

Strategic Plan Update: Needs Assessment Scoping

Santa Clara County Parks and Recreation Commission

February 1, 2017



Strategic Plan Goals

- Update the Long-Range Vision (20 year scope).
- Assess key systems, procedures, policies, facilities, trends, and conditions in a comprehensive Needs Assessment.
- Develop a Capital Improvement Program (CIP) that better integrates operational costs. (10-year scope)
- Develop an Action Plan for near-term implementation of the Integrated CIP. (3-5 year)

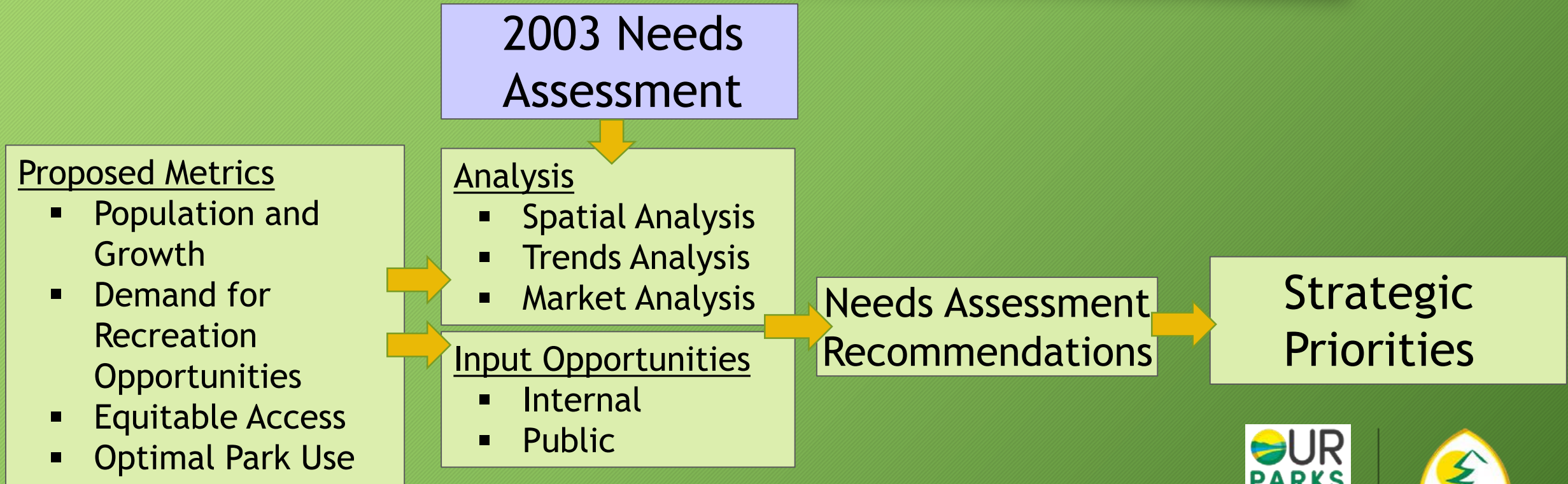


Strategic Plan: Needs Assessment Overview

- Purpose: To outline the proposed approach that will be used in the 2017 Needs Assessment to evaluate regional park and recreation demand, availability, access, and allocation.
- Status:
 - TAC meeting on Draft Metrics complete
 - Metrics being refined
 - Facilities inventory, market, and trends analysis upcoming
 - Public input opportunities upcoming



Overall Approach: 2017 Needs Assessment



Metric: Population and Growth

Question: How does parkland distribution relate to current and projected population?

Inputs (data)

- Inventory Data
- Population and Census
- Data from Comparable Agencies

Analysis

- Growth Analysis
- Acreage Analysis
 - Acres of regional park/ 1,000 countywide
 - Compared to other regional agencies
 - Compared to projected growth

Recommendations



Metric: Demand for Recreation

Question: What types of recreational facilities are needed?

