Let My People Play!

Current Opinions about Parks and Recreation

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Presenters:

- Linda McDonald: (916) 654-2442
  lmcdo@parks.ca.gov

- Michael Seaman: (916) 651-8693
  mseam@parks.ca.gov
Goals of this Session:

- Overview of DPR roles and relationships with Cities
- Results of studies and reports from the Planning Division
- Tools and strategies to build support for parks and recreation
- Future partnerships
The California Department of Parks and Recreation

The State Park System

- 277 parks
  - Historic sites
  - Beaches
  - Campgrounds
  - Wilderness
  - Recreation Areas
  - Education Programs
Primary Statewide Services

- **Office of Grants and Local Services** - administers Prop. 12 and Prop. 40 grants
- **Office of Historic Preservation** - maintains the historic register and administers grants
- **Off-Highway Motor Vehicle Recreation Division** - administers grants
- **Planning Division** - conducts statewide research and planning, includes the Statewide Trails Unit
Current DPR Initiatives

- The California History Plan and the Cultural Summit
- The Central Valley Strategy
- Local Needs Assessment
Planning Division of DPR

- **Technical Services** - focuses on issues of topical concern in the broad field of Parks and Recreation.

- **Statewide Planning** - the California Outdoor Recreation Plan (CORP) was prepared in 2002 - a requirement of the Land and Water Conservation Fund (LWCF) Program.
Public Opinions and Attitudes  
2002 Survey Results

4th in series: ‘87, ‘92, ‘97, ‘02

2,500 people surveyed

Final data will be published soon as an element of the CORP planning process.

Two lines of inquiry:
- Public Opinions
- Demand for/participation in outdoor recreation
Telephone Survey Results

2002 Survey: How important are outdoor recreation areas to you and your family?

- Very Important: 57%
- Important: 27%
- Somewhat Important: 13%
- Not At All Important: 3%
Comparison Over 15 Years

1987-2002 Surveys: Outdoor recreation areas are Very Important or Important to me and my family.

- 1987: 69%
- 1992: 76%
- 1997: 82%
- 2002: 84%
41% Use Local Parks on a Weekly Basis

2002 Survey:
How frequently did you use one or more park or recreation areas WITHIN your local community during the last 12 months?

- Two or more times per week: 24%
- About once a week: 17%
- Once or twice a month: 22%
- Several times per year: 15%
- Once or twice a year: 12%
- Not at all: 10%
## Surprising Public Priorities?

<table>
<thead>
<tr>
<th>For Parks and Recreation Areas <strong>Within Your Community</strong>, Governmental Agencies Should:</th>
<th>Place More Emphasis On</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protecting natural resources</td>
<td>71%</td>
</tr>
<tr>
<td>Protecting historic resources</td>
<td>67%</td>
</tr>
<tr>
<td>Educational programs</td>
<td>67%</td>
</tr>
<tr>
<td>Improving existing facilities</td>
<td>64%</td>
</tr>
<tr>
<td>Buying parkland/open space</td>
<td>59%</td>
</tr>
<tr>
<td>Maintaining recreation areas</td>
<td>57%</td>
</tr>
<tr>
<td>New facilities</td>
<td>57%</td>
</tr>
<tr>
<td>Organized activities/events</td>
<td>54%</td>
</tr>
</tbody>
</table>
Agreement with Statements:

- 95% agree that outdoor recreation improves health and welfare.
- 88% agree that recreation areas increase property values.
- 83% agree that recreation reduces crime.
- 82% agree that recreation creates jobs, helping the economy.
- 82% agree that we need more urban recreation and open space lands.
## California Leaders’ Opinions of Parks and Recreation

