

# December 14, 2020 Final Draft and 30-day Public Review and Comment Period of the Inaugural Parks and Recreation Master Plan





## ***WHY DO WE CONDUCT MASTER PLANS***

- ✓ Creates efficiency and aligns the Community, Council and Staff with Parks and Recreation Department Operations and Services.
- ✓ Justifies the importance of Parks and Recreation facilities and programs.
- ✓ Creates both an action plan and timeline with a unified vision and decision making process.
- ✓ Provides an avenue for community engagement.

# BENEFITS OF MASTER PLANNING

- Serves as an implementation guide.
- Provides an effective coordination tool as we grow. We know in advance what facilities and programs are desired and how and when to implement them.
- Establishes the Parks and Recreation commission and City Council are in partnership and highlighting the importance of Parks and Recreation as an essential City service.



# MASTER PLAN PROCESS







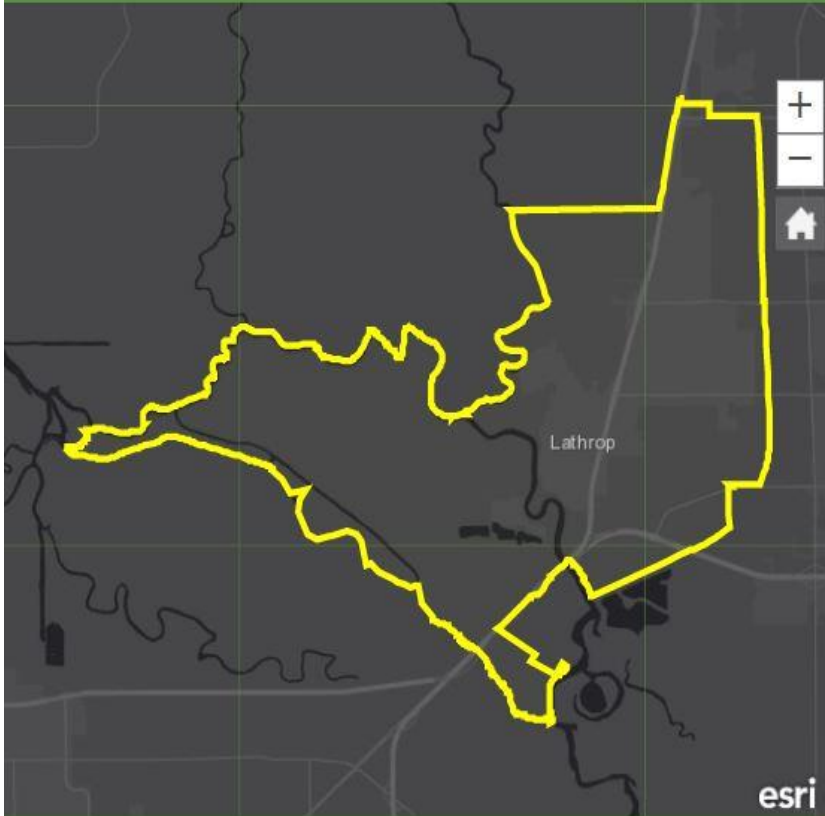
# Steps to Creating the Master Plan

- Review and Assessment of Existing Plans and Conditions
- Community/Stakeholder Engagement, Community Surveys, and a Statistically-Valid Survey
- Staff and Leadership Engagement
- Comprehensive Facility Inventory and Level of Service Analysis
- Trends and Demographic Analysis
- Operational and Maintenance Analysis
- A Comprehensive Community Needs Assessment
- Identification of Key Challenges and Opportunities
- Recommendations: Goals, Objectives, and Action Plan

