



# Campbell Parks and Recreation Master Plan Study Session #2

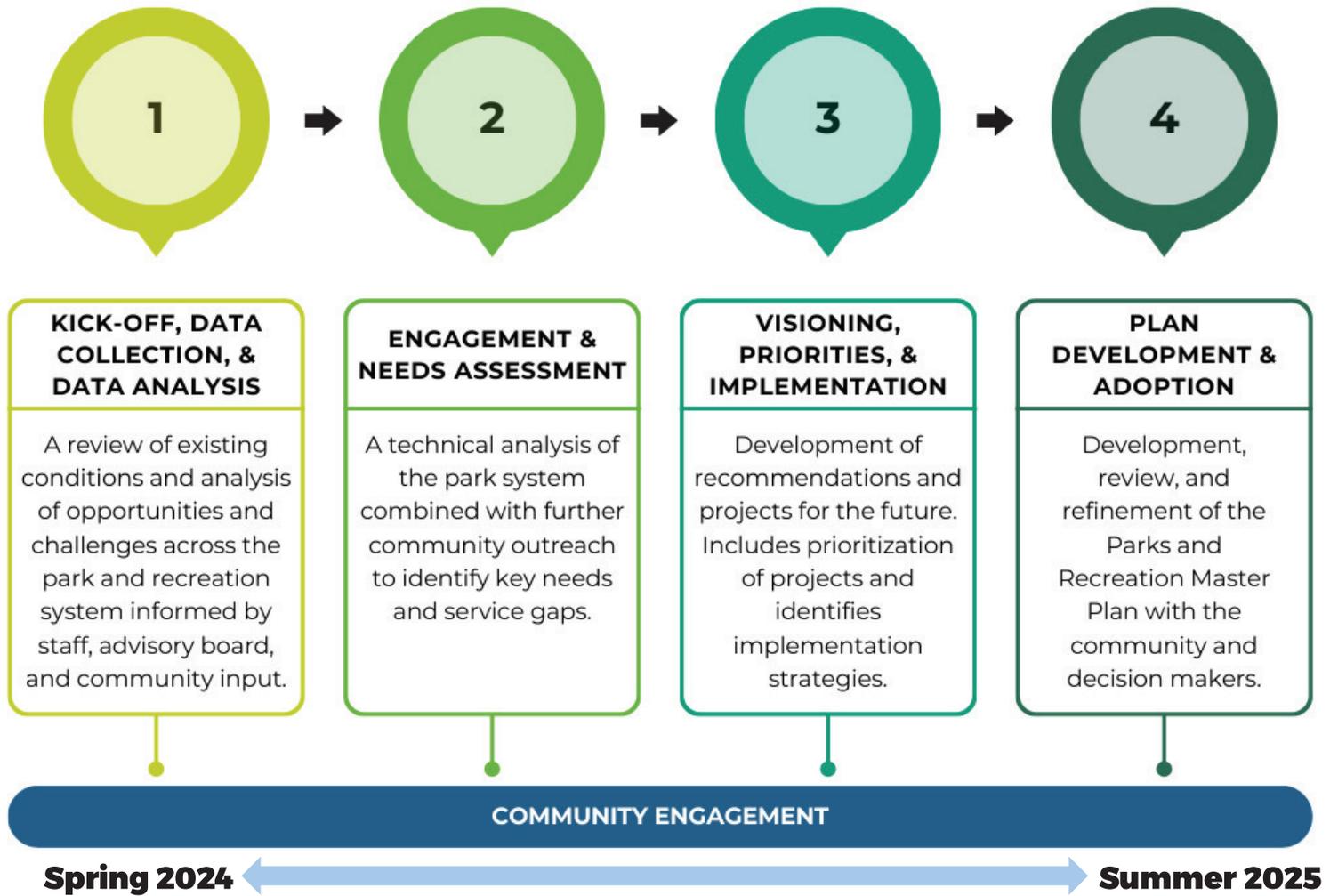
**Tuesday, March 4, 2025**

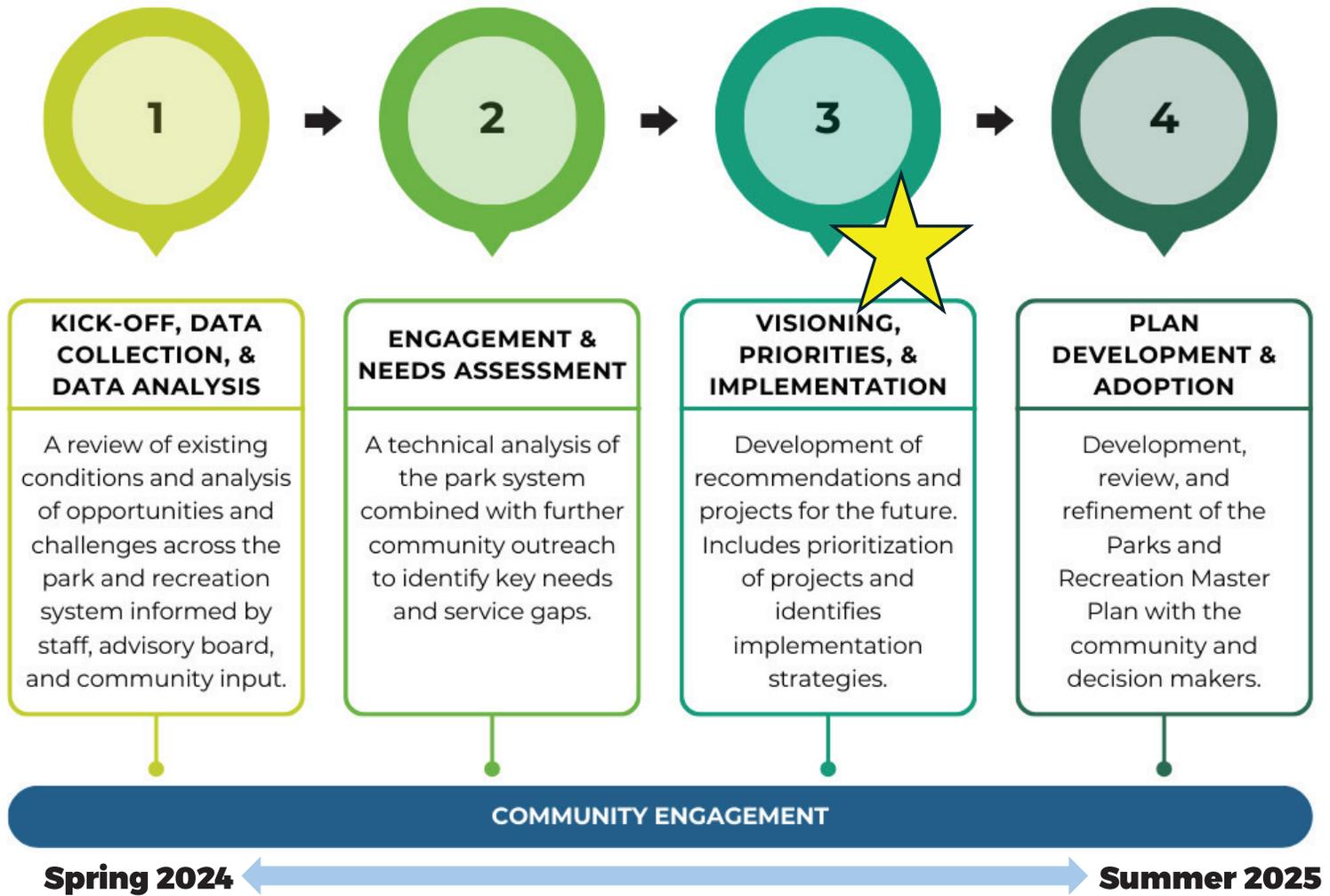
# Presentation Outline

- I. Presentation - Introduction, Recommendations Overview, Preliminary Recommendation Costs**
- II. Clarifying Questions for Council**
- III. Presentation - Prioritization Criteria and Engagement Results**
- IV. Public Comment**
- V. Council Discussion**

