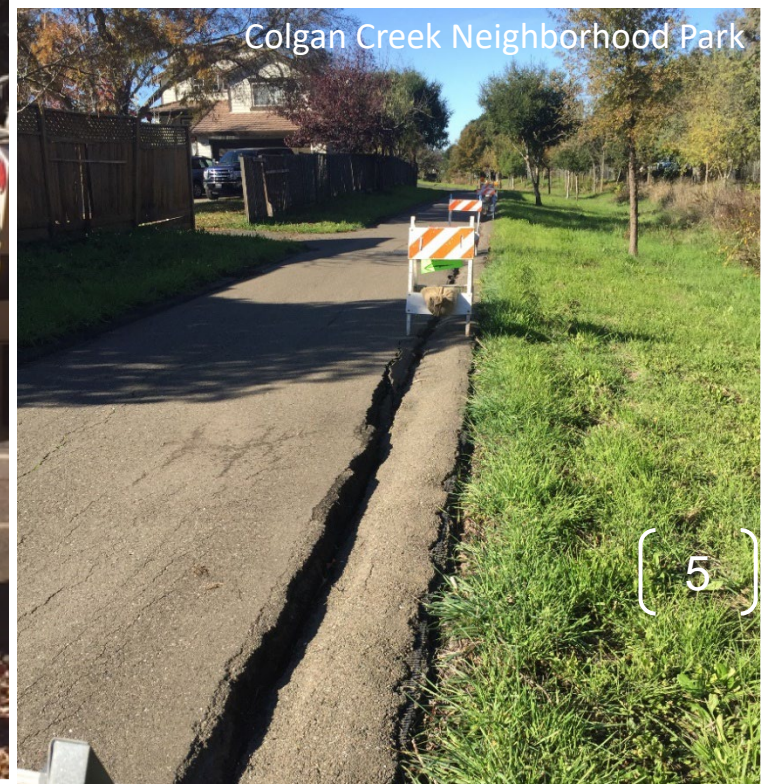
Citywide Community Meeting

June 24, 2021

Citywide Community Meeting in Spanish

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.



