



Parks Master Plan Update

City of San Marcos
November 2017





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CHAPTER ONE: Executive summary

Introduction

The Parks Master Plan Update presents a vision of the parks and recreational future for the City of San Marcos. It is the culmination of a planning process that has involved the City's residents and staff in a collaborative venture to provide a plan that will meet the needs of the community both now and in the future.

Purpose

The purpose of the Parks Master Plan Update is to evaluate the City's existing park facilities, programs and services, analyze the current and future demographic make-up of the city, assess the community's needs and desires, and provide recommendations to improve the current services provided to residents. This community-driven plan is intended to guide all of the City's departments by identifying the existing levels of services and establishing recommendations for facility improvements and development, recreation programming, as well as the resources and funding associated with each action.

Project Goals

San Marcos has been successful at building a variety of parks across the city. From large community parks to smaller neighborhood and mini parks, the city has long believed that access to outstanding park facilities is a priority for the entire community. At the same time, San Marcos' population continues to grow at a strong rate – one of the fastest in the San Diego County – and the need for new park facilities and additional amenities has not always kept pace with the population increases or new demands for recreation programming.



The previous Parks Master Plan was completed in 1990, and the city has changed significantly since that time. The goal of the Master Plan Update is to identify potential improvements to the park system, and as funding becomes available, suggest additional amenities for new parks and improvements to existing park facilities. It is a roadmap for new parks, park expansions, and upgrades to existing facilities. As part of that process, this Master Plan Update recommends that all of the large community parks go through individual master plan updates on a regular rotating basis. This will help the City to identify specific amenity changes or reconfigurations and ensure that those highly utilized facilities provide the best park experiences for all San Marcos residents.

This update to the 1990 plan includes a survey and analysis, demographic analysis, a study of current recreation trends, integration with current planning, an inventory of facilities and amenities, a recreation



program analysis, extensive public input, and staff review and direction leading to the selection of preferred recommendations. This plan was then developed to indicate the broad type of recreation facilities to be present in the city over the next 15 to 20 years. Because funding is not specifically identified for each recommendation, and because additional environmental review may be required for each individual action, no specific commitments by the City are being made with this plan. Rather, this plan should be used as a general policy guide for when park development and funding opportunities become available.



Community Profile

The City of San Marcos is located in the northern section of San Diego County, about 35 miles north of the City of San Diego and 12 miles east of the Pacific Ocean. Although laid out in 1880, the city was not incorporated until 1963, and it was not until around 1970 that rapid growth in commercial, industrial and in particular, residential land use began to radically change the face of the city from its traditional agricultural economic base and rural character. In 1970, the population was just 3,896. In 1990, the population was around 33,000. The 2015 population was 90,827. The projected population for the year 2020 is 98,915 and for

the year 2035, it is expected to be 109,095.

Community Input

This Parks Master Plan Update is based on significant outreach and data to make the best recommendations for the community. It relied on national standards from the National Recreation and Park Association (NRPA), data from a community-wide telephone survey, open and advertised community meetings, staff outreach meetings, and smaller focus groups with different parks and recreation constituencies. Everyone who lives, works or recreates in San Marcos had the opportunity to participate in the process. The data collected from these sessions was considered with existing information from the NRPA and other sources to come up with the plan recommendations. Based on those recommendations, this plan also establishes San Marcos-specific standards for recreational amenities.

Recommendations

This Parks Master Plan Update recommends several small changes to existing park facilities, as well as the consideration of possibly larger and more significant changes to those parks. The minor modifications include such items as additional lighting to sports fields and courts, restriping existing facilities to account for an increased demand in certain sports, as well as switching some fields to artificial turf. The more sizable recommendations include aquatics facility improvements, the construction of a new gym and multi-use facility, and the need for the building of brand new sports fields and courts in new parks down the road.

These proposals are merely a guide to City staff and the community on the future vision for the City's park and trails system. Before many of these individual projects are constructed, additional public outreach, environmental reviews, and fiscal analyses will be required. As with all other City projects, these proposals are largely dependent on available land, financial resources, development opportunities, and further environmental review.



Cost estimates

The total costs for all of the proposed parks improvements are substantial and reach well into the tens of millions of dollars if they are all built. Because of these very high costs, and due to the lack of available funds at the current time, the City will have to look for other additional funding sources to build all of the suggested recommendations in the coming years.

The Financing Section of this Master Plan Update (Chapter Eight of the document), conducted by an outside consultant, provides a more detailed examination of the estimated costs for amenities as well as possible options that have been considered by other communities nationwide to meet these financial challenges. Without these additional financial options, the City may not be able to fulfill all of the recommendations in this plan and meet the park and recreation needs of the community in the future.



CHAPTER TWO – San Marcos profile and City governance

Located about 35 miles north of downtown San Diego and 12 miles east of the Pacific Ocean, the City of San Marcos has experienced some of the fastest growth in California. Incorporated as a charter city in 1963, it has experienced significant change from its traditional agricultural and rural heritage. In 1970, the City's population was less than 4,000 people. By 2015, it was over 90,000.

San Marcos enjoys a low unemployment rate and continues to be one of the fastest growing cities in San Diego County. Its low crime rate and strong commitment to promote economic development also add to the community's value. Located along the SPINTER commuter rail line and multiple bus lines, it has a solid transportation network. The City is also located along State Route 78 (SR-78) and has six interchanges along that route, with easy access to Interstates 5 and 15. Several airports are also close by, including McClellan-Palomar Airport in Carlsbad (6 miles), San Diego International Airport (35 miles), and John Wayne Airport in Orange County (60 miles).

As North County's educational hub, San Marcos is home to an award-winning public school district, Palomar Community College, and California State University San Marcos. Serving the largest student population in North County, easy commutes are also available to other nearby colleges and universities, as well as several employee skills training opportunities.



Concepts such as “sustainability,” “smart growth,” and “transit-oriented development” have emerged as guiding principles for the design and development of many communities, including San Marcos. In line with these evolutions, the City has experienced some exciting changes such as the opening of the SPINTER line and stations, the development of new neighborhoods such as San Elijo Hills, and the maturation of California State University San Marcos. There are also some issues and needs that have emerged, such as increased traffic congestion and increasing environmental regulations. At the same time, San Marcos has maintained many of the qualities enjoyed in earlier decades, such as plentiful open space throughout the city, scenic views, and a strong community identity.

The city government is a council-manager form of government with a 5-person City Council elected by the residents. Starting in 2018, City Council Members will be elected by district, and the Mayor will be elected at-large. The City Manager performs executive functions, such as appointing department heads and administering city programs.

A strong city has desirable places to live, work, congregate, and experience educational, cultural, social, and recreational enrichment. San Marcos is distinguished by its past agricultural heritage, culture of learning,

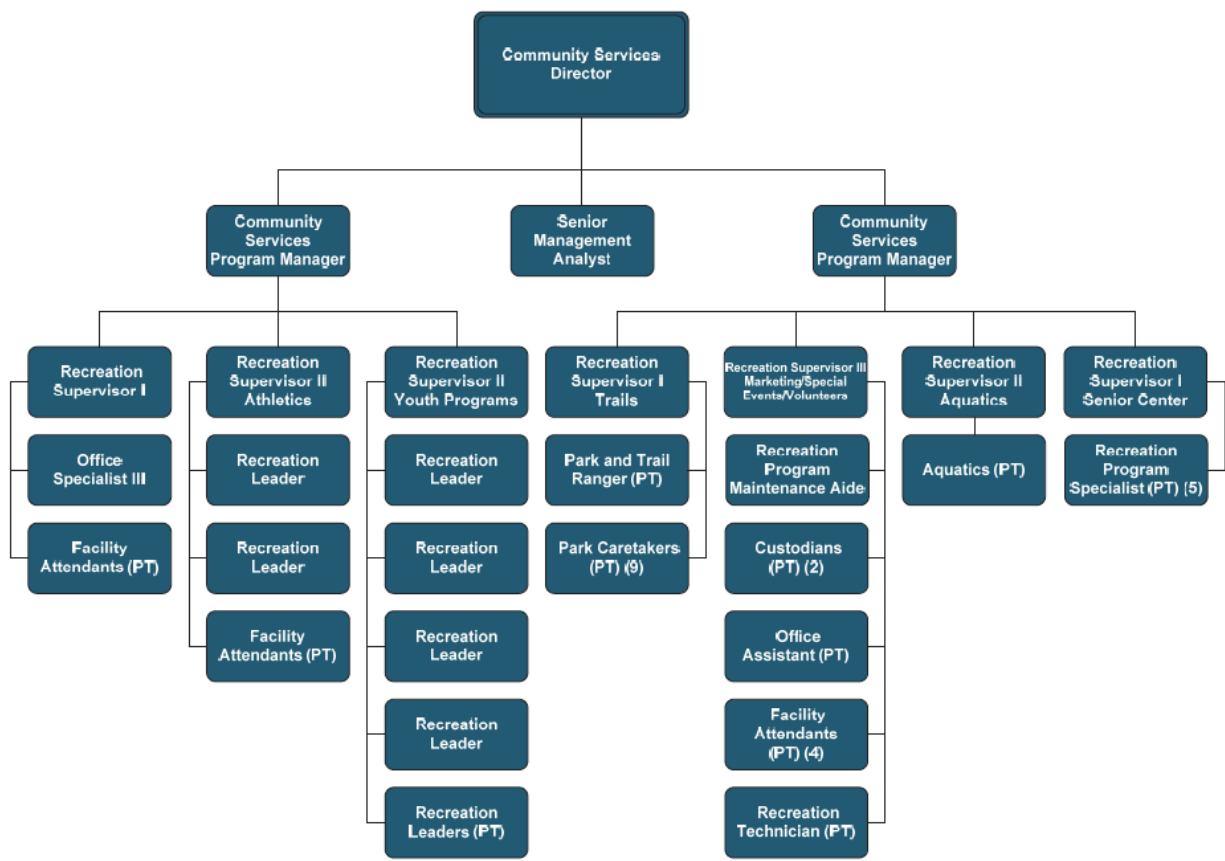


diversity of employment, scenic ridgelines, and extensive parks, trails and open space. These assets, and others that have emerged as San Marcos finishes its build-out, contribute to an outstanding quality of life for residents while providing the opportunity for shaping development, conserving resources, strengthening the economy, and expanding local cultural opportunities.

Oversight of the park system

The City of San Marcos Parks and Recreation Department (until November 2017 called the Community Services Department) has 19 full-time employees. In addition, the department employs about 135 part-time and/or seasonal employees in different areas of operations for recreational programming and facility maintenance.

The primary focus of the Department revolves around providing a wide array of recreation and social programs and services to stimulate and enhance the quality of life for residents. This scope of service includes preschool programs, children’s day camps, holiday celebrations and special city events, special interest classes, club programs, older adult services and programs, family programs, youth and adult sports, fitness classes, cultural and performing art programs, aquatic programming, liaison work with community groups, trail and nature activities, and parks and trails planning.





In the past 25 years, San Marcos has dramatically increased its parks and recreational facilities. The City has gone from having three major parks and two mini parks in 1987, to 17 major parks and 18 mini parks in 2016. Recreational facilities have increased from two structures located in the center of town to 13 recreation centers located throughout the community.

Commissions

A seven-member Parks and Recreation Commission (previously called the Community Services Commission), appointed by the City Council, works with the Parks and Recreation Department and is responsible for advising and making recommendations on matters pertaining to the creation, operation, maintenance, management, and control of community recreation programs, playgrounds, activities and facilities.

An eleven-member Youth Commission, in collaboration with the Parks and Recreation Department and also appointed by the City Council, reviews and participates in a variety of youth activities, issues and projects. Youth Commissioners work together to promote the general welfare of the young people in the City of San Marcos. They also advise the Parks and Recreation Department as to its proper role and participation in the development of youth programs.

Trails Advisory Committee

The Parks and Recreation Commission formed the Trails Advisory Committee (TAC) to advise the Commission and the City Council about the needs of the multi-use trails in the community and the implementation of the Master Trails Plan. Further, the TAC encourages community involvement in development and maintenance of the trail system and bicycle facilities within the City.

Youth Sports Council

The Youth Sports Council meet six times per year. It was developed to coordinate the use of City and designated San Marcos Unified School District (SMUSD) facilities, to discuss field improvement opportunities, and to work as a unified group to better serve the youth athletic needs of the community. The Youth Sports Council meetings provide an organized forum for open communication and cooperation between the City and ten youth sports organizations.

Supporters

The Friends of San Marcos is a non-profit organization consisting of community members who advocate for the health and happiness of the community by enhancing the City's parks and recreation programs and facilities. The Board of Directors is composed of community members who are passionate about parks, trails, sports fields, equestrian activities and more.

Guiding documents for the park system

The San Marcos Parks Master Plan (1990)

The 1990 Parks Master Plan included a wide range of facilities and opportunities for recreation including provisions for active sports such as baseball and athletics, more passive recreation such as hiking and picnicking, community facilities ranging from children's programming to community centers, and a variety of specialized program elements.



The primary objective was to ensure that a balanced range of parks and recreation facilities was available to serve the growing population concurrent with the City's development. This balance was to include active and passive neighborhood and community parks, regional parks, trails and mini-parks, special recreation facilities, community facilities, and recreation programs.

The 1990 plan included a projected total of twelve neighborhood parks ranging in size from 5 to 20 acres and was intended to serve the community within a radius of 0.75 miles. Although the precise nature of each site would vary, neighborhood parks were generally meant to be active sites with ball fields, tennis and basketball courts, open play areas, playgrounds and tot lots, picnic facilities, swimming pools, community buildings and onsite parking. When appropriate, neighborhood parks would be located adjacent to school sites.

The plan also included a projected total of eight community parks ranging from 20 to 100 acres with special community and recreational facilities for the entire city. These parks' characteristics were to range from passive parkland sites with special landscape features such as lakes, to intensively developed park sites providing for a range of active sports activities.

General Plan/Parks, Recreation and Community Health Element

The most recent update to the city's general plan was completed in 2013. This update included a parks, recreation, and community health element:

The quality of life enjoyed by San Marcos residents is enhanced by many recreational amenities and community service programs. The City maintains a range of mini, neighborhood, and community parks, community centers, recreational facilities and trails to provide a place for relaxation and enjoyment, physical activity, gathering, community building and entertainment. These facilities are a part of the network of amenities that provide access to physical activity, healthy food, medical services and community and social networks. The Parks, Recreation, and Community Health Element addresses the importance of these amenities and includes goals and policies that outline the role they play in achieving the City's vision for the future.

The Parks and Recreation portion of the 2013 General Plan highlights five key facts relevant to parks, recreation and community health in San Marcos.

1. The City of San Marcos continues to acquire and maintain parkland throughout the community, which enhances the natural beauty of San Marcos and provides recreation options. In addition to parkland, the City has set aside approximately 2,499 acres of open space and preserve areas within the City.
2. The City maintains several types of parks: community parks, which serve the entire City; neighborhood parks, which are often located near schools; and mini-parks, which are small public spaces.
3. San Marcos has private recreational amenities, such as Twin Oaks Valley and Lake San Marcos golf courses, and private trails, greenbelts, open space, and parks. These are often part of planned residential developments.
4. The City is expanding its trail system for recreation and mobility purposes. Greater connectivity and mobility choices can lead to a reduction in automobile trips and associated greenhouse gas emissions.



5. The City has embraced emerging trends in community planning that recognize that access to fresh healthy food and medical services can improve the quality of life for residents. This means a greater emphasis is being placed on creating more healthy places, fostering greater physical and social connectivity, and improving environmental conditions, such as air quality.

Trails Master Plan

The San Marcos Trails Master Plan envisions a 72-mile, interconnected trail system, with three main types of trails:

- 21 miles of Urban Trails (10-foot-wide paved trail)
- 36 miles of Multi-Use Trails (10-foot-wide paved and 10-foot-wide D.G. soft-surface trails)
- 15 miles of Soft-surface Trails (6 to 12-foot wide D.G. soft-surface trails)

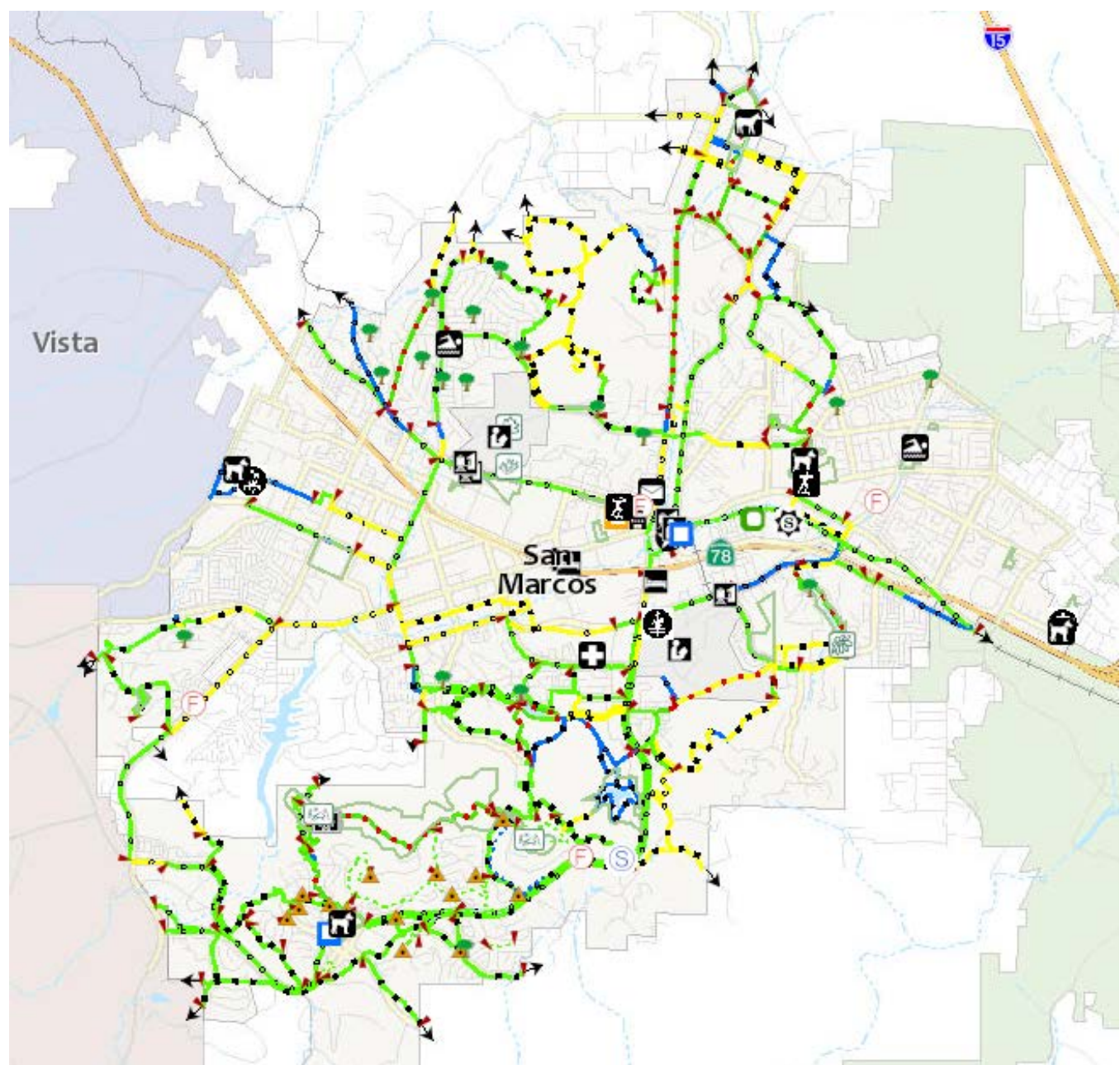
The City of San Marcos currently owns and manages 63 miles of completed trails. Trails that are planned or under construction will connect key recreational destinations throughout the City, such as San Marcos Creek, Owens Peak, Discovery Park, Twin Oaks Valley Road, Sunset Park, and the Rail Trail. The map on the next page illustrates the existing and planned trails within the community.



When completed, the inter-linked citywide system of trails will provide greater connectivity between residential neighborhoods, recreational areas, employment areas, schools, and colleges. The trail system will form loops and connections for recreational use, and will provide access to the natural landscape of San Marcos and neighboring cities. An update to the Trails Master Plan will likely be completed by early 2018.



Trail network map:





CHAPTER THREE: Demographic conditions

Background Information

In order to update a Parks Master Plan, it is important to understand how local demographics affect the parks, trails, recreation facility and program needs and to understand how the local demographics are either similar or different from state and national trends.

Population Growth

Tracking changes in the City’s demographics can help City leaders better respond to anticipated changes. Founded in the late 1800s and incorporated in 1963, the City of San Marcos has been one of the fastest growing cities in the San Diego region and the state in recent years. During the 1980s, San Marcos doubled its population. Growth continued to increase between 1990 and 2010, when the City more than doubled its population again. In 2010, the population had grown to 83,781. The San Diego Association of Governments (SANDAG) growth forecasts predict a steady increase in population through 2050. From 2015 to 2035, SANDAG estimates that the City’s population will grow by about 20 percent.

POPULATION GROWTH PROJECTIONS

A profile of the population’s age is critical to parks and recreation programming since different age groups can have very different needs and desires for parks and recreation facilities and programs.

With a few exceptions, there is relative consistency among the different age groups as a percentage of the population, looking into the future. The median age of the City’s population stays within 3 years through the year 2050. The median age in San Marcos in 2012 was 34.2, and SANDAG projects it to be 34.9 in 2020, 37.1 in 2035, and 36.9 in 2050. This shows that even as the population continues to age and live longer, the City will still have a sizable population of children and young adults that keeps the median age relatively low.

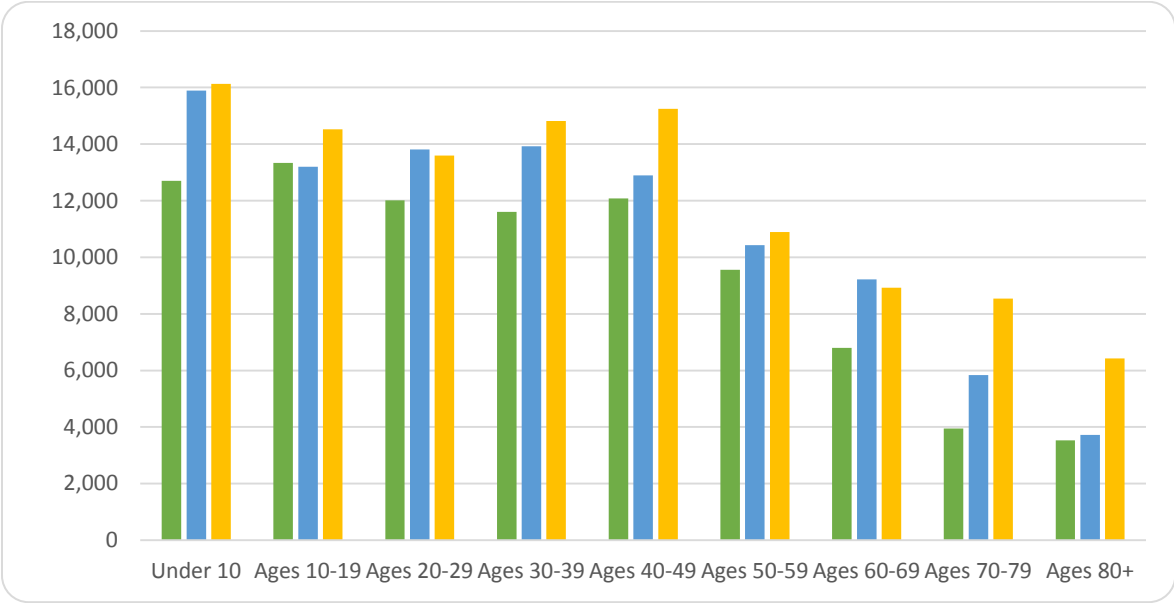
2015 Population	2020 Projection	2035 Projection
90,827	98,915	109,095

Age Distribution

The age distribution of San Marcos residents is diversified across the age deciles. The community skews younger, with more than half of the population under the age of 40. According to the SANDAG projections, the percentage of each age range will remain remarkably consistent. The age distribution graph and charts below show that no age range will change as a percentage of the total population by more than 3% through 2035. While there are small deviations from 2012 to 2020 and again in 2035, San Marcos is projected to have a well-diversified population in terms of age ranges that will stay consistent through the years.



Age Distribution Projection Graph (2012, 2020, and 2035)



The chart above shows the age distribution for years 2012, 2020, and 2035, respectively, by age group. The chart below details these demographics by percentage of the population for the same years.

