



Agenda
City of Scotts Valley
Parks and Recreation Commission
Date: December 15, 2022 – 3:15 pm

CITY OF SCOTTS VALLEY	MEETING LOCATION	POSTING:
Recreation Division 361 Kings Village Road Scotts Valley, CA 95066	City Council Chambers 1 Civic Center Drive Scotts Valley, CA 95066 Zoom for public	Agenda Posted 12/9/22 Parks & Rec & City Hall

Any documents produced by the City and distributed to a majority of the Commission regarding any item on this agenda will be made available on the City's website at the following link: <https://www.scottsvally.org/AgendaCenter/Parks-Recreation-Commission-10>

P&R Commissioners

David Sanguinetti, Chair
Heidi Denger, Commissioner
Gillian McGlaze, Commissioner
Rebecca Sorci-Murray, Commissioner
Martin Spierings, Commissioner

City Staff Members

Chris Lamm, Public Works Director/City Engineer
Ali Robinson, Recreation Division Manager
Lauren Lambert, Deputy City Clerk
Cathie Simonovich, City Clerk

Public Participation:

The meeting will be in-person at City Hall. The public is welcome to attend in-person or virtually via Zoom. For those wishing to participate via Zoom you can join the following ways:

- Please click the link below to join the webinar:
<https://us02web.zoom.us/j/83541808984?pwd=SHNmSTdHVkdIazRHTWovb09sWmtYQT09>
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US: +1 669 444 9171 or +1 669 900 9128 or +1 253 205 0468 or +1 253 215 8782 or +1 346 248 7799 or +1 719 359 4580 or +1 360 209 5623 or +1 386 347 5053 or +1 507 473 4847 or +1 564 217 2000 or +1 646 558 8656 or +1 646 931 3860 or +1 689 278 1000 or +1 301 715 8592 or +1 305 224 1968 or +1 309 205 3325 or +1 312 626 6799

Webinar ID: 835 4180 8984

You will be given opportunities to provide public comment at the appropriate times throughout the meeting via Zoom. If you are participating via dial-up only, use *9 to raise your hand at the requested time.

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How to comment via Zoom:

1. At the appropriate times during the meeting for public comment, on items not on the agenda, and on specific agenda items, the Chair will announce that public comment will be accepted. Our usual time limits of 3 minutes per individual, or 5 minutes for an individual who is representing a group of three or more, will apply. Please note that per our standard practice, this is not a question and answer time, but simply a time for you to provide your comments to the Commission.
2. There is an option on Zoom to raise your hand. Please click on this option when the Chair announces that public comment will be taken. Zoom places people in line automatically. If you are participating via dial-up, you can raise your hand at the appropriate time by pressing *9. When it is your turn, you will be unmuted, and you will be able to make your comments based on the above time frames. Once your time is up, you will once again be muted and the next person in line will be given their opportunity to speak.

How to comment via email:

1. Members of the public may provide public comment by sending comments to the Parks & Recreation Division via email at rec@scottsvally.gov.
2. Additional materials and emails must be received by 12:00 pm the day of the meeting and will be distributed to agenda recipients prior to the meeting.
3. Emails received after 12:00 pm the day of the meeting will not be included in the record.

Call to Order: 3:15pm

Roll Call

Consent Agenda

Approval of September 15, 2022 meeting minutes.

Additions/Deletions to Regular Agenda

(Any person wishing to speak on the consent or regular agenda may do so by raising their hand as the item is called out by the chairperson.)

Parks and Recreation Staff Update: Staff Updates – Department & Division

Public Comment Time

This portion of the agenda is reserved for discussion by the public of items which are NOT agendized. No action may be taken by the Commission except to refer the matter to staff and/or place it on a future agenda. It is in the best interest of the person speaking to the Commission to be concise and to the point. All speakers are requested to sign their name at the podium so their name may be accurately recorded in the minutes of the meeting. A time limit of three minutes per individual will be allowed. If speaking on behalf of a group, the speaking time limit will be 5 minutes.

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Regular Agenda

1. Parks Master Plan & Recreation Strategic Plan update, oral report – PWD Lamm *page 8*
2. Code of Conduct draft review – RDM Robinson *page 45*
3. Polo Grounds HOA Agreement, oral report – PWD Lamm
4. Prop 68 Playground update, oral report – PWD Lamm *page 51*
5. Recreation Restoration Plan 4-month progress update – RDM Robinson *page 57*
6. Ad-Hoc Committee Appointment – Chair Sanguinetti *page 73*

Future Agenda Items

Adjournment

The City of Scotts Valley does not discriminate against persons with disabilities. The Commission meeting locations are accessible facilities. If you wish to attend a Commission meeting and require assistance such as sign language, a translator, or other special assistance or devices in order to attend and participate at the meeting, please call the Scotts Valley Recreation at (831) 438-3251 five to seven days in advance of the meeting to make arrangements for assistance. If you require the agenda of a Commission meeting be available in an alternative format consistent with a specific disability, please call Scotts Valley Recreation. The California State Relay Service (TDD to voice: 1-800-735-2929, voice to TDD: 1-800-735-2922), provides telecommunications devices for the Deaf and will provide a link between the TDD caller and users of telephone equipment.



Meeting Minutes

City of Scotts Valley

Parks & Recreation Commission

DATE: September 15, 2022

CITY OF SCOTTS VALLEY

Recreation Division
361 Kings Village Road, SV
Scotts Valley, CA 95066

MEETING LOCATION

Zoom Mtg.
<https://us02web.zoom.us/j/88036037828>

POSTING:

Agenda Posted on City website &
SV Park & Recreation

Any documents produced by the City and distributed to a majority of the Board regarding any item on this agenda will be made available at Scotts Valley Rec, 361 Kings Village Drive, Scotts Valley, during normal business hours, Tue. & Thurs. 8am to 12pm.

Meeting called to order at: 6:01 pm

Roll Call

Present: Chair Sanguinetti, Commissioner Denger, Spierings, and Sorci-Murray

Absent w/ notification: Commissioner McGlaze

P&R Commissioners

Dave Sanguinetti, Chair
Heidi Denger, Commissioner
Martin Spierings, Commissioner
Rebecca Sorci-Murray, Commissioner
Gillian McGlaze, Commissioner

City Staff Members

Chris Lamm, Public Works Director/City Engineer
Ali Robinson, Recreation Division Manager
Elisa Welsh, Administrative Secretary III

Consent Agenda:

M/S: Sanguinetti/Spierings to approve May 19, 2022 meeting minutes and August 18, 2022 meeting minutes. Carried:
3/0

Abstain: Denger/Sorci-Murray

Additions/Deletions to Regular Agenda: None

Parks and Recreation Staff Update:

- PWD Lamm informed the Commission of the following:
 - Prop 68—to replace playground equipment at Skypark—is moving forward and an agreement will be taken to City Council in the next two weeks. Lead time for the project is projected to take 6-7 months.
 - Polo Ranch and the playground are to be maintained by the HOA but they are open to public use. Commissioner Spierings requested staff to bring back more information regarding maintenance and right of ownership.

Public Comment Time:

Ellen Buckingham expressed her opinions regarding the City's ADA non-compliance. She informed the Commission that there are no legally valid parking spaces at the Scotts Valley Parks, and asked the Commission what City-run programs are accessible to all disabled people. She also expressed concern for the Skypark playground project.

Cynthia Dzendzel expressed her desire for improvements to be made to the bocce courts.

Meeting Minutes
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Richard Yee, with the Lacrosse Association, asked the Commission to consider altering the soccer league's 3-year MOU with the City to allow for more than one organization to use the fields.

Regular Agenda:

1. New Commissioner:

Chair Sanguinetti welcomed new Commissioner, Heidi Denger.

2. Little League Presentation:

Little League Board Member, Nick Torres, presented the Commission with a presentation of safety concerns on the fields at Siltanen Park. He would like for Little League to partner with the City to install gopher wiring as well as re-sod the fields when the irrigation project takes place. He also expressed concern for the timeline of the irrigation project with the season starting in January.

Commissioner Sorci-Murray left meeting with excused notification at 6:31 pm.

PWD Lamm will work with maintenance staff to determine the best course of action and materials to use to prevent further gopher and ground squirrel holes on the fields.

Little League asked if the City could increase the frequency of gopher and ground squirrel eradication by City vendor.

Chair Sanguinetti asked staff to talk to Land Trust about invasive species of the squirrels, and directs staff to continue to work closely with Scotts Valley Little League and foster the relationship between the organization and the City.

3. ADA Update:

PWD Lamm informed the Commission of the progress being made to comply with ADA requirements in the past two years, since the deficiencies were identified.

4. Subcommittee & Elections Discussion:

RDM Robinson presented a staff report to Commission regarding the definition of Standing Committees and Ad-Hoc Committees. RDM Robinson provided City Council appointment information.

Commissioners reviewed their current list of Subcommittees.

M/S: Sanguinetti/Spierings

To sunset the 6 staff recommended Subcommittees and create Ad-Hoc Committees for the Bocce, Trails & Open Spaces and Playground/Shade with commissioner assignments done at a future meeting.

Motion amended:

To bring the Parks Master Plan as an Ad-Hoc Committee.

Carried 3/0 (AYES: Sanguinetti, Spierings, Denger)

Meeting Minutes
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5. **Ad-Hoc Committee Updates:** None

Future Agenda Items:

- Establish Ad-Hoc Committees
- Polo Ranch HOA Agreement

Adjournment: Meeting was adjourned at 7:40 pm.

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My name is . I am writing to inform you about an incident that occurred at tennis court 2 in Sky Park on October 20th, approximately between 10:20 AM and 10:40 AM. I arrived at tennis court 2 around 10:15 AM, my goal was to practice for 15-30min by myself. As I started practicing, a man walked towards me and informed me that a single player can not take the court, it's a rule he said. I wasn't sure about the rule and told him I am going to leave in 15 min. He seemed ok with it. After that two men walked on the court and one of them made disrespectful comments. At this point I felt really uncomfortable and started to clean up my tennis balls. Then a fourth man entered the tennis court and he walked up to me and asked if I was new to this sport. My response was no, I moved to the other side of the court, continuing to clean up the tennis balls. He followed me, making very unpleasant comments. I explained to him that I was there for a short period of time and I was leaving. As soon as I responded to him and he heard my accent, he immediately put emphasis on the fact that the rules are written in English. I speak 3 languages and I felt disrespected and harassed. Then he went on extensively that I needed to get off of the court

Two young men were playing at tennis court 3 and they yelled at the man to stop harassing me. I'm so grateful for those two young men that stepped in and defended me.

The whole incident was awful, deeply sad, and frustrating.

Why can't there be a rule that allows a single player to play for at least 30 min when other players arrive and are waiting for the court?

Is it possible to post signs stating proper etiquette when interacting with other players using the tennis courts?

Thank you,

(name withheld)

REGIONAL OFFICES IN:

MODESTO, CA
PLEASANTON, CA
MERCED, CA
FRESNO, CA

PROPOSAL
OF
SERVICES

Parks Master Plan & Recreation
Division Strategic Plan

City of Scotts Valley

October 27, 2022

October 27, 2022

Ali Robinson, Recreation Division Manager (Project Manager)
City of Scotts Valley
Public Works Department, Recreation Division
361 Kings Village Rd.
Scotts Valley, California 95066

Re: Scotts Valley Parks Master Plan & Recreation Division Strategic Plan

Dear Ms. Robinson,

Planning documents are designed to guide and forecast the future. In their typical form, they do a good job of this. However, it takes a deeper insight, a richer commitment, and refreshing openness to a modern perspective to have these documents really shine. We believe that if created with the proper level of care, with the community's needs and input at the forefront, and through a true partnership with the City, this Parks Master Plan will set new standards and become an example of how to plan a recreation and park system in California.

A Master Plan should be concise and user-friendly to be truly valuable. It should be filled with forward-thinking language, include optimized analytics, and reflect expertise in recreation facility planning, community outreach, recreation program assessment, financial analysis, and organizational analysis. To be simplistic, understandable, usable, and accountable, it must be filled with comprehensive ideas, key messaging, and compelling graphics. Did you know that the human brain processes images 60,000 times faster than text, and 90% of the information transmitted to the brain is visual? As much as we love technical writing, we understand that, with 65% of the population categorized as visual learners, graphics and infographics will be key to this document's success. Our in-house landscape architecture, graphic design, and marketing staff are adept at creating visually compelling graphics that easily display information and will use this methodology in your Master Plan.

We also understand that for your Master Plan to be truly effective, it must be supported by a Recreation Division Strategic Plan to provide the City the tools to intentionally restart the Recreation Division. In combination, the Strategic Plan and Master Plan will be guiding documents for many years to come in Scotts Valley. Every member of our team is a dedicated planning professional. Our team at O'Dell Engineering will lead this effort, as we have for many other similar Northern California communities. We will be supported by Baker Tilly and Aquatic Design Group. We work with these professionals on a regular basis and believe in their passion for planning projects and their ability to support and guide amazing recreational assets. Our staff and the staff of our subconsultants are committed to adhering to the targeted project schedule. We collectively have the resources and availability to create two amazing documents in a timely and effective manner.

As Warren Buffet famously said, "Someone's sitting in the shade today because someone planted a tree a long time ago." We aspire for these planning documents to be the tree that provides abundant and far-reaching shade for the Scotts Valley community for many years.

Sincerely,



Chad Kennedy, PLA #5426, Principal Landscape Architect
6200 Stoneridge Mall Road, Suite 330, Pleasanton, CA 94588
925.223.8340
ckennedy@odellengineering.com

Project Understanding

Scotts Valley is a community of about 12,000 people, with a unique identity. The Scotts Valley community includes many active families and individuals who enjoy the recreational opportunities in the region. Nearby State and County parks provide opportunities for hiking in the redwoods, beachcombing, water sports, golf, disc golf, and organized sports. The demographics of Scotts Valley is very multi-generational with those of all ages, from families with children to active adults. Situated within a larger region and adjacent to Santa Clara County, with its employment opportunities, many commute to their workspace.

The Scotts Valley Recreation Division strives to support the existing and future community, while ensuring equitable distribution of all parks and facilities to all user groups. Currently, the City serves the population with these community, neighborhood, and mini parks located in various parts of the City. Each one is unique and provides specific recreational opportunities, serving different groups. This master plan will encompass all City parks and facilities, understood to currently include the following:

- Hocus Pocus Park
- Lodato Park
- Mac Dorsa Park
- Siltanen Park, Preschool, Snack Shack, and Pool
- Skypark including office classroom
- Vern Hart Fishing Park
- Glenwood Open Space Trails
- Community Center
- Senior Center
- Scotts Valley Performing Arts Center

The Public Works Department Recreation Division is looking for a clear and concise document to guide the planning effort for future growth. Combining the efforts of a robust community outreach effort and research for a Parks Master Plan (PMP) and Recreation Division Strategic Plan (RDSP) into one allows the City to streamline the efforts and expedite the process. With this, and the ongoing implementation of the 2021 Recreation Service Assessment and Restoration Plan, the Recreation Division will have clear goals and achievable tasks to facilitate moving forward.

Note: This is an attainable goal. However, the current budget for the process does not align with the desired scope of services included in the RFP. To address this, we have included two of the desired services as additional services, for consideration. While a Parks Master Plan is achievable within the given budget, we have shown the Aquatics Assessment and the Recreation Division Strategic Plan as potential phased components or additional services of this project. As always, we are open to negotiating to final scope for this effort to match the City's goals.

The City of Scotts Valley values its community and is looking to provide an inclusive community engagement process that identifies all the people they intend to service, including those who do not traditionally participate in community meetings. Community outreach has been identified as key to this effort, with a need to reach the largest audience, even the “quiet” ones. Scotts Valley is a community full of commuters, with modest commercial activity. Outreach efforts will best support this planning process by being made available through various methods, locations, and times of day. Through this planning process, and understanding the needs of the community, the Parks Master Plan aims to address the needs of existing and future residents encouraging healthy, vibrant lifestyles for many generations through quality parks and recreational services.



2. PROJECT APPROACH

Project Approach

Our approach to the preparation of a City-wide Park Master Plan (PMP) and Recreation Division Strategic Plan (RDSP) will be to provide a planning document that not only plans for the future, but also celebrates the traditions and community of Scotts Valley.

O'Dell Engineering's approach to the master planning process is to create a living document that allows for consideration of future demographics, trends, and needs. Through utilizing optimization tools, the City may update the document as needs of the community change over the next 5 to 10 years. The following are strategies we use to ensure that the document is user-friendly and provides flexibility.

