



# Pleasant Valley Recreation and Park District Senior and Community Recreation Center Facility Needs Assessment Study

August 2018





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# ACKNOWLEDGEMENTS

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# Executive Summary

## Project Vision

The Pleasant Valley Recreation and Park District (PVRPD), in conjunction with the City of Camarillo, requested GreenPlay, LLC, to conduct a Needs Assessment for senior recreation and indoor recreation within the community that the District serves. This Senior and Community Recreation Facility Needs Assessment Study will allow PVRPD to determine how its current senior center and recreation facilities are meeting the needs of the community. The District currently serves the City of Camarillo and the surrounding area, a population of above 77,000. According to the District's 2013-2018 Strategic Plan, over 33 percent of households in the sphere of influence include persons over the age of 65. The District manages 28 parks and the following facilities – a senior center, a community center, and an indoor aquatics center. This plan includes extensive community outreach and feedback, along with a market assessment and needs assessment to determine whether or not the District should expand or repurpose existing facilities, or if new facilities will be needed.

To identify potential gaps in senior and general recreation services (for indoor facility dependent recreation facilities and services), our team engaged all segments of the community. Input was used to determine participation levels, unmet needs, use of alternative providers, support for funding of a new or expanded center, and other information that led to implementable goals and recommendations. We worked closely with the District, the City of Camarillo, and other stakeholders to identify gaps in recreation and activities for the senior population and other members of the community.

## Methodology of this Planning Process

The project consisted of the following tasks:

- Strategic Kick-Off Meeting
- Determination of Critical Success Factors
- Review of Information Gathered
- Evaluation of Current Facilities
- Assessment of Current Programs
- Stakeholder Meetings, Focus Groups, and a Public Forum
- Community Needs Assessment – Statistically Valid Survey and Open Link Survey
- Demographic and Trends Analysis
- Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis
- Tour of Potential Sites for a New Recreation Center
- Market Assessment
- Identification of Service Gaps
- Identification of Recreation Facilities Gaps
- Identification of Solutions to Meet Community Needs
- Identification of Indoor Recreational Facility Amenities
- Findings Presentation Public Forum
- Visioning Workshop
- Recommendations for Facility Improvements - expand, repurpose existing facilities, or if new facilities will be needed
- Operational and Maintenance Analysis
- Draft Report
- Final Report and Presentation

GreenPlay facilitated five (5) focus groups involving 61 people, eleven (11) stakeholder meetings and two (2) public forums attended by approximately 250 people, most of whom frequently use the facilities and/or programs. A total of 3,500 surveys were mailed to a random sample of PVRPD residents. In addition to the mailed invitation survey, an open link online survey was made available to all Park District residents. A total of 1,084 surveys, 336 invitation surveys and 748 open links surveys, were received. The following is a summary of the top community recreation priorities based on the focus groups, the public forums, and surveys received.

### **SURVEY RESULTS MAJOR THEMES**

- **PVRPD should keep up the good work with facilities and parks.**
- **Trails/pathways are also highly important.**
- **Special event space and a senior activities area are highly desired.**
- **Senior programs, youth programs, and special events are important.**
- **The current location, 1605 E. Burnley is the best location.**

## **Top Community Recreation Priorities**

### **Facilities Areas of Improvement**

- **Facilities (indoor and outdoor)**
  - **Design, quantity, quality, accessibility, infrastructure**
  - **Senior, youth, family**
    - ◆ **Community spaces**
    - ◆ **Classrooms**
    - ◆ **Gymnasium**
    - ◆ **Multiuse spaces**
    - ◆ **Event space**

### **Program Areas of Improvement**

- **Active Recreation**
- **Passive Recreation**
- **Lifelong Learning Opportunities**
- **Cultural Arts**
- **Health and Wellness**

## **Program and Indoor Facilities Analysis**

GreenPlay worked with the PVRPD General Manager to analyze existing indoor recreational facilities in the District. The assessment consisted of an analysis of the general ability to provide the desired indoor recreational programs, facilities, and services identified by the PVRPD community.

The District is currently experiencing a lack of available facilities to meet demand, and overcrowding of existing indoor facilities exists. The District currently offers over 1,700 unique programs and classes with program participants reaching over 800,000 annually, which does not include passive park users or special event participants.

Additionally, the existing providers and associated facilities cannot meet the expressed desires and needs of the community. It is the consultant's opinion that a new indoor senior and community recreation center would not adversely affect the other service providers, but instead provide additional opportunities to expose residents to the entry level programs and services they provide, acting as a feeder system to other service providers.



According to the 2016 Program Statistics Analysis conducted by the District and reviewed during this study, the following observations have been made:

- Aquatics, community classes, and sports are meeting community demand.
- Senior/Adult programming is losing participants due to overcrowding and lack of available facilities.
- At least 15 Senior/Adult programming needs have been identified and denied due to a lack of available facilities.

### PROGRAM STATISTICS ADULT PROGRAMS REQUESTED IN 2016 AND DENIED DUE TO LACK OF FACILITY SPACE

- Bridge Tournaments
- Book Club
- Ceramics
- Sewing Class
- Quilting Club
- Newtimer's Group
- Additional Pinochle Games
- Seminars
- Drop-in Basketball
- Additional Card Group
- Grievance Group
- Grandparents Support Group
- Drop-in Computer Use
- TV Room
- Lunch Groups

Auditoriums and gymnasiums are also used above the optimal capacity as identified by the District, often resulting in unmet needs for the community.

- Due to high class/meeting room reservation rates at the Freedom Center and the Community Center, it is impractical to expand programming within the current facilities to meet the needs of seniors as well as the community at large.
- Use of the Freedom Center gym is a short-term situation; the District doesn't own the land, building, or parking lot, and access could be terminated at any time.
- The existing Senior Center is maxed out with regard to usage and programming.

PVRPD staff does a good job maintaining the current facilities and utilizing them to their maximum potential. Unfortunately, the majority of PVRPD's current facilities are outdated, in need of expensive infrastructure upgrades, and are reaching the end of their useful life expectancy. Recreational programming has changed, and the current facilities are not easily adaptable to today's recreation needs. Attempting to renovate and/or repurpose the existing facilities will be extremely costly and will not result in any improvements that would allow for additional programming.

National and Regional trends indicate an increase in recreational program participation when appropriate facilities are accessible and available. GreenPlay's observations and experience validates that communities experience a significant increase in recreational program participation when agencies are able to provide a variety of appropriate recreational spaces. It is the collective opinion of the consultant team that the existing facilities need to be replaced in order for PVRPD to expand and enhance programming to meet the identified needs and desires of the community.

## Helpful District Statistics

1. Freedom Gymnasium
  - a. Users: 7,673: 2016 Calendar Year
    - i. Table Tennis, Pickleball, Badminton, Basketball, Special Olympics
2. Community Center/Auditorium (Special Event/Large Event)
  - a. 2,917+ Adult Users: 2016 Calendar Year
    - i. 50+ Expo, Wii Bowling, Movies, and more
3. Senior Center/Classrooms
  - a. 38,501+ Adult Users: 2016 Calendar Year
    - i. Art, Arthritis, Band, Billiards, Bingo, Blood Pressure, Bone Builders, Café, Games, Parkinson's, and more
4. PV Aquatics Center
  - a. 16,538 Adult Users – 2016 Calendar Year
    - i. Water Exercise, Lap Swim (AM, Lunch, PM), Aquacize, Adult Swim Lessons
  - b. 333 Senior Passes Sold – 2017 Calendar Year

The following chart represents the current Square Footage of Indoor Facilities Owned or Managed by PVRPD.

**Table 1: Square Footage of Indoor Facilities Owned or Managed by PVRPD.**

<b>Facilities Owned or Managed by PVRPD</b>	<b>Indoor Sq. Ft</b>	<b>Indoor Activity Space/Sq. Ft</b>	<b>Indoor/District Owned Activity Space/Sq. Ft.</b>	<b>Sq. Ft. 1605 E. Burnley</b>
Community Center	10,351	10,351	10,351	10,351
Classrooms	4,615	4,615	4,615	4,615
Administrative Offices	2,849			
Senior Center	3,974	3,974	3,974	3,974
Freedom Center	6,738	6,738	6,738	
Freedom Gymnasium	10,065	10,065		
Aquatic Center	15,143	15,143	15,143	
PV East Meeting Room	1,152	1,152	1,152	
Dos Caminos	900	900	900	
<b>Total</b>	<b>54,887</b>	<b>52,038</b>	<b>41,973</b>	<b>18,940</b>

## Solutions to Meet Community Demand for Programs and Facilities

During the development of the Critical Success Factors for this project, the Liaison Committee requested the development of “Three Plans” (Plan 1, Plan 2, Plan 3) of concepts for additional senior and community recreation facilities.

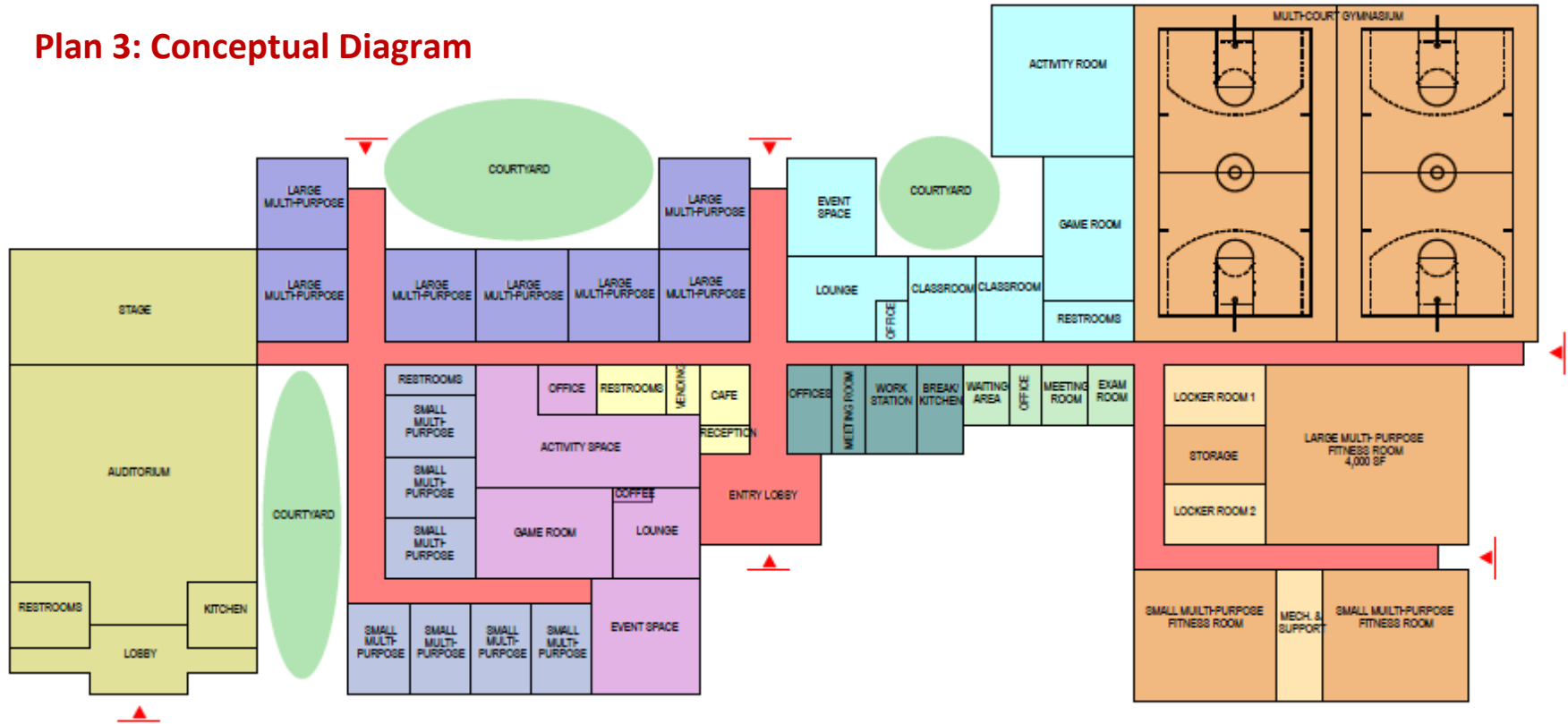
**Plan 1 (Approximately 14,616 square feet):** Calls for a multi-use facility to address some of the overcrowding of current facilities. All current facilities would remain in current condition. Activity Spaces to include the addition of Multi-generational Lounge, Multi-generational Game Room, Multi-generational Activity Room (converts into recreational space, programs, special events), and Multi-generational Large Multi-Purpose Fitness Room (group exercise classes, yoga, Zumba, tone & stretch, Pilates, Stretching for Everyone, etc.).

**Plan 2 (Approximately 31,272 square feet):** Calls for new facilities which would include multi-use facility needed to expand and enhance programs and services to address the majority of identified community desires and needs. Activity Spaces to include Multi-generational Lounge, Multi-generational Game Room, Multi-generational Activity Room (converts into recreational space, programs, special events, etc.), Multi-generational Large Multi-Purpose Fitness Room (group exercise classes, yoga, Zumba, tone & stretch, Pilates, Stretching for Everyone, etc.) Multi-generational Gymnasium, and locker rooms. All current facilities to remain.

**Plan 3 (Approximately 68,454 square feet):** Calls for new facilities which would include all of the facility elements needed to expand and enhance programs and services to address all of the identified community desires and needs, and position the District to perform well into the future. This facility would be an all-in-one facility to include a Senior Wing (dedicated), Youth Wing (dedicated), Special Event Space/Auditorium, Multi-purpose rooms, Family Services (dedicated), Fitness Space, Gymnasium, Administrative offices, circulation, and support.

<b>PVRPD CONCEPTUAL SQUARE FOOTAGE</b>			
<b>Operations – Building Support</b>	<b>Plan 3</b>	<b>Plan 2</b>	<b>Plan 1</b>
Entry Lobby	1,200	1,000	800
Reception/Access Control/Registration	300	300	300
Waiting Area	300	300	300
Vending Area	120		120
Exam/Consultation Room	300		
Café	300		
Locker Rooms with Showers (men’s and women’s)	1,400	1000	
Accessible Toilet Room (men’s and women’s)	500	500	400
Custodial Closet (ground and upper floors)	80	80	80
Communications – IPS and Server Room	150	150	150
Electrical Room	120	120	120
Mechanical Room	400	400	200
General Building Storage	585	400	400
Fire Pump Room	120	120	120
<b>Subtotal: Building Support Spaces</b>	<b>5,875</b>	<b>4,370</b>	<b>2,990</b>
<b>Operations – Facility Administration</b>	<b>Plan 3</b>	<b>Plan 2</b>	<b>Plan 1</b>
Offices (all general offices)	1,000	120	120
Conference/Meeting Rooms	450		
Work Station Space	300		
Breakroom/Kitchen	300		
Storage	70	70	70
Staff Restroom – Unisex	200	200	200
<b>Subtotal: Facility Administration</b>	<b>2,320</b>	<b>390</b>	<b>390</b>
<b>Activity Spaces</b>	<b>Plan 3</b>	<b>Plan 2</b>	<b>Plan 1</b>
Multi-Purpose Gymnasium (2 courts @ 50 x 94)	12,000	12,000	
Gymnasium Storage	600	500	
Lounge (multi-generational)	1,600	1,200	1,200
Game Room (multi-generational)	1,400	1,200	1,200
Activity Room (multi-generational)	4,800	3,200	3,200
Classroom (before/after school/daycare)	1,200		
Large Multi-Purpose Fitness Room	4,000	3,200	3,200
Small Multi-Purpose Fitness Room	4,000		
<b>Subtotal: Activity Spaces</b>	<b>29,600</b>	<b>21,300</b>	<b>8,800</b>
<b>Community Spaces</b>	<b>Plan 3</b>	<b>Plan 2</b>	<b>Plan 1</b>
Large Classroom Style Space	6,300		
Small Classroom Style Space	4,200		
Large Open Space (dividable)	6,000		
Commercial Kitchen	1,000		
Coffee Bar	50		
Special Event Spaces (senior and youth wings)	1,700		
<b>Subtotal: Community Spaces</b>	<b>19,250</b>		
<b>Sub Total Summary</b>	<b>57,045</b>	<b>26,060</b>	<b>12,180</b>
<b>Circulation (20% of Total Building SF)</b>	<b>11,409</b>	<b>5,212</b>	<b>2,436</b>
<b>Total Gross</b>	<b>68,454</b>	<b>31,272</b>	<b>14,616</b>
<b>Changes to square footage</b>			
Program does not apply			

# Plan 3: Conceptual Diagram



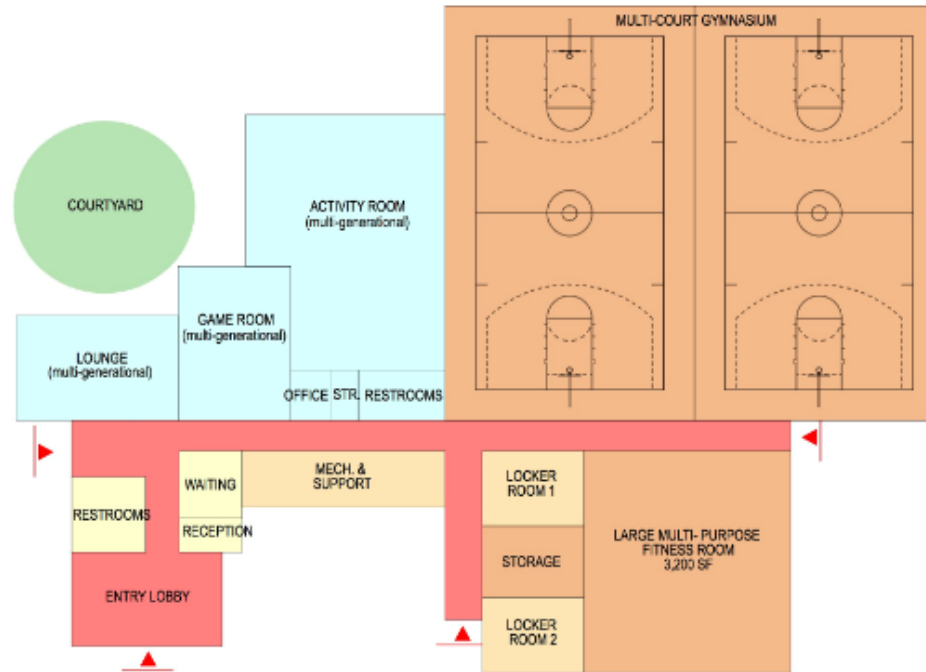
PLAN 3 SPACE DIAGRAM - SCALE 1" = 40' 0 20' 40' 80'

## LEGEND

68,454 sf

- |                     |                     |                 |
|---------------------|---------------------|-----------------|
| SENIOR              | GYMNASIUM & FITNESS | ADMINISTRATION  |
| YOUTH               | CIRCULATION         | FAMILY SERVICES |
| LARGE MULTI-PURPOSE | AUDITORIUM          | SUPPORT SPACES  |
| SMALL MULTI-PURPOSE | LOBBY/ ENTRANCE     |                 |





## Plan 2: Conceptual Diagram



PLAN 2 SPACE DIAGRAM - SCALE 1" = 40'

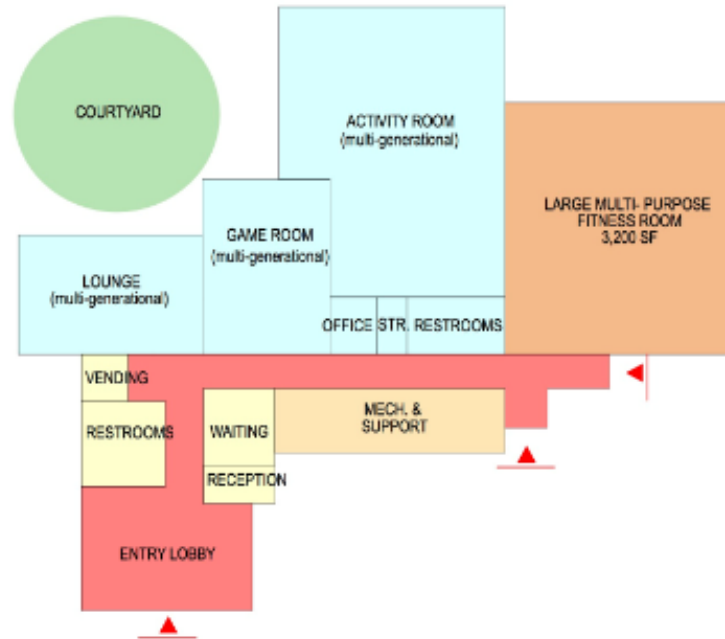


### LEGEND

	ACTIVITY SPACES (multi-generational)		GYMNASIUM & FITNESS
	CIRCULATION LOBBY/ ENTRANCE		SUPPORT SPACES
	OPERATIONS/ BUILDING SUPPORT		

31,272 sf

# Plan 1: Conceptual Diagram



PLAN 1 SPACE DIAGRAM - SCALE 1" = 40'



## LEGEND

14,616 sf

- |   |   |   |                     |
|---|---|---|---------------------|
|  | ACTIVITY SPACES<br>(multi-generational) |  | GYMNASIUM & FITNESS |
|  | CIRCULATION<br>LOBBY/ ENTRANCE          |  | SUPPORT SPACES      |
|  | OPERATIONS/ BUILDING<br>SUPPORT         |   |                     |

The following is a list of the most desired programs and activities as identified through community input during the project listed in order of response:

#### **Most Desired Programs and Activities**

- Special events
- Senior activities
- Senior programs
- Youth programs
- More programs and events
- Community events
- Lap swimming
- Gymnasium activities
- Exercise/fitness/dance/wellness activities
- Leisure activities
- Computer activities/learning activities

#### **Lifelong Learning and Cultural Arts**

- Senior social interaction
- Affordable meals
- Cultural activities
- Social dances
- Pottery, arts, crafts, sewing, jewelry making
- Cooking classes
- Folk, country, rock and roll guitar programs
- Educational classes (brain health, stress management, cardio health, nutrition, diabetes, foreign languages, cooking, technology – email, smartphone, etc.)

#### **Active Recreational Programs**

- Pickleball
- Lawn Bowling
- Basketball
- Ping-Pong
- Bocce Ball
- Badminton
- Volleyball
- Indoor Soccer/Futsal
- Outdoor recreation including organized hikes and walking classes
- Fitness Classes
- Yoga, meditation, stress, balance, chair exercise classes, tai chi classes
- Fitness equipment classes
- Consider cardiovascular and select weight equipment as an add alternate

#### **Youth Programs**

- Childcare/programs for younger children
- Before and after school programs
- Board and video games
- Outdoor basketball

#### **Desired Facilities Amenities**

- Warm, inviting welcome lounge area to socialize
- Dedicated area and services for seniors
- Multiple spaces for various fitness and educational classes





### **Special Event Spaces**

- Large multi-use space with separate breakout areas
- Café for socializing and eating
- Large Community Kitchen

### **Gymnasium**

- 2 court gym (one main high school size court with two cross courts)
- Traditional gym to facilitate active sports programming– basketball, pickleball, ping-pong, volleyball, badminton, indoor soccer/futsal, fitness classes

### **Classrooms/multi-purpose spaces**

- Combination of larger and smaller multi-purpose spaces
- Several with sinks, storage closets built into walls

The additional recreational activity areas that have been recommended will allow PVRPD to greatly expand and enhance program offerings.

## Recommendations

An analysis of input received in focus groups, stakeholder meetings, staff interviews, community needs assessment survey, facility and site tours, market analysis, and demographic and trends research confirm that PVRPD residents desire improved and expanded facilities. The GreenPlay Team, including Mogavero Architects, recommends considering building a new Senior and Community Recreation Center at the current site of the main PVRPD facilities. This location provides for an exceptional recreation experience all in one place and takes advantage of land currently owned by the PVRPD, allowing for maximum operational efficiency and use of an existing, successful location. Plan 3 is the recommended plan, as this plan has all of the facility elements needed to expand and enhance programs and services to address all of the identified community desires and needs, and position the District to perform well into the future. This new facility would have the latest technology and equipment, would be energy efficient, and would most likely be a LEED Certified facility.

Potential Project Construction Costs Ranges for each plan would be as follows.

## Plan 3

### PVRPD CONCEPTUAL BUDGET - PLAN 3

A. Operations - Building Support		Base Program	Cost / SF Range	Program Cost Range	
Subtotal: Building Support Spaces		5,875		\$3,045,500	\$3,759,000
approximate cost per square foot				\$518	\$640
B. Operations - Facility Administration		Base Program	Cost Range	Program Cost Range	
Subtotal: Facility Administration		2,320		\$834,500	\$964,000
approximate cost per square foot				\$360	\$416
C. Activity Spaces		Base Program	Cost Range	Program Cost Range	
Subtotal: Activity Spaces		29,600		\$15,000,000	\$17,080,000
approximate cost per square foot				\$507	\$577
D. Community Spaces		Base Program	Cost Range	Program Cost Range	
Subtotal: Community Spaces		19,250		\$7,357,500	\$8,372,500
approximate cost per square foot				\$382	\$435
<b>Sub Total Summary</b>		57,045	\$460 - \$529	\$26,237,500	\$30,175,500
Circulation	(20% of Total Building SF)	11,409	\$350 - \$400	\$3,993,150 -	\$4,563,600
<b>Total Gross</b>		<b>68,454</b>	<b>\$442 - \$507</b>	<b>\$30,230,650 -</b>	<b>\$34,739,100</b>
<b>TOTAL BUILDING COST</b>			<b>\$475</b>	<b>\$32,484,875</b>	
<b>SITE DEVELOPMENT COST</b>					
Utilities / Infrastructure				\$750,000	- \$1,000,000
Site Circulation / Parking				\$1,000,000	- \$2,000,000
Landscape / Site Furnishings				\$500,000	- \$750,000
				<b>\$2,250,000</b>	<b>- \$3,750,000</b>
<b>TOTAL SITE DEVELOPMENT COST</b>				<b>\$3,000,000</b>	
<b>TOTAL BUILDING AND SITE CONST. COST - 2018</b>				<b>\$35,484,875</b>	
15% ESCALATION TO 6/1/2021				\$5,322,731.25	
PROJECT SOFT COSTS: 30%				\$12,242,282	
<i>Example: submittal fees, impact development fees, loan costs, design fees, insurance, interest</i>					
<b>TOTAL PROJECT COST - 2021</b>				<b>\$47,727,157</b>	
CONTINGENCY: 10%				\$4,772,716	
<b>TOTAL PROJECT COST - 2021 - W/CONTINGENCY</b>				<b>\$52,499,872.56</b>	

- This low cost range assumes a medium level quality of finish with durable surfaces on the interior (LVT and some accent wall covering) and accent fenestration on the exterior (corrugated metal paneling, thin brick).
- This high cost range assumes a high level quality of finish with premium surfaces on the interior (stone and wood paneling) and major fenestration on the exterior (aluminum panels, stone, rainscreens).
- The costs have been escalated to what is assumed to be the midpoint of construction in 2021. We assume a start date in the summer of 2020 and a 24 month construction duration.

The projected cost for the building elements program for Plan 3 is estimated to be \$35.5 in construction costs and \$52.5M total project costs in 2021 dollars. The conceptual plans have been developed to illustrate potential space elements for a new Senior and Community Recreation Center.

Pleasant Valley Recreation and Park District Plan 3 Preliminary Draft Operational Budget for Recreation Center			
<b>Preliminary Draft Operational Budget Projections - Budget developed to determine the expenses and revenues that may be achieved with Plan 3. Number of daily entrances and program registrations needed to be sold to reach cost recovery target identified by PVRPD staff. No guarantee is being implied by GreenPlay that these projections will be obtained.</b>			
	Estimated Cost Recovery	83%	Goal 65%
<b>STAFFING PROJECTIONS</b>			\$177,265 29.53%
Contractual Services			\$270,040 44.98%
Commodities			\$153,004 25.49%
	<b>TOTAL EXPENSES</b>		\$600,309
<b>REVENUE</b>			
Passes			\$317,800.00
Rentals			\$102,700.00
Recreation Programs			\$80,600.00
	<b>TOTAL REVENUE</b>		\$501,100.00
	<b>TOTAL NET</b>		<b>-\$99,209.00</b>
	<b>COST RECOVERY</b>		<b>83%</b>

Potential budget implications total: One-time cost of \$52.5M for total project costs for construction of a Plan 3 Senior and Community Recreation Center and annual costs of \$99,209 subsidy for operations and maintenance costs.

Estimated Cost recovery is 83%.

# Plan 2

## PVRPD CONCEPTUAL BUDGET - PLAN 2

A. Operations - Building Support		Base Program	Cost / SF Range	Program Cost Range	
Subtotal: Building Support Spaces		4,370		\$2,358,000	\$2,967,000
approximate cost per square foot				\$540	\$679
B. Operations - Facility Administration		Base Program	Cost Range	Program Cost Range	
Subtotal: Facility Administration		390		\$183,000	\$216,000
approximate cost per square foot				\$469	\$554
C. Activity Spaces		Base Program	Cost Range	Program Cost Range	
Subtotal: Activity Spaces		21,300		\$11,335,000	\$13,000,000
approximate cost per square foot				\$532	\$610
D. Community Spaces		Base Program	Cost Range	Program Cost Range	
Subtotal: Community Spaces		0		\$0	\$0
approximate cost per square foot				\$0	\$0
<b>Sub Total Summary</b>		26,060	\$532 - \$621	\$13,876,000	\$16,183,000
<b>Circulation</b>	(20% of Total Building SF)	5,212	\$350 - \$400	\$1,824,200 -	\$2,084,800
<b>Total Gross</b>		<b>31,272</b>	<b>\$502 - \$584</b>	<b>\$15,700,200 -</b>	<b>\$18,267,800</b>
<b>TOTAL BUILDING COST</b>			<b>\$543</b>	<b>\$16,984,000</b>	
<b>SITE DEVELOPMENT COST</b>					
Utilities / Infrastructure				\$750,000	- \$1,000,000
Site Circulation / Parking				\$1,000,000	- \$2,000,000
Landscape / Site Furnishings				\$500,000	- \$750,000
				<b>\$2,250,000</b>	<b>- \$3,750,000</b>
<b>TOTAL SITE DEVELOPMENT COST</b>				<b>\$3,000,000</b>	
<b>TOTAL BUILDING AND SITE CONST. COST - 2018</b>				<b>\$19,984,000</b>	
15% ESCALATION TO 6/1/2021				\$2,997,600.00	
PROJECT SOFT COSTS: 30%				\$6,894,480	
<i>Example: submittal fees, impact development fees, loan costs, design fees, insurance, interest</i>					
<b>TOTAL PROJECT COST - 2021</b>				<b>\$26,878,480</b>	
CONTINGENCY: 10%				\$2,687,848	
<b>TOTAL PROJECT COST - 2021 - W/CONTINGENCY</b>				<b>\$29,566,328.00</b>	

- This low cost range assumes a medium level quality of finish with durable surfaces on the interior (LVT and some accent wall covering) and accent fenestration on the exterior (corrugated metal paneling, thin brick).
- This high cost range assumes a high level quality of finish with premium surfaces on the interior (stone and wood paneling) and major fenestration on the exterior (aluminum panels, stone, rainscreens).
- The costs have been escalated to what is assumed to be the midpoint of construction in 2021. We assume a start date in the summer of 2020 and a 24 month construction duration.

The projected cost for the building elements program for Plan 2 is estimated to be \$20M in construction costs and \$30M total project costs in 2021 dollars.

Pleasant Valley Recreation and Park District			
Plan 2 Preliminary Draft Operational Budget for Recreation Center			
Preliminary Draft Operational Budget Projections - Budget developed to determine the expenses and revenues that may be achieved with Plan 2. Number of daily entrances and program registrations needed to be sold to reach cost recovery target identified by PVRPD staff. No guarantee is being implied by GreenPlay that these projections will be obtained.			
	Estimated Cost Recovery	31%	Goal 65%
<b>STAFFING PROJECTIONS</b>			
Contractual Services			\$226,104 49.43%
Commodities			\$139,940 30.59%
			\$91,399 19.98%
	<b>TOTAL EXPENSES</b>		<b>\$457,443</b>
<b>REVENUE</b>			
Passes			\$83,995
Rentals			\$7,500
Recreation Programs			\$51,200
	<b>TOTAL REVENUE</b>		<b>\$142,695</b>
	<b>TOTAL NET</b>		<b>-\$314,748</b>
	<b>COST RECOVERY</b>	<b>31%</b>	<b>Goal 65%</b>

Potential budget implications total: One-time cost of \$30M for total project costs for construction of a Plan 2 and annual costs of \$314,748 subsidy for operations and maintenance costs.

Estimated Cost recovery is 31%.

# Plan 1

## PVRPD CONCEPTUAL BUDGET - PLAN 1

A. Operations - Building Support	Base Program	Cost / SF Range	Program Cost Range	
<b>Subtotal: Building Support Spaces</b>	<b>2,990</b>		<b>\$1,440,000</b>	<b>\$1,895,000</b>
approximate cost per square foot			\$482	\$634
B. Operations - Facility Administration	Base Program	Cost Range	Program Cost Range	
<b>Subtotal: Facility Administration</b>	<b>390</b>		<b>\$183,000</b>	<b>\$216,000</b>
approximate cost per square foot			\$469	\$554
C. Activity Spaces	Base Program	Cost Range	Program Cost Range	
<b>Subtotal: Activity Spaces</b>	<b>8,800</b>		<b>\$3,960,000</b>	<b>\$4,400,000</b>
approximate cost per square foot			\$450	\$500
D. Community Spaces	Base Program	Cost Range	Program Cost Range	
<b>Subtotal: Community Spaces</b>	<b>0</b>		<b>\$0</b>	<b>\$0</b>
approximate cost per square foot			\$0	\$0
<b>Sub Total Summary</b>	<b>12,180</b>	<b>\$458 - \$535</b>	<b>\$5,583,000</b>	<b>\$6,511,000</b>
<b>Circulation</b> (20% of Total Building SF)	<b>2,436</b>	<b>\$350 - \$400</b>	<b>\$852,600 -</b>	<b>\$974,400</b>
<b>Total Gross</b>	<b>14,616</b>	<b>\$440 - \$512</b>	<b>\$6,435,600 -</b>	<b>\$7,485,400</b>

<b>TOTAL BUILDING COST</b>	<b>\$476</b>	<b>\$6,960,500</b>
<b>SITE DEVELOPMENT COST</b>		
Utilities / Infrastructure		\$750,000 - \$1,000,000
Site Circulation / Parking		\$1,000,000 - \$2,000,000
Landscape / Site Furnishings		\$500,000 - \$750,000
		<b>\$2,250,000 - \$3,750,000</b>
<b>TOTAL SITE DEVELOPMENT COST</b>		<b>\$3,000,000</b>
<b>TOTAL BUILDING AND SITE CONST. COST - 2018</b>		<b>\$9,960,500</b>
15% ESCALATION TO 6/1/2021		<b>\$1,494,075.00</b>
PROJECT SOFT COSTS: 30%		<b>\$3,436,373</b>
<i>Example: submittal fees, impact development fees, loan costs, design fees, insurance, interest, etc.</i>		
<b>TOTAL PROJECT COST - 2021</b>		<b>\$13,396,873</b>
CONTINGENCY: 10%		<b>\$1,339,687</b>
<b>TOTAL PROJECT COST - 2021 - W/CONTINGENCY</b>		<b>\$14,736,559.75</b>

- This low cost range assumes a medium level quality of finish with durable surfaces on the interior (LVT and some accent wall covering) and accent fenestration on the exterior (corrugated metal paneling, thin brick).
- This high cost range assumes a high level quality of finish with premium surfaces on the interior (stone and wood paneling) and major fenestration on the exterior (aluminum panels, stone, rainscreens).
- The costs have been escalated to what is assumed to be the midpoint of construction in 2021. We assume a start date in the summer of 2020 and a 24 month construction duration.

# PVRPD CONCEPTUAL BUDGET - PLAN 1

A. Operations - Building Support	Base Program	Cost / SF Range	Program Cost Range	
<b>Subtotal: Building Support Spaces</b>	2,990		\$1,440,000	\$1,895,000
approximate cost per square foot			\$482	\$634
B. Operations - Facility Administration	Base Program	Cost Range	Program Cost Range	
<b>Subtotal: Facility Administration</b>	390		\$183,000	\$216,000
approximate cost per square foot			\$469	\$554
C. Activity Spaces	Base Program	Cost Range	Program Cost Range	
<b>Subtotal: Activity Spaces</b>	8,800		\$3,960,000	\$4,400,000
approximate cost per square foot			\$450	\$500
D. Community Spaces	Base Program	Cost Range	Program Cost Range	
<b>Subtotal: Community Spaces</b>	0		\$0	\$0
approximate cost per square foot			\$0	\$0
<b>Sub Total Summary</b>	12,180	\$458 - \$535	\$5,583,000	\$6,511,000
<b>Circulation</b> (20% of Total Building SF)	2,436	\$350 - \$400	\$852,600	\$974,400
<b>Total Gross</b>	<b>14,616</b>	<b>\$440 - \$512</b>	<b>\$6,435,600</b>	<b>\$7,485,400</b>
<b>TOTAL BUILDING COST</b>		<b>\$476</b>	<b>\$6,960,500</b>	
<b>SITE DEVELOPMENT COST</b>				
Utilities / Infrastructure			\$750,000 - \$1,000,000	
Site Circulation / Parking			\$1,000,000 - \$2,000,000	
Landscape / Site Furnishings			\$500,000 - \$750,000	
			<b>\$2,250,000 - \$3,750,000</b>	
<b>TOTAL SITE DEVELOPMENT COST</b>			<b>\$3,000,000</b>	
<b>TOTAL BUILDING AND SITE CONST. COST - 2018</b>			<b>\$9,960,500</b>	
15% ESCALATION TO 6/1/2021			\$1,494,075.00	
PROJECT SOFT COSTS: 30%			\$3,436,373	
<i>Example: submittal fees, impact development fees, loan costs, design fees, insurance, interest</i>				
<b>TOTAL PROJECT COST - 2021</b>			<b>\$13,396,873</b>	
CONTINGENCY: 10%			\$1,339,687	
<b>TOTAL PROJECT COST - 2021 - W/CONTINGENCY</b>			<b>\$14,736,559.75</b>	

- This low cost range assumes a medium level quality of finish with durable surfaces on the interior (LVT and some accent wall covering) and accent fenestration on the exterior (corrugated metal paneling, thin brick).
- This high cost range assumes a high level quality of finish with premium surfaces on the interior (stone and wood paneling) and major fenestration on the exterior (aluminum panels, stone, rainscreens).
- The costs have been escalated to what is assumed to be the midpoint of construction in 2021. We assume a start date in the summer of 2020 and a 24 month construction duration.

The projected cost for the building elements program for Plan 1 is estimated to be \$9.9M in construction costs and \$14.8M total project costs in 2021 dollars.

Pleasant Valley Recreation and Park District			
Plan 1 Preliminary Draft Operational Budget for Recreation Center			
Preliminary Draft Operational Budget Projections - Budget developed to determine the expenses and revenues that may be achieved with Plan 1. Number of daily entrances and program registrations needed to be sold to reach cost recovery target identified by PVRPD staff. No guarantee is being implied by GreenPlay that these projections will be obtained.			
	Estimated Cost Recovery	26%	Goal 65%
<b>STAFFING PROJECTIONS</b>			
Contractual Services		\$104,018	39.64%
Commodities		\$81,240	30.96%
		\$77,124	29.39%
	<b>TOTAL EXPENSES</b>	<b>\$262,382</b>	
<b>REVENUE</b>			
Passes (Fitness Class)		\$28,920	
Rentals		\$0	
Recreation Programs		\$39,040	
	<b>TOTAL REVENUE</b>	<b>\$67,960</b>	
	<b>TOTAL NET</b>	<b>-\$194,422</b>	
	<b>COST RECOVERY</b>	<b>26%</b>	<b>Goal 65%</b>

Potential budget implications total: One-time cost of \$14.8M for total project costs for construction of a Plan 1 and annual costs of \$194,442 subsidy for operations and maintenance costs.

Estimated Cost recovery is 26%.



The consultant team recommends conducting a Schematic Design Study for a new Senior and Community Recreation Center. The project team is recommending the following “Next Steps” as a guide to continue the development of this project:

## **Pleasant Valley Parks and Recreation District**

### **Next Steps through Schematic Design Package**

#### **1. Administrative Groundwork**

- a. Map out decision making method
- b. Map out the required administrative process
  - i. Community to assign a project champion
  - ii. Clarify City permitting process: EIR? Planning entitlements, permitting process
  - iii. Establish target schedule with District and City input through construction

#### **2. Design Program Development**

- a. Community Workshop
  - i. Verify the program
  - ii. Review program details
  - iii. Set priorities, adjacencies, target space sizes
- b. Deliverable, program document with room data sheets

#### **3. Site Analysis**

- a. Topo easements, utilities survey
- b. Marketing, Visibility, Connection/Accessible to Community, Overall Level of Service Location, etc.

#### **4. Building Concept**

- a. Three Building sketch concept options; possible options include:
  - i. 1 story vs. 2 story
  - ii. Keeping some of the existing buildings
  - iii. Phasing concepts
- b. Conduct Community Workshop for comments on the sketches and determine preferences
  - i. Public review and comment
  - ii. Executive review and comment
- c. Develop one sketch to a unified Concept
  - i. Concept building floor plans, elevations, and perspective renderings
  - ii. Presentation of the drawings to public & preparation
  - iii. Workshop & preparation
  - iv. City Council
  - v. Comments to refine the concept

#### **5. Develop Schematic Design for refined cost estimate and funding promotion**

- a. Architectural Design
  - i. Site Plan
  - ii. Building Plans
  - iii. Sections

- iv. Elevations
- v. Perspective Renderings
- b. Civil grading and utility information
- c. Structural systems selection
- d. Mechanical and electrical systems selection
- e. Conceptual interiors plan
  - i. Conceptual equipment schedule
  - ii. Conceptual furniture schedule
- f. Outline specifications
- g. Landscape concepts
- h. Phasing plan
- i. Refine operations cost analysis with projected revenue for final design
- j. Revised schedule
- k. Cost estimate update
- l. Council and Community Workshops

## **6. Funding Process**

## **7. Assemble the Design Team and Select Contractor**

- a. Determine delivery method
  - i. Design-Build
  - ii. Design-Assist
  - iii. Design-Bid-Build

## **8. Completion of Building and Site Design**

- a. Potential Community/District/Council Workshop for final input
- b. Design Development
  - i. Cost Estimate Update
- c. Construction Documents
  - i. Cost Estimate Update
- d. Submit to the Building and Public Works Departments
  - i. Plan Check process
  - ii. Building Permit

## **9. Contractor Bidding and Construction Contract Award**

## **10. Construction and Phasing**

## **11. Grand Opening!**

# I. The Planning Context

## Methodology of this Planning Process

This project has been guided by the GreenPlay team, including Mogavero Architects, RRC Associates, and the Liaison Committee. Mary Otten, General Manager, Pleasant Valley Recreation and Park District (PVRPD), her staff, the PVRPD Board of Directors, City of Camarillo Council Members, and PVRPD constituents provided input to the GreenPlay consulting team throughout the planning process. This collaborative effort created a plan that incorporated a mix of the consultants' expertise and the rich institutional and area knowledge of community members. The project consisted of the following tasks.

### Strategic Kick-Off Meeting

- A series of calls between the GreenPlay Project Manager and the PVRPD General Manager and Administrative Analyst, culminating in an on-site meeting with the Liaison Committee, followed by meetings with the PVRPD Board of Directors and PVRPD staff to discuss the scope.

### Determination of Critical Success Factors

- Conference calls with PVRPD staff and meetings with the Liaison Committee to develop Critical Success Factors and Performance Measures to guide the project.

### Review of Information Gathered

GreenPlay reviewed information gathered by PVRPD staff to help determine the largest recreational needs in the community that could inform the design of the community needs assessment survey. Some of the information reviewed included:

- Pleasant Valley Recreation and Park District 2016 Statistical Review and Program Assessment
- Several editions of the PVRPD Activity Guide
- PVRPD Organizational Chart
- PVRPD Maps
- PVRPD Website
- Facilities and Resources Inventory
- Partnerships, sponsorships, and marketing plans

### Information Gathering Visit and Facility Tour

- Meeting with PVRPD Staff
  - Facility tours
    - ◆ Evaluation of Current Facilities
    - ◆ Assessment of Current Programs
  - Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis
  - Tour of potential sites for facilities
- Stakeholder and Focus Group meetings
  - Conducted five (5) focus groups with 12 – 15 participants in each group
  - Conducted eleven (11) stakeholder interviews
  - Meetings with PVRPD and City of Camarillo staff
  - Meetings with the Liaison Committee

## **Public Forum**

- Community meeting with over 200 people in attendance to discuss the community's needs and desires related to programs and facilities

## **Market Assessment**

- Demographic Analysis
- Trends Analysis
- Analysis of similar nearby communities to determine potential programs
- Analysis of other service provider facilities and usage

## **Community Needs Assessment – Statistically Valid Survey and Open Link Survey**

- 3,500 random, mailed surveys of PVRPD residents in November 2017
- Received 336 statistically valid surveys, margin of error of approximately +/- 5.3 percent
- Open link survey received an additional 748 responses

## **Identification of Gaps in Senior and Recreational Programs**

- Rank and prioritization of identified desired programs

## **Identification of Gaps in Recreation Facilities**

- Assessment of current facility functionality

## **Identification of Solutions to Meet Community Needs and Desires**

- Identification of building elements needed
- Identification of programs needed

## **Findings Presentation**

- Presentation to staff
- Presentation to the Liaison Committee
- Presentation to Board of Directors
- Open public forum, visioning work sessions with staff, the Liaison Committee, and Board of Directors

## **Recommendations for repurposed, expanded, or new senior and indoor recreation facilities**

- A listing of priority amenities to include in senior and indoor recreational facilities
- Development of potential building elements
- Development of "three plans" of level of facilities (Plan 1, Plan 2, Plan 3)
- Conceptual plans
- Site analysis

## **Operating & Maintenance Costs Analysis**

- Development of staffing and operational costs
- Development of potential revenue sources
- Cost recovery goal analysis

### **Draft Report and Presentation**

- A Draft Report for review, edits, and comments to be included in the Final Report

### **Final Report**

- Deliver Final Report
- Final presentation to the Liaison Committee, Board of Directors, City Council, and the public

## **Project Vision**

PVRPD, in conjunction with the City of Camarillo, requested GreenPlay, LLC, to conduct a Needs Assessment for senior recreation and indoor recreation within the community that the District serves. This Senior and Community Recreation Facility Needs Assessment Study will allow the PVRPD to determine how its current senior center and recreation facilities are meeting the needs of the community. The Park District currently serves the City of Camarillo and the surrounding area, a population of above 77,000. According to the District's 2013-2018 Strategic Plan, over 33 percent of households in the sphere of influence include people over the age of 65. The District manages 28 parks and the following facilities – the Senior Center, the Community Center, and the indoor aquatics center. This plan includes extensive community outreach and feedback, along with a market assessment and needs assessment to determine whether or not the District should expand, repurpose existing facilities, or if new facilities will be needed.

To identify potential gaps in senior and general recreation services, for indoor facility dependent recreation facilities and services, our team engaged all segments of the community to determine participation levels, unmet needs, use of alternative providers, support for funding of a new or expanded center, and other information that lead to implementable recommendations. We worked closely with the District, the City of Camarillo, and other stakeholders to identify gaps in recreation and activities for the senior population and other members of the community.

## Critical Success Factors and Performance Measures

Working with the Liaison Committee the following Critical Success Factors and Performance Measures were developed to guide this study.

Critical Success Factors	Performance Measures
<ol style="list-style-type: none"> <li>1. Understand the indoor and facility dependent outdoor senior and general community recreation needs.</li> <li>2. Evaluate the need for repurposed, expanded or recreation facilities.</li> <li>3. Develop “Three Plans” (Plan 1, Plan 2, Plan 3) of concepts for additional Senior and Community Recreation Facilities.</li> <li>4. Develop Proforma Budget with targeted Cost Recovery Goal.</li> </ol>	<ol style="list-style-type: none"> <li>1 &amp; 2. Obtain extensive community feedback, along with a market assessment and needs assessment to determine whether or not the District should expand the existing facilities, repurpose existing, or if new facilities will be needed.</li> <li>3. The Conceptual Plans will include facilities and amenities that will allow the District to deliver the programs and services the community expressed a desire and a need for through the Needs Assessment Study.</li> <li>4. The Proforma Budgets for the operation of Senior and Community Recreation Facilities will include projected expenses including staffing and operational costs as well as projected revenues including user, program, and rental fees.</li> </ol>

## Pleasant Valley Recreation and Park District and the City of Camarillo Overview

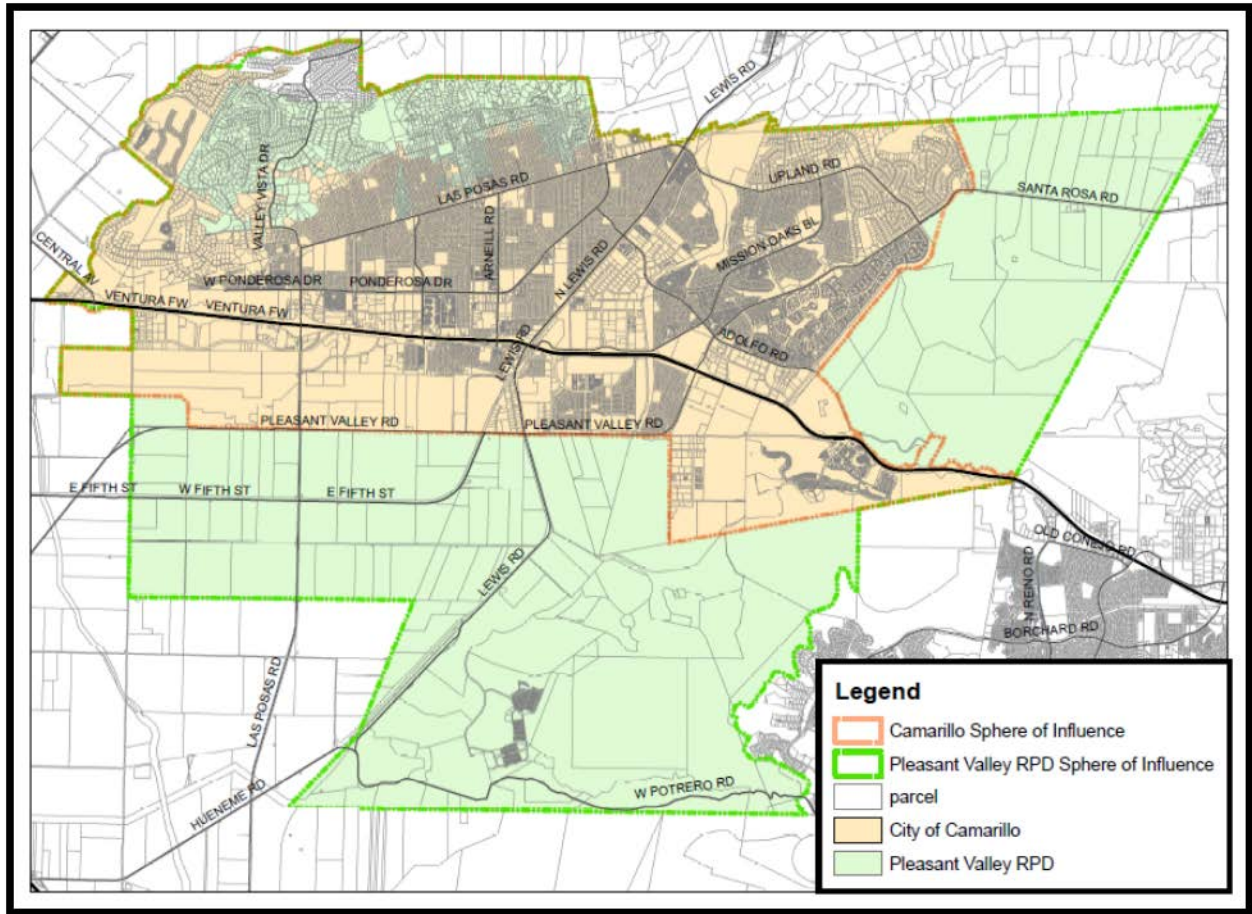


PVRPD is an independent special district, which was formed in January 1962 under the State Public Resources Code of California. The birth of the District was approved by the voters in the Camarillo community to provide quality programs, parks, and facilities that could be enjoyed by everyone. The District is located in and around the City of Camarillo, serves a population of over 77,000, and covers an area of approximately 45 square miles. It has grown from one park to 28 parks since its inception 55 years ago. Within the District, a variety of recreational facilities exist including:

- |                       |                           |
|-----------------------|---------------------------|
| Senior center         | Tennis courts             |
| Indoor aquatic center | Running track             |
| Community center      | Walking paths             |
| Skate Park            | Premier soccer fields     |
| Dog parks             | Hiking trails             |
| Active parks          | Picnic pavilions          |
| Passive parks         | Children's play equipment |
| Lighted ball fields   | Barbecue areas            |

The City of Camarillo, incorporated in 1964, owns two small parks that it operates independently of the District. The City also owns and operates a full-service library. The population of Camarillo is approximately 65,201. The city has a total area of 19.5 miles.

Below is a map that displays the Park District and the City's Sphere of Influence:



The District offers numerous types of programs for all ages, a sample of current programs includes:

- |                        |                           |
|------------------------|---------------------------|
| Aquatics               | Senior Center Classes     |
| Art                    | Special Interest programs |
| Dance                  | Specialty Camps           |
| Music                  | Sports Programs           |
| Health & Wellness      | Special Events            |
| Outdoor Education      | Holiday Celebrations      |
| Parent & Child Classes |                           |
| Tot Sports             |                           |



## Mission

*The Pleasant Valley Recreation & Park District will provide and maintain a full range of quality facilities and programs focused on leisure, recreational, and athletic activities for residents of the District.*

*Facilities will support both organized activities and casual use, and will address the interests and needs of all age groups.*

## Vision

### FIVE-YEAR VISION OF THE PVRPD

Our Vision statement drives five years of action. The Board of Directors has outlined this Vision as follows.

To be the provider of community-driven and innovative recreation and park experiences, while maintaining financial stability.

#### ***In Five Years We Will Be Able To Say:***

- *We have improved our image in the community.*
- *We are a leader in the recreation and park industry by providing safe and manageable parks, best practices for operations, and quality programs.*
- *We have formally assessed the community's recreational needs.*
- *We have funded and completed a new Senior Center.*
- *We are actively engaged with strategic partners in the community.*
- *We have funded and completed the design of our first new gym.*
- *We continue to employ top notch park and recreational professionals.*
- *We have a plan in place for each of our existing facilities.*
- *We have developed a District Master Plan and accomplished the first full update of our Strategic Plan.*
- *We provide consistent, superior recreation opportunities by offering quality programs, services, and events.*
- *We are collaborating with other agencies to develop a comprehensive system of open space and trails.*
- *We have initiated and completed additional phases of the Freedom Park project.*
- *We have plans in place to assure that we remain financially strong.*

## District Core Values

When making policy-level decisions if the answer to the following questions is “yes,” then that direction embraces the District’s Core Values:

- Does it reflect our commitment to meeting the needs of those we serve?*
- Does it support beneficial investment in new and existing facilities?*
- Will it reflect our commitment to top quality?*
- Will it support our desire to serve both active and passive uses and all ages?*
- Does it build on and leverage our important partners?*
- Does it efficiently utilize public funds in the most cost appropriate manner?*

The PVRPD mission, five-year vision, and District’s core values all support conducting the Needs Assessment Study.

## II. The Community

### Pleasant Valley Recreation and Park District Demographic Profile

Gaining a clear understanding of the existing and projected demographic character of the park district is an important component of the planning process for the PVRPD Senior and Community Recreation Facility Needs Assessment Study. By analyzing population data, trends emerge that can inform decision making and resource allocation strategies for the provision of public parks, recreation amenities, and open spaces.

Key areas were analyzed to identify current demographic statistics and trends that can impact the planning and provision of public parks and recreation services in the PVRPD. Community characteristics analyzed and discussed consist of:

- Existing and projected total population
- Age and gender distribution
- Ethnic/Racial diversity
- Housing and household information
- Educational attainment
- Employment
- State and Local Health Ranking

This demographic profile for the park district was completed using the most current data available (as of November 2017) from Esri Business Analyst, the U.S. Census Bureau data, and U.S. Census Bureau's American Community Survey. A summary of demographic highlights is noted in **Table 2** below, followed by a more detailed demographic analysis.

**Table 2: 2017 Pleasant Valley Recreation and Park District Demographic Profile**

<b>Population</b>	<b>77,214</b>
<b>Median Age</b>	<b>42.3</b>
<b>Households</b>	<b>28,444</b>
<b>Median Household Income</b>	<b>\$90,190</b>

Source: Esri Business Analyst

Key general 2017 demographic comparisons – Park District, State, and National:

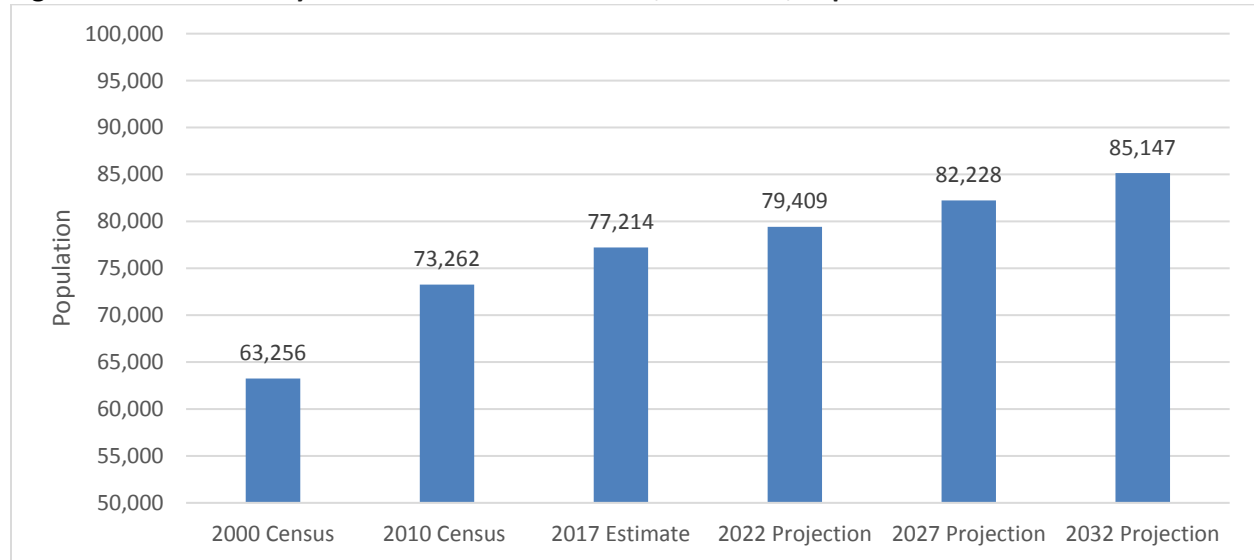
- The estimated median age of PVRPD residents was 42.3 years, higher than both the median age for California (36) and the United States (38.2).
- The median household income for Pleasant Valley Recreation and Park District in 2017 was estimated to be \$90,190. This is higher than the median household income of \$65,223 in California and higher than the national median household income of \$56,124.
- PVRPD's estimated population was almost evenly split between male (48.40%) and female (51.59%) residents. The populations of California and the United States, are also roughly evenly divided between the sexes.

## Pleasant Valley Recreation and Park District Population and Demographic Trends

### Population Projections

Although future population growth cannot be predicted with certainty, it is helpful to make growth projections for planning purposes. **Figure 1** contains actual population figures based on the 2000 and 2010 U.S. Census for the District, as well as the 2017 estimated population and 2022 projected population. Based on current Esri estimates and projections, an annual growth rate of 0.71 percent from 2017 to 2022 is projected. This growth rate was used to estimate the population until 2032. At this growth rate, PVRPD should expect an increase of over 10,000 people from 2010 to 2032.

**Figure 1: Pleasant Valley Recreation and Park District, California, Population Growth Trend**



Source: U.S. Census Bureau, and Esri Business Analyst

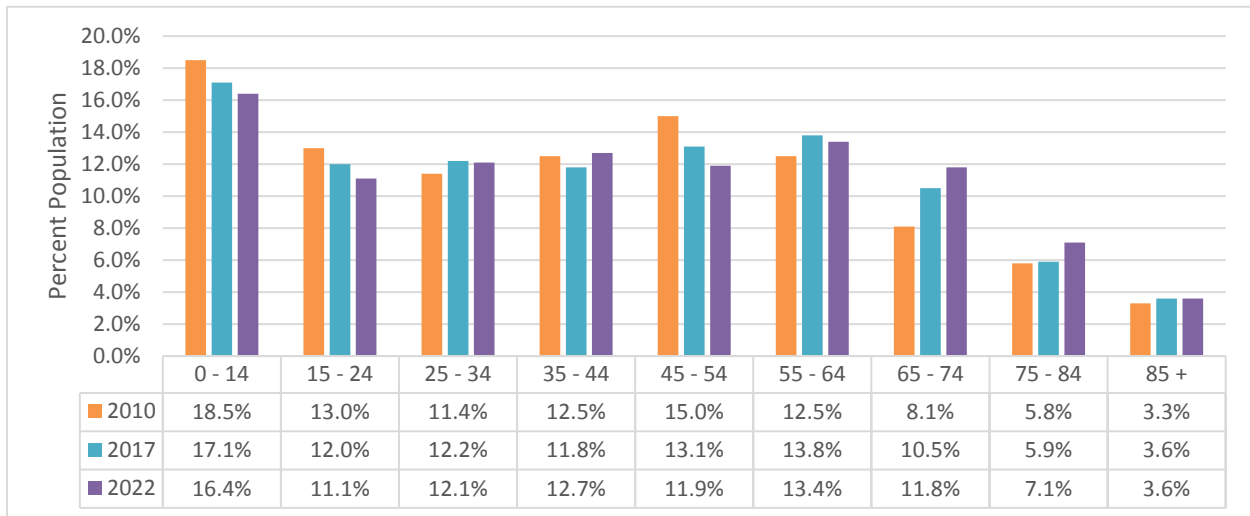
### Population Age Distribution

The existing and projected population of different age groups, or cohorts, within the District is illustrated in the following series of figures. **Figure 2** illustrates the 2017 population by age cohort.

Several key age characteristics of the existing and projected Park District population include:

- The median age of residents is increasing. The U.S. Census Bureau reported the median age of PVRPD residents to be 40.9 years in 2010. Esri estimates the median age of the 2017 population to be 42.3 years, and projects the median age to increase to 43.1 years by 2022.
- As illustrated in **Figure 2**, generally the population of age cohorts 0 to 14, 15 to 24, and 45 to 54 are projected to decrease. Over the same time period, the population of age cohorts 25 to 34, 55 to 64, and 65 to 74, and were all expected to increase.
- The age group expected to see the most significant difference is 65 to 74, a 3.7 percent increase.

**Figure 2: Population Age Distribution: 2010 to 2022**



Source: U.S. Census Bureau and Esri Business Analyst

The full Demographic Report can be found in **Appendix A**.

## Park and Recreation Influencing Trends

The provision of public parks and recreation services can be influenced by a wide variety of trends, including the desires of different age groups within the population, community values, and popularity of a variety of recreational activities and amenities. Within this section of the plan, a number of local and national trends are reviewed that should be considered by PVRPD when determining where to allocate resources toward the provision of parks, recreational facilities, and recreational programming to its residents and visitors.

This report is generally organized into two sections:

1. Review of estimated PVRPD household participation in, and spending on, a variety of recreational, sports, fitness, and leisure activities. Opportunities for participation in many of the activities analyzed are provided through park district facilities and programs.
2. Overview of key national recreation trends pertinent to the provision of parks, recreation facilities, and open spaces relevant to the population of PVRPD.

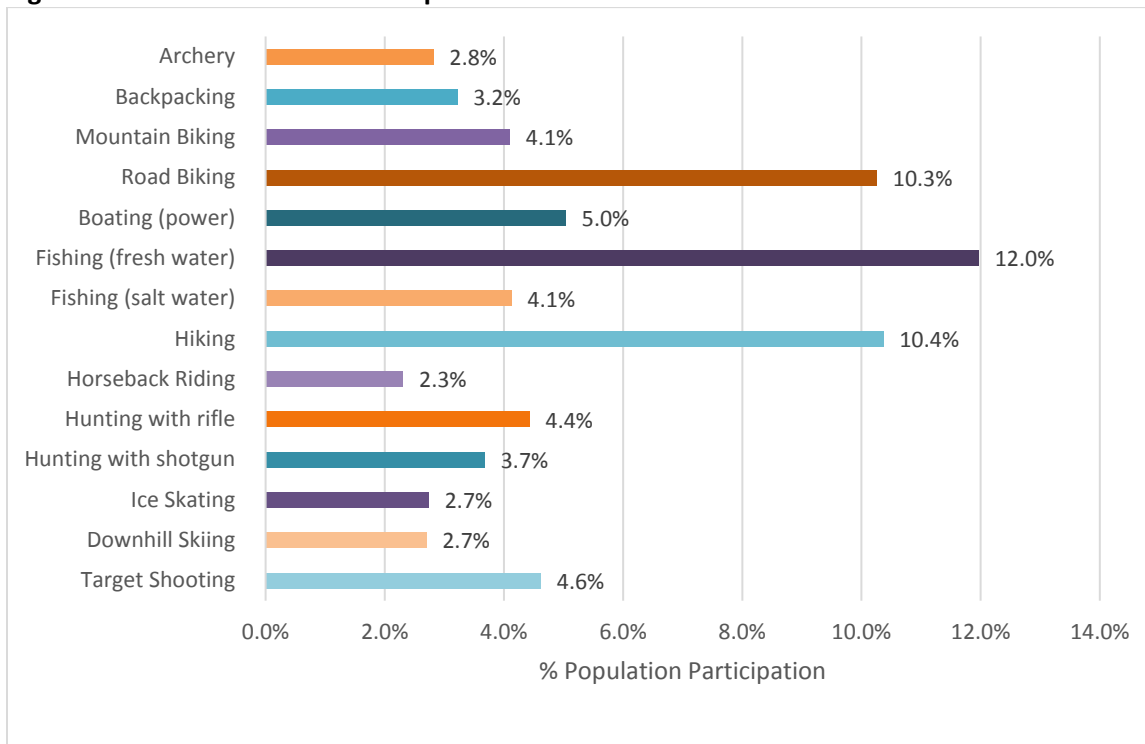
### Estimated Household Participation Rates and Spending

Through Esri Business Analyst, a combination of information from the U.S. Census Bureau, Bureau of Labor Statistics, and other data sources that gauge national tendencies to participate and spend on various recreation, fitness, and leisure activities is collected and analyzed. This data is weighed against current Esri local demographic characteristics including population, age, and household income, to yield an estimate (November 2017) of household participation in recreation, fitness, and leisure activities in the District, and of the household spending on fees, equipment, and other typical costs associated with participation.

### Estimated Participation

Esri models and resulting data indicate that PVRPD households included members that participated in a number of recreation, sports, fitness, and leisure activities in the past year. The activities reviewed are representative of those that are often offered through parks and recreation facilities, and programs throughout the country. **Figures 3 through 6** review estimated participation rates of District households in outdoor recreation activities, team and individual sports and fitness activities, and leisure activities. This level of local participation generated over \$39.9 million in associated spending in 2017. **Figures 7 and 8** provide insight into the various fees and costs PVRPD residents paid to participate in sports, recreation, fitness, and leisure activities.

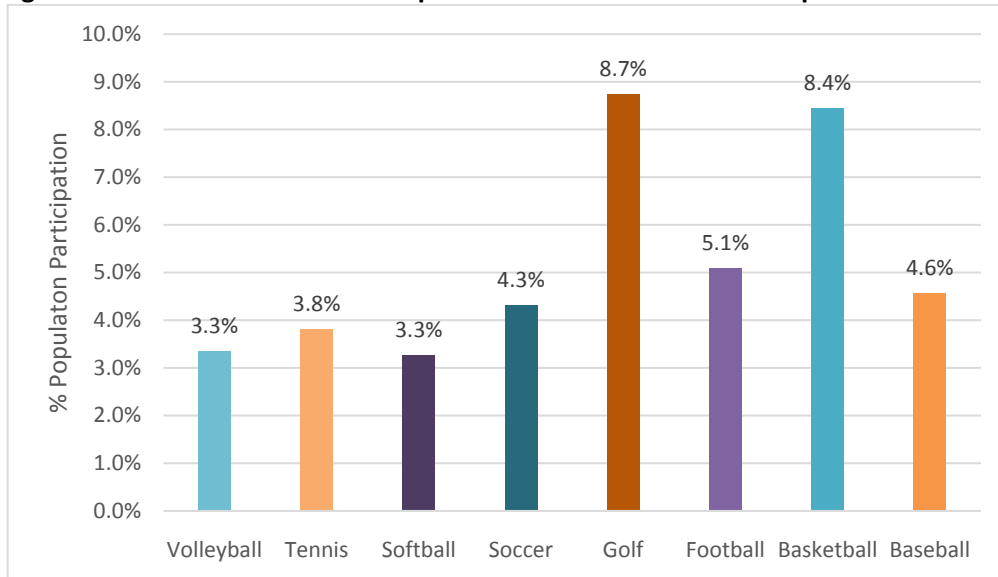
**Figure 3: PVRPD Household Participation in Outdoor Activities**



Source: Esri Business Analyst, Sports and Leisure Market Potential, November 2017

As illustrated in **Figure 3**, close to 12 percent of households were estimated to have included members that went fresh water fishing last year; road biking (10.3%) and hiking (10.4%) were also popular outdoor activities.

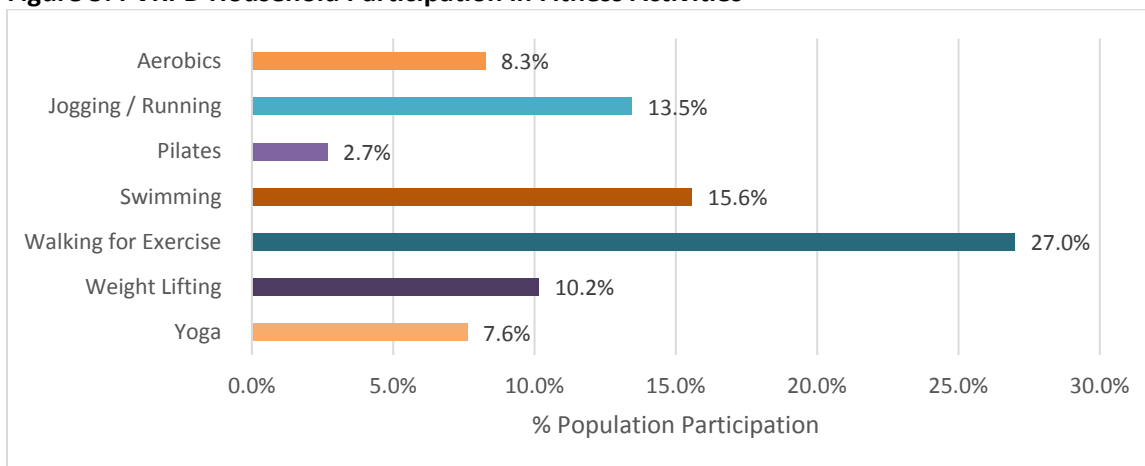
**Figure 4: PVRPD Household Participation in Individual and Team Sports and Fitness Activities**



Source: Esri Business Analyst, Sports and Leisure Market Potential, November 2017

As illustrated in **Figure 4**, generally, less than 10 percent of households were estimated to have included members that participated in various organized team and individual sports. However, with the sports reviewed, the two sports with the highest participation levels in 2017 were golf (8.7%) and basketball (8.4%). Football also had about five percent participation. Less than five percent of District households participated in the other sports activities reviewed. Although these household participation figures for organized sports may appear low, it should be noted that in general, households with children tend to have higher rates of participation in these types of sports through organized youth and school leagues. Access to these types of activities for youth is often very important for such households.

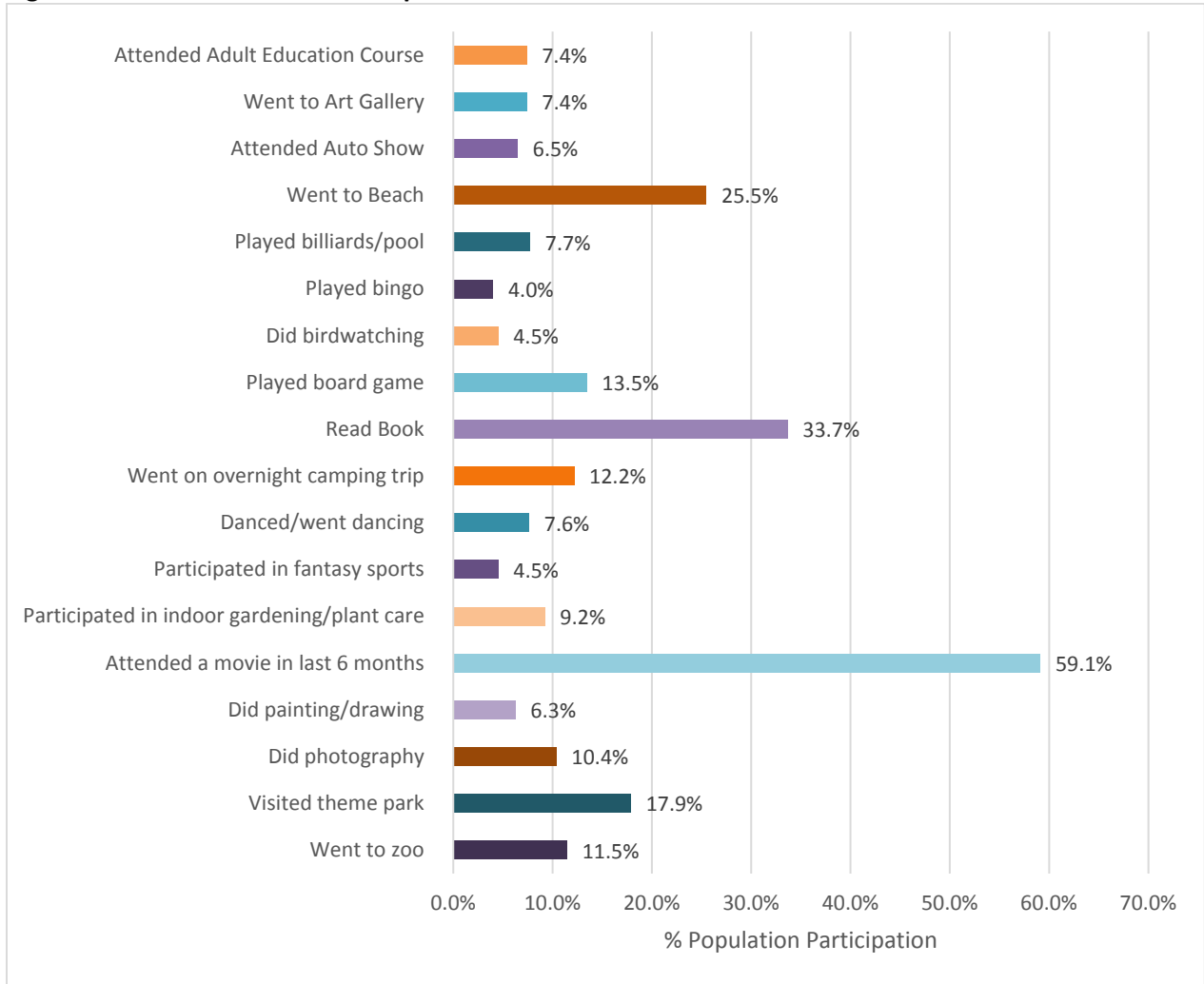
**Figure 5: PVRPD Household Participation in Fitness Activities**



Source: Esri Business Analyst, Sports and Leisure Market Potential, November 2017

As illustrated in **Figure 5**, Esri estimated that walking for fitness was the fitness activity with the highest participation level among District households. Twenty-seven percent (27%) of households included members that walked for fitness in 2017. Over 1 in 10 households participated in either jogging/running, swimming, and/or weight lifting for fitness in 2017.

**Figure 6: PVRPD Household Participation in Leisure Activities**



Source: Esri Business Analyst, Sports and Leisure Market Potential, November 2017

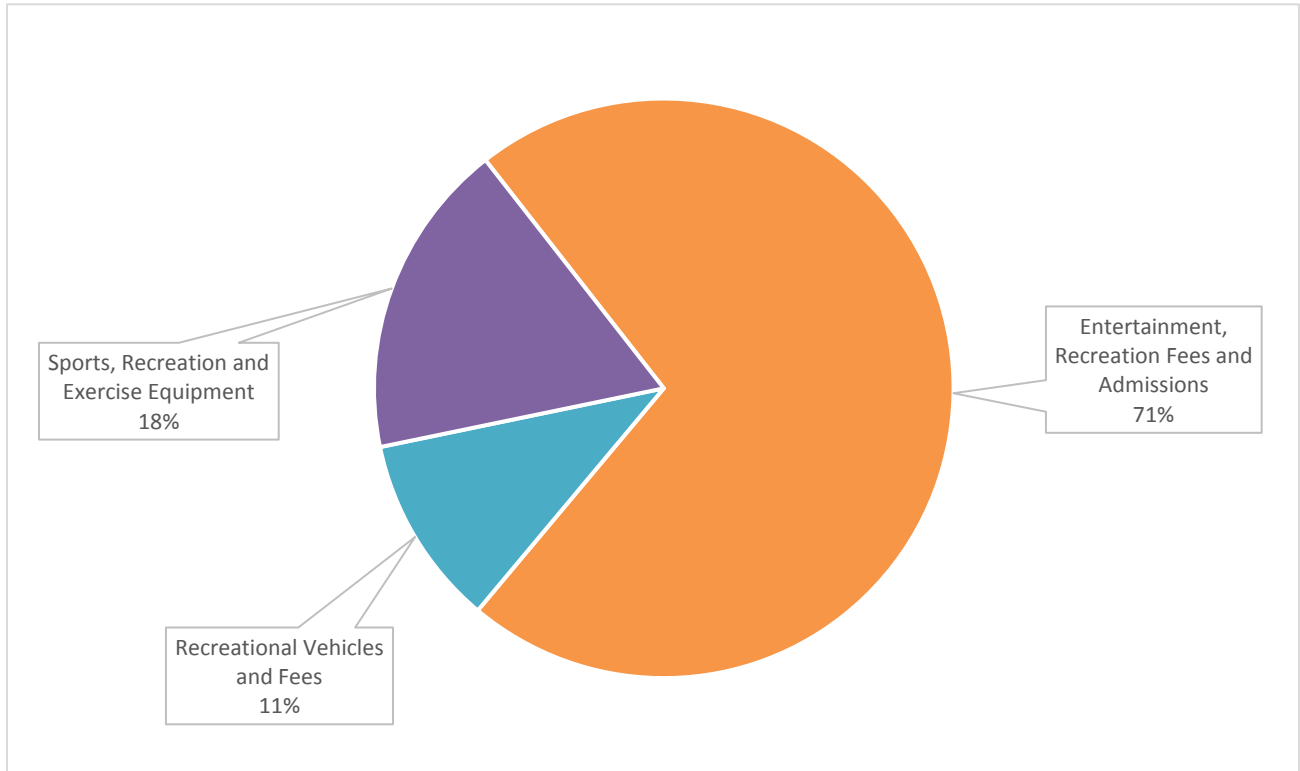
In addition to offering recreation, fitness, and sports programs and facilities, many local public parks and recreation agencies also provide various art, culture, and leisure activities. As illustrated in **Figure 6**, attending a movie was popular, with over half of households estimated to have participated in 2017. Both reading a book (33.7%) and visiting the beach (25.5%) received significant rates of participation by members of District households.



