

Novato Park Master Plan

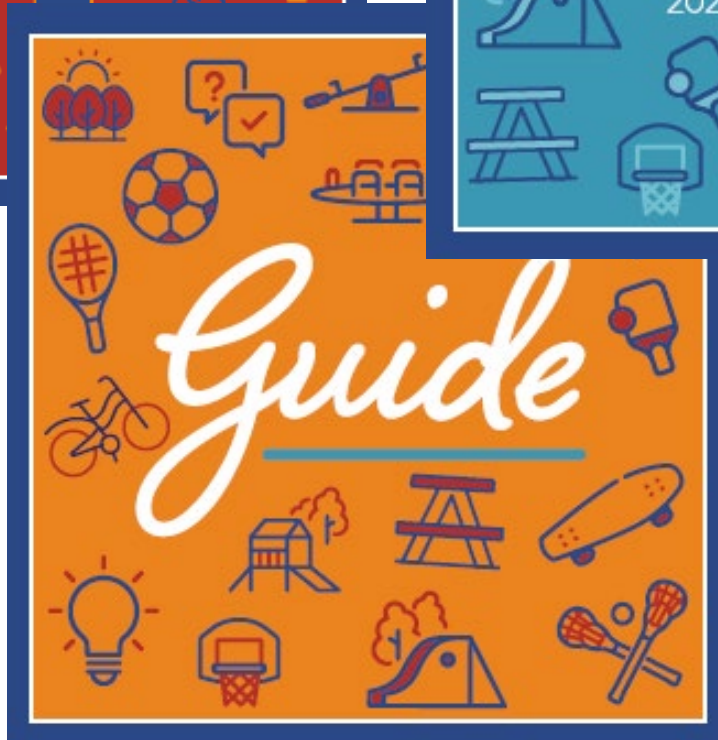
Findings Presentation

November 15-16, 2023



CASp





No decisions have been made.

We want your input!