- Provide a simple and systematic approach for park development and improvements, which is not overcomplicated.
- Suggest recreational programs that are multi-generational and inclusive to meet community needs and provide for increase program participation.
- Provide a framework for ongoing community input that can be added to the original plan development so change in public opinion can be monitored and adjusted to.
- The plan will be developed in a manner that is simple to update, providing staff with the option to provide annual updates with accurate recommendations based on progress made during the prior year.
- Facility Priority Rankings – This team has developed a proprietary system that utilizes multiple customized community metric criteria to develop a priority ranking score for each park. Using this score, the City can determine where funds are best allocated for the benefit of the community.

Project Management and Communication

Project management methods that are clear and concise, providing a framework for an organized process, will be provided to achieve quality documents while maintaining a clear vision of the scope of the project and not straying from the specified goals. To achieve this goal, we will collaborate and engage with city leadership, Parks and Recreation Commission, Scotts Valley Public Works (SVPW) and the Technical Advisory Group (TAG). A successful project will include full engagement of the City staff, commissions, and council in the decision-making process prior to defining elements of the document. We anticipate timely reviews and collaborative monthly meetings with the project core team. A survey for all city staff may be included to learn about issues and gather this internal City input. Parks and Recreation Commission updates will be provided, allowing for discussion and feedback at critical points, which may be after Community Outreach, and/or after programming analysis is completed.

Throughout the course of the project, the project manager will be the key point of contact for the City. With close proximity to Scotts Valley, meetings may be held with short notice, if needed. Services that we will provide include:

- Initiate O'Dell's client communication program, and continue to provide efficient, effective communication with the Scotts Valley Public Works (SVPW) Project Manager. Include bi-weekly check-ins and monthly progress reports.
- Coordinate the project team including all subconsultants. This includes progress meetings, deliverables, and billing.
- Provide management of the detailed project schedule, scope, and deliverables.
- Meet monthly with the Core Project Team.
- Provide quality control reviews at each phase.
- Prepare meeting agendas, meeting notes, and action items list for distribution.



Inventory/Assessment/Analysis

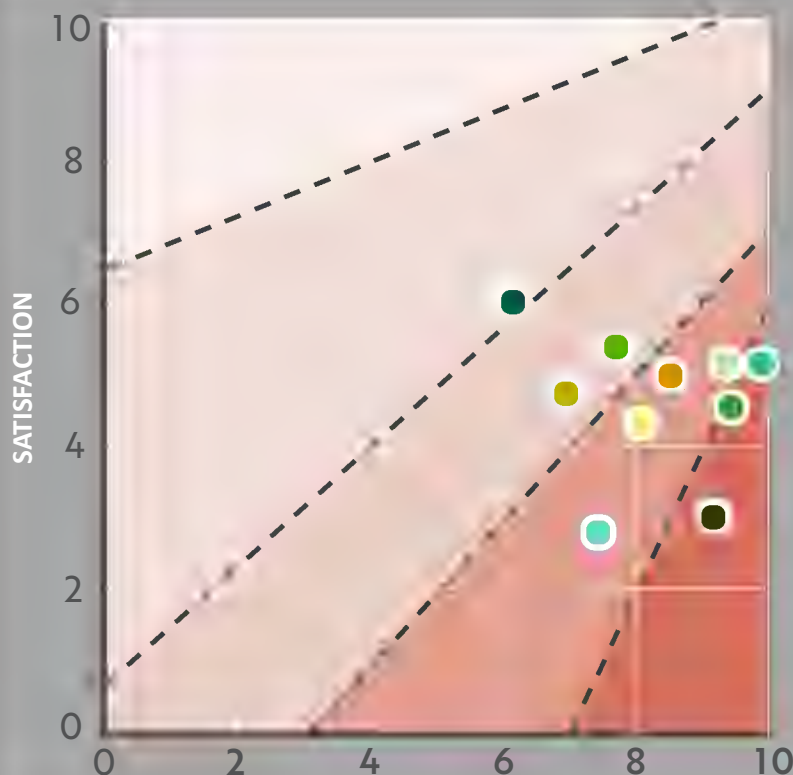
The assessment of existing parks and facilities will be the initial exercise in creating the Parks Master Plan. This assessment will include the use of GIS software for inventory, analysis, and needs assessments. This powerful tool helps to identify existing conditions, relationships between facilities, demographics, economic realities, and geographic conditions. Site walks will provide visual assessment including photography, of each of the parks and facilities.

Research

Current trends in city planning, recreation, and park development will be researched and included as to how they relate to and impact the department for the next several years. This includes, but is not limited to, demographic trends, social trends, demand for services, health trends, new and emerging sports, recreation programming trends, facility and open space and trail design trends, playground design, and other elements identified as relevant in designing future park spaces and infill development. These may also include factors related to these recreational trends such as sustainability and resiliency, including climate change factors, a financial analysis including budget and funding analysis, programs, and services to be provided, and social diversity, inclusivity, and equity issues.

Research may include the following:

- Previous Parks Master Plans (1996 and 2012 Draft)
- 2021 Recreation Services Assessment and Restoration Plan
- Existing plans and other reports (i.e., General plans for Scotts Valley, and Santa Cruz County)
- City Budget and CIP for 2022/2023
- Scotts Valley Active Transportation Plan
- Recreational programs, flyers, and procedures
- Upcoming planned developments and specific plans
- Aerial photographs of the City and other existing drawings or City maps
- Park inventory and assessment of all City sites and analysis of each including facilities, usage, amenities, and condition of the site
- Comparison analysis of jurisdictions of similar size and demographics
- GIS mapping data analysis
- Current trends in Park and Recreation planning, including best practices including NRPA/CAPRA standards
- Building codes including California Building Codes, Green Code, and Accessibility standards
- Review of 2020 Census results, and current demographic trends



IMPORTANCE VS SATISFACTION: UNDERSTANDING THE DATA

The following chart displays compiled data of participants' opinions regarding the satisfaction and importance of certain park and recreation program elements. Importance and satisfaction scores are weighted out of 10 and plotted on an axis. These are used to determine an **opportunity score** that falls within one of five categories listed below.

- Overserved
- Appropriately Served
- Slightly Underserved
- Underserved
- Highly Underserved

2. PROJECT APPROACH



Aquatic Design Group provided design, engineering, and construction observation to remove and replace the 50-meter swimming pool plaster and tile, remove and replace underwater lights, and remove and replace stairs in-bedded into the plaster at **Simpkins Family Swim Center and Live Oak Community Center.**

Aquatics Facility Assessment

An aquatics assessment will include a visit to Siltanen Pool by the aquatics expert, Aquatics Design Group, to meet with staff and determine program needs and facility assessment. Existing conditions, including code violations, safety, and maintenance concerns will be documented in a written report, along with recommendations for mitigation. Costs associated with mitigation options will be provided.

Community Outreach

The City of Scotts Valley has expressed a goal of including a vigorous community outreach process that reaches out to all. For us, park planning and community engagement are synonymous. A robust community and stakeholder outreach process will be critical to help ensure that the final Park Master Plan has maximum support and buy in. For it to be truly effective, it must accomplish two key goals: be able to reach the widest audience possible and provide a myriad of opportunities and methods for meaningful inputs.

With extensive experience with diverse user groups, the O'Dell team will work with the City to tailor a customized outreach strategy. Rather than just seeking inputs, the approach would be predicated on ways to fully engage the community through the process, helping to draw out their goals, hopes, aspirations and vision—all of which will help guide the development and refinement of the Park Master Plan. To get the word out, we envision mixed approaches including community newsletters, social media posts, website announcements, and physical notifications like posters, mailers, and a-frame signs at each park. By making ourselves and the project information available outdoors locally in advance of community meetings via an event booth, we could maximize both interest and attendance at planned meetings.

Using Innovative High-Tech Tools

A common mistake during outreach efforts is to overlook the population who might not be as involved and vocal. The O'Dell team is cognizant of this group and knows that their input is as valuable as the rest of the community. By providing a variety of technology-based methods to submit input, this group of the community will be able to seamlessly participate without having to attend planned meetings.

Some of these high-tech tools at our disposal include virtual reality presentations, photo simulations, breakout rooms, interactive mural boards, Facebook Live meetings, as well as online polling tools that have worked well in the past, Polleverywhere.com and Zoom polls. The team uses these tools at public outreach events to solicit input from people who typically are not very vocal or are hesitant to speak out in a group setting. The systems are extremely intuitive and easy to use, interactive, real-time, and can be projected on a screen or wall so everyone in the room can see exactly what the group's preferences are. This format also tends to help meeting atmospheres be more informal, upbeat, and enjoyable.

The team is also capable of hosting an online meeting using interactive online seminar software that allows a large audience to participate from the location of their choice, whether it be from home, from a meeting room at a local library, or elsewhere—this may be used in tandem with the Polleverywhere interactive online survey. These webinars have the potential of gathering feedback from a broad audience without requiring physical attendance at public meetings.

With this O'Dell toolkit, we will facilitate a public outreach effort that will empower and engage residents and all stakeholders in the process. These tools are some ways to help ensure that it is not just the loudest voice that is heard, but a variety of viewpoints are listened to, documented, and considered.

Community Meetings

The O'Dell team will work closely with City staff to schedule and conduct community meetings and outreach efforts. The team intends to conduct and attend two community meetings during the research phase of the project. Meetings will be held at different time of day and days of the week to allow as many members of the public as possible to attend. Digital formats may also be made available to encourage attendance. At the conclusion of each community focus meeting, summary notes of comments, concerns, suggestions, and desires of the public will be prepared.



Interactive technology (like **VR headsets**) can allow the City and community members to **experience recreation options and master plans**. You can walk through a park, **slide down a slide**, and much more!

2. PROJECT APPROACH

Stakeholder and Focus Group Meetings

The O'Dell team will work closely with City staff to schedule one stakeholder meeting to gather input from the variety of internal sources available. This meeting may be combined with the Strategic Planning Workshop described on Page 15.

Statistically Valid Community Survey

O'Dell Engineering will create, use, and compile data from a state-of-the-art community-based survey to determine what the community's needs are as related to parks and open space. The survey will be available to the public in hard copy format as well as online. The link to the online survey will be shared in all public meeting advertisements. O'Dell's team will work with the City to ensure the survey is shared widely across media platforms, though it is not guaranteed that enough survey responses will be obtained to reach validity levels.

Scope of Work

Note: Phases 1-6 support the Parks Master Plan, with Optional Phase 7 as an Aquatics Assessment and Optional Phase 8 as the Recreation Division Strategic Plan development. We highly recommend including both optional phases, but have structured the scope in this fashion to be cognizant of the available funding.

Phase 1: Project Initiation

This initial phase will include meetings with the City teams to refine the schedule, project goals and expectations, and community outreach approach.

Task 1: Kick-Off Meeting

An initial meeting with the Scotts Valley Project Manager to review agenda for Task 2. This may be an online meeting. This meeting may be held in conjunction with the Baker Tilly team.

Task 2: Kick-Off with Core Project Team

An initial meeting with the Core Project Team will be held to introduce team members and kick off the project. This is an opportunity to review the goals and objectives of the project and any additional or optional services. During this kick-off meeting, our propriety client communication program is started, and project parameters are discussed. Data may be collected from the City for use in the planning effort.

Task 3: Schedule

After establishing meeting, outreach, and presentation target dates, O'Dell will provide the City with an updated schedule showing all internal and external deadlines, milestones, and expectations. This schedule clearly outlines when the City can expect submittals, plan for meetings, and shows estimated internal City review times.

Task 4: Final Project Program

Prepare a memo listing final refinement of the following tasks:

- Community Outreach Plan
- Staff Engagement Plan
- Communications Plan
- Schedule including milestones and review periods

Phase 1 Deliverables:

- Meetings (2)
- Meeting agendas and notes, Client Communication Program, detailed project schedule

Phase 2: Research and Data Collection

Following initial communication with the City representatives, O'Dell Engineering will review reference documents and other relevant documents. This comprehensive review will be accompanied by research into current demographic patterns in the City boundary, which will be incorporated into the final document to create a Park Master Plan that is relevant to the current and projected population of the City.

Task 1: Data Collection and Review

During this phase, data will be collected and reviewed as it pertains to the Parks Master Plan. Review of the City's Access Audit and Transition Plan 2016 and how it relates to the facilities.

Task 2: Facilities and Park Inventory:

The O'Dell team will visit each park and facility and assess each in terms of recreational programming and general condition of main amenities (playgrounds, pool, picnic, restroom buildings). This will include pool assessment by an aquatics design professional.

Task 3: Progress Meeting

Progress meeting with core project team to review project status. Review of progress, status, and next steps.

Phase 2 Deliverables

- Meeting (1)
- Results including maps, inventories, and other research from this phase will be incorporated into the Parks Master Plan document.

Phase 3: Community Outreach and Staff Engagement

The O'Dell team will coordinate and prepare an outreach strategy and methodology for citizen involvement, including social media efforts and meeting formats. It will be presented and approved by the City prior to implementation. This outreach effort will include topics relating to both the Parks Master Plan (PMP) and the Recreation Division Strategic Plan (RDSP) components.

Task 1: Survey

Provide a survey for distribution on the City website, social media, pop-up tent events, Parks and Recreation information desk, and other events. Collect and tabulate surveys for inclusion in the Parks Master Plan Assessment.

Task 2: Community Meetings (3 Total)

Prepare materials and facilitate two Community Outreach meetings in-person at the City community center. Facilitate a third meeting with City staff, stakeholders, and focus groups.

Task 3: Additional Support

Provide additional graphic support for informational materials for inclusion on City's website, flyers, mailers, or signage.

Task 4: Progress Meeting

Progress Meeting with Core Project Team to review project status. Review of progress, status, and next steps.

Phase 3 Deliverables:

- Meetings (4)
- Monthly progress reports, meeting agendas and notes, and community communications output.
- Results of this phase will be incorporated into the Master Plan document.

Phase 4: Recreation Programming Analysis/Needs Assessment

The team will analyze recreation programming, services, and facilities. This Needs Assessment will be conducted to develop a comprehensive strategy to meet the needs of the community. Methods to be included are Level of Service Analysis, Supply and Demand Analysis, current and future demographics, and a survey of local sports organizations. Key trends in the industry, and the region will be incorporated. Then community benefits will be identified, and resultant best practices will be developed

2. PROJECT APPROACH

Task 1: Needs Assessment

We will compare the resources of Scotts Valley with similar Districts in the region with similar demographics and with similar park and recreation departments (i.e, parks, open space, buildings, and other recreation facilities; and services, usage, and staffing levels). We will complete a Needs Assessment to identify the current and future Parks and Recreational needs and interests; identify existing gaps in programs, services, and facilities, and develop short term, mid-term, and long-term recommendations that address deficiencies and service directly.

Task 2: Level of Service/Benchmark Comparison

External sources for benchmarking purposes will be researched and we'll identify the initial recommendations for external LOS data sources that will be used to compliment the community-wide research. We will provide LOS recommendations and update park type classifications, definitions, and terms to describe recommended facilities and specific requirements based on the uniqueness of Scotts Valley and the projected future populations.

Task 3: Research Trends and Impacts

Research will be performed pertaining to the City's recreational facilities and uses. We will use the many tools available including Geographic information systems (GIS), technical writing and various graphic design tools to convey and communicate mapping, concepts, and planning tools.

Task 4: Identify Facilities Improvement Needs

Based on Facility Priority Rankings, we will prioritize the needed park improvements in a list.

Task 5: Progress Meeting

Progress Meeting with core project team to review project status. Review of progress, status, and next steps.

Phase 4 Deliverables:

- Meeting (1)
- Results of this phase will be incorporated into the Master Plan document.

Phase 5: Master Plan Preparation/Implementation Planning

This phase will include providing goals, strategies, and initiatives for planning efforts, and prioritizing these items. Recommendations will be provided for new park development and existing park upgrades based on research and input. A park scoring table will be developed that can be used annually to guide continual park development.

