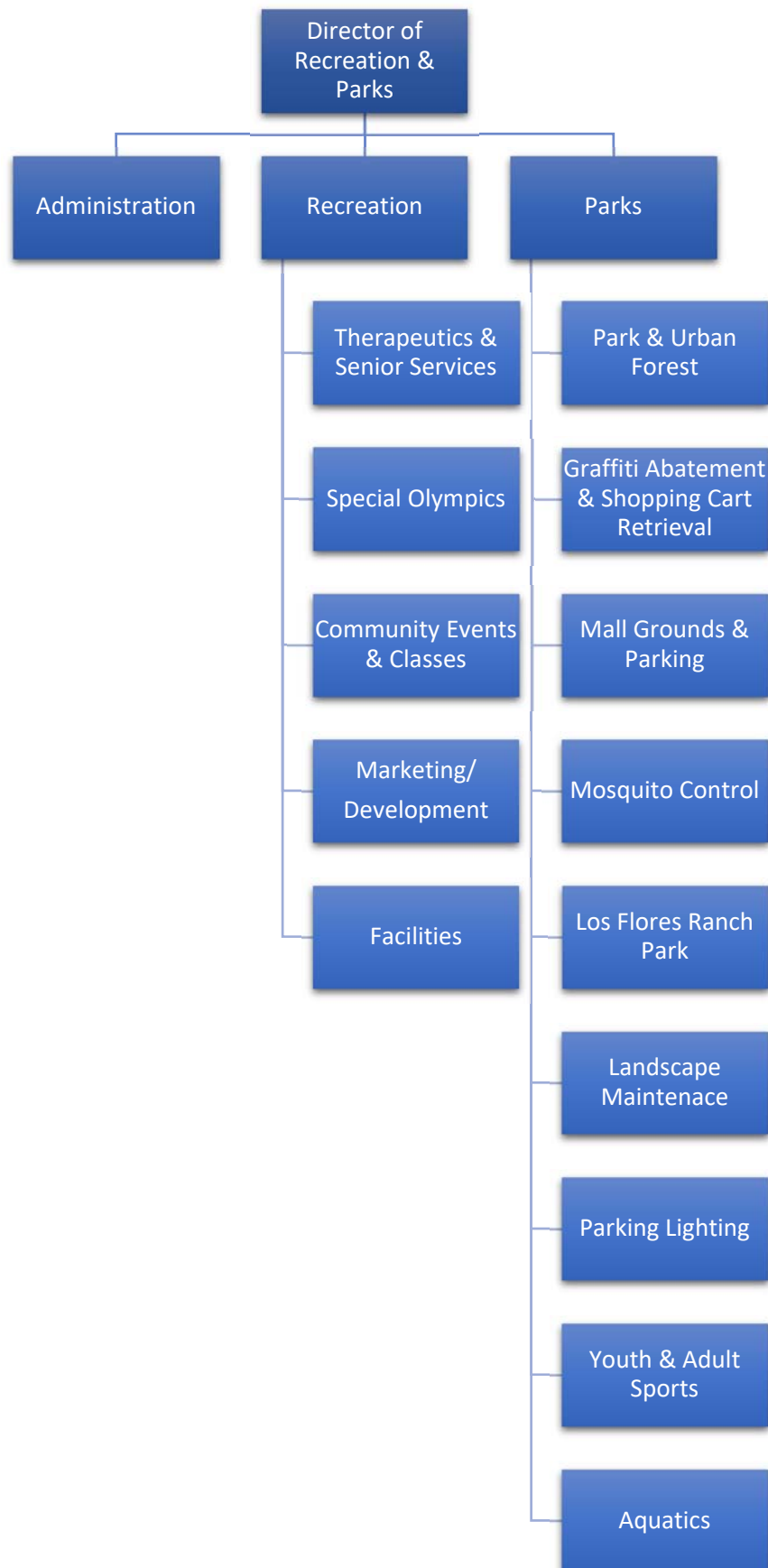


Recreation & Parks



LEISURE & CULTURAL SERVICES

DEPARTMENT:	Recreation & Parks	PROGRAM:	Recreation & Parks Services
DIVISION:	Administration, Recreation, Facilities & Parks	FUND:	General Fund/Measure U2012

PROGRAM DESCRIPTION

Administration

The Administration Division assists in providing support to the City Council, the Recreation and Parks Commission, and the City Manager regarding recreation and park issues. Administration is dedicated to providing the community and City staff with a multitude of support services including: public reception at the service counter and via telephone, clerical support, and personnel-related services for full-time and part-time staff. This division works closely with the Community Development, Public Works, and Utilities Departments in the areas of advanced planning and subdivision review for new residential and commercial development. The Administration Division staff develops property tax assessments and park mitigation fees. This Division provides budget management of the Department's 11 General Fund accounting units, 28 Special Districts and Special Benefit Zones, purchasing, and budget preparations. On a daily basis, these support services enable the Department to carry out service delivery within its respective operating divisions.