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

- ▲ **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**

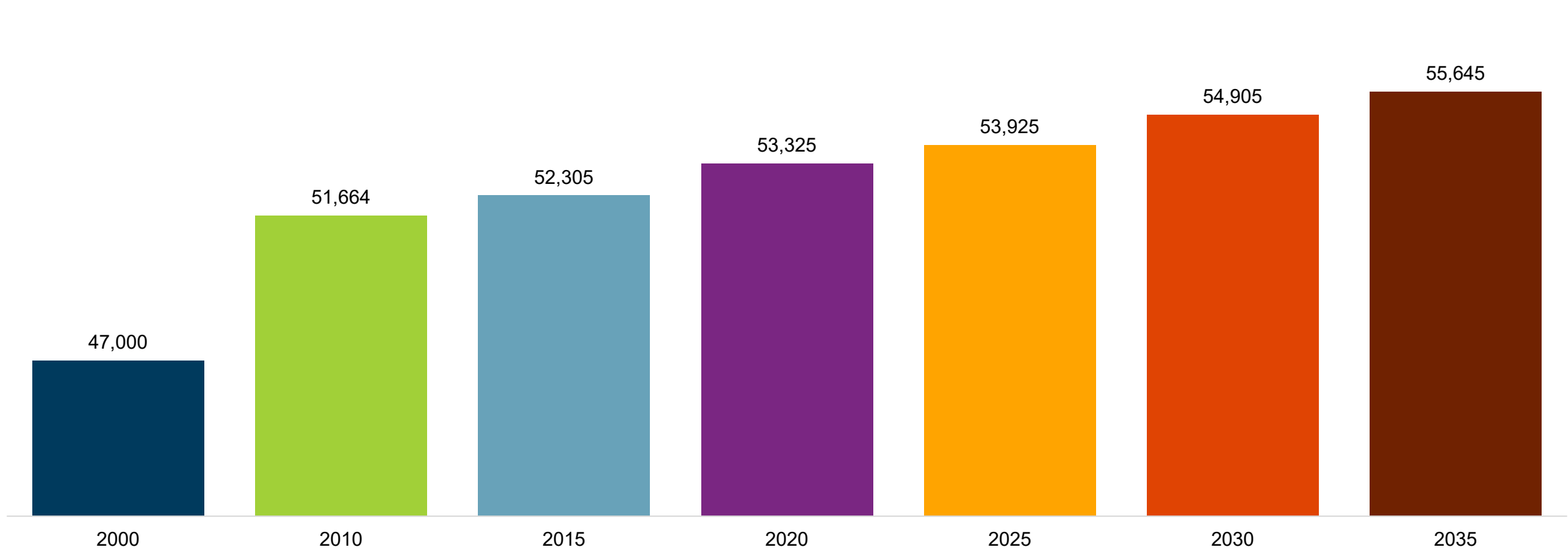


Vision



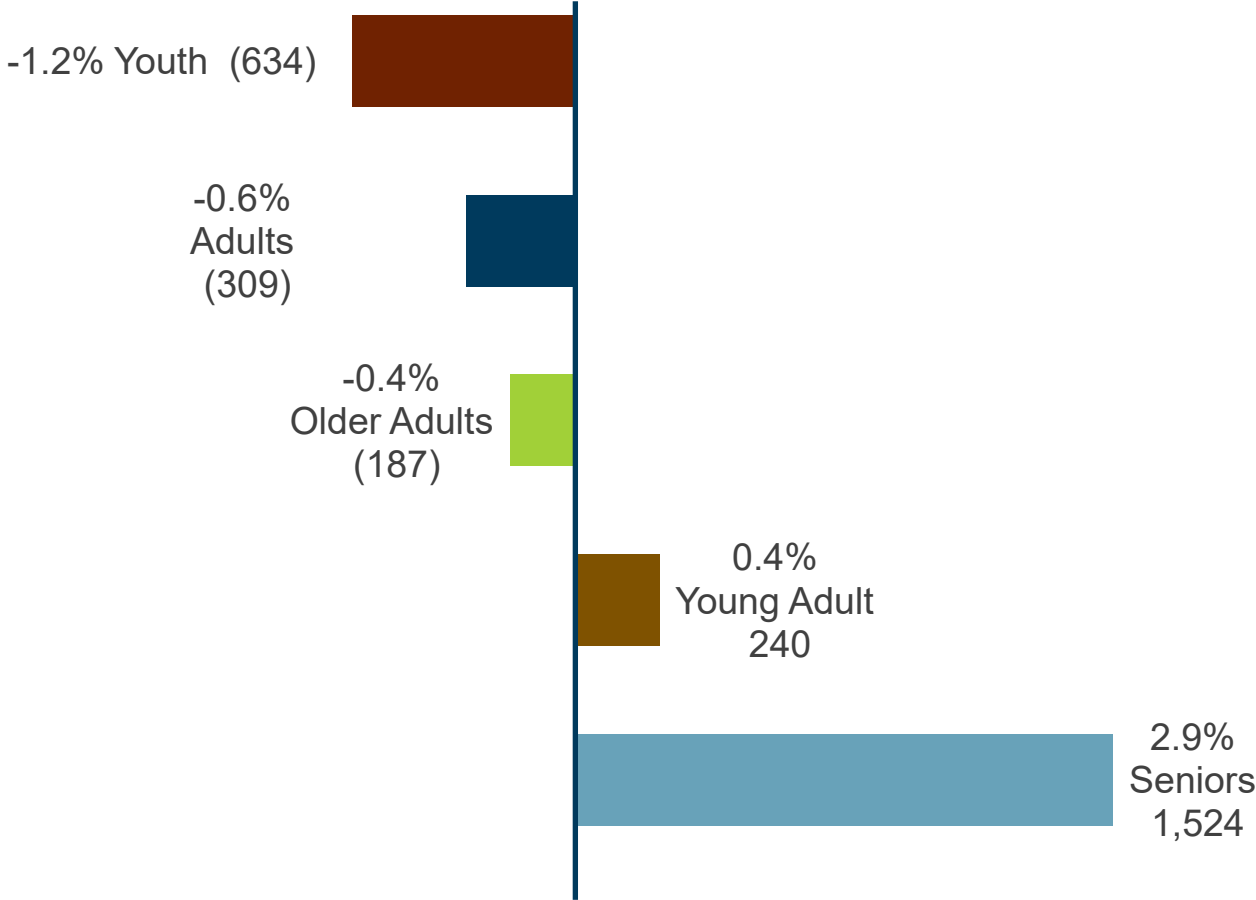
Novato Community Profile

Projected population Growth 2000 to 2035



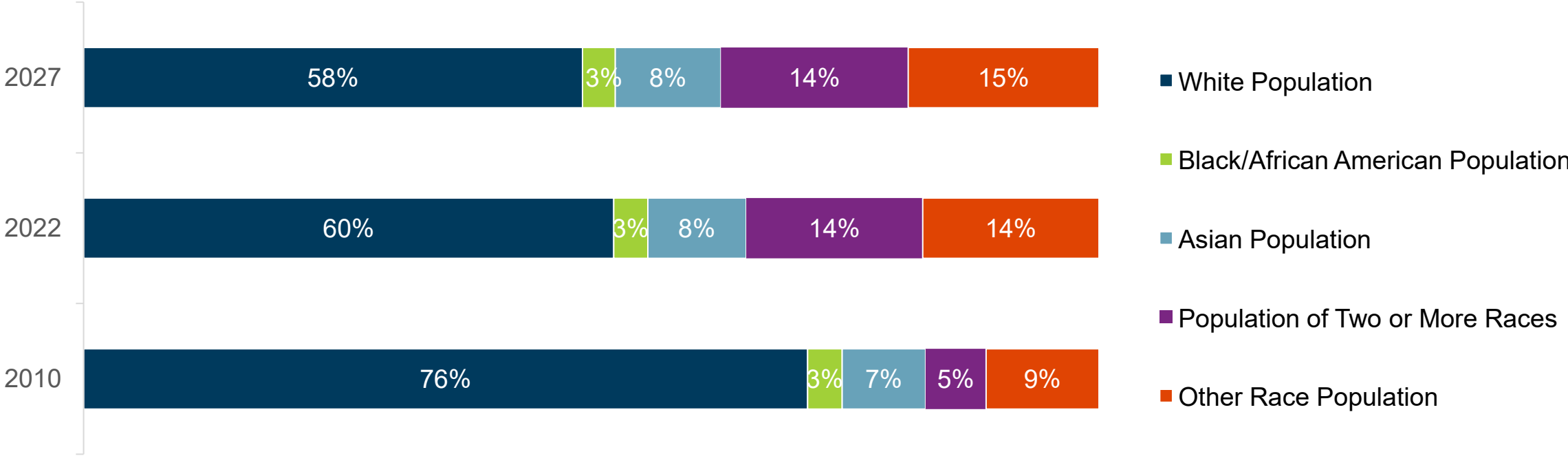
Novato Community Profile

Age Distribution Change Projected by 2027

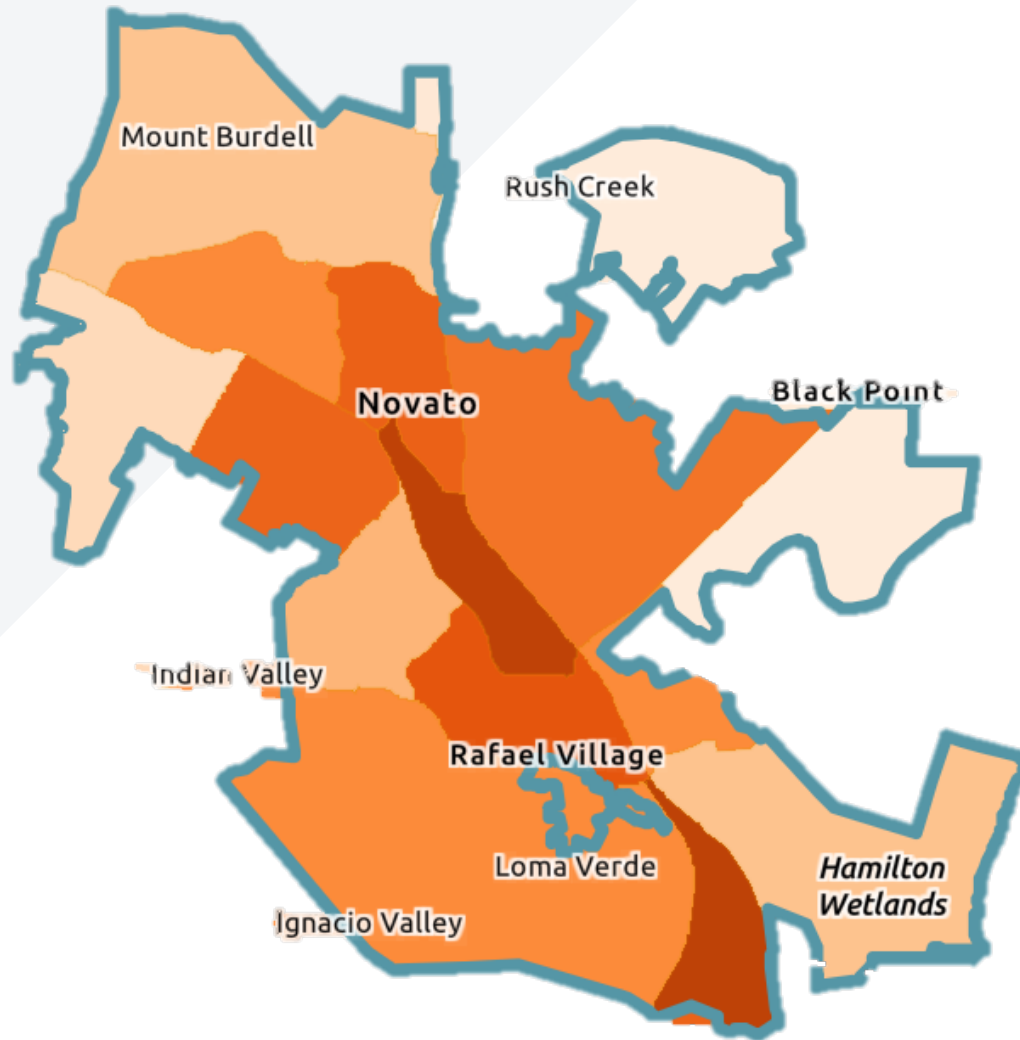


Novato Community Profile

Race 2010 - 2027



Novato Community Profile



- ▶ Over 8,700 residents in the City of Novato speak Spanish (16.5%) as their primary language at home.
- ▶ According to the American Community Survey, Spanish-speaking residents mostly reside in central and southern Novato. Inclusion efforts should be focused on these areas through use of multilingual materials.
- ▶ In the map, dark orange represents a greater percentage of adults who have limited English ability.

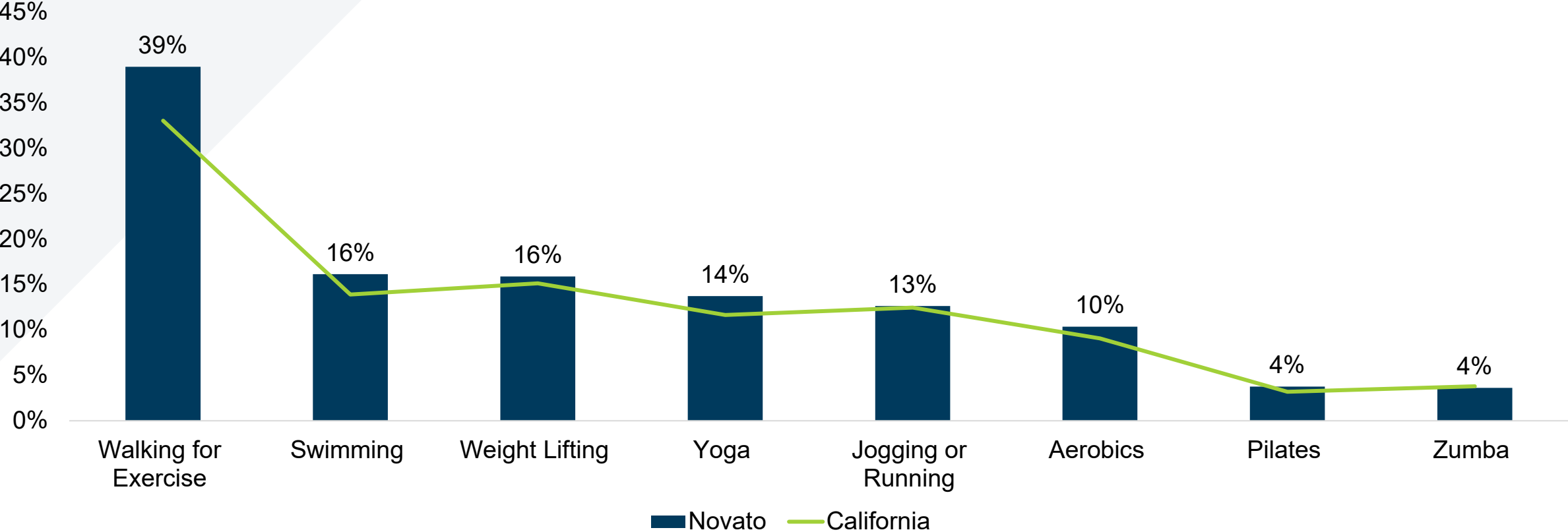
Novato Community Profile

- ▲ According to the American Community Survey, 10.3% of individuals in Novato live with a disability, compared to 11.2% in California. The data indicates:
 - Approximately 4.5% of the population (almost 2,400 people) live with an ambulatory difficulty (having serious difficulty walking or climbing stairs)
 - Approximately 2.9% of the population indicate they have a hearing difficulty, while 1.7% have a vision difficulty



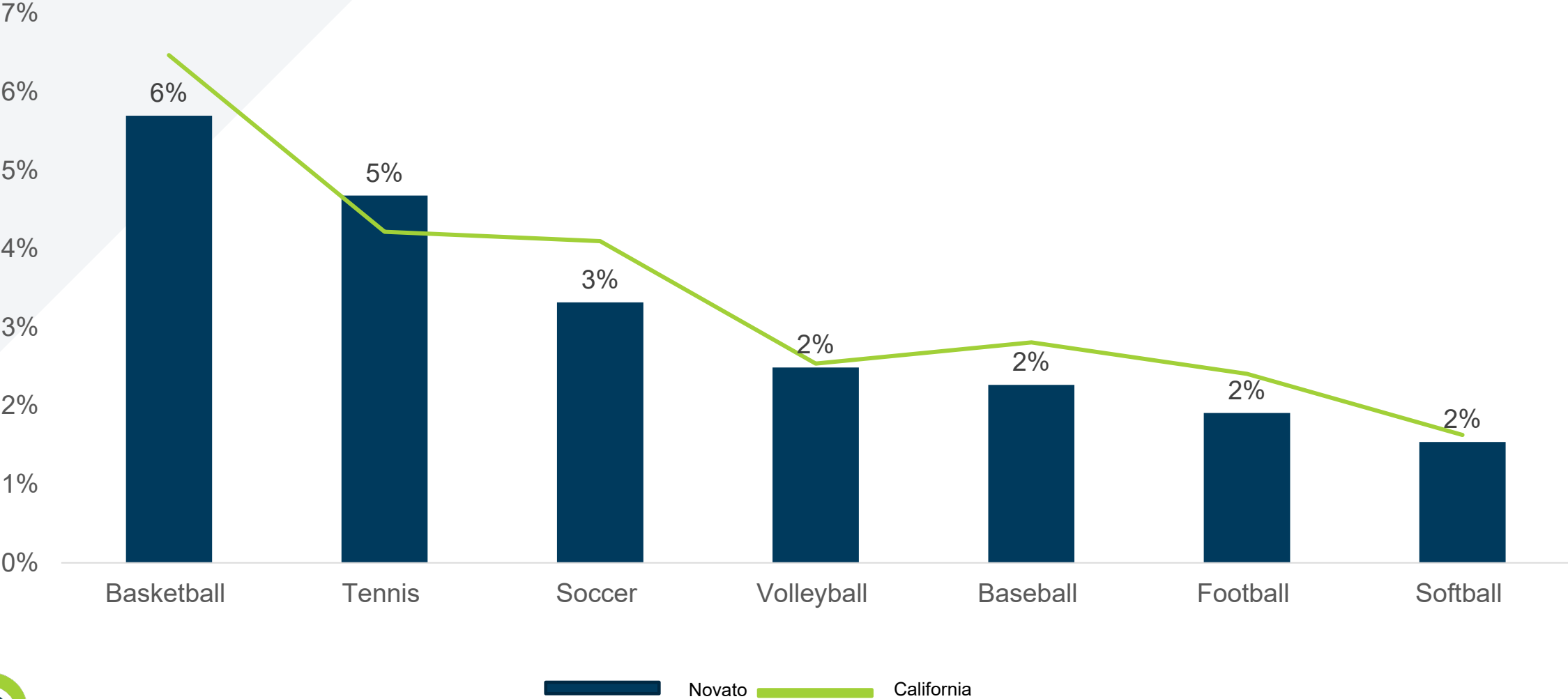
Trends: Sports & Fitness Local Participation Estimates

Adult Fitness Activity Participation in Novato and California (American Community Survey)