Task 1: Parks Master Plan (50%)

The Parks Master Plan will be prepared, based on research, city department, commission and council input, and community outreach. The first document be the 50% level document and will incorporate the following:

- Executive summary
- Introduction
- Summary of public engagement data gathered
- Inventory and assessment of existing parks and facilities
- Comprehensive community profile including project future trends
- Base maps, matrices, and graphic exhibits to support the text and communicate intent
- Benchmark comparisons
- References to other documents used.
- Recommendations for a systematic and prioritized approach to implementation of the plan for the next 5 to 10 years
- Identify potential funding sources, partnering options, and service providers
- Financial projections for recommended park renovation and new construction
- Financial overview of recommended priorities and potential funding strategies

Task 2: Outreach Meeting at 50%

Once these task items are completed, we will reach out to the public for feedback and input on the results. This may be posted online, as well as distributed to Public Works, the Core Project Team, and the Technical Advisory Group (TAG) and with an opportunity for comments and feedback.

Task 3: City Review Meeting/Progress Meeting

City review meeting will be held, and feedback gathered to be utilized in the 90% Draft PMP.

Task 4: Park Master Plan (90%)

Input and feedback will be incorporated into the Parks Master Plan. A response letter to the City comments on the 50% Draft will be prepared and submitted with the 90% Draft submittal.

Task 5: City Review Meeting/Progress Meeting

City review meeting will be held, and feedback gathered to be utilized in the preparation of the 100% Draft PMP.

Task 6: Draft 100% Parks Master Plan

The Parks Master Plan will be developed to a Draft 100% level and submitted for review by the City Commissions and Councils for Approval and Adoption.

Phase 5 Deliverables:

- Meetings (3)
- Monthly progress reports, meeting agendas and notes, community communications output.
- Preliminary Draft Parks and Recreation Master Plan 50% (3 hard copies/1 electronic).
- Preliminary Draft Parks and Recreation Master Plan 90% (3 hard copies/1 electronic) with response letter to City comments on 50% Draft Plan.
- Draft Parks and Recreation Master Plan 100% (3 hard copies/1 electronic) with response letter to City comments on 90% Draft Plan.

Phase 6: Plan Adoption

This phase will include the services to be provided to achieve formal adoption by the Parks and Recreation Commission and City Council. Parks and Recreation Commission input and collaboration will have been attained through previous engagement; therefore, it is anticipated that one PRC meeting will be required for formal approval. For City Council approval, it is anticipated that two meetings will be required, allowing the council to provide feedback and ask questions prior to adopting the plan(s).

Task 1: The Draft Parks and Recreation Master Plan Presented to PRC

This 100% complete document will be presented to the Parks and Recreation Commission for approval.

Task 2: The Draft Parks and Recreation Master Plan Presented to City Council

This document will be presented to City Council for approval. We will meet with the council and gather feedback and input. (Two meetings anticipated.)

Task 3: Progress Meeting

Progress Meeting with Core Project Team to review project status. Review of progress, status, and final steps.

Task 4: Final Park Master Plan

The Final Park Master Plan will be revised per City Council comments, incorporating feedback and input from the City Council review. A Final document will be submitted to City Staff for final approval.

Phase 6 Deliverables

- Meetings (4)
- Final Parks and Recreation Master Plan 2024 (10 hard copies/1 electronic)

2. PROJECT APPROACH

Optional Phase 7: Aquatics Assessment

This phase will include the services to be provided to assess the pool at Siltanen Park as a potential additional service.

Task 1: Site Visit

Meet with City staff to review the infrastructure, pool components, and mechanical equipment for safety maintenance and code compliance as well as recreational programming.

Task 2: Aquatics Assessment Report

A report will be provided outlining options for pool renovation or removal, and program considerations. A rough order of magnitude cost estimate will be included.

Optional Phase 8: Recreation Division Strategic Plan

Based on our experience and our understanding of the needs of the Scotts Valley Parks & Recreation Division, **Baker Tilly** has prepared the following detailed plan of work that will provide a strategic plan document and draft Implementation Action Plan. The result of the strategic planning effort is that the Recreation Division will align its current efforts and upcoming opportunities with a focused strategic vision, mission, and goals, as well as a plan for prioritizing and executing them. This will ensure the division is pursuing its goals with intention and purpose. This shared vision will create consensus among those tasked with moving the division forward and reduce or eliminate effort spent on work that falls outside of the vision.

Division staff and leaders will have an important role in preparing the strategic plan, including developing goals and strategies. The Baker Tilly team will provide expert advice, facilitation, and preparation of the strategic plan document.

Task 1: Project Kick-Off

The Baker Tilly team will begin by meeting with the City staff, O'Dell team, and any other staff to be included. During the kick-off meeting, we will discuss City goals and objectives, the overall process, detailed schedule, and each of the major tasks. This initial planning meeting will afford the opportunity to share information, establish communication protocols, and refine the schedule and approach so it is comfortably integrated with staff's other work demands during the project.

Task 2: Gather and Analyze Information

Next, the Baker Tilly team will gather information through key tasks, including an online stakeholder survey and review of various documents. Each is described below.

Conduct Interviews

We will interview City leaders and others that are identified as important stakeholders to obtain input for the strategic plan. This will help us to develop the online stakeholder survey (described below). Examples of interview questions are:

- What are the strengths, weaknesses, opportunities, and threats (SWOT) facing the Recreation Division?
- What is the City's vision for Recreation?
- How should its mission be expressed?
- What core values should be discussed?
- What goals would the City like to see the division strive for during the coming years?

Design and Administer Online Survey

We will work with the City project manager and the O'Dell team to determine the desired audience for the online survey. We anticipate key city and community stakeholders will have important observations and suggestions that will be helpful in creating the strategic plan. We will design a confidential online survey to seek input about vision, mission, values, goals, and objectives.

- The City will send and post the link.
- Once the survey is closed, we will summarize the results and use them to inform preparation for the strategic planning workshop.

Review Relevant Documents

We will build on our knowledge of the division and review additional background materials to understand the status of existing priorities and other planning initiatives underway that will be important factors and context for developing the strategic plan.

The Baker Tilly Team will analyze this information once gathered, as it will be important input into creating the draft materials to be used in the workshop (described below).

Task 3: Strategic Planning Workshop

Next, we will facilitate a workshop with division leaders and others identified to review the information gathered in the previous activities and discuss preliminary ideas for vision, mission, values, goals, and strategies. To prepare for the workshop, the following tasks will be completed.

Determine Workshop Participants and Coordinate Logistics

We will coordinate logistics of the workshops, including location, room setup, and other aspects necessary to set the stage for productive sessions for all participants with staff.

Prepare Draft Agenda and Workshop Materials

We will prepare a detailed agenda for the workshop, as well as a briefing book with workshop materials. To ensure the time during the workshops is used most productively, we are likely to ask participants to review work in advance of the session.

The agenda will likely include the following components, subject to discussions with the City and O'Dell team:

- Review and discuss the results of stakeholder input,
- Review and discuss additional background information,
- Draft vision, mission, and values statements, and
- Potential goals and strategies.

Our strategic planning workshops are engaging and interactive and are designed to ensure full participation. We use a combination of facilitation techniques including small and large group discussions and can incorporate polling and other idea generating tools using an engaging online platform called Mentimeter.

Task 4: Prepare Strategic Plan

During this activity, we will prepare the strategic plan document. It will be visually pleasing, using photos supplied by the City to illustrate goals and highlight some of the City's recreational assets. It is likely to contain the following components:

- Description of the process, including how data were gathered;
- Vision, mission, values;
- Multi-year goals;
- Several strategies for each goal;
- Reporting and accountability mechanisms for the strategic plan, and
- GAP analysis.

The Baker Tilly team will review the draft with the City project manager and make modifications based on the feedback we receive. The final strategic plan document will serve as a roadmap in evaluating and updating how the Recreation Division performs its work.

2. PROJECT APPROACH

Task 5: Support Implementation

Upon completion of the strategic plan document, we will prepare a draft Implementation Action Plan. This activity can be implemented as a hands-on workshop with recreation staff or by Baker Tilly's team. The Implementation Action Plan will serve as an executable roadmap that details the specific steps needed to accomplish each of the strategies included in the plan. For implementation to occur in an orderly and effective manner, we will help staff identify the following elements:

- Key tasks,
- Timeline (start and completion dates),
- Resources needed and currently available,
- Staff assigned (including a lead person), and
- Milestones.

As part of implementation support, we can also evaluate and recommend organizational changes such as a staffing plan that may emerge as ideas from the strategic planning process. We can discuss the needs as they arise during the process and submit a separate proposal for assistance that goes beyond creation of the Implementation Action Plan.

City to Provide:

- City Project Manager will provide review and approval of communications material and posting or distribution of such content.
- City Project Manager to provide all relevant existing plans, reports, and studies effecting Scotts Valley Park and Facilities.
- All agency fees.
- Outreach costs for meeting facilities, marketing mailers, postage, online or newspaper publishing, or refreshments.

Limitations

Proposal does not include the following:

- Environmental review (initial study/mitigated negative declaration/mitigation monitoring program/public hearing and notice of determination/CEQA).
- Park specific base plans or master plans for future parks.
- Development of CIP recommendations.
- Costs for outreach meeting facilities, marketing mailers, postage, online or newspaper publishing, or refreshments.
- Review of any standard specifications or details.
- Architectural or structural assessment of facilities are available as an add service.
- Updating of whitepapers are not included.
- Financial analysis of recreational program costs and maintenance of these programs is not included.
- Revenue projections of recreational programs or facilities is not included.
- Additional meetings are available at the hourly rate.

O'Dell Engineering Landscape Team

O'Dell is a Northern California design firm specializing in public infrastructure. O'Dell is passionate about creating recreational amenities that make a difference in the lives of our community members. We believe everyone has the right to play and that exercise, laughter, and fresh air are critical to living healthy and happy lives. We focus our landscape architecture work on creating customized recreation spaces for public agencies. We often partner with public agencies to deliver customized, forward-thinking master plans and park designs. We understand how critical public input is to a successful project, and the finesse necessary to balance public desires, budgets, accessibility, schedules, and other constraints.

Master Plan Philosophy

Planning documents are designed to guide and forecast the future. In their typical form, they do a good job of this. However, it takes a deeper insight, a richer commitment, and refreshing openness to a modern perspective to have these documents really shine. We believe that if created with the proper level of care, with the community's needs and input at the forefront, and through a true partnership with the City, this document will set new standards and become an example of how to plan a recreation and park system in California. A Master Plan should be concise and user-friendly to be truly valuable. It should be filled with forward-thinking language, include optimized analytics, and reflect expertise in recreation facility planning, community outreach, recreation program assessment, financial analysis, and organizational analysis. To be simplistic, understandable, usable, and accountable, it must be filled with comprehensive ideas, key messaging, and compelling graphics. As much as we love technical writing, we understand that, with **65% of the population categorized as visual learners, graphics and infographics will be key to this document's success.** Our in-house landscape architecture, graphic design, and marketing staff are adept at creating visually compelling graphics that easily display information and will use this methodology.

Public Outreach by Landscape Professionals

We've made the conscious decision to have our public outreach services completed by landscape professionals. **The same team who will be creating the master plan is the team who interacts with the public,** catalogs their responses, and gathers direction from the public outreach process. We believe this leads to more authentic responses, a deeper and more thoughtful evaluation of public perspective, and designs that best represent the community's desires whenever possible. To the O'Dell team, community outreach is not something we include because we have to. It is not an afterthought or a hindrance, but rather, a critical opportunity to connect with and understand the community. **Our approach is non-traditional.** We craft our outreach campaigns to be fun and engaging and encourage participation. We utilize visual storytelling, spread the word, use a modern toolkit, and address different voices to ensure our outreach results are comprehensive and compelling.

O'Dell Engineering

Acres of
Master
Planned
Parks Space

8,000+

Acres of
Designed
Parks
Space

700+

Type of Organization

S-Corporation

28 Number of
Years
in Business



80
Total Staff

10

Licensed
Civil
Engineers

7

Licensed
Land
Surveyors

9

Licensed
Landscape
Architects

7

LEED
Accredited
Professionals

2

ISA
Certified
Arborists

1

ReScape
Qualified
Professional

1

Qualified
Water Efficient
Landscape

6

Certified
QSD/
QSPs

2

Certified
Playground
Safety Inspectors

3. TEAM STRUCTURE/RESUMES



Longevity & Financial Strength

O'Dell Engineering is a privately held, stable, and strong company. We have supported the planning, design, and construction of community infrastructure improvements, including parks and public spaces, for nearly 28 years. We have completed thousands of design projects and employ over 80 professional staff. We are committed to hiring and mentoring the best and brightest professionals to continue to support public agencies just like the City of Scotts Valley with the planning, design, and construction of important improvement projects. We utilize our experience, staff creativity, and passion to design projects with public agencies that will positively affect communities by providing amazing recreational experiences filled with joy.

Principals and management staff of the firm are stable and have remained that way despite economic waves over time. Randall O'Dell has been at the firm since its inception in 1994 and Dylan Crawford has been with the firm since 1996. In 2016, John Zhang and Chad Kennedy were each promoted to Principal and have acquired equity in the firm. Principals are engaged in and committed to the success of each project and of the firm. Management staff engage in routine workload and backlog forecasting. Project commitments and utilization rates are evaluated and monitored to ensure a healthy future flow of work.

Client Base

We take great pride in supporting public agencies with projects that will create and improve infrastructure and experiences in their communities. We work with park districts, cities, counties, utility districts, commissions, special districts, the State of California, non-profit associations, and other public agencies on a daily basis. Many of our public clients are repeat clients. We cherish these relationships and put a huge emphasis on providing consistent service on projects large and small for our public partners. Our history includes:

- 6 Cordova Recreation and Park District Projects
- 18 Livermore Area Recreation & Park District Projects
- 80+ City of Modesto Projects
- 60+ City of Ceres Projects
- 30+ City of Los Banos Projects
- 25+ County of Stanislaus Projects
- 20+ City of Patterson Projects
- 10+ City of Lathrop Projects

Public Agency Experience

Public Clients

O'Dell has completed hundreds of public projects at the Federal, State, utility district, and local government levels. A selection of our public clients includes:

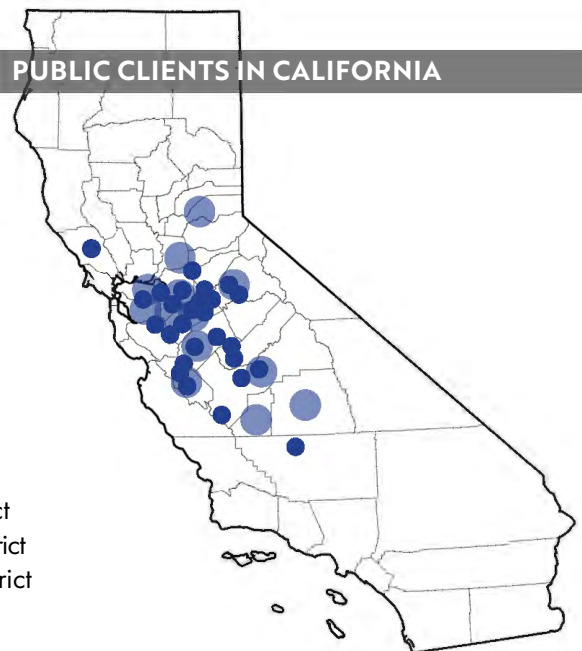
- Cal Water
- Calaveras County Water District
- California Dept. of Corrections and Rehabilitation
- California Dept. of Fish and Game
- California High-Speed Rail Authority
- City of Avenal
- City of Ceres
- City of Chowchilla
- City of Clovis
- City of Danville
- City of Earlimart
- City of Escalon
- City of Fresno
- City of Hollister
- City of Hughson
- City of Kerman
- City of Lathrop
- City of Lodi
- City of Los Banos
- City of Madera
- City of Manteca
- City of Merced
- City of Modesto
- City of Newman
- City of Patterson
- City of Pleasanton
- City of Redwood City
- City of Ripon
- City of Riverbank
- City of Salinas
- City of Santa Clara
- City of Santa Rosa
- City of Sonora
- City of Sunnyvale
- City of Tracy
- City of Turlock
- City of Waterford
- Contra Costa Water District
- Cordova Recreation & Park District
- County of Fresno
- County of Merced
- County of San Joaquin
- County of Stanislaus
- County of Tulare
- County of Tuolumne
- Delta Diablo Water District
- Dublin San Ramon Services District
- Grayson Community Services District
- Kings County Area Public Transit
- Linda County Water District
- Livermore Area Rec. and Park District
- Merced Irrigation District
- North Highlands Recreation & Park District
- Sacramento Parks Foundation
- Salida Fire Protection District
- San Jose Water Company
- Santa Clara Valley Water District
- Scotts Valley Water District
- U.S. Bureau of Reclamation
- U.S. Department of Veterans Affairs
- UC Merced
- Veolia Water
- Walnut Creek Unified School District