In addition, the Administration Division oversees the Park Services Officer Program (i.e. City Rangers) providing public safety, security, and law enforcement at City parks and facilities. The program operates seven days per week, 365 days per year, reduces the number of calls for police services in City parks, and improved customer service levels. The City Rangers increase the public's perception of safety in public areas. The program also serves as the security service for the City's public parking areas, Main Public Library, Transit Center, and Los Flores Ranch Park. There are two full-time, two part-time, and three limited-service positions working under the supervision of a full-time Senior Park Services Officer (funded through Measure U2012), and the Director of Recreation and Parks.

The Recreation and Parks Department's Management Analyst I assists the Human Resources Division with numerous Recreation and Parks recruitments in limited-service and part-time staffing for programs and parks. The Management Analyst also supports the management team through grant coordination and special projects. This effort exemplifies the City's Mission Statement associated with its commitment to a financially responsible government and the efficient delivery of services to the public. The Management Analyst is also responsible for providing the full range of publicity that promote the services offered by the Department and to ensure the community is well informed about the availability and benefits of Department programs and services. This program promotes grant research, preparation of grant applications, and seeking out donations and program sponsorships. Working in conjunction with the Department's non-profit partner People for Leisure and Youth, Inc. (PLAY, Inc.), this program has been very successful in acquiring supplemental funding for youth recreation scholarships, equipment purchases, and program support. Responsibilities also include increasing awareness of the Department and PLAY, Inc.; and assisting the Department's community outreach efforts by creating new revenue opportunities through marketing packages to local businesses at City facilities, improved webpages, and bartered advertising.

Recreation

The Recreation Division provides a variety of programs and services available to all members of the community. The Division is responsive to the changing needs of this growing community by providing timely and innovative programming. By working in collaboration with over 40 community boards and committees, along with hundreds of volunteers, the Division is able to expand the level of service and ensure a high standard of quality for all projects. The key program areas of this Division include: senior services, Special Olympics, and community events, with a focus on expanding youth programs as part of meeting the goals and objectives of the Mayor's Task Force on Youth Safety. The Abel Maldonado Community Youth Center (AMCYC) offers programs such as the "Safe and Strong All Summer Long" after school and summer neighborhood youth programs, and the Police Activities League. Specific program descriptions follow.

In this budget it is proposed that the funding currently allocated for the All-America City Committee be redirected to supplement funding for the Mayor's Task Force on Youth Safety.

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Mayor's Task Force on Youth Safety

On February 7, 2017, the City Council approved the formation of the Mayor's Task Force on Youth Safety. Some 35 leaders met over a six-month period to develop a strategic plan. On November 21, 2017, the City Council accepted a final report from the Task Force and adopted the report's goals, setting the direction on how address the youth violence issue.

Since then, staff at Recreation and Parks are collaborating with community-based organizations to form a program steering committee. This group has focused on the discussion of programs and services regarding prevention and intervention in youth violence. For the summer of 2018, several local organizations have joined-up to organize mentoring and paid summer internships for about 30 at-risk students.

Senior Services

The Active Aging Committee hosts Senior Health Fairs each year. The Health Fair brought together over 20 wellness-related agencies who serve seniors in the Santa Maria Valley. The event was on a Saturday and approximately 100 seniors attended. Instead of a one-time event of this kind, the Committee has developed proposals to share health educational materials with more seniors throughout the calendar year. In May the Department sponsored senior fitness assessments and a four-part lecture series and discussion group led by The Center for Successful Aging. There will also be monthly health presentations at the Mussell Senior Center (May-August) sponsored by physicians who work with Dignity Health. The Committee is also enhancing the events that will take place during Active Aging Week, September 22-30, 2018. Changing the outreach approach is designed to reach more seniors over the course of the entire year.

