Written materials relating to an item on this agenda that are distributed to the legislative bodies within 72 hours before the item is to be considered at its regularly scheduled meeting will be made available for public inspection at the City Clerk's Office, 300 West Third Street 4th Floor during customary business hours. Agenda reports are also on the City of Oxnard web site at www.oxnard.org.

CITY OF OXNARD CALIFORNIA

AGENDA
OXNARD CITY COUNCIL
COMMUNITY SERVICES COMMITTEE
Council Chambers, 305 West Third Street
March 26, 2019
Regular Meeting – 6:00 to 7:15 PM

A. ROLL CALL / POSTING OF AGENDA

B. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

At this time, the legislative body will consider public comments for a maximum of fifteen minutes. A person may address the legislative body only on matters not appearing on the agenda and within the subject matter jurisdiction of the legislative body. Speaker cards will not be accepted after the beginning of the general public comment period. Based on the number of speaker cards submitted, the presiding officer may impose time limits per speaker. Typically, speakers are limited to two minutes, but shorter time may be established as deemed necessary. A person not able to address the legislative body at this time because the fifteen minutes expires may do so just prior to adjournment of the meeting. The legislative body cannot enter into a detailed discussion or take action on any items presented during public comments at this time. Such items may only be referred to the City Manager for administrative action or scheduled on a subsequent agenda for discussion.

C. CONSENT AGENDA

City Clerk Department

1. SUBJECT: Approval of Minutes.
   RECOMMENDATION: That the Community Services Committee approve the minutes of the January 22, 2019 Regular Meeting as presented.
   Contact: Michelle Ascencion Phone: (805) 385-7805

D. REPORTS

Public Works Department

1. SUBJECT: Update on the Parks and Recreation Master Plan. (5/5/5)
   RECOMMENDATION: That the Community Services Committee receive an update on the Parks and Recreation Master Plan and recommend this update to City Council.
   Contact: Rosemarie Gaglione Phone: (805) 385-8055

E. ITEMS FOR FUTURE AGENDAS

F. ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you require special assistance to participate in a meeting, please contact the City Clerk's Office at 385-7803. Notice at least 72 hours prior to the meeting will enable the City to reasonably arrange for your accessibility to the meeting.

Agenda Item time estimates: (Staff Presentation / Committee Discussion / Public Comment)

DRAFT

M I N U T E S
OXNARD CITY COUNCIL
COMMUNITY SERVICES COMMITTEE
Regular Meeting
January 22, 2019

A. ROLL CALL / POSTING OF AGENDA

At 6:03 p.m., Chair Ramirez called to order the regular meeting of the Oxnard City Council Community Services Committee in the City Hall Council Chambers, 305 W. Third Street, Oxnard, California. The City Clerk called the roll and announced the posting of the agenda. Members Gabriela Basua, Oscar Madrigal, and Chair Carmen Ramirez were present.

Staff members present were Alexander Nguyen, City Manager; Ashley Golden, Assistant City Manager; Jason Zaragoza, Deputy City Attorney; Terrel Harrison, Interim Cultural and Community Services Director; Erik Garwick, Parks Manager; and Michelle Ascencion, City Clerk.

B. PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

Public comments were received from Larry Stein (recreational facilities that have been discontinued for public use), Margaret Cortese (welcomed the new committee), and Steve Nash (restoration of wetlands at Ormond Beach).

C. REPORTS

Cultural and Community Services Department

1. SUBJECT: Update on Equitable Use of City Soccer Fields.
   RECOMMENDATION: That the Community Services Committee receive the informational report.

The Interim Cultural and Community Services Director and Parks Manager gave a report. Discussion ensued among the Council and staff. Public comments were received from Larry Stein and Pat Brown. Further discussion ensued. No action was taken.

D. ITEMS FOR FUTURE AGENDAS (No requests were made.)

E. ADJOURNMENT

There being no further business on the agenda, and without objection, Chair Ramirez adjourned the meeting at 6:52 p.m.