# Introduction







# 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.
  - **Expansion and Development** projects include new park acquisition, partnership coordination or joint use agreements to add new recreation space, and/or recreation interventions and additions at new sites 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

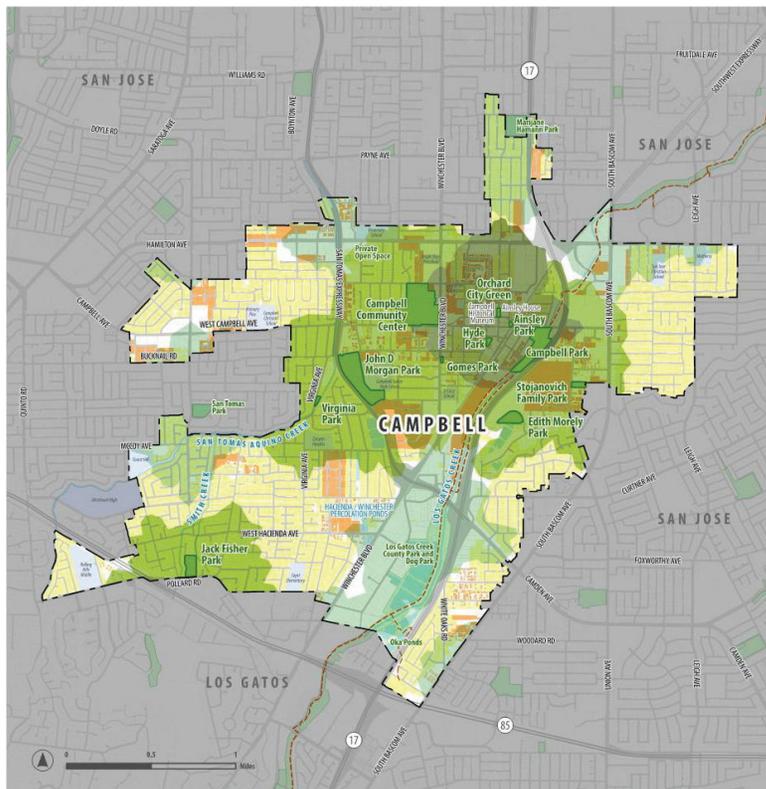
# Site Recommendations



## 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

### Park Facilities

- Campbell Parks
- Other Parks<sup>1</sup>

### Areas Within a 10-Minute Walk

- Within a 10-Minute Walk of City of Campbell Parks
- Within a 10-Minute Walk of City Special Use Facilities
- Within a 10-Minute Walk of Other Parks

### Basemap Features

- Creeks
- Railroad
- Single Family Land Use
- Multifamily Land Use
- Schools
- Percolation Ponds

<sup>1</sup> This base map includes park facilities located in the City of Campbell, including the City of Los Gatos Park Facilities, City of San Jose Park Facilities, Santa Clara Valley Water District, and Alameda County Park Facilities.

# Preliminary Recommendation Costs



# Renovation and Renewal of Existing Sites



**\$9,429,500**

- **ADA Transition Plan**
- **Renovation and/or replacements of old and worn facilities and comfort amenities at every site**
- *Does not include Campbell Community Center improvements*

# Facility Additions to Existing Sites



**\$4,297,000**

- Turf conversions
- New amenities (e.g., bike racks, drinking fountains, pet waste stations)
- New shade shelters
- New multi-purpose event space
- New nature play area
- Public Art, historical marker, or interpretive displays

