



Create

NOVATO FUN

2023 Parks Master Plan



Meet the Team



CITY OF NOVATO
CALIFORNIA

Department of Parks, Recreation
and Community Services



BerryDunn
Prime Firm
Project Management, Community Engagement,
Recreation Assessment, Visioning, Inventory, Mapping
and Level of Service Analysis

Project Leadership Jeff Milkes, MS, CPRP, Project Manager Art Thatcher, CPRP, Engagement Manager	Project Support Tom Diehl, CPRP Dave Peterson, MS, PLA Becky Dunlap, CPRP Caylon Vielehr
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INTEGRA
PLANNING+
LANDSCAPE
ARCHITECTURE

Trails and Natural Characteristics
Assessment, Conceptual
Capital Costing, Community
Engagement Support

Ric J. Hendricks, PLA, ASLA
Michael A. Cook, PLA, ASLA
Mathew Oswald, QWEL



RRC
ASSOCIATES

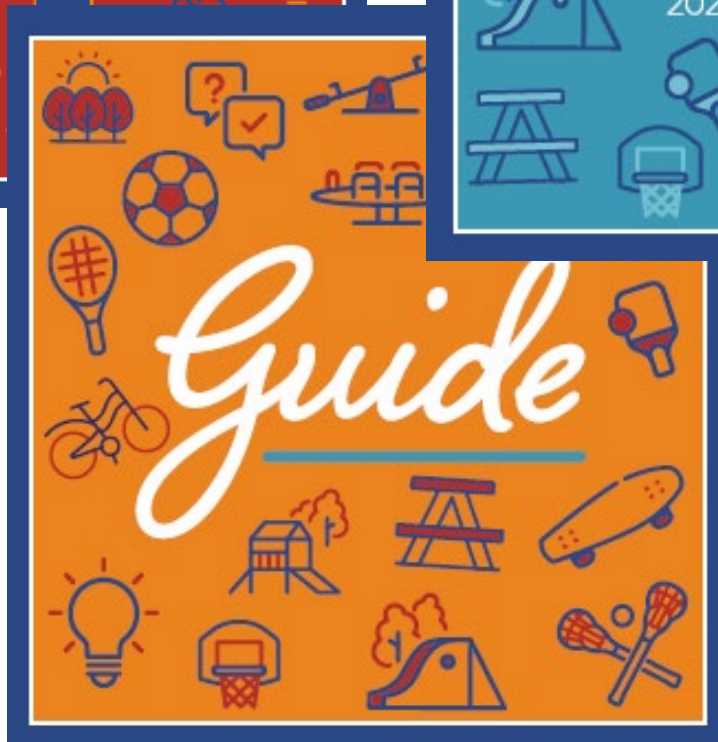
Statistically Valid Survey

Kailyn Haskovec

Steven Hall

Certified Access Specialist
(CASp)





No decisions have been made.

We want your input!