Age Distribution

Age Group	2012		2020		2035	
	Number	Percent*	Number	Percent*	Number	Percent*
Under Age 10	12,702	14.8%	15,887	16.1%	16,128	14.8%
Ages 10-19	13,334	15.6%	13,201	13.3%	14,527	13.3%
Ages 20-29	12,015	14.0%	13,816	14.0%	13,593	12.5%
Ages 30-39	11,602	13.6%	13,927	14.1%	14,819	13.6%
Ages 40-49	12,075	14.1%	12,892	13.0%	15,245	14.0%
Ages 50-59	9,563	11.2%	10,424	10.5%	10,890	10.0%
Ages 60-69	6,797	8.0%	9,213	9.3%	8,927	8.2%



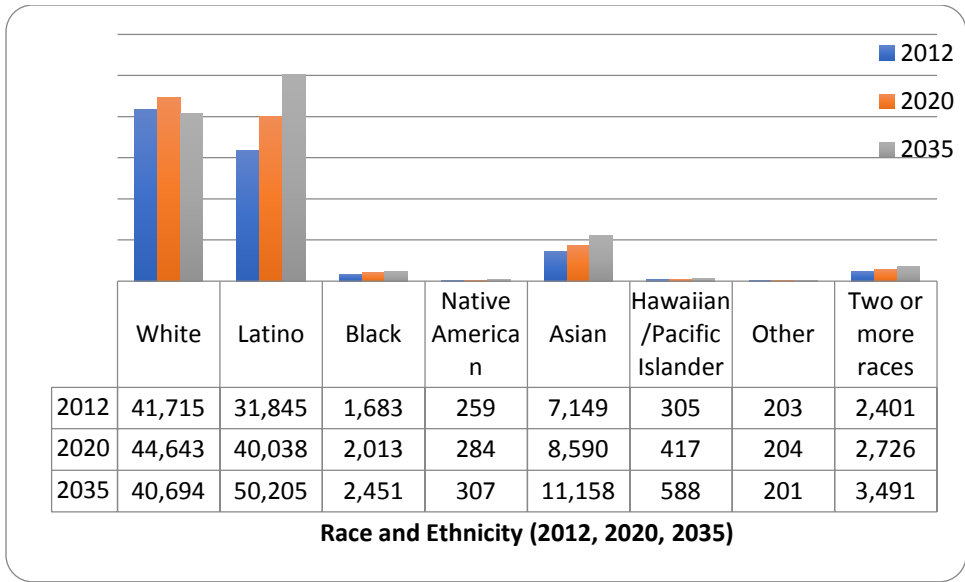
60-69						
Ages 70-79	3,942	4.6%	5,831	5.8%	8,538	7.8%
Ages 80+	3,530	4.1%	3,724	3.7%	6,428	5.9%
Total	85,560	100%	98,915	100%	109,095	100%
Median Age	34.2		34.9		37.1	

*Due to rounding, the total may not equal 100.0%

Race/Ethnicity Projected Changes

Race and ethnicity influence cultural trends and play a role in park and recreation needs. San Marcos is home to people of many different backgrounds. Based on SANDAG’s demographic estimates, 48.8% of San Marcos’ residents are white, 37.2% are Latino, 2% are black, and 8.4% are Asian. Although the City of San Marcos’ current ethnic makeup has a plurality of white residents, this begins to change as the white population decreases, and the Latino and Asian populations increase. By 2035, the plurality of San Marcos residents will be Latino and the proportion of whites will be the same as the Latino population was in 2012.

The City of San Marcos is less racially diverse than California as a whole. While more than 25 percent of Californians are black, Native American, Asian, Pacific Islander, other, or two or more races, only about 10% of the San Marcos population is made up of these combined groups. However, the proportion of Latinos that make up the San Marcos population is trending significantly above the state and national numbers. Given that by 2035, a plurality of San Marcos residents will be of Latino origin, it is important to consider any special needs or desires of this and other groups. Changes in demographics and language barriers may require specialized and culturally sensitive programming.



Race/Ethnicity	2012		2020		2035	
	Number	Percent*	Number	Percent*	Number	Percent*
Latino	31,845	37.2%	40,038	40.5%	50,205	46.0%
White	41,715	48.8%	44,643	45.1%	40,694	37.3%
Black	1,683	2.0%	2,013	2.0%	2,451	2.2%
Native American	259	0.3%	284	0.3%	307	0.2%
Asian	7,149	8.4%	8,590	8.7%	11,158	10.2%
Hawaiian/Pacific Islander	305	0.3%	417	0.4%	588	0.5%
Other	203	0.2%	204	0.2%	201	0.1%
Two or More Races	2,401	2.8%	2,736	3.0%	3,491	3.2%
Total	85,560	100.00%	98,915	100.00%	109,095	100.00%

*Due to rounding, the total may not equal 100.0%.

Park and Recreation Trends

The City of San Marcos' Parks and Recreation Department works to provide programs and services for a wide variety of interests and for all ages and abilities. Analyzing parks and recreation trends can help identify what programs and services are increasing in popularity for different demographic groups, and can improve the ability to keep track of activity-based trends. Following are some trends associated with the relevant user groups for the City of San Marcos.

Demographic-based programming and participation trends

Preschool (0-4 years)

According to SANDAG, the population of children five and under in the City of San Marcos will continue to increase slightly through the year 2035. This will have an effect on the City's future recreation needs. Due to an increase in population within this age group, the City may need to expand programming and activity capacity for this age group.

Over the past decade, state pre-kindergarten programs have grown faster than any other sector in early childhood and play an increasingly important role as part of the larger array of early learning programs. Due to increases in state funding for preschoolers for low-income families, the City should pay attention to participation rates within its preschool programs. Past trends have indicated that San Marcos residents who qualify for low-income programs do not always choose to use these programs; however, San Marcos





may still fill a niche for individuals looking to participate in a well-planned quality preschool program.

School Age (5-18 years)

Currently, school-age children make up about a quarter of the total San Marcos population. This age group is projected to continue being one of the most common age groups in San Marcos through the year 2035. Programs for this demographic, like after-school sports programs, have been proven to be beneficial not only in social ways, but also because there is a strong correlation between after-school recreation programs and a reduction in childhood obesity and juvenile delinquency.

Among this demographic, programs and activities that are gaining in popularity nationally include indoor soccer, lacrosse, ice hockey, extreme sports, as well as after-school arts, culture and fitness programs. Educational after-school programs in the areas of science, technology, engineering, art, and math (STEAM) have also gained an increased focus.

The City of San Marcos currently provides after school enrichment classes and summer camps for school-age children. In addition, the City facilitates numerous team sports opportunities through the recognized youth sports groups. The demand for these programs and facilities remains consistently high, so the City needs to ensure it maintains the required levels of services based on population changes and recreation trends for school-age residents.

College Age (19-24 years) and Young Adults: (25-39 years)

The resident population within these age groups has been fluctuating slightly through the years and will continue to vary slightly through the year 2035. The lack of change in population for these age groups indicates that current program levels may need to be changed only slightly. The activity level of college age individuals and young adults is expected to remain relatively stable through 2035.

National trends for outdoor activity show that college age individuals and young adults are less active than youth. The types of activities this demographic participates in are the same as the youth group, but there is a drastic decline in the participation rates. It is thought that residents in this age demographic may recreate less due to their busy work schedules and personal lives, meaning that recreation programming should be flexible (i.e. drop-in), self-directed, and/or held at more convenient times.





Middle Age (40-64 years)

The middle age group includes a small portion of Generation X (ages 40 to 49) and a large portion of Baby Boomers (ages 50 to 64). According to SANDAG, the middle age population will remain relatively stable between now and 2035.

Popular leisure time activities for middle age adults include participating in physical activities and educational classes, attending sporting events and partaking in adventure and travel.



Senior Adults (65+ years)

The percentage of San Marcos residents over the age of 60 will continue to increase as the community ages, with the largest percentage increases for individuals over the age of 70 and especially for those over the age of 80. "Super seniors" (those 85-94) were the fastest senior adult growth segment between 2000 and 2010, representing an opportunity for local organizations to provide services to the full spectrum of senior adults. This longevity trend is expected to continue.

Considering that the City's population is growing for all age groups over the age of 65, it is important to address recreation needs of this group. By the year 2035, today's Baby Boomers will be seniors and their needs should be considered when planning for the future.

There are many factors that may affect the future development of our own senior center programs and activities. The City of San Marcos's trends impacting senior centers include increased competition for services provided by non-profit and profit making organizations. This impacts senior attendance and requires niche marketing and specific targeting techniques. The depth and breadth of services provided to the community by the Senior Activity Center requires trained staff, quality programs, positive community relations, and liaisons/partnerships with other organizations in order to promote a positive image of aging. Accessibility to programs in different parts of the community may also be important to this population since access to transportation may be limited.

Inclusive Recreation for People with Disabilities

The City's parks and recreation facilities should strive to be universally accessible. Individuals with physical or intellectual disabilities are a diverse group. It is important for all communities, including San Marcos, to reach out to increase awareness about inclusive opportunities for individuals who may otherwise be overlooked. In addition, investing in park and recreation renovations and updates that make facilities more user-friendly for individuals of all abilities result in benefits for the entire community. Any changes to parks should conform with the City's approved ADA Transition Plan.



Park and Facility Trends

It is important to identify the future needs and trends for parks and facilities within San Marcos. Other cities' Parks Master Plans have compiled research on these trends to properly prepare for the future. They have noted that large, multi-purpose and multi-generational recreation centers can help local agencies increase cost recovery, especially through cross-use.

Facilities and amenities that are becoming more common include large multi-purpose, recreation centers for all ages and abilities, leisure and therapeutic pools, weight and cardiovascular equipment, interactive game rooms, nature centers, outdoor recreation and education centers, regional playgrounds for all ages of youth, indoor hockey and skate parks, indoor walking tracks, dog parks, climbing walls, BMX tracks and “extreme” sports, indoor soccer, and cultural art facilities.



Key Findings

Due to the relative stability of all population groups projected over the next 20 years, it is important that the City of San Marcos continue to provide recreation programs for all populations. Because of projected growth among preschoolers and mature adults, it is important that the City specifically plan for and consider the recreation needs of these age groups. All programming should take into account the City's diverse racial and ethnic populations, including its growing Latino and Asian populations, and also work to include individuals with disabilities or other special needs.

Research shows that Americans are less active than in the past, especially among youth. This indicates the need for cities to reevaluate their recreational programming and consider providing programs that teach and show our youth how to better integrate recreation and physical activity into their daily lives. In addition, the placement of parks and recreation facilities is integral to fitness and wellness.

The current national trends for parks and facilities are headed down the road toward the concept of a one-stop facility with a wide variety of amenities to serve all ages. Large, multi-purpose, and multi-generational community recreation centers help the park and recreation agencies to increase cost recovery, promote retention, and encourage cross-use.

San Marcos residents will continue to seek amenity-rich and meaningful outdoor recreation experiences, increasing the need for programs, facilities, and infrastructure. Lands, programs, services and facilities will have to provide quality experiences to accommodate the demands of park and recreation users. Facilities will need to be programmed to meet the varying demands of users as well. Accommodating multiple age



groups at once will better attract family-oriented populations, which in recent times have been a declining portion of the population. Additionally, flexible facilities that can accommodate varying forms of activity such as traditional sports, unstructured programs, and arts and cultural activities will meet the desires of a diverse population.



CHAPTER FOUR: Planning and development policies

San Marcos General Plan

In response to a rapid acceleration in development in recent years, the City completed extensive revisions to its General Plan in 2012. The City intends to maintain and increase access to parks, trails, recreational facilities, and community service programs. Additionally, it aims to provide a healthy and safe community by taking into consideration the community health and family enrichment needs of community members, including older adults, children, people with special needs, and residents of all ages. Parks and recreation amenities improve the health and livability of a community and connect people with places within the City by providing gathering spaces and promoting civic pride.



The Parks Master Plan must be consistent with the General Plan, since it is a key document that governs the planning context within which the Parks Master Plan must operate. Furthermore, the Parks and Recreation Element is seen as the primary implementation tool for the Parks Master Plan, and it is a requirement that every element must be consistent with other General Plan elements. The following section of this report summarizes the components that are pertinent to the development of the Parks Master Plan and the Parks and Recreation Element.

Specific Plan Areas

A Specific Plan is a comprehensive planning document that guides the development of a defined geographic area in a mix of uses including residential, commercial, industrial, schools, and parks and open space. Specific Plans typically include more detailed information than the General Plan about land use, traffic circulation, affordable housing programs, resource management strategies, development standards, and a comprehensive infrastructure plan. Specific plans are also used as a means of achieving superior design by providing flexibility in development standards beyond those contained in the Zoning Ordinance. San Marcos has about four dozen Specific Plan Areas (SPAs). All of the Specific Plans have been adopted by the City Council after extensive review by City staff, Commissions, and the public. Specific Plans contain detailed regulations, conditions, programs, and design criteria unique to that area and serve to implement the General Plan. Each of these plans and any future specific plans adopted by the City must be consistent with the policies expressed in this Element. The City will continue to utilize Specific Plans to achieve development objectives consistent with the General Plan.



The General Plan's Relationship to the Zoning Ordinance

While the Land Use and Community Design Element of the General Plan establishes a broad vision and framework for land use and community design in San Marcos, the Zoning Ordinance, Title 20 establishes specific standards to regulate development throughout the City. The functions of these two planning tools are described below.

Land Use and Community Design Element:

- Defines and locates general land uses throughout the City;
- Regulates density (number of residential dwelling units per acre) and intensity (floor area ratio [FAR]) of development;
- Describes the intent and direction of San Marcos' community design;
- Links allowable land uses with recommended community design components; and
- Includes overarching City-wide design principles, and goals and policies to achieve a high-quality environment within the City.

Zoning Ordinance:

- Specifies permitted, conditionally permitted, and prohibited uses within zoning districts;
- Establishes development standards for the City, and for neighborhoods, specific building types, and corridors, among others;
- Specifies acceptable building heights and density standards per land use type; and
- Specifies standards for site design including open space, building orientation, massing, setbacks and relationship to the street and adjacent properties, and parking requirements.

The Land Use and Community Design Element is primarily implemented by the City's Zoning Ordinance, which specifies districts and performance standards for various types of land uses described in the General Plan. Each General Plan land use designation has a corresponding zone or zones that implement and regulate the intent of the land use. The zone districts specify the permitted uses for each category and applicable development standards. The Zoning Ordinance is updated to comply with the General Plan land uses. In addition to the Zoning Ordinance, adopted Specific Plans are also used to guide development areas.



Mobility Element

According to the General Plan, the main issues raised in the Circulation Element of relevance to the Parks Master Plan concern the need for:

- New development, redevelopment, connections and reduced barriers between neighborhoods, transit corridors and activity centers within the City.
 - Street-oriented development, within mixed-use areas with parking located behind or next to buildings rather than in front.
 - Wide sidewalks and outdoor dining to encourage commercial activity.
 - Consolidation of inadequately sized land into parcels suitable for integrated development with improved pedestrian and vehicular circulation.
- Providing non-motorized (pedestrian and bicycle) access/circulation within, and to, mixed-use centers to reduce reliance on the automobile.

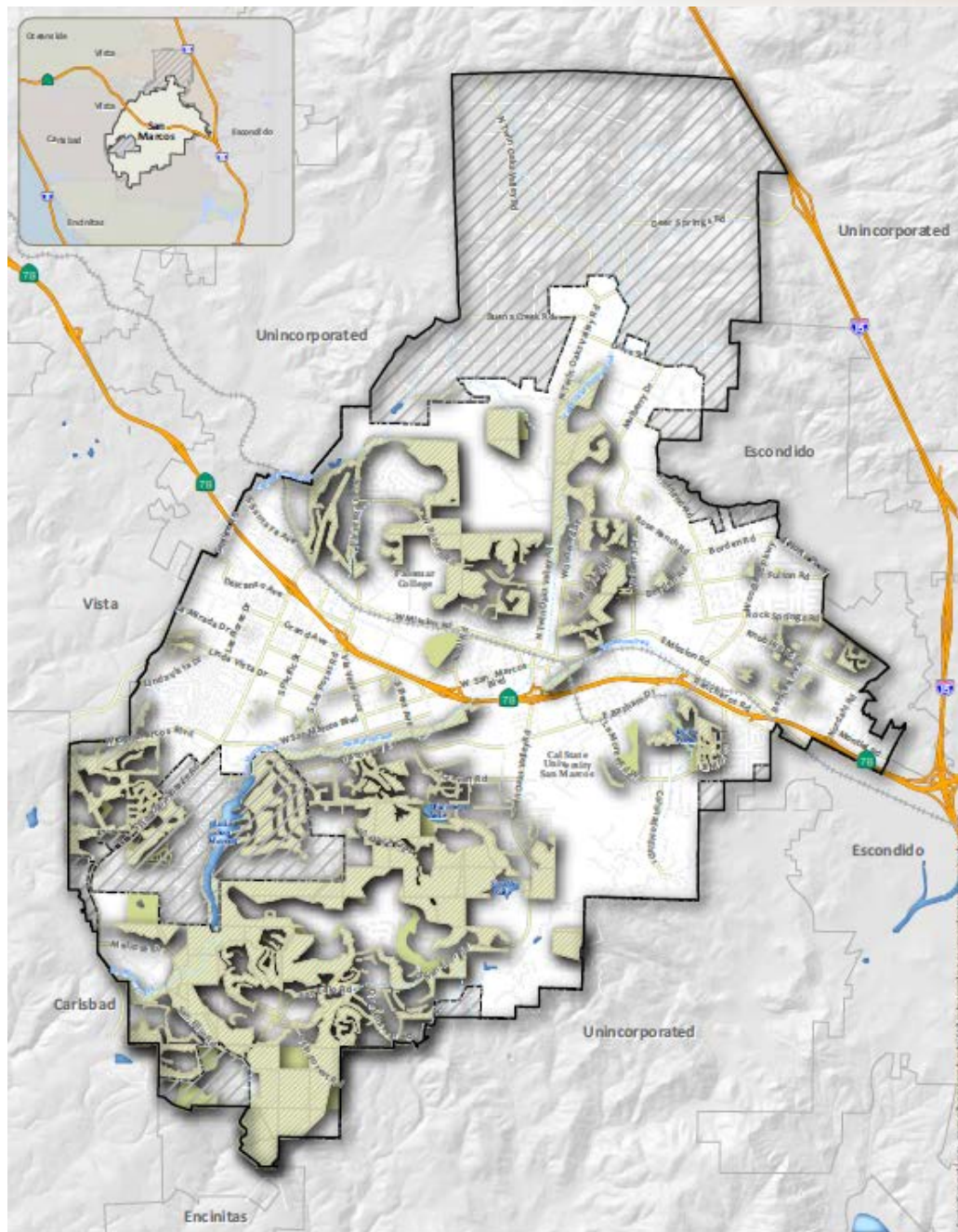


- Providing an interconnected open space system that is accessible to the public, including pedestrian and equestrian links, bicycle paths, multiuse trails, recreation areas, and drainage-ways.
- Encouraging the creation of live/work units to maintain business and living space under common ownership.
- Requirement for new development to prepare traffic demand management programs.

Conservation and Open Space Element

The purpose of the Conservation and Open Space Element includes the identification of natural resources and open space areas, provision for the management of such environmental resources and the promotion of outdoor recreation.

Open space and agricultural areas within San Marcos are highly valued by the community as they represent a key component of the City's character. They include public and private parks, hillsides, canyons, creeks, open space corridors, agricultural lands, and various utility, roadway, and buffer easements. The purpose of designating these open space areas is to preserve environmental resources and aesthetic attributes. Within the City, there are also other resources, such as mineral or paleontological resources that represent limited, nonrenewable, and sensitive materials. The City contains 2,499 acres of dedicated open space, which is approximately 12 percent of the City's acreage. Figure 4-3 Conservation and Open Space Element on the next page shows the location of open space in San Marcos and describes open space amenities in greater detail.





State Subdivision Map Act

The Subdivision Map Act (Government Code section 66410 et seq.) gives cities and counties statutory authority to impose fees or dedications of land for specific uses as conditions of subdivision map approval. Areas within the subdivision may be reserved for parks, recreational facilities, fire stations, libraries, and other public uses based upon the policies and standards of an adopted general or specific plan. The precise details of a developer's park contribution are normally worked out through negotiations at the subdivision map stage.

Public Facilities Ordinance

San Marcos Municipal Code Title 20 Zoning Ordinance establishes a growth management program that ensures that all public facilities and services are, or will be, provided to serve future development and allow the City to continue to provide needed jobs and housing without adversely impacting existing facilities and services or current residents within the City.

Water Service

Several agencies administer and control the supply and quality of water within the planning area. These agencies include Vallecitos Water District (VWD), Olivenhain Municipal Water District (OMWD), Vista Irrigation District (VID), and Rincon del Diablo Municipal Water District (Rincon Water District). The majority of the City and its sphere of influence is served by VWD. As a member agency of the San Diego County Water Authority (SDCWA), VWD receives its water from the Metropolitan Water District of Southern California.

As of the 2010 Census, VWD recorded service to a population of approximately 94,900 persons within a 45-square-mile boundary in North County. Portions of the Business/Industrial District, College Area Neighborhood and Twin Oaks Valley Neighborhood are served by VID. All water delivered by VID is filtered and includes imported water purchased from CWA and local water from VID's Lake Henshaw facilities. Wastewater collection, transmission, treatment, and disposal services to developed areas within VID boundaries are provided by other agencies not associated with VID. In addition, southern portions of the Questhaven/La Costa Meadows Neighborhood are also served by OMWD while eastern portions of the Barham/Discovery Community and Richland Neighborhood are served by Rincon Water District.

The greatest challenge for water supply in the near future will be to meet the water needs of a growing population, particularly with projected population growth not only in San Marcos, but throughout the San Diego region. Each of the water districts above develops and periodically updates their Urban Water Management Plans (UWMPs). Southern California has experienced multiple dry years, resulting in an overall increase and use of imported supplies from MWD. Although each UWMP indicates that the districts expect to have adequate water supply available to meet the demand within their service areas, water shortages could occur as a result of climate change and global warming. MWD has comprehensive regional Water Shortage Contingency and Drought Management Plans in place to ensure adequate water supplies are available to all of its member agencies, including those serving San Marcos. However, it is necessary to examine other water source options that could help reduce the dependency on imported water, including desalination of seawater, expansion of water reclamation facilities, enhanced local groundwater basin production, beneficial reuse of urban runoff, and the use of greywater.

The City of San Marcos will continue to work with the water districts to analyze supply and demand, and storage capacity needs and add additional storage. Encouraging good water service in the City will require maintaining current infrastructure and extending new infrastructure to serve new development and



redevelopment projects. Development proposals and amendments will be reviewed for consistency with water infrastructure requirements established in development plans and agreements. For certain projects as identified in the State Water Code, the City will require preparation of 20-year water supply assessments. The City will require adequate water supplies for fire flow, along with sufficient water storage for emergency situations, and will coordinate with the water districts in updates to their UWMPs to ensure the districts' overall ability to maintain adequate water supplies for the community on an ongoing basis throughout the planning horizon of this General Plan.

At present, the pond within Woodland Park is supplied with well-pumped groundwater. This water is then also used for irrigation purposes. Groundwater is also pumped to supply water for irrigation purposes at Walnut Grove Park. Although groundwater in the City of San Marcos is generally limited in supply and is of poor quality regarding potable supply, there may be potential for continued use of this source for parks and open space irrigation in the future.

Healthy Communities

The City of San Marcos joined *Live Well, San Diego* as a recognized partner on March 25, 2014. It joined *Live Well San Diego* as partner by identifying quality of life as a strategic goal for the City in alignment with the City's core value of providing a safe community. The City has adopted a general plan that incorporates a mobility element supporting multi-modal transportation to maximize walkability, bikeability and livability. As a result of the general plan update, the City has hosted community forums to develop an extensive plan to turn the popular San Marcos Boulevard into a complete street. The City of San Marcos is committed to the *Live Well, San Diego* vision and continues to collaborate and share information with the County of San Diego in support of the initiative.



LIVE WELL
SAN DIEGO

Land Use Element

The Land Use and Community Design Element describe the desired future physical composition of the planning area and the planned relationship of uses. The main objective of the element is to determine the future location, type, and intensity of new development, and to establish the desired mix and relationship between projects to maximize the long-term livability of the community.

Each separate community-related land use plan includes references to open space, parks, and recreation, and trails systems. Other related issues raised include drought tolerant species selection, water reclamation, resource conservation, buffer zones between land uses, aesthetics, private recreation scenic corridors, dedication and financing mechanisms, flood control, restrictions on development on hilltops and slopes, joint public recreation use of schools' sites, density averaging, and phasing of public facilities development.

In the simplest description, the most recent General Plan (2012) indicates a pattern of low-density residential neighborhoods in the northern and southern portions of the city sandwiching a denser core running east/west throughout the city centered on the industrial and commercial nodes along State Route 78 and San Marcos Boulevard.

Within the overall picture of citywide development, each of the eight neighborhoods is predicted to have a slightly different peak development period.



Neighborhoods of San Marcos

The City of San Marcos has eight unique neighborhoods within the Planning Area:

- Barham/Discovery Community
- Business/Industrial District
- College Area Neighborhood
- Lake San Marcos Neighborhood
- Questhaven/La Costa Meadows Neighborhood
- Richland Neighborhood
- Richmar Neighborhood
- Twin Oaks Valley Neighborhood

Barham/Discovery Community

The Barham/Discovery community is located in the central portion of the City, south of State Route 78. The community contains a wide variety of land uses, including residential, commercial, park, open space, and California State University San Marcos (CSUSM). Multiple residential types are located within the neighborhood, including rural and estate residential, single-family neighborhoods, and higher density apartment and condominium complexes in proximity to CSUSM.

Business/Industrial District

The Business/Industrial District is located in the west-central portion of San Marcos. The western portion of this neighborhood, the West City IV area, contains mostly lower density residential single-family neighborhoods with a concentration of four mobile home parks. Higher density apartment communities are located in proximity to State Route 78. The eastern half of the Business/Industrial District contains commercial land uses and industrial land uses. Notable within this neighborhood is Old California Restaurant Row, located along West San Marcos Boulevard. Restaurant Row features a wide variety of restaurant types, and an 18-screen movie theater. In addition, "Furniture Row," adjacent to and north of State Route 78, is home to several furniture stores.

The Business/Industrial District is also home to the Palomar Community College Transit Station served by the SPRINTER and bus services, which is located east of Las Posas Road just south of Palomar Community College in the College Area Neighborhood. Bradley Park is located at the intersection of Linda Vista Drive and South Rancho Santa Fe Road.

