



**GENERAL SERVICES AGENCY
COUNTY OF TULARE
AGENDA ITEM**

BOARD OF SUPERVISORS

KUYLER CROCKER
District One

PETE VANDER POEL
District Two

AMY SHUKLIAN
District Three

J. STEVEN WORTHLEY
District Four

MIKE ENNIS
District Five

AGENDA DATE: March 6, 2018

Public Hearing Required	Yes <input type="checkbox"/>	N/A <input checked="" type="checkbox"/>
Scheduled Public Hearing w/Clerk	Yes <input type="checkbox"/>	N/A <input checked="" type="checkbox"/>
Published Notice Required	Yes <input type="checkbox"/>	N/A <input checked="" type="checkbox"/>
Advertised Published Notice	Yes <input type="checkbox"/>	N/A <input checked="" type="checkbox"/>
Meet & Confer Required	Yes <input type="checkbox"/>	N/A <input checked="" type="checkbox"/>
Electronic file(s) has been sent	Yes <input checked="" type="checkbox"/>	N/A <input type="checkbox"/>
Budget Transfer (Aud 308) attached	Yes <input type="checkbox"/>	N/A <input checked="" type="checkbox"/>
Personnel Resolution attached	Yes <input checked="" type="checkbox"/>	N/A <input type="checkbox"/>
Agreements are attached and signature line for Chairman is marked with tab(s)/flag(s)	Yes <input type="checkbox"/>	N/A <input checked="" type="checkbox"/>

CONTACT PERSON: Maria Benavides

PHONE: 624-7223

SUBJECT: Parks & Recreation Strategic Business Plan Update

REQUEST(S):

That the Board of Supervisors:

1. Receive an update on the implementation of the Parks & Recreation Strategic Business Plan.
2. Approve Personnel Resolution deleting 1.0 FTE Donation Coordinator position, Position No. 06444.
3. Approve Personnel Resolution adding 1.0 FTE Community Outreach Specialist position.
4. Approve new class specifications and compensation for Community Outreach Specialist.
5. Direct staff to evaluate options for a new Parks Reservation System and to return with recommendations.
6. Review the draft Parks Reservations Policy, updated Special Events Application, and contract template.

SUMMARY:

INTRODUCTION & BACKGROUND

The County of Tulare operates ten Parks, which provide a variety of outdoor recreational opportunities in diverse locations--neighborhood Parks serving unincorporated communities, larger regional Parks serving a wider area of the County, and a mountain Park available for Sierra Nevada camping and recreation.

In an effort to maximize the utilization of resources and outline strategic improvement

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initiatives, General Services and County Administrative Office staff have developed a Parks & Recreation Strategic Business Plan (Plan) included as **Attachment A**. The Plan looks at the current status of the Parks system, challenges that have been impacting operations, and future opportunities to improve the viability of the Parks.

In May 2017, a draft Plan was presented to and reviewed by the Parks Advisory Committee (PAC). PAC comments were incorporated into the final draft presented to and approved by the Board of Supervisors on June 6, 2017.

The Plan includes the following initiatives to improve the condition of the Parks system:

1. Establish a **Maintenance and Improvement Program (MIP)**
2. Annually evaluate the availability of **one-time project funding**;
3. Increase **public engagement and outreach**;
4. Improve **customer service**.

The purpose of this presentation is to provide the Board with an update on the progress made toward implementing the Plan thus far, and discuss other opportunities for improvement that have been identified to further contribute to these initiatives. This includes replacing an existing Donation Coordinator position with a Community Outreach Specialist, and evaluating options for a new Parks Reservation System.

MAINTENANCE IMPROVEMENT PROGRAM

The primary objective of the Maintenance and Improvement Program (MIP) as identified in the Plan is to ensure that Parks are being maintained and improved at optimal levels, and the efforts are aligned with the Board of Supervisors goals for each individual Park. This is to be accomplished by annually presenting the MIP to the Board for approval after consideration by the PAC to ensure transparency, accountability, and input from the public.

The first annual MIP was included in the Capital Improvement Plan (CIP) for Fiscal Year 2017/18, and approved by the Board on August 29, 2017. Outlined are projected activities to be undertaken through the MIP including ongoing regular maintenance, and projects to improve or expand existing features within the parks. The full details of the plan are included as **Attachment B**.

As shown on the MIP, all regular maintenance and operational activities are accomplished on a routine schedule. The MIP assists staff in ensuring each priority is completed in accordance with this schedule. In addition, prior to the presentation of next year's MIP, staff will be keeping records of their operational activities through a maintenance log.

ONE-TIME PROJECT FUNDING

In addition to the MIP, designed to improve maintenance without increased funding, the CIP designated \$856,099 in Capital Projects funds for major one-time Parks needs in Fiscal Year 2017/18. The funding was allocated to seven of the ten Parks. The funding allocated by park is included in **Attachment B**.

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While some needed improvements have already been identified, the Plan recognizes the need for a public engagement process to identify the priority of other improvements. As of February 2018, \$105,000 has been identified as Ledbetter Park Improvement Grant match. As staff continues to work with the public through the Community Outreach meetings, additional projects will be identified for these funds. For example, at the Woodville Park outreach meeting, the community requested irrigation and lighting improvements, for which costs are currently being identified. Any funds not utilized this fiscal year will continue to be available into future fiscal years.

PUBLIC ENGAGEMENT AND OUTREACH

In accordance with the primary recommendations of the Plan, the PAC recommended that the Parks Division seek community input on planned projects, and input on how the remainder of the funding, not currently earmarked for a project, could benefit Parks in each community. Outreach meetings have been conducted in the communities served by Woodville, Pixley, and Ledbetter Parks. A summary of the community's input is included in **Attachment C**. Future meetings will be scheduled for Bartlett, Cutler, and Mooney Grove Parks. Parks staff is working with the PAC to determine which projects best satisfy the communities' requests given the available funds.

CUSTOMER SERVICE

The improvement of customer service by developing visible, measurable results is critical to enhance public perception and the overall Parks experience. While significant progress has already been made toward the first two operations-focused initiatives, increasing public engagement and improving customer service, which go hand-in-hand, have proven more difficult to implement due to staffing and technology limitations.

Staffing

The Parks & Recreation Division is currently allocated 27 full-time equivalent employees (FTEs) focused on the provision of the day-to-day operations and ongoing maintenance of the parks. These duties are time and labor intensive for both Parks management and field staff, given the large geographic area the ten parks cover. As a result, the Division has been limited in the ability to dedicate the necessary resources to proactively implement public engagement and customer service initiatives.

In addition to operations staff, Parks is allocated one Donation Coordinator position, which is currently vacant. The Donation Coordinator job classification was last revised more than 15 years ago, and no longer meets the needs of the Division in accordance with Strategic Business Plan initiatives. The duties are narrow in scope, focusing primarily on the solicitation of funds and volunteer services, and the performance of clerical duties. The required level of education is completion of twelfth grade, and experience is one year of public contact work. The Donation Coordinator job specifications are included as **Attachment D**.

To allow for a more focused effort toward increasing public engagement and improving customer service, staff is requesting to delete the existing, vacant Donation Coordinator position and add a new Community Outreach Specialist position. The

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duties of the new position would be comprised of four components, in addition to Donations, including: Public Relations, Media, Events, and Grants. This classification would also require a higher level of education and experience, is mid-management level, and salaried exempt. These additional components and advanced skill requirements would be more likely to attract a candidate who will take initiative, operate autonomously, and work a flexible schedule to suit the needs of the position. The proposed Community Outreach Specialist job specifications are included as ***Attachment G***.

Due to the expanded duties and qualifications, the proposed annual salary for the new position is approximately \$17,644 more than the existing Donation Coordinator position. This salary is aligned with positions of similar responsibility at other County Departments. Furthermore, it is anticipated that updating the position to more closely meet the Plan's goals will increase the amount of grant funding, donations, and volunteer services to Parks. Therefore, in addition to creating opportunities for public engagement, and improving customer service, the Community Outreach Specialist will also support maintenance improvement efforts with community activities that help offset costs.

Technology

Another opportunity for improving customer service with respect to Parks would be to upgrade the existing Parks Reservation System to allow customers to reserve arbors and campsites, and pay the associated fees with a credit card, online. Currently, Parks does not have the technology to take credit card payments, and those wanting to make reservations have to come in to the office in Visalia, or make a reservation by phone and mail their payment. This requires significant staff resources to answer phone calls, take payments, and coordinate reservations, which could be substantially alleviated by transitioning to an online system.

The current Parks Reservation System was built internally and is approximately ten years old. Since its initiation, modifications and upgrades to the System have been an ongoing challenge. The current software lacks many features that would allow Parks to improve customer service including: the ability for the public to view and reserve available arbors and campsites online; the ability for the public to pay for reservations with a credit card online; integrated maps that show geographic areas of the parks; and financial and statistical reporting capabilities. Following consultation, TCiCT recommended against trying to add the abovementioned features to the current software due to design limitations. While there are ongoing indirect costs to keeping the current software, there is a potential cost savings in the form of staff time and processing efficiencies, as well as revenue generating potential in the form of improved customer services, associated with pursuing a new system.

