



Agenda Item C.1
DISCUSSION/ACTION ITEM
Meeting Date: August 19, 2008

TO: Mayor and Councilmembers

FROM: Daniel Singer, City Manager

CONTACT: Kirsten Deshler, Management Analyst
Cortney Hebert, Administrative Intern

SUBJECT: Recreation Study: An Analysis of Recreation Services and Programs in the Goleta Community

RECOMMENDATION:

Receive a presentation from Recreation Consultant Carol Belser on the Recreation Study entitled "An Analysis of Recreation Services and Programs in the Goleta Community".

BACKGROUND:

In spring 2007, the City Manager and the Ad Hoc Subcommittee on Recreation initiated a project to identify recreation services and programs available to Goleta residents. The Analysis of Recreation Services or "Recreation Study" (Attachment 1) was a direct outcome of the City Council's Strategic Plan and was made a part of the FY 2007-08 budget.

The objective of this study was to document existing public, private and school-based recreational programs, services, and facilities in the Goleta Valley area that serve City of Goleta residents, and to determine any deficiencies in these subject areas.

As per the direction of the Ad Hoc Subcommittee on Recreation, a Scope of Work was developed and several consultants were considered for this project. Carol Belser, former Recreation Director for the City of Ojai, was selected to conduct the study.

Over the course of several months, Ms. Belser met with City staff and local recreation providers to gather information in an effort to develop a comprehensive inventory of services, programs and other recreational opportunities offered in the Goleta area.

DISCUSSION:

Preliminary research for the study was completed in January 2008. After various revisions by staff and the Ad Hoc Subcommittee on Recreation, a final report was prepared. Ms. Belser will present the report and corresponding findings to the City Council at today's meeting.

The framework used for the study is a municipal recreation model. The study also used comparison data from municipalities of similar population, size, demographics and geography to create benchmarks for the study.

A number of findings were produced as part of this study that lead to a range of short and long term recommendations. The recommendations are intended to invoke discussion on the goal of enhancing the City of Goleta's involvement in recreation opportunities for residents. Staff is not seeking direction on the Study's findings at this point in time. However, City staff have begun to look at "low hanging fruit" opportunities to enable the City to take a more active role in recreation. For example:

1. City staff joined the California Parks and Recreation Society (CPRS) and, along with the Ad Hoc Subcommittee on Recreation, attended the annual meeting and a Parks Master Plan conference.
2. Staff is currently refining a comprehensive database of recreation providers in the Goleta Valley and Santa Barbara area that will be used internally and externally as an all-inclusive source for recreation information for the community.
3. Staff is also working on the beginning stages of a Parks Master Plan.

Ultimately, the City's role in either providing recreation services and programs directly or enhancing what is already available will be dependent on Council direction as well as budget resources. As a result, the recommendations contained in this report will be included in the Council's next Strategic Plan update.

GOLETA STRATEGIC PLAN:

The Recreation Study is consistent with the Goal in the Goleta Strategic Plan entitled, "Initiate a Recreation Asset Analysis." Specifically, this initiative meets the Objective "Establish and Implement Parks, Recreation and Open Space Programs" and moves the City closer toward realizing its vision as defined within the City's Strategic Plan.

FISCAL IMPACT:

Sufficient funds in the FY 2007-08 budget were approved for this project and a contract was awarded to Ms. Belser in an amount not to exceed \$20,000. To date, \$17,500 has been expended on this contract from account 101-5-1200-500.

Submitted By:

Reviewed by:

Approved By:

Kirsten Deshler
Management Analyst

Michelle Greene
Admin. Services Director

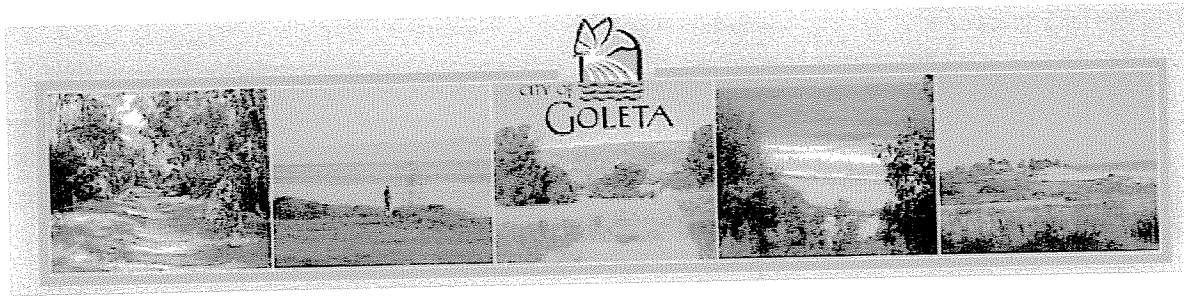
Daniel Singer
City Manager

ATTACHMENT:

1. Recreation Study: An Analysis of Recreation Services and Programs in the Goleta Community

ATTACHMENT 1:

Recreation Study: An Analysis of Recreation Services and Programs in the Goleta Community



CITY OF GOLETA

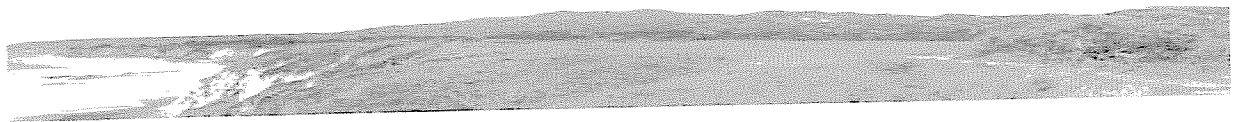
Recreation Study: An Analysis of Recreation Services and Programs in the Goleta Community

Prepared for the City of Goleta
by Carol Belser,
professional recreation director
municipal, private, and non-profit recreation services

June 2008

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EXECUTIVE SUMMARY

The Goleta City Council identified the need to explore recreation services available to Goleta residents. The project's mission was to identify recreation service providers available to Goleta residents, list them, report on findings, and offer recommendations. The project has been completed to the extent of the predetermined budget parameters. The list of service providers is ready to be used as a resource for a link to the City's web site, or to be modified for distribution to residents. The process of identifying service providers in relation to Goleta being a municipality served as a catalyst to illustrate and report on the relationship of recreation services within a municipal organization.

Recreation services and in particular "programs", meaning scheduled, supervised and/or organized activities, are not a direct function of the City at this time. This document reveals an abundance of organizations providing recreational programs available to Goleta residents. Each provider has its own mission, parameters, goals and objectives. But, each provider's function is not intended to be the overall visionary for the City, or is accountable to the community as a whole. The residents of Goleta do not have a recreation policy-making board or district to influence, identify needs, and strategize decisions regarding recreation programs.

The recommendations contained within this study are intended to provoke discussion topics of objectives toward the goal of enhancing the City's involvement in recreation opportunities for Goleta residents. The amount or the level of involvement is dependent on Council's priorities and available resources.

The recommendations have been reviewed and shaped by the Recreation Ad-Hoc Committee, are divided into Phase One and Phase Two Objectives, purposely leaving the time line and costs for implementation undefined. Generally, Phase One Objectives can be facilitated with little to moderate effort and staff/funding resources, and Phase Two Objectives will require more time, coordination, and funding for facilitation.

Phase One Objectives:

- ❖ Selected City staff and City leaders to join recreation professional organizations and attend conferences and education sessions - In Process
- ❖ Advise residents of existing recreation opportunities via the City web site and a brochure mailed and made available through public venues
- ❖ Form a Parks and Recreation Advisory Commission
- ❖ Create a mission/vision statement regarding recreation services
- ❖ Explore grant funding (state and federal) and scholarship opportunities for a means to facilitate City staff's direct management of youth and senior scholarships
- ❖ Initiate a means to increase direct management and/or communication and involvement with identified recreation service agencies that have fiscal/real estate or existing relationships with the City:
 - Goleta Valley Community Center
 - Girsh Park
 - United Boys and Girls Club
 - Stow House

Santa Barbara School District/Goleta Union School District

Phase Two Objectives:

- ❖ Conduct a Parks and Recreation Master Plan
- ❖ Dependent on City of Goleta's priorities and direction from Council

Investigate Joint Powers Agreements and partnerships with existing recreation service providers: the City of Santa Barbara and Isla Vista Recreation and Park District

Establish a municipal recreation function either as independent department or via reorganization of the Community Services Department

INTRODUCTION

The City of Goleta is embarking on a study to assess recreational program offerings in relation to the needs and desires of city residents. The first step of this process is to provide a foundation of knowledge by identifying and creating an inventory of recreational programs and activities serving Goleta residents. The inventory process also provides a mechanism to identify issues and findings for discussion and for the consideration of Goleta City leaders.

The fundamental model used for this project is from the viewpoint of municipal recreation and how it relates to the community. Recreation resources in the city limits of Goleta, and adjacent recreation resources and service providers were identified. In some cases, staff of the providing organization was interviewed for clearer and more detailed insight into their relationship with the City and/or the community as a whole.

Using the municipal recreation cornerstone, the data and findings were interpreted by a professional recreation director with over 25 years experience in recreation management, and with 18 years in the California municipal setting. The City's selected approach to this project is to bring in one experienced recreation professional in contrast to a professional firm using a team. It is understood that this approach will be subjective in its results and findings. Therefore, the results and findings are intended to be used as issues and topics for future discussions between City staff and policy makers involved in the decision making process. The model and findings are supported by the professional standards, the philosophy and research documents of the California Parks and Recreation Society ¹, League of California Cities ², the National Parks and Recreation Association ³, and State of California ⁴.

