

**Examples of Parks and Recreation  
Planning Studies**

**SAMPLE  
PARKS & RECREATION PLANNING  
STUDIES**



*Prepared by:*

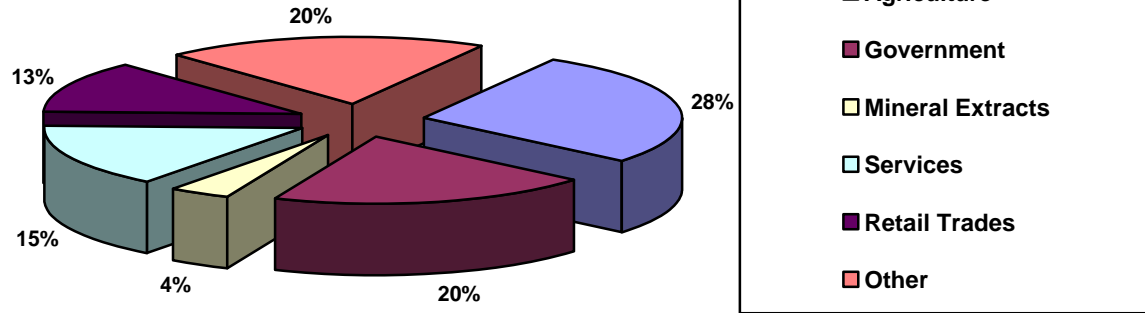
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### Employment Distribution



### Future Projections

It is anticipated that the natural growth pattern of Bakersfield will be positive. The projections are based on a linear regression model, which can be updated annually as new figures are built into the formula. The following table describes the anticipated growth for Bakersfield and the unincorporated lands in the greater Kern area.

YEAR	BAKERSFIELD	METRO AREA
2000	236,800	400,300
2001	243,300	408,200
2002	249,800	416,200
2003	256,200	424,200
2004	262,700	432,200
2005	269,200	440,100

## FUNDING SOURCES AND TRENDS

There are four primary sources that are the most typical funds from which expenditures are found to purchase, upgrade and replace playground equipment. They are:

1	General Fund Allocation
2	Capital Improvement Program
3	Outside of Agency Grants
4	New Development Impact Fees

It should be noted that grants are a significant source of funding for playground purchases, upgrades and replacements. The following chart displays how the Per Capita I funds (a California State grant program) for playground improvements was spent in California for fiscal year 2000. The state concluded that \$3.69 was spent, per capita, for that year.

There are three major grant sources that are currently influencing the funding efforts that drive upgrades, replacements and new purchases for commercial playground equipment. These funding trends are somewhat typical of most communities but are more specific to the case study community.

FUNDING SOURCES		
1	STATE GRANTS	
	T Per Capita I	\$338 million
	T Per Capita II	\$ 50 million
	T Harris Act	\$166 million
	T Murray-Hayden Act	\$100 million
	T California Heritage Act	\$ 10 million
	T Playground Safety Act	\$ 2 million
2	URBAN PARK AND RECREATION RECOVERY ACT	
	T Amount available	\$129 million
3	LAND AND WATER CONSERVATION FUND	
	T Amount available	\$900 million

- Partnerships also have been developed to fund playground development.  
 PlayWorld systems have partnered with World's Finest Chocolates – PlayWorld will give a 5-10% Discount. Other Corporate sponsors include; [Ben & Jerry's Homemade, Inc.](#), the David and Lucile Packard Foundation, [the Home Depot](#), Motorola and NASCAR.
- Agency Fundraising  
 The National Association of Elementary School Principals conducted a nationwide survey (22% return) to understand how funds were raised.
 

Book Fairs	88%
Product Sales	81%
Portraits of Students/Family	53%
School Carnivals	48%

 One of the most common uses of the raised funds is:
 

Playground Equipment	45%
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## Town of San Anselmo Strategies

Described within this section are those strategies or action items that seem most appropriate for consideration by the Recreation Department and the Parks Department of the Town of San Anselmo.

