

Parks & Recreation Commission



REGULAR MEETING AGENDA

Date: 1/24/2018
Time: 6:30 p.m.
Arrillaga Family Recreation Center
Cypress Room
700 Alma St., Menlo Park, CA 94025

A. Call To Order

B. Roll Call

C. Public Comment

Under "Public Comment," the public may address the Commission on any subject not listed on the agenda. Each speaker may address the Commission once under Public Comment for a limit of three minutes. Please clearly state your name and address or political jurisdiction in which you live. The Commission cannot act on items not listed on the agenda and, therefore, the Commission cannot respond to non-agenda issues brought up under Public Comment other than to provide general information.

D. Regular Business

- D1. Accept Commission minutes for the meeting of November 15, 2017 ([attachment](#))
- D2. Appoint two Commissioners to serve on the Parks and Recreation Facilities Master Plan Oversight and Outreach Group
- D3. Review and provide feedback on the community outreach and engagement plan component of the Parks and Recreation Facilities Master Plan ([Staff Report # 18-001-PRC](#))
- D4. Review and approve Parks and Recreation Commission Quarterly Report to City Council ([attachment](#))

E. Reports and Announcements

- E1. Commissioner Reports (Lane / Harris)
- E2. Community Services Director's update and announcements ([Staff Report # 18-002-PRC](#))

F. Informational Items

- F1. City Council Community Funding Allocations for FY 2017-18 ([attachment](#))

G. Adjournment

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mail notification of agenda and staff report postings by subscribing to the “Notify Me” service at menlopark.org/notifyme. Agendas and staff reports may also be obtained by contacting City Clerk at 650-330-6620. (Posted: 01/18/18)

At every Regular Meeting of the Commission, in addition to the Public Comment period where the public shall have the right to address the Commission on any matters of public interest not listed on the agenda, members of the public have the right to directly address the Commission on any item listed on the agenda at a time designated by the Chair, either before or during the Commission’s consideration of the item.

At every Special Meeting of the Commission, members of the public have the right to directly address the Commission on any item listed on the agenda at a time designated by the Chair, either before or during consideration of the item.

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Parks & Recreation Commission



REGULAR MEETING MINUTES **DRAFT**

Date: 11/15/2017
Time: 6:30 p.m.
Arrillaga Family Recreation Center
Cypress Room
700 Alma St., Menlo Park, CA 94025

A. Call To Order

Chair Stanwood called the meeting to order at 6:35 p.m.

B. Roll Call

Present: Chair Stanwood, Vice Chair Johnson, Commissioner Baskin, Commissioner Harris, Commissioner Lane, Commissioner Staley (arrived at 6:49 p.m.) and Commissioner Palefsky

Absent: None

Staff: Interim Community Services Director, Derek Schweigart

C. Public Comment

There was no Public Comment.

D. Presentations and Proclamations

D1. Library Commission's proposal for Little Free Library

Jacqui Cebrian from the Library Commission gave a presentation on the proposal for a Little Free Library. She mentioned the locations where she would like to have the Little Free Libraries in the Belle Haven area of Menlo Park. The Commission requested that Jacqui return with information regarding the maintenance and guidelines of a Little Free Library.

D2. Nealon temporary dog park survey results ([attachment](#))

Recreation Supervisor, Todd Zeo, gave a presentation on the Nealon temporary dog park survey results.

E. Regular Business

E1. Accept Commission minutes for the meeting of October 25, 2017 ([attachment](#))

ACTION: Motion and second (Johnson/Baskin) to accept the Parks and Recreation Commission meeting minutes of October 25, 2017 with the following change: Chair Stanwood voted in favor of

the kayak launch at Bedwell Bayfront Park passes unanimously.

- E2. Review and approve staff recommendations for the field user groups for FY 2017-18
([Staff Report # 17-029-PRC](#))

Recreation Supervisor, Todd Zeo, gave a presentation on the field user groups for FY 2017-18.
After discussion, the following action was taken:

ACTION: Motion and second (Johnson/Palefsky) to approve the field user groups for 2018 passes unanimously.

F. Reports and Announcements

- F1. Commissioner Reports

There was no Commissioner Report

- F2. Community Services Director's update and announcements ([Staff Report #17-030-PRC](#))

Interim Community Services Director, Derek Schweigart, gave the Community Services Director's update and announcements.

G. Adjournment

Chair Stanwood adjourned the meeting at 8:14 p.m.

Minutes prepared by Linda Munguia, Senior Office Assistant



STAFF REPORT

Parks and Recreation Commission

Meeting Date: 1/24/2018

Staff Report Number: 18-001-PRC

Regular Business: Review and provide feedback on the draft community outreach and engagement plan component of the Parks and Recreation Facilities Master Plan

Recommendation

City staff recommends the Parks and Recreation Commission review and provided feedback on draft community outreach and engagement plan component of Parks and Recreation Facilities Master Plan. Staff also recommends the appointment of two Parks and Recreation Commissioners to serve on the Parks and Recreation Facilities Master Plan Update Oversight and Outreach Committee.

Policy Issues

The Parks and Recreation Facilities Master Plan is consistent with City policies and 2017 Menlo Park City Council Work Plan item No. 12 – to determine community facility needs in order to update the Parks and Recreation Facilities Master Plan (1999) and establish priorities for potential third phase of Measure T bonds in fiscal year 2018-19. The community outreach plan for the update of the Parks and Recreation Facilities Master Plan will follow the City's Community Engagement Model (Attachment A), which requires that the communication strategy be in both English and Spanish.

Background

The City of Menlo Park provides recreation programs, social services and facilities enriching the lives of Menlo Park and other residents. The City operates programs in 10 different facilities totaling 130,000 square feet, featuring a state-of-the-art gymnastics center, an award winning gymnasium, two recreation centers, two child care centers, two after-school programs, two community pools and a senior center. Additionally this City hosts community special events, as summer concert series and programs at the local performing arts center. The City is also home to 145 parks, 2 open spaces, 14 playgrounds, 2 dog parks, 9 sports fields, 14 tennis courts and 14 picnic areas totaling over 250 acres.