TCiCT has offered to build a new customized Parks Reservation System that includes all the features and functionality needed, including fully integrated online maps and reservations. This option would require significant staff resources from both the Parks Division and TCiCT during the design and implementation phases of the project, and staff would need to fully explore the opportunities and challenges associated with

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ongoing support, training and routine system upgrades.

Alternatively, there are many software options currently available on the market that have been designed specifically for parks reservation management and include all the features identified by staff for improving customer service. Due to the limitations of the existing software, staff is requesting Board direction to conduct further research on parks reservation systems used by other jurisdictions and return with a recommendation.

Parks Reservations Policy

An important component for customer service is ensuring consistency of business practices. As such, staff recognized the need to develop a policy outlining the practices for standard parks reservations as well as special events. A draft of the proposed policy is included as ***Attachment H***.

Specifically, the policy memorializes current practices, identifies defined fees, and clarifies individual staff roles in the process. In addition, some new practices are being recommended to further streamline the decision making process and ensure consistency. For example, the policy will establish an internal Event Review Committee, which will evaluate applications for special events using a multiple lens approach and make recommendations to management. The policy also sets response timelines, to ensure customers receive prompt responses to their requests, and identifies criteria for fee waivers.

With regard to use of the parks for County activities, the policy continues to allow departments free use of County Parks during normal business hours. However, public use of the parks will be given priority on the weekends in an effort to increase patronage. In addition to the policy, staff has also updated the special events application (***Attachment I***), and developed a contract template for larger events that would go to the Board for approval (***Attachment J***).

CONCLUSION & REQUESTED ACTION

In conclusion, staff is presenting the following recommendations designed to support the initiatives of the Parks & Recreation Strategic Business Plan:

1. Receive an update on the implementation of the Parks & Recreation Strategic Business Plan.
2. Approve Personnel Resolution deleting 1.0 FTE Donation Coordinator position, Position No. 06444. This action will eliminate a position that is no longer strategically aligned with the Parks Division.
3. Approve Personnel Resolution adding 1.0 FTE Community Outreach Specialist position. This will add a more strategically aligned administrative position to the Parks Division, which will play an essential role in the proactive implementation of public engagement and customer service initiatives. Staff is recommending a higher classification and compensation for the Community Outreach Specialist aligned with other positions of similar responsibility in the County.

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4. Direct staff to evaluate options for a new Parks Reservation System and to return with recommendations. An online reservations and payment system will be a key component of improved customer service for the Parks Division.
5. Review the Parks Reservations Policy, updated Special Events Application, and contract template. This policy, application and contract template will help ensure a consistent level of service to Parks customers through the reservation and event planning process.

FISCAL IMPACT/FINANCING:

The intent of the Parks & Recreation Strategic Business Plan is to increase the value of the funds already invested in the Parks system through strategic management. Although the proposed annual salary for the new position is approximately \$17,644 more than the existing position, there will be no Net County Cost to implement this request in the current fiscal year due to salary savings from the position being vacant. The additional cost for subsequent fiscal years will be included in the Parks & Recreation Division's annual budget. Furthermore, it is anticipated that the position will increase the amount of grant funding, donations, and volunteer services helping to offset the additional costs

LINKAGE TO THE COUNTY OF TULARE STRATEGIC BUSINESS PLAN:

Tulare County's Strategic Plan includes the Quality of Life initiative. The four initiatives included in the Plan will improve the appearance and usability of the County's Parks, which provide essential quality of life recreational opportunities for County residents.

ADMINISTRATIVE SIGN-OFF:

Brooke Sisk
General Services Agency Assistant Director

Cc: Auditor-Controller
County Counsel
County Administrative Office (2)

Attachment(s)

- A - Parks & Recreation Strategic Business Plan
- B - Maintenance Improvement Program
- C - Community Outreach Meetings Summary
- D - Job Specifications – Donation Coordinator
- E - Personnel Resolutions
- F - Class Designation
- G - Job Specifications – Community Outreach Specialist
- H - Draft Special Events Policy
- I - Draft Special Events Application

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J - Draft Special Events Contract Template

**BEFORE THE BOARD OF SUPERVISORS
COUNTY OF TULARE, STATE OF CALIFORNIA**

**IN THE MATTER OF PARKS &
RECREATION STRATEGIC BUSINESS
PLAN UPDATE**

)
) **RESOLUTION NO.** _____
) **AGREEMENT NO.** _____
)

UPON MOTION OF SUPERVISOR _____, SECONDED BY
SUPERVISOR _____, THE FOLLOWING WAS ADOPTED BY THE
BOARD OF SUPERVISORS, AT AN OFFICIAL MEETING HELD _____
_____, BY THE FOLLOWING VOTE:

AYES:
NOES:
ABSTAIN:
ABSENT:

ATTEST: MICHAEL C. SPATA
COUNTY ADMINISTRATIVE OFFICER/
CLERK, BOARD OF SUPERVISORS

BY: _____
Deputy Clerk

* * * * *

1. Received an update on the implementation of the Parks & Recreation Strategic Business Plan.
2. Approved Personnel Resolution deleting 1.0 FTE Donation Coordinator position, Position No. 06444.
3. Approved Personnel Resolution adding 1.0 FTE Community Outreach Specialist position.
4. Approved new class specifications and compensation for Community Outreach Specialist.
5. Directed staff to evaluate options for a new Parks Reservation System and to return with recommendations.
6. Reviewed the draft Parks Reservations Policy, updated Special Events Application, and contract template.

COUNTY OF TULARE
COUNTY ADMINISTRATIVE OFFICE


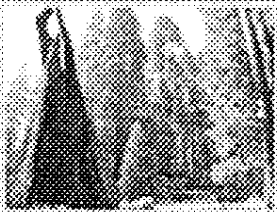
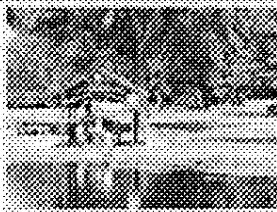
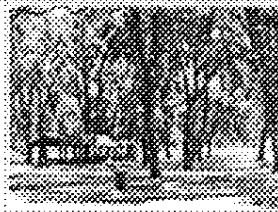
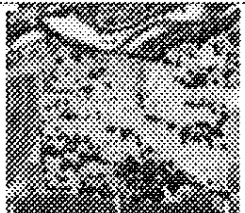
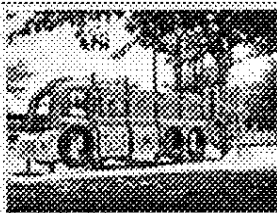
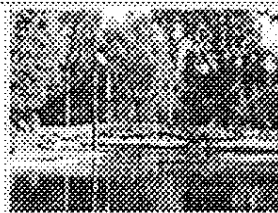
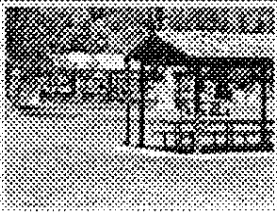
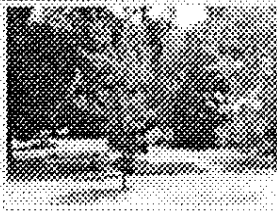



PARKS & RECREATION
STRATEGIC BUSINESS PLAN

MAY 2016

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- II. EXISTING OPERATIONAL IMPACTS
- III. BUDGET ANALYSIS
- IV. CURRENT SOLUTIONS
- V. PROPOSED ACTIONS
- VI. EXHIBITS & ATTACHMENTS

Tulare County Parks Photos		
		
Balch Park	Bartlett Park	Cutler Park
		
Kings River Park	Ledbetter Park	Mooney Grove Park
		
Pixley Park	West Main Park	Woodville Park

I. INTRODUCTION & EXECUTIVE SUMMARY

Introduction & Purpose

The County of Tulare operates ten Parks that provide a variety of outdoor recreational opportunities and are located in diverse settings - neighborhood Parks serving unincorporated communities, larger regional Parks serving a wider area, and a mountain Park available for Sierra Nevada camping and recreation.

This Plan will survey and analyze several important data points relevant to the overall condition of the Parks system. Thereafter, using this analysis, this document will outline a strategy for improving the Parks System to yield greater results for the public. Ultimately, it is the intent of staff that this report be used to assist and inform decision-making to improve the Parks.

This Plan will look at the current status of the Parks system, issues that have been impacting operations, and future opportunities to improve the viability of the Parks. This Plan will provide information regarding the operational budget, major threats, and a proactive list of strategies for consideration designed to materially improve our Parks.

Background & Parks Advisory Committee

Each County Park is a vital part of the community in which it is located. Generations of county residents have enjoyed these Parks and each of them has a rich history. As such, the County wishes to approach the necessary improvements in the Parks system through a public engagement process - this document achieves that goal.