MICHELLE ASCENCION, CMC
City Clerk

CARMEN RAMIREZ
Chair

CITY OF OXNARD CALIFORNIA	**COMMUNITY SERVICES COMMITTEE** **AGENDA REPORT**	**TYPE OF ITEM: Report** **AGENDA ITEM NO.: __1__**

DATE: March 26, 2019

TO: Community Services Committee

FROM: Rosemarie Gaglione, Public Works Director
rosemarie.gaglione@oxnard.org, (805) 385-8055

SUBJECT: Update on the Parks and Recreation Master Plan. (5/5/5)

RECOMMENDATION

That the Community Services Committee receive an update on the Parks and Recreation Master Plan and recommend this update to City Council.

BACKGROUND

The City is updating the Parks and Recreation Master Plan (Master Plan), originally adopted in 2010 by City Council, with the assistance of Design Workshop, Inc. The City Council allocated $325,000 of Measure O funds to update the Master Plan. The Master Plan will set forth strategies, goals, long-range guidance, planning and a vision for the City's parks, open space, beach and community recreation over the next 20 years.

The Master Plan will aim to attract broad public outreach from Oxnard's diverse community to develop the vision, goals, and objectives. Opportunities for community engagement include community workshops, workshops-in-a-box across the city, and an online survey. In addition, it will identify opportunities for preserving Oxnard's assets while directing the future creation of new opportunities to meet the needs of the community. It will provide the City and community with a road map for enhancing the City's park system through best management practices, funding options, programmatic trends that support creative use of parks and responsive urban design. This approach will ensure balanced and equitable parks and recreation services for the coming years.

DISCUSSION

As part of the Master Plan process, meetings were held with the City Manager's Office, Finance, Cultural and Community Services, Development Services, Public Works, Community and Economic Development, Police, and Fire Departments. Throughout the process, City staff has presented various reports to the Parks, Recreation, and Community Services Commission to

collect input. An Advisory Committee composed of twenty-five stakeholder groups, and two representatives from the Parks, Recreation, and Community Services Commission, was established to help with the planning process. Public and staff participation extended throughout the entire process and included qualitative and quantitative research involving internal and external stakeholders. Over the course of the Master Plan, public participation has been a key component by including:

- Five Advisory Committee Meetings: Monthly/bimonthly from November to May of 2019 (*November 27, 2018, January 24, 2019, February 20, 2019, March 28, 2019, May 1, 2019*)
- Two Rounds of Public Workshops in Two Locations (*January 9 and 10, 2019; April 24 and 25, 2019*)
- Six Focus Group Meetings in September 2018
- Random Survey mailed to 1,800 households in English and Spanish
- Online Survey on the City's Website in English and Spanish
- Discussion at the Parks, Recreation, and Community Services Commission meetings on January 23, 2019, October 24, 2018, and June 13, 2018
- Workshop in a Box at Haycox Elementary School, Cesar Chavez School and Driffill Elementary School in March 2018
- City Council Approval Planned for July 2019

The planning process has integrated focus group meetings that provide the opportunity for in-depth discussion with community members on various topics, ensuring voices and perspectives are heard, considered, and integrated into the final plan. The focus group process engaged fifty representatives from local stakeholder groups, in six different categories: Natural Resources, Program Providers, the Role of Parks in our Community, Serving a Diverse Community, Schools and Youth, and Special Interest Groups.

When the Master Plan is complete, the project will have integrated two community workshops to better understand public values and community needs. The first round of community workshops were held in January of 2019 and engaged around 200 residents. A second round of community workshops are scheduled for April 24th and 25th, which will identify community parks and recreation priorities to be refined into action strategies. In order to engage residents who were not able to attend the community workshops, "workshop-in-a-box" materials were developed to be used by stakeholder groups with their constituents. City staff has also used the workshop-in-a-box to gather input from residents at sidewalk surveys conducted throughout the City.