Special Olympics

The Special Olympics program serves over 300 athletes, with intellectual disabilities, and their families. The program relies on a large base of community volunteers and two staff members to provide area management, coach's training, fund-raising events, and to conduct local competitions for athletes. The program serves the entire northern Santa Barbara County and is supported by the local Law Enforcement Torch Run events. The community raises approximately \$130,000 annually to support direct program-related expenses.

Aktion Club

A community service organization for individuals with disabilities to give back to the community through service projects and fundraising. This is a joint program of the Recreation and Parks Department, Santa Maria Kiwanis Club, and Special Olympics. Approximately 25 members meet to plan events for other individuals with disabilities; service projects, provide scholarships to college students, and raise funds to support community needs.

Community Classes

FY 2018-19 will see the Recreation and Parks Department shift from its traditional model of directly contracting with community members to offer classes/courses in "special interest" areas, i.e. dance, fitness, self-defense etc. Instead, the Department will work to transition these independent contractors to offer their services to the community in partnership with the City; facilities will be provided on an as-available rental basis to instructors to offer their courses to the community. This roll-out will begin in the Fall of 2018 and continue through Spring 2019. The goal is to reduce the staff time associated with supporting class offerings and redirecting those savings to improved youth services.

Community Events

Each year, a variety of community-wide events are coordinated through the Community Events Program. Annual events include: Lights, Sights, and Holiday Nights Home Decorating Contest, Concerts and Movies in the Park;

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New for the upcoming year is a DJ and Movies in the Park for Teens. The Recreation and Parks Department's Day of the Dead, known as Dia de los Muertos at the Veterans' Memorial Community Center, will be expanded in order to recognize this diverse community. PLAY, Inc. holds a community Christmas tree lighting event in front of City Hall before the annual Parade of Lights event along Broadway (Highway 135). In addition to the Department's events, many community events benefit from the Department's support and coordination. These events include: St. John Neumann Catholic Church Festivals; Rotary Parade of Lights, the Elks' Rodeo and Parade, Veterans' Stand Down, Fireworks display at Pioneer Valley High School, the Children's Discovery Museum, Kite Festival at Rotary Centennial Park, and many others. The Department's part-time Special Events Coordinator and the Special Events team provide support to outside agencies for 35 events annually, plus support to outside agencies for 90 events yearly, for a total of 125 events. The team provides technical and logistical support for the events listed above, with the assistance of Department staff on the day of the event. These events assist City staff to achieve the City Council's goal to assist with revitalization efforts in the downtown area.

Youth Programs

Youth Programs consist of an array of services offered by several sections of the Department, now housed at the AMCYC, the hub for the delivery of youth services.

The afterschool drop-in program is available in 11 City Parks and operates as the popular Safe and Strong Program. Community partners include, among others, the Coca-Cola Co., Santa Barbara Food Bank, Community Action Commission, and Community Health Centers (CHC). The popular Safe and Strong Program will expand its hours from 12:00 p.m. - 3:00 p.m. to 10:00 a.m. - 3:00 p.m. This program is securely funded by rental revenues paid by owners of cellular towers physically located within City parks. Because of its popularity, the Safe and Strong programs locations and hours needed to expand for the summer months. The program runs for eight weeks from June through August. Youth will participate in physical play, art and music, as well as various "guest speakers" from community partners. In addition, the special enrichment days are held during the spring, winter, and summer school breaks, as well as exciting youth special events conducted throughout the year. Safe and Strong All Summer Long offers many outdoor activities and games that will keep children safe throughout their summer vacation. Participants will have the opportunity to stay active, learn new games, camp songs, and make new friends while having fun. Free nutritious lunches are provided each day as part of the Summer Food Program.

The Department offers the following programs and services at the AMCYC:

- Programs and services directed at youth 7th grade through the 12th grade.
- Operates six days a week with traditional recreation programs and educational support services.
- Recently, staff has resumed teen dances and developed a late night basketball program, and in April 2018 hosted a three-day Career Explorers Camp.
- Training in various computer uses are offered by the Department's computer lab technicians, and physical fitness is highlighted in the Fitness Center.
- Tutors offer on-site tutoring, provided by the California Student Opportunity and Access Program, a partnership with Allan Hancock College.
- Music and video media is offered in the Media Center where teens can start a VLOG program and check out any number of musical instruments on which to practice.
- Outside youth-serving agencies are provided space to deliver the services.
- Police Activities League.