Vision

Vision for the Plan

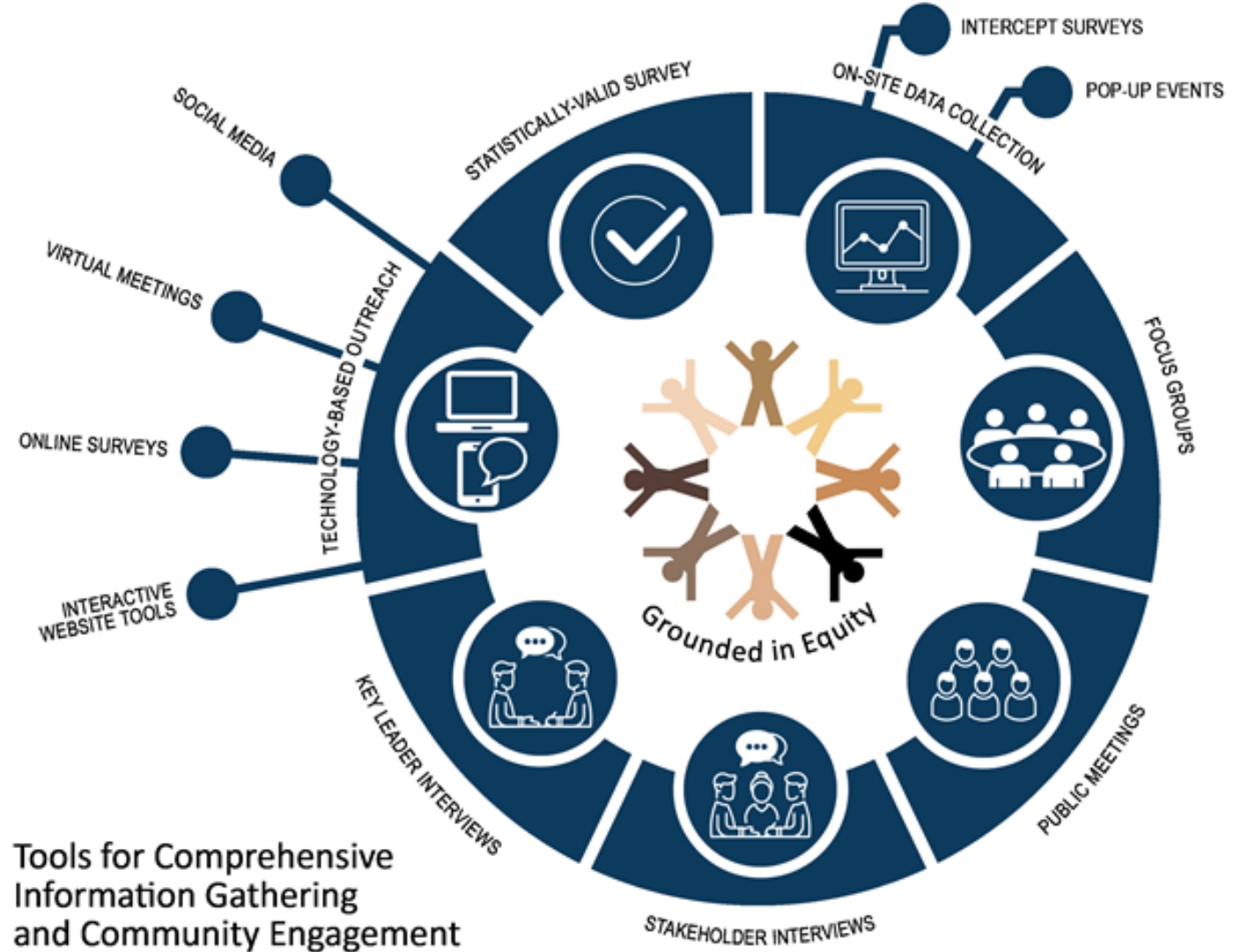
- ▲ **Improve access and opportunities** for recreation for all demographics, abilities, and socioeconomic status, and **seek opportunities for collaboration** with other public and private entities
- ▲ **Update the parks master plan** to coincide with the evolution, future development, and **strategic goals of the city**
- ▲ **Identify efficiencies in park maintenance and operations** that may lead to **decreased costs**

Vision for the Plan

Vision

- ▲ **Provide a strategy for development and maintenance** of pocket and neighborhood parks, and examine methods to **improve parks to maximize use**
- ▲ **Analyze financial implementation strategies** to **improve undeveloped parkland**, maintain or **enhance existing park facilities** and amenities, and **acquire land for new neighborhood parks**