College Area Neighborhood

The College Area neighborhood is located within the northwest portion of the City. Besides Palomar Community College, this neighborhood is mainly residential with the largest planned development being Santa Fe Hills, which is built out. The northern portion of the neighborhood consists primarily of rural residential uses and very low-density residential homes, with the exception of the Highland Specific Plan Area. Abundant open space acreage is woven throughout the residential neighborhoods in the central portion of the neighborhood. In addition to Palomar Community College, the College Area Neighborhood contains Paloma Elementary School and San Marcos Middle School. Commercial and light industrial land uses are limited to parcels along South Santa Fe Road and West Mission Road.



Lake San Marcos Neighborhood

The Lake San Marcos Neighborhood is located in the central-southwest part of the City. The eastern portion of this neighborhood, east of Rancho Santa Fe Road with some isolated areas west of Rancho Santa Fe Road, lies outside of the City's municipal boundaries but within the City's planning area (sphere of influence). The majority of land uses within the Lake San Marcos Neighborhood consist of residential uses such as low and very low-density single-family homes, especially in the southern portion of Lake San Marcos. Commercial and office professional uses are also located adjacent to Lake San Marcos, in the center of the Lake San Marcos Neighborhood. San Marcos High School is located on the south side of West San Marcos Boulevard.

Questhaven/La Costa Meadows Neighborhood

The Questhaven/La Costa Meadows neighborhood is located in the southernmost portion of the City. This neighborhood is home to two large adopted specific plans, San Elijo Hills and Old Creek Ranch (previously known as University Commons), which are still developing. Notable within this neighborhood is the Cerro de Las Posas Double Peak ridgeline featuring Double Peak Park, which has unobstructed 360-degree views of much of North San Diego County and beyond, including the Pacific Ocean. The former 200-acre San Marcos Landfill, now closed, is also located within the southern portion of this neighborhood. This 200-acre area has been revegetated with native coastal sage scrub and chaparral habitat and is designated as open space.

Richland Neighborhood

The Richland neighborhood was one of the first communities in San Marcos to be developed and is located at the northeastern boundary of the City. The Richland neighborhood is primarily characterized by single-family residential developments except for the areas located along East Mission Road and along State Route 78. This area contains neighborhood and regional serving commercial uses, such as the Nordahl Marketplace, and light industrial uses between East Mission Road and State Route 78. The Richland neighborhood contains Knob Hill Elementary School, Woodland Park Middle School and Mission Hills High School. The 30-acre Hollandia Park, approximately 2-acre Knob Hill Park, 8-acre Montiel Park and 11-acre Woodland Park are also located within this neighborhood.

Richmar Neighborhood

The Richmar neighborhood is the smallest of the eight neighborhoods in San Marcos. Land uses within the neighborhood consist of residential, commercial, and light industrial uses. San Marcos Elementary School is located adjacent and north of West San Marcos Boulevard. Residential uses range from low-density single-family homes to higher density multi-family apartments. The Richmar neighborhood also contains a variety of commercial, industrial, and light industrial uses. Over the last several years, there has been substantial redevelopment, including the addition of affordable housing and infill commercial development that has begun to revitalize formerly blighted areas. San Marcos City Hall and Community Center are located within the Richmar Neighborhood, north of State Route 78 and east of Twin Oaks Valley Road. In addition, the Civic Center Transit Station served by the SPRINTER is located within the neighborhood adjacent to City Hall and the Community Center.

Twin Oaks Valley Neighborhood

More than half of the Twin Oaks Valley neighborhood is located outside of the municipal boundary of San Marcos but within the City's sphere of influence. The Twin Oaks Valley neighborhood is characterized by a unique rural aesthetic with agricultural and equestrian uses and estate homes on large lots. Agricultural uses consist mainly of greenhouses that grow flowers and vegetables. Grape production also occurs in Twin Oaks Valley. The northern half of the neighborhood consists of either agricultural uses and/or hillside



residential single-family homes on large lots. The southern half of the Twin Oaks Valley Neighborhood consists of clustered single-family homes around the Twin Oaks Valley golf course as part of the Twin Oaks Ranch Specific Plan. San Marcos is also dedicated to the retention and expansion of the northern portion of San Marcos Creek as a riparian corridor in this neighborhood.



CHAPTER FOUR: Park standards, dedication, and classifications

Park Standards, dedication, and in-lieu fees

Establishing standards for parkland dedication is necessary to furnish the city both with a figure for long-range planning and negotiation and also a yardstick by which progress towards the parks goal at build out can be measured. Specifically, standards can assist with principles that require public facilities be in place prior to or concurrent with development.

As a condition of approval of any development, the City should require applicants to dedicate land, pay fees in lieu thereof, or a combination of both for park purposes to serve future residents of those developments. When dedicating land for parks, the land should only be counted if it is for “Active Recreational Use” by the public.

“Active Recreational Uses” means recreation facilities occurring on level or gently sloping land (maximum 10%) restricted for park and recreation purposes in a planned development which are designed to provide individual or group activities of an active nature common to local parks in San Marcos, including, but not limited to, open lawn, sports fields, court games, swimming pools, children's play areas, picnic areas, recreation buildings, dance slabs, and recreational community gardening. Active Recreational Uses do not include natural open space, nature study areas, open space for buffer areas, steep slopes, golf courses, riding and hiking trails, scenic overlooks, water courses, drainage areas, water bodies (lakes, ponds, reservoirs), boating areas, parking areas, and archaeology areas.

Park standards may be modified for planned urban areas such as the San Marcos Creek District Specific Plan Area and the University District Specific Plan Area. The purpose is to accommodate a variety of recreation and community activity types at a scale more appropriate to the context of denser, urban environments in the city’s downtown. The form and function of these park areas should be guided by the goals and policies of the applicable specific plan.

Park classifications

The following park classifications are used to define levels of service and to determine park land needs. These categories were developed based on observation of existing parks and the types of uses that could be commonly found within them. It should be noted that there can be exceptions to each description that follows, however these exceptions will be few. The temptation to place facilities and programs where convenient, or politically encouraged, should be resisted in order to maintain integrity of the park system.

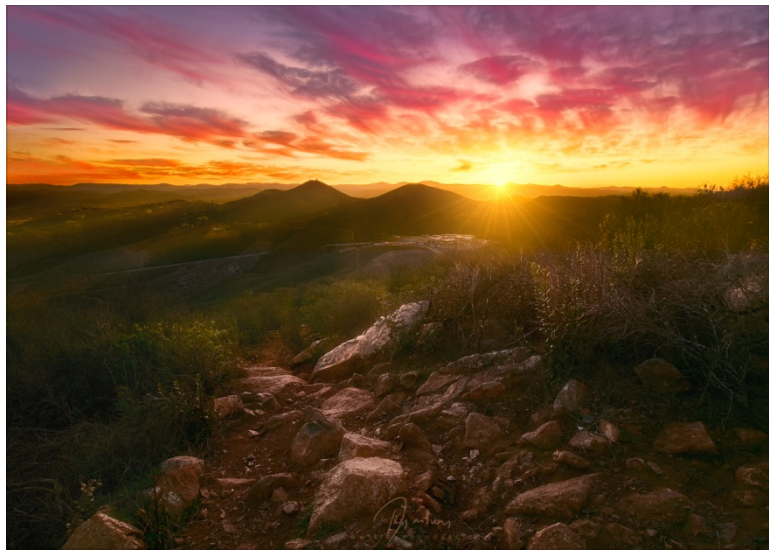


Regional parks

The regional parks offer county residents the opportunity to participate in a variety of park experiences capable of entertaining the entire family for extended time periods. It may provide a natural setting or sense of remoteness from the common urban fabric or enrich participants about our cultural heritage. Because regional parks are designed for both active and passive recreation, and are centered on unique terrain, extensive natural areas, scenic views, a lake, river, or cultural features, they typically attract a large number of persons from throughout the county. These parks serve a broader purpose than community parks and are used when community and neighborhood parks are not adequate to serve the needs of the community. The focus is on meeting community-based recreation needs, as well as preserving unique landscapes and open spaces.

SIZE: Regional Parks are a minimum of 50 acres with 75 or more acres being optimal.

SERVICE AREA: The normal drive time is 1 hour or less. Depending on the amenities offered, Regional Parks could draw from San Diego County and Orange County at minimum.



CHARACTER: A variety of terrain, scenic views, cultural amenities and extensive natural areas are important features as well as both passive and active recreational opportunities.

LOCATION: Areas of significant natural characteristics that are easily accessible to surrounding communities.

TYPICAL FACILITIES: Regional Parks may have recreation centers, nature centers, aquatic facilities, golf courses, play grounds, athletic fields/courts, trails, shelters, and

open space. Regional parks may also have unique features such as designated nature preserves, a conservatory, velodrome, horse trails, or a soap box derby hill.

PROGRAM OPPORTUNITIES: Regional Parks may include resources that allow for a variety of recreation programming. Passive self-directed programming such as walking, nature study, picnicking, and fishing may be augmented by active programs including athletics, music and theater programs, and special events. Regional Parks may have unique natural resources that influence the makeup and mix of programs offered at the site.

Regional Parks also contain aquatic centers and/or Family Centers that provide drop-in and organized programming for youth, families, adults and seniors. Core program services for Regional Parks include sports and fitness, art and culture, self-enrichment, environmental education, therapeutic and inclusion, and senior programs.

Regional Parks are larger in size and are often the parks of choice for large events that require adequate parking, open space, facilities, and traffic flow. Typical special events may include musical concerts, outdoor



movies or theater programs, cultural events, sporting events or gatherings for families, corporations or neighborhoods.

Community Parks

Community Parks fall between Regional and Neighborhood Parks in size and scope of services. Their focus is on meeting the recreation needs of several neighborhoods or large sections of the community, as well as preserving unique landscapes and open spaces. They allow for group activities and offer other recreation opportunities not feasible, nor perhaps desirable, at the neighborhood level. As with neighborhood parks, they should be developed for both active and passive recreation activities.

SIZE: In addition to minimum size of 10 to 100 acres, a park may be classified as a community park, solely on the amenities and programs offered to a particular neighborhood.

LOCATION CRITERIA: A community park should serve two or more neighborhoods. Although its service area should be 0.5 to 3.0 miles in radius, the quality of the natural resource base should play a significant role in its site selection. The site should be serviced by arterial and collector streets and easily accessible from throughout its service area by way of interconnecting trails.

SITE SELECTION GUIDELINES: The site's natural character should play a very significant role in its site selection, with an emphasis on sites that preserve unique landscapes within the community and/or provide recreation opportunities not otherwise available. Ease of access from throughout the service area, geographically centered, and relationship to other park areas are also key concerns in site selection.



The site should exhibit physical characteristics appropriate for both active and passive recreation use. It should have suitable soils, positive drainage, varying topography, and a variety of vegetation. Where feasible, it should be adjacent to natural resource areas and greenways. These linkages tend to expand the recreation opportunities within the community and enhance one's perception of surrounding open space.

Depending upon their individual character and use, lakes, ponds, and rivers may be associated with either community parks or natural resource areas. Community Park and Natural Resource Area classifications differ in that the former is generally more developed for passive recreation use than the latter.

DEVELOPMENT PARAMETERS: Neighborhood and community input through the public meeting process should be the primary determinant of developing programs for the park. Community parks are typically developed for both active and passive uses. Although active recreation, facilities are intended to be used in an informal and unstructured manner, reserved and programmed use is compatible and acceptable.



However, community parks are not intended to be used extensively for programmed adult athletic use and tournaments.

A menu of potential active recreation facilities includes large play structures and/or creative play attractions, game courts, informal ball fields for youth play, tennis courts, volleyball courts, horseshoe areas, ice skating areas, swimming pools, swimming beaches, and disc golf areas. Passive activity facilities include extensive internal trails (that connect to the community trail system), individual and group picnic/sitting areas, general open space and unique landscapes/features, nature study areas, and display gardens. Facilities for cultural activities, such as plays and concerts in the park, are also appropriate. The distribution of land area between active and passive recreation, reserve, display, conservation, and cultural areas is determined on a site by site basis.

PROGRAM OPPORTUNITIES: Community Parks offer open space and developed recreation areas to accommodate both passive and active recreation programs.

Community Parks are capable of providing services to several neighborhoods and often offer programs in all of the core program areas of sports and fitness, art and culture, aquatics, environmental education, self-enrichment, therapeutic and inclusion programs and senior services. Community Parks offer at least one major indoor recreation facility such as a Family Center, Ice Rink or Nature Center. Many also include a pool or aquatic center.

Community Parks may occasionally be used for large special events drawing park users from a larger service area for an isolated event.

Neighborhood Parks

Neighborhood parks remain the basic unit of the park system and serve as the recreation and social focus of the neighborhood. They should be developed for both active and passive recreation activities geared specifically for those living in the service area. Accommodating a wide variety of age and user groups, including children, adults, senior citizens, and special populations, is important. Creating a sense of place by bringing together the unique character of the site with that of the neighborhood is vital to successful design. The neighborhood park is designed to provide the types of recreation one would expect to be able to walk to rather than be required to drive to gain access. Neighborhood Parks offer small areas of open space and a sampling of park resources to service individual neighborhoods.

SIZE CRITERIA: Demographic profiles and population density within the park's service area are determinants of a neighborhood park's size. Generally, 5 acres is accepted as the minimum size necessary to provide space for a variety of recreation activities. 7 to 10 acres is considered optimal.

SERVICE AREA: A neighborhood park is limited by geographical or social limits (maximum 15-20 minutes walking distance). The park primarily serves the local neighborhoods located within a radius of 1/4 to 1/2 mile of the park, without physical or social barriers to the boundaries.

CHARACTER: Able to support intensive use. Ideally level and open with some shady areas.



LOCATION CRITERIA: A neighborhood park should be centrally located within its service area, which encompasses a 1/4 to 1/2 mile distance uninterrupted by arterial roads and other physical barriers. It should be located away from railroads, main streets and other hazardous barriers. The distances might vary depending on development diversity. The site should be accessible from throughout its service area by way of interconnecting trails, sidewalks, or low-volume residential streets. Ease of access and walking distance are critical factors in locating a neighborhood park.



SITE SELECTION GUIDELINES: Ease of access from the surrounding neighborhood, central location, and linkage to greenways are the key concerns when selecting a site. The site should exhibit the physical characteristics appropriate for both active and passive recreation uses. Since one of the primary reasons people go to a park is to experience a pleasant outdoor environment, the site should exhibit some innate aesthetic qualities. “Left-over” parcels of land that are undesirable for development are generally undesirable for neighborhood parks as well and should be avoided. Additionally, it is more cost effective to select a site with inherent aesthetic qualities, rather than try to create them through extensive site development. Given the importance of location, neighborhood parks should be selected before a subdivision is platted and acquired as part of the development process. Ideally, it should be connected to other park system components such as natural resource areas, lakes, ponds, and greenways.

DEVELOPMENT PARAMETERS/RECREATION ACTIVITY: Since each neighborhood in a community is unique, neighborhood input should be used to determine the development program for the park. The guidelines presented here should be used as a framework to guide program development and ensure consistency with other park system components.

Development of a neighborhood park should seek to achieve a balance between active and passive park uses. Active recreation facilities are intended to be used in an informal and unstructured manner. With the exception of limited use by youth teams, neighborhood parks are not intended to be used for programmed activities that result in overuse, noise, parking problems, and congestion.

A menu of potential active recreation facilities includes play structures, court games, “informal” (i.e. non-programmed) play field or open space, tennis courts, volleyball courts, shuffleboard courts, horse-shoe area, ice skating area and spray area. Facilities for passive activities include internal trails (that could connect to the greenway system), picnic/sitting areas, general open space, and “people watching” areas. As a general rule, active recreation facilities should consume roughly 50% of the park’s acreage. The remaining 50% should be used for passive activities, reserve, ornamentation, and conservation as appropriate. Developing an appealing park atmosphere should be considered an important site element.



The site should accommodate 7 to 10 off street parking spaces, for use by those who choose or need to drive to the park.

PROGRAM OFFERINGS: Neighborhood parks are smaller in size than Community Parks and contain no indoor facilities or programming staff. The parks may have two to three developed areas for sports activities, picnicking, fitness trails and playgrounds. These parks serve as centers for self-directed recreation programs and some structured programming usually organized by local neighborhood organizations, churches or other partners in the neighborhood.

Neighborhood Parks are limited in the amount of parking, and available open space and are accessed by smaller neighborhood streets. Most use is walk-in users from the local neighborhood. Neighborhood Parks are not designed to accommodate special events that draw participation from beyond the local neighborhood.

Mini (Urban) Parks

The mini park is designed to offer green space in those urban locations where yards are limited or in areas not served by any other park. They are established when larger acreage is unavailable, particularly in densely populated, developed areas. The cost of development and maintenance of mini parks is very high relative to the number of people served.

As part of the community partnership commitment they bring development and maintenance endowment dollars as well as sweat-equity to the project. Land most frequently used for such a facility has been vacant lots scattered throughout the inner city, although newer suburban subdivisions are setting land aside land for mini parks. Such parks are usually designed for the use by a specific age group (i.e., preschool children, teens or senior citizens) living within the immediate neighborhood. They also address limited or isolated recreation needs. They may be located where dense residential populations limit the availability of open space. Recreation resources include both active and passive use.

SIZE: Mini parks are between 2500 square feet and one acre in size. However, park areas less than 5 acres would technically be considered a mini-park. Anything larger would be considered a neighborhood park.

SERVICE AREA: Several city blocks or less than 1/4 mile in a residential setting.

CHARACTER: The character may be one of intensive use or aesthetic enjoyment. Low maintenance of these facilities is essential. Area residents should be encouraged to assist in policing and the day-to-day maintenance of this type of park. The primary function of such a park is to provide passive recreation space to those areas of the county where population densities limit the available open space.





LOCATION CRITERIA: Location is determined by the needs of the neighborhood, partnership opportunities and the availability and accessibility of land.

Although demographics and population density play a role in location, the justification for a mini park lies more in servicing a specific recreation need or taking advantage of a unique opportunity. Given the potential variety of mini park activities and locations, services will vary. In a residential setting, however, the service area is usually less than 1/4 mile in radius. Accessibility by way of interconnecting trails, sidewalks, or low-volume residential streets increases use opportunities and therefore is an important consideration

SITE SELECTION GUIDELINES: Servicing a specific recreation need, ease of access from the surrounding area, and linkage to the community pathway system are key concerns when selecting a site. The site should exhibit the physical characteristics appropriate for its intended uses. It should have well-drained and suitable soils. Usually these sites are fairly level. Vegetation (natural and planted) can be used to enhance its aesthetic qualities rather than impede development. Ideally, it will have adjacency to other park system components, most notably greenways, and the trail system.



DEVELOPMENT PARAMETERS/RECREATION

ACTIVITY: Customer input through the public meeting process needs to be the primary determinant of the development program for this type of park. Although these parks often included elements similar to that of a neighborhood park, there are no specific criteria to guide the development of facilities. Given their size, they are typically not intended to be used for programmed activities.

Parking is typically not required. Site lighting is typically used for security and safety.

PROGRAM OFFERINGS: Mini Parks are not designed to accommodate more than very limited recreation use. They are typically able to provide recreation use for one user group such as a playground for pre-school, benches for walkers, landscape and trails for enjoyment of the natural environment or display of artwork for the local neighborhood.

Special Use Facilities

Special use areas are those spaces and facilities that don't fall within a typical park classification. A major difference between a special use area and other parks is that they usually serve a single purpose whereas typical parks are designed to offer multiple recreation opportunities. Special uses generally fall into three categories:



Historic/Cultural/Social sites—unique local resources offering historical, educational, and cultural opportunities. Examples include historic downtown areas, performing arts parks, arboretums, display gardens, performing arts facilities, indoor theaters, churches, public buildings, and amphitheaters.

Recreation Facilities—specialized or single purpose facilities. Examples include community centers, senior centers, community theaters, hockey arenas, marinas, golf courses and aquatic parks. Frequently community buildings are located in neighborhood and community parks.

Outdoor Recreation Facilities—Examples include tennis centers, softball complexes, sports stadiums, skateboard parks, and bark parks.

SIZE: Depends upon facilities and activities included. Their diverse character makes it impossible to apply acreage standards.

SERVICE AREA: Depends upon facilities and activities included. Typically serves special user groups while a few serve the entire population.

CHARACTER: Depends upon facilities and activities included.

LOCATION CRITERIA: Recreation need, community interests, the type of facility, and land availability are the primary factors influencing location. Special use facilities are considered as strategically located community-wide facilities rather than as serving a well-defined neighborhood or areas. Accessibility is an important consideration from arterial and collector streets, where feasible. It should also be accessible from the light traffic system as well. The location varies from urban setting to remote areas depending upon user and facility requirements.

SITE SELECTION GUIDELINES: Where feasible, a geographically central site is optimal. Given the variety of potential special uses, no specific standards are defined for site selection. As with all park types, the site should exhibit the physical characteristics appropriate for its use.

DEVELOPMENT PARAMETERS/RECREATION ACTIVITIES: Since each special use facility is unique, community input through surveys and focus group meetings needs to be the primary determinant of its development program.

PROGRAM OFFERINGS: Special use facilities are designed and developed for a specific identified recreation activity and may draw users from throughout the county to access a particular facility. Examples of special use facilities include the Velodrome, BMX and Skate Park, the Rowing Course at Eagle Creek and Soap Box Derby Hill. While priority for programming is given to the use for which the facility was built, many of these facilities are expanding programming in unique ways to maximize the use of the facility by a variety of user groups.



Historical, Monuments, and Memorials

These parks serve a unique role in the city by preserving the monuments and memorials, providing programmed historic interpretation, attracting tourists and offering passive recreation opportunities such as trails.



SIZE: The size of this area is dependent on an appropriate scale of land acreage to communicate the memorial experience.

SERVICE AREA: The service area varies, according to the subject matter of the historical, monument, memorial or state park.

CHARACTER: The character of the historical, monument, memorial or state park area also varies depending on the feature and design. Active, or structured recreation activities would probably be inappropriate for most memorial areas, considering they are built responses to a loss of something that was dear to someone or some group.

LOCATION: The location also varies depending on the historical, monument, memorial or state park subject matter, and the instructions or requests of a memorial partner.

TYPICAL FACILITIES: Typical facilities vary per location.

Recreation Centers

Recreation centers are intended to provide indoor leisure facilities and programs at a reasonable cost. Recreation centers also serve as meeting facilities for local social gatherings and other public events. Recreation centers are designed to be a hub of recreation activity.

SIZE: Depends on nature of facility and service area.

CHARACTER: Ideally provides for intensive use, offering leisure facilities and programs to all age groups. Organized activities must be tailored to the needs of the service area and supervised by professionally trained personnel.

LOCATION: Regional or Community Parks.

TYPICAL FACILITIES:

- Gym with showers and lockers



- Quiet meeting rooms and classrooms
- Swimming pool
- Kitchenette facilities
- Exercise room
- Game room
- Library or distance learning facilities

PROGRAM OFFERINGS: Recreation centers often consist of gyms, fitness and weight rooms, class rooms, computer labs, game rooms, libraries, and multi-use areas that can provide a wide diversity of program opportunities for a large volume of users. Some recreation centers may also offer indoor or outdoor aquatic facilities. Recreation centers have professional recreation management and programming staff that provide direct programming. Partnering with other agencies, neighborhood groups, faith-based organizations, and schools are beneficial to maximize program services available to the public.

Aquatic Centers

Americans love to swim and the residents of California are no exception. A variety of surveys and studies conducted throughout the nation have confirmed the importance of swimming as a leisure activity. The trend today is to develop family aquatic centers that offer families, adults, children, and the physically challenged the opportunity to become active participants at our swimming facilities.

SIZE: Depends on nature of facility and service area.

CHARACTER: It is best to provide a variety of water-related recreation opportunities. Sun angles, site visibility, turf and landscape areas; large deck surfaces, adequate parking, and connections to other park and school facilities are important considerations.

LOCATION: Depends on nature of facility and service area. Typically found in regional and community parks. Easy accessibility is important, yet visually buffered from residential areas.

TYPICAL FACILITIES: Depends on nature of facility, zero depth pool, water playground, water slide, open and lap swimming lanes, a lazy river, sunny and shady areas, and concession stand.



SERVICE AREA: Depends on nature of facility and service area. A service area with a minimum population of 25,000 has been used as a standard for traditional type pools. A family aquatic center may serve a population of 40,000 to 50,000. The recommended level of service standard is 1 site per 40,000 population.