On-Call Services

O'Dell has served as an on-call firm for the following public agencies:

- California High-Speed Rail Authority
- Caltrans District 6
- Caltrans District 10
- City of Ceres
- City of East Palo Alto
- City of Fresno
- City of Lincoln
- City of Livermore
- City of Lodi
- City of Los Banos
- City of Manteca
- City of Modesto
- City of Patterson
- City of Pleasanton
- City of Richmond/Veolia Water
- City of Riverbank
- City of Salinas
- City of San Carlos
- City of San Bruno
- City of Santa Rosa
- City of Tracy
- Cordova Recreation & Park District
- City of Turlock
- City of West Sacramento
- County of Contra Costa
- County of Fresno
- County of Kern
- County of Merced
- County of Placer
- County of San Benito
- County of San Joaquin
- County of Sonoma
- County of Stanislaus
- County of Tuolumne
- Delta Diablo Water District
- Dixon Unified School District
- Dublin San Ramon Services District
- Groveland Community Services District
- Livermore Area Rec. and Park District
- Mid-Peninsula Water District
- Santa Clara Valley Water District

PUBLIC CLIENTS IN CALIFORNIA



3. TEAM STRUCTURE/RESUMES



Design Honors and Recognition

Design Awards

The Awesome Spot Socially Inclusive Playground

- 2020 American Society of Landscape Architects California Sierra Chapter Honor Award

Beckwith Veterinary Hospital

- 2016 American Society of Landscape Architects California Sierra Chapter Honor Award
- 2013 American Institute of Architects Sierra Valley Design Excellence Award

River Islands Parks and Recreation

- 2020 American Society of Landscape Architects California Sierra Chapter Honor Award

Earlimart Neighborhood Park (Prop 84-Funded)

- 2018 American Society of Landscape Architects California Sierra Chapter Honor Award
- 2018 American Public Works Association Central California Chapter Public Works Project of the Year
- 2018 California Park & Recreation Society 2018 California Park & Recreation Society Award of Excellence for Neighborhood Class 1

May Nissen Socially Inclusive Park

- 2020 American Society of Landscape Architects California Sierra Chapter Honor Award
- 2020 California Association of Recreation and Park Districts Award of Distinction Outstanding Renovated Facility
- 2019 California Park and Recreation Society District 3 Outstanding Park

Sunridge Socially Inclusive Park

- 2015 California Association of Recreation and Park Districts Award of Distinction for an Outstanding New Facility
- 2014 California Special Districts Association Innovative Program/Project Award

Firm Awards

Best Places to Work

- 2022 Best Places to Work Central Valley by Best Companies Group
- 2020 Best Places to Work Central Valley by Best Companies Group
- 2019 Best Places to Work Central Valley by Best Companies Group
- 2018 Best Places to Work Central Valley by Best Companies Group

PSMJ Circle of Excellence (National Award)

- 2022 PSMJ Circle of Excellence
- 2021 PSMJ Circle of Excellence
- 2019 PSMJ Circle of Excellence

Baker Tilly x Management Partners

Management Partners was founded in 1994 with a mission to help local government leaders. In our 28 years in business, our team of professionals served over 1,000 clients across 44 states. We provided expertise and support to Scotts Valley through 16 projects since 2016, including organizational assessments, financial planning and support, project-based interim staffing support, and council and team building workshops.

In October 2022, Management Partners combined with Baker Tilly US, LLP (Baker Tilly) to create a premier public sector consulting practice. The fast pace of change in local government—from towns to cities to counties—is not slowing down. To continue serving and improving communities, local leaders need trusted consultants to help navigate change. This combination adds a unique and significant layer of experience to Baker Tilly’s robust public sector practice. Our project team members are former local government leaders and managers stemming from all operational facets. They have nearly three decades of field-tested techniques and proven methodologies.

Services

Baker Tilly is organized by industry, not service line. This means Scotts Valley will be served by a carefully selected team that blends our local government-focused professionals with experienced specialists in parks and recreation. You will be working with knowledgeable professionals who understand the specific challenges you face—and who will provide innovative solutions to help you overcome them.

Local government is a complex, unique environment shaped by fiscal, regulatory, and operational considerations not found in other industries. We recognize this complexity and are eager to serve as a truly valued advisor to the public sector. Nationwide, our state and local government practice serves more than 3,100 state and local governmental entities, including municipalities, special districts, counties, public utilities, school districts, and transit.

Our combined services include:

- Strategic and business planning
- Executive recruitment
- Executive coaching
- Executive performance assessment
- Organization assessments
- Organization development
- Performance management
- Process improvement
- Service sharing and service consolidation
- Management services
- Financial planning, budgeting, and analysis

Team Structure

For the Parks Master Plan and Recreation Division Strategic Plan, O’Dell Engineering, Baker Tilly, and Aquatic Design Group will support the City. Although O’Dell Engineering will serve as the prime consultant and will manage the overall project and lead the Parks Master Plan, Baker Tilly will also have a large role and will lead the Recreation Division Strategic Plan.

Parks Master Plan

For the Parks Master Plan, O’Dell will lead the development. Baker Tilly will support the financial analysis and asset management, and Craig Bronzan of Baker Tilly will review the master plan and provide input from a public servant perspective. He will provide comments, suggestions, and recommendations. Aquatic Design Group will support the aquatic assessment.

Recreation Division Strategic Plan

Baker Tilly will lead the Recreation Strategic Plan under the direction of O’Dell Engineering.

3. TEAM STRUCTURE/RESUMES

Team at a Glance

O'Dell Engineering, Baker Tilly, and Aquatic Design Group will work together to deliver these planning documents. All three members have experience supporting Northern California planning documents and are dedicated to recreation. O'Dell has worked extensively with members of each sub-consultant team and ensures that amazing, useful, and compelling planning documents will be created.

	O'Dell Engineering	Baker Tilly	Aquatic Design Group
Services Provided	<u>Parks Master Plan:</u> Project Management, Outreach, Plan Development <u>Recreation Division Strategic Plan:</u> Management	<u>Parks Master Plan:</u> Finance/Document Review <u>Recreation Division Strategic Plan:</u> Development	Aquatic Assessment
Location	Pleasanton	Mountain View	Carlsbad
Number of Staff	80 Team Members	515 Team Members	18 Team Members
Previous Work With O'Dell	✓	✓	✓
Parks Exp.	✓	✓	✓
Planning Exp.	✓	✓	✓
Firm Exp.	28 Years	8 Years	36 Years
Scotts Valley Exp.		✓	



Chad Kennedy, PLA, Principal-in-Charge

Mr. Kennedy is passionate about creating customized community recreation plans and experiences. He has supported communities such as North Highlands, Ceres, Hollister, Stockton, Lathrop, and Stanislaus County, among others, to develop, refine, and utilize amazing planning documents. He will ensure the development of a cohesive, forward-thinking, user-friendly and living Park Master Plan and Strategic Plan that will guide park development for the next 5 to 10 years and provide the tools to restart and support the Recreation Division.

Professional Experience

Parks and Recreation Master Plan: Stockton, CA

Mr. Kennedy served as Principal-in-Charge of this planning effort. The O'Dell team completed community outreach, recreation programming analysis, and aquatic facilities analysis. It included goals and objectives, an importance and satisfaction analysis, strategies for future improvements, a funding analysis, planning criteria for new programs and facilities, base maps and graphs, and phasing plans based on City and community priorities. This plan involved public feedback from City residents to better understand community needs, which influenced recommendations for existing and future City parks assets. Diverse voices were included as much as possible to empower those that are usually marginalized or overlooked. A detailed needs assessment within an ethnically diverse population (Asian, African American, and Hispanic) was required to successfully complete this master plan. Spanish translations were provided. The document was designed to be concise, user-friendly, and provide guidance for the next 10+ years. Development of the planning document included the use of electronic surveys, websites, social media, and online meeting software to engage the community. Information was displayed in infographics whenever possible to create clear and easily digestible visualized information.

Parks Master Plan: Ceres, CA

Mr. Kennedy served as Principal-in-Charge/Project Manager for the Ceres Parks Master Plan. The Parks Master Plan was completed following a year of public outreach, visual inventories of the City's existing parks and open space assets, and research into national and local benchmark standards for park development. The Parks Master Plan contains the full inventory of existing City property, as well as prioritized recommendations for the City to complete infrastructure and programmatic improvements to its existing parks and open space property.

Parks and Recreation Master Plan: Stanislaus County, CA

Mr. Kennedy served as Principal-in-Charge/Project Manager for this project. The updated Master Plan addresses important issues such as current parks and recreation trends, current funding and grant opportunities, new development trends and locations, current partnership and joint use agreement trends, modern best practices and design standards, and current codes and guidelines. O'Dell examined these and many other issues to provide a document to the County that will direct staff, councils, and the board in their efforts for the next 20 years of development and management of park facilities. O'Dell provided services including research and documentation, community outreach, recreation planning, preparation of a capital improvement and financial plan, and a program environmental impact report.

Additional Project Experience

- North Highlands Park District Park Master Plan: North Highlands, CA
- Park Facility Master Plan: Hollister, CA
- Reclamation District 2062 Parks Master Plan: Lathrop, CA
- Santana Ranch Landscape and Parks & Recreation Master Plan: Hollister, CA
- Dog Park Master Plan: Clovis, CA



Karen Folsom, PLA, Project Manager

Ms. Folsom is passionate about the benefits of parkland, open space, fitness, family-friendly spaces, and wellness. She believes that neighborhood parks, natural areas, trails, and recreation facilities contribute largely to quality of life and that these important parks and recreation assets should be properly planned to make the most positive impact. She is very experienced at engaging stakeholders, conducting research, determining strategic priorities, developing master plans, and ensuring effective resource utilization. She will ensure that this master plan and strategic plan will reflect the Scotts Valley community, be user-friendly and visually stimulating, and will successfully guide the City in their efforts to create more opportunities for gathering, play, and exercise.

Professional Experience

North Highlands Recreation and Park District Parks Master Plan: North Highlands, CA

Ms. Folsom is serving as Project Manager for the North Highlands Recreation and Park District Master Plan. O'Dell is preparing a district-wide Parks Master Plan that celebrates the traditions and community of North Highlands. The master plan will encompass all District parks, programs, and facilities. The O'Dell team will perform research, community outreach (including a statistically valid community survey), and recreation programming to create the master plan. This planning document will guide and forecast the future. It will be concise and user-friendly to ensure maximum value. It will be filled with forward-thinking language and reflect expertise in recreation facility planning, community outreach, recreation program assessment, financial analysis, and organizational analysis. Comprehensive ideas, key messaging, and compelling graphics will be key to this document's success.

Sunnyvale Playground Renovations 2015 & 2022: Sunnyvale, CA

Ms. Folsom served as Project Manager for multiple projects in the City of Sunnyvale including De Anza Park, Ponderosa Park, Victory Village Park, Washington Park, Baylands Parks, Encinal Park, Greenwood Manor Park, Orchard Gardens Park, Fairwood Park, and the award-winning Braly Park. Services provided included conceptual design through construction observation.

Wyandotte Park, Evandale Park, & Mora Park: Mountain View, CA

Ms. Folsom served as Project Manager for these three parks and led them from community outreach through construction for the City of Mountain View. The parks ranged from .25 to 1 acre with budgets of \$2 to \$3 million. Features included playgrounds with inclusive play components, picnic areas, natural discovery play zones, game tables, fitness equipment, and wandering pathways. The parks were designed to provide recreational opportunities for all ages.

Lake Front Park: Lakeport, CA

Ms. Folsom served as Project Manager for this Prop 68-funded, seven-acre park with a budget of \$7M. It includes a sheltered picnic area, a shade arbor, a splash pad, a parking lot, a skate park, a multi-use pavilion, pedestrian walkways, sports courts, and a grand lawn.

Additional Project Experience

- Weston Residence: Scotts Valley, CA
- Aquatic Center Master Plan: Elk Grove, CA
- Soccer Park Master Plan: Placer County, CA
- Southwest Park Master Plan: Dixon, CA



Experience

- 22+ Years in the LA Industry
- 5+ Years at O'Dell Engineering

Education

- Master of Landscape Architecture, Harvard University, Cambridge, MA

Professional Registrations

- Landscape Architect No. 6360, CA
- LEED AP
- ReScape Qualified Professional

Professional Experience

- Parks and Recreation Master Plan: Stockton, CA
- Hoover Park Master Plan: Redwood City, CA
- North Highlands Recreation and Park District Master Plan: North Highlands, CA
- Reclamation District 2062 Parks Master Plan: Lathrop, CA
- Livermore Area Recreation & Park District On-Call Landscape Architecture Services: Livermore, CA
- EmPOWERment Park: Sacramento, CA
- Ladera Recreation Center: Portola Valley, CA
- West Creek Park: Santa Clarita, CA



Experience

- 8+ Years in the LA Industry
- 1+ Year at O'Dell Engineering

Education

- Master of Science, Planning, The University of Arizona
- BS, Landscape Architecture, South China Agricultural University, China

Professional Experience

- Parks and Recreation Master Plan: Stockton, CA
- North Highlands Recreation and Park District Master Plan: North Highlands, CA
- Master Plan Update, San Francisco Zoo: San Francisco, CA
- Master Plan and Modernization, Stanford Law School: Palo Alto, CA
- East Santa Clara Street Urban Village Plan: San Jose, CA
- Coastal Conservation Center Planning, San Francisco Zoo: San Francisco, CA
- Lipman Family Madagascar Center Master Plan: San Francisco, CA



Experience

- 5+ Years in the LA Industry
- 3+ Years at O'Dell Engineering

Education

- BS, Landscape Architecture, University of California, Davis

Professional Experience

- Parks and Recreation Master Plan: Stockton, CA
- North Highlands Recreation and Park District Master Plan: North Highlands, CA
- On-Call Landscape Architecture Services: Ceres, CA
- Reclamation District 2062 Parks Master Plan: Lathrop, CA
- Livermore Area Recreation & Park District On-Call Landscape Architecture Services: Livermore, CA
- EmPOWERment Park: Sacramento, CA
- Irrigation Retrofit: Sunnyvale, CA
- Miracle League Fields: Redwood City, CA



Experience

- 8+ Years in the LA Industry
- 3+ Years at O'Dell Engineering

Education

- Master of Landscape Architecture, University of Georgia, Athens
- BS, Landscape Architecture, University of California, Davis

Professional Experience

- Parks and Recreation Master Plan: Stockton, CA
- Dolphin Park: Redwood City, CA
- Miracle League Fields: Redwood City, CA
- Preschool Play Area: Sunnyvale, CA
- Ladera Rec. Center: Portola Valley, CA
- Eastside Community Park: Kerman, CA
- The Awesome Spot Socially Inclusive Playground: Modesto, CA
- EmPOWERment Park: Sacramento, CA
- Garza Park: Patterson, CA
- San Pablo Park: Fresno, CA
- Nototomne Park: Lathrop, CA



Experience

- 15+ Years in the LA Industry
- 6+ Years at O'Dell Engineering

Education

- BS, Landscape Architecture, Cal Poly, San Luis Obispo

Professional Registration

- Certified Playground Inspector No. 42775-0821

Professional Experience

- Kaiser Permanente Facility Master Plan: Fresno, CA
- Park Master Plans: Stanislaus County, CA
- Laird Park Master Plan: Modesto, CA
- North Park Master Plan: Patterson, CA
- Miracle League Fields: Redwood City, CA
- Community Park 42: Merced, CA
- Neighborhood Park Master Plan: Earlimart, CA
- Roeding Heights Park Master Plan: Ceres, CA
- Garza Park Master Plan: Patterson, CA
- EmPOWERment Park Master Plan: Sacramento, CA



Experience

- 3+ Years in the LA Industry
- 2+ Years at O'Dell Engineering

Education

- BS, Landscape Architecture, Cal Poly, San Luis Obispo

Professional Experience

- Dolphin Park: Redwood City, CA
- Ladera Rec Center: Portola Valley, CA
- César Chavez Park: Modesto, CA
- Mary Grogan Park: Modesto, CA
- Parks and Recreation Master Plan: Stockton, CA
- Irrigation Retrofit: Sunnyvale, CA
- EmPOWERment Park Master Plan: Sacramento, CA
- Bellenita Park: Modesto, CA
- Park Master Plans: Stanislaus County, CA
- Community Park 42: Merced, CA
- West Creek Park: Santa Clarita, CA



Experience

- 25+ Years in the Planning Industry
- 17+ Years at Baker Tilly/Management Partners

Education

- BA, Political Science, Public Administration Concentration, California State University, Chico
- Public Administration, San Francisco State University

Professional Registration

- Certified to Administer the Myers-Briggs Type Indicator (MBTI) and DiSC

Professional Highlights

- Worked for the County of San Mateo where she oversaw budget/administrative activities of the criminal justice departments and led the countywide Outcome-Based Management Program.
- Successfully completed hundreds of public strategic planning, organization design, workforce/succession planning, and performance management projects.