In 1998, the City undertook an extensive public process to evaluate community needs by assessing the conditions of the City's parks and recreation facilities. In November 1999, a Parks and Recreation Facilities Master Plan was completed, recommending \$63 million in needed improvements. Priority projects were established based on input from a community opinion survey in March 2001 and additional review and recommendations from the Parks and Recreation Commission. In November 2001, Menlo Park voters approved to issue general obligations bonds, Measure T, phased in over several years totaling \$38 million for the renovation and expansion of City parks and recreation facilities.

Staff issued the Parks and Recreation Facilities Master Plan Update Request for Proposals (RFP) on April 7, 2017. A panel of staff members reviewed the four proposals received and invited the three most qualified consultants to interview for the project. Interviews were conducted by staff and one member of the Parks

and Recreation Commission on July 17-18, 2017. Gates + Associates was selected as the most qualified consultant based on their expertise in similar projects and their understanding and approach to the project scope. At their meeting on October 17, 2017, Council approved an agreement with Gates + Associates for the development of the Parks and Recreation Facilities Master Plan.

The Parks and Recreation Facilities Master Plan scope of work consists of:

- Review the City of Menlo Park's Parks and Recreation Facilities Master Plan (1999)
- Review the City of Menlo Park's General Plan for consistency with current vision, goals, policies and implementation strategies.
- Develop a comprehensive plan for public outreach and involvement following the City's Community Engagement Model including a communication strategy in both English and Spanish as well as:
 - Community input from those not currently using recreation programs, open spaces, building and other recreation facilities as well as from current users and stakeholders;
 - Innovative and cost effective methods to generate and maximize public participation in development of the Parks and Recreation Facilities Master Plan including input from the Parks and Recreation Commission, City Council, other public officials and agencies, parks and recreation user groups and non-users.
- Identification and prioritization of improvements needed to existing recreation programs, parks, open space, building and other recreational facilities particularly those that either were not address under the current master plan or have outlived their useful life;
- Identification and prioritization of additional recreation programs, parks, open space, buildings and other recreation facilities and amenities that may be needed in Menlo Park;
- Analysis of existing health and wellness initiatives and recommendations for inclusion in applicable policies, facilities and programs. Identification of fiscal sustainability strategies for same, as well as identification of:
 - Barriers to healthy lifestyles related to current programs
 - Unmet needs in community wellness programs related to the City's scope of responsibility;
 - Resources needed for implementation of wellness programs.
- Review and interpretation of demographic, cultural, socio-economic and other trends relevant to the recreation trends that will have an influence on the plan to be developed;
- Comparison of the City with four to six similar municipals parks and recreation departments in San Mateo and Santa Clara counties in regards to parks, open space building and other recreation facilities, programs and services, usage and staffing levels. Additionally, compare the department with similar departments listed in the National Recreation and Park association Park Metrics;
- Development of a prioritized plan of action incorporating probable costs, including staffing and maintenance needs, and potential funding sources and mechanisms.

Analysis

As part of their scope of work, Gates + Associations has proposed an extensive community engagement plan draft (Attachment B) that is consistent with the City's Community Engagement Model. Highlights of this plan include:

- Project review by the Parks and Recreation Commission and City Council
- Stakeholder coordination
- Interactive workshops and community meetings
- Focus Groups and individual interviews to targeted user groups and potential partners
- Community newsletter/Activity Guide
- On-line survey
- Flyers to be posted at City facilities, schools, local Businesses, Kiosks and other sites

- Project booths at Community Events: e.g. Interactive booth at Kelly Park and Burgess Park during Community Easter Egg Hunts on March 31, 2018
- Project web site
- Social Media Project Pages – Facebook, Instagram
- Formation of oversight and outreach committee

One important strategy for community engagement is the formation of the Parks and Recreation Facilities Master Plan Oversight and Outreach Committee. Its main purpose is to:

1. Provide advisory input and recommendations to the consultant and staff regarding the outreach process and concept plans (i.e. alternatives) and programs; and
2. Reach out to other community members and help bring them into the broader planning process through participation in the community workshops and other planning activities.

Proposed Oversight and Outreach committee composition:

- Derek Schweigart, Interim Community Services Director
- Azalea Mitch, Public Works City Engineer
- Parks and Recreation Commission (2 representatives)
- City Council liaison to the Parks and Recreation Commission
- Teen/High School (1 representative)
- Menlo Park Residents (2 at-large representatives)
- School Districts (2 representatives)
- City Pool Operator – Team Sheeper
- Sports Field User Group (2 representatives)
- Business Community representative
- Arts and Culture (1 representative)
- Environmental Group (1 representative)

Project Stakeholders: The following is a list stakeholders that City staff and Gates + Associates has identified for this project and would be included in Master Plan discussions:

- Menlo Park Community Services Department
- Menlo Park Public Works Department
- Menlo Park Police Department
- Menlo Park City Council
- Parks and Recreation Commission
- Complete Streets Commission
- Environmental Quality Commission
- Library Teen Advisory Group
- Sports Fields User Groups
- Recreation Program Operators
- Peninsula Volunteers, Inc.
- Menlo Park School District
- Ravenswood School District
- Las Lomas School District
- Sequoia High School District
- Private Schools
- Dog Park Users

- Business Community
- Chamber of Commerce
- Gymnastics Community
- San Mateo County Parks Department
- Bay Conservation & Development Commission (BCDC)
- Facebook
- Menlo Park Rotary
- Library Teen Advisory group
- Utility providers
- Environmental groups

The Parks and Recreation Facilities Master Plan is expected to be completed by November 2018. The project will allow review of plan alternatives by the Parks and Recreation Commission and the City Council, as well as any constraints, recommended improvements and funding strategies which will result in a master plan that is implementable for the future.

In review of the proposed community engagement plan, staff suggests the following questions to guide the Commission discussion:

1. Are there any questions or feedback regarding the proposed outreach plan approach? Is there any additional information that is needed in order to evaluate the plan approach?
2. What suggestions does the Commission have to improve the outreach plan?
3. Given the limited scope of the Oversight and Outreach Group, what does the Commission think about the group's composition and how might the Commission propose to handle the membership selection?
4. Are there any other project stakeholders that should be considered? What about park and facility user groups that we should identify and invite to participate in the process?
5. How would the Commission like to be informed or involved in the project moving forward?
6. The appointment of two members of the Commission to serve on the Oversight and Outreach Committee.