CHAPTER FIVE: Inventory and existing infrastructure and programs

Existing park and recreation facilities

City of San Marcos Park Inventory

<u>Community Parks</u>	Bradley Park	Woodland Park	Walnut Grove Park	Discovery/Lakeview Park	Double Peak Park
Community Buildings		2	2		
Soccer Fields (lighted)	1				
Soccer Fields (no lights)	1		7		
Ballfields (lighted)	5				
Ballfields (no lights)	1				
Bleachers	10				
Public Pools		1			
Splash Pad				1	
Basketball Courts					
Tennis Courts		9 (SMUSD)			
Kiosk		1	1	2	1
Picnic Tables	11	13	25	2	10
BBQ Grills	2	13	5		
Picnic Shelters	3	10	9	1	1
Benches	2	11	7		1
Turf Play	1	1	2		
Tot Lot	2	1	2	1	1
Restrooms	3	1	2	1	1
On-site Caretaker	1	1	2	1	1
Trail Connections			yes	yes	yes
Equestrian Facilities			1		
Horseshoe Courts	3				
Community Garden		1			
Gazebo	1				1



Amphitheater					1
Dog Park					

Neighborhood Parks	Buelow Park	Connors Park	Hollandia Park	Knob Hill Park	Jacks Pond	Cerro de Las Posas	Mission Sports	Montiel Park	Mulberry Park	Richmar Park	San Elijo Park	Simmons Family	Sunset Park
Community Buildings					1						1		
Soccer Fields (lighted)		1	1			1					1		1
Soccer Fields (no lights)						1							1
Ballfields (lighted)			2				8				2		
Ballfields (no lights)						1							
Public Pools						1							
Splash Pad	1					1			1		1		1
Basketball Court		2										1	
Tennis Courts		2				2							
Kiosk					1		1	1			1		1
Picnic Tables	9	20	15	2	11	3	16	5	6	7	33	5	15
BBQ			6								17	5	5
Picnic Shelter	3	1	4	2	4	3	5				4		4
Benches	8	14	22	5		2	2	3	6	4	23	7	10
(Rnd) Benches											27		
Turf Play			3	1				1	1	1		1	
Disc golf								1					1
Tot Lot	1	1	1	3	1		1		2	1	3	1	2
Restrooms	1	1	3	1T	1	1	2	1T	1	1	3	1	2
On-site Caretaker			1		1	1	1				1		1
Trail Connections	yes		yes		yes	yes			yes		yes	yes	
Equestrian Facilities													
Horseshoe Courts			3								2		
Community Garden													
Half Basketball Court	2	1				1		1					2
Multi-purpose Field			1										
Skate Park		1	1										
Gazebo			4							1	1		1
Amphitheatre	1		1										
Nature Center					1								
Dual Batting Cages							2						
Concession Stand							2				1		
Sand Volleyball													



Corral					1												
Dog Park			1							1			1				

<u>Mini Parks</u>	Alder Glen Park	Amigo Park	Bougher Park	Children's Park	Civic Center Park	Creek View Park	Discovery Meadows	Foothill Park	The Laurels Park	Optimist Park	Pebblestone Park	Quail Valley Park	Questhaven Park	Regency Hills Park	Ridgeline Trailhead	Santa Fe Hills Park	Summer Hill Park	Valley View Park
Basketball Courts					1												2	
Picnic Tables	2	3		1	4	6		3	4	1	2	4	6	2	6	3	2	3
Benches		3	4	2	1	2	4	6	2		4	3				6	6	2
BBQ											2		4					
Turf Play Area			1					1		1			1	1				
Horseshoe pit											2							
Sand Volleyball					1						1							
Tot Lots	1	1		1	1	1	1	1	1		1	1	1	1		1	2	1
Swing Set														1				
Permanent Restrooms	1														1			
Trail Connections	yes				yes			yes				yes	yes		yes	yes	yes	



Facilities	Community Center	Corky Smith	Fulton Tennis	Heritage Park	Jacks Pond	Las Posas Pool	San Elijo Rec. Center	Senior Center	Walnut Grove	Wood House	Woodland Modular	Woodland Pool
Buildings	1	1		2	2		1	1	2	1	1	3
Soccer Fields (lights)												
Soccer Fields (no lights)												
Ball fields (lights)												
Ball fields (no lights)												
Public Pools						1						1
Basketball Courts	1	3										
Tennis Courts			9									
Picnic Tables Benches			2		4	2	2	5				4
Picnic Shelter	1				1	2	1					
Turf Play								1				
Tot Lot	2		1					1			1	
Permanent Restrooms		1				1	1		2			1
On-site Caretaker						1	1					1
Trail	Yes						Yes					
Equestrian												
Horseshoe Courts												
Community Garden		1	1									

Community parks

Bradley Park

Bradley Park is the city's oldest park comprising a total of 34 acres located at the intersection of Rancho Santa Fe Road and Linda Vista Drive. It is a sports-oriented facility with 26 acres already developed, leaving a final ten acres for future planning, design and construction. The site contains two flat areas divided by a short, steep slope. The "Upper Mesa" contains the area currently under construction for new active recreation facilities and yet to be planned acreages, while the already developed acreage is on the "Lower Mesa." The existing emphasis of the park is active sports facilities. This park is the primary site for active sports in the city. This park includes, tot lots, picnic areas, artificial turf areas and an indoor soccer arena (by permit only). The Bradley Park Master Plan was adopted by the City Council in 2013.



Double Peak Park

Double Peak Park is located at 910 Double Peak Drive and is comprised of 10 acres. Due to the elevation and location of Double Peak Park there is panoramic view of the entire city of San Marcos. The many features located within this park make it an ideal location for recreating.

Lakeview Park

Lakeview Park is located at the corner of Foxhall and Poppy Road. Lake View Park (at

Discovery Lake) is 23-acres of open space and a 5-acre lake. This park has a trail around the lake.

Walnut Grove Park

This 39-acre park on the far north side of the City has been a local landmark for over 40 years. Renovated in 1993, the Williams Barn is reservable and can accommodate 270 people. It is located at Olive and Sycamore Avenues off of Twin Oaks Valley Road. There are two large horse arenas located on the south end of the park. In 2003, a Conditional Use Permit was granted for the expansion of the existing 20 acres of Walnut Grove Park. The expansion in 2006 included an additional 19 acres of parkland southeast of the intersection of Deer Springs Road and Sycamore Drive. The site includes thirteen acres of turf suitable for community special events and 6 soccer fields. This green space wraps around a remodeled facility that hosts new restrooms, a meeting room, storage, a snack bar and an on-site caretaker residence. Heritage Park, which houses a welcome center, two historic houses and a native plant garden is also located in Walnut Grove Park. It is managed by the San Marcos Historical Society.

Woodland Park

This 11-acre park is located at the intersection of Woodland Parkway and Rock Springs Road. The main focus of the park is the Woodland Park Aquatic Center, a complex with three outdoor heated pools: a 25-meter racing pool, a 30- by 40-foot diving pool, and an 18-foot diameter wading pool. Support facilities include locker rooms, a snack bar, and a spectator seating area.

The park also features the Woodland Park Recreation Center, the historic Wood House, a community garden and tennis courts. The site is adjacent to Woodland Park School.

Neighborhood parks

Buelow Park



Buelow is a 2-acre park located at 300 Autumn Drive. It is known for its group party and picnic areas, and adjacent trail connections.

Cerro De Las Posas Park

This 12 acre neighborhood park is at the intersection of Borden Road and Las Posas Road. Cerro De Las Posas Park was dedicated to the city as part of the developer agreement for the neighborhood and is linked to the wider recreation system by pedestrian, bicycle, and equestrian trails. This park has a 25-yard lap pool with lockers, hot showers, and a shallow children's water play area. This park also has lighted tennis courts.



Connors Park

Connors Park is a 4.7-acre park located at 302 West San Marcos Blvd. The park's name serves as recognition of Mrs. Connors' dedication to teaching, love of students, service at the neighboring San Marcos Elementary School and her rich history of giving back to the community. This park features a lighted multi-use synthetic turf field, lighted tennis/basketball courts, shaded picnic areas, tot lots, restrooms and a concession stand.

Hollandia Park

This 30-acre park is located at 12 Mission Hills Court. This multi-purpose park has two lighted softball fields, a lighted multipurpose field, an off-leash dog park, a lighted skate park, an adventure playground with a climbing wall, a picnic area, horseshoe pits, an amphitheater and multi-use trail connections.

Jack's Pond Park



Jacks Pond Park is located around the original "Jacks Pond" at 986 La Moree Road. This 23-acre site includes a flat area south of the pond. This park serves both passive recreational uses and trail staging areas. Multi use trails lead from the park towards South Lake and Double Peak Regional Parks and also north towards the trails system onto Twin Oaks Valley and into Escondido. Jacks Pond Park also has a nature center.

Knob Hill Neighborhood Park

This site, of approximately three acres, was built as part of the development



agreement for a nearby apartment complex. Located adjacent to Knob Hill School, the site includes mostly passive facilities.

Mission Sports Park

Mission Sports Park is located at 931 Bailey Court, opposite San Marcos Middle School. This 14-acre site is focused on active sport facilities. Mission Sports Park is home to San Marcos Youth Baseball League and has batting and pitching cages, a concession stand, enclosed play equipment and eight baseball fields ranging from t-ball to Bronco sized fields.

Montiel Park

Montiel Park is an 10-acre park located at 2290 Montiel Road. Montiel Park is well known for its nine-hole disc golf course and off leash dog park.

Mulberry Park

Mulberry Park is located at 751 Mulberry Drive. This four-acre park features both active and passive areas. Mulberry Park has a water play area, a tot lot and an open play grass area.

San Elijo Park

San Elijo Park is located at 1105 Elfin Forest Road. This 18-acre park is linked to the wider recreation network via a multi use trail. The site is active sport-focused because it has approximately eight acres of reasonably level ground.



Simmons Family Park

Simmons Family Park is a 6-acre neighborhood park located at 2180 Rocky Point Way. This site falls close to an open space corridor as indicated in the San Marcos General Plan and is linked by a trail towards the city center and westward beyond the city boundaries. The steep slopes in the area are not suitable for the development of active sports facilities. This beautiful park offers scenic views.

Sunset Park

Sunset Park is located at 909 Puesta del Sol off Linda Vista Drive. The west entrance is access from La Mirada Drive. This 18-acre park has both active sports fields and passive park areas.

Mini-parks

Alder Glenn Park ¼ acre
Shelly Drive

Amigo Park ½ acre



Camino Magnifico & Avenida Arana

Bougher Park 3/4 acres
Woodland Pkwy & Borden Road
This park is home to the City's Veteran's Wall.

Children's Park 1/2 acre
Via Vera Cruz

Civic Center Park 1 acre
Civic Center Drive

Creek View Park 1/2 acre
Corte Encanto

Discovery Meadows Park 1/4 acre
Sonoma

Foothills Park 1/2 acre
Via Barquero

The Laurels Park 1/2 acre
Hawthorne Court

Optimist Park 3/4 Acres
Richland & Borden

Pebblestone Park 3/4 acres
Glendale Avenue

Quail Valley Park 3/4 acres
Avenida Leon

Regency Hills Park 1/4 acres
Calle Capistrano

Sage Pointe Park
Pico Avenue & Autumn Drive

Santa Fe Hills Park 1/2 acres
Via Barquero

Summer Hill Park 1 acre
Borden Road & Bel Esprit

Valley View Park 3/4 acres
Corte Loren



Trails and open space connections

The trail system throughout San Marcos provides recreational opportunities and also serves as an alternative means of circulation. It connects residential neighborhoods, parks, schools, colleges, stores, restaurants, movie theaters, and other destinations within the City. The system is also designed to connect with the wider regional trails system as planned by adjacent cities such as Carlsbad, Vista, Escondido, Encinitas, and the County of San Diego.

Within the trail system, there are two types of trail corridors: urban trail corridors and multi-use trail corridors. Urban trails, which provide alternative circulation for pedestrians and bicyclists, are located along side roads. These trails go through the developed sections of the City's core and provide access to commercial, retail, cultural, and social activities.

Multi-use trail corridors are designed to provide access to less developed areas within the City. They allow hikers, mountain bikers, and equestrian-enthusiasts to access the City's rural areas and scenic areas. These trails are located throughout the City, totaling approximately 72 miles. While they could serve as a path of travel to get from one place to another, they are primarily designed to provide for enjoyment and leisure time activity.

Open space

Open space areas and preserves within San Marcos protect the area's natural beauty and contribute to a regional system of hiking, biking, and equestrian trails. In addition, the open space areas within the



community preserve habitat for a variety of plants and animals. The City contains 2,499 acres of dedicated open space, which is approximately 12 percent of the City's acreage.

Recreation facilities

In addition to parks, the City of San Marcos maintains 14 recreational facilities including:

- Community Center: 30,000 sq. ft. of indoor exercise and group activities, main hall, meeting rooms, one half basketball court, picnic shelter, tot lot, and trail connections
- San Marcos Senior Activity Center: 297 person capacity community meeting rooms for older adult activities, picnic area, and some recreational amenities such as pool tables
- F. H. Corky Smith Gym: 27,000 sq. ft. gymnasium and community room for indoor exercise and group activities, and three basketball courts
- Fulton tennis court facility, tot lot, and a community garden



- San Elijo Recreation Center: Picnic tables and trail connections
- Las Posas Pool: Public pool and picnic shelter
- Las Posas Park Tennis Courts
- Woodland Pool: Public pool, picnic tables, and picnic shelter
- Wood House: Historic house and grounds for events
- Woodland Modular: youth programs
- Jack's Pond Barn: Nature Center and youth programs
- Heritage Park: Historical houses and museum
- Williams Barn: Large group meeting hall
- Walnut Grove Park Sports Barn: Small group meeting hall

Other Facilities

Existing Private Recreation Facilities

There are a variety of private recreational facilities and opportunities that augment the public provision. Operators of such facilities include approximately eight homeowner associations that support small private parks/open space and facilities and approximately 17 mobile home parks and several condominium complexes with facilities such as recreation rooms and private swimming pools. Commercial recreation operators of various health clubs and gymnasiums which provide racquetball, gymnastic, indoor soccer, jazzercise, weight facilities and various classes. Other private recreation/leisure facilities exist at the Deer Springs Equestrian Center, Lake San Marcos, Twin Oaks Ranch and the Golden Door Resort. There are two golf courses in the Lake San Marcos area, both privately owned. The larger country club golf course is available to members and guests only. A smaller executive course is available for public use. An 18-hole golf course is located in Twin Oaks Valley.

School Sites

The City's Joint Use Agreement between San Marcos Unified School District (SMUSD) and the Community Services Department allows for shared use of SMUSD recreation facilities, two lighted baseball fields with shared outfields for a Multi-Purpose (MP) field and one lighted MP soccer field located at San Marcos Middle School in the College Area Neighborhood. The agreement also includes the use of one football and soccer field (no lights) at San Elijo Middle School and two baseballs and one soccer field (no lights) at Woodland Park Middle School.

Sports fields at Richland, San Marcos, Alvin Dunn, Woodland, Knob Hill, Twin Oaks, Paloma, Jolie Ann, San Elijo, Carrillo and Discovery Elementary Schools and Double Peak K-8 School are available after school. These are used primarily by youth soccer and baseball groups. There is also after school access at the San Marcos Middle School and Woodland Park Middle School gyms for basketball practice. There is limited public access available for the tennis courts, baseball diamonds, soccer fields, and running track at Palomar College.

There continues to be a possibility of joint use for some of these facilities in the future but the City should not rely on such agreements as the basis of its recreation provision. At present, many school outdoor sites are used by unofficial recreational groups and multipurpose rooms are used by community groups through use permits granted by SMUSD.

Existing Programs



San Marcos Parks and Recreation Department provides a multitude of recreational programs, classes, and special events to serve the interests and needs of local residents and visitors.

Programs are uniquely designed to engage residents in varied experiences ranging from sports to cultural classes, and the majority of these programs are fee-based, requiring market-based participant fees to support the costs of the programs. Community special events are usually free and often appeal to both residents and visitors alike. The diversity of programming and events is reflective of community interests and requests, and they are widely acclaimed by the public as being high quality appropriate to the City's character and resident expectations.



In addition, the San Marcos Parks and Recreation Department works closely with local sports associations and user groups that utilize the City's parks and recreation facilities. Program and event participation ebbs and flows with other community happenings, public interest, and economic changes. Generally, the number of participants has grown significantly over the past ten years. These programs and events served 238,467 participants in FY 2014. This is an 88 percent increase over FY 2004 when the number of participants served was 126,977.

Preschool-Aged Programming

The Parks and Recreation Department provides a recreational enrichment program for children ages three to five years. The Raggedy Ann & Andy (RAA) Preschoolers Program focuses on socialization skills with an introduction to academic concepts. Five sessions are offered throughout the year: Summer, Fall 1, Fall 2, Winter and Spring. Children learn social skills while participating in arts and crafts, music and movement, storytelling and outdoor play and learning fun. Classes are offered in 5 classrooms at 3 different recreation centers. Specialized Kindergarten Readiness (KR) classes are designed for children ages four to five years who are preparing for kindergarten. The KR curriculum includes activities to enhance math and reading readiness skills.

School-Based Programs

The Parks and Recreation Department offers school-break and summer "Adventure" camps: Adventure camps offer children kindergarten through 6th grade the opportunity to participate in creative projects, games, field trips and special events. Camp meets at Jack's Pond Recreation Center during the school year and at two additional recreation centers during the summer. The department has not offered before and after-school programs since 2007, because the school district discontinued bus service and chose to offer their own in-house programs. In addition, the San Marcos Boys and Girls Club offers a comprehensive after school program with transportation.



Enrichment Classes and Specialty Camps

The City of San Marcos contracts with individuals who teach enrichment classes at its recreational facilities. These independent contractors are not employees of the City. They are independent business owners who are paid a percentage of class fees for their services. They are responsible for creating class curriculums, choosing times and dates for class sessions and submitting payment requests to the Parks and Recreation Department. They are also responsible for assisting with the marketing of their classes.

All instructors are given the opportunity to showcase and market their classes at special events throughout the year. The Parks and Recreation Department sends class information to local newspapers, advertises on the City's website, designs and prints flyers for each class and lists all classes in its Recreation Guide. In addition, Parks and Recreation handles the registration for classes through ActiveNet, an online registration system.

Parks and Recreation accepts class proposals year-round. The goal of the department is to make the best use of its facilities by offering a wide range of classes suited to the members of the local community.

The City of San Marcos offers over 90 different enrichment classes and half-day specialty camps utilizing 40 contractual instructors. The enrichment classes cover a wide range of subjects such as Archery, Zumba Fitness, Art & Music classes and karate for all ages. One-week specialty camps are held for children during spring & summer breaks. Subjects taught include engineering, technology, cooking, art and more. Most of these classes and camps are held at the San Marcos Community Center, but there are also a number of classes offered at local parks and the San Elijo Recreation Center. These programs, taught by contractual instructors, are competitively priced.

Courts and Sports

The Parks and Recreation Department Courts and Sports program serves as the information center for both youth and adult sports programming offered throughout the community. City adult athletic programs offer a wide variety of sports with league play for almost every skill level and ability. Reservations and permits for City athletic fields are also issued through Courts and Sports. Community groups and individuals may reserve sport sites when available. The Courts and Sports facility offers three full-sized basketball courts and a multipurpose room that hosts Zumba and table tennis classes. Members of the community participate in open-play volleyball pickleball.

Aquatics

The Parks and Recreation Department offers full-time summer and part-time seasonal services at both the Woodland Park and Las Posas Park pools. Open recreational swim, swim lessons and specialty aquatics



classes are offered at competitive prices. Group swim lessons are targeted for children ages 6 months to 14 years. There are also some adult classes offered at various times. Private lessons are available for youth and adults. The aquatics program also hosts various pool oriented special events throughout the year.

Senior Programs

Senior programs and activities are available to those aged fifty and over. Most activities and classes are held at San Marcos Senior Activity Center. Nutritious low-cost lunches are served on weekdays. Transportation for the lunch program is provided to seniors who do not drive. Free taxi vouchers are available for medical appointments for non-driving seniors living within the city limits. Activities include bingo, card games, and crafts. The Trailblazers Travel Club hosts trips geared towards seniors. Classes offered include arts, fitness, music, computers and more. Additional services include AARP safe driving classes, eye, hearing, dental and blood pressure checks, HICAP, caregiver support groups, legal services and tax preparation assistance. Seniors are encouraged to participate in the community's special events as well as those hosted specifically for them. These include craft fairs, concerts, holiday parties, a community health fair and more.



Broadway Theatre West Drama Program

Broadway Theatre West was founded over 30 years ago as a community drama program for youth and young adults of San Marcos and surrounding communities. The program is geared towards performers from the ages of 7 to 17, but all members of the community have the opportunity to benefit from the shows that are offered at an affordable price. Broadway Theatre West provides an enriching after-school activity at a low cost to the members of our community.

Broadway Theatre West productions are performed on weekends for the general public for an admission fee. The program also reaches out to the community by offering discounted tickets to weekday performances for students of local elementary and middle schools.

Special Events

The Parks and Recreation Department sponsors a number of special events aimed at bringing community members together and enriching their lives. Each of these events has a particular focus but the goal is to appeal to a wide demographic that make up the local community. While many of the expenses associated with these events are covered by partnerships with local businesses, there are occasionally minimal entry fees or fees for vendors. San Marcos Community Services sponsors about 5 major (1,000 to 3,000 attendees) and 10 medium sized events (300 to 1000 attendees) each year.



Jack's Pond Nature Center

Jack's Pond Nature Center offers a K-5 curriculum-based science and outdoor education program with hands-on nature study, hikes and more. The Nature Center also offers off-site presentations and on-site summer events. It is open to the public on weekends. Reservations are required for groups larger than 25 people. Jack's Pond Nature Center is located inside a large red barn within the 23-acre park. The barn is adjacent to a picnic area and tot lot.



Rotating Art Gallery

Local artists can display their art for free for 60-day periods in the Hearth Gallery inside the Community Center. San Marcos residents are given exhibit space priority, however, all artists and photographers are encouraged to participate. Several different artists' works will be shown

during each two-month timeframe. Artwork must be ready to hang and suitable for family viewing.

A Juried Art and Photography Show also takes place annually. Ribbons and cash prizes are awarded to the winners. The art is displayed in the Community Center and the public is invited to view the local talent.

Pricing Policies

Pricing is regularly evaluated by the Parks and Recreation Department in order to meet the appropriate cost recovery for each program and benefit the community. A comprehensive survey and analysis of program fees in nearby communities indicates that San Marcos has reasonable and comparable rates for like services and programs. The current fee structure is set up in a manner that covers program costs but does not make significant revenue in every programming category. Staff is continually looking for ways to bring in more revenue while maintaining a high level of programming. The fee schedule for the department's programs are reviewed by the Parks and Recreation Commission and approved by the City Council.

CHAPTER SIX: Needs assessment and community input

Every city has different needs depending on the demographics of the community, the residents' interests, the history and culture of the area, as well as the geography and climate. All of these issues are factors that need to be considered when evaluating what programs, services, and infrastructure should be included in the Parks Master Plan Update.

To establish what the wants and needs of the community are for this updated plan, City staff relied on the following data sources and evaluations:

- National Parks and Recreation Association (NRPA) recommendations for the number of facilities per population.
- A 2014 survey conducted for the City of San Marcos by True North Research that asked a number of questions about recreation programming and infrastructure in the City.
- Interviews with Community Services staff, including recreation staff who oversee specific program areas.
- Specific community outreach, through targeted meetings and open town hall forums, which asked residents and other parks/trails users what they thought should be priorities for the future.

NRPA standards: Sports facilities

The NRPA established standards that cities may want to use when evaluating the number of specific types of facilities in their communities. These standards are merely recommendations, since the preferences and needs of each community may depend on a multitude of factors. The needs of a community on the East Coast or the Midwest may be very different than that of San Marcos.

The chart below shows the NRPA recommendations, the current inventory of San Marcos facilities, and how those facilities compare to the NRPA recommendations currently, in 2020, and in 2035 based on projected population.

San Marcos Sports (Non-Field) Facility Inventory										
	NRPA Standard	2015 Population	2035 Population	SMUSD	Palomar College	CSUSM	School Totals	Schools 50%	San Marcos Totals	Total Inventory*
Facility	Facility per # of residents	90,827	109,095							
Basketball	5000	18.17	21.82	73	1	1	75	37.5	14	51.5
Tennis	2000	45.41	54.55	27	6	0	33	16.5	4	20.5
Pools	20,000-40,000	4.54	5.45	0	1	0	1	0.5	2	2.5

1/4 Mile Running Track	20000	4.54	5.45	5	1	1	7	3.5	N/A	3.5
Playground	2000	45.41	54.55	23	0	0	23	11.5	41	52.5
					* Inventory includes all San Marcos City facilities and 50% of school facilities					
Facility	2015 Total Inventory	2015 Service Level (1 per X residents)	Recommended Service Level (1 per X residents)	Needed for 2035	2035 Deficit	Rounded				
Basketball	51.5	1763.63	1 per 2,000	54.55	3.05	3				
Tennis	20.5	4430.59	1 per 4,000	27.27	6.77	7				
Swimming Pools	2.5	36330.80	1 per 20,000 to 40,000	2.73	0.23	0-1				
1/4 Mile Running Track	3.5	25950.57	1 per 30,000	3.64	0.14	0				
Playground	52.5	1730.04	1 per 2,000	54.55	2.05	2				
Indoor facilities (sq. ft)	90,382	1	1 per 1.0	109,095	20,405 sq ft					

San Marcos field inventory

Type of Amenity	Total	2015 service level	Recommended level	Needed for 2035	2035 Deficit	Rounded
Multi-Purpose Rectangular Adult	10	1 per 9,083 residents	1 per 9,000 residents	12.1	2.1	2
Multi-Purpose Rectangular Youth	9	1 per 10,092 residents	1 per 10,000 residents	10.9	1.9	2
Diamond Field	19	1 per 4,780 residents	1 per 5,000 residents	21.8	2.8	3
Total	38			44.8	6.8	7

As the chart above indicates, the City will need approximately 7 more fields to accommodate adult and youth field sports. It is estimated that the City will need 2 multi-purpose rectangular adult fields, 2 multi-purpose rectangular youth fields, and 3 additional diamond fields by 2035 to meet growing demand and increased population.