### Estimated Spending

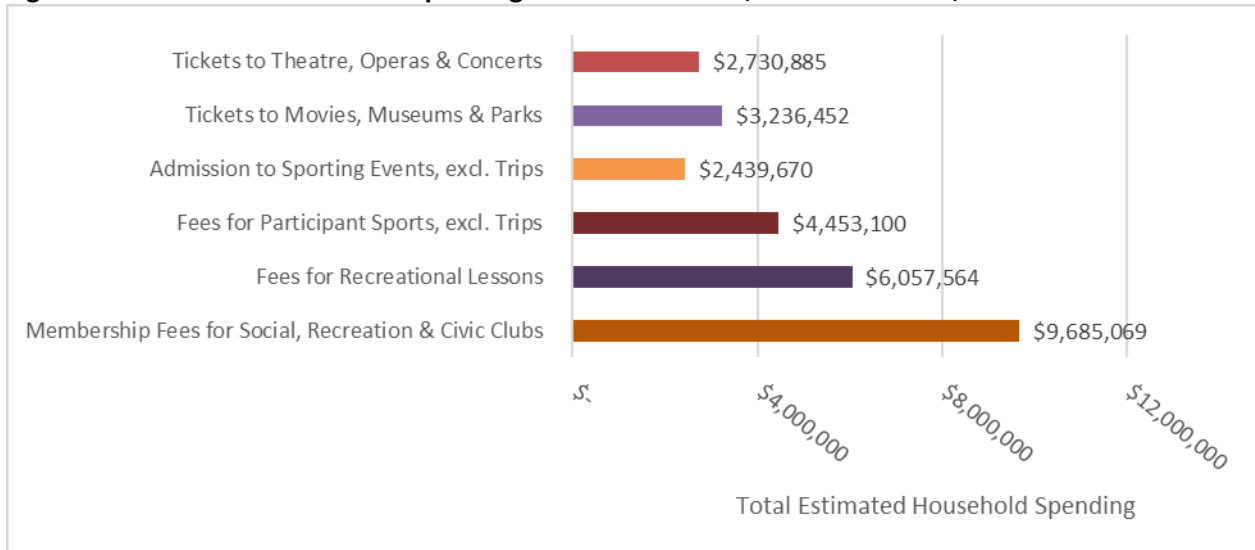
The strong participation in various recreation, sports, fitness, and leisure activities of District households was also likely of benefit to the local economy. **Figure 7** illustrates that of the \$39.9 million in total District household spending on recreation, nearly three quarters of this total, or almost \$28.6 million was spent on admissions and other fees associated with participation in entertainment and recreation activities. The estimated spending on entertainment, recreation fees, and admissions is further detailed in **Figure 8**.

**Figure 7: General Recreational Spending of PVRPD Households**



Source: Esri Business Analyst, Recreation Expenditures, November 2017

**Figure 8: Park District Household Spending on Entertainment, Recreation Fees, and Admissions**



Source: Esri Business Analyst, Recreation Expenditures, November 2017

Entertainment, recreation fees, and admission includes:

- Membership fees for clubs
- Fees to participant sports, excluding cost of travel
- Admission to movie/theatre/opera/ballet
- Admission to sporting events, excluding cost of travel
- Fees for recreational lessons
- Dating services

**Table 3** provides a detailed breakdown of the average household spending, total spending of all households, and the Spending Potential Index for PVRPD. The Spending Potential Index figures represent the amount the average District household spent for a product or service relative to a national index average of 100 in 2017.

*“The Spending Potential Index compares the average expenditure made locally for a product to the average amount spent nationally. An index of 100 is average. An index of 120 shows that average spending by local consumers is 20 percent above the national average.”*

Esri Consumer Spending Methodology 2016

**Table 3: PVRPD Household Spending on Recreation, Fitness, and Leisure Activities**

	Spending Potential Index	Average Amount Spent	Total
<b>Entertainment, Recreation Fees, and Admissions</b>	<b>157</b>	<b>\$168</b>	<b>\$28,602,740</b>
Tickets to Theatre, Operas, and Concerts	161	\$96	\$2,730,885
Tickets to Movies, Museums and Parks	148	\$114	\$3,236,452
Admission to Sporting Events, excl. Trips	154	\$86	\$2,439,670
Fees for Participant Sports, excl. Trips	158	\$157	\$4,453,100
Fees for Recreational Lessons	160	\$213	\$6,057,564
Membership Fees for Social, Recreation, and Civic Clubs	162	\$341	\$9,685,069
<b>Recreational Vehicles and Fees</b>	<b>147</b>	<b>\$150</b>	<b>\$4,253,631</b>
Docking and Landing Fees for Boats and Planes	169	\$18	\$512,600
Camp Fees	153	\$49	\$1,402,300
Payments on Boats, Trailers, Campers, and RVs	132	\$55	\$1,561,513
Rental of RVs or Boats	155	\$27	\$777,219
<b>Sports, Recreation and Exercise Equipment</b>	<b>145</b>	<b>\$248</b>	<b>\$7,063,458</b>
Exercise Equipment, Gear and Game Tables	144	\$86	\$2,441,954
Bicycles	148	\$42	\$1,188,203
Camping Equipment	148	\$24	\$694,357
Hunting and Fishing Equipment	139	\$59	\$1,686,435
Winter Sports Equipment	170	\$10	\$288,164
Water Sports Equipment	159	\$9	\$255,574
Other Sports Equipment	136	\$14	\$408,799
Rentals and Repairs of Sports, Recreation, and Exercise Equipment	161	\$4	\$99,971
<b>Total Overall Spending in All Categories</b>		<b>\$565.47</b>	<b>\$39,919,829</b>

Source: Esri Business Analyst, Recreation Expenditures, November 2017

PVRPD residents spend more on sports, recreation, and exercise equipment than they do on entertainment, recreation fees, admissions, recreational vehicles, and fees.

The full Trends Report can be found in **Appendix B**.

**2017 Park District Household Spending on Recreation**

**\$39.9 million**

Estimated total spending of all households

**\$565.47**

Estimated average spending per household

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## III. Public Input

### Focus Group, Stakeholders, and Public Forum Input Summary

GreenPlay facilitated five (5) focus groups involving 61 people, eleven (11) stakeholder meetings, and two (2) public forums attended by approximately 250 people, most of whom frequently use the facilities and/or programs. The information gathered is very important to identify the senior programming and indoor community recreational center facility needs of the community. The following is a summary of the focus groups and public forums input, which was used to develop the community needs assessment survey.

Focus Groups and Stakeholder interviews were conducted October 5 – 8, 2017. The goal of these sessions was to gather information that would guide the development of the survey tools. Participants included:

- Users/community members
- PVRPD Staff
- Pleasant Valley School District
- City of Camarillo Administration
- Police Departments
- Library District
- Sports clubs and associations
- Senior groups

A summary of responses follows. Responses are not prioritized, but recurring responses are denoted by an asterisk (\*). It should be noted that some participants chose not to respond during the sessions.

### Focus Group Questions

**1. How long have you been a resident of the City of Camarillo?**

7 participants < 5 years  
11 participants 5-9 years  
16 participants 10-19 years  
21 participants 20+ years  
6 participants were not a resident but use programs/facilities  
Total – 61 participants

**2. What are the strengths of the PVRPD related to recreation programs, community centers, parks, and other recreational facilities?**

- **Park Rich**
  - Maintenance of sports field, venues, parks\*
  - Quantity of neighborhood parks and green space\*
  - Three great dog parks, tennis facility programs
  - All the new park equipment and accessible playground (Pirate Ship)

- **Quality of Programs**
  - Variety and quality of programs to variety of age groups that are safe and inviting\*
  - Welcoming programs and special events, community programs, movies in the park\*
  - People are using our parks – high utilization + good collaboration
  - Safe and friendly atmosphere in facilities and programs
- **Dedicated Staff**
  - Phenomenal, dedicated staff who operate great programs\*
  - Major holiday programs that establish sense of community\*
  - Management of volunteers – great coordinator
  - Good communication and outreach; collaboration with health district, city, and school district moving toward the right direction

**3. Conversely, what are the major weaknesses that need to be addressed through the PVRPD Senior and Community Recreation Facility Needs Assessment Study related to recreation programs, community centers, and other recreational facilities?**

- **Facilities Poor**
  - No senior center dedicated toward active programs\*
  - Need for collaborative indoor activity space that appeal to residents & visitors\*
  - Space – need indoor activity spaces – for multi-use areas, exercise classes, rental opportunities, meeting areas, etc.\*
  - Restrooms in parks – *need for ADA accessibility, updating, cleanliness*
  - Overcrowding during classes (chair and exercise classes)
  - Need for fitness equipment – weights, exercise balls, etc. for exercise classes
- **Improved Family & Senior Services**
  - Better communication regarding senior and family services already provided in the area through Camarillo Healthcare District\*
  - Free or low-cost meals for seniors and low income families frequently\*
  - Restrooms must be ADA accessible with spaces for nursing moms
  - Transportation to medical centers, essential services, etc. w/ADA accessible services
  - Would like center to be all-in-one stop: salon, family services, social services
- **Increased Transparency and Collaboration**
  - Better long-term planning and transparency around decision-making process\*
  - Continue increased collaboration between City, Park District, Schools
  - City collaboration for long range plans poor historically between Park District, Schools, City, Arts Center, etc.
  - Communication about funding and sources, etc.
  - Need for discussion about mission, goals, long term plan for all ages of community

- **Lack of gym space**
  - Activities and room areas, birthday parties
  - No gymnasium, little space for programs and senior programs\*
  - Lack of active programs – specifically for pickleball – **long term planning\***
  - Streamline ways to implement programs
  - Teen programs, after school
  - Funding toward soccer and youth programs rather than senior programs
  
- **Park Areas of Improvement**
  - Lighted sports fields – need additional transparency around sports fields and outside tournaments\*
  - Swimming pools and aquatic facilities are too busy and do not cater to new, younger age groups\*
  - Dog parks are great but need better lighting, drainage issues, and water fixtures\*
  - Parks should be an example of native flora species rather than hosting invasive species to promote natural, wild habitat and wildlife\*
  
- **Other:**
  - Concern around homebound seniors feeling lonely and isolated
  - Special needs programs need additional support to succeed

**4. What additional activities do you feel should be offered at the Senior and/or Community Recreation Facilities that are currently not available?**

- **Active Recreational Programs\***
  - Pickleball\*, Lawn Bowling\*, Basketball\*, Ping-Pong\*
  - Badminton, Volleyball, Ice skating, Indoor Soccer/Futsal
  - Outdoor recreation including organized hikes and walking classes
  
- **Lifelong Learning & Cultural Activities\***
  - Desire for senior social interaction, small group discussion & safe conversations\*
  - Affordable meals available on a frequent basis\*
  - Development of cultural activities\*
    - Social dances\*
    - Pottery\*, arts\*, crafts, sewing, jewelry making
    - Cooking classes
    - Display space for artists and creators to share/sell work
    - Folk, country, rock and roll guitar programs
  - Need for variety of educational classes, ranging from medical (brain health, stress management, cardio health, nutrition, diabetes) to cultural (foreign languages, cooking) to technology (email, smartphone)
  - Audio/technical support in common spaces such as projectors, power outlets, sound systems, etc.

- **Fitness Classes\***
  - Need for additional space to allow for classes such as yoga, meditation, stress, balance, chair exercise classes, tai chi classes\*
  - Need for fitness equipment for exercise classes
  
- **Youth Programs**
  - Childcare facilities/programs for younger children
  - Before and after school programs
  - Safe places for youth to play board and video games
  - More outside basketball opportunities
  
- **Focus on Health and Wellness**
  - Health education classes
  - Low cost and frequent meal services
  - Transportation to and from medical appointments
  - Outdoor activities such as trails, hikes, open space, bikes – greater connectivity
  
- **Out of the box ideas**
  - Gymnastics for adults
  - Warm water fitness classes for seniors
  - Nature center for discovery (environmental education)

**5. What new amenities would you like to see the PVRPD provide at the Senior and/or Community Recreation Facilities?**

- Warm, inviting welcome lounge area to socialize
- Dedicated area and services for seniors
- Multiple spaces for various fitness and educational classes
- Restrooms/Locker Rooms – ADA/Accessible & family oriented
- Movie/theater/dance/arts and crafts area
- Space to play card, board, and video games
- Community auditorium for movies, bands, music, plays
- Technology space for classes and lifelong learning
- Exercise/Fitness area with mirrors and equipment
- Large multi-use space with separate breakout areas, available for affordable rentals
- Café for socializing and eating
- Large Community/Commercial Kitchen

**Gymnasium**

- Traditional gym to facilitate active sports programming– basketball, pickleball, ping-pong, volleyball, fitness classes
- Opportunity for rental facilities, special event space



### **Outdoor Spaces**

- Walking and biking paths
- Zero depth leisure pool to allow for entry level indoor swim facilities
- Additional space for lawn bowling, bocce ball, pickleball, and tennis
- Indoor ice rink for skating and hockey
- Outdoor space such as a garden and/or patio area
- ADA Accessible Playgrounds – take out sand

### **Other considerations:**

- Archery range
- Golf course
- Nature Center
- “Repair Café” – space to bring broken items to fix
- Woodworking shop
- Ice rink
- Staff offices – improvement of location
- Drop off/pickup covered area for easy vehicle access

### **6. What groups in the City of Camarillo and PVRPD community are underserved?**

- Active seniors
- Childcare and Pre-K programs
- Elderly homebound seniors
- Ice skaters
- Low income households
- Hispanic population
- Outdoor recreation users
- Southeast Asian, Vietnamese population
- Special Needs & People with Disabilities (both programs and amenities)
- Stay at home & young moms, working parents
- Teens – afterschool programs, hangout area, basketball
- Veterans

### **7. How do you believe PVRPD can responsibly address the recreational programs and facilities needs of critical importance given limited resources (funding priorities)?**

- Partnerships with key stakeholders and outside groups for sponsorships, grants, fundraising, rentals, programs, and tournament management to bring in extra funding, working with developers to benefit the citizens of the city
- Joint use of facilities through partnerships; City collaboration and willingness to participate with other possibilities will be critical
- Provide avenues for volunteerism and part-time work that promotes social and family services
- Utilize warehouses and abandoned spaces to better use tax-payer dollars
- Ask tax-payers for additional funds through voter approved measure
- Private schools and private businesses – how to collaborate effectively – think outside the box

**8. Who are the key partners and stakeholders in the community with regards to assisting with the plans and programs for senior and community recreational programs and facilities?**

**Frequently Heard Potential Partners:**

- Camarillo Healthcare District
  - Healthcare screenings, healthcare facility, programs, staff, and services
- St. Johns Dignity Health
- Pleasant Valley School District
- Corporate & local entities
- Civic organizations (Kiwanis, Amber lights, Lions, Rotary)
- User groups (Soccer, Pickleball, Seniors)
- Youth organizations (Boys & Girls Club, YMCA)
- Chamber of Commerce
- County and development projects
- Small business owners
- California State University Channel Islands
- Foundations, developers, land owners
- User groups (Community Service Groups, Service Clubs, Contract operators)
- Schools – Joint Use Agreement\* combine efforts rather than duplicate

**Other Potential Partners:**

- Amgen\*/Biotech
- Conejo Recreation and Park District
- Coffee Bean & Tea Leaf
- County
- Foundations (Oxford and Ventura)
- Landholders – built library with private library\*
- Leisure Village\* – transportation?
- Maximize opportunities/access to rentals, partnerships/Youth Basketball
- Pony Baseball
- PTA (with Schools) & Hospitals
- Road Runners
- Salvation Army – arts, theater, ice, funding, etc.\*
- Service organizations – Elks, Moose, American Legion
- Small businesses
- Trolley/Public Transportation
- Ventura District – Public Information Office & Veterans Group
- Worksite Wellness\* (corporate businesses)

**9. What are the key issues and values that the PVRPD needs to consider for senior and community recreational programs and facilities?**

**Values:**

- Relaxed, calm, safe, friendly, clean
- Small town feel, family oriented
- Inclusiveness (ADA Accessibility)
- Variety of programs
- Sense of community

**Issues:**

- City collaboration where zoning and permitting requirements in area
- Development for new younger families, childcare, affordable options
- Affordability of programs, services, transportation to access programs and facilities
- Greater communication for programs and services
- Mentorship programs, support, family-oriented services for supportive services
- Need to keep community active and healthy for all ranges of senior community (differences between 55 and 95)\* → Seniors have different options and have different needs
- Supportive community services for losses, people dealing with illnesses
- Coordinate healthcare and community needs within a central hub
- Growth potential for new community growth\* – young families and intergenerational collaboration opportunities\* Future oriented, expansion if needed
- Volunteer effort – making peoples efforts feel important – dog parks from community support

**10. If you participate in any activities or use any facilities outside of PVRPD and/or the City?**

**Senior/Recreation Services**

- Simi Valley
- Thousand Oaks/Goebel Adult Center
- Leisure Village
- Camarillo Springs
- Spanish Hills Country Club
- Moorpark
- Ventura Senior Center
- YMCA - fitness classes, sports, bingo, large dances
- Paradise Golf Club
- California State Channel Islands – Fields
- Aguora Hills Recreation Center – rentals/wedding

### **Sports & Leisure Activities**

- Pickleball
- Lawn Bowling
- Dances and dance classes
- Children's Museums
- Educational entertainment
- Soccer Clubs
- Golf
- Ice Skating
- Hiking & biking
- Open space & trails

### **11. Other comments/suggestions/feedback from focus groups?**

- Need additional clarification between City and Park District
- Must include all members of the community in the design and build phases of this project
- Growth in the city may reduce access to facilities; how to move forward sustainably with the new developments and provide services to all. Don't duplicate services and look to partner with surrounding areas to fulfill need.
- Teen programs should be a priority moving forward. The lack of teen programming, especially after school, does not serve the community's future generation. They need safe places to socialize, recreate, and build skills. Activities teens (and adults of teens) suggested include racquetball, movies after school, mentoring/tutoring programs, swimming programs, more outside basketball, and a place to play board games and/or video games.
- City is responsible for more than just streets and infrastructure. Need to keep feeling comfortable to invest in the senior and community needs in regard to recreation. PVRPD can't do it all, and there isn't a need to duplicate services, such as special needs programs. Senior citizens need to have socialization. Still have a lack of understanding about special district and differences between the city. Finally getting to the point where marketing and awareness is becoming a priority. Activities will need to be both socialization and active recreation, including pickleball and lawn bowling. Amenities should also include board and card games, but a space for multiple ages. A place that will bring in various ages that provides comfort and time. Concerns about competing with the private industry who always is chasing new trends. We should be supporting the smaller community interests, such as ukulele groups, model car groups, roller derby, etc. Biggest fear to build a center or facility that doesn't get used.
- Retirement community isn't serving everyone in community. High percentage in elderly group, great opportunity to provide world class senior center. Outpatient services can be provided in senior centers through healthcare providers, such as therapy and podiatry. Programs such as tai chi can be a collaborative way to provide healthcare value and recreational value. Accountability has increased once patients leave hospitals to provide opportunity to make senior center the hub to the community. A central place for welcoming seniors and providing transportation to and from local amenities and healthcare.

## Community Survey Summary

A total of 3,500 surveys were mailed to a random sample of PVRPD residents. Paper copies of the survey were made available in facilities and at events. A total of 336 survey responses were received resulting in a 5.3% +/- margin of error.

In addition to the mailed invitation survey, an open link on-line survey was made available to all Park District residents. Of these, 748 open link survey responses were received. Between the two methods, a total of 1,084 surveys were received.

### Survey Results Major Themes

- PVRPD should keep up the good work with facilities and parks
- Trails/pathways are also highly important
- Special event space and a senior activities area are highly desired
- Senior programs, youth programs and special events important
- Current location, 1605 E Burnley, best location

## Top 10 Findings

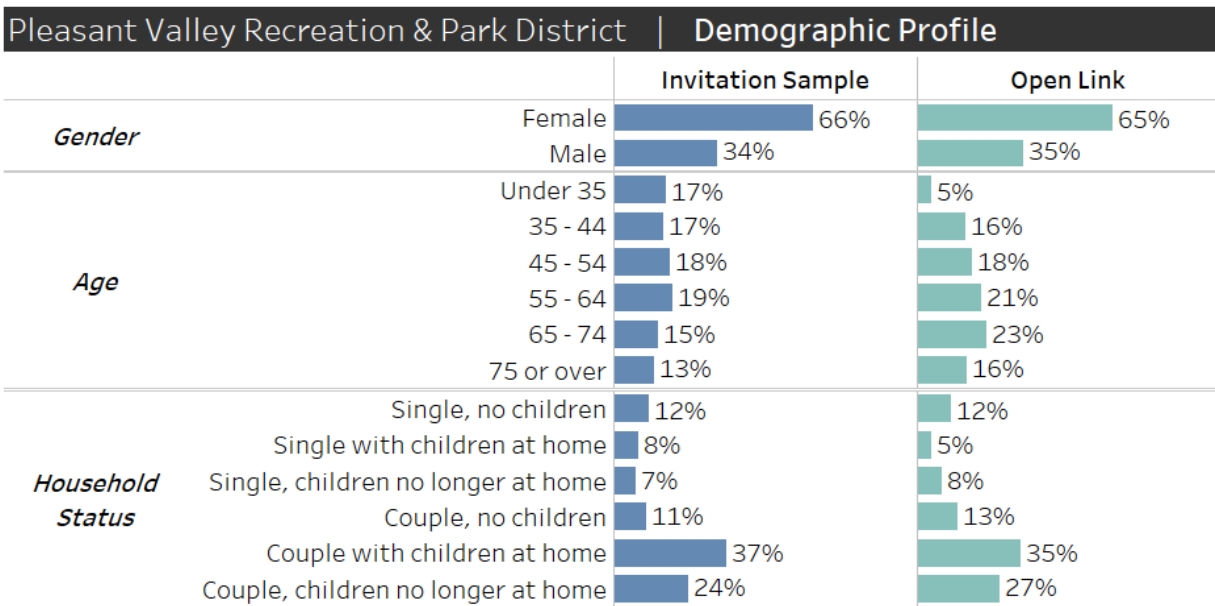
1. Several facilities and amenities are important to PVRPD households and were rated above-average relative to needs being met, indicating that PVRPD should keep up the good work with: community and neighborhood parks, green space/natural areas, youth playgrounds, the Community Center, recreation programs/classes, and pavilion/picnic shelters.
2. Trails/pathways are also highly important to households, but received a lower average rating for the extent to which community needs are met. Improving trails/pathways would likely positively affect the degree to which community needs are met overall.
3. A special event space is highly desired by a large share of residents. It was the most selected item for facilities/amenities to develop or expand by PVRPD in the future. A notable share of respondents also prioritized a senior activities area. While the senior activities area is most favored by older residents, a special event space drew interest from all age groups.
4. When it comes to future programs, senior programs garnered the most interest, with the greatest share of invitation respondents selecting it as a first priority and as a top three priority overall. When assessed by age, results highlight senior programs to be a particular interest of the 55 or over segment. Youth programs are of great interest to households with children. Meanwhile, special events are important to Millennial residents.
5. Residents are most supportive of user fees as a mechanism to fund operations and maintenance costs of facilities and programs that may be developed in the future. Respondents would be most comfortable paying \$50 or less annually to support such efforts. A new dedicated property tax assessment didn't garner much support, with more invitation respondents indicating they would vote "no" for such a measure than "yes."
6. If it was determined that a new community/senior center should be built or the existing facility should be expanded or renovated, invitation respondents' single overall preference would be to renovate the current facility, with a somewhat smaller share favoring expansion. Open link respondents were more likely to favor expansion over renovation.

7. With regard to where such a facility should be located, nearly equal shares of respondents were in favor of the current location at 1605 E. Burnley or reported that they had no strong preference (whatever was determined best by the District).
8. Attention to the following areas would likely help increase residents' utilization of PVRPD recreation facilities: more programs and events, improvements to existing facilities and amenities, condition/maintenance of facilities, and better quality programs/community events.
9. Overall, residents are highly satisfied with PVRPD parks. While satisfaction is still quite high for recreation programs/services and indoor facilities, it's not to the same degree as for parks. Specific amenities with which residents are most satisfied include outdoor sports facilities, community/special events, youth programs, and open space/trails. Conversely, the Senior Center and Freedom Gym received low satisfaction ratings.
10. PVRPD is effective in its communication to residents, with hardly any respondents of either sample indicating the District isn't effective. Program guide/brochure, internet/website, District email/newsletter, and email from PVRPD are the most preferred communication channels.

## Demographic Profile

Roughly one third of invitation respondents are under age 45 (34%). Nearly half of invitation sample respondents (45%) live with children at home, 23 percent are singles or couples without children, and 31 percent are empty nesters. About two-thirds of the invitation sample are female. Open link respondents have a similar profile, but skew slightly older (average age 59.1 vs. 53.8) and are slightly more likely to be empty nesters (35%).

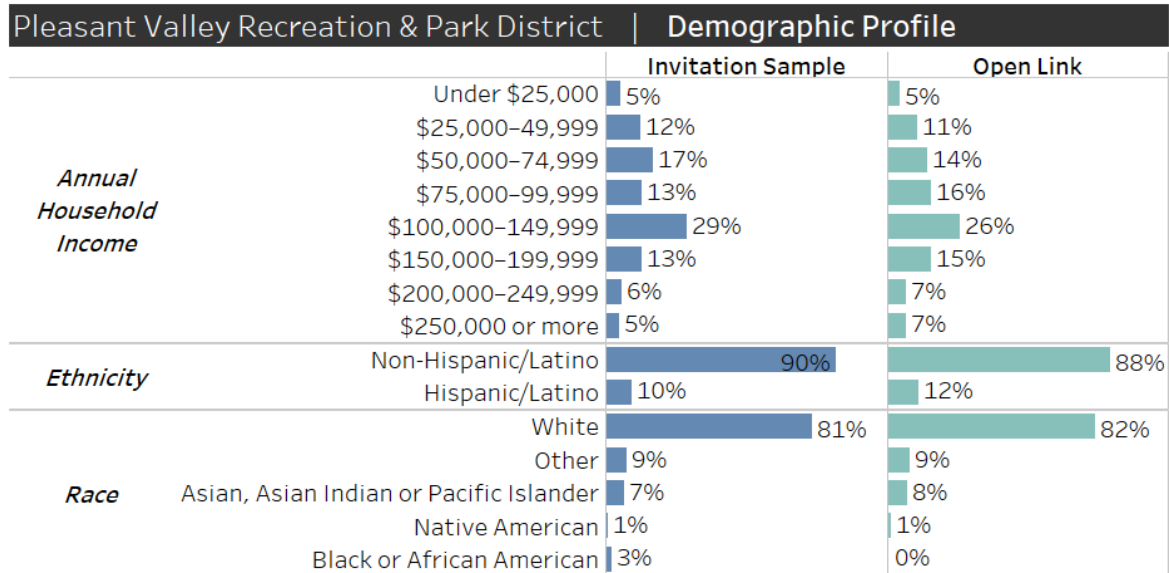
**Figure 9: PVRPD Survey Respondents Demographic Profile**



Source: RRC Associates and GreenPlay

The invitation and open samples have relatively similar income profiles, with roughly half of households earning under \$100,000 and half over \$100,000 annually. Nine percent of invitation respondents identify as an “other” race, and seven percent are Asian, Asian Indian, or Pacific Islander; ten percent identify themselves as being of Hispanic/Latino origin.

**Figure 10: PVRPD Survey Respondents Demographics**

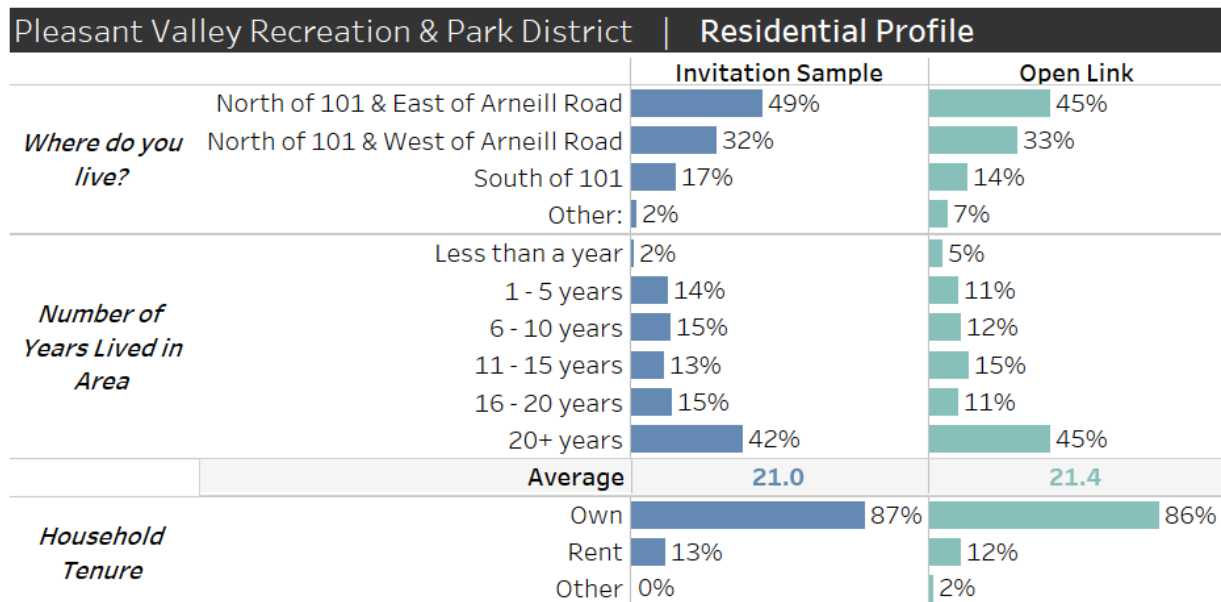


Source: RRC Associates and GreenPlay

## Residential Profile

Both samples average about 21 years of residency in the area. Distributions of location in the district and household tenure are very similar among the invitation and open link samples.

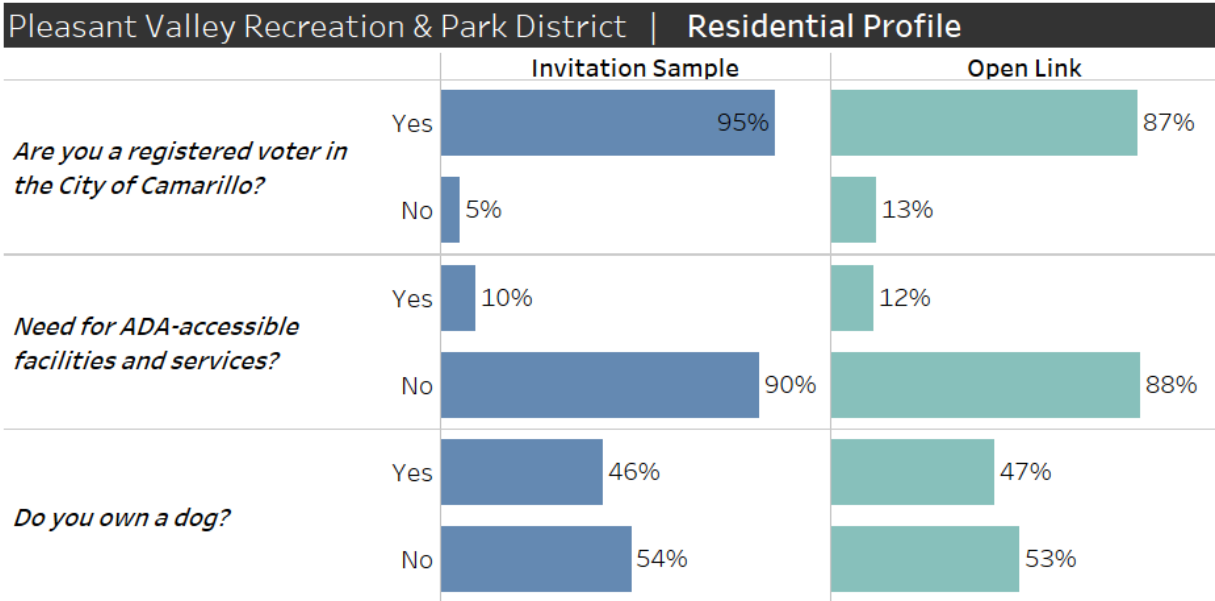
**Figure 11: PVRPD Residential Profile**



Source: RRC Associates and GreenPlay

A vast majority of invitation sample respondents are registered to vote in the City of Camarillo (95%), 10 percent reported a need for ADA-accessible facilities and services, and 46 percent own a dog. Open link respondents are slightly less likely to be registered to vote (87% vs. 95%), slightly more likely to have a need for ADA-accessible facilities and services (12% vs. 10%), and slightly more likely to own a dog (47% vs. 45%).

**Figure 12: PVRPD Survey Response Resident Profile**



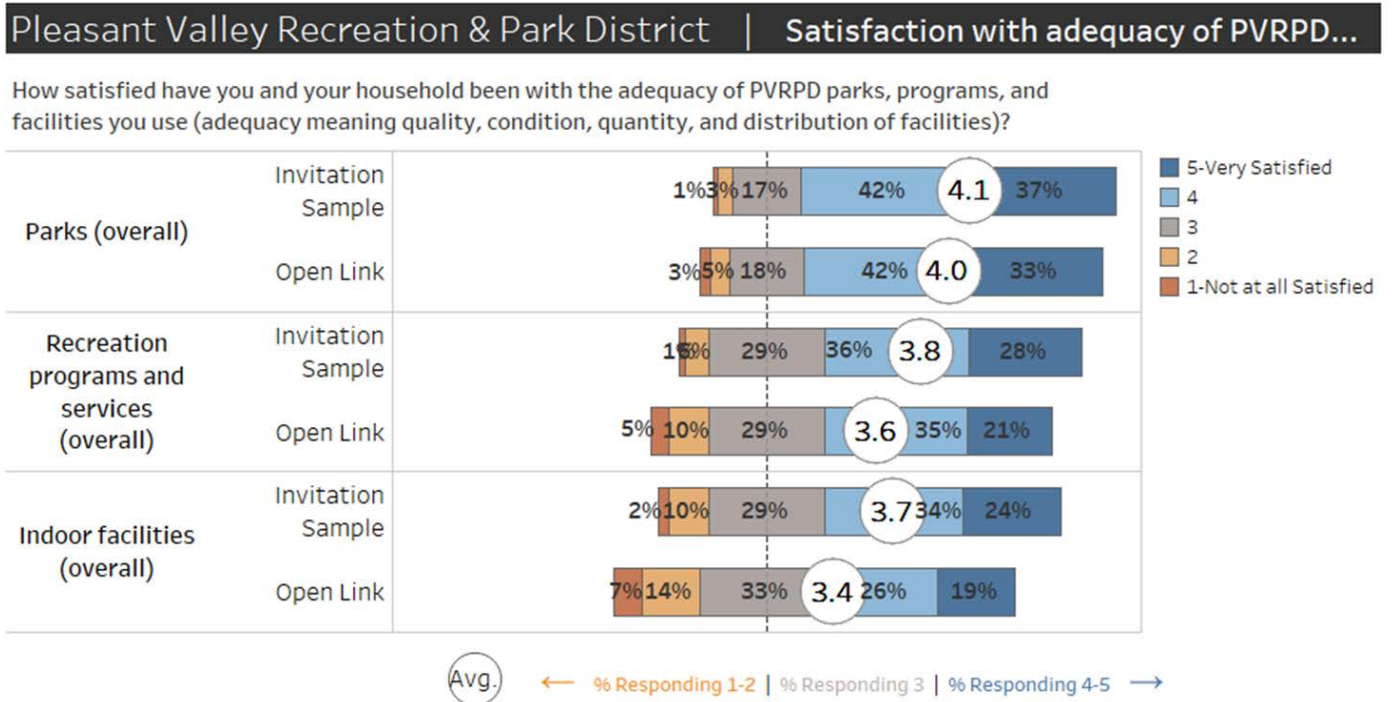
Source: RRC Associates and GreenPlay

## Satisfaction with Parks & Recreation

Overall satisfaction ratings were highest for parks, followed by recreation programs or services, and then indoor facilities. Invitation respondents provided higher satisfaction ratings for each item than did open link respondents.

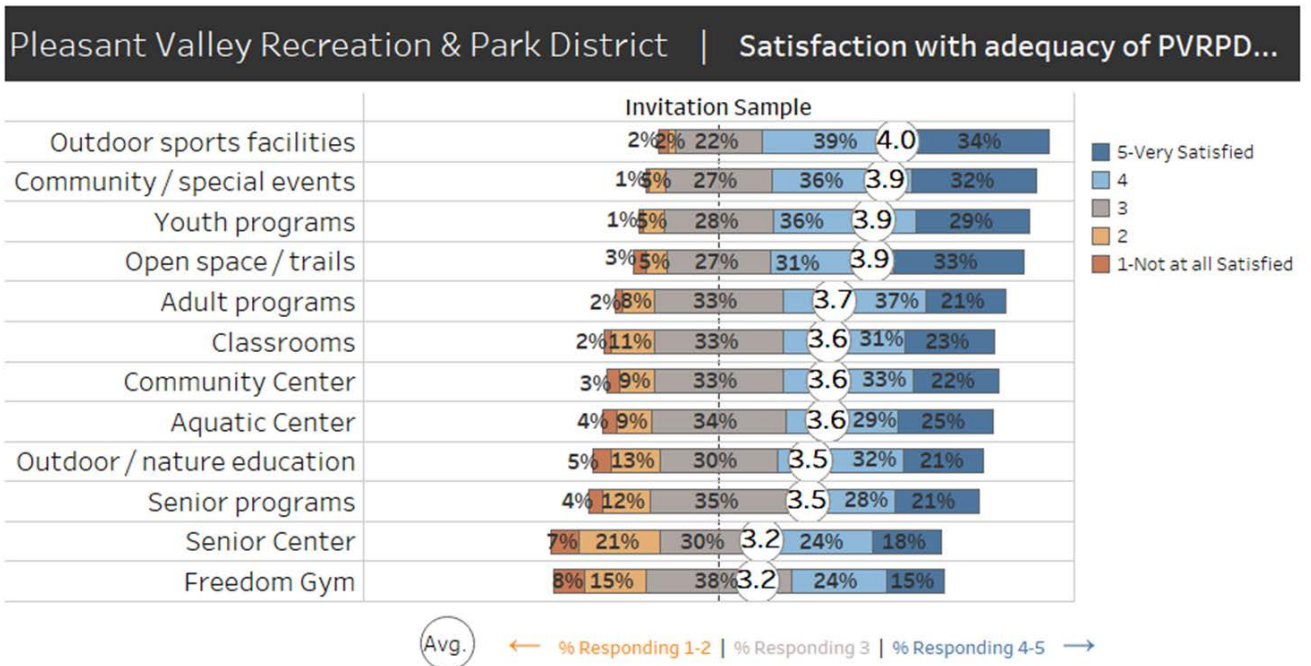


**Figure 13: PVRPD Survey Respondents Overall Satisfaction**



Specifically, invitation respondents were most satisfied with outdoor sports facilities (73% rated as satisfied), community/special events (68%), and youth programs (65%). Invitation respondents were least satisfied with the Freedom Gym (39%) and the Senior Center (42%).

**Figure 14: PVRPD Survey Respondent Satisfaction with Facilities and Events**

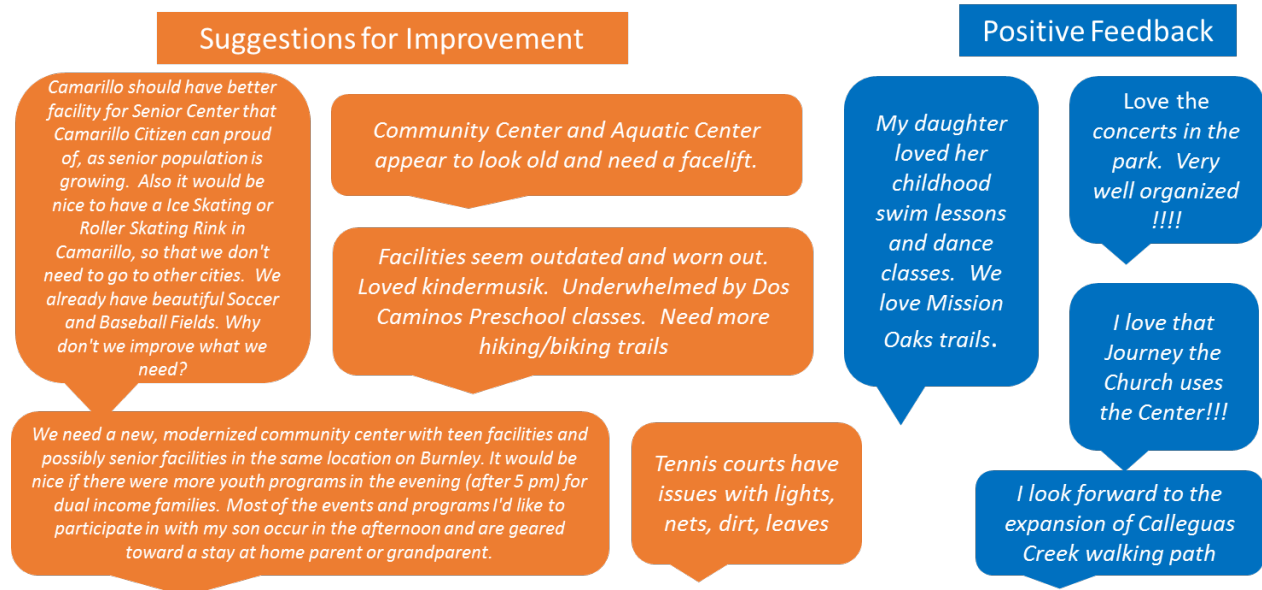


Across all categories, open link respondents were less satisfied than the invitation sample, except for the Aquatic Center, for which they provided a slightly higher average satisfaction rating. They differed most with respect to outdoor sports facilities, adult programs, classrooms, senior programs, and the senior center.

**Figure 15: PVRPD Survey Respondents Satisfaction Invitation vs. Open Link**

Pleasant Valley Recreation & Park District   Satisfaction with adequacy of PVRPD...		
	Invitation Sample	Open Link
Outdoor sports facilities	4.0	3.6
Community / special events	3.9	3.8
Youth programs	3.9	3.7
Open space / trails	3.9	3.6
Adult programs	3.7	3.4
Classrooms	3.6	3.3
Community Center	3.6	3.5
Aquatic Center	3.6	3.7
Outdoor / nature education	3.5	3.5
Senior programs	3.5	3.2
Senior Center	3.2	2.9
Freedom Gym	3.2	3.0

Respondents had an opportunity to further comment on their level of satisfaction with the adequacy (e.g., quality, condition, quantity, distribution) of PVRPD parks, programs, and facilities. Improvements were frequently suggested, but many respondents also used the space to compliment PVRPD amenities. A selection of verbatim invitation responses is shown below. The full listing of responses is provided in the appendix and should be reviewed to fully understand the breadth and depth of respondents’ input.



## Importance of Existing Facilities

Community and neighborhood parks (90% rated as important), green space/natural areas (89%), and trails and pathways (85%) were rated as most important among invitation respondents.

Figure 16: PVRPD Survey Respondents Importance of Facilities

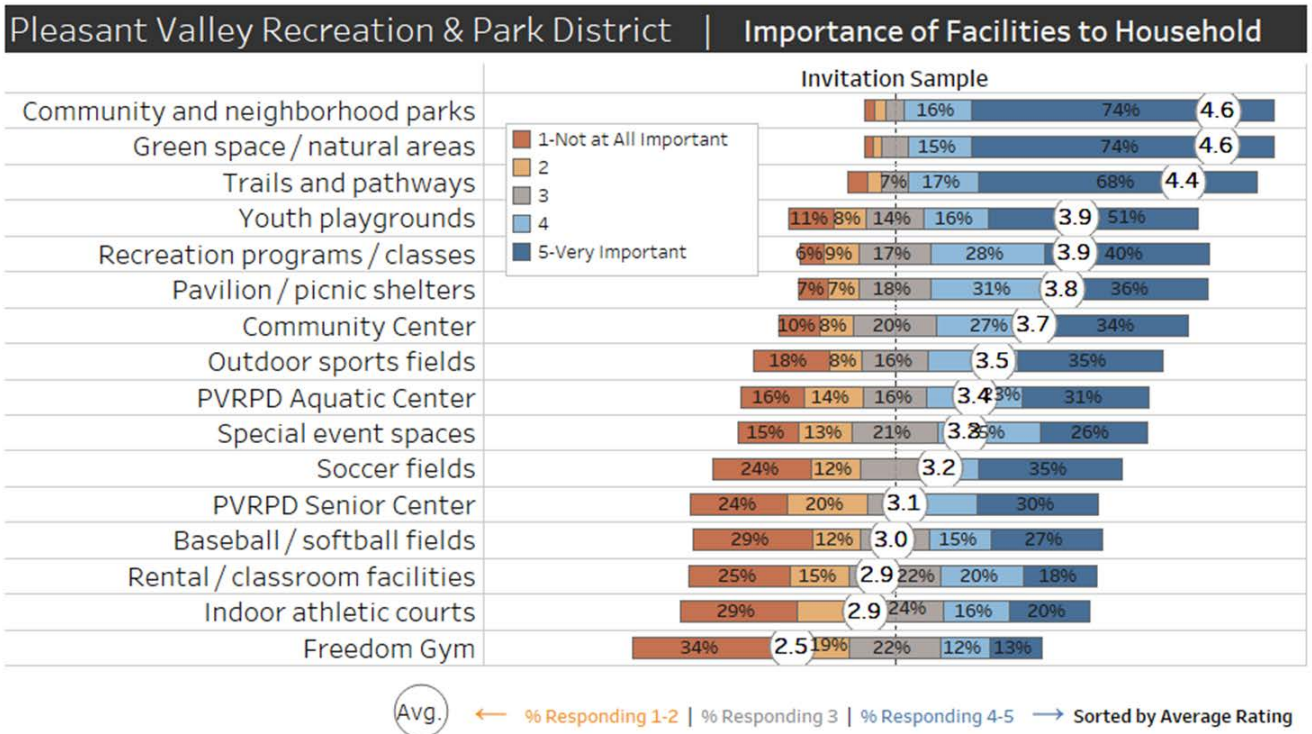
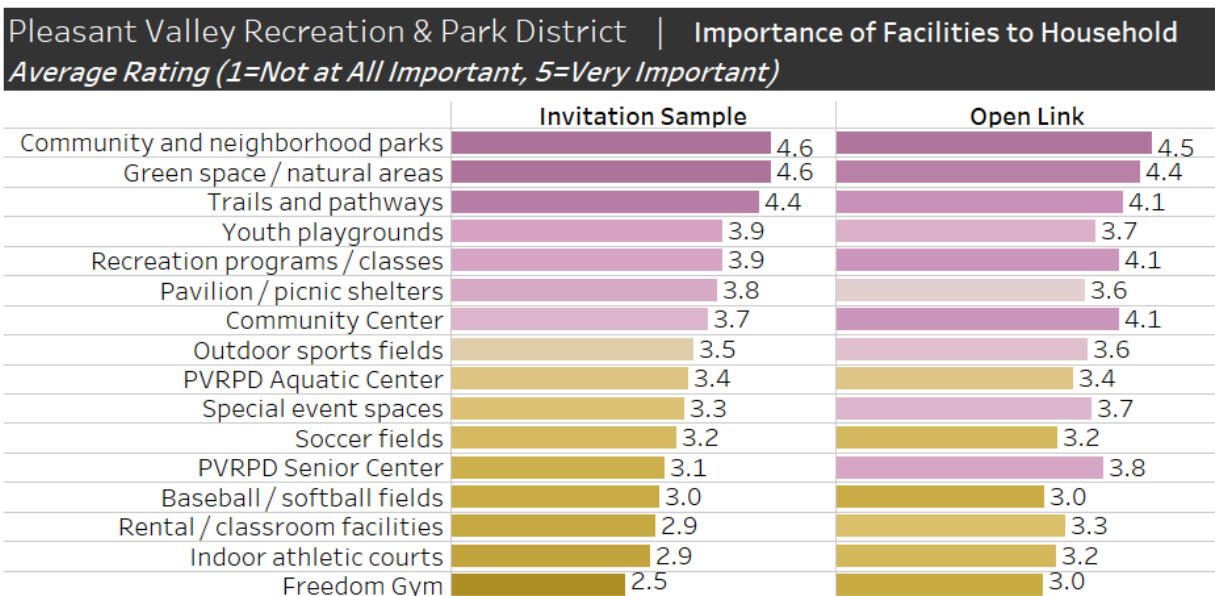


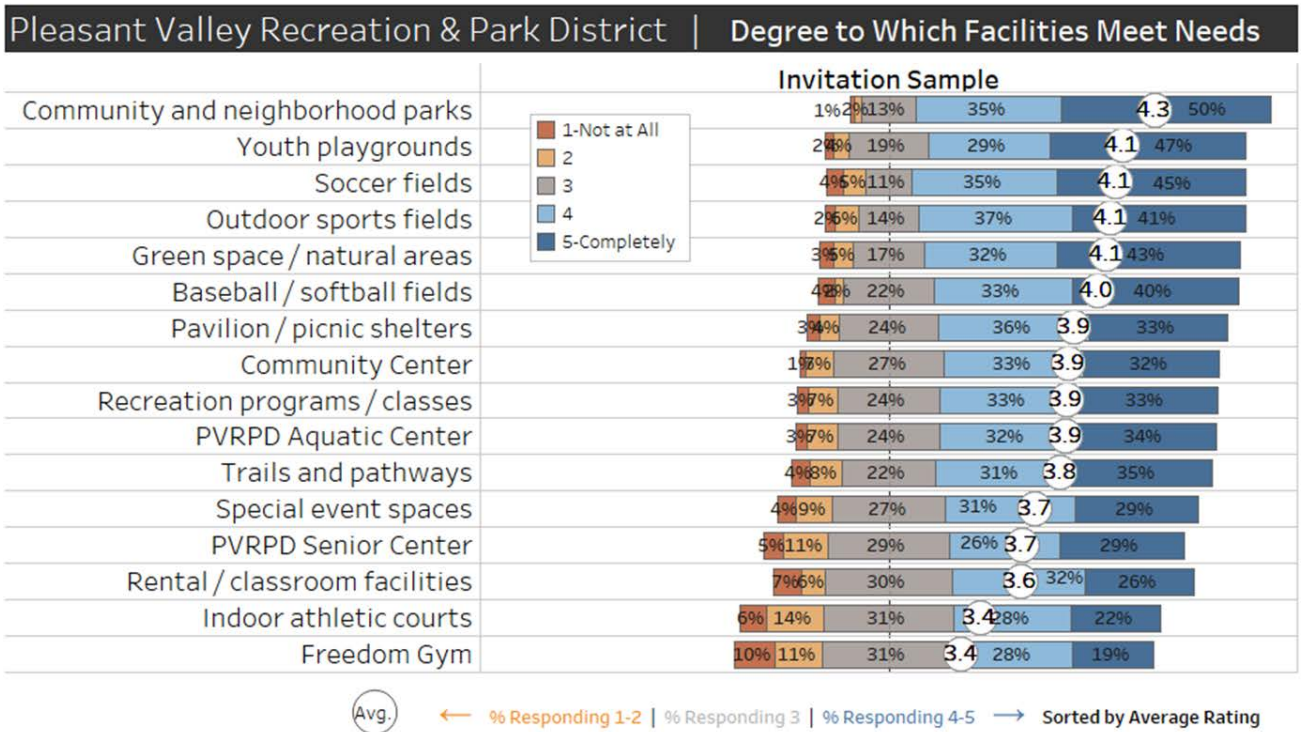
Figure 17: PVRPD Survey Respondents Importance of Facilities Invitation vs. Open Link



## Degree to Which Facilities Meet Needs

Invitation respondents indicated that most facilities meet needs to a large extent, particularly community and neighborhood parks (85% said needs are being met), soccer fields (80%), outdoor sports fields (78%), youth playgrounds (76%), and green space/natural areas (75%).

Figure 18: PVRPD Survey Respondents Degree to Which Needs are Met



Open link respondents provided lower needs-met ratings for all of the facilities, most notably for the soccer fields, PVRPD Senior Center, and outdoor sports fields. Both groups provided high average needs-met ratings for community and neighborhood parks.

Figure 19: PVRPD Survey Respondents Degree to Which Needs are Met Invitation vs. Open Link

Pleasant Valley Recreation & Park District | Degree to Which Facilities Meet Needs  
 Average Rating (1=Not at All Important, 5=Very Important)

	Invitation Sample	Open Link
Community and neighborhood parks	4.3	4.1
Youth playgrounds	4.1	3.9
Soccer fields	4.1	3.6
Outdoor sports fields	4.1	3.7
Green space / natural areas	4.1	3.9
Baseball / softball fields	4.0	3.8
Pavilion / picnic shelters	3.9	3.8
Community Center	3.9	3.7
Recreation programs / classes	3.9	3.7
PVRPD Aquatic Center	3.9	3.7
Trails and pathways	3.8	3.7
Special event spaces	3.7	3.6
PVRPD Senior Center	3.7	3.3
Rental / classroom facilities	3.6	3.5
Indoor athletic courts	3.4	3.2
Freedom Gym	3.4	3.3

## Importance-Performance Matrix

**High Importance/  
Low Needs Met**

These are key areas for potential improvements. Improving these facilities would likely positively affect the degree to which community needs are met overall.

These “niche” facilities have a small but passionate following, so measuring participation when planning for future improvements may prove to be valuable.

**Low Importance/  
Low Needs Met**

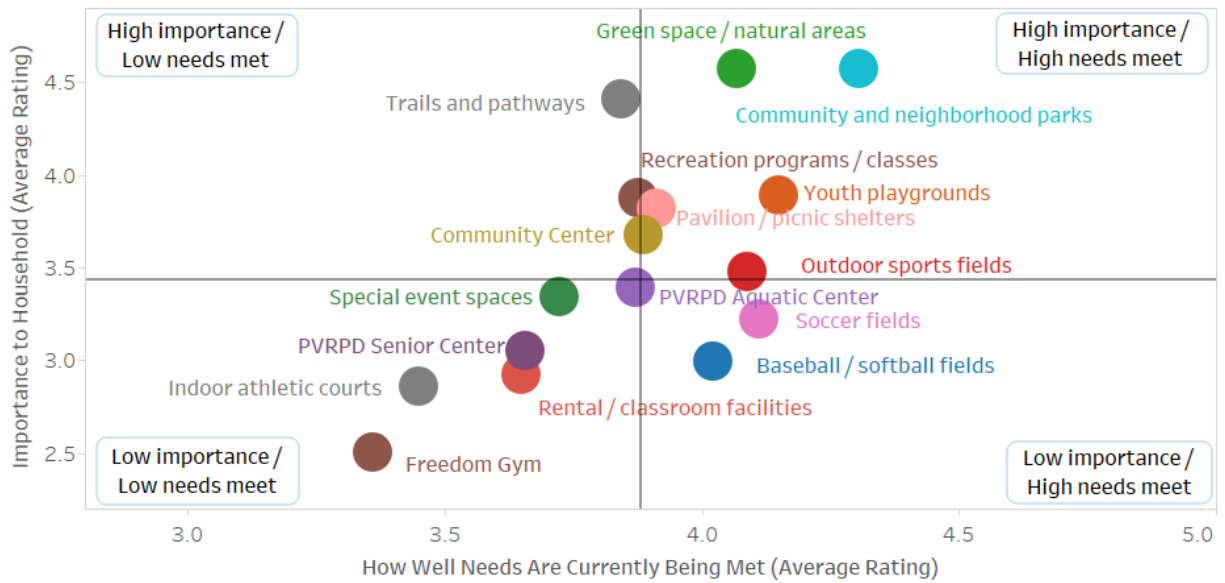
**High Importance/  
High Needs Met**

These amenities are important to most respondents and should be maintained in the future, but are less of a priority for improvements as needs are currently being adequately met.

Current levels of support appear to be adequate. Future discussions evaluating whether the resources supporting these facilities outweigh the benefits may be constructive.

**Low Importance/  
High Needs Met**

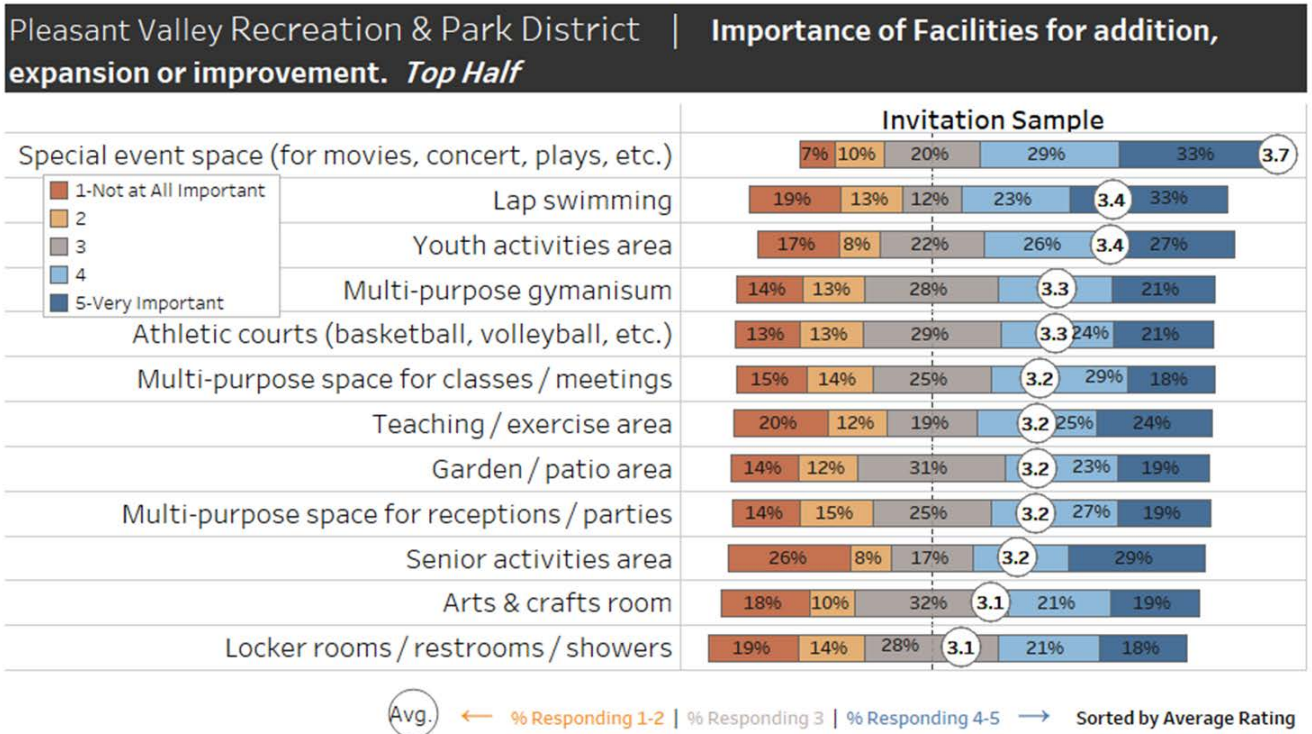
Pleasant Valley Recreation & Park District | Level of Importance vs. Needs Met for Current Facilities



## Importance of Future Facilities

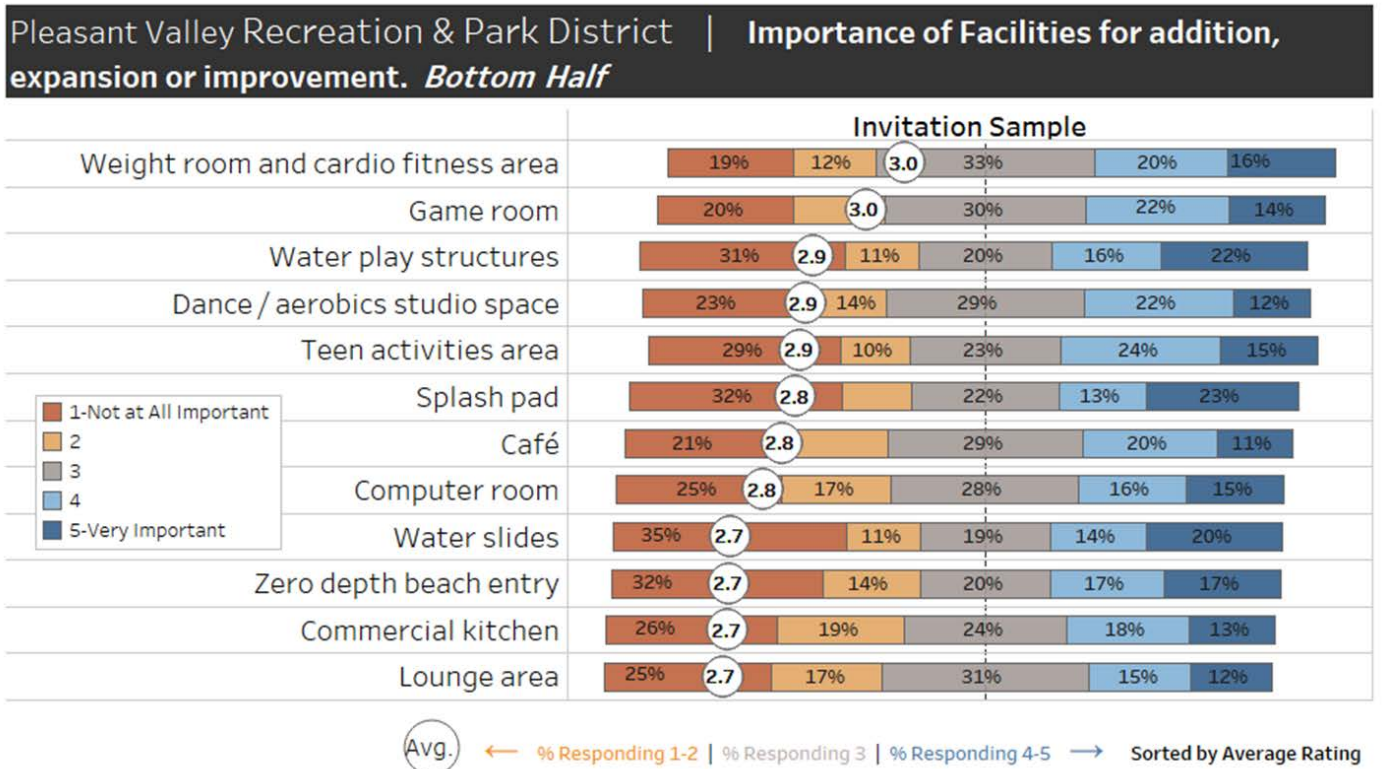
Special event space (62% rated as important), lap swimming (56%), and youth activities area (53%) were rated as the most important future needs among invitation respondents.

**Figure 20: PVRPD Survey Respondents Important Additional Facilities**



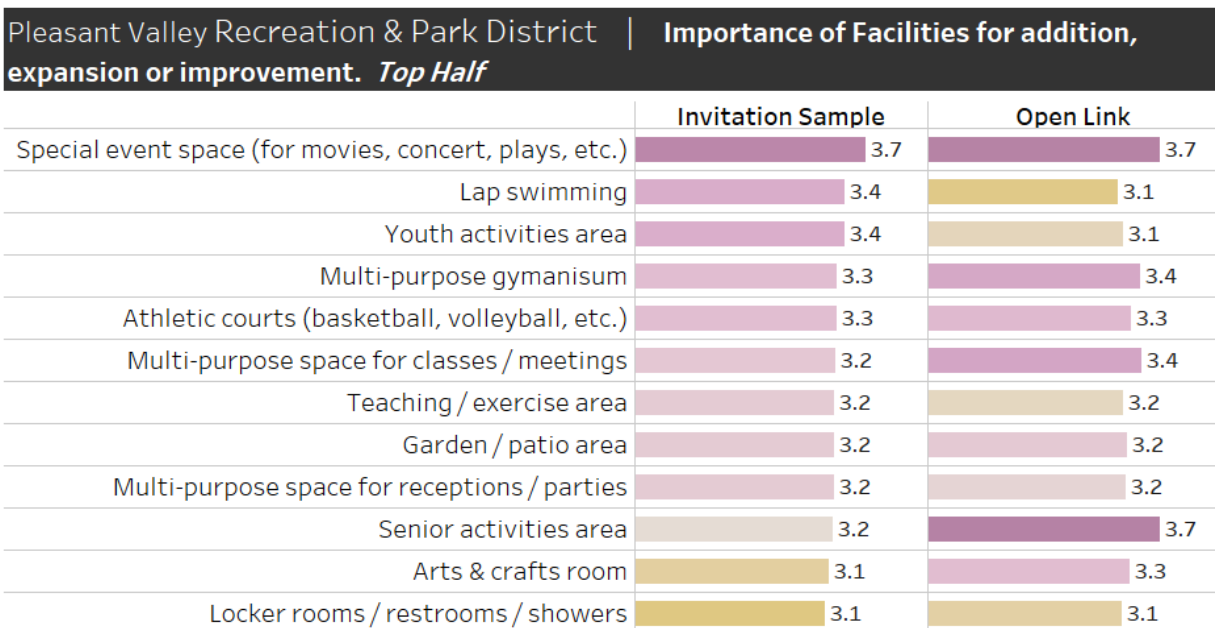
Facilities that were rated as least important future needs by invitation respondents were zero depth beach entry (46% unimportant), water slides (46%), commercial kitchen (45%), lounge area (42%), computer room (42%), splash pad (42%), and water play structures (42%).

**Figure 21: PVRPD Survey Respondents Least Important Additional Facilities**



Special event space was a top-rated item for both samples. However, open link respondents equally likely to rate senior activities area as important. Meanwhile, they were less likely than invitation sample respondents to rate lap swimming and youth activities area as important.

**Figure 22: PVRPD Survey Respondents Importance of Additional Facilities Invitation vs. Open Link**





Open link respondents also differed from the invitation sample with regards to the dance/aerobics studio space (rated more important).

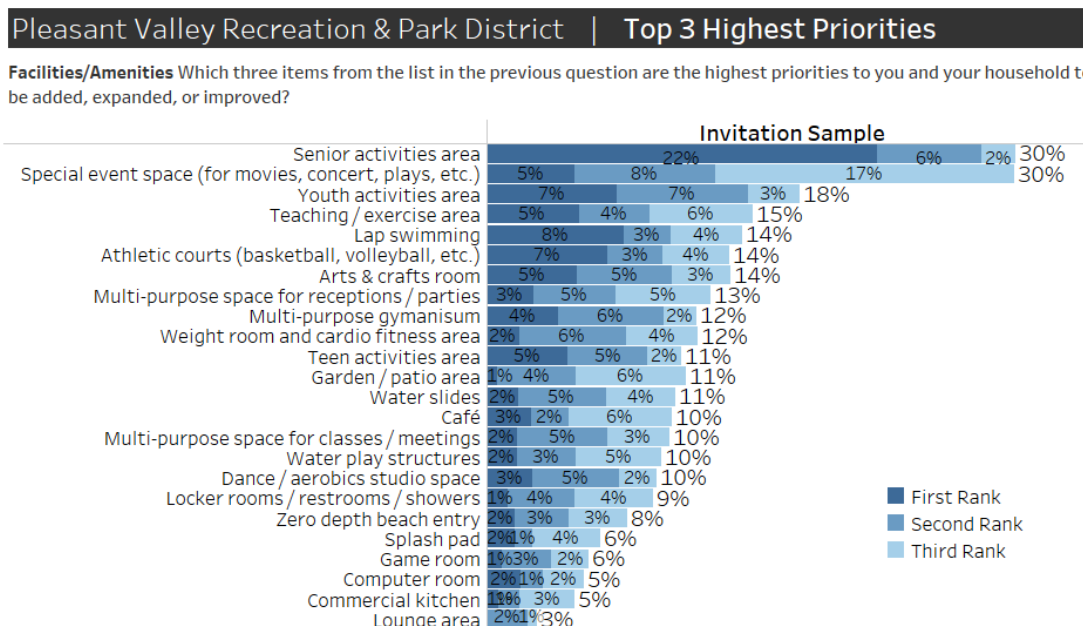
**Figure 23: PVRPD Survey Respondents Least Important Additional Facilities Invitation vs. Open Link**

Pleasant Valley Recreation & Park District   Importance of Facilities for addition, expansion or improvement. <i>Bottom Half</i>		
	Invitation Sample	Open Link
Weight room and cardio fitness area	3.0	3.1
Game room	3.0	3.1
Water play structures	2.9	2.7
Dance / aerobics studio space	2.9	3.2
Teen activities area	2.9	3.0
Splash pad	2.8	2.6
Café	2.8	2.8
Computer room	2.8	2.9
Water slides	2.7	2.6
Zero depth beach entry	2.7	2.5
Commercial kitchen	2.7	2.8
Lounge area	2.7	2.9

## Top Three Future Facility Priorities

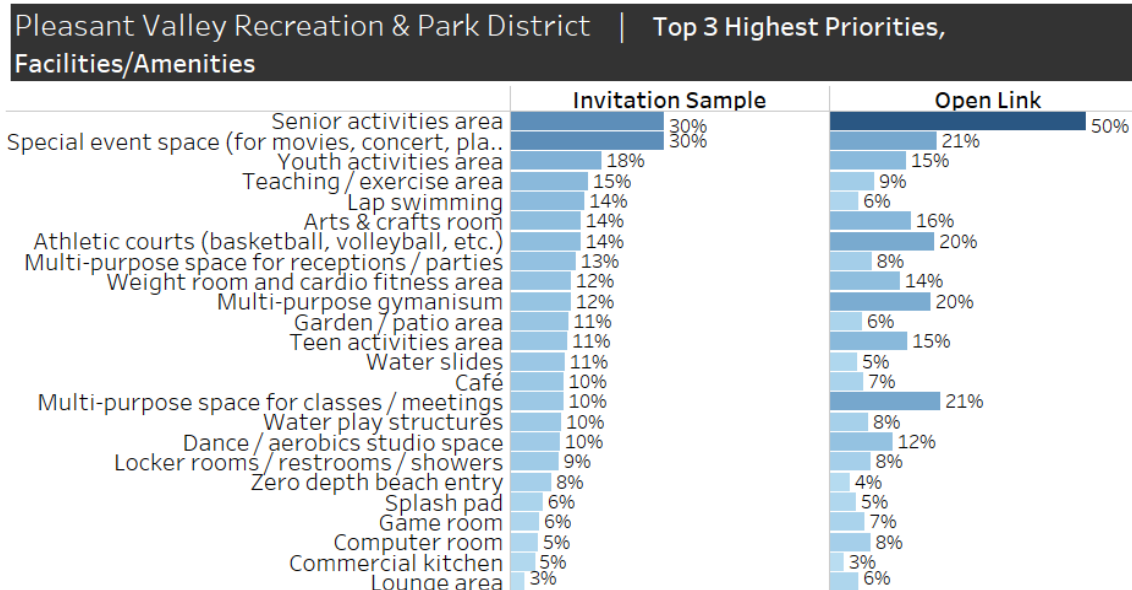
A senior activities area and a special event space stood out as the highest priority facilities/amenities with 30 percent of invitation respondents citing each among their top three choices. Twenty-two percent (22%) of invitation respondents cited a senior activities area as their top priority.

**Figure 24: Top Three Priorities**



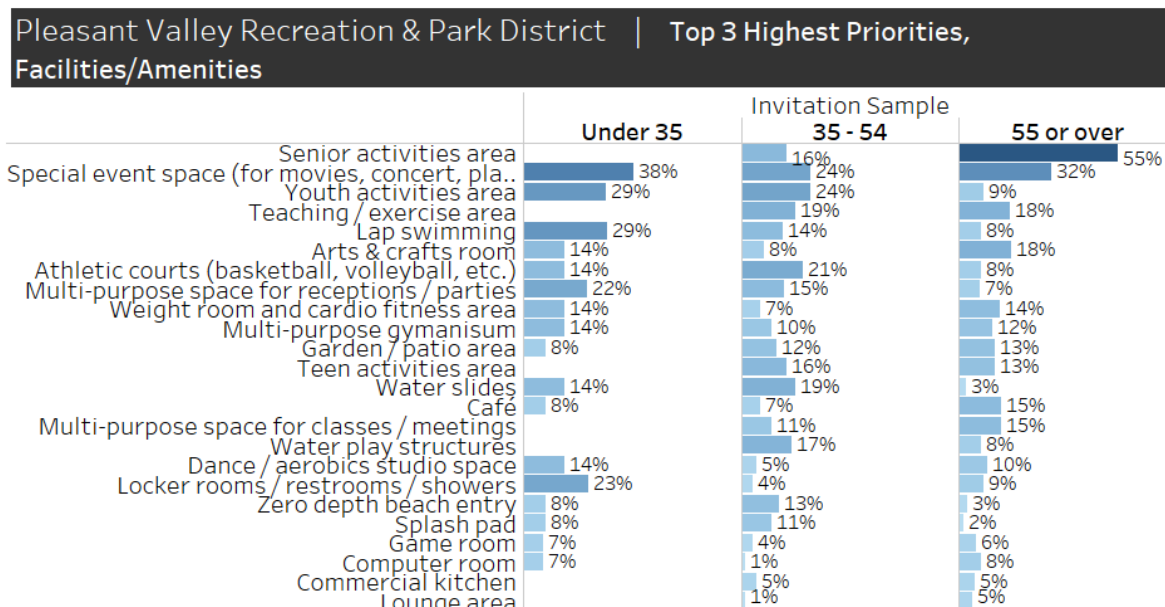
Both samples of respondents were likely to choose a senior activities area and special event space among their top three priorities. Open link respondents were far more likely to choose a multi-purpose space for classes/meetings, multi-purpose gymnasium, and athletic courts relative to invitation respondents.

**Figure 25: Top Three Priorities Facilities and Amenities**



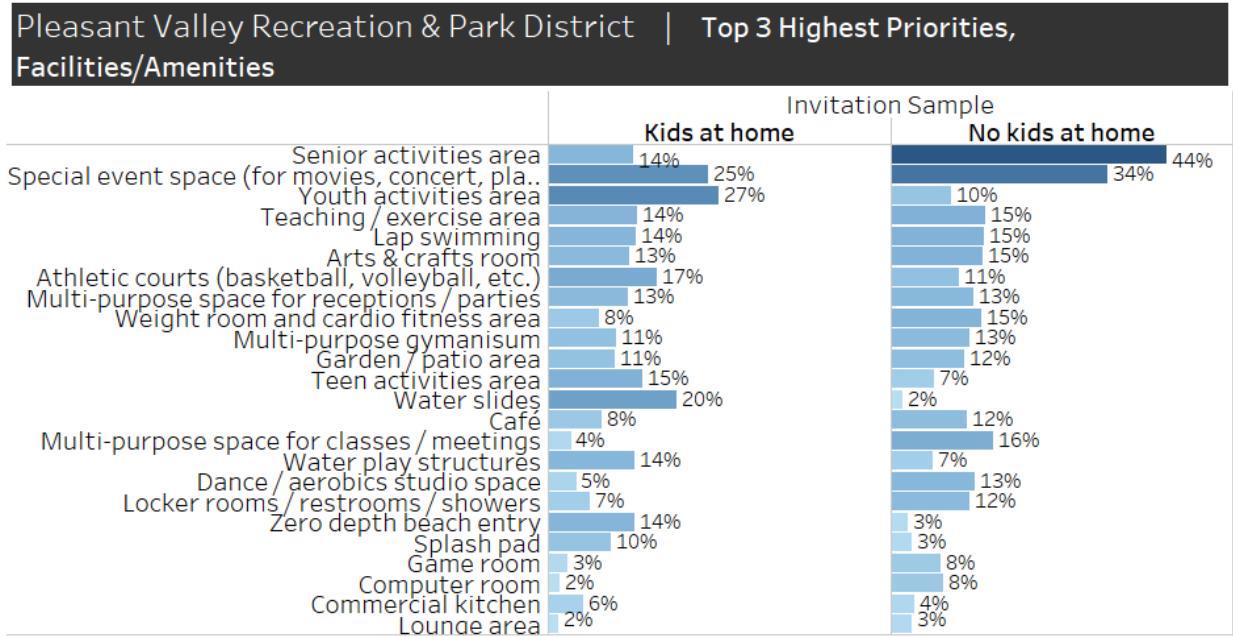
Special event space is a highly prioritized item among all invitation respondents, regardless of age. Otherwise, preferences do vary by age. Particularly senior activities area, youth activities area, and multi-purpose space for classes/meetings.

**Figure 26: Top Three Priorities by Age Group**



Invitation respondents without kids at home were about four times as likely as those with kids at home to prioritize senior activities area as top future priority and about twice as likely to prioritize multi-purpose spaces for classes/meetings. Meanwhile, respondents without kids at home were more likely to prioritize youth activities area, athletic courts, teen activities area, and water play structures.

**Figure 27: Top Three Priorities by Presence of Kids in Home**



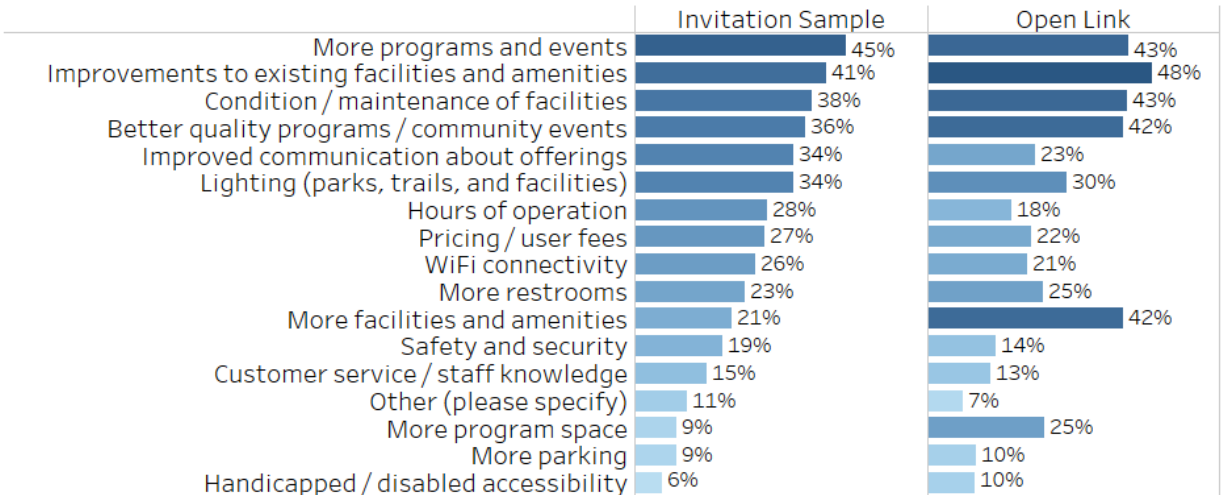
## Most Important Areas

Invitation respondents were most likely to cite more programs and events, improvements to existing facilities and amenities, and the condition/maintenance of facilities as areas that, if improved, would increase their use of recreation facilities. Open link respondents were far more likely to identify “more facilities and amenities.”