Impact on City Resources

On Oct. 17, 2017, Council approved the Parks and Recreation Facilities Plan Update budget of \$220,000, which include a 10% contingency and administrative costs.

Environmental Review

The project is categorically exempt under Class 6 of the current State of California Environmental Quality Act Guidelines, which allows for information collection, research and resource evaluation activities as part of a study leading to an action which a public agency has not yet approved, adopted, or funded. The results of the project will identify environmental reviews and studies required to advance the project.

Public Notice

Public Notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

Attachments

- A. City of Menlo Park Community Engagement Model
- B. Proposed Park and Recreation Facilities Master Plan Update Community Engagement Process by Gates + Associates

Report prepared by:
Rita Shue
Project Manager

Report Reviewed by:
Derek Schweigart
Interim Community Services Director

Menlo Park Community Engagement Model

What we're striving for in our community engagement processes:

1. Processes reflecting the three basic stages of Public Participation

Stage One: Decision Analysis

1. Clarify the decision being made (develop the problem or opportunity statement)
2. Decide whether public participation is needed and for what purpose (determine the level of engagement needed)
3. Identify any aspects of the decision that are non-negotiable, including expectations for who makes the final decision
4. Identify the stakeholders and their interests (determine the scope of the project)

Stage Two: Process Planning

1. Specify what needs to be accomplished at each public step
2. Identify what information people and process facilitators need to build public judgment
3. Identify appropriate methods for each step

Stage Three: Implementation Planning

1. Develop a supporting communications plan
2. Plan the implementation of individual activities
3. Plan the input analysis process
4. Determine the evaluation activities and a feedback loop

2. Processes that begin with a well-defined problem or opportunity...

Here are two examples of problem statements:

Capital Ave SW Reconstruction

Capital Avenue is one of the top five most-used streets in Battle Creek, especially for north-south traffic and as an emergency vehicle and school bus route. But the project area, a two-and-one-half mile stretch is also one of the worst roads in the City. It's crowded, left turns are difficult, and the road surface is really rough. Poor drainage in the area makes the situation worse and often results in flooding and standing water. All these conditions are causing concern for personal safety of people who drive on or walk near the road and something must be done to solve these problems

Example: Your City Your Decision

The City of Menlo Park faces a \$2.9 million budget shortfall in 2006-2007. This gap represents 10% of the City's annual operating budget and will widen over time if nothing is done. Short-term savings and lower impact cuts made over the last four years have not been enough. A permanent solution to Menlo Park's budget crisis is needed and will involve many tough choices and trade-offs.

3. Processes that clearly identify the level and purpose of community engagement....

What level of community engagement is right? Levels of community engagement have been described by the International Association of Public Participation (IAP2) as including a spectrum of activities demonstrating varying levels of public participation in decision-making depending upon the goals, time frames, resources and level of public interest in the decision. We're looking for process designs that clearly define expectations within appropriate level of this spectrum.

4. Processes that clearly identify what stakeholders are deciding and what is not negotiable about a decision...

Examples of givens:

Capital Ave Reconstruction Project

There are some givens on this project, or points that are not open for negotiation. These points were developed by the City Council working with staff to make sure the City fulfills its moral, legal and safety responsibilities.

- To invest taxpayer dollars wisely and to solve safety problems, Capital Ave will be reconstructed, including roadway, storm drainage and curb and gutter.
- To make sure drivers and pedestrians are safe, the City will make all final decisions on traffic signal locations and will build the road and drainage improvements according to professional engineering standards; and
- The city will decide what the final project budget will be. It's expected to be in the \$3 million to \$4 million range.

Community Directions

Serving as a framework for the residents of Battle Creek to help set budget priorities are a list of conditions which must be met:

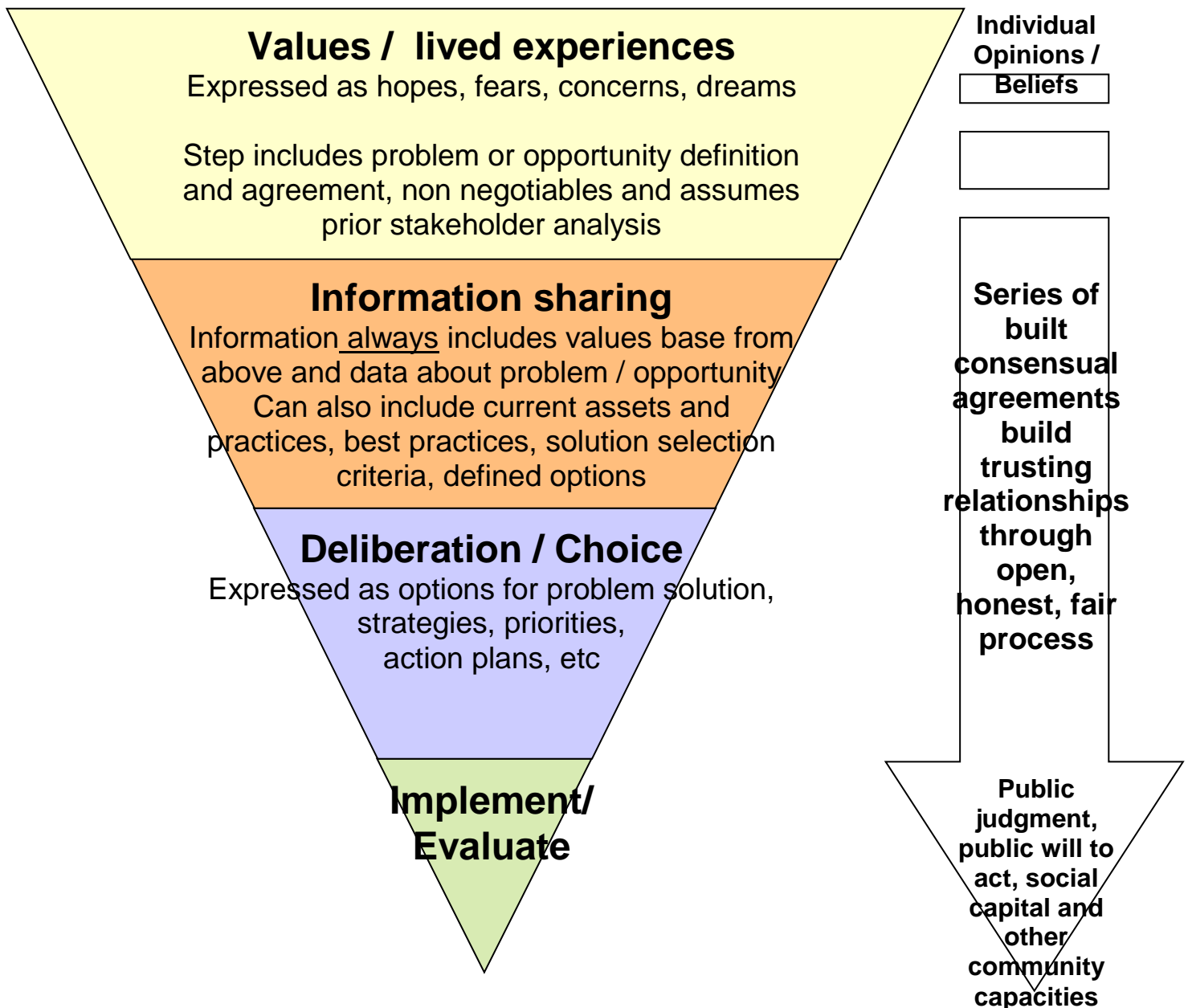
- The City budget must be balanced.
- The safety of community residents will not be compromised in any way.
- State and federal mandates must still be met.
- Financial indebtedness must be honored.
- Prior votes of the people must be honored.
- Services will be provided to professional management standards.
- City staff and Council want to hear people's ideas about what services are the priority; the City will decide HOW those services will be delivered; and

