



# Parks, Recreation & Library Master Plan



City Council  
July 2, 2019





- Policy & Strategy Guide
- Communications Tool
- Built on Public Process
- Goals and objectives
- Capital investment program
- Implementation strategies

The Plan will be strategic in focus to help the City respond to three important questions:

- What are our strengths?
- Where should we focus our efforts?
- How should we serve our local community?



- Role of the community
- Build resident capacity
- Steering Committee

## From the Beginning





<b>Recreation Staff: Vivian, Ana</b>	<b>Library Staff: Ernesto, Mila</b>
Kayla Bumba, Salinas Senior Center	Ernesto Yzquierdo
Joshua Alfaro, ACFA	Ken Allen, FOSPL
Fernanda Ocana	Tom Lilliman, FOSPL
Berniz House	Al Espindola
Anthony Rocha, Youth	Kristi Burns, SCESD
Linda McGlone, Monterey County Youth Violence Prevention Initiative	Jyl Lutes
Joel Hernandez, CCA	Walter Rice FOSPL
Patterson Emesbe, Door to Hope	

<b>Sports Staff: Sheila</b>	<b>Parks/Open Spaces Staff: Eda Herrera</b>
Amparo Saldana, GBA	Danny Montenegro, UAC
Gerry Barrera, Soccer	Rachel Saunders
Tyrone Ward	Laura Lee Link, Return to the Natives
Marisela Mendoza, NLL	Robin Lee, Santa Rita Watershed
Steve Striffler	Andrea Manzo, BHC
George Grimm, Salinas Pony Baseball	Elmer Dolera
	Jordin Simmons, CSUMB Service Learner



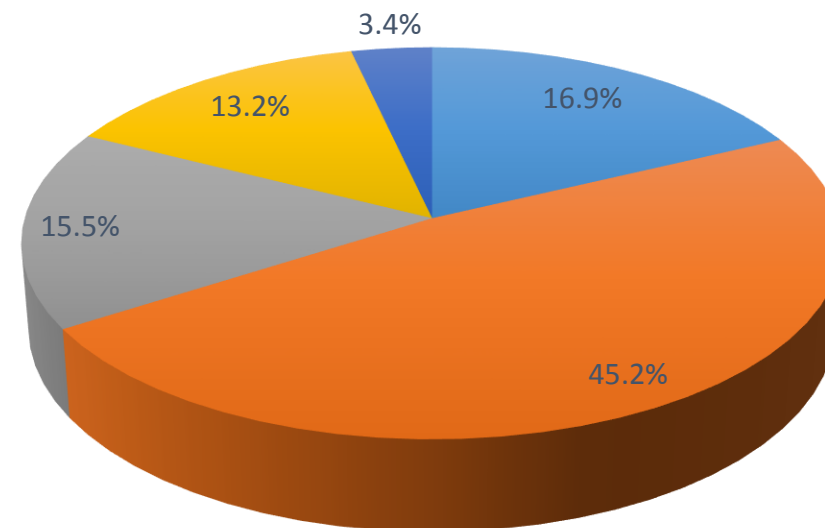
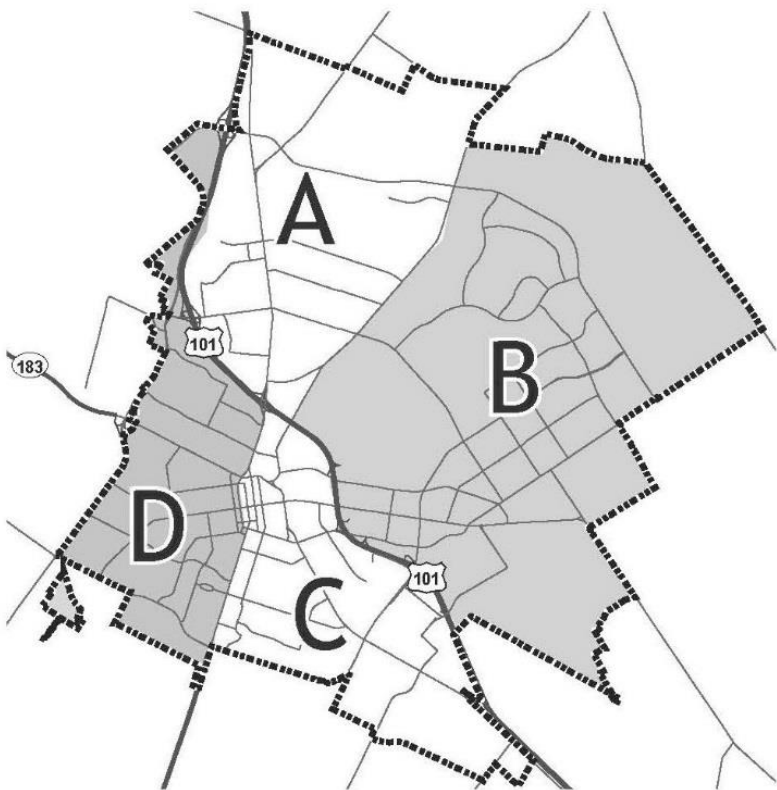
- Online/paper survey
- 11 Community Meetings
- 56 Pop-Up Engagement Opportunities
- 6 Stakeholder Discussion
- Over 2700 touchpoints







