

Campbell Parks and Recreation Master Plan

Community Workshop #1

Wednesday, September 4, 2024

Agenda

- I. Welcome
- II. Parks and Recreation System Overview
- III. Emerging Engagement Findings
- IV. Brainstorm & Discussion
- V. Close

Purpose of Community Workshop #1

Introduce the Master Plan, share emerging findings, and solicit your input on Campbell parks and recreation.

Purpose of Community Workshop #1

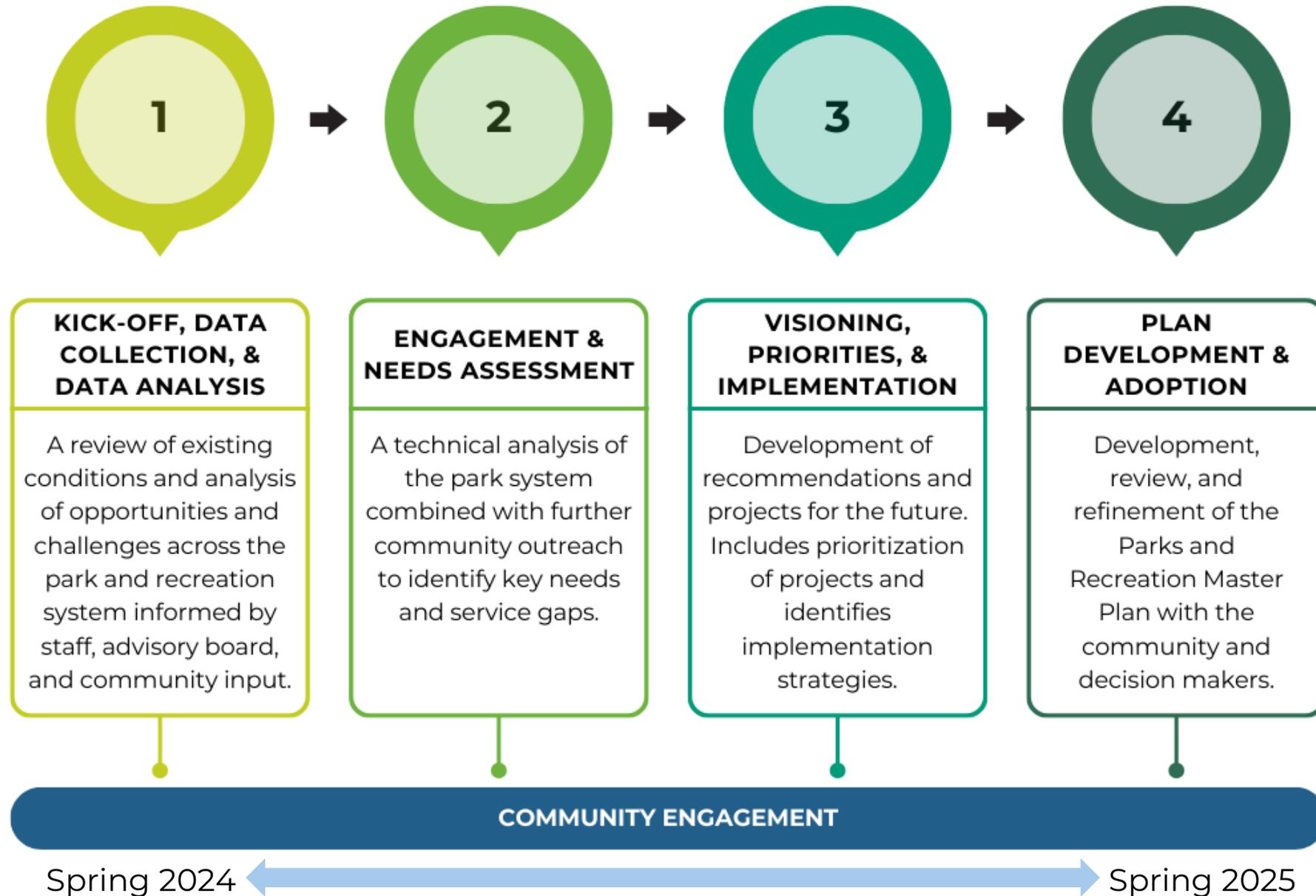
What brings you here these evening?