Since 2010, the Parks & Recreation Division has been managed by the County Administrative Office, as part of the General Services & Capital Projects Department. In 2010, Parks & Recreation was reassigned from the Resource Management Agency (RMA) into the County Administrative Office. Prior to its assignment in RMA, Parks & Recreation was managed by the General Services Department. The County uses an internal workforce of 27 full-time equivalent operations employees (FTE) to provide services to these ten Parks.

In 2015, the Board of Supervisors established the Parks Advisory Committee (PAC) in order to increase public engagement. The PAC is addressing significant matters related to the condition of the Parks system, such as deferred maintenance and the Mooney Grove 20 Year Conceptual Master Plan. This document will discuss their role in the improvement of the Parks.

Conclusion & Recommendations

This Plan recommends several initiatives to improve the condition of the Parks system. Although much has been accomplished in recent years, the County has a long way to go to make each of the Parks a thriving part of their community. The primary recommendations in this Plan, based off of the analysis conducted, are as follows:

- Establish a Maintenance and Improvement Program (MIP) to ensure that the Parks are being maintained and improved at necessary levels;
- Annually evaluate the availability of a dedicated source of one-time project funding;
- Increase public engagement and outreach through targeted community meetings; and
- Improve customer service efforts for employees in the Parks System.

With these four distinct areas of improvement, staff believes that significant progress will be realized within the Parks system over the next five years.

II. EXISTING OPERATIONAL IMPACTS

The County Parks system is responsible for maintaining the Parks and providing the space necessary for recreational opportunities within several communities. There are many factors that impact the County's operational abilities to achieve this mission and improve the Parks conditions. This Section will summarize those impacts and indicate how they have created challenges for the County Parks.

The purpose of this Section is to communicate those factors that challenge Parks staff and create difficulties in bringing the necessary improvements forward. These impacts have created fiscal strain and maintenance concerns. Subsequent to the discussion in this Section, the remainder of this report articulates the efforts the County has taken in spite of these challenges, as well as further recommendations for action.

In summary, all of the factors listed below have created strain within the management of the Parks and require additional resources to mitigate, which diverts funds and resources from improvement activities and other basic maintenance efforts – all of which impacts the experience of the patrons.

a. Severe Drought Conditions

The Central Valley has been experiencing a severe drought over the past several years. This drought has had significant impact on the conditions of each of the Parks. The visible impacts include dead and dying trees, brown grass, and dry waterways. This has impacted the appearance of the Parks, visitor experiences, and the Parks' reputation. Throughout the drought, the County has lost several trees, wells have failed, and turf has died in large areas. All of these have been prominent concerns for the Parks and the community.

Staff has had to revise their maintenance practices and divert resources towards addressing the impacts of the drought. For example, the County installed a new well at Mooney Grove and is installing a new well at Cutler Park to address the major impacts of the drought. Furthermore, staff has had to reduce its watering at each Park furthering the decline of grasses and trees therein.

This matter was highlighted in an article published in the Fresno Bee on October 16, 2015 titled, "Oak Trees Dying in Mooney Grove Park from Drought." The article noted the devastating impacts of the drought on the tree conditions and irrigation infrastructure. The photo below was published in that article and shows a dying Valley Oak tree in the park.



Photo Credit: Lewis Griswold, Fresno Bee, October 16, 2015

b. Tree Mortality

As a direct result of the severe drought conditions listed above and a bark beetle infestation, Tulare County has also been experiencing exceptional tree mortality rates. This matter has garnered extensive attention, as it will require creative and ambitious solutions. Tulare County Parks have also been experiencing higher tree mortality rates than in normal conditions. This degrades the appearance of the Parks, creates great liability for the County, and requires extensive maintenance efforts. For this reason, Parks & Recreation has played an important role in the County's Tree Mortality Taskforce – helping to assist in the logistics of tree removal and operational safety.

As reported to the Board of Supervisors on November 8, 2016, the County has spent approximately \$75,000 of the \$250,000 budgeted this fiscal year to address this concern and, despite this expenditure, a significant amount of dead and dying trees persist. This process also includes a managed decline approach discussed later. Parks & Recreation has allocated staff and equipment resources to combatting the tree mortality epidemic in the County – particularly in the vicinity of Balch Park.

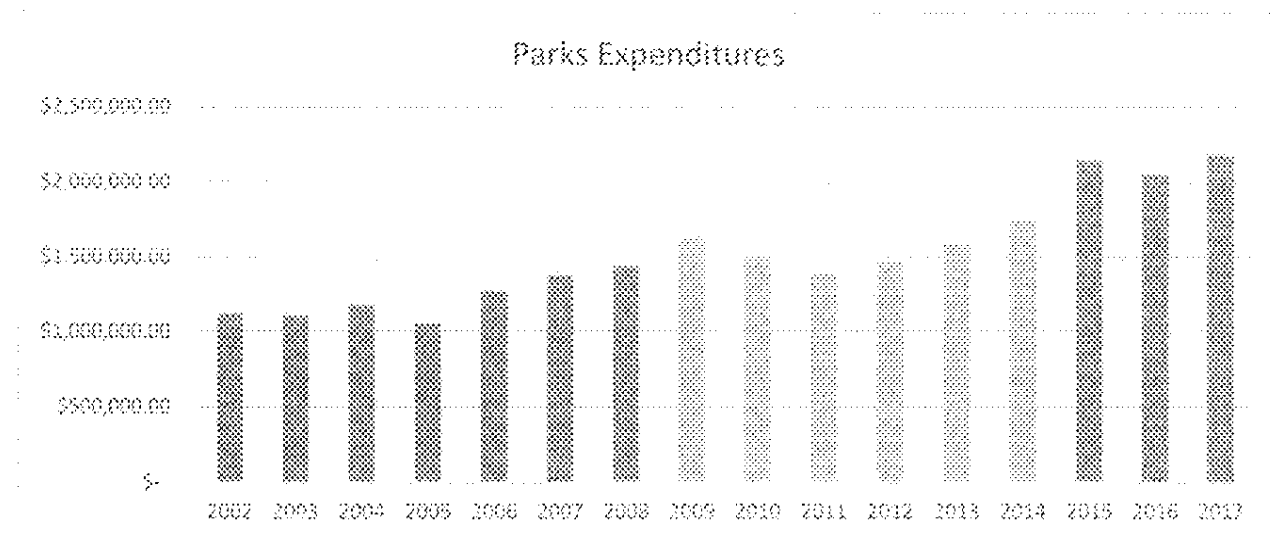
c. Global Financial Recession

The County of Tulare, as with all other entities, was impacted by the Global Financial Recession. The consequences of the recession included budget cuts, staffing shortages, and a reduction in available resources. The chart below shows the total Parks division expenditures in relation to the Global Financial Recession.

As you can see, the funds spent to support all Parks activities were significantly impacted by the recession. Indeed, the County Parks division was only able to climb above pre-recession level expenditures in Fiscal Year 2015. Since that time, expenses have been fairly flat. This is a key factor in the County's ability to address all of the Parks needs. This factor illustrates the decreasing fiscal resources in comparison to rising costs, and displays the philosophy within the Parks system of doing as much as you can, in spite of limited resources. During these

strained years, the County had to balance all of its major priorities, including public safety, health needs, and quality of life matters in the allocation of scarce resources.

As described below, this financial strain has created ongoing maintenance concerns, and has prohibited Parks staff from implementing and constructing major improvements. It will also be discussed later that, in general, these ongoing maintenance concerns continue to mount at an additional cost, which exacerbates these strains.



d. Deferred Maintenance

Because of the financial impact shown in the chart above and combined with the other operational strains also described in this Section (i.e. drought and tree mortality), the Parks system has been forced to defer important and standard maintenance efforts due to lack of available resources.

This deferred maintenance includes a delay in routine tree trimming as resources are addressing extraordinary tree deaths, and the inability to address deficient infrastructure and remove aging structures. In the past three years, Parks staff has made efforts to address the backlog of maintenance within the Parks system. For example, the County replaced the entire electrical system at Bartlett Park – an item that had been outstanding for some time, the County also increased several maintenance efforts associated with the Pond at Mooney Grove Park.

The Tulare County Parks Advisory Committee (PAC), in particular, has taken a position regarding this matter. As an illustration, the PAC has indicated that they would like staff to address these deferred maintenance items prior to finalizing the implementation plan for the Mooney Grove 20 Year Conceptual Master Plan. Staff has proceeded accordingly and provides a regular report to the PAC of these deferred maintenance items at each committee meeting and believes the implementation plan will be developed in early 2017.

III. BUDGET ANALYSIS

The Parks system relies primarily on County General Fund dollars to offset costs. This Section will analyze the various financial matters associated with maintaining and operating the Parks. As part of this Plan, discussed in Section IV, the County is intending to modify the accounting structure of the Parks system to ensure that expenses and revenues are tracked associated with each Park.

The key findings of this Section are that the Parks system does not generate substantial revenue and was significantly and negatively impacted by the consequences of the Global Financial Recession, which are still realized today. To put it differently, the Parks system has been operating with extensive fiscal and operational constraints, while also trying to address significant maintenance concerns.