## Survey & Pop Ups



- ( A ) East of 101 & North/West of Natividad
- ( B ) East of 101 & South/East of Natividad
- ( C ) West of 101 and West of Main St.
- ( D ) West of 101 and West of Main St.
- Don't Live In Salinas

Total Responses: 2425



# VISIÓN SALINAS



**CHINATOWN**  
Revilization Plan  
PART OF VISIÓN SALINAS



**ALISAL**  
Vibrancy Plan  
PART OF VISIÓN SALINAS



**PARKS, REC  
& LIBRARIES**  
Master Plan  
PART OF VISIÓN SALINAS





## Goal 1:

- Create a community of leaders, stakeholders and users who are connected and engaged with the care and future of the parks, recreation and library system

## Goal 2:

- Identify under-represented groups and work to improve their capacity to participate in planning and decision-making for parks, recreation and library services in order to ensure inclusion and build equity in the community.



## Goal 3:

- Develop a high-quality park, recreation and library system to provide conveniently accessible quality of life benefits for the residents of Salinas.

## Goal 4:

- Improve and reinforce the safety and enjoyment of parks, recreation and library users through the thoughtful management and planning of facilities.



## Goal 5:

- Enhance universal access to facilities and programs for all residents.



## Goal 6:

- Provide facilities and programming that support lifelong plan, active living, health and wellness, discovery, creativity, and learning for individuals and families.

## Goal 7:

- Develop the unique sense of place characteristics that promote recreational and educational activities and, thus, generate increase health, economic and environmental benefits.



## Goal 8:

- Ensure bright futures for the youth of the community through access to programs, mentoring, education, recreation and infrastructure.

## Goal 9:

- Protect the natural resources of Salinas to integrate the natural and built environment and capture the benefits of all ecosystem services and human contact with nature.



## Goal 10:

- Serve the current and future needs of the community through the development and on-going maintenance of new parks, recreation and library facilities.









## Park Facility Conditions & Recommendations:

- Replace/Repair Aging Infrastructure
- ADA Compliance
- Repairing Site Amenities
- Tree Canopy





## Park Facility Conditions & Recommendations:

- Drought-tolerant Plants
- Open Grass Lawns
- Additional Site Amenities
- Dogs in Parks
- Multi-use Sports Courts