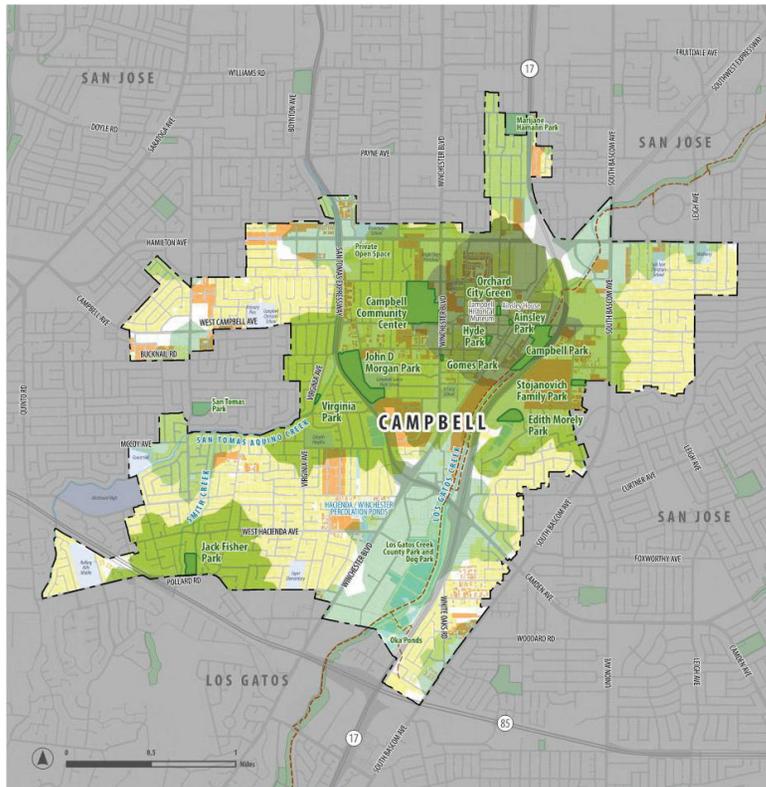
# Campbell Community Center Building and Pool Projects



**\$23,612,000**

- **Pool and locker room renovation**
- **Gym, East Wing, and Adult Center renovation/relocation**
- **HVAC improvements**
- **Restroom upgrades and roof replacement**
- **New building entry, lobby, offices**

# New Park and Trail Development



**\$11,300,000**

- 4 new park amenities at partner sites
- San Tomas Creek Trail

#### Park Facilities

- Campbell Parks
- Other Parks <sup>1</sup>

#### Areas Within a 10-Minute Walk

- Within a 10-Minute Walk of City of Campbell Parks
- Within a 10-Minute Walk of City Special Use Facilities
- Within a 10-Minute Walk of Other Parks

#### Basemap Features

- Creeks
- Railroad
- Single Family Land Use
- Multifamily Land Use
- Schools
- Percolation Ponds

<sup>1</sup> This base map represents park facilities across multiple jurisdictions, including the City of Los Gatos Park Facilities, City of San Jose Park Facilities, Santa Clara County Parks, and Alameda County Parks. Last updated: 2018. Source: City of Campbell GIS Department, 2018; City of San Jose, 2018; City of Los Gatos, 2018; FWS.

# Clarifying Questions to Council



# 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**

# Engagement Results



# 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**

# Community Workshop #2

**Question 1: Considering the criteria discussed, what types of projects should advance first over the next five years?**

- **Make improvements to the Campbell Community Center**
- **Improve and maintain existing parks**
- **Expand walking and biking trails throughout Campbell**



# Community Workshop #2

**Question 2: Improving existing parks was the top funding priority noted in the Needs Assessment. Which of the following need the most attention?**



- Shaded gathering and recreation areas using trees, shade 'sails', or permanent shade structures
- Improved comfort amenities like restrooms, drinking fountains, or seating
- Improved routine maintenance (e.g. litter pickup, moving landscaping, restroom cleaning)

# Community Workshop #2

**Question 3: In the Needs Assessment, diversifying recreation facilities was noted as a top priority. Which of the following facilities should be added?**

- Exercise areas and fitness courts
- Challenge recreation facilities like rock climbing walls, obstacle course, and other facilities that would interest older teens and young adults