These fiscal challenges have created a dramatic impact on the ability of the County to address outstanding needs and concerns, particularly when combined with the items listed in Section II above. All of the financial data below are actual expenditure and revenue amounts obtained from the County's web-budget system for Fiscal Year 2015/16.

a. Expenses by Park: Fiscal Transparency and Accountability

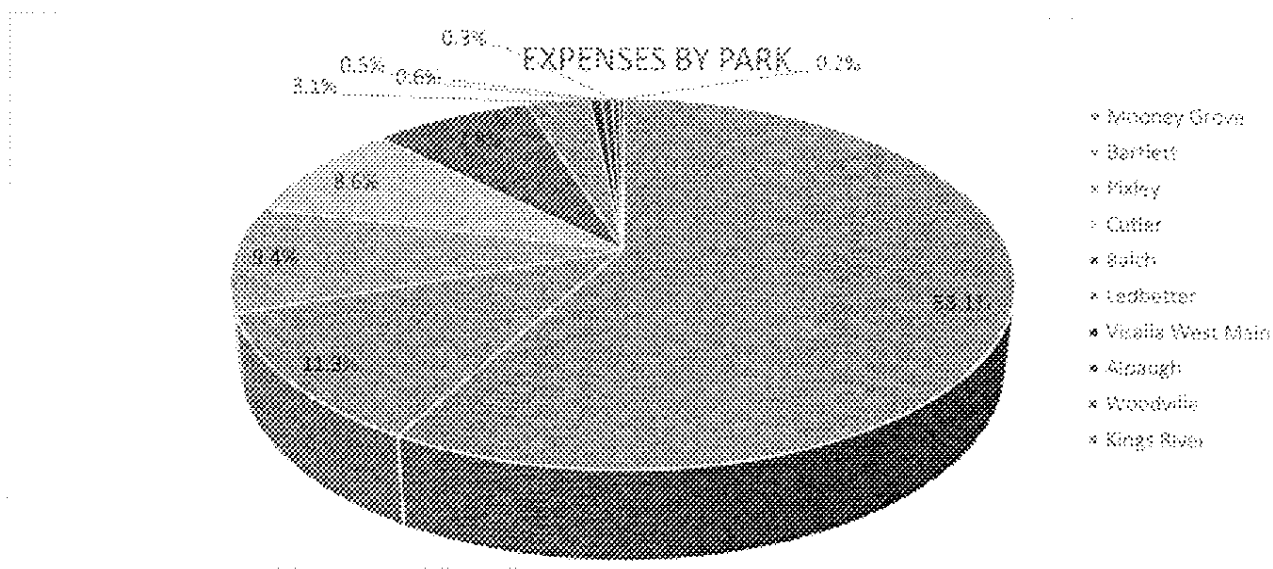
As stated previously, the County operates ten Parks. Each Park is located within a different community, provides different services, and generates different revenue streams. Each Park has different maintenance needs and requirements – some Parks are resource-intensive and others are less so. The chart and table below provide various analytical data associated with the operational expenses for each Park to illustrate this.

This table demonstrates several key points regarding the finances of the Park system. As shown, Mooney Grove Park had the greatest amount of operational expenses at 58.2% of all monies spent within the Parks system. The remaining nine Parks share the available 40% of resources, and some Parks are operating with very little financial support.

PARK	EXPENSES
Mooney Grove	\$ 1,193,062
Bartlett	231,598
Pixley	192,223
Cutler	177,332
Balch	160,311
Ledbetter	65,560
West Main	12,369
Alpaugh	10,350
Woodville	7,142
Kings River	1,100
TOTALS	\$ 2,050,041

This table also demonstrates the diversity of Parks needs within the County's system. Mooney Grove clearly receives the most financial and maintenance attention within the Parks system. Given their rural nature and smaller size, the other Parks are not as maintenance or operational-intensive and, therefore, require less funding.

The chart below provides a graphical illustration of this same data.



Mooney Grove Park and Fisley Park are two of the most visited and utilized Parks in the County. Furthermore, Mooney Grove Park has several maintenance-intensive features not found at other Parks. For example, arbors, a pond, sports fields, several structures and buildings, trails, a disc golf course, and a large amount of turf and trees that require ongoing maintenance.

b. Revenues by Park: Customer-Generated Funds

The Parks system generates a small amount of revenues through gate, arbor, and camping fees at select Parks. These fees are only collected from March through October. They are also only collected Friday through Sunday during those months. They are not intended to generate substantial resources to the County, but are an important part of the Parks system budget.

The table below shows the fees charged at each Park.

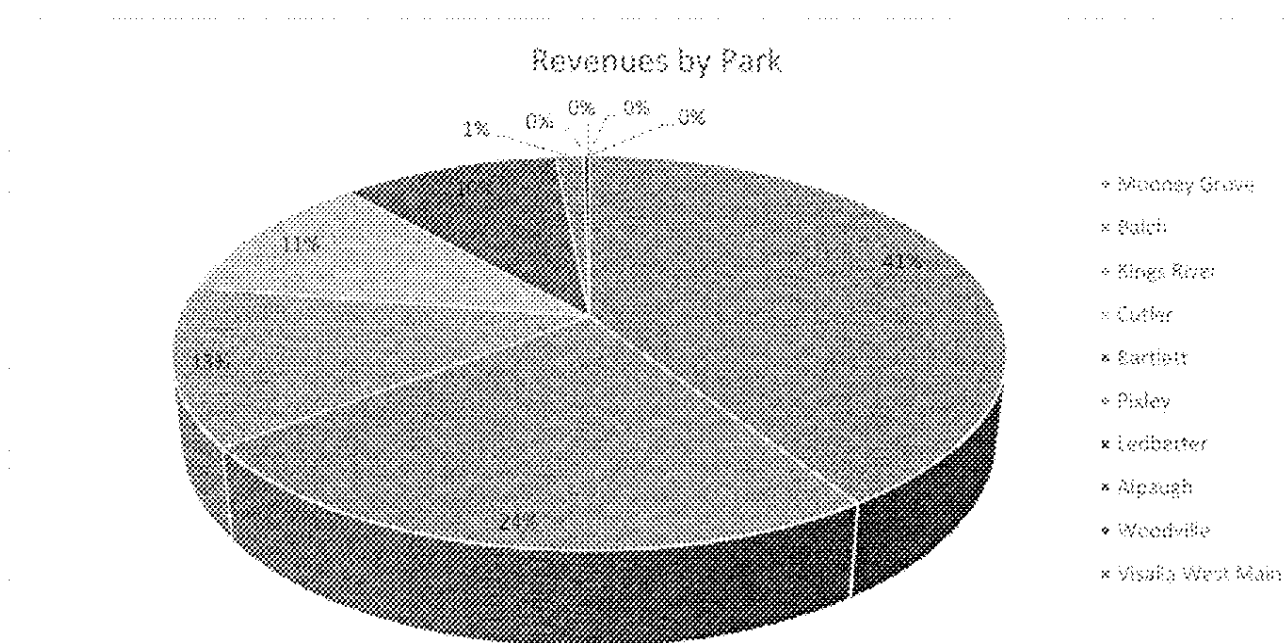
PARK	FEE TYPE	AMOUNT
Mooney Grove	Entrance	\$6/vehicle
Mooney Grove	Arbor	\$45 - \$145
Bartlett	Entrance	\$5/vehicle
Bartlett	Arbor	\$35 - \$50
Cutler	Entrance	\$5/vehicle
Cutler	Arbor	\$50
Balch	Camping - General	\$16/night
Balch	Camping - Seniors	\$8/night
Balch	Day Use	\$1
Ledbetter	Arbor	\$50
Kings River	Disc Golf	\$5/person

From an analytical perspective, these revenues are very important as they generate a small, dedicated source of money for the Parks system. Although they are not designed to recover all the costs of operating each Park, they do recover the costs incurred to collect the fees, and create a small revenue stream for the Parks system. The County also collects fees from special events and charitable donations. All of which helps to offset operational costs in a small but needed amount.

The table below shows the revenues received by each Park in Fiscal Year 2015/16. As with the expenditure data, Mooney Grove Park generates the greatest amount of revenue through fees; approximately 41% of the total Parks revenue is generated at Mooney Grove Park. However, Mooney Grove, as an example, only recoups approximately 10% of its expenses through these fees. As a whole, the Parks system recoups approximately 14% of its expenses through these same fees.

PARK	REVENUES
Mooney Grove	\$ 116,649
Bartlett	28,872
Pixley	3,703
Cutler	31,125
Balch	68,337
Ledbetter	758
West Main	0
Alpaugh	35
Woodville	0
Kings River	37,350
TOTALS	\$ 286,828

The chart below shows the percentage of revenues received by each Park.



c. General Fund Contributions

The following data shows the amount of funds contributed to the Parks System from the County General Fund. The General Fund provides the majority of the revenue not generated by Parks fees. This is the single most important source of revenue for the Parks system. Approximately 85% of the funds needed to operate the Parks system is provided by the County General Fund. As a note, Parks is accounted for within the General Services budget.