## Park Facility Conditions & Recommendations:

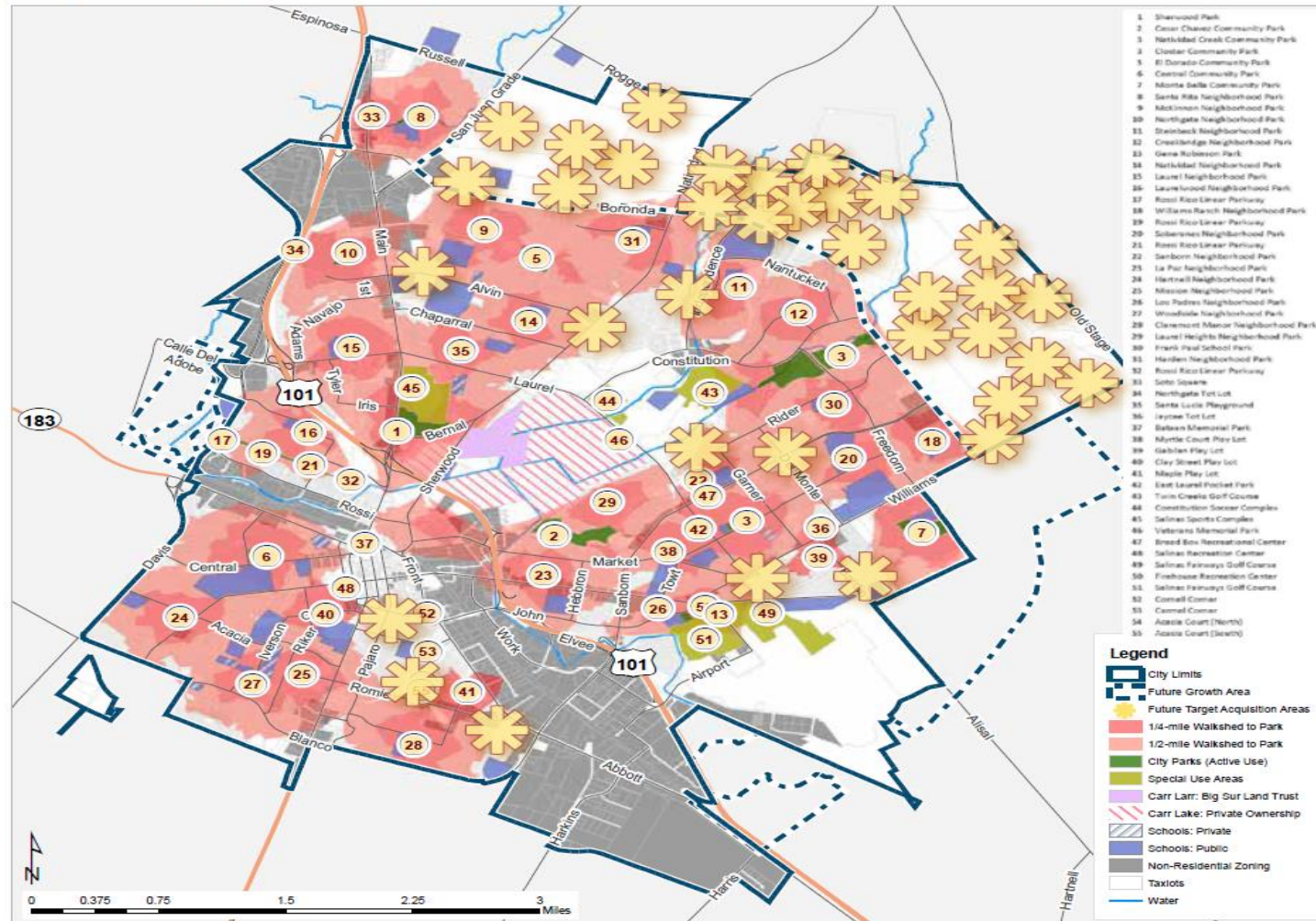
- Community Gardens
- Small Parking Spaces
- Walking/Biking Pathways
- Park Safety Perceptions







FIGURE 24. POTENTIAL TARGET ACQUISITION AREAS





**FIGURE 27. EXISTING LEVEL OF SERVICE MEASUREMENT FOR ALL PARKS**

Metric			Measurement	
Current Level of Service (LOS) Standard			3 acres per 1,000 residents	
2019 Population			162,797 residents	
2035 Population			180,000 residents	
Parkland Acreage		Core Parks		With All Parklands
Total		246.8 acres		648.5 acres
Level of Service	2019	2035	2019	2035
Effective Level of Service based on total acreage (acres/1,000 residents)	1.52	1.37	3.98	3.60
Net LOS to Standard (acres/1,000 residents)	(1.48)	(1.63)	1.58	1.20
Performance to Standard	51%	46%	133%	120%
Acreage surplus (deficit)	(241.59)	(293.20)	160.11	108.50







## Recommendations for Future Recreation Programs:

- Develop a programming philosophy
- Increase communications and develop a marketing plan
- Develop a Recreation Program Plan
- Administrative Support Issues



