



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

# **PARKS & RECREATION COMMISSION**

**CHARTER, PRIORITIES, AND WORK PLAN  
FY 2024/25**

# 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 current fiscal year. 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 the current year Art and Wine Festival, feedback received, and lessons learned and plan for next year's 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
Visit at least three parks and swimming pools and note facility condition and make recommendations for improvements	All Commissioners	Ongoing	Divide parks and swimming pools for commissioners to visit by interest. The Commission discussed the visitation forms for special events, parks, and aquatic facilities. The final version of the forms and the spreadsheet that will be used to compile the visitation data is being developed by staff and presented at a Regular Meeting in the fall 2024.	100% of Commission Members submit evaluation forms for at least 1 (one) park/facility each month.

**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	Ongoing	Website structure currently under review by City. The Henry Schmidt Park Playground Rehabilitation Schematic Design with the train depot train theme was approved by Council on April 9, 2024, and project is fully in the design phase.	Webpage is revised to include opportunities for community input for Park Projects
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.	Chu, DeMarco, Gupta	Ongoing	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>	An evaluation tool is developed to evaluate the effectiveness of outreach efforts and the Commission receives regular reports
Receive presentations organized by city staff and review residential developer proposed schematic designs for new neighborhood parks that serve new residential development	All Commissioners	Ongoing		Schematic designs for all new parks are submitted to the Commission for review and comment
Act as ambassadors for new parks and engage community to give feedback	All Commissioners	Ongoing		100% of Commission members attend at least 3 community or Council meetings to advocate on behalf of Parks and Recreation programs

**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	Ricketts, Hai, Forte		Hear Updates, Give Opinions, Meet with Staff, Work at Event. Progress on the upcoming Art & Wine Festival includes: securing 120 artists, sponsors are coming in, recruitment of junior artists will be starting soon, non-profit organization applications will be sent out in the coming weeks, and staff continue to work on merchandising.	100% of Commission member volunteer for a minimum of 3 hours in support of the Art and Wine Festival
Participate in Citywide Special events;	All Commissioners		Concerts, Movies in the Park, City Council Meetings, Park Openings, Special Events	100% of Commission member volunteer for a minimum of 3 hours in support of one of the Department Special Events

**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	Hai, Ricketts, and Forte	2025	Subcommittee going to meet Sunday 9/22/2024 with the members of the Cultural Commission.	The event is held in 2025

**Goal E:  
Participate in the Parks & Recreation Master Plan Process**

Objective	Ad Hoc Subcommittee	Timeline	Notes	Measurable Objective
Receive updates from Staff	All Commissioners		The Parks & Recreation Department introduced the Consultant (WRT) at the August 2024 meeting and received input from the Commission.	Staff provides a monthly update on the status of the master plan process
Develop Subcommittees as needed	All Commissioners			75% of Commission members participate in focus group or other community engagement activity for the master plan process.

**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.**

Objective	Ad Hoc Subcommittee	Timeline	Notes	Measurable Objective
Receive updates from Staff	All Commissioners	<b>Annually</b>		A review of the proposed annual budget is placed on the Commission's agenda prior to the Council adoption of the budget.
Review Wade Brummal Grant/Scholarship requests in accordance with established policy	All Commissioners	<b>As needed</b>		Staff provides an annual report of all Wade Brummal Grant/Scholarship requests to ensure Commission is reviewing requests in accordance with established policy