Public Engagement Process



Tools for Comprehensive Information Gathering and Community Engagement



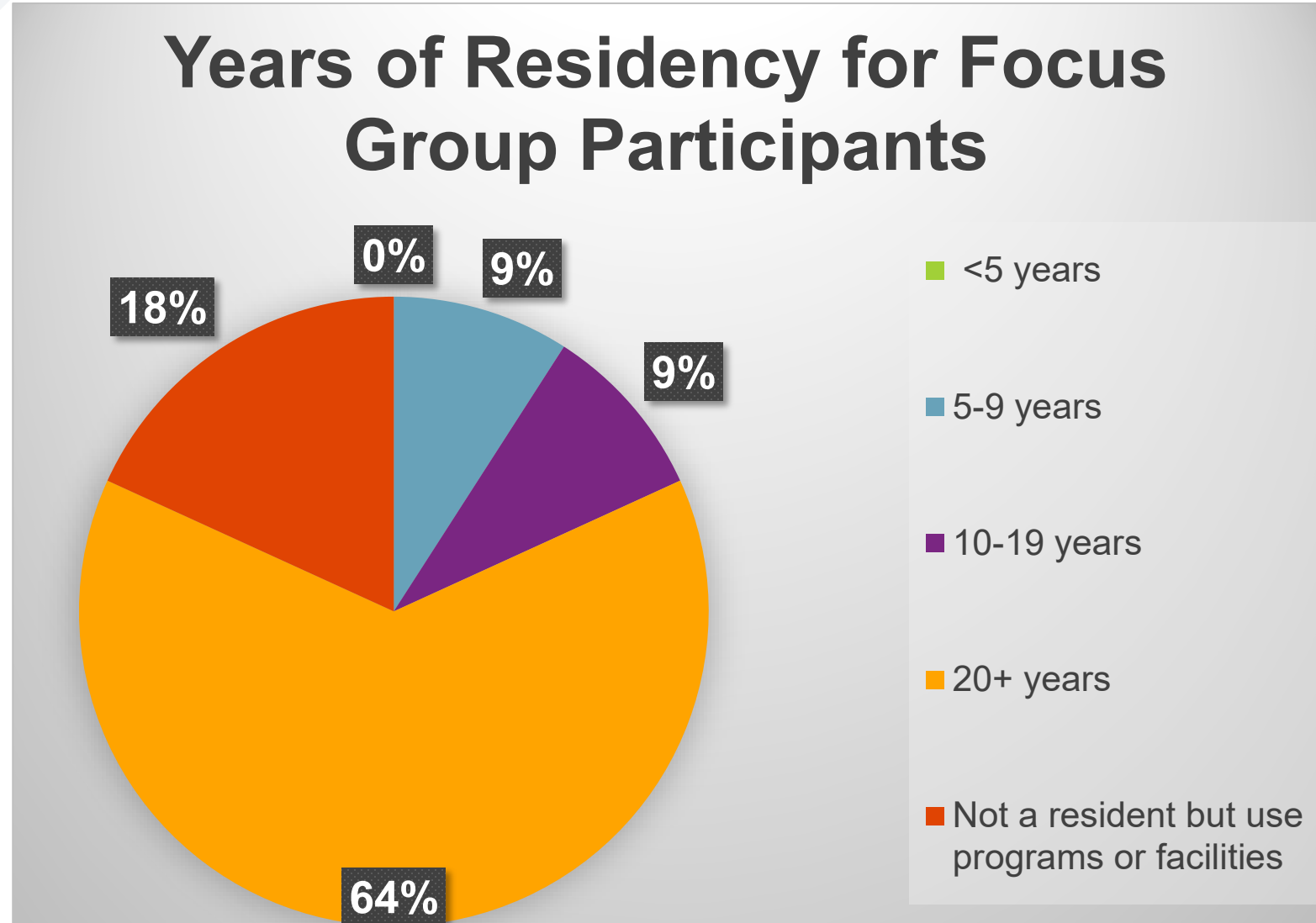
Information Gathering | Participation

- ▲ Stakeholder Interviews – 14 Participants
- ▲ Focus Groups – 21 Participants
- ▲ Staff Focus Groups SWOT Meeting 12 Participants
- ▲ Teen Focus Group – 12 Participants