# Community Workshop #2

**Question 4: Considering the criteria discussed, which existing or proposed sites should be prioritized for improvements or new facilities?**

- **Community Center building and facilities**
- **Los Gatos Creek Trail**
- **Orchard City Green**
- **John D. Morgan Park**
- **Community Center Pool**





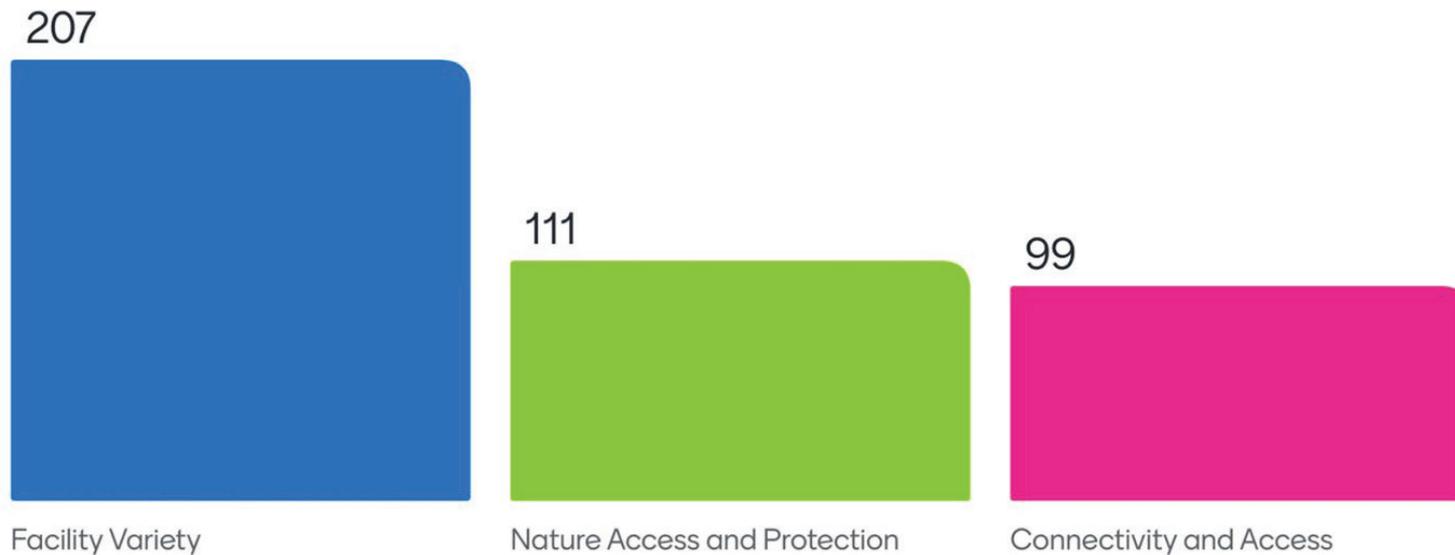
# Online Prioritization Activity

**Question 2: Which category in the category of COMMUNITY VALUES are most important to you?  
(Select Top 3)**



