



Memorandum

TO: NEIGHBORHOOD SERVICES
AND EDUCATION COMMITTEE

FROM: Albert Balagso

SUBJECT: COMMUNITY SPORTS FIELDS
STUDY

DATE: 07-23-07

Approved

Date

7/27/07

COUNCIL DISTRICT: Citywide

RECOMMENDATION

Acceptance of the following report and provide any feedback and comments to staff.

BACKGROUND

On October 17, 2006, the City Council authorized the Department of Parks, Recreation and Neighborhood Services (PRNS) to conduct a Community Sports Fields Study (Study). Through this study, the Department will clarify space requirements for organized sports groups, provide an inventory of existing conditions and users groups as well as develop recommendations for acquisition of new sites, improved operational efficiencies and revenue generation opportunities. Utilizing a combination of working subcommittees as well as consultant services as necessary, the Department will produce a final report that will serve as the guiding document for future investment and operations of community sports fields. The purpose of this memorandum is to provide the Neighborhood Services and Education Committee with a status report on the study as well as the next steps.

ANALYSIS

The final product will be a report detailing the process on how the Study was developed, the engagement of the community in its development, as well as key findings and recommendations. It will also contain:

- An updated inventory of existing City-owned properties with opportunities and constraints identified. This will include recommendations to enhance the playability, upgrade ADA accommodations, and add other improvements to existing sites;
- An updated inventory of sports-user groups, which will define existing group needs, boundaries, frequency of use and special space requirements;

- A matrix and map of land acquisition opportunities that can be generated through partnerships, land swaps or purchases;
- Identification of potential operational efficiencies and best practices from other jurisdictions that can be implemented. This will also include recommendations for cost and revenue sharing strategies as well as the potential for use of volunteer labor; and
- Recommendations on improving efficiency with respect to scheduling and permitting.

Community Sports Fields Study Task Force and Subcommittees

A community task force, with five working subcommittees, has been established. Attachment A provides an overview of the subcommittee structure along with workplan deliverables.

Subcommittees are organized with both resident and staff leads. This mix of community members and staff will ensure that the community is engaged throughout the process and also make certain that different user groups have a strong voice in the project. Whether it is calling other jurisdictions to discuss best practices or talking to other agencies about partnership opportunities, the resident and staff teams will perform the bulk of the work themselves. They will also identify discreet items which may require a consultant to perform a technical analysis or study. Each committee will develop their own workplan and the public is welcome to attend any of these meetings.

Monthly meetings for the general public to review the status of the overall work have occurred or are planned on the following dates and locations (all in 2007):

- April 9 – San José City Hall, 200 East Santa Clara St., Room W-120
- May 14 - Berryessa Youth Center, 1970 Morrill Ave.
- June 11 – Alum Rock Youth Center, 137 North White Road
- July 9 – Gardner Community Center, 520 W. Virginia St. (canceled – to be rescheduled)
- August 13 - Solari Community Center, 3590 Cas Drive
- September 10 – Evergreen Community Center, 4860 San Felipe Road¹
- October 1 – Camden Community Center, 3369 Union Ave.
- November 5 – Willows Senior Center, 2175 Lincoln Ave.
- December 10 – Almaden Community Center, 6445 Camden Ave.

Each monthly meeting is scheduled to be held from 6:00 p.m. to 7:30 p.m. at these locations and these meetings will be advertised in local and ethnic news outlets. The mailing list utilized to inform the public of these meetings includes the database of sports-user groups generated from the Department's earlier work on sports complexes development at Singleton Landfill and Shady Oaks Sports Park.

A website has been set up to post agendas, meeting minutes, and other work that is generated in the development of the study. The web address for this site is:

<http://www.sanjoseca.gov/prns/RecreationSports/sfsindex.asp>

¹ At the request of District 8, staff will be asking that this date be changed to September 11 in order to facilitate participation of the District 8 Community Leaders Roundtable.