- In accordance with the City Charter, the City Council will make the decision on the final budget.

5. Processes that are open and inclusive for all stakeholders and interests

6. Processes that transform individual opinion to public judgment, using a defined sequence of decisions that looks like this:

Sequence of Decisions



Example of a Project Outline: Capital Ave Reconstruction Project
City of Battle Creek

This project was a reconstruction of a two-mile stretch for a major north-south thoroughfare anchored by commercial at each end and bisecting an upscale, historic neighborhood.

1. Identify Hopes and Concerns (May – July)

- Focus questions: What would you like to see as Capital Ave. is redone?
What would you be worried about?
- Engagement Methods
 - Door-to-door personal conversations / interviews along the length of the project area as well as a post card survey on case residents were not available for interviews
 - Noon-time briefing meetings at gathering places around the community
 - Table at local mall for “stop by” interviews and conversations
 - Hotline phone number answered by a real person to take comments and answer questions
 - Initial series of three identical workshops to present problem, givens and conduct an “around the room” identification of issues and concerns related to the project
 - Survey on the City web site
- Communication Methods
 - Project newsletter to all residents and businesses within ½ mile of project area plus adjacent neighborhoods
 - Project newsletter and survey on web site
 - Project engineer appearance on local radio call-in show

2. Site Analysis / Development of Construction Options

- Focus questions: Are there physical constraints on roadway reconstruction?
What reconstruction elements best achieve the hopes and best avoid the concerns expressed in Step One?
- Engagement Methods
 - Internal work by City Engineers
- Communication Methods
 - None (internal step)

3. Discussion / Selection of Preferred Options

- Focus questions: Based on what people said they wanted and are concerned about, and based on your own beliefs and experiences, which of these options for each element do you prefer?
- Engagement Methods
 - Three repetitive workshops (identical format and agenda) held in two weekday evenings and a Saturday morning at a school near the project area. Information on choices presented included: upgrade street lights or leave as is; maintain two lanes widen to three or widen to four; reduce or increase speed (specific options provided); install sidewalks on one side, the other or both, or none.
- Communication Methods
 - Second issue project newsletter with options / response card
 - Second issue newsletter on web page w/ response option
 - Newspaper article

4. Develop Preferred Options

- Focus question: Based on the choices people made in Step Three, how should the roadway be reconstructed to best include those preferred elements while meeting professional design standards?
- Engagement Methods
 - Internal work by City Engineers
- No Communication Methods (internal step)

5. Review Preferred Options

- Focus questions: Have we got it right? Are there major changes that must be made to achieve what people said they wanted?
- Engagement Methods
 - Final workshop that presented preferred option. Discussion produced agreement to change one element.
- Communication Methods
 - Third issue project newsletter with options / response card
 - Third issue newsletter on web page w/ response option

6. Adopt reconstruction plan

Formal public hearing and Council vote with supporting announcements.

PARK + RECREATION FACILITIES MASTER PLAN OUTREACH PLAN

MENLO PARK, CALIFORNIA

JANUARY 2018

PURPOSE

Build a shared vision for the improvements and priorities for the Parks and Recreation Facilities in the City of Menlo Park.

OUTREACH GOALS

Inform. Consult. Involve. Collaborate. Empower.

- Ensure community awareness of the project and input opportunities
- Bring residents together to create a sense of community
- Reflect City of Menlo Park mission and brand
- Provide information, education and communication regarding project and parks in Menlo Park
- Offer a range of communication and engagement tools to facilitate input among a broad range of audiences and various abilities
- Offer of a range of meeting locations and times
- Obtain community consensus to support and prioritize the plan
- Build partnerships for implementation and stewardship of improvements
- *Maybe even have a little bit fun ...*

ENGAGEMENT METHODS

- Three Community Workshops
- Intercept Activities
- Outreach and Oversight Committee
- Focus Groups
- Stakeholder Interviews
- Project Web page (Gates to provide content, City to host and manage)
- Project Social Media Pages - Facebook and Instagram (Gates to host and manage, City to review content). Share and link to other related accounts
- Online Survey

AWARENESS METHODS

Goal: Share Project Information, Provide Workshop dates/locations, Distribute Online Survey Information, Collect Community Input and Showcase Ways to Stay Involved.

All materials will include City branding, project logo and tagline.