Fiscal Year	Expenses	Revenues	General Fund
2011/12	\$ 1,473,397	\$ 296,359	\$ 1,177,038
2012/13	1,590,133	283,372	1,306,761
2013/14	1,751,780	297,018	1,454,762
2014/15	2,149,684	222,587	1,927,097
2015/16	2,051,855	286,835	1,765,020
2016/17 (Budget)	2,184,184	338,000	1,846,184

d. Volunteer, Donations, and Events Analysis

In addition to traditional revenues generated by gate fees and monies provided by the County General Fund, Parks has also benefited from volunteer work, donations, and fees generated by various different event registrations.

These sources of revenue are all integral to the financial health of the Parks system and are necessary to provide essential maintenance efforts. Some of the Parks benefit more than others from these sources and the County attempts to continually identify new areas of expansion. For example, Parks staff oversee the special event registration process and work with local service clubs to solicit donations and volunteers.

At Mooney Grove Park, there are several longstanding relationships that highlight the success of this particular endeavor. Some of these relationships are in the form of the Adopt-An-Arbor Program, wherein organizations are able to contribute funds to the ongoing maintenance of a selected arbor and get their name placed on the arbor, as well as complementary use of the arbor.

Businesses and individuals are able to make tax deductible, in-kind, or monetary contributions to the Parks through the Friends of Tulare County (FTC), a 501 (c) (3) non-profit organization that accepts donations on behalf of Tulare County. More than \$60,000 in monetary donations have been made through the FTC since 2012.

IV. CURRENT SOLUTIONS

Though there are significant challenges facing the Parks system, staff continues to seek ways of improving and maintaining the Parks. The purpose of this Section is to outline those activities that are currently underway and have been initiated recently. These activities and initiatives are designed to yield the greatest return on investment and to create meaningful improvements in the condition of the Parks.

Parks staff has taken many actions within the Parks system that actively improve the conditions of the Parks and provide a path forward for future progress. Several of these have been in the form of community partnerships, creative thinking, and alternative funding resources, such as grants.

a. Parks Advisory Committee

Because of their rich history and heritage, many of the County's Parks are vital parts of their communities. Historically, the County did not have a venue to solicit community input and work with members of the community to find new solutions to these challenges.

Accordingly, the Board of Supervisors established the Parks Advisory Committee (PAC) in May 2015 to create a forum for public input regarding Parks matters. This was done at the request of Supervisors Vander Poel and Worthley in response to a constituent proposal they had received.

The PAC has been a vital part of improving the Parks condition since its inception. It is comprised of a diverse membership and has overseen several key initiatives, including the approval of a Trap, Neuter, and Return Pilot Program with the Visalia Feral Cat Coalition. This initiative in particular is a key accomplishment of the PAC. The Board of Supervisors asked the PAC to review and vet this initiative, after which, the Board accepted the Committee's recommendation to proceed with this Pilot Program.

In the coming months, the County will be filling two vacancies on the PAC and beginning more robust outreach efforts in the areas served by each of the parks. Thereafter, beginning in early 2017, the PAC will conduct community working sessions to solicit input on the Implementation Strategy for each of the ten parks, including the Mooney Grove 20 Year Conceptual Master Plan.

b. Mooney Grove Strategic Improvements

i. Mooney Grove Well & Increased Irrigation

The County replaced the previous domestic and irrigation well at Mooney Grove Park in the spring of 2016. The new well is a full-service, irrigation and domestic well, it is connected to the existing infrastructure, and will help to address the landscaping needs. The well was funded through a partnership with Capital Projects and overseen by Capital Projects staff in assistance with Parks & Recreation staff. This project was an important improvement in the Park and was needed as a direct result of the drought conditions.

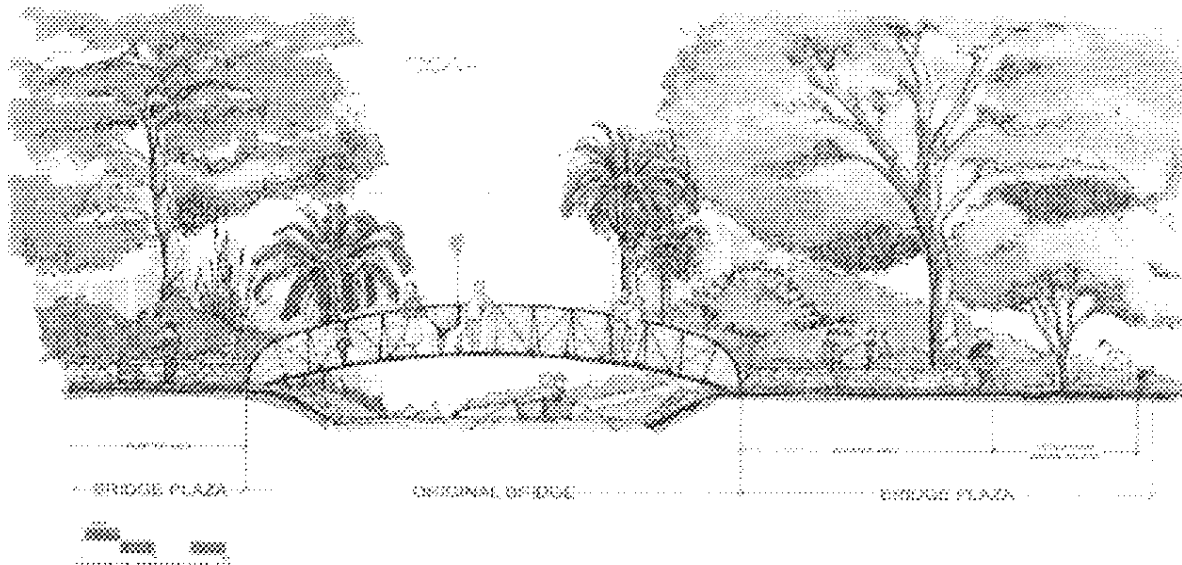
ii. Geese Clean Up

The County has increased the amount of staff and volunteer labor to clean up the increasing amount of geese droppings around the Pond. This goose waste removal effort has improved the appearance of the perimeter of the Pond and allowed for better customer utilization. The County has experienced high numbers of geese at Mooney Grove Park and has taken steps to reduce this population through non-invasive practices, which should create a sustainable solution.

iii. Pond Clean Up

In addition to the geese waste removal practices described above, Parks staff has also taken measures to clean up the milfoil in the pond. The milfoil was brought under control through the utilization of licensed triploid grass carp. The County continues to manage the algae using microbial products. Both of these efforts have also improved the appearance of the Pond.

iv. Mooney Grove 20 Year Conceptual Master Plan



Plan Background

The Mooney Grove Park 20 Year Conceptual Master Plan (Plan) is a planning document intended to provide a vision for the future of Mooney Grove Park while recognizing the Park's historic value. The document is a starting point for future comprehensive planning, engineering, architectural and landscape concepts.

In this way, the Plan is not an operational or strategic plan and, therefore, does not identify current facility, landscape, or maintenance needs. These items are addressed in a variety of documents, including, but not limited to, the County's Capital Improvement Plan, Facilities Improvement Plan, and annual Parks budget.

The Plan's recommendations are designed to increase attendance and create a greater diversity of activities available at the Park for visitors. The proposed recommendations would enhance the public's experience while visiting the museum complex, the historical buildings, and recreational facilities. The Plan provides a concept for development that includes the relocation of existing features reconfigured into a Main Street plan, new trails and venues, historic monuments, public art spaces, improved utilities and circulation, and Cameron Creek improvements.

The Mooney Grove Park 20 Year Conceptual Master Plan was prepared by Kleinfelder, Inc. in cooperation with County staff, community organizations, and County residents. Kleinfelder was selected by the County in 2008 to provide four contract deliverables for Mooney Grove Park, one of which was the Conceptual Master Plan.