**Figure 28: Other Facilities Desired**

Pleasant Valley Recreation & Park District | Other Facilities

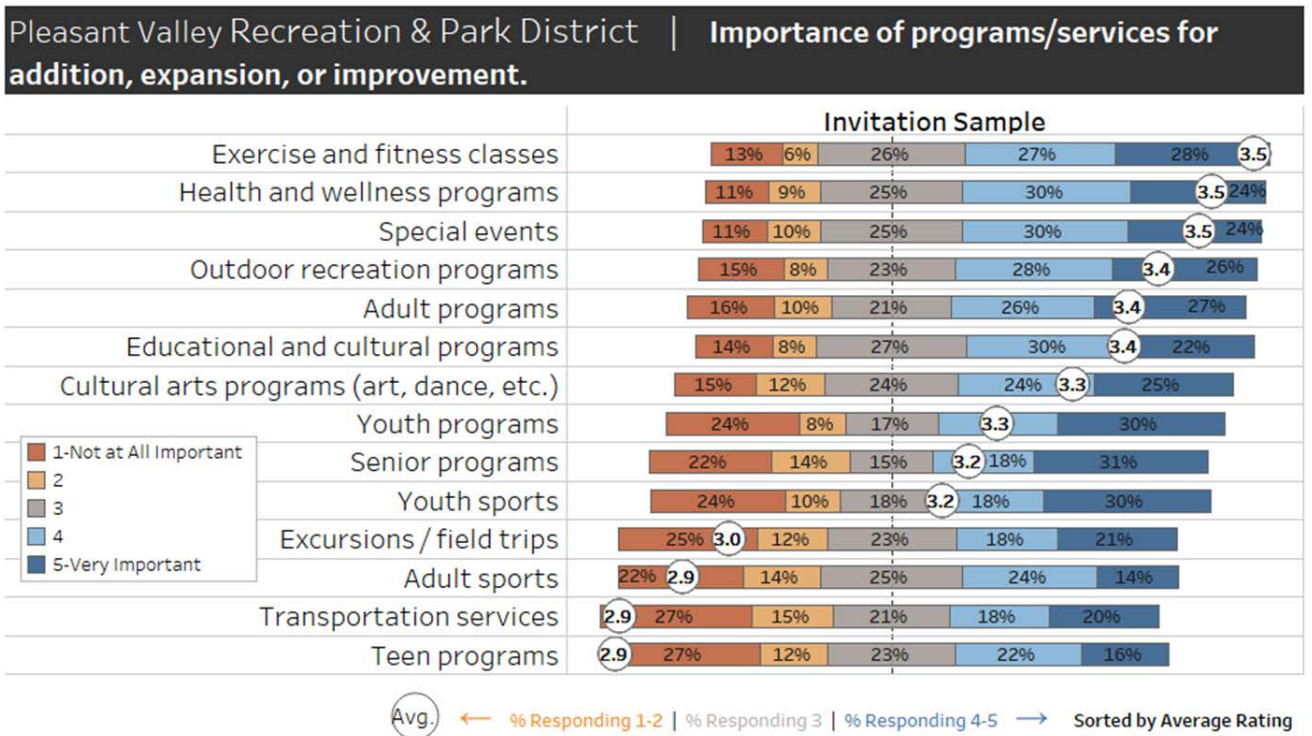
What are the most important areas that, if addressed by the PVRPD, would increase your utilization of recreation facilities? (CHECK ALL THAT APPLY)



### Importance of Future Programs/Services

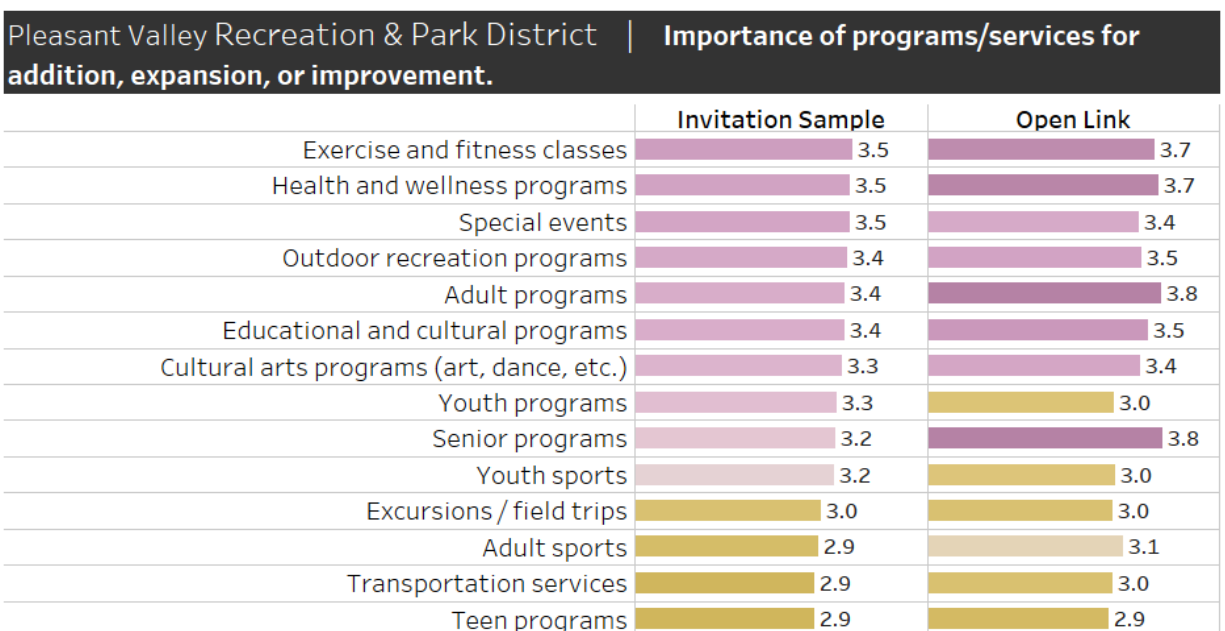
Exercise and fitness classes (55% rated as important), health and wellness programs (54%), special events (54%), outdoor recreation programs (54%), adult programs (53%), and educational and cultural programs (52%) were rated as important future programs by over half of invitation respondents.

**Figure 29: Important Programs and Services**



Adult programs and senior programs were the top rated future program choices among open link respondents and average importance ratings for these items were much higher than among invitation sample respondents. Meanwhile, invitation sample respondents were notably more likely to indicate that youth programs are important.

**Figure 30: Important Programs and Services Invitation vs. Open Link**



## Additional Comments/Suggestions

At the end of the survey, respondents were given the opportunity to provide any additional comments or suggestions for PVRPD. Themes that came up frequently through the survey were again prominent in this comment field, including maintenance of existing facilities, more shade, and trail/pathway connectivity. Many invitation respondents also took the opportunity to praise the efforts of PVRPD. A selection of verbatim invitation responses is shown below.

*Seniors need care such as provided (insufficiently) by Camarillo Health Care District*

*More options for teens - free options*

*Love the website. Office works have been VERY helpful with class enrollment and facility reservation.*

*Many people go to Global Center in Thousand Oaks and Moorpark because they have more senior activities. Camarillo Senior Center is a disgrace for a town like this.*

*It is much appreciated being asked to do this survey. The PVRPD is a WONDERFUL organization, offering a wide variety of resources. Cost-wise at times, due to our budget, I am unable to take some of the current classes I want to do.*

*In an effort to keep property taxes "reasonable," I suggest Open Space property/ies be donated to the District. The District in turn should assist each property owner/donor to obtain favorable relief from federal and state taxes.*

*Please do not raise taxes. You guys already raised our water bill. Look at McDonald's, they renovated their restaurants and they look nice. Just remodel the senior center.*

\*The full Community Survey Report can be found in **Appendix C**.

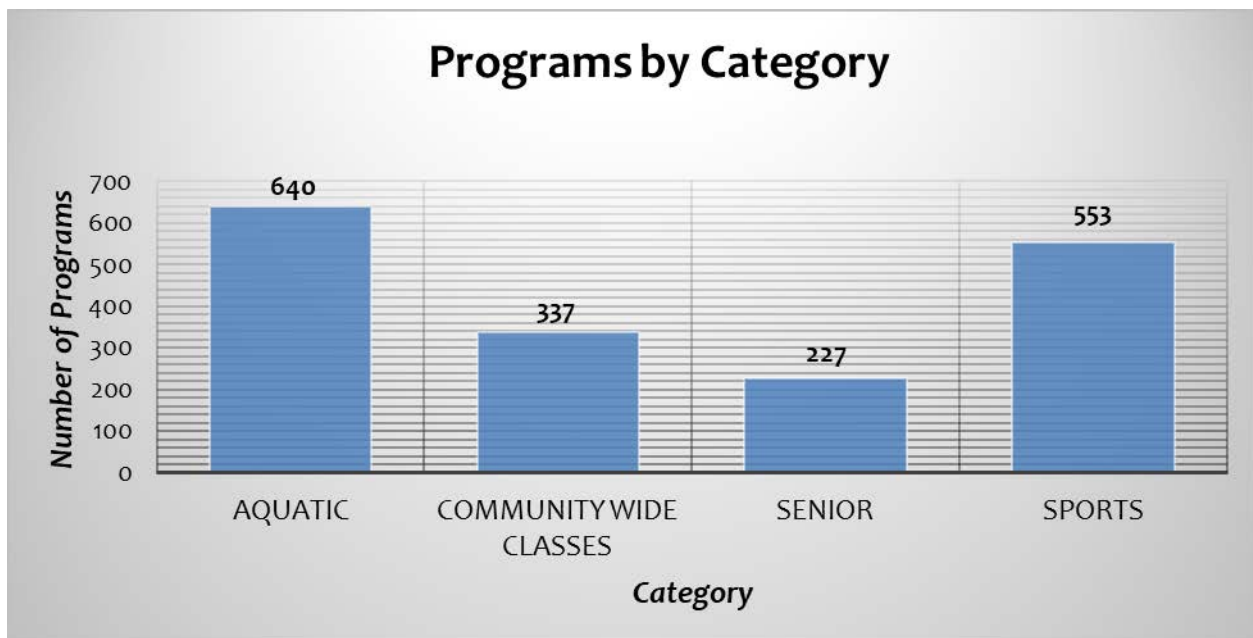
## IV. Current Programs and Facilities

### Program and Indoor Facilities Analysis

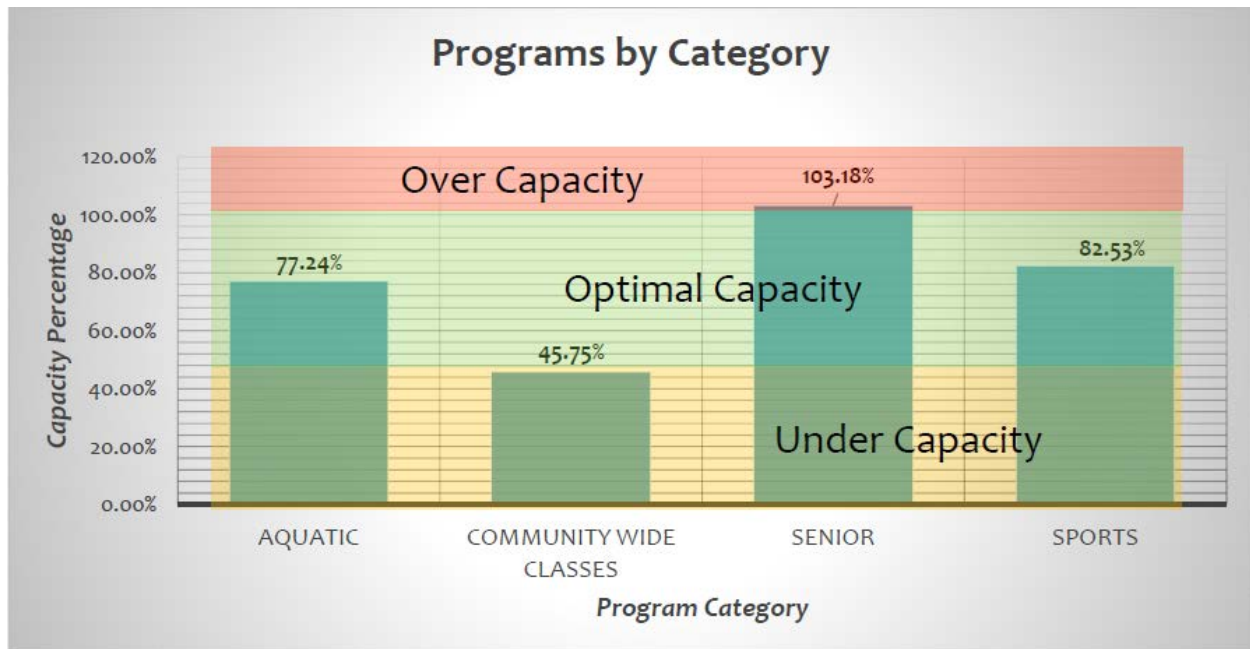
GreenPlay worked with the PVRPD General Manager to analyze existing indoor recreational facilities in the District. The assessment consisted of an analysis of the general ability to provide the desired indoor recreational programs, facilities, and services identified by the PVRPD community.

Currently, the existing providers and associated facilities cannot meet the expressed desires and needs of the community. Additionally, it is the consultant's opinion that a new indoor senior and community recreation center would not adversely affect the other service providers, but would instead provide additional opportunities to expose residents to the entry level programs and services they provide, acting as a feeder system to others service providers.

The District is currently experiencing a lack of available facilities to meet demand and is experiencing overcrowding of existing indoor facilities. The District currently offers over 1,700 unique programs and classes with program participants hitting over 800,000 annually, which does not include passive park users or special event participants.



The largest number of programs was offered for aquatics in part due to the availability of a dedicated aquatic facility. The number of programs offered for seniors and the number of community wide classes offered were both limited due to the lack of available facilities.



The high number of programs offered for seniors resulted in the senior center facility being used above the optimal capacity as identified by the District.

#### Helpful District Statistics:

- Freedom Gymnasium: 2016 Calendar Year
  - Users: 7,673
    - Table Tennis, Pickleball, Badminton, Basketball, Special Olympics
- Community Center (Special Event/Large Event)
  - 2,917+ Adult Users: 2016 Calendar Year
    - 50+Expo, Wii Bowling, Movies, and more
- Senior Center/Classrooms
  - 38,501+ Adult Users: 2016 Calendar Year
    - Art, Arthritis, Band, Billiards, Bingo, Blood Pressure, Bone Builders, Café, Games, Parkinson's, and more.
- PV Aquatics Center
  - 16,538 Adult Users– 2016 Calendar Year
    - Water Exercise, Lap Swim (AM, Lunch, PM), Aquacize, Adult Swim Lessons
  - 333 Senior Passes Sold - 2017 Calendar Year




The following chart represents the current Square Footage of Facilities Owned or Managed by PVRPD.

Facilities Owned or Managed by PVRPD	Indoor Sq. Ft	Indoor Activity Space/Sq. Ft	Indoor/District Owned Activity Space/Sq. Ft.	Sq. Ft. 1605 E. Burnley
Community Center	10,351	10,351	10,351	10,351
Class rooms	4,615	4,615	4,615	4,615
Administrative Offices	2,849			
Senior Center	3,974	3,974	3,974	3,974
Freedom Center	6,738	6,738	6,738	
Freedom Gymnasium	10,065	10,065		
Aquatic Center	15,143	15,143	15,143	
PV East Meeting Room	1,152	1,152	1,152	
Dos Caminos	900	900	900	
<b>Total</b>	<b>54,887</b>	<b>52,038</b>	<b>41,973</b>	<b>18,940</b>

According to the 2016 Program Statistics Analysis conducted by the District and reviewed during this study, the following observations have been made:

- Aquatics, community classes, and sports are meeting the community demand.
- Senior/Adult programming is losing participants due to overcrowding and lack of available facilities.
- At least 14 Senior/Adult programming needs have been identified and denied due to lack of available facilities.

## 2016 Facility Statistics Overview



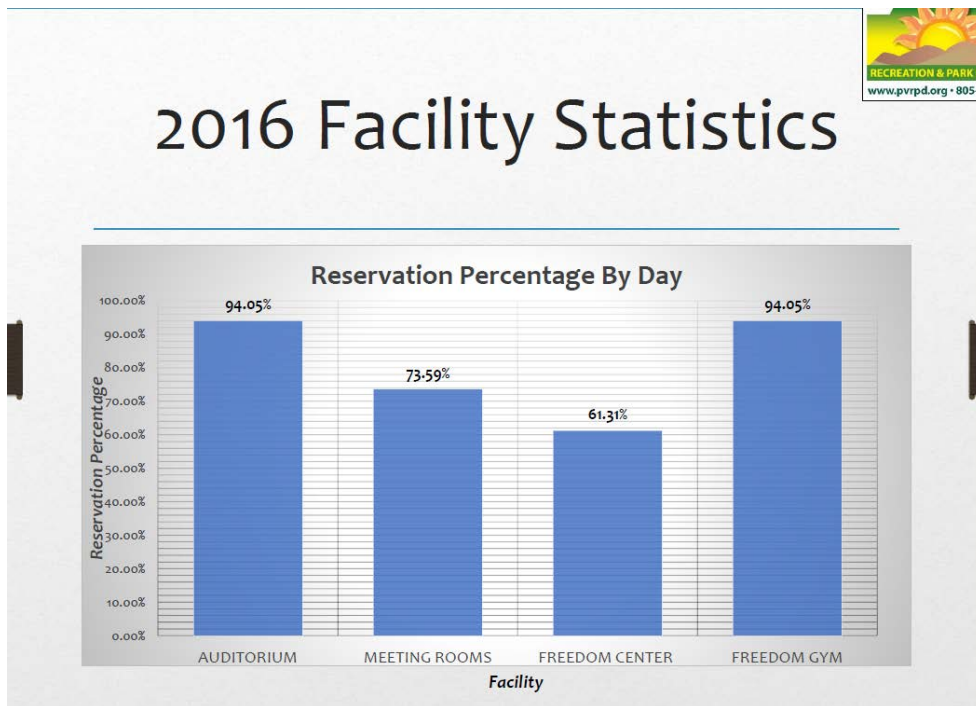
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- **158** Reservable Facilities and Parks
- **18,538** Reservations Made
- Sports Fields and Courts reserved **34.91%** of the time
- Pavilions and Picnic Areas reserved **11.24%** of the time
- Class and Meeting Rooms reserved **67%** of the time
- Auditorium/Gyms reserved **94%** of the time

The District handles close to 19,000 reservations annually.

Auditoriums and gymnasiums are also used above the optimal capacity as identified by the District, often resulting in unmet needs for the community.

- Due to high class/meeting room reservation rates at the Freedom Center and the Community Center, it is impractical to expand programming within the current facilities to meet the needs of seniors or adults.
- Use of the Freedom Center Gym is a short-term situation, The District doesn't own the land, building, or parking lot, and access could be terminated at any time.
- The existing Senior Center is maxed out with regard to usage and programming.



National and regional trends indicate an increase in recreational program participation when appropriate facilities are accessible and available. GreenPlay's observations and experience validates that communities experience a significant increase in recreational program participation when agencies are able to provide a variety of appropriate recreational spaces.

PVRPD staff do a good job maintaining the current facilities and utilizing them to their maximum potential. Unfortunately, the majority of PVRPD current facilities are outdated, in need of expensive infrastructure upgrades, and are reaching the end of their useful life expectancy. Recreational programming has changed, and the current facilities are not easily adaptable to today's recreation needs. Attempting to renovate and/or repurpose the existing facilities will be extremely costly and will not result in any improvements that would allow for additional programming.

It is the collective opinion of the consultant team that existing facilities will need to be replaced in order for PVRPD to expand and enhance its programming to meet the identified needs and desires of the community.

## V. Solutions to Meet Community Demand for Programs and Facilities

During the development of the Critical Success Factors for this project, the Liaison Committee requested the development of “Three Plans” (Plan 1, Plan 2, Plan 3) of concepts for additional senior and community recreation facilities.

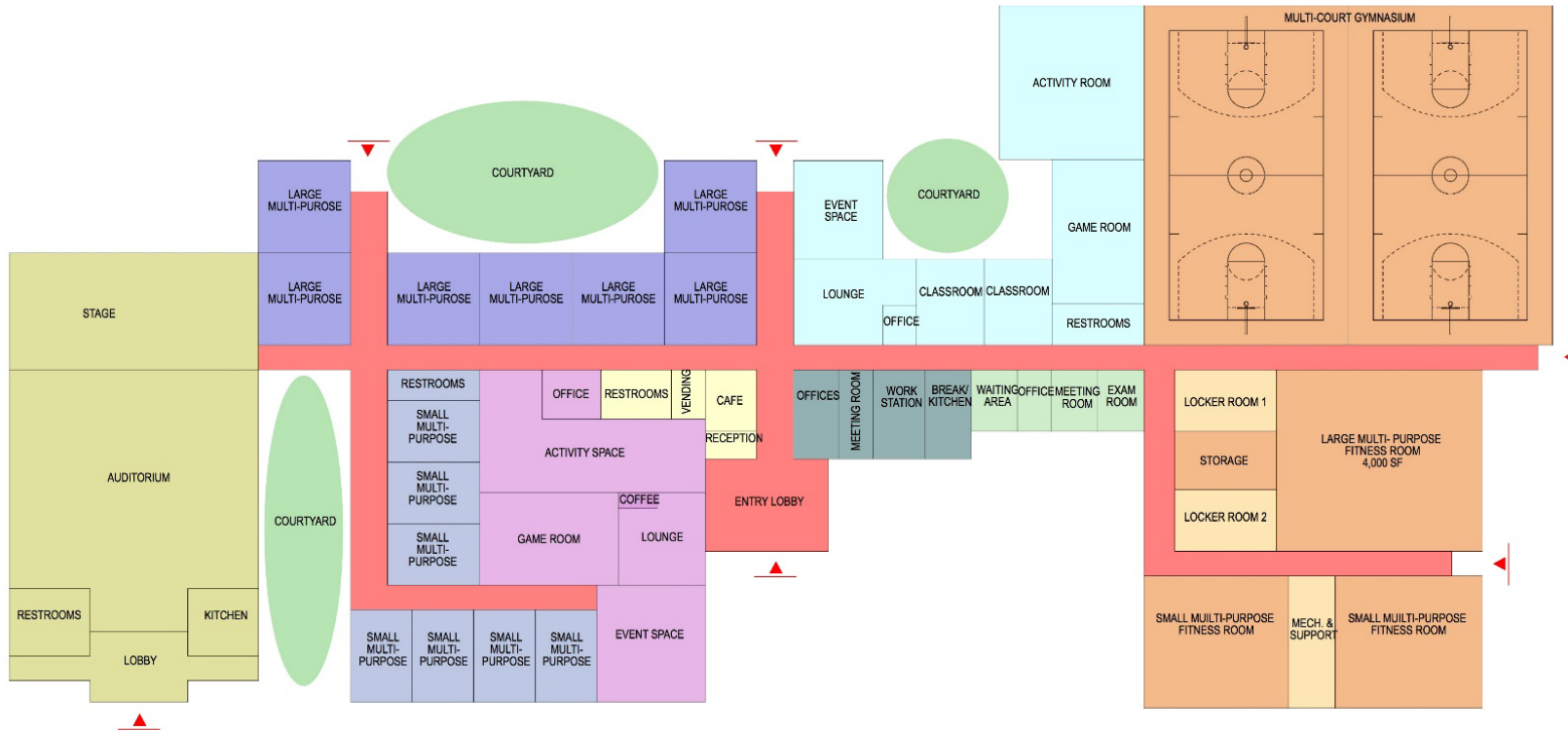
**Plan 1 (Approximately 14,616 square feet):** Calls for a multi-use facility to address some of the overcrowding of current facilities. All current facilities would remain in current condition. Activity Spaces to include the addition of Multi-generational Lounge, Multi-generational Game Room, Multi-generational Activity Room (converts into recreational space, programs, special events), and Multi-generational Large Multi-Purpose Fitness Room (group exercise classes including yoga, Zumba, tone & stretch, Pilates, Stretching for Everyone, etc.).

**Plan 2 (Approximately 31,272 square feet):** Calls for new facilities which would include multi-use facility needed to expand and enhance programs and services to address the majority of identified community desires and needs. Activity Spaces to include; Multi-generational Lounge, Multi-generational Game Room, Multi-generational Activity Room (converts into recreational space, programs, special events), Multi-generational Large Multi-Purpose Fitness Room (group exercise classes such as yoga, Zumba, tone & stretch, Pilates, Stretching for Everyone, etc.), Multi-generational Gymnasium, and locker rooms. All current facilities to remain.

**Plan 3 (Approximately 68,454 square feet):** Calls for new facilities which would include all of the facility elements needed to expand and enhance programs and services to address all of the identified community desires and needs, and position the District to perform well into the future. This facility would be an all-in-one facility to include a Senior Wing (dedicated), a Youth Wing (dedicated), Special Event Space/Auditorium, Multi-purpose rooms, Family Services (dedicated), Fitness Space, Gymnasium, Administrative offices, and circulation and support.

<b>PVRPD CONCEPTUAL SQUARE FOOTAGE</b>			
<b>Operations – Building Support</b>	<b>Plan 3</b>	<b>Plan 2</b>	<b>Plan 1</b>
Entry Lobby	1,200	1,000	800
Reception/Access Control/Registration	300	300	300
Waiting Area	300	300	300
Vending Area	120		120
Exam/Consultation Room	300		
Café	300		
Locker Rooms with Showers (men’s and women’s)	1,400	1000	
Accessible Toilet Room (men’s and women’s)	500	500	400
Custodial Closet (ground and upper floors)	80	80	80
Communications – IPS and Server Room	150	150	150
Electrical Room	120	120	120
Mechanical Room	400	400	200
General Building Storage	585	400	400
Fire Pump Room	120	120	120
<b>Subtotal: Building Support Spaces</b>	<b>5,875</b>	<b>4,370</b>	<b>2,990</b>
<b>Operations – Facility Administration</b>	<b>Plan 3</b>	<b>Plan 2</b>	<b>Plan 1</b>
Offices (all general offices)	1,000	120	120
Conference/Meeting Rooms	450		
Work Station Space	300		
Breakroom/Kitchen	300		
Storage	70	70	70
Staff Restroom – Unisex	200	200	200
<b>Subtotal: Facility Administration</b>	<b>2,320</b>	<b>390</b>	<b>390</b>
<b>Activity Spaces</b>	<b>Plan 3</b>	<b>Plan 2</b>	<b>Plan 1</b>
Multi-Purpose Gymnasium (2 courts @ 50 x 94)	12,000	12,000	
Gymnasium Storage	600	500	
Lounge (multi-generational)	1,600	1,200	1,200
Game Room (multi-generational)	1,400	1,200	1,200
Activity Room (multi-generational)	4,800	3,200	3,200
Classroom (before/after school/daycare)	1,200		
Large Multi-Purpose Fitness Room	4,000	3,200	3,200
Small Multi-Purpose Fitness Room	4,000		
<b>Subtotal: Activity Spaces</b>	<b>29,600</b>	<b>21,300</b>	<b>8,800</b>
<b>Community Spaces</b>	<b>Plan 3</b>	<b>Plan 2</b>	<b>Plan 1</b>
Large Classroom Style Space	6,300		
Small Classroom Style Space	4,200		
Large Open Space (dividable)	6,000		
Commercial Kitchen	1,000		
Coffee Bar	50		
Special Event Spaces (senior and youth wings)	1,700		
<b>Subtotal: Community Spaces</b>	<b>19,250</b>		
<b>Sub Total Summary</b>	<b>57,045</b>	<b>26,060</b>	<b>12,180</b>
<b>Circulation (20% of Total Building SF)</b>	<b>11,409</b>	<b>5,212</b>	<b>2,436</b>
<b>Total Gross</b>	<b>68,454</b>	<b>31,272</b>	<b>14,616</b>
<b>Changes to square footage</b>			
Program does not apply			

# Plan 3: Conceptual Diagram














PLAN 3 SPACE DIAGRAM - SCALE 1" = 40'

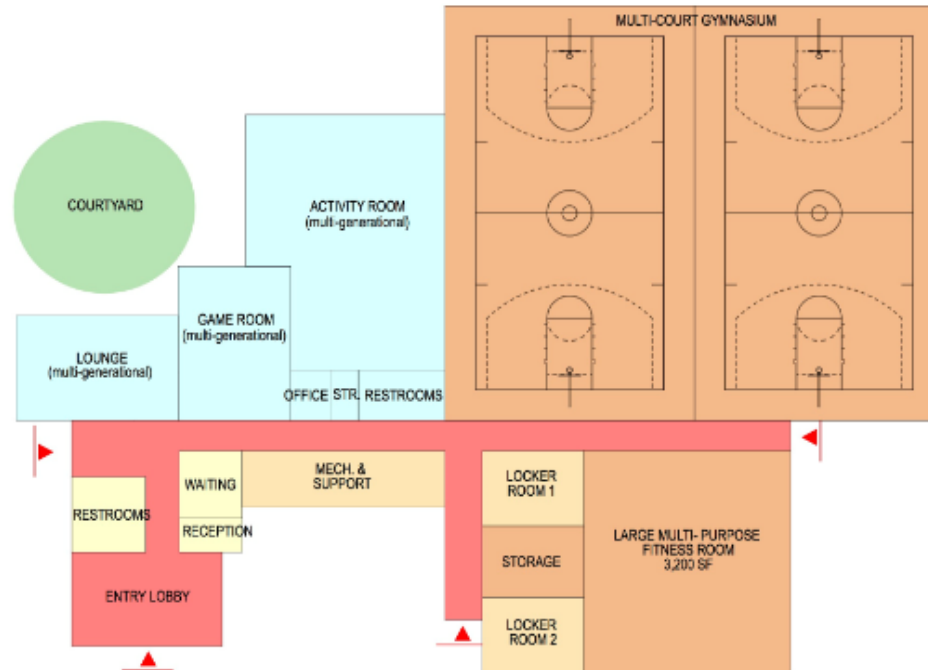


## LEGEND

68,454 sf

 SENIOR	 GYMNASIUM & FITNESS	 ADMINISTRATION
 YOUTH	 CIRCULATION	 FAMILY SERVICES
 LARGE MULTI-PURPOSE	 AUDITORIUM	 SUPPORT SPACES
 SMALL MULTI-PURPOSE	 LOBBY/ ENTRANCE	

## Plan 2: Conceptual Diagram







PLAN 2 SPACE DIAGRAM - SCALE 1" = 40'

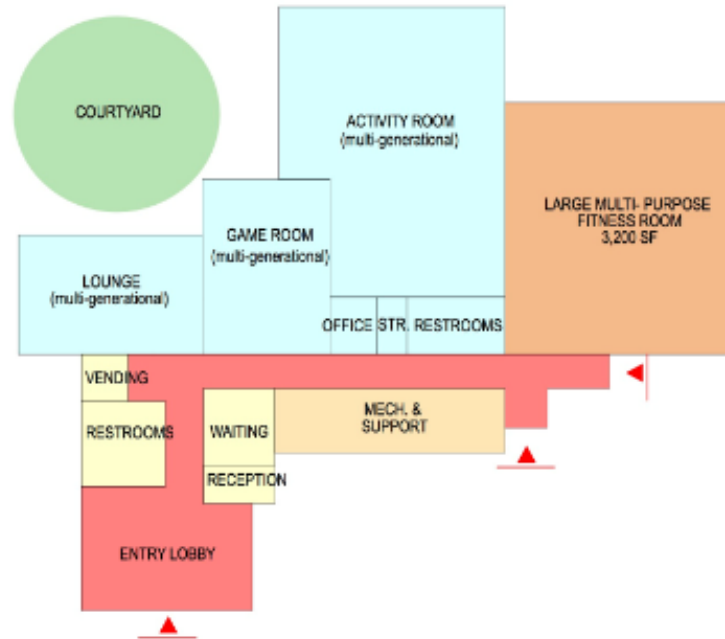


### LEGEND

31,272 sf

- |   |   |   |                     |
|---|---|---|---------------------|
|  | ACTIVITY SPACES<br>(multi-generational) |  | GYMNASIUM & FITNESS |
|  | CIRCULATION<br>LOBBY/ ENTRANCE          |  | SUPPORT SPACES      |
|  | OPERATIONS/ BUILDING<br>SUPPORT         |   |                     |

## Plan 1: Conceptual Diagram



PLAN 1 SPACE DIAGRAM - SCALE 1" = 40'



## LEGEND

14,616 sf

	ACTIVITY SPACES (multi-generational)		GYMNASIUM & FITNESS
	CIRCULATION LOBBY/ ENTRANCE		SUPPORT SPACES
	OPERATIONS/ BUILDING SUPPORT		

Potential Project Construction Costs Ranges for each plan would be as follows:

## Plan 3

### PVRPD CONCEPTUAL BUDGET - PLAN 3

A. Operations - Building Support		Base Program	Cost / SF Range	Program Cost Range	
Subtotal: Building Support Spaces		5,875		\$3,045,500	\$3,759,000
approximate cost per square foot				\$518	\$640
B. Operations - Facility Administration		Base Program	Cost Range	Program Cost Range	
Subtotal: Facility Administration		2,320		\$834,500	\$964,000
approximate cost per square foot				\$360	\$416
C. Activity Spaces		Base Program	Cost Range	Program Cost Range	
Subtotal: Activity Spaces		29,600		\$15,000,000	\$17,080,000
approximate cost per square foot				\$507	\$577
D. Community Spaces		Base Program	Cost Range	Program Cost Range	
Subtotal: Community Spaces		19,250		\$7,357,500	\$8,372,500
approximate cost per square foot				\$382	\$435
<b>Sub Total Summary</b>		57,045	\$460 - \$529	\$26,237,500	\$30,175,500
Circulation	(20% of Total Building SF)	11,409	\$350 - \$400	\$3,993,150	\$4,563,600
<b>Total Gross</b>		<b>68,454</b>	<b>\$442 - \$507</b>	<b>\$30,230,650</b>	<b>\$34,739,100</b>
<b>TOTAL BUILDING COST</b>			<b>\$475</b>	<b>\$32,484,875</b>	
<b>SITE DEVELOPMENT COST</b>					
Utilities / Infrastructure				\$750,000	- \$1,000,000
Site Circulation / Parking				\$1,000,000	- \$2,000,000
Landscape / Site Furnishings				\$500,000	- \$750,000
				<b>\$2,250,000</b>	<b>- \$3,750,000</b>
<b>TOTAL SITE DEVELOPMENT COST</b>				<b>\$3,000,000</b>	
<b>TOTAL BUILDING AND SITE CONST. COST - 2018</b>				<b>\$35,484,875</b>	
15% ESCALATION TO 6/1/2021				\$5,322,731.25	
PROJECT SOFT COSTS: 30%				\$12,242,282	
<i>Example: submittal fees, impact development fees, loan costs, design fees, insurance, interest</i>					
<b>TOTAL PROJECT COST - 2021</b>				<b>\$47,727,157</b>	
CONTINGENCY: 10%				\$4,772,716	
<b>TOTAL PROJECT COST - 2021 - W/CONTINGENCY</b>				<b>\$52,499,872.56</b>	

- This low cost range assumes a medium level quality of finish with durable surfaces on the interior (LVT and some accent wall covering) and accent fenestration on the exterior (corrugated metal paneling, thin brick).
- This high cost range assumes a high level quality of finish with premium surfaces on the interior (stone and wood paneling) and major fenestration on the exterior (aluminum panels, stone, rainscreens).
- The costs have been escalated to what is assumed to be the midpoint of construction in 2021. We assume a start date in the summer of 2020 and a 24 month construction duration.

The projected cost for the building elements program for Plan 3 is estimated to be \$35.5 in construction costs and \$52.5M total project costs in 2021 dollars. The conceptual plans have been developed to illustrate potential space elements for a new Senior and Community Recreation Center.



**Pleasant Valley Recreation and Park District  
Plan 3 Preliminary Draft Operational Budget for Recreation Center**

**Preliminary Draft Operational Budget Projections - Budget developed to determine the expenses and revenues that may be achieved with Plan 3. Number of daily entrances and program registrations needed to be sold to reach cost recovery target identified by PVRPD staff. No guarantee is being implied by GreenPlay that these projections will be obtained.**

	Estimated Cost Recovery	83%	Goal 65%	
<b>STAFFING PROJECTIONS</b>				
Contractual Services			\$177,265	29.53%
Commodities			\$270,040	44.98%
			\$153,004	25.49%
	<b>TOTAL EXPENSES</b>		<b>\$600,309</b>	
<b>REVENUE</b>				
Passes			\$317,800.00	
Rentals			\$102,700.00	
Recreation Programs			\$80,600.00	
	<b>TOTAL REVENUE</b>		<b>\$501,100.00</b>	
	<b>TOTAL NET</b>		<b>-\$99,209.00</b>	
	<b>COST RECOVERY</b>		<b>83%</b>	

Potential budget implications total: One-time cost of \$52.5M for total project costs for construction of a Plan 3 Senior and Community Recreation Center and annual costs of \$99,209 subsidy for operations and maintenance costs.

Estimated Cost recovery is 83%.

## Plan 2

### PVRPD CONCEPTUAL BUDGET - PLAN 2

A. Operations - Building Support		Base Program	Cost / SF Range	Program Cost Range	
<b>Subtotal: Building Support Spaces</b>		4,370		\$2,358,000	\$2,967,000
approximate cost per square foot				\$540	\$679
B. Operations - Facility Administration		Base Program	Cost Range	Program Cost Range	
<b>Subtotal: Facility Administration</b>		390		\$183,000	\$216,000
approximate cost per square foot				\$469	\$554
C. Activity Spaces		Base Program	Cost Range	Program Cost Range	
<b>Subtotal: Activity Spaces</b>		21,300		\$11,335,000	\$13,000,000
approximate cost per square foot				\$532	\$610
D. Community Spaces		Base Program	Cost Range	Program Cost Range	
<b>Subtotal: Community Spaces</b>		0		\$0	\$0
approximate cost per square foot				\$0	\$0
<b>Sub Total Summary</b>		26,060	\$532 - \$621	\$13,876,000	\$16,183,000
<b>Circulation</b>	(20% of Total Building SF)	5,212	\$350 - \$400	\$1,824,200 -	\$2,084,800
<b>Total Gross</b>		<b>31,272</b>	<b>\$502 - \$584</b>	<b>\$15,700,200 -</b>	<b>\$18,267,800</b>

<b>TOTAL BUILDING COST</b>	<b>\$543</b>	<b>\$16,984,000</b>
----------------------------	--------------	---------------------

#### SITE DEVELOPMENT COST

Utilities / Infrastructure	\$750,000 -	\$1,000,000
Site Circulation / Parking	\$1,000,000 -	\$2,000,000
Landscape / Site Furnishings	\$500,000 -	\$750,000
<b>TOTAL SITE DEVELOPMENT COST</b>	<b>\$2,250,000 -</b>	<b>\$3,750,000</b>

<b>TOTAL SITE DEVELOPMENT COST</b>	<b>\$3,000,000</b>
------------------------------------	--------------------

<b>TOTAL BUILDING AND SITE CONST. COST - 2018</b>	<b>\$19,984,000</b>
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15% ESCALATION TO 6/1/2021 \$2,997,600.00

PROJECT SOFT COSTS: 30% \$6,894,480

*Example: submittal fees, impact development fees, loan costs, design fees, insurance, interest*

<b>TOTAL PROJECT COST - 2021</b>	<b>\$26,878,480</b>
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CONTINGENCY: 10% \$2,687,848

<b>TOTAL PROJECT COST - 2021 - W/CONTINGENCY</b>	<b>\$29,566,328.00</b>
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- This low cost range assumes a medium level quality of finish with durable surfaces on the interior (LVT and some accent wall covering) and accent fenestration on the exterior (corrugated metal paneling, thin brick).
- This high cost range assumes a high level quality of finish with premium surfaces on the interior (stone and wood paneling) and major fenestration on the exterior (aluminum panels, stone, rainscreens).
- The costs have been escalated to what is assumed to be the midpoint of construction in 2021. We assume a start date in the summer of 2020 and a 24 month construction duration.

The projected cost for the building elements program for Plan 2 is estimated to be \$20M in construction costs and \$30M total project costs in 2021 dollars.

Pleasant Valley Recreation and Park District			
Plan 2 Preliminary Draft Operational Budget for Recreation Center			
Preliminary Draft Operational Budget Projections - Budget developed to determine the expenses and revenues that may be achieved with Plan 2. Number of daily entrances and program registrations needed to be sold to reach cost recovery target identified by PVRPD staff. No guarantee is being implied by GreenPlay that these projections will be obtained.			
	Estimated Cost Recovery	31%	Goal 65%
<b>STAFFING PROJECTIONS</b>			
Contractual Services		\$226,104	49.43%
Commodities		\$139,940	30.59%
		\$91,399	19.98%
	<b>TOTAL EXPENSES</b>	<b>\$457,443</b>	
<b>REVENUE</b>			
Passes		\$83,995	
Rentals		\$7,500	
Recreation Programs		\$51,200	
	<b>TOTAL REVENUE</b>	<b>\$142,695</b>	
	<b>TOTAL NET</b>	<b>-\$314,748</b>	
	<b>COST RECOVERY</b>	<b>31%</b>	<b>Goal 65%</b>

Potential budget implications total: One-time cost of \$30M for total project costs for construction of a Plan 2 and annual costs of \$314,748 subsidy for operations and maintenance costs.

Estimated Cost recovery is 31%.

# Plan 1

## PVRPD CONCEPTUAL BUDGET - PLAN 1

A. Operations - Building Support	Base Program	Cost / SF Range	Program Cost Range	
<b>Subtotal: Building Support Spaces</b>	<b>2,990</b>		<b>\$1,440,000</b>	<b>\$1,895,000</b>
approximate cost per square foot			\$482	\$634
B. Operations - Facility Administration	Base Program	Cost Range	Program Cost Range	
<b>Subtotal: Facility Administration</b>	<b>390</b>		<b>\$183,000</b>	<b>\$216,000</b>
approximate cost per square foot			\$469	\$554
C. Activity Spaces	Base Program	Cost Range	Program Cost Range	
<b>Subtotal: Activity Spaces</b>	<b>8,800</b>		<b>\$3,960,000</b>	<b>\$4,400,000</b>
approximate cost per square foot			\$450	\$500
D. Community Spaces	Base Program	Cost Range	Program Cost Range	
<b>Subtotal: Community Spaces</b>	<b>0</b>		<b>\$0</b>	<b>\$0</b>
approximate cost per square foot			\$0	\$0
<b>Sub Total Summary</b>	12,180	\$458 - \$535	\$5,583,000	\$6,511,000
<b>Circulation</b> (20% of Total Building SF)	2,436	\$350 - \$400	\$852,600 -	\$974,400
<b>Total Gross</b>	<b>14,616</b>	<b>\$440 - \$512</b>	<b>\$6,435,600 -</b>	<b>\$7,485,400</b>
<b>TOTAL BUILDING COST</b>			<b>\$476</b>	<b>\$6,960,500</b>
<b>SITE DEVELOPMENT COST</b>				
Utilities / Infrastructure			\$750,000 -	\$1,000,000
Site Circulation / Parking			\$1,000,000 -	\$2,000,000
Landscape / Site Furnishings			\$500,000 -	\$750,000
			<b>\$2,250,000 -</b>	<b>\$3,750,000</b>
<b>TOTAL SITE DEVELOPMENT COST</b>			<b>\$3,000,000</b>	
<b>TOTAL BUILDING AND SITE CONST. COST - 2018</b>			<b>\$9,960,500</b>	
15% ESCALATION TO 6/1/2021			\$1,494,075.00	
PROJECT SOFT COSTS: 30%			\$3,436,373	
<i>Example: submittal fees, impact development fees, loan costs, design fees, insurance, interest</i>				
<b>TOTAL PROJECT COST - 2021</b>			<b>\$13,396,873</b>	
CONTINGENCY: 10%			\$1,339,687	
<b>TOTAL PROJECT COST - 2021 - W/CONTINGENCY</b>			<b>\$14,736,559.75</b>	

- This low cost range assumes a medium level quality of finish with durable surfaces on the interior (LVT and some accent wall covering) and accent fenestration on the exterior (corrugated metal paneling, thin brick).
- This high cost range assumes a high level quality of finish with premium surfaces on the interior (stone and wood paneling) and major fenestration on the exterior (aluminum panels, stone, rainscreens).
- The costs have been escalated to what is assumed to be the midpoint of construction in 2021. We assume a start date in the summer of 2020 and a 24 month construction duration.

The projected cost for the building elements program for Plan 1 is estimated to be \$9.9M in construction costs and \$14.8M total project costs in 2021 dollars.

Pleasant Valley Recreation and Park District			
Plan 1 Preliminary Draft Operational Budget for Recreation Center			
Preliminary Draft Operational Budget Projections - Budget developed to determine the expenses and revenues that may be achieved with Plan 1. Number of daily entrances and program registrations needed to be sold to reach cost recovery target identified by PVRPD staff. No guarantee is being implied by GreenPlay that these projections will be obtained.			
	Estimated Cost Recovery	26%	Goal 65%
<b>STAFFING PROJECTIONS</b>			
		\$104,018	39.64%
Contractual Services		\$81,240	30.96%
Commodities		\$77,124	29.39%
	<b>TOTAL EXPENSES</b>	<b>\$262,382</b>	
<b>REVENUE</b>			
Passes (Fitness Class)		\$28,920	
Rentals		\$0	
Recreation Programs		\$39,040	
	<b>TOTAL REVENUE</b>	<b>\$67,960</b>	
	<b>TOTAL NET</b>	<b>-\$194,422</b>	
	<b>COST RECOVERY</b>	<b>26%</b>	<b>Goal 65%</b>

Potential budget implications total: One-time cost of \$14.8M for total project costs for construction of a Plan 1 and annual costs of \$194,442 subsidy for operations and maintenance costs.

Estimated Cost recovery is 26%.

The consultant team recommends conducting a Schematic Design Study for a new Senior and Community Recreation Center. The project team is recommending the following “Next Steps” as a guide to continue the development of this project:

The following is a list of the most desired programs and activities as identified through community input during the project listed in order of response:

#### **Most Desired Indoor Programs and Activities**

- Special events
- Senior activities
- Senior programs
- Youth programs
- More programs and events
- Community events
- Lap swimming
- Gymnasium activities
- Exercise/fitness/dance/wellness activities
- Leisure activities
- Computer activities/learning activities

#### **Lifelong Learning and Cultural Arts**

- Senior social interaction
- Affordable meals
- Cultural activities
- Social dances
- Pottery, arts, crafts, sewing, jewelry making
- Cooking classes
- Folk, country, rock and roll guitar programs
- Educational classes (brain health, stress management, cardio health, nutrition, diabetes, foreign languages, cooking, technology – email, smartphone)

#### **Active Recreational Programs**

- Pickleball
- Lawn Bowling
- Basketball
- Ping-Pong
- Bocce Ball
- Badminton
- Volleyball
- Indoor Soccer/Futsal
- Outdoor recreation including organized hikes and walking classes
- Fitness classes
- Yoga, meditation, stress, balance, chair exercise classes, tai chi classes
- Classes with fitness equipment
- Consider cardiovascular and circuit weight equipment as an add alternate

#### **Youth Programs**

- Childcare/programs for younger children
- Before and after school programs
- Board and video games
- Outdoor basketball

### Desired Facilities Amenities

- Warm, inviting welcome lounge area to socialize
- Dedicated area and services for seniors
- Multiple spaces for various fitness and educational classes



### Special Event Spaces

- Large multi-use space with separate breakout areas
- Café for socializing and eating
- Large Community kitchen



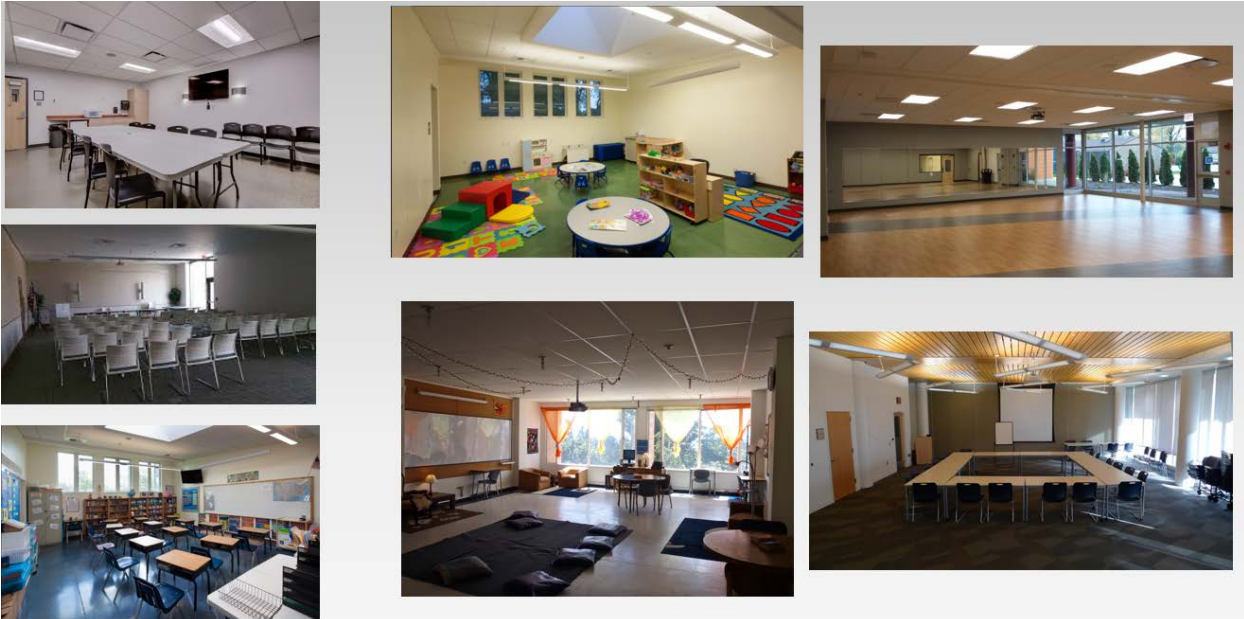
## Gymnasium

- 2 court gym (one main court high school size court with two cross courts)
- Traditional gym to facilitate active sports programming– basketball, pickleball, ping-pong, volleyball, badminton, indoor soccer/futsal, fitness classes



## Classrooms/multi-purpose spaces

- Combination of larger and smaller multi-purpose spaces
- Several with sinks, storage closets built into walls










Additional recreational activity areas will allow PVRPD to greatly expand and enhance program offerings. Sample Activity Space Schedules for several activity spaces are included in the appendix (activity space schedules would need to be further developed once facility element design is finalized):

Multi-Generational Activity Room							
Hours of Operations							
Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6am	Closed						
6:30am	Closed						
7am	Closed						
7:30am	Closed						
8am	Closed						
8:30am	Closed						
9am	Special events/ special rentals						
9:30am							
10am							
10:30am			BINGO	BRIDGE LESONS			
11am							
11:30am							
12pm							
12:30pm			BINGO		BINGO		BINGO
1pm							
1:30pm				BRIDGE		WII BOWLING	
2pm							
2:30pm							
3pm							
3:30pm							
4pm							
4:30pm							
5pm							
5:30pm							
6pm		GUI TER CLASS			GUI TER CLASS		
6:30pm			CPR/FIRST AID			COOKING CLASS	
7pm							
7:30pm		SPANISH	TECHNOLOGY	WRITERS CLUB	MUSIC THEORY	FLOWER ARRANGMENT	
8pm							
8:30pm			JU-JITSU		JU-JITSU		
9pm							
9:30pm							
10pm							
10:30pm							
11pm							
11:30pm							

	<b>Key</b>
Closed	
Normal Operations	
Rentals	
Special Events	
Combination Event	

### Multi-Generational Fitness Room

**Hours of Operations**

Time	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6am							
6:30am							
7am							
7:30am							
8am							
8:30am							
9am	Special events/ special rentals	BODY PUMP	MUSLCE CONDITIONING	BODY PUMP	MUSLCE CONDITIONING	BODY PUMP	BOOT CAMP
9:30am		CENTERING YOGA	SILVER SNEAKERS	CENTERING YOGA	SILVER SNEAKERS	CENTERING YOGA	ZUMBA
10am		ZUMBA GOLD	TONE & STRETCH	ZUMBA GOLD	TONE & STRETCH	ZUMBA GOLD	YOGA
10:30am							
11am							
11:30am							
12pm							
12:30pm							
1pm							
1:30pm		SR FITNESS	SR FITNESS	SR FITNESS	SR FITNESS	SR FITNESS	
2pm							
2:30pm		TOTAL FITNESS			TOTAL FITNESS		
3pm							
3:30pm		ART OF MOVEMENT			ART OF MOVEMENT		
4pm				BONE BUILDERS		BONE BUILDERS	
4:30pm							
5pm							
5:30pm							
6pm							
6:30pm		BOOT CAMP FITNESS	ENERGTIC FLOW YOGA	BOOT CAMP FITNESS	ENERGTIC FLOW YOGA	BOOT CAMP FITNESS	
7pm		STRENGTH & CORE	PILATES/ YOGA	STRENGTH & CORE	PILATES/ YOGA	PILATES	CAMARILLO CAFÉ
7:30pm		ZUMBA	ZUMBA	ZUMBA	ZUMBA		
8pm							
8:30pm			JU-JITSU		JU-JITSU		
9pm							
9:30pm							
10pm							
10:30pm							
11pm							
11:30pm							

**Key**

Closed	
Normal Operations	
Rentals	
Special Events	
Combination Event	

The following diagram shows a test fit of a potential footprint for the identified facility elements needed to meet the communities expressed needs and desires for Plan 3 on the property owned by the District at 1605 E. Burnley Street. This diagram shows 21,800 sq. ft of facilities which currently exist at this location as the dotted lines, overlaid by the potential Plan 3 68,454 sq. ft. facility. No decisions have been made at this time related to use of this location.



AERIAL COMPARISON - SCALE 1" = 100'



New Plan: 68,454 sf      Existing: 21,800 sf

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## VI. Operational Budget Estimates and Pro-Forma

GreenPlay conducted a financial analysis and developed operational budgets and pro-forma budgets for the proposed development of a senior and community recreation center. Operating expenses include staffing, contractual services, and commodities. Revenue includes daily user fees, memberships, rental fees, and program fees.

### Operating Budget Purpose

The operating budget is driven by the overall service philosophy, which should define the District's facilities purposes, including who the facilities are going to serve and at what level the service is going to be provided. The operating budget has been developed for this project serves several purposes:

- It assists in helping to establish goals and expectations with operations to match the desire to obtain the highest cost recovery possible.
- It provides a foundation for understanding what will be necessary to meet budget expectations and guides how marketing plans and strategies are developed and implemented.
- It offers a guide for future project decisions by providing a framework for understanding the impact of decisions about fees, operation systems, staffing levels, etc.
- It demonstrates potential overall impacts to the District's budget.

### Overall Budget

It is a goal to minimize the amount of tax subsidy necessary to operate the Senior and Community Recreation Center. Normally, it is extremely difficult for public recreation facilities to be run without subsidy and solely from the collection of fees and charges and alternative funding such as grants, philanthropic gifts, or volunteers. With this mind, the operational budget planning for this facility uses a conservative approach to estimating reasonable expenses and a moderate approach to projecting revenues. Since recovering all of the operating expenses through revenues generated by the facility is not the norm and the envisioned outcome, revenues should be viewed as "goals" as much as they are considered "projections."

While this initial budget provides a baseline during the initial operation, it is possible that revenues and expenses could change as this facility experiences several years of operations.

- Leading up to and during the first year of operation, marketing and promotion efforts and costs will be elevated to attract an expanded population.
- Particularly in year one and two, the attraction of the facility will be higher than in subsequent years, without a continual marketing effort.

There is no guarantee that the estimates and projections will be met, and there are many variables that cannot accurately be determined during this conceptual planning stage or may be subject to change during the actual design and implementation process.

The budget estimates should be revisited in more depth after the first year of operation of the facility by building a ground-up costs and revenue projection using local experience.

## Assumptions

- Capital Replacement Fund – approximately 10 percent of expense budget to purchase capital replacement
- Budget is calculated in 2018 figures
- Maintenance staff is on duty at all times
- Current PVRPD staff assume responsibilities for the management of the new facility

## Plan 3

### Staffing plan and O & M budget developed assuming the following:

- Community Recreation Center open year round
  - Hours of operations
  - Recreation Center
    - ◆ 8:00 a.m. – 9:00 p.m. Monday – Friday
    - ◆ 8:00 a.m. – 6:00 p.m. Saturday

### Opportunities for Revenue Generation:

- Membership sales and daily admission sales for informal recreation (access to Fitness and Wellness programs, group exercise classes, drop in gymnasium access, etc.)
- Structured recreation programs registration fees and daily access fees
  - Group exercise
  - Basketball leagues
  - Volleyball leagues
  - Pickleball
  - Health and Wellness programs
  - Lifelong learning classes
  - Special interest programs
  - Preschool/afterschool programs
- Facility Rentals
  - Special event/Auditorium
  - Gymnasium
  - Multi-purpose/classroom activity spaces

## Plan 2

### Staffing plan and O & M budget developed assuming the following:

- Community Recreation Center open year round
  - Hours of operations
  - Recreation Center
    - ◆ 8:00 a.m. – 9:00 p.m. Monday – Friday
    - ◆ 8:00 a.m. – 6:00 p.m. Saturday

**Opportunities for Revenue Generation:**

- Membership sales and daily admission sales for informal recreation (access to Fitness and Wellness programs, group exercise classes, drop in gymnasium access, etc.)
- Structured recreation programs registration fees and daily access fees
  - Group exercise
  - Basketball leagues
  - Volleyball leagues
  - Pickleball
  - Health and Wellness programs
  - Lifelong learning classes
  - Special interest programs
- Facility Rentals
  - Multi-purpose/classroom activity spaces
  - Gymnasium

**Plan 1****Staffing plan and O & M budget developed assuming the following:**

- Community Recreation Center open year round
  - Hours of operations
  - Recreation Center
    - ◆ 8:00 a.m. – 9:00 p.m. Monday – Friday
    - ◆ 8:00 a.m. – 6:00 p.m. Saturday

**Opportunities for Revenue Generation:**

- Structured recreation programs registration fees and daily access fees
  - Group exercise
  - Health and Wellness programs
  - Lifelong learning classes
  - Special interest programs

The estimated utility costs for the volume of space within the facility accounts for a high percentage of the services budget and needs to be verified by the design team. Other typical services include:

- Contracted instructional services
- Marketing and advertising
- Printing and publishing
- Travel and training
- Subscriptions and memberships
- Telephone
- Bank charges and administrative fees
- Miscellaneous service charges (permits, licenses, taxes, fees)
- Building and equipment maintenance (contractual or rental services)
- Other contracted services (custodial services, security and fire systems, elevator, garbage pick-up, etc.)
- Utilities
- Property and liability insurance
- Building maintenance and repair

Expenditure estimates are based on the type and size of the activity and support spaces in the facility and the anticipated hours of operation. When possible and wherever available, calculations are based on actual best practice or methodology. All other expenses are estimated based on the consultant team's research and reported experience at similar facilities.

The consultants have the following recommendations:

- Capital Replacement Fund should be considered to be added to the budget at approximately ten percent of expense budget to purchase capital replacement items for the facility when necessary.
- Equipment Replacement Fund should be considered to be added to the budget at approximately one percent of expense budget to purchase replacement or new fitness equipment for the facility when necessary.
- All computers, registrations system, software, etc. will be included in the Furniture, Fixtures, and Equipment (FFE) list and funded through the capital budget and are not included in the operational and maintenance budget.

## Revenues

Revenues are forecast based on anticipated drop-in fees, punch card and pass sales, and rentals around anticipated scheduled programming. The preliminary budget projections include structured/pre-registered program revenue at 39 – 100 percent cost recovery for direct costs (see detailed information below). Revenue projections take into account program and facility components, multiple admission and age discounts, and political and economic realities.

Revenue forecasts are based on the space components included in the facility, the demographics of the local service area, and the current status of alternative providers in the service area. Actual figures will vary based on the final design of the facility and the activity spaces included, the market at the time of opening, the designated facility operating philosophy, the aggressiveness of fees and use policies adopted, and the type of marketing effort undertaken to attract potential users to the facility. The revenue forecast will require a developed marketing approach by staff in order to meet revenue goals.

- Pass holders can participate in self-directed activities, including group fitness, and may pay additionally for other activities.
- There will be no contracts, initiation fees, or registration fees associated with the daily passes.
- Automatic debits from checking accounts, savings accounts or credit cards may be an option and not mandatory for passes.
- All program revenues are calculated at 39 – 100 percent recovery of direct costs at approximately 60 percent capacity of prime-time programmable space. This figure might fluctuate, but will have minimal impact on the net cost recovery of the facility, because the cost is equal to revenues due to the 100 percent cost recovery of direct costs. The direct costs include all the specific, identifiable expenses (fixed and variable) associated with operating a facility, or providing a service or program. These expenses would not exist without the program or service and often increase exponentially. Direct costs include the following:
  - Contractual services for instructors, leaders, aides, officials, coaches, etc.
  - Hourly wages for programmers and supervisors per each program area
  - Consumable equipment and supplies like balls, paper, crafts, and art supplies provided by instructor or agency
  - Uniforms, T- shirts, etc. for participants



- Non-consumable equipment purchased only for the program that require periodic, continual replacement or are necessary for the start of the program
- Entry fees, tickets, admissions for participants and leaders/instructors
- Rental or professional fees for facilities, spaces, custodians, charge backs, etc.
- Equipment rental or repair for programs or facilities
- Advertisement associated with a specific program
- Any other costs associated or attributed specifically with the program or service

A complete summary of the Projected Budgets and a Pro Forma Budget were provided as a Staff Resource document.

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## VII. Potential Funding Mechanisms & Examples

In order to continue to build and maintain the parks and recreation system, funding should be pursued for operations and capital improvement projects, such as those presented in this section.

There are four categories of funding mechanisms summarized below. This brief description is followed by a detailed explanation of each funding type.

### 1 – Private Sector Fundraising

With shortfalls in operating budgets and capital funding needs, recreation agencies are becoming more proactive and creative in securing funding. Strategies include alternative fund development programs focusing on securing private funding through various venues. Monies are available in millions of dollars from philanthropic foundations and private individual gifts. While there is a large amount of funds available, it is important to note that most grants and gifts require that the recipient be a 501 (c)(3) Public Benefit (nonprofit) organization.

The Pleasant Valley Recreation and Parks Foundation was established in 2014 and is relatively new as a partner, providing financial and volunteer support to the District. The Foundation is committed to conserving and improving the quality of life for current and future generations to enjoy. The Foundation's activities include helping fund facility improvements, promoting cultural and recreational opportunities, and providing a tax-advantaged opportunity for donations.

Funding from the private sector is available in many forms, some of which have the potential to provide a significant and on-going revenue source.

Individual components could include:

- Legacy Endowments
- Park & Recreation Discretionary Endowment
- Corporate Gifts and Sponsorships naming rights in accordance to the District's naming policy
- Corporate Program Sponsorships
- Private Foundation Grants
- Individual Gifts and Sponsorships

### 2 – State and Federal Government Grants

Both the state and federal governments have historically provided substantial grant resources to municipal governments for park and recreation improvements. While the availability and requirements of state and federal grants change over time, the District should seek and respond to these opportunities when they arise. State and federal grants typically require a significant local matching share. In an even more competitive market for the few grants that are available, a strong grant-writing and grants management program is critical to identifying, making application, and securing grant funding.

Federal grant sources have been used successfully in some communities to support park and recreation land acquisition and improvements. Historically, these sources have included the Land and Water Conservation Fund (LWCF), Community Development Block Grants (CDBG), and components of various transportation funding acts (ISETEA, TEA-21 and SAFETEA). While these programs still exist and should be explored, current levels of support for these programs are under budgetary pressure, and competition among applicants is strong.

### 3 – Development Related Financing

In response to the fiscal changes that began with Proposition 13 California cities have generally turned to various forms of development-related financing to provide the public improvements – such as streets, sewers, water systems, and parks – that were required to serve new development. The two most common techniques used by cities to provide park improvements are Quimby Act or in-lieu fees and Development Impact Fees. These techniques require a clear relationship, or nexus, between the new development and necessary public services.

#### **Quimby Act Dedication and Fees**

Section 66477 of the Government Code (known as the Quimby Act) grants cities and counties authority to require the dedication of parkland (or the payment of a fee in-lieu thereof) by a new residential subdivision. The Quimby Act allows a city or county to require such a dedication at the parkland standard that was in effect at the time of adoption of the implementing ordinance to a maximum of 5.0 acres per 1,000 resident populations.

Land dedicated and fees collected may only be used for developing new facilities or rehabilitating existing park or recreational facilities serving the new development. The City of Camarillo's requirement of 3 acres of developed public park per 1,000 residents falls within the parameters set forth by the Quimby Act. California's limit on property tax continues to have a significant impact on District funding. No single financing source is likely to provide all of the resources needed for parks and recreation maintenance and projects. Financing will require a blend of sources and techniques.

### 4 – Voter Approved Taxes and Assessments

Listed below are the four funding mechanisms that could be used to help finance facility improvements. Each of these requires some form of voter or landowner approval. These four mechanisms (Special Benefit Assessments, Landscaping and Lighting District, General Obligation Bond and Special Tax) are presented as alternative methods of providing a citywide financing base.

#### **Special Benefit Assessment**

Special Benefit assessments can be levied on real property by municipalities, counties, and special districts to acquire, construct, operate, and maintain public improvements that convey an identifiable special benefit to the defined properties. Prior to issuing bonds, the District would conduct a set of proceedings to establish the scope and cost of the improvements to be financed, identify the land parcels that are benefited, determine a fair and equitable allocation of the costs to the benefited parcels, and conduct a landowner approval process. Proposition 218 establishes a strict requirement for formal landowner approval before such assessments can be put in place. Each landowner would vote in proportion to the amount of any assessment that would be levied on his or her property.

The assessment must be approved by a simple majority of the weighted ballots cast. Under Proposition 218, public properties are treated the same as private properties in a benefit assessment. The established area of benefit is often termed an “assessment district.” An assessment district is not a separate legal entity and has no separate governing board or authority to act independently of the local agency that established it.

### **Landscaping and Lighting Maintenance Assessment Districts (LLMAD)**

An LLMAD is one type of special benefit assessment. The Landscaping and Lighting Act of 1972 (and amended in 1984) provides for local governments (cities, counties and certain special districts) to raise funds for developing, maintaining, and servicing public landscaping and lighting. Public landscaping and lighting can include parks and open space acquisition and improvement, landscaping, street lighting, sidewalks, curbs, and gutters.

The revenue to pay for these facilities comes from special assessments levied against the benefited properties. The establishment of the assessment is subject to the requirements of Proposition 218, and the assessment is collected as a separate item on the annual property tax bill. The formation of one or more LLMADs has been undertaken by many California cities, as an effective way to operate and maintain parks, recreation, and open space areas.

### **Special Taxes on Property**

#### **Mello Roos Special Tax**

The Mello-Roos Community Facilities Act permits various local governments to establish a Community Facilities District (CFD) to finance new facilities and/or to pay for operations and maintenance through the levying of a special tax. The Act (as well as Proposition 218 discussed earlier) requires a two-thirds vote for approving the special tax. The City has applied CFDs to fund a variety of new infrastructure projects in support of new development.

#### ***Mello-Roos Special Tax Example:***

Cordova Recreation and Park District passed Measure J in 2016. The purpose was “to provide clean and safe neighborhood parks; reduce homelessness and drug use in parks; improve park security patrols and safety lighting; ensure accessibility for persons with disabilities; maintain senior programs, including Meals on Wheels; and keep playground equipment and park bathrooms clean and safe for children-families-residents; shall the Cordova Recreation and Park District establish a special tax, with senior discounts, annual audits, and all funds required to be spent locally?” (Measure J, 11/8/2016).

The tax is \$48.64 annually for single-family residences; \$28.70 per parcel for condominiums; between \$30.16 and \$385.28 for multi-family residences, plus \$4.86 for each unit over 20 units; \$13.13 per parcel for mobile homes; \$24.32 per 1/4 acre of commercial property; \$69.07 per 1/4 acre of office property; \$1.03 per 1/4 acre of parking lots or storage facilities; and \$12.16 per parcel of undeveloped property.

**EXEMPTIONS:** Parcels that are generally tax-exempt may receive an exemption.

**LEVY TYPE:** Mello-Roos Special Tax

**EFFECTIVE DATE:** 7/1/017

**SUNSET DATE:** 6/30/2046

## Parcel Tax

Cities, as well as counties, school districts, and other districts, can adopt a “special tax” with the approval at an election of at least 2/3 of those voting on the measure. The parcel tax is a special tax that traces its origin to Proposition 13, which, as discussed earlier, primarily limited taxes on property values. The parcel tax is a tax on real estate parcels and not their value and is authorized under the Proposition 13 provision that allows special taxes to be adopted by the two-thirds majority.

## Bond Fund Initiatives Examples:

- A. A Pleasant Hill Recreation and Park District bond proposition, Measure E ballot question was on the [August 25, 2009 ballot](#) for voters in the Pleasant Hill Recreation and Park District in [Contra Costa County](#), where it was approved. Measure E authorized the Pleasant Hill Recreation and Park District to borrow \$28 million. A [two-thirds \(66.67 percent\) supermajority vote](#) was required for approval.
- B. A bond issue measure was on the ballot for Hayward Area Recreation and Park District voters in [Alameda County, California](#), on [November 8, 2016](#). It was approved. A vote was in favor of issuing \$250,000,000 in bonds for local park maintenance. A [two-thirds \(66.67 percent\) supermajority vote](#) was required for the approval of this measure.
- C. A bond issue measure was on the ballot for Coalinga-Huron Recreation and Park District voters in [Fresno County, California](#), on [November 8, 2016](#). It was approved. A yes vote raised \$14,900,000 in bonds for park facility construction and maintenance.

## 5 - Partnership Development Models

These recommendations are an overview of potential partnership opportunities available to the Pleasant Valley Recreation and Park District, as well as a suggested approach to organizing partnership pursuits. This is not an exhaustive list of potential partnerships that can be developed, but can be used as a reference for District to identify priorities with the city on the project. The following four classifications of partners are recommended with a few examples from surrounding agencies.

1. Operational Partners. Partners who help maintain facilities and assets, promote amenities and site usage, support site needs, provide programs and events, and/or maintain the integrity of the facility through labor, equipment, or materials. This could include City, school partners, contracted partners, or services providers.

### Examples of Partnerships and Collaboration within Southern California

- I. **Agreement between the City of Simi Valley and Rancho Simi Recreation and Park District** – In 1992, the City of Simi Valley and Rancho Simi Recreation and Park District entered into an agreement in which the City provided the facilities and the District provided recreation classes to the senior citizens at the City’s Senior Citizens Center and shall continue until terminated. Some key points responsibilities of the City of Simi Valley are 1) Repair and Maintenance to include maintenance and repair of plumbing, heating, electrical, air conditioning, and fixtures; 2) Furnish the following services and utilities: hot and cold water, electricity, and janitorial services. The District is responsible for providing recreational classes to senior citizens during the following hours: Monday through Friday between 8:00 am and 5:00 pm. They are also responsible to keep areas used in a clean and neat condition as well as provide insurance per the City’s guidelines (Sample Agreements located in the appendix).

- II. **Agreement between the City of Thousand Oaks and Conejo Recreation and Park District** – The City and Conejo Recreation and Park District collaborated on Goebel Adult Community Center (GACC) and the Alex Fiore Thousand Oaks Teen Center. In 1988, the City leased property from the Conejo Recreation and Park District (District) to construct the Goebel Adult Community Center (Adult Center) and the Alex Fiore Thousand Oaks Teen Center (Teen Center). The Land Lease Agreement was a 50-year term.
- III. In addition, the City and District Entered into an Operating Agreement for the administration of the Adult Center. According to the agreement, the City maintains the building and improvements and pays for most utilities. The District provides programming and funds personnel and furnishings. The original Operating Agreement had a 30-year term however; in July of 2018 that has been extended another 50 years (Sample Agreements located in the appendix).

The actual operations, agreements, and understandings evolved over the past 30 years; however, in general, the terms remain:

CRPD acquires land for park purposes.  
 City and CRPD both want to see a Teen Center and Senior Center constructed.  
 CRPD provides land.  
 City pays for and manages construction of buildings.

**Senior Center:**

CRPD pays for staffing costs inside building (staffing, programming).  
 City pays for utilities and ongoing maintenance and capital improvements.  
 A 501(c)(3) nonprofit organization raises money to fund furniture and amenities inside building (i.e. pool tables, gaming tables, computer labs, bingo boards and equipment, chairs and sofas, etc.).

**Teen Center:**

City pays for utilities, ongoing maintenance, and capital improvements.  
 City pays for core programming (approx. \$300,000/year).  
 CRPD pays for some of additional programming (approx. \$200,000/year).

- 2. Vendor Partners: Service providers and/or contractors who can gain brand association and notoriety as a preferred vendor or supporter in exchange for reduced rates, services, or some other agreed upon benefit.
- 3. Service Partners: Nonprofit organizations and/or friends groups that support efforts to provide programs and events, advocacy and education, and/or collaboratively service specific constituents in the community. This could include the senior assisted living groups, the library, a hospital, or sports club.
- 4. Fund Development Partners: Private nonprofit organizations with the primary purpose to leverage private sector resources, grants, land, and/or other public funding opportunities with the primary purpose to leverage private sector resources, grants, land, and/or other public funding opportunities, and resources from the individuals and groups within the community to support site goals and objectives for mutually agreed strategic initiatives.

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## VIII. Recommendations

An analysis of input received in focus groups, stakeholder meetings, staff interviews, community needs assessment survey, facility and site tours, and market analysis, as well as demographic and trends research confirm that PVRPD residents desire improved and expanded facilities. The GreenPlay Team, including Mogavero Architects, recommends considering building Plan 3 a new Senior and Community Recreation Center at the current site of the main PVRPD facilities. This location provides for an exceptional recreation experience all in one place and takes advantage of land currently owned by the PVRPD, allowing for maximum operational efficiency and use of an existing, successful location.

### KEY RECOMMENDATIONS AND COMPONENTS

- Update the Community Center to include adding additional space for a gymnasium, fitness and group fitness space, game/card room, activity space, multi-purpose space, and improvements to existing buildings on site, to maximize the use of the space for people of all ages.
- Update Community Center site through the development of walking path around the complex, bocce and/or lawn bowling space, as well as an outdoor patio or passive use spaces surrounding the facility.
- Expand the amount of flex space in at the Community Center that can serve people of all ages and programs to include programming in the arts, seniors, fitness and wellness, sports, technology, and meeting space areas.
- Expand programming for senior, youth, and young adults, through broadening the types of programs to become more multi-generational.
- Continue to invite partners to help deliver services within the District.
- Fund the redevelopment of the Community Center and Park in phases over five years.
- Look to widen funding options to support recreation and parks services within the District and City.

The consultant team recommends conducting a Schematic Design Study for a new Senior and Community Recreation Center. The project team is recommending the following “Next Steps” as a guide to continue the development of this project and flush out details to determine which plan will move forward and best fits the community.

# Pleasant Valley Parks and Recreation District

## Next Steps through Schematic Design Package

### 1. Administrative Groundwork

- a. Map out decision making method.
- b. Map out the required administrative process
  - i. Community to assign a project champion
  - ii. Clarify City permitting process: EIR? Planning entitlements, permitting process
  - iii. Establish target schedule with District and City input through construction

### 2. Design Program Development

- a. Community Workshop
  - i. Verify the program
  - ii. Review program details
  - iii. Set priorities, adjacencies, target space sizes
- b. Deliverable – program document with room data sheets

### 3. Site Analysis

- a. Topo easements, utilities survey
- b. Marketing, Visibility, Connection/Accessible to Community, Overall Level of Service Location, etc.

### 4. Building Concept

- a. Three Building sketch concept options; possible options include:
  - i. 1 story vs. 2 story
  - ii. Keeping some of the existing buildings
  - iii. Phasing concepts
- b. Conduct Community Workshop for comments on the sketches and determine preferences
  - i. Public review and comment
  - ii. Executive review and comment
- c. Develop one sketch to a unified concept
  - i. Concept building floor plans, elevations, and perspective renderings
  - ii. Presentation of the drawings to public & preparation
  - iii. Workshop & preparation
  - iv. City Council
  - v. Comments to refine the concept

### 5. Develop Schematic Design for refined cost estimate and funding promotion

- a. Architectural Design
  - i. Site Plan
  - ii. Building Plans
  - iii. Sections
  - iv. Elevations
  - v. Perspective Renderings
- b. Civil grading and utility information
- c. Structural systems selection

- d. Mechanical and electrical systems selection
- e. Conceptual interiors plan
  - i. Conceptual equipment schedule
  - ii. Conceptual furniture schedule
- f. Outline specifications
- g. Landscape concepts
- h. Phasing plan
- i. Refine operations cost analysis with projected revenue for final design
- j. Revised schedule
- k. Cost estimate update
- l. Council and Community Workshops

## **6. Funding Process**

## **7. Assemble the Design Team and Select Contractor**

- a. Determine delivery method
  - i. Design-Build
  - ii. Design-Assist
  - iii. Design-Bid-Build

## **8. Completion of Building and Site Design**

- a. Potential Community/District/Council Workshop for final input
- b. Design Development
  - i. Cost Estimate Update
- c. Construction Documents
  - i. Cost Estimate Update
- d. Submit to the Building and Public Works Departments
  - i. Plan Check process
  - ii. Building Permit

## **9. Contractor Bidding and Construction Contract Award**

## **10. Construction and Phasing**

## **11. Grand Opening!**

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## Appendix A: PVRPD Demographics

Gaining a clear understanding of the existing and projected demographic character of the District is an important component of the planning process for the Senior and Community Recreation Facility Needs Assessment Study. By analyzing population data, trends emerge that can inform decision making and resource allocation strategies for the provision of public parks, recreation amenities, and open spaces.

Key areas were analyzed to identify current demographic statistics and trends that can impact the planning and provision of public parks and recreation services in the Pleasant Valley Recreation and Park District. Community characteristics analyzed and discussed consist of:

- Existing and projected total population
- Age and gender distribution
- Ethnic/Racial diversity
- Housing and household information
- Educational attainment
- Employment
- State and Local Health Ranking

This demographic profile for the park district was completed using the most current data available (as of November 2017) from Esri Business Analyst, the U.S. Census Bureau data, and U.S. Census Bureau's American Community Survey.

### Key general 2017 demographic comparisons – Park District, State, and National

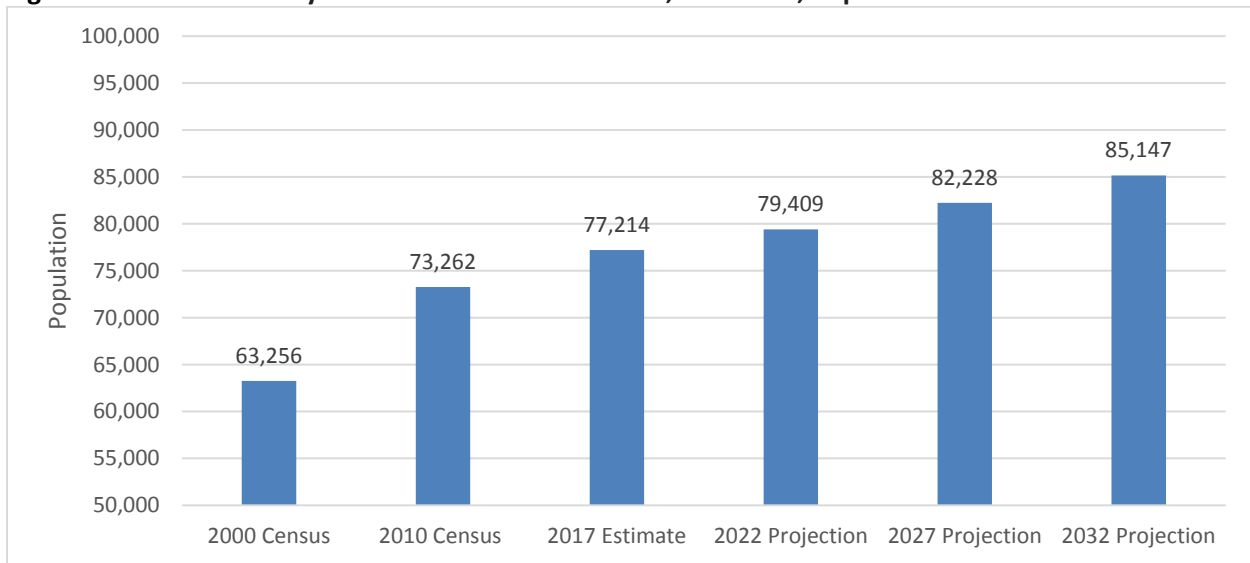
- The estimated median age of Pleasant Valley Recreation and Park District residents was 42.3 years, higher than both the median age for California (36) and the United States (38.2).
- The median household income for Pleasant Valley Recreation and Park District in 2017 was estimated to be \$90,190. This is higher than the median household income of \$65,223 in California and higher than the national median household income of \$56,124.
- Pleasant Valley Recreation and Park District's estimated population was almost evenly split between male (48.40%) and female (51.59%) residents. The populations of California and the United States, are also roughly evenly divided between the sexes.