ONLINE MEDIA OUTLETS

- City (Project) Webpage. (Link and QR code to be included on printed materials) (City to host Webpage)
- Facebook (Project Page and other interested groups)
 - Post on @MenloParkCommunityServices
 - Post on @MenloParkEvents
- Instagram (Project Account, Gates to Host and Run Hashtag Contest)
- Menlo Park Twitter
- NextDoor (all Menlo Park Neighborhoods)
- School District Websites
- InMenlo (City to Post)
- Almanac News (Potential to notice with other events)

NOTICE THROUGH EMAIL BLAST LISTS (CITY TO SEND)

- Any previous email list regarding project including:
 - General Plan
 - Facebook Campus Plan
 - Vision Process
 - Bedwell Bayfront Park
 - Belle Haven Newsletter
 - Other

PRINT MEDIA OUTLETS

FLYERS FOR POSTING: (CITY TO POST PRIOR TO WORKSHOPS)

- Schools
- Community Centers, Senior Center, Child Development Centers, Recreation Center, etc.
- Other park facilities (Kiosks)
- City Offices
- Post Office
- Local Businesses (Coffee Shops, etc.)
- Reader Board Along Streets
- Community Events
- Other

PUBLIC OUTREACH MEETINGS

Potential Formats Could Include: Open House, Presentation with Breakout Stations, Dot Boards, Design Charettes, etc.

Community Workshop #1 :

“Tell us about your parks! What do we like? What could we improve? What do we want to add?”

Work directly with the community to understand and consider concerns and aspirations for the Menlo Park and Recreation Master Plan.

Materials Might Include: overall park system context, amenities and programs currently available, inspiration images of recreation trends and space for open-ended creative ideas.

Outcomes: Meaningful input from community members to tailor our process and recommendations

Community Workshop #2 : “Goals, Preferences & Priorities”

Summer, date and venue TBD.

Based on input and information gathered through Community Workshop #1 and other outreach efforts to date, present preliminary goals and emerging areas of interest for open, honest and fair discussion to assist with validation, and to obtain further input and direction.

Materials will include: Summary of input to date and preliminary goals for discussion, boards presenting options regarding areas of interest further input, refinement, and prioritization.

Outcomes: Work directly with the community to understand trade-offs, opportunities, preferences and prioritize goals

Community Workshop #3 : “Did We Get it Right?”

Early Fall, date and venue TBD.

Based on input from community workshops and other outreach to date, present specific recommendations and prioritization criteria from community members to provide advice on next step and long term vision for the Park and Recreation Master Plan.

Materials will include: Summary of input to date and recommendations for community to review, validate, and prioritize and provide additional feedback.

INTERCEPT ACTIVITIES

We will hold intercept activities throughout the process to collect a greater base of input and create awareness for the project.

Potential Locations Could Include: Pop-up Booth at Events (4th of July, Concert Series, Movies Nights), Farmers Markets, School Fairs, Coffee Shop Pop-Up, etc.

FOCUS GROUPS

We will hold focus groups throughout the process to collect a greater base of input and create awareness for the project.

Potential Focus Groups Could Include: Targeted user groups and potential partners such as :Teens, Seniors, Sports Groups, School Districts, etc.

OUTREACH + OVERSIGHT COMMITTEE

Proposed Oversight and Outreach committee composition:

- Derek Schweigart, Interim Community Services Director
- Azalea Mitch, Public Works City Engineer
- Parks and Recreation Commission (2 representatives)
- City Council Parks and Recreation Commission Liaison
- Teen/High School (1 representative)
- Menlo Park Residents (2 at- large representatives)
- School Districts (2 representatives)
- City Pool Operator – Team Sheep
- Sports Field User Group (2 representatives)
- Business Community representative
- Arts and Culture (1 representative)
- Environmental Group (1 representative)

POTENTIAL STAKEHOLDERS

- Menlo Park Community Services Department staff
- Menlo Park Public Works Department staff
- Menlo Park City Council
- Parks and Recreation Commission
- Complete Streets Commission
- Environmental Quality Commission
- Library Teen Advisory Group
- Sports Fields User Groups
- Recreation Program Operators
- Peninsula Volunteers, Inc.
- Menlo Park School District
- Ravenswood School District
- Las Lomitas School District
- Sequoia High School District
- Private Schools
- Dog Park Users
- Business Community
- Chamber of Commerce
- Gymnastics Community
- San Mateo County Parks Department
- Bay Conservation & Development Commission (BCDC)
- Facebook
- Menlo Park Rotary
- Library Teen Advisory group
- Utility providers
- Environmental Groups

COMMUNITY OUTREACH SCHEDULE AT A GLANCE

TASK / MEETINGS

ACTION ITEMS

ACCOUNTABILITY

JANUARY 2018

Draft Community Outreach Plan
Outreach Plan Commission Review
Outreach Plan Council Review

Populate Stakeholder Matrix
 Select O+O Committee Members

City
 City

FEBRUARY 2018

Launch Project Website
 Launch Social Media Pages
 O+O Committee Meeting
 Ad in Park + Rec Guide

Refine Project Branding (Logo/Tagline)
 Schedule O+O Committee Meetings
 Hold O+O Committee Meetings
 Create/Review Workshop Materials
 Create/Review Workshop Layout/Stations
 Schedule Stakeholder Interviews
 Reserve Venue
 Place Ad in Park + Rec Guide

Gates + City
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MARCH 2018

Intercept Activity #1 (3/31/18)
 O+O Committee Meeting
 Stakeholder Interviews

Summarize Community Intercept Activity #1
 Notice Community Workshop #1
 Book Venue Community Workshop #1
 Develop Questions for Online Survey
 Conduct Stakeholder Interviews

Gates
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 City
 City + Gates
 Gates

SPRING 2017

Intercept Activity #2
Community Workshop #1
 Stakeholder Interviews
 Open Online Survey
 Close Online Survey
 O+O Committee Meeting
 Focus Group Meetings

Summarize Community Workshop #1
 Analyze Survey Data
 Focus Group Meeting Scheduling
 Conduct Focus Group Meetings

Gates
 Gates
 City
 Gates + City

SUMMER 2018

Intercept Activity #3
Community Workshop #2
 Focus Group Meetings
 O+O Committee Meetings (2)

Reserve Venue Workshop #2
 Create Content for Workshop #2
 Notice Workshop #2
 Summarize Workshop #2
 Reserve Venue Workshop #3
 Create Content for Workshop #3

City
 City + Team

 Gates
 City
 City + Team

FALL 2018

Community Workshop #3
 O+O Committee Meetings (2)

