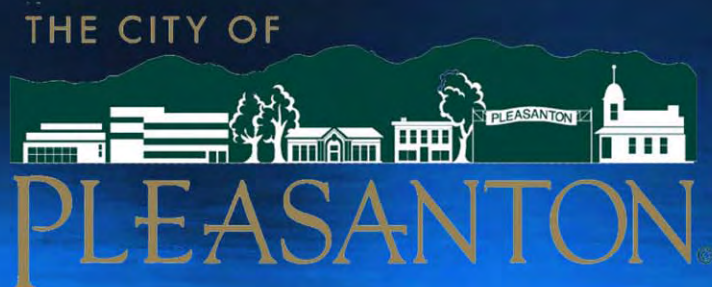




City of Pleasanton

Parks and Recreation Master Plan



February 2014

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ACKNOWLEDGEMENTS
CITY MANAGER'S MESSAGE

EXECUTIVE SUMMARY	i
Recreation Facility Needs Assessment	i
Recreation Programming Recommendations	iii
Recreation Facility Recommendations	iv
Funding and Implementation Recommendations.....	v

1.0 INTRODUCTION

1.1 Purpose of the Master Plan	1-1
1.2 Approach and Document Organization	1-2
1.3 Context	1-4
1.4 Relationship to Other Documents	1-8

2.0 RECREATION FACILITY NEEDS ASSESSMENT

2.1 Park Definition.....	2-1
2.2 City Park Types	2-1
2.3 Existing City Recreation Facilities	2-3
2.4 Joint Use School Facilities	2-8
2.5 Parks and Recreation Facilities Located In or Adjacent to the City	2-10
2.6 Private and Commercial Recreation Facilities.....	2-11
2.7 Opportunity Sites.....	2-11
2.8 Recreation Facility Needs Assessment	2-12
2.8.1 Community Outreach	2-13
2.8.2 Community-Wide Telephone Survey	2-20
2.9 Recreation Demand and Needs Analysis	2-21
2.9.1 Facility Needs Summary	2-22
2.9.2 Program Needs Summary	2-24
2.9.3 Service Area Analysis	2-27
2.9.4 Acreage Analysis	2-28
2.9.5 Trends and Implications Analysis	2-31

3.0 RECREATION PROGRAMMING RECOMMENDATIONS

3.1 Recreation Benefits	3-1
3.2 Existing Recreation Programs	3-2
3.3 Program Needs Assessment	3-3
3.3.1 Emerging Trends	3-4
3.4 Recreation Programming Evaluation and Recommendations ..	3-6
3.4.1 Youth Programs /Teen Programs.....	3-6
3.4.2 Physical Fitness, Health and Well Being.....	3-7
3.4.3 Inclusion of All Populations.....	3-8

3.4.4	Strengthen Outdoor Recreation Opportunities	3-9
3.4.5	Cultural Arts & Community Events	3-10
3.4.6	Aquatics	3-10
3.4.7	Outreach and Partnerships to Serve Adults 50+	3-11
3.5	Recreation Programming Support Services	3-12
3.5.1	Providing Services for a Growing and Ethnically Diverse Population	3-12
3.5.2	Fiscal and Coordinated Planning	3-13
3.5.3	Staff Recruitment, Training and Development	3-14
3.5.4	Volunteer Recruitment and Training	3-14
3.5.5	Marketing Brand and Facility Rental.....	3-15

4.0 RECREATION FACILITY RECOMMENDATIONS

4.1	Overall Concept	4-1
4.2	Recommendations for Current Facility Needs	4-2
4.2.1	Synthetic Turf Multi-Use Sports Fields.....	4-2
4.2.2	Off-Leash Dog Parks	4-3
4.2.3	Aquatics/Swimming Pool.....	4-3
4.2.4	Community Center.....	4-4
4.2.5	Skate Park.....	4-5
4.3	Recommendations for Future Facility Needs.....	4-5
4.3.1	Baseball Field.....	4-5
4.3.2	Tennis Courts.....	4-6
4.4	Parkland Acreage	4-7
4.5	Summary of Parks and Recreation Facility Recommendations for Current Needs	4-7
4.6	Summary of Proposed Improvements at Existing Parks and Facilities	4-9
4.7	Summary of Recommendations in Joint-Use Schools	4-11
4.8	Summary of Recommendations in Opportunity Sites	4-11

5.0 FUNDING AND IMPLEMENTATION RECOMMENDATIONS

5.1	Funding Sources	5-1
5.2	Potential Funding Sources by Facility Type.....	5-5

APPENDICES

APPENDIX A:	Community-Wide Telephone Survey
APPENDIX B:	Assessment of Current Maintenance Conditions and Recommendations for Existing Park and Recreation Facilities
APPENDIX C:	Assessment of Current Recreation Programming and Recommendations

ACKNOWLEDGEMENTS

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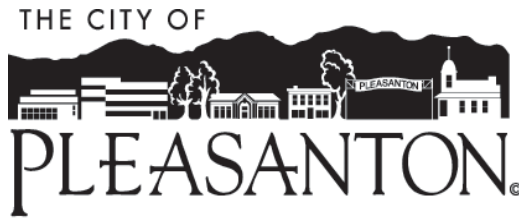
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MEMORANDUM

Date: December 13, 2013

To: Mayor and City Council, Parks and Recreation Commission and Pleasanton Residents

From: Nelson Fialho, City Manager

Subject: Parks and Recreation Master Plan

The City has a long tradition of engaging its residents, commissions and the City Council to assure that its parks, recreational facilities, open spaces and programs meet the community's interests and expectations. The City also realizes the importance and value that residents place on having a broad range of high quality recreational options. This later point has most recently been reinforced with the completion of a 2013 Fairbank, Maslin, Maullin, Metz and Associates community survey which indicates that half of all residents visit city recreational facilities at least once weekly and that 75% of Pleasanton residents view the providing of recreational programs as extremely and/or very important.

In recognition of the importance of recreational facilities and services, the City has recently directed considerable funding to new and/or expanded recreational facilities including the Alviso Adobe Community Park, Firehouse Arts Center, Dolores Bengtson Aquatic Center and the just completed Stoneridge Creek Neighborhood Park. Currently, the City is focused on developing the \$16 million Phase II of the Bernal Community Park that will add three lighted all-weather multi-purpose sports fields and the 38-acre Oak Woodland open space area to the Bernal Property. While bringing these projects to fruition involves a detailed design and construction process, the process of identifying recreational needs, community interest and priorities requires an equally focused effort. The foundation for the planning of recreational parks and facilities is found in City land planning documents, such and the City's General Plan, Specific Plans and planned unit developments (PUD). However, on occasion the City has conducted broad based long range planning processes focused specifically on recreational facilities and services.

Most recently, in July 2012, the City Council entered into an agreement with RJM Design Group, Inc. to prepare a Parks and Recreation Master Plan for the purpose of providing a realistic and visionary guide for the creative, orderly development and management of parks, recreation facilities and program for the City, now and into the futures within the context of the General Plan. The result of that effort is the attached Parks and Recreation Master Plan (Master Plan) which is being presented to the City Council for its review and adoption.

As indicated in the Master Plan's *Executive Summary* and *Introduction*, the Master Plan includes the following:

- A comprehensive survey of existing recreation resources and a needs assessment developed through community outreach, a community wide telephone survey, recreation demand needs analysis, service area analysis, park and open space acreage analysis, a review of recreation trends and programming needs.
- An inventory of the City's existing recreation programs and services and recommendations for amended or new services. This portion of the report also reviews programs provided to the public through private and non-profit providers in an attempt to provide a comprehensive overview of recreational program available in the community.
- A review of existing recreational open space and facilities, including parks, trails, and buildings and recommendations regarding options for meeting current and long term needs.
- A survey of potential funding sources for meeting improvement costs. (Note that the report does not however, include a detailed analysis of estimated costs for each recommended improvement/program as these details are difficult to obtain without detailed planning and are subject to market conditions that are specific to the time a project is bid. In addition, the inclusion of project cost estimates may detract from the overall purpose of the Master Plan which is broader.)

While the Master Plan's detailed findings and recommendations are included in various sections of the document, the *Executive Summary* includes a brief overview of these for both recreational programming and facilities. As detailed in that section, these cover programs for youth and teens, physical fitness, health and wellbeing, outdoor recreation, cultural arts, aquatics, and adults age 50+. Facility recommendations are presented in the categories to easily identify recommended changes to meet existing, future, and maintenance demands. Also included are recommendations for leveraging opportunities working in concert with other local agencies, including the Pleasanton Unified School District and private sector businesses.

As part of the Master Plan's adoption process, staff anticipates a joint public workshop of the City Council and the Parks and Recreation Commission for the purpose of reviewing the document. That workshop will then be followed by a regularly scheduled Parks and Recreation Commission and City Council meetings during which both bodies will take formal action on the Master Plan. Staff also anticipates that the Parks and Recreation Commission will provide the City Council with recommendations regarding priorities and/or specific areas of importance with the understanding that the City Council will consider these as part of its ongoing Annual Priorities Work Plan and budget process.

As with all community planning processes of this magnitude, the outcome is a reflection of those who volunteered their time to assist with the effort. Of particular importance are the efforts of the Parks and Recreation Master Plan Steering Committee that worked with RJM, staff and residents to direct the process.

The members of the Parks and Recreation Master Plan Steering Committee include:

Parks and Recreation Master Plan Steering Committee

Parks and Recreation Commissioners Jack Balch and Joseph Streng

Civic Arts Commissioner John Loll

Human Services Commissioner Joyce Berger

Youth Commissioner Jonathan Pearce

Pleasanton Sports Council Members Greg Jetter and Todd Tucker

Pleasanton Unified School District Representative Gary Davila

Senior Advisory Committee Board Member Christine Steiner

Pleasanton Downtown Association Representative Michael Hosterman

YMCA Representative Kristine Farro

Animal Services & Valley Humane Society Representative Roy Ficken

Parents'-at-large Representatives Kelly French and Andrea McGovern

In addition to the Parks and Recreation Master Plan Steering Committee, the ongoing efforts of the Parks and Recreation Commission have been and will continue to be an important component of Master Plan implementation and its continued involvement will help assure the City provides facilities and services that meet community expectations.

In addition to the efforts of the City Council, Parks and Recreation Commission, Master Plan Steering Committee and residents who participated in the process, I'd like to recognize the efforts Susan Andrade-Wax, Director of Community Services and the entire Community Services staff for their leadership and dedication that was instrumental in completing the Master Plan.

Staff will continue its community outreach and professional analysis as it remains focused on providing the City Council and commissions with the information needed to carry out their recommendations related to the Master Plan.

Pleasanton



Parks and Recreation Master Plan

Executive Summary

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EXECUTIVE SUMMARY

The purpose of this Master Plan is to provide a realistic and visionary guide for the creative, orderly development and management of parks, recreation facilities and programs for the City, now and into the future. The Master Plan is an implementation tool of the General Plan, providing strategies for addressing the General Plan's vision, as well as goals and policies based on current analysis and community input.

The Master Plan's findings and recommendations are based on a combination of community input derived from community workshops and targeted surveys and staff's technical analysis and as such, in many respects, they represent community expectations and observations which may exceed or be different from, those developed as part of national or state recreational organizations. Notwithstanding this, importance has been placed on assuring the Master Plan is consistent with the Pleasanton General Plan 2005 to 2025 and it provides a framework for meeting its vision, goals, policies and programs, specifically those related to the Public Facilities and Community Programs, Conservation and Open Space, Community Character and Energy Elements. Further this Master Plan has taken into consideration existing advance planning and other planning documents such as the City's Youth Master Plan, Pedestrian, Bicycle and Trails Master Plan, Stoneridge Drive Specific Plan Amendment/Staples Ranch, and other related plans.

Recreation Facility Needs Assessment

As part of the 12-month master plan process, considerable effort was devoted initially to identifying existing recreation resources as detailed in Section Two and then interacting with the community and frequent facility users in an attempt to identify specific interests, needs and satisfaction with City programming and facilities. In addition, a considerable amount of technical analysis was conducted regarding programs and facilities. A significant portion of this process included data gathering in an attempt to assess community expectations, facility requirements, and demand and needs analysis. A summary of these efforts are as follows:

Community Workshops: A total of three facilitated community workshops were conducted. The first workshop identified community perceptions of the City's overall character and its recreation facilities. The second focused on identifying the most and least favorite facilities. The third discussed program and facility priorities.

Sports Organization Questionnaires: All of the City's twenty sports organizations responded to a questionnaire designed to gather information about participation, needs, and facilities used.

Community Organization Questionnaires: Twenty-one community organizations responded to a questionnaire designed to gather information about participation, needs, and facilities utilized by the groups for programs, meetings and events.

Community-Wide Telephone Survey: A total of 300 interviews were completed, contacted through use of a random digit dial sample. The purpose was to provide a statistically valid basis for determining how residents participate in recreation activities. The survey was validated by comparing demographic results of the survey to overall City resident demographics and by a manual audit of 10% of the surveys.

Technical Analysis: In addition to the above, significant effort was placed on conducting a range of detailed study including recreation facility demand needs analysis, service area analysis, trends analysis, parkland acreage analysis and an assessment of program needs and the physical condition of City buildings and facilities.

Summary of Parkland Acreage Findings

As detailed in Exhibit 2.3-3, the City currently has 371 acres of parkland. Using the City's General Plan's parkland acreage goal of 5 acres per 1,000 residents, and assuming a current population of 71,000, there is currently a surplus of 16 acres. As a result, the City is currently exceeding its General Plan goal.

Notwithstanding the above, assuming this standard is applied to a projected build-out population of 78,000, a future deficit of 19 acres would occur if no new parkland is added and the City's population continues to grow as anticipated. However, this is not deemed to be an insignificant shortage and plans are already under way on two new park sites, the Bernal Community Park, and Staples Ranch Community Park. The potential for additional parkland development as a result of the East Side Specific Plan study that is currently in progress could add even more park acreage in the future. As a result, both existing and overall parkland acreage is consistent with City goals.

In addition to the above, based upon the identification of additional facility needs requirements outlined on page 2-31, a total of 28 acres of parkland development would be required in the future. This amount is approximate and could be met by utilizing existing parkland, acquiring new parkland or leveraging existing underutilized land.

Overall General Findings - Recreation Assessment

As an outcome of the assessment process, it is apparent that the City has done an excellent job of providing and maintaining parks/open spaces, facilities and programs that are well accepted by City residents and that successfully meet the City's existing recreation needs in almost all areas. However, as with any broad City service, the Master Plan process identified opportunities for program service enhancements, new and/or expanded facilities, and additional maintenance requirements. Further, the master plan process highlighted that evolving changes in community demographics, including age, nationality, and race will be combined with overall changes in recreational expectations to generate a demand for modified services and facilities in the future. As such, the intent of this plan is to provide an effective tool for meeting these challenges.

Existing Recreation Inventory

- Five Downtown Parks of approximately 3.3 acres
- Twenty-eight Neighborhood Parks totaling approximately 140 acres
- Nine developed Community Parks totaling approximately 227 acres
- Five Special Use Parks/Facilities
- Three Recreation Area Parks
- Three Natural Area/Greenbelt Parks
- Three Linear Parks
- Five facilities owned and/or operated jointly between the City and the PUSD
- Eight separate Open Space areas totaling over 422 acres
- Ten major recreation trails covering over 23 miles
- Three main bicycle routes
- The Alameda County Fairgrounds
- Two East Bay Regional Parks District parks

Recreation Programming Recommendations

The City provides a full range of community programs for all age groups that are well utilized and received by the community. As an example during a recent fiscal year, there were a total of over 72,490 individual uses in City programs. Of these uses, 4,741 were in preschool programs, 5,692 in programs for children aged 6-12, and 2,976 uses in programs for those aged 13-17. There were a total of 17,352 uses in senior programs. Finally, there were 31,285 uses in aquatics program and 76,744 in tennis programs.

As detailed in Section Two, a variety of needs assessment tools were utilized to determine the type and amount of new or enhanced programs and services that would be beneficial now and in the future. Further, for the purpose of evaluating current and future recreation program needs, a number of local, state and national trends were analyzed, including demographic shifts, changing life styles particularly between “Gen X” and “Gen Y” demographics, sustainability, and changes related to the workplace.

Overall based on the data collected, there are no significant programming gaps of service. Notwithstanding this, the overall process did identify opportunities for additional programming which are detailed fully in Section Three. Some of the most notable opportunities for programming enhancements are as follows:

Youth and Teen Programs

- Investigate potential for a stand-alone or shared location for dedicated teen activities
- Explore creation of alternative sports programming
- Consider financial assistance to participants with limited income

Physical Fitness, Health, and Well Being

- Explore enhanced cooperation with the PUSD related to additional aquatics programs and access
- Review the City’s concession policy to promote state nutrition guidelines
- Develop healthy lifestyle programs
- Address the need of an aging population by offering more gentle aerobics program options

Inclusion of All Populations

- Coordinate with Para-transit to offer subsidized transportation for Recreational Activities for the Developmentally Disabled (RADD) programming
- Expand inclusion programming to allow RADD participants for more “hands-on” job training classes
- Explore cooperative agreements with other Tri-Valley communities unable to provide programming for the developmentally disabled

Strengthen Outdoor Recreation Opportunities

- Review current usage and future usage possibilities for the Nature House
- Consider implementing a Strategic Plan study for enhanced programming at Alviso Adobe Community Park
- Develop a “Park Steward” Volunteer Program for environmental enhancements, clean-up, and coordinate with other volunteers within local parks

Cultural Arts and Community Events

- Provide greater access to arts programs by offering programs at venues closer to resident's homes
- Develop multi-cultural arts programs and activities that promote personal connections among participants

Aquatics

- Evaluate the opportunity to expand joint use of the Amador High School pool to be utilized as an advanced training center

Outreach and Partnerships to Serve Adults Age 50+

- Evaluate the opportunity to expand the current Senior Center to provide space for additional classes, computer lab, fitness center and other new programming
- Within existing programming, market to older adults with an emphasis on well-balanced fitness programs
- Evaluate the continuing operation of the Para-transit Downtown Route
- Provide more "inter-generational programming" to bring various age groups together

In addition to reviewing recreation programming opportunities, Section Three includes a subsection outlining recommendation regarding enhanced support services which could benefit recreation programming overall. This subsection focuses on coordinated fiscal and overall planning within the City, assuring a well-trained and stable Community Services work force, enhanced opportunities for volunteerism and marketing of City resources. Some of the most notable recommendations include:

- Increase cooperation with local services clubs for park maintenance
- Pursue additional public-private partnership to provide recreational programs
- Evaluate opportunities to transfer management of facilities and programming to specialty private sector firms
- Review potential for additional rented group picnic sites
- Continue park facility branding
- Promote social media marketing

Recreation Facility Recommendations

The facility assessment outlined in Section Two includes an analysis of existing conditions and future needs and suggests enhancements to better meet current and future facility and program needs. As an outcome of that process, Section Four outlines specific recommendations regarding enhancements/expansion of existing facilities, potential for new facilities to meet current and anticipated future needs and improved maintenance to address some deferred maintenance issues. In general, the recommendations for expanded and new facilities are based largely on community input which reflects an overall community interest in these facilities.

Consistent with the overall organization of the Master Plan, the recommendations and findings related to facilities are listed below:

Facility Changes to Meet Existing Demand

- One additional off-leash dog park at least two acres in size
- One additional skate park at least .5 acres in size
- One additional lighted synthetic turf multi-use sports field

Facility Changes/ Additions to Meet Anticipated Future Demand

- One additional off-leash dog park (for a total of two additional dog parks beyond the current inventory) at a yet to be determined site
- Consideration of community center preferably at the Bernal Community Park
- Six additional tennis courts with two constructed at the Pleasanton Tennis and Community Park, and the other at yet to be determined locations. Give consideration to enhanced cooperation with the PUSD regarding joint use of tennis courts and an option for meeting the future need
- One additional baseball field
- Emphasize opportunities for synthetic turf at new or existing facilities

Non-Facility Based Recommendations to Meet Current and Future Demand

- Consider revisions to the master City/PUSD joint use agreement to better utilize common opportunities for both
- Increase cooperation with local services clubs for park maintenance
- Pursue additional public-private partnership to provide recreational programs
- Develop plans to consolidate the Community Services Department in a single facility
- Emphasize opportunities for improved trail connectivity
- Encourage more onsite recreational facilities within new residential development

Park Facility Maintenance Items

- Improved irrigation systems to improve water conservation
- Parking lot paving improvements
- Resurfacing basketball courts, including those at Muirwood Community Park, Tawny, Del Prado Park, Nielsen Park and Meadows Park
- Improve trails signage at various trails including Main Street Green
- Add ADA compliant children play equipment including new equipment at Woodthrush Park
- Add benches and picnic tables at various parks including Oakhill Park
- Identify funds for improvements and upgrades to the locker room at Dolores Bengtson Aquatic Center
- Identification of funds to develop an on-going minor maintenance renovation program for actively used facilities that display deferred maintenance issues

Funding and Implementation Recommendations

Due to the overall scope of the improvements outlined in the Master Plan it does not include specific or overall cost estimates. However, Section Five identifies funding options which include traditional City sources such as development impact fees, the General Fund, grants and development agreements with private developers as well as alternative funding options including non-profit foundations, bonds, Certificates of Participation, user fees, corporate sponsorships, adopt a park programs, special assessment districts.

Ultimately, while the City has significant success with financing capital expansion and renovation, the recommendation in this Master Plan will require prioritization and an extended time frame to complete.

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Pleasanton



Parks and Recreation Master Plan

Section 1

Introduction

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1.0 INTRODUCTION

The Parks and Recreation Master Plan (Master Plan) is based on the guiding principle that parks, recreation facilities, programs, trails, and open space are important resources within the City of Pleasanton. Across the nation, organizations such as the California Park and Recreation Society¹ describe the many important ways recreation facilities and programming can help in creating healthy lifestyles and livable communities, including:

- Strengthen community image and sense of place
- Support economic development
- Strengthen safety and security
- Promote health and wellness
- Foster human development
- Increase cultural unity
- Protect environmental resources
- Facilitate community problem solving
- Provide recreational experiences

A park or a recreation facility means different things to different people. To some residents, parks are active sports fields; others have images of passive open spaces where one can walk, rest, and enjoy nature. Still others may envision parks as places for community gatherings and events. Indeed, parks and recreation facilities are used for all of these purposes and more. A diverse, vital recreation system is therefore necessary in sustaining Pleasanton's visionary course:

Pleasanton: "The City of Planned Progress"

Highlights:

- The Master Plan is an implementation tool providing strategies for addressing the General Plan's goals and policies
- The purpose of the Master Plan is to provide a realistic guide for the creative, orderly development and management of recreation facilities and programs for the City
- Demographic characteristics such as age, presence of children, ethnicity, and income have a relationship to recreation patterns and program needs
- In addition to the General Plan, there are a number of other existing documents and plans that relate to the Master Plan

1.1 Purpose of the Master Plan

The Pleasanton General Plan 2005-2025 (adopted in 2009) envisioned a future in harmony with the environment with an emphasis on economic opportunity, community health, welfare and sustainability.

Key questions discussed in this Master Plan include: What parks, recreational facilities, and programs does Pleasanton have? What role do parks, facilities, open space, trails and recreation programs have in the lives of residents? What types of parks, facilities, and programs does Pleasanton need and what are the most important priorities? What changes should be made to existing parks, facilities and programs? Where will new parks, facilities, and programs be placed and how will they be funded and maintained?

¹ California Parks and Recreation Society (CPRS) VIP Project: Creating Community in the 21st Century, www.cprs.org

The purpose of this Master Plan is to provide a realistic and visionary guide for the creative, orderly development and management of parks, recreation facilities and programs for the City, now and into the future. The Master Plan is an implementation tool of the General Plan, providing strategies for addressing the General Plan's vision, as well as goals and policies based on current analysis and community input.

Over the years, the City of Pleasanton has actively undertaken a variety of planning efforts pertaining to recreation and community services programs, individual park or facility Master Plans, Land Use studies, and Specific Plans. The Master Plan builds on many of these previous planning efforts and obtains new community input that has resulted in providing an up-to-date understanding of current and future recreation needs and opportunities specific to Pleasanton.

There is a strong connection between open space and recreation in Pleasanton. Natural open space is also strongly connected to community identity in many ways, including as reinforcement of the area's "El Alisal" or early days heritage. The City's General Plan addresses open space comprehensively, including open space for non-recreation purposes.

1.2 Approach and Document Organization

The Master Plan document is organized into the following sections:

Section Two: Recreation Facility Needs Assessment

This section summarizes the Master Plan's purpose and process. The current demographic composition of Pleasanton and implications for recreation trends is briefly outlined. A list of related documents that were reviewed as part of the Master Plan is identified.

Understanding the existing conditions in the community is an essential step in the Master Plan process. The Needs Assessment provides an inventory of the City's parks and recreation facilities as well as other recreation facilities open to the public and includes discussions of public school facilities, private recreation facilities, and a listing of other publicly-owned lands (opportunity sites) within and surrounding the City limits.

The Needs Assessment further provides a detailed assessment of the recreation facility needs of the Pleasanton community. Data from the community was obtained to develop an understanding of the demand for a variety of facilities. Both qualitative and quantitative information sources are discussed. The assessment utilizes the following needs identification tools:

Community Outreach: Information gathered from the community through a series of workshops, stakeholder interviews, workshop participant questionnaires, sports organization and community organization questionnaires.

Community-Wide Telephone Survey: The phone survey provides current, statistically valid information specific to Pleasanton that gives detailed information for the types of recreation facilities most often utilized by Pleasanton residents. A total of 300 randomly selected, geographically distributed households in the City of Pleasanton were interviewed.

Recreation Demand and Needs Analysis: An evaluation of selected current and future facility needs was developed using results from the telephone survey, sports organization survey, facility inventory, and relevant demographic projections.

Service Area Analysis: An evaluation of how parks and recreation facilities are distributed throughout residential areas in Pleasanton.

Acreage Analysis: An evaluation of parkland acreage needs in the City based on established standards and on identified need for specific recreation facilities such as sports fields or courts.

Trends and Implications Analysis: A review of current literature and studies on state and national, social and recreational trends and patterns, and discussion of potential impacts on recreation in the City of Pleasanton.

Program Needs Assessment: Evaluation of recreation program needs (Section Three) that generates facility needs.

Section Three: Recreation Programming Recommendations

Section Three provides an inventory of the City's recreation programs and services and a discussion of other recreation programs and services open to the public through private and non-profit providers. Using similar identification tools and prioritization processes, program needs are discussed and prioritized.

Section Four: Recreation Facility Recommendations

Section Four provides recommendations with respect to existing and proposed parks, unimproved parkland, and joint-use collaborative or partnering opportunities. Recommendations are intended to address the recreation facility and program needs identified in Sections Three and Four and are the result of existing inventory, analysis of demand, community input, and consideration of established goals and policies.

Section Five: Funding and Implementation Recommendations

Potential sources for funding capital needs are identified, and current funding strategies are discussed. Funding sources are identified to assist the City in implementing the proposed recommendations.

Appendices

The Appendices contains many of the full original reports (telephone survey, assessments of existing facilities and programs, emerging trends) summarized in the Master Plan.

1.3 Context

The Pleasanton General Plan 2005-2025 (adopted in 2009), established a vision for the City that is well on its way to fulfillment. The General Plan envisioned a future in harmony with the environment with an emphasis on the sustainability of economic opportunity, community health and welfare.

Today, Pleasanton is a unique City recognized for its open space, history and heritage, economic prosperity, very low crime rates, distinguished schools, self-described “small town character”, and outstanding recreation system. With approximately 4,000 more housing units projected over the next 12 years, the City is approaching “buildout” of its current limits and must prepare for the changes in growth that will be presented.

Physical Setting

Pleasanton is a picturesque community of approximately 70,200² persons located in central Alameda County along the Arroyo del Valle and Arroyo Mocho watercourses.

Within Pleasanton, several significant natural and man-made features help shape neighborhoods and provide both opportunities and constraints with respect to parks, recreation, circulation, and community life. These include:

- The Pleasanton Ridge, creating the western border
- Arroyo Mocho seasonal drainage creek
- Arroyo del Valle seasonal drainage creek
- Interstate Freeway 580 at the north border
- Historic Downtown
- Mineral quarry site and Livermore forming eastern border
- Steep open hills of unincorporated Alameda County to the south

Varied topography and open space provide many walking, hiking, and cycling opportunities and contribute strongly to community identity and is a reminder of Pleasanton’s heritage.

² State of California, Department of Finance estimate.

History³

The Amador Valley has a very interesting and rich cultural history that paints a picture of change over thousands of years and which includes Native American settlers, Mexican settlement, railroad expansion, farming, and land development.

Extensive preserved open space in and around Pleasanton is a reminder of the early days in the Valley. Not only are there areas of special historical significance, but the ridgelines, drainage courses, and view sheds recall the landscape as seen by Native Americans and early Euro-American visitors. There have been many significant events that have shaped the physical and economic evolution of the area⁴ including:

- Approximately 4,000 years ago the Amador Valley was part of a permanent settlement of native American Ohlone Indians
- In 1772 Spanish settlers established cattle pasture grazing lands out of much of the Valley and aggressively incorporated the Ohlone into the life of Mission San Jose founded in 1797 by Father Lausen
- Mexico won independence from Spain in 1821 and by 1830 most of the lands had been granted to loyal Mexican politicians, soldiers and supporters
- 1850 brought gold rush and Statehood to California, and Alisal (Pleasanton's name at the time) was on a main route to the gold fields, becoming important for mercantile activities
- "Rebecca of Sunnybrook Farm" was filmed locally and Hollywood discovered Pleasanton because of its historic and picturesque downtown and rural surroundings
- The town was originally named El Alisal, which is Spanish for The Sycamores
- Prosperity was consistent through the 1950's, 60's and 70's and the population grew dramatically. With good planning policies, growth continued in a positive, measured manner in the 80's and 90's.
- Aggressive park development and reinvestment in downtown vitality helped Pleasanton keep an excellent local economy and high quality of life, and has a very stable population and employment base, with cultural diversity and rich heritage

Fortunately, much evidence of this rich heritage remains in Pleasanton in the form of preserved historic buildings and structures, along with new traditionally inspired architecture and planning approaches.

Current Land Use⁴

The City of Pleasanton's General Plan Area includes both the incorporated City Limits and the Sphere of Influence. The total Planning Area is 48,000 acres (75 square miles), with the incorporated City limits totaling 14,300 acres (22.4 square miles) and the Sphere of Influence equating to 27,200 acres (42.2 square miles). As shown on the General Plan Land Use Map, Exhibit 1.3-1 on page 1-7, the Pleasanton Plan Area is diverse, ranging from the historic downtown in the core of the City, to subdivision tract development surrounding, with riparian corridors, surrounding low density residential areas surrounding and a large business park and regional shopping mall to the north.

³<http://www.ci.pleasanton.ca.us/community/pleasanton/pleasanton-history.html>

⁴ Pleasanton General Plan 2005-2025

Summary of Demographic Context

Understanding the demographic context of Pleasanton is an important component of recreation facility and program planning. Demographic characteristics such as age, presence of children, ethnicity, and income have been demonstrated in past research to have a relationship to recreation patterns and program needs. For these reasons, an overview of changes and emerging trends of the resident population is important as the community plans its preferred future.

The varying rates of participation in recreation activities by demographic segments of the population are taken into account when preparing the demand and needs projections. Pleasanton has an above average proportion of population under 18 years of age which is reflected in the relatively large proportion of households with children. This together with an above average homeownership rate, high home values, rents, and income levels is indicative of an active community and defines the demand profile for the various types of City recreation facilities.

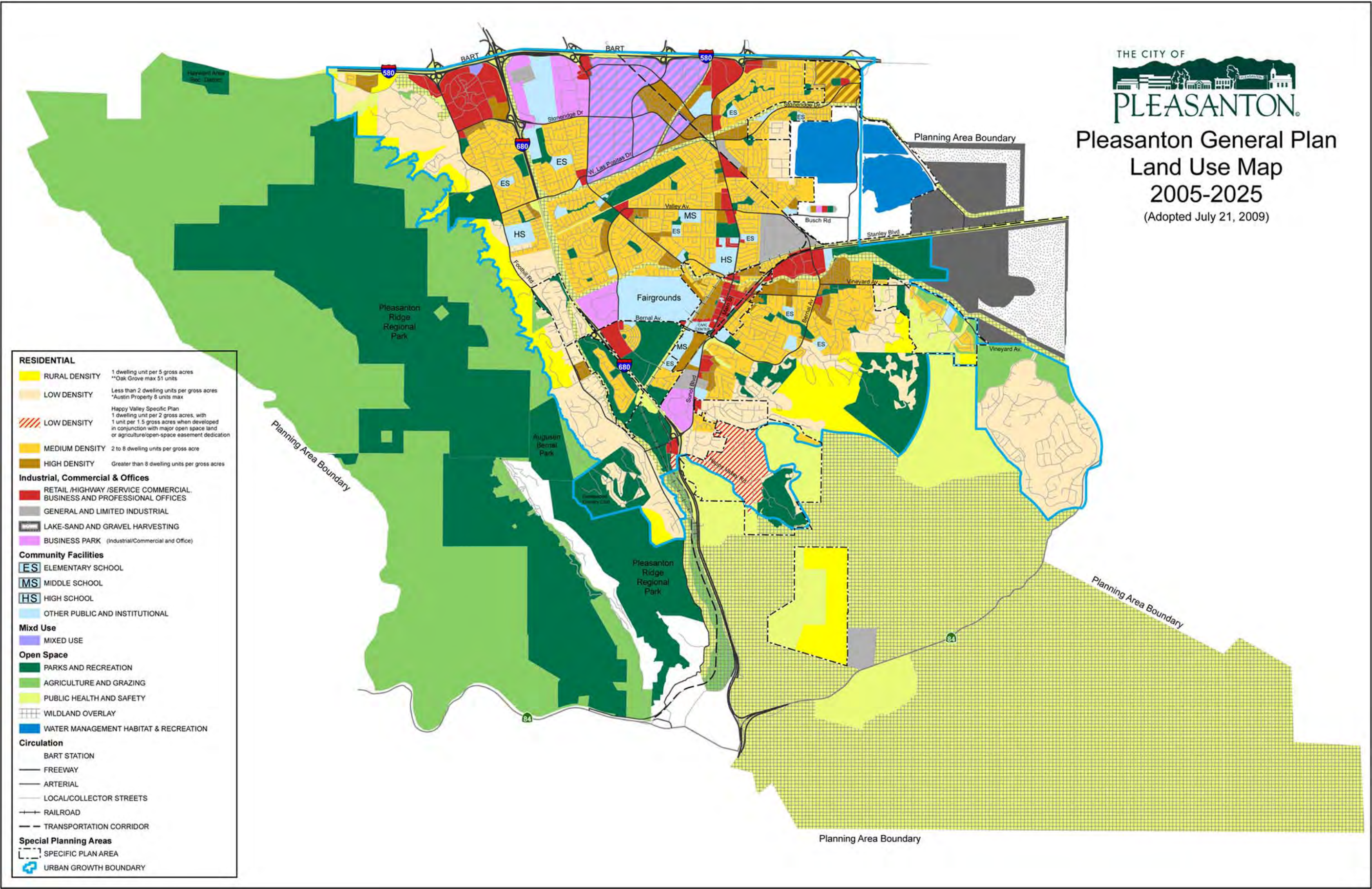
The City of Pleasanton experienced rapid growth of 36%⁵ between 1990 and 2000. Growth slowed to 10% between 2000 and 2010. Overall, Pleasanton has experienced an increase of over 66,082 residents since 1960. Due to the economic downturn of 2007-2009 and the resulting slow rate of recovery, Pleasanton's growth rate is anticipated to continue at a very modest annual average rate of 1.4% (by an additional 10,620 residents) until the time General Plan buildout is reached sometime after 2025.

It is expected that Pleasanton will experience a continued increase in ethnic diversity. In 2000, the Asian population of Pleasanton was 11.8% of the total population and the Hispanic 7.9%. In just 10 years those percentages have increased to 25.9% for the Asian population and 10.3% for the Hispanic population.

Household sizes should remain stable and the percentage of children under 18 years of age could decline somewhat. Along with U.S. demographic trends, the percentage of Pleasanton residents aged 55 and older increased from 16.4% of the total population in 2000 to 22.8% in 2010, and is expected to increase further in the coming years. Pleasanton household income levels are well above average at \$110,935 and are expected to remain so in the future.

Pleasanton is known for being an employment center, which makes it a good medium-sized City in which to live, work and play. The percentage of Pleasanton workers who live and work in town⁵ is 31.8%, which is higher than neighboring cities (for example Livermore is 27.2%, San Ramon 26.5%, Dublin 5%, Danville 19%). At the same time the average worker commute is higher than its neighbors, at 33.3 minutes per commute (ranking 35th on the worst 100 Cities commutes list). This means that workers seeking recreation opportunities during the work day are higher than average, but because there are many people with long commutes, this statistic has an impact on both the hours available for recreation use as well as the times of the day those hours are available (before and after work and weekends).

⁵ <http://www.city-data.com/city/Pleasanton-California.html>



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Trends and Implications Analysis

A recreational trends analysis was conducted for the City of Pleasanton, wherein research was conducted on state and national social and recreational trends and patterns that may have the potential to impact the City. These overall trends provide valuable context within which specific Pleasanton needs should be considered. Findings include:

- Growing ethnic and cultural diversity will result in different recreation preferences. Events and programs in public facilities can help build a strong community
- The number of retirement-eligible Americans is increasing at record rates, causing higher recreation participation rates compared to previous senior groups, resulting in different recreation use patterns and facility expectations. Intergenerational facilities and activities will be increasingly more important in future years
- Recreation will continue to be a way for growing communities to address issues related to youth social development and community connectedness
- Recreation facilities and program offerings can continue to play an important role in embracing technology for youth, boomers, and older adults
- Outdoor recreation will continue to play an important role in Pleasanton residents' enjoyment of activities. City and nearby recreation facilities represent significant opportunity to address outdoor recreation needs
- Fitness and obesity are increasingly important issues that should continue to be addressed by facility and program offerings
- Scarcity of time is a factor in evaluating effectiveness of program and facility offerings
- An interest in the arts remains very high in the city generally and can be addressed in facilities and in programming
- A growing body of research suggests that access to and understanding of the natural world, especially for children, improves physical and psychological health

Philosophy of Recreation in Pleasanton

The Pleasanton Community Services Department strives to enhance the community's quality of life, well-being, and economy by providing high quality program opportunities that encourage healthy lifestyles and celebrate the community's diversity. With a focus on customer service and innovation, the department, along with its community partners, is responsible to manage and operate the City's parks, recreation facilities, and activities in a manner that satisfies the recreation, social, and cultural needs of the Pleasanton community.

1.4 Relationship to Other Documents

As described previously, the Master Plan is drawn directly from the comprehensive set of objectives and policies within the approved General Plan. In addition to the General Plan, there are a number of other existing documents and plans that relate to the Master Plan and influence its direction. Each of these documents and plans are briefly discussed below, along with a description of its relationship to the Master Plan.

Pleasanton General Plan 2005-2025

Each City in California is required by State law to adopt a comprehensive, long-term General Plan for its own physical development. The General Plan consists of mandatory and discretionary elements including land use, housing, circulation, conservation and open space, safety, noise, air quality, and economic development. California State law requires that the day-to-day decisions of a City should follow logically from, and be consistent with, the General Plan. The Pleasanton Parks and Recreation Master Plan is a planning tool that provides a coordinated program of recreational facility development and management carrying out the goals and policies of the General Plan. The primary park and recreation goal, from which numerous General Plan objectives and policies are derived, is to:

“Provide sufficient public facilities and community programs to efficiently serve existing and future development while preserving and enhancing the quality of life for existing and future residents.”

The current adopted version of the Pleasanton General Plan was created in 2005 and adopted in 2009.

Pedestrian, Bicycle, and Trails Master Plans

In 1993, the City published a Comprehensive Trails Master Plan that describes and maps many miles of multi-use trails within the City. The plan was updated in April 2002 to revise priorities on six trail segments and designate a trails ad-hoc committee as a permanent subcommittee of the Parks and Recreation Commission. On the map, trails are shown in relation to existing park and recreation facilities and schools. In 2010, the City Council approved a comprehensive Pedestrian and Bicycle Master Plan, which focused on trails that connect regional transportation opportunities to recreation networks.

Pleasanton Youth Master Plan

In 2010, the City of Pleasanton collaborated with the Pleasanton Unified School District to work with the Youth Master Plan Implementation Committee to create a Youth Master Plan, an update to the original 2001 Youth Master Plan. The plan provided an analysis of existing conditions and direction for more specific and targeted youth services. Findings included the following statistics and quotes:

- Academics are the biggest cause of stress for high school students (82%), and the future is second highest cause of stress (54%)
- Feeling that lack of transportation keeps youth from doing what they want to do (48%)
- Children and youth experience limited opportunities for play. Many youth believe “there is nothing to do” in Pleasanton outside of programmed sports and activities. The community has limited gathering spaces for youth, whether they are publicly or privately owned.

Specific Plans

According to the City’s Land Use Element, Specific Plans have been widely utilized in Pleasanton to establish development parameters for large land areas. Specific plans may include open space and/or recreation elements that will play a recreation role in the City.

- **Downtown Specific Plan**

Originally adopted in 1989, this plan serves as the primary regulatory guide for preserving and enhancing the Downtown Pleasanton area. Land use planning, circulation network, standards for development, environmental measures and implementation requirements are all comprehensively guided through the plan. This document was updated in 2002. Then in 2006, the Design Guidelines document was updated, and the Downtown Hospitality Guidelines document was just completed in November 2012.

- **Stoneridge Drive Specific Plan / Staples Ranch**

The proposed development of the 124 acre Staples Ranch property, located at the southwest corner of the I-580 and El Charro Road, includes approximately 37 acres of service commercial/light industrial uses, a 45 acre senior continuing care community with a health center, an 11 acre commercial / retail development, a 17 acre community park, and a 5 acre neighborhood park that includes a storm water detention basin.

- **Bernal Property Phase II Specific Plan**

This document provides planning direction for the 318 acres of public land of the greater 516 acre Bernal Property. Phase I included mixed density housing, commercial/office, a “village common” park, a neighborhood park, while Phase II includes completion of a 30 to 50-acre community park, a fire station, elementary school, storm water detention basins, roads, a neighborhood/special use park and trails.

The plan area is located just west of downtown Pleasanton south of Bernal Avenue on both sides of Interstate 680 and north of the Alameda County Transportation Corridor as well as the Castlewood County Club Golf Course.

- **East Pleasanton Specific Plan**

The East Pleasanton Specific Plan is currently in progress and will create a land use and development plan for approximately 1,000 acres of land east of Valley Avenue and Busch Road and north of Stanley Boulevard. Existing land uses within the Plan Area consist of former sand and gravel extraction activities, 3 former quarry lakes, the Pleasanton Garbage Service Transfer Station and Recycling Center, the City’s Operations Service Center, other minor uses and vacant land.

- **Happy Valley Specific Plan**

Approved in 1998, the 860-acre Happy Valley Specific Plan on the south central edge of Pleasanton provided a semi-rural low and medium density single family residential development with strong trail connectivity. Important aspects of the land use plan included a 165 acre municipal golf course and 376 acres for agricultural/open space.

- **North Sycamore Specific Plan**

The North Sycamore Specific Plan provided development guidelines and uses for 135 acres of land adjacent to and formerly part of the Happy Valley Specific Plan area, north of Sycamore Road.

- **Vineyard Avenue Specific Plan**

This project of 364 acres was approved in 1999 and provided a mixture of single-family homes, vineyards, open space, a community park, elementary school and wine country related uses on the east side of Pleasanton.

The Land Use Element illustrates the location and currently approved build-out for each specific plan. The specific plan is an implementing tool of the General Plan that establishes site-specific development regulations. All specific plans must conform to the General Plan, as they are essentially zoning documents for their respective land areas. Each specific plan indicates public services (parks, open space and trails as well as community character elements). The future parks in each of these specific plans will be addressed in the Recommendations section of this Master Plan.

Pleasanton Downtown Public Art Master Plan

In 2007, the City commissioned a study and process to facilitate and continue the use of public spaces for displaying works of art to inspire creativity and community cohesiveness. The Civic Arts Commission established goals, objectives and implementation strategy for the placement and budgeting of public artworks in numerous sites around the City. Many of the projects have either been completed or in the category of art programs, are currently in progress. As voiced by workshop participants in this Parks and Recreation Master Plan process, visual arts programs in Pleasanton are treasured and highly prioritized.

Cultural Plan Update

This planning effort is currently under way and will be completed within the next few months. Residents of the City have expressed a high priority for performing and cultural arts programs in the City at public workshops held during the Parks and Recreation Master Plan input process. The results are contained in the Community Outreach portion of Section Three of this report.

Eastern Alameda County Human Services Needs Assessment: Findings Report

Approved in 2011, this effort provided a comprehensive study of census data, public input and community-driven needs assessment for the Tri-Valley cities of Dublin, Livermore and Pleasanton. The report provides insight into demographic and economic trends and changes that affect agencies that provide human services and fulfill their mission to provide for higher quality of living for all citizens they serve. Issues addressed included transportation, health care, housing, access to services, youth services, groups with disabilities, seniors and others.

Civic Center and Library Master Plans

This planning effort has been ongoing since the General Plan process of 2005, and has been updated in 2006, 2007 and 2009. The planning effort gauges the community's needs for expanding or rebuilding the Library and Civic Center to better serve the needs for the community that has grown steadily over the past few decades. Civic Center and Library Master Plans have yet to be approved by the City.

Pleasanton



Parks and Recreation Master Plan

Section 2

Recreation Facility Needs Assessment

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2.0 RECREATION FACILITY NEEDS ASSESSMENT

This portion of the Master Plan provides an overview of existing parks, recreation facilities and opportunity areas in and around Pleasanton. An understanding of existing resources is essential prior to beginning the needs evaluation process.

A diverse combination of recreation buildings, community parks, neighborhood parks, special use facilities, trails, joint-use school facilities, and nearby regional parks and open space provide opportunities for a myriad of community and personal activities for recreation, education, health, and cultural enrichment.

2.1 Park Definition

For purposes of this Master Plan report, a multi-purpose definition of “park” is desirable that relates to the needs analysis tools used in this section:

Public Park or Parkland

The synonymous terms “public park” and “parkland” are defined as outdoor areas owned by a public entity generally available for public passive and/or active recreation usage and containing access or recreation improvements. Parks are usually located in a Parks and Recreation (P & R) Zone as identified in the City's Zoning Map.

Areas not generally considered as "parkland" include: street medians; natural preserved or conserved open space areas without public access; unimproved land zoned for uses other than recreation; and flood zones. This Master Plan report will use the term “park” and “recreation facility” interchangeably and the terms refer to all City park types described in the next section.