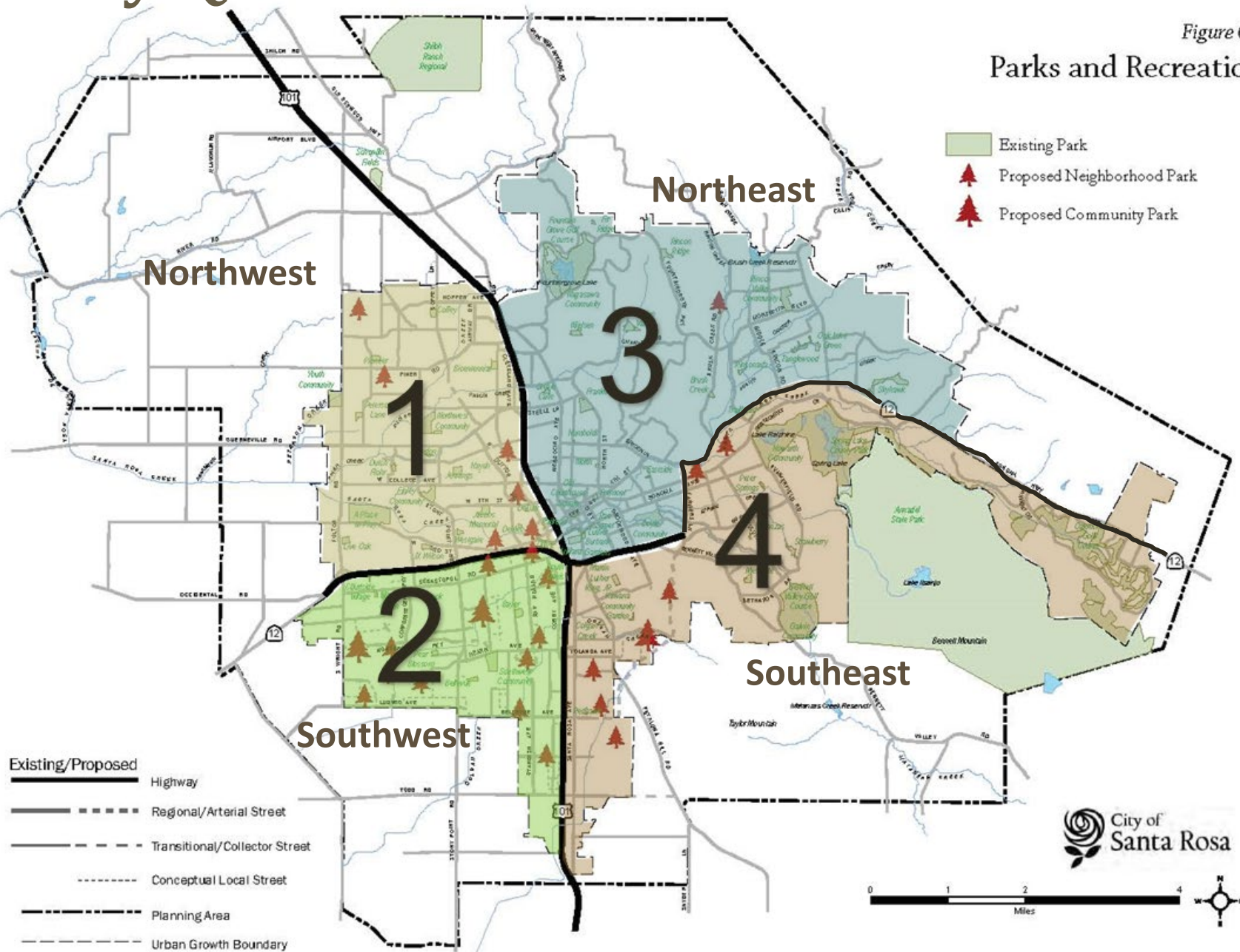


Data Analysis

City Quadrants

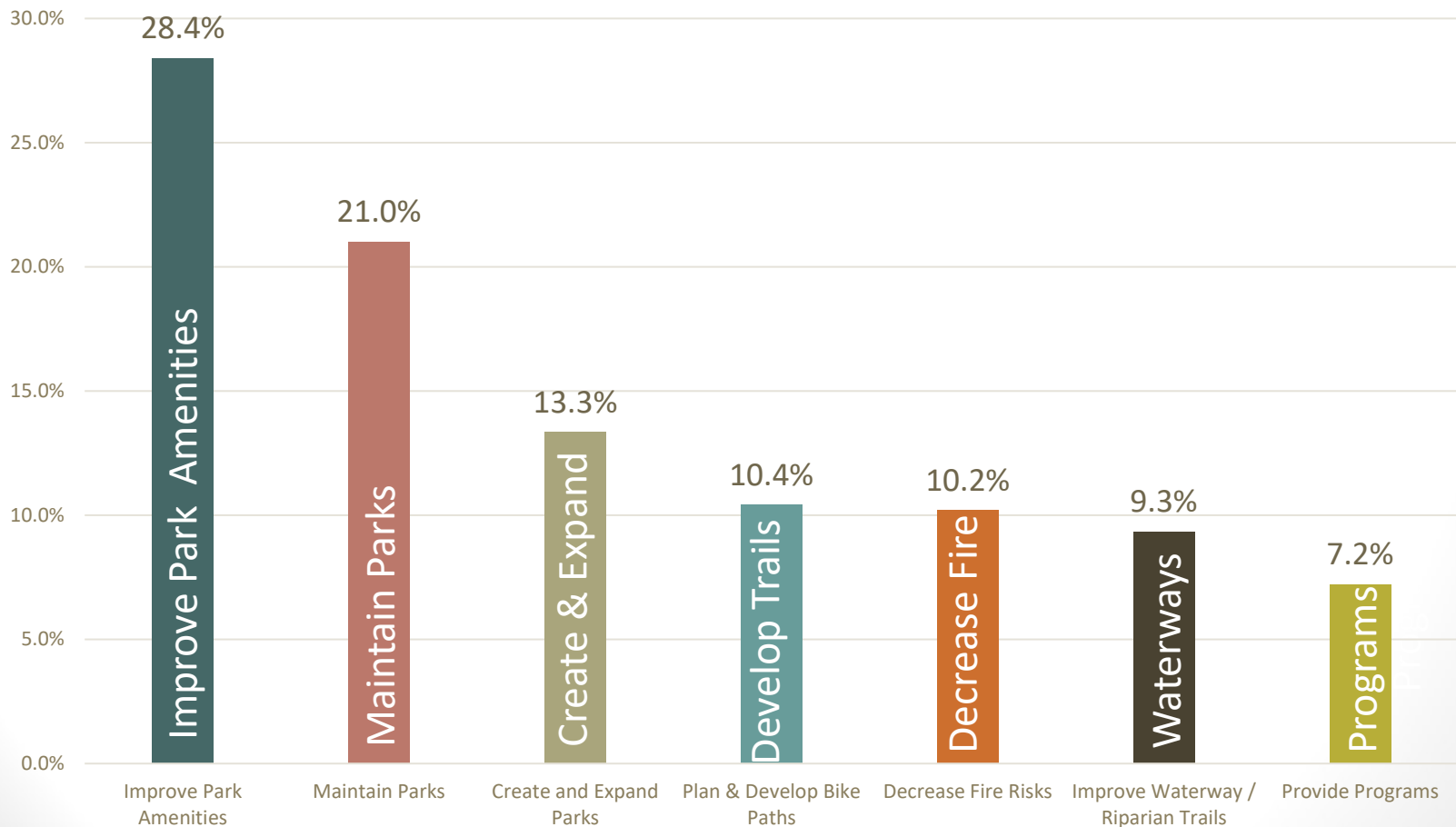
Figure 6-1

Parks and Recreation

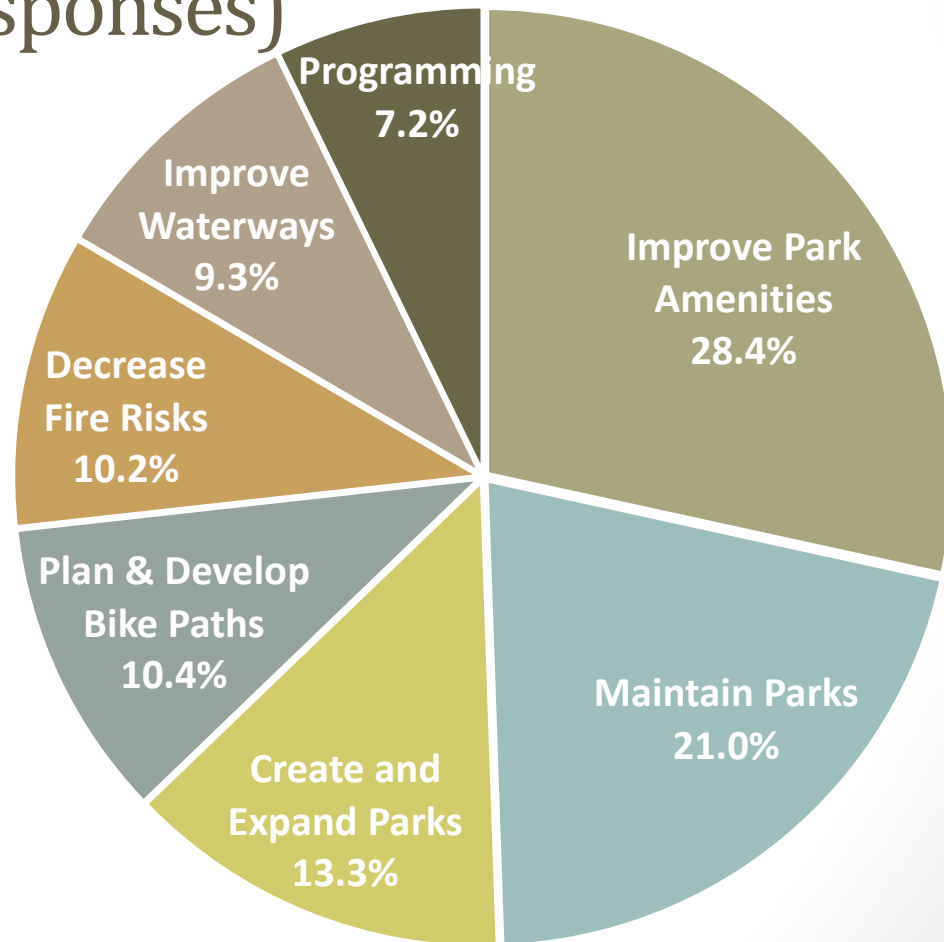


How would you like to see Measure M funding prioritized?

(1676 combined responses)



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



Funding Analysis



Measure M Parks for All

Funding Analysis Update

- Percent of total
 - Exact percent per each category
 - Very little funds per category (average of \$2 million one-time funds per category)
- Grouping percent of total
 - Exact percent per each category grouped with similar implementation categories
 - Maintenance/Decrease Future Fire Risk : \$4,318,671 one-time funds (\$4,747,770)
 - All capital improvement categories: \$8,449,093 one-time funds (7,751,460)
 - Recreational category: \$996,616 one-time funds (\$1,342,663)
- Grouping and Ranking
 - Utilizing the grouping as a percent of total AND factoring in ranking of categories from the community
 - All Capital Improvement categories (50% of total remaining funds = \$8,000,004 one-time funds)
