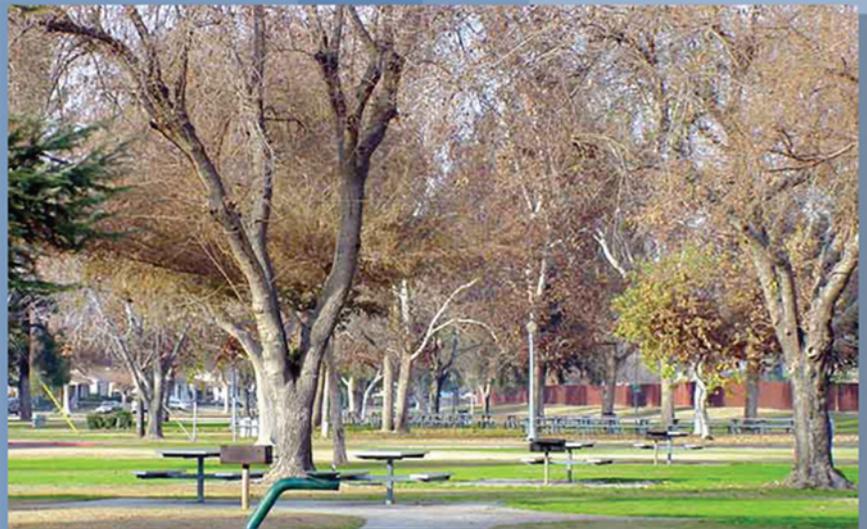


Recreation and Parks Master Plan 2007



801 North Harbor Blvd.
Fullerton, California 92832
714.871.3638
Fax: 714.871.1188
website: www.migcom.com

ACKNOWLEDGMENTS

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CITY COUNCIL - 2007

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Harold W Hanson	Vice-Mayor
Irma Carson	Ward 1
Susan M Benham	Ward 2
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W Edward (Ted) Blockley
Russell Johnson
Barbara Lomas
Tom McGinnis
John S Spencer
Jeffrey Tkac
Murray Tragish

CITY STAFF

Alan Tandy	City Manager
Pamela A. McCarthy	City Clerk
Donna L. Kunz	Economic Dev. Director
Raul M. Rojas	Public Works Director
Jacques R. LaRochelle	Assistant Public Works Director

RECREATION & PARKS DEPARTMENT

Dianne Hoover	Director
Allen Abe	Asst. Director
Ken Trone	Construction & Facilities Planner
Rebecca Jamison	Business Mgr

COMMUNITY ORGANIZATIONS

Kern High School District
County of Kern
Bakersfield Southwest Baseball
Tree Foundation of Kern
Kern River Parkway Commission
Building Industry Association
District 73 AYSO

OTHER GOVERNMENT AGENCIES

Kern County Parks Recreation Department
North of the River Recreation & Park District

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Executive Summary



EXECUTIVE SUMMARY

INTRODUCTION

With a consultant team in place, the City of Bakersfield began working on updating its Recreation and Parks Master Plan in the spring of 2006. The purpose of doing a Recreation and Parks Master Plan is two fold. First, it provides the City with an opportunity to assess its past and future growth and where it is in terms of providing the needed facilities and programs to serve that growth. Secondly, it provides the City with an updated Master Plan suggesting policies, park standards, current and future needs assessments, analysis of facility conditions and funding/financial recommendations which results in a current strategic planning document allowing the City to address the needs, issues, and demands for recreation programs, facilities, and parks to better serve the Bakersfield community now and in the future.

The updated Master Plan is a tool for City Council and staff to employ when seeking guidelines and strategies to apply to solving problems or resolving issues associated with the difficult job of allocating the City's limited resources in the area of Recreation and Parks.

METHODOLOGY

A comprehensive effort was made to obtain information to serve as the basis for this document. With the assistance of City staff and other local service providers, an inventory of parks and recreation facilities located within the City was developed.

Meetings with City staff and interviews with local organizations, service providers, volunteers, and stakeholders gave the consultant team insights into the community's attitudes and feelings regarding park and tree maintenance, landscape maintenance, park facilities and recreation programs. A statistically valid citywide phone survey was completed to identify the community's satisfaction with recreation and park

maintenance, facilities, programs and their use patterns of City facilities. This provided data concerning recreation program and facility needs from residents all over the City. Field and facility use information was obtained from the various community sport groups and City staff. Finally, public input was also obtained through two Community Input Workshops.

OBJECTIVES OF THE RECREATION & PARKS MASTER PLAN

- ✓ To identify existing and future needs for recreation facilities.
- ✓ To identify existing and future needs for services and programs.
- ✓ To address financial and location issues related to the dedication or acquisition of park property.
- ✓ To suggest what improvements or additional amenities are needed in the park system.
- ✓ To gain community input regarding its perceived needs for recreation and parks.
- ✓ To explore the community's satisfaction with current park, tree and landscape maintenance.
- ✓ To identify facility use patterns and propose what facilities the City will need in the future.
- ✓ To suggest policies and guidelines to use when addressing the issues of allocating limited recreation and park resources.
- ✓ To propose funding/financing alternatives that could provide an implementation strategy.
- ✓ To develop a long term needs analysis so that the City can set priorities for future improvements and facility development.

DOCUMENT ORGANIZATION

The document is divided into six chapters:

CHAPTER 1.0 – PARKS AND RECREATION PLANNING OVERVIEW

This Chapter identifies community goals for the Master Plan, contains a discussion of the history of Bakersfield and the project background and purpose and delineates the various plans, policies, and programs that affect the City’s park planning process.

CHAPTER 2.0 – EXISTING PARKS AND RECREATION RESOURCES

This Chapter includes a list of current recreation facilities, programs and services; an analysis of recreation activities offered in the community; and suggestions on how to enhance service to the community.

CHAPTER 3.0 – DEMAND AND NEEDS ANALYSIS

This Chapter provides an analysis of both the perceived demand and the actual need for park and recreation facilities and programs. It also summarizes all of the community input and feedback, as well as identifies community issues concerning park facilities and recreation programs.

CHAPTER 4.0 – GENERAL POLICY GUIDELINES

This Chapter includes general guidelines and policies that the City can refer to when deciding on issues related to recreation and parks facilities and programs. This chapter can also be used by staff, elected and appointed officials to develop annual goals and objectives for work programs and to be a source when periodically updating the Recreation, Parks and Trails Elements of the Bakersfield General Plan.

CHAPTER 5.0 – FISCAL ANALYSIS

The first few sections of this Chapter give an overview and analysis of various opportunities for funding, financing and developing revenue to implement future acquisition and development projects the City may want to undertake. The remaining sections of this Chapter include a fiscal analysis that addresses funding alternatives; capital funding sources; and a proposed Asset Management program that may provide a long-term strategy that could be used when weighing park improvements and maintenance costs.

CHAPTER 6.0 – IMPLEMENTATION RECOMMENDATIONS

This Chapter addresses the action or implementation plan. It suggests recommendations to help the City develop and improve adequate recreation facilities to meet community needs and demands. A major emphasis on improving existing facilities as well as developing new facilities on existing parks and possible school properties is included in this Chapter. The acquisition of parkland through the development process is also recommended. This chapter also contains recommendations and action plans for recreation and human service programs.

APPENDICES

There are several appendices included at the end of the document:

- ✓ Glossary
- ✓ Sports Survey Questions
- ✓ Stakeholder Interview Questions
- ✓ Community Workshop #1 Results
- ✓ Community Workshop #2 Results
- ✓ Telephone Survey Tabulations

EXISTING CONDITIONS

INVENTORY OF RECREATION AND PARK FACILITIES

The park system within the jurisdiction of the City of Bakersfield includes over 50 parks, recreation facilities and trails such as the Kern River Parkway. Table 2-1.1 lists the various park amenities, such as, picnic shelters, sports fields, meeting rooms, swimming pools, basketball courts, etc. at each facility. This information is also available on the Internet and can be accessed through the City of Bakersfield Recreation and Parks home page.

MASTER PLANNING PROCESS

The Master Plan process was a coordinated effort between City staff and the consultant project team. The process consisted of four major tasks: research, community input, analysis and recommendations. Numerous meetings, interviews, surveys and site visits were included. Hundreds of hours were spent researching and analyzing the data collected. Policies, action plans and recommendations were developed with thought to both physical and fiscal limitations. The desires and requests of stakeholders and the political sensitivities of special interests were considered. Draft sections of the document were reviewed by the project team and discussed with staff. The resulting document is the project team's best effort at identifying the community needs and demands for Recreation and Parks facilities and programs, and matching those needs and demands to recommended improvements, new development and future programming.

MASTER PLAN SUMMARY

COMMUNITY INPUT

Community input into the Recreation and Park Master Plan was obtained a number of ways. Interviews were held with City staff, School District staff, non-profit agency representatives, Kern County officials, youth sports organizations representatives, and other various stakeholders. Two community workshops were held where residents could speak on the issues of facilities,

EXECUTIVE SUMMARY

programs, and services. Surveys were distributed to stakeholders who were unable to participate in the direct interview process. Finally, a citywide phone survey was conducted to complete the citizen input process.

NEW PARK CRITERIA STANDARDS

The City will be receiving numerous new parkland dedications through future residential development. It is important for the City to establish park criteria standards so that the parks that serve these future residents are 1) adequately developed with the appropriate amenities, 2) properly located so that they are easily accessible, and 3) built so that the City can easily maintain them in the future. Chapter 4.0 of the Park and Recreation Master Plan provides policies and guidelines derived from past master plans, the City's General Plan and the City's Park Element and Ordinances for park standards for community parks and neighborhood/local parks.

The following is a summary of the general criteria for each type of park:

COMMUNITY PARKS

Community Parks are intended to provide community-wide recreational facilities and a larger variety of recreation opportunities than a Neighborhood Park would provide.

Community parks can provide a greater variety of uses such as swimming pools, athletic fields, community/recreation centers, cultural centers, picnic areas and gardens. Community parks also serve the needs of the neighborhoods within close proximity of the park.

Usable size for Community Parks is usually between 20 to 40 acres. However, when land is scarce, community-serving facilities can be located on as little as 10 acres. A Community Park usually services several neighborhoods within a radius of three to five miles. Each Community Park should have a minimum base level of development as identified in Chapter 6.11.

NEIGHBORHOOD/LOCAL PARKS

Neighborhood/Local parks are intended to provide for the daily recreation needs of residents in the immediate vicinity of the park. Primary uses can include passive open space, active play areas, picnic areas and practice play fields with limited lighted facilities. Usable size is usually between five to 15 acres. Although a neighborhood park should not be less than five net acres in size, the City may be forced to include neighborhood park facilities on 3- to 5-acre parcels (Local Parks) because of either high land costs or lack of available land. The service area for Neighborhood/Local Parks is radius of $\frac{3}{4}$ of a mile. Each neighborhood park should have a minimum base level of development as identified in Chapter 6.11

MEETING FUTURE SPORTS FIELD DEMAND

Making better use of existing fields and ensuring that there will be adequate sports field space in the future was a recurring issue during the public input process. There are several ways the City can approach this issue. Chapter 4 contains a number of policies and action items to implement that will provide the community with more field use to satisfy their needs. Some of the suggestions in the Master Plan include:

- ✓ Developing the Bakersfield Sports Village in the southwest area.
- ✓ Helping youth sports organizations with grant funds to develop fields and facilities.
- ✓ Making sure new fields are included in future large park development.
- ✓ Working with the County and State agencies to develop fields in regional parks.
- ✓ Exploring opportunities for more sports parks in other areas of the City.
- ✓ Working with School Districts to develop and share field use when new elementary and middle schools are built.

EXECUTIVE SUMMARY

As the community grows with new residential development, the need for adequate sports fields will increase, and the City must position itself to meet this demand. While there is a trend toward individual sports, such as skateboarding, BMX, rock climbing, etc., there will always be a demand for team sports, especially in communities with a high number of young families like Bakersfield.

PROGRAMS AND ACTIVITIES

The City, as well as other organizations, including nonprofit agencies and volunteer group, offers a variety of recreation activities and services to the Bakersfield community. Human and Social Services are also offered by the City and Kern County.

An analysis of current recreation programs and activities was undertaken as part of the Master Plan process. The preliminary findings were developed using information from program materials, interviews, the citywide phone survey and Internet sources along with meetings with staff and community members at the public workshops held during the process. The surveys indicated that most residents pursue recreation for fitness and health. The most popular activities that residents currently participate in include: picnicking, walking/jogging, youth sports, instructional classes, swimming programs, and special citywide family events.

The suggested policies and guidelines contained in Chapter 4 and the implementation recommendations contained in Chapter 6 of the Master Plan are offered to enhance the provision and coordination of existing services and programs and also assist staff in developing new programs to meet community needs. City staff already has implemented some of the suggested practices at least in some part, and does an excellent job responding to the community's recreation needs. The community satisfaction with the Recreation and Parks Department's programs and activities was very high: more than 80%.

EXECUTIVE SUMMARY

The challenge will be how to continue to respond to a very diverse community and provide the necessary facilities and services efficiently and effectively under current budget constraints. Revenue development must be a major goal for the future to ensure funding for delivery of park and recreation programs and services.

The City needs to pursue and utilize all available per capita grant programs from state and federal sources; continually adjust its residential park dedication and in lieu fee program to reflect current market conditions; consider assessment opportunities to pay for the impact they have on citywide Recreation and Parks systems; consider a park fee for commercial and industrial development; and implement user fees to supplement costs of City assets, services, and programs. By pursuing these funding sources the City will position itself to have the money necessary to meet the future recreation and park facility development demands of the community.

PARK AND LANDSCAPE MAINTENANCE

The public's satisfaction of park and landscape maintenance of existing parks, medians and parkways is very high. Over 80% of residents responded that they are either very satisfied or extremely satisfied with the maintenance level provided by the Recreation and Parks Department. There are a number of reasons for this, but mainly the consultants found it was due to the high degree of dedication to doing a good job and the desire to meet community expectations that has enabled the department to achieve such a high satisfaction rate from the community. The things that the community says it appreciates most from park and landscape maintenance are such things as, repairs of broken items, removal of graffiti, pick up of trash, repair of irrigation systems, cleanliness of restrooms and facilities, park aesthetics, security lighting, and maintaining proper signage.

The consequences of not providing adequate levels of park and landscape maintenance include the following:

EXECUTIVE SUMMARY

- ✓ Accelerated depreciation of park amenities
- ✓ Increased crime and vandalism
- ✓ Increased gang activity
- ✓ Negative public perception of City operations
- ✓ Decreased property values surrounding parks
- ✓ Increased renovation costs in the future

The City will be taking on the maintenance and operation of several new parks in the future as development occurs and parks are dedicated to the City. It is important for the City to make sure these parks are designed so that they can be easily maintained and with the intent that they will produce revenue to offset their maintenance and operations costs.

CONCLUSIONS

The City of Bakersfield Recreation and Parks Department has attained a very high degree of satisfaction in the community. The department's attention to community needs, program desires, and maintenance requirements has enabled it to receive very high ratings from the community in the areas of park and landscape maintenance, recreation programming, and provision of needed facilities. The guidelines contained in Chapter 4.0 will enable the department to continue this high degree of service to the community and guide it when it is faced with making program and facility decisions in the future.

Chapter 5.0 provides the department with suggestions and information on a variety of funding and financing options that it could pursue in the future to accomplish major facility development.

Chapter 6.0 provides recommended actions to implement the defined needs for facilities and recreation programs. While all of the action items contained in Chapter 6 are important and should be pursued by the City, it is unrealistic to believe the City can implement everything right away. The following presents a five-year implementation plan of the priority actions the City of

EXECUTIVE SUMMARY

Bakersfield Recreation and Parks Department should concentrate on based on community and staff input. Naturally, this five-year proposed work program will need to be updated and modified on an annual basis as action items are completed or new ones are determined.

YEAR ONE

- ✓ Focus on facilities and programs that address the community's desire for recreational opportunities for fitness and health.
 - Apply for health grants for fitness stations.
 - Offer more fitness classes for all ages.
 - Offer aquatic fitness classes.
 - Conduct fitness/movement programs at community events.
- ✓ Address the need for facilities and fields for community based organized sports activities.
 - Pursue additional funding for the Sports Village and Mesa Marin and continue with development.
 - Pursue working with school districts to use school sports fields.
 - Help sports organizations conduct fund raising activities to develop more fields.
 - Require sports fields in community park designs.
 - Continue to explore commercial sports fields development opportunities.
- ✓ Focus programming on activities that provide the community opportunities to participate in creative and performing arts.
 - Increase marketing efforts for existing program opportunities by using the Recreation Brochure and City website.
 - Offer more fee-based classes in the areas of creative and performing arts.
 - Make contact with high school performing arts departments to begin to establish relationships for future cooperative programming.

EXECUTIVE SUMMARY

- ✓ Continue to provide tree, park and landscape maintenance at current levels and pursue expansion of the existing maintenance districts into a citywide tree, park and landscape maintenance district to address community maintenance desires.
 - Begin the study of how to implement bringing areas of the City currently not in a landscape maintenance district into a Citywide landscape maintenance district.
 - Begin the study of how to provide the same level of maintenance to all areas of the City given the fact that certain areas cost more to maintain.
- ✓ Address security improvements to existing facilities and expand security programs in parks and facilities to address the community's issues regarding the perception of unsafe parks.
 - Continue to implement the City's minimum park amenity plan for all new parks that are developed.
 - Review current security procedures and update as necessary while studying additional security needs.
 - Continue to work on this issue with various City departments to refine the approaches to park security, trails and park amenities.
- ✓ Continue programs and activities that will increase and manage the City's tree inventory.
 - Continue to work with Planning and Public Works to require that if one tree is removed, two trees will be planted, in parks, streetscape and medians.
 - Actively pursue keeping the City's tree inventory updated and current.
 - Pursue a value replacement program instead of just a two for one tree replacement program.
- ✓ Explore ways in which the City can take the lead in coordinating community services, facilities, and programs so that duplication is avoided, community awareness is promoted, and joint use and development agreements are encouraged.
 - Support non-profit organization special events to reach a broader segment of the community and involve each area of the community.

EXECUTIVE SUMMARY

- Pursue meeting three times a year with City, school and community organizations to determine how everyone can assist each other to coordinate facilities.
- ✓ While implementing the City's Trails Master Plan find a way to provide a loop trail through town that would allow access to the Kern River Parkway trail system.
 - Begin to define a loop trail system, and establish contact with agencies that would be involved.
- ✓ Implement an Asset Management Program to generate revenue from use of assets to offset maintenance and operations costs.
 - Review and analyze which Asset Management programs could be implemented over time from both a political and financial standpoint.
 - Pursue funding to hire a marketing firm and a recreation specialist. The recreation specialist would work with the marketing firm to learn how to do fund development including advertising, grants and marketing.
- ✓ Use the comprehensive Recreation and Parks Master Plan as a guide for making decisions regarding Recreation and Parks programming, services, acquisitions, funding, and financing.
 - Increase staff training and evaluations. Training could be annual or seasonal depending on the type of training.
 - Address staffing levels, and evaluate whether employees' talents are being best used or could be used to backfill open positions.
 - Develop annual budget based on implementing action items.
- ✓ Incorporate the policies recommended in the document into the City's General Plan and update the policies periodically to ensure they reflect the current trends, needs, and demands of the community.
 - Update each year during the annual budget process.

YEAR TWO

- ✓ Focus on facilities and programs that address the community's desire for recreational opportunities for fitness and health.

EXECUTIVE SUMMARY

- Pursue installation of fitness stations.
- Pursue planning and identifying ways for development of new gymnasiums.
- Expand aquatic fitness classes.
- Look for ways to increase family fitness/movement programs.
- ✓ Address the need for facilities and fields for community based organized sports activities.
 - Continue to pursue additional funding for the Sports Village and Mesa Marin and continue with development.
 - Develop joint use agreements with elementary and middle schools for use of sports fields.
- ✓ Focus programming on activities that provide the community opportunities to participate in creative and performing arts.
 - Implement a mobile recreation program to serve areas of the City that do not have access to programs and activities at a community center.
 - Include creative and performing arts activities in summer program offerings.
 - Develop programs in coordination with high school performing arts departments to include performances during community events, sponsoring summer competitions and providing entertainment at City venues.
- ✓ Continue to provide tree, park and landscape maintenance at current levels and pursue expansion of the existing maintenance districts into a citywide tree, park and landscape maintenance district to address community maintenance desires.
 - Continue the study of how to implement bringing areas of the City currently not in a landscape maintenance district into a Citywide landscape maintenance district.
 - Analyze the results of the study of how to provide the same level of maintenance to all areas of the City given the fact that certain areas cost more to maintain.
- ✓ Address security improvements to existing facilities and expand security programs in parks and facilities to address the community's issues regarding the perception of unsafe parks.

EXECUTIVE SUMMARY

- Continue to implement the City’s minimum park amenity plan for all new parks that are developed.
- Analyze the review done in Year One of current security procedures and develop a plan to implement the additional security needs defined in the review.
- Develop plans for a senior volunteer program to work with the police department to reduce problems at parks to implement in Year Three.
- ✓ Continue programs and activities that will increase and manage the City’s tree inventory.
 - Begin the study of the feasibility of establishing an urban forest along the Kern River Parkway in partnership with the Water Department and the Kern River Parkway Association.
 - Implement the value replacement program for tree replacement developed in Year One.
- ✓ Explore ways in which the City can take the lead in coordinating community services, facilities, and programs so that duplication is avoided, community awareness is promoted, and joint use and development agreements are encouraged.
 - Continue to provide logistical support to non-profit organization special events to reach a broader segment of the community and involve each area of the community.
 - Set meeting dates and agendas for the meeting three times a year with City, school and community organizations contacted in Year One.
- ✓ While implementing the City’s Trails Master Plan find a way to provide a loop trail through town that would allow access to the Kern River Parkway trail system.
 - Begin meetings with the agencies identified in Year One. that would be involved in implementing a loop trail system.
 - Determine the costs to implement a loop trail by section and identify possible funding sources.
- ✓ Implement an Asset Management Program to generate revenue from use of assets to offset maintenance and operations costs.

EXECUTIVE SUMMARY

- Begin implementation of those Asset Management programs identified in Year One that are both politically and financially practical.
- If funding was obtained in Year One, hire a marketing firm and a recreation specialist. The recreation specialist would work with the marketing firm to learn how to do fund development, oversee the Asset Management Programs, develop advertising programs and act as the City's Recreation and Parks Grants Coordinator.
- ✓ Use the comprehensive Recreation and Parks Master Plan as guidelines for making decisions regarding Recreation and Parks programs, services, acquisitions, funding, and financing.
 - Complete staff training and evaluations manuals developed in Year One.
 - If funding permits, fill all open staff positions identified in Year One.
 - Develop annual budget based on implementing action items.
- ✓ Incorporate the policies recommended in the document into the City's General Plan and update the policies periodically to ensure they reflect the current trends, needs, and demands of the community.
 - Update each year during the annual budget process.

YEAR THREE

- ✓ Focus on facilities and programs that address the community's desire for recreational opportunities for fitness and health.
 - Complete installation of fitness stations.
 - Determine the best approach from the planning process in Year Two for development of new gymnasiums and begin the budgeting process.
 - Begin studying the best way to build three new community centers and how they could be funded
 - Look for ways to increase fitness/movement programs for seniors.
- ✓ Address the need for facilities and fields for community based organized sports activities.

EXECUTIVE SUMMARY

- Continue to pursue additional funding for the Sports Village and Mesa Marin and complete development.
- Develop a master calendar and twice yearly meetings with sports organizations to allocate field space based on the joint use agreements with elementary and middle schools developed in *Year Two*.
- ✓ Focus programming on activities that provide the community opportunities to participate in creative and performing arts.
 - Continue to expand the mobile recreation program implemented in Year Two to serve areas of the City that do not have access to programs and activities at a community center.
 - Continue to include and expand creative and performing arts activities in summer program offerings.
 - Implement programs developed in Year Two in coordination with high school performing arts departments for performances during community events, sponsoring summer competitions and providing entertainment at City venues.
- ✓ Continue to provide tree, park and landscape maintenance at current levels and pursue expansion of the existing maintenance districts into a citywide tree, park and landscape maintenance district to address community maintenance desires.
 - Present to the Planning Commission and City Council for its consideration the study and findings of how to implement inclusion of areas not yet in the City's landscape maintenance district.
 - Establish citywide maintenance standards based on the analysis of the results of the study of how to provide the same level of maintenance to all areas of the City.
- ✓ Address security improvements to existing facilities and expand security programs in parks and facilities to address the community's issues regarding the perception of unsafe parks.
 - Implement the additional security needs defined in *Years One and Two*.
 - Implement plans for a Park Check and Observation Senior Volunteer Program to work with the police department to reduce problems at parks.

EXECUTIVE SUMMARY

- ✓ Continue programs and activities that will increase and manage the City's tree inventory.
 - Continue the study of the feasibility of establishing an urban forest along the Kern River Parkway in partnership with the Water Department and the Kern River Parkway Association and define possible areas for planting programs.
- ✓ Explore ways in which the City can take the lead in coordinating community services, facilities, and programs so that duplication is avoided, community awareness is promoted, and joint use and development agreements are encouraged.
 - Pursue grant funding to continue to provide logistical support to non-profit organization special events to reach a broader segment of the community and involve each area of the community.
 - Conduct the three meetings per year with City, school and community organizations and determine mutual areas of interest and concern and define ways to work with each other.
 - Begin work on developing a "Youth Master Plan" to determine what youth are lacking and how to fill those gaps
- ✓ While implementing the City's Trails Master Plan find a way to provide a loop trail through town that would allow access to the Kern River Parkway trail system.
 - Develop the necessary agreements with the agencies identified in *Years One* and *Two* that would be involved in implementing a loop trail system.
 - After determining the costs to implement a loop trail by section in *Year Two*, begin to pursue funding sources.
- ✓ Implement an Asset Management Program to generate revenue from use of assets to offset maintenance and operations costs.
 - Continue implementation of those Asset Management programs identified that are both politically and financially practical.
 - If a marketing firm and a recreation specialist were hired in *Year Two*, begin branding and marketing programs.

EXECUTIVE SUMMARY

- ✓ Use the comprehensive Recreation and Parks Master Plan as a guide for making decisions regarding Recreation and Parks programs, services, acquisitions, funding, and financing.
 - Follow up with people who have used City facilities or attended City programs and get their positive and negative feedback, and ask them for a critique of the department in general.
 - Listen to the public by conducting town hall meetings where they can give input into the action items the City is pursuing.
 - Develop annual budget based on implementing action items.
- ✓ Incorporate the policies recommended in the document into the City's General Plan and update the policies periodically to ensure they reflect the current trends, needs, and demands of the community.
 - Update each year during the annual budget process

YEAR FOUR

- ✓ Focus on facilities and programs that address the community's desire for recreational opportunities for fitness and health.
 - If funding has been secured, begin development of new gymnasiums
 - Analyze the findings from the study of the best way to build three new community centers and determine how they could be funded
- ✓ Address the need for facilities and fields for community based organized sports activities.
 - Complete and open the Sports Village and Mesa Marin
- ✓ Focus programming on activities that provide the community opportunities to participate in creative and performing arts.
 - Expand after school programs to make them more appealing to youth
 - Expand community events showcasing creative and performing arts programming developed in *Years One thru Three*.

EXECUTIVE SUMMARY

- Begin working with the school districts through the coordinating meetings set up in *Years One* thru *Three* to develop and share programming in multipurpose performing arts and event facilities
- ✓ Continue to provide tree, park and landscape maintenance at current levels and pursue expansion of the existing maintenance districts into a citywide tree, park and landscape maintenance district to address community maintenance desires.
 - Begin the implementation of bringing areas of the City currently not in a landscape maintenance district into a Citywide landscape maintenance district.
 - Budget the implementation of the citywide maintenance standards established in *Year Four* to provide the same level of maintenance to all areas of the City.
- ✓ Address security improvements to existing facilities and expand security programs in parks and facilities to address the community's issues regarding the perception of unsafe parks.
 - Complete the additional security needs defined in *Years One* and *Two*.
 - Seek sponsors to provide equipment and recognition for the Park Check and Observation Senior Volunteer Program established in *Year Three*.
- ✓ Continue programs and activities that will increase and manage the City's tree inventory.
 - Begin volunteer planting programs for the Urban Forest areas established along the Kern River Parkway in partnership with the Water Department and the Kern River Parkway Association
- ✓ Explore ways in which the City can take the lead in coordinating community services, facilities, and programs so that duplication is avoided, community awareness is promoted, and joint use and development agreements are encouraged.
 - Set up a system to pass through grants and sponsorship funding to continue to provide logistical support to non-profit organization special events to reach a broader segment of the community and involve each area of the community.

EXECUTIVE SUMMARY

- Continue three meetings per year with City, school and community organizations and begin implementation of programs and facilities that were determined to be of mutual interest.
- Finalize the development of a “Youth Master Plan” that shows where gaps exist in youth programs and how to fill those gaps, and then present them to City Council for consideration.
- ✓ While implementing the City’s Trails Master Plan find a way to provide a loop trail through town that would allow access to the Kern River Parkway trail system.
 - Complete the necessary agreements with the agencies identified in *Years One* and *Two* that would be involved in implementing a loop trail system
 - Secure identified funding to implement a loop trail by section when agreements are approved
- ✓ Implement an Asset Management Program to generate revenue from use of assets to offset maintenance and operations costs.
 - Continue implementation of those Asset Management programs identified that are both politically and financially practical
 - Continue to expand branding and marketing programs which will make the Asset Management Program more valuable
- ✓ Use the comprehensive Recreation and Parks Master Plan as a guide for making decisions regarding Recreation and Parks programs, services, acquisitions, funding, and financing.
 - Take follow up actions based on the information and input provided from the contacts with people who have used City facilities or attended City programs
 - Continue town hall meetings where the public can give input into the action items the City is pursuing
 - Develop annual budgets based on implementing action items
- ✓ Incorporate the policies recommended in the document into the City’s General Plan and update the policies periodically to

EXECUTIVE SUMMARY

ensure they reflect the current trends, needs, and demands of the community.

- Update each year during the annual budget process

YEAR FIVE

- ✓ Focus on facilities and programs that address the community's desire for recreational opportunities for fitness and health.
 - If funding has been secured, continue development of new gymnasiums
 - Begin design and development of three new community centers if funding was secured in *Year Four*.
 - Implement new fitness programs in the summer for youth. Recent studies indicate children gain more weight in the summer than any other time of the year. It is believed they sit around the house more, bored and eating with little exercise, so City programs should be made to encourage children to participate and exercise more
- ✓ Address the need for facilities and fields for community based organized sports activities.
 - Make sure future Community Parks contain sports fields to accommodate future growth
- ✓ Focus programming on activities that provide the community opportunities to participate in creative and performing arts.
 - Continue to expand after school programs as new schools come on line. Include a variety of programming opportunities to make them more appealing to youth.
 - Continue community events showcasing creative and performing arts programming developed in *Years One* thru *Four*.
 - Develop agreements with the school districts through the coordinating meetings set up in *Years One* thru *Four* to develop and share programming in multipurpose performing arts and event facilities
- ✓ Continue to provide tree, park and landscape maintenance at current levels and pursue expansion of the existing maintenance districts into a citywide tree, park and landscape

EXECUTIVE SUMMARY

maintenance district to address community maintenance desires.

- Place an issue on the ballot asking for the public’s consent to establish a Citywide landscape maintenance district that includes areas not currently included. Provided the measure passes, implement the citywide maintenance district.
- Implement the citywide maintenance standards established in *Year Four* to provide the same level of maintenance to all areas of the City
- ✓ Address security improvements to existing facilities and expand security programs in parks and facilities to address the community’s issues regarding the perception of unsafe parks.
 - Continue to seek sponsors to provide equipment and recognition for the Park Check and Observation Senior Volunteer Program established in *Year Three*.
- ✓ Continue programs and activities that will increase and manage the City’s tree inventory.
 - Continue and expand volunteer planting programs for the Urban Forest areas established along the Kern River Parkway in partnership with the Water Department and the Kern River Parkway Association
- ✓ Explore ways in which the City can take the lead in coordinating community services, facilities, and programs so that duplication is avoided, community awareness is promoted, and joint use and development agreements are encouraged.
 - Continue three meetings per year with City, school and community organizations, and the implementation of programs and facilities that were determined to be of mutual interest.
 - Begin implementation of the “Youth Master Plan” completed in *Year Four*.
- ✓ While implementing the City’s Trails Master Plan find a way to provide a loop trail through town that would allow access to the Kern River Parkway trail system.
 - If funding is secured, begin implementation of the loop trail by section when agreements are approved.

EXECUTIVE SUMMARY

- ✓ Implement an Asset Management Program to generate revenue from use of assets to offset maintenance and operations costs.
 - Continue implementation of those Asset Management programs identified that are both politically and financially practical
 - Continue to expand branding and marketing programs which will make the Asset Management Program more valuable
- ✓ Use the comprehensive Recreation and Parks Master Plan as a guide for making decisions regarding Recreation and Parks programs, services, acquisitions, funding, and financing.
 - Update and prepare another five-year work plan for implementing the recommended action items
 - Develop annual budgets based on implementing action items
- ✓ Incorporate the policies recommended in the document into the City's General Plan and update the policies periodically to ensure they reflect the current trends, needs, and demands of the community.
 - Update each year during the annual budget process

FINANCIAL CONSIDERATIONS

Obviously the City's ability to implement the above five-year work plan will be dependent upon development of new revenue streams and securing funding for facility development. Chapter 5 outlines possible methods of funding and developing new revenue to pay for the five-year work plan. The City will need to conduct a review and analysis of these funding options to determine what best suits the City both politically and financially.

Chapter 1 | Recreation and Parks Planning Overview



1.0 - RECREATION AND PARKS PLANNING OVERVIEW

BACKGROUND AND PURPOSE

The City of Bakersfield entered into an agreement with Moore, Iacofano, Goltsman, Inc. (MIG) to update its Recreation and Parks Master Plan. With the consultant team in place, work began in March 2006. An updated Master Plan will provide the City with park standards, strategies and policies to meet the community's growing recreation needs through public and private resources.

The Plan recommends improvements to existing park facilities and identifies the possibilities for new projects. The Master Plan identifies existing resources in the community, discusses its current and future needs, suggests policies and guidelines for making decisions and presents recommendations for implementation. The Plan was developed in conformance with the City's General Plan, including Chapter XI, the Parks Element; the City of Bakersfield 2005 City Council Goals and Guiding Principles; the City of Bakersfield Municipal Code; the Northeast Bakersfield Parks and Trails Plan; and the City of Bakersfield Zoning Code.

Public input was an important component of the information gathering process. The Consultant team conducted several public workshops to gather input from the community. Survey questionnaires concerning sports field use and recreation facility and program needs and issues were sent to community sports organizations, local nonprofit service providers and City staff. Information was also obtained from personal interviews with user groups and stakeholders. A statistically valid phone survey of residents in all parts of the City was conducted to make sure all residents were included in the input process, not just those who choose to come to public workshops and/or were connected with user groups and organizations. These methods allowed the community the opportunity to share their views and ideas concerning parks and recreation in Bakersfield with the City's consultant team. This participation provided a variety of

CHAPTER 1 Recreation and Parks Planning Overview

perspectives and helped the consultants form a comprehensive picture of the community's recreation wants and desires.

Additional documents were used to gather information and background to help develop the Master Plan. Program materials from the City's Recreation Department, City documents such as the General Plan and Trails Plan provided useful information. Interviews with community members, staff and local service providers gave the consultant team valuable information regarding the current and future needs of the community. Site visits of current facilities and analysis of current programs were also part of the process. The consultant team also reviewed the City's demographic trends and economic conditions.

HISTORY



Christian Bohna's house, the first house in Bakersfield, on present day 24th and P Streets.

In 1858, eight years after California was granted statehood, the area known as Kern Island (later to become Bakersfield) was settled by less than a dozen families, including Christian Bohna's. His was the first house ever built in what was to become Bakersfield.

A few years later, Col. Baker, who served in the California legislature and was a co-founder of the city of Visalia, moved to Kern Island in 1863 and bought land and a shack from Bohna.



J. Nederauf Furniture Dealer and Undertaker, 19th Street, Downtown Bakersfield, circa 1880

The Bakers invited other settlers traveling through the area to water and graze their cattle and sheep on the 600-acre property they owned. To encourage development Baker began giving land to people willing to start a local business.

Eventually, Col. Baker mapped out an area that would become the city of Bakersfield which was incorporated in 1873, the year after his death.

In 1910, oil was discovered in Kern County launching a boom in the area. That same year the City of Kern annexed to the City of Bakersfield.

CHAPTER 1 Recreation and Parks Planning Overview

Through the flood of 1862, the great fire of 1889 and a major earthquake in 1952, the residents of Bakersfield have shown resilience and continued to grow and thrive. The city has gone from a population of 600 in 1866 to the 13th largest in California with its current population of approximately 310,000.

Looking toward the future, Bakersfield is preparing to accommodate a population expected to rise by 25% in the next 12 to 15 years.

COMMUNITY OVERVIEW

The City of Bakersfield is in a period of transition. Over the past 50 years the major land uses have been agriculture, oil, and residential development to support these major industries. Recent growth has resulted in a transformation of land uses to more residential, retail, commercial, industrial and recreational. The community has a strong interest in preserving its feel and historical past while managing its future growth to produce quality neighborhoods that translate to healthy and happy lifestyles.

The first step in determining the community's present and future needs for recreation and park facilities and community service programs is to understand the current and future demographics and characteristics of the City. Bakersfield has experienced rapid residential growth over the last 10 years. The City has expanded from an early 1990s population of 175,000 to a current population of 310,000. Bakersfield is projected to continue to grow over the next 12 to 15 years to an estimated 400,000 residents.

Although future ethnic demographics are projected to transition to a greater mix of Hispanic and non-Hispanic residents, there will still be a substantial Hispanic or Latino population in Bakersfield in the future. A high priority for the City will be to continue to address the specific needs and cultural desires of the Hispanic community.

CHAPTER 1 Recreation and Parks Planning Overview

The occupants of future residential growth will tend to be people currently working in the urban areas of Los Angeles and Kern Counties who want to live in the town atmosphere and life styles of the anticipated developments in Bakersfield. Future residents can be expected to commute to regional or centralized park facilities. This fact should be taken into account when planning for facilities that serve a city wide audience such as sports complexes, swimming pools, community centers, and special use facilities, such as trails.

There are a number of issues facing the City that will affect its ability to implement the policies and recommendations in the Master Plan and will influence the priorities for recreation facilities and programs. These issues include:

- ✓ Growth - particularly residential family growth
- ✓ Education - new schools and development plans for California State University Bakersfield (CSUB)
- ✓ Funding for providing better maintenance of existing facilities and delivering recreation programs
- ✓ Changing demographics and community attitudes
- ✓ Increased concerns about graffiti, the homeless and park safety
- ✓ Revitalization of downtown
- ✓ Loss of open space and hillsides to development
- ✓ Increased cost of property to acquire for public purposes
- ✓ Limited staff and financial resources to meet public demand for services
- ✓ Meeting the needs and demands of the newer higher income areas of the City, while not ignoring the needs and demands of existing low income areas of the City
- ✓ Diverse political positions resulting from a citizenry that is becoming more active and vocal regarding its needs and desires, and who wants a more active role in planning for the future of Bakersfield

The Master Plan addresses these issues and uses suggested park standard guidelines and facility standard guidelines. The City of

Bakersfield 2000 Recreation and Parks Master Plan was updated and revised to determine what facilities are currently needed in Bakersfield and what will be needed in the future to provide the type of services, activities and life styles desired by the community.

COMMUNITY GOALS FOR THE RECREATION AND PARKS MASTER PLAN

The purpose of the Master Plan is to identify recreation needs and demands of the community and to develop goals that will be supported by the community and lead to a strategic plan for the improvement of existing parks, acquisition of park land, and the development of new park facilities. The following community goals for recreation and parks were identified during the community input process:

- ✓ Identify current and future recreation facilities needs and priorities in Bakersfield.
- ✓ Identify current and future community services and recreation program needs in Bakersfield.
- ✓ Determine the amount, location and priority of parkland acquisition needed in Bakersfield.
- ✓ Establish appropriate standards and levels of operation for existing and future park and landscape maintenance districts.
- ✓ Establish a funding/financing plan that will provide potential revenue sources and an implementation strategy.
- ✓ Determine the best approach to preserving and expanding the Kern River Parkway
- ✓ Develop strategies to reduce graffiti and address park safety and security.
- ✓ Develop strategies to plant and maintain more trees and native plant material in parks and public landscape areas.

RELATED CITY PLANS, POLICIES AND PROGRAMS

As part of the development of this Master Plan document, the consultant team reviewed a number of existing documents in order to gain knowledge of past City actions pertaining to Recreation and Parks and to review how prior City Councils, Commissions and City staff addressed the future needs of the City. This process was important to establish baselines for developing future recommendations. The consultants found that the City has a wealth of developed policies and goals, as well as, excellent resolutions and ordinances to help it deal with the operation of the Recreation and Parks Department. The documents studied and reviewed include:

Chapter XI Parks Element, City of Bakersfield General Plan

Chapter 17.66 HD Hillside Development Combining Zone,
Bakersfield Municipal Code

Chapter 15.80 Dedication of Land, Payment of Fees, Bakersfield
Municipal Code

Chapter 15.82 Fee for Park Development and Improvement,
Bakersfield Municipal Code

Chapter 17.61 Landscape Design Standards, Bakersfield
Municipal Code

Planning Commission Resolution No. 58-92, Resolution Revising
Adopted Wall and Landscape Design Review Policies for
Parkways and Median Islands

Draft Document of the City of Bakersfield Department of
Recreation and Parks System Wide Parks Plan

Specific Trails Plan for the City of Bakersfield, dated March 6,
1996, City Council Resolution No. 35-96

CHAPTER 1 Recreation and Parks Planning Overview

North East Bakersfield Parks and Trails Plan, dated October 22, 2003, City Council Resolution No. 189-03 and 190-03

City of Bakersfield 2005 City Council Goals and Guiding Principles

Downtown Design Charette, dated May 11, 2001

Chapter 12.56 Parks, Bakersfield Municipal Code

City of Bakersfield Recreation and Parks Master Plan 2000, City Council Resolution No. 57-00

CHAPTER 1 Recreation and Parks Planning Overview

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Chapter 2 | Existing Recreation and Parks Resources



2.0 - EXISTING RECREATION AND PARKS RESOURCES

OVERVIEW

The City of Bakersfield Recreation and Parks Department provides community recreation resources including park facilities, such as pools, playing fields, skateboard parks, children's playgrounds, picnic facilities, community centers, trails, and a variety of recreation activities and programs. The City also offers citywide special events, festivals and tournaments. It also supports various clubs and organizations in the community that provide specialized recreation programs and services. This section deals with those recreation and parks resources and programs that are provided to the residents of the community.

EXISTING RECREATIONAL FACILITIES

Exhibits 2.1A – 2.1D *City of Bakersfield Existing Public Parks and Facilities* lists the current recreation facilities available to the public in Bakersfield. The list does not include recreation facilities maintained and operated by the North of the River Recreation and Park District as that agency is independent from the City of Bakersfield's Recreation and Parks Department, nor does it include the park facilities maintained and operated by the Kern County Parks and Recreation Department within the City of Bakersfield.

The park system within the jurisdiction of the City of Bakersfield includes 48 parks, including local parks, neighborhood parks, community parks, and specialty parks. *Table 2-1.1 – 2-1.2, Existing City Park Amenities*, lists the various park amenities, such as, picnic shelters, sports fields, meeting rooms, swimming pools, basketball courts, etc., at each facility. This information is also available on the internet and can be accessed through the City of Bakersfield Recreation and Parks home page.

The park system is made up of older established parks and newer parks that have been developed as a result of recent residential growth. The Kern County Parks and Recreation Department also

CHAPTER 2 Existing Recreation and Parks Resources

operates a number of County Parks within the City of Bakersfield and is a major provider of recreation facilities and programs along with the City.

The City of Bakersfield Recreation and Parks Department has a good working relationship with both the North of the River Recreation and Park District and the Kern County Parks and Recreation Department and does an excellent job of coordinating facilities, activities, and programs.

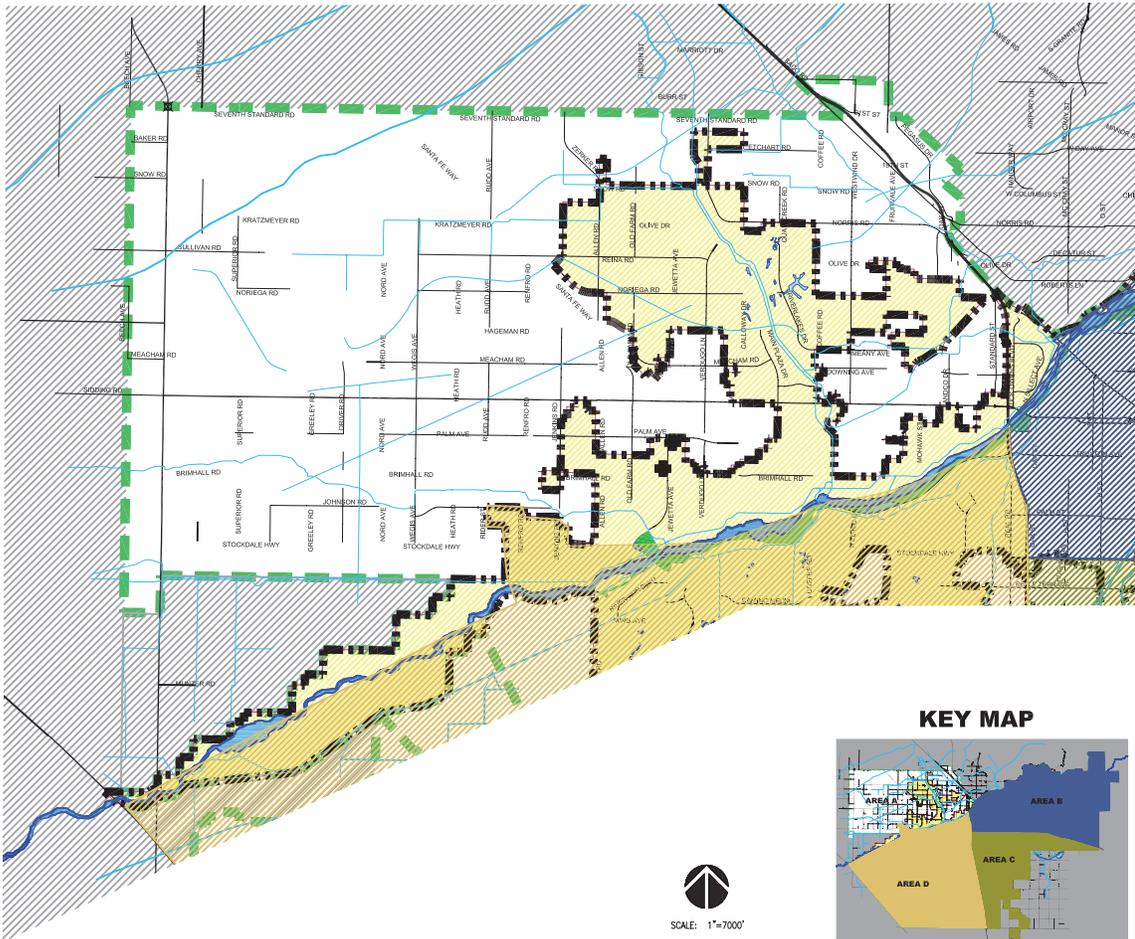
COMMUNITY CENTERS

Silver Creek Community Center is located at Harris Road and Reliance Drive and provides rental areas such as a multi-purpose room, kitchen, picnic areas and pavilion. In addition, the following physical features are available: covered basketball courts, disc golf course, exercise course, horseshoe pits, playground equipment, heated pool and tennis courts. A variety of programs and classes are also offered. This facility is 2,400 square feet in size.

Dr. Martin Luther King, Jr. Community Center is located at 1000 South Owens Street and provides rental facilities including a gymnasium, kitchen, meeting rooms and picnic areas. The features provided also include a lighted softball field, heated swimming pool, wet playground, tennis courts, and circuit training equipment. Some programs and services are also offered. The facility is 22,000 square feet in size.

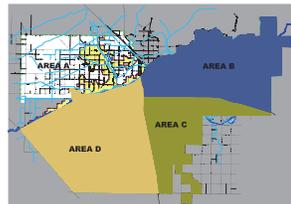
AQUATIC FACILITIES

The City provided pools are at seven different locations with extensive summer programming, and splash/spray areas are located at five locations. They are listed below.