Highlights

- The City has added over 60 park sites since incorporation in 1894
- This Master Plan recommends the addition of five new park types: Downtown Park, Recreation Area, Natural Area/Greenbelt, Linear Park, and Special Use Facility in addition to existing classifications of Neighborhood and Community Parks
- The City has 371 acres of developed parkland located in 42 park sites
- There are six (6) joint-use school campus facilities
- The City operates over 23 miles of trails over 300 acres of scenic open space park land
- There are three (3) new opportunity sites for new parks and recreation facilities

2.2 City Park Types

Parks can be classified by type based primarily on their size, function and character. The classification of parks is important in understanding city-wide acreage needs and in determining what type of parks are needed in the future. This Master Plan utilizes the following categories:

Downtown Park (*acreage varies*)

These are typically smaller developed sites located in Pleasanton’s core downtown area. These areas provide a landscaped respite from busy downtown streets and often offer places to sit and space for performers and vendors. Downtown Parks generally serve three categories:

- Downtown destination parks which are signature parks of interest to the broad community
- Downtown parks where neighborhood involvement in activities and programming is most appropriate

- Small public spaces or beauty spots which are small islands within the urban environment and present opportunities to enhance the City’s character and identity

Neighborhood Parks (*up to 10 acres of parkland*)

Neighborhood Parks are intended to serve City residents who live in close proximity; however they also contribute to the overall park system available to the entire community. Ideally, everyone in the City would live within convenient walking distance (typically one-half mile) of a Neighborhood Park. This is defined as the “service radius” or “service area” of a neighborhood park.

Neighborhood Parks should address daily recreation needs of the surrounding neighborhood; features of neighborhood parks might include playgrounds, multi-purpose open turf areas, practice sports fields, picnic tables and/or picnic shelters, walking paths, attractive landscaping, and recreation features such as basketball courts. A size of five (5) acres or more is considered appropriate to serve a neighborhood of approximately 1,000 residents within its service area.

Community Parks (*10 acres or more*)

Community Parks can provide a broad range of both passive and active recreational opportunities, but their primary purpose is to provide active recreational opportunities for use by a larger segment of the population than neighborhood parks. Community Parks are generally considered to serve several neighborhoods within a two-mile radius. If a Community Park is located within a residential area it can also serve a Neighborhood Park function and, therefore, is included in the service area analysis for Neighborhood Parks. Recreation buildings or centers are important features in some Community Parks. These are building facilities that may contain features such as gymnasiums, multi-purpose rooms, classrooms, and offices for recreation staff. Other facilities often found at Community Parks might include sports fields, sports courts, amphitheaters, and group picnic areas. Large special events such as concerts and festivals might also be held in larger Community Parks.

Recreation Area (*no acreage minimum*)

This park type will supplement Neighborhood and Community Parks, serving broader citywide recreation needs. Recreation Areas contain various assets, often for active recreation, and are programmed accordingly. Many also have designated natural areas. Restroom facilities and off-street parking are generally provided for users. Geographic range of users is citywide.

Natural Area/Greenbelt

Natural Areas/Greenbelts are established for the protection and stewardship of wildlife, habitat, and other natural systems support functions. Some natural areas are accessible for low-impact use. Minimal infrastructure may include access and signage, where it will not adversely impact habitat or natural systems functions. Larger natural areas may have small sections developed to serve a Community Park function.

For the purposes of defining this park type, “natural” refers to vegetation and land forms indigenous to the area; turf, irrigated manufactured slopes, detention basins, weedy disturbed areas, and areas landscaped with ornamental vegetation would be considered part of the developed portion of a Natural Area/Greenbelt.

Natural Area/Greenbelt is a new category of park facility that was previously included under Neighborhood Park or Community Park.

Linear Park

Green streets and trails are linear parks that typically serve as an aesthetically-pleasing transportation corridor. Linear parks often provide safe pedestrian routes as well as recreation opportunities. Desired assets include improved paths, bicycle trails, lighting and landscaping. Optional assets may include benches, play area, viewpoint, public gathering space and flat grassy area for informal activity.

Special Use Facilities

Special Use Facilities generally possess a unique character or function focused on a single type of activity. An equestrian facility, golf course, BMX course, museum, vista points, or community buildings (without an associated park) might be considered Special Use Facilities. These parks may serve a second or third use such as trails, but the primary use is prioritized with regard to design, maintenance and funding decisions. Special Use Facilities aren't usually included in the service area analysis for Neighborhood Parks.

2.3 Existing City Recreation Facilities

Unique and diverse recreational opportunities are available throughout Pleasanton in City facilities. One can find natural open spaces, trails, community buildings, streams, sports courts and fields, horseshoe pits, swimming pools, passive areas, playgrounds, a trail staging area, a skate park, and much more. As a City that has grown steadily over the past few decades, newer areas of Pleasanton have benefited from planning efforts that reflect relatively current thinking about neighborhood identity and local neighborhood parks. This has led to an effective system of diverse parks, strongly associated with adjacent residential areas and important to overall community identity. This is one of the many strengths of the community, although some Neighborhood Park gaps remain in a few areas. Additional Neighborhood Parks are planned as part of future residential areas. Another strength of the park system is the Natural Area/Greenbelt Parks and Trails that take advantage of Open Space and Natural Areas of the community.

More than 618 acres of public parkland and nature parks are found in the sixty-six (66) City recreation sites, not including joint-use school facilities.

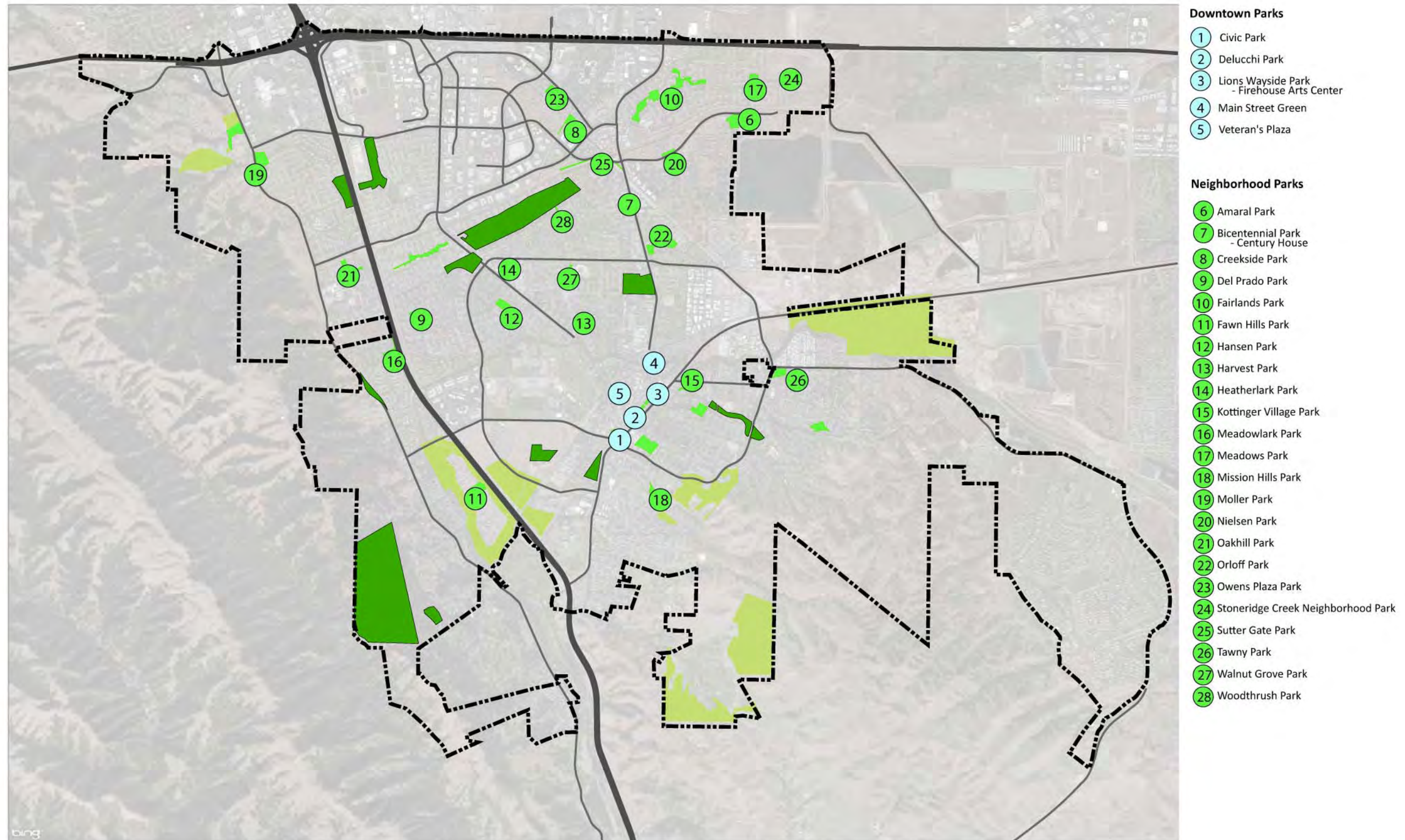
It is worthwhile noting items of special interest:

- Fourteen (14) parks have trails or trail connections to open space areas
- Sports and Recreation Community Park is the most used park in the City as reported by the highest number of households (27%) polled in a community-wide telephone survey
- The vast majority (98%) of residents are very satisfied or somewhat satisfied with maintenance of existing recreation facilities and programs in Pleasanton
- The City hosts major community events at Delucchi/Lions-Wayside Parks
- Trails in Augustin Bernal Park connect Pleasanton park users to the vast East Bay Regional Park District property known as the Pleasanton Ridge Regional Park

Exhibit 2.3-1 is a map showing the location of each existing Neighborhood or Downtown Park and Exhibit 2.3-2 illustrates the locations of all other Park types. Exhibit 2.3-3 is a matrix that describes size and features of existing public parks and recreation facilities within the City of Pleasanton.

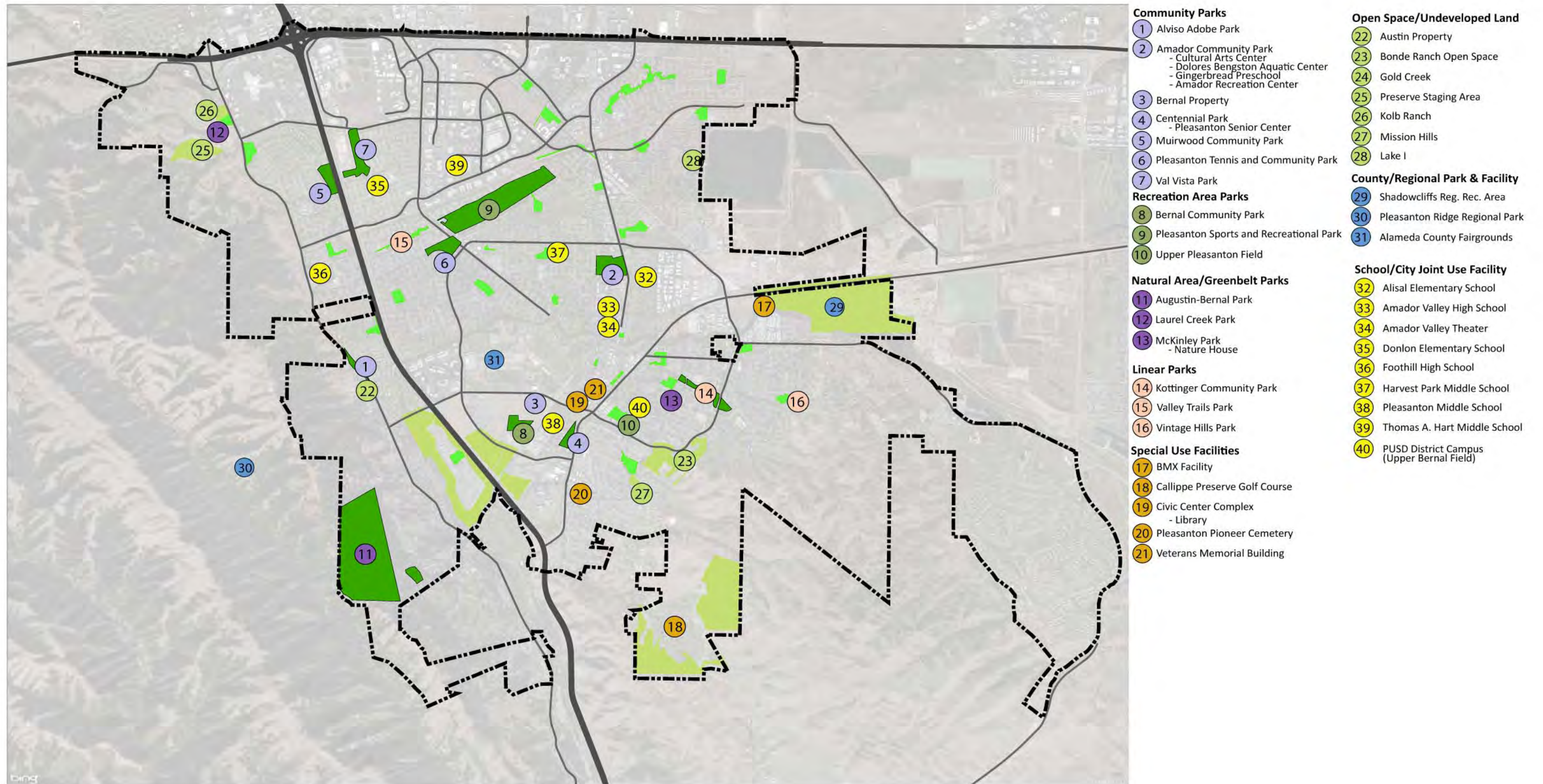
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Exhibit 2.3-1 Existing Downtown and Neighborhood Parks



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Exhibit 2.3-2 Existing Community Parks, Recreation Area Parks, Natural Areas/Greenbelts, Linear Parks, Special Use Facilities, Open Spaces, Regional Parks and Joint-Use Parks



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Exhibit 2.3-3: Current Recreation Facility Inventory

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2.4 Joint-Use School Facilities

In almost every Pleasanton neighborhood, school facilities play an important role in family life and routine. In a sense, they are civic gathering places and important resources in the community. The City has established Joint-use Agreements with the School District that allows the City to utilize school campuses, and in return allows the School District to use the City's facilities. Within the Pleasanton Unified School District, there are five (5) public school campuses where joint-use school facilities are found. Many campuses have outdoor play areas and sports fields that are used by the City, by sports and community organizations, and by Pleasanton residents. Locations and names are identified on Exhibit 2.4-1.

Some current examples of joint-use via City co-sponsored programs, community organizations and sports organizations include:

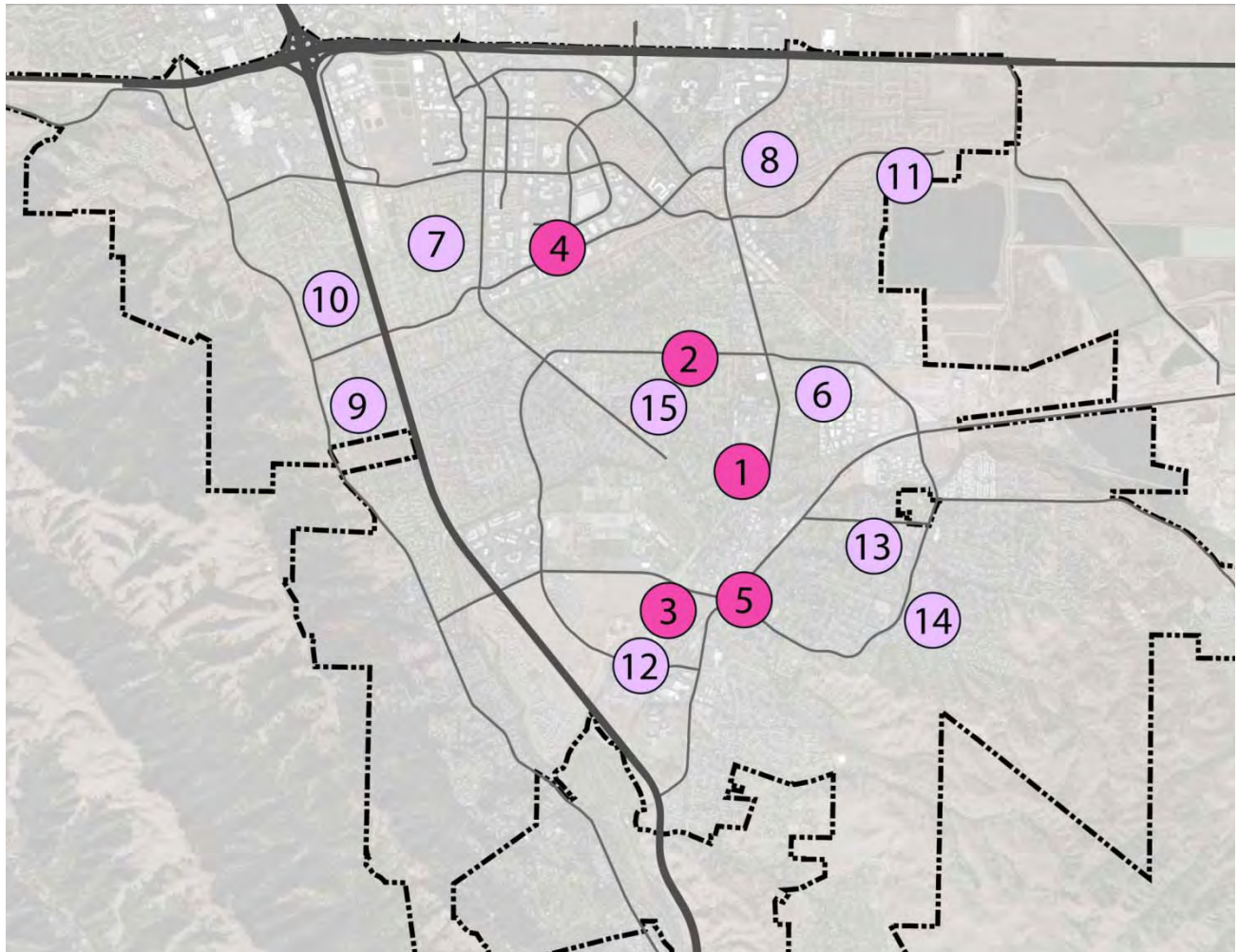
- The City shared in the cost for building additional gymnasium space at all three middle schools so that the school district would have additional use during school hours and the City would have access after school hours
- Through the City, youth sports organizations utilize the fields at Alisal and Donlon Elementary Schools, Harvest Park, Pleasanton and Hart Middle Schools
- The City pays for maintenance and operations of the Amador Theater, which is located on the campus of Amador High School and used jointly
- All school use for co-sponsored organizations is coordinated by the City

Joint-Use Agreements between the City and School District describe general responsibilities and benefits of each party regarding the use of both City and district facilities. The Agreement and State law allow the School District and the City to cooperate with each other for the purposes of improving facilities and for organizing, promoting, and conducting recreation and education programs for children and adults. Currently, the City and the District are each responsible for the regular maintenance and repair of their respective properties and facilities, except as otherwise noted with Amador Theater.

Joint-Use Agreements between the School District and the City are recommended to be reviewed and renegotiated as part of this Master Plan to further ascertain the possibility of expanding the utilization of District facilities by the general public during non-school hours. This could include the Amador High School swimming pool, football field, and tennis courts. Usually such agreements have a duration of five or more years that can be automatically renewed on an annual basis unless sooner terminated by either party. The purpose of the agreements is to cooperate in coordinating programs and activities between the City and the School District. This agreement is authorized pursuant to Education Code section 10905, to promote the health and general welfare of the community and contribute to the attainment of the general recreational objectives for children and adults within the community. Neither party shall generate revenue from using each other's sites. If a program or activity is revenue generating the normal site fees shall apply. Each party shall have first priority for use of their sites giving second priority to each other.

Although sports games are played at some campuses, school facilities are especially important in providing fields for sports practice. Facilities that are scheduled for games are included in the recreation demand and needs analysis.

Figure 2.4.1 Existing Joint Use Facility Map



Schools (Joint-Use Facilities)

- 1 Amador Valley High School
- 2 Harvest Park Middle School
- 3 Pleasanton Middle School
- 4 Thomas A. Hart Middle School
- 5 PUSD/Village HS/Horizon HS

**Schools (available for public use
but without Joint-Use Agreements)**

- 6 Alisal Elementary School
- 7 Donlon Elementary School
- 8 Fairland School
- 9 Foothill High School
- 10 Lydixsen School
- 11 Mohr School
- 12 Phoebe Hearst Elementary School
- 13 Valley View School
- 14 Vintage Hills School
- 15 Walnut Grove School

2.5 Parks and Recreation Facilities Located In or Adjacent to the City

Significant recreational amenities exist in the communities immediately adjacent or nearby the City of Pleasanton, offering a diverse set of recreational opportunities. While Pleasanton residents may use them, they are not included in the demand and needs analysis. They include:

- Pleasanton Ridge Regional Park (East Bay Regional Park District [referred to as EBRPD]) to the west
- Shadow Cliffs Regional Recreation Area (EBRPD) to the east
- Alameda County Fairgrounds
- Zone 7 waterways utilized for trails

Pleasanton Ridge Regional Park is a stunning oak mountain environment of 5,271 acres that overlooks Pleasanton at the peak of 1,600 feet of elevation. EBRPD is currently in the final stages of property acquisition that will add 4,000+/- acres to the park. The park accommodates walking, hiking, equestrians, bicycling and naturalist activities. The main staging area is off Foothill Road, at the south end of the property to City residents and to non-residents with a permit. There is a portable restroom at the EBRPD Foothills staging area, as well as a drinking fountain and a picnic table. The trails in the park are all compacted earth and suitable for wheelchairs.

Shadow Cliffs Regional Recreation Area is a mile from downtown Pleasanton on Stanley Boulevard on the east side of town and within the City limits. This park was formerly a gravel quarry, and was donated to the East Bay Regional Park District in 1970. The park is 266 acres and includes a popular swimming and fishing lake of 80 acres. Minor arroyo lakes and ponds are off-limits for swimming and boating, but make for a nice shady hike or picnic. Trout and catfish are regularly planted in the main lake and bluegill and black bass also can be caught during fishing derbies that are held annually. No boats over 17 feet or with gasoline engines are allowed with the arroyo areas off limits to both swimming and boating. Reservable picnic areas are available, fee-based parking and concessions and lifeguards are on duty only during summer months. Swimming areas are open at swimmer's risk throughout the year. The bathhouse and concession stand is open on weekends in spring and fall and daily all summer.

The Alameda County Fairgrounds is a 270-acre site that has held the annual Alameda County Fair since 1912, as well as other community events and trade shows. Dating back to 1858, the oldest one-mile horse racing track in the United States is in the fairgrounds, as well as a 3,000 seat amphitheater, a 9-hole executive golf course and a model train exhibit. The American Scottish Highland Gathering and Games is held annually in the fairgrounds.

Zone 7 Water District (a short name for the Alameda County Flood Control and Water Conservation District) provides flood control and water resources to the cities of Pleasanton, Livermore, and Dublin San Ramon Services District. It also sells untreated water directly to agricultural and other customers. The District controls the Arroyo Mocho and Arroyo Valle that flow through Pleasanton and allows the public to access the properties through cooperative agreements. Pedestrian trails that follow portions of each of the arroyos are maintained by the City, as well as some landscape areas where the arroyos run through or adjacent to park sites.

2.6 Private and Commercial Recreation Facilities

Non-public facilities play a large role in meeting the recreational needs of the residents of Pleasanton. The array of programs and facilities they provide is substantial. Some programs are offered through the City, others are not. There is a very limited network of private facilities within the City, made up of businesses, churches, clubs, private schools, Homeowner Associations, organizations, and golf courses.

This Master Plan does not provide a detailed inventory of private and commercial facilities since the City neither owns, operates, nor maintains them. These recreation resources are therefore not credited toward satisfaction of the City's acreage or facility goals for public parks. However, as they do fill a recreation role, these facilities may individually be able to address certain specific identified needs in the City of Pleasanton.

Commercial Recreation Facilities

Several commercial operations provide recreational, sports, or exercise opportunities in and around Pleasanton. These resources are not credited toward the City's acreage or facility quantity goals.

- Castlewood Country Club (private 36-hole golf course, clubhouse, tennis and swimming pool)
- ClubSport Athletic Club (private fitness facility, indoor tennis courts, swimming pool and gymnasium)
- Ruby Hill Golf Club (private 18-hole golf course, swimming pool, tennis and bocce club)
- Homeowner Associations (HOA's) and Private Clubs (private swimming pools and recreational facilities)

2.7 Opportunity Sites

Throughout this Master Plan process numerous sites have been evaluated for the potential to provide recreational opportunities in the community. Several "opportunity sites" are currently planned as developer-built parks. Many are unplanned vacant park sites, and some are currently utilized for other purposes but may become available for recreational use in the future.

There are two (2) categories of opportunity sites indicated:

- **Planned (Designed and Not Designed):** These sites are planned to be parks and have been designed but not yet built, or they are planned but a facility design has not yet been approved
- **Unplanned:** These sites are potential public recreation facilities that would require negotiation, dedication, or planning revisions to secure their use as parks

Exhibit 2.7-1 Opportunity Sites Inventory

Planned Park Sites	Size	Planned	Unplanned
Bernal Property	318 ac	X	
Staples Ranch Community Park	17 ac	X	
East Pleasanton Specific Plan	TBD		X

2.8 Recreation Facility Needs Assessment

The purpose of the recreation facility needs assessment process is to identify the current and future recreation facility needs within Pleasanton, to identify recreation demand that is unmet, and to suggest the relative priority of each identified need. Needs were identified and prioritized by engaging the community in a series of community outreach forums and other needs identification tools listed below. The process involved gathering both qualitative input (workshops, sports and community organization questionnaires, and interviews) and quantitative input (telephone survey, facility demand analysis). Qualitative input is the voice of the community and quantitative input is statistically valid information. Using only qualitative feedback as a basis for the number, type, and location of recreation facilities ignores the fact that such feedback may not be representative of the entire community and also may not quantify facility needs beyond “more”. Each needs identification tool and each bit of information gathered is a piece of the recreation puzzle leading to a more thorough understanding of the community. All of the pieces, taken together, provide an overall picture of recreation facility needs specific to Pleasanton now and in the future.

The following methods and processes (needs identification tools) were utilized in the facility needs assessment

- A total of ten (10) different needs identification tools were used to identify the City’s recreation facility and program needs
- Community outreach included three (3) public workshops, eight Steering Committee meetings and a community-wide telephone survey
- Twenty (20) organized sports groups completed questionnaires regarding usage and needs
- Twenty-one (21) community organization groups completed questionnaires regarding program and facility utilization
- The City currently has a slight surplus of athletic fields when School District facilities are included in the inventory, and a slight deficit in baseball fields, bike paths, swimming

2.8.1 Community Outreach

The community outreach portion of the Needs Assessment provided a number of opportunities to obtain perspective from residents, users of facilities and programs, and providers of facilities and programs.

Another needs identification tool included in the community outreach effort, the Citywide Telephone Survey, is discussed separately in Section 2.8.2. The information received from each of these sources has been included in the overall prioritization of needs and recommendations. A brief summary of each community input is provided below, and the complete summary is included in the Appendix document.

The entire Master Plan process had been guided by an appointed Steering Committee composed of City leaders, business people, community activists, and representatives of Pleasanton's community groups and the Parks and Recreation Commission. The Steering Committee met monthly to preview materials, provide guidance to the staff and consultant team and to review products and reports. A total of ten meetings were held, starting in October 2012 through the final stage of production of this report, representing a significant investment in time and energy to support the creation of this Master Plan.

Community Workshop #1 – Community Characteristics and Issues

The first community workshop was held on Monday, October 22, 2012. Forty (40) residents attended the workshop. The purpose of Workshop #1 was to identify what the residents of Pleasanton like about the City's character, parks and recreation programs, and identify what could be improved.

According to the workshop participants, the most important community characteristics are (in order of importance):

1. Small town – sense of community
2. Safe
3. Schools
4. Parks, programs and facilities
5. Well maintained

The most important issues that the workshop participants felt impacted Pleasanton's community characteristics are (in order of importance):

1. Growth
2. Lack of funding
3. Changing demographics
4. Lack of lighted sport fields
5. Lack of all-weather sport fields

When asked what role parks, recreation and community services play in addressing the issues and supporting the community characteristics, they agreed to the following priority list (in order of priority):

1. Partnerships
2. Cost Benefit
3. Evaluate changing needs
4. Affordability of programs

Workshop Participant Questionnaire

During the community workshops, participants were asked to complete a questionnaire soliciting their input on parks and recreation. There were a total of forty-five (45) completed questionnaires from all the public meetings.

Community Workshop #2 – Sports and Community Facilities

The second community workshop was held on Monday, December 10, 2012. Eighty-Five (85) sports and community group representatives and residents attended this workshop. This workshop identified the most and least favorite facilities in Pleasanton, the most important facility needs, and helped to identify opportunities to address those needs.

According to the workshop participants, the most favorite parks and/or recreation facilities in Pleasanton are (in order of preference):

1. Dolores Bengtson Aquatic Center
2. Sports and Recreation Community Park
3. Augustin Bernal Park
4. Firehouse Arts Center
5. Tennis Center
6. Delucchi/Lions-Wayside Parks
7. Veterans Memorial Building
8. Val Vista Community Park
9. Amador Valley Community Park

According to the same workshop participants, the least favorite parks and/or recreation facilities in Pleasanton are (in order of least favorite, 1= least favorite):

1. Upper Pleasanton Field– access/parking/lack of restrooms
2. Middle school field maintenance
3. Trail system – linkages
4. Delucchi/Lions-Wayside Park(s) – creek/drainage/bandstand/access/
1st street/layout
5. Val Vista Community Park – smell and needs artificial turf
6. Bernal Community Park – unfinished acreage
7. Dolores Bengtson Aquatic Center – not enough lanes, parking, pathway lighting
8. McKinley Park – run down, used to store mulch
9. Alviso Adobe Community Park – underutilized/programmed
10. Augustin Bernal Park—lack of parking

The top park and/or recreation facility needs in Pleasanton are (in order of priority):

1. All-weather fields
2. Swim facility – away from current site
3. Trail improvements/bike lanes/linkages
4. Pool upgrades
5. Dog parks
6. Restrooms at parks

Some opportunities to meet current and future parks and/or recreation facility needs are (in order of greatest opportunity):

1. Cooperative agreements/partnerships/JUA's
2. Corporate sponsorships
3. Restructure tax/bond measure
4. Fee increases
5. Grants

Community Workshop #3 – Needs Summary and Prioritization

On Monday, January 28, 2013, 35 members of the Pleasanton community were involved in an overview of the Master Plan process, and a summary of the recreation facility and program needs in the City.

According to workshop participants, the top recreation facilities needed in Pleasanton are (in order of priority):

1. Lighted sports fields
2. Synthetic turf, multi-use sports fields
3. Cemetery renovation
4. Restrooms at parks
5. Trails, walking and jogging
6. Dog park
7. Library
8. Community Center
9. Gymnasium – multi sport
10. Delucchi/Lions-Wayside Parks improvements

Note: The workshop participant responses regarding sports fields showed up in a variety of categories, as noted above. For the Facility Needs Summary and Prioritization chart (Exhibit 2.9-1, page 3-31), these responses have been combined into a single descriptive category named ***Synthetic Turf Multi-Use Sports Fields***. Combining these responses results in proper prioritization weighting, since they are very similar.

The most significant programs/services needs identified by the workshop attendees were (in order of highest priority):

1. Activities/programs for seniors
2. Performing Arts
3. Swimming classes and programs
4. Arts and Crafts
5. Tennis

Sports Organization Questionnaire (refer to Exhibit 2.8-1)

To supplement the information regarding participation in organized sports that was obtained from the citywide telephone survey, a questionnaire was designed and distributed to the organized sports organizations that use the City facilities.

This survey obtained information regarding the number of players and teams in the league or sports organization, age ranges of the players, what seasons they play, if they travel outside Pleasanton to play, if they participate in tournaments, ratings of field/facility maintenance and scheduling, projections of growth and facilities they have the greatest need for both now and in the future. Detailed information was requested for each division in the group regarding the number of players, the size of facility required and the time and place of all games and practices.

The survey was distributed by the City staff and twenty (20) sports organizations responded to the questionnaire. Some of the more factual information is summarized in Exhibit 2.8-1. The information regarding the number of players, size of teams, seasonality and turnover of facilities for both games and practice are used to better define peak day demand and convert that to number of facilities required to meet the needs of this segment of the recreation market. Information regarding which of the facilities are currently being used by the sports groups provides input to the inventory of sports facilities regarding usage for adult sports, youth sports and practices.

Additional qualitative information regarding respondents rating and comments on facility maintenance and scheduling, assessment of usage fees, the perceived needs for additional facilities currently and in the future, as well as desired enhancements in future facilities was collected on the questionnaire. These responses will be used by City staff to better understand the usage patterns and needs of the active sports groups. To further understand the usage patterns, sports groups were asked to estimate the percentages of participants that reside within the City limits. These values are shown on the following page, Exhibit 2.8-1.

Exhibit 2.8-1 Sports Organization Questionnaire Summary Inventory

Group	Members	Percent Residents	Primary Practice Facility	Primary Competitive Facility	Future Needs
Ballistic United Soccer Club	1,500	97%	Val Vista, Bernal, Sports Park, Creekside, Harvest Middle School, Muirwood	Bernal, Sports Park, Val Vista, Harvest MS Muirwood, Creekside	2 all-weather lighted fields, clubhouse
Bocce League	146	80%	Centennial Park	Centennial Park	
CCOP/CYO Basketball	696	100%	Pleasanton MS, Harvest Park MS, Hart MS	Pleasanton MS, Harvest Park MS, Hart MS	
E-Soccer	60	80%	Hearst ES	Hearst ES	Gym for E-Hoop or E-Karate
Lifetime Tennis	890	80%	Pleasanton Tennis Park, Pleasanton MS, Muirwood	Pleasanton Tennis Park, Pleasanton MS, Muirwood	Restroom upgrade, complete 12 court design
Pleasanton Adult Sunday Soccer PASS	350	75%	N/A	Sports Park, Amador Community Park	Restrooms, open concessions
Pleasanton American Little League	396	100%	Sports Park	Sports Park	2 youth fields, power hook-up
Pleasanton Cavaliers Rugby Club	160	53%	Bernal, PMS, Vintage Hills, Tawny, Mission Hills	N/A	All-weather field w/lights
Pleasanton Foothill Little League	530	100%	Fawn Hills, Muirwood Parks	Bernal Fields, Foothill HS, Sports Park	Field concession, turf renovation at FHS
Pleasanton Girls Soccer Association RAGE	1,678	89%	Val Vista, Sports Park, Harvest Park MS, Donlon, Amador Community Park, Bernal	Sports Park, Amador Community Park, Upper Bernal, Val Vista, Donlon	Use of Amador or FHS, dedicated clubhouse,
Pleasanton Girls Softball	815	90%	Upper Bernal, Alisal, Sports Park	Upper Bernal, Sports Park	Restrooms, batting cage at Sports Park
Pleasanton Lacrosse Club	230	90%	Hart MS	Hart MS & Foothill HS	Lighted all weather field
Pleasanton National Little League	632	100%	Sports Park	Sports Park	
Pleasanton Outlaws Youth Baseball	144	90%	Foothill HS, Bernal Park	Foothill HS, Bernal Park, Sports Park	Practice field February to July
Pleasanton Pride Girls Lacrosse	130	92%	Harvest Park MS	Harvest Park MS	All weather fields, storage, restrooms, reconditioned fields
Pleasanton Seahawks Swim Team	340	80%	Dolores Bengtson Aquatic Center	DBAC	Shade, new city pool
Pleasanton Tennis Recreation League	136	90%	N/A	Pleasanton Tennis & Community Park	Full 12 court complex
Pleasanton Jr. Football	1,000	90%	Sports Park & Hart MS	Sports Park & Hart MS	
Pleasanton Adult Softball	2,700	50%	N/A	Adult Softball Complex	
Youth Basketball League	1,422	100%	Hart, Harvest Park, PMS	Hart, Harvest Park, PMS	
USTA	195	50%	Tennis and Community Park, Muirwood Park	Tennis & Community Park, Amador Valley HS	Full 12 court complex
TOTAL:	14,150				

Community Organization Questionnaire

To gain an understanding of recreation facility utilization, community user groups characteristics and to help program indoor space requirements, a questionnaire was designed and distributed to the organized community groups that use the City facilities. This questionnaire obtained information regarding the number of program/activity participants what facilities they utilize and when, if they travel outside Pleasanton to hold meetings or activities, facilities they have the greatest need for both now and in the future, as well as opinions on the cost for facility rentals.

The questionnaire was distributed by the City staff and twenty-one (21) community organizations responded to the questionnaire. Some of the more factual information is summarized in Exhibit 2.8-2. The information regarding the number of participants, facility utilization and frequency are used to better define facility space demand and convert that to number of facilities required to meet the needs of this segment of the recreation market.

Exhibit 2.8-2 Community Organization Questionnaire Summary Inventory

Group Name	Members	Current Facility Utilization
American Legion Post 237	167	Veterans Memorial Building
Amador Valley Quilters	340	PUSD school facility, Fairgrounds
Cantabella Children's Chorus	240	Pleasanton Library, Amador Theater
Girl Scouts Crossroads Service Unit	2,600	PUSD school facility
Livermore Amador Valley Garden Club	215	PUSD school facility
Museum on Main	325	Museum on Main
Pacific Coast Repertory Theatre	30	Firehouse Arts Center
Pleasanton Art League	219	Cultural Art Center, Firehouse Arts Center, Alviso Adobe
Pleasanton Chamber of Commerce	800	Veterans Memorial Building, Firehouse Arts Center
Pleasanton Community Concert Band	75	Firehouse, Veterans Memorial Bldg., Lions-Wayside Park
Pleasanton Cultural Arts Council	150	Firehouse Arts Center, Delucchi Park
Pleasanton Downtown Association	800	Firehouse Arts Center, Veterans Memorial Building, Museum on Main
Pleasanton Lions Club	56	Regalia House
Pleasanton Senior Players	15	Firehouse Arts Center, Senior Center
Pleasanton-Tulancingo Sister Cities Association	192	Amador Rec Center, Veterans Memorial Bldg, Callippe Golf Course, PUSD facilities
Tri-Valley Guide Dog Puppy Raisers	40	Lions-Wayside Park
Tri-Valley YMCA	1,500	Amador Recreation Center, Callippe Golf Course, Nielsen Park, PUSD facilities
Tri-Valley Repertory Theatre	640	Amador Theater, Firehouse Arts Center
Valley Concert Chorale	45	Amador Theater, churches
Valley Humane Society	520	Amador Valley Community Park
Veterans of Foreign Wars Post 6298	221	Veterans Memorial Building
TOTAL:	9,190	

To understand how the community groups utilize the spaces available within the City, the survey gathered detailed information on each program and activity. This activity determines the demand for space to meet, perform, teach, practice, do activities, create art and maintain an active and engaged community. The table on the following page provides a snapshot of the recreation buildings currently available.

The demand for meeting rooms, program space, large banquet event space and flexible multiple-use indoor space has outpaced supply of such facilities in the City. There is currently no City facility that can handle an indoor seated banquet-type event over 320 persons. There is also not enough meeting space for all the community user groups to hold meetings at times that are convenient to the groups. In addition, since there is no existing facility dedicated for teenage children, the library has had to function as an after school teen center, putting a non-compatible strain on a building that was intended to be a quiet place for reading and the study of media. The City has a demand for a multi-use Community Center that would provide much-needed large group cultural/event spaces, meeting rooms, recreation program spaces, offices and conferencing capabilities. Section Four – Recreation Facility Recommendations will provide potential configuration solutions to meet this demand.

Exhibit 2.8-3 Recreation Building Inventory (Rentable Facilities/Rooms)

Facility	Primary Purpose	Rentable Rooms	SF of Rentable Rooms	Capacity (persons)	Other Features
Amador Recreation Center	Recreation facility	Meeting rooms	1,100'	125	Kitchen, restrooms
Amador Theater	Performing arts	Performance stage/seating	8,000'	625	Restrooms, concession
Callippe Preserve Golf Course	Golf activities	Banquet room Fireside meeting room	900' 200'	75 15	Full kitchen, meeting rooms
Century House	Historic building	Meeting room	392'	50	Full kitchen, restrooms, small conference room
Cultural Arts Center	Visual arts & crafts	Dance studio	600'	50	Restrooms
Firehouse Arts Center	Performing & visual arts	Meeting rooms	10,700'	230	Art gallery, black box theater, restrooms, concession, office
Library	Library	Meeting room Meeting room	3,500' 100'	135 8	Book stacks, multi-media, meeting rooms
Senior Center	Senior programs, activities, events and meetings	Main hall classroom meeting room	4,000' 759' 576'	320 50 25	Catering kitchen, stage tables/chairs
Veterans Memorial Building	Veterans programs, events and meetings	Meeting hall / stage	3,500'	225	Stage, offices, meeting rooms, kitchen

2.8.2 Community-Wide Telephone Survey

A total of 300 interviews were completed with adult head of households living in Pleasanton. These respondents were contacted through the use of a random digit dial sample. This sample methodology compensates for the incidence of unlisted telephone numbers. Eligibility was confirmed within the survey instrument by adding a screening question, eliminating those contacts that were not residents of the City of Pleasanton.

The sample error for a sample size of 300 ranges from +/-2.5% to +/-5.8% (depending on the response distribution) at the 95% confidence level. This means that if we were to survey every household in Pleasanton, we are confident that, 95% of the time, the results for a question would differ by less than 5.8 percentage points from the results derived from this sample. Responses to the survey questions provide vital information, including:

Frequency of Use: Seven of every ten Pleasanton households, or 68% of total the population reported being a frequent user of park and recreation facilities (utilizing recreation facilities at least three times a month). Another eighteen percent (18%) of Pleasanton residents described themselves as moderate users (utilizing recreation facilities up to twenty-four times annually).

Most Used Facility: Sports and Recreation Community Park was reported as the most often used park by the highest percentage of households (27%). Pleasanton Ridge Regional Park, various trails, Senior Center, Dolores Bengtson Aquatic Center, Nielsen Park, Bernal Community Park, Shadow Cliffs Regional Recreation Area, Tennis Center and Val Vista Community Park were also mentioned.

Most Common Recreation Activities: Of the twelve (12) activities tested in the survey, the largest share of the population reported participation during the last year in: Walking/Jogging/Running on Public Trails for Active Recreation or Fitness (65%), Bicycling (40%), Swimming (25%), Dog Park (20%) Tennis (15%), Youth Soccer (11%), Youth Basketball (5%), Skateboarding (5%), Youth Baseball (4%), Youth Football (2%), and Youth Lacrosse (1%).

Activities Location: When asked where they participated in recreation activities, the survey respondents reported at least 90% of the participation was in parks inside the City, and 10% was outside the City. The only activity reported lower than 90% was dog park use, for which 83% of the population reports participating within Pleasanton, and 17% outside the City. This is consistent with the other input tools that indicate there are not enough dog parks within the City.

Facilities Satisfaction: Nearly all respondents (98%) indicated that they are either “Very Satisfied” (65%) or “Somewhat Satisfied” (33%) when asked how satisfied they are with existing park and recreation facilities.

Programs/Community Services Satisfaction: Nearly all respondents (96%) indicated that they are either “Very Satisfied” (58%) or “Somewhat Satisfied” (38%) when asked how satisfied they are with existing recreation, personal enrichment, adaptive and art programs and/or community services in the City.

Most Desired Facility: The active recreation facilities cited as most desired by Pleasanton residents surveyed were Soccer Fields (8%), Dog Park (5%), Swimming Pool (4%), and Indoor Pool (4%), Bike Trails (4%), Walk/Jog Trails (3%), and Multi-Use Trails (3%).

One in six (16%) indicated their household members have no new recreation facility’s needs.

A key element of the telephone survey is information that generates participation rates in each of twelve (12) recreational activities. These participation rates are analyzed in the recreation demand and needs analysis (Section 2.9), where facility demand is calculated in relationship to the population served. The full Community-Wide Telephone Survey report can be found in the Appendix.

2.9 Recreation Demand and Needs Analysis

This section summarizes the evaluation of demand for twelve (12) recreation and park activities based upon actual participation rates as determined by the residents of Pleasanton. A key element in any park and recreation planning strategy is an understanding of the nature of demand for parks and recreation facilities. Without this understanding, policy can only be based on general standards, such as population ratios (acres per thousand residents) or service area (distance to park facility). Such standards are useful, but the demand analysis guarantees that the needs assessment reflects Pleasanton specifically.

The National Recreation and Park Association, in their 1983 update to the publication *Recreation, Park and Open Space Standards and Guidelines*, states: “Park and recreation services are community services. Ideally, the national standards should stand the test in communities of all sizes. However, the reality often makes it difficult or inadvisable to apply national standards without question to specific locales. The uniqueness of every community, due to differing geographical, cultural, climatic, and socioeconomic characteristics, makes it imperative that every community develop its own standards for recreation, parks and open space.”

The information used to calculate community demand for recreation facilities comes from four sources:

- The community-wide telephone survey
- Pleasanton population projections
- Sports and community organization questionnaires
- California State Department of Parks and Recreation

The telephone survey provides a statistically valid basis for determining how the residents of Pleasanton participate in recreation activities. The participation rates in recreation activities from the survey constitute a quantitative basis for the demand analysis that is used in calculating the current need for facilities.

The nature of growth and population change establishes trends in demand for recreation and leisure services. These population projections, together with the survey results describing participation rates for various demographic measures, are the basis for a quantitative projection of future facility needs.

In terms of sports facilities, it should be noted that the analysis pertains to participation in sports games on game fields, for which quantitative inventory is possible. This information is obtained in part from the sports organization survey. Participation in sports practices and evaluation of practice field demand is not included, in part because practices often occur on informal, non-regulation facilities.

Further, it is assumed that practices can occur on game fields during non-peak portions of the season. Based on the responses received from the sports organization survey there appears to be an adequate quantity of practice fields, although there are concerns limited playability due to the quality of some of the middle school fields, winter closures, and lack of lighted fields within the community.

The sports organization questionnaire obtained information regarding the number of players and teams in each league or sports organization, age ranges of the players, what seasons they play, if they travel outside Pleasanton to play, if they participate in tournaments, ratings of field/facility maintenance and scheduling, projections of growth, and facilities they have the greatest need for both now and in the future. Detailed information was requested for each division in the sport regarding the number of players, the size of facility required, and the time and place of all games and practices.

This information is used as a supplement to the telephone survey results and as a means to better define peak day demand (number of participants who will be involved in a given activity on the busiest day of the year) and convert that to the number of facilities required to meet the needs of this segment of the recreation market. Information regarding which of the existing facilities are currently being used by the sports groups provides an understanding of the inventory of sports facilities regarding usage for adult sports, youth sports, and practices.