Several trends have been identified from the surveys, meetings, and from the first community workshop. At the upcoming community workshops and meetings, these findings will be further clarified and dialogue facilitated around the development of solutions to these needs. A sampling of survey and workshop trends follows:

- When asked to clarify what they prioritized in new park spaces, 79% of respondents asked for more unique blends of passive and active recreation opportunities, while 21% of survey respondents stated that new park spaces should have more soccer
- When asked how they felt that the City should approach maintenance work, 67% of survey respondents thought that the City should work first on existing parks that need the most care and investment, 32% of respondents thought that the City should work first on existing parks that are the most used, and 17% thought that the City should spread work efforts evenly across all parks
- When asked how the City should budget for parks, 68% of respondents thought that the City should take care of all existing parks at a lower level of service, while 32% thought that the City should eliminate some programs and facilities
- Soccer, walking tracks, and cleanliness were the most liked attributes of the City's parks, with open space, play, and family time also high on the list (Workshop 1 results)
- More lighting, cleaner and accessible restrooms, and better maintenance were changes that would encourage residents to visit the City's parks more often, along with more walking trails, increased safety and security, and addressing homeless concerns (Workshop 1 results)
- Access to Oxnard's resources such as beaches, wetlands, and the river are felt to be limited, but some residents used adjectives such as "wasteland", "abandoned", and "needing trails or maintenance" when describing photographs of natural areas. This points to the education needed around open space access, California's climate and the nature of droughts and native habitat, and water conservation

The Parks and Recreation Master Plan will be the first time such a collaborative plan has been created. The Master Plan links City Departments to residents, community groups, and key stakeholders in a way that will ensure increased Park and Recreation opportunities. The City will have a solid foundation to build on and is well-positioned to improve its services, as it seizes the opportunities set forth in this plan and carries out its vision to create community through people, parks, partnerships and programs. The Master Plan sets the strategic direction for the future and will guide the City's planning and operational focus for the coming years.

TIMELINE

Task	**Dates**
Phase I: Community Alignment	**June 2018 – June 2019**
Project Initiation	June 2018
Community Workshops	January and April 2019
Advisory Committee Meetings	November 2018 – May 2019

Parks, Recreation, and Community Services Commission Meetings	June 2018 – June 2019
Focus Group Meetings	September 2018
Statistically Valid Survey	August – December 2018
Online Survey	January – April 2019
Workshop in a Box	March 2019
Phase II: Inventory and Analysis	**June 2018 – December 2018**
Inventory and Past Plans Evaluation	June – August 2018
Recreation Program Inventory and Assessment	June – August 2018
Trends and Demographics	August – April 2019
Existing Park Service Analysis	September – October 2018
Suitability and Opportunity Mapping	September – October 2018
Phase III: Idea Generation and Prioritization	**December 2018 – May 2019**
Draft Concept Plan (30%)	December 2018 – February 2019
Prioritization and Preliminary Capital Improvement Project (CIP) Plan	February – May 2019
Phase IV: Plan Production and Approvals	**May – July 2019**
Recommendation Refinements	May – July 2019
Final Plan and Approval	July 2019

STRATEGIC PRIORITIES

This agenda item supports the Quality of Life strategy. The purpose of the Quality of Life strategy is to build relationships and create opportunities within the community for safe and vibrant neighborhoods, which will showcase the promising future of Oxnard. This item supports the following goals and objectives:

Goal 3. Strengthen neighborhood development, and connect City, community and culture.

Objective 3a. Create a renewed focus on establishing a positive outlook and orientation of our City, neighborhoods and overall community.

Objective 3b. Empower and connect our Inter-Neighborhood Council Organizations (INCOs), Community Advisory Groups (CAGs) and Neighborhood Watch Program.

In addition, this agenda item supports the Infrastructure and Natural Resources strategy. The purpose of the Infrastructure and Natural Resources strategy is to establish, preserve and improve our infrastructure and natural resources through effective planning, prioritization, and efficient use of available funding. This item supports the following goals and objectives:

Goal 1. Ensure Master plans for all City infrastructures are current, synchronized and consistent with the General Plan.

FINANCIAL IMPACT

City Council approved an appropriation in the amount of $325,000 of Measure O Funds to Parks Master Plan (Project No. MO5708) in the Fiscal Year 2017-18 Mid-Year Budget on February 20, 2018.

Prepared by Eric Humel, Interim Project Manager, Public Works Department

City of Oxnard Parks and Recreation Master Plan

March 26, 2019

CITY OF OXNARD CALIFORNIA

RECOMMENDATION

That the Community Services Committee receive an update on the Parks and Recreation Master Plan and recommend this update to City Council.