At a recent oversight meeting, the subcommittee chairs (all volunteers) mentioned that the previously scheduled commitments, which had all data collection to be completed by August 2007, was too aggressive given the fact that the bulk of the work was being performed by community volunteers, as opposed to a paid consultant. The committee chairs were all pleased with the progress of the report but requested that staff re-look at the schedule commitments. In addition, the committee chairs want to ensure that the preliminary data collected by the teams (i.e., new opportunity sites, best practices, etc.) is fully vetted with stakeholders during the months of September and October 2007 prior to staff finalizing any recommendations for City Council.

As a result of this, staff has adjusted the overall workplan schedule by two months as noted in the below table.

| Timeframe | Key activities/tasks | Status |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|
| December 06 – February 07 | Inform community about the study | Completed |
| February 07 | Initial public meeting, establish task force structure | Completed |
| March 07 - August 07 | Complete Phase I Subcommittee work – data collection | Ongoing |
| September/October 07 | Meet with stakeholders to gain input on Phase I data collection | |
| January 08 – February 08 | 1. Initiate feasibility/technical studies on highest priority opportunity sites 2. Develop and prepare report including community review of draft | Adjusted from previous estimate of October/November 2007 |
| March 08 | Parks and Recreation Commission approval | Adjusted from January 2008 |
| April 08 | Council approval | Adjusted from February 2008 |

Attachment A provides the deliverables being developed by each subcommittee. A number of deliverables have been identified to date, including developing a prioritized action plan for site specific improvements to existing facilities, a prioritized list of new opportunities to guide future acquisition and development, recommendations on how to balance the needs of competing user groups, a benchmarking analysis and recommendations for a revised permitting process.

In addition, the most critical first phase of the study is the data collection phase.

- Subcommittee #1: Existing Sites: This subcommittee has created a GIS map showing all existing sports facilities within the City of San José and has begun the process of evaluating those facilities. Staff have also contacted other cities which have undergone similar evaluations to learn from their experience;
- Subcommittee #2: New Opportunity Sites: This subcommittee has developed a list of 35 potential opportunity sites for new sports fields and has performed a preliminary ranking

exercise on these sites using criteria approved by the entire committee. The committee has also developed criteria which can be used to help the City engage in public/private partnerships.

- Subcommittee #3: Inventory of Current Sports User Groups: Surveys have been sent out to all known user groups as well as all local school districts to help develop an inventory of the need for sports fields in the City. This data will allow the team to determine the highest need areas in the City for additional fields as well as the recommended concentration of fields within the City. To date, the team has received approximately ½ of the surveys back from the users and will be using the months of July and August to track down surveys from the remainder of the respondents, including local school districts.
- Subcommittee #4: Operational Efficiencies and Best Practices: The subcommittee is collecting data from eleven jurisdictions (Dallas, Denver, Fresno, Henderson, Morgan Hill, Phoenix, Salinas, San Diego, San Francisco, Santa Clara and Seattle) regarding their policies, operations, maintenance and fee schedules. This data will be used to develop best practice recommendations for improving operations within the City of San Jose. A copy of the survey is enclosed as Attachment B.
- Subcommittee #5: Examine Current Permitting and Scheduling Processes : This subcommittee is in the process of meeting with various vendors that supply permitting and scheduling software and setting up tutorials for the committee members to review and evaluate.

To ensure that no opportunities are lost, staff is continuing to take advantage of opportunities as they appear, as opposed to waiting until the completion of the Study. Some examples of this include (1) the recent agreement approved for joint sports field development at Leland High School; (2) the initiation of a feasibility study for potential sports fields at Kelley Park; and (3) drafting of a turnkey park agreement with Hitachi Corporation for a 10-acre park in South San José to include lighted soccer and softball fields.

Next Steps

Now through the end of August, our focus will be on completing the subcommittee data collection. In September and October, staff will share this data collection with various stakeholders to ensure that public input is obtained and incorporated prior to finalizing the study for completion in early 2008. Each month, the task force will continue to hold public meetings to review subcommittee workplans. These meetings have been advertised in the sports section of the San Jose Mercury News and will be advertised in community and bilingual newspapers as

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well. Members of the public are invited to attend the monthly meetings as well as participate in the working subcommittees.


