Parks, Trails, Open Space and Recreation Master Plan

City Council

March 24, 2014
Project Goals, Objectives, and Scope
This plan will address:

- Parks
- Preserves – developed areas
- Recreation programs and services
- Park maintenance
- Capital improvements
Community Outreach Program
Elected and Appointed Officials

- Parks and Recreation Commission (5 meetings)
  - Ad Hoc Committee (3 meetings)
- Board/Commission Study Sessions
  - Planning and Transportation Commission
  - Historical Review Board
  - Public Art Commission
- City Council (3 meetings)
Community Engagement Principles

- Sophisticated and straightforward
- Compelling and interactive
- Scalable and strategic
- Multi-layered, multi-media
- Rigorous and well-documented
- Real influence
- Link to Our Palo Alto
Target Audiences

- A diverse cross-section of City residents
- Community-based organizations
- Environmental advocacy organizations
- Parks and recreation interest groups
- Funding and philanthropic organizations
- Print and online media outlets
Target Audiences

- Underserved and under-represented populations
- Youth and students
- Seniors and older adults
- Non-resident park users
Engaging Target Audiences

- Project Webpage
- Public Information Updates
Engaging Target Audiences

- Stakeholder Advisory Group
- Community Workshops
- Intercept Activities
- Mapita Online Interactive Mapping
- Vovici Survey
Intercept Activities
Mapita Interactive Mapping
Project Schedule and Timeline
CITY OF PALO ALTO

parks, trails, open space and recreation master plan

Winter 2013/14 | Spring 2014 | Summer 2014 | Fall 2014 | Winter 2014/15

Community Engagement

Technical Analysis

Prioritize and Assemble

Coordination & Review
Getting Started...

- Project initiation meeting
- Park and community tour
- Base map and inventory
- Public Engagement Plan
How The Plan Will Be Used
Key Deliverables

- Comprehensive inventory of parks and preserves
- Community Needs Assessment
- Capital Development Plan and Cost Model
- Revenue Generation and Funding
- Policy Development
Site-Specific Guidance
What do you as the City Council want to get out of the Master Plan?
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