BACKGROUND

The State of California 2005 Recreation Policy states that “Recreational opportunities enable California residents the freedom to fully develop their innate capabilities and creatively use their energies, while enriching their lives and improving their health and sense of well-being.” Recreation services encompass the means by which recreational opportunities are provided - the lands, waters, facilities, programs and support functions - and it recognizes the considerable health, personal, social, economic and environmental benefits served through the many important dimensions of recreation. It is vital that all Californians be provided with an exciting array of opportunities that allow them to pursue their personal recreational interests.”

The Goleta General Plan/Coastal Land Use Plan 2007⁵, uses the terms “passive recreation” and “active recreation” to delineate between the nature of the actual recreational opportunity. The General Plan refers to a bike trail as “passive recreation” and a children’s playground structure as “active recreation.” The term “active” and “passive” in regards to recreation opportunities are commonly used, and translates to mean that passive recreation is spontaneous activity, and active recreation as scheduled and organized. There is a large degree of variability within the terms “active” or “passive” recreation opportunities especially when referring to a resource. For example, a mountain bike trail is usually considered passive recreation, but a mountain bike race on the same trail is active recreation. A lone surfer is passive recreation, but a surf competition at the same location is active recreation.

The term “program” further defines the recreational activity, therefore “programmed recreation” is the topic of this project. The Goleta General Plan/Coastal Land Use Plan refers to recreation “programs” and in the recreation profession that means activities that contain one or more of the following three variables:

- Scheduled - The activity is scheduled in time, place and manner.
- Organized - There are some type of rules, codes of conduct, parameters of play.
- Supervised - Someone is responsible for the activity either directly or indirectly. The supervisor provides conditions, rule enforcement or some manner of leadership and authority.

The manner of providing and promoting community recreational opportunities and services varies in goals and objectives from community to community and agency to agency. In the municipal setting, geographical, demographical, financial, and current trends are diverse. Council priorities for services and funding allocations reflect those diversities. The priorities also define the approach to recreation and dictate if and how an agency provides opportunities and facilities such as gymnasiums, play/sports fields, skate parks, aquatic centers, and teen centers.

The intent of the study is focused on program offerings. Facilities or lack thereof, is not specifically addressed, but relevant findings are identified. This study is observed and considered from a municipal recreation services model, and so other municipalities of similar population size, demographics and geography were reviewed, assessed, and used as a benchmark for this study. Using a list provided by the League of California Cities⁶, recreation services and programs were identified by department name or district and for the management of recreation programs.

Figure I. lists 50 California municipalities of similar population all of which offer programs. Of the 50 surveyed, 46 manage their own recreation programs, and the other four are encumbered by a Recreation District. Further, several cities of similar nature but not necessarily similar population were contacted and a recreation brochure, or program guide was requested for review.

Figure 1

<i>Municipality</i>	<i>Population</i>	<i>Recreation Services Department Title</i>	<i>Programs and Activities</i>
<i>Brawley</i>	24,042	Parks and Recreation	Yes
<i>S. Lake Tahoe</i>	24,059	Parks and Recreation	Yes
<i>Lafayette</i>	24,411	Parks and Recreation	Yes
<i>San Fernando</i>	24,958	Rec. & Community Services	Yes
<i>Laguna Beach</i>	24,969	Community Services	Yes
<i>Seal Beach</i>	25,334	Parks and Recreation	Yes
<i>Belmont</i>	25,470	Parks and Recreation	Yes
<i>Windsor</i>	25,475	Community Services	Yes
<i>Lemon Grove</i>	25,592	Recreation Services	Yes
<i>S. Pasadena</i>	25,789	Parks and Recreation	Yes
<i>Cudahy</i>	25,846	Parks and Recreation	Yes
<i>Eureka</i>	26,381	Recreation	Yes
<i>Ridgecrest</i>	26,493	Parks and Recreation	Yes
<i>Atwater</i>	26,693	Parks, Rec. & Comm. Svcs.	Yes
<i>Norco</i>	26,703	Parks, Rec. and Comm.Svcs.	Yes
<i>Paradise</i>	26,725	Non-City Paradise Rec. & Park District	Yes
<i>Coronado</i>	26,973	Recreation Services	Yes
<i>Soledad</i>	27,316	Non-City Soledad/Mission Recreation District	Yes
<i>Benicia</i>	27,323	Parks and Comm. Services	Yes
<i>Lincoln</i>	27,356	Parks and Recreation	Yes
<i>Twentynine Palms</i>	27,583	Parks, Rec & Comm. Svcs.	Yes
<i>Atascadero</i>	27,691	Community Services	Yes
<i>Suism City</i>	27,716	Recreation and Comm. Svcs.	Yes
<i>Imperial Beach</i>	27,779	Community Services	Yes
<i>Banning</i>	27,954	Community Services	Yes
<i>Paso Robles</i>	27,964	Library and Comm. Services	Yes

Los Altos	28,093	Recreation	Yes
Marina	28,136	Rec. & and Cultural Svcs.	Yes
San Carlos	28,190	Parks and Recreation	Yes
San Jacinto	28,437	Non-City Valley Wide Park and Recreation District	Yes
Burlingame	28,580	Parks and Recreation	Yes
Los Gatos	29,083	Community Services	Yes
Santa Paula	29,303	Community Services	Yes, Limited to Seniors and Events
Maywood	29,595	Parks and Recreation	Yes
Foster City	29,876	Parks and Recreation	Yes
Monterey	30,641	Recreation & Comm. Svcs	Yes
Coachella	30,764	Parks and Recreation	Yes
Saratoga	30,850	Recreation	Yes
Menlo Park	31,262	Community Services	Yes
San Pablo	31,344	Community Services	Yes
Walnut	31,900	Community Services	Yes
East Palo Alto	32,202	Community Services	Yes
Los Banos	32,380	Recreation	Yes
Lawndale	33,458	Community Services	Yes
La Verne	33,480	Parks and Community Svcs.	Yes
Pleasant Hill	33,676	Non-City Park & Rec. District	Yes
Laguna Hills	33,811	Community Services	Yes
Oakley	34,488	Parks and Recreation	Yes
Seaside	34,918	Recreation Department	Yes
Montclair	35,530	Human Services	Yes

FIELD STUDY OF GOLETA RECREATION SERVICES

A field study of City of Goleta recreation program providers was conducted. The providing agencies and organizations listed for the study were perceived to have a target service area in the City of Goleta. For the purpose of data collection, the 93117 zip code was used. However, the 93117 zip code is not a clear definition of the City due to the fact that it also includes unincorporated County areas such as Isla Vista. Alternatively, the City of Santa Barbara was researched because it is theorized that they serve a significant number of Goleta residents.

The goal was to identify programs that are serving Goleta residents using the most efficient and logical means. At a later date, it may be determined that more precise data be gathered. In that event, using street addresses of participants (assuming agencies will divulge such information on their participants) can help delineate between Goleta City proper and the Goleta area.

Goleta City supported recreation service providers were identified. They are: Goleta Valley Community Center, Girsh Park, Girls Inc. United Boys and Girls Club, Community Action Commission, The City of Santa Barbara and the Santa Barbara School District Jr. High afterschool program. The City supports these service agencies with either General Fund or Community Development Block Grant (CDBG) funding.

The list branched out to providers known to serve Goleta residents. This was based on empiricism of staff, and assumptions/suggestions compiled by other recreation service providers. Agencies identified were the Page Youth Center, Isla Vista Recreation and Park District, the County of Santa Barbara, University of California at Santa Barbara, the Chamber of Commerce, the City of Santa Barbara, the Goleta Union School District and the Elings Aquatic Center owned by the Santa Barbara School District.

The study stayed true to the municipal recreation model; therefore, pre-schools, private enterprise businesses, nonprofit sport programs, and other entities that Goleta residents utilize, were identified, but not included in the field study. Organizations of this nature have been included on the subsequent list of the recreation resources spread sheet for either future investigation or simply for the purpose of providing Goleta residents a comprehensive list of services.

To prepare for the field study, a questionnaire tool was created to ensure uniformity between interviews, uniformity in questions asked, and as a guide during the interview process. The questionnaire was reviewed by Goleta professional staff and recreation professionals prior to finalization. The questionnaire is shown as Figure 2.



2007/08 INITIAL RECREATION STUDY

Agency Data

Agency/Organization Name _____

Type of Agency/Organization _____

Location _____

Contact Person _____ Title _____

Address _____ Phone _____

Date(s) of Survey _____

Site Visits _____

Jurisdiction Size (entire population and/or population targeted) _____

Recreation/Department Data

Operating Budget \$ _____

What is included (such as recreation only, or parks and recreation?) _____

Staff:

Full-Time Benefited _____

Part-Time Year Around _____

Part-Time Seasonal _____

Contract or Stipend Workers _____

Non-Paid/Volunteers _____

Facilities: _____

Operation and Maintenance Costs: _____

Facilities Owned? Leased? Shared? Partnerships, JPA's _____

What percent of cost is subsidized? _____

How (what sources) _____

Programs and People

Programs offered: Type, fee, length, capacity, etc. Brochure attached (if one)

Targeted Populations _____

Why? _____

Service Populations: _____

Demographic Information Available? _____

Outreached Populations? (Populations perceived not being reached, or in need) _____

Number of Goleta residents participate annually, or seasonally, using Zip code 93117?

