



Agenda Item B.1
DISCUSSION/ACTION ITEM
Meeting Date: June 5, 2019

TO: Chair and Members of the Parks and Recreation Commission

FROM: Vyto Adomaitis, Neighborhood Services & Public Safety Director

CONTACT: JoAnne Plummer, Parks and Recreation Manager

SUBJECT: Goleta Parks, Facilities and Playgrounds Master Plan Draft Report

RECOMMENDATION:

Review the Goleta Parks, Facilities and Playgrounds Master Plan Draft (Plan) and provide feedback to the consultant, with a recommendation to carry the draft Plan to the City Council for further review and recommendations.

BACKGROUND:

On December 19, 2017, the City Council approved a Professional Services Agreement between the City of Goleta and KTUA for preparation of a Parks, Facilities and Playgrounds Master Plan (Plan). The goal of this work effort was to complete a comprehensive assessment of Goleta's parks and playgrounds' system, taking into account future growth in the community. The plan is designed to be a working document to guide maintenance, improvements and development for the City of Goleta over the next 16 years. The scope of work for the Plan included the following components:

- Inventory and Historical Information
- Data Collection and Evaluation of Existing Conditions
 - ADA evaluation
 - Community Outreach Meetings
 - Stakeholder Interviews
 - Pop Up Events
 - Gap Analysis
- Findings and Recommendations
- Document Preparation of the Goleta Parks, Facilities & Playgrounds Master Plan
- Recommendations and Opinions of potential funding opportunities

Early on in the process, stakeholder interviews were held as the first step in the community outreach process. Participants included Parks & Recreation Commission members, City Council members, and representatives of various organizations that own,

manage, participate or operate a variety of parks, recreation facilities and/or sports and recreation programming in and around Goleta.

Following the stakeholder interviews, staff and the consultant facilitated one community workshops (June of 2018), with focus topics that included: community character and issues, user groups, and community feedback and prioritization. Spanish translation was available at the workshop.

Other methods of community outreach included: a survey, prepared in English and Spanish that was available at a booth at the Lemon Festival in September and was made available online for three weeks following the event. More than 40 surveys were completed at the Goleta Lemon Festival and over 170 were submitted online. Community input received from all methods of outreach is discussed in detail in Section 4.3 of the Plan.

DISCUSSION:

As noted in the Background section of this report, a variety of methods and tools were utilized for public engagement and analysis. The spectrum of different methods including bilingual Spanish translation, ranging from direct interviews and workshops to surveys and community events, has provided a high degree of community feedback and has helped ensure that the Plan process was as inclusive as possible. Section 4.3 of the Plan presents the results of the outreach methods, and highlights the specific facilities needed or desired by the community (identified by outreach methodology) and provides a means for prioritization.

A total of 214 people completed the intercept survey. The results from this survey were used to analyze residents’ perspectives on parks and recreation in Goleta. They also provided the City with a current view of people’s opinions, concerns, and desires for the future of Goleta’s parks and playgrounds.

The table below outlines the components of the Plan, displayed to coincide with the contents of the document.

01: EXECUTIVE SUMMARY	
Key Issues and Recurring Themes	<ul style="list-style-type: none"> • Keep parks open and well maintained • Integrate efforts of other City plans • Improve security, safety and lighting • Consideration of additional facilities and/or amenities • Access improvements for all ages and income levels • Preserve Open space • Establish shared use agreements
Summary of Recommendations	<ul style="list-style-type: none"> • General Recommendations (page 3) • Maintenance Standards • Signage Policy • Reclaimed Water Utilization for Parks

02: PLANNING CONTEXT
<ul style="list-style-type: none"> • Intended Uses of the Plan • Parks and Open Space Division in the City of Goleta • Evaluation of Previous Studies • Demographic Profile
03: EXISTING LEVEL OF SERVICE
<ul style="list-style-type: none"> • Existing Facilities and Amenity Inventory • Definitions of Park types • Park Distribution Analysis • ADA Accessibility
04: TRENDS ANALYSIS
<ul style="list-style-type: none"> • Evaluation of Community Responses • Population Information related to City of Goleta residents • Fitness Activity Trends • Population Trends • Land Development Trends • Potential Expansion Locations
05: RECOMMENDATIONS AND ACTION PLANS
<ul style="list-style-type: none"> • Recommendations for meeting population-based standards for Park, Amenities and Programs • Recommendations that Help Provide Better Access to Parks and Open Space • Recommendations to Increase Access to Nature and Open Space • Summary of Recommendations to Reduce Deficiencies and Equitable Distribution of Parklands and Amenities • Maintenance and Operational Guidelines • Signage Policy and Plan • ADA Recommendations

Ultimately, the City’s role and approach in meeting the identified needs and recommendations will be dependent on City Council direction as well as the City’s budgetary resources. The recommendations contained in the Draft Plan and any input received from the Parks & Recreation Commission will be forwarded to the City Council for review, comment and consideration of adoption.

Upon adoption of the final Plan, the Parks and Recreation Commission will be asked to determine a list of priorities for Council consideration. A list of priorities will assist the City Council in decisions related projects, staffing needs and direction for the City over the next 16 years.

FISCAL IMPACTS:

The adopted Two-Year FY 17/18 and FY 18/19 Budget included \$100,000 in funding for the Parks, Facilities and Playgrounds Master Plan (Account No. 221-5-9068-706).

Approved By:

A handwritten signature in blue ink, appearing to read 'V.A.N.', is written above a horizontal line.

Vyto Adomaitis,
Neighborhood Services
& Public Safety Director

Attachment:

1. Goleta Parks Facilities & Playgrounds Master Plan DRAFT