Pleasant Hill rec

# Parks, Facilities & Recreation

# MASTER PLAN

May 2020











*To be the leaders in providing WOW! experiences every day.*

# ACKNOWLEDGEMENTS

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# TABLE OF CONTENTS


CHAPTER ONE – EXECUTIVE SUMMARY 1

1.1 PROCESS 2

1.2 MASTER PLAN GOALS 2

1.3 VISION, MISSION, CORE VALUES 3

1.4 RECOMMENDATIONS 3

CHAPTER TWO – MARKET ANALYSIS 9

2.1 DEMOGRAPHIC ANALYSIS 9

2.2 TAPESTRY SEGMENTATION 18

2.3 TRENDS ANALYSIS 21

CHAPTER THREE – COMMUNITY ENGAGEMENT 37

3.1 OVERVIEW 37

3.2 STAKEHOLDER INTERVIEW AND FOCUS GROUP SUMMARY 38

3.3 COMMUNITY MEETING 43

3.4 ONLINE SURVEY 51

3.5 STATISTICALLY-VALID NEEDS ASSESSMENT 80

CHAPTER FOUR – PARK AND FACILITY ASSESSMENT 90

4.1 SITE ASSESSMENTS 90

4.2 LEVEL OF SERVICE 112

4.3 EQUITY MAPS 113

4.4 FACILITY AND PROGRAM PRIORITY RANKINGS 130

CHAPTER FIVE – PROGRAM ASSESSMENT 133

5.2 EXISTING CORE PROGRAM AREAS 135

5.3 AGE SEGMENT ANALYSIS 140

5.4 PROGRAM LIFECYCLE ANALYSIS 141

5.5 PROGRAM CLASSIFICATION 142

5.6 COST OF SERVICE & COST RECOVERY 143

5.7 SPONSORS / PARTNERS AND VOLUNTEERS 146

5.8 MARKETING PLATFORMS 148

5.9 CUSTOMER SERVICE AND FEEDBACK 151

CHAPTER SIX – FINANCIAL ANALYSIS 152
6.1 FUNDING AND REVENUE STRATEGIES 152
CHAPTER SEVEN – STRATEGIC ACTION PLAN 157
7.1 VISION 157
7.2 MISSION 157
7.3 CORE VALUES 157
7.4 RECOMMENDATIONS 158
CHAPTER EIGHT PARK IMPROVEMENT RECOMMENDATIONS 161
8.1 PARK CONCEPT PLANS 161
APPENICIES 177
APPENDIX A – LIFEMODE GROUPS' CHARACTERISTICS
APPENDIX B – DETAILED PROGRAM CLASSIFICATION
APPENDIX C – COMMUNITY COMMENTS FROM WEBSITE



# CHAPTER ONE

## EXECUTIVE SUMMARY

Pleasant Hill Recreation and Park District ("District") selected PROS Consulting, INC. to assist in completing a comprehensive Parks, Facilities, and Recreation Master Plan. The District has done a commendable job in the last two decades of leveraging community support to provide a host of recreation offerings including a Senior Center, a Community Center and a Teen Center along with a variety of recreation programming. The goal of this Master Plan is to help build upon this and position the District for the future.

To that end, the goal of this plan is to provide a concise and user-friendly roadmap that will assist the District with identifying the community's values and vision to help the District prioritize their decision-making for the next 10 years.

## 1.1 PROCESS

The Master Plan followed a process of data collection, public input, on-the-ground study, assessment of existing conditions, market research, and open dialogue with local leadership and key stakeholders. The project process followed a planning path, as illustrated below:




| Where Are We TODAY? | Where Are We Going TOMORROW? | How Do We Get THERE? |
|---|---|---|
| Site and facility assessments | Statistically-valid survey | Needs prioritization |
| Programs and services assessments | Online survey | Operations planning |
| Levels of services standards | Community Engagement | Funding and Revenue planning |
| GIS Mapping | Demographics & trends analysis | CIP and Opportunity Projects |
| SWOT Analysis | | Strategic action plan |

## 1.2 MASTER PLAN GOALS

- Engage the Pleasant Hill community, leadership, and stakeholders through an innovative, public outreach process to build a shared vision for parks, facilities, and recreation services.
- Utilize a wide variety of data sources and best practices including a statistically-valid survey to predict trends and patterns of use and how to address unmet needs in the District.
- Determine unique Level of Service Standards, validated by local data, to develop appropriate actions regarding parks, recreation programs and facilities that reflects the District's strong commitment in providing high quality recreational activities for the community.
- Align with NRPA's three pillars of Conservation, Health and Wellness and Social Equity through innovation and "next" practices for the District to achieve the strategic objectives and recommended actions, goals, objectives and implementation strategies outlined in the plan.
- Create a realistic, prioritized implementation road map that is clear, concise and adaptable action plan to ensure long-term success and financial sustainability for the District's parks, recreation programs, and facilities, as well as action steps to support the family-oriented community and businesses that call Pleasant Hill home.

# 1.3 VISION, MISSION, CORE VALUES

## 1.3.1 VISION

The following vision presents how Pleasant Hill Parks and Recreation District desires to be viewed in the future:

*"To be the leader in providing a "Wow" experience every day."*

## 1.3.2 MISSION

The following is the mission for how Pleasant Hill Parks and Recreation District will implement the vision:

*"Put people first."*

## 1.3.3 CORE VALUES

- Community Focused
- Excellence
- Fun
- Inclusion
- Innovative

# 1.4 RECOMMENDATIONS

## 1.4.1 BIG MOVES

These are large overall initiatives that were determine to be of high priority based on the various avenue of feedback culminating in a staff visioning workshop. These are listed alphabetically and not in an order of priority and reflect a high-level view of key strategic and tangible actions over the next decade to help the District achieve its overall vision, mission and goals.

1. Address Winslow Center & School House Sites
2. Build a District Administration Center
3. Determine feasibility of an Aquatic- Multi-purpose Facility / Gym
4. Identify new funding source(s) / Bond
5. Upgrade existing parks

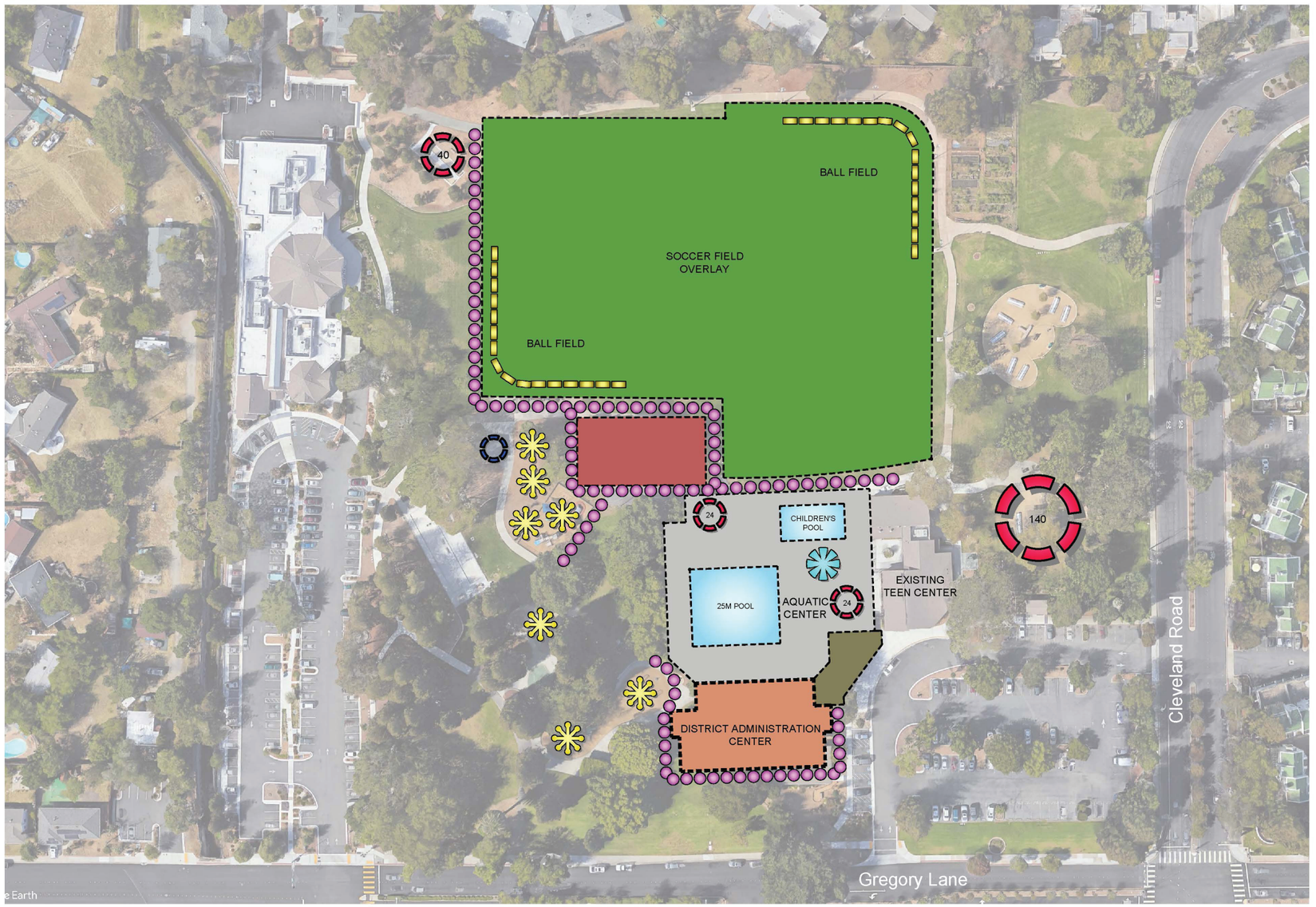



## 1.4.2 PARK IMPROVEMENTS

Initial concept drawings for improvements were developed using data received during this study. These were done for 11 District sites including Pleasant Hill Park, Rodgers-Smith Park, Paso Nogal Park, Brookwood Park, Dinosaur Hill Park, Pinewood Park, Chilpancingo Park, Shannon Hills Park, Shadowood Park, School House site, and the Winslow Center site.

A community workshop was held in May 2019 to present the concept plans and receive comments on the designs. The plans were then placed on the project web site and comments were received from the community via the website until July 31, 2019. These comments are provided in the **Appendix**.

The following page shows a visual snapshot of the list of draft improvements for one site and a listing of improvements for each site. Detailed concept plans for each site are provided in **Chapter 8**.




Pleasant Hill rec

Pleasant Hill Rec & Park District
The BIG Picture
Our Study, Vision & Plan for Play

# Parks, Facilities, and Recreation Master Plan

## Proposed Park Improvements

*Pleasant Hill Park*

*147 Gregory Ln, Pleasant Hill, CA 94523*

*16.5 Acres*

### Proposed Improvements

- DISTRICT ADMINISTRATION CENTER (10,000 sf.)
  - Offices
  - Board Room
  - Performance Space
  - Restrooms
  - Storage
  - Kitchen
  - Pool Locker room
- ENTRY PLAZA
- AQUATIC CENTER
- SYNTHETIC TURF
- POOL
- NEW BASKETBALL COURTS
- CONCRETE WALK
- BACKSTOP
- PICNIC SHELTER
- REPLACE PLAY EQUIPMENT
- RESTROOM (400 sf.)
- SPRAY GROUND
- WAYFINDING SIGNAGE THROUGHOUT PARK

0' 100' 200' 300'

RHA LANDSCAPE ARCHITECTS PLANNERS, INC.
6800 INDIANA AVENUE, SUITE 245
RIVERSIDE, CALIFORNIA 92506
LIC. #2799
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pros consulting
Prj. No.: 17131

DEC. 2019 | EXHIBIT # 01

| PARK NAME | PARK IMPROVEMENTS | |
|---|---|---|
| Pleasant Hill Park | • District Administration Center<br>• Entry Plaza<br>• Aquatic Center<br>• Pool<br>• Replace Basketball Courts | • Parking<br>• Concrete Walk<br>• Backstop<br>• Picnic Shelter<br>• Replace Play Equipment<br>• Skate Plaza<br>• Sprayground |
| Rodgers-Smith Park | • Replace Restroom with small community room<br>• Basketball Court in place of existing sand volleyball court | • Parking Concrete Walk<br>• Picnic Shelter |
| Paso Nogal Park | • Parking<br>• Concrete Walk | • Restroom |
| Brookwood Park | • Replace Basketball Court<br>• Parking<br>• Concrete Walk<br>• Picnic Shelter | • Replace Picnic Tables<br>• Replace Play Equipment<br>• Restroom |
| Dinosaur Hill Park | • Decomposed Granite Walk | • Tables, Benches, Trash Receptables |
| Pinewood Park | • Playground<br>• Concrete Walk | • Replace Play Equipment |
| Chilpancingo Park | • Bocce Ball Courts<br>• Concrete Walk | • Restroom |
| Shannon Hills Park | • Concrete Walk<br>• Restroom | • Replace Play Equipment<br>• Tables, Benches, Trash Receptacles |
| Shadowood Park | • Replace Playground<br>• Concrete Walk<br>• Replace Play Equipment | • Walkway Lights<br>• Fence Along Creek Side |
| School House Site | • Multi-purpose Center<br>• Parking<br>• Playground | • Concrete Walk<br>• Play Equipment |
| Winslow Center | • Gymnasium<br>• Parking<br>• Courtyard | • Concrete Walk<br>• Picnic Shelter<br>• Skatepark |

The following sections provide overarching goals by individual areas of operations driven by District staff input and analysis of all the data and technical reports.

## 1.4.3 RECREATION PROGRAMS

GOALS:

- Improving intergenerational programming
- Increase financial sustainability / stability
- Increasing frequency of participation for those participating only once

## 1.4.4 MAINTENANCE AND OPERATIONS

GOALS:

- Increase / maintain service levels of parks and facilities
- Standardized trainings for both Departments
- More transparency with work requests
- Maintaining high quality for our facilities

## 1.4.5 MARKETING AND COMMUNICATION

GOALS:

- Expand marketing capabilities to meet ongoing demands
- Create virtual tours of parks and facilities
- Expand marketing capabilities to meet ongoing demands
- Extend marketing reach beyond Pleasant Hill
- Cross promote within existing customers to promote increased participation



# CHAPTER TWO

## MARKET ANALYSIS

A key component of the Master Plan is a Demographics and Trends Analysis which helps provide a thorough understanding of the demographic makeup of residents within the District, as well as national, regional, and local recreational trends.

## 2.1 DEMOGRAPHIC ANALYSIS

The Demographic Analysis describes the population served by the Pleasant Hill Recreation and Park District ("District"). This analysis is reflective of the District's total population and its key characteristics such as age segments, income levels, race, and ethnicity. It is important to note that future projections are based on historical patterns and unforeseen circumstances during or after the time of the analysis could have a significant bearing on the validity of the projected figures.

2017 TOTAL POPULATION
**41,241**

2017 TOTAL HOUSEHOLDS
**17,445**

2017 MEDIAN AGE
**42.0**

$$$

2017 MEDIAN HOUSEHOLD INCOME
**$86,332**

2017 RACE
**71% White**

## 2.1.2 METHODOLOGY

Demographic data used for the analysis was obtained from U.S. Census Bureau and from Environmental Systems Research Institute, Inc. (ESRI), the largest research and development organization dedicated to Geographical Information Systems (GIS) and specializing in population projections and market trends. All data was acquired in November 2017 and reflects actual numbers as reported in the 2010 Census, and estimates for 2017 and 2022 as obtained by ESRI. Straight line linear regression was utilized for 2027 and 2032 projections. The District boundaries shown below were utilized for the demographic analysis. (**See Figure 1**)

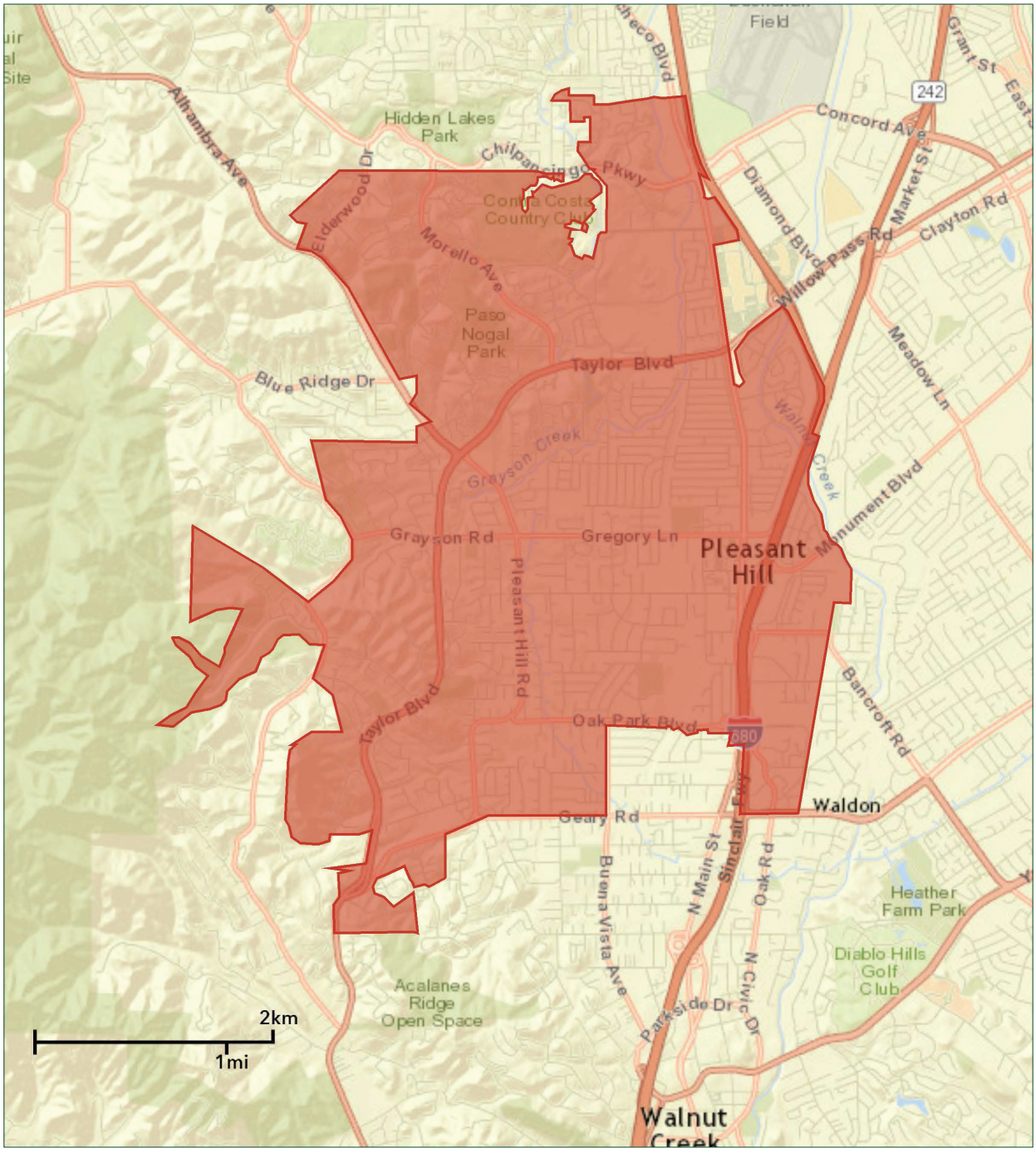



Figure 1: District Boundaries

## RACE AND ETHNICITY DEFINITIONS

The minimum categories for data on race and ethnicity for Federal statistics, program administrative reporting, and civil rights compliance reporting are defined as below. The Census 2010 data on race are not directly comparable with data from the 2000 Census and earlier censuses; therefore, caution must be used when interpreting changes in the racial composition of the US population over time. The latest (Census 2010) definitions and nomenclature are used within this analysis.

- American Indian – This includes a person having origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment
- Asian – This includes a person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam
- Black – This includes a person having origins in any of the black racial groups of Africa
- Native Hawaiian or Other Pacific Islander – This includes a person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands
- White – This includes a person having origins in any of the original peoples of Europe, the Middle East, or North Africa
- Hispanic or Latino – This is an ethnic distinction, a subset of a race as defined by the Federal Government; this includes a person of Mexican, Puerto Rican, Cuban, South or Central American, or other Spanish culture or origin, regardless of race

*Please Note: The Census Bureau defines Race as a person's self-identification with one or more of the following social groups: White, Black or African American, Asian, American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander, some other race, or a combination of these. While Ethnicity is defined as whether a person is of Hispanic / Latino origin or not.* ***For this reason, the Hispanic / Latino ethnicity is viewed separate from race throughout this demographic analysis.***

## 2.1.3 DISTRICT POPULACE

### POPULATION

The District's population experienced a rapid growth rate of 7.83% from 2010 to 2017 (1.12% per year), which is above the national growth rate of 0.87% annually over the same period. The total number of households also increased at a similar rate to the population in recent years (6.80% since 2010).

Currently, the population is estimated at 41,241 individuals living within 17,445 households. Projecting ahead, the total population and total number of households are both expected to continue growing over the next 15 years, but at a slower rate than years past. Based on 2032 predictions, the District is expected to have 46,688 residents living within 19,484 households. (**See Figures 2 & 3**)

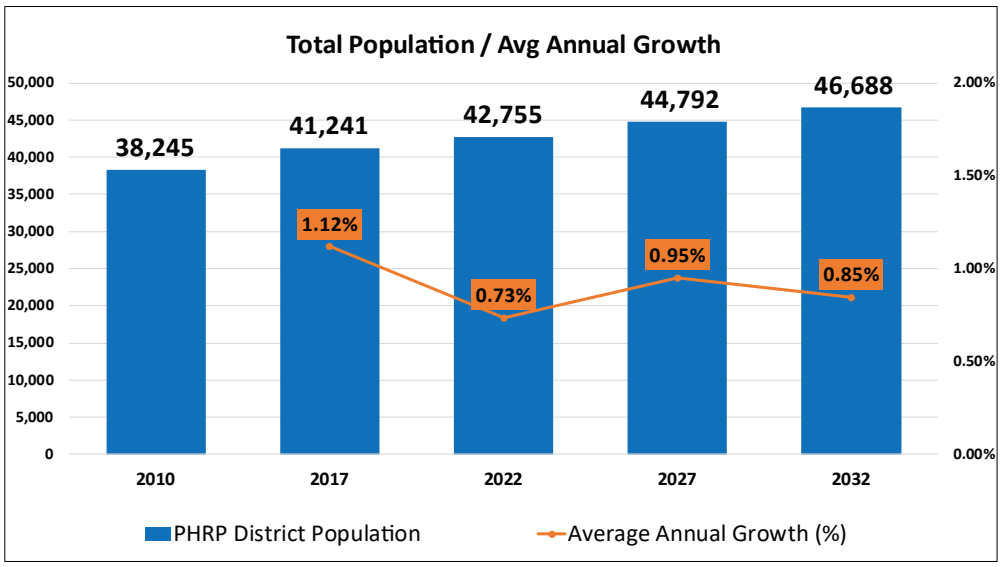



Figure 2: District Total Population

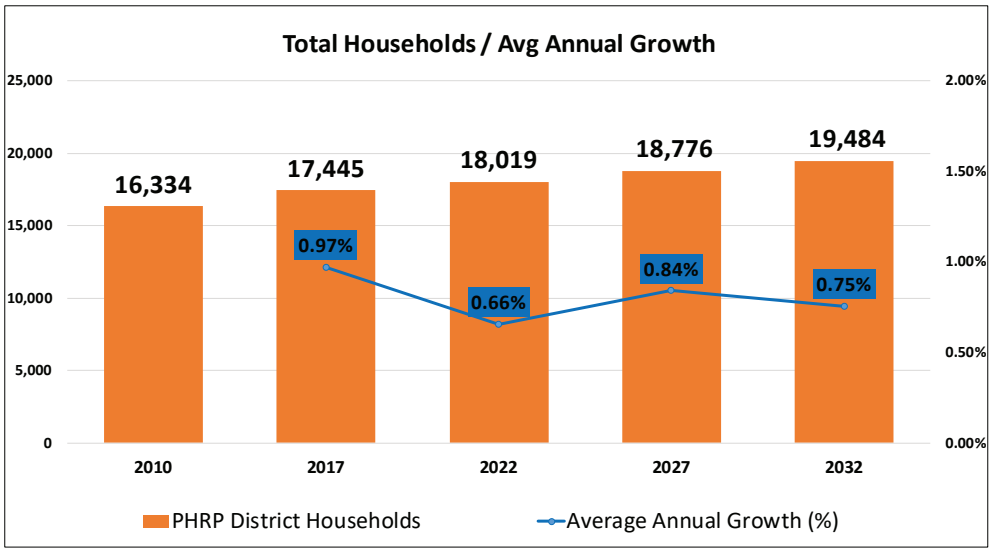



Figure 3: District Total Number of Households

## AGE SEGMENT

Evaluating the District by age segments, the population is slightly aging, with a median age of 42.0 years old which is well above the US median age of 38.2 years. Assessing the population as a whole, the District is projected to continue its current aging trend. Over the next 15 years, the 55+ population is expected to gain 7% of the distribution of the total population. This is largely due to the increased life expectancies and the remainder of the Baby Boomer generation shifting into the senior age groups. (**See Figure 4**).




Due to the continued growth of the older age segments, it is useful to further segment the "Senior" population beyond the traditional 55+ designation. Within the field of parks and recreation, there are two commonly used ways to partition this age segment. One is to simply segment by age: 55-64, 65-74, and 75+. However, as these age segments are engaged in programming, the variability of health and wellness can be a more relevant factor. For example, a 55-year-old may be struggling with rheumatoid arthritis and need different recreational opportunities than a healthy 65-year old who is running marathons once a year. Therefore, it may be more useful to divide this age segment into "Active," "Low-Impact," and/or "Social" Seniors.

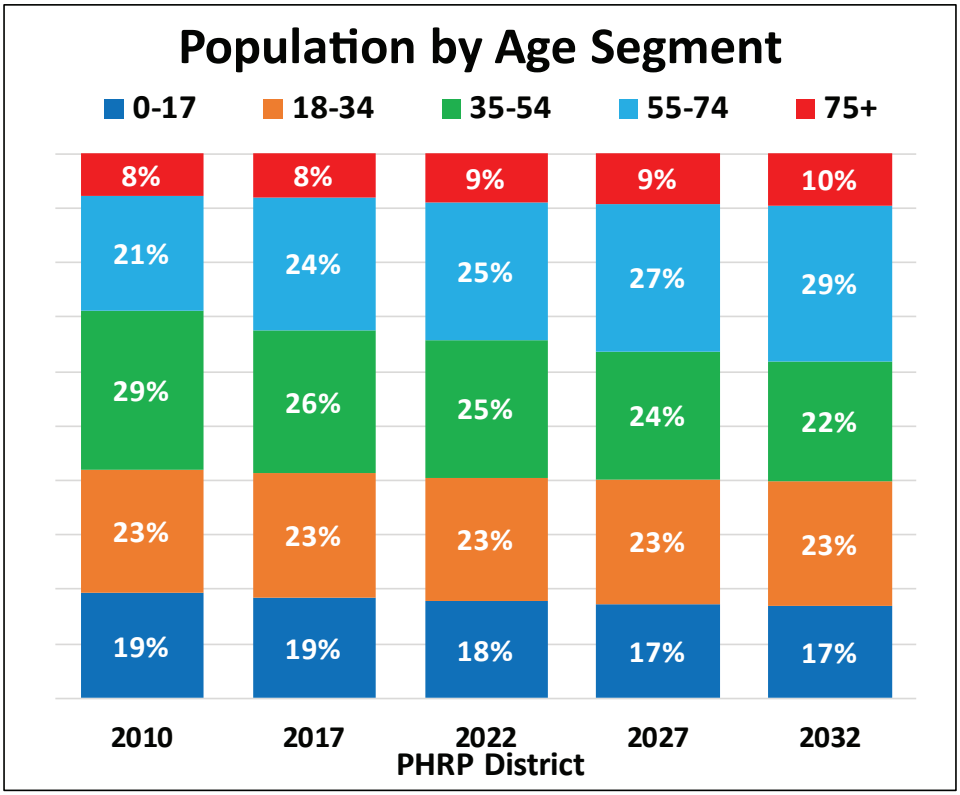



Figure 4: District Population by Age Segments

## RACE

Analyzing race, the service area's current population is moderately diverse. The 2017 estimate shows that 71% of the population falls into the White Alone category, while the Asian category (17%) represents the largest minority. The racial diversification of the District is similar to the national population, which is approximately 70% White Alone. The predictions for 2032 expect the population continue to diversifying with the White Alone population is projected to decrease (-9%) while all other race categories experience slight increases. (**Figure 5**)

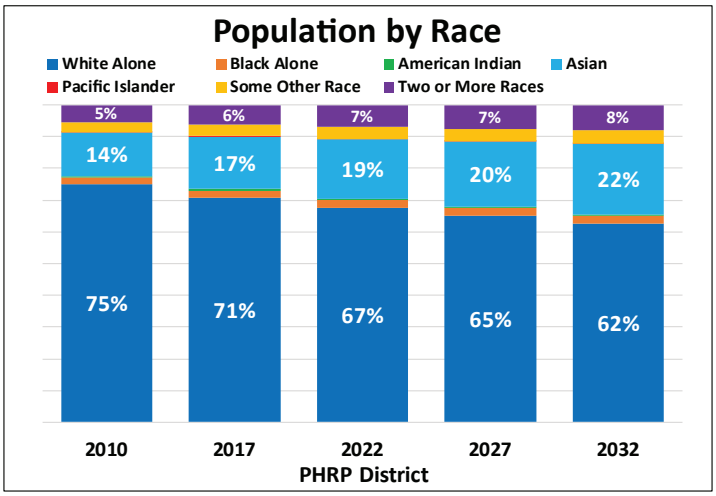



Figure 5: District Population by Race

## ETHNICITY

The District's population was also assessed based on Hispanic / Latino ethnicity, which by the Census Bureau definition is viewed independently from race. It is important to note that individuals who are Hispanic / Latino in ethnicity can also identify with any of the racial categories from above. Based on the 2010 Census, those of Hispanic/Latino origin represent just under 13% of the service area's current population, which is slightly lower than the national average (18% Hispanic/Latino). The Hispanic/Latino population is expected to continue growing over the next 15 years, increasing to 16% of the District's total population by 2032. (**Figure 6**)

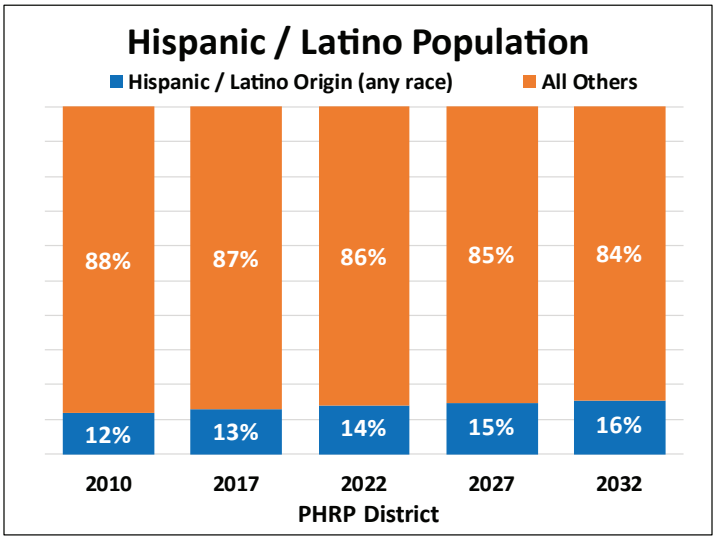



Figure 6: District Population by Ethnicity

## HOUSEHOLD INCOME

The District's per capita income ($49,768) and median household income ($86,332) are both currently above the national averages ($30,820 & $56,124). As seen in **Figure 7**, both per capita income and median household income are expected to continue growing over the next 15 years.

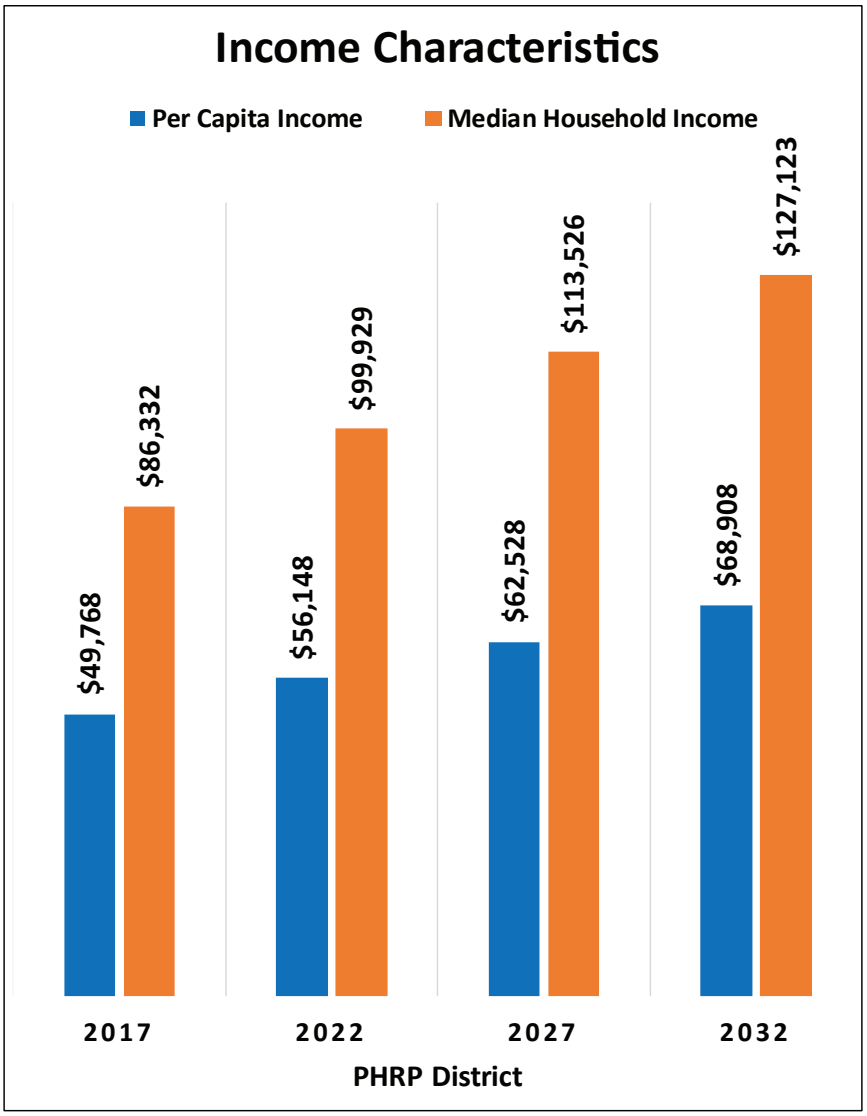



Figure 7: District Income Characteristics

## 2.1.4 DISTRICT DEMOGRAPHIC COMPARATIVE SUMMARY

The table below is a summary of District's demographic figures. These figures are then compared to the U.S. population. This allows the District to see how its population compares nationally. Highlighted cells represent key takeaways based on the largest discrepancies between the District and the U.S. These are:

1. Higher income characteristics
2. An older population
3. Greater Asian populace

| 2017 Demographic Comparison | | PHRP District | U.S.A. |
|---|---|---|---|
| Population | Annual Growth Rate (2010-2017) | 1.12% | 0.87% |
| | Projected Annual Growth Rate (2017-2032) | 0.88% | 0.83% |
| Households | Annual Growth Rate (2010-2017) | 0.97% | 0.79% |
| | Average Household Size | 2.33 | 2.59 |
| Age Segment Distribution | Ages 0-12 | 13% | 16% |
| | Ages 13-17 | 5% | 6% |
| | Ages 18-34 | 23% | 24% |
| | Ages 35-54 | 26% | 26% |
| | Ages 55-64 | 14% | 13% |
| | Ages 65-74 | 10% | 9% |
| | Ages 75+ | 8% | 6% |
| Race Distribution | White Alone | 70.6% | 70.2% |
| | Black Alone | 2.4% | 12.8% |
| | American Indian | 0.4% | 1.0% |
| | Asian | 16.6% | 5.6% |
| | Pacific Islander | 0.2% | 0.2% |
| | Some other Race | 3.5% | 6.8% |
| | Two or More Races | 6.3% | 3.4% |
| Hispanic/Latino Population | Hispanic / Latino Origin (any race) | 12.8% | 18.1% |
| | All Others | 87.2% | 81.9% |
| Income Characteristics | Per Capita Income | $49,768 | $30,820 |
| | Median Household Income | $86,332 | $56,124 |

Figure 8: District Demographic Comparative Summary Table

## KEY DEMOGRAPHIC FINDINGS

- District's population annual growth rate (1.12%) is above the national (0.87%) growth rate.
- District's average household size (2.33) is lower than the U.S.'s (2.59) average household size.
- When looking at age segments, the service area's percentage distribution is older than that of the national distribution, with 32% of the population being over the age of 55.
- District's racial distribution roughly mirrors that of the national distribution, with 71% representing the majority (White Alone) and 29% representing all minority races.
- District's percentage of Hispanic/Latino population (12.8%) is lower than the national average (18.1%).
- The service area's per capita income ($49,768) and median house income ($86,332) are both significantly greater than the national averages ($30,820 & $56,124).

## 2.1.5 DEMOGRAPHIC IMPLICATIONS

While it is important not to generalize recreation needs and priorities based solely on demographics, the analysis suggests some potential implications for the District.

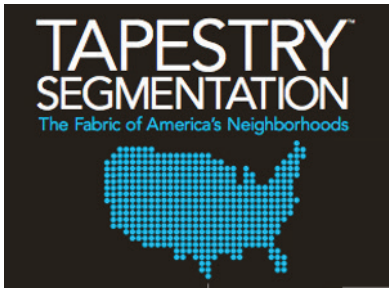
First, the rapid growth rate suggests that the District should continue the upkeep of existing facilities in addition to possibly expanding facility space in order to accommodate the growing population. Rather than eliminating services or facilities that are deemed outdated or currently underutilized, consider repurposing these spaces to meet the needs of its users.

Second, the District's slight aging trend may indicate the need to provide more programs and services for the 55+ population. Such a focus could also potentially attract baby boomers to retire in Pleasant Hill. However, it will also be important to continue providing services for the 68% of residents who are under age 55.

Third, the District's above-average income characteristics suggest the presence of some disposable income despite the high cost of living. This provides the District's residents with some flexibility to spend money on recreational activities they deem important. It also implies that low participation numbers are most likely not due to financial restraints but rather other barriers such as busy work / life schedules or other interests.

Finally, the District should ensure that its rapidly growing Asian population is reflected in marketing and communications outreach, program participation figures, and response rates when surveying the community.

# 2.2 TAPESTRY SEGMENTATION




ESRI's Tapestry Segmentation is a geodemographic system that classifies U.S. neighborhoods based on their socioeconomic and demographic compositions. This market segmentation tool integrates consumer traits with residential characteristics to identify individual markets within a specified area. The Tapestry provides a classification model with 67 distinct, behavioral market segments that depict consumers' lifestyles and lifestages, and detail the diversity of the American population. These individual market segments are then arranged into 14 LifeMode groups that have similar characteristics and market profiles. A brief summary of the 14 LifeMode groups is provided in the table below. A complete listing of these groups' characteristics and the individual segments that comprise each LifeMode group is available in **Appendix A**. (**Source: ESRI**)

| LifeMode Summary Groups | |
|---|---|
| Group Name | Brief Description |
| **Affluent Estates** | Established wealth- educated, well-traveled married couples |
| **Upscale Avenues** | Prosperous, married couples in higher density neighborhoods |
| **Uptown Individuals** | Younger, urban singles on the move |
| **Family Landscapes** | Successful younger families in newer housing |
| **GenXurban** | Gen X in middle age; families with fewer kids and a mortgage |
| **Cozy Country Living** | Empty nesters in bucolic settings |
| **Ethnic Enclaves** | Established diversity- young, Hispanic homeowners with families |
| **Middle Ground** | Lifestyles of thirtysomethings |
| **Senior Styles** | Senior lifestyles reveal the effects of saving for retirement |
| **Rustic Outposts** | Country life with older families, older homes |
| **Midtown Singles** | Millenials on the move; single, diverse, and urban |
| **Hometown** | Growing up and staying close to home; single householders |
| **Next Wave** | Urban denizens; young, diverse, hardworking families |
| **Scholars and Patriots** | College campuses and military neighborhoods |

The ESRI Tapestry Segmentation provides an understanding of consumers' lifestyle choices, what they buy, and how they spend their free time for a specified service area. This information is useful in identifying target markets, as well as highlighting segments that are being underserved, to ensure that the District's offerings are in line with the unique characteristics and preferences of its users.

## 2.2.1 TOP 5 TAPESTRY SEGMENTS

This section reveals the top five Tapestry Segments and corresponding LifeMode Groups, expressed as percentage of households, for the District. Analyzing the dominant Tapestry Segmentation allows the District to assess the market profile of its service area by examining the distribution of household types and summarizing the general characteristics and behaviors expected from each group.

For better context of how unique the District's households are compared to the rest of the country, the percentage of U.S. households for each Tapestry Segment are also provided for comparison.

**PHRP District Top 5 Tapestry Segments**

| | Tapestry Segments | % of PHRP District Households | % of U.S. Households |
|---|---|---|---|
| 1 | **Exurbanites**<br>Affluent Estates | 21.2% | 1.9% |
| 2 | **Pleasantville**<br>Upscale Avenues | 14.3% | 2.2% |
| 3 | **Trendsetters**<br>Uptown Individuals | 12.7% | 1.1% |
| 4 | **Enterprising Professionals**<br>Upscale Avenues | 8.1% | 1.4% |
| 5 | **City Lights**<br>Middle Ground | 7.6% | 1.5% |
| **Total Percentage of Population:** | | **63.9%** | **8.1%** |

## KEY TAPESTRY SEGMENT DESCRIPTIONS

Below are brief summaries of the characteristics and consumer behaviors for the most prevalent Tapestry Segments within the District.

### *EXURBANITES (21.2% OF DISTRICT HOUSEHOLDS)*

- Married couples with no children living in single family homes with median age of 49.6 and median household income of $98,000
- College educated individuals with many retirees, or near retiring
- As consumers, interested in quality before price
- Use the internet for everything from shopping to managing finances
- Sociable and hardworking, while still finding time to stay physically fit

### *PLEASANTVILLE (14.3% OF DISTRICT HOUSEHOLDS)*

- Mostly older married couples with children over 18 years old, living in older homes built before 1970
- Well-educated professionals mainly working in finance, information/technology, or management positions, with a low unemployment rate (7.8%)
- Not cost-conscious, willing to spend more for quality and brands with a median household income of $85,000 and median age of 41.9
- Use disposable income to Invest in conservative securities and contribute to charities, while also working on home improvement and remodeling projects
- Enjoy activities such as outdoor gardening, going to the beach, visiting theme parks, frequenting museums, and attending rock concerts

### *TRENDSETTERS (12.7% OF DISTRICT HOUSEHOLDS)*

- Young singles living alone or with roommates or partners, renting multiunit housing in urban settings
- Well educated, nearly half with bachelor degrees, with a median age of 35.5 and median household income of $51,000
- Primarily spenders rather than savers, who travel often exploring new destinations and experiences
- Up-to-date on technology, using the internet and smartphones to keep up on latest styles and trends
- Socially and environmentally conscious, while also being attentive to good health and nutrition; shopping at Whole Foods or Trader Joe's and buy organic when they can

### *ENTERPRISING PROFESSIONALS (8.1% OF DISTRICT HOUSEHOLDS)*

- Mostly married couples or singles living in multiunit and single-family homes with median age of 34.8 and median household income of $77,000
- Well educated STEM (science, technology, engineering, mathematics) professionals that change jobs often and supplement their income with high-risk investments
- Early adopters of new technology that enjoy talking about and giving advice on technology, and spend long hours in front of the computer
- Activities include gambling, visiting museums, going to the beach, reading digital books, and watching movies and TV with video-on-demand and high-speed internet connections
- Strive to stay youthful and healthy, eat organic and natural foods, run, and do yoga

### *CITY LIGHTS (7.6% OF DISTRICT HOUSEHOLDS)*

- Diverse mixture of married couples, single parents, and singles with a median age of 38.8 and median household income of $60,000
- Most housing is single-family homes or townhouses built before 1970 that have at least one vehicle
- Residents earn above average incomes but are also price savvy consumers and tend to seek out deals on brands they like at warehouse clubs, Walmart, or Target
- Residents are health-conscious consumers, while also being attuned to nature/environment and prefer to purchase low-calorie and natural products

# 2.3 TRENDS ANALYSIS

The Trends Analysis provides an understanding of both national and local recreational trends. This analysis examines participation trends, activity levels, and programming trends. It is important to note that all trends are based on current and/or historical patterns and participation rates.

## 2.3.1 NATIONAL TRENDS IN RECREATION

### METHODOLOGY

The Sports & Fitness Industry Association's (SFIA) *Sports, Fitness & Recreational Activities Topline Participation Report 2017* was utilized in evaluating the following trends:

- National Trends in Sport and Fitness Participation
- Core vs. Casual Participation
- Activity by Generation
- National Trends in Fitness and Sports Spending

The study is based on findings from surveys carried out in 2016 and the beginning of 2017 by the Physical Activity Council, resulting in a total of 24,134 online interviews – 11,453 individual and 12,681 household surveys. A sample size of 24,134 completed interviews is considered by SFIA to result in a high degree of statistical accuracy. A sport with a participation rate of five percent has a confidence interval of plus or minus 0.31 percentage points at a 95 percent confidence interval. Using a weighting technique, survey results are applied to the total U.S. population figure of 296,251,344 people (ages six and older). The purpose of the report is to establish levels of activity and identify key participatory trends in recreation across the U.S.

### CORE VS. CASUAL PARTICIPATION

In addition to overall participation rates, SFIA further categorizes active participants as either core or casual participants based on frequency. Core participants have higher participatory frequency than casual participants. The thresholds that define casual versus core participation may vary based on the nature of each individual activity. For instance, core participants engage in most fitness and recreational activities more than 50 times per year, while for sports, the threshold for core participation is typically 13 times per year.

In a given activity, core participants are more committed and tend to be less likely to switch to other activities or become inactive (engage in no physical activity) than causal participants. This may also explain why activities with more core participants tend to experience less pattern shifts in participation rates than those with larger groups of casual participants.

### INACTIVITY RATES / ACTIVITY LEVEL TRENDS

SFIA also categorizes participation rates by intensity, dividing activity levels into five categories based on the caloric implication (i.e., high calorie burning, low/med calorie burning, or inactive) and the frequency of participation (i.e., 1-50 times, 50-150 times, or above) for a given activity. Participation rates are expressed as 'super active' or 'active to a healthy level' (high calorie burning, 151+ times), 'active' (high calorie burning, 50-150 times), 'casual' (high calorie burning, 1-50 times), 'low/med calorie burning', and 'inactive'. These participation rates are then assessed based on the total population trend over the last five years, as well as breaking down these rates by generation.

## NATIONAL SPORT AND FITNESS PARTICIPATORY TRENDS

### *NATIONAL TRENDS IN GENERAL SPORTS*



The sports most heavily participated in the United States were golf (24.1 million in 2015) and basketball (22.3 million), which have participation figures well in excess of the other activities within the general sports category. The popularity of golf and basketball can be attributed to the ability to compete with relatively small number of participants. Golf also benefits from its wide age segment appeal, and is considered a life-long sport. Basketball's success can be attributed to the limited amount of equipment needed to participate and the limited space requirements necessary, which make basketball the only traditional sport that can be played at the majority of American dwellings as a drive-way pickup game.

Since 2011, rugby and other niche sports, like boxing, roller hockey, and squash, have seen strong growth. Rugby has emerged as the overall fastest growing sport, as it has seen participation levels rise by 82.4% over the last five years. Based on the five-year trend, boxing (62%), roller hockey (55.9%), squash (39.3%), lacrosse (39.2%), cheerleading (32.1%) and field hockey (31.8%) have also experienced significant growth. In the most recent year, the fastest growing sports were gymnastics (15%), rugby (14.9%), sand volleyball (14.7%), Pickleball (12.3%), and cheerleading (11.7%).

During the last five years, the sports that are most rapidly declining include touch football (-26%), ultimate Frisbee (-24.5%), racquetball (-17.9%), and tackle football (-15%). Furthermore, Ultimate Frisbee and racquetball are losing their core participants, while touch football and tackle football are experiencing attrition in its casual participant base. For the most recent year, Ultimate Frisbee (-16.7%), touch football (-12.3%), tackle football (-11.9%), and boxing (-10.7%) underwent the largest declines.

In general, the most recent year shares a similar pattern with the five-year trends; suggesting that the increasing participation rates in certain activities have yet to peak in sports like rugby, sand volleyball, and ice hockey. However, four sports that increased rapidly over the past five years have undergone recent declines, including lacrosse, field hockey, squash, and boxing for competition. The reversal of the five-year trends in these sports may be due to a relatively low user base (about 1 million) and could suggest that participation in these activities may have peaked. Exiting individuals from these declining activities are mostly casual participants that may switch to a variety of other sports or fitness activities.

### *CORE VS. CASUAL TRENDS IN GENERAL SPORTS*

The most popular sports, such as basketball and baseball, have a larger core participant base (engaged 13+ times annually) than casual participant base (engaged at least 1 time annually). Less mainstream, less organized sports such as ultimate Frisbee, roller hockey, squash and boxing for competition have larger casual participation engaged at a lower frequency. Although these sports increased in participation over the last five years, the newcomers were mostly casual participants that may be more inclined to switch to other sports or fitness activities, resulting in the declining one-year trends.

| National Participatory Trends - General Sports | | | | | |
|---|---|---|---|---|---|
| Activity | Participation Levels | | | % Change | |
| | 2011 | 2015 | 2016 | 11-16 | 15-16 |
| Golf (2015 data) | 26,122 | 24,700 | 24,120 | -7.7% | -2.3% |
| Basketball | 24,790 | 23,410 | 22,343 | -9.9% | -4.6% |
| Tennis | 17,772 | 17,963 | 18,079 | 1.7% | 0.6% |
| Baseball | 13,561 | 13,711 | 14,760 | 8.8% | 7.7% |
| Soccer (Outdoor) | 13,667 | 12,646 | 11,932 | -12.7% | -5.6% |
| Softball (Slow Pitch) | 7,809 | 7,114 | 7,690 | -1.5% | 8.1% |
| Badminton | 7,135 | 7,198 | 7,354 | 3.1% | 2.2% |
| Volleyball (Court) | 6,662 | 6,423 | 6,216 | -6.7% | -3.2% |
| Football, Flag | 6,325 | 5,829 | 6,173 | -2.4% | 5.9% |
| Football, Touch | 7,684 | 6,487 | 5,686 | -26.0% | -12.3% |
| Volleyball (Sand/Beach) | 4,451 | 4,785 | 5,489 | 23.3% | 14.7% |
| Football, Tackle | 6,448 | 6,222 | 5,481 | -15.0% | -11.9% |
| Gymnastics | 4,824 | 4,679 | 5,381 | 11.5% | 15.0% |
| Soccer (Indoor) | 4,631 | 4,813 | 5,117 | 10.5% | 6.3% |
| Track and Field | 4,341 | 4,222 | 4,116 | -5.2% | -2.5% |
| Cheerleading | 3,049 | 3,608 | 4,029 | 32.1% | 11.7% |
| Ultimate Frisbee | 4,868 | 4,409 | 3,673 | -24.5% | -16.7% |
| Racquetball | 4,357 | 3,883 | 3,579 | -17.9% | -7.8% |
| Pickleball | N/A | 2,506 | 2,815 | N/A | 12.3% |
| Ice Hockey | 2,131 | 2,546 | 2,697 | 26.6% | 5.9% |
| Softball (Fast Pitch) | 2,400 | 2,460 | 2,467 | 2.8% | 0.3% |
| Lacrosse | 1,501 | 2,094 | 2,090 | 39.2% | -0.2% |
| Roller Hockey | 1,237 | 1,907 | 1,929 | 55.9% | 1.2% |
| Wrestling | 1,971 | 1,978 | 1,922 | -2.5% | -2.8% |
| Rugby | 850 | 1,349 | 1,550 | 82.4% | 14.9% |
| Squash | 1,112 | 1,710 | 1,549 | 39.3% | -9.4% |
| Field Hockey | 1,147 | 1,565 | 1,512 | 31.8% | -3.4% |
| Boxing for Competition | 747 | 1,355 | 1,210 | 62.0% | -10.7% |
| NOTE: Participation figures are in 000's for the US population ages 6 and over | | | | | |
| **Legend:** | Large Increase (greater than 25%) | Moderate Increase (0% to 25%) | Moderate Decrease (0% to -25%) | Large Decrease (less than -25%) | |

Figure 9: General Sports Participatory Trends

### *NATIONAL TRENDS IN GENERAL FITNESS*



Overall, national participatory trends in fitness have experienced strong growth in recent years. Many of these activities have become popular due to an increased interest among Americans to improve their health and enhance quality of life by engaging in an active lifestyle. This trend is evidenced by the fact that 0.4% more people were reported being active to a healthy level and inactivity rate decreased by 0.2% in 2016. These activities also have very few barriers to entry, which provides a variety of options that are relatively inexpensive to participate in and can be performed by most individuals.

The most popular fitness activity, by far, is fitness walking, which had about 107.9 million participants in 2016, despite a 1.8% decrease from the previous year. Other leading fitness activities based on total number of participants include treadmill (52 million), hand weights (51.5 million), running/jogging (47.4 million), stationary cycling (36.1 million), and weight/resistance machines (35.8 million).

Over the last five years, the activities growing most rapidly are non-traditional / off-road triathlons (108.2%), trail running (59.7%), traditional road triathlons (40.8%), high impact aerobics (35.8%), and tai chi (24.6%). Over the same time frame, the activities that have undergone the most decline include: boot camp style cross training (-14.6%), weight/resistant machines (-9.6%), running/jogging (-5.3%), and fitness walking (-4.3%).

In the last year, activities with the largest gains in participation were stair climbing machine (13.9%), bodyweight exercise (13.4%), and cross training style workout (10.3%). From 2015 to 2016, the activities that had the most decline in participation were Barre (-7.1%), hand weights (-5.9%), stretching (-5.6%), and boxing for fitness (-4.5%).

### *CORE VS. CASUAL TRENDS IN GENERAL FITNESS*

It should be noted that many of the activities that are rapidly growing have a relatively low user base, which allows for more drastic shifts in terms of percentage, especially for five-year trends. Increasing casual participants may also explain the rapid growth in some activities. For instance, core/casual participation trends showed that over the last five years, casual participants increased drastically in high impact aerobics (62%) and tai chi (36.8%), while the core participant base of both activities experienced more steady growth.

Recent declines in extremely popular activities, such as fitness walking and running / jogging, paired with widespread growth in activities with lower absolute participants, may suggest that those engaging in fitness activities are actively looking for new forms of exercise and trying new activities on a casual basis.

| National Participatory Trends - General Fitness | | | | | |
|---|---|---|---|---|---|
| Activity | Participation Levels | | | % Change | |
| | 2011 | 2015 | 2016 | 11-16 | 15-16 |
| Fitness Walking | 112,715 | 109,829 | 107,895 | -4.3% | -1.8% |
| Treadmill | 53,260 | 50,398 | 51,972 | -2.4% | 3.1% |
| Free Weights (Dumbbells/Hand Weights | N/A | 54,716 | 51,513 | N/A | -5.9% |
| Running/Jogging | 50,061 | 48,496 | 47,384 | -5.3% | -2.3% |
| Stationary Cycling (Recumbent/Upright) | 36,341 | 35,553 | 36,118 | -0.6% | 1.6% |
| Weight/Resistant Machines | 39,548 | 35,310 | 35,768 | -9.6% | 1.3% |
| Stretching | 34,687 | 35,776 | 33,771 | -2.6% | -5.6% |
| Elliptical Motion Trainer | 29,734 | 32,321 | 32,218 | 8.4% | -0.3% |
| Free Weights (Barbells) | 27,056 | 25,381 | 26,473 | -2.2% | 4.3% |
| Yoga | 22,107 | 25,289 | 26,268 | 18.8% | 3.9% |
| Calisthenics/Bodyweight Exercise | N/A | 22,146 | 25,110 | N/A | 13.4% |
| Choreographed Exercise | N/A | 21,487 | 21,839 | N/A | 1.6% |
| Aerobics (High Impact) | 15,755 | 20,464 | 21,390 | 35.8% | 4.5% |
| Stair Climbing Machine | 13,409 | 13,234 | 15,079 | 12.5% | 13.9% |
| Cross-Training Style Workout | N/A | 11,710 | 12,914 | N/A | 10.3% |
| Stationary Cycling (Group) | 8,738 | 8,677 | 8,937 | 2.3% | 3.0% |
| Pilates Training | 8,507 | 8,594 | 8,893 | 4.5% | 3.5% |
| Trail Running | 5,373 | 8,139 | 8,582 | 59.7% | 5.4% |
| Cardio Kickboxing | 6,488 | 6,708 | 6,899 | 6.3% | 2.8% |
| Boot Camp Style Cross-Training | 7,706 | 6,722 | 6,583 | -14.6% | -2.1% |
| Martial Arts | 5,037 | 5,507 | 5,745 | 14.1% | 4.3% |
| Boxing for Fitness | 4,631 | 5,419 | 5,175 | 11.7% | -4.5% |
| Tai Chi | 2,975 | 3,651 | 3,706 | 24.6% | 1.5% |
| Barre | N/A | 3,583 | 3,329 | N/A | -7.1% |
| Triathlon (Traditional/Road) | 1,686 | 2,498 | 2,374 | 40.8% | -5.0% |
| Triathlon (Non-Traditional/Off Road) | 819 | 1,744 | 1,705 | 108.2% | -2.2% |
| NOTE: Participation figures are in 000's for the US population ages 6 and over | | | | | |
| Legend: | Large Increase (greater than 25%) | Moderate Increase (0% to 25%) | Moderate Decrease (0% to -25%) | Large Decrease (less than -25%) | |

Figure 10: General Fitness National Participatory Trends

### *NATIONAL TRENDS IN OUTDOOR RECREATION*



Results from the SFIA report demonstrate a dichotomy of growth and attrition among outdoor / adventure recreation activities. Much like the general fitness activities, these activities encourage an active lifestyle, can be performed individually or within a group, and are not as limited by time constraints.

In 2016, the most popular activities, in terms of total participants, from the outdoor / adventure recreation category include day hiking (42.1 million), road bicycling (38.4 million), freshwater fishing (38.1 million), and camping within ¼ mile of vehicle/home (26.5 million).

From 2011-2016, adventure racing (149.5%), BMX bicycling (58.5%), traditional climbing (46.5%), and backpacking overnight (31.5%) have undergone the largest increases in participation. More recently, activities growing most rapidly in the last year were BMX bicycling (15.4%), day hiking (13.1%), traditional climbing (8.5%), and recreational vehicle camping (7.9%).

The five-year trend shows activities declining most rapidly were in-line roller skating (-27.8%), camping within ¼ mile of home/vehicle (-17.2%), and bird watching (-11.3%). In the last year, activities experiencing the largest declines were bird watching (-11.5%), in-line roller skating (-10.7%), fly fishing (-5.7%), and camping within ¼ mile of home/vehicle (-4.6%).

