



**TO:** Mayor and Councilmembers

**FROM:** Jaime Valdez, Interim Director of Neighborhood Services and Public Safety

**CONTACT:** JoAnne Plummer, Parks and Recreation Manager

**SUBJECT:** Prioritized Recommendations/Goals from the Goleta Parks, Facilities and Playgrounds Master Plan

**RECOMMENDATION:**

- A. Accept the recommendations from the Goleta Parks, Facilities and Playgrounds Master Plan as prioritized by the Parks and Recreation Commission; and
- B. Accept staff's recommendations on proposed actions and timeframes associated with the Parks and Recreation Commission priorities.

**BACKGROUND:**

At a special City Council meeting on January 16, 2020, the Goleta Parks, Facilities and Playgrounds Master Plan (Master Plan) was adopted, with revisions. The revisions requested by Council did not modify the recommendations in the Plan; however, the City Council requested that staff return to the Parks and Recreation Commission and have them consider the recommendations and prioritize them at their meeting on February 5, 2020. The list of recommendations, along with the Commission rankings and their cumulative averages are provided in Attachment 1.

The Commissioners were provided with a list of all the recommendations/goals, along with the recommended objectives necessary to meet the goal as outlined in the Master Plan. They were also provided with a list of current, approved and funded Capital Improvement Projects to remind Commissioners of the projects currently underway. Using this information, the Parks and Recreation Commissioners ranked their priorities prior to coming to the meeting. The ranked worksheets were turned in and the data was aggregated to determine a cumulative ranking of the recommendations, and, prior to deliberations, the floor was opened for public comment. Two members of the public spoke on this item, and a five-page letter received from the Santa Barbara Audubon Society was entered into the record. A few of the Commissioners commented on the exercise, indicating that it was challenging and difficult to choose one item over another when all

the recommendations are needed. One Commissioner stated the process was a challenge because the City of Goleta does a good job of incorporating many of the recommendations as standard practice, such as “smart energy use.” Therefore, using a priority vote for something already being done or planned seemed inefficient and wasteful.

The Commission’s responses were very closely aligned, as denoted by the posted averages. It was not surprising that the highest priority is to “restore open space,” which was listed in the Parks Master Plan as a high priority for the community.

This item was scheduled to be reviewed by Council in March of 2020, just as COVID-19 shut down many services. This item is coming back to the Council at this time to assist staff and the Parks and Recreation Commission in the establishment of project and program priorities.

## **DISCUSSION:**

Staff has reviewed the priorities and has broken them down into four categories for Council’s consideration: Short-Term (next Fiscal Year 2021/22), Mid-Term (3 – 5 years), Long-Term (6 – 10 years), and Ongoing. The illustration of this breakdown has been included in this report (Attachment 2).

The Short-Term category are projects for which staff believe work can begin in the next Fiscal Year to address the priority. These short-term priorities have been placed on the proposed workplans that were presented to Council through the budget process. While the Short-Term category will begin to address the priority, it is important to understand that not all of the objectives related to the recommendation/goal will be accomplished in the coming year.

The Mid-Term category would be projects that are vital, but would need more work in preparation of costs, impacts, etc.

The Long-Term items are those that are known to be important to the community but will take resources that are not currently available to the City at this time. Resources include, but are not limited to, land and money. While these items are listed in the Long-Term category, should opportunities arise that would provide options or resources to move forward, the item could be shifted.

Ongoing items are ones that staff continue to do day-to-day as current work efforts and best practices.

A complete listing of the prioritized goals with the associated objectives has been color coded and included for reference (Attachment 3).

**FISCAL IMPACTS:**

While there are no fiscal impacts associated with the acceptance of the priorities established by the Parks and Recreation Commission, each project has specific costs associated with staff, materials, studies and development.

If approved, the items in the Short-term category will return to Council with associated costs for consideration during the mid-year budget adjustment period or the next budget process.

**ALTERNATIVES:**

The Council may choose not to accept the Parks and Recreation Commission priorities and/or not accept the recommendation on timeframes from staff and provide alternate direction.