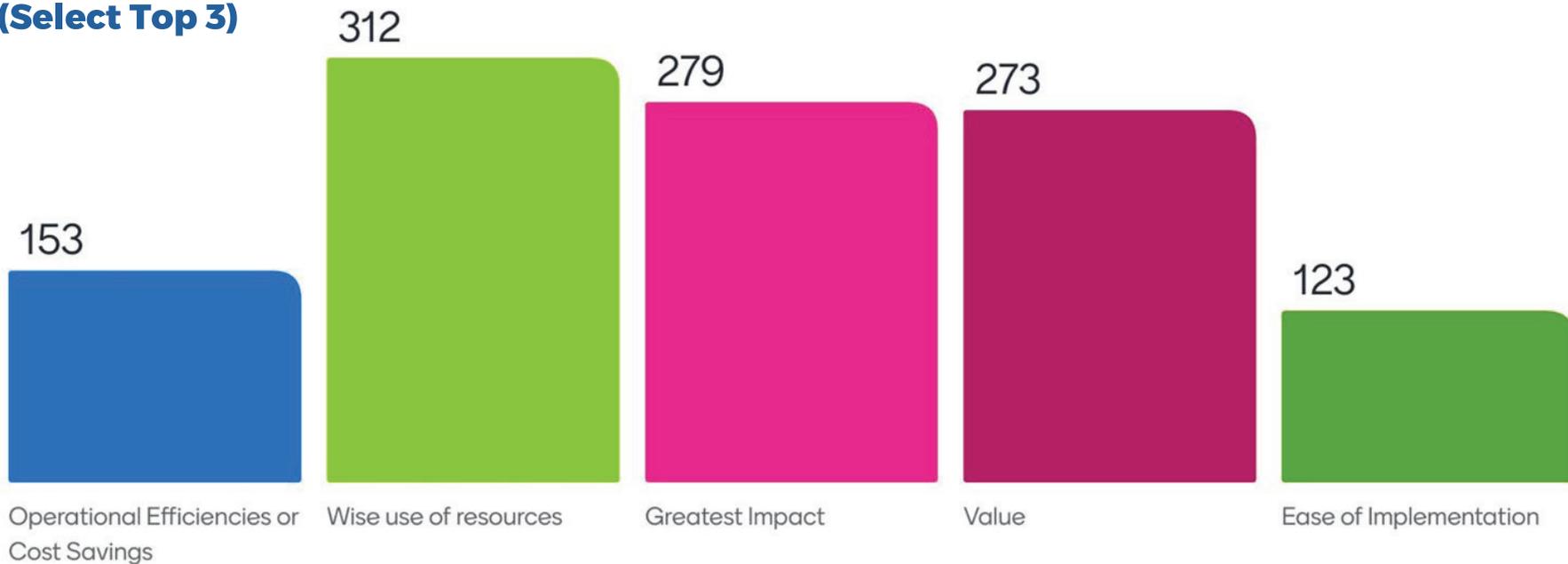
# Online Prioritization Activity

**Question 3: Which category in the category of VISITOR EXPERIENCE is most important to you?  
(Select Top 1)**



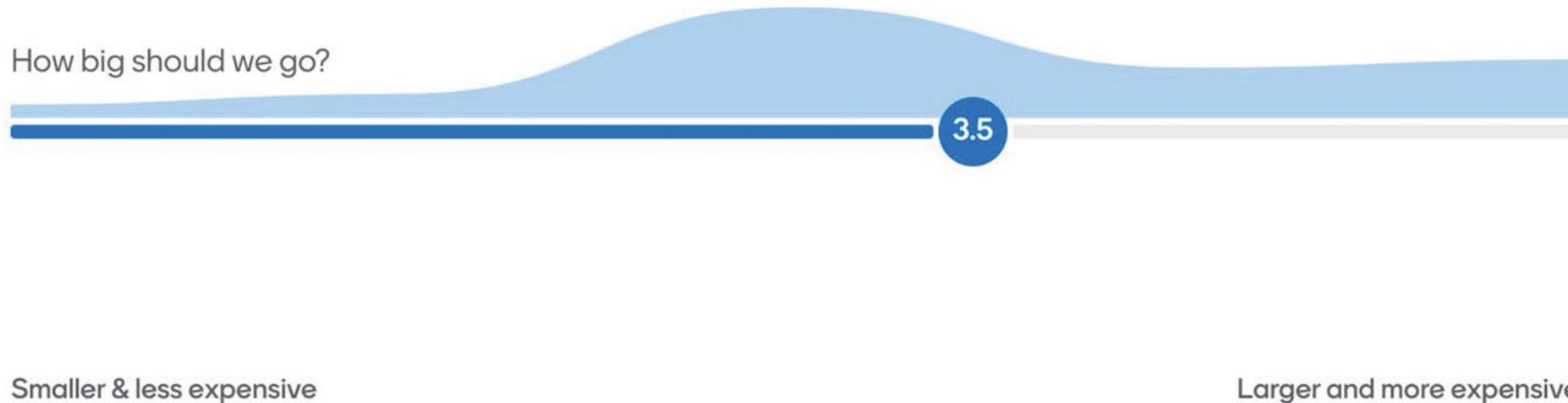
# Online Prioritization Activity

**Question 4: Which category in the category of IMPLEMENTATION is most important to you?  
(Select Top 3)**



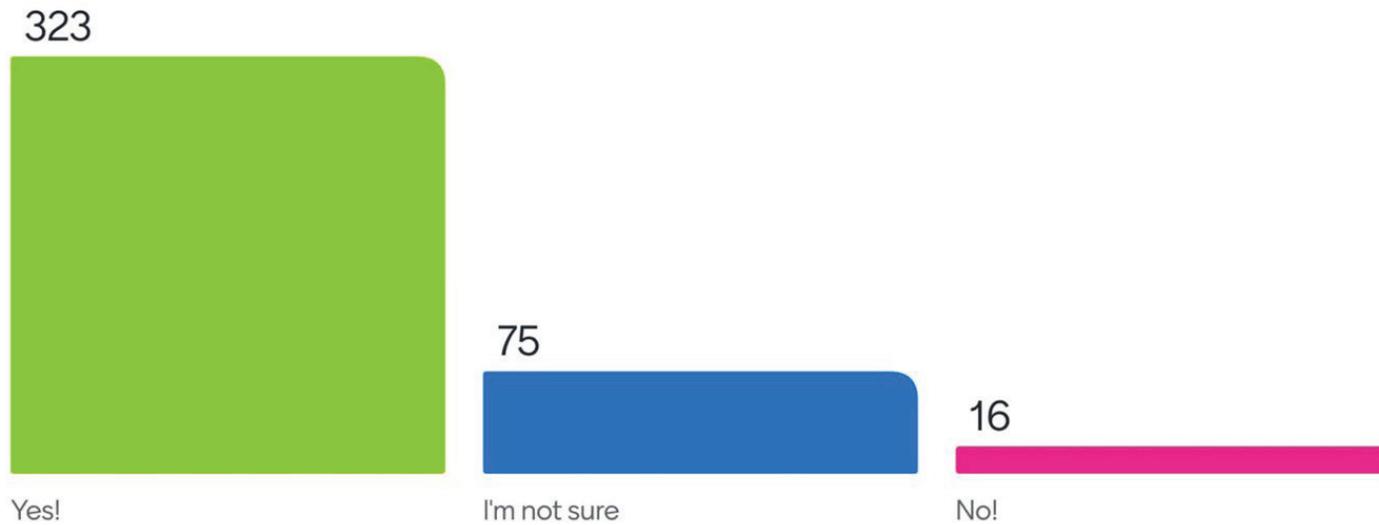