## Pleasant Valley Recreation and Park District Population and Demographic Trends

### Population Projections

Although future population growth cannot be predicted with certainty, it is helpful to make growth projections for planning purposes. **Figure 31** contains actual population figures based on the 2000 and 2010 U.S. Census for the Pleasant Valley Recreation and Park District, as well as the 2017 estimated population and 2022 projected population. Based on current Esri estimates and projections, an annual growth rate of 0.71 percent from 2017 to 2022 is projected. This growth rate was used to estimate the population until 2032. At this growth rate, PVRPD should expect an increase of over 10,000 people from 2010 to 2032.

**Figure 31: Pleasant Valley Recreation and Park District, California, Population Growth Trend**



Source: U.S. Census Bureau, and Esri Business Analyst

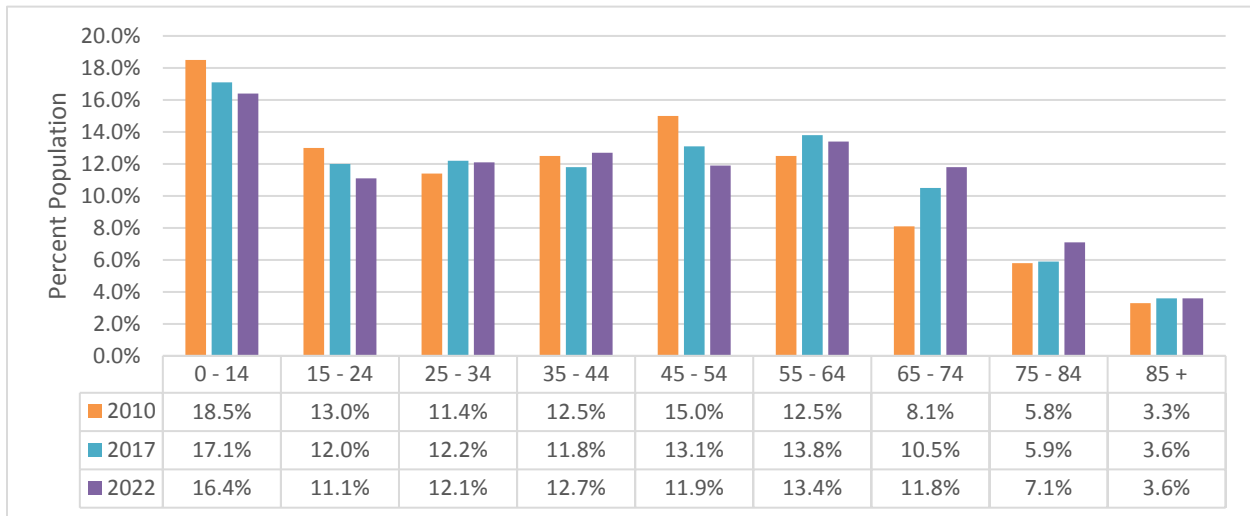
### Population Age Distribution

The existing and projected population of different age groups, or cohorts, within PVRPD is illustrated in the following series of figures. **Figure 32** illustrates the 2017 population by age cohort, and **Figure 33** provides this breakdown for the 2010 population, 2017 estimated population, and 2022 projected population.

Several key age characteristics of the existing and projected Park District population include:

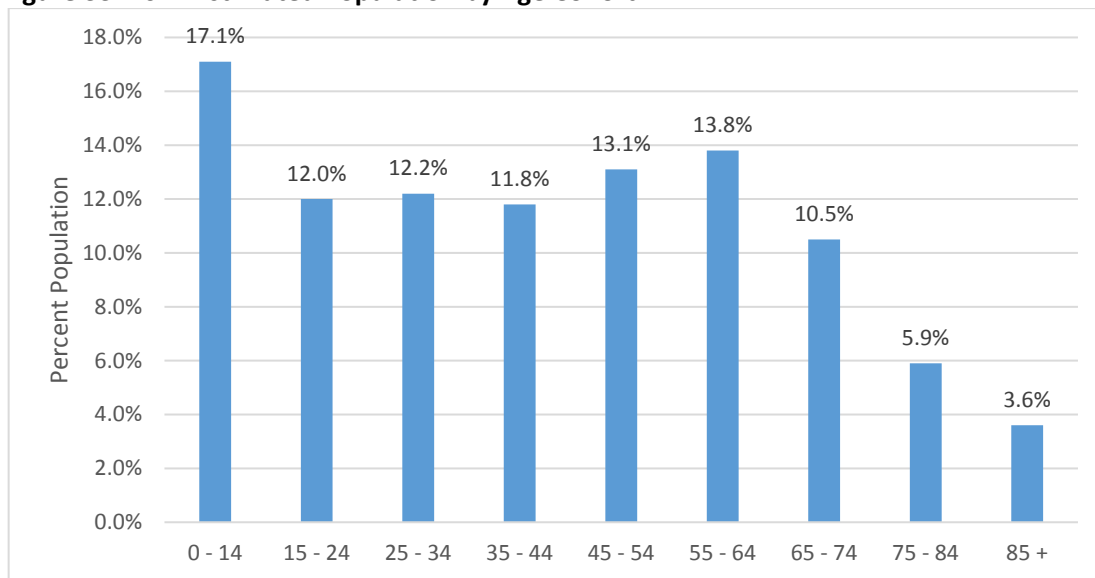
- The median age of residents is increasing. The U.S. Census Bureau reported the median age of PVRPD residents to be 40.9 years in 2010. Esri estimates the median age of the 2017 population to be 42.3 years, and projects the median age to increase to 43.1 years by 2022.
- As illustrated in **Figure 32**, the population of age cohorts 0 to 14, 15 to 24, and 45 to 54 are projected to decrease. Over the same time period, the population of age cohorts 25 to 34, 55 to 64, and 65 to 74, and were all expected to increase.
- The age group expected to see the most significant difference is 65 to 74, a 3.7 percent increase.

**Figure 32: Population Age Distribution: 2010 to 2022**



Source: U.S. Census Bureau and Esri Business Analyst

**Figure 33: 2017 Estimated Population by Age Cohort**



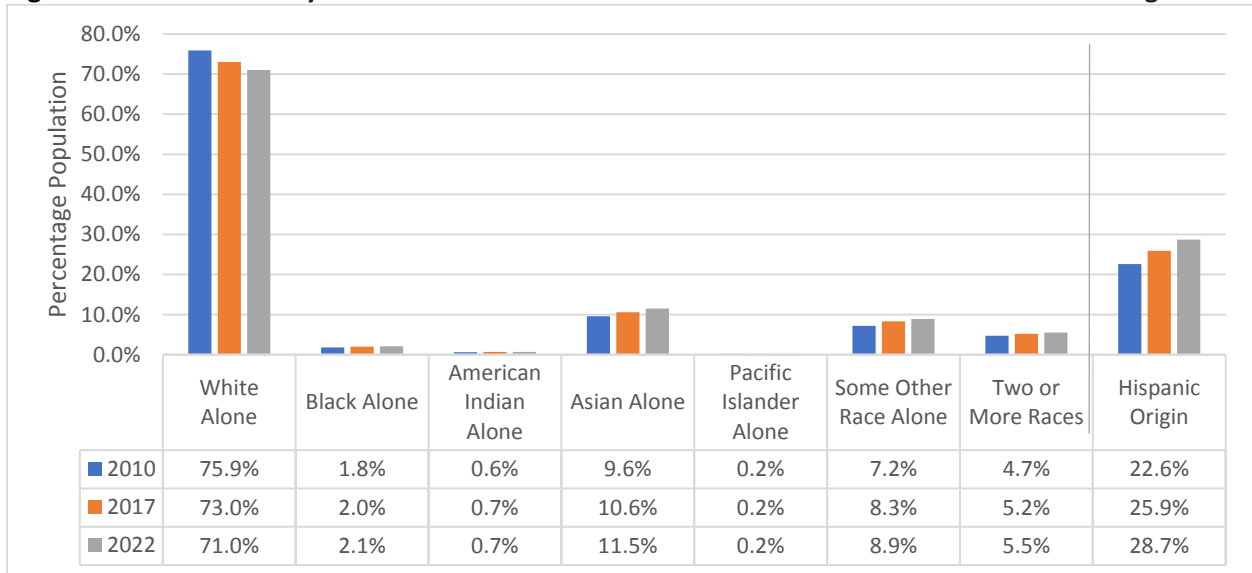
Source: Esri Business Analyst

### Race/Ethnicity

Prior to reviewing demographic data pertaining to a population’s racial and ethnic character, it is important to note how the U.S. Census classifies and counts individuals who identify as Hispanic. The Census notes that Hispanic origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or the person’s parents or ancestors before arrival in the United States. In the U.S. Census, people who identify as Hispanic, Latino, or Spanish may be any race and are included in all of the race categories. All race categories add up to 100 percent of the population, the indication of Hispanic origin is a different view of the population and is not considered a race.

**Figure 34** reflects the approximate racial/ethnic population distribution for PVRPD based on the 2010 U.S. Census, and the Esri 2017 estimates and 2022 projections. It was estimated that in 2017, 25.9 percent of the population identified as Hispanic; that number is expected to increase almost three percent in 2022. This number is significantly less than California’s population, of which 39.5 percent of the population identify as Hispanic, as seen in **Figure 35**.

**Figure 34: Pleasant Valley Recreation and Park District Racial and Ethnic Character 2010 through 2022**



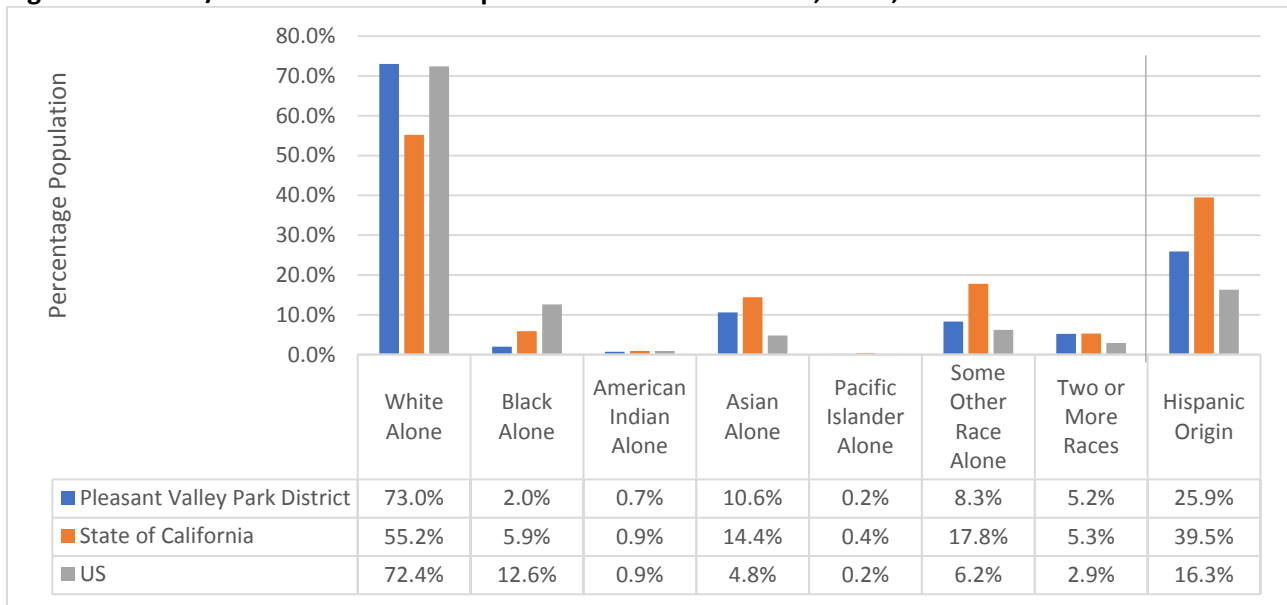
Source: U.S. Census Bureau and Esri Business Analyst

Overall the racial and ethnic composition of PVRPD has become more diverse since 2010, and is anticipated to continue this trend. The majority of the District’s population identified as Caucasians, and largest minority group were Asians. In 2022, Asians are expected to make up over 11 percent of the District’s population.

As illustrated in **Figure 35**, the 2017 racial and ethnic composition of the population of PVRPD was much different than the State of California. In 2017, California was 55.2 percent Caucasian, compared to 73 percent in the District. Almost 18 percent of the state’s population identified as some other race. The Asian population was also higher in the state, making up 14.4 percent of the population compared to 11 percent in the District.



**Figure 35: Racial/Ethnic Character Comparison 2017 – Park District, State, and US**

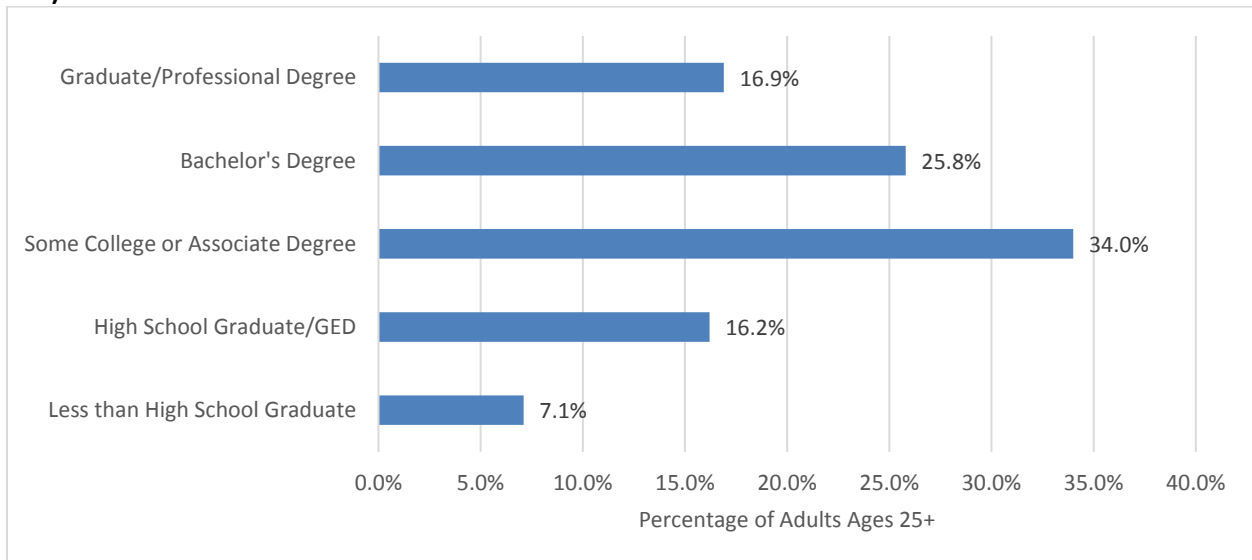


Source: Esri Business Analyst

**Educational Attainment**

The educational attainment for PVRPD residents over the age of 25 was measured. As illustrated in **Figure 36**, roughly 93 percent of District residents had attained a high school level education or higher. In 2017, close to 17 percent obtained a graduate or professional level degree. The most common educational attainment was some college or an Associate’s degree.

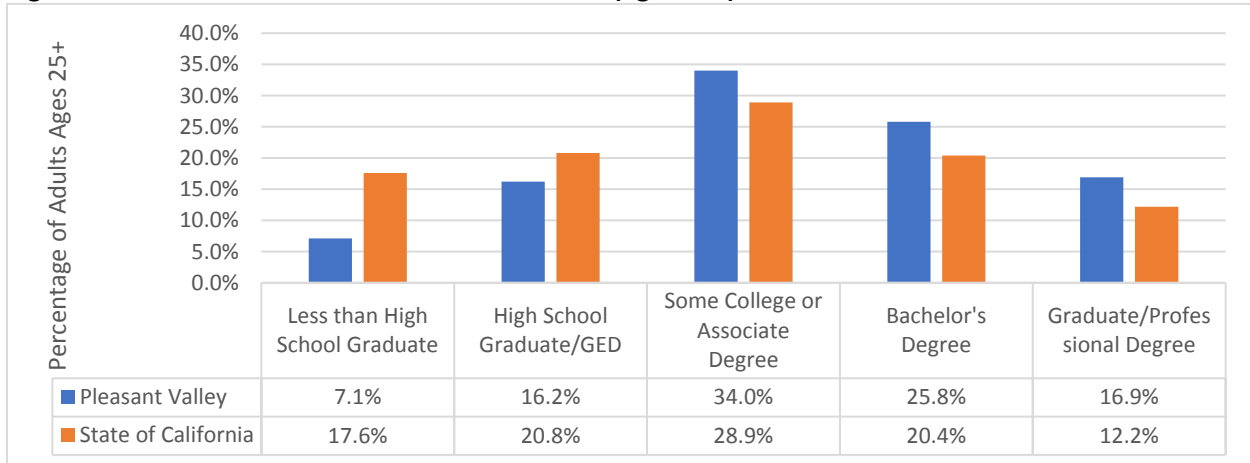
**Figure 36: 2017 Educational Attainment of Pleasant Valley Recreation and Park District Adults (ages 25+)**



Source: Esri Business Analyst

When compared to their peers at the statewide level, the District’s population had a higher percentage of the population of adults that obtained a Bachelor’s degree and a graduate/professional degree. Furthermore, as illustrated in **Figure 37**, the District’s population also had a higher percentage of residents that completed some college or an Associate’s degree.

**Figure 37: 2017 Educational Attainment of Adults (ages 25+) – Park District and State**

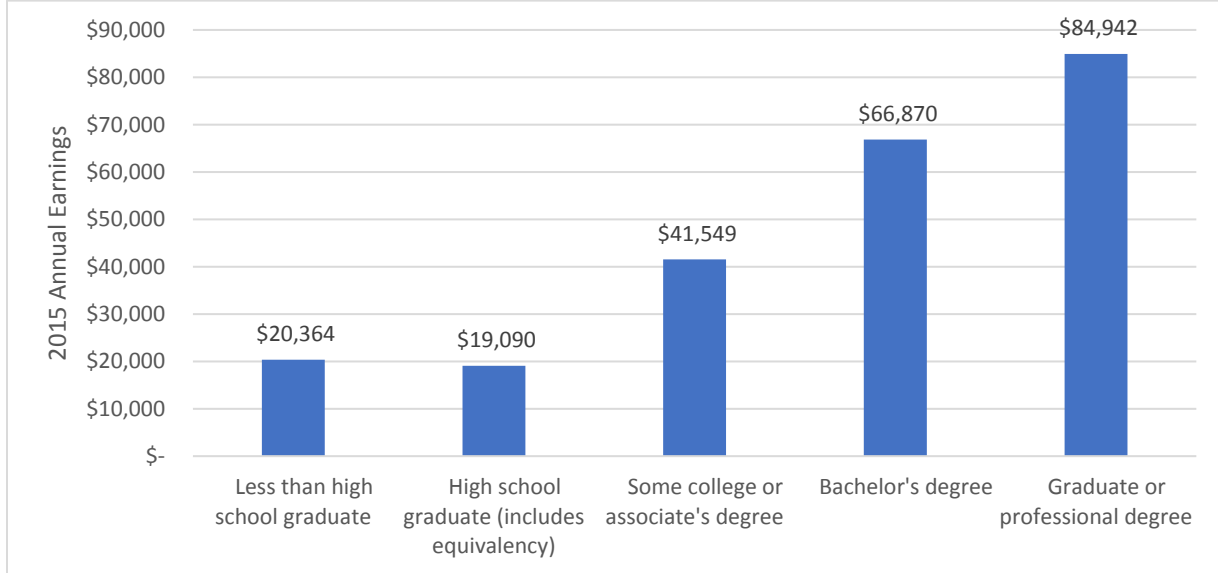


Source: Esri Business Analyst

According to a Census study, education levels had more effect on earnings over a 40-year span in the workforce than any other demographic factor, such as gender, race, and ethnic origin.<sup>1</sup> This link between education and earnings appears clearly illustrated in **Figure 38**. Although data from the District was not accessible through the American Community Survey, data from the City of Camarillo was used in the following study. As **Figure 38** shows, the Census Bureau’s 2015 American Community Survey reported that PVRPD residents (age 25+) with a Bachelor’s degree earned more than double that of high school graduates (71% more). Residents with graduate or professional degrees in PVRPD had median earnings that were about \$84,942 compared to those without a high school degree earning \$20,364.

<sup>1</sup> Tiffany Julian and Robert Kominski, “Education and Synthetic Work-Life Earnings Estimates” American Community Survey Reports, US Census Bureau, <http://www.Census.gov/prod/2011pubs/acs-14.pdf>, September 2011.

**Figure 38: Educational Attainment and Median Earnings of Pleasant Valley Recreation and Park District Residents Age 25+ (2016)**



Source: U.S. Census Bureau 2016 American Community Survey

## Household Information

As reflected in **Table 4**, the total number of housing units and households in PVRPD has been increasing, and is projected to continue to increase slowly through 2022 at an annual rate of 0.60 percent. The majority of homes in the District were owner occupied, and are projected to continue to be owner occupied. The average household size is projected to increase slightly to 2.68. The percentage of owner occupied housing units is estimated to decrease by about two percent between 2010 and 2022. Likewise, renter occupied units and vacant housing units are anticipated to increase between that same time.

**Table 4: Pleasant Valley Recreation and Park District Housing Profile 2010 to 2022**

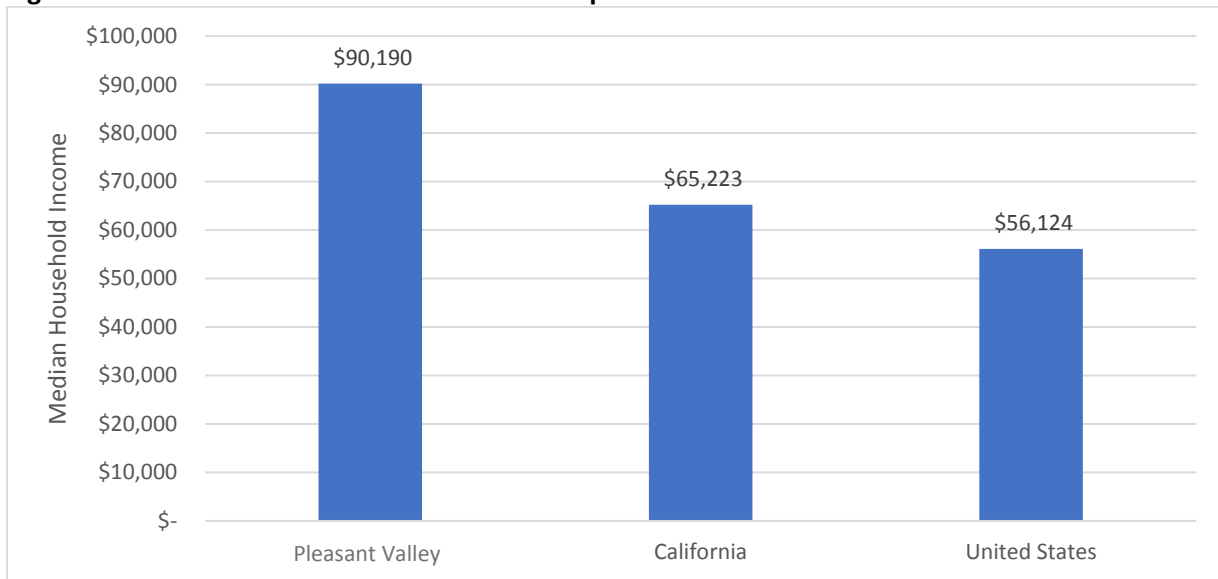
	2010	2017	2022
Total Housing Units	28,869	29,638	30,498
Number of Households	27,305	28,444	29,307
Average Household Size	2.63	2.67	2.68
Owner Occupied Housing Units	66.30%	65.70%	65.80%
Renter Occupied Housing Units	28.90%	30.20%	30.30%
Vacant Housing Units	4.80%	4.00%	3.90%

Source: Esri Business Analyst

## Household Income

Data from Esri Business Analyst, illustrated in **Figure 39**, indicates that the 2017 median household income in Pleasant Valley Recreation and Park District was higher than both the median household incomes in California the United States.

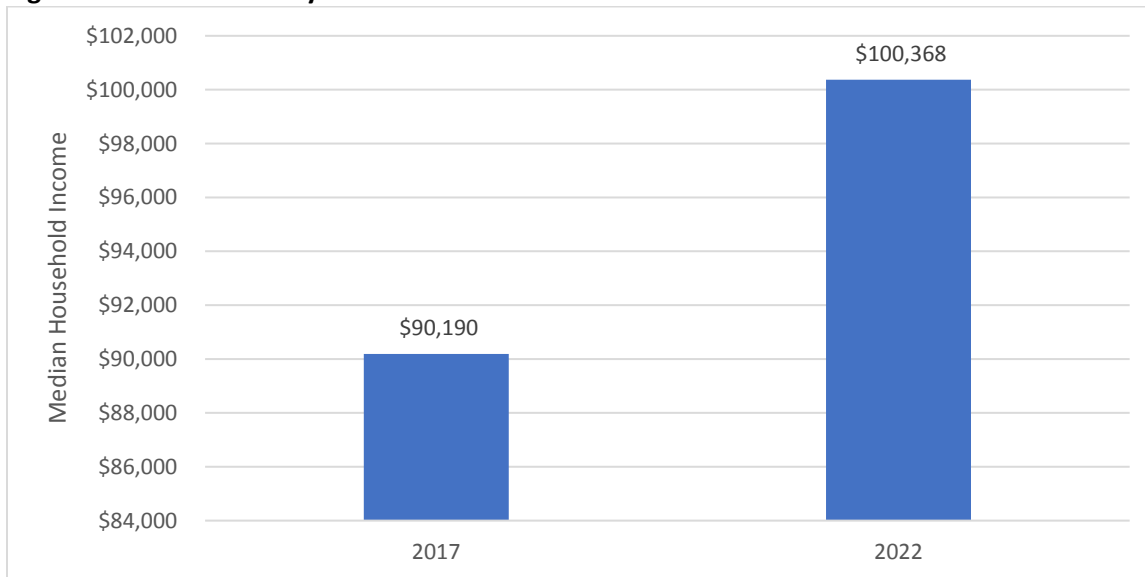
**Figure 39: 2017 Median Household Income Comparison**



Source: Esri Business Analyst

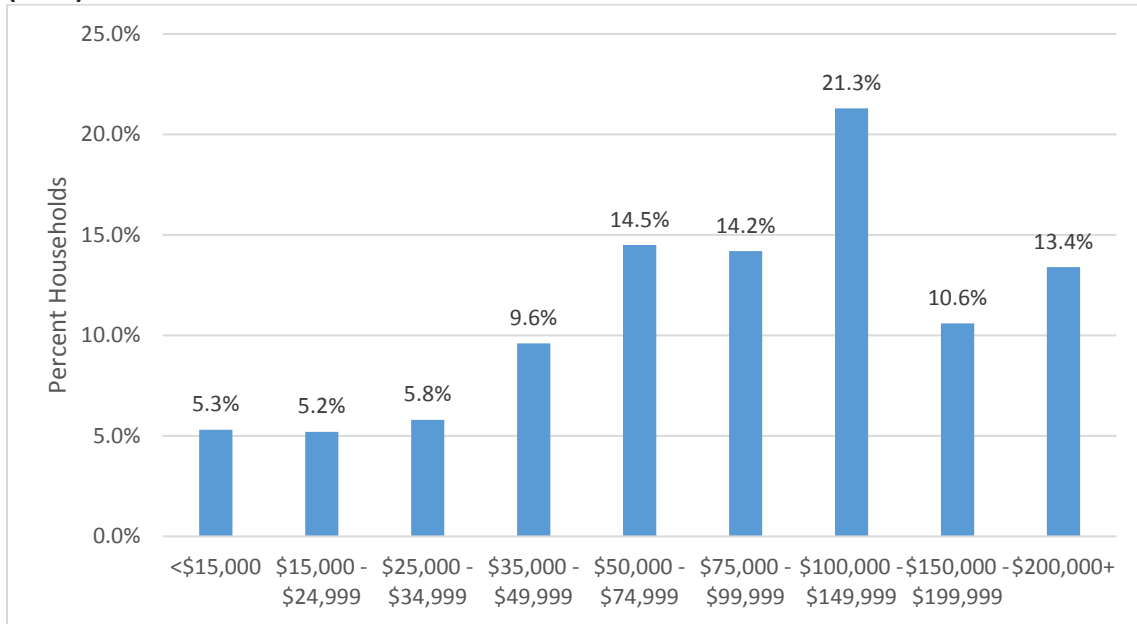
As **Figure 40** illustrates, the median income of District households has been rising, and is predicted to continue to rise through 2022. In 2017, the median household income in the District was \$90,190. By 2022, the median household income of district households is projected to rise over \$10,000 to \$100,368. **Figure 41** illustrates the distribution of household median income by earnings bracket in PVRPD in 2017. About 21 percent of households made between \$100,000 and \$149,999 in 2017.

**Figure 40: Pleasant Valley Recreation and Park District Median Household Income 2017 to 2022**



Source: U.S. Census Bureau and Esri Business Analyst

**Figure 41: Distribution of Median Household Income in Pleasant Valley Recreation and Park District (2017)**

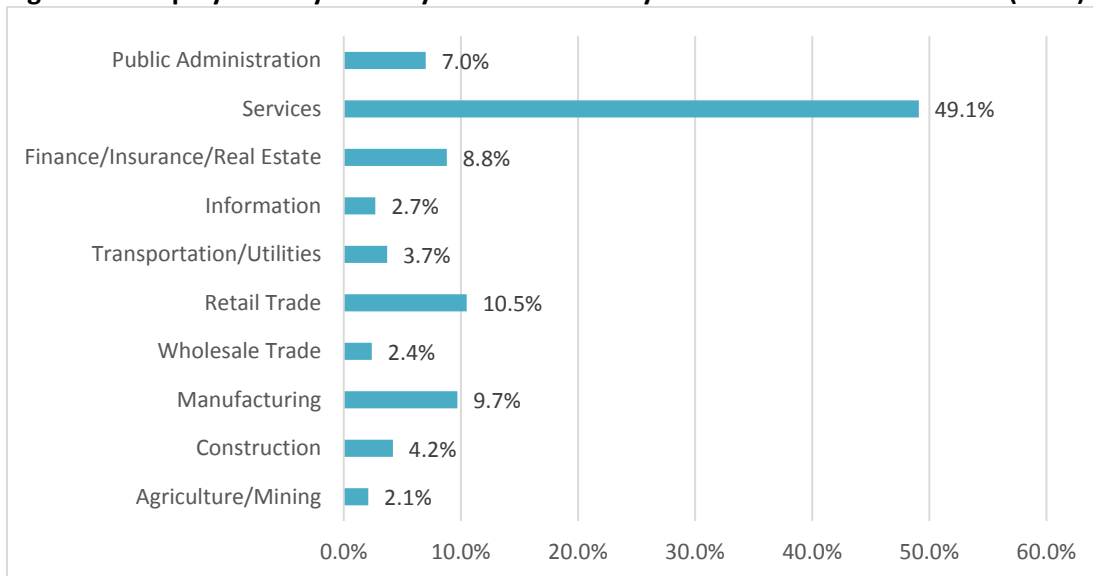


Source: Esri Business Analyst

### Employment

According to the U.S. Census Bureau, the majority of working residents (age 16+) in 2017 in PVRPD were employed in jobs in the service industry (49.1%) as illustrated in **Figure 42**. It was estimated that retail trade employed 10.5 percent of residents in the park district. Manufacturing also employed a significant segment of residents at almost 10 percent.

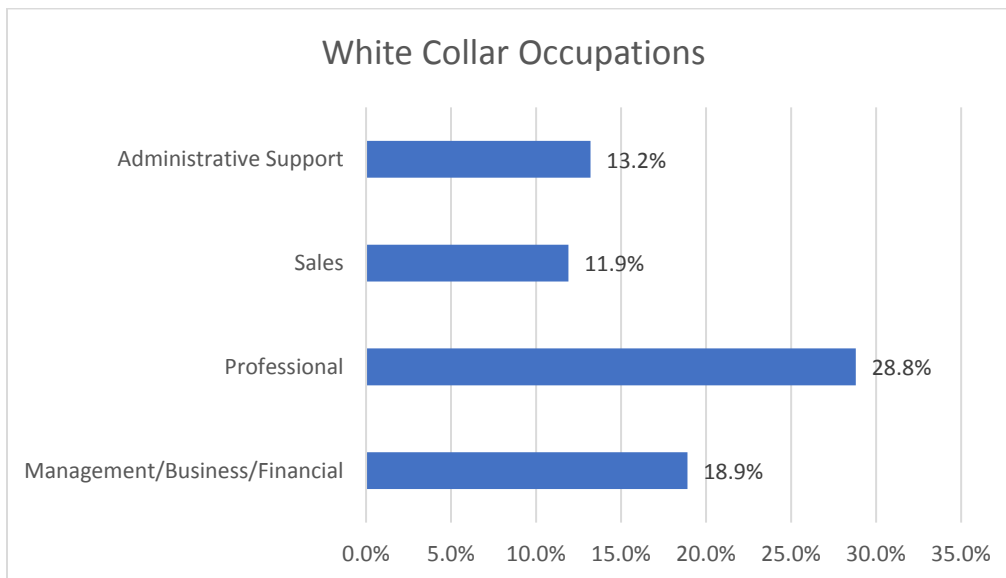
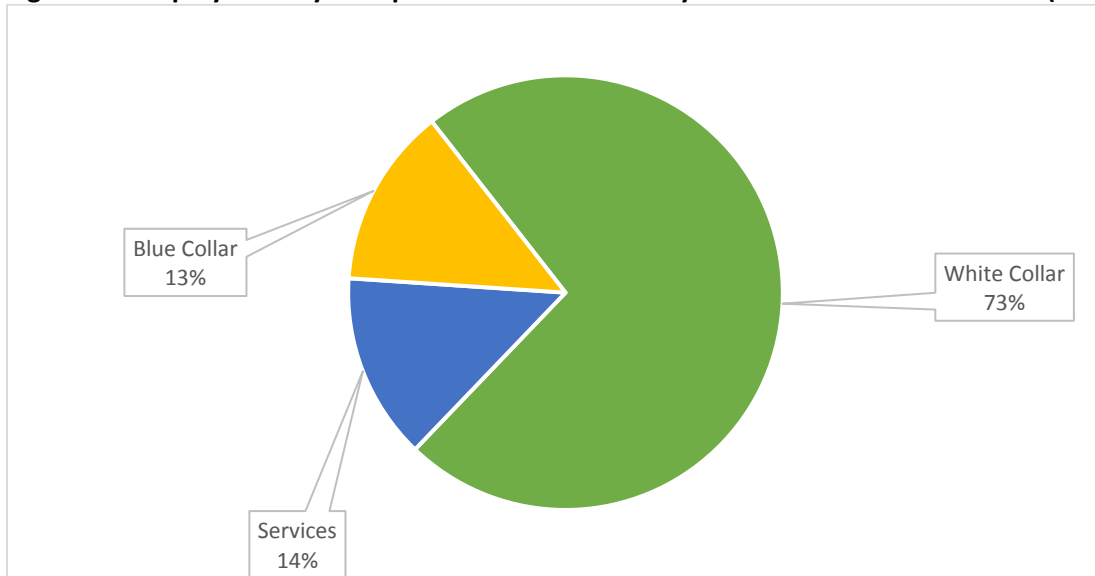
**Figure 42: Employment by Industry in Pleasant Valley Recreation and Park District (2017)**

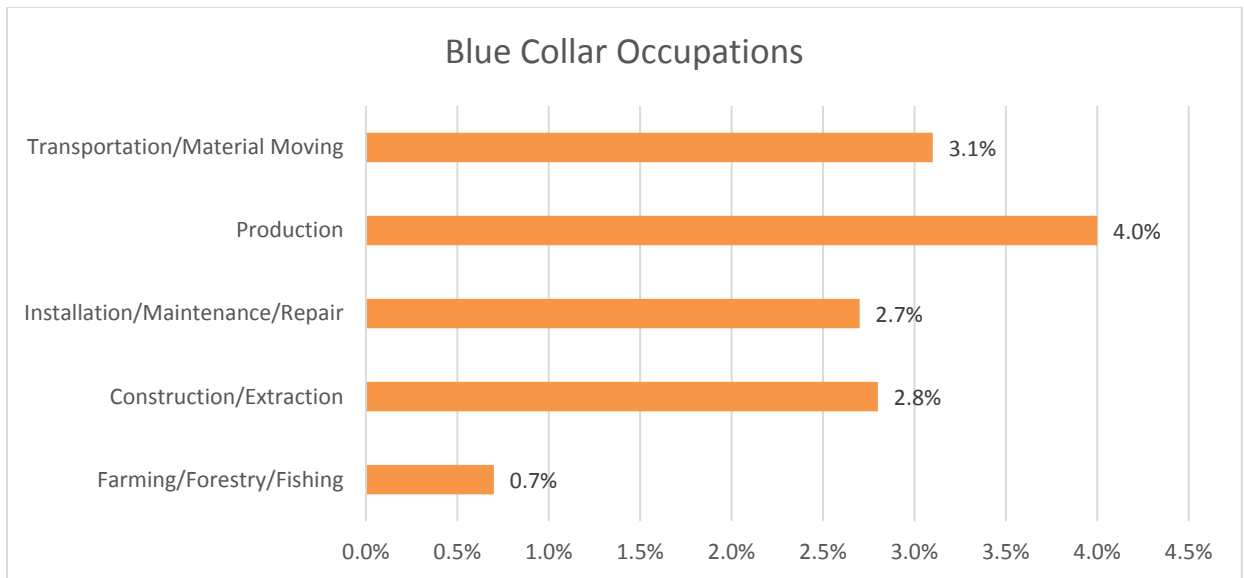


Source: Esri Business Analyst

As illustrated in **Figure 43** below, the majority (73%) of working residents were employed in white collar occupations. Service and blue-collar occupations also employed a significant percentage of the District’s working population at 14 and 13 percent, respectively. Within white collar occupations, professional occupations made about 29 percent of occupations in 2017. The most popular blue-collar job was production, which made up 4 percent of occupations.

**Figure 43: Employment by Occupation in Pleasant Valley Recreation and Park District (2017)**





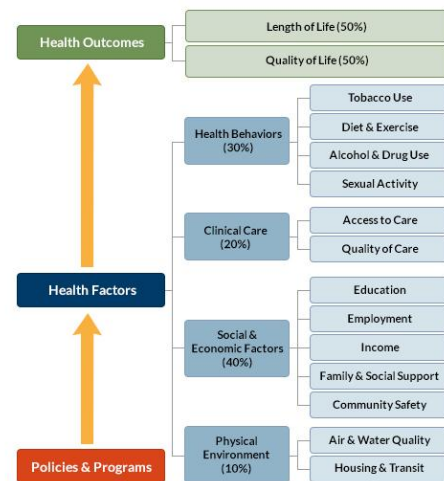
Source: Esri Business Analyst

### Health Ranking

Robert Wood Johnson Foundation’s “County Health Rankings and Roadmaps” provide annual insight on the general health of national, state, and county populations. According to the Foundation, its modeling of population health “emphasizes many factors that, if improved can help make communities healthier places to live, learn, work, and play.” The 2016 rankings model shown in **Figure 44** highlights the topic areas reviewed by the Foundation.

The health ranking for Ventura County, which contains the PVRPD, gauged the public health of the population based on “how long people live and how healthy people feel while alive,” coupled with ranking factors including healthy behaviors, clinical care, social and economic, and physical environment factors.<sup>2</sup> Out of the 57 California counties reviewed, Ventura County was ranked as 10<sup>th</sup> for overall health outcomes, and 11<sup>th</sup> for health factors. Several significant social challenges impacting the public health in the County included high numbers of premature death, poor or fair health, and poor mental health days. With regard to health factors, Ventura County had lower levels of adult smoking, adult obesity, and physical inactivity. Ventura County had a higher percentage of adults than the United States that participated in excessive drinking and encountered alcohol-impaired driving deaths. Ventura County ranked very highly in regard to access to exercise opportunities, at a rate of 98 percent.

**Figure 44: County Health Ranking Model**



Source: Robert Wood Johnson Foundation

<sup>2</sup> University of Wisconsin Population Health Institute & Robert Wood Johnson Foundation, *County Health Rankings 2017*, <http://www.countyhealthrankings.org>

In 2016, the United Health Foundation’s “America’s Health Rankings Annual Report” ranked California as the 16<sup>th</sup> healthiest state nationally. The health rankings consider and weigh social, environmental, factors that tend to directly impact the overall health of state populations. As illustrated in **Figure 45**:

California public health ranking strengths and highlights included:

- Low prevalence of smoking
- Low rate of preventable hospitalizations
- Low infant mortality rate

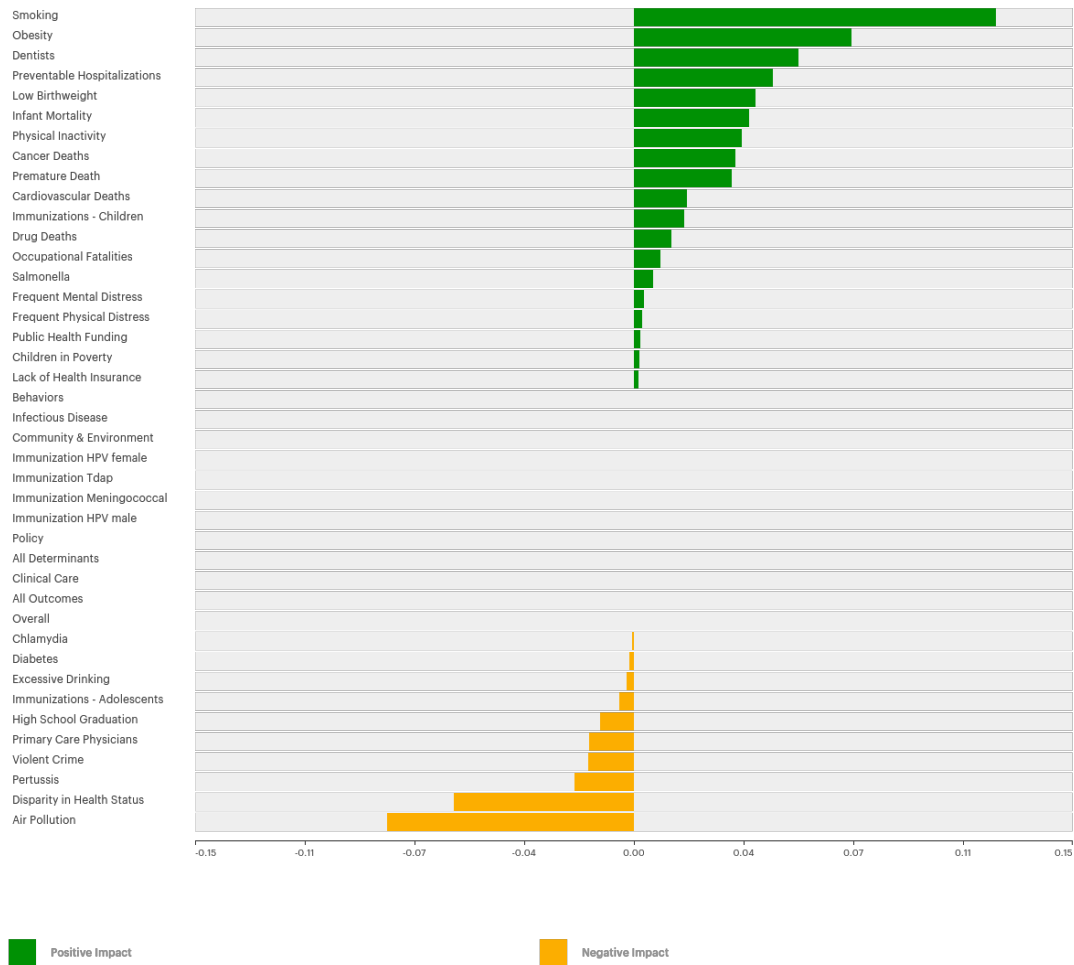
Challenges to California’s health include:

- High levels of air pollution
- High incidence of pertussis
- Large disparity in health status by educational attainment



**Figure 45: 2016 California Health Ranking Core Findings**

Core Measures Impact: California, 2016 Annual Report



**SOURCE:**

- CDC, National Vital Statistics System, 2012-2014
- CDC, Behavioral Risk Factor Surveillance System, 2015
- US Department of Education, National Center for Education Statistics, 2014-2015
- America's Health Rankings Composite Measure, 2016
- US Environmental Protection Agency, 2013-2015
- CDC, National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention Atlas, 2014
- CDC, MMWR, Summary of Notifiable Infectious Diseases and Conditions, 2014
- BLS, Census of Fatal Occupational Injuries & Bureau of Economic Analysis, 2012-2014
- Federal Bureau of Investigation, 2015
- US Census Bureau, Current Population Survey, Annual Social and Economic Supplement, 2015
- CDC, National Immunization Survey, 2015
- US Census Bureau, American Community Survey, 2014-2015
- Trust for America's Health, 2014-2015
- Special data request for information on active state licensed physicians provided by Redi-Data, Inc.
- CDC, National Vital Statistics System, 2014
- American Dental Association, 2015
- The Dartmouth Atlas of Health Care, 2014
- CDC, National Vital Statistics System, 2013-2014



Source: United Health Foundation's America's Health Rankings Annual Report 2016

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## Appendix B: Parks and Recreation Influencing Trends

The provision of public parks and recreation services can be influenced by a wide variety of trends, including the desires of different age groups within the population, community values, and popularity of a variety of recreational activities and amenities. Within this section of the plan, a number of local and national trends are reviewed that should be considered by the park district when determining where to allocate resources toward the provision of parks, recreational facilities, and recreational programming to its residents and visitors.

This report is generally organized into two sections:

3. Review of estimated PVRPD household participation in, and spending on, a variety of recreational, sports, fitness, and leisure activities. Opportunities for participation in many of the activities analyzed are provided through District facilities and programs.
4. Overview of key national recreation trends pertinent to the provision of parks, recreation facilities, and open spaces relevant to the population of the District.

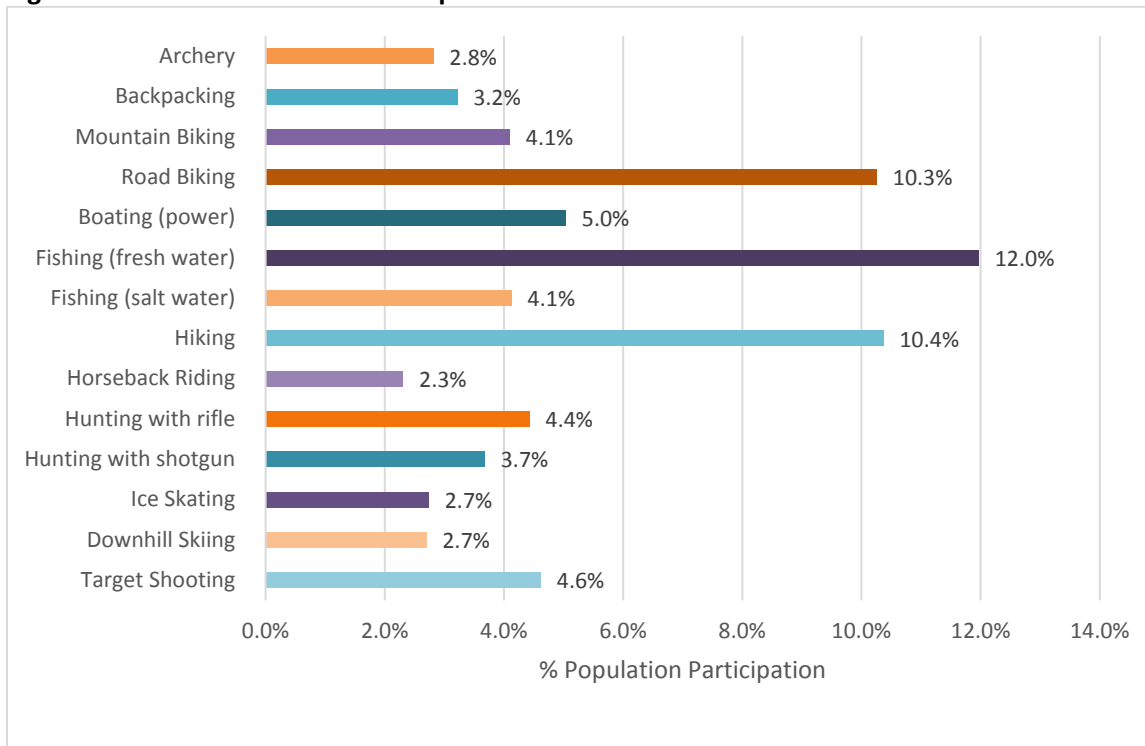
### Estimated Household Participation Rates and Spending

Through Esri Business Analyst, a combination of information from the U.S. Census Bureau, Bureau of Labor Statistics, and other data sources that gauge national tendencies to participate and spend on various recreation, fitness, and leisure activities, is weighed against current Esri local demographic characteristics including population, age, and household income, to yield an estimate (November 2017) of household participation in recreation, fitness, and leisure activities in PVRPD, and of the household spending on fees, equipment, and other typical costs associated with participation.

#### Estimated Participation

Esri models and resulting data indicate that District households included members that participated in a number of recreation, sports, fitness, and leisure activities in the past year. The activities reviewed are representative of those that are often offered through parks and recreation facilities, and programs throughout the country. **Figures 46 through 49** review estimated participation rates of the District's households in outdoor recreation activities, team and individual sports and fitness activities, and leisure activities. This level of local participation generated over \$39.9 million in associated spending in 2017. **Figures 50 and 51** provide insight into the various fees and costs District residents paid to participate in sports, recreation, fitness, and leisure activities.

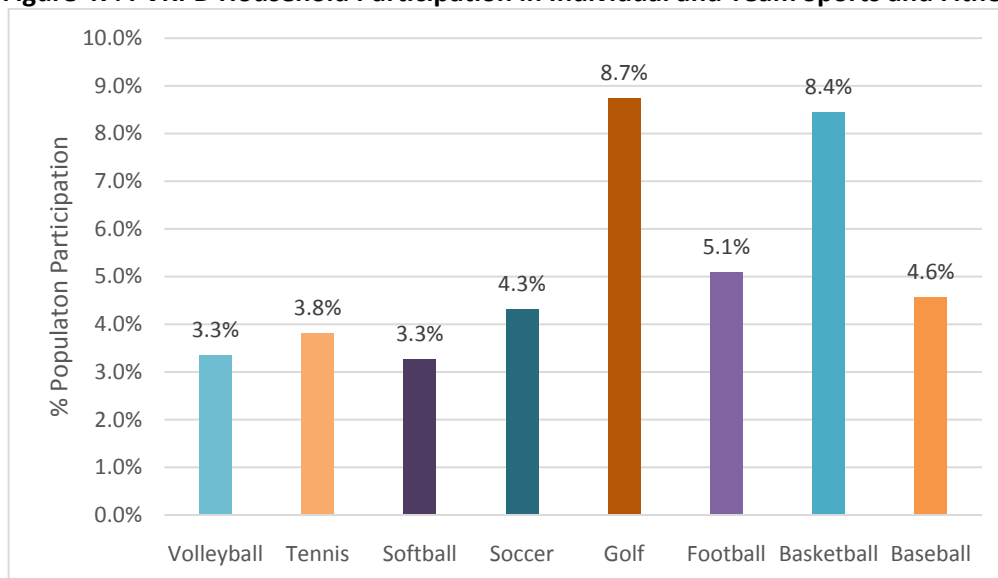
**Figure 46: PVRPD Household Participation in Outdoor Activities**



Source: Esri Business Analyst, Sports and Leisure Market Potential, November 2017

As illustrated in **Figure 46**, close to 12 percent of households were estimated to have included members that went fresh water fishing last year; road biking (10.3%) and salt water fishing (10.4%) were also popular outdoor activities.

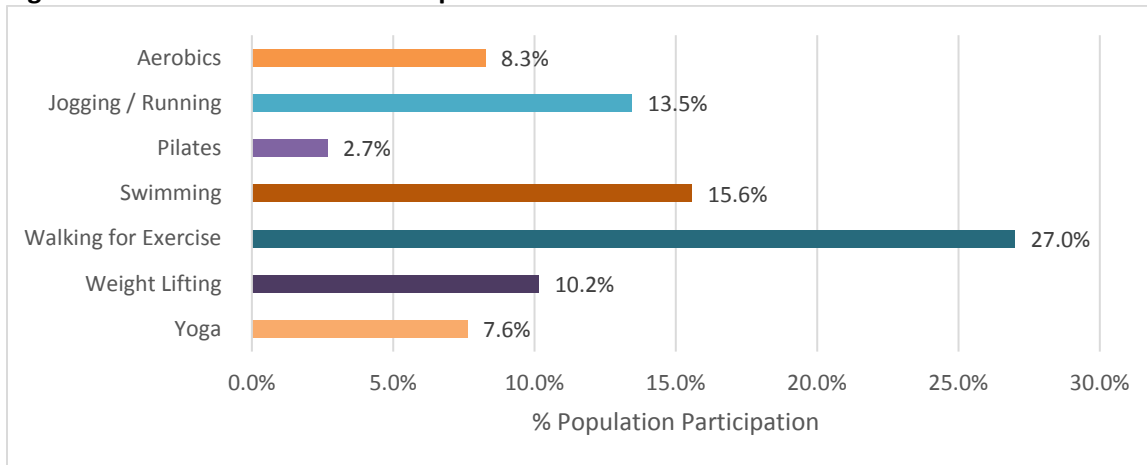
**Figure 47: PVRPD Household Participation in Individual and Team Sports and Fitness Activities**



Source: Esri Business Analyst, Sports and Leisure Market Potential, November 2017

As illustrated in **Figure 47**, generally less than 10 percent of households were estimated to have included members that participated in various organized team and individual sports. However, of the sports reviewed, golf (8.7%) had the highest level of participation. Basketball (8.4%) had the second highest level of participation. Football also had about five percent participation. Less than five percent of District households participated in the other sports activities reviewed. Although these household participation figures for organized sports may appear low, it should be noted that in general, households with children tend to have higher rates of participation in these types of sports through organized youth and school leagues. Access to these types of activities for youth is often very important for such households.

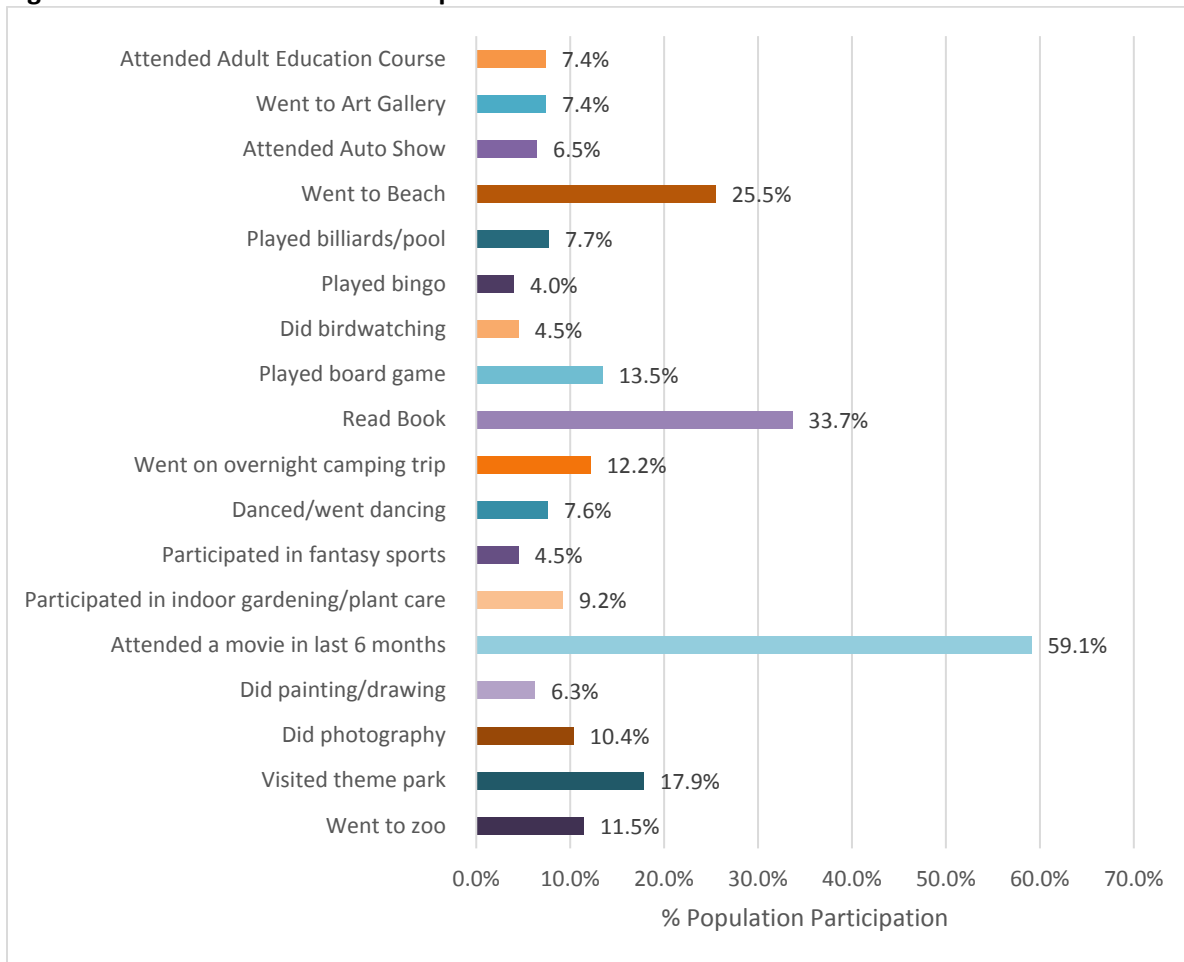
**Figure 48: PVRPD Household Participation in Fitness Activities**



Source: Esri Business Analyst, Sports and Leisure Market Potential, November 2017

As illustrated in **Figure 48**, Esri estimated that walking for fitness was the most fitness activity with the highest level of participation among PVRPD and households. Twenty-seven percent (27%) of households included members that walked for fitness in 2017. Over 1 in 10 households participated in either jogging/running, swimming, and/or weight lifting for fitness in 2017.

**Figure 49: PVRPD Household Participation in Leisure Activities**



Source: Esri Business Analyst, Sports and Leisure Market Potential, November 2017

In addition to offering recreation, fitness, and sports programs and facilities, many local public parks and recreation agencies also provide various art, culture, and leisure activities. As illustrated in **Figure 49**, attending a movie was popular, with over half of households estimated to have participated in 2017. Both reading a book (33.7%) and visiting the beach (25.5%) received significant rates of participation by members of PVRPD households.

### Estimated Spending

The strong participation in various recreation, sports, fitness, and leisure activities of PVRPD households was also likely of benefit to the local economy. **Figure 50** illustrates that of the \$39.9 million in total District household spending on recreation, nearly three quarters of this total, or almost \$28.6 million was spent on admissions and other fees associated with participation in entertainment and recreation activities. The estimated spending on entertainment, recreation fees, and admissions is further detailed in **Figure 51**.

2017 Park District Household Spending on Recreation

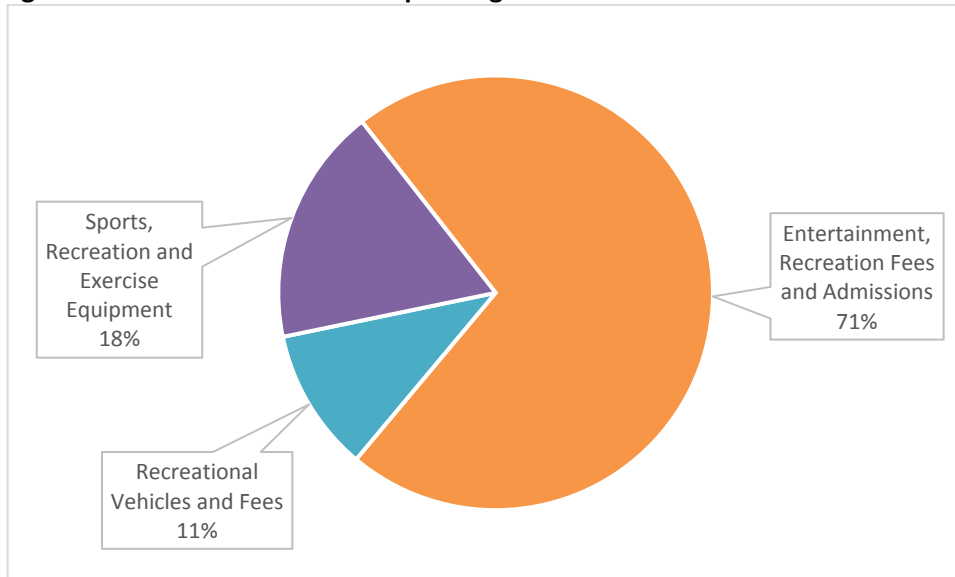
**\$39.9 million**

Estimated total spending of all households

**\$565.47**

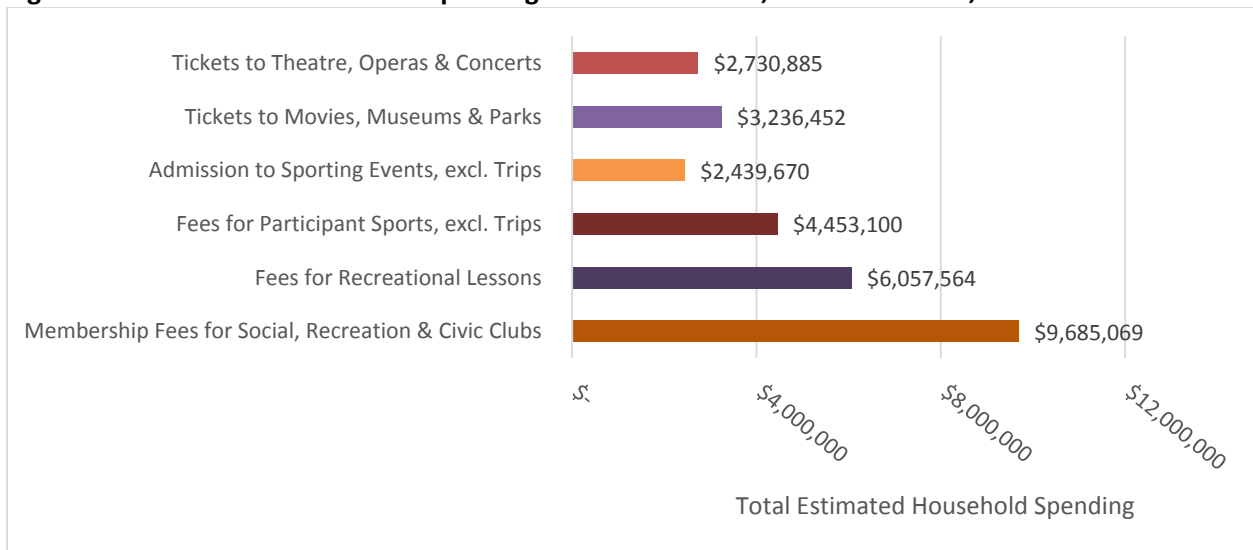
Estimated average spending per household

**Figure 50: General Recreational Spending of PVRPD Households**



Source: Esri Business Analyst, Recreation Expenditures, November 2017

**Figure 51: Park District Household Spending on Entertainment, Recreation Fees, and Admissions**



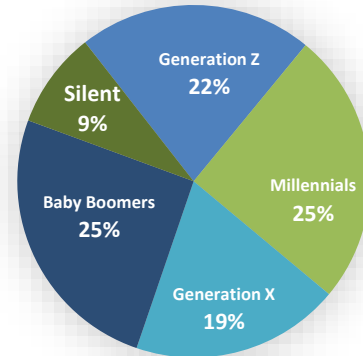
Source: Esri Business Analyst, Recreation Expenditures, November 2017

## National Demographic Trends in Recreation

### Pleasant Valley Recreation and Park District Generation Trends

Three major age groups, the Baby Boomers, Millennials, and Generation Z, are having significant impacts in the planning and provision of parks and recreation services nationwide. In 2017, approximately 72 percent of PVRPD residents fell into one of these age groupings.

Roughly 22 percent of the population were members of Generation Z, 25 percent were Millennials, and 25 percent were Baby Boomers. The Silent Generation, those 72 and older, only made up 9 percent of the population.



The 2016 “Participation Report”<sup>3</sup> from the Physical Activity Council characterized generational participation in recreation, sports, fitness, and other physical activities as:

BABY BOOMERS	GENERATION X	MILLENNIALS	GENERATION Z
<ul style="list-style-type: none"> <li>Least Active Generation</li> <li>Top 3 activity preferences:                             <ul style="list-style-type: none"> <li>Fitness Sports</li> <li>Outdoor Sports</li> <li>Individual Sports</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Varied Activity Levels</li> <li>Top 3 activity preferences:                             <ul style="list-style-type: none"> <li>Fitness Sports</li> <li>Outdoor Sports</li> <li>Individual Sports</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Moderately Active</li> <li>Top 3 activity preferences:                             <ul style="list-style-type: none"> <li>Fitness Sports</li> <li>Outdoor Sports</li> <li>Individual Sports</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Most Active Generation</li> <li>Top 3 activity preferences:                             <ul style="list-style-type: none"> <li>Outdoor Sports</li> <li>Team Sports</li> <li>Fitness Sports</li> </ul> </li> </ul>

### Adults – Baby Boomers

Baby Boomers are defined as individuals born between 1946 and 1964, as stated in “Leisure Programming for Baby Boomers.”<sup>4</sup> They are a generation that consists of nearly 76 million Americans, and comprised 25 percent of PVRPD population in 2017.

<sup>3</sup> Physical Activity Council, *2017 Participation Report*, <http://www.physicalactivitycouncil.com/PDFs/current.pdf>; accessed June 2017

<sup>4</sup> Linda Cochran, Anne Roshchadl, and Jodi Rudick, “Leisure Programming For Baby Boomers,” *Human Kinetics*, 2009.



In 2011, this influential population began its transition out of the workforce. Emilyn Sheffield, Professor of Recreation and Parks Management at the California State University, at Chico, contributed an article in the July 2012 issue of *Parks and Recreation* magazine titled “Five Trends Shaping Tomorrow Today.” In it, she indicated that Baby Boomers are driving the aging of America, with Boomers and seniors over 65 composing about 39 percent of the nation’s population.<sup>5</sup> As Baby Boomers enter retirement, they are looking for opportunities in fitness, sports, outdoors, arts and cultural events, and other activities that suit their lifestyles. With their varied life experiences, values, and expectations, Baby Boomers are predicted to redefine the meaning of recreation and leisure programming for mature adults.

In the leisure profession, this generation’s devotion to exercise and fitness is an example of its influence on society. When Boomers entered elementary school, President Kennedy initiated the President’s Council on Physical Fitness, making physical education a key component of public education. As Boomers matured and moved into the workplace, they took their desire for exercise and fitness with them, and have continued to participate at high rates in their retirement. Boomers are second only to Generation Y and Millennials in participation in fitness and outdoor sports.<sup>6</sup>

Jeffrey Ziegler, a past president of the Arizona Parks and Recreation Association identified “Boomer Basics” in his article, “Recreating Retirement: How Will Baby Boomers Reshape Leisure in their 60s?”<sup>7</sup> Highlights include:

- *Boomers are known to work hard, play hard, and spend hard.* They have always been fixated with all things youthful. Boomers typically respond that they feel 10 years younger than their actual age. Their nostalgic mindset keeps Boomers returning to the sights and sounds of their 1960s youth culture. Swimming pools have become less of a social setting and much more of an extension of Boomers’ health and wellness program. Because Boomers in general have a high education level, they will likely continue to pursue education as adults and into retirement.
- *Boomers will look to park and recreation professionals to provide opportunities to enjoy many life-long hobbies and sports.* When programming for this age group, a customized experience to cater to the need for self-fulfillment, healthy pleasure, nostalgic youthfulness, and individual escapes will be important. Recreation trends will shift from games and activities that Boomers associate with senior citizens. Ziegler suggests that activities such as bingo, bridge, and shuffleboard will likely be avoided because Boomers relate these activities with old age.
- *Boomers will reinvent what being a 65-year-old means.* Parks and recreation agencies that do not plan for Boomers carrying on in retirement with the same hectic pace they have lived during their years in employment will be left behind. Things to consider when planning for the demographic shift:
  - Boomer characteristics
  - What drives Boomers?
  - Marketing to Boomers
  - Arts and entertainment
  - Passive and active fitness trends
  - Outdoor recreation/adventure programs
  - Travel programs

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<sup>5</sup> Emilyn Sheffield, “Five Trends Shaping Tomorrow Today,” *Parks and Recreation*, July 2012, p. 16-17.

<sup>6</sup> Physical Activity Council, 2012 Participation Report, 2012.

<sup>7</sup> Jeffrey Ziegler, “Recreating Retirement: How Will Baby Boomers Reshape Leisure in Their 60s?” *Parks and Recreation*, October 2002.

## Generation X

This generational group is comprised of individuals in the 37 to 52 year old age range. In 2017, the median age of PVRPD residents was 42.3 years, and 19 percent of the District's population was a member of Generation X. Many members of this generation are in the peak of their careers, raising families, and growing their connections within the community.

As suggested by the 2017 "Participation Report" from the Physical Activity Council, members of Generation X were "all or nothing" in terms of their levels of physical activity; with 37 percent reported as highly active, and 27 percent reported as completely inactive. As further noted in the report, over 50 percent of Generation X was likely to have participated in fitness and outdoor sports activities. An additional 37 percent participated in individual sports.

## The Millennial Generation

The Millennial Generation is generally considered those born between about 1980 and 1999, and in April 2016, the Pew Research Center reported that this generation had surpassed the Baby Boomers as the nation's most populous age group.<sup>8</sup> Millennials comprised approximately 25 percent of PVRPD's 2017 total population. Making up the largest generational cohort in the District, Millennials are influential, and have an understanding of some of their general characteristics can help guide decision making in the provision of parks and recreation services to this significant segment of the local population.

In their book, Millennials Rising, the Next Great Generation, authors William Strauss and Neil Howe identify the following seven characteristics of the Millennials:<sup>9</sup>

1. **Special:** Used to receiving rewards just for participating, Millennials are raised to feel special.
2. **Sheltered:** Millennials lead structured lives filled with rules and regulations. Less accustomed to unstructured play than previous generations and apprehensive of the outdoors, they spend most of their time indoors, leaving home primarily to socialize with friends and families.
3. **Team oriented:** This group has a "powerful instinct for community" and "places a high value on teamwork and belonging."
4. **Technologically savvy:** Upbeat and with a can-do attitude, this generation is "more optimistic and tech-savvy than its elders."
5. **Pressured:** Millennials feel "pressured to achieve and pressured to behave." They have been "pushed to study hard and avoid personal risk."
6. **Achieving:** This generation is expected to do great things, and they may be the next "great" generation.
7. **Conventional (and diverse):** Millennials are respectful of authority and civic minded. Respectful of cultural differences because they are ethnically diverse, they also value good conduct and tend to have a "standardized appearance."

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<sup>8</sup> Richard Fry, "Millennials overtake Baby Boomers as America's Largest Generation," *Pew Research Center Fact Tank*, April 25, 2016, <http://www.pewresearch.org/fact-tank/2016/04/25/millennials-overtake-baby-boomers/>, accessed May 2015

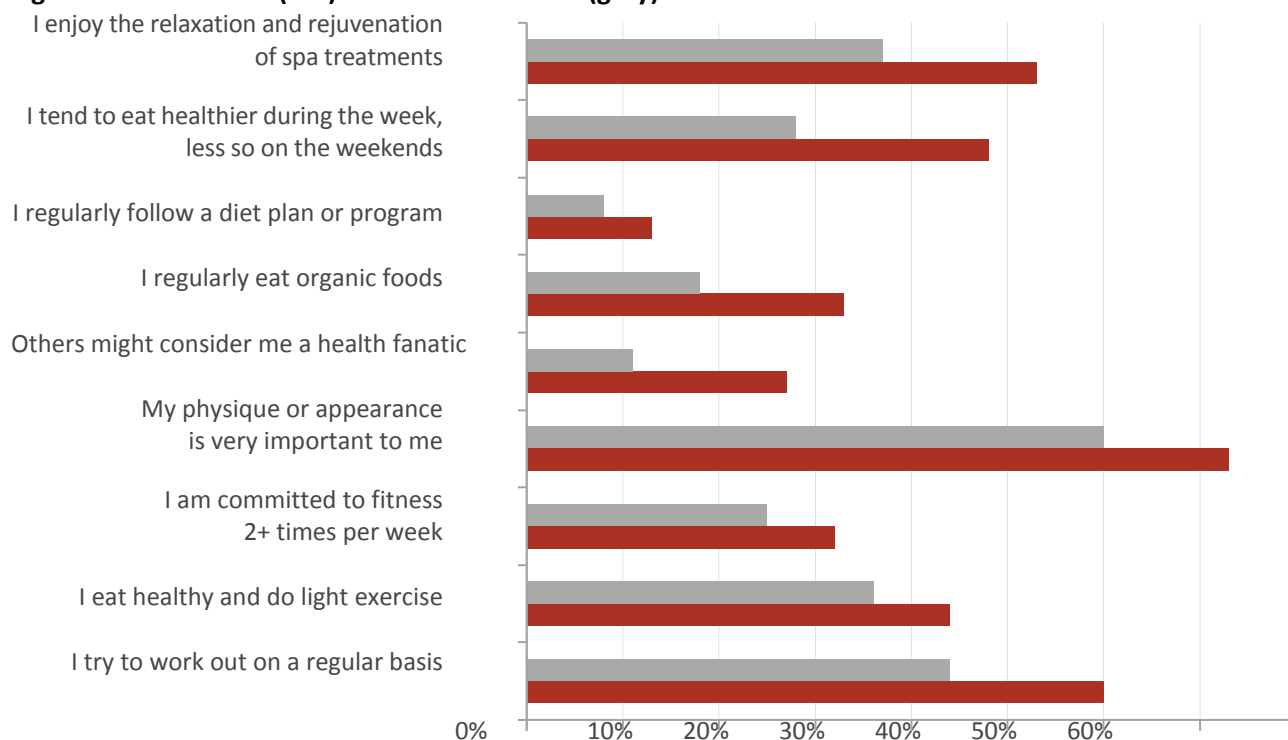
<sup>9</sup> William Strauss and Neil Howe, Millennials Rising, the Next Great Generation, Vintage: New York, New York, 2000.

In a 2011 study of the Millennial Generation,<sup>10</sup> Barkley Advertising Agency made the following observations about Millennials and health/fitness:

- Sixty percent (60%) of Millennials say they try to work out on a regular basis. Twenty-six percent (26%) consider themselves health fanatics.
- Much of this focus on health may be due to vanity and/or the desire to impress others; 73 percent exercise to enhance their physical appearance.
- Millennials are also fans of relaxation and rejuvenation, as 54 percent regularly treat themselves to spa services.
- Despite their commitment to health, Millennials stray from their healthy diets on weekends. There may be a noticeable difference between their intent to work out regularly and the amount of exercise that they accomplish.

**Figure 52** illustrates contrasts between Millennials and Non-Millennials regarding a number of health and fitness topics.<sup>11</sup>

**Figure 52: Millennials (red) Vs. Non-Millennials (grey) on Health and Fitness**



Source: *American Millennials: Deciphering the Enigma Generation*

<sup>10</sup> American Millennials: Deciphering the Enigma Generation, <https://www.barkleyus.com/AmericanMillennials.pdf>, accessed May 2015

<sup>11</sup> American Millennials: Deciphering the Enigma Generation, <https://www.barkleyus.com/AmericanMillennials.pdf>, accessed May 2015

Millennials tend to be more tech-savvy, socially conscious, achievement-driven age group with more flexible ideas about balancing wealth, work, and play. They generally prefer different park amenities and recreational programs as opposed to their counterparts in the Baby Boomer generation. Engagement with this generation should be considered in parks and recreation planning. In an April 2015 posting to the National Parks and Recreation Association's official blog, *Open Space*, Scott Hornick, CEO of Adventure Solutions suggests the following seven considerations to make your parks Millennial friendly:<sup>12</sup>

1. Group activities are appealing.
2. Wireless internet/Wi-Fi access is a must – being connected digitally is a millennial status-quo, and sharing experiences in real time is something Millennials enjoying doing.
3. Having many different experiences is important – Millennials tend to participate in a broad range of activities.
4. Convenience and comfort are sought out.
5. Competition is important, and Millennials enjoy winning, recognition, and earning rewards.
6. Facilities that promote physical activity, such as trails and sports fields, and activities like adventure races are appealing.
7. Many Millennials own dogs, and want places they can recreate with them.

In addition to being health conscious, Millennials often look for local and relatively inexpensive ways to experience the outdoors close to home on trails, bike paths, and in community parks.<sup>13</sup> They, along with the Baby Boomer generation, highly value walkability, and in a 2014 study by the American Planning Association, two-thirds noted that improving walkability in a community is directly related to strengthening the local economy. The study also noted that 46 percent of Millennials, and Baby Boomers, place a high priority on having sidewalks, hiking trails, bike paths, and fitness choices available to them in their community. In fact, these community features were viewed by study respondents to be of higher preference than a great school system, vibrant centers of entertainment and culture, and affordable and convenient transportation choices.<sup>14</sup>

## Youth – Generation Z

Emilyn Sheffield also identified as one of the five trends shaping tomorrow today that the proportion of youth is smaller than in the past, but still essential to our future. As of the 2010 Census, the age group under age 18 forms about a quarter of the U.S. population. Nationwide, nearly half of the youth population is ethnically diverse and 25 percent is Hispanic. In PVRPD, roughly 22 percent of the population was under the age of 18 in 2017.

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<sup>12</sup> Scott Hornick, "7 Ways to Make Your Park More Millennial Friendly," *Parks and Recreation Open Space Blog*, August 19, 2015, <http://www.nrpa.org/blog/7-ways-to-make-your-parks-millennial-friendly>, accessed May 2016

<sup>13</sup> "Sneakernomics: How The 'Outdoor' Industry Became The 'Outside' Industry," *Forbes*, September 21, 2015, <http://www.forbes.com/sites/mattpowell/2015/09/21/sneakernomics-how-the-outdoor-industry-became-the-outside-industry/2/#50958385e34d>, accessed May 2016

<sup>14</sup> American Planning Association, "Investing in Place: Two generation's view on the future of communities: millennials, boomers, and new directions for planning and economic development," <https://www.planning.org/policy/polls/investing>, accessed May 2015

Characteristics cited for Generation Z, the youth of today, include:<sup>15</sup>

- The most obvious characteristic for Generation Z is the widespread use of technology.
- Generation Z members live their lives online and they love sharing both the intimate and mundane details of life.
- They tend to be acutely aware that they live in a pluralistic society and tend to embrace diversity.
- Generation Z tend to be independent. They do not wait for their parents to teach them things or tell them how to make decisions, they Google it.

With regard to physical activity, a 2013 article published by academics at Georgia Southern University noted that the prevalence of obesity in Generation Z (which they describe as individuals born since the year 2000) is triple that of Generation X (born between 1965 and 1979). It suggests that due to increased use of technology, Generation Z spends more time indoors, is less physically active, and more obese compared to previous generations. The researchers noted that Generation Z seeks social support from peers more so than any previous generation. This is the most competent generation from a technological standpoint, but Generation Z also tends to fear, and often struggles with, some basic physical activities and sports.

### **Multiculturalism**

The United States is becoming increasingly racially and ethnically diverse. In May 2012, the U.S. Census Bureau announced that non-white babies now account for the majority of births in the United States. “This is an important tipping point,” noted William H. Frey,<sup>16</sup> senior demographer at the Brookings Institution, describing the shift as a “transformation from a mostly white Baby Boomer culture to the more globalized multi-ethnic country that we are becoming.”

In 2017, the population of Pleasant Valley Recreation and Park District was predominantly (73%) Caucasian. The next most populous racial/ethnic groups were estimated to include residents identifying as Asian (10.6%) illustrated in *Figure 53*.