Demographic spread sheet if information is available _____

What percent of organized programs do have a user fee (are subsidized) _____

Is there a direct funding source for these? _____

Are scholarships available for user fee bases programs? _____

Current Recreation Related Issues, Complaints, Comments

Primary need/want based on public/Council/Board and staff input?

Current issues that are being addressed, or are not being addressed Why?

Issues/Problems/Wants/Significant Future Plans _____

Future for Goleta Residents

In your professional perception/opinion, what manner should the City of Goleta provide leadership for the future of their residents within the City regarding recreation programming and facilities?

How does this relate to your organization? Have there been formal discussions at the Council/Board level on this topic within the past 6 months? Did any recommendations come from the discussions?

In what manner would your organization like to see the City of Goleta support your program offerings and activities that Goleta residents partake?

Other

Interviewee _____ Title _____

Study Conducted by _____

Via: Site Visit _____ Phone _____ Mail _____

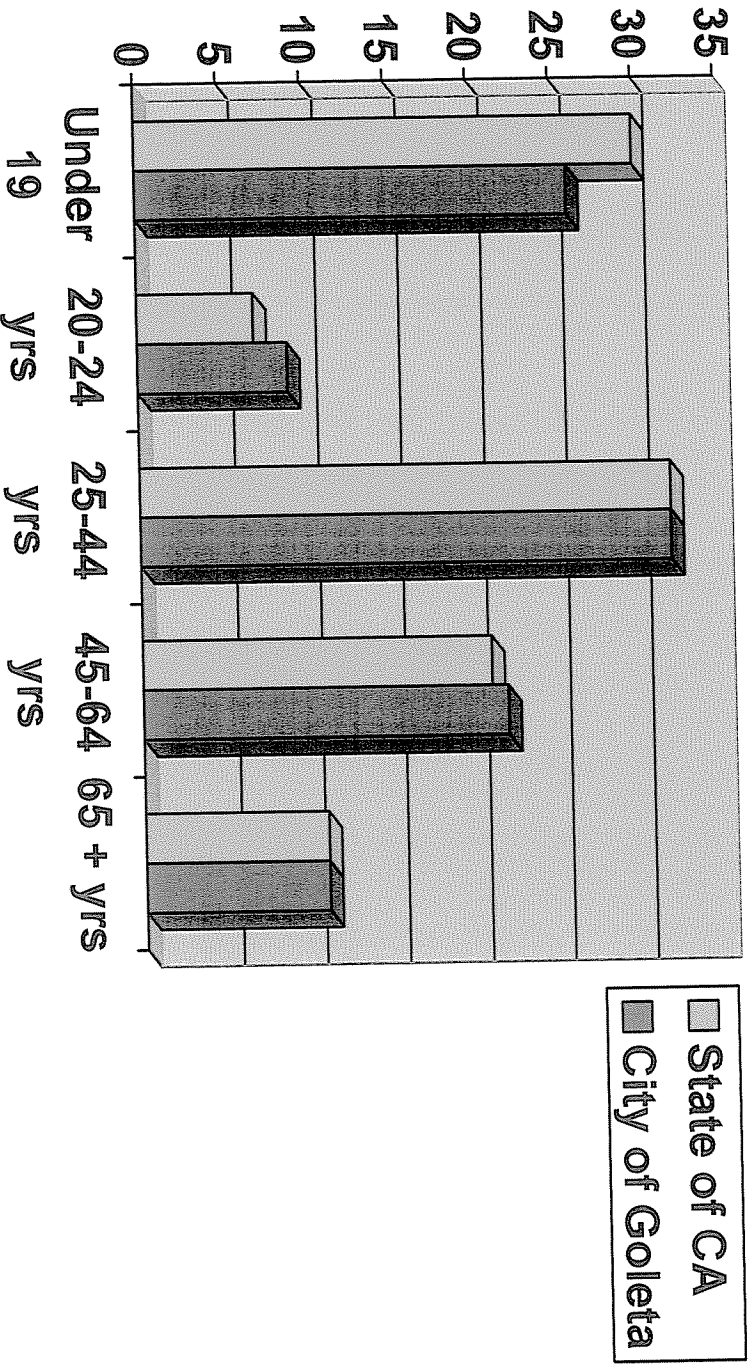
People, Parks and Programs

In the municipal setting specific recreation programs vary but a common thread is the provision of community vision, community planning and accountability to residents. The California Parks and Recreation Society illustrates recreation as “Creating Community through People, Parks, and Programs.” For the purpose of clarity and focus, the findings will specifically examine people, parks, and programs that are supported by the Goleta Council, and utilized by Goleta residents.

People of Goleta

The City of Goleta is a Southern California City located in Santa Barbara County. The City is new to the California city roster as of February 2002. The County of Santa Barbara Association of Governments places Goleta with an estimated population of 27,500 from data collected during the 2000 Census. Because Goleta was incorporated after the completion of the 2000 Census, Goleta’s age demographic, and population are reported in with the County of Santa Barbara County. Currently, more precise calculations are in process. The City’s October 2007 Draft of the Public Facilities Fee Study has the population of Goleta at 30,169.

Figure 3 illustrates that Goleta’s (Santa Barbara County) age population figures are not significantly different from State of California. Therefore, no significant finding is in need of interpretation or inclusion into this document such as extreme poverty, or unusually high senior populations. The exception is the notice of the higher young adult population attributed to the University of California at Santa Barbara (20,000 students in attendance). Many of the students are housed within the Isla Vista Recreation and Park District’s boundaries that has a total population 20,000, of which 14,000 are college students, as reported by the District’s General Manager.



The age distribution of the City of Goleta's population is very similar to the State of California. Educational facilities such as UCSB and City College increase the proportion of persons age 20 to 24 from 7% to 9%. The higher cost of housing in the South Coast has the tendency to reduce the proportion of children under age 19 from 30% to 26%.

Sources: City of Goleta Background Report #10, Age Group Analysis - U.S. Census Bureau, 2000 Census, State of California.

Figure 3 6-a

Parks of Goleta

The City leaders of Goleta play a vital role in creating a healthy community through commitment and support of innovative measures to preserve cultural and natural habitats and open spaces. The City's General Plan/Coastal Land Use Plan Chapter 3.05, ensures that the City's parks and open spaces are recognized as valuable resources and in need of protection and conservation. The results have given Goleta residents 450 acres of parkland and open space accessible to play, exercise, enjoy, respect, and treasure. Goleta City parklands and open space are managed by professional City and contract staff who ensure the facilities are proactively maintained and meet state mandates. The recent acquisition of Ellwood Mesa overlooking the Pacific Ocean is an exemplary example of the dedication and forward thinking Goleta City leaders had in securing, preserving and enhancing the quality of life for the people of Goleta.

The City is an expansive natural haven for outdoor opportunities by utilizing resources as outlined in the March 2004 Ellwood-Deveroux Coast Open Space Plan and Habitat Management Plan⁷. The plan reports that grasslands, coastal shrubs, beaches, vernal pools, eucalyptus woodlands, Deveroux Slough, and natural habitat of beaches provide opportunities for bicycling, surfing, horseback riders, joggers, walkers, flora and fauna explorers, and many more vehicles to express physical, mental and spiritual desires through nature.

Table 1 lists Goleta City parks and recreational features. Table 2 identifies non-City parks with significance in opportunities and established relationships for Goleta residents: Goleta Valley Community Center, Girsh Park, and the County of Santa Barbara. Isla Vista Recreation and Park District is listed due to the close proximity to the City of Goleta.

The City of Goleta is in a lease purchase agreement for the Goleta Valley Community Center with the Goleta Union School District, in which the facility will be owned by the City in 2013. The Goleta General Plan Coastal Land Use Plan,

Table 1

OPEN SPACE/ PARK	LOCATION	APN ACRES	FEATURES	COMMENTS AND POSSIBLE FUTURE USE IDEAS
1 Andamar	Cathedral Oaks, to 600 blk. Dara Dr., to 600 blk.	69-362-01 69-463-03 2.45 Acres	1.0 acre of lawn; play equipment; 1 picnic table; irrigation controller	Facility Rental/Events/Day Camp/Soccer Practice and 5 A-Side Soccer Games, T-Ball Practice and Games.
2 Armstrong	7200 blk. Hollister Ave, to Pacific Oaks Rd. to end of 7200 blk. Armstrong & right	73-195-23 0.46 Acre	0.2 acre of lawn swing set; 1 toddler picnic table; 1 picnic table; 2 benches; irrigation controller	Rentals for small groups. Anniversary, child's party.
3 Bella Vista I 4 Bella Vista II	7300 blk. Cathedral Oaks, to 200 blk. Placer Dr, to 100 blk. Placer Dr.	77-351-01 3.5 .77 Acre	2.87 acre lawn a play ground; 2 foot bridges; 8 picnic tables; a concrete walkway; 1 bench; irrigation controller	Flat and usable. Soccer, t-ball, field games.
5 Brandon	Calle Real to Brandon	79-382-05 79-120-039 2.27 Acres	Undeveloped	Drainage issues
6 Campus Glen	7400 blk. Hollister Ave, to Coronado Dr, to 7500 blk. Newport Dr, to 7500 blk. Palos Verdes	79-210-50 79-395-15 79-445-01 79-491-16 5.04 Acres	Foot trail through undeveloped OS.	Walks, jogs, near butterfly preserve.
Covington Walkway	6400 blk. Cathedral Oaks, to 400 blk. La Patera, to 6400 blk. Covington	77-440-00 0.30 Acre	A concrete walkway bordered with ivy	Tennis classes, leagues and events for all ages. Convert use to basketball, add lights for longer hours of play, especially in winter.
7 Emerald Terrace Tennis Courts	- 5700 blk. Cathedral Oaks, to 600 blk. Arundel Rd, to between 470 & 454 blk. of Arundel Rd.	69-322-11 69-413-10 4.20 Acre	1.49 acre lawn; 2 tennis courts-HC accessible ; swings; 2 picnic tables; 4 benches; 1 drinking fountain; irrigation controller	Tennis, flag football, disc golf programs; tournaments, leagues and softball practice, tennis programs.
8 Evergreen	92, 93 Calle Real, to 100 blk. Brandon, to 7500 blk. Evergreen Dr.	79-120-91, 92, 93 29.06 Acres	3.47 acre lawn; 2 tennis courts; 1 bench; 3 foot bridges; playing field; a softball backstop; concrete walkways; play ground; 2 picnic tables; 1 portable restroom; 2 drinking fountains; 18 hole disc golf	Would require leveling for programs.
9 Glen Annie not listed		79-110-45, 79-560-08 6.60 Acres	Undeveloped, angled slope	
10 Koarts Apartments	Calle Real, to 200 blk. (end) Brandon.			