Inputs

- National, State, County and local recreation trends
- Census Data
- Park Use Data
- Public Input



Analysis

- Trends
- Market Demand

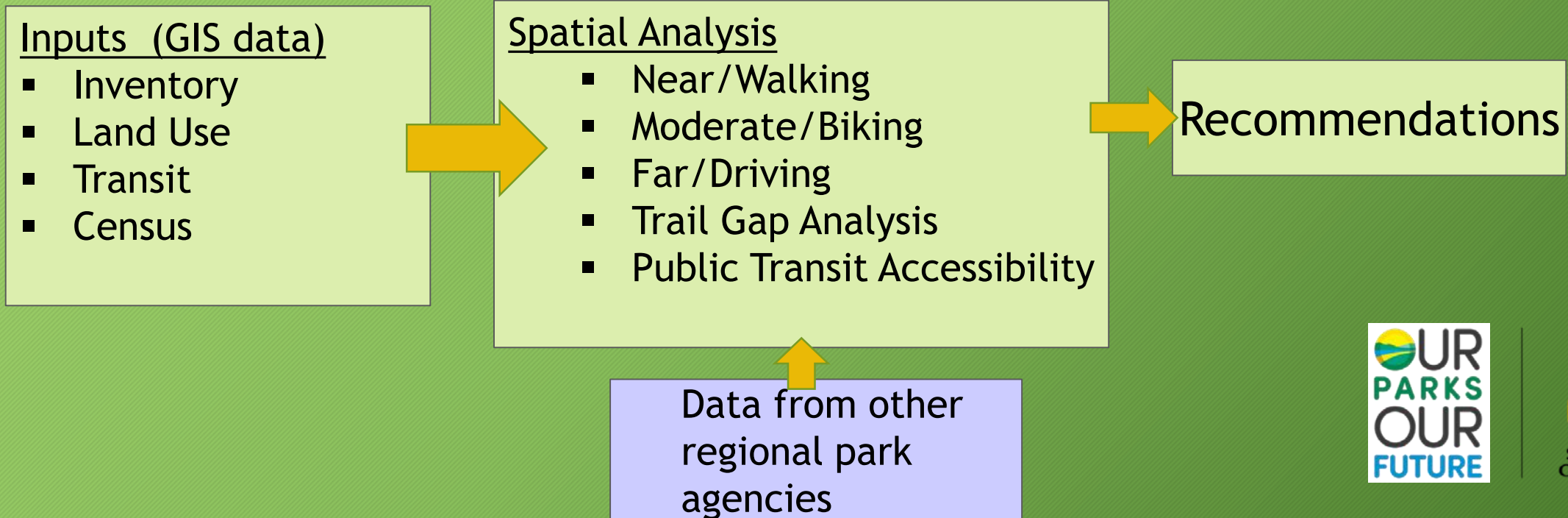


Recommendations



Metric: Equitable Access

Question: How accessible are County parks?



Metric: Equitable Access

- **Near/Walking:** What percent of the population lives within a ½ mile of a Regional Park (staging or other access point) or Regional Trail?
- **Moderate/Biking:** What percent of the population is within a ten-minute/approx. 1.5-2 mile safe bike ride?
- **Far/Driving:** What percent of the population lives within 10 miles of a Regional Park?
- **Transit:** What percent of Regional Parks are within a ¼ mile of a transit stop?
- **Trails:** Where are there gaps in Regional Trails that would otherwise connect population centers with regional parks?