# Online Prioritization Activity

**Question 5: In the next five years, should we push for a larger investment in the park system (including larger projects like improving the pool) or start small?**



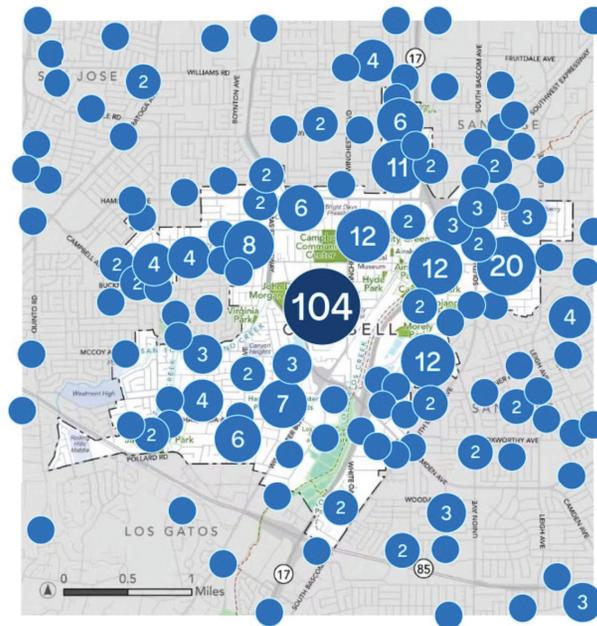
# Online Prioritization Activity

**Question 6: Should our community reinvest in the Community Center Pool?**



# Online Prioritization Activity

Question 8: Where do you live? (Doesn't have to be exact)