### *CORE VS. CASUAL TRENDS IN OUTDOOR RECREATION*

Regarding the national trend of outdoor activities participation on the rise, all activities, except for in-line roller skating, underwent increases in casual participation over the last five years. Any decline in participation over the last five years was mainly ascribed to decreases in core participants for activities such as skateboarding (-14.2%), RV camping (-11.2%), freshwater fishing (-8.7%), road bicycling (-7.7%) and fly fishing (-7.5%). Most recently, both core and casual participation were on the decline for archery and in-line roller skating.

| National Participatory Trends - Outdoor / Adventure Recreation | | | | | |
|---|---|---|---|---|---|
| Activity | Participation Levels | | | % Change | |
| | 2011 | 2015 | 2016 | 11-16 | 15-16 |
| Hiking (Day) | 33,494 | 37,232 | 42,128 | 25.8% | 13.1% |
| Bicycling (Road) | 39,834 | 38,280 | 38,365 | -3.7% | 0.2% |
| Fishing (Freshwater) | 38,864 | 37,682 | 38,121 | -1.9% | 1.2% |
| Camping (< 1/4 Mile of Vehicle/Home) | 31,961 | 27,742 | 26,467 | -17.2% | -4.6% |
| Wildlife Viewing (>1/4 Mile of Home/Vehic | 21,495 | 20,718 | 20,746 | -3.5% | 0.1% |
| Camping (Recreational Vehicle) | 16,282 | 14,699 | 15,855 | -2.6% | 7.9% |
| Fishing (Saltwater) | 11,896 | 11,975 | 12,266 | 3.1% | 2.4% |
| Birdwatching (>1/4 mile of Vehicle/Home) | 13,067 | 13,093 | 11,589 | -11.3% | -11.5% |
| Backpacking Overnight | 7,722 | 10,100 | 10,151 | 31.5% | 0.5% |
| Bicycling (Mountain) | 6,989 | 8,316 | 8,615 | 23.3% | 3.6% |
| Archery | 6,471 | 8,378 | 7,903 | 22.1% | -5.7% |
| Fishing (Fly) | 5,581 | 6,089 | 6,456 | 15.7% | 6.0% |
| Skateboarding | 6,318 | 6,436 | 6,442 | 2.0% | 0.1% |
| Roller Skating, In-Line | 7,451 | 6,024 | 5,381 | -27.8% | -10.7% |
| Climbing (Sport/Indoor/Boulder) | 4,445 | 4,684 | 4,905 | 10.3% | 4.7% |
| Bicycling (BMX) | 1,958 | 2,690 | 3,104 | 58.5% | 15.4% |
| Adventure Racing | 1,202 | 2,864 | 2,999 | 149.5% | 4.7% |
| Climbing (Traditional/Ice/Mountaineering) | 1,904 | 2,571 | 2,790 | 46.5% | 8.5% |
| NOTE: Participation figures are in 000's for the US population ages 6 and over | | | | | |
| **Legend:** | Large Increase (greater than 25%) | Moderate Increase (0% to 25%) | Moderate Decrease (0% to -25%) | Large Decrease (less than -25%) | |

Figure 11: Outdoor / Adventure Recreation Participatory Trends

### *NATIONAL TRENDS IN AQUATIC ACTIVITY*



Swimming is unquestionably a lifetime sport, and all aquatic activities have experienced strong participation growth among the American population. In 2016, fitness swimming is the absolute leader in overall participation (26.6 million) for aquatic activities, due in large part to its broad, multigenerational appeal. In the most recent year, competition swimming reported the strongest growth (16.5%) among aquatic activities, followed by aquatic exercise (14.6%) and fitness swimming (1.1%).

Not only does aquatic exercise have a strong participation base of 10.6 million, it also has recently experienced a sharp increase in participants, due largely to ongoing research that demonstrates the activity's great therapeutic benefit coupled with increased life expectancies and a booming senior population. Aquatic exercise has paved the way as a less stressful form of physical activity, while allowing similar benefits as land-based exercises, such as aerobic fitness, resistance training, flexibility, and balance. Doctors are now recommending aquatic exercise for injury rehabilitation, mature patients, and patients with bone or joint problems, due to the significant reduction of stress placed on weight-bearing joints, bones, muscles, and also the effect of the water in reducing swelling from injuries.

| National Participatory Trends - Aquatics | | | | | |
|---|---|---|---|---|---|
| Activity | Participation Levels | | | % Change | |
| | 2011 | 2015 | 2016 | 11-16 | 15-16 |
| Swimming (Fitness) | 21,517 | 26,319 | 26,601 | 23.6% | 1.1% |
| Aquatic Exercise | 9,042 | 9,226 | 10,575 | 17.0% | 14.6% |
| Swimming (Competition) | 2,363 | 2,892 | 3,369 | 42.6% | 16.5% |
| NOTE: Participation figures are in 000's for the US population ages 6 and over | | | | | |
| Legend: | Large Increase (greater than 25%) | Moderate Increase (0% to 25%) | Moderate Decrease (0% to -25%) | Large Decrease (less than -25%) | |

Figure 12: Aquatic Participatory Trends

### *CORE VS. CASUAL TRENDS IN AQUATIC ACTIVITY*

While all activities have undergone increases over the last five years and most recently, casual participation (1-49 times) is increasing much more rapidly than core participation (50+ times). For the five-year timeframe, casual participants of competition swimming increased by 123.9%, aquatic exercise by 27.5% and fitness swimming by 26.4%. However, core participants of fitness swimming decreased by 4.8% in 2016. From 2011 to 2016, core participation of competition swimming declined by 2.3% and aquatic exercise declined by 0.1%.

### *NATIONAL TRENDS IN WATER SPORTS / ACTIVITIES*

The most popular water sports / activities based on total participants in 2016 were canoeing (10 million), recreational kayaking (10 million), and snorkeling (8.7 million). It should be noted that water activity participation tends to vary based on regional, seasonal and environmental factors. A region with more water access and a warmer climate could potentially have a higher participation rate in water activities than a region that has long winter seasons or experiences drought. Therefore, when assessing trends in water sports and activities, it is important to understand that fluctuations may be the result of weather patterns and that regional accessibility can greatly improve, or diminish, participation in water activities.

Over the last five years, stand-up paddling (up 181%) was by far the fastest growing water activity, followed by white water kayaking (50.6%), sea / touring kayaking (49.7%), recreational kayaking (36.3%), and boardsailing / windsurfing (25.5%). Although the five-year trends show water sports / activities are getting more popular, the most recent year reflects a much slower increase in general-- stand-up paddling by 6.6%, recreational kayaking by 5.5%, and surfing by 3.4%.

From 2011-2016, activities declining most rapidly were jet skiing (-23.6%), water skiing (-20%), and rafting (-17.2%). In the most recent year, activities experiencing the greatest declines in participation included rafting (-11.7%), wakeboarding (-9.7%), jet skiing (-7.7%), and water skiing (-6.3%).

| National Participatory Trends - Water Sports / Activities | | | | | |
|---|---|---|---|---|---|
| Activity | Participation Levels | | | % Change | |
| | 2011 | 2015 | 2016 | 11-16 | 15-16 |
| Canoeing | 10,170 | 10,236 | 10,046 | -1.2% | -1.9% |
| Kayaking (Recreational) | 7,347 | 9,499 | 10,017 | 36.3% | 5.5% |
| Snorkeling | 9,312 | 8,874 | 8,717 | -6.4% | -1.8% |
| Jet Skiing | 7,574 | 6,263 | 5,783 | -23.6% | -7.7% |
| Sailing | 3,797 | 4,099 | 4,095 | 7.8% | -0.1% |
| Water Skiing | 4,626 | 3,948 | 3,700 | -20.0% | -6.3% |
| Rafting | 4,141 | 3,883 | 3,428 | -17.2% | -11.7% |
| Stand-Up Paddling | 1,146 | 3,020 | 3,220 | 181.0% | 6.6% |
| Kayaking (Sea/Touring) | 2,087 | 3,079 | 3,124 | 49.7% | 1.5% |
| Scuba Diving | 2,866 | 3,274 | 3,111 | 8.5% | -5.0% |
| Wakeboarding | 3,517 | 3,226 | 2,912 | -17.2% | -9.7% |
| Surfing | 2,481 | 2,701 | 2,793 | 12.6% | 3.4% |
| Kayaking (White Water) | 1,694 | 2,518 | 2,552 | 50.6% | 1.4% |
| Boardsailing/Windsurfing | 1,384 | 1,766 | 1,737 | 25.5% | -1.6% |
| NOTE: Participation figures are in 000's for the US population ages 6 and over | | | | | |
| Legend: | Large Increase (greater than 25%) | Moderate Increase (0% to 25%) | Moderate Decrease (0% to -25%) | Large Decrease (less than -25%) | |

Figure 13: Water Sports / Activities Participatory Trends

### *CORE VS. CASUAL TRENDS IN WATER SPORTS / ACTIVITIES*

As mentioned previously, regional, seasonal and environmental limiting factors may influence the participation rate of water sport and activities. These factors may also explain why in almost all water-based activities there are more casual participants than core participants, since frequencies of activities may be constrained by uncontrollable factors.

## ACTIVITY BY GENERATION

Analyzing participation by age for recreational activities reveals that fitness and outdoor sports were the most common activities across all generations. Breaking down activity level by generation shows a converse correlation between age and healthy activity rates.

**Generation Z (born 2000+)** were the most active, with only 17.6% identifying as inactive. Most people in this age range were moderate participants (participating 1-150 times a year); with 40.0% engaging in active & high calorie (19.4%) or casually & low/med calorie (20.6%) burning activities. Roughly 14% participated low/med calorie burning activities.

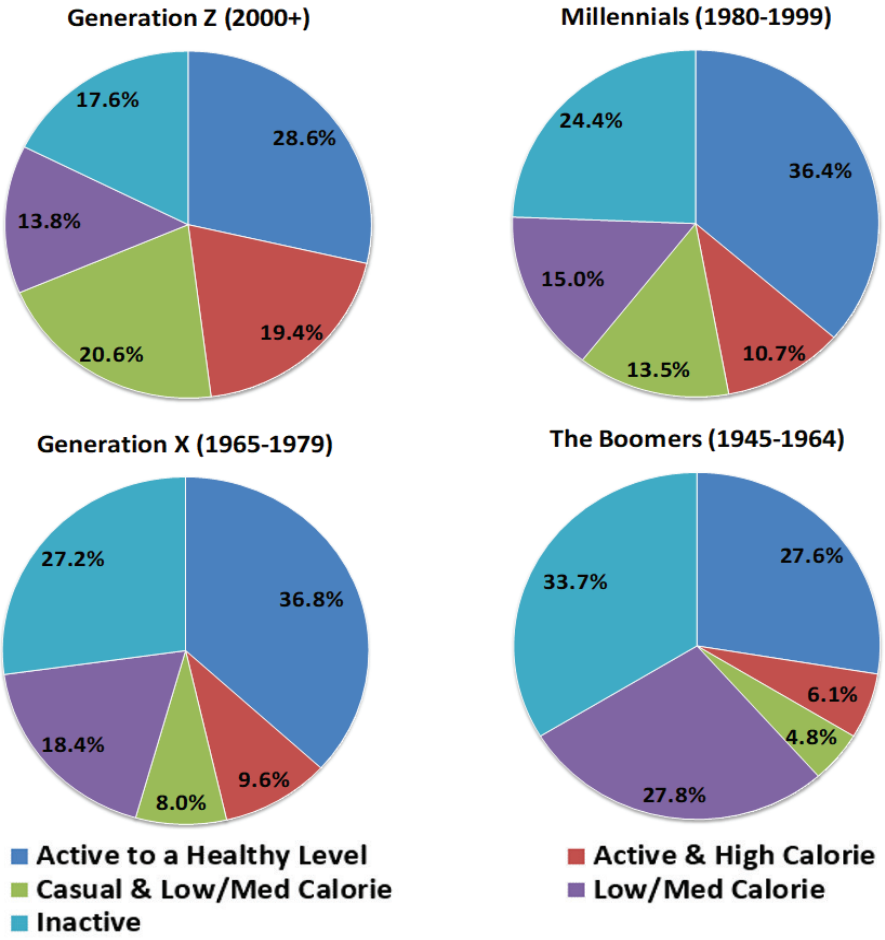
A total of **36.4% of millennials (born 1980-1999)** were active to a healthy level, while 24.4% claimed they were inactive. Although the inactivity rate was below the national level (27.5%), it has increased in the last year.

**Generation X (born 1965-1979)** has the highest active to a healthy level rate (36.8%) among all generations, but they also have the second highest inactive rate, with 27.2% not active at all.

**The Boomers (born 1945-1964)** were the least active generation, with an inactive rate of 33.7%. This age group tends to participate in less intensive activities. Approximately 33% claimed to engage in casual & low/med calorie (4.8%) or low/med calorie (27.8%) burning activities.

PARTICIPATION RATES BY GENERATION

US population, Ages 6+

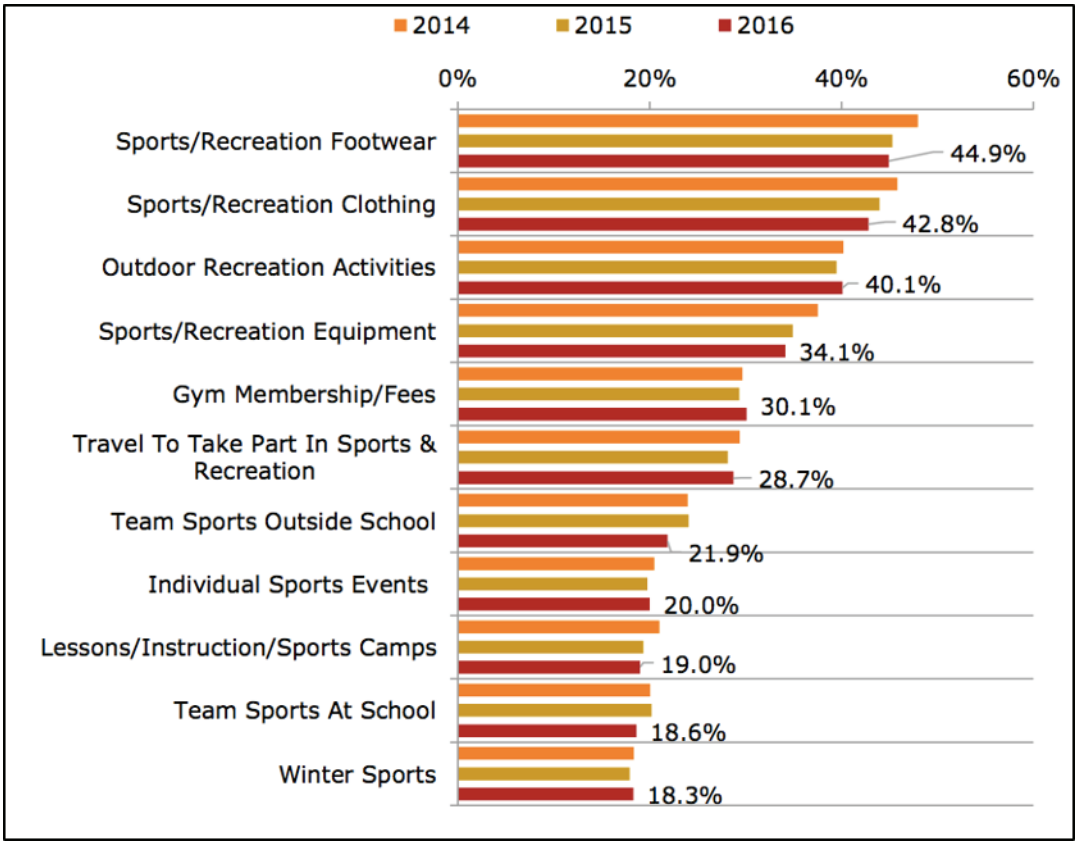



*Times per year: Casual (1-50), Active (51-150), Active to Healthy Level (151+)

## NATIONAL TRENDS IN FITNESS AND SPORTS SPENDING

Overall, fitness and sports related spending decreased slightly over the past three years. As outdoor recreation activities became more popular, spending in that category increased in the most recent year. Gym membership/ fees and travel expenses for recreation have also undergone increases in spending over the past year. Noticeably, spending on team sports, both at and outside school, has seen relatively large declines in 2016.

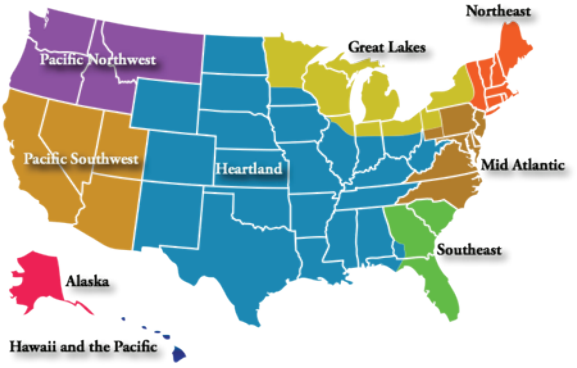
Ownership of health and fitness tracking devices has also increased in recent years. More than a quarter of all active participants owned a fitness tracking device in 2016, which includes fitness trackers that sync with computer/tablet/smartphone, pedometers, and heart rate monitors. Wearable fitness tracking is emerging as the most popular tracking option for both active and inactive participants.



## NATIONAL AND REGIONAL PROGRAMMING TRENDS

### *PROGRAMS OFFERED BY PARK AND RECREATION AGENCIES*

NRPA's *Agency Performance Review 2017* summarize key findings from NRPA Park Metrics, which is a benchmark tool that compares the management and planning of operating resources and capital facilities of park and recreation agencies. The report contains data from 925 park and recreation agencies across the U.S. as reported between 2014 and 2016.




The report shows that typical agencies (i.e. those at the median values) offer 175 programs annually, with more than 50% of those programs offered as fee-based events.

Based on information reported to the NRPA, the top five programming activities most frequently offered by park and recreation agencies, both in the U.S. and regionally, are described in the table below. A complete comparison of regional and national programs offered by agencies can be found in **Figure 14**.

The U.S. and Pacific Southwest Region agencies comprise of four of the same top 5 most offered program areas, including Team sports, Fitness enhancement classes, Health and wellness education, and Themed special events. The only program area that differed from the U.S. was Safety training, which is offered by 77% of agencies in the Pacific Southwest Region.

**TOP 5 MOST OFFERED CORE PROGRAM AREAS**
**(OFFERED BY PARKS AND RECREATION AGENCIES)**

| U.S. (% of agencies offering) | Pacific Southwest Region (% of agencies offering) |
|---|---|
| • Team sports (86%) | • Fitness enhancement classes (86%) |
| • Fitness enhancement classes (80%) | • Team sports (85%) |
| • Health and wellness education (80%) | • Health and wellness education (85%) |
| • Themed special events (72%) | • Safety training (77%) |
| • Social recreation events (70%) | • Themed special events (74%) |

In general, Pacific Southwest Region park and recreation agencies offer programs at a higher rate than the nation average. Based on a discrepancy of 5% or more, Pacific Southwest agencies are offering programs such as fitness enhancement classes, health and wellness education, safety training, aquatics, martial arts, performing arts, and cultural crafts at a higher rate than the average agency in the U.S.

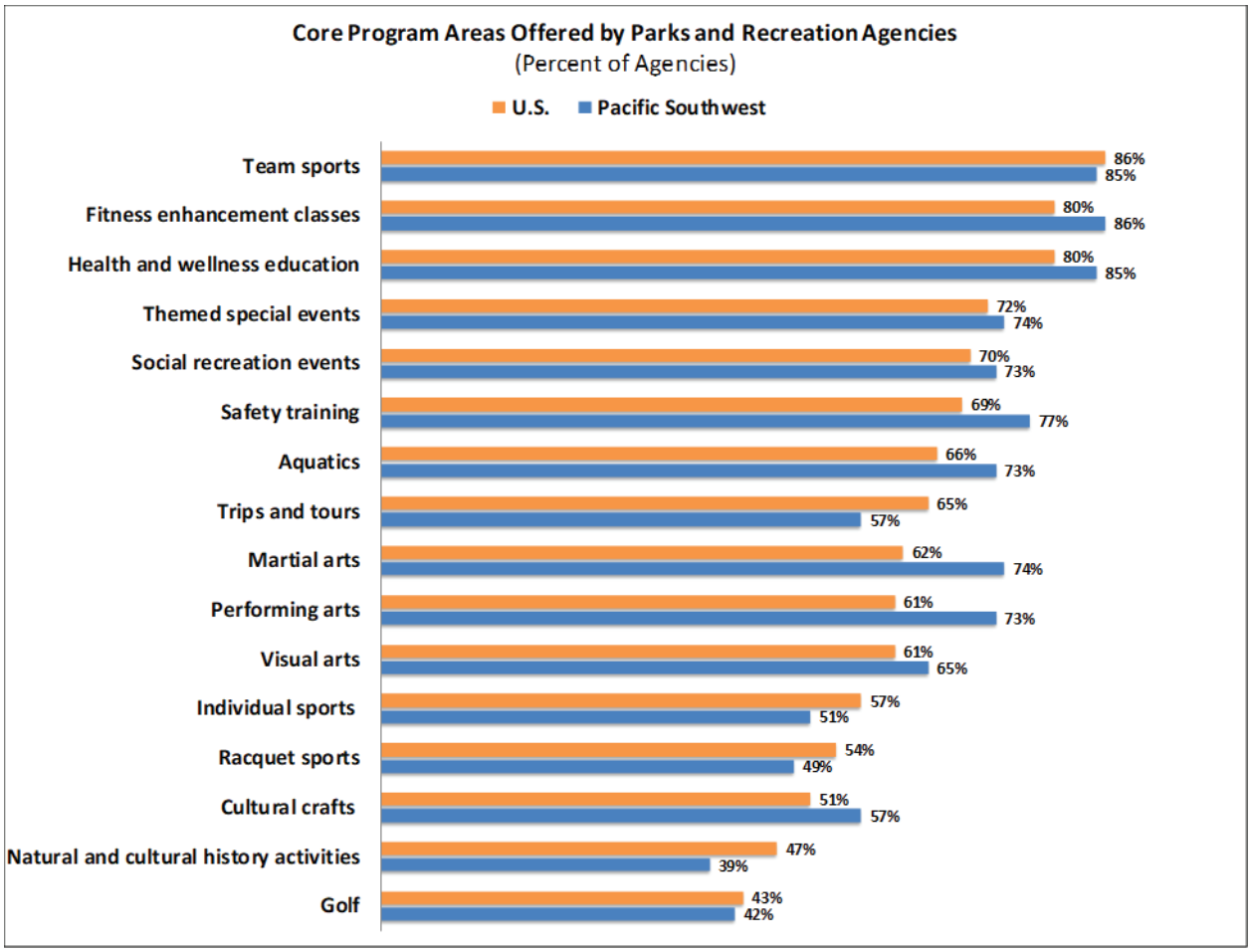



Figure 14: Programs Offered by Parks and Recreation Agency

### *TARGETED PROGRAMS FOR CHILDREN, SENIORS, AND PEOPLE WITH DISABILITIES*

For better understanding of targeted programs by age segment, the NRPA also tracks program offerings that cater to children, seniors, and people with disabilities, on a national and regional basis.

Based on information reported to the NRPA, the top three activities that target children, seniors, and/or people with disabilities most frequently offered by park and recreation agencies are described in the table below. A complete comparison of regional and national programs offered by agencies can be found in **Figure 15**.

| TOP 3 MOST OFFERED CORE PROGRAM AREAS (TARGETING CHILDREN, SENIORS, AND/OR PEOPLE WITH DISABILITIES) | |
|---|---|
| **U.S. (% of agencies offering)** | **Pacific Southwest Region (% of agencies offering)** |
| • Summer camp (83%) | • Senior programs (74%) |
| • Senior programs (76%) | • Summer camps (77%) |
| • Teen programs (62%) | • Teen programs (70%) |

Agencies in the Pacific Southwest tend to offer targeted programs at a higher rate than the national average agency, except for summer camps. This is especially noticeable when analyzing after school, preschool, and before school programs with Pacific Southwest agencies being 15% above the national rate.

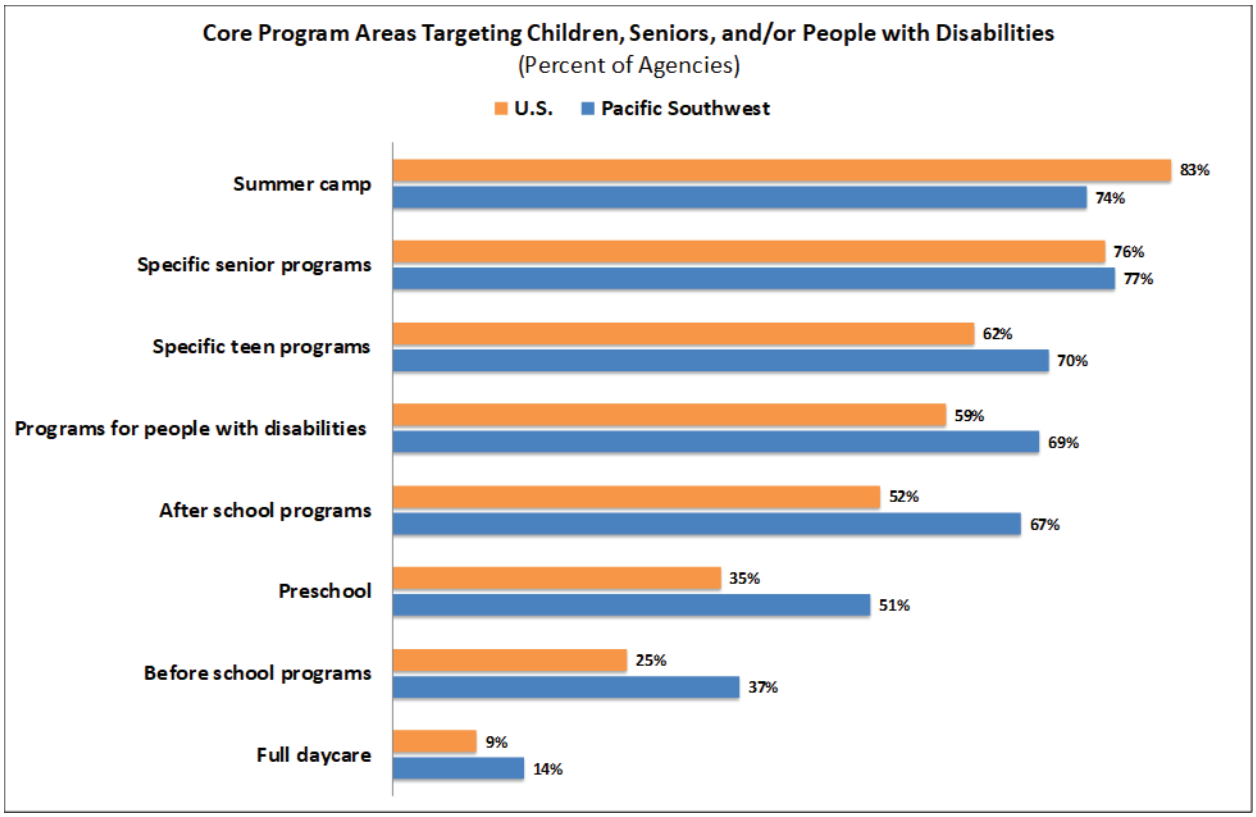



Figure 15: Targeted Programs for Children, Seniors, and People with Disabilities

## 2.3.2 LOCAL SPORT AND LEISURE MARKET POTENTIAL

### MARKET POTENIAL INDEX (MPI)

The following charts show sport and leisure market potential data for the District's service area, as provided by ESRI. A Market Potential Index (MPI) measures the probable demand for a product or service within the District. The MPI shows the likelihood that an adult resident of the target area will participate in certain activities when compared to the U.S. national average. The national average is 100; therefore, numbers below 100 would represent lower than average participation rates, and numbers above 100 would represent higher than average participation rates. The service area is compared to the national average in three (3) categories – general sports, fitness, and outdoor activity.

Overall, the District demonstrates above average market potential index (MPI) numbers; this is particularly noticeable when analyzing the fitness market potential chart. Every activity within this category has an above average MPI score (100+). Analyzing the general sport and outdoor activity MPI charts, a few of these activities have below average MPI scores, but overall a majority of these activities score well above the national average.

These overall high MPI scores show that District residents have a rather strong participation presence when it comes to recreational activities. This becomes significant when the District considers starting up new programs or building new facilities, giving them a strong tool to estimate resident attendance and participation.

As seen in the charts below, the following sport and leisure trends are most prevalent for residents within the District. The activities are listed in descending order, from highest to lowest MPI score. High index numbers (100+) are significant because they demonstrate that there is a greater potential that residents within the service area will actively participate in offerings provided by District.

### *GENERAL SPORTS MARKET POTENTIAL*

When analyzing the general sports MPI chart, tennis (135 MPI), Frisbee (133 MPI), and soccer (126 MPI) are the most popular activities amongst District residents when compared to the national average.

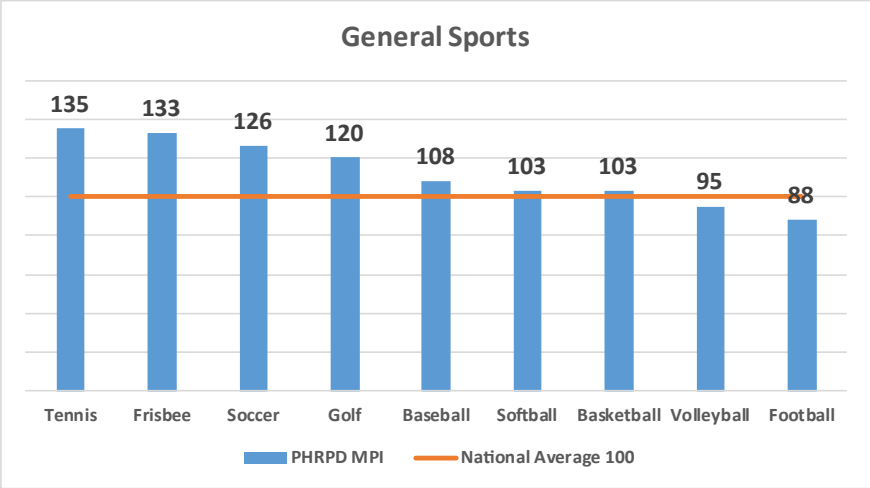



Figure 16: General Sports Participation Trends

### *FITNESS MARKET POTENTIAL*

When analyzing the fitness MPI chart, yoga (143 MPI), Pilates (140 MPI), and jogging/running (131 MPI) are the most popular activities amongst District residents when compared to the national average.

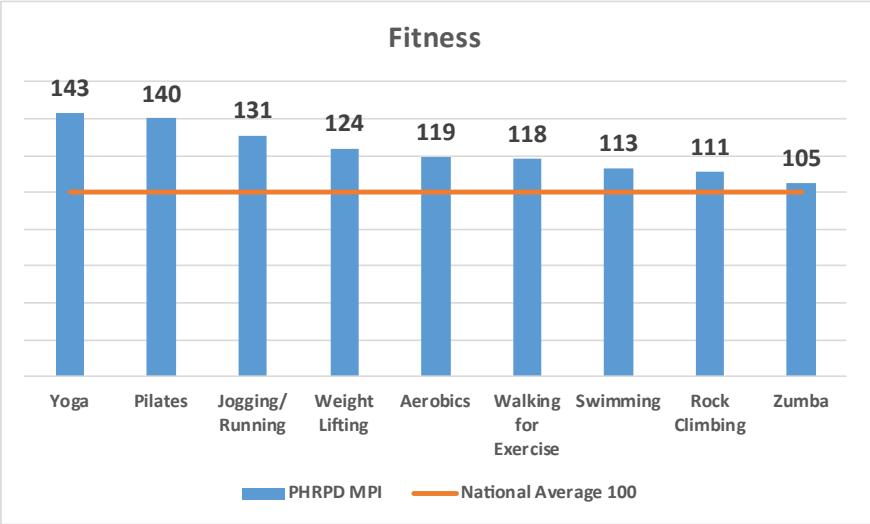



Figure 17: Fitness Participation Trends

### *OUTDOOR ACTIVITY MARKET POTENTIAL*

When analyzing the outdoor activity MPI chart, hiking (135 MPI), road biking (135 MPI), and mountain biking (134 MPI) are the most popular activities amongst District residents when compared to the national average.

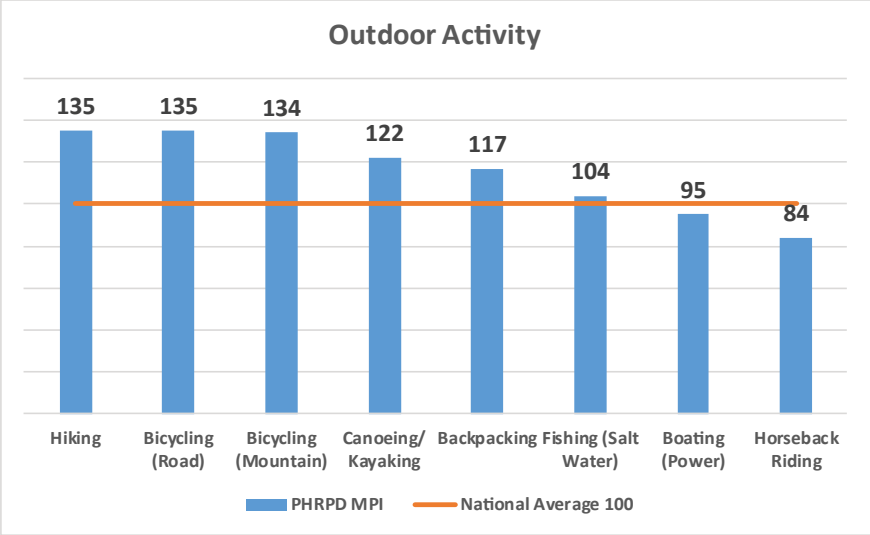



Figure 18: Outdoor Activity Participation Trends

## 2.3.3 TRENDS IMPLICATIONS

Below are some potential implications for the District based on the Trends Analysis utilizing both local and national recreational trends.

First, with tennis and soccer both being heavily participated in nationally as well as locally, it is essential that the District continues offering these activities for youth and adult residents.

Second, the District should look at increasing connectivity and access to walking, biking, and hiking trails. With hiking (135 MPI), road bicycling (135 MPI), mountain biking (134 MPI) and jogging/running (131 MPI) all having extremely high MPI scores, it is essential for the District to provide residents with ample paved and unpaved trails.

Finally, it is observed that health and fitness activities, such as yoga and Pilates, continue to grow in popularity both locally and national. It is advised that the District continues offering these low-impact fitness classes. Furthermore, it is recommended that the District add additional time slots for programs that are frequently at maximum enrollment.




# CHAPTER THREE
## COMMUNITY ENGAGEMENT

## 3.1 OVERVIEW

The key to understand the current state of the District's offerings and to determine future needs and priorities is comprehensive community outreach obtained by a variety of in-person and online mediums. The key mediums include:

### 3.1.1 SUBJECTIVE INPUT

- Series of stakeholder interviews and focus group discussions
- Two open public forums
- Staff feedback
- Online community survey
- Web-based feedback through www.pleasanthillrecbigpic.com/

### 3.1.2 OBJECTIVE INPUT

- Statistically-valid survey

The report summarizes and highlights the key findings from the community input processes undertaken, which included multiple focus groups and an open public forum.

# 3.2 STAKEHOLDER INTERVIEW AND FOCUS GROUP SUMMARY

The consultant team conducted stakeholder focus groups and interviews over a two-day period in mid-February 2018. Stakeholder focus groups and interviews provide a foundation for identifying department issues and key themes along with understanding key areas of relevance to be further explored through the statistically-valid community survey. The consultant team developed a facilitation guide that included a series of questions that spurred conversation with a deeper dive through follow up questions as appropriate. District staff identified the stakeholders and user groups that included:

- Chamber of Commerce
- RPD Board
- City Manager
- Pleasant Hill City Staff
- Pleasant Hill Community Foundation
- Historical Society & Rodgers Ranch
- Pleasant Hill Librarian
- Sports Groups
- Pre-School Families and Staff
- Teens
- Seniors

After speaking with stakeholders and interest groups, it is clear that there is a strong sense of "ownership" and support in the community. There are many organizations that collaborate to make the park system what it is today. It will be important for the parks and recreation master plan to identify all the existing and potential partnerships/collaborations and provide guidance as to a structure that will streamline the parks system's oversight.

As evidenced by on-site observations and individual communication, the District provides high-quality park, recreation, and facilities offerings to its residents. In particular, Pleasant Hill Park and Pleasant Oaks Park, are identified as signature parks and are considered to be a staple in the community while there is a sense of pride and expectation for incremental progress in light of the successful development of the Community Center, Senior Center and Teen Center as well.

The following sections summarize the input from the key leader and staff interviews and focus group sessions. At the beginning of each discussion, participants were told that their individual responses would not be attributed to them specifically in order to allow for more freedom and comfort in providing constructive feedback. To that end, the responses from participants are listed in summary form. The most common or shared responses are listed first, and each list proceeds in descending order of frequency of answers.

*Note: It is important to recognize that the input is a reflection of the responses provided by the attendees and not a consultant recommendation or a statement of fact. Thus, what one respondent might consider to be a strength might very well be an area for improvement for another.*

## 3.2.1 KEY TAKEAWAYS

**Strengths** of the District

1. Dedicated staff
2. Special events
3. Programs with wide age segment appeal
4. Well-maintained parks/facilities
5. Teen Center

**Opportunities** for the District

1. New special events
2. Additional sport fields/courts
3. Parking expansion/improvements
4. Alternative uses for Old School House and Winslow Center
5. Performing arts center

**Top Priorities** pertaining to the District

1. Additional parking
2. Senior center improvements
3. Aquatics

## 3.2.2 FOCUS GROUPS AND INTERVIEW SUMMARY OF RESPONSES BY QUESTION

WHAT ARE THE STRENGTHS OF THE DISTRICT THAT WE NEED TO BUILD ON FOR THE PARKS & RECREATION MASTER PLAN? WHAT DO YOU LIKE BEST ABOUT PLEASANT HILL RECREATION AND PARK DISTRICT?

- Staff cares to make a different and serves the community needs in a professional and responsive manner
- Board listens and is attentive to the community
- District leadership (Michelle and Board) is very engaged and open to ideas which has helped boost the community's trust in the District
- GM leadership has increased the community's confidence with the District
- Teen Center
    - Snack shack
- Teen Council/Center events are well liked
    - Friday Movie Night
    - Halloween
    - Freeze Dance
    - Battle of the Bands (very successful)
    - Trunk or Treat (very popular)

- Special Events are well-organized, creative and very popular
    - E.g. Tinkers and Thinkers
- A lot of events at Pleasant Hill Park
- Chamber puts on a lot of events that people think the city does.  Very popular
- Wide variety of offerings for all ages
- Sports for all ages and areas to participate
- Better and expanded programs under new management
- Great Pre-school program
- Movie day
- Adult education programs
- Rodgers Ranch has a variety of programs from young to old – good non-sports activities
- Facilities are well used and maintained
- Field maintenance is good at Pleasant Oak Park
- Facilities are well liked and well used
- College Park fields good for adult softball
- Sports fields in great shape
- Updated playground equipment
- Pleasant Oaks Park
- Pleasant Hill Park – good play structure
- Parks are highly used and positive people
- Good communication with residents
- Spotlight Magazine is a great communication tool
- Collaborate well with the city
- Really appreciate the partnership with the District
- The District values relationships and collaboration
- Committed to residents
- Senior Center
- Forward thinking District
- Community Center
- Carry out mission very well
- Conduct business very well
- Good use of volunteers
- Community is very supportive of Ranch
    - Kids get community service hours for working at the Ranch
- Seclusion of the Ranch is a nice feature

- Able to accommodate youth sports
- New buildings (CC, TC, SC)
- Health and Wellness
- Free Wi-Fi
- Services provided are as good or better than the larger surrounding cities
- Tradition and Heritage of the community
- Professional approach to management of district
- Prompt response times when there are issues
- Very open to work with PHBA on ideas

WHAT ARE SOME OPPORTUNITIES THAT PLEASANT HILL SHOULD FOCUS ON MOVING FORWARD?

- Offer additional special events
    - o Color Run / Neon Run
    - o Sports events- youth and adult tournaments,
- Additional parking needed
    - o Specifically, at Pleasant Oaks Park & senior center
    - o Not enough handicap parking spaces
    - o Solar panels – parking lots, etc.
- Additional sport fields/courts
- More basketball courts at Pleasant Hill Park
- More sport fields for practice use
- More Tennis and Volleyball Courts
- Old School House and Winslow Center need to be reprogramed and utilized better
- Addition of a Performing Arts Center
- More leisure games/activities
    - o Bocce courts, horseshoe pits, Ping Pong tables, pool table, etc.
- Aquatics Facility and/or Gym combo
- Splash Pad / Spray ground(s) at a park.
- Fix restrooms at Pleasant Hill Park
- Heating and Air conditioning is a problem at the Senior Center
- Addition of a Skate Park
- Need to be mindful of changing demographics
    - o A lot of young people with young kids moving into the community
    - o More active uses for Boomers
- City is developing a Pedestrian and Bike Master Plan

- Walking trails/paths in all parks (ADA/senior accessible)
    - o Benches along paths
- Grow the programs at Teen Center
    - o Youth after-school time is critical
- Improvements/upgrades to neighborhood parks
    - o Neighborhood parks need some attention – people are not aware of them
- Look at new and emerging sports
- Considering funding a bike share program
- Look at more options for more land
- Better utilization of Shannon Hills Park
- Need adequate meeting space
- More pre-school classrooms are needed
- Acoustics in Chateau room are need improved
- Additional collaboration need between City, District, and USD
- City has a wayfinding sign program in place and includes park names
- City puts up a temporary stage for Concerts by the Lake at City Hall
- Startup farming classes (Shadelands in Walnut Creek)

WHAT IS YOUR ONE TOP PRIORITY THAT THE MASTER PLAN SHOULD ADDRESS?

- Expanded parking
- Parking improvements/expansion
- Solar panels in parking lot at Pleasant Hill Park
- Parking expansion at Senior Center and all parks
- AC and heating at Senior Center
- Acoustics in Senior Center
- Physical activities at Senior Center
- Separate “Senior” Activity Center (Winslow Center?)
- Old School House and Winslow Center
- Pre-school classrooms – place to interact with your child
- Aquatics Facility
- New pool/ Splash Pad
- Mixed-use facility (gym, pool, classrooms, barn)
- Offering something for everyone, get the entire community involved and planning for all age groups
- More vending machine/ water fountains
- Tennis Court at Pleasant Hill Park
- Add a field at Rodger-Smith Park

- Separate soccer and ballfields (soccer to be synthetic turf)
- Availability of fields (new and existing)
- Expansion of Pleasant Oaks Park for additional fields
- Maintenance of softball fields
- Cooperation with other agencies within District
- Better collaboration with United School District
- City is looking to do a flood control basin at Brookwood Park
- Beatrice Road property owned by Flood Control
- Grayson Wood Golf Course conversion
- Performing Arts Facility
- Find out what changes to existing facilities people want
- Non-anecdotal need analysis
- Don't neglect existing facilities
- More benches
- Expansion of Pleasant Oaks Park – Is open space to east available
- More teen focused at Pleasant Hill Park
- Bungie / Trampoline in courtyard at Teen Center
- Take on the recommendations of the Master Plan without overwhelming the staff during implementation and operation
- Gymnasium – divest involvement with United School District as much as possible
- New District HQ

## 3.3 COMMUNITY MEETING

In February 2018, the consultant team hosted a community meeting, open to the public, designed to further engage community residents. The intent of the community meeting was to introduce the Master Planning process, share initial findings, and provide residents an opportunity to offer feedback on the current system and their vision for the future.

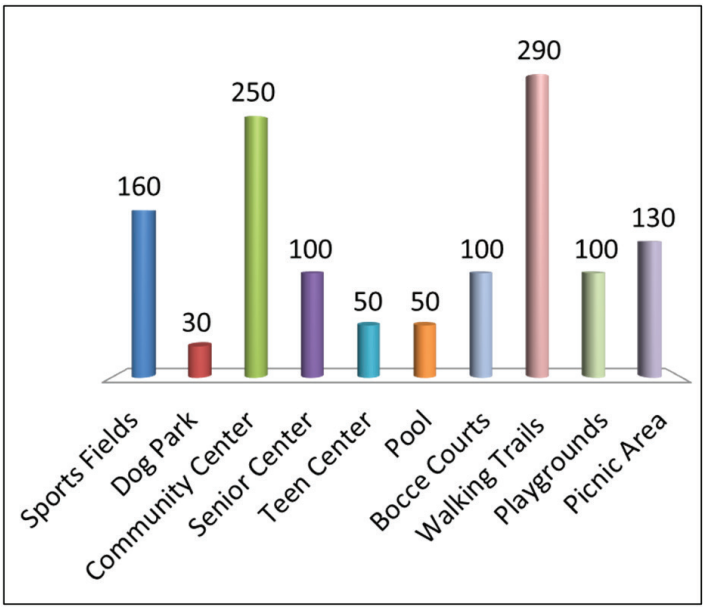
Approximately 60 participants, representing a variety of age segments and interest groups, were present. The consultant team presented future demographics and trends, introduced the project website, and also engaged the users through a live polling activity to obtain their responses for a number of different questions. Additionally, feedback was captured on flip-charts through a facilitated open discussion with residents. Meeting participants were prompted with topics (e.g., strengths of the District) and asked to provide feedback.

### 3.3.1 LIVE POLLING RESULTS

Community meeting participants were asked to partake in a live polling activity where residents were given polling devices and asked a variety of multiple choice questions pertaining to the District. Please note results were adjusted in order to better represent the total population where each response was multiplied by a factor of ten (10).

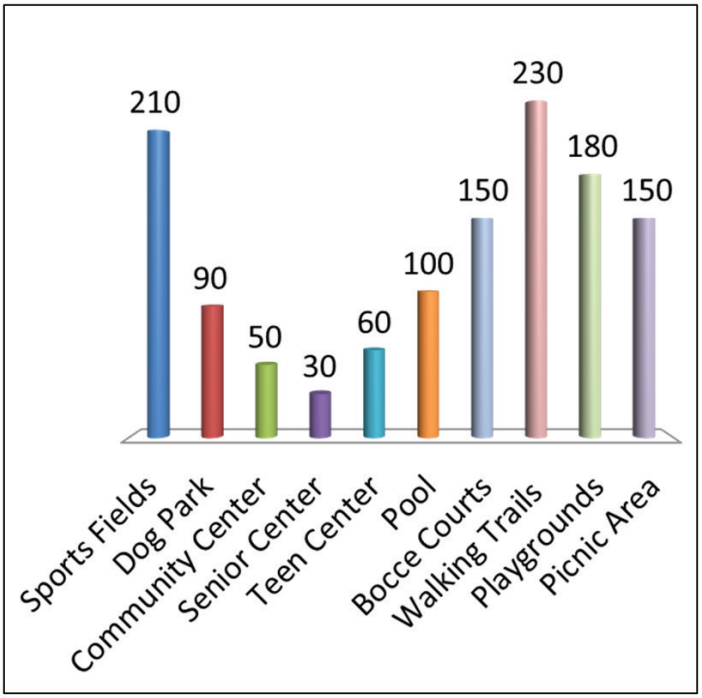
LIST THE TOP 3 DISTRICT FACILITIES YOU PARTICIPATE IN THE MOST?

Residents indicated that the facilities they most frequently utilize are walking trails (290), community center (250), and sport fields (160). The facilities that are least frequently utilized by community meeting participants are dog park (30), teen center (50), and pool (50).



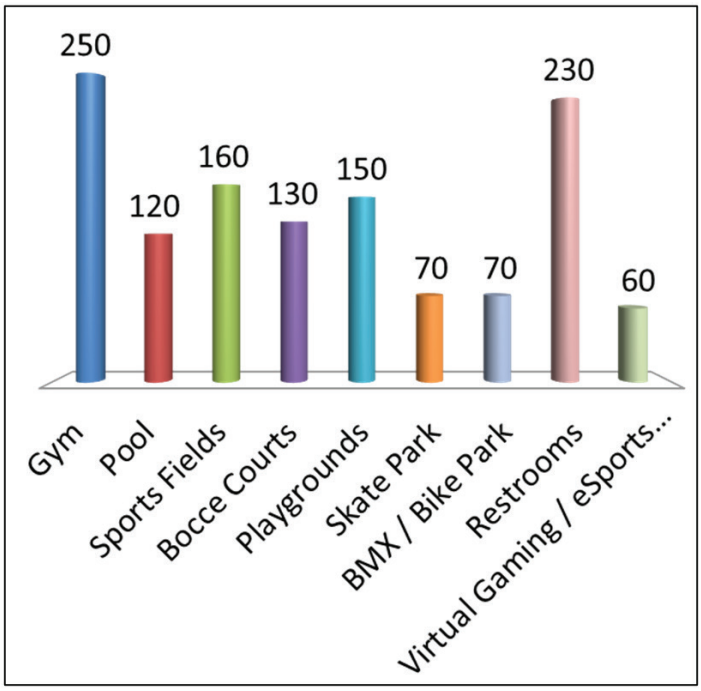

LIST THE TOP 3 FACILITIES / AMENITIES YOU WANT THE DISTRICT TO PROVIDE MORE OF?

Meeting participants specified that they would like the District to provide more walking trails (230), sports fields (210), and playgrounds (180).



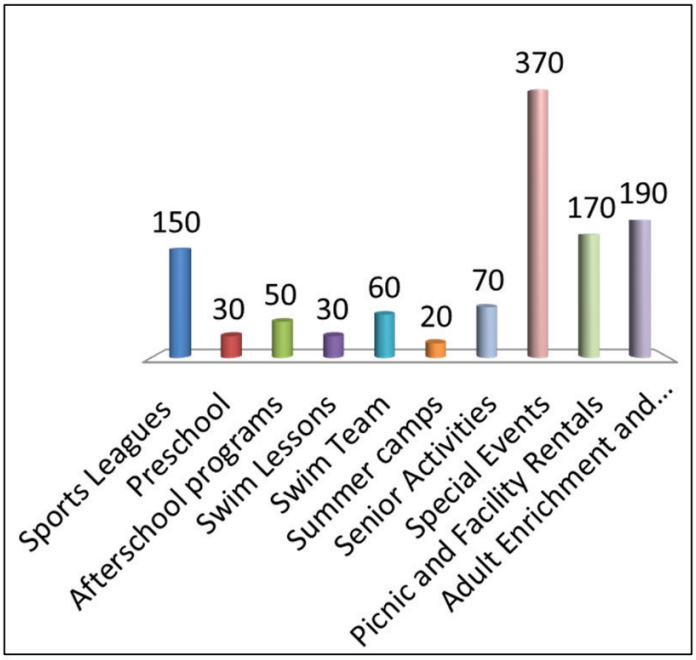
LIST THE TOP 3 NEW FACILITIES / AMENITIES YOU WANT THE DISTRICT TO PROVIDE?

When asked what new facilities/amenities residents would like the District to provide, gym (250), restrooms (230), and sport fields (160) were the most frequently selected.



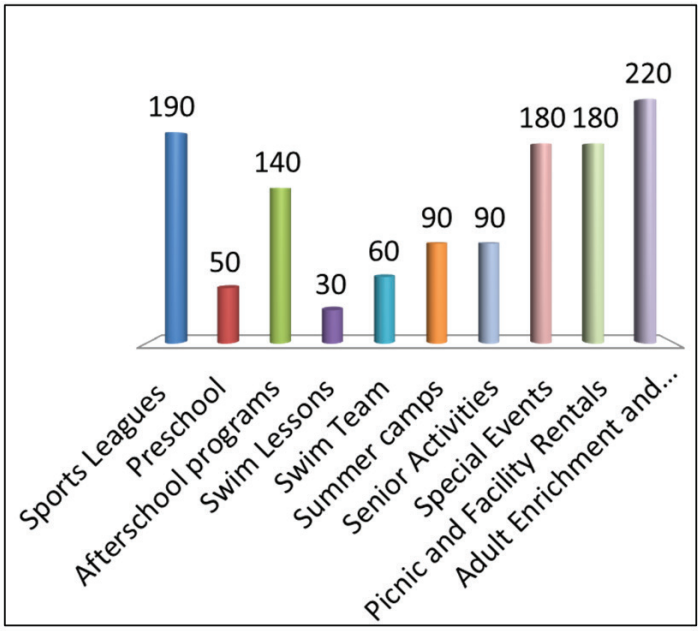

LIST THE TOP 3 DISTRICT PROGRAMS YOU PARTICIPATE IN THE MOST?

Residents indicated that the programs they most frequently participate in are special events (370), adult enrichment and fitness classes (190), and picnic and facility rentals (170). The programs that are least frequently participated in by community meeting participants are summer camps (20), preschool (30), and swim lessons (30).



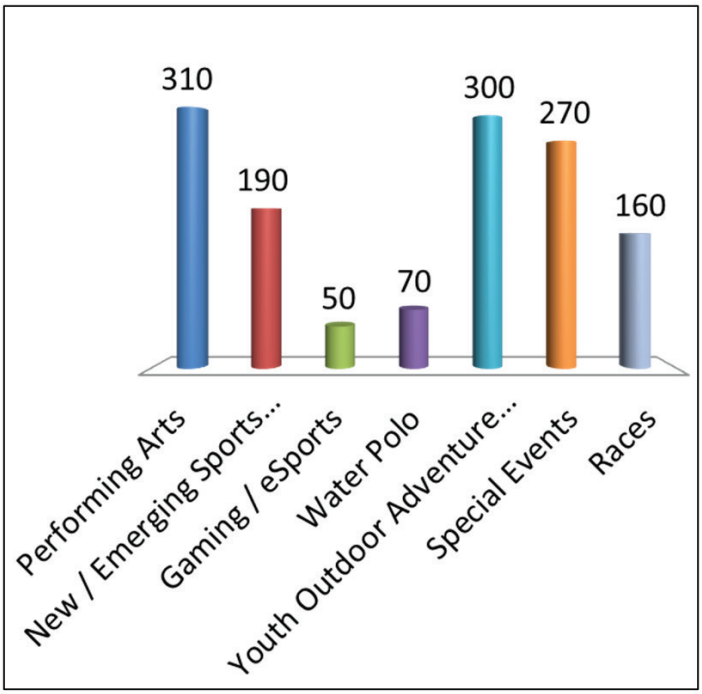
LIST THE TOP 3 PROGRAMS YOU WANT THE DISTRICT TO PROVIDE MORE OF?

Meeting participants specified that they would like the District to provide more adult enrichment and fitness classes (220), sports leagues (190), special events (180), and picnic and facility rentals (180).



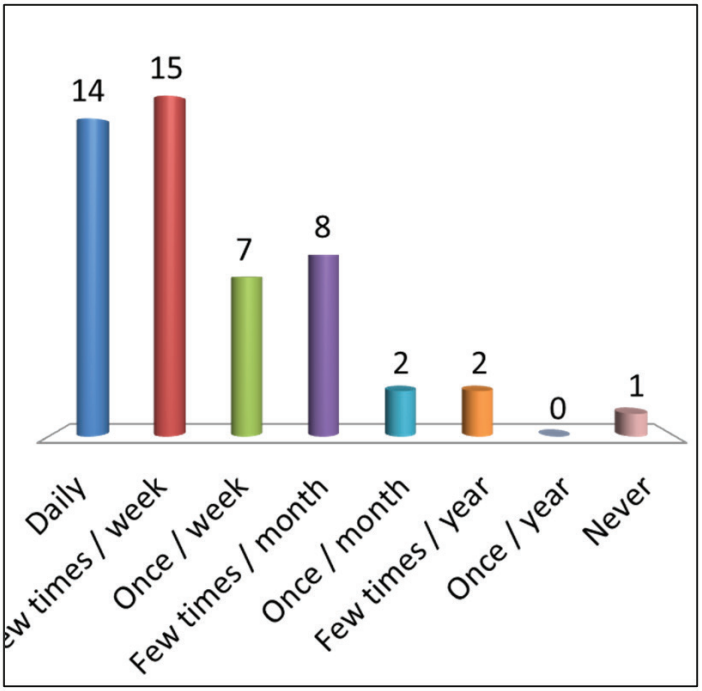

LIST THE TOP 3 NEW PROGRAMS YOU WANT THE DISTRICT TO PROVIDE?

When asked what new programs residents would like the District to provide, performing arts (310), youth outdoor adventure programs (300), and special events (270) were the most frequently selected.



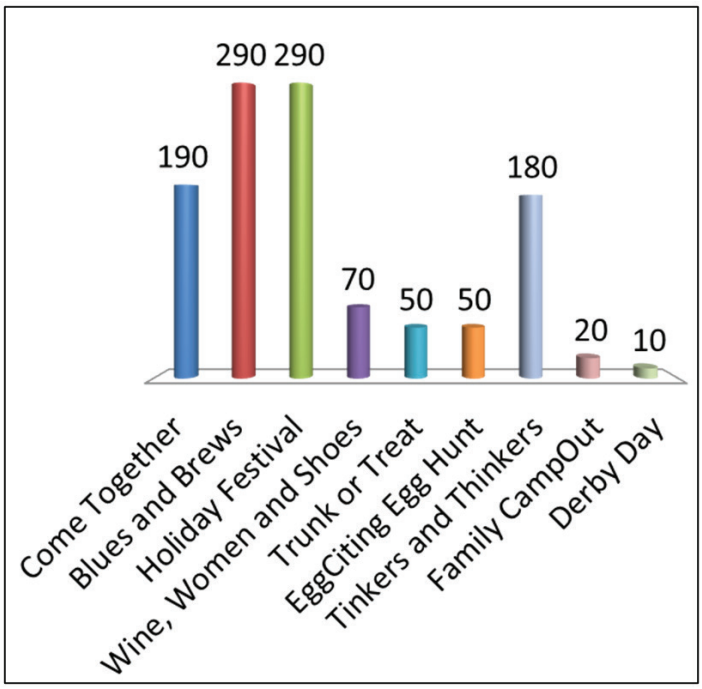
HOW OFTEN DO YOU USE / ATTEND THE DISTRICT'S PARKS, FACILITIES, PROGRAMS OR EVENTS?

When asked how frequently you utilize the District's offerings/facilities, a majority of community meeting participants answered a few times/week (15) or daily (14).



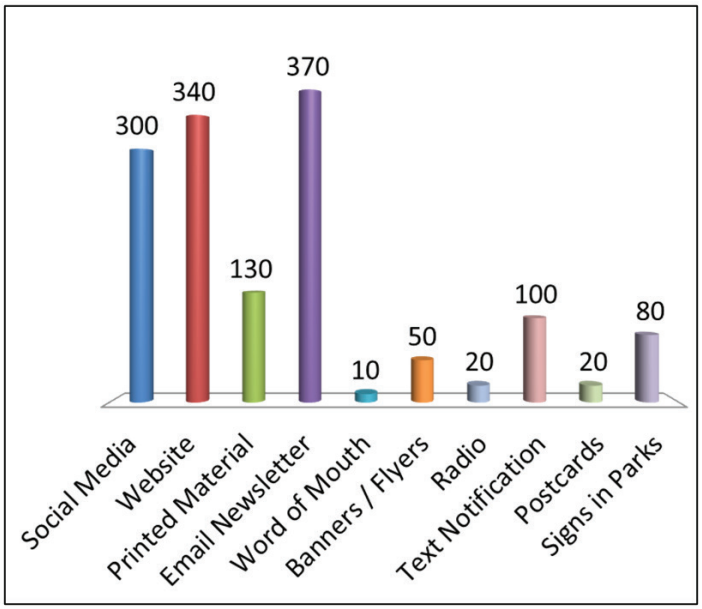

CHOOSE YOUR TOP 3 SPECIAL EVENTS THAT THE DISTRICT PROVIDES?

