Campbell Parks and Recreation Master Plan

Community Workshop #2

Wednesday, January 15, 2025

Agenda

I. Welcome

II. Presentation

    a. Planning Process Overview

    b. Recommendations Overview and Highlights

    c. Preliminary Funding Priorities

    d. Preliminary Prioritization Criteria

III. Large Group Discussion

IV. Small Group Activity

V. Next Steps & Close

Purpose of Community Workshop #2

Vet preliminary prioritization criteria and identify funding priorities to inform development of a community-wide prioritization survey.
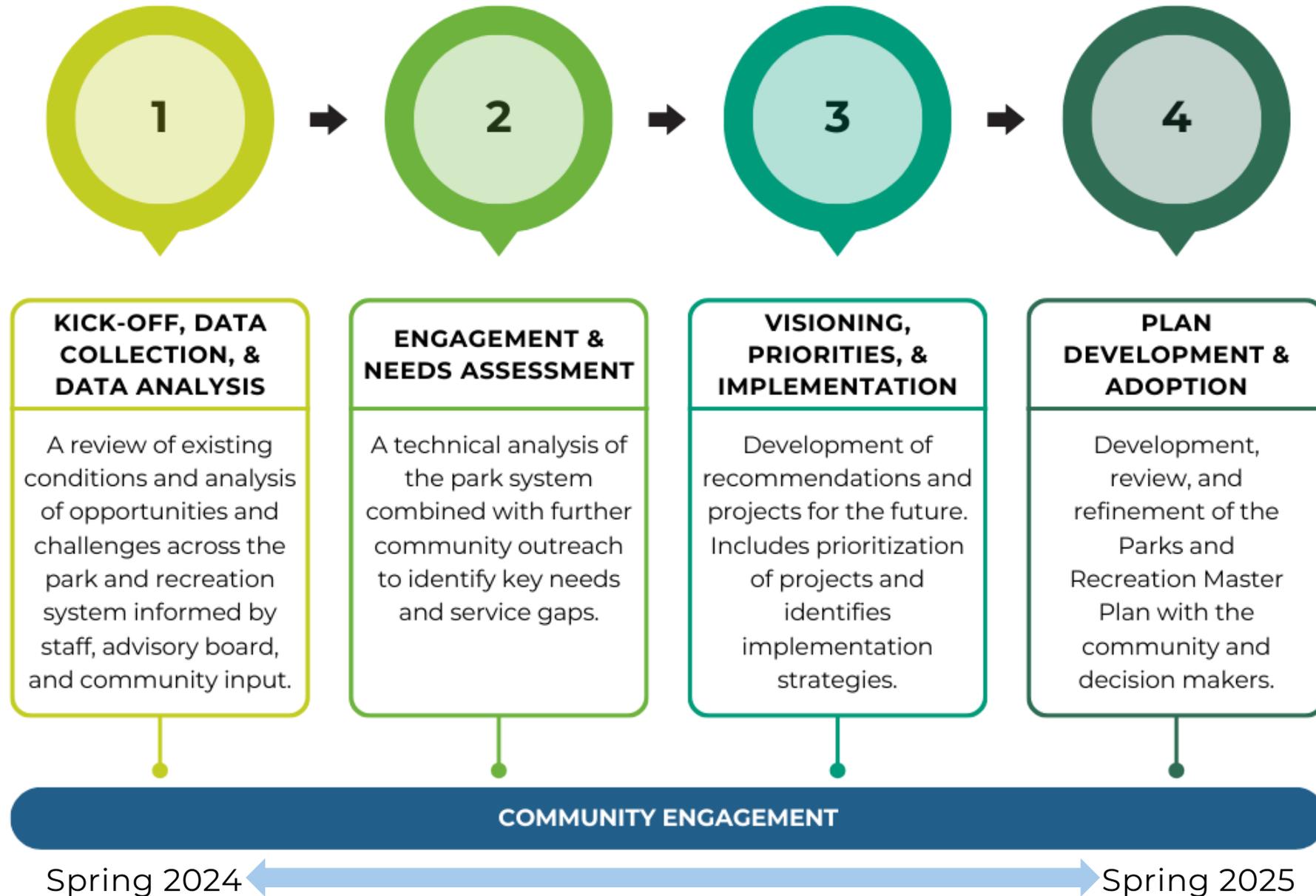
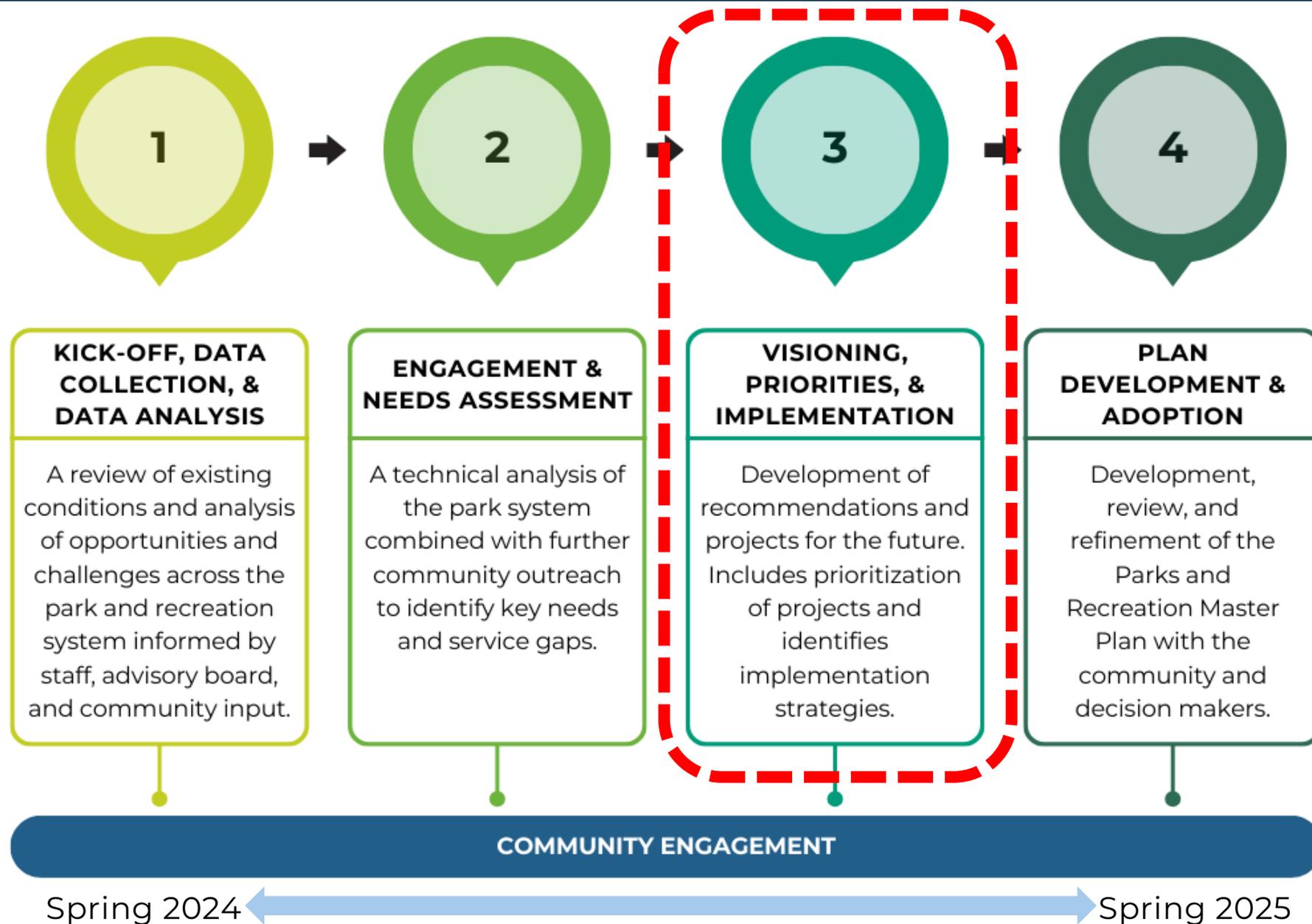The survey results will be used to develop a phased Action Plan for implementation.