Volunteers

The Santa Maria Recreation and Parks Department's Step Up Santa Maria volunteer program aids in the success of the Department's recreation and leisure programming, enrich the Santa Maria community, and develop the growth of volunteerism amongst the residents of Santa Maria. During this most recent budget cycle (2017-18), more than 1,200 hours of volunteer time were utilized in Department programs and events.

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People for Leisure And Youth, Inc. (PLAY, Inc.)

Formed in 1997, PLAY Inc. was established to aid in funding innovative recreation and parks services and programs offered in the Santa Maria Valley. PLAY, Inc. is a non-profit public benefit corporation committed to promoting public welfare and education through recreation and leisure programs. Since inception, more than \$600,000 has been raised through grant funding, sponsorships, events, and private donations to assist youth and families attend recreation programming through financial assistance. PLAY, Inc. has raised funding for additional Recreation and Park amenities including large playgrounds, sports equipment, and portable stage.

Facilities

The Facilities Program addresses scheduling, staffing, and daily maintenance of 12 community centers. Staff ensures that each facility is safe, clean, and available for a variety of activities including: special interest classes; fitness programs; senior citizen activities; therapeutic programs; and aquatic activities. Facilities are available for public rental and are popular for family reunions, wedding receptions, banquets, birthday and retirement parties, awards ceremonies, and fund-raising events. Some facilities are utilized as a host-site for specific organizations such as the American Legion, Santa Maria Valley Senior Citizens' Club, and a variety of youth sports organizations that make City parks and facilities their "home." Staffing is provided for programs at junior high gymnasiums located at Fesler, Kunst, and El Camino Schools. Staff is responsible for the coordination of approximately 5,500 annual rentals in City parks and community centers and ensures that events are properly staffed and scheduled. Annually, these rentals generate up to \$290,000 in revenue. This revenue would be higher if not for certain non-profit groups annually receiving approximately \$250,000 to \$350,000 waivers of the normal fees by the City, and over \$1.7 million annually in reduced or waived facility use fees.

Parks and Urban Forest

The Parks Division maintains 294 acres of landscaping in and around 27 parks (not counting Los Flores Ranch Park which is outside of the City limits), public facilities and the Santa Maria Town Center Mall, and is charged with daily maintenance duties of sports fields used for soccer, softball, baseball and other recreational activities. The Division provides support to the numerous recreation and community programs and activities; concerts in the park, family movie nights, fund-raisers, and sporting events and tournaments. The work performed by the Parks Division has a direct or indirect impact on the quality of life for all those who reside and work in the Santa Maria Valley.

The Urban Forest Program addresses maintenance of the City's publicly maintained trees, which include a combination of 45,720 street and park trees. This budget cycle, the Department will continue to focus tree service on a scheduled trimming program. Street trees, in each quadrant of the City, will be serviced, on a rotation basis, by an outside contractor. In addition, the use of an outside contractor to perform tree trimming has enabled the Department to shift staffing to meet the demands of new parks being built in the City. West Coast Arborists, the City's contractor, serviced 8,123 trees and an additional 550 trees were planted during the 2016-2018 budget cycle. The use of the Gas Tax and Transportation Development Act Fund provides critical funding to maintain the trees in public rights-of-way, which significantly lowers the City's liability associated with tree incidences.

Graffiti Abatement and Shopping Cart Retrieval Program

The Graffiti Abatement program was moved to the Recreation and Parks in 1996, and in 2005 staff began using the Graffiti Tracker Program to help monitor the abatement of graffiti. Thanks to the diligence of the graffiti abatement team, the community has begun to see a reduction in the amount of graffiti abated over the last few years. The part-time Graffiti Abatement Team does its best to remove graffiti from public areas within 48 hours after a report is received on the Department's graffiti "hotline" of (805) 925-0951 extension 2667. The use of recycled paint has reduced the costs for the hundreds of gallons of paint used each year. The Graffiti Abatement Coordinator works with local business owners, whose businesses/properties are victims of vandals, by providing resources and information to combat the problem. For future reference, staff catalogs all graffiti found by photographing and tracking cleanup costs through a database system called "Graffiti Tracker." Since 2011, this information assisted

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the Police Department and District Attorney's Office with evidence to successfully prosecute and convict vandals and graffiti taggers.

