



SANTA CLARA™  
COUNTY PARKS

# Strategic Plan Update PUBLIC WORKSHOP

Santa Clara County Parks and Recreation Commission

May 3, 2017

# Strategic Plan Goals

- **Long-Range Vision** (20 year scope)
- **Needs Assessment**
  - Key systems, procedures, policies, facilities, trends, and conditions
  - Internal & Public
- **Capital Improvement Program (CIP)** (10-year scope)
- **Action Plan** (3-5 year scope)



# Strategic Plan Schedule

<b>Visioning background</b>	Sept 2016 - May 2017
<b>CIP Analysis</b>	Sept 2016 - June 2017
<b>Needs Assessment</b> (includes Public Visioning and CIP Input)	Nov 2016 - June 2017
<b>Draft Plan Development</b>	June 2017 - Sept 2017
<b>Final Plan</b>	Sept 2017 - Dec 2017



# Strategic Plan: Outreach Objectives

- Actively seek participation and input
- Connect with traditionally underrepresented groups
- Consult with community groups and partner organizations
- Employ a multi-faceted approach



# Strategic Plan: Website



- [www.ourfutureparks.org](http://www.ourfutureparks.org)
- Documents
- Schedule : Events
- Participation
- Via e-blasts, social media, partner channels



# Strategic Plan: Engagement Tool



SANTA CLARA COUNTY PARKS STRATEGIC PLAN UPDATE

[Sign Up](#) or [Log In](#)

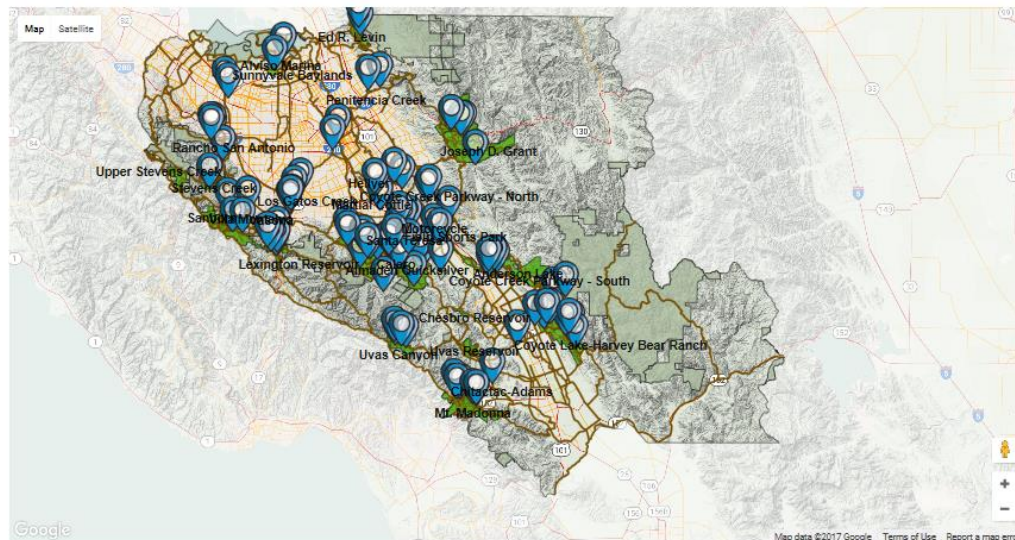
## PLACE YOUR COMMENTS ON A MAP.

This Strategic Plan Update will help chart the course for the Parks Department's next 20 years. Your thoughts and opinions are critical in helping shape the vision for this plan. **On the map below, tell us about the County parks, trails and features that you use and enjoy the most, and also about places where you envision a change.**

PLEASE [SIGN UP](#) OR [LOG IN](#) TO PARTICIPATE.

Street Address or Intersection (optional - or click instead)

ZOOM



PLEASE [SIGN UP](#) OR [LOG IN](#) TO PARTICIPATE.

## SUBMITTED COMMENTS

image	name	rating/frequency	response	date
	Garnetta Annable	no_rating / no_frequency	Except to volunteer to clear the Deer pen at Mt. Madonna-- don't visit because it is closed to mountain bicycling.	05/03/2017 <a href="#">open in map</a>
	Advyth Ramachandran	question /	I would like the Silver Creek hills to become a	05/01/2017

- Online Engagement Tool
- Priority setting
- Mapping activity
- View comments
- Across all devices

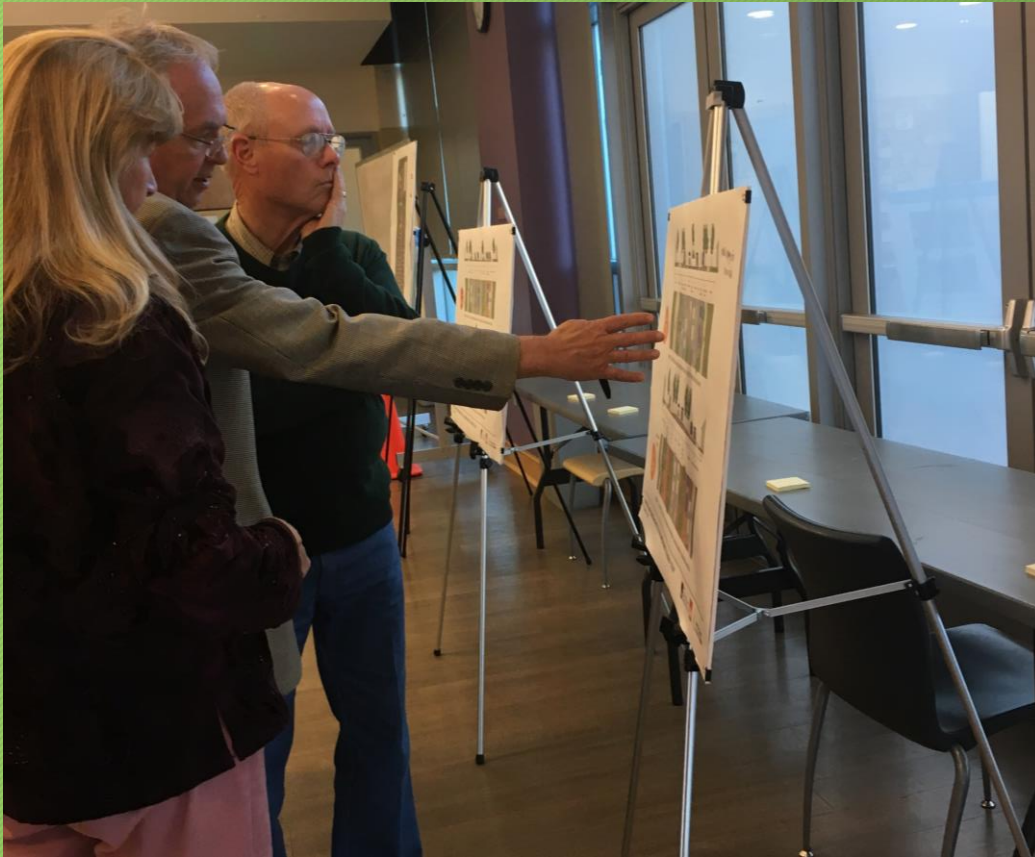


# Strategic Plan: Public Outreach Events

- Morgan Hill Farmers Market - COMPLETE
- SoFA Street Fair - COMPLETE
- Mountain View A-La-Cart
- Berryessa Art Festival
- Martial Cottle Spring Festival



# Strategic Plan: Public Workshop



- Visit a station
- Talk to staff
- Write your comments
- DEBRIEF at 6:15





# Questions?