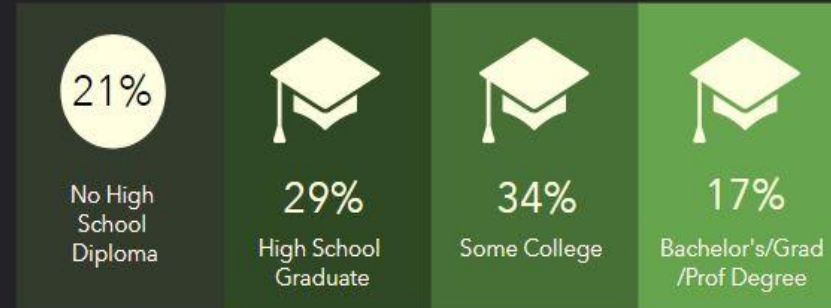
# DEMOGRAPHIC PROFILE

Lathrop City, CA

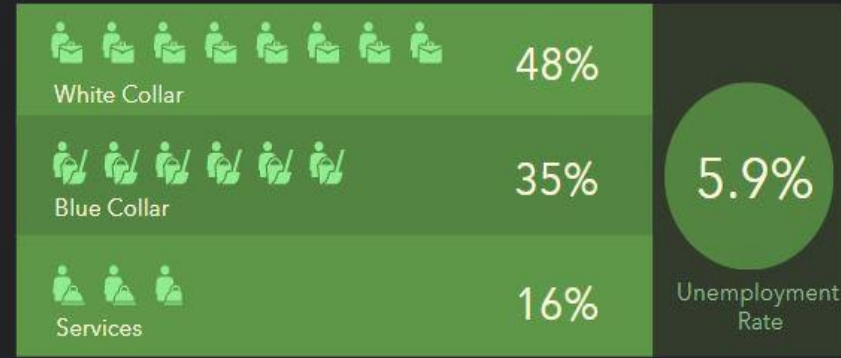
Geography: Place



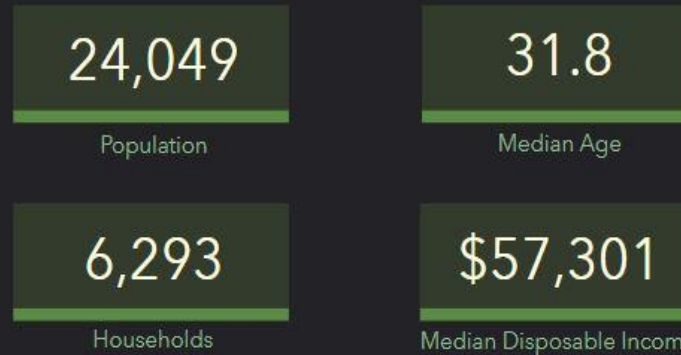
## EDUCATION



## EMPLOYMENT



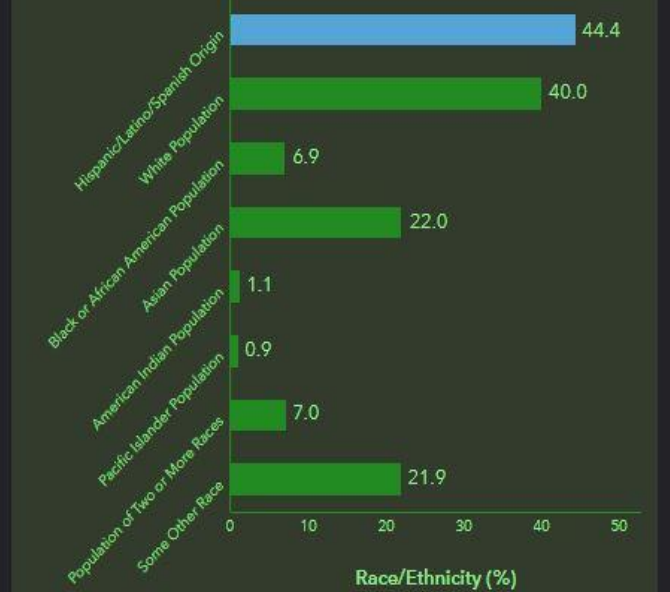
