DATE: February 5, 2020, Regular Meeting
TIME: 6:30 PM
PLACE: Board of Supervisors' Chambers
County Government Center – 70 West Hedding Street, 1st Floor
San Jose, CA 95110

AGENDA

In compliance with the Americans with Disabilities Act and the Brown Act, those requiring accommodations in this meeting should notify the Clerk of the Parks and Recreation Commission no less than 24 hours prior to the meeting at (408) 299-5001, or TDD (408) 993-8272.

Please note: To contact the Commission and/or to inspect any disclosable public records related to an open session item on a regular meeting agenda and distributed by the County to all or a majority of the Board of Supervisors (or any other commission, or board or committee) less than 72 hours prior to that meeting, visit our website at http://www.sccgov.org or contact the Clerk at (408) 299-5001 or 70 W. Hedding Street, San Jose, CA 95110, during normal business hours.

Persons wishing to address the Commission on a regularly scheduled item on the agenda are requested to complete a request to speak form and give it to the Deputy Clerk. (Government Code Section 54953.3.) Individual speakers will be called by the Chairperson and are requested to limit their comments to two minutes. Groups of speakers on a specific item are asked to limit their total presentation to a maximum of twenty minutes for each side of the issue.

COMMUTE ALTERNATIVES: The Board of Supervisors encourages the use of commute alternatives including public transit, bicycles, carpooling, and hybrid vehicles.

For public transit trip planning information, contact the VTA Customer Service Department at (408) 321-2300 Monday through Friday between the hours of 6:00 a.m. to 7:00 p.m., and on Saturday from 7:30 a.m. to 4:00 p.m. Schedule information is also available on the web at www.vta.org.

Bicycle parking racks are available in the James McEntee, Sr., Plaza in front of the County Government Center building. If this Board or Commission does not meet in the County Government Center, please contact VTA for related routes.

Opening

1. Call to Order/Roll Call.

2. Public Comment.

   This item is reserved for persons desiring to address the Commission on any matter within the subject matter jurisdiction of the Commission that is not on this agenda. Members of the public who wish to address the Commission on any item not listed on the agenda should complete a Request To Speak Form and give it to the Deputy Clerk. The Chairperson will call individuals to speak in turn.

   Speakers are limited to the following: three minutes if the Chairperson or designee determines that five or fewer persons wish to address the Commission; two minutes if the Chairperson or designee determines that between six and fourteen persons wish to address the Commission; and one minute if the Chairperson or designee determines that fifteen or more persons wish to address the Commission.
The law does not permit Commission action or extended discussion of any item not on the agenda except under special circumstances. If Commission action or response is requested, the Commission may place the matter on a future agenda.

3. Approve Consent Calendar.

Notice to the public: there is no separate discussion of consent calendar items, and the recommended actions are voted on in one motion. If an item is approved on the consent vote, the specific recommended action listed on the agenda is approved. Members of the public who wish to address the Commission on any consent items should complete a request to speak form and give it to the Deputy Clerk. Items removed from the Consent Calendar will be considered at the end of the regular agenda, or earlier at the Chairperson's discretion.

**Regular Agenda - Items for Discussion**

4. Receive Liaison Reports:
   a. Open Space Authority. (Dorsey Moore)
   b. Santa Clara Valley Water District. (Rachel Gibson)
   c. Youth Science Institute. (Erika Buck)
   d. Friends of Santa Teresa County Park. (Mike Boulland)
   e. New Almaden Quicksilver County Park Association. (Kitty Monahan)

5. Receive report from the Director of Parks and Recreation Department. (Don Rocha) (ID# 99808)

6. Receive report from Parks and Recreation Department relating to summary of the actions of the Board of Supervisors. (Saundra Alvarado) (ID# 99811)

7. Discuss and approve Parks and Recreation Commission Work Plan for Fiscal Year July 1, 2020 through June 30, 2021 (FY2021) and Accomplishments for FY 2020, to be submitted to the Clerk of the Board by April 1, 2020 and subsequently forwarded to the Board of Supervisors through the Housing, Land Use, Environment, and Transportation Committee. (ID# 100105)

8. Receive proposed Capital Improvement Program (CIP) for Fiscal Year 2020-2021 and approve forwarding a favorable recommendation to the Board of Supervisors for final inclusion in the budget. (Annie Thomson) (ID# 99736)

9. Receive report from Parks and Recreation Department relating to Public Opinion Survey. (Melissa Hippard and Ruth Bernstein from EMC Research) (ID# 99809)

**Consent Calendar**

10. Accept Business Workplan Matrix. (ID# 99979)

11. Approve minutes of the December 4, 2019 Regular Meeting.
12. Announcements and correspondence:
   a. Chairpersons' announcements.
   b. Commissioners' announcements.
   c. The County of Santa Clara provides reimbursement to appointed Commissioners for family care expenses incurred during the time spent performing their official County duties. For additional information please contact the Office of the Clerk of the Board at (408) 299-5001.
   d. There are currently no vacancies on the Commission. For internet access to the vacancies list and applications www.sccgov.org/sites/cob/bnc/.

13. Adjourn to the next regular meeting on Wednesday, April 1, 2020 at 6:30 p.m. in the Board of Supervisors' Chambers, 70 West Hedding Street, San Jose.
DATE: February 5, 2020
TO: Parks and Recreation Commission
FROM: Don Rocha, Director, Parks and Recreation Department
SUBJECT: Director's Report

RECOMMENDED ACTION
Receive report from the Director of Parks and Recreation Department. (Don Rocha)

Reservoir Status Update
The non-powerboating reservoirs are Lexington and Stevens Creek and both are currently open seven (7) days per week. Anderson Lake and Coyote Lake remain closed to all boating due to low water levels. These closures include kayaks and float tubes due to the launch ramp being unsafe to launch the Department patrol/rescue boat. The only powerboating reservoir that remains open is Calero County Park.

Fantasy of Lights Report
The start of the new year marks the end of another successful Fantasy of Lights event. The 21st year of Fantasy of Lights wrapped up on December 30th with many families having continued the tradition of walking or driving through the 1.5 mile extravaganza of holiday lights and displays for another year.

This year’s Fantasy of Lights started with a wet and stormy first Walk-thru night. Kids enjoyed stomping in the puddles surrounded by the lights and once the rains died down halfway through the night the lights seemed to twinkle even brighter with the reflections. Both nights of the Walk-thru were sold out with over 9,000 tickets sold for each night, combined for a total of 18,210. Due to the unfortunate weather just under 50% of the tickets were redeemed for the first Walk-thru, translating to 4364 attendees. 84% of tickets sold were redeemed for the second Walk-thru, meaning 7647 attendees were able to enjoy Sunday’s event. This year 20 Drive-thru nights were provided, with a total of 20,831 vehicles venturing through the event. An average of 1042 vehicles went through the event each night. The majority (15 of 20) of the Drive-thru nights were sold out in advance. Ticket redemption for the Drive-thru nights averaged at 91%.

Providing the public with an amazing Fantasy of Lights event is only possible through the collaboration, coordination and hard work of staff representing the majority of the divisions
from the Parks Department. Staff from the Interpretation and Outdoor Recreation program take the reins for the event, overseeing the logistics of the entire event. Maintenance staff support the event from the very beginning, from the setup of the displays all the way through teardown. The Operations team have a hand in every aspect of the event, from the early planning stages to the late nights out in the street managing traffic and checking in thousands of cars. The volunteer program recruits the help needed to support the event every day. The accounting group handles numerous contracts, invoices and payments, while the front office staff are professional in responding to customers. All other divisions support the Walk-thru nights. This exemplary show of teamwork resulted in the Department’s largest public event running smoothly once again.

**Construction Project Updates**

- **Grant Ranch Historic Complex Restoration project (Grant Park)** based on recommendations of the Grant Ranch Historic Structures Report: Phase 1 improvements are focused on structural stabilization and building envelope rehabilitation of the Grant House and Tank House and re-roofing of the Guest House and Carriage House. Work includes seismic upgrades and repair/rehabilitation of foundations, windows, siding, roofing and other items. Construction Documents were approved and authorized for bid by the Board on August 27, 2019 with bid opening on October 10, 2019. One bid was received, significantly exceeding the engineer’s estimate. Park staff to recommend rejection of bids and bring the project back for rebidding in early 2020.

- **Water Tank Improvements at Mount Madonna and Stevens Creek County Parks**: A construction contract was awarded to Top Line Engineers, Inc. on June 18, 2019 for rehabilitation of the existing 40,000-gallon water tank at Stevens Creek and the existing 100,000-gallon water tank at Mount Madonna; as well as construction of a new 100,000-gallon supplemental water tank at Mount Madonna needed to expand public facilities in the park and provide greater fire suppression capabilities. The project is currently under construction. Contractor is working on the foundation for the new tank at Mt. Madonna and preparing the site for rehabilitation of the existing tank at Stevens Creek.