Parks and Recreation System Overview

Purpose of the PRMP



- The Campbell PRMP will identify community priorities and provide actionable recommendations, to improve the City's parks, facilities, programs, and recreation services, in a 10-year plan.
- The Campbell PRMP will give specific attention to park funding strategies, operational efficiencies, creative partnerships, access and equity, programming and site activation, and special attention to the Campbell Community Center



Engagement Activities



- Youth Commission Focus Group
- Key Leader Interviews
- Statistically Valid Survey
- Community-Wide Questionnaire
- Focus Groups and Pop-Up Materials
- Online Prioritization Activity
- Community Meetings (3)

Community Meetings



Date	Meeting Topic
September 2024	Community Workshop #1: Needs
December 2024	Community Workshop #2: Priorities
March 2025	Community Workshop #3: Draft Plan Development and Review

Existing Park Inventory



City Parks		
Site	Acreage	Classification
Campbell Community Center	29.5	Citywide Parks
John D. Morgan Park	18.4	
Campbell Park	11.9	
Edith Morley Park	4	Neighborhood Parks
Jack Fischer Park	4.2	
Stojanovich Family Park	1.3	
Virginia Park	0.3	
Ainsley Park	0.1	Pocket Parks
Gomes Park	0.1	
Hyde Park	0.4	
Orchard City Green	0.3	Special-Use Site
Los Gatos Creek Trail	NA	Greenways and Trails
Total Acreage		70.5
Additional Resources within Campbell		
Los Gatos Creek County Park	119.5	County Park
Cherry Orchard Park	0.5	HOA Park

Major Recreation Facilities



- Campbell Community Center and Pool
- Ainsley House
- Campbell Historical Museum

Outdoor Recreation Facilities



Common amenities:

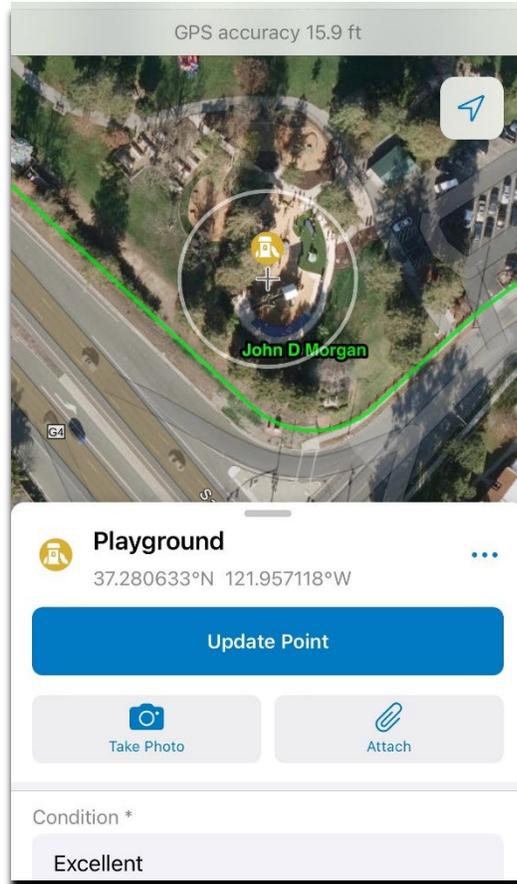
- Open lawn areas
- Playground structures
- Restrooms
- Picnic tables
- Benches

Recreation Programs



- Sports – youth and adult fee-based classes (tennis, soccer, basketball, etc.)
- Aquatics – summer youth and adult lessons, lap swim, water exercise, etc.
- Fitness – Pilates, yoga, Zumba, etc.
- Pre-School – Ages 3-5
- Enrichment – youth, teen, and adult classes in art, music, STEM, etc.
- Events – Fun Run/Walk, Summer Concert Series , etc.

