

Parks & Recreation Commission



REGULAR MEETING AGENDA

Date: 9/26/2018
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. Study Session

- D1. Parks and Recreation Facilities Master Plan Update ([Staff Report # 18-014-PRC](#))

E. Regular Business

- E1. Approve the Parks and Recreation Commission minutes for the meeting of July 25, 2018 ([attachment](#))
- E2. Review and discuss the Commission 2-Year Work Plan Goals and discuss next steps ([attachment](#))
- E3. Review and discuss stakeholder engagement opportunities for FY 2018-19

F. Reports and Announcements

- F1. Commissioner Reports
- F2. Community Services Director's update and announcements ([Staff Report # 18-015-PRC](#))

G. Adjournment

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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.

Any writing that is distributed to a majority of the Commission by any person in connection with an agenda item is a public record (subject to any exemption under the Public Records Act) and is available for inspection at the City Clerk's Office, 701 Laurel St., Menlo Park, CA 94025 during regular business hours.

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STAFF REPORT

Parks and Recreation Commission

Meeting Date: 9/26/2018

Staff Report Number: 18-014-PRC

Study Session: Parks and Recreation Facilities Master Plan Update

Recommendation

City Staff recommends that the Parks and Recreation Commission receive and provide input on the Parks and Recreation Facilities Master Plan Update.

Policy Issues

This project is consistent with City policies and 2018 Menlo Park City Council Work Plan item 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 2018-2019.

The project is also consistent with policies and programs (i.e., LU-1, LU-6, LU-7, CIRC-1, CIRC-2, CIRC-3, CIRC-4, CIRC-6, OSC1, OSC2, N1, S1) stated in the 2016 City General Plan Connect Menlo Land Use and Circulation Element. These policies and programs seek to promote sustainable and orderly development, a safe and user-friendly circulation system promoting accessibility for multiple modes of transportation and preserve open space lands for recreation and address the Open Space / Conservation Noise General Plan.

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 childcare centers, two after-school programs, two community pools and a senior center. Additionally, the City hosts community special events, a summer concert series and programs at the local performing arts center. The City is also home to 14 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 \$62 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 obligation bonds, Measure T, phased in over several years totaling \$38 million for the renovation and expansion of City parks and recreation facilities.

Over the past 18 years master plan recommendations have been implemented to improve the City's parks and recreation facilities. While much has been accomplished, a number of the City's parks and facilities require updating in order to meet the changing needs of a growing community. In order to make the best use of current resources, staff recommended updating the master plan to prioritize and guide capital

projects and facility improvements for the next 20-25 years consistent with the current General Plan update through the year 2040. Also, two facility master plan efforts were completed in 2017 that include the Belle Haven Pool and Bedwell Bayfront Park Master Plans. These projects will be incorporated into the overall Parks and Recreation Facilities Master Plan and prioritized along with other identified facility needs through a community engagement process.

Staff issued the Parks and Recreation Facilities Master Plan Update Request for Proposals on April 7, 2017. The scope of the work presented in the RFP consists of:

- Review of the City's Parks and Recreation Facilities Master Plan (1999);
- Review of the City General Plan for consistency with current vision, goals, policies and implementation strategies;
- Development of comprehensive plan for Community Engagement;
- Identify and prioritize improvements needed to existing recreation programs, parks, open space, building and other recreation facilities;
- Identify and prioritize additional recreation programs, parks, open space, buildings and other recreation facilities and amenities that may be needed in Menlo park;
- Analysis of exciting health and wellness initiatives and recommendations for inclusion in policies, facilities and programs;
- Reviews and interpretation of demographic, cultural, socio-economic and other trends relevant to the recreation trends that have an influence on the plan to be developed;
- Comparison of the City with similar municipal 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;
- Development of a prioritized plan of action incorporating probable costs, including staffing, maintenance needs and potential funding sources and mechanisms.

After a competitive process, Gates + Associates was selected as the most qualified consultant based on their expertise with similar projects and their understanding 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. (Attachment A)

Analysis

Work began on the Master Plan following the Council action with the development of the Community Engagement Plan (Attachment B) that was presented to Council at their meeting February 6, 2018. The extensive community engagement is based on the City's Community Engagement Model and includes:

- 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 newsletters/Activity Guide/Newspapers/Nextdoor Menlo Park
- On-line Survey
- Flyers to be posted at City Facilities, schools, local businesses, libraries and other sites
- Project information at Community Events: e.g. Egg Hunt at Kelley and Burgess Parks, 4th of July Celebration, Summer Concert Series, Summer Movies in the Park, Facebook Festival, Belle Haven Spring Fair

- Project Web Site
- Social Media Project Pages – Facebook and Instagram

In addition to the various community engagement activities listed, an Oversight and Outreach group was formed comprised of key staff members, representation from the Parks and Recreation Commission, Environmental Quality Commission, City Council, local school districts, user sports groups, business community and local citizens. This focus group serves as a “sounding board” for proposed outreach strategies and project ideas.

To date project outreach has consisted of:

- 2 Community Meetings
- 20+ Intercept Activities resulting in over 2,000 contacts
- Facebook Live Video Stream
- 6 Focus Groups
- 3 Outreach & Oversight Committee Meetings
- 40+ Social Media postings, (Facebook, Instagram, Twitter and Nextdoor Menlo)
- Newspaper Article
- Project Website on City Webpage
- Multiple Email blasts to various groups
- Belle Haven Home Association
- On-site marquee/electronic boards at City Facilities
- On-site posters and flyers at City Facilities
- On-line survey with nearly 500 responses.