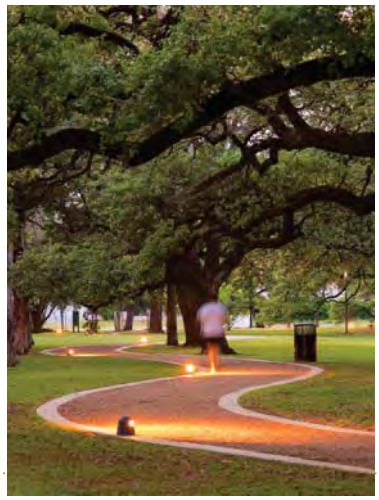
Background

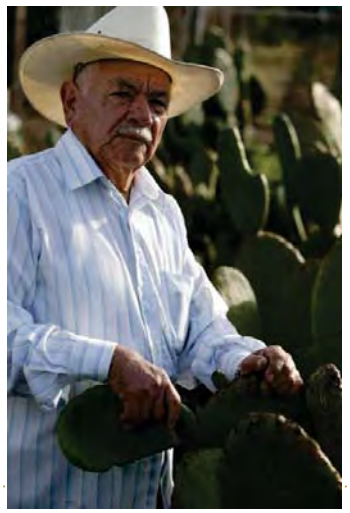
- The master plan was prioritized by the City's Organizational Assessment (Recommendation 23 of the implementation action plan) and inferenced by several Strategic Priorities and Strategies
- Design Workshop, Inc., a consulting firm, was selected through the Request for Proposals process to support and guide the City in developing the Master Plan
- Measure O funds were approved by City Council for this purpose on February 20, 2018

Background

Consultant Strengths

- Multidisciplinary staffing plan
- Excellent community engagement methodologies and experience
- Balanced perspective and demonstrated experience in both passive and active recreation elements





Project Scope

PHASE I: Community Alignment
PHASE II: Inventory and Analysis
PHASE III: Idea Generation and Creating a Shared Vision
PHASE IV: Plan Production and Adoption

Project Scope

PHASE I: COMMUNITY ALIGNMENT

- Project Team
- Advisory Committee
  - Five meetings, at various phases of the project
- Public engagement plan
- City staff meetings
- Creating a shared vision
- Focus Group meetings
  - In depth discussion and discovery with various groups, in six meetings

Project Scope

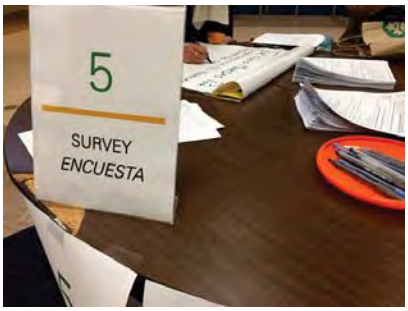
PHASE I: COMMUNITY ALIGNMENT

Community workshops

- Two rounds of workshops in two locations
  - Interactive activities, visual surveys, small groups and mapping exercises
- Workshop in a box/Sidewalk Workshop content

Online surveys

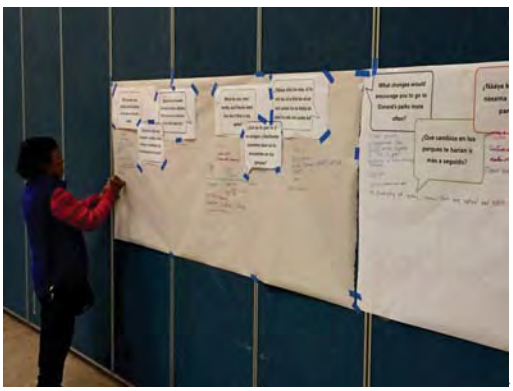
- 254 completed



Scientific surveys

- 164 completed

Community Workshop 1



Community Workshop 1, Selected Findings

RESULTS

- Good for walking
- Peaceful/Relaxing/Calming
- Needed or wanted
- Good for biking

RESULTS

- Natural, wild, open space, habitat
- Needs maintenance, work, or landscaping
- Needs trails or paths
- Waste land, abandoned, wasted land

Community Workshop 1

Participants and children were asked to draw their favorite park activity in Oxnard

