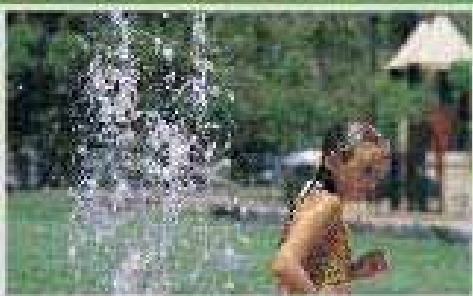
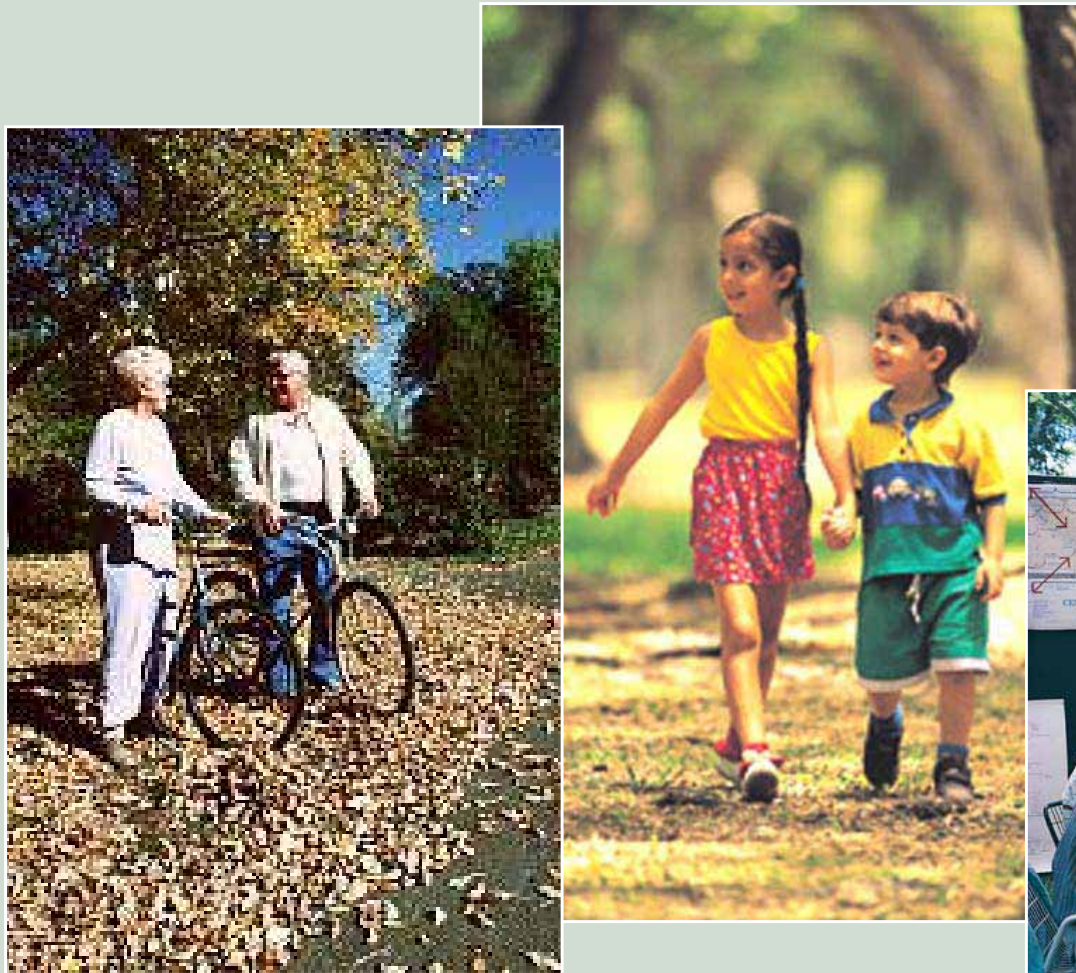