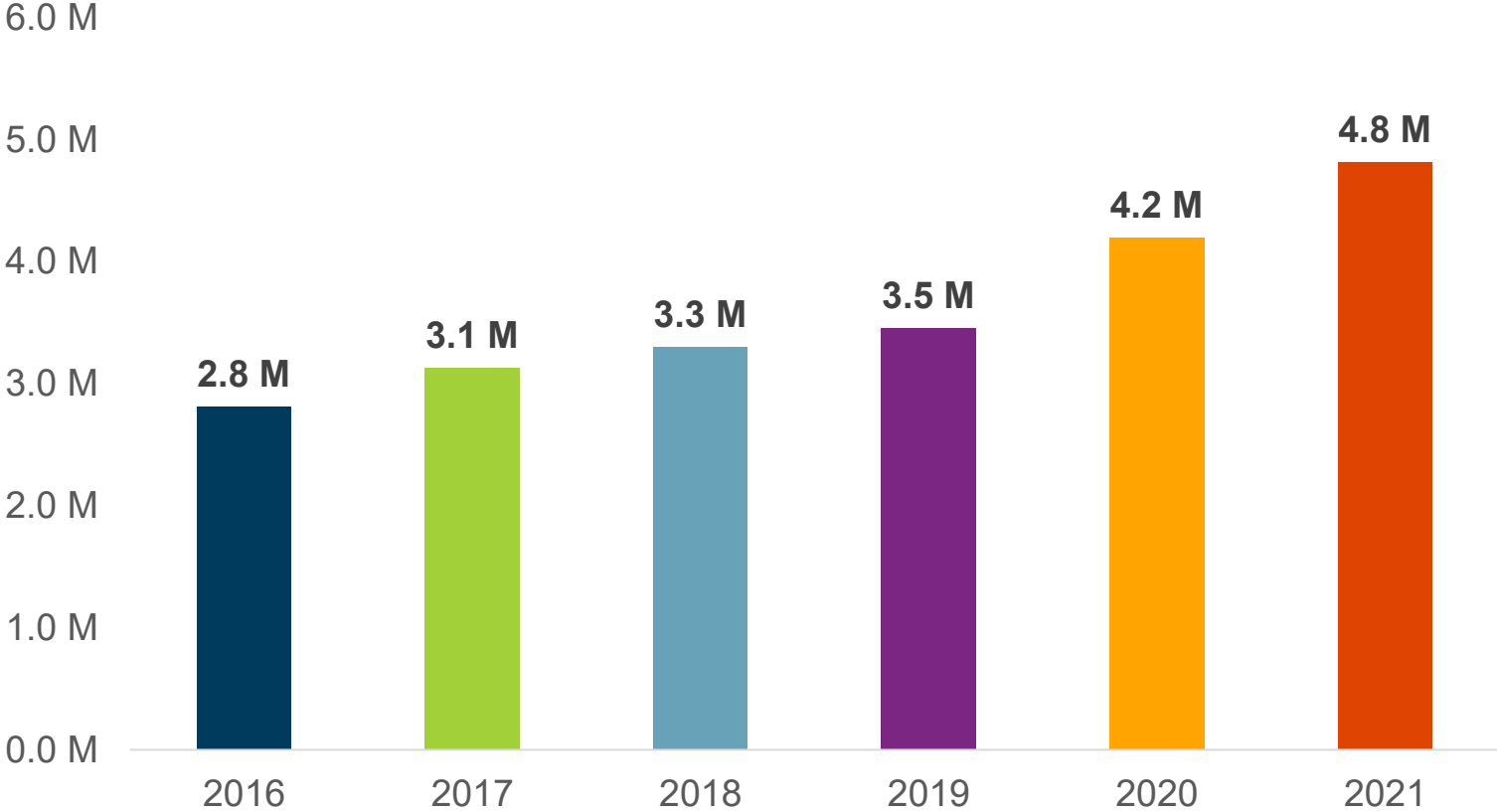
Trends: Sports Participation Estimates

Adult Sport Participation in Novato and California (American Community Survey)



Trends: National Pickleball Participation

Pickleball participation has averaged 20% growth annually since 2019



Trends: Inclusive Playgrounds

Adaptive playgrounds allow children with disabilities to play alongside their peers.



Sensory-rich playgrounds offer equipment that stimulates the senses.



Public Engagement



Public Engagement

Internal Staff SWOT
12 Participants

Workshops and Targeted
Engagement (Teens,
Parents, Sports, Seniors,
Adaptive Needs)
46 Participants

Public Forum
30 Participants

Intercept Events
742 Dots Placed on
Dotmocracy (story)
Boards

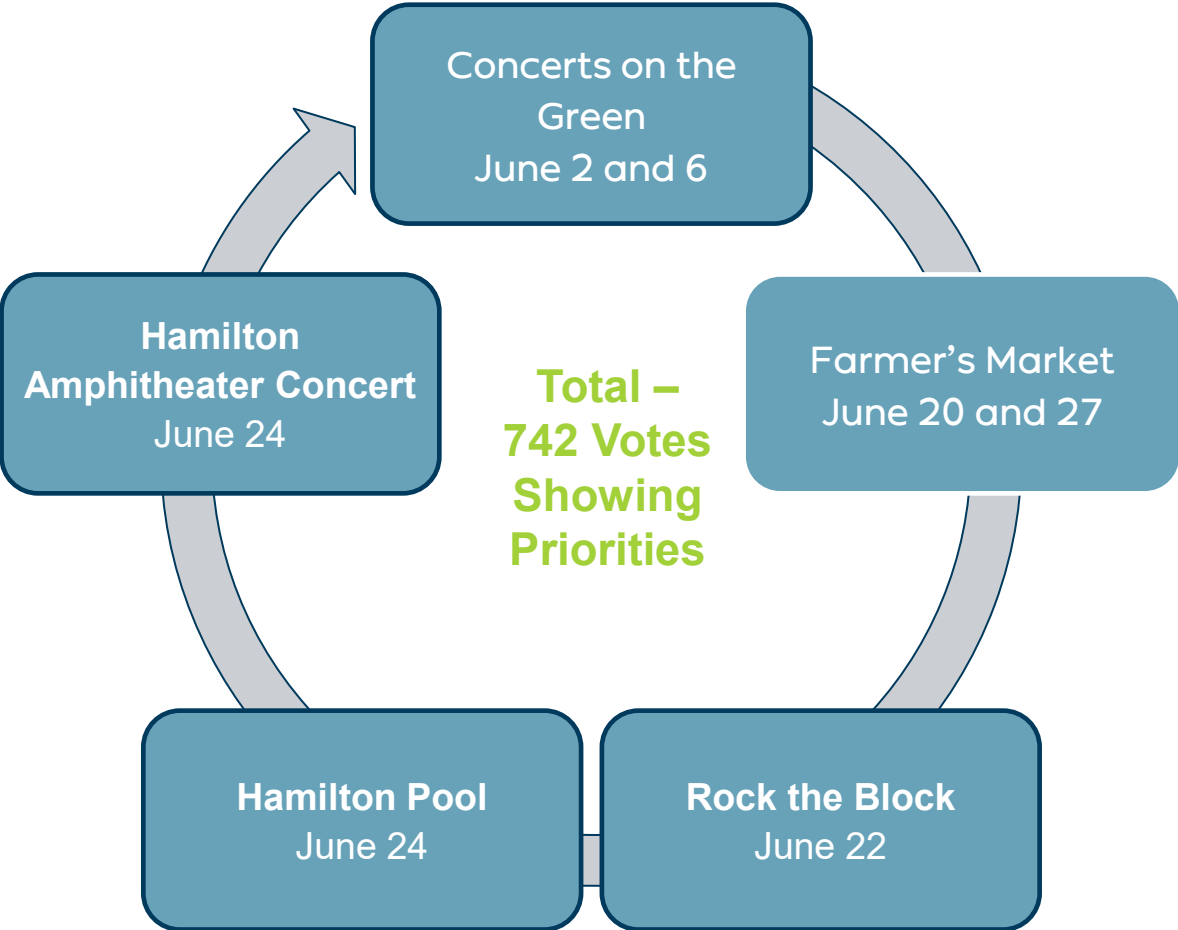
Survey Responses
1,342 Respondents

Stakeholder and Focus
Groups
29 Participants



Public Engagement

Public Input Opportunities at Events | Participation



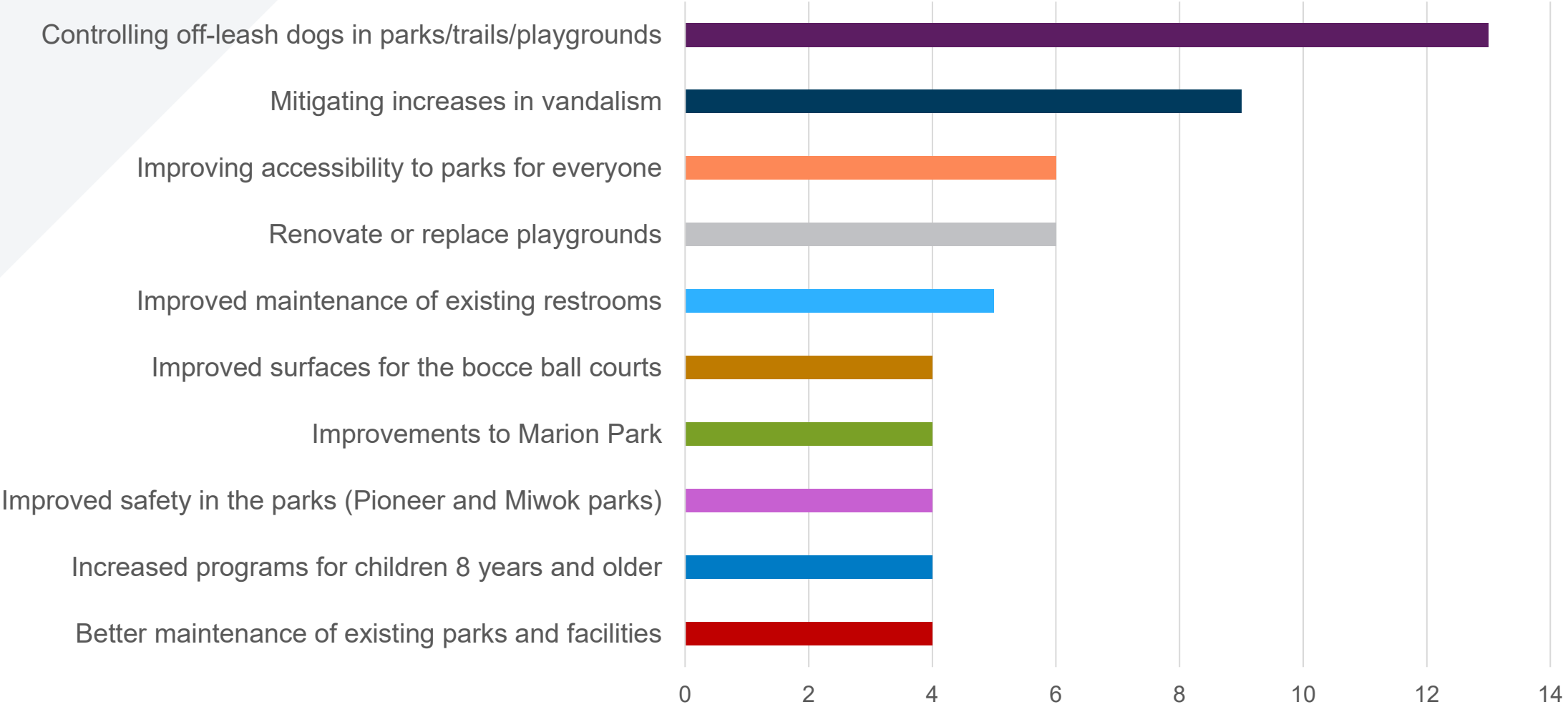
Public Engagement – Stakeholder Interviews and Focus Groups

Strengths



Public Engagement – Stakeholder Interviews and Focus Groups

Opportunities for Potential Improvement



Public Engagement – Stakeholder Interviews and Focus Groups

Priorities

What are your priorities for the department that need to be considered while developing the master plan?