The most common themes were tabulated from the drawings

Community Workshop 1: Kids Drawing Area

Themes: Swimming pool, playground, soccer, trees

Sidewalk Workshops

- Sidewalk Workshops at four schools

Objectives for Upcoming Round 2 of Community Workshops

- Continue to involve the community in creation of the plan
- Energize and inspire residents about solutions to address Oxnard's needs
- Facilitate discussions between community members on park needs, ideas and trade-offs
- Build community engagement that extends into the implementation phase

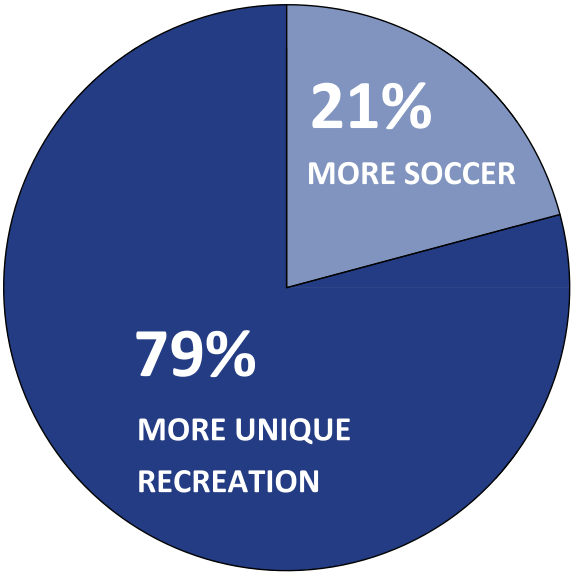
Community Workshop 2 Topics

- Solutions Exploration: Athletic Fields
- Solutions Exploration: Concepts for Campus, College, and Sports Park
- Solutions Exploration: Nature Access

Selected Survey Results

REPORTING TRENDS

NEW PARK SPACES SHOULD HAVE....



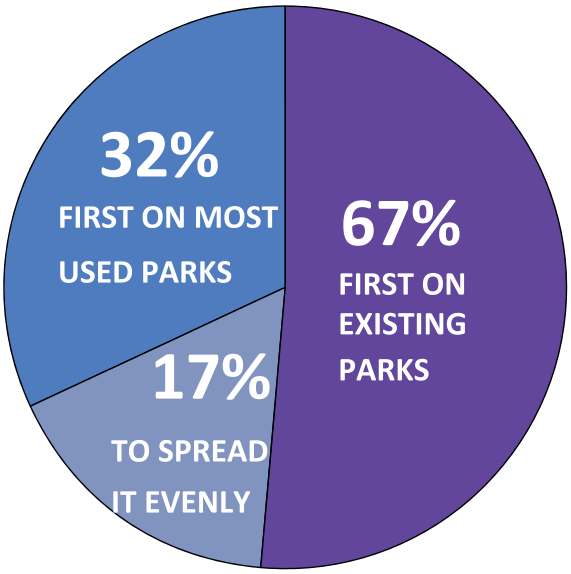
PROVIDE OTHER PASSIVE AND ACTIVE RECREATION OPPORTUNITIES THAT CANNOT BE FOUND IN OTHER PARKS

PROVIDE ADDITIONAL SOCCER FIELDS, AS THIS IS VERY POPULAR AND THERE ARE NOT ENOUGH FIELDS TO MEET DEMAND

Selected Survey Results

REPORTING TRENDS

CITY SHOULD APPROACH MAINTENANCE BY WORKING....