ALL PARKS IN AREA "A" ARE UNDER THE JURISDICTION OF THE NORTH OF THE RIVER PARK DISTRICT

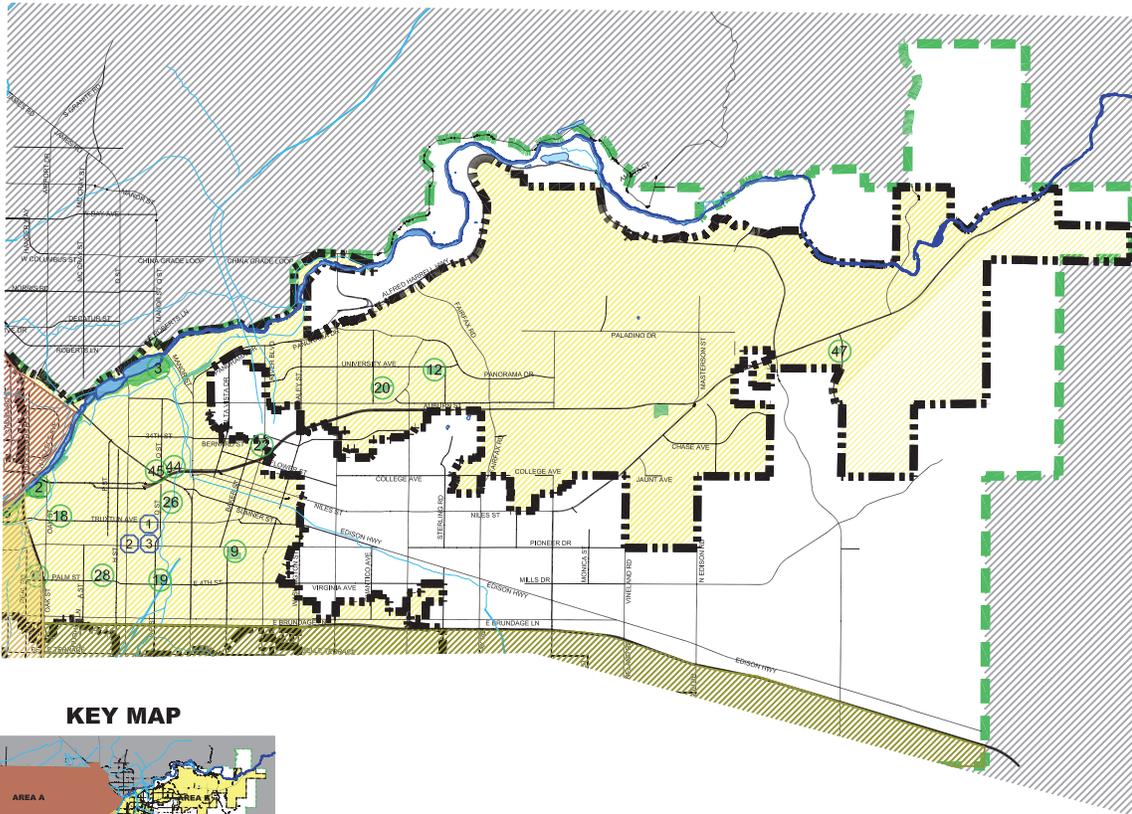
KEY MAP



LEGEND

- CITY PARKS
 - CITY BOUNDARY
 - SPHERE OF INFLUENCE
- Note: Facility maps include City Parks only and do not include North of the River Recreation and Parks District or Kern County Parks and Recreation Department facilities

**CITY OF BAKERSFIELD
EXISTING PUBLIC
PARKS AND FACILITIES
AREA A**



COMMUNITY PARKS

- 1 The Park At River Walk
- 2 Beach Park*
- 3 Kern River Parkway*
- 4 Patriots Park
- 5 Yokuts Park
- 6 Pin Oak Park
- 7 Wayside Park
- 8 Silver Creek Park
- 9 Dr. Martin Luther King, Jr. Park*
- 10 Campus Park South
- 11 Grissom Park
- 12 University Park*
- 13 Saunders Park
- 14 River Oaks Park
- 15 Haggin Oaks Park
- 16 Seasons Park
- 17 Centennial Park
- 18 Jastro Park*
- 19 Lowell Park*
- 20 Siemon Park*
- 21 Tevis Park
- 22 Jefferson Park*
- 23 Wilson Park
- 24 Campus Park North
- 25 Planz Park
- 26 Central Park*
- 27 Windsor Park
- 28 Beale Park*
- 29 Garden Park
- 30 Windermere Park
- 31 Deer Peak Park
- 32 Corvallis Park
- 33 Quailwood Park
- 34 Wilderness Park
- 35 Challenger Park
- 36 Stiern Park
- 37 Kroll Park
- 38 Westwood Park
- 39 Castle Park
- 40 Stone Creek Park
- 41 Bill Park Greens Park
- 42 Amberton Park
- 43 Coral Keys Park
- 44 Joshua Park*
- 45 Weill Park*
- 46 Granite Pointe Park
- 47 Salera Gardens Park*
- 48 Weston Park

COMMUNITY FACILITIES

- 1 Bright House Networks Amphitheater (Located at The Park at River Walk)
- 8 Silver Creek Community Center (Located at Silver Creek Park)
- 9 Dr. Martin Luther King, Jr. Community Center (Located at Dr. Martin Luther King, Jr. Park)
- 1 Robobank Arena Theater and Convention Center
- 2 Bakersfield Ice Sports Center
- 3 McMurtrey Aquatic Center

*Park sites located in Area B

LEGEND

CITY PARKS

CITY BOUNDARY

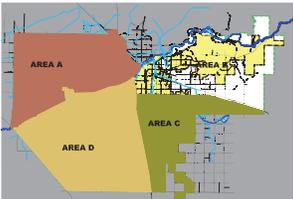
SPHERE OF INFLUENCE

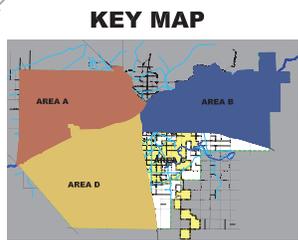
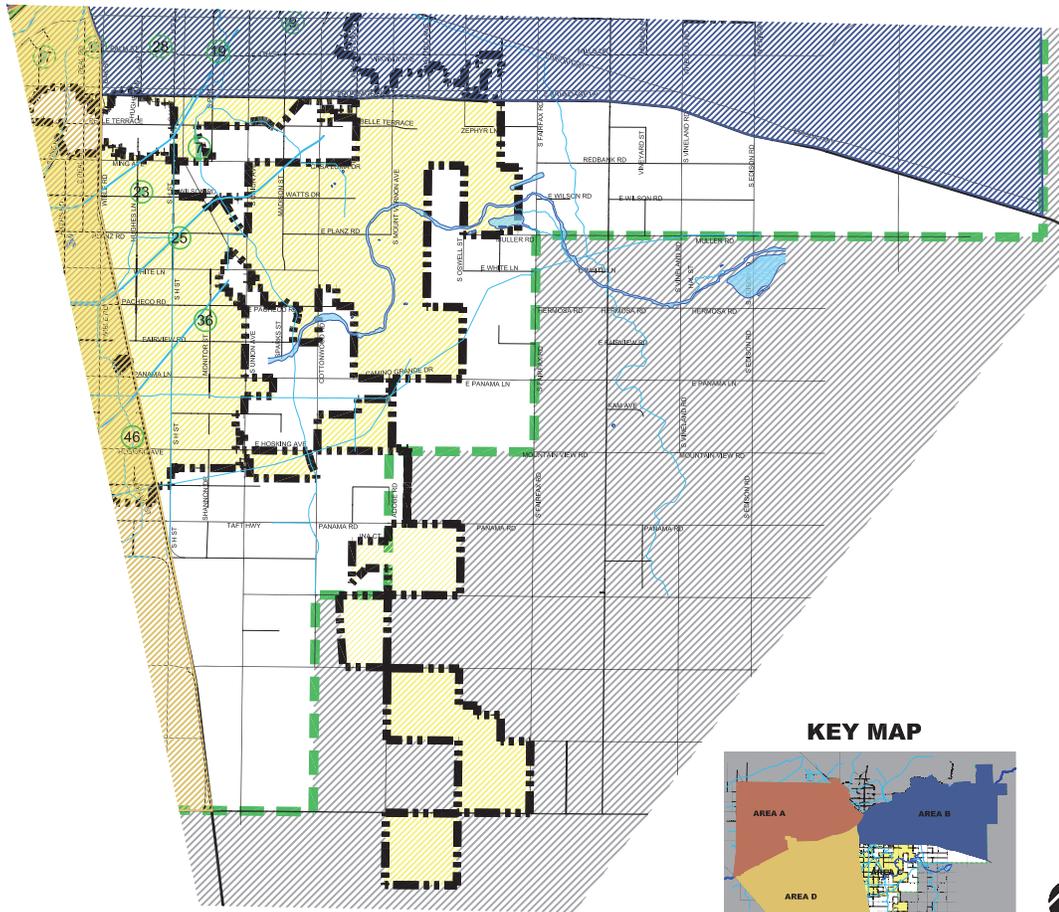
Note: Facility maps include City Parks only and do not include North of the River Recreation and Parks District or Kern County Parks and Recreation Department facilities

**CITY OF BAKERSFIELD
EXISTING PUBLIC
PARKS AND FACILITIES
AREA B**

EXHIBIT 2.1B

KEY MAP





COMMUNITY PARKS

- 1 The Park At River Walk
- 2 Beach Park
- 3 Kern River Parkway
- 4 Patriots Park
- 29 Garden Park
- 30 Windermere Park
- 31 Deer Peak Park
- 32 Corvallis Park
- 33 Quailwood Park

NEIGHBORHOOD AND LOCAL PARKS

- 5 Yokuts Park
- 6 Pin Oak Park
- 7 Wayside Park*
- 8 Silver Creek Park
- 9 Dr. Martin Luther King, Jr. Park
- 10 Campus Park South
- 11 Grissom Park
- 12 University Park
- 13 Saunders Park
- 14 River Oaks Park
- 15 Haggin Oaks Park
- 16 Seasons Park
- 17 Centennial Park
- 18 Jastro Park
- 19 Lowell Park
- 20 Siemon Park
- 21 Tevis Park
- 22 Jefferson Park
- 23 Wilson Park*
- 24 Campus Park North
- 25 Planz Park*
- 26 Central Park
- 27 Windsor Park
- 28 Beale Park
- 34 Wilderness Park
- 35 Challenger Park
- 36 Stern Park*
- 37 Kroll Park
- 38 Westwood Park
- 39 Castle Park
- 40 Stone Creek Park
- 41 Bill Park Greens Park
- 42 Amberton Park
- 43 Coral Keys Park
- 44 Joshua Park
- 45 Weill Park
- 46 Granite Pointe Park
- 47 Solera Gardens Park
- 48 Weston Park

COMMUNITY FACILITIES

- 1 Bright House Networks Amphitheater (Located at The Park at River Walk)
- 8 Silver Creek Community Center (Located at Silver Creek Park)
- 9 Dr. Martin Luther King, Jr. Community Center (Located at Dr. Martin Luther King, Jr. Park)
- 1 Robobank Arena Theater and Convention Center
- 2 Bakersfield Ice Sports Center
- 3 McMurtrey Aquatic Center

*Park sites located in Area C

LEGEND

CITY PARKS

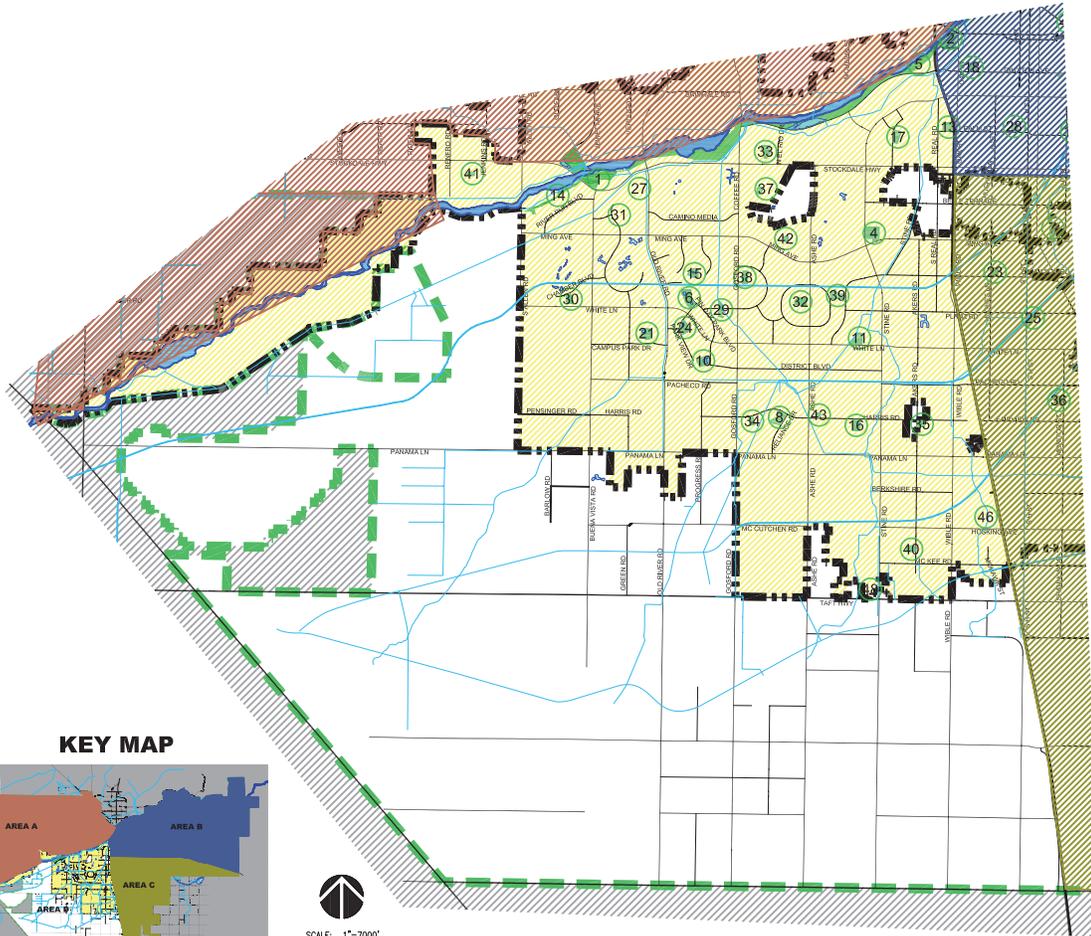
CITY BOUNDARY

SPHERE OF INFLUENCE

Note: Facility maps include City Parks only and do not include North of the River Recreation and Parks District or Kern County Parks and Recreation Department facilities

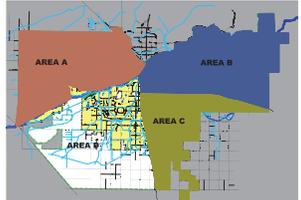
SCALE: 1"=7000'

**CITY OF BAKERSFIELD
EXISTING PUBLIC
PARKS AND FACILITIES
AREA C**



- COMMUNITY PARKS**
- 1 The Park At River Walk*
 - 2 Beach Park
 - 3 Kern River Parkway
 - 4 Patriots Park*
 - 5 Yokuts Park*
 - 6 Pin Oak Park*
 - 7 Wayside Park
 - 8 Silver Creek Park*
 - 9 Dr. Martin Luther King, Jr. Park
 - 10 Campus Park South*
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- NEIGHBORHOOD AND LOCAL PARKS**
- COMMUNITY FACILITIES**
- 1 Bright House Networks Amphitheater (Located at The Park at River Walk)
 - 8 Silver Creek Community Center (Located at Silver Creek Park)
 - 9 Dr. Martin Luther King, Jr. Community Center (Located at Dr. Martin Luther King, Jr. Park)
 - 1 Robobank Arena Theater and Convention Center
 - 2 Bakersfield Ice Sports Center
 - 3 McMurtrey Aquatic Center
- *Park sites located in Area D

KEY MAP



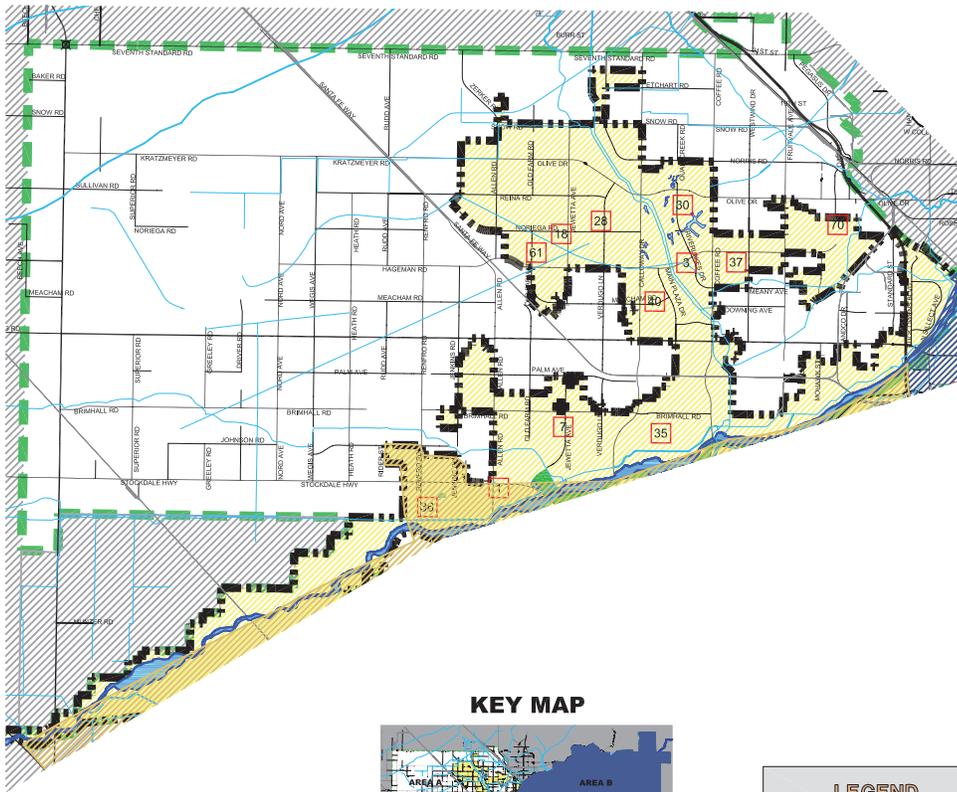
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LEGEND

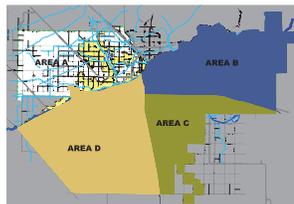
- CITY PARKS
- CITY BOUNDARY
- SPHERE OF INFLUENCE

Note: Facility maps include City Parks only and do not include North of the River Recreation and Parks District or Kern County Parks and Recreation Department facilities.

**CITY OF BAKERSFIELD
EXISTING PUBLIC
PARKS AND FACILITIES
AREA D**



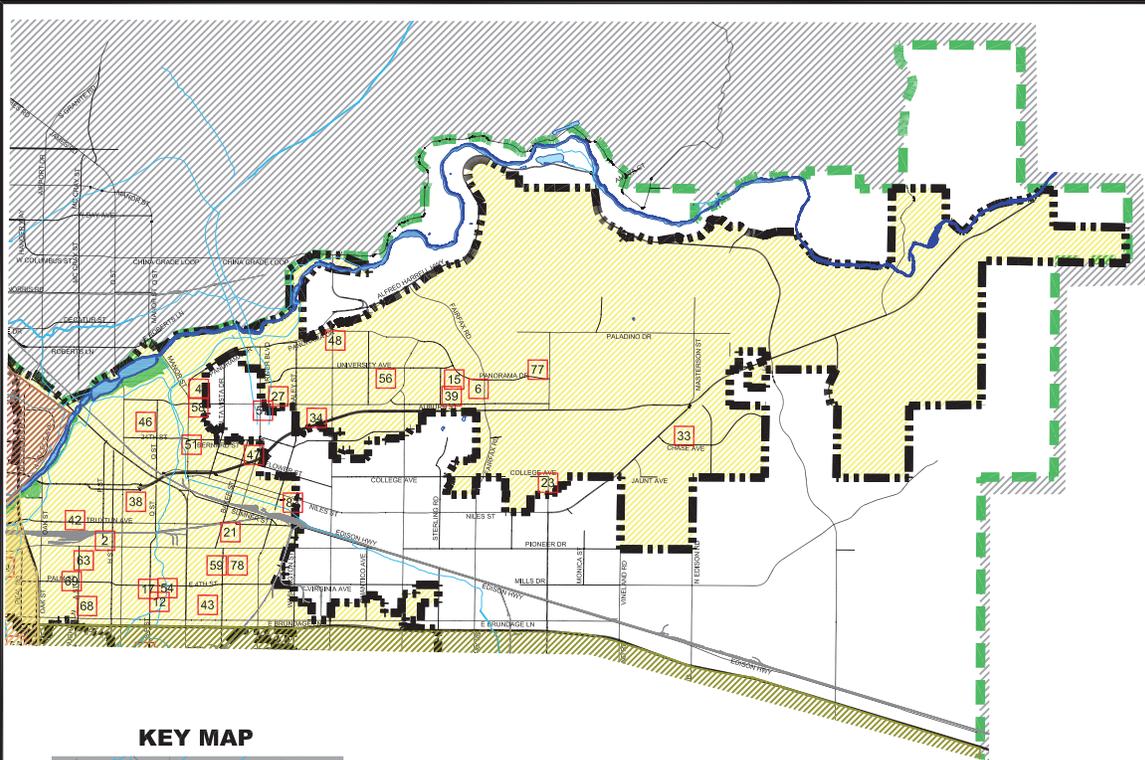
KEY MAP



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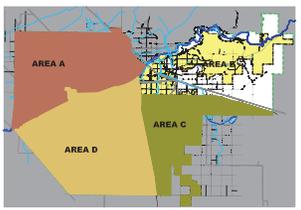
- | | |
|--------------------------------------|--|
| HIGH SCHOOLS | |
| 1 Bakersfield Christian High School | 41 Evergreen Elementary School |
| 2 Bakersfield High School | 42 Franklin Elementary School |
| 3 Centennial High School | 43 Fremont Elementary School |
| 4 Garces Memorial High School | 44 Harris Elementary School |
| 5 Golden Valley High School | 45 Hart Elementary School |
| 6 Highland High School | 46 Hills Elementary School |
| 7 Liberty High School | 47 Jefferson Elementary School |
| 8 Ridgeview High School | 48 Johnson Elementary School |
| 9 South High School | 49 Kendrick Elementary School |
| 10 Stockdale High School | 50 Laurelgen Elementary School |
| 11 Valle Verde | 51 Longfellow Elementary School |
| 12 Vista Continuation High School | 52 Loudan Elementary School |
| 13 West High School | 53 McAuliffe Elementary School |
| MIDDLE/JUNIOR HIGH SCHOOLS | |
| 14 Actis Junior High School | 56 Nichols Elementary |
| 15 Chipman Junior High School | 57 Noble Elementary School |
| 16 Curran Junior High School | 58 Our Lady Of Perpetual Help Elementary |
| 17 Emerson Junior High School | 59 Owens Primary School |
| 18 Freedom Middle School | 60 Pala Elementary School |
| 19 Greenfield Junior High School | 61 Patriot Elementary |
| 20 Olivier Junior High School | 62 Pauly Elementary School |
| 21 Owens Intermediate School | 63 Penn Elementary School |
| 22 Sequoia Middle School | 64 Plantation Elementary School |
| 23 Stern Middle School | 65 Planz Elementary School |
| 24 Tevis Junior High School | 66 Quailwood Elementary School |
| 25 Thompson Junior High School | 67 Reagan Elementary School |
| 26 Warren Junior High School | 68 Roosevelt Elementary School |
| 27 Washington Junior High School | 69 Saint Francis Parrish School |
| ELEMENTARY SCHOOLS | |
| 28 Almondale Elementary School | 70 San Lauren Elementary |
| 29 Berkshire Elementary School | 71 Sandrini Elementary School |
| 30 Birnat Elementary School | 72 Seibert Elementary School |
| 31 Casa Loma Elementary School | 73 Sing Lum Elementary School |
| 32 Castle Elementary School | 74 Sline Elementary School |
| 33 Chavez Elementary School | 75 Stockdale Elementary School |
| 34 College Heights Elementary School | 76 Suburu Elementary School |
| 35 Columbia Elementary School | 77 Thorne Elementary School |
| 36 Del Rio Elementary School | 78 Three Rs Achievement Academy |
| 37 Discovery Elementary School | 79 Van Horn Elementary School |
| 38 Downtown Elementary School | 80 Wayside Elementary School |
| 39 Eissler Elementary School | 81 West Elementary School |
| 40 Endeavour Elementary School | 82 Bill L. Williams Elementary School |
| | 83 Williams Elementary School |

**CITY OF BAKERSFIELD
EXISTING SCHOOLS
AREA A**



- HIGH SCHOOLS**
- 1 Bakersfield Christian High School
 - 2 Bakersfield High School
 - 3 Centennial High School
 - 4 Garces Memorial High School
 - 5 Golden Valley High School
 - 6 Highland High School
 - 7 Liberty High School
 - 8 Ridgeview High School
 - 9 South High School
 - 10 Stockdale High School
 - 11 Valle Verde
 - 12 Vista Continuation High School
 - 13 West High School
- MIDDLE/JUNIOR HIGH SCHOOLS**
- 14 Actis Junior High School
 - 15 Chipman Junior High School
 - 16 Curran Junior High School
 - 17 Emerson Junior High School
 - 18 Freedom Middle School
 - 19 Greenfield Junior High School
 - 20 Olivier Junior High School
 - 21 Owens Intermediate School
 - 22 Sequoia Middle School
 - 23 Stern Middle School
 - 24 Tevis Junior High School
 - 25 Thompson Junior High School
 - 26 Warren Junior High School
 - 27 Washington Junior High School
- ELEMENTARY SCHOOLS**
- 28 Almondale Elementary School
 - 29 Berkshire Elementary School
 - 30 Bimat Elementary School
 - 31 Casa Loma Elementary School
 - 32 Castle Elementary School
 - 33 Chavez Elementary School
 - 34 College Heights Elementary School
 - 35 Columbia Elementary School
 - 36 Del Rio Elementary School
 - 37 Discovery Elementary School
 - 38 Downtown Elementary School
 - 39 Eissler Elementary School
 - 40 Endeavour Elementary School
 - 41 Evergreen Elementary School
 - 42 Franklin Elementary School
 - 43 Fremont Elementary School
 - 44 Harris Elementary School
 - 45 Hart Elementary School
 - 46 Hills Elementary School
 - 47 Jefferson Elementary School
 - 48 Johnson Elementary School
 - 49 Kendrick Elementary School
 - 50 Laurelgen Elementary School
 - 51 Longfellow Elementary School
 - 52 Loudon Elementary School
 - 53 Mcauliffe Elementary School
 - 54 McKinley Elementary School
 - 55 Munsey Elementary School
 - 56 Nichols Elementary
 - 57 Noble Elementary School
 - 58 Our Lady Of Perpetual Help Elementary
 - 59 Owens Primary School
 - 60 Pala Elementary School
 - 61 Patriot Elementary
 - 62 Pauly Elementary School
 - 63 Penn Elementary School
 - 64 Plantation Elementary School
 - 65 Planz Elementary School
 - 66 Qualwood Elementary School
 - 67 Reagan Elementary School
 - 68 Roosevelt Elementary School
 - 69 Saint Francis Parrish School
 - 70 San Lauren Elementary
 - 71 Sandrini Elementary School
 - 72 Seibert Elementary School
 - 73 Sing Lum Elementary School
 - 74 Stine Elementary School
 - 75 Stockdale Elementary School
 - 76 Subaru Elementary School
 - 77 Thorne Elementary School
 - 78 Three Rs Achievement Academy
 - 79 Van Horn Elementary School
 - 80 Wayside Elementary School
 - 81 West Elementary School
 - 82 Bill L. Williams Elementary School
 - 83 Williams Elementary School

KEY MAP

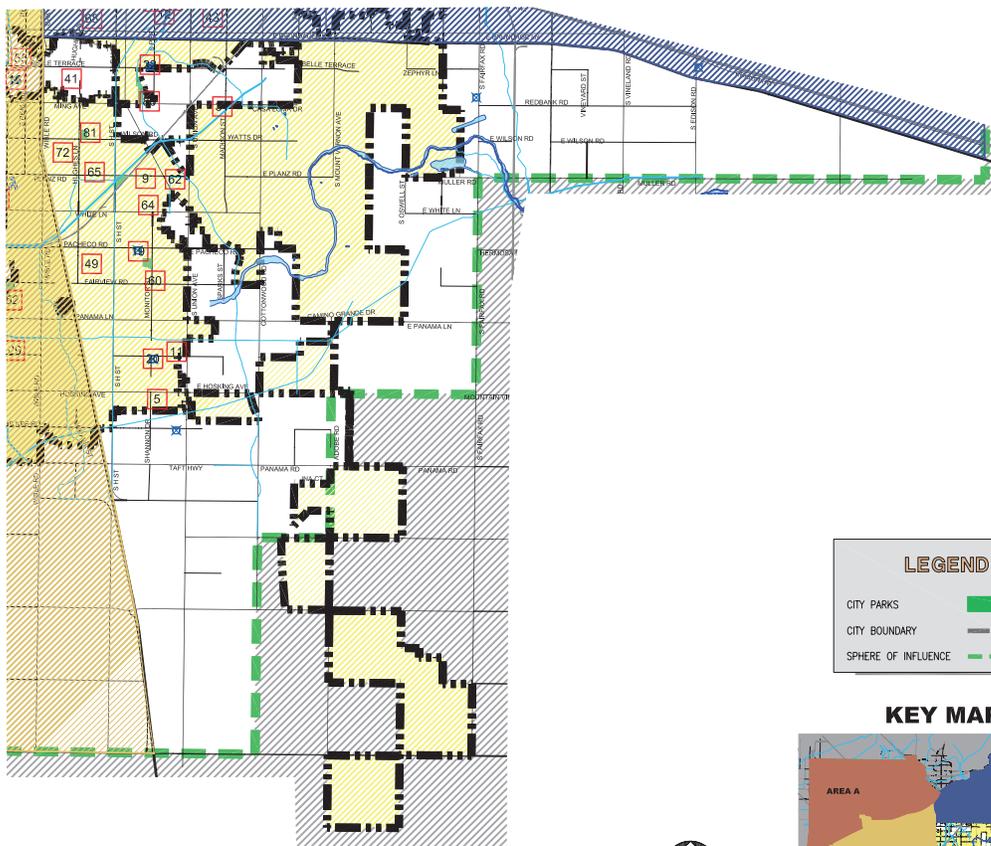


LEGEND

- CITY PARKS
- CITY BOUNDARY
- SPHERE OF INFLUENCE

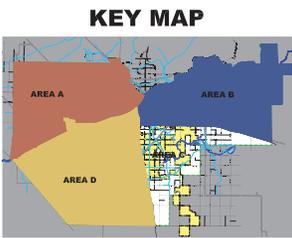
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**CITY OF BAKERSFIELD
EXISTING SCHOOLS
AREA B**



LEGEND

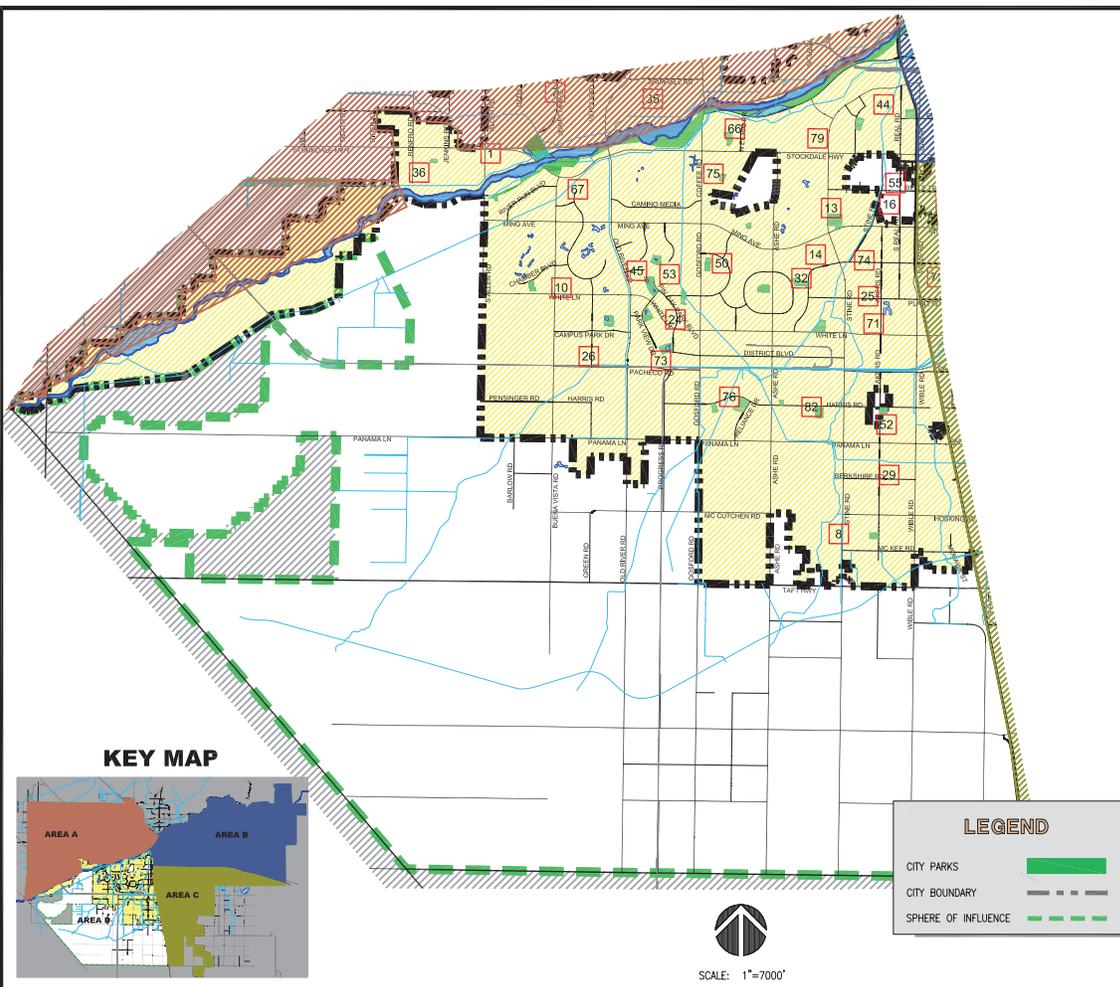
- CITY PARKS
- CITY BOUNDARY
- SPHERE OF INFLUENCE



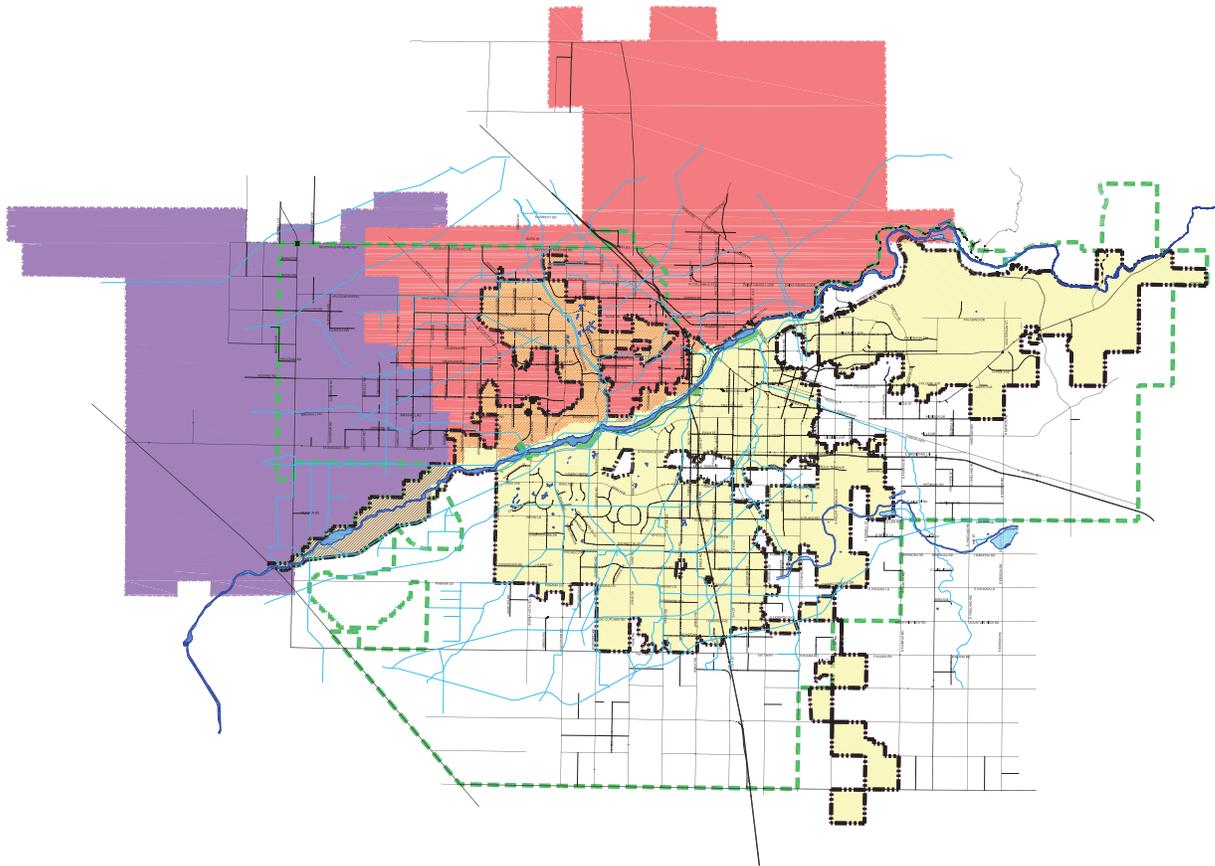
SCALE: 1"=7000'

- HIGH SCHOOLS**
- | | |
|-------------------------------------|---------------------------------|
| 1 Bakersfield Christian High School | 41 Evergreen Elementary School |
| 2 Bakersfield High School | 42 Franklin Elementary School |
| 3 Centennial High School | 43 Fremont Elementary School |
| 4 Garces Memorial High School | 44 Harris Elementary School |
| 5 Golden Valley High School | 45 Hart Elementary School |
| 6 Highland High School | 46 Hills Elementary School |
| 7 Liberty High School | 47 Jefferson Elementary School |
| 8 Ridgeview High School | 48 Johnson Elementary School |
| 9 South High School | 49 Kendrick Elementary School |
| 10 Stockdale High School | 50 Laurelgen Elementary School |
| 11 Valle Verde | 51 Longfellow Elementary School |
| 12 Vista Continuation High School | 52 Loudon Elementary School |
| 13 West High School | 53 Mcauliffe Elementary School |
- MIDDLE/JUNIOR HIGH SCHOOLS**
- | | |
|----------------------------------|--|
| 14 Actis Junior High School | 56 Nichols Elementary |
| 15 Chipman Junior High School | 57 Noble Elementary School |
| 16 Curran Junior High School | 58 Our Lady Of Perpetual Help Elementary |
| 17 Emerson Junior High School | 59 Owens Primary School |
| 18 Freedom Middle School | 60 Palla Elementary School |
| 19 Greenfield Junior High School | 61 Patriot Elementary |
| 20 Olivier Junior High School | 62 Pauly Elementary School |
| 21 Owens Intermediate School | 63 Penn Elementary School |
| 22 Sequoia Middle School | 64 Plantation Elementary School |
| 23 Stern Middle School | 65 Planz Elementary School |
| 24 Tevis Junior High School | 66 Quailwood Elementary School |
| 25 Thompson Junior High School | 67 Reagan Elementary School |
| 26 Warren Junior High School | 68 Roosevelt Elementary School |
| 27 Washington Junior High School | 69 Saint Francis Parrish School |
- ELEMENTARY SCHOOLS**
- | | |
|--------------------------------------|---------------------------------------|
| 28 Almondale Elementary School | 71 Sandrini Elementary School |
| 29 Berkshire Elementary School | 72 Seibert Elementary School |
| 30 Bimat Elementary School | 73 Sing Lum Elementary School |
| 31 Casa Loma Elementary School | 74 Stine Elementary School |
| 32 Castle Elementary School | 75 Stockdale Elementary School |
| 33 Chavez Elementary School | 76 Subaru Elementary School |
| 34 College Heights Elementary School | 77 Thorne Elementary School |
| 35 Columbia Elementary School | 78 Three Rs Achievement Academy |
| 36 Del Rio Elementary School | 79 Van Horn Elementary School |
| 37 Discovery Elementary School | 80 Wayside Elementary School |
| 38 Downtown Elementary School | 81 West Elementary School |
| 39 Eissler Elementary School | 82 Bill L. Williams Elementary School |
| 40 Endeavour Elementary School | 83 Williams Elementary School |

**CITY OF BAKERSFIELD
EXISTING SCHOOLS
AREA C**



HIGH SCHOOLS	
1	Bakersfield Christian High School
2	Bakersfield High School
3	Centennial High School
4	Garces Memorial High School
5	Golden Valley High School
6	Highland High School
7	Liberty High School
8	Ridgeview High School
9	South High School
10	Stockdale High School
11	Valle Verde
12	Vista Continuation High School
13	West High School
MIDDLE/JUNIOR HIGH SCHOOLS	
14	Actis Junior High School
15	Chipman Junior High School
16	Curran Junior High School
17	Emerson Junior High School
18	Freedom Middle School
19	Greenfield Junior High School
20	Olivier Junior High School
21	Owens Intermediate School
22	Sequoia Middle School
23	Stern Middle School
24	Tevis Junior High School
25	Thompson Junior High School
26	Warren Junior High School
27	Washington Junior High School
ELEMENTARY SCHOOLS	
28	Almondale Elementary School
29	Berkshire Elementary School
30	Bimat Elementary School
31	Casa Loma Elementary School
32	Castle Elementary School
33	Chavez Elementary School
34	College Heights Elementary School
35	Columbia Elementary School
36	Del Rio Elementary School
37	Discovery Elementary School
38	Downtown Elementary School
39	Eissler Elementary School
40	Endeavour Elementary School
41	Evergreen Elementary School
42	Franklin Elementary School
43	Fremont Elementary School
44	Harris Elementary School
45	Hart Elementary School
46	Hills Elementary School
47	Jefferson Elementary School
48	Johnson Elementary School
49	Kendrick Elementary School
50	Laurelglen Elementary School
51	Longfellow Elementary School
52	Loudon Elementary School
53	McAuliffe Elementary School
54	McKinley Elementary School
55	Munsey Elementary School
56	Nichols Elementary
57	Noble Elementary School
58	Our Lady Of Perpetual Help Elementary
59	Owens Primary School
60	Palla Elementary School
61	Patriot Elementary
62	Pauly Elementary School
63	Penn Elementary School
64	Plantation Elementary School
65	Planz Elementary School
66	Qualwood Elementary School
67	Reagan Elementary School
68	Roosevelt Elementary School
69	Saint Francis Parrish School
70	San Lauren Elementary
71	Sandrini Elementary School
72	Seibert Elementary School
73	Sing Lum Elementary School
74	Stine Elementary School
75	Stockdale Elementary School
76	Suburu Elementary School
77	Thorner Elementary School
78	Three Rs Achievement Academy
79	Van Horn Elementary School
80	Wayside Elementary School
81	West Elementary School
82	Bill L. Williams Elementary School
83	Williams Elementary School



LEGEND

- DISTRICT BOUNDARY
- DISTRICT SPHERE OF INFLUENCE
- BAKERSFIELD CITY LIMITS
- BAKERSFIELD SPHERE OF INFLUENCE

CITY OF BAKERSFIELD
NORTH OF THE RIVER
RECREATION AND PARK
DISTRICT SPHERE OF
INFLUENCE



SCALE: 1"=15,000'

CHAPTER 2 Existing Recreation and Parks Resources

Aquatic Facility/ Location	Size in Feet	Type*	Heated
Beale Park	42x75	S	No
Jastro Park	35x75	R	No
Dr. Martin Luther King, Jr. Park	70x75	R, S	Yes
Jefferson Park	50x75	C, S, R	Yes
Planz Park	35x75	R, S	No
McMurtrey Aquatic Center	25y x 50m	C, R	Yes
Siemon Park	42x75	R	No
Silver Creek Park	59x75	C, R	Yes
Wayside Park	35x75	S	No
*C=Competition R=Recreation or Instructional S=Spray/Splash			

SOFTBALL AREAS

There are four park locations within the City that contain lighted softball fields. They include three at Beach Park and one each at Dr. Martin Luther King, Jr. Park, Planz Park, and Wayside Park.

There are two lighted fields at Patriots Park and one each at Centennial Park and Lowell Park.

TENNIS COURTS

There are a total of 27 tennis courts at 11 different park locations in the City. The tennis courts are lighted and are heavily used in the community for open play, lessons and competitions. Tennis courts are located at the following sites:

Beale Park	3	Dr. Martin Luther King, Jr. Park	2
Campus Park South	2	Siemon Park	4
Centennial Park	2	Silver Creek Park	2
Haggin Oaks Park	2	Wayside Park	1
Jastro Park	6	Wilson Park	1
Jefferson Park	2		

BASKETBALL COURTS

Eighteen park sites within the City contain lighted outdoor basketball courts. There is one indoor basketball court at the Dr. Martin Luther King, Jr. Community Center. The lighted basketball courts are at the following park sites:

Beale Park	1	Saunders Park	3
Centennial Park	2	Siemon Park	1
Grissom Park	1	Silver Creek Park	2
Jastro Park	1	Stone Creek Park	1
Jefferson Park	4	Tevis Park	1
Lowell Park	4	Wayside Park	1
Dr. Martin Luther King, Jr. Park	4	Wilderness Park	1
Patriots Park	2	Wilson Park	1
Planz Park	1	Windsor Park	1

There is a lighted half court at Bill Park Greens Park.

OTHER RECREATION AMENITIES

There are 18 volleyball areas at 14 different locations in the City, most of which are on soft surfaces, while five are on concrete. There is a lighted rugby/soccer field located at Beach Park. There is a disc golf course at Silver Creek Park. Finally, a skateboard park is located at the southwest corner of Beach Park.

There are throughout the City a number of small green spaces or parkways that may provide respite, green relief, seating or shade. These areas are non-programmable and, therefore, are neither included in total acreage nor the inventory.

PRIVATE RECREATION AND PARKS PROGRAMS AND FACILITIES

There are a number of nonprofit and private organizations that offer programs and in some cases facilities for Bakersfield residents. They are listed below.

CHAPTER 2 Existing Recreation and Parks Resources

- Boys & Girls Club of Bakersfield
- Boy Scouts, Southern Sierra Council
- Fairfax Junior Baseball Club
- Kern River Volleyball Club
- Bakersfield Select Volleyball Club
- Campus Life City Center
- Kern Community Tennis Association
- Bakersfield Girls Soccer League
- Bakersfield Adult Soccer Club
- Northwest Little League
- Kern County Gun Club
- Bakersfield Track Club
- Kern County Rugby Club
- Golden Empire Youth Football
- AYSO
- Bakersfield Amateur Softball Association
- Bakersfield Bobby Socks
- B.C. Strickers Soccer Club
- 4-H Clubs of Kern County
- Girl Scouts
- YMCA
- Police Athletic League
- Southwest Little League
- Junior Baseball Association
- Babe Ruth Baseball

PUBLIC SCHOOL INVENTORY

There are 33 public elementary schools, 16 unified school districts and four high school districts that serve the greater Bakersfield area and 58 private schools that provide some level of physical resources and programs that have recreation elements. For example, the Fruitvale School District has four elementary schools and one junior high school in which each site provides a playground area that can be used for track, soccer and baseball. Both the Bakersfield City School District and the Greenfield Union School District, in conjunction with the City of Bakersfield Recreation and Parks Department, provide the B.E.S.T. (Bringing Enrichment to Students Today) program at 14 different school sites. (See Exhibits 2.2A-2.2D, *City of Bakersfield Existing Schools*)

Additionally, many of the sports programs such as basketball, volleyball and football occur at various school sites. At 36 Bakersfield City School District sites a variety of education/recreation programs are offered.

RECREATION PROGRAMS AND SERVICES OVERVIEW

There are a variety of recreation activities and services available to Bakersfield residents. The City as well as other organizations

CHAPTER 2 Existing Recreation and Parks Resources

including nonprofit agencies and volunteer groups in the community offers a variety of recreation activities and services. Human or Social Services, including operation of several senior centers, are coordinated by the Kern County Parks and Recreation Department.

This inventory of recreation programs and services was developed from the review of program materials from recreation service providers in the community. Additional information was obtained from the Internet, public workshops and interview notes.

CITY OF BAKERSFIELD RECREATION AND PARKS DEPARTMENT PROGRAMS

The City's Recreation and Parks Department promotes community recreation programs, activities and services through a recreation and parks activity guide. This brochure is mailed to every Bakersfield resident through bulk mail three times each year. City programs and services can also be reviewed on the City's web page. This web page provides links to other agencies and community organizations that offer recreation programs for the community. On line registration is also available for classes and programs offered by the City.

Community Center Programs and Activities at the Dr. Martin Luther King, Jr. and Silver Creek Recreation Centers include a variety of classes for youth and adults, after school and summer drop-in programs, summer day camps, sports classes, leagues and camps, adult softball leagues and tournaments, and pre-school activities and school readiness. Special Events and Family Fun are also held at the community centers and include Kid Fest, family bike rides, Music Fest (concerts in the park), movies in the park, and Family Fun Factor. Volunteering opportunities are available for all ages.

Aquatics programs are offered year 'round. Lessons and recreational swimming are offered at seven pools. In addition to swimming lessons the City offers special camps and classes for diving, water polo and scuba diving. Programs for water safety, junior lifeguard and competitive swimming are also available.

CHAPTER 2 Existing Recreation and Parks Resources

Special themed water events are held for families and teens. There are five water spray facilities at local parks. Each summer the City holds a bathing suit drive where residents can bring a new or mildly used bathing suit and get into any City pool for free on the day of the drive.

Sports Classes, Clinics, Camps and Leagues - baseball, T-ball, basketball, golf, soccer, softball, self defense, tennis and fitness programs are also offered.

The Bakersfield Police Activities League provides programs for children at no cost. Some activities include sports, fitness programs and computer classes.

Music, concerts and other cultural events are held at the Bright House Networks Amphitheater. Sporting events and concerts are held at Rabobank Arena Theater and Convention Center. Located behind the Rabobank Arena is the Bakersfield Ice Sports Center where activities include public skating, figure skating and ice hockey. The Ice Sports Center provides practice facilities for the Bakersfield Condors Hockey Team.

Facilities and trails for hiking, biking and walking/rollerblading activities are available at the Kern River Parkway. The Parkway connects four City parks, the California Living Museum and CSUB.

NORTH OF THE RIVER RECREATION AND PARK DISTRICT (NOR) PROGRAMS

A portion of Bakersfield's recreation programs and services are provided by the North of the River Recreation and Park District. The District serves the northwestern portion of the City. *Exhibit 2.3 North of the River Recreation and Park District Sphere of Influence* shows the NOR boundary. Recreation programs and activities are offered for all ages. Sports leagues and classes for youth and adults include softball, baseball, volleyball, basketball, tennis and soccer. Football leagues and gymnastic classes are available for youth only. Aquatics and senior activities round out the many recreation activities available to the community.

CHAPTER 2 Existing Recreation and Parks Resources

NOR and local school districts work cooperatively to provide day-care programs.

Recreation and park facilities owned by NOR and that fall within the service area of the NOR Park District are maintained by the District, however, the City of Bakersfield services and maintains all parkways, medians and streetscapes within the NOR District.

KERN COUNTY PARKS AND RECREATION PROGRAMS

The County of Kern Recreation and Park Department provides many recreation and human services programs for Bakersfield residents through its park facilities, senior citizens centers, branch libraries, museums and golf courses.

There are eight County Branch Libraries that serve the greater Bakersfield area. One Book Mobile visits various sites in the area not conveniently located near a branch. Each branch hosts a variety of activities for youth, teens and adults. There are special collections on display with tours given to school age children. Special classes and activities include story time, nature study, crafts and movies. Computer classes are also offered along with special family events.

Kern County has a variety of recreation facilities available for Bakersfield residents located within the City and neighboring areas. Eleven community and neighborhood parks offer open space, trees, picnic areas and other recreation amenities. The three County golf courses serve the area. Regional Parks such as Kern River County Park, Lake Isabella and Lake Woollomes and Lake Ming have boating, camping and picnicking facilities available.

Senior Citizen Programs and Services are provided by Kern County through the Aging and Adult Services Department. Programs for the disabled are also offered by the Department. Nine centers are located in the Bakersfield area. One of those centers, the Rasmussen Center, serves the North of the River Recreation and Park District.

All of the centers provide nutrition sites and information and referral services, as well as social programs. Services include

CHAPTER 2 Existing Recreation and Parks Resources

Health Insurance Counseling and Advocacy Program (HICAP), and Disease Prevention/Health Promotion. Transportation to the sites is available through public transportation and the Get-A-Lift Program.

These centers each have a Commission on Aging with members made up of seniors who are actively involved in the program. The purpose of the Commissions is to provide input and guidance to the County staff regarding programs and services offered at the center. The Commissions also advise staff in policy matters concerning issues relating to senior citizens.

PUBLIC SCHOOLS DISTRICT PROGRAMS

Sixteen school districts serve the Bakersfield Area, including the North of the River Recreation and Park District. The Kern High School District operates all of the public high schools in the area including an occupational center and two continuation high schools. The remaining school districts operate elementary and middle or junior high school programs.