## KEY FACTS



## INCOME



## 2019 Race/Ethnicity



# Lathrop Age Distribution

## Median Age

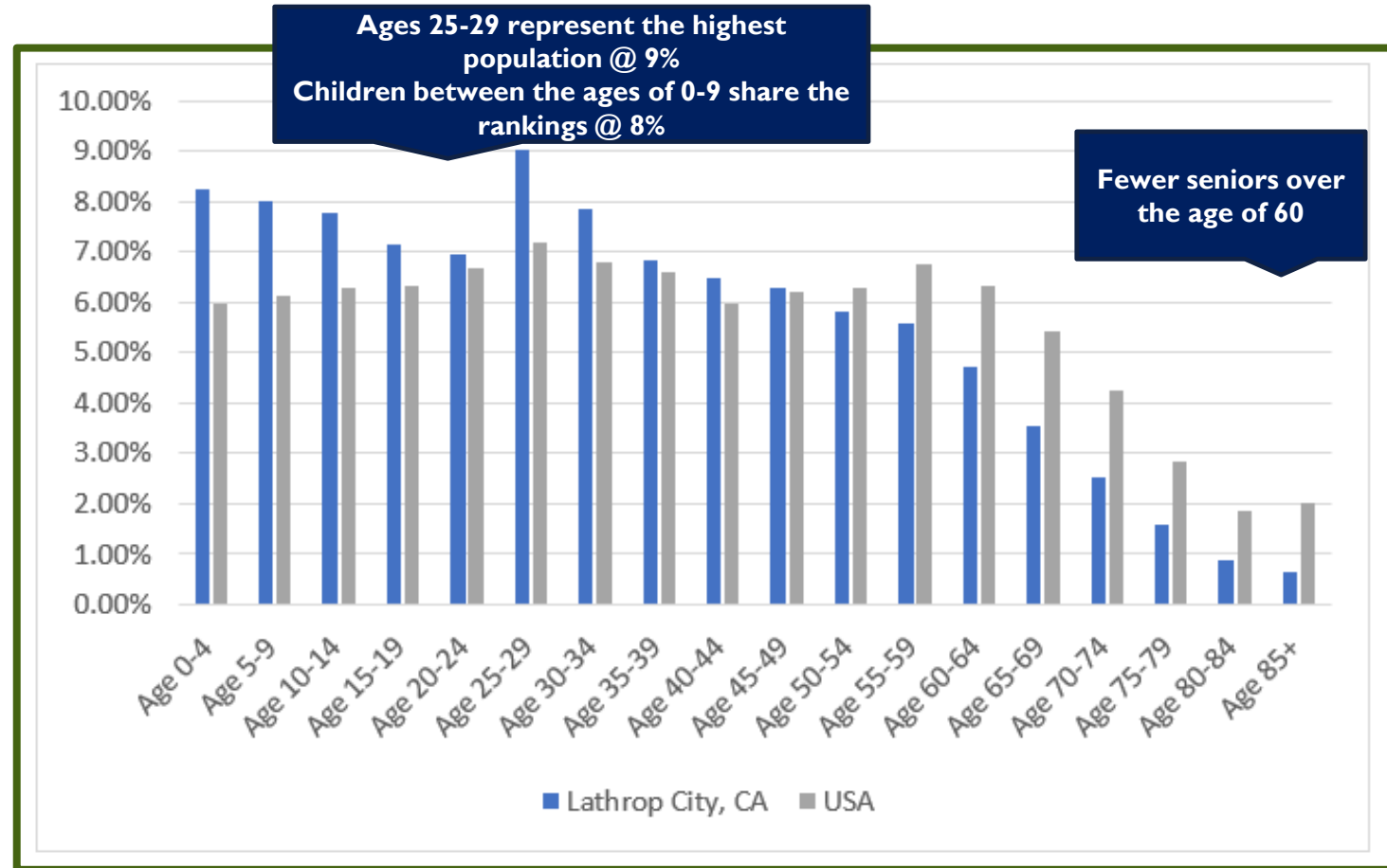
2010  
32.1



2019  
33.2



2024  
33.4



Age distribution is projected to stay relatively stable through 2024 with a slight increase in the median age.