DAVIS PARKS AND COMMUNITY SERVICES

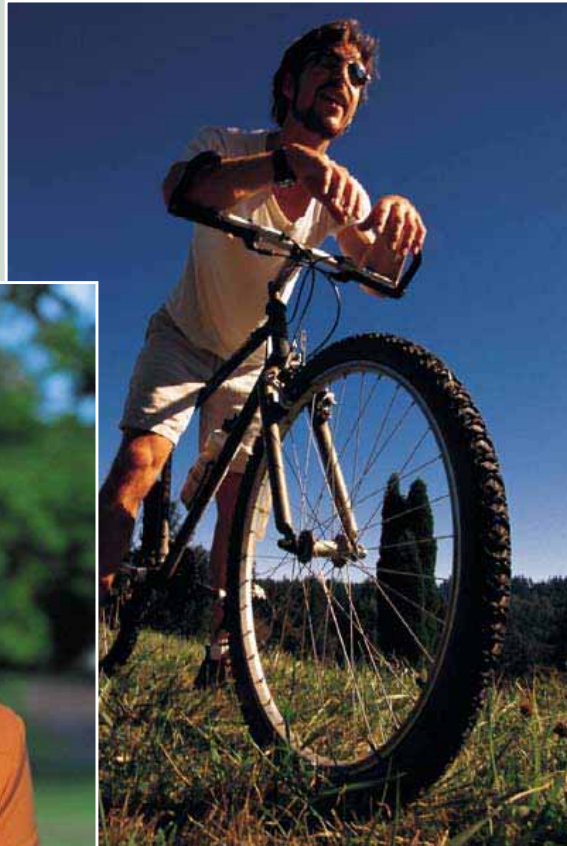
## Parks and Recreation Facilities Master Plan Update



**Davis residents believe strongly that parks, trails, open space and recreation experiences are very important to a high quality of life.**



# Updating the Master Plan will...



- **Involve the community**
- **Provide for emerging recreation needs**
- **Infuse creativity**
- **Provide clear direction**

# MIG Team Approach

## Understanding the Context



# Building on City Strengths



- Outstanding planning framework and fiscal management
- Innovative programs & services
- Excellence in design and development



# Recognizing Issues and Challenges

- Changing and evolving demographics
- Meeting other community needs
- New recreation interests not identified in current master plan
- Funding sources and financing mechanisms

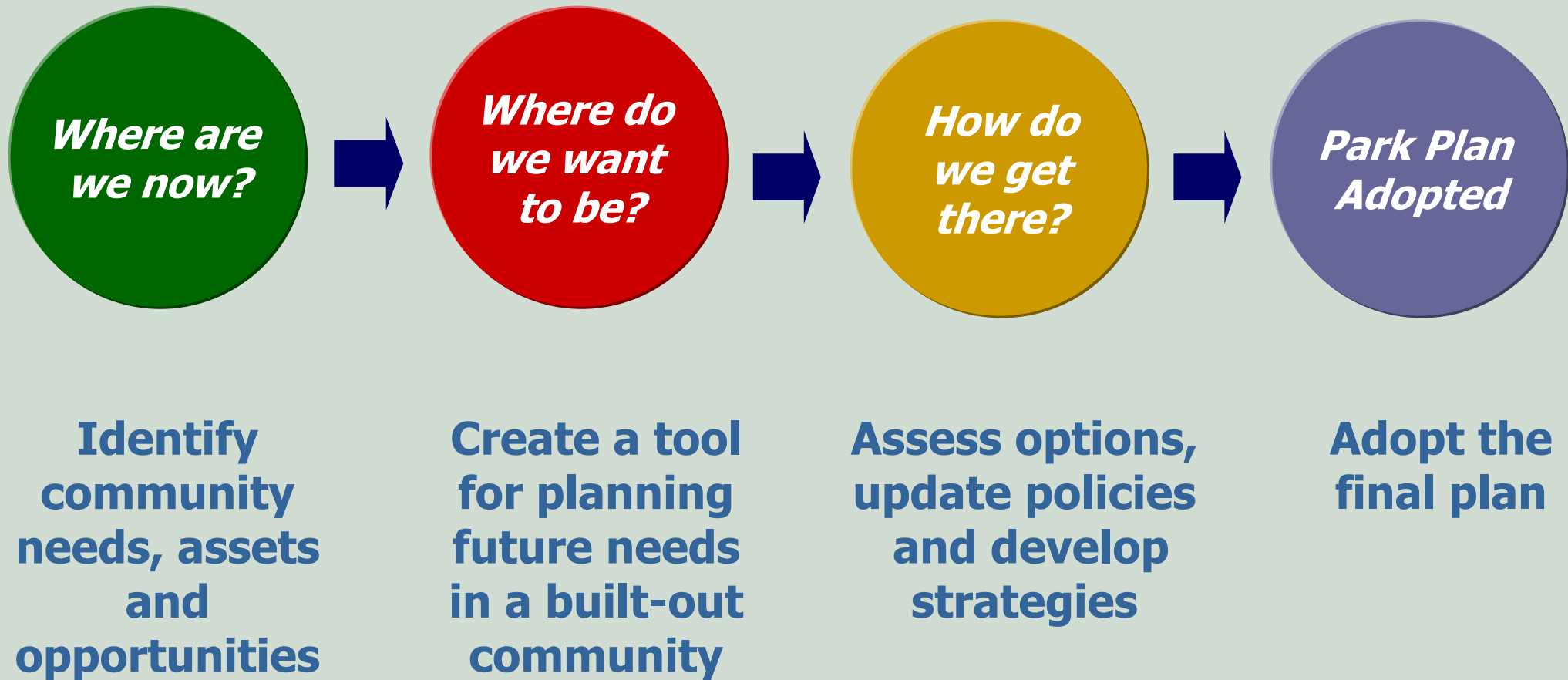


# Embracing Opportunities

- Being open to creative and innovative solutions
- Strengthening customer loyalty and citizen involvement
- Celebrating increased diversity and new recreation interests