Through the various community engagement activities and work with the Outreach and Oversight Group, a preliminary vision and project goals are emerging to help guide the Master Plan process and outcomes (Attachment C). Some of the emerging ideas include:

- :
- Parks and Recreation creates Community – One City
 - Connections needed to improve access across the City
 - Program access and inclusivity for all ages and abilities
 - Create unique and distinctive parks
 - On-going maintenance and renovating/improving existing parks should be a priority

We have received nearly 500 surveys and engaged well over 2,000 people through community meetings, focus groups and intercept activities. Some of the survey results and takeaways include:

- High proportion of respondents are frequent park users
- Most people indicate they use City parks for exercise, enjoyment of nature and general wellness
- One of the highest priorities is the renovation and improvement of existing parks and creating unique spaces and variety in parks
- Ongoing maintenance of existing parks and facilities ranked high
- Reasons for not using parks included a lack of time and parks not having the desired facilities and amenities
- Regarding classes and programs, all age groups wanted more hours, but otherwise pleased with offerings
- Approximately 65% of survey respondents stated that they get to their nearest park in less than 10 minutes, but approximately 35% said it takes them longer.

- Playgrounds and open play fields were the most popular features
- Most requested “add” was more restrooms
- There were many open ended comments that generally reflected a high level of satisfaction with the City’s Parks and Recreation Facilities. Preference/concern for maintenance and updating of parks and facilities came up often.

A City Council Study Session was held on August 6, 2018 on the Master Plan project to update the Council on emerging ideas and preliminary findings and to receive input and direction to guide the process moving forward. The project team continues to work through the data collection and identify opportunities to ensure that the Master Plan is the most responsible to the community. Future steps of the engagement process will address preliminary recommendations and opportunities.

Following the staff presentation tonight, members of the project team will be on hand to answer questions and provide additional information on the project. The following are some key points and suggested questions to guide the discussion:

1. Given the breadth and variety of community engagement activities thus far, are there ways we might strengthen our efforts moving forward?
2. There are a number of emerging ideas from the master plan project. How do these ideas resonate with the Commission from what you know and hear in the community? Are there other areas the project team should explore?
3. Does the Commission support the emerging project vision and goals and are there other concepts that should also be considered?
4. Do the preliminary recommendations reflect the community input thus far and what does the Commission feel is the most important to focus on?
5. Is there anything that has not been covered or the Commission would like to see additional information on?

Impact on City Resources

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

Environmental Review

The project is categorically except under Class 6 of the current State of California environmental Quality Acts Guidelines, which allows for information collection, research and resource evaluation activities as part of a study leading to an action which is 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. Parks Recreation Facilities Master Plan Consultant Scope of Work and Fee Schedule

Staff Report #: 18-014-PRC

- B. Parks and Recreation Facilities Master Plan Community Outreach Plan
- C. Preliminary Vision and Goals

Report prepared by:

Rita Shue

Project Manager

Report reviewed by:

Derek Schweigart

Community Services Director

PARKS & RECREATION FACILITIES MASTER PLAN

Menlo Park, CA

October 11, 2017

TASK I – PROJECT INITIATION

Finalize a detailed work scope and schedule, review goals, objectives and approaches, and identify and review all information to be provided by City Staff to establish a baseline.

Subtask I.1 – Work Plan

Work with City Staff to review project's goals and objectives and to finalize a detailed work scope and schedule. Once established, the refined work program will serve as the organizing framework for the project. It will specify meetings, work tasks, schedule checkpoints and other aspects of project management.

Subtask I.2 – Kick-Off Meeting

Meet with City Staff to discuss in-depth the parks, facilities, work in progress, service model, programs and partnerships currently provided to the community. Identify relevant stakeholders and targeted community segments for input into the process, and confirm engagement process. Review approaches to be used to:

- Analyze current park area, square feet of facility space, and user demographics for both City and non-City owned spaces and facilities.
- Provide qualitative measures to evaluate conformance with General Plan policies as well as best practices to identify areas of need and opportunities.
- Use planning level mapping to analyze current service areas and areas of influence for existing parks, trails and facilities.
- Use this information to develop master plan that responds to the unique needs and opportunities in Menlo Park while planning park, open space, facility and service recommendations for the City that are fiscally responsible and provide for a sustainable future, both physically and operationally.
- Identify additional opportunities to achieve near-, medium- and long-term park, facility and operational goals
- Review funding and financing mechanisms.
- Consider the level of environmental documentation to be required under the California Environmental Quality Act (CEQA).

Subtask I.3 – Existing Document Review

Assemble and review current data and planning context, including, but not limited to key documents, materials, plans and reports such as:

- City of Menlo Park General Plan and Updates
- Parks and Recreation Facilities Master Plan 1999
- Park and Recreation Commission Goals and Work Plan

- ConnectMenlo materials
- Bedwell Bayfront Park Plan
- Belle Haven Pool Plan
- Library Space Needs Study
- Economic Development Plan
- Playground Audit
- Capital Improvement Plan (CIP)
- Flood Park Master Plan
- Community Services Department (CSD) Mission / Vision and Strategic Plan
- Downtown Specific Plan
- Facebook Expansion Plans
- Infrastructure Management Study – January 29, 2007
- Cost Allocation Plan (forthcoming)

Subtask 1.4 – Project Communication

Hold regularly scheduled project check in calls with City staff. Provide meeting/call summaries with actionable items after each call. Maintain project schedule. Distribute project materials to applicable parties.

PRODUCTS:

Work Plan

Schedule

Meeting/call summaries with actionable items

MEETINGS:

City Staff Kick-off	1
Check-in/coordination calls	30

TASK 2: TRENDS AND DEMOGRAPHICS

Examine trends in relation to the demographic composition and characteristics of the City of Menlo Park community. Identify and examine key demographic and societal trends that likely shape and impact park and recreation services.

Subtask 2.1 - Demographic Analysis

Prepare a demographic profile of the City of Menlo Park community, using data provided by the City. This will include 2010 Census, 2018 estimated, and 2040 projected demographic data. This analysis will identify the status and changes in age groups, family households, income, educational attainment, and other information that can be used to estimate recreation demand and likely participation.