2.9.1 Facility Needs Summary

This is a key portion of the Master Plan that brings together information from various public and staff input, as well as other relevant studies and analysis, and distills them into a broader overall picture of recreation in the form of recreation facilities that can support the needs of the Pleasanton citizenry to achieve the community vision.

Since all of the needs identification tools are directly or indirectly based on input from community residents, it is fair to say that all of the needs identified are significant and important to some portion of the community. However, it is generally helpful to attempt to determine which needs have the highest priority level as perceived by the qualitative or quantitative information gathered. Qualitative information, worth two points each, is derived from the statistically valid phone survey and demand formulas for facility needs. Quantitative data, worth one point each, includes interviews, public meetings, questionnaires, trends and program needs analysis.

The Facility Needs Summary (Exhibit 2.9-1) uses this numerical ranking system to establish relative priorities; the more needs identification tools that indicate a particular need, the higher the point total and the higher the ranking. From this list, the top four facility needs are (in order of highest priority):

1. Synthetic Turf Multi-use Sports Fields (combines multiple inputs such as lighted sports fields, synthetic turf sports fields, multi-use sports fields and soccer fields) (10)
2. Dog Parks (8)
3. Swimming Pools (5)
4. Community Center (5)

Exhibit 2.9-1: Facility Needs Summary

City of Pleasanton Facility Needs Summary	Needs Identification Tools									
	QUANTITATIVE (x 2)		QUALITATIVE (X 1)							Total # of Tools that Identified Need
	Demand-Needs Analysis (current need)	Demand-Needs Analysis (future need)	Stakeholder /key Informant Interviews	Resident Telephone Survey – Desire	Community Workshop	Community Organization Questionnaire	Sports Organization Questionnaire	Recreation Trends	Program Needs Analysis	
Identified Recreation Facility Need										
Aquatic Center/Swimming Facility		2			1		1			4
Arts & Crafts Facility					1					1
Baseball Field		2								2
Basketball Court (Indoor)									1	1
Cemetery Renovation					1					1
Community Center			1		1	1		1	1	5
Concessions			1							1
Cricket Field			1							1
Cultural Arts Center			1			1		1	1	4
Delucchi/Wayside /Lions Park Renovation			1		1				1	3
Dog Park	2	2	1	1	1	1				8
Exercise Course (Outdoor)									1	1
Fitness/Exercise Facility								1	1	2
Gymnasium (Multi-sport)					1					1
Ice Rink			1							1
Indoor Pool			1	1						2
Library Improvements			1		1	1		1		4
Meeting Rooms			1			1		1	1	4
Nature Center								1		1
Outdoor Event Space for Community Gathering								1		1
Parking					1					1
Performing Arts Facility (Amador) Upgrade			1							1
Plaza/Fountain/Feature			1							1
Recreation Staff Office/Meeting Space			1							1
Restrooms					1				1	2
Senior Center					1	1				2
Skate Park	2	2								4
Swimming Pools		2		1				1	1	5
Synthetic Turf Multi-use Fields	2	2	1	1	1		1	1	1	10
Teen Center			1			1		1	1	4
Tennis Courts		2	1				1			4
Trails, Walking, Jogging, Bicycling			1	1	1					3

2.9.2 Program Needs Summary

Exhibit 2.9-2 is also based on qualitative and quantitative data collected during the Master Plan process. This Exhibit shows that there are limited gaps in programming and staff has responded well to meeting the program interests of the community. However, it is timely to review programs offerings; eliminate any duplication, focus on core program, and strengthen existing program offerings to respond to changing demographics and recreation preferences. As the community demographics are constantly changing, ensuring programs are convenient and affordable for residents will demand staff's continual attention and resources.

Exhibit 2.9-2 Program/Services Needs Summary

City of Pleasanton Programs/Services Needs Summary Identified Recreation Service Need	Needs Identification Tools								
	QUAN- TITATIVE (x 2)	QUALITATIVE (X 1)							
	Resident Telephone Survey (high participation –10%+)	Stakeholder /Key Informant Interviews	Resident Telephone Survey – Desire	Community Workshop	Community Organization Questionnaire	Sports Organization Questionnaire	Recreation Trends	Program Needs Analysis	Total # of Tools that Identified Need
Activities / Programs for Adults		1							1
Activities / Programs for Seniors	2			1			1	1	5
Activities / Programs for Youth/Teens		1					1	1	3
Activities / Programs for Developmentally Disabled		1							1
Activities / Programs - Intergenerational							1		1
Activities / Programs - Non-Sports		1							1
Activities / Programs for Families		1							1
Arts & Crafts		1	1	1					3
Basketball								1	1
Child Care (before & after school care)		1							1
Concerts			1						1
Cooking Classes			1						1
Fitness Classes							1	1	2
Healthy Living Educational Programs							1		1
Lacrosse		1							1
Music			1						1
Nature / Science Programs							1		1
Performing Arts Programs	2		1	1					4
Personal Development Classes							1		1
Reading / Writing Programs			1						1
Soccer	2							1	3
Swimming Classes / Programs	2			1					3
Tennis Lessons				1					1
Volunteer Opportunities / Organization							1		1

Recreation Facility Requirements

The demand for certain recreation facilities is calculated based upon actual participation rates as determined from the telephone survey. The facility demand for each of the selected activities is determined based upon current and future population figures. The total facility demand is compared to the existing facility inventory which results in a surplus or deficit.

Of the twelve (12) activities surveyed, ten (10) were identified as meeting needs or having a current surplus of facilities. The remainder (skate park and dog park) show current deficits (see Exhibit 2.9-3).

Exhibit 2.9-3: Current Facility Needs (2013)

Facility	2013 Needs	Existing City Facilities	School Facilities	Total Facilities Available	Total Surplus/Deficit
Softball Fields Adult & Youth	9.7*	13.0	0	13.0	3.3
Baseball Fields: Organized Youth	19.0	19.0	0	19.0	0.0
Football Fields: Organized Youth	1.9	3.0	0	3.0	1.1
Soccer Fields: Organized Youth	16.4	21.0	8	29.0	12.6
Lacrosse: Organized Youth	2.9	0.0	4	4.0	1.1
Swimming Pools	3.9	3.1**	1***	4.1	0.2
Tennis Courts	27.9	18.0	10***	28.0	.1
Indoor Basketball Courts	5.9	0.0	7	7.0	1.1
Walking/Jogging Paths	17.9	23.9	0	23.9	6.0
Bicycle Paths	23.0	33.0	0	33.0	10.0
Skate Parks	2.3	2.0	0	2.0	-0.3
Dog Parks	2.3	1.0	0	1.0	-1.3

Notes:

*Demand including non-resident adults is 12.1 fields, resulting in a surplus of only 0.9 fields.

**One pool = 25 meters x 25 yards or 6,150 sq. ft. Total recreational swimming square footage in City pools is estimated to be 19,005 sq. ft. including recently renovated Dolores Bengtson Aquatic Center. Demand is equivalent to 23,985 sq. ft.

***Values reflect that school facilities receive ½ credit due to school hours unavailability. These facilities have limited access due to existing District Operations.

Exhibit 2.9-4 Future Facility Needs (2025)

Facility	2025 Needs	Existing City Facilities	School Facilities	Total Facilities Available	Total Surplus/Deficit
Softball Fields Adult & Youth	11.6*	13.0	0	13.0	1.4
Baseball Fields: Organized Youth	19.1	19.0	0	19.0	-0.1
Football Fields: Organized Youth	2.2	3.0	0	3.0	0.8
Soccer Fields: Organized Youth	19.2	21.0	8	29.0	9.8
Lacrosse: Organized Youth	3.3	0.0	4	4.0	0.7
Swimming Pools	4.5	3.1**	1***	4.1	-0.4
Tennis Courts	33.6	18.0	10***	28.0	-5.6
Indoor Basketball Courts	6.2	0.0	7	7.0	0.8
Walking/Jogging Paths	20.3	23.9	0	23.9	3.6
Bicycle Paths	26.2	33.0	0	33.0	5.8
Skate Parks	2.8	2.0	0	2.0	-0.8
Dog Parks	2.6	1.0	0	1.0	-1.6

Notes:

*Demand including non-resident adults is 12.1 fields, resulting in a surplus of only 0.9 fields.

**One pool = 25 meters x 25 yards or 6,150 sq. ft. Total recreational swimming square footage in City pools is estimated to be 19,005 sq. ft. including recently renovated Dolores Bengtson Aquatic Center. Demand is equivalent to 23,985 sq. ft.

***Values reflect that school facilities receive ½ credit due to school hours unavailability. These facilities have limited access due to existing District Operations.

Similar calculations were carried out to determine the demand levels at build-out of the City, when the City will reach a projected population of 78,000. Adjustments were made to some of the participation rates for the build-out projection based on the trends in the demographic profile of the City. Deficits will increase (see Exhibit 2.9-6) as the population grows to ultimate build-out unless facilities are added. There are currently plans for development of Bernal Community Park, which will help meet the future demands and increase the inventory of lighted sports fields, a primary need as expressed at the workshops and by sports user groups. The largest deficit numbers at build-out plus needs identified from sports and community user groups are anticipated as follows (in alphabetical order):

- Baseball Field (1)
- Community Center (1)
- Dog Parks (2)
- Skate Park (1)
- Tennis Courts (6)
- The addition and/or conversion of existing turf fields to Lighted, Synthetic Turf Multi-use Sports Fields (3)
- Swimming Pool (1)

2.9.3 Service Area Analysis

In addition to providing appropriate quantities and types of recreation facilities, the City strives to provide them in useful and appropriate locations. Service Area Analysis was conducted with respect to all City parks.

Proximity to parks is more than a convenience issue. It helps to establish an excellent City park system by providing improved air quality, circulation, social opportunities, community identity, and community health benefits. Proximity to parkland is one of the elements identified as predicting levels of physical activity in the community, and a survey of U.S. adults finds that people with access to neighborhood parks were nearly twice as likely to be physically active as those without access to parks.

Further, 43% of people with safe places to walk within ten minutes of home met recommended activity levels, while just 27% of those without safe places to walk were active enough to meet recommended activity levels (Active Living by Design, Land Use Fact Sheet).

One-half mile is approximately a 20-minute walk for most people. It is generally considered a significant threshold in distance, beyond which some segments of the population will tend to decline walking opportunities. Therefore, most residences should be within one-half mile, a convenient walkable distance for most people, of a neighborhood park or other park that may satisfy common recreation needs. This one-half mile radius around parks and recreational facilities is defined as a neighborhood park “service area”. This service area emphasis is key in a community in which families, neighborhoods, and active living are central issues.

To analyze the extent to which the distribution of existing Pleasanton facilities is appropriate, a service area radius map is provided (see Exhibit 2.9-5). Service area radii are generated with the park location as the central radius point. Geographical or other physical obstructions should be considered in analysis of actual service area, so service area shapes are not necessarily full circle but may be truncated to reflect a major barrier, such as an arterial roadway. When areas zoned for residential use fall outside graphic service area designations, it can be said that the area may be underserved by the existing parks.

The service area analysis demonstrates that there are four residential areas outside of the established one-half mile service radius from a developed neighborhood park:

- Two areas on the south end of town that have mostly low density housing (near Happy Valley Road and Ruby Hill Golf Course)
- One area on the northwest tip of town with some high, medium and low density residential areas near Dublin Canyon Road
- One area on the east side of town in the area that will be considered with the East Pleasanton Specific Plan

Gaps in service can be addressed by adding a new facility, expanding existing facilities, or by making available an existing facility, such as a school, that has not been previously available for recreation.

2.9.4 Acreage Analysis

The City of Pleasanton strives to provide five (5) acres of local parkland per thousand residents, as established in the Pleasanton General Plan 2005-2025, Public Facilities and Community Programs Element, Policy Program 10.18.

This policy raises several questions: Are there currently five (5) acres of parkland per thousand residents? If not, how many more acres are needed now and in the future to keep pace with growth? Is the goal of a minimum of five (5) acres per thousand (1,000) residents enough parkland to accommodate all identified future recreation demands? The following discussion addresses these questions, examining the issue of parkland acreage from two standpoints: 1) overall City-wide acreage needs as compared to the parkland acreage standard and 2) acreage needs as calculated based on identified recreation facility needs.

City-wide Parkland Acreage Based on Acreage Standard

In general, a parkland acreage standard is the ratio upon which development fees and/or dedications can be based. Establishment of a standard creates an obligation to fund improvements that achieve the standard throughout the City. The Quimby Act is a California State law that gives each City its authority to require fees and/or dedicated property to offset impacts on park facilities created by new development. Five (5) acres per 1,000 residents is the highest standard allowed under the provisions of the Quimby Act.

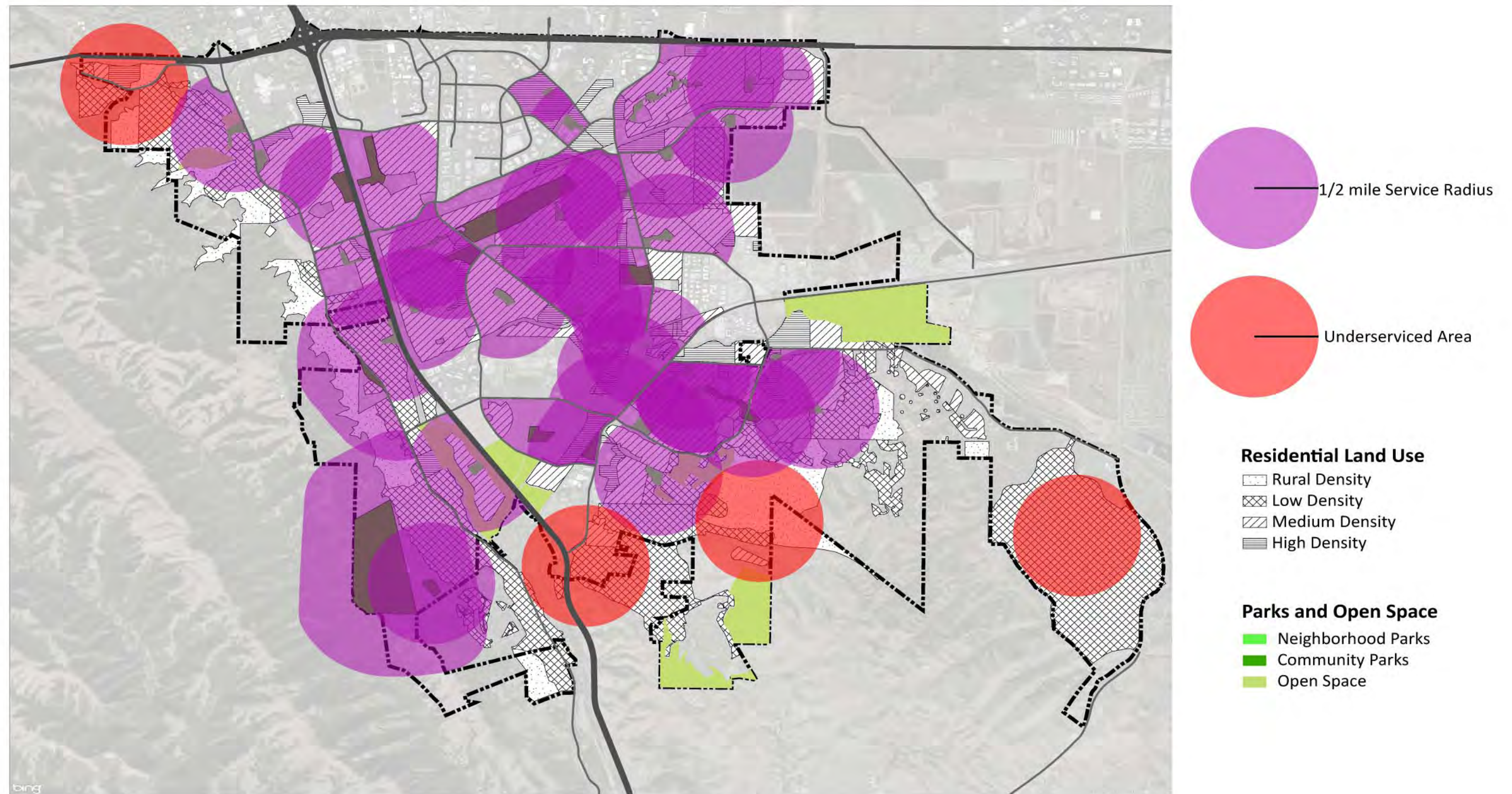
Establishment of a standard does not necessarily limit the City in the acceptance of negotiated fees or property as conditions of approval for future development.

On the other hand, a parkland acreage goal can be higher than the standard, reflecting a community's desire or need for additional parkland. A City's acreage goal represents a self-imposed target that provides a planning guideline without a formal commitment to fund achievement of the goal.

The Pleasanton General Plan 2005-2025 included all parks (except golf courses) and schools (recreation areas only) in acreage analysis totals. This Master Plan does not include schools in the acreage analysis totals since school sites are not always available during non-school hours and the City does not control availability of recreation facilities at the school sites.

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Exhibit 2.9-5 Existing Park Service Radius Map



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Exhibit 2.9-6: Acreage Goal and Quantities

Year	Population	Acres demanded (based on Five (5) Acres /1000)	Existing City Parkland*	Surplus or (-) Deficit
2013	71,000	355	371	16
Build-out	78,000**	390	371	-19***
*See Exhibit 2.3-3 **Approximate anticipated build out population. ***Represents deficit if no new parkland is added.				

So, how do current parkland quantities compare to the five (5) acre per thousand (1,000) residents standard? The following points are worth noting:

- A current developed parkland surplus of 16 acres exists. A future deficit of 19 acres will occur if no new parkland is added and the City continues to grow as anticipated. These are not significant shortages
- The Callippe Preserve Golf Course, which was not included in the General Plan calculation, is not included in acreage totals of this Master Plan
- School grounds are not credited in the acreage totals of this Master Plan
- Facilities and populations outside the City area not included in this analysis
- Facilities within the City limits, but are operated by other public agencies are not included
- Parks classified as natural areas, open space, or trail staging areas are not included in their entirety
- If pursued, opportunity sites identified within this section could add over 67 acres of parkland

Parkland Acreage Needed to Accommodate Identified Facility Needs

Based upon the facility needs requirements (See Exhibit 2.9-3 and 2.9-4) the City has current and future needs for a baseball field, a swimming pool, tennis courts, skate parks, dog parks, a community center and lighted synthetic multi-use sports fields. The future acreage requirement just for these recreational activities is summarized in Exhibit 2.9-7 below.

Exhibit 2.9-7: Acreage Analysis Based on Recreation Elements Needed at Build-Out

Activity	Quantity Needed	Size (acres)	Acreage Needed
Baseball Field	1	2.5	2.5 acres
Swimming Pool	1	2	2 acres
Tennis Courts	6	.5	3 acres
Skate Park	1	1	1 acre
Dog Parks	2	2	4 acres
Community Center	1	8	8 acres
Synthetic Turf Multi-Use Sports Field	3	2.5	7.5 acres
TOTAL			28 acres

The sum of 28 acres is an approximate figure representing a need to add acreage and/or utilize existing underutilized acreage in order to satisfy known recreation element needs. This number is compared to the acreage deficit generated by adherence to the City's standard of five (5) acres per thousand (1,000) residents.

It should be noted that this acreage analysis does not include an evaluation of need for natural/passive open space, which is addressed by policy established in other documents.

2.9.5 Trends and Implications Analysis

A complete copy of the trends analysis is found within Appendix 'C' of this report. The report reviews current literature and studies on social and recreational trends and discusses the potential impact on the City of Pleasanton. Needs pertaining to recreation facilities include:

- “Intergenerational” facilities that address needs of all of the City’s population regardless of age
- Facilities that support programs, and provide positive, safe, and secure recreational alternatives
- Facilities that support programs and activities, promote personal connections, and allow the community to highlight and share their diverse backgrounds
- Neighborhood parks that allow for increased community connectedness
- Facilities, such as neighborhood parks, that conveniently support healthy lifestyles
- Facilities that support increased multi-cultural family arts events
- Facilities in which children can experience and appreciate nature and open space

Pleasanton



Parks and Recreation Master Plan

Section 3

Recreation Programming Recommendations

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3.0 RECREATION PROGRAMMING RECOMMENDATIONS

Pleasanton's Community Services Department (parks & recreation) is striving to develop and implement accessible, high-quality, value-based programs that encourage healthy lifestyles and celebrate the community. The Department provides and manages a vast array of recreation, social and cultural programs and events for all segments of the Pleasanton community. This section analyzes the current programs and services offered, summarize the needs identification tools, and identifies the priority recreation program needs in the City. Recommendations are provided to address the priority program needs that were identified through quantitative and qualitative methods.

Highlights

- The largest numbers of program participants are those enrolled in aquatics, tennis, and arts programs, as well as programs for seniors
- Community events are well attended and popular
- Seniors programs, tennis programs, arts & crafts, aquatics, fitness, and performing arts were the highest identified needs in Pleasanton
- Recommendations include offering a wide variety of classes and programs for all ages and abilities

3.1 Recreation Benefits

The availability of a wide-range of recreation programs and leisure opportunities is a major component to the quality of life in any community. Recreation programs benefit individuals, families, businesses, neighborhoods and households of all ages, income levels, cultures, and abilities by creating environments that engage people in positive activities. Recreation programs and services that are developed, designed, and delivered effectively can provide the following benefits:

- Strengthen community image and sense of place
- Support economic development
- Strengthen safety and security
- Promote health and wellness
- Foster human development
- Increase cultural unity
- Protect environmental resources
- Facilitate community problem solving
- Provide recreational experiences

Recreation pursuits range from organized activities such as sports, classes, youth activities, family programming, and community events to more passive endeavors such as picnics, hiking, cycling, and walking. Effective recreation programs promote the positive use of leisure time and a lifelong commitment to a healthy lifestyle, personal development, and a strong community.

In the community wide telephone survey, Pleasanton residents identified their top priorities for recreation programs and facilities that support the quality of life in Pleasanton, including:

- Opportunities for self-discovery and group interaction through arts & crafts programs
- Opportunities to gather and socialize with others utilizing community facilities
- Opportunities for social interaction, expression and community cohesiveness through performing arts and music programs

3.2 Existing Recreation Programs

Existing Programs and Services

The City of Pleasanton is committed to the delivery of quality, affordable and accessible recreation programs. In FY 2011-12, there were over 76,000 enrollments in the Department's award-winning recreation programs and activities. A summary of the Program Inventory and enrollment numbers are presented below in Exhibit 3.2-1. The highest enrollment levels were in aquatics', sports' and senior programs.

Exhibit 3.2-1: Pleasanton Recreation Program Enrollment

PRESCHOOL 0-5	ENROLLMENT	PROGRAM SAMPLE
PRESCHOOL	2,487	Gingerbread Preschool Program
SPORTS	1,738	Kidz Soccer, Lil Baseball, Wee Hoop, Tennis, etc.
ART	382	Ceramics, Civic Arts Stage Company Class, Intro to Dance, etc.
EXERCISE	1	Hula Hoop, Special Interest Preschool, etc.
SPECIAL INTEREST	133	Budding Biologists, Rock Crawlers, Taekwondo, etc.
Subtotal	4,741	
SCHOOL AGES 6-12	ENROLLMENT	PROGRAM SAMPLE
SPORTS	4,211	Basketball, Soccer, Volleyball, Basketball Camps, etc.
ART	879	Ceramics, Stage Company, Drama, Dance, Jazz, etc.
EXERCISE	78	Zumbatonic, Hula Hoop, Yoga
SPECIAL INTEREST	1,424	Berkeley Chess, Writing, Physics, Martial Arts, etc.
Subtotal	6,592	
TEENS 13-17	ENROLLMENT	PROGRAM SAMPLE
SPORTS	1,773	Basketball, Soccer, Volleyball, Basketball Camps, etc.
ART	442	Ceramics, Stage Company, Drama, Dance, Jazz, etc.
SPECIAL INTEREST	761	Summer Day Camp, Jiu-Jitsu, Public Speaking, Babysitting, etc.
Subtotal	2,976	
ADULTS 18+	ENROLLMENT	PROGRAM SAMPLE
SPORTS	6,858	Basketball League, Bocce League, Volleyball, Softball, etc.
ART	879	Art, Ceramics, Gallery Exhibits, Porcelain Painting
EXERCISE	806	Aerobics, Pilates/Yoga, Strength Training, Cardio, Tai Chi, etc.
SPECIAL INTEREST	100	Jiu Jitsu, Bridge, CPR, First Aid, Dog Training
Subtotal	8,171	
RADD 15+	ENROLLMENT	PROGRAM SAMPLE
SPECIAL INTEREST	1,273	Day Trips, Dances, Social Gatherings, Special Events, etc.
Subtotal	1,273	

SENIORS	ENROLLMENT	PROGRAM SAMPLE
DROP-IN USE	16,044	Bocce, Arts & Crafts, Bunco, Book Club, Bridge, Computer, etc.
CLASSES	1,308	Line Dance, Exercise, Yoga, Zumba, Tai Chi, Day Trippers, etc.
Subtotal	17,352	
AQUATICS	ENROLLMENT	PROGRAM SAMPLE
DROP-IN USE	26,432	Aqua Aerobics, Lap Swim, Recreation Swim
CLASSES	4,953	Family Pass, Diving, Junior Guard, Lessons, etc.
Subtotal	31,385	
TENNIS	ENROLLMENT	PROGRAM SAMPLE
YOUTH LESSONS	1,610	Group Lessons
YOUTH CAMPS	475	
ADULT LESSONS	369	Group Lessons
PRIVATE LESSONS	1,800	
Subtotal	4,254	
TOTAL:	76,744	

3.3 Program Needs Assessment

In the Master Plan process, a variety of methods and processes were utilized in obtaining public input. The data derived from the public input process was the foundation upon which the program analysis and recommendations were developed. Those methods included:

- **Trends and Implications Analysis:** National, State and local trends and recreation implications are discussed
- **Community Outreach:** Information gathered from Pleasanton residents through a variety of methods including: three (3) workshops; workshop participant questionnaires; sports and community organization questionnaires; and key informant/stakeholder interviews
- **Community-Wide Telephone Survey:** The community-wide random sample survey provides current, statistically valid information specific to Pleasanton that provides detailed information on the types of recreation programs most often utilized by Pleasanton residents. Pleasanton's residents overwhelmingly (95%) stated that they are *Very Satisfied* or *Somewhat Satisfied* with existing recreational programs in the City

Summary of Needs:

The City of Pleasanton offers an exceptional level of service in meeting the needs of the community for recreation and leisure programs, youth and family sports programs, classes and special events. A review of current trends and changes in demographics helps provide insight into the potential lifestyle changes the community anticipates and will assist the Community Services Department to meet the changing needs and demand for a dynamic community. A detailed report is found in the Appendix 'C' and is summarized throughout this chapter. The "top 5" needs are summarized in the list below:

- Preferences and strong participation in youth sports, especially soccer and basketball
- Needs for teen programming and space allocation
- Needs for adequate indoor space for meetings, programs and special events and health/fitness programs
- Needs for renovation existing facilities and addressing functionality of spaces for specific programs and uses
- Needs for accommodating a growing senior population and new programs, particularly in health and fitness

3.3.1 Emerging Trends

Keeping pace with the shifting environmental and social fabric of a City is what Community Services Departments do best, because they have almost constant contact with day-to-day facility and program users. There are larger emerging trends however, that are not quite as easy to identify. These trends can be organized into the following five major subject areas, which will be the focus of this section:

- Demographic Shift
- Changing Life Styles
- Society and Economy
- Sustainability
- Parks and Recreation

Demographic Shift

Our nation is slowly aging, resulting in an increase in percentage of mature adults (65 + years) by 130% by 2030. This will put additional pressures on the existing senior center to handle higher participation.

Pleasanton's population per household has increased slightly from 2.72 persons in 2000 to 2.78 persons in 2013. This is a result of more families moving into the city as well as the birth rate. This will add more youth program participants. Within the City of Pleasanton, Hispanic populations increased by 10.3% and Asian populations increased by 25.9% between 2000 and 2010, and cultural diversity is anticipated to continue to increase into the future. This will put pressure on recreation programs to become more culturally diverse and inclusive to remain relevant to the population shift.

Changing Life Styles

The maturing of the “Gen X” (persons born between 1965-1976) and coming of age of “Gen Y” or “Millennials” (persons born between 1977-1996) demographic sectors will create interesting changes to the preferences of activities and leisure sports. Digital technologies are pervasive and rapidly change the social interaction and speed of information delivery. Advances in high technology devices and applications have replaced some active time in the daily leisure schedule, which may be a contributing factor to a new generation of sedentary behaviors and resulting obesity and health problems. The challenge for the recreation industry will be to create interesting offerings, classes and programs that may utilize the technological advances to bring people together and increase physical activity.

Walking has historically been the highest outdoor participation activity for Americans, and this is especially true for Pleasantonians, with favorable weather conditions and natural beauty. It should be a priority to make Pleasanton even more walkable and with the addition of new programs to encourage participation, trail use for walking, bicycling and hiking will increase and fitness levels will be positively affected.

Society and Economy

Pleasanton remains a highly employed population amidst a national and especially high California unemployment rate. This is due to its highly educated workforce. Still, unemployment is higher than usual and may continue for the next 5 years as recovery takes hold. Crime is a large concern for many California communities however Pleasanton’s crime rate is noticeably lower than the average for comparably sized cities. This will make Pleasanton a more desirable place to which to relocate in the coming years.

Sustainability

Global warming awareness, environmental stewardship and sustainable development have not seen a larger increase since the advent of the California Environmental Quality Act and National Environmental Policy Act, both adopted in 1970. This is an opportunity for Cities to set an example with ecologically principled park development and maintenance practices as well as potential for unique recreation program focused on urban gardening, nature experiences, natural landscapes preservation, recycling programs and outdoor/environmental education.

Parks and Recreation

The industry of Parks and Recreation is seen as one of the best industries that can have an impact on the obesity epidemic in the United States. Californians became more obese by 78% over the past 15 years, although Alameda County was only at 29%. The State’s Center for Public Health put the cost to California at \$41 billion directly attributed from being overweight, obese and physical inactive.

In 2006, the Journal of Pediatrics recognized that the proximity to parks with active features within walking distance to residential areas was a major factor in the rate of physical activity, especially among adolescent girls. The same Journal in 2012 found that playgrounds have become less physically challenging and less interesting for youth because of stricter licensing codes, resulting in children getting less than the desired amount of physical education and exercise. Pleasanton should continue its practice of building very creative and non-traditional playgrounds that have both interesting and physically challenging elements to engage the imagination and activity of youth.

The Sporting Goods Association of America publishes statistics in growth or decrease in youth sports activities (ages 7-17), most recently showing increases in the following: skateboarding (75%), snowboarding (30%), tackle football (23.5%), tennis (9.5%), bowling (8.5%) and soccer (4.6%). The following sports activities have decreased in the past year: in-line skating (-60.4%), softball (-36%), fresh water fishing (-20.2%), skiing (-28.5%), basketball (-17.9%), golf (-17.3%), bicycle riding (-14.1%) and baseball (-12%).

3.4 Recreational Programming Evaluation and Recommendations

The following program recommendations address the top program needs based on the assessment process. These may address needs of a specific age group or the community in general. There may be some overlap or interdependency among the recommended actions. There is also a relationship between program needs and park and facility needs discussed in other sections of the Master Plan.

3.4.1 Youth Programs/Teen Programs

Expanding recreation programs for youth, particularly for the 12-17 year age group, will be increasingly challenging without a home location for teens. Since the year 2000, the under 18 years of age population in Pleasanton has decreased, although still slightly above average compared to California. Population numbers in the 15 to 17 age group did show strong growth over that same timeframe. Other areas needing attention include the development of programs for before and after-school care including middle schools, active sports and fitness and the development of programs that are based on time for non-structured play for younger children.

The City currently operates an exceptional preschool program for 2-6 year olds at the Gingerbread Preschool, located at the Amador Valley Community Park. The preschool has been in operation for 45 years and is supported by the City's General Fund and its costs are offset by revenues generated through program fees. In addition, a non-profit organization, the Friends of Gingerbread (FOG), also supports the program through a variety of efforts, including fundraising, parent education and social events.

A Youth Commission is in place within the Community Services Department and includes representatives from each high school and middle school in addition to at-large members. The Youth Commission acts as a liaison between Pleasanton's youth community and the City Council. The Youth Commission advises the Council on youth-related issues, and promotes an understanding and appreciation of community affairs among the youth of Pleasanton.

Recently, the City is looking at modifications to the ordinance with changes to the membership of the City's Youth Commission. The proposal changes membership of the eleven (11) regular commissioners to include: three (3) students from Middle School, three (3) students from High School; four (4) at-large student representatives from grades sixth through twelfth; and one (1) adult representative from the community-at-large.

Recommended Actions:

1. Examine the opportunities, potential locations, funds required, costs per parcel, and steps necessary to develop a home location for teens, either as a stand-alone center or in conjunction with development of a Community Center
2. Consider expanding Pleasanton's role in teen programs offering an array of programs that might include social recreation, tutoring, mentoring and non-sports activities
3. Work cooperatively with Pleasanton Unified School District, local police, public health, and social service organizations to develop recreation, prevention, and education programs for youth development
4. Explore the creation of alternative sports programming that is of interest to youth such as laser tag and rock climbing
5. Provide indoor and outdoor spaces for supervised but unstructured free play for youth
6. Continue/develop financial assistance support for youth who cannot afford program fees
7. Continue cooperative efforts with youth sports organizations to provide safe and accessible programs that develop sports skills, good sportsmanship and provide youth experiences in organized sports such as the popular baseball, softball, basketball and football. New sports interests to be addressed include cricket, badminton, rugby, and lacrosse
8. Address the need for additional learn-to-swim classes and recreational swimming for youth
9. Consider implementing high adventure activities such as kayaking, mountain biking, scuba diving, rock climbing
10. Develop a training and volunteer program of *Play Stewards* who would receive training and instruction on the aspects of play and recreation. *Play Stewards* would then coordinate with city staff on the delivery of recreation programming for youth and teens

3.4.2 Physical Fitness, Health, and Well-Being

For Pleasanton, *Physical Fitness, Health and Well-Being* was the most important benefit when seeking recreation, selected by more than half of the residents. This can be facilitated and achieved through active and passive recreational activities and by the City assuming a leadership role in educating the public about the benefits of achieving health and wellness. Physical activity and wellness programs for all ages are needed for obesity, disease prevention, and general good health. Offerings should include development of community places such as a Community Center and/or Teen Center, development of additional team sports, and individual fitness programming, especially at the Senior Center.

Recommended Actions:

1. Develop multi-disciplinary health partnerships with schools, local hospitals, and health care providers, private health clubs, and other agencies to bring public information and educational programs that prevent obesity and successfully promote physical activity across entire communities
2. Report on an on-going basis to the public and policy makers the health and wellness outcomes of Pleasanton's programs and facilities
3. Collaborate with the Pleasanton Unified School District to ensure state standards for physical education are implemented and supplement school programs with physical activity and skill development in recreation offerings

4. Evaluate options and work with Pleasanton Unified School District and other public or private aquatic program providers to expand swimming programs for city residents
5. Provide healthy snacks that meet state nutritional standards in Community Services Department sponsored programs, day camps, and special events
6. Modify existing contracts to require that all City concession operations and vending machines sell at least 75% of the product that meets state nutritional standards
7. Work with health care associations, to incorporate healthy eating and exercising habits into after-school recreation programs and camps for young children that model healthy living
8. Develop a line of healthy cooking programs in conjunction with the local business community
9. Follow the recommendations of The Center for Civic Partnerships an organization working to build healthier communities and more effective non-profit organizations
10. Address the needs of an aging population by expanding programming and encouraging participation in physical activity with an emphasis on the gentler aerobic activities

3.4.3 Inclusion of All Populations

For over 30 years, Pleasanton has offered Recreational Activities for the Developmentally Disabled (RADD), a program designed specifically for the developmentally disabled. The philosophy of RADD is to provide opportunity for personal growth for those 15 and up through recreation activities that enhance the quality of life for individuals of all abilities.

The RADD program, the only such program in the tri-valley area, gives respect to all, encourages independence and fosters self-expression. Budget cuts have eliminated other similar programs for the disabled in other communities. For example, Livermore Area Recreation and Park District's RADD and TADD (Teen Activities for the Developmentally Disabled) programs were eliminated due to district wide budget cuts. The American Community Survey found that over 6% of the Pleasanton population has a disability.

Recommended Actions:

1. The Community Services Department should establish and receive City Council approval of establishing an Inclusion Policy and funding that is committed to following the guidelines set forth by Title VI and the ADA to ensure that all programs, activities, and services, when viewed in their entirety, are readily accessible to and usable by individuals with disabilities.
2. Coordinate with Pleasanton Para-transit and WHEELS Dial-a-Ride to offer subsidized transportation for specific RADD programming
3. Expand inclusion programming to allow RADD participants the opportunity for more "hands-on" job training classes, to improve their potential for finding employment
4. Explore potential cooperative agreements with other Tri-Valley communities unable to provide programming opportunities for the developmentally disabled

5. In coordination with other agencies and non-profits increase the availability of summer programs, after school programs, independent living programs, and job training programs specific to youth with disabilities
6. Coordinate programming with like organization such as the Keystone Adult Learning Center who provides support to family caregivers and living skills to adults with developmental disabilities

3.4.4 Strengthen Outdoor Recreation Opportunities

Strengthen outdoor recreation experiences by connecting children and families with nature and open space to increase the user's appreciation of natural resources and foster a sense of stewardship. Studies continue to find that children who experience the natural world are healthier in every major way, intellectually, emotionally, socially, and physically. Some research indicates that electronic media use by young adults and youth has increased to more than 50 hours a week.

Recommended Actions:

1. Expand passive and active outdoor programs for families, neighborhood oriented walks, foot races, or bicycle events to provide safe venues for physical activity
2. Collaborate with Pleasanton Unified School District science programs, East Bay Regional Park District, Audubon Society, and other organizations to offer programs in environmental education and interpretation to develop stewardship for natural resources and instill an appreciation for natural environments
3. Consider implementing a Strategic Plan study to enhanced living history, natural history and other programming at Alviso Adobe Community Park and determine possible improvements, operations and staffing changes to achieve long-term objectives
4. Review current usage and usage possibilities for the Nature House to ascertain best program use for this facility. Consider renovations and repairs to meet the intended use. Improvements may include ADA upgrades, restroom, etc.
5. Utilize other recreational programming to promote Pleasanton's sustainability actions and outdoor recreation programming
6. Provide classes in outdoor skills and plan organized low-cost family-oriented and intergenerational outdoor adventures similar to Ridge Runners to area lakes, parks and mountains
7. Develop low-cost/free programs for families in neighborhood parks to encourage children and families to get out and play
8. Develop a "Park Steward" Volunteer Program where individuals can provide environmental enhancements, clean-up, and coordinate other volunteers within local parks
9. Adopt the "California Children's Outdoor Bill of Rights", which aims to connect children with the outdoors and California history (see box above)

California Children's Outdoor Bill of Rights

Every child should have the opportunity to:

- Discover California's Past
- Splash in the water
- Play in a safe place
- Camp under the stars
- Explore nature
- Learn to swim
- Play on a team
- Follow a trail
- Catch a fish
- Celebrate their heritage

Adopted by the California Roundtable in 2007

3.4.5 Cultural Arts and Community Events

Cultural arts and events that provide entertainment such as concerts and theater productions as well as those that develop skills in dancing, drama, music, and the arts will continue to grow as residents of all ages and ethnicities seek these opportunities close to home. Participation in performing arts, including music and dance, addresses creative interests and physical and mental health needs for youth. Community-wide special events that bridge the community and bring people together for recreation, cultural expression and entertainment are popular programs. These events unite the community, and build community identity and vitality.

Recommended Actions:

1. Provide greater access to arts programs by offering programs at venues closer to resident's homes, i.e. neighborhood facilities and parks, churches, the museum, the library and shopping mall
2. Develop multi-cultural arts programs and activities that promote personal connections among participants and allow the community to highlight and share its diverse customs, celebrations and diversions
3. Survey current participants and non-participants to determine their preferences for additional kinds of classes, and determine if there are any deterrents to their participation, such as transportation or childcare
4. Collaborate with local and regional arts organizations to maximize resources and expertise to bring additional cultural programs to residents
5. Expand cultural events and creative experiences through community partnerships with merchants, businesses, Pleasanton Downtown Association, Chamber of Commerce, businesses and organizations
6. Showcase different cultures in special event programming to enhance cultural understanding and unity amongst groups
7. The Amador Theater facilitates numerous School District, City and community programs and events on an annual basis. Through an agreement with the District, the City operates and maintains the Theater in exchange for its joint-use. In the last few years, funding for facility maintenance was impacted due to budget reductions and some facility improvements were deferred. Therefore, if the City desires to continue to fully operate and program the Theater, it is recommended that the City and the District work together to assess the facility and its current programming to determine what course of action is needed to address the facility's infrastructure and programming needs.

3.4.6 Aquatics

Pleasanton offers an outdoor aquatic complex at Amador Valley Community Park, known as the Dolores Bengtson Aquatic Center. This facility was recently renovated with a focus on the west side of the facility. The renovation project included:

- Demolition of the diving pool
- Incorporation of a new diving area with the existing 25-meter pool by way of an 'L-shaped' design
- Replacement of the existing pool decking
- Re-plastering the 25-meter and training pools
- Updating the Americans with Disabilities Act (ADA) access to both pools

- Deepening of the 25-meter pool through a rim flow gutter system
- Replacing the original plumbing, heating, chemical and electrical systems of both pools
- Separating the filtration systems so that the two pools function independently

Historically the Dolores Bengtson Aquatic Center is heavily utilized by the residents with over 26,000 visits for drop-in use and almost 5,000 registered for classes. Extensive comments were received at the public workshops related to expanded aquatic opportunities both at the existing site and the potential for a second facility located elsewhere within the community.

Recommended Action:

1. Evaluate the opportunity to expand the joint use of Amador High School Swimming Pool. Due to the depth of the pool and lack of shallow water, this facility could be utilized as an advanced training facility offering Level 4 swimming lessons and up, lifeguard training classes, swim team activities, SCUBA, water polo, kayaking, and special events.

3.4.7 Outreach and Partnerships to Serve Adults Age 50+

The Pleasanton older adult population is growing faster than any other age group in the city. Nearly 23% of the population is 55 or older with the average age of Pleasanton residents now exceeding 40 years old. Outreach and partnerships to serve these older adults presents a growing challenge for the Pleasanton Community Services Department.

As presented in the Trends and Implications Report (Appendix 'C'), even though baby boomers are aging, they consider themselves as the “young-old” and desire well-balanced fitness programs that offer a variety of benefits for health and disease prevention. As boomers retire they create a new market for recreation activities.

Pleasanton currently offers a variety of drop-in programs, enrichment courses, exercise and wellness, arts, and a wide scope of special interest programming such as legal services, estate planning, eye glass repair and fraud counseling. Additionally, the City in conjunction with funding from Alameda County Measure B and other funding offers an extensive Para-transit Program.

Recommended Actions:

1. Evaluate the opportunity to expand the current Senior Center adding additional space for classes, computer lab, fitness center, and potentially a second multi-purpose meeting room.
2. Due to State budget reductions and the loss of Adult Education programs, continue to offer expanded health and fitness programming, aimed to meet the needs of mature adults from 50 and older. These programs could be offered at the existing facility or by the formation of partnerships with local businesses involved in health and fitness
3. Work with other public agencies to determine the needs of older adults in the Pleasanton area and initiate planning to take a more active role in programming and service needs for older adults
4. Evaluate the continuing operation of the Para-transit Downtown Route program in light of declining numbers of less than 100 riders per quarter and costs of program in excess of \$55,000 annually

5. Continue to evaluate and prepare an action plan for the expiration of Alameda County Measure B in 2020. A proposed Transportation Expenditure Plan (TEP) was defeated by the voters in 2012. Measure B currently provides \$83,713 in funding for the Door-to-Door program and \$43,824 for the Downtown Para-transit route, through Grant Gap funding
6. The City should consider exploring the opportunity of seeking out private vendors to operate the Door-to-Door service provided through Para-transit
7. Within existing programming, market to older adults with an emphasis on well balanced fitness programs including gentler aerobics such as yoga, Tai Chi, and Pilates that offer a variety of benefits for health and disease prevention
8. Identify partners or collaborators to assist in developing an increase in programs for older adults. Possible partners may include AARP, faith based organizations, health care providers, and educational institutions
9. Offer additional lifelong learning programs such as creative arts, technology classes, lectures, short courses, and leisure classes that cater to the adults and particularly the aging baby boomer cohort
10. In conjunction with local health providers evaluate potential roles for the Community Services Department in helping meet the needs of the growing population of 85+ seniors. As noted in the Human Service Needs Assessment, the number of women over the age of 85 has quadrupled between 1990 and 2010
11. Offer educational travel opportunities and cultural outings with an emphasis on “off the beaten path,” scheduled to attract the working retiree
12. Provide more “inter-generational programming” to bring various age groups together to enjoy recreation events and activities

3.5 Recreation Programming Support Services

Service needs relate to how programs and operations are implemented by the Community Services Department including the operation and/or development of facilities to support the delivery of the recreational programming and policies or procedures necessary for the delivery of the programming. These may relate to support services or facilities and how they may impact many of the programs. The following are identified areas that the City of Pleasanton should focus on in the coming years.

3.5.1 Providing Services for a Growing and Ethnically Diverse Population

Providing services to a growing and ethnically diverse population should be an emphasis of the City due to the changing demographics. Further, these services should be convenient, accessible, and equitably distributed to all residents in terms of recreation programs, support services, and location.

Providing services for a growing and ethnically diverse population will continue to challenge the Department as the City’s demographics continue to change and increase in diversity. While the City of Pleasanton is not as ethnically diverse as Alameda County, the white population of the city has decreased since 2000 while the African American, Asian, and Hispanic populations has grown at a much faster rate than the population as a whole.

Growth of Pleasanton Ethnic Populations 2000-2010

African American	35.8%
Asian/Pacific Islander	118.6%
Hispanic	45.0%

Recommended Actions:

1. There is a need to centrally locate the City of Pleasanton Community Services Department. Consideration and evaluation of costs and benefits should be given to the renovation of an existing building or the development of a new facility at a central location
2. The City currently has a lack of adequate meeting space especially for larger sit-down lunch/dinner events. Evaluation should be given to development of a large multi-purpose room with an adjacent kitchen at any new facility developed by the City
3. Provide adequate language translation services to include improved participation from new ethnic populations
4. Based on the need to increase and improve on meeting space and indoor facilities, lack of a home site for Teen programming, the City should move forward with plans to develop a multi-purpose Community Center at the Bernal Community Park
5. Offer flexible office hours and convenient program times, including nights and weekends for customer convenience
6. The City's current "CLASS" registration system is dated and will be phased out by the Active Network. The result is that the City should explore and evaluate other options for online transactions such as class registration, facility rentals, memberships, and other services

3.5.2 Fiscal and Coordinated Planning

Fiscal and coordinated planning with other departments within the City of Pleasanton and with other public and non-profit agencies to minimize duplication and/ or competition should continue to provide for the best use of public and private resources to meet recreation demands. A unique feature of the City of Pleasanton is that there is little to no private recreational providers such as a movie theater, bowling alley, fun zone, etc. located within the City's limits.