Artificial turf fields/improved turf areas

Adaptive access at all parks

Playgrounds that need to be updated/replaced

Maintenance and renovations of existing parks

Community center/recreation center

Access to indoor athletic space at schools for community

Safety

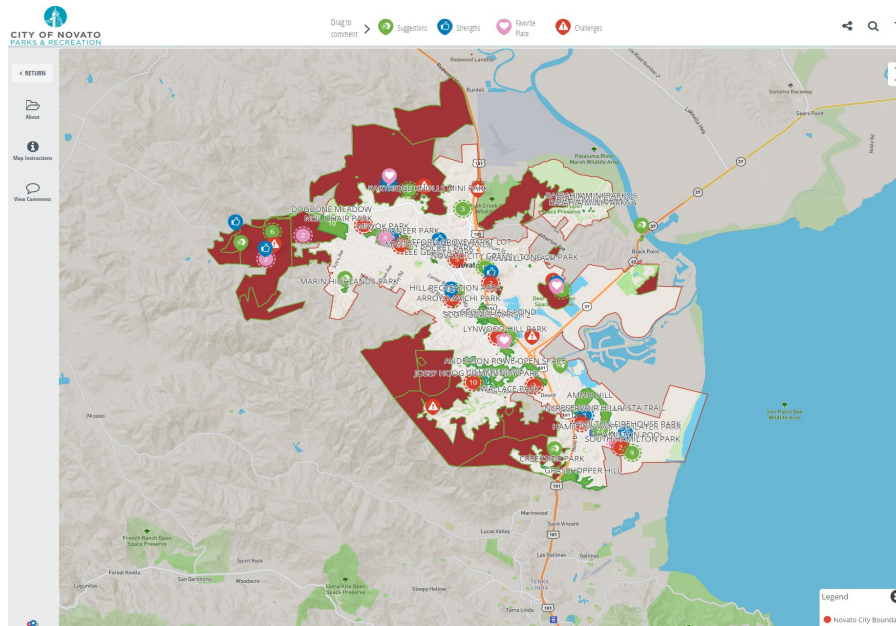


Social Pinpoint Interactive Website

Contributed ideas and provide project updates using Social Pinpoint

Your ideas will create our future. Please share your thoughts!

 Parks	 Multi-use Paths, Nature, Open Space	 Programs, Events, Services	 Recreation Centers and Sports Complexes	 Culture and Historic Identity	 Other/Misc.
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Brainstormed with Ideas Wall



Prioritized with Budgeting



Interactive Mapping



Drove Conversations with Forums

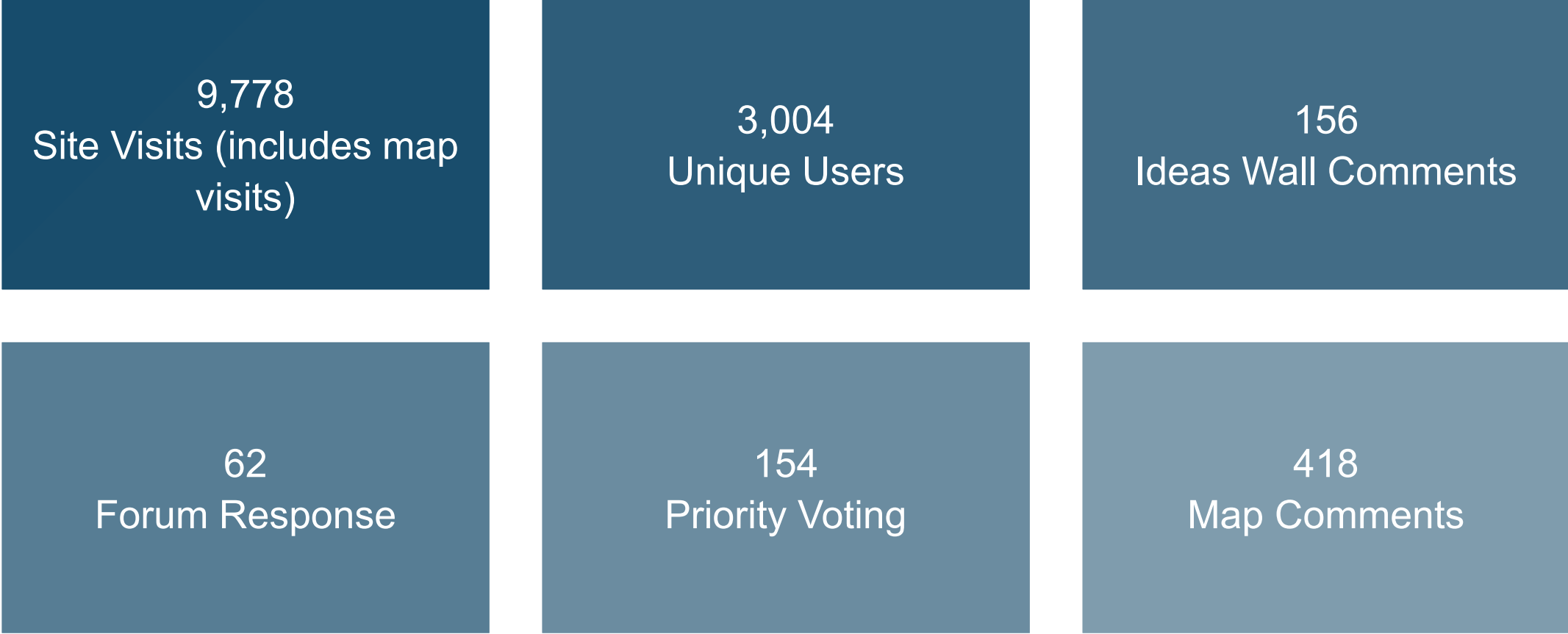


Opportunities to interact in ~100 Languages



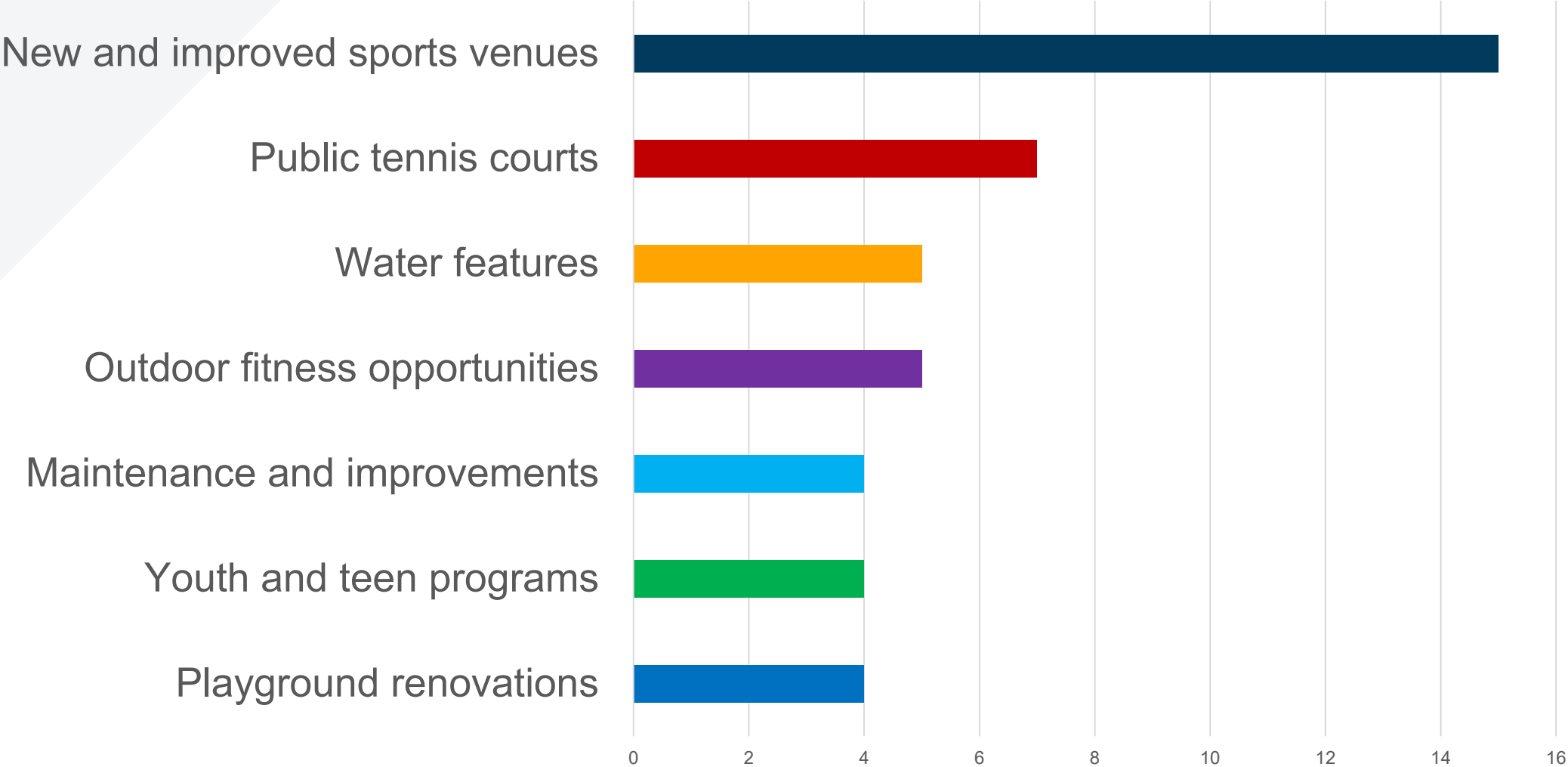
Social Pinpoint Interactive Website

Online Engagement by the Numbers



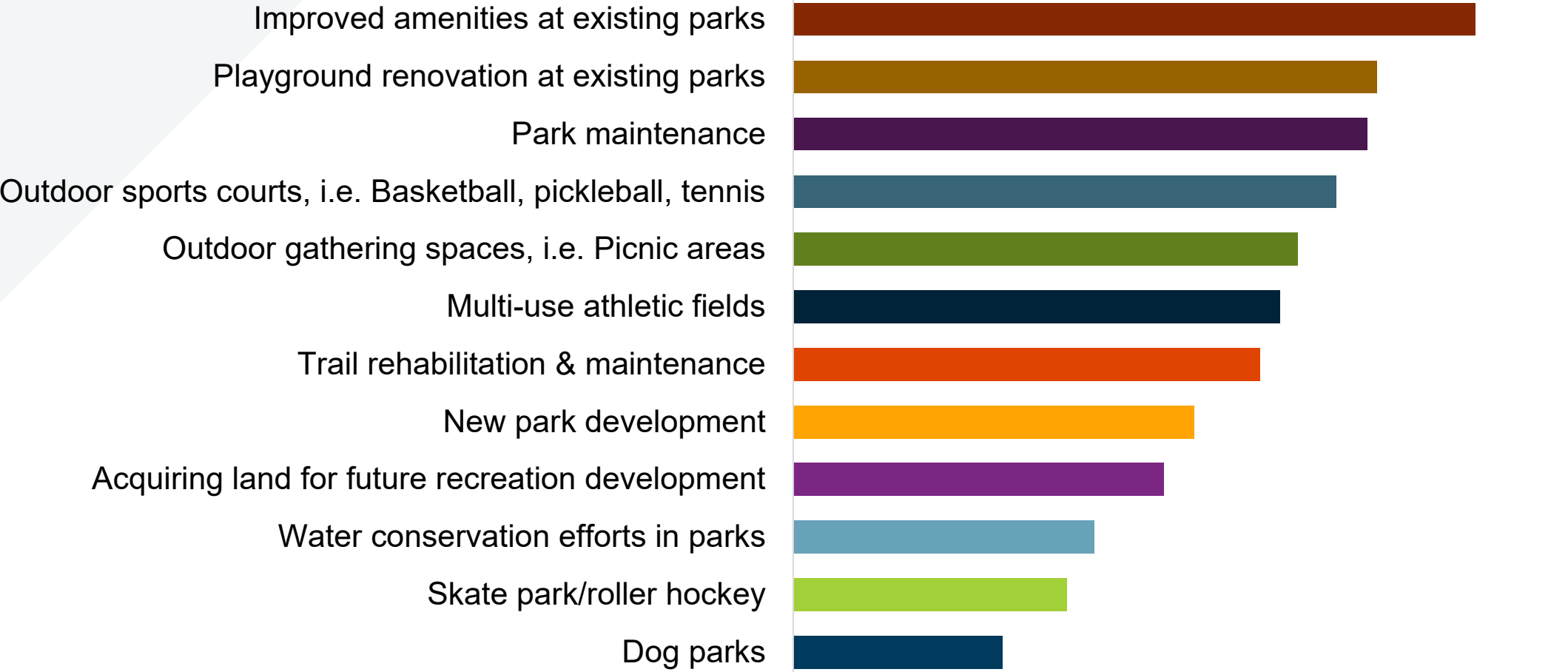
Social Pinpoint

Future offerings, programs, and services



Social Pinpoint

Community Priorities



Needs Assessment Survey



Needs Assessment Survey

1 = Statistically Valid (Invite Survey)

Paper surveys were mailed to a systematic random sample of residential addresses in Novato. The survey was also available in Spanish online.