Purpose of Community Workshop #2

What brings you here these evening?

Planning Process Overview

1 — **KICK-OFF, DATA COLLECTION, & DATA ANALYSIS**

A review of existing conditions and analysis of opportunities and challenges across the park and recreation system informed by staff, advisory board, and community input.

2 — **ENGAGEMENT & NEEDS ASSESSMENT**

A technical analysis of the park system combined with further community outreach to identify key needs and service gaps.

3 — **VISIONING, PRIORITIES, & IMPLEMENTATION**

Development of recommendations and projects for the future. Includes prioritization of projects and identifies implementation strategies.

4 — **PLAN DEVELOPMENT & ADOPTION**

Development, review, and refinement of the Parks and Recreation Master Plan with the community and decision makers.

COMMUNITY ENGAGEMENT

Spring 2024 ← → Spring 2025

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Recommendations Overview and Highlights

Recommendations Overview

- Systemwide Recommendations
  - Policy guidance and system management
- Site Recommendations
  - Site-specific capital improvement projects

Systemwide Recommendations

1. Parks and Facilities

2. Maintenance, Deferred Maintenance, and Operations

3. Recreation Programs, Activities, and Events

4. Resilience and Sustainability

5. Administration, Management, and Communication

Systemwide Recommendations

- Address recreation needs in underserved areas

- Diversify and expand recreation options

- Enhance park identity, comfort, and character

- Expand social gathering space

- Renovate and update parks and trails

1. Parks and Facilities

2. Maintenance, Deferred Maintenance, and Operations

3. Recreation Programs, Activities, and Events

4. Resilience and Sustainability

5. Administration, Management, and Communication

Systemwide Recommendations

- Increase maintenance resources

- Develop and implement asset management plan

- Schedule periodic and ongoing repairs and maintenance improvements

- Leverage volunteer and partner resources

1. Parks and Facilities

2. Maintenance, Deferred Maintenance, and Operations

3. Recreation Programs, Activities, and Events

4. Resilience and Sustainability

5. Administration, Management, and Communication

Systemwide Recommendations

- Address pool and aquatics

- Diversify programming – arts, sports, fitness, teens, and nature

- Provide more inclusive and diverse programs and service

- Enhance program promotion

1. Parks and Facilities

2. Maintenance, Deferred Maintenance, and Operations

3. **Recreation Programs, Activities, and Events**

4. Resilience and Sustainability

5. Administration, Management, and Communication

Systemwide Recommendations

- Conserve resources

- Support natural processes – bioretention facilities and native planting

- Educate the community on sustainable practices

- Create guidelines for future climate change efforts

1. Parks and Facilities

2. Maintenance, Deferred Maintenance, and Operations

3. Recreation Programs, Activities, and Events

4. Resilience and Sustainability

5. Administration, Management, and Communication

Systemwide Recommendations

- Diversify communication languages

- Ease park and facility reservations

- Strengthen partner relationships

- Expand and diversify funding

- Update plans at regular intervals

- Continue interdepartmental collaboration

1. Parks and Facilities

2. Maintenance, Deferred Maintenance, and Operations

3. Recreation Programs, Activities, and Events

4. Resilience and Sustainability

5. Administration, Management, and Communication

Site Recommendations

- Campbell Community Center
- Special Use Sites
- Citywide Parks
- Neighborhood Parks
- Pocket Parks
- Greenways and Trails
- Unserved Gap Areas