- **Boat Ramp Entry Kiosk Replacement at Calero County Park**: Work includes replacement of the existing entry kiosk and adding a bypass lane at the entrance point to better serve boating users. The project designer is revising the construction documents in response to VW comments and will resubmit it for the encroachment permit in January 2020. We anticipate awarding the project in May/June 2020.

- **Dyer House Renovation Project at Sanborn County Park**: This work includes renovation of the ground floor of the Dyer House including demolition and removal of damaged walls, floors, and carpet; removal and storage of all furnishings, and removal of plumbing, lighting and electrical systems. Improvements consist of structural foundation work, a new accessible entrance to the house, re-finished wood floors, new windows and doors, new HVAC, new luxury vinyl plank flooring, appliances, and cabinetry in the kitchen; new flooring, fixtures, and lighting in the bathrooms, fireplace insert work, painting, lighting, electrical and plumbing work. The project was awarded to SAE Consulting
Contractors on August 13, 2019. Construction of this project began on September 30 and is presently 25% complete.

- Renovation of the Sanborn Park Headquarters (also known as Casino House) is complete. A notice of completion and acceptance will be forthcoming next month for BOS approval. The project provided code and safety compliant upgrades, including a new roof, flooring, propane gas fireplace, windows, HVAC, painting, lighting and electrical work, ventilation of the subfloor and prepared the office space to function more efficiently.

**Upcoming events**

Please check the calendar at: [www.parkhere.org](http://www.parkhere.org) for information and updates regarding many programs and activities in our parks.
DATE: February 5, 2020
TO: Parks and Recreation Commission
FROM: Don Rocha, Director, Parks and Recreation Department
SUBJECT: Summary of the Actions of the Board of Supervisors

RECOMMENDED ACTION
Receive report from Parks and Recreation Department relating to summary of the actions of the Board of Supervisors. (Saundra Alvarado)

Summary of Board Actions
Board Meeting of August 13, 2019

Item #113
Consider recommendations relating to Metcalf Motorcycle County Park Track Construction and Maintenance Project. Resolution # BOS-2019-106 (ID# 97836)68
RESULT: ADOPTED [UNANIMOUS]

Item #114
Consider recommendations relating to Bids for construction of the Dyer House Renovation Rebid at Sanborn County Park (710-SAN-C148 and 710-SAN-D163). (ID# 97679)
RESULT: APPROVED [UNANIMOUS]

Item #115
Consider recommendations relating to Professional Services Agreement (PSA) for Social Science and Analysis professional services. (ID# 97682)
RESULT: HELD [UNANIMOUS]

Item #116
Consider recommendations relating to Amendments to Professional Services Agreements (PSA) with GHD, Inc., LPA, Inc., and Sandis, Inc., for comprehensive engineering consulting services. (ID# 97522)
RESULT: APPROVED [UNANIMOUS]
Item #117
Approve Second Amendment to Agreement with San Jose Conservation Corps and increasing the maximum contract amount by $280,000 from $1,000,000 to $1,280,000 with no change to the term of the Agreement, that has been reviewed and approved by County Counsel as to form and legality. (ID# 97649)
RESULT: APPROVED [UNANIMOUS]

Board Meeting of August 27, 2019

Item #66
Approve the Project, adopt plans and specifications, and authorize advertisement of Contract Documents for the Grant Ranch Historic Buildings Rehabilitation Phase 1 Project at Joseph D. Grant County Park, and direct the Clerk of the Board to open bids on Thursday, October 3, 2019, at 2:00 p.m., in the Office of the Clerk of the Board of Supervisors. (ID# 98107)
RESULT: APPROVED [4 TO 0]

Item #67
Consider recommendations from the Historical Heritage Commission relating to the award of Fiscal Year (FY) 2019 Historical Heritage Grants. (ID# 97496)
RESULT: APPROVED [4 TO 0]

Board Meeting of September 10, 2019

Item #81
Approve Request for Appropriation Modification No. 6 - $70,496,131 adjusting Parks and Recreation Department capital program re-appropriation estimates. (Roll Call Vote) (ID# 98137)
RESULT: APPROVED [UNANIMOUS]

Item #82
Approve First Amendment to Agreement with The Gordian Group relating to providing Job Order Contracting solutions for Department of Parks and Recreation, with no change to the maximum contract amount and with no change to the term of the Agreement, that has been reviewed and approved by County Counsel as to form and legality. (ID# 96821)
RESULT: APPROVED [UNANIMOUS]
**Item #83**
Consider recommendations relating to the nonrenewal of Land Conservation (Williamson Act) Contracts on parcels now owned by the County of Santa Clara. (ID# 98192)
RESULT: APPROVED [UNANIMOUS]

**Board Meeting of September 24, 2019**

**Item #69**
Consider recommendations relating to Amendments to Professional Services Agreements (PSA) with RRM Design Group and BFS Landscape Architects for comprehensive park planning and design consulting services. (ID# 97911)
RESULT: APPROVED [UNANIMOUS]

**Board Meeting of October 8, 2019**

**Items #71**
Consider recommendations relating to Professional Services Agreement (PSA) for Social Science and Analysis professional services. (ID# 98175)
RESULT: APPROVED [UNANIMOUS]

**Board Meeting of October 22, 2019**
No Park Items

**Board Meeting of November 5, 2019**

**Items #63**
Adopt Resolution approving application for Fiscal Year 2018-2019 grant funds from the State of California, Department of Parks and Recreation Division of Boating and Waterways Quagga and Zebra Mussel Infestation Grant Program for Anderson and Calero Reservoirs and delegating authority to the County Executive, or designee, to execute and amend the grant agreement and associated documents, following approval by County Counsel as to form and legality, and approval by the Office of the County Executive. Delegation of authority shall expire on January 31, 2022. (Roll Call Vote) Resolution # BOS-2019-147 (ID# 98843)
RESULT: ADOPTED [UNANIMOUS]

**Items #64**
Adopt Resolution approving application for Fiscal Year 2018-2019 grant funds from the State of California, Department of Parks and Recreation Division of Boating and
Waterways Quagga and Zebra Mussel Infestation Grant Program for Coyote and Lexington Reservoirs and delegating authority to the County Executive, or designee, to execute and amend the grant agreement and associated documents, following approval by County Counsel as to form and legality, and approval by the Office of the County Executive. Delegation of authority shall expire on January 31, 2022. (Roll Call Vote) Resolution # BOS-2019-148 (ID# 99139))

RESULT: ADOPTED [UNANIMOUS]

Items #65

Adopt Resolution approving application for Fiscal Year 2018-2019 grant funds from the State of California, Department of Parks and Recreation Division of Boating and Waterways Quagga and Zebra Mussel Infestation Grant Program for Stevens Creek Reservoir and delegating authority to the County Executive, or designee, to execute and amend the grant agreements and associated documents, following approval by County Counsel as to form and legality, and approval by the Office of the County Executive. Delegation of authority shall expire on January 31, 2022. (Roll Call Vote) Resolution # BOS-2019-149 (ID# 99141)

RESULT: ADOPTED [UNANIMOUS]

Board Meeting of November 19, 2019

Item #78

Approve the Project, adopt specifications and Project Manual, authorize advertisement of Contract Documents for Minor Job Order Contract (MJOC), MJOC-PRK-2019-01, and direct the Clerk of the Board to open bids on Thursday, December 12, 2019, at 2:00 p.m., in the Office of the Clerk of the Board of Supervisors. (ID# 98601)

RESULT: APPROVED [UNANIMOUS]
DATE: February 5, 2020
TO: Parks and Recreation Commission
FROM: Cynthia Freitas,
SUBJECT: FY 2021 Work Plan

RECOMMENDED ACTION
Discuss and approve Parks and Recreation Commission Work Plan for Fiscal Year July 1, 2020 through June 30, 2021 (FY2021) and Accomplishments for FY 2020, to be submitted to the Clerk of the Board by April 1, 2020 and subsequently forwarded to the Board of Supervisors through the Housing, Land Use, Environment, and Transportation Committee.
DATE: February 5, 2020

TO: Parks and Recreation Commission

FROM: Don Rocha, Director, Parks and Recreation Department

SUBJECT: FY2021 Proposed Capital Improvement Program (CIP)

RECOMMENDED ACTION

Receive proposed Capital Improvement Program (CIP) for Fiscal Year 2020-2021 and approve forwarding a favorable recommendation to the Board of Supervisors for final inclusion in the budget. (Annie Thomson)

FISCAL IMPLICATIONS

Park Charter Revenues dedicated to park development and rehabilitation are expected to be available for allocation to projects in FY2021.

REASONS FOR RECOMMENDATION

The Parks and Recreation Department (Department) brings Capital Improvement Program (CIP) recommendations to the Parks and Recreation Commission (Commission) each calendar year for the inclusion in the Department’s budget, which the Board of Supervisors (Board) approve in June.