Blues and Brews (290), Holiday Festival (290), and Come Together (190) were identified as being the top three special events provided by the District.



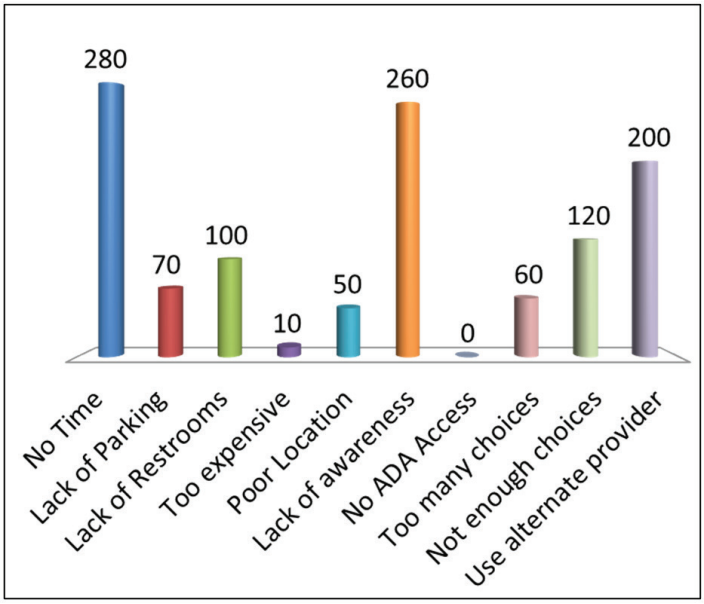
CHOOSE YOUR TOP 3 PREFERRED MEANS OF COMMUNICATION FROM THE DISTRICT?

The most effective marketing methods for meeting participants were email newsletters (370), website (340), and social media (300). The least effective mediums were word of mouth (10), radio (20), and postcards (20).




CHOOSE YOUR TOP 3 BARRIERS THAT PREVENT YOUR FROM PARTICIPATING MORE IN THE DISTRICT'S OFFERINGS?

Residents are most deterred from utilizing the District's offerings more frequently due to not having time (280), lack of awareness (260), and using alternative providers (200).



## 3.3.2 OPEN DISCUSSION RESPONSES

In addition to the live polling questions, community meeting participants were asked to identify systemwide strengths, opportunities, and overall top priorities that they would like the Master Plan to address. Below are their responses.

### STRENGTHS

- Special Events (variety)
- Well maintained parks and open spaces
- Staff treats people with dignity and respect
- Wide variety of programs
- Passionate staff and very responsive
- Strong sense of community
- Trails
- Well organized events/great user experiences
- New buildings (Teen Center, Community Center & Senior Center) and fields at Pleasant Oaks Park
- Senior Center – programs and people running it
- Special District focused on recreation
- Programs for all ages and community connection
- Partnerships and collaboration with local organizations and civic groups
- High quality sports fields
- Staff professionalism and expertise
- Variety of old, historic and new offerings
- Options to interact with parks in different ways
- Urban farm is unique

### OPPORTUNITIES

- Programs for kids with special needs
- Multi-sensory, universally accessible programs
- Performing arts theater
- Some parks need upgrades (e.g. Pinewood, Sherman Oaks)
- Gym owned and operated by District
- Performing arts programs/all types of arts programs
- More bocce courts/shade structure for Pleasant Hill Park courts
- Challenges with facilities
- Sports/after school offerings for special needs schools
- Determine future of Winslow Center
- BMX/Bike Park
- Outgrowing farm house – need space
- Working water fountains and restrooms
- Dog parks
- Enforce off leash rules in parks and open space
- Frisbee golf course
- Biking opportunities/bike friendly access
- ADA access at all park facilities
- Sell Winslow Center and use funds for School House
- Art History culture partner with Rodgers Ranch
- Opportunity for more collaboration with PHMSA for promotions
- More sports fields/soccer fields or complex so it can be year round
- Opportunities for teens to stay closer to home

## TOP PRIORITY
(# OF RESPONSES FOR THAT CHOICE)

- Multi-Use Gym & Aquatic Facility – 18
- Barn at Rodgers Ranch – 8
- Old School House – 4
- Performing Arts Center – 4
- Restrooms – 3
- All-abilities playground – 3
- Gymnasium – 2
- Dirt BMX Park – 2
- Upgrade Bocce Courts – 2
- Expand Sports Fields – 2
- Youth Involvement – 2
- Aquatics Facility – 2
- Maintain quality of existing facilities – 2
- Upgrades at Chilpancingo Park – 2
- Arts and Cultural Programs – 1
- Renovate small neighborhood parks – 1
- Accessible Facilities – 1
- Continue Innovative Programs – 1
- Multi-sports Facility – 1
- Diversity of services – 1
- Address shortcomings in existing buildings – 1
- Expansion of programs – 1
- Collaboration with outside agencies – 1
- Bocce Courts – 1
- Maintain high quality of life in Pleasant Hill – 1
- History and Cultural Programs- 1



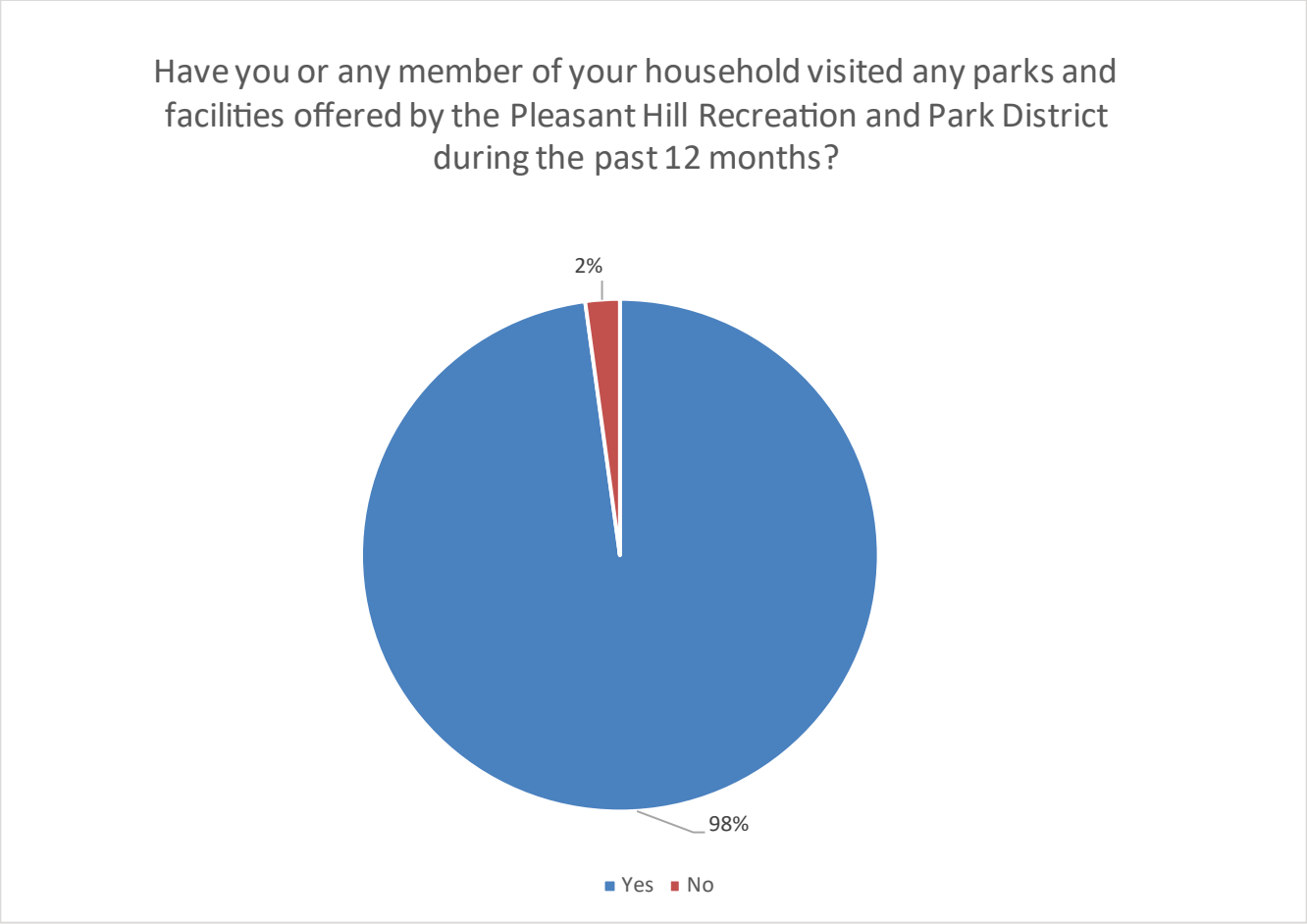
# 3.4 ONLINE SURVEY

As part of the community input process, PROS Consulting conducted an on-line survey (powered by SurveyMonkey) for a better understanding of the preferences, and satisfaction levels of Pleasant Hill's ("PHRPD") community in relation to new parks and recreation facilities/amenities being developed at a potential park site. The survey was available from April 2018 through July 2018 and received a total of 94 responses.

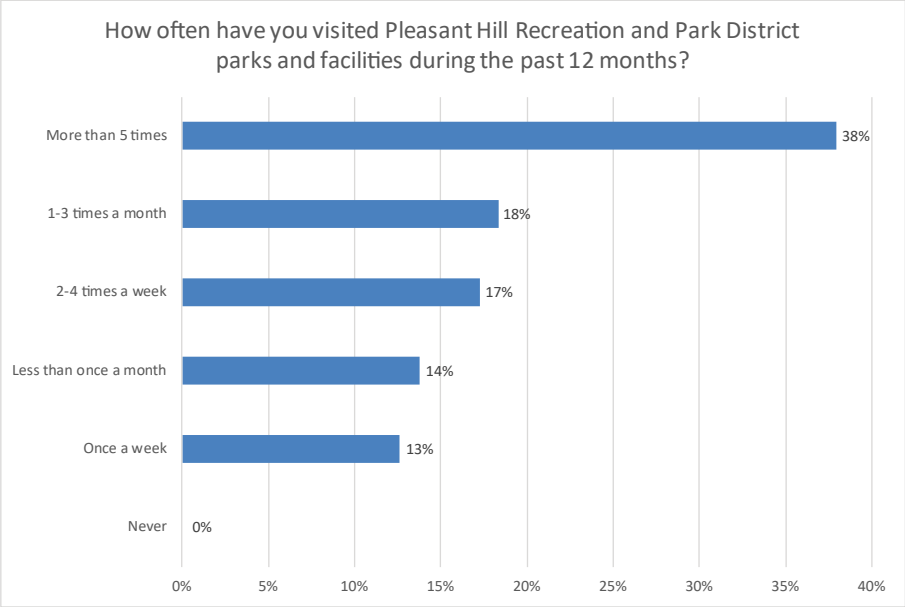
***Note: It is important to note that these results are non-scientific and do not reflect a random and statistically-valid opinion of the entire District but rather the input of those who opted to take this online survey.***

## 3.4.1 COMMUNITY SURVEY RESULTS

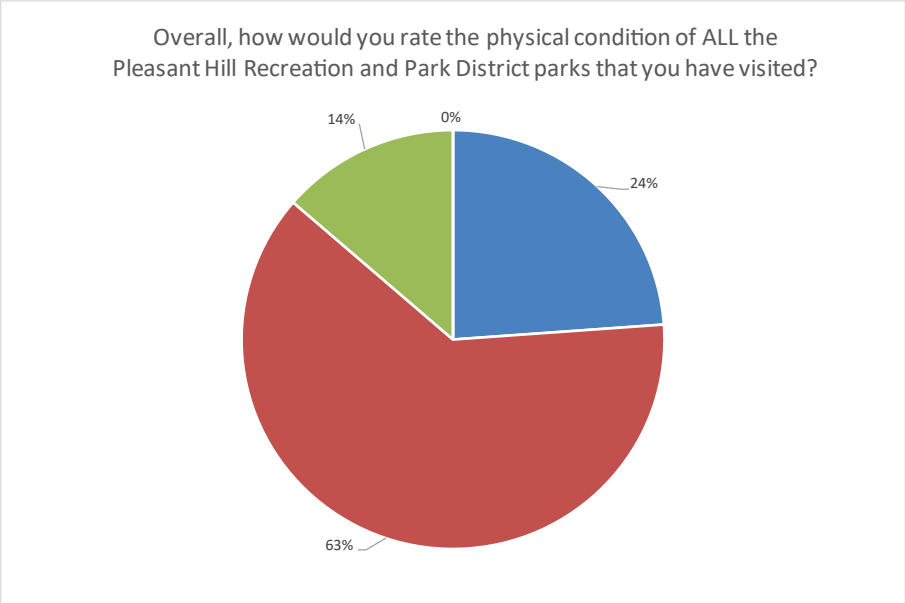
To begin with, respondents were able to choose 'Yes' or 'No'. The following chart below shows the results whether the respondent or any member of the household has visited any parks or facilities offered by PHRPD during the past 12 months? Responses show 91 respondents (98%) answered with 'Yes', while 2 respondents (2%) answered with 'No'. However, 1 respondent skipped the question.



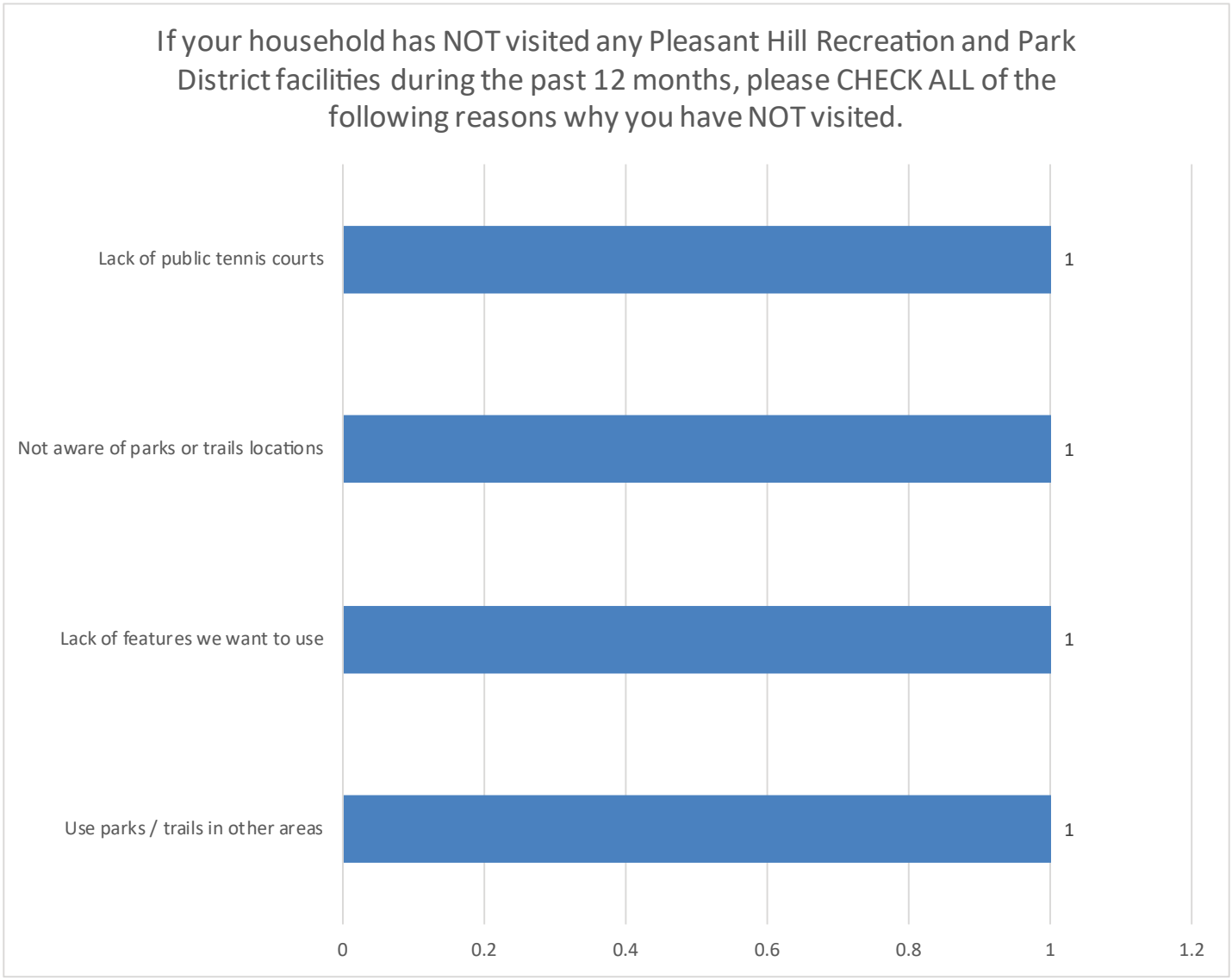
The chart below shows the results with a total of 87 responses; while 7 skipped the question. The question asked how often have you visited Pleasant PHRPD parks and facilities during the past 12 months? Results show 33 respondents (38%) answered with 'More than 5 Times', 15 respondents (17%) answered with '2-4 times a week', 11 respondents (13%) answered with 'Once a week', 16 respondents (18%) answered with '1-3 times a month', 12 respondents (14%) answered with 'Less than once a month', and 0 respondents answered with 'Never', while 7 respondents skipped the question.



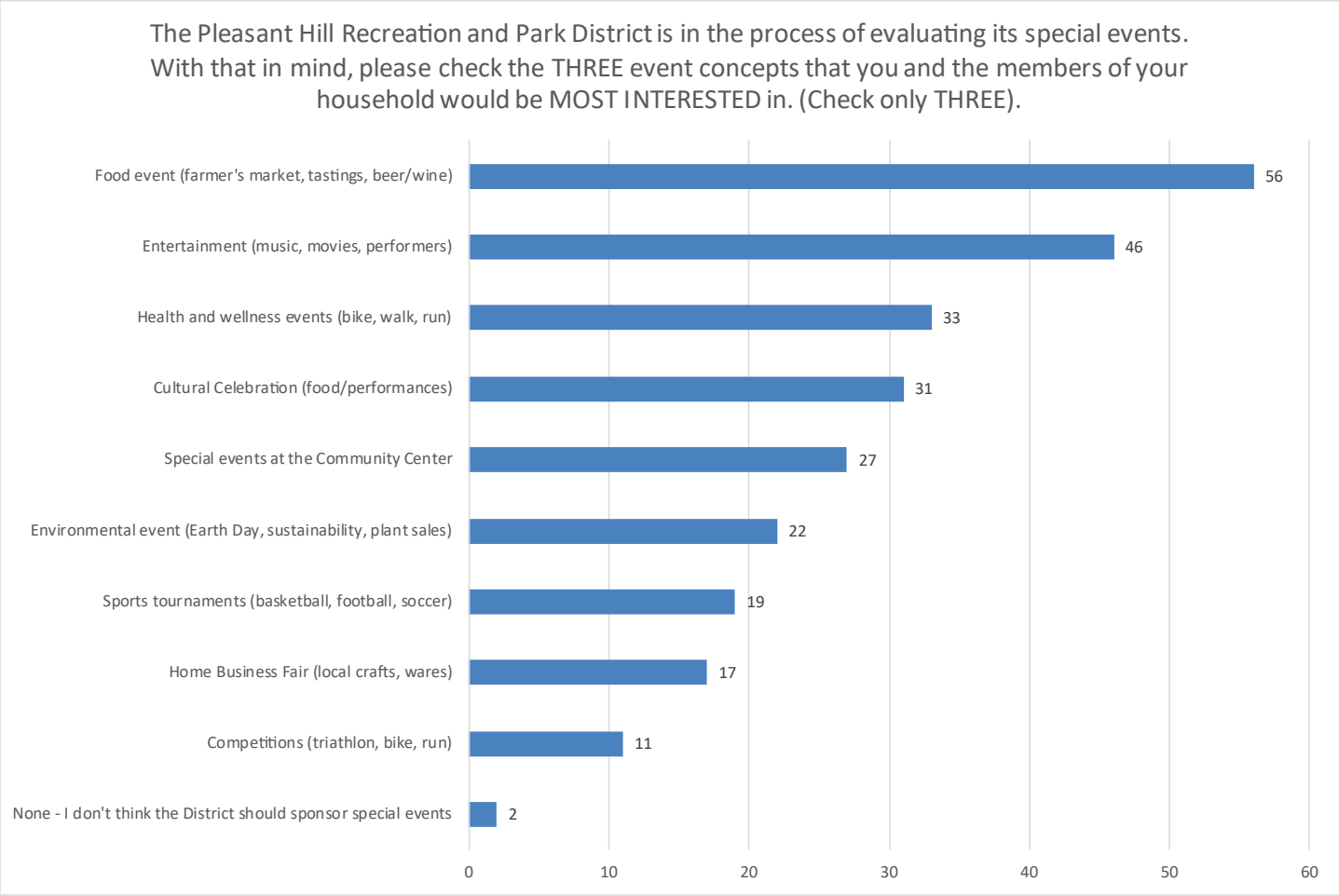

Sixty-three percent (63%) or 55 of respondents indicated the physical condition of ALL PHRPD parks they visited were 'Good'. Twenty-four percent (24%) or 21 of respondents indicated the physical condition was 'Excellent'. Fourteen percent (14%) or 12 of respondents indicated the physical conditions were 'Fair'. Finally, Zero percent (0%) or 0 respondents indicated the physical conditions were 'Poor', while 6 respondents skipped the question.



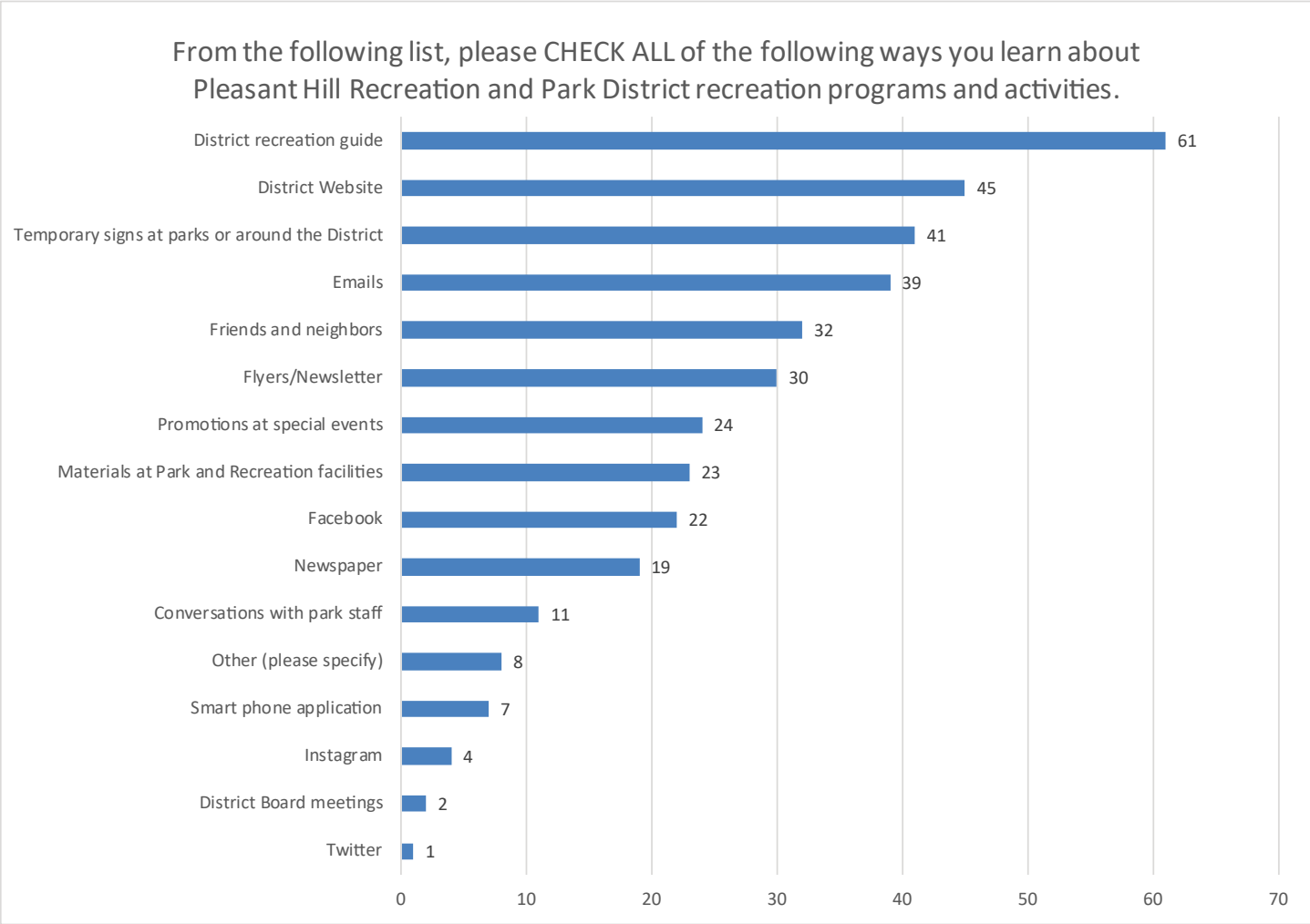
Respondents were asked to check all of the following reasons if they have not visited PHRPD facilities during the past 12-months. Out of the 94 respondents, only 2 answered; 92 skipped the question. Of the responses, A respondent answered with 'Use parks/trails in other areas'. A respondent answered with 'Lack of features we want to use'. A respondent answered with 'Not aware of parks or trails locations'. Finally, a respondent stated, "PH does not have any public tennis courts." Therefore, there is a lack of public tennis courts at PHRPD.



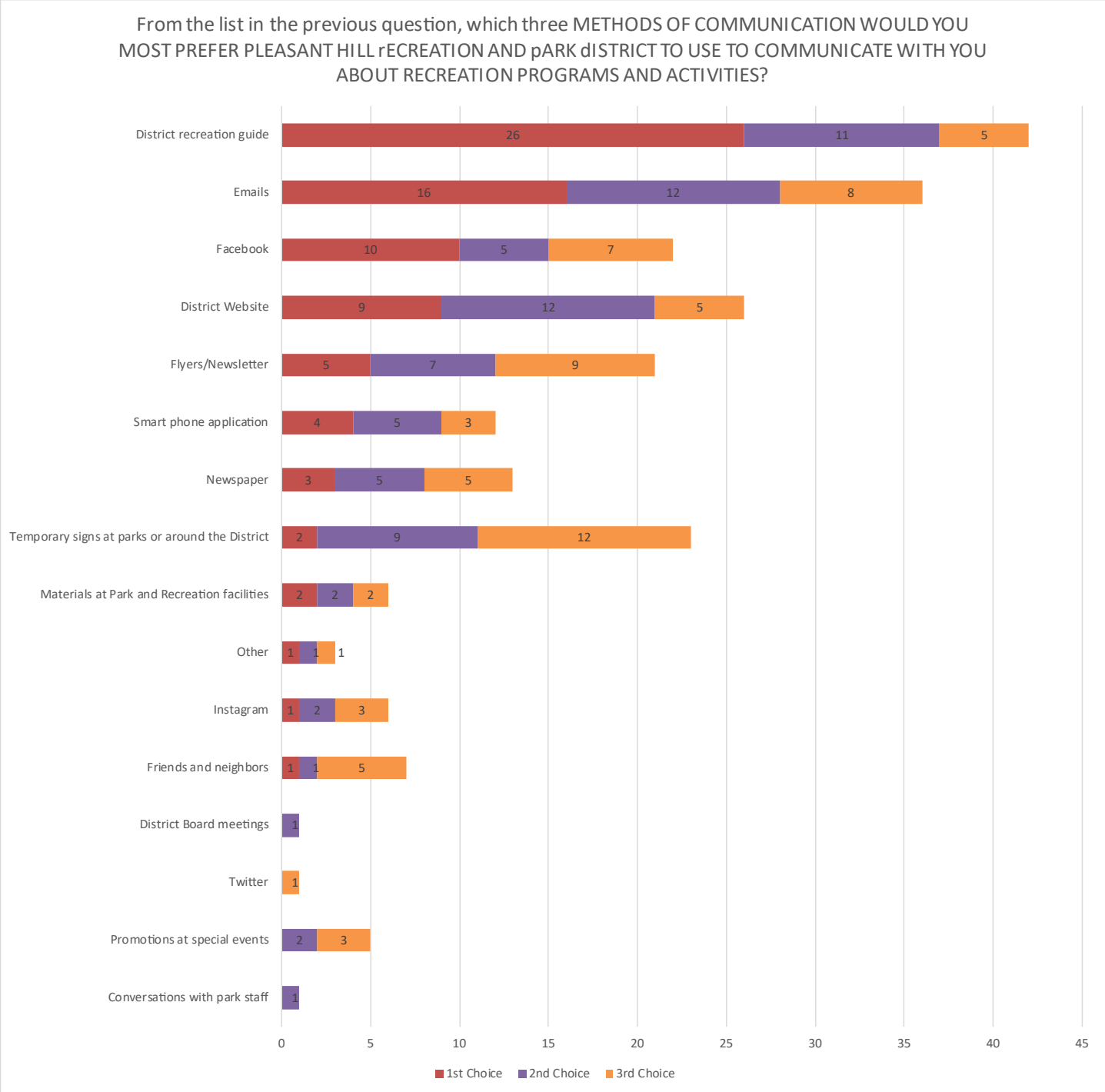
Respondents were to check the three event concepts they or the members of their household would be most interested in as PHRPD evaluates their special events. More than half of respondents (64%) or 56 indicated 'Food event', which was the most popular concept. Fifty-two percent (52%) or 46 respondents felt 'Entertainment' was a top concept. Also ranked high amongst the list, thirty-eight percent (38%) or 33 respondents stated 'Health and wellness events' as an important concept they'd be interested in. On this survey question, 6 respondents skipped and didn't provide an answer.



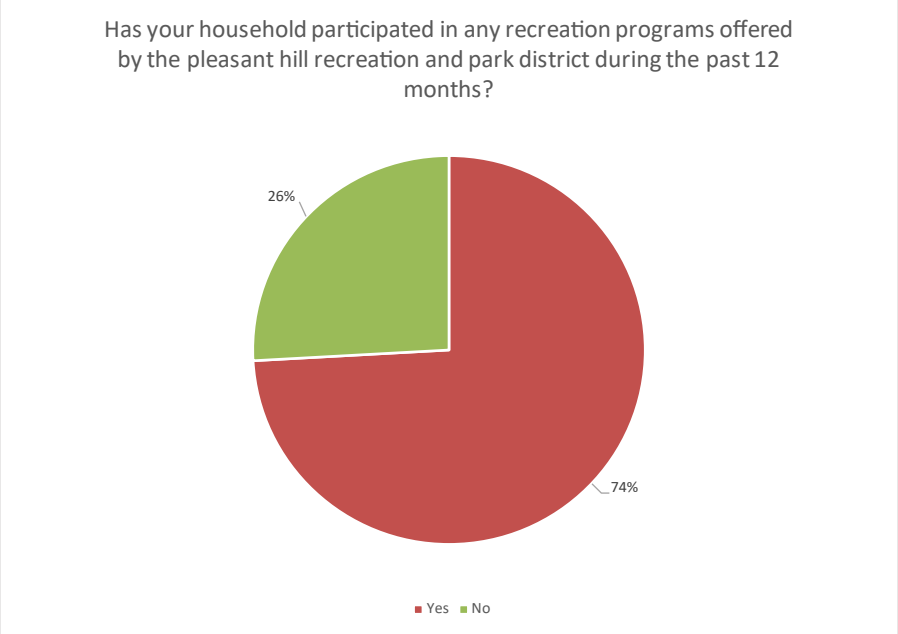
Respondents were asked to check all of the following ways you learn about PHRPD recreation programs and activities. Sixty-one respondents (72%) provided the answer, 'District recreation guide'. Forty-five respondents (53%) stated, 'District Website'. Also, another highly selected answer was 'Temporary signs at parks or around the District'. Forty-one respondents (48%) provided this answer for the community survey.



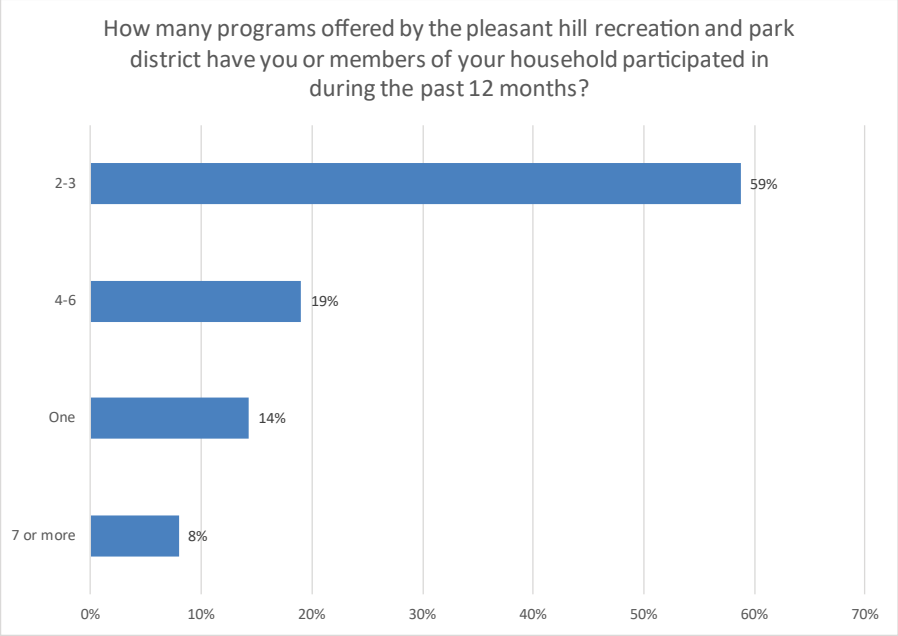
Utilizing the previous question, the following were the top choices selected by respondents. The survey asked respondents to provide three methods of communication they would most prefer PHRPD to use to communicate with you about recreation programs and activities. For the first choice, 26 respondents stated 'District recreation guide' is the top and most popular form of communication they would prefer. The second choice, 12 respondents each stated the preferred form of communication was 'District website' and 'Emails'. Lastly, the top choice for third choice was 'Temporary signs at parks or around the District' selected by 12 respondents.



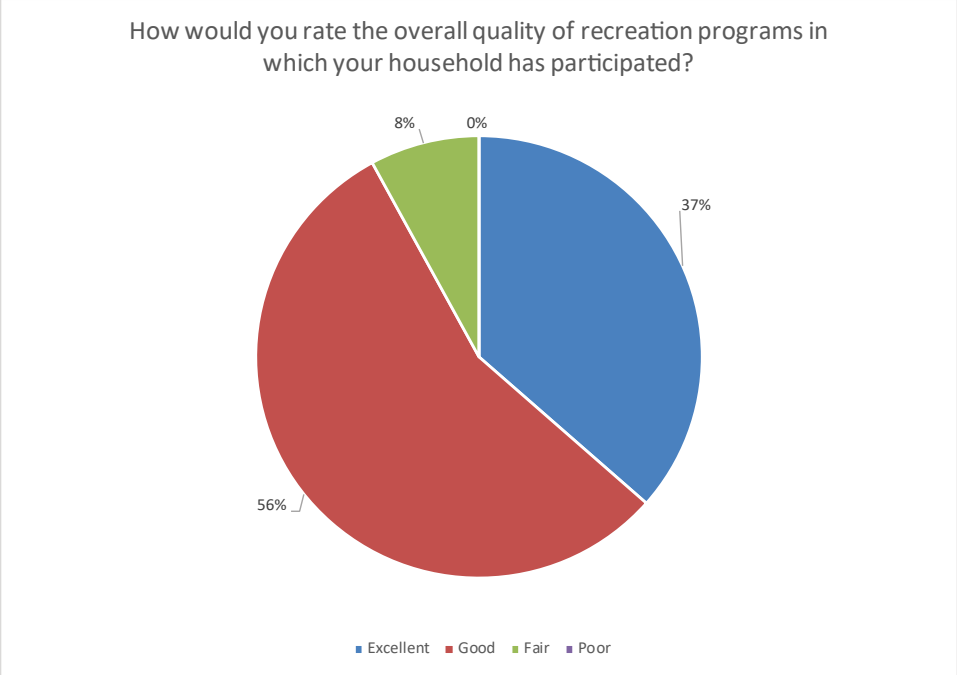
Survey asked if your household has participated in any recreation programs offered by PHRPD during the past 12 months. Respondents were required to answer 'Yes' or 'No'. There were 63 respondents (74%) answered 'Yes'. However, there were 22 respondents (26%) that answered 'No'.



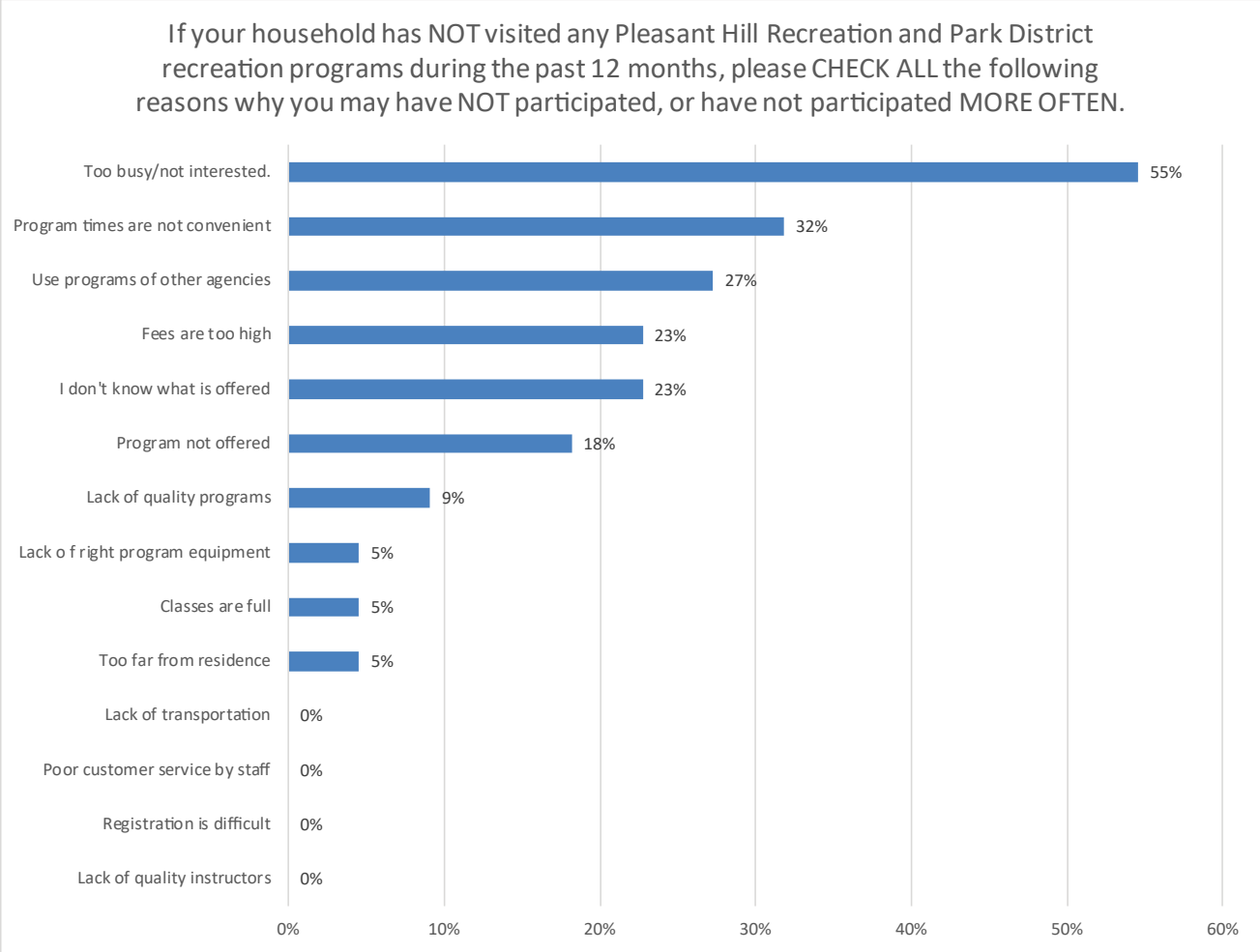

More than half of the respondents (59%) or 37 respondents stated they have participated in '2-3' programs PHRPD has offered. Twelve respondents (19%) stated they have participated in '4-6' programs offered by PHRPD. Nine users (14%) stated they have participated in 'one' program. Lastly, five respondents (8%) stated they have participated in 7 or more programs offered by PHRPD.



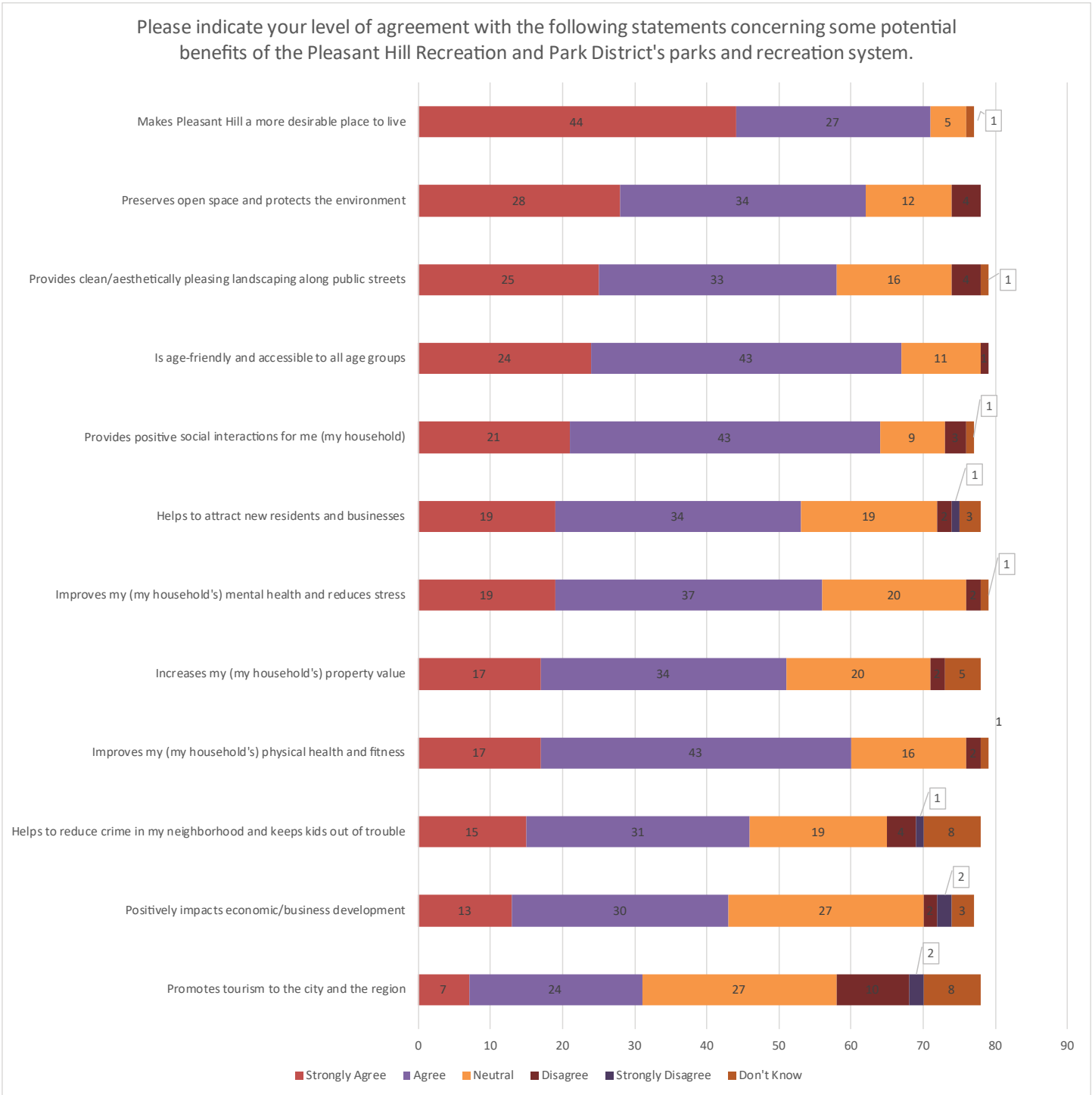
Respondents were asked how they would rate the overall quality of recreation programs in which their household has participated in. Sixty-three responses were captured. More respondents (56%) or 35 respondents stated they rate the overall programs 'Good'. Twenty-three respondents (37%) stated the overall programs were 'Excellent'. Five respondents (8%) stated the overall rating of programs was 'Fair'. Zero respondents stated the rating of overall PHRPD programs were 'Poor'. On the other hand, thirty-one respondents skipped the question providing no answer.



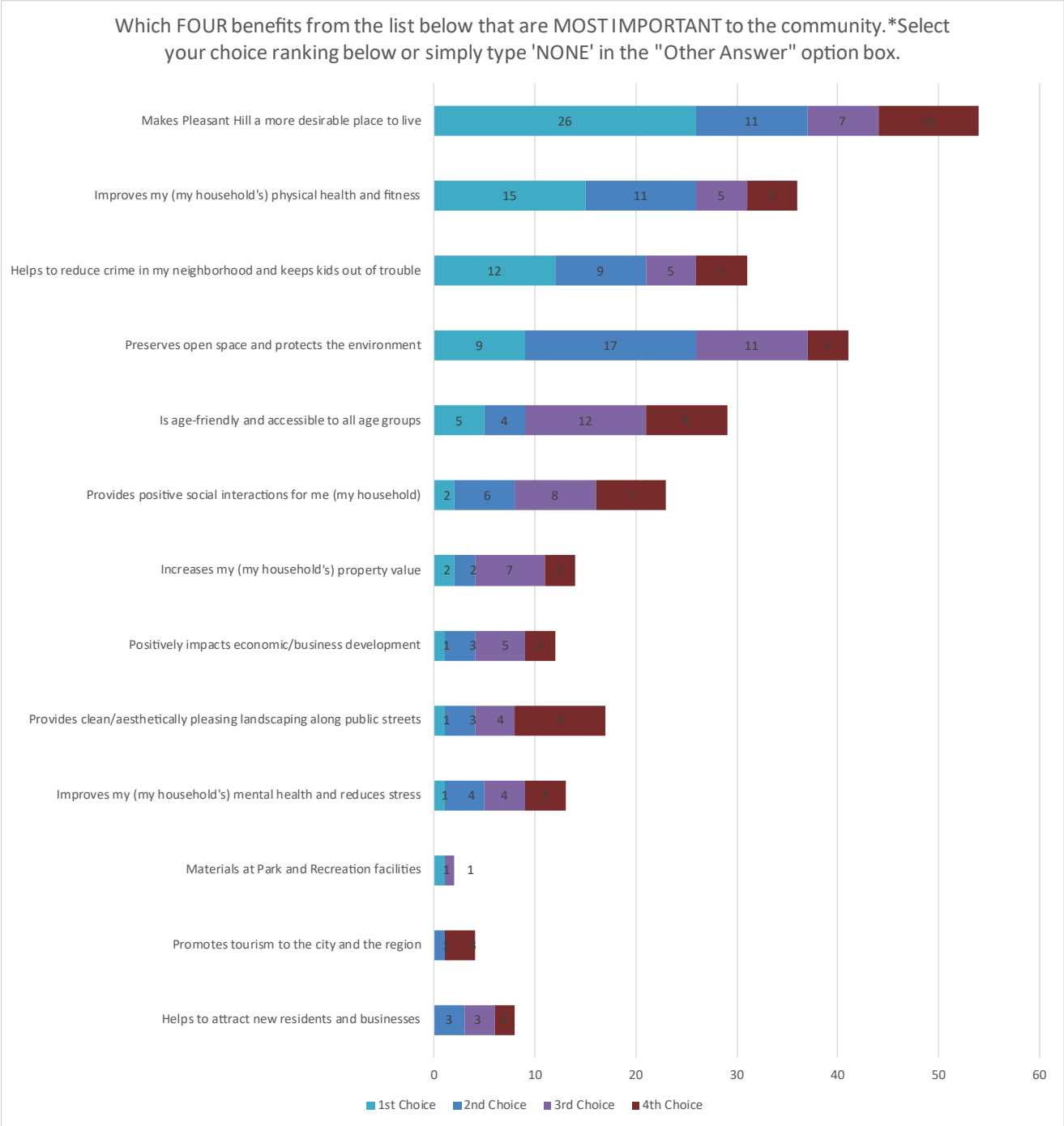
Respondents were asked if their household has not visited any pleasant hill recreation and park district recreation programs during the past 12 months, please check all the following reasons why they may not have participated, or not participated more often. There was a total of twenty-two respondents with answers. Twelve respondents (55%) stated they were 'Too busy/not interested'. Seven respondents (32%) stated 'Program times are not convenient'. Finally, another highlighted reason was "Use programs of other agencies' where six respondents (27%) answered with this option. There were seventy-two respondents who skipped this question.



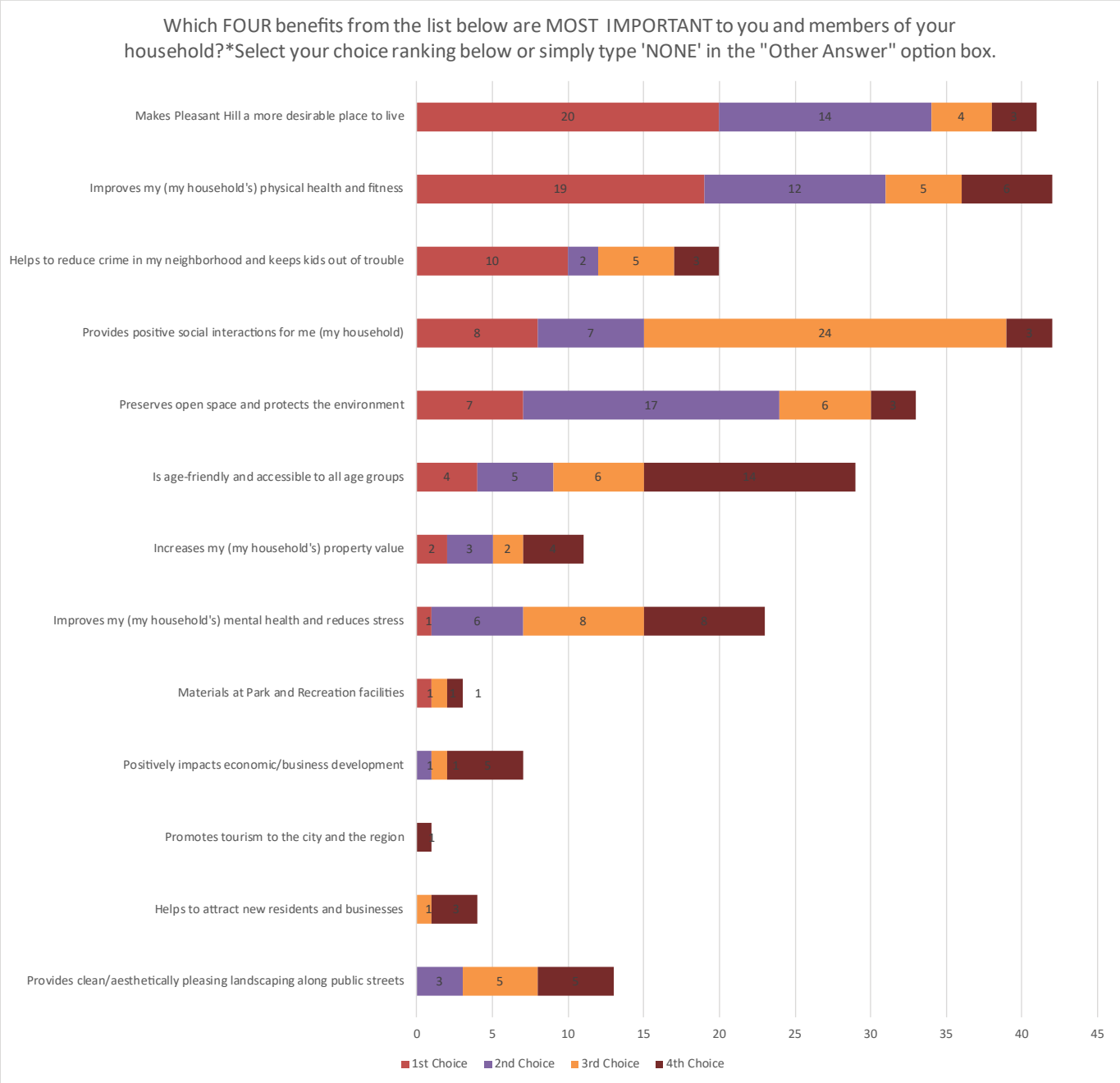
Respondents were asked to indicate their level of agreement with the following statements concerning some potential benefits of the PHRPD parks and recreation system. The answers were ranked from the level of agreement from 'Strongly Agree' to 'Strongly Disagree' or 'Don't Know'. To name a few, 57% of respondents 'Strongly Agreed' that benefits of PHRPD makes Pleasant Hill a more desirable place to live. Also, 56% of respondents 'Agreed' the benefits provides positive social interactions for my household.



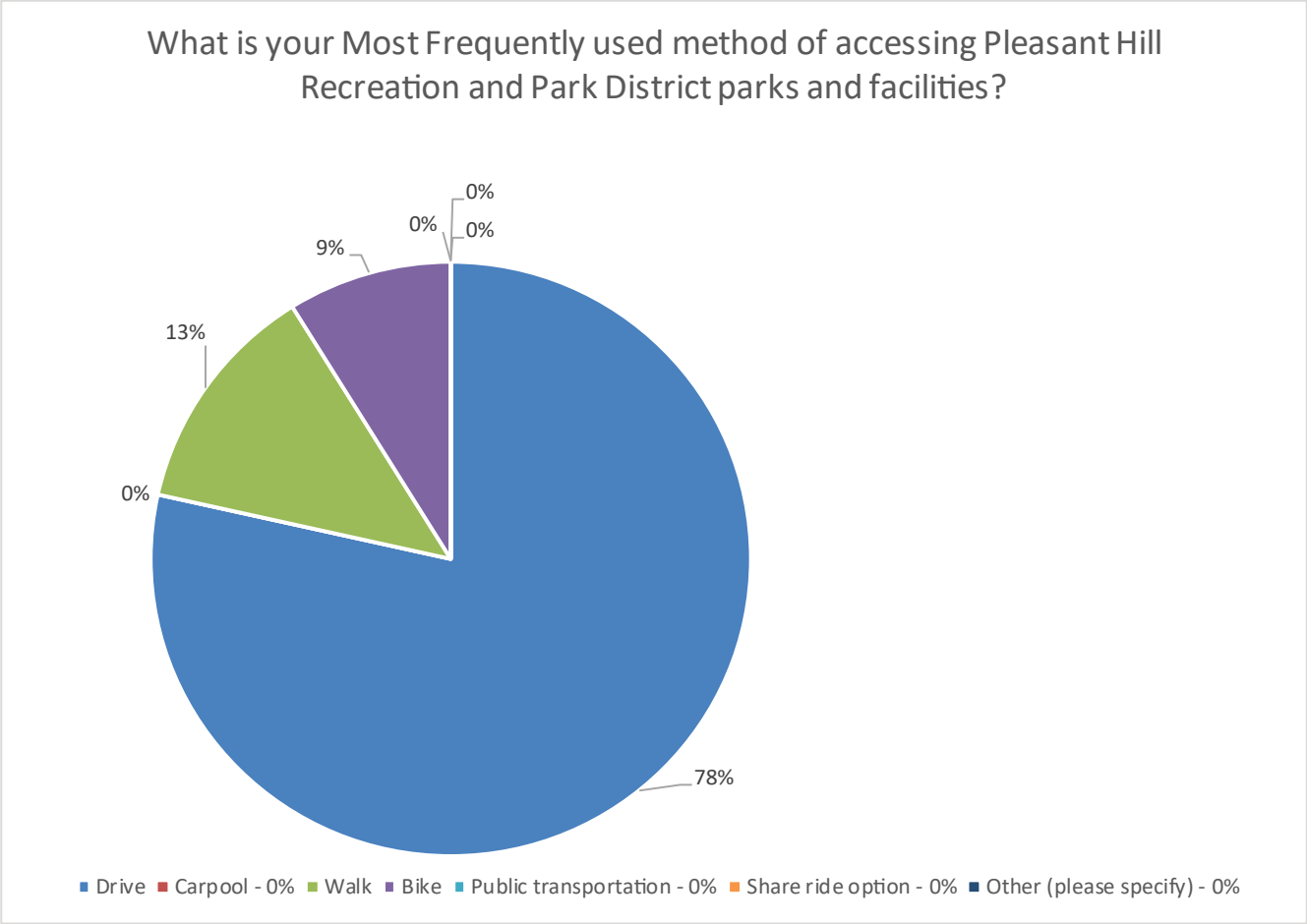
Respondents were asked to select four benefits from the provided list that are most important to the community. The selected choices are based on a ranking from first through fourth choice. For the first choice, almost half of the respondents or 26 responses stated the top benefit that's most important to the community are that it 'Makes Pleasant Hill a more desirable place to live'. The second choice had 17 respondents stating the second benefit most important to the community is PHRPD 'Preserves open space and protects the environment'. The top third choice respondents selected, 'Is age-friendly and accessible to all age groups'. Lastly, the top fourth choice respondents selected, once again was 'Makes Pleasant Hill a more desirable place to live' with 10 respondents answering with this option. Additionally, there were 4 respondents that selected "Other' and one specified with a specific response. It stated, "You completely overlook spiritual impact. Did you know there are Christian churches in the area that actually do what you are trying to do?"



Respondents were asked to select four benefits from the provided list that are most important to the respondent and the members of their household. The selected choices are based on a ranking from first through fourth choice. For the first choice, approximately half of the respondents or 20 responses stated the top benefit that's most important to the respondent and their household are that it 'Makes Pleasant Hill a more desirable place to live'. The second choice had 17 respondents stating the second benefit most important to them is PHRPD 'Preserves open space and protects the environment'. The top third choice, 24 respondents selected it 'Provides positive social interactions for me (my household)'. Lastly, the top fourth choice respondents selected was that it 'Is age-friendly and accessible to all ages groups' with 14 respondents answering with this option. Additionally, there were 4 respondents that selected "Other' and one specified with a specific response. It stated, "Hoping you will start to address the impact the state of CA has on discouraging business."