The partnership between the City and Pleasanton Unified School District is a model for cooperation and joint utilization of public facilities for public benefit. Regardless, staff from both organizations should continue to meet and discuss changes required between agreements to meet the changing needs and demands of the community.

Recommended Action:

1. Continue to meet on a regular and on-going basis to review and consider revising the terms of the Joint-Use Agreement with Pleasanton Unified School District to improve and expand use of indoor and outdoor, District and City facilities
2. Collaborate with Alameda County agencies and East Bay Regional Park District to maximize opportunities to share resources in providing outdoor recreation and health and wellness programs
3. The City maintains an excellent life-cycle maintenance program but the program is impacted by inadequate funding. The result is that many recreation facilities such as the Nature House, Amador Recreation Center, Cultural Arts Building, Aquatic Center, Nature House, Century House and Amador Theater are showing physical impacts from long-standing deferred maintenance. Identification of funds and development of an on-going maintenance and renovation program should become a priority for the City

4. Compare Fee Policies of other jurisdictions with the City and establish an updated policy that supports established revenue generation goals for each program taking in consideration equity, cost recovery and consistency
5. The City should encourage private recreation providers to locate unique and/or appropriate businesses within the City limits
6. Pursue additional public-private partnerships with fitness clubs, golf courses, dance studios or other private recreation providers to provide recreation programs
7. Community Services Department should conduct and report to governing bodies economic profile reports of major tournaments and swim meets held at City facilities

3.5.3 Staff Recruitment, Training and Development

Staff recruitment, training and development to retain a qualified and customer-oriented staff are critical to success. Employees must work together as a team with a shared vision of the Community Services Department's priorities to provide support services and programs.

Recommended Actions:

1. Within resources available, the City should continue to maintain a trained and competent work force
2. Foster succession planning
3. Increase opportunities for professional development and team learning for staff including:
 - a. Creating a plan for regulatory, mandatory, professional development and technical skills training
 - b. Evaluate current training opportunities and identify employee and City needs
 - c. Ensure that training and growth are aligned with City's vision, mission , and goals
 - d. Provide clear information to staff about professional development and advancement opportunities
 - e. Increase opportunities for cross-training across divisions
4. Develop employee work plans and employee work teams to implement the goals and objectives of the Master Plan

3.5.4 Volunteer Recruitment and Training

Volunteer recruitment and training is a new challenge to community agencies as the volunteer pool diminishes because of working parents and aging WWII generation of steadfast, community volunteers. Offering meaningful volunteer opportunities to baby boomers and instilling volunteerism in youth will facilitate new volunteer support. The Senior Center has a robust volunteer program of over 270 volunteers and an additional 25 community partners. Many agencies state-wide have initiated programs of "Park Stewards" who foster leadership and partial management of park sites in conjunction with City staff. This program could be expanded to develop "Play Stewards" who would foster the same leadership qualities but within recreation programming.

Recommended Actions:

1. Create challenging and meaningful volunteer opportunities for all age segments in the community. This could include:
 - a. “Park Stewards” who with City leadership and cooperation lead the volunteer maintenance and restoration work in a city park, bringing together the needed volunteers, materials, technical knowledge, and other resources necessary to provide maintenance and to make on-the-ground improvements a reality
 - b. “Play Stewards” who with City leadership and cooperation lead the volunteer recreation programming work within park sites and or facilities, bringing together the needed materials, technical knowledge of play, and other resources necessary to provide additional play and recreational opportunities to the youth of the City
 - c. Develop a “Park and Play Steward” training and certification program that includes aspects of park maintenance, play, City procedures, and etc.
2. Work cooperatively with local service clubs to recruit volunteers for special projects or events
3. In cooperation with schools and youth groups such as Boy Scouts and Girl Scouts engage youth in the design of and completion of volunteer work

3.5.5 Marketing Brand and Facility Rental

Marketing and communication of public information in both print and electronic media is essential to increase public awareness about programs and facilities to reach all ages, non-users and the underserved. While the City provides an excellent level of service in many areas, some aspects of marketing, branding, and facility rental falls short of the mark. Refer to the Appendix for a table displaying the limited number of rentals for city offered facilities. Some of these are resulting from the need for renovation and upgrades and other clearly from the need for improved marketing.

Recommended Actions:

1. Evaluate the opportunities to transfer management of selected facilities such as the Century House to a local non-profit organization. This could be structured similar to the arrangement between the City and the operation of the Museum on Main
2. Due to high demand and revenue potential, the City should identify additional park locations for the development of group picnic rental sites. These facilities could range in size to serve groups of 150 people or more
3. Expand the available advance rental time of facilities for non-residents from 6 to 9 months
4. Continue to move forward with the Department’s efforts at branding with a focus on the Department’s ability to reach out to the public not only through the Activity Guide, but through the internet, social media, and the website. The Department should in addition to the external branding effort look to evaluate and improve internal branding and the Department’s presence through community and City/Department related events
5. Utilize all media print, non-print and social network media to market programs and communicate public information on the value of leisure services and programs to target groups and underserved populations

6. Complete a comprehensive marketing plan that gives consideration and identifies potential promotional strategies for each of the following:
 - Networking - go where your market is
 - Direct marketing - sales letters, brochures, flyers
 - Advertising - print media, directories
 - Training programs - to increase awareness
 - Write articles, give advice, become known as an expert
 - Direct/personal selling
 - Publicity/press releases
 - Trade shows, health/wellness fairs and similar events
 - Web site
7. Develop a social media marketing plan that includes web site improvements and increased online visibility based on establishing a brand for the Community Services Department through a variety of social media sites including:
 - Facebook
 - Twitter
 - Blogs
 - Events sites
 - Video sites
8. To help offset the costs of printing the Activity Guide consideration should be given to selling advertisement within each addition. A common approach is to sell the inside back cover to a single vendor with similar values to the Community Services Department
9. Evaluate the opportunities to raise construction and on-going maintenance funds by the establishment of a park/park amenity naming program. The focus could be the naming of individual facilities “purchased” by local business organization with the funds going into a dedicated fund
10. Consider target marketing based on customer’s profile and data base information participation.
11. Market recreation as essential to healthy lifestyles for all ages and educate consumers about disease prevention and wellness programs accessible to them
12. Utilize the California Parks and Recreation Society VIP Principles in marketing programs e.g. sports and fitness programs to promote health and wellness
13. Continue with the use of the CPRS “Parks Make Life Better” brand within marketing and promotion materials

63% of Pleasanton residents stated they had participated at least once in a recreation program over the past year, much higher than the median 50% reported in recent surveys of 22 other California communities

Pleasanton Resident Survey
December 2012

Pleasanton



Parks and Recreation Master Plan

Section 4

Recreation Facility Recommendations

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to maintain proper order

4.0 RECREATION FACILITY RECOMMENDATIONS

This Section presents potential opportunities to meet the recreation needs identified in the Recreation Facility Needs Assessment (Section Two) of this Master Plan.

Fortunately, there are not many existing deficiencies in the park system of Pleasanton, and there are some opportunity sites already in progress that will contribute to meeting future demands for recreation facilities in Pleasanton. New recreation elements could be added at existing parks, joint use schools, planned parks, unplanned areas, or new property targeted for acquisition and development. Therefore, solving the recreation needs puzzle could be accomplished in a variety of ways, depending upon specific analysis and design of each site and upon future acquisition outcomes. Moreover, the City's process of park design and development involves extensive community input that will likely affect park and recreation facility design. This Master Plan report strives instead to identify opportunities to consider for the development of future parks to meet identified current and future recreation needs.

For City park projects, choosing a project or projects to pursue occurs as a result of the capital improvement project budget and prioritization processes conducted by the City every two-years as part of the budgetary process. The chosen project would then follow a process pathway, with community input, that would determine specific amenities and design for the park.

4.1 Overall Concept

Satisfaction of identified needs does not appear to be an overly daunting task; the City has effectively pursued park and recreation facility additions and currently plans for more park improvements. Continued park and recreation facility planning and development will be needed to satisfy current and future needs. It is recommended that the City pursue satisfaction of recreation facility needs by using the following key strategies and improvements.

Recommended Actions:

1. Implementation of facilities to meet current (existing) facility needs (listed in alphabetical order):
 - 1 community center
 - 1 large dog park (over 2 acres)
 - 1 large skate park – (over ½ acre)
 - lighted synthetic turf multi-use sports fields
2. Phased implementation of facilities to meet future needs (in alphabetical order):
 - 1 baseball field
 - 1 dog park
 - 1 recreational swimming pool
 - 6 tennis courts
3. The City should consider construction of lighted, synthetic turf multi-use sports fields by a combination of delivery methods: by renovating existing fields, developing new community sports park land, or by increased use of school sites

Highlights

- Recommendations in existing sites and opportunity sites attempt to address all the identified recreation needs in Pleasanton
- Community Center, off-leash dog parks, lighted synthetic turf sports fields, skate parks, swimming pool, trails and tennis courts are among the top new facility priorities
- Adding field lighting, restrooms and synthetic turf to renovate existing fields will be a reasonable cost solution to meeting demand
- Increasing joint-use opportunities with the Pleasanton United School District will help the City address the tennis court deficiencies

4. Develop plans for consolidating City Administrative offices and Community Services Department through a Civic Center Master Planning Process
5. Consider either Joint-Use Agreement to add lights and increase access to existing tennis courts at PUSD campuses or pursue development of a new tennis center in the City to meet future demand
6. Pursue the programming and phased implementation of a new Community Center of approximately 60,000 square feet for a variety of functions and groups including teens, community organizations and performing arts groups
7. Increased trail connectivity and opportunities should be emphasized, focusing on corridors and links to adjacent natural open space, parks, schools, and commercial areas
8. Neighborhood Parks should be located within reasonable walking distance of most homes and connected with bike paths or trails, linear pedestrian parkways or other connectors into the local neighborhood network of access
9. New residential development should be planned to include park and recreation facilities that adequately serve the planned population and complements and enhances the City park system as a whole
10. Continue to provide parkland acreage quantities consistent with the City's standard of five (5) acres per 1,000 residents, with appropriate distribution

4.2 Recommendations for Current Facility Needs

The following paragraphs provide more specific details for each of the four priority items identified in the Facility Needs Summary, Section 2.9.1 found on page 2-22. In addition to this list, the Current Facility Needs table (Exhibit 2.9-3 on page 2-25) identified a current need for one additional skate park that is also included below.

4.2.1 Synthetic Turf Multi-Use Sports Fields

Emerging sports of Lacrosse and Rugby, and the past growth of soccer as a year-round sport has put immense pressure on natural turf fields to handle winter sport activities. The City has traditionally rested fields in the winter just after the end of the demanding fall sports season. Ideally, a City would have all-weather synthetic turf sports fields to be able to provide winter sports and growing year round sports play on a safe and durable surface. It is recommended to install high-cutoff sports lights wherever synthetic fields are planned, to obtain maximum usefulness of the investment.

Recommended Actions:

1. Exhibit 4.2-1 identifies the planned location for three (3) all-weather lighted synthetic turf multi-use sports fields at Bernal Community Park.

Exhibit 4.2-1 Synthetic Turf Multi-Use Sports Fields at Bernal Community Park (Phase Two)



4.2.2 Off-Leash Dog Parks

According to the Demand and Needs Analysis, Pleasanton currently needs one (1) additional large off-leash dog park, and will need another off-leash dog park upon build-out. Currently, there is only one (1) off-leash dog park within the City limits, which is located at Muirwood Community Park.

Off-leash dog parks have grown tremendously in popularity in America and are among the needs most often indicated by Master Plan needs identification tools. Off-leash sites should be distributed appropriately throughout the City and it is suggested that each dog area be at least one (1) acre in size and include parking and capacity for at least 30 individuals and dogs. There should be separate zones to allow for resting of over-used areas and allow for separate enclosures for large dogs small dogs.

Recommended Actions:

1. In opportunity sites:
 - a. Consider inclusion of an off-leash dog park in the Staples Ranch Community Park. While an off-leash dog park is not included as part of the Community Park design as detailed in the Staples Ranch Park Master Plan, it could be explored as part of the Community Park's re-design anticipated to occur to reflect removal of an ice skating facility from the Master Plan.
 - b. Explore potential of adding an off-leash dog park in one of the park sites identified as part of the East Pleasanton Specific Plan
 - c. Explore opportunities for an off-leash dog area in existing parks or open space areas

4.2.3 Aquatics/Swimming Pool

According to the Demand and Need Analysis evaluation, Pleasanton will need one additional swimming pool by the time the City reaches ultimate build-out. A swimming pool for recreation use and/or learn-to-swim lessons was among the needs most often indicated by Master Plan needs identification tools.

The City has one swimming complex, the Dolores Bengtson Aquatic Center, located at the Amador Valley Community Park that is open year round for swim team and lessons and seasonally for recreation swimming. This complex recently received a large renovation project to reconfigure two of the pools. The facility is primarily focused on competition swimming with a 50-meter x 25 yard pool and a warm-up lap pool. Amador High School and Foothill High School each have large outdoor pools that can be utilized for lap swimming and other programs. The School District's pools can also be rented. For example, a private water polo club currently rents one of the High School pools for practice time in the summer. During the school year the pools are dedicated for school use only.

Recommended Actions

1. Provide another recreational oriented pool facility to the Amador Valley Community Park site. This site is the ideal candidate because maintenance and operations are more efficient if aquatics facilities are in one central complex rather than spread out in different areas of the City. Cost recovery is also usually positively affected in larger aquatic complexes that have a combination competitive / recreational programming.

Exhibit 4.2-2 identifies the proposed new swimming pool to address the future need for an additional aquatic facility for recreational and swimming lessons. The new recreation pool could have a zero-depth or "beach" entry at the east end, and a children's wet play wading pool, then deepen moving westward for swim lessons and to allow for a slide receiving pool. A three (3) water slide configuration with approximately 25' high tower is proposed for maximum fun for youth and adult swimmers.

Exhibit 4.2-2 Proposed Recreation Pool Addition at Dolores Bengtson Aquatics Center



4.2.4 Community Center

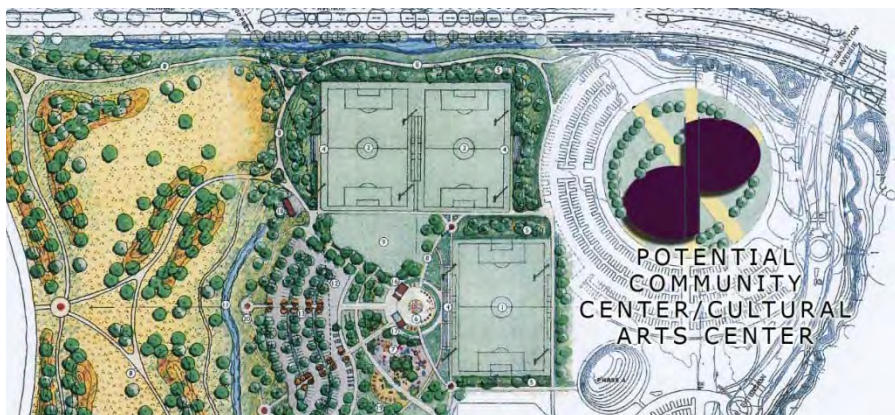
Previous planning efforts included long-range planning for a Community Center at the Bernal Community Park. This building is needed for multiple uses to satisfy a shortage of a variety of functional indoor spaces. Community Centers are often considered the heart of the community, a place where residents come together for recreation, learning, socializing, growing, and health.

Recommended Actions:

1. Consideration should be given for the following programmed functions within the ultimate footprint of the building or building complex: Teen Center, Library, meeting rooms and classroom spaces, flexible recreation room, banquet hall and kitchen, Community Services Department offices, as well as other City Administrative Offices. A rough footprint of at least 60,000 square feet should be targeted for space planning and budgeting to contain the program elements.

Exhibit 4.2-3 identifies the proposed location to add the Community Center. It is recommended that the City initiate a planning and review process for evaluation of the market value and reuse, sale or redevelopment options for properties that may be vacated as part of this reorganization of civic spaces.

Exhibit 4.2-3 Community Center Addition to Bernal Community Park



4.2.5 Skate Park

Skateboarding is a very rapidly growing activity for which many cities are developing skate parks to keep pace. Pleasanton's youth participate heavily in this activity and the City is currently in need of an additional skate park and upon buildout, will need to add one (1) more. The City currently has two (2) operating skate parks; one is located at Val Vista Community Park and another smaller one is located at the Pleasanton Sports and Recreation Community Park.

Recommended Actions:

1. Consider constructing an addition to the skate park located at the Pleasanton Sports and Recreation Community Park. The expansion should focus on the "street plaza" type of Skate Park, which has many elements that would be found on a typical urban street, as well as above ground ramps, rails and transition areas. A conceptual diagram is found on Exhibit 4.2-4 below.

Exhibit 4.2-4 Potential Skate Park Addition at the Sports and Recreation Community Park



4.3 Recommendations for Future Facility Needs

The recreation facility demand analysis provides important data on the demanded needs for recreation facilities that are used by Pleasanton residents. This information, coupled with information from the community outreach process and sports groups, has been compared to the City's inventory of facilities to determine whether the City has a surplus or deficit for a variety of recreation elements such as sports fields and courts.

Based on the information collected, there are future deficits and needs for the following recreation elements (in alphabetical order):

- Baseball Field (future need for one (1) field)
- Dog Park (future need for one (1) additional facility, refer to Section 4.2)
- Swimming Pool (future need for one (1) additional pool, refer to Section 4.2)
- Tennis Courts (future need for six (6) additional courts)

4.3.1 Baseball Field

Nineteen (19) City fields are currently utilized for youth baseball games. The City meets the demand need of 19 fields. By build-out, a small deficit (1 field) will be easily met by building one additional field. Approximately 1,300 children currently play in organized baseball games.

It is desirable to provide ball fields that are designed appropriately and specifically for either softball or baseball, but that can also be programmed for other activities if need be. Locating two or more fields together is also desirable and efficient.

Recommended Actions:

1. Exhibit 4.3-1 identifies the existing fields at the Bernal community Park used for baseball games, and the proposed location to add an additional baseball field.

Exhibit 4.3-1 Proposed Baseball Field at Bernal Community Park (Phase Three)



4.3.2 Tennis Courts

According to the Demand and Need Analysis summaries (Exhibits 2.9-3 and 2.9-4), Pleasanton currently meets the demand for tennis courts, but will need another six (6) courts by the time the City reaches ultimate build-out. Tennis courts are among the facilities identified as a high priority according to the Needs Summary Matrix. Currently, there are ten (10) lighted courts at the Pleasanton Tennis and Community Park, four (4) at Muirwood Park, two (2) at Fairlands Park and two (2) new courts at the recently completed Stoneridge Creek Neighborhood Park.

There are many existing tennis courts at the public high schools that have restricted access to the general public. Private courts at clubs and in homeowner associations likely play a significant role in Pleasanton, but these courts are not counted in the inventory and demand and needs analysis.

Recommended Actions:

Because of the popularity and success of the tennis programs at Pleasanton Tennis and Community Park, expanding the court count at the existing facility is preferred for meeting the current supply deficit. Exhibit 4.3-2 identifies the proposed location of the tennis court expansion. It is suggested that future courts be provided as follows:

1. Construct two (2) courts at the Pleasanton Tennis and Community Park, bringing the total amount of courts at this location to twelve (12) courts
2. Consider increasing the availability of existing eighteen (18) tennis courts at the high schools through a Joint-use Agreement, by adding lighting and providing funding for utility and custodial costs
3. Construct tennis courts at other opportunity park sites

Exhibit 4.3-2 Pleasanton Tennis and Community Park Proposed Courts



4.4 Parkland Acreage

Based on the City's parkland standard of 5 acres per 1,000 residents, a current parkland surplus of 16 acres exists. A future deficit of 19 acres will occur if no new parkland is added and the City continues to grow as anticipated.

Recommended Actions:

There are three (3) identified undeveloped park sites totaling over 67 acres within the City of Pleasanton (See Exhibit 2.7-1). Specific design plans and public process outcomes for each site have been established prior to this Master Plan, and subject to future modification based on the recommendations of this plan and future discussions. It is likely that most opportunity sites will be considered parks for which full acreage credit is given when developed.

4.5 Summary of Parks and Recreation Facility Recommendations for Current Needs

Exhibit 4.5-1, Summary of Recommendations, lists all of the proposed facility recommendations including the quantity of recreation elements proposed.

These recommendations may exceed current need; however some proposed sites may not be implemented. Proposed recommendations are intended to show general feasibility only, for purposes of community-wide park and recreation master planning. When specific projects are undertaken in the future, master plans will be refined in accordance with environmental considerations, accurate topographical information, community input, and cost considerations in effect at the time.

Pleasanton Parks and Recreation Master Plan
Section Four – Recreation Facility Recommendations

2014

Exhibit 4.5-1 – Summary of Recommendations

Recreation Facility Recommendations	Community / Passive Facilities												Athletic Facilities					
	Building Renovation	Community Center/ Building	Dog Park	Eliminate Turf & Replace w/ Native Plantings	Naturalize/Restore Creek	Picnic Tables, Benches	Group Picnic Area (Tables, BBQ, Shade Shelter)	Parking Lot	Playground-add ADA Swing	Restroom	Turf Recondition	Miscellaneous	Baseball	Basketball Court Renovation	Skate Park	Synthetic Turf Multi-use Sport Field, Lighted	Swimming Pool	Tennis Court
Park Sites																		
Alviso Adobe Community Park							1											
Amador Valley Community Park	1							1R										
Century House	1																	
BMX Facility								1		1								
Cemetery											1f							
Creekside Park									1					1				
Del Prado Park									1					1				
Fairlands Park						1												
Fawn Hills Park														1				
Hansen Park						1								1				
Harvest Park									1									
Kottinger Park				1		1												
Kottinger Village Park														1				
Laurel Creek Park												a						
Lions Wayside Park												b						
Main Street Green												c						
Meadowlark Park														1				
Meadows Park												d		1				
Mission Hills Park					1													
Moller Park					1													
Muirwood Park														1				
Nielsen Park														1				
Oakhill Park						1												
Senior Center/ Centennial Park	1A																	
Sport and Recreation Community Park	1																	
Tawny Park														1				
Tennis and Community Park														1				2L
Upper Pleasanton Field								1			1							
Valley Trails Park				1										1				
Veterans Memorial Building												g						
Veterans Plaza					1													
Vintage Hills Park				1	1													
Woodthrush Park									1C		1	e						
JOINT USE SCHOOL FACILITIES																		
Amador Valley High School																		9L
Foothill High School																		9L
OPPORTUNITY SITES: PLANNED FACILITIES																		
Bernal Community Park Phase 2							1		1C	1						3		
Bernal Community Park Phase 3													1					
Staples Ranch Community Park			1				1	1	1C	1								
East Pleasanton Specific Plan Community Park			1												1			4L

Footnotes:

L = Lighted facility
C = New playground facility
R = Renovate existing facility
A = Add on to existing building

Miscellaneous Items:

a = Evaluate potential ingress/egress line of sight safety issues; b = Redevelop park as new festival space, resolve drainage ditch, adventure play, bandstand; c = Improve trail signage; d = Renovate plantings and add drip irrigation; e = Install path around park; f = Renovate landscape, install drip and rotor irrigation system; g = install grill and food prep patio area

4.6 Summary of Proposed Improvements at Existing Parks and Facilities

A comprehensive, detailed analysis of every existing park and facility in Pleasanton is included in this Master Plan process, and included in the Appendix of the report. In summary, the following are the highlights of the analysis:

- The parks in general are very well maintained, as evidenced by visual survey as well as by public opinion gathered in the telephone survey
- Tree maintenance program is very effective
- There are opportunities to reduce turf in many non-athletic applications and thereby reduce water and fertilizer use
- Outdoor basketball courts, in general, are in need of resurfacing
- Creeks that run through parks are good candidates for naturalization with native plant material
- Gaps were found in the trail system that should be addressed by the ongoing implementation of the recommendations found in the Pedestrian and Bicycle Master Plan adopted in 2010.

The following summary provides a list of all the recommended capital maintenance suggestions provided in the parks analysis report:

Exhibit 4.6-1 Summary of Proposed Improvements in Existing City Parks and Facilities

Existing Park	Proposed Improvements
Alviso Adobe Community Park	• Add group picnic shelter • Consider additional amenities that will facilitate more “hands-on” interpretative programming and experiences
Amador Valley Community Park	• Renovate Amador Recreation Center Building and re-landscape grounds • Chip seal parking lot • Renovate Aquatic Center to add recreation pool • Renovate Cultural Arts Center
Century House	• Consider entering into Joint-use agreement with Museum on Main to operate the facility as a living history museum • Consider renovating facility based upon outcome of use determination
BMX Facility	• Add restroom • Add parking lot • Add irrigation system
Creekside Park	• Add children’s ADA swing • Construct new dog park
Del Prado Park	• Resurface Basketball Court • Add BBQ grill
Delucchi Park	• Redevelop park per preliminary plans
Fairlands Park	• Add benches and picnic tables • Complete the previously planned pedestrian lighting installation that was partially constructed

Existing Park	Proposed Improvements
Fawn Hills Park	• <i>Resurface Basketball Court</i>
Hansen Park	• <i>Resurface basketball court</i> • <i>Add benches and picnic tables</i>
Harvest Park	• <i>Add children's ADA swing</i>
Kottinger Community Park	• <i>Naturalize creek with native plantings</i> • <i>Convert turf to native planting areas to reduce irrigation and maintenance</i>
Kottinger Village Park	• <i>Resurface basketball court</i>
Laurel Creek Park	• <i>Evaluate ingress/egress for line of sight safety issues</i>
Lions-Wayside Park	• <i>Redevelop park per preliminary plans</i>
Main Street Green	• <i>Improve trail signage</i> • <i>Consider paving trail for bicycle use</i>
Meadowlark Park	• <i>Resurface basketball court</i>
Meadows Park	• <i>Resurface basketball court</i> • <i>Renovate plantings & irrigation</i>
Mission Hills Park	• <i>Restore creek</i>
Moller Park	• <i>Restore creek</i>
Muirwood Community Park	• <i>Resurface basketball court</i>
Nielsen Park	• <i>Resurface basketball court</i>
Oakhill Park	• <i>Add benches, picnic tables</i>
Pleasanton Pioneer Cemetery	• <i>Improve the aesthetics of the cemetery by installing irrigation and low water using/low maintenance landscape planting</i>
Pleasanton Senior Center	• <i>Consider expansion of existing building</i>
Pleasanton Sports and Recreation Community Park	• <i>Renovate office and meeting rooms</i> • <i>Renovate and enlarge current skate park</i>
Tawny Park	• <i>Resurface basketball court</i>
Pleasanton Tennis and Community Park	• <i>Resurface basketball court</i> • <i>Add two new lighted tennis courts</i>
Trails and Bicycle routes	• <i>Pursue proposed Class I, II and III routes identified in the Proposed Bicycle Facilities map of the Pedestrian and Bicycle Master Plan</i>
Upper Pleasanton Field	• <i>Pave western parking lot</i> • <i>Recondition turf</i>
Valley Trails Park	• <i>Resurface basketball court</i> • <i>Replace existing turf with native plantings to reduce irrigation and maintenance</i>
Veterans Memorial Building	• <i>Construct new outdoor grill / food service preparation patio</i>
Veterans Plaza	• <i>Add benches</i>

Existing Park	Proposed Improvements
Vintage Hills Park	• <i>Restore creek</i> • <i>Replace existing turf with native plantings to reduce irrigation and maintenance</i>
Woodthrush Park	• <i>Add children's playground</i> • <i>Recondition turf</i> • <i>Install path around perimeter of park</i> • <i>Add benches, picnic tables & BBQ</i>

4.7 Summary of Recommendations in Joint-Use Schools

Exhibit 4.7-1 provides a list of recommended improvements at facilities in school sites in Pleasanton that could be utilized jointly for the maximum benefit of the residents of Pleasanton. These improvements should be conditional to the satisfactory negotiation of a mutually beneficial Joint-Use Agreement.

Exhibit 4.7-1 Joint-Use Facility Recommended Improvements

School	Proposed Recommendations
Amador Valley High School	• <i>Add lights to tennis courts</i>
Foothill High School	• <i>Add lights to tennis courts</i>

4.8 Summary of Recommendations in Opportunity Sites

Opportunity sites provide the city the possibility to develop facilities that require large land areas to accommodate design requirements, as well as other facilities such as lighted fields that may not be as appropriate in existing neighborhoods. These sites may also have preexisting requirements or site plans that could constrain the potential uses. Exhibit 4.8-1 provides potential recommendations for the sites that are currently under consideration.

Exhibit 4.8-1 Opportunity Site Proposed Recommendations

Opportunity Site	Proposed Recommendations
Bernal Community Park Phase 2	• Add three lighted synthetic turf fields, additional parking, concessions/restroom and support infrastructure
Bernal Community Park Phase 3	• Add one baseball field, additional parking and support infrastructure
Bernal Community Park Phase 4	• Add one amphitheater • Add Community Center
Staples Ranch Community Park	Evaluate in Master Plan process the following amenities: • One large (3-acre) off-leash dog area • Open turf area • Multiple group picnic areas with shade shelters, BBQ's, benches and tables • Adventure or "spray" playground and tot lot • Restrooms • Low-impact exercise stations • Community and/or interpretive gardens
East Pleasanton Specific Plan Area Community Park	Evaluate in future Master Plan process the following amenities (at a minimum): • Large off-leash dog area • Four lighted tennis courts

Pleasanton



Parks and Recreation Master Plan

Section 5

Funding and Implementation Recommendations

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5.0 FUNDING AND IMPLEMENTATION RECOMMENDATIONS

There are two major types of cost centers that require funding in order to implement the Master Plan. One is for capital costs which include: acquisition and development of new required park lands and facilities and renovation of existing park and school land. The second is the ongoing cost of maintaining and operating these facilities.

Currently, funding for capital improvements/ additions to park and recreation facilities in the City of Pleasanton comes from several sources. Fees on new development (development impact fees and developer special agreements) are a major source of funding to provide parks and recreation facilities for the residents of newly developing areas of the City. Other recent sources of funding include grant funds (including Community Development Block Grants), regional bond measures (Measure WW) and contributions from the City's general fund reserves.

Funding for maintenance and operation of Pleasanton's park and recreation facilities and programs are currently provided by user fees for recreation programs and facility use, and the City's General Fund.

Highlights

- There are two cost centers for funding: capital costs, operations and maintenance costs
- Funding sources depend on the improvements and the facility type
- It is strongly recommended that the City examine the current fee structure and make adjustments so that the fees collected are in line with the costs of maintenance and operation of the facilities or programs for which the fees are levied
- The cost for all proposed facility improvements with contingencies equates to approximately \$94 million

5.1 Funding Sources

The following listing of funding sources have been categorized according to the appropriate application of the funding they provide - Capital Funding, Operation and Maintenance or a combination of both. These explanations of funding options are provided to give definition to **alternative funding programs** which the City may elect to employ. These sources will be evaluated and applicable sources will be matched to the specific projects which are recommended in this Park and Recreation Master Plan.

Capital Funding Programs

1. **Non-Profit Foundation** - such as a 501(c) (3). This would provide a vehicle for a capital fund drive and a means to build community support. There should be well defined facilities and specific costs to be funded. The foundation acts as a conduit for receiving private donations from entities that might otherwise be reluctant to donate to a City. In addition, the donor can receive tax benefits. The City can use the foundation to solicit private foundations, corporations and other businesses, local organizations and individuals (gifts, bequests, trust funds, etc.). The foundation also provides an organization that can partner with other non-profits (such as churches, service clubs and organizations) as well as private companies to jointly develop park and recreation facilities.

2. **Grants** - (County, State and Federal agencies). While these sources have been declining in recent years, they do provide funding to many projects. Many require matching funds from the City which can be a barrier. Such funds, however, could come from sources such as a Non-Profit Foundation. There is usually strong competition for such grants and the City needs to compete aggressively. Some examples of such funding are:
 - a. The California Department of Parks and Recreation administers grants which have been established by State propositions or are provided for by other State programs such as the Habitat Conservation Fund Grant Program under the California Wildlife Protection Act of 1990 and/or the Recreational Trails Program
 - b. Caltrans provides for on- or off-street bike trails and some foot trails through such funding mechanisms as *ISTEA Transportation Enhancement Activities* and *Bicycle Lane Account Funds*
 - c. Community Development Block Grant (CDBG) funding is available for upgrading parks for ADA requirements and other improvements. These funds are also used for some limited program funding
 - d. The California Department of Resources manages many grant programs, through several departments such as the Department of Conservation, Wildlife Conservation Board, State Coastal Conservancy and others, that can be used for open space acquisition, habitat restoration, trails, etc. Much of the funding comes from State Bond Act Propositions 50 and 84
 - e. Foundation Grants – There are some private foundations and non-profits that support park and recreation developments and programs. These entities can be solicited for donations to support specific projects which meet their criteria
3. **Quimby Act** - The Quimby Act is a widely used source of funding which enables local government to exact dedication of land or in-lieu fees from new residential development to maintain a minimum ratio of park land to population. This applies only to residential subdivisions and does not address additional park demands created through the construction of new units on existing lots or to condominium conversions.
4. **Development Agreements** (DA's) are another mechanism through which park and recreation improvements can be acquired or provided. As part of an agreement specifying the type and density of development that will be allowed, the City can negotiate conditions and considerations in return for concessions. These types of incentive programs can also be used in the provision of parks and other open spaces in commercial areas. One such program would allow extra floor space in exchange for public recreation facilities such as a plaza, a mini-park or an amphitheater. Another example of such public space in commercial development would be expansion of the Senior Center to include a fitness area.
5. **Bonds** - Most bond issues require a two-thirds vote of the electorate and are therefore used with great preparation, research and care to predict voting outcome. Some of the most common forms of these bonds are as follows:
 - a. General Obligation Bonds - These bonds are issued subject to a two-thirds majority vote of the electorate and pledge the full faith and support of the borrower. G.O bonds are paid out of the City's General Fund. Only cities with excess General Fund capacity are able to use G.O. bonds for park facility development today. Another method of implementing park and recreation facility development by use of a type of G.O. bond is by gaining voter approval for an additional property tax assessment to pay for the debt

of park bonds. The issuer is authorized by the vote of a two-thirds majority of the electorate to levy an ad valorem tax on all taxable property within its jurisdiction at whatever rate is required to service the debt. Because of the high level of security, these bonds command the lowest interest rate. This type of financing requires strong community support and involves much time and effort to study community attitudes and promote acceptance in order to be successful

- b. **Revenue Bonds** - These bonds are secured by a pledge of revenues from a tax or non-tax source such as assessments or fees. Because the revenue from a particular facility is the only security, these bonds usually carry a higher interest rate than general obligation bonds. The direct issuance of revenue bonds without the formation of a funding district, as described in more detail below, may not be feasible for park and recreation purposes due to limited income streams from these types of activities. However, revenue bonds have been used to partially fund such development as an aquatic facility where a feasibility study verified the revenue generating capacity of the development
6. **Redevelopment Agency Funding** - Redevelopment Agency tax increment revenues are in some cases used to finance development of park and recreation facilities. These revenues are derived from new development which creates tax increment that can be pledged to support bond financing. Recently the State of California has acted to usurp these funds to meet statewide budget deficits, thereby putting a stop to local municipality expenditure of RDA funds on local projects and elimination of over 400 local City Redevelopment Agencies.
7. **Certificates of Participation** - This is a form of lease purchase agreement that does not constitute indebtedness under the State constitutional debt limit and does not require voter approval. In a typical case, a local government entity decides to acquire a new or renovated public facility. This facility is purchased or constructed by a vendor corporation and the local government signs a lease agreement with the corporation to use the facility. An underwriting firm then buys the lease obligation from the vendor corporation and divides it into small units called "C.O.P.'s". Each C.O.P. represents a share of the lease payment revenue stream. The underwriter then places the C.O.P. issue with a bank which, in turn, sells the certificates to individual investors. The local government makes the lease payments to the bank which makes payments to the certificate holders. At the end of the lease period, title to the facility passes to the local government entity at nominal cost. Interest paid the certificate holders is tax exempt.
8. **Fund-Raising Events** - (concerts, raffles, etc.) While these are not a major source of funds, such events could contribute to an overall effort toward capital funding for a specific facility. Funds raised from such events could be channeled through a non-profit foundation as described above.

Sources of Operation and Maintenance Funds

1. **User Fees** - Such fees provide some contribution toward maintenance, but are not sufficient to provide any capital funds. It is strongly recommended that the City examine the current fee structure and make adjustments so that the fees collected are in line with the costs of maintenance and operation of the facilities and/or programs for which the fees are levied. Some of the sources of such fees include:
 - a. Participation fees for classes and special programs

- b. Field Rental Fees for the use, maintenance and lighting costs associated with using a sports field
 - c. Family Rental Fees for meetings, parties and special events
 - d. Charges for play, such as for tennis court reservations and/or golf green fees
 - e. Group picnic shelter use charges
 - f. Charges for the use of park sites for special events such as arts & crafts fairs, tournaments, antique shows, auto shows, weddings, concerts, carnivals, Christmas tree sales, etc.
 - g. Joint-Use with non-profit organizations is also included in this category, where sports teams would renovate fields and/or provide field maintenance (labor or costs) in exchange for guaranteed use of the field during the season
- 2. **Corporate Sponsorship of Events** - This is most popular for sports teams and other various activities, and should be actively pursued.
 - 3. **Adopt-a-Park Programs** - This type of program could generate funds or volunteers to provide maintenance for City parks or facilities.
 - 4. **Volunteer Labor** - Useful for certain programming and/or maintenance tasks, however does not constitute a large portion of funding needs.

Sources for Both Capital and Operation and Maintenance Funding

- 1. **Concessions** - By contracting with a concessionaire to build and/or operate a facility, the City can generate income which could cover the capital costs and maintenance of the facility. Examples of such concession-operated facilities include: baseball or softball diamonds, equestrian facilities, handball courts, tennis courts, miniature golf, roller hockey facilities and food and beverage concessions. In most cases, the city provides a site for the facility and either the city or the concessionaire funds the construction of the facility. The lease terms are determined accordingly.
- 2. **Special District Assessments** - These include Benefit Assessment Districts (under state law AB1600), Landscape and Lighting Act Districts, and Mello-Roos Districts. A special assessment or levy is placed on a property to finance improvements and/or maintenance that specifically benefit that property. The legislation requires a vote of the residents in order to form such districts or in order to change the level of assessment.
- 3. **Taxes** - Some examples of taxes used by other cities to pay for park and recreation include Transient Occupancy Tax, Real Estate Transfer Tax and Admissions Tax. A portion of such tax revenue could be dedicated for specific park and recreation uses, either to provide funding for a bond issue or to cover defined maintenance and operating costs.
- 4. **User Group Contributions** – Sports groups sometimes have an interest in constructing and maintaining fields for their use if the City would provide a nominal lease of land for a reasonable time span so that they can capture the value of the improvements. This relieves the City of the associated costs; however, it precludes the use of the fields by other user groups unless that is made a condition of the lease.
- 5. **Joint-Use Agreements with School Districts** – Joint-Use Agreements with local School Districts can provide for reciprocal use of facilities by both parties. They define responsibilities for capital improvements and maintenance of the facilities. Problems sometimes arise when expanding

school sports programs create inequalities in the amount of time the City has access to the facilities. Agreements need to be definitive and specific as to allowed usage.

6. **Sale or Lease of Surplus Lands** - The sale or lease of land or other capital facilities for which the City has no further use can sometimes be a major source of revenue. One-time receipts from the sale of land can be used for the acquisition of new park lands, recreation facilities, or the development of new community service facilities. Revenues from long-term leases can be used to provide maintenance or underwrite programs. Surplus parcels also may provide opportunities for trading land elsewhere in the City with other agencies that own land more suitable for park purposes.

5.2 Potential Funding Sources by Facility Type

A summary of the various funding sources for the most appropriate project type is presented in Exhibit 5.2-1. The City should look at developing new sources beyond those currently in use. It should be kept in mind that Quimby fees or other developer fees can only be used to provide facilities for new residents. Funding needs can be satisfied for each improvement through a variety of potential sources as indicated on Exhibit 5.2-2. The specific funding source to be considered will depend partly on the timing of the development and the funding sources which may be available or which are more easily pursued at that time. For major improvements which include such facilities as community centers, tennis complexes, gymnasiums, senior centers, teen centers, ball field complexes, etc., the use of a fund raising effort to be conducted on behalf of a City's non-profit foundation could be beneficial. Sponsorships/ naming rights for major corporate or other private donors can be offered. In some cases, the use of a professional fund raising firm should be considered once a facility or project for which the funding will be used is identified. Other sources of funding for such projects could include public/private partnerships, partnerships with private sector through website advertising, user group contributions, joint use with the school district and public or private grants. Use of bonds or special districts require a vote by the residents and have been used successfully in some communities. The specific facilities and improvements to be paid for need to be identified and a public relations effort is required to enlist the support of the electorate. The greater the demand and recognition of the need by the public, the greater will be the chance of success.

Exhibit 5.2-1: Funding Sources by Project Type

Funding Source	PROJECT TYPE			
	Acquisition	Improvement	Operations	Programs
Non-Profit Foundation – i.e. 501 (c)(3)	x	x		
State and Federal Grants ¹	x	x		
Foundation Grants ¹	x	x		
Quimby Dedication/In-lieu Fee	x	x		
Development Agreements/Impact Fees	x	x		
General Obligation Bonds	x	x		
Revenue Bonds	x	x		
Certificates of Participation	x	x		
Redevelopment Agency Funding	x	x		
Fund Raising Events	x	x		
Sponsorship (Naming Rights)	x	x	x	x
User Fees			x	x
Corporate Sponsorship of Events			x	x
Adopt-a-Park Program			x	x
Volunteer Labor			x	x
Public/Private Partnerships (Concessions)	x	x	x	x
Benefit Assessment District	x	x	x	x
Mello Roos District	x	x	x	
Transient Occupancy Tax	x	x	x	x
Real Estate Transfer Tax	x	x		
Admissions Tax	x	x	x	x
User Group Contributions	x	x	x	x
Joint Use with School District/Public Agency	x	x	x	x
Sale/Lease of Surplus Lands	x	x	x	x
General Fund	x	x	x	x

¹ The grant requirements will specify what functions are eligible for funding.

Exhibit 5.2-2: Potential Funding Sources for Facility Recommendations

RECOMMENDATIONS		FUNDING KEY (see below)
CITY PARKS AND FACILITIES		
Alviso Adobe Community Park New group picnic area, shelter, picnic tables, trash receptacles		A, C, D, F, G, H
Amador Valley Community Park Renovate Recreation Center Building, and re-landscape; Chipseal parking lot, Construct new recreation swimming pool (+/-5,500 s.f.), Renovate Cultural Arts Center		A, B, C, D, E, F, G, H, I, J, L
BMX Facility Upgrade portable restroom with new portable ADA comfort station and drinking fountain; construct 18-stall parking lot with landscaping and drip irrigation system		A, C, D, E, G, H, L
Century House Renovate building for ADA & living museum function		A, C, D, E, F, G, H, I
Creskide Park Add children's ADA swing		A, E, D, G, H, L
Del Prado Park Resurface basketball court Construct BBQ grill		C, D, G, H
Fairlands Park Add benches and picnic tables		C, D, G, H
Fawn Hills Park Resurface basketball court		C, D, G, H
Hansen Park Resurface basketball court, add ADA swing Add benches and picnic tables		C, D, G, H
Kottinger Community Park Naturalize creek with native plantings Convert turf to native plantings		C, D, G
Kottinger Village Park Resurface basketball court		C, D, G
Laurel Creek Park Evaluate ingress line of sight for safety issues & fix		C, D, G
FUNDING KEY (Potential Funding Sources)		
A. Developer Impact Fees		H. Corporate Sponsorships
B. Developer Special Agreement		I. Certificates of Participation
C. General Fund		J. Bonds
D. Non-profit Organization		K. Sale/Lease of Surplus Land
E. Public/Private Partnerships, Concessions		L. User Group Contributions
F. Grants-CDBG		M. School District Joint-use Contributions
G. Grants-Public Agencies & Private Foundations		N. Dedicated Taxes

Exhibit 5.2-2: Potential Funding Sources for Facility Recommendations (continued)

RECOMMENDATIONS	FUNDING KEY (see below)
Lions-Wayside & Delucchi Parks Renovate parks per preliminary plans	A, B, D, E, F, G, H, J, L
Nature House Renovate building	C, D, E, H, L
Main Street Green Improve Trail Signage	C, D
Meadowlark Park Resurface basketball court	C, D
Meadows Park Resurface basketball court; renovate plantings & irrigation	C, D
Mission Hills Park Restore creek	C, D, M
Moller Park Restore creek	C, D, M
Muirwood Park Resurface basketball court	C, D
Nielsen Park Resurface basketball court	C, D
Oakhill Park Add benches and picnic tables	C, D
Pleasanton Pioneer Cemetery Install irrigation system and low water/low maintenance landscape	C, D, G
Senior Center Renovate existing building; expand building	A, B, C, D, E, F, G, H, I, J
Sports and Recreation Community Park Renovate field house; enlarge existing skateboard park by adding street/plaza type of skating board elements	A, B, C, D, E, G, H, I, J, L
Tawny Park Resurface basketball court	C, D
Tennis and Community Park Construct two (2) new lighted tennis courts; resurface basketball courts	A, B, C, D, E, G, H, J, L
Upper Pleasanton Field Pave west parking lot (12 stalls); recondition turf	C, D, G, H
Valley Trails Park Resurface basketball court; replace existing turf with native plantings	C, D, G, H
FUNDING KEY (Potential Funding Sources) A. Developer Impact Fees B. Developer Special Agreement C. General Fund D. Non-profit Organization E. Public/Private Partnerships, Concessions F. Grants-CDBG G. Grants-Public Agencies & Private Foundations H. Corporate Sponsorships I. Certificates of Participation J. Bonds K. Sale/Lease of Surplus Land L. User Group Contributions M. School District Joint-use Contributions N. Dedicated Taxes	

Exhibit 5.2-2: Potential Funding Sources for Facility Recommendations (continued)

RECOMMENDATIONS		FUNDING KEY (see below)
Veteran's Memorial Building Construct patio BBQ/outdoor event area		C, D, G, H
Veteran's Plaza Park Add benches		C, D, H
Vintage Hills Park Restore creek; replace existing turf with native plantings		C, D, G, H
Woodthrush Park Add children's playground; recondition turf; construct/complete perimeter pathway; add benches, picnic tables, BBQ's		C, D, G, H
JOINT USE FACILITIES		
Amador Valley High School Construct lighting for nine (9) existing tennis courts		A, C, D, E, G, H, J, L, M
Foothill High School Construct lighting for nine (9) existing tennis courts		A, C, D, E, G, H, J, L, M
OPPORTUNITY SITES		
Bernal Community Park Community Center/Cultural Arts Center		A, B, C, D, E, F, G, H, J, K, L, N
Bernal Community Park Phase Two Construct park phase per plans		A, B, C, D, G, H, I, J, L
Bernal Community Park Phase Three Construct ballfield, parking (+/-4-acre phase)		A, B, C, D, G, H, I, J, L
Bernal Community Park Phase Four Construct amphitheater & parking		A, B, C, D, G, H, J
Staples Ranch Community Park Master Plan and Construct 17-acre community park		A, B, C, F, G, H, J, K, L
East Pleasanton Specific Plan Park Sites Master Plan and Construct park(s) per plans		A, B
FUNDING KEY (Potential Funding Sources)		
A. Developer Impact Fees B. Developer Special Agreement C. General Fund D. Non-profit Organization E. Public/Private Partnerships, Concessions F. Grants-CDBG G. Grants-Public Agencies & Private Foundations		H. Corporate Sponsorships I. Certificates of Participation J. Bonds K. Sale/Lease of Surplus Land L. User Group Contributions M. School District Joint-use Contributions N. Dedicated Taxes

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Pleasanton



Parks and Recreation Master Plan

Appendices

- APPENDIX A: Community-Wide Telephone Survey
- APPENDIX B: Assessment of Current Maintenance
Conditions and Recommendations for
Existing Park and Recreation Facilities
- APPENDIX C: Assessment of Current Recreation
Programming and Recommendations

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APPENDIX A: Community-Wide Telephone Survey



City of Pleasanton

Parks and Recreation Master Plan

Community-Wide Telephone Survey

December, 2012



CONTENTS

1	Project Overview	2
1.1	Project Goals	2
2	Key Findings	3
3	Community Attitudes	5
3.1	One Feature that Makes Pleasanton Desirable	5
4	Recreation Benefits and Behavior	7
4.1	Most Important Recreation Benefit	7
4.2	Frequency of Recreation Facility Usage	9
4.3	Recreation Facility Most Often Used	11
4.4	Recreation Activities Participation	12
4.5	Recreation Activities Participation Location	15
4.6	Frequency of Recreation Programs Usage	16
4.7	Participation in Recreation Programs	17
5	Facilities and Programs Satisfaction	19
5.1	Recreation Facilities Satisfaction	19
5.2	Recreation Programs Satisfaction	20
6	Improvements Desired	21
6.1	One Recreation Facility Improvement Desired	21
6.2	One Program/Community Service Improvement Desired	22
7	Respondent Demography	23

APPENDIX

Questionnaire
Data Tabulations

1 PROJECT OVERVIEW

1.1 PROJECT GOALS

The resident survey was part of the preparation of the Parks and Recreation Master Plan. The purpose of the survey was to obtain statistically valid, community-wide input on a variety of issues.