10 Koarts Teardrop	7500 blk Calle Real, to San Rossano Dr. to 100 blk. San Millano Dr.	79-465-01 0.05 Acre	Cul-de-sac Island	
11 La Goleta	Goleta5900 blk. Cathedral Oaks, to 800 blk. Fairview, to 6000 blk. La Goleta, to 6000 blk. Paseo Palmilla, to 6000 blk. Manzanilla Dr.	77-470-51, 52 77-480-62 6.15 ?	Parallels Las Vegas Creek; undeveloped	
12 Los Carneros	Los Carneros, Covington, La Patera, Calle Real	77-160-43, 46, 48, 49 139.99 Acres	25 acre lake, hiking paths, elevated board walk over lake, 3 Benches; 2 portable toilets; George Adams picnic area has 3 tables; 1 bench; earth dam	Tai-Chi and various non impact activities such as easel art, stretching yoga.
13 Mathilda	311 Mathilda Drive	79-554-07 .16 acre	play equipment, picnic table	
14 Nectarine	5800 blk. Hollister Ave, to 100 blk. Nectarine Ave.	71-061-23 0.13	A sandlot w/play equipment & bench	Skate park, bmx (earth built) course,
15 Oro Verde	5500 blk. Cathedral Oaks, to 700 blk. Cambridge Dr, to 5500 blk. Via Salerno	69-380-11 69-391-01 69-392-08 69-401-01 (five parcels) 7.35 Acres total	Undeveloped	
16 Saint Charles Place	7600 blk Calle Real, to St. Charles Place	79-37 0.05 Acre	A traffic island	
17 San Miguel	7700 blk. Calle Real, to 7900 Winchester Canyon, to Winchester Dr. to 7900 blk. Rio Vista Dr, to end of Rio Vista Dr.	79-570-46 79-600-60, 61 5.78 Acres	0.52 acre lawn; playground; 2 picnic tables; drinking fountain; foot bridge; irrigation controller	Day camp activities, t-ball, field trip destination, youth soccer
18 Santa Barbara Shores	7500 blk. Hollister Ave, to 200 blk. Santa Barbara Shores, to 300 blk. Santa Barbara Shores Dr.	79-321-01 79-322-01 79-332-14 79-355-09 6.07 Acres	0.15 acre lawn; playground; 1 picnic table; irrigation controller	
19/20 Elwood Mesal Spearing Preserve	7700 blk. Hollister Ave. south side to ocean.	79-210-67 New Corner 1.04 Acres Total Acres 139.16 Includes Coastline parcels	Currently a large natural open space; trails; dirt parking lot at NW corner Butterfly preserve	Surf and ocean camps and classes, paragliding, butterfly preserve education classes, docent program,
22 Stow Grove Park	La Patera Ln.	77-160-09 580 11.10 Acres	Day use park; Reservation Group Areas 3, [All provide electricity and water]; #1- 210 persons w/ 1 Double large BBQ pit, 3 serving tables, 24 dining tables; #2- 75 persons w/ 1 Single large BBQ pit, 2 serving tables, 9 dining tables; #3- 50	Flag football leagues, 5 a-side Soccer games, canine classes, field practices and games. Reservation use, sand volleyball games, Horseshoe tournaments

				persons w/ 1 Single large BBQ pit, 2 serving tables, 8 dining tables; Single picnic tables with sm. BBQ -14; Single picnic tables-3; Kiddie picnic tables-7; Double Picnic tables with double BBQ-2; Play Areas- 1 Large, 1 small, 1 separate Kiddie swing area; Benches-11; Drinking Fountains-8; Bike Racks-2; Single trash cans-54, Large Trash Bins-2, Recycle Bins-11; Public Phone-1; Vending Machine-1 Horseshoe Pits-2; Volleyball Courts-2; Softball/Soccer Field-1	0.45 acre lawn, Stow House Museum & Goleta Depot Railroad Museum - Managed by Goleta Valley Historical Society
23 Stow House Museum & Goleta Depot Railroad Museum	Cathedral Oaks, to 300 Los Cameros	9.5 Acres			
23 Stow Tennis Courts	5900 blk. Cathedral Oaks, to 400 blk. Fairview, to 6000 blk. Stow Cyn, to 6200 blk. Stow Cyn.	77-331-17 2.68 Acres	1.74 acre lawn; 2 tennis courts; 1 bench; irrigation controller; parallels	Tennis programs, t-ball practice, field use, flag football	
24 University Village	Village 7200 blk. Hollister Ave, to Pacific Oaks Rd. to 7100 blk. Right on Georgetown	73-230-49 73-240-58 73-260-21, 56 5.29 Acres	1.74 acre lawn; irrigation controller	Exercise classes	
25 Winchester	7500 blk. Calle Real, to 7600 blk. Calle Real	79-371-05 79-383-13 3.62 Acres	0.20 acre lawn, swing set; play field; 2 benches; irrigation controller	Biodegradable Air Soft/paintball	
26 Winchester II	700 blk. Calle Real	79-341-09 79-344-14 1.2 Acres	0.7 acre lawn, swing set; softball backstop; play field; 2 picnic tables; irrigation controller		
COUNTY PARKS FREQUENTED BY GOLETA RESIDENTS					
GOLETA BEACH			Beach, reservations and beach	By permit: Surf camps and classes, Tai Chi class,	

Table 2

NON-CITY OPERATED OPEN SPACE/PARK	CONTACT LOCATION	FEATURES	COMMENTS
GIRSH PARK	7050 Phelps Rd. Goleta, CA 93117 Phone: (805) 968-2773 Fax: (805) 968-2832	A 25 acre park. A soccer field, a softball field, two basketball courts, one varsity baseball diamond, three little league baseball diamonds, a community meeting room, a group picnic area, a children's play area, family picnic areas, and a wetlands/natural area.	The Foundation for Girsh Park a 501 (c) (3) non-profit organization owns and operates the park. Girsh Park due to its proximity and quality amenities is a natural hub of activity for Goleta residents. Currently no programs are offered. Executive Director plans to increase contract agreements with existing groups to increase park offerings. The City of Goleta provides \$100,000 in funding support for the park this current and next fiscal year. Additionally the City has pledged \$250,000 in support for the fund-raising campaign for artificial turf.
GOLETA VALLEY COMMUNITY CENTER (City Owned but not City Operated)	5679 Hollister Ave. Goleta, Ca. 93117 Phone: (805) 967-1237 Fax: (805) 967-7718	Community Center The renovated property has lighted parking for 200 cars, basketball courts, a tennis court, athletic field, and picnic area. The building facilities include a fully licensed kitchen, 250 capacity Auditorium, a Dining Hall that accommodates 125 guests, numerous meeting rooms, and two dance studios	City of Goleta pays purchase agreement lease and in turn leases the property and facilities to the Non profit. The Community center brings in revenue and pays all operation and maintenance expense with the surplus funds. City will have ownership of property from the Goleta School District in 2013. Executive Director is retiring, in approximately one year and this may be a good time for city to get more involved. Boys and Girls Club has Goleta Clubhouse on grounds with lease agreement until 2033. Some of the issues involving this lease are in need of clarification.
GOLETA BEACH	County of Santa Barbara 610 Mission Canyon Road Santa Barbara, CA 93105 Phone: (805) 568-2461	Beach resource, permit and reservations taken for events and groups.	According to County officials, Goleta City residents use this park more than any other County Park. In 2006 120 Permits were issued to City residents.