Total – 59 Participants



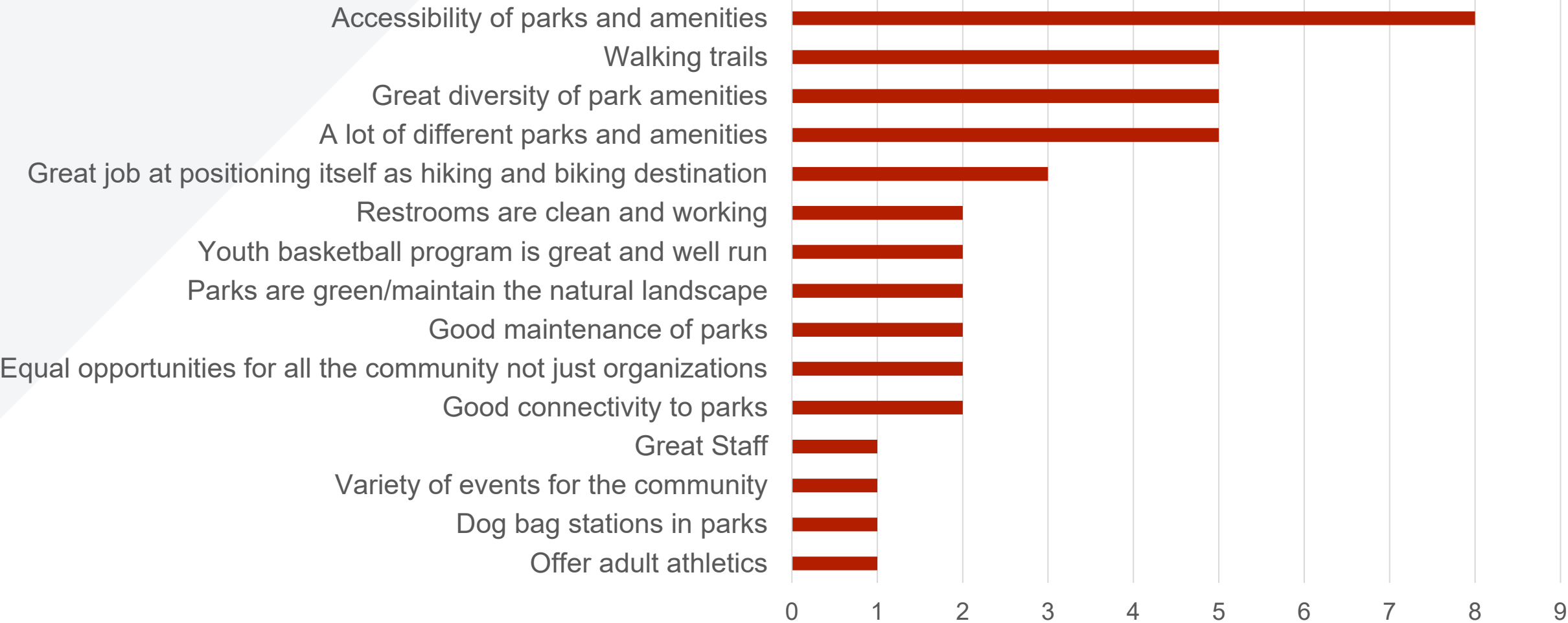
Years of Residency | Focus Group Participants





What are the **strengths** of the city related to parks, trails, and facilities?