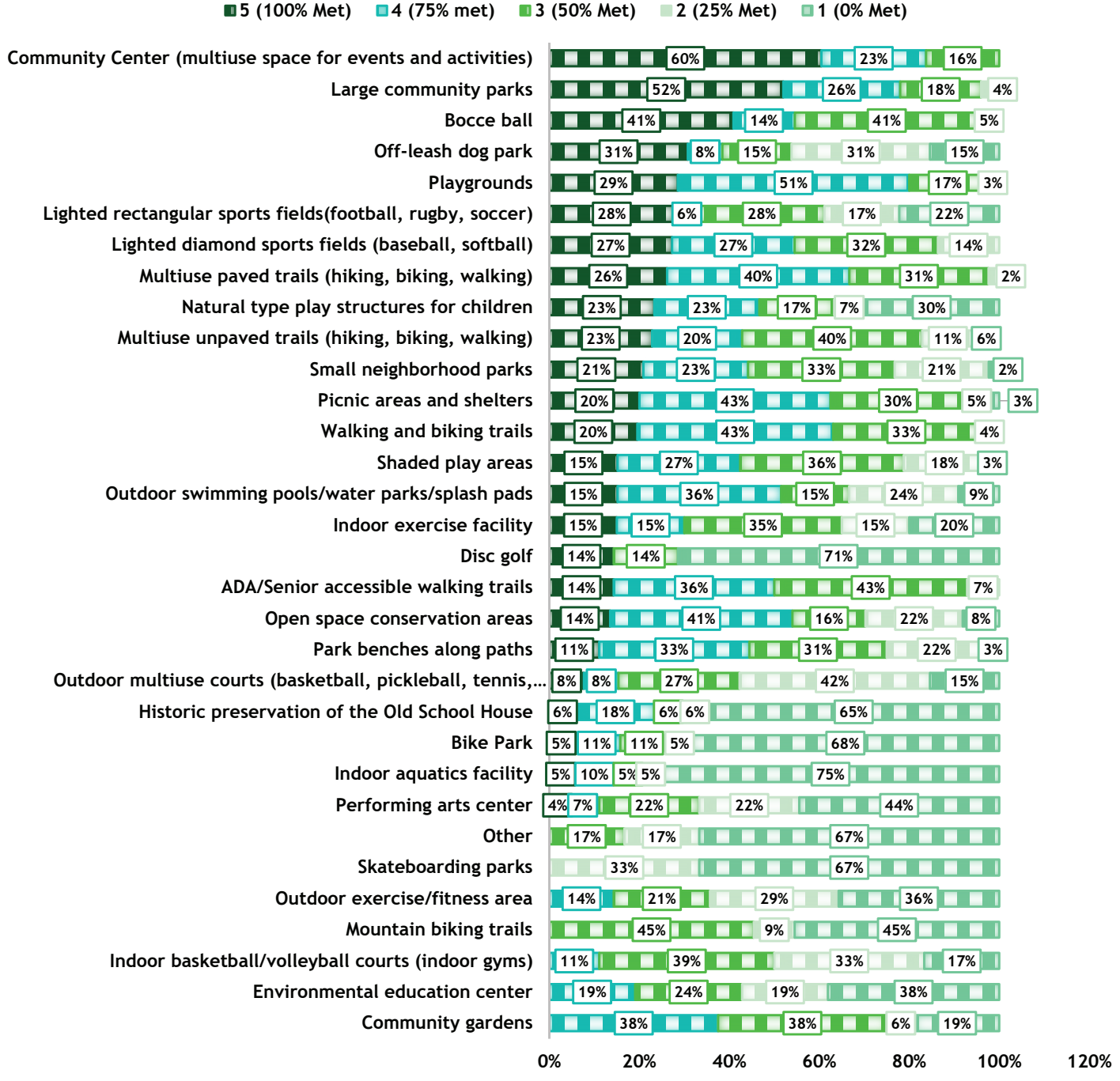
Respondents were asked what is their most frequent used method of accessing PHRPD parks and facilities. Based on the results, respondents did not state carpool, public transportation, or share ride option as their frequent used method of transportation. However, 'Drive' was the highest method (78%) or 62 respondents, for accessing PHRPD's parks and facilities. Ten respondents (13%) stated their method for accessing PHRPD's parks and facilities was to 'Walk'. Lastly, seven respondents (9%) stated their method for accessing PHRPD's parks and facilities was by 'Bike'. There was a total of 79 respondents that provided answers, however there were 15 respondents who skipped the question.



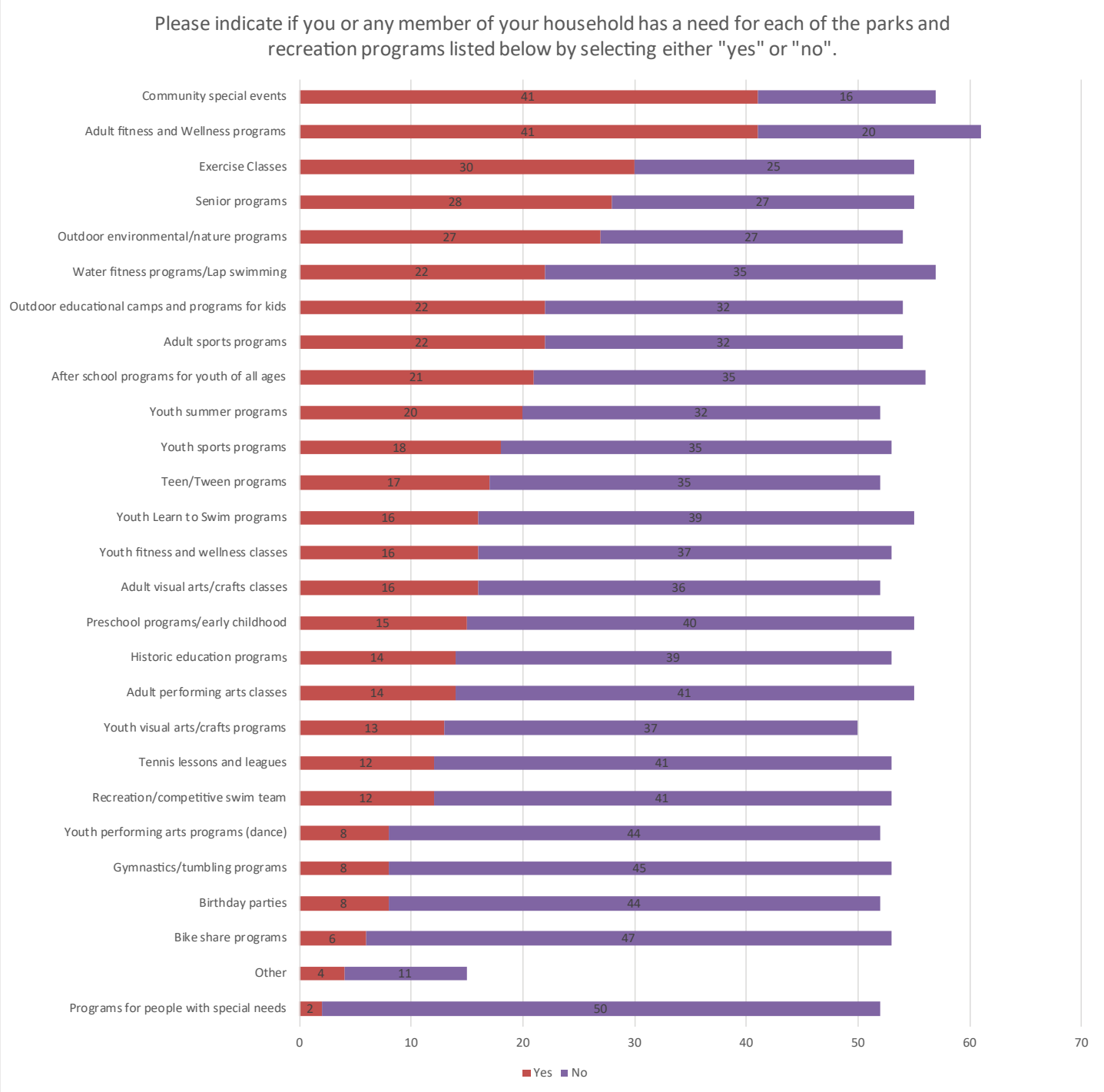
The survey provided a list of PHRPD's parks and recreation facilities, in which the respondents were to indicate if they have a need for each. The top need respondents are interested in with 59 selections or 87% responding with 'Yes" was 'Large community parks'. Respondents were also interested in 'Walking and biking trails' with 82% or 53 respondents selected as so. On the other hand, 87% or 51 respondents selected 'No' they were not interested in 'Skateboarding parks'. Also, 44 respondents (86%) stated they were not interested in 'Disc golf'. Additionally, there were 13 respondents that selected 'Other' needs and/or remarks, which they specified as followed:

- "Please keep open space at Las juntas park."
- "Turf soccer field."
- "Too many drug users and homeless in the park."
- "Free splash pad with shade would be so helpful!"
- "Safe biking area for kids and families."
- "Art gallery."
- "For Performing art center, I presume you are talking about DVC (not the Community Center). It would be nice to see more community events at the Performing Arts Center."
- "Outdoor self-instructed circuit training court (similar to that on marina green in San Francisco, not individual stations)."
- Public transportation expanded to neighborhoods or ways to get to/from P&R events w/o driving."
- Safe bike paths coming from PH Rd. to Downtown PH would increase safety. No easily accessible way to get from Canal trail by Gregory to downtown.
- "Tennis Courts."
- "Exercise facility for seniors."

IF YES, HOW WELL ARE YOUR NEEDS BEING MET?

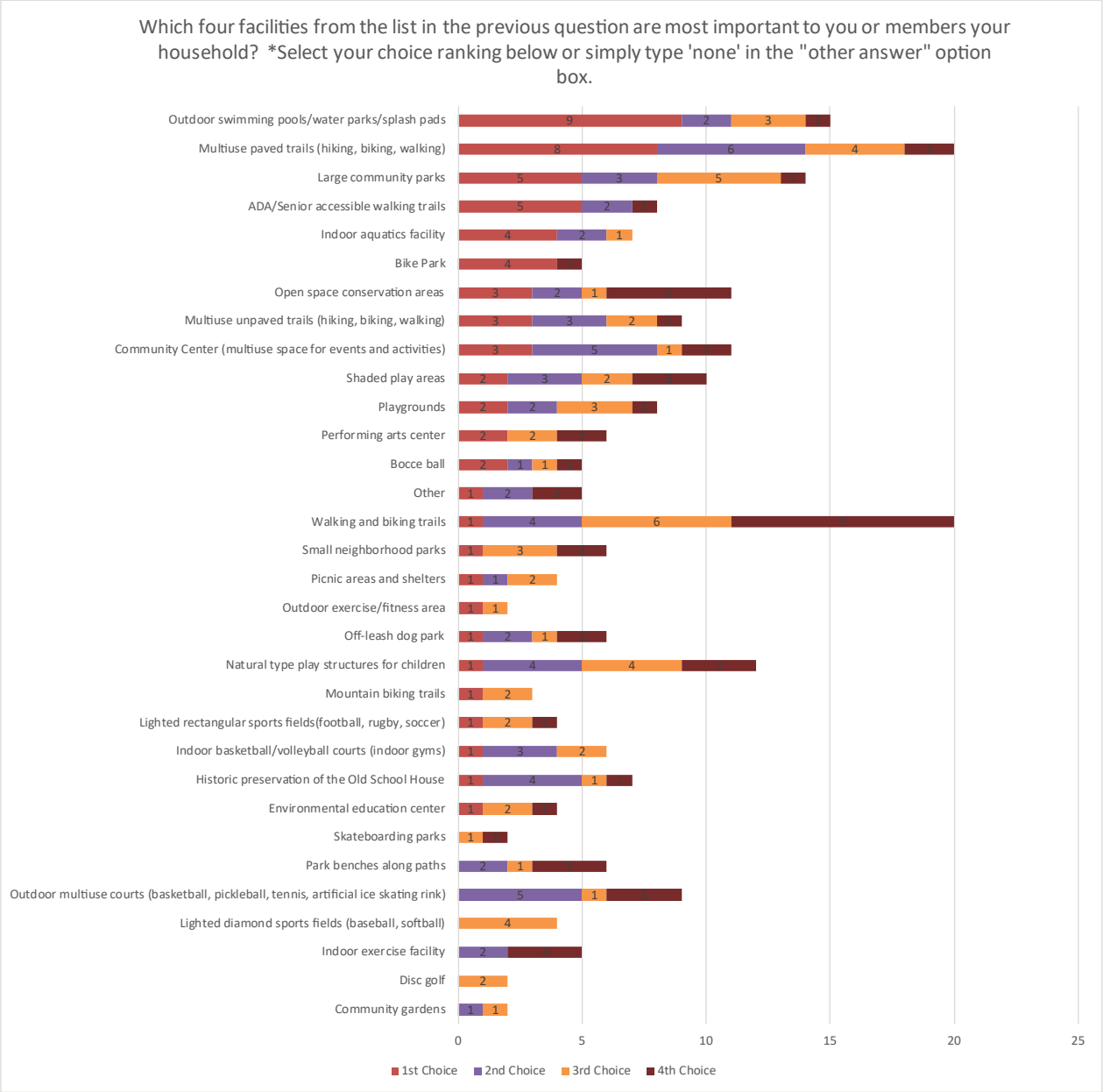


Continuing from the previous question, if respondents answered 'Yes' on any of the listed needs provided, they were to rate how well that need is being met on a scale ranking of 1 to 5; 5 meaning 100% met, 4 meaning 75% met, 3 meaning 50% met, 2 meaning 25% met and 1 meaning 0% met. The following chart shows the needs selected and how well they are and are not being met. Ranked as the highest need being met is the 'Community Center' where 60% of respondents ranked a 5; 100% need is being met. In the rank 4 category the highest met need was tied at 43% between two needs: 'Walking and bike trails & 'Picnic areas and shelters'. The highest need at rank 3 was 'Mountain biking trails' with 45% of respondents selecting this option. The highest rank 2 need at 42% was 'Outdoor multiuse courts (basketball, pickleball, tennis, artificial ice-skating rink)'. Lastly, the highest rank 1, which was the lowest level of ranking, resulted in 'Indoor aquatics facility' at 75%.

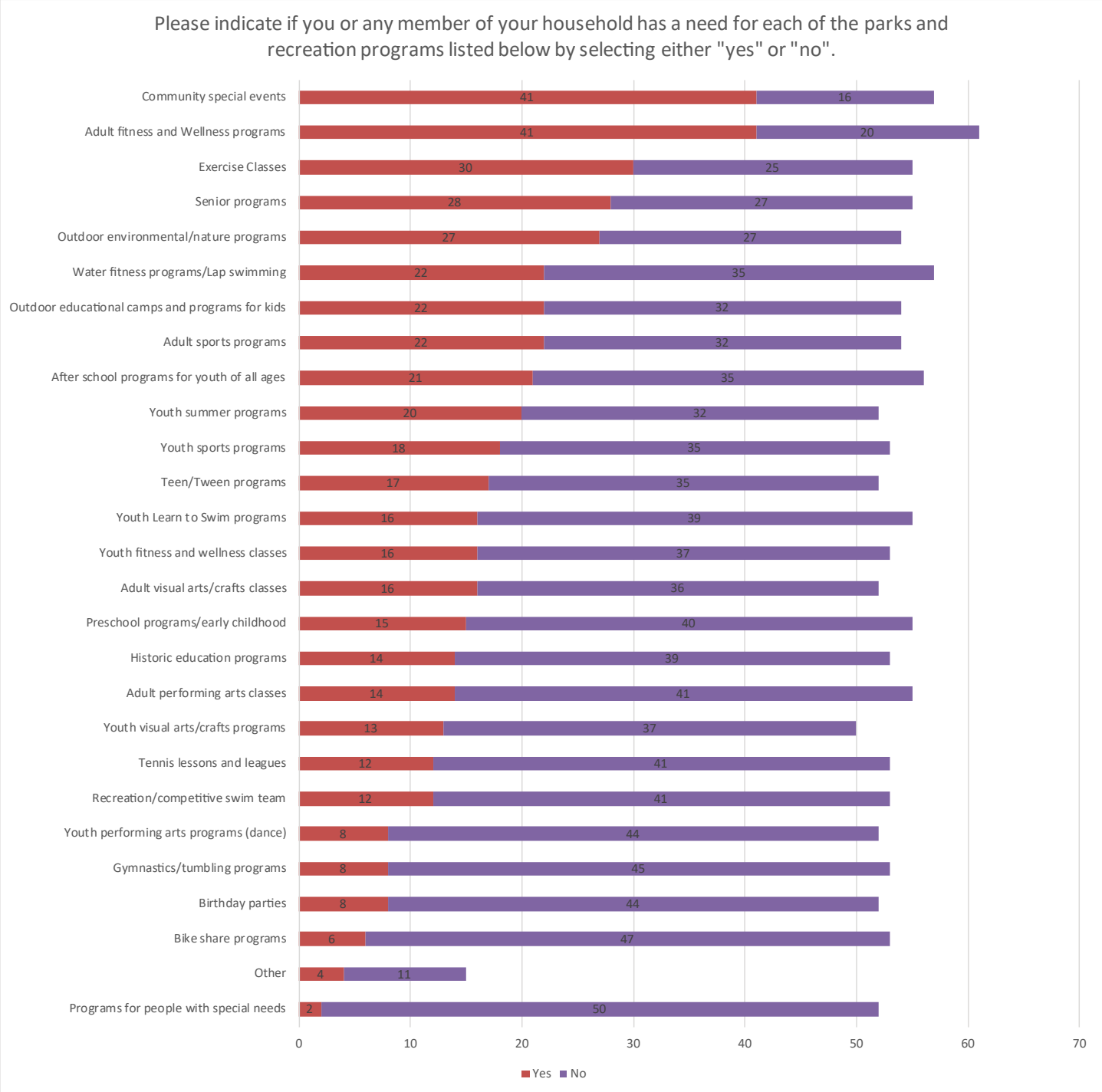


Based on the previous question, respondents were asked to identify which of the four facilities would be most important to the respondent or members of their household. Of the selections, the respondents were to rank the choices from one through four; one being the most important and four being the least important. The most important choice selected was the 'Outdoor swimming pools/water parks/splash pads'. Nine respondents selected this choice, which was the highest selected choice of the 1st choice option. The highest selected 2nd choice option was 'Multiuse paved trails (hiking, biking, walking) with 6 respondents making this their 2nd choice. Six respondents selected 'Walking and biking trails' as the highest 3rd choice option. Lastly, there were nine respondents that selected 'Walking and biking trails' as well for the highest 4th choice. Also, there were 6 respondents that answered with 'Other' and 3 specified with details. They stated the following:

- Public Transportation
- Tennis Courts
- Rogers Ranch Bar completion

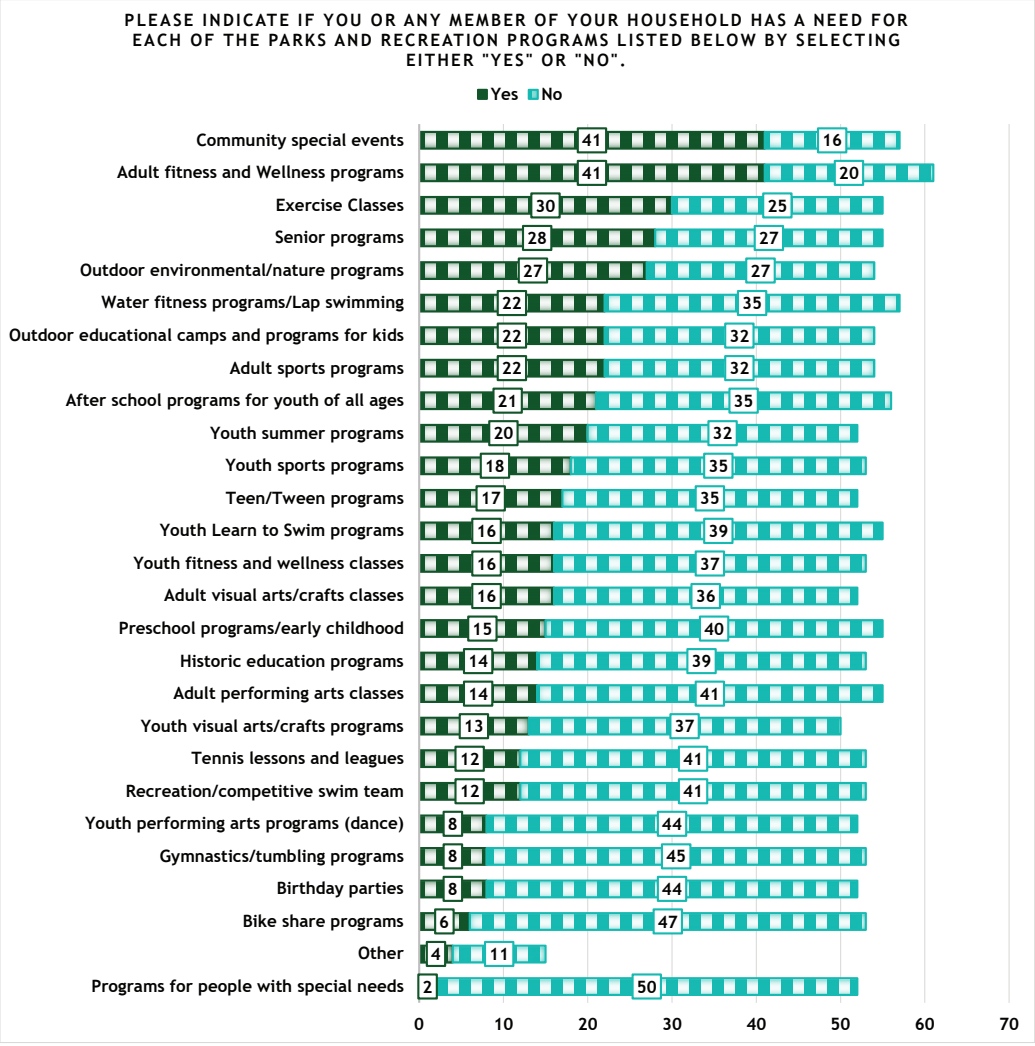


Respondents were required to indicate with 'Yes' or 'No' if they or any members of their household has a need for each of the parks and recreation programs provided. There were two recreation programs that tied as the top selected needs, which were 'Community special events' and 'Adult fitness and Wellness programs' with 41 responses of 'Yes'. However, there were a few recreation programs that respondents felt were not much of a need. With 50 responses of 'No', respondents feel 'Programs for people with special needs' were not a need for them or their household. Also, with 47 responses of 'No', respondents feel that 'Bike share programs' were not a need either.



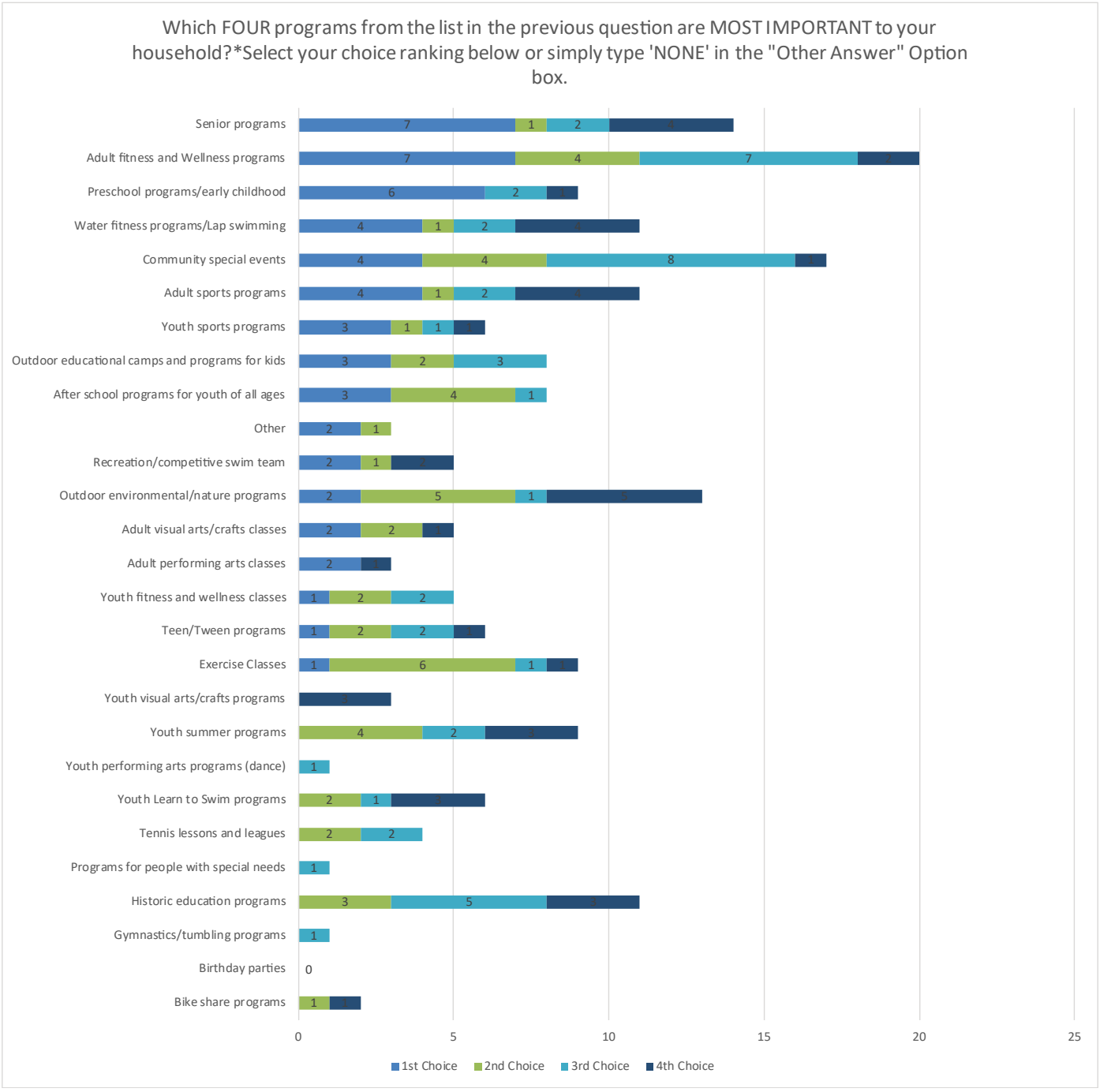
Based on the same question, if respondents answered with 'Yes', then they were required to explain how well that need is being met. Of the total 64 responses, each need was ranked on a scale from 5 to 1; 5 being the top meaning 100% to 1 being the lowest meaning 0% met. The highest fifth ranked need with 10 selections by respondents was 'Community special events'. The highest fourth ranked need was tied with two needs and 16 selections were 'Exercise Classes' and 'Adult fitness and Wellness programs'. The highest 3rd ranked need was once again 'Adult fitness and Wellness programs' with 10 selections. The highest 2nd ranked need with 6 selections was 'Outdoor environmental/nature programs.' Lastly, the highest 1st ranked need was 'Outdoor environmental/nature programs' again with 7 selections. Also, there were 8 respondents that selected 'Other' and 7 specified details.

- Adult language and music courses
- More open swim, more camps/classes for kids under 3
- Bike education and safety
- Hillside cleanup to prevent fires
- Teen fitness classes after school (e.g. eight training, parkour, ninja warrior)
- Girls Basketball league
- Heated indoor pools for exercise

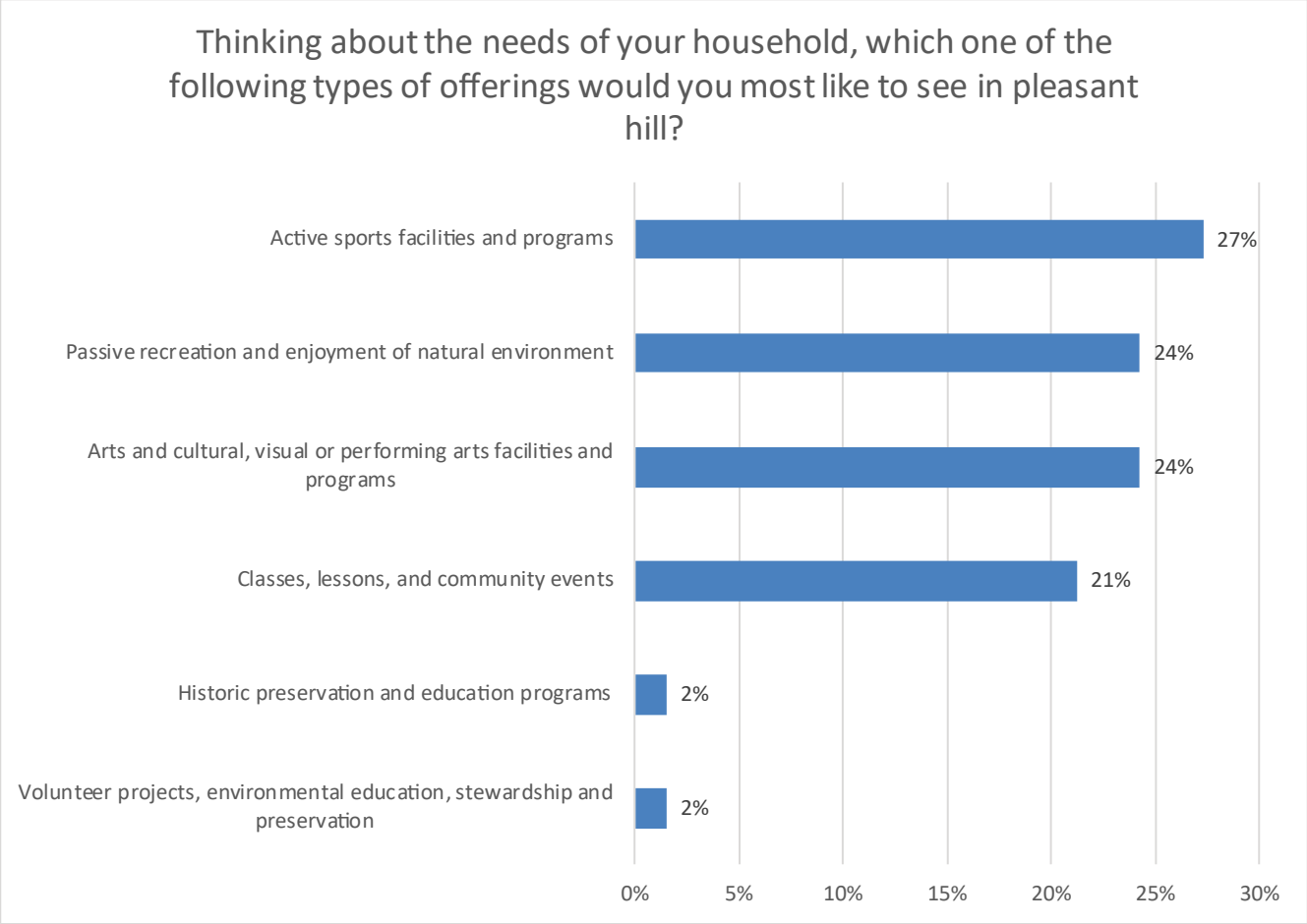


Based on the previous question, respondents were asked to select four programs from the provided list that are most important to their household. The choices would be selected in a ranking system from 1st choice to 4th choice. The top choice that is most important to respondents was tied between two programs with 7 selections, which were 'senior programs' and 'adult fitness and wellness programs'. The top choice ranked for 2nd choice with 6 selections was 'Exercise classes'. The top choice ranked for 3rd choice with 8 selections was 'Community special events'. Lastly, the top choice ranked for last or 4th choice with 5 selections was 'Outdoor environmental/nature programs. Also, there were 4 respondents that selected 'Other' and 1 provided specifications with their answer. They stated the following:

- Teen fitness classes after school



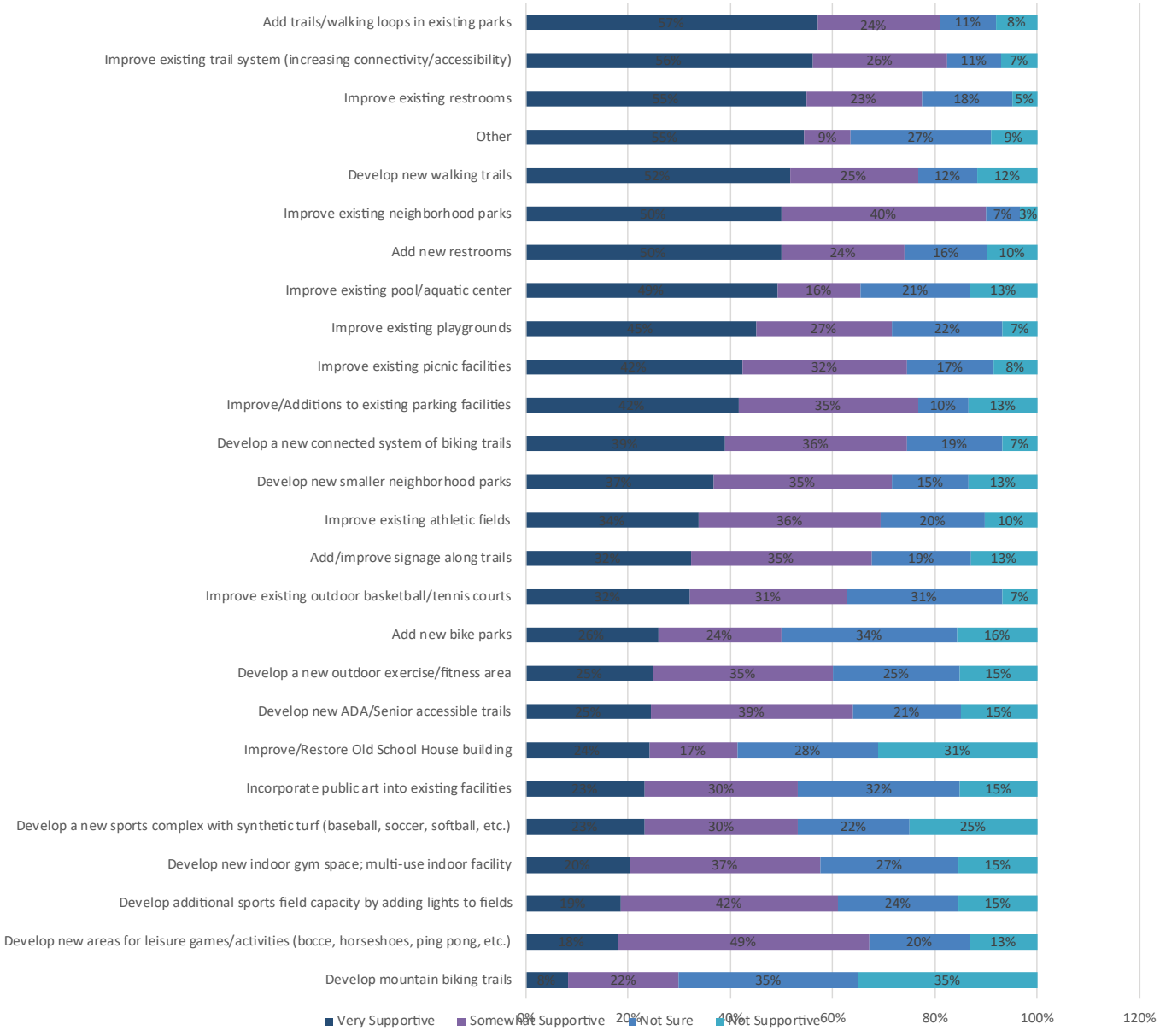
Respondents were asked to think about their needs of their household. Of those needs, which one of the following types of offerings would they most like to see in Pleasant Hill? Out of sixty-six responses, eighteen respondents (27%) stated 'Active sports facilities and programs' was most likely to be seen. Following close were two separate needs requested by sixteen respondents. Both 'Passive recreation and enjoyment of natural environment' and 'Arts and cultural, visual or performing arts facilities and programs' were both tied requested by 24% of the respondents.



Respondents were asked to provide their level of support to a list of actions that PHRPD could take in order to improve the parks, trails, and recreation system. The survey resulted in 'Add trails/walking loops in existing parks' as the action which had the most support with 57% of respondents selected, they were Very supportive of this action item. Next, 56% of respondents stated they were very supportive in 'Improving existing trail system (improving connectivity/accessibility)'. Finally, there were 56% of respondents stating they were very supportive in 'Improving the existing restrooms'. However, there were 9 respondents who were in supportive of 'Other' actions PHRPD needs to take and 8 of them specified those items as followed:

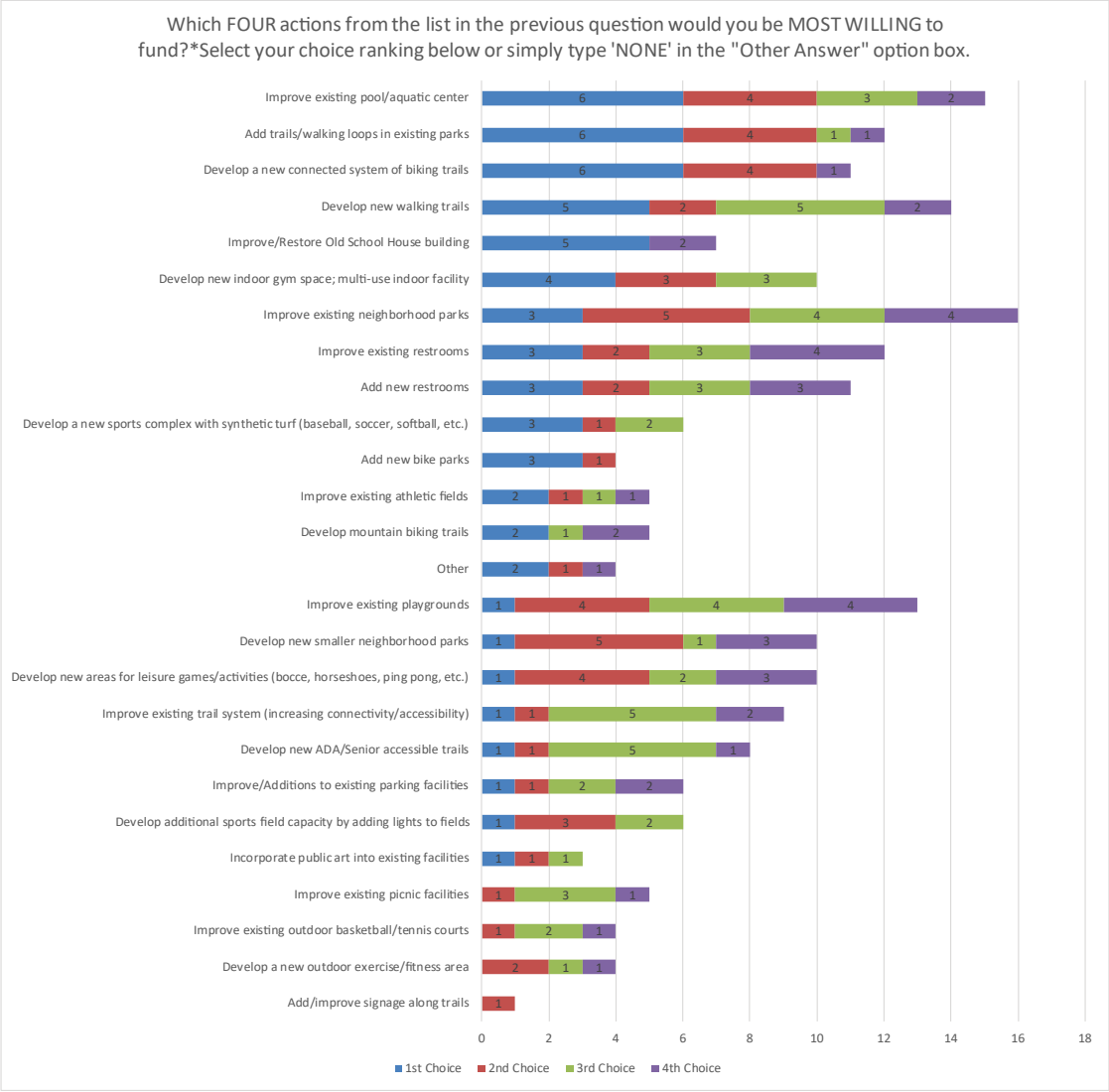
- I would like to see a bike park built in the community.
- More preschool classrooms, new family friendly restrooms at parks
- Improved public transportation system or ways to get/ to from P&R locations & events for youth and seniors; so they don't have to drive.
- Finishing the restoration of Rodgers Ranch by rebuilding the barn and utilize fully with programs, classes and small cowboy poetry and other events.
- We love Rodger Ranch and hope that continues to flourish. We also don't want to see a park like Heather Farms come to PH. Heather farms is much too busy and an eye sore. Keep us Pleasant and more natural please.
- Tennis courts
- More supervision of facilities and parks to address increasing homeless problem of people sleeping in the park overnight and leaving garbage and carts around the park.
- Aquatic facility improvement and update to meet the growth of the community

The following is a list of actions the Pleasant Hill Recreation and Park District could take to improve the parks, trails, and recreation system. Please indicate your support for each potential action by selecting the level of support listed to the right

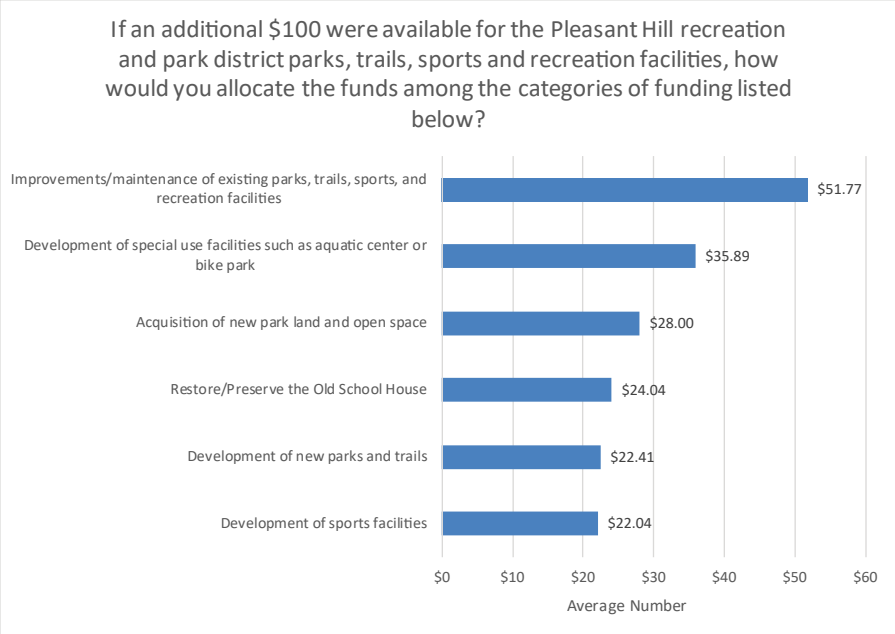


Based on the previous question, respondents were to select four actions they would be most willing to fund. The selections were in a ranking format that allowed respondents to rank from 1st choice to fund to 4th choice or least likely to fund. From the respondents that answered the question, there were three actions that tied for the most 1st choice selections of 6. These choices were 'Improve existing pool/aquatic center', 'Add trails/walking loops in existing parks', and 'Develop a new connected system of biking trails'. The most 2nd choice selections were tied with two action items, to 'Improve existing neighborhood parks' and 'Develop new smaller neighborhood parks' with 5 selections. The most 3rd choice selections with 5 was tied with three choices: 'Develop new walking trails', 'Improve existing trail system (increasing connectivity/accessibility)', and 'Develop new smaller neighborhood parks.' Finally, the action item that respondents were least likely to fund as their 4th choice was tied between two action items: 'Improving existing neighborhood parks' and 'Improve existing playgrounds'. There were also suggestions respondents made for 7 answered 'Other' and there were 4 were specified:

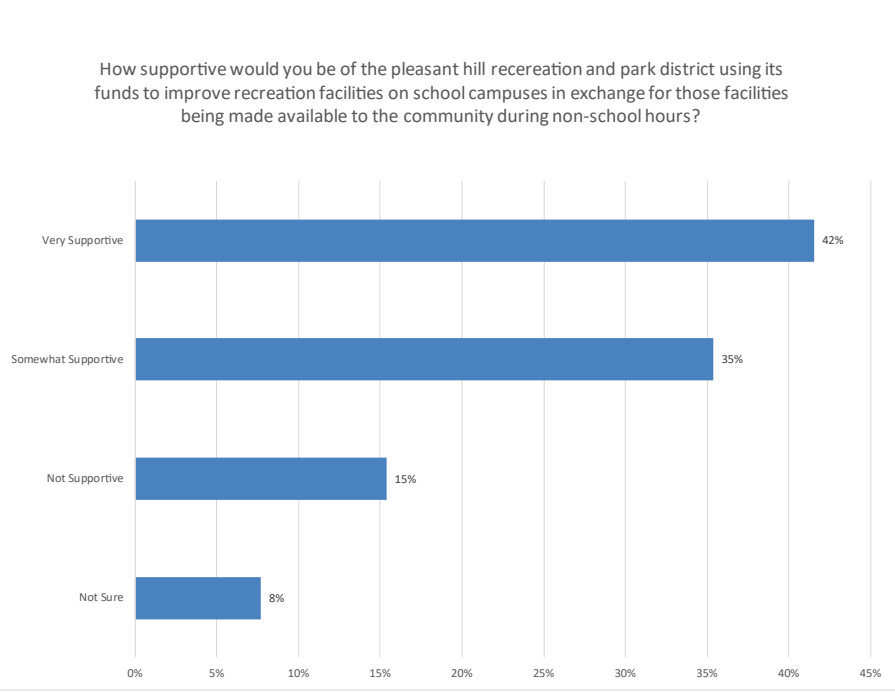
- Bike Park!!!
- Barn to complete Rodgers Ranch
- Tennis Courts
- New/additional aquatic facilities



Respondents were asked if an additional $100 was available for PHRPD parks, trails, sports and recreation facilities, how would you allocate the funds among the categories of funding provided? The top funded areas were averaged based on the various amounts respondents provided. The highest category that would be funded based on the respondent's answers would be 'Improvements/maintenance of existing parks, sports and recreation facilities with an average of $51.77. Also, the following category of focus for funding would be 'Development of special use facilities such as aquatic centers or bike parks' with an average of $35.89.

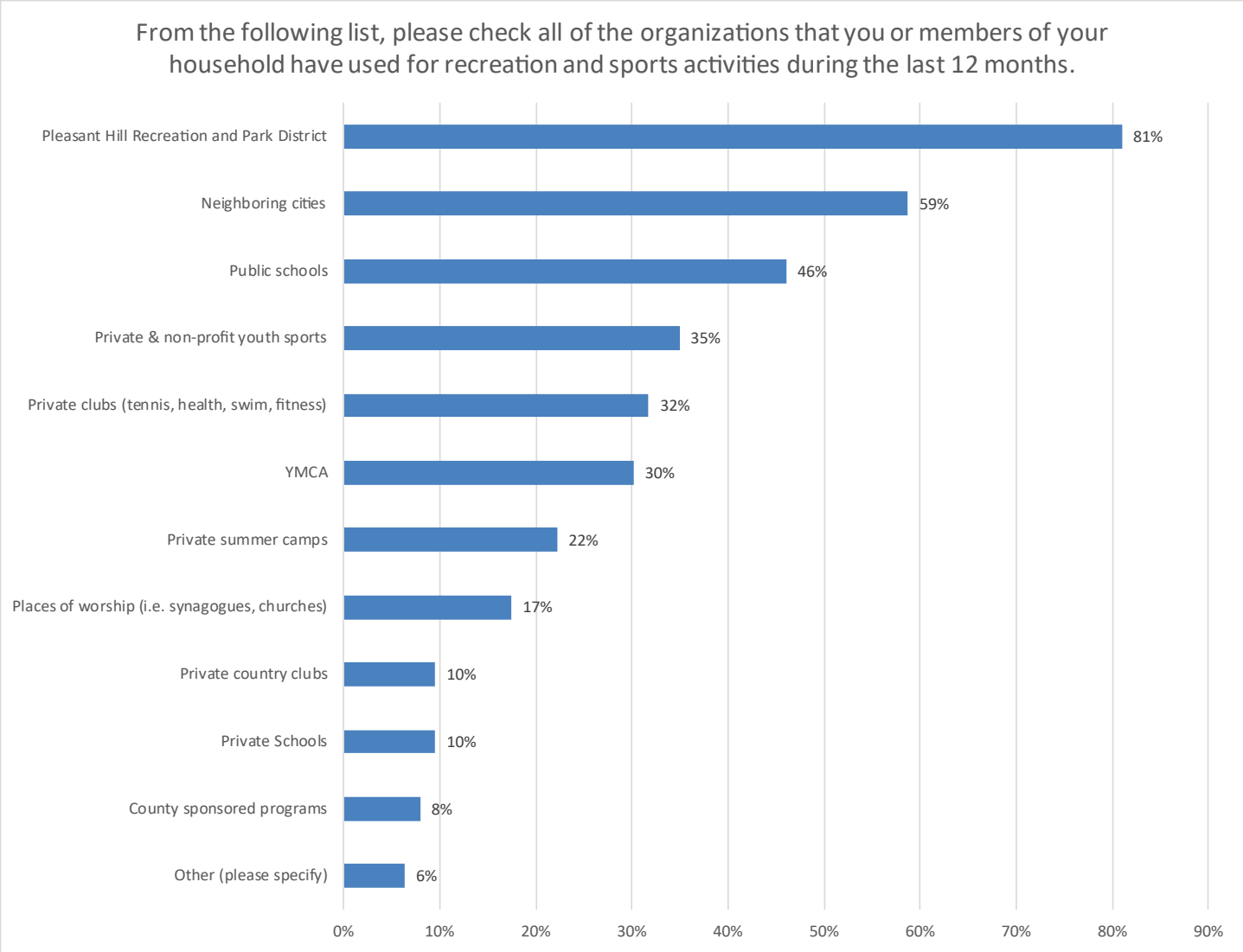



Respondents were asked how supportive they would be of PHRPD using its funds to improve recreation facilities on school campuses in exchange for those facilities being made available to the community during non-school hours? The overall chart shows that from the 65 respondents, 42 % of them selected they would be very supportive of this funding move on behalf of PHRPD.

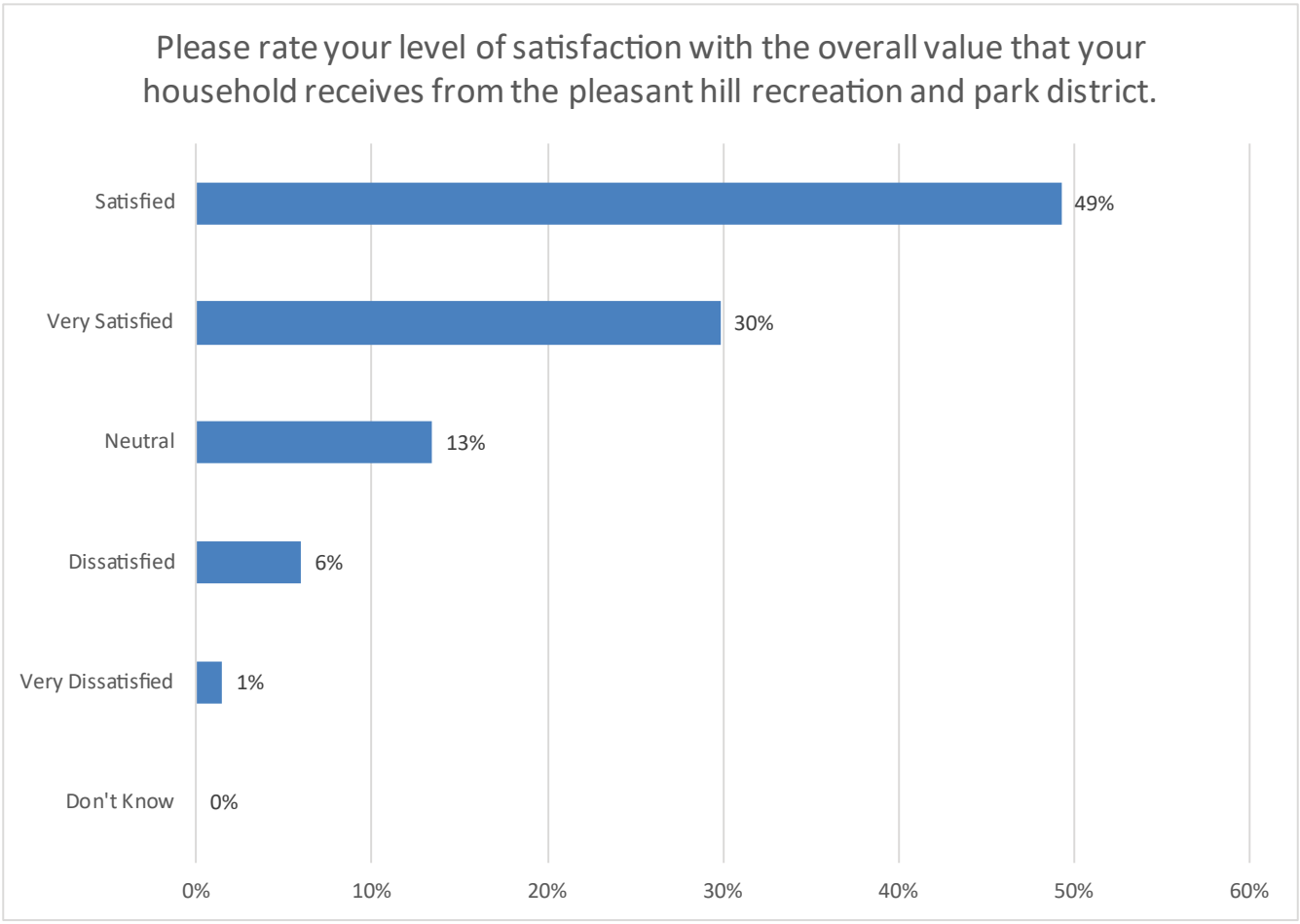


Respondents were asked to check all of the organizations they or members of their household have used for recreation and sports activities during the last 12 months. Of the 63 respondents, the most used organization/ facility was the 'Pleasant Hill Recreation and Park District' with 81%. The closest choice that had the highest usage was '' Neighboring cities' with 59% of the respondent's selections. However, there were 4 respondents that selected 'Other' and specified what other facilities or organizations they used as well. They are as followed:

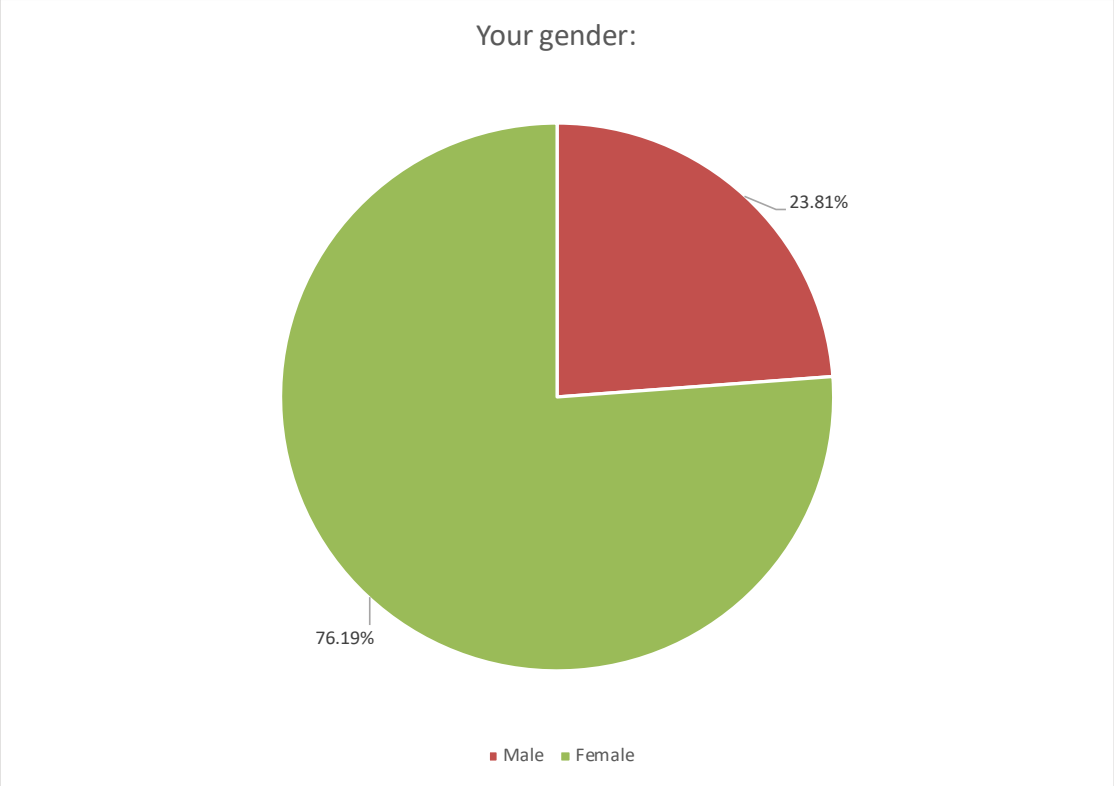
- City sponsored recreation programming
- Not sure if PHBA is park off park & rec, so that's tricky.
- Museums, community centers, parks.
- Library

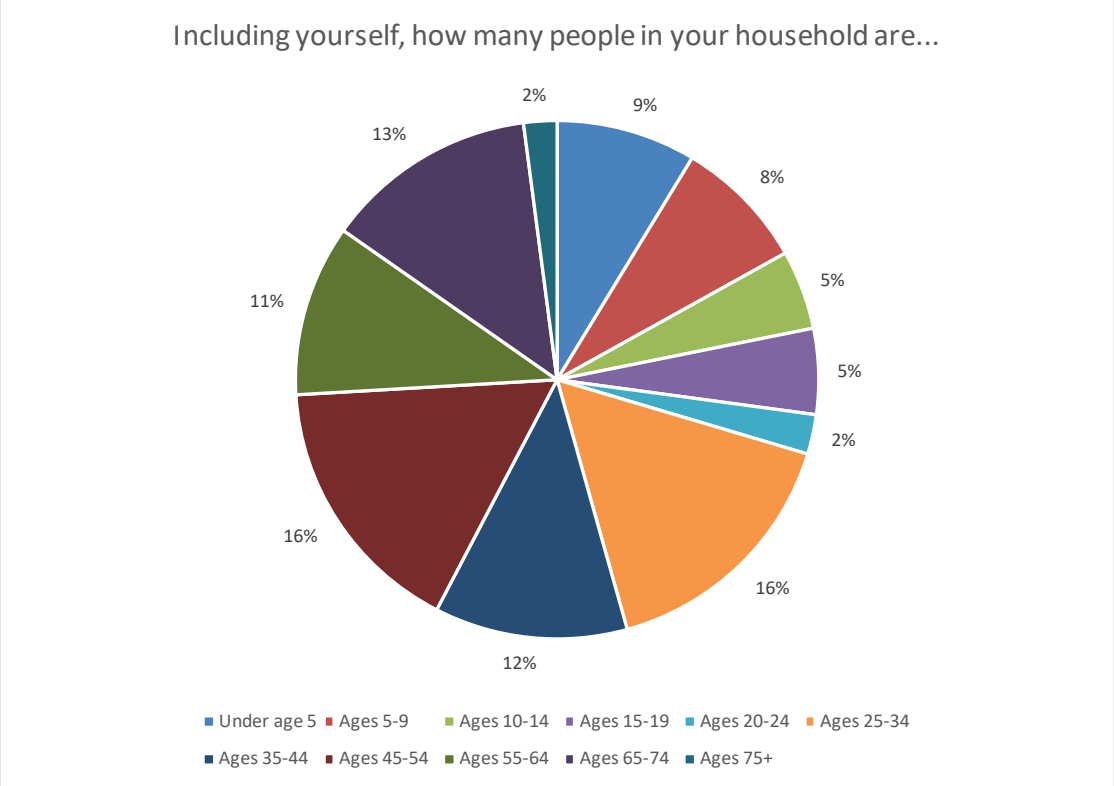


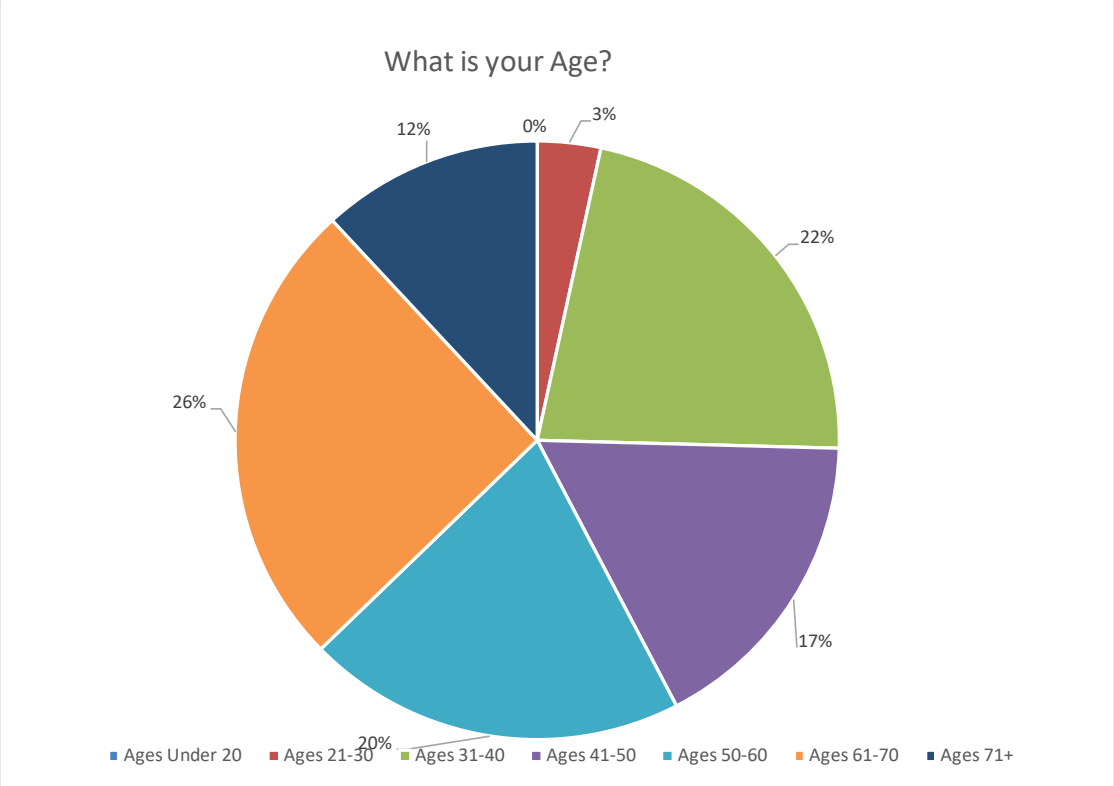
Respondents were asked to rate their level of satisfaction with the overall value that their household receives from the PHRPD. Of the 67 responses, the overall census of the level of satisfaction is 'Satisfied' with 49% of respondents selecting as so. In addition, there was also 30% that still stated they were 'Very Satisfied' with the overall value they receive from PHRPD.