<p>ISLA VISTA RECREATION AND PARK DISTRICT</p>	<p>961 Embarcadero Del Mar Isla Vista 93117 (805) 968-2017</p>	<p>1 Mile Square District with three boarders UCSB property, and one the Pacific Ocean. Isla Vista has 21 parks in the 1 square mile district. The parks include three County Beach access paths, a teen center leased by YMCA, District offices and the center point Anisq'Oyo Park currently undergoing Master Plan improvements.</p>	<p>Estero Park - In proposal phase. The Master Plan calls for: 7,500 sq. Ft. Community Center Skatepark (10,000 to 18,000 sq ft). Soccer field 150 x 300 (45,00 sq ft) Garden Plots 130 x 78" and 230 x 88" Funding for Estero Park's soccer field has been secured through State of California State Grant Youth Soccer - \$1,000,000 and In-kind from the IVRPD and YMCA and local family foundation \$132,857 the Soccer field's total project funds \$1,132,857. The other amenities have some secured funding, but only a small percent. Due to the proximity of Isla Vista, these amenities are certain to be used by Goleta residents in the City proper. The skatepark is of particular interest due to it's proximity to the City and the distance between the next closest on in Santa Barbara.</p>
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Chapter 8 PF 2.2, calls for continued maintenance of the Community Center and associated buildings as a focal point for community activities. It also states that the City should evaluate whether the facilities on that campus are adequate for community needs and should create a planning process to develop any additional facilities as may be needed.

Girsh Park was created from the efforts of the nonprofit Foundation for Girsh Park's dedicated individuals who have provided an effective and well-regarded 25 acre sport-oriented facility. The table also refers to the Isla Vista Recreation and Park District and highlights their plans to build a skateboard park. This is due to the likely event that many Goleta City residents will make their way to the park once it is built. Goleta Beach, also highlighted, is a County of Santa Barbara beach, with highest use (based on annual reservations) coming from Goleta residents.

Recreation Programs for Goleta

The chief benefit of "programmed activities", or "programs" is the mechanism of management and formed relationships between the participant and the provider. An agency is in charge, has professional staff, manages risk and liability issues, among other benefits. Figure 1 on page 3-a, identified all comparable cities within the 25,000 to 35,000 population, that provide programs or are included in a Recreation District that does. Benefits of municipal programs also include awareness and compliance of laws and codes such as Education Code 10911.5 requiring fingerprinting of supervisory staff in charge of youth, and the newly passed Assembly Bill 2404, Gender Equality Mandate, ensuring gender equality in recreational opportunities and facility use for municipalities.

The cost associated with the service of providing recreation programs is directly proportionate to a number of variables such as type of programs, facility used, amount of staff required, supplies, etc. Also, variables such as revenue generated from user fees, grant opportunities, partnerships, and other revenue sources all factor in to the total cost of recreation services.

City of Goleta's Creek Week can easily be considered a recreation program, and is a good example of the relationships that are forged between City staff and the community members. In addition to Creek Week, the City generously *supports* a variety of recreational program services, cultural activities, and the arts offered by others through funding allocations. The most significant illustrations are the Goleta Valley Community Center and Girsh Park.

A key component of this project is to identify recreation service program providers for Goleta residents. There are a myriad of community services and nonprofit organizations, health and wellness promoters, vendors, merchants and businesses that serve the community throughout the year. Using the municipal model, those selected for listing are those in-line with municipal services, and/or are often promoted by municipalities for community benefit.

Table 3 identifies the names of 200 Goleta area recreation service providers that are entered (along with more detailed information) into an Access data base. The data base is a work in progress, intended to continue to evolve and improve, reflecting and identifying recreational program providers and opportunities available to residents of the City of Goleta. The resource data base can be made into a document that can be incorporated or linked in the City of Goleta's web site, and/or used in other manners to inform Goleta residents of the recreational opportunities available.

Fairview Gardens
Fiesta City Decorative Painters
Foothill Elementary School
Friends of the Ellwood Coast
Gambler's Anonymous Meetings
Gaviota Coast Conservancy
Girl Scouts
Girls Incorporated Goleta Valley
Girls Softball
Girsh Park
Glen Annie Golf Club
Gold Cab Co
Goleta 4-H Club
Goleta Beach Park
Goleta Farmers Market
Goleta Hiking Meetup Group
Goleta Lions Club
Goleta Median Landscape Project Inc.
Goleta Noontime Rotary Club
Goleta Parks & Recreation
Goleta Senior Center
Goleta Skateboarding
Goleta Surfing/Ocean Sport
Goleta Unified School District
Goleta Valley Art Association
Goleta Valley Athletic Club
Goleta Valley Beautiful
Goleta Valley Community Center
Goleta Valley Cottage Hospital
Goleta Valley Cycling Club
Goleta Valley Dog Club
Goleta Valley Public Library
Goleta Valley Senior Center
Goleta Valley South Little League
Goleta Valley Tennis Academy
Gray Panthers
GVCC School of Ballet
Harvest Times City Church
Head Start
Helpline
Heritage Tree Tour
Hidden Oaks Golf Course
Historical Diving Society
Hollister Elementary School
Home Depot
Home School Writing Class
Housing Authority Meetings
Iglesia de JesuCristo Palabra Miel
Isla Vista Elementary School
Isla Vista Rec and Park District
Isla Vista Youth Project
Islamic Society of Santa Barbara

A Mother's Circle
AARP (American Association of Retired Persons)
Adventure Bootcamp
Aikido with Ki (Oia's)
Alateen
Alcoholics Anonymous Meetings
Alzheimer's Association
Area Agency on Aging
Avon Meetings
AYSO American Youth Soccer Organization
Beginning Belly Dance
Blue Star Rising
Bonsai Club
Boy Scout Troop 105
Brandon Elementary School
Brown Bag Food
Camp Gan Israel
Car Seat Safety Check Ups
Carpenteria Community Pool
Carpenteria Parks and Rec. Jr. Guards
Cathedral Oaks Athletic Club
Church of God in Christ
Church of God of Prophecy
Circle Bar B
Circle of Friends Spiritualists
Citizens for Goleta Valley
City of SB Parks & Recreation Jr. Guards
City of SB Parks and Recreation Department
Coastal Quilters Guild
Coastal Resources Information Center
Color Me Mine CRM
Community Action Commission (CAC)
Community Kitchen of Santa Barbara
Congress of CA Seniors
Cota Studio
County of Santa Barbara Parks
County of SB Services Directory
Cruz Dance Studio
Cub Scout Pack 105
Dance Unlimited
Dos Pueblos Little League
Easy Lift
El Camino Elementary School
El Capitlan Ranch
Elder Abuse
Elings Aquatic Center Community pool
Ellwood Elementary School
Ellwood Mesa
Ernicina Royale Golf Course
ESL Classes (English as a Second Language)
Evergreen Learning Center

Jewish Family Services
Kellogg Elementary School
Kids' Club
Kindermusik with Seniors
La Casa de la Raza
La Patara Elementary School
Lake Los Carneros County Park
Latin Salsa Club
League of Women Voters
Learningden Pro-School
Legal Aid
Lemon Festival
Long Term Care Ombudsman
Los Carneros Pool
Los Padres National For
Love and Support Group
Macomber Marial Arts
Metropolitan Camino Real Movie Theater
Metropolitan Fairview Movie Theater
Metropolitan Transit District
Michael's Arts & Crafts
Mission Chapter Toastmasters
Momentum 4 Life
Montessori Center School
Mothers of Preschoolers (MOPS)
Movies & Me
MI View Elementary School
Native Daughters
Neighborhood Watch Program
Ocean Meadows Golf Course
OLLI (Other Lifelong Learning Institute)
PACE Center
Page Youth Center
People with Arthritis Can Exercise (PACE)
Prenatal Yoga and Support Class
Primo Boxing Club
Rainbow School
Raintree Ranch Equestrian Center
Rancho La Scherpa
Refugio Junior Lifeguards
Refugio State Beach
Salvation Army
Sandpiper Golf Course
Santa Barbara Adventure Camp
Santa Barbara Audubon Society
Santa Barbara Bowl
Santa Barbara Foresters
Santa Barbara Golf Club
Santa Barbara Police Activities League (PAL)
Santa Claus visit
SB Charter School Summer Camp
SB County Air Pollution Control District (APCD)

SB Taekwondo Center
SBCC Adult Education
SBCC Singing Classes - (11) Adult Ed
Semana Nautica
Shoreline Preservation Fund
South Coast Karate
South Coast Railroad Museum
Spectrum Club
Spirals Gymnastics
Stop Waste and Trash (SWAT)
Slow Grove Park
Slow House
Surfrider Foundation, Isla Vista Chapter
Twin Lakes Golf Course
UCSB Adventure Classes
UCSB Adventure Programs/Adventure Center
UCSB After School Program
UCSB Arts & Crafts
UCSB Certification Classes
UCSB Dance
UCSB Exercise and Sports Studies
UCSB Food & Beverage
UCSB Group Cycling & Group Fitness
UCSB Health & Exercise
UCSB Junior Lifeguards
UCSB Martial Arts & Self Defense
UCSB Music
UCSB Recreation Center
UCSB Sailing
UCSB Summer Day Camp
UCSB Swimming Pool
UCSB Tennis
United Boys and Girls Club Goleta Club
United States Youth Volleyball League
University of California Adult Education Program
Veterans of Foreign Wars (VFW)
Vineyard Christian Fellowship
Visit the REEF at UCSB
Waldorf School
Weight Watchers
Wilderness Youth Project
YMCA Isla Vista Teen Center
Zen Boxing
Zodds Bowling & Beyond
Zona Seca Classes

OBSERVATIONS AND DISCUSSION

Without the benefit of a resident outreach study such as a Goleta Recreation Needs Assessment report, there is no way of ensuring that the programs offered in the community reflects all that is wanted and needed by Goleta residents. Although we don't formally know what Goleta residents want, we have an understanding of what they have. The following discussion highlights organizations that have been identified as significant to the provision of current and/or future recreation services in Goleta.