## Recreation Facilities Recommendations:

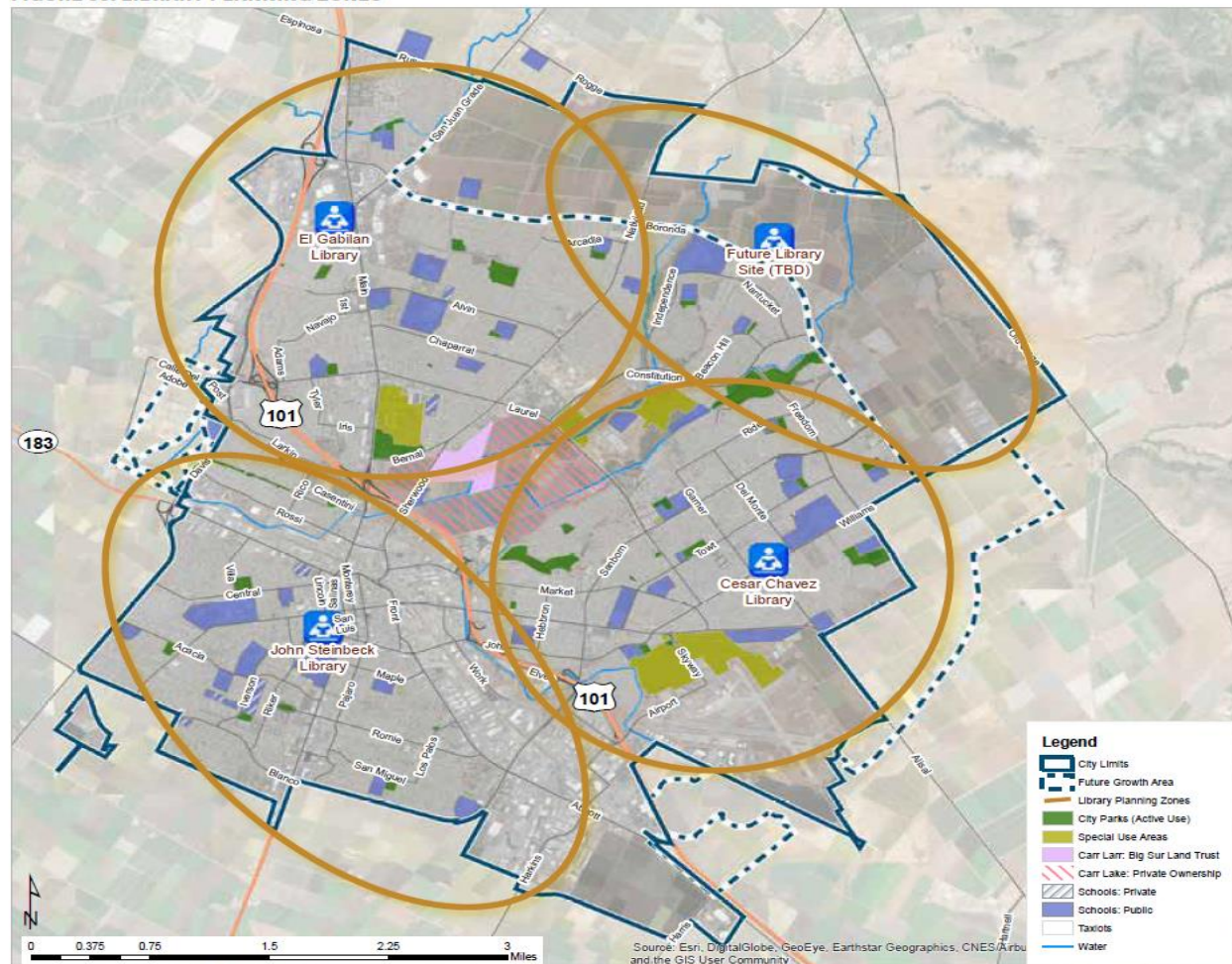
- Complete the renovation of the old indoor pool
- Replace Hebbbron Family Center
- Renovate the Salinas Recreation Center
- Renovate Sherwood Hall/Salinas Community Center







FIGURE 39. LIBRARY PLANNING ZONES







## Recommendations:

- Expand Sustainably
- Leverage Partnerships







## Key Project Recommendations:

- Recreation Center & Library Facility Improvements
- Land Acquisitions to meet growing needs and fill gaps
- Sports Field Enhancements
- ADA & Park Enhancements
- New Park Design & Development



## Key Project Recommendations Cont.:

- Park Operations & Maintenance
- Park & Trail Connections
- Communications
- Wayfinding & Signage
- Upgrades



## Key Project Recommendations Cont.:

- Partner Coordination & Collaborations
- Volunteer & Community-Based Action
- Future Development
- Low Impact Design & Stormwater Capturing Opportunities



- Estimates costs for specific projects to guide implementation
- 20 year plan
- Selected based on need to implement long-standing improvements and to better connect and create access

