



SAN RAFAEL CITY COUNCIL AGENDA REPORT

Department: Library and Recreation

Prepared by: Susan Andrade-Wax,
Library and Recreation Director

City Manager Approval:

TOPIC: SAN RAFAEL PARKS AND RECREATION MASTER PLAN STEERING COMMITTEE

SUBJECT: RESOLUTION APPROVING THE FORMATION OF A 15-MEMBER AD-HOC PARKS AND RECREATION MASTER PLAN STEERING COMMITTEE

RECOMMENDATION:

Adopt a resolution approving the formation and composition of the Parks and Recreation Master Plan Steering Committee from the advisory boards, commission and committees, and community organizations specified in this report.

BACKGROUND:

There has been a significant growth in the demand for recreation services and facilities that is requiring a thorough assessment. In addition, the scope of recreational programming has been changing such that it is now defined not so much in terms of specific leisure activities, but in terms of meaningful experiences that contrast with work and school obligations, enhance personal skills and increase an awareness of the larger community.

To address this situation, the City Council's Goals and Objectives and Measure A Work Plan includes a Parks and Recreation Master Plan. This plan will provide a foundation for the future development and maintenance of parks, facilities, and amenities. Specifically, the Master Plan will analyze the use of existing facilities, assess their condition, gather community input, provide recommendations for improvement, and suggest funding/implementation strategies.

The Master Plan will be based upon the 2040 General Plan which set forth specific actions to help implement public facilities and community programs, objectives and policies. This process shall meet the City's goal to provide a diverse and inclusive process. After significant collaboration between the consultant, City staff, Parks & Recreation Master Plan Steering Committee, and the community, the Master Plan will be a valuable strategic guide and create a roadmap for both current and future development.

FOR CITY CLERK ONLY

Council Meeting:

Disposition: Resolution

ANALYSIS:

Over the past few years, the City has developed a model for using “ad-hoc” and/or “steering” committees to achieve desired outcomes; recent examples include the General Plan 2040, Downtown Precise Plan, Bicycle and Pedestrian Master Plan, Climate Change Action Plan, Wildfire Prevention and Protection Action Plan, and Library and Community Center Conceptual Design Plan. This model of City and public collaboration has served well to address the issues in a timely manner while allowing for a participatory community process.

DISCUSSION:

Steering Committee

The 15-person Steering Committee will be instrumental in guiding the project team regarding engaging the community and reviewing content before releasing the Master Plan to a broader audience. The project team will meet with this group 5-7 times throughout the process. Each meeting will focus on presenting the project team’s research, exploring the City’s history of parks/recreation, and strategizing on how to engage the community during workshops most effectively.

The Steering Committee includes individuals who come from diverse backgrounds to get input and feedback from the broadest cross-section. Throughout the process, the Steering Committee will be the project team’s primary support in spreading the word about engagement and answering questions about local knowledge and City culture.

- One (1) Park and Recreation Commissioner
- One (1) Pickleweed Advisory Committee Member (Non-P & R Commissioner)
- One (1) Library Board of Trustees Member
- One (1) Bicycle & Pedestrian Advisory Committee Member
- One (1) Age-Friendly Task Force Board Member
- One (1) ADA Advisory Committee Member or Marin Center for Independent Living
- Two (2) Youth Sports Organizations Board Members (1 Field Based Youth Sport & 1 Non-Field Based Youth Sport)
- One (1) Local Non-Profit Recreation Service Provider Representative
- One (1) Local Non-Profit Multi-Cultural Social Service Provider
- One (1) Artworks Downtown Representative
- One (1) Marin Conversation League Representative (Open Space)
- One (1) SRCS District Representative
- One (1) Marin County Parks Representative
- One (1) Chamber of Commerce Representative

The Park and Recreation Commission, Library Board of Trustees, Pickleweed Advisory Committee, Bicycle & Pedestrian Advisory Committee and Age-Friendly Task Force representatives will be selected from their respective memberships. The other advisory groups and/or organizations will each select a representative.

Committee Roles and Expectations

To assure a successful and timely process, it is important to define the role of the Committee. Similar to other recently formed committees, staff have identified the following roles and responsibilities:

- Be informed, collaborative and solution oriented. Be committed to attending meetings, reviewing relevant information and being prepared to balance individual and special interests for the overall good of the community.

- Provide a forum for community discussion. Actively engage the community in a constructive dialogue about the options for future services and facilities. Be open to varied comment and viewpoints.
- Provide input on draft products. Review and provide input on draft documents as requested by staff.
- Keep their respective commission, committee and/or agency informed and up to date regarding Committee activity. Keeping the lines of communication open at their commission, committee or agency assures that there is collective collaboration throughout the process which helps lead to a successful conclusion.
- Provide recommendations as requested by City staff. Providing recommendations to the City Council and/or commissions is important to assure they receive guidance prior to making decisions needed to formally adopt the Master Plan.