Context

In 2016, the voters approved the 10% CIP allocation of Park Charter Revenue. Staff currently estimates between $6,225,000 to $6,500,000 in dedicated CIP funding. During the 2018 Strategic Plan update, the Department examined its past approach to management of the CIP program and developed a new approach to project categorization, prioritization, distribution, and planning, referred to as the Integrated Capital and Operating Plan (ICOP). This updated approach captures estimates for staffing and other operational costs that are associated with each capital project in order to more fully project Departmental expenses over time. The ICOP structure includes three categories into which projects fall:

- Capital Programs, defined as areas of recurring investment that help enhance and sustain the parks system. The Department will typically recommend annual allocations to these ongoing programs.
• Stand-Alone Projects, defined as one-time projects to address a single need or issue.
• Planning and Implementation Projects, defined as various planning and development efforts at a single park.

In assessing projects for prioritization in the ICOP, staff utilizes prioritization criteria as approved in the 2018 Strategic Plan:

• Need/Urgency
• Project Status
• Visitor Experience (Public Benefit)
• Stewardship (Environmental/Cultural Benefit)
• Fiscal Sustainability
• Operational Benefit

Projects are additionally categorized by geographic distribution and by their “functional focus,” which relates to the primary purpose of the project, specifically whether it would expand, enhance, or sustain an existing park amenity. At two extended management team workshops, projects were discussed in relation to their estimated cost and operational impact, and then recommended for inclusion in the FY2021 budget if their inclusion in the workplan is feasible.

**Funding Recommendations for FY2021 CIP:**

The Department has identified the following projects and programs for funding in FY2021. It should be noted that the projects and programs have been selected with consideration given to balancing and meeting a variety of the prioritization categories listed above, and many serve multiple goals. These funding recommendations are generally focused on repairing aging infrastructure or improving it to modern standards, as well as updating park facilities to meet the needs of visitors. Additional goals include increasing access to previously unopened areas and protecting natural and historical resources. All CIP funding appropriated and programmed in past fiscal years has been approved by the Board.

**FY2021 Recommended Funding for Capital Programs**

**Building & Utility Program** – This program focuses on the repair and renovation of Department buildings, including replacements and/or improvements of restrooms, kiosks, park offices, visitor centers, and various building-related utilities. The Department proposes to add $1,500,000 from the Park Charter Fund to the existing balance of $805,000. The estimated costs of the overall Building and Utility Program over 10 years are between $7,000,000 and $10,000,000. The additional recommended funding will allow the Department to pursue a number of health- and safety-related building projects at a variety of parks in FY2021.
Countywide Trails Planning & Implementation Program – This program includes Countywide Trails Master Plan (CWTMP) updates and gap closure work, especially in urban areas, including potentially contributing technical and funding assistance to partners. The Department proposes to add an additional $250,000 in FY2021 to this program to enhance the existing balance of $748,000. The additional funding will help the Department to offer more substantial support to these projects following the addition of a new CWTMP Program Manager in the coming months.

Paving Management Program – This program provides ongoing funding to replace, repair and/or resurface paved infrastructure as determined by pavement evaluations, surveys, and staff recommendations. FY2021 paving projects will include repairs to the following facilities:

- Martin Murphy Trail;
- Joseph D. Grant Park Entrance Road;
- Hellyer Park Sylvandale Parking Lot and access road; and
- Santa Teresa Archery Range and Maintenance Yard roads.

Additionally, the Paving Management program may also include re-striping parking lots and defining loading/unloading (green) curbs, fire lanes, and disabled and no parking areas throughout the Park System. The Department proposes to add $750,000 to this ongoing program from the Park Charter Fund to enhance the existing balance of $282,000.

Department-wide Grazing Program – This program continues to improve cattle grazing infrastructure for the management of grasslands/rangelands and woodland areas in a manner that is compatible with public access and enjoyment of parks. The program funds projects such as fencing and gate installation, water development, cattle staging and hauling facilities, corrals, and other infrastructure. For FY2021, the Department proposes to add $50,000 from the Park Charter Fund to enhance the existing balance of $202,000.

Natural Resource Management Roads and Trails Program – This program was created to address natural surface park roads and trail improvements, as well as removal and restoration of decommissioned roads and trails within the Department’s network. The Department proposes to add $250,000 for FY2021 from the Park Charter Fund to enhance the existing balance of $340,000. This is an ongoing program and the Department anticipates allocating $250,000 annually in coming years.

Americans with Disability Act Improvement Program – This program was created to fund recommended improvements as outlined in the 2017 Department-initiated Americans with Disability Act (ADA) Plan. The plan was developed to assist the
Department in addressing the 2010 ADA, Title II design and accessibility standards for local and state government. The Department’s first efforts following completion of the ADA Plan identified “low hanging fruit:” projects that could be completed by internal Department staff, such as the conversion of existing non-compliant campsites at Mount Madonna County Park to an ADA-compliant design. One major project for FY2021 will be the design of an accessible boat dock at Vasona Lake County Park. This effort includes identifying an ADA-compliant path of travel to the dock, as well as selecting a design that accommodates all users. Project work includes coordination with the existing concessionaire and other partners to make Vasona Lake County Park the first ADA-compliant boat launch to serve residents of Santa Clara County. In FY2020, the Department appropriated $100,000 to the overall ADA Improvement Program. The Department proposes to add $625,000 in FY2021 to this ongoing program from the Park Charter Fund to allow the Department to proceed with the Vasona boat launch project as the current balance for this program is merely $375.

**Systemwide Enhancements Program** – This program funds park improvements that occur across multiple parks or across the entire park system in order to more efficiently plan, purchase, and install items, thereby saving money and effort. Some examples include, but are not limited to, automatic gates, visitor hydration stations, and automatic restroom door locks. The Department proposes to add $250,000 in FY2021 to this ongoing program from the Park Charter Fund to enhance the existing balance of $240,000.

**Forest Health Program – Forest Health Program** – In 2017, the Department hired a certified forestry consultant to prepare its first Forest Health Plan: the Mount Madonna County Park Forest Health Plan (MMFHP). The MMFHP was presented to the Commission in May 2018 and adopted by the Board in February 2019. The MMFHP provides a road map of treatment options to maintain and improve forest health at Mount Madonna, including creating defensible space around structures and use areas, creating shaded fuel breaks, removing invasive species, reducing fuel loads through burn piles, and thinning diseased trees. Implementation of the MMFHP will benefit visitors, neighbors, and the greater community by reducing the risk of uncontrolled wildfires and improving the safety of park users. The Department proposes to add $150,000 in FY2021 from the Park Charter Fund to enhance the existing balance of $105,000. The FY2021 funding will focus on the continued implementation of MMFHP recommendations and the preparation of the next forest health plan (Sanborn and Upper Stevens Creek County Parks). This is an ongoing program and the Department anticipates allocating funds annually to this program.

**Grant Park Historic Buildings Restoration** – This project will continue to implement the Joseph D. Grant Historic Structures Report (“HSR”). The following elements of the Grant Ranch House Complex have already been completed and installed: Guest House roofing; copper gutters and down spouts; and the unsafe wooden water tank was dismantled and properly stored for future re-construction. FY2021 funding will focus on seismic stabilization, foundation work, exterior enveloping (e.g. windows, siding, gutters, down spouts, roofing) and seismic
stabilization and roofing of the tank house. This work is currently being bid out. The Department proposes for FY2021 additional $500,000 to complete the programmed work from the Park Charter fund. The 2012 approved HSR outlines an estimated cost of $2.72M in 2012 dollars. When dealing with the unknowns of a historic structure, the Department anticipates the need for a larger than supplemental allowance to address unanticipated issues or concerns when exposing the foundation and envelopment of a historic structure. The Department already appropriated $2.076M for this project.

FY2021 Recommended Funding for Planning and Implementation Projects

**Hellyer Planning and implementation** – the Department proposes to add $100,000 from the Park Charter Fund to enhance the existing balance of $150,000. In FY2020, the Planning Services group will be assisting Hellyer park staff on design of various improvements in the Park, as well as developing the scope for a potential Master Plan Amendment to be carried out in coming years.

**Mt. Madonna Planning and Implementation** – The Board of Supervisors approved the Master Plan for Mount Madonna County Park in June 2017. The plan includes various recommendations for improvement of the park, including expansion of the camping areas and modernization and better connectivity within the day use area. In FY21 the Construction Services group will continue work with a consultant team to develop the specific designs necessary to carry out the plan recommendations. As such, the Department added $1,000,000 to this program in FY2020. Funding will not be augmented in FY2021.

