



**City of  
Santa Clara**  
The Center of What's Possible

# **PARKS & RECREATION COMMISSION**

**CHARTER, PRIORITIES, AND WORK PLAN  
FY 2023/24**

# CITY CHARTER

The City of Santa Clara charter includes the following sections that mandate the formation of a Parks & Recreation Commission and its role.

## **Sec. 1008 Parks & Recreation Commission.**

*There shall be a City Parks & Recreation Commission consisting of seven members to be appointed by the City Council from the qualified electors of the City, none of whom shall hold any paid office or employment in the City government.*

## **Sec. 1009 Parks & Recreation Commission – Powers and duties.**

*The Parks & Recreation Commission shall have power and be required to:*

*(a) Act in advisory capacity to the City Council in all matters pertaining to parks, recreation, playgrounds, and entertainment;*

*(b) Consider the annual budget of the Parks & Recreation Department during the process of its preparation and make recommendations with respect thereto to the City Manager and the City Council; and*

*(c) Assist in the planning and supervision of a recreation program for the inhabitants of the City, promote and stimulate public interest therein and to that end, solicit to the fullest extent possible the cooperation of school authorities and other public and private agencies interested therein. (Amended by electors at an election held March 7, 2000, Charter Chapter 11 of the State Statutes of 2000)*

# VISION STATEMENT

Enrich the lives and enhance the health and wellbeing of our community by supporting a vibrant, active quality of life for all ages, abilities and interests through excellent parks and recreational facilities, community services, programs, and events.

# PRIORITIES

Based on the Commission charter, the above vision statement, values, and context from prior years, the Commission has defined its priorities and goals for fiscal year 2023-24. The priorities are presented in this section and the goals emanating from these priorities are stated in the following section.

1. Assess facility and program conditions and recommend prioritized maintenance and improvements to facilities and programming. Include in the master plan as appropriate.
2. Identify gaps in infrastructure and programs by neighborhood. Include recommendations for updates to the master plan.
3. Identify opportunities for increasing community participation and current impediments. Recommend ways to enhance community participation and experience.
4. Review 2023 Art and Wine Festival, feedback received and lessons learned and plan for 2024 Art and Wine Festival.

# GOALS

**Goal A:  
Review park site and facility condition assessments and recommend priorities given existing and anticipated service levels and available resources**

Objective	Ad Hoc Subcommittee	Timeline	Notes	Measurable Objective
Review Facility Conditions Report 2018		Completed	Based on the 2018 report and current level, the park projects and priority list for future projects seem reasonable	
Review updated Facility Conditions Report (TBD)		TBD		
Visit at least three parks and swimming pools and note facility condition and make recommendations for improvements	All Commissioners		Divide parks and swimming facilities to visit by interest	# of parks visited by commissioners Documentation of improvements suggested alongside action taken by city staff

**Goal B:**

- 1) Review and solicit community input on the existing City park rehabilitation projects based on the current Capital Improvement Program (CIP) Budget and schedule; and
- 2) Review residential developer proposed schematic designs for new neighborhood parks that serve new residential development;

Objective	Ad Hoc Subcommittee	Timeline	Notes	Measurable Objective
Improve Park Project Webpage to highlight community outreach	Hai and Chu		Website structure currently under review by City	New website! QR codes to facilitate access
Use data to improve metrics for park use and outreach. Work with city staff to solicit input from the community and identify and recommend improvements to improve overall metrics of all parks.			Relies on city staff to: <ul style="list-style-type: none"> <li>● collect park usage data and share with the Commission</li> <li>● organize community outreach and conduct survey</li> </ul>	# of presentations on park data
Receive presentations organized by city staff and review residential developer proposed schematic designs for new neighborhood parks that serve new residential development	All Commissioners			# of presentations give to commission, # of surveys completed
Act as ambassadors for new parks and engage community to give feedback	All Commissioners			

**Goal C:**

1) Host and develop recommendations for the annual Santa Clara Art & Wine Festival 2024; and

2) Participate in Citywide Special events

Objective	Ad Hoc Subcommittee	Timeline	Notes	Measurable Objective
Participate in Art and Wine Festival planning and supervise hosting of Art and Wine Festival			Receive updates, give opinions, meet with staff, work at the event	# of hours commissioners contribute to event
Participate in Citywide Special events;	All Commissioners		Concerts, movies in the park, City Council Meetings, park openings, special events	# of events visited by each commissioner

**Goal D:**

Partner with at least one other City commission to build on/expand at least one existing Parks & Recreation event by adding one extra element for patrons to interact with during the event.