**Reviewed By:**

**Legal Review By:**

**Approved By:**



Kristine Schmidt  
Assistant City Manager



Michael Jenkins  
City Attorney



Michelle Greene  
City Manager

**ATTACHMENTS:**

1. Parks and Recreation Commission Recommendations/Goals Ranking
2. Ranked Recommendations/Goals with Timeline Actions
3. Ranked Recommendations/Goals with objectives from the Parks Master Plan

## **ATTACHMENT 1**

### **PARKS AND RECREATION COMMISSION RECOMMENDATION/GOALS RANKING**

# **RANKED RECOMMENDATIONS/GOALS FROM THE PARKS, FACILITIES AND PLAYGROUNDS MASTER PLAN**

| COMMISSION<br>AVERAGE | RANKING | RECOMMENDATIONS/GOALS  |
|-----------------------|---------|--|
| 4.83                  | 1       | <b>5.5.2</b> Restore open space  |
| 5.83                  | 2       | <b>5.5.1</b> Preserve and make open space more accessible for the general public   |
| 6.50                  | 3       | <b>5.2.1</b> Maximize active park acreage on public land without disturbing passive natural areas  |
| 8.17                  | 4       | <b>5.8.1</b> Smart energy use  |
| 8.50                  | 5       | <b>5.6.1</b> Expand financial opportunities for park expansion, amenity infills or improved and accessible facilities                          |
| 8.67                  | 6       | <b>5.4.1</b> Address off-leash dog matters   |
| 8.83                  | 7       | <b>5.4.3</b> Provide new or upgraded aquatic centers and recreation centers  |
| 9.00                  | 8       | <b>5.8.2</b> Low impact park system  |
| 9.17                  | 9       | <b>5.3.2</b> Improve direct access to and around parks for those that have mobility challenges   |
| 9.50                  | 10      | <b>5.2.3</b> Develop and implement Joint Use Agreements/Memorandum of Understanding with school districts for use of amenities on school sites |
| 10.00                 | 11      | <b>5.2.2</b> Consider publicly funded parklands to meet deficiencies   |
| 10.50                 | 12      | <b>5.2.5</b> Consider other parks and alternative recreation facilities when determining park deficiencies in certain areas                    |
| 11.17                 | 13      | <b>5.3.1</b> Implement the Active Transportation Plan, with an emphasis on Park Connections.   |
| 11.33                 | 14      | <b>5.7.1</b> Increase partnerships for program delivery or have the city assume programs   |
| 12.33                 | 15      | <b>5.7.2</b> Enhance division efficiencies   |
| 13.00                 | 16      | <b>5.2.4</b> Continue to work with developers on providing infill parks for future populations   |
| 13.67                 | 17      | <b>5.8.3</b> Promote healthy lifestyle, active transportation and cultivate awareness  |
| 14.50                 | 18      | <b>5.2.6</b> Consider non-Goleta parks and programs in determining population-based demand and requirements                                    |
| 15.00                 | 19      | <b>5.4.2</b> Provide new or upgraded baseball fields (youth), softball fields (youth), and soccer fields (youth)                               |

## **ATTACHMENT 2**

### **RANKED RECOMMENDATIONS/GOALS WITH TIMELINE ACTIONS**

| RECOMMENDATIONS FROM THE PARKS, FACILITIES AND PLAYGROUNDS MASTER PLAN |   |  |
|--|---|--|
| RANKING  | RECOMMENDATIONS/GOALS   | ACTIONS TO ACCOMPLISH THE OBJECTIVES   |
| 1  | <b>5.5.2</b> Restore Open Space   | The re-creation of the Parks and Open Space Manager position allows not only for the current restoration efforts of Ellwood Mesa, but also for the opportunity to plan for the current and future uses of our public open spaces.  |
| 2  | <b>5.5.1</b> Preserve and make open space more accessible for the general public                                      | While this goal would appear to be ongoing, the needs to plan for public access accommodations to some of Goleta's open spaces still exists. Time is needed to evaluate sites and determine options for expansion, trail development and future expansion opportunities. |
| 3  | <b>5.2.1</b> Maximize active park acreage on public land without disturbing passive natural areas                     | The process to re-categorize active parks and passive open spaces will be lengthy. While efforts could begin as early as next fiscal year, one year is not enough time to incorporate public input and possible general plan amendments.                                 |
| 4  | <b>5.8.1</b> Smart energy use   | Due to current sustainability policies of the City of Goleta, all projects are explored for energy and water efficiencies; therefore this is an ongoing practice for all new projects.   |
| 5  | <b>5.6.1</b> Expand financial opportunities for park expansion, amenity infills or improved and accessible facilities | While exploration of grants is an ongoing practice, it will require additional resources to accomplish the objectives to meet this goal.   |
| 6  | <b>5.4.1</b> Address off-leash dog matters  | As the location and funding for a permanent dog park are determined, staff can launch a pilot program in the near future. This will provide staff the opportunity to build a volunteer network to assist with the design and management of a permanent park.             |
| 7  | <b>5.4.3</b> Provide new or upgraded aquatic centers and recreation centers   | An Aquatic Center and a Recreation Center are in the current Capital Improvement Project schedule, but both would require land and/or facilities that could be re-purposed and meet current aquatic and/or recreation facility standards.                                |
| 8  | <b>5.8.2</b> Low impact park system   | This is an ongoing effort for new and renovated projects. Exploration for additional opportunities at City owned properties will continue.   |
| 9  | <b>5.3.2</b> Improve direct access to and around parks for those that have mobility challenges                        | The new data received in the Parks Master Plan will provide staff the opportunity to evaluate and prepare a plan to address our deficiencies.  |

