



Hayward Area Recreation and Park District

STAFF REPORT

DATE: June 18, 2019

TO: Honorable Board of Directors and City Councilmembers

FROM: Paul McCreary, General Manager

SUBJECT: Park and Recreation Master Plan

EXECUTIVE SUMMARY: The HARD Board and City Council will receive a presentation on the draft Park and Recreation Master Plan for the Hayward Area Recreation and Park District.

FINANCIAL IMPACT: No fiscal impact will result from review of the draft Parks and Recreation Master Plan.

RECOMMENDATION: That the HARD Board and City Council receive the presentation on the draft Park and Recreation Master Plan and provide feedback for consideration in the final draft.

DESCRIPTION OF ITEM:

The Hayward Area Park and Recreation District initiated the development of a new Parks and Recreation Master Plan in 2017 to update the 2006 Master Plan. The updated Master Plan is needed to successfully meet the recreational needs of a growing and diversifying community. The Plan is intended to meet the needs of current and future residents by positioning the District to build on the community's unique parks and recreation assets and identify new opportunities. The new Master Plan will help to set priorities for future capital and operational expenditures and serve as a basis for re-evaluating park in-lieu fees.

The new Master Plan reflects the significant investments the District has made and is currently undertaking since the 2006 Master Plan was adopted, establishes a set of priorities for the next ten years, and identifies strategies to leverage partnerships and financing to achieve these goals. The Plan provides a framework for decision making to help guide the development of parks and recreation assets and the funding of on-going parks and recreation activities.

The new Master Plan was developed with broad community input including neighborhood groups, sports leagues, teen/youth groups, business organizations, school districts, Fairview and Castro Valley Municipal Advisory Committees, and City of Hayward and Alameda County staff and elected officials. Input was received at community and stakeholder meetings, community events, and via an online survey. Among the key issues identified, maintaining and upgrading the District's parks and addressing the lack of adequate park acreage came though as high priorities.

The preparation of the new Master Plan included an evaluation of the District's parks system and recreation facilities, existing demographics, projected demographic characteristics, national and local recreation trends, level of service of park acreage and park access, and public input to determine how well existing facilities address the community's current and future needs. As a result, the Master Plan

includes a needs assessment/gap analysis and identifies where surpluses and deficiencies exist within the District and makes recommended modifications/additions to the park system.

Master Plan Goals and Recommendations

The Master Plan update includes goals and recommendations to better achieve the District's mission to enrich the quality of life by providing a variety of recreational activities, parks, and facilities to promote health, wellness learning and fun. The recommendations cover four areas:

1. Existing parks and facilities;
2. Developing the system with new facilities;
3. Recreation programs; and,
4. Operations and maintenance.

Following are the specific goals and recommendations that would serve as a framework for decision making.

Goal #1 – Provide Safe and Attractive Parks and Facilities

HARD will continue to manage a diverse and growing suite of parks and recreation facilities that are safe, comfortable, attractive, and well maintained.

Goal #2 – Align Park Programs and Design with Community Demand

HARD will offer recreation facilities and programs that respond to changing community needs and preferences.

Goal #3 – Focus on Equity in Access to Parks and Recreation

HARD will strive to use its resources to increase equity. We will focus on areas where parks are scarce, or needs are high as the highest priority for new facilities and access improvements.

Goal #4 – Provide Innovative Park Design and Programs

HARD will be innovative in its approach to park facilities and design, programming, and engagement to reflect the best in current practices.

Goal #5 – Elevate Sustainable Practices

HARD will manage its 1,300-plus acres of park land and its 16 community, recreation, arts and senior facilities in a way that reduces water and energy use and showcases sustainability.

Goal #6 – Connect with the Bay and Hillside

HARD will create opportunities for community members to enjoy the District's superb natural setting by enhancing the experience in HARD parks, developing the trail system, and partnering with other agencies.

Goal #7 – Improve Participation in and Visibility of HARD Services

HARD will work to increase participation in programs, use of parks, and the community's engagement and satisfaction with the District.

Goal #8 – Enhance Partnerships to Leverage Resources

HARD will continue to coordinate with other organizations and agencies to optimize recreation opportunities in the community.

Goal #9 – Provide Effective Long-Term Management

HARD will work to develop expertise and capacity of staff, take a systematic approach to maintenance and operations, and plan for and fund the full lifecycle costs of facilities.

Goal #10 – Pursue a Full Array of Funding Options

HARD will actively and creatively pursue available funding sources and make decisions about capital and operational investment that provide the greatest value.

The new Master Plan also outlines financial strategies and partnership opportunities for implementation. The funding strategies apply to capital improvements, programming, maintenance and operations. Three “tiers” for park improvements are provided including the first tier focused on maintenance, the second tier on strategic enhancements, and the third tier on new or wholly transformed parks.

NEXT STEPS

The draft Park and Recreation Master Plan is currently posted on the District’s website for public comment and review. A study session with the HARD Board of Directors will be held on Monday, June 17 to review the draft. During the summer of 2019 and prior to final adoption of the Master Plan by the HARD Board of Directors, the District will begin the environmental review process of the master plan consistent with CEQA guidelines which is anticipated to require an Initial Study and Mitigated Negative Declaration.

NOTICING REQUIREMENTS/PUBLIC OUTREACH:

A copy of this Staff Report was sent to the City Manager of Hayward.

ATTACHMENTS:

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Draft Recreation and Park Master Plan link:

[http://www.haywardrec.org/DocumentCenter/View/6395/Draft Recreation and Park Master Plan](http://www.haywardrec.org/DocumentCenter/View/6395/Draft%20Recreation%20and%20Park%20Master%20Plan)

¹ [http://www.haywardrec.org/DocumentCenter/View/6395/Draft Recreation and Park Master Plan](http://www.haywardrec.org/DocumentCenter/View/6395/Draft%20Recreation%20and%20Park%20Master%20Plan)