The rationale for these recommendations is based on the careful analysis and combined influence of a number of key variables. They were:

- ✓ The unique characteristics of the Town, its government structure, budgetary resources, mission statement, Town department organization and personnel, space, equipment resources and geographic context
- ✓ The physical resources and program provisions of the Parks Department and Recreation Department. Also of consideration were the opportunities provided by other community groups when those options were appropriate for the residents and visitors of the Town
- ✓ The population of the Town, its past growth patterns, current distribution of population with the square mile size of the community
- ✓ as well as future population growth projections and sector growth patterns of both the Town, sister communities and the county area

**Sample from:  
 Parks, Recreation, Open Space & Trails Master Plan  
 San Anselmo, California**

- ✓ The identifiable use patterns of residents, the thoughts and insights of the residents, comments of elected, appointed and professional officials as well as observations of consultants
- ✓ The comparison of existing resources and programs to nationally accepted standards and benchmarks for those resources and programs, establishing some balance between national and local norms

Recommendation	Priority	Timeframe
Parks	High	1 – 3 years

The Town of San Anselmo provides a limited number of park sites that are held as important to the residents. They receive extensive use and contribute to the quality of life experience desired by the residents. The number of parks does not meet national standard guidelines in number or acreage per population. The public school system does alleviate some pressure on the parks by providing some of their space for casual and formalized use. The parks are open to and used by all segments of the population. Some concern exists about the quality of the parks and important renovations that seem needed. The distribution of the current parks leaves some segments of the geographic area of the Town without a park option.

It is therefore recommended that the Town of San Anselmo aggressively pursue additional park acreage, particularly in the southwest quadrant of the community. With limited land sites available for large scale areas it seems that the Red Hills Field area is ideal. There is a need for grass play areas to accommodate soccer, football and other outdoor play features. The community has expressed a significant desire for a dog play and exercise area that has control and quality. Also desired is safe and accessible walking and running options for residents.

## Public Input

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As part of the master plan procedure, a series of citizen based input sessions were conducted to identify key issues, concerns and directives that different segments of the population felt were important. Seven different input gathering opportunities took place during the months of October, November, and December 2003 and January of 2004.

### ➤ Professional Staff Interviews

The day to day observations of the staff at the Parks Department, Recreation Department, Senior Citizen Centers, and Golf Course constitute a valuable input source. Besides their professional training and expertise, they represent the group that on a most consistent and intense basis receive input from citizens, users, visitors and others. The professional staff is in a good position to understand the pulse of the community. Multiple interviews were conducted with the full array of professional staff during October, November, and December 2003 and January of 2004.

## ➤ Planning Documents

Several documents prepared by City professional staff as well as formalized citizen groups and less formal citizen groups were reviewed and discussed. Examples include: Gallup’s Growth Management Master Plan, Gallup’s Land Development Standards, the City Financial Assessment Report, several sets of City maps, program brochures and COG based reports. These plans had significant public input elements as well as resident based efforts.

## ➤ Observations

The following are the observations from these multiple input opportunities. Many similar themes were repeated at the different public involvement sessions. Effort was made to understand the intent of the recommendation as well as the deeper thinking behind the recommendation. It should be noted that the various thoughts were distilled into patterns or trends rather than random isolated responses. Again, formal and informal input models were used.

<b>Observations</b>	
✓	The Sports Complex is a vital resource for the City. The area should be finished out striving for quality that would allow it to be used as a regional sports complex hosting tournaments from a multitude of area and sport venues.
✓	The Recreation Center programs should be expanded to offer more options to all age groups and interests. The facility is appreciated but some concern exists regarding safety, lights and supervision.



# Cathedral City National Comparison

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The National Recreation and Park Association, in conjunction with local communities across the country, has established parks and recreation standards that are based on population and distance formulas. These standards are an attempt to help local communities understand the number, type and size of parks and recreation resources necessary to meet citizen needs.

Also of importance to Cathedral City is the Quimby Act (government code Section 66477), which authorized communities to receive from developers of land for residential use the dedication of lands or the payment of fees in lieu of the land. The Act calls for a standard of 3 acres of parkland per 1,000 persons as a function of a formula that incorporates dwelling unit size.






The following chart displays the national standards for park provision:

PARK TYPE	SUGGESTED SIZE	SERVICE RADIUS	ACRES PER 1000 RESIDENTS
Mini-park	1 acre or less	¼ mile	¼ to ½ acre
Neighborhood	15+ acres	¼ to ½ mile	1 to 2 acres
Community	25+ acres	1 to 2 miles	5 to 8 acres
Regional	200+ acres	1 hr. drive	10+ acres
Reserve	1000+ acres	1 hr. drive	Variable

These standards represent the ideal benchmark for a public parks and recreation service to provide. Based on the geographic location of the city and available land resources these standards may be helpful.