Parks Condition Assessment



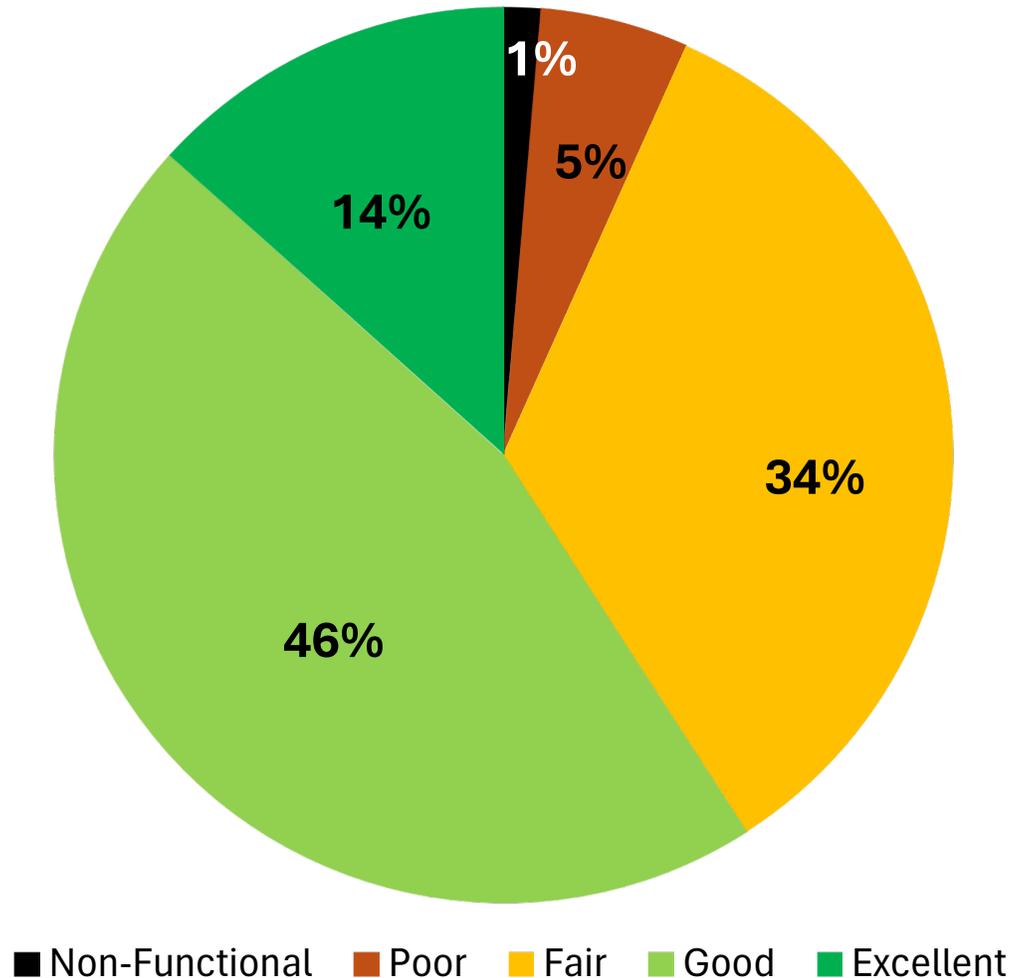
- **Assets Assessed**

- Athletics/Sports
- Outdoor Recreation
- Major/Specialized
- Trails/Natural Features
- Park Amenities

