PARKS, RECREATION AND OPEN SPACE MASTER PLAN

Albany, California

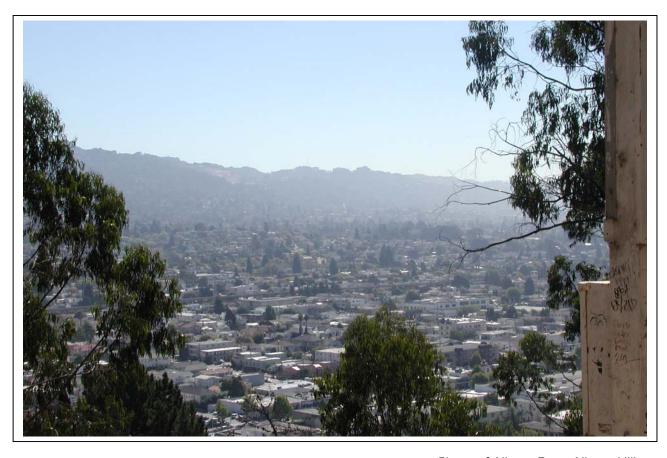


Photo of Albany From Albany Hill

Draft Report

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Appendix D	Demand Analysis
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Executive Summary

SECTION 1 – Introduction

1.1 Introduction to the Project

This report documents the findings and conclusions regarding the delivery of park, recreation and open space services in the City of Albany. More specifically, the Plan will provide policies for improving and maintaining the existing park system; acquiring additional properties for future park, recreation and open space areas; a strategy for meeting the need, managing and maintaining sport fields; and an approach for financing future improvements and long term maintenance requirements. The proposed short-term strategy (six years) for funding these improvements is identified in Section 7, Implementation.

The Plan also includes sections identifying and evaluating the existing system; assesses the need for additional park land; open space and specialized facilities; establishes criteria and standards for site selection; design, and management of the various areas; and recommends an approach to funding acquisition, development and maintenance of facilities.

Report Organization

Due to the extraordinary amount of information in the Plan, much of the technical data is located in appendices found at the back of this document. The main report is divided into the following sections:

Section 1 - Introduction: Provides an overview of the document organization, opportunities for public involvement and summarizes the planning process.

Section 2 – Planning Context: Discusses the community profile that provides the framework for the Plan. This includes a discussion of the natural resources, political boundaries and the population/demographic profile.

Section 3 – Existing Recreation Resources: Inventories and analyses of the park system. This section categorizes the parks by type.

Section 4 - Demand Analysis Summary: Provides a summary of the household survey and the community workshop (visioning) meeting.

Section 5 – Needs Assessment Summary: Provides an overview of the methodology and results of the park, open space and facility needs assessment process.

Section 6 - Recommendations: Provides recommendations and policies for the acquisition and development of future park sites as well as improvements to existing facilities. It also addresses recommendations for the development of major specialized facilities and suggests operational procedures to better manage the park, recreation and open space programs in Albany.

Section 7 - Implementation: Provides a list of projects and actions necessary to implement the plan, identifies project priorities and potential funding sources for capital development and on-going maintenance. Considerable attention was given to the Measure F funding allocations.

In addition to sections identified above, the document contains several appendices. These include the following:

Appendix A - Community Profile: Discusses community profile information that influences the demand and need for park, recreation and open space services. This includes demographic and land use information.

Appendix B - Existing Resources: Includes an inventory of existing park, open space and recreational areas in the Albany area. This includes lands and facilities owned by the City of Albany as well as Alameda County, State of California and Albany School District.

Appendix C - Existing Operations and Management: Includes an analysis of the inventory of existing park, recreation and open space operations, management and maintenance within the City of Albany area.

Appendix D - Demand Analysis: Provides a detailed analysis of the household and community workshop meeting.

Appendix E – Needs Assessment: Provides a detailed analysis of the park, open space and facility needs assessment.

Background Reports

In addition to the information found in this report, a series of background reports were prepared during the study process. These documents included:

Discussion Paper #1	Community Profile
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The purpose of providing these "interim-planning reports" was to provide background information during the study and to provide a foundation for future decision-making.

1.2 Public Involvement

In order to reflect the views of the community and build consensus support for the plan, public participation was an integral part of the planning process. Public involvement was achieved through the following methods:

- Household Survey This included a sampling of Albany residents through a household survey. The objective was to obtain user opinions and preferences regarding existing and future recreation services and park and open space facilities.
- Community Workshop Meeting This was an advertised meeting open to the general public. The meeting was structured to allow participants an opportunity to voice their personal opinions.
- Contacts with User Groups Consisted of detailed questionnaires sent to organized sports group representatives.

The various methods focused on activities that solicited input and public involvement from a variety of interest groups.

1.3 Planning Process

The planning process was divided into five basic phases. These are outlined below.

Phase 1 - Research

I Research/Data Collection

- Community Profile
- Demographic and Population Data
- Existing Resource Inventory/Evaluation [Appendix A]
- Existing Operations Evaluation [Appendix B]

Phase 2 - Assessment

II Demand and Need Assessment

- Public Involvement [Appendix C]
 - Household Survey, Part A
 - Community Forum, Part B
 - Sports Groups Questionnaire, Part C
- System Wide Needs Assessment [Appendix D]

Phase 3 - Recommendations

III Planning Recommendations

- Existing Parks Renovation or Improvements
- New Park Acquisition and Development
- Open Space/Albany Hill Acquisition
- Pathways/Trails Development
- Indoor Space (gymnasiums, etc.)
- Sports Facilities
- Specialized Facilities
- Management and Operational Recommendations
- Maintenance Recommendations

Phase 4 - Implementation

IV Implementation

- Funding Sources
- Project Costs
- Project Priorities
- Financing Strategy
- Capital Improvement Program
- Maintenance Strategy

Phase 5 - Adoption

V Adoption

- Public Hearing
- Acceptance by Parks and Recreation Commission
- Adoption by City Council