Some of the school districts are as small as one to three schools. Some have limited or no web page access. In addition to the regular curriculum, each school offers a variety of activities for students and their families. These activities include homework assistance, after-school sports and special activities. Some of the elementary school sites have day care provided as part of their services. One school site has a day care site operated by the YMCA.

Healthy Start Programs and services, as well as Head Start and other lost cost, pre-kindergarten programs, are available at some schools for students and families in need. Information and referral, as well as access to programs and services for low income residents are available through the Kern County Superintendent of Schools.

COLLEGES AND UNIVERSITIES PROGRAMS

Four community colleges serve the greater Bakersfield area. Bakersfield, Kern River Valley, Taft and Porterville Junior Colleges provide programs and services for students attending

CHAPTER 2 Existing Recreation and Parks Resources

those schools. California State University at Bakersfield offers programs and services for students attending the school. Some of the sports facilities at the University at this time are available for use by community groups.

LOCAL NONPROFIT ORGANIZATIONS PROGRAMS

Numerous nonprofit organizations, service clubs and private schools offer recreational opportunities for the community. Some offer educational programs, chances for people to experience the arts or nature, volunteer to make a difference in the community, or provide services to those in need. Miscellaneous groups include scouting, Bakersfield Art Association, museums and art galleries; Bakersfield Community Theater, 4-H Clubs of Kern County and many others help to meet the community's recreation needs.

The Boys & Girls Club has 15 sites located through the Bakersfield area. Drop-in programs and sports in addition to educational and arts activities are available for teens and youth.

The YMCA is located in downtown Bakersfield. Programs and activities include sports classes and leagues, cheerleading, and day camp. The Y runs an extended day care program at Subaru Elementary School.

The following is a broad list of recreation activities and services available to community residents through local nonprofit organizations:

- ✓ Aquatics – swim lessons, spray pools, lap swim, scuba diving, competitive swimming and open swim
- ✓ Sports classes, clinics, camps and leagues including baseball, basketball, golf, soccer, softball, self defense, tennis, water polo and fitness programs
- ✓ Special interest and life enrichment classes for youth, teens and adults
- ✓ Arts and crafts programs, dance, music, theater and other creative classes
- ✓ Comprehensive senior citizens programs and services
- ✓ Preschool and child development activities

CHAPTER 2 Existing Recreation and Parks Resources

- ✓ Youth drop-in activities
- ✓ Family fun and cultural events – concerts in the park and picnicking
- ✓ Human/social services including parent/teen classes, counseling, self-help workshops, job skills classes and financial assistance when available

CHAPTER 2 Existing Recreation and Parks Resources

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Chapter 3 | Demand and Needs Analysis



3.0 - DEMAND AND NEEDS ANALYSIS

SCOPE AND PURPOSE

The purpose of a Demand and Needs Analysis is to quantify and understand both the facility and recreational programming needs of the community. In order for the City to develop a long range plan for providing the right recreational facilities and programs it must understand the nature of the community, its recreational desires, its actual needs, its social makeup, and its ability to provide the services that are determined necessary through the Demand and Needs Analysis.

Demand and Needs is sometimes difficult to quantify. A numerical standard may not reflect the makeup of a community, its economic situation, history, traditional recreation uses, or political environment. This report assesses the recreational programming and park facilities needs of the City of Bakersfield starting with national and state trends, past levels of service standards, public involvement, and identified community demands.

SOCIO-DEMOGRAPHIC ANALYSIS AND PROJECTIONS

In the coming years national trends in the perception of the environment, socio-economics, technology, and in urban development will affect the need for and use of recreation and park recreation facilities. In 2004 the National Recreation and Park Association (NRPA) developed a list of trends which will cause the greatest impact on local agencies planning for recreational facilities. The NRPA's list of pertinent trends that will affect the City of Bakersfield's planning efforts for developing recreation facilities and programs are as follows:

- ✓ A greater need for walking and biking on trails, sidewalks, within parks and along streets, and utility corridors.
- ✓ Collaboration between parks and schools to share construction, development, and use of lands and facilities.

- ✓ Preventive recreation, that is, recreation as an antidote for social problems.
- ✓ Recreation for groups limited by income, physical disability, language, or cultural barriers.
- ✓ Collaboration among program and facility providers, partnering and cooperation between public, private, and non-profit sectors, especially social service agencies.
- ✓ Family recreation centers that offer a variety of services for each family member.
- ✓ Pressure to increase park capacity and infrastructure of existing parks and concern for adequate maintenance.
- ✓ Community volunteering opportunities, such as adopt a park projects, friends of the parks groups, and park watch programs.
- ✓ Increased demand for Tiny-Tot and Pre-School programs and activities.
- ✓ Protective measures for open space.
- ✓ Provision for aquatics programs and water safety instruction.
- ✓ Provision for Senior Citizen programs and activities

In addition to these national trends, the socio-demographic make up of the community will also influence the demands and needs for recreation and parks. A quick look at the City of Bakersfield shows a current population of approximately 310,000 people. Future residential development will ultimately increase the population to around 400,000 by 2015.

The current population per square mile is approximately 2,586. When compared to the average population per square mile in major California cities, which is 5,217, the area within the city limits of Bakersfield would be considered to be less densely populated than most cities, however, there are sections of the city that are more densely populated and approach the state average for large cities.

The male and female distribution is approximately 49% male and 51% female. The median age in Bakersfield is 30 years of age, which is younger than the national average of 36 years. The

number of persons five years of age or younger makes up 9% and the number of persons 6 to 17 makes up 14% of the City's population. This is higher than both the state and national average, which is approximately 7% and 9% respectively. The population between the ages of 18 to 65 makes up 69% of the population and the remaining 8% are senior citizens. The population distribution by age currently looks like this:

Children 5 or under:	27,900
Youth 6 to 17:	43,400
Adults 18-65:	213,000
Seniors 65 and over:	24,800

One can see the importance of addressing children and youth needs as they number over 70,000 within the city limits. This number is projected to grow even larger as most new residential development is designed to attract young families.

According to the U.S. Census, the average household size in 2004 was 2.95 persons per household. However, the average family size was 3.60. There are approximately 100,000 housing units in Bakersfield as of 2004. Owner-occupied housing makes up about 65% of the households, and rental-occupied housing makes up the remaining 35% of the households. The percentage of owner-occupied housing units is lower than the national average for cities with a population the size of Bakersfield, and the renter-occupied housing units are higher than the national average.

Sixteen percent of the population in Bakersfield has a four-year college degree or higher. This is lower than the national average of 27% with a four-year college degree or higher for cities with a population the size of Bakersfield.

Fifty-two percent of the population is married, and 32% of the population speak a language other than English at home.

In the labor force the average travel time to work for those employed in Bakersfield is 22 ½ minutes. This means that the average worker in Bakersfield spends approximately 45 minutes a day traveling to and from work in their automobile.

The median family income in 2004 was \$48,746 and the per capita income in 2004 was \$20,124. This indicates that a significant number of families have more than one income in the household.

In summary, the demand and needs for recreation services and park facilities should take into account that the City is primarily a working class community with limited discretionary income; increasing in population, especially in family residential; and is very diverse culturally.

PUBLIC OPINION SURVEYS

INTRODUCTION

Research Network Ltd. conducted a resident telephone survey for the City of Bakersfield. A summary of the results is presented in the following sections. Each section discussion includes analysis and graphics for the following subject areas. The entire survey is available through the City, presented as Appendix F.

Methodology

The Methodology section details the methods used to design and implement the survey.

Maintenance Satisfaction

The Maintenance Satisfaction section offers a detailed analysis of each of the following survey inquiries.

- ✓ Satisfaction with maintenance of trees in city parkways and street medians
- ✓ Satisfaction with maintenance of other landscaping in city parkways and street medians
- ✓ Satisfaction with maintenance of parks and recreation facilities

Recreation Use

The Recreation Facilities or Programs Usage section offers a detailed analysis of each of the following survey inquiries.

- ✓ Most important recreation benefits
- ✓ Awareness of the Park at River Walk
- ✓ Planned usage of the Park at River Walk
- ✓ Frequency of recreation facility usage
- ✓ Usage of Kern River Parkway in last year
- ✓ Usage of McMurtrey Aquatic Center in last year
- ✓ Usage of Ice Sports Center in last year
- ✓ Park most often used in last year
- ✓ Recreation activities participation
- ✓ Satisfaction with safety of parks facilities
- ✓ Frequency of recreation program usage
- ✓ Recreational programs usage by type of program
- ✓ Frequency of indoor recreation facility usage
- ✓ Usage of Dr. Martin Luther King, Jr. Community Center
- ✓ Usage of Silver Creek Community Center

Recreation Needs

The Recreation Facility Needs section presents a detailed analysis of each of the following survey inquiries.

- ✓ One recreation facility wanted
- ✓ One recreation program wanted
- ✓ Support for increased developer fee

Demography

The Respondent Demography section presents a detailed analysis of each of the following survey inquiries.

- ✓ Household description
- ✓ Age distribution of population
- ✓ Tenure in Bakersfield

Appendices

Included in the Appendix to this report are two Appendices:

- ✓ The survey questionnaire
- ✓ The tabulations of the responses

TELEPHONE SURVEY HIGHLIGHTS

After careful review of the responses to the Bakersfield Recreation and Parks Needs Survey, Research Network Ltd. has gleaned the following highlights:

Maintenance Satisfaction

More than eight of every 10 households polled stated that they are somewhat or very satisfied with maintenance of trees in City parkways and street medians (82%), with maintenance of landscaping other than trees in City parkways and street medians (83%), and with maintenance of recreation and parks facilities in the City (85%).

Parks Safety Satisfaction

More than eight of every 10 households polled (83%) stated that they are somewhat or very satisfied with the safety of recreation and parks facilities in the City. An additional 17% of respondents replied that they are somewhat or very dissatisfied with such safety.

Recreation Benefits

Approximately equal shares of respondents stated that they seek physical fitness, health and well-being benefits or opportunities to gather and socialize with others from their recreation choices (each garnering a 36% response). Together, these two benefits were identified by 72% of those polled. The benefit of learning opportunities for hobby, self-improvement or career development was a priority for 20% of the responding residents while 9% cited benefiting from recreational opportunities to give back to the community through volunteer work.

The Park at River Walk

Nearly two of every three respondents (64%) stated that they recognize the name “the Park at River Walk” and they know what it refers to. An additional 28% of those polled agreed with the statement “I have heard that name but I know nothing else about it.” Nearly one in 10 (9%) residents agreed with the statement “I have never heard that name.”

One in seven households polled (14%) expected they would be a “Frequent User” of the Park at River Walk during the next year. Nearly half of residents polled by telephone (47%) forecast they would be “Moderate Users” while the remainder (39%) was labeled “Light/Non Users.” Nearly one in four respondents

Recreation Facility Usage

(23%) stated they had no plans to use the Park at River Walk in the next year.

Nearly one of every three (32%) of the sample of telephone respondents described themselves as a “Frequent User” of parks and recreation facilities. Four of every 10 residents polled by telephone (45%) were “Moderate Users” while the remainder (23%) was labeled “Light/Non Users.” Greater than one in 10 respondents (12%) reported no recreation facility usage during the past year.

Frequent recreation facility users were most often found among those polled reporting a head of household less than 40 years (45% frequent users vs. 25% frequent users among those 40 years or over), among respondents who are residents of Bakersfield for five years or less (41% frequent users vs. 30% among remaining residents), among residents of Northwest and Southeast Bakersfield (39% and 37%, respectively vs. 25% in the Southwest and 28% in the South Central sub area), and among respondents who stated they are seeking health/fitness or social interaction benefits from their recreation choices (36%) vs. 24% among those looking to learn/improve themselves.

Selected Facility Usage

More than four in 10 respondents (42%) reported having at least one member who used the Kern River Parkway in the past year. This compares with a 34% usage incidence charted during an April 2000 survey conducted on behalf of the City. Thus, usage of this important local recreation resource has increased. The Ice Sports Center was reportedly used by members of 20% of households in the last year while the McMurtrey Aquatic Center was used by 17% of households.

Indoor Facility Usage

One in seven respondents (14%) described themselves as a “Frequent User” of indoor recreation facilities, while one of every five residents polled by telephone (22%) were “Moderate Users” of indoor recreation facilities during the past year. The remainder (64%) was labeled “Light/Non Users.” More than half of the respondents (57%) reported no indoor recreation facility usage during the past year.

Selected Indoor Facility Use

One in seven residents questioned (15%) reported having at least one member who used the Silver Creek Community Center in the past year. The Dr. Martin Luther King, Jr. Community Center was reportedly used by members of 7% of households in the last year.

Most Used Recreation Facility

The recreation facilities reportedly most often used included:

Hart Memorial	8%	Library	3%
Yokuts	5%	Jefferson	3%
Silver Creek	5%	Buena Vista	3%
Park at River Walk	4%	Jastro	3%
Beach	4%	Kern River Parkway	3%
Beale	3%	Planz	3%

Recreation Activities Usage

Of activities tested in the survey, the 10 tested activities cited as being under taken by the largest share of the Bakersfield households currently polled were

Walking/jogging/running	70%	Recreational basketball	30%
Picnicking	62%	Trail hiking	25%
Bicycling	47%	Swimming for recreation or lessons	24%
Use of play equipment, tot lots	38%	Organized league basketball and	19%
Use of wet playgrounds	32%	Softball	16%

Recreation Programs Use

"Frequent Users" comprised 21% of the entire sample of households polled. Frequent users were most often found among respondents who reported having children under the age of 18 years (32% frequent users vs. 11% among households without children). "Moderate Users" constituted an additional 25% of the households interviewed and the remainder (54%) was labeled "Light/Non Users." More than four in 10 Bakersfield residents polled (45%) reported not using the programs at all in the last year.

Such non-users were more often found among residents of Southwest and Southeast Bakersfield (51% "Non Users" vs. 35% among remaining respondents); among households with a head 60 years or older (65% vs. 40% among remaining respondents); and in households without children less than 18 years (58% vs. 30% among households with children).

Selected Program Use

Four out of 10 residents questioned, reported having at least one member who used fitness, or gymnastic lessons or classes in the past year. Music, drama, dance or performing arts lessons or classes were reportedly used by members of 26% of households in the last year while arts, crafts, or cooking lessons or classes were used by 23% of households. Parenting and early childhood development lessons or classes were used by 15% of those polled.

One Desired New Facility

In aggregate, 75% of the responses received identified specific facility types. The remaining 25% of respondents indicated that they had no new recreation facility desired. Response results garnering at least a 2% response that were facilities other than those previously analyzed in the survey included bandshell, east parks, volleyball, fishing, fitness center, dog park, and teen/youth services.

One Desired New Program

In aggregate, 69% of the responses received identified specific program types. The remaining 31% of respondents indicated that they had no new recreation program needs. Program types garnering the greatest number of responses included:

Arts or Crafts Instruction or Classes	6%	Personal Development or Business Instruction	2%
Swimming Lessons	5%	Outdoor Concerts	2%
Aerobics, Spinning, or Fitness Classes	5%	Before or After School Day Care	2%
Dance Instruction or Classes	3%	Baseball or Softball	2%
Martial Arts Classes	2%	Yoga, Meditation, or Stress Relief Instruction or Classes	2%
Basketball	2%	Youth Programs	2%
Adult Day Care	2%		

Development Fee Increase

Residents polled most often stated they are somewhat or definitely against the development fee increase proposal (55%). The greatest levels of support for the proposal were noted among respondents reporting a household head less than 40 years (53% somewhat/definitely support vs. 40% among remaining respondents); among respondents describing themselves as Hispanic (53% vs. 42% among those described as White); and among households with children less than 18 years (49% vs. 40% among those with none).

METHODOLOGY

Purpose of Survey

Research Network Ltd. was retained to design and implement a resident telephone survey among current households of the City of Bakersfield to assess their recreational needs and current recreation use patterns. The subject areas of interest within the resident telephone survey included:

- ✓ Satisfaction with maintenance of trees in city parkways and street medians
- ✓ Satisfaction with maintenance of other landscaping in city parkways and street medians
- ✓ Satisfaction with maintenance of parks and recreation facilities
- ✓ Most important recreation benefits
- ✓ Awareness of the Park at River Walk
- ✓ Planned usage of the Park at River Walk
- ✓ Frequency of recreation facility usage
- ✓ Usage of Kern River Parkway in last year
- ✓ Usage of McMurtrey Aquatic Center in last year
- ✓ Usage of Ice Sports Center in last year
- ✓ Park most often used in last year
- ✓ Participation rates for 19 recreation activities
- ✓ Satisfaction with safety of parks facilities
- ✓ Frequency of recreation program usage
- ✓ Recreational programs usage by type of program
- ✓ Frequency of indoor recreation facility usage
- ✓ Usage of Dr. Martin Luther King, Jr. Community Center
- ✓ Usage of Silver Creek Community Center
- ✓ One facility respondent wanted
- ✓ One recreation program wanted
- ✓ Support for increased developer fee
- ✓ Demographic characteristics of respondents

Sample Design

A total of 600 interviews were completed with adult household heads living in the City of Bakersfield. These respondents were contacted through the use of a random digit dial sample. The random digit dial sample was compiled by identifying telephone prefixes known to be active in the City of Bakersfield. With these prefixes, the final four digits for a list of phone numbers were randomly generated. This sample methodology compensates for the incidence of unlisted telephone numbers.

Such a methodology, however, introduces to the sample telephone numbers of non-residential locations as well as residential locations not in Bakersfield, since telephone prefixes do not respect jurisdictional boundaries. Therefore, within the design of the survey instrument, a series of screening questions was implemented to eliminate those contacts that did not constitute residents of the City of Bakersfield.

When contact was made with a respondent, the interviewer confirmed eligibility for participation in the survey with two questions: 1) was the home located within the City of Bakersfield and, 2) was the respondent an adult residing in the home.

To further validate their residence location within four sub areas of the City¹, a series of questions were used to identify their residence location more precisely.

These 15-minute interviews were conducted via telephone by professional interviewers during the June 2006 fielding of the resident telephone survey using direct-entry computer technology. All interviews conducted among City of Bakersfield residents were edited by skilled supervisors of the field organization and 10% were validated for accuracy.

¹ Northwest (north of the Kern River and west of Hwy. 99), Southwest (south of the Kern River and west of Hwy. 99), South Central (south of the Kern River, between Hwy. 99 and Hwy. 58), and Southeast (south of the Kern River and easterly of Hwy. 58).

Margin of Error

A random sample survey is designed to interview a fraction of the households in a community with the desired outcome being that this survey group represents the opinions of those who were not surveyed. Such a random sample may, however, produce results that differ from those responses that would have been received if all households were interviewed. These differences are primarily generated as a result of what is known as “sample error.” The degree of sample error is primarily determined by:

- ✓ The total number of completed interviews
- ✓ The number of responses to each question
- ✓ The distribution of responses to each question

The sample accuracy for a sample size of 600 ranges from $\pm 95.9\%$ (for a question with two responses, distributed 5%/95%) to $\pm 98.2\%$ (for a question with two responses distributed 50%/50%) at the 95% confidence level. This means that if we were to survey every household in Bakersfield, we are confident that, 95% of the time, the results for a question (with two potential responses and a 50%/50% response distribution) would differ by less than ± 4.1 percentage points from the results derived from this sample.

This margin of error accrues to produce an answer range. For example, if a question derives a “blue” response from 50% of those asked the question, a random sample assures that, 95% of the time, the actual percent of the entire population from which the sample is taken who would respond “blue” is between 45.9% and 54.1%.

It should be kept in mind that the margin of error may increase when subgroups of the full sample are being considered. This becomes important when comparing data for population subgroups based on categories such as age, presence of children, or income. For example, the 95% confidence interval for a subgroup of 100 respondents yields an accuracy range from $\pm 90\%$ to $\pm 95.6\%$. Results for subgroups are only highlighted in the following analysis when we have a high degree of confidence

that the differences that distinguish a subgroup from the overall sample are statistically reliable.

Questionnaire Design

The objectives of the design of the questionnaire not only accommodated those subject areas discussed previously, the questionnaire design included question wording and question order or rotation to mitigate bias in the inquiries. For example, the order of questions in a series can influence the responses given. To mitigate this, the order or position of such questions in a series was rotated.

Response Analysis

All responses collected during the interviews were computer-processed and tabulations between question answers and selected subgroups were made. These tabulations are included in Appendix F of this report.

Within the following analysis, the responses to each question by the entire sample of residents will be discussed and presented. In addition, the analysis will provide insight into those subgroups of the total sample that provided responses that differed significantly from the total sample. Only those subgroups with response differences that are deemed statistically significant will be highlighted.

MAINTENANCE AND SAFETY SATISFACTION

MAINTENANCE OF TREES IN PARKWAYS AND MEDIANS

Residents surveyed were asked to identify which of the four pre-listed responses best describes their satisfaction with the maintenance of trees in City parkways and street medians in the City of Bakersfield. The four response categories and the share of responses each received are presented in Figure 1.

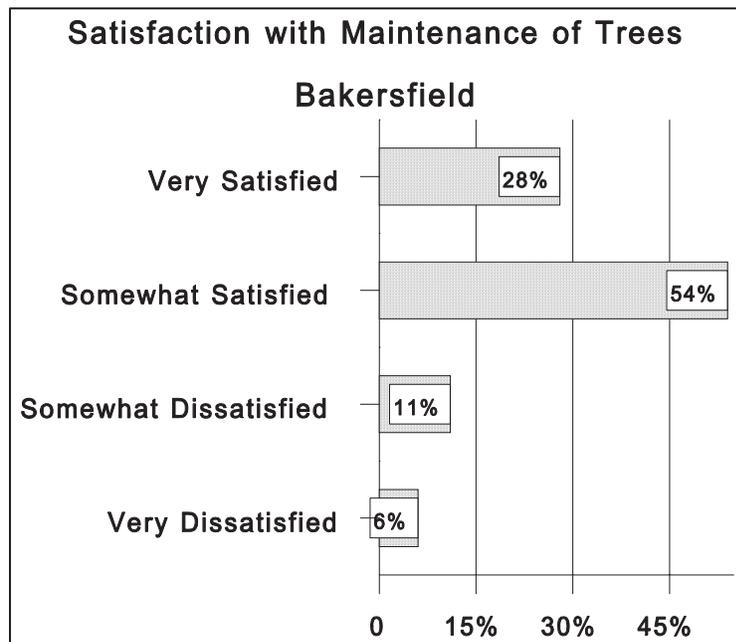


Figure 1

As Figure 1 illustrates, more than eight of every ten households polled (82%) stated that they are somewhat or very satisfied with maintenance of trees in City parkways and street medians. An additional 18% of respondents replied that they are somewhat or very dissatisfied with such maintenance.

An examination of reported satisfaction with maintenance of trees among Bakersfield residents revealed the following

statistically significant differences² in the share of respondents who stated they are very satisfied among examined subgroups of the total sample:

- ✓ Those polled who reported a head of household 60 years or older were less likely to report being very satisfied with tree maintenance (18% very satisfied) than the remainder of the respondents polled (31% very satisfied).

MAINTENANCE OF OTHER LANDSCAPING IN PARKWAYS AND MEDIANS

Residents surveyed were asked to identify which of the four pre-listed responses best describes their satisfaction with the maintenance of landscaping other than trees in City parkways and street medians in the City of Bakersfield. The four response categories and the share of responses each received are presented in Figure 2.

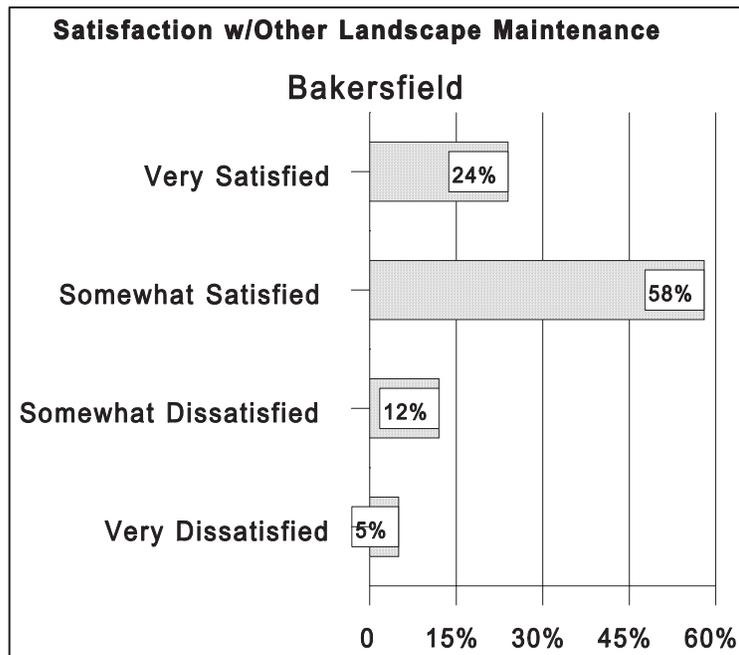


Figure 2

² This analysis compares the total sample of 600 households to subgroups of the total and highlights those differences in the response patterns that are statistically significant based upon the number of interviews in each subgroup analyzed.

As Figure 2 illustrates, more than eight of every ten households polled (83%) stated that they are somewhat or very satisfied with maintenance of landscaping other than trees in City parkways and street medians. An additional 17% of respondents replied that they are somewhat or very dissatisfied with such maintenance.

MAINTENANCE OF RECREATION AND PARKS FACILITIES

Residents surveyed were asked to identify which of the four pre-listed responses best describes their satisfaction with the maintenance of recreation and parks facilities in the City of Bakersfield. The four response categories and the share of responses each received are presented in Figure 3.

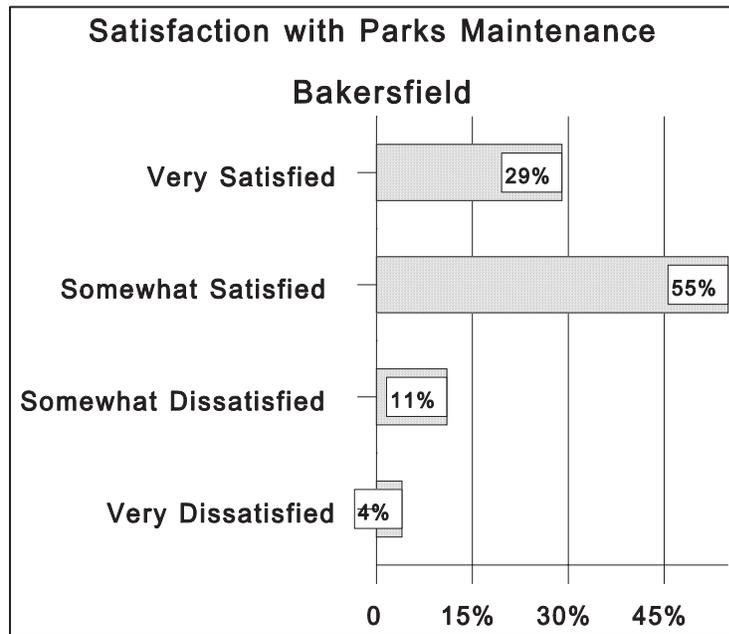


Figure 3

As Figure 3 illustrates, more than eight of every ten households polled (85%) stated that they are somewhat or very satisfied with maintenance of recreation and parks facilities in the City. An additional 15% of respondents replied that they are somewhat or very dissatisfied with such maintenance.

REASONS DISSATISFIED WITH MAINTENANCE OF PARKS FACILITIES

Residents who stated they are somewhat or very dissatisfied with maintenance of recreation and parks facilities in Bakersfield were probed to offer reasons for their dissatisfaction. The top eight response categories and the share of responses each received are presented in Figure 4.

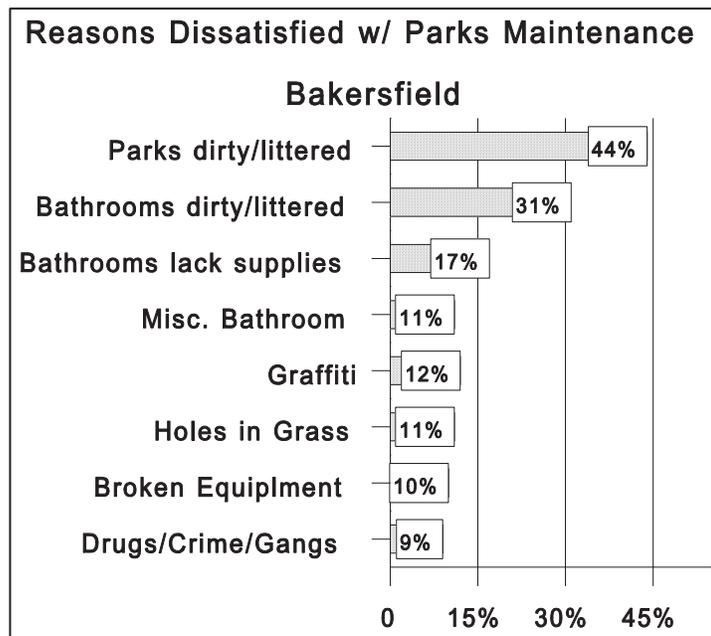


Figure 4

As Figure 4 illustrates, more than four of every ten households polled (44%) stated that they are dissatisfied with parks maintenance due to parks being dirty or littered. An additional three in ten households interviewed cited their dissatisfaction stems from bathroom facilities that are dirty or littered while an additional 17% cited bathroom facilities are lacking supplies. More than one in ten respondents to this probe offered additional bathroom complaints. Thus, in aggregate, 40% of those dissatisfied with maintenance cited bathroom concerns.

Among respondents stating they are very or somewhat dissatisfied with parks maintenance, 12% offered complaints about graffiti while 11% stated that grass areas have bare spots or holes. An additional 10% volunteered their perception that

equipment at parks is broken or unsafe and 9% stated concerns regarding drug dealing, crime, and gang activities.

SATISFACTION WITH SAFETY OF RECREATION AND PARKS FACILITIES

Residents surveyed were asked to identify which of the four pre-listed responses best describes their satisfaction with the safety of recreation and parks facilities in the City of Bakersfield. The four response categories and the share of responses each received are presented in Figure 5.

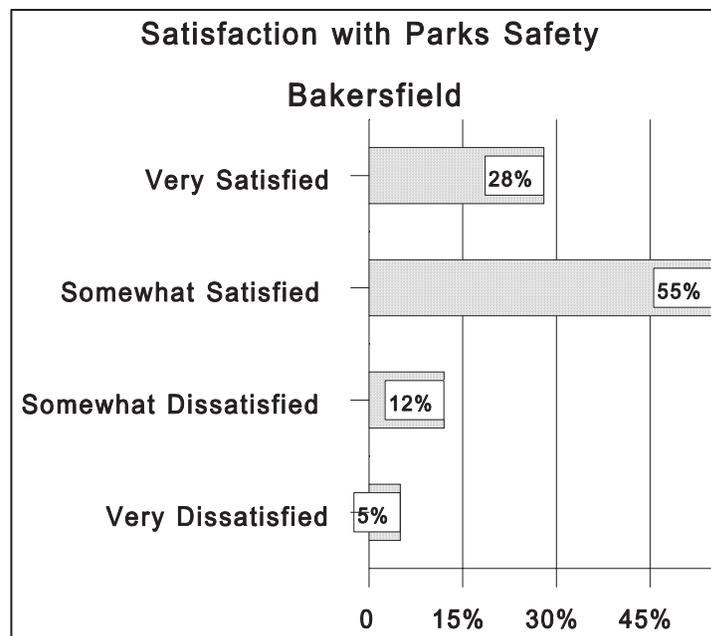


Figure 5

As Figure 5 illustrates, more than eight of every ten households polled (83%) stated that they are somewhat or very satisfied with the safety of recreation and parks facilities in the City. An additional 17% of respondents replied that they are somewhat or very dissatisfied with such safety.

REASONS DISSATISFIED WITH SAFETY OF PARKS FACILITIES

Residents who stated they are somewhat or very dissatisfied with safety of recreation and parks facilities in Bakersfield were probed to offer reasons for their dissatisfaction. The top seven response

categories and the share of responses each received are presented in Figure 6.

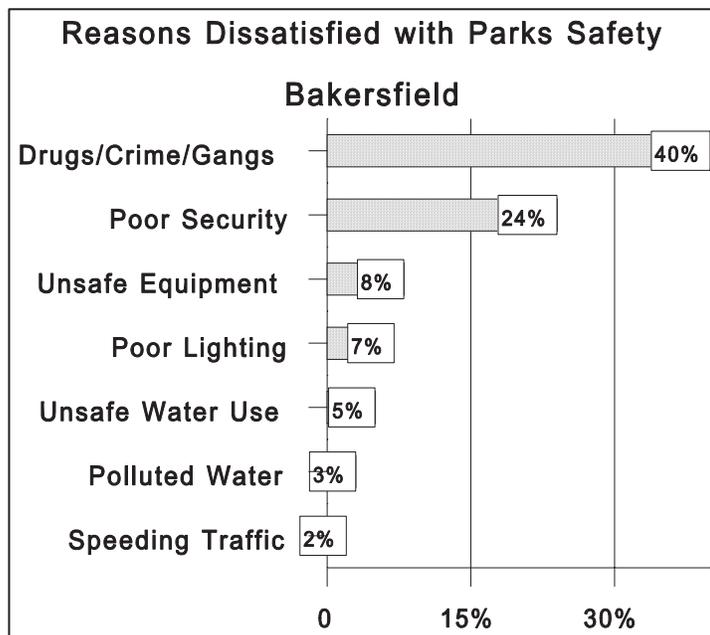


Figure 6

As Figure 6 illustrates, four of every ten households polled (40%) stated that they are dissatisfied with parks safety due to drug dealing, gangs, and crime. An additional one in four households interviewed cited their dissatisfaction stems from poor security or supervision of the parks while an additional 8% cited unsafe equipment as their concern. Poor lighting was suggested by 7% of those dissatisfied with parks safety while 5% cited unsupervised water activities as a concern. Among respondents stating they are very or somewhat dissatisfied with parks safety, 3% offered complaints about polluted water facilities while 2% stated that speeding traffic adjacent to parks was their concern.

RECREATION FACILITIES AND PROGRAMS USAGE

RECREATION BENEFITS

Residents surveyed were asked to identify which of the four pre-listed benefits they felt is most important when they or their household members seek recreation or leisure opportunities. The four benefit categories and the share of responses each received are presented in Figure 7.

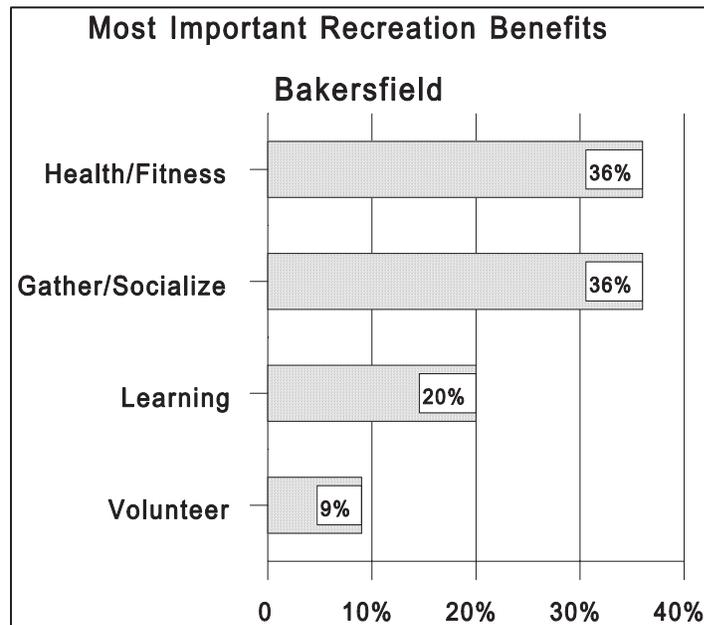


Figure 7

As Figure 7 illustrates, approximately equal shares of respondents stated that they seek either physical fitness, health and well-being benefits or opportunities to gather and socialize with others from their recreation choices (each garnering a 36% response). Together, these two benefits were identified by 72% of those polled. The benefit of learning opportunities for hobby, self-improvement or career development was a priority for 20% of the responding residents while 9% cited benefiting from recreational opportunities to give back to the community through volunteer work.

The following text table compares these recreation benefit responses from Bakersfield residents to statistics derived from six

other California municipalities where similar work has been conducted by Research Network Ltd.

Table 3.1

Most Important Benefits in Recreation Opportunities Bakersfield vs. Six Selected California Municipalities				
	Bakersfield	Six Selected California Municipalities		
		Lowest Response	Highest Response	Median
Health/Fitness	36%	31%	54%	48%
Gather/Socialize	36%	19%	34%	27%
Learning	20%	15%	28%	17%
Volunteer	9%	7%	11%	10%

As Table 3.1 illustrates, the residents polled in Bakersfield identified health and fitness benefits as most important to their recreation choices far less often than the average (36% vs. 48% on average among other cities surveyed.) The proportion of Bakersfield respondents polled who cited opportunities to gather or socialize as their most important recreation benefit was, however, above the norm of other cities polled on this subject (36% vs. 27% on average among other cities surveyed). The benefit of learning for hobby, self-improvement or career development was most important to 20% of Bakersfield residents, a share of respondents somewhat higher than the average of response rates previously seen.

Motivation to derive health and fitness benefits from recreating activities was most often reported by:

- ✓ Respondents who live in the Northwest sub areas of the City (47% vs. 33% among those polled who live elsewhere in the City),
- ✓ Among those who reported using recreation facilities at least three times per month (43% vs. 25% among those who use such facilities once or less in the past year),
- ✓ Those households with a household head 40 years or older (41% vs. 28% among those with a head less than 40 years),
- ✓ Residents reporting a household income of \$50,000 or more (42% vs. 29% among those with an income less than \$50,000).

Learning opportunities for hobby, self-improvement or career development were more often reported as a benefit to recreation choices of respondents who reported using recreation facilities once or less in the past year (28%) compared with those using parks at least three times per month (14%).

FAMILIARITY WITH THE PARK AT RIVER WALK

Respondents were queried regarding their familiarity with the Park at River Walk. Three potential response categories were offered to describe their familiarity. The three response categories and the share of responses each received are presented in Figure 8.

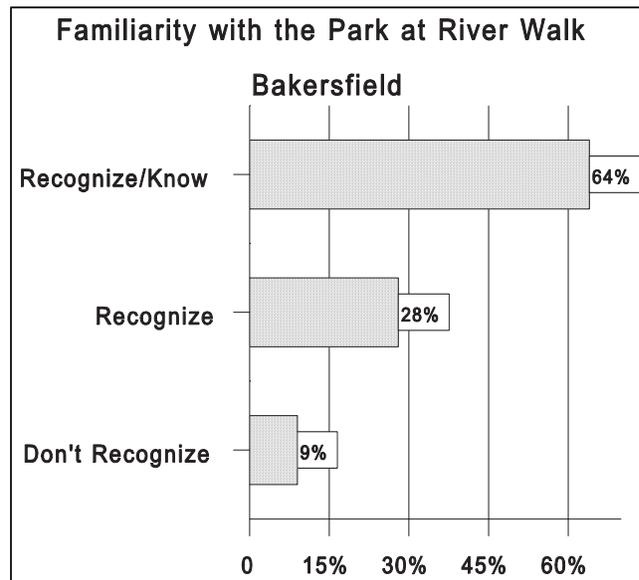


Figure 8

Figure 8 illustrates that 64% of the sample of telephone respondents stated that they recognize the name “the Park at River Walk” and they know what it refers to. An additional 28% of those polled agreed with the statement “I have heard that name but I know nothing else about it.” Nearly one in nine residents agreed with the statement “I have never heard that name.”

An examination of reported familiarity with the Park at River Walk among Bakersfield residents revealed the following

statistically significant differences in the share of respondents who stated they “have never heard that name” among examined subgroups of the total sample:

- ✓ Households with a head 18 to 29 years of age (22% “never heard the name” vs. 6% among remaining households),
- ✓ Residents of the City for five years or less (16% vs. 7% among remaining households).

Respondents who were more likely to report having heard the name but not know anything else about the Park at River Walk included:

- ✓ Residents of South Central or Southeast Bakersfield (43% and 30%, respectively, agreed with knowing the name and nothing more vs. 20% among those living in other sub areas),
- ✓ Those polled who stated that they seldom or never used parks facilities in the last year (39% vs. 23% among frequent parks users),
- ✓ Households who reported an annual income of less than \$30,000 (41% vs. 23% among remaining households).

Residents participating in the survey who were more likely to report having heard the name and knowing what the Park at River Walk refer to included:

- ✓ Residents living west of Hwy. 99 (72% vs. 55% among those living east of Hwy. 99),
- ✓ Households reporting an annual income of \$75,000 or more (81% vs. 58% among remaining households).

PLANNED USE OF THE PARK AT RIVER WALK

After an introductory statement describing the location, facilities and activities at the Park at River Walk, respondents were queried regarding how frequently they plan to use this facility in the next year. The usage frequency of the total sample of respondents is presented in Figure 9 and Table 3.2 on the following page.

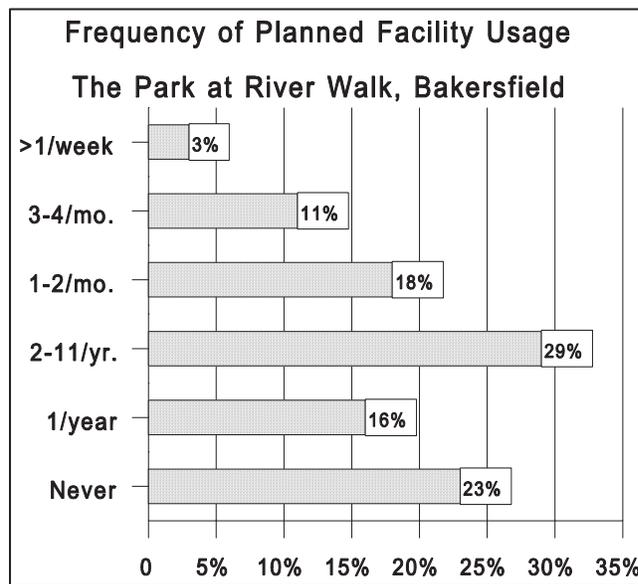


Figure 9

Figure 9 illustrates that 14% of the sample of telephone respondents expected they would be a “Frequent User” of the Park at River Walk during the next year (patrons at least three times per month; top two bars in Figure 9).

Nearly half of the residents polled by telephone (47%) forecast they would be “Moderate Users” (patrons at least 2 to 24 times annually). The remainder (39%) was labeled “Light/Non Users” (patrons once per year and non-users). Nearly one in four respondents (23%) stated they had no plans to use the Park at River Walk in the next year.

Table 3.2

Frequency of Planned Usage in Next Year The Park at River Walk, Bakersfield			
	Total Sample	Households w/children	Households w/o children
More than once a week	3%	3%	4%
Once per week or 3 to 4 times per month	11%	15%	7%
"Frequent Users"	14%	18%	11%
Once or twice a month	18%	22%	14%
Several times per year	29%	30%	28%
"Moderate Users"	47%	52%	42%
Once a year	16%	15%	17%
No Use	23%	16%	30%
"Light/Non-Users"	39%	30%	47%
Note: May not sum due to rounding.			

An examination of reported planned use of the Park at River Walk among Bakersfield residents revealed the following statistically significant differences in the share of respondents who stated they would be "frequent users" among examined subgroups of the total sample:

- ✓ Residents of Northwest Bakersfield were more likely to see themselves as frequent users (24% vs. 12% among remaining residents),
- ✓ Respondents who also stated they are frequent users of existing parks and recreation facilities (26% vs. 11% among those who seldom or never used such facilities in the last year),
- ✓ Households who have lived in Bakersfield for five years or less (28% vs. 11% among other households polled).

Respondents who more often stated their use of the Park at River Walk would be once a year or less included:

- ✓ Residents living east of Hwy. 99 (49% vs. 29% among those living to the west of Hwy. 99),
- ✓ Those polled who stated that they seldom or never used parks facilities in the last year (71% vs. 25% among frequent parks users),

- ✓ Respondents who stated they had heard the name but knew nothing else about the Park at River Walk (57% vs. 32% among remaining respondents),
- ✓ Households with a head 60 years or older (65% vs. 33% among those with a head less than 60 years),
- ✓ Residents with no children less than 18 years present (47% vs. 30% among those with children),
- ✓ Households who reported an annual income of less than \$50,000 (45% vs. 30% among remaining households).

FREQUENCY OF RECREATION FACILITY USAGE

FREQUENCY OF RECREATION FACILITY USAGE IN LAST YEAR

Parks and recreation facility usage characteristics were explored in a general framework in the resident telephone survey based upon a question probing overall facility usage during the last year, in or outside of Bakersfield. The usage frequency of the total sample of respondents is presented in Figure 10 and Table 3.3 on the following page.

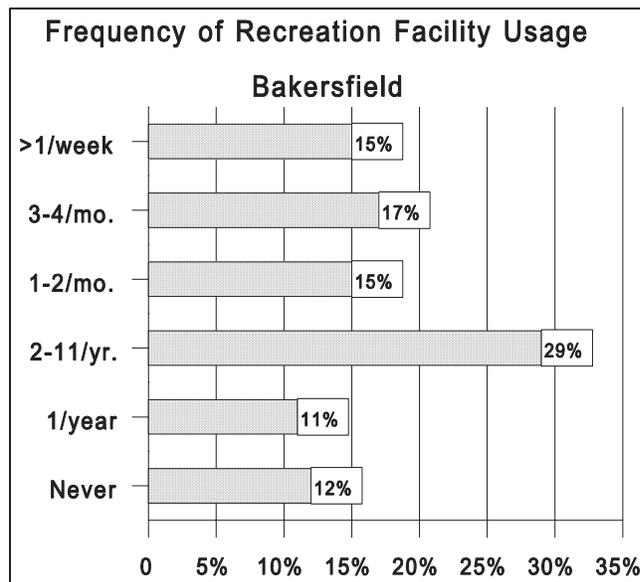


Figure 10

Table 3.3

Frequency of Recreation Facility Usage in Past Year Bakersfield			
	Total Sample	Households w/children	Households w/o children
More than once a week	15%	21%	10%
Once per week or 3 to 4 times per month	17%	23%	11%
"Frequent Users"	32%	44%	21%
Once or twice a month	15%	19%	11%
Several times per year	29%	27%	32%
"Moderate Users"	45%	46%	44%
Once a year	11%	6%	15%
No Use	12%	4%	20%
"Light/Non-Users"	23%	10%	35%
Note: May not sum due to rounding.			

Figure 10 illustrates that 32% of the sample of telephone respondents described themselves as a "Frequent User" of parks and recreation facilities (patrons of facilities at least three times per month; top two bars in Figure 10).

Four of every ten residents polled by telephone (45%) were "Moderate Users" (patrons of facilities at least 2 to 24 times annually) of recreation facilities during the past year. The remainder (23%) was labeled "Light/Non Users" (patrons of facilities once per year and non-users).

Greater than one in ten respondents (12%) reported no recreation facility usage during the past year.

The following table also includes the responses regarding recreation facility usage among households with or without children less than 18 years present. As Table 3.4 illustrates, the presence of children is a significant variable related to recreation facility usage in Bakersfield, as our research has documented in other communities.

For example, Bakersfield respondents with children reported being frequent recreation facility users 44% of the time, more than double the rate of frequent use reported by City households without children less than 18 (21%). Similarly, Bakersfield residents with children reported being less likely to be light/non-users of recreation facilities (10%) than their counterparts without children (35%).

The Table 3.4 compares these facility usage responses from Bakersfield residents to statistics derived from 21 other California municipalities where similar work has been conducted by Research Network Ltd.

Table 3.4

Frequency of Recreation Facility Usage Bakersfield vs. 21 Selected California Municipalities				
	Bakersfield	21 Selected California Municipalities		
		Lowest Response	Highest Response	Median
Frequent Users	32%	26%	58%	43%
Never Use Parks	12%	6%	40%	14%

As the table illustrates, the share of residents polled in Bakersfield identifying themselves to be frequent users of parks was below average (32% frequent users vs. 43% on average among other cities surveyed). Further, Bakersfield respondents who reported no use of such facilities (at 12%) represented a level somewhat below the average we have historically documented.

An examination of reported recreation use among Bakersfield residents revealed the following statistically significant differences in the share of frequent users among examined subgroups of the total sample:

- ✓ Residents of Northwest and Southeast Bakersfield (39% and 37%, respectively vs. 25% in the Southwest and 28% in the South Central sub area),
- ✓ Respondents who stated they are seeking health/fitness or social interaction benefits from their recreation choices (36%) vs. 24% among those looking to learn/improve themselves,

- ✓ Those polled reporting a head of household less than 40 years (45% frequent users vs. 25% frequent users among those 40 years or over.)
- ✓ Respondents who are residents of Bakersfield for five years or less (41% frequent users vs. 30% among remaining residents).

Twelve percent of Bakersfield households polled stated they did not use recreation facilities at all in the last year. Such non-users of recreation facilities were more likely to be found among:

- ✓ Respondents reporting a household head 60 years or older (30% non-users vs. 8% among those less than 60 years.)

USAGE OF SELECTED RECREATION FACILITIES IN LAST YEAR

Respondents were queried about the number of household members who had used three particular Bakersfield recreation facilities during the past year. These facilities were identified as the Kern River Parkway, the McMurtrey Aquatic Center, and the Ice Sports Center.

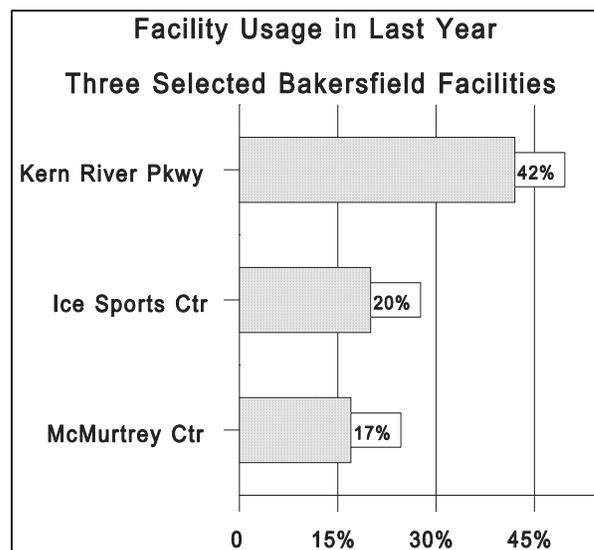


Figure 11

Figure 11 illustrates the share of households polled who reported at least one member who had used the named facility during the past year. As Figure 11 reveals, 42% of the residents questioned

reported having at least one member who used the Kern River Parkway in the past year. This compares with a 34% usage incidence charted during an April 2000 survey conducted on behalf of the City. Thus, usage of this important local recreation resource has increased. The Ice Sports Center was reportedly used by members of 20% of households in the last year while the McMurtrey Aquatic Center was used by 17% of households.

Examining parks usage by subgroups of respondents, it was noted that Bakersfield facilities tested were more often cited as used by:

- ✓ Kern River Parkway was most used by residents of Northwest Bakersfield, respondents seeking health/fitness benefits, frequent users of Bakersfield recreation facilities, and households reporting an income of \$75,000 or more.
- ✓ Ice Sports Center was most used by frequent users of Bakersfield recreation facilities, households with a head 30 to 39 years of age, and households with children less than 18 years.
- ✓ McMurtrey Aquatic Center was most used by households with children less than 18 years, frequent users of Bakersfield recreation facilities, and respondents describing themselves as Hispanic.