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| 10  | <b>5.2.3</b> Develop and implement Joint Use Agreements/Memorandum of Understanding with school districts for use of amenities on school sites | This is an ongoing effort as needs arise. Currently, access to fields and playgrounds at GUSD sites is available to the public during daylight hours when school is not in session.   |
| 11  | <b>5.2.2</b> Consider publicly funded parklands to meet deficiencies   | The resources contained in the Parks Master Plan allow staff the opportunity to explore this option as projects arise.  |
| 12  | <b>5.2.5</b> Consider other parks and alternative recreation facilities when determining park deficiencies in certain areas                    | As these efforts are ongoing for consideration as projects arise, time is needed to cultivate a plan to accomplish the goal and develop appropriate projects.   |
| 13  | <b>5.3.1</b> Implement the Active Transportation Plan, with an emphasis on Park Connections.   | As part of the implementation of the Bike/Ped Master Plan, bike paths, trails, and connectivity is evaluated with every project as an ongoing effort.   |
| 14  | <b>5.7.1</b> Increase partnerships for program delivery or have the city assume programs   | This effort could begin sooner if the direction is to continue to increase partnerships for program delivery, but consideration of assuming programming by the City would be a significant effort.  |
| 15  | <b>5.7.2</b> Enhance division efficiencies   | While some of these objectives can be met currently and in the coming year, the staffing needs and addition of a ranger program would require additional funding.   |
| 16  | <b>5.2.4</b> Continue to work with developers on providing infill parks for future populations   | This is an ongoing strategy.  |
| 17  | <b>5.8.3</b> Promote healthy lifestyle, active transportation and cultivate awareness  | The implementation of the Bike/Ped Master Plan provides staff the opportunity to address this recommendation on an ongoing basis.   |
| 18  | <b>5.2.6</b> Consider non-Goleta parks and programs in determining population-based demand and requirements                                    | While some of these objectives are currently underway, the City will need to look at what other opportunities exist for City residents on state or federal lands outside the City limits.   |
| 19  | <b>5.4.2</b> Provide new or upgraded baseball fields (youth), softball fields (youth), and soccer fields (youth)                               | Current Capital Improvement Projects include renovation of two multi-use fields, and in 2019 the City built one new field and renovated another. While staff will continue to explore other field locations/needs, current progress is underway in this area. |
| <b>COLOR CODE CHART</b><br>Ongoing Efforts<br>Short Term - Efforts Begin FY 21/22<br>Mid Term - Efforts to Begin in 3 - 5 years<br>Long Term - Efforts to Begin in 6 - 10 years |  |   |