The purpose of the Shopping Cart Retrieval Program is to collect abandoned shopping carts from City streets and public areas. Abandoned carts create a safety hazard and negatively affect the overall image of the City. Currently, shopping cart retrieval is conducted a minimum of twice weekly, and depending on the workload might occur as often as five days per week. In addition, carts are now being returned directly to the business of ownership which reduces collection and storage costs. The City also has set up a hotline to report abandoned shopping carts (shared with the graffiti hotline); the number is (805) 925-0951 extension 2667. In 2016-18, approximately 7,000 carts were retrieved. Following the adoption of the New Shopping Cart Ordinance in 2017, in which businesses are considered in violation if they lose three or more carts within a 24-hour period, staff anticipates retrieving only about half this number of wayward carts in this two-year budget cycle.

Mall Grounds and Parking

This program involves the maintenance and care of the Santa Maria Town Center and within the boundaries of the Successor Agency, formerly known as the Redevelopment Agency. Maintenance responsibilities include: daily landscaping, sweeping parking structures and lots, providing security service for the outside facilities, and security lighting. In addition to the Santa Maria Town Center, four other downtown City parking lots are maintained within this program: the Main Library parking garage, the Ruffoni Building lot, Chapel/Pine Street lot, and the 205 East Main Street lot. Landscaping, lighting, sweeping and pavement management are all part of the responsibilities of this program. The maintenance of these facilities contributes to the commercial viability of the surrounding businesses whose customers use these municipal parking facilities. Unfortunately, funding for the ongoing operation and upkeep of these parking facilities was lost when the Redevelopment Agency was abolished via a Statewide court action. This represented the loss of about \$1 million annually that could have been used to maintain these parking facilities. The burden for maintenance now falls to the General Fund, and that is only able to address very basic custodial issues. As the parking garages, pavement, lighting, and landscape continue to age, the cost of deferred maintenance will only escalate. A plan to address these areas is sorely needed in the near future.

Mosquito Control West Nile Virus

This service is operated within the Department's Special Districts Division and is supervised by the Special Districts Coordinator, who is certified by the State of California Department of Health Services in mosquito control. This service abates breeding areas, as needed, on public and private property and works to educate the public on the threatening West Nile Virus's prevention techniques. In 2005, the City formed a West Nile Virus Task Force to create and coordinate a response plan. The task force consists of representatives from the Fire, Recreation and Parks, and Utilities Departments, the City Attorney's Office (Code Compliance Division), and the City Manager's Office. The response plan includes guidelines and written materials from the State of California, the Federal Centers for Disease Control and Prevention, and other sources.

In 2016, the introduction of the Zika virus into California necessitated a response and Zika was added to response plan. This included educational literature and a multi-stage monitoring and response plan. At this time, no mosquito species known to carry the Zika virus have been found in Santa Maria.

Youth and Adult Sports

Department staff administers a wide range of youth and adult sports programs for the benefit of City-residents and non-City residents. These sports activities include basketball, softball, volleyball, tennis, lawn bowling, soccer, dodgeball, pickle ball, tee-ball, 5K fun runs, and a triathlon. Department staff also facilitates the organizing efforts of numerous community-based sports organizations including Little League baseball, Babe Ruth baseball, youth football, senior and girls' softball, and youth and adult soccer.

Staff ensures the availability of a broad range of sports facilities and activities for all residents. City agreements with the elementary school, junior high school, high school, and community college districts provide the community

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with access to their sports facilities. In addition to these fixed programs, the appetite for competitive sports brings thousands of out-of-town sports participants to compete, stay in local hotels, eat at local restaurants, and purchase goods from local businesses. Since 2009, the Cool Summer Cup Soccer Tournament has attracted more than 50 youth teams per year from southern California during this two-day event. Each team consists of 14 to 18 players, plus their parents and siblings, which generates an estimated annual economic impact to local businesses of more than \$100,000.

Other sporting events that have a positive impact on the local economy include the National Softball Association's Girls' Softball Tournament in the summer, the Triple Crown Baseball tournament in the fall, and the Department's Southern California Municipal Athletic Federation Adult Softball Tournaments held in April and August at the Hagerman Sports Complex. Each tournament brings up to 18 teams supporting the local businesses. To reach diverse audiences, the Pelota Mixteca tournament occurs annually attracting over 50 attendees, of which half travel from out-of-town to participate at Hagerman Sports Complex. Pelota Mixteca is a team sport similar to a net-less tennis game.