FREQUENCY OF INDOOR RECREATION FACILITY USAGE IN LAST YEAR

Indoor recreation facility usage characteristics were explored in a general framework in the resident telephone survey based upon a question probing overall indoor facility usage during the last year, in or outside of Bakersfield. The usage frequency of the total sample of respondents is presented in Figure 12 and Table 3.5 on the following pages.

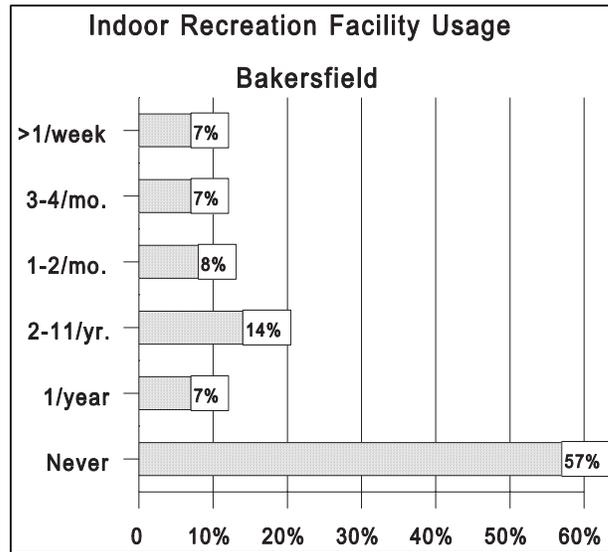


Figure 12

Figure 12 illustrates that 14% of the sample of telephone respondents described themselves as a “Frequent User” of indoor recreation facilities (patrons of indoor facilities at least three times per month; top two bars in Figure 12).

One of every five residents polled by telephone (22%) were “Moderate Users” (patrons of indoor facilities at least 2 to 24 times annually) of indoor recreation facilities during the past year. The remainder (64%) was labeled “Light/Non Users” (patrons of indoor facilities once per year and non-users). More than half of respondents (57%) reported no indoor recreation facility usage during the past year.

The following table also includes the responses regarding indoor recreation facility usage among households with or without children less than 18 years present. As Table 3.5 illustrates, the presence of children is a significant variable related to indoor recreation facility usage in Bakersfield, as our research has documented in other communities.

Table 3.5

Frequency of Indoor Recreation Facility Usage in Past Year Bakersfield			
	Total Sample	Households w/children	Households w/o children
More than once a week	7%	8%	6%
Once per week or 3 to 4 times per month	7%	11%	4%
"Frequent Users"	14%	19%	9%
Once or twice a month	8%	9%	6%
Several times per year	14%	17%	11%
"Moderate Users"	22%	26%	17%
Once a year	7%	6%	8%
No Use	57%	49%	66%
"Light/Non-Users"	64%	55%	74%
Note: May not sum due to rounding.			

For example, Bakersfield respondents with children reported being frequent indoor recreation facility users 19% of the time, more than double the rate of frequent use reported by City households without children less than 18 (9%). Similarly, Bakersfield residents with children reported being less likely to be light/non-users of recreation facilities (55%) than their counterparts without children (74%).

REASONS SELDOM USED INDOOR RECREATION FACILITIES IN LAST YEAR

Among the 57% of respondents who stated that they have not used indoor recreation facilities in the last year, a probe was included to solicit some of the reasons for such non-use. The two largest responses volunteered, accounting for 75% of the responses were:

- ✓ No time (40%)
- ✓ Do not need to use/not of interest (35%)

Less commonly cited responses included:

- ✓ Physical limitations (9%)
- ✓ Transportation constraints (4%)
- ✓ Not convenient timing (3%)
- ✓ Don't know about the services or facilities (3%)
- ✓ Location of community centers is not convenient to me (3%)

USAGE OF SELECTED INDOOR RECREATION FACILITIES IN LAST YEAR

Respondents were queried about the number of household members who had used two particular Bakersfield indoor recreation facilities during the past year. These facilities were identified as the Dr. Martin Luther King, Jr. Community Center and the Silver Creek Community Center.

Figure 13 illustrates the share of households polled who reported at least one member who had used the named facility during the past year. As Figure 13 reveals, one in seven residents questioned (15%) reported having at least one member who used the Silver Creek Community Center in the past year. The Dr. Martin Luther King, Jr. Community Center was reportedly used by members of 7% of households in the last year.

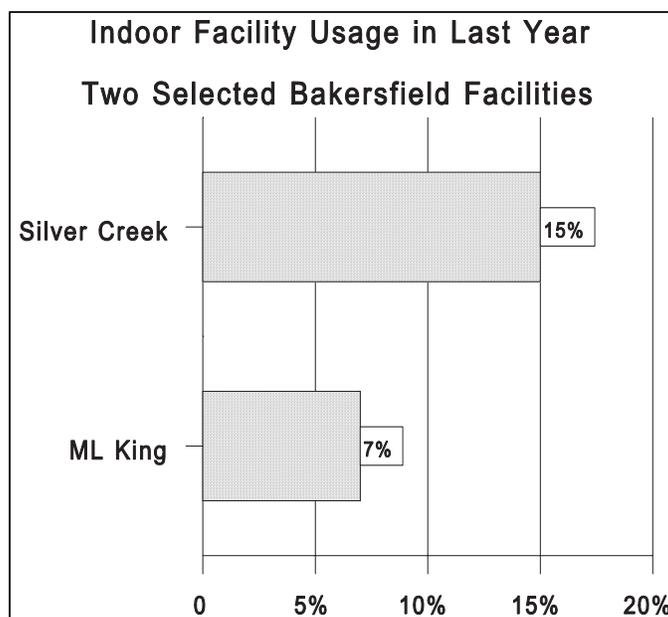


Figure 13

Examining parks usage by subgroups of respondents, it was noted that Bakersfield facilities tested were more often cited as used by:

- ✓ Dr. Martin Luther King, Jr. Community Center was most used by respondents describing themselves as Hispanic.
- ✓ Silver Creek Community Center was most used by residents of Southwest and South Central Bakersfield.

RECREATION FACILITY OR PARK MOST OFTEN USED IN THE LAST YEAR

Respondents were queried about the park or recreation facility that their household members most often used during the past year. The park names were not read to the respondents. Figure 14 illustrates the top 12 parks most often cited by those polled, representing 47% of the responses received. All but two of these top 12 responses were Bakersfield facilities; the exception being Hart Memorial County Park and Buena Vista County Park. The remaining parks not included in Figure 14 each garnered less than 3% of the responses received.

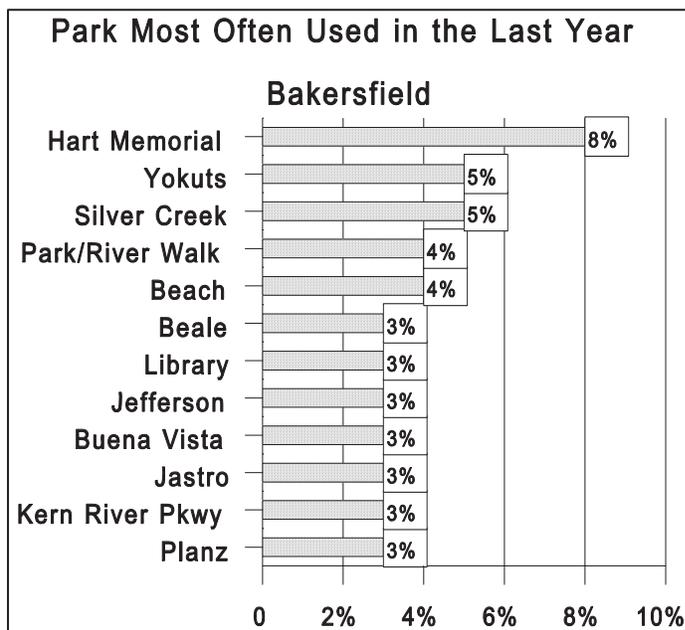


Figure 14

FREQUENCY OF RECREATION ACTIVITIES

RECREATION ACTIVITIES PARTICIPATION

The resident telephone survey solicited household members' behavior in performing an array of nineteen recreation activities. Each respondent was queried regarding the number of members of their household who had conducted each activity during the past year.

PERCENT OF POPULATION PARTICIPATING IN RECREATION ACTIVITIES

The activities in Figures 15 and 16 are ranked by the share of the households surveyed who reported one or more members participating in each activity during the last year. As Figure 15 reveals, the ten tested activities cited as being undertaken by the largest share of the Bakersfield households currently polled were

Walking/Jogging/Running	70%
Picnicking	62%
Bicycling	47%
Use of Play Equipment, Tot Lots	38%
Use of Wet Playgrounds	32%
Recreational Basketball	30%
Trail Hiking	25%
Swimming for Recreation or Lessons	24%
Organized League Basketball	19%
Softball	16%

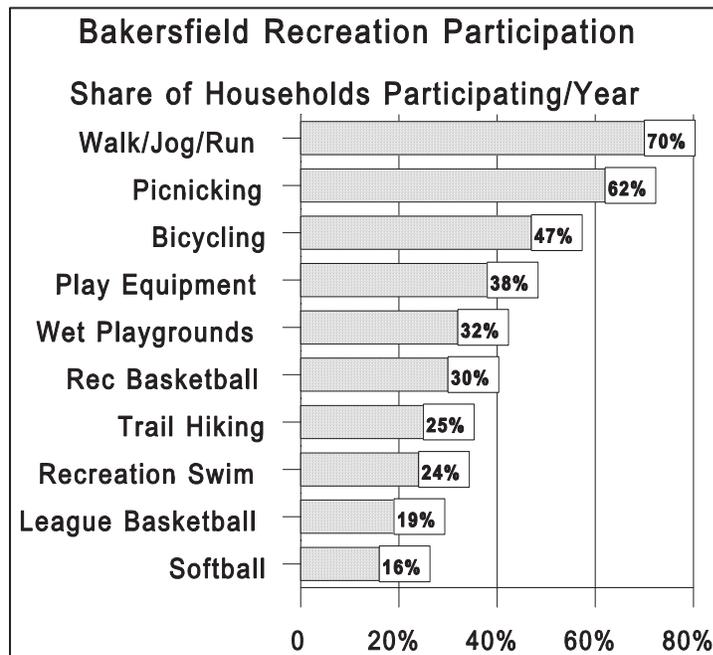


Figure 15

The remaining nine tested activities outlined in Figure 16 on the following page were reportedly conducted by less than one of every seven households. These activities included Skateboarding and Youth Baseball (each garnering a 15% response), Organized League Soccer for Youth, Tennis, and Football (each garnering a 13% response), Adaptive Recreation and Senior Citizen Programs and Services (each garnering an 11% response), Organized League Baseball for Adults (10%), and Organized League Soccer for Adults (8%).

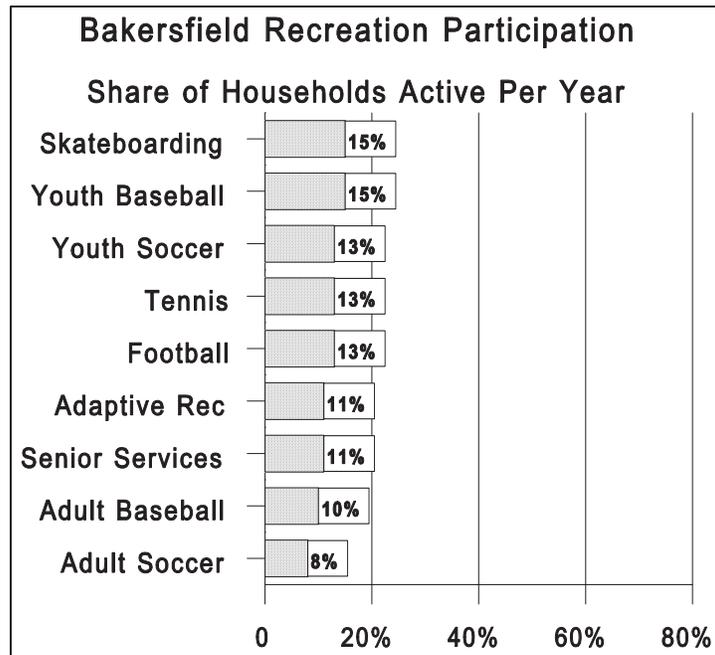


Figure 16

The data presented in Figures 15 and 16 may, in some cases, appear counter intuitive to representatives of organized sports leagues for youth and to elected officials who regularly host comments or testimony from them. To confirm the validity of these participation levels, it is important to recognize the demography of the population. Specifically, youth ages 5 to 14 (the prime ages for youth sports) constitute approximately 19% of the estimated current population in Bakersfield. Thus, if every child in this age group was enrolled in, for instance, youth soccer, the percent of participation on Figure 16 would be 19%.

However, not all children in this age group are participating in all sports and some participate in none.

It is also relevant to compare the activity participation rates outlined in Figures 15 and 16 to similar “benchmark” data collected periodically by the California State Department of Parks and Recreation. Table 3.6 on the following page presents data from the most recent State Parks survey, conducted in 2002 for the entire State, including the participation rates among respondents to questions similar to those included in the Bakersfield research. The most significant differences in the approach to the State Parks survey are the following:

- ✓ The recreation participation question responses are from a direct mail, self-administered survey of 610 adult respondents and 144 youth respondents statewide, while the Bakersfield Survey collected such data via random sample telephone surveys of 250 households, representing 625 residents.
- ✓ Only one adult in the household completes the recreation participation questions from the State's self-administered survey while the Bakersfield Survey collects such data for every household member.

Although not identical methods, the California State Parks survey provides contextual benchmark evidence of recreation participation trends that can be valuable in understanding Bakersfield resident recreating patterns.

Table 3.6

Percent of Population Participating in Selected Recreation Activities in the Past Year California State Parks Survey, 2002 and Bakersfield Resident Survey		
Recreation Activity	California State Parks, 2002	Bakersfield
Walking for Fitness and Fun	91%	70%
Jogging and Fitness Running	36%	*
Picnicking in Developed Sites	77%	62%
Trail Hiking	69%	25%
Pool Swimming	60%	24%
Bicycling on Paved Surfaces	46%	47%
Bicycling on Unpaved Surfaces	24%	*
Using Play Equipment/Tot Lots	39%	38%
Softball and Baseball*	27%	25%
Basketball*	25%	30%
Soccer, Football, Rugby*	23%	21%
Tennis	19%	13%
Skateboarding	9%	15%

Source: Public Opinions and Attitudes on Outdoor Recreation in California - 2002; Research Network Ltd., 11/2005

* In the Bakersfield Survey, the data presented is the percent of households with one or more members participating; Walking/Jogging/Running was one category; Pool Swimming is in Public Pools; Bicycling is regardless of surface; Softball and Baseball were multiple questions; Basketball was multiple questions; Soccer and Football was multiple questions and excluded Rugby.

Examining the activities tested with the greatest participation in Figure 15 and 16 by subgroups of respondents, it was noted that:

- ✓ Walking/Jogging/Running for Recreation or Fitness was more often reported among residents of Northwest, Southwest, or Southeast Bakersfield (72% vs. 61% among those residents of South Central Bakersfield), and respondents who also cited that they seek health and fitness benefits for their recreation (79% vs. 65% among remaining respondents).
- ✓ Picnicking was most often reported among households reporting a head aged less than 60 years (68% vs. 39% among those with a head aged 60 years or older), among residents of Bakersfield for 25 years or less (68% vs. 53% among those living in the community for more than 25 years), among those with children (72% vs. 53% among households without children), among respondents describing their ethnicity as Hispanic (69% vs. 57% among respondents described as White).
- ✓ Bicycling for Recreation or Fitness was more often reported among residents of Northwest Bakersfield (59% vs. 44% among remaining respondents), those polled who seek health and fitness from their recreation choices (57% vs. 42% among remaining respondents), those who reported the household head's age to be less than 60 (52% vs. 17% of households with a head 60 years or older), for residents of Bakersfield for 25 years or less (52% vs. 39% among remaining respondents), among households with children less than 18 years (58% vs. 36% among those without children), and among respondents reporting a household income of \$50,000 or more (60% vs. 37% among those earning less than \$50,000).
- ✓ Use of Play Equipment or Tot Lots was more often reported among residents of Northwest Bakersfield (51% vs. 35% among other residents); those who reported the household head's age to be less than 40 (56% vs. 27% of households with a head 40 years or older), among households with children less than 18 years (66% vs. 12% among those without children), and among respondents describing themselves as Hispanic (48% vs. 32% among those described as White).

- ✓ Use of Wet Playground Facilities was more often reported among residents who reported the household head's age to be less than 40 (46% vs. 24% of households with a head 40 years or older), among households with children less than 18 years (51% vs. 14% among those without children), and among respondents describing themselves as Hispanic (50% vs. 22% among those described as White).
- ✓ Swimming in Public Pools for Recreation or Lessons was more often reported among residents who reported the household head's age to be less than 60 (29% vs. 5% of households with a head 60 years or older), for residents of Bakersfield for five years or less (33% vs. 22% among remaining respondents), among households with children less than 18 years (39% vs. 9% among those without children), and among respondents describing themselves as Hispanic (31% vs. 20% among those described as White).

FREQUENCY OF RECREATION PROGRAM USAGE

FREQUENCY OF RECREATION PROGRAM USAGE

Respondents were also queried regarding how often members of their household participate in recreation programs offered in or outside the City of Bakersfield during the past year. Such programs were defined to include indoor or outdoor classes or lessons as well as organized competitive sports. The distribution of responses to recreation program usage frequency in the respondent households is presented in Figure 17 and Table 3.7 on the following page.

As Figure 17 and Table 3.7 reveal, "Frequent Users" (patrons of programs at least three times per month) comprised 21% of the entire sample of households polled. Frequent users were most often found among respondents who reported having children under the age of 18 years (32% frequent users vs. 11% among households without children).

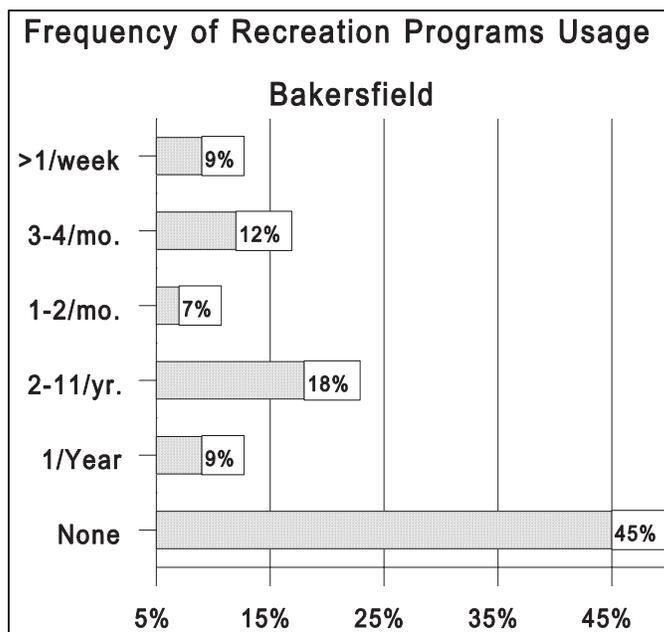


Figure 17

"Moderate Users" (patrons of programs 2 to 24 times annually) constituted an additional 25% of the households interviewed and the remainder (54%) was labeled "Light/Non Users" (patrons of programs once per year and non-users).

Table 3.7

Frequency of Recreation Programs Usage City of Bakersfield			
	Total	Households w/children	Households w/o children
More than Once a Week	9%	15%	4%
Once a Week or 3 to 4 Times Per Month	12%	17%	7%
"Frequent Users"	21%	32%	11%
Once or Twice a Month	7%	9%	5%
Several Times a Year	18%	21%	16%
Moderate Users	25%	30%	21%
Once a Year	9%	8%	10%
No Use	45%	30%	58%
Light/Non Users	54%	38%	67%

Note: May not sum due to rounding.

More than four in ten Bakersfield residents polled (45%) reported not using the programs at all in the last year. Such non-users were more often found among residents of Southwest and Southeast Bakersfield (51% “Non Users” vs. 35% among remaining respondents); among households with a head 60 years or older (65% vs. 40% among remaining respondents); and in households without children less than 18 years (58% vs. 30% among households with children).

Table 3.8 compares these recreation program usage responses from Bakersfield residents to statistics derived from 18 other California municipalities where similar work has been conducted by Research Network Ltd.

Table 3.8

Frequency of Recreation Program Usage Bakersfield vs. Eighteen Selected California Municipalities				
	Bakersfield	Eighteen Selected California Municipalities		
		Lowest Response	Highest Response	Median
Frequent Users	21%	13%	30%	23%
Never Use Programs	45%	31%	82%	49%

As Table 3.8 illustrates, the residents polled in Bakersfield identified themselves to be frequent users of programs less often than the average (21% frequent users vs. 23% on average among other cities surveyed). The proportion of Bakersfield respondents polled who cited not having used programs in the last year was somewhat below the average among cities polled on this subject (45% non-users vs. 49% on average among other cities surveyed).

USAGE OF SELECTED RECREATION PROGRAM TYPES IN LAST YEAR

Respondents were queried about the number of household members who had used three particular types of Bakersfield recreation programs during the past year. Figure 18 illustrates the four types of programs and the share of households polled who

reported at least one member who had used each type of program during the past year.

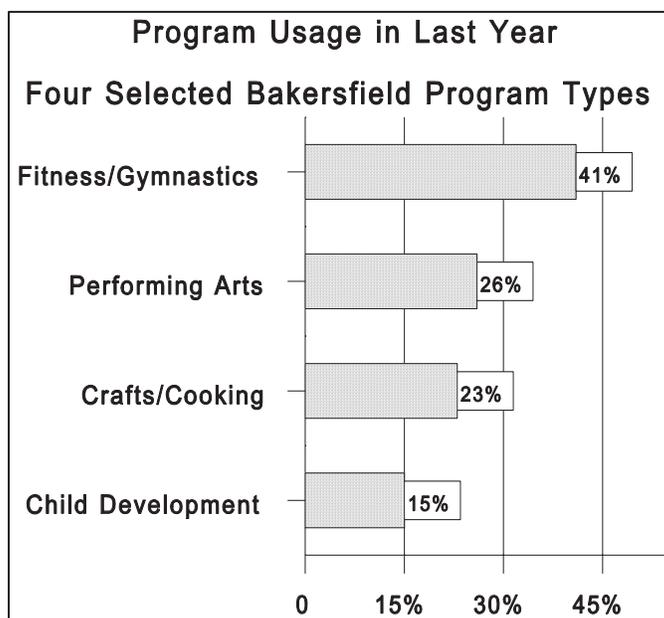


Figure 18

As Figure 18 reveals, four out of ten residents questioned reported having at least one member who used Fitness or Gymnastic Lessons or Classes in the past year. Music, drama, dance or performing arts lessons or classes were reportedly used by members of 26% of households in the last year while arts, crafts, or cooking lessons or classes were used by 23% of households. Parenting and early childhood development lessons or classes were used by 15% of those polled.

Examining programs usage by subgroups of respondents, it was noted that Bakersfield programs tested were more often cited as used by:

- ✓ Music, drama, dance or performing arts lessons were most often used by households with children less than 18 years (31% vs. 20% among households without children).
- ✓ Parenting and early childhood development lessons were most often used by households with a head less than 30 years of age (36% vs. 10% of remaining households).

- ✓ Fitness or gymnastic lessons were most often used by households with a head less than 30 years of age (54% vs. 38% of remaining households).

RECREATION FACILITY AND PROGRAM NEEDS

ONE FACILITY RESPONDENTS WANT

Respondents were asked to volunteer one facility their household would MOST like to see added in Bakersfield to meet the needs of the members of their household. The purpose of this inquiry was to identify any additional facility needs not previously addressed in the survey. Responses to this question were unprompted. Figure 19 identifies those response results garnering at least a 2% response that were facilities other than those previously analyzed in the survey.³

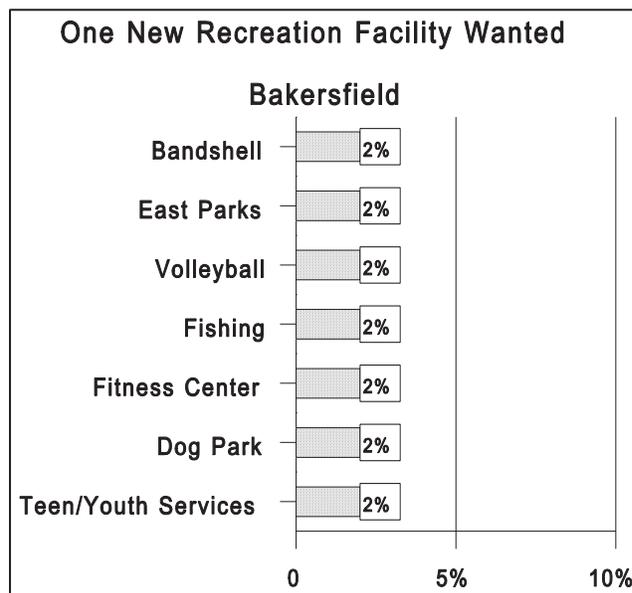


Figure 19

³ Responses receiving less than 2% and greater than one response that were not previously investigated in the survey included gymnasium, more/better skate/skating facilities, restrooms, better maintenance, library, fine arts center, community center for classes, performing arts center, landscaping, more parks like River Walk, golf course/driving range, competitive swimming pool, family facilities, meeting facilities, aquarium.

In aggregate 75% of the responses received identified specific facility types. The remaining 25% of respondents indicated that they had no new recreation facility desire.

Examining the preferred new facilities cited by those polled, we noted the following differences among subgroups of respondents:

RESPONDENTS WHO DESIRE NO NEW FACILITIES

- ✓ Respondents who have lived in Southwest, South Central or Southeast Bakersfield were more likely to state no facility needed (27% vs. 16% among those in Northwest Bakersfield),
- ✓ Those polled who were infrequent/non-users of parks and recreation facilities in the last year (32% vs. 20% among frequent facility users),
- ✓ Households with a head 60 and over (39% vs. 22% among remaining respondents),
- ✓ Respondents reporting no children under 18 years of age (32% vs. 17% among those with children),
- ✓ Those polled who described their ethnicity as White (31% vs. 16% among those described as Hispanic).

RECREATION PROGRAM NEEDS

ONE PROGRAM, CLASS OR ACTIVITY WANTED

Those polled were queried regarding what one program, class or activity their household would most like to see added in Bakersfield. The answers garnering the largest volumes of responses are presented in Figure 20.

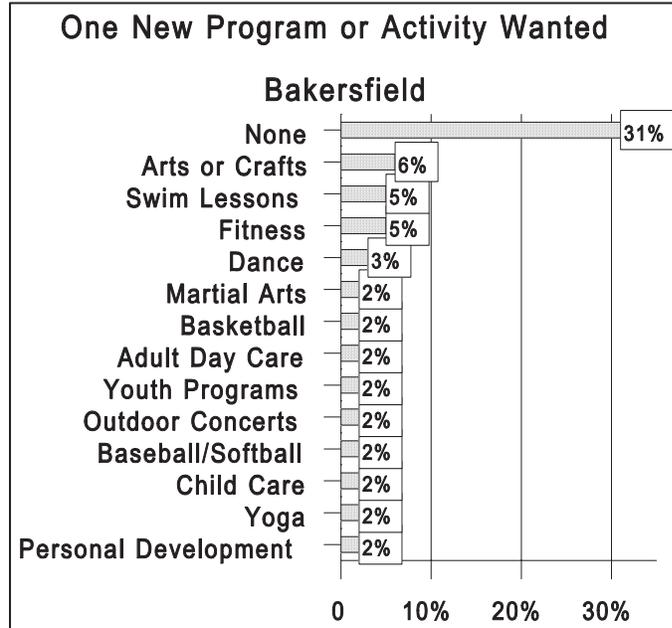


Figure 20

As Figure 20 illustrates, residents polled most often stated a desire for no new programs (31%). However, the remaining 69% of those polled suggested a wide variety of programs. The next largest increment of respondents expressed a desire for arts or crafts instruction or classes (6%). The next largest response categories each garnered 5% of the responses: swimming lessons and aerobics, spinning, or fitness classes. Dance instruction or classes were volunteered by 3% of those polled. Tied at 2% were martial arts classes, basketball, adult day care, youth programs, outdoor concerts, baseball or softball, before or after school day care, yoga, meditation, or stress relief instruction or classes, and personal development or business instruction.

Examining the preferred new programs cited by those polled, we noted the following differences among subgroups of respondents:

RESPONDENTS WHO DESIRE NO NEW PROGRAMS

- ✓ Those polled who reported no children under 18 years (38% vs. 24% among those with children).

- ✓ Respondents with a household head 60 years or older were more likely to have stated that they desire no new programs (50% vs. 27% among those less than 60 years).

RECREATION ENHANCEMENT FUNDING SUPPORT

SUPPORT FOR INCREASED DEVELOPER FEES

Those polled were queried regarding their degree of support for a proposal to increase the current residential development fee for parks and recreation enhancement from \$1,500 to \$3,000 per dwelling unit. The four response categories and the volumes of responses attributable to each are presented in Figure 21.

As Figure 21 illustrates, residents polled most often stated they are somewhat or definitely against the development fee increase proposal (55%). Examining the levels of support for this proposal, we noted the following differences among subgroups of respondents:

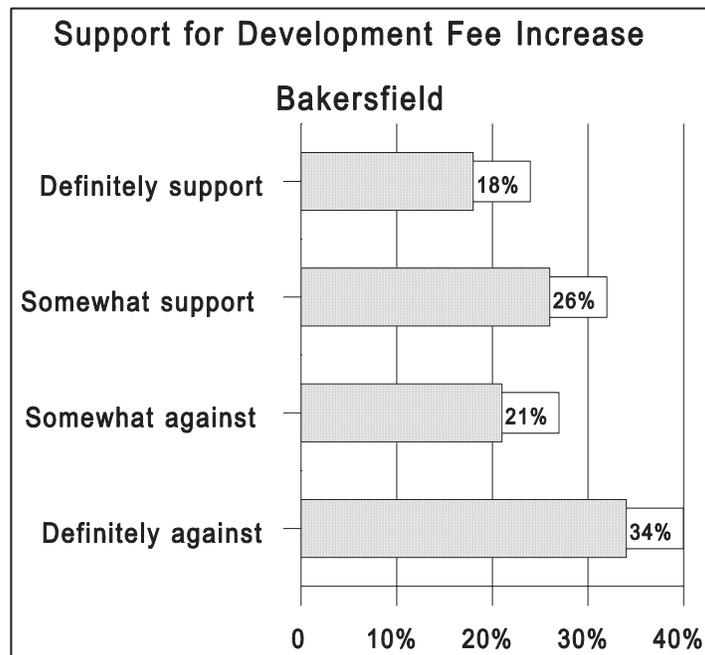


Figure 21

- ✓ The greatest levels of support for the proposal were noted among respondents reporting a household head less than 40 years (53% somewhat/definitely support vs. 40% among

remaining respondents); among respondents describing themselves as Hispanic (53% vs. 42% among those described as White); and among households with children less than 18 years (49% vs. 40% among those with none).

RESPONDENT DEMOGRAPHY

A collection of related demographic inquiries was also included in the survey of Bakersfield residents.

HOUSEHOLD DESCRIPTION

One of the most meaningful of the demographic characteristics is the household description. As Figure 22 illustrates, nearly half of polled households in Bakersfield (48%) can be described as households with children under 18 years of age. The most common household described contains two or more adults without children under 18 years (36%) followed by a two adult household with children (32%). These current Survey findings are statistically consistent with the figures available for the City from the 2000 U.S. Census which revealed that 47% of the City households reported children under 18 years and 53% were without children.

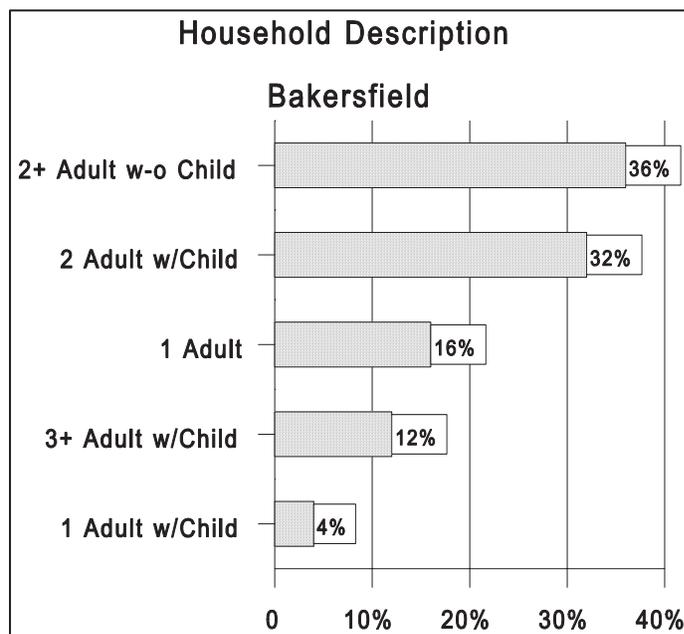


Figure 22

Households with children under 18 years were more often reported by:

- ✓ Those polled who reported being frequent users of recreation facilities (66% vs. 21% among those using recreation facilities seldom or not at all in the past year),
- ✓ Respondents also citing a household head less than 30 to 39 years of age (80% vs. 48% norm),
- ✓ Those polled who have lived in Bakersfield for 25 years or less (60% vs. 33% among those living in the community more than 25 years),
- ✓ Respondents describing their ethnicity as Hispanic (65% vs. 41% among those describing their ethnicity as White),
- ✓ Respondents who reported an annual income of \$50,000 or more (55% vs. 45% among those earning less),
- ✓ Those polled who reported at least one member using the Kern River Parkway in the past year (59% vs. 46% among non-users),
- ✓ Households who reported at least one member using the McMurtrey Aquatic Center in the past year (81% vs. 46% among non-users),
- ✓ Residents who stated they had at least one household member who used the Ice Sports Center in the past year (79% vs. 45% among non-users),
- ✓ Respondents who stated they were somewhat or very dissatisfied with parks and recreation maintenance in Bakersfield (62% vs. 50% among those who were somewhat or very satisfied),
- ✓ Those polled who stated they were frequent users of recreation programs (73% vs. 34% among those who seldom or never used such programs in the past year),
- ✓ Households who were frequent users of indoor recreation facilities (66% vs. 41% among non-users),
- ✓ Residents who stated they had at least one household member who used the Dr. Martin Luther King, Jr. Community Center in the past year (73% vs. 55% among non-users),

- ✓ Respondents who stated they had at least one household member who used the Silver Creek Community Center in the past 12 months (66% vs. 55% among non-users),
- ✓ Those polled who stated they definitely support the tested increase in development fees (51% vs. 41% among those definitely against such an increase).

AGE DISTRIBUTION OF POPULATION

To identify the distribution of the community population by age, the survey compiled data on the age of all household members included in the survey. The results of this investigation are presented in Figure 23. As Figure 23 reveals, Bakersfield residents more than 55 years comprise nearly 17% of the population compared to 27% under the age of 15 years. This group of children less than 15 years is logically divided into the pre-school-age group (8%) and the school-age group (19%). This school-age group is most relevant to parks and recreation facility and program planning since it is this group who is targeted consumers of organized sports and other programs aimed at youth.

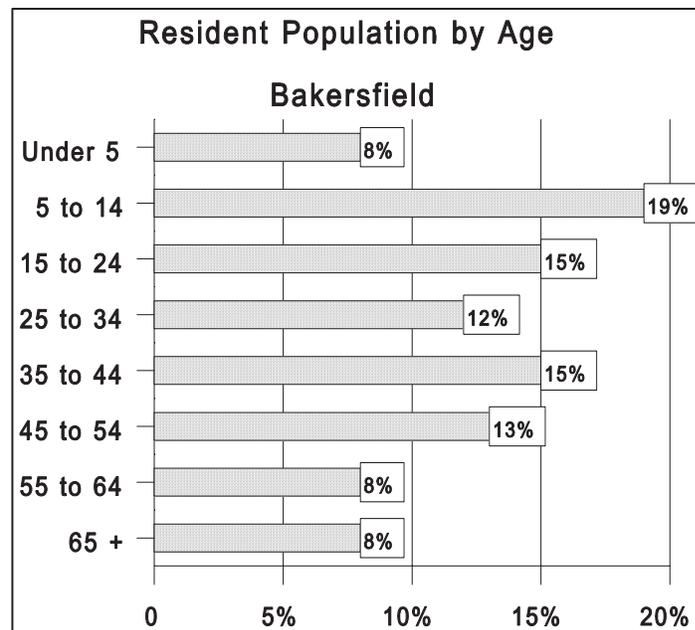


Figure 23

TENURE IN BAKERSFIELD

Respondents were asked to state the number of years they have lived in the City of Bakersfield. The response categories and volumes of answers received are displayed in Figure 24. As Figure 24 reveals, approximately one in ten Bakersfield households (10%) reported having lived in the City for three years or less. An additional 18% of the residents attested to City residency for four to ten years. More than four in ten respondents (43%) stated they had been Bakersfield residents for more than 25 years. The average tenure of those polled was 22 years.

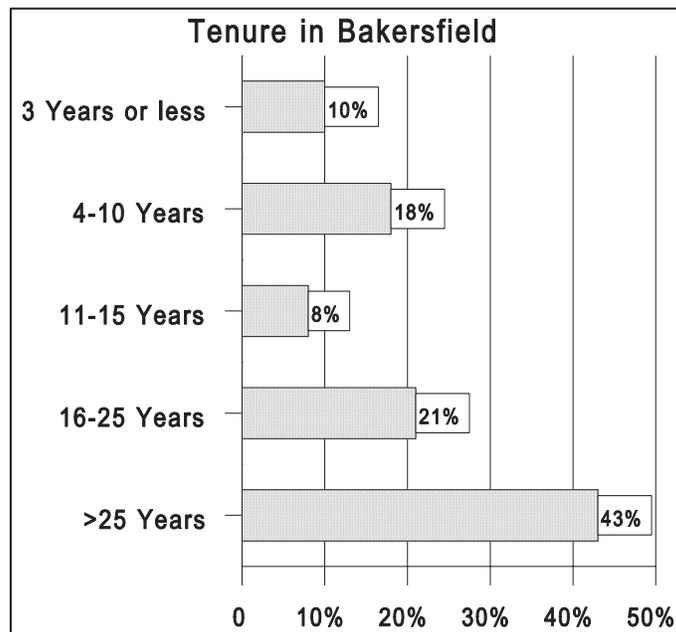


Figure 24

Table 3.9 on the following page presents the demography of those Bakersfield residents polled in total compared with the 2000 Census data.

Table 3.9

DEMOGRAPHIC CHARACTERISTICS RECREATION NEEDS SURVEY BAKERSFIELD				
	2000	CURRENT SURVEY		
	CENSUS	TOTAL	W/KIDS	W/O KIDS
Household Description				
1 adult w/o children	22%	16%	NA	31%
2 or more adults w-o children	NA	36%	NA	69%
Subtotal Households w-o children	53%	52%	NA	100%
1 adult w/children	NA	4%	9%	NA
2 adults w/children	NA	32%	66%	NA
3 or more adults w/children	NA	12%	25%	NA
Subtotal Households w/children	47%	48%	100%	NA
Tenure in Bakersfield				
3 years or less	NA	10%	11%	8%
4 to 10 years	NA	18%	22%	15%
11 to 15 years	NA	8%	10%	6%
16 to 25 years	NA	21%	28%	15%
Over 25 years	NA	43%	28%	55%
Median Tenure (years)	NA	22	18	30
Ethnicity (Census data is for householders; survey data is for respondents)				
White	60%	60%	52%	70%
Hispanic/Latino	24%	25%	34%	17%
Black/African American	9%	8%	10%	8%
Asian/Pacific Islander	4%	3%	2%	3%
Other	3%	4%	2%	2%
Household Size, Age, Income				
Mean Household Size (people per household)	2.9	3.1	4.4	1.9
Median Age of Population (years)	30.1	31	19	52
Median Income (\$000)	40.0	49.8	55.1	45.9
Source: US Dept. of Commerce, Research Network Ltd., 7/20/06				

SPORTS ORGANIZATION SURVEY QUESTIONNAIRES

A questionnaire was sent to each of the youth and adult sports organizations in the City that use City, School District, and University fields for their practices and games. (See Appendix B) The purpose of the questionnaire was to solicit the perceived

needs of community sports organizations and achieve the objective of outreach to these community sports groups. The questionnaire was designed to provide valuable information regarding facility usage, team size, recreation season, and player volume. This data was then used in the demand analysis for future sports field needs.

Questionnaires were sent to 19 sports organizations. Unfortunately, only a few organizations chose to take the time to fill the questionnaire out and respond to the City. However, follow up phone calls were made to several of the organizations and their user information was secured by phone.

The results of these surveys show that there are approximately 3,000 kids involved in youth soccer and approximately 2,000 kids involved in youth softball/baseball in Bakersfield. It appears the most immediate need in the City is for soccer fields and softball/baseball fields. This pressing need is a result of two issues. The first is the tremendous amount of residential growth that has taken place over the past few years in Bakersfield and the second is the pending loss of sports fields at California State University Bakersfield (CSUB) due to the University's plans for expansion and thus the loss of sports fields currently being used by youth sports organizations.

The City has plans to build a new sports complex which will address the pressing need for fields as a result of CSUB's expansion plans.

COMMUNITY INTERVIEWS

GENERAL COMMENTS

All of the stakeholder groups and individuals interviewed were very supportive of the Recreation and Parks Department. For the most part they understood the major issues facing the department were growth, funding, and community perception of what Bakersfield actually deserves or should have compared to other

communities. The following comments are arranged by issue, facility, or perceived need in Bakersfield.

PROGRAMS AND FACILITIES FOR CHILDREN

The most reoccurring theme throughout the interviews as far as facilities and programs were concerned, programs for children was the most often mentioned. From the need for youth sports fields; the need for before and after school programs; the need for children enrichment programs; the need for teen programs; and the need for places and facilities for children that are clean and safe was the most predominant issue brought out in the interviews.

SPORTS FIELDS

There are both immediate and long-term needs for sports fields. At least two major youth sports groups are using field space at CSUB which the University plans to use for development of student housing and a Division One Baseball Stadium. Consequently, these groups will be without fields shortly so the need for development of alternative space is eminent. Other sports groups report growth and the need for expansion.

FACILITIES

According to the interviewees the facility most used by Bakersfield residents is the Kern River Parkway and Bike Trail System. In almost every interview this was brought up as an example of what the image of Bakersfield should be, and there was unanimous consensus on the need for further expansion and continued improvements to the Parkway and Trail System. There were also numerous requests for developing an access trail system to the Parkway from the Southwest, South Central, Southeast, and Northeast areas of the City. Additional requests included the need for parking access points that are safe and secure, an equestrian bridge connecting two equestrian trail areas, clean up of the remaining rip-rap, tree planting and landscaping along the trail, drinking fountains and restrooms, and emergency call boxes.

The City Skate Park was also mentioned several times as being heavily used and in need of expansion. There were requests for additional skate parks in the City.

The Dr. Martin Luther King, Jr. Community Center and the Silver Creek Community Center are heavily used and provide programming for lower economic areas of the City. There was expressed need for new community centers in the North East and South West areas of the City.

The City's Spray Pools and Tot Lots are heavily used during the summer and the interviewees indicated more should be made available in existing parts of the City and required in all new neighborhood park development.

The McMurtrey Aquatic Center has become very popular and accepted by the community after an initial period of resentment and misconception that the City chose to develop the McMurtrey Aquatic Center instead of fixing up and refurbishing several other community pools. Time seems to have healed these feelings and the McMurtrey Aquatic Center now experiences a good reputation and is drawing participation from all segments of the City. There were several comments about the need for more staffing and additional professional lifeguards.

The City Dog Parks are also heavily used and very well received in the community. A number of the interviewees felt that the dog parks are another amenity that should be included in new park development whenever possible.

There seemed to be quite a bit of support for the programs and activities at the Rabobank Arena, Theater and Convention Center. The schools seem to especially use these facilities for their events.

SAFETY, SECURITY, AND GRAFFITI

A major concern of most of the interviewees was the perception of parks being unsafe. Some felt that the impression of the parks being unsafe is caused by the presence of graffiti and

deteriorating facilities because of deferred maintenance. The number of homeless people using parks may also contribute to the perception that the parks are unsafe. However, the project teams observation of the parks seen both in the daytime and at night are that people are using the parks, particularly the lighted softball fields, lighted tennis courts, and lighted basketball courts and that people were not afraid to be in the parks. There were comments about parks in the South Central part of town that have had trouble with drugs and gang behavior. Everyone agreed that graffiti has been increasing the past six to nine months. They indicated they believed this was due to an increase in gangs and taggers. While they believe the City should do something about graffiti they had no specific ideas for prevention programs. They felt enforcement was the key but also felt that enforcement is difficult for the police. Several of the interviewees felt that night security lighting in the parks would both deter graffiti and vandalism.

COORDINATION WITH OTHER AGENCIES

The City of Bakersfield Recreation and Parks Department seems to work well with the North of the River Recreation and Park District and the Kern County Parks and Recreation Department. There are County parks within the City limits that serve both neighborhood and regional uses. The North Bakersfield Recreation and Park District has an extensive recreation program and thus, City residents do use the North of the River Recreation and Park Districts programs. However, residents in the North of the River Recreation and Park District also use City facilities, such as, the McMurtrey Aquatic Center, Rabobank Arena Theater and Conference Center and will certainly use the new “Park at River Walk”. The issue of nonresident use, however, did not seem to be an issue with any of the agencies.

School District staff interviewed seemed to have the perception that the City and the school districts shared facilities and made joint use of facilities. However, City staff indicated there was very little joint use of facilities, no formal agreements, and that access to school facilities for City recreation programs was practically

impossible. Further investigation needs to be completed regarding City, School District relationship and what potential opportunities there may be for joint facility development and use of school facilities for recreation programming.

DEVELOPER RELATIONS

During the community interview process there was a definite difference of opinion regarding what park standards should be; what park credits should be established; and what park requirements there should be of developers when talking to residents and user groups versus those associated with developers. Those interviewees who represented children groups, youth sports leagues, environmental groups, and other user groups felt the City should have higher parkland dedication requirements, trail requirements, and not allow park credit for areas within a development that may be landscaped and provide some open space views but do not actually provide usable park space. On the other hand, those interviewees representing the development community felt the City's dedication standards, trail standards and park credit rules and policies were too inflexible and actually gave no incentive for developers to work with the City to provide usable park space. Developers felt that holding ponds and retention basins could be designed to provide passive park uses and should be allowed at least partial credit toward meeting park dedication requirements. There were several comments about the current trail dedication standards being inflexible and not conducive to good trail alignment and connection with regional trail systems. The current park dedication standard is 2.5 acres per 1,000 population. There were several interviewees who were quite outspoken that this standard is too low and that at least five acres and preferably ten acres per 1,000 population, should be the standard the City should strive for.

MISCELLANEOUS COMMENTS

The following are quotes and or comments made by the interviewees that pertain to a variety of issues:

“If the City can keep children busy it will keep them out of trouble.”

“The City should require developers to make lakes out of retention basins with walking trails and picnic facilities for community use.”

“There is a need for seventh grade to ninth grade social functions for pre-teens to interact in a positive environment.”

“The City needs alternative ways to fund facilities and programs and should look at some commercialization avenues as a way to accomplish this.”

“The City needs to publicize the graffiti hotline more.”

“The Kern River Parkway is the jewel of the City and needs to be expanded and enhanced.”

“There is an immediate need for soccer fields and baseball fields. Passive areas will continue to take a back seat to active recreation areas until the demand for field space is met.”

“There is a need for more public/private partnerships for such things as tennis centers, skateboard parks, fitness programs, and possibly sport complexes.”

“The City needs to have a better tree management plan with enforcement of tree ordinances.”

“The City needs more green belt corridors. It should look at railroad right a ways, transmission line easements, and flood channel easements as a possible way to accomplish this.”

“Bike riding is a very popular family activity in Bakersfield and the City should look for ways to enhance bike trails.”

“While people don’t like skateboarders or skateboard parks, if the City doesn’t build more skate parks skateboarders will continue to skate and damage schools and other public facilities.”

“For a long time the attitude of the Bakersfield community was that just OK is good enough, that attitude is now changing and residents want what other cities have and no longer have the feeling they don’t deserve the best.”

“Vandalism and graffiti show what little respect people have for public property and facilities, the City needs to partner with the schools, nonprofits, and the media to improve respect for public property.”

“Park design needs to take into consideration the heavy and hard use Bakersfield parks get.”

“The boat drag races at Lake Ming are very popular and draw a lot of tourist to the area.”

“There are five new high schools on the horizon that are not designated to have swimming pools. When this growth takes place there will be a tremendous need for pool space.”

“There doesn’t seem to be a big demand for senior citizen activities. It seems the senior development communities have their own programs and facilities and seniors in the older sections of town use existing facilities.”

“There needs to be more special events downtown to draw people into the downtown area.”

“Funding for park maintenance and landscape maintenance is a major issue, there needs to be a City wide landscape maintenance district in order to maintain the parkways, medians, and parks at the level the community wants.”

“The City should get moving on the Mill Creek Project, it is needed to revitalize downtown.”

“The hillsides are now developing and the City needs to revise its hillside ordinances.”

“The Recreation and Parks Department needs a citizens’ advocacy group in order to compete for public resources.”

SUMMARY OF COMMUNITY INPUT WORKSHOP #1

The following is a summary of the comments and input made by attendees at the first community input workshop. Attendees were divided into several groups and asked to discuss their priorities for the Recreation and Parks Master Plan. The various groups presented the following comments:

PROGRAMS - COMMUNITY OBSERVATIONS

- Sports parks and lessons for youth
- Court reservation programs
- Programs for seniors
- Population doubling in next 10 years
- Concerts in the Park
- Beal Amphitheatre
- School concerts, etc.
- Tennis Youth Program

SITES AND FACILITIES

- Community parks
- Metro Parks District
- Joint agreement to use school parks during off hours
- Cell phone towers at all parks to create revenue
- No park within 1 to 2 miles of homeless shelters
- Build large all in one center in NE/SW
- For families, multi-purpose
- More jogging tracks
- Separate revenue generating sports complexes
- Senior center
- Teen center
- After school for childcare for ages 6 to 9

- Girls softball youth facility
- 2500 annual players need 4 to 5 new fields
- Indoor/Outdoor pool
- Kern community tennis facility
- Accessible for all
- Tutoring on site
- Indoor soccer
- Emergency boxes at all parks
- Extend Kern River Parkway
- Link parks
- More way finding
- More infill park space
- More major recreational parks
- Expand scope of Dr. Martin Luther King, Jr. Center

OPERATIONS/MANAGEMENT

- True urban forestry operations management plan in line with the rest of the county
- Recreation trails, bike routes and standards
- Expand to 10 acres/1,000 people for development
- Currently 2.5 acres
- More green space and trails
- Enos Lane to Ranch Road, Edith Lane/Buena Vista
- Include NOR and Parks and Recreation in open space plan including all Metropolitan and Greater Bakersfield
- Open space management plan
- Unified funding plan for parks
- Untouched native vegetation open space
- Protect from development
- Identify canals, power easements to turn into bike trails
- Locate future parks closer to greenbelt

- Not to include drainage sumps as parks, developers currently get credit for these
- No credit for parks in gated communities unless there is public access to them
- Unified landscaping standards
- Separate bike riders and runners on paths
- Develop multi-purpose trails

SUMMARY OF COMMUNITY WORKSHOP #2

The second community workshop conducted as part of the Master Plan input process was a presentation of the facilities and program analysis, findings, issues, and provided an opportunity for the community to comment or ask questions about these topics.