The City also exceeds the NRPA recommendations of basketball, soccer, and lighted baseball fields through the year 2035; however, the soccer fields are also used by other sports including: field hockey, lacrosse, and rugby – all of which are heavily played year-round due to our favorable climate. It should be noted, however, that the number of soccer fields can be adjusted depending on the age group, with younger groups being able to use smaller parts of a field and resulting in greater inventory for sports teams. The City is currently deficient and will continue to be deficient into the future in the number of tennis courts, baseball fields, softball fields, running tracks, and swimming pools. San Marcos currently meets the standards for the number of playgrounds and football fields, but will fall into the deficient category by 2035.

Community survey

In 2014, the City asked True North Research to conduct a survey of San Marcos households to gauge public opinion about a variety of municipal services, suggestions, and concerns – including parks and recreation. The survey was conducted in February 2014 in English and Spanish and lasted an average of 18 minutes per call. A statistical sample of 400 San Marcos residents was surveyed. The poll had a margin of error of 4.79% with a 95% confidence rating.

The results found the following:

- Eighty-six percent (86%) of San Marcos residents indicated that they or someone in their household typically visits San Marcos parks, trails, or recreation facilities at least once per month, with more than half (53%) doing so weekly. Approximately 11% of residents indicated that they visit less often than once per month, and only 3% said they never visit.
- Nearly nine in ten residents chose excellent or good to describe the overall quality (89%), safety (88%), appearance (89%), and availability (86%) of San Marcos' parks, trails, and recreation facilities.
- When asked to indicate what improvements residents would like to see made to the City's existing parks and recreation facilities, 40% of respondents said they desired no changes (21%) or could not think of any changes that would improve them (20%). Among those who offered improvements, the most common were general requests for upgraded and additional parks and facilities (11%), specific requests for added and improved sports facilities (8%) and playground areas (8%), improved safety and security (6%), and improved maintenance and upkeep of existing facilities (6%).
- Nearly half (42%) of San Marcos households reported that they had participated in a recreational program or special event offered by the City in the past year.
- Assessments of the quality of recreation programs and events offered by the City of San Marcos were positive, with 34% describing them as excellent and 49% rating them as good. Approximately 18% rated the quality of recreation programs and special events offered by the City as fair, and not one respondent used poor or very poor to describe the quality of programs and events.

Community and staff outreach

The outreach process was split into five main steps involving different master plan stakeholder groups. Each of these groups was asked to provide input regarding the future recreation needs of the City of San Marcos.

These groups included:

- Parks and Recreation Sub-departmental focus groups



- Parks and Recreation Program/Supervisor Focus Group
- City wide interdepartmental focus group
- Public Stakeholder Presentations
- Public Outreach (public town hall-type meetings)

Parks and Recreation program staff focus groups

The first step in the outreach process was the Parks and Recreation department's staff focus groups. These focus groups were organized by splitting the staff into five specific focus groups for the purpose of discussing precise needs and specific areas of concern. These focus groups included staff representing Senior Services, Sports, Youth Programs, Front Office & Rangers/Nature Center and the Aquatics programs. The results are prioritized in order below.

1. Expanding and enhancing pools: rehabilitating existing pools and switching to a year-round aquatic program
2. Constructing an additional recreation center for programs and activities
3. Constructing a new amphitheater
4. Adding a new gym, perhaps at Sunset Park or Walnut Grove Park
5. Ensuring playgrounds are accessible to children of all abilities
6. Adding additional ranger stations
7. Adding more dog parks
8. Switching to artificial turf
9. Having a fit course throughout the trail system
10. Adding a BMX park, mountain bike trail and skateboard parks
11. Adding more lighted tennis courts
12. Water park

City wide interdepartmental focus group

After condensing all of the information from the Parks and Recreation Department as a whole, a meeting was created with other departments within the City to discuss a broader city-wide priorities. Throughout this meeting the idea of planning realistically was high on the priority list. Interdepartmental teamwork was a key topic in regard to the future development of our community.

What does the department do well?

- Programming
- Child care
- Sports leagues
- Community engagement
- Promoting the City
- Input on development proposals
- Rental of community facilities
- Park Ranger program
- Utilizing volunteers for city events
- Managing youth sports groups well
- Interaction with the business community

Where are the holes?

- Improving the connectivity of the trail system



- Implementing a new financing plan to achieve future projects
- More free events, like concerts
- Finding more space for recreation activities within walking distance of residential developments
- Repurpose parks to meet demographic changes
- Acreage vs. value when looking at space for parks
- Connection to university facilities
- Future joint use with California State University-San Marcos and Palomar College
- Partnering and sharing resources with neighboring cities
- Programming opportunities at the Vista Amphitheater
- Strengthening joint use agreements with the school district
- Using artificial turf at new park facilities
- Limited maintenance resources to support new and existing facilities
- Lack of comprehensive rehabilitation and replacement schedule for facilities
- Financial plan needs to be realistic and reflect the true cost of.

Wish list

- Additional Disc golf courses
- Rehabilitate pools
- Joint use for pools
- Accessibility for facilities for multiple types of disabilities
- Multiuse facilities south of State Route 78
- More multipurpose fields
- More playgrounds
- Better programming for equestrian facilities
- A signature citywide event
- Bocce ball

Public Stakeholder Presentations:

Trails Advisory Committee – April 7, 2015
(Listed in order of priority)

1. Finish South Lake Park
2. Year-round aquatic facilities
3. Larger venue for horse shows
4. Trail connectivity and enhancement
5. Comprehensive tennis facilities
6. Recreation facility on the west side of town
7. Additional community garden
8. Additional skate park
9. A field to fly drones
10. Multi-use recreation facilities at each park
11. Better marketing of events and programs
12. More dog parks
13. BMX park



San Marcos Equestrian Focus Group – March 30, 2015
(Listed in order of priority)

1. Preserve equestrian space and open space
2. Expand/increase equestrian space
3. Better trail connections
4. Better standards for horse street crossing
5. Neighborhood soccer fields
6. A trail across State Route 78
7. Better trail signage
8. Multi-purpose (DG) trails

San Marcos Arts Council Focus Group – February 24, 2015
(Listed in order of priority)

1. At least one piece of art at each park
2. Expanded farmers market
3. Full time city art coordinator
4. More evening teen activities
5. Shorter trails with better markers
6. Openness to art projects
7. Partnerships with non-profit organizations
8. Interactive art activities at parks and facilities
9. Better use of existing resources
10. Music programs for adults and kids
11. More skate parks

Friends of San Marcos Parks and Recreation –February 20, 2015
(Listed in order of priority)

1. Larger recreation facilities to hold multiple sporting events and special events
2. New gymnasium and multi-use indoor facilities
3. New lighted athletic fields; adding lights to existing facilities
4. New skate park and extreme sports park
5. Public private partnerships
6. New mountain bike course
7. New recreation facilities on the west and south sides of the city
8. New aquatic center and rehabilitate existing facilities
9. New equestrian facility separate from the Walnut Grove Park location
10. Better trail connections
11. Maintaining rural character for equestrian uses
12. Reevaluating senior programs
13. Increase connection and communications with the colleges
14. Enhance joint use agreements with the school district

Senior outreach meeting – May 30, 2015



(Listed in order of priority)

1. Increase the number of community gardens
2. Add more low impact active programming for seniors
3. Add a farmers market at strategic locations
4. Take into consideration passive recreation and open space when planning for the future
5. Add walking classes and programming for seniors
6. Ensure security and safety at the parks by addressing homelessness
7. Keeping up tree maintenance in the parks
8. Increasing the number of outdoor and active programs for seniors
9. Choosing drought tolerant plants
10. Increasing the number of concerts, both free and paid
11. Implementing city-organized fishing programs
12. Clean up parks and trails

San Marcos Youth Sports Council – May 5, 2015
(Listed in order of priority)

1. New fields and a large sports complex
2. New gym or an expansion of the existing gym
3. Build a large amphitheater
4. Put wifi at all parks
5. Build an aquatic center and Olympic size pool for water polo
6. Convert existing fields to artificial turf and add lighting
7. Add handball or racquetball courts
8. Revamp the Bradley Park upper softball fields
9. Additional tennis court use for league play
10. Electric car charging stations at parks
11. Build an extreme sports park

San Elijo Women's Club – May 11, 2015
(Listed in order of priority)

1. Make the San Elijo Recreation Center more affordable for non-profit organizations
2. Put a skate park in San Elijo
3. Put a basketball court in San Elijo Park
4. Have an adult drama program
5. Have an adult speakers program
6. Build a new recreation center with pool in San Elijo
7. Put tennis courts in San Elijo
8. Have more after school programs
9. Have an art show
10. Survey the community about programming
11. Consider programming for the Double Peak amphitheater



Public Outreach

After the focus group presentations were completed, additional public outreach was conducted. The outreach consisted of 2 public meetings in a town hall format. The presentations consisted of the concepts and changes in which the community services department may implement. The results of both meetings are below and listed in order of priority.

Parks

- Finish South Lake Park
- Take into consideration passive recreation and open space
- Wi-Fi access in parks
- Playgrounds for older children
- Use parkland for original specified purpose
- Maintain and enhance park safety
- Enhance park facilities
- Encourage sponsorships of parks for construction
- Preserve open space

Trails

- Expand the trail system and increase trail connectivity
- Integrate trails with sidewalks, especially in isolated areas
- Have a trail that crosses SR-78
- More consideration for future trail placement and Safe Routes to School

Aquatics

- Year-round aquatic facilities
- Competitive aquatic facilities
- Build a multi-plex pool, gym, and auditorium

Sports

- Build new fields
- Lighted pickleball courts
- Build a new gym or renovate the existing one
- Build a skate park in San Elijo Hills
- Convert existing fields to artificial turf with lights
- Have more neighborhood soccer fields
- Build a basketball court in San Elijo Park

Equestrian

- Preserve equestrian space and general open space
- Expand/increase equestrian space
- Build/expand horse facilities and equestrian center for horse shows
- Use parkland for the original purpose
- Consideration of state standards for horse street crossing
- Build a large horse show venue

Multi-use

- Build a sports-plex that could include a pool, gym, and auditorium



Build a larger recreation facility to hold multiple sporting events and tournaments
Build a new gym or rehab the existing one
Have additional space for larger events, business expos, and technology seminars
Build a recreation facility on the west side of the City.

Programs

There should be more community gardens
There should be more free movies in the park
Add more low impact active programming for seniors
Add walking classes and programming for seniors
Have movies for adults at the Wood House or Walnut Grove Park

Overall community outreach priorities – listed in priority order

Sports
Trail connectivity
Park development and enhancements
Equestrian issues
Aquatic facilities
Lighted pickleball courts
Multi-use facility

Key program findings

Overall, the recreation programming offered by the Parks and Recreation Department is comprehensive and offers something for everyone. The department does an excellent job of providing a mix of opportunities and pursuits available to the community. Staff does not hesitate to adopt new programs or eliminate those that are not longer viable. The opportunities for the residents of San Marcos to try new activities and be physically active are plentiful.

The quality of recreation programs offered by the San Marcos Parks and Recreation staff is apparent based on the increasing demand for programs. Staff members are continually evaluating programs through the use of surveys and attendance data. The most recent customer feedback indicates that 95% of customers are satisfied with the programs offered by San Marcos Parks and Recreation Department.

The Preschoolers Raggedy Ann & Andy (RAA) program continues to receive strong reviews from the community due to the consistency and high quality of curriculum and instructors. Wait lists are common in both the RAA and Adventure Camp programs. The long wait list for RAA AM spots due to lack of facility space is something that needs to be addressed.

Older adult programming includes a wide variety of classes, sports-based activities, aquatics programs and social events. The Senior Activity Center continues to serve a large number of residents on a daily basis. The projected growth of the senior population presents the need for more facility space for future programming.

The enrichment class attendance and revenue has grown significantly over the past six years – increasing by 110% from 2008 to 2014. A new half-day specialty camp program has proven to be more successful than expected. The focus has been on improving the quality of instruction and keeping up with the trends. The



department is currently examining ways of integrating all of the contractual/enrichment classes in order to provide more consistency in pricing. This move will also offer the opportunity for more efficient use of space and increased revenue.

There is a lack of field space for all of the sports programs in the community. The creation of a Youth Sports Council that involves the combined efforts of league representatives has helped tremendously with field allocation. This lack of space still presents a challenge to a growing community.

The aquatics program continues to offer and fill a wide variety of classes for all ages. The pool at Woodland Park is frequently in need of repair due to age. Safety and Americans with Disabilities Act issues continue to be a priority.



CHAPTER SEVEN – Plan recommendations

Residents and visitors to the City of San Marcos enjoy some of the greatest recreational amenities in Southern California. It continues to be a recreation destination for the entire region with outstanding parks and trails that are available for people of all ages, demographics, and abilities.

As San Marcos continues to grow and eventually reach its build-out, it is important that it meets the needs of the entire city, with enough community parks, neighborhood parks, and smaller mini-parks for all activities. As the map on the next page shows, San Marcos continues to be a leader in the siting of parks that can be used by all residents. There are only a few pockets of the City that are not within the recommended one-half mile range of a neighborhood park. However, based on the three-mile travel radius associated with community parks, the entire City is well within the recommended range of one or more community parks.

In addition to the parks and trails which are held in public ownership, or have public access through easements or other agreements, there are also significant areas of open space with trails that provide considerable visual amenity and hiking opportunities for residents and visitors. These trails and vistas are in nearly every part of the City.

The concept plan for the city's future park and recreation facilities suggests some modifications or additions to existing community and neighborhood parks. It also provides recommendations for the types of amenities that will be needed in future parks based on projected demographic estimates. For the future parks, these recommendations are merely a policy framework that aims to guide the general types of park development that will occur when opportunities and funding become available.

This Master Plan Update also recommends that all of the large community parks go through individual master plan updates on a regular rotating basis. This will help the City to identify specific amenity changes or reconfigurations and ensure that those highly utilized facilities provide the best park experiences for all San Marcos residents.





Recommendations for existing parks

Based on the results of the community outreach, the community survey, a review of the National Recreation and Parks Association standards, and a discussion with City staff, the following modifications to existing City parks are recommended. However, it is anticipated that at the time when specific improvements are considered for any existing or future parks, further evaluation and environmental review will likely be required to analyze conformance with applicable planning, zoning, and environmental regulations:

Bradley Park:

The majority of Bradley Park is constructed over an old San Diego County landfill covered by artificial fill soil that varies in depth. Groundwater and methane gas are monitored by the County. All proposed new facilities and improvements to existing facilities need to take into account the fact that the existing sports light poles must remain in their current locations and any excavation greater than three feet below the existing park grade should be avoided.

The proposed and recommended changes are all described in a separate master plan that was approved by the City Council in 2014 specifically for this park. When complete, the park will add 8.24 acres.

Modifications to the park, as identified in the approved Bradley Park Master Plan include: the replacement of the existing caretaker house and garage as well as the restroom/concession building on the west side of the park, impermeable paving, park structure additions (fencing, backstops, shade shelters, batting cage fencing, bleachers), enhancements to the sports lighting, a dog park, and additional parking.

Hollandia Park:

The only modification recommended for Hollandia Park is to consider converting one or more of the current fields to artificial turf. This change will significantly expand the available playtime. Currently, the fields are closed for most of the summer and two months in the winter – about one-third of the year. The conversion to artificial turf will allow year-round play at the park.

Jack's Pond Park:

There is the potential to add a community garden or a dog park at Jack's Pond Park if funding were to become available. No other changes are suggested for this site.

Cerros de Las Posas Park:

The most pressing improvements at Las Posas Park involve needed refurbishments to the pool, including replastering the pool, fixing the slope of the deck, widening the exit gates, and remodeling the bathrooms. Upgrading the splash component and fixing the pumps are also required. Other potential suggested improvements to Las Posas Park include:



- Lighting the two soccer fields
- Consider converting the fields to artificial turf
- Add a small building for a community room or recreational programming
- Adding a tot lot

Mission Sports Park:

Home to the San Marcos Youth Baseball League, Mission Sports Park is one of the City's busiest parks. To help meet the demand for services, the following improvements are recommended:

- Add lighting for the batting cages
- Concession stand electrical upgrades
- Parking improvements – either restriping or reconfiguration to allow for additional parking.

San Elijo Park:

The only recommended improvement is to consider making a turf conversion on the upper multi-purpose fields and the lower softball field. This change would allow the fields to be used throughout the year.

Sunset Park:

Located on the very western side of the City, Sunset Park serves a segment of the City's population that may not have easy and readily available access to other park programming. Community outreach and City staff have identified this part of San Marcos as lacking a larger community center and other services. As a result, this park could be a good location for a new facility that could include a gym and multi-purpose rooms for other recreational programs. The park could also use another arena soccer pad. As with other parks, converting the current field to artificial turf would extend the playing season.

Walnut Grove Park:

A master plan for the park was completed in 2003 but another plan is required. Before that plan can be done, a hydrology study will need to be completed since this area is in both a flood plain and floodway and any specific master plan would have to address complex 100-year flood issues. It is likely that no new buildings would be allowed without channelizing the water flow, and any changes or additions to the park will be complicated, take time, and potentially not feasible after that extensive review.

Both the City and the community have discussed the possibility of adding to the park after additional community input and the significant environmental analysis. Ideas for modifications include expanding the park's footprint to the City-owned land across the street (northeast side of the park). This would require annexation into the City since those parcels are in unincorporated San Diego County. The additional land could be used for equestrian facilities, including parking for RV and horse trailers, facility space, a small barn, and parking. With the additional land, the park's footprint could expand by over 17 acres.

The area south of Olive Street could have space for additional amenities, including volleyball courts, parking, tot-lots, and playgrounds. The area currently used for equestrian purposes could be converted



to multi-use sports fields. Alternatively, if the land northeast of the park cannot be utilized for equestrian purposes due to flood zone issues, it may be possible to expand the park and reposition the assets to accommodate the environmental issues in other ways. However, this will not be known until the hydrology and master plans are completed.

Woodland Park:

The largest and most significant recommended improvement to Woodland Park is to the aquatics facility. It is significantly outdated, and repairs are needed to ensure the pool can continue in operation and meet the recreational needs of the community.

While any update to the Woodland Park aquatic facility will keep it operational in the short term, it is likely that a more significant upgrade will be needed in about a 10-year time frame. Any future plan should also consider the recreational needs of the community, since the current pool may not be achieving the highest available cost recovery due to market demands. Newer municipal aquatic facilities incorporate other aquatic amenities besides a basic pool, and they should be looked at for comparison as part of the replacement.

Other major deficiencies in Woodland Park include the locker rooms, which need major upgrades, as well as the existing modular building used for preschool programming. The modular building will be nearing the end of its useful life in a few years. A future Woodland Park site plan should include a replacement plan for that building, with the potential to add additional square footage due to high demand for preschool programming.

Additional potential improvements for the park may include lights for the tennis courts, a pre-fab building (pro shop), the removal of the Fulton House that is currently only used for storage, increased parking, and the renovation of the Wood House for classes and wedding rentals.

Parks in development or under construction

South Lake:

The estimated 53-acre park would be comprised of three parcels: two parcels (36.92-acre and 7.61-acre) owned and maintained by the Vallecitos Water District (VWD), and an 8.77-acre parcel recently acquired by the City. The City has entered into a 50-year lease agreement with the VWD for the two non-City-owned parcels. The target completion date is summer 2018 for parking and fishing dock.

The proposed amenities to the park include:

- A boat dock with non-motorized boat rentals
- Fishing
- Picnic areas
- Natural viewing areas
- Outdoor amphitheater
- Pedestrian trails
- A dog run
- 3 self-contained restrooms



- A structure with a caretaker apartment over the restrooms
- 107 parking spaces

Buena Park:

In November 2016, the San Marcos City Council approved a new 189-unit development on the far northern side of the City at the end of Las Posas Road. A new neighborhood park will accompany the development that will be built and paid for by the developer. The new 1.16 acre park will include: a tot lot, cabana with seating area, picnic tables and grills, open lawn/play area, benches, restroom facility, a connecting path with a trailhead, and parking.

Innovation Park:

This new one-acre park along Armorlite Drive, opened in the Fall 2017. It includes the following amenities:

- Playground equipment
- Rock climbing feature
- Dog run
- Picnic tables
- Pickleball courts

Future parks

The location and size of future parks depends on land availability, market opportunities by developers, and funding, among other considerations. This Master Plan Update aims to serve as a guide for the types of amenities that should be considered by the City when it decides to site a park at a specific location. As mentioned above, when specific improvements are considered for future parks, further evaluation and environmental review will be required to analyze conformance with applicable planning, zoning, and environmental regulations:

While community parks currently serve all residents in terms of service radius, there are still pockets of the city that are not covered by the ideal radius of a neighborhood park. As funding and development opportunities become available in the future, the City should consider looking at underserved areas to ensure that all areas of the City have ready access to a community, neighborhood, and mini parks.

As noted previously in this document, the City's park and recreation amenities and programs are currently meeting the demands of the community. In order to continue providing the same level of service, without any major expansions, additional facilities will need to be built to meet the City's growing population. While it is possible that market demands may shift to different sports or programs over the years, the following amenities will need to be built at new or existing parks if the same level of service for current programs is expected.

At least 7 additional tennis courts and at least 3 additional basketball courts need to be constructed. These numbers may need to be increased significantly if the joint use agreement between the City and the San Marcos Unified School District is modified, since a number of tennis and basketball courts are on school district property but available at limited times for City residents. It is also possible



that some tennis courts could be striped to accommodate both tennis and pickleball, although this is generally not ideal and separate pickleball courts are preferred.

Service improvements for aquatics facilities may be required. At the recommended maximum service level of 1 pool per every 40,000 people, and with the pool at Palomar College only available at limited times to swim teams, service improvements for aquatics facilities will likely be required as the population grows. It is possible that another aquatics facility may potentially need to be built as the population continues to grow towards build-out – especially if an updated facility at Woodland Park is not able to keep up with demand.

At least 2 additional playgrounds will be needed. The City currently has quite a number of playgrounds in community, neighborhood, and mini parks that meet the needs of residents, and will only need a few more to meet the growing population demands. However, as additional parks are sited, it makes sense to include a new playground in each new park, if space allows.

At least 20,405 square feet of additional indoor facilities will be required. The additional space should be made available for a variety of recreation programming, including gym activities, meeting rooms for different types of classes, and additional space for preschool programming.

A minimum of 2 adult multi-purpose rectangular fields and at least 2 youth multi-purpose rectangular fields are needed. These fields are necessary to keep up with increasing demand and a growing population of adults and youth playing soccer, football, rugby, lacrosse, field hockey, and other field sports.

A minimum of 3 diamond fields are needed. These fields are needed to keep up with demand and population growth for both adults and youth playing baseball and softball.



CHAPTER EIGHT – Financing

This section of the plan reflects the capital improvement suggestions that are necessary to fulfill the facility needs of the community. In order to plan and prioritize capital investments, the consulting team recommends that the parks and recreation department applies specific guiding principles that balances the maintenance of current assets over the development of new facilities. The departmental CIP framework is also utilized to determine and plan CIP projects and make budget decisions that are sustainable over time. These criteria (e.g., safety compliance, commitment, efficiency, revenue) and priorities are also focused on maintaining the integrity of the current infrastructure and facilities before expanding and/or enhancing programs and facilities.

The community, through this planning process, has indicated strong support for this concept of prioritization. Even with the indications of a modest economic turnaround, funding is not sufficient to take care of all existing assets and build new facilities.

The result is the recommendation to develop a three-tier plan that acknowledges a stark fiscal reality, leading to the continuous rebalancing of priorities and their associated expenditures. Each tier reflects different assumptions about available resources.

- The Critical Alternative has plans for prioritized spending within existing budget targets. The intention of this alternative is to refocus and make the most of existing resources with the primary goal being for the department to maintain services. The actions associated with the Fiscally Constrained Alternative address deferred maintenance at existing facilities and is funded through existing tax dollars.
- The Sustainable Alternative describes the extra services or capital improvement that should be undertaken when additional funding is available. This includes strategically enhancing existing programs, beginning new alternative programs, adding new positions, or making other strategic changes that would require additional operational or capital funding. In coordination with the City Manager's Office and City Council, the Department would evaluate and analyze potential sources of additional revenue, including but not limited to capital bond funding, partnerships, program income, grants, and existing revenue.
- The Visionary Alternative represents the complete set of services and facilities desired by the community. It is fiscally unconstrained but can help provide policy guidance by illustrating the ultimate goals of the community, and by providing a long-range look to address future needs and deficiencies. Funding for vision projects would be derived from partnerships, private investments and new sources of revenue.

The following pages detail the recommended capital improvement projects – developed in conjunction with staff - for the three-tier spending plan.



Critical recommendations – Maintaining what we have

This section outlines the projects and estimated capital costs of each that focus on the lifecycle replacement of existing facilities and amenities.