Goleta Valley Community Center

The Goleta Valley Community Center (GVCC) property and facilities are in a lease purchase agreement between the City of Goleta and the Goleta Union School District. The City will have the right to own the property and the buildings in 2013. The City then leases the facility at zero cost (therefore, subsidizing the cost) to the nonprofit Goleta Valley Community Center Foundation to operate. The Foundation leases space to several other nonprofit organizations, and some private/corporate groups. Indirectly the City subsidizes their programs as well. In addition to leasing space and maintaining the facility, the CVCC Foundation employs a full-time senior citizen program coordinator to handle senior services, and to compliment what is offered by other nonprofits. For example, the Community Action Commission provides a senior nutrition lunch program at the Center in conjunction with noontime activities coordinated by the GVCC senior staff.

The Community Center is busy with activities and nonprofit service providers, but the City has no formal oversight or direct influence over program offerings. As previously mentioned, The City's General Plan and Land Use Plan PF22 (page 8-8) has outlined a recommendation for the City to evaluate whether the campus is adequate for community needs and to create a planning process to develop additional facilities that may be needed.

United Boys and Girls Club of Goleta

The United Boys and Girls Club Goleta Club House is adjacent to the Goleta Valley Community Center. The Boys and Girls Club's location was identified by United Boys and Girls Club Inc. due to demographics revealing youth in need. According to GVCC and United Boys and Girls Club Directors, the property is a separate parcel not included in the City's property, and is leased directly from the Goleta Union School District for \$1 a year. According to The Goleta Union School District officials, the parcel is included in the property the City leases from them, but with an extension for the Boys and Girls Club building to remain thru 2033. At that time the property (not the building) will be owned by the City of Goleta.

The Boys and Girls Club manage their own programs and have direct relations with the youth of Goleta. An enhanced partnership would be beneficial between the City and the Club due to their neighborly location and relation next to the GVCC. Additionally, the Club's Director expressed an urgent need for resources to expand and enhance program opportunities for teenagers.

Girsh Park

Girsh Park stands out as a point of interest for the following reasons. The park is a natural hub of activity due to its location within the City and it provides excellent facilities to the community. Additionally, Girsh Park is the only public sports center in the City limits where public soccer, baseball, softball, restrooms, and various facilities are available to Goleta residents. The park is owned and operated by a nonprofit organization who recently hired an Executive Director to manage, and give vision to future recreation programming. The park is reliant on fund-raising and user fee revenue for operation and maintenance to keep the park available for all to enjoy. However, constant fundraising distracts from the ability to provide outreach to community groups who need low cost programs and facilities.

The City has \$100,000 in funding allocated to Girsh Park this current fiscal year as well as the next year. The City has also pledged \$250,000 toward an artificial turf campaign, Fields Forever II. The financial subsidy is significant, and therefore is worthy of a close relationship with the management and Board Members of the park.

Goleta Chamber of Commerce

Chamber of Commerce manages the annual California Lemon Festival, a two day community event. Community and cultural events give members of the community a time to celebrate their culture and heritage and invokes unity and communication among community members. The Chamber has been in discussion regarding new community events such as parades and golf tournaments, but has not specifically addressed those topics. The Chamber's president reported that a constant issue and request from the business community is in reference to the lack of adult recreational activities, especially in the evenings. They feel there is a void of adult sport activities such as men's and women's soccer leagues, softball, flag football, and gymnasium sports and activities as well.

The Chamber's management of the Festival produces a large fund-raising opportunity for them and the nonprofit groups who participate. The City's involvement has been light, ensuring logistics are communicated, providing a small grant, and City representation/participation at the event.

Isla Vista Recreation and Park District

Isla Vista Recreation and Park District covers 1 square mile and serves a population of 20,000. The District manages 21 parks. The District does some recreation programming, and partners with the Isla Vista YMCA that offers teen programs.

The YMCA is located in a District facility and is overseen by the Channel Islands YMCA. There is a unique partnership between the District, the Isla Vista Youth Project (a nonprofit organization formed to assist youth), and UCSB. The YMCA program was established to assist Latino youth and families. They offer drop-in afterschool, tutoring, mentoring, and social service programs.

The District is self contained and has specific borders, and target populations whose majority are college students (14,000). There may be opportunity for a Joint Powers Agreement by expanding their boundaries since they are an established organization that serves an entire population. Additionally, increased communication for collaboration with program offerings and facilities is very possible.

The District has plans to construct Estero Park. This is a new park project which includes a 10,000 to 18,000 square foot skateboard park, community center and basketball courts and soccer field. The skate park is of interest due to the close proximity to Goleta City residents, it is highly expected that Goleta residents will make their way to the new facility to free skate, join in subsequent competitions and skate events. A skate park that is accessible via a skateboard or bicycle is very appealing to skaters, especially since the closest one is 9 miles away in Santa Barbara. Goleta City staff should keep a watch for the progress of this project.

The City of Santa Barbara Parks and Recreation Department

The City of Santa Barbara operates a comprehensive Recreation Department that targets Santa Barbara City residents and residents from Carpinteria to, and including Goleta City limits. The City of Santa Barbara has been providing recreation services to Goleta residents because the unincorporated neighboring areas (now City of Goleta), do not have those services. At the request of the City of Goleta, the recreation activity brochure is mailed to Goleta City residents and the City of Santa Barbara encourages Goleta City residents to participate in their

programs. There is an additional 10% out of Santa Barbara City limit fee associated with registration.

Past discussion by both entities included a “payoff” to Santa Barbara from Goleta of the 10% non-resident (meaning not in the Santa Barbara City limits) fee added to Santa Barbara’s recreation user fees. In turn, the fee would be eliminated for Goleta residents when registering for activities. Santa Barbara City officials report the non-resident fee does not subsidize the costs associated with providing the recreation services to the non-residents of Santa Barbara. Therefore, it would be expected that the City of Goleta would need to investigate additional funding to make the arrangement financially sound at the requirement of the City of Santa Barbara.

Eliminating the non-resident fee is a positive step and will be welcomed by Goleta residents, but programming recreation activities on Goleta soil is unlikely as expressed by Santa Barbara City officials. Transportation to Santa Barbara’s programs could be addressed to eliminate the barrier for Goleta residents who could not travel to Santa Barbara.

The City of Goleta funds the City of Santa Barbara \$7,000 annually toward their Jr. High afterschool program. The price is subject to double, per City of Santa Barbara staff, due to the increased cost of providing the program. The Jr. High program has an annual cost of approximately \$26,000, and the Jr. High has a significant number of Goleta City residents in attendance. This situation is an example of a partnership agreement. The City of Santa Barbara has the operational mechanism to provide recreational services to Jr. High students of which a significant number are Goleta City residents. The City of Goleta has acknowledged this fact, and funds the City of Santa Barbara’s program for the Goleta residents in attendance. The benefits are clear, but the disadvantage is that the City of Goleta does not have influence over the type of recreation programs that are provided to their residents, or connection to the young Goleta residents the City of Santa Barbara serves.

There is opportunity to explore other types of partnerships or an actual Joint Powers Agreement where the City of Santa Barbara would proactively target and provide recreation services for Goleta residents. But, Goleta is encouraged to evaluate the pros and cons of this situation very carefully because recreation services usually have the highest percent of day to day resident interaction and employs the highest number of youth (part-time). Resident interaction and youth employment are key components to fostering community connections and relations, and that fact should be factored in with the discussion process.

County of Santa Barbara

The County as a governing body provides many parks, resources and services to Goleta residents; however, it does not directly manage recreational programs with the exception of Jr. Rangers at Lake Castaic. While County services are not directly recreation *programs* in nature, many of their supported organizations such as senior services actually do offer recreation programs. Additionally, County entities offer other quality of life improvement/enhancement and support services such as counseling, and many types of social services. The City's Goleta Valley Community Center houses several of these County services at their facility including the Coastal Resources Information Center's Goleta office. The Center's office location was written in as a condition of the original lease agreement between the County of Santa Barbara and the Goleta Valley Community Center.

Further, the County has 23 parks and 13 developed open spaces. They total 7,200 acres of public facilities. Goleta City residents utilize Goleta Beach more than any other County facility according to reservation data. It is unlikely the County of Santa Barbara will provide recreational programs to Goleta residents but it can provide venues for program activities managed by the City of Goleta or some other entity such as the City of Santa Barbara.

Community Action Commission

The Community Action Commission (CAC) serves Santa Barbara County and the City of Goleta residents with social service programs. The CAC serves low-income individuals by giving them the tools and opportunities to move toward self-sufficiency. They are the center point for federal and state funding for Head Start, which they run out of the Goleta Valley Community Center for youth 0 – 5 years, their families, and special needs students.

The CAC provides recreation programming opportunities through their senior nutrition, Los Compadres/Las Comadres and Independent Living programs. The City of Goleta gives Community Development Block Grant support to their senior nutrition program, which they report is critical for its success. They invite a stronger City relationship, and measure the benefits of such as they have with the City of Lompoc.

Elings Aquatic Center

Elings Aquatic Center is the nearest community aquatics center for Goleta residents and prime opportunity to provide aquatics. Aquatics is a recreational opportunity and considered a health and safety resource. The South Coast Community Aquatics Center, a nonprofit organization, was formed to raise the funds for the new and improved facility at Dos Pueblos High School. Initial discussion between the City of Goleta and the nonprofit board representatives in early October 2007, enlightened the City that the nonprofit was looking to the City to create aquatic programs for the community aquatic programs. Discussion of the possibilities included having the City of Goleta rent the facility and managing aquatics programs to low income youth. The facility is owned by the Santa Barbara School District, and they require a 5 million dollar insurance certificate of coverage for facility use.