624

Invite surveys completed
+/- 3.9% Margin of Error



718

Open Link surveys completed



4,500 Surveys Mailed

1,342
Total
Surveys
Completed

Needs Assessment Survey

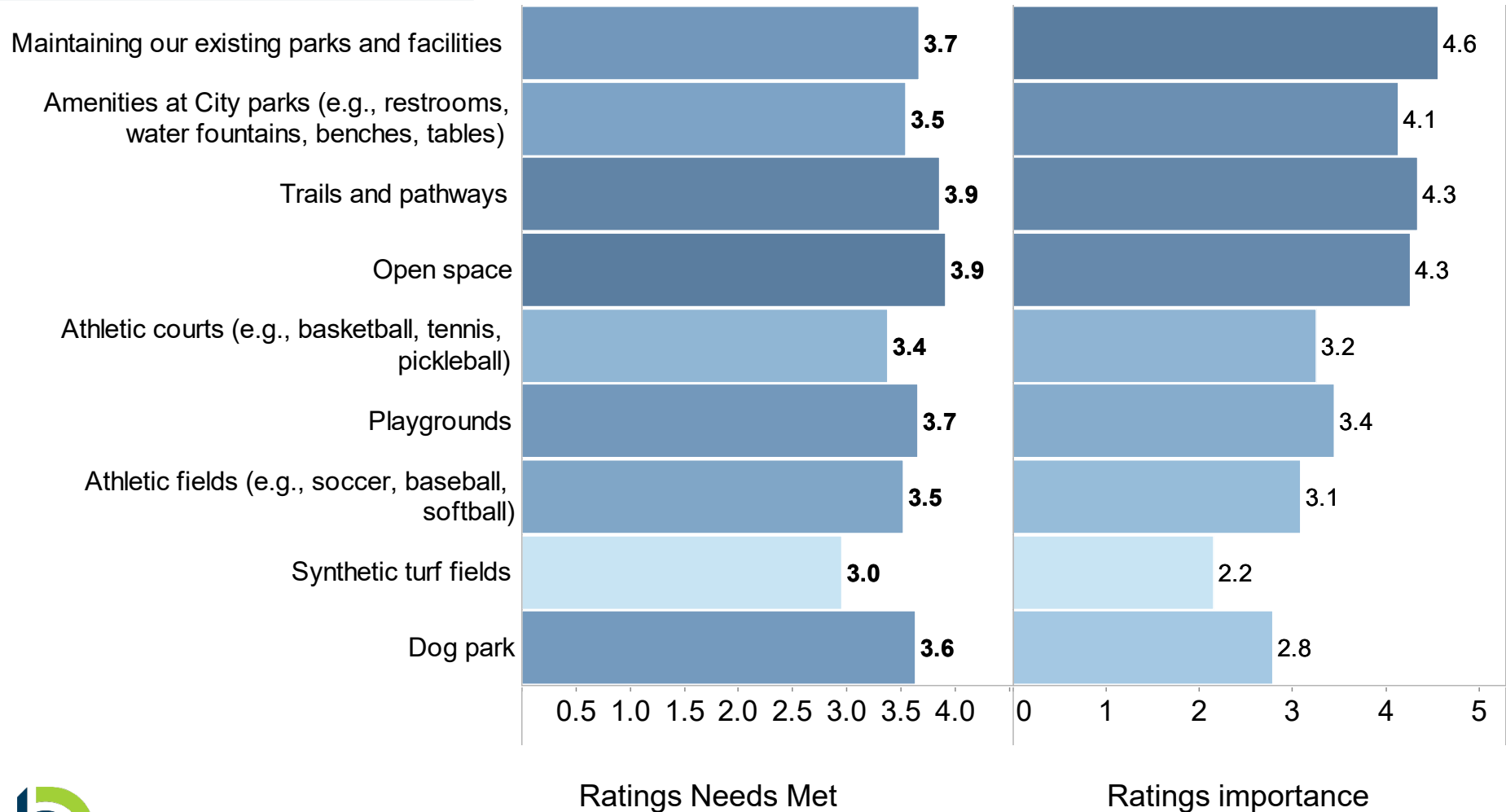
Familiarity with Parks and Recreation Facilities

	Invite	Open	Overall
1 - Not at all familiar	6%	1%	3%
2	11%	5%	8%
3 - Somewhat familiar	45%	42%	44%
4	26%	31%	29%
5 - Very familiar	11%	20%	16%
Avg.	3.3	3.6	3.5
n=	603	718	1,321



Needs Assessment Survey

Facilities and Services Importance/Needs Met By Invite Sample



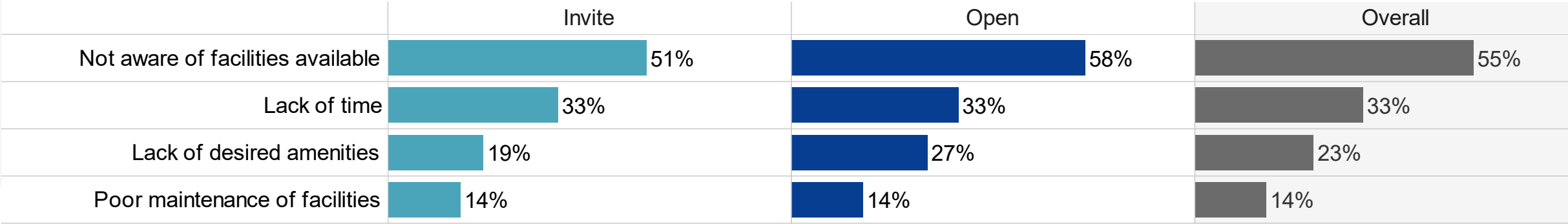
A comparison between how important park components and services are compared to how well needs for those are being met



Needs Assessment Survey

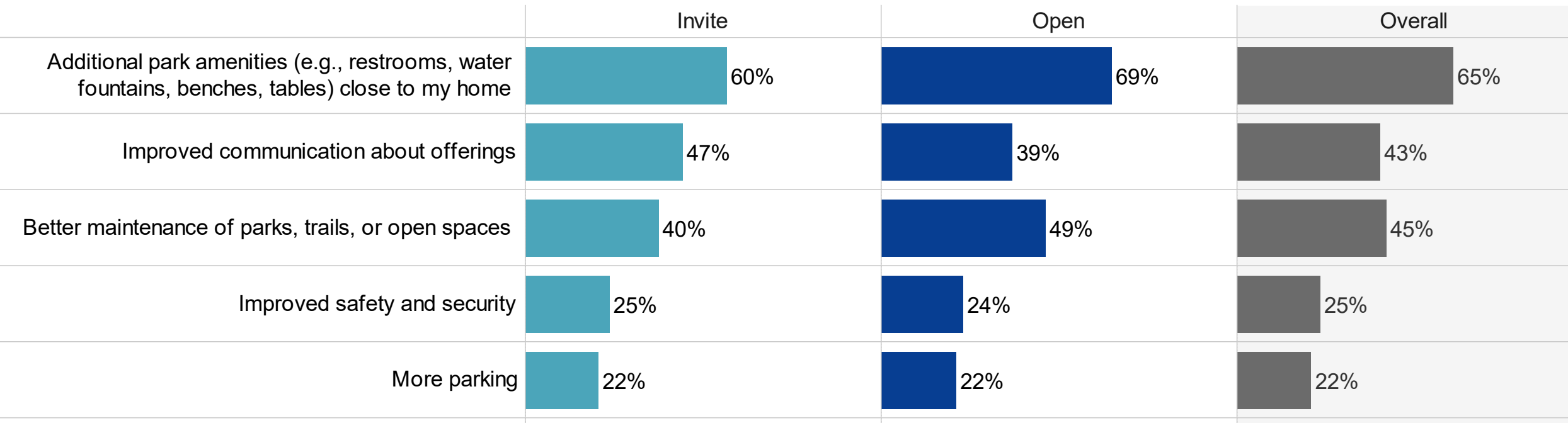
Reasons for Non-Use

If you haven't used any of Novato's parks, trails, facilities, or open spaces, why not? (SELECT UP TO THREE)



Needs Assessment Survey

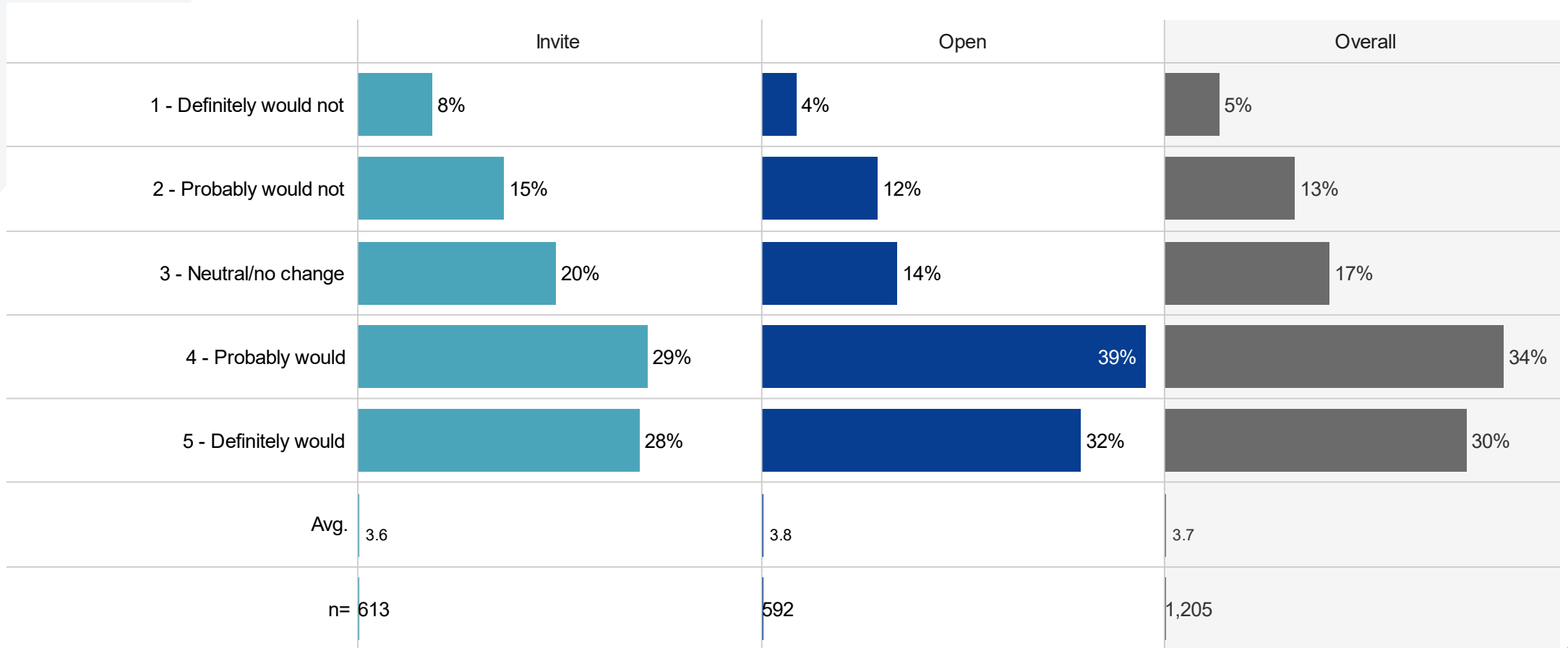
Creating Additional Use in Parks and Recreation Facilities



Needs Assessment Survey

Additional Trail Connections

If additional trail connections, bike lanes/paths, pedestrian walkways and/or street crossings were developed, would you and/or your household walk or ride a bicycle to get to parks, neighborhood centers and/ or recreation facilities more often?