### **ATTACHMENT 3**

#### **RANKED RECOMMENDATIONS/GOALS WITH OBJECTIVES FROM THE PARKS MASTER PLAN**

**Ranked Recommendations/Goals with Objectives from Parks Master Plan**

| <b>Ranking</b> | <b>Goals</b>   | <b>Objectives</b>   |
|----------------|--|---|
| <b>1</b>       | <b>5.5.2</b> Restore open space.   | <b>13.1</b> Where open space is already preserved or dedicated, look at ways of enhancing the habitat quality or the extent of the habitat. |
|                |  | <b>13.2</b> Where open space is already preserved or dedicated, look at ways of enhancing the public's use of the open space.               |
|                |  | <b>13.3</b> Where open space is already preserved or dedicated, look at ways of enhancing the public's understanding of nature.             |
|                |  | <b>13.4</b> Where open space is already preserved, analyze site resources and plan for future sustainable preservation or infill.           |
| <b>2</b>       | <b>5.5.1</b> Preserve and make open space more accessible for the general public.                                      | <b>12.1</b> Work with other departments and landowners to preserve existing open space.   |
|                |  | <b>12.2</b> For new development seeking a discretionary permit, work with the applicant to preserve open space where appropriate.           |
| <b>3</b>       | <b>5.2.1</b> Maximize active park acreage on public land without disturbing passive natural areas                      | <b>1.1</b> Re-categorize active parks and passive open spaces   |
|                |  | <b>1.2</b> Identify infill opportunities in open spaces   |
| <b>4</b>       | <b>5.8.1</b> Smart energy use.   | <b>17.1</b> Enhance energy and water efficiency.  |
|                |  | <b>17.2</b> Promote renewable energy.   |
| <b>5</b>       | <b>5.6.1</b> Expand financial opportunities for park expansion, amenity infills or improved and accessible facilities. | <b>14.1</b> Create a best practice pricing model.   |
|                |  | <b>14.2</b> Investigate supplementary funding sources.  |
|                |  | <b>14.3</b> Study prospects to grow sponsorships.   |
|                |  | <b>14.4</b> Track grant and charitable opportunities.   |
| <b>6</b>       | <b>5.4.1</b> Address off-leash dog matters   | <b>9.1</b> Initiate a study for the possibility of a designated dog park  |
|                |  | <b>9.2</b> Enhance the enforcement of dog leash rules.  |
| <b>7</b>       | <b>5.4.3</b> Provide new or upgraded aquatic centers and recreation centers.   | <b>11.1</b> Provide new public aquatic facilities or programs.  |
|                |  | <b>11.2</b> Upgrade convenience and customer service amenities to existing facilities to increase usability and access to more.             |
|                |  | <b>11.3</b> Create additional recreational facilities and amenities at existing parks.  |
|                |  | <b>11.4</b> Identify where existing missing amenities can go as part of new park development.   |
|                |  | <b>11.5</b> Maintain and improve existing facilities, parks, trails, and open   |

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|           |  | spaces.  |
| <b>8</b>  | <b>5.8.2 Low impact park system.</b>   | <b>18.1</b> Sequester greenhouse gases (GHG).  |
|           |  | <b>18.2</b> Mitigate heat island effect.   |
|           |  | <b>18.3</b> Tree maintenance.  |
| <b>9</b>  | <b>5.3.2 Improve direct access to and around parks for those that have mobility challenges.</b>  | <b>8.1</b> Provide a more detailed review of the ADA issues and potential approaches to removal of these barriers.   |
|           |  | <b>8.2</b> Plan for consistent investments in ADA issues and barrier removals in all park and recreation planning, design and maintenance.   |
|           |  | <b>8.3</b> Prioritize barrier removal amongst all other ADA requirements and commit to a dedicated percent of the City of Goleta's financial resources to fix or remove these barriers on an annual basis.   |
|           |  | <b>8.4</b> Continually assess the current condition and if the city has above average financial resources in any given year, make sure that barrier removals are given their fair share or more of these resources.  |
| <b>10</b> | <b>5.2.3 Develop and implement Joint Use Agreements/Memorandum of Understanding with school districts for use of amenities on school sites</b> | <b>3.1</b> Look for opportunities to create partnerships with schools.   |
|           |  | <b>3.2</b> Work with school districts to develop neighborhood parks at local schools.  |
|           |  | <b>3.3</b> Foster discussions and agreements that are mutually beneficial for both sides and ensure that roles and responsibilities are defined for each organization.   |
|           |  | <b>3.4</b> Find an amenity that both the school district and the city have a need for and use that is the basis for an agreement.  |
|           |  | <b>3.5</b> Consider partnership for recreational programming.  |
| <b>11</b> | <b>5.2.2 Consider publicly funded parklands to meet deficiencies</b>   | <b>2.1</b> Focus on identifying a potential park site in areas where a park equity gap currently exists. First focus on under-served areas.  |
|           |  | <b>2.2</b> Focus on identifying potential park sites in areas where major growth is likely to occur and where undeveloped land could be dedicated for public use as required as a condition of project approvals.  |
|           |  | <b>2.3</b> Focus on identifying park sites in areas where the City of Goleta currently owns undeveloped or under-developed lands.  |
|           |  | <b>2.4</b> Focus on identifying a potential park site in areas where lands are undeveloped and where the current land use or zoning designation is in a category that is fully served and where future demand is not likely to need these lands for future projects. |