Strengths

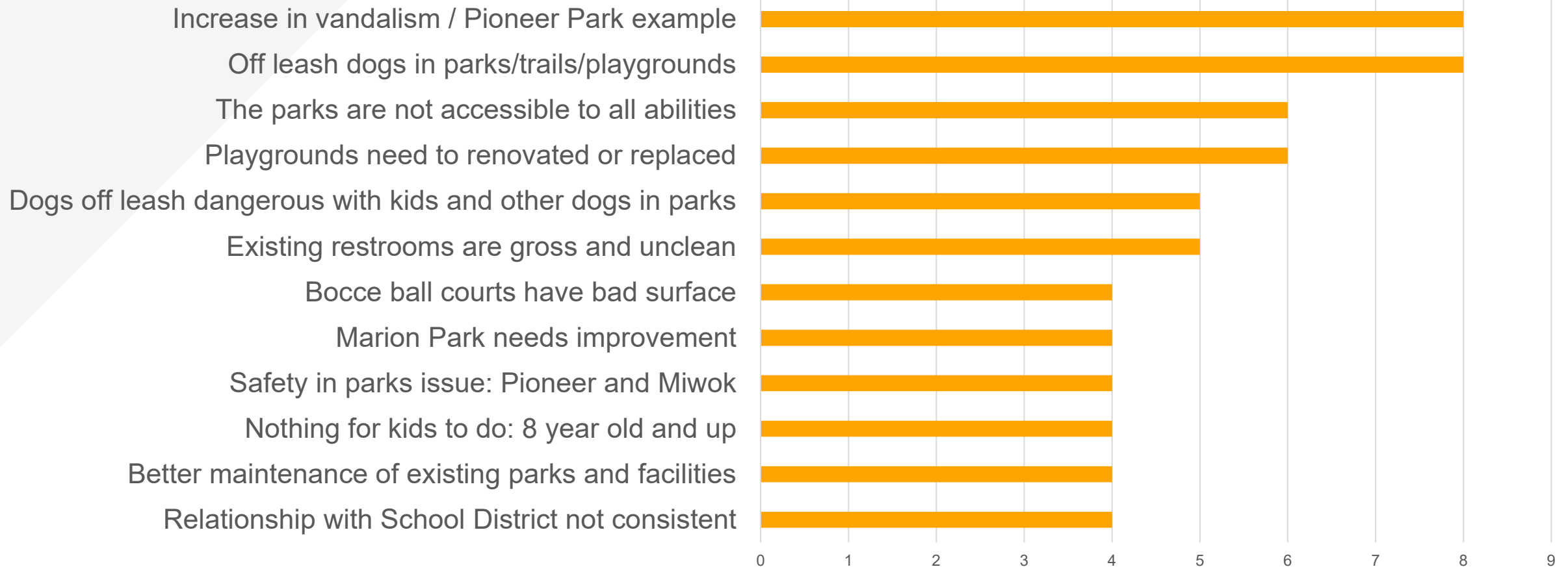




What are areas of
**potential
improvement?**

Guide

Areas of Potential Improvement

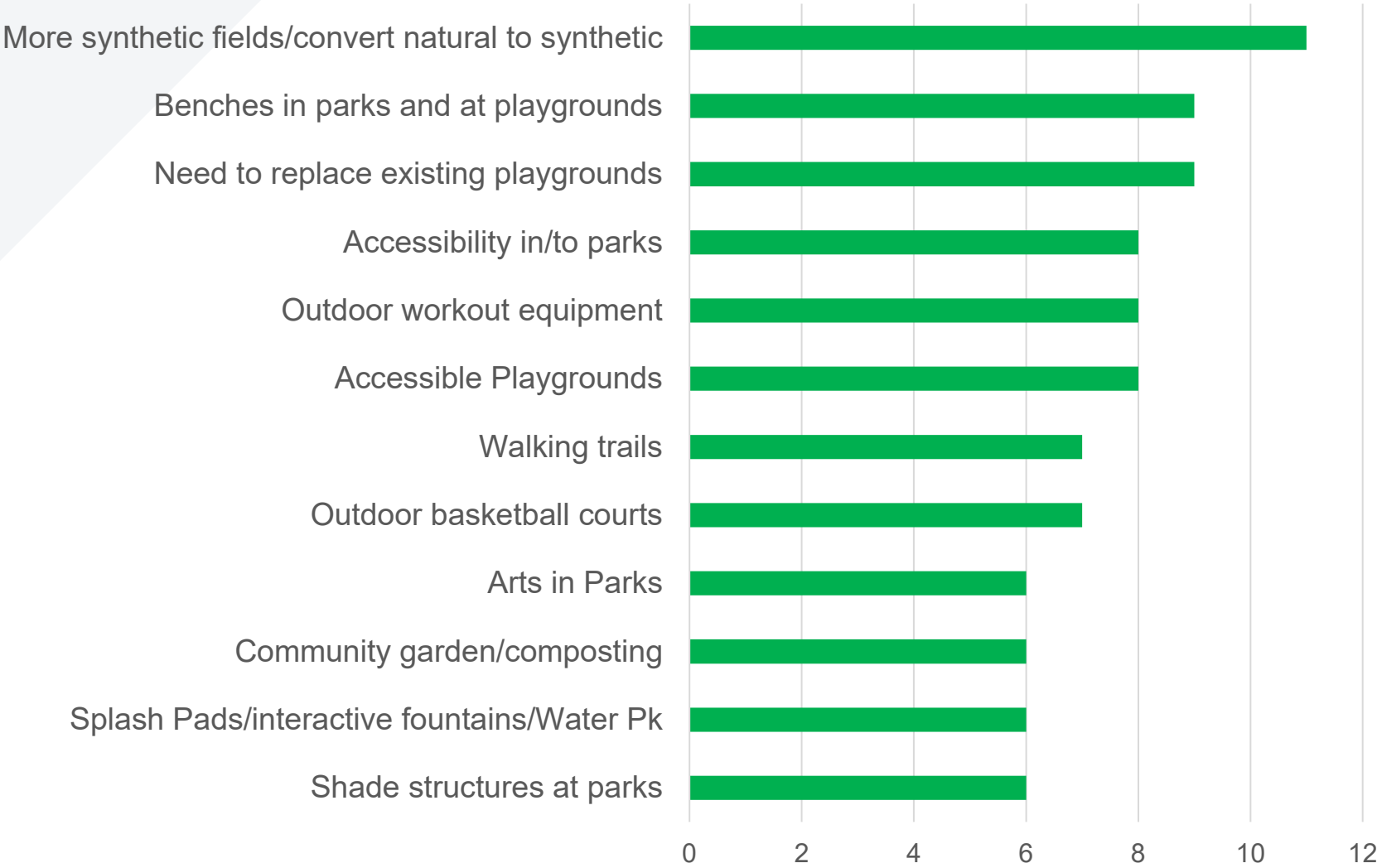




What **new park components and amenities** would you like to see available?