The first part of the community workshop was a presentation by the consultant team (Appendix E) followed by a community question and answer session. The questions and responses were recorded during this session and are presented as follows:

1. A resident of Bakersfield, formerly a 20-year resident of Orange County asked if the preservation of open space had been considered in the master plan – specifically regarding hiking trails in a natural setting.

Response – Our community input findings include a big push for expansion of the Kern River Parkway and to increase large open space areas within parks like the Park at Riverwalk. The Master Plan will provide provisions for open space.

2. How was Urban Forestry addressed in the community input process?

Response – The telephone survey included a question regarding community satisfaction with the maintenance of trees.

3. There are active irrigation canals in the City of Bakersfield that could be utilized as recreation trails. Have the water districts been contacted regarding the addition of bikeways

and walkways in these easements? There are areas in the southwest of town with recreation opportunities along the canals that may be soon lost to development.

Response – The design team has reviewed easements at canals, railroads, transmission lines, etc. in the City for recreation potential. The difficulty with the canals is crossings at major arterial streets. The master plan will include policy statements regarding the canals. The design team believes the most promising facility currently available for additional trails is along railroad right-of-ways where at-grade crossing at major arterial streets already exists.

4. The audience speaker voiced his objection to cell phone towers in parks and the Kern River Parkway as an asset management possibility as, in his opinion, there are already too many visible utilities in the landscape.

Response – The design team agrees: a standard cell tower pole is not visually appropriate to a park setting. However, there are many ways to include cell towers that are not recognizable as a utility pole, for example: incorporating cell equipment on sports lighting poles, bell towers, and in attics of buildings. Controlling aesthetics is an important component to this asset management possibility.

5. What kind of revenue can cell towers create?

Response - \$2,000 to \$3,000 per month per tower revenue.

6. How was the telephone survey structured?

Response – Telephone prefixes were used as a control to identify areas of the City, and the last four digits of the telephone number were selected randomly.

7. How was it determined that the community is interested in active seniors activities community centers over the more traditional seniors center services?

Response – This was determined based on surveys and interviews. Our findings indicate the County provides traditional

seniors programs, and residential seniors communities are providing services to seniors.

8. Follow-up – There is a greater economic gap than age gap in seniors needs in Bakersfield.

Response – The master plan will address transportation issues and affordable access fees for lower income seniors.

9. City Park personnel need additional training to properly work with native plant materials.

Response – The master plan will include a policy regarding tree and plant maintenance, the use of native plant materials, and water auditing.

10. How will this document address policies already in place in the Vision Plan, City General Plan, and County General Plan.

Response – The design team has reviewed these documents and is taking care to insure continuity between the documents when writing policies and guidelines for the Recreation and Parks Master Plan.

Comment from the audience: The State is currently addressing the possibility of acquiring land in the Central Valley which will likely be oriented toward open space over active recreation space.

11. Does the Master Plan address volunteerism?

Response – There will be a number of policies and guidelines regarding volunteer organizations including Adopt-a-Park, Cadet Programs, and RSVP Programs.

12. Liability issues seem to be a bigger stumbling block to volunteer organizations in Bakersfield than they are in other communities. Why is this so?

Response – There are tools for controlling liability. One such model is for the service organization or nonprofit to provide an insurance policy to cover Worker’s Compensation claims.

13. Follow-up – The City requirements for coverage are too huge.

14. Does the master plan address trails at the future Hwy 58-15 Cal Trans project?

Response from the audience – There is a dollar amount line item for trails included in that plan.

15. Will park concessionaires be contracted as part of the master plan?

Response – There will not be recommendations for large commercial operators such as water parks or softball organizations. However, there will be action items included that call for small food, skate and bicycle rental concessions in the large park facilities.

16. Is the telephone survey response that 42% of the population is using the Kern River Parkway high?

Response – Yes, 42% is high. The use of the parkway is an important City amenity. Our findings indicate the community would like to see the parkway improved and expanded.

17. It seems that surveys are opinions over facts. A 42% usage rate of the parkway seems very high. How is this data verified?

Response – The survey can only be verified in areas where use has been tracked, for example recreation programs.

18. Where does the process go from here?

Response – The next step is for the consultant team to:

- i. Produce a “screen check” document for City Staff review
- ii. Produce a Draft Master Plan Document
- iii. Present the Draft document to City Council for adoption

19. Can the community see the draft document before it goes to City Council?

Response – The design team will provide the City with an electronic file of the draft document that can be posted to the City web site.

20. The Master Plan should stress the integration of parks and schools.

Response – The master plan will address the need for the joint use of facilities between the City and schools with emphasis on pools, gymnasiums, meeting spaces, and fields.

21. In the 1990s there was talk of developing a new park district. Will that recommendation be brought forward in the master plan document?

Response – Our findings indicate the current structure of the Recreation and Parks Department is working well. There are no indicators that a new park district is necessary. The master plan will include suggestions for a Park Maintenance District and an Open Space District.

Comment from the audience: Kern County has voted down the last two park bonds. The community needs to get the word out to support park bond measures if they are interested in parks and open space.

Following the second community workshop, the Kern River Bike Path Committee submitted the following comments as to the master plan improvements they would like for the Kern River Parkway:

- a. Extend the Kern River Bike Path five miles more southwest to connect to Lake Buena Vista.
- b. Provide improved signage along the entire bike path.
- c. Coordinate events for the Kern River Parkway with other recreation agencies including North of the River Recreation and Park District and Kern County Parks and Recreation Department.

- d. Provide a system of bike paths within neighborhoods, shopping centers, and other parks that would connect to the bike path along the Kern River Parkway.
- e. When new roads and bridges are built that cross the Kern River Parkway there should be a requirement to mitigate the loss of parks/open space “on-site” i.e. within or adjacent to the Kern River Park Way.
- f. Connect the new East-West Expressway, Mohawk Bridge, Chester Bridge, and Allen Road Bridge with Class I Bikeways.
- g. Provide an interpretive center along the Kern River Parkway that could serve as a focal access point and education center to preserve the history, culture, and environmental importance of the Kern River Parkway.
- h. The City should take the lead and work with community organizations to create events along the Kern River Parkway such as bicycle parades, music festivals, Earth Day activities, Adopt-A-Park programs, hay rides, and self tour programs.

Additional comments received after the Community Workshop are as follows:

“The City should pursue acquiring land along the Kern River, especially on the eastern edge of town along the Kern River Parkway.”

“The Bluff areas along the Kern River Parkway should be acquired or preserved, especially west of Manor and north of Panorama.”

“Provide additional trash receptacles on the Kern River Parkway especially along the Bluffs.”

“The City should place recycle containers along the Kern River Parkway at access locations.”

“The City should pursue low energy lighting in parks for security at night.”

“Lights should not be installed in rural areas to protect against light blight.”

“When adding vegetation to parks and trails the City should use native vegetation wherever possible.”

“Landscaped areas should be water wise, i.e.: do not use turf except in areas needed for play.”

“Ball field lights should have automatic turnoffs.”

“Riparian areas should be off limits to hiking, biking, horseback riding, etc.”

“The City should pursue land dedications and donations from oil companies who own land along the Kern River Parkway and offer incentives for them to donate land for the public good.”

FACILITY DEMAND ANALYSIS

Over the past several years, the City has determined the demand for parks, facilities, and recreational services by community requests and by evaluating the use of existing facilities. The City has not adopted formal park facility standards and consequently has pursued a combination of park acquisition and facility development based on community requests and political policies.

Park acreage standards are generally established through an acreage requirement per 1,000 residents. The Subdivision Map Act and the Quimby Act (Section 66477 of the Government Code) relating to parkland dedication allows a city to adopt a local ordinance establishing a citywide park standard and the requirement of parkland dedication or fair market value in-lieu fees when there is residential development.

Several years ago the National Recreation and Parks Association established guidelines for park facilities for both urban and rural

communities by population. There are a number of issues that affect the demand for park facilities, including: environmental trends, social trends, economic trends, demographic trends, technology trends, and trends in urban development. The Project Team has identified a number of these issues that affect the demand for facilities in Bakersfield:

- ✓ Disappearing resources such as open space and natural habitats.
- ✓ Lack of available land within the City limits to acquire for parkland.
- ✓ Environmental regulations regarding water quality, runoff, and hazardous waste.
- ✓ Reduction in number of vehicle trips mandated by states and communities.
- ✓ Poverty – homelessness and unemployment.
- ✓ Crime and violence in homes and school, drugs, vandalism, and racial tension.
- ✓ Increased number of children at risk.
- ✓ Increased desire for citizen participation and involvement.
- ✓ Social service networking – organizing community organizations and resources to attack social problems.
- ✓ Increasing concern for personal and family safety.
- ✓ Increased public cost for maintenance and upgrading aging infrastructure.
- ✓ Increased labor and energy costs.
- ✓ Aging of the community.
- ✓ Fewer “traditional” family households, i.e.: single-parent families, families sharing living units, extended families living together, etc.
- ✓ Increasing cultural diversity.
- ✓ Increased residential density.
- ✓ Increased contact with computers in the home or the workplace.
- ✓ Increased media overload.

- ✓ Revitalization and retrofitting both residential and commercial development.
- ✓ Increasing land values.
- ✓ Increased traffic congestion.
- ✓ Political pressure for parks, open space and recreation facilities.

Through the surveys and interviews obtained from the community, it is apparent that people expect the City to provide essential recreation opportunities.

There was a strong demand for additional park space, open space, trails and recreation facilities for soccer, basketball, softball/baseball, children's play areas, picnic facilities, aquatics, and public meeting room space. It was a unanimous consensus that additional land and facilities are needed in Bakersfield for sports fields and community center expansion.

These preferences reflect an increased demand and appreciation for parks, open space, and facilities and the community's desire to have them easily accessible. There was a strong consensus that Bakersfield needs to work with both school districts and non-profit organizations to "partner" in meeting facility demands.

FACILITY NEEDS ANALYSIS

Based on the interviews and surveys conducted during the input phase of the master plan project, the team has developed a list of facilities, 1) most requested by the community, and 2) that reflect the trends in park and recreation facility development.

The City's desired standard for Community Parks is one Community Park each 5-mile radius and one Neighborhood Park each $\frac{3}{4}$ -mile radius.

Because this Master Plan is written for and about the City of Bakersfield Recreation and Parks Department and only those parks and facilities under its management and jurisdiction, the facilities belonging to and available through the North of the

River Recreation & Park District are not included as part of this inventory.

The total number of square miles within the Bakersfield City limits is 113. The estimated number of square miles of the City in the service area for the Bakersfield Recreation & Parks Department is 80.

Consequently, there are eight 5-mile radius areas within the Bakersfield Recreation & Park Departments service area. Per the recommended guidelines in Table 4.3 and 4.4, each radius area should have a Community Park and two Neighborhood Parks. Thus, the desired number of facilities in each 5-mile radius area would be as follows:

TYPE OF FACILITY	DESIRED NUMBER IN EACH RADIUS AREA
Walking/Jogging Paths	3
Child Play Area/Tot Lots	3
Dog Parks	1
Family Picnic Facilities	3
Group Picnic Facilities	2
Community Center/Gymnasium	1
Informal Open Turf Areas	3
Soccer Fields	2
Softball Fields	2
Baseball Fields	2
Swimming Pools/Water Play Pools	1
Basketball Courts	3
Tennis Courts	2
Volleyball Courts	2

SUMMARY OF FACILITY ANALYSIS

In reviewing the differences in the table above one can see that the City is well situated in providing some types of facilities, such as, basketball courts, tot lots, family and group picnic facilities, tennis courts and dog parks; and is currently deficient in some areas, such as, soccer, softball and baseball fields and Community Centers with gymnasiums. In looking at facility needs for the future, it is apparent that the City should concentrate on developing sports fields and community centers/gymnasiums whenever possible.

METHODOLOGY

The methodology used to develop the facility Demand and Needs Analysis included the following.

- ✓ Survey questionnaires distributed to sports organizations and individuals associated with various user groups
- ✓ Individual interviews with stakeholders
- ✓ Review of Standards and Trends established by the National Recreation and Park Association adjusted to reflect the size, social economic makeup, ethnicity, and population density of Bakersfield
- ✓ Review of facilities and programs available to Bakersfield residents in the surrounding areas of Kern County.
- ✓ Review of the Bakersfield General Plan and associated documents
- ✓ Project Team site tour of all existing Bakersfield recreation facilities and possible future sites that may be potential areas for future facility development
- ✓ A statistically valid citywide phone survey
- ✓ Two workshops were held to gather input from the public.

Using the above methodology the Project Team believes the data, analysis and recommendations regarding facility needs and demands reflect the desires of the Bakersfield community.

FACILITY REQUIREMENTS

In terms of community demand the most desired facilities improvements are:

- ✓ Improving and extending the Kern River Parkway Trail System for jogging, hiking, biking, fishing etc. (Fitness and Family Activity)
- ✓ Developing sports fields for soccer, softball, and baseball (Fitness, Child Development, Family Activity)
- ✓ Building additional Teen/Community Centers (Child Development, Meeting Room Space, Recreation Classes)
- ✓ Gymnasiums (Fitness, Child Development)
- ✓ Swimming Pools/Splash Pools (Fitness, Family Activity, Child Development)

All of these facilities are important to the community in order to both fulfill its desire for the types of facilities the community wants and the facilities that will enable the City to meet the needs for recreational programming.

ACRE REQUIREMENTS

The City of Bakersfield's General Plan contains a Parks Element which outlines the statutory requirements, overview of existing conditions, classifies parks, and sets park standards for the City. The Parks Element shows that the current park acreage for local parks is 1.88 acres per 1,000 population. This is well below the recommended acreage of three to five acres per 1,000 population recommended by the State of California and the California Park and Recreation Society.

However, Bakersfield has some extenuating circumstances. For example, there are a number of Kern County operated parks within the City that serve local park uses. There are also a number of park facilities such as the Kern River Parkway and the Metro Recreation Center that provides almost 1,200 acres of recreational space that is available and used as local parks. If these areas were counted in the population ratio the City would then

have almost five acres per 1,000 population of park land and be within the recommended State guidelines.

The Park Element of the General Plan sets standards for local parks, neighborhood parks and community parks. The City's park dedication ordinance requires a park dedication of 2.5 usable acres per 1,000 population. This means that developers must dedicate a minimum of 2.5 acres of park land per 1,000 anticipated population in their development.

For example, if the current density of a development is 3.5 persons per household and a developer is building 500 homes the developer would be required to dedicate 3.5 acres for local usable park space.

Under the City's Park Impact Fee, the developer would also be required to pay a fee that would contribute to the provision of additional community and local park facilities needed for new residents. Unfortunately, the current fee is not commensurate with the actual cost the City incurs for providing community and local park facilities. The City should explore increasing this fee to the appropriate amount to cover such costs.

However, the community phone survey that was completed as part of the community input process for this master plan shows that 55% of the residents in the community do not support such a fee increase. This situation puts the City into a difficult position in that, developers are creating an increased demand for community and local park facilities but the City does not have the funding to provide them. Yet the residents who use and benefit from these facilities are unwilling to pay for them. Even though the fees are paid for by the developer, the price of the project goes up to the consumer so they are indirectly paying the fee.

As alluded to later in Chapter 4 of the Master Plan, the City should continue its policies of requiring park dedication when residential development occurs and it should continue to pursue charging the actual or appropriate fee to developers for providing and maintaining community and local park services.

The City's current park dedication requirements, park fee requirements, and park standards appear to be adequate to provide the space necessary for local park facilities and programming. The City will have to look at innovative ways in which to provide community and local recreation and park facilities such as sports fields, gymnasiums, teen centers, amphitheaters/event space, skate parks, and community meeting room/recreation class space.

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Chapter 4 | General Policies and Guidelines



4.0 - GENERAL POLICIES AND GUIDELINES

SCOPE AND PURPOSE

This chapter suggests general guidelines and policies that will provide groundwork for decision making to meet the recreation programming and facility needs of Bakersfield residents. The chapter is presented in four sections: Scope and Purpose, Park Policies, Park Development Guidelines and Recreation Programming Policies.

The policies included in this chapter provide the basis for the Parks and Recreation Master Plan. Specific policies address areas that include: The City's Park Land Dedication and In-Lieu Fee Ordinance (per the Quimby Act Requirements); existing park site enhancement; park site selection criteria; park acceptance criteria; criteria for classifying and designing parks; park credit; special community recreation facilities; joint use agreements; and park acquisition and development financing. The Park Policies section will provide a framework for the City Council and staff as they make decisions about meeting recreation needs of Bakersfield residents in the future.

Joint development opportunities are directed primarily toward meeting specific community needs which have been identified by means of interviews, surveys, questionnaires, and community workshops. Some of the desired amenities expressed by the community through these processes for joint development and shared use include teen/community centers, swimming pools, performing arts venues, gymnasiums and meeting room space.

Programming desires expressed were for increased maintenance and repair of existing facilities; increased and better security for parks and recreation facilities; and tutoring and after school programs at Community Centers.

The City of Bakersfield offers a variety of special interest recreation programs. Some activities are offered by other organizations in the community with support from the City. The

policies contained herein are offered to enhance the provision and coordination of existing programs and development of new programs for the community.

City staff already practices many of the identified policies. Some may not be possible to implement immediately due to the City's heavily scheduled resources but could be phased in over time. The benefits should result in a greater feeling of community while meeting the residents' recreation needs.

The following Recreation and Park Policies should be reviewed, modified and updated on a periodic basis to reflect future changes in community needs and financial capabilities.

PARK POLICIES

The policies in this section are intended to provide guidance to the City of Bakersfield in planning, designing and building new parks and recreation facilities in the City; renovating existing parks and recreation facilities; financing new parks and recreation facilities; and continuing ongoing maintenance and operations. These policies and guidelines are general enough to allow flexibility, while being specific enough to provide the City staff, sports organizations, and community groups with clear direction.

General Park Policies

In order to meet future parkland needs and provide the community with its desired recreation facilities it will have to pursue policies and actions that will allow it to acquire additional parkland. This may be accomplished by a number of methods including parkland dedication by future developers; joint-use agreements with schools, other agencies, and nonprofits; regional park development in coordination with the County or State; acquisition of additional parkland through the use of redevelopment, state grants, and fund raising; and, acquisition and development of usable trail systems throughout the City.

Park Location Policies

The City's Park Element of the General Plan contains a number of policies relating to park locations. They include the following:

- ✓ Provide parks and recreation facilities to meet the planning area's diverse needs.

- ✓ Supply neighborhood parks at a minimum of 2.5 acres per 1,000 persons throughout the plan area.
- ✓ Provide four acres of recreation and park space for each 1,000 persons (based on the most recent census) for general regional recreation opportunity as a minimum standard. Recreational and park space includes neighborhood parks and community parks.
- ✓ Coordinate development of park facilities and trail systems throughout the plan area which enhance the community center concept and complement unique visual or natural resources.
- ✓ Ensure that all recreation and park facilities are adequately designed, landscaped, and maintained.
- ✓ Require that the costs of recreation and park facilities and programs are borne by those who benefit from and contribute to additional demand.
- ✓ Provide safety, accessibility, and compatibility between parks and adjacent residential areas through “good neighbor” park practices.

In addition to the General Plan policies, the following suggested park policies and guidelines could be put into practice:

Policy 1: Develop general criteria and guidelines for locating community, neighborhood, and local parks.

Item 1.1: Consider the use of the following criteria and guidelines in locating and orienting new parks:

- a) Require proposed park locations to be reviewed by City staff and the Planning Commission prior to City Council action on acquisition, dedication or acceptance of parkland, open space and trails.
- b) Community parks should try to be located at the juncture of major and/or collector streets to provide for safe, efficient, and convenient vehicular access, and to allow for easy surveillance by law enforcement.

**Area A - COMMUNITY PARKS
EXISTING PARK AMENITY SURPLUS/DEFICIT**

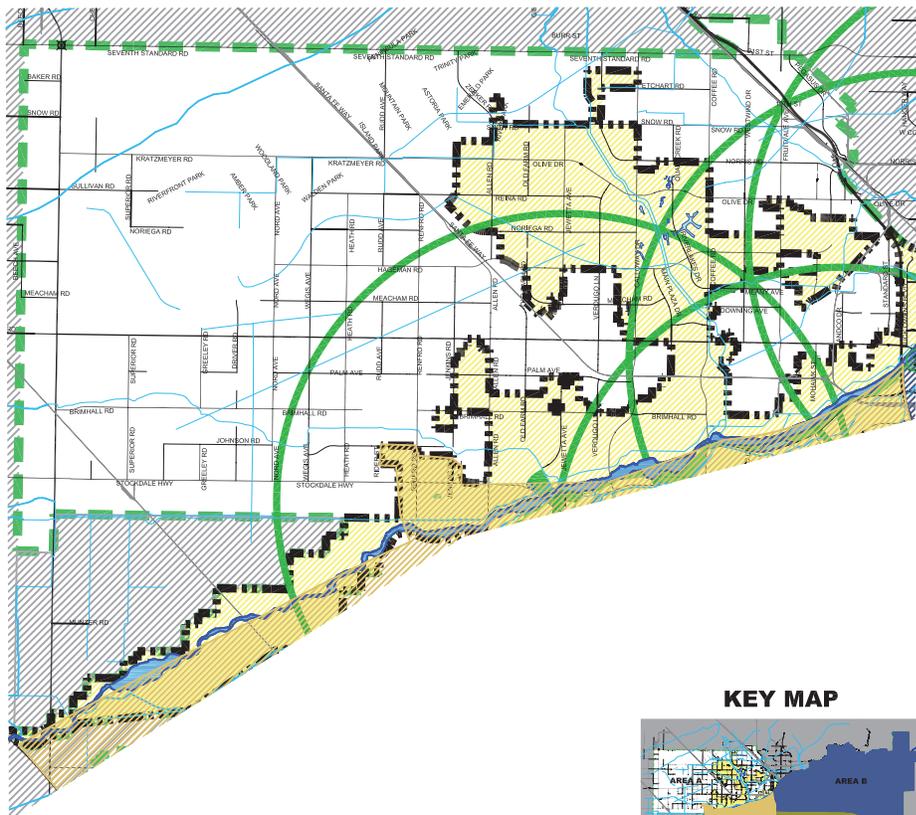
Park Amenities ¹		Area A - Community Park Total Existing Amenities ²	Comparison to Citywide Total
Amphitheater/Stage		0	NA
Baseball Fields		0	NA
Basketball Full Court		0	NA
Biking/Walking/Jogging Trail (miles)		0	NA
Child Play Area/Tot Lot (2-12 years)		0	NA
Community Center		0	NA
Dog Park		0	NA
Family Picnic Facilities		0	NA
Group Picnic Shelters		0	NA
Gymnasium		0	NA
Meeting Rooms		0	NA
Multipurpose Field		0	NA
Open Space Area		0	NA
Senior Center		0	NA
Skatepark		0	NA
Soccer Field		0	NA
Softball Fields		0	NA
Splash/Water Play		0	NA
Swimming pool		0	NA
Teen Center		0	NA
Tennis Courts		0	NA
Volleyball Hard Court		0	NA

Notes:

¹ Park amenities shown represent facilities most requested by the community and that reflect trends in park and recreation facility development established by the National Recreation Parks Association. For a complete listing of park amenities, refer to Table 2-1.1 *Existing City Park Amenities*

² Total Existing Amenities include City of Bakersfield park facilities only. North of the River Park District facilities are not included - recommended standards are not applicable

Table 4-1A
Area A - Community Park
Park Amenity Surplus / Deficit Table



ALL PARKS IN AREA "A" ARE UNDER THE JURISDICTION OF THE NORTH OF THE RIVER PARK DISTRICT

SERVICE AREA LEGEND

- SERVICE RADI  PARK
- COMMUNITY PARK 4 MILE RADIUS
- NEIGHBORHOOD & LOCAL PARK 0.75 MILE RADIUS

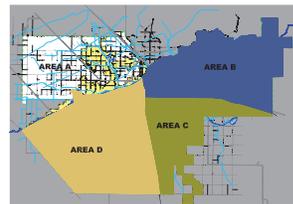
SERVICE AREA: THE GEOGRAPHIC AREA SURROUNDING A RECREATIONAL FACILITY ANTICIPATED TO SERVE THE RESIDENTS WITHIN THE SERVICE RADIUS AREA.

LEGEND

- CITY PARKS 
- CITY BOUNDARY 
- SPHERE OF INFLUENCE 

Note: Facility maps include City Parks only and do not include North of the River Recreation and Parks District or Kern County Parks and Recreation Department facilities

KEY MAP



SCALE: 1"=7000'

**CITY OF BAKERSFIELD
SERVICE AREAS FOR EXISTING,
PROPOSED AND POTENTIAL
COMMUNITY PARKS**

AREA A

EXHIBIT 4.1A

**Area B - Community Park
EXISTING PARK AMENITY SURPLUS / DEFICIT**

	McMurrey Aquatic Center ³	Breach Park	Kern River Parkway	Area B Community Park Total Existing Amenities ²	Comparison to Citywide Total
Park Amenities¹					
Amphitheater/Stage				0	5
Baseball Fields				0	0
Basketball Full Court				0	40
Biking/Walking/Jogging Trail (miles)		5	35	40	40
Child Play Area/Tot Lot (2-12 years)		2		2	86
Community Center				0	2
Dog Park				0	6
Family Picnic Facilities		2	2	2	37
Group Picnic Shelters		1	1	1	24
Gymnasium				0	1
Meeting Rooms				0	3
Multipurpose Field		1		1	4
Open Space Area				0	31
Senior Center				0	0
Skatepark		1		1	1
Soccer Field		1		1	5
Softball Fields				0	4
Splash/Water Play		1		1	5
Swimming pool		1		1	7
Teen Center				0	0
Tennis Courts				0	28
Volleyball Hard Court				0	6

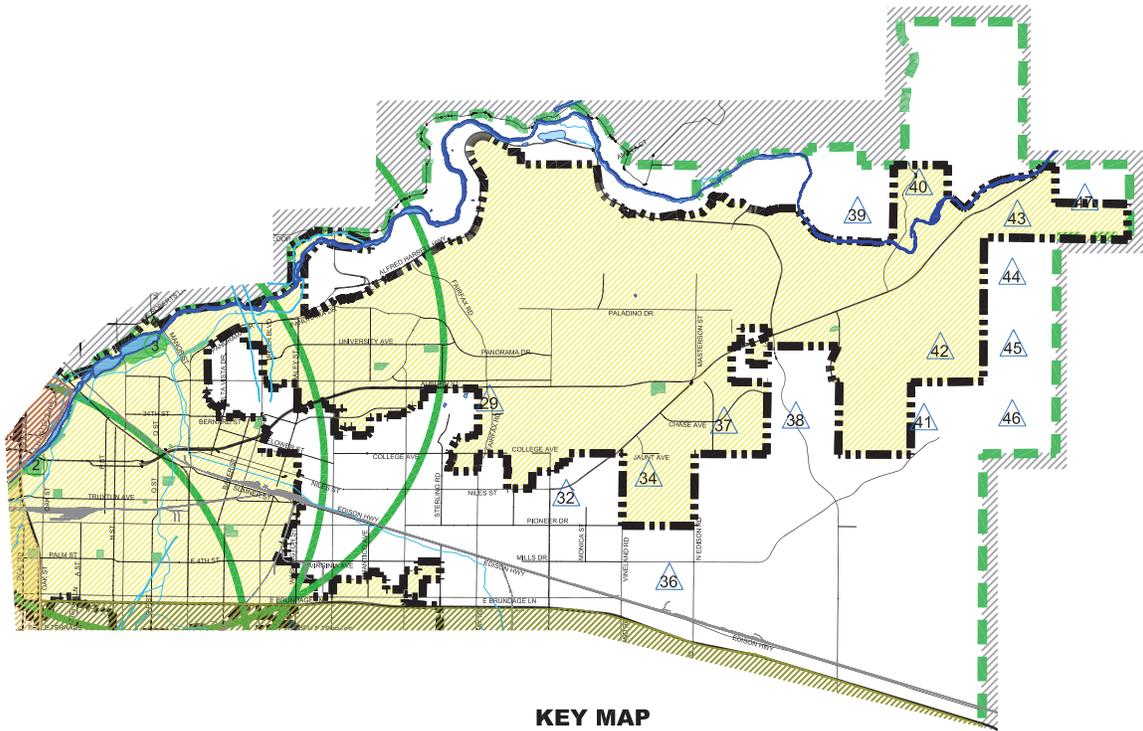
Notes:

¹ Park amenities shown represent facilities most requested by the community and that reflect trends in park and recreation facility development established by the National Recreation Parks Association. For a complete listing of park amenities, refer to Table 2-1.1 Existing City Park Amenities

² Total Existing Amenities include City of Bakersfield park facilities only.

³ McMurrey Aquatic Center is a Special Use Recreation Facility

Table 4-1B
Area B - Community Park
Park Amenity Surplus /Deficit Table



COMMUNITY PARKS

- ① The Park At River Walk
- ② Beach Park*
- ③ Kern River Parkway*
- ④ Patriots Park

*Park sites located in Area B

PROPOSED COMMUNITY PARKS

⬇ - ##? Park Name to be Determined

PROPOSED COMMUNITY (NE STUDY)

##? - ##? Park Name to be Determined

POTENTIAL COMMUNITY

⬆ - ##? Park Names to be Determined

SERVICE AREA LEGEND

- SERVICE RADI PARK
- COMMUNITY PARK 4 MILE RADIUS
- NEIGHBORHOOD & LOCAL PARK 0.75 MILE RADIUS

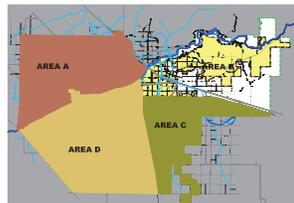
SERVICE AREA: THE GEOGRAPHIC AREA SURROUNDING A RECREATIONAL FACILITY ANTICIPATED TO SERVE THE RESIDENTS WITHIN THE SERVICE RADIUS AREA.

LEGEND

- CITY PARKS
- CITY BOUNDARY
- SPHERE OF INFLUENCE

Note: Facility maps include City Parks only and do not include North of the River Recreation and Parks District or Kern County Parks and Recreation Department facilities

KEY MAP



SCALE: 1"=7000'

**CITY OF BAKERSFIELD
SERVICE AREAS FOR EXISTING,
PROPOSED AND POTENTIAL
COMMUNITY PARKS**

AREA B

EXHIBIT 4.1B

**Area C - COMMUNITY PARK
EXISTING PARK AMENITY SURPLUS / DEFICIT**

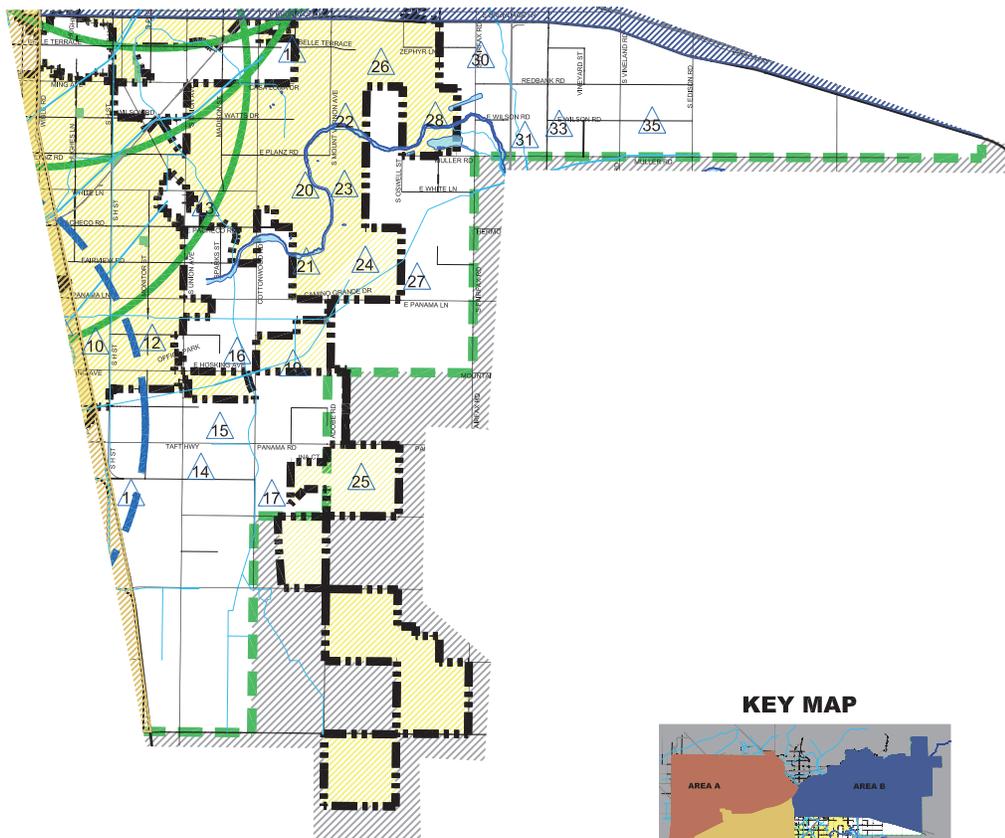
Park Amenities ¹	Area C - Community Park Total Existing Amenities ²	Comparison to Citywide Total
Amphitheater/Stage	0	5
Baseball Fields	0	0
Basketball Full Court	0	40
Biking/Walking/Jogging Trail (miles)	0	40
Child Play Area/Tot Lot (2-12 years)	0	86
Community Center	0	2
Dog Park	0	6
Family Picnic Facilities	0	37
Group Picnic Shelters	0	24
Gymnasium	0	1
Meeting Rooms	0	3
Multipurpose Field	0	4
Open Space Area	0	31
Senior Center	0	0
Skatepark	0	1
Soccer Field	0	5
Softball Fields	0	4
Splash/Water Play	0	5
Swimming pool	0	7
Teen Center	0	0
Tennis Courts	0	28
Volleyball Hard Court	0	6

Notes:

¹ Park amenities shown represent facilities most requested by the community and that reflect trends in park and recreation facility development established by the National Recreation Parks Association. For a complete listing of park amenities, refer to Table 2-1.1 *Existing City Park Amenities*

² Total Existing Amenities include City of Bakersfield park facilities only.

Table 4-1C
Area C - Community Park
Park Amenity Surplus / Deficit Table



COMMUNITY PARKS

- 1 The Park At River Walk
- 2 Beach Park
- 3 Kern River Parkway
- 4 Patriots Park

*Park sites located in Area C

PROPOSED COMMUNITY PARKS

① - ##? Park Name to be Determined

PROPOSED COMMUNITY (NE STUDY)

##? - ##? Park Name to be Determined

POTENTIAL COMMUNITY

△ - ##? Park Names to be Determined

SERVICE AREA LEGEND

- SERVICE RADIUS PARK
- COMMUNITY PARK 4 MILE RADIUS
- NEIGHBORHOOD & LOCAL PARK 0.75 MILE RADIUS

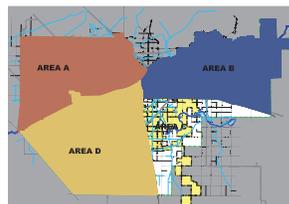
SERVICE AREA: THE GEOGRAPHIC AREA SURROUNDING A RECREATIONAL FACILITY ANTICIPATED TO SERVE THE RESIDENTS WITHIN THE SERVICE RADIUS AREA.

LEGEND

- CITY PARKS
- CITY BOUNDARY
- SPHERE OF INFLUENCE

Note: Facility maps include City Parks only and do not include North of the River Recreation and Parks District or Kern County Parks and Recreation Department facilities

KEY MAP



SCALE: 1"=7000'

**CITY OF BAKERSFIELD
SERVICE AREAS FOR EXISTING,
PROPOSED AND POTENTIAL
COMMUNITY PARKS**

AREA C

EXHIBIT 4.1C

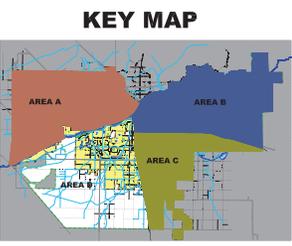
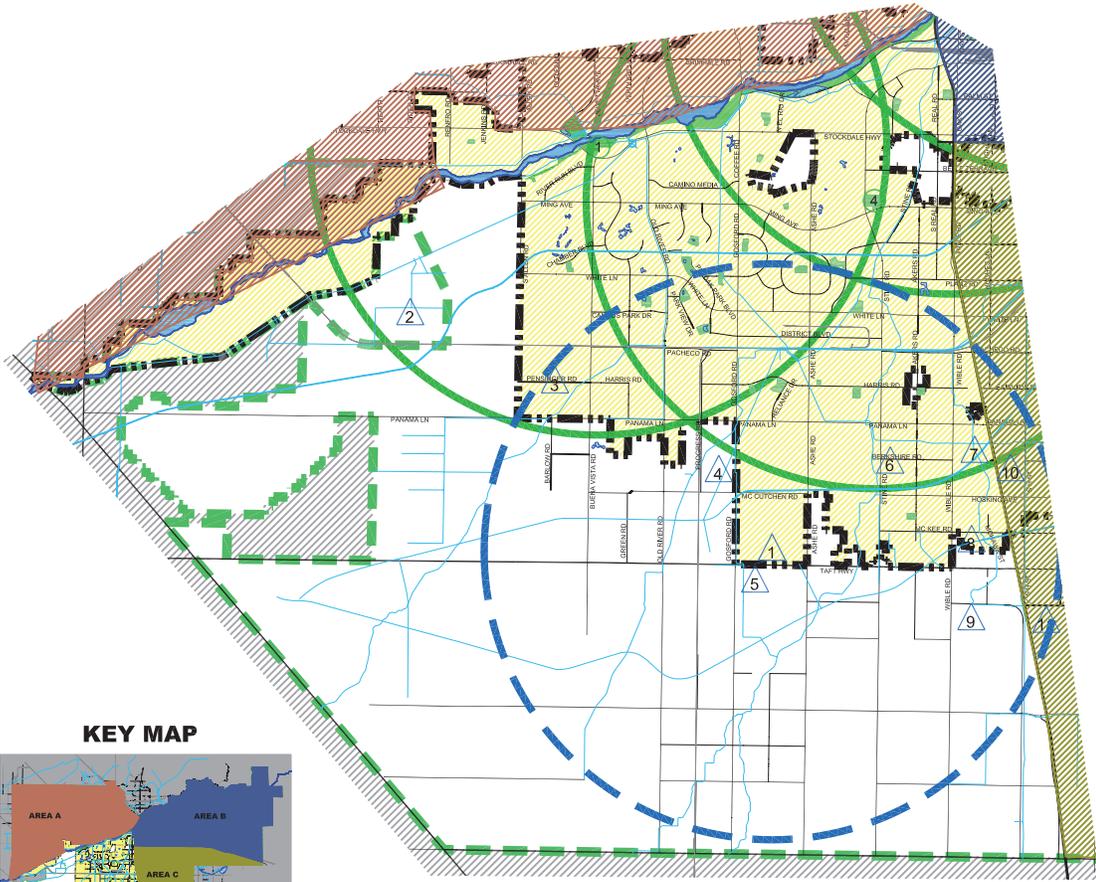
**Area D - COMMUNITY PARK
EXISTING PARK AMENITY SURPLUS / DEFICIT**

	The Park at Riverwalk	Patriots Park	Area D Total ²	Comparison to Citywide Total
Park Amenities¹				
Amphitheater/Stage	1	1	2	5
Baseball Fields		0	0	0
Basketball Full Court		2	2	40
Biking/Walking/Jogging Trail (miles)		0	0	40
Child Play Area/Tot Lot (2-12 years)	2	3	5	86
Community Center		0	0	2
Dog Park		0	0	6
Family Picnic Facilities	2	2	4	37
Group Picnic Shelters	4	2	6	24
Gymnasium		0	0	1
Meeting Rooms				3
Multipurpose Field				4
Open Space Area		1	1	31
Senior Center				0
Skatepark				1
Soccer Field		0	0	5
Softball Fields		2	2	4
Splash/Water Play				5
Swimming pool	1		1	7
Teen Center				0
Tennis Courts				28
Volleyball Hard Court		1	1	6

Notes:
¹ Park amenities shown represent facilities most requested by the community and that reflect trends in park and recreation facility development established by the National Recreation Parks Association. For a complete listing of park amenities, refer to Table 2-1.1 Existing City Park Amenities

² Total Existing Amenities include City of Bakersfield park facilities only.

Table 4-1D
 Area D - Community Park
 Park Amenity Surplus / Deficit Table



COMMUNITY PARKS

- 1 The Park At River Walk*
- 2 Beach Park
- 3 Kern River Parkway
- 4 Patriots Park*

*Park sites located in Area D

PROPOSED COMMUNITY PARKS

- ① - #? Park Name to be Determined

PROPOSED COMMUNITY (NE STUDY)

- #? - #? Park Name to be Determined

POTENTIAL COMMUNITY

- △ - #? Park Names to be Determined

SERVICE AREA LEGEND

SERVICE RADIUS  PARK

COMMUNITY PARK 4 MILE RADIUS
 NEIGHBORHOOD & LOCAL PARK 0.75 MILE RADIUS

SERVICE AREA: THE GEOGRAPHIC AREA SURROUNDING A RECREATIONAL FACILITY ANTICIPATED TO SERVE THE RESIDENTS WITHIN THE SERVICE RADIUS AREA.

LEGEND

CITY PARKS 

CITY BOUNDARY 

SPHERE OF INFLUENCE 

Note: Facility maps include City Parks only and do not include North of the River Recreation and Parks District or Kern County Parks and Recreation Department facilities



SCALE: 1"=7000'

**CITY OF BAKERSFIELD
 SERVICE AREAS FOR EXISTING,
 PROPOSED AND POTENTIAL
 COMMUNITY PARKS**

AREA D

EXHIBIT 4.1D

**Area A - NEIGHBORHOOD AND LOCAL PARK
EXISTING PARK AMENITY SURPLUS / DEFICIT**

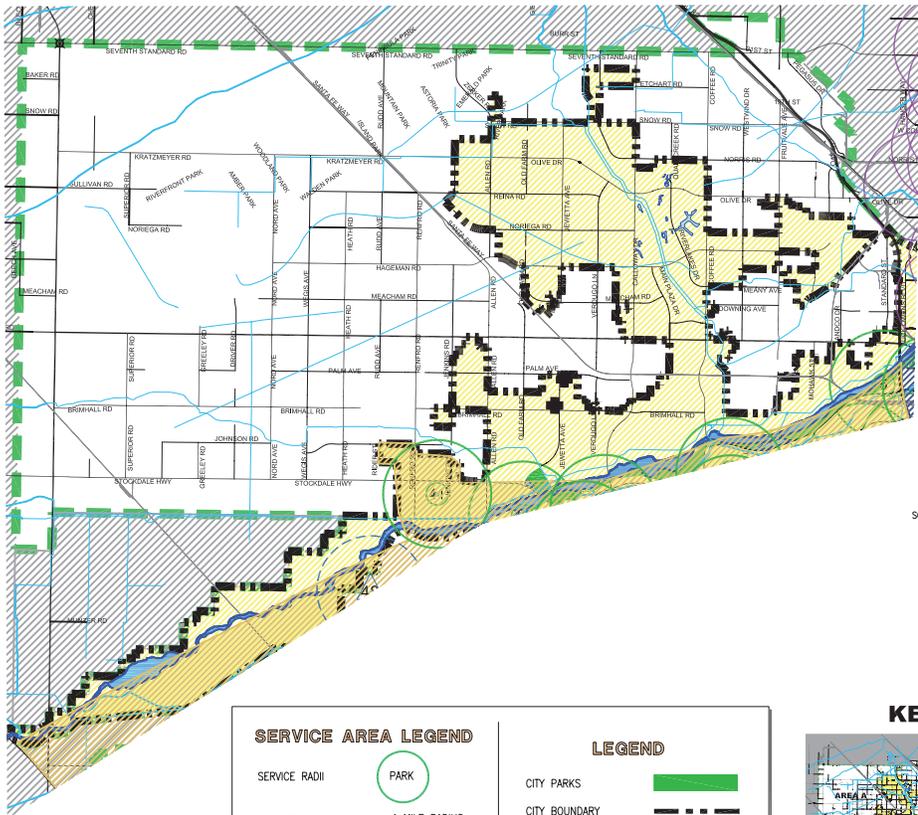
	Area A - Neighborhood Park Total Existing Amenities ²	Comparison to Citywide Total
Park Amenities¹		
Amphitheater/Stage	0	NA
Baseball Fields	0	NA
Basketball Full Court	0	NA
Biking/Walking/Jogging Trail (miles)	0	NA
Child Play Area/Tot Lot (2-12 years)	0	NA
Community Center	0	NA
Dog Park	0	NA
Family Picnic Facilities	0	NA
Group Picnic Shelters	0	NA
Gymnasium	0	NA
Meeting Rooms	0	NA
Multipurpose Field	0	NA
Open Space Area	0	NA
Senior Center	0	NA
Skatepark	0	NA
Soccer Field	0	NA
Softball Fields	0	NA
Splash/Water Play	0	NA
Swimming pool	0	NA
Teen Center	0	NA
Tennis Courts	0	NA
Volleyball Hard Court	0	NA

Notes:

¹ Park amenities shown represent facilities most requested by the community and that reflect trends in park and recreation facility development established by the National Recreation Parks Association. For a complete listing of park amenities, refer to Table 2-1.1 Existing City Park Amenities

² Total Existing Amenities include City of Bakersfield park facilities only. North of the River Park District facilities are not included - recommended standards are not applicable

Table 4-2A
Area A - Neighborhood and Local Park
Park Amenity Surplus / Deficit Table



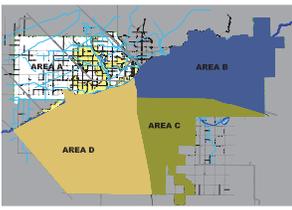
ALL PARKS IN AREA "A" ARE UNDER THE JURISDICTION OF THE NORTH OF THE RIVER PARK DISTRICT



SCALE: 1"=7000'

SERVICE AREA LEGEND		LEGEND	
SERVICE RADIUS	PARK	CITY PARKS	
COMMUNITY PARK	4 MILE RADIUS	CITY BOUNDARY	
NEIGHBORHOOD & LOCAL PARK	0.75 MILE RADIUS	SPHERE OF INFLUENCE	
<p>SERVICE AREA: THE GEOGRAPHIC AREA SURROUNDING A RECREATIONAL FACILITY ANTICIPATED TO SERVE THE RESIDENTS WITHIN THE SERVICE RADIUS AREA.</p>		<p>Note: Facility maps include City Parks only and do not include North of the River Recreation and Parks District or Kern County Parks and Recreation Department facilities</p>	

KEY MAP



CITY OF BAKERSFIELD
SERVICE AREAS FOR EXISTING, PROPOSED AND POTENTIAL NEIGHBORHOOD AND LOCAL PARKS
AREA A EXHIBIT 4.2A

**Area B - NEIGHBORHOOD AND LOCAL PARK
EXISTING PARK AMENITY SURPLUS / DEFICIT**

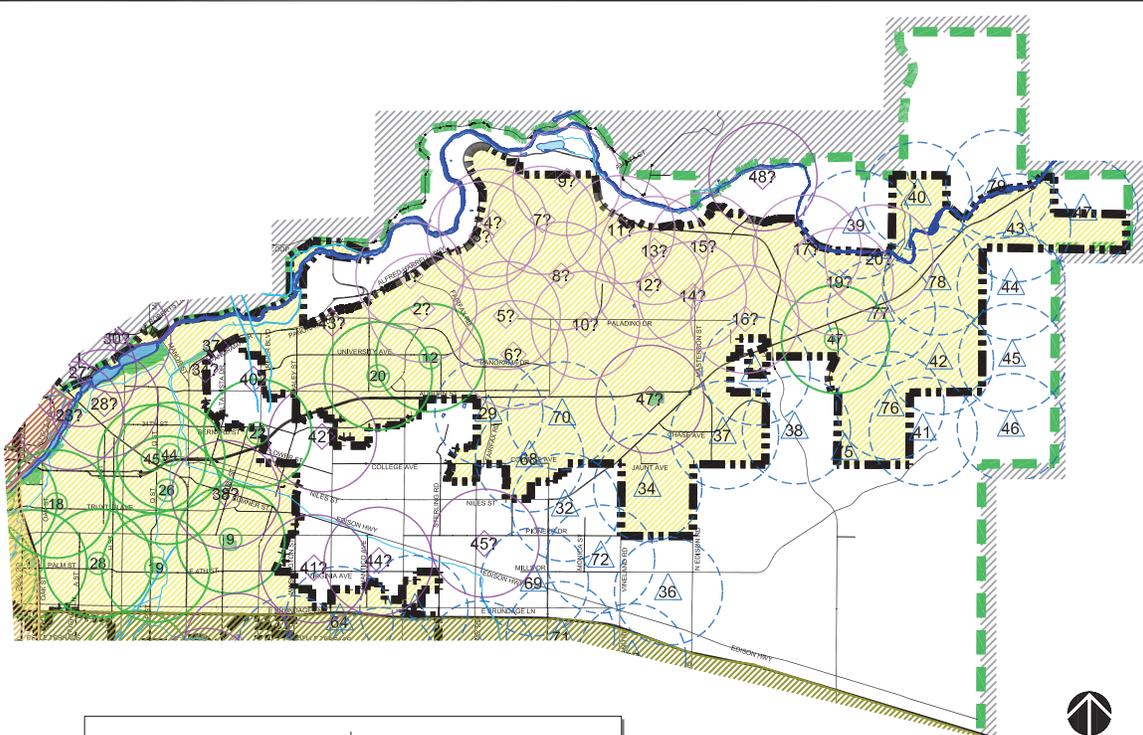
Park Amenities ¹	Neighborhood Parks										Local Parks		Area B Neighborhood and Local Park Total Existing Amenities ²	Comparison to Citywide Total	
	Dr. Martin Luther King, Jr. Park	University Park	Janao Park	Lowell Park	Siemon Park	Jefferson Park	Central Park	Beale Park	Solera Gardens	Area B Neighborhood Park Total	Joshua Park	Weill Park			
Amphitheater/Stage		1								3			0	3	5
Baseball Fields										0			0	0	0
Basketball Full Court	4	1	4	1	4	1	1	1	1	15			0	15	40
Biking/Walking/Logging Trail (miles)										0			0	0	40
Child Play Area/Tot Lot (2-12 years)	2	3	2	2	2	2	1	2	2	18			0	18	86
Community Center	1									1			0	1	2
Dog Park		1								1			0	1	6
Family Picnic Facilities	1							1	2				0	2	37
Group Picnic Shelters	1	1	1		1				4				0	4	24
Gymnasium	1									1			0	1	1
Meeting Rooms	2									2			0	2	3
Multipurpose Field			1							1			0	1	4
Open Space Area	1	1		1				1	4	1	1	2	6	31	
Senior Center										0			0	0	0
Skatepark										0			0	0	1
Soccer Field										0			0	0	5
Softball Fields										0			0	0	4
Splash/Water Play	1				1		1	1	3				0	3	5
Swimming pool	1	1		1	1				4				0	4	7
Teen Center										0			0	0	0
Tennis Courts	2	4	4	2	3		3	15					0	15	28
Volleyball Hard Court								0					0	0	6

Notes:
¹ Park amenities shown represent facilities most requested by the community and that reflect trends in park and recreation facility development established by the National Recreation Parks Association. For a complete listing of park amenities, refer to Table 2-1.1 Existing City Park Amenities

² Total Existing Amenities include City of Bakersfield park facilities only.