Aquatics

Youth and adult swim lessons, public swim, lap swim, exercise classes, and private pool parties make up the core services in the Aquatics program. Staff works with the Santa Maria Joint Union High School District (SMJUHSD), Saint Joseph's High School, Orcutt Academy, Santa Maria Swim Club, and One Way Water Polo to meet the needs of these agencies' swim programs. The Aquatics program focuses on providing participants with a basic knowledge of water safety. With a double loop water slide, wading pool, deck chairs, umbrella waterfall, frog and turtle slides, and special theme days, the Paul Nelson Aquatics Center is a family destination for the entire community.

Under contract with the SMJUHSD, the Department provides lifeguard and pool maintenance for the Pioneer Valley, Righetti, and Santa Maria High School's swimming pools. Providing these services to the local high schools allows for Department staff to be efficiently trained and scheduled to meet the community's growing aquatic needs. The Department offers swimming at Pioneer Valley High School pool during the summer months. The People for Leisure and Youth, Inc. (PLAY, Inc.) offers free swim days enabling folks from throughout the community to enjoy this beautiful and family-fun oriented Aquatics Center.

Los Flores Ranch Park

Los Flores Ranch Park (Los Flores) staff and volunteers worked thousands of hours improving the park by adding miles of new trails, planting of native oak trees, and hosting more than 40 family-friendly activities since 2016. Over 5,000 persons have registered to access Los Flores, with records indicating that an average of 360 persons per month visit the site. This 1,778-acre (nearly 2.8 square miles) park offers a rare mix of environmental education, recreation and more than 13 miles of equestrian/mountain biking and pedestrian trails. Los Flores offers free outdoor educational programs to the community such as school field trips, Nature Walks every second Saturday of the month, Outside Nature Play Days every third Saturday of the month, March through November, Moonlight Night Hikes, and Star Gazing parties. Los Flores is operated by a full-time Recreation Coordinator, a part-time Education Coordinator, and three limited-service Guest Services staff. A volunteer-docent staff of 20 assist the Department in addressing critical park maintenance, trail patrol, providing outdoor educational tours, and serving as hiking guides. The maintenance and operations at Los Flores are provided by part-time temporary staff and volunteers who maintain the grounds seven days per week. To date, Los Flores improvements and operations have been funded by a combination of General Fund financing for maintenance and operational expenses, and the Park Development Fund finances fixed assets for trail construction and other ranch improvements. The Parks Division handles ongoing capital maintenance projects that are associated with Los Flores. In 2018, Los Flores ranch will partner with local agricultural community and high school FFA programs to bring the Santa Maria Valley its own "pumpkin patch" where families will have the opportunity to experience pumpkin picking for their fall holidays, as well as a corn maze and several other farm-oriented activities at a low cost. Proceeds from these activities will be applied to expand Los Flores programs/services; scholarships for FFA students, work experience for students and seed money for the following year's pumpkin patch.

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SUBPROGRAMS AND THEIR OBJECTIVES

Administration

Maintain a high level of customer service within the current work force structure for all administrative services and responsibilities.

Provide the public, in a timely manner, accurate program information.

Provide accurate and efficient administrative task support affecting other departments.

Monitor and operate within the approved budget.

Remain abreast of new and innovative practices that benefit the efficiency of the operations with the implementation of recreation and leisure services.

Provide training opportunities for staff, at all levels, to ensure excellent customer service.

Continue seeking innovative ways to supplement General Fund allocations through grants, sponsorships, and donations.

Recreation

Foster additional opportunities for support by community partnerships by offering direct sponsorships of recreation programs and leisure opportunities offered by the Department.

Provide cost-effective delivery of services and programs.

Provide quality supervision and instruction through properly trained and certified staff.

Seek out new customers from the various socio-economic groups through targeted outreach methods.

Coordinate the efforts to meet the goals and objectives of the Mayor's Task Force on Youth Safety, by creating partnerships, expanding programs/services to youth in the community.

Offer targeted youth outreach services by providing the resources to the Outreach Coordinator and staff to make a difference.

Recreation Program Support

Conduct an annual renovation program that ensures the safe condition of public athletic facilities.

Ensure that community programs and special events are adequately supported and provide the customer with a quality leisure experience.

Continue to manage the water quality and public safety of the City's aquatic center and, through a joint-operations agreement, at local high school pools.

Facilities

Ensure that facilities are safe, well maintained, and available for use by the Department, community organizations, and the public.