Subtask 2.2 – Trends Analysis

There are a number of trends significantly impacting park and recreation facilities and programs. The response to these trends is transforming the next generation of park and recreation facilities. The trends impacting parks and recreation include environmental stewardship, social and economic concerns, new technology, children's health and childhood obesity, the "age wave", demand for health, fitness and wellness-centered activities, wellness and social integration of older adults, aging in place, technology, universal play and

access, and creation of community connections in urban and suburban planning, to new a few. The consultant team will identify the impact of these trends on the community and integrate strategies to address these trends in the Master Plan.

PRODUCTS:

A summary of the demographics and the trends that will likely have implications for the City's recreational programs, services, and facilities.

TASK 3 – INVENTORY AND COMPARISON OF PARKS AND RECREATION RESOURCES

The object of this task is to inventory the City's existing resources, assess function and compare existing standards to those of peer communities.

Subtask 3.1 – Existing Park / Facility Inventory – Baseline Analysis

Review City-provided documentation on parks and recreation facilities, both current and proposed, including site and floor plans. Create detailed inventory of facilities and amenities provided at each park/ facility, based on information provided. Follow up with field/site visits as needed:

- 13 Neighborhood and Community Parks and 2 Open Spaces
- 1 County Park
- 5 Joint Use School Facilities

Recreation facilities including:

- 3 Community Centers
- 2 Public Pools
- 3 Child Care Centers
- 1 Gymnasium
- 1 Gymnastics Center
- Menlo Atherton Performing Arts Center

For each site, indicate

- Location
- Size
- Facilities – Inventory of all park and recreational facilities (playgrounds, play field, ball courts, pools, gyms, trails restroom, structures, parking capacity)
- Recreation programs - Scheduled programs throughout the year (services provided by City)
- General condition of park or facility
- Usability of the park or facility for intended uses - whether the park is fulfilling community needs, or whether improvements would better fulfill those needs

Subtask 3.2 - Current Programs and Services – Baseline Analysis

Inventory and analyze the current program and service offerings and the associated fees and policies for the City of Menlo Park Community Services Department.

Subtask 3.3 – Benchmarking

Benchmarking is a tool to assist in establishing standards and goals by comparing the current provision of facilities and services to those offered by peer communities. The analysis will include an inventory of the current facilities and benchmarking using peer institutions. We will provide a comparative analysis of the park and recreational facilities of up to six (6) peer jurisdictions in San Mateo and Santa Clara Counties as identified by the City. Based on the availability of information from the Peer Cities, the team will strive to gather and analyze the following information: (1) number and types of park, trails, and open space opportunities, (2) inventory, size, type, and features of facilities, (3) comparison of program offerings and services, , (4) user fees, rental rates, and other revenue streams (and (5) general information which would add to the comparative analysis. In addition, we will compare the Community Services Department with similar departments as listed in the National Recreation and Park Association NRPA Park Metrics database. The assessment will provide information to be compared to nationally accepted standards (NRPA) regarding recreation resources and facilities.

PRODUCTS:

Summary of Findings to include existing conditions, inventories and comparison analysis.

TASK 4: PUBLIC INVOLVEMENT

Develop and conduct a cost effective program of community outreach, engagement and input. Effective outreach and engagement of the community and stakeholders is essential to the successful outcome of this master plan. The foundation of a successful needs assessment study is accomplished through interactive and meaningful community participation. Menlo Park's Community Engagement Model will provide a basis for the public involvement approach.

Subtask 4.1 – Community Engagement Plan

An outreach plan will be developed to gather input from residents and other key stakeholders and engage them in the process and outcomes of the report findings. In consultation with staff, a list of key individuals and/or stakeholders to include in the process will be established. The outreach effort will be branded, with logo and tag line. Materials will be prepared in English and Spanish, as needed. Simultaneous translation, when needed, will be provided by the City. Linkages to community events, such as Concerts in the Park, Egg Hunt, Kite Day, etc. will be identified.

Subtask 4.2 – Outreach and Process Oversight Committee

The City will form an Outreach and Process Oversight Committee comprised of representatives of key stakeholders who will meet with staff and consultants to provide input and guidance to the process as well as to share information about the process with their constituencies. Committee members may include representatives from groups such as Parks and Recreation Commission, Menlo Park School Districts, Belle Haven Neighborhood Association, Sports Groups, or others.

The meetings will provide input to ensure that the planning process is inclusive, and that the community can weigh in effectively regarding parks, recreation facilities and open space. They will provide input on aspects of the plan and process such as crafting the mission statement and goals, identifying targeted outreach groups, development of prioritization criteria.

Subtask 4.3 - Stakeholder Interviews / Focus Groups

Conduct interviews and focus group meetings to evaluate how the parks, facilities and programs are serving the community. Interviews and groups will focus on overall perceptions as well as specific topics so that relevant stakeholders may contribute input regarding their areas of interest. These meetings will contribute to identifying:

- what is working well with Menlo Park's parks and facilities
- stakeholder impressions of existing parks, facilities and programs
- what additions/changes are desired
- perceived unmet recreation needs
- ideas for the future of park and facilities development

Subtask 4.4 - Community Workshops

These interactive meetings can focus on both Citywide issues and targeted sites. The consultant team will work with the City to identify appropriate settings, room layout, date, time and announcement methods to maximize community participation. Work with Staff to strategize methodology to maximize workshop attendance, and to define responsibilities for dissemination of the information. This might include:

- Social media and web presence (consultants to provide content, City to post)
- Banner and media outreach
- Linkage with other events or meetings
- Newsletter local schools / recreational groups
- Convenient scheduling and location of meeting (possible day care)
- Translation services (materials translated by consultants, meeting translation arranged by City)
- Multiple community mailings (consultants to provide content, City to conduct mailing)
- Interagency meetings and collaboration
- Intercept events, pop-up meetings and focus groups
- Information booths at community events
- Online survey tools

The consultant team will facilitate workshops to encourage involvement in the planning process.

Community Workshop #1

- The inventory, analysis, and needs assessment

information prepared during the first two project phases will be presented to the community in a public workshop (presentation materials (PowerPoint, graphics, maps, etc.) and public facilitation). The workshop will be an open house format designed to promote quality interaction through large and small group discussions, prioritization exercises, and comment sheets. At all workshops, comment cards will be provided for use by persons who are not comfortable with public speaking, to capture additional comments as they arise, and for additional outreach throughout the course of the project. Spanish translation of materials will be provided.