³ The recommended Park Amenities list represents a complete list of Community, Neighborhood and Local park amenities. Community Parks include all amenities. Neighborhood and Local Parks include an abbreviated list as indicated.

Table 4-2B
 Area B - Neighborhood and Local Park
 Park Amenity Surplus/Deficit Table



NEIGHBORHOOD & LOCAL PARKS

- | | |
|-------------------------------------|--------------------------|
| 5 Yokuts Park | 27 Windsor Park |
| 6 Pin Oak Park | 28 Beale Park* |
| 7 Wayside Park | 29 Garden Park |
| 8 Silver Creek Park | 30 Windermere Park |
| 9 Dr. Martin Luther King, Jr. Park* | 31 Deer Peak Park |
| 10 Campus Park South | 32 Corvallis Park |
| 11 Grissom Park | 33 Quailwood Park |
| 12 University Park* | 34 Wilderness Park |
| 13 Saunders Park | 35 Challenger Park |
| 14 River Oaks Park | 36 Stiern Park |
| 15 Haggin Oaks Park | 37 Kroll Park |
| 16 Seasons Park | 38 Westwood Park |
| 17 Centennial Park | 39 Castle Park |
| 18 Jastro Park* | 40 Stone Creek Park |
| 19 Lowell Park* | 41 Bill Park Greens Park |
| 20 Siemon Park* | 42 Amberton Park |
| 21 Tevis Park | 43 Coral Keys Park |
| 22 Jefferson Park* | 44 Joshua Park* |
| 23 Wilson Park | 45 Weill Park* |
| 24 Campus Park North | 46 Granite Pointe Park |
| 25 Planz Park | 47 Solera Gardens Park* |
| 26 Central Park* | 48 Weston Park |

*Park sites located in Area B

PROPOSED NEIGHBORHOOD & LOCAL PARKS

- ◇ - #? Park Name to be Determined
- PROPOSED NEIGHBORHOOD & LOCAL PARKS (NE STUDY)
- 1? - 20? Park Name to be Determined

POTENTIAL NEIGHBORHOOD & LOCAL PARKS (NE STUDY)

- △ - △? Park Names to be Determined

CITY OF BAKERSFIELD
SERVICE AREAS FOR EXISTING, PROPOSED AND POTENTIAL NEIGHBORHOOD AND LOCAL PARKS
AREA B EXHIBIT 4.2B

SERVICE AREA LEGEND

SERVICE RADII

COMMUNITY PARK 4 MILE RADIUS

NEIGHBORHOOD & LOCAL PARK 0.75 MILE RADIUS

SERVICE AREA: THE GEOGRAPHIC AREA SURROUNDING A RECREATIONAL FACILITY ANTICIPATED TO SERVE THE RESIDENTS WITHIN THE SERVICE RADIUS AREA.

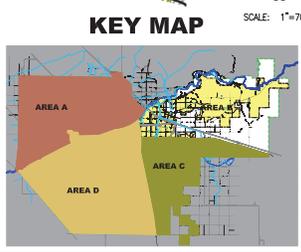
LEGEND

CITY PARKS

CITY BOUNDARY

SPHERE OF INFLUENCE

Note: Facility maps include City Parks only and do not include North of the River Recreation and Parks District or Kern County Parks and Recreation Department facilities



**Area C - NEIGHBORHOOD AND LOCAL PARK
EXISTING PARK AMENITY SURPLUS / DEFICIT**

Park Amenities ¹	Neighborhood Parks				Area C - Neighborhood and Local Park Total Existing Amenities ^{2,3}	Comparison to Citywide Total
	Weyside Park	Wilson Park	Planz Park	Siem Park		
Amphitheater/Stage					0	5
Baseball Fields					0	0
Basketball Full Court	1	1	1	1	4	40
Biking/Walking/Jogging Trail (miles)					0	40
Child Play Area/Tot Lot (2-12 years)	2	2	2	1	7	86
Community Center					0	2
Dog Park		1			1	6
Family Picnic Facilities	2	1	1	1	5	37
Group Picnic Shelters		2			2	24
Gymnasium					0	1
Meeting Rooms					0	3
Multipurpose Field					0	4
Open Space Area	1	1		1	3	31
Senior Center					0	0
Skatepark					0	1
Soccer Field					0	5
Softball Fields	1		1		2	4
Splash/Water Play	1		1		2	5
Swimming pool			1		1	7
Teen Center					0	0
Tennis Courts	1	2			3	28
Volleyball Hard Court	1	1			2	6

Notes:

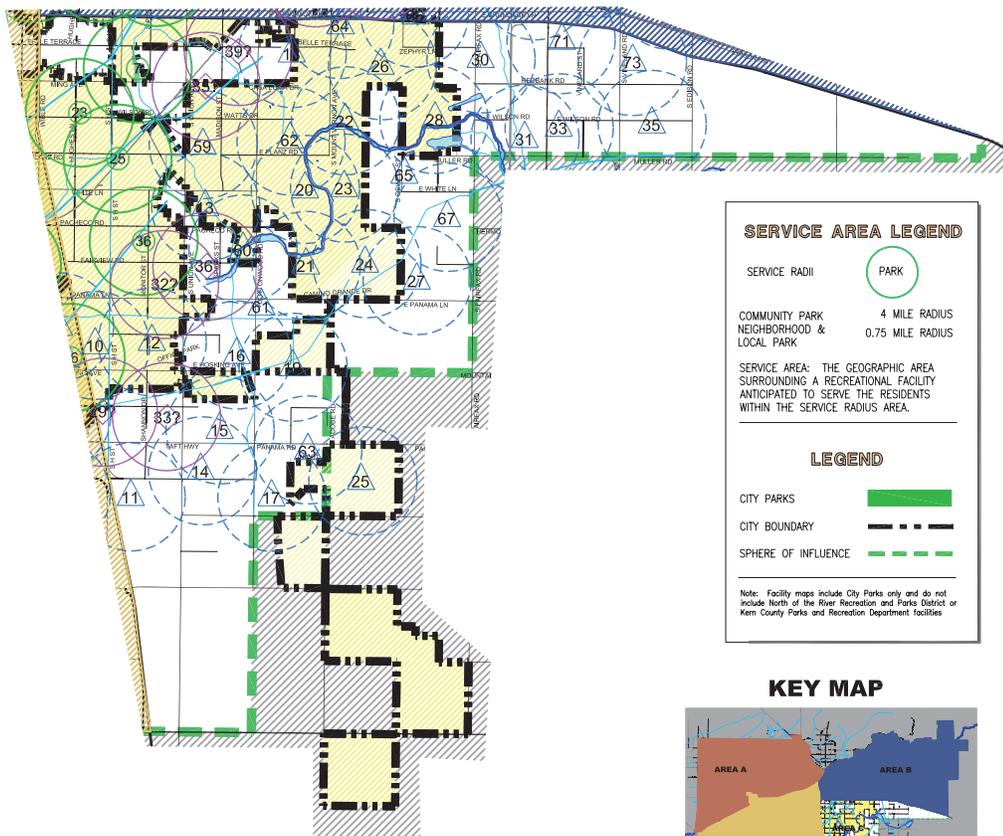
¹ Park amenities shown represent facilities most requested by the community and that reflect trends in park and recreation facility development established by the National Recreation Parks Association. For a complete listing of park amenities, refer to Table 2-1.1 Existing City Park Amenities

² Total Existing Amenities include City of Bakersfield park facilities only.

³ CSUB fields are not included in the existing facilities total.

⁴ The recommended Park Amenities list represents a complete list of Community, Neighborhood and Local park amenities. Community Parks include all amenities. Neighborhood and Local Parks include an abbreviated list as indicated.

Table 4-2C
Area C - Neighborhood and Local Park
Park Amenity Surplus / Deficit Table



SERVICE AREA LEGEND

SERVICE RADIUS: PARK

COMMUNITY PARK: 4 MILE RADIUS

NEIGHBORHOOD & LOCAL PARK: 0.75 MILE RADIUS

SERVICE AREA: THE GEOGRAPHIC AREA SURROUNDING A RECREATIONAL FACILITY ANTICIPATED TO SERVE THE RESIDENTS WITHIN THE SERVICE RADIUS AREA.

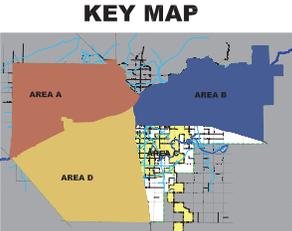
LEGEND

CITY PARKS:

CITY BOUNDARY:

SPHERE OF INFLUENCE:

Note: Facility maps include City Parks only and do not include North of the River Recreation and Parks District or Kern County Parks and Recreation Department facilities.



NEIGHBORHOOD & LOCAL PARKS

- | | |
|------------------------------------|--------------------------|
| 5 Yokuts Park | 27 Windsor Park |
| 6 Pin Oak Park | 28 Beale Park |
| 7 Wayside Park* | 29 Garden Park |
| 8 Silver Creek Park | 30 Windermere Park |
| 9 Dr. Martin Luther King, Jr. Park | 31 Deer Peak Park |
| 10 Campus Park South | 32 Corvallis Park |
| 11 Grissom Park | 33 Quailwood Park |
| 12 University Park | 34 Wilderness Park |
| 13 Saunders Park | 35 Challenger Park |
| 14 River Oaks Park | 36 Stern Park* |
| 15 Haggins Oaks Park | 37 Kroll Park |
| 16 Seasons Park | 38 Westwood Park |
| 17 Centennial Park | 39 Castle Park |
| 18 Jastro Park | 40 Stone Creek Park |
| 19 Lowell Park | 41 Bill Park Greens Park |
| 20 Siemon Park | 42 Amberton Park |
| 21 Tevis Park | 43 Coral Keys Park |
| 22 Jefferson Park | 44 Joshua Park |
| 23 Wilson Park* | 45 Walli Park |
| 24 Campus Park North | 46 Granite Pointe Park |
| 25 Planz Park* | 47 Solera Gardens Park |
| 26 Central Park | 48 Weston Park |
- *Park sites located in Area C

PROPOSED NEIGHBORHOOD & LOCAL PARKS

- Park Name to be Determined

PROPOSED NEIGHBORHOOD & LOCAL PARKS (NE STUDY)

- 207 Park Name to be Determined

POTENTIAL NEIGHBORHOOD & LOCAL PARKS (NE STUDY)

- Park Names to be Determined

CITY OF BAKERSFIELD

SERVICE AREAS FOR EXISTING, PROPOSED AND POTENTIAL NEIGHBORHOOD AND LOCAL PARKS

AREA C EXHIBIT 4.2C

SCALE: 1"=7000'

**Area D - NEIGHBORHOOD AND LOCAL PARKS
EXISTING PARK AMENITY SURPLUS / DEFICIT**

Park Amenities ¹	Neighborhood Parks																				Local	Area D Local Park Total	Area D Neighborhood and Local Park Total Existing Amenities ²	Comparison to Citywide Total										
	Yokuts Park	Pin Oak Park	Silver Creek Park	Campus Park South	Grisson Park	Saunders Park	Hoggin Oaks Park	River Oaks Park	Seasons Park	Centennial Park	Tevis Park	Campus Park North	Windsor Park	Garden Park	Deer Peak Park	Weston Park	Windermere Park	Qualwood Park	Conwallis Park	Wilderness Park	Challenger Park				Kroll Park	Westwood Park	Castle Park	Granite Pointe Park	Stone Creek Park	Bill Park/Greens Park	Amberbon Park	Area D Neighborhood Park Total	Coral Keys Park	
Amphitheater/Stage			1																										1	0	1	5		
Baseball Fields																														0	0	0	0	
Baseball Full Court	2	2		1	2		1	1	2	1		1	1	1	1					1						2	1			0	19	40		
Biking/Walking/ Jogging Trail (miles)																													0	0	0	0		
Child Play Area/Tot Lot (2-12 years)	2	1	2	2	2	2	2	1	2	2	2	2	2	2	1	2	2	2	3	2	2	1	2	2	2	2	2	1	2	52	2	2	54	86
Community Center			1																										1	0	1	2		
Dog Park								1	1																				3	0	3	6		
Family Picnic Facilities	1	1	1	1			1	4		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	24	0	24	37		
Group Picnic Shelters	4	2						1	3							1													11	0	11	24		
Gymnasium																													0	0	0	1		
Meeting Rooms			1																										1	0	1	3		
Multipurpose Field											2																		2	0	2	4		
Open Space Area	1	1	1	1	1		1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	20	1	21	31		
Senior Center																													0	0	0	0		
Skatepark																													0	0	0	1		
Soccer Field	1																												1	0	1	5		
Softball Fields																													0	0	0	4		
Splash/Water Play																													0	0	0	5		
Swimming pool			1																										1	0	1	7		
Teen Center																													0	0	0	0		
Tennis Courts		2	2			2		2																					8	0	8	28		
Volleyball Hard Court				1						2																			3	0	3	6		

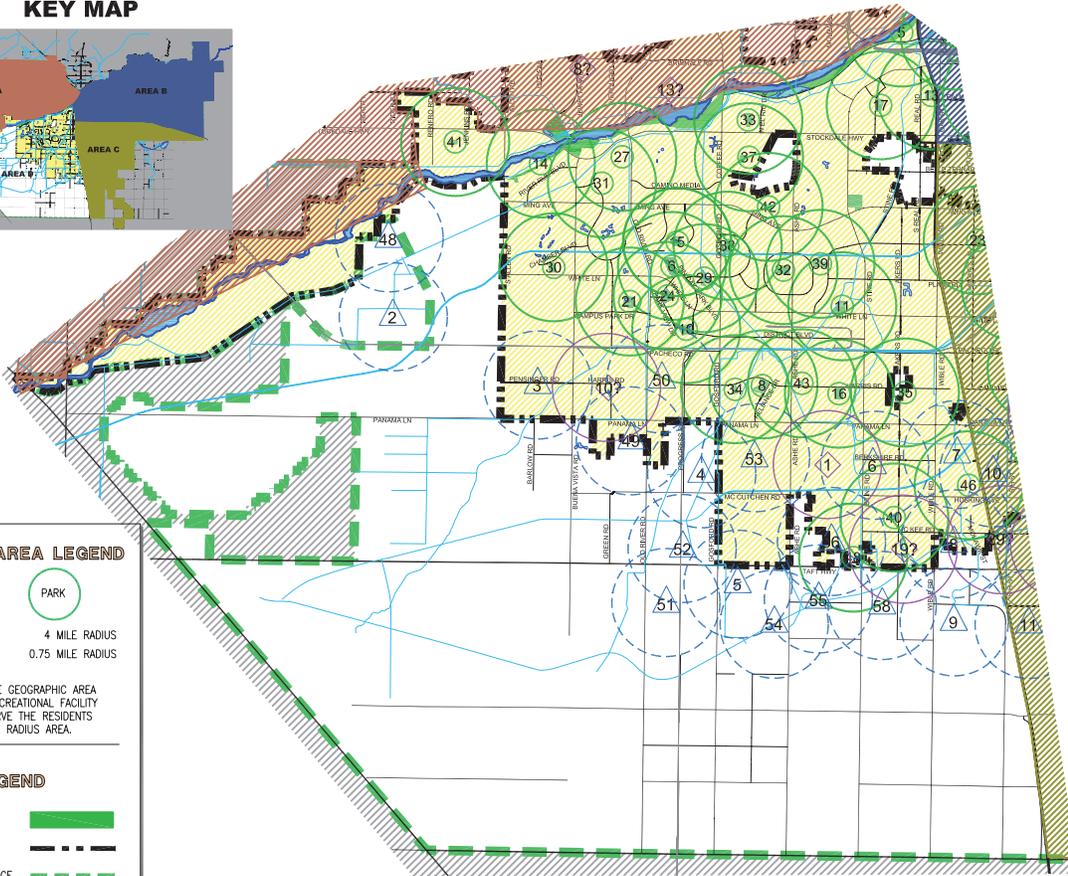
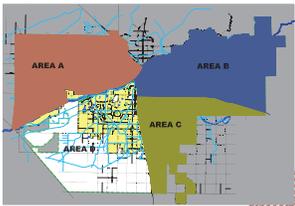
Notes:
¹ Park amenities shown represent facilities most requested by the community and that reflect trends in park and recreation facility development established by the National Recreation Parks Association. For a complete listing of park amenities, refer to Table 2-1.1 Existing City Park Amenities

² Total Existing Amenities include City of Bakersfield park facilities only.

³ The recommended Park Amenities list represents a complete list of Community, Neighborhood and Local park amenities. Community Parks include all amenities. Neighborhood and Local Parks include an abbreviated list as indicated.

Table 4-2D
 Area D - Neighborhood and Local Park
 Park Amenity Surplus / Deficit Table

KEY MAP



SERVICE AREA LEGEND

SERVICE RADIUS  PARK

COMMUNITY PARK 4 MILE RADIUS

NEIGHBORHOOD & LOCAL PARK 0.75 MILE RADIUS

SERVICE AREA: THE GEOGRAPHIC AREA SURROUNDING A RECREATIONAL FACILITY ANTICIPATED TO SERVE THE RESIDENTS WITHIN THE SERVICE RADIUS AREA.

LEGEND

CITY PARKS 

CITY BOUNDARY 

SPHERE OF INFLUENCE 

Note: Facility maps include City Parks only and do not include North of the River Recreation and Parks District or Kern County Parks and Recreation Department facilities

NEIGHBORHOOD & LOCAL PARKS

- | | |
|--|---|
|  Yakuts Park* |  Windsor Park* |
|  Pin Oak Park* |  Beale Park* |
|  Wayside Park |  Garden Park* |
|  Silver Creek Park* |  Windmere Park* |
|  Dr. Martin Luther King, Jr. Park |  Deer Peak Park* |
|  Campus Park South* |  Corvallis Park* |
|  Grissom Park* |  Quailwood Park* |
|  University Park |  Wilderness Park* |
|  Saunders Park* |  Challenger Park* |
|  River Oaks Park* |  Stiern Park |
|  Haggin Oaks Park* |  Kroll Park* |
|  Seasons Park* |  Westwood Park* |
|  Centennial Park* |  Castle Park* |
|  Jastro Park |  Stone Creek Park* |
|  Lowell Park |  Bill Park Greens Park* |
|  Siemon Park |  Amberton Park* |
|  Tevis Park* |  Coral Keys Park* |
|  Jefferson Park |  Joshua Park |
|  Wilson Park |  Weill Park |
|  Campus Park North* |  Granite Pointe Park* |
|  Planz Park |  Solera Gardens Park |
|  Central Park |  Weston Park* |
- *Park sites located in Area D

PROPOSED NEIGHBORHOOD & LOCAL PARKS

 - #?? Park Name to be Determined

PROPOSED NEIGHBORHOOD & LOCAL PARKS (NE STUDY)

 - 20? Park Name to be Determined

POTENTIAL NEIGHBORHOOD & LOCAL PARKS (NE STUDY)

 - #?? Park Names to be Determined



SCALE: 1"=700'

CITY OF BAKERSFIELD
SERVICE AREAS FOR EXISTING,
PROPOSED AND POTENTIAL
NEIGHBORHOOD AND LOCAL PARKS
AREA D EXHIBIT 4.2D

- c) Try to locate community park-type athletic field complexes adjacent to major arterials.
- d) Try to use community/neighborhood parks as focal points for community development. Seek to locate community parks to be highly visible and easily accessible.
- e) Consider community/neighborhood park locations adjacent to middle school sites when feasible.
- f) Provide appropriate buffers between community/neighborhood parks and adjacent residential development to help minimize noise and glare from lighted fields.
- g) Encourage the development of local nonprofit organization social and recreational facilities in those areas currently under served by City neighborhood parks.
- h) Seek to locate neighborhood parks and local parks adjacent to collector/local streets for safe, efficient, and convenient access. Access (vehicular access) off arterial streets should be discouraged.
- i) Try to locate community parks based on a 3- to 5-mile service radius to ensure even distribution of park facilities throughout the City. (Exhibit 4.1a-4.1d - *Service Areas for Existing, Proposed and Potential Community Parks*)
- j) Try to locate neighborhood/local parks based on a $\frac{3}{4}$ -mile service radius to ensure even distribution of park facilities throughout the City. (Exhibit 4.2a-4.2d - *Service Areas for Existing, Proposed and Potential Neighborhood and Local Parks*.)
- k) Make an effort to orient neighborhood and local parks to encourage convenient and safe pedestrian access.

Policy 2: Establish criteria for selecting land for potential parks (not including future parks sited within recorded Specific Plans)

Item 2.1: Consider requiring that any land identified for possible parkland possess the following attributes:

- a) Land acquisition for park purposes must be of minimum size to serve the purpose it is intended to serve, i.e. if a neighborhood needs sports fields, the park size should be large enough to accommodate the fields without sacrificing area for standard neighborhood park amenities.
- b) Parcels should preferably be vacant and undeveloped, although re-development or reconstruction opportunities should be considered as well.
- c) Avoid land that requires extensive hazardous material clean up. However, land that has already been cleaned up may be highly desirable for recreation and park uses.

Item 2.2: Seek to determine if any structures on the identified sites could be reused or retrofitted to meet City recreation needs. It is generally less expensive to reuse or retrofit existing buildings. All potential buildings should be evaluated for seismic and structural safety.

Policy 3: Providing parks and recreation facilities that compliment one another and are evenly distributed throughout the City.

Item 3.1: Try to locate new neighborhood and community parks to compliment the location of existing and future community/neighborhood parks. As much as possible locate Community parks centrally in the community with neighborhood and local parks distributed around the community park.

Item 3.2: Recognize that various other factors influence the location of parks and recreation facilities. Service areas are just one of several factors that should be used in determining the location of new parks in the City. These factors include:

- a) Land use availability.
- b) Landform and land usability.
- c) Compatibility with surrounding land uses.
- d) Location – Is the park easily accessible to residents of the surrounding neighborhood(s), either by walking, biking or public transportation?

Park Acceptance Policies

The Park Element of the General Plan also contains policies for requiring dedication of park land when development takes place and acceptance standards for the types of park land the City requires in these dedications. These policies include the following:

- ✓ Require that neighborhood parks be developed at a minimum ratio of 2.5 acres per 1,000 population. This requirement may be met all or in part by on-site recreation for such developments as Planned Unit Developments. The City of Bakersfield may allow credit to meet the neighborhood parks requirement.
- ✓ Allow the formation of special park districts which provide higher park standards than the minimum stated above.
- ✓ Require developers to dedicate land, provide improvements and/or in-lieu fees to serve the needs of the population in newly developing areas.
- ✓ Require developers of new subdivisions to show and adhere to park locations depicted in the Land Use Element of the General Plan and the Parks and Recreation Master Plan.
- ✓ Establish as a target that local parks and neighborhood parks within the City of Bakersfield jurisdiction be situated within three-quarters of a mile of residents they are intended to serve.

- ✓ Require the following minimum site size standards in planning and acquiring of local parks and playgrounds:

Local parks (public)	2.5 usable acres
Neighborhood parks/playgrounds	10.0 usable acres
Community park/playfield	20.0 usable acres

The above acreages are intended as guides for City parks and variations may be allowed based on constraints such as, land availability, natural obstacles, financing, funding and maintenance costs. The above acreage figures apply to “usable” acreage. “Usable” is defined as land that is capable of supporting active and passive recreation for individuals and groups. The land should be essentially flat land that can be developed for facilities and activity areas. The slope ratio should not exceed 4:1; land with unusually poor soil conditions and subject to flood water stagnation should not be accepted, or land impacted adversely by adjacent land uses should also not be accepted.

- ✓ Allow neighborhood park requirements to be met by community parks when such community parks are situated within, or at the boundaries, of neighborhoods and when they provide equivalent facilities.
- ✓ Encourage schools to make playgrounds and playfields available to local residents after normal school hours and on weekends.
- ✓ Pursue acquisition or long term lease of publicly-owned lands and utility rights-of-way as recreational facilities including trails, fields and/or picnic/tot-lots.
- ✓ Encourage development and maintenance of regional parks and recreational facilities by the County of Kern, the North of the River Recreation and Parks District and the State of California Department of Parks and Recreation.
- ✓ Whenever possible pursue parks as a component of proposed groundwater recharge areas.
- ✓ Plan for and expand recreation opportunities in connection with the development and conservation of appropriate areas along the Kern River.

- ✓ Designate multiple purpose areas for recreation and park use within the Kern River Plan area and in accordance with the goals and policies in the Kern River Plan Element.
- ✓ Accommodate social, cultural and ethnic needs in the design and programming of recreational spaces and facilities.
- ✓ Try to locate parks and design park facilities to meet the needs of all population segments including children, seniors and disabled.
- ✓ Attempt to provide special recreational programs for seniors on fixed incomes, latch-key children, and the economically disadvantaged.
- ✓ Locate and design local recreation and park areas for access to all age groups where practicable. Provide facilities for both active (play areas and courts) and passive (turf, walk-ways, trees and picnic facilities where possible) recreational activity.
- ✓ Operate programs at locations and times convenient to the users.
- ✓ Establish both passive and active park development in local parks to accommodate programmed activities and drop-in use. Some usable area should be held as open turf for free play.
- ✓ Encourage the development of parks adjacent to elementary and middle schools in order to provide a wider range of programs.
- ✓ Monitor program needs through surveys of neighborhood residents or other participation mechanisms and through periodic reviews of recreation and park needs.
- ✓ Promote the preservation of existing parks and encourage the development of other community facilities downtown, such as plazas, event space, gardens, public art, walking tours, museums, art centers, etc.
- ✓ Enforce dedication requirements and the development of the City of Bakersfield's specific trails plan.
- ✓ Encourage pedestrian and bicycle linkages between residential and commercial uses by both on road and off road bike trails.
- ✓ Encourage the establishment of equestrian trails where they link residential development to the Kern River Parkway trail in all possible areas.

- ✓ Design equestrian trails, hiking and bicycling rights-of-way to minimize user conflicts between them.
- ✓ Consider the lease of utility and/or railroad easements for recreational trails and trail links.
- ✓ Encourage functional design of park facilities to accommodate both recreational use and revenue generation.
- ✓ Encourage coordination in the acquisition, development and use of parks and schools to avoid duplication of facilities and provide economic use of public funds.
- ✓ Encourage the development of recreation programs by public agencies and sports organizations to involve more children and adults in outdoor recreation activity. Use volunteers to operate and maintain programs whenever possible.
- ✓ Continue to pursue the formation of Community Facilities Districts, especially in newly developing areas.
- ✓ Consider the establishment of a park impact fee charged to new commercial and industrial development. This fee would be for impacts commercial and industrial development create on recreation and park services and facilities.
- ✓ Continue the creation of benefit assessment districts for park acquisition, development and maintenance. These districts should conform as closely as possible to benefit service areas.
- ✓ Pursue expanding current park districts into a community-wide parks and recreation district to equitably distribute support for landscape maintenance of parkways, medians and the park system.
- ✓ Encourage the development of private and commercial recreation facilities under leases or concession agreements where such facilities are consistent with planned development and offer expanded recreation opportunities to the public.
- ✓ Pursue implementation of an Asset Management Program allowing for the generation of supplemental revenue to offset the cost of maintaining and operating the park system.
- ✓ Pursue the development of more lighted playing fields to extend playing time and offset the need for more fields on community park sites.

- ✓ Attempt to locate Community parks adjacent to or near arterials. Neighborhood parks should also be located adjacent to collector or local streets, rather than arterial streets.
- ✓ Wherever possible, situate swimming pools with convenient access to middle schools for possible joint programming.
- ✓ Consider designing vegetation, earth forms and activity areas to buffer noise, light, etc., from adjacent residents.
- ✓ Consider allowing the physical integration of canals in park areas where design measures can be incorporated to ensure public safety.
- ✓ Enforce to the extent possible all regulations regarding public safety, littering and drinking in public parks.
- ✓ Strive to ensure that all park facilities be developed consistent with policies in applicable planning documents and elements of the General Plan.
- ✓ Coordinate the location, planning, and functional uses of all recreation and park facilities with affected local governmental entities and where feasible, promote joint acquisition and/or development to assure effective coverage of all needs.
- ✓ Seek out and encourage the provision of volunteer assistance from civic organizations, special interest groups, and individuals to provide program leadership or facility development to augment recreation opportunities.
- ✓ Consider ways to facilitate the process of identifying and recognizing the City's historical heritage, the heart of historic Bakersfield, and to enhance the urban environment of the downtown area with plazas, walkways and outdoor event space.

The following park acceptance policies may be considered in addition to the General Plan policies.

Policy 4: Establishing criteria for park development.

Item 4.1: Consider using the community park guidelines and development standards outlined in the Park Development Guidelines.

Item 4.2: Consider using the neighborhood park guidelines and development standards outlined in the Park Development Guidelines.

Policy 5: Requiring that proposed parkland be reviewed and evaluated by the Planning Commission prior to City Council acceptance of parkland.

Item 5.1: Acceptance of parkland should be at the Planning Commission and City Council's discretion and, in exercising its discretion; the Planning Commission and Council may consider the following criteria, in addition to any other they deem relevant:

- a) Topography, soils, soil stability, drainage location of land in subdivision available for dedication.
- b) Size and shape of the subdivision and land available for dedication.
- c) Physical relations of the site to the surrounding neighborhood(s).
- d) Location of the site with regard to accessibility by neighborhood residents and contribution to neighborhood security.
- e) The amount, usability, and location of public-owned property available in combination with dedication lands in the formation of public parks and recreations facilities.

Policy 6: Establishing clearly defined criteria for determining appropriate park maturity level before acceptance of a park for public use.

Item 6.1: Consider requiring the developer or builder of each new turn key park to maintain the newly completed park for a one-year period. At the end of this mandated period, the City should meet with the developer's or builder's representative(s) to inspect the park and evaluate its

condition. The City may then elect to either accept maintenance and operation of the new park or issue a detailed letter to the developer or builder that identifies all items requiring replacement, adjustment or improvement. The developer or builder should have up to 60 days to address the City's concerns, then another inspection should be scheduled with City staff.

Policy 7: Identifying community / subdivision design features that are ineligible for park credit.

Item 7.1: Consider prohibiting park credit for community or subdivision design features which do not provide recreational functions. Design features not eligible to receive park credit may include, but are not limited to, the following:

- a) Planning area edges.
- b) Landscaped community or subdivision entries or medians.
- c) Meandering streams, fountains or other water features
- d) Paseos, greenbelts, trails, walkways, setbacks and other similar features that are used for transportation and are not destinations in and of themselves.
- e) Streetscapes
- f) Slopes greater than 3:1
- g) Easements
- h) Sites with an average gradient of more than 5% (rough grade).
- i) Sites with drainage structures (box channels, swales, etc.) designed for less than a 10-year storm event.

Policy 8: Developing a consistent system for determining credit for private parks and recreation expenditures.

Item 8.1: Follow the guidelines and standards contained in Bakersfield Municipal Code 15.80.120 for determining what credit shall be given to developers for private parks and recreation expenditures made to improve public parks within their proposed developments.

Facility Needs Ratio Policies

Policy 9: Annually reviewing, during the City's budget process, the recreation facility needs presented in this Master Plan in order to ensure the City is meeting the current and future recreational demands of Bakersfield residents.

Item 9.1: As part of the annual budget process, explore all available opportunities to meet or reduce the deficit of Recreation and Park facilities as shown in this Master Plan.

Item 9.2: As new facilities come on line, update the inventory of recreation facilities presented in this Master Plan.

Community Park Programming

Policy 10: Establish a base level for facilities and service area radius for a typical community park

Item 10.1: Consider defining base-level park development guidelines for community parks (see Table 4.3, *Base Level Development Guidelines for Community Parks*).

Item 10.2: Strive to locate community parks within a 3- to 5-mile service radius.

Neighborhood Park Programming

Policy 11: Establish a base level for facilities and service area radius for a typical neighborhood/local park

Item 11.1: Consider defining base-level park development guidelines for neighborhood/local parks (see Table 4.4, *Base Level Development Guidelines for Neighborhood Parks*).

Item 11.2: Strive to locate neighborhood/local parks within a 3/4-mile service radius.

Special Purpose Park
Programming Policies

Policy 12: Establishing criteria for special purpose amenities.

Item 12.1: Try to ensure special purpose park amenities provide a minimum base level of facility size to serve the purpose it is intended to serve, i.e. spray park, skateboard parks, dog parks, etc. are large enough to accommodate their anticipated attendance.

Policy 13: Seeking land opportunities in the City to accommodate ball fields for organized youth leagues.

Item 13.1: Support joint use of school facilities by the City's organized youth leagues.

Item 13.2: Consider making accommodation of league fields within community park facilities a priority.

Item 13.3: Try to support league field financing options, which include shared cost facilities (land and improvements), matching fund scenarios, and leased land.

Existing Park Site
Enhancement Policies

Policy 14: Evaluating existing parks on a regular basis and identifying those sites that require enhancement, renovation and/or improvements.

Item 14: Strive to assign high priority to improvement, rehabilitation and renovation of existing parks.

Park Implementation Policies

Policy 15: Striving to streamline and simplify the park planning and review process.

Item 15.1: Strive to develop an internal process for resolving conflicting views, issues and ideas between departments that may arise during the park planning and review process. It is important that the City communicates with the builder/developer with one unified voice.

Item 15.2: Try to avoid prolonged delays in processing park plans. In general, the total City review period, inclusive of

plan checks, landscape plan review, Technical Committee review, bidding for and selecting a landscape architect and issuance of mass-grading permits should generally take four to six months. Longer delays may occasionally be necessary for controversial or extremely complicated projects; however, the City should strive to review and approve park plans in less than six months.

Policy 16: Developing a procedure to review potential developments that would assure adequate and useable parks are provided for the community.

Item 16.1: Seek to establish detailed capital costs for future park facilities as part of the Park In- Lieu fee schedule process with staff representatives from every department involved in the fee schedule development, including the Planning and Building Department, Public Works and the Finance Department.

Item 16.2: Proposed parks should be evaluated by City staff for potential safety concerns. Preferably this evaluation should occur during the processing stage once park plans have been submitted to the City for review. Potential safety or health concerns should be identified and submitted in writing to the applicant, land owner, developer or other responsible party with a deadline identified for correction of any existing or potential safety or health violations.

Policy 17: Reviewing and updating the City's existing process for planning, designing and constructing new parks.

Item 17.1: Strive to implement park development policies and procedures for the design and construction of new parks that involve City departments such as Planning and Building, Recreation and Park Maintenance/Public Works, as part of the initial design development process.

Policy 18: Preparing conceptual master plans for each existing, planned and future park.

Item 18.1: Strive to ensure that the placement of buildings, open air facilities, and landscape plantings are unified, functionally-related to, and compatible with adjacent uses.

Item 18.2: Try to coordinate the locations and species of plants with architectural and site design.

Item 18.3: Make every effort to confirm that the program and facilities of each park are compatible with its location and role as identified in the citywide Parks Master Plan.

Item 18.4: Consider the context of local history and culture when developing the park theme. Try to utilize available historic artifacts and other resources where possible.

Item 18.5: Try to endeavor to design and build all parks and recreation facilities to be fully accessible to all park users.

Item 18.6: Try to endeavor to develop a site plan that ensures optimum comfort and security for all park users.

Item 18.7: Seek to achieve a creative balance of functional and aesthetic criteria in the design of each park.

Item 18.8: Try to ensure that the design is compatible with previous planning documents, including the Parks and Recreation Master Plan and meets budget requirements.

Policy 19: Evaluating the City's existing process for building and developing parks and recreation facilities.

Item 19.1: Consider whether or not the City should have developers build parks. Some advantages for having the City assume primary responsibility for building and developing parks and recreation facilities include:

- a) The City has direct control over park design and construction.
- b) The City can directly set the parameters for park design.

- c) Extensive coordination with developers and three-party contracts is very time-consuming and staff-intensive. Having the City take charge of building and developing the parks and recreation facilities would reduce coordination time with developers, developers' design teams and time spent overseeing three-party contracts.
- d) Ensure that parks are built with the recreation facilities that the City really needs (i.e., facilities identified in the Needs Analysis).

Item 19.2: Explore the option of a City-hired project management firm that works on behalf of the City. Employing an outside project management firm can offer several advantages over hiring additional City staff for potentially short term park projects. Some of these advantages are identified below:

- a) Allows the City to hire an outside firm that specializes in overseeing park construction. Such firms are often successful in streamlining the park design and construction process, keeping park projects on or under budget and on schedule, ensuring that park quality/integrity is not compromised, and seeing that finished parks are well designed and do not require above average maintenance.
- b) City staff is freed from the time-consuming task of overseeing the designing and building of new parks and recreation facilities.
- c) Outside project management firms can be extremely helpful for short term projects lasting from two to seven years. At the end of the time, the firm's contract is complete and the City can elect to: 1) renew, 2) extend or 3) not renew the firm's contract.

- d) Allows the City to benefit from the experienced staff of a project management firm, without requiring the City to pay the firm's employees costly benefits (e.g., retirement benefits, health care benefits, life insurance benefits, etc.).

Outside project management firms may be better able to focus on a park project, versus in-house staff that may be overloaded with work assignments and cannot devote much attention to one particular park project.

Other Facility Implementation Policies

The following are guidelines the City may wish to consider and develop into policy in order to work toward a better working relationship with the various school districts and to help meet its facility and programming needs by coordination with schools for development of facilities and implementation of programs:

Item 4.1: Try to locate community parks adjacent to middle schools, when mutually agreeable to both the City and the appropriate School District.

Item 4.2: Seek coordination with the School Districts to ensure that locations of existing and future portable classrooms on elementary, middle school and high school campuses minimize the impact on available field space.

Item 4.3: Consider using the school service radius areas (Exhibit 4.3a-4.3d Existing Schools) as criteria to determine which City neighborhoods have the greatest priority for developing public open space, fields and recreation facilities.

Item 4.4: Wherever possible encourage the development of community park sites adjacent to middle school sites to maximize school athletic space for community sports groups through joint use agreements with school districts.

Item 4.5: Consider encouraging development of neighborhood

parks adjacent to elementary and middle schools to provide the opportunity for shared use of playgrounds, fields, picnic facilities and sports courts through joint use agreements.

Item 4.6: As time and resources permits, pursue review of the existing joint use agreements with school districts to improve and expand the City's ability to provide more recreation programs for the community.

Item 4.7: Try discussing issues with the school districts that would expand an agreement to include reciprocal no-fee use policies and possible development of recreation facilities on school properties. The facilities could be used by schools during the day and City or community programs after school and evenings. These facilities could include sport courts, lighted ball fields, gymnasiums, theatres, and swimming pools.

Item 4.8: Try to identify and address problematic issues associated with existing joint use agreements with the school districts. These issues may include scheduling, maintenance and operation, usage conflicts, shared maintenance costs, etc. It is recommended that each joint use agreement be as specific as possible relative to the times and days of the week each group will be able to use the recreation facilities and sports fields. The agreement should specify the waiver of rental fees and identify each group's responsibility for the costs for maintenance and operations including security, utilities and replacement costs. The agreement should also set forth a procedure for quick arbitration of possible conflicts.

Item 4.9: Try working with school district staff to improve facility appearance and make school facilities more "user friendly" for after school and evening participants. Suggest possible solutions such as assigning City staff on school sites to coordinate recreation uses and installing improvements such as enhanced lighting and

informational signs on school sites. Private security firms may also be considered to ensure public perception of a safe environment.

Item 4.10: Consider assigning a single contact person for the City and a single contact person for each school district that the City has an agreement with to have the responsibility of coordinating the agreements and resolving issues or conflicts.

Item 4.11: Pursue the development of site agreements or Memorandums of Understanding (MOUs) between community groups using specific school facilities under the umbrella of the agreements the City has with the school districts. This will decrease the number of issues relating to who's responsible for what when there is third party use of school facilities.

Item 4.12: Encourage City and school district staff to meet at least quarterly to discuss maintenance and operations issues. Meeting minutes should be typed up and distributed to all participants to allow for quick identification of any possible misunderstandings. The minutes should also identify issues and items requiring further follow up.

Item 4.13: Seek opportunities to satisfy field space demands of sports leagues by installing artificial turf so that increased use does not further impact park and school fields.

Item 4.14: Explore opportunities to work with County and/or State Park and Recreation agencies to develop multi-purpose fields on county regional facilities to satisfy some of the demands for sports fields.

Item 4.15: Explore opportunities to lease land, provide conduit financing or develop joint use agreements with private operators of recreation facilities such as Batting Cages, Sports Field Complexes, Dance Studios, Fitness/Health Centers, Community Theatres, and Gymnasiums.

Park Financing Policies

To develop recreation facilities that will generate revenues to offset operating costs the City may want to try to follow the following policies:

Policy 20: When developing recreation facilities, the design could include opportunities to generate revenue from admission, asset management, user fees and possibly parking.

Policy 21: Recommend, when appropriate, fee schedules for programs and uses that cover costs, including an appropriate percentage of fees to cover overhead should be considered.

Policy 22: Prior to development, seek to identify staffing requirements and operational and maintenance costs of recreation facilities to adequately plan for future budget considerations.

Operations and Maintenance Policies

Policy 23: Try to identify operational and maintenance costs of each facility prior to improving existing or developing new facilities to adequately plan for future budget considerations. The plan could address implementing a user fee schedule and policies that identify an adequate overhead charge for program and users fees as well as cover direct program costs. The plan could also suggest policies concerning what program fees and overhead costs may be waived.

PARK DEVELOPMENT GUIDELINES

Community Park Guidelines and Development Standards

Purpose: Community parks are intended to provide community-wide recreational facilities and a greater variety of recreation opportunities than a neighborhood park. Community parks can provide a wide variety of uses such as swimming pools, athletic fields, community/recreation centers, cultural centers, picnic areas and gardens. Community parks also serve neighborhood park needs for the immediate neighborhood.

Size: The desirable size of a Community Park is between 20 (20-acre net minimum) to 40 acres - the size of a Community Park may vary subject to land availability, budget constraints,

topography, and location. For example, if a Community Park is built in conjunction with a large middle school and there is a joint use agreement in place, then the Community Park could contain fewer acres and still satisfy community needs.

Area: A community park usually services several neighborhoods within a radius of three to five miles.

Base Level Park Development Guidelines for Community Parks: Each community park has a minimum base level of development, as identified in Table 4-3, *Base Level Park Development Guidelines for Community Parks*.

Community Park Development Standards: Community parks can be developed adjacent to or in joint use with elementary or middle schools. Community Park sports fields and hard court facilities should be lighted for evening use.

- ✓ Access should be provided in close proximity to public transportation or make provisions for public transportation.
- ✓ Community parks should have full street improvements and utility connections including, but not limited to, curbs, gutters, grading, automatic irrigation systems (within rights-of-way), turf, walkways and walkway lighting, street paving, traffic control devices, street trees, and sidewalks.
- ✓ Community Parks should have fencing or walls, where appropriate, along the property line of that portion of the subdivision contiguous to the dedicated land.
- ✓ Community Park sites should have enhanced drainage systems with special consideration given to possible installation of subsurface drainage systems in the sports fields.
- ✓ Community Parks should have other off-site improvements which are essential to the acceptance of land for recreation purposes.
- ✓ When possible, Community Parks should be located adjacent to school sites or other public facilities and existing or proposed trails.
- ✓ Community Parks should be designed to promote public security and facilitate surveillance by law enforcement.

Park Type	Min/Max Size	Minimum Base Recreation Facilities		Support Facilities	Optional Facilities
Community	20-40 acres	<ul style="list-style-type: none"> ▪ Tot Lot/Playground 1 ▪ Informal/Open Space¹ 1 ▪ Open Picnic Tables 12 ▪ Picnic Shelters ² 4 ▪ Barbecues 16 ▪ Basketball: informal 2 ▪ Lighted Tennis Courts 2 ▪ Volleyball 2 		<ul style="list-style-type: none"> ▪ Public Restrooms ▪ Trash Receptacles ▪ Maintenance Bldg. ▪ Concession Bldg (3,000 to 5,000 s.f.) ▪ On-site parking for 150–200 cars 	<ul style="list-style-type: none"> ▪ Lighted Baseball Fields (practice and game) ³ ▪ Lighted Softball Fields (practice and game) ³ ▪ Performing Arts Center ▪ Senior Center ▪ Gymnasium ▪ Community Center ▪ Swimming Pool or Aquatics Complex ▪ Skate Park ▪ Arena Soccer ▪ Archery/Jogging/ Exercise Course ▪ Historical and/or Cultural Facilities ▪ Teen/Multipurpose Ctr. ▪ Dog Park ▪ Lighted Soccer Fields (practice and game) ³
<p>Notes:</p> <p>¹ All informal/open space areas should have a maximum 2% gradient.</p> <p>² Picnic shelters for group-type structures should accommodate six to ten picnic tables beneath the shelter.</p> <p>³ Practice fields can be accommodated in the informal/open space area(s)</p>					

Neighborhood Park Guidelines and Development Standards

Purpose: Neighborhood/Local parks are intended to provide for the daily recreation needs of residents in the immediate vicinity of the park. Primary uses can include passive, open space, active play area, picnic areas and practice play fields with limited lighted facilities.

Size: Desirable usable size is between 10 to 19 acres. Neighborhood parks may be smaller if needed to deliver neighborhood recreation but new acquisitions or dedications should not be less than ten net acres in size, unless there are substantial reasons for accepting less.

Service Area: 3/4 mile.

Base Level Park Development Guidelines for Neighborhood Parks: Each neighborhood park should have a minimum base level of development, as identified in Table 4-4 *Base Level Park Development Guidelines for Neighborhood Parks*.

Neighborhood Park Development Standards:

- ✓ Elementary schools usually can serve the function of a neighborhood park for utilization of sports fields with limited lighted facilities. The minimum size of a neighborhood park site may be lowered if the park site is adjacent to an elementary or middle school, and there is a joint use agreement to share facilities, however this guideline does not apply to giving park credit to developers.
- ✓ The service area of a neighborhood park should not be divided by natural or manmade barriers such as thoroughfares, irrigation canals, or drainage channels.
- ✓ Neighborhood parks should be located centrally to the residential development served whenever possible.
- ✓ Whenever possible, new neighborhood parks should be located adjacent to special community facilities such as, Boys & Girls Clubs, YMCAs, Day Care Centers, etc.
- ✓ Neighborhood parks should be designed to be easily accessible to students walking to school.
- ✓ Neighborhood parks should have full street improvements and utility connections including, but not limited to, curbs, gutters, grading, automatic irrigation systems (within the right-of-way), turf, walkways, walkway lighting, street paving, traffic control devices, street trees and sidewalks, where feasible. A restroom building should be included as an optional amenity in the park site design program when requested by the City.
- ✓ Neighborhood park sites should be selected to allow public streets to surround all sides of the park site. Neighborhood parks should have fencing or walls along the property line of that portion of the subdivision contiguous to the dedicated land when approved by the Planning Commission and City Council.
- ✓ Neighborhood park sites should have enhanced drainage systems.

- ✓ Neighborhood parks should have other off site improvements which are essential to the acceptance of the land for recreational purposes and complement community park facilities and uses.

Park Type	Desirable Size	Minimum Base Recreation Facilities		Support Facilities
Neighborhood	10-19 acres	<ul style="list-style-type: none"> ▪ Tot lot/playground ▪ Informal/open space (minimum 2 acres open space field at 2% gradient) ▪ Open picnic tables ▪ Picnic shelters¹ ▪ Barbecues ▪ Basketball ▪ Volleyball ▪ Paved walkways ▪ Trash receptacles ▪ On-site parking for 15-20 cars 	<p>1</p> <p>1</p> <p>4</p> <p>1</p> <p>5</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p> <p>1</p>	<ul style="list-style-type: none"> ▪ Public restrooms ▪ Tennis courts (fenced) ▪ Roller hockey rink ▪ Sand volleyball ▪ Jogging path ▪ Water spray playground ▪ Softball: practice only ²
Notes:		¹ Picnic shelters for group-type structures must accommodate six to ten picnic tables beneath the shelter ² Practice fields can be accommodated in the informal/open space area(s)		

RECREATION PROGRAMMING POLICIES & GUIDELINES

Recreation programs are important in Bakersfield. Staff has done an excellent job providing programs and services with limited resources. The challenge will be how to continue to respond to a very diverse community and provide the necessary facilities and services efficiently and effectively under the current budget constraints. The following policies and guidelines are offered to enhance the provision and coordination of existing programs and develop new programs to meet community needs. City staff has already implemented some of the suggested practices in part and does an excellent job responding to the community’s recreation needs.

After reviewing these policies staff may wish to revisit and reevaluate some of the current methods of delivering services as it works through its annual work program and begin to bring them in line with the suggested policies below.

Policy 24: Ensuring that there are accessible parks and recreation facilities and programs that provide a positive experience and meet community needs.

Item 24.1: Consider pursuing ways to develop plans for new community centers that include such facilities as gymnasiums, multi-purpose facilities for large gatherings, and banquet and performing arts venues in order to expand program opportunities for all areas of the community.

Item 24.2: Utilize available facilities throughout the City for programs and activities for all residents. Coordinate use of facilities with the local school districts. Explore the use of off-site facilities for recreation classes and activities including use of County facilities, as well as vacant commercial or industrial sites.

Policy 25: Enhancing the quality of life in the community by providing positive recreation programs, leisure opportunities and community services to meet the diverse needs of City residents.

Continue to expand recreation classes for all ages, including the elderly, handicapped, and economically disadvantaged, especially in the areas of physical health and cultural arts.

Item 25.1: Try to create more family oriented intergenerational events that emphasize participation rather than competition.

Item 25.2: Try to create more activities that appeal to the "between" ages: 16-30 and 45-60. Those age groups are typically classified as pre-teens or adults with or without families, but not yet seniors.

Item 25.3: Try to make revenue development a priority to ensure funding for delivery of recreation services.

Policy 26: Building and maintaining community partnerships. The City should consider taking the lead in assuring that all

recreation and community service providers in the area have an opportunity to meet and share resources.

Item 26.1: Strive to build and maintain the commitment of developing community partnerships to effectively provide programs and services that respond to community needs and avoid duplication of services.

Item 26.2: Make an effort to work with various civic, service and nonprofit organizations to provide programs and services for Bakersfield citizens. The City should continue to support and coordinate with groups such as the Boys & Girls Clubs, YMCA, County and others to fill programming gaps and effectively provide services.