COMMUNITY OUTREACH OF MASTER PLAN PROCESS:

Community Engagement Process

Creating a shared vision for San Rafael's diverse population means creating a multi-pronged community outreach plan. To ensure the project team receives the most feedback from the broadest cross-section of the City, the process will solicit input through community meetings, surveys, and interviews with community stakeholders. The purpose is to collect as much information as possible to create a complete understanding of how San Rafael's current park and the recreational system is meeting or failing to meet community needs.

Stakeholder Interviews

Interviews with selected stakeholders such as key City personnel and community leaders to gain valuable perspective regarding needs, expectations, and current conditions.

Focus Groups

Focus Groups are a critical tool for understanding the community's concerns, opportunities, values, and needs. Focus Group meetings would provide an in-depth discussion with a select group of experts and constituents on specific topics. This will allow the project team to leverage the community's existing knowledge to collect as much pertinent information as possible in a comfortable, open forum. Participants will represent a myriad of community partners, non-profits, activists, volunteers, and employees.

Community Workshops

Community workshops will be held to get feedback from a larger group of San Rafael residents. Workshops will be held during weekday evenings in different areas of the City to make it more convenient for people to attend.

Statistically Valid Survey & Open Participation Survey/Questionnaires

The purpose of this survey is to receive an objective, unbiased response from constituents. Surveys will be made available in both English and Spanish. These surveys will be in addition to the community workshops, series of focus groups, and advisory committee meetings that involved a broad spectrum of stakeholders.

City Website

All meeting information and materials will be available on the City's website and City staff will encourage participants to provide the City with their e-mail addresses in order to keep them informed of the processes progress and upcoming meetings and events.

FISCAL IMPACT:

There is no fiscal impact associated with this action.

OPTIONS:

The City Council has the following options to consider on this matter:

1. Adopt a resolution approving the formation and composition of the Parks and Recreation Master Plan Steering Committee from the advisory boards, commission and committees and community organizations specified in this report.
1. Adopt resolution with modifications.
2. Do not adopt the resolution and direct staff to return with more information.
3. Take no action.

RECOMMENDED ACTION:

Adopt a resolution approving the formation and composition of the Parks and Recreation Master Plan Steering Committee from the advisory boards, commission and committees and community organizations specified in this report.

ATTACHMENT:

1. Resolution

RESOLUTION NO.

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN RAFAEL APPROVING THE FORMATION OF A 15-MEMBER AD-HOC PARKS AND RECREATION MASTER PLAN STEERING COMMITTEE

WHEREAS, there has been a significant growth in the demand for recreation services and facilities that is requiring a thorough assessment; and

WHEREAS, the Parks and Recreation Master Plan will provide a foundation for the future development and maintenance of parks, facilities, and amenities; and

WHEREAS, the City Council's approved Goals and Objectives and Measure A Work Plan include the development of a City-wide Parks and Recreation Master Plan; and

WHEREAS, the Parks and Recreation Master Plan will be based upon the proposed 2040 General Plan which sets forth specific actions to help implement public facilities and community programs, objectives and policies; and

WHEREAS, the Parks and Recreation Master Plan planning process shall meet the City's goal to provide a diverse and inclusive process; and

WHEREAS, the City has developed a model for using "ad-hoc" and/or "steering" committees to achieve desired outcomes in other planning processes; and

WHEREAS, this model of City and public collaboration has served well to address the issues in a timely manner while allowing for a participatory community process; and

WHEREAS, the 15-Member Ad-Hoc Steering Committee includes individuals who come from diverse backgrounds to get input and feedback from the broadest cross-section; and

WHEREAS, throughout the process, the Steering Committee will be the project team's primary support in spreading the word about engagement and answering questions about local knowledge and City culture; and

NOW, THEREFORE, BE IT RESOLVED that the San Rafael City Council approves the formation of the 15-Member Ad-Hoc Parks and Recreation Master Plan Steering Committee; and

I, LINDSAY LARA, Clerk of the City of San Rafael, hereby certify that the foregoing Resolution was duly and regularly introduced and adopted at a regular meeting of the City Council of said City held on Tuesday, the 6th day of July 2021, by the following vote, to wit:

AYES: COUNCILMEMBERS:
NOES: COUNCILMEMBERS:
ABSENT: COUNCILMEMBERS:

LINDSAY LARA, City Clerk