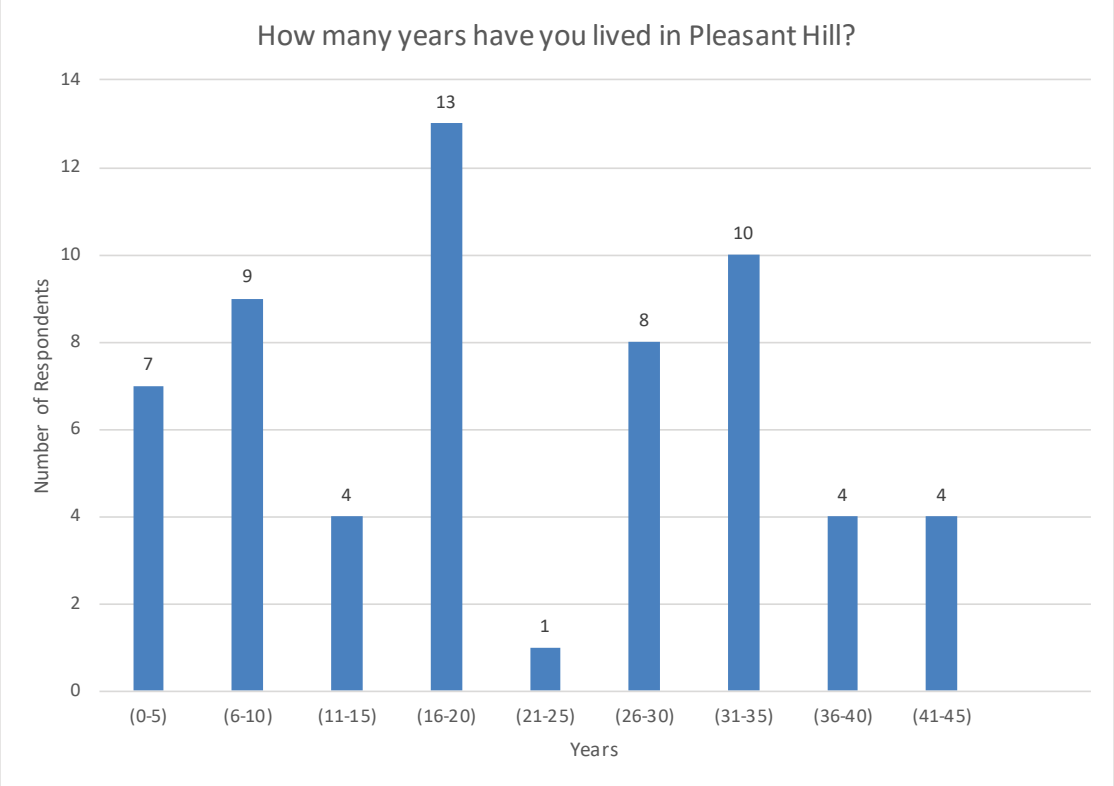


## 3.4.2 DEMOGRAPHICS



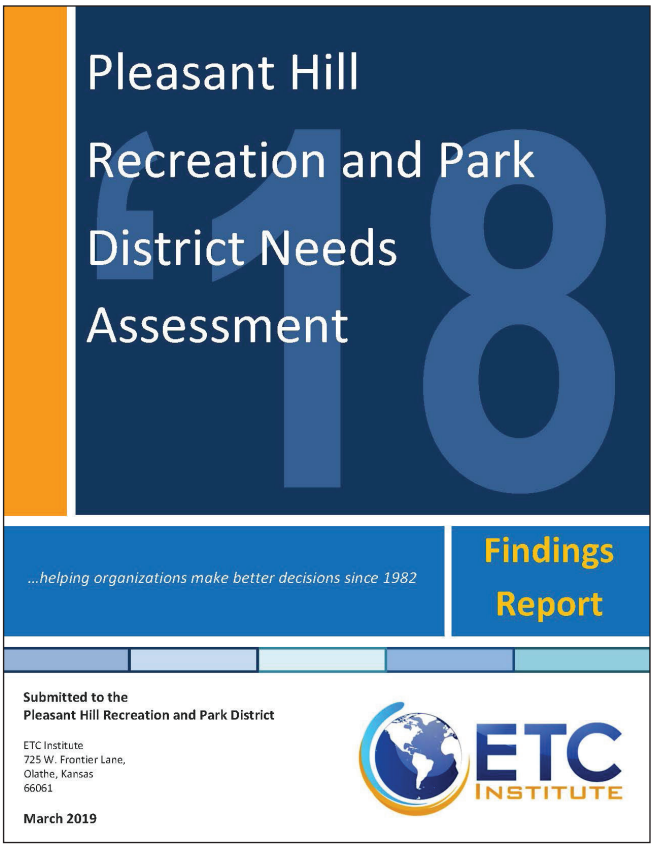




What is your Age?
0%
3%
22%
17%
20%
26%
12%
Ages Under 20
Ages 21-30
Ages 31-40
Ages 41-50
Ages 50-60
Ages 61-70
Ages 71+


How many years have you lived in Pleasant Hill?
Number of Respondents
0
2
4
6
8
10
12
14
7
9
4
13
1
8
10
4
4
(0-5)
(6-10)
(11-15)
(16-20)
(21-25)
(26-30)
(31-35)
(36-40)
(41-45)
Years

# 3.5 STATISTICALLY-VALID NEEDS ASSESSMENT

ETC Institute administered a needs assessment survey for the District during the summer of 2018. The survey was administered as part of the recreation and park district's efforts to plan the future for parks and recreation opportunities. The survey and its results will guide the District in establishing improvements to the recreation and park district's existing and future parks, trails, and recreational programs to best serve the needs of residents. The survey will also help the recreation and park district establish priorities for the future improvement of park and recreation facilities, programs and services within the community.




## 3.5.1 METHODOLOGY

ETC Institute mailed a survey packet to a random sample of households in the District. Each survey packet contained a cover letter, a copy of the survey, and a postage-paid return envelope. Residents who received the survey were given the option of returning the survey by mail or completing it online at www.PleasantHillCASurvey.org.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the online version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of the District from participating, everyone who completed the survey online was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered online with the addresses that were originally selected for the random sample. If the address from a survey completed online did not match one of the addresses selected for the sample, the online survey was not counted.

The goal was to obtain completed surveys from at least 375 residents. The goal was exceeded with a total of 398 residents completing the survey. The overall results for the sample of 398 households have a precision of at least +/-4.9% at the 95% level of confidence.

The major findings of the survey are summarized on the following pages.

## 3.5.2 PARKS AND FACILITIES RATINGS

Eighty-eight percent (88%) of respondents indicated their household have visited parks and facilities offered by the District during the past 12 months. The frequency in which they had visited varied among the respondents who have visited within the past 12 months; from more than 5 times a week (7%), 2-4 times a week (23%), once a week (21%), 1-3 times a month (23%), and less than once a month (26%). Ninety-one percent (91%) of respondents indicated the physical condition of the District parks they had visited as either "excellent" (25%) or "good" (66%). Respondents were asked to indicate the most frequent method of accessing District parks and facilities, in which, sixty-three percent (63%) indicated they drive and 31% percent walk to the parks/facilities. The main reason households have not visited facilities during the past 12 months has been because they use parks and/or trails in other cities (30%).

## 3.5.3 PROGRAM PARTICIPATION AND RATINGS

Forty-six percent (46%) of respondents indicated their household has participated in recreation programs offered by the District during the past 12 months. Ninety-seven percent (97%) indicated the quality of the programs they have participated in are either "excellent" (34%) or "good" (63%). When respondents were asked how many programs they or members of their household had participated in, within the past 12 months, thirty-nine percent (39%) indicated they had attended one and 45% attended 2-3 programs. The main reason households have not participated or do not participate in programs more often is that they are too busy and/or not interested (55%).

## 3.5.4 ORGANIZATIONS USED FOR PARKS AND RECREATION PROGRAMS

Eighty-two percent (82%) of respondents rated their level of satisfaction with the overall value their household received from the District as either "very satisfied" (22%) or "satisfied" (60%). The top four organizations households have used for recreation and sports activities, are: Pleasant Hill Recreation and Park District (66%), neighboring cities (43%), public schools (28%), and the YMCA (27%).

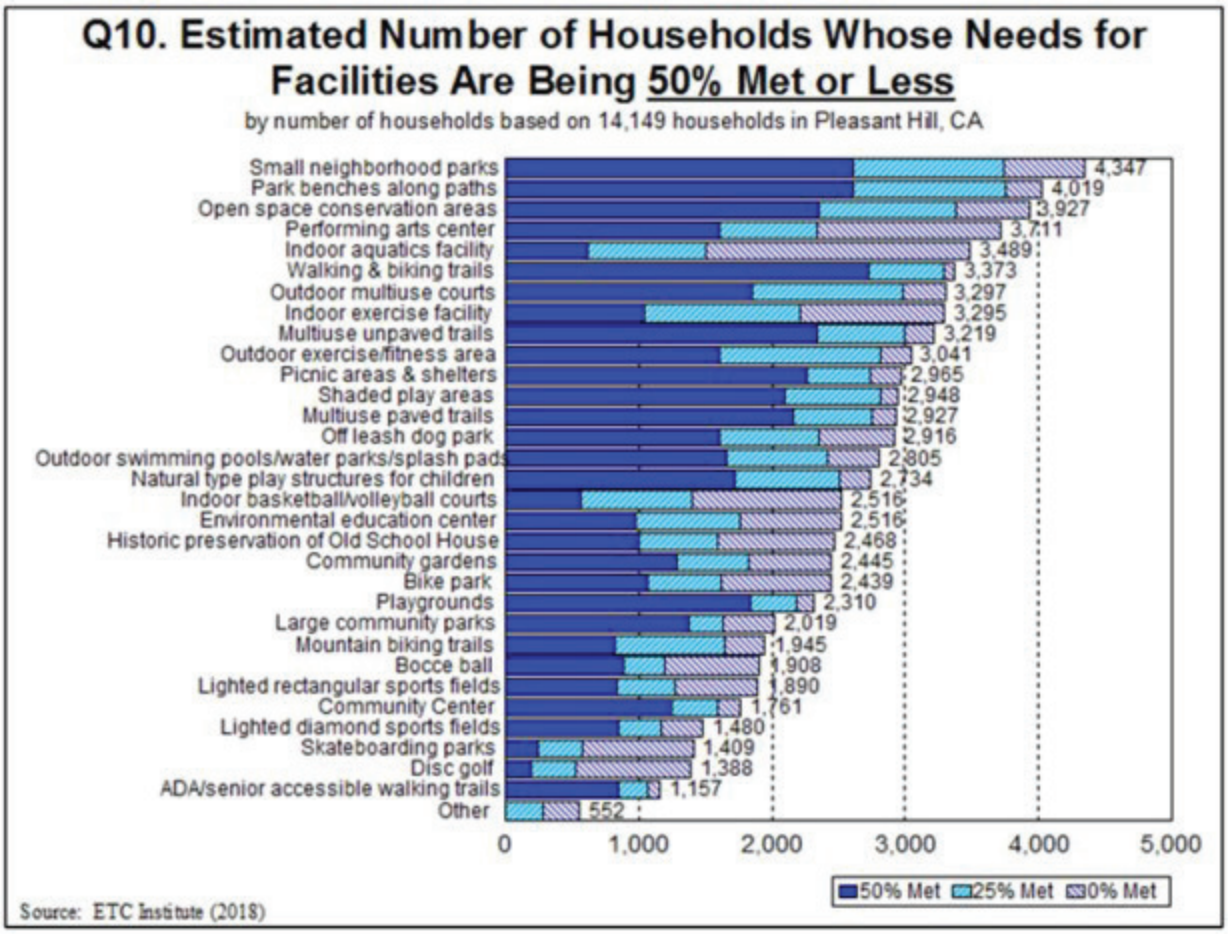
## 3.5.5 BENEFITS OF PARKS AND RECREATION SYSTEM

Respondents were asked to indicate their level of agreement with 12 statements concerning potential benefits of the District's Parks and Recreation system. The statements regarding residents' level of agreement with potential benefits of the Parks and Recreation system, based upon the combined percentage of "strongly agree" and "agree" responses among residents who had an opinion, were: makes Pleasant Hill a more desirable place to live (94%), preserves open space and protects the environment (90%), and is age friendly and accessible to all age groups (87%). The top three benefits that are most important to the community are: make Pleasant Hill a more desirable place to live (69%), preserve open space and protect the environment (53%), and help reduce crime in neighborhoods and keep kids out of trouble (39%). The top three benefits that are most important to households are: make Pleasant Hill a more desirable place to live (56%), preserve open space and protect the environment (48%), and improve household's physical health and fitness (45%).

## 3.5.6 FACILITY NEEDS AND PRIORITIES

Facility Needs: Respondents were asked to identify if their household had a need for 31 recreation facilities and amenities and rate how well their needs for each were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had the greatest "unmet" need for various facilities.

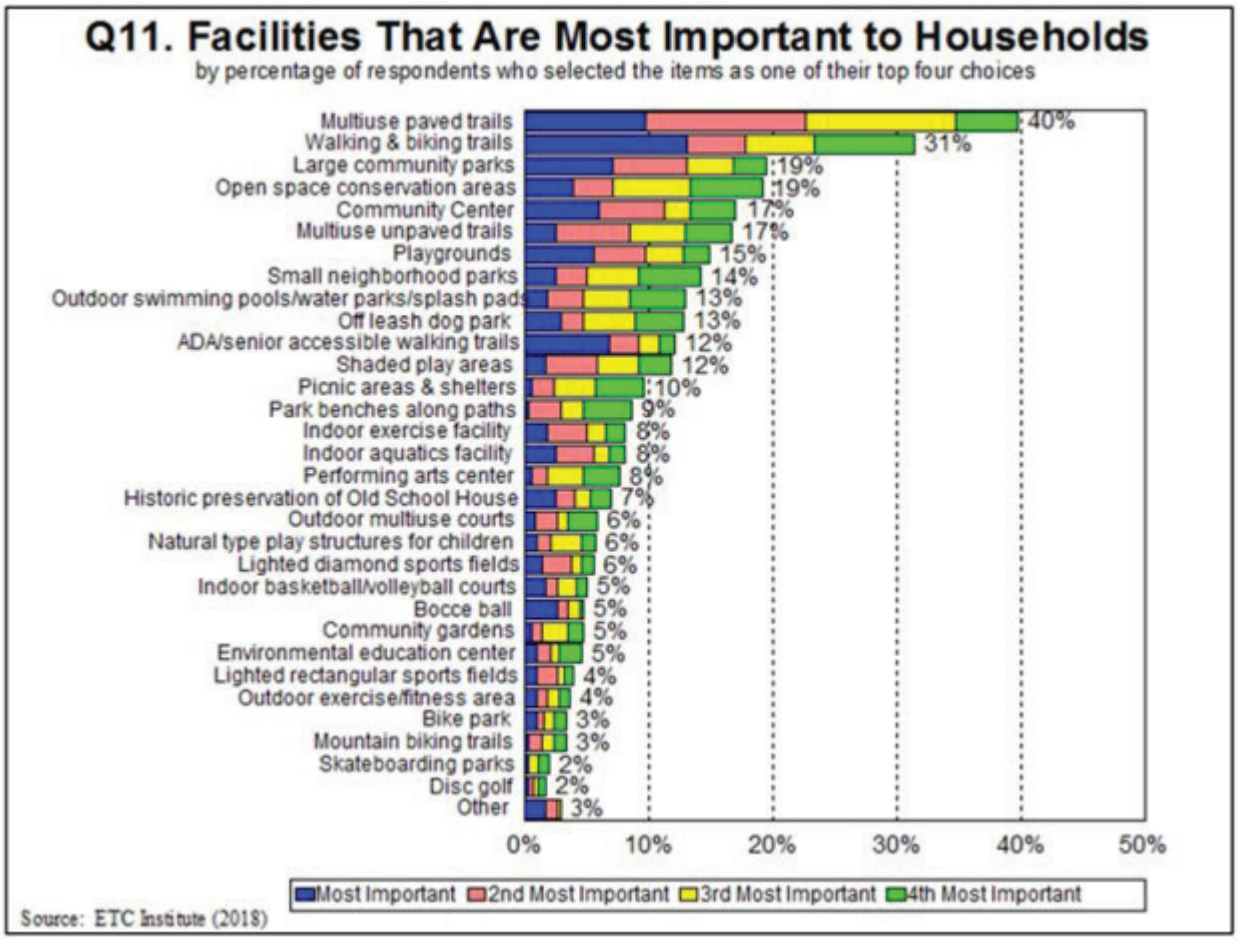
The four recreation facilities with the highest percentage of households that indicated a need for the facility were: walking & biking trails (77%), multiuse paved trails (77%), large community parks (70%), and park benches along paths (66%). When ETC Institute analyzed the needs in the community, two facilities, walking and biking trails and multiuse paved trails, had a need that affected more than 10,000 households in Pleasant Hill. ETC Institute estimates a total of 10,951 out of 14,149 households have a need for walking and biking trails. As well as an estimated total of 10,881 out of 14,149 households have a need for multiuse paved trails. ETC Institute estimates a total of 4,347 out of the 14,149 households in Pleasant Hill have unmet needs for small neighborhood parks. The estimated number of households that have unmet needs for each of the 31 facilities that were assessed is shown in the table below.



**Facility Importance**: In addition to assessing the needs for each facility, ETC Institute also assessed the importance that residents placed on each facility. Based on the sum of respondents' top four choices, the four most important facilities to residents were:

1. Multiuse paved trails (40%),
2. Walking and biking trails (31%),
3. Large community parks (19%), and
4. Open space conservation areas (19%)

The percentage of residents who selected each facility as one of their top four choices is shown in the chart below.

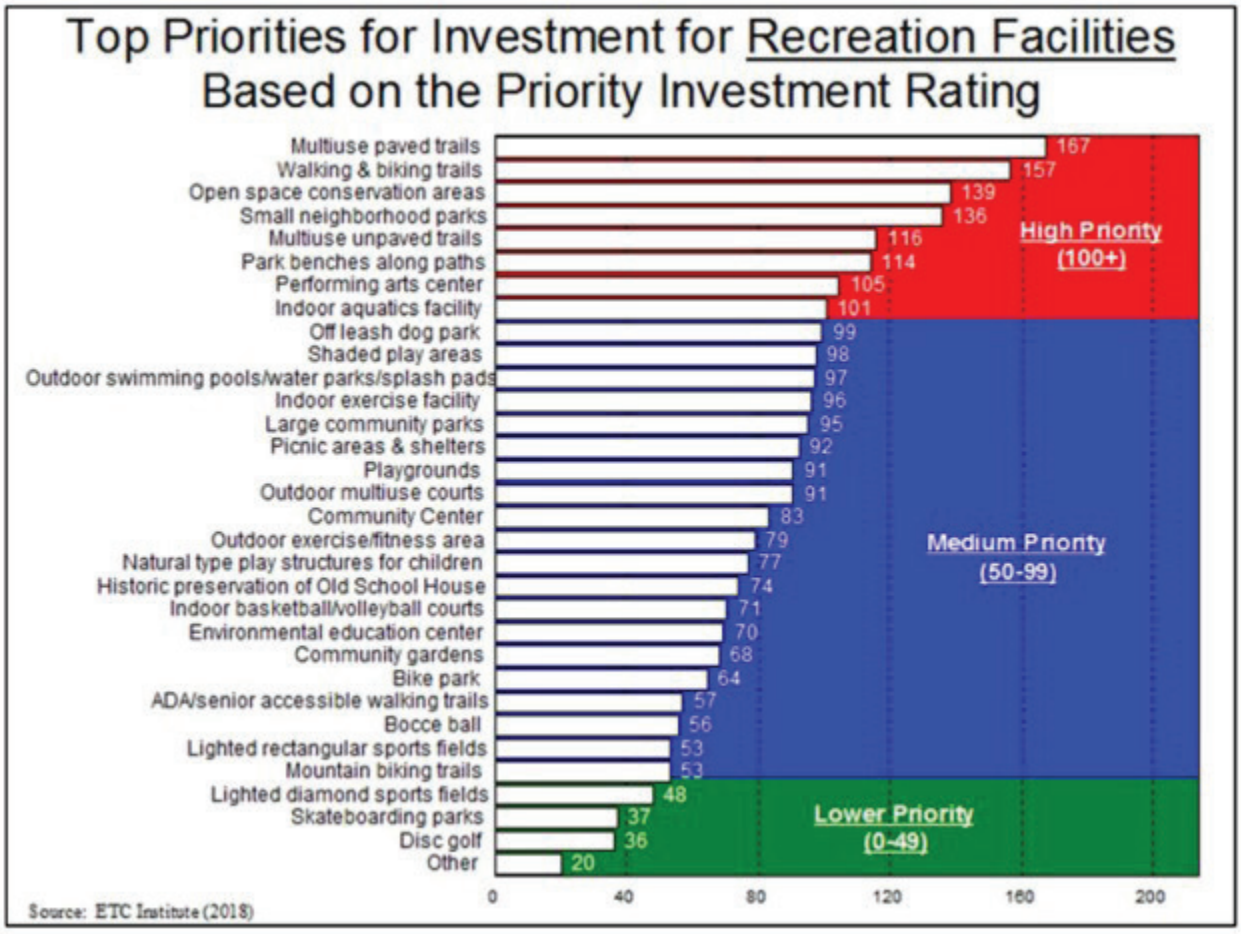


**Priorities for Facility Investments**: The Priority Investment Rating (PIR) was developed by ETC Institute to provide organizations with an objective tool for evaluating the priority that should be placed on Parks and Recreation investments. The Priority Investment Rating (PIR) equally weights (1) the importance that residents place on facilities and (2) how many residents have unmet needs for the facility.

Based the Priority Investment Rating (PIR), the following eight facilities were rated as high priorities for investment:

- Multiuse paved trails (PIR=167)
- Walking & biking trails (PIR=157)
- Open space conservation areas (PIR=139)
- Small neighborhood parks (PIR=136)
- Multiuse unpaved trails (PIR=116)
- Park benches along paths (PIR=114)
- Performing arts center (PIR=105)
- Indoor aquatics center (PIR=101)

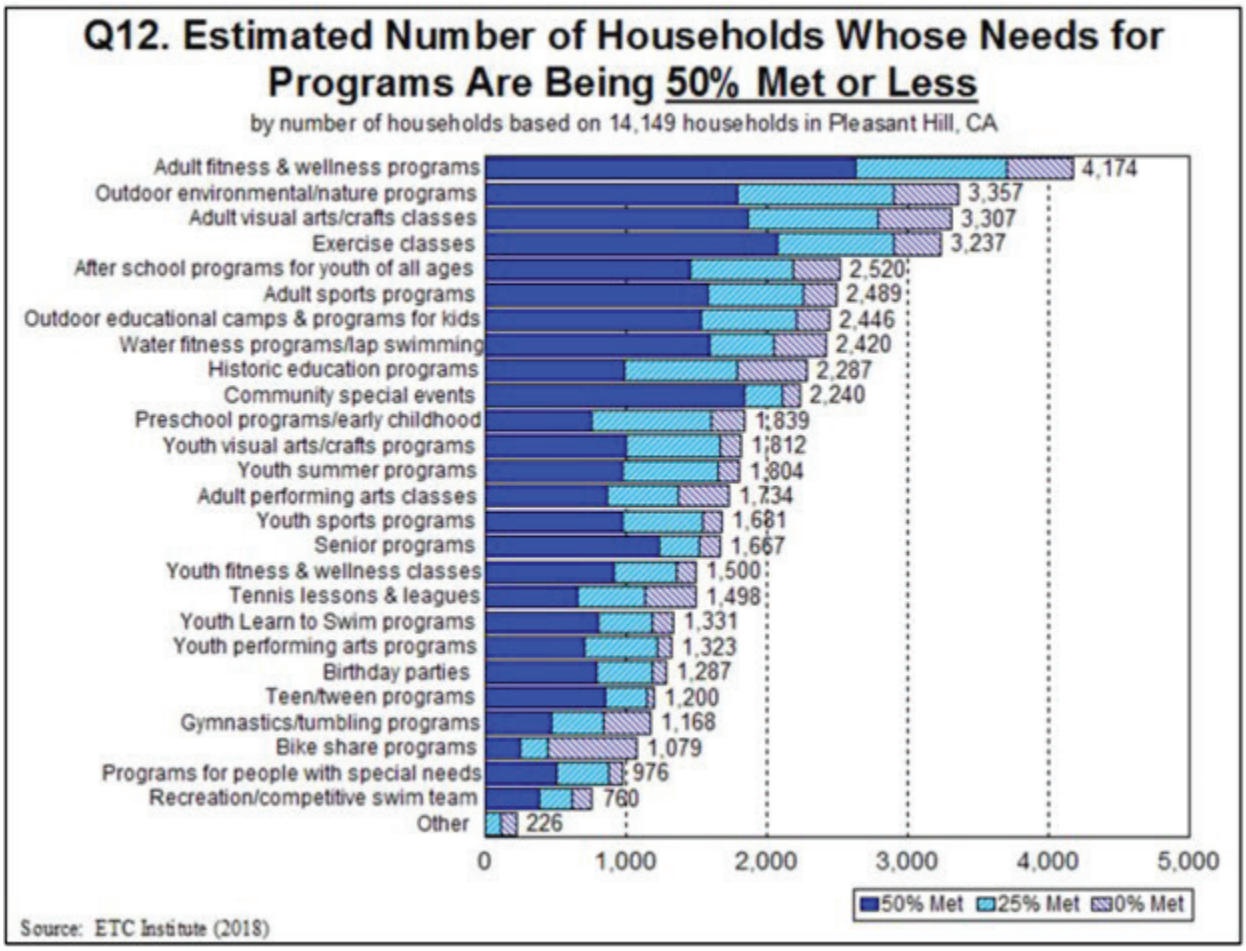
The following chart shows the Priority Investment Rating for each of the 31 facilities/amenities that were assessed on the survey.



## 3.5.7 PROGRAMMING NEEDS AND PRIORITIES

Programming Needs. Respondents were also asked to identify if their household had a need for 26 recreational programs and rate how well their needs for each program were currently being met. Based on this analysis, ETC Institute was able to estimate the number of households in the community that had "unmet" needs for each program.

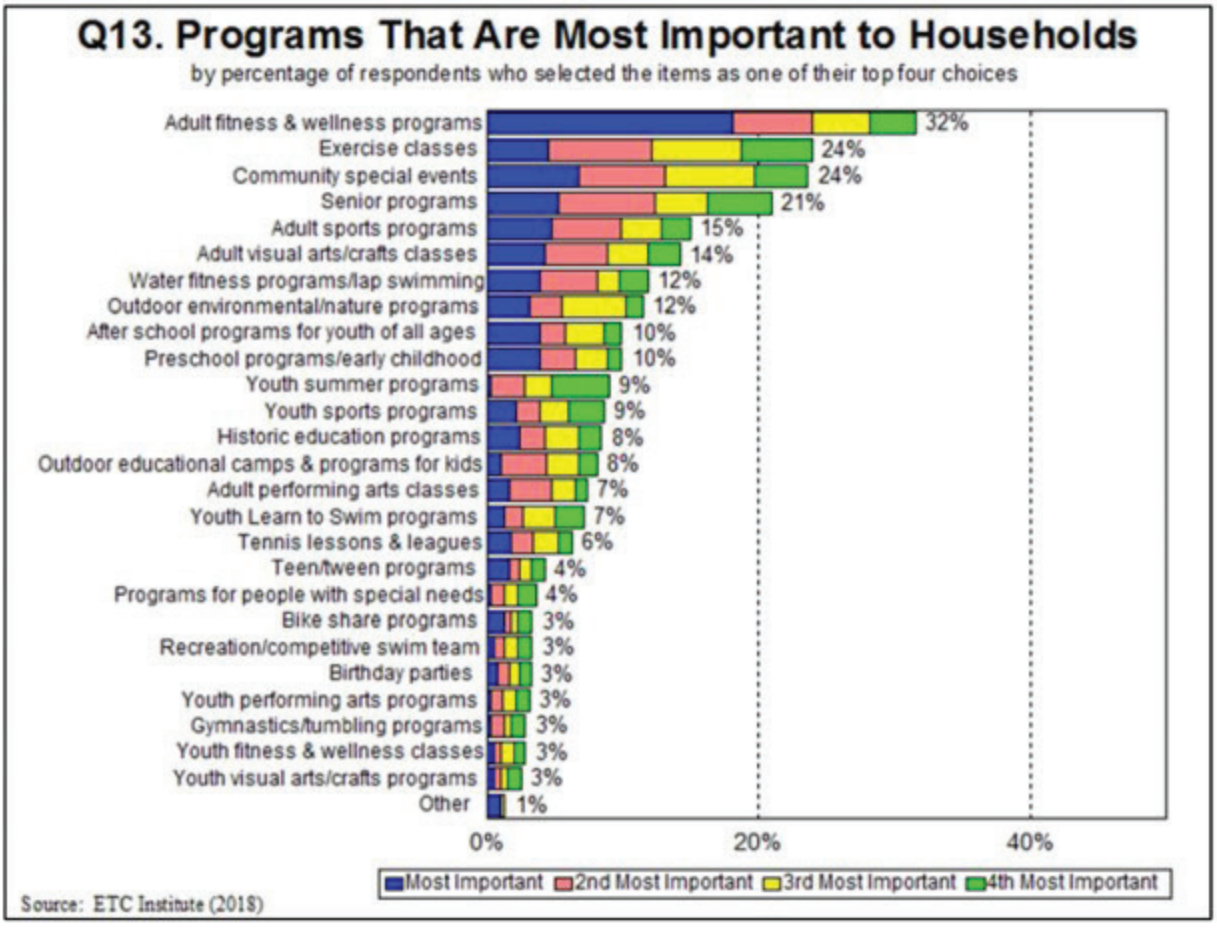
The four programs with the highest percentage of households that had needs were: adult fitness and wellness programs (56%), exercise classes (49%), community special events (45%), and senior programs (36%). ETC Institute estimates a total of 7,980 out of the 14,149 households of Pleasant Hill have a need for adult fitness and wellness programs. As well as a total of 6,947 out of the 14,149 households have a need for exercise classes. ETC estimates a total of 4,174 households have unmet needs for adult fitness and wellness programs and an estimated 3,357 households have unmet needs for outdoor environmental/nature programs. The estimated number of households that have unmet needs for each of the 26 programs that were assessed is shown in the chart below.



**Program Importance.** In addition to assessing the needs for each program, ETC Institute also assessed the importance that residents placed on each program. Based on the sum of respondents' top four choices, the four most important programs to residents were:

1. Adult fitness and wellness programs (32%),
2. Exercise classes (24%),
3. Community special events (24%), and
4. Senior programs (21%)

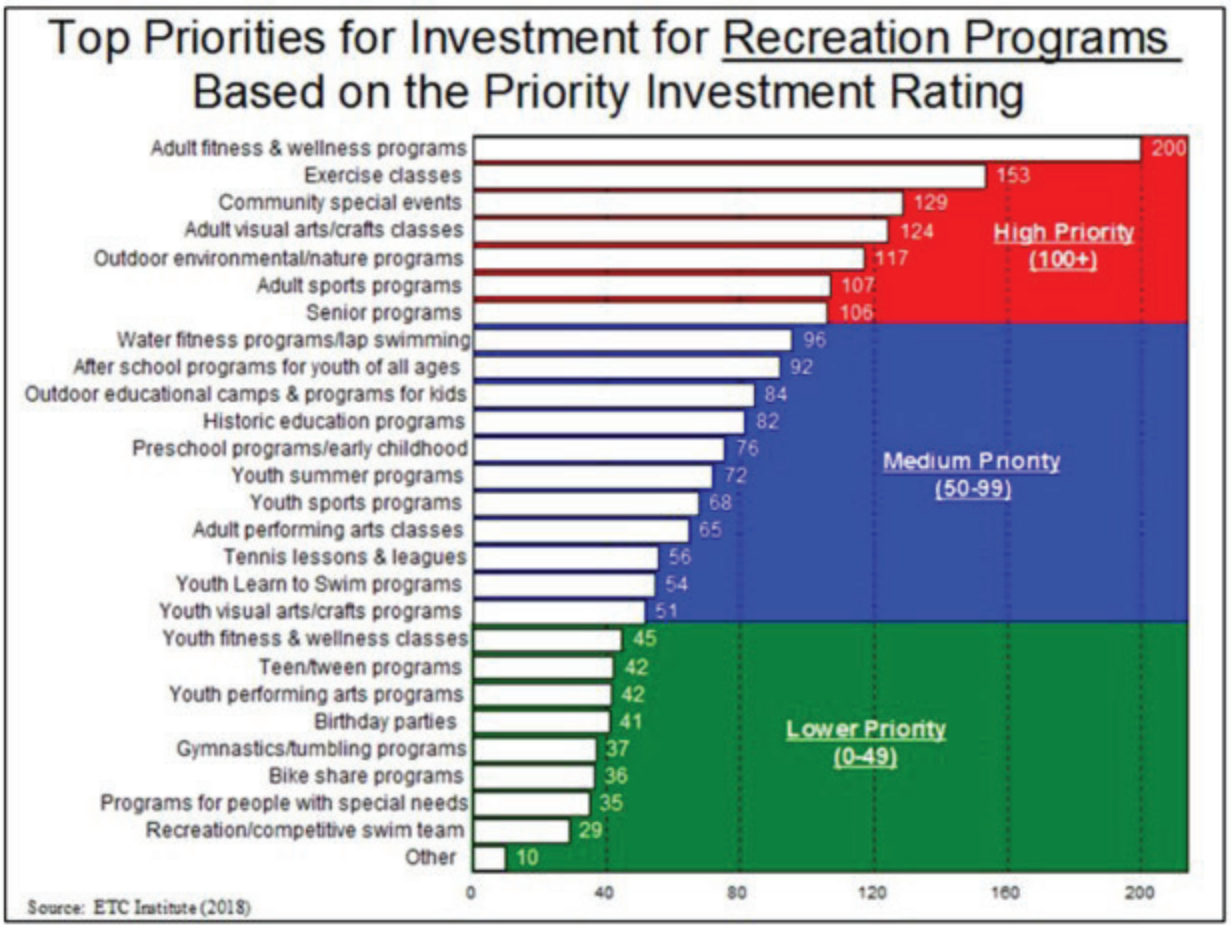
The percentage of residents who selected each program as one of their top four choices is shown below.



**Priorities for Programming Investments**. Based the priority investment rating (PIR), the following seven programs were rated as "high priorities" for investment:

- Adult fitness & wellness programs (PIR=200)
- Exercise classes (PIR=153)
- Community special events (PIR=129)
- Adult visual arts/crafts classes (PIR=124)
- Outdoor environmental/nature programs (PIR=117)
- Adult sports programs (PIR=107)
- Senior programs (PIR=106)

The chart below shows the Priority Investment Rating (PIR) for each of the 26 programs that were rated.



## 3.5.8 SUPPORT FOR ACTIONS THAT WOULD IMPROVE THE PARKS, TRAILS, AND THE RECREATION SYSTEM

Respondents were asked to indicate which items, from a list of 25, they would most support the District taking to improve the parks, trails, and recreation system. Based on the sum of "very supportive" and "somewhat supportive" responses the most supported actions were: adding trails/walking loops in existing parks (82%), develop new walking trails (82%), improve existing restrooms (81%), and improve existing neighborhood parks (81%). Based upon the sum of respondents' top four responses, the top four most important improvements respondents would be most willing to fund are: developing new walking trails (25%), adding trails/walking loops in existing parks (24%), improving existing trail system (20%), and improving existing neighborhood parks (19%).

## 3.5.9 ADDITIONAL FINDINGS

Most (62%) of respondents indicated they learn about the District recreation programs and activities through the District recreation guide, 46% learn through friends and neighbors, 45% through flyers and/or newsletter, and 42% learn through temporary signs at parks and/or around the District. Based on the sum of respondents' top three choices the District recreation guide (50%) is the most preferred method of communication to learn about recreation programs and activities. Currently, thirty-six percent (36%) of respondents indicated flyers and newsletters are preferred and 31% prefer temporary signs at parks and/or around the District.

Respondents were asked to indicate the three event concepts they and members of their household would be most interested in and based on the sum of their three choices, the following were the top three events respondents were most interested in:

1. Food event (72%),
2. Entertainment, such as; music, movies, performers, etc. (58%), and
3. Cultural celebration (41%)

Offerings in which respondents would most like to see in Pleasant Hill, are: classes, lessons, and community events (25%), active sports facilities and programs (24%), and passive recreation and enjoyment of natural environment (23%).

Eighty percent (80%) of respondents, based on the sum of "very supportive" and "somewhat supportive" responses, indicated their level of support of the Recreation and Park District using funds to improve recreation facilities on school campuses in exchange for those facilities being made available to the community during non-school hours. Survey respondents were asked their opinion on how they would allocate funds among categories of funding, the top category indicated was the improvement/maintenance of existing parks, trails, sports, and recreation facilities.

## 3.5.10 RECOMMENDATIONS

Based on the data from the statistically-valid survey, some areas were identified as "high priorities" by Priority Investment Rating (PIR) to help the District prioritize where they should sustain or improve their performance. The facilities and programs with the highest PIR ratings are listed below.

FACILITY PRIORITIES

- Multiuse paved trails (PIR=167)
- Walking & biking trails (PIR=157)
- Open space conservation areas (PIR=139)

- Small neighborhood parks (PIR=136)
- Multiuse unpaved trails (PIR=116)
- Park benches along paths (PIR=114)
- Performing arts center (PIR=105)
- Indoor aquatics center (PIR=101)

PROGRAMMING PRIORITIES

- Adult fitness & wellness programs (PIR=200)
- Exercise classes (PIR=153)
- Community special events (PIR=129)
- Adult visual arts/crafts classes (PIR=124)
- Outdoor environmental/nature programs (PIR=117)
- Adult sports programs (PIR=107)
- Senior programs (PIR=106)



# CHAPTER FOUR
## PARK AND FACILITY ASSESSMENT

### 4.1 SITE ASSESSMENTS

The Pleasant Hill Recreation and Park District consists of 13 parks encompassing 126 acres as well as developed and undeveloped open space encompassing 115 acres. The District also has a joint use agreement with the school district to use the ballfields at College Park High School and Valley View Middle School.

The District also owns 2 additional properties that house the Winslow Center and the Old School House. In March 2017 the District commissioned a Reserve Study by Browning Reserve Group that itemized the amenities and existing features at the park sites.

This information was utilized along with aerial photos from Google Earth to create a site map of each park site that identifies all of the existing park features with numbers and a legend. The square footage quantities were taken directly from the Reserve Study and the individual amenity quantities were confirmed and updated by the consultant team during field visits to each site.

This data was compiled in a Park and Open Space Inventory (refer to next page) and used to develop the Level of Service and recommendations for the Master Plan.


Legend
1 Pleasant Hill Park 16.5 ac
2 Rodgers-Smith Park 4.5 ac
3 Paso Nogal Park 6.3 ac
4 Pleasant Oaks Park 11.5 ac
5 Brookwood Park 6.3 ac
6 Dinosaur Hill Park 13.6 ac
7 Frank Salfingere Park 1.5 ac
8 Pinewood Park 0.5 ac
9 Chilpancingo Park 2.5 ac
10 Shannon Hills Park 2.1 ac
11 Sherman Acres Park 0.16 ac
12 Las Juntas Open Space 7.0 ac
13 Shadowood Park 2.5 ac
14 College Park HS Softball Field 3.4 ac
15 Valley View MS Softball Field 4.8 ac
16 School House Site 1.8 ac
17 Winslow Center 3.1 ac
18 Rodgers Ranch Heritage Center 2.1 ac
19 Oak Park Sports Fields 5.0 ac
2,000'
NORTH
12/06/2019
Chilpancingo Pkwy
Golf Club Rd
Paso Nogal Rd
Morello Ave
Alhambra Ave
Taylor Blvd
Sunvalley Blvd
Contra Costa Blvd
242
Grayson Rd
Gregory Ln
Pleasant Hill Rd
Taylor Blvd
Boyd Rd
Monument Blvd
680
Oak Park Blvd
Pleasant Hill rec
Pleasant Hill Rec & Park District
The BIG Picture
Our Study, Vision & Plan for Play
Google Earth

# PLEASANT HILL RECREATION & PARK

## Park and Open Space Inventory

| Map Number | Park Name | Address | Park Classification | Acreage | Restroom Building | Concession Building | Picnic Shelter | Gazebo | Picnic Table (refer to plans for material designation) | BBQ (refer to plans for group or individual designation) | Bench | Bike Rack | Bleacher (Aluminum) | Drinking Fountain | Scoreboard | Kiosk | Multi- Purpose Field (lighted) | Multi- Purpose Field (non-lighted) | Soccer Field Overlay (lighted) | Soccer Field Overlay (non-lighted) | Ball Field (lighted) | Ball Field (non-lighted) | Basketball Court (full - lighted) | Basketball Court (half - lighted) | Basketball Court (full - non-lighted) | Basketball Court (half - non-lighted) | Tennis Court (lighted & non-lighted) | Batting Cage | Playground | Multi-Use Trail (miles) | Amphitheater | Off Leash Dog Park | Skate Park | Outdoor Pool | Bocce Court | Horseshoe Pit | Community Garden | Parking (lighted) | Parking (non-lighted) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 11 | Sherman Acres Park | Sherman Drive, Pleasant Hill, CA 94523 | Mini Park | 0.16 | | | | | 1 | | 2 | | | | | 1 | | | | | | | | | | | | | 1 | | | | | | | | | | |
| 8 | Pinew ood Park | Monti Circle, Pleasant Hill, CA 94523 | Mini Park | 0.50 | | | | | | | | | | | | | | | | | | | | | | | | | 1 | | | | | | | | | | |
| 7 | Frank Salfingere Park | 310 Civic Drive, Pleasant Hill, CA 94523 | Mini Park | 1.50 | | | | 1 | | | 3 | 1 | | | | 1 | | | | | | | | | | | | | 1 | | | | | | | | | 1 | |
| 17 | Rodgers Ranch Heritage Center | 315 Cortsen Rd, Pleasant Hill, CA 94523 | Mini Park | 1.80 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | Shannon Hills Park | 202 Devon Avenue, Pleasant Hill, CA 94523 | Mini Park | 2.10 | | | | | 1 | | 1 | | | 1 | | | | | | | | | | | | | | | 1 | | | | | | | | | | |
| 9 | Chilpancingo Park | Golf Club Road, Pleasant Hill, CA 94523 | Mini Park | 2.50 | | | | | | | 3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 13 | Shadow ood Park | 69 Spar Court, Pleasant Hill, CA 94523 | Mini Park | 2.50 | | | | | | | | | | | | | | | | | | | | | | | | | 1 | | | | | | | | | | |
| 2 | Rodgers-Smith Park | 730 Grayson Road, Pleasant Hill, CA 94523 | Neighborhood Park | 4.50 | 1 | | 1 | | 8 | 1 | 9 | | 2 | 1 | | 1 | | | | | | 1 | | | 1 | 1 | | | 1 | | | | | 2 | | | | 1 | |
| 5 | Brookw ood Park | 3250 Withers Avenue Lafayette, CA 94549 | Neighborhood Park | 6.30 | | | | | 6 | 2 | 3 | | | | | 1 | | | | | | | | | 1 | | | | 1 | | | | | | | | | | |
| 4 | Pleasant Oaks Park | 2 Santa Barbara Road, Pleasant Hill, CA 94523 | Community Park | 11.50 | 1 | 1 | 2 | | 38 | 5 | 8 | 5 | 10 | 5 | | 1 | | | | 2 | | 5 | | | | | 2 | 1 | | | | | | | | | 1 | |
| 6 | Dinosaur Hill Park | 901 Taylor Boulevard Pleasant Hill, CA 94523 | Community Park | 13.60 | | | | | | | | | | | | | | | | | | | | | | | | | | 0.13 | | | | | | | | 1 |
| 1 | Pleasant Hill Park | 147 Gregory Lane, Pleasant Hill, CA 94523 | Community Park | 16.50 | 1 | | 2 | | 43 | 6 | 25 | 4 | 18 | 3 | 1 | 1 | | | | | 1 | 1 | 1 | 1 | | | | | 1 | | | | 1 | 2 | 2 | 1 | 1 | |
| 3 | Paso Nogal Park | 501 Paso Nogal Road, Pleasant Hill, CA 94523 | Community Park | 63.00 | | | | | | | 13 | | | 3 | | 1 | | | | | | | | | | | | | | 5.65 | | 1 | | | | | | | 1 |
| **PARKS** | | | | **126.46** | 3 | 1 | 5 | 1 | 97 | 14 | 67 | 10 | 30 | 13 | 1 | 7 | 0 | 0 | 0 | 2 | 1 | 7 | 1 | 1 | 2 | 1 | 0 | 2 | 9 | 5.78 | 0 | 1 | 0 | 1 | 4 | 2 | 1 | 4 | 2 |
| 12 | Las Juntas Open Space | Lucille Lane, Pleasant Hill, CA 94523 | Open Space | 7.00 | | | | | | | | | | | | | | | | | | | | | | | | | | 0.48 | | | | | | | | | |
| **OPEN SPACE** | | | | **7.00** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.48 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 20 | Ridgeview Open Space | Paso Nogal Road across from Paso Nogal Park | Open Space | 57.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 21 | Diablo Valley Estates Open Space | Northw est quadrant of District | Open Space | 4.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 22 | Valley High II Open Space | Northw est quadrant of District | Open Space | 19.10 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 23 | Valley High IV Open Space | Northw est quadrant of District | Open Space | 11.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 24 | Valley High V Open Space | Northw est quadrant of District | Open Space | 4.60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 25 | Woodside Hills I Open Space | Central West side of District | Open Space | 7.20 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 26 | Woodside Hills III Open Space | Central West side of District | Open Space | 13.30 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| **UNDEVELOPED ACRES** | | | | **116.20** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0.00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| 14 | College Park High School | 201 Viking Dr, Pleasant Hill, CA 94523 | Joint Use w ith School | 3.40 | | | | | | | | | 4 | | 1 | | | | | | 1 | | | | | | 4 | | | | | | | | | | | |
| 15 | Valley View MS Softball Field | 181 Viking Dr, Pleasant Hill, CA 94523 | Joint Use w ith School | 4.80 | | | | | | | | | 2 | | | | | | | | 1 | | | | | | | | | | | | | | | | | |
| 16 | Pleasant Hill Middle School | 1 Santa Barbara Road, Pleasant Hill, CA 94523 | Joint Use w ith School | NA | | | | | | | | | | | | | | | | | | | | | | | 3 | | | | | 1 | | | | | | |
| 27 | Winslow Center | 2590 Pleasant Hill Rd, Pleasant Hill, CA 94523 | Other | 3.10 | | | | | | | | | | | | | | | | | | | | | | | | | 1 | | | | | | | | | | |
| 19 | School House Site | 2050 Oak Park Blvd, Pleasant Hill, CA 94523 | Other | 1.90 | | | | | | | | | | | | | | | | | | | | | | | | | 1 | | | | | | | | | | |
| 18 | Canal Trail (excluding Las Juntas) | | Other | NA | | | | | | | | | | | | | | | | | | | | | | | | | | 4.06 | | | | | | | | | | |
| **SCHOOLS / OTHER** | | | | **13.20** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 6 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 7 | 0 | 2 | 4.06 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 |
| **TOTAL** | | | | **262.86** | **3** | **1** | **5** | **1** | **97** | **14** | **67** | **10** | **36** | **13** | **2** | **7** | **0** | **0** | **0** | **2** | **3** | **7** | **1** | **1** | **2** | **1** | **7** | **2** | **11** | **9.84** | **0** | **1** | **0** | **2** | **4** | **2** | **1** | **4** | **2** |




Pleasant Hill rec

Pleasant Hill Rec & Park District
The BIG Picture
Our Study, Vision & Plan for Play

# Parks, Facilities, and Recreation Master Plan

## Existing Park Inventory

### *Pleasant Hill Park*

*147 Gregory Ln, Pleasant Hill, CA 94523*

*16.5 Acres*

## COMPONENTS

Quantities from Reserve Study prepared by Browning Reserve Group March 2017 & site visit in July 2018

| | | |
|---|---|---|
| **1** | **Paving:** | |
| a | Asphalt parking lot | 41,898 sf |
| b | Ball field asphalt | 8,208 sf |
| **2** | **Concrete:** | |
| a | Sidewalks, curbs, gutters | 39,229 sf |
| **3** | **Structures:** | |
| a | Wood trellis | 1,118 sf |
| b | Restroom building | |
| c | Senior Center | |
| d | Teen Center | |
| e | Aquatic Center | |
| f | PRD Office | |
| **4** | **Sports courts:** | |
| a | Basketball | 1 ea |
| b | Ball field | 2 ea |
| c | Bocce ball | 2 ea |
| d | Horse shoe pit | 2 ea |
| **5** | **Lighting:** | |
| a | Ball field light | 6 ea |
| b | Walkway light | 10 ea |
| c | Parking lot light | 14 ea |
| **6** | **Outdoor equipment:** | |
| a | Playground - equipment | 8 ea |
| b | Bench | 18 ea |
| c | Picnic table | 43 ea |
| d | Bleacher (aluminum) | 4 ea |
| e | Drinking fountain | 3 ea |
| f | Scoreboard | 1 ea |
| g | Bike rack | 4 ea |
| h | Recycled trash receptacle | 9 ea |
| i | Barbecue (Individual) | 1 ea |
| j | Barbecue (group) | 5 ea |
| **7** | **Miscellaneous:** | |
| a | Community Garden | 1 ea |
| b | Group Picnic Area | 1 ea |
| c | Trash Enclosure | 1 ea |

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SEPT 2018 | EXHIBIT # 01a




Pleasant Hill rec

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# Parks, Facilities, and Recreation Master Plan

## Existing Park Inventory

*Rodgers-Smith Park*

*738 Grayson Rd, Pleasant Hill, CA 94523*

*4.5 Acres*

## COMPONENTS

Quantities from Reserve Study prepared by Browning Reserve Group March 2017 & site visit in July 2018

| | | | |
|---|---|---|---|
| 1 | **Paving:** | | |
| | a | Asphalt parking lot | 20,410 sf |
| | b | Ball court asphalt | 10,000 sf |
| 2 | **Concrete:** | | |
| | a | Sidewalks, curbs, gutters | |
| 3 | **Structures:** | | |
| | a | Wood trellis | 975 sf |
| | b | Restroom building | |
| | c | Bocce Ball shade struct. | 2 ea |
| 4 | **Sports courts:** | | |
| | a | Basketball | 1 ea |
| | b | Sand volleyball | 1 ea |
| | c | Bocce Ball | 2 ea |
| | d | Ball field | 1 ea |
| 5 | **Lighting:** | | |
| | a | Parking lot light | 3 ea |
| | b | Bocce court light | 2 ea |
| 6 | **Outdoor equipment:** | | |
| | a | Playground - sand play | 1 ea |
| | b | Playground - equipment | 1 ea |
| | c | Bleachers (aluminum) | 2 ea |
| | d | Storage container | 1 ea |
| | e | Bench | 9 ea |
| | f | Recycled trash receptacle | 4 ea |
| | g | Barbecue (group) | 1 ea |
| | h | Picnic table | 8 ea |
| | i | Drinking fountain | 1 ea |
| | j | Kiosk | 1 ea |
| 7 | **Miscellaneous:** | | |
| | a | Split rail fence (wood) | 370 lf |

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SEPT 2018 | EXHIBIT # 02a




Pleasant Hill rec

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# Parks, Facilities, and Recreation Master Plan

## Existing Park Inventory

*Paso Nogal Park*

*501 Paso Nogal Rd, Pleasant Hill, CA 94523*

*6.3 Acres*

## COMPONENTS

Quantities from Reserve Study prepared by Browning Reserve Group March 2017 & site visit in July 2018

| | | |
|---|---|---|
| **1** | **Paving:** | |
| | a Asphalt parking lot | 4,842 sf |
| **2** | **Concrete: (NA)** | |
| **3** | **Structures: (NA)** | |
| **4** | **Sports courts: (NA)** | |
| **5** | **Lighting: (NA)** | |
| **6** | **Outdoor equipment:** | |
| | a Bench | 13 ea |
| | b Drinking Fountain | 3 ea |
| | c Kiosk | 1 ea |
| **7** | **Miscellaneous:** | |
| | a Chain link fence 4' | 1,150 lf |
| | b Split-rail fence (wood) | 2,300 lf |
| | c Large dog area | |
| | d Small dog area | |

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# Parks, Facilities, and Recreation Master Plan

## Existing Park Inventory

### *Pleasant Oaks Park*

*2 Santa Barbara Rd, Pleasant Hill, CA 94523*

*11.5 Acres*

## COMPONENTS

Quantities from Reserve Study prepared by Browning Reserve Group March 2017 & site visit in July 2018

| | | |
|---|---|---|
| **1** | **Paving:** | |
| a | Asphalt parking lot | 44,346 sf |
| b | Asphalt street side parking | 9,720 sf |
| **2** | **Concrete:** | |
| a | Sidewalks, curbs, gutters | |
| **3** | **Structures:** | |
| a | Snack Bar | 1 ea |
| b | Restroom building | 1 ea |
| c | Picnic area canvas canopies | 2 ea |
| d | Storage building | 1 ea |
| **4** | **Sports courts:** | |
| a | Ball field | 5 ea |
| b | Warm-up bull pen | 10 ea |
| c | Batting cage | 3 ea |
| d | Soccer field (overlay) | 2 ea |
| **5** | **Lighting:** | |
| a | Parking lot light | 10 ea |
| **6** | **Outdoor equipment:** | |
| a | Playground - equipment | 1 ea |
| b | Playground surfacing | 1,800 sf |
| b | Bench (dugout) | 8 ea |
| c | Picnic table (concrete) | 41 ea |
| d | Bleacher (aluminum) | 10 ea |
| e | Drinking fountain | 5 ea |
| f | Bike rack | 5 ea |
| g | Bench | 8 ea |
| h | Barbecue (group) | 5 ea |
| i | Recycled trash receptacle | 6 ea |
| **7** | **Miscellaneous:** | |
| a | Chain link fence 6' | 754 lf |
| b | Chain link fence 8' | 631 lf |
| c | Chain link fence 8' (ball fields) | 1,900 lf |
| d | Chain link fence 12' (backstop) | 325 lf |
| e | Metal fence 4' | 338 lf |

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# Parks, Facilities, and Recreation Master Plan

## Existing Park Inventory

*Brookwood Park*

*3250 Withers Avenue, Lafayette, CA 94549*

*6.3 Acres*

## COMPONENTS

Quantities from Reserve Study prepared by Browning Reserve Group March 2017 & site visit in July 2018

| | | |
|---|---|---|
| **1** | **Paving: (NA)** | |
| **2** | **Concrete: (NA)** | |
| **3** | **Structures: (NA)** | |
| **4** | **Sports courts:** | |
| | a Basketball | |
| **5** | **Lighting: (NA)** | |
| **6** | **Outdoor equipment:** | |
| | a Playground - equipment | 1 ea |
| | b BBQ area | |
| | c Picnic table | |
| | d Kiosk | 1 ea |
| | e Recycled trash receptacle | 2 ea |
| | f Bench | 3 ea |
| | g Barbecue (group) | 1 ea |
| | h Barbecue (individual) | 1 ea |
| **7** | **Miscellaneous:** | |
| | a Masonry Wall | 235 lf |
| | b Split rail fence (wood) | 550 lf |
| | c Labyrinth | 1 ea |
| | d Gravel path | |
| | e Dirt path | |

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# Parks, Facilities, and Recreation Master Plan

## Existing Park Inventory

### *Dinosaur Hill Park*

*901 Taylor Blvd, Pleasant Hill, CA 94523*

*13.6 Acres*

## COMPONENTS

Quantities from Reserve Study prepared by Browning Reserve Group March 2017 & site visit in July 2018

1 **Paving:**
a Asphalt parking lot 3,375 sf

2 **Concrete: (NA)**

3 **Structures: (NA)**

4 **Sports courts: (NA)**

5 **Lighting: (NA)**

6 **Outdoor equipment: (NA)**

7 **Miscellaneous:**
a **Vista Point**

**NOTES**
**More trash cans**
**Benches**
**More parking**
**Improve trails**

0' 110' 220' 330'