The resident survey is one of several methods being undertaken to involve the community in the Parks and Recreation Master Plan process. The purpose of gathering community input through a variety of methods is to ensure that the Parks and Recreation Master Plan is as inclusive as possible and that it reflects the views, preferences, and recreating patterns of Pleasanton residents.

Subjects explored in the context of the resident survey included:

- *One Feature that Makes Pleasanton a Desirable Place to Live*
- *Benefits Sought When Recreating*
- *Frequency of Recreation Facility and Programs Usage*
- *Park or Recreation Facility Most Often Used in Last Year*
- *Frequency of Recreation Activities Participation and Location*
- *Satisfaction with Recreation Facilities and Programs*
- *One New Recreation Facility and Program Desired*
- *Selected Demographic Characteristics*

1.2 PROJECT METHODOLOGY

- Telephone Survey of 300 Pleasanton households selected at random.
- Overall margin of error of $\pm 5.8\%$ at the 95% Confidence Level.
- Interviewing took place between November 26 and December 3, 2012.

2 KEY FINDINGS

Community Attitudes

- *More than half of the residents identified "Quality Education/ Good Schools," "Parks, Recreation, Trails, Sports Facilities," "Small Town Atmosphere," or "Lack of Crime/Safe" as the one feature that makes the City a desirable place to live.*

Recreation Benefits and Behavior

- *More than half of the residents chose "Physical Fitness, Health and Well-being" as the most important benefit when seeking recreation.*
- *More than two-thirds of the residents polled (67%) stated they were Frequent Users (at least 3 times per month) of facilities in the last year.*
- *The ten recreation facilities most often identified as most used included the Sports and Recreation Community Park, Pleasanton Ridge Regional Park, various Trail mentions, Pleasanton Senior Center, Bengston Aquatic Center, Nielsen Park, Bernal Community Park, Shadowcliffs Recreation Area, Tennis and Community Park, and Val Vista Community Park.*
- *Of the twelve recreation activities tested, the largest participation by residents included "Walking/Jogging/ Running/Hiking on Public Trails," "Bicycling on Public Trails or Paths," "Swimming in Public Pools for Recreation," "Dog Park Use," "Tennis at Public Courts," and "Organized Youth Soccer."*
- *The City of Pleasanton is reportedly capturing more than 90% of the participation by residents for eleven of the twelve activities tested.*
- *Nearly one of five residents polled (17%) stated they were Frequent Users (at least 3 times per month) of programs in the last year. In contrast, more than one third (37%) stated they had not used programs in that time frame.*
- *More than four in ten households (42%) reported member(s) who participated in Music, Drama or Performing Arts while 18% reported member(s) who used programs for Seniors.*

Facilities and Programs Satisfaction

- *More than 97% of the residents polled stated they are Very or Somewhat Satisfied with existing park and recreation facilities in the City of Pleasanton.*
- *More than 95% of the residents polled stated they are Very or Somewhat Satisfied with existing programs in the City of Pleasanton.*

Improvements Desired

- *Nearly three of every four (73%) Pleasanton households identified a desired recreation facility. One in four (27%) stated they desired no new recreation facilities. Most often desired facilities included various types of trails (10%), various types of swimming pools (8%), soccer fields (8%), and dog parks (5%).*
- *Over half (57%) of Pleasanton households identified a desired program or community service. Four in ten (43%) stated they desired no such additions. Most often desired programs or services included arts and crafts (12%), music (6%), and plays (5%).*

3 COMMUNITY ATTITUDES

3.1 ONE FEATURE THAT MAKES PLEASANTON DESIRABLE

Question Analyzed: Q.4

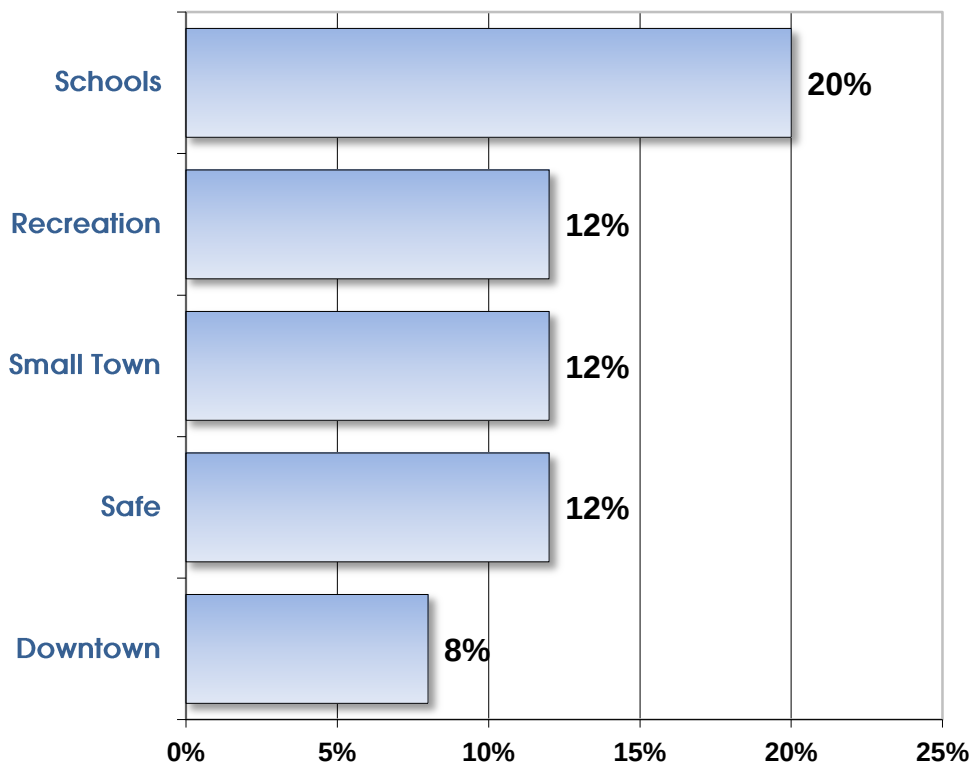
What is the one feature that makes the City of Pleasanton a desirable place to live?

Finding

More than half of the residents identified "Quality Education/Good Schools," "Parks, Recreation, Trails, Sports Facilities," "Small Town Atmosphere," or "Lack of Crime/Safe" as the one feature that makes the City a desirable place to live.

The five response categories with the largest share of responses are presented in Figure 1. Remaining categories received less than 5% of the responses.

Figure 1
One Feature that Makes Pleasanton Desirable
City of Pleasanton



Subgroup Responses

Examining the responses by selected subgroups of respondents, the following significant differences in response patterns were noted:

- ✓ Residents more likely to identify *"Quality Education/Good Schools"* included those with children under 18 years (35%), those with a household head under 45 years (33%), and households with incomes of \$100,000 or more (27%).
- ✓ Those polled who reported having no children less than 18 years identified *"Lack of Crime/Safe"* (15%), *"Small Town Atmosphere"* (14%), and *"Downtown/Main Street"* (12%) most often.
- ✓ Households with incomes of \$100,000 or more also more often identified *"Parks, Recreation, Trails, Sports Facilities"* as the one feature that makes the City desirable (16%) as did those who were frequent users of recreation facilities (18%).
- ✓ Respondents reporting incomes less than \$100,000 identified *"Lack of Crime/Safe"* (21%) and *"Small Town Atmosphere"* (19%) as their largest response categories.

4 RECREATION BENEFITS AND BEHAVIOR

4.1 MOST IMPORTANT RECREATION BENEFIT

Question Analyzed: Q.5

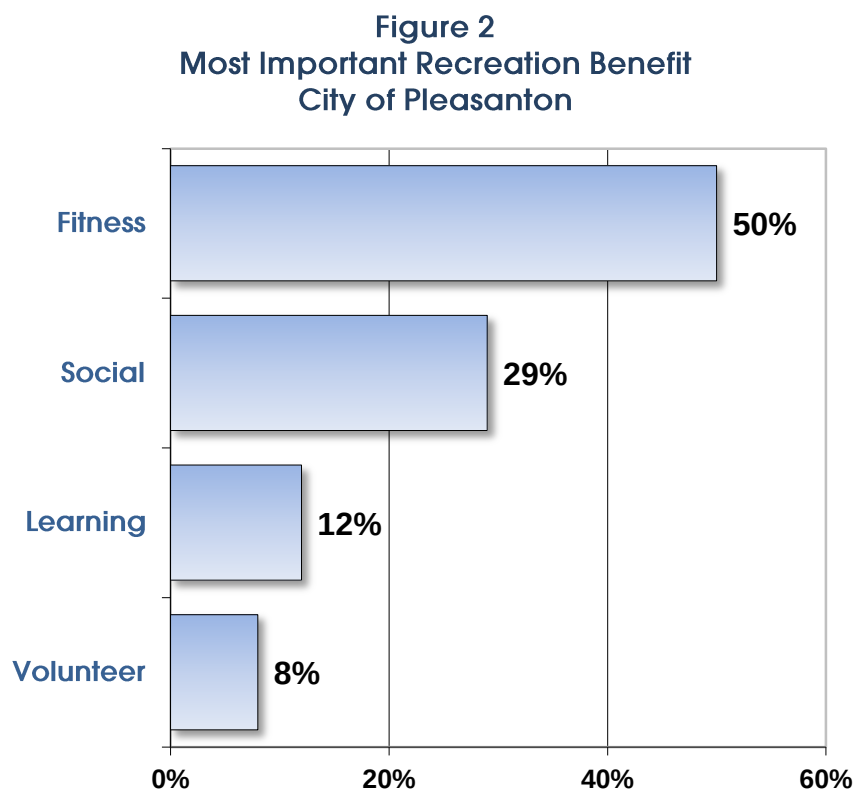
Reflecting upon the recreation patterns of those in your household, which of the following benefits do you feel is most important when you or the members of your household seek recreation or leisure opportunities? Would it be...

- Physical Fitness, Health and Well-being
- Opportunities to Gather and Socialize with Others
- Learning Opportunities for Hobby, Self-Improvement or Career Development
- Opportunities to Give Back to the Community Through Volunteer Work

Finding

More than half of the residents chose "Physical Fitness, Health and Well-being" as the most important benefit when seeking recreation.

The benefits tested and the share of responses each received is presented in Figure 2.



Cities Compared

Table 1 below compares these recreation benefit responses from Pleasanton residents to statistics derived from twenty other California municipalities where similar work has been conducted. Because each survey questionnaire is custom-designed for each agency, the number of comparison surveys varies by question.

The residents of Pleasanton reported a higher interest in Physical Fitness, Health and Well-Being benefits than the average of communities previously surveyed and approximately an average interest in Opportunities to Gather and Socialize with Others. However, the two remaining benefit categories received a somewhat below average response from Pleasanton residents polled.

Table 1 Most Important Recreation Benefits				
	Pleasanton	Twenty Selected California Municipalities		
		Lowest Response	Highest Response	Median
Health/Fitness	50%	31%	54%	45%
Gather/Socialize	29%	19%	36%	28%
Learning	12%	13%	28%	17%
Volunteer	8%	6%	16%	10%

Subgroup Responses

Examining the total sample of responses by selected subgroups of residents, the following significant differences in response patterns were noted:

- ✓ Residents most likely to identify "*Physical Fitness, Health and Well-being*" included those with children under 18 years (60%) and households with incomes of \$100,000 or more (55%).
- ✓ Those polled who were residents of zip code 94588 (northern Pleasanton) most often identified "*Opportunities to Gather and Socialize with Others*" (36%).
- ✓ Households with a household head less than 45 years and respondents identifying their race/ethnicity as non-White more often identified "*Learning Opportunities for Hobby, Self-Improvement or Career Development*" as the one recreation benefit they seek (22%).
- ✓ Respondents reporting incomes less than \$100,000 identified "*Opportunities to Give Back to the Community through Volunteer Work*" (21%) more often than other subgroups.

4.2 FREQUENCY OF RECREATION FACILITY USAGE

Question Analyzed: Q.6

Thinking about the past year, what best describes how often you or other members of your household used indoor or outdoor parks and recreation facilities or trails in or outside of the City of Pleasanton?

More than Once a Week

Once a Week or 3 to 4 Times Per Month

Once or Twice a Month

Several Times a Year

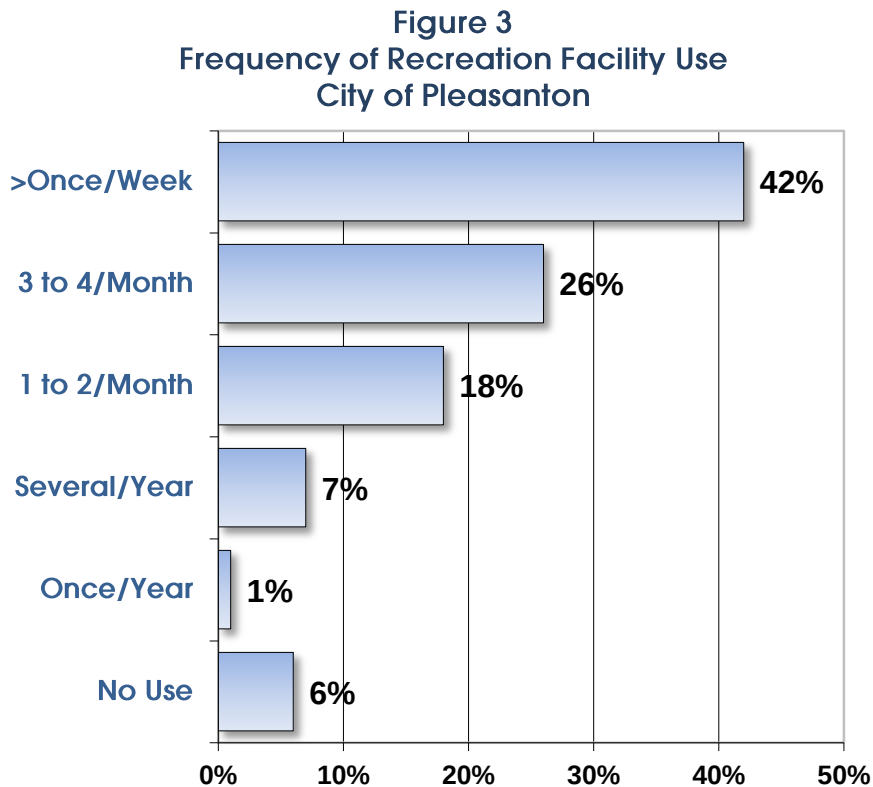
Once a Year

No Use

Finding

More than two-thirds of the residents polled (67%) stated they were Frequent Users (at least 3 times per month) of facilities in the last year.

The facility use categories tested and the share of responses each received is presented in Figure 3.



Cities Compared

Table 2 below compares these recreation facility usage responses from Pleasanton residents to statistics derived from thirty-nine other California municipalities where similar work has been conducted.

Table 2 Frequency of Recreation Facility Usage				
	Pleasanton	Thirty-nine Selected California Municipalities		
		Lowest Response	Highest Response	Median
Frequent Users	67%	19%	61%	42%
Non-Users	6%	5%	40%	14%

As the table illustrates, the share of residents polled in Pleasanton who were Frequent Users of parks (at least 3 times per month) was the highest reported in our historical experience and well above average (67% frequent users vs. 42% on average among other cities surveyed.) The share of Pleasanton residents who reported no recreation facility use in the past year was below the average (6% vs. 14% median.)

Subgroup Responses

An examination of reported recreation facility use among Pleasanton residents revealed the following statistically significant differences in the overall 67% share of *Frequent Users* among examined subgroups of the total sample:

- ✓ Households with children 5 to 14 years or age as well as those with any members less than 18 years (84% and 80%, respectively.)
- ✓ Residents who stated they seek Physical Fitness, Health and Well-being from their recreation choices (83%.)
- ✓ Respondents reporting a head of household less than 45 years (81%.)

4.3 RECREATION FACILITY MOST OFTEN USED

Question Analyzed: Q.7

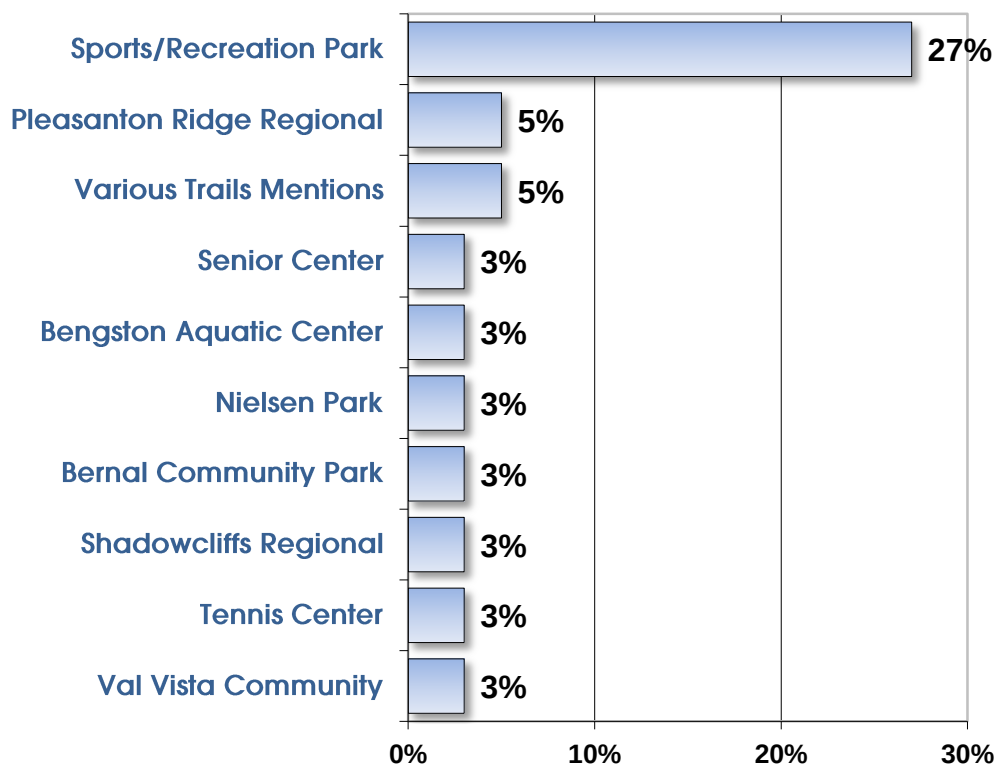
During the last year, what park or recreation facility did you and your household most often use?

Finding

The ten recreation facilities most often identified as most used included the Sports and Recreation Community Park, Pleasanton Ridge Regional Park, various Trail mentions, Pleasanton Senior Center, Bengston Aquatic Center, Nielsen Park, Bernal Community Park, Shadowcliffs Regional Recreation Area, Tennis and Community Park, and Val Vista Community Park.

The ten response categories with the largest share of responses are presented in Figure 4. Remaining categories received less than 3% of the responses.

Figure 4
Most Used Recreation Facility



4.4 RECREATION ACTIVITIES PARTICIPATION

Question Analyzed: Q.8

In the past year, how often have you and each of the members of your household participated in:

Organized Youth Soccer League Games	Organized Youth Baseball League Games
Organized Youth Football League Games	Swimming in Public Pools for Recreation
Walking a Dog at a Dog Park	Organized Youth Lacrosse League Games
Walk/Jog/Hike/Run on Public Trails	Organized Youth Basketball League Games
Organized Softball League Games	Tennis at Public Courts
Bicycling on Public Trails for Recreation	Skateboarding at Skateboard Park

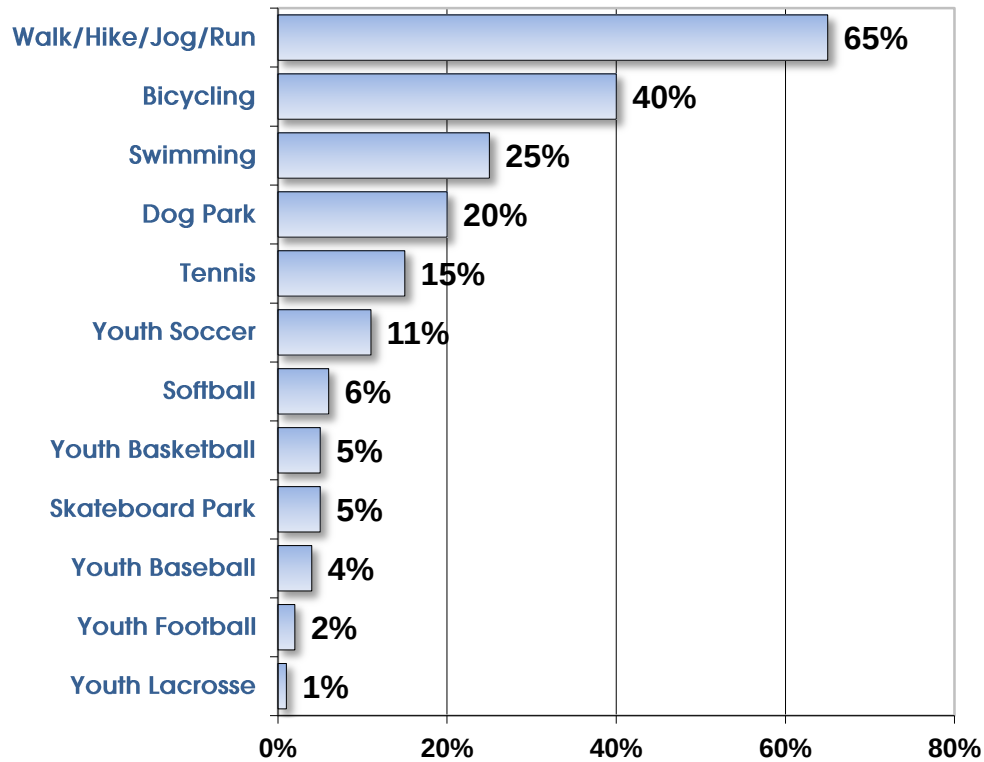
Each respondent was queried regarding whether any of the members of their household had conducted each activity during the past year. Further, they were asked to estimate how often in the past year each member engaged in the activity. Finally, they were asked whether the activity most often took place in Pleasanton or somewhere else.

Finding

Of the twelve recreation activities tested, the largest participation by residents included "Walking/Jogging/Running/Hiking on Public Trails Use," "Bicycling on Public Trails or Paths," "Swimming in Public Pools for Recreation," "Dog Park Use," "Tennis at Public Courts," and "Organized Youth Soccer."

The twelve recreation activities tested and the share of the population in surveyed Pleasanton households who reported participation in the past year are presented in Figure 5.

Figure 5
Recreation Activities Participation
Share of Pleasanton Population Participating



Note

The data presented in Figure 5 may appear counter intuitive to representatives of organized sports leagues for youth and to elected officials who regularly host comments or testimony from them. To confirm the validity of the Figure 5 participation levels, it is important to recognize the demography of the City's population. Specifically, youth ages 5 to 14 (the prime ages for youth sports) constituted approximately 16% of the total City population as of the 2010 U.S. Census. Thus, if every child in this age group were enrolled in, for instance, youth soccer, the percent of participation on Figure 5 would be at least 16%. However, not all children in this age group are participating in all sports, some participate in none, and some children outside of this age group also participate.

State Comparison

It is also relevant to compare the activity participation rates outlined in Figure 5 to similar “benchmark” data collected periodically by the California State Department of Parks. Table 3 presents selected data from the most recent State Parks Survey, conducted in 2008 for the entire State as well as data from the current Pleasanton resident survey. Although not identical methods (or question phrasing), the California State Parks Survey provides contextual benchmark evidence of recreation participation trends that can be valuable in understanding Pleasanton resident recreating patterns and underscore the fact that local recreating patterns can be very disparate from State or national norms.

Table 3 Percent of Population Participating in Selected Recreation Activities in the Past Year California State Parks Survey, 2008 and Pleasanton Resident Survey		
State Parks Activity Description	California State Parks 2008	Pleasanton
Walking for Fitness or Pleasure	74%	65%
Swimming in a Pool	51%	25%
Day Hiking on Trails	47%	See Walking
Jogging and Running for Exercise	40%	See Walking
Bicycling on Paved Surfaces	36%	40%
Organized Team Sports (Adult or Youth)	26%	1% to 11%
Bicycling on Unpaved Surfaces and Trails	16%	See Bicycling Above
Tennis	13%	15%
Skateboarding	7%	5%
Source: Public Opinions and Attitudes on Outdoor Recreation in California – 2008		

4.5 RECREATION ACTIVITIES LOCATION

Question Analyzed: Q.8

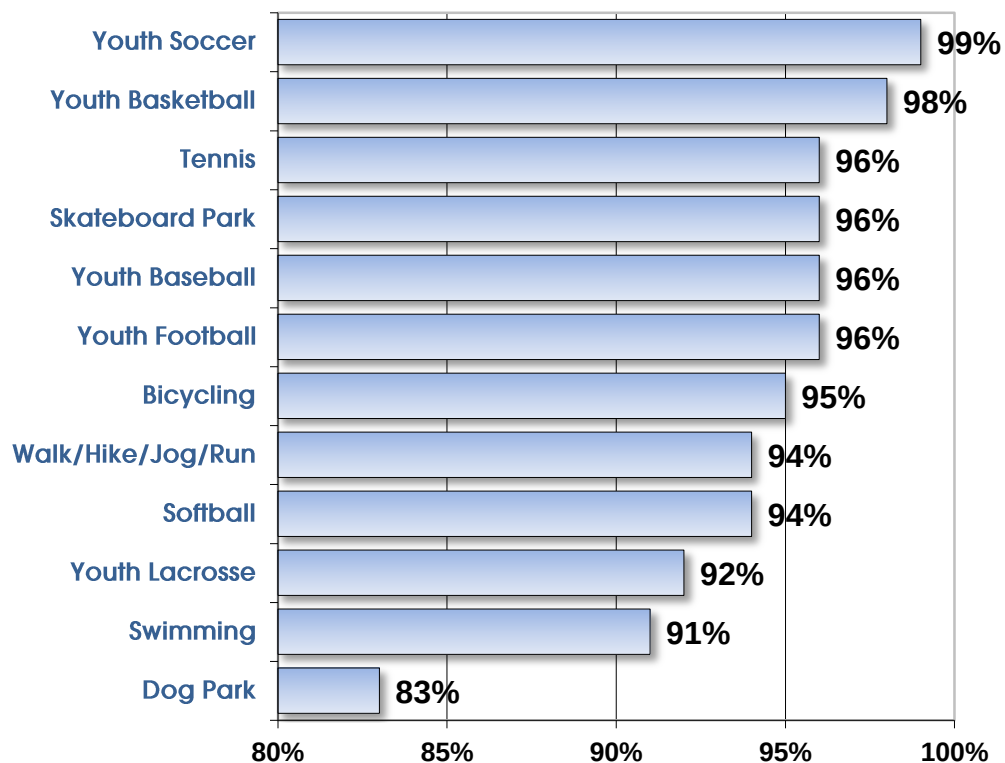
Each respondent was queried regarding whether any of the members of their household had conducted each activity during the past year. Further, they were asked to estimate how often in the past year each member engaged in the activity. Finally, they were asked whether the activity most often took place in Pleasanton or somewhere else.

Finding

The City of Pleasanton is reportedly capturing more than 90% of the participation by residents for eleven of the twelve activities tested.

The twelve recreation activities tested and the share of the population in surveyed Pleasanton households who reported conducting these recreation activities at facilities located in the City are presented in Figure 6.

Figure 6
Recreation Activities at Facilities in the City
Share of Population Recreating in Pleasanton



4.6 FREQUENCY OF RECREATION PROGRAMS USAGE

Question Analyzed: Q.10

Thinking about the past year, what best describes how often you or other members of your household used programs, classes or lessons for recreation, personal enrichment, adaptive and/or the arts in or outside of the City of Pleasanton?

More than Once a Week

Once a Week or 3 to 4 Times Per Month

Once or Twice a Month

Several Times a Year

Once a Year

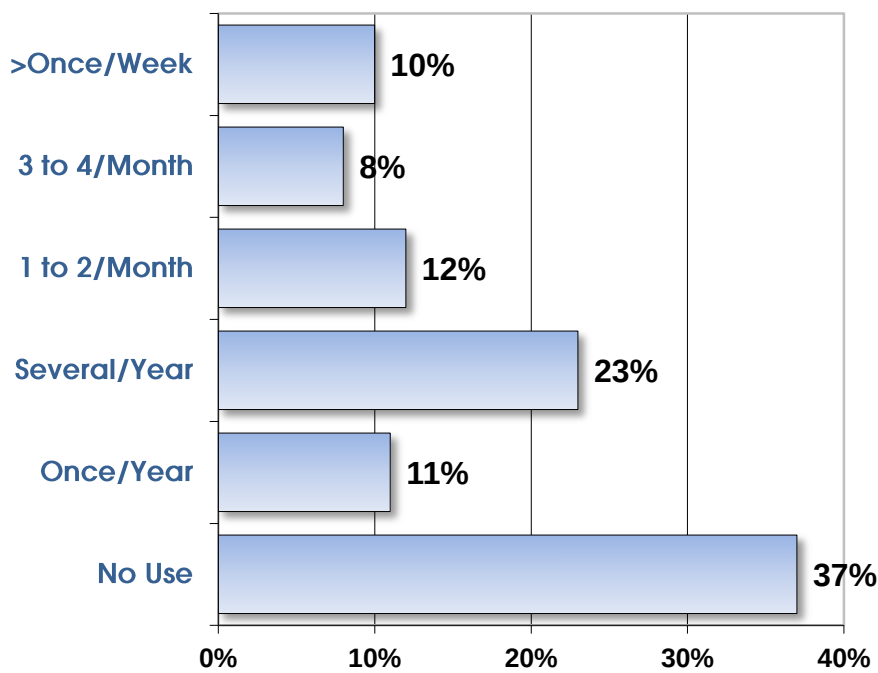
No Use

Finding

Nearly one of five residents polled (17%) stated they were Frequent Users (at least 3 times per month) of programs in the last year. In contrast, more than one third (37%) stated they had not used programs in that time frame.

The facility use categories tested and the share of responses each received is presented in Figure 7.

Figure 7
Frequency of Recreation Programs Use
City of Pleasanton



Cities Compared

Table 4 below compares these recreation programs usage responses from Pleasanton residents to statistics derived from twenty-two other California municipalities where similar work has been conducted.

Table 4 Frequency of Recreation Programs Usage				
	Pleasanton	Twenty-two Selected California Municipalities		
		Lowest Response	Highest Response	Median
Frequent Users	17%	13%	30%	22%
Non-Users	37%	31%	82%	50%

As the table illustrates, the share of residents polled in Pleasanton who were Frequent Users of programs (at least 3 times per month) was below average (17% frequent users vs. 22% on average among other cities surveyed.) The share of Pleasanton residents who reported no recreation programs use in the past year was also below the average (37% vs. 50% median.)

4.7 PARTICIPATION IN RECREATION PROGRAMS

Question Analyzed: Q.11

Please tell me how many of the members of your household have participated in the following programs in the past year.

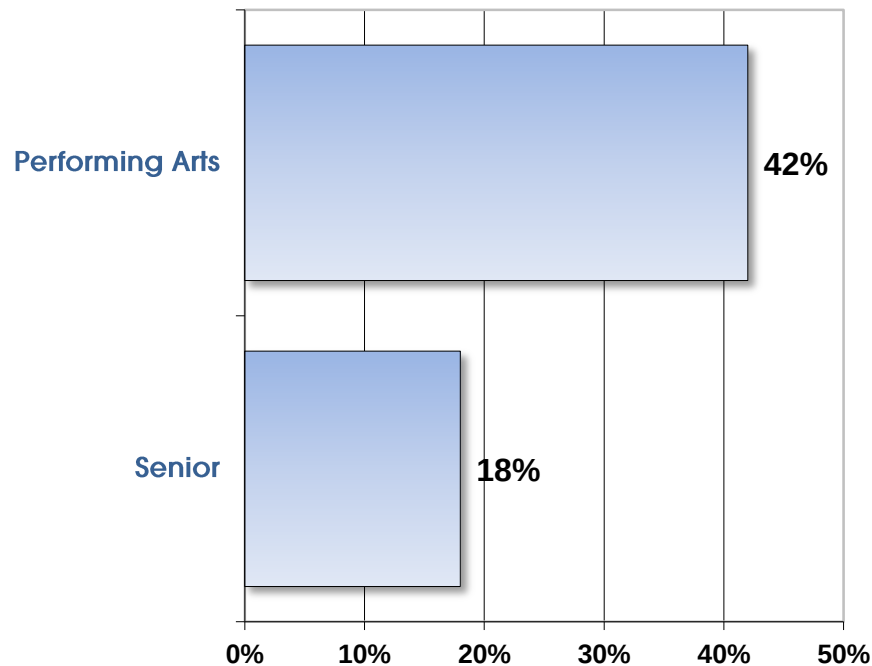
Music, Drama or Performing Arts Lessons, Classes or Programs
Senior (and Mature Adult) Services or Programs

Finding

More than four in ten households (42%) reported member(s) who participated in Music, Drama or Performing Arts while 18% reported member(s) who used programs for Seniors.

The two program categories tested and the share of responses each received is presented in Figure 8 on the following page.

Figure 8
Participation in Recreation Programs
Households with Member(s) Participating



Subgroup Responses

An examination of reported program use among Pleasanton residents revealed the following statistically significant differences in the share of *Performing Arts Users* among examined subgroups of the total sample:

- ✓ Respondents reporting a household income of \$100,000 or more (48%.)
- ✓ Households with members less than 18 years (47%.)

Differences in the share of *Senior Programs Users* among examined subgroups included:

- ✓ Those polled who reported a household income less than \$100,000 (41%.)
- ✓ Respondents reporting no household members less than 18 years (28%.)
- ✓ Residents of zip code 94566 (southern Pleasanton) (25%.)
- ✓ Households with a household head 45 years or older (22%.)

5 FACILITIES AND PROGRAMS SATISFACTION

5.1 RECREATION FACILITIES SATISFACTION

Question Analyzed: Q.16

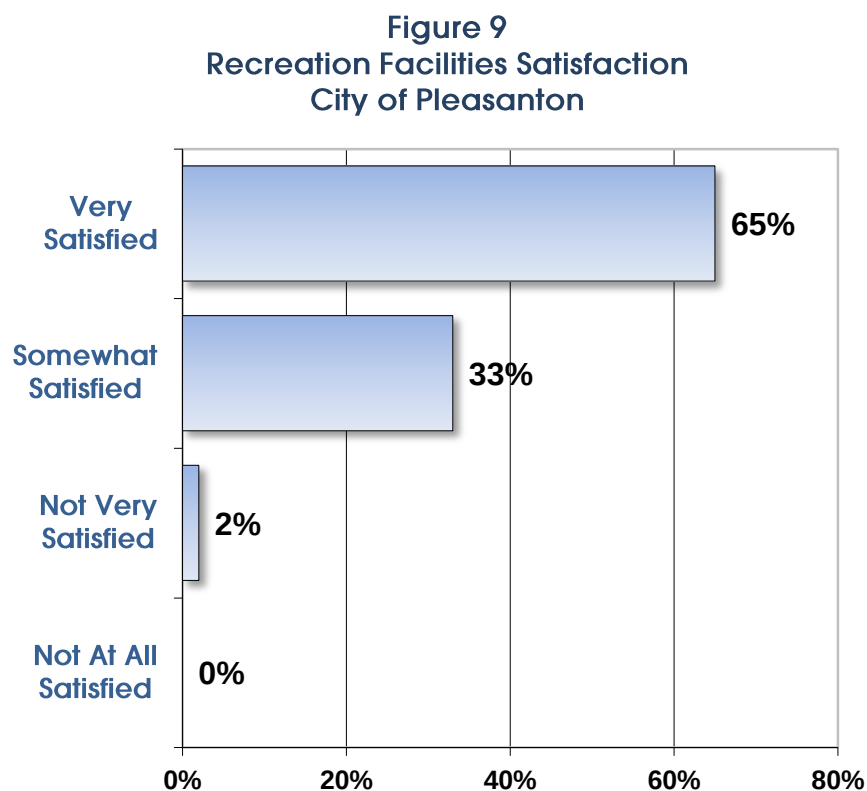
How would you describe your overall satisfaction with existing park and recreation facilities in the City of Pleasanton? Would you say you are...

- Very Satisfied
- Somewhat Satisfied
- Not Very Satisfied
- Not At All Satisfied

Finding

More than 97% of the residents polled stated they are Very or Somewhat Satisfied with existing park and recreation facilities in the City of Pleasanton.

The response categories and share of responses each received are charted in Figure 9.



5.2 RECREATION PROGRAMS SATISFACTION

Question Analyzed: Q.17

How would you describe your overall satisfaction with existing recreation, personal enrichment, adaptive and art programs and/or community services in the City of Pleasanton? Would you say you are...

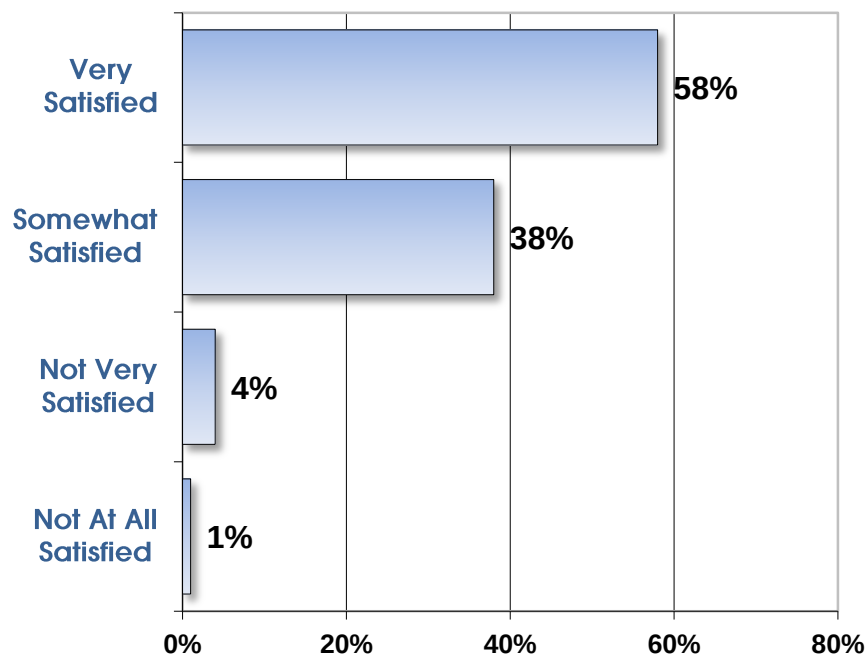
- Very Satisfied
- Somewhat Satisfied
- Not Very Satisfied
- Not At All Satisfied

Finding

More than 95% of the residents polled stated they are Very or Somewhat Satisfied with existing programs in the City of Pleasanton.

The response categories and share of responses each received are charted in Figure 10.

Figure 10
Programs/Community Services Satisfaction
City of Pleasanton



6 IMPROVEMENTS DESIRED

6.1 ONE RECREATION FACILITY IMPROVEMENT DESIRED

Question Analyzed: Q.9

Now that we have discussed many recreation possibilities, what is the one recreation facility you would most like to see added in the City of Pleasanton to meet the needs of your household?

Finding

Nearly three of every four (73%) Pleasanton households identified a desired recreation facility. One in four stated (27%) they desired no new recreation facilities.

The recreation facility response categories garnering at least 3% of the responses and the share of responses each received are charted in Figure 11.

Figure 11
Recreation Facilities Desired
City of Pleasanton

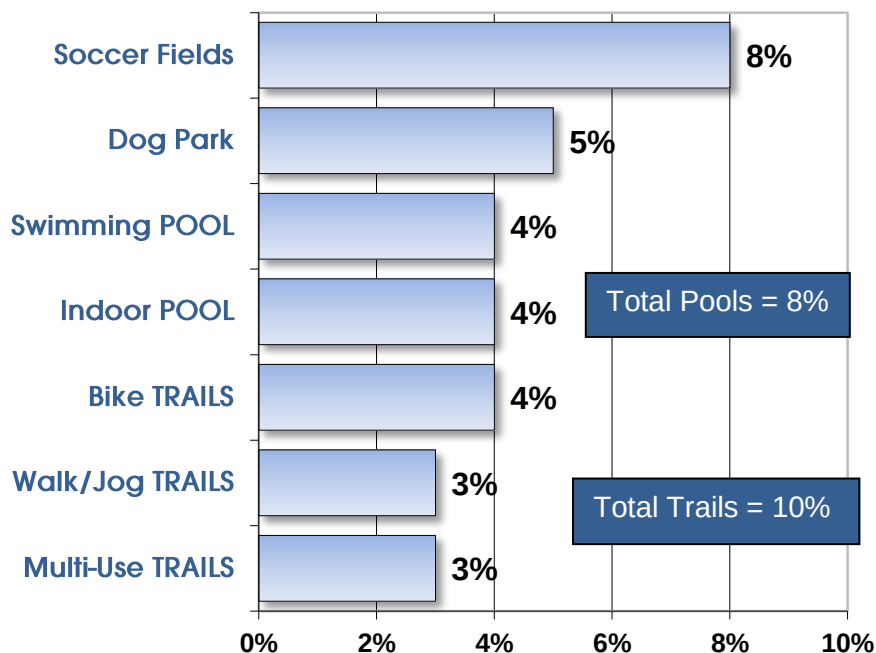


Figure 11 Note

- One third of the Soccer Fields responses were specifically for lit soccer fields.
- Aggregating Trails responses nets a total of 10%.
- Aggregating Pools responses nets a total of 8%.

6.2 ONE PROGRAM/COMMUNITY SERVICE IMPROVEMENT DESIRED

Question Analyzed: Q.13

What is the one arts, personal enrichment, or adaptive program or community service your household would most like to see added in the City of Pleasanton to meet the needs of your household?

Finding

Over half (57%) of Pleasanton households identified a desired program or community service. Four in ten (43%) stated they desired no such additions.

The program/community service response categories garnering at least 2% of the responses and the share of responses each received are charted in Figure 12.

Figure 12
Programs/Community Services Desired
City of Pleasanton

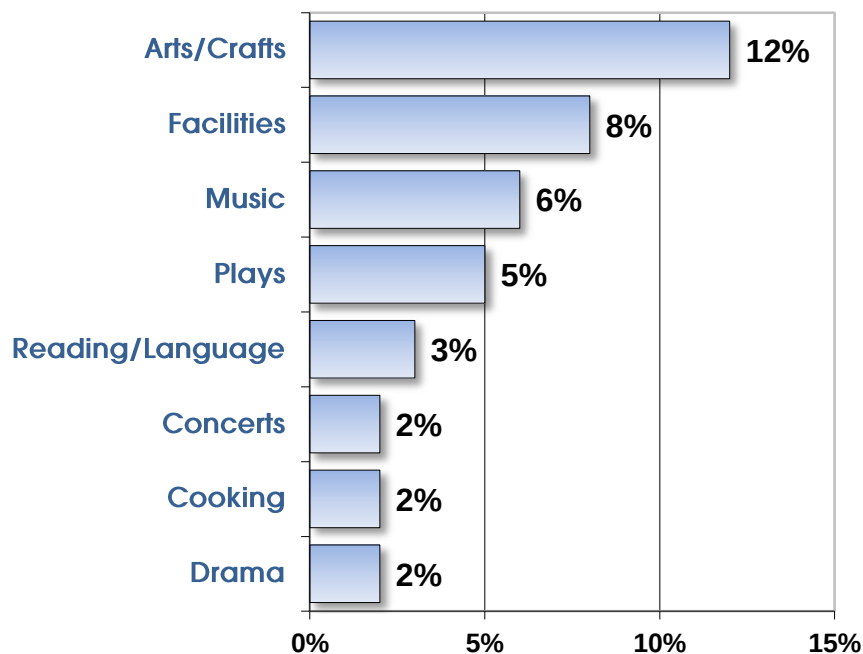


Figure 12 Note

- The Facility Mentions category includes responses that were described as facilities, not programs/community services.

