

# Master Plan for Parks, Facilities & Recreation Services



*Fair Oaks*

RECREATION  
and  
PARK  
DISTRICT

PREPARED BY:



JUNE 2010



## **Acknowledgements**

A successful community focused master plan is predicated upon the active participation of community members. The quality of the Master Plan that follows is due in large part to the very interested and committed residents of Fair Oaks and their willingness to give their time and feedback by responding to the mailed survey, by attending the community outreach meetings and/or participating in the smaller focus groups. PROS Consulting did a tremendous job obtaining community participation and feedback, which is solidly represented in this Master Plan document. The Fair Oaks Recreation and Park District would like to acknowledge the effort put forth by all involved in the Master Plan's development. At the end of the process, this will be a living document that helps the District develop meaningful programs and facilities for the residents of Fair Oaks.

### **Board of Directors**

Brandon Rose, Board Chair

John O'Farrell, Vice Chair

Ralph Carhart

Geoffrey A. Simcoe

Rand Jacobs

### **Staff**

Maureen Zamarripa, District Administrator

Todd Sebastian, Asst. District Administrator

### **PROS Consulting**

Leon Younger, Principal

Neelay Bhatt, Project Manager



## Table of Contents

|  |     |
|--|-----|
| CHAPTER ONE - EXECUTIVE SUMMARY .....                      | 1   |
| 1.1 INTRODUCTION .....                                     | 1   |
| 1.2 MASTER PLAN PROCESS .....                              | 2   |
| 1.3 TECHNICAL REPORT SUMMARY .....                         | 2   |
| 1.4 OVERALL ACTION STRATEGIES AND RECOMMENDATIONS .....    | 18  |
| CHAPTER TWO - COMMUNITY INPUT.....                         | 20  |
| 2.1 KEY LEADER, FOCUS GROUP AND PUBLIC FORUMS .....        | 20  |
| 2.2 HOUSEHOLD SURVEY .....                                 | 28  |
| CHAPTER THREE - SITUATIONAL ASSESSMENT.....                | 43  |
| 3.1 DEMOGRAPHIC ANALYSIS .....                             | 43  |
| 3.2 MARKET ANALYSIS .....                                  | 54  |
| 3.3 PARTNERSHIP ANALYSIS.....                              | 66  |
| CHAPTER FOUR - PARKS AND RECREATION ASSESSMENT .....       | 87  |
| 4.1 PARK AND FACILITY ASSESSMENT.....                      | 87  |
| 4.2 STANDARDS AND SERVICE AREA/EQUITY MAPPING .....        | 98  |
| 4.3 PROGRAM ASSESSMENT .....                               | 124 |
| CHAPTER FIVE - PROGRAM AND FACILITY NEEDS ASSESSMENT ..... | 148 |
| CHAPTER SIX - OPERATIONAL ASSESSMENT.....                  | 151 |
| 6.1 PROCESS.....   | 151 |
| 6.2 SUMMARY OF FINDINGS.....                               | 152 |
| 6.3 INDIVIDUAL AREAS OF FOCUS .....                        | 153 |
| 6.4 RECOMMENDATIONS FOR IMPROVEMENT.....                   | 157 |
| CHAPTER SEVEN - ACTION STRATEGIES AND RECOMMENDATIONS..... | 159 |
| 7.1 VISION .....   | 159 |
| 7.2 MISSION .....  | 159 |
| 7.3 COMMUNITY VISION FOR LAND ACQUISITION.....             | 159 |
| 7.4 COMMUNITY VISION FOR RECREATION FACILITIES.....        | 161 |
| 7.5 COMMUNITY VISION FOR RECREATION PROGRAM SERVICES ..... | 163 |
| 7.6 COMMUNITY VISION FOR OPERATIONS .....                  | 164 |
| 7.7 COMMUNITY VISION FOR PARTNERSHIPS .....                | 166 |
| 7.8 COMMUNITY VISION FOR FINANCING.....                    | 167 |
| CHAPTER EIGHT - CONCLUSION.....                            | 169 |