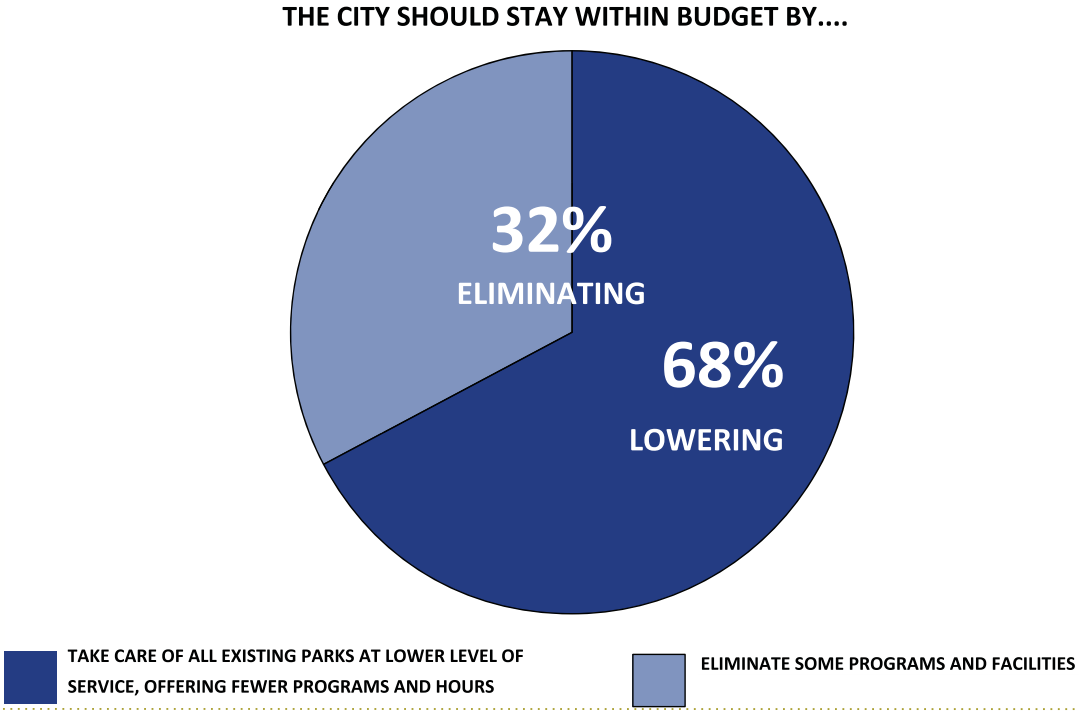
WORK FIRST ON EXISTING PARKS THAT NEED THE MOST CARE AND INVESTMENT

WORK FIRST ON EXISTING PARKS THAT ARE USED THE MOST

SPREAD EFFORT EVENLY ACROSS ALL PARKS, EVEN IF IT MEANS THEY ARE TAKEN CARE OF AT A LOWER QUALITY

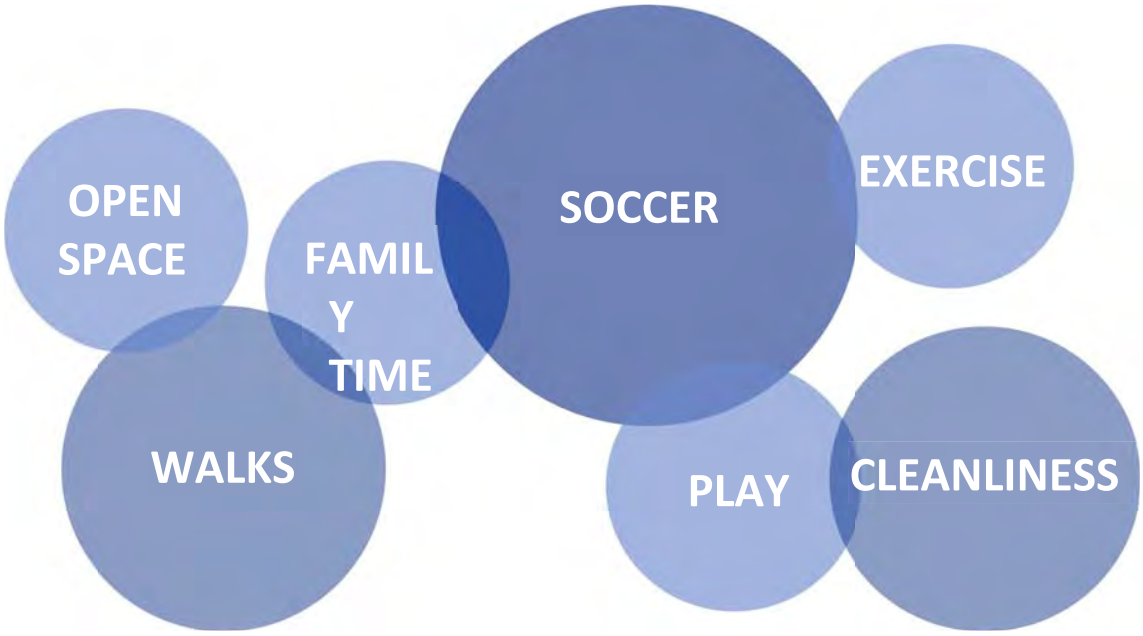
Selected Survey Results

REPORTING TRENDS



Selected Workshop 1 Results

Question 1: What do you, your family, and friends like most about Oxnard's parks?