- **Conditions Assessed**

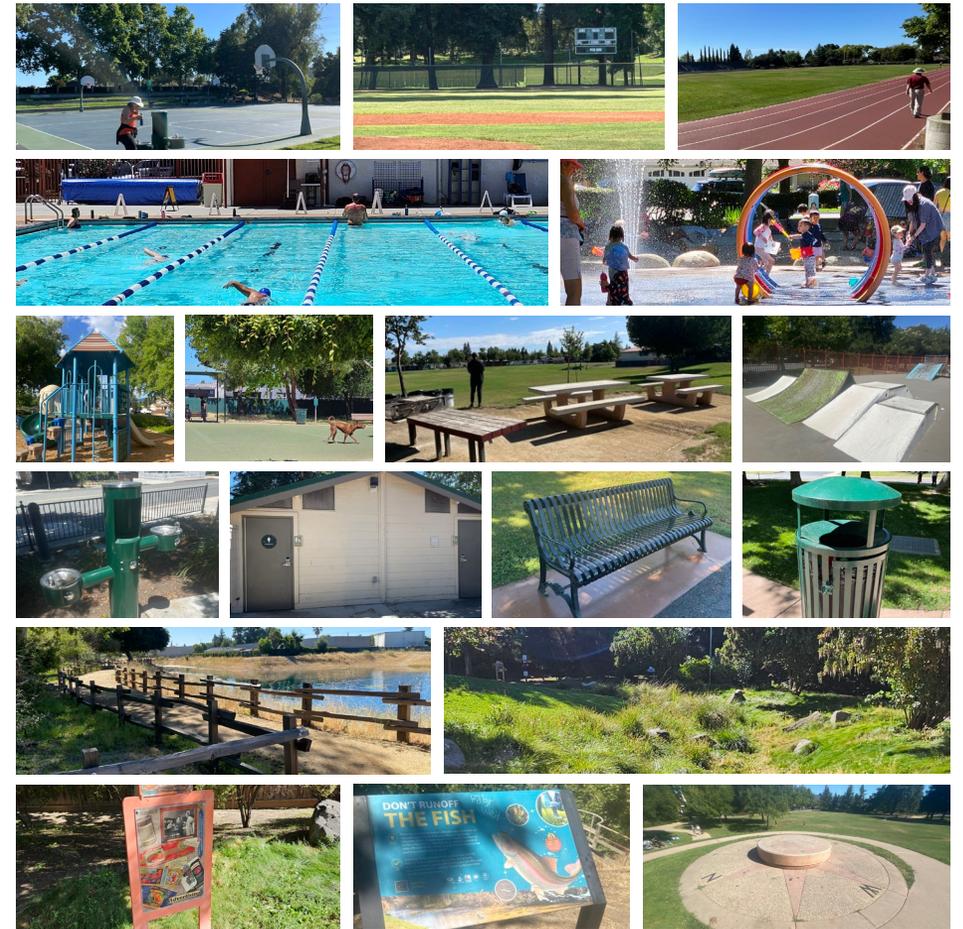
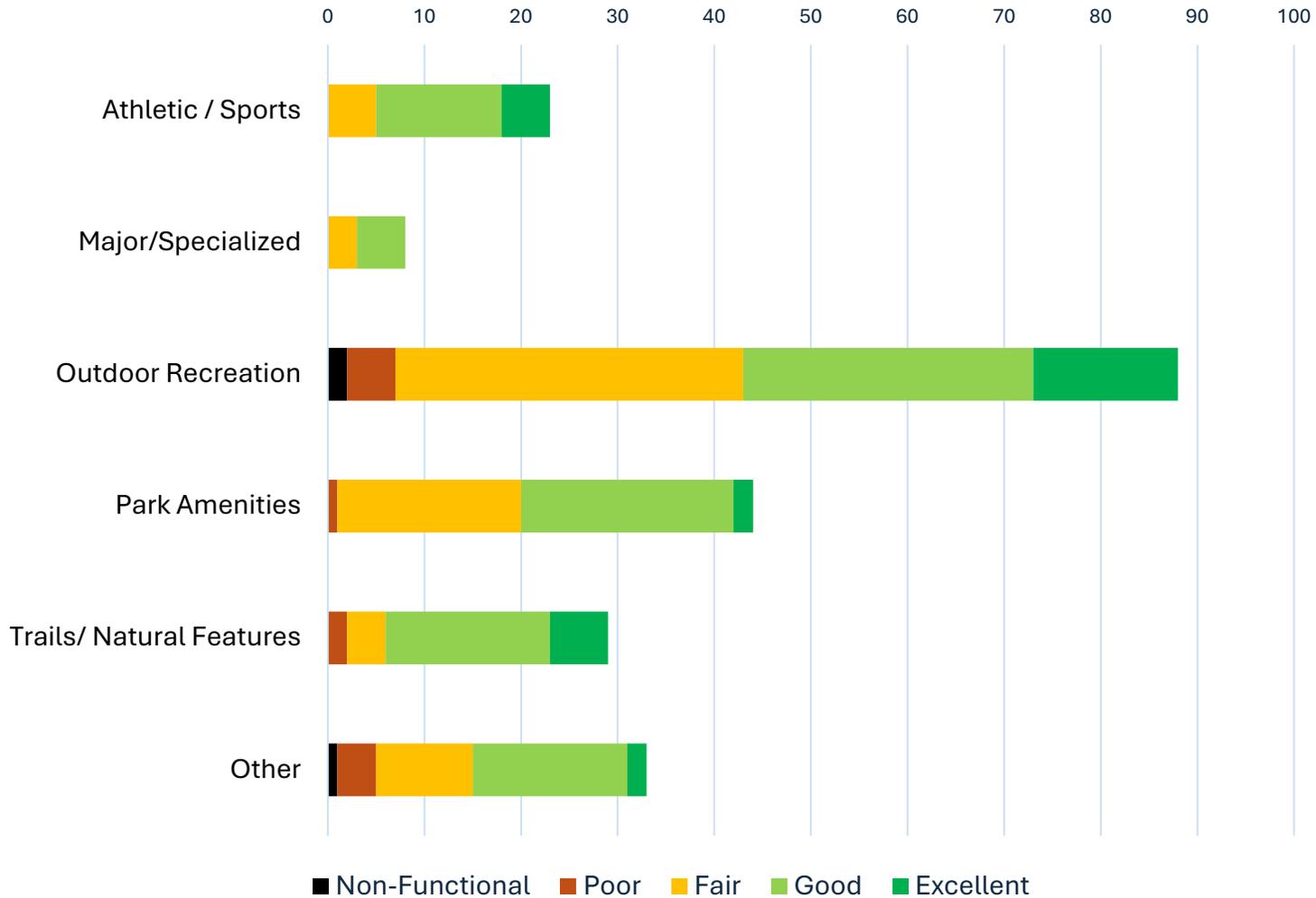
- General Maintenance
- General Landscape
- Vandalism/Graffiti
- Shade Availability
- Accessibility