7 RESPONDENT DEMOGRAPHY

7.1 Demographic Profile of Respondents

Questions Analyzed: Q.1, 2, 3, 18, 19, 20

A collection of demographic questions was included in the survey questionnaire to enable validation of the reliability of the survey sample of respondents as well as for use in response analysis.

- Age of Household Members
- Number of Household Members
- Race/Ethnicity of Respondent
- Annual Household Income

Finding

A comparison of the demographic profile of respondents to the benchmark 2010 Census profile for the City of Pleasanton confirmed the reliability of the survey sample.

Table 5 on the following page presents the detailed comparison of selected demographic characteristics from the Survey and the 2010 Census.

Table 5
Community-Wide Telephone Survey
Demographic Characteristics
City of Pleasanton

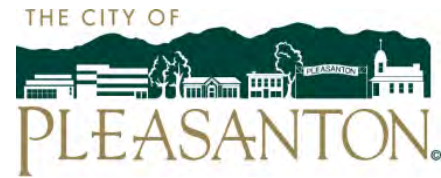
	2010 Census	Survey
Percent of Population by Age:		
Under 5 years	6%	4%
5 to 14 years	16%	17%
15 to 17 years	5%	7%
18 to 24 years	7%	7%
25 to 34 years	9%	3%
35 to 44 years	15%	13%
45 to 54 years	19%	17%
55 to 64 years	12%	13%
65 years and over	11%	17%
Median Age	40.5	44.0
Household Description:		
1 adult w-o children	19%	19%
2 or more adults w-o children	NA	38%
Subtotal Households w-o children	57%	57%
1 adult w/children	NA	2%
2 adults w/children	NA	31%
3 or more adults w/children	NA	11%
Subtotal Households w/children	43%	43%
Ethnicity (Census data is for householders; survey data is for respondents):		
Non-Hispanic White	68%	69%
Non-Hispanic Asian/Pacific Islander	19%	19%
Hispanic/Latino	8%	7%
Non-Hispanic Black/African American	2%	2%
Non-Hispanic Other	3%	3%
Mean Household Size (people per household):	2.77	2.90
Source: 2010 Census		

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APPENDIX B

City of Pleasanton Community Services

Assessment of Current Maintenance Conditions and Recommendations for: Existing Park and Recreation Facilities



Prepared by: RJM Design Group, Inc.
Timothy Gallagher, Senior Associate
November 2012



Executive Summary

Overall Park and Recreation facilities within the City of Pleasanton were found to be well maintained, visually attractive and safe with little to no deferred maintenance within park grounds and landscaping. Substantial deferred maintenance needs were found within park structures, facilities, and buildings.

Based on observations and discussions with staff it appears that the level of maintenance is currently at a Level 2 maintenance mode

established by the National Recreation and Park Association which is considered an acceptable operating standard for municipal parks and recreation systems the size of City of Pleasanton. However, given the projected population growth at build-out and development of new parks and recreation facilities including future phases at Bernal Park, the current resources may prove to be strained and/or inadequate to fully fund both operation/maintenance and long-term capital upgrades and development. Currently, the



Tennis and Community Park

Operations Services Department with the City of Pleasanton in conjunction

with contract labor is currently able to deliver on all elements of park maintenance.

Since the Great Recession started in late 2007 the City of Pleasanton has added several new park and recreation facilities. These include:

- Alviso Adobe—October 2008
- Bernal Community Park, Phase I—September 2009
- Marilyn Murphy Kane Trail—October 2009
- Firehouse Arts Center—September 2010

During the same time the “parks budget” has suffered a dramatic 19% reduction in funding in actual expenditures for the fiscal year ending June 2008 compared with fiscal year ending in June 2012. Table 1 displays the five previous fiscal years in budgeted dollars and actual expenditures.

Table 1
Parks Budget Summary

Fiscal Year Ending	Budget	Actual Expenditures
June 2008	\$7,761,660	\$7,441,379
June 2009	\$6,657,606	\$6,410,829
June 2010	\$6,983,271	\$6,606,449
June 2011	\$7,005,565	\$6,463,176
June 2012	\$6,518,376	\$6,170,215

The City will be faced with significant issues over the next few years, including continued population growth, development of new parks and open space areas, and increased demand for all-weather/lighted sports fields, etc. Despite these and other issues, the City has the opportunity to maintain the high level of excellent park and recreation services while modernizing and improving current practices and procedures. As an example, development of sustainable practices will help to maximize available resources and create a more sustainable City for the future while demonstrating to the public the practices, duties, and tasks associated with environmentally sound park maintenance.

The City of Pleasanton currently has excellent park maintenance standards and practices in place. These standards will easily form the foundation for the development of enhanced operations and maintenance practices. **The City of Pleasanton should work towards implementing and developing the following:**

- The City maintains an excellent life-cycle maintenance program but the program suffers from the support of funding. The result is that many recreation facilities such as the Nature House, Amador Recreation Center, Cultural Arts Building, Aquatic Center locker rooms, etc. suffer from long-standing deferred maintenance. Identification of funds and development of an on-going minor maintenance renovation program should become a priority for the city.
 - Facilities in need of immediate renovation include the Recreation Center at Amador Valley Community Park and Sports Office Headquarters at Sports and Recreation Community Park.
 - The Nature House and Cultural Arts Center are in need of immediate renovation. Prior to renovation, the City should evaluate the opportunities the facilities present, costs associated with operations and the performance objectives that can be achieved at each facility. Evaluation should consider the merits of renovation, banking, or demolishing the buildings.
 - While the pool is currently under renovation funding should be identified for improvements and upgrades to the pool locker rooms.
 - The opportunities to raise construction and on-going maintenance funds by the establishment of a park/park amenity naming program. The focus could be the naming of individual facilities “purchased” by local business organization with the funds going into a dedicated fund.
- The City should continue to utilize and refine the soil management plan which includes regular soil testing in order to avoid issues with plant die-back and sparse or soggy turf conditions. The plan should include at a minimum:
 - Soil type and texture

- Infiltration rate
 - pH
 - Soluble salts and sodium
 - Identification of limiting soil characteristics
 - Planned soil management actions to remediate limiting soil characteristics
- Expand the current park classification system of either neighborhood or community park to a broader range of park types more representative of the use and features of each facility.

Classifications should include:

 - Downtown Park
 - Neighborhood Park
 - Community Park
 - Recreation Area
 - Natural Area/Greenbelt
 - Linear Park
 - Special Use Facility
- Development of a Volunteer Park Adoption/maintenance program that includes training for the volunteers as Park Stewards. The program could include regular fix up/clean-up days and enlist the help of community organizations such as scouts, park users, sports clubs, etc. to maintain and enhance various elements of the park system.
- Evaluate additional opportunities to “naturalize” many existing facilities built around creeks and other drainages. This could include the elimination of turf and expansion of riparian and natural areas.
- Establish policies appropriate for the installation and management of synthetic playing fields including:
 - Synthetic fields should be installed only at facilities which also have lights for night-time play.
 - Synthetic fields should be budgeted as a fixed asset and fully depreciated over the life of the “carpet.”
 - A policy that states synthetic fields will be open for play except under extreme weather conditions.
- Institution of a “Yellow Swing Program” within neighborhood and community parks, expanding services provided to those with disabilities. The Yellow Swing is a swing seats designed to help meet the American Disabilities Act guidelines for playground equipment in public applications.
- Continue with a process of evaluation and refinement to measure park maintenance success through established performance standards. Examples of what this should include are:
 - Established park maintenance standards and frequency rates and tracking over several years
 - Establish and track the cost per acre for each park and park type and tracking over several years



- Establish a minimum of training hours per year per employee with reevaluation of success of training and new requirements due to legislative changes
 - Equipment replacement schedules are met and funded to the replacement outcomes desired
 - Establish cost per trail mile maintained for future budgetary use. Best practices for maintenance costs range in the \$1,200 +/- per mile. This figure will be impacted depending on trail length, distance, use and proximity to urban areas.
 - Establish an Estimated Annual Water Use (EAWU) for various hydrozones such as turf, sports fields and shrub beds
- Development of a Sustainable Performance System with responsibility for the program handled by a dedicated Conservation Coordinator. The performance system should include at a minimum:
 - Native Plant Policy--ecoregion
 - Track Utilities—Partnership with utilities
 - Recycling Program
 - Green Waste Composting
 - Demonstration Gardens
 - Use of Alternative Energy Sources
 - Integrated Pest Management Program reflective of consistently changing needs of an urban park system
 - Habitat Development beyond mitigations sites
 - Community Gardens
 - Public Education and Outreach
 - Stormwater retention
 - Human health, well-being and community values

Introduction

The following report is an assessment of current maintenance conditions at existing park and recreation facilities within the City of Pleasanton. The report also details possible changes in maintenance and operations standards, practices, procedures, and the development of a Sustainability Performance System. Each type of facility and area will be addressed separately in the report with supporting photos and comments. This assessment and accompanying recommendations are based on the following:

- An August/September/October tours of park and recreation facilities within the City of Pleasanton Parks and Recreation guided first by Department personnel and followed up with multiple tours by the author.
- Interviews and communications with park and recreation personnel.
- Review of standards, policies and procedures as provided by park and recreation personnel from the Community Services Department and staff from Operational Services.

The objective and outcome of the park site assessment and maintenance assessment were to evaluate, assess, and make recommendations on the maintenance operations of the City of Pleasanton as part of the comprehensive master planning process. The following areas of maintenance operations were assessed:

- Maintenance standards
- Asset management of City parks and recreation facilities
- Budget availability to meet desired outcomes
- Staffing levels to achieve desired outcomes
- Contract management of park elements
- Facility management
- Cost of services
- Data management
- Performance measures

Current Conditions and Recommendations

Facility Inventory Summary

The City currently categorizes parks into two broad categories, Community Parks and Neighborhood Parks. The acreage inventory data also utilizes two additional categories, Miscellaneous Facilities and Open Space/Undeveloped. Current breakdown of acreage for the park and recreation facilities is:

- Neighborhood Parks 142.4 Acres
- Community Parks 468.6 Acres
- Miscellaneous Facilities 438.9 Acres
 - BMX Facility
 - Callippe Preserve Golf Course
 - Civic Center Complex
 - Pleasanton Pioneer Cemetery

- Veteran’s Memorial Building
- Open Space/Undeveloped 422.16
 - Bonde
 - Gold Creek
 - Preserve Staging Area
 - Kolb Ranch
 - Mission Hills
 - Bernal Property
 - Lake 1
 - Austin Property
- Total Acreage 1,472.06

Recommendations

The City should consider developing and expanding the current park classification system of either neighborhood or Community Park to a broader range of park types more representative of the use and features of each facility. Classifications should include:

- Downtown Park—these are typically smaller developed sites located in Pleasanton’s downtown and other neighborhood centers. These areas provide a landscaped respite from busy downtown streets and often offer places to sit and space for performers and vendors. Downtown Parks generally serve three categories:
 - Downtown destination parks which are signature parks of interest to the broad community
 - Downtown parks where neighborhood involvement in activities and programming is most appropriate
 - Small public spaces or beauty spots which are small islands within the urban environment and present opportunities to enhance the city’s character and identity.
- Neighborhood Park—typically these parks serve the surrounding neighborhood for multiple uses. Park development may include play areas, small fields, benches, picnic tables, and improved paths but generally do not include restroom facilities. Geographic range of users is up to one-half-mile.
- Community Park—meets the recreational needs of several neighborhoods and may also preserve unique landscapes and open spaces. These parks serve multiple uses and provide recreational facilities and accommodate group activities not provided in neighborhood parks. Community park sites should be accessible by arterial and/or collector streets. Geographic range of users up to 3 miles or citywide if park contains a recreation complex.
- Recreation Area—these parks supplement neighborhood and community parks, serving broader citywide recreation needs. The parks contain various assets, often for active recreation, and are programmed accordingly. Many also have designated natural areas. Restroom facilities and off-street parking are generally provided for users. Geographic range of users is citywide.
- Natural Area/Greenbelt—established for the protection and stewardship of wildlife, habitat, and other natural systems support functions. Some natural areas are accessible for low-impact use. Minimal infrastructure may include access and signage, where it will not adversely impact habitat or natural systems functions. Larger natural areas may have small sections developed to serve a community park function.
- Linear Park—Boulevards, green streets and trails are linear parks that typically serve as an aesthetically-pleasing transportation corridor. Linear parks often provide safe pedestrian routes

as well as recreation opportunities. Desired assets include improved path, lighting and landscaping. Optional assets may include benches, play area, viewpoint, public gathering space and flat grassy area for informal activity.

- Special Use Facility—this category refers to stand-alone parks that are designed to serve one particular use such as a golf course. These parks may serve a second or third use such as trails, but the primary use is prioritized with regard to design, maintenance, and funding decisions.

Park Grounds

Existing Conditions

The park tour was completed over a three month period of August/September/October 2012, during a time of the year with warm to hot temperatures and no precipitation. Turf areas were still in an active growth period with areas of Bermuda grass showing no signs of winter dormancy. The following are significant findings regarding the condition of park grounds and turf areas with recommendations for improving conditions where appropriate.

- Most sports fields and open turf areas were in excellent to good condition with thick growth mass and limited broadleaf invasion. Several areas, of high intensity use exhibited poorer conditions with significant bare spots and adjacent thinning areas.
- Poorer conditions were observed at some locations including Meadows and Del Prado Parks.
- A limited number of turf areas appeared to be overwatered with very spongy soil and standing water. An example of this was found at Muirwoods Park.
- Soil compaction, although impacted by heavy sports league play, does not appear to be a contributing factor and regular turf aeration occurs throughout the park system.



Moller Park

- Shrub beds for the most part appeared to be well maintained and weeded.
- As a whole, park grounds were very free of litter.

Recommendations

- Monitor soil moisture conditions and irrigate turf areas to provide adequate moisture for healthy growth while maintaining a playable surface that is not muddy, spongy or over saturated. This will help to prevent tearing and uprooting of the turf and topsoil under normal playing conditions.
- Annually (October/November) test soil to assess nutrient deficiencies, following with an application of appropriate fertilizer and/or soil additives to promote healthy root growth. Soil fertility fluctuates throughout the growing season with the quantity and availability of mineral nutrients altered by the addition of fertilizers, sulfur, lime, etc. and the removal from soils as a result of plant growth and development. Soil test should be taken at various locations dependent on the plant material and its ability to grow in various soil conditions.

Sports Fields

Existing Conditions

At the majority of park locations sports turf was maintained in an excellent playable condition. The City policy is to end all play on sports fields after December 15th each year to prevent substantial damage to the turf.

Over the past several years the city has moved towards increasing the amount of mowing by private contractors. As a result manpower now spends 18% of their time mowing compared to a previous high of 27%.

Pleasanton through a joint use agreement with the Pleasanton School District utilizes middle school fields for scheduled organized sports. Due to multiple reasons, including use by both the school and city, the fields are generally in poor condition. Problems include failing sprinkler systems, uneven surfaces, bare spots due to lack of water, and lack of preventative maintenance.

This past year the City instituted a \$25 surcharge per player to pay for the additional turf maintenance (contract) at 5 schools; Hart MS, Pleasanton MS, Harvest Park MS, Alisal & Donlon Elementary Schools. All of the groups that use fields pay the fee. The City collected approximately \$200, 000, with the funds utilized to pay the costs associated with water and for improved field maintenance at the middle schools. The City in cooperation with the School District now issues contracts for regular maintenance including topdressing, aeration of turf, and sprinkler repair.

The park tours were conducted during daylight hours. Therefore, lighting systems on sports fields could not be checked for proper illumination including 1) alignment of luminaries to avoid dark spots on the playing fields, and 2) proper functioning of light fixtures such as burnt out bulbs.

In general, fences, backstops, bleachers and benches were in good repair showing evidence of regular and on-going maintenance.

Recommendations

- Future use of all-weather/synthetic fields should be handled in the budgetary process as a fixed asset with the “carpet” fully depreciated over the anticipated life of the product. With high levels of scheduled play and difficulty in managing unscheduled play, synthetic fields would eliminate field closures and extend play opportunities. All-weather fields typically cost more than regular grass fields but they achieve payback against the costs as a result of increased field usage and reduced maintenance costs, thus showing a good return on investment. A typical synthetic field will have a life of 10-12 years.
- If the City determines a move in this direction, the budget should fully depreciate the cost of replacement over a 10 year period. The dollars saved on maintenance could be used to partially offset the cost of depreciation of the fields.
- All weather synthetic turf fields can support substantially more play than grass fields. Further, synthetic fields can easily be lined for several different sports, thus helping to meet the needs of new emerging sports such as lacrosse. When a system considers the cost of land and the cost of sports fields they should consider all weather synthetic fields as an alternative and do a cost benefit analysis on the options in order to determine the best alternative for them to follow.
- Sports field design standards should be developed. Development and use of these design standards and guidelines needs to be put in place for future development to limit maintenance costs especially when sports fields double as a drainage basins. Standards to consider are traffic and pedestrian circulation, parking, athletic use areas, restroom/concession location and design.
- Annually test soil to assess nutrient deficiencies, following with an application of appropriate fertilizer and/or soil additives to promote healthily root growth.
- Monitor soil moisture conditions and irrigate turf areas to provide adequate moisture for healthy growth while maintaining a playable surface that is not muddy, spongy or over saturated. This will help to prevent tearing and uprooting of the turf and topsoil under normal playing conditions.
- Establish policies appropriate for the installation and management of synthetic playing fields including:
 - Synthetic fields should be installed only at facilities which also have lights for night-time play.
 - A policy that states synthetic fields will be open for play except under extreme weather conditions.
- Lighting systems should be inspected on a regular basis for proper alignment and functioning to avoid dark spots at night that could be hazardous to players and light spill to surrounding neighborhood.

- The City should work to correct the lack of fields available for lacrosse and off-season soccer by entering into discussions with the District for the use of the synthetic fields at Foothill and Amador High Schools.

Park Roads and Parking Areas

Existing Conditions

Overall, park roads and parking areas were found to be in good to excellent conditions. Some deterioration was found partially from overspray of adjacent turf and shrub beds and the subsequent ponding in the parking lot. This was most obvious at Amador Valley Community Park and Sports and Recreation Community Park. Parking lot deterioration reveals the shortcomings of the City's lifecycle maintenance plan in that the plan identifies the need to resurface the lots but no replacement funding from the city is budgeted or available for this purpose.



Sports and Recreation Community Park

Recommendations

- Regularly inspect for overspray and soil moisture, adjusting watering levels as necessary at all landscaped areas adjacent to paved parking areas, park roads and paved trails.
- All paved parking areas, park roads, and paved trails should be inspected on a regular basis to detect cracks in their surfaces. Cracks should be sealed as early as practical to minimize moisture damage and halt surface deterioration, thus minimizing damage as well as maintenance, repair, and replacement costs. In addition, the life expectancy of each paved surface should be estimated and each paved area should be included in the capital improvement reserve budget for (1) periodic sealing and (2) repaving when the end of the usable life of the surface has been reached. Deferred maintenance on paved surfaces should be minimized by following these recommended practices to reduce maintenance costs and prolong their usable life.

Park Sidewalks and Walkways

Existing Conditions

Park sidewalks, generally concrete, were in good to excellent serviceable condition with little to no damage from tree roots and little evidence of cracking or deterioration. The City regularly inspects sidewalks and repairs raised surfaces by either ramping or "smoothing" raised concrete.

Recommendations

- Continue to conduct regular inspections of park sidewalks to identify settlement and or up lifting, exposed edge, and cracks that may pose a safety hazard to park users.
- Develop a planting list of tree species that are acceptable for planting close to sidewalks, as well as identifying species such as liquidambar (*Liquidambar styraciflua*), which has roots that grow near the surface, commonly causing uplift to sidewalks.

Trails

Existing Conditions

The City of Pleasanton has developed an extensive trail network within the city and in conjunction with other public agencies such as East Bay Regional Park District. Developed trails include:

• Alamo Canal Trail	3.38 miles
• Arroyo Mocho Trail	2.90 miles
• Del Valle/Centennial Trail	2.00 miles
• Iron Horse Trail	1.00 miles
• Marilyn Murphy Kane Trail	1.80 miles
• Bernal Creek Trail	1.00 miles
• Augustin Bernal Trail	4.73 miles
• Callippe Trail	3.75 miles
• Moller Trail	1.46 miles
• The Preserve Trail	1.84 miles

While the city has 23.86 miles of trails, there is limited opportunity for the trails to serve as transportation routes for bicycles, due to the primitive surface utilized. Development of a shared use pathway could include both paved and decomposed granite surfaces, providing opportunity for both the casual walker and utilization of the trail as a transportation route.

Recommendations

- While the City currently offers 23.86 miles of walking/jogging trails, efforts should be made to expand walking/jogging trails and to improve the supply of Class 1 and 2 bicycle trails. The following actions should be taken by the City:
 - Work with Zone 7 Water Agency to explore opportunities for opening of waterways/drainage areas for trail use. In many cases these routes would best be served as a paved surface.
 - Implement the *Pleasanton Bicycle and Pedestrian Master Plan* which calls for an additional 17.6 miles of Class 1 and 24.8 miles of Class II bicycle trails.



- The City has design standards built into existing city standards and specifications similar to those developed by the National Park Service or American Trails. Staff should ensure that these standards are required of all contractors and include at a minimum:
 - Trail tread widths are designed for 36 inches minimum and are widened only to mitigate conditions affecting accessibility.
 - Linear trail grades are kept moderate between 5 and 8%.
 - Layout of trail minimizes side hill construction to provide a fuller native trail bench for better durability, drainage and sustainability.
 - Trail structures such as retaining walls and bridges are kept to a minimum and are used to protect resources and maintain good linear grades.
 - Edge protection is provided only when conditions warrant it. Native vegetation and natural features such as rocks and logs can serve as edge protection. Further, edge protection is installed in a manor to facilitate sheet flow.
 - Trail surfaces need to be firm, stable and have a good coefficient of friction.



Meadowlark Park

Ball Courts

Existing Conditions

Numerous ball courts were visited during the maintenance tour including tennis and basketball. Tennis courts were found to be in excellent condition with fencing, surface, nets, and lining all in a well maintained condition. Courts at the Tennis Center had recently been resurfaced.

For the basketball courts, the surrounding grounds and netting was generally in a state of good repair but the surfaces of most basketball courts showed numerous cracks and deterioration in the playing surfaces. This cracking was almost universal throughout the park system and indicated failure of a product rather than lack of maintenance. Cracks permit moisture to seep beneath the surface coating and accelerate deterioration of the surface resulting in increased repair costs. Current published operating budget information stated that the courts were recently resurfaced.

Staff from Operations Services claims that the problem with the basketball courts is not a problem with the resurfacing but rather a problem with the below surface, as “most of Pleasanton is on a clay base” with a “greater tendency to shift causing surface separation.” They claim that the only way to deal with this issue is to remove the top 15 feet of soil, compact that level, and then fill again with compacted soil.

Despite this claim, the tennis courts at the Tennis Center did not exhibit the same problem. The City should further evaluate the issue to determine the reason for the quick failing and deterioration at the basketball courts.

Recommendations

- Coated playing surfaces should be regularly inspected for cracks or other surface damage and promptly repaired when these are detected. When cracks begin to appear in the surface of the courts, moisture can seep below the surface resulting in accelerated deterioration.
- Outside basketball courts, should be maintained on a regular basis. Each court should be scheduled for resurfacing every five to seven years. This schedule could be staggered so that one-third of the courts are resurfaced every two to three years, thus reducing the workload on maintenance personnel each year. In addition, one standard color should be used for all similar types of structures and records of that should be kept by the maintenance staff for small repairs or removal of graffiti.
- The City should work to correct the deficiency of tennis courts by the following actions:
 - The School District maintains 9 tennis courts at Foothill High School and 9 tennis courts at Amador Valley High School both with limited access to the general public. The City should enter into discussions with the District opportunities to fully open the courts to public use during non-school hours.
 - Work with Lifetime Tennis to develop two additional courts as was originally planned at the Tennis Complex.
 - Evaluate the opportunities for operation and management of District courts by Lifetime Tennis on behalf of the City.
 - Build the two new tennis courts currently planned for Staples Park.



Sports and Recreation Community Park

Park Structures and Buildings

Existing Conditions

Many of the City parks structures and buildings were found to be in poor to good condition, some in need of major renovation, and a general backlog of required maintenance. The Recreation Center at Amador Valley Community Park should be scheduled for renovation suffering from age and dry rot. Several other park buildings also showed signs of dry rot and needing upgrading including the softball complex at Sports and Recreation Community Park. Some restrooms which had suffered from bouts of graffiti, while clean and well maintained could have used upgraded facilities and a fresh coat of paint to improve their appearance.

Recommendations

- Park buildings should be regularly inspected for vandalism, safety issues and proper operation of equipment.
- Facilities in need of immediate renovation include the Recreation Center and Cultural Arts Center at Amador Valley Community Park and Sports Office Headquarters at Sports and Recreation Community Park.
- Graffiti should be immediately painted over or removed and tracked for potential use by local law enforcement agencies.

Playgrounds

Existing Conditions

Overall, the playground equipment at each park area was very creative, appeared to be well maintained, and in a good state of repair, with attractive and well-maintained safety surfaces, although compaction was found under several swings. The bark and mulch material utilized throughout the City was also in good condition, with little to no evidence of overspray from irrigation systems.

Recommendations

- Regularly inspect for overspray and overflow from adjacent sprinklers, adjusting watering levels and or spray patterns as necessary.
- While park staff reports they regularly inspect safety surface for compaction, additional attention should be given to areas under swings and play equipment landing areas.
- The “Talking Back Martin” at Muirwoods was non-functional.

Park Trees and Landscaping

Existing Conditions

Park landscaping which includes trees, shrub beds, turf, and landscaped drainage areas were found to be in generally a well-maintained condition. Most evergreen and deciduous trees appeared to be healthy, pruned and well staked with no dead limbs. Shrub beds were also well-maintained although in

some areas there was evidence of social trails as well as dead or declining vegetation due to soil conditions and/or watering issues. Compaction around tree wells was well managed with ample bark/mulch around the drip line.

Recommendations

- The City should continue to maintain and expand the tree inventory to collect species, age, location and maintenance history. This will assist with workload and help to develop a tree replacement program as older trees reach the end of their lifecycles.
- Soils around the roots of trees should be aerated to reduce soil compaction that can smother the roots of some trees. Metal grates around the bases of tree trunks must be periodically checked and broken outward to prevent the tree trunk growing into the metal.
- Regularly inspect for overflow and soil moisture, adjusting watering levels as necessary at all landscaped areas adjacent to paved parking areas, park roads and paved trails.
- Annually (October/November) test soil to assess nutrient deficiencies, following with an application of appropriate fertilizer and/or soil additives to promote healthy root growth. Soil fertility fluctuates throughout the growing season with the quantity and availability of mineral nutrients altered by the addition of fertilizers, sulfur, lime, etc. and the removal from soils as a result of plant growth and development. Soil test should be taken at various locations dependent on the plant material and its ability to grow in various soil conditions.

Specialized Facilities/Skate Parks/Community Garden/Dog Parks

Existing Conditions

Specialized facilities such as the skate park and community garden were found to be in good condition. Cracking within the concrete was limited with little debris collection evident at the bottom and corner locations of the skate park. Facilities include an inline at Val Vista and a skate park at the Sports and Recreation Community Park.

The Community Services Department operates a community garden in Val Vista Community Park. Department information states that the garden is comprised of thirty-three (33) full-sized patches, each measuring approximately 225 sq. ft. and, as of January 1, 2011, seven (7) new smaller patches of approximately 100 sq. ft. were added to the gardens, bringing the total patches to 40.

The Community Garden at Val Vista is a very popular program and continues to maintain a waiting list of city residents who would like to utilize a garden plot. Due to the popularity and length of the waiting list, the City is encouraged to evaluate the park system for underutilized areas of parks which could be potential community garden locations.

The City currently operates one Dog Park at Muirwood Community Park. This well maintained facility is broken into a large and small dog section and includes sitting areas and other amenities.

Recommendations

- Skate parks should be regularly inspected and maintained to limit debris collection within the facility which can present a hazard to park users.
- Cracking in the concrete should be immediately identified through a regular inspection program in immediately sealed to prevent further damage from moisture within and under the concrete.
- Expand the Community Garden program to provide opportunities for additional city residents to participate in the program. Many underutilized areas of parks could be potential sites for a community garden, such as locations within Kottinger Community Park and at the Marilyn Murphy Kane trailhead where water is available.
- Explore opportunities for the development of at least one additional Dog Parks utilizing existing parkland that is underutilized and would not result in the displacement of a current recreational use. Potential locations to be evaluated could include Fairlands Park and Valley Trails Park.

Park Signage

Existing Conditions

Park signage was well maintained and generally standardized throughout the system. Meadows Park was an example of non-standardized sign. A few signs showed some previous evidence of damage from graffiti.

Recommendations

- Park signage should be regularly inspected for theft, damage and graffiti.
- Park name signs could be enhanced with limited landscaping of seasonal colors.
- The City should maintain a formalized signage system that is uniform in terms of sign types, a positive approach toward rules, colors, and materials. Effort should be made to ensure that park signs exhibit rules and regulations in a positive context. This will help residents better identify parks and make maintenance replacement and repairs less complicated.

Fencing

Existing Conditions

Park and decorative metal fencing was found at various locations throughout the system utilized both as decoration and pedestrian control. Overall this fencing appeared to be well maintained and in good condition with limited damage and little rust.

Recommendations

- Metal fencing should be regularly inspected for damage and broken or damaged components (posts, top rails, bottom rails and vertical members) should be promptly repaired or replaced.
- City should continue with the practice of regular repainting of metal fencing to prevent rust and improve overall appearance.

Irrigation Systems

Existing Conditions

Limited examples of over or under watering was found throughout the system, including sport fields, open turf areas and shrub beds. The irrigation system appeared to be well-maintained with a limited number of water leaks due to broken or damaged sprinkler heads and lines. As seen in the park tour, City staff periodically operates the irrigation system to check for coverage and overspray issues.

Recommendations

- City staff should continue with a regular inspection program of the irrigation system including operation to determine coverage and to identify overspray issues.
- Monitor soil moisture conditions and irrigate turf areas to provide adequate moisture for healthy growth while maintaining a playable surface that is not muddy, spongy or over saturated. This will help to prevent tearing and uprooting of the turf and topsoil under normal playing conditions.
- The City has moved to a centrally controlled irrigation system with soil sensors, and a scheduling system allowing for control of multiple sites to exact specifications and daily changes. Some locations such as Laurel Creek Park and smaller landscaped areas such as medians continue to be irrigated by individual controllers. The City should continue to move these remaining islands into the centrally controlled system as time and financial resources permit.
- City should explore the opportunities to utilize available treated water for irrigation of shrub beds, landscaping, and other park amenities as permitted under state law. Val Vista Park would be an ideal and initial candidate due to the park's proximity to the sewage treatment plant.

Public Art

Existing Conditions

The City of Pleasanton Parks and Recreation currently has a very active public art program within their park system, with outstanding examples of public art found at 34 locations. The Firehouse Theater and Centennial Park are actively utilized for the display of public art.



City of Pleasanton Public Art

Title	Artist	Date	Work Type	Materials	Location
The Yak	Joseph Anthony McDonnell	1981	Bronze Sculpture	Bronze	Centennial Community Park
Sing a Song of Sixpence	Joseph Anthony McDonnell	1981	Bronze Sculpture	Bronze	Centennial Community Park
Pleasanton Centennial Albus	Guillermo Wagner Granizo	1994	Ceramics (object)	Ceramic Tile	Civic Park
	Diana Pumpelly Bates	1998	Outdoor Sculpture	Stainless Steel	Centennial Community Park
Girl Reading	Dennis Smith	1989	Bronze Sculpture	Bronze	Pleasanton Library
Once Upon a Time	Dennis Smith	1999	Bronze Sculpture	Bronze	Pleasanton Library
Pat's Bench	Laurel True	2000	Commemorative Sculpture	Ceramic Tile	Kottinger Community Park
Leap	Yoshio Taylor	2001	Bronze Sculpture	Bronze	Pleasanton Library
Swimming Through Air	William Ware	2001	Mixed metal outdoor sculpture	Brass, bronze, copper and steel	Dolores Bengtson Aquatic Center
Topographis, Diseno, Pear, Blossoms, Skeletal Arch, Alviso Adobe Trellis	Ann Chamberlain	2004	Various Works:	Various Works	Val Vista Community Park
Keep Smiling!	Bob Graham	2005	Hand-wrought steel bench	Hand-wrought steel	Main Street Green
Ryan's Bench	Dmitry Grudski	2005	Commemorative Sculpture	Ceramic Tile	Val Vista Community Park
Poppies	W. Stanley Proctor	2007	Bronze Sculpture	Bronze	Veteran's Memorial Hall

Vision³	2008-2009 Pleasanton Leadership Academy Graduates	2010	Ceramics (object)	Ceramic Tile	City of Pleasanton City Hall
Monet's Bench	Gary Lee Price	2010	Bronze Sculpture	Bronze	Firehouse Arts Center
Chorus	Jill Turman	2010	Wall Piece	brushed aluminum tubing	Firehouse Arts Center
By the Letter	Jill Turman	2010	Metalwork	Stainless Steel back lit with LED	Firehouse Arts Center
Firehouse Red	Martin Donlin	2010	hand painted ceramic enamels	ceramic enamels fired into glass	Firehouse Arts Center
Firehouse Blue	Martin Donlin	2010	hand painted ceramic enamels	ceramic enamels fired into glass	Firehouse Arts Center
Spiral Motion III	Jon Seeman	2010	Outdoor Sculpture	Hot-rolled steel with Patina Finish	Firehouse Arts Center
Joyful Play	Dominic Benhura	2012	Rock-Cut Sculpture	Zimbabwe Cobalt- Serpentine Stone	Chase Bank
Spiral	Jill Turman	2011	Outdoor Sculpture	Steel	Firehouse Arts Center
Entwine	Jill Turman	2011	Outdoor Sculpture	Steel	Firehouse Arts Center
Inhabited Waterways	Susan Dannenfelser	2011	Bas-relief	Glazed Ceramic Tile	Gingerbread Preschool
Dancers	Greg Hawthorne	2011	Outdoor Sculpture	Cor-Ten Steel	Firehouse Arts Center
Special Friends	Carol Dunford- Jackman	2011	Bronze Sculpture	Bronze	Main Street at Civic Park
Eternity	James Hunolt	2011	Rock-Cut Sculpture	Granite	Firehouse Arts Center
Firehouse Crystal Bell	Jack Storms	2011	Public Sculpture	Crystal	Firehouse Arts Center
Celebrating This Beautiful Valley	Gary A Winter	2007	Mural Paintings	Paint	Strizzi's Restaurant
Meadowlark Dairy Mural	A.E. Meadows	2009	Mural Paintings	Paint	Meadowlark Dairy
Old Town	Bill Weber and Ron Norman	2010	Mural Paintings	Paint	Valley Plumbing
Wind Song	Greg Hawthorne	2012	Outdoor Sculpture	1/2 inch plated steel sealed and painted in polychrome	Centennial Community Park

Comet	Max Demoss	2012	Outdoor Sculpture	Bronze and Silver on pink granite	Firehouse Arts Center
Joyful Empowerment	TBD	2012	Bronze Sculpture		TBD
Rock, Paper, Scissors	TBD	2012	Outdoor Sculpture		TBD

Recommendations

- The City contributes approximately \$50,000 annually towards the development and maintenance of public art throughout the community. The City should evaluate developing a 1% to 2% for art program as part of future capital developments and earmarking the annual contribution solely towards maintenance of public art. This percentage of funds could be “pooled” to fund the design and development of public art components of future park developments. Currently many public agencies statewide and nationally successfully operate such a program.

Sustainable Practices

Existing Conditions

While the City of Pleasanton has currently taken initial steps in the development of sustainable practices, the City is encouraged to develop a strategy that fully engages stakeholders in the process of identifying and implementing sustainability improvements within existing parks and in the development of new park facilities. An initial phase for the City would include conducting assessments, identifying opportunities and establishing objectives, benchmarks, or targets for specific activities.

Efforts to develop and implement sustainable principals in the planning, design, construction and operation of park facilities within the City will have immediate results in best practices, costs savings, public perception and leadership within the community.

Sustainability has become an overarching concept through which we understand the rational and reasonable consumption of resources. Sustainability is generally regarded through three lenses: economy, society and environment. Advocates of sustainability emphasize the importance of establishing linkages among these three dimensions to fully implement sustainable practices.

Sustainability within the operations of parks and recreation is frankly the nature of the business. Parks and recreation departments nationwide fortify the social, economic and environmental landscapes within the local communities. Sustainability could provide the vehicle for addressing many of the City’s most pressing challenges, such as better aligning the design and construction of parks with their long-term maintenance, stormwater retention, water quality, and the economic values of sustainability that provides operational savings, thus providing additional funding for long-term capital.

The following is a potential list of sustainable practices which City of Pleasanton could include within the sustainable management system for Parks and Recreation. These include:

Use of Native Plants—The City currently has no formalized policy in place although staff clearly makes efforts at the utilization of native species. A formalized policy should be developed identifying acceptable species based on the ecoregion and requiring plantings of a minimum of 80% these identified natives in any new or renovated project. The approach of the policy could be based on plants endemic to the Mediterranean climate of California, identifying benefits to other native species, and mandate that 80% of new planting must be classified as Native. Another and perhaps additional approach would be to develop a drought tolerant plant policy that adopts appropriate plant material list by drought tolerant level (low, medium, high) and require that 100% meet medium level and 90% high levels.

Naturalize Parks—The City should undertake an effort to inventory and establish areas where parks could be naturalized by the removal of turf and other non-native plantings and replaced with natives.

Community Gardens—The City has a limited program in place at Val Vista Park, although there are many locations within the park system for the development of “unused spaces” as community gardens.

Recycling of Park Waste—There was no evidence of standard recycling containers within the park for public use.

Green Waste/Composting—The City should expand the program for the composting of green waste resulting from park maintenance.

Demonstration Gardens—The City should develop demonstration gardens with identified native plantings which would be appropriate for homeowner landscaping.

Storm Water Retention/Bioswales—Fawn Hill Park has a well-developed bioswale that has been landscaped with native grasses. This type of development should be expanded throughout the park system especially adjacent to hardscapes such as road and parking lots.

Use of Impervious Surfaces—Very little use of impervious surfaces with the majority of traffic areas developed with concrete or asphalt. In contradiction, some trails should be paved to encourage use as a transportation route.

Use of Alternative Energy Sources—No program in place and no alternative energy use within the park system.

Utility Reduction Program—Staff should expand the tracking of utility consumption to each park unit by month.

Habitat Development—Currently there is no program in place within the City and many park creeks are excellent candidates for habitat enhancement projects. The City is required by California Department of Fish and Game to monitor and report on Bernal and Kottinger Creeks.

Public Education of Sustainable Practices-- Currently there is a limited program in place within the City where funding provides for a full-time naturalist. The program is anticipated to expand as the City recently hired an additional part-time naturalist.

Recommendations

The City of Pleasanton should work to develop a Sustainability Management System through the existing Sustainability Manager currently working out of Operations, to outline and assist with prioritization of sustainable practices in construction, operations and/or maintenance activities. The system should outline tracking procedures that will report both successes and shortcomings in reaching established goals. The development of a sustainable performance system by the department will help to present a strategy to engage stakeholders in the process of identifying and implementing sustainability improvements in operations. Further, development and use of a sustainable performance system will provide the department with important data necessary to communicate the success of their sustainability efforts.

City of Pleasanton is encouraged to conduct assessments, identify opportunities and establish objectives or targets for specific activities. The Department has already initiated some sustainability practices to improve operations and the department is encouraged to monitor performance of a sustainability initiative and communicate progress to staff and elected officials. Overtime these measures will help the City to institute cultural changes and continual improvement relative to sustainability objectives and goals.

In the development of the Sustainability Management System it is important to look beyond the traditional environmental components and to consider and integrate concepts of economics and social responsibility.

Short-term Recommendations

- Recognize and document sustainability efforts already in use and/or recently developed.
- While a “Park Green Team” already exists in Operations, this should be expanded to include other park and recreational functions to fully promote sustainability throughout the City.
- Move to install BigBelly solar compactors to include recycling program for pilot parks.
- Analyze feasibility and implement solar energy sources in park designs for exterior lighting, parking lots, restrooms, etc.
- Implement small-scale renewable energy demonstration projects and/or solar lighting projects.
- Reduce resource consumption. Set benchmark reduction levels and monitor progress. Work is already underway in reduction of water usage.
- Develop a native plant policy that requires 80% native (ecoregion) in all new and remodeled landscaping.

- Develop a master plan for pilot ornamental “demonstration landscape” project as a tool to educate the public on how to landscape using native and low-water use plants.
- Develop a program to shred fallen leaves using mulching blades on mowers with the material moved to shrub beds as compost material.
- Continue to expand use of other “green” techniques in on-going maintenance, operations, and capital improvement projects and practices, including stormwater management, plant materials, recycled materials, and energy efficient materials.
- Identify locally available materials and sustainable products.
- Seek grant funding to enhance or restore natural habitat in existing parks. Develop a plan for a habitat restoration pilot project within the park system. Many grant programs are available through the State of California Department of Natural Resources.
- Continue to research and incorporate sustainable green techniques and materials into capital improvement projects and/or operations and maintenance practices. Use research and experience to develop additional sustainable standard details and specifications.

Long-term Recommendations

- Work with other municipal and regional jurisdictions including East Bay Regional Park District to improve shared ecological systems, using watershed protection principles and regional projects such as trails and greenways as a basis for cooperation.
- Manage and maintain City-owned urban natural areas to facilitate public access and promote ecological values.
- While the City currently tracks all park and street trees it should move forward with the development and implementation of an urban tree and forest management and development plan on a city-wide basis. When completed, the urban forestry management plan should lay out for the City its urban forestry-related operations, policies, programs, and financial implications. The plan will serve as a management tool for the City to efficiently and cost-effectively maintain and enhance its urban forest resource and establish priorities towards a sustainable urban forestry program.
- Develop a green waste/composting benchmark and evaluate the potential of contracting out this work.
- Consider implementation of larger renewable energy demonstration project. Plan and budget for one medium to large scale renewable energy installation at an existing City facility. Evaluate best available technology and conditions for the specific park chosen. Track potential funding opportunities.
- Develop a vehicle right sizing program expanding the use of hybrid and/or electric vehicles and equipment.

- Reduce emissions from landscape maintenance equipment either by the purchase of equipment with the highest standards and/or modified and reduced maintenance practices.
- Develop a master plan for a pilot food production “community garden” project as a tool to educate the public on how to garden and grow their own food. Master Plan should identify areas of unused park land available for use as community gardens.
- Develop Sustainable Park Design Guidelines for new construction projects. Guidelines should be developed such that they are comprehensive, sustainable and maintainable. Consideration should be given to ground water recharge, alternative energy sources, composting or low flow restrooms, low-water use landscaping, and use of recycled materials. Guidelines should include a “checklist” as a part of the design plan review process for new construction projects. Development of a sustainable landscape ordinance is already underway within the City of Pleasanton.
- While a new Integrated Pest Management (IPM) program was just approved the city should continue to evaluate and modify the existing policy to focus on opportunities to reduce use of pesticides, alternatives to pesticide use, and continually investigate new products or solutions.
- Evaluate opportunities to utilize recycled water for landscape irrigation.

Alviso Adobe Community Park 3465 Old Foothill Rd

Park Type: Community Park
Acreage: 7.0 Acres

Passive Recreation Elements

- (1) Historic Homestead
- (1) Interpretative building/Milking Barn
- (1) Reconstructed bunkhouse
- (1) Outdoor meeting area

Active Recreation

None

Other/Support Elements

- (1) Restroom

Overall Park Condition

- Good to excellent

Pedestrian and Vehicular Circulation

- 28 Parking spaces are available

2012 Observations

- Walking path into historic area with interpretative information
- Views overlooking city
- Staffed with a full-time naturalist

Recommendations

- While school groups are encouraged to visit the Adobe, there are limited facilities that encourage long-term stay. City should consider developing an area west of Adobe into a group picnic shelter/interpretative amphitheater.
- Work with East Bay Regional Park District to acquire adjoining property to link Adobe with Pleasanton Ridge.



Amador Valley Community Park 4301 Black Ave

Park Type: Community Park

**Acreage: 23.5 Acres (Cultural Arts
Center 0.5/Dolores Bengtson Aquatic
Center 7.0/Gingerbread Preschool
1.5 acres)**

Passive Recreation Elements

- (1) School Age Playgrounds
- (1) Tot Lot
- (32) Picnic Tables/benches
- (8) Barbeque—1 at Recreation Center
- (1) Group Picnic
- (2) Public Art Features

Active Recreation Elements

- (3) Pools with one 50 meter pool
- (2) Multi-Use Full-Size Sports Field
- (2) Horseshoe facility
- (3) Multi-Use Turf/Open Turf Area

Other/Support Elements

- (1) Restroom—Restrooms also available at Pool, Recreation Center, Cultural Arts Center and Gingerbread Preschool when open
- (1) Preschool facility with fenced playground—Serves 350 + children



- (1) Recreation Center (Large room, catering kitchen, outdoor space) available for rentals, camps and special events
- (1) Cultural Arts Center with ceramic studio

Overall Park Condition

- Good. Some deterioration is present in the asphalt in the parking facility west of the pool complex. Trees are well-maintained and pruned on a three to seven year cycle. Turf is well maintained and in excellent condition. Recreation Center building is in need of renovation.
- Parking could be limited during swim meets and special events.

Pedestrian and Vehicular Circulation

- 260 Parking spaces are available

2012 Observations

- Heavily used park
- Pool facility to be under \$3.6 million renovation
- Movies in the park held during summer months

Recommendations

- Planting of landscaping (vines/bushes) around the outdoor space of the Recreation Center to provide additional privacy.
- Renovation of Recreation Center Building.
- Repaving or chip seal of asphalt.



Amador Theater
1155 Santa Rita Rd.

Park Type: Community Facility located on Amador Valley High School Campus
Acreage: 3.65 Acres

Passive Recreation Elements

- (591) Seat Theater

Other/Support Elements

- (1) Stage storage
- (1) Lobby/Ticket Booth
- (1) Concession Facility/Small Kitchen
- (1) Restroom

Overall Park Condition

- Poor—Originally constructed in the 1930's and the last major renovation occurred in 1989.



Pedestrian and Vehicular Circulation

- Parking is available at Amador Valley High School

2012 Observations

- Facility is owned by the City of Pleasanton but would revert to the School District if City discontinued operation of Theater.
- Theater is in need of major renovation due to deferred maintenance and suffers from structural problems.

Recommendations

- Evaluation of the following options should be evaluated by the city:
 - The opportunity for the development of a public/private partnership. A potential scenario would be that the private operator in exchange for a long-term lease would operate the facility and provide funding for renovation.
 - In lieu of the above, evaluate the theater to determine funding needs to renovate facility and to develop presentations appropriate for the size of the Amador Theater.
 - The closing of the facility.