## CASE STUDY (9)

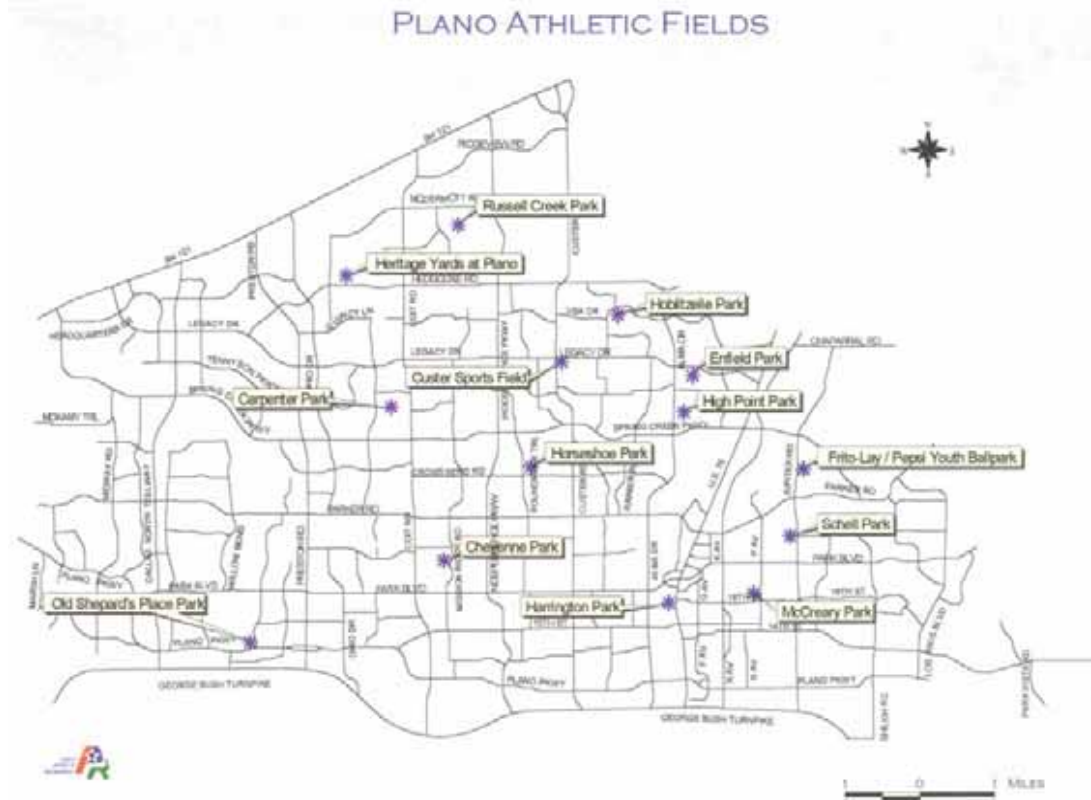
In an attempt to establish comparison with the City of Plano, the following case studies were conducted. The communities were chosen to present a regional, population sensitive, and quality of department perspective:

Community	Population	Agency
 City of Plano, Texas Plano Parks and Recreation Department City of Plano Plano, TX	222,030	Parks and Recreation
 <b>City of Las Cruces</b> City of Las Cruces Las Cruces, NM	74,264	Parks
 City of Bakersfield Administration   City Services Public Safety   Events & Links City of Bakersfield Bakersfield, CA	247,057	Recreation and Parks
 City of Richardson Richardson, TX	91,802	Athletic Department
 The Woodlands City of Woodlands The Woodland, TX	55,649	Parks and Recreation

Sample from:  
City of Plano Athletic Field Planning Study  
Plano, Texas

These communities were assessed regarding the following nine issues:

- Optimum field use
- Staffing levels for field maintenance
- Resident versus non-resident use of fields
- Tournament use of fields
- Non-traditional sports fields
- Multipurpose versus single purpose fields
- Securing game fields
- Field reservation systems
- Field recovery system



## 2 RESOURCES

This section details those parks and recreation resources and programs that are available for use by the residents and visitors to Clovis. These resources include those facilities that are the physical location of the leisure experience such as parks, playing fields, courses and the like, as well as programs that are available for use by the residents. Program offerings include such services as open recreation, lessons, clinics, special events, clubs and tournaments. The information provided here is for both those services delivered by the Parks and Recreation Department of the City of Clovis, its vendors and contractors as well as provisions offered by other groups such as schools, other government agencies, volunteers, not-for-profit organizations and in some cases private enterprises.