Item 26.3: Strive to continue to form partnerships with local businesses to co-sponsor events and community activities.

Item 26.4: Try to meet with local youth sports groups at least annually to coordinate schedules and use of facilities.

Policy 27: Responding to community needs by providing quality service to the community through the Department's management philosophy, structure and employees.

Item 27.1: Endeavor to continue to improve the activity brochure. Consider using space to provide listings for other service providers in the community.

Item 27.2: Continue to utilize City's website to promote programs and services. Consider expanding the opportunity to link to other service providers in the area.

Item 27.4: Seek ways to provide customer service training for staff members. Try to provide other training opportunities that empower staff to do the very best job they can.

Item 27.5: Continue to review and revise operational policies to ensure that programs and services can be offered

effectively and efficiently. Try to develop policies that ensure that services are available to all residents without barriers or limitations to program access.

Item 27.6: Continue to work with the County and other local service providers to try to assure that the Human Services needs of the community are being met.

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Chapter 5 | Fiscal Analysis



5.0 - FISCAL ANALYSIS AND CAPITAL IMPROVEMENT PROGRAM

SCOPE AND PURPOSE

This section deals with the costs for upgrading and renovating existing facilities; the cost for acquisition and development of proposed new facilities; the costs for maintenance and operations of recreation and park facilities and the suggested methods for funding, financing and developing revenue streams to pay for these costs.

INTRODUCTION

While developing a comprehensive Recreation and Parks Master Plan to determine the community's needs and priorities for community service facilities is an important planning tool, unless the City can find ways of implementing the plan financially, the Master Plan just becomes a wish list and not a true planning document.

The first few sections give an overview and analysis of various opportunities for funding, financing and developing revenue to implement the suggested acquisition and development proposals that are contained in Chapter 6.

FINANCING AND REVENUE ANALYSIS

Traditional financing methods used by cities to develop Recreation and Park facilities include General Obligation Bonds, which require voter approval; and Park Bonds, usually in the form of a special tax assessment, also requiring voter approval.

USE OF BONDS TO FINANCE PARKS

General Obligation Bonds make sense when a city has several different types of facilities it needs to develop and there is strong community support. For example, if a city wanted to build a new police station, community park and library it may bundle all three into one General Obligation Bond. Hopefully this would create a wider voter support to get the two-thirds approval required by

General Obligation Bonds. General Obligation Bonds usually do not succeed for special interest facilities. For example, a General Obligation Bond to build a new aquatics facility or sports complex would probably not receive the two-thirds voter approval necessary to issue the bonds.

Some cities that need to develop a number of Recreation and Park facilities have had success in forming a Park District and selling General Obligation Bonds to support the district's implementation of its facility development plan. When voters know that the bonds will only go to a Park Master Plan they have approved, they tend to support such initiatives.

General Obligation Bonds are paid for out of the city's General Fund. So the allocation of dollars to a General Obligation Bond for park purposes will compete with the city's needs for ongoing operations and other types of needed improvements, such as, public safety facilities, roads, and other infrastructure. Only cities with excess general fund capacity are really able to use General Obligation Bonds for Park Facility Development.

PAYING FOR BONDS

The most common method for implementing Recreation and Park facility development by the use of bonds is to gain voter approval for an additional property tax assessment to pay for the debt of the Park Bonds. The bond issuing method is the same as General Obligation Bonds; they require two-thirds voter approval. However, along with the voter approval to issue the bonds, the voters need to approve an additional annual tax assessment to pay for the debt service on the bonds.

This approach is successful if there is strong community support for park facilities and implementing the Master Plan. The key to a successful Park Bond and tax assessment approval campaign is to work with a community foundation to build support for the tax assessment and to educate the voters that the additional tax assessment can only be used for development of the approved park facilities.

Most cities have found that Park Bonds with a tax assessment are most successful when placed on a general election ballot rather than a special election ballot. It usually takes at least two years to develop a community support foundation, educate the voters, and develop enough community support to get two-thirds approval. Consequently, cities most likely will only be able to do a Park Bond with a tax assessment once every 10 to 20 years. Before this financing approach should be undertaken, the City should allocate some resources to doing a statistically valid community survey on how the community perceives the adopted Recreation and Parks Master Plan, if they would be willing to pay additional taxes to implement it, and if so, how much additional taxes would be acceptable.

The public's perception of value is the most important element of generating a two-thirds voter approval. For example, the community may be willing to pay an additional \$30 a year on their property taxes to implement a number of facilities they believe they will use, but not \$100 a year. A statistically valid random phone survey is the only way to find out what the community's acceptance might be. This is absolutely necessary if the City wishes to finance park facility development by going to the voters for approval of a Park Bond with a tax assessment.

There are other types of bonds: Revenue Bonds and Certificates of Participation, available for cities to finance Recreation and Park improvements.

REVENUE BONDS

Revenue Bonds are a popular way for cities to finance capital improvements, especially Recreation and Park facilities, when the facility being developed will generate the necessary revenue to pay the debt service on the bonds. This method is common for development of sports arenas, convention centers, and other facilities that generate revenue through admission, concessions, and rentals. Revenue Bonds require the city to provide collateral equal to one and half times the value of the bond issue. A city must provide collateral in the form of property, or properties it

owns that have a market value of at least one and a half times the amount of revenue bond it wishes to issue. Revenue Bonds do not require voter approval but do require a four-fifths vote of the City Council. Revenue Bonds are usually combined with the establishment of an assessment district under AB1600 and Asset Management programs which are explained later in this section.

If the City can design capital improvements with revenue generating components so that the debt service and the cost of maintenance and operations do not impact the City's general fund, Revenue Bonds are a good approach to funding facilities where there is strong Council support and political motivation to develop the facilities.

CERTIFICATES OF PARTICIPATION

Certificates of Participation (COPs) are similar to Revenue Bonds in that they do not require voter approval, just a four-fifths Council vote. And they require the City to provide collateral in the form of property equity one and a half times the market value of the proposed issue. The advantage of COPs is that they are issued in script of \$5,000 or \$10,000 which allows for smaller investors to invest, and they are tax exempt, so interest rates are lower. Again, the key to this type of financing is to design the proposed facilities with revenue generating components and/or combine it with an AB1600 assessment district so that there is no impact on the City's existing general fund to issue the COPs.

ASSESSMENT METHODS

There are two main methods for establishing assessments to pay for Recreation and Park facility development; these are:

- ✓ Lighting and Landscape Assessment Districts, Mello-Roos, and other state legislation allowing cities to create assessment districts for capital improvements. Each of these requires approval by the property owners who are within the district and are subject to paying the assessment.
- ✓ State law AB1600 allows cities to impose an assessment on properties within an improvement area when the city can

show a nexus that the improvements being made are a benefit to the properties being assessed. Under this method of assessment the city sends a direct mail ballot to the property owners. If fewer than 50% of the property owners vote “No”, it could implement the assessment.

Cities typically use enabling legislation for assessment districts for facility improvements that impact or benefit the whole city or a specific area, such as for street lighting, storm drain improvements, sidewalks, etc. Some cities have had some success using this legislation to fund large community or regional park developments where there is broad community support for the improvements. Newer cities have had the most success in setting up assessment districts, because they can be established when only a few property owners are within the proposed assessment district. Established cities where there are thousands of property owners within the proposed assessment district have had trouble getting 50% approval. This legislation requires the city to do an engineering study to determine the proportionate benefit each property within the proposed district receives.

AB1600 has several benefits over other assessment legislation in that it is an impact fee. Unlike the benefit assessment districts, the city does not have to do an engineering study to proportion the cost according to benefit. The city simply has to make a finding that there is a need for recreation and park facilities based on the impact of the proposed development, and the proposed development is not contributing to mitigate the impact. This is accomplished by preparing a nexus study showing the relationship between the defined impact and the facility or facilities the proposed developments impact.

For example, if the city wanted to use AB1600 to impose an impact fee on new commercial and industrial development, it would need to do nexus studies to determine if existing commercial and industrial properties have an impact on its recreation and park facilities. If the City finds that employees in commercial and industrial businesses use the City’s recreation and park facilities, employers use the park system and/or recreation

programs as recruiting tools, and as a result commercial and industrial property increases in value due to a well developed and maintained park system, the City could use the authority under AB1600 to impose a park fee on new commercial and industrial development.

LEASE PURCHASE FINANCING

A newer concept in financing Recreation and Park improvements being used successfully by cities is a form of lease/purchase financing. Under the lease/purchase financing method, the city would contract with a financial institution that would put together an investment group. The city would then lease the proposed site and facility improvements to the investment group who would provide the funding for the development of the site and facility. The investment group then leases the site and facility back to the city at a lease rate equal to the cost of the financing the investment group provides to the city for the development of the site and facility. The lease serves as the collateral for the financing, not other real property, as is the case in issuing revenue bonds or COPs. If the city defaults on the lease payments, the investment group would own the lease and could operate the facility or contract the operation of the facility to a third party. The city owns the site throughout the lease purchase period, and at the end of the lease period, the city owns the improvements free and clear. This form of financing currently has very attractive interest rates, is tax exempt for investors, and does not impact the city's bond indebtedness or credit rating.

This type of financing is best used for facility development whereby the facility generates revenue. Municipal parking structures are one type of facility that cities have been very successful in using this financing method. It can be used for non-revenue-producing facilities whereby the lease payments are paid from the city's general fund; however, with competing needs it may be politically difficult to dedicate general funds for lease payments. The term of the lease is set by the city and can be any length. Another attractive feature of this form of financing is the low cost of issuance compared to Bond issues.

The City could also use non-tax-exempt lease purchase financing to acquire commercial or industrial property. As a lessee, the City could lease to a commercial recreation developer/operator for the development and operation of major commercial recreation facilities, such as batting cages, sports complexes, dance studios, fitness/health centers, community theatres, skateboard parks and BMX courses.

ASSET MANAGEMENT

Besides raising revenue through bonds, assessment districts and impact fees, several cities in California are developing and implementing Asset Management Plans to generate income to pay for facility development and maintenance. Asset Management is defined as using the City's facilities and other assets for business purposes in order to generate revenue without raising taxes. The recommendations for this method of raising revenue are explained in Chapter 6.

GRANT PROGRAMS

The City should apply for and make use of both state and federal grant programs. Per capita grant programs such as Proposition 12, Proposition 40, and Roberti-Zeberg can provide the City with funding for both improvement of existing facilities and acquisition and development of new facilities. Most of these grant programs are based on a per capita distribution and some require matching funds by the City. Federal grant programs such as Community Development Block Grants (CDBG) and Urban Recreation and Park Programs can provide funding for specialized facilities that meet the criteria for these particular grant programs. These programs can be used in coordination with non-profit group fund raising, such as, youth sports groups, to obtain funding for sports fields and other facilities.

The City should also consider combining several different grant programs for the development of a single project. For example, the City could apply for several different beautification grants, trails grants, storm drain improvement grants, urban park

development grants, open space grants, and per capita grants to accomplish the funding necessary for one single project. Helping non-profit organizations write and apply for private foundation grants that the City, as a public agency is not eligible to apply for, is another way to secure funding for facilities.

PUBLIC-PRIVATE PARTNERSHIPS

Communities can sometimes meet their recreational needs by encouraging the development of private recreation facilities. This can be in the form of partnerships with pre-school and day-care centers, churches, nonprofit organizations, schools, or commercial recreation companies. For example, if the City has a need for recreational swim opportunities, it may be able to lease public property to a water park operator for a commercial water park to meet the community needs.

In today's political and economic climate many cities are partnering with school districts for joint development and sharing of such facilities as sports fields, gymnasiums, swimming pools, skate parks, stadiums, theaters, and outdoor community event space. Partnering with nonprofits such as the Boys & Girls Club and YMCA could also provide funding opportunities for facility development.

COMMUNITY FOUNDATIONS

A key element of funding Recreation and Park facilities is community support. Whether the funding method is bonds, assessment districts, asset management, or joint partnerships, it will be necessary to build community support in order to implement facility development. The best way to build community support for facility development is by establishing a nonprofit community foundation made up of concerned volunteers to support the City's implementation of its Recreation and Parks Master Plan. In addition, a Recreation and Parks Community Foundation can also provide the following:

- ✓ An organization that can accept donations that are tax deductible to the contributor

- ✓ An organization that can apply for grants that are not eligible for government application
- ✓ An organization that can put on fundraising campaigns and recruit a large volunteer base to implement the campaigns
- ✓ An organization that can partner with other nonprofits, such as churches, service clubs and organizations and private companies to jointly develop Recreation facilities

The key to developing a successful Community Recreation and Parks Foundation is in the development of by-laws establishing the foundation, recruitment of board members and training of volunteers. The by-laws should be developed so that they are very specific about the role and duties of the foundation. Board members should represent all segments of the community and not be controlled by any one special interest group.

CHAPTER 5 Fiscal Analysis and Capital
Improvement Program

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Chapter 6 | Implementation Strategies



6.0 - IMPLEMENTATION STRATEGIES

INTRODUCTION

This chapter presents a synopsis of the suggested implementation strategies developed as a result of the research and analysis, community input, and policy development associated with the Master Plan process. The strategies are organized into programs, services and facilities with suggested action items the City could use to implement the recommendations.

The strategies and action items are presented to give elected and appointed officials, as well as City staff, a strategic plan on which to develop annual work programs for the next five years. Future Master Plan updates could be done in five-year increments and should be easily accomplished by

- ✓ Updating the existing facility inventory,
- ✓ Reviewing the suggested policies in Chapter 4 and updating as necessary;
- ✓ Checking off accomplishments and adding new strategies and action items for the future.

The strategies are specific enough to provide the City with direction but general enough to allow staff the flexibility for actual implementation. Obviously, there will be several ways to achieve the desired outcomes. In several of the strategies, the City's ability to achieve the outcome will be dependent upon the cooperation of others.

For example, locating future community swimming pools at future high school or middle school locations will depend on the City's ability to negotiate an equitable joint use and development agreement with the intended school district. If this is not possible, then City staff may find alternative ways of providing community pools in cooperation with other government agencies or nonprofits or by building new City community parks with community pools. In each of the possible scenarios the City

accomplishes the outcome to provide community pools in future growth areas.

Some of the strategies address specific locations or specific types of programming while others are more general in nature and may just indicate an area of the City where a facility or program is needed. The strategies are not presented in order of priority. All of the suggested strategies are priorities or they would not be included as desired outcomes. Because of the complexity of funding sources, approval processes, permitting, and coordination with others, some of the suggested strategies will be easier to implement than others. Some of the strategies are suggestions for resolving short-term issues or problems while other suggested strategies address long-term needs.

The results of the phone survey and community interviews clearly demonstrated the number one activity participated in were fitness programs such as walking, jogging, and running for exercise. The second most often reported activity was picnicking, particularly among families. The third most often recreation activity reported in the survey was bicycling for fitness. Consequently, there are a number of suggested strategies for programs and facilities to address these activities.

Other high use facilities included play equipment or tot lots, splash pools and swimming pools. The most asked for new facilities were band shells/performance areas, neighborhood and community parks in the northeast area, volleyball courts, lakes for fishing, dog parks, sports fields, community centers, teen centers, and skate parks.

Some of the recommendations and action items address the reasons people are dissatisfied with parks such as, dirty littered parks, dirty bathrooms, lack of supplies in bathrooms, graffiti, uneven turf, broken play equipment and gang behavior.

The strategies and action items also address community desires for places to gather and socialize, classes for learning and self-

improvement, opportunities to volunteer, requests from organized sports groups and the desired standards for facilities.

In summary, the following suggested strategies should be considered guidelines that should be updated annually based on the City's accomplishments during the prior year and what new needs and/or issues have arisen since the last update.

STRATEGY: 6.1 - Providing facilities that address the community's desire for recreational opportunities for fitness and health.

Action Item 6.1.1: Whenever possible pursue the development of gymnasiums in association with either the development of future City community centers, future school development or in partnership with a nonprofit organization in the northeast, central and southwest areas of the City.

Action Item 6.1.2: Continue to expand multi-purpose trails for walking and jogging along the Kern River Parkway. Consider using a sponsorship program to add quarter-mile markers. Try pursuing health grants from the Tobacco Fund Grant Program to purchase and install par courses and fitness stations along the multi-purpose trails.

Action Item 6.1.3: Continue to offer and expand fitness classes at existing facilities and strive to make sure all ages from children through seniors have the opportunity to participate.

Action Item 6.1.4: Consider expanding opportunities for swimming exercise classes, water aerobics, lap swimming, and competitive swim programs.

Action Item 6.1.5: Include fitness activities as part of citywide events. For example, consider providing an instructor to lead stretching and exercise prior to concerts in the park or other City festivals. Try working with sponsors to offer and promote walking and running activities.

STRATEGY 6.2 – Continue to try to provide facilities for organized and individual sports activities.

Action Item 6.2.1: As resources and time permits try to pursue developing a funding strategy using the funding and financing options presented in Chapter 5 to proceed with the development of the Bakersfield Sports Village and the proposed Baseball Complex.

Action Item 6.2.2: As resources and time permits try to pursue development of a Sports Village or Complex in the northeast area of Bakersfield, either as a City developed facility or in coordination with a future school site.

Action Item 6.2.3: Try to include both game fields and practice fields when developing new neighborhood and community parks.

Action Item 6.2.4: Plan to work with organized sports groups who currently use field space at California State University Bakersfield to find replacement fields when the University begins its expansion plans.

STRATEGY 6.3 - Providing facilities that give the community opportunities to participate in creative and performing arts.

Action Item 6.3.1: When developing community centers/ gymnasiums, try to design and include a stage area, dance/rehearsal rooms and the ability to put on recitals, plays, and music productions at these facilities.

Action Item 6.3.2: Consider offering summer youth camps geared toward dance performance and music either at City recreation centers or in coordination with schools or other non-profit agencies.

Action Item 6.3.3: Continue to provide and expand concerts in the park and other types of performances in the park that will attract a wide demographic and cater to various cultural interests in the City. Try to make available outlets

for youth to perform at the amphitheater in The Park at Riverwalk.

Action Item 6.3.4: When designing and developing future community parks, seek to include amenities to allow for entertainment functions and community events.

Action Item 6.3.5: Consider working with the Bakersfield Art Museum to offer an “Art in the Park Summer Camp” for kids.

Action Item 6.3.6: Attempt to involve the community, especially youth, in developing public art when building new neighborhood and community parks.

STRATEGY 6.4 - Providing facilities for child development, positive outlets for teens, and keeping senior citizens active.

Action Item 6.4.1: As resources and time permits try to pursue developing four new multi-purpose community center/gymnasiums at either existing or future City parks or in joint development with schools or nonprofits. The areas that need these facilities are the southwest area, northeast, the downtown area, and the south central area of Bakersfield. These facilities could be designed to accommodate everything from tiny tot programs and childcare to teen center activities, fee-based recreation classes, fitness programs, cultural activities, community performances, and programs to keep seniors healthy and active.

STRATEGY 6.5 – Strive to continue to provide tree, park and landscape maintenance at current levels and seek ways to expand tree, park and landscape maintenance service to address community maintenance issues.

Action Item 6.5.1: Consider the expansion of current maintenance districts to include all areas of the City in order to provide uniform and adequate landscape

maintenance throughout all areas of Bakersfield and to correct the funding disparity between areas of the City.

Action Item 6.5.2: When ever possible endeavor to establish maintenance districts in all new development areas of the City to provide adequate funding to maintain landscape areas at a level desired by the community and which will enhance the aesthetics and image of the City.

STRATEGY 6.6 – Seek ways to improve existing facilities and expand security programs in parks and facilities to address the community’s concerns regarding the perception of unsafe parks.

Action Item 6.6.1: When time and budget permits, initiate a study to determine, on a facility by facility basis, the amount of security lighting necessary to discourage nighttime, anti-social behavior and to reduce vandalism throughout the park system. Consider using new technology for solar cell power for security lighting.

Action Item 6.6.2: Attempt to work with the fire department to locate future stations within or adjacent to parks.

Action Item: 6.6.3 Seek grants to install video surveillance at parks with security and vandalism problems.

STRATEGY 6.7 - Providing programs and activities that will increase and manage the City’s tree inventory.

Action Item 6.7.1: Continue to enforce the City’s tree replacement requirement that two trees be planted whenever one tree in removed and that the minimum size of the replacement tree be at least a 24” box tree.

Action Item 6.7.2: As resources and time permits try to pursue developing a citywide tree inventory by species and location, along with updating the City’s tree trimming procedures by species, so as to establish a data base to manage the City’s tree population.

Action Item 6.7.3: In cooperation with the Kern River Parkway Committee, consider designating the Kern River Parkway an urban forest and pursue programs for community organizations to donate trees, plant trees and/or conduct fund raising activities to purchase trees for the parkway to provide more shade along the trail; try introducing more native tree species; and remove non-native, intrusive plant material to create a major native tree urban forest. This program would enhance the visual appearance of the Kern River Parkway, act as a destination attraction and draw tourist, and position the City for a number of environmental improvement grant opportunities.

Action Item 6.7.4: When approving new residential and commercial development continue to require, when possible, tree lined streets and parkways on all arterial streets. Continue requiring parking lots to be designed with entryway trees and tree wells and try to use trees in any perimeter landscaping.

Action Item 6.7.5: Wherever possible make it a practice to design parks with shade trees along all walkways and paths, tot lot areas and around all picnic areas and shelters.

STRATEGY 6.8 - Continuing to meet the community's need for aquatic facilities both in existing neighborhoods and in future growth areas.

Action Item 6.8.1: When time permits research, justify and present the need for additional regular staffing to oversee the growing number of programs and activities, required training, scheduling, and supervision of the year-round aquatic center. This may include review of all user and activity fees along with potential major sponsorships.

Action Item 6.8.2: Seek to include spray/splash parks in the design for new neighborhood parks and look for opportunities to install these amenities in existing parks in areas of the City that are currently underserved or lack aquatic facilities.

Action Item 6.8.3: Consider developing joint use agreements with school districts building new middle schools in areas of the city that need swimming pools for lessons, competitive swim programs and recreational swimming activities in order to share costs and meet demand.

Action Item 6.8.4: Try making aquatic fitness activities a priority for pool time in existing pools to meet the community demand for fitness activities.

STRATEGY 6.9 - Explore ways in which the City can take the lead in coordinating community services, facilities, and programs so that duplication is avoided, community awareness is promoted, and joint use and development agreements are encouraged.

Action Item 6.9.1: The City could establish a Coordinating Council made up of City representatives, School District representatives and representatives from nonprofit community organizations that provide programs and services to the community. The Coordinating Council should try to meet twice per year to discuss mutual interest and concerns, ways of coordinating services and avoiding duplication, ways to reach underserved areas of the City, possible program collaboration, and possible joint facility development.

Over time joint power agreements may be developed to build and share facilities or agreements to use each others facilities by developing ways to deal with user liability, security and maintenance issues.

STRATEGY 6.10 – Pursuing ways to provide a loop trail through the City that would allow access to the Kern River Parkway trail system.

Action Item 6.10.1: As time and resources permit try to pursue all possible methods for implementing the City's trails Master Plan.

Action Item 6.10.2: Think about working with the railroads to establish a multi-purpose loop trail connecting the upper and lower segments of the Kern River Parkway by providing a dedicated separate trail along the active railroad right of way. See Exhibit 6.1 *Potential Loop Trail System*

STRATEGY 6.11 – Coordinating existing specific plans that call for trails within their development

Action Item 6.11.1: The following list of park amenities is the minimum suggested requirements for new neighborhood and community parks:

Neighborhood Parks

- ✓ Tot lot/playground
- ✓ Informal/practice open turf space
- ✓ Spray/splash pool
- ✓ Picnic tables/picnic shelter with electrical outlet
- ✓ Barbecues
- ✓ Paved walkways/shaded
- ✓ Trash receptacles
- ✓ Security lighting

Community Parks

- ✓ Parking for 80 to 120 cars
- ✓ Public restrooms with storage and concession area
- ✓ Tot lot/playground
- ✓ Informal/practice open space/turf area
- ✓ Picnic tables/picnic shelter with electrical outlet
- ✓ Barbecues
- ✓ Paved walkways/shaded
- ✓ Connection to jogging/hiking trails
- ✓ Trash receptacles
- ✓ Security lighting

- ✓ Three soccer fields (25 x 40 yards, 35 x 60 yards and 45 x 80 yards) (optional)
- ✓ Two softball fields (Minimum 230' fields) (optional)
- ✓ Two lighted tennis courts (optional)
- ✓ One full basketball court or two half-court basketball courts (optional)
- ✓ Minimum 8000 square foot Community Center (optional)

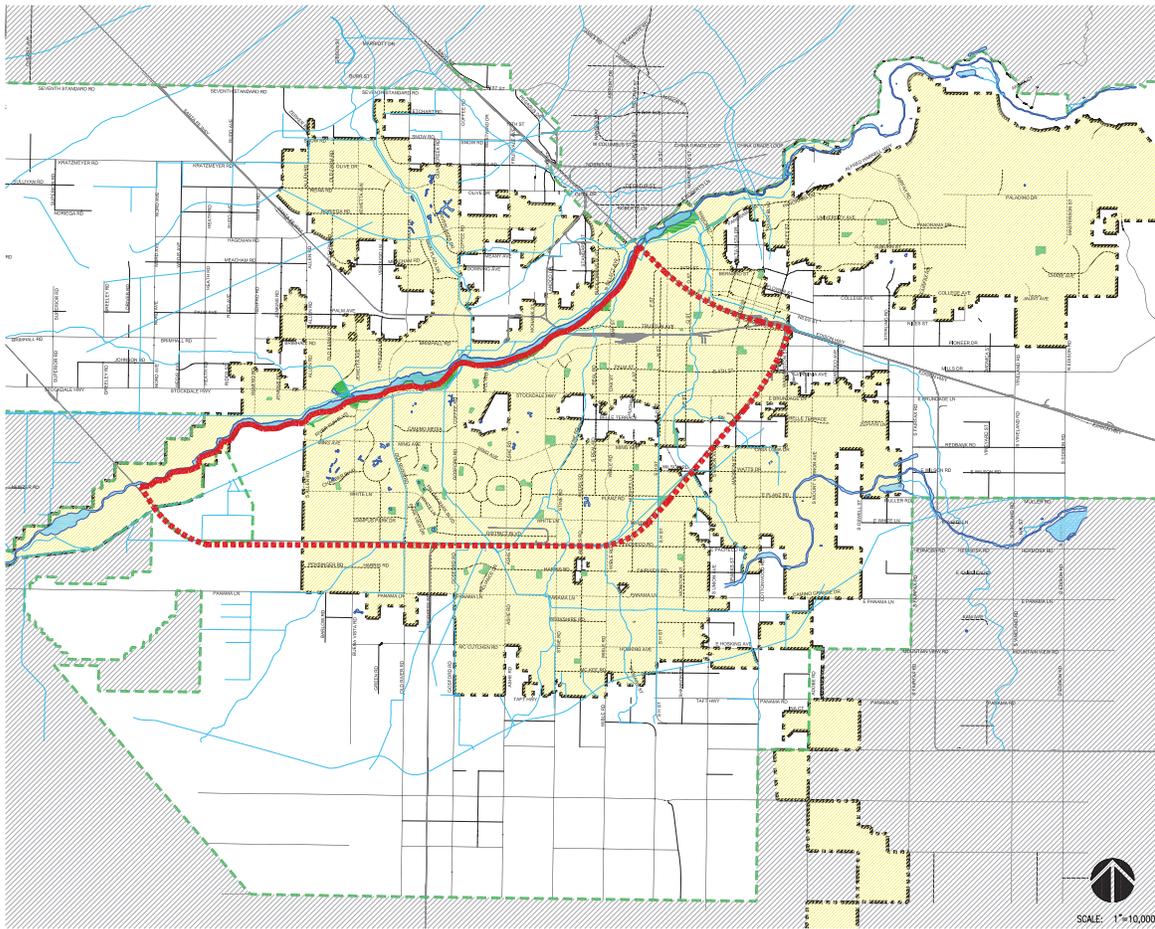
STRATEGY 6.12 – Continuing to provide a comprehensive citywide recreation program

Action Item 6.12.1: When developing new facilities try to design them so they are multipurpose and flexible enough to insure maximum use efficiency. Suggestions for proposed facilities include lighted fields, a gymnasium, multipurpose center/youth activity center, and additional activity/classroom space. Facilities ought to be wired for cable and the Internet. Consider including a limited catering kitchen and use of soundproof, movable wall partitions to divide large rooms for flexibility to expand activity opportunities.

Action Item 6.12.2: Seek to develop a functional or design development plan for new facilities with the input from program staff and park users to assure that facilities will meet the community's activity and program needs.

Action Item 6.12.3: Try to recognize operational and maintenance costs of each facility prior to development to adequately plan for future budget considerations. The plan may address staffing, operations and maintenance costs as well as fee schedules to cover overhead and direct program costs. The plan may also suggest policies concerning what program fees and overhead costs may be waived.

Action Item 6.12.4: Consider looking for program space in vacant or under-utilized commercial, industrial, or institutional



SCALE: 1"=10,000'

LEGEND

POTENTIAL TRAIL AT EXISTING RAIL EASEMENT	-----
EXISTING KERN RIVER PARKWAY TRAIL	—————
CITY PARKS	■
CITY BOUNDARY	-----
SPHERE OF INFLUENCE	-----

**CITY OF BAKERSFIELD
POTENTIAL LOOP TRAIL
SYSTEM**

buildings to provide activities and services. This could also include program space at County and school district facilities as well as at private schools and church halls.

Action Item 6.12.5: Encourage commercial developments of recreation facilities that are highly specialized such as X-games, climbing walls, water parks, commercial sports parks and the like.

Action Item 6.12.6: When the budget permits, consider reestablishing the mobile recreation unit to offer recreation programs in underserved areas of the City.

Action Item 6.12.7: Keep open the idea of developing joint-use agreements with local school districts for use of facilities, particularly in areas that do not have recreation facilities available.

Action Item 6.12.8: Whenever possible continue to develop recreation programs and services that are trendy and meet the expressed requests of the community.

Action Item 6.12.9: Consider offering intergenerational programs such as adopt-a-grandparent, tiny tot activities, homework assistance and mentoring to utilize the talents of senior citizens in the community.

Action Item 6.12.10: Consider offering more programs targeted at more active and younger senior citizens such as computer or fitness classes.

Action Item 6.12.11: As time and space permits try to expand life skills and health and wellness programs.

Action Item 6.12.12: Think about pursuing ways, such as, mobile recreation, use of school facilities, or joint programs with nonprofits to expand after school programming to areas that have no community center drop-in programs.

Action Item 6.12.13: As resources and time permits try to pursue developing a youth master plan study to identify community strengths, inventory as to what is being done, and identifying areas where needs are not being met, to more effectively utilize community resources and provide programs and services for youth through teens.

Action Item 6.12.14: Continue evaluating programs currently being offered by the City and by other organizations in the community. Try redesigning or eliminating activities which no longer meet community needs and utilize those resources to develop new programs. Try to avoid duplication of programs already offered in the community.

Action Item 6.12.15: Continue to pursue offering citywide family events that promote a sense of community. Try obtaining ideas and support for the types of activities to be offered from community groups and nonprofit organizations.

Action Item 6.12.16: As resources and time permits try to pursue developing after school activities as alternatives for those not needing after school day care. Programs could be for enrichment, homework assistance or tutoring, as well as recreation and fitness activities.

Action Item 6.12.17: Continue to support and encourage relationships with volunteer groups, nonprofit organizations, service clubs and local businesses that provide recreation opportunities for the community.

Action Item 6.12.18: Attempt to collaborate with other agencies, youth sports groups and local businesses to provide programs and services in a cost-effective manner.

Action Item 6.12.19: Attempt to meet with community groups to discuss what each organization has planned for the year, to share resources and avoid duplicating services. Look

for opportunities to set up reciprocal agreements in an effort to effectively use community resources.

Action Item 6.12.20: Consider meeting with local youth sports organizations annually to discuss participation numbers as well as facility use projections and resource needs for the year.

Action Item 6.12.21: Consider providing logistical support for volunteer groups that conduct special activities open to the entire community.

Action Item 6.12.22: Try seeking the on-going support of community organizations and local businesses to assist in the planning, sponsoring and staging of large-scale community events.

Action Item 6.12.23: As time and resources permit continue to conduct meaningful, highly visible, community volunteer recognition programs that allow the City Council the opportunity to express their appreciation for citizen volunteer efforts.

Action Item 6.12.24: Consider attempting to capitalize on obtaining volunteers from organizations that require community service projects from members. Volunteers could be recruited from Scouts working on high honors as well as from high school students needing community service hours to graduate or go to college.

Action Item 6.12.25: Seek to support volunteers with leadership training, supervision and resources necessary to do their job successfully.

Action Item 6.12.26: Try utilizing nonprofit agencies that promote volunteer services, to help recruit and train volunteers.

Action Item 6.12.27: Try to communicate with and solicit feedback regularly from the community.

Action Item 6.12.28: Seek to continue to enhance the recreation activity brochure into a comprehensive tool to communicate what activities and services are available to the community.

Action Item 6.12.29: Continue the enhancement of the City website as a useful tool to promote participation in recreation and community service programs that are offered throughout the community.

Action Item 6.12.30: As resources and time permits try to pursue conducting town hall meetings or public workshops at community centers or neighborhood schools hosted by the appropriate City staff and representatives from the local school districts annually to discuss program needs and give residents the opportunity to voice their thoughts or concerns.

Action Item 6.12.31: Think about creative ways for the community to provide staff with input regarding program needs such as small informal neighborhood meetings or focus groups. Staff may use a variety of methods to reach out to the community since every neighborhood is unique.

Action Item 6.12.32: Continue to evaluate programs, policies, and procedures annually. Consider soliciting feedback using postcard evaluations or telephone interviews. Try contacting non-repeating participants to find out why they did not want to participate in the program any longer.

Action Item 6.12.33: As resources and time permits conduct citizen participation and preference surveys to determine program and facility needs. The surveys could be done annually or when issues are identified by the City Council or staff. Different approaches could be taken to do the surveys citywide or by region or neighborhood depending on what information is needed.

Action Item 6.12.34: Periodically report the results to the City Council to help evaluate and monitor the success of current programs, and to promote the efforts of parks and recreation in general.

Action Item 6.12.35: As resources and time permits try developing task forces or committees to evaluate and discuss the program needs of youth, senior citizens and other special populations by providing a forum for the community “to have a say” in the types of programs and services they want and need.

Action Item 6.12.36: As resources and time permits try to pursue continuing to work with and expand the Bakersfield Foundation [501 (c) (3) tax exempt community foundation] to provide an opportunity to receive tax deductible donations as well as establish a community partnership to facilitate the application of grant funding.

Action Item 6.12.37: Whenever possible try to work with local businesses, service clubs and commercial recreation facilities to provide funding for a scholarship program to assist those who cannot afford to pay to participate in recreational activities.

Action Item 6.12.38: Seek to continue to expand funding opportunities for local businesses to sponsor family activities and citywide special events.

Action Item 6.12.39: Look for ways to continue to allow opportunities for corporations, local businesses and private donors to make tax deductible donations for major Capital Projects.

Action Item 6.12.40: Continue to take advantage and pursue all grant funding opportunities through the State of California, Community Development Block Grants and other sources to assist with development of new facilities or programs.

Action Item 6.12.41: Work towards providing the community with a well-trained, effective staff and ensure adequate staffing levels are maintained to provide the very best service for the community.

Action Item 6.12.42: Make every effort to assure that adequate staff is in place to provide service through the use of regular, part time and contract staff.

Action Item 6.12.43: Consider working with the local university and colleges to establish an intern program to provide assistance with special projects or studies.

Action Item 6.12.44: Consider using consultants or independent contractors to complete short term projects in a timely fashion.

Action Item 6.12.45: Try to regularly evaluate the Department's staffing levels and consider reorganization when appropriate.

Action Item 6.12.46: Whenever possible provide staff with customer service training to deal effectively with difficult situations as well as efficiently handle the day-to-day business.

Action Item 6.12.47: Strive to ensure that training addresses how to deal with cultural diversity, various age groups, language barriers and other issues that are unique to the community.

Action Item 6.12.48: Plan to develop on-going practices to remind staff of City standards for dress and behavior.

Action Item 6.12.49: Consider developing a rewards program and opportunities to celebrate staff and volunteers for their excellent customer service.

STRATEGY 6.13 - Implementing an Asset Management Program to generate revenue from use of assets to offset maintenance and operation costs.

Action Item 6.13.1: The City of Bakersfield Recreation and Park facilities have a history of being heavily used by the community. The City has two community centers, a number of neighborhood parks and several special use facilities with potential value for asset management programs. The project team toured all of the City's existing facilities. They analyzed the sites for potential asset management categories that could be included in the Master Plan. These programs could produce positive net revenue to offset costs for operation and maintenance.

Through the community input process and surveys, the consensus was that the community understood the need for revenue development and would be generally accepting of some commercialization in order to ensure quality programming and maintenance of City facilities. However, there was concern for aesthetics and too much commercialization of public facilities.

The three components to developing an asset management plan include:

- Revenue from facility rentals, fees, and charges
- Leases or licenses for private concessions
- Advertising/vending/sponsorship opportunities

After reviewing all of the City's recreation and parks sites the project team has developed the following list of advertising/vending/sponsorship opportunities for the City's consideration:

- Parking lot and walkway banner programs
- Public telephone kiosk
- Shade shelter advertising
- Information and advertising kiosk

- Trash receptacle advertising
- Soda/water/juice vending
- Telecommunication tower leases
- Naming rights and/or facility sponsorship

Several of these revenue categories are advertising programs, and the potential revenue is dependant upon the number of impressions that can be generated on the proposed site. In advertising terms, there are two types of impressions: repeat impressions and one-time impressions. Repeat impressions are those exposures to the same people over, and over and one-time impressions are those that people see passing by just once. Companies that are trying to establish a brand identity like to advertise at locations that provide repeat impressions, while established brands prefer one-time locations that provide for brand reinforcement.

The Bakersfield Recreation and Parks facilities have the potential to offer both types of advertising locations. The value of these locations is determined by the number of visits and the amount of participation at each site. Because Bakersfield is a large city and spread out, it would be best to “bundle” the potential sites and offer contracts for each category at all sites.

The extent of advertising programs the City wishes to use to offset maintenance and operational costs will have to be a policy decision made by elected officials. The key is to design the facilities with these programs in mind so that they fit in and look a part of the environment instead of looking like after thoughts that stand out and are unsightly additions. They need to be attractive structures, located for maximum exposure and have control as to content, so as not to create public controversy or opposition. The extent of commercial advertising should not be offensive to visitors or participants or it will defeat the purpose and turn people away from using the facilities.

METHODOLOGY

In preparing the market analysis for using City facilities to raise revenue in order to offset the cost of operating and maintaining the facilities, the project team considered several factors. The issues that affect the City's ability to market its facilities are as follows:

- ✓ The economic makeup and status of the City
- ✓ The types of facilities, their projected use and attendance
- ✓ The community's perception and acceptance of commercialization
- ✓ Income levels, race, ethnicity, and age demographics
- ✓ The City's ordinances and regulations regarding signage, advertising, and use of public property for private commercial purposes
- ✓ The demand in the market place for commercial exposure in Bakersfield
- ✓ The City's ability to manage asset management contracts
- ✓ The political environment for balancing the need for revenue versus commercialization of public facilities
- ✓ Aesthetics, logistics, and the cost versus revenue benefits of asset management programs

Generating revenue from the use of public facilities is a business venture and thus requires good business decisions and good business practices when implementing asset management programs. For example, a City cannot decide to implement an information/advertising kiosk program at its parks and facilities but then decide to hide the kiosk in an obscure location because it doesn't want to appear that it is commercializing its facilities.

The methodology the project team used in preparing the market analysis and developing the potential revenue programs included researching and analyzing potential sites for commercial use at City facilities that would provide the highest degree of exposure while aesthetically fitting into the design and development of the facility.

The asset management categories the City may wish to consider for implementation include:

- ✓ A parking lot and entryway banner sponsor program at
 - Pin Oak Park
 - Yokuts Park
 - Patriots Park
 - Beach Park
 - Park At River Walk
 - Beale Park
 - Central Park
 - Planz Park
 - Wilson Park
 - Jefferson Park
 - Siemon Park
 - Jastro Park
 - Centennial Park
 - Dr. Martin Luther King Jr. Park
 - Silvercreek Park
 - Wayside Park
- ✓ Public telephone advertising kiosks at
 - Kern River Parkway
 - Beach Park
 - Beale Park
 - Wilson Park
 - Jefferson Park
 - Jastro Park
 - Centennial Park
 - Dr. Martin Luther King Jr. Park
 - Silvercreek Park
- ✓ Three or four sided information/advertising kiosks at
 - Pin Oak Park
 - Yokuts Park
 - Patriots Park
 - Beach Park
 - Park At River Walk
 - Beale Park
 - Central Park
 - Planz Park
 - Wilson Park
 - Jefferson Park
 - Siemon Park
 - Jastro Park
 - Centennial Park
 - Dr. Martin Luther King Jr. Park
 - Silvercreek Park
 - Wayside Park
- ✓ Trash receptacle advertising in all public areas where trash receptacles are desired
- ✓ Food/rental concession at Kern River Parkway, Dr. Martin Luther King, Jr. Park, and Silvercreek Park
- ✓ Cell phone tower leases at Kern River Parkway and other appropriate locations
- ✓ Commercial batting cages at future sports parks
- ✓ Naming Rights Agreements for the skate park and community centers
- ✓ Event space rentals at the Park At River Walk

The revenue generated from the Asset Management categories listed above could provide the following ranges of revenue to

offset the costs to maintain and operate the City's Recreation and Park facilities.

Banner sponsor programs are implemented through media companies who sell the advertising and take care of installing and replacing the banners and should provide the City with a range of \$10 to \$15 per month per banner location. The City may be able to designate a total of 200 sites for banners at the locations suggested above and thus generate a range of income of \$2,000 to \$3000 per month from this program.

Public telephone advertising kiosks are implemented through private companies, and license agreements and could produce as much as \$300.00 per month at each location. Thus the City could expect to generate an estimated \$2,700 per month if it allowed kiosks at the sites suggested above.

Information kiosks are installed and maintained by private companies who allow the City to post City information on one panel while using the remaining panels for advertising purposes. Each kiosk could provide the City with a minimum of \$200.00 per month in income and thus produce an estimated total of \$4,000.00 per month if 20 kiosks are implemented at the locations suggested.

Trash receptacle advertising can be done through a private company and provides a range of income to the City of between \$1 and \$5 per receptacle per month in addition to free receptacles. If the City were to implement this program throughout the downtown and in all parks it could expect to provide as much as 1000 receptacle sites for a total potential monthly income of \$5,000.

Food and rental concessions for various types of snacks, bicycles and skates usually require a 1200 square foot pad and should lease for a minimum of \$500.00 per month. Thus three locations would produce an estimated \$1,500 per month in revenue.

Telecommunication tower leases produce an average of \$1000.00 per month, depending on the location. They can be made to simulate trees and blend into the park environment. The City could generate \$10,000 per month in revenue if it designated 10 park sites for tower leases.

A commercial batting cage site should lease for a minimum of \$1500.00 per month.

Naming rights agreements are unique for each facility and the amount of income they can produce is dependant on many factors, primarily on the amount of exposure the naming rights partner will receive. A typical naming rights deal for a skate park is \$10,000 to \$30,000 per year, while a new Community Center naming rights deal could produce \$25,000 to \$50,000 per year if the benefit package can be developed to add value to the agreement.

The Park at River Walk provides an excellent opportunity to attract promoters of special events. The fee for renting out the facility for private events should be a daily rate established by staff, plus any direct cost the City may have in providing traffic control or security. By making the site available to promoters and advertising its availability, the City should be able to secure at least one rental per month from promoters.

In summary, the City may be able to generate an annual income of up to \$375,000 or more from an aggressive Asset Management Program.

Examples of Asset Management



Leases for Commercial Recreation



Parking Lot & Walkway Banner Programs
Trash Receptacle Advertising



Cell Tower Leases



Three column kiosk (KSK)



Three column kiosk (KSK)

Kiosks Advertising Programs
Combined with City Information



Telephone Kiosks Advertising



Naming Rights

STAFF INPUT ON PRIORITY ACTION ITEMS

As part of the Master Plan input process the Recreation and Parks Department staff conducted an internal workshop to review and discuss the Chapter 6 Implementation Strategies presented above and to provide input from an operations standpoint as to the Action Items they feel are important priorities to implement in the next five years. Their input is presented below by year and subject.

YEAR ONE

RECREATION:

- ✓ Increase marketing efforts using the brochure and the web site and keep them current.
- ✓ Increase staff training and evaluations. Training could be annual or seasonal depending on the type of training.
- ✓ Address staffing levels, and see if employee's talents are being best used or could be used to backfill open positions.
- ✓ Support nonprofit organization special events to reach a broader segment of the community and involve each area of the community.

TREES AND LANDSCAPE MAINTENANCE:

- ✓ Continue to work with Planning and Public Works to require that if one tree is removed, two trees will be planted, in parks, streetscape and medians.
- ✓ Actively pursue keeping the City's tree inventory updated and current.
- ✓ Pursue a value replacement program instead of just a two for one tree replacement program. Example: Due to the information on the GIS system, a multiplier could be determined for the average growth per species and the estimated dollar value. In this situation if a car hit a 50' tall tree, the responsible party would be billed for the cost of the lost asset as it would take years to get another tree as tall. Currently they are only charged for the replacement tree cost, not the asset loss.

RECREATION FACILITIES:

- ✓ Continue with the development of the Sports Village and Mesa Marin.
- ✓ Look for additional funding sources, and pursue sponsorship programs.
- ✓ Pursue funding for the implementation of trail markers.
- ✓ Apply for health grants for fitness stations.
- ✓ Attempt to get more funding for Mesa Marin and the Sports Village.
- ✓ Offer more fitness classes for all ages and expand those along with more swimming programs in the aquatic centers.
- ✓ Include physical activities in special events for a simple way to promote fitness programs.

SECURITY, TRAILS, AND PARK AMENITIES:

- ✓ Continue to implement the City's minimum park amenity plan for all new parks that are developed.
- ✓ Review current security procedures and update as necessary while studying additional security needs.
- ✓ Continue to work on this issue with various City departments to refine the approaches to park security, trails and park amenities.

AGENCY COORDINATION AND ASSET MANAGEMENT:

- ✓ Pursue meeting three times a year with City, school and community organizations to determine how everyone can assist each other to coordinate facilities. The City would set the agenda and be real specific on needs and how efforts can be coordinated. This will help the City and the other agencies to not duplicate services being offered.
- ✓ Look for large community organizations which have something to bring to the table and include them in the meetings.
- ✓ Pursue hiring a marketing firm and a recreation specialist. The recreation specialist would work with the marketing firm to learn how to do fund development including advertising, grants and marketing. Marketing and branding should be a priority. The marketing firm can help to establish this activity.

YEAR TWO

- ✓ Review and analyze which Asset Management programs could be implemented over time from both a political and financial standpoint.

RECREATION:

- ✓ Increase branding programs.
- ✓ Increase family programs involving community.
- ✓ Implement mobile recreational programming, including drop-in programs.

TREES AND LANDSCAPE MAINTENANCE:

- ✓ Expand partnership with the Kern River Parkway.
- ✓ Continue working with Water Department, who are the owners of the Kern River Parkway, to enhance trees and landscaping.

RECREATION FACILITIES:

- ✓ Begin the construction phase at Mesa Marin.
- ✓ Begin to offer more programs and tournaments.
- ✓ Put some of the markers in place and develop funding strategies for fitness programs.

SECURITY, TRAILS, AND PARK AMENITIES:

- ✓ Implement security issues based on findings from *Year One* review and analysis.
- ✓ Coordinate the effort for a loop trail and try to have a working visual plan by year three. The proposed loop being looked at is extremely large, and would have to be phased in if agreed upon. Also determine if the City can get cooperation from the railroad for using their right-of-way to develop a trail, or trails.

AGENCY COORDINATION AND ASSET MANAGEMENT:

- ✓ Begin to implement Asset Management Program developed in *Year Two*.

- ✓ Add a Grants Coordinator position who could also work on sponsorships and partnerships.

YEAR THREE

RECREATION:

- ✓ Incorporate active adult community and involve them in other programs and helping on events
- ✓ Develop youth master plan to see what youth are lacking and to fill in the programming holes.
- ✓ Listen to the public by starting a town hall type of meetings.
- ✓ Contact people who have used City facilities or attended City programs and follow-up with them to see how they liked the facility/program and asking for a critique of it and the department in general.
- ✓ Look for more grants funding for at least one more Community Center facility.

SECURITY, TRAILS, AND PARK AMENITIES:

- ✓ Fitness stations should be completed in by this time.

YEAR FOUR

RECREATION:

- ✓ Expand after school programs to make them more appealing to youth.
- ✓ Renting or leasing facilities so programs can expand to other areas of the City.

TREES AND LANDSCAPE MAINTENANCE:

- ✓ Implement a city wide maintenance cost recovery plan. This item was started in *Year One* and should be ready for a vote by *Year Five*. Being comparable is important. If everyone pays \$100.00, how does the City get Columbus to look like Buena Vista? Those are the issues the City will have to overcome to get the majority vote.

YEAR FIVE

RECREATION:

- ✓ Finish building and staffing a new community center.
- ✓ Implement new fitness programs in the summer for youth. A comment was made that a recent article indicates children gain more weight in the summer than any other time of the year. It is believed they sit around the house more, bored and eating with little exercise, so City programs should be made to encourage children to participate and exercise more.

MASTER PLAN REVIEW AND UPDATE

The City, through the Recreation and Parks and Planning Departments can monitor the development of its park system by tracking park improvements and comparing the number of facilities built against current population gains. Capital expenditure budgets and funding efforts should be driven by this methodology. It will be important for the City to monitor demographic shifts over the life of this Master Plan to enable fine-tuning to take place as demographics change.

Efforts to obtain funding from the recommended sources should be monitored on an annual basis to evaluate which sources appear most promising at any given time. The capital expenditure budget priorities can then be revised as funding sources appropriate to specific development programs become available.

Programs should be monitored annually as well. This should include an analysis of registration and participation numbers, revenue, and actual cost recovery of participant and user fees. Programs that do not generate adequate revenue, appropriate overhead cost percentage, or cover direct program costs should be analyzed to see if the program is really needed and unless otherwise deemed necessary by the policy making body of the City discontinued to free up time and space for more valuable programs.

In addition to annual updates and fine tuning, the City should review the entire Master Plan every five to seven years to make sure its goals and policies are still current, analyze what progress it has made in implementing the recommended actions and prepare new actions to accomplish future needs.

Appendices



Appendices | Appendix A - Glossary



GLOSSARY

Benefit Assessment District – A district created to fund public improvements such as parks and recreation facilities and purchase and maintain open space. Homeowners within the district are assessed a fee to finance the needed public improvements. The owners must be beneficiaries of the parks, recreation facilities, and/or open space and the size of individual assessment levies must be strictly proportional to the amount of per-parcel “special benefit” which the property receives. Assessments must not exceed the project’s total cost.

Capital Improvement Plan (CIP) – A planning instrument for mapping out short- and long-term capital acquisition and development costs.