 - Maintenance/Decrease Future Fire Risk (40% of total remaining funds = \$5,536,758 one-time funds)
 - Recreational category (10% of total remaining funds = \$1,384,190 one-time funds)

April 28, 2021



Conclusions/Recommendations Recap

Maintenance

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 (28.4%)
2. **Create and Expand** parks, trails, bikeways, public art, and recreational and historical facilities (13.3%)
3. Plan and develop **Bike Paths and Trails** with connections to schools, community spaces and regional trails (10.4%)
4. Improve the **Trails along Waterways** and riparian areas to benefit fish, wildlife habitat and water quality (9.3%)



Capital Projects

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



Capital Projects Analysis

- Per quadrant capital options
 - \$8,449,093 one-time funds or
 - Per quadrant: \$2,112,273 per quadrant one-time funds
- Equitable Scenarios
 - Four quadrants (Hwy 101 and Hwy 12)
 - 4 community park playgrounds and 4 neighborhood park playgrounds (1 per quadrant)
 - 1 multi-purpose, lighted, artificial turf sport field (citywide)
 - Two quadrants (East and West of Hwy 101 or North and South of Hwy 12)
 - 2 community park playground and 2 neighborhood park playground (2 per quadrant)
 - 2 multi-purpose, lighted, artificial turf sport fields (citywide)
- Other Considerations
- Next steps
 - Parks Condition Assessment Priorities due early 2022
 - Community Meeting series Spring 2022

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
 - Preparation
 - Community outreach
- Next steps



Priority Plan Strategy

- BOCS input regarding strategy - September 2021
- City Council input regarding strategy - Nov/December 2021
- Parks Condition Assessment - early 2022
- Community Meeting Series - Spring 2022
- Analyze community input
- Develop Priority Plan based on community input
- BOCS recommendation regarding Priority Plan - Summer 2022
- City Council approval of Priority Plan - late Summer 2022
- Implement Capital projects, maintenance plan and recreational programming plan

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Questions?