Imagine

Park Components and Amenities





Vision

What **values** in Novato need to be considered, while developing the master plan?

Novato Values

- ▲ Take care of what we have
- ▲ Safety
- ▲ Accessible system for all
- ▲ Long term, sustainable funding
- ▲ Quality maintenance of parks

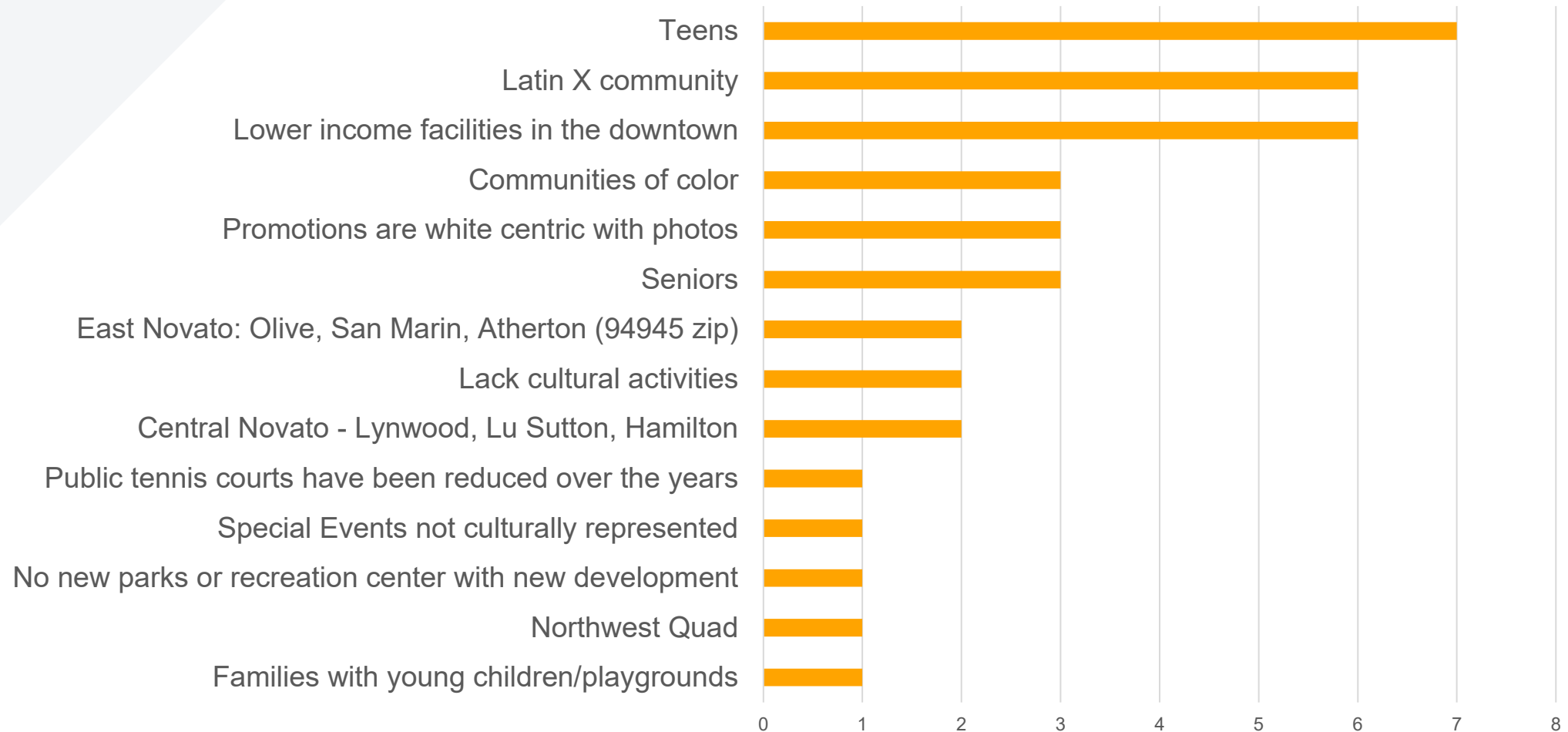




Guide

Are there areas in the city (geographic or market segments) that are **underserved**?

Underserved Areas & Market Segments





Who are the **key partners and stakeholders** in the community who could assist with implementation of the master plan?