# Survey Results

## Primary methods:

**1 = Statistically Valid (Invitation Survey)**

Mailed survey with an option to complete online

**2 = Open Link Survey**

Online survey available to all residents

4,000 Surveys Mailed

321  
Total Surveys



167 Invite Surveys (+/-7.7% margin of error)

154 Open Link Surveys





# Numbers We Had

There was a total of 16 individual Focus Groups with over 100 invited participants.

- Three Public Forums
- Three City of Lathrop Leadership Interviews
- Six Focus Groups including; Kids' Club Parents; Community Partners; Seniors; Youth Sports Participants; Recreation Class Instructors; and Volunteer Coaches.
- Two Stakeholder Meetings; City of Lathrop Directors; and a joint meeting of the Parks and Recreation Commission, Planning Commission, and Measure C Committee.
- Two Parks and Recreation Staff Study Sessions

# Survey Key Findings

Level of satisfaction of the department overall averaged between a 4.0-4.2. National avg. is 3.3-3.8

68% of respondents felt that special events are very important to the City

88% of respondents indicated encouraging active lifestyles and promoting HWF are highly important



Source: RRC Associates and GreenPlay

# Action Plan

- Primary Focus on:

- Improving
- Maintaining
- Sustaining



- Priority Timeframe

- Short-term (First Year)
- Mid-term (2-3 years)
- Long-term (4-5 years)



# Priority 1 Tasks:



## 1.1a: Adjustment of the Culture and Leisure Facilitates CIP

- Revise planned facilities and adjust to changing needs.
- Merge the Senior Center 19,600 square feet, the Youth Center 7,500 square feet and the Community Center 7,800 square feet to Multi-Use Community Center A for a total of 34,900 square feet.
- Reallocate 31,100 square feet and fee for Library Space to Multi-Use Community Center B.
- Ensure Gymnasium Space 7,500 square feet is attached to the 31,100 square feet Multi-Use Community Center B for a total 38,600 square feet.
- Repurpose proposed Community Pool to various Community Splash Pads/Spray Grounds.
- Develop Sports Complex's with lighted fields (both ball diamonds and multi-purpose fields) and consider synthetic turf surfaces where appropriate.

# Priority 1 Tasks:



## **1.1b: Determine location for a Multi-Use Community Center within Historic Lathrop with a minimum of 34,900 square feet**

- Multi-Use classrooms and meeting space to accommodate daily programming.
  - Expandable partitions to adjust room sizes appropriately.
  - Flexible programming space to accommodate camps and after school activities.
  - Space for daily senior services.
- Expanded kitchen to serve daily lunch programs, allow for event catering, evening program/classes.
- Performance stage
- Minimum of 3 indoor basketball/volleyball courts
  - Adjustable height baskets for youth basketball
  - Automatic retractable bleachers for spectators
- Dance, gymnastics, fitness, and wellness space
- Dedicated community meeting space
- Equipment storage
- Staff offices



# Priority 1 Tasks:



## **1.1c: Determine location for a Multi-Use Community Center within the River Islands Development with a minimum of 38,600 square feet**

- Consider the inclusion of additional square footage to accommodate a performance art center in partnership with school district.
- Multi-Use classrooms and meeting space to accommodate daily programming:
  - Expandable partitions to adjust room sizes appropriately.
  - Flexible programming space to accommodate camps and after school activities.
  - Space for daily senior services.
- Expanded kitchen to serve daily lunch programs, allow for event catering, evening program/classes.
- Minimum of 3 indoor basketball/volleyball courts
  - Adjustable height baskets for youth basketball.
  - Automatic retractable bleachers for spectators.
- Dance, gymnastics, fitness, and wellness space
- Dedicated community meeting space
- Equipment storage
- Staff offices

# Priority 1 Tasks:



## **1.1d:Develop plans for sports complex in River Islands adjacent to future high school**

- Lighted sports fields
  - Consider synthetic athletic field to extend sports season into winter months
- Loop walk/trail
- Shade structures
- Outdoor sports courts
- Restrooms, concession facility with meeting space

## **1.1e:Develop plans for sports park in Stanford Crossing Community Sports Park adjacent to existing high school**

- Lighted sports fields
  - Consider synthetic athletic field to extend sports season into winter months
- Loop walk/trail
- Shade structures
- Outdoor sports courts
- Restrooms, concession facility with meeting space
- Access road could be directed to the west edge of designated parkland along the levee to provide as much usable park space as possible

