



PARKS, TRAILS, OPEN SPACE & RECREATION

To: Stakeholder Advisory Group

Cc: Peter Jensen, Elizabeth Ames and Rob deGeus

From: Ryan Mottau, and Ellie Fiore, MIG

Re: Project Update

Date: July 9, 2015

While it's been a while since we first met as a group, we've been busy and wanted to provide you with a project update in preparation for our next meeting this fall.

Since the first meeting of the Stakeholder Advisory Group meeting for the Palo Alto Parks, Trails, Open Space and Recreation Master Plan (PTOSR Plan), the project team has collected and analyzed an extensive set of data on community needs, preferences and opportunities augmented by community outreach, stakeholder engagement and collaboration with the Parks and Recreation Commission (PRC).

This informational update provides a review of work completed to date, an overview of the current status of the project and a discussion of the next steps and project schedule. The work products described below and meeting materials are available on the project website: www.paloaltoparksplan.org/

Community Outreach

Guided by the Public Engagement Plan developed at the outset of this planning process, and with support of the Parks and Recreation Commission (PRC), MIG successfully solicited detailed input and ideas from hundreds of community members through a variety of methods including:

- Online community survey (over 1,100 responses)
- Online map-based survey (over 475 individuals)
- Community workshops (3)
- On-the-ground "intercept events" (6)
- Stakeholder advisory group meeting
- Meetings with community-based organizations and representatives

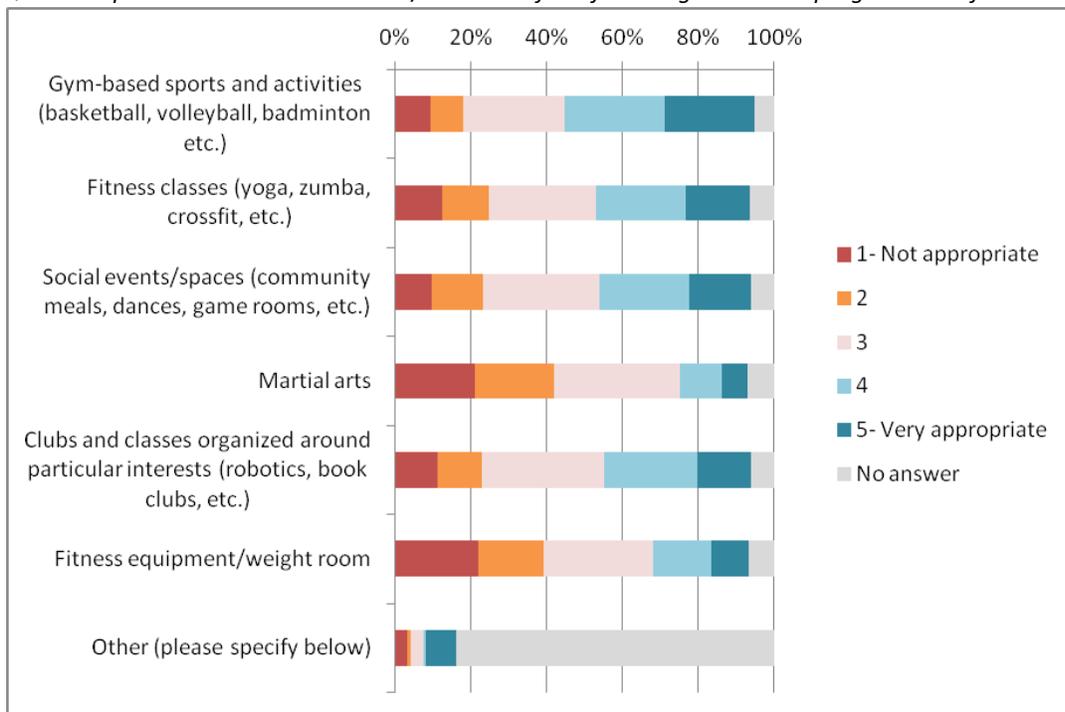
Events and input opportunities were promoted in a variety of ways, including the City newsletter, website and social media accounts; e-Blasts to the community service mailing list,

stakeholder advisory group, and community-based organizations; and with flyers and signs in parks. Intercept boards and in-park signage included a QR code that took users directly to the Mapita questionnaire. Community workshops were also promoted with newspaper ads and on public access television and PRC members were asked to promote input opportunities through their own networks. The project website (www.paloaltoparksplan.org) which including updates, document downloads and links to the online questionnaires.

Community Survey

MIG worked with city staff and the PRC and developed an online community survey to better understand community priorities. The survey was available online from November 17 through December 19 and was also available in hard copy in Spanish and in English.

Q: How important is the enhancement/ addition of the following recreation programs and features in Palo Alto?



Community Stakeholder Meetings

MIG met with several community-based organizations, parks and recreation interest groups and other interested community members to identify key needs, assets and opportunities for the Plan and to build the network of community members engaged in the process. Several of these meeting included members of the Stakeholder Advisory Group.