Professional Experience

- Multi-Year Strategic Plan: Scotts Valley, CA
- Parks & Recreation Strategic Plan: Tracy, CA
- Strategic Plan: Alameda, CA
- Parks Strategic Plan: Monterey County, CA



Experience

- 15+ Years in the Finance Industry
- 5+ Years at Baker Tilly/Management Partners

Education

- MPA, Local Government Administration, University of Connecticut
- BA, Political Science, University of Connecticut

Professional Registration

- Certified Public Procurement Officer (CPPO)

Professional Highlights

- Served as purchasing officer for the City of Sunnyvale for nine years, where he managed an award-winning centralized purchasing division with \$42 million in annual operational spending.
- Assisted 20 jurisdictions in five states to improve their procurement functions.

Professional Experience

- Multi-Year Strategic Plan: Scotts Valley, CA
- Parks & Recreation Strategic Plan: Tracy, CA
- Strategic Plan: Alameda, CA
- Parks Strategic Plan: Monterey County, CA



Experience

- 40+ Years Parks & Recreation Industry Experience
- 8+ Years at Baker Tilly/Management Partners

Education

- Master of Public Administration, California State University, Stanislaus
- BS, Recreation Administration, California State University, Fresno

Professional Highlights

- Former Parks and Recreation Director for the City of Brentwood, with an annual budget of over \$17 million. Responsible for the construction of 58 parks, a full aquatic complex, a 38-acre sport facility, two community centers, a dog park, a skate/BMX park, five joint use gymnasiums with the two local school districts, and a joint use Olympic size aquatic facility.

Professional Experience

- Parks Master Plan: Ceres, CA
- Parks Master Plan: Stanislaus County, CA
- Parks Facilities Master Plan: Hollister, CA
- Parks & Recreation Master Plan: Stockton, CA

3. TEAM STRUCTURE/RESUMES



Experience

- 15+ Years in the Aquatics Industry
- 15+ Years at ADG

Education

- Master of Business Administration, Capella University
- BA, Communication & Psychology, Auburn University

Professional Registration

- Certified Facility Operator

Unique Qualifications

- Mr. Caron has a lifetime passion for swimming. He was a six-time All American and two-time captain for Auburn University's swim team, has coached at elite camps around the country, and spends most of his free time in the pool with his family.

Professional Experience

- César Chavez Park: Modesto, CA
- Soquel High School: Soquel, CA
- Harbor High School: Santa Cruz, CA
- Simpkins Family Swim Center: Santa Cruz, CA
- UC Santa Cruz: Santa Cruz, CA



We loved connecting with the community at this **Test-It-Out event** for EmPOWERment Park. Our Placemaking Through Play Outreach Program helped **shape the park master plan** to best benefit the community!

Schedule

The below schedule shows estimated project milestones.



Estimate of In-Person Time During Each Phase

- Phase 1: 9 Hours
- Phase 2: 43 Hours
- Phase 3: 38 Hours
- Phase 4: 2 Hours
- Phase 5: 14 Hours
- Phase 6: 20 Hours
- Phase 7: 6 Hours
- Phase 8: 30 Hours

O'Dell Engineering Project Experience LET'S TALK PARKS

STOCKTON PARKS MASTER PLAN

- Learn about the Stockton Parks Master Plan process.
- Share with us your priorities for parks and recreation!
- Help shape the future of your parks!

Join online or over the phone:
www.zoom.com/meetinglink-goeshere
 Phone:
 Webinar ID:

MEETING DATE & TIMES

MONDAY JULY 12, 2021

5:30 pm -7:00 pm

THURSDAY JULY 22, 2021

5:30 pm -7:00 pm



City of Stockton Parks and Recreation Master Plan

O'Dell developed the Stockton Parks Master Plan, which is included in the Stockton Master Infrastructure Plan and Public Facilities Fee Study. The O'Dell team completed community outreach, recreation programming analysis, and aquatic facilities analysis. It included goals and objectives, an importance and satisfaction analysis, strategies for future improvements, a funding analysis, planning criteria for new programs and facilities, base maps and graphs, and phasing plans based on City and community priorities.

Stockton believes that good parks are key to quality of life, and it was our goal to create a document that laid the framework for the best parks and recreation system possible. Improving the quality of life for Stockton residents requires offering accessible and diverse parks and recreation options. This plan involved public feedback from City residents to better understand community needs, which influenced recommendations for existing and future City parks assets. Diverse voices were included as much as possible to empower those that are usually marginalized or overlooked. The document was designed to be concise, user-friendly, and provide guidance for the next 10+ years. Development of the planning document includes the use of electronic surveys, websites, social media, and online meeting software to engage the community. Information is displayed in infographics whenever possible to create clear and easily digestible visualized information.

The goal of the community outreach meetings was to involve the public early in the process and allow sufficient time for public feedback ahead of the document content writing and publication. A final outreach meeting was held to gather feedback regarding document content. Community feedback has been incorporated and the Master Plan document is currently undergoing final review with City staff before it is brought before City Council.



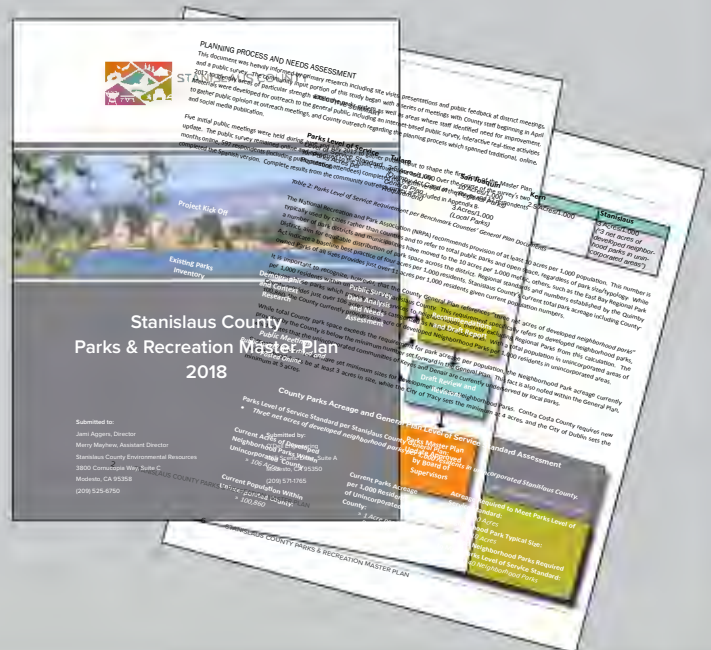
5. REPRESENTATIVE PROJECTS



Stanislaus County Parks Master Plan

O'Dell provided professional services for the 2018 update to the Stanislaus County Parks Master Plan. It addressed important issues such as current parks and recreation trends, comprehensive funding and grant opportunities, new development trends and locations, current partnership and joint use agreement trends, modern best practices and design standards, and current codes and guidelines. Following a robust public engagement process, O'Dell completed best practices and design guidelines relating to the future development of parks and recreation facilities. Possible locations for future parks were identified in the document. Fifteen (15) high-priority capital improvement project recommendations were provided, with project costs and suggested timelines for implementation identified. A clearly presented matrix was created to show funding options available for parks and recreation programs, projects, and ongoing maintenance. O'Dell examined these and many other issues to provide a document to the County that will direct staff, councils, and the board in their efforts for the next twenty years of development and management of park facilities.

O'Dell provided services including research and documentation, community outreach, recreation planning, preparation of a capital improvement and financial plan, and a program environmental impact report as part of this project. Public engagement played an important role in this project, and the O'Dell team worked with the County to engage the public in five initial public meetings and to publish an online survey aimed at gathering more public feedback. The updated Master Plan includes the current inventory of County parks and facilities, a needs assessment, best practices, design guidelines, recommendations, and a capital improvement and financial plan.



O'Dell Engineering Project Experience



City of Hollister Park Facilities Master Plan

O'Dell Engineering provided professional services for the City of Hollister Park Facilities Master Plan. The Master Plan update celebrates the small "Hometown, California" environment of the City, while recommending best practices and specific projects to bring City parks and recreation facilities up to cutting edge recreation standards.

Preparation of the Master Plan included community outreach, analysis of recreation programming, capital improvement plan preparation, financial plan preparation, review of City of Hollister development standards and construction details, and a site-specific Master Plan for the City's 50-acre former wastewater spray field, to be named Brigantino Park. Consistent with current trends in parks and recreation development, aquatic facilities and dog parks were identified by the City and the public as high priority improvements. O'Dell recommended park design best practices geared toward supporting maintenance and long-term management of park sites.

The conceptual master plan for Brigantino Park was envisioned as an opportunity to provide residents and visitors with active and passive recreation opportunities comparable to any in the San Francisco greater metropolitan area. The park design includes a destination dog park, nature trails, an outdoor amphitheater for special events, and a glider field to support local glider enthusiast groups. The site's proximity to the San Benito River and future River Parkway development plans further link it to regional recreation infrastructure.



5. REPRESENTATIVE PROJECTS



O'Dell provided master planning services for the City of Ceres Parks Master Plan. It was completed in March of 2016 following a year of public outreach, visual inventories of the City's existing parks and open space assets, and research into national and local benchmark standards for park development. **The Parks Master Plan contains a full inventory of existing City parks and recreation facilities space, as well as prioritized recommendations for the City to complete infrastructure and programmatic improvements to its existing parks and open space property.**

Public outreach was a vital component and included meetings at recreational class times, online surveys, general public meetings during the day and in the evenings, commission meetings, and social media postings. Through this effort, a unique satisfaction vs. needs assessment was completed. This assessment directed what capital improvement projects were most valuable to the community.

Two of the recommended projects were awarded grant funding and have been completed or partially completed following adoption of the Master Plan. In addition to recommending construction of a socially inclusive play space and community gathering place at Neel Park, one of the recommendations in the Parks Master Plan was for the full build-out of River Bluff Regional Park. O'Dell Engineering provided conceptual master planning and grant application prep services for the restoration of wetlands and recreational trails along the lower bluff of River Bluff Park. The updated Master Plan was used in a submittal for a California River Parkways Grant and was awarded \$489,000.



O'Dell Engineering Project Experience



Management Partners (now a part of Baker Tilly) supported the City of Tracy with their Parks and Recreation Department Strategic Plan. The plan was developed with internal and external stakeholder outreach, as well as the creation of an environmental scan. This Strategic Plan presents the mission, vision, and organizational values that will be used to guide future decision-making for the City of Tracy Parks and Recreation Department. It also contains a set of goals and strategies to be implemented during the next three to five years to fulfill the mission of the department and work towards achieving its vision. This plan is a living document that the department will review annually.

The Parks and Recreation Department initiated this strategic planning effort to articulate a vision and mission for the newly created department. As a result of the strategic planning process, several opportunities for improvement were identified to better serve the community and to strengthen department effectiveness.

A wide range of interested stakeholders were invited to participate in the development of this strategic plan. The process involved internal and external stakeholder outreach (including employee and stakeholder interviews), focus groups, and a staff survey. An environmental scan was prepared to inform the strategic planning process. It includes data on demographic trends, service demand drivers, resource availability, and community and City Council priorities.



5. REPRESENTATIVE PROJECTS



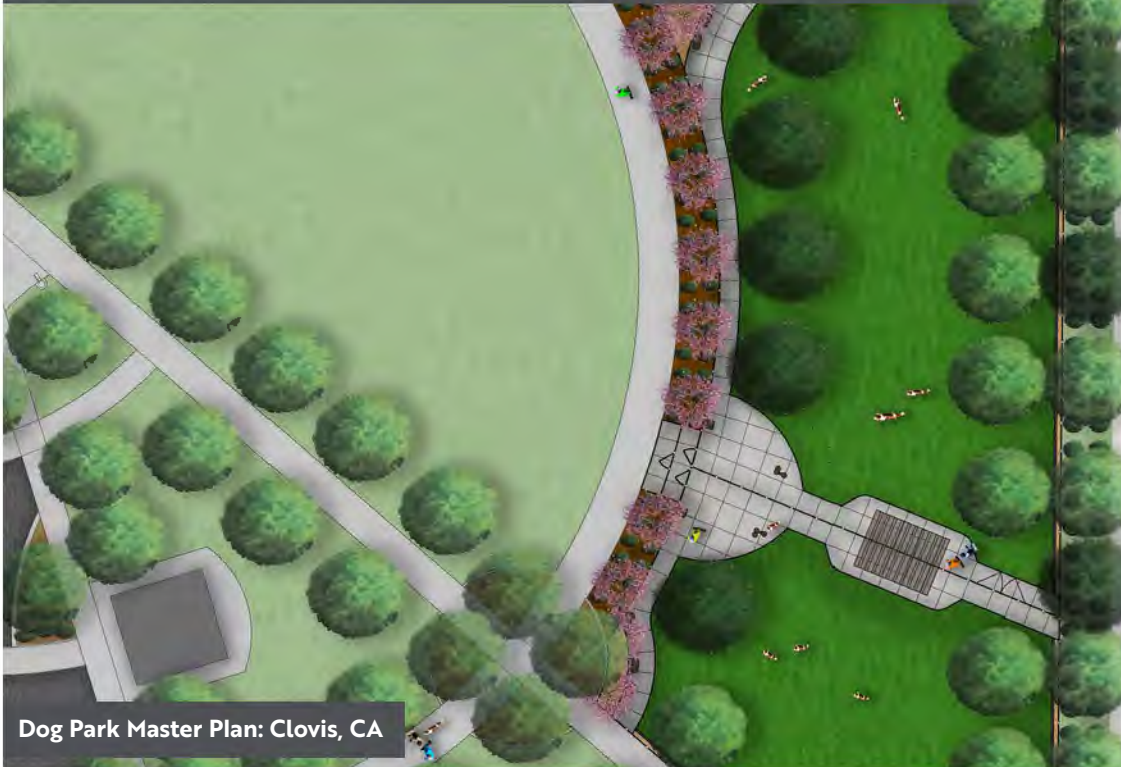
City of Alameda Strategic Plan for Public Works

Management Partners (now a part of Baker Tilly) supported the City of Alameda with a Strategic Plan for their Public Works Department. The plan was developed to address many transitions including retirements, challenges, and new initiatives. The plan includes a Director's letter, a public infrastructure inventory, infrastructure condition and long term plans, transportation analysis, park projects, SWOT analysis, and future planning.

The Strategic Plan included 10 initiatives to be completed in the following five years. They began with building the organization's internal capacity, both in people and systems. Then the department tackled threats to funding for facility maintenance, stormwater infrastructure, and maintenance of the newly constructed public infrastructure at Alameda Point. Finally, the department focused on using data to improve performance.