Community Workshop #2

- The second public workshop we will receive feedback and comment on assessment of community preferences, draft master planning recommendations and initial priorities. In this interactive workshop, elements of the action plan will be presented for review and feedback. The consultant team will record the comments received and incorporate them into the plan.

Community Workshop #3

- The third public workshop we will receive feedback and comment on the refined master planning recommendations, prioritization criteria, and develop preliminary consensus on priorities for implementation.

PRODUCTS:

Plan and schedule for public engagement
Outreach and Oversight Committee Meeting Agendas and Summary Reports
Summaries of Stakeholder Interviews/Focus Groups
Community Workshop Materials and Summary Reports

MEETINGS:

Outreach and Oversight Committee	3
Stakeholder Interviews/individual or group	8
Community Workshops	3

TASK 5: GOALS, POLICIES AND STANDARDS

Develop goals, policies and standards to support the Parks and Recreation Facilities Master Plan Update. Incorporate the Department's vision, mission, goals and objectives and other applicable documents. Review for consistency with the City's General Plan.

Subtask 5.1 – Draft Goals, Policies and Standards

Based on the information generated in the previous tasks, draft goals, policies, and standards that support the community vision. Ensure consistency with the General Plan.

Goals will address:

- A high quality and diversified system that meets current and future needs

Policies and standards will address:

- Service areas and level of service
- Access to parks and facilities

PRODUCTS:

Draft Goals, Policies and Standards

MEETINGS:

City Staff 1

TASK 6 - DRAFT MASTER PLAN RECOMMENDATIONS

Develop prioritized recommendations for parks, open space, buildings and other recreation facilities and program improvements and additions.

Subtask 6.1 - Prioritization Criteria

Based on information received in prior tasks, and with community input, create a set of criteria for developing and updating prioritization of future projects. Criteria may include:

- Public health and safety
- Inclusivity and access
- Community values and support
- Service gaps and unmet demand
- Health and wellness
- Collaborative opportunities and funding availability
- Sustainability and conservation
- Protection of existing infrastructure / maintenance efficiencies
- Neighborhood enhancement or economic benefit

Subtask 6.2 - Recommendations for Improvements to Existing Parks and Facilities

Based on information received in prior tasks and on prioritization criteria, develop a prioritized list of improvements to recreation programs, existing parks, open space, buildings and other recreational facilities.

Subtask 6.3 - Recommendations for New Programs and Facilities

Based on information received in prior tasks and on prioritization criteria, identify and develop a set of prioritized recommendations for additional recreation programs, parks, open space, buildings and other recreation facilities that may be needed in Menlo Park.

Subtask 6.4 – Targeted Funding and Implementation Strategies

Develop strategies including the development of a prioritization plan for parks and facilities and the strategies for implementation

Identify specific Economic Development opportunities available through the Department's efforts such as cultural events, sports tournaments, etc.

Establish a recreation projects list to address identified needs

and/or enhancements including (1) Improvements and short-term projects and (2) order-of-magnitude cost estimates will be prepared for the listed improvements and/or new development. These will be based on a per-square foot, per-mile, and per-each basis.

PRODUCTS:

Draft Master Plan including criteria and recommendations

MEETINGS:

City Staff 1

TASK 7: DRAFT MASTER PLAN ACTION PLAN

Develop a prioritized plan of action for the next 5 – 25 years which will include issues; strategies; probable costs, including staffing and maintenance needs; and an analysis of potential funding sources and mechanisms for the recreation programs, parks, trails, open space, buildings and other recreation facilities.

Subtask 7.1 – Cost and Revenue Analysis

The City must be able to afford to own the facilities it can afford to build. The economic analysis and cost recovery analysis, including the City's forthcoming cost allocation plan will help to inform the decisions about renovations and developments at City facilities.

- Develop reliable figures on which very important decisions will be made. This will include: (1) developing detailed costs for the annual operation and maintenance, (2) developing preliminary fees and charges, (3) analyzing the revenue potential for the various options, and (4) identifying the cost recovery potential.
- We will provide preliminary cost estimates for operations, maintenance, and capital improvements
- Rough order-of-magnitude cost estimates will be prepared for the listed improvements. These will be based on a per-acre, per-square foot, per-mile, and per-each basis.
- Revenue estimates for facilities will consider existing or any changes to fee structure.

Subtask 7.2 - Funding Strategies and Opportunities

Identify a comprehensive array of funding mechanisms available in California for municipal parks and recreation acquisition, improvements, and on-going operations and maintenance costs. Funding strategies will also describe potential partnership opportunities for further exploration. This task includes identification and evaluation of:

- An array of financing mechanisms available in California to finance recreation improvements
- Funding from gifts, grants, charitable foundations, advertising, sponsorship and other creative sources
- Criteria for viable partnerships
- Opportunities for leveraging of resources
- Funding implications based upon the assessment of the