# Priority 1 Tasks:



## **1.1f: Discuss as part of Phase 2 Parks Master Plan for River Islands**

- Discuss City management and operation of private elementary school gymnasiums in partnership with School District
- Install classroom space for city run before, after school, and summer camp programming on each school campus
- Coordinate approvals of park and community plans with developer in conjunction with the River Islands Phase 2 Master Plan

# Priority 1 Tasks:



**1.1g: Research Opportunities for Off Leash/Dog Park Spaces in Historic Lathrop**

**1.1h: Follow guidelines for the process of resource allocation as provided through the Pyramid Methodology for future planning efforts as outlined and implement equitable user fees for programming and services**

**1.1i: Explore opportunities with leadership from Manteca Unified School District for permanent facility use or city owned facilities adjacent to schools for before and after school care**

# Priority 2 Tasks:



**2.1a Implement a standardized maintenance plan in collaboration with Public Works that includes weekly, monthly, and seasonal preparations and regular maintenance**

**2.1b Implement Scoring Matrix an inspection schedule/team for indoor and outdoor recreation facilities.**



# Priority 2 Tasks:



## 2.1c Evaluate and plan for increased programs and participation within the community, including fitness and wellness programs.

- Swim lessons
- Outdoor recreation programs
- Hobby and special interest programs
- Dance and cultural arts programs
- Youth before and after-school programs
- Break and summer camps

## 2.1d Increase special event programming

- Expand summer concert schedule
- Expand “Movie in the Park” offerings
- Review possibility for Farmer’s Markets and Food Truck Rodeo
- Continue to utilize We CARE brand with marketing funds and give-away items to promote at community activities
- Pursue additional public/private partnerships with:
  - Business Community
  - Medical Community
  - Developers

# Priority 2 Tasks:



## **2.1e: Utilize GRASP and Needs Assessment Findings to develop a 15-year Capital Replacement Schedule for existing facilities and address low scoring amenities and components listed below:**

### **Apolinar Sangalang Park**

- Manage drainage issues
- Repair or replace turf
- Replace existing playground and rubberized surfacing
- Place new restroom by new playground
- Place Splash Pad adjacent to new playground
- Consider the placement of tennis courts adjacent to existing basketball court
- Replace park sign
- Install Flagpole - POW/MIA/UA Armed Forces

### **Crescent Park**

- Identify location for shaded picnic area
- Replace volleyball sand
- Replace park sign

### **7th Street Skate Park**

- Formalize plan for additional acreage to include parking, shaded picnic area, a drinking fountain, dog station, lighting, restrooms, bike rack
- Possible location for bike park
- Install park sign

### **Libby Park**

- Replace or update fitness items
- Add drinking fountain with dog dish
- Replace park sign

### **Michael Vega Park**

- Replace wooden picnic tables and benches with system standard tables
- Replace volleyball sand

### **Milestone Manor Park**

- Resurface and level path throughout
- Add children's themed educational pathway
- Install standard tables and benches
- Manage ornamental plantings
- Replace park sign

# Priority 2 Tasks:



## Mossdale Landing Community Park

- Develop conceptual plan to repurpose use of park.
- Replace tables with standard items
- Manage drainage and irrigation issues
- Consider area for additional shaded picnic/group gathering
- Construct shade front of concessions building

## Park West

- Install large shade structure by restroom
- Replace tables with standard items
- Repair court surfacing
- Install fitness equipment along perimeter trail

## Somerston Park

- Install shaded picnic structures

## River Park North

- Create educational kiosks about natural habitat surrounding the river
- Improve access to river
- Remove turf and place with drought tolerant plants
- Place park sign
- Protect and preserve native and endangered species through education and safe plantings in all park locations

## The Green

- Develop revised conceptual plan for park
- Replace playground
- Continue to work to improve irrigation issues
- Add ornamental plantings
- Replace park sign