# Planning Process



# MIG Approach

## Collecting & Analyzing Data

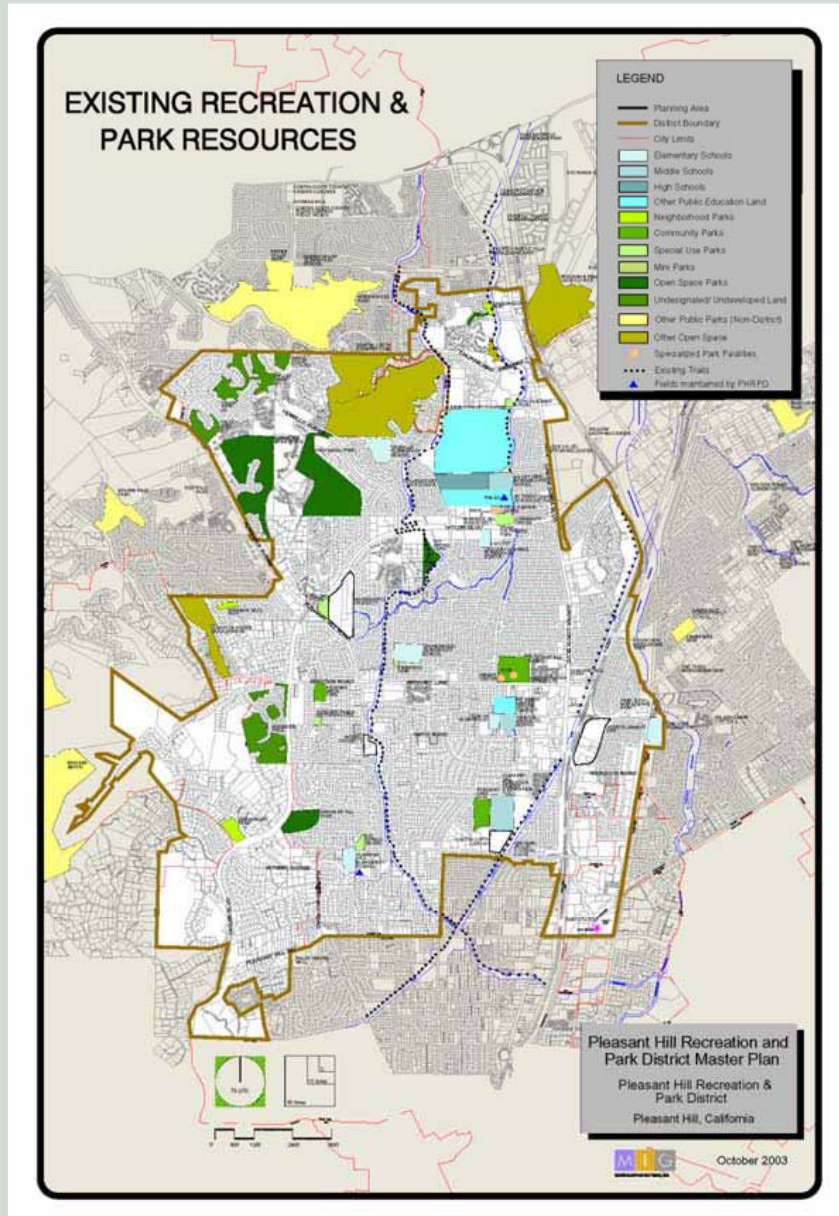


# Collecting & Analyzing Data

- Inventory existing Levels of Service for parks and facilities
- Identify additional facilities used by the community
- Include biological and cultural resources
- Review demographic shifts and influences
- Recognize public policy and political philosophy



# Mapping and GIS Capabilities



# Strategic Approach designed for the City of Davis

- Trends Analysis
- Gap Analysis
- Services Assessment
- Benchmark against existing documents and recent studies



# MIG Approach

## Assessing Community Needs



# Outreach Plan Preparation

- Community Survey
- Website Interaction
- Organized Sports Groups



# Community and Staff Engagement

- Recreation and Park Commission
- Staff Involvement



# More Community Involvement!

- Youth Questionnaire
- Stakeholder Interviews and Focus Groups
- Community Intercept Event



# Seek Community Input on Issues & Opportunities



# Identify Priorities



# Address Neighborhood and Community Amenities



# Identify Community Support for Funding



# MIG Approach

## Updating the Plan



# Updating the Plan

- Final Needs Analysis
- Update Goals and Policies to guide future decision-making
- Develop classifications and standards for parks and facility development
- Strategic Action and Implementation