Site Recommendations
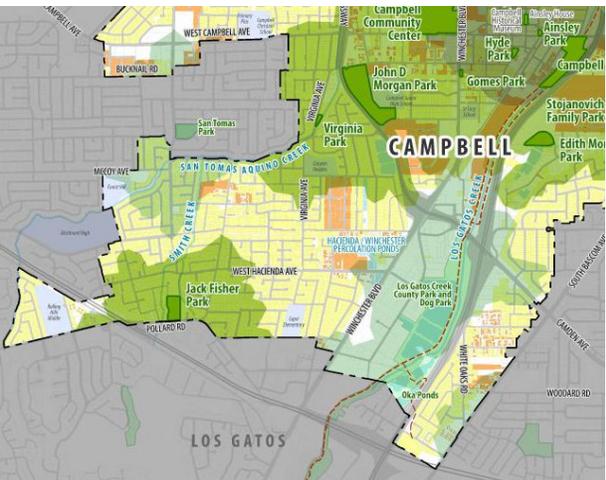
1. **Renovation and Renewal** projects target the repair of aging facilities or public spaces or provide a replacement.

2. **Facility Additions** projects add to the existing park system capacity.

3. **Expansion and Development** projects include new park acquisition, partnership opportunities, and/or recreation interventions and additions to support unserved gap areas.

Site Recommendations

1. Renovation/Renewal

- **Enhancing restroom and site maintenance**

- **Repaving pathways for accessibility**

- **Repairing interpretive signage**

- **Repairing and replacing irrigation systems**

- **Renovating play areas for safety and accessibility**

Site Recommendations

2. Facility Additions

- **Develop multi-purpose event space or spaces**

- **Additional community garden(s)**

- **Additional park amenities - bike racks, water fountains, shade systems, seating, etc.**

- **Providing sustainable planting and bioretention facilities**

Site Recommendations
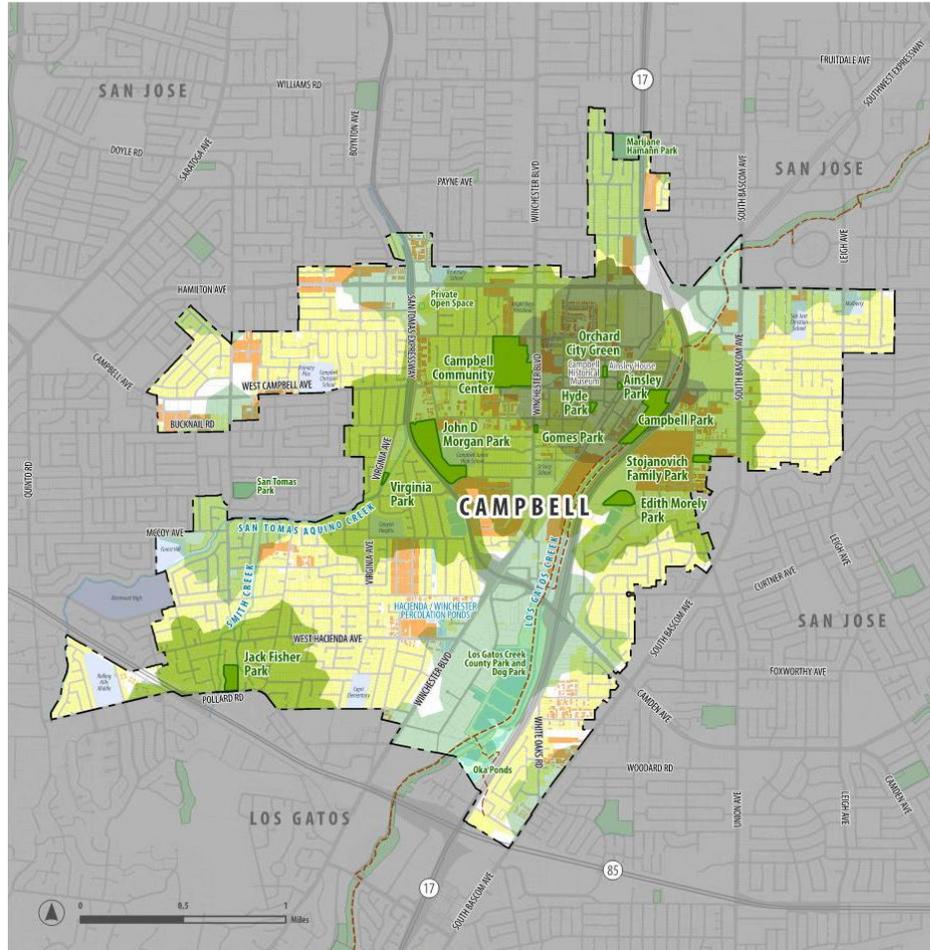
3. Expansion/Development