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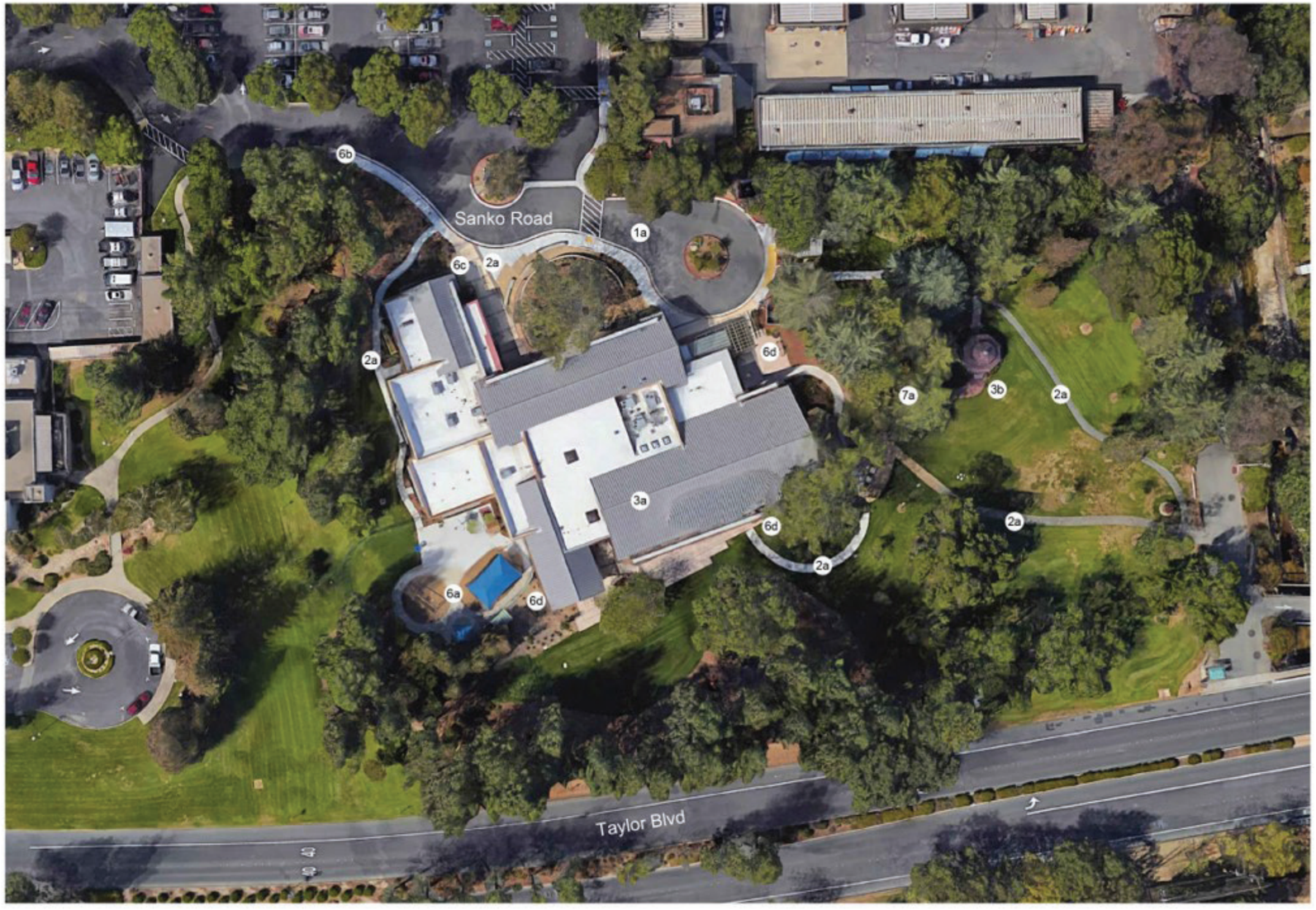
SEPT 2018 | EXHIBIT # 06a

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# Parks, Facilities, and Recreation Master Plan

## Existing Park Inventory

*Frank Salfingere Park*

*310 Civic Dr, Pleasant Hill, CA 94523*

*1.5 Acres*

## COMPONENTS

Quantities from Reserve Study prepared by Browning Reserve Group March 2017 & site visit in July 2018

| | | |
|---|---|---|
| **1** | **Paving:** | |
| | a Asphalt entry drive | |
| **2** | **Concrete:** | |
| | a Sidewalks, curbs, gutters | |
| **3** | **Structures:** | |
| | a Community Center | 1 ea |
| | b Gazebo | 1 ea |
| **4** | **Sports courts: (NA)** | |
| **5** | **Lighting:** | |
| | a Bollard lights | 10 ea |
| | b Parking lights | |
| **6** | **Outdoor equipment:** | |
| | a Playground - equipment | 1 ea |
| | b Kiosk | 1 ea |
| | c Bike rack | 1 ea |
| | d Bench | 3 ea |
| **7** | **Miscellaneous:** | |
| | a Memorial paver walkway | |

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# Parks, Facilities, and Recreation Master Plan

## Existing Park Inventory

*Pinewood Park*

*Monti Circle, Pleasant Hill, CA 94523*

*0.5 Acres*

## COMPONENTS

Quantities from Reserve Study prepared by Browning Reserve Group March 2017 & site visit in July 2018

**1 Paving: (NA)**

**2 Concrete: (NA)**

**3 Structures: (NA)**

**4 Sports courts: (NA)**

**5 Lighting: (NA)**

**6 Outdoor equipment:**

| | | |
|---|---|---|
| a | Playground - equipment | 1 ea |
| b | Playground surfacing | 3,200 sf |

**7 Miscellaneous:**

| | | |
|---|---|---|
| a | Wood stairs | |

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# Parks, Facilities, and Recreation Master Plan

## Existing Park Inventory

## *Chilpancingo Park*

*Golf Club Road, Pleasant Hill, CA 94523*

*2.5 Acres*

## COMPONENTS

Quantities from Reserve Study prepared by Browning Reserve Group March 2017 & site visit in July 2018

| | | |
|---|---|---|
| 1 | **Paving:** | |
| | a Asphalt & gravel path | 1,800 sf |
| 2 | **Concrete: (NA)** | |
| 3 | **Structures: (NA)** | |
| 4 | **Sports courts: (NA)** | |
| 5 | **Lighting: (NA)** | |
| 6 | **Outdoor equipment:** | |
| | a Bench | 3 ea |
| | b Recycled trash receptacle | 1 ea |
| 7 | **Miscellaneous: (NA)** | |

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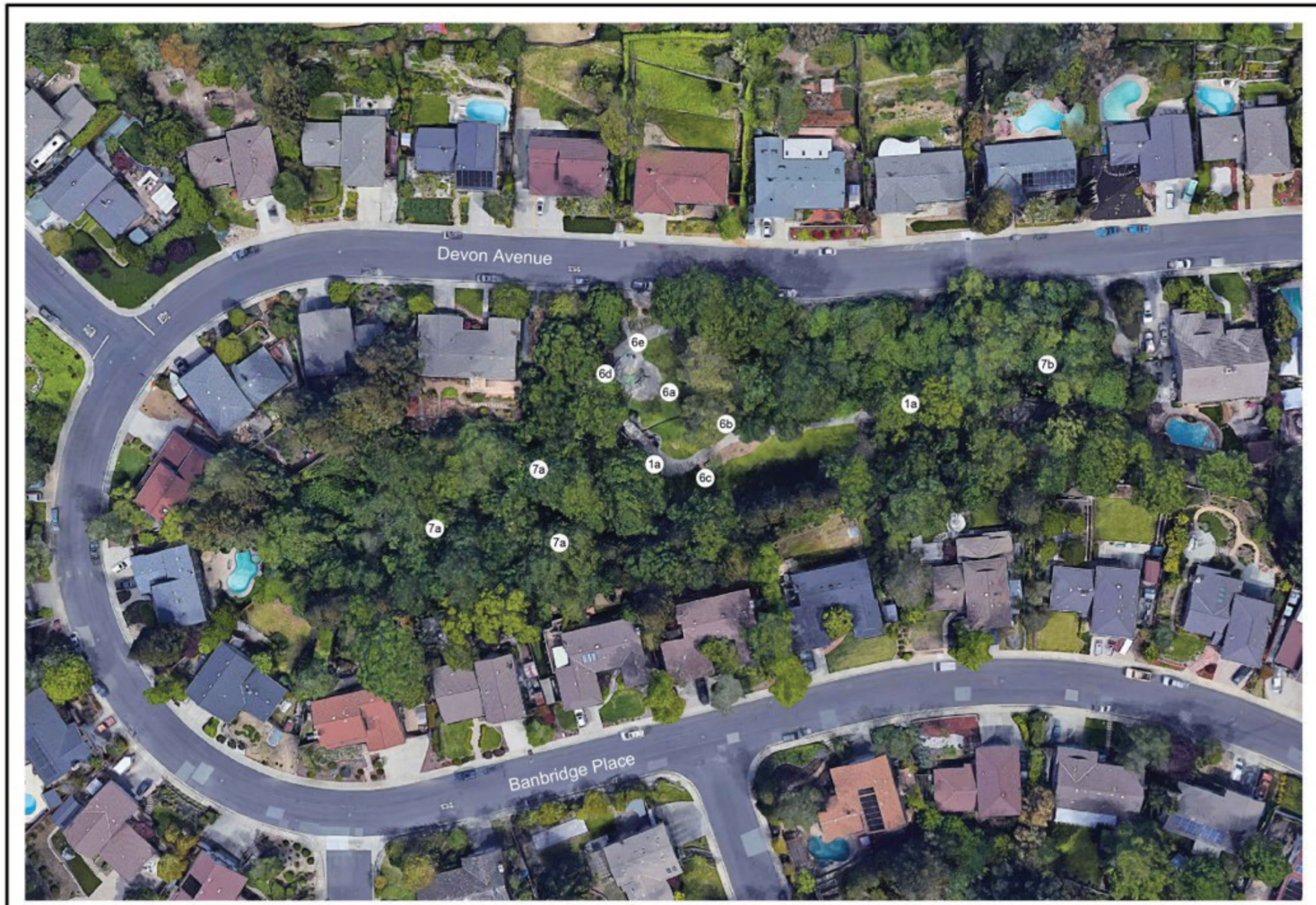
SEPT 2018 | EXHIBIT # 09a




Pleasant Hill rec

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# Parks, Facilities, and Recreation Master Plan

## Existing Park Inventory

*Shannon Hills Park*

*202 Devon Ave, Pleasant Hill, CA 94523*

*2.1 Acres*

## COMPONENTS

Quantities from Reserve Study prepared by Browning Reserve Group March 2017 & site visit in July 2018

| | | |
|---|---|---|
| **1** | **Paving:** | |
| | a Asphalt path | |
| **2** | **Concrete: (NA)** | |
| **3** | **Structures: (NA)** | |
| **4** | **Sports courts: (NA)** | |
| **5** | **Lighting: (NA)** | |
| **6** | **Outdoor equipment:** | |
| | a Playground - equipment | 1 ea |
| | b Playground surfacing | |
| | b Bench | 1 ea |
| | c Picnic table (alum) | 1 ea |
| | d Drinking fountain | 1 ea |
| | e Recycled trash receptacle | 1 ea |
| **7** | **Miscellaneous:** | |
| | a Wood walkways | 1,080 sf |
| | b Split-rail fence | 80 lf |

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# Parks, Facilities, and Recreation Master Plan

## Existing Park Inventory

*Sherman Acres Park*

*Sherman Dr, Pleasant Hill, CA 94523*

*0.16 Acres*

## COMPONENTS

Quantities from Reserve Study prepared by Browning Reserve Group March 2017 & site visit in July 2018

| | | |
|---|---|---|
| **1** | **Paving:** | |
| | **a Gravel** | |
| **2** | **Concrete: (NA)** | |
| **3** | **Structures: (NA)** | |
| **4** | **Sports courts: (NA)** | |
| **5** | **Lighting: (NA)** | |
| **6** | **Outdoor equipment:** | |
| | a Playground - equipment | 1 ea |
| | b Bench | 2 ea |
| | c Picnic table | 1 ea |
| **7** | **Miscellaneous:** | |
| | a Kiosk | 1 ea |

0' 20' 40' 60'

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# Parks, Facilities, and Recreation Master Plan

## Existing Park Inventory

*Las Juntas Open Space*

*Lucille Lane, Pleasant Hill, CA 94523*

*7 Acres*

## COMPONENTS

Quantities from Reserve Study prepared by Browning Reserve Group March 2017 & site visit in July 2018

| | | |
|---|---|---|
| 1 | **Paving:** | |
| | **a Asphalt trail** | **2,500 lf** |
| 2 | **Concrete: (NA)** | |
| 3 | **Structures: (NA)** | |
| 4 | **Sports courts: (NA)** | |
| 5 | **Lighting: (NA)** | |
| 6 | **Outdoor equipment: (NA)** | |
| 7 | **Miscellaneous: (NA)** | |

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SEPT 2018 | EXHIBIT # 12a




Pleasant Hill rec

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# Parks, Facilities, and Recreation Master Plan

## Existing Park Inventory

## *Shadowood Park*

*69 Spar Court, Pleasant Hill, CA 94523*

*2.5 Acres*

## COMPONENTS

Quantities from Reserve Study prepared by Browning Reserve Group March 2017 & site visit in July 2018

**1 Paving:**
- **a Asphalt parking**
- **b Asphalt path**

**2 Concrete: (NA)**

**3 Structures: (NA)**

**4 Sports courts: (NA)**
- a Basketball hoop

**5 Lighting: (NA)**

**6 Outdoor equipment:**

| | | |
|---|---|---|
| a | Playground - equipment | 1 ea |
| b | Concrete seat wall | |

**7 Miscellaneous: (NA)**

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SEPT 2018 | EXHIBIT # 13a1




Pleasant Hill rec

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# Parks, Facilities, and Recreation Master Plan

## Existing Park Inventory

*Shadowood Park*

*69 Spar Court, Pleasant Hill, CA 94523*

*2.5 Acres*

COMPONENTS

Quantities from Reserve Study prepared by Browning Reserve Group March 2017 & site visit in July 2018

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| SEPT 2018 | EXHIBIT # | 13a |
|---|---|---|




Pleasant Hill rec

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# Parks, Facilities, and Recreation Master Plan

## Existing Park Inventory

## *College Park Softball Field*

*College Park High School*
*201 Viking Dr, Pleasant Hill, CA 94523*
*3.4 Acres*

## COMPONENTS

Quantities from Reserve Study prepared by Browning Reserve Group March 2017

| | | |
|---|---|---|
| **1** | **Paving: (NA)** | |
| **2** | **Concrete: (NA)** | |
| **3** | **Structures: (NA)** | |
| **4** | **Sports courts:** | |
| | a Ball field | 1 ea |
| **5** | **Lighting:** | |
| | a Ball field light | 6 ea |
| **6** | **Outdoor equipment:** | |
| | a Scoreboard | 1 ea |
| | b Bleacher (aluminum) | 2 ea |
| **7** | **Miscellaneous: (NA)** | |

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Pleasant Hill rec

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# Parks, Facilities, and Recreation Master Plan

## Existing Park Inventory

## *Valley View Softball Field*

*Valley View Middle School*
*181 Viking Dr, Pleasant Hill, CA 94523*
*4.8 Acres*

## COMPONENTS

Quantities from Reserve Study prepared by Browning Reserve Group March 2017

| | | |
|---|---|---|
| 1 | **Paving: (NA)** | |
| 2 | **Concrete: (NA)** | |
| 3 | **Structures: (NA)** | |
| 4 | **Sports courts:** | |
| | a Ball field | 1 ea |
| 5 | **Lighting:** | |
| | a Ball field light | 6 ea |
| 6 | **Outdoor equipment:** | |
| | a Bleacher (aluminum) | 2 ea |
| 7 | **Miscellaneous: (NA)** | |

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JULY 2018 | EXHIBIT # 15a




Pleasant Hill rec

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# Parks, Facilities, and Recreation Master Plan

## Existing Park Inventory

*School House Site*

*2050 Oak Park Blvd, Pleasant Hill, CA 94523*

*1.84 Acres*

COMPONENTS

Quantities from Reserve Study prepared by Browning Reserve Group March 2017 & site visit in July 2018

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SEPT 2018 | EXHIBIT # 16a




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# Parks, Facilities, and Recreation Master Plan

## Existing Park Inventory

*Winslow Center*

*2590 Pleasant Hill Rd, Pleasant Hill, CA 94523*

*3.11 Acres*

COMPONENTS

Quantities from Reserve Study prepared by Browning Reserve Group March 2017 & site visit in July 2018

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|---|---|---|




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# Parks, Facilities, and Recreation Master Plan

## Existing Park Inventory

*Rodgers Ranch Heritage Center*

*315 Cortsen Rd, Pleasant Hill, CA 94523*

*1.8 Acres*

COMPONENTS

Quantities from Reserve Study prepared by Browning Reserve Group March 2017 & site visit in July 2018

0' 100' 200' 300'

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Prj. No.: 17131

| SEPT 2018 | EXHIBIT # | 18a |
|---|---|---|

## 4.2 LEVEL OF SERVICE

Level of Service (LOS) standards is a matrix displaying inventory for the City of Pleasant Hill. By totaling the inventory and applying Pleasant Hill's population, we can understand the current level of service.

The LOS can help support investment decisions related to parks, facilities, and amenities. The LOS can and will change over time as the program lifecycles change and demographics of a community change.

The recommended standards were evaluated using a combination of resources. These resources included: National Recreation and Park Association (NRPA) guidelines, recreation activity participation rates reported by the Sports & Fitness Industry Association's (SFIA) 2017 Study of Sports, Fitness, and Leisure Participation as it applies to activities that occur in the United States and in the Pleasant Hill area, community and stakeholder input, statistically-valid survey, and general observations. This information allowed standards to be customized for Pleasant Hill.

These standards should be viewed as a conservative guide for future planning purposes. The standards are to be coupled with conventional wisdom and judgment related to the particular situation and needs of the community. By applying these facility standards to the service area, gaps and surpluses in park and facility/amenity types are identified.

The standards that follow are based upon population figures for 2018 and 2023.

### *Pleasant Hill Level of Service Standards*

| | 2018 Inventory - Developed Facilities | | | | | | | | | 2018 Facility Standards | | | 2023 Facility Standards | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Pleasant Hill | Schools / Other | Total Inventory | Current Service Level based upon population | | | Recommended Service Levels; Revised for Local Service Area | | | Meet Standard/ Need Exists | Additional Facilities/ Amenities Needed | | Meet Standard/ Need Exists | Additional Facilities/ Amenities Needed | |
| Mini Parks | 11.06 | - | 11.06 | 0.27 | acres per | 1,000 | 0.10 | acres per | 1,000 | Meets Standard | - | Acre(s) | Meets Standard | - | Acre(s) |
| Neighborhood Parks | 10.80 | - | 10.80 | 0.26 | acres per | 1,000 | 1.00 | acres per | 1,000 | Need Exists | 30 | Acre(s) | Need Exists | 32 | Acre(s) |
| Community Parks | 104.60 | - | 104.60 | 2.54 | acres per | 1,000 | 2.00 | acres per | 1,000 | Meets Standard | - | Acre(s) | Meets Standard | - | Acre(s) |
| Open Space | 7.00 | - | 7.00 | 0.17 | acres per | 1,000 | 0.25 | acres per | 1,000 | Need Exists | 3 | Acre(s) | Need Exists | 4 | Acre(s) |
| School / Other | | 13.20 | 13.20 | 0.32 | acres per | 1,000 | 0.15 | acres per | 1,000 | Meets Standard | - | Acre(s) | Meets Standard | - | Acre(s) |
| **Total Developed Park Acres** | **133.46** | **13.20** | **146.66** | **3.56** | **acres per** | **1,000** | **3.50** | **acres per** | **1,000** | **Meets Standard** | **-** | **Acre(s)** | **Need Exists** | **3** | **Acre(s)** |
| Undeveloped Acres | 116.20 | - | 116.20 | 2.82 | acres per | 1,000 | | acres per | 1,000 | Meets Standard | - | Acre(s) | Meets Standard | - | Acre(s) |
| **Total Park Acres** | **249.66** | **13.20** | **262.86** | **6.37** | **acres per** | **1,000** | **3.50** | **acres per** | **1,000** | **Meets Standard** | **-** | **Acre(s)** | **Meets Standard** | **-** | **Acre(s)** |
| **OUTDOOR AMENITIES:** | | | | | | | | | | | | | | | |
| Shelters/Pavilions | 5.00 | - | 5.00 | 1.00 | site per | 8,248 | 1.00 | site per | 6,000 | Need Exists | 2 | Sites(s) | Need Exists | 2 | Sites(s) |
| Multi-Purpose Fields (lighted) | - | - | - | 1.00 | field per | 0 | 1.00 | field per | 20,000 | Need Exists | 2 | Field(s) | Need Exists | 2 | Field(s) |
| Multi-Purpose Fields (non-lighted) | - | - | - | 1.00 | field per | 0 | 1.00 | field per | 15,000 | Need Exists | 3 | Field(s) | Need Exists | 3 | Field(s) |
| Ball Fields (lighted) | 1.00 | 2.00 | 3.00 | 1.00 | field per | 13,747 | 1.00 | field per | 15,000 | Meets Standard | - | Field(s) | Meets Standard | - | Field(s) |
| Ball Fields (non-lighted) | 7.00 | - | 7.00 | 1.00 | field per | 5,892 | 1.00 | field per | 6,000 | Meets Standard | - | Field(s) | Need Exists | 0 | Field(s) |
| Basketball Courts (lighted & non-lighted) | 5.00 | - | 5.00 | 1.00 | court per | 8,248 | 1.00 | court per | 9,000 | Meets Standard | - | Court(s) | Meets Standard | - | Court(s) |
| Tennis Courts (lighted & non-lighted) | - | 7.00 | 7.00 | 1.00 | court per | 0 | 1.00 | court per | 4,000 | Need Exists | 3 | Court(s) | Need Exists | 4 | Court(s) |
| Playgrounds | 11.00 | - | 11.00 | 1.00 | site per | 3,749 | 1.00 | site per | 4,000 | Meets Standard | - | Site(s) | Meets Standard | - | Site(s) |
| Dog Parks | 1.00 | - | 1.00 | 1.00 | site per | 41,241 | 1.00 | site per | 45,000 | Meets Standard | - | Site(s) | Meets Standard | - | Site(s) |
| Skate Park | - | - | - | 1.00 | site per | 0 | 1.00 | site per | 30,000 | Need Exists | 1 | Site(s) | Need Exists | 1 | Site(s) |
| Multi-Use Trails | 5.78 | 4.06 | 9.84 | 0.24 | miles per | 1,000 | 0.22 | miles per | 1,000 | Meets Standard | - | Mile(s) | Meets Standard | - | Mile(s) |
| Outdoor Pools | 1.00 | 1.00 | 2.00 | 1.00 | site per | 20,621 | 1.00 | site per | 30,000 | Meets Standard | - | Site(s) | Meets Standard | - | Site(s) |
| **INDOOR AMENITIES:** | | | | | | | | | | | | | | | |
| Indoor Recreation Space (Square Feet) | 60,020.00 | - | 60,020.00 | 1.46 | SF per | person | 2.00 | SF per | person | Need Exists | 22,462 | Square Feet | Need Exists | 25,490 | Square Feet |

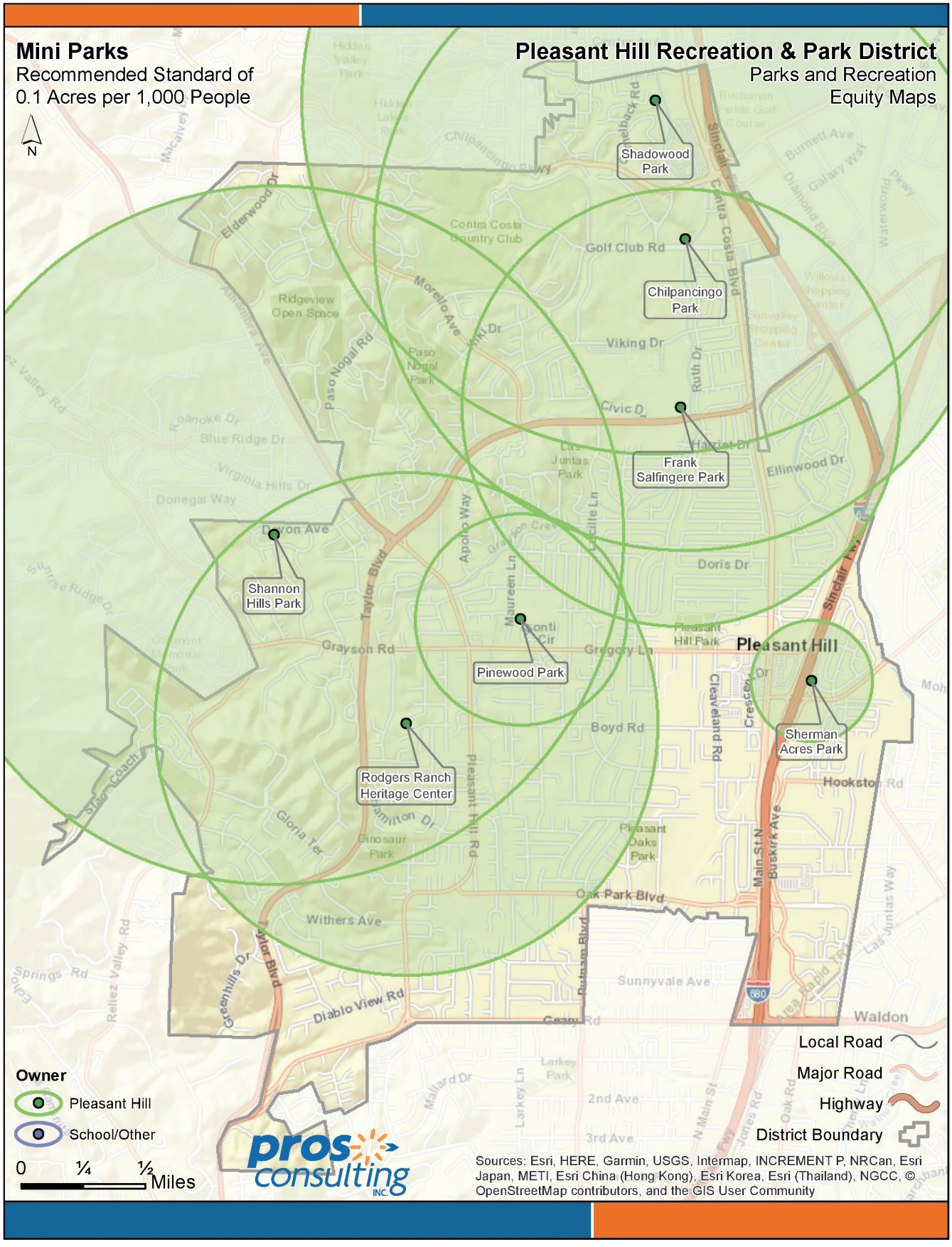
| | |
|---|---|
| 2018 Estimated Population | 41,241 |
| 2023 Estimated Population | 42,755 |

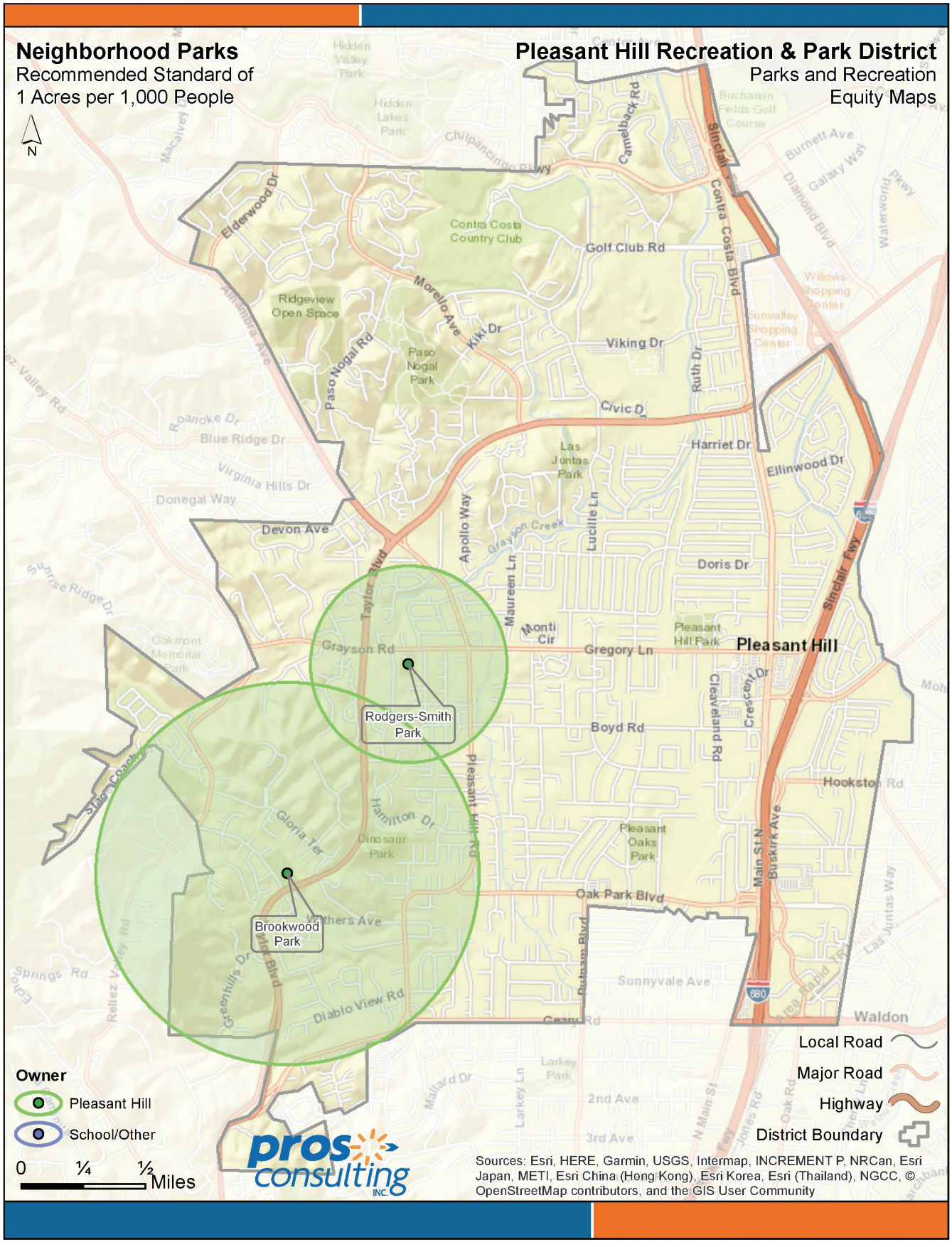
# 4.3 EQUITY MAPS

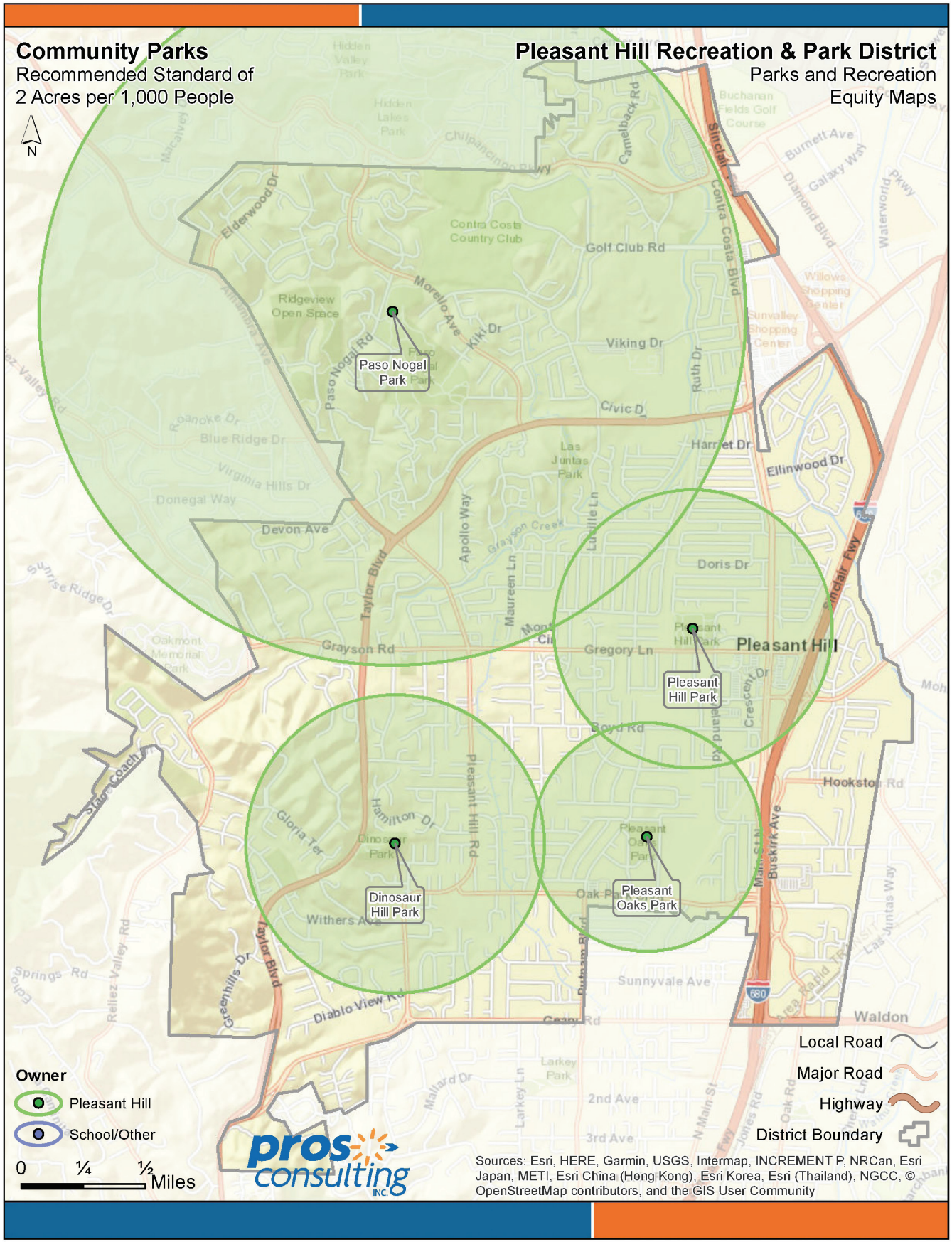
Service area maps and standards assist management staff and key leadership in assessing where services are offered, how equitable the service distribution and delivery is across Pleasant Hill's service area and how effective the service is as it compares to the demographic densities. In addition, looking at guidelines with reference to population enables the District to assess gaps in services, where facilities are needed, or where an area is over saturated. This allows the District management to make appropriate capital improvement decisions based upon need for a system as a whole and the ramifications that may have on a specific area.

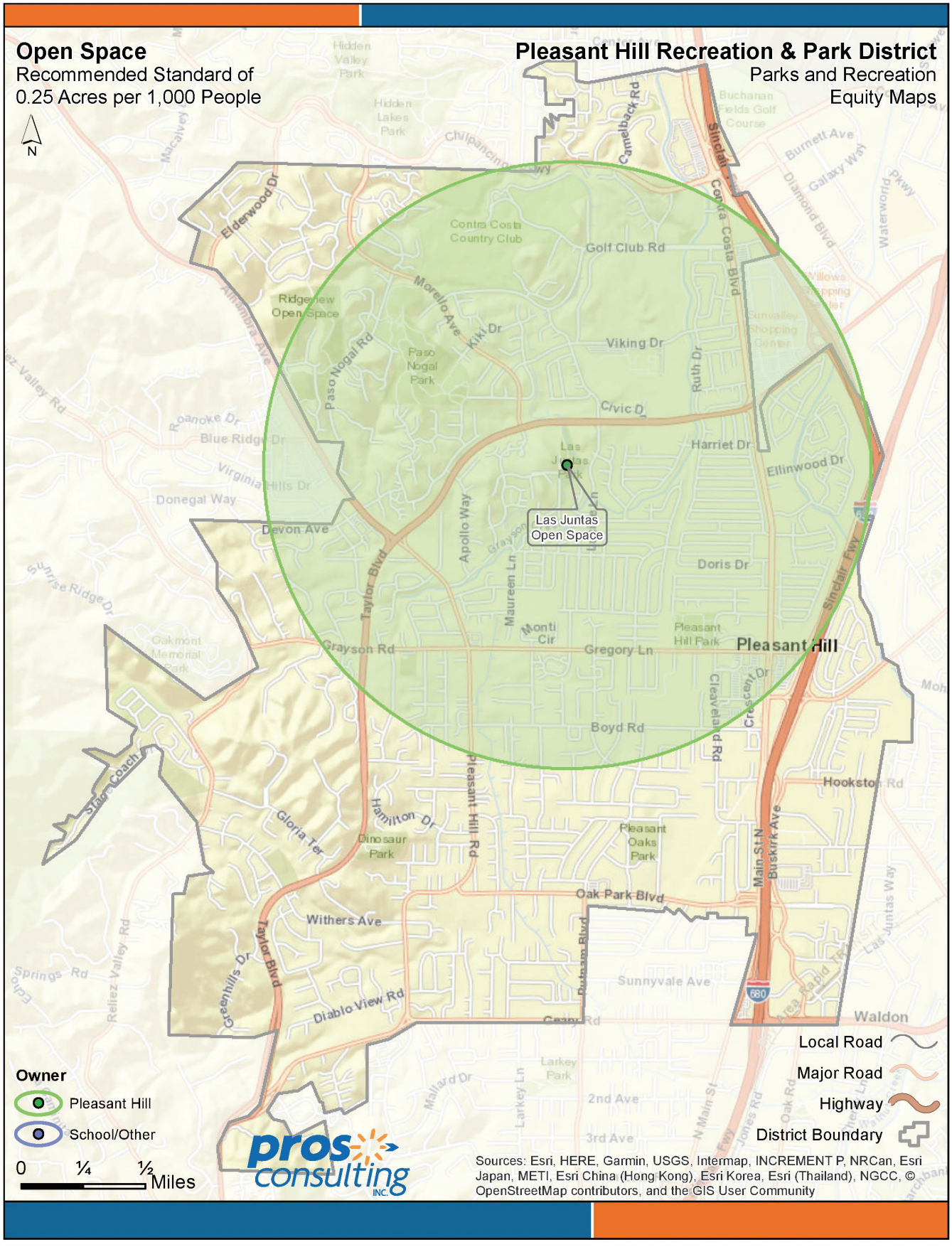
The maps contain several circles. The circles represent the recommended per capita LOS found on the previous page. The circles' size varies dependent upon the quantity of a given amenity (or acre type) located at one site and the surrounding population density. The bigger the circle, the more people a given amenity or park acre serves and vice versa. The areas of overlapping circles represent adequate service, or duplicated service, and the areas with no shading represents the areas not served by a given amenity or park acre type. The following parks, amenities and facilities were mapped:

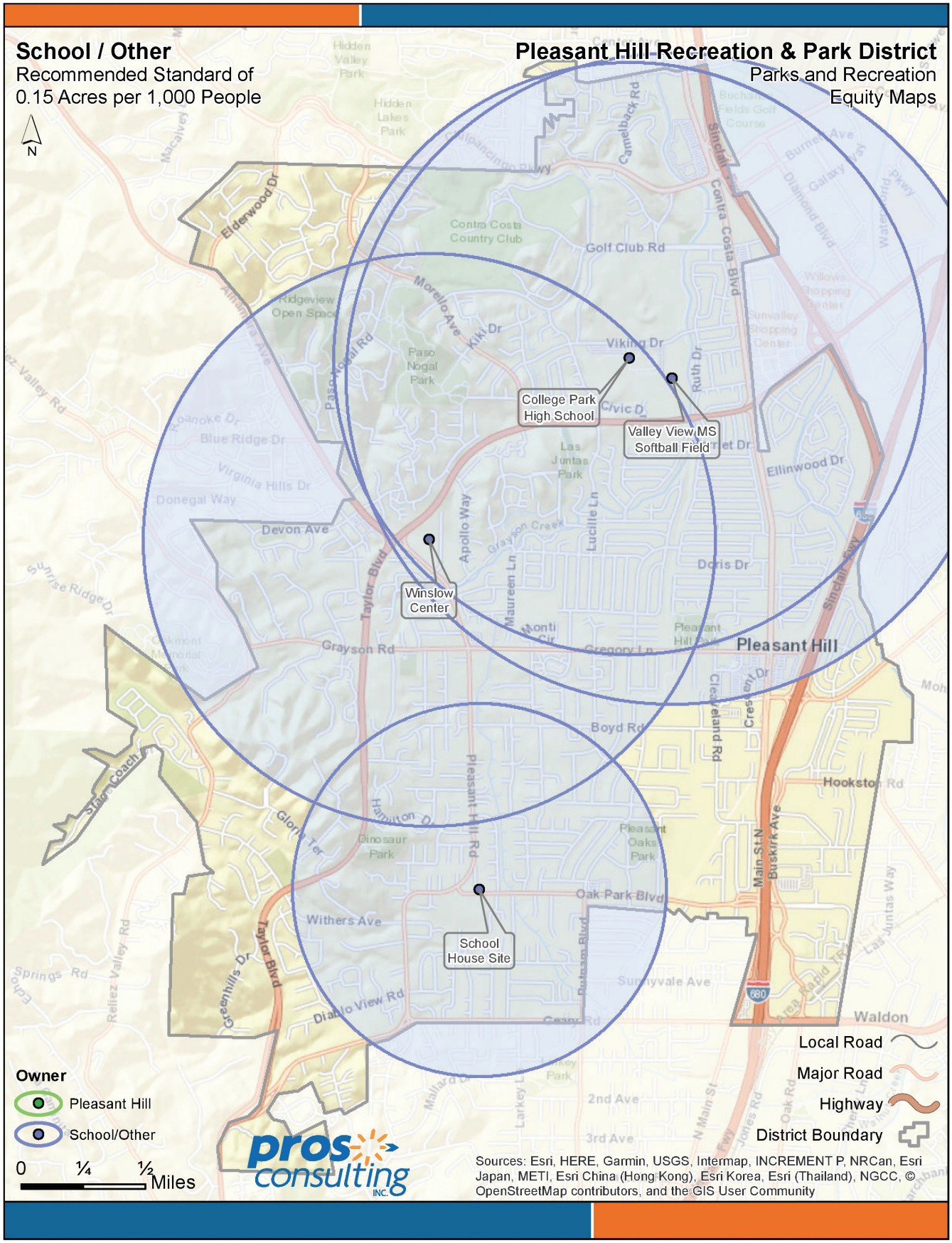
- Parks
    - o Mini Parks
    - o Neighborhood Parks
    - o Community Parks
    - o Open Space
    - o School / Other
- Amenities
    - o Shelters/Pavilions
    - o Multi-Purpose Fields (lighted)
    - o Multi-Purpose Fields (non-lighted)
    - o Ball Fields (lighted)
    - o Ball Fields (non-lighted)
    - o Basketball Courts (lighted & non-lighted)
    - o Tennis Courts (lighted & non-lighted)
    - o Playgrounds
    - o Dog Parks
    - o Skate Park
    - o Multi-Use Trails
    - o Outdoor Pools
- Facilities
    - o Indoor Recreation Space

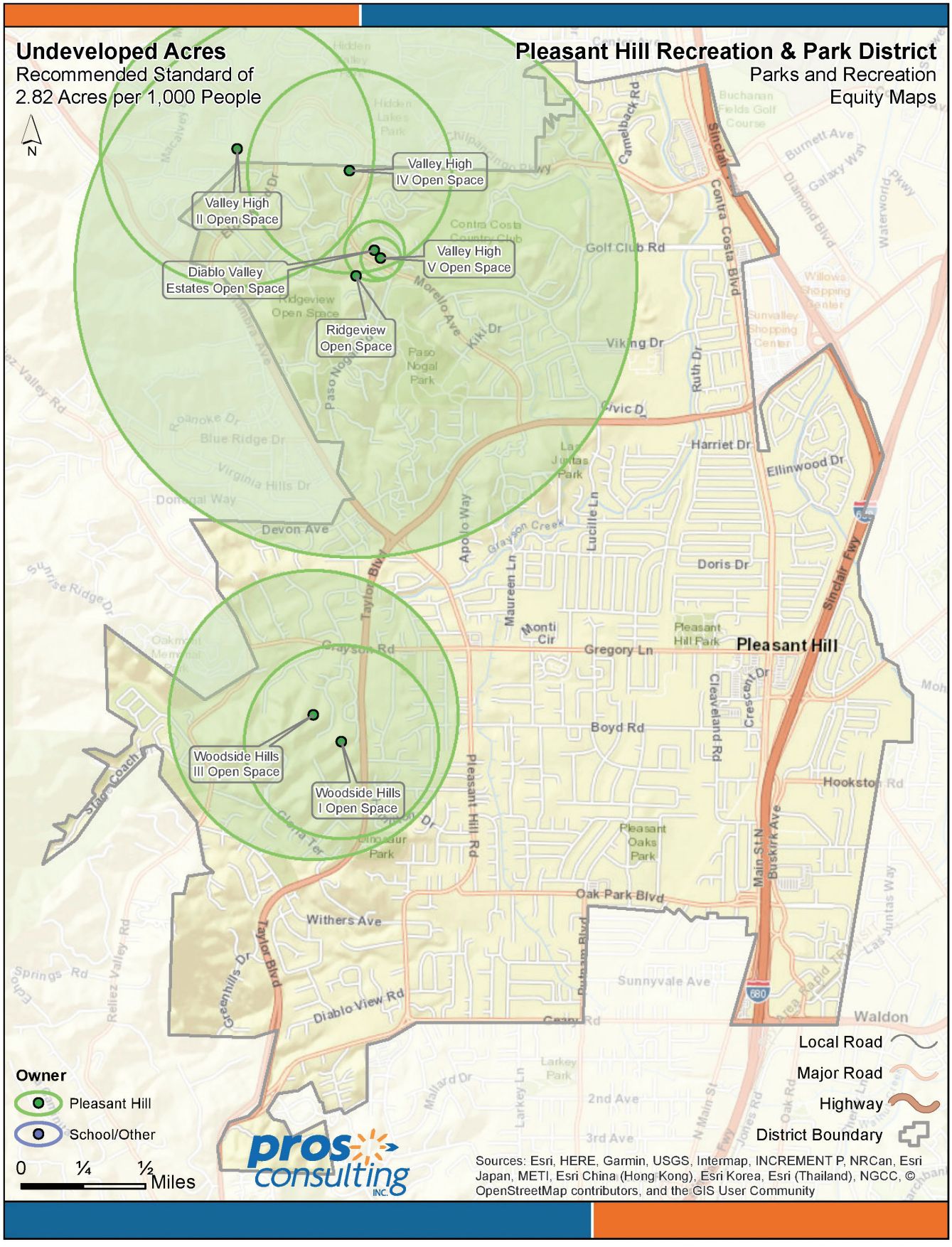

Mini Parks
Recommended Standard of
0.1 Acres per 1,000 People
N
Pleasant Hill Recreation & Park District
Parks and Recreation
Equity Maps
Shadowood Park
Chilpancingo Park
Frank Salfingere Park
Shannon Hills Park
Pinewood Park
Rodgers Ranch Heritage Center
Sherman Acres Park
Pleasant Hill
Golf Club Rd
Viking Dr
Civic Dr
Ellinwood Dr
Doris Dr
Grayson Rd
Boyd Rd
Oak Park Blvd
Sunnyvale Ave
Withers Ave
Diablo View Rd
Contra Costa Country Club
Ridgeview Open Space
Paso Nogal Park
Dinosaur Park
Pleasant Oaks Park
Waldon
Owner
Pleasant Hill
School/Other
0 ¼ ½ Miles
Local Road
Major Road
Highway
District Boundary
pros consulting INC.
Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, © OpenStreetMap contributors, and the GIS User Community

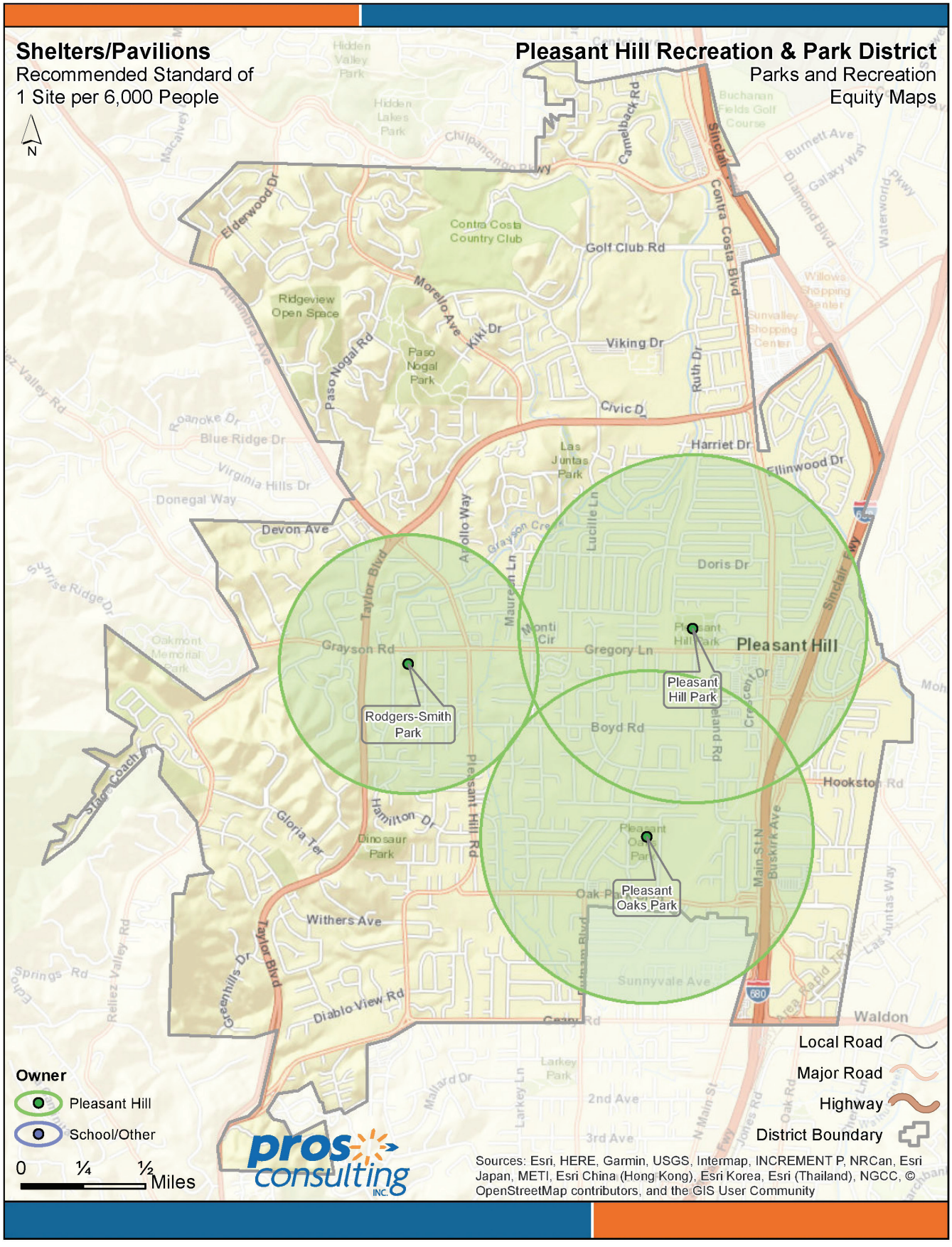

Neighborhood Parks
Recommended Standard of
1 Acres per 1,000 People
Pleasant Hill Recreation & Park District
Parks and Recreation
Equity Maps
N
Contra Costa Country Club
Golf Club Rd
Ridgeview Open Space
Morello Ave
Kiki Dr
Viking Dr
Paso Nogal Park
Paso Nogal Rd
Civic Dr
Las Juntas Park
Harriet Dr
Ellinwood Dr
Apollo Way
Grayson Creek
Lucille Ln
Doris Dr
Devon Ave
Taylor Blvd
Maureen Ln
Monti Cir
Grayson Rd
Gregory Ln
Pleasant Hill Park
Pleasant Hill
Sinclair Fwy
Rodgers-Smith Park
Boyd Rd
Cleaveland Rd
Crescent Dr
Hookston Rd
Pleasant Hill Rd
Hamilton Dr
Gloria Ter
Dinosaur Park
Pleasant Oaks Park
Main St N
Buskirk Ave
Oak Park Blvd
Brookwood Park
Withers Ave
Putnam Blvd
Sunnyvale Ave
Diablo View Rd
Geary Rd
Waldon
Owner
Pleasant Hill
School/Other
0 ¼ ½ Miles
Local Road
Major Road
Highway
District Boundary
pros consulting INC.
Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, © OpenStreetMap contributors, and the GIS User Community


Community Parks
Recommended Standard of
2 Acres per 1,000 People
Pleasant Hill Recreation & Park District
Parks and Recreation
Equity Maps
N
Paso Nogal Park
Pleasant Hill Park
Dinosaur Hill Park
Pleasant Oaks Park
Owner
Pleasant Hill
School/Other
0 ¼ ½ Miles
Local Road
Major Road
Highway
District Boundary
pros consulting INC.
Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, © OpenStreetMap contributors, and the GIS User Community


Open Space
Recommended Standard of
0.25 Acres per 1,000 People
Pleasant Hill Recreation & Park District
Parks and Recreation
Equity Maps
N
Las Juntas
Open Space
Pleasant Hill
Waldon
Owner
Pleasant Hill
School/Other
0 ¼ ½ Miles
Local Road
Major Road
Highway
District Boundary
pros consulting INC.
Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, © OpenStreetMap contributors, and the GIS User Community


School / Other
Recommended Standard of
0.15 Acres per 1,000 People
Pleasant Hill Recreation & Park District
Parks and Recreation
Equity Maps
N
College Park High School
Valley View MS Softball Field
Winslow Center
School House Site
Pleasant Hill
Waldon
Owner
Pleasant Hill
School/Other
0 ¼ ½ Miles
Local Road
Major Road
Highway
District Boundary
pros consulting INC.
Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, © OpenStreetMap contributors, and the GIS User Community


Undeveloped Acres
Recommended Standard of
2.82 Acres per 1,000 People
Pleasant Hill Recreation & Park District
Parks and Recreation
Equity Maps
N
Valley High IV Open Space
Valley High II Open Space
Valley High V Open Space
Diablo Valley Estates Open Space
Ridgeview Open Space
Woodside Hills III Open Space
Woodside Hills I Open Space
Pleasant Hill
Golf Club Rd
Viking Dr
Civic Dr
Harriet Dr
Ellinwood Dr
Doris Dr
Gregory Ln
Boyd Rd
Oak Park Blvd
Withers Ave
Diablo View Rd
Sunnyvale Ave
Waldon
Devon Ave
Grayson Rd
Contra Costa Blvd
Sinclair Fwy
Taylor Blvd
Pleasant Hill Rd
Main St N
Buskirk Ave
Hookston Rd
Owner
Pleasant Hill
School/Other
0 ¼ ½ Miles
Local Road
Major Road
Highway
District Boundary
pros consulting INC.
Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, © OpenStreetMap contributors, and the GIS User Community