Key Partners

- ▲ **Novato Unified School District**
- ▲ **Novato Tennis Club**
- ▲ **Novato Unified School District - Special Ed Committee**
- ▲ **North Bay Basketball Academy**
- ▲ **Disability Community/Caregivers**
- ▲ YMCA
- ▲ Boys and Girls Club
- ▲ Little Leagues
- ▲ Master Gardeners
- ▲ Novato Mother's Club
- ▲ Marin Association of Realtors
- ▲ Chamber of Commerce
- ▲ Novato Pickleball
- ▲ Amazing Athletes
- ▲ Library
- ▲ Novato Girl's Softball
- ▲ Marin Open Space Trust
- ▲ Play Marin
- ▲ Civic Clubs

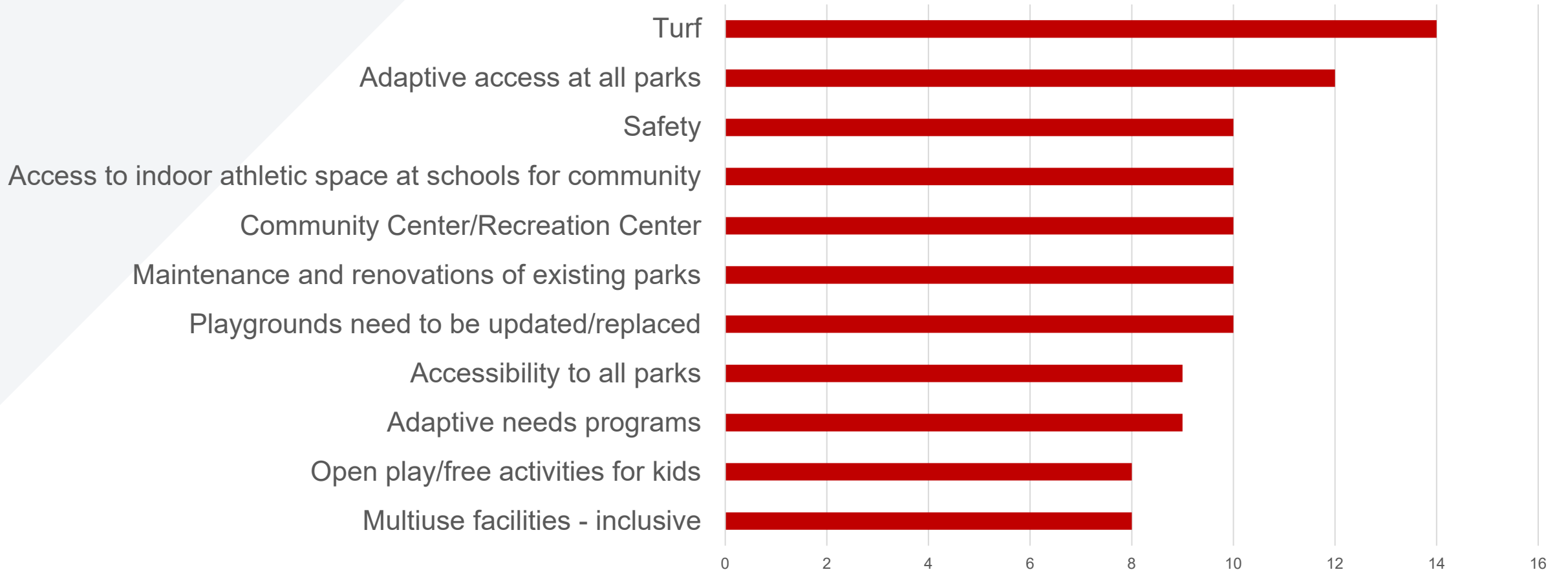


Bold = most repeated partners



What is your
top priority for
improving the level
of service?

Top Priority



Other Priorities

- ▲ Staffing and funding
- ▲ Hear from community what they need – proactive
- ▲ Something for teens
- ▲ Recreation programming/facility for MS age kids
- ▲ Indoor athletics facility



Next Steps

- ▲ Demographics and Trends Analysis
- ▲ Survey – Invite and Open Link
- ▲ Level of Service Analysis
- ▲ ADA Access Evaluation and Assessment
- ▲ Maintenance and Operations Analysis
- ▲ Organizational and Financial Analysis, and Potential Funding Sources
- ▲ Findings Presentations
- ▲ Visioning Workshop
- ▲ Draft Plan with Recommendations and Cost Estimates
- ▲ Final Master Plan



Here's our contact information:

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