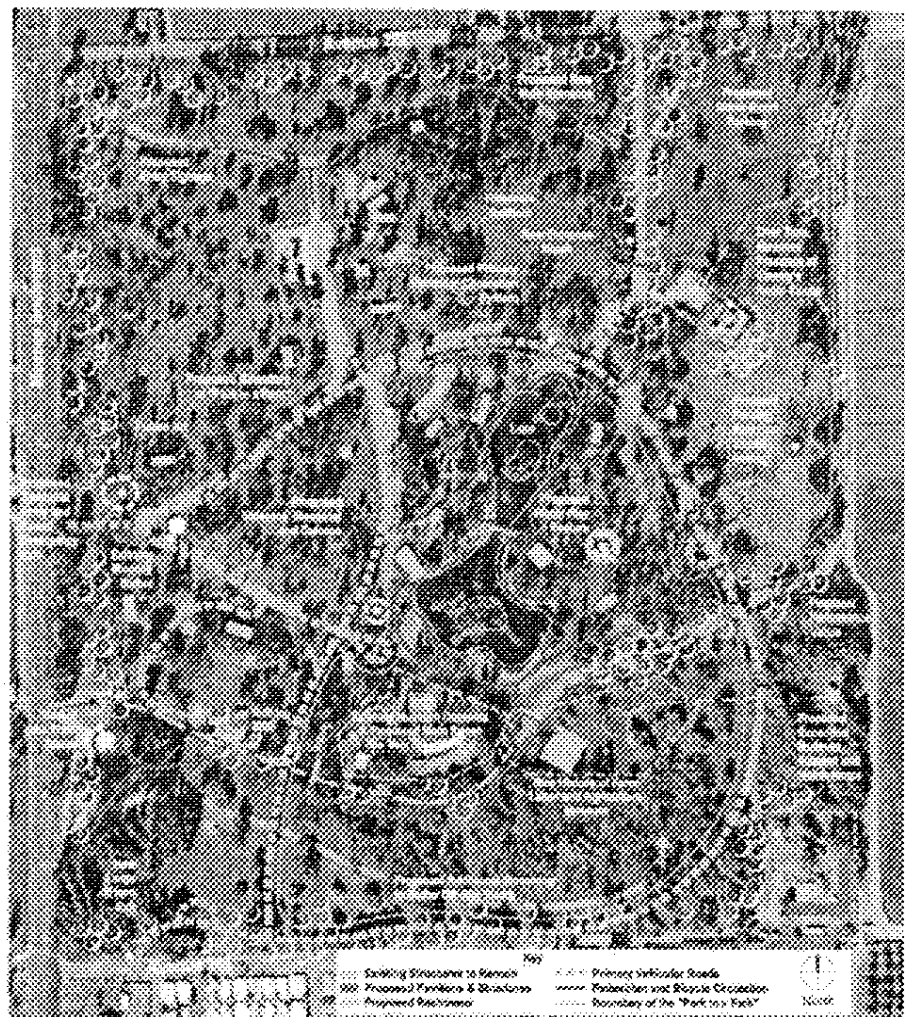
To support the recommendations, the Plan includes: a conceptual layout of the proposed improvements; elevations or cross-sections of major elements, scaled figures and photographed elevations of structures to be reconstructed; a concept for dry utilities, domestic water, sanitary sewer, recharge water and waterways, storm drainage, internal circulation, and parking.

Improvement Recommendations

The Board of Supervisors adopted the Conceptual Master Plan on January 27, 2015. In summary, the Plan includes six major improvement categories, which are:

- *Roads and Trails:* new vehicle entries, trails, parking, and roads
- *Park in the Park concept:* a central, dedicated area surrounding the lake and museum complex for identified recreational and historical activities
- *Cameron Creek improvements:* new vegetation and naturalization of existing stream banks
- *Main Street concept:* rehabilitate and relocate existing historic structures into a newly designed Main Street configuration
- *Public Space features:* a variety of improvements for public use, including an outdoor performance venue, ball field, outdoor art, and picnic areas
- *Utilities:* water, sewer, and dry utilities

The Plan outlines the County's priorities in regards to the future of the Park and includes a proposed set of recommendations for the Park that will enhance the recreational experiences for visitors.



Community Outreach Process

The preparation of the Plan included several meetings within Visalia. In late 2014, the County held two forums at Café 210 in Visalia to review the Plan's details and seek public input. Both of these meetings were very well attended and substantive comments were provided. Several of the attendees have become members of the Parks Advisory Committee.

Upon formation of the PAC, the Board requested that the Committee review the Plan and prepare final recommendations regarding the implementation of the Plan's proposed improvements. These recommendations would be in the form of a Committee-approved Implementation Strategy.

Prior to formally preparing these recommendations, the PAC chose to become familiar with the Parks' needs and address the backlog of deferred maintenance.

v. Visalia Feral Cat Coalition Trap, Neuter and Return Pilot Program

Mooney Grove Park is home to a large population of stray and feral cats. The impacts of these feral cats and their wellbeing became a major concern for Parks staff and the community. The County has traditionally removed feral cats from the Park as a method of reducing cat populations.

A local non-profit, the Visalia Feral Cat Coalition (VFCC), became actively involved in efforts to maintain the animals' well-being by providing a solution known as Trap Neuter and Return (TNR) several years ago. In a TNR program, feral cats are captured, taken to a veterinarian for sterilization, vaccination, and flea treatment, and subsequently brought back to their original location. Once the cats have been returned, volunteers maintain regular daily feeding. The premise of a TNR program is that it is a more cost effective method of reducing feral cat populations overtime.

Shortly after the PAC was formed, the Committee heard regular presentations from the VFCC, advocating for TNR as a humane way of reducing the population of feral animals, which can, in turn, reduce the impacts associated with those animals.

Feedback from other experts and community members was also heard in opposition to the program for reasons including flea infestations in Parks buildings, liability exposure for the County, and the possibility of harm to other Park animals.

After much deliberation and consideration of all of the facts presented, at their April 2016 meeting, the PAC recommended that staff request the Board of Supervisors approve a TNR Pilot Program as a strategy of managing and reducing the population of feral cats at the Park.

The Board of Supervisors approved an agreement with the VFCC for a period of 12 months. The Program provides the County the opportunity to make a data-driven decision regarding the long term utilization of TNR as a method of reducing the population. County staff and VFCC representatives have worked together extensively to coordinate the details of the program and monitor its progress.

It is recommended that the Board of Supervisors consider a report from staff regarding this Pilot Program to determine the future and continued use of this Program.

vi. Strategic Tree Removal Program

Due to the tree mortality impacts discussed elsewhere in this document, staff has been implementing a strategic tree removal program. In this program, only dead trees are removed and dying trees are pruned to create a managed decline state. This allows for the greatest amount of trees to remain standing while reducing the risk created by dead and dying trees. This also helps to encourage new growth in younger trees and the possibility that a declining tree can return to full growth.

c. County Funding Partnerships: Grants and Capital Projects

Resource Management Agency

Parks staff has sought creative methods of bringing funding into the Parks system over the past several years to ensure that improvement projects can move forward. The most important contribution of funds have come in the form of grant partnerships with the Resource Management Agency (RMA) and in the form of one-time project support from Capital Projects. These two contributions combine to ensure that the Parks can invest in improvement projects regardless of the current budget concerns discussed earlier.

Over the past few years, RMA has been a helpful partner in the acquisition of grant funds to improve the condition of the Parks. RMA has an experienced staff of grant writers and managers who are able to seek funds and manage grants in conjunction with the implementation by Parks staff. These individuals have pursued many grant opportunities successfully which has supported a variety of projects.

The relationship with RMA has resulted in the contribution of more than \$500,000 in Housing Related Parks Program funds over the past three years. Specifically, this funding has made substantial improvements to Ledbetter Park including a current project to modernize infrastructure and improve recreational amenities. This relationship has been highlighted by the Visalia Times-Delta in its February 24, 2016 article titled, "County Park Gets a Boost, Improvements."



Photo Credit: Eric Woomer, Visalia Times-Delta, February 24, 2016

Currently, County Parks has partnered with RMA to actively pursue additional recreational development grants. For example, in January 2017 the Board of Supervisors approved the submittal of a \$1 million plan to improve Pixley Park and a \$800,000 plan to enhance the Woodville Park. If successful, these grant-funded projects would make substantial improvements by adding soccer fields, lighting to enable extended hours of play, and make accessibility improvements.

Public Health

One of the objectives of the Parks system is to foster and encourage healthier lifestyles through kinetic outdoor activities. These have included expanding on the Parks' successful athletic events with local schools, such as long-distance running events, disc golf, and partnerships with walking groups. Similarly, the Public Health Department within the Health and Human Services Agency has worked closely with County Parks staff to install a hydration station and self-guided exercise path as part of the current Ledbetter Park makeover. With encouragement from Public Health, this is an example of a "move-it-or-lose-it" healthy lifestyle approach.

Capital Projects

In addition to its relationship with RMA, Parks has also received support from Capital Projects. As mentioned previously, Parks & Recreation is overseen by the County Administrative Office, which also oversees the Capital Projects division. Capital Projects undertakes major maintenance and construction projects throughout the County.

Because of the great level of deferred maintenance within the Parks system, due to the factors listed in Section I, the CAO and Board of Supervisors have significantly increased the investment of Capital Projects resources towards the Parks system.

The Capital Projects fiscal year 2015/16 budget included \$1 million for needs within the Parks system. This amount was included in the Capital Projects Fund. Of this amount, \$125,625 was spent on an irrigation system for Ledbetter Park. As part of the adoption of the Fiscal Year 2016/17 budget, the remaining funding was increased to \$1,500,000.

At this time, the remaining resources will fund the replacement of the Cutler Well, which is a critical part of that Park's infrastructure, and a Fuel Reduction Program at Balch Park. This funding will also help in the acquisition of grant funding in partnership with RMA. Many grants have local matching criteria or award additional rating consideration for matching funds.