**Grant Park Master Plan Amendment and Implementation (Sulphur Creek Ranch)** – The Joseph D. Grant County Park Master Plan was completed in 1993 and a Natural Resource Plan was completed in 1996. In 2012, the Department acquired the approximately 1,200 acre Sulfur Creek Ranch adjacent to Joseph D. Grant County Park. Currently, the Department is in the final phases of a Master Plan Amendment process focused on incorporating this property into the greater Park. Once the planning process is complete, design and construction can commence. Consequently, the Department has identified the need to set aside funding for future design and engineering costs of park improvements (e.g., trail improvements). It is anticipated that funding will be needed over the next two- to three- fiscal years to complete the final Master Plan’s recommended actions. Implementation costs are unknown at this time. The Department proposes to add $250,000 for FY2021 to this project from the Park Charter Fund to enhance the existing balance of $879,000.

**Martial Cottle Park Life Estate Planning and Implementation** – The planning process for the Life Estate area of Martial Cottle County Park and the implementation of the plan recommendations will likely cost several million dollars once carried to completion. Development of the plan and execution of its recommendations in accordance with the park Donor’s vision will take many years. For these reasons, the Department anticipates funding requests over several fiscal
years to implement development Life Estate area. For FY2021, the Department proposes to add $1,300,000 from the Park Charter Fund to the existing program to enhance its current balance of $1,700,000.

**Sanborn Master Plan Implementation** – The 2019 Board-approved Sanborn Master Plan will be implemented in phases. The first phase is to be completed within five years and will focus on improvements in the park’s Core Use Area. This area includes the current ranger office, day use picnic areas, and camping sites, and hosts educational programs. The Master Plan recommendations include expanding educational and recreational opportunities in day use areas and developing a new camping area. The Department anticipates recommending increases to the funding of this item over several future fiscal years to execute implementation of the Master Plan. The estimated capital costs of implementing the plan are between $17,300,000 and $28,000,000. The Department proposes to add $250,000 in FY2021 as seed money for the implementation design from the Park Charter Fund.

**CHILD IMPACT**
The recommended action will have a positive impact since resulting projects will provide properly maintained and/or renovated parks facilities to be used by the general population.

**SENIOR IMPACT**
The recommended action will have a positive impact since resulting projects will provide properly maintained and/or renovated parks facilities to be used by the general population.

**SUSTAINABILITY IMPLICATIONS**
The recommended action will foster a healthy environment, protect resources and improve the sustainability of the Parks System by maintaining various buildings and park amenities and/or renovating park facilities to protect them from degradation. Additionally, the Department will use Best Practices geared toward reducing waste and other impacts on the natural environment in all projects.

**ATTACHMENTS:**
- 02-Prioritization_Criteria (PDF)
- CIP FY2021 Projects (PDF)
### PRIORITIZATION RANKING CRITERIA

#### Need / Urgency - 8 points / 2 each:
- **Health and Safety Need**: Vital for the protection of the public or park employees (for example, removal of dead or diseased trees)
- **Existing or New Regulation**: Mandatory for meeting current or pending regulatory requirements (for example, rerouting an old trail that is now within endangered species habitat)
- **Natural Event Response**: Response to a natural event or disaster (for example, road or trail repairs due to flooding or a landslide)
- **Loss of Use / Need for Timely Action**: Prevents an existing park, facility or amenity from deteriorating to the point of non-use or closure; prevents negative impact to other related projects or facilities

#### Project Status – 8 points / 2 points each:
- **Staffing Adequate / Planned**: Personnel are in place to execute the project work, including operation and maintenance of the facility, where applicable
- **Project Groundwork Complete**: Has complete planning, design, environmental review documentation, permits, or other prerequisites already fulfilled
- **Project Closure / In Process**: Is part of a greater scope or is critically linked to another project that has existing funding and is underway
- **Time on List**: Has been reviewed as part of process more than three (3) times previously

#### Visitor Experience (Public Benefit) – 6 points / 1 each:
- **Access / Emerald Web**: Opens or plans for opening property to public access, improves a trail and/or transportation linkage, or is a targeted acquisition that: closes a key gap between parks or trails, expands a park boundary, improves access from urban core areas or provides a new access point
- **Relevancy**: Meets or addresses an emerging or other contemporary need of the community
- **Quality Facilities, Amenities and Services**: Improves or enhances visitor experience and enjoyment and seeks a new level of excellence than previously provided
- **Unique Facility, Program or Need**: Fulfills an unmet visitor need by providing an opportunity that is distinct or rare in the system (for example, yurts, fly-casting ponds, OHV opportunity, RC aircraft, etc.)
- **Technology / Connectivity**: Enhances or expands access or use of technology and adapts to changing connectivity habits (for example, providing free Wi-Fi in parks and visitor centers)
- **Health Benefits**: Contributes to the physical, mental, and spiritual well-being of park visitors and the greater community

#### Stewardship (Environmental/Cultural Benefit) - 5 points / 1 each:
- **Expand Emerald Web / Wildlife Corridors**: Increases land area or otherwise adds to the protection of a key ecosystem or natural habitat, or provides linkages for movement of wildlife
- **Protects Natural / Ecological Resources**: Protects, preserves, or conserves natural, ecological and/or scenic resources
- **Enhances Natural / Ecological Resources**: Restores or improves natural, ecological and/or scenic resources
- **Protects Cultural / Historical Resources**: Protects, preserves, or conserves culturally and/or historically significant resources
- **Enhances Cultural / Historical Resources**: Restores or improves culturally or historically significant resources
Fiscal Sustainability: - 5 points / 1 each:

- **Partnership Existing or Potential:** Potentially or inherently leverages financial and human capital of private organizations, other government agencies, or local community and volunteer groups
- **Revenue Generation:** Provides net income; maximizes revenues; increases cost recovery
- **Prevents Financial Loss:** Prevents or avoids a loss of funding, forfeiture of grants, or becoming ineligible for future funding (for example, project is part of a grant timeline)
- **Grant Potential:** High likelihood to benefit from known grant funding sources
- **Smart Financial Decision:** Realizes a high gain with minimal input

Operational Benefit: - 4 points / 1 each:

- **Operational Sustainability:** Takes into account and does not overcommit current staffing capacity and other operational resources
- **Operational Efficiency:** Streamlines or increases the effectiveness of operational processes, procedures, facilities, or systems
- **Innovation:** Utilizes new, modern, or forward-thinking technology, concepts, or solutions
- **Employee Engagement / Support:** Fosters and encourages employee participation, communication, and interaction; aids staff in their ability to execute day-to-day tasks

*In the case of planning projects, if a project addresses or seeks to fulfill a criteria the point will be awarded.

PROJECT DISTRIBUTION CATEGORIES

**Functional Focus Area**
- Regulatory Compliance
- Health and Safety
- Visitor Experience (Public Benefit)
- Stewardship: Natural / Ecological (Environmental Benefit)
- Stewardship: Cultural / Historic (Cultural / Historic Benefit)
- Operation Excellence (Operational Benefit)

**Project Role**

- **Sustain**
  - Maintains the current service level of the Department.
  - Does not change the current use of the amenity, facility, or structure.
  - Maintenance, repair, replacement, or upgrades to an existing amenity, facility, or structure.
- **Expand**
  - Expands the current service level of the Department.
  - Expands the use of the amenity, facility, or structure.
  - Major improvement to or increase in size of an existing amenity, facility, or structure.
- **New**
  - Provides an entirely new level or degree of service for the Department.
  - Modification of an amenity, facility, or structure for a new use.
  - New amenity, facility, structure where none existed previously in an existing/open park.
  - Development of a portion of the park that was previously closed to the public.
  - Provides new public access to a portion of a park.

**Geographic Distribution**
- **Distribution / Equity**
PROJECT
What is a project?
  o A project usually includes four components: planning, design, construction and ongoing operations and maintenance.
    ▪ For the 10 Year CIP the project should be comprehensive with the four steps combined.
    ▪ As the project moves to the next stage (the 3-5 year plan, then BRP) the project should be divided into the four separate elements.