	public's willingness to fund programs and/or facilities
Subtask 7.3 - Fee and Rate Structure Recommendations	<p>Market acceptance of changes to the fees and rate structure is important to sustaining a satisfied and supportive customer base. To attract new users, retain and grow the existing customer base, and provide desired community services, the fees must be competitive and attractive to the target market. The Fee and Rate Structure analysis builds upon the research developed through the market and demographic research. Study tasks include:</p> <ul style="list-style-type: none"> • Analysis of the current fee structure • Assessment of cost recovery objectives and policies in forthcoming Cost Allocation Plan • Funding implications based upon the assessment of the public's willingness to fund programs and/or facilities • Address economic barriers to access and participation
Subtask 7.4 –Master Plan Project Prioritization Draft	<p>This section will include the identification of short, medium and long –term capital projects, including both standard renovations and installation of new facilities.</p> <ul style="list-style-type: none"> • Areas where certain outdated or underutilized facilities should be redeveloped • New specialized facilities (e.g., dog parks, pickleball courts) that should be considered • New large scale facilities (e.g. pool, play fields, park etc.) that should be considered • Playgrounds or facilities that are not in conformance with ADA standards or do not provide inclusive access • A timeline and budget to accomplish the goals of the Parks and Recreation Master Plan
Subtask 7.5 –Draft Master Plan Study Session with Parks and Recreation Commission	<p>Hold a Study Session/Public Hearing of the Draft Master Plan with the Parks and Recreation Commission. This will provide the Commission and the public to review and comment on the work completed in this and the previous tasks.</p> <p>PRODUCTS: Draft Master Plan Action Plan Presentation Materials for PRC Study Session</p> <p>MEETINGS: City Staff review of draft and final reports 1 Park and Recreation Commission Study Session 1</p>
TASK 8 - FINAL PLAN	<i>Prepare Final Master Plan for adoption.</i>
Subtask 8.1 - Master Plan Report	<p>Revise the Draft Master Plan Report to reflect the input received. Master Plan Report to include:</p> <ul style="list-style-type: none"> • Introduction

- Demographics and Trends
- Inventory and Comparative Analysis
- Public Involvement
- Goals, Policies and Standards
- Recommendations
- Action Plan

Subtask 8.2 – Parks and Recreation Commission Hearing

Provide presentation materials and attend meeting of the Parks and Recreation Commission for their recommendation for plan approval.

Subtask 8.3– City Council Adoption Hearing

Provide presentation materials and attend meeting of the Menlo Park City Council for plan approval.

PRODUCTS:

Parks and Recreation Facilities Master Plan (digital file)
Presentation Materials for Public Hearings

MEETINGS:

Parks and Recreation Commission Approval	1
City Council - Adoption of Plan	1

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. Option for additional workshop if necessary.
- Intercept Activities
- Oversight and Outreach Group
- 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 @MenloParkCommunityService
 - 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)
- Local 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?”

Spring 2018, date and venue TBD.

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 2018, 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 2018, 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.

OVERSIGHT + OUTREACH GROUP

One component of the community engagement plan is the formation of the Parks and Recreation Facilities Master Plan Oversight and Outreach Group. The group is comprised of key stakeholders who will meet with staff and consultants to provide input and guidance to the process as well as help promote the effort to their constituencies. We want to ensure the planning process is inclusive, and that the community can weigh in effectively regarding parks, recreation facilities and open space.

The group's scope of work will be limited to:

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

The composition of the Oversight and Outreach group includes City staff and project consultants, commissioners, and volunteers from various stakeholder groups who will be selected by the project management team. Outreach for volunteers may include those that participate in the school district's Community Trust meetings, Library Teen Advisory Group, City approved Sports Field User Groups, Chamber of Commerce, recipients of Menlo Park's Grant for the Arts Program and others.

The proposed Oversight and Outreach committee composition may include:

- Derek Schweigart, Interim Community Services Director
- Azalea Mitch, Public Works City Engineer
- Parks and Recreation Commission (2 representatives)
- City Council liaison to Parks and Recreation Commission
- Environmental Quality Control Commission (1 representative)
- Youth/Teens (2 representatives)
- School Districts (2 representatives)
- City Pool Operator – Team Sheep
- Sports Field User Group (2 representatives)
- Business Community (1 representative)
- Arts and Culture (1 representative)
- Environmental Group (1 representative)

POTENTIAL STAKEHOLDERS

- 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
- San Mateo County Parks Department
- Boys and Girls Club
- Chamber of Commerce
- Bay Conservation & Development Commission (BCDC)
- Environmental groups
- Facebook
- Menlo Park Rotary
- Friends of Bedwell Bayfront Park
- Utility providers
- Gymnastics Community
- Special Population groups
- Dog Park Users

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 Group 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 Group 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

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SPRING 2017

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

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

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SUMMER 2018

Intercept Activity #3
Community Workshop #2
 Focus Group Meetings
 O+O Group 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 = Oversight + Outreach Group

PRELIMINARY VISION

Connect Menlo Park through a **sustainable, equitable** and **accessible system** of parks, recreation facilities, and programs that reflect the City's **character**, and encourage **multi-generational interactions**.

PRELIMINARY GOALS

Parks and Facilities for All of Menlo Park

- An **integrated, equitable** and **inclusive** park and recreation system that serves the community as a whole.
 - Multi-generational
 - All abilities
 - Equitable and affordable
 - Integrate with other planning efforts (Transportation Plan, Downtown Plan, Library Plan, Green Infrastructure Plan, development plans)
 - Prioritize community benefits with consideration of neighborhood impacts.
- A **connected** and **accessible** park and recreation system.
 - Accessible to residents across the City
 - Accessible to all ages and abilities – multi-generational
 - Accessible for all socio-economic levels – equitable and affordable

Unique and Distinctive Parks and Facilities

- Parks and facilities reflect a **sense of place** and **community**.
 - Unique and distinctive.
 - Identity and character.
 - Foster community character and neighborhood identity.
- Parks and recreation that supports **health** and **wellness**.
 - Active and passive
 - Fitness center
 - Linear connections
- Integrate nature and green spaces throughout the city

Creative Solutions

- **Expand** parks and recreation **opportunities**.
 - Identify and prioritize potential sites for future park development.
 - Strengthen and expand partnerships and joint use.
 - Innovative transformation of underused spaces (underused space in existing parks, greening of hardscapes, surface parking lots, rooftops, street space)

- Bring nature into the City
- Temporary / pop-up recreation spaces (play streets, Sunday streets)
- Extend use time of facilities (field lighting)
- Identify opportunities for features desired by the community (dog parks, splash pad, community gardens, etc.)