## Strategies:

Grants

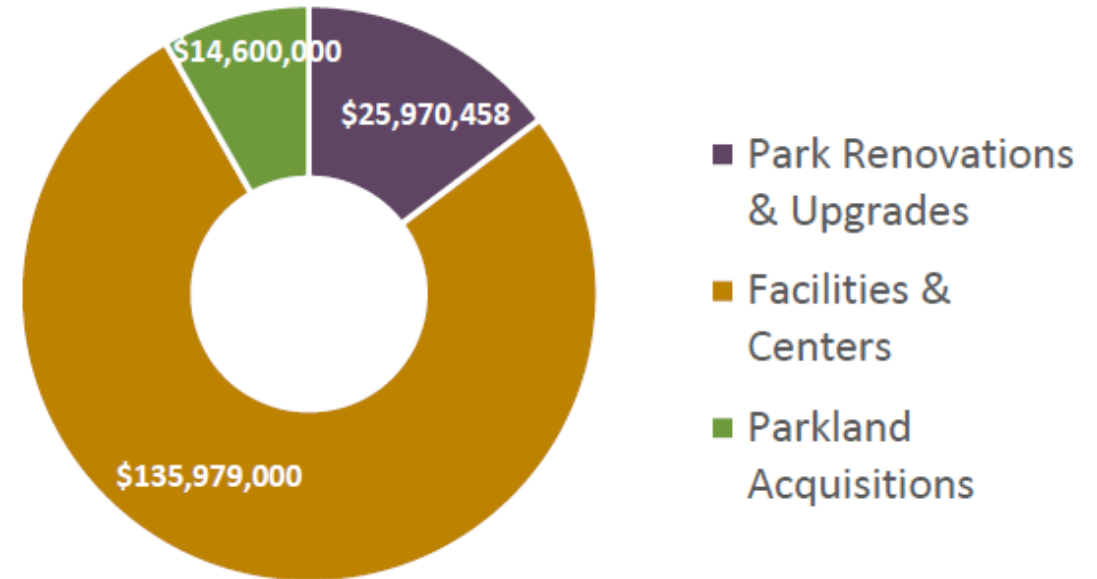
Local Funding

Other Implementation Tools



- 56 park & facility projects
- Parkland Acquisitions
- Totaling \$176,550,000

FIGURE 41. CAPITAL IMPROVEMENTS PLAN EXPENDITURES SUMMARY





## Criteria for Ranking Projects:

- Significance
- Ability to Leverage Funding
- Community Need
- Safety/Security
- Usage/Resident Benefit
- Location/Demographics







## Top 5 Projects Per Ranking

### Parks:

- Closter Park
- Natividad Creek Park
- Sherwood Park
- Central Park
- Cesar Chavez Park

### Facilities:

- Hebbbron Family Center- Replace
- Firehouse Rec Center- Renovate
- John Steinbeck Library- Expand
- Rec Center (Lincoln)- Replace



**FIGURE 42. NRPA AGENCY PERFORMANCE REPORT COMPARISONS**

Staffing Comparatives	Salinas	Jurisdiction Population 100,000-250,000	All Agencies
FTEs per 10,000 population	1.9	7.2	7.9
FTE's (P&R combined)	30	109.5	36
Parks Operating Budget (2018)	\$2,686,760	\$11,670,000	\$3,313,040
Capital Budget (5-yr)	\$2,541,000	\$6,586,000	\$3,075,880
Population (2018)	161,784	-	36,000
Residents per Park	2,889	3,300	2,114
Operating Dollars per Capita	\$16.61	\$70.39	\$78.26
Parklands: Acres per 1,000	1.53	8.5	10.1

The typical park agency having annual operating expenditures of \$3,313,040 or \$78.26 on a per capita basis.

Further examination shows that the median-level operating expenditures is \$6,589 per acre of park and non-park sites managed by the agency and that the typical park and recreation agency has \$92,916 in annual operations expenditures for each employee (as measured by full time equivalents or FTEs).

Personnel services represent 55% of the operations budget. This includes expenditures for all salaries, wages and benefits for both full-time and non-full-time personnel along with contracted individuals.

Expenditures dedicated to parks or recreation is split with 43% of an agency's operating expenditures going to parks and 40% going to recreation.



## Recommendations:

- Adopt Park Maintenance Standards
- Develop an Asset Management System
- Playground Safety Inspection
- Move Park Maintenance to LCS
- Additional Workforce/Expand Contracts



- Approve a Resolution adopting the Parks, Recreation and Library Master Plan