Additional Project Experience *Parks and Recreation Master Planning*



Dog Park Master Plan: Clovis, CA

Other Related Projects:

- North Highlands Park District Park Master Plan: North Highlands, CA
- Downtown Master Plan: Modesto, CA
- EmPOWERment Park Master Plan: Sacramento, CA
- Trail Master Plan: Los Banos, CA
- Miracle League Inclusive Facility Master Plan: Redwood City, CA
- Columbia Park Master Plan & Public Outreach: Turlock, CA
- Park Master Planning: Livermore, CA
- Neel Park Master Plan: Ceres, CA



Urban Greening Master Plan: Stanislaus County, CA



Downtown Master Plan: Ceres, CA



Non-Motorized Transportation Master Plan: Lathrop, CA

Cost Proposal

Phase 1 Project Initiation:	\$ 3,690
Phase 2 Research & Data Collection:	\$13,940
Phase 3 Community Outreach and City Engagement:	\$16,860
Phase 4 Recreation Planning:	\$10,490
Phase 5 Master Plan Preparation:	\$ 32,915
Phase 6 Plan Adoption:	\$ 11,120
Reimburables and Subconsultants.....	\$11,000

Total Cost Phases 1—6:\$100,015

Optional Phase 8 Recreation Division Strategic Plan:\$ 39,050

Total Cost including RDS.....\$139,785

Removed:

Optional Phase 7 Aquatics Assessment: \$9,710

6. COST PROPOSAL

O'Dell Engineering Fee Schedule

Position Classification:

Principal
Senior Civil Engineer
Senior Engineer 2
Senior Engineer 1
Engineer 2
Engineer 1
Assistant Engineer 2
Assistant Engineer 1
Senior Landscape Architect 2
Senior Landscape Architect 1
Landscape Architect 2
Landscape Architect 1
Landscape Designer 3
Landscape Designer 2
Landscape Designer 1
Planner
Assistant Planner
Dry Utility Project Manager 2
Dry Utility Project Manager 1
Utility Engineer
CADD Operator 2
CADD Operator 1
Survey Manager
Senior Land Surveyor
Senior Surveyor 2
Senior Surveyor 1
Surveyor 2
Surveyor 1
Assistant Surveyor 2
Assistant Surveyor 1
Survey Crew 2-man/1-man
Survey Crew 2-man/1-man (prevailing wage)
Administrative

O'Dell Hourly Rates by Position

Regular Hourly Rate:

\$280
\$215
\$200
\$185
\$180
\$170
\$145
\$130
\$200
\$180
\$170
\$160
\$155
\$145
\$135
\$175
\$140
\$170
\$150
\$135
\$115
\$95
\$205
\$195
\$190
\$170
\$150
\$140
\$130
\$115
\$320/\$180
\$396/\$225
\$96

Cost of services and expenses charged to O'Dell Engineering by outside consultants, commercial printers, and professional or technical firms engaged in connection with the project.

Mileage, per diem, and subsistence are not normally charged to the client unless specific prior authorization is negotiated between client and consultant.

Outside Services & Reproduction

Actual Cost Plus 10%

Travel & Per Diem Costs

Actual Cost Plus 10%

Note: Rates Subject to 5% Yearly Escalation.

Aquatic Design Group Fee Schedule

Position Classification:

Principal
Project Architect/Engineer
Project Manager
Designer
Administrative

ADG Hourly Rates by Position

Regular Hourly Rate:

\$235
\$215
\$195
\$155
\$100

Baker Tilly Fee Schedule

Position Classification:

Managing Director
Special Advisor
Senior Manager
Senior Management Analyst

Baker Tilly Hourly Rates by Position

Regular Hourly Rate:

\$240
\$210
\$190
\$140

Date December 15, 2022

City of Scotts Valley
PARKS AND RECREATION COMMISSION
STAFF REPORT

DATE: December 15, 2022
TO: Parks and Recreation Commission
FROM: Ali Robinson, Recreation Division Manager
SUBJECT: Recreation Code of Conduct

SUMMARY OF ISSUE

Background

The City of Scotts Valley's Recreation Division operates a senior center that is open weekdays. The center offers seniors enrichment through games, classes, events, as well as hosting service providers such as Meals on Wheels, senior legal advisors and tax assistance. The center has a membership which includes discounts on the program offerings, but the center is open to anyone 50+, regardless of membership.

Cities that operate community centers or community spaces open to the public, like our senior center, strive to offer welcoming environments. When operating a facility, it is standard practice to have rules that apply to the space. There have not been facility rules set in place at the senior center and, over the past few months, several situations arose that put staff and volunteers in a position to enforce behavior without an adopted set of rules or guidelines. The senior board heard these issues at their monthly board meetings and explored with staff the effectiveness of adding rules to their membership application. Through discussion, it was found that having rules and consequences included in a membership or having memberships be approved by the board seemed to add complication to the process when addressing one or two individuals.

The Recreation Division Manager reached out to several community and senior centers in the Bay Area to compile their facility rules.

Currently, the Recreation Division is not offering classes through the classroom space at Skypark and has since ceased operation of the pre-school or after school programs. These programs would all have built-in rules or guidelines for the specific program. As the division looks ahead to once again offer programming, it could be foreseen that multiple set rules of participation would need to be established. We could end up with separate rules for the senior center, tennis courts, dog parks, theater, etc.

With the need to enforce behavior without a policy, staff would like to provide a guideline for the challenges that may arise in the parks and facilities. The board is in favor of utilizing a more widely adopted policy that would not single out the senior center. The behavior of those dealing with mental illness and unhoused individuals now being seen in the senior center is a more recent development, and the senior board understands that this will become more frequent as Scotts Valley continues to grow.

Discussion

In following models of other Bay Area cities, staff believes an overall Code of conduct which will apply to anyone participating and utilizing our parks, classes, facilities, centers and spaces. An overarching policy will be applied in all situations that arise.

Our senior center does not have the same challenges as our neighboring cities regarding the number of unhoused patrons using our public facilities. The senior board, in hearing staff and volunteers concerns with safety and resources, acknowledge that the amount of unhoused community members and those dealing with mental illness may increase given the overall trend of California. In the state of California, unhoused population increased by roughly 22,500 over the past three years, to 173,800. The growing numbers of unhoused population would be addressed in a code of conduct at the senior center.

Having an established code of conduct as well as providing staff training will give the center, as well as the Recreation Division Manager, tools to handle situations that are arising in our parks and facilities.

Looking at other cities with Community Centers

The code of conduct's from other centers varied, but all included items about behavior, rules that would lead to program or facility expulsion, and steps that staff on site would take for mediation. In some larger cities facing challenges of unhoused populations, rules were outlined about restroom facilities, storage of belongings and hygiene. In many of the community center code of conducts, welcome environment and inclusivity were highlighted.

Where and how to implement

The draft Recreation code of conduct is available for review and comments from the commission are welcome. The senior board will review the draft at their January 3rd regular meeting. The recreation division manager can implement park rules and changes and must hold a public hearing with 10 days' notice.

Excerpt from Muni Code:

7.04.060 - Rules and regulations—Administration—Scope.

B. Said rules and regulations shall promote the preservation of public property and its maintenance in a clean and safe condition, the protection of health and safety of the

public in general, and the enjoyment of parks by the public as places of recreation and repose. Said rules and regulations shall be adopted only after a public hearing at which time the recreation division manager shall afford any interested person the opportunity to present statements in writing, with or without opportunity to present the same orally. The recreation division manager shall consider all relevant matters presented to him/her before adopting or amending any regulation. Notice of said hearing shall be given at least ten calendar days prior to such hearing by publication in a newspaper of general circulation.

Once adopted the code of conduct will be an electronic document saved in the Recreation files and distributed to staff. It will be available to staff to reference should an incident occur. Other locations or postings of the document is up for discussion. The senior center could print and mount it to the wall, or it could be posted in our parks, tennis and pickleball area and open spaces for a period. When signing up for Recreation classes or reserving park spaces, we have a contract – the code of conduct could be added as part of the waiver. It could simply be a document that staff has access to as a tool in their toolbox.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

- Review the draft Recreation code of conduct and provide feedback.
- Recommend a Public Meeting be held at the January 19, 2023, Parks and Recreation Commission meeting to hear public comment and take action to adopt the final code of conduct.

TABLE OF CONTENTS

PAGE

Draft Recreation Code of Conduct

4-6

Welcome to the City of Scotts Valley Recreation Division

Scotts Valley Recreation is committed to providing positive experiences in all Recreation Division facilities in which Recreation programs and services are held. The City has established this code to provide and maintain a safe environment where people can participate, and play based on the principles of respect and responsibility. We respectfully request that all people in our programs and spaces (staff, students, teachers, volunteers, and guests) meet these expectations:

Use Spaces as Intended

All spaces, equipment, materials, and furniture are for designated Recreation program use only and may not be removed, misused or altered without permission.

Be Considerate of Others

Respectful behavior is expected at all times. People that are inconsiderate or discourteous to others may be asked to leave the facility and / or the program.

Communicate with Respect

All communication must be made with positive intent. Harassing and demeaning language or gestures towards others, including behavior such as yelling, physical contact, or obscene language, will not be tolerated.

Act Responsibly

We want our program spaces to be places where all people can learn, connect and grow in a safe and supportive environment. Violating the Scotts Valley Recreation Code of Conduct or any law, ordinance, or policy is prohibited.

Recreation Code of Conduct

For the enjoyment and safety of everyone, the City of Scotts Valley expects all people to treat others and facilities connected to the program with respect and abide by all rules and direction from staff and individuals representing the City and the Scotts Valley Recreation Division. We reserve the right to refuse service to anyone for failure to abide by this code of conduct.

Recreation participants, staff, teachers, volunteers and guests are expected to:

- Conduct themselves in an appropriate manner at all times while participating in programs and services provided or sponsored by the City of Scotts Valley Recreation Division.
- Be considerate and courteous to all other people in the programs and spaces.

The following actions will be considered in violation of the Code of Conduct:

- Failure to comply with directives by an instructor, staff or volunteer such that the health and safety of others are threatened. This includes compliance with mandatory safety precautions, such as appropriate attire/footwear.
- Activities that infringe on the rights of others.
- Harassment of any kind based on race, religion, sexual orientation, ability, age, gender identity, or physical appearance.
- Behavior, demeaning comments, or gestures that disturbs others. This includes sexual harassment and threatening behavior such as yelling, physical contact, use of foul or obscene language, harsh verbal words, aggressive tone of voice, or sexually inappropriate behavior.
- Using or appropriating property of others without their permission.
- Destruction or unauthorized removal of City of Scotts Valley materials, equipment, furniture and grounds.
- Leaving or storing large items in any facility or leaving items which create a safety hazard or block pathways that can interfere with public access.
- Sleeping or bathing in facilities and restrooms.
- Vandalism.
- Acts of violence.
- Violation of any federal, state, county or city laws, ordinances, the City's Municipal Code or policies including:
 - Infractions against policies regarding loitering, sales or solicitation.
 - Possession, use, or sale of drugs or controlled substances.
 - Violation of smoking restrictions both inside and outside of the building.

Consequences:

If a participant exhibits behaviors or actions that violate the Scotts Valley Recreation Code of Conduct, the magnitude and impact of the specific conduct may warrant different levels of consequences. The City will address violations on a case-by-case basis, evaluating factors such as the conduct, the policy violated and impacts to the health and safety of participants and staff.

Any participant who engages in discriminatory, harassing, or otherwise objectionable behavior is subject to the following actions and removal from the program or facility:

Request: If a behavior is deemed to violate the Code of Conduct, a staff member will verbally request that the behavior be discontinued. Participants are expected to comply with the request.

Suspend: If the behavior continues after the verbal request, a City employee may ask anyone found violating Code of Conduct to leave the facility or program for the remainder of the day.

Meet: If the inappropriate behavior continues on a following day, the participant will be asked to leave for the remainder of the day and a meeting will be scheduled with staff, the Recreation Division Manager and participant to discuss expected changes. A written report will be filed regarding the incident(s).

Remove: If the behavior continues following the meeting, the Recreation Division Manager may suspend the participant for 90 days. **

Appeals - The Recreation Division Manager shall provide a written letter outlining his/her decision to suspend a participant and they can appeal the decision. Appeals must be made in writing to the Director of Public Works within thirty days from the date of the exclusion. The appeal will be reviewed within twenty-one days from the date that the appeal was filed. The Public Works Director decision is final.

**In cases of behavior that is physically threatening to other participants or staff, the Recreation Division Manager reserves the right to immediately remove a participant from a program or facility and they will not be permitted to return for one year from the incident.

Thank you for doing your part to create a positive, safe, and equitable experience at our all of our facilities and spaces.

Skypark

Scotts Valley, CA

Prepared for: City of Scotts Valley



Prepared By

Jean Tyan

Sales Account Manager

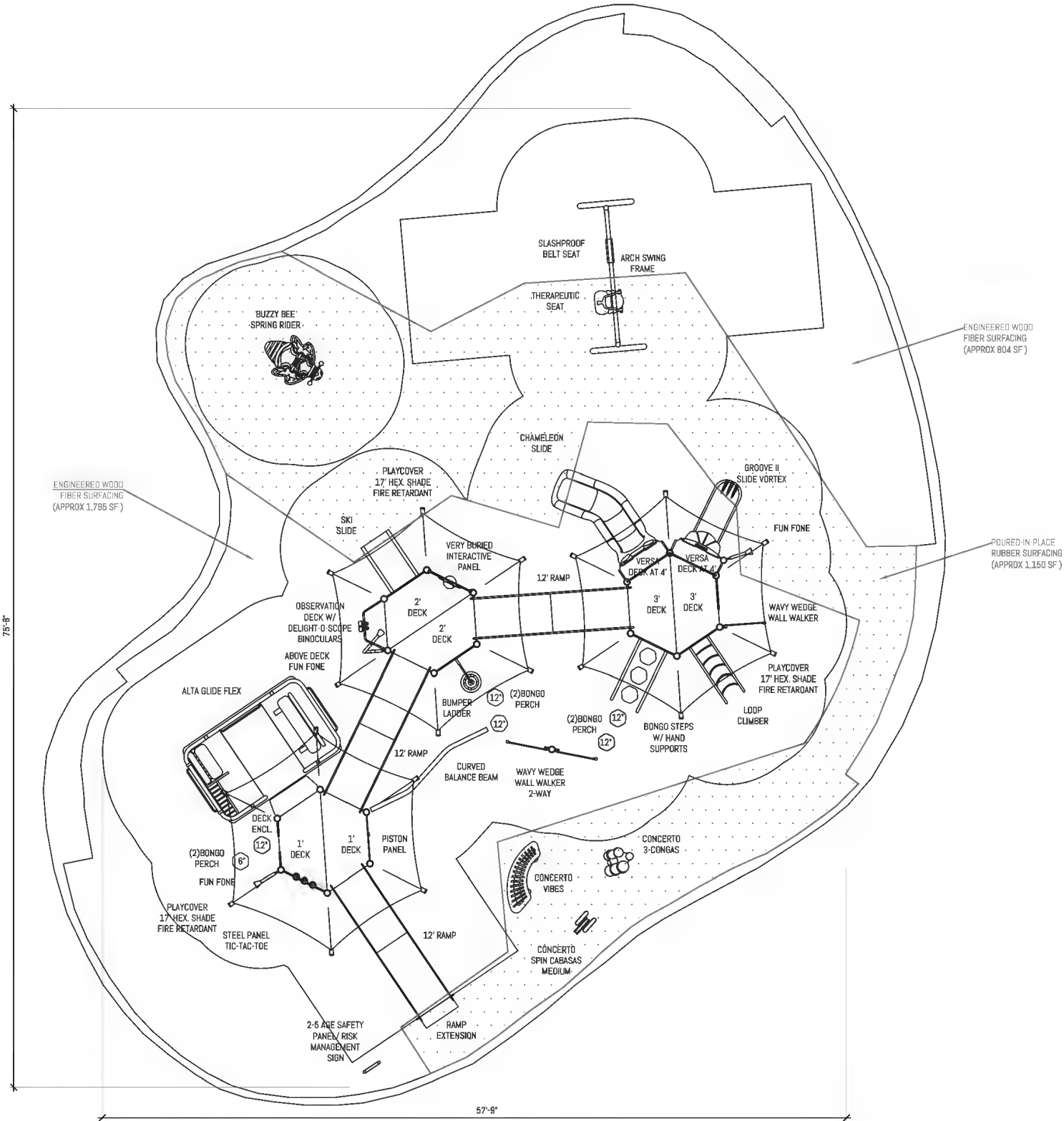
Miracle PlaySystems Inc

jean@miracleplaygroup.com

(650) 930-0459



PLAY AREA - AGE APPROPRIATE 2-5 YEARS:		CAPACITY: 132 - 160 CHILDREN	
ELEVATED PLAY ACTIVITIES (TOTAL)	12		
ELEVATED PLAY ACTIVITIES ACCESSIBLE BY TRANSFER:	2	REQ'D: 0	
ELEVATED PLAY ACTIVITIES ACCESSIBLE BY RAMP:	10	REQ'D: 8	
GROUND LEVEL ACTIVITY TYPE:	6	REQ'D: 0	
GROUND LEVEL ACTIVITY QUANTITY:	16	REQ'D: 0	
NOTES:			
1. TRANSFER STEPS TO BE STRIPED PER 118-504.4.1			
2. USE ZONES FINISH SURFACE OF PLAYGROUND COMPLIES WITH ASTM F1292-99			
3. GROUND SURFACING COMPLIES WITH ASTM 1951-99			
4. PLAYGROUND EQUIPMENT SHALL COMPLY WITH ASTM F1487-98			
5. THIS PLAY AREA MEETS CBC SECTION 11B-1006.			
		Critical Fall Height: 8'-0"	Site Area: SF 3,749 LF 247'-0"
			Drawn By: CG



Skypark

Scotts Valley, CA

LINEAR FEET: 247'-0" LF
CRITICAL FALL HEIGHT: 8'-0" CFH

19_1576_Skypark_005

SITE AREA: 3,749 SF
SCALE: 1/32"=1'-0"
DATE: 9/20/2022
DRAWN BY: LDV / CG



ALL DRAWINGS ARE SUBJECT TO CHANGE AND SHOULD BE REVIEWED BEFORE FINAL SALE.
ALL SITE DIMENSIONS WILL NEED TO BE VERIFIED PRIOR TO SALE AND INSTALLATION.