Most recently, matching funds were pledged for the California Youth Soccer and Recreation Development Program grants for Pixley and Woodville Parks, which, if selected, would allow for the construction of soccer fields, including the necessary upgrades to support the projects, as well as new irrigation systems for water conservation purposes.

The purpose of these funding relationships is to stretch the County's limited resources as far as possible. Furthermore, the use of local funds for grant match purposes has the ability to turn a small local investment into a much greater return.

d. Cutler Well Project

Due to the extreme drought conditions referenced above, the County has taken an active role in addressing our water infrastructure needs. Sufficient groundwater supplies are necessary for irrigation and domestic purposes at each of our Parks. As listed above, the County replaced the irrigation and domestic well at Mooney Grove Park as a first activity in this matter.

After the completion of that well, the County began the replacement of the irrigation and domestic well at Cutler Park. This has been a critical need as Cutler Park has been experiencing significant tree mortality. The well is currently underway in the amount of \$573,500 and will be serviceable by summer 2017.

e. Park Safety Measures

As a result of the recreational uses of the Park, the County is continuously concerned with the safety of Parks patrons. From time-to-time, safety incidents occur within our Parks. After a prominent safety incident last summer, the County installed signs to warn patrons of dangerous conditions and prevent further incidents at Cutler Park.

During late summer when the river is flowing, the Park is utilized by patrons for swimming access to the St. John's River. The County does not patrol the river, however, many people use the Park for access and other recreation while enjoying the river.

To that end, County staff is available on site during business hours and has responded to emergencies. The well referenced above will also address the safety risks posed by dying trees and grass areas. For example, the Park experienced a grass fire over several acres last summer.

f. Partnership with Film Commission and Tourism

Film Commission

In addition to the grant partnerships listed above, Parks has been partnering with the RMA Film Commission for many years. This partnership has also proven to be very fruitful as it has resulted in the receipt of additional funding and attention from the public. Location scouts for movie and television production companies will utilize County Parks for their productions, which results in substantial local investment.

When Parks are used for this purpose, these production companies make a tax deductible donation to the Friends of Tulare County that is designated for future Parks uses. Some of the media productions that have used County Parks include the final episode of *True Detective Season Two* (shown on the right), the promotional video of *Titan Fall 2*, a music video from the movie *Divergent*, and more than two dozen other projects.



Photo Credit: Film Locations Website

The benefits of these productions have resulted in contributions totaling \$45,226 allowing for matching funds for the Fuel Load Reduction Program and to initiate an inventory of old growth Giant Sequoias at Balch Park.

Tourism

Parks staff worked closely with the Tulare County Tourism staff to co-promote national and regional disc golf championships. Leveraging considerable investment of staff time by County Parks with a \$5,000 contribution from County Tourism, the annual End of the Trail Classic disc golf event routinely attracts more than 100 of the top professional disc golfers practicing nationwide, sanctioned by the Professional Disc Golf Association (PDGA). County Tourism officials estimate that each annual event results in more than \$100,000 in local spending for

lodging and dining alone. The Kings River Nature Preserve has also become a very popular disc golfing venue due to its remote and scenic location.

g. Community and Local Support

Because of their importance in the lives of residents, the County has attempted to cultivate working relationships with various community groups to improve the conditions of the Parks. One of the most important support services received by the Parks system is in the form of donated labor through the TCSO Sheriff's Work Alternative Program (SWAP). These individuals supplement the ongoing efforts of the Parks staff by performing essential maintenance tasks.

In addition to the assistance of civic groups and non-profit organizations, the County has also partnered with local Cities for Parks improvements. The West Main Park is a joint-effort between the County and the City of Visalia that has successfully provided amenities for the public. The City installed interpretive features which enhance the user experience along the trail. This Park is primarily used for its section of trail by walkers and joggers for outdoor exercise.

Other community organizations that have provided support to the Parks in recent years include: Lions Clubs, Rotary Groups, and the Boy Scouts of America. The projects that have been provided or assisted by these groups includes:

Park	Improvement Description
Mooney Grove Park	Extensive Arbor Improvements <i>Arbor 4:</i> installed grill, new roof, and painting through a \$5,500 donation <i>Arbor 6:</i> installed new roof and painted <i>Arbor 8:</i> installed new roof and painted <i>Arbor 11:</i> repainted and cleaned <i>Arbor 12:</i> painted through a \$1,500 donation <i>Arbor 13:</i> rebuilt through an on-going monthly sponsorship <i>Arbors 14-18:</i> installed sidewalks throughout the area to improve accessibility <i>Arbor 19:</i> installed new roof, painted through a \$5,500 donation Entrance Sign painted by Lions Club
	Reservation signs installed at each arbor, benches refurbished, and trellis reconstructed by the Boy Scouts of America
Ledbetter Park	Tree planting and stage improvements by Young Men's Initiative
Cutler Park	<i>Arbor 4:</i> installed new roof and painted

h. Parks Services to Other Entities

In addition to receiving valuable support from a variety of entities, County Parks also provides services and assistance to community organizations and County departments. Parks works collaboratively on special events, parks-related services, public safety needs, and emergency response needs. This has been in the form of equipment donation, staff volunteering at neighboring events, and utilization of Parks space for community purposes.

i. Conservation Efforts

As the County replaces irrigation systems within the Parks system, newer and more efficient equipment is installed, creating a better utilization of resources. In some instances we have been able to reduce the amount of water consumption necessary for irrigation needs, while greatly improving the conditions of the Park. These results are dependent on having the necessary irrigation infrastructure, including wells and sufficient water amounts.

The County has partnered with the City of Tulare, Kaweah Water Conservation District, and Tulare Irrigation District to develop a groundwater recharge basin at Mooney Grove Park. When Cameron Creek has sufficient water, the County utilizes the basin extensively. This replenishes the underground aquifer that is necessary to supply the water to the irrigation and domestic wells.

j. Tree Mortality Task Force

As discussed throughout this operational analysis, one of the largest impacts for the health of our Parks has been the major tree mortality phenomenon affecting the Central Valley due to the drought and other factors. This has resulted in the premature loss of many trees and the advance decline of many others. To address this crisis, the County has established a Tree Mortality Task Force.

This Task Force is engaged in assessing the problem, creating a forum for all of the involved parties to discuss their solutions and pool their resources, and advocate for the State and other entities to act on this matter. The Parks manager is a member of this Task Force, attends all meetings, and is working on getting a prescribed burn training exercise in Tulare County. Parks staff serve as a part of the logistics team to plan the public safety partners, tree removal strategy, and environmental clearance efforts.

k. Outreach Efforts

The Parks Donation Coordinator regularly gives presentations to community groups and organizations to expand the County's outreach efforts and solicit donations on behalf of the Parks, some of these include: the Breakfast Lions Club, Rotary Clubs, Young Men's Initiative, Family Healthcare Network, Charter Oak Lions Club and Visalia Host Lions Club. As listed above, many of these groups are faithful donors to the Parks system.

Due to the direct interaction that Tulare County Parks and Recreation has with the public, staff recognized the need to effectively engage constituents about park activities, events, and projects. A work group was established to identify efficient methods of disseminating accurate information to the greatest audience possible. After much research and consideration, the workgroup determined that social media would be an effective outlet to engage a wide range of demographics.

The Parks and Recreation division officially launched its Facebook page on October 3, 2016. To broaden the reach of the page, Parks and Recreation implemented a paid advertising promotion. Normally, the creation of a page would be promoted by word of mouth and through sharing of content on Facebook. The promotion was used to expedite this process by pushing created content to Facebook users that otherwise would not be aware of the new Tulare County Parks and Recreation page.

The advertising campaign was initiated on October 24th and ran for 14 days through November 7th. During that time, the page created over 20,000 local impressions for almost 9,000 users

within a 50 mile radius of Mooney Grove Park. In order to reach the greatest audience, parameters were set to include all genders between the ages of 13 to 65+. Although the ratio of impressions to new page likes was low, the advertising resulted in a noticeable increase in page visits.

Going forward, it is the goal of the division to maintain a page that keeps the public informed and up to date with County activities and events while providing an inviting place to leave feedback and share experiences from their visits to County Parks.

1. Healthy Communities Planning

As part of the outreach efforts of the PAC and the preparation of the Mooney Grove 20 Year Conceptual Master Plan, the County also ensured that the planning of health communities and spaces was considered. The Board established the Health Advisory Committee in 2011, and Parks staff has made presentations to the Health Advisory Committee regarding several of their initiatives. In addition, staff to the Health Advisory Committee have also attended and made presentations to the PAC. This helps ensure that the Parks continue to serve as a location for outdoor exercise and fitness, thereby generating and building healthy communities.

m. Museum Coordination

Finally, the County operates three County Museums: one at Balch Park, and two at Mooney Grove Park – the Historical Museum and the Agriculture and Farm Labor Museum. The museum operations are funded separately from the operations of the Parks system. The museum operational needs are not addressed within this document.