Amaral Park
3400 Dennis Ave

**Park Type: Neighborhood
Park**

Acreage: 5.0 Acres

Passive Recreation Elements

- (1) School Age Playground
- (1) Tot Play Area
- (4) Picnic Tables
- (2) Barbeque

Active Recreation Elements

- (2) Backstops with Turf Area
- (2) Multi-Use/Open Turf Area
- (1) Outdoor Basketball Full-Court
- (1) Outdoor Basketball Half-Court

Other/Support Elements

- None

Overall Park Condition

- Good to Excellent

**Pedestrian and Vehicular
Circulation**

- Parking is available on
neighborhood streets

2012 Observations

- Built within Subdivision
- Adjacent to School
- Heavily utilized during the day
by parents with children



**Augustin Bernal Park
8200 Golden Eagle Way**

Park Type:
Community Park
Acreage: 237 Acres

**Passive Recreation
Elements**

- (9) Picnic Tables
- 4.73 Miles of Trails

Other/Support Elements

- (1) Informational Sign

Overall Park Condition

- Good

**Pedestrian and Vehicular
Circulation**

- 28 Parking Spaces are available. Four spaces designed for horse trailers

2012 Observations

- Access limited to City residents with valid identification or limited term pass.

Recommendations

- Consider developing interpretative nature trail, ½ mile to 1 mile in length.



Bernal Community Park 7001 Pleasanton Ave

Park Type: Community Park
Acreage: 13.0 Acres

Passive Recreation Elements

- (1) School Age Playground
- (3) Picnic Tables/benches
- (3) Barbeque
- (1) Tot Play Area
- (1) Public Art Feature

Active Recreation Elements

- (2) Lighted Baseball Fields
- (1) Backstop with Turf Area

Other/Support Elements

- (1) Restroom

Overall Park Condition

- Good to excellent

Pedestrian and Vehicular Circulation

- 106 parking spaces are available.



2012 Observations

- Existing park represent Phase One of Master Plan
- Bioswales in parking lot
- Landscaping mostly natives.

Bicentennial Park
7001 Pleasanton Ave

Park Type: Community Park
Acreage: 2.7 Acres

**Passive Recreation
Elements**

- (1) Outdoor Gazebo
- (2) Classrooms/Meeting Rooms
- (1) Kitchen

**Active Recreation
Elements**

- (1) Multi-Use Open Turf Area

Other/Support Elements

- (1) Historic Building
- (2) Restroom

Overall Park Condition

- Good. Century House is in need of major renovation.

**Pedestrian and Vehicular
Circulation**

- 11 Parking Spaces are available on-site.

2012 Observations

- Bicentennial Park is adjacent to and west of Century House.
- Very limited parking on site. There is very limited street parking adjacent to facility.

Recommendations

- Explore possibility of Joint Powers Agreement with Museum for operation of Century House as a living museum.



BMX Facility 3320 Stanley Blvd

Park Type: community Park

Acreage: 3.65 Acres

Passive Recreation Elements

- (2) Playgrounds/Tot Lot

Active Recreation Elements

- (1) BMX Facility

Other/Support Elements

- (1) Portable Restroom

Overall Park Condition

- Poor



Pedestrian and Vehicular Circulation

- 18 Parking Spaces are available

2012 Observations

- Parking area is dirt, very dusty and rutted.
- Access from Stanley Blvd is limited. Vehicles must exit east on Stanley from park.
- Limited landscaping on site and existing vegetation is suffering from lack of water and care.

Recommendations

- Develop parking facility with new restroom and other support facilities.
- Install drip irrigation system to support existing vegetation.



Callippe Preserve Golf 8500 Clubhouse Dr.

Park Type: Community Park

Acreage: 425 Acres

Passive Recreation Elements

- (2) Banquet Rooms
- (1) Pro Shop
- (1) Restaurant/Bar

Active Recreation Elements

- (1) 18 hole Golf Course
- 3.75 miles of trails

Other/Support Elements

- (1) Concession
- (1) Kitchen
- (1) Restroom

Overall Park Condition

- Good to Excellent

Pedestrian and Vehicular Circulation

- 185 Parking Spaces are available.

2012 Observations

- Walking path around golf course.
- Entire operations managed by Course Go.
- Limited play from women and minorities (5-10%).
- 30% of play is from residents.

Recommendations

- Renovation of greens 11 and 14 needed.
- Coordinate closely with planning efforts for future development adjacent to golf course and future planning efforts of East Bay Regional Park District.



Centennial Park/Pleasanton Senior Center 5353 Sunol Blvd

Park Type: Community Park

Acreage: 5.7 Acres (Senior Center 3.0 Acres)

Passive Recreation Elements

- (2) Playgrounds/Tot Lot
- (8) Picnic Tables/benches
- (2) Barbeque
- (4) Public Art Features
- (1) Theater/Stage
- (1) Banquet Room
- (2) Classrooms
- (1) Art Studio
- (2) Kitchens

Active Recreation Elements

- (2) Bocce Courts
- (1) Exercise Par Course
- (4) Horseshoe Courts

Other/Support Elements

- (1) Restroom—Restrooms are available at the Senior Center.

Overall Park Condition

- Good to Excellent

Pedestrian and Vehicular Circulation

- 140 Parking spaces are available between the park and Senior Center.

2012 Observations

- Senior facility well utilized. Limited space is available for senior classes.

Recommendations

- Built in 1992 the Senior Center is starting to show years of wear and tear. City should start programming for a major renovation within the next 5 to 10 years.



Civic Park
100 Main St

Park Type:
Neighborhood Park
Acreage: 0.7 Acres

Passive Recreation Elements

- (2) Public Art Features
- (1) Picnic Tables

Active Recreation Elements

- (1) Multi-Use Turf/Open Turf Area

Other/Support Elements

- None

Overall Park Condition

- Good

Pedestrian and Vehicular Circulation

- Parking is available on street.

2012 Observations

- Small green space at “entrance” to downtown

Recommendations

- Consider linkages to other downtown parks/open space areas.



Creekside Park 5601 W. Las Positas

Park Type: Neighborhood Park

Acreage: 6.6 Acres

Passive Recreation Elements

- (1) School Age Playground
- (1) Tot Play Area
- (6) Picnic Tables
- (2) Barbeque
- (2) Picnic Shelter/Gazebo

Active Recreation Elements

- (1) Backstop with Turf Area
- (1) Full Outdoor Basketball Court
- (1) Multi-Use Junior Size Sports Field
- (1) Multi-Use Turf/Open Turf Area
- (1) Sand Volleyball

Other/Support Elements

- (1) Restroom

Overall Park Condition

- Good to Excellent

Pedestrian and Vehicular Circulation

- 18 parking spaces are available.

2012 Observations

- Parking would be limited during special events and sports games
- Beautiful landscaped gazebo adjacent to play area.
- Outdoor basketball court in good shape.

Recommendations

- Add "Yellow Swing" to School Age Play Area--This seat is designed to help meet the American Disabilities Act guidelines for playground equipment in public applications.



**Del Prado Park
6701 Hansen Drive**

Park Type: Neighborhood Park
Acreage: 5.0 Acres

Passive Recreation Elements

- (1) Playground School Age
- (6) Picnic Tables
- (1) Play area--Tot

Active Recreation Elements

- (1) Basketball—Full-court
- (1) Multi-use Turf

Overall Park Condition

- Good to average



Pedestrian and Vehicular Circulation

- Parking is available on street

2012 Observations

- No barbeque pits
- Open play area undulating
- Nice Arbor providing shade
- Turf wet in areas

Recommendations

- Add barbeque pits
- Add “Yellow Swing” to School Age Play Area--This seat is designed to help meet the American Disabilities Act guidelines for playground equipment in public applications.
- Outdoor basketball court is in need of resurfacing.



Delucchi Park
4501 First Street

Park Type: Neighborhood Park
Acreage: 0.7 Acres

**Passive Recreation
Elements**

- (1) Picnic Tables

Active Recreation Elements

- (1) Multi-Use Turf/Open Turf Area

Other/Support Elements

- (1) Restroom

Overall Park Condition

- Good

**Pedestrian and
Vehicular Circulation**

- Parking is available

2012 Observations

- Along old railroad line

Recommendations

- Consider linkages to other downtown parks and open space areas.



Fairlands Park 4100 Churchill Drive

Park Type: Neighborhood Park

Acreage: 13.8 Acres

Passive Recreation Elements

- (2) Tot Play Area
- (2) Picnic Tables

Active Recreation Elements

- (2) Backstops with Turf Area
- (1) Football Field
- (1) Multi-Use Turf/Open Turf Area
- (1) Soccer Field
- (2) Tennis Courts

Other/Support Elements

- None

Overall Park Condition

- Good

Pedestrian and Vehicular Circulation

- Parking is not available at the park.
- Limited access to park from public roads. Many access points restricted to pedestrian routes between houses.

2012 Observations

- Long linear park
- Near elementary school

Recommendations

- Additional benches and picnic tables are needed.



Fawn Hills Park
1510 West Lagoon Rd

Park Type: Neighborhood Park

Acreage: 5.0 Acres

Passive Recreation Elements

- (1) Tot Play Area
- (14) Picnic Tables

Active Recreation Elements

- (1) Multi-Use Turf/Open Turf Area
- (1) Full Outdoor Basketball Court

Other/Support Elements

- None

Overall Park Condition

- Good to excellent

Pedestrian and Vehicular Circulation

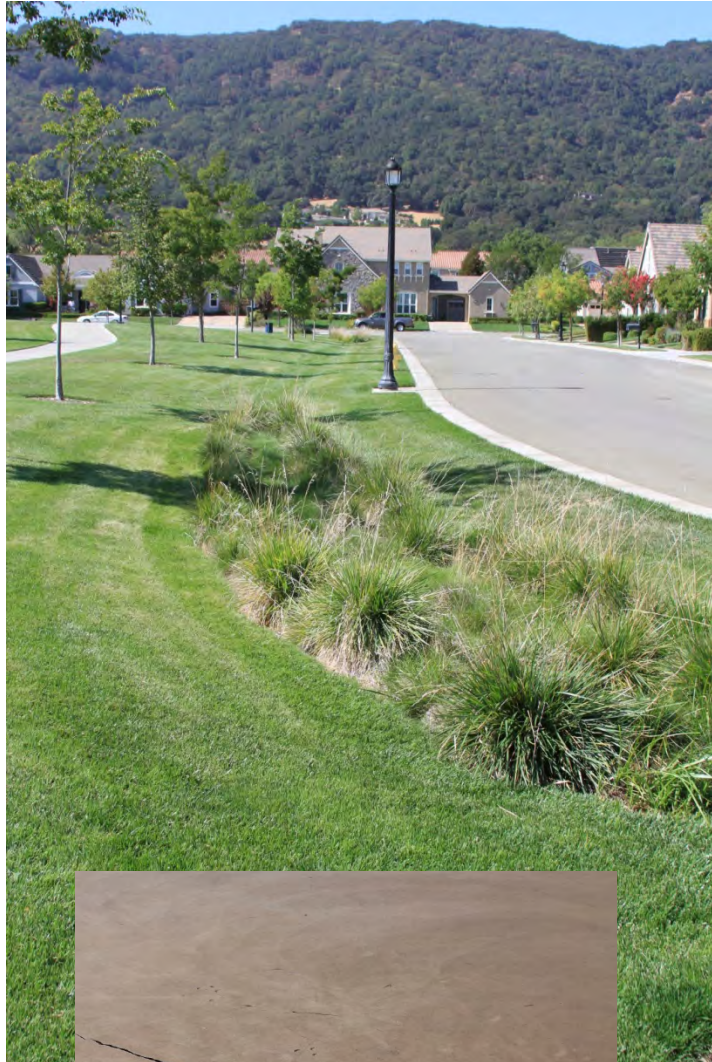
- Parking is available on adjacent streets.

2012 Observations

- Bioswale along perimeter of park
- Landscaping more native
- Park is built within subdivision
- Some dry spots in turf

Recommendations

- Outdoor basketball court needs to be resurfaced.



Hansen Park
5697 Black Ave

Park Type: Neighborhood Park
Acreage: 6.2 Acres

Passive Recreation Elements

- (1) School Age Playground
- (4) Picnic Tables
- (1) Barbeque
- (1) Tot Play Area

Active Recreation Elements

- (1) Multi-Use Turf/Open Turf Area
- (1) Backstop with Turf Area
- (1) Football Field
- (1) Soccer Field
- (1) Outdoor Basketball Half-Court

Other/Support Elements

- (1) Restroom

Overall Park Condition

- Good

Pedestrian and Vehicular Circulation

- Parking is available

2012 Observations

- Creative alien playground
- Very few picnic tables/benches
- Circular walkway utilized by patrons for exercise.

Recommendations

- Add additional picnic tables/benches
- Basketball court needs to be resurfaced



Harvest Park Middle School Gym 4900 Valley Ave

Park Type Pleasanton School District Joint Use Facility

Active Recreation Elements

- (2) Indoor Basketball Courts
- (4) Indoor Volleyball Courts
- (1) Multi-Use Full-Size Sport Field
- (1) Multi-Use Junior Size Sports Field
- (1) Track
- (1) Baseball Field

Other/Support Elements

- (1) Restroom

Overall Park Condition

- Good

Pedestrian and Vehicular Circulation

- Parking is available at the school.

2012 Observations

- Heavily utilized joint use facility



Thomas A Hart Middle School

Harvest Park 1401 Harvest Rd

Park Type: Neighborhood Park
Acreage: 1.6 Acres

Passive Recreation Elements

- (1) Playgrounds/Tot Lot
- (2) Picnic Tables/benches
- (1) School Age Play Area

Overall Park Condition

- Good

Pedestrian and Vehicular Circulation

- Parking is available on street

2012 Observations

- Open field play area
- Near Centennial Trail

Recommendations

- Add “Yellow Swing” to School Age Play Area--This seat is designed to help meet the American Disabilities Act guidelines for playground equipment in public applications



Heatherlark Park 5700 Northway Rd

Park Type: Neighborhood Park
Acreage: 0.8 Acres

Passive Recreation Elements

- (1) Tot Play Area
- (2) Picnic Tables
- (2) Benches

Active Recreation Elements

- (1) Multi-Use Turf/Open Turf Area

Other/Support Elements

- None

Overall Park Condition

- Good

Pedestrian and Vehicular Circulation

- Parking is not available at park and limited street parking.

2012 Observations

- Small facility that partially serves as landscaped buffer adjacent to roadway.
- Park primarily utilized by those on foot.



Kottinger Community Park 1000 Kottinger Rd

Park Type: Community Park
Acreage: 14.5 Acres

Passive Recreation Elements

- (1) Tot Play Area
- (2) Picnic Tables
- (1) Barbeque pit
- (1) Public Art Feature

Active Recreation Elements

- None

Other/Support Elements

- (1) Restroom

Overall Park Condition

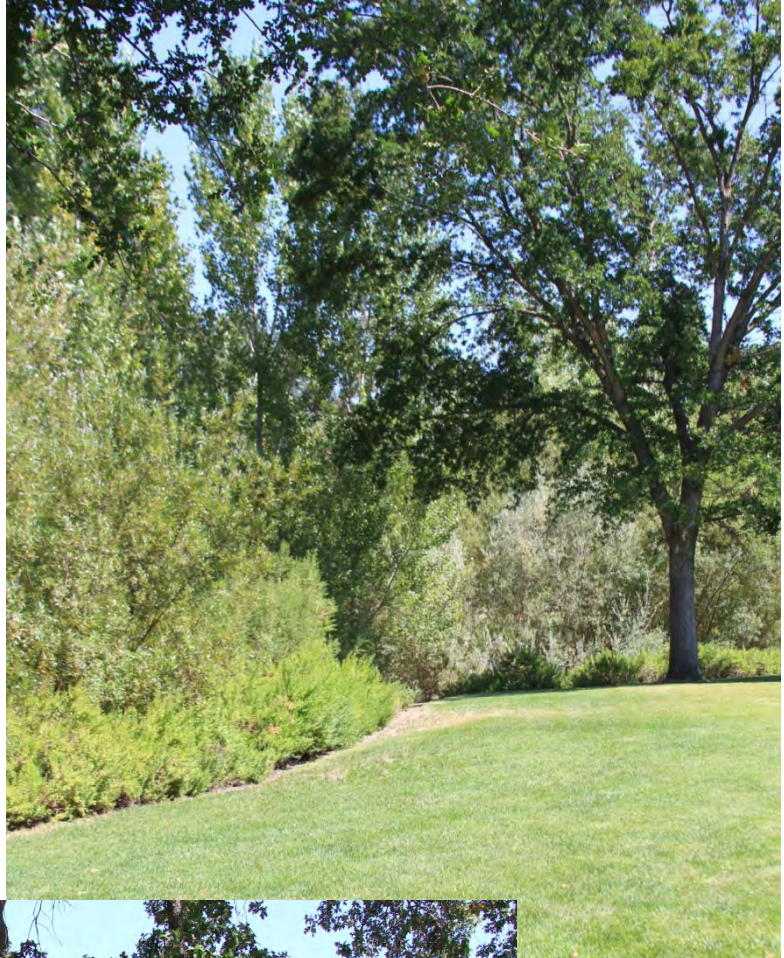
- Good

Pedestrian and Vehicular Circulation

- Parking is available on the adjacent neighborhood streets.

2012 Observations

- Walking path along creek
- Large areas of unused turf



Recommendations

- Naturalize creek area by reducing turf areas and replanting with natives.

Kottinger Village Park 4100 Vineyard Ave

Park Type: Neighborhood Park
Acreage: 4.9 Acres

Passive Recreation Elements

- (1) School Age Playgrounds
- (2) Picnic Tables
- (4) Benches
- (1) Tot Play Area

Active Recreation Elements

- (1) Multi-Use Turf/Open Turf Area
- (1) Full Outdoor Basketball Court

Other/Support Elements

- None

Overall Park Condition

- Good

Pedestrian and Vehicular Circulation

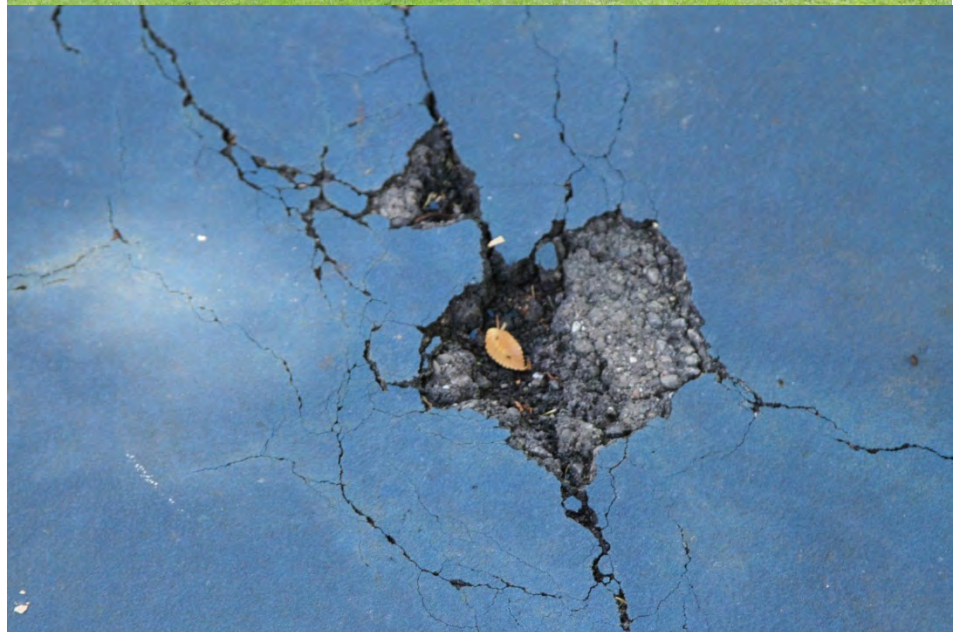
- 23 parking spaces are available.

2012 Observations

- Turf below standard exhibited in other parks. Bermuda grass and broadleaves are well established in turf.
- Older trees in park although new plantings have been started.
- Older wood benches in need of repair and painting.

Recommendations

- Outdoor basketball court needs to be resurfaced.



Laurel Creek Park
5875 Laurel Creek Drive

Park Type: Neighborhood Park
Acreage: 7.3 Acres

Passive Recreation Elements

- (8) Picnic Tables

Active Recreation Elements

- None

Other/Support Elements

- (1) Restroom

Overall Park Condition

- Good

**Pedestrian and Vehicular
Circulation**

- 8 parking spaces are available

2012 Observations

- Short trail to overlook point
- Blind corner exiting park

Recommendations

- Evaluate ingress and egress from park to eliminate potential hazards from the blind corner on Laurel Creek Drive.



The Preserve Staging Area 5800 Laurel Creek Drive

Park Type: N/A

Acreage: 0.56 Acres

Passive Recreation Elements

- None

Active Recreation Elements

- 1.84 miles of trail

Other/Support Elements

- None

Overall Park Condition

- Good

Pedestrian and Vehicular Circulation

- 24 parking spaces are available



Lions Wayside Park/Firehouse Arts Center 4401 First St.

Park Type: Neighborhood Park
Acreage: 0.7 Acres

Passive Recreation Elements

- (2) Playgrounds/Tot Lot
- (5) Picnic Tables
- (2) Barbeque
- (1) Art Gallery
- (2) Classrooms/Meeting Rooms
- (1) Concession
- (12) Public Art Features

Active Recreation Elements

- (1) Stage
- (1) Theater
- (1) Multi-Use Turf/Open Turf Area

Other/Support Elements

- (1) Restroom at Firehouse Arts Center

Overall Park Condition

- Good to excellent



Pedestrian and Vehicular Circulation

- Parking is available on street and nearby lots.

2012 Observations

- Lions Wayside Park and Firehouse Arts Center separated by drainage ditch.
- Landscaping at the Firehouse Arts Center is an excellent example of sustainable landscape design.
- Former Fire Station converted to arts center with theater.

Recommendations

- Develop design to merge Lions Wayside Park and Firehouse Arts Center. Perhaps by developing an oversized “festival” bridge over portions of the drainage ditch.
- Naturalize the drainage ditch and provide interpretative signage.
- Consider linkages to other downtown parks and open spaces.

**Main Street Green
890 Main Street**

**Park Type: Neighborhood Park
Acreage: 0.73 Acres**

**Passive Recreation
Elements**

- (1) Public Art Feature

**Active Recreation
Elements**

- (1) Multi-Use Turf/Open Turf Area
- (1) 2 miles of Del Valle/Centennial Trail

**Other/Support
Elements**

- (1) Restroom

Overall Park Condition

- Good to poor



Pedestrian and Vehicular Circulation

- Limited parking is available on adjacent streets.

2012 Observations

- Access to Del Valle/ Centennial Trail
- Native landscaping
- Arroyo Del Valle watershed in need of restoration.

Recommendations

- Improve access to trail and evaluate paving of trail to facilitate bicycle usage.
- Develop improved and standardized trail signage.

McKinley Park/Nature House
519 Kottinger Drive

Park Type: Neighborhood Park

Acreage: 5.3 Acres (0.5 acres Nature House)

**Passive Recreation
Elements**

- (1) Classroom/Meeting Room
- (2) Picnic Tables

Active Recreation Elements

- None

Other/Support Elements

- (1) Restroom

Overall Park Condition

- Good



Pedestrian and Vehicular Circulation

- Parking is available on neighborhood streets

2012 Observations

- Walking path to water tower
- Open space



Meadowlark Park 8200 Regency Drive

Park Type: Neighborhood Park

Acreage: 4.3 Acres

Passive Recreation Elements

- (1) School Age Playground
- (1) Tot Play Area
- (6) Picnic Tables
- (5) Barbeque

Active Recreation Elements

- (1) Multi-Purpose Field
- (1) Full Outdoor
Basketball Court
- (1) Sand Volleyball Court

Other/Support Elements

- None

Overall Park Condition

- Good

Pedestrian and Vehicular Circulation

- Parking is available on adjacent
neighborhood streets.

2012 Observations

- Walking path around park
- Some landscaping suffering from lack of water

Recommendations

- Outdoor basketball court needs to be resurfaced



Meadows Park 3301 West Las Positas

Park Type: Neighborhood Park
Acreage: 5.0 Acres

Passive Recreation Elements

- (1) Tot Play Area
- (1) School Age Playground
- (6) Picnic Tables/benches
- (2) Barbeque

Active Recreation Elements

- (1) Multi-Purpose Field
- (1) Outdoor Full Basketball Court
- (0.5) Tennis Court
- (1) Sand Volleyball
- (1) Handball Court

Other/Support Elements

- None

Overall Park Condition

- Good to poor

Pedestrian and Vehicular Circulation

- Parking is available on adjacent neighborhood streets.

2012 Observations

- Dry and wet spots throughout the park. Turf is in poor condition.

Recommendations

- Outdoor basketball court needs to be resurfaced.



Mission Hill Park 600 Junipero

Park Type: Neighborhood Park
Acreage: 8.5 Acres

Passive Recreation Elements

- (1) Tot Play Area
- (1) School Age Playground
- (7) Picnic Tables/benches
- (2) Barbeque

Active Recreation Elements

- (1) Multi-Purpose Field
- (1) Exercise Par Course
- (1) Outdoor Full Basketball Court

Other/Support Elements

- None

Overall Park Condition

- Good

Pedestrian and Vehicular Circulation

- Parking is available on adjacent neighborhood streets.

2012 Observations

- Creek/drainage area
- Large slide very popular with children
- Extensive walking path throughout park
- Large area of open turf

Recommendations

- Restoration of creek area.
- Naturalization of sections of park by removal of turf and planting of natives.



Moller Park
5500 Pleasant Hill Road

Park Type: Neighborhood Park
Acreage: 7.0 Acres

Passive Recreation Elements

- (1) Tot Play Area
- (4) Picnic Tables/benches
- (4) Barbeque

Active Recreation Elements

- 1.46 miles Moller Trail

Other/Support Elements

- None

Overall Park Condition

- Good to excellent

Pedestrian and Vehicular Circulation

- Parking is available on adjacent neighborhood streets.

2012 Observations

- Large open turf areas
- Some areas of turf soggy and overwatered.

Recommendations

- Restoration of creek area.



Muirwood Community Park 4701 Muirwood Drive

Park Type: Community Park
Acreage: 13.9 Acres

Passive Recreation Elements

- (1) School Age Playground
- (17) Picnic Tables
- (2) Barbeque
- (1) Tot Play Area

Active Recreation Elements

- (1) Multi-Use Full Size Sport Field
- (1) Outdoor Full Basketball Court
- (1) Dog Park
- (1) Football Field
- (4) Tennis Courts

Other/Support Elements

- (1) Restroom

Overall Park Condition

- Good

Pedestrian and Vehicular Circulation

- Limited parking is available on neighborhood streets.

2012 Observations

- Turf worn from overuse in some locations.
- Small and large dogs separated in off-leash facility.
- Former Fire Station site available for development

Recommendations

- Outdoor basketball court needs to be resurfaced.



Nielsen Park
3755 Stoneridge

Park Type: Neighborhood Park
Acreage: 5.0 Acres

**Passive Recreation
Elements**

- (1) School Age Playground
- (4) Picnic Tables/benches
- (4) Barbeque
- (1) Tot Play Area

**Active Recreation
Elements**

- (1) Multi-Purpose Field
- (1) Outdoor Full Basketball Court

Other/Support Elements

- None

Overall Park Condition

- Good

Pedestrian and Vehicular Circulation

- Limited parking is available on neighborhood streets.

2012 Observations

- Walking path around park perimeter
- Large open turf area

Recommendations

- Outdoor basketball court needs to be resurfaced.



Oakhill Park
4100 Muirwood Drive

Park Type: Neighborhood Park

Acreage: 3.9 Acres

Passive Recreation Elements

- (1) Tot Play Area

Active Recreation Elements

- None

Other/Support Elements

- None

Overall Park Condition

- Good

Pedestrian and Vehicular Circulation

- Limited parking is available on neighborhood streets.
- Access is available only via street ends

2012 Observations

- Adjacent to school and Oak Hill Club (pool)
- “L” shaped linear park
- Large open turf area

Recommendations

- Consider addition of picnic tables and benches



Orloff Park
1800 Santa Rita Road

Park Type: Neighborhood Park
Acreage: 8.0 Acres

Passive Recreation Elements

- (1) School Age Playground
- (10) Picnic Tables
- (4) Barbeque
- (1) Tot Play Area

Active Recreation Elements

- (1) Exercise Par Course
- (2) Outdoor Full Basketball Courts

Other/Support Elements

- None

Overall Park Condition

- Good



Pedestrian and Vehicular Circulation

- Limited parking is available on neighborhood streets
- Park is hidden behind subdivisions with limited street frontage.
- Pedestrian access from street ends

2012 Observations

- Walking path around perimeter of park
- Large open turf area

Owens Plaza Park 5700 Owens Drive

Park Type: Neighborhood Park

Acreage: 3.0 Acres

Passive Recreation Elements

- (1) School Age Playground
- (3) Picnic Tables
- (2) Barbeque
- (1) Tot Play Area
- (1) Gazebo

Active Recreation Elements

- None

Other/Support Elements

- None

Overall Park Condition

- Good to excellent

Pedestrian and Vehicular Circulation

- 8 parking spaces are available

2012 Observations

- Walking path around park perimeter
- Large open turf area
- Built within condo/apartment development



Pleasanton Pioneer Cemetery

5780 Sunol Blvd

Park Type: Community Facility
Acreage: 6.00 Acres

Passive Recreation Elements

- (1) Historic Cemetery

Overall Park Condition

- Poor

Pedestrian and Vehicular Circulation

- On-site parking is available.

2012 Observations

- The City acquired the former Pleasanton Memorial Gardens Cemetery from the International Order of Odd Fellows in early 2007.
- A limited number of new plots are now available for purchase. These plots are located on the south side of the Cemetery, immediately adjacent to the road.



Recommendations

- At a minimum, the installation of drip irrigation to improve health of existing plant material.
- Continue the operation of the Cemetery as a “Pioneer Cemetery” with limited turf and ornamental plantings.
- Evaluate the opportunity for the operation of the Cemetery by an appropriate Pleasanton non-profit organization under agreement with the City.
- Develop historic family interpretative signage throughout the cemetery to display the rich history of the community. Interpretative signage could be developed as a walking history of Pleasanton.

Pleasanton Veterans Memorial Building

301 Main Street

Park Type: Community Facility

Acreage: 3.65 Acres

Passive Recreation Elements

- (1) Main Hall approximately 3000 square feet in size with capacity of 220.
- (1) Stage

Other/Support Elements

- (2) Restrooms
- (1) Kitchen
- (200) Folding Chairs
- (30) Eight foot tables
- (2) Four foot tables
- (1) Adjacent meeting rooms utilized by Veterans of Foreign Wars and other organizations.

Overall Park Condition

- Good. While the building was renovated in 2007, original design continues to present problems with lighting and acoustics.

Pedestrian and Vehicular Circulation

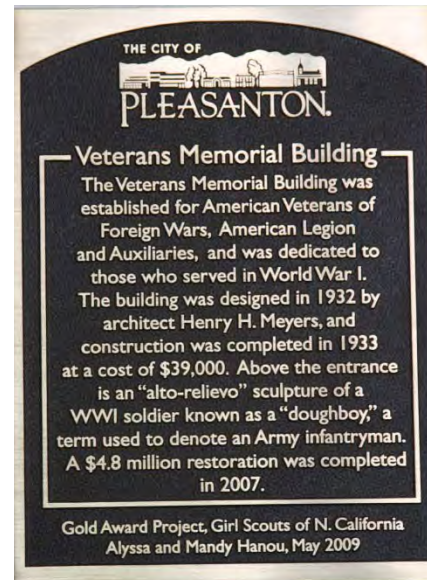
- Very limited on street parking.

2012 Observations

- Charming Spanish revival style facility built in 1933 and located in the Downtown corridor.

Recommendations

- Conduct evaluation of lighting and acoustics to determine if improvements could be made without impacting the historic nature of the building.



Pleasanton Middle School Gym
5001 Case Ave.

Park Type

**Pleasanton School District Joint
Use Facility**

Passive Recreation Elements

- (1) Concession
- (14) Picnic Tables/benches
- (4) Barbeque
- (2) Picnic Shelter/Gazebo

Active Recreation Elements

- (2) Baseball Fields
- (2) Indoor Basketball Courts
- (1) Multi-Use Full Size Sports Field
- (1) Multi-use Junior Size Sports Field
- (2) Lighted Tennis Courts
- (1) Track
- (4) Indoor Volleyball Courts

Other/Support Elements

- (1) Restroom

Overall Park Condition

- Good

Pedestrian and Vehicular Circulation

- Parking is available at school

2012 Observations

- Heavily utilized joint use facility



Thomas A Hart Middle School

Sports and Recreation Community Park 5800 Parkside Drive

Park Type: Community Park

Acreage: 103 Acres

Passive Recreation Elements

- (5) School Age Playgrounds
- (42) Picnic Tables/benches
- (9) Barbeque
- (1) Classroom/Meeting Room
- (4) Concessions
- (1) Group Picnic

Active Recreation Elements

- (3) Baseball fields Designated for One Type of Sport
- (1) Outdoor Full Basketball Court
- (1) Skate Park
- (2) Football Fields
- (11) Multi-Use Full Size Sport Fields
- (1) Multi-Use Turf/Open Turf Areas
- (4) Lighted softball Fields
- (1) Sand Volleyball Court

Other/Support Elements

- (4) Restroom
- (1) Recreation/Sports Office Space
- (1) Maintenance Yard
- (4) Concession Facilities

Overall Park Condition

- Good to excellent considering the heavy use of the facility.
- General maintenance needed throughout the facility.

Pedestrian and Vehicular Circulation

- 833 parking spaces are available in addition to neighborhood parking. This could be limited during heavy weekend use or special events.
- 2.2 mile walking path around perimeter of the park

2012 Observations

- Sports office and meeting room building is in need of renovation
- Small skate park facility
- 11 sport field overlays with 18 backstops



**Sutter Gate Park
4801 Sutter Gate Ave**

**Park Type: Neighborhood Park
Acreage: 2.7 Acres**

Passive Recreation Elements

- (1) School Age Playground
- (1) Picnic Tables

Active Recreation Elements

- None

Other/Support Elements

- None

Overall Park Condition

- Good

Pedestrian and Vehicular Circulation

- Limited parking is available on neighborhood streets.
- Pedestrian access limited to street ends and walkways between houses.

2012 Observations

- Long linear park along with drainage ditch to north
- Walkway along entire length of park

Recommendations

- Explore possible partnership with Zone 7 Water Agency to extend waling path along drainage ditch.



Tawny Park 400 Tawny Drive

Park Type: Neighborhood Park
Acreage: 3.9 Acres

Passive Recreation Elements

- (1) School Age Playground
- (3) Benches
- (1) Picnic Tables

Active Recreation Elements

- (2) Outdoor Full Basketball Courts

Other/Support Elements

- None

Overall Park Condition

- Good

Pedestrian and Vehicular Circulation

- Limited parking is available on neighborhood streets.

2012 Observations

- Walking path around park perimeter
- Large open turf area

Recommendations

- Outdoor basketball courts are in need of resurfacing.



Tennis and Community Park 5801 Valley Ave

Park Type: Community Park
Acreage: 15 Acres

Passive Recreation Elements

- (1) School Age Playground
- (17) Picnic Tables/benches
- (2) Barbeque
- (1) Classroom/Meeting Room
- (1) Tot Play Area
- (1) Concession

Active Recreation Elements

- (10) Lighted Tennis Courts
- (2) Lighted Outdoor Full Basketball Courts
- (2) Sand Volleyball Courts
- (1) Spray Play

Other/Support Elements

- (1) Restroom

Overall Park Condition

- Good to excellent

Pedestrian and Vehicular Circulation

- 108 parking spaces are available

2012 Observations

- Walking path around perimeter of park

Recommendations

- (1) Evaluate the opportunity to add two additional tennis courts.
- (1) Outdoor basketball courts need to be resurfaced.



**Thomas A. Hart Middle School Gym
4433 Willow Road**

Park Type
Pleasanton School District Joint Use Facility

Passive Recreation Elements

- None

Active Recreation Elements

- (1) Indoor Basketball Court
- (1) Multi-Use Full Size Sport Field
- (1) Multi-Use Junior Size Sport Field
- (1) Track
- (2) Indoor Volleyball Courts
- (1) Baseball Field

Other/Support Elements

- (1) Restroom

Overall Park Condition

- Good

**Pedestrian and Vehicular
Circulation**

- Parking is available at the school

2012 Observations

- Heavily utilized joint use facility



Upper Pleasanton Field 4645 Bernal Ave

Park Type: Neighborhood Park

Acreage: 3.0 Acres

Passive Recreation Elements

- (1) School Age Playground
- (1) Picnic Tables

Active Recreation Elements

- (1) Lighted Multi-Use Full Size Sport Field
- (1) Football Field
- (2) Lighted Softball Fields

Other/Support Elements

- (1) Restroom (Chemical)

Overall Park Condition

- Good to Poor

Pedestrian and Vehicular Circulation

- 24 parking spaces are available, approximately one-half in an unpaved lot. There is limited neighborhood parking adjacent to the park.

2012 Observations

- Standing water in turf
- Turf worn from heavy use. Bare spots were evident throughout the fields.

Recommendations

- Improve the condition of the turf.
- Pave western parking lot.



Valley Trails Park 3400 National Park Road

Park Type: Neighborhood Park
Acreage: 6.1 Acres

Passive Recreation Elements

- (1) Tot Play Area
- (5) Picnic Tables

Active Recreation Elements

- (1) Full Outdoor Basketball Court

Other/Support Elements

- None

Overall Park Condition

- Good

Pedestrian and Vehicular Circulation

- Limited parking is available on neighborhood streets.
- Pedestrian access limited to street ends and walkways between houses.

2012 Observations

- Long linear park with walking path running the entire length.
- Significant areas of turf with limited opportunity for use.
- Benches throughout park along walkway.

Recommendations

- Outdoor basketball court needs to be resurfaced.
- Eliminate significant portions of high maintenance turf and replace with native planting.



Val Vista Community Park 7350 Johnson Drive

Park Type: Community Park
Acreage: 24 Acres

Passive Recreation Elements

- (2) Playgrounds School Age
- (1) Playground Tot Lot
- (55) Picnic Tables/benches
- (4) Barbeque
- (1) Group Picnic
- (2) Public Art

Active Recreation Elements

- (1) Multi-Purpose Field
- (2) Water Play
- (1) Community Garden
- (1) Dog Park
- (1) Inline Skate Park
- (1) Roller Hockey Facility
- (1) Multi use Junior Sixe Sport Field
- (3) Soccer Fields
- (1) Backstop with Turf Area—
Softball/Baseball

Other/Support Elements

- (2) Restroom

Overall Park Condition

- Good to Excellent

Pedestrian and Vehicular Circulation

- 180 Parking Spaces with limited
neighborhood parking.

2012 Observations

- Close to Elementary School
- Creative Playground
- Oversized Barbeque Pits
- Native Plantings



Veterans Plaza 550 Peters Ave

Park Type: Neighborhood Park

Acreage: 0.5 Acres

Passive Recreation Elements

- (1) Tot Play Area
- (5) Benches
- (1) Historical Plaque

Active Recreation Elements

- (1) Multi-Purpose Field

Other/Support Elements

- None

Overall Park Condition

- Good to Excellent

Pedestrian and Vehicular Circulation

- Parking is available on neighborhood streets.

2012 Observations

- Large open turf area in center of park.

Recommendations

- Consider linkages to other downtown parks and open spaces.
- Add additional benches in plaza area of the park.



Vintage Hills Park 3301 Arbor Drive

Park Type: Neighborhood Park
Acreage: 4.0 Acres

Passive Recreation Elements

- (1) Tot Play Area
- (6) Picnic Tables

Active Recreation Elements

- None

Other/Support Elements

- None

Overall Park Condition

- Good

Pedestrian and Vehicular Circulation

- Parking is available

2012 Observations

- Walking path throughout park
- Creek/drainage area in the middle of the park.
- Beautiful stand of native Oaks.

Recommendations

- Naturalize park by reducing turf areas and replanting with natives.
- Restoration of creek area (to high bank on both sides) should be undertaken.



**Walnut Grove Park
5150 Northway Road**

Park Type: Neighborhood Park
Acreage: 3.5 Acres

Passive Recreation Elements

- (1) Tot Play Area
- (6) Picnic Tables
- (3) Barbeque

Active Recreation Elements

- None

Other/Support Elements

- None

Overall Park Condition

- Good

Pedestrian and Vehicular Circulation

- Limited parking is available on neighborhood streets.

2012 Observations

- Walking path throughout the park
- Adjacent to elementary school
- Large trees throughout park providing shade
- Limited area for open play



Woodthrush Park

5099 Woodthrush Road

Park Type: Neighborhood Park
Acreage: 3.5 Acres

Passive Recreation Elements

- None

Active Recreation Elements

- (1) Large Open Turf Area
- (1) Spray Play

Other/Support Elements

- None

Overall Park Condition

- Average

Pedestrian and Vehicular Circulation

- Parking is available on neighborhood streets.

2012 Observations

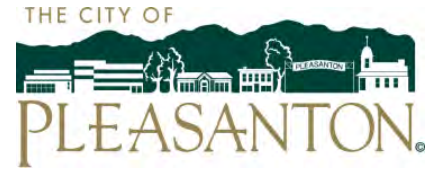
- Walking path nearly around perimeter of the park
- No visitor serving facilities.
- Turf showing both dry and wet areas.
- Appears to serve as a drainage basin during heavy rains.

Recommendations

- Add benches, picnic tables, and barbeque pits.
- Add children's playground.
- Upgrade condition of the turf.
- Extend walking path around park.



APPENDIX C
City of Pleasanton Community Services
Assessment of Current Recreation Programming
and Recommendations for
City of Pleasanton Community Services Department



Prepared by: RJM Design Group, Inc.
Timothy Gallagher, Senior Associate,
January 2013



Executive Summary

The City of Pleasanton Community Services Department is providing an exceptional level of service in meeting many of the community's recreation needs and working with other organizations to provide youth and family sports programs, recreational classes, and special events. A review of current trends and changes in demographics helps to provide insight into the potential lifestyle changes of the local community and will assist the City of Pleasanton in planning for services and facilities to meet the community service needs and demands of an ever changing community.

The Community wide telephone survey found that more than 95% of the residents stated they are *Very or Somewhat Satisfied* with existing park and recreation facilities and recreational programming in the City of Pleasanton. Despite this, there are some program areas that can be enhanced and or improved to match and move in advance of emerging trends and changes in use patterns.

This report documents and provides the details and analysis for the community's recreation needs, which are summarized in a very concise "top 5" list below:

- Preferences and strong participation in youth sports, especially soccer and basketball
- Needs for teenage years (12-17) programming and space allocation
- Needs for adequate indoor space for meetings, programs & special events and health/fitness programs
- Needs for renovating existing facilities and addressing functionality of spaces for specific programs and uses
- Needs for accommodating a growing senior population and new programs, particularly in health and fitness

In addition to this short list, there are a wide variety of recommendations contained herein that address concerns the community has about affordability of programs and services, the effectiveness of the utilization of resources, the development and redevelopment of spaces and sites to accommodate the priorities of the community and the importance of reinforcing the heritage of Pleasanton as great place to live, work and play; with its self-described "small-town" character, safety and great educational and parks system.

EMERGING TRENDS

Introduction

Today, our country and the world has become more transient, fast paced, with consistent, rapid, and dramatic changes. Therefore, understanding the trends that affect the park and recreation industry is very important as the City moves through the process of developing a Comprehensive Community Services Master Plan to ensure sustainability and to meet the future community service needs of the community. An awareness of trends affecting the future economy, facility operation, and program participation will not only enhance the ability to meet growing and changing needs but open doors to new opportunities. Paying attention to current issues and understanding future issues will assist Pleasanton in achieving sustainability and positioning parks and recreation as an essential service to the community.

Emerging trends can be organized into five major subject areas:

- Demographic Shift
- Changing Life Styles
- Society and Economy
- Sustainability
- Park and Recreation

As these emerging trends are explained and discussed, it will become clear that there will be significant impacts on current facilities and the development of new park and recreation facilities.

Foremost among these changes are:

- “Intergenerational” facilities that address needs of all of the community’s population regardless of age.
- Facilities that support programs, and provide positive, safe, and secure recreational alternatives for healthy lifestyles and combat obesity.
- Facilities that support programs and activities, promote personal connections, and allow the community to highlight and share their cultural heritage.
- Neighborhood parks that allow for increased community connectedness.
- Facilities that support increased multi-cultural family arts events.
- Access to facilities, with flexible hours to accommodate user needs.
- Facilities in which teens can call “home”, program, and operate under teen leadership.
- Facilities in which children can experience, learn, and develop an appreciation for nature and open space.

Demographic Shift

- Our Nation is aging, and so are the State and the City. The median age of Americans today is 37 years. By 2030, it is projected to be 39 years. Pleasanton’s median age was 36.9 in 2000 and increased to 40.8 by 2013. The US Census Bureau projects that California’s population for those over 65 will increase by 130% by 2030.

- While households are shrinking nationwide, for Pleasanton population per household increased slightly from 2.72 in 2000 to 2.78 persons in 2013, slightly larger than in Alameda County at 2.70 person per household. California currently has the second highest average in the nation at 2.93.
- Our Nation becomes more culturally diverse. By 2020, the Hispanic population will reach 80 million, comprising one in five US residents. English as the language used at home has dropped from 87% in 1990 to 84.3% in 2000. Within the Pleasanton City boundaries, Hispanic populations increased by 45% and Asian populations increased by 119% between 2000 and 2010.
- There will continue to be a growing population of individuals with special needs. In 2005, almost 22 million of older adults in our Nation had a functional deficit, and 12 million of this group had an activity limitation. This percentage will grow over time as the population ages. By 2030, these figures are projected to grow to 38 million and 22 million respectively, assuming both rates of functional and activity limitations remain the same.

Changing Life Styles

- Both “Gen X’s” and “Gen Y’s” crave fun, fast-paced and action-packed experiences; seek the pursuit of pleasure and the stimulation of the senses. They prefer collective activities, media and technology-based leisure and extreme sports.

- Generation X” is the generation born after the baby-boom ended, between 1966 and 1976. Technologically speaking, Gen X has witnessed the rise of cable TV, video games and internet. Their political experiences and cultural perspectives were shaped by the end of the cold war, the fall of the Berlin Wall, and a series of US economic calamities such as the 1973 oil crisis, the 1979 energy crisis and the early 1980’s economic recession.
- “Generation Y”, also known as the Millennial Generation or Generation Next, were born roughly between mid-1970 and 2000. Expression and acceptance are highly important to this generation. They are very familiar with digital technologies, media and communications, including texting, IM, YouTube and Facebook. They often find comfort in on-line gaming. Their economic outlook has been hard hit by the late 2000’s economic recession.