ALBERT BALAGSO
for Director of Parks, Recreation
and Neighborhood Services

Attachment A – Subcommittees

Attachment B - Survey

For questions, please contact Cynthia Bojorquez, Deputy Director, at (408) 535-3581.

Attachment A

COMMUNITY SPORTS FIELDS STUDY
SUBCOMMITTEES

| Outcome area | Resident lead | Staff member | Committee meeting date (6:30-8 pm) | Deliverables |
|------------------------------------------------|---------------------|-------------------------|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Updated inventory of existing City owned parks | Jan Uchiyama-Nowack | Matt Cano, 535-3580 | 1st Thursday of the month | <ol style="list-style-type: none"> 1) Map of existing properties; 2) Database of each property with amenities, relevant data (location, size, etc); 3) Analysis of existing utilization 4) Prioritized action plan for site specific improvements. |
| Identify new opportunities | Don Gagliardi | Matt Cano, 535-3580 | 2nd Thursday of the month | <ol style="list-style-type: none"> 1) Matrix of potential sites for development w/ relevant data (sq. footage, parcel number, owner, site constraints, etc); 2) Overlay of existing properties w/potential sites 3) Criteria for appropriate mix of facilities by Council District. 4) Criteria for partnerships; identify potential partners. 5) Prioritization of new opportunities to guide future acquisitions based on gaps in service. |
| Inventory of current sports user groups | Chuck Shepherd | Joe Albayalde, 871-3826 | 3rd Thursday of the month | <ol style="list-style-type: none"> 1) Map of existing sports field users w/service area boundaries 2) Database of user boundaries, hours of use, field requirements, special space needs; 3) Narrative identifying areas of potential conflict/overuse of fields requiring special surface or additional parkland; 4) Trends analysis with respect to new user groups 5) Recommendations on how to balance needs of competing user groups. |

| Outcome area | Resident lead | Staff member | Committee meeting date (6:30-8 pm) | Deliverables |
|------------------------------------------------------|----------------|-----------------------------|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Identify operational efficiencies and best practices | Terry Thompson | Cynthia Bojorquez, 535-3581 | 1st Tuesday of the month | <ul style="list-style-type: none"> 1) Survey tool to benchmark cost/operational models in other cities/jurisdictions. 2) Recommendations on how those models might be applied in San José. 3) Recommendations regarding fee structures, revenue sharing, operations & maintenance and use of volunteer labor. |
| Examine current permitting and scheduling processes | Jeff Dixon | Hal Spangenberg, 871-3827 | 4th Wednesday of the month | <ul style="list-style-type: none"> 1) Survey tool to benchmark scheduling, permitting and enforcement activities; 2) Flowchart of existing process identifying opportunities and challenges 3) Recommendations for a new process including recommendations on how to address unauthorized use and use of for-profit entities. |

Survey of Community Sports Field Use

[Exit this survey >>](#)

10. Does your organization have a written field use policy?

Yes

No

11. On the following chart, please indicate the priority given to the following groups for field reservations (1 being the highest and 6 being the lowest).

| | 1 | 2 | 3 | 4 | 5 | 6 |
|---------------------------|---|---|---|---|---|---|
| City-run Youth Programs | | | | | | |
| City-run Adult Leagues | | | | | | |
| Non-profit Youth Programs | | | | | | |
| Non-profit Adult Leagues | | | | | | |
| For-profit Youth Programs | | | | | | |
| For-profit Adult Leagues | | | | | | |

12. Please describe your field reservation process--how reservations are made (in person, faxed, on-line, etc), how often reservations are accepted, your refund policy and how conflicting reservations are handled.