# Online Prioritization Activity

**Question 9: What is your relationship to the City of Campbell? (Check all that apply)**



Live in Campbell



Work in Campbell



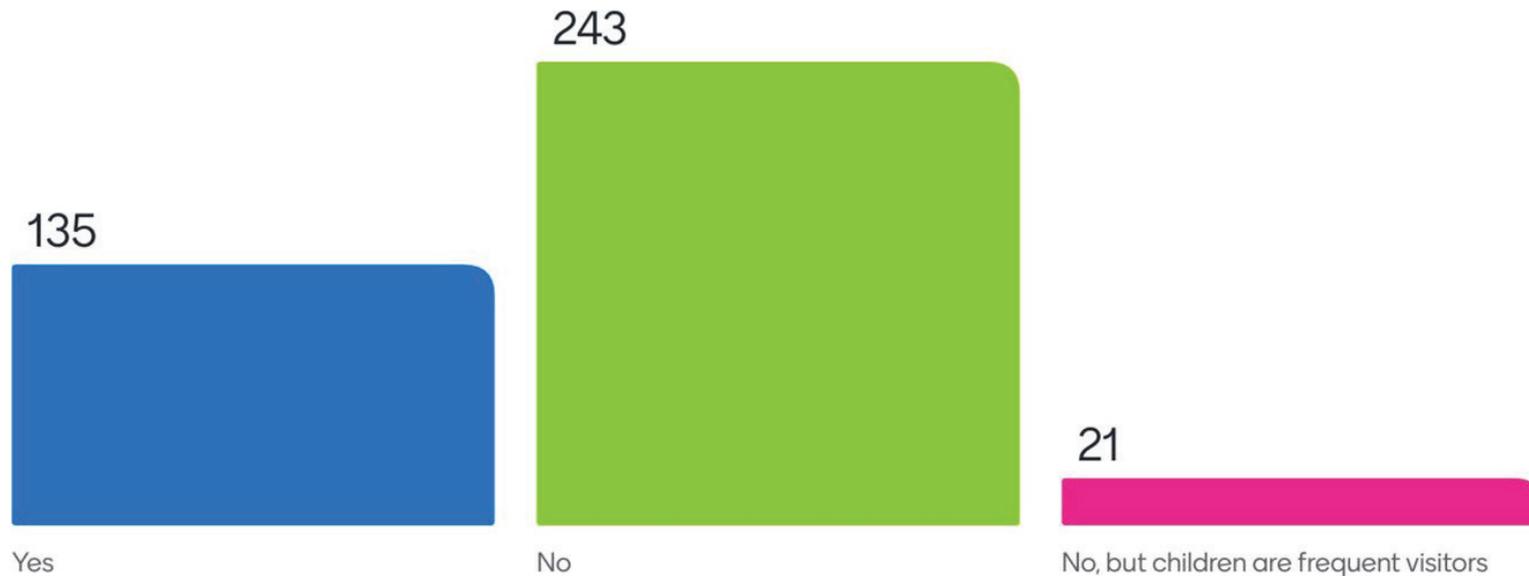
Visitor/spend my free time in Campbell



Live nearby but outside the city limits

# Online Prioritization Activity

Question 10: Do you have children under the age of 18 living in your home?



# Council Discussion



# Questions

- 1. Do you agree with the community's priorities that our main focus should be on repairing and replacing? If so, what about more expansive projects such as new parks, trails, and Community Center improvements?**
- 2. Which recommendations are a priority to you?**