Shelters/Pavilions
Recommended Standard of
1 Site per 6,000 People
Pleasant Hill Recreation & Park District
Parks and Recreation
Equity Maps
N
Contra Costa Country Club
Golf Club Rd
Ridgeview Open Space
Paso Nogal Park
Viking Dr
Civic Dr
Las Juntas Park
Harriet Dr
Doris Dr
Pleasant Hill
Pleasant Hill Park
Rodgers-Smith Park
Grayson Rd
Gregory Ln
Boyd Rd
Dinosaur Park
Pleasant Oaks Park
Withers Ave
Diablo View Rd
Sunnyvale Ave
Waldon
Hookston Rd
Devon Ave
Donegal Way
Virginia Hills Dr
Blue Ridge Dr
Roanoke Dr
Taylor Blvd
Pleasant Hill Rd
Contra Costa Blvd
Sinclair Fwy
Owner
Pleasant Hill
School/Other
0 ¼ ½ Miles
Local Road
Major Road
Highway
District Boundary
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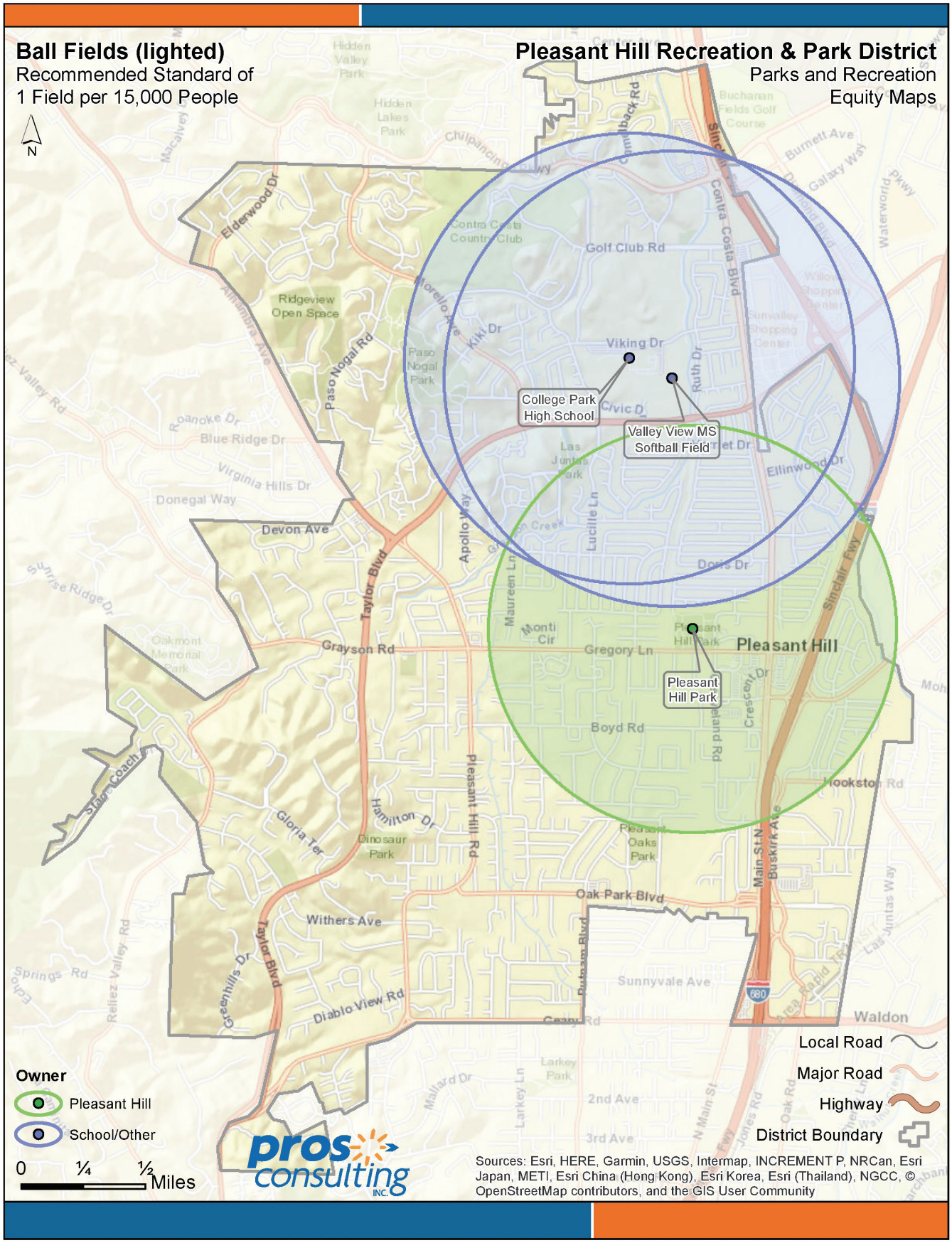
Ball Fields (lighted)
Recommended Standard of
1 Field per 15,000 People
Pleasant Hill Recreation & Park District
Parks and Recreation
Equity Maps
N
College Park
High School
Valley View MS
Softball Field
Pleasant
Hill Park
Pleasant Hill
Owner
Pleasant Hill
School/Other
0 ¼ ½ Miles
Local Road
Major Road
Highway
District Boundary
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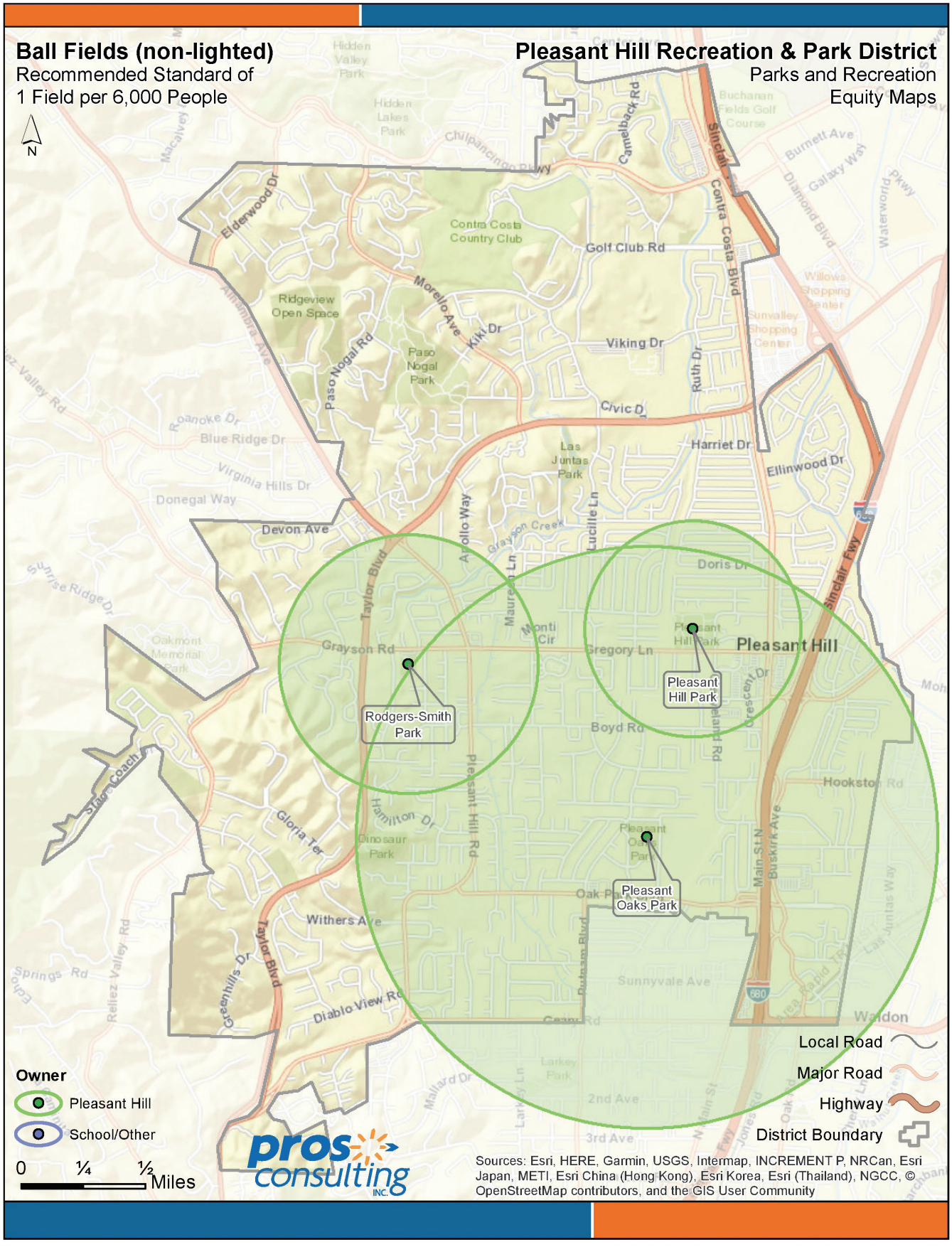
Ball Fields (non-lighted)
Recommended Standard of
1 Field per 6,000 People
Pleasant Hill Recreation & Park District
Parks and Recreation
Equity Maps
N
Rodgers-Smith Park
Pleasant Hill Park
Pleasant Oaks Park
Pleasant Hill
Owner
Pleasant Hill
School/Other
0 ¼ ½ Miles
Local Road
Major Road
Highway
District Boundary
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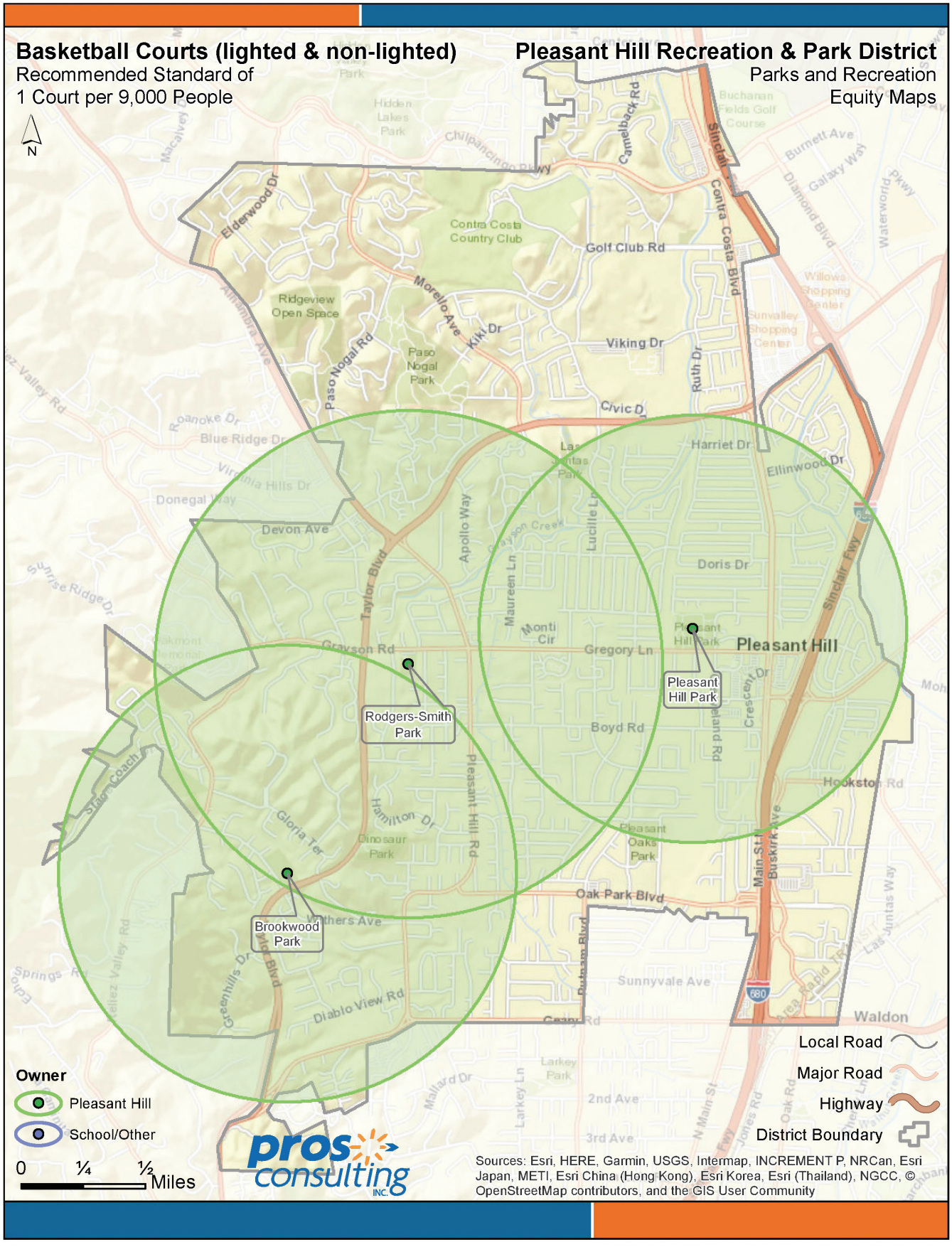
Basketball Courts (lighted & non-lighted)
Recommended Standard of
1 Court per 9,000 People
Pleasant Hill Recreation & Park District
Parks and Recreation
Equity Maps
N
Contra Costa Country Club
Golf Club Rd
Ridgeview Open Space
Morello Ave
Kiki Dr
Viking Dr
Paso Nogal Park
Civic Dr
Harriet Dr
Ellinwood Dr
Devon Ave
Apollo Way
Taylor Blvd
Lucille Ln
Maureen Ln
Doris Dr
Sinclair Fwy
Pleasant Hill
Pleasant Hill Park
Gregory Ln
Monti Cir
Grayson Rd
Rodgers-Smith Park
Boyd Rd
Crescent Dr
Hookston Rd
Pleasant Hill Rd
Hamilton Dr
Gloria Ter
Dinosaur Park
Pleasant Oaks Park
Oak Park Blvd
Brookwood Park
Withers Ave
Diablo View Rd
Sunnyvale Ave
Waldon
Owner
Pleasant Hill
School/Other
0 ¼ ½ Miles
Local Road
Major Road
Highway
District Boundary
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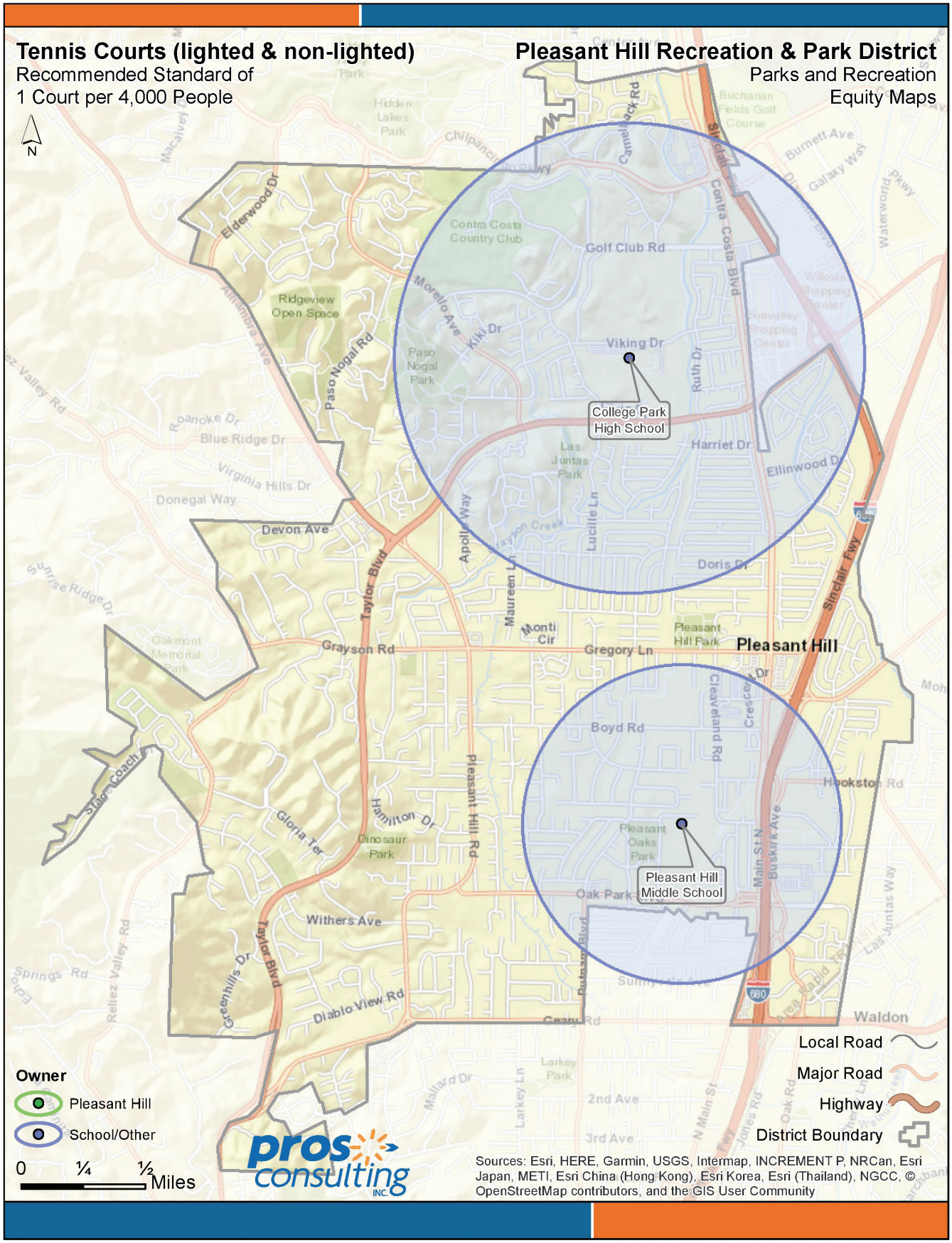
Tennis Courts (lighted & non-lighted)
Recommended Standard of
1 Court per 4,000 People
Pleasant Hill Recreation & Park District
Parks and Recreation
Equity Maps
N
College Park
High School
Pleasant Hill
Middle School
Pleasant Hill Park
Pleasant Oaks Park
Contra Costa Country Club
Ridgeview Open Space
Paso Nogal Park
Las Juntas Park
Dinosaur Park
Golf Club Rd
Viking Dr
Harriet Dr
Ellinwood Dr
Doris Dr
Grayson Rd
Gregory Ln
Boyd Rd
Hookston Rd
Oak Park
Withers Ave
Diablo View Rd
Taylor Blvd
Pleasant Hill Rd
Sinclair Fwy
Contra Costa Blvd
Waldon
Owner
Pleasant Hill
School/Other
0 ¼ ½ Miles
Local Road
Major Road
Highway
District Boundary
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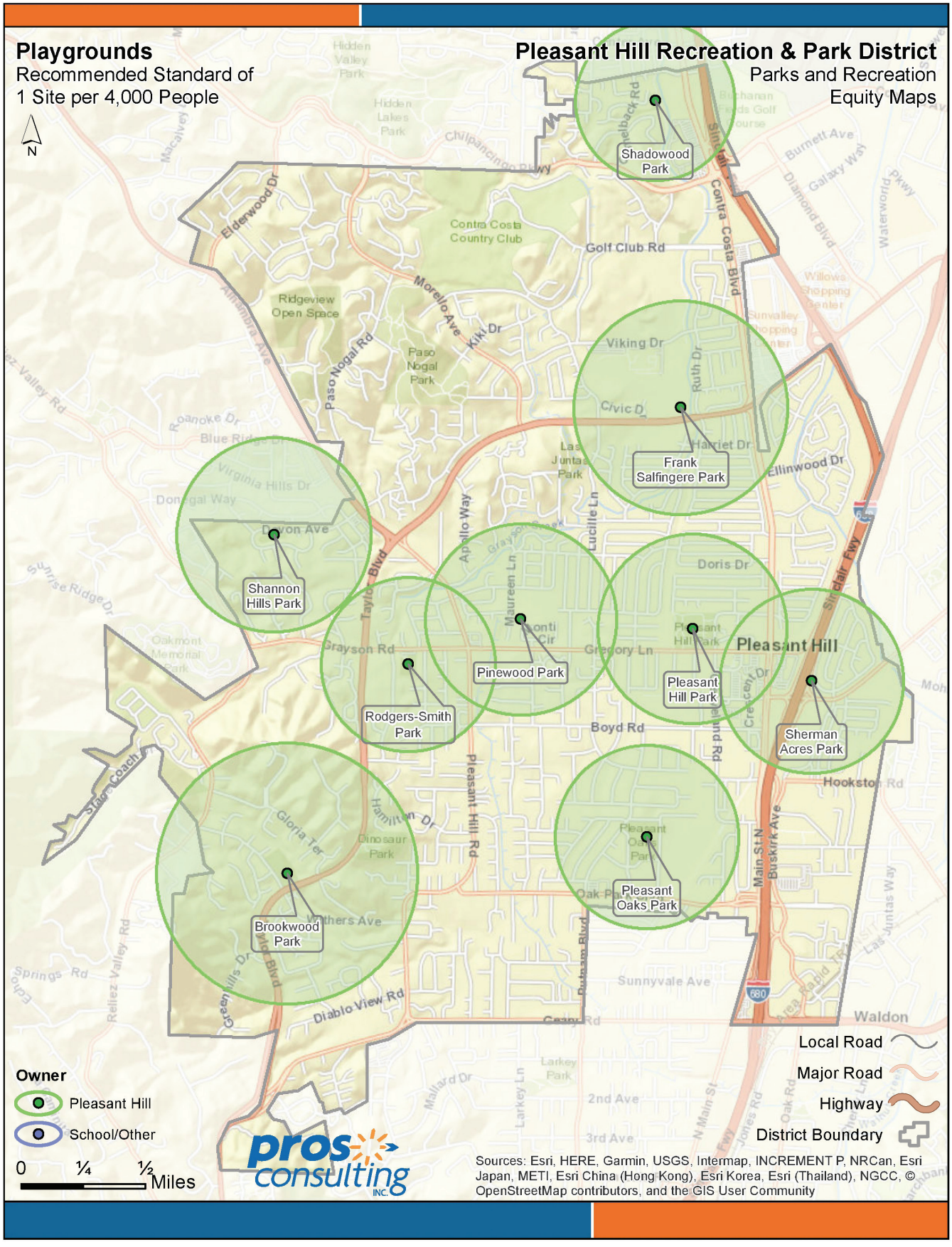
Playgrounds
Recommended Standard of
1 Site per 4,000 People
Pleasant Hill Recreation & Park District
Parks and Recreation
Equity Maps
N
Shadowood Park
Frank Salfingere Park
Shannon Hills Park
Pinewood Park
Rodgers-Smith Park
Pleasant Hill Park
Sherman Acres Park
Pleasant Oaks Park
Brookwood Park
Pleasant Hill
Contra Costa Country Club
Golf Club Rd
Ridgeview Open Space
Paso Nogal Park
Las Juntas Park
Dinosaur Park
Boyd Rd
Grayson Rd
Gregory Ln
Doris Dr
Viking Dr
Civic Dr
Harriet Dr
Ellinwood Dr
Contra Costa Blvd
Taylor Blvd
Apollo Way
Lucille Ln
Maureen Ln
Pleasant Hill Rd
Diablo View Rd
Sunnyvale Ave
Waldon
Owner
Pleasant Hill
School/Other
0 ¼ ½ Miles
Local Road
Major Road
Highway
District Boundary
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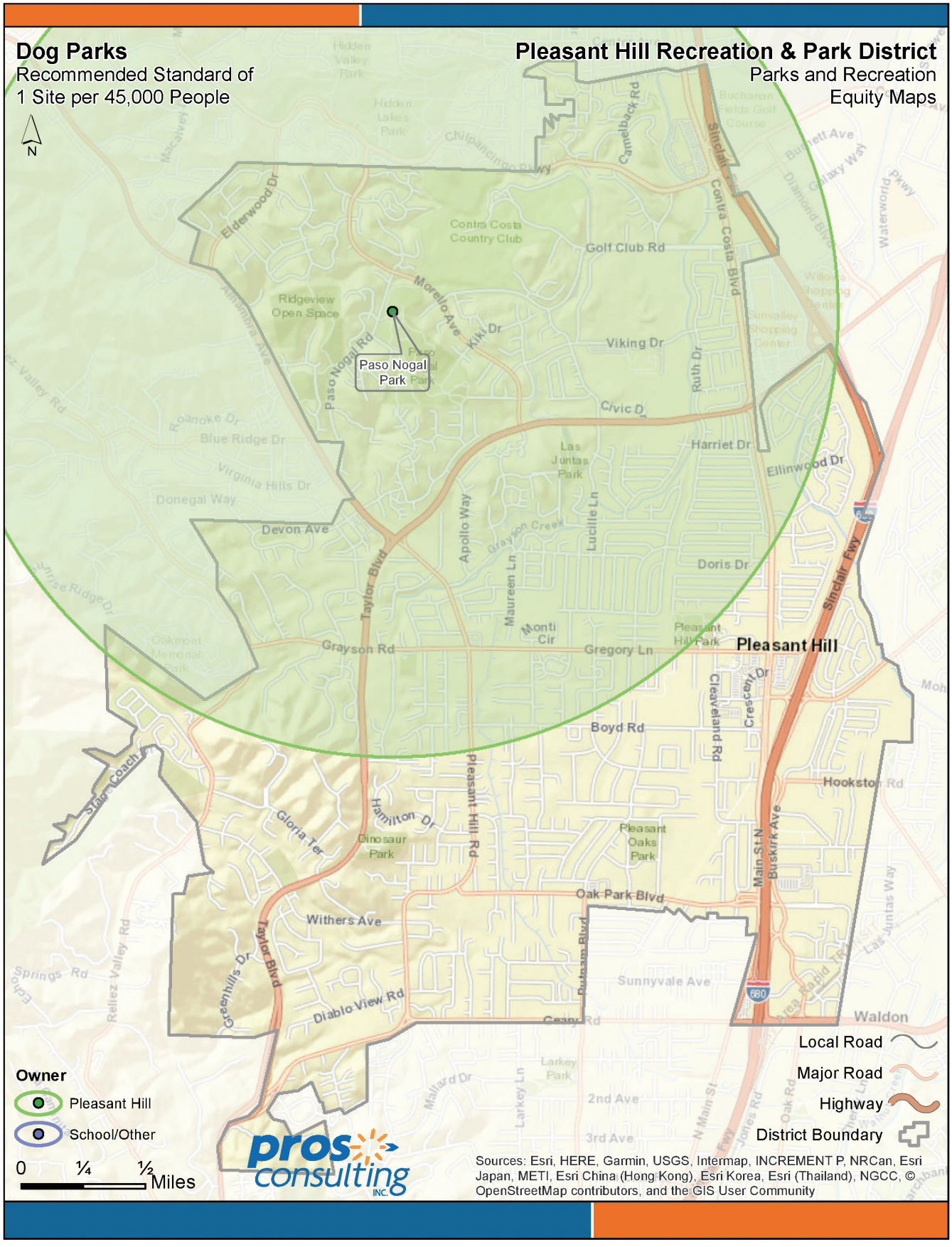
Dog Parks
Recommended Standard of
1 Site per 45,000 People
Pleasant Hill Recreation & Park District
Parks and Recreation
Equity Maps
N
Paso Nogal Park
Contra Costa Country Club
Ridgeview Open Space
Golf Club Rd
Viking Dr
Civic Dr
Harriet Dr
Ellinwood Dr
Las Juntas Park
Doris Dr
Pleasant Hill Park
Pleasant Hill
Gregory Ln
Grayson Rd
Boyd Rd
Hookston Rd
Pleasant Oaks Park
Oak Park Blvd
Withers Ave
Diablo View Rd
Sunnyvale Ave
Waldon
Dinosaur Park
Taylor Blvd
Pleasant Hill Rd
Main St N
Buskirk Ave
Sinclair Fwy
Contra Costa Blvd
Elderwood Dr
Morello Ave
Kiki Dr
Paso Nogal Rd
Devon Ave
Apollo Way
Lucille Ln
Maureen Ln
Monti Cir
Cleaveland Rd
Crescent Dr
Hamilton Dr
Gloria Ter
Greenhills Dr
Putnam Blvd
Larkey Ln
2nd Ave
3rd Ave
Local Road
Major Road
Highway
District Boundary
Owner
Pleasant Hill
School/Other
0 ¼ ½ Miles
pros consulting INC.
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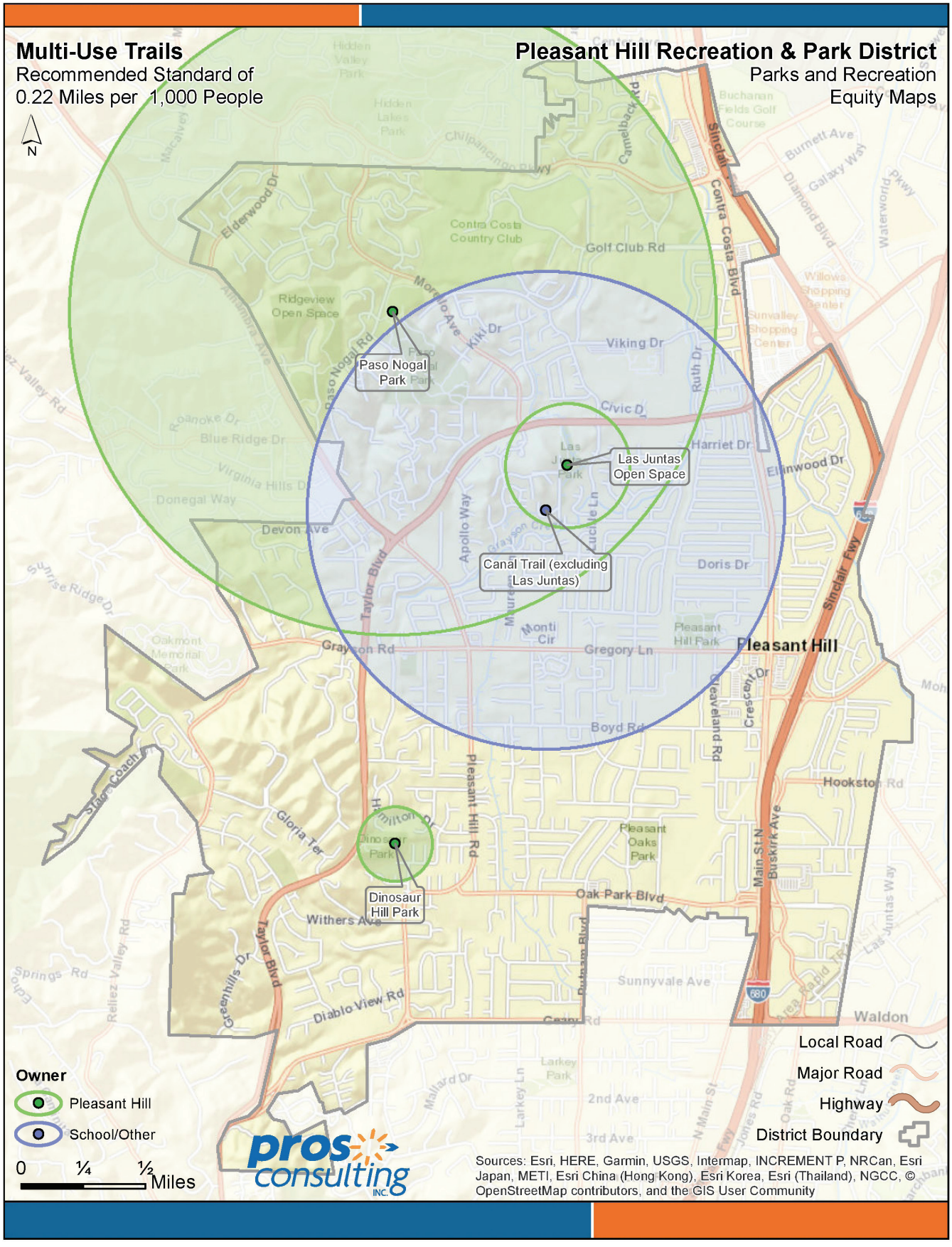
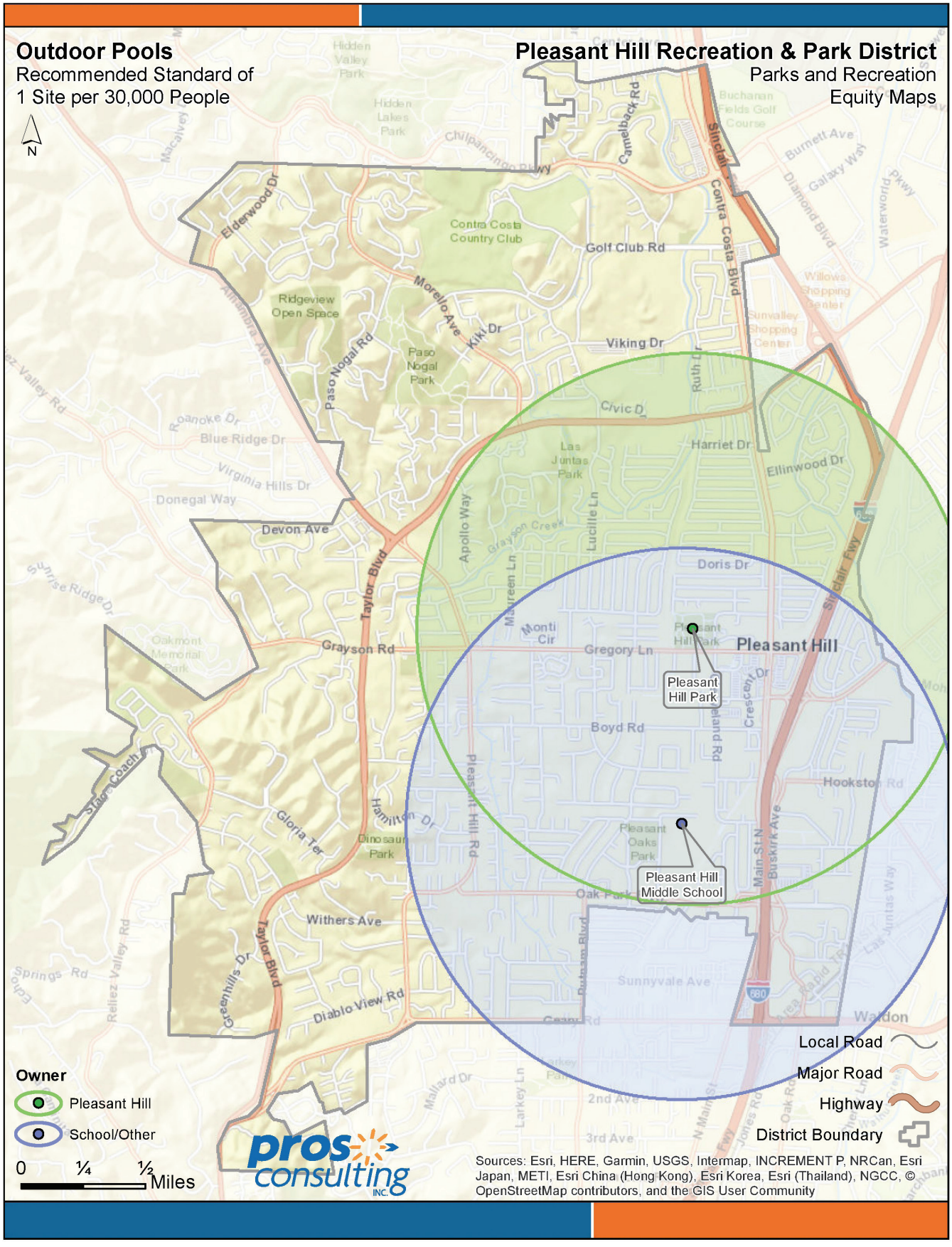
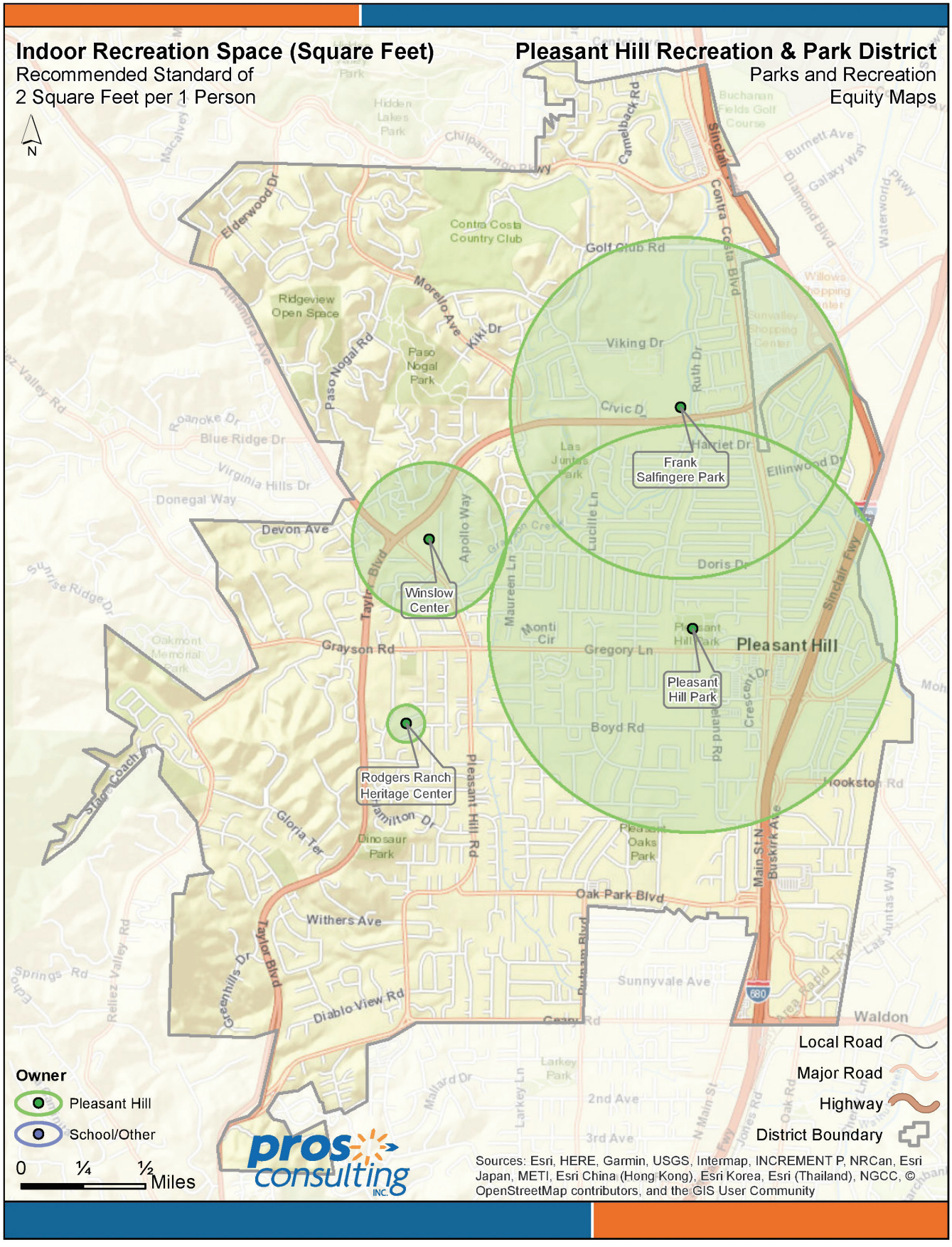

Multi-Use Trails
Recommended Standard of
0.22 Miles per 1,000 People
Pleasant Hill Recreation & Park District
Parks and Recreation
Equity Maps
N
Paso Nogal Park
Las Juntas Open Space
Canal Trail (excluding Las Juntas)
Dinosaur Hill Park
Pleasant Hill
Owner
Pleasant Hill
School/Other
0 ¼ ½ Miles
Local Road
Major Road
Highway
District Boundary
pros consulting INC.
Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, © OpenStreetMap contributors, and the GIS User Community


Outdoor Pools
Recommended Standard of
1 Site per 30,000 People
Pleasant Hill Recreation & Park District
Parks and Recreation
Equity Maps
N
Pleasant Hill
Pleasant Hill Park
Pleasant Hill Middle School
Owner
Pleasant Hill
School/Other
0 ¼ ½ Miles
Local Road
Major Road
Highway
District Boundary
Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, © OpenStreetMap contributors, and the GIS User Community
pros consulting INC.


Indoor Recreation Space (Square Feet)
Recommended Standard of
2 Square Feet per 1 Person
Pleasant Hill Recreation & Park District
Parks and Recreation
Equity Maps
N
Frank
Salfingere Park
Winslow
Center
Pleasant
Hill Park
Rodgers Ranch
Heritage Center
Pleasant Hill
Contra Costa
Country Club
Ridgeview
Open Space
Paso
Nogal
Park
Dinosaur
Park
Pleasant
Oaks
Park
Waldon
Owner
Pleasant Hill
School/Other
0 ¼ ½ Miles
Local Road
Major Road
Highway
District Boundary
Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, © OpenStreetMap contributors, and the GIS User Community

# 4.4 FACILITY AND PROGRAM PRIORITY RANKINGS

The purpose of the Facility and Program Priority Rankings is to provide a prioritized list of facility/ amenity needs and recreation program needs for the community served by the Pleasant Hill Recreation and Park District

This rankings model evaluated both quantitative and qualitative data. Quantitative data includes the statistically valid Community Survey, which asked residents to list unmet needs and rank their importance. Qualitative data includes resident feedback obtained in community input and demographics and trends.

A weighted scoring system was used to determine the priorities for parks and recreation facilities/ amenities and recreation programs. For instance as noted below, a weighted value of 3 for the Unmet Desires means that out of a total of 100%, unmet needs make up 30% of the total score. Similarly, importance-ranking also makes up 30%, while Consultant Evaluation makes up 40% of the total score, thus totaling 100%.

This scoring system considers the following:

- Community Survey
  - o Unmet needs for facilities and recreation programs – This is used as a factor from the total number of households mentioning whether they have a need for a facility/ program and the extent to which their need for facilities and recreation programs has been met. Survey participants were asked to identify this for 31 different facilities/ amenities and 26 recreation programs.
  - o Importance ranking for facilities – This is used as a factor from the importance allocated to a facility or program by the community. Each respondent was asked to identify the top four most important facilities and recreation programs.
- Consultant Evaluation
  - o Factor derived from the consultant's evaluation of program and facility priority based on survey results, demographics, trends and overall community input.

The weighted scores were as follows:

- 60% from the statistically valid community survey results.
- 40% from consultant evaluation using demographic and trends data, community focus groups and public meetings and levels of service.

These weighted scores were then summed to provide an overall score and priority ranking for the system as a whole. The results of the priority ranking were tabulated into three categories: High Priority (top third), Medium Priority (middle third) and Low Priority (bottom third).

The combined total of the weighted scores for Community Unmet Needs, Community Importance, and Consultant Evaluation is the total score based on which the Facility/Amenity and Program Priority is determined.

As seen below, multiuse paved trails, walking and biking trails, open space conservation areas, large community parks and small neighborhood parks rank as the top five highest facility / amenity priorities in Pleasant Hill.

| Facility/Amenity Priority Rankings | Overall Ranking |
|---|---|
| Multiuse paved trails (hiking, biking, walking) | 1 |
| Walking & biking trails | 2 |
| Open space conservation areas | 3 |
| Large community parks | 4 |
| Small neighborhood parks | 5 |
| Indoor aquatics facility | 6 |
| Multiuse unpaved trails (hiking, biking, walking) | 7 |
| Indoor exercise facility | 8 |
| Community center (multiuse space for events & activities) | 9 |
| Playgrounds | 10 |
| Outdoor swimming pools / water parks / splash pads | 11 |
| Performing arts center | 12 |
| Off leash dog park | 13 |
| Shaded play areas | 14 |
| Park benches along paths | 15 |
| Historic preservation of Old School House | 16 |
| ADA / senior accessible walking trails | 17 |
| Indoor basketball / volleyball courts (indoor gyms) | 18 |
| Outdoor multiuse courts (basketball, pickleball, tennis, artificial ice skating rink) | 19 |
| Environmental education center | 20 |
| Picnic areas & shelters | 21 |
| Outdoor exercise / fitness area | 22 |
| Natural type play structures for children | 23 |
| Bocce ball | 24 |
| Bike park | 25 |
| Community gardens | 26 |
| Lighted rectangular sports fields (football, rugby, soccer) | 27 |
| Lighted diamond sports fields (baseball, softball) | 28 |
| Mountain biking trails | 29 |
| Disc golf | 30 |
| Skateboarding parks | 31 |

As seen below, adult fitness and wellness programs, exercise classes, adult visual arts/ craft classes, outdoor environmental/ nature programs and community special events rank as the top five highest program priorities in Pleasant Hill.

| Program Priority Rankings | Overall Ranking |
|---|---|
| Adult fitness & wellness programs | 1 |
| Exercise classes | 2 |
| Adult visual arts / crafts classes | 3 |
| Outdoor environmental / nature programs | 4 |
| Community special events | 5 |
| Adult sports programs | 6 |
| Water fitness programs / lap swimming | 7 |
| After school programs for youth of all ages | 8 |
| Senior programs | 9 |
| Preschool programs / early childhood | 10 |
| Historic education programs | 11 |
| Outdoor educational camps & programs for kids | 12 |
| Adult performing arts classes | 13 |
| Youth sports programs | 14 |
| Youth summer programs | 15 |
| Tennis lessons & leagues | 16 |
| Youth Learn to Swim programs | 17 |
| Bike share programs | 18 |
| Teen / tween programs | 19 |
| Youth fitness & wellness classes | 20 |
| Gymnastics / tumbling programs | 21 |
| Birthday parties | 22 |
| Youth performing arts programs | 23 |
| Youth visual arts / crafts programs | 24 |
| Programs for people with special needs | 25 |
| Recreation / competitive swim team | 26 |



# CHAPTER FIVE

## PROGRAM ASSESSMENT

As part of the Parks, Facilities, and Recreation Master Plan process, the consulting team performed a Recreation Program Assessment of the programs and services offered by the District. The assessment offers an in-depth perspective of program and service offerings and helps identify strengths, weaknesses, and opportunities regarding programming. The assessment also assists in identifying core programs, program gaps within the community, key system-wide issues, areas of improvement, and future programs and services for residents.




The consulting team based these program findings and comments from a review of information provided by the District's staff including program descriptions, financial data, partnership agreements, promotion methods, etc. This report addresses the program offerings from a systems perspective for the entire portfolio of programs, as well as individual program information.

## 5.1.1 PROGRAM ASSESSMENT OVERVIEW

The District offers a wide gamut of programs ranging from preschool to senior and sports to special events. The following section is a brief overview of all program offerings provided by the District.

Below are some overall observations that stood out when analyzing the program assessment sheets:

- Overall the **program descriptions** effectively communicate the key benefits and goals of each Core Program Area.
- **Age segment** distribution is good, but needs to be annually monitored to ensure program distribution aligns with community demographics.
- **Program lifecycles:** Approximately 15% of the system's current programs are categorized in the Introduction Stage; while 4% of programs fall into the Decline Stage. A complete description of Lifecycle Stages can be found in Section 1.5.
- The Department's **volunteer program** is somewhat limited in its number of volunteers. By offering various incentives and ensuring residents are aware of all volunteer opportunities are both helpful tools in growing the Departments volunteer network.
- From a **marketing and promotions** standpoint, the staff utilizes a variety of marketing methods when promoting their programs including: print and online program guides, the District's website, brochures and flyers, email blasts, in-facility promotions/signage, and social media as a part of the marketing mix. Additionally, SMS marketing, paid advertisements, a YouTube channel, and QR codes were new marketing medians recommended by staff.
    - Better identify marketing Return on Investment for all marketing initiatives
    - Opportunity to increase the number of cross-promotions.
- Currently, **customer feedback** methods are rather limited. Moving forward, it is highly recommended that the District begins incorporating user feedback, on a more consistent biases, as a key performance measure that can be tracked over time.
- Specifically, pre-program evaluation and lost customer surveys were listed as highly recommended feedback tools by staff.
- **Pricing strategies** are varied across the board. Currently, the most frequently used approaches include are cost recovery rates, competition (market) rates, customers' ability to pay rates, residency rates, and rates based on age segments. These are good practices and must be continued. In addition, it is essential to understand current cost of service in order to determine ideal cost recovery goals.
- **Financial performance measures** such as cost recovery goals are currently being utilized by the District on a rather limit basis. Moving forward, it is recommended for staff to begin tracking cost recovery for all core program areas annually. When doing so, the staff should factor in all direct and indirect costs pertaining to programming. A focus on developing consistent earned income opportunities would be beneficial to the District's overall quest for greater fiscal sustainability.

# 5.2 EXISTING CORE PROGRAM AREAS

Public recreation is challenged by the premise of being all things to all people. To help achieve the mission, it is important to identify Core Program Areas based on current and future needs to create a sense of focus around specific program areas of greatest importance to the community. The philosophy of the Core Program Area assists staff, policy makers, and the public focus on what is most important. Program areas are considered as Core if they meet a majority of the following categories:

- The program area has been provided for a long period of time (over 4-5 years) and/or is expected by the community.
- The program area consumes a relatively large portion (5% or more) of the agency's overall budget.
- The program area is offered 3-4 seasons per year.
- The program area has wide demographic appeal.
- There is a tiered level of skill development available within the programs area's offerings.
- There is full-time staff responsible for the program area.
- There are facilities designed specifically to support the program area.
- The agency controls a significant percentage (20% or more) of the local market.

In consultation with District staff, the consulting team identified the following Core Program Areas currently being offered:

1. Preschool
2. Youth
3. Teen
4. Adult Classes
5. Senior
6. Sports
7. Special Events
8. Facility Rentals

## 5.2.1 PRESCHOOL

The Preschool Core Program Area provides a variety enrichment classes, camps, and school year preschool program for youth 6 months-5 years old. These programs provide healthy and fun opportunities to keep children healthy and safe. The goal of this Core Program Area is to provide positive educational opportunities for the greater Pleasant Hill area that will prepare children for Kindergarten and beyond. Examples of Preschool Programs include:



- Priority Preschool
- Challenge Island
- Tiny Tot Science
- Gymnastics
- Castle Tales
- Piano & Me

## 5.2.2 YOUTH



The Youth Core Program Area provides a variety enrichment classes, camps, and afterschool program for youth 5-11 years old. These programs provide healthy and fun opportunities to keep children healthy and safe. The goal of this Core Program Area is to impact and enrich as many young people's lives as possible. Examples of Youth Programs include:

- Afterschool Care
- Ballet & Tap
- Science Camps
- Kids Drumming and Guitar
- Summer Rec Camp
- Aloha Mind Math

## 5.2.3 TEEN




The Teen Core Program Area provides enrichment classes, events, camps, and afterschool program for Youth 10-18 years old. These programs provide healthy and fun opportunities to keep children healthy and safe. The goal of this Core Program Area is to provide teens with a sense of purpose, through enrichment activities, events, and volunteer opportunities in a safe and supervised environment. Examples of Teen Programs include:

- Afterschool Care
- Teen Sports programs
- SingOut
- Chess Club
- Teen Job Fair

## 5.2.4 ADULT CLASSES



The Adult Classes Core Program Area provides enrichment and fitness classes to the residents and surrounding community of Pleasant Hill. The goal of this Core Program Area is to provide quality recreation programming classes (E.g. fitness, art, technology) for adults 18+. Examples of Adult Classes include:

- Jazzercise
- Wine Analysis
- Painting
- Online Education Classes
- Ballroom Dance

## 5.2.5 SENIOR



The Senior Core Program Area provides services, education, recreation, friendship, fellowship, and social opportunities for adults ages 50+. The goal of this Core Program Area is to provide educational and recreational opportunities for senior adults in a social setting. Examples of Senior Programs include:

- Air/Sea Travel
- Educational Programs
- Health Screenings
- Group Activities
- Volunteer Program

## 5.2.6 SPORTS




The Sports Core Program Area provides sporting activities for all ages 2.5 years of age to adults. The goal of this Core Program Area is to continually grow and expand our programming to meet the needs of our community. Examples of Sport Programs include:

- Adult Softball
- Youth Flag Football
- Youth Tennis Classes/Lessons
- Adult Bocce
- Skyhawks Sports Classes

## 5.2.7 SPECIAL EVENTS



The Special Events Core Program Area provides safe, fun, and entertaining events for families and people of all ages. The goal of this Core Program Area is to provide fun events for every age group in our community. Examples of Special Events include:

- Egg Hunt
- Trunk or Treat
- Family Camp Out
- Blues and Brews
- My Little Sweetheart Dance
- Tinkers and Thinkers

## 5.2.8 FACILITY RENTALS



The Facility Rentals Core Program Area provides rental facilities to businesses, nonprofit groups, and individuals. The goal of this Core Program Area is to create a steady revenue stream for the District to offset other departments or programs. Examples of Facility Rentals include:

- Internal Reservations
- Rentals- Private & Commercial
- Rentals- Co-Sponsored groups
- Rentals- Non-Profit Organization

## 5.2.9 DEMOGRAPHICS AND TRENDS

### DEMOGRAPHICS

Based on population data from the Environmental Systems Research Institute (ESRI) and PROS' analysis of the data, the District's population has experienced a significant growing trend, and is currently estimated at 41,241 individuals. Based on predictions through 2032, the District is expected to have 46,688 residents living within 19,484 households.

The population of the District is predominately White Alone. The 2017 estimates show that 71% of the District's population falls into the White Alone category, while the Asian category (17%) represents the largest minority and 13% are of Hispanic/Latino ethnicity. Future projections show that by 2032 the overall composition of population will become more diverse. Forecasts of the target area through 2032 project a decrease in the White Alone population (to 62%), coinciding with increases in all other race segments.

The per capita income ($49,768) and median household income ($86,332) for the District are both well above the state and national averages. The overall composition of the population is middle-aged with roughly one-fourth (26%) of the total population falling within the 35-54 age segment. Projecting ahead, the District's population is expected to experience a significant aging trend. The 55+ age segment is projected to continue increasing an additional 7% through 2032, while the 0-12 and 35-54 age segments experience decreases.

### NATIONAL RECREATION TRENDS

Information released by Sports & Fitness Industry Association's (SFIA) 2017 Study of Sports, Fitness, and Leisure Activities Topline Participation Report reveals that the most popular sport and recreational activities include:

- Fitness walking
- Treadmill
- Free weights
- Running/jogging
- Stationary Cycling

From a traditional team sport standpoint, basketball ranks highest among all sports, with approximately 22.3 million people reportedly participating in 2016. Golf and Tennis round out the top three. Sports that have experienced significant growth in participation over the past five years are:

- Rugby
- Boxing
- Roller hockey
- Squash
- Lacrosse

According to the Physical Activity Council, an "inactive" is defined as an individual that doesn't take part in any physical activity. Over recent years, the number of inactive individuals has decreased from 81.6 million in 2015 to 81.4 million in 2016.

## 5.2.10 RECOMMENDATIONS

The Core Program Areas listed in **Section 5.2** provide a generally well-rounded and diverse array of programs, currently well-suited to address the programmatic needs of the existing population.

The District should be mindful of higher than average income levels when pricing program offerings and special events, while considering lower income residents who fall outside the averages. Based upon the observations of the planning team and demographic and recreation trends information, the District staff should evaluate Core Program Areas and individual programs, ideally on an annual basis, to ensure offerings are relevant to evolving demographics and trends in the fast-growing community in Pleasant Hill.



# 5.3 AGE SEGMENT ANALYSIS

The table below depicts each Core Program Area and the most prominent age segments they serve. Recognizing that many Core Program Areas serve multiple age segments, Primary (noted with a 'P') and Secondary (noted with an 'S') markets are identified.

| Core Program Area | Preschool (5 & under) | Elementary (Grade K-5) | Middle School (Grades 6-8) | High School (Grades 9-12) | Young Adult (Age 18-24) | Adults (25-44) | Middle-age Adults (Age 45-64) | Senior (65+) | Families |
|---|---|---|---|---|---|---|---|---|---|
| Preschool | P | S | | | | | | | |
| Youth | S | P | S | | | | | | |
| Teen | | S | P | S | | | | | |
| Adult Classes | | | | | S | P | P | S | |
| Senior | | | | | | S | P | P | S |
| Sports | S | P | S | S | S | P | P | S | S |
| Special Events | S | P | P | S | P | P | P | S | P |
| Facility Rentals | S | S | S | S | P | P | P | P | P |

For this report, an Age Segment Analysis was completed by Core Program Area, exhibiting an over-arching view of the age segments served by different program areas, and displaying any gaps in segments served. It is also useful to perform an Age Segment Analysis by individual programs, in order to gain a more nuanced view of the data. Based on the age demographics noted previously in this report, current programs seem to be fairly well-aligned with the community's age profile. With approximately 50% of the District's population falling between the ages of 18-54 years old, it is fitting that the Adult segment is highly catered to.

That being said, the lack of primary programs dedicated to the high school segment is noticeable. Moving forward, it is recommended that the District considers introducing new programs, specifically for the high school age segment, to address any unmet needs.



# 5.4 PROGRAM LIFECYCLE ANALYSIS

A Program Lifecycle Analysis involves reviewing each program offered by the District to determine the stage of growth or decline for each. This provides a way of informing strategic decisions about the overall mix of programs managed by the agency to ensure that an appropriate number of programs are "fresh" and that relatively few programs, if any, need to be discontinued.

This analysis is not based on strict quantitative data but, rather, is based on staff members' knowledge of their program areas. The following table shows the percentage distribution of the various lifecycle categories of the District's programs. These percentages were obtained by comparing the number of programs in each individual stage with the total number of programs listed by staff members.

| Lifecycle Stage | Description | Actual Program Distribution | | Recommended Distribution |
|---|---|---|---|---|
| **Introduction** | New program; modest participation | 15% | **54% total** | **50-60% total** |
| **Take-Off** | Rapid participation growth | 8% | | |
| **Growth** | Moderate, but consistent population growth | 31% | | |
| **Mature** | Slow participation growth | 27% | **27%** | **40%** |
| **Saturation** | Minimal to no participation growth; extreme competition | 15% | **19% total** | **0-10% total** |
| **Decline** | Declining participation | 4% | | |

The Lifecycle Analysis depicts a slightly skewed trend, with approximately 19% of all programs falling within the Decline and Saturation stages. This somewhat concerning that underperforming programs are likely sustained for too long. If a program is in Saturation stage, it may not necessarily need to be retired – it could be that it is a legacy program that is beloved by the community or are capped due to lack of program space to expand into.

It is useful to look at attendance trends – do you have fewer participants over the last few offerings? If so, the community may be looking for a different type of program. While there are exceptions, most programs in the Saturation and Decline stages are ready to retire.

Staff should complete a Program Lifecycle Analysis on an annual basis and ensure that the percentage distribution closely aligns with desired performance. Furthermore, the District could include annual performance measures for each Core Program Area to track participation growth, customer retention, and percentage of new programs as an incentive for innovation and alignment with community trends.

# 5.5 PROGRAM CLASSIFICATION

Conducting a classification of services informs how each program serves the overall organization mission, the goals, and objectives of each Core Program Area. Additionally, it also assists with how programs should to be funded with regard to tax dollars and/or user fees and charges. How a program is classified can help to determine the most appropriate management, funding, and marketing strategies.

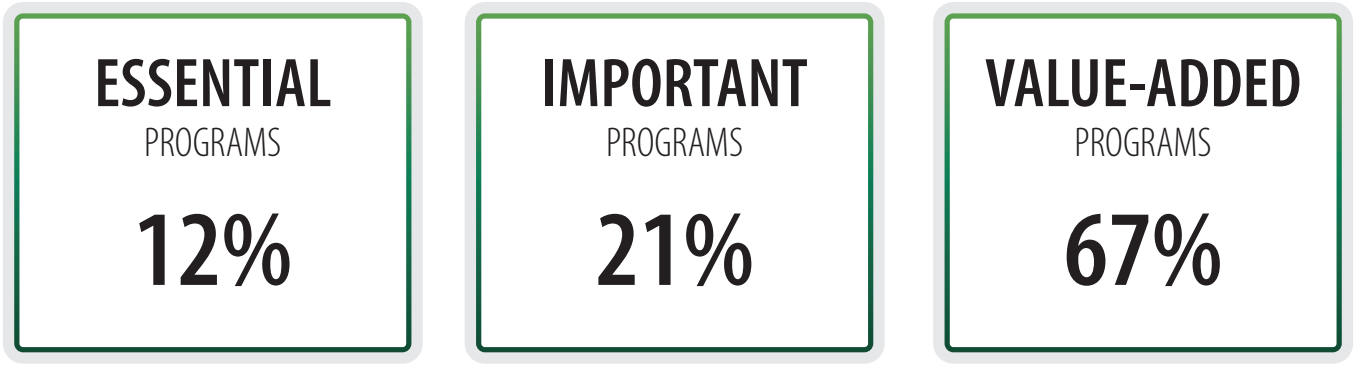
Program classifications are based on the degree to which the program provides a public benefit versus a private benefit. A public benefit can be described as everyone receiving the same level of benefit with equal access, whereas a private benefit can be described as the user receiving exclusive benefit above what a general taxpayer receives for their personal benefit.

PROS uses a classification method based on three indicators: Essential, Important, and Value-Added. Where a program or service is classified depends upon alignment with the organizational mission, how the public perceives a program, legal mandates, financial sustainability, personal benefit, competition in the marketplace, and access by participants. The following table describes each of the three PROS program classifications in these terms.

| Program Classification Metrics | ESSENTIAL Programs | IMPORTANT Programs | VALUE-ADDED Programs |
|---|---|---|---|
| ***Public interest; Legal Mandate; Mission Alignment*** | • *High public expectation* | • *High public expectation* | • *High individual and interest group expectation* |
| ***Financial Sustainability*** | • *Free, nominal or fee tailored to public needs*<br>• *Requires public funding* | • *Fees cover some direct costs*<br>• *Requires a balance of public funding and a cost recovery target* | • *Fees cover most direct and indirect costs*<br>• *Some public funding as appropriate* |
| ***Benefits (i.e., health, safety, protection of assets).*** | • *Substantial public benefit (negative consequence if not provided)* | • *Public and individual benefit* | • *Primarily individual benefit* |
| ***Competition in the Market*** | • *Limited or no alternative providers* | • *Alternative providers unable to meet demand or need* | • *Alternative providers readily available* |
| ***Access*** | • *Open access by all* | • *Open access*<br>• *Limited access to specific users* | • *Limited access to specific users* |

With assistance from the District staff, a classification of programs and services was conducted for all of the recreation programs currently being offered. The results are presented in the graphic below. For a complete list of program offers and their classifications please see **Appendix B**.

Approximately 12% of programs were deemed Essential by the District staff, with 21% considered to be Important, and the remaining 67% being Value-Added. This distribution breakdown is most likely a result of the District's current cost recovery goals.




It is recommended that the District moves towards having a 20% (Essential), 40% (Important), 40% (Value-Added) distribution amongst all programs. This still requires a majority of programs to have high cost recovery percentages while also ensuring the District's lower income residents have ample opportunities to participate.

## 5.6 COST OF SERVICE & COST RECOVERY

Currently, the Department has cost recovery goals established for each Core Program Area. While, this is a best practice that should be continued, the current goals are not evaluated on a routine basis. Moving forward, it is recommended that these cost recovery targets are assessed annually, to ensure that the financial performance aligns with the District's goals for each Core Program Area.