Who do Youth Participate With?	
Friends	86%
Family	57%
Themselves	35%
CA State Parks Opinions & Attitudes Survey 2007	

- The high-tech world has given birth to a generation of sedentary lifestyles. The high-tech/high-touch generation shares common leisure activities such as internet surfing, computer and video games, social networking and TV watching. As a result, obesity prevalence for adults increased from 10% in 1990 to 24% in 1996, and was projected to rise to 35% by 2015.
- Situated in the San Francisco Bay Area, Pleasanton has convenient access to scenic mountains, natural wooded areas and great bodies of water. While this provides opportunities for people both seeking high-risk challenges and yearning for spiritual quests, walking and bicycling become the most popular activities statewide. Despite this, Walkscore.com gave Pleasanton only a 50 rating meaning a somewhat walkable city. In contrast, San Francisco and Berkeley were the fourth and fifth most

walkable cities in the United States receiving scores of 84.9 and 81.6 respectively. In 2008, California State Parks research found that 74% of Californians walk for fitness or pleasure. The Community-wide telephone survey conduction for the Master Plan found that only 65% of Pleasanton residents walk for fitness or pleasure.

There are now an estimated 10.5 million health club members in the US who over age 55.

International Council of Active Aging

- The 2000 National Survey on Recreation and the Environment (NSRE) estimated that walking would grow 23% and 34% in the next 10 and 20 years respectively. Blessed with the great outdoors, and a push in California to make communities more walkable, one can expect even a higher rate in California.

Society and Economy

- Unemployment will remain high in the foreseeable future. The Great Recession, technically ended in mid-2009, but has many lingering effects. A high unemployment rate ranging from 7-12% will likely stick around in California for at least another three to five years.

- Nation-wide the gap between those who “have” resources and “have-not” is getting wider. Within the Pleasanton area the percentage of those living in poverty is relatively low, 4.2% as recorded from the recent census compared to 14.4% state-wide. According to the Tri-Valley Human Services Needs Assessment completed in 2011, Pleasanton recorded an 8.3% poverty rate with 2.7% of the population 50% below the poverty rate. The largest percentages of those living below the poverty rate were families headed by a single female. The median household income increased to \$110,938 by 2013 with a median housing value of \$602,118.

- Crime continues to be a concern. Pleasanton crime statistics report an overall downward trend in crime based on data from 12 years with violent crime increasing and property crime decreasing. Based on this trend, the crime rate in Pleasanton for 2013 is expected to be lower than in 2010. The city violent crime rate for Pleasanton in 2010 was lower than the national violent crime rate average by 71.51% and the city property crime rate in Pleasanton was lower than the national property crime rate average by 35.15%. In 2010 the city violent crime rate in Pleasanton was lower than the violent crime rate in California by 73.9% and the city property crime rate in Pleasanton was lower than the property crime rate in California by 27.62%. Compared to other communities of similar population size, Pleasanton has a crime rate that is noticeably lower than the average and for comparably sized cities all across America, Pleasanton is actually safer than most.

- Technology will continue to shape the way we live and do business. In the US, social networking now accounts for 11% of all time spent online. In December 2009, a total of 234 million people aged 13 and older used mobile devices. Twitter processed more than one billion tweets and averaged almost 40 million tweets per day. Over 25% internet page views occurred at one of the top social networking sites, up from 13.8% a year before. About 91% of 15-year old students in our Country in 2003 had access to a computer at home, using them to do homework, play games, network, chat with friends and surf the internet.

- Nationally, there is an emerging recognition that parks and recreation services play a significant role in improving the quality of life of the City, and that parks and open space are catalysts for both community building and economic development. A series of *Parks Forum* discussion papers recently released by

American Planning Association directly associate well-maintained parks and greenways with a strong sense of place and community identity, enhanced property values, and business, future homeowner and tourist attractions.

Sustainability

- There is a renewed awareness and sensitivity to the preservation of our natural environment. Many cities have developed best practices and strategies to address open space and urban forest preservation, wildlife habitat and natural area restoration, invasive plant management and shoreline/wetland/critical area management.
- Another fast growing trend is the construction of “green” buildings using Leadership in Energy and Environmental Design (LEED) certified strategies to improve energy savings, water efficiency, CO2 emission reductions and stewardship of resources. Since the inception of the LEED certification system in 1998, the U.S. Green Building Council has grown to encompass more than 14,000 projects in the United States and 30 countries covering 1.062 billion square feet (99 km²) of development area.
- There is a trend to utilize ecologically sound management practices in park and facility maintenance and operation. This would include recycling programs, reduced use of pesticides, energy-efficient lighting installations, water conservation and bio-swale additions in park design to reduce water runoff.
- Nearby Contra Costa County has started a Green Business Program based out of Contra Costa County Health Services, Hazardous Materials Programs. The program works with businesses to conserve resources and prevent pollution, possibly becoming Green Business certified using sector-specific criteria.
- Sustainable development has been gaining momentum since late 1980’s in response to the growing awareness of global warming and the need to reduce carbon footprint. The park and recreation profession has a huge role to play to comprehensively promote the three pillars of sustainability, economic, social and environmental. Parks, open space and recreation services generate a host of community benefits and outcomes in each of the three pillars of sustainability.



Native Plantings at Val Vista Park

Park and Recreation Industry

- According to the Center for Disease Prevention and Control more than two thirds of Americans are overweight and one-third is obese. Even though the obesity rate in California **increased by 78%** over the last 15 years, it is the 12th least obese state in the nation. Alameda County was at 21.9%, San Francisco 18.7% and San Mateo has an obesity rate of 25.4%. A recent study by the Trust for America’s Health and the Robert Wood Johnson Foundation

The total estimated cost to California, primarily for health care, for overweight, obesity, and physical inactivity is over \$41 billion.
California Center for Public Health

projected a nation-wide obesity rate of 42% by 2030 with California increasing from the current level of 27% to 47%.

- A study by the California Center for Public Health Advocacy and the UCLA Center for Health Policy Research, and funded by the Robert Wood Johnson Foundation found that 39.2 percent of 5th, 7th and 9th graders in Newark, California were obese. Hayward and San Leandro were tied for the childhood obesity rates at 42.7 percent. They were followed by Oakland at 42.3 percent. Union City ranks right below Newark with 38.4 percent. The lowest obesity rate in Alameda County was found in Pleasanton at 22.8 percent with the Alameda County at 34.5%.

- Urban parks are on the rise to address open space and leisure walking needs within the compact built environment. Urban parks are commonly expressed in the form of paved plazas or courtyards adorned with public arts and water features, or linear urban trails with widened boulevard, city streetscapes and bike facilities. Sometimes, these urban parks are interspersed with community gardens to replace lost backyards in high-density living.

- A recent study published in the February 2012 issue of Pediatrics claimed that because of stricter licensing codes, playgrounds are now less physically challenging and more boring to children. "The emphasis on pre-academics, concerns about safety, and limitation in budgets and space have created the perfect storm for young children to get less than the desired amount of physical education and exercise," Dr. Andrew Adesman, chief of developmental and behavioral pediatrics at the Steven and Alexandra Cohen Children's Medical Center of New York. As was noted elsewhere in the document, the City of Pleasanton maintains very creative and non-traditional playgrounds.

For all ages aerobic exercising showed a 16.3% increase while yoga had the highest increase in participation up by 28% in 2010.
NSGA Survey

- There is an increasingly vocal group of play experts (including environmental psychologists, child development specialists, educators and landscape architects) who see creative play as serious work providing time for kids to learn, discover and be creative. They advocate the creation of a play environment open to manipulation. They see the addition of familiar swings and slides as only offering repetitive gross-motor play activities often isolated from other activities. Instead, they recommend *adventure playgrounds* made up of "loose parts," such as water, sand, balls and other manageable materials, for children to work, explore, and create and make-believe.

- Sports have become more specialized providing year-round competitive opportunities to develop a child from recreation play to a scholarship-earning level over a longer season at a younger age. Figures released by the Sporting Goods Association of America (SGMA) show that among youths and teens aged 7-17, there has been an increase in skateboarding (75%), snowboarding (30.3%), tackle football (23.5%), tennis (9.5%), bowling (8.5%) and soccer (4.6%). However, participation has decreased in such sports as in-line skating (-60.4%), softball (-36.1%), fresh water fishing (-20.2%) skiing (-28.5%), volleyball (-8.7%), basketball (-17.9%), golf (-17.3%), bicycle riding (-14.1%), mountain biking (-13.8%) and baseball (-12%). Besides a five-fold growth in soccer over the past two decades, sport trends between 2007 and 2009 concluded that respectable gains in participation were found in court volleyball (up 17.2%), indoor soccer (up 11.8%), rugby (up 11.8%) and beach volleyball (up 7.5%).

- Bocce Ball, a sport which has been around for centuries appears to be seeing a growth in participation rates. The United States Bocce Federation states that there are about 1 million players currently in the United States. The City offers a limited number of courts at Centennial Park/Pleasanton Senior Center

and offers two leagues. The seniors heavily utilize the courts on weekdays, but weekend use shows minimal use as recorded by the number of court reservations.

- With the constant increase in youth sports, especially soccer and youth football, City fields are severely impacted with limited space for league and open play. Agreements with the Pleasanton School District allows for the use of school fields as additional locations for league play and practice.
- Extreme sports are on the rise in most cities. A 2008 SGMA Report showed that among those aged 6 years and older, the most popular extreme sports in the US, listed in a decreasing order of participation, included in-line skating, skateboarding, mountain biking, snowboarding, paintball, cardio kickboxing, climbing (indoor, boulder), running, ultimate Frisbee, wakeboarding, mountain/rock climbing, BMX bicycling, roller hockey and boardsailing/windsurfing.

US Youth Soccer player registration decreased by over 50,000 and is projected to drop by an additional 164,590 in 2012, leaving an overall total of less than three million for the first time in more than 12 years.

It would be easy to attribute the decrease in registration to economic concerns or even a lower birth rate. However, when you look at organizations like US Club Soccer, they're forecasting growth of more than 15% in 2012. Similarly, other sports like US Lacrosse, the governing body for Lacrosse in the United States, showed an increase in youth registration by more than 35,000 from 2010 to 2013 with further growth expected.

US Soccer Key Statistics and US Lacrosse
Facts & Figures

- Nationwide, new Community Center design and construction has placed more emphasis on the scale of development, the use of Crime Prevention Through Environmental Design (CPTED) principles, and the pursuit of LEED certification. Large multi-purpose centers, usually over 65,000 sq. ft., could help increase cost recovery, promote retention, and encourage cross-use.

- Forming partnerships and engaging volunteers have become efficient ways of doing business. Today, over 95% of park and recreation agencies have formed some kind of partnerships to extend their reach, increase programming capabilities and expand funding ability. According to a 2009 Recreation Management article, the most common partners include local schools (75.2%), other local government agencies (69.1%), nonprofit organizations (59.8%), state government (43.9%) and private corporations, service clubs or local businesses (38.5%).

- Many Park and Recreation agencies have begun to extensively search for solutions to create and sustain healthy finances. They aggressively pursue alternatives to expand funding sources beyond general fund tax dollars, improve cost-recovery and explore park facilities as self-sufficient revenue centers.

- To be more accountable, transparent, responsive and effective, today more and more cities and their parks and recreation departments are using business models to gain better efficiencies. This would require a paradigm shift towards a business mindset in planning and managing services, with emphasis on core business, best practices, smart operation, performance management and customer service. Today, the park and recreation industry faces the on-going challenges of meeting or exceeding the expectations of their diverse and aging population and stiffer competition for tax dollars.

EVALUATION AND RECOMMENDATIONS FOR RECREATION PROGRAMMING AND SERVICE NEEDS

Introduction

The evaluation of programs is intended to help focus the strategic direction for recreation services and programs in the future. The City of Pleasanton Community Services Department is providing an exceptional level of service in meeting many of the community's recreation needs and working with other organizations to provide youth and family sports programs, recreational classes, and special events. The Community wide telephone survey found that more than 97% of the residents stated they are *Very* or *Somewhat Satisfied* with existing park and recreation facilities and recreational programming in the City of Pleasanton.

Statistics provided by the City of Pleasanton show attendance at recreation programming in excess of 72,000. Appendix 1 displays the program participation attendance numbers for the most recent year for the City of Pleasanton.

Based on interviews with staff, key public stakeholders, review and analysis of current programs, along with state, and national trends, clearly the City of Pleasanton Community Services Department is providing an exceptional level of programming for the residents of the city and surrounding areas. Despite this, there are some program areas that can be enhanced and or improved to match and move in advance of emerging trends and changes in use patterns.

One of the top recreation program preferences stated in the community input process was organized youth sports, especially soccer, and youth basketball. While the city has an abundance of programs for youth there is a need for more specialized teen programming and corresponding facility to bridge the gap and serve youth from 12-17 years. The city lacks adequate meeting spaces, especially for large organization lunch/dinner events, has inadequate space to develop health and fitness programming, and the Department's administrative staff is spread throughout the city. The compilation of these factors leads to the recommendation that the city move forward and evaluate the costs, timing, and potential location for the development of a large facility that would house community functions, teens, and office space.

The City has recently expanded its cultural arts program with the addition of the Firehouse Theater, and while this new facility features an exciting and varied schedule, the success of the Firehouse Theater has impacted the Amador Theater located at the high school.

The community's preference for individual aerobics and fitness activity is likely to continue. Of the twelve recreation activities tested in the phone survey *Walking/Jogging/Running/Hiking on Public Trails* showed the largest participation by residents. Pleasanton Community Services Department recognizes it needs to build volunteer support and provide opportunities for people to give back to the community through volunteer service and thus are encouraged to develop a program of Play/Park Stewards.

While more than four in ten households (42%) reported members who participated in music, drama, or performing arts, only 18% reported members who used programs for seniors. There is a gap or lack of

organized programs or classes targeted to older adults especially in the area of health and fitness. The proportion of the population represented by persons 55 and over has been growing faster than any other age group in Pleasanton and the median age increased from 36.9 in 2000 to 40.8 in 2013. Clearly there is a need to look forward and plan for the needs of older adults. While many older adults participate in the adult and family programs offered, especially in the drop-in programs, there is a need to increase the offering of specialized programs for 55 + adults.

The following strategic directions and program recommendations are grouped in two categories *Recreational Program Needs* and *Service Needs*. The recommendations may address needs of a specific age group or the community in general. Further, there is overlap and interdependency among the recommended actions that address both support services and recreational program services for the City of Pleasanton. Park and facility needs are addressed in other sections of the Comprehensive Parks and Recreation Master Plan.

Recreational Programming Evaluation and Recommendations

Recreational programming needs are specific to current program offerings that may need expansion and new programs to address unmet recreation demands. These may address needs of a specific age group or the community in general.

Youth and Teens

Expanding recreation programs for youth, particularly for the 12-17 year age group, will be increasingly challenging without a home location for teens. Since the year 2000, the under 18 years of age population in Pleasanton has decreased, although still slightly above average compared to California. Population numbers in the 15 to 17 age group did show strong growth over that same timeframe. Other areas needing attention include the development of programs for before and after school care including middle schools, active sports and fitness and the development of programs that are based on time for non-structured play for younger children.



Gingerbread Preschool Playground

The City currently operates an exceptional preschool program for 2-6 year olds at the Gingerbread Preschool, located at Amador Valley Community Park. The preschool has been in operation for 45 years and is supported by a non-profit, FOG—Friends of Gingerbread, who support the program through a variety of efforts, including fundraising, parent education and social events.

A Youth Commission is in place within the Community Services Department and includes representatives from each high school and middle school in addition to at-large members. The Youth Commission acts as a liaison between Pleasanton's youth community and the City Council, advises the Council on youth-related issues, and promotes an understanding and appreciation of community affairs among the youth of Pleasanton.

Currently the city is looking at modifications to the ordinance with changes to the membership. The proposal changes membership of the eleven (11) regular commissioners to include: three (3) students

from Middle School, three (3) students from High School; four (4) at large student representatives from grades six (6) through twelfth (12); and one (1) adult representative from the community at large.

Recommended Actions

- Examine the opportunities, potential locations, funds required, costs per parcel, and steps necessary to develop a home location for teens, either as a stand-alone center or in conjunction with development of a Community Center.
- Consider expanding Pleasanton's role in teen programs offering an array of programs that might include social recreation, tutoring, mentoring and non-sports activities.
- Work cooperatively with Pleasanton Unified School District, local police, public health, and social service organizations to develop recreation, prevention, and education programs for youth development.
- Explore the creation of alternative sports programming that is of interest to youth such as laser tag and rock climbing.
- Provide indoor and outdoor spaces for supervised but unstructured free play for youth.
- Continue/develop financial assistance support for youth who cannot afford program fees.
- Continue cooperative efforts with youth sports organizations to provide safe and accessible programs that develop sports skills, good sportsmanship and provide youth experiences in organized sports such as the popular baseball, softball, basketball and football. New sports interests to be addressed include cricket, badminton, rugby, and lacrosse.
- Address the need for swimming instruction and recreational swimming for youth.
- Consider programming "high risk" adventure activities such as kayaking, mountain biking, scuba diving, rock climbing.
- Develop a training and volunteer program of *Play Stewards* who would receive training and instruction on the aspects of play and recreation. *Play Stewards* would then coordinate with city staff on the delivery of recreation programming for youth and teens.



Hart Middle School

Physical Fitness, Health, and Well-Being

For Pleasanton, *Physical Fitness, Health and Well-Being* was the most important benefit when seeking recreation, selected by more than half of the residents. This can be facilitated and achieved through active and passive recreational activities and by the City assuming a leadership role in educating the public about the benefits of achieving health and wellness. Physical activity and wellness programs for all ages are needed for obesity, disease prevention, and general good health. Offerings should include development of community places such as a Community Center and/or Teen Center, development of additional Community Gardens and healthy eating programs, team sports, and individual fitness programming, especially at the Senior Center.

Recommended Actions

Most often desired programs included arts and crafts (12%), music (6%), and plays (5%).
Community-Wide Telephone Survey

- Develop multi-disciplinary health partnerships with schools, local hospitals, and health care providers, private health clubs, and other agencies to bring public information and educational programs that prevent obesity and successfully promote physical activity across entire communities.
- Examine the opportunities, potential locations, funds required, costs per parcel, and steps necessary to develop a home location for teens, either as a stand-alone center or in conjunction with development of a Community Center.
- Report on an on-going basis to the public and policy makers the health and wellness outcomes of Pleasanton's programs and facilities.
- Collaborate with Pleasanton School District and to ensure state standards for physical education are implemented and supplement school programs with physical activity and skill development in recreation offerings.
- Evaluate options and work with Pleasanton School District and other public or private aquatic program providers to expand swimming programs for city residents. (See Aquatics)
- Consider providing healthy snacks at Community Services Department sponsored programs, day camps, and special events that meet state nutritional standards.
- Modify existing contracts to require that all concession operations and vending machines sell at least 75% of the product that meets state nutritional standards.
- Work with health care associations, to incorporate healthy eating and exercising habits into after-school recreation programs and camps for young children that model healthy living.
- Develop a line of healthy eating cooking programs in conjunction with the local business community. Follow the recommendations of The Center for Civic Partnerships an organization working to build healthier communities and more effective non-profit organizations.
- Address the needs of an aging population by expanding programming and encouraging participation in physical activity with an emphasis on the gentler aerobic activities.

Inclusion of All Populations

For over 30 years, Pleasanton has offered RADD—Recreational Activities for the Developmentally Disabled, a program designed specifically for the developmentally disabled. The philosophy of RADD is to provide opportunity for personal growth for those 15 and up through recreation activities that enhance the quality of life for individuals of all abilities.

The RADD program, the only such program in the tri-valley area, gives respect to all, encourages independence and fosters self-expression. Budget cuts have eliminated other programs for the disabled. For example, Livermore Area Recreation and Park District's RADD and TADD (Teen Activities for the Developmentally Disabled) programs were eliminated due to district wide budget cuts. The American Community Survey found that over 6% of the Pleasanton population has a disability.

Recommended Actions

- Pleasanton Community Services Department should establish and receive City Council approval of an Inclusion policy and funding that is committed to following the guidelines set forth by Title VI and the ADA to ensure that all programs, activities, and services, when viewed in their

entirety, are readily accessible to and usable by individuals with disabilities. The Community Services Department provides opportunities for qualified individuals with disabilities to participate in inclusive programs as well as programs specifically designed for persons with disabilities.

- Coordinate with Pleasanton Paratransit and WHEELS Dial-a-Ride to offer subsidized transportation for specific RADD programming.
- Expand inclusion programming to allow RADD participants the opportunity for more “hands-on” job training classes, to improve their potential for finding employment.
- Explore potential cooperative agreements with other Tri-Valley communities unable to provide programming opportunities for the developmentally disabled.
- In coordination with other agencies and non-profits increase the availability of summer programs, after school programs, independent living programs, and job training programs specific to youth with disabilities.
- Coordinate programming with like organization such as the Keystone Adult Learning Center who provides support to family caregivers and living skills to adults with developmental disabilities.

Strengthen Outdoor Recreation Experiences

Strengthen outdoor recreation experiences by connecting children and families with nature and open space to increase the user’s appreciation of natural resources and foster a sense of stewardship. Studies continue to find that children who experience the natural world are healthier in every major way, intellectually, emotionally, socially, and physically. Some research indicates that electronic media use by young adults and youth has increased to more than 50 hours a week.

Recommended Actions

- Expand passive and active outdoor programs for families, neighborhood oriented walks, foot races, or bicycle events to provide safe venues for physical activity.
- Collaborate with Pleasanton Unified School District science programs, East Bay Regional Park District, Audubon Society, and other organizations to offer programs in environmental education and interpretation to develop stewardship for natural resources and instill an appreciation for the natural environment.
- Implement Safe Routes to Schools and Parks via a joint Pleasanton/ Pleasanton Unified School District project to encourage walking to and from schools and parks. A goal of the program is to increase the outdoor activities of families by providing incentives for non-automotive transportation and providing additional opportunities to interact with the natural environment.
- Adopt the *Outdoor Bill of Rights* connecting children with the outdoors and California history.
- Develop new living history and natural history programming at Alviso Adobe Community Park aimed at families and school field trips.
- Utilize other recreational programming to promote Pleasanton’s sustainability actions and outdoor recreation programming.

California Children’s Outdoor Bill of Rights

Every child should have the opportunity to:

- **Discover California’s Past**
- **Splash in the water**
- **Play in a safe place**
- **Camp under the stars**
- **Explore nature**
- **Learn to swim**
- **Play on a team**
- **Follow a trail**
- **Catch a fish**
- **Celebrate their heritage**

Adopted by the CA Roundtable in 2007

- Provide classes in outdoor skills and plan organized low-cost family-oriented and intergenerational outdoor adventures similar to Ridge Runners to area lakes, parks and mountains.
- Develop low-cost/free programs for families in neighborhood parks to encourage children and families to get out and play.
- Develop a *Park Steward* Volunteer Program where individuals can provide environmental enhancements, clean-up, and coordinate other volunteers within local parks.

Cultural Arts and Community Events

Cultural arts and events that provide entertainment such as concerts and theatre productions as well as those that develop skills in dancing, drama, music, and the arts will continue to grow as residents of all ages and ethnicities seek these opportunities close to home. Participation in performing arts, including music and dance, addresses creative interests and physical and mental health needs for youth.

Community special events that bridge the community and bring people together for recreation, cultural expression and entertainment are popular programs. These events unite the community, and build community identity and vitality.

Recommended Actions

- Since the opening of the Firehouse Arts Center, Amador Theater has experienced deferred maintenance, programming reductions, and declining attendance. In light of the role established by the Firehouse Arts Center, it is recommended that evaluation of the following options be considered by the city:
 - Explore the potential for establish a public/private partnership whereby the City provides a private operator with a long-term lease in exchange of ongoing programming and maintenance services.
 - Explore cost and operations planning estimates to renovate and program the facility to a degree that is appropriate for its size and capacity.
 - Study the impacts and potential of returning of the facility to the school district.
- Provide greater access to arts programs by offering them at venues close to home: neighborhood facilities, parks, churches, museums, the library and shopping malls.
- Develop multi-cultural arts programs and activities that promote personal connections among participants and allow the community to highlight and share its diverse customs, celebrations and diversions.
- Survey current participants and non-participants to determine their preferences for additional kinds of classes, and determine if there are any deterrents to their participation, such as transportation or child care.
- Collaborate with local and regional arts organizations to maximize resources and expertise to bring additional cultural programs to residents.
- Expand cultural events and creative experiences through community partnerships with merchants, businesses, Chamber of Commerce, and other community organizations.
- Showcase different cultures in special event programming to enhance cultural understanding and unity.

Aquatics

Pleasanton offers an outdoor aquatic complex at Amador Community Park, the Dolores Bengtson Aquatic Center. This facility is currently under renovation with a focus on the west side of the facility where three of the four pools are currently located. The east side of the facility will remain open for regular programs. When completed the renovation of the Aquatic Center will include:

- Demolition of the existing diving pool;
- Incorporation of a new diving pool into the existing 25-meter pool by way of an 'L-shaped' design;
- Replacement of the existing pool decking;
- Re-plastering the 25-meter and training pools;
- Updating the Americans with Disabilities Act (ADA) access to both pools;
- Deepening of the 25-meter pool through a rim flow gutter system;
- Replacing the original plumbing, heating and electrical systems of both pools;
- Separating the filtration systems so that the two pools function independently.



Pre-Construction

The 25-meter pool, diving pool and activity pool with water slide are closed throughout the renovation, expected to be completed in late 2013. The large 50-meter pool on the east side of the facility is remaining open during most of the year with some minor repairs to decking. This facility will continue to be used for lap swim, water exercise, swim lessons, swim teams and competition.

Historically Amador Pool is heavily utilized by the residents with over 26,000 visits for drop-in use and almost 5,000 registered for classes. Extensive comments were received at the public workshops related to expanded aquatic opportunities both at the existing site and the potential for a second facility located elsewhere within the community.

Recommended Actions

- While the pool is currently under renovation funding should be identified for improvements and upgrades to the pool locker rooms.
- Evaluate the opportunity to expand the joint use of Amador High School Swimming Pool. Due to limited availability of shallow water at the City's Aquatic Center, this facility could be utilized as an advanced training facility offering level 4 swimming lessons and up, lifeguard training classes, swim team activities, SCUBA, water polo, kayaking, and special events.

Outreach and Partnerships to Serve Adults Age 50+

The Pleasanton older adult population is growing faster than any other age group in the city. Nearly 23% of the population is 55 or older with the average age of Pleasanton residents now exceeding 40 years old. Outreach and partnerships to serve these older adults presents a growing challenge for the Pleasanton Community Services Department. As presented in the Trends and Implications Report (Appendix), even though baby boomers are aging, they consider themselves as the “young-old” and desire well-balanced fitness programs that offer a variety of benefits for health and disease prevention. As boomers retire they create a new market for recreation activities.

Pleasanton currently offers a variety of drop-in programs, enrichment courses, exercise and wellness, arts, and a wide scope of special interest programming such as legal services, estate planning, eye glass repair and fraud counseling. Additionally, the City in conjunction with funding from Alameda County Measure B, Federal funding, and city match offers an extensive Paratransit Door-to-Door Service Program.



Pleasanton Senior Center

Recommended Actions

- Evaluate the opportunity and costs to expand the current Senior Center adding additional space for classes, computer lab, fitness center, and potentially a second multi-purpose meeting room. Evaluation process should consider the potential involvement of private partners to provide the required programming for the new facility space and evaluate how to meet various programmatic facility needs without impacting the existing footprint and architecture of the Senior Center.
- Due to State budget reductions and the loss of Adult Education programs continue to offer expanded health and fitness programming, aimed to meet the needs of mature adults from 50 and older. These programs could be offered at the existing facility or by the formation of partnerships with local businesses involved in health and fitness.
- Work with Alameda County and other public agencies to determine the needs of older adults in the Pleasanton area and initiate planning to take a more active role in programming and service needs for older adults.
- Evaluate the impact of eliminating the program's Downtown Route in light of declining ridership (currently less than 100 riders per quarter) and program costs which are currently in excess of \$55,000 annually.
- Prepare an action plan that addresses the expiration of Alameda County Measure B in 2020. Measure B currently provides \$83,713 in funding for the Door-to-Door program and \$43,824 for the Downtown Paratransit route, through Grant Gap funding.
- Explore opportunities for private vendors to operate the Door-to-Door service.
- Within existing programming market to older adults with an emphasis on well balanced fitness programs including gentler aerobics such as yoga, Tai Chi, and Pilates that offer a variety of benefits for health and disease prevention.

- Identify partners or collaborators to assist in developing an increase in programs for older adults. Possible partners may include AARP, faith based organizations, health care providers, and educational institutions.
- Offer additional lifelong learning programs such as creative arts, technology classes, lectures, short courses, and leisure classes that cater to the adults and particularly the aging baby boomer cohort.
- In conjunction with local health providers evaluate potential roles for the Community Services Department in helping meet the needs of the growing population of 85+ seniors. As noted in the Human Service Needs Assessment, the number of women over the age of 85 has quadrupled between 1990 and 2010.
- Offer educational travel opportunities and cultural outings with an emphasis on “off the beaten path,” scheduled to attract the working retiree.
- Provide more “inter-generational programming” to bring various age groups together to enjoy recreation events and activities.

Service Needs Evaluation and Recommendations

Service needs relate to how programs and operations are implemented by the Community Services Department including the operation and/or development of facilities to support the delivery of the recreational programming and policies or procedures necessary for the delivery of the programming. These may relate to support services or facilities and how they may impact many of the programs. The following are identified areas that the City of Pleasanton should focus on in the coming years.

Providing Services for a Growing and Ethnically Diverse Population that are Convenient and Equitably Distributed

Providing services to a growing and ethnically diverse population should be an emphasis of the City due to the changing demographics. Further, these services should be convenient, accessible, and equitably distributed to all residents in terms of recreation programs, support services, and facilities needed close to home and/or centrally located.

Providing services for a growing and ethnically diverse population will continue to challenge the Department as the cities demographics continue to change and increase in diversity. While the City of Pleasanton is not as ethnically diverse as Alameda County, the white population of the city has decreased since 2000 while the Black, Asian, and Hispanic populations grew at a much faster rate than the population as a whole.

Recommended Actions

- Revisit plans for the development of Bernal Community Park to consider the following opportunities/needs:

Growth of Pleasanton Ethnic Populations 2000-2010	
Black	35.8%
Asian/Pacific Islander	118.6%
Hispanic	45.0%

- Development of a location for a Community Center of sufficient size, approximately 60,000 square feet, to provide space for a variety of functions and groups including teens, community organizations, and performing art groups.
 - Development of a facility for City Administrative offices currently located at 123 Main Street and 200 Old Bernal and/or relocation of the Community Services Department.
 - Development of a new Library facility and/or other civic functions as identified through the Civic Center Master Planning process.
- The city currently has a lack of adequate meeting space especially for larger sit-down lunch/dinner programming. Evaluation should be given to development of a large multi-purpose room with supporting kitchen within any new facility developed by the city.
- Provide adequate language translation services to include improved participation from new ethnic populations.
- Based on the need to centrally locate staff, improve on meeting facilities, lack of a Teen home site, the city should move forward with plans to develop a multi-purpose community center at Bernal Community Park.
- Offer flexible office hours and convenient program times, including nights and weekends for customer convenience.
- The city's current "CLASS" registration system is dated and will soon no longer be supported by an Active Networks. The result is that the city should move to expand use of technology for online transactions such as class registration, facility rental, and other services.

Fiscal and Coordinated Planning

Fiscal and coordinated planning with other departments within the City of Pleasanton and with other public and non-profit agencies to minimize duplication and/ or competition should continue to provide for the best use of public and private resources to meet recreation demands. A unique feature of the City of Pleasanton is that there is little to no private recreational providers such as a movie theater, bowling alley, fun zone, etc. located within the city limits.

The partnership between the City and Pleasanton School District is a model for cooperation and joint utilization of public facilities for public benefits. Regardless, staff from both organizations should continue to meet and discuss changes required between agreements to meet the changing needs and demands of the community.

Recommended Actions

- Continue to meet on a regular and on-going basis to review and consider changing terms of the Joint Facility Use Agreement with Pleasanton School District to improve and expand use of indoor and outdoor school and city facilities.
- Collaborate with Alameda County agencies and East Bay Regional Park District to maximize opportunities to share resources in providing outdoor recreation and health and wellness programs.
- The City maintains an excellent life-cycle maintenance program that attempts to balance required maintenance needs with available financial resources. Nevertheless, maintenance work is determined in large part by facility usage, the overall types of improvements required, and available funding and as such, facilities such as the Nature House, Amador Recreation Center, Cultural Arts Building, Aquatic Center locker rooms, etc. have not had a level of

maintenance required to assure that they effectively meet all usage demands. As a result the following facility assessment is summarized as follows:

- The Recreation Center at Amador Valley Community Park and Sports Office headquarters at Sports and Recreation Community Park are in need of immediate renovation.
 - The Nature House and Cultural Arts Center are also in need of immediate renovation. However, prior to renovation, the City should evaluate the opportunities the facilities present, costs associated with operations and the performance objectives that can be achieved at each facility. Evaluation should consider the merits of renovation, banking, or demolishing the buildings.
 - While portions of the Aquatic Center are currently undergoing significant expansion and renovation, funding should be identified for improvements and upgrades to the pool locker rooms.
- Compare Fee Policies of other jurisdictions with the City and establish an updated policy that supports established revenue generation goals for each program taking in consideration equity, cost recovery and consistency.
- Encourage and facilitate the private development of recreational activities such as bowling alley, ice rink, movie theater, or indoor soccer venue to address the lack of these facilities within the city limits.
- Pursue additional public-private partnerships with fitness clubs, golf courses, dance studios or other private recreation providers to provide recreation programs.
- Community Services Department should conduct and report to governing bodies economic profile reports of major tournaments and swim meets held at city facilities.

Staff Recruitment, Training, and Development

Staff recruitment, training and development to retain a qualified and customer-oriented staff are critical to success. Employees must work together as a team with a shared vision of the Community Services Department priorities to provide support services and programs.

Recommended Actions

- Within resources available the City should ensure that they are providing competitive salaries, benefits and working conditions for all employees to facilitate the retention of a trained and competent work force.
- Develop succession plan that provides for advancement of younger employees as baby boomers retire.
- Ensure that hiring practices will recruit qualified staff that represents the cultural diversity of the community.
- Increase opportunities for professional development and team learning for staff including:
 - Creating a plan for legal, mandatory, professional development and technical skills training;
 - Evaluate current training opportunities and identify employee and City needs;
 - Ensure that training and growth are aligned with City's vision, mission, and goals;
 - Provide clear information to staff about professional development and advancement opportunities;
 - Increase opportunities for cross-training across divisions.

- Develop employee work plans and employee work teams to implement the goals and objectives of the Master Plan.

Volunteer Recruitment and Training

Volunteer recruitment and training is a new challenge to community agencies as the volunteer pool diminishes because of working parents and aging WWII generation of steadfast, community volunteers. Offering meaningful volunteer opportunities to baby boomers and instilling volunteerism in youth will facilitate new volunteer support. The Senior Center has a robust volunteer program of over 270 volunteers and an additional 25 community partners. Many agencies state-wide have initiated programs of Park Stewards who foster leadership and partial management of park sites in conjunction with city-staff. This program could be expanded to develop Play Stewards who would foster the same leadership qualities but within recreation programming.

Recommended Actions

- Create challenging and meaningful volunteer opportunities for all age segments in the community. This could include:
 - Park Stewards who with city leadership and cooperation lead the volunteer maintenance and restoration work in a city park, bringing together the needed volunteers, materials, technical knowledge, and other resources necessary to provide maintenance and to make on-the-ground improvements a reality.
 - Play Stewards who with city leadership and cooperation lead the volunteer recreation programming work within park sites and or facilities, bringing together the needed materials, technical knowledge of play, and other resources necessary to provide additional play and recreational opportunities to the youth of the city.
 - Develop a Park and Play Steward training and certification program that includes aspects of park maintenance, play, city procedures, and etc.
 - Park and Play Stewards would be coordinated and lead by City Staff and operate consistent with City policies.
- Work cooperatively with local service clubs to recruit volunteers for special projects or events.
- In cooperation with schools and youth groups e.g. Boy Scouts and Girl Scouts engage youth in the design of and completion of volunteer work.

Marketing, Branding, and Facility Rental

Marketing and communication of public information in both print and electronic media is essential to increase public awareness about programs and facilities to reach all ages, non-users and the underserved. While the City provides an excellent level of service in many areas, some aspects of marketing, branding, and facility rental falls short of the mark. Table 1 displays the limited number of rentals for city offered facilities. Some of these are resulting from the need for renovation and upgrades and other clearly from the need for improved marketing.

TABLE 1
FACILITY RENTAL SUMMARY
SEPTEMBER 2011-AUGUST 2012

Facility	Internal Reservations	External Reservations	Total Revenue
Senior Center Main Hall	1,234	19	\$ 28,242.00
Senior Center Classroom	360	8	\$ 1,027.50
Senior Center Meeting Room	230	12	\$ 1,235.00
Veteran Memorial Building	173	40	\$ 30,410.00
Amador Recreation Center	64	50	\$ 16,494.25
Century House	123	28	\$ 14,530.00
Cultural Arts Building	397	7	\$ 545.00
Regalia House	71	61	\$ 2,766.00
Amador Park Picnic Area	2	45	\$ 4,800.00
Sports Park Picnic Area	2	41	\$ 4,820.00
Val Vista Picnic Area	2	34	\$ 4,440.00

Recommended Actions

- Evaluate the potential for utilizing a third party to provide management, programming, and operational oversight for the Alviso Adobe and the Century House to determine whether this option could better serve the organization and the community. The approach could be structured similar to the partnerships the City has with the Museum on Main, Tennis Center, and the Callippe Golf Course.
- Due to high demand and revenue potential the city should identify additional park locations for the development of group picnic rental sites. These could range in size from 32 (8 tables and a barbeque) to a capacity of over 150.
- Expand the available advance rental time of facilities for non-residents from 6 to 9 months.
- Continue to move forward with the Department's efforts at branding with a focus be on the Department's ability to reach out to the public not only through the Activities Guide, but through the internet, social media, and the website. The department should in addition to the external branding effort look to evaluate and improve internal branding and the Department's presence through community and City/Department related events.



Century House

- Utilize all media print, non-print and social network media to market programs and communicate public information on the value of leisure services and programs to target groups and underserved populations.
- Complete a comprehensive marketing plan that gives consideration and identifies potential promotional strategies for each of the following:
 - Networking - go where your market is;
 - Direct marketing - sales letters, brochures, flyers;
 - Advertising - print media, directories;
 - Training programs - to increase awareness;
 - Write articles, give advice, become known as an expert;
 - Direct/personal selling;
 - Publicity/press releases;
 - Trade shows, health/wellness fairs and similar events;
 - Web site.
- Develop a Social Media marketing plan that includes web site improvements and increased online visibility based on establishing a brand for the Community Services Department through a variety of social media sites including:
 - Facebook;
 - Twitter;
 - Blogs;
 - Events sites;
 - Video sites.
- To help offset the costs of printing the Activities Guide consideration should be given to selling advertisement within each addition. A common approach is to sell the inside back cover to a single vendor with similar values to the Community Services Department.
- Evaluate and where appropriate, incorporate the recommendations of the LERN Brochure Critique of the 2012 Spring Brochure.
- Consider target marketing based on customer's profile and data base information participation.
- Market recreation as essential to healthy lifestyles for all ages and educate consumers about disease prevention and wellness programs accessible to them.
- Utilize the CPRS VIP Principles in marketing programs e.g. sports and fitness programs promote health and wellness.
- Continue with the use of the CPRS Parks Make Life Better brand within marketing and promotion.

37% of Pleasanton residents stated they had not used a recreation program over the last year and an additional 11% only once in the last year.

Pleasanton Resident Survey 2012

APPENDIX 1

PROGRAM PARTICIPATION PRESCHOOL 0-5

	FALL 11/WINTER 2012 PARTICIPANTS	SPRING 2012 PARTICIPANTS	SUMMER 2012 PARTICIPANTS	TOTAL
PRESCHOOL	1,013	1,474	-	2,487
<i>Includes:</i>	<i>Gingerbread Preschool</i>			
SPORTS	630	557	551	1,738
<i>Includes:</i>	<i>Kidz Love Soccer, Lil Baseball, Wee Hoop, Bumper Bowling, Tennis</i>			
ART	240	142	-	382
<i>Includes:</i>	<i>Ceramics, Civic Arts Stage Company Class, Intro to Dance, Art About ...</i>			
EXERCISE	1	-	-	1
<i>Includes:</i>	<i>Hula Hoop, Special Interest Preschool, Kindermusik</i>			
SPECIAL INTEREST	19	48	66	133
<i>Includes:</i>	<i>Budding Biologists, Rock Crawlers, Taekwondo, Tot Drop</i>			
TOTAL	1,903	2,221	617	4,741

SCHOOL AGE 6-12

	FALL 11/WINTER 2012 PARTICIPANTS	SPRING 2012 PARTICIPANTS	SUMMER 2012 PARTICIPANTS	TOTAL
SPORTS	1,774	1,556	881	4,211
<i>Includes:</i>	<i>Basketball Camp-Girl Zone, Club VIP Volleyball Camps, Fundamental Basketball Camp, Kidz Love Soccer Camp, Skyhawk Summer Camp, UK International Community Soccer Camp, Volleyball Camp-Rich Cortez, Club VIP Classes, Kidz Love Soccer Class, Pleasanton Youth Basketball, Tennis</i>			
ART	305	408	166	879
<i>Includes:</i>	<i>Art About ..., Ceramics, Civic Arts Stage Company Class, Young @ Art, Abstract Art Camp, Acrylic Paint Camp, Art About Camp, I Love to Draw Camp, Summer Drama Camp, Intro to Dance, Intro to Cartooning, Jazz and Hip Hop</i>			
EXERCISE	78	-	-	78
<i>Includes:</i>	<i>Hula Hoop, Zumbatomic, Yoga</i>			
SPECIAL INTEREST	345	656	423	1,424
<i>Includes:</i>	<i>Berkeley Chess Camps, Camp Character, Camp Creative Writing, Natural World Day Camp, Science Beginning Camp, Berkeley Chess School class, Brazilian Jiu Jitsu, Techknowhow, Creative Writing Class, Fabulous Physics, Kids Rock, Mixed Martial Arts, Taekwondo, Environmental Education, Public Speaking</i>			
TOTAL	2,502	2,620	1,470	6,592

TEENS 13-17

	FALL 11/WINTER 2012 PARTICIPANTS	SPRING 2012 PARTICIPANTS	SUMMER 2012 PARTICIPANTS	TOTAL
SPORTS	572	667	534	1,773
<i>Includes:</i>	<i>Baseball Camps-Amador Valley Turn 2 Baseball, Championship Basketball Camp, Club VIP Volleyball, Tennis Table Tennis,</i>			
ART	71	344	27	442
<i>Includes:</i>	<i>Improv Class, Sculpture Building Class, Summer Drama Camps, Watercolor Camp, Beginning Guitar, Ceramics, Improv for Teens</i>			
EXERCISE	-	-	-	-
<i>Includes:</i>				
SPECIAL INTEREST	39	674	48	761
<i>Includes:</i>	<i>Summer Day Camp, Brazilian Jiu-Jitsu, Taekwondo, Leader in Training, Public Speaking, Babysitting for Beginners</i>			
TOTAL	682	1685	609	2,976

ADULTS 18 +

	FALL 11/WINTER 2012 PARTICIPANTS	SPRING 2012 PARTICIPANTS	SUMMER 2012 PARTICIPANTS	TOTAL
SPORTS	1,223	3,052	2,583	6,858
<i>Includes:</i>	<i>Basketball League, Bocce League, Volleyball League, Softball League, Open Gym Volleyball and Basketball, Tennis Classes & City League</i>			
ART	207	175	25	407
<i>Includes:</i>	<i>Art Made Easy II/III, Ceramics, Harrington Gallery Exhibits, Porcelain Painting</i>			
EXERCISE	503	-	303	806
<i>Includes:</i>	<i>Aerobics, Pilates/Yoga, Strength Training, Cardio Blast, Hula Hoop, Boot Camp, Tai Chi, Yoga, Zumba</i>			
SPECIAL INTEREST	20	55	25	100
<i>Includes:</i>	<i>Brazilian Jiu Jitsu, Bridge, CPR and First Aid, Dog Training</i>			
TOTAL	1,953	3,282	2,936	8,171

RADD 15 +

	FALL 11/WINTER 2012 PARTICIPANTS	SPRING 2012 PARTICIPANTS	SUMMER 2012 PARTICIPANTS	TOTAL
SPORTS	-	-	-	-
<i>Includes:</i>				
ART	-	-	-	-
<i>Includes:</i>				
EXERCISE	-	-	-	-
<i>Includes:</i>				
SPECIAL INTEREST	610	301	362	1,273
<i>Includes:</i>	<i>RADD program features 50-60 activities annually that include: Day Trips, Dances, Social Gatherings, Special Events, etc...</i>			
TOTAL	610	301	362	1,273

MATURE ADULTS

	FALL 11/WINTER 2012 PARTICIPANTS	SPRING 2012 PARTICIPANTS	SUMMER 2012 PARTICIPANTS	TOTAL
Drop In Use	7635	4580	3829	16,044
<i>Includes:</i>	<i>Bocce, Arts and Crafts, Senior Players, Walking Sole Mates, Bunco, Social Luncheon, Bingo, Book Buddies Book Club, Brain Matters, Bridge, Coffee and Conversation, Computer Tutoring, Mah Jong, Poker, Quilting, Wood Shops</i>			
Classes	521	380	407	1,308
<i>Includes:</i>	<i>Beginning Line Dance, Exercise for Seniors, Gentle Exercise, Fit for Fifty Plus, Yoga, Zumba, Tai Chi, Day Trippers, Wooden Pen Turning, Expressive Writing, AARP Mature Driver Program</i>			
TOTAL	8,156	4,960	4,236	17,352

AQUATICS

	FALL 11/WINTER 2012 PARTICIPANTS	SPRING 2012 PARTICIPANTS	SUMMER 2012 PARTICIPANTS	TOTAL
Drop In Use	1,481	5,845	19,106	26,432
<i>Includes:</i>	<i>Aqua Aerobics, Lap Swim, Recreation Swim</i>			
Classes	543	932	3,478	4,953
<i>Includes:</i>	<i>Family Pass, Diving, Junior Guard Program, Lifeguard Training, Adapted Aquatics, Adult Swim Lessons, Teen Swim Lessons, Pool Play Time, Private Swim Lessons, Stroke Improvement, Stroke Refinement, Swimming and Skilled Proficiency, DBAC City Swim League</i>			
TOTAL	2,024	6,777	22,584	31,385
GRAND TOTAL ALL PROGRAMS	17,830	21,846	32,814	72,490

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to maintain proper order



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