Summarize Workshop #3

Gates

*O+O = Outreach and Oversight



MEMORANDUM

Date: 2/6/2018
To: Menlo Park City Council
From: Tucker Stanwood, Parks and Recreation Commission Chair
Re: Quarterly Report to Council on Two Year Work Plan Goals

Current work plan goals and achievements for 2016-2018:

1. Research and evaluate the social services and recreation opportunities in the City of Menlo Park, particularly in the Belle Haven Neighborhood resulting in high quality programs and services meeting the diverse and changing needs of residents throughout the City.
2. Study and evaluate, through such means as the Master Plan process, operational planning goals, utilization options, and guidelines for City Park and Community Services facilities resulting in facilities and equipment being properly maintained, upgraded and/or expanded to meet community needs.
 - The Commission appointed Commissioner Sarah Staley Shenk to monitor the updates related to the San Mateo County's Re-Imagine Flood Park Project and keep the Commission informed.
 - The Commission was host to a community meeting and study session on the Bedwell Bayfront Park Master Plan project and later approved a recommendation to the City Council to accept and approve the plan.
 - The Commission reviewed and provided feedback to staff on community outreach and engagement plan component of Parks and Recreation Facilities Master Plan.
3. Research and evaluate improved offerings, new venues, and strengthened City partners and sponsorships that results in high quality educational, recreational, artistic, and cultural programs in the City of Menlo Park.
 - The Commission conditionally approved a recommendation to Council at their September 2017 meeting to support the Burgess Snack Shack remodel and expansion project proposed by Sinnott & Co. Architecture and Construction in cooperation with Menlo Atherton Little League (MALL). Conditions of recommendation include all funding of project come from private sources, Snack Shack would be leased to a private catering company resulting from a competitive bid process, there is adequate City staff capacity to help oversee project given other City priorities, and plans for a new campus library be taken into consideration.
 - The Commission received an update on the Menlo Atherton Performing Arts Center and provided feedback to City staff on the continued operation of special events at the venue. The Center has a new Theater Manager and City staff will continue work with the manager and MA School staff on upgrades, improvements in scheduling and other ways to improve marketing and

promotion of events.

Other areas and issues addressed by the Commission:

1. After holding a study session in the spring 2017, the Commission considered and approved a recommendation to the City Council to rename Market Place Park after Mr. Karl E. Clark, Menlo Park resident and WWII veteran. The Council later approved the recommendation and on January 15, 2018 (Martin Luther King Day) the park was officially dedicated and renamed after Mr. Clark.
2. The Commission reviewed and considered the results of a safety analysis of crumb rubber infill material on the artificial turf field at Hillview Middle School and Kelly Field and lengthy discussion, the Commission did not recommend any additional next steps at this time.
3. The Commission received a presentation from the Library Commission on a proposal for a Little Free Library program in City parks and facilities. The Commission provided feedback and suggested that other locations around Menlo Park be considered as well.
4. The Commission reviewed and approved the Sports Field User Groups for FY 2017-18.
5. The Commission received the user survey results of the Nealon Temporary Dog Park and provided feedback to City staff. One suggestion is that the topic be revisited as part of the Parks and Recreation Facilities Master Plan process.



STAFF REPORT

Parks and Recreation Commission

Meeting Date: 1/24/2018

Staff Report Number: 18-002-PRC

Director's Report: Community Service Director Update and Announcements

Recommendation

Staff recommends that the Commission receive the Community Services Director's update and announcements.

Policy Issues

City Policies are not affected.

Background

CSD Class Enrollment

Winter registration for the Community Services Department began on December 4. Residents and Non-Residents were able to register online and in person for both the Winter and Spring sessions. Enrollment of attendance in the Recreation programs continues to increase each year. In 2015, registration totaled \$126,000 for the Winter Session followed by \$156,000 in 2016. This year registration totals finished with an astonishing \$192,000 for the session/s. Increase in participation has allowed the Community Services Department to create and provide additional classes to support the interest of the community.

Karl E. Clark Park Dedication

On Monday, January 15, the Market Place Park was renamed after Karl E. Clark. Mr. Clark was a WWII Hero and received the Navy and Marine Corps Commendation Medal with the Combat Distinguished Device in 2012. Throughout his lifetime Mr. Clark made many contributions to the Menlo Park community as an activist and mentor. He was an accomplished author of three books and helped establish the Onetta Harris Community Center and the Boys & Girls Clubs of the Peninsula. The event began with a Posting Colors ceremony presented by the American Legion Post 419 Color Guard. Afterward, local representatives and community members shared testimonials celebrating Mr. Clark and his legacy. The ceremony ended with the unveiling of the new Karl E. Clark Park sign. There were about 100 guests in attendance for the event. The park is located at 313 Market Place, across from the Boys & Girls Club in the Belle Haven Neighborhood.

Gymnastics Staff retires after 20 years

The Arrillaga Family Gymnastics Center had the pleasure of honoring Cecilia (Cedy) Fisher at her retirement reception on December 22. Teacher Cedy taught thousands of Menlo Park children during her 20 plus year tenure. The day of her reception several of her students both past and present came to thank her for being a part of their lives. Her class became part of their weekly routine. Some of the parents were Teacher Cedy's students and now their children were also in her classes, what a wonderful legacy! The

children were asked to bring her pictures that we put into a scrapbook for her. We wish Cedy continued success in any and all endeavors she takes on in retirement.

Canned Food Drive

The Belle Haven and Menlo Children's Center Afterschool Programs participated in a month long canned food drive in December. The two programs discussed what it means to be a good citizen with the children enrolled in the programs who range from Kindergarten-5th grade. The children learned what it means to be a good neighbor, protect the environment, and to get involved in their community. As the Holiday season was approaching, the children decided to have a canned food drive at each of the programs and donate the supplies to the Ecumenical Hunger Program in East Palo Alto. The Citizenship discussion stemmed from the Character Counts Program that the after school Programs are participating in. Other monthly topics have included Fairness and Caring. Future topics will include Trustworthiness, Respect, and Responsibility. Each month, staff discuss these topics with children and create activities to deepen the understanding. The Character Counts Program is meant to teach ethical values in each of our participants.

New Fitness Class at Onetta Harris Community Center

The Onetta Harris Community Center kicks off their Winter session with a new Fitness class, Insanity. Insanity is a full body workout with interval training using no gym equipment. The class will be taught by a certified Zumba instructor from the Belle Haven Community. Classes begin on Friday, January 19 and will run from 6-7 p.m. Onetta Harris Community Center offers a variety of classes for both children and adults. The Winter Session runs from January 16 – March 16.