13. Do you have a different reservation process for tournament play?

Yes

No

14. How do you address unauthorized play or violators of field use rules?

15. Of the following sports, are you experiencing an increase or decline in demand?

| | Significant increase | Slight increase | Stable | Slight decline | Significant decline | No demand |
|----------|-------------------------|--------------------|--------|-------------------|------------------------|--------------|
| Baseball | | | | | | |
| Cricket | | | | | | |

Football

Handball/Racquetball

Lacrosse

Outdoor Basketball

Softball

Soccer

Tennis

Outdoor Basketball

Other

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Survey of Community Sports Field Use

[Exit this survey >>](#)

16. Which of the following revenue sources are used to fund the operations of your community sports program?

| | | | | | | |
|-------------------------|-------------|------------------|------------|--------------|--------------|------------------------------|
| City General Fund | Concessions | Dedicated tax | Endowments | Fees only | Sponsorships | Volunteer/In kind service |
|-------------------------|-------------|------------------|------------|--------------|--------------|------------------------------|

17. Of these revenue sources, what is the approximate percentage of each for your field operations and maintenance program?

0-10% 10-25% 25-40% 40-60% 60-80% 100%

City Capital Budget

City General Fund

Concessions

Dedicated Tax

Endowments

Fees

Sponsorships

Volunteer Labor/Inkind Services

18. What is your current fee schedule for field reservation?

19. What is your fee schedule for sports leagues?

20. Do you have separate resident/non-resident fees?

Yes

No

21. If yes, what is the percentage difference between resident and non-resident fees.

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employees route

28. How many of your diamond fields are synthetic turf?

0 1-5 6-10 11-15 16-25 26-40 40+

29. How many of your rectangular fields are synthetic turf?

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30. Please indicate which of the following types of partnerships your organization uses for the operation and/or maintenance of sports fields and the number of fields that are impacted by these partnerships.

| | 0 | 1-5 | 6-15 | 16-25 | 25-40 | 40+ |
|-----------------------------------------------------------------------------|---|-----|------|-------|-------|-----|
| Private, for-profit operators of City-owned facilities | | | | | | |
| Non-profit operators of City-owned facilities | | | | | | |
| City run programs on School-owned property | | | | | | |
| City/School joint development (School operates) | | | | | | |
| City/School joint development (City operates) | | | | | | |
| Contracted out maintenance | | | | | | |
| Volunteer/in-kind services | | | | | | |
| Long-term lease of City-owned facilities in exchange for capital investment | | | | | | |

31. Are there constraints that keep you from pursuing these types of partnerships? If so, what are these?

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Survey of Community Sports Field Use

[Exit this survey >>](#)

32. How does your organization collect customer input?

| | | | | | |
|---------------------------------|-------------------|-------------------|-----------------|-------------------|-----------------------|
| Information Not Collected | Written Survey | On-line Survey | Focus Groups | Advisory Group | Community Meetings |
|---------------------------------|-------------------|-------------------|-----------------|-------------------|-----------------------|

33. How do you market your sports program?

| | | | | | |
|--------|---------|-------|----------------------------|-------------------|---------------------------------------------------|
| Flyers | Website | Email | Community Presentations | Media Releases | Targeted Notifications Based on Past Use |
|--------|---------|-------|----------------------------|-------------------|---------------------------------------------------|

34. How do you market your field rental program?

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35. What are the biggest challenges and/or opportunities facing your organization with respect to sports field use?

36. What solutions have you implemented that have resulted in the most significant improvements to your program?

Thank you for taking the time to help us with this survey. The survey results will be compiled and reviewed by our Community Sports Field Study Taskforce. A final report and set of recommendations is scheduled to be presented to the San José City Council in January 2008.

To discuss any of the questions, please feel free to contact: Cynthia Bojorquez, Deputy Director for the City of San Jose Department of Parks, Recreation and Neighborhood Services. She can be reached at 408-535-3581 or via email at cynthia.bojorquez@sanjoseca.gov.

We are very interested in getting copies of any written policies and/or procedures you might have in the following areas: field use, field closure, field maintenance, field reservation, and public/private partnerships. If you are willing to share any of these, please send them via email or hard copy to Cynthia Bojorquez, Department of Parks, Recreation & Neighborhood Services, 200 E. Santa Clara Street, 9th Floor, San Jose, CA 95113.

WE THANK YOU FOR YOUR GENEROUS CONTRIBUTION OF TIME AND PARTICIPATION!

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Done >>