CRITICAL PROJECTS (Repair/Replace Existing)						
Asset	Project Type	Brief Description	Item	Number of Amenities	Estimated Total Project Cost	Date
Las Posas Park	Repair	Refurbish the pool - pool needs to be replastered (\$171,500). The decking sloping needs to be corrected for accessibility (\$217,500).	Pool replastered and deck sloping corrected	1	\$389,000	ASAP
Las Posas Park	Repair	Pool Bathrooms - updated/repared with new flooring	Pool bathrooms updated	1	\$200,000	ASAP
Las Posas Park	Repair	Pool - emergency exits - need to be widened with push bars on the gates	Emergency Exits Updated	1	\$39,500	ASAP
Woodland Park Pool	Repair	Required updates and repairs to pool and pool deck.	Required updates to pool facilities	1	\$300,000	ASAP
TOTAL			\$928,500			



Sustainable recommendations – Improving what we have

Options described in this section provide the extra services or capital improvement that could be undertaken when additional funding is available to meet needs with a focus on enhancements to existing facilities. The following provides a summary of potential action items:

SUSTAINABLE PROJECTS (Upgrade and Renovation)					
Site Name	Project Type	Brief Description	Item	Estimated Project Cost per Unit	Estimated Total Project Cost
Hollandia Park	Upgrade	Convert current field to artificial turf	Turf Conversion	\$1,000,000.00	\$1,000,000.00
Las Posas Park	Upgrade	Lighting two soccer fields	Add Lighting multi-purpose fields	\$700,000.00	\$2,120,000.00
	Upgrade	Conversion to artificial field	Turf Conversion	\$1,000,000.00	
	Upgrade	Sprayground Maintenance - Several spray features need to be replaced to be flush with ground, ground sloping & runoff, mechanical/sanitation equipment to include a UV system, intensity meter and auto shutoff for a tune	Sprayground Upgrade	\$250,000.00	
	Upgrade	Pool Equipment Replacement	Pool Equipment Replacement	\$170,000.00	
Mission Sports Park	Upgrade	Add lighting for the batting cages	Add Lighting to batting cages	\$50,000.00	\$70,000.00
	Upgrade	Concession stand improvements - needs electrical rewiring to 220 service	Concession Improvements	\$10,000.00	
	Repair	Parking improvements - either restriping or reconfiguration	Parking Restriping	\$10,000.00	
San Elijo Park	Upgrade	turf conversion for lower softball field and upper multipurpose field \$1 million per field	Turf Conversion	\$2,000,000.00	\$2,000,000.00
Sunset Park	Upgrade	Convert current field to artificial turf	Turf Conversion	\$1,000,000.00	\$1,000,000.00
Woodland Park	Upgrade	Lights for 9 tennis courts	Add lighting for tennis courts	\$12,500.00	\$112,500.00



	Upgrade	Facility Development - Renovate the Wood House to provide for classes and additional rental income (weddings) - replacing the linoleum kitchen floor, painting interior/exterior, replacing the carpet, replacing the restroom floor, and replacing blinds/drapes	Renovation	\$250,000.00	\$250,000.00
TOTAL			\$6,552,500		

Visionary recommendations – Developing new opportunities

Recommendations described in this section represent the services and facilities identified in the plan. It is fiscally unconstrained but can help provide policy guidance by illustrating the ultimate goals of the community, and by providing a long-range look to address future needs and deficiencies. The following new development and redevelopment projects/amenities have been identified as relevant to the interests and needs of the community.

The cost estimates below are just the estimate for the amenities themselves. They do not include any land acquisition or park development costs. Land acquisition costs will vary based on the value of the land, and park development generally costs about \$650,000 per acre. For example, park development of the remaining 8.24 acres at Bradley Park, as approved in that park’s master plan, would be \$5,356,000.

Amenity	Number	Cost*	Total
Tennis Court	7	\$125,000	\$875,000
Basketball court	3	\$125,000	\$875,000
Aquatics facility	1	\$6,000,000	\$6,000,000
Playgrounds	2	\$180,000	\$360,000
Indoor facility sq/ft	20,405	\$400	\$8,162,000
Multi-purpose field	4	\$550,000	\$2,200,000
Diamond field	3	\$950,000	\$2,850,000
TOTAL			\$21,322,000

*Unit costs are based on the estimates on the next chart.

When looking at the critical improvements, the sustainable modifications, the future project amenities, and the projects already under some stage of approval or development, like South Lake Park, the total cost of the City’s projects exceeds \$35,000,000. That number could easily exceed \$50,000,000 as time goes on and costs increase, inflation is taken into account, and as additional projects like the Creek District and University District come to fruition. It is also important to note that these are only capital costs, and do not factor in ongoing maintenance expenses of new or existing facilities.



Amenities as unit costs

Item	Unit Cost	Explanation
Park Amenities		
Turf conversion	\$1,000,000.00	\$200K approx an acre; Turf removal is around \$0.50 / sf and then new landscape and irrigation is around \$3.50 - \$4.00 / sf, depending on the density of plants and type of irrigation
Add lighting to fields	\$350,000.00	
Add lighting to batting cages	\$50,000.00	
Add lighting to tennis courts	\$12,500.00	
Diamond field (no lighting)	\$700,000.00	360' field, does not include grading or drainage
Multi-purpose field (no lighting)	\$300,000.00	including grading and drainage for field size 150' x 300'
Multi-purpose field (with lighting)	\$550,000.00	including grading and drainage for field size 150' x 300'
Diamond field (with lighting)	\$950,000.00	360' field, does not include grading or drainage
Playground (2-5 year olds)	\$140,000.00	
Playground (5-12 year olds)	\$180,000.00	
Pickleball court	\$100,000.00	
Tennis court	\$125,000.00	
Basketball court	\$125,000.00	
Skateboard park	\$2,000,000.00	Stantec uses \$45-\$50 per sf so a 20,000 sf park is around \$1,000,000
Sand Volleyball Court	\$10,000.00	
Rock climbing feature	\$25,000.00	
Picnic table	\$1,500.00	
Community garden	\$25,000.00	depends on size, about \$10/sf
Park Developments		
Parking stall	\$3,500.00	
Paved parking space	\$7,000.00	Parking lot is about \$6.00 per sf
Parking restriping	\$10,000.00	\$6.00/sf
Equestrian rink	\$250,000.00	
Acre development	\$650,000.00	
Dog park (per acre)	\$210,000.00	
Facility Developments		



Pre-fab building development (cost per sq. ft.)	\$150.00	
Community Room Development	\$350.00	
Recreation Center development (cost per sq. ft.)	\$400.00	
Barn develop (cost per sq. ft.)	\$200.00	



Financial Analysis

Benchmark

PROS Consulting, along with San Marcos Parks and Recreation Department, identified metrics to be benchmarked against comparable systems in the San Diego region.

It must be noted that the benchmark analysis is only an indicator based on the information provided. The information sought ranged from demographics data to funding and revenue sources as obtained from the San Diego County 2014-2015 Fee Survey conducted by the Building Industry Association (BIA) of San Diego County. The attributes considered for selection in this benchmark study included:

- Jurisdiction population size
- Proximity and similarity to San Marcos
- CAPRA accreditation
- System focused on outdoor recreation, environmental education, and conservation

The benchmark includes the following agencies as identified by city of San Marcos staff:

1. Carlsbad
2. Escondido
3. Poway
4. Santee
5. Vista

Agency	State	2015 Population of Jurisdiction	Jurisdiction Size (Sq. mi.)	CAPRA Accreditation (Year)
San Marcos	CA	90,827	24.39	-
Carlsbad	CA	113,453	39.11	2015
Escondido	CA	151,451	36.99	-
Poway	CA	50,157	39.17	-
Santee	CA	53,413	16.53	-
Vista	CA	93,834	18.68	-

Due to difference in how each system collects, maintains, and reports data, variances may exist. While it is possible that there may have been changes or updates in the data provided, to ensure consistency only the original figures obtained at that time have been used in the benchmark. The goal is to evaluate how the San Marcos Parks and Recreation Department is positioned among peer agencies for funding and revenue opportunities.

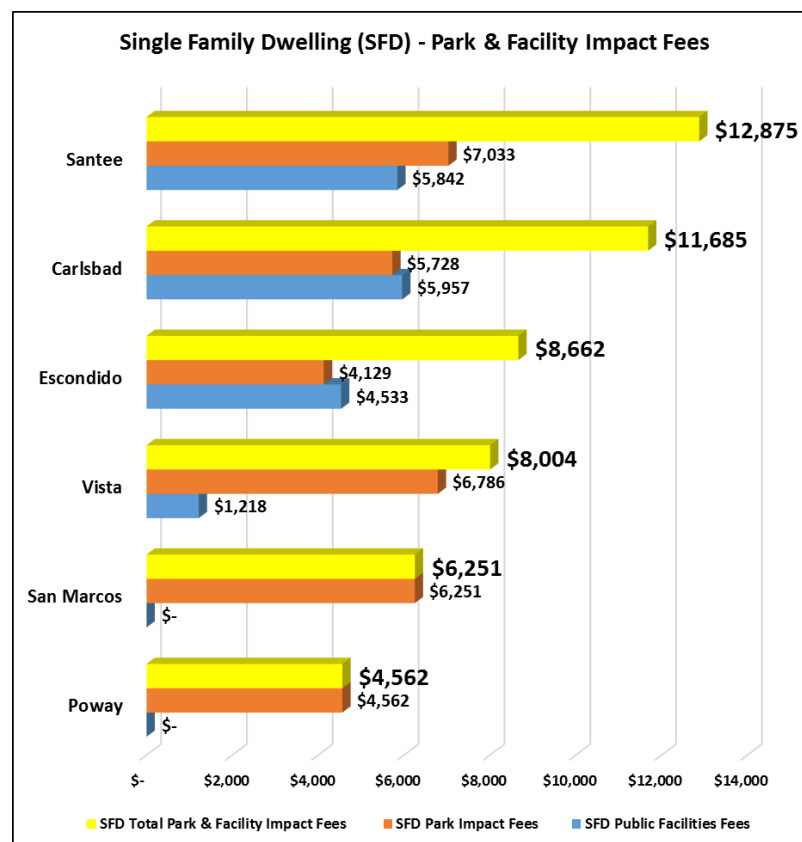
Park Land Dedication and Development Fee Requirements

The following chart is a comparison of the Public Facilities Fees (PFF) / Park Impact Fees (PIF) charged by each of the agencies for a Single Family Dwelling (SFD) and Multi-Family Unit (MFU).

As seen, the combined fees (PFF and PIF) charged by San Marcos is lower than all benchmarked agencies except Poway. Vista, which is the next highest charging agency, collects total fees of \$8,004 which is 30% higher than San Marcos (currently at \$6,251).

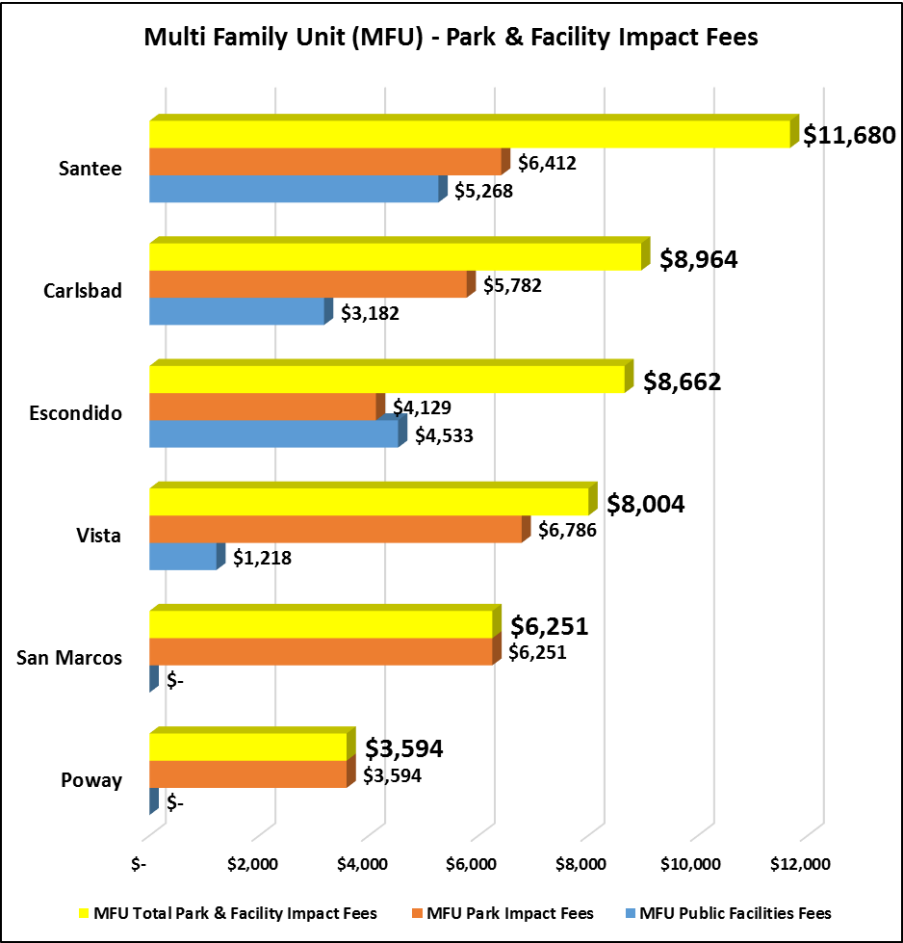
	San Marcos	Carlsbad	Santee	Vista	Poway	Escondido
SFD Public Facilities Fees	-	\$ 5,957	\$ 5,842	\$ 1,218	-	\$ 4,533
SFD Park Impact Fees	\$ 6,251	\$ 5,728	\$ 7,033	\$ 6,786	\$ 4,562	\$ 4,129
Total Single Family Dwelling	\$ 6,251	\$ 11,685	\$ 12,875	\$ 8,004	\$ 4,562	\$ 8,662
MFU Public Facilities Fees	-	\$ 3,182	\$ 5,268	\$ 1,218	-	\$ 4,533
MFU Park Impact Fees	\$ 6,251	\$ 5,782	\$ 6,412	\$ 6,786	\$ 3,594	\$ 4,129
Total Multi Family Unit	\$ 6,251	\$ 8,964	\$ 11,680	\$ 8,004	\$ 3,594	\$ 8,662

*Source: Building Industry Association of San Diego County 2014-2015 Fee Survey





Multi Family Unit – Park & Facility Impact Fees





Park Impact Fees FY14-16

	Impact Fees Collected	Park Impact Fee per Unit	Equivalent Units
FY2014	\$85,562.73	\$ 6,251.00	13.69
FY2015	\$445,400.73	\$ 6,251.00	71.25
FY2016	\$975,156.00	\$ 6,251.00	156.00
Average Equivalent Units FY14-16			80.31

Hypothetical 10% increase to park impact fees

	Current Level	Potential 10% Increase
Park Fee per Unit	\$ 6,251.00	\$ 6,876.10
Average Units Collected FY14-15 (rounded)	80	80
Estimated Impact Fee Revenues	\$ 500,080	\$ 550,088
Estimated Additional Revenue Resulting from 10% Increase to Park Impact Fee		\$ 50,008



San Marcos Property Taxes 2015

Fiscal Year	Secured	Unsecured	Less: Exemptions	Taxable Assessed Value	Direct Tax Rate
2015	\$ 10,183,486,233.00	\$ 337,507,007.00	\$ (548,057,005.00)	\$ 9,972,936,235.00	0.0883

Source: 2015 San Marcos CAFR

Hypothetical increases to property tax

Potential Action	Additional Dollars as a Result*
Increase Property Tax by 1/2 Cent	\$360,594
Increase Park Levy by 1 Mil	\$72,119

*Based on figures from 2015 San Marcos CAFR and tax rate of 0.0883

Hypothetical ¼ cent sales tax increase

Sales Period	San Marcos Estimated Gross Taxable Sales	Potential Tax Rate Increase	Additional Revenue from 1/4 Cent Sales Tax Increase
July 2015-June 2016	\$ 1,180,927,107	0.0025	\$ 2,952,317.77

Source: California State Board of Equalization (<https://www.boe.ca.gov/legdiv/localTaxAllocations.htm>)

Hypothetical 1% increase for occupancy tax

Fiscal Year	Current Occupancy Tax Rate	San Marcos Transient Occupancy Tax	Potential Increase to Occupancy Tax Rate	Additional Revenue from Increase
2015	8%	\$ 829,724	1%	\$ 103,715.50



Revenue and Funding Strategies

Park and recreation systems across the United States today have learned to develop a clear understanding of how to manage revenue options to support parks and recreation services in a municipality based on the limited availability of tax dollars. Park and recreation systems no longer rely on taxes as their sole revenue option but have developed new sources of revenue options to help support capital and operational needs.

A growing number of agencies have developed policies on pricing of services, cost recovery rates, and partnership agreements for programs and facilities provided to the community. They also have developed strong partnerships that are fair and equitable in the delivery of services based on whom receives the service, for what purpose, for what benefit and for what costs. In addition, agencies have learned to use parks and recreation facilities, amenities, programs and events to create economic development as it applies to keeping property values high around parks and along trails through increased maintenance, adding sports facilities and events to drive tournaments into the region that create hotel room nights and increase expenditures in restaurants and retail areas. They have learned to recognize that people will drive into their community for good recreation facilities such as sports complexes, pools, recreation centers, and for special events if presented correctly and if they are well managed.

Outlined below are several options for San Marcos Community Services to consider. Some, if not all, of these sources should be considered as an option to support the capital and operational needs of the department.

The following chart examines each funding strategy's implementation feasibility and risk by rating the strategy high, medium, or low. The chart is sorted by strategies beginning at high feasibility with low implementation risk descending to low feasibility with high implementation risk.

Funding Strategy	Implementation Feasibility	Implementation Risk	Currently Practicing
Friends Groups	High ↑	Low ↓	✓
Dedication/Development Fees	High ↑	Low ↓	✓
Impact Fees	High ↑	Low ↓	
Fees/Charges	High ↑	Low ↓	✓
Ticket Sales/Admissions	High ↑	Low ↓	✓
Reservations	High ↑	Low ↓	✓
Equipment Rental	High ↑	Low ↓	
Permits (Special Use Permits)	High ↑	Medium →	
CDBG Funding	High ↑	High ↑	✓
Corporate Sponsorships	Medium →	Medium →	
Crowdfunding	Medium →	Medium →	✓
Private Donations	Medium →	Medium →	
Volunteerism	Medium →	Medium →	✓
Mello Roos District	Medium →	Medium →	✓
Catering Permits and Services	Medium →	Medium →	
Advertising Sales	Medium →	Medium →	
Interlocal Agreements	Medium →	Medium →	
Recreation Service Fees	Medium →	High ↑	
Private Concessionaires Management	Low ↓	Low ↓	
Irrevocable Remainder Trusts	Low ↓	Low ↓	
Capital Fees	Low ↓	Low ↓	
Greenway Utility	Low ↓	Medium →	
Naming Rights	Low ↓	Medium →	
Private Developers	Low ↓	Medium →	
Easements	Low ↓	Medium →	
Partnerships	Low ↓	Medium →	
Pouring Rights	Low ↓	Medium →	
Concession Management	Low ↓	Medium →	
Special Fundraisers	Low ↓	Medium →	
Foundations/Gifts	Low ↓	High ↑	
Land Trust	Low ↓	High ↑	
Property Taxes	Low ↓	High ↑	
Lighting and Landscape District	Low ↓	High ↑	
Hotel, Motel and Restaurant Tax	Low ↓	High ↑	
Special Improvement District/Benefit District	Low ↓	High ↑	
Sales Tax	Low ↓	High ↑	
Food and Beverage Tax	Low ↓	High ↑	
Public Improvement District (PID)	Low ↓	High ↑	



Funding Sources

The following financial options outline opportunities for the department to consider in supporting capital improvements as well as operational costs associated with managing the system for the future.

External Funding

- **Corporate Sponsorships** - This revenue-funding source allows corporations to invest in the development or enhancement of new or existing facilities in park systems. Sponsorships are also highly used for programs and events.
 - Example: Charleston County Parks and Recreation (<http://www.ccprc.com/index.aspx?NID=5>) as well as establishing frameworks for sustained sponsorship opportunities by providing packaged choices of offerings - City of Santa Barbara (http://www.santabarbaraca.gov/gov/depts/parksrec/recreation/sponsor_opportunities.asp).
- **Crowdfunding** - Fairly new web-based source which aggregates funds from a group of people who are willing to support a specific project, be it program related or facility related. Some sites that successfully do that are www.kickstarter.org and www.razoo.com etc.
Notes: Currently being used for some City events (e.g. July 4th fireworks.)
- **Partnerships** - Partnerships are joint development funding sources or operational funding sources between two separate agencies, such as two government entities, a non-profit and a City department, or a private business and a City agency. Two partners jointly develop revenue producing park and recreation facilities and share risk, operational costs, responsibilities and asset management, based on the strengths and weaknesses of each partner.
Notes: Currently being looked into for Woodland Park Pool with the school district.
Example: A relevant example includes the Muskingum Recreation Center being developed in Zanesville, Ohio which is a partnership between the Muskingum County Community Foundation (MCCF), the Muskingum Family Y (MFY), Genesis HealthCare System and Ohio University Zanesville (OUZ) (<http://www.muskingumrecreationcenter.org/>).
- **Foundations / Gifts** - These dollars are raised from tax-exempt, non-profit organizations established with private donations in promotion of specific causes, activities, or issues. They offer a variety of means to fund capital projects, including capital campaigns, gifts catalogs, fundraisers, endowments, sales of items, etc.
- **Private Donations** - Private Donations may also be received in the form of funds, land, facilities, recreation equipment, art or in-kind services. Donations from local and regional businesses as sponsors for events or facilities should be pursued.
- **Friends Groups** - These groups are formed to raise money typically for a single focus purpose that could include a park facility or program that will better the community as a whole and their special interest.
Notes: The Department has an active Friends Group: Friends of San Marcos Parks and Recreation <http://friendsofsanmarcos.org/>
- **Irrevocable Remainder Trusts** - These trusts are set up with individuals who typically have more than a million dollars in wealth. They will leave a portion of their wealth to the city in a trust fund that allows the fund to grow over a period of time and then is available for the city to use a portion of the interest to support specific park and recreation facilities or programs that are designated by the trustee.



- **Volunteerism** - The revenue source is an indirect revenue source in that persons donate time to assist the department in providing a product or service on an hourly basis. This reduces the city's cost in providing the service plus it builds advocacy into the system.
Notes: San Marcos Community Services has many active volunteers, several especially help with the Senior Center.
Example: The City of San José Parks, Recreation and Neighborhood Services has leveraged a very unique volunteer relationship by utilizing graduates from The Harvard Business School to identify potential sponsorship value of its inventory and craft a compelling message for potential sponsors – all on a pro-bono basis (http://www.hbsanc.org/cp_home.html?aid=1142). There could certainly be potential opportunities of this sort with any of the educational institutions including Mira Costa College, Palomar Community College, or University of California San Diego.
- **Special Fundraisers** - Many park and recreation agencies have special fundraisers on an annual basis to help cover specific programs and capital projects.

Capital Fees

- **Capital Fees** - Capital fees are added to the cost of revenue producing facilities such as golf courses, pools, recreation centers, hospitality centers and sports complexes and are lifted off after the improvement is paid off.
- **Dedication/Development Fees** - These fees are assessed for the development of residential properties with the proceeds to be used for parks and recreation purposes, such as open space acquisitions, community park site development, neighborhood park development, regional park acquisition and development, etc.
Notes: The Department presently have park dedication fees.
- **Impact Fees** - These fees are on top of the set user rate for accessing facilities such as golf courses, recreation centers and pool facilities to support capital improvements that benefit the user of the facility.
- **Mello Roos District** - Fees for a specific purpose with an election approving district and fees by 2/3 majority.
Notes: The City does have some CFD districts.

User Fees

- **Recreation Service Fees** - This is a dedicated user fee, which can be established by a local ordinance or other government procedures for the purpose of constructing and maintaining recreation facilities. The fee can apply to all organized activities, which require a reservation of some type or other purposes, as defined by the local government. Examples of such activities include adult basketball, volleyball, tennis, and softball leagues, youth baseball, soccer, football and softball leagues, and special interest classes. The fee allows participants an opportunity to contribute toward the upkeep of the facilities being used.
- **Fees / Charges** - The Department must position its fees and charges to be market-driven and based on both public and private facilities. The potential outcome of revenue generation is consistent with national trends relating to public park and recreation agencies, which generate an average 35% to 50% of operating expenditures.
Notes: The Department is currently collecting these fees.



- **Ticket Sales / Admissions** - This revenue source is on accessing facilities for self-directed activities such as pools, ice skating rinks, ballparks and entertainment facilities. These user fees help offset operational costs.
Notes: The Department is currently collecting these fees.
- **Permits (Special Use Permits)** - These special permits allow individuals to use specific park property for financial gain. The city either receives a set amount of money or a percentage of the gross service that is being provided.
- **Reservations** - This revenue source comes from the right to reserve specific public property for a set amount of time. The reservation rates are usually set and apply to group picnic shelters, meeting rooms for weddings, reunions and outings or other types of facilities for special activities.
Notes: The Department is currently collecting this revenue.
- **Equipment Rental** - The revenue source is available on the rental of equipment such as tables, chairs, tents, stages, bicycles, roller blades, boogie boards, etc. that are used for recreation purposes.

Grants

- **CDBG Funding** - Funding received in accordance with the Community Development Block Grant (CDBG) Programs national objectives as established by the U.S Department of Housing and Urban Development. Funding may be applied to such programs as Infrastructure Improvements, Public Facility and Park Improvements, Human Service Enhancements, Lead-Based Paint Education and Reduction, Housing Education Assistance, and Economic Development and Anti-poverty strategies.
Notes: The City currently uses CDBG Funding for infrastructure projects.
- **Land Trust** - Many systems have developed land trusts to help secure and fund the cost for acquiring land that needs to be preserved and protected for greenway purposes. This could be a good source to look to for acquisition of future lands.