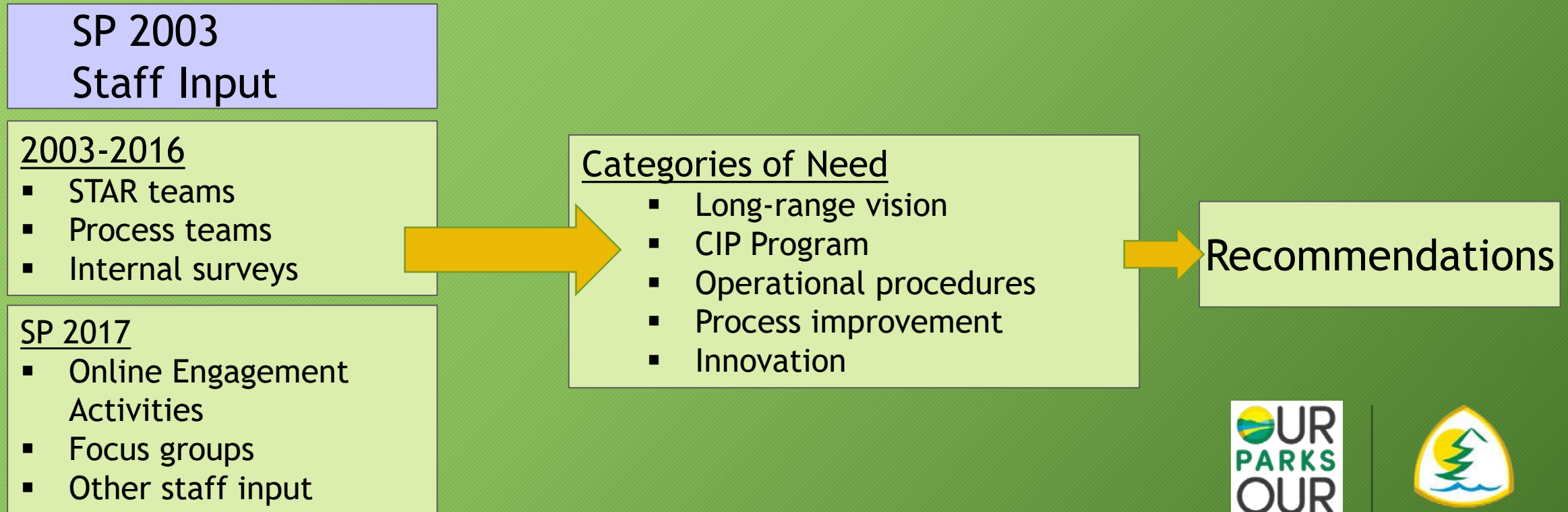


Metric: Optimal Park Use

What management activities or programs might improve park use?



Staff Input to Inform Needs



Public Input to Inform Needs

Statistically Significant

- Phone Survey (2014)
- Phone Survey (2015)
- Phone Survey (TBD)

Qualitative (SP 2017)

- Online Engagement Activities
- Events
- Other public input

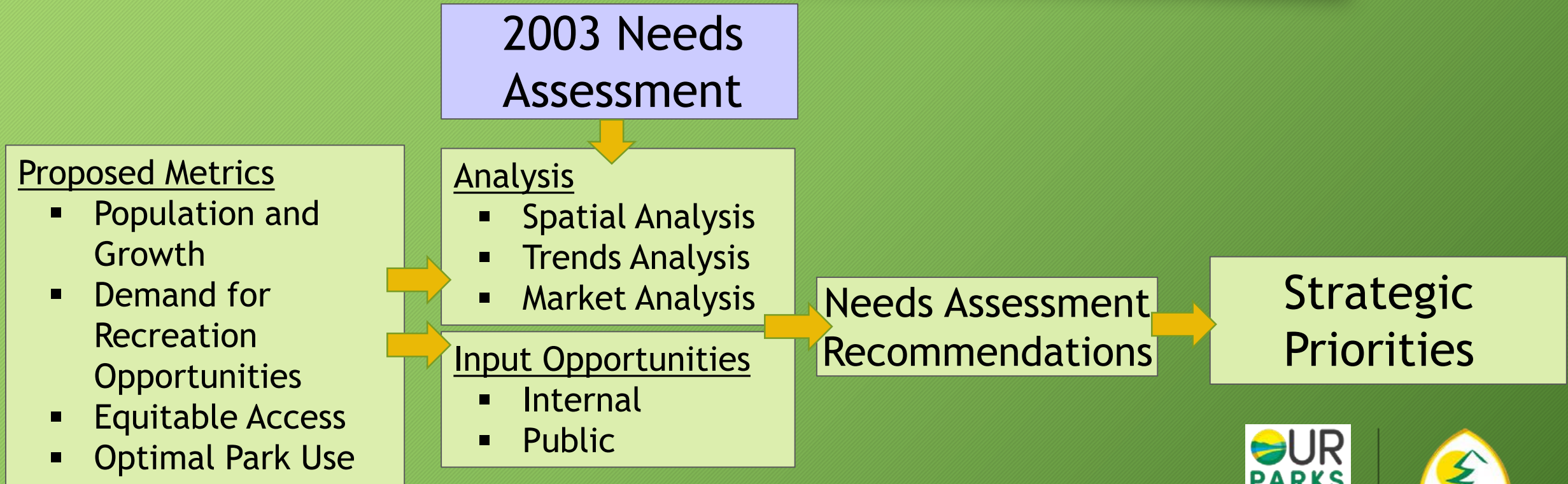
Categories of Need

- Population and Growth
- Demand for Recreation
- Equitable Access
- Optimal Park Use
- Other ideas / recommendations?

Recommendations



Overall Approach: 2017 Needs Assessment



NEXT STEPS

- Project Website Launch (ourfutureparks.org)- January 2017
- Needs Assessment- Jan - May 2017
 - Staff Online Engagement- Feb 2017
 - Public Online Engagement/Events- Mar - May 2017
- Draft Strategic Plan Document- Summer 2017
- Final Strategic Plan Document- Fall 2017



Questions?