Certificates of Participation (COP) – Investor- owned shares of a lease payment revenue stream from a lease obligation signed by a local government entity on a new or renovated public facility. The title to the facility is eventually transferred to the government entity at the end of the lease period at nominal cost.

Community Development Block Grant (CDBG) - Funds allocated from the U.S. Department of Housing and Urban Development (HUD) that provide for upgrading of parks in compliance with the Americans with Disability Act (ADA) requirements, as well as for other limited program funding.

Community Park - A park with a usable size of 20-40 net acres that provides community-wide recreation facilities, offering a variety of recreation opportunities and serving several neighborhoods within a one- to two-mile radius.

Demand Analysis- An estimation of the number of facilities required to accommodate the demand level based on the participation rates at those facilities.

Development Impact Fees (DIF) - Contributions from developers in the form of in-lieu fees for major facilities (e.g., community centers, senior centers, gymnasiums, etc.) or improvements to the parkland requires by the Quimby Act in order to meet the needs of residents in new development Under California law, unused and uncommitted fees must be refunded if not obligated in five years.

Facility Needs Ratio - The measure of the population level in a given area which creates the demand for one recreation facility.

General Obligation Bonds – Bonds that are issued by cities and counties for the acquisition and improvement of real property, including open space. Issuance of bonds is premised on a two-thirds voter approval. General Obligation bonds are secured primarily by ad valorem property taxes at whatever rate is required to service the debt. Cities and counties may increase property taxes beyond the normal

APPENDIX A - Glossary

Proposition 13 limit to pay the principal and interest on the bonds. Since investors often perceive property taxes as being less risky than the security for other types of indebtedness, General Obligation bonds may be issued at relatively lower interest rates.

Joint Use Agreement – An agreement that provides for shared use, operation and maintenance of properties owned by all parties entering into the agreement. For example, joint-use agreements often exist between cities and school districts.

Mello-Roos Community Facilities Act (Government Code section 53311 et seq.) – The Act authorizes local governments to establish community facilities districts (CFDs) within which they may levy special taxes and issue bonds to finance open space acquisition, maintenance and other programs. Approval of the special tax and related bond issue requires approval by two-thirds of the district electorate. When there are fewer than 12 registered voters within a CFD, approval must be by two-thirds of the district's landowners. CFD boundaries need not be contiguous.

Needs Analysis – A comparison of the current facility needs and the existing public and private facilities to determine whether the existing facility inventory is adequate in terms of demand conditions.

Neighborhood Park – A park with a usable size of 7-10 net acres and a service area of half- mile that provides for the daily recreation needs or residents within the immediate vicinity.

Park Acquisition and Development (PAD) Fees – The primary source of capital improvement funding exacted under the Quimby Act; they also provide for development of improvements on dedicated parkland.

Quimby Act (California Government Code Section 66477) – A provision of the Subdivision Map Act that enables a city, by ordinance, to require the dedication of land or payment of fees, or a combination of the two, for park or recreation purposes as a condition to map approval. The dedication or payment shall not exceed a proportionate amount necessary to provide three (3) acres of park area per one thousand (1,000) subdivision residents.

Redevelopment Agency Funding – Funds necessary to acquire property and make improvements in an area of blighting conditions are obtained by accepting financial assistance from public or private source, borrowing money, and issuing bonds. Tax allocation bonds secured by tax increment revenues, which is the increase in annual property taxes attributable to redevelopment improvements, are commonly used to finance development of parks and recreation facilities.

Revenue Bonds – Bonds that are secured by a pledge of revenues from a particular tax or non-tax source such as assessments or fees; usually carry a higher interest rate than general obligation bonds.

APPENDIX A - Glossary

Special Community Facility – A recreation facility that provides special community-level recreation function such as a gymnasium, community center, senior center or dog park.

Special Purpose Amenities - One of more facilities with a particular use that is not identified in the Needs or Demand Analysis. These amenities may service a community or the entire city. The size of special use amenity shall be no less than three acres and may include facilities and features such as gardens, golf courses, commercial skate park venues and other amenities with a special purpose or use.

Appendices | Appendix B – Sports Survey Questions



DRAFT OF COVER LETTER FROM CITY

Date

Contact Name

Organization

Address

City

Dear _____ :

As part of the preparation of a Comprehensive Recreation and Parks Master Plan for the City of Bakersfield, you are being asked to complete the attached Sports Organization Survey. This will provide input to the Recreation and parks Needs Analysis. Please complete this survey in detail; it is important to accurately show your organization's current field usage.

The Recreation and Parks Needs Analysis is used as a basis for preparing a long term Master Plan to include programs for upgrading, expanding and possible renovation of existing parks and recreational facilities (including ball fields) within the City. The Master Plan will also establish guidelines and standards for the orderly development of future parks and recreation facilities in Bakersfield. It will be a policy document to provide guidance to the City in developing and implementing comprehensive recreation programs that meet the needs of all residents within the City of Bakersfield as well as provide parks and recreation facilities that are aesthetically pleasing and functional, and result in a safe and healthy environment for everyone.

Please fill out Part 1 regarding the overall organization of your league. You will need to fill out the Part 2 questionnaire for each and every division you offer within your organization. If you have seven age divisions, you'll turn in seven Part 2 questionnaires. All completed questionnaires should be either mailed or faxed to me. Your prompt response is greatly appreciated.

Sincerely,

Ken Trone

Park Construction & Facilities Planner

BAKERSFIELD RECREATION AND PARKS NEEDS ANALYSIS

Instructions For Completing Sports Organization Survey

The survey is divided into two parts.

Part 1 asks for general information regarding the overall organization or league. Only one response for Part 1 is requested from each organization.

Part 2 asks for more detailed information for each division or level within the organization or league.

IMPORTANT

PLEASE COMPLETE ONE INDIVIDUAL DIVISION INFORMATION SHEET (Part 2) FOR EACH DIVISION IN YOUR SPORTS ORGANIZATION.

IF YOUR ORGANIZATION ONLY HAS ONE DIVISION, COMPLETE THE DIVISION INFORMATION SHEET FOR THE ENTIRE ORGANIZATION.

(Five of the Individual Division Information Sheets are attached to each questionnaire. If you need more, please make copies.)

ANSWER QUESTIONS FOR ALL FIELDS WHERE YOUR TEAMS PLAY, NOT JUST FOR CITY OF BAKERSFIELD FIELDS.

Please return all completed questionnaires to:

Ken Trone
Park Construction & Facilities Planner
City of Bakersfield
900 Truxtun Ave., Suite 100
Bakersfield, CA 93301
Fax: (661) 852-2140

If you have any questions or need help filling out this form, please call Ron Hagan, Senior Associate Consultant for MIG Purkiss Rose RSI (the City's Recreation & Parks Master Plan consultants) at: (714) 393-9301

Please complete questionnaires and return by: *Friday April 14, 2006*

Thank you for your help and cooperation.

BAKERSFIELD SPORTS ORGANIZATION SURVEY (Part 1)

Date _____

Name of League or Sports Organization _____

Contact Person _____ Phone # _____ E-mail _____

Address: _____

Which Months of Year is MAIN Season Played:

Pre-Season _____ Regular Season _____

Current # of Teams (Indicate Year of Season) _____ (_____)

Total Current # of Players _____

Approximate % of players living in City of Bakersfield _____

LEAGUE DIVISIONS

PLAYERS

AGE RANGE OF PLAYERS

<u>LEAGUE DIVISIONS</u>	<u># PLAYERS</u>	<u>AGE RANGE OF PLAYERS</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Does this league play games as traveling teams outside Bakersfield?

_____ Yes _____ No

a. If Yes, Where do they play? _____

b. What % of games are outside Bakersfield? _____

Does your sports organization/league participate in tournaments? _____ Yes _____ No

If yes, number per year: We conduct _____ Conducted by Others _____

Where are the tournaments which you conduct played? _____

Do you conduct any of these tournaments to raise funds? _____ Yes, # per Year: _____

How would you rate the maintenance of the sports facilities your organization uses in Bakersfield
Excellent ___ Good ___ Fair ___ Poor

If Fair or Poor, why? _____

Page 2 Sports Organization Survey (Part 1)

How would rate the fees you pay for use of the fields?

___ Very High ___ Somewhat High ___ About Right ___ Somewhat Low ___ Very Low

Describe the current situation for your organization regarding scheduling and coordination of field use. Indicate who is responsible for scheduling and if procedures are satisfactory.

What other comments do you have concerning field usage? _____

What is the total PROJECTED # of players in organization/league next season (state year)?

_____ (_____)

Total PROJECTED # of teams in organization/league _____

What % of increase (+) / decrease (-) do you expect in league enrollment in the next 5 years?

2006 _____ 2007 _____ 2008 _____ 2009 _____ 2010 _____

What type of facility or facilities (size/amenities) does your organization currently have the greatest need for? _____

What amenities do you require (i.e. lights, seating/bleachers, team benches, storage, concessions, restrooms, backstops, surface materials, fencing, parking, etc.)? _____

What type of facilities do you expect the organization to have the greatest need for in the future?

BAKERSFIELD SPORTS ORGANIZATION SURVEY (Part 2)
INDIVIDUAL DIVISION INFORMATION SHEETS

Name of Organization _____

Division _____

Total # of Teams in Division _____

Total # Players _____

Average # of Players per Team _____

Total Number of Games Played per Year _____

Type/Size of Field Required: _____

GAMES

Length of Time Per Game Slot _____

Where are Games CURRENTLY Played? (Please indicate # of fields used at each location and IF those fields have lights)

What Days and Hours are Games Played? _____

On Weekdays: List each field used by day of week and # Games per Day/Evening, per field.

(Mon) _____

(Tues) _____

(Wed) _____

(Thurs) _____

(Fri) _____

On Weekends: List each field used and # Games Played per Day, per Field.

(Sat)

(Sun)

PRACTICES

Length of Time Per Practice Slot _____

of Practices/Week (Pre-Season) _____ # of Practices/Week (Regular Season) _____

Where are Practices Held? (Please indicate # of fields used at each location and IF those fields have lights)

What Days and Hours are Practices Held? _____

On Weekdays: List each field used by day of week and # Practices per Day/Evening, per Field.

(Mon)

(Tues)

(Wed)

(Thurs)

(Fri)

On Weekends: List each field used and # Practices Held per Day, per Field.

(Sat)

(Sun)

Appendices | Appendix C – Stakeholder Interview Questions



Interview Questions for Bakersfield Recreation & Parks Master Plan

Interviews will be conducted by the City's Consultant for the update of the Recreation & Parks Master Plan and the information used to develop recommendations for future park facilities and recreation/community service programs and policies. While the interview information will be used to gain a knowledge of the communities needs and attitudes towards park and recreation issues, all individual interviews will be kept confidential and will not be included in the document.

1. What do you think are the major issues facing Bakersfield with regards to providing City services for Parks and Recreation? (Example: Funding, Available Land, City Demographics, Geographic Location, Lack of Facilities and Programs, Politics, Special Interests, Future Development, etc.)

2. What change or improvement in recreation facilities would you identify as the highest priority to meet the needs of current residents of Bakersfield?

3. In your opinion what change or improvement in recreation programs and services would you identify as the highest priority in Bakersfield? (Example: Seniors, Youth Sports, Day Care, After School Programs, City Special Events, Aquatic Programs, etc.)

4. Do you think the City should/could meet at least some of the community demand for park and recreation facilities and programs by partnering with schools and non-profit organizations in the community?

5. In your opinion do you think the community would accept some commercialization of public facilities in the form of sponsorships, advertising programs, park concessions and leases to commercial recreation operators in order to fund development and maintenance of a comprehensive park and recreation system?

6. Do you use, or do you know of, recreation/social service programs in Bakersfield that are offered and take place at facilities not operated or owned by the City? What types of programs do you think other agencies could or should offer that would meet community needs and not duplicate City services?

7. Do you think youth programs should be subsidized to keep cost affordable? Should there be family discounts for park and recreation programs? Do you believe there is a concern in the City about non-resident use of City facilities and if so what do you think would be an appropriate way to address their concerns?

8. Do you see a need for more active or passive recreation areas? Or both? Do you feel the City should do more to plant and preserve trees or should that be a homeowners or a community organizations responsibility?

9. In your opinion should the City subsidize the maintenance of parkways and sidewalk landscape areas in residential areas with tax payer dollars? Or do believe there should be a city-wide maintenance district that covers the cost of maintaining parkways, walls and street landscape areas in residential parts of the city?

10. In your opinion how safe are Bakersfield Parks? Is there a need for more security measures? Is enough being done to control/remove graffiti?

Appendices | Appendix D – Community Workshop #1 Results



B A K E R S F I E L D

**CITY OF BAKERSFIELD
RECREATION AND PARKS MASTER PLAN**

COMMUNITY MEETING WORKSHOP

Date: March 30, 2006
Location: Franklin Elementary School
Time: 7:00 p.m. – 8:30 p.m.

AGENDA OUTLINE

7:00 p.m. Park	Introduction: Diane Hoover, Recreation and Parks Director A. City Staff – Ken Trone, Construction & Facilities Planner B. Consultant Team: <ul style="list-style-type: none">• MIG / Purkiss Rose-RSI C. Brief Discussion of the Master Plan Process
7:10 p.m.	Facilitators: Jim Pickel, Blake Warner, Ron Hagen, Pat McLaughlin, and Jenna Badillo A. Review the Recreation and Parks Master Planning process
7:15 p.m.	Review the workshop process by Jim Pickel
7:20 p.m.	Focus Session One Group I - Programs Group II - Sites and Facilities Group III - Operations/Management Group IV – Recreation Trails, Bike Routes and Standards
7:35 p.m.	Individual Group Presentations (5 minutes each)
7:55 p.m.	Focus Session Two Group I - Programs Group II –Sites and Facilities Group III - Operations/Management Group IV – Recreation Trails, Bike Routes and Standards
8:10 p.m.	Individual Group Presentations (5 minutes each)
8:30 p.m.	End of Workshop

CITY OF BAKERSFIELD RECREATION AND PARK MASTER PLAN

WORKSHOP ONE AGENDA

FACILITATORS: JIM PICKEL, PRINCIPAL LANDSCAPE ARCHITECT AND PARK PLANNER, BLAKE WARNER, PROJECT MANAGER, RON HAGEN, PAT MCLAUGHLIN, AND JENNA BADILLO

Note to Participants: (Please read)

The following agenda is designed to "synergize" issues and opportunities and constraints regarding recreational and parks facilities at local park sites and schools.

Since the principal objective of the City is to establish a Comprehensive Recreation and Park Master Plan, we should examine *all* aspects of recreation and parks facilities. To accomplish as much as possible, the workshop is organized into four groups/topics:

- Group I - **Programs:** Recreational and Park Programming, Facility Programming, General Programs, and User Group Issues.
- Group II - **Sites and Facilities:** All City-programmed Sites and Facilities.
- Group III - **Operations/Management:** Operating Issues, "User Satisfaction" - including Maintenance Issues.
- Group IV - **Recreation Trails, Bike Routes and Standards:** Layout and design of specific types of trails, paths and routes.

There are two (2) **Focus Sessions** for each group. The first session is for a general discussion of issues, suggestions and ideas respective to the group assignments as defined later in this agenda. The second session is to organize, list and prioritize "issues" and/or "findings" as a consensus of the group. Where there is no consensus on a particular issue, it should be identified for additional evaluation and discussion.

A group/table leader will be selected for each group. His or her job is to direct the group discussion and take notes on the comments and issues being discussed. Also, the group leader will report his or her group's findings to all workshop attendees in a 5-minute presentation after each focus session.

It is **essential** that the workshop remain on schedule. We therefore ask that all participants be on time and prepared for a vigorous, exciting and constructive workshop. Your participation and knowledge are an important factor in preparing the comprehensive plan. Choose a group/category that you feel would be best suited to your interest or knowledge. The facilitator may ask, however, that you participate in a different group if there are too many in a particular group.

Thank you for your participation and interest in this important community effort.

GROUP I - PROGRAMS:

FOCUS SESSION ONE: Identify the Issues (15 minutes)

- a) Take a few minutes to discuss **types of recreational activities, community programs and leisure pursuits** that have occurred in the past and presently occur at the recreation sites. List them and make notes of general comments offered by participants.
 - b) Under the general heading of **Programs**, discuss the relative importance of **past and present programs** in terms of **apparent demand** considering the community profile i.e., population, age groups, etc.
 - c) In the remaining portion of the session (allow at least 5 minutes) discuss and list the **issues** with which your group can identify from all the programs and activities identified. Example issues may be:
 - In general, what programs do you use?
 - Availability of programs
 - Program recommendations
 - No facilities to support program requirements
 - Time of day, scheduling, etc.
- At the close of the focus session, the group leader will report the findings to the entire group (5 minutes).

FOCUS SESSION TWO: Prioritize the Issues (15 minutes)

- a) Based on the findings in the first focus session and input from other presentations, conduct a general discussion on what **new recreational facilities, community programs and activities** are perceived to be needed or desirable in the City and community and what issues they *may* raise. List under the heading of **New Programs and Issues**.
 - b) Now merge the findings of programs and issues discussed in the first focus session with any additional programs or use activities.
 - c) Of all the issues identified, discuss in a descending order those that may be the **most important** to address to the **least important**. Try to maintain a general consensus of the group, considering the community as a whole and priorities. (Allow a minimum of 10 minutes for drafting an evaluation of issues.)
- At the close of the second session, the group leader will report the findings to the workshop attendees (5 minutes).

GROUP II – SITES AND FACILITIES:

FOCUS SESSION ONE: Identify the Issues (15 minutes)

- a) Take a few minutes to review the existing Recreation and parks sites and facilities as shown on the exhibit. Discuss the use of the sites in relation to the **facilities** that are in existence, the **size** of the site and the efficient use of space.
 - b) Review the addition of possible or potential site amenities and proposed recreational facilities.
 - c) Taking each site (you choose the order) in succession, discuss the adequacy or deficiencies of the **existing** and proposed facilities, size and site location of facilities. List those comments made by the group participants in an organized manner. Try to maintain a consensus viewpoint. If there is no consensus on a particular site, facilities or location issues, note it down. Example issues may be:
 - What recreational facilities receive the most use
 - Facility availability
 - New facilities
- Group leader will report findings of the first focus session to the workshop attendees (5 minutes).

FOCUS SESSION TWO: What are the Needs and Priorities? (15 minutes)

- a) Based on the findings of the initial focus session, take a few minutes (5 at most) to review your lists and make any changes you feel are appropriate. If there are none, then proceed.
 - b) Discuss **ideas or concepts** of making changes and improving the **existing and potential recreational and park facilities**. You may be as specific as you want; however, a general listing will be sufficient at this time.
 - c) Discuss the ideas or concepts of new or additional park sites, facilities and the **general areas** within the community where they *should* be located. You need not identify a **specific location** within a school site unless there is consensus that it should be considered as a "special location."
- The group leader will report the findings to the workshop attendees (5 minutes).

GROUP III - OPERATIONS/ MANAGEMENT:

FOCUS SESSION ONE: *How Do We Operate and Manage* (15 minutes)

- a) Take a few minutes to examine how the present facilities and services are provided. Issues to discuss:
- Department Organization
 - Management – “User Satisfaction”
 - Facility Maintenance/Operations
- b) Discuss the existing operations/management of City operations using the following as a guide and for listing your comments and findings:
- 1) Satisfaction in maintenance and repair services
 - 2) Recommendations for improving the scheduling and/or frequency of programs, events or activities provided
 - 3) Recommendations for improving safety within recreational and parks facilities
 - 4) Other questions or comments

Try to establish a consensus in your group on each of the elements you discuss and prepare an outline listing your findings of **How Do We Operate** and the **key** issues you have spotted.

- The group leader will report to the workshop attendees (5 minutes).

FOCUS SESSION TWO: *How to improve maintenance and operations?* (15 minutes)

- a) This session is an **open discussion** of **ideas and concepts** of how to improve the City’s maintenance and operation of facilities. For organization, try to stay within the following general subjects:
1. Organization of Maintenance Program
 2. Frequency of maintenance
 3. Rules and regulations for facility use.
 4. Other relevant issues.
- b) Prepare a composite list of the **ideas and concepts** offered by participants in your group and try to establish a consensus as to those concepts that appear to have the **most practical application to the community needs**.

- The group leader will report to the workshop attendees (5 minutes).

GROUP IV - RECREATION TRAILS AND BIKE ROUTE STANDARDS:

FOCUS SESSION ONE: Identify the need (15 minutes)

- a) Take a few minutes to review the standards prepared for trails and bike route types. Discuss the proposed standards and achieve a general consensus.
 - b) Review the City Map and identify existing trails and discuss additions to the trail system including layout, connections and trail head locations. Add any comments to the plan you would like to communicate to the Consultant Team and City.
 - c) Review funding for development of new trails, acquisition, and striping and signage.
- Group leader will report findings of the first focus session to the workshop attendees (5 minutes).

FOCUS SESSION TWO: What are the priorities? (15 minutes)

- a) Based on the findings of the initial focus session, take a few minutes (5 at most) to review your lists and make any changes you feel are appropriate. If there are none, then proceed.
 - b) Discuss **ideas or concepts** of making changes and improving the **existing and trail system**. You may be as specific as you want; however, a general listing will be sufficient at this time.
 - c) Discuss the ideas or concepts of new or additional trails within the community where they *should* be located.
- The group leader will report the findings to the workshop attendees (5 minutes).



CITY OF BAKERSFIELD
RECREATION AND PARKS
MASTER PLAN
COMMUNITY WORKSHOP
MARCH 30, 2006

IDEAS &
PRIORITIES

PROGRAMS

OR CTR
PROGRAMS F/ SENIORS
10-50,000 IN CITY !!
- BUSSES, BEN AUSTIN
- TRANSP AVAILABLE

CONCERTS IN THE PARK
BEAL AMPHITHEATRE
SCHOOL CONCERTS, ETC!

COURT RECY PROJ

SPORTS LESSONS F/ YOUTH
+ SPORTS PARKS F/ YOUTH

SITES AND FACILITIES

KIDS FIRST !!

CHILDCARE F/ 6-9 YRS
12/100 KIDS // 2000 # BUDG
→ 10,000 # ON 10 A

CHRYL'S SOFTBALL YOUTH FAC.
1000 SPRING 100 YR 2000 TOTAL
10 A SEC 31 ON M/MB
+ INDOOR/OUTDOOR POOL

KERN COMMUNITY TENNIS FAC
JUSTO PK/TRAINER/OFC
ACCESSIBLE!! W/ TUTORING

INDOOR SOCCER BEYOND GREEN AGES

CELL PHONE TOWERS AT ALL PARKS
- CREATE REVENUE

METRO PARKS DIST

EMERGENCY RESPONSE AT ALL PARKS

JOINT AGMT TO USE SCHOOLS
OFF HOURS

COMMUNITY PARK ONE/S
MEDIANS, HESL, HARM, CHAVE

NO PARK W/IN 1-2 MI OF
HOMELAND SPECTORS

EXTEND KERN RIVER PLWN

LINK PARKS

MORE W/MT FINDER

MORE A/PERSON

MORE INFILL PARK SPACE

MORE HEAVY TREE L PARKS

OPERATIONS MANAGEMENT

TRUE URBAN FORESTRY
OPS/MGMT PLAN
IN LINE W/ REST OF COUNTRY

TEEN CTR
ADV. GROUPS THAT PROGRAM
THEMSELVES !!

MORE JOGGING TRACKS

SEPARATE REVENUE-GENERATING SPORTS COMPLEXES

BROAD SCOPE OF MILK CTR

LARGE ALL-IN-ONE CTR IN NE/SW

WALL BOUND, MULTI-PURPOSE

RECREATION TRAILS BIKE ROUTES

GREEN SPACE & TRAILS
ENOS LN TO RANCHO RD RD
F/ 12 LN/ PLANS
NETS

UNIMPROV. NATIVE VEG. O/S
- PROTECT F/ DEV/ P

ID CANALS, POWER EASEMENTS
TO TURN INTO BIKE TRAILS

O/S MGMT PLAN

INCLUDE M/R: P/S/REC IN O/S PLAN
INCL. ALL METROPOLITAN
SEPARATE B/S/P/S

LOCATE FUTURE PLS CLOSER
TO GREENBELT!

EXPAND TO 10A/1000 PEOPLE F/ DEVELOPER
(NOW 2.5)

NOT TO INCLUDE DRAINAGE SPTS AS PARKS/
(DEV/ GET CREDIT NOW)

NO CREDIT F/ PARKS IN GATED COM.
UNLESS PUBLIC ACCESS

UNIFIED FUNDING PLAN F/ TABLES INCL. COMMUN

UNIFIED LANDSCAPING STD'S

SEPARATE BIKE/RUNNERS ON BIKE PATH

MULTI-PURPOSE TRAILS

City of Bakersfield

Recreation and Parks Master Plan

Community Input Workshop

March 30, 2006

Programs

1. Sports parks and lessons for youth
 - Court reservation programs
- Programs for seniors
 - 40,000-50,000 in city
 - Population doubling in next 10 years
 - Rasmussen, Ben Austin
- Concerts in the Park
 - Beal Amphitheatre
 - School concerts, etc.
- Tennis Youth Program

Sites and Facilities

1. Kids first!
 1. Community parks
 2. Metro Parks District
 3. Joint agreement to use school parks during off hours
 4. Cell phone towers at all parks
 - Create revenue
 5. No park within 1-2 miles of homeless shelters
1. Build large all in one center in NE/SW
 - For families, multi-purpose
2. More jogging tracks

3. Separate revenue generating sports complexes
4. Senior center
5. Teen center

- After school for childcare for ages 6-9
- Girls softball youth facility
 - 600 girls in the spring
 - 2500 annual players
 - 4-5 new fields
- Indoor/Outdoor pool
- Kern community tennis facility
 - Accessible for all
 - Tutoring on site
- Indoor soccer
- Emergency boxes at all par
- Extend Kern River Parkway
- Link parks
- More way finding
- More infill park space
- More major recreational parks
- Expand scope of MLK Center

Operations/Management

- True urban forestry operations management plan in line with the rest of the county

Recreation trails, Bike routes and standards

1. Expand to 10 acres/1000 people for development
 - Currently 2.5 acres
2. More green space and trails

- Enos Lane to Ranch Road, Edith Lane/Buena Vista
- 3. Include NOR and Parks and Recreation in open space plan including all Metropolitan and Greater Bakersfield
- 4. Open space management plan
- 5. Unified funding plan for parks
 - Untouched native vegetation open space
 - Protect from development
 - Identify Canais, Power easements to turn into bike trails
 - Locate future parks closer to greenbelt
 - Not to include drainage sumps as parks
 - Developers currently get credit for these
 - No credit for parks in gated communities unless there is public access to them
 - Unified landscaping standards
 - Separate bike riders and runners on paths
 - Develop multi-purpose trails

Appendices | Appendix E – Community Workshop #2 Results



City of Bakersfield

Recreation and Parks Master Plan

Community Workshop II – Presentation of Findings

October 3, 2006

Formal Presentation

1. Presenters
 - Jim Pickel, Principal
 - Ron Hagan
 - Pam Wooldridge
2. Powerpoint Presentation
 - Presentation of Facilities & Program Analysis Findings and Issues & Opportunity for Community Input (Presentation to follow)

Community Question and Answers

1. A resident of Bakersfield, formerly a 20 year resident of Orange County asked if the preservation of open space had been considered in the master plan – specifically regarding hiking trails in a natural setting.

Response – Our community input findings include a big push for expansion of the Kern River Parkway and to increase large open space areas within parks like the Park at Riverwalk. The Master Plan will provide provisions for open space.
2. How was Urban Forestry addressed in the community input process?

Response – The telephone survey included a question regarding community satisfaction with the maintenance of trees.
3. There are active irrigation canals in the City of Bakersfield that could be utilized as recreation trails. Have the water districts been contacted regarding the addition of bikeways and walkways in these easements? There are areas in the south/west of town with recreation opportunities along the canals that may be soon lost to development.

Response – The design team has reviewed easements at canals, railroads, transmission lines, etc. in the City for recreation potential. The difficulty with the canals is crossings at major arterial streets. The master plan will include policy statements regarding the canals. The

design team believes the most promising facility currently available for additional trails is along railroad right-of-ways where at-grade crossing at major arterial streets already exist.

4. The audience speaker voiced his objection to cell phone towers in parks and the Kern River Parkway as an asset management possibility as, in his opinion, there are already too many visible utilities in the landscape.

Response – The design team agrees: a standard cell tower pole is not visually appropriate to a park setting. However, there are many ways to include cell towers that are not recognizable as a utility pole, for example: incorporating cell equipment on sports lighting poles, bell towers, and in attics of buildings. Controlling aesthetics is an important component to this asset management possibility.

5. What kind of revenue can cell towers create?

Response – \$2,000 to 3,000 per month revenue.

6. How was the telephone survey structured?

Response – Telephone prefixes were used as a control to identify areas of the City, and the last four digits of the telephone number were selected randomly.

7. How was it determined that the community is interested in active seniors activities community centers over the more traditional seniors center services?

Response – This was determined based on surveys and interviews. Our findings indicate the County provides traditional seniors programs, and residential seniors communities are providing services to seniors.

8. Follow-up – There is a greater economic gap than age gap in seniors needs in Bakersfield.

Response – The master plan will address transportation issues and fees for lower income seniors.

9. City Park personnel need additional training to properly work with native plant materials.

Response – The master plan will include a policy regarding tree and plant maintenance, the use of native plant materials, and water auditing.

10. How will this document address policies already in place in the Vision Plan, City General Plan, and County General Plan.

Response – The design team has reviewed these documents and is taking care to insure continuity between the documents when writing policies and guidelines for the Recreation and Parks Master Plan.

11. Comment from the audience: The State is currently addressing the possibility of acquiring land in the Central Valley which will likely be oriented toward open space over active recreation space.

12. Does the master plan address volunteerism?

Response – There will be a number of policies and guidelines regarding volunteer organizations including Adopt a Park, Cadet Programs, and RSVP Programs.

13. Liability issues seem to be a bigger stumbling block to volunteer organizations in Bakersfield than they are in other communities. Why is this so?

Response – There are tools for controlling liability. One such model is for the service organization or non-profit to provide an insurance policy to cover Worker’s Compensation claims.

14. Follow-up – the City requirements for coverage are too huge.

15. Does the master plan address trails at the future Hwy58 – I5 Cal Trans project?

Response from the audience – There is a dollar amount line item for trails included in that plan.

16. Will park concessionaires be contacted as part of the master plan?

Response – There will not be recommendations for large commercial operators such as water parks or softball organizations. However, there will be action items included that call for small food, skate and bicycle rental concessions in the large park facilities.

17. Is the telephone survey response that 42% of the population is using the Kern River Parkway high?

Response – Yes 42% is high. The use of the parkway is an important City amenity. Our findings indicate the community would like to see the parkway improved and expanded.

18. It seems that surveys are opinions over facts. A 42% usage rate of the parkway seems very high. How is this data verified?

Response – The survey can only be verified in areas where use has been tracked, for example recreation programs.

19. Where does the process go from here?

Response – The next step is for the design team:

- i. Produce a “screen check” document for City Staff review
- ii. Produce a Draft Master Plan Document
- iii. Present the Draft document to City Council for adoption

20. Can the community see the draft document before it goes to City Council?

Response – The design team will provide the City with an electronic file of the draft document that can be posted to the City web site.

21. The Master plan should stress the integration of parks and schools.

Response – The master plan will address the need for the joint use of facilities between the City and schools with emphasis on pools, gymnasiums, meeting spaces, and fields.

22. In the 1990s there was talk of developing a new park district. Will that recommendation be brought forward in the master plan document?

Response – Our findings indicate the current structure of the Recreation and Parks Department is working well. There are no indicators that a new park district is necessary. The master plan will include suggestions for a Park Maintenance District and an Open Space District.

23. Comment from the audience: Kern County has voted down the last two park bonds. The community needs to get the word out to support park bond measures if they are interested in parks and open space.

City Of Bakersfield
Recreation and Parks Department
RECREATION & PARKS MASTER PLAN



COMMUNITY WORKSHOP

Presentation of Facilities & Program Analysis Findings
and Issues & Opportunity for Community Input



City of Bakersfield • RECREATION & PARKS MASTER PLAN

PURPOSE OF THIS WORKSHOP

- To present the Recreation and Parks Master Plan, Facilities & Program Analysis and Findings
- To encourage community input prior to completion of the Master Plan



City of Bakersfield • RECREATION & PARKS MASTER PLAN

PURPOSE OF THE MASTER PLAN

- Provide the City with an overview of its existing recreation and parks system.
- Analyze current and future needs, provide policies and guidelines and make recommendations for implementation.
- Receive public input.
- Provide the City Council and staff with guidelines and strategies to allocate the City's resources for Recreation & Parks.

COMMUNITY OVERVIEW

- The City of Bakersfield is in a period of transition.
- Recent growth is affecting land uses.
- The community wants to preserve its history while managing future growth.



ISSUES FACING THE CITY

- Growth
- Education
- Funding
- Changing demographics and community attitudes
- Graffiti, homelessness and park safety
- Revitalization of downtown
- Increased cost of property
- Limited staff and financial resources
- Meeting the needs and demands of the diverse income populations of the City
- Political polarization of citizenry

COMMUNITY GOALS IDENTIFIED IN THE INTERVIEW PROCESS

- Identify current and future recreation facilities and program needs.
- Establish a Funding/Financing Plan and revenue sources.
- Determine how best to preserve and expand the Kern River Parkway
- Develop strategies to develop children's facilities and programs.
- Develop strategies to green up the City.

CURRENT CITY RESOURCES

- The City of Bakersfield Recreation and Parks Department provides
 - park facilities,
 - pools,
 - playing fields,
 - skateboard parks,
 - children’s playgrounds,
 - picnic facilities,
 - community centers,
 - trails, and
 - recreation activities and programs.
- The City also offers citywide special events and festivals, tournaments.



CURRENT CITY RESOURCES, cont'd

- The “Current Facilities Inventory” lists current recreation facilities available to the public.
- The park system of the City of Bakersfield includes 47 parks.
- The City offers a wide variety of recreation programs & services that compliment numerous activities and programs offered by other agencies.



DEMANDS & NEEDS ANALYSIS

- Demands & Needs Analysis quantifies both the facility and recreational programming needs of the community.
- The City can only develop a long range plan if it understands
 - the nature of the community,
 - its recreational desires,
 - its actual needs,
 - its social makeup, and
 - its ability to provide services.



GENERAL COMMUNITY NEEDS

- A need for walking and biking trails.
- Collaboration between parks and schools
- Preventive recreation
- Recreation for groups limited by income, physical disability, language, or cultural barriers.
- Collaboration among program and facility providers
- Family recreation centers

COMMUNITY DEMANDS

- Pressure to increase park capacity while providing adequate maintenance.
- Community volunteering opportunities
- Increased demand for Tiny-Tot and Pre-School programs and activities.
- Protective measures for open space.
- Provision for aquatics programs.
- Provision for Senior Citizen programs and activities.



COMMUNITY INTERVIEWS

General Comments

- All stakeholder groups and individuals were supportive of the Recreation and Parks Department.
- They understood major issues facing the Department

The following comments are arranged by issue, facility, or perceived need in Bakersfield.

COMMUNITY INTERVIEWS, cont'd

"Programs and Facilities for Children"

- Programs for children was the most reoccurring theme.
- The need for
 - youth sports fields;
 - before and after school programs;
 - child enrichment programs;
 - teen programs; and
 - clean and safe places and facilities.



COMMUNITY INTERVIEWS, cont'd

"Sports Fields"

- There are both immediate and long-term needs for sports fields.
- At least two major youth sports groups are using fields at CSU Bakersfield which will soon go away.
- These groups will need to develop alternate spaces quickly.

COMMUNITY INTERVIEWS, cont'd

"Kern River Parkway and Bike Trail System"

- Heavily used by Bakersfield residents
- Consensus on the need for further expansion and continued improvements
- Numerous requests for developing an access trail system to the Parkway from all areas of the City
- Need for safe and secure parking access, equestrian bridge, clean up of rip-rap, greening of the trail, drinking fountains and restrooms, and emergency call boxes



COMMUNITY INTERVIEWS, cont'd

"Recreation Facilities"

- The Martin Luther King and Silver Creek Community Centers are heavily used and appreciated.
- Requests for new community centers in the Northeast and Southwest areas of the City.
- Spray Pools and Tot Lots are heavily used and very popular.
- The McMurtrey Aquatic Center is very popular.



COMMUNITY INTERVIEWS, cont'd

"Recreation Facilities" Cont'd

- The City Dog Parks are also heavily used and well received in the community.
- Community is supportive of the programs and activities at the Rabobank Arena, Theater and Convention Center.
- The City Skate Park was mentioned as being heavily used and in need of expansion.



COMMUNITY INTERVIEWS, cont'd

Developer Relations

There is controversy regarding

- park standards
- park credits
- park requirements

Interviewees who represented organized sports groups felt the City should have

- higher parkland dedication requirements,
- trail requirements, and
- not allow park credit for open space areas that do not actually provide usable park space.



COMMUNITY INTERVIEWS, cont'd

Developer Relations, cont'd

Interviewees representing the development community felt

- the City's dedication standards, trail standards and park credit rules and policies were too inflexible
- gave no incentive for developers to work with the City

Developers felt that holding ponds & retention basins could be:

- designed to provide passive park uses and
- should be allowed at least partial credit towards meeting park dedication requirements



FACILITY DEMAND ANALYSIS

"Issues Facing the City While Trying to Meet Demand"

- Disappearing resources
- Lack of available land for parkland.
- Environmental regulations regarding water quality, runoff, and hazardous waste.
- Poverty – homelessness and unemployment.
- Crime and violence, drugs, vandalism, and racial tension.
- Increased number of children at risk.
- Increased desire for citizen participation and involvement.



FACILITY DEMAND ANALYSIS Cont'd

"Issues Facing the City While Trying to Meet Demand"

- Increased cost for maintenance and upgrading infrastructure.
- Increased labor and energy costs.
- Fewer "traditional" family households
- Increased cultural diversity, residential density, and computers in the home.
- Increased media overload, Increasing land values, Increased traffic congestion.
- Political pressure for parks, open space and recreation facilities.



RECREATIONAL FACILITY STANDARDS

- Facility standards per thousand population were developed and adjusted from previous master plans and National Recreation & Park Association guidelines to reflect Bakersfield's profile.
- Only City facilities were included
- Thus, adjusted standards better reflect the true surpluses and deficiencies for the most desired and needed recreational facilities in Bakersfield

RECREATIONAL FACILITY STANDARDS

Facility Type	Currently Available	Adjusted Standard/300,000	+ / -	Adjusted Standard/400,000	+ / -
Open Turf Area	27	1/10,000=30	(3)	1/10,000=40	(13)
Family Picnic Areas	36	1/10,000=30	6	1/10,000=40	(4)
Group Picnic Shelters	25	1/12,000=25	0	1/12,000=33	(8)
Child Tot Lot	35	1/10,000=30	5	1/10,000=40	(5)
Outdoor BB Courts	39	1/12,000=25	14	1/12,000=33	6
Senior Center	0	1/75,000=4	(4)	1/75,000=5	(5)
Teen Center	0	1/75,000=4	(4)	1/75,000=5	(5)
Gymnasium	1	1/50,000=6	(5)	1/50,000=8	(7)
Skate Park	1	1/100,000=3	(2)	1/100,000=4	(3)
Softball Field	7	1/20,000=15	(8)	1/20,000=20	(14)
Baseball Field	3	1/20,000=15	(12)	1/20,000=20	(17)
Community Center	2	1/50,000=6	(4)	1/50,000=8	(6)
Lighted Tennis Ct.	32	1/20,000=15	17	1/20,000=20	12
Swimming Pools	6	1/35,000=8	(2)	1/35,000=11	(5)



City of Bakersfield • RECREATION & PARKS MASTER PLAN

RECREATIONAL FACILITY STANDARDS

Facility Type	Currently Available	Adjusted Standard/300,000	+ / -	Adjusted Standard/400,000	+ / -
Soccer Field	11	1/15,000=20	(9)	1/15,000=26	(15)
Football Field	4	1/50,000=6	(2)	1/50,000=8	(4)
Recreational Trails	40 miles	1 mile/10,000=35 miles	5 miles	40 miles	0
Band Shell	5	1/75,000=4	1	1/75,000=5	0
Meeting Rooms	3	1/25,000=12	(9)	1/25,000=16	(13)
Splash Pool	4	1/50,000=6	(2)	1/50,000=8	(4)
Dog Park	6	1/50,000=6	0	1/50,000=8	(2)
Volleyball Courts	12	1/50,000=6	6	1/50,000=8	4

NOTE: "Currently Available" column only includes facilities that the City has access to for programming and community use.



City of Bakersfield • RECREATION & PARKS MASTER PLAN

RECREATION PROGRAMS - GENERAL OVERVIEW

- Bakersfield offers a good variety of recreation facilities and activities.
- Information concerning the types of programs and activities is available on the Internet.
- The City's recreation activity brochure is a useful tool to promote recreation programs.
- Though the County provides traditional recreation programs and services for seniors, the City needs to fill gaps for active and younger seniors.



RECREATION PROGRAMS - GENERAL OVERVIEW Cont'd

- There are a few collaborative agencies established in the community.
- The City's web site provides a good resource for recreation activities, classes and programs online.
- City makes good use of sponsors to promote programs.
- The City has great aquatic facilities that offer programs year 'round.



RECREATION PROGRAMS - GENERAL OVERVIEW

Cont'd

- Extensive recreation programming occurs at Martin Luther King, Jr. and the Silver Creek Community Centers
- Two recreation centers not adequate to serve the community.
- Four new multipurpose centers needed in underserved areas.
- Mobile recreation or sharing neighborhood schools could serve to expand program opportunities.



City of Bakersfield • RECREATION & PARKS MASTER PLAN

RECREATION PROGRAMS - GENERAL OVERVIEW

Cont'd

- City should take lead in collaborating with other service agencies to organize annual meetings.
- Solicit participation of key groups that provide recreation and community services to discuss community needs and services.
- Revisit joint-use opportunities.
- City should work with school districts to develop new joint use facilities.



City of Bakersfield • RECREATION & PARKS MASTER PLAN

HOUSEHOLD PHONE SURVEY

- **PURPOSE** – Research Network Ltd. was retained to design and implement a resident telephone survey to assess their recreational needs and current recreation use patterns.
- **METHODOLOGY** – A total of 600 interviews were completed with adult household heads during June 2006.



PHONE SURVEY RESULTS

- **Maintenance Satisfaction** – Over 80% of households are satisfied with the City's parks maintenance
- **Parks Safety Satisfaction** – Over 80% stated they are satisfied with safety in the parks.
- **Recreation Benefits** – Over 70% seek health/fitness benefits from recreation choices.
- **The Park at River Walk** – Over 60% knew of The Park at River Walk and 14% plan using it at least three times a month in the next year.

PHONE SURVEY RESULTS, cont'd

- Recreation Facility Usage – About one third of all the households say they are frequent users of the City's park and recreation facilities.
- Selected Facility Usage – 42% have used the Kern River Parkway in the past year. 20% have used the Ice Sports Center and 17% have used the McMurtrey Aquatics Center.
- Indoor Facility Usage – About 40% of the households used indoor recreation facilities in the City.
- Selected Indoor Facility Use – About 15% of those surveyed used the Silvercreek Community Center and about 7% used the Martin Luther King, Jr. Community Center.



PHONE SURVEY RESULTS, cont'd

- Most Used Recreation Facility – Neighborhood parks were the most often used recreation facilities in the City.
- Recreation Activities Usage – The most popular activities were walking/jogging/running, picnicking, bicycling, tot lots, wet playgrounds, recreation basketball, trail hiking, swimming for recreation, league basketball, and league softball.
- Recreation Programs Use – Households with children under 18 years were more often frequent users of programs.
- Selected Program Use – 26% stated they participated in performing arts lessons in the past year.



PHONE SURVEY RESULTS, cont'd

- One Desired New Facility – 75% of those surveyed requested new or improved recreation facilities.
- One Desired New Program – Most popular requests were arts/crafts, swimming lessons, fitness, dance, martial arts, basketball, adult day care, youth programs outdoor concerts, baseball/softball, child care, yoga, and personal development
- Development Fee Increase – 55% are against a \$1,500 hike in fees on new homes.
- However, 53% of households with a head under 40 years supported a developer fee increase.



FACILITY MARKET ANALYSIS

ASSET MANAGEMENT

There are three basic components included in an asset management plan:

- Revenue from facility rentals, fees, and charges
- Revenue from leases or licenses for private concessions
- Revenue from advertising/vending/sponsorship and naming rights opportunities



FACILITY MARKET ANALYSIS

ASSET MANAGEMENT

The following is a typical list of Asset Management opportunities that should be considered for Bakersfield:

- Parking lot and walkway banner programs
- Public telephone kiosk
- Shade shelter advertising
- Information and advertising kiosk
- Trash receptacle advertising
- Telecommunication tower leases
- Naming rights and/or facility sponsorship



FACILITY MARKET ANALYSIS

ASSET MANAGEMENT

- Several of these revenue categories are advertising programs.
- The value of these locations is determined by the number of visits and the amount of participation at each site.
- It would be best to “bundle” the sites and offer potential contracts for each category at all sites.
- The extent of advertising programs will have to be a policy decision made by elected officials
- The City may be able to generate an additional \$300,000 or more in new revenue annually from an aggressive Asset Management program.

FACILITY MARKET ANALYSIS

SAMPLES OF ASSET MANAGEMENT OPTIONS



Naming Rights/Sponsorships



Concession Leases



Cell Tower Leases



Banner Advertising



Phone/Internet Kiosks



Information/Advertising Kiosks



Trash Receptacle Advertising



WHAT'S LEFT TO COMPLETE THE MASTER PLAN PROCESS?

- Develop General Policies and Guidelines the City can use when making decisions regarding recreation and parks
- Develop priority recommendations for facility improvements and delivery of recreation programs
- Prepare a Fiscal Analysis and Recommendations for Funding



WHERE TO SEND COMMENTS

If you would like to provide additional information, make comments on what you perceive are the recreation and park needs of Bakersfield in the future, or would like to provide suggestions for facilities or programs, you may send them to:

KEN TRONE
City Of Bakersfield
Recreation And Parks
900 Truxtun Ave., Ste. 100
Bakersfield, Ca 93310
EMAIL: ktrone@ci.bakersfield.ca.us



**Thank You
for Attending Tonight's
Community Workshop
on the
City Of Bakersfield
Recreation & Parks Master Plan Process**



Appendices | Appendix F – Overall Impressions



OVERALL IMPRESSIONS

The Project Team, along with staff, toured the City and had the following first impressions of the parks and landscape areas of the City:

- ✓ Parks are well maintained
- ✓ There are more tennis courts and swimming pools than expected
- ✓ There are very few formal sports fields, especially in the north east area
- ✓ The streetscapes have been trimmed into unnatural ball shapes leaving bare soil visible in many areas. This method of trimming makes the block walls easily accessible and very visible – a condition conducive to graffiti
- ✓ The Northeast area of the City is an older area. Jefferson, Dr. Martin Luther King, Jr., Central, and Lowell parks are located in low income areas and experience a great deal of graffiti and vandalism in the parks. They also have transient issues. Jastro, Siemon and University Parks do not experience the same level of problems. The parks in this area are maintained by General Funds only, they are not part of a maintenance district
- ✓ University Park could accommodate more facilities. It is used as a practice soccer field
- ✓ ADA upgrades are ongoing throughout the park system
- ✓ Siemon Park is the only park locked (parking lot) at night
- ✓ Community complaints in this area are mainly regarding graffiti, however, the City responds quickly to reports of graffiti
- ✓ Organized Sports Groups who use the fields do not currently contribute to maintenance and operations costs
- ✓ Distance between the City Yard and park sites is an issue. Each of the four maintenance areas may need their own satellite maintenance yard
- ✓ The Southwest area is a newer upscale area with recent residential growth and new parks
- ✓ Silvercreek Center has the only public pool in the area

APPENDIX F – Overall Impressions

- ✓ None of the existing parks in the Southwest area appear large enough for formal sports fields. Some of the parks have open turf areas that are utilized for practice fields
- ✓ There are 12 passive parks in the Southwest area
- ✓ A few of the parks have lighted tennis courts
- ✓ Silvercreek is the only park with reserved picnic areas
- ✓ Some of the new parks in this area are located in gated communities and are not open to the community at large
- ✓ There are no water play/spray parks in the Southwest area
- ✓ Skateboarders are a problem; they do considerable damage to public facilities
- ✓ There are a number of retention basins in many of the parks which are unusable for sports fields. Many of them have been converted to fenced dog parks
- ✓ Deer Peak Park – sports lights were installed at the basketball courts after the park was constructed and after the surrounding residents were constructed. Due to community complaints the lights were removed
- ✓ There is a need for practice fields for youth soccer
- ✓ The adult soccer players use all open turf spaces
- ✓ ADA access is up to date in 80%-90% of the parks in this area
- ✓ Five of the 13 parks in the Southwest area have restrooms. Pinoak and Silvercreek parks have vandalism and graffiti issues
- ✓ Community Development Block Grant (CDBG) park improvements in the older parks have been a positive
- ✓ Some parks play movies in the park which have been successful
- ✓ Band concerts are held at Silvercreek Park
- ✓ Little League currently plays on the sports fields at CSUB, however these facilities will be going away due to expansion plans for the University. There are plans to move Little league to a new park north of the river

APPENDIX F – Overall Impressions

- ✓ Youth Soccer plays at the University also and will have to be relocated to a different facility when expansion of the University begins
- ✓ Little League and Soccer are the largest youth sports groups, but there is also girls softball and youth football in the city
- ✓ There appears to be a shortage of maintenance manpower, if growth continues, and the city takes on more parks, the City will need to add additional maintenance positions
- ✓ The Southeast area contains 15 parks and is an older area of town
- ✓ This area of town has been developed in smaller parcels of land. This has made it difficult to develop neighborhood parks
- ✓ There is little or no available land to expand parks in this area
- ✓ Dog parks are popular
- ✓ There appears to be a need for turf open space
- ✓ About 90% of the parks in the Southeast area are ADA accessible
- ✓ Soccer fields are not reserved and there are no fees to use the facilities. They are utilized on a first come, first serve basis
- ✓ Softball fields can be reserved
- ✓ Planz Park is highly programmed with among other items, a softball field and a pool
- ✓ The park sports fields are utilized primarily by young children's organizations and adult leagues. School aged children are served by the schools
- ✓ The Northwest area contains five parks and it has the most streetscape maintenance areas
- ✓ Vandalism, especially broken risers, are a problem in the streetscapes
- ✓ Central Park – There is a large number of transients in the park. There is new senior housing coming soon. The park adjoins an art museum and the Community House (a private senior citizen organization)
- ✓ There are three dog parks at Wilson, Krall, and Centennial parks

APPENDIX F – Overall Impressions

- ✓ A Hispanic ball game called “Magic Ball” is played at Jefferson Park. The game is played inside a tennis court
- ✓ Two County parks may be future candidates to become City parks – Casa Loma Park and Heritage Park

Appendices | Appendix G – Telephone Survey Tabulations



(NOT INCLUDED IN DOCUMENT. CONTACT BAKERSFIELD RECREATION AND
PARKS DEPARTMENT FOR FULL TELEPHONE TABULATIONS.)