Parks Condition Assessment

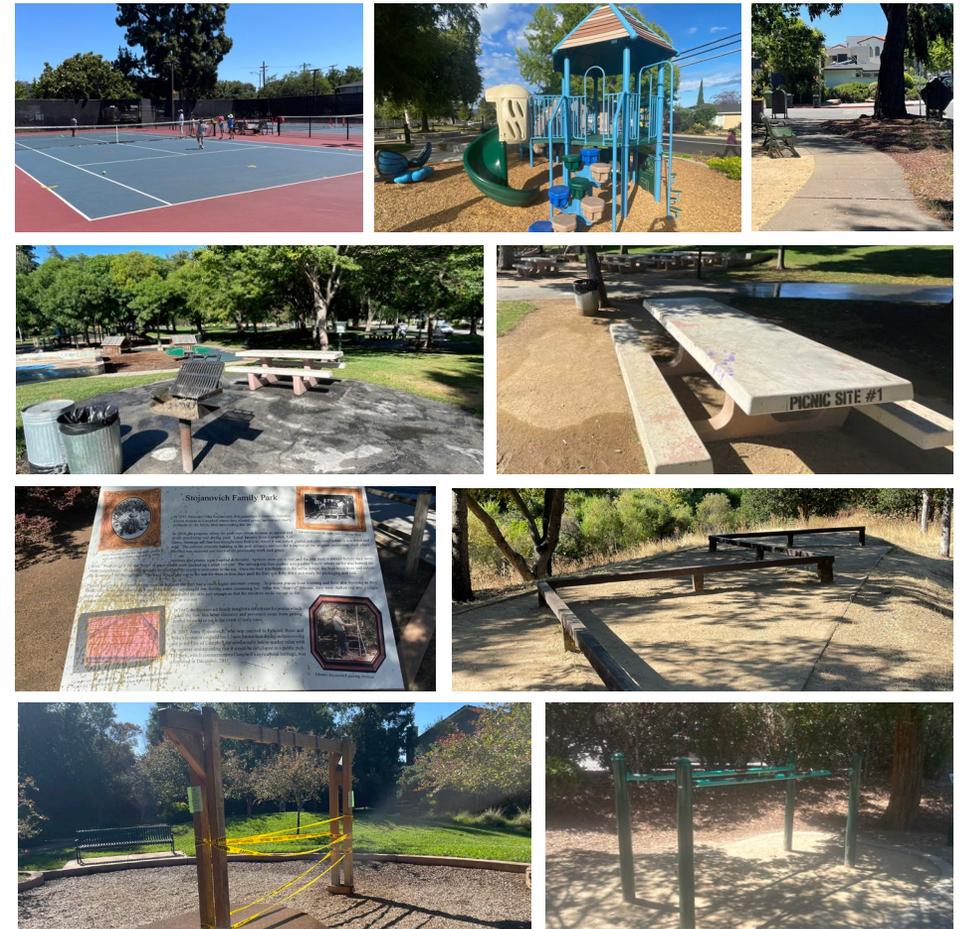
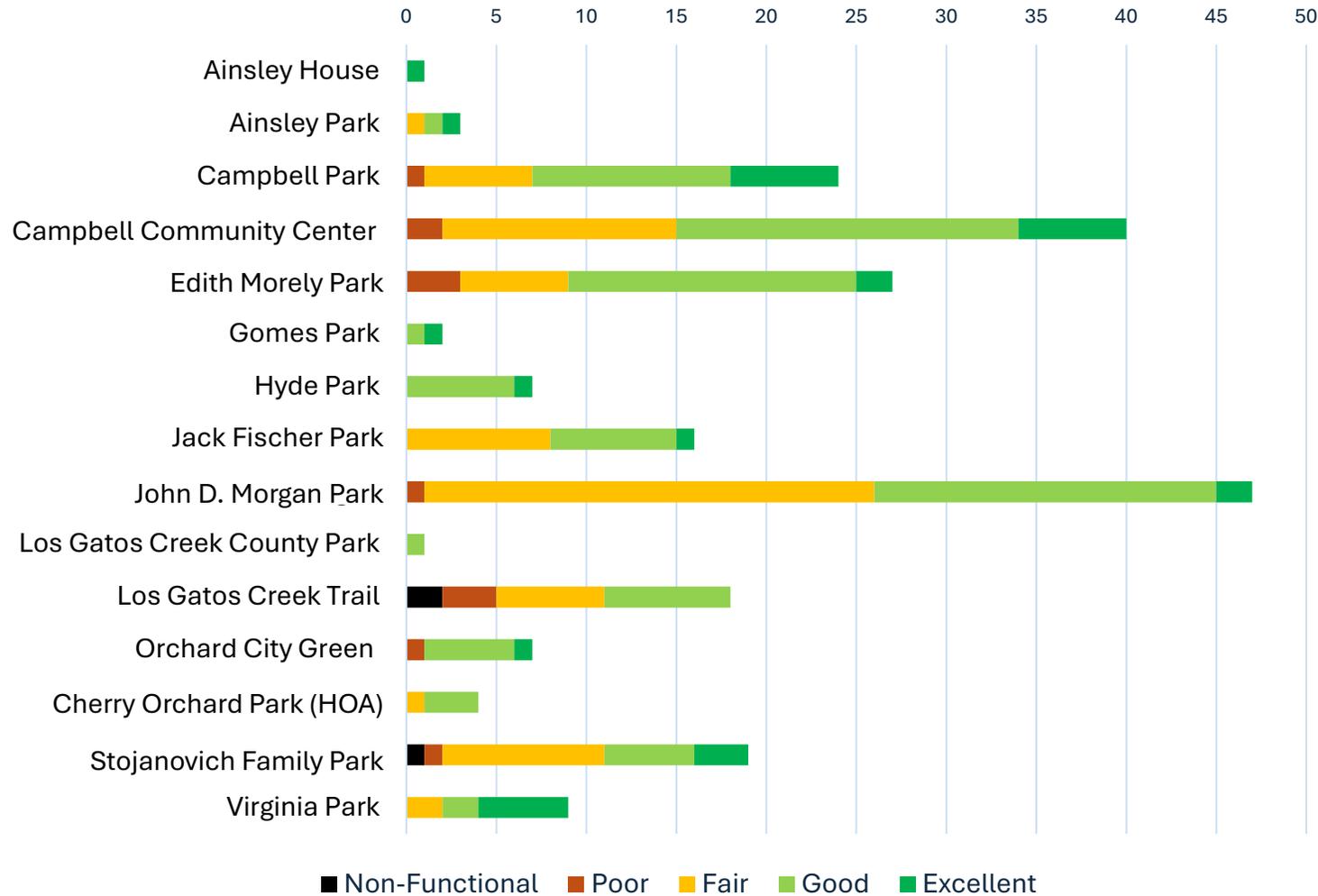