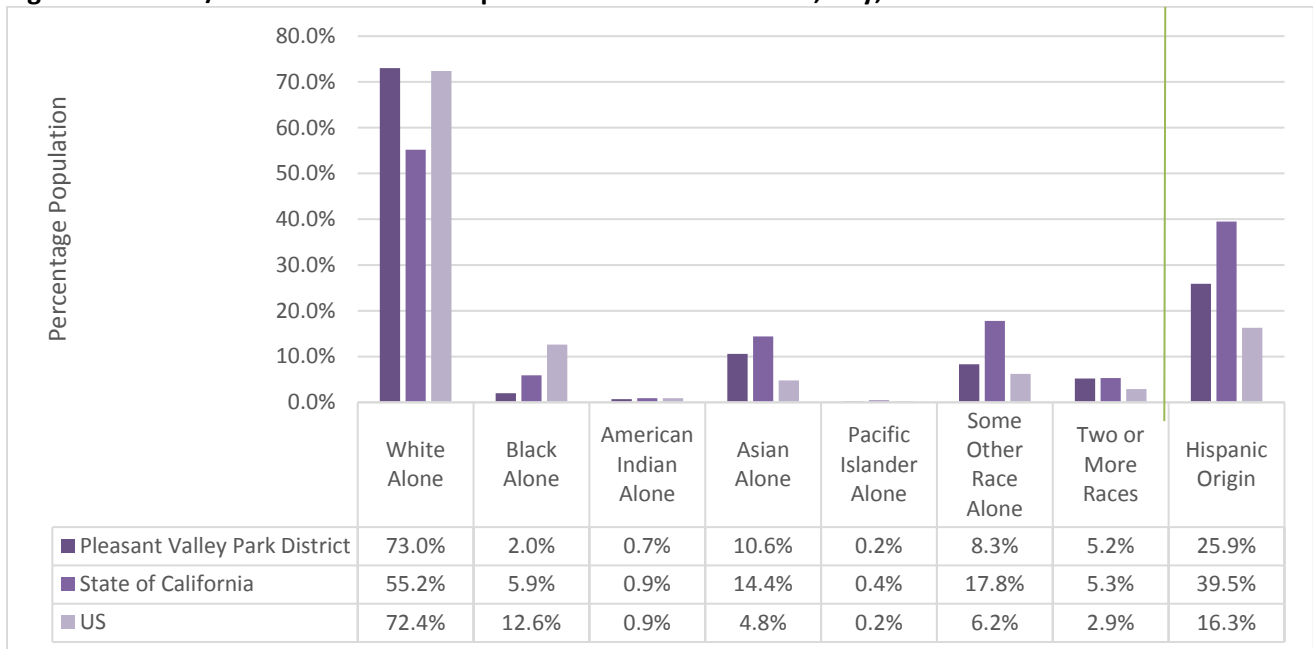
In reviewing population data, it is important to note that the indication of Hispanic origin is a different view of the population. Hispanic origin is not considered a race. People who identify as Hispanic, Latino, or Spanish may be any race and are included in all of the race categories. The U.S. Census Bureau notes that Hispanic origin can be viewed as the heritage, nationality, lineage, or country of birth of the person, or the person’s parents or ancestors before their arrival in the United States.

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<sup>15</sup> Alexandra Levit, “Make Way for Generation Z,” *New York Times*, March 28, 2015, <http://www.nytimes.com/2015/03/29/jobs/make-way-for-generation-z.html>, accessed May 2016

<sup>16</sup>Adam Serwer, “The End of White America,” *Mother Jones*, <http://www.motherjones.com/kevin-drum/2012/05/end-white-america>, May 17, 2012.

**Figure 53: Racial/Ethnic Character Comparison 2017 – Park District, City, and State**



Source: Esri Business Analyst

Cultural and ethnic diversity adds unique character to communities expressed through distinct neighborhoods, multicultural learning environments, and restaurants, places of worship, museums, and nightlife. <sup>17</sup> More than ever, recreation professionals will be expected to work with, and have significant knowledge and understanding of individuals from many cultural, racial, and ethnic backgrounds.

- **Outdoor recreation participation varies by race:** Participation in outdoor activities is generally higher among Caucasians than any other race and lowest among African Americans in nearly all age groups.
- **Lack of interest is a major reason for lack of participation in recreational activities:** When asked why they did not participate in outdoor activities more often, the number one reason given by people of all ethnicities and races was because they were not interested.
- **Most popular outdoor activities:** Walking, biking, running, fishing, and camping were the most popular outdoor activities for all Americans, with each ethnic/racial group participating to varying degrees.

<sup>17</sup> Baldwin Ellis, "The Effects of Culture & Diversity on America," [http://www.ehow.com/facts\\_5512569\\_effects-culture-diversity-america.html](http://www.ehow.com/facts_5512569_effects-culture-diversity-america.html), accessed on Sept. 20, 2012.

### **Recreational Preferences among Ethnic/Racial Groups (Self-Identifying):**

Nationwide, participation in outdoor sports by youth and young adults, ages 6 to 24, was highest among Caucasians in all age groups and lowest among Asian and Pacific Islanders, according to the 2016 “Outdoor Recreation Participation Topline Report”.<sup>18</sup> The report found that within this age range, 71 percent of Caucasians, 12 percent of Hispanics, 8 percent of African Americans, 7 percent of Asians/Pacific Islanders, and 2 percent of those identifying their race as “other” participated in some form of outdoor recreation in 2014. The earlier 2014 “Outdoor Recreation Participation Topline Report” included a robust study of recreational preference among ethnic populations. Information from this report, as well as the updated 2016 report, are referenced throughout this section.

### **Recreation Preferences of People of Hispanic Origin (irrespective of race)**

The population of Hispanic origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or the person’s parents or ancestors before arriving in the United States. In the U.S. census, people who identify as Hispanic, Latino, or Spanish may be any race and are included in all of the race categories. In the United States, the Hispanic population increased by 43 percent over the last decade, compared to five percent for the non-Hispanic population, and accounted for more than half of all the population growth. According to Emilyn Sheffield, the growing racial and ethnic diversity is particularly important to recreation and leisure service providers, as family and individual recreation patterns and preferences are strongly shaped by cultural influences.<sup>19</sup>

Participation in outdoor sports among youth and young adults (ages 6 to 24) who identify as Hispanic was at 10 percent nationwide in 2013, according to the 2014 “Outdoor Recreation Participation Topline Report.”<sup>20</sup> Those who did get outdoors, however, participated more frequently than participants of other backgrounds, with an average of 47 outings per year. Hispanic youth between ages of 13 and 17 were the most likely age group to participate in outdoor recreation, in the Hispanic demographic, followed closely by those in the 25 to 44 age range. The most popular outdoor activities among Hispanics were running and jogging (24%); road, mountain, and BMX biking (15%); fishing (14%); camping (13%); and hiking (9%).

### **Asian Americans**

Research about outdoor recreation among Asian Americans in the San Francisco Bay Area (Chinese, Japanese, Korean, and Filipino)<sup>21</sup> found significant differences among the four groups concerning the degree of linguistic acculturation (preferred language spoken in various communication media). The research suggests that communications related to recreation and natural resource management should appear in ethnic media, but the results also suggest that Asian Americans should not be viewed as homogeneous with regard to recreation-related issues. Another study<sup>22</sup> found that technology use for finding outdoor recreation opportunities is highest among Asian/Pacific Islander populations. Over 60 percent of these populations use stationary or mobile technology in making decisions regarding outdoor recreation.

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<sup>18</sup> Outdoor Foundation, *Outdoor Recreation Participation Report 2016*,

<http://www.outdoorfoundation.org/pdf/ResearchParticipation2016Topline.pdf>, accessed May 2016.

<sup>19</sup> Emilyn Sheffield, “Five Trends Shaping Tomorrow Today,” *Parks and Recreation*, July 2012, p. 16-17.

<sup>20</sup> Outdoor Recreation Participation Report 2014

<sup>21</sup> P.L. Winter, W.C. Jeong, G.C. Godbey, “Outdoor Recreation among Asian Americans: A Case Study of San Francisco Bay Area Residents,” *Journal of Park and Recreation Administration*, 2004.

<sup>22</sup> Harry Zinne and Alan Graefe, “Emerging Adults and the Future of Wild Nature,” *International Journal of Wilderness*, December 2007.

According to the 2014 “Outdoor Recreation Participation Report,” the most popular outdoor activities among Asians and Pacific Islanders were running/jogging and trail running (24%); hiking (15%); road, mountain, and BMX biking (14%); camping (11%); and fishing (10%).

### **Caucasians**

According to the 2016 “Outdoor Recreation Participation Topline Report,” nearly 60 percent of youth and young adults, ages 6 to 24, participated in outdoor recreation in 2015. According to the 2014 report, the most popular outdoor activities among Caucasians were running/jogging and trail running (19%); fishing (18%); road, mountain, and BMX biking (17%); camping (16%); and hiking (14%).

### **African Americans**

Approximately eight percent of African Americans between the ages of 6 to 24 participated in outdoor recreational activities in the past year nationwide.<sup>23</sup> Youth ages 6 to 12 (52% participation) are the only age group in the African American demographic to participate in outdoor recreation at a rate of more than 50 percent. By comparison, Caucasians in four of the five age groupings participated in outdoor sports at rates of 60 percent or more, with only those ages 45+ (40% participation) participating at under 50 percent. According to the 2014 “Outdoor Recreation Participation Report,” the most popular outdoor activities among African Americans were running/jogging and trail running (18%); fishing (11%); road, mountain, and BMX biking (11%); birdwatching/wildlife viewing (4%); and camping (4%).

### **Hispanics (irrespective of race)**

The population of Hispanic origin can be viewed as the heritage, nationality, lineage, or country of birth of the person or the person’s parents or ancestors before arriving in the United States. In the U.S. census, people who identify as Hispanic, Latino, or Spanish may be any race and are included in all of the race categories. In the United States, the Hispanic population increased by 43 percent over the last decade, compared to five percent for the non-Hispanic population, and accounted for more than half of all the population growth. According to Emilyn Sheffield, the growing racial and ethnic diversity is particularly important to recreation and leisure service providers, as family and individual recreation patterns and preferences are strongly shaped by cultural influences.<sup>24</sup>

Participation in outdoor sports among youth and young adults (ages 6 to 24) who identify as Hispanic was at 10 percent nationwide in 2013, according to the 2014 “Outdoor Recreation Participation Report.”<sup>25</sup> Those who did get outdoors, however, participated more frequently than participants of other backgrounds, with an average of 47 outings per year. Hispanic youth between the ages of 13 and 17 were the most likely age group to participate in outdoor recreation in the Hispanic demographic, followed closely by those in the 25 to 44 age range. The most popular outdoor activities among Hispanics were running and jogging (24%); road, mountain, and BMX biking (15%); fishing (14%); camping (13%); and hiking (9%).

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<sup>23</sup> Outdoor Foundation, *Outdoor Recreation Participation Topline Report 2014*, <http://www.outdoorfoundation.org/research.participation.2014.topline.html>, accessed May 2016

<sup>24</sup> Emilyn Sheffield, “Five Trends Shaping Tomorrow Today,” *Parks and Recreation*, July 2012, p. 16-17.

<sup>25</sup> Outdoor Recreation Participation Report 2014



## Multiculturalism and Marketing

Today the marketplace for consumers has dramatically evolved in the United States from a largely Anglo demographic, to the reality that the United States has shifted to a large minority consumer base known as the “new majority.”

The San Jose Group, a consortium of marketing communications companies specializing in reaching Hispanic and non-Hispanic markets of the United States, suggests that today’s multicultural population of the United States, or the “new majority,” is 107.6 million, which translates to about 35.1 percent of the Country’s total population. The United States’ multicultural population alone could essentially be the twelfth largest country in the world.<sup>26</sup> Parks and recreation trends in marketing leisure services continue to emerge and should be taken into consideration in all planning efforts, as different cultures respond differently to marketing techniques. Engaging the Hispanic community will require parks and recreation professionals to go into the community and interact with faith-based organizations, sports clubs, and social clubs.

## Facilities

According to *Recreation Management* magazine’s 2016 “State of the Industry Report,”<sup>27</sup> an annual survey of parks and recreation facility operators and service providers, current national trends influencing recreation facilities included:

- **Partnerships** – the popularity of partnering with outside organizations to share facility spaces to extend programming capabilities or potentially increase funding is continuing to grow in popularity nationally. Over 87 percent of agencies reported partnering with another agency in 2016. Of these partnerships, nearly 3/5 were with local schools, and nearly 52 percent with local government agencies.
- **Cost Recovery** – more recreation, sports, and fitness providers are being tasked to recover higher percentages of their operating costs through increasing revenues. The average level of cost recovery from public organizations nationwide was approximately 43 percent, with levels of cost recovery varying widely between different types of providers and facilities. The most common operating cost reduction action taken by parks and recreation providers was to improve the energy efficiency of facilities. Over half of agencies surveyed reported investing in energy efficiencies as an overall cost reduction strategy.
- **Memberships and Usage Fees** – nearly 60 percent of service providers surveyed charged membership or usage fees for their facilities. The vast majority of YMCAs (93.1%), health clubs (90.6%), and community recreation centers (69.3%) charged fees for memberships or facility use.
- **Facility Use** – in 2014 and 2015, the majority (59.8%) of survey respondents reported they had expected use of their facilities to increase. In 2016 over 54 percent of survey respondents reported increased facility usage in the previous two years. Providers in urban areas were 10 percent more likely to have reported increased usage of their facilities when compared to rural providers.

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<sup>26</sup> San Jose Group, “SJG Multicultural Facts & Trends,” <http://blog.thesanjosegroup.com/?p=275>, posted October 25, 2010.

<sup>27</sup> Recreation Management, *2016 State of the Industry Report*, <http://recmanagement.com/state-of-the-industry/>; accessed June 2017

- Existing Facilities – park agencies reported providing a variety facilities and amenities. Compared to other recreation providers, parks agencies were more likely to provide:
  - Playgrounds
  - Picnic shelters
  - Outdoor sport courts
  - Community centers
  - Bike trails
  - Skate parks
  - Dog parks
  - Community gardens
  - Disc golf courses
  - Fitness trails or outdoor fitness equipment
  - Splash play areas
  - Golf courses
  - Water parks
  - Ice rinks
  - Bikes/BMX parks

The average age of the “main” recreation facility operated by survey respondents increased from 27.5 years in 2013 to 32.6 years in 2016. Over 60 percent of respondents noted their main facility was at least 21 years old.

Construction Plans – With aging facilities being commonplace, and general increase of facility usage reported nationally, the majority (66.4%) of 2016 survey respondents reported having plans to renovate existing facilities or construct new ones to enhance service provision. This percentage of recreation service providers planning capital investments increased 3.7 percent from 2013 to 2016. The average planned capital improvement budget for public organizations in 2016 was expected to be \$3,887,000

Nationally there has been a trend by public parks and recreation agencies toward the construction of “one-stop” indoor recreation facilities to serve all age groups. These facilities are typically large, multipurpose regional centers that have been observed to help increase operational cost recovery, promote user retention, and encourage cross-use. Parks and recreation agencies across the United States are generally working toward increasing revenue production and cost recovery. Providing flexible or multiple use space allows for one area to be adapted to serve programming and free-play opportunities. “One-stop” facilities often attract young families, teens, and adults of all ages. In addition to their large indoor recreation spaces, the sites of regional recreation centers are often developed with outdoor recreation amenities such as sports fields and courts, or playgrounds. In many communities that have them, these regional recreation centers often serve as a major community hub.

### **Aquatics/Water Recreation Trends**

According to the National Sporting Goods Association (NSGA), swimming ranked third nationwide among recreational activities in terms of participation in 2014.<sup>28</sup> Nationally, there is an increasing trend toward indoor leisure and therapeutic pools. Swimming for fitness is the top aspirational activity for inactive individuals in all age groups, according to the Sports & Fitness Industry Association (SFIA) 2016 “Sports, Fitness and Leisure Activities Topline Participation Report,” representing a significant opportunity to engage inactive populations.

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<sup>28</sup> National Sporting Goods Association, “2014 Participation – Ranked by Total,”

Aquatic amenities such as splash pads, shallow spray pools, and interactive fountains are becoming increasingly popular attractions in the summer months, and if designed for such, can be converted into ice rinks for the winter months. These features can also be designed to be ADA-compliant, and are often cheaper alternatives to build and maintain than community swimming pools. Trends in the architectural design for splash parks can be found in *Recreation Management* magazine articles in 2014 and 2015.<sup>29</sup>

The Outdoor Foundation’s 2016 “Outdoor Recreation Participation Topline Report” provided nationwide trends for various outdoor activities, including a number of water-based recreational activities noted below in **Table 5**. Among water recreation activities, stand-up paddling had the largest increase in participation (25.7%), followed by several varieties of the kayaking experience: kayak fishing (17.4% increase) and whitewater kayaking (10.3% increase). Fly fishing participation went up, while other fishing activities went down in the same time period. Participation in surfing declined slightly in 2015, down by 2.2 percent overall. Sailing participation increased somewhat, while rafting and wakeboarding participation went down.<sup>30</sup>

**Table 5: Water Recreation Participation by Activity (in thousands) (6 years of age or older)**

	2011	2012	2013	2014	2015	3 Year Average Change
Boardsailing/windsurfing	1,151	1,593	1,324	1,562	1,766	4.7%
Canoeing	9,787	9,839	10,153	10,044	10,236	1.3%
Fishing (fly)	5,683	6,012	5,878	5,842	6,089	0.5%
Fishing (freshwater/ other)	38,868	39,135	37,796	37,821	37,682	-1.2%
Fishing (Saltwater)	11,983	12,017	11,790	11,817	11,975	-0.1%
Kayak fishing	1,201	1,409	1,798	2,074	2,265	17.4%
Kayaking (recreational)	8,229	8,144	8,716	8,855	9,499	5.3%
Kayaking (sea touring)	2,029	2,499	2,694	2,912	3,079	8.0%
Kayaking (white water)	1,546	1,878	2,146	2,351	2,518	10.3%
Rafting	3,821	3,690	3,836	3,781	3,883	1.7%
Sailing	3,725	3,958	3,915	3,924	4,099	1.2%
Stand up Paddle Boarding	1,242	1,542	1,993	2,751	3,020	25.7%
Surfing	2,195	2,895	2,658	2,721	2,701	-2.2%
Wakeboarding	3,389	3,348	3,316	3,125	3,226	-1.2%

Source: Outdoor Foundation 2016 Outdoor Recreation Participation Topline Report

## Dog Parks

Dog parks are increasingly popular community amenities and have remained among the top planned additions to parks and recreational facilities over the past three years. In fact, the 10 largest cities in the U.S. increased the number of dog parks in their parks system by 34 percent between 2005 and 2010. Dog parks not only provide safe spaces for animals to socialize and exercise, they are also places where dog owners socialize and enjoy the outdoors. They help build a sense of community and can draw potential new community members and tourists traveling with pets.<sup>31</sup>

<sup>29</sup> Dawn Klingensmith “Make a splash: Spraygrounds Get (Even More) Creative,” *Recreation Management*, April 2014 (and April 2015 updates), [http://recmanagement.com/feature\\_print.php?fid=201404fe01](http://recmanagement.com/feature_print.php?fid=201404fe01)

<sup>30</sup> Outdoor Recreation Participation Topline Report 2016

<sup>31</sup> Joe Bush, “Tour-Legged-Friendly Parks,” *Recreation Management*, February 2, 2016.

In 2014, the National Dog Park Association was established and focused its mission on providing informational resources for establishing and maintaining dog parks. *Recreation Management* magazine<sup>32</sup> suggested that dog parks can serve as a relatively low-cost way to provide an oft-visited, popular community amenity. Dog parks can be as simple as a gated area, or more elaborate with “designed-for-dogs” amenities such as water fountains, agility equipment, and pet wash stations. Even splash pads are being designed for dog parks. Well-designed dog parks cater to users with design features for their comfort and pleasure. Some park agencies even offer creative programming at some dog parks for owners and their dogs.<sup>33</sup> Amenities in a well-designed dog park might include the following:

- Benches, shade and water – for dogs and people
- At least one acre of fenced-in space with adequate drainage
- Double gated entry
- Ample waste stations well-stocked with bags
- Sandy beaches/sand bunker digging areas
- Custom designed splash pads or water-play feature for dogs
- People-pleasing amenities such as walking trails, water fountains, restroom facilities, picnic tables, and dog wash stations.

## Programming

### Current National Trends in Public Parks and Recreational Programming

According to *Recreation Management* magazine’s 2016 “State of the Industry Report,” 96.5 percent of survey respondents provided recreation, sports, fitness, and leisure programs of some kind. The most common programming offered included:

1. Holiday/special events
2. Fitness programs
3. Educational programs
4. Day and summer camps
5. Youth sports teams
6. Mind-body/balance programs
7. Sports tournaments and races
8. Swimming programs
9. Adult sports teams
10. Active senior/older adult programs

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<sup>32</sup> Emily Tipping, “2014 State of the Industry Report, Trends in Parks and Recreation,” *Recreation Management*, June 2014.

<sup>33</sup> Dawn Klingensmith “Gone to the Dogs: Design and Manage an Effective Off-Leash Area,” *Recreation Management*, March 2014, [http://recmanagement.com/feature\\_print.php?fid=201403fe02](http://recmanagement.com/feature_print.php?fid=201403fe02)

Approximately 31 percent of survey respondents indicated that they were planning to expand programming over the next several years. According to the 2016 “State of the Industry Report,” the most commonly planned program new or expanded programs planned included: Educational programs

1. Fitness programs
2. Mind-body/balance programs
3. Teen programs
4. Active senior/older adult programs
5. Environmental education
6. Arts and crafts
7. Day camps and summer camps
8. Sports tournaments and races
9. Holiday events and other special events

### Fitness Programming

Fitness programming, and popularity of various activities has significantly evolved over the past 11 years. The American College of Sports Medicine (ACSM) *Health and Fitness Journal* has conducted annual surveys since 2007 to gauge trends that would help inform the creation of standards for health and fitness programming. The survey focuses on trends in the commercial, corporate, clinical, and community health and fitness industry. **Table 6** compares the results of ACSM’s original 2007 survey, and findings from their survey conducted for 2017, preferences in fitness programming change over time. Some trends first identified in 2007 have remained popular while other activities and associated programs were widely popular for short durations. For example, Zumba was a top 10 fitness trend/activity in 2012 but quickly declined in popularity. Two years later, in 2014, it failed to register in the top 20. Body weight training and high-intensity interval training were highly popular in 2015. Fitness programs for older adults had been in the top 10 for a decade, but ranked as 11<sup>th</sup> in the 2017 survey.<sup>34</sup>

**Table 6: Top 10 National Fitness Trends – 2007 and 2017**

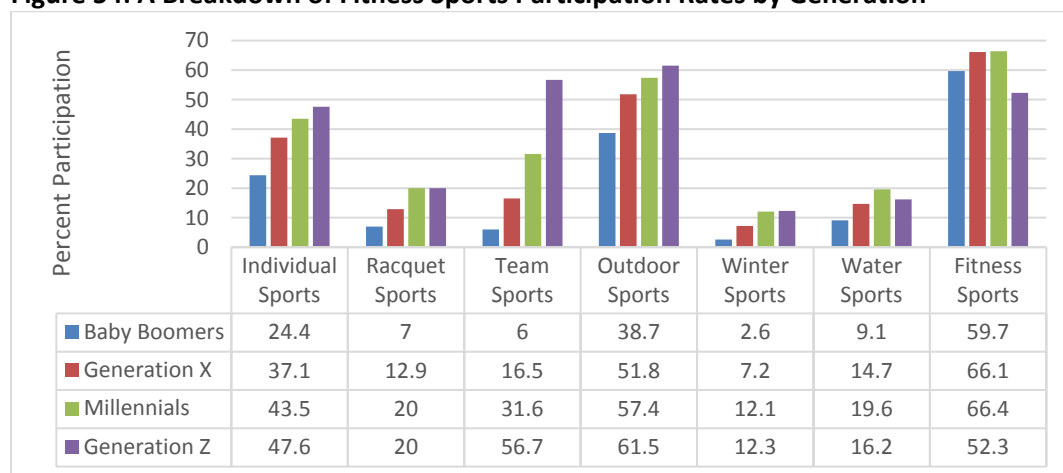
2007 Trends	2017 Trends
1. Children and obesity	1. Wearable technology
2. Fitness programs for older adults	2. Body weight training
3. Educated and experienced fitness professionals	3. High-intensity interval training
4. Functional fitness	4. Educated and experienced fitness professionals
5. Core training	5. Strength training
6. Strength training	6. Group training
7. Personal training	7. Exercise is Medicine
8. Mind/body exercise	8. Yoga
9. Exercise and weight loss	9. Personal training
10. Outcome measurements	10. Exercise and weight loss

Source: American College of Sports Medicine *Health and Fitness Journal*

<sup>34</sup> Walter R. Thompson, Ph.D., “Worldwide Survey of Fitness Trends for 2017,” *Health & Fitness Journal*, Volume 20, Issue 6, American College of Sports Medicine, November/December 2016

According to the 2017 “Participation Report” by the Physical Activity Council, over half of each generation participates in fitness sports; with roughly 2/3 of Millennials and Generation X’ers participating in fitness activities. Generation Z, those generally under the age of 18, participated at higher rates than their older peers in individual, team, and outdoor sports. Baby Boomers participated the least; however, roughly 1/4 of this generation participated in individual sports, more than 1/3 participated in outdoor sports, and nearly 60 percent participated in fitness sports. **Figure 54** illustrates participation rates by generation.<sup>35</sup>

**Figure 54: A Breakdown of Fitness Sports Participation Rates by Generation**



Source: Physical Activity Council 2017 Participation Report

### Older Adults and Senior Programming

Many older adults and seniors are choosing to maintain active lifestyles and recognize the health benefits of regular physical activities. With the large number of adults in these age cohorts, many communities have found a need to offer more programming, activities, and facilities that support the active lifestyle this generation desires. Public parks and recreation agencies are increasingly expected to be significant providers of such services and facilities. The American Academy of Sports Medicine issues a yearly survey of the top 20 fitness trends.<sup>36</sup> It ranks senior fitness programs eighth among most popular fitness trends for 2015. Programs including Silver Sneakers, a freestyle low-impact cardio class, and water aerobics are increasing in popularity as more Americans are realizing the many benefits of staying active throughout life. According to the National Sporting Goods Association, popular senior programming trends include hiking, birding, and swimming.

<sup>35</sup> 2017 Participation Report,” Physical Activity Council, 2017

<sup>36</sup> American College of Sports Medicine, “Survey Predicts Top 20 Fitness Trends for 2015,” <http://www.acsm.org/about-acsm/media-room/news-releases/2014/10/24/survey-predicts-top-20-fitness-trends-for-2015>, accessed January 2015.

## Festivals and Special Events

Festivals and other special events are often popular activities in communities that not only entertain, generate economic activity, and serve to celebrate community identity, they are also fantastic means of introducing people to the community's public parks and recreation system. Public parks and recreation agencies play a major role in planning, managing, and hosting festivals and other community programs that often serve to draw new users into their facilities. Attendees to events hosted in parks or recreation centers who enjoy their experience may want to return for another event or program, or simply to enjoy the park or recreation facility. Participants in these special programs can become interested in visiting other parks, recreation facilities or participating in programs.

In 2014, festivals grew in popularity as economic drivers and urban brand builders. Chad Kaydo describes the phenomenon in the January 2014 issue of *Governing* magazine, "Municipal officials and entrepreneurs see the power of cultural festivals, innovation-focused business conferences, and the like as a way to spur short-term tourism while shaping an image of the host city as a cool, dynamic location where companies and citizens in modern, creative industries can thrive."<sup>37</sup> Examples of successful large-scale festivals include:

- South by Southwest (SXSW) – This annual music, film, and digital conference and festival in Austin, Texas, is a leading example. Launched in 1987, the festival's economic impact has grown steadily over recent years. In 2007, it netted \$95 million for Austin's economy. In 2013, the event topped \$218 million.
- Coachella Valley Music and Arts Festival in California – This two-week cultural event draws big-name bands, music fans, and marketers, attracting 80,000 people per day.
- First County Festival in Monterey, California – Private producer, Goldenvoice, launched this smaller music event in August 2013 with marketing support from the Monterey County Convention and Visitors Bureau, drawing on the County's history as host of the Monterey Jazz Festival. Adding carnival rides and local art, furniture and clothing vendors to the live music performances, the event drew 11,000 attendees each of its two days.

The success rate for festivals should not be evaluated solely on the basis of profit (sales), prestige (media profile), and size (numbers of events or overall attendance). Research by the European Festival Research Project (EFRP) indicates there is evidence of local and county government supporting and even instigating and managing particular festivals themselves to achieve local or regional economic objectives, often defined very narrowly (sales, jobs, and tourism).<sup>38</sup> There are also a growing number of smaller, more local, community-based festivals and events, most often supported by local councils that have been spawned partly as a reaction to larger festivals that have become prime economic-drivers. These community-based festivals often will re-claim cultural ground based on their social, educational, and participative value. For more information on the values of festivals and events, see the CRC Sustainable Tourism research guide<sup>39</sup> on this topic.

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<sup>37</sup> Chad Kaydo, "Cities Create Music, Cultural Festivals to Make Money," *Governing*, January 2014, <http://www.governing.com/topics/finance/gov-cities-create-music-festivals.html>.

<sup>38</sup> European Festival Research Group, <http://www.efa-aef.eu/en/activities/efrp/>, accessed October 2012.

<sup>39</sup> Ben Janeczko, Trevor Mules, Brent Ritchie, "Estimating the Economic Impacts of Festivals and Events: A Research Guide," Cooperative Research Centre for Sustainable Tourism, 2002, <http://www.sustainabletourisonline.com/destinations-and-communities/implementation/destination-development/destination-products-and-experiences/events-festivals>, accessed October 2012.

## Healthy Lifestyle Trends and Active Living

### Active Transportation – Bicycling and Walking

In many surveys and studies on participation in recreational activities, walking, running, jogging, and cycling are nearly universally rated as the most popular activities among youth and adults. Walking, jogging, and running are often the most highly participated in recreational activity, and cycling often ranks as the second or third most popular activity. These activities are attractive as they require little equipment, or financial investment, to get started, and are open to participation to nearly all segments of the population. For these reasons, participation in these activities are often promoted as a means of spurring physical activity, and increasing public health. The design of a community's infrastructure is directly linked to physical activity – where environments are built with bicyclists and pedestrians in mind, more people bike and walk. Higher levels of bicycling and walking also coincide with increased bicycle and pedestrian safety and higher levels of physical activity. Increasing bicycling and walking in a community can have a major impact on improving public health and life expectancy. The following trends as well as health and economic indicators are pulled from the Alliance for Biking and Walking's 2012 and 2014 Benchmarking Reports:

Public health trends related to bicycling and walking include:

- Quantified health benefits of active transportation can outweigh any risks associated with the activities by as much as 77 to 1, and add more years to our lives than are lost from inhaled air pollution and traffic injuries.
- Between 1966 and 2009, the number of children who bicycled or walked to school fell 75 percent, while the percentage of obese children rose 276 percent.
- Bicycling to work significantly reduces absenteeism due to illness. Regular bicyclists took 7.4 sick days per year, while non-bicyclists took 8.7 sick days per year.

Economic benefits of bicycling and walking include:

- Bicycling and walking projects create 8 to 12 jobs per \$1 million spent, compared to just 7 jobs created per \$1 million spent on highway projects.
- Cost benefit analyses show that up to \$11.80 in benefits can be gained for every \$1 invested in bicycling and walking.

National bicycling trends:

- There has been a gradual trend of increasing bicycling and walking to work since 2005.
- Infrastructure to support biking communities is becoming more commonly funded in communities.
- Bike share systems, making bicycles available to the public for low-cost, short-term use, have been sweeping the nation since 2010. Twenty of the most populous U.S. cities have a functional bike share system.

Bicycle-friendly communities have been emerging over the last 10 years. In addition to being a popular recreational activity, cycling has become a desirable, regular mode of transportation as people consider the costs and challenges of commuting by car or public transportation, their desire for better health, and concern for the environment.



The Alliance for Biking and Walking published its “Bicycling and Walking in the United States: 2014 Benchmarking Report,”<sup>40</sup> updating its 2012 Benchmarking Report. The report shows that increasing bicycling and walking are goals that are clearly in the public interest. Where bicycling and walking levels are higher, obesity, high blood pressure, and diabetes levels are lower.

The Institute for Transportation & Development Policy published an updated Standard for Transportation Oriented Design (TOD) in March 2014, with accessible performance objectives and metrics, to help municipalities, developers and local residents design land use and built environment “to support, facilitate, and prioritize not only the use of public transport, but the most basic modes of transport, walking and cycling.” The TOD Standard, along with its performance objectives and scoring metrics, can be found at <https://www.itdp.org/tod-standard/>.<sup>41</sup>

## Health and Obesity

According to the Centers for Disease Control and Prevention (CDC), obesity continues to be a serious issue in America, growing at an epidemic rate—almost tripling since 1990. Overall, more than one-third (35.7%) of adults and 17 percent of children in the United States are obese.<sup>42</sup> These statistics illustrate the importance of intervention and curbing of the epidemic in youth. As obesity in the United States continues to be a topic of interest for legislators and our government, there continues to be research suggesting that activity levels are stagnant among all age groups. For example, the CDC has reported that:

- Only 25 percent of adults and 27 percent of youth (grades 9-12) engage in recommended levels of physical activity.
- Fifty-nine percent (59%) of American adults are sedentary.
- Children nationally spend between 4.5 to 8 hours daily (30 to 56 hours per week) in front of a screen (television, computer, or other electronic device).

## Trails and Health

Trails can provide a wide variety of opportunities for being physically active, such as walking/running/hiking, rollerblading, wheelchair recreation, bicycling, cross-country skiing and snowshoeing, fishing, hunting, and horseback riding. Trails and community pathways are a significant recreational and alternative transportation infrastructure, but are most effective in increasing public health when they are part of a system. In fact, the Centers for Disease Control and Prevention’s Trails for Health Initiative<sup>43</sup> concluded that a connected system of trails increases the level of physical activity in a community. Several groups, including American Trails have created resources explaining the many benefits of trails: <http://www.americantrails.org/resources/benefits>.

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<sup>40</sup> Alliance for Biking and Walking, *2014 Benchmarking Report*, <http://www.bikewalkalliance.org/download-the-2014-benchmarking-report>, accessed January 2015

<sup>41</sup>Institute for Transportation & Development Policy, “TOD Standard, Version 2.1,” March 2014, <https://www.itdp.org/tod-standard/>

<sup>42</sup> Center for Disease Control and Prevention, “Obesity and Overweight – Facts,” <http://www.cdc.gov/obesity/data/facts.html>, accessed on October 3, 2012.

<sup>43</sup> Centers for Disease Control and Prevention, “Guide to Community Preventive Services,” <http://www.thecommunityguide.org/index.html>

The health benefits are equally as high for trails in urban neighborhoods as for those in state or national parks. A trail in the neighborhood, creating a “linear park,” makes it easier for people to incorporate exercise into their daily routines, whether for recreation or non-motorized transportation. Urban trails need to connect people to places they want to go, such as schools, transit centers, businesses, and neighborhoods.<sup>44</sup>

### **Shade Structures – Solar Relief**

Communities around the country are considering adding shade structures as well as shade trees to their parks, playgrounds and pools, as “a weapon against cancer and against childhood obesity,”<sup>45</sup> both to reduce future cancer risk and promote exercise among children. A 2005 study found that melanoma rates in people under 20 rose three percent a year between 1973 and 2001, possibly due to a thinning of the ozone layer in the atmosphere. It is recommended that children seek shade between 10 a.m. and 4 p.m., but with so little shade available, kids have nowhere to go. Additionally, without adequate shade, many play areas are simply too hot to be inviting to children. On sunny days, playground equipment can be hot enough to scald the hands of would-be users.

Trees would help provide protection, as tree leaves absorb about 95 percent of ultraviolet radiation, but they take a decade or more to grow large enough to make a difference. So many communities are building shade structures instead. The non-profit Shade Foundation of American is a good resource for information about shade and shade structures, [www.shadefoundation.org](http://www.shadefoundation.org).

## **Natural Environments and Open Space**

### **Conservation**

Parks and public lands are critical to the quality of life for all Americans, and that quality of life, for everyone, in any community, is improved by clean, green, and accessible parks and open space. Parks and open spaces serve an essential role in preserving natural resources and wildlife habitat, protecting clean water and clean air, and providing open space for current and future generations. Parks also provide an essential connection for Americans of all ages and abilities to the life-enhancing benefits of nature and the outdoors.<sup>46</sup> In 2013 the National Recreation and Parks Association (NRPA) further emphasized the critical role parks and recreation agencies play in conserving open spaces and natural resources when it included “conservation” as one of its “three pillars” or guiding themes (social equity, health and wellness, and conservation). The three pillars were created as a means of encapsulating all the areas where parks and recreation professionals make an impact into six words.<sup>47</sup>

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<sup>44</sup> National Trails Training Partnership, “Health Community: What you should know about trail building,,” <http://www.americantrails.org/resources/health/healthcombuild.html>, accessed May 2016

<sup>45</sup> Liz Szabo, “Shade: A weapon against skin cancer, childhood obesity,” *USA Today*, June 30, 2011, [www.usatoday.com/news/health/wellness/story/2011/06/Shade-serves-as-a-weapon-against-skin-cancer-childhood-obesity/48965070/1](http://www.usatoday.com/news/health/wellness/story/2011/06/Shade-serves-as-a-weapon-against-skin-cancer-childhood-obesity/48965070/1), accessed May 2015

<sup>46</sup> National Parks and Recreation Association, “Role of Parks and Recreation in Conservation,” <http://www.nrpa.org/About-NRPA/Position-Statements/Role-of-Parks-and-Recreation-in-Conservation>, accessed May 2016

<sup>47</sup> [Elizabeth Beard, “Pillars of Our Community,” \*Parks and Recreation\*, April 1, 2016,](#) <http://www.parksandrecreation.org/2013/April/Pillars-of-Our-Communities>, accessed May 2016

In addition to being stewards of public open spaces and natural resources, parks and recreation agencies are extremely well positioned within communities to engage people of all ages with nature; educate the public about the outdoors and environmental issues; coordinate stewardship projects with public, non-profit, and private entities; and lead by example in land and resource conservation efforts. In defining its position on the role of parks and recreation agencies in conservation, NRPA noted the following benefits of conservation and environmental stewardship:

- Providing carbon-reducing sustainable landscapes that cleanse air and water, replenish aquifers, reduce storm water runoff, and protect wildlife habitat.
- Offering the public access to safe, affordable, and healthy ways to experience and appreciate nature.
- Contributing significantly to the economic well-being of communities through energy and resources conservation and providing many economic benefits to communities derived from outdoor recreation.

Additionally, NRPA noted the following points and examples to support its position that parks and recreation agencies play a major role in land and natural resource conservation:

- Outdoor recreation was estimated to have generated \$646 billion in consumer spending in 2012, according to the Outdoor Industry Association, and in 2016 the American Recreation Coalition estimated outdoor recreation will generate more than \$650 billion in consumer spending.
- The return on investment from protecting open space for public benefit from ecosystem services of water filtration, climate change protection, and other aspects of conserving public open space is estimated to be 100 to 1, according to a study by the Gund Institute for Ecological Economies at the University of Vermont.
- The number of Denver residents in 1980 who said they would pay more to live near a greenbelt or park: 16 percent. The number in 1990: 48 percent.
- The estimated gross increase in residential property value resulting from proximity to San Francisco's Golden Gate Park is \$500 million to \$1 billion.
- In Pima City, Arizona, wildlife viewing in one year amounted to an estimated \$173.5 million in direct spending; \$90.7 million in salaries and wages associated with 3,196 jobs; and about \$9.9 million in state sales and fuel tax revenue, according to the Arizona Department of Fish and Game.
- Public support for land conservation and open space protection ballot measures has remained above 70 percent passage over the past decade, even during times of economic downturns and recessions.

### Economic and Health Benefits of Parks

There are numerous economic and health benefits of parks, including the following:

In California, the 2016 Outdoor Recreation Economy Generated...

691,000 Direct State Jobs

\$30.4 Billion in Wages and Salaries

\$92 Billion in Consumer Spending

\$6.2 Billion in State and Local Tax Revenue

- In 2016 in California alone, outdoor recreation generated \$92 billion in annual consumer spending, and \$6.2 billion in state and local tax revenue. Outdoor recreation was also estimated to generate 691,000 jobs in the State and an estimated \$30.4 billion in wages and salaries.<sup>48</sup>
- In 2016, the Outdoor Industry Association estimated that national consumer spending on outdoor recreation generated \$887 billion in consumer spending, and directly supported 7.6 million jobs.
- Trails, parks, and playgrounds are among the five most important community amenities considered when selecting a home.
- Research from the University of Illinois shows that trees, parks, and green spaces have a profound impact on people’s health and mental outlook.<sup>49</sup>
- U.S. Forest Service research indicates that when the economic benefits produced by trees are assessed, the total value can be two to six times the cost for tree planting and care.<sup>50</sup>
- Nearly half of active Americans regard outdoor activities as their main source of exercise.<sup>51</sup>

“The Benefits of Parks: Why America Needs More City Parks and Open Space,” a report from the Trust for Public Land, makes the following observations about the health, economic, environmental, and social benefits of parks and open space:<sup>52</sup>

- Physical activity makes people healthier.
- Physical activity increases with access to parks.
- Contact with the natural world improves physical and psychological health.
- Residential and commercial property values increase.
- Value is added to community and economic development sustainability.
- Benefits of tourism are enhanced.
- Trees are effective in improving air quality and act as natural air conditioners.
- Trees assist with storm water control and erosion.
- Crime and juvenile delinquency are reduced.
- Recreational opportunities for all ages are provided.
- Stable neighborhoods and strong communities are created.

Researchers have long touted the benefits of outdoor exercise. According to a study published in the “Journal of Environmental Science and Technology” by the University of Essex in the United Kingdom, “as little as five minutes of green exercise improves both mood and self-esteem.”<sup>53</sup> A new trend started in China as they prepared to host the 2008 Summer Olympics. Their aim was to promote a society that promotes physical fitness and reaps the benefits of outdoor exercise by working out on outdoor fitness equipment.

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<sup>48</sup> Outdoor Industry Association, *The Outdoor Recreation Economy*, [https://outdoorindustry.org/images/researchfiles/OIA\\_OutdoorRecEconomyReport2012.pdf](https://outdoorindustry.org/images/researchfiles/OIA_OutdoorRecEconomyReport2012.pdf); accessed May 2016

<sup>49</sup> F.E. Kuo, “Environment and Crime in the Inner City: Does Vegetation Reduce Crime?” *Environment and Behavior*, Volume 33, p. 343-367

<sup>50</sup> Nowak, David J., “Benefits of Community Trees,” *Brooklyn Trees*, USDA Forest Service General Technical Report

<sup>51</sup> *Outdoor Recreation Participation Report 2016*

<sup>52</sup> Paul M. Sherer, “The Benefits of Parks: Why America Needs More City Parks and Open Space,” The Trust for Public Land, San Francisco, CA, 2006

<sup>53</sup> Sally Russell, “Nature Break: Five Minutes of Green Nurture,” *Green Nurture Blog*, <http://blog.greennurture.com/tag/journal-of-environmental-science-and-technology>, accessed November 14, 2012.

The United States is now catching up on this trend, as parks and recreation departments have begun installing “outdoor gyms.” Equipment that can be found in these outdoor gyms is comparable to what would be found in an indoor workout facility, such as leg and chest presses, elliptical trainers, pull down trainers, etc. With no additional equipment such as weights and resistance bands, the equipment is fairly easy to install. Outdoor fitness equipment provides a new opportunity for parks and recreation departments to increase the health of their communities, while offering them the opportunity to exercise outdoors. Such equipment can increase the usage of parks, trails, and other outdoor amenities while helping to fight the obesity epidemic and increase the community’s interaction with nature.

### **Nature Programming**

Noted as early as 2003 in *Recreation Management* magazine, parks agencies have been seeing an increase in interest in environmental-oriented “back to nature” programs. In 2007, the National Recreation and Park Association (NRPA) sent out a survey to member agencies in order to learn more about the programs and facilities that public parks and recreation agencies provide to connect children and their families with nature.<sup>54</sup> A summary of the results follow:

- Sixty-eight percent (68%) of public parks and recreation agencies offer nature-based programming and 61 percent have nature-based facilities.
- The most common programs include nature hikes, nature-oriented arts and crafts, fishing-related events, and nature-based education in cooperation with local schools.
- When asked to describe the elements that directly contribute to their most successful programs, agencies listed staff training as most important followed by program content and number of staff/staff training.
- When asked what resources would be needed most to expand programming, additional staff was most important followed by funding.
- Of the agencies that do not currently offer nature-based programming, 90 percent indicated that they want to in the future. Additional staff and funding were the most important resources these agencies would need going forward.
- The most common facilities include: nature parks/preserves, self-guided nature trails, outdoor classrooms, and nature centers.
- When asked to describe the elements that directly contribute to their most successful facilities, agencies listed funding as most important followed by presence of wildlife and community support.

Figures from the Association for Interpretative Naturalists, a national group of nature professionals, demonstrate that nature-based programs are on the rise. According to Tim Merriman, the association’s executive director, the group was founded in 1954 with 40 members. It now boasts 4,800 members, with research indicating that about 20,000 paid interpreters are working nationally, along with more than 500,000 unpaid volunteers staffing nature programs at parks, zoos, and museums. The growth of these programs is thought to come from replacing grandparents as the teacher about the “great outdoors.” It is also speculated that a return to natural roots and renewed interest in life’s basic elements was spurred as a response to the events of September 11, 2001.<sup>55</sup>

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<sup>54</sup> National Recreation and Parks Association, “NRPA Completes Agency Survey Regarding Children and Nature,” [http://www.narrp.org/assets/Library/Children\\_in\\_Nature/nrpa\\_survey\\_regarding\\_children\\_and\\_nature\\_2007.pdf](http://www.narrp.org/assets/Library/Children_in_Nature/nrpa_survey_regarding_children_and_nature_2007.pdf)

<sup>55</sup> Margaret Ahrweiler, “Call of the Wild – From Beautiful Blossoms to Bugs and Guts, Nature Programs Are Growing as People Return to Their Roots,” *Recreation Management*, <http://recmanagement.com/200310fe04.php>, October 2003

In his book, Last Child in the Woods: Saving Children from Nature Deficit Disorder,<sup>56</sup> Richard Louv introduced the concept of the restorative qualities of being out in nature, for both children and adults. This concept, and research in support of it, has led to a growing movement promoting connections with nature in daily life. One manifestation of this is the development of Nature Explore Classrooms in parks. Nature Explore<sup>57</sup> is a collaborative program of the Arbor Day Foundation and the non-profit organization Dimensions Educational Research Foundation, with a mission of helping children and families develop a profound engagement with the natural world, where nature is an integral, joyful part of children’s daily learning. Nature Explore works to support efforts to connect children with nature. More recently, Scott Sampson advanced the cause in a book entitled, How to Raise a Wild Child: The Art and Science of Falling in Love with Nature.<sup>58</sup> Citing research supporting his case that connecting with nature is vital to the healthy development of individuals, communities, and the world, Sampson offers practical and helpful advice to parents, educators, and any other would-be nature mentors to kids.

### **Riparian and Watershed Best Practices**

As managers of large areas of public open space, and large areas of impervious surfaces, parking lots, and rooftops at facilities, parks and recreation agencies have been tasked with playing a larger role in the stewardship of water resources. Storm water management, floodplain conservation, coastal/shoreline management, and wetlands conservation are typical arenas in which parks and recreation agencies find themselves working, and agencies should be familiar with the various roles they will need to play in curbing water pollution and preserving natural systems that filter water. For example, several major metropolitan areas, including Houston, Texas, are investing in (often long neglected) riverfront parks, focusing improving the functionality of floodplains, outdoor recreation opportunities, and natural systems enhancements. Improvements such as those made at Houston’s newly opened Buffalo Bayou Park provide a few examples.<sup>59</sup>

Parks and recreation agencies can also play a key role in creating and implementing watershed management plans. Agencies can also supplement local and regional monitoring efforts of watersheds and riparian areas, assisting planners in their evaluation of the effectiveness of management plans and water quality improvement strategies. Regular monitoring can help identify changes in resource conditions, such as water levels, flow rates, pollution levels, and the effectiveness of pollution abatement measures and water resource improvement efforts.

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<sup>56</sup> Richard Louv, Last Child in the Woods: Saving Children from Nature Deficit Disorder, Algonquin Books of Chapel Hill, California, 2005

<sup>57</sup> National Arbor Day Foundation, “What is the Nature Explore Program,” [http://www.arborday.org/explore/documents/NE\\_FAQ\\_002.pdf](http://www.arborday.org/explore/documents/NE_FAQ_002.pdf), accessed August 2012

<sup>58</sup> Scott D. Simpson, How to Raise a Wild Child: The Art and Science of Falling in Love with Nature, Houghton Mifflin Harcourt, New York, N.Y., 2015.

<sup>59</sup> Dianne Wray, “Buffalo Bayou Park Is Getting Ready to Open,” *Houston Press*, September 15, 2015, <http://www.houstonpress.com/news/buffalo-bayou-park-is-getting-ready-to-open-7763987>, accessed May 2016

The United States Environmental Protection Agency (EPA) suggests the following steps to building an effective watershed management plan. See [water.epa.gov](http://water.epa.gov)<sup>60</sup> for more information from the EPA.

- Build partnerships
- Characterize the watershed
- Set goals and identify solutions
- Design and implementation program
- Implement the watershed plan
- Measure progress and make adjustments

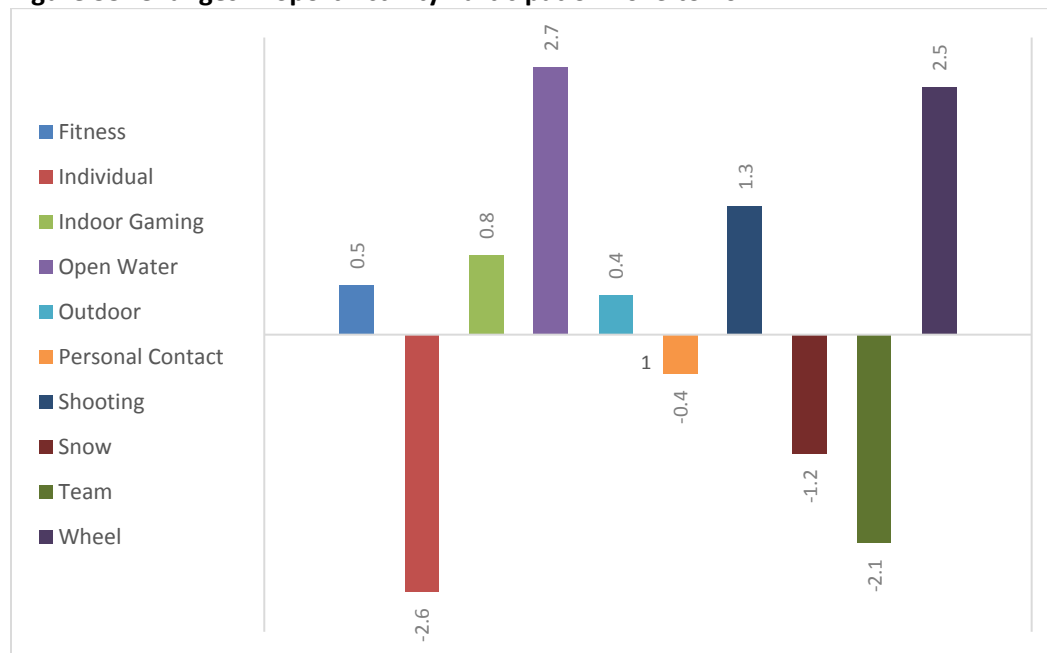
## Sports and Recreation Trends

### General Sports and Recreation Trends

The National Sporting Goods Association (NSGA) statistical survey on sports participation in the United States 2015 edition tracked participation in 54 different sports and activities for 2014. A summary of the survey results are noted in **Figure 55**, with several highlights below:<sup>61</sup>

- Participation increased in 33 sports and activities in 2014 over the previous year. Roughly half that number (17) of sports and activities saw increases in 2013 compared to 2012.
- Open water sports saw the highest percentage increase (2.7%) in terms of number of participants. The increase is attributed to growth in popularity of boating (motor/power boat), canoeing, and kayaking.
- Individual sports and activities experienced the highest decrease in participation, falling 2.6 percent in 2014 compared to the previous year. The decrease is attributed to declining participation in bowling, golf, and tennis.

**Figure 55: Changes in Sport Activity Participation 2013 to 2014**



Source: National Sporting Goods Association

<sup>60</sup>U.S. Environmental Protection Agency, "Implement the Watershed Plan – Implement Management Strategies," <http://water.epa.gov/type/watersheds/datait/watershedcentral/plan2.cfm>

<sup>61</sup> Irwin Broh Research, "Sports Participation in the United States 2015 Edition," National Sporting Goods Association, 2015

Longer term data from National Sporting Goods Association show that despite a recent downturn in the participation in the past year, over the past decade, participation in individual sports has increased, especially in aerobic exercising, exercise walking, exercising with equipment, hiking, kayaking, running/jogging, and yoga. **Table 7** illustrates a ten year change in participation for selected activities including both team sports and individual sports.<sup>62</sup>

**Table 7: Ten-Year History of Sports Participation (in millions) 2005-2014**

Sport	2005	2007	2009	2011	2013	2014
Aerobic Exercising	33.7	34.8	33.2	42.0	44.1	44.2
Backpack/Wilderness Camping	13.3	13.0	12.3	11.6	12.2	12.0
Baseball	14.6	14.0	11.5	12.3	11.7	11.3
Basketball	29.9	24.1	24.4	26.1	25.5	23.7
Bicycle Riding	43.1	37.4	38.1	39.1	35.6	35.6
Camping (Vacation/Overnight)	46.0	47.5	50.9	42.8	39.3	39.5
Canoeing	N/A	N/A	N/A	N/A	6.7	7.3
Exercise Walking	86.0	89.8	93.4	97.1	96.3	104.3
Exercising with Equipment	54.2	52.9	57.2	55.5	53.1	55.1
Fishing (Salt Water)	10.0	10.4	8.2	9.7	9.5	9.4
Football (Flag)	N/A	N/A	N/A	N/A	6.8	6.3
Football (Tackle)	9.9	9.2	8.9	9.0	7.5	7.5
Football (Touch)	N/A	N/A	N/A	N/A	8.8	8.9
Golf	24.7	22.7	22.3	20.9	18.9	18.4
GymN/Astics	N/A	N/A	3.9	5.1	5.1	5.4
Hiking	29.8	28.6	34.0	39.1	39.4	41.1
Kayaking	N/A	5.9	4.9	7.1	8.1	9.0
Lacrosse	N/A	1.2	N/A	2.7	2.8	2.8
Mountain Biking (off road)	9.2	9.3	8.4	6.0	5.2	5.4
Running/Jogging	29.2	30.4	32.2	38.7	42.0	43.0
Scuba Diving (Open Water)	N/A	2.4	N/A	N/A	2.7	2.4
Skateboarding	12.0	10.1	8.4	6.6	5.0	5.4
Soccer	14.1	13.8	13.6	13.9	12.8	13.4
Softball	14.1	12.4	11.8	10.4	10.0	9.5
Swimming	58.0	52.3	50.2	46.0	45.5	45.9
Tennis	11.1	12.3	10.8	13.1	12.6	12.4
Volleyball	13.2	12.0	10.7	10.1	10.1	10.2
Weight Lifting	35.5	33.2	34.5	29.1	31.3	34.0
Work-Out at Club/Gym/Fitness Studio	34.7	36.8	38.3	34.5	34.1	35.9
Wrestling	N/A	2.1	3.0	3.2	3.1	2.9
Yoga	N/A	10.7	15.7	21.6	25.9	29.2

Source: National Sporting Goods Association

<sup>62</sup> National Sporting Goods Association, "Historical Sports Participation 2015 Report," <https://www.nsga.org/research/nsga-research-offerings/sports-participation-historical-file-2015>, accessed April 2016



The Sports & Fitness Industry Association (SFIA) produces a yearly report on sports, fitness, and leisure activities in the United States. The following findings were highlighted in the 2016 report:<sup>63</sup>

- Overall participation in sports, fitness, and related physical activities has fluctuated in recent years with an increase in team, winter, water, and fitness sports participation. Racquet and outdoor sport participation remained flat in 2015, while individual sports declined slightly.
- Team sports experienced the largest increase in participation, including at least a four percent increase in baseball, cheerleading, ice hockey, lacrosse, rugby, indoor soccer, team swimming, and flag and tackle football.
- Forty-three percent (43%) of parents reported an increase in spending on team sports at school in 2015.
- Twenty-eight percent (28%) of all Americans are inactive, while 31 percent are active to a healthy level.

## **Trends in Adult and Youth Recreation**

### **Adult Recreation: Pickleball**

No adult recreational sport is taking off faster than pickleball.<sup>64</sup> Pickleball is a racquet sport played on a badminton court with a lowered net, perforated plastic ball, and wood paddles. While it originated in the Pacific Northwest in the 1960s, it has grown exponentially since 2000. The USA Pickleball Association (USAPA) estimates that there were about 500 pickleball players in 2000, with that number growing to 125,000 in 2013. It's especially popular with the 50+ crowd because it is low impact but gets the heart rate pumping.<sup>65</sup> Pickle ball is an attractive programming option for recreation managers because it is adaptable to a variety of existing facilities – four pickleball courts fit in one tennis court.

### **Adult Sport Teams In and After the Work Place**

Adult sports teams of all sorts, from competitive volleyball to local flag football teams to casual kickball, are becoming more and more popular around the country, especially among Millennials who grew up with a full extra-curricular schedule of team sports. While adult team sport participation is not limited to the millennial generation by any means, a recent survey conducted on behalf of the Sports Fitness Industry Association (SFIA) found that Millennials are twice as likely as Generation Xers (born between 1965 and 1979) to participate in team sports as adults.<sup>66</sup>

Adult team sports are attractive as ways to be social, get exercise, or just for something to do after work. Instead of the bar scene, this provides a more comfortable form of interaction for many.<sup>67</sup>

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<sup>63</sup> Sports and Fitness Industry Association, "2016 Sports, Fitness and Leisure Activities Topline Participation Report"

<sup>64</sup> Chris Gelbach, "Never Stop Playing: Trends in Adult Recreational Sports" *Recreation Management*, September 2013, [http://recmanagement.com/feature\\_print.php?fid=201309fe02](http://recmanagement.com/feature_print.php?fid=201309fe02), accessed January 2015

<sup>65</sup> David Crumpler, "Pickleball a fast-growing sport, especially for the 50 and older crowd," *Florida Times Union*, January 26, 2015, <http://jacksonville.com/prime-time/2015-01-26/story/pickleball-fast-growing-sport-especially-50-and-older-crowd>, accessed January 2015

<sup>66</sup> Sarah M. Wojcik, "Millennials Fuel Rise of For-profit Recreation Leagues," *The Morning Call*, <http://www.mcall.com/news/local/mc-millennials-adult-sports-leagues-20190727-story.html>, July 27, 2015, accessed July, 2015

<sup>67</sup> Liz Butterfield, "Adult Sport Leagues: The New After Work Social Scene," *RVA News*, <http://rvanews.com/sports/adult-sport-leagues-the-new-after-work-social-scene/100639>, August 8, 2013, accessed July, 2015

Sports teams in the work place are also a growing trend in the United States as companies look for new ways to keep their employees healthy and happy. The United States Tennis Association (USTA) promotes tennis in the work place, citing the following benefits:

- Developing team-building
- Creating leadership opportunities
- Increasing employee morale and overall health

A story on National Public Radio examined sports participation among adults in Finland.<sup>68</sup> Finland consistently makes the top-five list of “most physically active European countries” according to European Commission studies. There is a strong tradition of employers encouraging sports participation among their employees, which started about a century ago with the forest industry. These days, about 90 percent of employers provide some kind of support for their employees’ physical activity. Finns say it is understood that healthy employees do better work.

### **Youth Sports**

The Sports & Fitness Industry Association (SFIA) produces a yearly report on sports, fitness, and leisure activities in the United States. The following findings regarding youth and sports were highlighted in the 2016 report.<sup>69</sup> In 2015 youth aged 6 to 16 (Generation Z) participation was highest for outdoor (62%), team (59%), and fitness sports (51%). Camping was a top interest for youth across the age spectrum, age 6 to 24.

In 2009, an article in *The Wall Street Journal* observed that at the close of the past decade, lacrosse had become one of the country’s fastest growing team sports. Participation in high-school lacrosse almost doubled in the first decade of the century. An estimated 1.2 million Americans over age 7 played lacrosse in 2009.<sup>70</sup> A 2011 report, U.S. Trends in Team Sports, finds that lacrosse and other niche team sports and volleyball are continuing to experience strong growth for youth and adults.<sup>71</sup>

### **Outdoor Recreation**

Outdoor recreation trends are also a recurring topic of study by the United States Forest Service through the Internet Research Information Series (IRIS). An IRIS report dated January 2012<sup>72</sup> provides the following recent nature-based outdoor recreation trends: Participation in walking for pleasure and family gatherings outdoors were the two most popular activities for the U.S. population as a whole. These outdoor activities were followed closely in popularity by viewing/photographing wildlife, boating, fishing, snow/ice activities, and swimming. There has been a growing momentum in participation in sightseeing, birding, and wildlife watching in recent years.

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<sup>68</sup> Rae Ellen Bichell, “How Finns Make Sports Part of Everyday Life,” *National Public Radio Morning Addition*, July 28, 2015, <http://www.npr.org/sections/healthshots/2015/07/28/426748088>

<sup>69</sup> Sports and Fitness Industry Association, *2016 Sports, Fitness and Leisure Activities Topline Participation Report*, <http://www.sfia.org/reports/all/>.

<sup>70</sup> Evans and Trachtenberg, “Lacrosse Muscles Its Way West,” *The Wall Street Journal*, May, 2009.

<sup>71</sup> SMGA, “2011 Preview: U.S. Trends in Team Sports,” Fall 2011,”

<sup>72</sup> USDA Forest Service, “Recent Outdoor Recreation Trends,” *Internet Research Information Series (IRIS) Research Brief*, January 2012, <http://warnell.forestry.uga.edu/nrrt/nsre/IRISRec/IRISRec23rpt.pdf>, accessed August, 2012.

The Outdoor Foundation releases a “Participation in Outdoor Recreation Report” annually. According to the 2016 Topline Report,<sup>73</sup> nearly half (48.4%) of Americans participated in outdoor recreation activities in 2015. This figure remained static from 2015, but dropped slightly (less than 1%) from 2013, with extreme weather and an unusually cold winter likely contributed to the decline. Increased participation in outdoor recreation activities were strong in paddle sports, with stand up paddle boarding remaining the top outdoor activity for growth, with participation growing by 26 percent from 2014 to 2015.

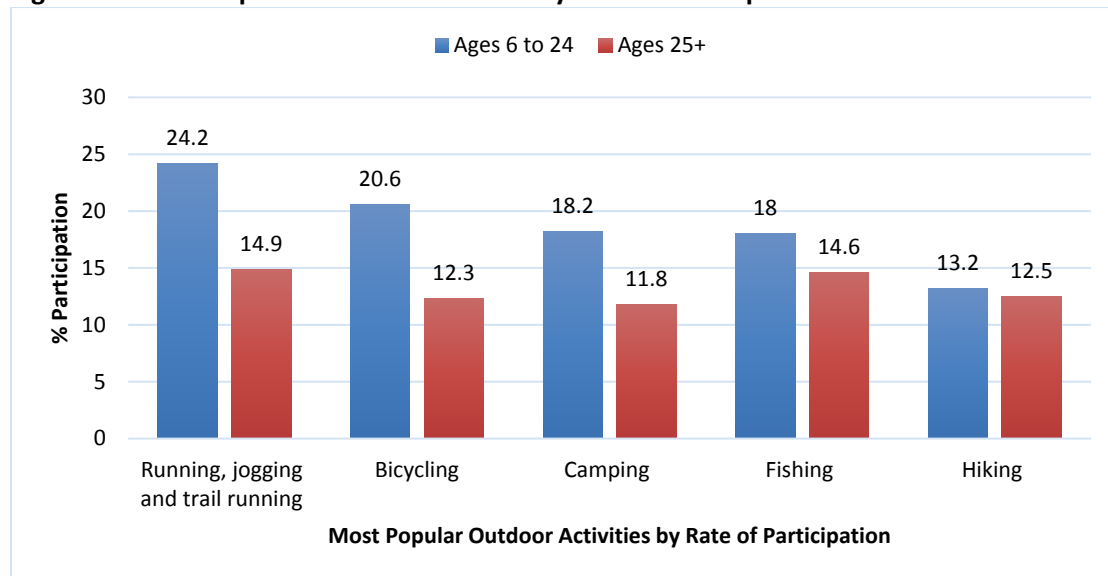
Additional key findings from the Outdoor Foundation’s 2016 “Outdoor Recreation Participation Topline Report” include:

**Participation in Outdoor Recreation**

- In 2015, 48.4% of Americans ages 6 and older participated in at least one outdoor activity. This equated to 142.4 million Americans who went on a collective 11.7 billion outdoor recreation outings.
- Top five participation percentage increase in outdoor activities in the past three years were in stand up paddling, triathlon (traditional/road), kayak fishing, triathlon (non-traditional/off-road), and trail running.
- Participation among youths ages 6 to 12 was at 63 percent, ages 13 to 17 was at 59 percent, and ages 18 to 24 was at 57 percent.
- Participation among adults ages 25 to 44 was at 56 percent, and 37 percent among adults ages 45 and older.

As illustrated in **Figure 56 to 58** the 2016 “Outdoor Recreation Participation Topline Report” also lists the most popular (by participation rate) and favorite (by frequency of participation) outdoor activities for youth and young adults ages 6 to 24, and adults over the age of 25 nationwide:

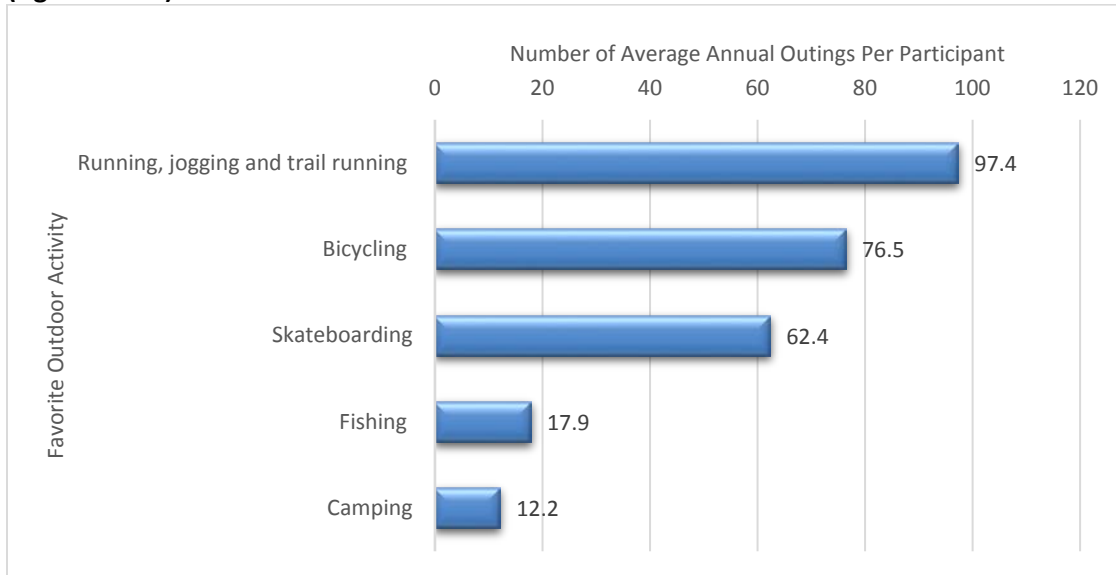
**Figure 56: Most Popular Outdoor Activities by Rate of Participation**



Source: 2016 Outdoor Recreation Participation Topline Report

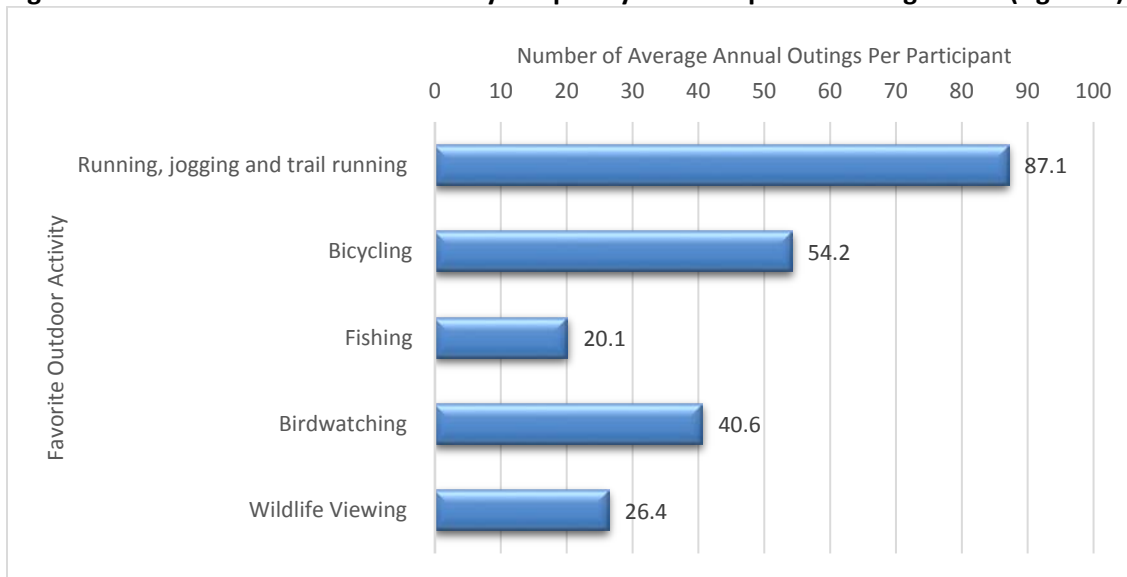
<sup>73</sup> Outdoor Recreation Participation Topline Report 2016

**Figure 57: Favorite Outdoor Activities by Frequency of Participation among Youths and Young Adults (Ages 6 to 24)**



Source: 2016 Outdoor Recreation Participation Topline Report

**Figure 58: Favorite Outdoor Activities by Frequency of Participation among Adults (Age 25+)**



Source: 2016 Outdoor Recreation Participation Topline Report

### Trail Recreation and Cycling Trends

For trail-related recreation activities such as hiking, bicycling, and running, the *2016 Outdoor Recreation Topline Report* indicates a positive three-year trend for trail running, running/jogging, hiking, mountain biking, and BMX biking, as shown on **Table 8**. Additionally, participation in trail running and BMX biking is up significantly over the recent three-year period.

**Table 8: Cycling and Trail Recreation Participation by Activity (Ages 6+)**

	2010	2011	2012	2013	2014	2015	3 Year Average Change
<b>BMX Bicycling</b>	2,369	1,547	2,175	2,168	2,350	2,690	7.5%
<b>Bicycling (Mountain/Non-Paved Surface)</b>	7,161	6,816	7,714	8,542	8,044	8,316	2.8%
<b>Bicycling (Road/Paved Surface)</b>	39,320	40,349	39,232	40,888	39,725	38,280	-0.8%
<b>Hiking (Day)</b>	32,496	34,491	34,545	34,378	36,222	37,232	2.6%
<b>Running/Jogging</b>	50,713	52,187	54,188	51,127	49,408	48,496	-2.3%
<b>Trail Running</b>	5,136	5,610	6,003	6,792	7,531	8,139	10.7%

Source: 2016 Outdoor Recreation Participation Topline Report

### Other Cycling Trends

- Bicycle touring is becoming a fast-growing trend around the world, including the United States and Canada. “Travelers are seeking out bike tours to stay active, minimize environmental impact, and experience diverse landscapes and cityscapes at a closer level.”<sup>74</sup>
- Urban bike tours, popular in cycle-friendly cities in Europe, are taking hold in the United States as well. Bikes and Hikes LA, an eco-friendly bike and hike sightseeing company founded last September, offers visitors the opportunity to “see the city’s great outdoors while getting a good workout.” In New York, a hotel and a bike store are partnering to offer guests cruisers to explore the city during the summer of 2014.<sup>75</sup>
- One of the newest trends in adventure cycling is “fat bike,” multiple speed bikes that are made to ride where other bikes cannot be ridden, with tires that are up to five inches wide run at low pressure for extra traction. Most fat bikes are used to ride on snow but they are also very effective for riding on any loose surface like sand or mud. They also work well on most rough terrain or just riding through the woods. This bike offers unique opportunities to experience nature in ways that would not be possible otherwise.<sup>76</sup>

### Off-Highway Vehicles

A 2008 report by the US Fish and Wildlife Service<sup>77</sup> notes that Off-Highway Vehicle (OHV) use is recognized as one of the faster growing outdoor activities. Participation in the West (28%) is the highest of all regions of the U.S. While 78 percent of OHV users are Caucasian, American Indians have the highest participation rate, and Hispanics participated at more than twice the rate (26%) in 2007 as they did in 1999. The report noted that “Gaining a deeper understanding of OHV participants’ recreational values and preferences” will be a necessity for the sustainability of public lands such as national forests.

<sup>74</sup> Hope Nardini, “Bike Tourism a Rising Trend,” *Ethic Traveler*, <http://www.ethicaltraveler.org/2012/08/bike-tourism-a-rising-trend/>, accessed March 2014

<sup>75</sup> Michelle Baran, “New Trend: Urban Bike Tours in Los Angeles and New York,” *Budget Travel Blog*, <http://www.budgettravel.com/blog/new-trend-urban-bike-tours-in-los-angeles-and-new-york,11772/>, accessed March 2014

<sup>76</sup> Steven Pease, “Fat Bikes, How to Get the Most Out of Winter Cycling,” *Minnesota Cycling Examiner*, <http://www.examiner.com/article/fat-bikes-the-latest-trend-adventure-cycling>, February 1, 2014.

<sup>77</sup> H. Ken Cordell, et al., “Off-Highway Vehicle Recreation in the United States and its Regions and States: An Update National Report from the National Survey on Recreation and the Environment (NSRE),” U.S. Forest Service IRIS Series, <http://www.fs.fed.us/recreation/programs/ohv/IrisRec1rpt.pdf>, February, 2008.

## Adventure Sports and Zip Lines

Adventure sports of various kinds have increased in popularity since the 1970. These sports include a spectrum of sports labeled “alternative,” “Extreme,” “X,” “gravity,” “lifestyle” and “action sports.” As explained by Gunnar Breivik<sup>78</sup> from the Norwegian School of Sport Sciences, the adventure sports concept contains elements of challenge, excitement, and usually risk. They are individualistic pursuits that take place in demanding environments and tend to represent a freedom from a dominant sport culture. Three distinct alternative “types” of adventure sports participants are prevalent:

- Loose groups of alternative lifestyle people (sea kayaking, back-mountain skiing)
- Those involved in formal sports settings with competitions/associations (snowboard, climbing)
- Those involved with media, sponsors, entrepreneurs, making spectacular films with extreme stunts (extreme skiing, surfing)

In 2015, the following sports were listed as the “Top 10 Adventure Sports You Must Try Before You Die”:<sup>79</sup>

10. **Paragliding** -- Free flying, light weight glider aircraft launched by foot with flights that can last 1 to 2 hours.
9. **Bungee Jumping** -- Elastic rope suspended around a person with a body harness who then jumps from a very high platform with a free fall of several meters.
8. **Whitewater Kayaking** -- Boat is taken through extreme currents in rivers, weirs, and waterfalls.
7. **Glacier Climbing** -- An exciting and challengingly dangerous sport that requires you to be fit and aware with basic nuances of ice axes, harnesses and safety ropes.
6. **Dirt Biking** -- Dirt bikes are rugged, lightweight, and powerful with suspension that absorbs impact from obstructions and large jumps, permitting travel through rock terrains and mountain regions.
5. **Skiing** -- A world championship event sport with fixed-heel bindings or free-heel bindings.
4. **Kite Wing** -- A wind-shaped sail designed to use wind poser, lifts riders off varying surfaces such as ice, water, snow, asphalt, and packed sand. A kite winger can reach speeds of up to 55 mph.
3. **Bobsledding** -- Sport of sliding down an ice covered incline that’s replete with curves on a four runner sled that has no functional controls.
2. **Scuba Diving** -- Deep water diving (with a mandatory course) with self-contained underwater breathing apparatus and fins to propel movement, that allows you to experience the world of the sea.
1. **Zorbing** -- Zorbing offers the experience of rolling downhill inside an inflatable ball made of shock absorbent material that protects you while enjoying an amazing ride, varying in time and intensity.

According to a story by National Public Radio on August 28, 2012, zip line tours and aerial adventure parks are booming in the Northwest United States.<sup>80</sup> At least a dozen commercial zip line attractions have opened in Oregon, Washington, and Idaho, plus an equal number in Alaska and British Columbia. While there have been some grumblings about bringing in private business to public parks, zip line purveyors point out that they are fun, not too expensive to make, and safe.

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<sup>78</sup> Gunnar Breivik, “Trends in Adventure Sports in a Post-Modern Society,” ResearchGate, March 2010.

<sup>79</sup> Chandrima, “Top 10 Adventure Sports You Must Try Before You Die,” List Dose, January 2015, <http://listdose.com/top-10-adventure-sports-you-must-try-before-you-die/>, accessed on January 22, 2016.

<sup>80</sup>Tom Banse, “Getting High in the Northwest...On Zip Lines,” National Public Radio Story, August 28, 2012, <http://www.npr.org/templates/story/story.php?storyId=160244351&ft=3&f=160244351>

Tacoma, Washington’s public park district, MetroParks, recently opened a publicly-run zip line at its Northwest Trek Wildlife Park, looking to set itself apart from other local recreational opportunities and seeking to attract a different demographic. Municipal park departments around the country are looking at this booming trend and the potential revenue stream it can bring and are adding zip line attractions and aerial adventure parks to their public park offerings. Examples to consider are Coconino County’s Tree Top Adventure Course, “Flagstaff Extreme Adventure Course,” in Arizona: <http://www.flagstaffextreme.com>; the “Red Ore Zip Tour” at Red Mountain Park in Birmingham, Alabama: <http://www.redmountainpark.org/zip-line-trips>, and “The Beanstalk Journey Zip Line and Canopy Tour” at Catawba Meadows Park in Morganton, North Carolina: <http://www.redmountainpark.org/zip-line-trips>.

## Therapeutic Recreation

The Americans with Disabilities Act of 1990 (ADA) established that persons with disabilities have the right to the same access to parks and recreation facilities and programming as those without disabilities. In 2004, The National Council on Disability (NCD) issued a comprehensive report, “Livable Communities for Adults with Disabilities.”<sup>81</sup> This report identified six elements for improving the quality of life for all citizens, including children, youth, and adults with disabilities. The six elements are:

1. Provide affordable, appropriate, accessible housing
2. Ensure accessible, affordable, reliable, safe transportation
3. Adjust the physical environment for inclusiveness and accessibility
4. Provide work, volunteer, and education opportunities
5. Ensure access to key health and support services
6. Encourage participation in civic, cultural, social, and recreational activities

Therapeutic services bring two forms of service for persons with disabilities into play, specific programming and inclusion services. Individuals with disabilities need not only functional skills but to have physical and social environments in the community that are receptive to them and accommodating individual needs. Inclusion allows individuals to determine their own interests and follow them.

Many park and recreation departments around the country are offering specific programming for people with disabilities, but not as many offer inclusion services. In “Play for All—Therapeutic Recreation Embraces All Abilities,” an article in *Recreation Management Magazine*,<sup>82</sup> Dana Carman described resources for communities looking to expand their therapeutic recreation services.