## Tidewater Park

- Change playground surface to poured in place surfacing
- Paint basketball court

## Valverde Park

- Resurface basketball courts
- Redesign and replant parking lot landscaping
- Replace wooden shade shelters
- Reseal and stripe parking lots
- Monitor and repair irrigation and turf problems

## Woodfield Park

- Manage turf condition
- Replace/remove restroom building

# Priority 2 Tasks:



## **2.1e: Establish Standards for Future Park Development Standard Items to be considered for inclusion:**

- Splash pads and water features
- Trail and pathway connectivity
- Playgrounds
- Additional open space and natural areas
- Indoor athletic fields and courts
- Improved amenities (restrooms, pavilions)
- Indoor recreation facilities
- Community Gardens
- Public Art in Parks
- Provide ample shade with tree canopy cover and shade structures
- Add storm water systems and erosion mitigation systems
- Install small windmills on park facilities or decorative turbine structures
- Protect and preserve native and endangered species
- Installation of solar panels in areas that will provide energy efficient practices. Examples include: restrooms, outdoor public spaces, etc.
- Provide access to natural areas such as levees, trails, and greenway

## Priority 3 Tasks:



**3.1a: Develop a joint use facilities agreement with Banta School District**

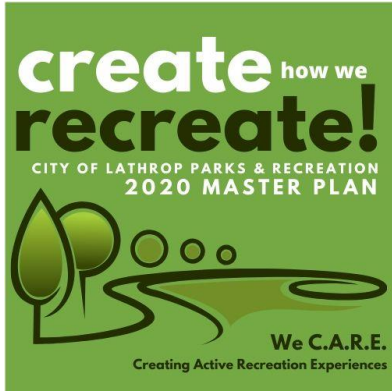
**3.1b: Strengthen existing partnership with Manteca Unified School District and research new opportunities**

## Priority 4 Tasks:

**4.1a: Explore the development of a non-profit foundation for Parks and Recreation**

**4.1b: Pursue grant writer of contract with organization to increase resources through grant and philanthropic opportunities**





# Resource Allocation Study and Cost Recovery Analysis



# OBJECTIVES

- **Equity** - Those who benefit from the service should pay for it. Those who benefit the most should pay the most.
- **Value** - Provide the customer with a benefit in relation to, or exceeding the relative monetary worth.
- **Revenue Production** - Producing revenue assists in the overall operations of the Department. It provides flexibility to offer programs which may not otherwise be possible if they are not funded through tax dollars.
- **Efficiency** - Expenditures are made with the most efficient use of our resources, so the right mix of programs, facilities and events are offered. Priorities are made to enhance the customer's experience.
- **Revenue Distribution** - Revenues are distributed to the Division providing expenditures. This pays for direct costs, indirect costs and in some situations, future improvement and/or equipment replacement.
- **Assistance** - Not all customers have the same ability to pay and opportunities must exist to waive, reduce, or provide assistance opportunities when appropriate.