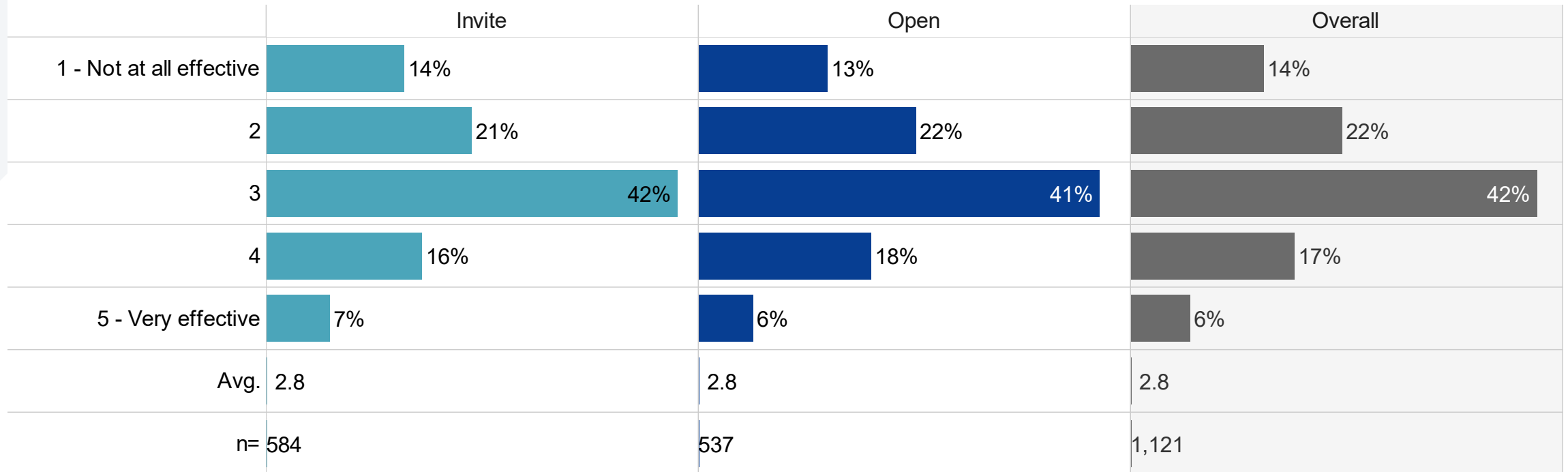


COMMUNICATION

Effectiveness of Communication

Ratings of the levels of effectiveness of the City’s communication are similar for both samples, indicating that there is a need for more effective communication, with an average ratings of 2.8 out of 5, with 5 being “very effective.”

How effective is the City of Novato at reaching you with information on parks, trails, or open spaces?



Source: RRC



How Residents Report Receiving Information About Services

How do you currently receive information on parks and recreation facilities, services, and programs? (CHECK ALL THAT APPLY)

	Invite	Open	Overall
Word of mouth	54%	49%	51%
City of Novato website	32%	35%	34%
Social media (e.g., Facebook, Instagram, Nextdoor)	28%	41%	35%
City of Novato Newsletter	27%	24%	25%
Street signs/banner	25%	15%	20%
Novato Parks & Recreation Digital Activity Guide	23%	29%	26%
Email	23%	32%	27%
At the recreation facility/program location	21%	20%	21%
Local media (e.g., TV, radio, newspaper)	16%	12%	14%
Flyers/posters at businesses	15%	7%	11%
School email/newsletter (e.g., Peachjar)	12%	15%	14%
Other	10%	5%	8%
n=	579	544	1,123

Source: RRC



Preferred Communication Methods

What is the best way for you to receive information on parks, trails, or open spaces?

	Invite	Open	Overall
Email	27%	36%	32%
Social media (e.g., Facebook, Instagram, Nextdoor)	17%	25%	22%
City of Novato Newsletter	14%	9%	12%
City of Novato website	10%	10%	10%
Local media (e.g., TV, radio, newspaper)	6%	1%	4%
Novato Parks & Recreation Digital Activity Guide	5%	5%	5%
Word of mouth	4%	3%	4%
At the recreation facility/program location	4%	1%	3%
Flyers/posters at businesses	4%	1%	2%
Street signs/banner	2%	3%	3%
School email/newsletter (e.g., Peachjar)	2%	4%	3%
Other	5%	1%	3%
n=	502	544	1,046

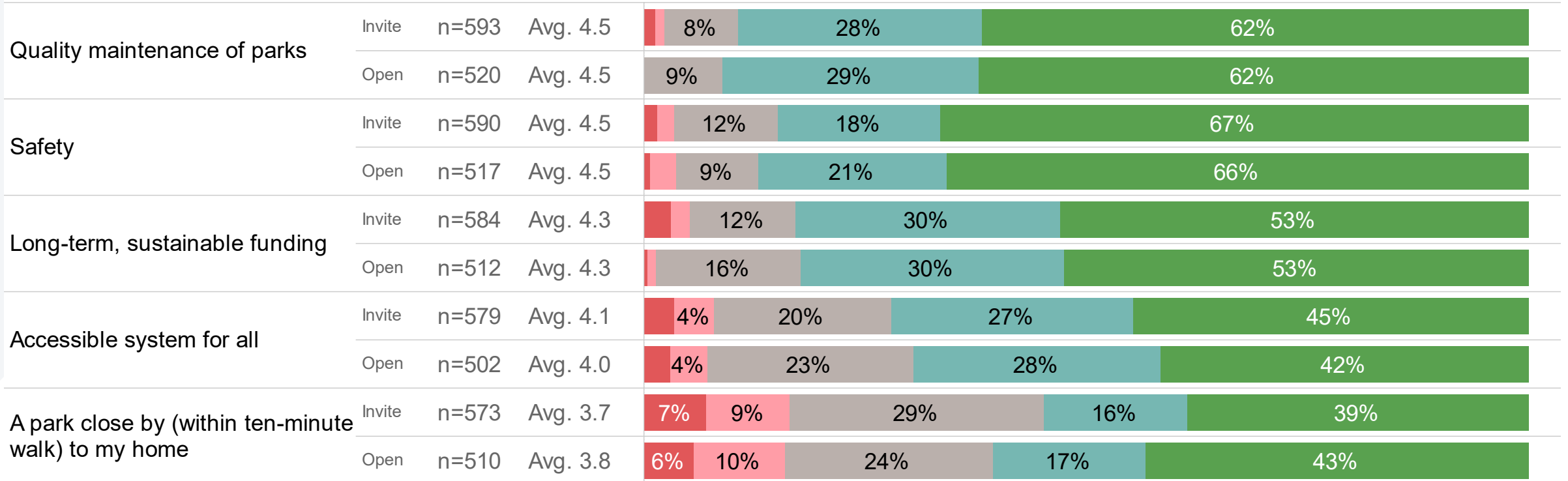
Source: RRC





FUTURE FACILITIES AND AMENITIES

Needs Assessment Survey - Important Future Needs



Source: RR

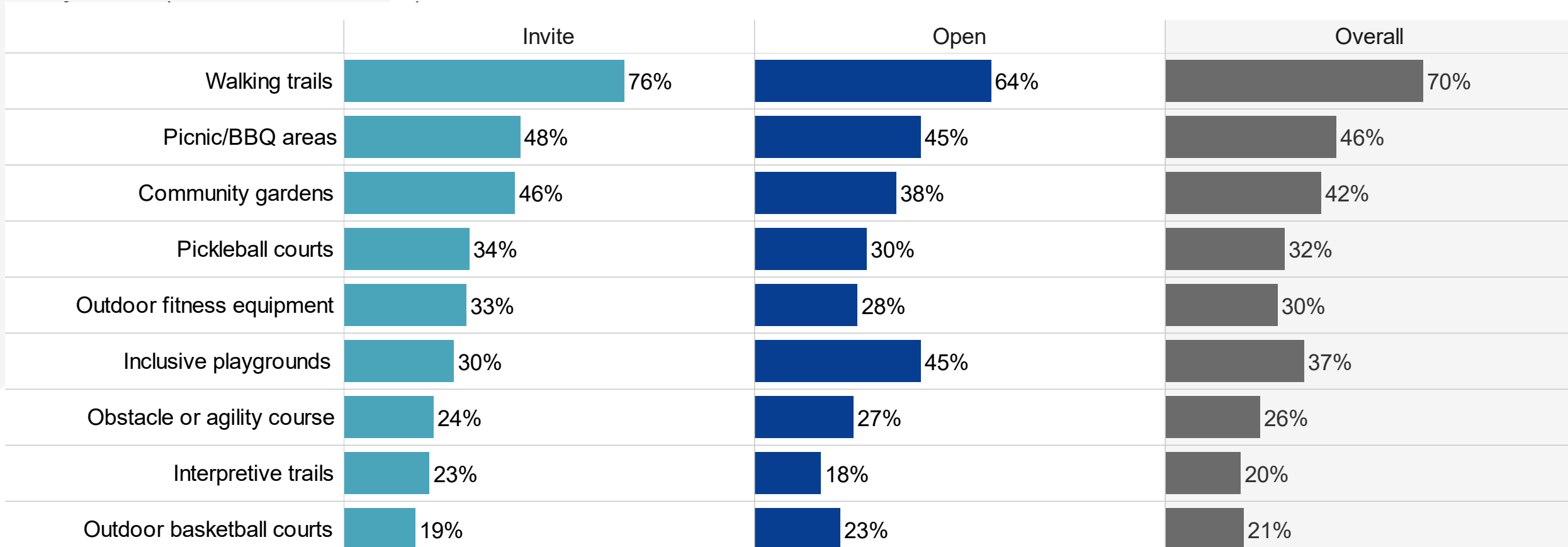
Survey respondents were asked to rate a list of future needs from 1 (not important) to 5 (very important).