Therapeutic recreation includes a renewed focus on serving people with the social/emotional challenges associated with “invisible disabilities” such as ADHD, bipolar disorders, spectrum disorders and sensory integration disorders. A growing number of park and recreation departments are making services for those with invisible disabilities a successful part of their programming as well. When done well, these same strategies improve the recreation experience for everyone.<sup>83</sup>

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<sup>81</sup> National Council on Disability, *Livable Communities for Adults with Disabilities*, December 2004, <http://www.ncd.gov/publications/2004/12022004>.

<sup>82</sup> Dana Carman, “Play for All,” *Recreation Management*, February 2007, <http://recmanagement.com/200710fe03.php>, accessed May 2016

<sup>83</sup> Kelli Anderson, “A Welcome Inclusion,” *Recreation Management*, October 2010, <http://recmanagement.com/201010fe03.php>, accessed February 2015

## Role and Response of Local Government

Collectively, these trends have created profound implications for the way local governments conduct business. Some local governments are now accepting the role of providing preventative health care through parks and recreation services. The following concepts are from the International City/County Management Association.<sup>84</sup>

- Parks and recreation departments should take the lead in developing communities conducive to active living.
- There is growing support for recreation programs that encourage active living within their community.
- One of the highest priorities is a cohesive system of parks and trails and accessible neighborhood parks.

In summary, the United States, its states, and its communities share the enormous task of reducing the health and economic burden of obesity. While numerous programs, policies, and products have been designed to address the problem, there is no magic bullet to make it go away. The role of public parks and recreation as a health promotion and prevention agency has come of age. What matters is refocusing its efforts to insure the health, well-being, and economic prosperity of communities and citizens.

### Administration Trends for Recreation and Parks

Municipal parks and recreation structures and delivery systems have changed, and more alternative methods of delivering services are emerging. Certain services are being contracted out and cooperative agreements with non-profit groups and other public institutions are being developed. Newer partners include the health care system, social services, justice system, education, the corporate sector, and community service agencies. These partnerships reflect both a broader interpretation of the mandate of parks and recreation agencies and the increased willingness of other sectors to work together to address community issues. The relationship with health agencies is vital in promoting wellness.

The traditional relationship with education and the sharing of facilities through joint-use agreements is evolving into cooperative planning and programming aimed at addressing youth inactivity levels and community needs.

Listed below are additional administrative national trends:

- Level of subsidy for programs is lessening and more “enterprise” activities are being developed, thereby allowing subsidy to be used where deemed appropriate.
- Information technology allows for better tracking and reporting.
- Pricing is often determined by peak, off-peak, and off-season rates.
- More agencies are partnering with private, public, and non-profit groups.

### Agency Accreditation

Parks and recreation agencies are affirming their competencies and value through accreditation. This is achieved by an agency’s commitment to 150 standards. Accreditation is a distinguished mark of excellence that affords external recognition of an organization’s commitment to quality and improvement.

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<sup>84</sup> International City/County Management Association, [www.ICMA.org](http://www.ICMA.org), accessed June 2012.



The National Recreation and Parks Association administratively sponsors two distinct accreditation programs: The Council on Accreditation of Parks, Recreation, Tourism and Related Professions (COAPRT) approves academic institutions and the Commission for Accreditation of Parks and Recreation Agencies (CAPRA) approves agencies. It is the only national accreditation of parks and recreation agencies, and is a valuable measure of an agency's overall quality of operation, management, and service to the community.

### **Americans with Disabilities Act (ADA) Compliance**

On September 14, 2010 the U.S. Department of Justice (DOJ) issued an amended regulation implementing the Americans with Disabilities Act (ADA 2010 Standards),<sup>85</sup> and for the first time, the regulations were expanded to include recreation environment design requirements. Covered entities were to be compliant with design and construction requirements and the development of three-year transition plan by March 15, 2012. The deadline for implementation of the three-year transition plan was March 15, 2015.

### **Funding**

According to *Recreation Management* magazine's 2015 "State of the Industry Report," survey respondents from parks and recreation departments/districts reporting about their revenues from 2012 through 2014 indicated a continued recovery from the impact of the recession of 2008. From 2013 to 2014, 44.1 percent of respondents reported that their revenues had either had increased and another 44.1 percent reported revenues staying steady. About 48.7 percent of respondents said they expected revenues to continue to increase in 2015, while 44 percent expected no change.

### **Trends in Marketing by Parks and Recreation Providers**

Active Network offers expertise in activity and participation management. Its mission is to make the world a more active place. In its blog, the organization offered the following marketing mix ideas which came out of a meeting with park and recreational professionals in the Chicago area.<sup>86</sup>

- Updated booths and community event presence—Utilization of a tablet or laptop to show programs you offer and provide event participants the opportunity to register on the spot.
- Facebook redirect app—This application redirects people automatically to the link you provide. Add it to your Facebook page.
- Instagram challenge—Think about how you can use mobile and social tools at your next event. It could be an Instagram contest during an event set up as a scavenger hunt with participants taking pictures of clues and posting them on Instagram.
- Social media coupons—Research indicates that the top reason people follow an organization on a social network is to receive discounts or coupons. Consider posting an event discount on your social networks redeemable by accessing on phone or printing out.

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<sup>85</sup> U.S. Department of Justice, Americans with Disabilities Act, ADA Home Page, <http://www.ada.gov/>, accessed November 15, 2012.

<sup>86</sup> Active Network, <http://www.activenetwork.com>, accessed May 2014

Mobile marketing is a growing trend. Social websites and apps are among the most used features on mobile phones. Popular social media marketing tools include Facebook, Twitter, YouTube, Snapchat, Instagram and LinkedIn. Private messaging apps such as Snapchat and WhatsApp are being used more and more for live media coverage.<sup>87</sup>

Ninety-one percent (91%) of Americans own a cell phone, and most use the devices for much more than phone calls. Young adults engage in mobile data applications at much higher rates than adults ages 30 and older. Usage rates trends indicate that Millennials tend to get information most frequently using mobile devices such as smartphones. For example, 97 percent of cell phone owners ages 18 to 29 send and receive text messages, compared to 94 percent of ages 30 to 49, 75 percent of ages 50 to 64, and 35 percent of those 65 and older. In 2016, the vast majority of the population in the United States has access to a smartphone, computer or other device, and is nearly always “connected.”

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<sup>87</sup> Jacqueline Woerner, “The 7 Social Media Trends Dominating 2015,” Emarsys Blog, <http://www.emarsys.com/en/resources/blog/the-7-social-media-trends-dominating-2015/>, accessed February 26, 2015.

# APPENDIX C: SAMPLE AGREEMENTS

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Project Name: Senior Center

**FIRST AMENDMENT TO  
OPERATING AGREEMENT  
BETWEEN THE CITY OF THOUSAND OAKS  
AND  
THE CONEJO RECREATION AND PARK DISTRICT  
FOR THE SENIOR ADULT CENTER**

**Contract No. 1680-1988**

THIS FIRST AMENDMENT to the Operating Agreement Between the City of Thousand Oaks, a municipal corporation, (hereafter "City") and the Conejo Recreation and Park District, a California special district, (hereafter "DISTRICT") for the Senior Adult Center, entitled Operating Agreement Between the City of Thousand Oaks and the Conejo Recreation and Park District for the Senior Adult Center and dated July 12, 1988 (herein "Agreement") is made this 10<sup>th</sup> day of July, 2018.

RECITALS

- A. Section 2 of Agreement, currently, and as may have been previously amended, provides for a termination date of July 12, 2018.
- B. CITY and DISTRICT desire to extend the date of the Agreement and update the notice provisions while keeping all other terms intact.

AGREEMENT TO AMEND

NOW, THEREFORE, the undersigned parties to Agreement agree to amend Agreement as described below:

Part 1. The Agreement is extended for a period of twenty years and Section 2 is hereby amended to read in its entirety as follows:

The term of this agreement shall be for a period of 50 years, which term shall commence upon the date of this agreement. However, that notwithstanding any other provision of this agreement, either party may cancel and terminate this agreement, with or without cause, and shall have no further obligations hereunder, by giving a written notice of said termination to the other party at least sixty (60) days prior to June 30th of each and every year of the term hereof.

In the event written notice of termination is not timely (on or before sixty (60) days prior to June 30), said notice shall become effective, and the termination pursuant thereto shall become effective on June 30 of the following year.

Part 2. Section 12 is hereby amended to read in its entirety as follows:

Notices given pursuant to the provisions of this agreement or necessary to carry out its provision shall be in writing and delivered personally to the person to whom the notice is to be given, or mailed postage prepaid addressed to such person. The addresses for this purpose shall be as follows:

City:  
City Manager  
City of Thousand Oaks  
2100 Thousand Oaks Blvd.  
Thousand Oaks, CA 91362

District:  
General Manager  
Conejo Recreation and Park District  
403 West Hillcrest Drive  
Thousand Oaks, CA 91360

Part 3. All terms used in Part 1 above shall have the meanings ascribed thereto in Contract. Except as amended in Part 1 above, all other sections, terms, obligations, duties, clauses, and provisions of Contract shall remain the same.

IN WITNESS WHEREOF, the parties execute this First Amendment to Operating Agreement Between the City of Thousand Oaks and the Conejo Recreation and Park District for the Senior Adult Center as of the date set forth above.

CONEJO RECREATION AND PARK  
DISTRICT

CITY OF THOUSAND OAKS

\_\_\_\_\_  
Susan L. Holt, Chair

\_\_\_\_\_  
Andrew P. Fox, Mayor

ATTEST:

ATTEST:

\_\_\_\_\_  
Jim Friedl, General Manager

\_\_\_\_\_  
Cynthia M. Rodriguez, City Clerk

APPROVED AS TO ADMINISTRATION:

\_\_\_\_\_  
Andrew P. Powers, City Manager

APPROVED AS TO FORM:

\_\_\_\_\_  
Tracy M. Noonan, City Attorney

Recording Requested by and  
when recorded return to:

Finance Director  
City of Thousand Oaks  
2100 Thousand Oaks Boulevard  
Thousand Oaks, CA 91362

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Project Name: Sr/Teen Center Lease

**FIRST AMENDMENT TO LAND LEASE  
BETWEEN THE CITY OF THOUSAND OAKS AND  
THE CONEJO RECREATION AND PARK DISTRICT  
FOR THE LEASE OF A PARCEL OF LAND FOR THE  
CONSTRUCTION OF A SENIOR ADULT FACILITY AND TEEN CENTER**

**Contract No. 1681-1988**

THIS FIRST AMENDMENT to the land lease entered into between the **CITY OF THOUSAND OAKS**, a municipal corporation, (hereafter "City") and **CONEJO RECREATION AND PARK DISTRICT** ("District"), entitled Land Lease Between the City of Thousand Oaks and the Conejo Recreation and Park District for the Lease of a Parcel of Land for the Construction of a Senior Adult Facility and Teen Center, recorded in the Official Records of Ventura County as Document No. 89-038114 and dated July 12, 1988 (herein "Lease") is entered this 10th day of July 2018.

RECITALS

- A. Section 5 A of Lease relating to cessation of use, currently, and as may have been previously amended, contains different provisions for cessation of use of the Teen Center and the Senior Adult Center.
- B. Section 8 of the Lease relating to ownership and removal of improvements, currently, and as may have been previously amended, contains different provisions for ownership and removal of improvements upon lease expiration of the Teen Center and the Senior Adult Center.
- C. Section 21 of the Lease relating to notices, currently, and as may have been previously amended, contains outdated addresses for the parties.
- D. The parties desire to amend the Lease so that the Teen Center and the Senior Adult Center are subject to the same provisions regarding cessation of use and ownership and removal of improvements.

## AGREEMENT TO AMEND

NOW, THEREFORE, the undersigned parties to Lease agree to amend Lease as described below:

Part 1. Section 5. A. 1) Teen Center of the Lease is hereby amended to read in its entirety as follows:

Teen Center - should the Teen Center cease being used as such during any time during the leasehold interest, the Teen Center and the entire premises may be used only for such uses as may be mutually agreeable to the City and District.

Part 2. Section 8. Ownership and Removal of Improvements of the Lease is hereby amended to read in its entirety as follows:

All improvements placed on the Premises by City during the term of this Agreement, shall be the property of the City until this lease expires when any left on the land shall become the property of the District. City shall be allowed a reasonable period of time after such termination in which to remove any fixtures or improvements.

Part 3. Section 21. Notices and Payments of the Lease is hereby amended to read in its entirety as follows:

All notices required under this Agreement including change of address shall be in writing. All notices shall be made as follows:

A. All notices to District shall be given or mailed to:

General Manager  
Conejo Recreation and Park District  
403 West Hillcrest Drive  
Thousand Oaks CA 91360

B. All notices to City shall be given or mailed to:

City Manager  
City of Thousand Oaks  
2100 Thousand Oaks Boulevard  
Thousand Oaks CA 91362



Part 4. All terms used in Part 1 and 2 above shall have the meanings ascribed thereto in Lease. Except as amended in Part 1 and 2 above, all other sections, terms, obligations, duties, clauses, and provisions of Contract shall remain the same.

IN WITNESS WHEREOF, the parties execute this First Amendment to Land Lease Between the City of Thousand Oaks and the Conejo Recreation and Park District for the Lease of a Parcel of Land for the Construction of a Senior Adult Facility and Teen Center as of the date set forth above.

**CONEJO RECREATION AND PARK DISTRICT**

\_\_\_\_\_  
Susan L. Holt, Chair

**ATTEST:**

\_\_\_\_\_  
Jim Friedl, General Manager

**CITY OF THOUSAND OAKS**

\_\_\_\_\_  
Andrew P. Fox, Mayor

**ATTEST:**

\_\_\_\_\_  
Cynthia M. Rodriguez, City Clerk

**APPROVED AS TO ADMINISTRATION:**

\_\_\_\_\_  
Andrew P. Powers, City Manager

**APPROVED AS TO FORM:**

\_\_\_\_\_  
Tracy M. Noonan, City Attorney

Recording Requested by and  
when recorded return to:

Finance Director  
City of Thousand Oaks  
2100 Thousand Oaks Boulevard  
Thousand Oaks, CA 91362

---

Project Name: Sr/Teen Center Lease

**FIRST AMENDMENT TO LAND LEASE  
BETWEEN THE CITY OF THOUSAND OAKS AND  
THE CONEJO RECREATION AND PARK DISTRICT  
FOR THE LEASE OF A PARCEL OF LAND FOR THE  
CONSTRUCTION OF A SENIOR ADULT FACILITY AND TEEN CENTER**

**Contract No. 1681-1988**

THIS FIRST AMENDMENT to the land lease entered into between the **CITY OF THOUSAND OAKS**, a municipal corporation, (hereafter "City") and **CONEJO RECREATION AND PARK DISTRICT** ("District"), entitled Land Lease Between the City of Thousand Oaks and the Conejo Recreation and Park District for the Lease of a Parcel of Land for the Construction of a Senior Adult Facility and Teen Center, recorded in the Official Records of Ventura County as Document No. 89-038114 and dated July 12, 1988 (herein "Lease") is made this \_\_\_ day of July 2018.

RECITALS

- A. Section 5 A of Lease relating to cessation of use, currently, and as may have been previously amended, contains different provisions for cessation of use of the Teen Center and the Senior Adult Center.
- B. Section 8 of the Lease relating to ownership and removal of improvements, currently, and as may have been previously amended, contains different provisions for ownership and removal of improvements upon lease expiration of the Teen Center and the Senior Adult Center.
- C. Section 21 of the Lease relating to notices, currently, and as may have been previously amended, contains outdated addresses for the parties.
- D. The parties desire to amend the Lease so that the Teen Center and the Senior Adult Center are subject to the same provisions regarding cessation of use and ownership and removal of improvements.

## AGREEMENT TO AMEND

NOW, THEREFORE, the undersigned parties to Lease agree to amend Lease as described below:

Part 1. Section 5. A. 1) Teen Center of the Lease is hereby amended to read in its entirety as follows:

Teen Center - should the Teen Center cease being used as such during any time during the leasehold interest, the Teen Center and the entire premises may be used only for such uses as may be mutually agreeable to the City and District.

Part 2. Section 8. Ownership and Removal of Improvements of the Lease is hereby amended to read in its entirety as follows:

All improvements placed on the Premises by City during the term of this Agreement, shall be the personal property of the City until this lease expires when any left on the land shall become the property of the District. City shall be allowed a reasonable period of time after such termination in which to remove any fixtures or improvements.

Part 3. Section 21. Notices and Payments of the Lease is hereby amended to read in its entirety as follows:

All notices required under this Agreement including change of address shall be in writing. All notices shall be made as follows:

A. All notices to District shall be given or mailed to:

General Manager  
Conejo Recreation and Park District  
403 West Hillcrest Drive  
Thousand Oaks CA 91360

B. All notices to City shall be given or mailed to:

City Manager  
City of Thousand Oaks  
2100 Thousand Oaks Boulevard  
Thousand Oaks CA 91362

Part 4. All terms used in Part 1 and 2 above shall have the meanings ascribed thereto in Lease. Except as amended in Part 1 and 2 above, all other sections, terms, obligations, duties, clauses, and provisions of Contract shall remain the same.

IN WITNESS WHEREOF, the parties execute this First Amendment to Land Lease Between the City of Thousand Oaks and the Conejo Recreation and Park District for the Lease of a Parcel of Land for the Construction of a Senior Adult Facility and Teen Center as of the date set forth above.

**CONEJO RECREATION AND PARK DISTRICT**

\_\_\_\_\_  
Susan L. Holt, Chair

**ATTEST:**

\_\_\_\_\_  
Jim Friedl, General Manager

**CITY OF THOUSAND OAKS**

\_\_\_\_\_  
Andrew P. Fox, Mayor

**ATTEST:**

\_\_\_\_\_  
Cynthia M. Rodriguez, City Clerk

**APPROVED AS TO ADMINISTRATION:**

\_\_\_\_\_  
Andrew P. Powers  
City Manager

**APPROVED AS TO FORM:**

\_\_\_\_\_  
Tracy Noonan  
City Attorney

Recording Requested By  
and when recorded return :

First American Title  
2520 Financial Square  
Oxnard CA 93030

Attn: Subdivision  
88003980

89-038114

Rec Fee .00  
Total .00

Recorded  
Official Records  
County of  
Ventura  
Richard D. Dean  
Recorder  
8:00am 13-Mar-89

89 APR -4 PM 4:50

CITY OF  
THOUSAND OAKS

CC 18

LAND LEASE BETWEEN THE CITY OF THOUSAND OAKS  
AND THE CONEJO RECREATION AND PARK DISTRICT  
FOR THE LEASE OF A PARCEL OF LAND  
FOR THE CONSTRUCTION OF A SENIOR ADULT FACILITY  
AND TEEN CENTER

This Agreement is entered into this 12th day of July,  
1988 by and between the City of Thousand Oaks, a municipal  
corporation, created and existing by virtue of the laws of the  
State of California, hereinafter called "City" and the Conejo  
Recreation and Park District, hereinafter called "District".

WHEREAS, there is a need for an expanded senior adult center in  
the Conejo Valley to replace the Goebel Senior Center on Conejo  
School Road; and

WHEREAS, there is also a need for a teen center to provide  
community youth a social, recreational and educational center;  
and

WHEREAS, it has been determined by City and District that the  
most desirable locations is on the north side of Janss Road and  
east of the Thousand Oaks (23) Freeway on the Conejo Creek Park  
property; and

WHEREAS, District desires to make such land available to City for  
the construction of a Senior Adult Center and Teen Center and  
appurtenant facilities which will be operated by the District;  
and

WHEREAS, there has been a long history of cooperative  
relationships between the two agencies involving, but not limited  
to, the purchase and development of park properties for the  
benefit of the entire community; and

WHEREAS, the Senior Adult Center will enhance the leisure time  
capabilities of the senior adult populous of the Conejo Valley  
and the Teen Center will provide a safe place for teens to  
partake in non-school activities; and

WHEREAS, District may desire to construct, or cause to be  
constructed, recreation facilities as an adjunct to the Senior  
Adult Center and Teen Center, thereby directly enhancing the  
capabilities of District to deliver recreation services; and

Contract No. 1681-88

#3168

WHEREAS, the City and the District have formed a Joint Powers Authority, created on December 17, 1985, for the purpose of operating that facility; and

WHEREAS, the City and Thousand Oaks Redevelopment Agency have formed a Public Financing Authority for the purpose of financing various public facilities through issuance and sale of Certificates of Participation.

NOW, THEREFORE, THE PARTIES HERETO DO MUTUALLY AGREE AS FOLLOWS:

1. PROPERTY LEASED

District hereby leases to City and City hereby rents for the sum of one dollar (\$1.00) per year from District the property, hereinafter called "Premises", located in the County of Ventura, State of California, described as follows:

That portion of Parcel "C" LD 428 in the City of Thousand Oaks, County of Ventura, State of California, as per map recorded in Book 31, Page 99 of the parcel map in the office of the County Recorder of said County as described in Exhibits A and B attached.

2. TERM

The term of this Agreement shall be for a period of fifty (50) years commencing on the first day of the calendar month following the day the Agreement has been executed by both parties.

3. OPTION

City may, at its option, extend this Agreement for two additional twenty-four (24) year periods. Each period shall commence on the day following the termination of the preceding term and shall terminate twenty-four (24) years after the termination of the preceding term. The option for each period shall be exercised separately by City giving District written notice at least six (6) months prior to the expiration of each applicable period. The extensions shall be on all the terms and conditions as are contained herein.

4. HOLDOVER

If City holds possession of the Premises after the expiration of the term of this Agreement, or any extension thereof, with consent of District, either expressed or implied,

City shall become a tenant from month to month. Such tenancy to be subject to all of the terms and conditions of this Agreement.

## 5. USE

The property shall be used for a Senior Adult Center of approximately 17,000 square feet which will be constructed and owned by the City on this site to be operated by the District to provide leisure, recreational, social and educational services to seniors and adults. A Teen Center of approximately 13,000 square feet will be constructed and owned by the City on this site to provide leisure, recreational, social and educational services to teens. However, other incidental public uses may also occur at the Senior Center and Teen Center. The City will also construct and own three parking lots on the property which may be used jointly by patrons of the Senior Adult Center, Teen Center and Library.

### A. Cessation of Original Use

- 1) Teen Center - notwithstanding the foregoing, should the Teen Center cease being used as a Teen Center prior to the expiration of 30 years, or during the period when certificates of participation are outstanding, whichever occurs first, the Teen Center building, improvements and appurtenances shall be available for use only as mutually agreed between City and District. If the Premises cease to be used as a Teen Center after the expiration of the above period, the building, improvements and appurtenances shall be the property of the District.
- 2) Senior Adult Center - should the Senior Adult Center cease operations as such during any time during the leasehold interest, the Center and the entire premises may be used only for such uses as may be mutually agreeable to the City and District.

## 6. CONSIDERATION

In full consideration for use of Premises over the term of this Agreement and any extensions thereof, City will cause to be developed a Senior Adult Center and a Teen Center on the premises. District has determined that a Senior Adult Center and Teen Center will be compatible with the proposed uses of District's adjoining property and will enhance its adjoining property.

## **7. IMPROVEMENTS BY CITY**

The City may make such excavation of and do such grading of the Premises, and may place such improvements on the Premises, as the City may time to time deem desirable, subject to the review and approval of the District. Once improvements have been placed pursuant to the provisions of this agreement, City may, at City's option and expense, thereafter make minor modifications of such improvements. For the purpose of this agreement, City may, at City's option and expense, thereafter make minor modifications of such improvements. For the purpose of this agreement, any modification which entails a change in the location of, amount of land covered by, basic exterior dimensions of, or basic exterior appearance of any improvement is not a "minor modification" and shall be subject to the prior approval of the District.

At the request of the District, the City shall process and approve a parcel map subdividing the property into two parcels with the interior subdivision line dividing the properties between the teen center and senior center at a location as approved by the District.

## **8. OWNERSHIP AND REMOVAL OF IMPROVEMENTS**

All improvements placed on the Premises by City during a period of 30 years from the date of this Agreement, or during the period when Certificates are outstanding, whichever event ends first, shall be the personal property of Public Financing Authority. Any such improvements associated with the Teen Center which remain on the Premises upon the expiration of that period shall be disbursed according to the direction of the Joint Powers Authority, or as stated in the Joint Exercise of Powers Agreement. The Senior Adult Center improvements shall be the property of the City until this lease expires when any left on the land shall become the property of the District. City shall be allowed a reasonable period of time after such termination in which to remove any fixtures or improvements.

## **9. REPAIRS AND MAINTENANCE**

Except as provided in the operating agreement between the City and the District, the City shall provide and maintain, at its expense, all interior and exterior maintenance of the Senior Adult Center, including exterior and interior custodial services, planting and irrigation systems. The Joint Powers Authority shall provide and maintain the Teen Center at its expense, including exterior and interior custodial services, planting and irrigation systems.



#### 10. ENTRY ON PREMISES

City and District may enter upon the Premises and any improvements placed thereon at all reasonable times to examine the condition thereof and for the purpose of providing such maintenance as the District desires to make, provided that such right shall not be exercised in such a manner as to unreasonably interfere with any business conducted by entity (City or District) on the Premises. District shall restore at its expense any improvements affected by District's exercise of its rights granted hereunder.

#### 11. ASSIGNMENT AND SUBLETTING: FUTURE SUBLEASE OF TEEN CENTER TO JOINT POWERS AUTHORITY FOR OPERATION

City shall have the right to assign this Agreement and/or to sublet to an entity formed by City, or City and others, for the purpose of financing the Senior Adult Center and Teen Center facilities. As one of the purposes for this land lease, the City will lease the land to a specially created entity (Public Financing Authority) which will issue and sell certificates of participation to raise money to construct the Teen Center and Senior Adult Center. After the Public Financing Authority has issued said certificates and constructed these facilities, these improvements will be leased to the City. The City's rental payments under that facility lease are the source of repayment and security for the certificates. Once the City has leased back the land and constructed facilities it shall sublease the Teen Center to the Teen Center and Services Joint Powers Authority created between the City and the District for the purpose of operating that facility. Any other assignment or subletting shall be with the written consent of District. District shall not arbitrarily withhold such consent but shall give such consent in every instance wherein District's interest will not be affected to its detriment.

#### 12. DEFAULT OR BREACH

Except as otherwise provided, at any time one party to this Agreement is in default or breach in the performance of any of the terms and conditions of this Agreement, the other party shall give written notice to remedy such default or breach. If said default or breach is remedied within thirty (30) days following such notice, then this Agreement shall continue in full force and effect. If such default or breach is not remedied within thirty (30) days following such notice, the other party may, at its option, terminate this Agreement. Such termination shall not be considered a waiver of damages or other remedies available to either party because of such default or breach.

13. WAIVER

A waiver by either party of any default or breach by the other party in the performance of any of the covenants, terms or conditions of this Agreement shall not constitute or be deemed a waiver of any subsequent or other default or breach.

14. PARTIES BOUND AND BENEFITTED

The covenants, terms and conditions herein contained shall apply to and bind the heirs, successors, executors, administrators, and assignee of all the parties hereto; and all of the parties hereto shall be jointly and severally liable hereunder.

15. CONDEMNATION

If the whole of the Premises should be taken by a public authority under the power of eminent domain, then the term of this Agreement shall cease on the day of possession by said public authority. If a part only of the Premises should be taken under eminent domain, City shall have the right to either terminate this Agreement or to continue in possession of the remainder of the Premises. If City remains in possession, all of the terms hereof shall continue in effect. If such taking under the power of eminent domain occurs, those payments attributable to the improvements of City shall belong to City, and those payments attributable to the real property of district shall belong to District. If either the whole or part of the Premises should be taken by a public authority under the power of eminent domain, or if an act or omission of inverse condemnation shall occur causing damage to this property, the District's interest shall be valued based upon the full fair market value of the property interest taken or compromised as though the leasehold interest did not exist on the subject property. The City interest in such case shall be valued based upon the buildings, improvements and appurtenances minus any reversionary interest of the District therein.

16. ENTIRE AGREEMENT

This Agreement contains the entire understanding of the parties hereto and no obligation other than those set forth herein will be recognized.

17. AGREEMENT MODIFICATION

This Agreement may be terminated, extended, or amended in writing by the mutual consent of the parties hereto.

18. PARTIAL INVALIDITY

If any term, covenant, condition or provision of this Agreement is found by a court of competent jurisdiction to be invalid, void or unenforceable, the remainder of the provisions hereto shall remain in full force and effect and shall in no way be affected, impaired, or invalidated thereby.

19. ARTICLE HEADINGS

Article headings in this Agreement are for convenience only and are not intended to be used in interpreting or construing the terms, covenants and conditions of this Agreement.

20. RECORDATION

This signatures of the parties to this Agreement shall be acknowledged, and the Agreement shall be recorded in the Office of the Ventura County Recorder.

21. NOTICES AND PAYMENTS

All notices required under this Agreement including change of address shall be in writing. All notices shall be made as follows:

A. All notices to District shall be given or mailed to:

Conejo Recreation and Park District  
1 Boardwalk  
Thousand Oaks CA 91360

B. All notices to City shall be given or mailed to:

City of Thousand Oaks  
2150 W. Hillcrest Drive  
Thousand Oaks CA 91320

In witness whereof, the parties hereto have caused this Agreement to be executed the day and year first above written.

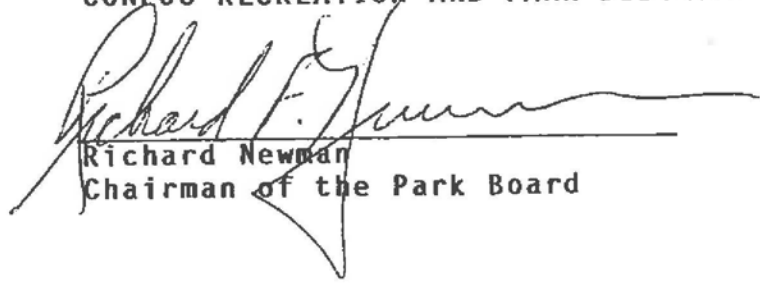
ATTEST:

  
\_\_\_\_\_  
Nancy A. Dillon, City Clerk

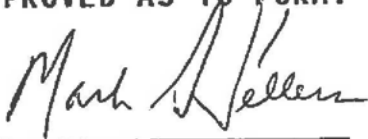
CITY OF THOUSAND OAKS

  
\_\_\_\_\_  
Lee Laxdal, Mayor


CONEJO RECREATION AND PARK DISTRICT

  
Richard Newman  
Chairman of the Park Board

APPROVED AS TO FORM:

  
Mark G. Sellers  
City Attorney

APPROVED AS TO ADMINISTRATION:

  
Grant R. Brimhall  
City Manager

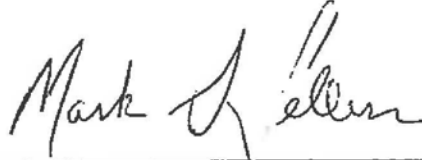
CMO/lj  
D175/A

STATE OF CALIFORNIA )  
COUNTY OF VENTURA ) SS.

On this 12 day of July 1988, before me, the undersigned, appointed City Attorney of the City of Thousand Oaks and authorized to acknowledge instruments pursuant to Civil Code Section 1182, in and for said County and State,

personally appeared MJ V. Lazz for Grant R. Brimhall, personally known to be the person who executed this instrument as City Manager for the City of Thousand Oaks, and acknowledged to me that the City of Thousand Oaks executed it.

WITNESS my hand.



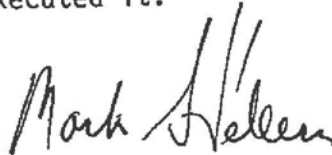
MARK G. SELLERS, CITY ATTORNEY  
City of Thousand Oaks

STATE OF CALIFORNIA )  
COUNTY OF VENTURA )

On this 12 day of July 1988, before me, the undersigned, appointed City Attorney of the City of Thousand Oaks, and authorized to acknowledge instruments pursuant to Civil Code Section 1181, in and for said County and State,

personally appeared Richard Newman, personally known to be the person who executed this instrument as Chairman of the Board for the Conejo Recreation and Park District, and acknowledged to me that the Conejo Recreation and Park District executed it.

WITNESS my hand.



MARK G. SELLERS, CITY ATTORNEY  
City of Thousand Oaks

COUNTY OF VENTURA )

On this 12 day of July 19 88, before me, the undersigned, appointed City Attorney of the City of Thousand Oaks, and authorized to acknowledge instruments pursuant to Civil Code Section 1181, in and for said County and State,

personally appeared Lee Laxdal, personally known to be the person who executed this instrument as Mayor for the City of Thousand Oaks, and acknowledged to me that the City of Thousand Oaks executed it.

WITNESS my hand.



MARK G. SELLERS, CITY ATTORNEY  
City of Thousand Oaks

PUBLIC AGENCY

STATE OF CALIFORNIA )  
                                  ) SS.  
COUNTY OF VENTURA )

On this 12 day of July 19 88, before me, the undersigned, appointed City Attorney of the City of Thousand Oaks and authorized to acknowledge instruments pursuant to Civil Code Section 1182, in and for said County and State,

personally appeared Nancy A. Dillon, personally known to be the person who executed this instrument as City Clerk for the City of Thousand Oaks, and acknowledged to me that the City of Thousand Oaks executed it.

WITNESS my hand.



MARK G. SELLERS, CITY ATTORNEY  
City of Thousand Oaks

## LEGAL DESCRIPTION

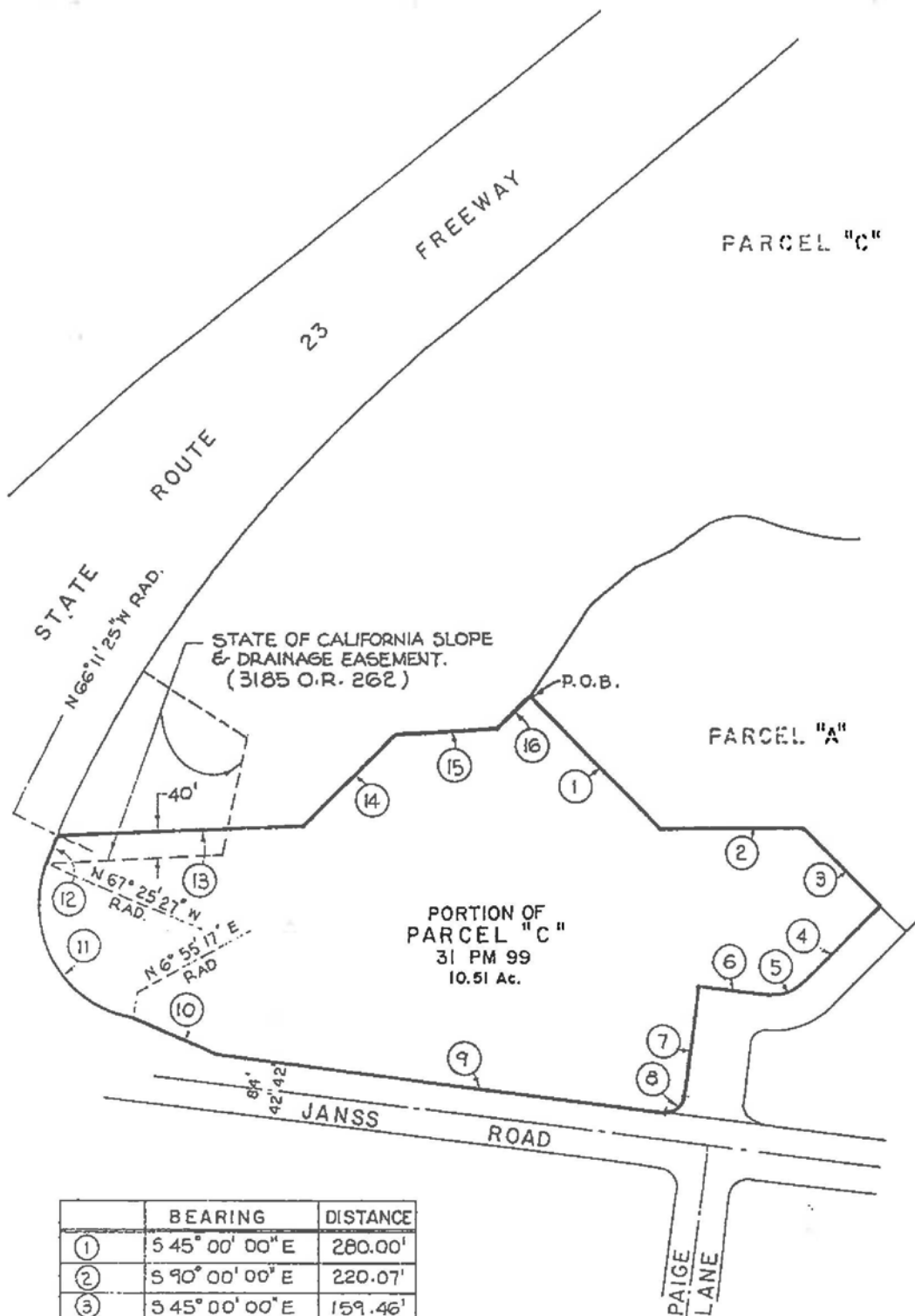
That portion of Section 3, Township 1 north, Range 19 west, Rancho El Conejo, in the County of Ventura, State of California, as per map recorded in Book 1, Page 746 of Deeds, in the office of the County Recorder of said County, described as follows:

Beginning at the most westerly corner of Parcel "A" of LD 428 as per map recorded in Book 31, Page 99 of parcel maps in the office of the County Recorder of said County; thence along the boundary of Parcel "C" of said LD 428 the following 12 courses:

1. South 45°00'00" East 280.00 feet; thence
2. South 90°00'00" East 220.07 feet; thence
3. South 45°00'00" East 159.46 feet; thence
4. South 45°00'00" West 163.79 feet to the beginning of a curve concave northerly having a radius of 57.00 feet; thence, along said curve
5. Southwesterly and westerly through a central angle of 51°55'17" an arc length of 51.65 feet; thence
6. North 83°04'43" West 115.00 feet; thence
7. South 6°55'17" West 171.10 feet to the beginning of a curve concave northwesterly having a radius of 25.00 feet; thence, along said curve
8. Southerly, southwesterly and westerly through a central angle of 90°00'00" an arc length of 39.27 feet; thence
9. North 83°04'43" West 677.96 feet; thence
10. North 67°15'56" West 136.64 feet to the beginning of a non-tangent curve concave northeasterly having a radius of 170.00 feet to which point of beginning a radial line bears South 6°55'17" West; thence, along said curve
11. Westerly, northwesterly and northerly through a central angle of 105°39'16" an arc length of 313.48 feet to the beginning of a compound curve concave southeasterly having a radius of 2045.00 feet to which point of beginning a radial line bears North 67°25'27" West; thence, along said curve
12. Northerly and northeasterly through a central angle of 1°14'02" an arc length of 44.04 feet to a line that is parallel with and distant 40.00 feet northerly measured at right angles to the southerly line of the "State of California Slope and Drainage Easement" per Book 3185, Page 262 of official records; thence, along said parallel line and leaving said boundary of Parcel "C"
13. North 88°27'49" East 370.00 feet; thence
14. North 45°00'00" East 200.00 feet; thence
15. North 88°27'49" East 145.35 feet; thence
16. North 45°00'00" East 79.75 feet to the point of beginning

The above described parcel contains 10.51 acres.

LL22/33



	BEARING	DISTANCE
①	S 45° 00' 00" E	280.00'
②	S 90° 00' 00" E	220.07'
③	S 45° 00' 00" E	159.46'
④	S 45° 00' 00" W	163.79'
⑤	$\Delta=51^{\circ} 55' 17''$ R=57.00' L=51.65'	
⑥	N 83° 04' 43" W	115.00'
⑦	S 6° 55' 17" W	171.10'
⑧	$\Delta=90^{\circ} 00' 00''$ R=25.00' L=39.27'	
⑨	N 83° 04' 43" W	677.96'
⑩	N 67° 15' 56" W	136.64'
⑪	$\Delta=105^{\circ} 39' 16''$ R=170.00' L=313.48'	
⑫	$\Delta=1^{\circ} 14' 02''$ R=2045.00' L=44.04'	
⑬	N 88° 27' 49" E	370.00'
⑭	N 45° 00' 00" E	200.00'
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⑯	N 45° 00' 00" E	79.75'

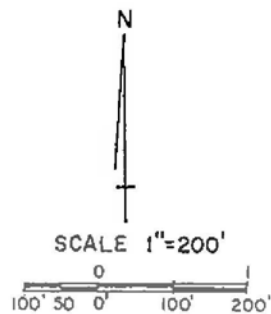


EXHIBIT "B"



LD-428  
 PORTION OF  
 PARCEL "C"

SE 45.  
 280.  
 SE 90.  
 220.07  
 SE 45.  
 159.46  
 SW 45.  
 163.79  
 NW 45.  
 57.  
 SW 6.5517  
 57.  
 SW 70.57385  
 A= 51.5517  
 R= 57.  
 L= 51.65  
 T= 27.75  
 CORD  
 49.90400853  
 SEGMENT  
 386.7410685  
 NW 83.0443  
 115.  
 SW 6.5517  
 171.1  
 NW 83.0443  
 25.  
 SW 6.5517  
 25.  
 SW 51.5517  
 A= 90.  
 R= 25.  
 L= 39.27  
 T= 25.00  
 CORD  
 35.35533906  
 SEGMENT

NW 83.0443  
 677.96  
 NW 67.1556  
 136.64  
 NE 6.5517  
 170.  
 NW 67.2527  
 170.  
 NW 30.1505  
 A= 105.3916  
 R= 170.  
 L= 313.48  
 T= 224.19  
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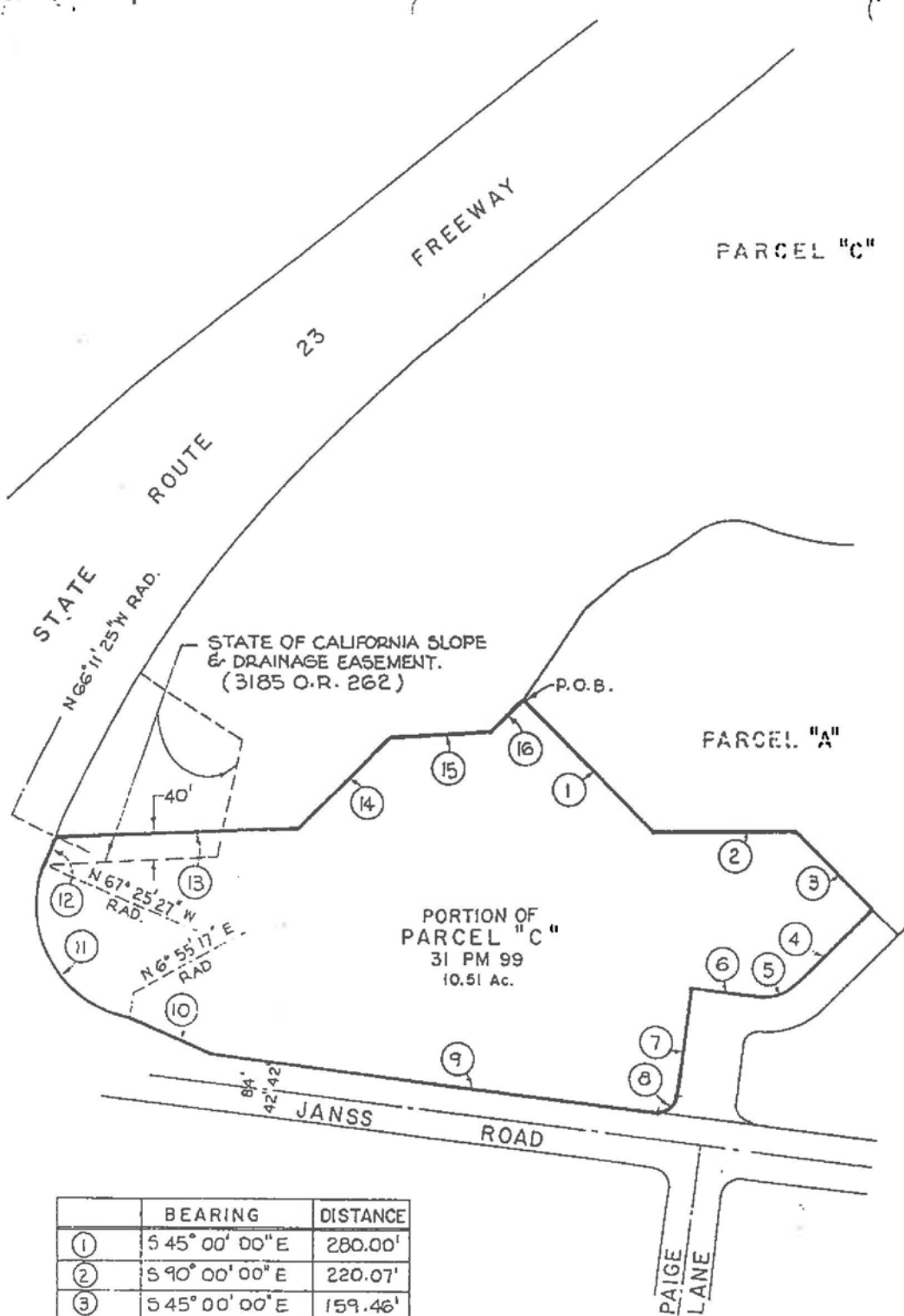
NE 45.  
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 LAT.  
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 DEP.  
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LD-428  
 PORTION OF  
 PARCEL "C"

SE 45.  
 280.  
 SE 90.  
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 SE 45.  
 159.46  
 SW 45.  
 163.79  
 NW 45.  
 57.  
 SW 6.5517  
 57.  
 SW 70.57385  
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 L= 51.65  
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 SW 6.5517  
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 NW 67.1556  
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 NE 6.5517  
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 R= 170.  
 L= 313.48  
 T= 224.19  
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 SE 67.2527  
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NE 45.  
 200.  
 NE 88.2749  
 145.35  
 NE 45.  
 79.75  
 TOTAL ERROR  
 0.004  
 ACCURACY 1/  
 727214.  
 SQ FT  
 457916.17  
 ACRES  
 10.51  
 LAT.  
 -0.0006  
 DEP.  
 0.0043



	BEARING	DISTANCE
①	S 45° 00' 00" E	280.00'
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⑬	N 67° 25' 27" W	
⑭	N 88° 27' 49" E	370.00'
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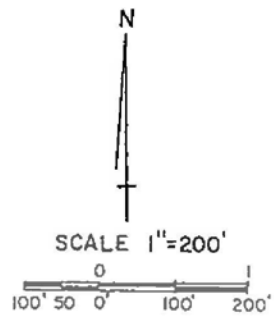


EXHIBIT "B"

## LEGAL DESCRIPTION

That portion of Section 3, Township 1 north, Range 19 west, Rancho El Conejo, in the County of Ventura, State of California, as per map recorded in Book 1, Page 746 of Deeds, in the office of the County Recorder of said County, described as follows:

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2. South 90°00'00" East 220.07 feet; thence
3. South 45°00'00" East 159.46 feet; thence
4. South 45°00'00" West 163.79 feet to the beginning of a curve concave northerly having a radius of 57.00 feet; thence, along said curve
5. Southwesterly and westerly through a central angle of 51°55'17" an arc length of 51.65 feet; thence
6. North 83°04'43" West 115.00 feet; thence
7. South 6°55'17" West 171.10 feet to the beginning of a curve concave northwesterly having a radius of 25.00 feet; thence, along said curve
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11. Westerly, northwesterly and northerly through a central angle of 105°39'16" an arc length of 313.48 feet to the beginning of a compound curve concave southeasterly having a radius of 2045.00 feet to which point of beginning a radial line bears North 67°25'27" West; thence, along said curve
12. Northerly and northeasterly through a central angle of 1°14'02" an arc length of 44.04 feet to a line that is parallel with and distant 40.00 feet northerly measured at right angles to the southerly line of the "State of California Slope and Drainage Easement" per Book 3185, Page 262 of official records; thence, along said parallel line and leaving said boundary of Parcel "C"
13. North 88°27'49" East 370.00 feet; thence
14. North 45°00'00" East 200.00 feet; thence
15. North 88°27'49" East 145.35 feet; thence
16. North 45°00'00" East 79.75 feet to the point of beginning

The above described parcel contains 10.51 acres.

LL22/33

Exhibit "A"

Contract No. 1681-88

**FIRST AMENDMENT TO  
OPERATING AGREEMENT  
BETWEEN THE CITY OF THOUSAND OAKS  
AND  
THE CONEJO RECREATION AND PARK DISTRICT  
FOR THE SENIOR ADULT CENTER**

**Contract No. 1680-1988**

THIS FIRST AMENDMENT to the Operating Agreement Between the City of Thousand Oaks , a municipal corporation, (hereafter "City") and the Conejo Recreation and Park District, a California special district, (hereafter "DISTRICT") for the Senior Adult Center, entitled Operating Agreement Between the City of Thousand Oaks and the Conejo Recreation and Park District for the Senior Adult Center and dated July 12, 1988 (herein "Agreement") is made this \_\_\_ day of July, 2018.

RECITALS

- A. Section 2 of Agreement, currently, and as may have been previously amended, provides for a termination date of July 12, 2018.
- B. CITY and DISTRICT desire to extend the date of the Agreement and update the notice provisions while keeping all other terms intact.

AGREEMENT TO AMEND

NOW, THEREFORE, the undersigned parties to Agreement agree to amend Agreement as described below:

Part 1. The Agreement is extended for a period of twenty years and Section 2 is hereby amended to read in its entirety as follows:

The term of this agreement shall be for a period of 50 years, which term shall commence upon the date of this agreement. However, that notwithstanding any other provision of this agreement, either party may cancel and terminate this agreement, with or without cause, and shall have no further obligations hereunder, by giving a written notice of said termination to the other party at least sixty ( 60) days prior to June 30th of each and every year of the term hereof . In the event written notice of termination is not timely (on or before sixty (60) days prior to June 30), said notice shall become effective, and the termination pursuant thereto shall become effective on June 30 of the following year .

Part 2. Section 12 is hereby amended to read in its entirety as follows:

Notices given pursuant to the provisions of this agreement or necessary to carry out its provision shall be in writing and delivered personally to the person to whom the notice is to be given, or mailed postage prepaid addressed to such person. The addresses for this purpose shall be as follows:

City:  
City Manager  
City of Thousand Oaks  
2100 Thousand Oaks Blvd.  
Thousand Oaks, CA 91362

District:  
General Manager  
Conejo Recreation and Park District  
403 West Hillcrest Drive  
Thousand Oaks, CA 91360

Part 3. All terms used in Part 1 above shall have the meanings ascribed thereto in Contract. Except as amended in Part 1 above, all other sections, terms, obligations, duties, clauses, and provisions of Contract shall remain the same.

IN WITNESS WHEREOF, the parties execute this First Amendment to Operating Agreement Between the City of Thousand Oaks and the Conejo Recreation and Park District for the Senior Adult Center as of the date set forth above.

**CONEJO RECREATION AND PARK DISTRICT**

**CITY OF THOUSAND OAKS**

\_\_\_\_\_  
Susan L. Holt, Chair

\_\_\_\_\_  
Andrew P. Fox, Mayor

**ATTEST:**

**ATTEST:**

\_\_\_\_\_  
Jim Friedl, General Manager

\_\_\_\_\_  
Cynthia M. Rodriguez, City Clerk

**APPROVED AS TO ADMINISTRATION:**

\_\_\_\_\_  
Andrew P. Powers  
City Manager

**APPROVED AS TO FORM:**

\_\_\_\_\_  
Tracy Noonan  
City Attorney

**OPERATING AGREEMENT BETWEEN THE CITY OF THOUSAND OAKS  
AND THE CONEJO RECREATION AND PARK DISTRICT  
FOR THE SENIOR ADULT CENTER**

This Agreement, entered into this 12th day of July, 1988, by and between the City of Thousand Oaks, a municipal corporation herein referred to as "City," and the Conejo Recreation and Park District, a California special district, herein referred to as "District."

**WITNESSETH:**

WHEREAS, City is a municipal corporation located in the County of Ventura, State of California, and will be the owner of the new Goebel senior adult center building to be located on real property owned by District and leased to the City which is described in Exhibit A, attached hereto and incorporated herein by this reference; and

WHEREAS, District is a recreation and park district which provides recreation and park services on a community-wide basis and which boundaries include the City of Thousand Oaks; and District has developed expertise, professional knowledge, competence and staff capability in the business of park and recreation services; and

WHEREAS, said District provides recreation and park services for the citizens of the City of Thousand Oaks and as a result thereof, City has been relieved of the obligation of providing said services to its citizens; and

WHEREAS, City and District are desirous of entering into an agreement relative to the operation and maintenance of the Goebel Senior Adult Center, wherein District undertakes to perform all recreational services connected therewith, and City assumes other responsibilities; and

WHEREAS, the Government Code of the State of California empowers the City and Public Resources Code empowers the District to acquire sites for and to acquire, construct, maintain, and operate facilities, including buildings, parking, and landscaping necessary and convenient for recreational purposes and for other public and municipal purposes; and

WHEREAS, Chapter 5, Division 7, Title 1 of the Government Code of the State of California, provides that two or more public agencies by agreement may join in the exercise of any power common to each of them and this agreement is entered into pursuant to said joint exercise of powers authority.

**NOW, THEREFORE, IT IS MUTUALLY AGREED** by and between the parties hereto as follows:

**1. BASIC AGREEMENT**

As a follow-up to that certain Land Lease separately entered into between District and City allowing for the nonexclusive use of the real property described in Exhibit A, attached hereto, district hereby agrees to the terms and conditions herein and agrees to commence and maintain recreational programs for senior adults pursuant to the provisions hereof at the new Goebel Senior Adult Center, a facility to be constructed of approximately

17,400 square feet. The District shall, at its own and sole expense, operate, commence and maintain the recreational programs described herein upon the completion and acceptance by the City of the building is referred to as the new Goebel Senior Adult Center, Janss Road, Thousand Oaks, California. The City hereby, authorize the District to have the non-exclusive use of the Goebel Senior Adult Center facility for the above described operation of senior recreational purposes.

## 2. TERM

The term of this agreement shall be for a period of 30 years, which term shall commence upon the date of this agreement. However, that notwithstanding any other provision of this agreement, either party may cancel and terminate this agreement, with or without cause, and shall have no further obligations hereunder, by giving a written notice of said termination to the other party at least sixty (60) days prior to June 30th of each and every year of the term hereof. In the event written notice of termination is not timely (on or before sixty (60) days prior to June 30), said notice shall become effective, and the termination pursuant thereto shall become effective on June 30 of the following year.

## 3. ACTIVITIES OF DISTRICT

At and/or within the Goebel Senior Adult Center, the District shall organize, manage, and conduct recreation programs and related services designed primarily for senior citizens ages 50 years and older. District shall supply the expertise, professional knowledge and competence, and staff for the operation of said recreational programs and services at the Goebel Senior Adult Center. District shall act as the coordinating agency for all senior citizens activities and organizations operating within the center and all scheduling of activities within the center. The parties hereto understand and agree that the use of premises by District shall be nonexclusive and that City and District have the right to use said premises for other than recreational and public purposes. City shall schedule all their uses through District. The parties agree to use every reasonable effort to coordinate said premises use and to avoid conflict in the scheduling thereof.

## 4. UTILITIES

The City shall provide at its own expense the following utilities necessary for the operation and use of the premises: electricity, gas, water, sewer and refuse collection. District shall provide at its expense the following utilities which may be used in connection with its recreational programs: telephone service and cable TV service.

## 5. MAINTENANCE OF PREMISES

City shall provide and maintain at its expense all interior and exterior maintenance of the premises, including interior custodian services, plant and irrigation systems. District shall have no responsibility for either interior or exterior maintenance of the premises.

## 6. FURNISHING AND EQUIPMENT

District shall provide and maintain at its expense all interior furnishings. City shall have no responsibility for interior furnishings, their repair or upkeep.



7. RELATIONSHIP OF PARTIES

The District's relationship to the City shall be one of independent contractor to City and that in no event shall this agreement be construed as creating any other relationship, including that of joint venturer, employer-employee, principal-agent, or any other relationship not herein designated.

8. NO GRANT OF TITLE

Nothing herein contained shall be construed to grant or to imply that any grant or conveyance has been made to District of any title or interest in and to said Goebel Senior Adult Center improvements or of the City's interest under its lease of the land on which the same is located.

9. MUTUAL INDEMNITY AND HOLD HARMLESS

Neither City nor any officer or employee thereof shall be responsible for any damage or liability occurring by reason of anything done or omitted to be done by District under or in connection with any activity delegated to District under this agreement. The District shall fully indemnify and hold City harmless from any liability imposed for injury (as defined by Government Code, Section 810.8) occurring by reason of anything done or omitted to be done by District pursuant to this agreement.

Neither District nor any officer or employee thereof shall be responsible for any damage or liability occurring by reason of anything done or omitted to be done by City under or in connection with any activity delegated to City pursuant to this agreement. The City shall fully indemnify and hold District harmless from any liability imposed for injury (as defined by Government Code, Section 810.8) occurring by reason of anything done or omitted to be done by City under or in connection with any activity delegated to City pursuant to this agreement.

10. AMENDMENTS

No alteration, variation, or amendment of the terms of this agreement is valid unless made in writing and signed by the parties and that no oral understanding or agreements not incorporated, and no alterations or variations of the terms, unless made in writing between the parties, is binding on either of the parties hereto.

11. NO ASSIGNMENT

There shall be no assignment of this agreement or subleasing by the District, except upon the City's written consent, which shall not be unreasonably withheld.

12. MANNER OF GIVING NOTICE

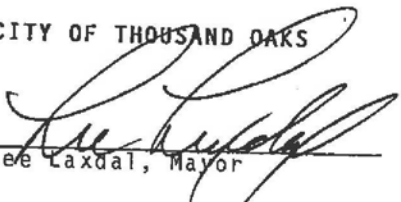
Notices given pursuant to the provisions of this agreement or necessary to carry out its provision shall be in writing and delivered personally to the person to whom the notice is to be given, or mailed postage prepaid addressed to such person. The addresses for this purpose shall be as follows:

City:                      City Manager  
                                 City of Thousand Oaks  
                                 2150 West Hillcrest Drive  
                                 Thousand Oaks, CA 91320

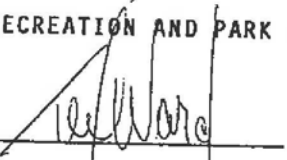
District: General Manager  
Conejo Recreation and Park District  
1 Boardwalk, Suite 200  
Thousand Oaks, CA 91360

IN WITNESS WHEREOF the parties hereto have caused this instrument to be executed on the date above designated by the proper officers of each who are duly authorized to execute this instrument.

CITY OF THOUSAND OAKS

  
Lee Laxdal, Mayor

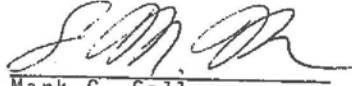
CONEJO RECREATION AND PARK DISTRICT

  
Tex Ward  
General Manager and Secretary  
to the Board of Directors

ATTEST:

  
Nancy A. Dillon, City Clerk

APPROVED AS TO FORM:

  
Mark G. Sellers  
City Attorney

APPROVED AS TO ADMINISTRATION:

  
Grant R. Brimhall  
City Manager

CMO:1j  
D176/A



# Conejo Recreation & Park District

**GENERAL MANAGER**  
Jim Friedl

**BOARD OF DIRECTORS**  
Susan L. Holt, Chair  
Joe Gibson, Vice Chair  
George M. Lange, Director  
Ed Jones, Director  
Chuck Huffer, Director

**GENERAL MANAGER EMERITUS**  
Tex Ward

**DATE:** July 5, 2018  
**TO:** Board of Directors  
**FROM:** Jim Friedl, General Manager   
**SUBJECT:** Amendments to Operating Agreement for Goebel Adult Community Center (aka "Senior Center") and the Land Lease for the Senior and Teen Center

## RECOMMENDATIONS

1. Approve First Amendment to Operating Agreement with City of Thousand Oaks (City Contract No. 1680-1988) for the Goebel Adult Community Center (GACC) extending term for a period of 20 years.
2. Approve First Amendment to Land Lease with City of Thousand Oaks (City Contract No. 1681-1988) to provide consistent cessation of use and removal of improvement terms between GACC and Teen Centers.

## BACKGROUND

The City and Conejo Recreation and Park District have collaborated on many projects over the years. The GACC and Alex Fiore Thousand Oaks Teen Center are two examples of the enhanced facilities and programs made possible by the long-standing cooperative approach pursued by City and District to deliver public facilities and services.

The term of the Operating Agreement for the GACC is expiring and staff is recommending the underlying Land Lease be updated to bring consistency between the Teen Center and GACC in terms of cessation of use and property disposition. The attached staff report prepared by the City provides additional information and includes the two proposed amended agreements, which City and District staff are recommending approval to the Council and CRPD Board respectively.

## STRATEGIC PLAN COMPLIANCE

1.1 Offer diversified programs that meet the needs of the community and 1.1.1 expand program opportunities through partnerships. 4.0 Partnerships: Collaborate with other entities to fulfill the District's mission. 4.1 Develop, maintain and enhance relationships with the City of Thousand Oaks.

### Attachments:

City Staff Report dated July 10, 2018 (including 2 attached First Amended Agreements)  
City Contract 1680-88 (Operating Agreement for Senior Adult Center)  
City Contract 1681-88 (Land Lease for Senior/Teen Center)

### ADMINISTRATIVE OFFICES

403 West Hillcrest Drive • Thousand Oaks, CA 91360-4223  
(805) 495-6471 • FAX: (805) 497-3199 • Email: parks@crpd.org • Website: www.crpd.org

**TO:** Andrew P. Powers, City Manager  
**FROM:** John F. Adams, Finance Director  
**DATE:** July 10, 2018  
**SUBJECT:** Amendments to Adult/Teen Center Agreements

**RECOMMENDATION:**

1. Approve First Amendment to Operating Agreement with Conejo Recreation and Park District (Contract No. 1680-1988) for the Goebel Adult Community Center to extend term for a period of 20 years.
2. Approve First Amendment to Land Lease with Conejo Recreation and Park District (Contract No. 1681-1988) to standardize terms.

**FINANCIAL IMPACT:**

**No Additional Funding Requested.** Minimal staff time to complete staff report is included in the Adopted FY 2017-18 General Fund Budget.

**BACKGROUND:**

In 1988, the City leased property from the Conejo Recreation and Park District (District) to construct the Goebel Adult Community Center (Adult Center) and the Alex Fiore Thousand Oaks Teen Center (Teen Center). Land Lease Agreement number 1681-1988 (Land Lease) has a 50-year term and expires in 2038.

In addition, the City and the District entered into Operating Agreement number 1680-88 (Operating Agreement) for the administration of the Adult Center. Pursuant to the Operating Agreement, the City maintains the building and improvements and pays for most utilities. The District provides programming and funds personnel and furnishings. The Operating Agreement has a 30-year term which expires in July 2018.

**DISCUSSION/ANALYSIS:**

City and the District have a history of a close cooperation in the development, construction, and operation of the important public facilities at the entrance to the Conejo Creek North Park: the Grant R. Brimhall Library, the Goebel Adult Community Center, and the Alex Fiore Teen Center. These facilities have proven to be highly successful and are very popular with City residents.

**Amendments to Adult/Teen Center Agreements**  
**July 10, 2018**  
**Page 2**

To maintain current funding and operations for the Adult Center, the Operating Agreement must be extended. The First Amendment to the Operating Agreement (Attachment #1) extends the agreement for a period of 20 years to coincide with the term of the lease.

Because the concept of a teen center was experimental in 1988, the Land Lease terms for the Teen Center and Adult Center are not the same. For example, whereas the lease for the Adult Center is for 50 years, the commitment to use the second facility as a Teen Center is limited to 30 years.

Over the last 30 years, the partnership with the District has worked well. Staff recommends that the lease be revised so that the terms apply equally to both facilities. This will not preclude the City and District from making mutually beneficial changes to partnership or modifying the use of the facilities in the future. Any such decisions can come out of a more robust and collaborative discussion of needs and vision for the future.

Staff recommends that both the Adult Center and Teen Center be subject to the same terms for cessation of use and ownership of improvements. The proposed First Amendment to the Land Lease (Attachment #2), provides that should the Teen Center cease to function as a teen center at any point during the lease term, both the City and the District must agree to a new use of the land and building.

**COUNCIL GOAL COMPLIANCE:**

Meets City Council Goals B and F:

- B. Operate City government in a fiscally and managerially responsible and prudent manner to ensure that the City of Thousand Oaks remains one of California's most desirable places to live, work, visit, recreate, and raise a family.
- F. Continue City's commitment to community and cultural programs and services (such as Performing Arts/Theatres, Libraries, TOTV, Visual Arts, Youth and Senior Programs).

**PREPARED BY:** Jane Adelmann, Debt and Investment Analyst

Attachments:

- Attachment #1 – First Amendment to Operating Agreement No. 1680-1988
- Attachment #2 – First Amendment to Land Lease No. 1681-1988

Project Name: Senior Center

**FIRST AMENDMENT TO  
OPERATING AGREEMENT  
BETWEEN THE CITY OF THOUSAND OAKS  
AND  
THE CONEJO RECREATION AND PARK DISTRICT  
FOR THE SENIOR ADULT CENTER**

**Contract No. 1680-1988**

THIS FIRST AMENDMENT to the Operating Agreement Between the City of Thousand Oaks, a municipal corporation, (hereafter "City") and the Conejo Recreation and Park District, a California special district, (hereafter "DISTRICT") for the Senior Adult Center, entitled Operating Agreement Between the City of Thousand Oaks and the Conejo Recreation and Park District for the Senior Adult Center and dated July 12, 1988 (herein "Agreement") is made this 10<sup>th</sup> day of July, 2018.

RECITALS

- A. Section 2 of Agreement, currently, and as may have been previously amended, provides for a termination date of July 12, 2018.
- B. CITY and DISTRICT desire to extend the date of the Agreement and update the notice provisions while keeping all other terms intact.

AGREEMENT TO AMEND

NOW, THEREFORE, the undersigned parties to Agreement agree to amend Agreement as described below:

Part 1. The Agreement is extended for a period of twenty years and Section 2 is hereby amended to read in its entirety as follows:

The term of this agreement shall be for a period of 50 years, which term shall commence upon the date of this agreement. However, that notwithstanding any other provision of this agreement, either party may cancel and terminate this agreement, with or without cause, and shall have no further obligations hereunder, by giving a written notice of said termination to the other party at least sixty (60) days prior to June 30th of each and every year of the term hereof.

In the event written notice of termination is not timely (on or before sixty (60) days prior to June 30), said notice shall become effective, and the termination pursuant thereto shall become effective on June 30 of the following year.

Part 2. Section 12 is hereby amended to read in its entirety as follows:

Notices given pursuant to the provisions of this agreement or necessary to carry out its provision shall be in writing and delivered personally to the person to whom the notice is to be given, or mailed postage prepaid addressed to such person. The addresses for this purpose shall be as follows:

City:	District:
City Manager	General Manager
City of Thousand Oaks	Conejo Recreation and Park District
2100 Thousand Oaks Blvd.	403 West Hillcrest Drive
Thousand Oaks, CA 91362	Thousand Oaks, CA 91360

Part 3. All terms used in Part 1 above shall have the meanings ascribed thereto in Contract. Except as amended in Part 1 above, all other sections, terms, obligations, duties, clauses, and provisions of Contract shall remain the same.

IN WITNESS WHEREOF, the parties execute this First Amendment to Operating Agreement Between the City of Thousand Oaks and the Conejo Recreation and Park District for the Senior Adult Center as of the date set forth above.

CONEJO RECREATION AND PARK  
DISTRICT

CITY OF THOUSAND OAKS

\_\_\_\_\_  
Susan L. Holt, Chair

\_\_\_\_\_  
Andrew P. Fox, Mayor

ATTEST:

ATTEST:

\_\_\_\_\_  
Jim Friedl, General Manager

\_\_\_\_\_  
Cynthia M. Rodriguez, City Clerk

APPROVED AS TO ADMINISTRATION:

\_\_\_\_\_  
Andrew P. Powers, City Manager

APPROVED AS TO FORM:

\_\_\_\_\_  
Tracy M. Noonan, City Attorney

Recording Requested by and  
when recorded return to:

Finance Director  
City of Thousand Oaks  
2100 Thousand Oaks Boulevard  
Thousand Oaks, CA 91362

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Project Name: Sr/Teen Center Lease

**FIRST AMENDMENT TO LAND LEASE  
BETWEEN THE CITY OF THOUSAND OAKS AND  
THE CONEJO RECREATION AND PARK DISTRICT  
FOR THE LEASE OF A PARCEL OF LAND FOR THE  
CONSTRUCTION OF A SENIOR ADULT FACILITY AND TEEN CENTER**

**Contract No. 1681-1988**

THIS FIRST AMENDMENT to the land lease entered into between the **CITY OF THOUSAND OAKS**, a municipal corporation, (hereafter "City") and **CONEJO RECREATION AND PARK DISTRICT** ("District"), entitled Land Lease Between the City of Thousand Oaks and the Conejo Recreation and Park District for the Lease of a Parcel of Land for the Construction of a Senior Adult Facility and Teen Center, recorded in the Official Records of Ventura County as Document No. 89-038114 and dated July 12, 1988 (herein "Lease") is entered this 10th day of July 2018.

RECITALS

- A. Section 5 A of Lease relating to cessation of use, currently, and as may have been previously amended, contains different provisions for cessation of use of the Teen Center and the Senior Adult Center.
- B. Section 8 of the Lease relating to ownership and removal of improvements, currently, and as may have been previously amended, contains different provisions for ownership and removal of improvements upon lease expiration of the Teen Center and the Senior Adult Center.
- C. Section 21 of the Lease relating to notices, currently, and as may have been previously amended, contains outdated addresses for the parties.
- D. The parties desire to amend the Lease so that the Teen Center and the Senior Adult Center are subject to the same provisions regarding cessation of use and ownership and removal of improvements.



## AGREEMENT TO AMEND

NOW, THEREFORE, the undersigned parties to Lease agree to amend Lease as described below:

Part 1. Section 5. A. 1) Teen Center of the Lease is hereby amended to read in its entirety as follows:

Teen Center - should the Teen Center cease being used as such during any time during the leasehold interest, the Teen Center and the entire premises may be used only for such uses as may be mutually agreeable to the City and District.

Part 2. Section 8. Ownership and Removal of Improvements of the Lease is hereby amended to read in its entirety as follows:

All improvements placed on the Premises by City during the term of this Agreement, shall be the property of the City until this lease expires when any left on the land shall become the property of the District. City shall be allowed a reasonable period of time after such termination in which to remove any fixtures or improvements.

Part 3. Section 21. Notices and Payments of the Lease is hereby amended to read in its entirety as follows:

All notices required under this Agreement including change of address shall be in writing. All notices shall be made as follows:

A. All notices to District shall be given or mailed to:

General Manager  
Conejo Recreation and Park District  
403 West Hillcrest Drive  
Thousand Oaks CA 91360

B. All notices to City shall be given or mailed to:

City Manager  
City of Thousand Oaks  
2100 Thousand Oaks Boulevard  
Thousand Oaks CA 91362

Part 4. All terms used in Part 1 and 2 above shall have the meanings ascribed thereto in Lease. Except as amended in Part 1 and 2 above, all other sections, terms, obligations, duties, clauses, and provisions of Contract shall remain the same.

IN WITNESS WHEREOF, the parties execute this First Amendment to Land Lease Between the City of Thousand Oaks and the Conejo Recreation and Park District for the Lease of a Parcel of Land for the Construction of a Senior Adult Facility and Teen Center as of the date set forth above.

**CONEJO RECREATION AND PARK DISTRICT**

\_\_\_\_\_  
Susan L. Holt, Chair

**ATTEST:**

\_\_\_\_\_  
Jim Friedl, General Manager

**CITY OF THOUSAND OAKS**

\_\_\_\_\_  
Andrew P. Fox, Mayor

**ATTEST:**

\_\_\_\_\_  
Cynthia M. Rodriguez, City Clerk

**APPROVED AS TO ADMINISTRATION:**

\_\_\_\_\_  
Andrew P. Powers, City Manager

**APPROVED AS TO FORM:**

\_\_\_\_\_  
Tracy M. Noonan, City Attorney

Recording Requested by and  
when recorded return to:

Finance Director  
City of Thousand Oaks  
2100 Thousand Oaks Boulevard  
Thousand Oaks, CA 91362

---

Project Name: Sr/Teen Center Lease

**FIRST AMENDMENT TO LAND LEASE  
BETWEEN THE CITY OF THOUSAND OAKS AND  
THE CONEJO RECREATION AND PARK DISTRICT  
FOR THE LEASE OF A PARCEL OF LAND FOR THE  
CONSTRUCTION OF A SENIOR ADULT FACILITY AND TEEN CENTER**

**Contract No. 1681-1988**

THIS FIRST AMENDMENT to the land lease entered into between the **CITY OF THOUSAND OAKS**, a municipal corporation, (hereafter "City") and **CONEJO RECREATION AND PARK DISTRICT** ("District"), entitled Land Lease Between the City of Thousand Oaks and the Conejo Recreation and Park District for the Lease of a Parcel of Land for the Construction of a Senior Adult Facility and Teen Center, recorded in the Official Records of Ventura County as Document No. 89-038114 and dated July 12, 1988 (herein "Lease") is made this \_\_\_ day of July 2018.

RECITALS

- A. Section 5 A of Lease relating to cessation of use, currently, and as may have been previously amended, contains different provisions for cessation of use of the Teen Center and the Senior Adult Center.
- B. Section 8 of the Lease relating to ownership and removal of improvements, currently, and as may have been previously amended, contains different provisions for ownership and removal of improvements upon lease expiration of the Teen Center and the Senior Adult Center.
- C. Section 21 of the Lease relating to notices, currently, and as may have been previously amended, contains outdated addresses for the parties.
- D. The parties desire to amend the Lease so that the Teen Center and the Senior Adult Center are subject to the same provisions regarding cessation of use and ownership and removal of improvements.

## AGREEMENT TO AMEND

NOW, THEREFORE, the undersigned parties to Lease agree to amend Lease as described below:

Part 1. Section 5. A. 1) Teen Center of the Lease is hereby amended to read in its entirety as follows:

Teen Center - should the Teen Center cease being used as such during any time during the leasehold interest, the Teen Center and the entire premises may be used only for such uses as may be mutually agreeable to the City and District.

Part 2. Section 8. Ownership and Removal of Improvements of the Lease is hereby amended to read in its entirety as follows:

All improvements placed on the Premises by City during the term of this Agreement, shall be the personal property of the City until this lease expires when any left on the land shall become the property of the District. City shall be allowed a reasonable period of time after such termination in which to remove any fixtures or improvements.

Part 3. Section 21. Notices and Payments of the Lease is hereby amended to read in its entirety as follows:

All notices required under this Agreement including change of address shall be in writing. All notices shall be made as follows:

A. All notices to District shall be given or mailed to:

General Manager  
Conejo Recreation and Park District  
403 West Hillcrest Drive  
Thousand Oaks CA 91360

B. All notices to City shall be given or mailed to:

City Manager  
City of Thousand Oaks  
2100 Thousand Oaks Boulevard  
Thousand Oaks CA 91362

Part 4. All terms used in Part 1 and 2 above shall have the meanings ascribed thereto in Lease. Except as amended in Part 1 and 2 above, all other sections, terms, obligations, duties, clauses, and provisions of Contract shall remain the same.

IN WITNESS WHEREOF, the parties execute this First Amendment to Land Lease Between the City of Thousand Oaks and the Conejo Recreation and Park District for the Lease of a Parcel of Land for the Construction of a Senior Adult Facility and Teen Center as of the date set forth above.

**CONEJO RECREATION AND PARK DISTRICT**

\_\_\_\_\_  
Susan L. Holt, Chair

**ATTEST:**

\_\_\_\_\_  
Jim Friedl, General Manager

**CITY OF THOUSAND OAKS**

\_\_\_\_\_  
Andrew P. Fox, Mayor

**ATTEST:**

\_\_\_\_\_  
Cynthia M. Rodriguez, City Clerk

**APPROVED AS TO ADMINISTRATION:**

\_\_\_\_\_  
Andrew P. Powers  
City Manager

**APPROVED AS TO FORM:**

\_\_\_\_\_  
Tracy Noonan  
City Attorney

Recording Requested By  
and when recorded return :

First American Title  
2520 Financial Square  
Oxnard CA 93030

Attn: Subdivision  
88003980

89-038114

Rec Fee .00  
Total .00

Recorded  
Official Records  
County of  
Ventura  
Richard D. Dean  
Recorder  
8:00am 13-Mar-89

89 APR -4 PM 4:50

CITY OF  
THOUSAND OAKS

CC 18

LAND LEASE BETWEEN THE CITY OF THOUSAND OAKS  
AND THE CONEJO RECREATION AND PARK DISTRICT  
FOR THE LEASE OF A PARCEL OF LAND  
FOR THE CONSTRUCTION OF A SENIOR ADULT FACILITY  
AND TEEN CENTER

This Agreement is entered into this 12th day of July,  
1988 by and between the City of Thousand Oaks, a municipal  
corporation, created and existing by virtue of the laws of the  
State of California, hereinafter called "City" and the Conejo  
Recreation and Park District, hereinafter called "District".

WHEREAS, there is a need for an expanded senior adult center in  
the Conejo Valley to replace the Goebel Senior Center on Conejo  
School Road; and

WHEREAS, there is also a need for a teen center to provide  
community youth a social, recreational and educational center;  
and

WHEREAS, it has been determined by City and District that the  
most desirable locations is on the north side of Janss Road and  
east of the Thousand Oaks (23) Freeway on the Conejo Creek Park  
property; and

WHEREAS, District desires to make such land available to City for  
the construction of a Senior Adult Center and Teen Center and  
appurtenant facilities which will be operated by the District;  
and

WHEREAS, there has been a long history of cooperative  
relationships between the two agencies involving, but not limited  
to, the purchase and development of park properties for the  
benefit of the entire community; and

WHEREAS, the Senior Adult Center will enhance the leisure time  
capabilities of the senior adult populous of the Conejo Valley  
and the Teen Center will provide a safe place for teens to  
partake in non-school activities; and

WHEREAS, District may desire to construct, or cause to be  
constructed, recreation facilities as an adjunct to the Senior  
Adult Center and Teen Center, thereby directly enhancing the  
capabilities of District to deliver recreation services; and

Contract No. 1681-88

#3168

WHEREAS, the City and the District have formed a Joint Powers Authority, created on December 17, 1985, for the purpose of operating that facility; and

WHEREAS, the City and Thousand Oaks Redevelopment Agency have formed a Public Financing Authority for the purpose of financing various public facilities through issuance and sale of Certificates of Participation.

NOW, THEREFORE, THE PARTIES HERETO DO MUTUALLY AGREE AS FOLLOWS:

1. PROPERTY LEASED

District hereby leases to City and City hereby rents for the sum of one dollar (\$1.00) per year from District the property, hereinafter called "Premises", located in the County of Ventura, State of California, described as follows:

That portion of Parcel "C" LD 428 in the City of Thousand Oaks, County of Ventura, State of California, as per map recorded in Book 31, Page 99 of the parcel map in the office of the County Recorder of said County as described in Exhibits A and B attached.

2. TERM

The term of this Agreement shall be for a period of fifty (50) years commencing on the first day of the calendar month following the day the Agreement has been executed by both parties.

3. OPTION

City may, at its option, extend this Agreement for two additional twenty-four (24) year periods. Each period shall commence on the day following the termination of the preceding term and shall terminate twenty-four (24) years after the termination of the preceding term. The option for each period shall be exercised separately by City giving District written notice at least six (6) months prior to the expiration of each applicable period. The extensions shall be on all the terms and conditions as are contained herein.

4. HOLDOVER

If City holds possession of the Premises after the expiration of the term of this Agreement, or any extension thereof, with consent of District, either expressed or implied,

City shall become a tenant from month to month. Such tenancy to be subject to all of the terms and conditions of this Agreement.