# PARKS AND RECREATION FEES

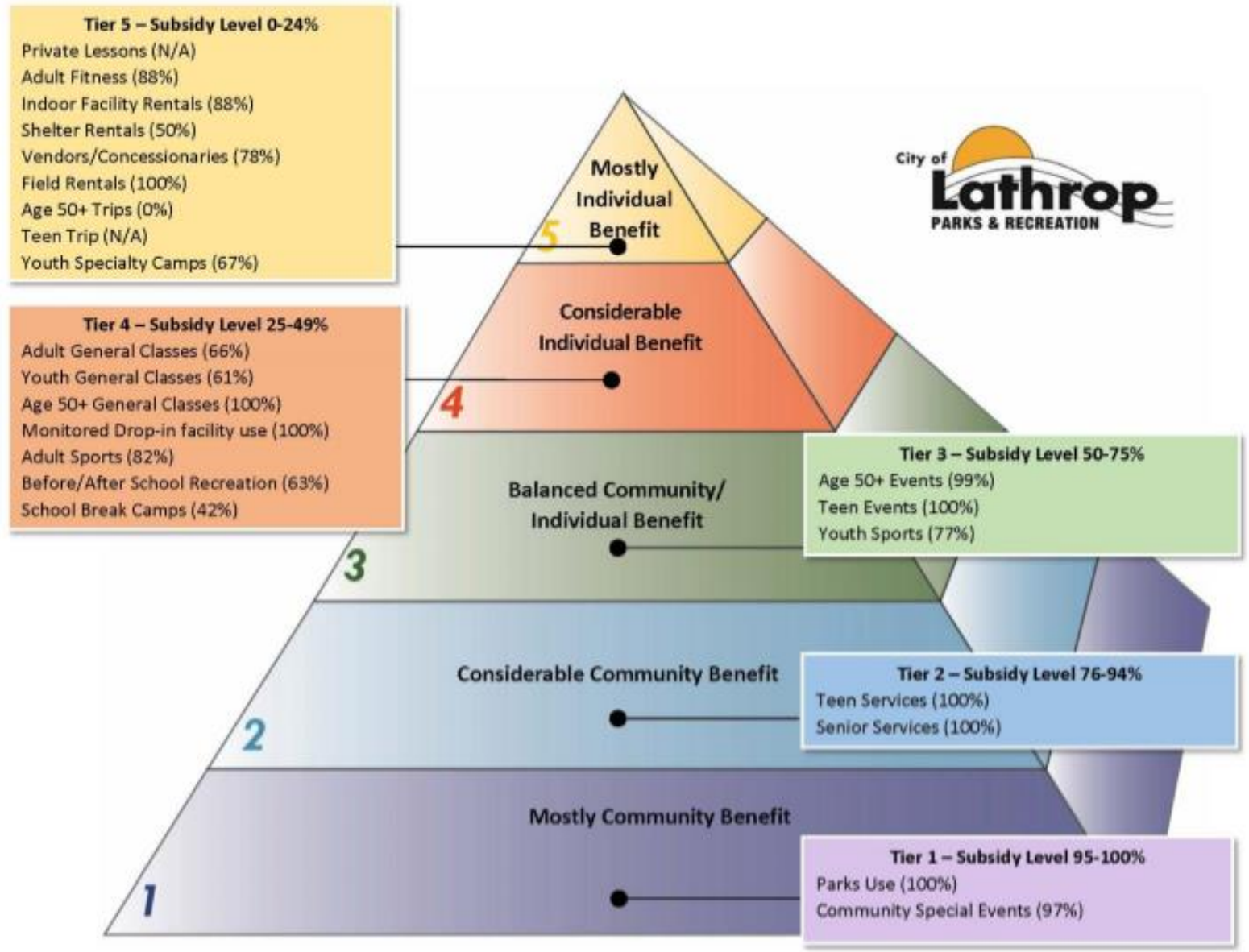
## **N: General**

*All City Department of Parks and Recreation and activity fees shall be established by the Director of the Department. Fees shall be established to insure that said fee covers direct, and a portion of the indirect costs associated with the program and/or activity.*

# THE LATHROP PARKS AND RECREATION DEPARTMENT SUBSIDY AND RESOURCE ALLOCATION PYRAMID MODEL

1. Tier 1 of the model is expected to be supported through tax funding Tier 1 houses services such as non-monitored parks use. This Tier also includes the Department's Community Special Events. These are seen as services that are of great benefit to the entire community.
2. Tiers 2 through 4 will experience decreasing levels of tax subsidy support. Tiers 2 through 4 house services that require supervision, instruction, or other attention, and serve subsets of the community. Each ascending Tier level increases focus on the individual or group receiving the service and subsidy level targets decrease with each level. Examples of services in these tiers include Teen Services (Tier 2), Youth Sports (Tier 3), and School Break Camps (Tier 4).
3. Tier 5 is not intended to be supported through tax funding Tier 5 houses services that are ancillary to the mission of the Department with services such as private lessons, vending and concessions, rentals, and adult fitness classes. Often fees for this Tier are market-based.

Figure 1: Lathrop Resource Allocation Pyramid Model







**Thank you for your time! Questions?**