Red = 1, Pink = 2, Grey = 3, Blue = 4, and Green = 5

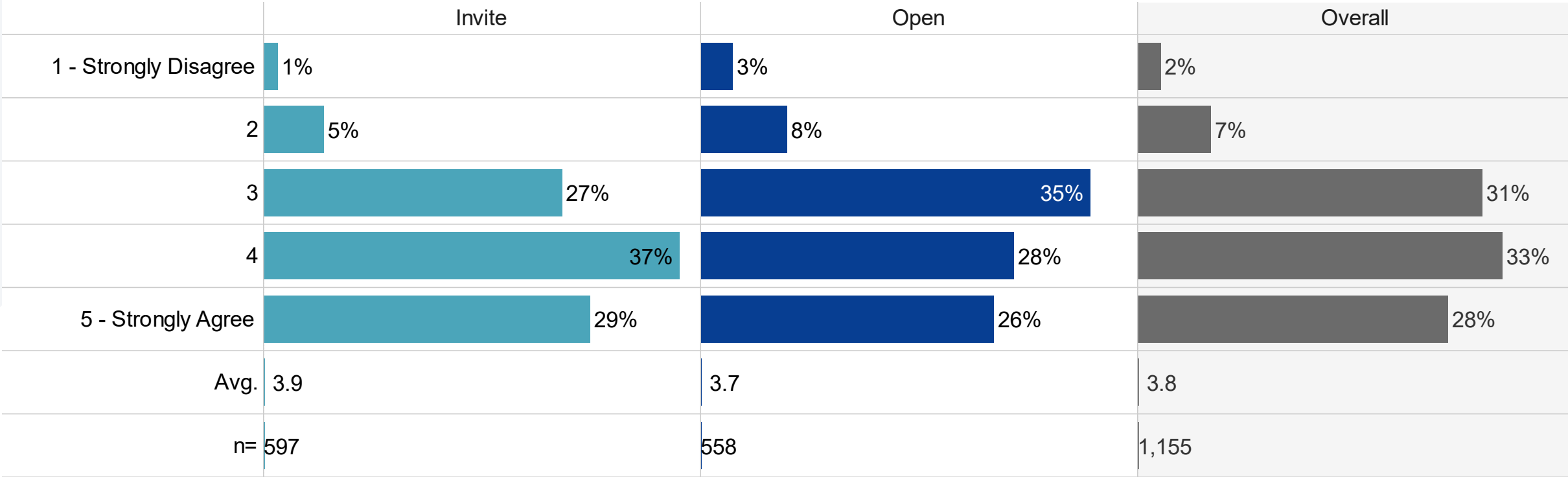
Needs Assessment Survey – Priority Future Amenities

Top 5 Additions or Expansions



Needs Assessment Survey - Accessible Parks

How much do you agree that the City of Novato parks are accessible to all members of the community?



Level of Service – Inventory, Component Scores and Benchmarking



Component Scoring

- Assessment scoring is based on the condition, size, site capacity, and overall quality that improve your park experience
- The inventory team used the following four-tier rating system to evaluate park components:

0 = Nonfunctioning

1 = Below Expectations

2 = Meets Expectations

3 = Exceeds Expectations

NOVATO PRCS TOTAL COMPONENT SCORES		NATIONAL DATA SET COMPONENT SCORES	
0	3%	0	3%
1	14%	1	10%
2	80%	2	79%
3	3%	3	8%



NRPA 2023 Agency Performance Benchmarks

(50,000 – 99,999 Population)


Outdoor Facility	Agencies Offering This Facility	Median Number of Residents per Facility	PRCS Current Quantity	PRCS Residents per Facility	Need to Add to Meet NRPA Median
Playgrounds	95%	3,779	13	3,555	2.00
Basketball Courts	86%	8,790	1	26,663	5.00
Tennis Courts	76%	5,577	4	5,333	6.00
Pickleball Courts	31%	11,150	6	8,888	0.00
Diamond Fields: Multipurpose	79%	7,237	4	13,331	3.00
Rectangular Fields: Multipurpose	69%	13,244	2	13,331	2.00
Multipurpose Synthetic Field	25%	43,100	1	N/A	0.00
Dog Parks	68%	54,119	1	53,325	0.00
Swimming Pool	51%	43,100	1	26,663	1.00
Skate Parks	41%	52,906	1	53,325	0.00
Community Gardens	52%	62,927	0	N/A	1.00



PRCS Current Quantity includes only those components in parks owned by the City of Novato (Does not include college, military, county or school facilities)

NRPA 2023 Agency Performance Benchmarks

(50,000 – 99,999 Population)



PRCS is above the NRPA median for park acres per capita, with 12.5 acres per 1,000 residents, versus the NRPA median of 11.2 acres.

Accessible Acres
• 664

2023 Population
• 53,325

2023 Developed Acres per 1,000
• 12.5 acres

2035 Projected Population
• 55,645

Additional accessible acres to maintain current standard of 12.5 in 2035
• 28.8 acres

Additional accessible acres needed to maintain an 11.2 standard in 2035
• 25.7 acres