Colors Used In Rendering:



*Colors shown in rendering are for illustrative purposes only. Actual color and pattern may vary slightly.



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Date December 15, 2022

City of Scotts Valley
PARKS AND RECREATION COMMISSION
STAFF REPORT

DATE: December 15, 2022
TO: Parks and Recreation Commission
FROM: Ali Robinson, Recreation Division Manager
SUBJECT: Recreation Restoration Plan – Winter Update

SUMMARY OF ISSUE

Background

In 2021, the City of Scotts Valley commissioned Management Partners to assess recreation services and develop a plan to restore services that were implemented as a result of the COVID-19 pandemic. The shutdown of services during the pandemic provided an opportunity for the City to strategically determine what services it should be providing, how those services should be provided, and the staffing levels necessary to provide them. A report was developed with 24 recommendations on the reactivation of recreation services. The report was presented at a joint session with the City Council and Parks and Recreation Commission (PRC) on September 29, 2021. Councilmembers and Commissioners supported the recommendations presented.

As outlined in the new Recreation model, the Recreation Division will have three full time staff, with the Recreation Coordinator position playing a key support role for the Division. The September staff recommendation of filling the coordinator position mid-FY23 is underway. The recruitment process is in progress with the goal of a mid-January start date. This will bring the staffing level to a more efficient capacity.

Discussion

In August, the newly hired Recreation Division Manager presented the Commission with a three-month workplan highlighting nine recommendations from the Recreation Restoration Plan that they would begin to develop. The three-month increments allow staff a more manageable approach to the overall Restoration Plan. The complete Restoration Plan has 24 recommendations, four of which are complete. The following is an update on the nine in progress:

RESTORATION PLAN UPDATE

Classes Need Survey –

The survey is complete with multiple methods of gathering information using the National Recreation and Park Associations guide [“Community Engagement Resource Guide”](#) which outlines great alternatives to a simple online survey. The data has been collected and now staff will compile and visualize the results to share with the Commission in January.

Online Facility Reservations –

The current Recreation software ActiveNet is in need of an upgrade. Staff is working with the vendor and had a meeting with the company representative in November about how approach the upgrade. The City’s website is currently undergoing a redesign and is anticipated to be complete in March 2023. When the new site is live, Facility Reservation availability can be brought online. Before we go live with the calendars, the best practices of the reservations will need to be changed so the office system is a live match to the online public facing system.

Special Events Calendar -

Staff has contacted all existing annual users to receive their 2023 preferred dates. Per the MOU with the SVSLV Soccer group, Recreation is to submit their dates in December of each year to ensure the blackout dates are accommodated in the soccer schedule. In addition to the outside organization events, staff will add the City Run events to a master calendar. With the new City website in March 2023, there is a robust public calendar listing feature.

Cost Recovery of Programs, Facilities and Recreation –

Staff has created a Cost Recovery worksheet for all annual events happening in Skypark that rent our facility.

Staff Training on Registration Software –

The Recreation Division Manager is a superuser of the current software and is very familiar with using all modules. The Administrative Secretary III will plan to receive training on ActiveNet as well as other Office programs by Summer 2023.

Parks Master Plan –

A vendor has been selected through a multistage RFP process and is on track to start the Parks Master Plan year-long journey in late January 2023.

Special Event Permits by Regional Providers –

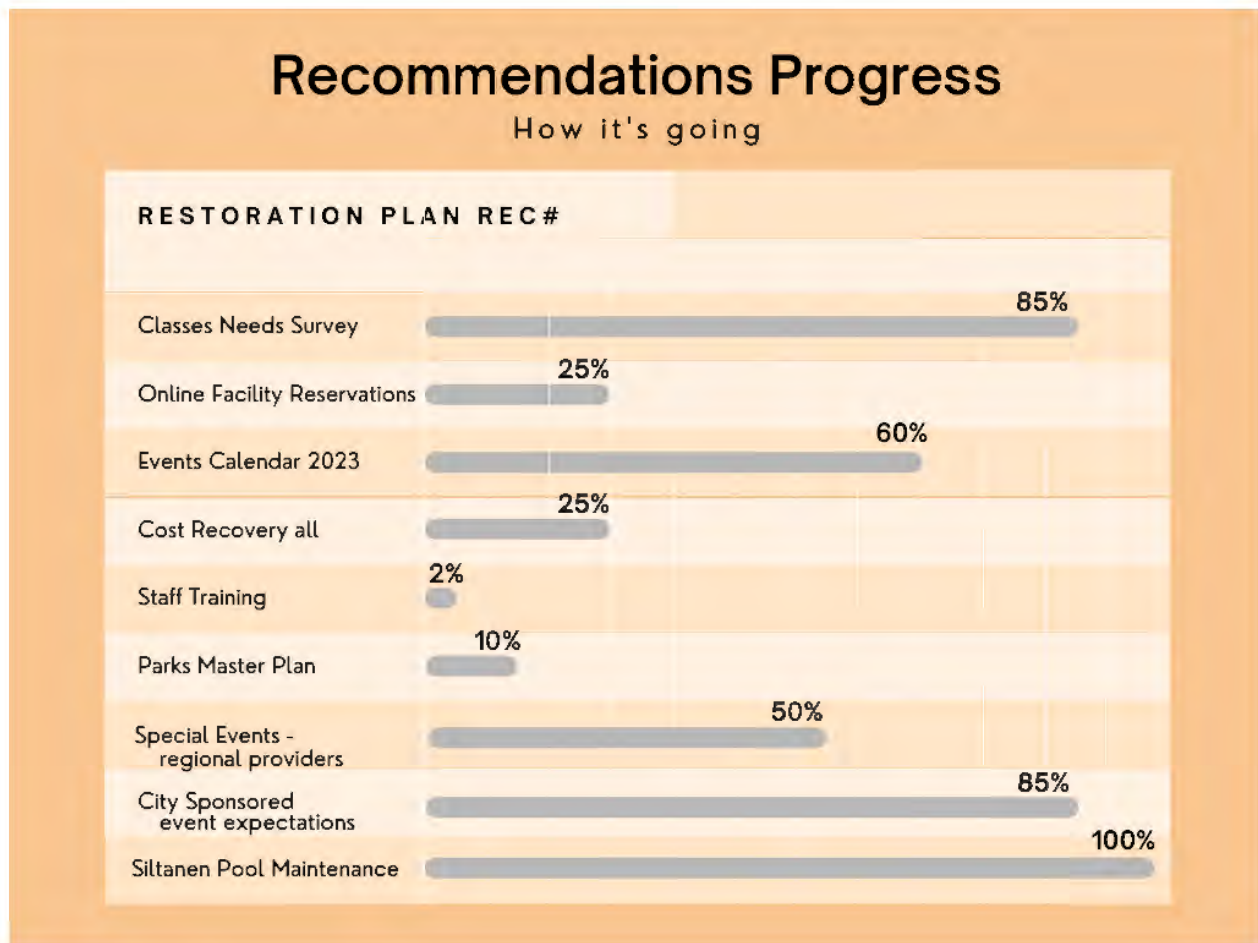
The Recreation Division Manager is developing a comprehensive list of resources for event provider and vendors that will be used as a working rolodex when planning events.

City Sponsored Special Events Expectations –

Each of the annual events in our facilities hosted by community groups have taken place and the Recreation Division Manager has set a clear expectation of City staff involvement.

Siltanen Pool Maintenance Contract –

A pool maintenance vendor has been selected and began oversight of maintenance operations in October 2023.



WINTER 2023 WORK PLAN:

The next three months will continue with the in-progress recommendations outlined above as well as kicking off four more:

- #1 Siltanen pool regional or business operations contract
- #21 Engage Parks and Rec commission and development of Parks and Master Plan
- #22 Complete Recreation Division Strategic Plan
- #17 Conduct regular meetings with regional Recreation providers

Staff will start work on these additional four items in January and provide an update in March 2023.

WHAT'S LEFT:

As we look ahead to Spring and the rest of 2023, of the 24 recommendations the following seven will still need to be put into a workplan to begin development and further analysis.

#3 Develop a collaborative shared services model for the provision of instruction classes with the City of Santa Cruz, Capitola and County.

#8 Outsource all youth and adult sports programs to independent organizations and provide the facilities under a field use fee.

#9 Partner with the City of Capitola to provide the adult softball program in Scotts Valley with reimbursement to the City of Scotts Valley for cost of field use

#10 Form a Regional Sports Council for youth and adult sports for regional providers, establish consistent fees and charges, create policies and priorities for the use of the region

#13 Conduct a facility fee study at least every two years was scheduled cost of living increase in between and based on analysis of existing market rates.

#15 Establish an independent nonprofit Senior Advisory Board to operate the Senior Center.

With the start of the Parks Master Plan in January, the Recreation Division will be diligently working to balance time dedicated to working with the consultant and keeping on track with the Restoration Plan Recommendations, focusing on groundwork needed to have programming ready for Summer. The priorities of the Siltanen Pool contractor and classes offerings will need to be in place by mid-March for May/June programming.

In addition, the City's lease agreement with the newly opened Performance Arts Center allows for 96 hours of Recreation programming per calendar year. The Recreation Division Manager is working closely with the tenant, Scotts Valley Theater Guild, to book their 2023 dates. Events are workshop in format with an emphasis on arts, writing, music, teens and parenting. These workshops will be hosted by the City's Recreation Division and signups will be done through our registration system.

FISCAL IMPACT

None at this time.

STAFF RECOMMENDATION

To give direction on the following:

- receive the Recreation Restoration Plan from City staff with three-month progress
- advise on any of the items identified on the next three-month Workplan (Jan, Feb, Mar 2023)

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Recreation Services Restoration Plan

Updated December 2022

Rec No.	Recommendation	Implementation Steps	Priority ¹	Person Responsible ²	Proposed Timeline	Management Partners Comments
Initial Restoration of Recreation Services						
1	Implement a regional approach for providing aquatic programs by partnering with local agencies through a contracted service and/or shared service agreement.	- Analyze the advantages/disadvantages to a regional approach for programs and services including whether to contract services with another agency or share services - Engage regional partners to consider a regional approach to providing aquatic programs including sharing staff, training, and operational responsibilities - Identify the approach that best suits the needs of Scotts Valley and regional partners	Priority 1	Recreation Division Manager	Dec 2022-Mar 2023	Pool refurbishment expected completion Oct 2022 RFP/Q to go out in Dec 2022 Enter into contract in Mar 2023 for Summer season
2	Contract maintenance of the Siltanen swimming pool with a pool maintenance company.	- Develop an RFP to identify a vendor to perform maintenance functions at the Siltanen swimming pool - Solicit proposals - Select a vendor - Contract with the vendor to provide maintenance services at the swimming pool	Priority 1	Public Works Director	Oct 2022 COMPLETE	Once pool construction complete, new vendor contract will begin
3	Develop a collaborative, shared-services model for the provision of instruction classes with the cities of Santa Cruz and Capitola and the County of Santa Cruz.	- Engage regional partners to discuss a regional approach to providing recreation classes including sharing instructors and facilities, conducting marketing, adopting similar fee structures, and providing complimentary classes - Create an action plan to implement.	Priority 2	Recreation Division Manager	Spring 2023, then ongoing	

¹ Priority 1: Important to accomplish without delay and/or easy to accomplish.

Priority 2: Second tier of importance to accomplish and/or may involve some complexity or time to complete

Priority 3: Least urgent to complete and/or may take longer to set-up or to execute

² To establish clear accountability there should be a single manager assigned responsibility for completing implementation of each recommendation. Where more than one manager is identified in this column, responsibility should be clarified when the Final Action Plan is prepared.

Action happening in the next 3 months in green

Completed items in grey and notated with a ✓

Rec No.	Recommendation	Implementation Steps	Priority ¹	Person Responsible ²	Proposed Timeline	Management Partners Comments
		This is an on-going action that continues to refine and revise programs between providers.				
4	Conduct a needs assessment to determine demand for recreation classes.	- Engage community members and recreation class participants to understand the demand for instructional classes, including which classes to offer and how often they may need to be offered - Incorporate the results of the needs assessment into planning for the instructional class offerings and the identification of needed instructors - This is an on-going action that uses community surveys and program evaluations to evaluate community needs, with result shared on a regular basis with the Parks and Recreation Commission.	Priority 1	Recreation Division Manager	Sept-Oct 2022	Will conduct electronic survey
8	Outsource all youth and adult sports programs to independent organizations and provide the facilities under a field use fee.	- Research best practices for outsourcing sports programs to independent organizations and providing the facilities for a fee - Determine those best practices most suited for Scotts Valley - Engage sports program providers to inform them of the opportunity to provide programs at Scotts Valley facilities	Priority 2	Recreation Division Manager	Jan 2023-Apr 2023	Adult sports – will explore opportunities with City of Capitola, Santa Cruz and County and other outsourcing options for Summer 2023 league. Youth sports – streamline COU process for all existing youth sports orgs
9	Partner with the City of Capitola to provide the adult softball program in Scotts Valley with reimbursement to the City for the cost of field use.	- Engage the City of Capitola to discuss their providing an adult softball program in Scotts Valley - Inform softball program participants of the change in provider	Priority 3	Recreation Division Manager	Jan 2023-Apr 2023	Will connect with City of Capitola on feasibility and if their resources have increased
Long-Range Planning						

Rec No.	Recommendation	Implementation Steps	Priority ¹	Person Responsible ²	Proposed Timeline	Management Partners Comments
5	Identify the costs and benefits of extending the Boys and Girls Club childcare contract beyond the 2021-2022 school year.	- Determine the full costs of extending the Boys and Girls Club childcare contract, including city staff time in the analysis - Analyze the costs and benefits of providing childcare services with city staff only - Identify the benefits of continuing to contract childcare with the Boys and Girls Club - Establish outcome-based standards (what the City expects from the program) to be able to determine whether the current provider is accomplishing what the City expects.	Priority 2	Recreation Division Manager	COMPLETE	2021/22 school year complete
6	Develop a long-term plan for the provision of childcare services in Scotts Valley as an outsourced City service.	- Using the results of the analysis in Recommendation #5, prepare a long-term financial analysis comparing the use of the Boys and Girls Club, an alternative service provider, and performing the function in-house - Determine which option is best suited for Scotts Valley based on accomplishing the outcome based standards and is fiscally sustainable over the long term. - Consider offering an extension with the Boys and Girls Club for a period of time while the City prepares a RFP for a long term agreement for this outsourced City service.	Priority 2	Recreation Division Manager	COMPLETE	Beginning 2022/23 school year, SVUSD will operate childcare through contracted service with Champions. Recreation will evaluate the success of the program in June 2023.
10	Form a regional sports council for youth and adult sports where regional providers establish consistent fees and charges, policies, and priorities for the use of facilities in the region.	- Engage regional partners to discuss creating a regional sports council for youth and adult sports to set standards for program users and fees for use of facilities. - Ensure local governments, sports providers, and users are participants of the council - This is an on-going action in support of the sports council.	Priority 3	Recreation Division Manager	August 2023	

Rec No.	Recommendation	Implementation Steps	Priority ¹	Person Responsible ²	Proposed Timeline	Management Partners Comments
20	Develop a Parks and Recreation Master Plan as part of the Parks System Master Plan scheduled for FY 2022-23.	- Develop on RFQ/P to create a Recreation Master Plan - Solicit proposal from vendors for the RFQ/P - Review the proposals and select a vendor - Contract with the vendor to assist in the development of a Recreation Master Plan	Priority 2	Public Works Director	Oct 2022-Dec 2023 IN PROGRESS	RFP to go out this Fall. This process will take approximately 1 year to fully develop. Recreation Division Manager will be involved in entire process.
21	Engage the Parks and Recreation Commission in the development of the parks systems Park and Recreation Master Plan(s).	Collaborate with the Parks and Recreation Commission to implement Recommendation #20	Priority 2	Recreation Division Manager	Nov 2022 Jan 2023	A Commission sub-committee will need to be formed.
22	Complete a Recreation Division Strategic Plan.	- Develop on RFQ/P to create a Recreation Division Strategic Plan - Solicit proposal from vendors for the RFQ/P - Review the proposals and select a vendor - Contract with the vendor to assist in the development of a Recreation Division Strategic Plan - Collaborate with the Parks and Recreation Commission to develop the plan.	Priority 1	Recreation Division Manager	Dec 2022-May 30, 2023	Recommended to be a Priority 1 item by Park and Recreation Commission. Previously identified as Priority 3.
Administrative Actions						
7	Develop a joint use agreement between SVUSD and the City for operation of the childcare program, use of facilities, and for funding facilities improvements.	Negotiate with SVUSD to develop a joint use agreement for operation of the childcare program and funding of facility improvements	Priority 3	City Manager	Jan-June 2023 COMPLETE	Use agreement complete for Childcare. Need to explore joint use feasibility of facilities.
11	Reestablish a community presence for the Recreation Division in a location that is easily accessible and open to the public for facility rentals.	- Identify city-owned facilities that are potentially available for the Recreation Division to open a public, easily accessible location for facility rentals - Determine which facility is best suited for this need - Develop a schedule for having a presence in this location for facility rentals and communicate the location and hours to the public	Priority 2	Public Works Director	COMPLETE	The Recreation office located at Public Works Skypark is open and staffed by Admin Secretary III and Recreation Division Manager.