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| <b>12</b> | <b>5.2.5</b> Consider other parks and alternative recreation facilities when determining park deficiencies in certain areas. | <b>5.1</b> Think outside of the park.   |
|           |  | <b>5.2</b> Strive to connect open space areas to existing or planned parks.   |
|           |  | <b>5.3</b> Identify opportunities to turn open space areas into linear connections that can provide nature appreciation and science with education. |
|           |  | <b>5.4</b> Consider private development of parklike spaces in the overall plan.   |
|           |  | <b>5.5</b> Allow other forms of open space areas that are mostly natural areas to count towards park requirements.                                  |
| <b>13</b> | <b>5.3.1</b> Implement the Active Transportation Plan, with an emphasis on Park Connections.                                 | <b>7.1</b> Identify open space areas that could benefit from new trails.  |
|           |  | <b>7.2</b> Develop plans to build new trails through open space areas.  |
|           |  | <b>7.3</b> Locate new trails in new development where appropriate.  |
|           |  | <b>7.4</b> Locate missing gaps in pedestrian and bicycle connectivity to parks, recreational facilities and open space.                             |
|           |  | <b>7.5</b> Develop plans to fill in missing gaps in pedestrian and bicycle connectivity.  |
|           |  | <b>7.6</b> Work with other departments to implement plans to construct public improvements to increase the connectivity to parks.                   |
| <b>14</b> | <b>5.7.1</b> Increase partnerships for program delivery or have the city assume programs.                                    | <b>15.1</b> Improve special event offerings.  |
|           |  | <b>15.2</b> Routinely analyze the usage of the programs, facilities, and services and make appropriate adjustments based on collected facts.        |
|           |  | <b>15.3</b> Work with other service providers to enhance/develop programs to address changing needs and trends.                                     |
|           |  | <b>15.4</b> Monitor the costs of programs and services.   |
| <b>15</b> | <b>5.7.2</b> Enhance division efficiencies.  | <b>16.1</b> Improve internal and external communication about division activities, special events, and services.                                    |
|           |  | <b>16.2</b> Keep up with current demand by staffing properly.   |
|           |  | <b>16.3</b> Implement ranger program.   |
| <b>16</b> | <b>5.2.4</b> Continue to work with developers on providing infill parks for future populations                               | <b>4.1</b> Recognize emerging publicly accessible private parks.  |
|           |  | <b>4.2</b> Be equitable in terms of financial responsibility when it comes to paying for future parks.  |
|           |  | <b>4.3</b> Recognize the role of future development.  |

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|           |   | <b>4.4</b> Be strategic about new park development.  |
| <b>17</b> | <b>5.8.3</b> Promote healthy lifestyle, active transportation and cultivate awareness.                            | <b>19.1</b> Promote active transportation and reduce vehicle miles traveled (VMT).   |
|           |   | <b>19.2</b> Cultivate awareness and consensus.   |
| <b>18</b> | <b>5.2.6</b> Consider non-Goleta parks and programs in determining population-based demand and requirements.      | <b>6.1</b> Integrate parks on state or federal lands that do provide recreational opportunities for citizens of Goleta.  |
|           |   | <b>6.2</b> Continue to work with private organizations and other service providers that are engaged in recreation programming and potentially offer City of Goleta park lands to deliver these programs.   |
|           |   | <b>6.3</b> Coordinate recreational requirements with adjacent agencies.  |
| <b>19</b> | <b>5.4.2</b> Provide new or upgraded baseball fields (youth), softball fields (youth), and soccer fields (youth). | <b>10.1</b> Incorporate permanent youth baseball, softball, and soccer fields into the inventory.  |
|           |   | <b>10.2</b> As a result of reviewing the entire parks systems for available undeveloped space or underdeveloped space, consider adding infill sports fields to the following existing parks: Evergreen Park, Goleta Community Center, Stow Grove Park, and Jonny D. Wallis Park. |
|           |   | <b>10.3</b> Review the entire park systems for available undeveloped space or underdeveloped space; consider adding infill sports fields to lands adjacent to existing parks that may be available for purchase.   |
|           |   | <b>10.4</b> After reviewing the entire park systems for available undeveloped space or underdeveloped space as well as adjacent undeveloped lands, consider adding infill sports fields to new parks resulting from new development.   |
|           |   | <b>10.5</b> Annually update sports facility needs based on standards from the Needs Assessment or use national standards.  |

### COLOR CODE CHART

Ongoing Efforts

Short Term - Efforts Begin FY 21/22

Mid Term - Efforts to Begin in 3 - 5 years

Long Term - Efforts to Begin in 6 - 10 years