Objective	Ad Hoc Subcommittee	Timeline	Notes	Measurable Objective
Plan event with Cultural and Youth Commissions for Korean Community	Ricketts and Forte	August 2024		# of events held

**Goal E:**

Participate in the Parks & Recreation Master Plan Process

Objective	Ad Hoc Subcommittee	Timeline	Notes	Measurable Objective
Receive updates from Staff				
Develop Subcommittees as needed				

**Goal F:**

**Consider the annual budget of the Parks & Recreation Department during the budget preparation process and make recommendations with respect thereto to the City Manager and City Council.**

<b>Objective</b>	<b>Ad Hoc Subcommittee</b>	<b>Timeline</b>	<b>Notes</b>	<b>Measurable Objective</b>
Receive updates from Staff	<b>All</b>	<b>Annually</b>		
Review Wade Brummal Grant/Scholarship requests over \$2,000	<b>All</b>	<b>As needed</b>		

# APPENDIX A – DISCUSSION ON CHARTER

Here are some key takeaways for discussion of the city charter establishing the Parks & Recreation Commission:

The Parks & Recreation Commission:

- Are ADVISORS to the City Council
  - Commission through formal action and resolutions at commission meetings prepares advice for Council that is presented to the Council
- Advises on ALL MATTERS pertaining to parks, recreation, playgrounds, and entertainment
  - Parks include public swimming pools, tennis courts, ballfields, skatepark, community rooms, dog parks, etc. and other physical and recreational activity equipment and resources located on city park land.
  - Recreation activities includes those organized and managed by the department and those conducted in partnership with private entities on city property
- Makes RECOMMENDATIONS on Parks & Recreation Department BUDGET to City Manager and Council
  - City fiscal year is July thru June
  - Parks & Recreation department budget for following fiscal year is built with the following timeline (placeholder for now, and to be matched up with the established department process):
    - Month AAA: Fiscal year priorities identified, shared, discussed and finalized with Commission
    - Month BBB: Inputs received from within department
    - Month CCC: First draft budget shared with Commission
    - Month DDD: Commission recommendations discussed and finalized
    - Month EEE: Commission recommendations incorporated and draft reviewed with City Manager and council
    - Month FFF: Finalized budget shared and variations from Commission recommendations reviewed and discussed with Commission
- Assists in PLANNING and SUPERVISION of a recreation program
  - Program example: Art & Wine Festival
  - Solicit cooperation of school authorities and other public and private agencies.

# APPENDIX B – POTENTIAL PARTNERS AND SPONSORS

This is a partial listing of organizations operating within the City of Santa Clara in 2023 and is included here as an example of organizations that the Parks & Recreation Commission may choose to promote with, partner with to stimulate public interest, and solicit cooperation for the recreation program it is responsible for planning and supervising.

- School authorities:
  - Santa Clara Unified School District
  - Cupertino Unified School District
  - Fremont Union High School District
  - Santa Clara University
  - Mission College
- Public agencies
  - Silicon Valley Power
  - Santa Clara Valley Water District
  - SCFD
  - SCPD
  - BART
  - VTA
- Private agencies
  - Corporations with HQ in City of Santa Clara
    - Nvidia
    - Intel
    - ServiceNow
    - AMD
    - VERITAS Technologies
  - Other large corporations
    - Kaiser Permanente
    - Oracle
    - 49ers
    - BMW
    - Nissan
    - Porsche
    - Mini
    - Kylii
    - PatelCo
    - CEFCU
    - Meriwest Credit Union
    - TechCU
    - Safeway
    - Lucky / Albertsons
    - Bank of America
    - Wells Fargo
    - US Bank
  - Small and medium businesses
    - Restaurants, etc. such as Taplands, Slice of New York, etc.
- Non-profits
  - Santa Clara Weekly
  - Silicon Valley Central Chamber of Commerce
  - Santa Clara Swim Club
  - Santa Clara Dive Club
  - Santa Clara Artistic Swimming