Community Workshops

MIG facilitated a series of three community workshops, on October 28, 29 and December 2, 2014 that engaged a total of 60 community members. These workshops provided residents with an opportunity to provide more specific input on aspects of the system that they would like preserved or improved.

Online Interactive Map Tool

Using the web-based Mapita application, community members were able to answer a series of questions and provide geo-tagged comments on specific parks and locations throughout the City. Over 475 individuals provided park-specific feedback using this tool. Extensive comments on park quality, barriers to access, needs and opportunities for dozens of parks were collected. Comments on every City park were received using this interactive tool. An example of an output of this tool is included below.

Intercept Events

A unique element of this project was the use of intercept events in which MIG staff and PRC members engaged visitors outdoors at parks, farmers markets and community events. PRC members were able to extend MIG's reach of this effort and overall, six intercepts captured comments from over 200 people. A summary of the input received from the intercept events is available on the project website.



Analysis of the Community and the System

Working closely with City staff and the PRC, MIG has developed several products that document and analyze the existing parks, trails, recreation and open space assets in Palo Alto as well as the policy and demographic environments in which the Plan is being developed.

Early work was focused on the inventory of parks and facilities, other related City efforts and the demographic analysis of the community. More recent and ongoing work on analysis of the system includes evaluation of recreation program options; site evaluation of each park in the system; a revenue analysis; a high-level sustainability review of policies, practices and operations; and a geographic analysis to identify any gaps in the system.

The following interim work products were developed by MIG, reviewed by staff and the PRC and are (or will be) posted to the project website

Planning Environment Summary

This document includes a review of guiding documents, related plans and programs, and city policies and practices. The Summary reveals facility and program gaps identified by past planning efforts for consideration in the PTOSR planning process.

Sustainability Review

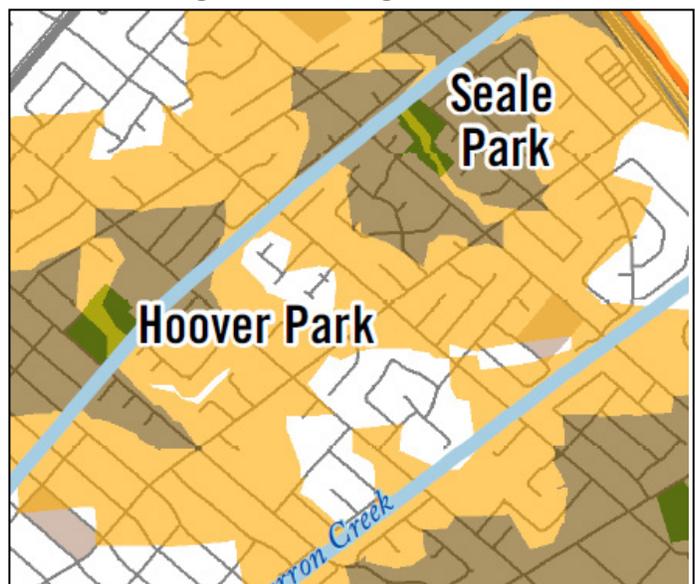
This work product identifies opportunities to increase sustainable practices associated the operation and management of parks and open space within the City. Drawing on best practices from other cities and agencies, the site tour and inventory findings and staff input, the Sustainability Review evaluates the City's current policies, programs and practices and identifies opportunities to increase sustainability across 13 indicators.

Program Review and Analysis

This working draft document makes recommendations for high-level strategic directions and key findings about Palo Alto's programming areas, populations and facilities, and identifies gaps and overlaps. The Review includes recreation programs offered by the Community Services Department as well as by private and community providers.

Geographic Network Analysis

MIG used a Geographic Information Systems (GIS) model of the streets, sidewalks, trails and pathways to illustrate the geographic reach of each park, reflecting the way people move through the city. Model outputs show the desired travel distance ($\frac{1}{4}$ or $\frac{1}{2}$ mile) to park sites and



particular recreation opportunities and show where service gaps appear.

The image above shows an example of $\frac{1}{4}$ (brown) and $\frac{1}{2}$ (tan) mile walking distances from parks in Palo Alto. This model was further refined using the public comments on barriers (such as busy streets and intersections), desired activities, and the paths people use to travel to and from parks. This analysis will dovetail with the extensive input from park users in Palo Alto and the project team's review of each park site to inform recommendations and priority improvements in the next phase of the project.

Existing Conditions Maps

The MIG team visited each park site to document and evaluate existing conditions and consider possible improvements and developed an existing conditions map for each of the City's parks that includes key features, opportunities and constraints and site-specific public input.

Data and Needs Summary

During spring 2015 the planning team has been working closely with the Park and Recreation Commission to review the extensive data generated from the planning process and brought in from other City and community efforts. This work has culminated in the Data and Needs Summary Matrix and a comprehensive binder of all data sources identified by the planning team. These two tools provide the reference material for developing recommendations that are supported directly by the data sources.

Next Steps and Estimated Timeline

Online Prioritization Exercise	Summer-Fall 2015
Community Workshops:	Fall 2015
Draft Plan:	Winter 2015
Council and PRC Review:	Pending Council and Commission schedules