Is Comprehensive Project Oversight necessary?
  o Is it needed to select one person to oversee each comprehensive project? Or are new processes and new responsibilities sufficient to ensure project handoffs are successful?
    ▪ Potential options: Deputy Director oversight, assigned project managers, new position/role within department
    ▪ Concerns: Capacity, training, capability

<table>
<thead>
<tr>
<th>Project Component</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning</td>
<td>CIP</td>
</tr>
<tr>
<td>Design</td>
<td>CIP</td>
</tr>
<tr>
<td>Construction</td>
<td>CIP</td>
</tr>
<tr>
<td>Ongoing Operations &amp; Maintenance</td>
<td>O&amp;M</td>
</tr>
</tbody>
</table>

FUNDING CATEGORIES
• Capital Improvement Project (CIP)
  o 3 distinct CIP Types
    ▪ A clear project with a defined outcome
      • Focused primarily on new construction or major renovations
      • Software, IT procurement
      • Project to include all elements for 10 Year CIP (planning, design, construction, O&M)
      • Elements to be separated for 3-5 year Action Plan and BRP
    ▪ A planning project without a clear defined outcome
      • i.e. Master Plan, Feasibility Study
    ▪ Set asides for ongoing program area improvements
      • Examples: Paving Management, Building Infrastructure Program, Preventative Maintenance Program (Restrooms, Bridges)
  o General definition applicable to the three types:
    ▪ Takes more than one year to complete; construction contracts last longer than 6 weeks
    ▪ Requires considerable and complex design work
    ▪ Requires a full environmental review by planning and NRM and may include preparation of CEQA documents
    ▪ Requires considerable public and Park Commission input
• 5235100 (2225) Projects
  o Takes less than one year to complete; contracts last less than 6 weeks
  o Costs less than $75,000
  o Single project focus
  o Are customer focused
- Focused on repair or enhancement of existing infrastructure; Not new construction or major renovations
- Require minimal planning, design, and permitting; No EIR required

- **5350300 (2302) Projects**
  - Projects that are more routine and material oriented such as the routine replacement of barbecues, replacement and painting of garbage cans, painting of park offices and restrooms and the purchase of materials through Central Yard.
FY 2021 Recommended CIP Projects

Parks & Recreation Commission

February 5, 2020
Integrated Capital & Operating Plan ("ICOP")

**Framework**
- 10-year projection / preliminary plan
- Strategic Plan outcomes / themes
- Prior CIP project lists
- Park Charter renewal financial predictions

**Themes**
- Needs exceed resources
- Fiscal sustainability: focus on *maintain* over *new*
- Infrastructure maintenance can consume available funds
Integrated Capital & Operating Plan ("ICOP")

Budget Direction

- Balance infrastructure rehab, enhance facilities, & provide low intensity public access to closed properties
- Meet the needs and expectations of diverse user-base
- Prioritize traditional regional park amenities and services
- Prioritize stewardship (natural, cultural & climate change)
- Operate within cost recovery targets & available resources
Process

- Project ranking
- Sorting
- Discuss
- List Update

RANKING
1. Need/Urgency
2. Project Status
3. Visitor Experience
4. Stewardship
5. Fiscal Sustainability
6. Operational Benefit

SORTING
- Functional Focus Area
- Expand, Enhance, Sustain
- Geographic Distribution

Budget Workshop

Final 10-Year ICOP List
ICOP Framework: Types of Line-items

- **Capital Programs**: Ongoing in specific area of focus / category
- **Planning & Implementation**: All components from plan to construction
- **Stand-alone Projects**: Distinct, with set singular outcome
Fiscal Year 2020: Recommendations

Stand-Alone Projects

Joseph D. Grant Park Historic Buildings
Fiscal Year 2020: Recommendations

Capital Programs

- ADA Improvement
- Building & Utility
- Countywide Trails
- Departmentwide Grazing
- Forest Health
- NRM Roads & Trails
- Paving Management
- Systemwide Enhancements
ADA Improvement

ADA Boat Launch, Vasona County Park
Buildings & Utilities

8.b

Attachment: CIP FY2021 Projects (99736 : FY2021 Proposed Capital Improvement Program)
Paving Management

Hellyer County Park, Sylvandale Parking Lot

Coyote Lake – Harvey Bear Ranch County Park, Martin Murphy Trail
Paving Management

Joseph D. Grant County Park Entry Road
Forest Health Program

Sanborn and Stevens Creek County Parks
Forest Health Plans
Departmentwide Grazing
Systemwide Enhancements
Fiscal Year 2020: Recommendations

Planning & Implementation Projects

- Joseph D. Grant Master Plan Amendment (Sulphur Creek Ranch)
- Martial Cottle Park Life Estate Plan
- Mount Madonna Master Plan
- Sanborn Master Plan
- Hellyer
Grant Master Plan Amendment: Sulphur Springs Ranch

Attachment: CIP FY2021 Projects (99736 : FY2021 Proposed Capital Improvement Program)
Martial Cottle Life Estate Planning

Attachment: CIP FY2021 Projects (99736 : FY2021 Proposed Capital Improvement Program)
NEXT STEPS

• Recommendations to HLUET
• Recommendations to Board of Supervisors (BOS)
• Anticipated approval June 2020
DATE: February 5, 2020

TO: Parks and Recreation Commission

FROM: Don Rocha, Director, Parks and Recreation Department

SUBJECT: Public Opinion Survey

RECOMMENDED ACTION
Receive report from Parks and Recreation Department relating to Public Opinion Survey. (Melissa Hippard and Ruth Bernstein from EMC Research)

ATTACHMENTS:
- Voter Survey 2019 PRC presentation_1.27.20 (PDF)
Data Driven Park Management

- Renew the Park Charter Fund
- Focus marketing and outreach efforts
- Inform park and amenity development
- Allocate staff resources

Measure of Success

<table>
<thead>
<tr>
<th>Measure of Success</th>
<th>FY14-15</th>
<th>FY15-16</th>
<th>FY16-17</th>
<th>FY17-18</th>
<th>FY18-19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community and Customer Satisfaction: % of voters who rate the quality of County Parks as good to excellent</td>
<td>66%</td>
<td>N/A</td>
<td>76%</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>% of visitors who rate their experience at the park as satisfied to very satisfied</td>
<td>92%</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>92%</td>
</tr>
<tr>
<td>Access to Parks and Trails: Acres of regional parkland open to public access</td>
<td>41,775</td>
<td>41,775</td>
<td>41,775</td>
<td>42,756</td>
<td>42,756</td>
</tr>
<tr>
<td>Miles of trails open to public use</td>
<td>326</td>
<td>328</td>
<td>328</td>
<td>337</td>
<td></td>
</tr>
</tbody>
</table>

2018 User Intercept Survey
Connecting with Our Customers

- Help the public understand the Department’s services and how to access them.
- Be responsive to community needs and desires.
- Build understanding, trust and support for the Department’s goals and mission.
Survey of All Registered Voters
Santa Clara County
Department of Parks and Recreation
November 2019
EMC has been conducting voter and park visitor surveys for Santa Clara County Department of Parks and Recreation since 2014. Future surveys will track opinions over time to help the Department remain responsive to community needs and changes in opinions.
Voter Survey Methodology

- The findings in this presentation reflect the recently completed survey conducted among 600 Santa Clara County voters between November 18\textsuperscript{th}-25\textsuperscript{th}, 2019. The overall margin of error is ±4.00 percentage points.

- Interviews were conducted in English, Spanish, Vietnamese and Chinese.

- While prior voter surveys were administered by telephone only, this survey used a mixed-mode methodology to reach a randomly selected sample of voters. Half of the sample was contacted by telephone (including cells and landlines), and the other half took the survey online by email invitation. The change in methodology may have a small impact on results over time.

Please note that due to rounding, some percentages may not add up to exactly 100%.
Key Findings

- Opinions of Santa Clara County parks and recreation remain overwhelmingly positive and voters give the Department positive ratings on its core responsibilities.

- There is a strong consensus that the county parks are important for the health and well being of the region, and that they make the area a more desirable place to live. Trust in the department is also high.

- A majority continues to report that they use the county parks regularly. Those who visit county parks rate their experiences positively.

- Exercising, enjoying the nature and outdoor activities such as camping and hiking are the most frequently mentioned reasons for visiting county parks, and time and work constraints are the primary reason cited for not visiting more often.

- Protection of wildlife habitat and provision of places for connecting with nature and active recreation are seen as particularly important services. Providing ongoing maintenance and improving or upgrading existing parks, trails and facilities are higher priorities than adding new parks, trails and facilities.