## 5. USE

The property shall be used for a Senior Adult Center of approximately 17,000 square feet which will be constructed and owned by the City on this site to be operated by the District to provide leisure, recreational, social and educational services to seniors and adults. A Teen Center of approximately 13,000 square feet will be constructed and owned by the City on this site to provide leisure, recreational, social and educational services to teens. However, other incidental public uses may also occur at the Senior Center and Teen Center. The City will also construct and own three parking lots on the property which may be used jointly by patrons of the Senior Adult Center, Teen Center and Library.

### A. Cessation of Original Use

- 1) Teen Center - notwithstanding the foregoing, should the Teen Center cease being used as a Teen Center prior to the expiration of 30 years, or during the period when certificates of participation are outstanding, whichever occurs first, the Teen Center building, improvements and appurtenances shall be available for use only as mutually agreed between City and District. If the Premises cease to be used as a Teen Center after the expiration of the above period, the building, improvements and appurtenances shall be the property of the District.
- 2) Senior Adult Center - should the Senior Adult Center cease operations as such during any time during the leasehold interest, the Center and the entire premises may be used only for such uses as may be mutually agreeable to the City and District.

## 6. CONSIDERATION

In full consideration for use of Premises over the term of this Agreement and any extensions thereof, City will cause to be developed a Senior Adult Center and a Teen Center on the premises. District has determined that a Senior Adult Center and Teen Center will be compatible with the proposed uses of District's adjoining property and will enhance its adjoining property.



## **7. IMPROVEMENTS BY CITY**

The City may make such excavation of and do such grading of the Premises, and may place such improvements on the Premises, as the City may time to time deem desirable, subject to the review and approval of the District. Once improvements have been placed pursuant to the provisions of this agreement, City may, at City's option and expense, thereafter make minor modifications of such improvements. For the purpose of this agreement, City may, at City's option and expense, thereafter make minor modifications of such improvements. For the purpose of this agreement, any modification which entails a change in the location of, amount of land covered by, basic exterior dimensions of, or basic exterior appearance of any improvement is not a "minor modification" and shall be subject to the prior approval of the District.

At the request of the District, the City shall process and approve a parcel map subdividing the property into two parcels with the interior subdivision line dividing the properties between the teen center and senior center at a location as approved by the District.

## **8. OWNERSHIP AND REMOVAL OF IMPROVEMENTS**

All improvements placed on the Premises by City during a period of 30 years from the date of this Agreement, or during the period when Certificates are outstanding, whichever event ends first, shall be the personal property of Public Financing Authority. Any such improvements associated with the Teen Center which remain on the Premises upon the expiration of that period shall be disbursed according to the direction of the Joint Powers Authority, or as stated in the Joint Exercise of Powers Agreement. The Senior Adult Center improvements shall be the property of the City until this lease expires when any left on the land shall become the property of the District. City shall be allowed a reasonable period of time after such termination in which to remove any fixtures or improvements.

## **9. REPAIRS AND MAINTENANCE**

Except as provided in the operating agreement between the City and the District, the City shall provide and maintain, at its expense, all interior and exterior maintenance of the Senior Adult Center, including exterior and interior custodial services, planting and irrigation systems. The Joint Powers Authority shall provide and maintain the Teen Center at its expense, including exterior and interior custodial services, planting and irrigation systems.

## 10. ENTRY ON PREMISES

City and District may enter upon the Premises and any improvements placed thereon at all reasonable times to examine the condition thereof and for the purpose of providing such maintenance as the District desires to make, provided that such right shall not be exercised in such a manner as to unreasonably interfere with any business conducted by entity (City or District) on the Premises. District shall restore at its expense any improvements affected by District's exercise of its rights granted hereunder.

## 11. ASSIGNMENT AND SUBLETTING: FUTURE SUBLEASE OF TEEN CENTER TO JOINT POWERS AUTHORITY FOR OPERATION

City shall have the right to assign this Agreement and/or to sublet to an entity formed by City, or City and others, for the purpose of financing the Senior Adult Center and Teen Center facilities. As one of the purposes for this land lease, the City will lease the land to a specially created entity (Public Financing Authority) which will issue and sell certificates of participation to raise money to construct the Teen Center and Senior Adult Center. After the Public Financing Authority has issued said certificates and constructed these facilities, these improvements will be leased to the City. The City's rental payments under that facility lease are the source of repayment and security for the certificates. Once the City has leased back the land and constructed facilities it shall sublease the Teen Center to the Teen Center and Services Joint Powers Authority created between the City and the District for the purpose of operating that facility. Any other assignment or subletting shall be with the written consent of District. District shall not arbitrarily withhold such consent but shall give such consent in every instance wherein District's interest will not be affected to its detriment.

## 12. DEFAULT OR BREACH

Except as otherwise provided, at any time one party to this Agreement is in default or breach in the performance of any of the terms and conditions of this Agreement, the other party shall give written notice to remedy such default or breach. If said default or breach is remedied within thirty (30) days following such notice, then this Agreement shall continue in full force and effect. If such default or breach is not remedied within thirty (30) days following such notice, the other party may, at its option, terminate this Agreement. Such termination shall not be considered a waiver of damages or other remedies available to either party because of such default or breach.

13. WAIVER

A waiver by either party of any default or breach by the other party in the performance of any of the covenants, terms or conditions of this Agreement shall not constitute or be deemed a waiver of any subsequent or other default or breach.

14. PARTIES BOUND AND BENEFITTED

The covenants, terms and conditions herein contained shall apply to and bind the heirs, successors, executors, administrators, and assignee of all the parties hereto; and all of the parties hereto shall be jointly and severally liable hereunder.

15. CONDEMNATION

If the whole of the Premises should be taken by a public authority under the power of eminent domain, then the term of this Agreement shall cease on the day of possession by said public authority. If a part only of the Premises should be taken under eminent domain, City shall have the right to either terminate this Agreement or to continue in possession of the remainder of the Premises. If City remains in possession, all of the terms hereof shall continue in effect. If such taking under the power of eminent domain occurs, those payments attributable to the improvements of City shall belong to City, and those payments attributable to the real property of district shall belong to District. If either the whole or part of the Premises should be taken by a public authority under the power of eminent domain, or if an act or omission of inverse condemnation shall occur causing damage to this property, the District's interest shall be valued based upon the full fair market value of the property interest taken or compromised as though the leasehold interest did not exist on the subject property. The City interest in such case shall be valued based upon the buildings, improvements and appurtenances minus any reversionary interest of the District therein.

16. ENTIRE AGREEMENT

This Agreement contains the entire understanding of the parties hereto and no obligation other than those set forth herein will be recognized.

17. AGREEMENT MODIFICATION

This Agreement may be terminated, extended, or amended in writing by the mutual consent of the parties hereto.

18. PARTIAL INVALIDITY

If any term, covenant, condition or provision of this Agreement is found by a court of competent jurisdiction to be invalid, void or unenforceable, the remainder of the provisions hereto shall remain in full force and effect and shall in no way be affected, impaired, or invalidated thereby.

19. ARTICLE HEADINGS

Article headings in this Agreement are for convenience only and are not intended to be used in interpreting or construing the terms, covenants and conditions of this Agreement.

20. RECORDATION

This signatures of the parties to this Agreement shall be acknowledged, and the Agreement shall be recorded in the Office of the Ventura County Recorder.

21. NOTICES AND PAYMENTS

All notices required under this Agreement including change of address shall be in writing. All notices shall be made as follows:

A. All notices to District shall be given or mailed to:

Conejo Recreation and Park District  
1 Boardwalk  
Thousand Oaks CA 91360

B. All notices to City shall be given or mailed to:

City of Thousand Oaks  
2150 W. Hillcrest Drive  
Thousand Oaks CA 91320

In witness whereof, the parties hereto have caused this Agreement to be executed the day and year first above written.

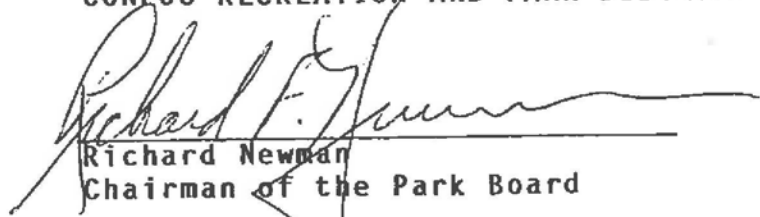
ATTEST:

  
\_\_\_\_\_  
Nancy A. Dillon, City Clerk

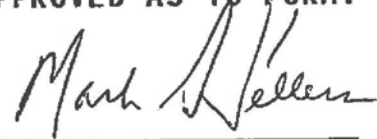
CITY OF THOUSAND OAKS

  
\_\_\_\_\_  
Lee Laxdal, Mayor


CONEJO RECREATION AND PARK DISTRICT

  
Richard Newman  
Chairman of the Park Board

APPROVED AS TO FORM:

  
Mark G. Sellers  
City Attorney

APPROVED AS TO ADMINISTRATION:

  
Grant R. Brimhall  
City Manager

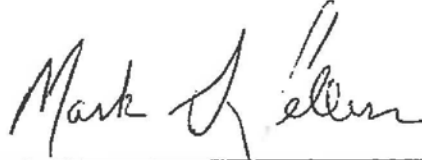
CMO/lj  
D175/A

STATE OF CALIFORNIA )  
COUNTY OF VENTURA ) SS.

On this 12 day of July 1988, before me, the undersigned, appointed City Attorney of the City of Thousand Oaks and authorized to acknowledge instruments pursuant to Civil Code Section 1182, in and for said County and State,

personally appeared MJ V. Lazz for Grant R. Brimhall, personally known to be the person who executed this instrument as City Manager for the City of Thousand Oaks, and acknowledged to me that the City of Thousand Oaks executed it.

WITNESS my hand.



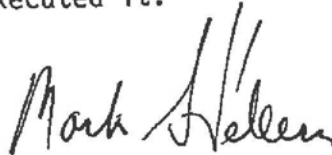
MARK G. SELLERS, CITY ATTORNEY  
City of Thousand Oaks

STATE OF CALIFORNIA )  
COUNTY OF VENTURA )

On this 12 day of July 1988, before me, the undersigned, appointed City Attorney of the City of Thousand Oaks, and authorized to acknowledge instruments pursuant to Civil Code Section 1181, in and for said County and State,

personally appeared Richard Newman, personally known to be the person who executed this instrument as Chairman of the Board for the Conejo Recreation and Park District, and acknowledged to me that the Conejo Recreation and Park District executed it.

WITNESS my hand.



MARK G. SELLERS, CITY ATTORNEY  
City of Thousand Oaks

COUNTY OF VENTURA )

On this 12 day of July 19 88, before me, the undersigned, appointed City Attorney of the City of Thousand Oaks, and authorized to acknowledge instruments pursuant to Civil Code Section 1181, in and for said County and State,

personally appeared Lee Laxdal, personally known to be the person who executed this instrument as Mayor for the City of Thousand Oaks, and acknowledged to me that the City of Thousand Oaks executed it.

WITNESS my hand.



MARK G. SELLERS, CITY ATTORNEY  
City of Thousand Oaks

PUBLIC AGENCY

STATE OF CALIFORNIA )  
COUNTY OF VENTURA ) SS.

On this 12 day of July 19 88, before me, the undersigned, appointed City Attorney of the City of Thousand Oaks and authorized to acknowledge instruments pursuant to Civil Code Section 1182, in and for said County and State,

personally appeared Nancy A. Dillon, personally known to be the person who executed this instrument as City Clerk for the City of Thousand Oaks, and acknowledged to me that the City of Thousand Oaks executed it.

WITNESS my hand.



MARK G. SELLERS, CITY ATTORNEY  
City of Thousand Oaks

## LEGAL DESCRIPTION

That portion of Section 3, Township 1 north, Range 19 west, Rancho El Conejo, in the County of Ventura, State of California, as per map recorded in Book 1, Page 746 of Deeds, in the office of the County Recorder of said County, described as follows:

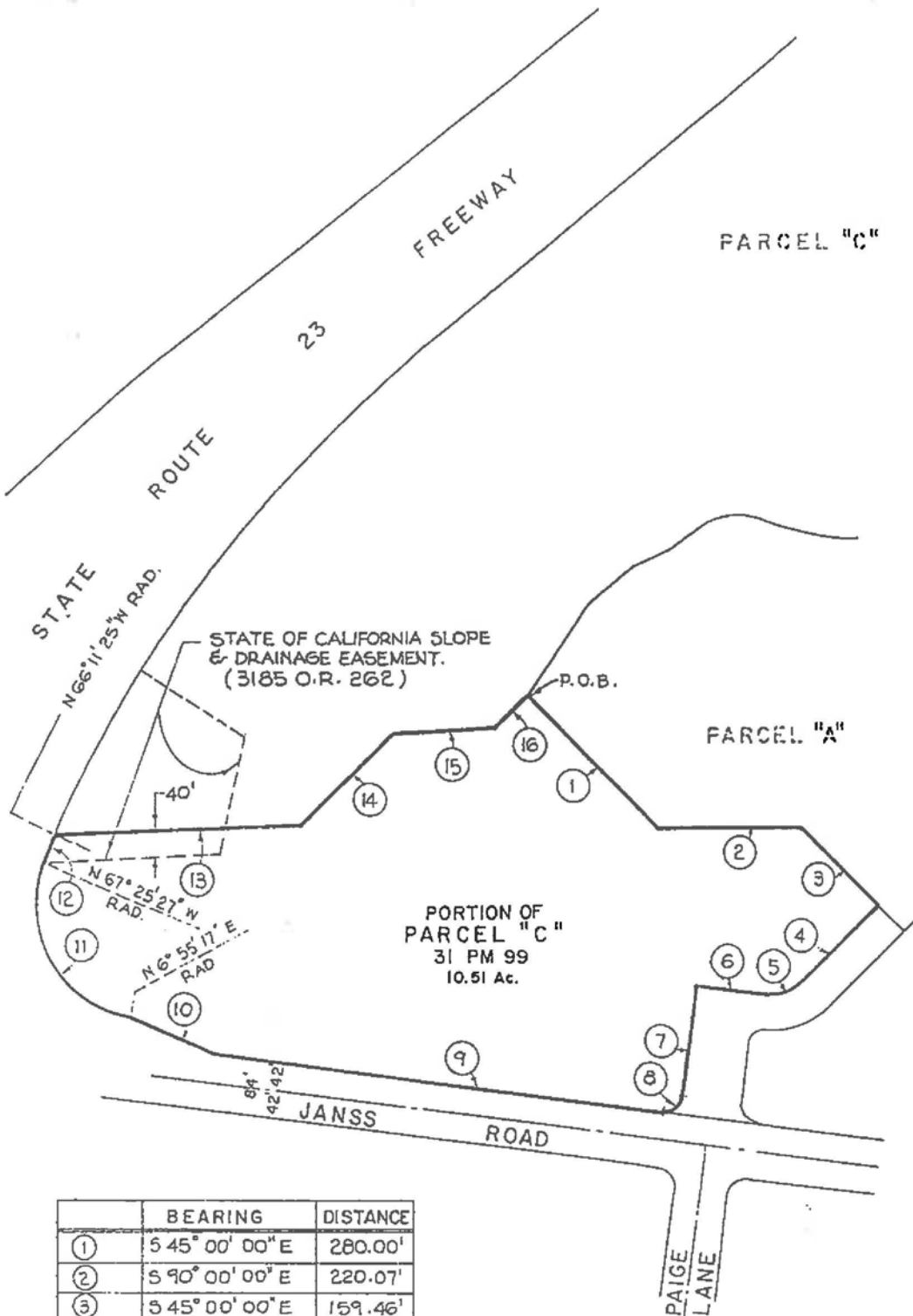
Beginning at the most westerly corner of Parcel "A" of LD 428 as per map recorded in Book 31, Page 99 of parcel maps in the office of the County Recorder of said County; thence along the boundary of Parcel "C" of said LD 428 the following 12 courses:

1. South 45°00'00" East 280.00 feet; thence
2. South 90°00'00" East 220.07 feet; thence
3. South 45°00'00" East 159.46 feet; thence
4. South 45°00'00" West 163.79 feet to the beginning of a curve concave northerly having a radius of 57.00 feet; thence, along said curve
5. Southwesterly and westerly through a central angle of 51°55'17" an arc length of 51.65 feet; thence
6. North 83°04'43" West 115.00 feet; thence
7. South 6°55'17" West 171.10 feet to the beginning of a curve concave northwesterly having a radius of 25.00 feet; thence, along said curve
8. Southerly, southwesterly and westerly through a central angle of 90°00'00" an arc length of 39.27 feet; thence
9. North 83°04'43" West 677.96 feet; thence
10. North 67°15'56" West 136.64 feet to the beginning of a non-tangent curve concave northeasterly having a radius of 170.00 feet to which point of beginning a radial line bears South 6°55'17" West; thence, along said curve
11. Westerly, northwesterly and northerly through a central angle of 105°39'16" an arc length of 313.48 feet to the beginning of a compound curve concave southeasterly having a radius of 2045.00 feet to which point of beginning a radial line bears North 67°25'27" West; thence, along said curve
12. Northerly and northeasterly through a central angle of 1°14'02" an arc length of 44.04 feet to a line that is parallel with and distant 40.00 feet northerly measured at right angles to the southerly line of the "State of California Slope and Drainage Easement" per Book 3185, Page 262 of official records; thence, along said parallel line and leaving said boundary of Parcel "C"
13. North 88°27'49" East 370.00 feet; thence
14. North 45°00'00" East 200.00 feet; thence
15. North 88°27'49" East 145.35 feet; thence
16. North 45°00'00" East 79.75 feet to the point of beginning

The above described parcel contains 10.51 acres.

LL22/33





	BEARING	DISTANCE
①	S 45° 00' 00" E	280.00'
②	S 90° 00' 00" E	220.07'
③	S 45° 00' 00" E	159.46'
④	S 45° 00' 00" W	163.79'
⑤	$\Delta=51^{\circ} 55' 17''$ R=57.00' L=51.65'	
⑥	N 83° 04' 43" W	115.00'
⑦	S 6° 55' 17" W	171.10'
⑧	$\Delta=90^{\circ} 00' 00''$ R=25.00' L=39.27'	
⑨	N 83° 04' 43" W	677.96'
⑩	N 67° 15' 56" W	136.64'
⑪	$\Delta=105^{\circ} 39' 16''$ R=170.00' L=313.48'	
⑫	$\Delta=1^{\circ} 14' 02''$ R=2045.00' L=44.04'	
⑬	N 88° 27' 49" E	370.00'
⑭	N 45° 00' 00" E	200.00'
⑮	N 88° 27' 49" E	145.35'
⑯	N 45° 00' 00" E	79.75'

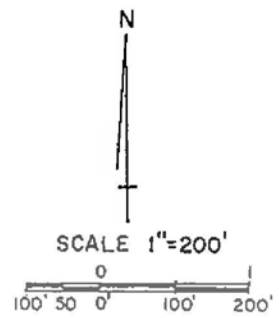


EXHIBIT "B"

LD-428  
 PORTION OF  
 PARCEL "C"

SE 45.  
 280.  
 SE 90.  
 220.07  
 SE 45.  
 159.46  
 SW 45.  
 163.79  
 NW 45.  
 57.  
 SW 6.5517  
 57.  
 SW 70.57385  
 A= 51.5517  
 R= 57.  
 L= 51.65  
 T= 27.75  
 CORD  
 49.90400853  
 SEGMENT  
 386.7410685  
 NW 83.0443  
 115.  
 SW 6.5517  
 171.1  
 NW 83.0443  
 25.  
 SW 6.5517  
 25.  
 SW 51.5517  
 A= 90.  
 R= 25.  
 L= 39.27  
 T= 25.00  
 CORD  
 35.35533906  
 SEGMENT

NW 83.0443  
 677.96  
 NW 67.1556  
 136.64  
 NE 6.5517  
 170.  
 NW 67.2527  
 170.  
 NW 30.1505  
 A= 105.3916  
 R= 170.  
 L= 313.48  
 T= 224.19  
 CORD  
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 2045.  
 NW 66.1125  
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 R= 2045.  
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 NE 88.2749  
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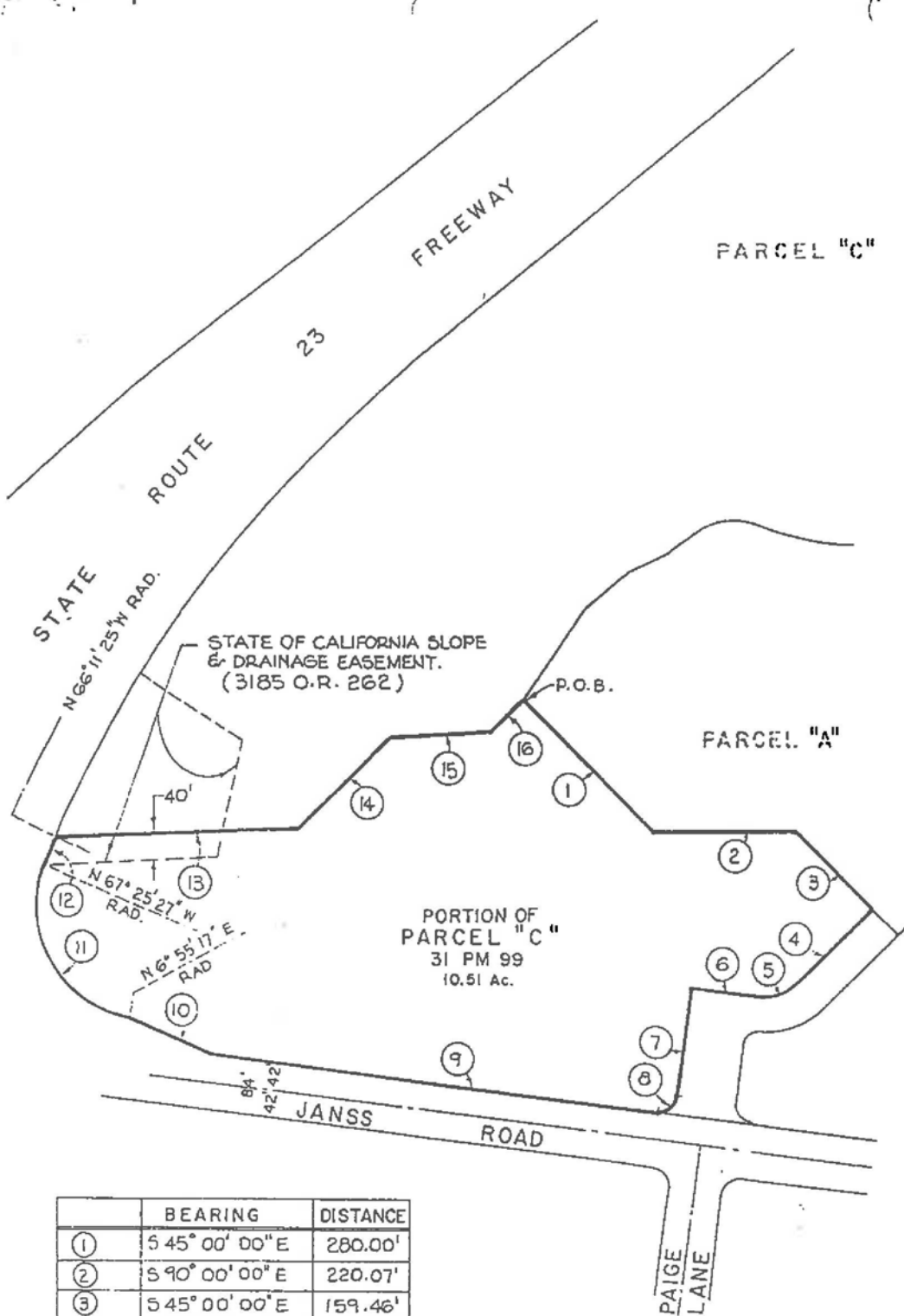
NE 45.  
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 NE 88.2749  
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 NE 45.  
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 ACCURACY 1/  
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 SQ FT  
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 ACRES  
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 LAT.  
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 DEP.  
 0.0043

LD-428  
 PORTION OF  
 PARCEL "C"

SE 45.  
 280.  
 SE 90.  
 220.07  
 SE 45.  
 159.46  
 SW 45.  
 163.79  
 NW 45.  
 57.  
 SW 6.5517  
 57.  
 SW 70.57385  
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 R= 57.  
 L= 51.65  
 T= 27.75  
 CORD  
 49.90400853  
 SEGMENT  
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 SW 6.5517  
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NW 83.0443  
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 NW 67.1556  
 136.64  
 NE 6.5517  
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 NW 30.1505  
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 R= 170.  
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 T= 224.19  
 CORD  
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 NW 66.1125  
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 NE 23.1134  
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 R= 2045.  
 L= 44.04  
 T= 22.02  
 CORD  
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 SEGMENT  
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 NE 88.2749  
 370.

NE 45.  
 200.  
 NE 88.2749  
 145.35  
 NE 45.  
 79.75  
 TOTAL ERROR  
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 ACCURACY 1/  
 727214.  
 SQ FT  
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 ACRES  
 10.51  
 LAT.  
 -0.0006  
 DEP.  
 0.0043



	BEARING	DISTANCE
①	S 45° 00' 00" E	280.00'
②	S 90° 00' 00" E	220.07'
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⑧	$\Delta=90^{\circ} 00' 00''$ R=25.00' L=39.27'	
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⑪	$\Delta=105^{\circ} 39' 16''$ R=170.00' L=313.48'	
⑫	$\Delta=1^{\circ} 14' 02''$ R=2045.00' L=44.04'	
⑬	N 67° 25' 27" W	
⑭	N 45° 00' 00" E	200.00'
⑮	N 88° 27' 49" E	145.35'
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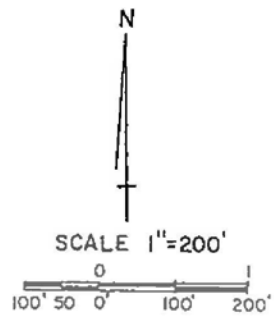


EXHIBIT "B"

## LEGAL DESCRIPTION

That portion of Section 3, Township 1 north, Range 19 west, Rancho El Conejo, in the County of Ventura, State of California, as per map recorded in Book 1, Page 746 of Deeds, in the office of the County Recorder of said County, described as follows:

Beginning at the most westerly corner of Parcel "A" of LD 428 as per map recorded in Book 31, Page 99 of parcel maps in the office of the County Recorder of said County; thence along the boundary of Parcel "C" of said LD 428 the following 12 courses:

1. South 45°00'00" East 280.00 feet; thence
2. South 90°00'00" East 220.07 feet; thence
3. South 45°00'00" East 159.46 feet; thence
4. South 45°00'00" West 163.79 feet to the beginning of a curve concave northerly having a radius of 57.00 feet; thence, along said curve
5. Southwesterly and westerly through a central angle of 51°55'17" an arc length of 51.65 feet; thence
6. North 83°04'43" West 115.00 feet; thence
7. South 6°55'17" West 171.10 feet to the beginning of a curve concave northwesterly having a radius of 25.00 feet; thence, along said curve
8. Southerly, southwesterly and westerly through a central angle of 90°00'00" an arc length of 39.27 feet; thence
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10. North 67°15'56" West 136.64 feet to the beginning of a non-tangent curve concave northeasterly having a radius of 170.00 feet to which point of beginning a radial line bears South 6°55'17" West; thence, along said curve
11. Westerly, northwesterly and northerly through a central angle of 105°39'16" an arc length of 313.48 feet to the beginning of a compound curve concave southeasterly having a radius of 2045.00 feet to which point of beginning a radial line bears North 67°25'27" West; thence, along said curve
12. Northerly and northeasterly through a central angle of 1°14'02" an arc length of 44.04 feet to a line that is parallel with and distant 40.00 feet northerly measured at right angles to the southerly line of the "State of California Slope and Drainage Easement" per Book 3185, Page 262 of official records; thence, along said parallel line and leaving said boundary of Parcel "C"
13. North 88°27'49" East 370.00 feet; thence
14. North 45°00'00" East 200.00 feet; thence
15. North 88°27'49" East 145.35 feet; thence
16. North 45°00'00" East 79.75 feet to the point of beginning

The above described parcel contains 10.51 acres.

LL22/33

Exhibit "A"

Contract No. 1681-88

**FIRST AMENDMENT TO  
OPERATING AGREEMENT  
BETWEEN THE CITY OF THOUSAND OAKS  
AND  
THE CONEJO RECREATION AND PARK DISTRICT  
FOR THE SENIOR ADULT CENTER**

**Contract No. 1680-1988**

THIS FIRST AMENDMENT to the Operating Agreement Between the City of Thousand Oaks , a municipal corporation, (hereafter "City") and the Conejo Recreation and Park District, a California special district, (hereafter "DISTRICT") for the Senior Adult Center, entitled Operating Agreement Between the City of Thousand Oaks and the Conejo Recreation and Park District for the Senior Adult Center and dated July 12, 1988 (herein "Agreement") is made this \_\_\_ day of July, 2018.

RECITALS

- A. Section 2 of Agreement, currently, and as may have been previously amended, provides for a termination date of July 12, 2018.
- B. CITY and DISTRICT desire to extend the date of the Agreement and update the notice provisions while keeping all other terms intact.

AGREEMENT TO AMEND

NOW, THEREFORE, the undersigned parties to Agreement agree to amend Agreement as described below:

Part 1. The Agreement is extended for a period of twenty years and Section 2 is hereby amended to read in its entirety as follows:

The term of this agreement shall be for a period of 50 years, which term shall commence upon the date of this agreement. However, that notwithstanding any other provision of this agreement, either party may cancel and terminate this agreement, with or without cause, and shall have no further obligations hereunder, by giving a written notice of said termination to the other party at least sixty ( 60) days prior to June 30th of each and every year of the term hereof . In the event written notice of termination is not timely (on or before sixty (60) days prior to June 30), said notice shall become effective, and the termination pursuant thereto shall become effective on June 30 of the following year .

Part 2. Section 12 is hereby amended to read in its entirety as follows:

Notices given pursuant to the provisions of this agreement or necessary to carry out its provision shall be in writing and delivered personally to the person to whom the notice is to be given, or mailed postage prepaid addressed to such person. The addresses for this purpose shall be as follows:

City:  
City Manager  
City of Thousand Oaks  
2100 Thousand Oaks Blvd.  
Thousand Oaks, CA 91362

District:  
General Manager  
Conejo Recreation and Park District  
403 West Hillcrest Drive  
Thousand Oaks, CA 91360

Part 3. All terms used in Part 1 above shall have the meanings ascribed thereto in Contract. Except as amended in Part 1 above, all other sections, terms, obligations, duties, clauses, and provisions of Contract shall remain the same.

IN WITNESS WHEREOF, the parties execute this First Amendment to Operating Agreement Between the City of Thousand Oaks and the Conejo Recreation and Park District for the Senior Adult Center as of the date set forth above.

**CONEJO RECREATION AND PARK DISTRICT**

**CITY OF THOUSAND OAKS**

\_\_\_\_\_  
Susan L. Holt, Chair

\_\_\_\_\_  
Andrew P. Fox, Mayor

**ATTEST:**

**ATTEST:**

\_\_\_\_\_  
Jim Friedl, General Manager

\_\_\_\_\_  
Cynthia M. Rodriguez, City Clerk

**APPROVED AS TO ADMINISTRATION:**

\_\_\_\_\_  
Andrew P. Powers  
City Manager

**APPROVED AS TO FORM:**

\_\_\_\_\_  
Tracy Noonan  
City Attorney

**OPERATING AGREEMENT BETWEEN THE CITY OF THOUSAND OAKS  
AND THE CONEJO RECREATION AND PARK DISTRICT  
FOR THE SENIOR ADULT CENTER**

This Agreement, entered into this 12th day of July, 1988, by and between the City of Thousand Oaks, a municipal corporation herein referred to as "City," and the Conejo Recreation and Park District, a California special district, herein referred to as "District."

**WITNESSETH:**

WHEREAS, City is a municipal corporation located in the County of Ventura, State of California, and will be the owner of the new Goebel senior adult center building to be located on real property owned by District and leased to the City which is described in Exhibit A, attached hereto and incorporated herein by this reference; and

WHEREAS, District is a recreation and park district which provides recreation and park services on a community-wide basis and which boundaries include the City of Thousand Oaks; and District has developed expertise, professional knowledge, competence and staff capability in the business of park and recreation services; and

WHEREAS, said District provides recreation and park services for the citizens of the City of Thousand Oaks and as a result thereof, City has been relieved of the obligation of providing said services to its citizens; and

WHEREAS, City and District are desirous of entering into an agreement relative to the operation and maintenance of the Goebel Senior Adult Center, wherein District undertakes to perform all recreational services connected therewith, and City assumes other responsibilities; and

WHEREAS, the Government Code of the State of California empowers the City and Public Resources Code empowers the District to acquire sites for and to acquire, construct, maintain, and operate facilities, including buildings, parking, and landscaping necessary and convenient for recreational purposes and for other public and municipal purposes; and

WHEREAS, Chapter 5, Division 7, Title 1 of the Government Code of the State of California, provides that two or more public agencies by agreement may join in the exercise of any power common to each of them and this agreement is entered into pursuant to said joint exercise of powers authority.

**NOW, THEREFORE, IT IS MUTUALLY AGREED** by and between the parties hereto as follows:

**1. BASIC AGREEMENT**

As a follow-up to that certain Land Lease separately entered into between District and City allowing for the nonexclusive use of the real property described in Exhibit A, attached hereto, district hereby agrees to the terms and conditions herein and agrees to commence and maintain recreational programs for senior adults pursuant to the provisions hereof at the new Goebel Senior Adult Center, a facility to be constructed of approximately



17,400 square feet. The District shall, at its own and sole expense, operate, commence and maintain the recreational programs described herein upon the completion and acceptance by the City of the building is referred to as the new Goebel Senior Adult Center, Janss Road, Thousand Oaks, California. The City hereby, authorize the District to have the non-exclusive use of the Goebel Senior Adult Center facility for the above described operation of senior recreational purposes.

## 2. TERM

The term of this agreement shall be for a period of 30 years, which term shall commence upon the date of this agreement. However, that notwithstanding any other provision of this agreement, either party may cancel and terminate this agreement, with or without cause, and shall have no further obligations hereunder, by giving a written notice of said termination to the other party at least sixty (60) days prior to June 30th of each and every year of the term hereof. In the event written notice of termination is not timely (on or before sixty (60) days prior to June 30), said notice shall become effective, and the termination pursuant thereto shall become effective on June 30 of the following year.

## 3. ACTIVITIES OF DISTRICT

At and/or within the Goebel Senior Adult Center, the District shall organize, manage, and conduct recreation programs and related services designed primarily for senior citizens ages 50 years and older. District shall supply the expertise, professional knowledge and competence, and staff for the operation of said recreational programs and services at the Goebel Senior Adult Center. District shall act as the coordinating agency for all senior citizens activities and organizations operating within the center and all scheduling of activities within the center. The parties hereto understand and agree that the use of premises by District shall be nonexclusive and that City and District have the right to use said premises for other than recreational and public purposes. City shall schedule all their uses through District. The parties agree to use every reasonable effort to coordinate said premises use and to avoid conflict in the scheduling thereof.

## 4. UTILITIES

The City shall provide at its own expense the following utilities necessary for the operation and use of the premises: electricity, gas, water, sewer and refuse collection. District shall provide at its expense the following utilities which may be used in connection with its recreational programs: telephone service and cable TV service.

## 5. MAINTENANCE OF PREMISES

City shall provide and maintain at its expense all interior and exterior maintenance of the premises, including interior custodian services, plant and irrigation systems. District shall have no responsibility for either interior or exterior maintenance of the premises.

## 6. FURNISHING AND EQUIPMENT

District shall provide and maintain at its expense all interior furnishings. City shall have no responsibility for interior furnishings, their repair or upkeep.

7. RELATIONSHIP OF PARTIES

The District's relationship to the City shall be one of independent contractor to City and that in no event shall this agreement be construed as creating any other relationship, including that of joint venturer, employer-employee, principal-agent, or any other relationship not herein designated.

8. NO GRANT OF TITLE

Nothing herein contained shall be construed to grant or to imply that any grant or conveyance has been made to District of any title or interest in and to said Goebel Senior Adult Center improvements or of the City's interest under its lease of the land on which the same is located.

9. MUTUAL INDEMNITY AND HOLD HARMLESS

Neither City nor any officer or employee thereof shall be responsible for any damage or liability occurring by reason of anything done or omitted to be done by District under or in connection with any activity delegated to District under this agreement. The District shall fully indemnify and hold City harmless from any liability imposed for injury (as defined by Government Code, Section 810.8) occurring by reason of anything done or omitted to be done by District pursuant to this agreement.

Neither District nor any officer or employee thereof shall be responsible for any damage or liability occurring by reason of anything done or omitted to be done by City under or in connection with any activity delegated to City pursuant to this agreement. The City shall fully indemnify and hold District harmless from any liability imposed for injury (as defined by Government Code, Section 810.8) occurring by reason of anything done or omitted to be done by City under or in connection with any activity delegated to City pursuant to this agreement.

10. AMENDMENTS

No alteration, variation, or amendment of the terms of this agreement is valid unless made in writing and signed by the parties and that no oral understanding or agreements not incorporated, and no alterations or variations of the terms, unless made in writing between the parties, is binding on either of the parties hereto.

11. NO ASSIGNMENT

There shall be no assignment of this agreement or subleasing by the District, except upon the City's written consent, which shall not be unreasonably withheld.

12. MANNER OF GIVING NOTICE

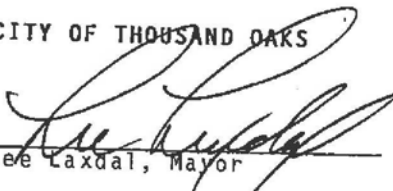
Notices given pursuant to the provisions of this agreement or necessary to carry out its provision shall be in writing and delivered personally to the person to whom the notice is to be given, or mailed postage prepaid addressed to such person. The addresses for this purpose shall be as follows:

City: City Manager  
City of Thousand Oaks  
2150 West Hillcrest Drive  
Thousand Oaks, CA 91320

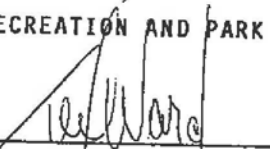
District: General Manager  
Conejo Recreation and Park District  
1 Boardwalk, Suite 200  
Thousand Oaks, CA 91360

IN WITNESS WHEREOF the parties hereto have caused this instrument to be executed on the date above designated by the proper officers of each who are duly authorized to execute this instrument.

CITY OF THOUSAND OAKS

  
Lee Laxdal, Mayor

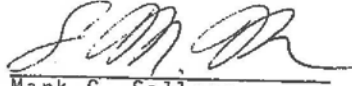
CONEJO RECREATION AND PARK DISTRICT

  
Tex Ward  
General Manager and Secretary  
to the Board of Directors

ATTEST:

  
Nancy A. Dillon, City Clerk

APPROVED AS TO FORM:

  
Mark G. Sellers  
City Attorney

APPROVED AS TO ADMINISTRATION:

  
Grant R. Brimhall  
City Manager

CMO:1j  
D176/A

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# APPENDIX D: SURVEY REPORT







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# PLEASANT VALLEY RECREATION & PARKS DISTRICT

## FACILITY NEEDS ASSESSMENT SURVEY RESULTS

### JANUARY 2018

# TABLE OF CONTENTS

-  METHODOLOGY & SELECTED FINDINGS
-  DEMOGRAPHICS
-  FACILITIES, AMENITIES, & SERVICES
-  COMMUNICATION
-  FINANCIAL CHOICES / FEES
-  SUGGESTIONS



 INTRODUCTION

The purpose of this study was to gather public feedback on Pleasant Valley Recreation & Park District (PVRPD) facilities, services, and programs. This survey research effort and subsequent analysis were designed to assist PVRPD and the City of Camarillo in developing the district's master plan regarding existing and potential senior and community recreation facilities, programs, and amenities.

# METHODOLOGY

The survey was conducted using three primary methods: 1) a mail-back survey, 2) an online, invitation-only web survey to further encourage response from those residents already within the defined invitation sample, and 3) an open-link survey for members of the public who were not part of the invitation sample. The analysis herein primarily focuses on responses from the statistically-valid invitation sample.

The primary list source used for the mailing was a third party list purchased from Melissa Data Corp., a leading provider of data with emphasis on U.S., Canadian, and international address and phone verification as well as postal software. Use of the Melissa Data list also includes renters in the sample who are frequently missed in other list sources such as utility billing lists.



# METHODOLOGY

A total of 3,500 surveys were mailed to a random sample of PVRPD residents in November 2017. The final sample size for this statistically valid survey was 336, resulting in a margin of error of approximately +/- 5.3 percentage points calculated for questions at 50% response. The open link survey received an additional 748 responses.

The analysis herein primarily focuses on responses from the statistically-valid invitation sample. However, invitation sample results are compared to those from the open link sample throughout the report. Furthermore, results were segmented and analyzed by presence of children in the household and respondent age (invitation sample only). Those results are presented in cases where meaningful differences were observed.

For the total invitation sample size of 336, margin of error is +/- 5.3 percent calculated for questions at 50% response (if the response for a particular question is “50%”—the standard way to generalize margin of error is to state the larger margin, which occurs for responses at 50%). Note that the margin of error is different for every single question response on the survey depending on the resultant sample sizes, proportion of responses, and number of answer categories for each question. Comparison of differences in the data between various segments, therefore, should take into consideration these factors. As a general comment, it is sometimes more appropriate to focus attention on the general trends and patterns in the data rather than on the individual percentages.

## WEIGHTING THE DATA

The underlying data were weighted by age to ensure appropriate representation of PVRPD residents across different demographic cohorts in the sample. Using U.S. Census Bureau and Esri Business Analyst, the age distributions within the invitation sample were adjusted to more closely match the 2017 demographic profile of PVRPD.

Due to variable response rates by some segments of the population, the underlying results, while weighted to best match the overall demographics of residents, may not be completely representative of some sub-groups of the PVRPD population.



# TOP 10 FINDINGS

- 1. Several facilities and amenities are important to PVRPD households and were rated above-average relative to needs being met, indicating that PVRPD should keep up the good work with: community and neighborhood parks, green space/natural areas, youth playgrounds, the Community Center, recreation programs/classes, and pavilion/picnic shelters.**
- 2. Trails / pathways are also highly important to households, but received a lower average rating for the extent to which community needs are met. Improving trails / pathways would likely positively affect the degree to which community needs are met overall.**
- 3. A special event space is highly desired by a large share of residents. It was the most selected item for facilities / amenities to develop or expand by PVRPD in the future. A notable share of respondents also prioritized a senior activities area. While the senior activities area is most favored by older residents, a special event space drew interest from all age groups.**
- 4. When it comes to future programs, senior programs garnered the most interest, with the greatest share of invitation respondents selecting it as a first priority and as a top three priority overall. When assessed by age, results highlight senior programs to be a particular interest of the 55 or over segment. Youth programs are of great interest to households with children. Meanwhile, special events are important to millennial residents.**
- 5. Residents are most supportive of user fees as a mechanism to fund operations and maintenance costs of facilities and programs that may be developed in the future. Respondents would be most comfortable paying \$50 or less annually to support such efforts. A new dedicated property tax assessment didn't garner much support, with more invitation respondents indicating they would vote "no" for such a measure than "yes".**



# TOP 10 FINDINGS

6. **If it was determined that a new community / senior center should be built or the existing facility should be expanded or renovated, invitation respondents' single overall preference would be to renovate the current facility, with a somewhat smaller share favoring expansion. Open link respondents were more likely to favor expansion over renovation.**
7. **With regards to where such a facility should be located, near equal shares of respondents were in favor of the current location at 1605 E Burnley or reported that they had no strong preference (whatever was determined best by the District).**
8. **Attention to the following areas would likely help increase residents' utilization of PVRPD recreation facilities: more programs and events, improvements to existing facilities and amenities, condition / maintenance of facilities, and better quality programs / community events.**
9. **Overall, residents are highly satisfied with PVRPD parks. While satisfaction is still quite high for recreation programs /services and indoor facilities, it's not to the same degree as for parks. Specific amenities with which residents are most satisfied include outdoor sports facilities, community / special events, youth programs, and open space / trails. Conversely, the Senior Center and Freedom Gym received low satisfaction ratings.**
10. **PVRPD is effective in its communication to residents, with hardly any respondents of either sample indicating the District isn't effective. Program guide / brochure, internet / website, District email / newsletter, and email from PVRPD are the most preferred communication channels.**



# DEMOGRAPHIC PROFILE

Roughly one third of invitation respondents are under age 45 (34%). Nearly half of invitation sample respondents (45%) live with children at home, 23% are singles or couples without children, 31% are empty nesters. About two-thirds of the invitation sample are female. Open link respondents have a similar profile, but skew slightly older (average age 59.1 vs. 53.8) and are slightly more likely to be empty nesters (35%).

## Pleasant Valley Recreation & Park District | Demographic Profile

		Invitation Sample	Open Link
<b>Gender</b>	Female	66%	65%
	Male	34%	35%
<b>Age</b>	Under 35	17%	5%
	35 - 44	17%	16%
	45 - 54	18%	18%
	55 - 64	19%	21%
	65 - 74	15%	23%
	75 or over	13%	16%
<b>Household Status</b>	Single, no children	12%	12%
	Single with children at home	8%	5%
	Single, children no longer at home	7%	8%
	Couple, no children	11%	13%
	Couple with children at home	37%	35%
	Couple, children no longer at home	24%	27%

Source: RRC Associates and GreenPlay



# DEMOGRAPHIC PROFILE

The invitation and open samples have relatively similar income profiles, with roughly half of households earning under \$100,000 and half over \$100,000 annually. Nine percent of invitation respondents identify as an “other” race and seven percent are Asian, Asian Indian or Pacific Islander; ten percent identify themselves as being of Hispanic/Latino origin.

## Pleasant Valley Recreation & Park District | Demographic Profile

		Invitation Sample	Open Link
<b>Annual Household Income</b>	Under \$25,000	5%	5%
	\$25,000–49,999	12%	11%
	\$50,000–74,999	17%	14%
	\$75,000–99,999	13%	16%
	\$100,000–149,999	29%	26%
	\$150,000–199,999	13%	15%
	\$200,000–249,999	6%	7%
	\$250,000 or more	5%	7%
<b>Ethnicity</b>	Non-Hispanic/Latino	90%	88%
	Hispanic/Latino	10%	12%
<b>Race</b>	White	81%	82%
	Other	9%	9%
	Asian, Asian Indian or Pacific Islander	7%	8%
	Native American	1%	1%
	Black or African American	3%	0%

Source: RRC Associates and GreenPlay





# RESIDENTIAL PROFILE

Both samples average about 21 years of residency in the area. Distributions of location in the district and household tenure are very similar among the invitation and open link samples.

Pleasant Valley Recreation & Park District		Residential Profile	
		Invitation Sample	Open Link
<i>Where do you live?</i>	North of 101 & East of Arneill Road	49%	45%
	North of 101 & West of Arneill Road	32%	33%
	South of 101	17%	14%
	Other:	2%	7%
<i>Number of Years Lived in Area</i>	Less than a year	2%	5%
	1 - 5 years	14%	11%
	6 - 10 years	15%	12%
	11 - 15 years	13%	15%
	16 - 20 years	15%	11%
	20+ years	42%	45%
	<b>Average</b>	<b>21.0</b>	<b>21.4</b>
<i>Household Tenure</i>	Own	87%	86%
	Rent	13%	12%
	Other	0%	2%

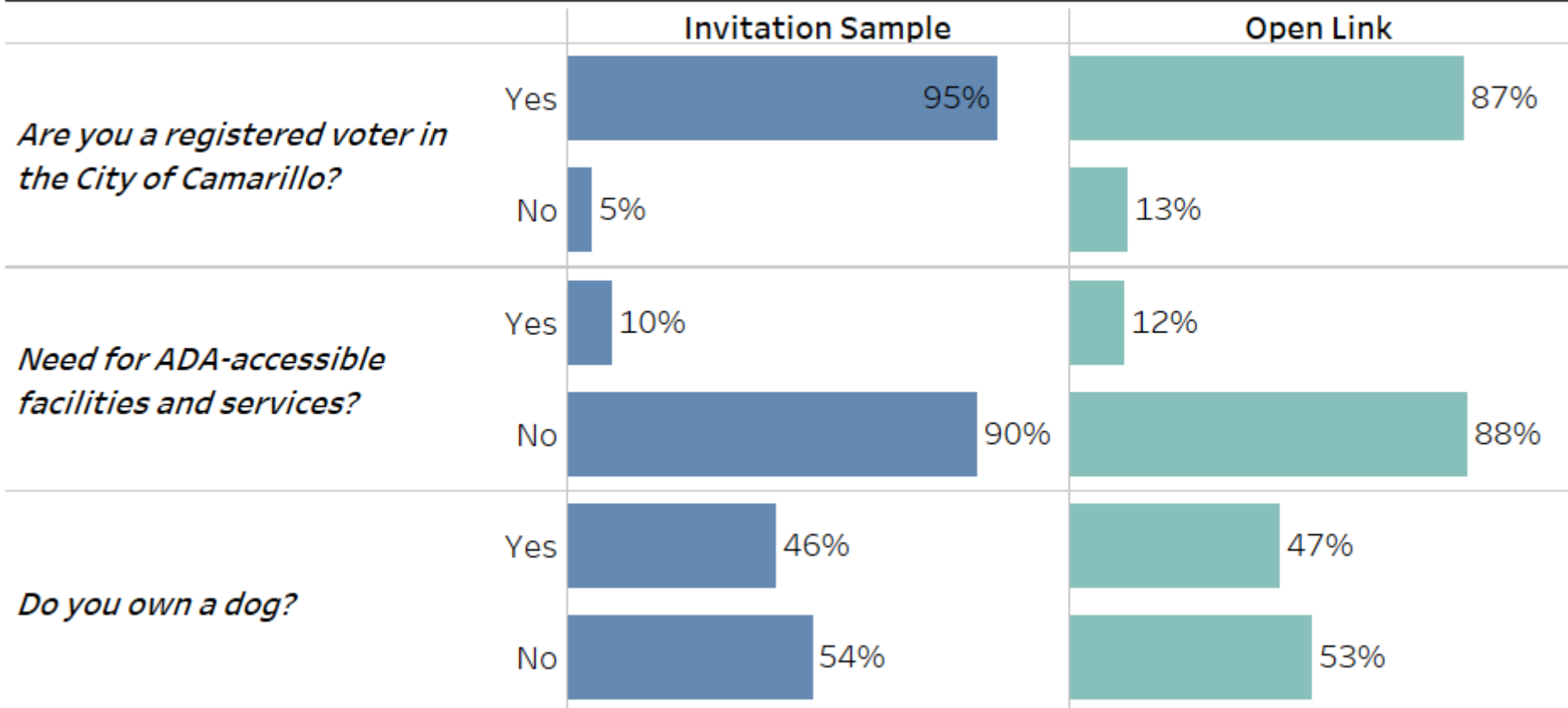
Source: RRC Associates and GreenPlay



# RESIDENTIAL PROFILE

A vast majority of invitation sample respondents are registered to vote in the City of Camarillo (95%), 10% reported a need for ADA-accessible facilities and services, and 46% own a dog. Open link respondents are slightly less likely to be registered to vote (87% vs. 95%), slightly more likely to have a need for ADA-accessible facilities and services (12% vs. 10%), and slightly more likely to own a dog (47% vs. 45%).

## Pleasant Valley Recreation & Park District | Residential Profile



Source: RRC Associates and GreenPlay

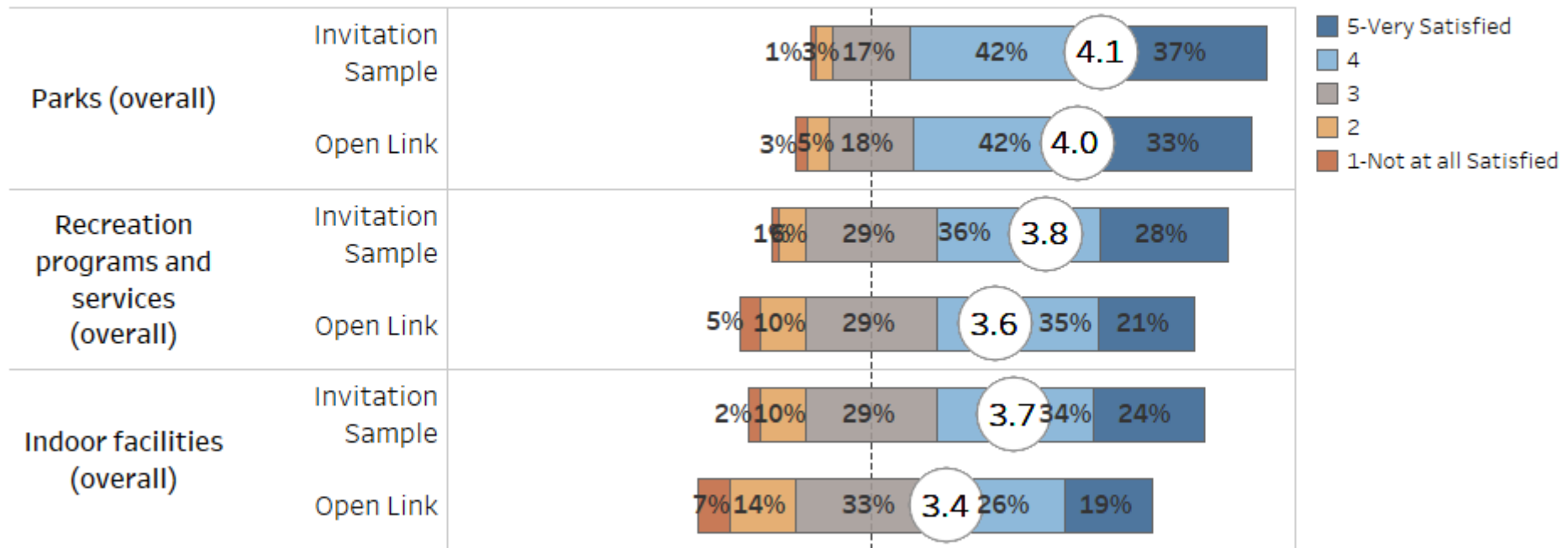


# SATISFACTION WITH PARKS & RECREATION

Overall satisfaction ratings were highest for parks, followed by recreation programs or services, and then indoor facilities. Invitation respondents provided higher satisfaction ratings for each item than did open link respondents.

## Pleasant Valley Recreation & Park District | Satisfaction with adequacy of PVRPD...

How satisfied have you and your household been with the adequacy of PVRPD parks, programs, and facilities you use (adequacy meaning quality, condition, quantity, and distribution of facilities)?



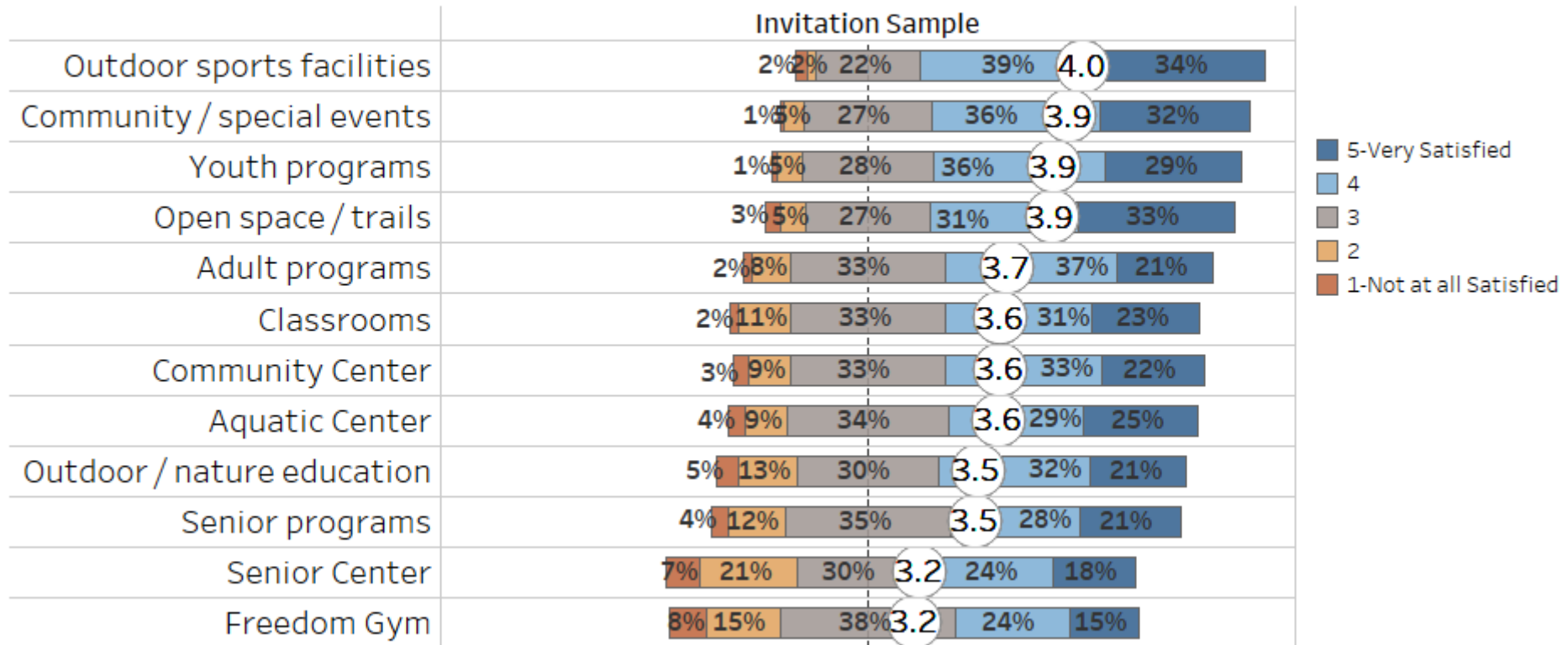
(Avg.)

← % Responding 1-2 | % Responding 3 | % Responding 4-5 →

# SATISFACTION WITH PARKS & RECREATION

Specifically, invitation respondents were most satisfied with outdoor sports facilities (73% rated as satisfied), community / special events (68%), and youth programs (65%). Invitation respondents were least satisfied with the Freedom Gym (39%) and the Senior Center (42%).

## Pleasant Valley Recreation & Park District | Satisfaction with adequacy of PVRPD...



Avg. ← % Responding 1-2 | % Responding 3 | % Responding 4-5 →



# SATISFACTION WITH PARKS & RECREATION

Across all categories, open link respondents were less satisfied than the invitation sample, except for the Aquatic Center, for which they provided a slightly higher average satisfaction rating. They differed most with respect to outdoor sports facilities, adult programs, classrooms, senior programs, and the senior center.

## Pleasant Valley Recreation & Park District | Satisfaction with adequacy of PVRPD...

	Invitation Sample	Open Link
Outdoor sports facilities	4.0	3.6
Community / special events	3.9	3.8
Youth programs	3.9	3.7
Open space / trails	3.9	3.6
Adult programs	3.7	3.4
Classrooms	3.6	3.3
Community Center	3.6	3.5
Aquatic Center	3.6	3.7
Outdoor / nature education	3.5	3.5
Senior programs	3.5	3.2
Senior Center	3.2	2.9
Freedom Gym	3.2	3.0



# COMMENTS ON SATISFACTION RATINGS

Respondents had an opportunity to further comment on their level of satisfaction with the adequacy (e.g., quality, condition, quantity, distribution) of PVRPD parks, programs, and facilities. Improvements were frequently suggested, but many respondents also used the space to compliment PVRPD amenities. A selection of verbatim invitation responses is shown below. The full listing of responses is provided in the appendix and should be reviewed to fully understand the breadth and depth of respondents' input.

## Suggestions for Improvement

*Camarillo should have better facility for Senior Center that Camarillo Citizen can proud of, as senior population is growing. Also it would be nice to have a Ice Skating or Roller Skating Rink in Camarillo, so that we don't need to go to other cities. We already have beautiful Soccer and Baseball Fields. Why don't we improve what we need?*

*Community Center and Aquatic Center appear to look old and need a facelift.*

*Facilities seem outdated and worn out. Loved kindermusik. Underwhelmed by Dos Caminos Preschool classes. Need more hiking/biking trails*

*We need a new, modernized community center with teen facilities and possibly senior facilities in the same location on Burnley. It would be nice if there were more youth programs in the evening (after 5 pm) for dual income families. Most of the events and programs I'd like to participate in with my son occur in the afternoon and are geared toward a stay at home parent or grandparent.*

*Tennis courts have issues with lights, nets, dirt, leaves*

## Positive Feedback

*My daughter loved her childhood swim lessons and dance classes. We love Mission Oaks trails.*

*Love the concerts in the park. Very well organized !!!!*

*I love that Journey the Church uses the Center!!!*

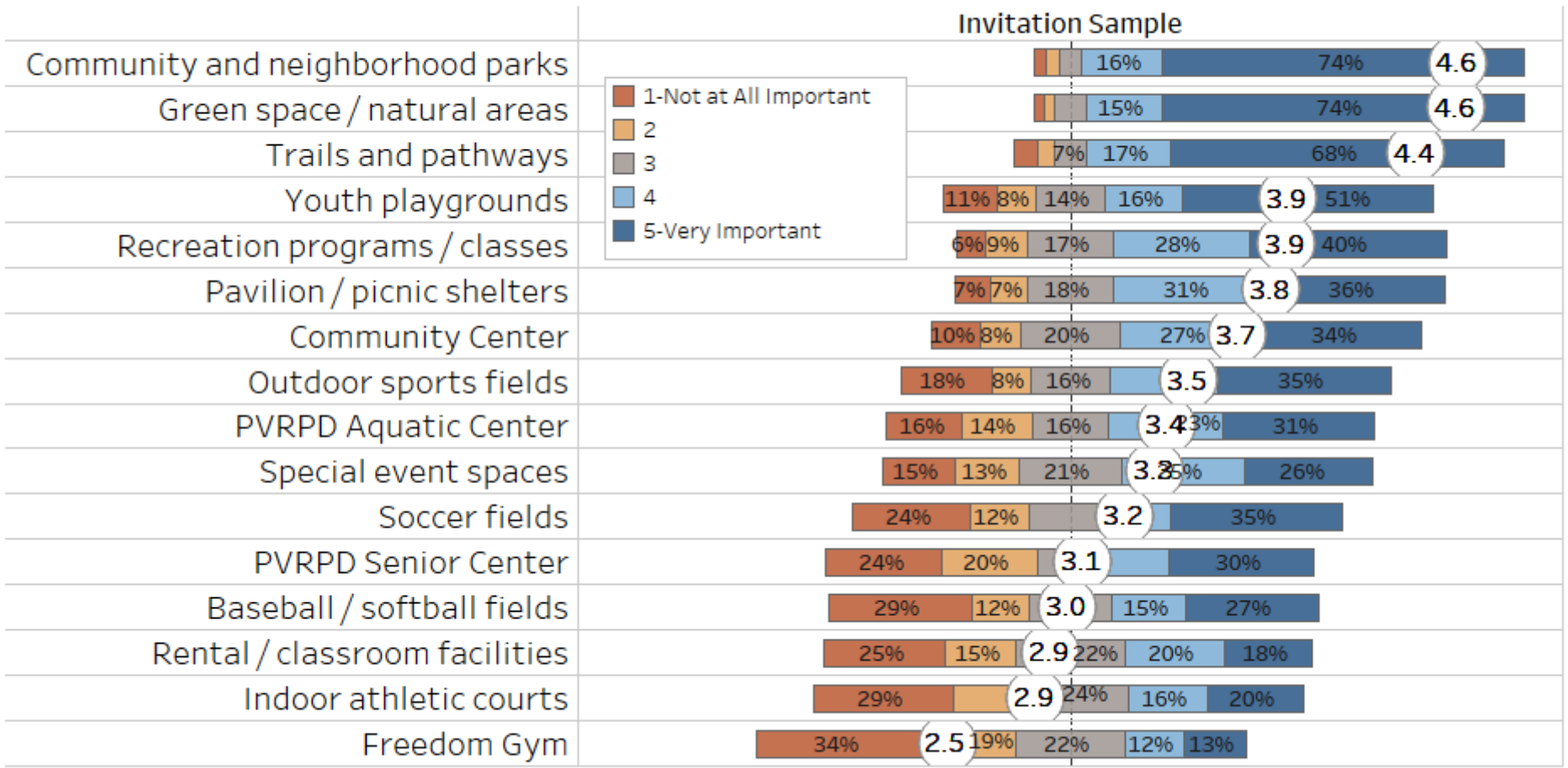
*I look forward to the expansion of Calleguas Creek walking path*



# IMPORTANCE OF EXISTING FACILITIES

Community and neighborhood parks (90% rated as important), green space / natural areas (89%), and trails and pathways (85%) were rated as most important among invitation respondents.

## Pleasant Valley Recreation & Park District | Importance of Facilities to Household



Avg. ← % Responding 1-2 | % Responding 3 | % Responding 4-5 → Sorted by Average Rating



# IMPORTANCE OF EXISTING FACILITIES

Community and neighborhood parks, green space/natural areas, and trails and pathways were also the highest-rated facilities among open link households. Importance ratings were similar among both samples, however open link respondents were more likely to place importance on the PVRPD Senior Center, Freedom Gym, Community Center, special events spaces, and rental/classroom facilities.

Pleasant Valley Recreation & Park District | Importance of Facilities to Household  
*Average Rating (1=Not at All Important, 5=Very Important)*

	Invitation Sample	Open Link
Community and neighborhood parks	4.6	4.5
Green space / natural areas	4.6	4.4
Trails and pathways	4.4	4.1
Youth playgrounds	3.9	3.7
Recreation programs / classes	3.9	4.1
Pavilion / picnic shelters	3.8	3.6
Community Center	3.7	4.1
Outdoor sports fields	3.5	3.6
PVRPD Aquatic Center	3.4	3.4
Special event spaces	3.3	3.7
Soccer fields	3.2	3.2
PVRPD Senior Center	3.1	3.8
Baseball / softball fields	3.0	3.0
Rental / classroom facilities	2.9	3.3
Indoor athletic courts	2.9	3.2
Freedom Gym	2.5	3.0

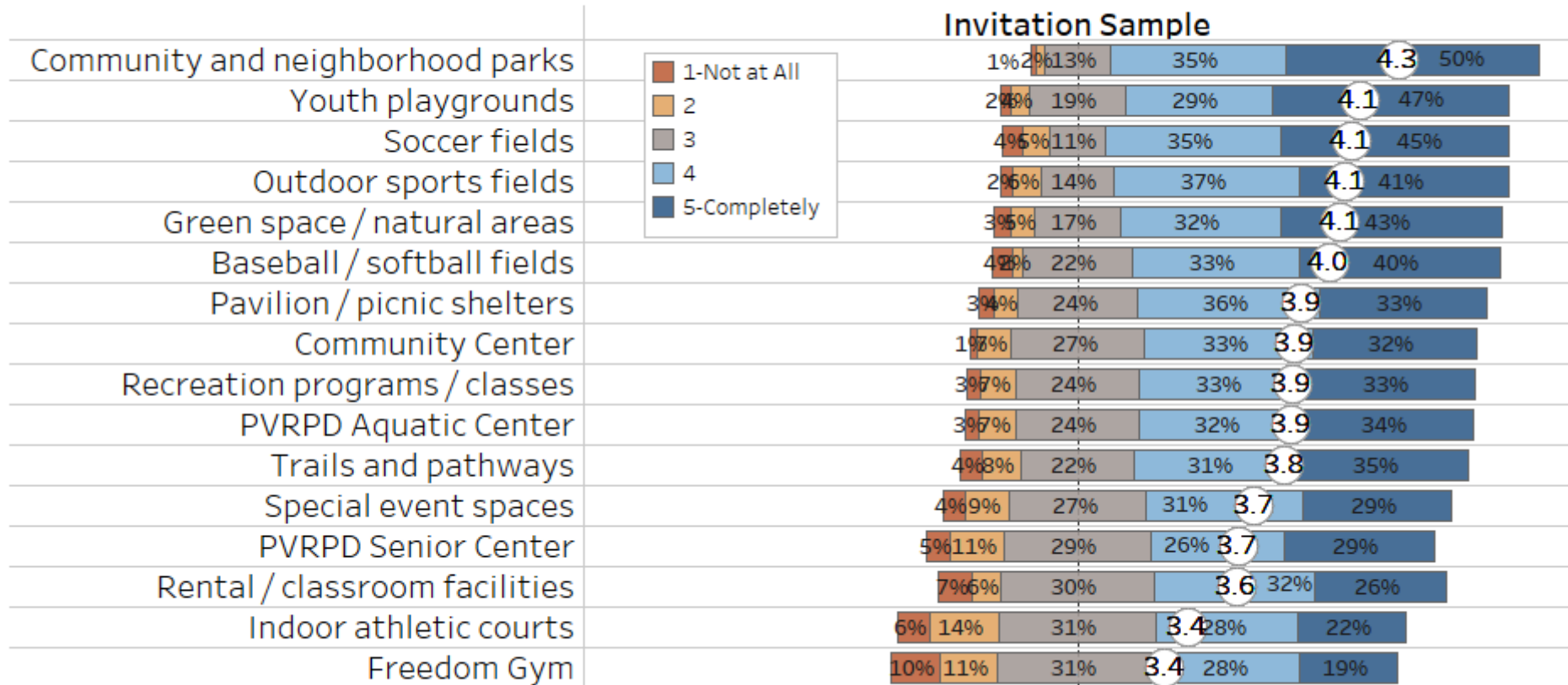




# DEGREE TO WHICH FACILITIES MEET NEEDS

Invitation respondents indicated that most facilities meet needs to a large extent, particularly community and neighborhood parks (85% said needs are being met), soccer fields (80%), outdoor sports fields (78%), youth playgrounds (76%), and green space / natural areas (75%).

## Pleasant Valley Recreation & Park District | Degree to Which Facilities Meet Needs



← % Responding 1-2 | % Responding 3 | % Responding 4-5 → Sorted by Average Rating



# DEGREE TO WHICH FACILITIES MEET NEEDS

Open link respondents provided lower needs-met ratings for all of the facilities, most notably for the soccer fields, PVRPD Senior Center, and outdoor sports fields. Both groups provided high average needs-met ratings for community and neighborhood parks.

Pleasant Valley Recreation & Park District | Degree to Which Facilities Meet Needs  
*Average Rating (1=Not at All Important, 5=Very Important)*

	Invitation Sample	Open Link
Community and neighborhood parks	4.3	4.1
Youth playgrounds	4.1	3.9
Soccer fields	4.1	3.6
Outdoor sports fields	4.1	3.7
Green space / natural areas	4.1	3.9
Baseball / softball fields	4.0	3.8
Pavilion / picnic shelters	3.9	3.8
Community Center	3.9	3.7
Recreation programs / classes	3.9	3.7
PVRPD Aquatic Center	3.9	3.7
Trails and pathways	3.8	3.7
Special event spaces	3.7	3.6
PVRPD Senior Center	3.7	3.3
Rental / classroom facilities	3.6	3.5
Indoor athletic courts	3.4	3.2
Freedom Gym	3.4	3.3



# IMPORTANCE-PERFORMANCE MATRIX

## High importance/ Low needs met

These are key areas for potential improvements. Improving these facilities would likely positively affect the degree to which community needs are met overall.

## High importance/ High needs met

These amenities are important to most respondents and should be maintained in the future, but are less of a priority for improvements as needs are currently being adequately met.

These “niche” facilities have a small but passionate following, so measuring participation when planning for future improvements may prove to be valuable.

## Low importance/ Low needs met

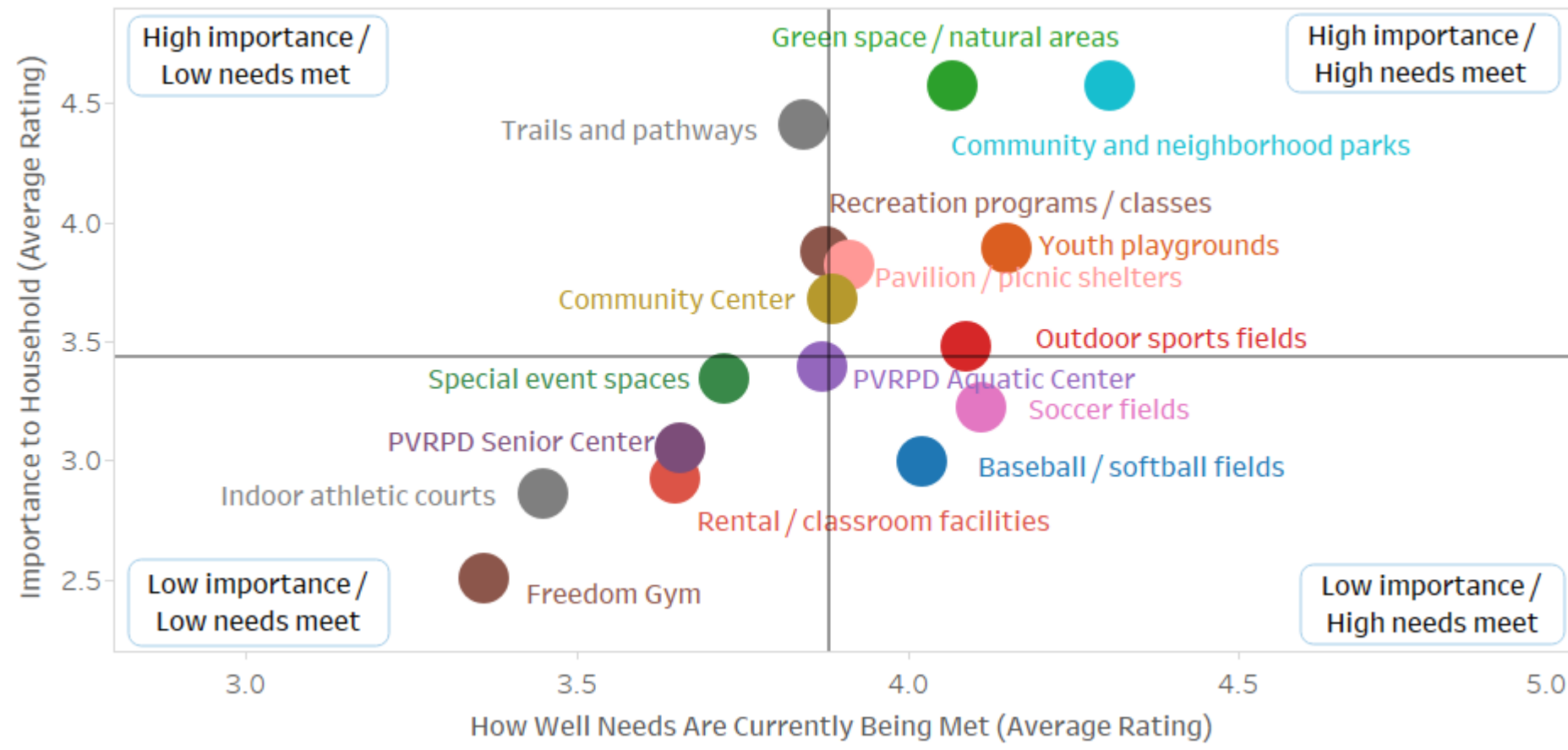
Current levels of support appear to be adequate. Future discussions evaluating whether the resources supporting these facilities outweigh the benefits may be constructive.

## Low importance/ High needs met



# IMPORTANCE-PERFORMANCE MATRIX

Pleasant Valley Recreation & Park District | Level of Importance vs. Needs Met for Current Facilities

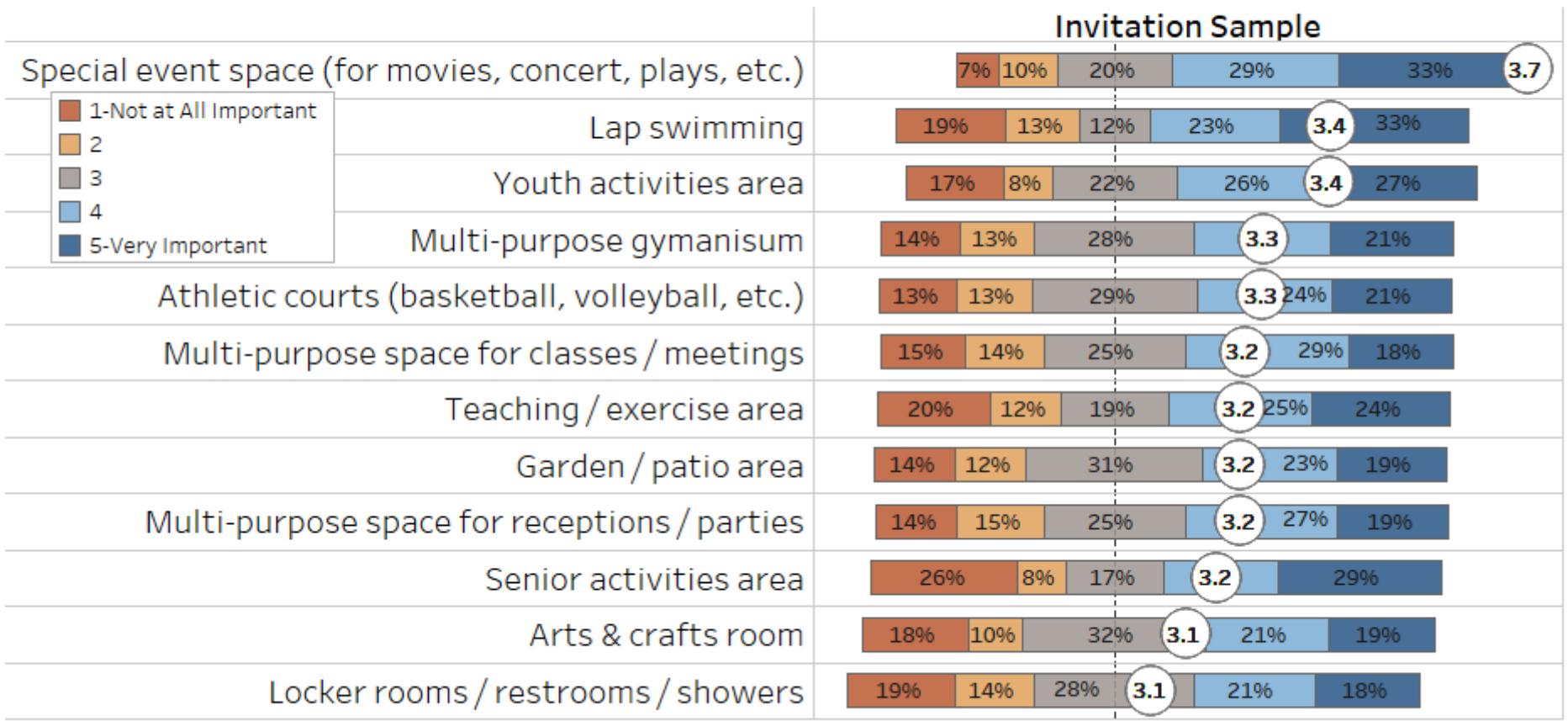




# IMPORTANCE OF FUTURE FACILITIES

Special event space (62% rated as important), lap swimming (56%), and youth activities area (53%) were rated as the most important future needs among invitation respondents.