Tax Support

- **Property Tax**- Ad valorem taxes on real property
- **Lighting and Landscape Districts** - Special property owner approved assessment
- **Hotel, Motel, and Restaurant Tax.** - Tax based on gross receipts from charges and meal services, which may be used to build and operate sports fields, regional parks, golf courses, tennis courts, and other special park and recreation facilities.
- **Special Improvement District / Benefit District** - Taxing districts established to provide funds for certain types of improvements that benefit a specific group of affected properties. Improvements may include landscaping, the erection of fountains, and acquisition of art, and supplemental services for improvement and promotion, including recreation and cultural enhancements.
- **Sales Tax** - This existing revenue source has been very successful in funding the park system in Frisco, TX. This tax is very popular in high traffic tourism type cities and with county and state park.
- **Food and Beverage Tax** - The tax is usually associated with convention and tourism bureaus. However, since parks and recreation agencies manage many of the tourism attractions, they receive a portion of this funding source for operational or capital expenses.
- **Public Improvement District (PID)** - New developments can establish a Public Improvement District (PID) when authorized by the City Council and legally set up according to state law. This taxing district provides funds especially for the operation and maintenance of public amenities such as parks and major boulevards.

Franchises and licenses

- **Catering Permits and Services** - This is a license to allow caterers to work in the park system on a permit basis with a set fee or a percentage of food sales returning to the city. Also many cities have their own catering service and receive a percentage of dollars off the sale of their food.
- **Pouring Rights** - Private soft drink companies that execute agreements with the City for exclusive pouring rights within park facilities. A portion of the gross sales goes back to the City. The City of Westfield, IN just signed a 10 year, \$2 million pouring rights deal at their sports complex with Pepsi.
- **Concession Management** - Concession management is from retail sales or rentals of soft goods, hard goods, or consumable items. The city either contracts for the service or receives a set amount of the gross percentage or the full revenue dollars that incorporates a profit after expenses.

Example: There are many examples of this nationwide, be it for a single agency such as Chicago Park District (<http://www.parkconcessions.com/>) or for multi-park vendors such as Xanterra (<http://www.xanterra.com>) which specializes in operating hotels, restaurants and stores in several state parks and national parks within the United States. The key to success with private concession managers is to build in facility repair and maintenance responsibilities as a part of the concessionaire's overall role in managing the facility.

- **Private Concession Management** - Contract with a private business to provide and operate desirable recreational activities financed, constructed and operated by the private sector, with additional compensation paid to the City.
- **Greenway Utility** - Greenway utilities are used to finance acquisition of greenways and development of the greenways by selling the development rights underground for the fiber optic types of businesses.
- **Naming Rights** - Many cities and counties have turned to selling the naming rights for new buildings or renovation of existing buildings and parks for the development cost associated with the improvement.

Example: Many cities and counties have turned to selling the naming rights for new constructions of facilities or parks as a way to pay for the development and, occasionally, costs associated with the project. A great example of this was in Lewisville, Texas where the city signed a 10 year naming rights deal with a local Toyota dealership for their signature community park which opened in 2009 and includes multiple sports fields, a dog park, skate park, walking and jogging trails, three lakes for irrigation etc. (<http://www.cityoflewisville.com/index.aspx?page=538>).

- **Private Developers** - These developers lease space from City-owned land through a subordinate lease that pays out a set dollar amount plus a percentage of gross dollars for recreation enhancements. These could include a golf course, marina, restaurants, driving ranges, sports complexes, equestrian facilities, recreation centers and ice arenas.
- **Easements** - This revenue source is available when the city allows utility companies, businesses or individuals to develop some type of an improvement above ground or below ground on their property for a set period of time and a set dollar amount to be received by the city on an annual basis.
- **Advertising Sales** - This revenue source is for the sale of tasteful and appropriate advertising on park and recreation related items such as in the city's program guide, on scoreboards, dasher boards and other visible products or services that are consumable or permanent that exposes the product or service to many people.
- **Inter-local Agreements** - Contractual relationships entered into between two or more local units of government and/or between a local unit of government and a non-profit organization for the joint usage/development of sports fields, regional parks, or other facilities.



APPENDIX A: Grant Research Listing

This section provides a detailed list of federal, state, and private grants that the City of San Marcos can pursue for financial assistance.

California Grant Listing

Dornsife Family Foundation

2000 Crow Canyon Pl., Ste. 360
San Ramon, CA United States 94583-1383
Telephone: (925) 498-8800
Contact: Dana Dornsife, C.F.O. and Dir.

- Type of Grantmaker:
Independent foundation
- Financial Data:
(yr. ended 2013-12-31)
Assets: \$20,865,554
- Background:
Established in 2003 in CA
- Limitations:
Giving primarily in CA.
- Fields of Interest:
Alzheimer's disease
Community recreation
Education
Environment
Foundations
Higher education
Human services
Natural resources
Parks
Sports and recreation
University education
- Population Groups:
Academics
Children and youth
- Geographic Focus:
California
- Support Strategies:
General support



- Application Information:
Application form required.
Applicants should submit the following:
 - Detailed description of project and amount of funding requestedInitial approach: Letter
Deadline(s): None

The James A. Frank Foundation

P.O. Box 6527

Santa Barbara, CA United States 93160

Contact: James A. Frank, Pres.

- Financial Data:
(yr. ended 2012-12-31)
Assets: \$110,181
Total giving: \$45,120
- Limitations:
Giving primarily in CA.;
No grants to individuals.
- Fields of Interest:
Community recreation
Disasters and emergency management
Domesticated animals
Environment
Natural resources
Parks
Philanthropy
Public safety
Search and rescue
Sports and recreation
- Population Groups:
Children and youth;
Economically disadvantaged people
Low-income and poor people
- Geographic Focus:
California
- Support Strategies:
General support
- Application Information:
Application form required.
Initial approach: Letter
Deadline(s): None

2016 California Youth Soccer and Recreation Development Program



- This competitive grant program will provide funds for new youth soccer, baseball, softball, and basketball recreation opportunities in heavily populated, low-income urban areas with a high youth crime and unemployment rate. Local agencies, recreation districts, school districts and community-based organizations are eligible to apply.
- Minimum Grant Request: There is no minimum
- Maximum Grant Request: \$1,000,000
- Eligible Projects
 - Development PROJECTS that create NEW OPPORTUNITIES for youth soccer, baseball, softball, and basketball.
- Ineligible Projects
 - Acquisition projects.
 - Development projects that do not include a WATER CONSERVATION measure.
- Project Considerations
 - While support amenities are eligible, the primary intent of the PROJECT must be the creation of a NEW OPPORTUNITY.
 - PROJECTS must include a WATER CONSERVATION measure.
- The application deadline is November 1, 2016.
- For additional grant information, visit: http://www.parks.ca.gov/?page_id=28475

Pacific Forest & Watershed Lands Stewardship Council

155 Bovet Road, Suite 405
San Mateo, CA United States 94402
Telephone: (650) 372-9047
Contact: Ric Notini, Dir. of Land Conservation
Fax: (650) 372-9303
E-mail: info@stewardshipcouncil.org
URL: www.stewardshipcouncil.org

- Financial Data:
 - (yr. ended 2014-12-31)
 - Assets: \$54,034,607
 - Total giving: \$588,737
- Additional Contact Information:
 - Toll Free Number: (800) 791-5150
- Limitations:
 - Giving primarily in CA.;
 - No grants to individuals; no multi-year grants.
- Purpose and Activities:
 - The foundation supports watershed land conservation and invests in programs designed to improve the lives of Californian youth through connections with the outdoors.
- Program Area(s): The grantmaker has identified the following area(s) of interest:
 - Land Conservation** - Enhancement Program: The foundation supports projects designed to implement environmental enhancements across 140,000 acres of Watershed Lands within the Sierra Nevada and Cascade ranges. Special emphasis is directed toward protection



projects, including non-physical activities such as background studies and resource surveys, and physical activities such as installing fencing, berms, boulders, and signage; restoration projects, including meadow restoration, riparian habitat restoration, revegetation, and fuels treatments; and improvement projects, including physical activities such as the development of additional trails, day use areas, parking areas, onsite structure improvements, and noxious weed treatments.

Land Conservation Program: The council oversees acres of watershed lands in California to promote outdoor recreation; sustainable forestry; agriculture; habitat protection; open space preservation; and protection of cultural and historic resources.

Youth Investment Program: The council, in partnership with Youth Outside, supports programs designed to connect youth to the outdoors; foster the development and best practices in the field of outdoor education and youth stewardship opportunities; and provides seed money to establish a permanent program to connect youth to the outdoors. Special emphasis is directed toward programs designed to increase the participation of underrepresented youth in successful outdoor urban and wilderness initiatives; make the outdoors an integral part of youths' lives to improve their general health and well-being; increase the quantity and quality of nature-based leadership and career-building opportunities available; support collaborative and coordinated approaches to help youth get outdoors; increase youth well-being through partnerships among diverse sectors involved in youth development and the environment; and improve the cultural relevance of outdoor and park programs to better serve and reflect the diverse youth of California. The program is administered by Youth Outside <http://www.youthoutside.org/>.

- Fields of Interest:
 - Agriculture
 - Agriculture, fishing and forestry
 - Environment
 - Farmlands
 - Land resources
 - Natural resources
 - Outdoor education
 - Parks
 - Sports and recreation
 - Youth development
 - Youth services
- Population Groups:
 - Academics
 - Adolescents
 - Children and youth
 - Economically disadvantaged people
 - Low-income and poor people
 - Students
- Organizations:
 - Multipurpose centers
- Geographic Focus:



- California
- Support Strategies:
 - Capital campaigns
 - Continuing support
 - General support
 - Leadership and professional development
 - Presentations and productions
 - Program development
 - Public engagement and education
 - Research
 - Research and evaluation
- Application Information: The Youth Investment Program is administered by Youth Outside. A full proposal for the Youth Investment Program may be requested at a later date
 - Application form not required.
 - Applicants should submit the following:
 - Listing of additional sources and amount of support
 - Contact person
 - Timetable for implementation and evaluation of project
 - Detailed description of project and amount of funding requested
 - Initial approach: E-mail letter of inquiry for Youth Investment Program; contact foundation for Enhancement Program
 - Deadline(s): Nov. 30 for Youth Investment Program; None for Enhancement Program

True to Life Children's Services

1800 N. Gravenstein Hwy.
Sebastopol, CA United States 95472-2607
Telephone: (707) 823-7300
Contact: Jim Galsterer, Exec. Dir.
Fax: (707) 823-3410
E-mail: info@tlc4kids.org
URL: www.tlc4kids.org

- Financial Data:
 - (yr. ended 2012-12-31)
 - Assets: \$5,633,393
 - Total giving: \$769,873
- Additional Contact Information:
 - Mailing address: P.O. Box 2079, Sebastopol, CA. 95473-2079; E-Mail for Jim Galsterer: jim@tlc4kids.org
- Purpose and Activities:
 - The organization is dedicated to providing shelter, education, guidance, emotional healing, and support to children.
- Program Area(s): The grantmaker has identified the following area(s) of interest:



Emancipation and Transition: Funding will be made available for driver's education training, independent living support, utility deposits, household supplies, rent deposits, trade schools, and apprenticeships.

Enrichment in Arts and Recreation: Funding will be made available for child-specific cultural experiences, recreational equipment, recreational activities specific to personal growth, lessons in music, chorus and drama, hobbies and crafts, culinary courses, parks and museum trips, sport camps, and training.

- Application Information:
 - Application form not required.
 - Applicants should submit the following:
 - Additional materials/documentation
 - Initial approach: Download application
 - Board meeting date(s): 3rd Wed. of every month
 - Deadline(s): 2nd Wed. of every month

Rancho Santa Fe Foundation - (formerly Rancho Santa Fe Community Foundation)

162 S. Rancho Santa Fe Rd., Ste. B-30

Encinitas, CA United States 92024

Telephone: (858) 756-6557

Contact: Christina Wilson, Exec. Dir.; Debbie Anderson, Progs. Mgr.

Fax: (858) 756-6561

E-mail: info@rsffoundation.org

URL: www.rsffoundation.org

- Financial Data:
 - (yr. ended 2014-12-31)
 - Assets: \$87,933,000
 - Total giving: \$7,334,000
- Limitations:
 - Giving primarily in San Diego County, CA.
 - No support for religious organizations (from discretionary funds).
 - No grants for capital campaigns, annual campaigns, or endowments (from discretionary funds).
- Purpose and Activities:
 - The foundation seeks to connect donors with regional and global needs through visionary community leadership, personalized service and effective grantmaking.
- Program Area(s): The grantmaker has identified the following area(s) of interest:
 - **Armed Forces Interest Group:** Competitive grant program focused on qualified nonprofit organizations whose mission/services support the needs of active duty military, their families and veterans.
 - **Impact Grants Program:** Funded solely by donors who have contributed to the foundation's unrestricted endowments. Each year a specific focus is selected by the Board of Directors for the Impact grants program. The process is competitive and grants are awarded to qualified



nonprofit organizations throughout San Diego County. Applications for Impact Grants will be solicited annually in the Fall. The foundation makes grants within and across: 1) Arts and Culture; 2) Education; 3) Health and Human Services; and 4) Community Enhancement.

- Fields of Interest:
 - Arts and culture
 - Community and economic development
 - Education
 - Health
 - Human services
- Geographic Focus:
 - California
- Application Information:
 - Visit foundation website for application timeline and information
 - Application form required.
 - Initial approach: Contact foundation
 - Board meeting date(s): Bimonthly

The California Endowment

1000 N. Alameda St.
Los Angeles, CA United States 90012-1804
Telephone: (800) 449-4149
Fax: (213) 928-8800
E-mail: questions@calendow.org
URL: www.calendow.org

- Additional Descriptor:
 - Health conversion foundation
- Financial Data:
 - (yr. ended 2014-03-31)
 - Assets: \$3,668,459,217
 - Total giving: \$182,809,047
- Limitations:
 - Giving primarily in CA.
 - No support for lobbying, medical or scientific research, or uncompensated care for direct clinical services.
 - No grants to individuals for scholarships, fellowships or grants, or for endowments, operating deficits or retirement of debt, media projects not part of a broader project or strategy, medical supplies, laboratory fees, X-ray services, medications, vaccines or prescriptions; capital funding for purchase, construction or renovation of facilities or other physical infrastructure; indirect costs that exceed 15 percent of the total of requested personnel and operating cost.
- Purpose and Activities:



- To expand access to affordable, quality health care for underserved individuals and communities and to promote fundamental improvements in the health status of all Californians.
- Program Area(s): The grantmaker has identified the following area(s) of interest:
 - **Building Healthy Communities:** In each of the three program areas within Health Happens Here, the foundation is partnering with 14 geographically diverse communities across California who are forging new alliances to beat the odds locally, while the foundation engages in strategies to work toward policy and systems changes on the state and statewide levels. Ultimately, the foundation is aiming for a shift in thinking and a change in policies away from those that ignore the root causes of ill health and toward those that recognize prevention and the health of ALL Californians as essential to a stronger California.
 - **Center for Healthy Communities:** The goal of the program is to be an innovative venue for mobilizing community and civic leaders, health providers, advocates and policy makers in the search for solutions to California's critical health issues. The Center offers a variety of programs and services throughout California as well as conference centers in Los Angeles and Oakland.
 - **Health Happens Here:** The program challenges us to think about people's health beyond the doctor's office and beyond the good vs. bad choices made by individuals. In reality, our health depends on where we live, learn and play. Health Happens Here questions why some places lack the basic ingredients for health and what can be done about it, starting with four areas of focus: 1) Health Happens with Prevention educates key audiences about the benefits of the federal Affordable Care Act and other avenues to preventive health and community wellness. A primary goal is to connect lower-income Californians with prevention-centered health care as envisioned in the new law; 2) Health Happens in Schools spotlights the pivotal role that schools play in the physical, social and emotional health of children. By advocating for healthy food, physical activity and school discipline policies based on common-sense responsibility and respect, we support safe and healthy school environments that are necessary for academic and life achievement; and 3) Health Happens in Neighborhoods aims to change the public conversation regarding land use, food access, community safety, and economic opportunity in order to build neighborhoods with health in mind. The goal is to contribute to the rise of neighborhoods with parks, grocery stores, bike paths and more safe places to walk, run, work and play; 4) Health Happens with all our Sons and Brothers by investing \$50 million to make sure that California's sons and brothers will be successful. The state's young people are increasingly of color, with record growth among Latino and Asian American young men. Yet, far too many of the state's boys and young men of color are in a state of crisis. They are dropping out of school, growing up in poverty, and falling short of their promise. The program is investing on both the state and local level, with focus on Oakland, Fresno and Los Angeles. To learn more about the program see the foundation's web site.
- Geographic Focus:
 - California



- **Application Information:**
 - See foundation's web site for Innovative Ideas Challenge grant submission requirements. The foundation currently has very limited resources available for proposed grants outside of its Health Happens Here programs and Building Healthy Communities (BHC) 10-year plan. It is highly unlikely a request will be funded unless there is significant alignment with the BHC's 10 Outcomes or 4 Big Results. Thus, an applicant must be able to state clearly how their work aligns with one or more of the 10 BHC Outcomes or 4 Big Results
 - Application form required.
 - Initial approach: Complete online application if proposal meets any of the required objectives. See foundation web site: <http://www.calendow.org/grants>
 - Board meeting date(s): May 16-17, Aug. 20-21, Nov. 19-20, and Feb. 19-20
 - Deadline(s): Dec, 1, May 1 and Sept. 1
 - Final notification: Up to 120 days
 - Additional information: Eligible organizations are 501(c)3 exempt non-profits; independent projects with a 501(c)3 sponsor or government/public agencies. For statewide policy and advocacy work, funding is provided only through proposals solicited by the endowment. Check foundation's web site periodically for RFP announcements.

The California Wellness Foundation

6320 Canoga Ave., Ste. 1700
Woodland Hills, CA United States 91367-2565
Telephone: (818) 702-1900
Contact: Amy Scop, Dir., Grants Mgmt.
Fax: (818) 702-1999
E-mail: info@calwellness.org
URL: www.calwellness.org

- **Financial Data:**
 - (yr. ended 2014-12-31)
 - Assets: \$941,083,728
 - Total giving: \$33,930,757
- **Additional Contact Information:**
 - Branch Office address: 575 Market St., Ste. 1850, San Francisco, CA 94105, tel.: (415) 908-3000, fax: (415) 908-3001. E-mail for grant inquiries: grants@calwellness.org
- **Limitations:**
 - Giving limited to CA; national organizations providing programs in CA are also considered.
 - No support for activities that exclusively benefit the members of religious or sectarian organizations.
 - No grants to individuals (except for TCWF awards), or for annual fund drives, building campaigns, major equipment, or for biomedical research.
- **Purpose and Activities:**
 - The foundation's mission is to improve the health of the people of California by making grants for health promotion, wellness education and disease prevention. The foundation



pursues the following goals through grantmaking: 1) to address the particular health needs of traditionally underserved populations, including low-income individuals, people of color, youth and residents of rural areas; 2) to support and strengthen nonprofit organizations that seek to improve the health of underserved populations; 3) to recognize and encourage leaders who are working to increase health and wellness within their communities; and 4) to inform policy makers and opinion leaders about important wellness and health care issues.

- Program Area(s): The grantmaker has identified the following area(s) of interest:
 - **Fostering Healthy Environments:** The foundation seeks to ensure that effective systems, infrastructures and resources are in place to support healthy living in underserved, low-income communities. Key strategies: Support for efforts to promote environmental justice and healthy land use planning in underserved communities; prevention of new sources of pollution in communities; clean-up of polluted sites and green economic development; increasing access to healthy food in underserved communities through strengthened food systems; and increasing access to parks and open space in underserved communities to improve recreational opportunities and social cohesion.
- Geographic Focus:
 - California
- Application Information:
 - Review the guidelines and eligibility criteria on the "How To Apply" portal on the foundation's web site, which includes answers to frequently asked questions. All requested information should be included via the online letter of interest and not sent as separate attachments.
 - Application form not required.
 - Applicants should submit the following:
 - Geographic area to be served
 - Population served
 - Detailed description of project and amount of funding requested
 - Brief history of organization and description of its mission
 - Initial approach: Online letter of interest
 - Board meeting date(s): Quarterly
 - Deadline(s): None
 - Final notification: 3 months

National grant Listing

National Fish and Wildlife Foundation - (also known as NFWF)

1133 15th St., N.W., Ste. 1100
Washington, DC United States 20005-2710
Telephone: (202) 857-0166
Contact: Jeff Trandahl, C.E.O. and Exec. Dir.
Fax: (202) 857-0162
E-mail: info@nfwf.org
URL: www.nfwf.org

- Financial Data:
 - (yr. ended 2013-09-30)
 - Assets: \$689,844,484
 - Total giving: \$100,700,632
- Limitations:
 - Giving on a national and international basis, primarily in Latin America and Asia.
 - No support for political advocacy or litigation.
 - No grants for basic research (including graduate level), administrative overhead or multi-year funding; or to cover shortfalls in government agency budgets.
- Purpose and Activities:
 - The foundation fosters cooperative partnerships between the public and private sectors to support conservation activities; among its goals are species habitat protection, conservation education, natural resource management, habitat and ecosystem restoration, and leadership training.
- Program Area(s): The grantmaker has identified the following area(s) of interest:
 - **Acres for America:** In partnership with Wal-Mart Stores, Inc., the program provides funding for projects that conserve important habitat for fish, wildlife, and plants through acquisition of interest in real property. The goal of the program is to offset the footprint of Wal-Mart's domestic facilities on at least an acre by acre basis through these acquisitions. Preference will be given to acquisitions that are part of published conservation plans, state wildlife action plans, or Endangered Species Act recovery plans, all applicants must secure a 1:1 minimum cash or in-kind match to be eligible for funding.
 - **Environmental Solutions for Communities:** With support from Wells Fargo, the program seeks to support projects that link economic development and community well-being to the stewardship and health of the environment. Collectively, investments under this initiative will promote a sustainable future for communities by supporting sustainable agricultural practices and private lands stewardship; conserving critical land and water resources and improving local water quality; restoring and managing natural habitat, species, and ecosystems that are important to community livelihoods; facilitating investments in green infrastructure, renewable energy and energy efficiency; and encouraging broad-based citizen participation in project implementation. Grants range from \$25,000 to \$100,000 for projects of 18 months. Eligible applicants include nonprofit 501(c) organizations; state, tribal, provincial, and local governments; and educational institutions working in states and communities where Wells Fargo operates. Individuals, federal agencies, and private for-profit firms are not eligible. Projects that seek funding for political advocacy, lobbying, litigation, fundraising, or legally mandated mitigation projects are not eligible.
 - **Fisheries Innovation Fund:** Given in conjunction with the National Oceanic and Atmospheric Administration, the Walton Family Foundation, and the Gordon and Betty Moore Foundation, this fund seeks to fund innovative ideas about how to use catch shares to bolster fishing communities while maintaining sustainable fisheries. Grants ranging from \$50,000 to \$200,000 will be awarded.
 - **National Wildlife Refuge Friends Group Grant Program:** This program provides competitive seed grants (\$1,500 to \$5,000) to creative and innovative proposals that seek to increase the number and effectiveness of organizations interested in assisting the National



Wildlife Refuge System nationwide. Grants will be awarded in the following categories: start-up grants (providing funds to assist starting refuge organizations with formative and/or initial operational support); capacity-building grants (providing funds to strengthen the capacity of existing organizations to enable them to be more effective); and project-specific grants.

- **Native Plant Conservation Initiative:** Through this initiative, grants of federal dollars will be provided to nonprofit organizations and agencies at all levels of government to promote the conservation of native plants and pollinators. The program is conducted in cooperation with the Plant Conservation Alliance (PCA). It is expected that all grant funds will be matched by non-federal contributions from project partners. In-kind contributions of goods or services are eligible as match for this program.
- **Fields of Interest:**
 - Agriculture, fishing and forestry
 - Aquatic wildlife protection
 - Biodiversity
 - Bird preservation
 - Business and industry
 - Community and economic development
 - Domesticated animals
 - Environment
 - Fishing and aquaculture
 - Natural resources
 - Sustainable fishing
 - Wildlife biodiversity
- **Geographic Focus:**
 - National, International
- **Transaction Types:**
 - In-kind gifts;
 - Matching grants
- **Application Information:**
 - For most programs, full grant proposals must be invited by the foundation
 - Application form required.
 - Initial approach: pre-proposal
 - Board meeting date(s): Mar., July, and Oct.
 - Deadline(s): varies
- **Financial Data:**
 - Year ended 2013-09-30:
 - Assets: \$689,844,484 (market value)
 - Gifts received: \$156,160,483
 - Expenditures: \$119,947,894
 - Total giving: \$100,700,632
 - Qualifying distributions: N/A
 - Giving activities include:
 - \$95,444,848 for grants



- \$2,557,750 for grants to individuals

The National Park Foundation - (formerly National Park Trust Fund)

1201 Eye St., N.W., Ste. 550B
Washington, DC United States 20005-5905
Telephone: (202) 354-6460
Fax: (202) 371-2066
E-mail: ask-npf@nationalparks.org
URL: www.nationalparks.org

- Financial Data:
 - (yr. ended 2013-09-30)
 - Assets: \$104,040,609
 - Total giving: \$9,841,928
- Limitations:
 - Giving on a national basis.
- Purpose and Activities:
 - The foundation funds programs on a national level that promote leadership and innovation in conservation, educate youth, encourage volunteerism, enhance the national park visitor experience, and connect diverse communities to share its heritage.
- Program Area(s): The grantmaker has identified the following area(s) of interest:
 - **Community Engagement Programs:** This program strives to embrace new audiences, foster cultural and environmental identity, remove social and cultural barriers, merge national parks and communities, and grant ownership to the American people in a manner that affords them opportunities to regard the National Park Service as an outdoor learning laboratory on a global scale.
 - **National Parks Trails Restoration Program:** - This program places and supports conservation crews, made up of six high-school-age interns and two adult leaders, in national parks to participate in three- to five-week service projects. These projects must focus on trail construction, trail restoration, and/or trail maintenance.
- Fields of Interest:
 - Animal welfare
 - Environment
 - History
 - Natural resources
- Geographic Focus:
 - National
- Support Strategies:
 - Program development;
 - Research
- Application Information:
 - Application form required.
 - Deadline(s): Feb. 8 for National Parks Trails Restoration Program
- Financial Data:



- Year ended 2013-09-30:
- Assets: \$104,040,609 (market value)
- Gifts received: \$19,666,973
- Expenditures: \$23,420,159
- Total giving: \$9,841,928
- Qualifying distributions: N/A
- Giving activities include:
- \$9,325,401 for 148 grants (high: \$3,000,000; low: \$5,356)
- \$516,527 for grants to individuals

American Hiking Society

1422 Fenwick Ln.

Silver Spring, MD United States 20910-3328

Telephone: (301) 565-6704

Contact: Gregory A. Miller Ph.D, Pres.