<table>
<thead>
<tr>
<th>Leader Group</th>
<th>Response %</th>
</tr>
</thead>
<tbody>
<tr>
<td>State Legislators</td>
<td>48%</td>
</tr>
<tr>
<td>Mayors</td>
<td>47%</td>
</tr>
<tr>
<td>County Supervisors</td>
<td>47%</td>
</tr>
<tr>
<td>County Executives</td>
<td>69%</td>
</tr>
<tr>
<td>Chambers of Commerce</td>
<td>50%</td>
</tr>
<tr>
<td>School Superintendents</td>
<td>70%</td>
</tr>
</tbody>
</table>
Leaders Opinion Statements about Parks and Recreation
(in order of highest to lowest level of agreement)

1. Improve the quality of life in my area
2. Help reduce crime and juvenile delinquency
3. Increase the nearby residential and commercial property values
4. Create jobs, helping the economy
5. Plays an important part in the business location decisions
6. Are often too crowded when people want to use them
7. Enough available for convenient use
8. Attract undesirable people and activities
Importance of Local Issues Over the Next 5 Years

1. Improving the local economy.
2. The need to replace/upgrade roads, sewer, water services and/or other public infrastructure.
3. Traffic, noise, clean air/water or similar environmental concern
4. The need for more and better schools.
6. The need for more park and recreation lands, facilities and programs.
8. The loss of agricultural lands and open space.
Significant Findings: Economics

Leaders don’t think residents place a high value on parks and recreation for jobs and improving the local economy.

However, 82% of the public respondents agreed with that statement.

Also - Leaders themselves strongly agreed that parks increase property values.

So, if improving the economy is a top priority for the next 5 years, parks can play an important role, especially when it comes to property values.
Significant Findings:

- Parks and Recreation were less important than other issues, but can accurately be tied to them:
  - Infrastructure - Parks are *are* infrastructure.
  - Economy - Parks are *good* for local economies.
  - Environmental Concerns - Parks help preserve resources, providing cleaner air and water.
  - Crime - Parks are seen as a deterrent to crime and juvenile delinquency.
Survey of School Superintendents

- Mailed July - October 2002
- Sent to 1,043 public school districts
- Return rates
  - From 70% of superintendents
  - From districts in 98% of counties
- Data analysis
  - Statewide
  - Metropolitan vs. Non-Metropolitan
  - Geographic Regions
Survey Results --- Partnerships

- Significant sense of school’s role as a hub of community activity
- Recreation access almost universally allowed
- Schools have or are open to having recreation arrangements with
  - Local governments
  - Non-profit institutions
  - Faith-based organizations
Recreational Activity at Schools

- 93% Allowed at All District Schools
- 4% Allowed at Some District Schools
- 3% Not allowed

Pie chart showing the percentages of schools allowing recreational activities.
Access to School Facilities

Percent of reasons to allow recreation access if recreation access is allowed

- Events: 96%
- Healthy Community: 91%
- Fun for Kids: 85%
- Positive Activity: 84%
- Learning: 67%
- Adults & Seniors: 64%
- Phys Ed: 5%
Charges for Recreational Activity at Schools

- 50% Assessed at All District Schools
- 27% Assessed at Some District Schools
- 23% No Charge
School Recreation Partnerships

Type of Organization and Frequency Rate of Collaborative Arrangement

- Local Govt: 86%
- State Agcy: 6%
- Fed Agcy: 4%
- Other school: 14%
- Non-profit: 79%
- Faith-based: 31%
- Other: 2%
- None: 6%
Possibility of Agreement with Local Park and Recreation Agency

Percent of School Districts that will or might form a partnership

<table>
<thead>
<tr>
<th>Region</th>
<th>YES</th>
<th>MAYBE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statewide</td>
<td>55%</td>
<td>30%</td>
</tr>
<tr>
<td>Large Metro</td>
<td>53%</td>
<td>31%</td>
</tr>
<tr>
<td>Small Metro</td>
<td>46%</td>
<td>35%</td>
</tr>
<tr>
<td>Non-Metro</td>
<td>66%</td>
<td>22%</td>
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</tbody>
</table>
What Cities Can Do