Rec No.	Recommendation	Implementation Steps	Priority ¹	Person Responsible ²	Proposed Timeline	Management Partners Comments
12	Determine which aspects of facility rentals can be moved online through the computerized registration program to accommodate greater flexibility, allow for after-hour use, and streamline administration.	- Collaborate with IT to review the computerized registration program to determine which aspects of facility rentals can be moved online - Integrate those identified components into the computerized registration program - Train staff on the new online registration components including assigning overall management of the program to the Administrative Secretary - Inform the public about the availability of online registration	Priority 1	Recreation Division Manager	Now-Mar 2023	ActiveNet software training and website integration will be done by Spring 2023. The City will have a new website in 2023 which will host the online reservation calendar.
13	Conduct a facility fee study at least once every two years, with scheduled cost of living increases in between and based on an analysis of existing market rates.	- Create a policy to conduct a facility fee study at least once every two years - Incorporate cost of living increases and an analysis of existing market rates into the fee study - Incorporate the Council-approved cost-recovery goals in Recommendation #14 into the fee study and recommendations - Incorporate the fee study as part of the City's overall cost allocation and citywide fee studies where appropriate	Priority 1	Administrative Services Director	May 30, 2023	The Public Works Director and the Recreation Division Manager will need to provide input into the parameters of the study and provide assistance in information gathering. Parks and Recreation Commission identified this as a Priority 1 item. Previously a Priority 2 item.
14	Establish Council-approved cost-recovery goals for each facility to ensure long-term financial stability for facility maintenance.	- Analyze and identify cost recovery goals needed for each facility to ensure long-term financial stability for facility maintenance - Develop a staff report for Council suggesting the cost recovery goals for each facility and the associated fees necessary to achieve those goals - Present the recommendations to Council - Review/update on a yearly basis	Priority 1	Public Works Director/ Administrative Services Director	Now – May 30, 2023	

Rec No.	Recommendation	Implementation Steps	Priority ¹	Person Responsible ²	Proposed Timeline	Management Partners Comments
19	Review and revise the recreation division manager position description to focus on management activities with an established list of priorities and expectations from the Public Works director.	- Review the recreation division manager position description and update it to include a focus on management activities - Develop a list of priorities and expectations for the recreation division manager - Communicate the priorities and expectations to the recreation division manager and hold them accountable through regular performance evaluations. - Move forward to fill full time Recreation Manager and Administrative Secretary positions	Priority 1	Public Works Director	COMPLETE	As of August 1, 2022 a new Recreation Division Manager has been hired.
23	Provide enhanced training opportunities to the Administrative Secretary I position in the Recreation Division.	- Research advanced training opportunities to provide to the Administrative Secretary I position, with a focus on training for the recreation software system - Select the training opportunities best suited for Scotts Valley - Provide the identified training to the Administrative Secretary I	Priority 1	Recreation Division Manager	Now-Dec 2022, ongoing	ActiveNet software trainings available. Custom reporting to be built by Recreation Division Manager to streamline processes.
Collaboration and Partnerships						
15*	Establish an independent non-profit senior advisory board to operate the senior center with the City providing the facilities for its use.*	- Engage local senior services leaders to create an independent non-profit senior advisory board to operate the senior center - Establish a services agreements with the new non-profit organization to operate senior programs and services with the City providing the facility.	Priority 2	Recreation Division Manager	TBD	*= pending more info, meeting with Senior Advisory Board
16	Establish clear time, budget, and fee reimbursement expectations in managing special events in the City, especially those organized by third parties.	- Start with next scheduled special event and complete the review one-by-one as they are scheduled. - Determine which special event programs the City wants City staff to participate in - Determine the roles and responsibilities for staff, with the appropriate amount of time and budget investment of City staff for special events	Priority 1	Recreation Division Manager	Start Sept 2022 – on-going as special events are scheduled	Other department representatives (e.g., Public Works, Police) will be required depending on the nature of the special events.

Rec No.	Recommendation	Implementation Steps	Priority ¹	Person Responsible ²	Proposed Timeline	Management Partners Comments
		- Determine an appropriate fee for the city to be reimbursed for special event management and assistance, especially those organized by third parties - Articulate the time, budget and fee expectations to community groups engaging the city for assistance with special events				
17	Conduct regular outreach to regional providers to discuss assistance and/or collaboration in scheduling special events and promotions.	- Identify regional providers of special events and promotions - Engage the identified providers to find opportunities for collaboration or assisting with special events	Priority 1	Recreation Division Manager	Now- on-going	Will have more contact with groups hosting events in parks.
18	Develop a calendar and implementation plan for special events in 2022 and 2023.	- Develop a database of all upcoming special events, including the name of the organizer, type of event, location, and date of the event - Create an implementation plan for city staff for each event, noting the steps needed to execute a successful event, the person responsible for carrying out the step, and date by which each step needs to be achieved	Priority 1	Recreation Division Manager	Now-Mar 2023	Evaluate all current permit holders. Create an annual calendar in Dec 2022 for following year. Create tracking system in ActiveNet.
24	Conduct regular meetings with regional recreation providers to learn about service delivery needs and opportunities and determine ways to partner to meet recreation demands in the region.	Engage regional recreation providers to establish a regular meeting to learn about service delivery needs and opportunities and determine ways to partner to meet recreation demands in the region	Priority 1	Recreation Division Manager	Nov 2022-Nov 2023	Host kick-off picnic at Skypark and invite regional recreation providers.

The next 3 months- January, February, March

#	Recommendation	Notes
1	Contract vendor for operation of Siltanen swimming pool for Summer 2023	
4	Conduct a needs assessment to determine demand for recreation classes.	<i>Survey complete. Compile data, share results and make a plan for implementation</i>
12	Determine which aspects of facility rentals can be moved online through the computerized registration program to accommodate greater flexibility, allow for after-hour use, and streamline administration.	
14	Establish Council-approved cost-recovery goals for each facility to ensure long-term financial stability for facility maintenance.	
16	Establish clear time, budget, and fee reimbursement expectations in managing special events in the City, especially those organized by third parties.	
17	Conduct regular outreach to regional providers to discuss assistance and/or collaboration in scheduling special events and promotions.	
18	Develop a calendar and implementation plan for special events in 2022 and 2023.	
20	Develop a Parks and Recreation Master Plan as part of the Parks System Master Plan scheduled for FY 2022-23.	<i>Change to FY 2023/24</i>
21	Engage the Parks and Recreation Commission in development of Parks Master Plan	
22	Complete a Recreation Division Strategic Plan	<i>Will be concurrent with Parks Master Plan process by single consultant.</i>
23	Provide enhanced training opportunities to the Administrative Secretary I position in the Recreation Division.	<i>Training on hold until Spring 2023</i>

Attachment A – List of Recommendations

- Recommendation 1. Implement a regional approach for providing aquatic programs by partnering with local agencies through a contracted service and/or shared service agreement.
- Recommendation 2. Contract maintenance of the Siltanen swimming pool with a pool maintenance company.
- Recommendation 3. Develop a collaborative, shared-services model for the provision of instruction classes with the cities of Santa Cruz and Capitola and the County.
- Recommendation 4. Conduct a needs assessment to determine demand for recreation classes.
- Recommendation 5. Identify the costs and benefits of extending the Boys and Girls Club childcare contract beyond the 2021-2022 school year.
- Recommendation 6. Develop a long-term plan for the provision of childcare services in Scotts Valley as an outsourced City service.
- Recommendation 7. Develop a joint use agreement between SVUSD and the City for operation of the childcare program and for funding facilities improvements.
- Recommendation 8. Outsource all youth and adult sports programs to independent organizations and provide the facilities under a field use fee.
- Recommendation 9. Partner with the City of Capitola to provide the adult softball program in Scotts Valley with reimbursement to the City for the cost of field use.
- Recommendation 10. Form a regional sports council for youth and adult sports where regional providers establish consistent fees and charges, policies, and priorities for the use of facilities in the region.
- Recommendation 11. Reestablish a community presence for the Recreation Division in a location that is easily accessible and open to the public for facility rentals.
- Recommendation 12. Determine which aspects of facility rentals can be moved online through the computerized registration program to accommodate greater flexibility, allow for after-hour use, and streamline administration.
- Recommendation 13. Conduct a facility fee study at least once every two years, with scheduled cost of living increases in between and based on an analysis of existing market rates.
- Recommendation 14. Establish Council-approved cost-recovery goals for each facility to ensure long-term financial stability for facility maintenance.
- Recommendation 15. Establish an independent non-profit senior advisory board to operate the senior center with the City providing the facilities for its use.
- Recommendation 16. Establish clear time, budget, and fee reimbursement expectations in managing special events in the City, especially those organized by third parties.
- Recommendation 17. Conduct regular outreach to regional providers to discuss assistance and/or collaboration in scheduling special events and promotions.
- Recommendation 18. Develop a calendar and implementation plan for special events in 2022 and 2023.

Recommendation 19. Review and revise the recreation division manager position description to focus on management activities with an established list of priorities and expectations from the Public Works director.

Recommendation 20. Develop a Recreation Master Plan as part of, or separate from, the Parks System Master Plan scheduled for FY 2022-23.

Recommendation 21. Engage the Parks and Recreation Commission in the development of the Parks Systems and Recreation Master Plan(s).

Recommendation 22. Complete a Recreation Division Strategic Plan.

Recommendation 23. Provide enhanced training opportunities to the Administrative Secretary I position in the Recreation Division.

Recommendation 24. Conduct regular meetings with regional recreation providers to learn about service delivery needs and opportunities and determine ways to partner to meet recreation demands in the region.

Date December 15, 2022

City of Scotts Valley
PARKS AND RECREATION COMMISSION
STAFF REPORT

DATE: December 15, 2022
TO: Parks and Recreation Commission
FROM: Ali Robinson, Recreation Division Manager
SUBJECT: Adhoc Committee Resolution

SUMMARY OF ISSUE

Background

The Parks and Recreation Commission is an Advisory Body who handles a variety of parks and community related topics for the City of Scotts Valley. In following the standard practice of California Advisory Bodies and adhering to the Brown Act, the Commission will be creating Adhoc Committees to allow for more in depth research and community outreach as opposed to their previous practice of standing subcommittees. These Adhoc Committees will be established by Resolution and have defined roles, responsibilities as well as a time period expected, typically 6 - 12 months. Adhoc Committees will consist of no more than three Commissioners.

Discussion

At the September Parks and Recreation Commission meeting, the Commission sunsetted all Subcommittees from an existing list. From that cleanup, there will be four new Adhoc Committees created by Resolution: Bocce, Trails & Open Spaces, Parks Master Plan and Playground/Shade to address the current needs of the Department in the first part of 2023.

Process

These Committees will be advisory in nature. The Chair will assign Commissioners based on their interest or expertise. Once established, staff will keep a record of when Adhoc Committees are set to expire and work with the Chair to extend or sunset the Committee. As new AdHoc Committees are needed, the process will be for the Commissioners to make a motion during a meeting for staff to bring back a resolution at the following meeting.

FISCAL IMPACT

None.

STAFF RECOMMENDATION

- Approve the Resolution to create a set of Ad-Hoc Committees with scope and duration. Chair to appoint Commissioners to serve on the Committees.
 - Staff recommends creating the following Ad-Hoc Committees with a 6 or 12 month duration:
 - Bocce Skypark
 - Trails & Open Space
 - Playground/Shade
 - Parks Master Plan

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Adhoc Subcommittee Resolution

3

RESOLUTION NO. 101

RESOLUTION OF THE PARKS AND RECREATION COMMISSION OF THE CITY OF SCOTTS VALLEY

WHEREAS, there has been substantial interest in the Bocce Court and playground equipment at Skypark, our Glenwood Open Space Preserve and an upcoming Parks Master Plan process will begin; and

WHEREAS, the Chair desires to have these issues thoroughly studied;

NOW, THEREFORE, BE IT RESOLVED AND ORDERED that the following Ad Hoc Committees be established as follows:

1: Ad Hoc Committees Established. There is hereby established four(4) Ad Hoc Committees entitled Bocce, Trails & Open Spaces, Playground/Shade and Parks Master Plan Ad Hoc Committee(s) which shall have between two (2) and three (3) members. All shall be appointed by the Chair, with the approval of the Commission. Members of the Commission shall serve without compensation. Staff members shall not attend committee meetings unless directed by the Chair.

2: Term of Office. Each member of the Committee shall serve until their duties are completed and any associated recommendations are submitted to the Commission for consideration. Committees will be convened for a maximum of one (1) year.

3: Organization. Each Committee shall elect its own chairman and may adopt rules and regulations for the conduct of its business. The Committee should meet as often as necessary to conduct necessary business. Written minutes are not required.

4: Powers and Duties. The Ad Hoc Committee(s) shall be advisory only and have no authority to bind the City of Scotts Valley.

Duties of the Bocce Committee shall include the following:

- (1) Review existing bocce leagues and general use with the Adult and Senior user groups; and
- (2) Review the current condition of the court and hear users recommendations regarding potential capital improvements to alter the course and bocce area; and
- (3) Act as Liaison with staff to hear the multiple user groups and newly formed Skypark Bocce Advocates; and
- (4) Involve the bocce users in any public comment or surveying done in conjunction with the Parks Master Plan and Recreation Strategic Plan; and
- (5) Perform any other duties deemed appropriate and assigned by the Chair.

Duties of the Trails & Open Spaces Committee shall include the following:

- (1) Nurture relationship with Land Trust Santa Cruz County and community partners; and
- (2) Continue to develop MOU for Open Space Maintenance; and
- (3) Complete policy on bench placement and process with City staff; and
- (4) Involve the trail users in any public comment or surveying done in conjunction with the Parks Master Plan and Recreation Strategic Plan; and
- (5) Perform any other duties deemed appropriate and assigned by the Chair.

Duties of the Playground/Shade Committee shall include the following:

- (1) Review existing playground equipment at Skypark and explore possibilities in adding more shaded areas with the City staff; and
- (2) Hear users concerns and garner feedback; and
- (3) Complete recommendation to Commission on equipment purchases and identify funding with City staff; and
- (4) Perform any other duties deemed appropriate and assigned by the Chair.

Duties of the Parks Master Plan Committee shall include the following:

- (1) Work with City staff and consultant to review previous Parks Master Plan, provide historical insight and community knowledge; and
- (2) Champion and attend public meetings hosted by Consultant to gain public feedback; and
- (3) Sit on a Working Advisory Committee with consultant, City staff and community stakeholders; and
- (4) Work with City staff and consultant to inform the Recreation Strategic Plan to better overlap the two projects; and
- (5) Perform any other duties deemed appropriate and assigned by the Chair.

The above and foregoing resolution was duly and regularly adopted by the Parks and Recreation Commission of the City of Scotts Valley at a special meeting held on the 15th day of December, 2022 by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

Approved: _____
David Sanguinetti, Chair

Attest: _____
Ali Robinson, Recreation Division Manager