- Additional information provided about county parks is well-received. A message highlighting the benefits of outdoor physical activity on mental health and stress reduction and community cohesion is particularly compelling.
Direction of Santa Clara County

- Right direction
- Wrong track
- Don't know

<table>
<thead>
<tr>
<th>Year</th>
<th>Right direction</th>
<th>Wrong track</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997</td>
<td>64%</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>1998</td>
<td>68%</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>1999</td>
<td>66%</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>2000</td>
<td>65%</td>
<td>15%</td>
<td>17%</td>
</tr>
<tr>
<td>2001</td>
<td>55%</td>
<td>29%</td>
<td>21%</td>
</tr>
<tr>
<td>2002</td>
<td>47%</td>
<td>34%</td>
<td>28%</td>
</tr>
<tr>
<td>2003</td>
<td>47%</td>
<td>32%</td>
<td>26%</td>
</tr>
<tr>
<td>2004</td>
<td>51%</td>
<td>34%</td>
<td>26%</td>
</tr>
<tr>
<td>2005</td>
<td>54%</td>
<td>32%</td>
<td>28%</td>
</tr>
<tr>
<td>2006</td>
<td>56%</td>
<td>26%</td>
<td>25%</td>
</tr>
<tr>
<td>2007</td>
<td>59%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>2008</td>
<td>54%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>2009</td>
<td>51%</td>
<td>27%</td>
<td>27%</td>
</tr>
<tr>
<td>2010</td>
<td>54%</td>
<td>32%</td>
<td>24%</td>
</tr>
<tr>
<td>2011</td>
<td>54%</td>
<td>32%</td>
<td>24%</td>
</tr>
<tr>
<td>2012</td>
<td>43%</td>
<td>34%</td>
<td>23%</td>
</tr>
<tr>
<td>2013</td>
<td>48%</td>
<td>32%</td>
<td>18%</td>
</tr>
<tr>
<td>2014</td>
<td>45%</td>
<td>28%</td>
<td>18%</td>
</tr>
<tr>
<td>2015</td>
<td>51%</td>
<td>25%</td>
<td>16%</td>
</tr>
<tr>
<td>2016</td>
<td>54%</td>
<td>25%</td>
<td>19%</td>
</tr>
<tr>
<td>2017</td>
<td>59%</td>
<td>20%</td>
<td>19%</td>
</tr>
<tr>
<td>2018</td>
<td>61%</td>
<td>27%</td>
<td>20%</td>
</tr>
<tr>
<td>2019</td>
<td>64%</td>
<td>32%</td>
<td>24%</td>
</tr>
</tbody>
</table>
County & City Parks Favorability

Do you have a favorable or unfavorable view of:

- Santa Clara County Department of Parks and Recreation: Total favorable, 69%
- Your city’s Parks and Recreation department: Total favorable, 71%
Santa Clara County Department of Parks & Recreation

- **2019**: Total favorable, 69%
- **2017**: Total favorable, 77%
- **2015**: Total favorable, 80%
- **2014**: Total favorable, 77%
Likelihood of Using Santa Clara County Parks

- 2019: Total likely, 87%
- 2017: Total likely, 84%
- 2014: Total likely, 76%
Visit Frequency to Santa Clara County Parks

<table>
<thead>
<tr>
<th>Year</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Total Frequent Visitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>35%</td>
<td>28%</td>
<td>63%</td>
</tr>
<tr>
<td>2017</td>
<td>32%</td>
<td>32%</td>
<td>64%</td>
</tr>
</tbody>
</table>
Reasons for Visiting County Parks
Barriers to Visiting County Parks More Often

- Time constraint/Work constraint: 24%
- Safety concerns: 10%
- Elderly/Accessibility/Handicapped/Health concerns: 9%
- Traffic and parking/Crowding: 9%
- Homeless people/Homelessness: 9%
- Needs upkeep/Poorly maintained: 8%
- Other alternatives/priorities: 8%
- Location of parks: 6%
Job Ratings and Opinions about County Parks
Job Ratings on Department’s Core Responsibilities

- The overall job the Santa Clara County Parks and Recreation Department is doing: 14% Excellent, 49% Good, Total positive 63%
- The overall quality of County parks: 16% Excellent, 53% Good, Total positive 68%
- The overall safety of County parks and trails: 15% Excellent, 48% Good, Total positive 63%
- The availability of County parks that are convenient and easy to access: 20% Excellent, 50% Good, Total positive 70%
- The availability of County parks and facilities to diverse audiences: 18% Excellent, 45% Good, Total positive 63%
- The preservation and protection of regional parklands: 16% Excellent, 47% Good, Total positive 63%
Opinions about County Parks

94% agree: County parks, facilities, programs important for overall health and wellbeing of residents.

88% agree: County parks, facilities, programs make region more desirable place to live.

88% agree: County parks and recreation facilities good use of taxpayer money.

71% trust: County Parks and Recreation Department to spend tax dollars responsibly.
Department Investment Priorities
County Parks & Rec Priorities In Past Years

Which of the following should be the highest priority for the Santa Clara County Parks and Recreation Department over the next five years:

- Maintaining and improving current parks, trails, and facilities
- Expanding the number and size of parks, trails, and facilities

<table>
<thead>
<tr>
<th>Year</th>
<th>Maintaining and improving current parks, trails, and facilities</th>
<th>Expanding the number and size of parks, trails, and facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>74%</td>
<td>19%</td>
</tr>
<tr>
<td>2015</td>
<td>75%</td>
<td>15%</td>
</tr>
<tr>
<td>2017</td>
<td>72%</td>
<td>22%</td>
</tr>
</tbody>
</table>
Current County Parks System Priorities

Which of the following should be the highest priority for the Santa Clara County Parks and Recreation Department over the next five years:

- Providing ongoing maintenance on current parks, trails, and facilities (37%)
- Improving and upgrading current parks, trails and facilities (41%)
- Adding new parks, trails, and facilities (14%)
## County Parks Service Priorities

### Importance Ratings

<table>
<thead>
<tr>
<th>Service Area</th>
<th>7 - Extremely important</th>
<th>6-5</th>
<th>Total Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protection of wildlife habitat and other natural resources</td>
<td>60%</td>
<td>30%</td>
<td>90%</td>
</tr>
<tr>
<td>Places to connect with nature</td>
<td>51%</td>
<td>37%</td>
<td>88%</td>
</tr>
<tr>
<td>Places for active recreation for health and fitness</td>
<td>46%</td>
<td>41%</td>
<td>86%</td>
</tr>
<tr>
<td>Equal access to parks and natural areas throughout the county</td>
<td>46%</td>
<td>38%</td>
<td>84%</td>
</tr>
<tr>
<td>Education about environmental sustainability</td>
<td>41%</td>
<td>39%</td>
<td>80%</td>
</tr>
<tr>
<td>Places to socialize and connect with friends and family</td>
<td>33%</td>
<td>46%</td>
<td>79%</td>
</tr>
<tr>
<td>Education about and protection of cultural and historic sites</td>
<td>37%</td>
<td>41%</td>
<td>78%</td>
</tr>
<tr>
<td>Management of parklands to lessen the impacts of climate change</td>
<td>46%</td>
<td>30%</td>
<td>76%</td>
</tr>
<tr>
<td>Park programs and facilities that are inclusive of diverse audiences</td>
<td>37%</td>
<td>36%</td>
<td>73%</td>
</tr>
<tr>
<td>Availability of WiFi and apps in parks and on trails</td>
<td>15%</td>
<td>22%</td>
<td>38%</td>
</tr>
</tbody>
</table>

**Note:** Ratings are based on a scale of 1 (not important) to 7 (extremely important).
Message Testing
## Message Testing

<table>
<thead>
<tr>
<th>Message</th>
<th>More favorable opinion of County Parks &amp; Rec</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor spaces for recreation and physical activity provide physical and mental health benefits. They help reduce stress, provide opportunities for socializing, and foster social support among neighbors, leading to a more harmonious community.</td>
<td>83%</td>
</tr>
<tr>
<td>Santa Clara County parks provide much needed balance and reprieve from the constant barrage of noise, screen-time, and traffic of Silicon Valley.</td>
<td>82%</td>
</tr>
<tr>
<td>According to a recent health assessment, more than half of adults and a third of kids in Santa Clara county are obese and nearly one in four deaths is caused by heart disease. The Santa Clara County Parks and Recreation Department provides opportunities for residents to stay physically active and reduce the risk of chronic disease.</td>
<td>77%</td>
</tr>
<tr>
<td>The Santa Clara County Parks and Recreation Department creates and manages a vibrant system of regional parks and trails offering opportunities to connect with the County's natural, cultural, historic, and scenic spaces to inspire and enrich the human spirit.</td>
<td>78%</td>
</tr>
<tr>
<td>Our region is already coping with the impacts of climate change every year like wildfires, air pollution, drought, and flooding. The Santa Clara County Parks and Recreation Department maintains parklands that are critical in making sure our region is resilient to the long-term effects of our changing climate.</td>
<td>76%</td>
</tr>
</tbody>
</table>
Dept. Favorable Rating Before and After Messages

Initial

- Favorable 69%
- Somewhat 42%
- Strongly 27%

After messages

- Favorable 87% (+19)
- 46%
- 41%

Santa Clara County Department of Parks & Recreation
Conclusions

- Santa Clara County voters recognize the importance of County Parks to the health, wellbeing, and quality of life in our region.

- Perceptions of County parks and ratings of the job the Department is doing on its core responsibilities remain positive.

- Voters prioritize continued maintenance and enhancements to existing parks, trails and facilities above the addition of new ones. Protecting wildlife habitat and natural resources and maintaining places to spend time in nature, and enjoy active outdoor activities are of primary importance.

- As the Department continues to work on improving communications with the community, this research highlights the compelling story to tell about County Parks’ role in fostering health, harmony and reprieve for the region.
Outdoor Recreation

#1 Exercise – reason to visit a county park

70% Safe parks and trails

94% Health and well being of residents
Natural Resource Protection

69%
Preservation and Protection of Parklands

78%
Sustain and Enhance Park System
What’s Ahead?