Goleta investigated insurance requirements with the City's Joint Powers Insurance Authority and determined that providing the School District with the

insurance required would not make the City incur additional costs, nor create an obstacle for the City. Managing aquatics programs require professional staff and have strict guidelines listed in the California Health and Safety Code for compliance. If the City desires to continue to investigate programs, the costs associated with staffing and managing an aquatics facility will be addressed.

Page Youth Center

The Page Youth Center operates much like a municipal recreation department by administering their own recreational programs. The Center provides a variety of programs for adults and seniors, but focuses on youth sports. They primarily provide basketball and volleyball opportunities for youth. Even though the Center is out of the City limits, 20% of their participants are Goleta City residents. Enhanced awareness of program offerings is a viable tool to increase Goleta residents to participate in the Page Community Center, but the distance to the Center may prove prohibitive. Providing transportation to the Center may be investigated by the City as a means to increase Goleta resident's participation.

Goleta Union School District

The Goleta Union School District serves elementary age children and operates four schools in the Goleta City limits. They are Brandon Elementary, Ellwood Elementary, Kellogg Elementary, and La Patera Elementary. Each school independently offers programs afterschool for their students using a mix of funding and support resources. Parent volunteers, grant funds, user fees and Parent Teacher Association sponsored programs provide a variety of opportunities. The District partners with the Page Community Center and the Boys and Girls Club to expand their offerings. The District also supports the 'learn to swim' program for all third graders, funded through the Santa Barbara Foundation.

District officials are open to assist the City of Goleta with recreational needs assessment information and expressed a desire for more afterschool programs.

Establishing regular communication with the school administration to identify needs and forming partnerships in program development is welcomed by school officials.

Girls Inc. of Goleta

Girls Inc. provides recreational opportunities for girls. The services are held in their facility located outside the City limits. Goleta residents are transported from schools in the Goleta Union School District and the Goleta Valley Jr. High. During the summer they offer day camps, and the locations change from year to year. Girls Inc. is in the discussion phase of starting a teen program and mentioned that additional funding support from the City would be helpful.

University of California at Santa Barbara

University of California at Santa Barbara adjacent to the city of Goleta, has a multitude of recreation facilities, fields, pools, gyms, track and stadium, and program offerings. The University's target populations are students, faculty and staff and do not outreach to the community at large, although there are programs identified on Table 2 that are available to the community.

Shared or joint-use of facilities is a topic that warrants investigation by the City and it is likely the City of Goleta can negotiate use of their facilities for programs with moderate effort. Redirecting the University's focus to provide services targeting Goleta residents would be much more complex and convoluted due to their primary mission and purpose as an academic institution, complicated by education codes and funding stipulations. Many unique partnerships do exist, and further opportunities may be considered at a later time.

CONCLUSIONS AND RECOMMENDATIONS

Girsh Park, the Goleta Valley Community Center and the many other organizations included in the field interview provide services that are essential and common in most municipalities. However, individually they are not the visionaries for the community, and do not facilitate or perform outside their scope or mission. Each has its own vision, priorities, target population and mission statement/philosophy and are accountable to their participants.

The City of Goleta by default is the visionary for recreation services to Goleta residents. The following recommendations are objectives toward the goal of enhancing Goleta City government's connection and involvement with recreation opportunities for Goleta residents. The amount or the degree of involvement is dependent on Council's priorities, finances, and direction.

The recommendations are intended to invoke discussion topics for City leaders, regardless of which direction the City eventually takes. The recommendations were derived through conversations during the field visits, and in some cases specifically suggested during a field visit. The recommendations have been reviewed and shaped by the Recreation Ad-Hoc committee, (the committee formed for this project's oversight).

The recommendations are divided up into Phase One and Phase Two Objectives. It is anticipated that Phase One can be facilitated with little to moderate effort and resources, and Phase Two will require more time, thought and/or funding resources for facilitation.

PHASE ONE OBJECTIVES

Become Members in Professional Parks and Recreation Organizations

It is recommended that selected City of Goleta officials become members in professional recreation organizations, namely CPRS and NRPA. Membership provides many benefits such as staying informed on the newest trends, updates of legislative mandates, and research issues for community benchmarks regarding recreation services. It is further recommended that officials (staff and Council members) attend the annual 2008 CPRS conference in Long Beach in February 2008. Note: Subsequent to drafting this document, this phase has been set in motion and, the 2008 CPRS conference was attended by City officials.

Dispense Recreation Provider Information to Goleta Residents

Goleta City proper is rich with non-profit organizations, special interest clubs, and private enterprise providing service with and without City subsidy. Table 3 identifies many recreation providers in the area, and lists those providers recommended for a distribution list of recreational services available to Goleta residents. The recreation data base provided as attachment Table 2a contains many more recreational program opportunities, however it is a comprehensive list which is recommended to serve as a resource for staff to assist public inquirers, but not recommended to be distributed in its entirety. This is due to the fact that it includes private, special interest, religious based "recreation programs" of which are not intended to serve the general population.

The list provided can be modified in a number of ways to create a user friendly web link, or stand alone brochure or pamphlet to distribute to residents.

Distribution can be through a direct mailing to residents, through the public and private schools and made available at public venues such as Chamber of Commerce, Goleta Valley Library and City Hall. The brochure can be available in both English and Spanish languages.

Additionally, the example of recreation providers listed in Table 3, can be used in a number of ways including creating a map identifying their location in the City. Figure 4, is an example of a provider map that can be created to identify programs within the City limits or nearby the City limits, as with Raintree Ranch. Organizations can be listed with an interactive icon and uploaded to the City's web or expanded in some other manner deemed appropriate.

Create Parks and Recreation Advisory Commission

Since Goleta's 2002 incorporation, City leaders have identified and support many recreational opportunities for constituents. However, the City of Goleta is not formally set up to be the leaders and visionaries for the recreation services, and of greater significance, no one else is. The lack of a visionary board, department, or district that is focused and are experts in recreation, may be a disadvantage to proactively address trends, issues and tackle problems related to recreational services, or the lack thereof.

An active Parks and Recreation Advisory Commission can be the first line of a proactive approach to address the recommendation outline in this report and other trends and issues like the current childhood obesity epidemic. Creating a Parks and Recreation Commission can serve as a formal body to connect residents and government for recreation related issues. The creation of such board can assist Council in decisions regarding funding allotments, planning, creating and facilitating recreation related issues for the community.

Create a Mission Statement for Recreation Services

It is recommended that the city create a vision, or mission statement. The California Parks and Recreation profession has identified values to recreation:

Facilitate community problem solving

Foster human development

Increase cultural unity

Promote health and fitness

Protect environmental and cultural experiences
Strengthen community image and sense of place
Strengthen safety and security
Support economic development

Resources published by the National League of Cities (NLC) report that “The stature and influence of mayors and other city leaders are often essential in order to bring community partners to the table and develop local action plans. City officials are uniquely positioned to create the framework community-wide collaboration upon which genuine and lasting progress depends.” Using the guidelines and tools provided by the NLC, CPRS, the NRPA and/or the State of California, Goleta can define their role in recreation and provide goals and focus to guide priorities and funding allocations.

An example of a City of Goleta mission statement: *The City of Goleta seeks to create opportunities for the enhancement of the physical and mental well being of Goleta citizens by facilitating and supporting a wide variety of accessible recreational facilities and services.*

Explore Recreation Scholarships and Grant Opportunities Managed by the City

Scholarships or lack thereof have not been specifically addressed or researched, but providing vehicles for relationships with community members have. The City may consider a direct approach to recreational scholarship opportunities by allocating scholarship funds to youth and/or senior citizens (either based on household income or a no questions asked approach) to fund registration fees to any program preapproved by the City. This differs from, but does not exclude the current practice to fund youth organization such as the City's practice of allocating CDBG funds Girls Inc.

A City recreation scholarship would allow the City to directly communicate with residents and provide a means for participation in many programs such as AYSO, Little League and senior exercise classes. The City would need to set up the administrative mechanism enabling the opportunity to directly reach an array of low/moderate income individuals.