Determining cost recovery performance and using it to inform pricing decisions involves a three-step process:

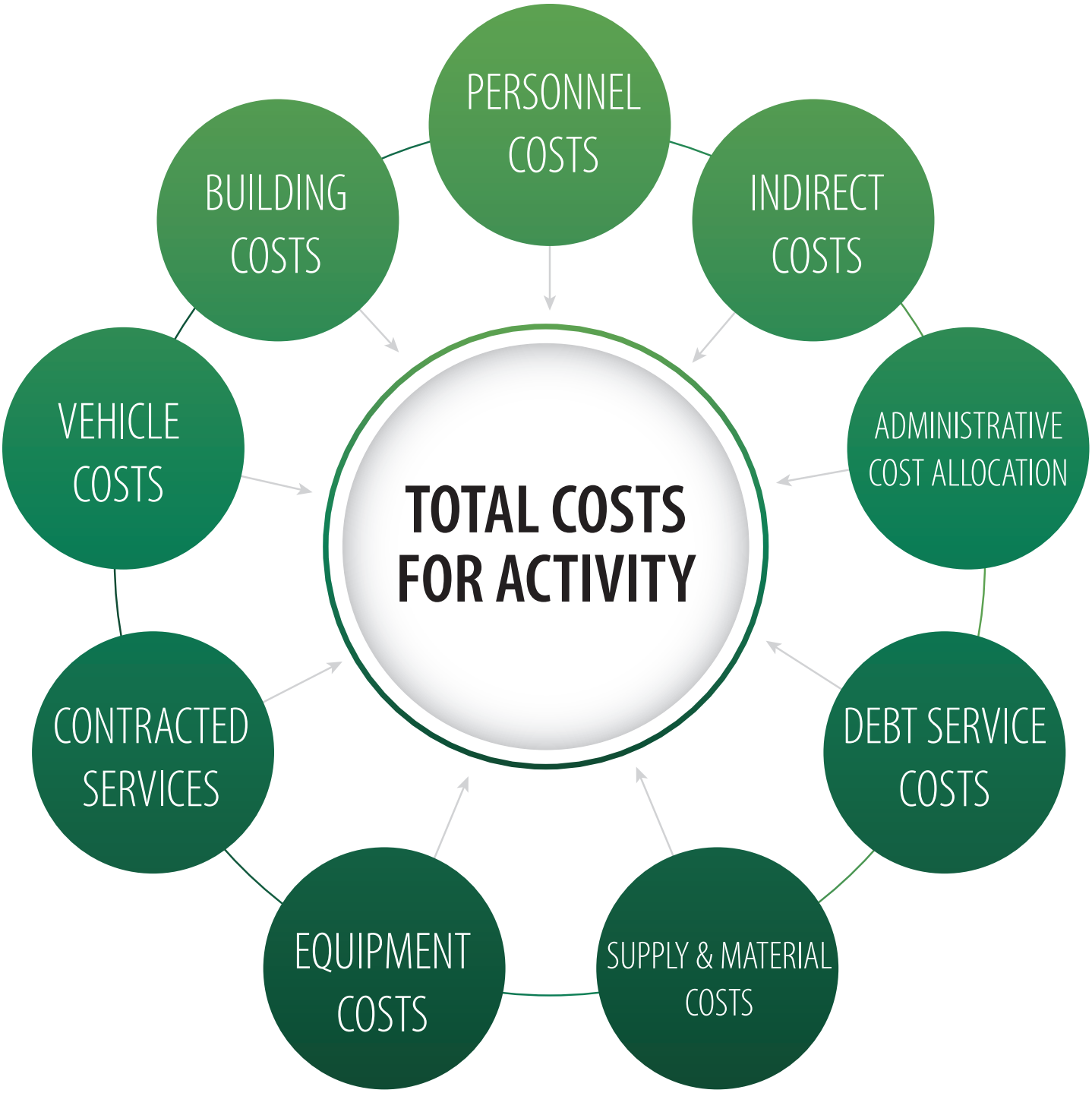
1. Classify all programs and services based on the public or private benefit they provide (as completed in the previous section).
2. Conduct a Cost of Service Analysis to calculate the full cost of each program.
3. Establish a cost recovery percentage, through District policy, for each program or program type based on the outcomes of the previous two steps, and adjust program prices accordingly.

The following provides more detail on steps 2 & 3.

### 5.6.1 UNDERSTANDING THE FULL COST OF SERVICE

To develop specific cost recovery targets, full cost of accounting needs to be created on each class or program that accurately calculates direct and indirect costs. Cost recovery goals are established once these numbers are in place, and program staff should be trained on this process.

A Cost of Service Analysis should be conducted on each program, or program type, that accurately calculates direct (i.e., program-specific) and indirect (i.e., comprehensive, including administrative overhead) costs. Completing a Cost of Service Analysis not only helps determine the true and full cost of offering a program, but provides information that can be used to price programs based upon accurate delivery costs. The figure below illustrates the common types of costs that must be accounted for in a Cost of Service Analysis.



The methodology for determining the total Cost of Service involves calculating the total cost for the activity, program, or service, then calculating the total revenue earned for that activity. Costs (and revenue) can also be derived on a per unit basis. Program or activity units may include:

- Number of participants
- Number of tasks performed
- Number of consumable units
- Number of service calls
- Number of events
- Required time for offering program/service

## 5.6.2 CURRENT COST RECOVERY

Currently, cost recovery performance is not consistently tracked at a program level. PROS recommends using Core Program Areas as a basis for categorization. Cost recovery targets should be identified for each program area, if not already identified, and for specific programs or events if necessary. The previously identified core programs would serve as an effective breakdown for tracking cost recovery metrics, which would theoretically group programs with similar cost recovery and subsidy goals.

Targets should reflect the degree to which the program area provides a public versus private good. Programs providing public benefits should be subsidized more; programs providing private benefits should seek to recover costs and/or generate revenue for other services. Generally, value-added programs, which are less critical to the organizational mission, should aim to yield a higher cost recovery rate to sustain them, leaving the limited tax-based appropriations to fund core-essential programs.

To assist in the planning and implementing of cost recovery policies, PROS has developed the following definitions presented in the table below to help classify specific programs within program areas.

| Category | ESSENTIAL Programs | IMPORTANT Programs | VALUE-ADDED Programs |
|---|---|---|---|
| ***Description*** | • *Part of the organizational mission*<br>• *Serves a majority of the community*<br>• *"We must offer this program"* | • *Important to the community*<br>• *Serves large portions of the community*<br>• *"We should offer this program"* | • *Enhanced community offerings*<br>• *Serves niche groups*<br>• *"It is nice to offer this program"* |
| ***Desired Cost Recovery*** | • *None to Moderate*<br>• *0%-15%* | • *Moderate*<br>• *25%-35%* | • *High to Complete*<br>• *90%-100%* |
| ***Desired Subsidy*** | • *High to Complete*<br>• *85%-100%* | • *Moderate*<br>• *65%-75%* | • *Little to None*<br>• *0-10%* |

Programs in the Essential category are critical to achieving the District's mission and providing community-wide benefits and, therefore, generally receive priority for tax-dollar subsidization. Programs falling into the Important or Value-Added classifications generally represent programs that receive lower priority for subsidization. Important programs contribute to the organizational mission but are not essential to it; thus, cost recovery for these programs should be high (i.e., at least 80% overall). Value Added programs are not critical to the mission and should be prevented from drawing upon limited public funding, so overall cost recovery for these programs should be near or in excess of 100%.

# 5.7 SPONSORS / PARTNERS AND VOLUNTEERS

## 5.7.1 SPONSORS / PARTNERS

Currently, the District has a handful of partnerships with various organizations such as Mt. Diablo Unified School District, Pleasant Hill Library, Pleasant Hill Baseball Association, Lions Club, Generations Church, etc. These organizations have either verbal or written agreements with the District to assist with providing volunteers, promoting programs, sponsoring events, running programs, etc.

In order to truly sell the potential benefits of partnering with the District, there is a need to develop a focused sponsorship campaign and a proposal for tiered sponsorship levels. Currently, the Department doesn't readily promote sponsorship opportunities on their website. It is highly recommended that moving forward the Department consider doing so. Having this information highlighted front and center on the website is an essential component in attracting new sponsors/partners.




Additionally, to garner sponsorship dollars it would be helpful for the District to provide details listing of each event, the participation numbers, and user demographics which would help potential sponsors to identify how well the program/event participants align with the sponsor's target market and choose the right fit for them. These metrics will also help the District evaluate its return on investment (ROI) for sponsorships / partnerships for various events. Some other recommendations would be to publish these metrics on the website and promote them aggressively

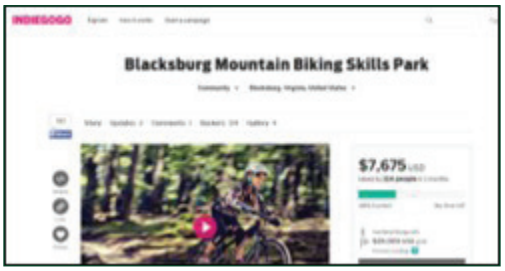
Other recommendations for Sponsorships include:

**Sponsor Recognition** - Recognizing all existing or past sponsors for their support would strengthen working relationships with sponsors. Create a sponsorship brochure that highlights programs and events that need sponsors. The District should consider adding a page in the brochure thanking all of their current partners.

**Tiered Sponsorship Levels**- It is essential to create tiered levels of sponsorship in order to allow all potential sponsors the ability to choose the level of support they wish to exhibit.

**Package Offerings**- Agencies who package sponsorship opportunities tend to have a higher likelihood of selling sponsorships. Packaging sponsorship opportunities for Events as well as Signature Parks and Facilities could be a viable option to provide additional sponsor value as well. Providing sample packaging options that tie-in some signature special events with some of the smaller events would ensure that the staff up-sells events that may not be sold otherwise, while the partners receive more bang for their buck.

**Crowdfunding**- Websites such as Kickstarter.com, Mightycause.com, Indiegogo.com, etc. have extremely successful examples of public agencies that have successfully partnered and raised revenue to build or enhance parks and facilities, offer programs and even design marketing materials. The Town of Blacksburg Virginia previously raised over $7,600 for a Mountain Biking Skills Park matching grant with the Virginia Department of Conservation and Recreation.
https://www.indiegogo.com/projects/blacksburg-mountain-biking-skills-park



## 5.7.2 VOLUNTEERS

### VOLUNTEER PROGRAM

The District currently offers several volunteer opportunities which allow residents to give back to the community. Such organizations as the Boy Scouts of America, Friends of the District, and Generations Church provide volunteers to assist with various programs and special events hosted by the District.

Currently, the District's volunteer program is somewhat limited in term of its number of volunteers. To assist with this, PROS encourages the District to foster a system-wide approach to volunteer recruitment and management. Ensuring streamlined procedures and standardized guidelines for volunteer management are critical to making volunteers an effective complement to paid personnel and a valuable asset in reducing operational costs. When managed with respect and used strategically, volunteers can also serve as the primary advocates for the District and its offerings.

A key part of maintaining the desirability of volunteerism in the District is developing a good reward and recognition system. The consultant team recommends using tactics similar to those found in frequent flier programs, wherein volunteers can use their volunteer hours to obtain early registration at programs, or discounted pricing at certain programs, rentals or events, or any other Department function.

Other best practices that the District should be aware of in managing volunteers include:

- Identify volunteer opportunities system-wide, develop job descriptions and acceptance conditions for volunteers (such as background checks).
- Utilize online sources such as www.volunteermatch.org to recruit volunteers.
- Develop a tracking system to quantify the number of volunteer hours according to program area and specific function and document cost savings in more detailed ways.
- Develop documented volunteer recruitment, retention, and recognition systems.
- Involve volunteers in cross-training to expose them to various departmental functions and increase their skill. This can also increase their utility, allowing for more flexibility in making work assignments, and can increase their appreciation and understanding of the District.
- Add steps to formally document resignation or termination of volunteers. Also, include ways to monitor and track reasons for resignation/termination.



# 5.8 MARKETING PLATFORMS

## 5.8.1 MARKETING

This section reviews the District's marketing and promotions as gleaned from the program worksheets. The number and types of mediums used are certainly varied through the system. Developing a true branding plan to create and propagate a message that resonates will be important to maximize the effectiveness of the marketing mediums listed below.

As stated in the program assessment worksheets provided by staff, most programs are promoted via the Print and Online Program Guide, the District's Website, Flyers and Brochures, Email Blast, and In-Facility Promotional Signage. There are also some instances of social media promotions, such as Facebook and Twitter. Areas of opportunity mentioned most frequently include begin using SMS marketing, paid advertisements, QR codes and create a YouTube channel.

Given the limited marketing dollars available, it would be helpful for the District to undertake a marketing return on investment (ROI) assessment to evaluate the effectiveness of the marketing mediums undertaken and tailor future marketing spending to focus on the most effective mediums. This could be done by ensuring every registrant and as many on-site users as possible are asked 'How did you hear about us?'. Tying the participant responses to marketing mediums would allow for a better understanding of marketing spending and enable greater effectiveness of existing ones while eliminating non-effective mediums.

Cross promoting at special events would be highly recommended. It is imperative that the District take advantage of the presence of high numbers of relative captive audience in the special event environment to promote its other offerings, programs, facilities, and rentals. Similar cross-promoting programs targeted towards the same age group audiences too should be highly encouraged. An example would be cross-promoting the Family Camp Out at the District's Egg Hunt, and vice versa.



## 5.8.2 WEBSITE

The current website is user-friendly and quick links on the District's homepage makes it easy for the user to access desired information. The mobile friendly website is a good addition and a key tool in today's times of increased smartphone utilization. The Upcoming Events section is a good practice which directly drives users' attention to upcoming programs, events, and meetings that residents may have not previously known about.





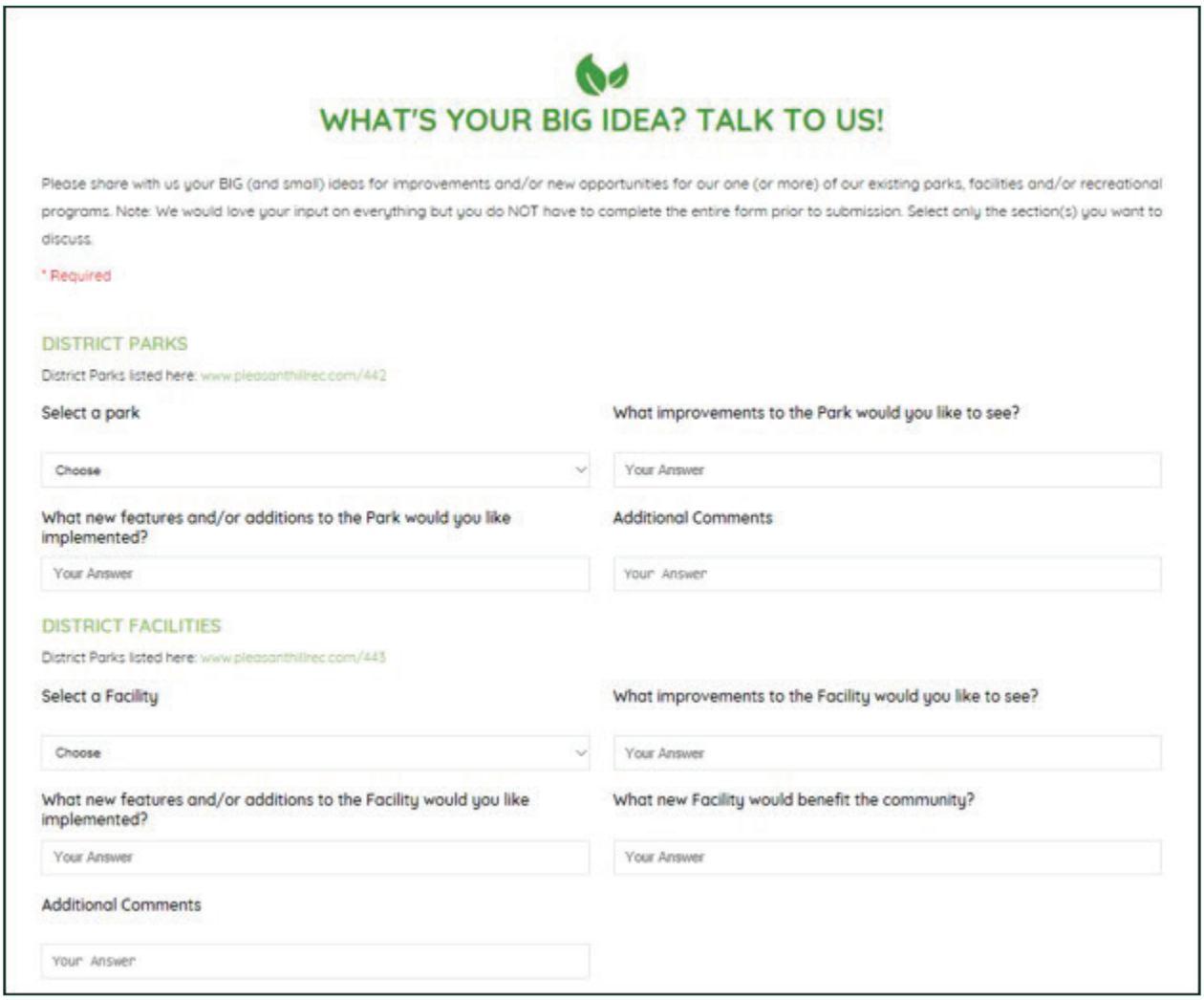

The use of Web 2.0 technology should continue to be used. Currently, the District utilizes mediums such as Facebook, Twitter, and Instagram but should also consider platforms such as YouTube, Flickr, and/or Pinterest. The key to successful implementation of a social network is to move the participants from awareness to action and creating greater user engagement. This could be done by:

- Allowing controlled 'user generated content' by encouraging users to send in their pictures from the District's special events or programs
- Introducing Facebook-only promotions to drive greater visitation to Facebook
- Leverage the website to obtain customer feedback for programs, parks and facilities and customer service
- Expand opportunities for Crowd-sourcing information on an ongoing basis
    - o Some existing resources include www.mysidewalk.com and www.peakdemocracy.com which can be evaluated if the agency has the resources and can utilize it on an on-going basis
- Provide opportunities for Donations or Crowdfunding through websites such as
    - o www.kickstarter.org / www.indiegogo.com / www.Mightycause.com
- Maximize the website's revenue generating capabilities
- Conduct annual website strategy workshop with the staff to identify ways and means that the website can support the District

# 5.9 CUSTOMER SERVICE AND FEEDBACK

Customer service is at the root of the success of any organization. A true community-service organization prides itself on identifying its customers' preferences and acting in accordance to help fulfill their needs. In order to do this, an ongoing and system-wide feedback mechanism is of vital importance and the District's willingness to undertake an extensive customer service training initiative for its staff is a big step in the right direction.

Currently, there is not a system wide approach to customer feedback, with all Core Program Areas collecting user feedback using different tools. Post-program evaluations, user surveys, website comments, and online-surveys are sporadically used across the system but not consistently conducted. It would be recommended to provide customer service training to the entire staff in order to effectively identify and address customer issues as well as enhance the user experience.



WHAT'S YOUR BIG IDEA? TALK TO US!

Please share with us your BIG (and small) ideas for improvements and/or new opportunities for our one (or more) of our existing parks, facilities and/or recreational programs. Note: We would love your input on everything but you do NOT have to complete the entire form prior to submission. Select only the section(s) you want to discuss.

* Required

DISTRICT PARKS

District Parks listed here: www.pleasanthillrec.com/442

Select a park

Choose

What improvements to the Park would you like to see?

Your Answer

What new features and/or additions to the Park would you like implemented?

Your Answer

Additional Comments

Your Answer

DISTRICT FACILITIES

District Parks listed here: www.pleasanthillrec.com/443

Select a Facility

Choose

What improvements to the Facility would you like to see?

Your Answer

What new features and/or additions to the Facility would you like implemented?

Your Answer

What new Facility would benefit the community?

Your Answer

Additional Comments

Your Answer



# CHAPTER SIX
## FINANCIAL ANALYSIS

### 6.1 FUNDING AND REVENUE STRATEGIES

Park and Recreation systems across the United States today have learned to develop a clear understanding of how to manage revenue options to support parks and recreation services in a municipality based on the limited availability of tax dollars. Park and Recreation systems no longer rely on taxes as their sole revenue option but have developed new sources of revenue options to help support capital and operational needs.

A growing number of agencies have developed policies on pricing of services, cost recovery rates and partnership agreements for programs and facilities provided to the community. They also have developed strong partnerships that are fair and equitable in the delivery of services based on whom receives the service, for what purpose, for what benefit and for what costs. In addition, agencies have learned to use parks and recreation facilities, amenities, programs and events to create economic development as it applies to keeping property values high around parks and along trails through increased maintenance, adding sports facilities and events to drive tournaments into the region that create hotel room nights and increase expenditures in restaurants and retail areas. They have learned to recognize that people will drive into their community for good recreation facilities such as sports complexes, pools, and for special events if presented correctly and are well managed.

In Pleasant Hill, some of these policies, revenue sources and management practices are not in place and should be considered for the future. PROS has outlined several options for the District to consider. In any event PROS feels that some if not all of these sources should be considered as an option to support the capital and operational needs of the Department.

## 6.1.1 TYPES OF FUNDING AND DEFINITIONS

### EXTERNAL FUNDING

**Corporate Sponsorships**: This revenue-funding source allows corporations to invest in the development or enhancement of new or existing facilities in park systems. Sponsorships are also highly used for programs and events.

**Crowdfunding**: Fairly new web-based source which aggregates funds from a group of people who are willing to support a specific project, be it program related or facility related. Some sites that successfully do that are www.kickstarter.org and www.razoo.com etc.

**Partnerships**: Partnerships are joint development funding sources or operational funding sources between two separate agencies, such as two government entities, a non-profit and a City department, or a private business and a City agency. Two partners jointly develop revenue producing park and recreation facilities and share risk, operational costs, responsibilities and asset management, based on the strengths and weaknesses of each partner.

**Foundations/Gifts**: These dollars are raised from tax-exempt, non-profit organizations established with private donations in promotion of specific causes, activities, or issues. They offer a variety of means to fund capital projects, including capital campaigns, gifts catalogs, fundraisers, endowments, sales of items, etc.

**Private Donations**: Private Donations may also be received in the form of funds, land, facilities, recreation equipment, art or in-kind services. Donations from local and regional businesses as sponsors for events or facilities should be pursued.

**Friends Groups**: These groups are formed to raise money typically for a single focus purpose that could include a park facility or program that will better the community as a whole and their special interest.

**Irrevocable Remainder Trusts**: These trusts are set up with individuals who typically have more than a million dollars in wealth. They will leave a portion of their wealth to the city in a trust fund that allows the fund to grow over a period of time and then is available for the city to use a portion of the interest to support specific park and recreation facilities or programs that are designated by the trustee.

**Volunteerism**: The revenue source is an indirect revenue source in that persons donate time to assist the department in providing a product or service on an hourly basis. This reduces the city's cost in providing the service plus it builds advocacy into the system.

**Special Fundraisers**: Many park and recreation agencies have special fundraisers on an annual basis to help cover specific programs and capital projects.

## CAPITAL FEES

**Capital Fees**: Capital fees are added to the cost of revenue producing facilities such as golf courses, pools, recreation centers, hospitality centers and sports complexes and are lifted off after the improvement is paid off.

**Dedication/Development Fees**: These fees are assessed for the development of residential properties with the proceeds to be used for parks and recreation purposes, such as open space acquisitions, community park site development, neighborhood park development, regional park acquisition and development, etc.

**Impact Fees**: These fees are on top of the set user rate for accessing facilities such as golf courses, recreation centers and pool facilities to support capital improvements that benefit the user of the facility.

**Mello Roos District**: Fees for a specific purpose with an election approving district and fees by 2/3 majority.

## USER FEES

**Recreation Service Fees**: This is a dedicated user fee, which can be established by a local ordinance or other government procedures for the purpose of constructing and maintaining recreation facilities. The fee can apply to all organized activities, which require a reservation of some type or other purposes, as defined by the local government. Examples of such activities include adult basketball, volleyball, tennis, and softball leagues, youth baseball, soccer, football and softball leagues, and special interest classes. The fee allows participants an opportunity to contribute toward the upkeep of the facilities being used.

**Fees/Charges**: The Department must position its fees and charges to be market-driven and based on both public and private facilities. The potential outcome of revenue generation is consistent with national trends relating to public park and recreation agencies, which generate an average 35% to 50% of operating expenditures.

**Ticket Sales/Admissions**: This revenue source is on accessing facilities for self-directed activities such as pools, ice skating rinks, ballparks and entertainment facilities. These user fees help offset operational costs.

**Permits (Special Use Permits)**: These special permits allow individuals to use specific park property for financial gain. The city either receives a set amount of money or a percentage of the gross service that is being provided.

**Reservations**: This revenue source comes from the right to reserve specific public property for a set amount of time. The reservation rates are usually set and apply to group picnic shelters, meeting rooms for weddings, reunions and outings or other types of facilities for special activities.

**Equipment Rental**: The revenue source is available on the rental of equipment such as tables, chairs, tents, stages, bicycles, roller blades, boogie boards, etc. that are used for recreation purposes.

## GRANTS

**Partnership Enhancement Monetary Grant Program**: Partnership Enhancement Monetary Grant Program, administered by the National Tree Trust. Matching grants are available on a 50/50 cost share basis. Funds are available for projects which promote public awareness in support of tree planting, maintenance, management, protection and cultivation of trees in rural, community and urban settings. These are small grants ranging from $500 to $20,000.

**CDBG Funding**: Funding received in accordance with the Community Development Block Grant (CDBG) Programs national objectives as established by the U.S Department of Housing and Urban Development. Funding may be applied to such programs as Infrastructure Improvements, Public Facility and Park Improvements, Human Service Enhancements, Lead-Based Paint Education and Reduction, Housing Education Assistance, and Economic Development and Anti-poverty strategies.

**Land Trust**: Many systems have developed land trusts to help secure and fund the cost for acquiring land that needs to be preserved and protected for greenway purposes. This could be a good source to look to for acquisition of future lands.

## TAX SUPPORT

**Property Taxes**: Ad valorem taxes on real property.

**Lighting and Landscape District**: Special property owner approved assessment.

**Hotel, Motel and Restaurant Tax**: Tax based on gross receipts from charges and meal services, which may be used to build and operate sports fields, regional parks, golf courses, tennis courts, and other special park and recreation facilities.

**Special Improvement District/Benefit District**: Taxing districts established to provide funds for certain types of improvements that benefit a specific group of affected properties. Improvements may include landscaping, the erection of fountains, and acquisition of art, and supplemental services for improvement and promotion, including recreation and cultural enhancements.

**Public Improvement District (PID)**: New developments can establish a Public Improvement District (PID) when authorized by the City Council and legally set up according to state law. This taxing district provides funds especially for the operation and maintenance of public amenities such as parks and major boulevards.

## FRANCHISES AND LICENSES

**Catering Permits and Services**: This is a license to allow caterers to work in the park system on a permit basis with a set fee or a percentage of food sales returning to the city. Also many cities have their own catering service and receive a percentage of dollars off the sale of their food.

**Pouring Rights**: Private soft drink companies that execute agreements with the City for exclusive pouring rights within park facilities. A portion of the gross sales goes back to the City. The City of Westfield, IN just signed a 10 year, $2 million pouring rights deal at their sports complex with Pepsi.

**Concession Management**: Concession management is from retail sales or rentals of soft goods, hard goods, or consumable items. The city either contracts for the service or receives a set amount of the gross percentage or the full revenue dollars that incorporates a profit after expenses.

**Private Management**: Contract with a private business to provide and operate desirable recreational activities financed, constructed and operated by the private sector, with additional compensation paid to the City.

**Greenway Utility**: Greenway utilities are used to finance acquisition of greenways and development of the greenways by selling the development rights underground for the fiber optic types of businesses.

**Naming Rights**: Many cities and counties have turned to selling the naming rights for new buildings or renovation of existing buildings and parks for the development cost associated with the improvement.

**Private Developers**: These developers lease space from City-owned land through a subordinate lease that pays out a set dollar amount plus a percentage of gross dollars for recreation enhancements. These could include a golf course, marina, restaurants, driving ranges, sports complexes, equestrian facilities, recreation centers and ice arenas.

**Easements**: This revenue source is available when the city allows utility companies, businesses or individuals to develop some type of an improvement above ground or below ground on their property for a set period of time and a set dollar amount to be received by the city on an annual basis.

**Advertising Sales**: This revenue source is for the sale of tasteful and appropriate advertising on park and recreation related items such as in the city's program guide, on scoreboards, dasher boards and other visible products or services that are consumable or permanent that exposes the product or service to many people.

**Interlocal Agreements**: Contractual relationships entered into between two or more local units of government and/or between a local unit of government and a non-profit organization for the joint usage/development of sports fields, regional parks, or other facilities.

## 6.1.2 FUNDING STRATEGY USE AND RISK

| External Funding | Implementation Feasibility | Implementation Risk | Currently Use |
|---|---|---|---|
| Corporate Sponsorships | High | Low | ✓ |
| Foundations/Gifts | High | Low | ✓ |
| Private Donations | High | Low | |
| Volunteerism | High | Low | ✓ |
| Special Fundraisers | High | Low | ✓ |
| Crowdfunding | Medium | Medium | |
| Friends Groups | Medium | Low | ✓ |
| Partnerships | Low | Medium | ✓ |
| Irrevocable Remainder Trusts | Low | Low | |

| Capital Fees | Implementation Feasibility | Implementation Risk | Currently Use |
|---|---|---|---|
| Capital Fees | High | High | ✓ |
| Dedication/Development Fees | High | Low | ✓ |
| Impact Fees | Medium | Low | |
| Mello Roos District | Low | High | ✓ |

| User Fees | Implementation Feasibility | Implementation Risk | Currently Use |
|---|---|---|---|
| Recreation Service Fees | High | Medium | ✓ |
| Fees/Charges | High | Low | ✓ |
| Ticket Sales/Admissions | High | Low | |
| Equipment Rental | Medium | Medium | |
| Permits (Special Use Permits) | Low | High | ✓ |

| Grants | Implementation Feasibility | Implementation Risk | Currently Use |
|---|---|---|---|
| Partnership Enhancement Monetary Grant Program | High | Low | |
| CDBG Funding | High | Low | ✓ |

| Tax Support | Implementation Feasibility | Implementation Risk | Currently Use |
|---|---|---|---|
| Property Taxes | High | Low | ✓ |
| Lighting and Landscape District | High | Low | ✓ |
| Special Improvement District/Benefit District | Low | High | ✓ |

| Franchises and Licenses | Implementation Feasibility | Implementation Risk | Currently Use |
|---|---|---|---|
| Naming Rights | Medium | High | ✓ |
| Advertising Sales | Medium | Medium | |
| Catering Permits and Services | Low | High | |
| Pouring Rights | Low | High | |




# CHAPTER SEVEN
## STRATEGIC ACTION PLAN

### 7.1 VISION

*"To be the leader in providing a "Wow" experience every day."*

### 7.2 MISSION

*"Put people first."*

### 7.3 CORE VALUES

- Community Focused
- Excellence
- Fun
- Inclusion
- Innovative

# 7.4 RECOMMENDATIONS

## 7.4.1 BIG MOVES

- Address Winslow Center & School House Sites
- Build a District Administration Center
- Determine feasibility of an Aquatic- Multi-purpose Facility / Gym
- Identify new funding source(s) / Bond
- Upgrade existing parks

## 7.4.2 RECREATION PROGRAMS

### GOAL: IMPROVING INTERGENERATIONAL PROGRAMMING

***Strategies***

- More classes for families
- Time classes so parents can participate with youth / dual target programming
- Offer childcare for evening programs
- Seniors can teach classes to youth and young adults
- Cultural events utilizing all generations
- Cross promote segmented ages in buildings (e.g. pre school at Senior Center and vice versa)
- Marketing those offerings to parents

### GOAL: INCREASE FINANCIAL SUSTAINABILITY / STABILITY

***Strategies***

- More marketing
- Attain more community sponsors / partners
- Competitively pricing programs
- Increase program size and participation for successful programs

### GOAL: INCREASING FREQUENCY OF PARTICIPATION FOR THOSE PARTICIPATING ONLY ONCE

***Strategies***

- Define active versus inactive customer and target inactive customers via incentives
- Develop post activity surveys to identify barriers to participation
- Targeting lost customers
- Customized marketing to existing and lost customers
- More social media sharing of activities as people sign up

## 7.4.3 MAINTENANCE AND OPERATIONS

### GOAL: INCREASE / MAINTAIN SERVICE LEVELS OF PARKS AND FACILITIES

***Strategies***

- Creative scheduling – Wednesday / Sunday scheduling
- Increasing level of training for all staff to increase efficiencies

### GOAL: STANDARDIZED TRAININGS FOR BOTH DEPARTMENTS

***Strategies***

- Create onboarding program District wide
- Offer refresher trainings on an ongoing basis
- Create a manual or video for reference

### GOAL: MORE TRANSPARENCY WITH WORK REQUESTS

***Strategies***

- Start using Civic Plus
- Return / response expectation within 24 hours
- Determine transparency for when is someone on the schedule
- Same for marketing requests

### GOAL: MAINTAINING HIGH QUALITY FOR OUR FACILITIES

***Strategies***

- Calendar of maintenance activities that can be communicated out
- Daily / weekly / monthly / annually inspections
- Maintenance budget updated annually

## 7.4.4 MARKETING AND COMMUNICATION

### GOAL: EXPAND MARKETING CAPABILITIES TO MEET ONGOING DEMANDS

***Strategies***

- Full time marketing coordinator
- Partner with other entities for specific tasks
- E.g. Cal State for photography
- Train people to do marketing tasks internally

## GOAL: CREATE VIRTUAL TOURS OF PARKS AND FACILITIES

***Strategies***

- Hire videographer
- Obtain drone footage
- Integrate with website
- Offer discounts to facility users to obtain professional footage from their event
- Reach out to DVC to see what resources they have

## GOAL: EXPAND MARKETING CAPABILITIES TO MEET ONGOING DEMANDS

***Strategies***

- Full time marketing coordinator
- Partner with other entities for specific tasks
- E.g. Cal State for photography
- Train people to do marketing tasks internally

## GOAL: EXTEND MARKETING REACH BEYOND PLEASANT HILL

***Strategies***

- Commercials
- Boosting posts
- Buying ads
- Increasing social media
- Adding a marquee (reducing a need for banners)

## GOAL: CROSS PROMOTE WITHIN EXISTING CUSTOMERS TO PROMOTE INCREASED PARTICIPATION

***Strategies***

- Use Civic Rec to market to families
- Survey customers to see else they want / how they want their info
- Staff meeting / ways to market with each other / eliminate recreation staff silos









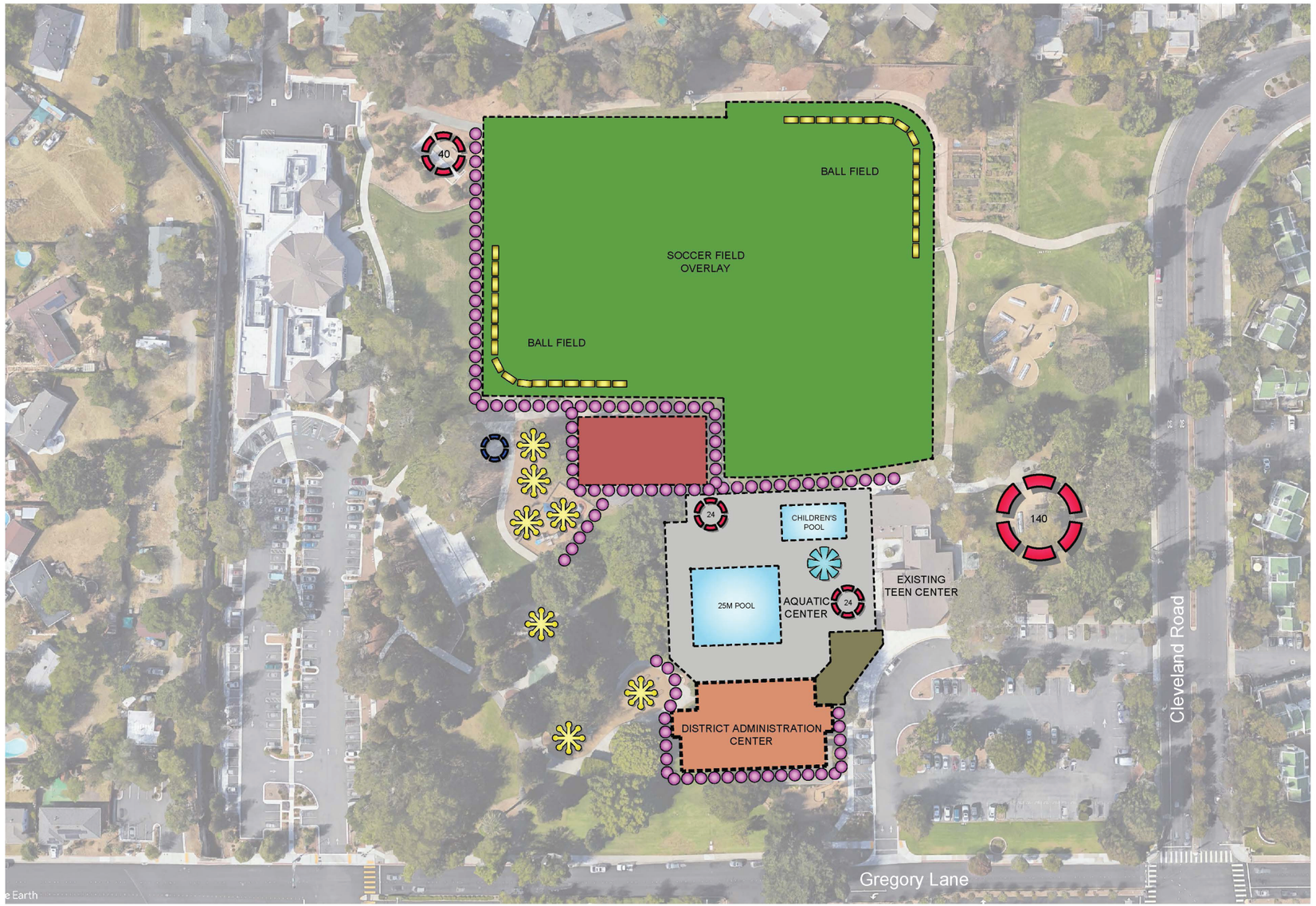
# CHAPTER EIGHT

## PARK IMPROVEMENT RECOMMENDATIONS

### 8.1 PARK CONCEPT PLANS

Through the course of the master plan study residents were given the opportunity to express what improvements they would like to see at the various park sites. This information was shared in the surveys, workshops and group discussions. The data received during this study was compiled and used to produce concept drawings for improvements at 11 of the District sites including Pleasant Hill Park, Rodgers-Smith Park, Paso Nogal Park, Brookwood Park, Dinosaur Hill Park, Pinewood Park, Chilpancingo Park, Shannon Hills Park, Shadowood Park, School House site, and the Winslow Center site.

A community workshop was held on May 7, 2019 to present the concept plans and receive comments on the designs. The plans were then placed on the project web site and comments were received from the community via the website until July 31. The Concept Plans on the following pages reflect the park improvement recommendations.




Pleasant Hill rec

Pleasant Hill Rec & Park District
The BIG Picture
Our Study, Vision & Plan for Play

# Parks, Facilities, and Recreation Master Plan

## Proposed Park Improvements

*Pleasant Hill Park*

*147 Gregory Ln, Pleasant Hill, CA 94523*

*16.5 Acres*

### Proposed Improvements

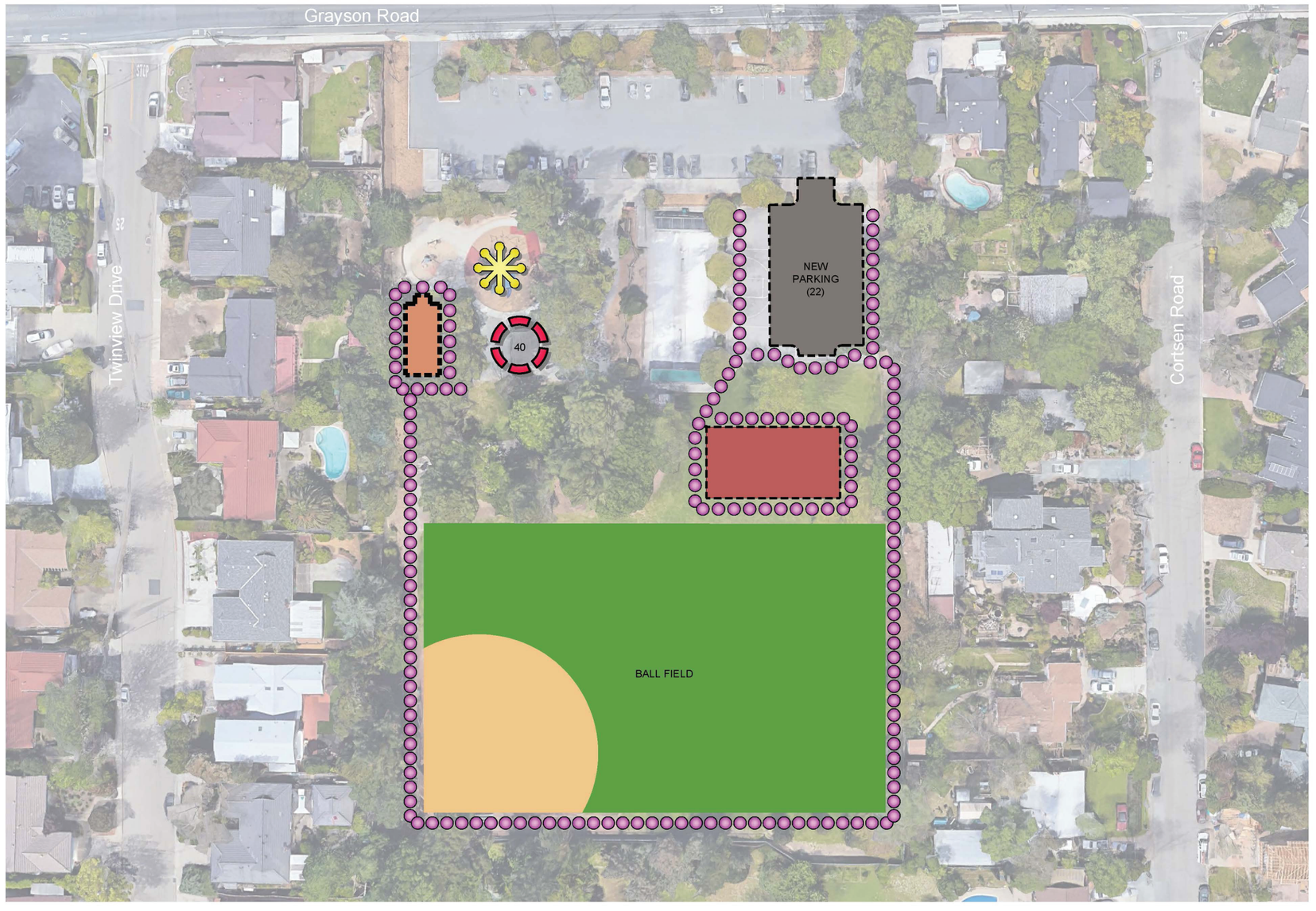
- DISTRICT ADMINISTRATION CENTER (10,000 sf.)
  - Offices
  - Board Room
  - Performance Space
  - Restrooms
  - Storage
  - Kitchen
  - Pool Locker room
- ENTRY PLAZA
- AQUATIC CENTER
- SYNTHETIC TURF
- POOL
- NEW BASKETBALL COURTS
- CONCRETE WALK
- BACKSTOP
- PICNIC SHELTER
- REPLACE PLAY EQUIPMENT
- RESTROOM (400 sf.)
- SPRAY GROUND
- WAYFINDING SIGNAGE THROUGHOUT PARK

RHA LANDSCAPE ARCHITECTS PLANNERS, INC
6800 INDIANA AVENUE, SUITE 245
RIVERSIDE, CALIFORNIA 92506
LIC. #2799
PH. (951) 781-1930 FAX (951) 686-8091

pros consulting, inc.

Prj. No.: 17131

DEC. 2019 | EXHIBIT # 01




Pleasant Hill rec

Pleasant Hill Rec & Park District
The BIG Picture
Our Study, Vision & Plan for Play

# Parks, Facilities, and Recreation Master Plan

## Proposed Park Improvements

*Rodgers-Smith Park*

*738 Grayson Rd, Pleasant Hill, CA 94523*

*4.5 Acres*

### Proposed Improvements

- REPLACE RESTROOM with small community room (1,000 sf.)
- BASKETBALL COURT in place of existing sand volley ball court
- PARKING (22)
- RENOVATE BALL FIELD
  - Infield
  - Turf
  - Fencing
  - Dugouts
  - Seating
- CONCRETE WALK
- PICNIC SHELTER
- REPLACE PLAY EQUIPMENT
- WAYFINDING SIGNAGE THROUGHOUT PARK

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pros consulting

Prj. No.: 17131

DEC. 2019 | EXHIBIT # 02




Pleasant Hill rec

Pleasant Hill Rec & Park District
The BIG Picture
Our Study, Vision & Plan for Play

# Parks, Facilities, and Recreation Master Plan

## Proposed Park Improvements

### *Paso Nogal Park*

*501 Paso Nogal Rd, Pleasant Hill, CA 94523*

*6.3 Acres*

### Proposed Improvements

- PARKING (44)
- CONCRETE WALK
- RESTROOM (400 sf.)
- WAYFINDING SIGNAGE THROUGHOUT PARK

RHA LANDSCAPE ARCHITECTS PLANNERS, INC.
6800 INDIANA AVENUE, SUITE 245
RIVERSIDE, CALIFORNIA 92506
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pros consulting

Prj. No.: 17131

DEC. 2019 | EXHIBIT # 03




Pleasant Hill rec

Pleasant Hill Rec & Park District
The BIG Picture
Our Study, Vision & Plan for Play

# Parks, Facilities, and Recreation Master Plan

## Proposed Park Improvements

*Brookwood Park*

*3250 Withers Avenue, Lafayette, CA 94549*

*6.3 Acres*

### Proposed Improvements

- NEW BASKETBALL COURT
- PARKING (19)
- CONCRETE WALK
- PICNIC SHELTER
- REPLACE PICNIC TABLES
- REPLACE PLAY EQUIPMENT
- RESTROOM (400 sf.)
- WAYFINDING SIGNAGE THROUGHOUT PARK

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The BIG Picture
Our Study, Vision & Plan for Play

# Parks, Facilities, and Recreation Master Plan

## Proposed Park Improvements

*Dinosaur Hill Park*

*901 Taylor Blvd, Pleasant Hill, CA 94523*

*13.6 Acres*

### Proposed Improvements

DECOMPOSED GRANITE WALK

TABLES
BENCHES
TRASH RECEPTACLES

WAYFINDING SIGNAGE
THROUGHOUT PARK

0' 110' 220' 330'

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# Parks, Facilities, and Recreation Master Plan

## Proposed Park Improvements

### *Chilpancingo Park*

*Golf Club Road, Pleasant Hill, CA 94523*

*2.5 Acres*

### Proposed Improvements

- BOCCE BALL COURTS
  Picnic tables
  Benches
  Lighting
- CONCRETE WALK
- RESTROOM (150 sf.)
- WAYFINDING SIGNAGE THROUGHOUT PARK

0' 100' 200' 300'

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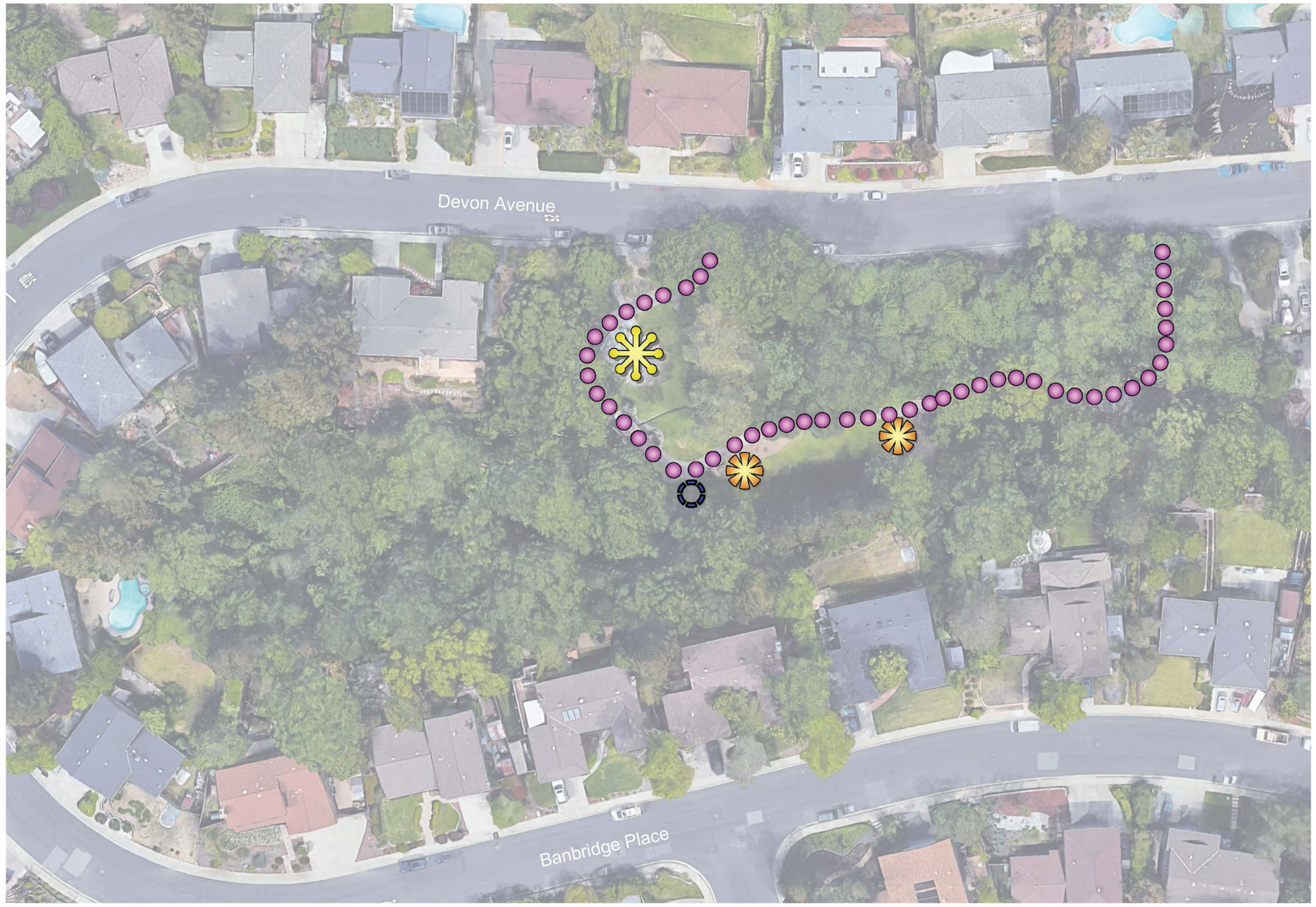


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# Parks, Facilities, and Recreation Master Plan

## Proposed Park Improvements

*Shannon Hills Park*

*202 Devon Ave, Pleasant Hill, CA 94523*

*2.1 Acres*

### Proposed Improvements

- CONCRETE WALK
  renovate wood walkway
- RESTROOM (150 sf.)
- REPLACE PLAY EQUIPMENT
- TABLES
  BENCHES
  TRASH RECEPTACLES

WAYFINDING SIGNAGE
THROUGHOUT PARK

0' 60' 120' 180'

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# Parks, Facilities, and Recreation Master Plan

## Proposed Park Improvements

### *Shadowood Park*

*69 Spar Court, Pleasant Hill, CA 94523*

*2.5 Acres*

### Proposed Improvements

- REPLACE PLAYGROUND (2,300 sf.)
- CONCRETE WALK
- REPLACED PLAY EQUIPMENT
- WALKWAY LIGHTS
- FENCE ALONG CREEK SIDE with gates
- WAYFINDING SIGNAGE THROUGHOUT PARK

0' 40' 80' 120'

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# Parks, Facilities, and Recreation Master Plan

## Proposed Park Improvements

### *School House Site*

*2050 Oak Park Blvd, Pleasant Hill, CA 94523*

*1.84 Acres*

### Proposed Improvements

- MULTI-PURPOSE CENTER (18,000 sf.)
  - Community & meeting rooms
  - Multi-Purpose space / classrooms
  - Office
  - Kitchen
- PARKING (48)
- PLAYGROUND (1,500 sf.)
- CONCRETE WALK
- PLAY EQUIPMENT
- WAYFINDING SIGNAGE THROUGHOUT PARK

0' 60' 120' 180'

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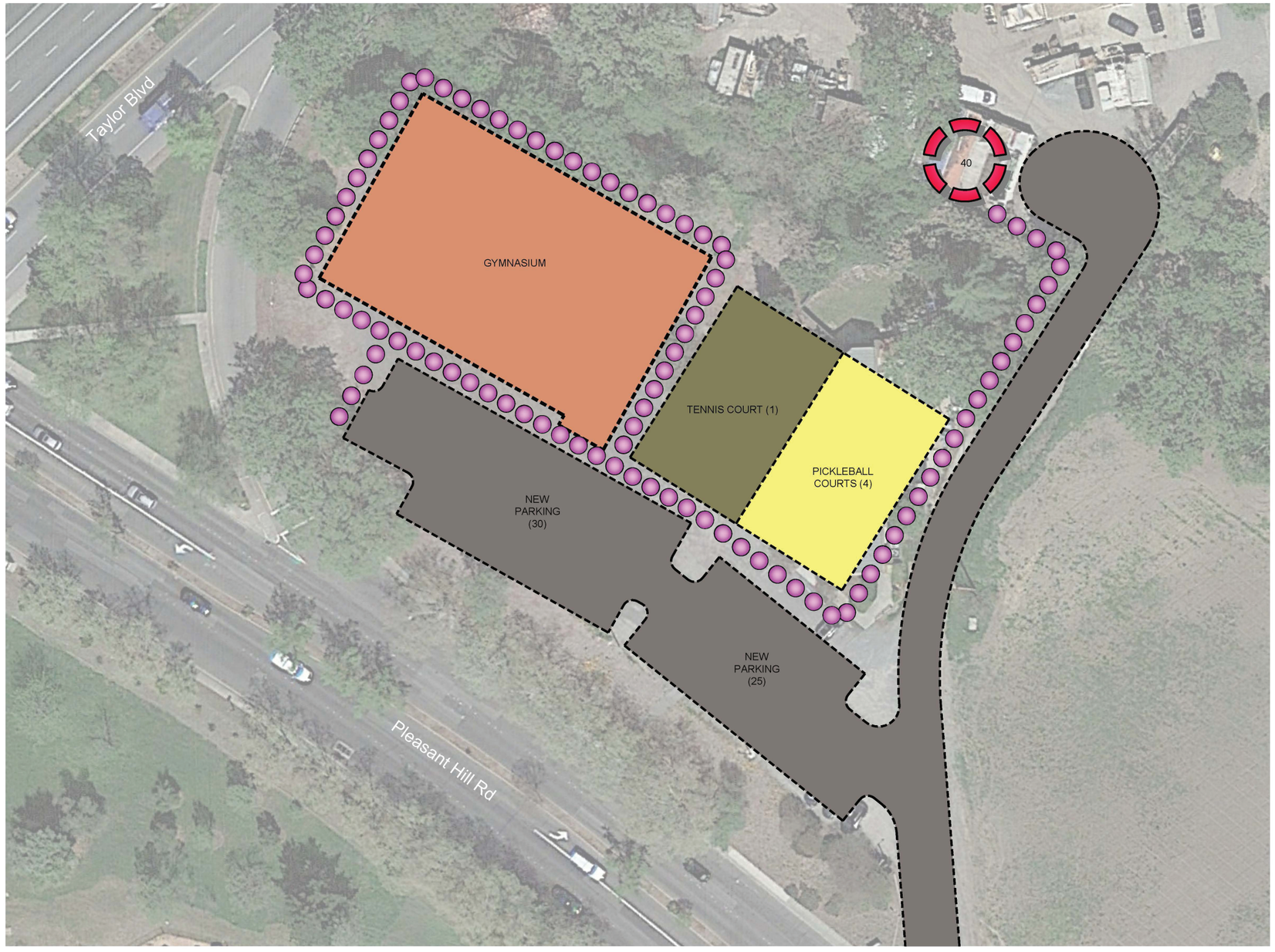


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# Parks, Facilities, and Recreation Master Plan

## Proposed Park Improvements

### *Winslow Center*

*2590 Pleasant Hill Rd, Pleasant Hill, CA 94523*

*3.11 Acres*

### Proposed Improvements

- GYMNASIUM (16,400 sf.)
- PARKING (55)
- TENNIS COURT
- PICKLEBALL COURTS
- CONCRETE WALK
- PICNIC SHELTER
- WAYFINDING SIGNAGE THROUGHOUT PARK

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# Parks, Facilities, and Recreation Master Plan

## Proposed Park Improvements

### Rodgers Ranch Heritage Center

*315 Cortsen Road, Pleasant Hill, CA 94523*

*2.1 Acres*

### Proposed Improvements

NEW BARN
(1,000 sf.)

WAYFINDING SIGNAGE
THROUGHOUT PARK

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# Parks, Facilities, and Recreation Master Plan

## Proposed Park Improvements

## *Oak Park Sports Fields*

*Monticello Ave & Santa Barbara Road, Pleasant Hill, CA 94523*

*5.0 Acres*

### Proposed Improvements

- RESTROOM with storage room (880 sf.)
- BOCCE BALL COURTS
  - Picnic tables
  - Benches
  - Lighting
- PARKING (68)
- NEW BALL FIELDS
  - Infields (2)
  - Soccer Field (1)
  - Turf
  - Fencing
  - Dugouts
  - Seating
- NEW PLAYGROUND (1,600 sf.)
- CONCRETE WALK
- BACKSTOP
- PLAY EQUIPMENT
- WAYFINDING SIGNAGE THROUGHOUT PARK

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## PARK CONCEPTUAL DESIGN NOTES

The proposed conceptual designs for each park will need to be further designed to incorporate current needs and community input at the time of implementation. In addition, the District desires to incorporate multi-generational design concepts into each site. Some additional considerations when undergoing final design include:

Pleasant Hill Park: Incorporate walking loops, exercise elements, and exterior elements eliminated from the previous design of the Senior Center.

Bike Park: There is a desire to find an adequate location for a bike park. Staff will continue to work with community members to locate an area of park property which can serve this need.

Walking loops: The District desires to connect walking paths and trails within its parks and will look for opportunities during final design.

Parking Lots: The District will need to assess parking during final design. It is anticipated that parking demands will decrease in the future, but final design will need to meet the demands at the time of implementation.

Partnership with Mount Diablo Unified School District: The District has limited opportunity to expand its park inventory due to lack of undeveloped land within its boundaries. In order to increase capacity beyond what is contemplated in the above designs partnership with MDUSD to improve school recreation amenities such as fields could increase access for the community. The District could better serve areas that have limited access due to their geographic location if we could expand use of MDUSD facilities especially in the North area of the District. Due to the change in leadership at MDUSD during this process further discussions will be needed to explore these opportunities.

## CONCLUSION

The District has consistently delivered on the community's expectations for parks and recreation needs through the Senior Center, The Teen Center and the Community Center as well as additional offerings.

As it continues to work on its vision of being the leader in providing WOW! Experiences every day, this plan will provide the roadmap to achieve it. This document is a living document in which the community's vision and values have shaped the recommendations for the future designs and updates to the parks and facilities. The community's support will be vital to help ensure successful implementation in the years to come.

As the Pleasant Hill community continues to grow and diversify, its needs will evolve and new trends will emerge as well. The Consulting team recognizes the dedication of the District's staff and leadership in serving the community and has no doubt that the District will continue to live up to its mission of always Putting People First.

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# Parks, Facilities & Recreation

# Appendicies











*To be the leaders in providing WOW! experiences every day.*


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