- User Intercept Survey
- County Resident Recreation Profile
Resident Recreation Profile

- Understand and quantify diverse populations
- Segment populations on recreational activities and park usage
- Understand perception of access
- Identify equity gaps
- Comprehensive population profile
Thank You
DATE: February 5, 2020
TO: Parks and Recreation Commission
FROM: Don Rocha, Director, Parks and Recreation Department
SUBJECT: Business Matrix

RECOMMENDED ACTION
Accept Business Workplan Matrix.

ATTACHMENTS:
- 01 - PRC 2020 Business Matrix (PDF)
Goals and Objectives:
➢ Review: Park Fees Master Plans, and Volunteer, Interpretive, Natural Resources and CIP programs

<table>
<thead>
<tr>
<th>Date</th>
<th>Commission Agenda Item</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 1, 2020</td>
<td>No meeting</td>
</tr>
<tr>
<td>PRC Site Tour</td>
<td><strong>Saturday: February 1, 2020</strong></td>
</tr>
<tr>
<td>February 5, 2020</td>
<td>Items for this meeting are due by: 1/20/20</td>
</tr>
<tr>
<td></td>
<td>Receive report from Parks and Recreation Department relating to Public Opinion Survey (Melissa Hippard and Ruth Bernstein from EMC Research)</td>
</tr>
<tr>
<td></td>
<td>Receive proposed Capital Improvement Program (CIP) for Fiscal Year 2021 and approve forwarding a favorable recommendation to the Board of Supervisors for final inclusion in the budget. (Annie Thomson)</td>
</tr>
<tr>
<td></td>
<td>Receive report from Parks and Recreation Department relating to summary of the actions of the Board of Supervisors. (Saundra Alvarado)</td>
</tr>
<tr>
<td></td>
<td>Items for this meeting are due by: 3/16/20</td>
</tr>
<tr>
<td></td>
<td>Receive report relating to Park Maintenance (Mike Will)</td>
</tr>
<tr>
<td></td>
<td>Grazing Program Evaluation Report (Michael Rhoades)</td>
</tr>
<tr>
<td></td>
<td>Receive report relating to Martial Cottle Park (MCP) (Beeny Sander)</td>
</tr>
<tr>
<td></td>
<td>Discus and approve Commission Work Plan for Fiscal Year (FY) 2021 (July 1, 2020 through June 30, 2021) and Accomplishments for FY2020, to be submitted to the Clerk of the Board by April 2020 and subsequently forwarded to the Board of Supervisors through the Housing, Land Use, Environment and Transportation Committee (HLUET) – Chair &amp; Commission</td>
</tr>
<tr>
<td>May 1, 2020</td>
<td>No meeting</td>
</tr>
<tr>
<td></td>
<td>Items for this meeting are due by: 5/18/20</td>
</tr>
<tr>
<td></td>
<td>Receive report relating to Parks Department Marketing Program presented (Tamara Clark &amp; Consultants)</td>
</tr>
<tr>
<td></td>
<td>Receive annual report relating to the Park Ranger Operations Division (Flint Glines)</td>
</tr>
<tr>
<td></td>
<td>Receive report relating to Partial Cottle Park (MCP) Site Plan (Kimberly Brosseau)</td>
</tr>
</tbody>
</table>
## PRC BUSINESS Workplan Matrix

### JANUARY 2020 - DECEMBER 2020

<table>
<thead>
<tr>
<th>Date</th>
<th>Commission Agenda Item</th>
<th>Disposition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>July 1, 2020</strong></td>
<td>No meeting</td>
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<tr>
<td><strong>August 5, 2020</strong></td>
<td>Items for this meeting are due by: 7/20/20&lt;br&gt;Hold Election of officers – Commission (5-10 min)&lt;br&gt;Receive annual report relating to the Volunteer Program (Julie Lee)&lt;br&gt;Receive annual report from Parks and Recreation Department relating to Interpretive and Outdoor Recreation Programs (Kim Calame)&lt;br&gt;Receive report from Parks and Recreation Department relating to Summary of the Actions of the Board of Supervisors from January 2020 – June 2020 – consent (Saundra Alvarado)</td>
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<tr>
<td><strong>September 2, 2020</strong></td>
<td>No meeting</td>
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<tr>
<td><strong>October 7, 2020</strong></td>
<td>Items for this meeting are due by: 9/21/20&lt;br&gt;Receive report relating to Partnership Program (Melissa Hippard)&lt;br&gt;Review and update Committee Assignments – Commission</td>
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<tr>
<td><strong>November 4, 2020</strong></td>
<td>No meeting</td>
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<tr>
<td><strong>December 2, 2020</strong></td>
<td>Items for this meeting are due by: 11/16/20&lt;br&gt;Receive FY 2021 CIP Status Report Update (Annie Thomson)&lt;br&gt;Receive report relating to NRM Program (Michael Rhoades)&lt;br&gt;Summarize of BOS actions (Saundra Alvarado) [August 2019-December 2019-&gt; Feb. 5, 2020; and February 2020-June 2020 -&gt; August 5, 2020]&lt;br&gt;Liaisons Reports: -&gt;(February, April, June, August, October, December); -&gt;(Valley Water – February, June, December)</td>
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**Reminders**

- Summary of BOS actions (Saundra Alvarado) [August 2019-December 2019-> Feb. 5, 2020; and February 2020-June 2020 -> August 5, 2020]
- Liaisons Reports: ->(February, April, June, August, October, December); ->(Valley Water – February, June, December)
## PRC BUSINESS Workplan Matrix

### JANUARY 2020 - DECEMBER 2020

<table>
<thead>
<tr>
<th>Date</th>
<th>Commission Agenda Item</th>
<th>Disposition</th>
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</table>
| **Pending Items** | • Accept recommendations relating to the Department's proposed fee schedule (Mathew Santos) (June 3, 2020)  
• Receive report relating to Sanborn Forest Health Plan (Jeremy Farr) (TBD)  
• Receive report from the Parks and Recreation Department relating to a mountain bike amenities feasibility study (Michael Hettenhausen) (TBD) |             |
| **Dates to Remember** | • Martial Cottle – Fall Festival (TBD)  
• Alviso – Day on the Bay (TBD)  
• Fantasy of Lights (FOL) (TBD) |             |
DATE: December 4, 2019, Regular Meeting  
TIME: 6:30 PM  
PLACE: Isaac Newton Senter Auditorium  
County Government Center – 70 W. Hedding Street, 1st Floor  
San Jose, CA 95110

MINUTES

Opening

1. Call to Order/Roll Call.

Chairperson Waltonsmith called the meeting to order at 6:30 p.m. A quorum was present.

<table>
<thead>
<tr>
<th>Attendee Name</th>
<th>Title</th>
<th>Status</th>
<th>Arrived</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frank Soriano</td>
<td>Commissioner</td>
<td>Present</td>
<td></td>
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<tr>
<td>Chris Kangas</td>
<td>Vice Chairperson</td>
<td>Present</td>
<td></td>
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<tr>
<td>Dan McCorquodale</td>
<td>Commissioner</td>
<td>Present</td>
<td></td>
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<tr>
<td>Joe Mitchner</td>
<td>Commissioner</td>
<td>Present</td>
<td></td>
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<tr>
<td>Steve Munzel</td>
<td>Commissioner</td>
<td>Present</td>
<td></td>
</tr>
<tr>
<td>Ann Waltonsmith</td>
<td>Chairperson</td>
<td>Present</td>
<td></td>
</tr>
<tr>
<td>Michele Van Zuiden</td>
<td>Commissioner</td>
<td>Present</td>
<td></td>
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</tbody>
</table>

2. Public Comment.

No public comments were received.

3. Approve Consent Calendar.

3 RESULT: APPROVED [UNANIMOUS]  
MOVER: Steve Munzel, Commissioner  
SECONDER: Michele Van Zuiden, Commissioner  
AYES: Soriano, Kangas, McCorquodale, Mitchner, Munzel, Waltonsmith, Van Zuiden

Regular Agenda - Items for Discussion

4. Approve minutes of the October 2, 2019 Regular Meeting.
4 RESULT: APPROVED [UNANIMOUS]
MOVER: Steve Munzel, Commissioner
SECONDER: Joe Mitchner, Commissioner
AYES: Soriano, Kangas, McCorquodale, Mitchner, Munzel, Waltonsmith, Van Zuiden

5. Receive Liaison Reports:

a. Open Space Authority. (Dorsey Moore)

Shay Franco-Clausen, District 5, Open Space Authority Board of Directors, provided information relating to the Measure T Bond that was approved in November 2019 and advised that the Bond will provide up to $50 million in funding for land conservation in Coyote Valley to prevent flooding and water quality contamination. She expressed appreciation to the Commission for their continued support.