Site	Assets Assessed
John D. Morgan Park	47
Campbell Community Center	40
Edith Morely Park	27
Campbell Park	24
Stojanovich Family Park	19
Los Gatos Creek Trail	18
Jack Fischer Park	16
Virginia Park	9
Hyde Park	7
Orchard City Green	7
Chery Orchard Park (HOE)	4
Ainsley Park	3
Gomes Park	2
Ainsley House	1
Los Gatos Creek County Park (Dog Park)	1
Total	225

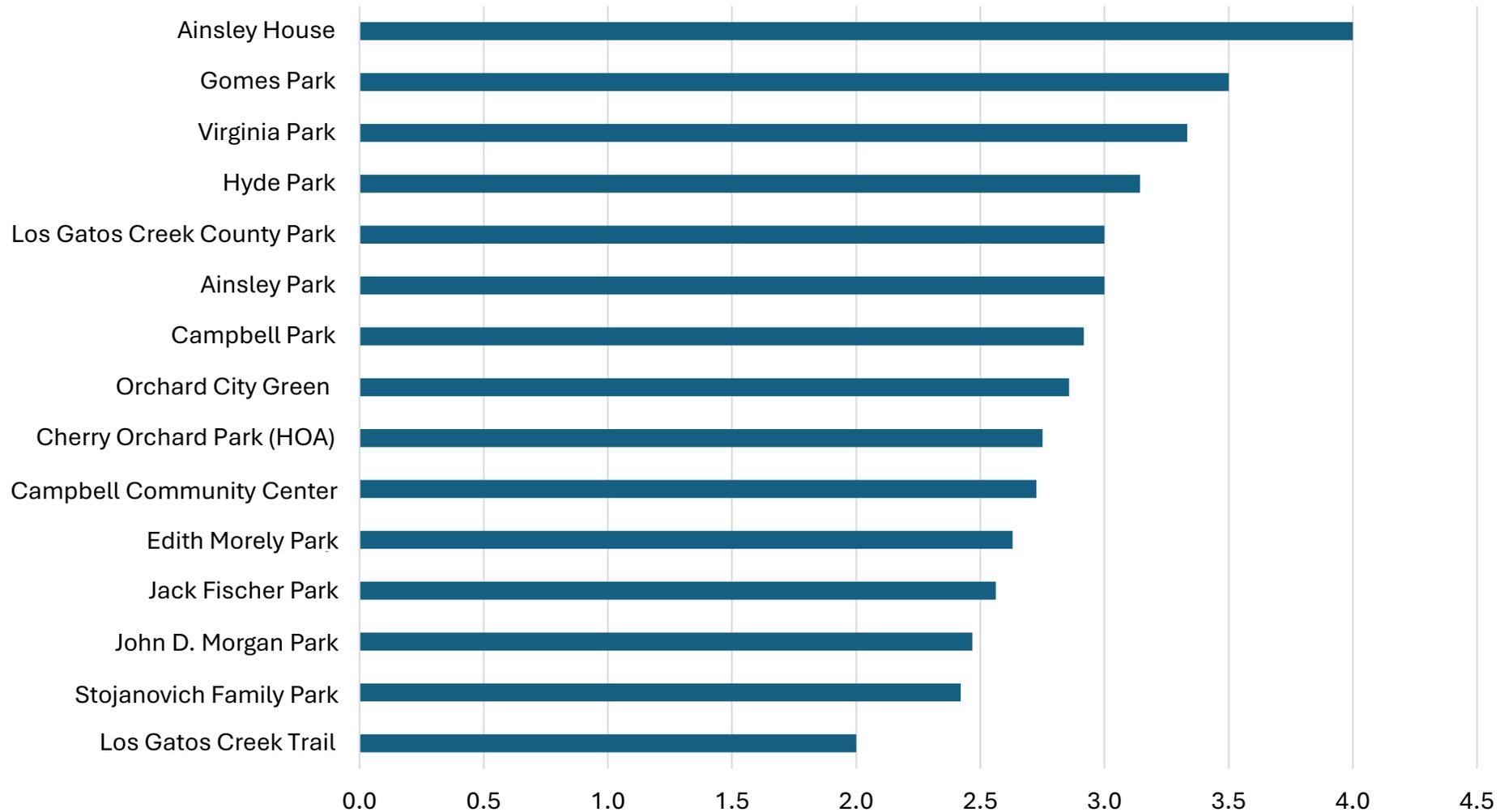
Parks Condition Assessment



Parks Condition Assessment



Parks Condition Assessment



Condition Score

Non-Functional = 0

Poor = 1

Fair = 2

Good = 3

Excellent = 4

Parks Condition Assessment

What are your priorities to improve?

Emerging Engagement Findings

Engagement to Date

- Key Leader Interviews
- Youth Commission Focus Group
- Pop-Up Events

CAMPBELL PARKS & RECREATION MASTER PLAN

HOW WOULD YOU RATE PARKS & RECREATION IN CAMPBELL? (PLACE YOUR STICKER BELOW)
 ¿CÓMO CALIFICARÍA LOS PARQUES Y RECREACIÓN EN CAMPBELL? (COLOQUE SU PEGATINA DEBAJO)

EXCELLENT / EXCELENTE	GOOD / BUENO	FAIR / PASABLE	POOR / MALO
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WHAT WOULD YOU LIKE TO SEE IMPROVED IN CAMPBELL? PICK THREE.
 ¿QUÉ LE GUSTARÍA QUE MEJORARA EN CAMPBELL? ELIGA TRES.

PARKS / PARQUES | PROGRAMS & EVENTS / PROGRAMAS Y EVENTOS | CAMPBELL COMMUNITY CENTER / CENTRO COMUNITARIO CAMPBELL

SHARE YOUR IDEAS! ¡COMPARTA SUS IDEAS!

PUT A STICKER ON YOUR FAVORITE CITY PARK
 ¡PONGA UNA PEGATINA EN SU PARQUE FAVORITO

CAMPBELL PARKS & RECREATION MASTER PLAN

VISIT THE PROJECT WEBSITE FOR MORE INFORMATION ON THE MASTER PLAN & UPCOMING EVENTS:
 VISITE EL SITIO WEB PARA MÁS INFORMACIÓN SOBRE EL PLAN MAESTRO Y LOS PRÓXIMOS EVENTOS:

<https://www.campbellca.gov/prmasterplan>

Statistically Valid Survey



Methodology

- ▶ Survey of Adult Campbell Residents
- ▶ Conducted May 29 – June 9, 2024
- ▶ Multi-modal data collection, including text-to-web, email-to-web, and live telephone interviewing
- ▶ Interviews were conducted in English and Spanish by trained, professional interviewers; landlines and mobile phones included
- ▶ 400 interviews; overall margin of error ± 4.9 percentage points