Sustainability

- Ensure that **environmental sustainability** is an **integral part** of parks and recreation facility development and management.
 - Incorporate sustainable best practices for water conservation, energy efficiency, and stormwater and waste management.
 - Design and construct new recreation and community facilities to meet Platinum LEED standards, or the best current alternative.
 - Establish parks and recreation facilities as part of a more resilient city
- Ensure that **economic sustainability** is incorporated into all parks and recreation facility development and management.
 - Achieve City cost recovery goals.
 - Provide equitable fee structures applicable to all facilities and programs.
 - Identify ongoing maintenance funding for any proposed improvements.
 - Consider sponsorships and naming rights as revenue sources.
 - Maximize operational efficiencies in facilities.
 - Expand potential revenue sources in line with City goals and mission.
- Integrate **educational sustainability** in parks and recreation facilities
 - Provide interpretive signage and information links where appropriate.
 - Create demonstration gardens.
 - Consider edible landscapes.
 - Connect youth recreation programming to education goals when feasible.
 - Educate community about the 3 E's of Sustainability (Environmental, Economic, Educational).

Parks & Recreation Commission



REGULAR MEETING MINUTES **DRAFT**

Date: 7/25/2018

Time: 5:30 p.m.

Senior Center

Ballroom

110 Terminal Ave., Menlo Park, CA 94025

A. Call To Order

Chair Johnson called the meeting to order at 5:47 p.m.

B. Roll Call

Present: Chair Johnson, Commissioner Lane, Commissioner Palefsky and Commissioner Payne

Absent: Vice Chair Harris, Commissioner Baskin and Commissioner Staley

Staff: Community Services Director Derek Schweigart

C. Public Comment

Pamela Jones addressed the Commission regarding the traffic in Belle Haven.

Cecilia Taylor addressed the Commission regarding the Belle Haven Pool and the Onetta Harris Community Center.

Bridgit Louie addressed the Commission regarding the parks in the Belle Haven neighborhood.

Bronwyn Alexander addressed the Commission regarding the Belle Haven Pool, traffic and the needs of the Belle Haven neighborhood.

D. Study Session

D1. City Playground Replacement Project

Parks Supervisor Dave Mooney gave an update on the City Playground Replacement Project.

E. Regular Business

E1. Approve the Parks and Recreation Commission minutes for the meeting of June 27, 2018 ([attachment](#))

ACTION: Motion and second (Payne/Lane) to accept the Parks and Recreation Commission meeting minutes of June 27, 2018; passed 4-0-3 (Vice Chair Harris, Commissioners Baskin and

Staley absent)

E2. Parks and Recreation Facilities Tour

The purpose of this meeting is to tour parks and recreation facilities in Menlo Park and to familiarize commissioners on amenities and uses they provide to residents. The tour will include parks and recreation facilities located in the Belle Haven neighborhood which include the newly renamed Karl E. Clark Park, Hamilton Park, Kelly Field and the Belle Haven Campus. The public is welcome to join the Commission on the tour if they wish to do so but must provide their own transportation. No action will be taken by the Commission while on the tour.

Adjourn the meeting prior to the tour. Times are approximate.

Onetta Harris Community Center and Menlo Park Senior Center, 100 Terminal Ave., 6:30 p.m.

Kelly Field, 100 Terminal Ave., 7:00 p.m.

Hamilton Park, 545 Hamilton Ave., 7:30 p.m.

Karl E. Clark Park, 313 Market Place, 7:45 p.m.

F. Reports and Announcements

F1. Commissioner Reports

No Report was given

F2. Community Services Director's update and announcements ([Staff Report # 18-013-PRC](#))

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

G. Adjournment

Chair Johnson adjourned the meeting at 6:50 p.m. prior to the scheduled tour.

Linda Munguia, Senior Office Assistant



STAFF REPORT

City Council

Meeting Date:

8/6/2018

Staff Report Number:

18-145-CC

Consent Calendar:

Approve the Parks and Recreation Commission 2-year work plan goals

Recommendation

Staff recommends that the City Council approve the Parks and Recreation Commission 2-year work plan goals for the period including May 2018 to May 2020.

Policy Issues

The proposed work plan goals are consistent with Menlo Park City Council policy CC-01-0004 that defines the purpose for the commission which includes advising the City Council on matters related to city programs and facilities dedicated to recreation, e.g., those programs and facilities established primarily for the participation of and/or use by residents of the city.

Background

Commissions are responsible for establishing a 2-year work plan that is in line with the City Council's goals, which guides the commissions' activities and projects. Once finalized by the advisory body, it is formally presented to City Council for direction and approval and then reported out on by the advisory body during the year and at the completion of the work plan. Advisory body's biennial plans will serve as a useful tool for both the advisory body and the City Council to ensure that the work plan reflects the vision, mission, or priorities of the City Council.

The Parks and Recreation Commission is charged with advising the City Council on matters related to City programs and facilities dedicated to recreation, e.g., those programs and facilities established primarily for the participation of and/or use by residents of the City. This general charge includes advising on:

- Adequacy and maintenance of such facilities as parks and playgrounds, recreation buildings, facilities and equipment
- Adequacy, operation and staffing of recreation programs
- Modification of existing programs and facilities to meet developing community needs
- Long range planning and regional coordination concerning park and recreational facilities

The Parks and Recreation Commission's Mission Statement: The City of Menlo Park Parks and Recreation Commission will strive for excellence in teamwork to: preserve and protect open space and parklands; be responsive to community needs for leisure, cultural and social programs; affirm the diversity in the community; maintain its availability, visibility, and accessibility to the community and the media; promote safety in all facilities and programs; be financially responsible; and maintain a liaison between the community and city government.

Analysis

The City Council approved the current Commission work plan August 23, 2016. Over the last two years, the Commission worked steadily to address those goals and a summary of their achievements are included in the 2-year work plan update as (Attachment A.) The Commission began to develop new work plan goals in March 2017 and approved them at their meeting June 27, 2018. The following are the proposed goals for City Council approval:

For the years 2018 - 2020, the Parks and Recreation Commission will evaluate, advise and make recommendations in order to:

- Provide high quality and inclusive programs and services that meet the diverse and changing needs of all Menlo Park residents and neighboring communities;
- Ensure city parks and community facilities are well-maintained, upgraded and/or expanded to improve accessibility and usage by a diverse population, while promoting sustainable environmental design and practices;
- Improve class and program offerings, venues, partnerships and sponsorships to increase the quality and accessibility of educational, recreational, sporting, artistic, and cultural programs in the City of Menlo Park;
- Support initiatives, partnerships and projects that intersect with the city's park and community services resulting in well-coordinated efforts to meet the needs of residents.