GET TO KNOW RECREATION USE POLICIES OF YOUR SCHOOLS

- look for recreation partnership opportunities with schools
- consider joint use school parks
- seek mutual understanding of Prop 49 Before-and-After school program

LEARN ABOUT SCHOOL RELATIONSHIPS WITH COMMUNITY-BASED RECREATION PROVIDERS

- look for recreation partnership opportunities with NPOs and FBOs through their associations with schools
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SIX WAYS TO FIND NEW REVENUES

- Marketing and customer service
- Impact fees on new development
- Assessments on existing property
- Grants
- Volunteers and donations
- Collaboration and public-private partnerships
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MARKETING AND CUSTOMER SERVICE

ccione EXPAND EXISTING CUSTOMER BASE

- Tailor offerings to provide better service to existing customers

ceive SEEK NEW RECREATION CUSTOMERS

- Establish potential to expand customer base
- Adapt to trends (aging baby boomers, etc.)

consider CONSIDER NON-TRADITIONAL MARKETS

- Are there non-recreation market opportunities that do not conflict with core mission?

pricing PRICING: Raise fees per willingness to pay
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IMPACT FEES ON NEW DEVELOPMENTS

❖ EXERCISE OF LOCAL POLICE POWERS
  • Regulations and fees --- work with city planners
  • Development agreements --- negotiations

❖ MELLO-ROOS ACT AUTHORITY
  • Builds infrastructure with tax-exempt financing
  • Generally underutilized even in growing cities

❖ QUIMBY ACT AUTHORITY
  • Dedications or in-lieu fees --- to 5 ac./1000 pop.
  • Not fully utilized throughout the state
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ASSESSMENTS ON EXISTING PROPERTY

❖ RULES KEEP CHANGING, AND…..
❖ PROPOSITION 218 A WORK IN PROGRESS

BUT……..

❖ ASSESSMENTS KEEP HAPPENING
  ● Establish a clear nexus
  ● Romance the property owners
  ● Get expert help --- League and consultants
  ● Currently 1/3 pass rate for cities
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GRANTS

▷ MANY SOURCES
  - Government
  - Private Foundations

▷ SOMEBODY GETS GRANTS, WHY NOT YOU?

▷ ALIGNMENT W/ GRANT PROGRAM’S PURPOSE

▷ GRANT SEEKING/Writing HELP AVAILABLE

▷ OTHER PEOPLE’S MONEY ➔ STRINGS
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VOLUNTEERS AND DONATIONS

❖ INDIVIDUALS AND GROUPS IN COMMUNITY
  • Their time is worth money
  • Useful for grant match requirements
  • Builds bond with, support from community

❖ “FRIENDS OF” GROUP
  • Formal non-profit organization
  • Supports park system or individual parks
  • Can generate/leverage cash donations
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COLLABORATION AND PARTNERSHIPS

✈ VARIETY OF OPPORTUNITIES

- Other public agencies
- Community-based organizations
- Schools and Before-and-after school programs
- Private sector

✈ FIND PEER GROUP LEADERS OF LIKE-MINDED ORGANIZATIONS

✈ SEEK OVERALL COMMUNITY BETTERMENT

- Outcomes can be greater than the sum of the parts
- Work across program silos
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CLOSING THOUGHTS

✈️ EXISTING BUDGET IS SOUND AND IS BASED ON A PLAN THAT HAS PUBLIC SUPPORT

✈️ OPPORTUNITIES EXIST EVEN IN HARD TIMES

✈️ INTERNAL RELATIONSHIPS
   ● Mayor and Council
   ● Other city departments

✈️ EXTERNAL RELATIONSHIPS
   ● Other organizations --- public and private
   ● Benefactors
   ● Your customers
Summary

People love parks.

Leader’s agree - Parks have many benefits.

People want quality parks no matter what the economy is doing.

Survey results, funding strategies and other resources can help with budget solutions and effective partnerships.