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DATE: May 30, 2017

TO: Housing, Land Use, Environment, and Transportation Committee (HLUET)

FROM: Robb Courtney, Director of Parks and Recreation Department

SUBJECT: Report on the Status of the Strategic Plan

RECOMMENDED ACTION

Receive report from the Parks and Recreation Department relating to an update to the Department's Strategic Plan.

COMMITTEE RECOMMENDATIONS

None.

FISCAL IMPLICATIONS

There is no current fiscal implications to the County General Fund or Park Charter Fund as a result of this action.

CONTRACT HISTORY

On November 18, 2014, the Board approved a Professional Services Agreement with PlaceWorks for professional park planning and landscape architecture services. An RFP was conducted through BidSync with three firms responding. PlaceWorks was the prevailing consultant.

REASONS FOR RECOMMENDATION

This item responds to a September 15, 2016 Committee request that staff provide a status report on the Parks and Recreation Department's development of an update to the system-wide long-range vision document the *Strategic Plan for the Santa Clara County Parks and Recreation System* ("Strategic Plan"). The original Strategic Plan was approved by the Board of Supervisors on August 5, 2003, and an abbreviated update was made in 2006. As the Strategic Plan is intended to be reviewed approximately every 10 years, the Parks Department began efforts to update the existing plan in September, 2016. A consultant team consisting of the professional planning and design firm PlaceWorks, and their sub-consultants 2M Associates and Land Economic Consultants (LEC), is assisting the Department in this update process.

Status of the Strategic Plan

The 2003 Strategic Plan sought to present a road map to guide the following 10-20 years of acquisition, planning, development, programming, management, and funding of regional parks and recreation in Santa Clara County. The 2006 abbreviated update re-assessed the 2003 park planning priorities and updated them as part of the 2006 Capital Improvement Program (CIP) Action Plan.

At the September 15, 2016 HLUET meeting, Department staff provided the Committee with an overview of the forthcoming planning process, at that time envisioned to include carrying out background research and analysis, an abbreviated visioning process, a countywide needs assessment and facilitating public and internal Department input. The intent was to maximize the efficiency of the planning process while producing an inclusive and innovative update to the Strategic Plan in under two years.

The development of the 2017 Strategic Plan Update document was planned to be carried out in four overlapping phases. Since then, what was once a two-part Phase Two has been broken into two separate phases, and as such, the planning process now has a total of five phases. The majority of the work encompassed by the first three phases (background and data collection) is complete at this time. Phase Four will be to complete, based on the first three planning phases, a draft document including a Long-range Vision chapter, a chapter presenting results of the Needs Assessment, a chapter outlining the new Integrated CIP list and process, and a final chapter including a three-five year Action Plan for near-term project goals. A summary of phases one – three are listed below:

Phase One of the project work included exploration of the Department's existing CIP Process and researching and analyzing project ranking/priority setting tools used by other agencies in development of their CIP Programs.

Phase Two centered on revisiting the Department's long-range mission and vision by examining existing planning documents, those of other similar agencies, and also general trends in the overall Parks and Recreation and Open Space Preservation industries.

Phase Three of the planning process was to perform a comprehensive Needs Assessment, including compiling an inventory of existing facilities and services, and examining internal processes and procedures; both of these focus areas are now mostly complete. Another primary goal of this phase, however, was to solicit stakeholder and public input, and this is where project work currently stands. The public input period for the Strategic Plan Update will conclude on May 18th. Once all input has been fully

documented and analyzed by the Project Team, a Needs Assessment report will be developed.

The full draft document will be brought before the PRC, HLUET and the Board for final approval.

CHILD IMPACT

The recommended action will have no/neutral impact on children and youth.

SENIOR IMPACT

The recommended action will have no/neutral impact on seniors.

SUSTAINABILITY IMPLICATIONS

The recommended action will have no/neutral sustainability implications.

BACKGROUND

The County General Plan provides the basic principles that guide the actions of the Parks and Recreation Department. The "Regional Parks, Trails and Scenic Highways Plan" of the County General Plan provides the basic planning vision of "a necklace of parks" for the regional parks, trails and open space system, where this "...vision remains alive as a positive blueprint for meeting current and long-term recreation needs and for preserving portions of our county's unique open space heritage."

In 2003, the original *Strategic Plan for the Santa Clara County Parks and Recreation System* ("Strategic Plan") further refined this vision and sought to present a road map to guide the following 10-20 years of acquisition, planning, development, programming, management, and funding of regional parks and recreation in Santa Clara County. In 2006, the Parks Department completed an abbreviated update of the Strategic Plan, where the 2003 planning priorities were re-assessed and updated as part of the 2006 Capital Improvement Program Action Plan. A program to review and update the Strategic Plan is intended to be carried out approximately every 10 years; as such, the Parks Department has undertaken this recent effort.

CONSEQUENCES OF NEGATIVE ACTION

Without the HLUET Committee's acceptance of the report, the Parks and Recreation Department would not fulfill the Committee's request for a status report on the development of an Updated Strategic Plan.

STEPS FOLLOWING APPROVAL

Notify Annie Thomson, Parks Department, upon processing.

LINKS:

- [Linked To: 82894 : 82894](#)

- **Linked To: 83680 : 83680**
- **Linked To: 84117 : 84117**
- **Linked To: 84809 : 84809**
- **Linked To: 85088 : 85088**