Field User Group Registration

It's not too late to get your kids signed up for spring sports! Leagues are forming now for kids of all genders, various ages and skill levels. Don't miss the chance to get your kids involved in a new sport, to make new friends and learn new skills! Many games and practices take place at Burgess Park, Willow Oaks Park, Kelly Park, Hillview School and other parks throughout Menlo Park.

Menlo Park Lacrosse is now accepting registrations for both the boys and the girls youth Spring team. Visit menloathertonlacrosse.com to REGISTER or EMAIL magrizlacrosse@gmail.com for any questions! Registration for the Menlo Atherton Little League is also open for Spring 2018. Visit m-all.org for more information and to register. Registration closes January 26.

Jack Lyle Park and Willow Oaks Park CIP Projects Update

After community engagement processes concluded in 2016 and 2017, progress has moved slowly in the completion of the Jack Lyle Park Restroom project as well as the Restroom and Dog Park projects at Willow Oaks Park. The City's Engineering Division has experienced a significant number of vacancies over the past year in addition to unforeseen delays due to restroom building manufacturers and significant increases in construction costs during this period. The Jack Lyle Park Restroom project is expected to still be completed this year once staff brings a budget adjustment amendment to Council to be approved. The Willow Oaks Park projects are expected to resume in FY 2018-19.

Analysis

Analysis is not required.

Impact on City Resources

There is no change impact on City Resources.

Environmental Review

Environmental Review is not required.

Public Notice

Public Notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

Attachments

None

Report prepared by:

Natalya Jones, Recreation Supervisor



STAFF REPORT

City Council

Meeting Date:

12/5/2017

Staff Report Number:

17-299-CC

Consent Calendar:

Adopt a resolution approving the City Council Community Funding Subcommittee's recommendations regarding the 2017-18 community funding allocation

Recommendation

The City Council Community Funding Subcommittee recommends that the City Council adopt a resolution (Attachment A) approving the proposed 2017-18 Community Funding allocation in the amount of \$266,000 and appropriate an additional \$91,000 to the Community Programs budget to cover the additional grants awarded.

Policy Issues

The Subcommittee's recommendation is consistent with the City Council's current Community Funding Program Policy, and well within the allowance for allocation up to 1.7 percent of property tax revenue (roughly \$282,000).

Subcommittee Members Mayor Keith and Councilmember Carlton both indicated they had no affiliations with any of the applicant organizations.

Background

The City of Menlo Park adopted a formal policy guiding allocation of General Fund dollars to community organizations in 1996 (see "Community Funding Program Guidelines," Attachment B) to leverage City funds in response to the human service needs of Menlo Park residents.

The policy guidelines stipulate that eligible programs must address a verified community need and have a significant Menlo Park client base. Priority service areas include emergency assistance for those who are homeless or low-income; assistance to the disabled; help for seniors to be independent; senior day care support; youth services including recreational and summer academic support; crisis and family counseling; and substance abuse prevention. Applicants must maintain accounting records with an independent audit at least once every two years.

Each fiscal year, according to the policy, no more than 1.7 percent of General Fund property tax revenue may be allocated to the Community Funding Program. This ceiling would amount to slightly over \$282,000 for the 2017-18 fiscal year.

The General Fund budget for fiscal year 2017-18 includes \$175,000 for eligible community programs selected for funding, consistent with the amount awarded last year. In addition, the City has previously

funded several nonprofit housing programs each year that are now included in the community funding program budget.

Analysis

Mayor Kirsten Keith and Councilmember Carlton were appointed as the Community Funding Subcommittee for fiscal year 2017-18. The Subcommittee is charged with evaluating funding requests and making recommendations to the full City Council as to the allocation of the funds budgeted for the community funding program.

This year, the City provided notice of the grant program to agencies that received funding in prior years as well as additional organizations referred by City Council members and staff. Twenty-six agencies responded with requests totaling \$422,940. Several new agencies submitted applications this year, as well as organizations that did not apply last year. The applicant agencies provide services such as counseling, crisis intervention, employment assistance, shelter, hospice services, community health, risk reduction education, youth and senior services.

The Subcommittee reviewed the weighted criteria established to assess the applications against factors aligned with the Community Funding Policy such as: verified program results; impact on the Menlo Park community; percentage of total budget spent on administrative overhead; receipt of City funding in previous years; community need for the program; unduplicated service or, if duplicated, evidence of collaboration; and alignment with City Council goals for the program. Assessment criteria are included with the application packet each year in order to encourage applications that are more complete.

All agencies that applied for funding this year were allocated at least \$500 except two: Crime Prevention Narcotics and Drugs Education Center who has not done an organizational audit which is a grant requirement and One East Palo Alto which will receive funding through a City partnership to hire Menlo Park teens for summer jobs in various City programs.

The largest grants, for \$35,000, were to Star Vista for youth counseling services at Menlo Atherton High School and \$25,000 to Peninsula Conflict Resolution Center for a youth restorative justice and leadership program in partnership.

In total, the Subcommittee is recommending \$266,000 in funding awards for this year, given the outstanding needs in the community and the City's strong financial picture.

The table below outlines funding allocations approved by the City Council in fiscal year 2016-17, requests for fiscal year 2017-18, and the Subcommittee recommendation.