- **Parkland acquisition in underserved areas**

- **Partnerships – Santa Clara Valley Water District, Schools**

- **Mobile recreation opportunities**

Preliminary Funding Priorities

- **Repair or replace old and worn park amenities**

- **Build or improve trails and paths**

- **Offer or promote more programs and classes**

- **Host or promote more community events**

- **Add a greater variety of features in parks**

- **Increase routine maintenance**

- **Add new parks or expand existing parks**

Preliminary Prioritization Criteria

Preliminary Prioritization Criteria

- Community Values
- Visitor Experience
- Implementation

Preliminary Prioritization Criteria

- **Safety and Use:** Does the project improve park safety or restore facility use?

- **Health and Wellbeing:** Does the project support fitness, physical or mental health, or the wellbeing of residents?

- **Sense of Identity and Community:** Does the project foster community identity, character, gatherings, and/or small-town appeal?

- **Equitable Services:** Does the project serve vulnerable residents or unserved geographic areas to provide equitable and ADA accessible opportunities for all?

- **Youth Development & Empowerment:** Does the project support the development and empowerment of children, youth, tweens, and teens?

- **Resilience and Sustainability:** Does the project support natural processes, green infrastructure, and energy efficiency to help address the challenges of climate change?

Community Values

Visitor Experience

Ease of Implementation

Preliminary Prioritization Criteria

- **Facility Variety:** Does the project add a new recreation use or increase the variety and diversity of recreation options?

- **Nature Access and Protection:** Does the project protect natural resources (including the City's tree canopy) or support nature experiences?

- **Connectivity and Access:** Does the project improve recreation access or connect different parts of the community?

Community Values

Visitor Experience

Implementation

Preliminary Prioritization Criteria

- **Operational Efficiencies or Cost Savings:** Does the project reduce costs, increase revenues, increase sustainability, or increase maintenance and operational efficiencies?

- **Wise Use of Resources:** Does the project use or leverage available resources, such as existing staffing or volunteers, equipment, facilities, City-owned or partner sites, funding, grants or donations, and/or partner contributions?

- **Greatest Impact:** Does the project provide or renovate a high-use, popular park or facility to address community-wide needs or serve a large number of residents?

- **Value:** Does the project deliver high value for the cost or resources needed, relative to other projects?

- **Ease of Implementation:** Can the project be done quickly and easily (i.e., are advanced planning, feasibility studies, and permitting already completed)?

Community Values

Visitor Experience

Implementation

Large Group Discussion

Should any of these criteria be refined or should others be considered when prioritizing projects for the 10-year action plan?

What do you love most about Campbell parks and recreation?

Mentimeter activity

How important are each criteria in the category of Community Values? Select Top 3

Mentimeter activity

How important are each criteria in the category of Visitor Experience? Select Top 1

Mentimeter activity

How important are each criteria in the category of Implementation? Select Top 3

Mentimeter activity

Where do you live?

Mentimeter activity

What is your relationship to the City?

Mentimeter activity

Small Group Activity

Considering the criteria discussed, what types of projects should advance first over the next 5 years?

Put a sticker on your top 5.

Improving existing parks was the top funding priority noted in the Needs Assessment. Which of the following need the most attention?

Put a sticker on your top 3.

In the Needs Assessment, diversifying recreation facilities was noted as a top priority. Whahc of the following facilities should be added?

Put a sticker on your top 3.

Considering the criteria discussed, which existing or proposed sites should be prioritized for improvements or new facilities?

Put a sticker on your top 5 locations.

Next Steps

Next Steps

- Recommendations and Prioritization

- Capital and Operations Costs

- Action Plan

- Draft Master Plan

- Community Meeting #3