Selected Workshop 1 Results

Question 2: What changes would encourage you to go to Oxnard's parks more often?

Project Scope

PHASE II: INVENTORY AND ANALYSIS

- Collection and evaluation of available data
- Inventory of facilities and programs
- GIS mapping and analysis of the current parks and recreation system
- Interviews

Project Scope

PHASE II: INVENTORY AND ANALYSIS

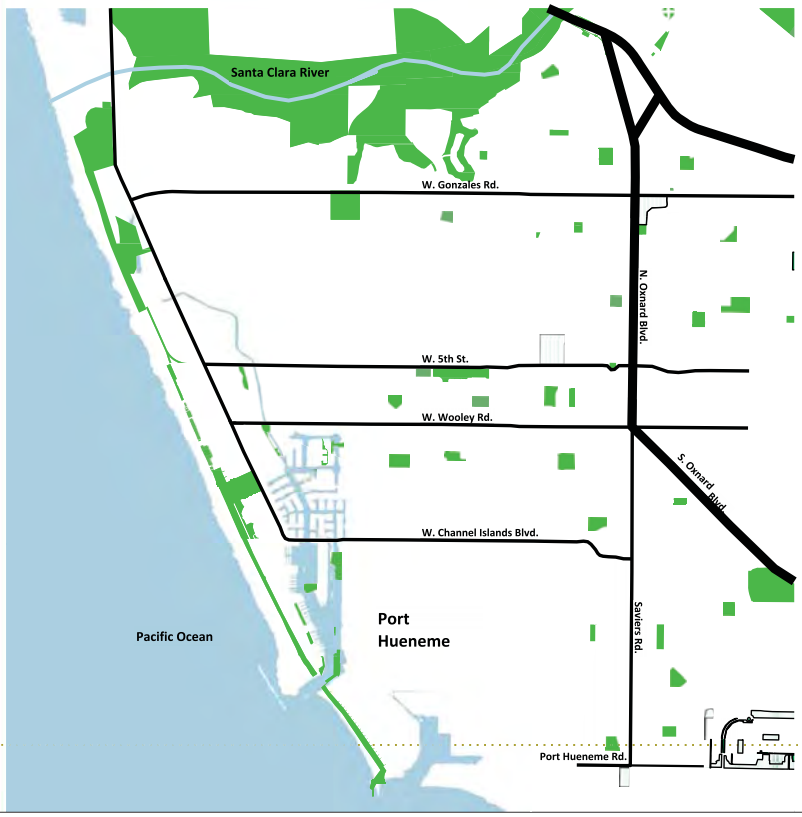
- Creation of base maps for analysis and public engagement activities
- Identifying service gaps, capacity, resources
- Identifying recreational trends
- Suitability and opportunity mapping:
  - Vacant lands
  - Stormwater management
  - Health related opportunities
- Maintenance and Funding Realities and Opportunities

Project Scope

PHASE III: IDEA GENERATION AND PRIORITIZATION

- Draft Parks and Recreation Concept Plan
  - 30% complete phase
  - Park expansion focus areas
  - Capital improvement needs
    - Synthesizing findings into facility and program purpose and need
    - Estimating costs
  - Recreational programming assessment
  - Sustainable operations improvements

Report Card Task for Advisory Committee



WHAT IS IT & HOW CAN YOU HELP?

- Assess condition of all existing parks
- Identify most popular and least popular parks
- We need your help to conduct this process!

Project Scope

PHASE IV: PLAN PRODUCTION AND APPROVALS

Draft Master Plan

- Synthesizing Phases I, II and III
- Funding component
- Sustainability management plan
- 70% draft Master Plan for review and input from Project Team
- 95% draft for review and input from Advisory Committee, Commissions, City Council, and public

Final Plan

Project Period: June 2018 to July 2019

Project Timeline

Task	Dates
Phase I: Community Alignment	June 2018 – June 2019
Project Initiation	June 2018
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Project Timeline

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Questions?

CITY OF OXNARD CALIFORNIA