5.a RESULT: RECEIVED

b. Santa Clara Valley Water District. (Rachel Gibson)

Domingo Candelas, Local Government Affairs Advocate, Office of Government Relations, provided information relating to the Mini Grant Program, and the Anderson Retrofit Project to address four main project goals: public safety, water supply, environmental enhancements, and financial sustainability.

5.b RESULT: RECEIVED

c. Youth Science Institute. (Erika Buck)

Mark Cooper, Program Manager, Youth Science Institute, advised that attendance at Vasona and Sanborn Park in the last two months included 332 visitors for the Science and Nature Program, approximately 526 students for the Science and Education Programs, 32 visitors for the Free Interpretive Weekend, and 10 campers for Thanksgiving Week Camp. In response to an inquiry by Chairperson Waltonsmith, Mr. Cooper advised that operations are conducted indoor during winter seasons and programs are available throughout the entire year. In response to an inquiry by Commissioner Mitchner, Mr. Cooper advised that renovations at the Dyer House in Sanborn Park are still ongoing.

5.c RESULT: RECEIVED

d. Friends of Santa Teresa County Park. (Mike Boulland)

Mike Boulland, President, Friends of Santa Teresa County Park, provided information relating to events including La Fuente National Night Out, Clean Up the Springs, and educational programs for children. He advised that New Almaden
Quicksilver County Park Mining Museum at Casa Grande intends to hire a conservator to analyze artifacts and their historical importance.

### 5.d RESULT: RECEIVED

e. New Almaden Quicksilver County Park Association. (Kitty Monahan)

Kitty Monahan, Liaison, New Almaden Quicksilver County Park Association, reported that a wagon from 1932 was replaced at New Almaden Quicksilver Mining Museum at Casa Grande, that a tunnel has been built in the blacksmith shop, and the railing update has begun. She advised of the upcoming Living History Day on December 15, 2019 and noted that the park is in good condition. Finally, Ms. Monahan advised of the development of a new entrance to New Almaden Quicksilver County Park, intended to connect to the San Cristobal Mine entrance.

### 5.e RESULT: RECEIVED

f. Santa Clara County Creeks Coalition.

No report was received.

### 6. Receive report from Director, Parks and Recreation Department. (Don Rocha) (ID# 99273)

Mr. Rocha, PRK, provided an overview of personnel including six new Park Rangers, two promoted Park Rangers, Senior Maintenance Worker, Fleet Mechanic, Park Interpreter, Maintenance Manager, Senior Analyst, and the addition of Administrative positions. Mr. Rocha advised that Josie Ruddach was the latest recipient of the County Employee Excellence Award.

He further reported that a bicyclist who crashed and experienced symptoms of heart failure succumbed to injuries despite life saving efforts from Park Ranger Ryan Lane and Senior Park Ranger Mike Maximovich who were first to arrive on scene. Mr. Rocha expressed appreciation for their outstanding effort while treating the victim and working with the family who were riding with the victim. He further advised of a two-day search Thanksgiving weekend for a missing person in Joseph D. Grant Park and noted that the person was found alive. Mr. Rocha expressed appreciation to staff for their collective approach to assist with the search and working with the family throughout that time. Finally, he provided an overview of recent events including the Martial Cottle 5th Annual Fall Festival, 10th Annual Day on the Bay, 6th Annual All Staff Training, and Fantasy of Lights.

In response to an inquiry by Chairperson Waltonsmith, Mr. Rocha clarified that the Fantasy of Lights Festival does have an entrance fee.

Vice Chairperson Kangas expressed appreciation to Mr. Rocha for the in-depth report relating to personnel.
7. Consider recommendation relating to the renaming of Ed R. Levin County Park Trail. (Cherise Orange)  (ID# 98225)

Possible Action:

a. Receive report from the Parks and Recreation Department relating to the renaming of Ed. R. Levin County Park Trail.

b. Discuss and approve forwarding a favorable recommendation to the Board of Supervisors through the Housing, Land Use, Environment and Transportation (HLUET) Committee.

Cherise Orange, Senior Planner, Parks and Recreation Department (PRK), provided an overview of the background research and staff input relating to recommendations for new trail names, and further advised of the next steps in the process for the Ed R. Levin County Park Trails. She advised that the three recommended trail names that were selected for existing trails include the Azores Trail, the Jeff Cossins Trail, and the Pioneer Trail. Finally, Ms. Orange reported that the Bay Area Ridge Trail Council recommended the expansion to include the Calaveras Ridge Trail, Calera Creek Trail, Airpoint Trail and a segment of the Agua Caliente Trail.

In response to an inquiry by Commissioner Mitchner, Mr. Rocha advised that funds are available for implementation and that it is a matter of staff availability to change the trail signs. Discussion ensued relating to sign implementation, updated maps and brochures, restoration of trails, and additional access through trails for Ed. R. Levin County Park.

RESULT: APPROVED [UNANIMOUS]
MOVER: Steve Munzel, Commissioner
SECONDER: Dan McCorquodale, Commissioner
AYES: Soriano, Kangas, McCorquodale, Mitchner, Munzel, Waltonsmith, Van Zuiden

8. Receive report relating to the Natural Resource Management (NRM) Program. (Michael Rhoades)  (ID# 99274)

Michael Rhoades, Program Manager, PRK, provided an overview relating to the Grazing Program, Forest Health Program, Trails Program, and various emerging issues including improvement coordination to reduce cattle trail impact, feral pig problems, newt protection at Lexington Reservoir, invasive weed mapping, and fire risk reduction efforts throughout County Parks. Erik McFarland, Parks Program Coordinator, PRK, advised of the Calero Trails Master Plan, Santa Clara Valley Water Grant Funds, branding, and collaboration efforts with Mountain Bikers of Santa Cruz. He advised of future projects including the Saratoga to Skyline Trail and the Coyote Canyon Roads and Trails connections.
Discussion ensued relating to grazing licenses, the request for proposals process, maintenance requirements due to cattle trail impacts, and forest management collaboration with State Parks.

In response to an inquiry by Commissioner Soriano, Mr. Rhoades advised that land acquisitions help maintain migrations that will continue to protect and enhance a healthy population of wildlife that can mitigate possible contaminations.

8 RESULT: RECEIVED

9. Receive Fiscal Year 2019-2020 Capital Improvement Program (CIP) status report and introduction of Fiscal Year 2020-2021 CIP. (Annie Thomson) (ID# 99275)

Metka Val, Senior Analyst, PRK, advised that the Commission Capital Improvement Program (CIP) tour is tentatively scheduled for Saturday, February 1, 2020. Annie Thompson, Deputy Director, PRK, provided a presentation outlining the CIP through December 2019, the integrated Capital and Operations Program (ICOP), and the proposed Fiscal Year (FY) 2020 CIP. Ms. Thompson highlighted FY 2019 completed projects, integrated budgeting and planning of a 10 year plan for the ICOP, and FY 2020 CIP areas of interest. Discussion ensued relating to projects that are scheduled for funding, development of partnership opportunities, capital project management and prioritization of funding.

One individual addressed the Commission.

9 RESULT: RECEIVED

10. Approve Parks and Recreation Commission meeting schedule for calendar year 2020. (ID# 99333)

10 RESULT: APPROVED [UNANIMOUS]
MOVER: Frank Soriano, Commissioner
SECONDER: Michele Van Zuiden, Commissioner
AYES: Soriano, Kangas, McCorquodale, Mitchner, Munzel, Waltonsmith, Van Zuiden

Consent Calendar

11. Accept Business Workplan Matrix. (ID# 99396)

11 RESULT: ACCEPTED [UNANIMOUS]
MOVER: Steve Munzel, Commissioner
SECONDER: Michele Van Zuiden, Commissioner
AYES: Soriano, Kangas, McCorquodale, Mitchner, Munzel, Waltonsmith, Van Zuiden

Announcements

12. Announcements and correspondence:
a. Chairpersons' announcements.

Chairperson Waltonsmith made no announcements.

b. Commissioners' announcements.

Commissioner Van Zuiden announced the approval of a $5000 donation for the Hedge Rows project at Martial Cottle Park.

c. The County of Santa Clara provides reimbursement to appointed Commissioners for family care expenses incurred during the time spent performing their official County duties. For additional information please contact the Office of the Clerk of the Board at (408) 299-5001.

d. There are currently no vacancies on the Commission. For internet access to the vacancies list and applications www.sccgov.org/sites/cob/bnc/.

Adjourn

13. Adjourn to the next regular meeting on Wednesday, February 5, 2020 at 6:30 p.m. in Board of Supervisors' Chambers, 70 West Hedding Street, San Jose.

Chairperson Waltonsmith adjourned the meeting at 8:42 p.m.

Respectfully Submitted,

Cynthia Freitas
Deputy Clerk