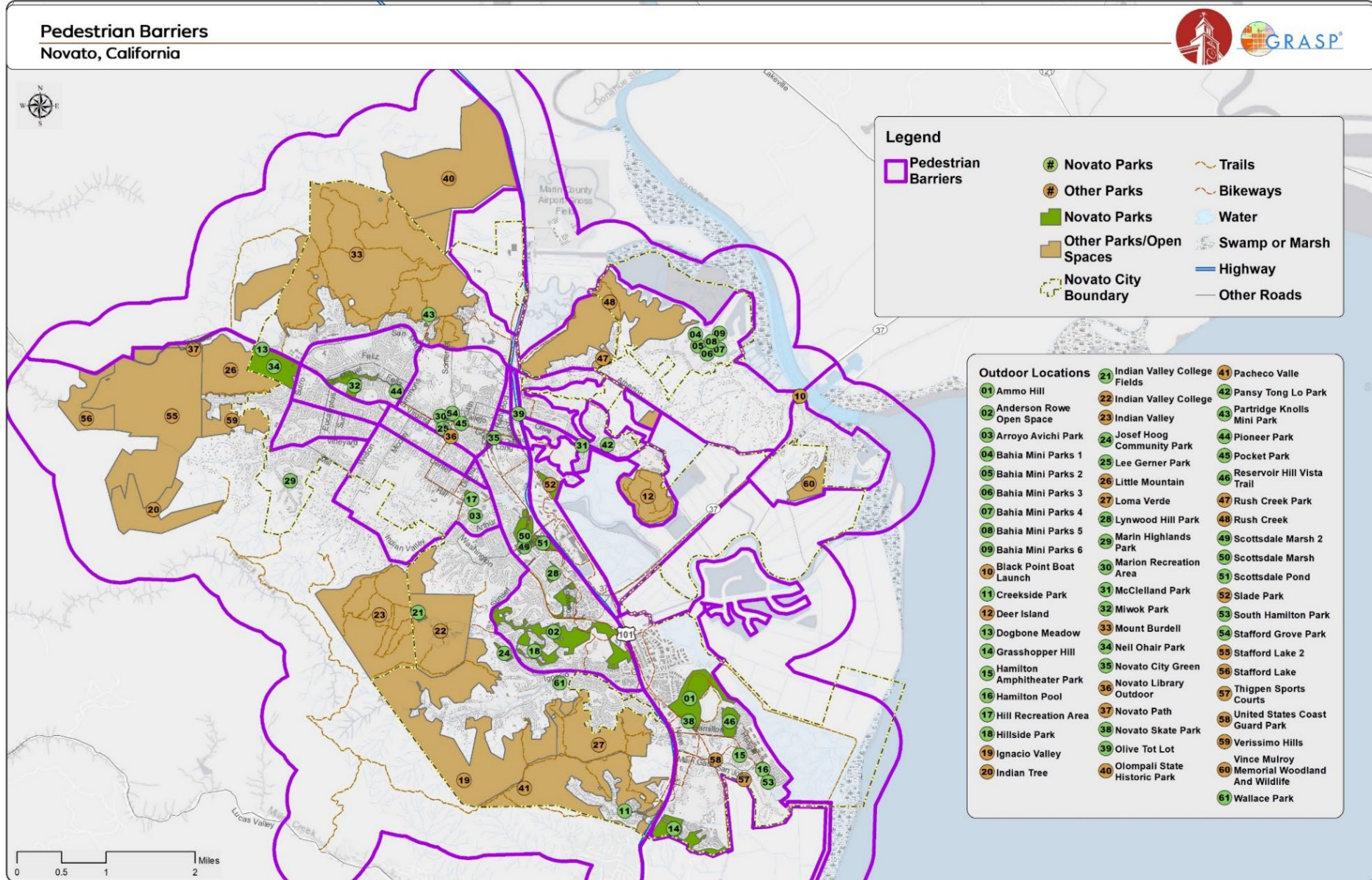


Level of Service

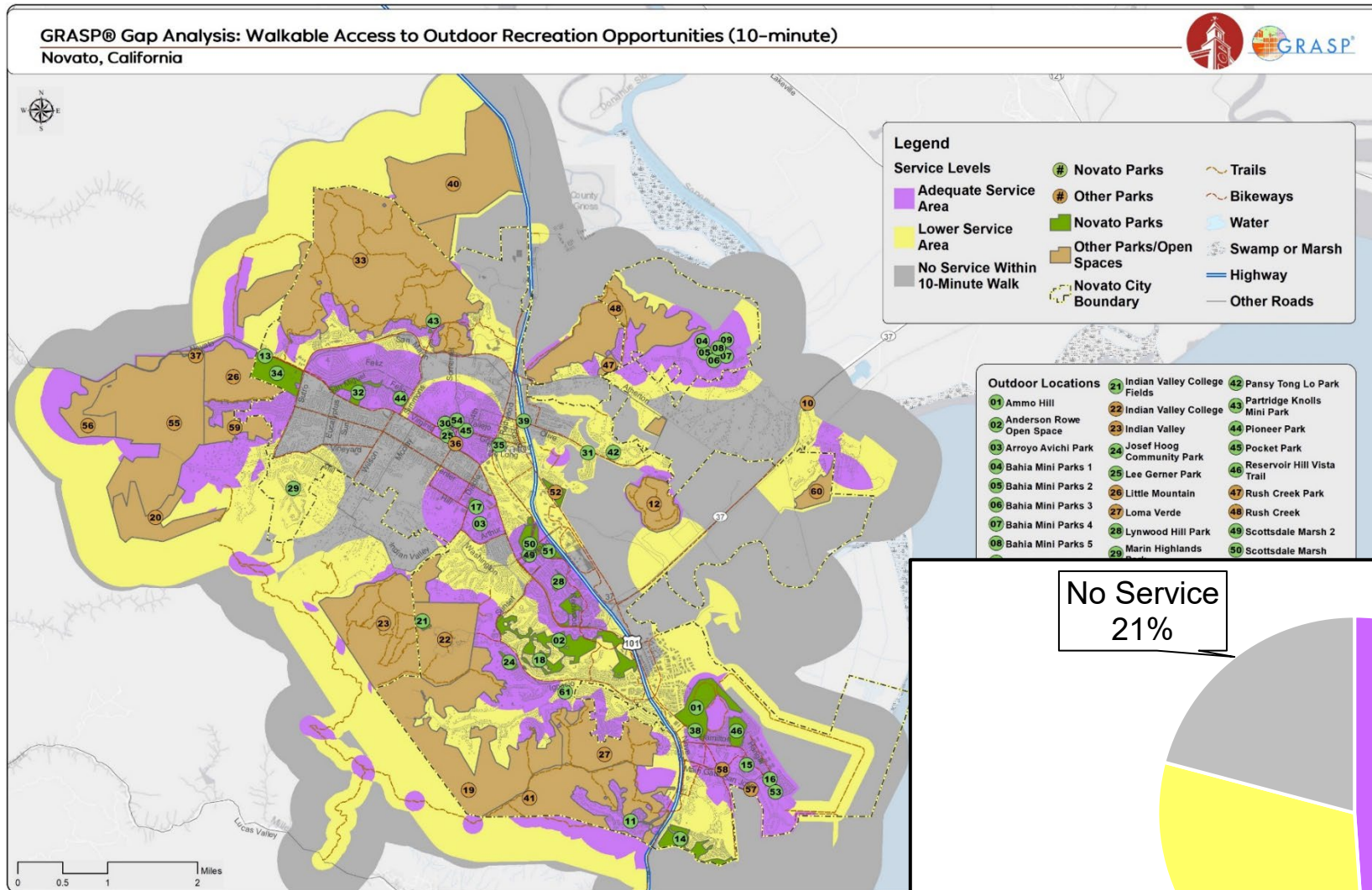


Pedestrian Zones and Barriers

8/80 Rule



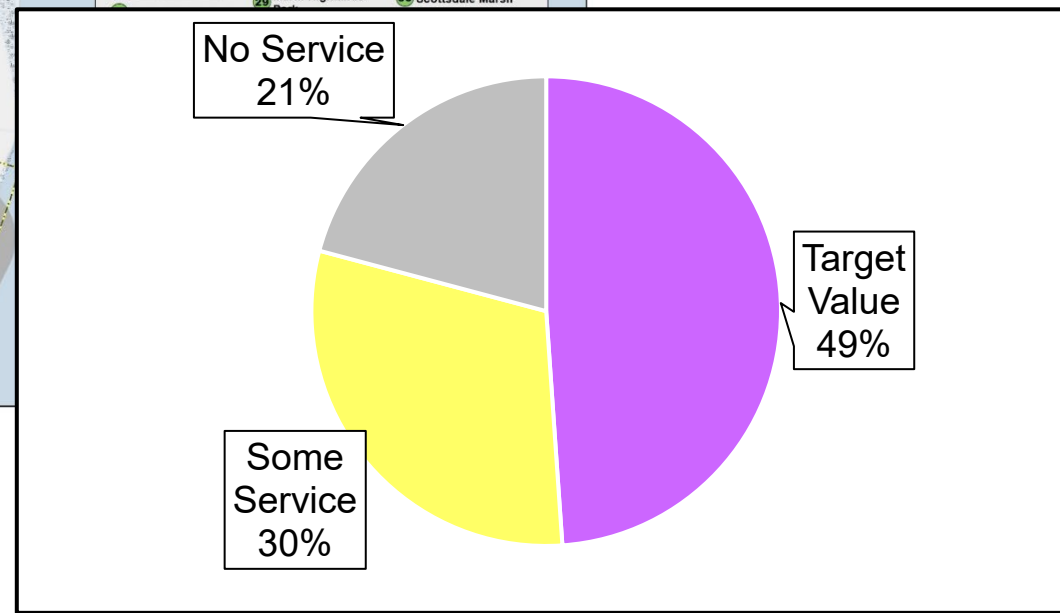
Walkable Access (10 minutes)



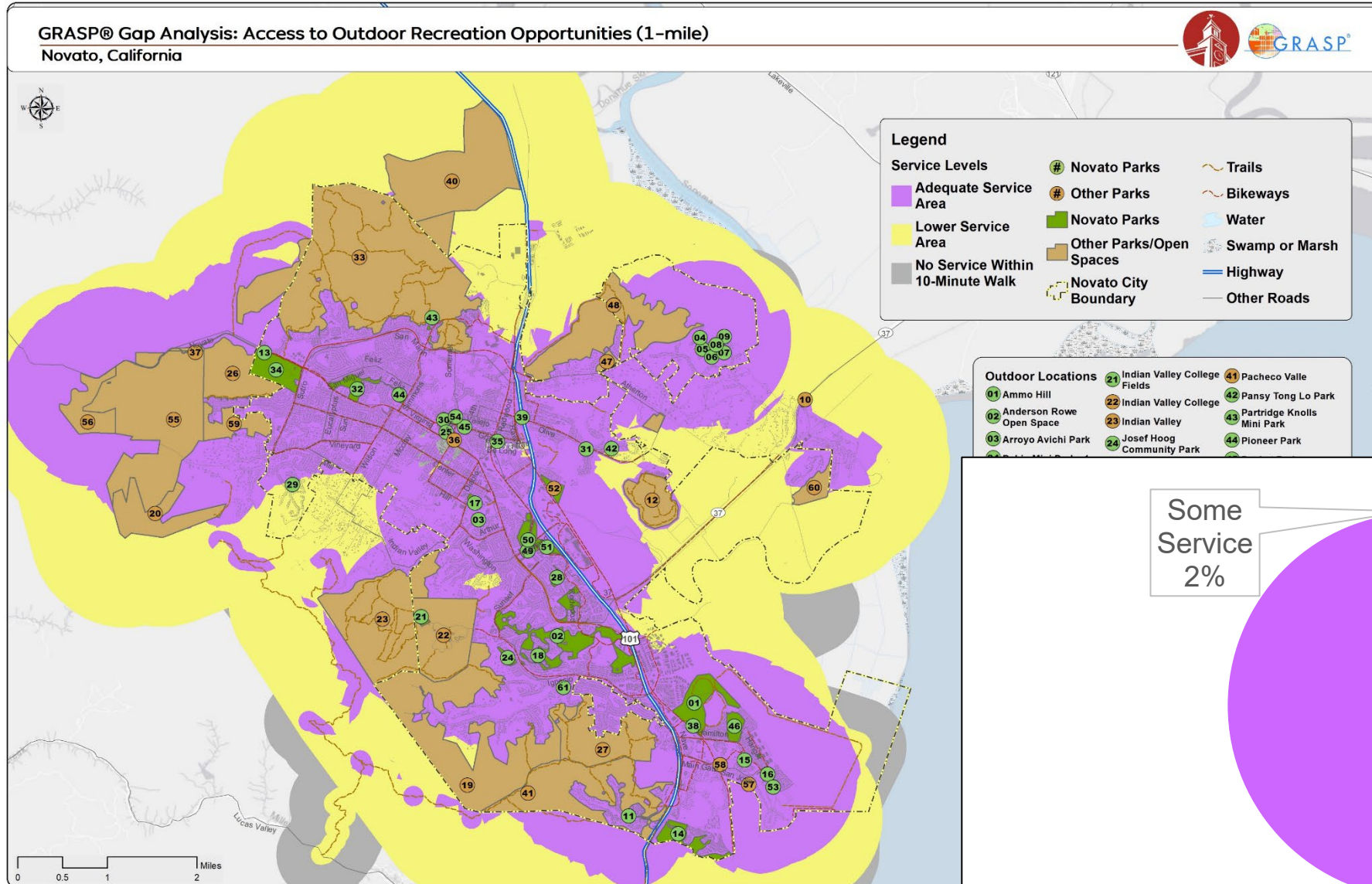
Access to park space that meets the target for quality parks (4+ components)

Access to parks with less than 4 components

No access within a 10 minute walk

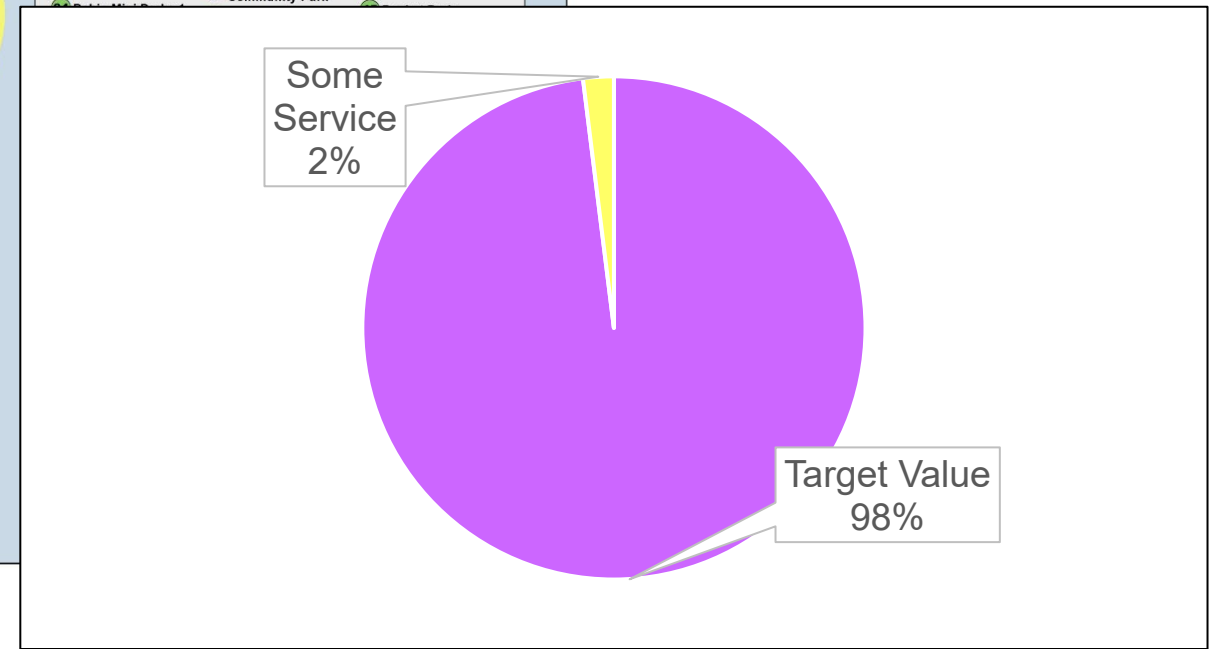


Neighborhood Access (one-mile)



Access to park space that meets the target for quality parks (4+ components)

Access to parks with less than 4 components



Reoccurring Themes

- ▶ Population is growing moderately, growing more diverse and senior populations are growing
- ▶ Individuals with disabilities is greater than 10% of the population. There are over 700 ADA deficiencies identified in the study
- ▶ About half of households live within a 10-minute walk of a part that meets the four-component target. Three quarters (79%) live within a 10-minute walk of a park with some recreation components, and virtually all residents live within one-mile of a park that meets the target.
- ▶ Taking care of existing parks before expanding is a community value
- ▶ Many components in parks rate marginally and need additional update or replacement



Reoccurring Themes

- ▲ Safety of parks and facilities is very important to the community, especially to households with children and senior populations
- ▲ Tennis and basketball courts are very important to the community; there are few of either
- ▲ Mixed methods of communication may increase communication effectiveness
- ▲ Novato residents are only marginally familiar with what the department offers to the community
- ▲ Improvements to park maintenance is important to residents; improvements rely on future growth in resources



Next Steps

- ▲ Maintenance and Operations Analysis
- ▲ Organizational and Financial Analysis
- ▲ Visioning Workshops
- ▲ Draft Plan with Recommendations and Cost Estimates
- ▲ Final Master Plan



Here is our contact information

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