

**Your Parks, Your Future**  
**Advisory Committee Meeting #5**  
**ACTION MINUTES**

**Date:** April 10, 2019

**Time:** 5:30 – 7:30 pm

**Location:** City Hall, 3<sup>rd</sup> floor conference room

**Project Background:** The City has initiated a planning process to update the Civic Park & Heather Farm master plans and assess the future programming of Heather Farm Community Center, Clarke Swim Center, Civic Park Community Center and Shadelands Art Center. This may include the rebuilding and/or consolidation of the community centers and swim center. The purpose is to ensure that these parks, community facilities, and programs best serve the community 10 – 15 years into the future. Members of the Advisory Committee have been selected by the City Council.

**Agenda Items:**

- A. Call to Order
- B. Approve Minutes from Meetings #3 and #4
- C. Welcome and Introductions
- D. Meeting Agenda and Objective: Feedback on the facility scenarios for Civic Park, Heather Farm Park (including Clarke Swim Center), and Shadelands Art Center.
- E. Public Comment (Items not on the Agenda)  
One member of the public spoke in support of the Gardens at Shadelands.
- F. Brief Recap of AC Meetings #3 and #4
  - a. Response to Committee Question on Methodology of Program Assignments
  - b. Presentation on Overview of Programming in Facilities
  - c. Discussion and Activity: Evaluation Criteria prioritization

The project team provided a brief recap of the key feedback on the facility needs analysis from the 3/6 meeting. Kevin Safine, the Arts & Recreation Director presented a summary of the City's Cost Recovery Policy. The policy establishes a rational mechanism to classify program offerings based on community versus individual benefits as well as level of exclusivity. The policy sets cost recovery % targets for each category of programs as follows: Essential Category (30% or less), Important Category (31% - 70%) and Value-Added Category (71% and over). Currently all programs are meeting their cost recovery target.

The committee members participated in an activity to revisit the 14 program evaluation criteria and identify their top priorities. The prioritization of the 14 evaluation criteria resulted in the identification of the top 5 criteria most important to the committee. These include:

- Cost Recovery

- Community Priorities
- Unique to Walnut Creek
- Cost of Facility
- Variety of Programs

The project team will then use this information to reclassify the program categories into the “enhance”, “maintain” and “monitor” recommendation classifications for informational purposes and as a “peer review” of the program recommendations previously presented.

G. Presentation: Case Studies of Regional Facilities

The project team presented a slideshow of other community facilities built or planned to be built in the region.

H. Presentation: Operational Costs and Revenue Generation

The project team presented the summary of anticipated operational costs, revenue generation, and net overall change in revenue by facility scenario. Generally across all sites, A and B Scenarios result in a net increase in revenue generation from between 1 to 9%; whereas the C Scenarios result in a net decrease in revenue from 0 to 1%.

I. Presentation: Overview of Facility Scenario Costs

The project team presented the probable costs associated with each of the facility scenarios for Civic Park, Heather Farm and Clarke Swim Center, and Shadelands Art Center.

J. Public Comment Period B (Items on the Agenda)

One member of the public spoke to indicate their preference for Scenario A in Shadelands.

K. Discussion and Activity: Facility Scenarios - Costs and Priorities

- i. Discuss costs and provide comments and preferences on facility Scenarios
- ii. Participate in preference and priority exercise

The Advisory Committee (AC) members provided comments and participated in an activity to identify their preferred scenario for each location, and their priorities for which location should be implemented first. The activity demonstrated the following:

- Support for Scenarios A or B at each location (fairly evenly distributed between As and Bs at each location)
- Minimal to no support for Scenario C at any location (only one committee member indicated support for Scenario C, at Shadelands)
- Heather Farm was identified by 4 committee members as the top priority

Committee members requested that the project team bring back modifications to the Scenarios that achieve a hybrid between the A and B scenarios for each location.

L. Next Steps:

- i. Schedule another Advisory Committee Meeting for May to identify final recommendation for facilities
- ii. Joint Arts and PROS Commission Meeting
- iii. City Council Meeting

	ROBERT	ANITA	LANNY	FAYE	MICHAEL	ROB	TOM
<b>PROGRAMMING EVALUATION CRITERIA</b>							
Cost Recovery	● ●	●	● ● ●	●	● ●	●	● ●
Location		●		●			●
Community Priorities	●	●		● ●	●	●	
National Trends							
Local Trends	●				●	●	
Unique to Walnut Creek		●	●	●	●		●
Facility Flexibility				●		●	●
Cost of Facility	●	●	● ●			●	
Legacy Program							
Combine with Provider			●				
Resource Available	●	●					●
Other Providers Offering							
Variety of Programs	●	●		●	●	● ●	●
Multi-Generational					●		

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~~FAYE~~  
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ANITA

LANNY

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MICHAEL

ROB

TOM

**CIVIC PARK**

Optimize Scenario A

Hybrid Scenario B

Status Quo Scenario C

Wild Card D

**HEATHER FARM**

Optimize Scenario A

Hybrid Scenario B

Status Quo Scenario C

Wild Card D

**POOLS**

Option 1  
25M & Rec Pool

Option 2  
50M & Rec Pool

Wild Card D

**SHADELANDS**

Optimize Scenario A

Hybrid Scenario B

Status Quo Scenario C

Wild Card D

**PARK IMPLEMENTATION PRIORITIES**

ADVISORY COMMITTEE MEETING 5

APRIL 10TH 2019