## Pleasant Valley Recreation & Park District | Importance of Facilities for addition, expansion or improvement. *Top Half*



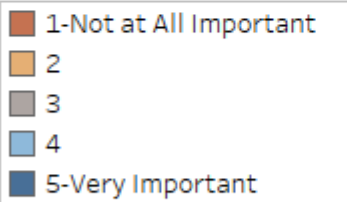
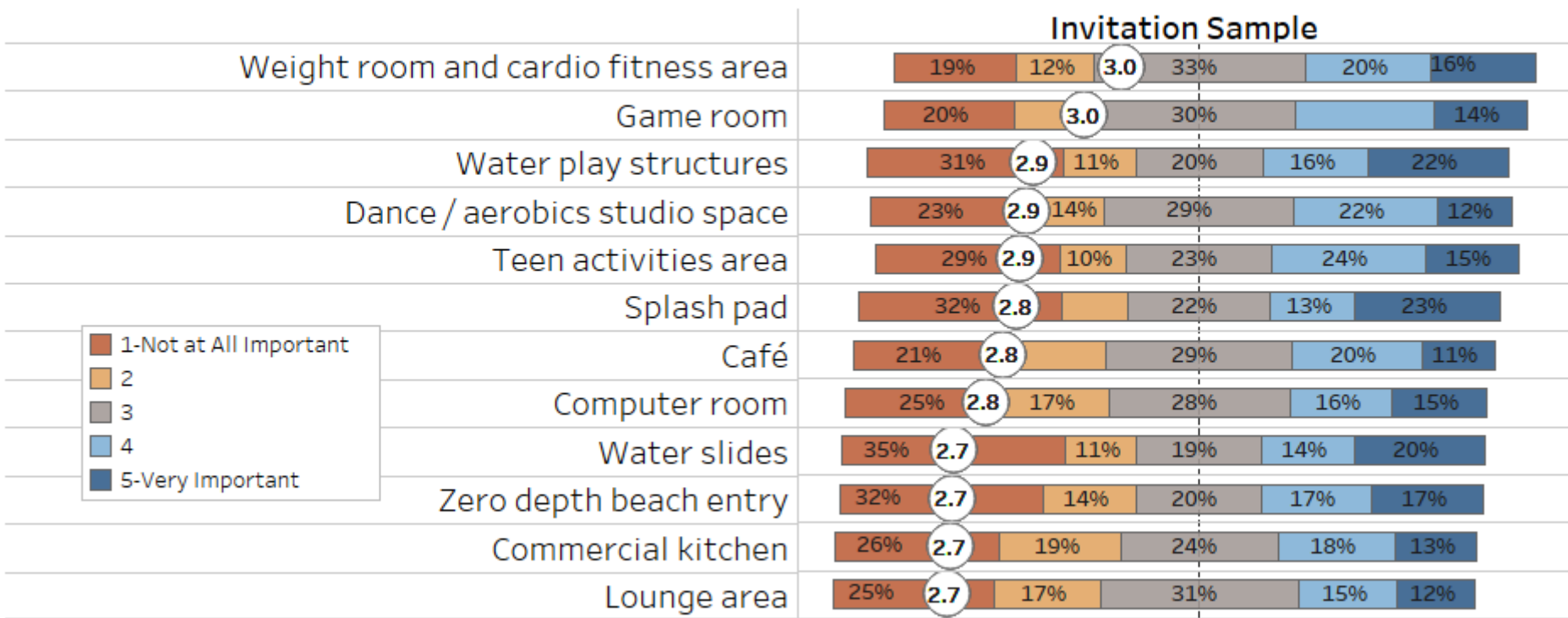
Avg ← % Responding 1-2 | % Responding 3 | % Responding 4-5 → Sorted by Average Rating



# IMPORTANCE OF FUTURE FACILITIES

Facilities that were rated as least important future needs by invitation respondents were zero depth beach entry (46% unimportant), water slides (46%), commercial kitchen (45%), lounge area (42%), computer room (42%), splash pad (42%), and water play structures (42%).

## Pleasant Valley Recreation & Park District | Importance of Facilities for addition, expansion or improvement. *Bottom Half*



Avg ← % Responding 1-2 | % Responding 3 | % Responding 4-5 → Sorted by Average Rating



# IMPORTANCE OF FUTURE FACILITIES

Special event space was a top-rated item for both samples. However, open link respondents equally likely to rate senior activities area as important. Meanwhile, they were less likely to rate lap swimming and youth activities area as important than invitation sample respondents.

## Pleasant Valley Recreation & Park District | Importance of Facilities for addition, expansion or improvement. *Top Half*

	Invitation Sample	Open Link
Special event space (for movies, concert, plays, etc.)	3.7	3.7
Lap swimming	3.4	3.1
Youth activities area	3.4	3.1
Multi-purpose gymnasium	3.3	3.4
Athletic courts (basketball, volleyball, etc.)	3.3	3.3
Multi-purpose space for classes / meetings	3.2	3.4
Teaching / exercise area	3.2	3.2
Garden / patio area	3.2	3.2
Multi-purpose space for receptions / parties	3.2	3.2
Senior activities area	3.2	3.7
Arts & crafts room	3.1	3.3
Locker rooms / restrooms / showers	3.1	3.1



# IMPORTANCE OF FUTURE FACILITIES

Open link respondents also differed from the invitation sample with regards to the dance / aerobics studio space (rated more important).

## Pleasant Valley Recreation & Park District | Importance of Facilities for addition, expansion or improvement. *Bottom Half*

	Invitation Sample	Open Link
Weight room and cardio fitness area	3.0	3.1
Game room	3.0	3.1
Water play structures	2.9	2.7
Dance / aerobics studio space	2.9	3.2
Teen activities area	2.9	3.0
Splash pad	2.8	2.6
Café	2.8	2.8
Computer room	2.8	2.9
Water slides	2.7	2.6
Zero depth beach entry	2.7	2.5
Commercial kitchen	2.7	2.8
Lounge area	2.7	2.9



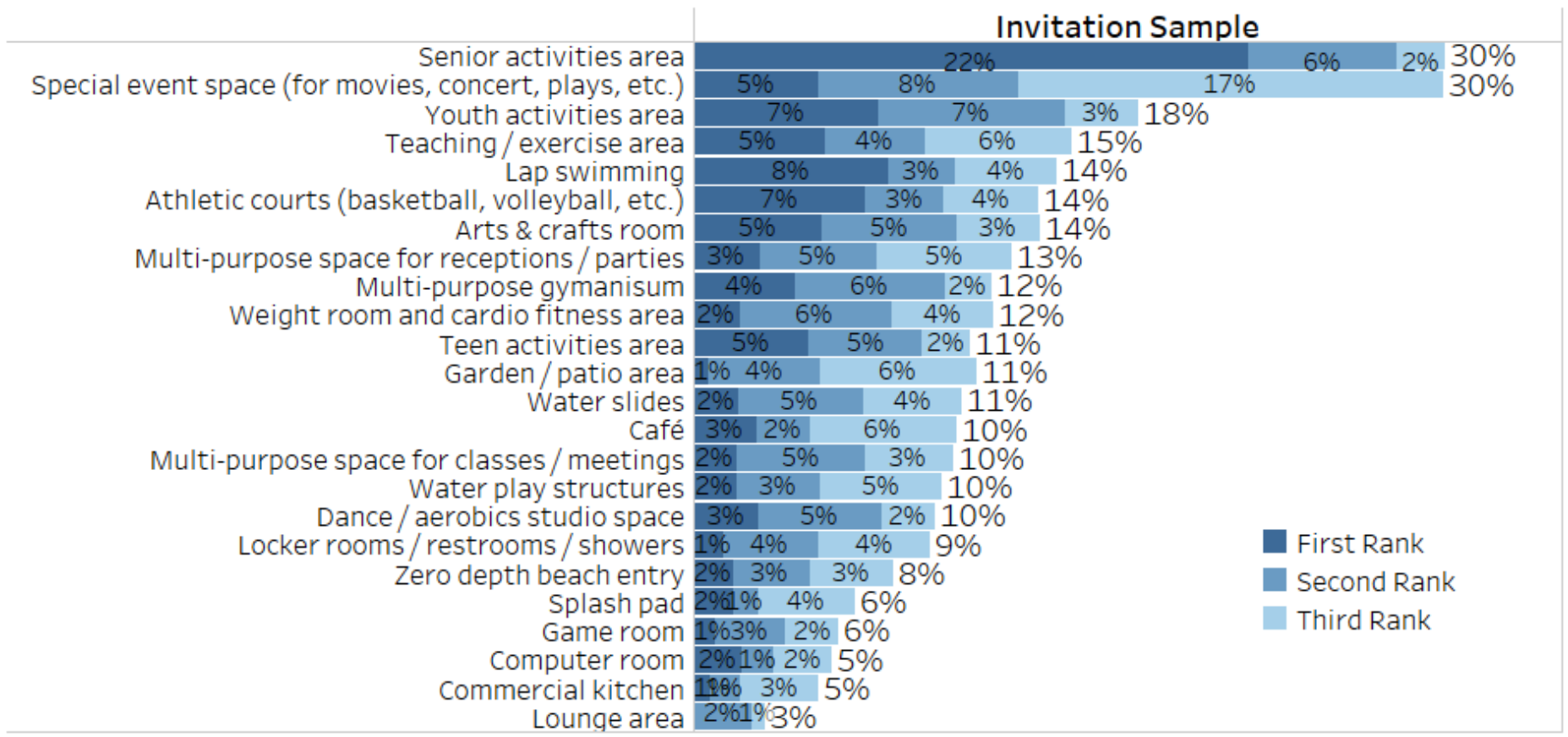


# TOP THREE FUTURE FACILITY PRIORITIES

A senior activities area and a special event space stood out as the highest priority facilities/amenities with 30% of invitation respondents citing each among their top three choices. Twenty-two percent of invitation respondents cited a senior activities area as their top priority.

## Pleasant Valley Recreation & Park District | Top 3 Highest Priorities

**Facilities/Amenities** Which three items from the list in the previous question are the highest priorities to you and your household to be added, expanded, or improved?



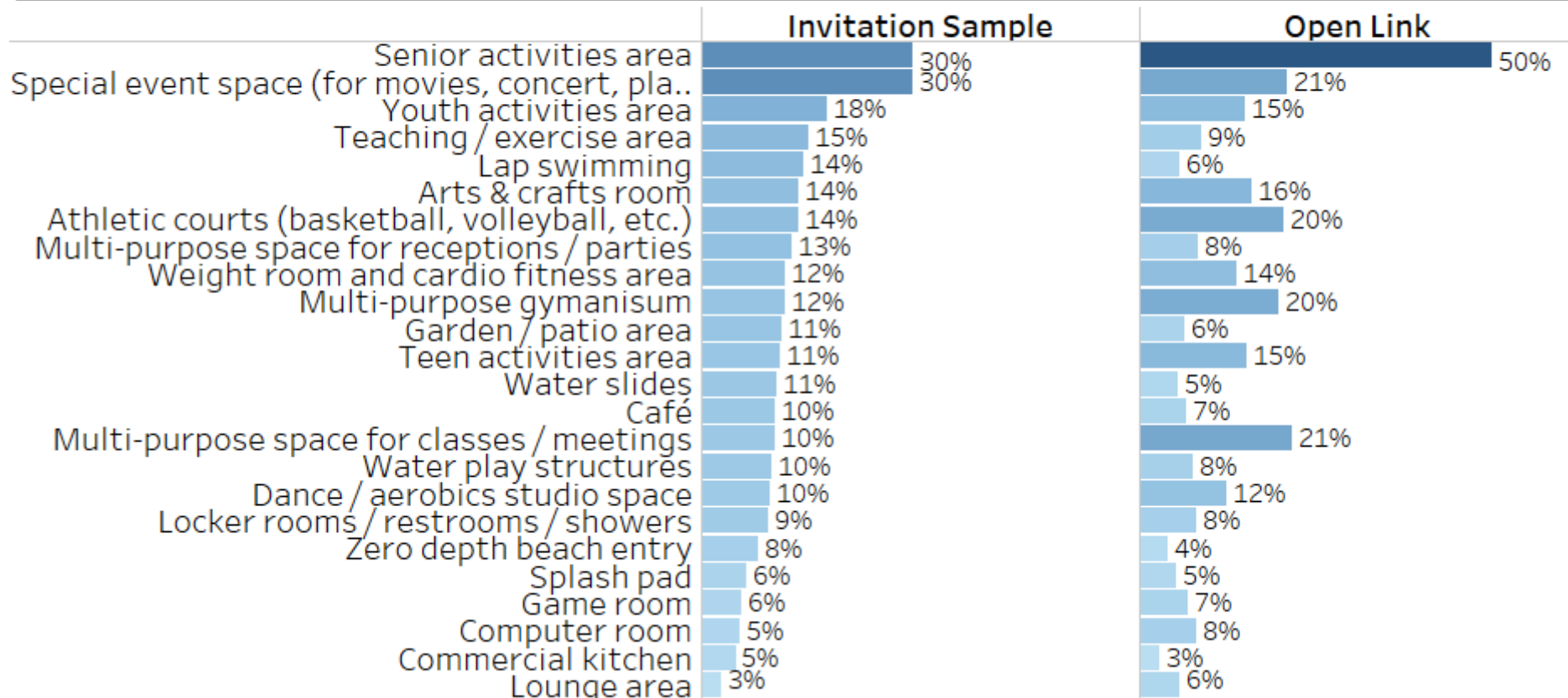
■ First Rank  
 ■ Second Rank  
 ■ Third Rank



# TOP THREE FUTURE FACILITY PRIORITIES

Both samples of respondents were likely to chose a senior activities area and special event space among their top three priorities. Open link respondents were far more likely to choose a multi-purpose space for classes/meetings, multi-purpose gymnasium, and athletic courts relative to invitation respondents.

## Pleasant Valley Recreation & Park District | Top 3 Highest Priorities, Facilities/Amenities

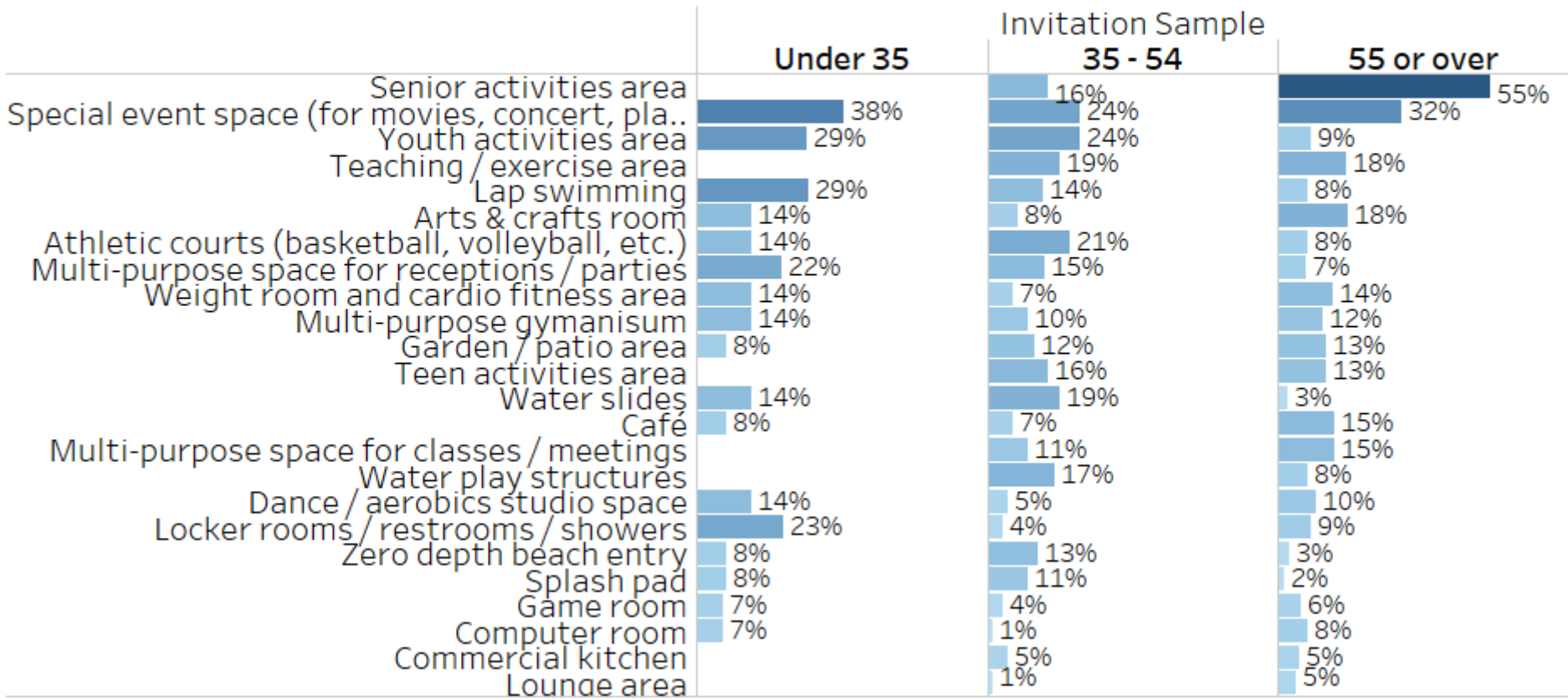




# TOP THREE FUTURE FACILITY PRIORITIES

Special event space is a highly prioritized item among all invitation respondents, regardless of age. Otherwise, preferences do vary by age. Particularly senior activities area, youth activities area, and multi-purpose space for classes/meetings.

## Pleasant Valley Recreation & Park District | Top 3 Highest Priorities, Facilities/Amenities

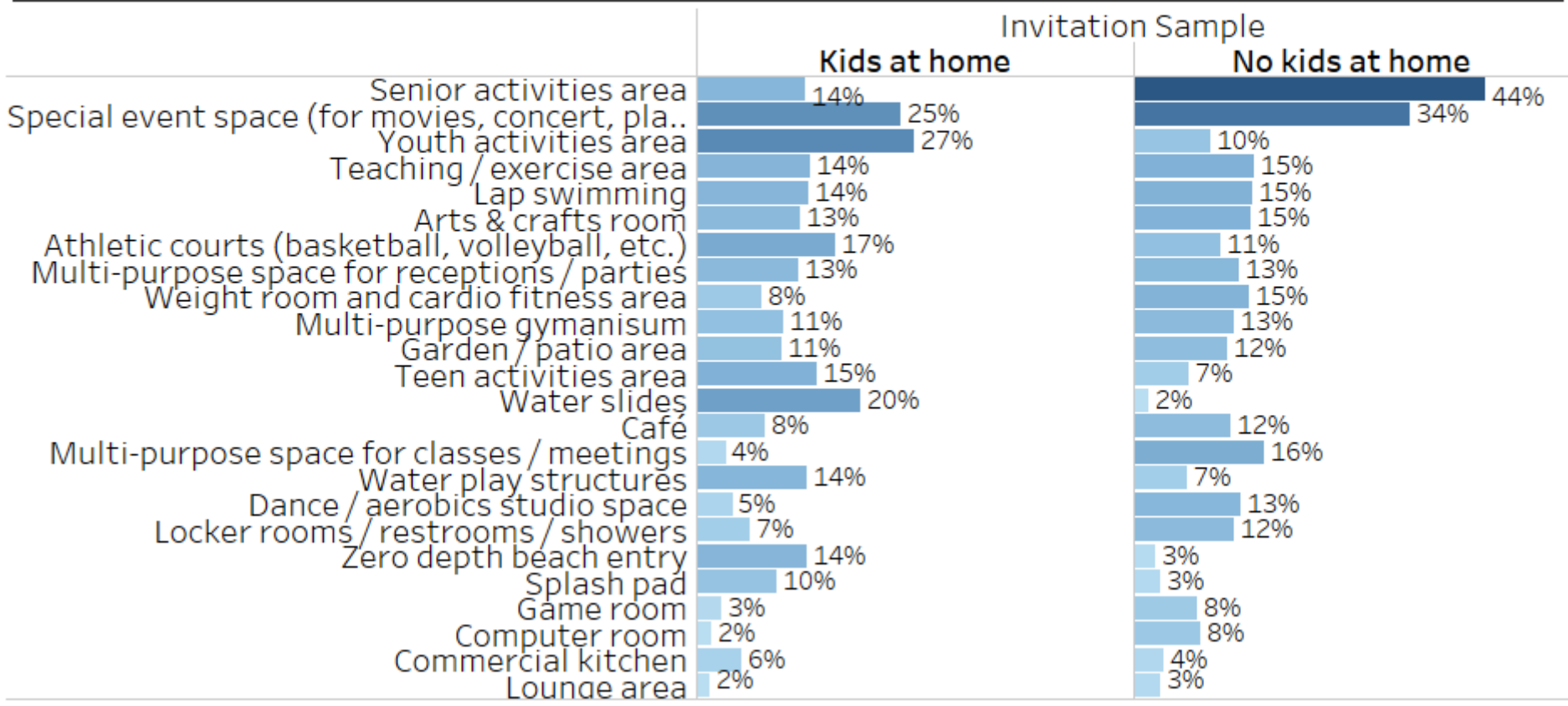




# TOP THREE FUTURE FACILITY PRIORITIES

Invitation respondents without kids at home were about four times as likely as those with kids at home to prioritize senior activities area as top future priority and about twice as likely to prioritize multi-purpose spaces for classes/meetings. Meanwhile, respondents without kids at home were more likely to prioritize youth activities area, athletic courts, teen activities area, and water play structures.

## Pleasant Valley Recreation & Park District | Top 3 Highest Priorities, Facilities/Amenities



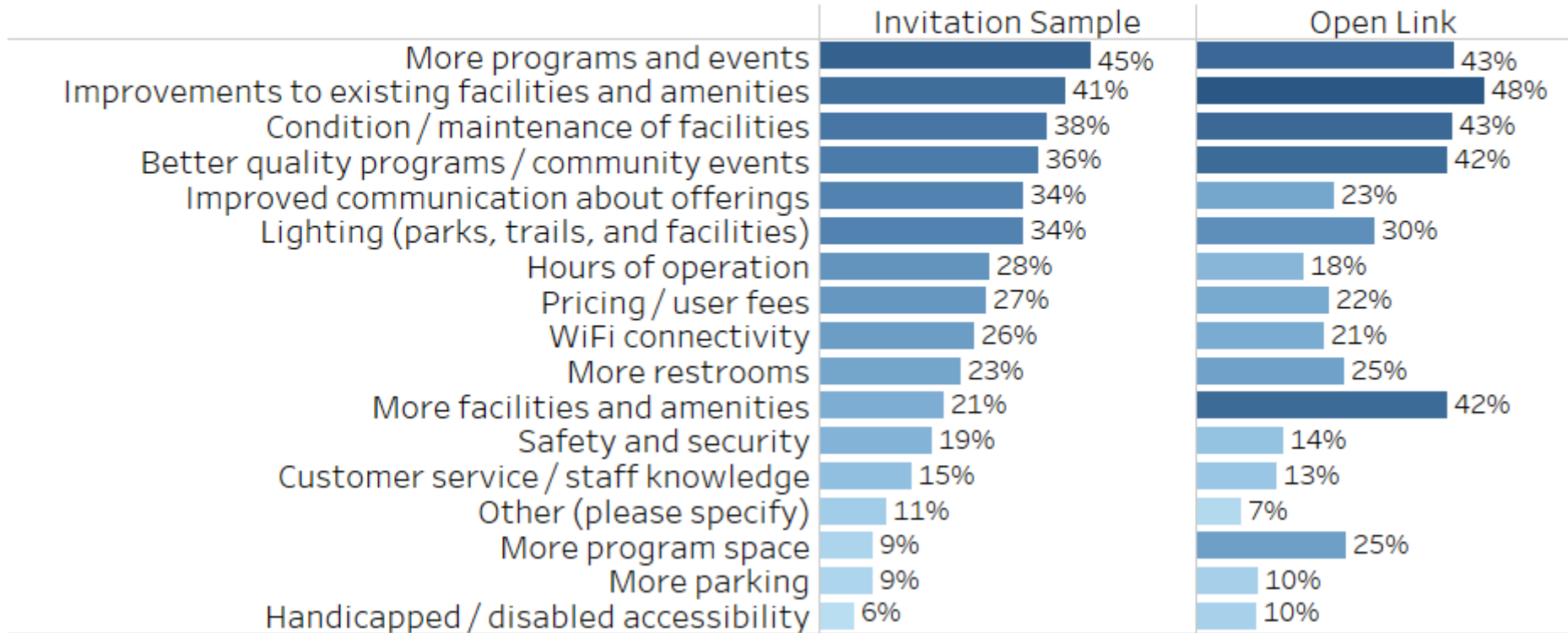


# MOST IMPORTANT AREAS

Invitation respondents were most likely to cite more programs and events, improvements to existing facilities and amenities, and the condition/maintenance of facilities as areas that, if improved, would increase their use of recreation facilities. Open link respondents were far more likely to identify “more facilities and amenities.”

## Pleasant Valley Recreation & Park District | Other Facilities

What are the most important areas that, if addressed by the PVRPD, would increase your utilization of recreation facilities? (CHECK ALL THAT APPLY)



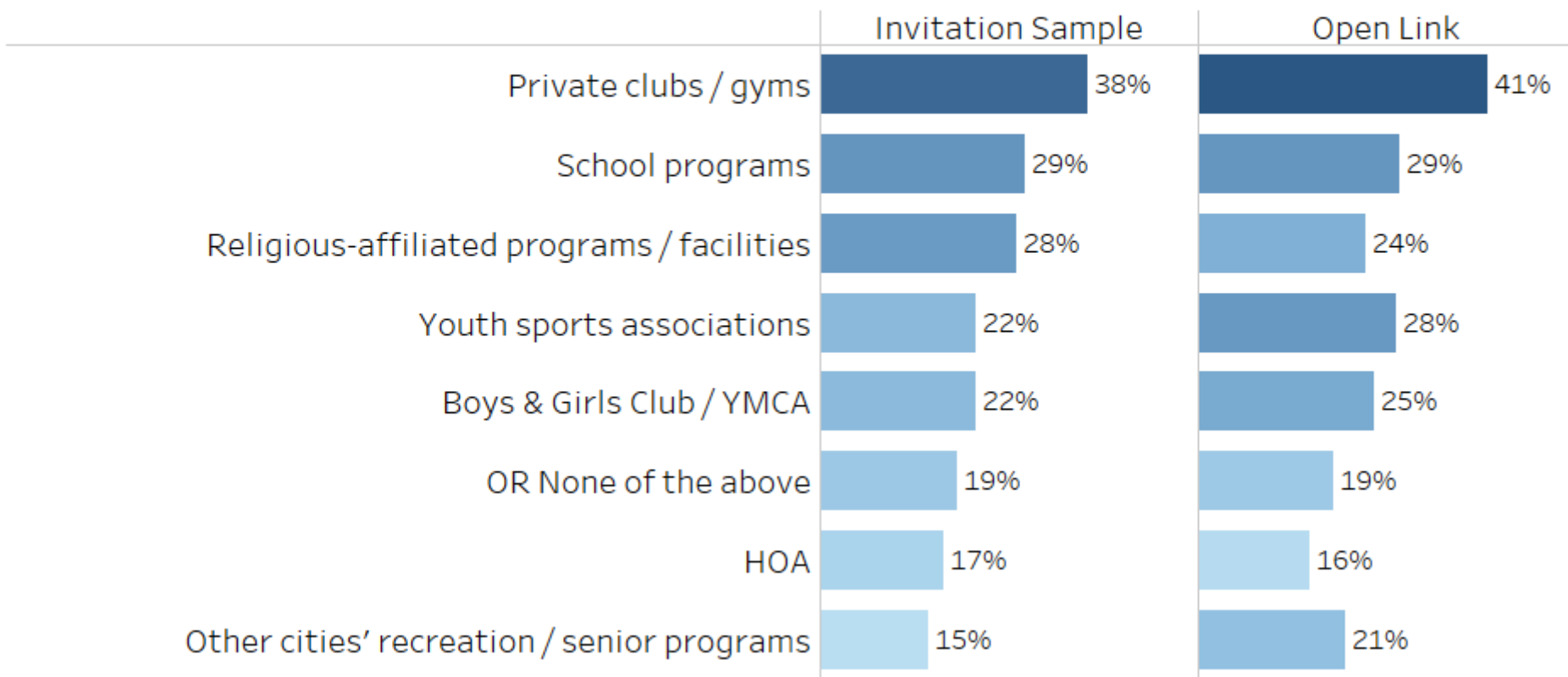


# OTHER FACILITIES

The most utilized other facilities/programs/and services for invitation respondents were private clubs/gyms, school programs, and religious-affiliated programs.

## Pleasant Valley Recreation & Park District | Other Facilities

What other recreation facilities, programs, and services, if any, do you use? (CHECK ALL THAT APPLY)

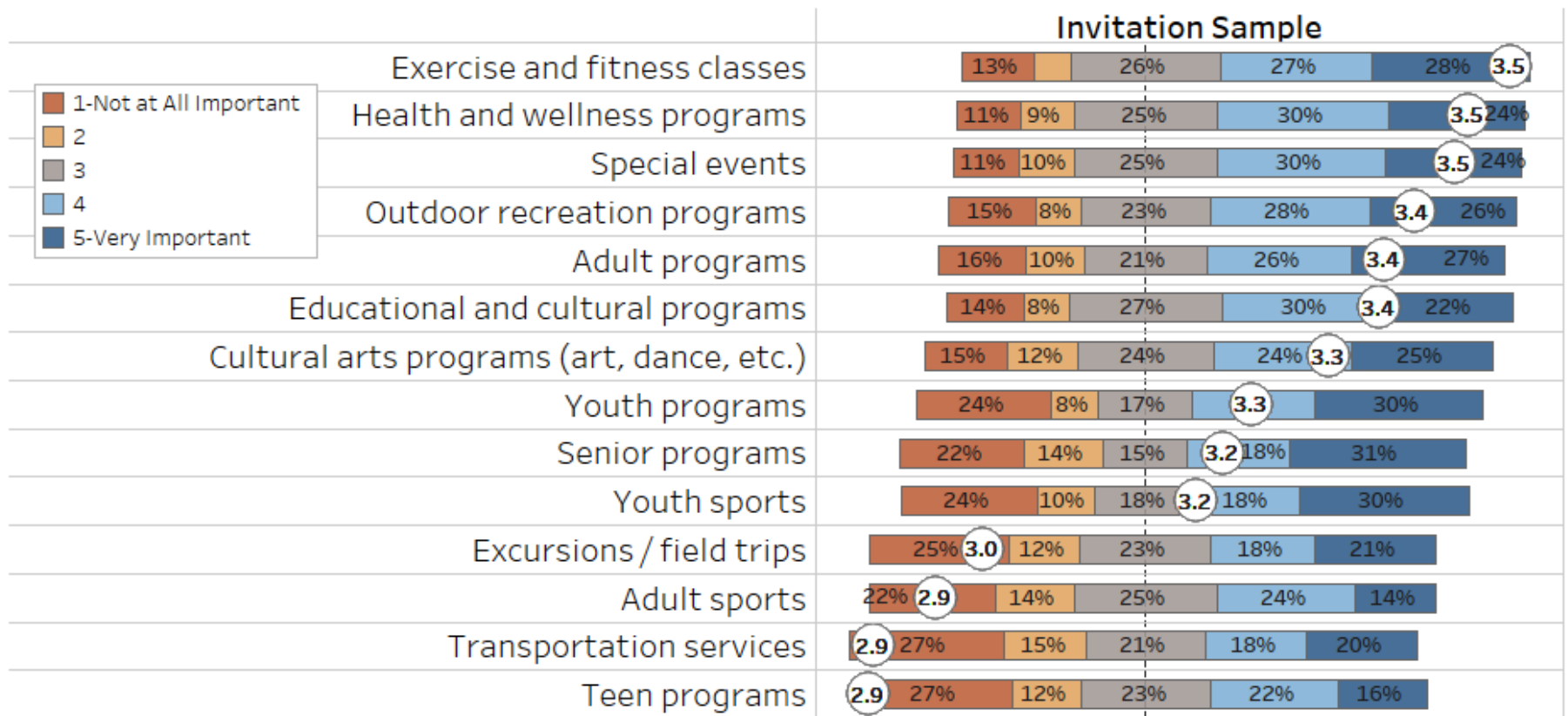




# IMPORTANCE OF FUTURE PROGRAMS/SERVICES

Exercise and fitness classes (55% rated as important), health and wellness programs (54%), special events (54%), outdoor recreation programs (54%), adult programs (53%), and educational and cultural programs (52%) were rated as importance future programs by over half of invitation respondents.

## Pleasant Valley Recreation & Park District | Importance of programs/services for addition, expansion, or improvement.



Avg ← % Responding 1-2 | % Responding 3 | % Responding 4-5 → Sorted by Average Rating



# IMPORTANCE OF FUTURE PROGRAMS/SERVICES

Adult programs and senior programs were the top rated future program choices among open link respondents and average importance ratings for these items were much higher than among invitation sample respondents. Meanwhile, invitation sample respondents were notably more likely to indicate that youth programs are important.

## Pleasant Valley Recreation & Park District | Importance of programs/services for addition, expansion, or improvement.

	Invitation Sample	Open Link
Exercise and fitness classes	3.5	3.7
Health and wellness programs	3.5	3.7
Special events	3.5	3.4
Outdoor recreation programs	3.4	3.5
Adult programs	3.4	3.8
Educational and cultural programs	3.4	3.5
Cultural arts programs (art, dance, etc.)	3.3	3.4
Youth programs	3.3	3.0
Senior programs	3.2	3.8
Youth sports	3.2	3.0
Excursions / field trips	3.0	3.0
Adult sports	2.9	3.1
Transportation services	2.9	3.0
Teen programs	2.9	2.9



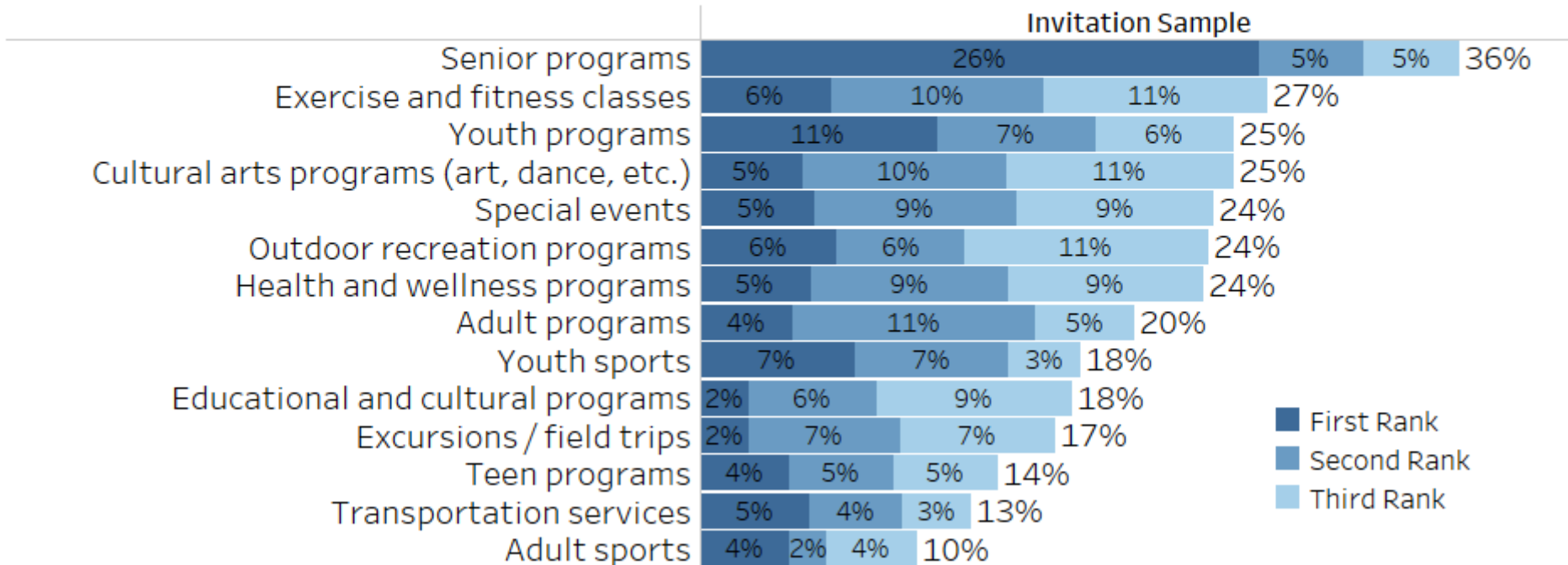


# TOP THREE PROGRAM/SERVICE PRIORITIES

Thirty-six percent of invitation respondents indicated that adding, expanding, or improving senior programs is one of their top three priorities for the future (26% also selected it as their number one priority). In a second tier of response, exercise and fitness classes, youth programs, cultural arts programs, special events, outdoor recreation programs, and health and wellness programs had roughly one-quarter of respondents reporting these as first, second, or third priorities.

## Pleasant Valley Recreation & Park District | Top 3 Highest Priorities

**Programs/Services** Which three items from the list in the previous question are the highest priorities for you and your household to be added, expanded, or improved?

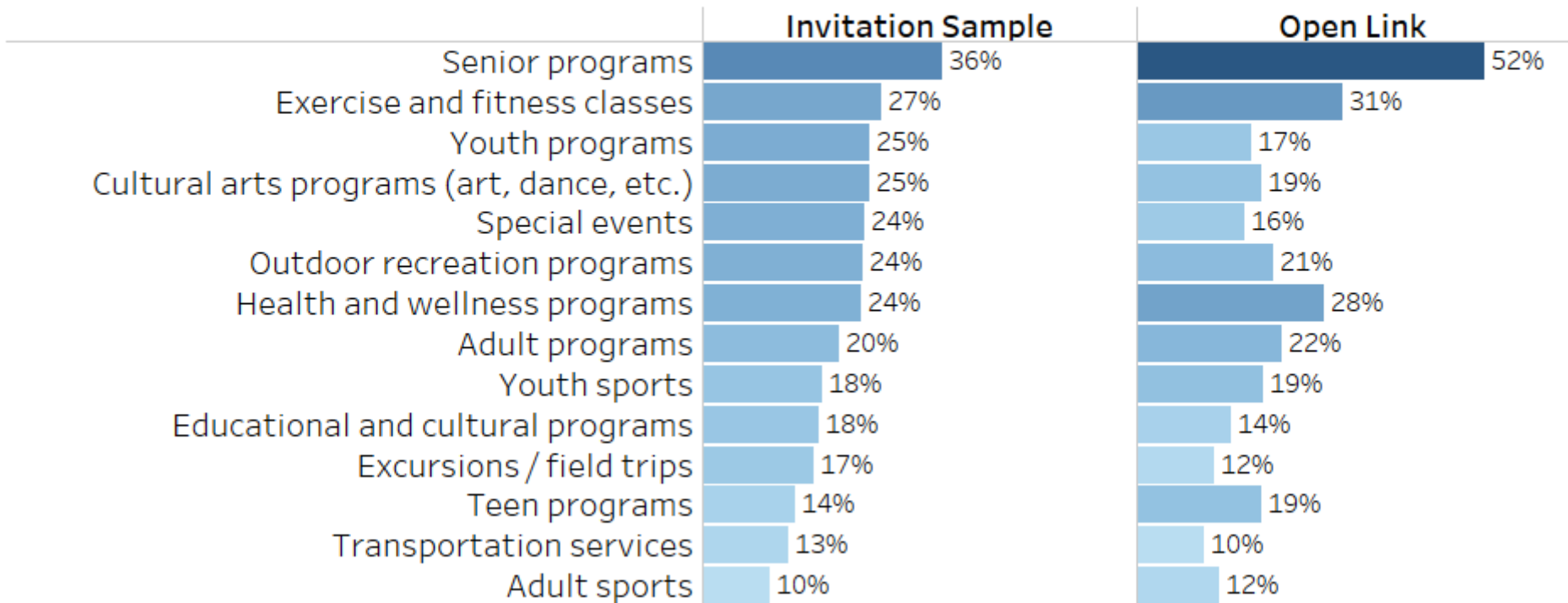




# TOP THREE PROGRAM/SERVICE PRIORITIES

While both samples of respondents most frequently cited senior programs as one of their top three priorities, open link respondents were much more likely to do so (52% vs. 36%). They were also somewhat more likely to prioritize exercise and fitness classes, health and wellness programs, and teen programs.

## Pleasant Valley Recreation & Park District | Top 3 Highest Priorities, Programs/Services

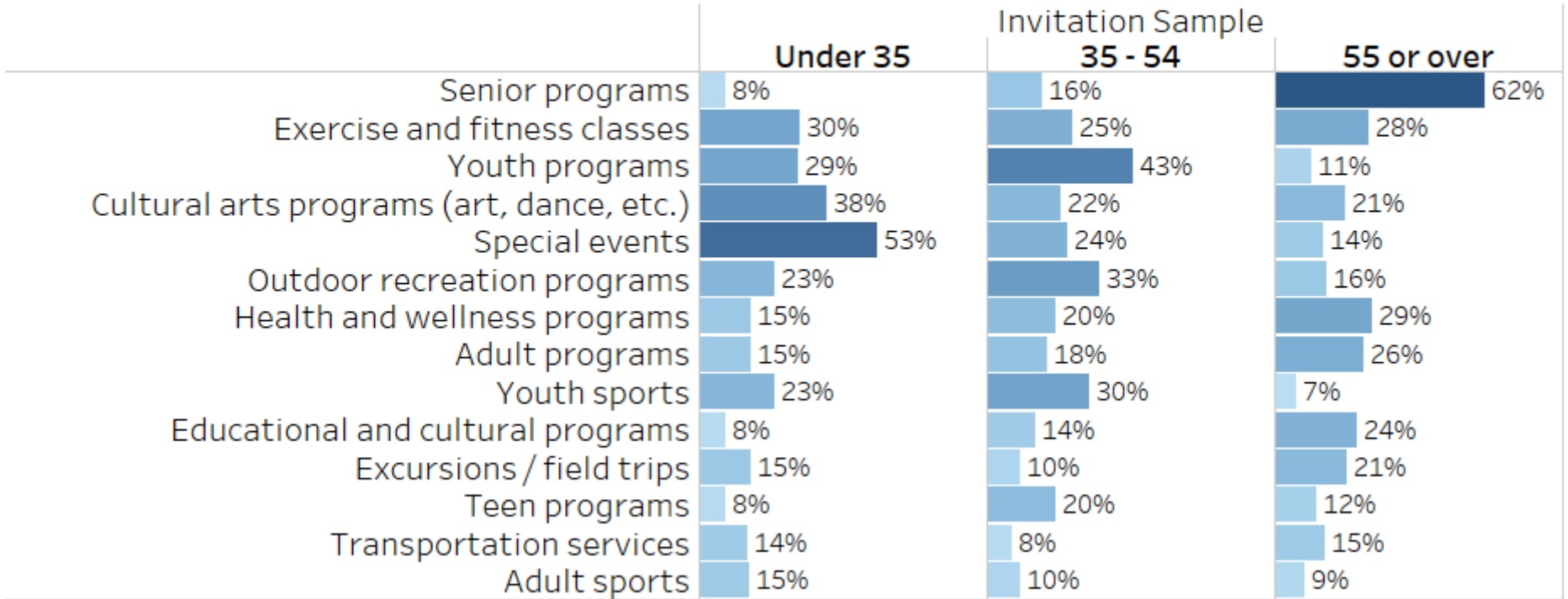




# TOP THREE PROGRAM/SERVICE PRIORITIES

Program and service priorities of invitation respondents differed by age. Not surprisingly, older residents were more likely to prioritize senior and health and wellness programs. Respondents under 35 were more likely to prioritize special events and cultural arts programs, and respondents 35-54 were more likely to prioritize youth and teen programs.

## Pleasant Valley Recreation & Park District | Top 3 Highest Priorities, Programs/Services

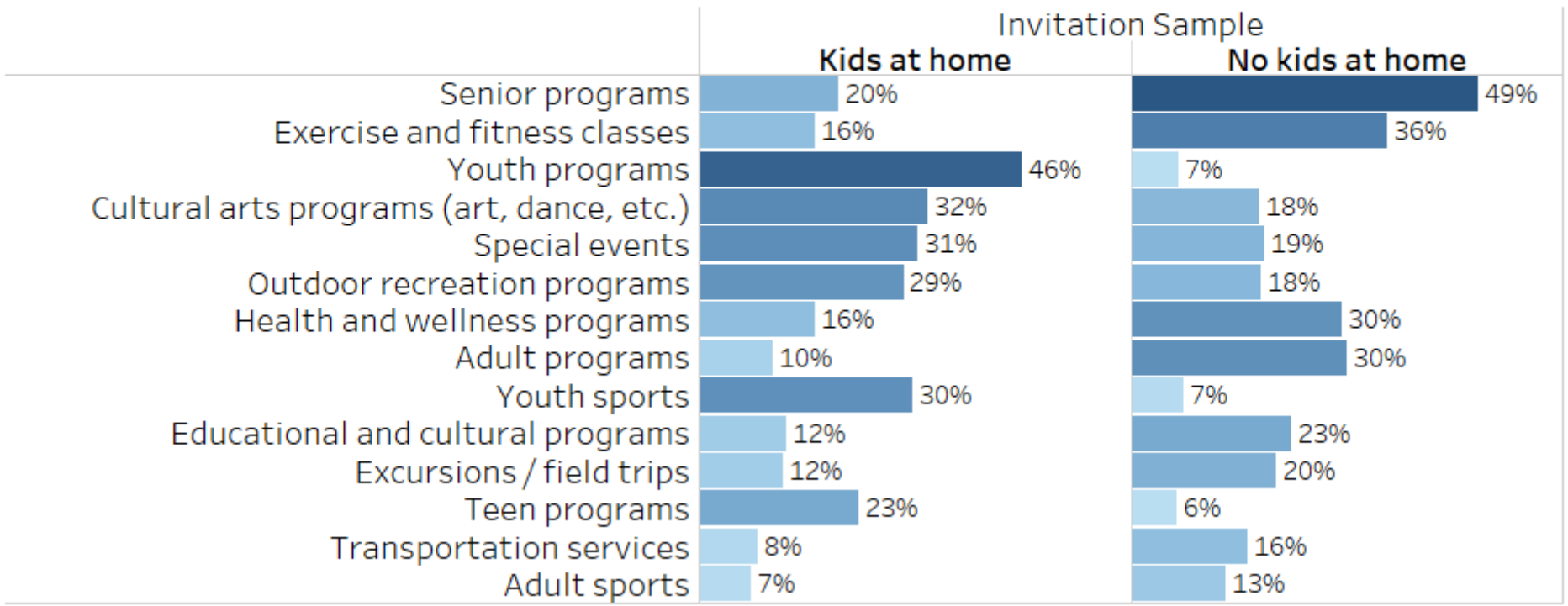




# TOP THREE PROGRAM/SERVICE PRIORITIES

Invitation respondents with kids at home were far more likely to prioritize youth programs, cultural arts programs, special events, and teen programs. Meanwhile, respondents without kids at home were more likely to prioritize senior programs, exercise and fitness classes, health and wellness programs, and adult programs.

## Pleasant Valley Recreation & Park District | Top 3 Highest Priorities, Programs/Services

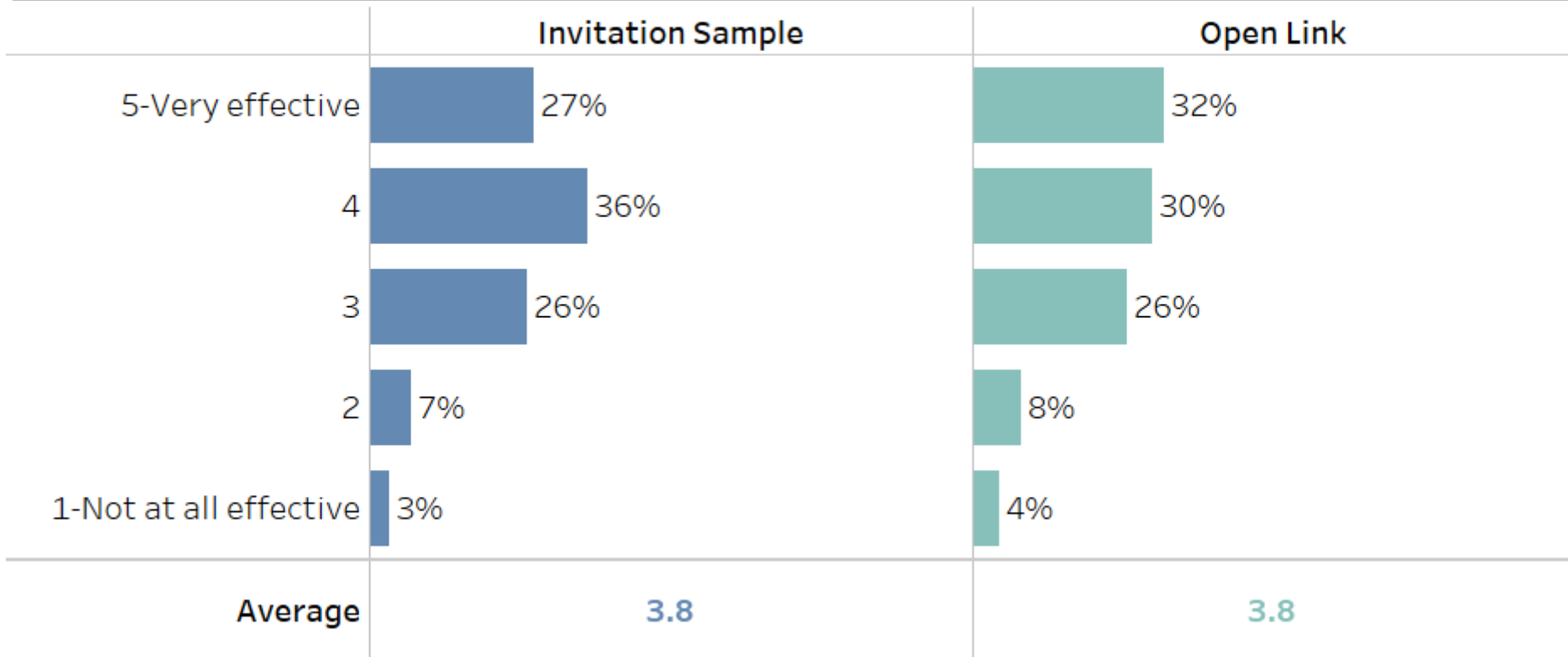




# COMMUNICATION EFFECTIVENESS

Invitation respondents indicated that PVRPD is generally effective at reaching them with information on parks and recreation facilities, services, and programs (63% rated as effective). Open link respondents were also quite positive, but were slightly more likely to indicate that PVRPD is “very effective” (32% vs. 27%).

## Pleasant Valley Recreation & Park District | How effective are we at reaching you with information on parks and recreation facilities, services, and programs?



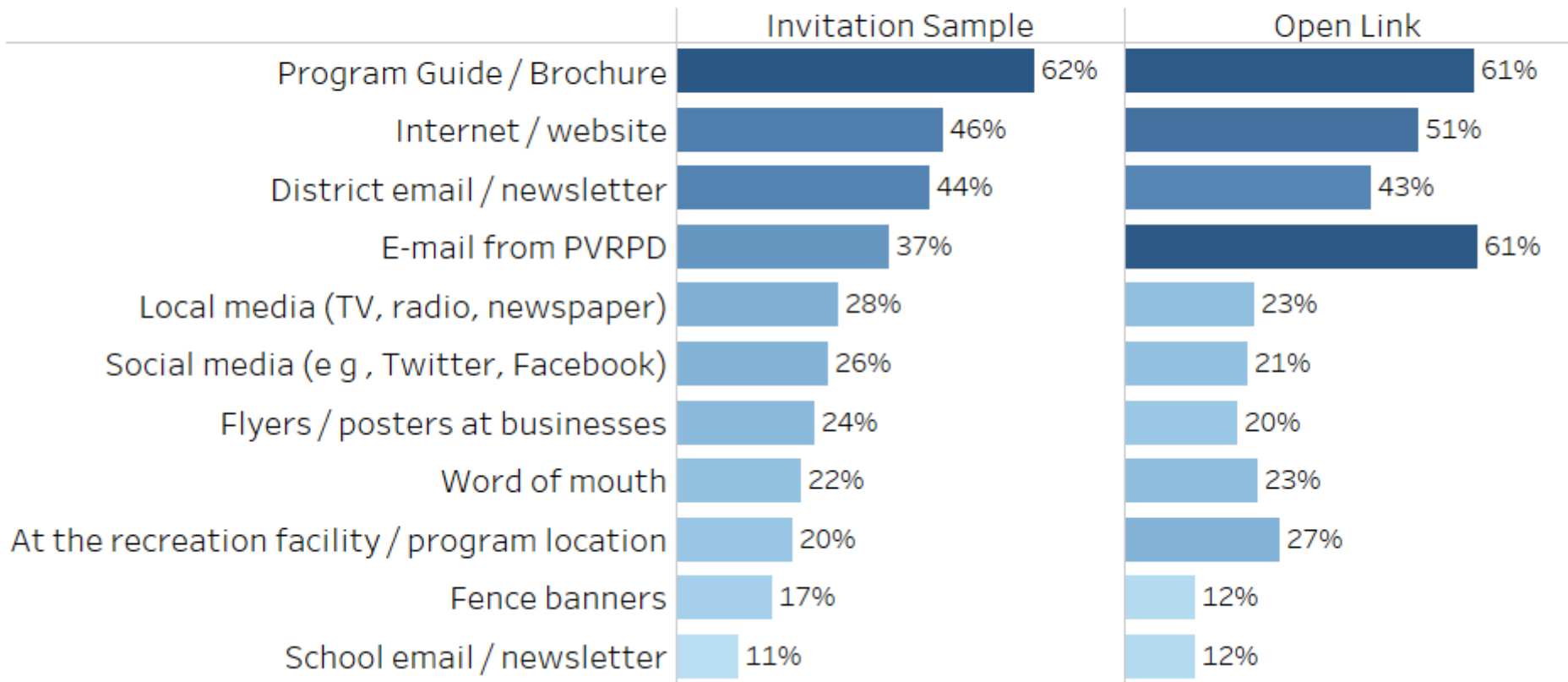
Source: RRC Associates and Greenplay



# BEST WAY TO RECEIVE INFORMATION

The best ways to reach invitation respondents are program guide / brochure (62%), internet website (46%), and district email / newsletter (44%). Open link respondents also most preferred program guide / brochure, but were notably more likely to prefer email as a method for receiving information (61% each).

## Pleasant Valley Recreation & Park District | Best Way to Reach You With Parks & Recreation Information

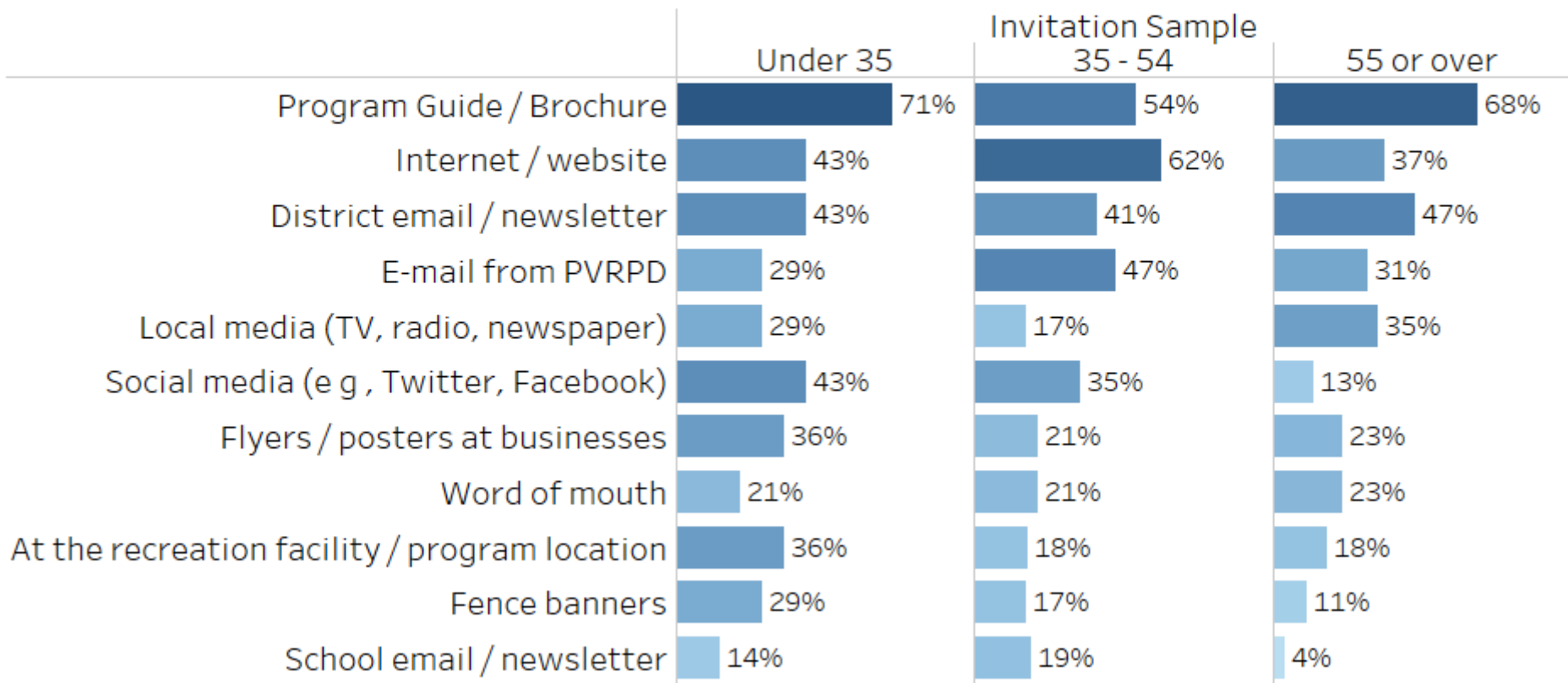




# BEST WAY TO RECEIVE INFORMATION

Younger respondents prefer social media as a way to receive information, while older respondents are somewhat more likely to prefer local media. Those in the 35-54 age group have a greater preference for email and internet / website.

## Pleasant Valley Recreation & Park District | Best Way to Reach You With Parks & Recreation Information

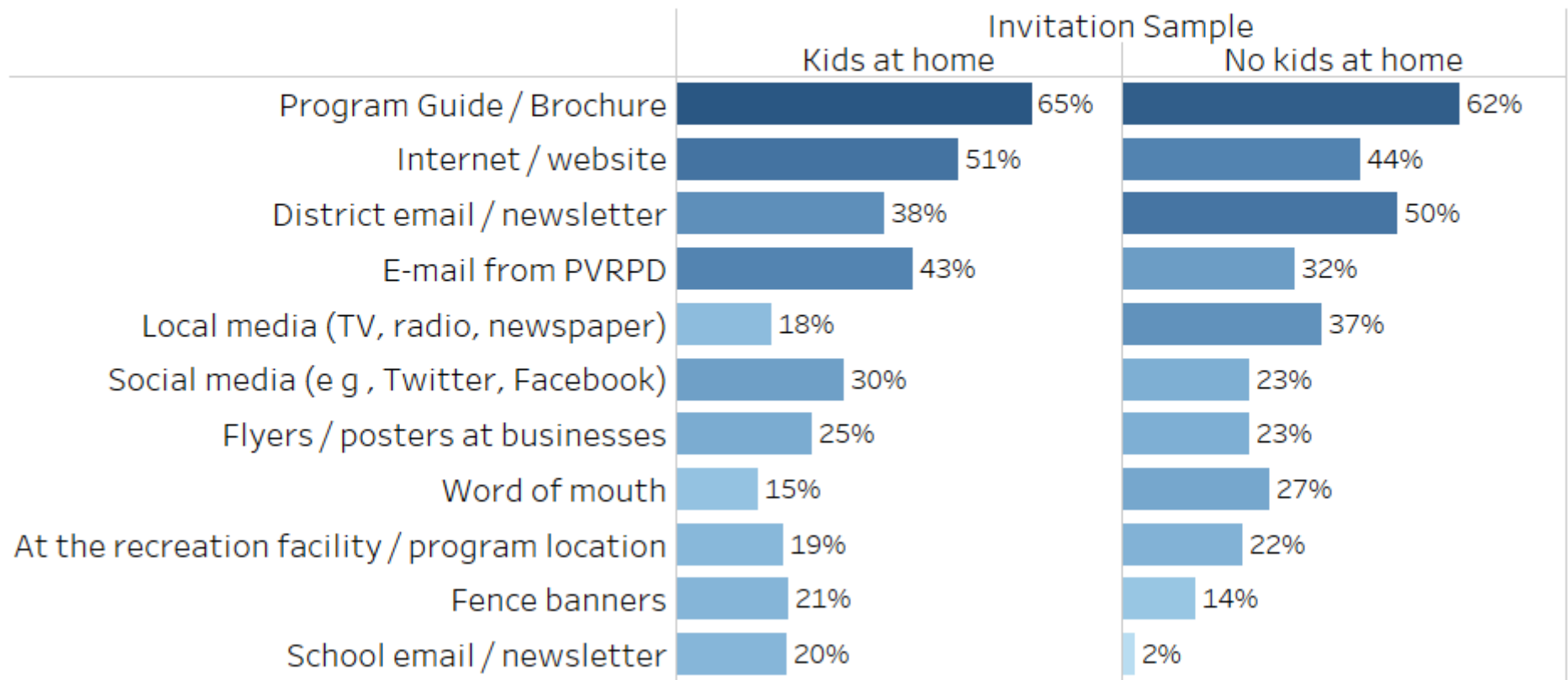




# BEST WAY TO RECEIVE INFORMATION

Households with kids at home were much more likely to select social media and school email / newsletter as preferred methods of communication than households without children.

## Pleasant Valley Recreation & Park District | Best Way to Reach You With Parks & Recreation Information



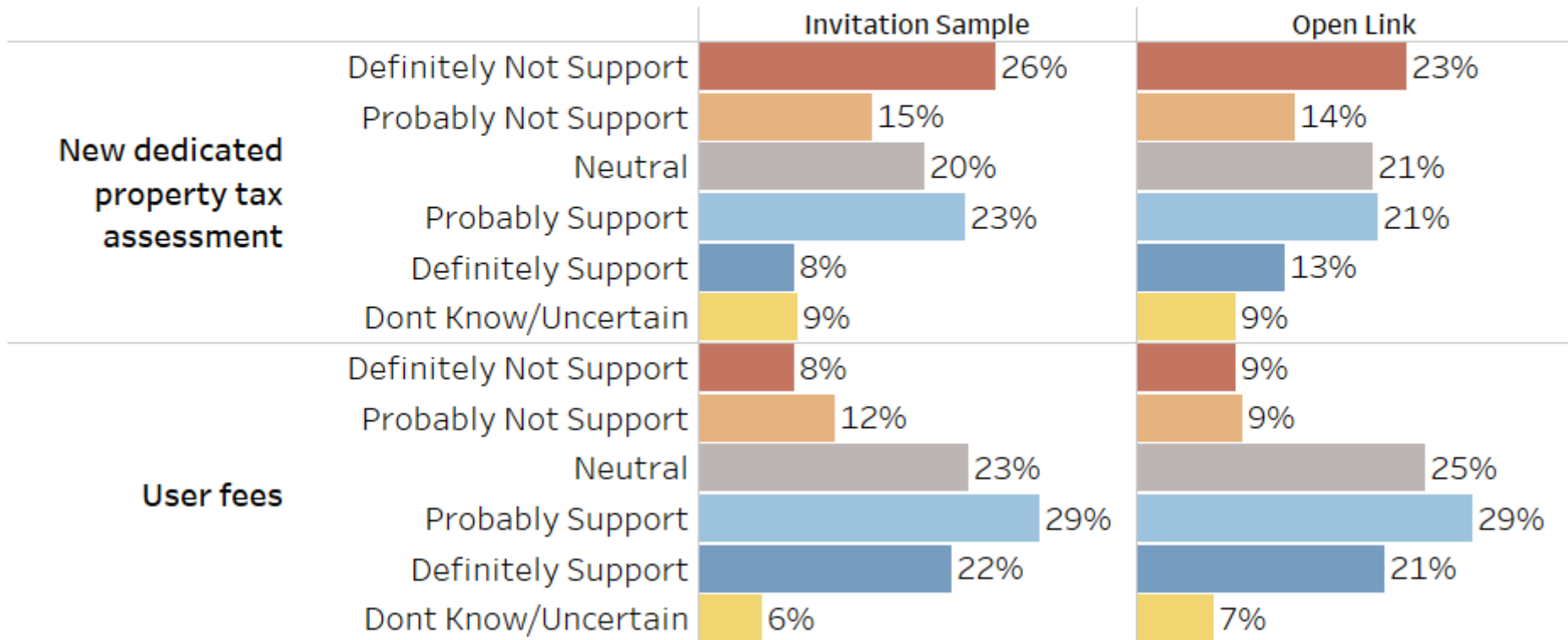


# \$ FUNDING MECHANISMS

More invitation respondents reported that they do not support a new dedicated property tax assessment (41%) than support it (31%). Conversely, a greater share of respondents support user fees (51%) than don't support that mechanism (20%).

## Pleasant Valley Recreation & Park District | Funding Mechanisms

To what extent, if any, would you be willing to support the following funding mechanisms to fund operations and maintenance costs of facilities and programs that may be developed in the future by PVRPD?

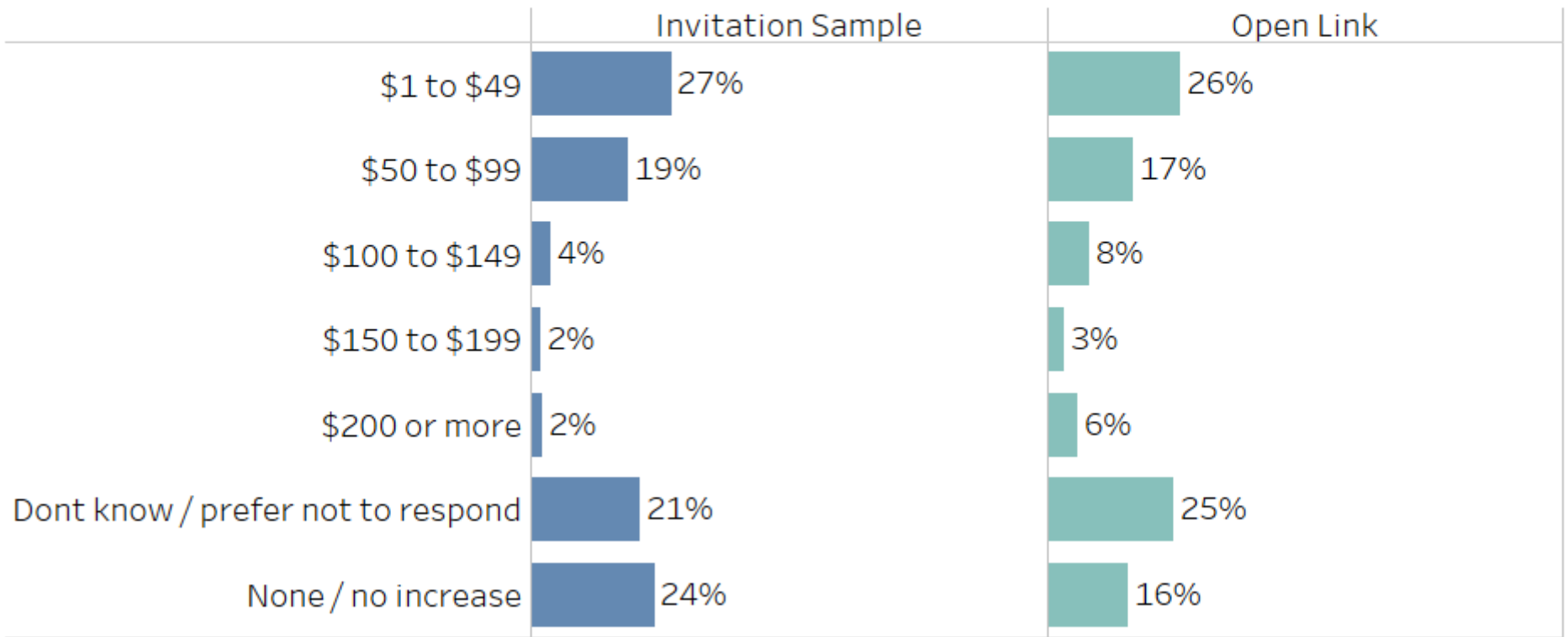


# \$ FUNDING MECHANISMS

Just over a quarter of invitation respondents would be willing to pay an additional \$1 to \$49 in taxes and/or users fees annually to fund improved or new facilities or programs (27%). An additional 19% would be willing to pay \$50 to \$99. Eight percent would be willing to pay \$100 or more, 21% didn't know, and 24% reported not being willing to pay any additional money annually. Open link responses were generally similar.

## Pleasant Valley Recreation & Park District | Taxes and/or User Fees

If additional revenues were needed to fund improved / new indoor facilities or programs in PVRPD, how much more in taxes and/or user fees annually are you willing to pay for this purpose?

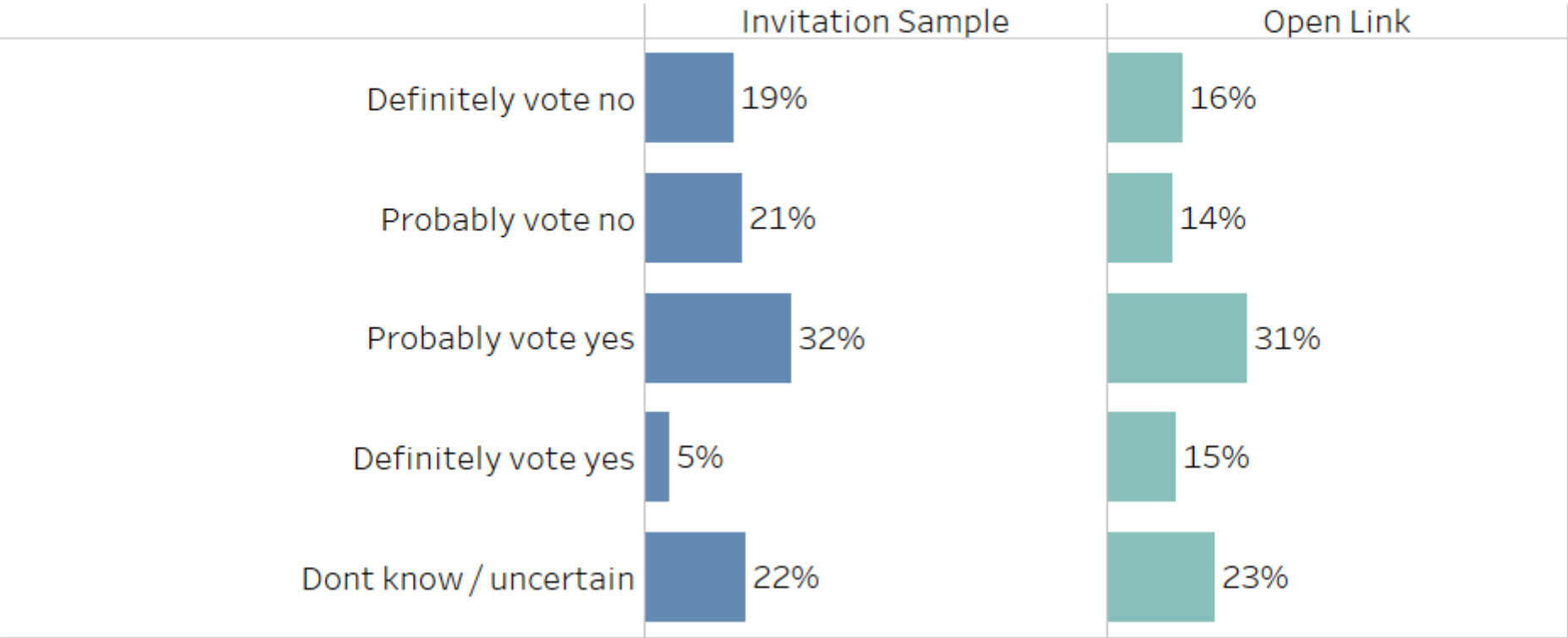


# \$ FUNDING MECHANISMS

Invitation sample respondents were slightly more likely to vote “no” (40%) than “yes” (37) on property tax increases. Conversely, open link respondents are more likely to vote “yes” (46%) than “no” (30%).

## Pleasant Valley Recreation & Park District | Property Tax Vote

How would you likely vote, if property tax was increased? (Taxes will be used for building, operating, and maintaining the preference you selected above)

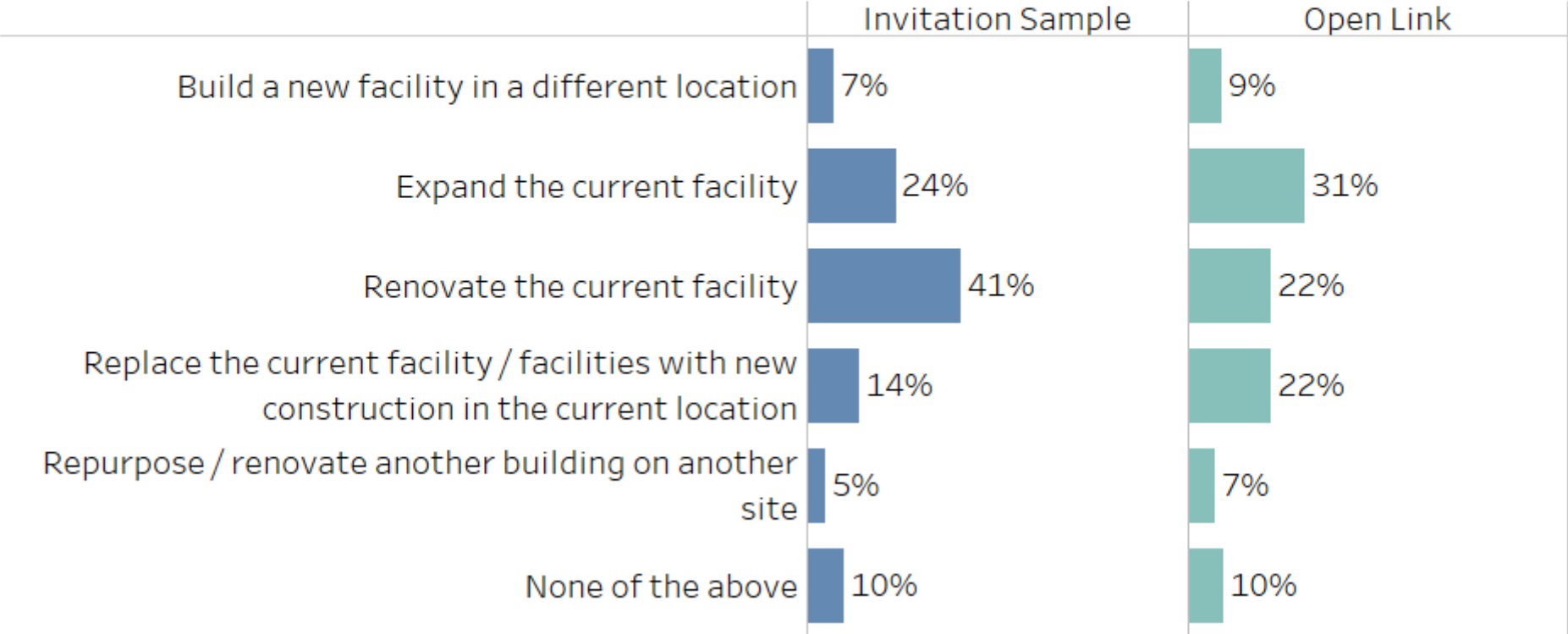


# \$ NEW FACILITY

Invitation respondents are most in favor of renovating the current community / senior center (41%), followed by those who want to expand the current facility (24%). On the other hand, open link respondents are more in favor of expansion (31%), with smaller shares preferring renovation or replacement (22% each).

## Pleasant Valley Recreation & Park District | New Community/Senior Center

If it was determined that a new community / senior center should be built or the existing facility should be expanded or renovated, which would be your single overall preference?

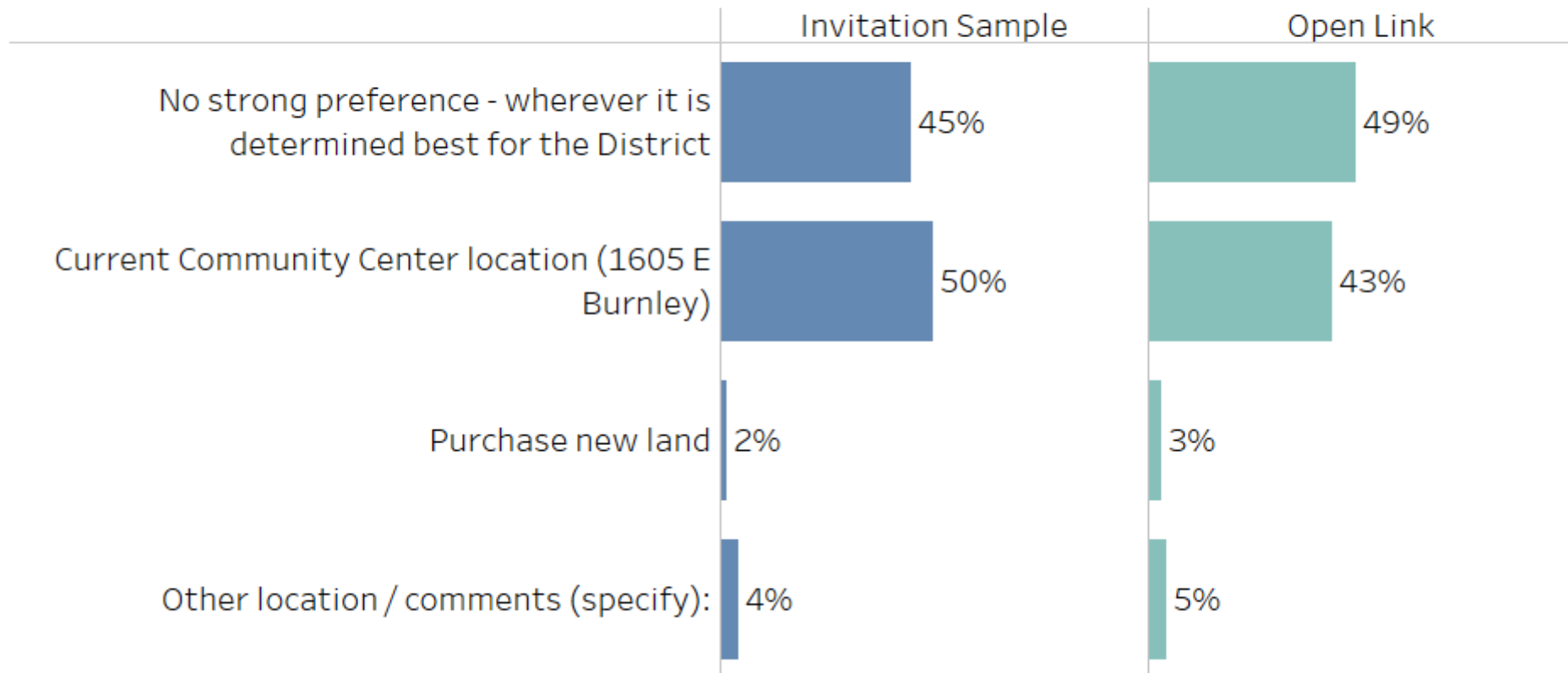


# \$ NEW FACILITY

Near equal share of respondents in both samples indicated they would either prefer to have new indoor facilities located at the current community center location (1605 E Burnley) or that they had no strong preference (whatever was determined best for the district).

## Pleasant Valley Recreation & Park District | Location of New Indoor Facilities

Do you have any preferences for location of new indoor facilities?



# ADDITIONAL COMMENTS/SUGGESTIONS

At the end of the survey, respondents were given the opportunity to provide any additional comments or suggestions for PVRPD. Themes that came up frequently through the survey were again prominent in this comment field, including maintenance of existing facilities, more shade, and trail/pathway connectivity. Many invitation respondents also took the opportunity to praise the efforts of PVRPD. A selection of verbatim invitation responses is shown below. The full listing of responses is provided in the appendix.

*Seniors need care such as provided (insufficiently) by Camarillo Health Care District*

*More options for teens - free options*

*Love the website. Office works have been VERY helpful with class enrollment and facility reservation.*

*Many people go to Global Center in Thousand Oaks and Moorpark because they have more senior activities. Camarillo Senior Center is a disgrace for a town like this.*

*It is much appreciated being asked to do this survey. The PVRPD is a WONDERFUL organization, offering a wide variety of resources. Cost-wise at times, due to our budget, I am unable to take some of the current classes I want to do.*

*In an effort to keep property taxes "reasonable," I suggest Open Space property/ies be donated to the District. The District in turn should assist each property owner/donor to obtain favorable relief from federal and state taxes.*

*Please do not raise taxes. You guys already raised our water bill. Look at McDonald's, they renovated their restaurants and they look nice. Just remodel the senior center.*