



Item No. 5a Town of Atherton

PARK AND RECREATION COMMITTEE – REGULAR AGENDA

TO: PARKS AND RECREATION COMMITTEE
FROM: SALLY BENTZ-DALTON – PARK MANAGER
DATE: FEBRUARY 3RD, 2021
SUBJECT: Identifying and prioritizing key parks and recreation projects

Background

Identifying and prioritizing key parks and recreation projects typically occurs in an ad hoc manner. Projects have not been historically prioritized nor given completion deadlines. Projects may get delayed indefinitely or go many meetings without updates. It can be a challenge for staff when there are numerous projects to complete.

Discussion

Identifying key projects to complete by fiscal year end will help staff, the committee, and council focus on its most important parks and recreation goals.

One way to do this is at the start of each fiscal year, the committee identifies three key projects to complete. The committee takes input from its membership, the public, staff, and council liaison about important initiatives, possible to complete in a year, and the criteria to meet at the end of the fiscal year to consider it complete. Multi-year projects could even be pursued with intermediate goals to be met at the end of each fiscal year.

During each parks and recreation meeting, there will be a progress report on the initiative status. If the end goal is at risk, the committee will resolve how to get the project back on track. At the six-month mark, there will be a more in-depth progress report.

By the end of the year, whether the goals were met or not, the committee examines what worked and what didn't. It can use that knowledge as it identifies the next year's goals.

To meet these objectives, committee members should be directly involved and lead the initiatives with the help of staff.

If the committee wants to proceed, it can try a test run for the remaining part of this fiscal year.

During the March meeting, committee members will propose short term projects achievable by end of June. The committee will pick one or two objectives that are most critical and define how to measure whether the objective has been met. Each project will have a project lead that will give monthly updates and coordinate work with others. In July, the committee can examine whether it met the objectives and ways to improve the process.

Some possible ideas for a July goal are:

- Objective: Beautify park by consolidating and improving signage
 - Completion criteria: Complete signage proposal to staff/council to approve/implement.
Remove/Consolidate superfluous signs.
- Objective: Complete approved capital projects
 - Completion criteria: Town has accepted contractor bid(s) to construct hammerhead parking turnaround and install new lights
- Objective: Align and update park facility rental pricing
 - Completion criteria: Submit updated facility rental pricing proposal to council for review and approval

Related to this discussion is additional demands on staff. While committee members will lead projects, inevitably some of the work can only be done by staff. The committee should consider requesting additional staff be added for parks and recreation initiatives from council.