Impact on City Resources

There is no impact on City resources associated with this action.

Environmental Review

This action is not a project within the meaning of the California Environmental Quality Act (CEQA) Guidelines §§ 15378 and 15061(b)(3) as it proposes an organizational structure change that will not result in any direct or indirect physical change in the environment.

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. 2-year work plan update and proposed goals for May 2018 to May 2020

Report prepared by:

Derek Schweigart, Community Services Director

Parks & Recreation Commission
Work Plan Goals and Achievements FY 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.
	<p>Achievements:</p> <ul style="list-style-type: none"> • The Commission received a presentation and overview of the City's Child Care programs which include the Menlo Children's Center Preschool and After School programs, Belle Haven Child Development Center and the Belle Haven After School and Camp Menlo programs. The Commission continues to support increased preschool program opportunities in the community and quality after school care. • Commission provided feedback on Belle Haven Pool Audit and Master Plan and approved a recommendation to City Council to accept the Master Plan and Option B which includes a complete pool remodel. The pool audit and master plan is identified as item # 11 in the 2017 City Council Work Plan. It is anticipated that the master plan will be presented to City Council at their meeting on September 26.
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.
	<p>Achievements:</p> <ul style="list-style-type: none"> • The Commission participated in the annual Parks and Recreation Facilities Tour which included Burgess, Nealon and Sharon Parks and Facilities. Commissioners had the opportunity to observe recreation classes and programs, aquatics programming and tour the parks. Commissioners were particularly interested in the playgrounds and the CIP projects scheduled at Nealon Park. • Reviewed the Bedwell Bayfront Park (BBP) Master Plan scope of work and approved the overall approach to project. • Reviewed and provided feedback on the proposed BBP Master Plan community engagement process and appointed Commissioner Marianne Palefsky to participate on the BBP Oversight and Outreach Committee for the project. • The Commission received a presentation and provided feedback to the Public Works Parks Division on the Menlo Park Playgrounds Audit and proposed CIP projects. Also, commissioners Laura Lane and Jennifer Johnson were appointed to serve on a Playgrounds CIP subcommittee to assist staff on the scope of work and community engagement process. • The Commission continues to be involved in the Jack Lyle Restroom CIP project including participating in the community meeting that was held in December and advising City staff and the project consultant on the project scope of work. The project comes back to the Commission for their review and approval before end of the current fiscal year and prior to City Council awarding a construction contract. • Commissioners participated in the pop-up open house meeting at Willow Oaks Park in February and the community workshop in March concerning the Willow Oaks Park Restroom

and Dog Park CIP projects. The Commission will review preliminary project designs at their meeting in April and it will be another opportunity for the public to provide their feedback.

- The Commission received a presentation and update on the Belle Haven Pool Audit and Analysis Phase and provided feedback to City staff on study. The Belle Haven Pool master plan phase will be presented to the Commission at their April meeting for the feedback.
- Commissioners Laura Lane and Jennifer Johnson have been working with City Staff on developing a Request for Qualifications (RFQ) for the Park Playground Replacement Project which is identified as item # 14 in the 2017 City Council Work Plan.
- Commission provided feedback to staff on the Nealon Park playground replacement and provided direction to staff on the Commission's future involvement, as well as the importance of inclusivity, educational components and themes.
- Commission provided feedback on Belle Haven Pool Audit and Master Plan and approved a recommendation to City Council to accept the Master Plan and Option B which includes a complete pool remodel. The pool audit and master plan is identified as item # 11 in the 2017 City Council Work Plan. It is anticipated that the master plan will be presented to City Council at their meeting on September 26.
- Commission reviewed and approved preliminary plans for Willow Oaks Park projects that include a new restroom and dog park renovation. After receiving public comment, the Commission approved various options and amenities for the dog park and the proposed restroom. The Willow Oaks Park Improvements are identified as item # 17 in the 2017 City Council Work Plan.
- Commission provided input on the Nealon Park Field Renovation and were supportive of the temporary dog park that opened in June. Nealon Park Sports Field improvements are identified as Item # 30 in the 2017 City Council Work Plan.
- Commissioners continue to participate in the community engagement efforts for the Bedwell Bayfront Park Master Plan which include participation in the Oversight and Outreach Group and project open houses and community meetings. The master plan is identified as item # 13 in the 2017 City Council Work Plan.
- Commission participated in the Parks and Recreation Facilities Master Plan Update consultant selection which will be presented to City Council at their meeting on September 26. Commissioners will be involved in the community engagement efforts. The project will begin in the fall and will incorporate the work on concurrent master plans for Belle Haven Pool and Bedwell Bayfront Park. The master plan is identified as # 12 in the 2017 City Council Work Plan.
- Commission received a presentation and provided input to staff on the Burgess Park Snack Shack renovation proposal which includes a remodel of the existing Snack Shack to include a commercial grade kitchen and potential change in the operational model. This project has been identified as # 18 in the 2017 City Council Work Plan.
- 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.
	<p>Achievements:</p> <ul style="list-style-type: none"> • The Commission received a presentation by the Pacific Art League (PAL) on arts programming and events. The Commission was interested in the City partnering with PAL to bring visual arts programming to Menlo Park such as visual arts classes for children and adults and art exhibitions that could be hosted in City facilities. • Commission received a presentation and update on the Community Services Department's sponsorship program. The sponsorship program continues to be refined to maintain consistency in program and event implementation as well as the development of City branded marketing collateral materials. • The Commission conditionally approved a recommendation to City 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.
4.	Other Areas and Topics
	<p>Other Achievements:</p> <ul style="list-style-type: none"> • The Commission continues to advise San Mateo County Parks on their Flood Park redevelopment project. • Reviewed and provided feedback on the Community Service Department's Food Allergy Policy. The policy helps to put procedures in place to help City staff address participant food allergies in its programs. • Received a presentation and provided feedback to staff on the Belle Haven Child Development Center's Big Lift Grant that is administered through the Silicon Valley Community Foundation. This grant aims to improve learning outcomes for preschool children in preparation for kindergarten and grade school. • Received a presentation on the San Mateo County Park Shuttle Program and provided feedback and support for the service which includes Menlo Park. • The Commission received and presentation and were supportive of the Community Service Department's participation in Unity Day and Anti-Bully Campaign which was held in October 2016.