Item	2016-17 Allocation	2017-18 Request	2017-18 Subcommittee recommended
Acknowledge Alliance	\$0	\$24,000	\$20,000
Boys and Girls Club of the Peninsula	\$20,000	\$30,000	\$15,000
Center for Independence of the Disabled	\$5,000	\$25,000	\$10,000
Community Overcoming Relationship Abuse (CORA)	\$5,000	\$7,500	\$7,500

Crime Prevention Narcotics and Drugs Education Center	\$0	\$20,000	\$0
Family Connections	\$0	\$15,000	\$10,000
HIP Housing	\$17,500	\$17,500	\$17,500
Jobs for Youth	\$0	\$1,500	\$1,500
Jobtrain	\$0	\$10,000	\$10,000
Legal Aid San Mateo County	\$5,000	\$5,000	\$5,000
LifeMoves	\$17,500	\$17,500	\$17,500
My New Red Shoes	\$0	\$1,000	\$500
Nuestra Casa	\$4,000	\$6,000	\$5,000
Ombudsman Services of San Mateo Co.	\$1,200	\$3,000	\$2,000
One East Palo Alto	\$0	\$20,000	\$0
Pathways Home Health / Hospice	\$7,500	\$10,000	\$7,500
Peninsula Conflict Resolution Center	\$25,000	\$60,000	\$25,000
Peninsula Volunteers, Inc.	\$22,000	\$40,000	\$22,000
Ravenswood Education Foundation	\$10,000	\$12,000	\$10,000
Rebuilding Together Peninsula	\$0	\$10,000	\$8,000
Riekes	\$0	\$10,000	\$8,000
Service League of San Mateo County	\$3,000	\$3,000	\$3,000
Star Vista	\$37,440	\$37,440	\$35,000
Vista Center for the Blind	\$8,000	\$10,000	\$10,000
Youth Community Service	\$8,000	\$15,000	\$8,000
Total	\$204,140	\$255,500	\$266,000

Additional information about each organization's application is available in the Administrative Services Department.

Impact on City Resources

The fiscal year 2017-18 adopted budget included an appropriation of \$175,000. Staff suggests an additional appropriation of \$91,000 from undesignated General Fund balance.

Environmental Review

This is not subject to California Environmental Quality Act requirements.

Public Notice

Public notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

Attachments

- A. Resolution
- B. City Council policy on community funding

Report prepared by:
Natalie Bonham, Recreation Supervisor

RESOLUTION NO. _____

**RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MENLO
PARK APPROVING THE CITY COUNCIL COMMUNITY FUNDING
SUBCOMMITTEE RECOMMENDATIONS REGARDING
ALLOCATION OF FISCAL YEAR 2017-18 COMMUNITY FUNDING**

The City of Menlo Park, acting by and through its City Council, having considered and been fully advised in the matter and good cause appearing therefore.

BE IT AND IT IS HEREBY RESOLVED by the City Council of the City of Menlo Park that the City Council does hereby approve the City Council Community Funding Subcommittee recommendations regarding the allocation of fiscal year 2017-18 community funding in the amount of \$266,000, as more particularly set forth in the staff report presented to the City Council on December 5, 2017.

I, Clay J. Curtin, Interim City Clerk of the City of Menlo Park, do hereby certify that the foregoing resolution was approved at a regular meeting of the City Council held on the fifth day of December, 2017, and adopted by the following votes:

AYES:

NOES:

ABSENT:

ABSTAIN:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Official Seal of said City on this fifth day of December, 2017.

Clay J. Curtin
Interim City Clerk

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COMMUNITY FUNDING PROGRAM

City Council Policy #CC-01-1996

Effective 06/04/1996

**Purpose**

To provide guidelines for the award of monetary support to local nonprofit agencies whose programs respond to the human service needs of Menlo Park residents. This funding is not intended for use as the sole support of any agency. All recipients of financial assistance grants enter into a contractual agreement with the City detailing the specific objectives to be accomplished as a result of the grant.

Policy**1. Goals and Philosophy**

The City of Menlo Park recognizes that:

- 1.1 The availability of basic human service programs is a key determining factor in the overall quality of life of Menlo Park residents;
- 1.2 The most cost-effective and efficient manner to insure that these services are available to local residents is through the development of agreements with existing nonprofit agencies;
- 1.3 Contractual agreements with nonprofit agencies allow the City to influence the human service programs offered to Menlo Park residents; and
- 1.4 Financial assistance grants demonstrate the City's support of the activities of specific nonprofits and make it possible for these agencies to leverage additional funds that will benefit local residents.

2. Eligibility

- 2.1 All applicants must be formally incorporated nonprofit entities and must be tax exempt (under Section 501(c)(3) of the IRS Code, and Section 2370(d) of the California Revenue and Taxation Code).
- 2.2 All applicants must be agencies based in Menlo Park or agencies that provide services throughout the County of San Mateo who can demonstrate a significant Menlo Park client base.
- 2.3 All applications must provide a service that is not a duplication of an existing public sector program, OR if the service is duplicated, the applicant must show why it is not an unnecessary duplication of service.
- 2.4 All applicants shall maintain accounting records that are in accordance with generally accepted accounting practices. The agency must have an independent audit performed at least once every two years.
- 2.5 The agency must have bylaws that define the organization's purposes and functions, its organization and the duties, authority and responsibilities of its governing body and officers.
- 2.6 Governance of the agency should be vested in a responsible and active board that meets at least quarterly and establishes and enforces policies. The board should be large enough and so structured to be representative of the community it serves. It should have a specific written plan for rotation or other arrangements to provide for new members.

- 2.7 The agency must provide for adequate administration of the program to insure delivery of the services. The agency must provide that it has a written job description for each staff position and an organizational chart approved by the board. One individual should be designated as the full time director of the agency.
- 2.8 No less than 85 percent of City funds granted must be used for direct services as opposed to administrative costs.
- 2.9 City grants can represent no more that 20 percent of an applicant's total operating budget.
- 2.10 All recipients agree to actively participate in City efforts to coordinate and to improve human services within the City.
- 2.11 The program described must respond to a verified community need as defined by the City Council:

Disabled. Emphasizes support of programs that will allow the disabled to actively participate in their community and maintain independence from institutional support.

Emergency Assistance and Low Income Support. Emphasizes support of programs that can meet emergency needs for people in crisis such as victims of homelessness, rape, and domestic violence and the basic needs such as food, etc., for low-income residents.

Seniors. Emphasizes support of programs which serve predominantly low income, frail and minority seniors; and those programs which make it possible for seniors to continue to be independent and active community participants.

Youth. Emphasizes support of delinquency prevention services including recreation; crisis and family counseling; substance abuse prevention; child care and acculturation of ethnic minorities.

3. Procedure

Any agency requesting financial assistance must complete the required application and submit it to the Administrative Services Department. The City Council Community Funding Subcommittee is responsible for reviewing all proposals and submitting recommendations for funding to the City Council.

4. Funding

Grants are funded by the General Fund. Each fiscal year, no more than 1.7 percent of general fund property tax will be allocated to the Community Funding Program.