**LOS ANGELES COUNTY DEPARTMENT OF PARKS AND RECREATION**  
**strategic plan**  
**how we make it happen**  
**shaping tomorrow today**  
**for healthier, happier communities**

focus areas	strategic directions	strategies
1 enhancing communication	Identify the needs of our diverse communities and the cultural values that inform our decisions. Create a messaging architecture to ensure public awareness of department programs and services.	We will create and enhance our communications. We will use our communications to ensure that all the communities that we serve are informed.
2 building partnerships	Create partnerships with agencies and the private sector to expand recreational programs. Build multi-agency collaborations with schools, government and nonprofit organizations to leverage capital and operational resources. Promote staff involvement in the County to expand collaborations.	We will create and enhance our partnerships. We will build programmatic partnerships. We will create and enhance our partnerships.
3 developing resources	Expand the financial operating resources to support County programs. Build an asset pipeline to increase operational capacity and efficiency.	We will create and enhance our financial resources. We will create and enhance our asset pipeline.
4 developing staff	Develop leadership, technical training and development opportunities to enhance the knowledge and skill base of our staff. Enhance the job satisfaction and retention of our staff by providing an opportunity for professional growth. Invest in the future workforce by developing and recruiting technical staff.	We will create and enhance our staff development opportunities. We will create and enhance our staff satisfaction and retention. We will create and enhance our workforce.
strengthening our physical infrastructure	Position the Department as "the green" choice of our customers. Develop and implement environmental management programs and practices to improve the air at department facilities. Identify and acquire land to preserve and enhance healthy communities.	We will create and enhance our environmental management programs and practices. We will create and enhance our environmental management programs and practices. We will create and enhance our environmental management programs and practices.
strengthening our organizational infrastructure	Develop a culture of innovation. Promote programs to provide the best customer service. Update park operations procedures and evaluate to ensure the best design, construction, and maintenance practices. Create a partnership model.	We will create and enhance our organizational infrastructure. We will create and enhance our organizational infrastructure. We will create and enhance our organizational infrastructure.

**Los Angeles County Department of Parks and Recreation**

**focus areas and strategic directions**

The strategic directions and strategies outline how the Department will achieve its vision and desired outcomes. The complete plan includes multiple strategies and a detailed action plan with an assigned champion to lead the implementation over a 5-year timeline. Above is a summary of that plan.

# MIG Approach

## Implementing the Plan



# Implementing the Plan

- Incorporating priorities in CIP
- Funding mechanisms identified
- Benefits to community
  - Partnerships
  - Customers
  - Decision-makers
- Maximize resources and operations



# Planning Project Outcomes

- Create an open, collaborative process for citizens & stakeholders
- Strengthen policies that promote sense of place
- Update park development and design standards
- Increase the value and visibility of the park and recreation system
- Improve opportunities for coordination among jurisdictions



# Creating Community through People, Parks and Programs



# Community Survey Findings

## Top leisure activities

38% Outdoor activities, like walking, hiking or wildlife viewing

30% Active outdoor sports and recreational activities

## Most important sports and recreational activities

91% - Biking

94% - Walking, hiking or wildlife viewing

## Most important recreational sites and facilities

95% - Neighborhood parks

92% - Walking or hiking trails

## Most important benefits of parks

65% - Provide opportunities to enjoy nature or outdoors

61% - Improve health and wellness

59% - Protect natural environment

57% - Connect people, build stronger families and neighborhoods

# Community Survey Findings

Sports and recreational activities with most frequent participation

92% - Walking, hiking, or wildlife viewing

88% - Biking

Most frequently used recreational sites or facilities

91% - Neighborhood parks

90% - Walking or hiking trails

# Community Survey Findings

## Top priorities for planning efforts

### *Sports and recreation activities*

Biking, walking, recreational swimming, jogging, soccer, basket ball, dog walking, and tennis

### *Recreational facilities and sites*

Neighborhood parks, walking or hiking trails, greenbelt, open space, public swimming pools, and sports fields

# Community Survey Findings

## Most important improvements

84% - Expanding the greenbelt system

83% - Acquiring natural areas

## Most important investments

84% - Open space and natural areas

83% - Small neighborhood parks

77% - Expanding the greenbelt system

## Highest rated group for priority in expansion efforts

35% - Children

30% - Teens

# MIG Team Organized to Deliver



# MIG Team—Organized to Deliver

- **Multidisciplinary team with expertise in parks, recreation and open space planning, community involvement**
- **In-depth local knowledge of the Davis community, parks, recreational services**
- **Proven ability to lead collaborative planning processes and facilitate committees, stakeholder meetings and community workshops**
- **Expertise updating strategic, action-oriented master plans that get results!**

# Team Organization