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| | <ul style="list-style-type: none"> • Provided general feedback to staff regarding crumb rubber infill material on the City's artificial turf fields at Hillview Middle School and Kelly Park. The Commission did not want to take any action on this subject matter until the City received the State and Federal Government studies which are investigating the potential hazards of crumb rubber infill use in artificial turf sports fields. The release of these studies is scheduled for 2017. • The Commission approved the sports field user groups for 2016-17. • The Commission approved proposal by the Menlo Park Little League for Burgess Park field improvements which include upgrades to dugouts and improved shade for spectator viewing. • Commission received a study session and consideration of a request by residents to rename Market Place Park in the Belle Haven neighborhood. The Commission requested additional information on past practices of renaming park and recreation facilities, particularly those that are an exception to City Council policy. City Council also challenged residents to demonstrate significant support for the request and will consider the request at a later date. • Commission received a presentation and provided feedback on the South Bay Salt Pond Restoration project which is scheduled to occur in late summer and is adjacent to Bedwell Bayfront Park. Project representatives are stakeholders for the Bedwell Bayfront Park Master Plan and participated in the community engagement efforts as well as an interagency meeting. • Commission received a presentation on Community Services Department contract classes and programs and provided feedback to staff which includes increasing more adaptive classes for children with special needs or disabilities. • 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 City Council later approved the recommendation and on January 15, 2018 (Martin Luther King Day) the park was officially dedicated and renamed after Mr. Clark. • 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. • 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. • The Commission reviewed and approved the Sports Field User Groups for FY 2017-18. • 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. |
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STAFF REPORT

Parks and Recreation Commission

Meeting Date: 9/26/2018

Staff Report Number: 18-015-PRC

Choose an item.

Community Services Director's 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

I. Tot lot play zone returns

Bring your kids to run, jump, play, and socialize with other youngsters at our popular Tot Lot open play zone starting this fall on Thursdays, beginning September 6!

Tot Lot is an exciting weekly drop in program held at the Arrillaga Family Recreation Center in Burgess Park for preschool aged children from 2 to 5 years old. The program is offered weekly, September through June, on Thursday mornings from 9-11 a.m. Children will have the opportunity make new friends and explore a tactile environment while jumping in bounce houses, tumbling on foam mats and other gymnastics play equipment, rolling around on scooters and in toy cars, throwing and catching foam balls, and much more! Select holiday Tot Lot programs will be offered throughout the year featuring a different holiday themed craft which your child can create and take home to enjoy with your family. An admission fee of \$5 per child and adult supervision is required at all times during the Tot Lot program.

II. Signups open for fall youth performing art classes

Performing arts programs are often a critical missing piece in the development of children. According to *PBS Parents*, performing arts classes can encourage development by improvement of gross and fine motor skill function, promoting visual-spatial skill growth, and by fostering a sense of innovation, creativity and self-expression. According to a literature review and gap-analysis by the National Endowment for the Arts, these programs can also provide key social and emotional benefits to children who participate in them. The Arrillaga Family Recreation Center's fall session classes begin in September.

Check out the [Fall 2018 Activity Guide](#) to view our performing arts class offerings from dance to theater to art. We offer classes throughout the week in the afternoons and evenings for all ages from toddlers to adults. Help your child take that next step in their development and don't forget to register online today!

III. City Council addressed future of parks and recreation facilities

The Menlo Park City Council received an update on the Parks and Recreation Facilities Master Plan during a study session at their meeting on Monday, August 6 at 6 p.m. City staff and the project consultant Gates Associates presented preliminary findings of the Master Plan and a number of emerging ideas including improving accessibility to parks and recreation facilities, inclusive for all ages and abilities, creating unique and distinctive parks to encouraging use, and maintaining the quality parks and facilities we have currently.

The Master Plan seeks to update the 1999 Parks and Recreation Facilities Master Plan, which recommended \$63 million in needed improvements for the City's parks and recreation facilities. Priority projects were established based on input from a community opinion survey in 2001 and recommendations made by 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. Many of these improvements can be seen today including state of the art facilities such as the Arrillaga Family Gymnasium, Arrillaga Family Gymnastics Center, Kelly Field, Burgess Pool and the renovated Arrillaga Family Recreation Center.

Community outreach has consisted of public meetings, stakeholder focus groups, intercept activities at community special events and an online survey. To date, we have reached over 2,000 members of the public who have provided input on the plan.

IV. Mexican Independence Day Celebration

City of Menlo Park Senior Center held its annual Mexican Independence Day Fiesta today, Friday, September 14. A sold out crowd of 115 patrons packed the dining hall in festive colorful outfits to listen to everyone's favorite Tapatio Mariachi Band, enjoy a delicious home cooked meal, and dance away the afternoon! This event is by far one of the Center's most popular events. On Thursday, September 20, the Center will host Folkloric Dance Fest, showcasing performances by its Folkloric students.

V. Upcoming Events and Meetings (Mark your calendars)

Masterplan Oversight and Outreach – October 18, 6:30pm – 9pm ARC.

Commissioners Workshop – October 20, 9am-1pm (breakfast at 8:30) in Belmont.

Analysis

Analysis is not required.

Impact on City Resources

There is no impact on City resources.

Environmental Review

[Click here to enter text.](#)

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:
Todd Zeo
Recreation Supervisor