Statistically Valid Survey



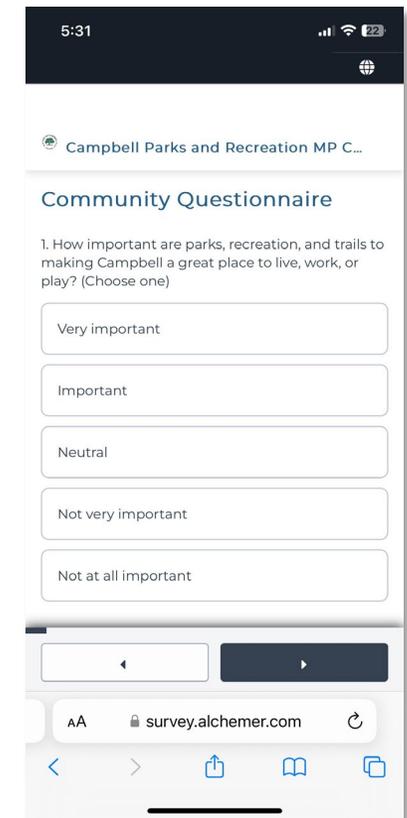
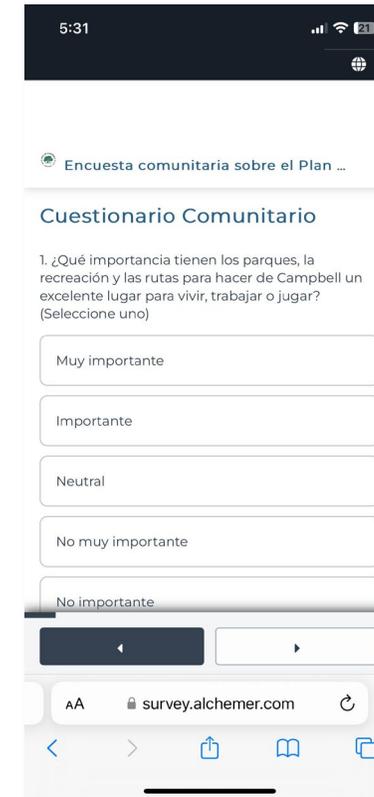
Key Findings

- ▶ Campbell residents use parks, trails, and the community center, and to a lesser extent the pool, with regularity. They also visit parks and recreation facilities in neighboring communities, although somewhat less frequently.
- ▶ There is a strong sentiment among residents that parks and recreation are an important health resource for the community.
- ▶ Campbell's parks, facilities, and recreation programs are viewed very favorably by most residents, including both users and non-users.
- ▶ Residents generally prioritize improving and maintaining existing facilities and addressing safety and maintenance issues, along with some expansion of trails. There is more modest appetite for expanding, diversifying and renovating facilities and expanding programs.
- ▶ There is some willingness to engage in conversation about improving the Community Center, but there is a lack of understanding of the magnitude of what may be needed for the buildings and the pool, and a general sense that those are in relatively good condition.

Online Questionnaire

- **Methodology**

- Public, online questionnaire
- Launched August 5th
- English and Spanish
- Respondents to date



Online Questionnaire

- **Initial Findings**
 - **Parks, recreation, and trails are highly valued**
 - Respondents are **satisfied with park safety, distribution, recreation options, program and activity affordability, and park conditions**
 - **Campbell Community Center, John D. Morgan Park, the Los Gatos Creek Trail, and Campbell Park** are the most frequently visited park sites
 - There is interest in seeing **more unique play areas, community gardens, challenge elements, event or concert spaces, and exercise opportunities**
 - Respondents visit the Campbell Community Center (indoor recreation/programs) slightly more frequently than the Pool
 - Overall, respondents are **interested in repairing and replacing existing components**

Brainstorm



Brainstorm

1. Is the Campbell park and recreation system welcoming, comfortable, and inviting to you? What would you change or add?
2. John D. Morgan Park is one of the City's largest and most frequently visited parks. The Conditions Assessment shows that many of its amenities are aging. What do you envision to make John D. Morgan Park better?
3. What would make Campbell Community Center a better community hub?
4. Emerging engagement from the Master Plan finds that Campbell Community members are interested in more programs and community events. What programs and community events would support your interests?

Next Steps



Next Steps

- Needs Assessment Summary
 - Online Survey Key Findings
 - Equity Assessment
- Visioning, Priorities, and Implementation
 - Recommendations and Prioritization
- Draft Master Plan