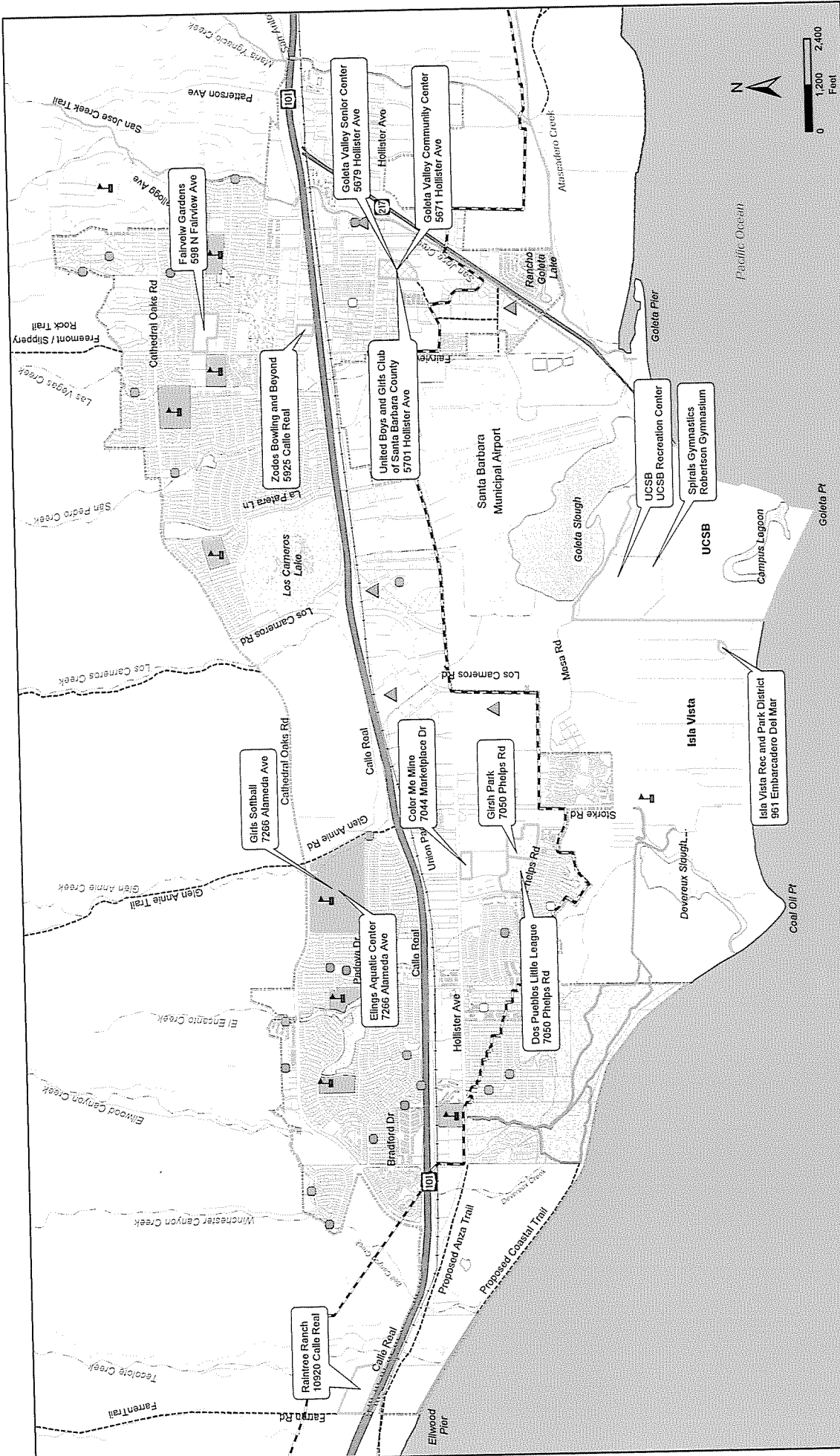
Initiate a Means to Increase Direct Management and/or Communication with Identified Recreation Service Agencies

Goleta Valley Community Center and Stow House – These City owned facilities could benefit from a more direct City staff involvement in the management and program opportunities decisions. An engaged staff relationship with the Goleta Valley Community Center will facilitate the City in both the preparation of City ownership 2013, and the change in leadership when the Executive Director retires in approximately 1 year. Since Stow House is City owned, perhaps there is opportunity to increase program offerings to meet currently undefined recreational needs that can be facilitated at the facility.

Girsh Park – The City of Goleta supports the operating budget, and closer influence in decision making and future plans would probably be welcomed.

United Boys and Girls Club – The Club is located on property the City is purchasing from the Goleta Union School District. It is a resource for recreation programming, and Club officials have expressed interest in a partnership with the City for a teen program.

Santa Barbara School District/Goleta Union School District
The school districts that serve youth in the City limits are a direct link to the youth constituents and a vehicle to understand the pressing issues, trends and needs of the youth community. Collaborative efforts between municipalities and School Districts are common and usually include a facility sharing arrangement in addition to the aforementioned benefits.



RECREATION PROVIDER MAP

CITY OF GOLETA
December 2007

Source: The Juan Bautista de Anza Trail and Coastal Trail locations are based on the locations presented in the Draft Ellwood-Doveroux Coastal Open Space Habitat Management Plan (URS, 2004).

<p>Legend</p> <p>Existing and Planned Parks</p> <ul style="list-style-type: none"> Goleta Valley Community Center Mini Park Neighborhood Open Space Neighborhood Park Community Park Regional Open Space Planned Future Park Site 	<p>Existing and Proposed Trails</p> <ul style="list-style-type: none"> Existing Trail Proposed Trail Juan Bautista de Anza Trail Coastal Trail 	<p>Other Features</p> <ul style="list-style-type: none"> Goleta City Boundary Coastal Zone Creeks Schools Recreation Provider
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PHASE TWO OBJECTIVES

Complete Parks and Recreation Master Plan

Through the inventory process and discussion with recreation providers, an underlying sentiment is that there is a lack of programs, playing fields and facilities like gymnasiums, multi-use facilities for recreation opportunities. While Table 3 spread sheet resource show an abundance of “things to do” from an outside prospective, a comprehensive Parks and Recreation Master Plan would be a logical approach to help determine what the residents want from their prospective. This is in line with the City’s General Plan and the next step in the exploration of recreation services.

The 1999 Santa Barbara Recreation Field Study identified the lack of sports fields in the Santa Barbara and Goleta areas. Since then, Girsh Park opened, UCSB eliminated their intramural field, and the City of Santa Barbara has not built any additional fields. Although outdated, it can be assumed that there still is a significant lack of sports fields in the Goleta area.

A well executed Goleta Parks and Recreation Master Plan will provide a solid foundation for strategic planning with updated and accurate insight into what is wanted and needed by the residents of the City of Goleta. It will serve as a reference point for prioritizing the approach for recreation services.

Investigate Joint Power Relationships or City Recreation Department for the Provision of Overall Recreation Services to Goleta Residents

The process of determining if the most desirable option for the residents of Goleta is an outside agency or a City Recreation Department is beyond the scope of this project. In the event the City explores both possibilities, the agencies identified for Joint Power Agreements are the City of Santa Barbara, and Isla Vista Recreation and Park District. The two entities are already set up to

serve diverse populations comprehensively and in entirety. In considering a Joint Powers Agreement the parameters will be clear and well defined as to how the entity will meet the needs and be accountable to Goleta residents. Conversely, the City of Goleta should have a clear understanding of the opportunities they would be surrendering.

In preparation for City managed recreation programming, there are many issues to address such as funding, facilities and personnel. Normally, staffing costs are the highest percent of total costs, above supplies and facility use/rentals. A Recreation Department for the City of Goleta has potential to employ hundreds of part-time, seasonal, and supervise volunteers and community service workers through a given year. The high volume of staff enables opportunities to mentor youth and connect the community. This option allows the City to manage how they will meet the needs and be accountable to Goleta residents, and not be dependent on another agency in doing so.

In Closing

The City Goleta as an organization is not neglectful in giving “parks and recreation” support and attention. An abundance of parks and proactive approaches to park acquisition and maintenance, and funding allocations provide residents with a playground of opportunities. The city has been generous in funding non-profit recreation service providers both directly and indirectly.

The recommendations are intended to provide a means for recreation vision, accountability, and vehicles to address recreational services for now, and provide a solid foundation for the future. The flow chart illustration on the following pages provide visual assistance of sequence of the recommendations mentioned. Through drafting the flow charts, it became apparent the recommendations can also be incorporated as a Recreation Strategic Plan, if so desired. The Figure 5 flow chart also identifies costs estimates and reasonable time structure for consideration and review.

Figure 5

YEAR 1

RECOMMENDATION	COST
Goleta Joins CPRS/NRPA Attend CPRS Conference	\$2,500
Provide Recreation Information to Residents	Indirect Staff Cost \$3,000-\$7,000
Increase City Involvement With GVCC and Girsh Park at the Staff Level	Indirect Costs: Staff Time
Create Joint Task Force between City, Goleta Union School District and Nonprofit Groups	Indirect Costs: Staff Time
Investigate CDBG Scholarship and State and Federal Grants	Indirect Costs: Staff Time
Goleta Partners and Funds Nonprofit Agencies that Provide Recreation Programs to Goleta Residents	\$20,000

YEAR 2

RECOMMENDATION COST

Create a Parks and Recreation
Advisory Commission

\$3,000

Create and Adopt Vision/Mission
Statement for Recreation Services

Indirect Costs:
Staff Time

Conduct a Recreation Needs
Assessment

Minimum \$25,000

Develop Comprehensive Recreation
Strategic Plan

Indirect Costs:
Staff Time

YEAR 3

RECOMMENDATION

City to Identify Recreation Costs and Funding Options
For Long-Term Programs and Services

Choose Outside
Agency to Provide
Recreation Services

OR

Choose City of
Goleta to Manage
Recreation Services

COST

Indirect Cost:
Staff Time

Unidentified

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I would like to express deep appreciation to the City of Goleta's Recreation Ad-hoc Committee for the opportunity to do this project. Through the process many City staff of Goleta gave their time and support in assisting with questions and logistics. I especially thank Kirsten Deshler and Bill Millar for their professional support and extended amount of time, effort and guidance in contributing the City's background information, and the City's position/status regarding recreation services, service providers and interrelationship among agencies.

I would also like to thank the many recreation professionals in the community who were interviewed for this project. They were willing, enthusiastic, and without hesitation offered their assistance to me for the benefit of this project and for the community they serve.

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