Fax: (301) 565-6714

E-mail: info@americanhiking.org

URL: www.americanhiking.org

- Financial Data:
 - (yr. ended 2013-12-31)
 - Assets: \$81,697
 - Total giving: \$26,000
- Additional Contact Information:
 - Toll-free tel.: (800) 972-8608; e-mail for Gregory A. Miller: gmler@americanhiking.org
- Limitations:
 - Giving on a national basis.
- Purpose and Activities:
 - The society promotes and protects foot trails and the hiking experience.
- Program Area(s): The grantmaker has identified the following area(s) of interest:
- **National Trails Fund:** This program works to protect and build hiking trails throughout the U.S. Projects that will be considered for grants include: those that have hikers as the primary constituency (though multi-purpose human-powered trail uses are eligible); those that secure trail lands, including the acquisition of trails and trail corridors and the costs associated with acquiring conservation easements; projects that will result in visible and sustainable ease of access, improved hiker safety, and/or the avoidance of environmental damage; and projects that promote constituency-building surrounding specific trail projects, including volunteer recruitment and support. Eligible applicants must have 501(c)(3) status; award amounts range from \$500 to \$5,000.
- Fields of Interest:
 - Environment
 - Land resources
 - Sports and recreation
- Geographic Focus:
 - National



- Application Information:
 - Application form required.
 - Deadline(s): Dec. 17 for National Trails Fund
- Financial Data:
 - Year ended 2013-12-31:
 - Assets: \$81,697 (market value)
 - Gifts received: \$883,993
 - Expenditures: \$1,076,227
 - Total giving: \$26,000
 - Qualifying distributions: N/A
 - Giving activities include: \$26,000 for grants

Bikes Belong Foundation

207 Canyon Blvd., Ste. 202
Boulder, CO United States 80302-4428
Telephone: (303) 449-4893
Contact: Zoe Kircos, Grants Mgr.
Fax: (303) 442-2936
E-mail: mail@bikesbelong.org
URL: www.peopleforbikes.org

- Additional Contact Information:
 - Mailing address: P.O. Box 2359, Boulder, CO 80306-2359; e-mail for grant information: grants@bikesbelong.org; fax for Zoe Kircos: (303) 442-2936
- Limitations:
 - Giving on a national basis.
 - No grants for master plans and other policy documents or litigation; signs, maps, and travel; trailheads, information kiosks, benches, and restroom facilities; bicycles, helmets, tools, and other accessories or equipment; events; bike recycling, repair, earn-a-bike programs, or bicycle rodeos; general operating costs; staff salaries; rides and event sponsorships; or planning and retreats.
- Purpose and Activities:
 - The foundation focuses on bicycle safety, children's bicycling programs, and supporting innovative and grassroots efforts to make bicycling safer and more accessible for all.
- Program Area(s): The grantmaker has identified the following area(s) of interest:
 - **Community Partnership Grants:** Grants are available to foster and support partnerships between city or county governments, non-profit organizations, and local businesses to improve the environment for bicycling in the community. Grants will primarily fund the construction or expansion of bicycle facilities such as bike lanes, trails, and paths. Advocacy projects that promote bicycling as a safe and accessible mode of transportation. Lead organizations must be nonprofits or a government entity. All projects must support bicycling among all age groups and ability levels.
 - **REI/Bicycle Friendly Communities Grant Program:** Administered in partnership with the League of American Bicyclists, this program grants awards ranging from \$5,000 to \$15,000



to city advocacy organizations and city planning departments to support designated and aspiring bicycle-friendly communities that are demonstrating success, employing creative strategies, and showing marked advancements in becoming more bicycle-friendly.

- Fields of Interest:
 - Sports and recreation
- Geographic Focus:
 - National
- Application Information:
 - Applications may be submitted at any time, and are reviewed on a quarterly basis. Applications are only accepted via email; unsolicited requests for REI/Bicycle Friendly Communities Grant Program funding not considered or acknowledged
 - Application form required.
 - Initial approach: Download application
 - Copies of proposal: 1
 - Deadline(s): Mar. 31 and Sept. 30
 - Final notification: Within three months
 - Additional information: All grant materials must be combined into one .pdf file and submitted via email; hard copy proposals will not be accepted

Rails-to-Trails Conservancy

2121 Ward Ct., N.W., 5th Fl., The Duke Ellington Bldg.

Washington, DC United States 20037-1251

Telephone: (202) 331-9696

Contact: Keith Laughlin, Pres.

URL: www.railtrails.org

- Financial Data:
 - (yr. ended 2014-09-30)
 - Assets: \$6,603,746
 - Total giving: \$149,520
- Limitations:
 - Giving on a national basis.
- Purpose and Activities:
 - The conservancy works to create a nationwide network of trails from former rail lines and connecting corridors to build healthier places for healthier people.
- Fields of Interest:
 - Physical fitness
 - Public health
 - Sports and recreation
- Financial Data:
 - Year ended 2014-09-30:
 - Assets: \$6,603,746 (market value)
 - Gifts received: \$7,082,199
 - Expenditures: \$7,292,90



- Total giving: \$149,520
- Qualifying distributions: N/A;
- Giving activities include: \$149,520 for 17 grants

Tony Hawk Foundation

1611-A S. Melrose Dr., Ste. 360

Vista, CA United States 92081-5471

Telephone: (760) 477-2479

Contact: Kim Novick, Devel. Dir.

Fax: (760) 477-2474

E-mail: kim@tonyhawkfoundation.org

URL: www.tonyhawkfoundation.org

- Financial Data:
 - (yr. ended 2013-12-31)
 - Assets: \$2,884,672
 - Total giving: \$751,420
- Additional Contact Information:
 - Application e-mail: contact@tonyhawkfoundation.org
- Background:
 - Established in 2000 in CA - Founded by Anthony "Tony" Hawk, a professional skateboarder. Hawk is regarded as one of the greatest skateboarders in the history of the sport, winning multiple X-Games gold medals. In addition, Hawk has also been the focus of several popular skateboarding video games
- Limitations:
 - Giving on a national basis.
 - No grants to individuals.
- Purpose and Activities:
 - The primary mission of the foundation is to promote free, high-quality public skateparks in low-income areas throughout the U.S.
- Program Area(s): The grantmaker has identified the following area(s) of interest:
 - **Public Skatepark Grants:** The foundation awards grants, ranging from \$1,000 to \$25,000, to facilitate the construction of new quality skateboard parks, located in low-income communities in the U.S. Grants are based on a one-time, single-year award, although they may be paid over more than one year, if appropriate.
- Fields of Interest:
 - Parks
 - Sports and recreation
- Support Strategies:
 - Building and renovations
 - Equipment
 - Seed money
 - Technical assistance
- Transaction Types:



- Donated equipment
 - Donated products
 - Matching grants
- Application Information:
 - Applications may not be submitted via printed forms, fax, e-mail, or CDs and other computer discs
 - Application form required.
 - Applicants should submit the following:
 - Copy of current year's organizational budget and/or project budget
 - Copy of IRS Determination Letter
 - Initial approach: Access online application form
 - Board meeting date(s): Apr. and Dec.
 - Deadline(s): Mar. 1 and Oct. 1
 - Final notification: Sixty to ninety days
- Additional information: In addition to the above, applicants should also include documentation (such as newspaper clips or letters from prominent officials) of community support for the skatepark and a copy of the skatepark design. If a professional designer or builder/contractor has been hired, please include a copy of their resume
- Financial Data:
 - Year ended 2013-12-31:
 - Assets: \$2,884,672 (market value)
 - Gifts received: \$724,754
 - Expenditures: \$1,243,241
 - Total giving: \$751,420
 - Qualifying distributions: N/A
 - Giving activities include:
 - \$751,420 for 22 grants (high: \$15,000; low: \$5,000)

KaBoom

Build it Yourself \$20,000 Let's Play Video Contest Grant

- KaBOOM! and Dr Pepper Snapple Group have partnered to award (5) \$20,000 Let's Play Video Contest Grants to winners of the online Let's Play Video Contest, held in spring each year. Playground grants will be awarded to qualifying U.S.-based organizations for the purchase of new playground equipment that will be built using the KaBOOM! community-build model.
- Contest opens April 4, 2016. Stay tuned for contest guidelines and sign up for Grant Notifications to receive a reminder for when to apply!

Let's Play Community Construction Grants

- Dr Pepper Snapple & KaBOOM! have teamed up to offer \$15,000 grants to be used toward the purchase of playground equipment. Grantees will lead their community through a self-guided planning process, using the \$15,000 grant towards the total cost of playground equipment and assembling the playground using the KaBOOM! community-build model. Grantees have up to one



year to build the playground and will have the support of a remote KaBOOM! Grants Manager and an onsite Certified Playground Installer. For more information about the community build model, go to kaboom.org/toolkit.

- Next steps:
 - Apply today! Applications are accepted on a rolling basis throughout the year so be sure to submit an application pro-actively.
 - Applications will be reviewed when complete. If eligible, all applicants will be contacted by email of eligibility and instructions for next steps.
 - Funding Application Deadlines
 - Cycle 1: April 29
 - Cycle 2: July 1
 - Cycle 3: September 9
 - Applicants with fully submitted applications will be notified of their status two (2) months after each funding application cycle deadline.
- Eligibility:
 - Municipalities, schools, and child-serving nonprofit organizations without a playground or with existing equipment that is unsafe for children are eligible for this opportunity.
- Applicants must:
 - Own land or have permission to build
 - Spend \$24,000 to \$40,000 on playground equipment (not including surfacing, site prep, freight, contractor fees, benches, and other non-playground equipment items)
 - Work with a KaBOOM! Preferred Vendor (BCI Burke, Landscape Structures, Playworld Systems or Miracle Recreation)
 - Use the KaBOOM! community-build model to plan and build the playground
 - Finish project within 12 months of award
 - Serve a low-income populationDemonstrate a strong need for a new playspace in the community

American Academy of Dermatology Shade Structure Grants

The AAD Shade Structure Grant Program awards grants of up to \$8,000 to public schools and non-profit organizations for installing permanent shade structures for outdoor locations that are not protected from the sun, such as playgrounds, pools or recreation spaces.

- Eligible applicants
 - The AAD Shade Structure Program is open to non-profit organizations that provide services, programs, and curricula to children and teenagers who are 18 and younger.
 - To be considered, applicants must:
 - Be recommended by an Academy member dermatologist.
 - Demonstrate a commitment to sun safety within their organizations. (Please see the online application for specific criteria to meet this requirement.)
 - Be considering a shade structure that meets the stringent requirements of the AAD. (Please see the shade structure program FAQs or the guidelines book for specific criteria on shade structure selection.)



- Deadline: The 2016 grants cycle open on September 1, 2015.

Home Depot Foundation

Community Impact Grants Program

- Grants, up to \$5,000, are available to IRS-registered 501c designated organizations and tax-exempt public service agencies in the U.S. that are using the power of volunteers to improve the physical health of their community.
- Grants are given in the form of The Home Depot gift cards for the purchase of tools, materials, or services.
- Our mission is to ensure that every veteran has a safe place to call home. As such- priority will be placed on volunteer projects that fit the following criteria.
 - Projects that serve veterans and their families, whether that's repairing homes or improving facilities
 - Projects that involve veterans volunteering to help other veterans in the communities where they live
- Application Considerations
 - We receive many worthwhile requests and cannot accommodate all of them. More competitive grant proposals will specifically identify projects for veterans and will include housing repairs, modifications, and weatherization work.
 - Once grant applications are reviewed, all applicants will receive a written response within six weeks of receipt of a request. Please do not contact your local store or The Home Depot Customer Care helpline to inquire about the status of your application. Should you have any questions about this grant program please e-mail the Foundation by clicking [here](#). For all other Foundation inquiries, please click [here](#).
 - Only proposals submitted through the online application process will be considered for funding. Donation requests submitted by mail, phone, or e-mail will not receive funding and will be directed to the online application process.
- Grant Guidelines
 - Only IRS-registered 501c designated organizations and tax-exempt public service agencies (e.g. Police/Fire Departments) in the U.S. are eligible to apply. In very limited circumstances, applications that are submitted by organizations that do not meet this guideline will be considered, but only to the extent that they are requesting funds to support a charitable purpose as defined by the IRS.
 - Grants must support work completed by community volunteers in the U.S.
 - Projects must be completed within six months following notification that the grant has been awarded.
 - Grants are solely given in the form of The Home Depot gift cards for the purchase of tools, materials, or services.
 - Organizations who have received funding through The Home Depot Foundation's Community Impact Grant Program must wait 12 months after notification of award before applying for additional grants through this program.
 - Organizations must be in existence for at least one year.



- Organizations should be willing to submit stories and pictures of the project upon completion.
- Proposals for the following community improvement activities will be considered:
 - Repairs, refurbishments, and modifications to low-income and/or transitional veteran's housing, or community facilities (schools, community centers, senior centers, etc.)
 - Weatherizing or increasing energy efficiency of low-income and/or transitional veterans' housing, or community facilities
 - Engage veterans as volunteers to help other veterans in their community through service projects focusing on the renovation, repair and improvement of homes and other properties serving veterans
 - Planting trees or community gardens and/or landscaping community facilities that serve veterans
- The Home Depot Foundation's Community Impact Grant Program DOES NOT make grants to support the following:
 - Nonprofit organizations that have been in existence for less than one year
 - Churches and religious organizations whose improvement project primarily serves their congregation and not the overall community
 - Scholarships or other direct support to individuals or families
 - Fraternal, political, labor, athletic or social organizations, civic clubs, candidates or projects
 - Sponsorship or prizes for events such as conferences, festivals, dinners, sports competitions, art exhibits, fundraisers (e.g. dinners, walks/runs/relays, golf tournaments and auctions)
 - Requests for The Home Depot's Kids Workshop kits and/or aprons
 - Capital campaigns, endowments or endowed chairs
 - Film, music, television, video or media production projects or broadcast underwriting
 - Goodwill advertising or marketing
 - Any other support that does not meet the IRS's definition of a charitable purpose.

Lowe's Community Partners Grants

- Lowe's Community Partners grant program helps build better communities by providing monetary assistance to nonprofit organizations and municipalities looking for support of high-need projects such as: building renovations/upgrades, grounds improvements, technology upgrades as well as safety improvements.
- Grants range from \$2,001 to \$100,000, with most projects falling between \$10,000 and \$25,000. Our Lowe's Heroes employee volunteer program is another opportunity for support, which Lowe's can provide to some grant recipients to help supplement the labor of projects. We encourage applicants to speak to their local store manager to see if this is a possibility before applying.
- The fall application cycle closed on August 28, 2015 . The review process takes 90 days from the close date. Once reviewed, applicants will receive a status e-mail.
- The Community Partners 2016 cycle dates are:
 - Fall Cycle: July 1, 2016 – August 26, 2016
- Grants can only be applied for during the cycle dates. It is during this time that a link for the application will become available.

The Lorrie Otto Seeds for Education Grant Program



- The Lorrie Otto Seeds for Education Grant Program gives small monetary grants to schools, nature centers, and other non-profit and not-for-profit places of learning in the United States with a site available for a stewardship project. Successful non-school applicants often are a partnership between a youth group (scouts, 4-H, etc.) and a site owner. Libraries, government agencies and houses of worship are eligible subject to youth participation.
- Established by Wild Ones in 1996, the Seeds for Education (SFE) Program honors the late Lorrie Otto, our "philosophical compass." Money for the grant program comes from donations from Wild Ones members, chapters and other benefactors.
- Electronic Applications for SFE Awards
 - To be considered for the annual award, applicants must submit an electronic application by October 15th of the year prior to the grant year. Notification of awards will be made by February 15th of the grant year.
- Right-click here to download [grant application and instructions](#).
- Right-click here to review a [example of a completed grant application](#).
- Project goals should focus on enhancement and development of an appreciation for nature using native plants. Projects must emphasize involvement of students and volunteers in all phases of development, and increase the educational value of the site. Creativity in design is encouraged, but must show complete and thoughtful planning. The use of, and teaching about, native plants and the native-plant community is mandatory, and the native plants must be appropriate to the local ecoregion and the site conditions (soil, water, sunlight). The Project Coordinator should be knowledgeable and committed.
- Examples of appropriate projects are:
 - Wildflower gardens with habitat for butterflies or other pollinators
 - Rainwater gardens that capture run-off and feature native plant communities
 - Groves of trees or native shrubs that support birds and other wildlife
- Larger-scale projects that may receive funding include:
 - Design, establishment and maintenance of a native-plant community such as prairie, woodland, wetland, etc., in an educational setting such as an outdoor classroom.
 - Developing and maintaining an interpretive trail landscaped with native plant communities.
 - Developing a wetland area to study the effect of native vegetation on water-quality improvement.
- Cash awards range from \$100 to \$500. Funds are restricted to the purchase of native plants and seed for the grant-award year. Successful projects are eligible for discounts on seeds and plants from SFE Nursery Partners.
- Applicants who receive a SFE Program Grant must submit an electronic final report by February 15th of the year following the grant year. Click here to download a copy of the report.
- Recipients for the yearly awards will be chosen by the Seeds for Education judges, a volunteer panel of educators and naturalists. A listing of successful grant recipients from our SFE program from past years is available here.

Hilton Worldwide Corporate Giving Program - (formerly Hilton Hotels Corporation Contributions Program)

7930 Jones Branch Dr.



McLean, VA United States 22102

E-mail: corporateresponsibility@hilton.com

URL: www.hiltonworldwide.com/corporate-responsibil...

- Limitations:
 - Giving primarily in areas of company operations; giving also to national organizations, and in Egypt.;
 - No support for discriminatory organizations, political organizations, candidates, or campaigns, sport teams, or religious organizations not of direct benefit to the entire community.;
 - No grants to individuals, or for association membership, sports activities, capital campaigns or endowments, promotional merchandise or tickets, medical research or disease-specific initiatives, medical procedures for individuals, event sponsorship, research studies or video projects, including student films and documentaries (unless related to initiatives Hilton Worldwide is already supporting), or performing arts tours, except on a case by case basis.
- Purpose and Activities:
 - Hilton Worldwide makes charitable contributions to nonprofit organizations involved with sustainability, community, culture, and opportunity. Support is given primarily in areas of company operations.
- Fields of Interest:
 - Children's rights
 - Community and economic development
 - Cultural awareness
 - Disasters and emergency management
 - Diversity and intergroup relations
 - Elementary and secondary education
 - Food aid
 - Food banks
 - Gift distribution
 - Historic preservation
 - Housing development
 - Human rights
 - Human services
 - International development
 - International relations
 - Job training
 - Natural resources
 - Olympics
 - Public affairs
 - Public policy
 - Reading promotion
 - Special Olympics
 - Tourism
 - Youth development



- Youth organizing
- Transaction Types:
 - Donated equipment
 - Donated products
 - Employee volunteer services
 - In-kind gifts
- Application Information:
 - Phone requests or applications submitted via postal mail or e-mail attachment are not accepted.
 - Application form required.
 - Initial approach: Complete online application form
 - Deadline(s): None
 - Final notification: 6 weeks

Wells Fargo

- Wells Fargo is proud to support organizations that work to strengthen our communities. We look for projects that keep our communities strong, diverse, and vibrant. Our first priority is to support programs and organizations whose chief purpose is to benefit low- and moderate-income individuals and families.
- We make grants in the following areas:
 - **Community Development** - We support the improvement of low- and moderate-income communities through programs that:
 - Create and sustain affordable housing
 - Promote economic development
 - Provide financial education and promote economic empowerment
 - Provide job training and workforce development
 - Revitalize and stabilize communities
 - **Environment** - Wells Fargo will consider requests from organizations that work to create strong environmental practices that:
 - Conserve natural resources
 - Provide environmental education
 - Support the transition to a sustainable environment
- Eligibility
 - Wells Fargo makes contributions to organizations with tax-exempt status under Section 501(c)(3) of the U.S. Internal Revenue Code, as well as qualified tribal and governmental agencies.
 - Please note that Wells Fargo is unable to consider grants for the following:
 - Advertising and promotional items
 - Animal related causes
 - Capital campaigns
 - Endowments
 - For-profit entities including start-up businesses
 - Hospitals



- Individual higher education institutions
 - Individuals, including scholarship or fellowship assistance
 - International organizations
 - Marketing activities
 - Political, labor, religious or fraternal activities
 - Publications, films or production underwriting
 - Purchase of tables/tickets to fundraising events
 - Recreational programs
 - Single disease issues
 - Sports/athletic group activities
 - Start-up funding for new organizations
 - Travel, including student trips
 - Vehicles
 - Video or film production, including documentaries
- If your organization meets Wells Fargo's eligibility requirements and fits our giving priorities, we encourage you to proceed with our online application. Applications are accepted throughout the year but only reviewed in January, April, July and October.
- Application Link: https://www.wellsfargo.com/about/charitable/ca_guidelines
- For more information, please contact:
 - Jack Toan, Regional Vice President
 - Wells Fargo Foundation
 - 2030 Main St., Ste 1100, MAC E2231-11G Irvine, CA 92614
 - (949) 251-4414
 - Email: jack.toan@wellsfargo.com

Bank of America Charitable Foundation

- **Community development:** Affordable housing and community development remain a cornerstone of healthy, vibrant communities. We partner with local, national and global nonprofit organizations addressing pressing community development issues vital to each community's long-term economic health. We support affordable housing, neighborhood preservation, community revitalization initiatives, as well as the delivery of integrated services connecting individuals and families with financial education tools, resources and benefits to achieve their financial goals.
- **Community revitalization:** Supporting local and regional revitalization efforts taking a comprehensive approach to create economic opportunity and communities of choice. This may include large infrastructure and cultural institutions that are economic drivers for employment and contribute to overall community vitality.
 - Comprehensive placed-based revitalization: Activities leveraging Public/Private Investment and community partnerships (Choice Neighborhoods, Promise Zones, etc.)
 - Community anchors: Supporting community anchor and cultural institutions that provide economic opportunity and contribute to the vitality and livability of communities
 - Fostering green communities: Activities that seek the creation, preservation or restoration of open/green/parks space



- Transit oriented development: Activities that support transit oriented development as a means to connect individuals to jobs, services and overall economic opportunity
- Economic development: Efforts that spur small business growth and healthy commercial corridors
- Revitalization initiatives that engage community stakeholders in the economic growth of their communities through support of affordable housing, business growth and access to community services
- Eligibility criteria
 - Must be tax-exempt under section 501(c)(3) of the Internal Revenue Code and not classified as a private foundation
 - Must be based and serve communities in these markets (San Diego County)
 - Should be aligned with our funding priorities of community development, education and workforce development and critical needs.
 - The following organizations are not eligible for funding:
 - Organizations that deny service to a potential client or beneficiary on the basis of race, religion, color, sex, sexual orientation, age, national origin, ancestry, citizenship, veteran, or disability status
 - Individuals, including those seeking scholarships or fellowship assistance
 - Political, labor, fraternal organizations, or civic clubs
 - Religious organizations (for example, churches and synagogues). Some secular community service programs such as soup kitchens, shelters for the homeless, and job banks are eligible, even when sponsored by religious groups.
 - Individual pre-K-12 schools (public or private)
 - Sports, athletic events, or athletic programs
 - Travel-related events, including student trips or tours
 - Development or production of books, films, videos, or television programs
 - Memorial campaigns
 - Contact us at Foundation@bankofamerica.com

Habitat Conservation Fund

- HCF - \$2 million available annually
 - The Office of Grants and Local Services (OGALS) administers the state-funded Habitat Conservation Fund grant program which allocates approximately \$2 million each year to cities, counties, and districts. This program requires a 50% match from grantees. Eligible projects: nature interpretation programs to bring urban residents into park and wildlife areas, protection of various plant and animal species, and acquisition and development of wildlife corridors and trails.
- Eligible Applicants:
 - Cities
 - Counties
 - Districts (District - any regional park or open-space district formed pursuant to Article 3 (commencing with Public Resources Code Section 5500) of Chapter 3 of Division 5 and any recreation and park district formed pursuant to Chapter 4 (commencing with Public



Resources Code Section 5780) of Division 5. With respect to any community or unincorporated region (which is not included within a regional park or open-space district or a recreation and park district, and in which no city or county provides parks or recreational areas or facilities), "District" also means any other district which is 1) authorized by statute to operate and manage parks or recreational areas or facilities, 2) employs a full-time park and recreation director, 3) offers year-round park and recreation services on lands and facilities owned by the district, and 4) allocates a substantial portion of its annual operating budget to parks or recreation areas of facilities.

- Application Information and Materials
 - http://www.parks.ca.gov/?Page_id=21361



Appendix B: Park Maps

The following pages include aerial maps of existing park facilities in San Marcos, along with the surrounding neighborhood of each park.