### ■ Soccer Fields

There are eleven (11) fields located at four areas. They are:

⇒	Hillcrest Park	(7)	Unlighted
⇒	Bob Spencer Park	(2)	Unlighted
⇒	Rierson Park	(1)	Unlighted
⇒	Potter Park	(1)	Unlighted

## Community Resources

# 5



Beaumont Cherry Valley  
 Recreation and Park District

### ➤ Schools

The public schools within the District service area also provide some recreation resources that are on a school specific basis and available to residents. High schools have ball fields, tracks and indoor gymnasiums. The intermediate schools have play fields and the elementary schools have playground equipment.

<b>Community</b>	<b>High School</b>	<b>Intermediate</b>	<b>Elementary</b>
<b>Banning</b>	2	2	4
<b>Beaumont</b>	4	3	5
<b>Cherry Valley</b>	-	-	2
<b>Cabazon</b>	-	-	1

### ➤ City Government

Some of the communities within the District provide parks and recreation services. These government agencies provide important and at times similar services.

## PURPOSES OF ELEMENTARY SCHOOL LEVEL PHYSICAL EDUCATION

The elementary school level physical education experience centers its efforts on the four key areas of: fitness, motor skills, social and emotional behavior, and knowledge. As a child physically and mentally grows from kindergarten to the 5<sup>th</sup> grade, the physical education experience can enhance growth in these four key areas. The specific purposes of physical education are:

### FITNESS

- Participate in daily activities that require physical exertion for short periods of time moving to sustained periods of time
- Recognize physiological signs of moderate physical activity to sustained physical activity
- Identify benefits of physical activity with increasing awareness of physical fitness, cardiovascular endurance, flexibility, muscular strength, muscular endurance, and body composition
- Identify the impact of nutrition and physical activity on physical fitness

- Perform assessment of personal fitness levels and set goals to improve and maintain a healthy lifestyle

## MOTOR SKILLS

- Develop personal and general spatial awareness in a variety of movement activities
- Demonstrate body awareness and use of body parts
- Demonstrate a variety of locomotor and non-locomotor skills
- Explore and control physical manipulative skills with spatial awareness, with objects, in games and activities
- Participate in rhythm and dance activities

## SOCIAL AND EMOTIONAL BEHAVIOR

- Follow rules and procedures and manage equipment responsibly
- Recognize and accept personal differences of others and learn to work cooperatively and productively with others

## Recommendations



Three recommendations seem appropriate given the data from this report. These recommendations are independent and presented in order of preference with an effort to identify possible implications of the recommendations.

1

BTJR should significantly reduce summer camp offerings to those experiences that are unique to local resources that represent the best of “small town” sense with high level quality.

This recommendation suggests that the professional staff, in association with key user groups, survey the existing summer camp offerings and select and create only those camp programs that utilize local unique and interesting resources. The purpose would be to support programs that youth could only experience because of the Belvedere-Tiburon geographic area. With this reduced profile of offerings, the associated fees should represent the resources necessary to design and conduct only “high end” experiences that go beyond standard camp experiences. The associated marketing materials should be presented in such a fashion that the experience is clearly described as unique to the geographic area and



**Sample from:  
Belvedere-Tiburon Summer Camp Marketing Study  
Belvedere-Tiburon Joint Recreation, California**

interest of the Belvedere-Tiburon area. To supplement the quality of the camp experience, corporate and business sponsors should be developed utilizing a BTJR Foundation. Local residents, who are associated with successful business enterprises that are located in Belvedere-Tiburon but, more importantly, are associated with the employers' families, should be approached to assist with financial contributions. The BTJR leadership for this reduced camp schedule may not necessarily be full time year round. It is critical that full time part year program development and leadership be in place. The summer staff hired for these unique high end camp experiences should go beyond the traditional high school – college age group and be selected based on maturity, camp associated skill sets and long term commitment to the program. The facilities and areas used for the camps must represent an image and tone that coincides with the level of the intended camp experience. The design of the camp experience should be such that the effects of competitors are not an issue. Camp activities, schedules, location, camper to staff ratio, quality of staff and camp costs are elements that will help to create unique market niche. Some decision would be necessary concerning the ratio of the amount of non Belvedere-Tiburon area users to those locals that the BTJR is intended to serve. The camp attendees would in all cases need to go beyond the exclusive BTJR service area.

Examples of the books written by Craig W. Kelsey, PhD on issues such as Master Plans, Economic Impact Studies, Feasibility Study Process, & Citizen Surveys for the National Recreation & Parks Association, the American Association of Leisure & Recreation, & the American Alliance for Health, Physical Education, Recreation & Dance