Museum staff works under the Parks & Recreation Manager, and there is close coordination between Parks and the Museum. For example, the President of the Historical Society is an ex-officio member of the PAC. Also, Parks staff regularly attends the Museum Board meetings and discusses ongoing maintenance and operational needs.

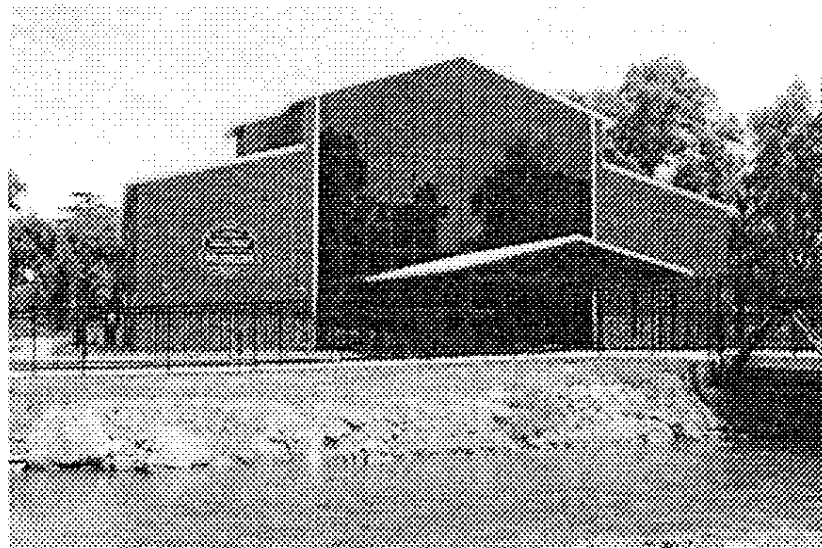


Photo Credit: <http://www.visitosalix.org>

V. PROPOSED ACTIONS

After careful analysis of the facts included in this report and after consultation with various groups and interested individuals, staff has concluded that, although there are many obstacles and constraints facing the County Parks, there are also several opportunities to build on the progress discussed in Section IV of this report.

As evidenced by the data included in this report, it is clear that the County has been able to accomplish quite a bit in the Parks despite several constraints, but can still make significant progress to improve the conditions of the Parks.

Therefore, the primary recommendation for action is to establish an annual Maintenance and Improvement Program (MIP) – thereby organizing the needs of the Parks in a meaningful manner and ensuring that these needs are reviewed annually and are approved by the Board.

a. Establish an annual Maintenance and Improvement Program (MIP)

As discussed more thoroughly in Sections II and III above, there are significant constraints with respect to improving the Parks system. Although these constraints can have an impact on the conditions of the Parks, it has been the long-standing goal of Parks staff to ensure a certain level of maintenance at each Park.

To formalize this process and create a forum for input and direction from the public and Board of Supervisors, it is recommended that the County establish an annual Maintenance and Improvement Program (MIP). This would be similar in format to the County's Capital Improvement Program (CIP) used for the County's Capital Projects' needs.

The primary objective of this MIP will be to ensure that maintenance and improvement efforts are aligned with the Board of Supervisors goals for each individual Park. Furthermore, the MIP would organize the maintenance efforts of Parks staff, create a record of all of the basic Parks' needs, and allocate resources to the County's major priorities.

It is proposed that the MIP be presented and approved annually to the Board of Supervisors after consideration by the Parks Advisory Committee to ensure transparency, accountability, and input from the public. This further ensures that Parks employees are achieving the mission and direction of the Board and County.

As mentioned previously, each Park has a unique history and provides unique services to the County. Accordingly, the MIP would be divided by Supervisorial District, so that each Board member has the ability to comment and direct the efforts at the Parks within their communities.

The MIP would have two major components: Maintenance projects and major improvement projects. This is consistent with the current structure of the Parks system, wherein Parks utilizes funding for ongoing maintenance as well as one-time funds supported by Capital Projects and other sources.

Furthermore, these two components address interrelated needs of the Park: Current and basic conditions, as well as significant improvements and expansions. In this way, the MIP would also be a strategically-focused long-range planning tool to identify immediate needs as well as planning for major improvements and projects within the Parks. Finally, the MIP will significantly improve the maintenance and improvement efforts of the County without significantly increasing the funding necessary to support the County's Parks System.

b. Capital Projects Dedicated Funding: One-Time Improvements

In addition to the MIP which will improve the maintenance and improvement efforts without additional funding, it is recommended that the County continue the multi-disciplinary approach of utilizing the Capital Projects fund for major one-time Parks needs. As discussed in the previous Section, over the past two fiscal years, the County has established a Parks Improvement budget in the Capital Projects Fund.

This relationship allows for increased responsiveness to major infrastructure needs within the Parks and the ability to address unforeseen emergencies without continuing to sacrifice essential operational resources and diverting them from the Parks budget.

Therefore, it is recommended that this model proceed and that, when financially feasible to do so, funds be allocated for this designated purpose within the Capital Projects budget. This would allow for major projects to proceed as the funding is available. As described previously, the best illustration of this is the use of these funds as grant matches as leveraging opportunities and replacement of needed infrastructure.

c. Increased Community Involvement: Expand and Maintain Public Support

With the assistance of RMA, Parks is proposing to develop and initiate a public outreach strategy. This strategy will include conducting public forums in each community in which a Park is located to better understand the needs of the Parks users. These meetings would include surveys, the results of which would be tabulated to analyze the community outreach results and create informed decisions for the improvement of the Parks system.

It is suggested that, after the development of this outreach effort and survey formats, that this be maintained and conducted on an annual or biennial basis to continue to forge and maintain community relationships.

d. Improved Customer Service: Develop Results-Oriented Outcomes

The improvement of customer service by developing visible, measurable results will be critical to enhance the public perception and overall Parks experience going forward. Some of the action items that have been proposed include: development of a Parks website where patrons have the ability to make Parks Reservations and credit card payments online; staff development opportunities, such as customer service and safety training and the opportunity to participate in workgroups and committees; increased involvement and development of the Parks Advisory Committee; and developing and implementing a customer survey to ensure continuous improvement.

e. Conclusion

The intent of this document was to provide a background and context to the Tulare County Parks system. Although there are challenges facing the Parks system at this time, there are also many opportunities, and the local community has demonstrated an active and engaged interest in the health of the Parks. Therefore, the County is optimistic with respect to the future of each of the Parks and believes that the recommendations put forth in this document, and the actions already in place, will ensure positive growth for years to come.

The enhancements described above aim to utilize a dual approach to expanding the Parks system's performance. In the first instance, it will help address the immediate maintenance needs within the Parks system; and it also aims to address the major one-time needs that arise

... joining together responsiveness to current conditions and operations as well as long-range strategic planning for improvements. This plan also recommends two important community- and customer-oriented actions: increased community involvement and improved customer service.

The first of these two initiatives is designed to obtain feedback from those individuals who care about the Parks the most: the users. These residents and families spend time in the Parks and know what works for them and what does not. Parks staff will spend time listening and learning from the public to understand their needs better. Second, Parks will take several efforts to improve customer service. As Parks staff are the face of the Parks system and interact directly with the users, it is important that they are providing the best experience for the public.

Accordingly, Parks staff are prepared and enthusiastic about the ability to improve and enhance all of the County Parks for the public they serve.

VI. EXHIBITS

- a. Parks Maps
- b. Parks Information Pages
- c. Top County Parks Needs

Section 6: Parks & Recreation Maintenance and Improvement Program for Fiscal Year 2017/18

On June 6, 2017, the Board of Supervisors approved the Tulare County Parks & Recreation Strategic Business Plan. This Plan included several recommendations, including the establishment of a Maintenance and Improvement Program (MIP) to be approved by the Board of Supervisors. This Section of the CIP outlines the projected activities to be undertaken through the MIP. These activities fall into the following categories:

- **Maintenance:** those activities that support the Parks conditions and equipment. These activities are typically undertaken on a regular and ongoing basis and can be completed by in-house staff or contracted services, as necessary.
- **Improvement:** those activities that expand or improve existing or new features within the Parks system. These are typically undertaken through a partnership with Capital Projects as listed in the CIP, above.

Maintenance Activities

Parks & Recreation undertakes regular and ongoing maintenance activities. Staff conducts the work necessary to keep the County's ten parks operational and to meet the needs of the public. The table below outlines those tasks included in the Parks regular and ongoing activities.

	DAILY	WEEKLY	MONTHLY	QUARTERLY
1	Turf Mow	Landscape Spraying	Deep Clean Restrooms	Horse Shoe Pit Maintenance
2	Chase Mow	Service Equipment	Skirting Trees	HVAC Service
3	Edging	Paint Touch Up	Safety Training	Replace Light Bulbs
4	Blowing	Clean Grills	Fuel Tank Maintenance	Spread Wood Chips
5	Clean Restrooms	Clean Arbors	Water Testing	Maintain Mulch Beds
6	Pick Up & Empty Trash	Pump Maintenance	Vehicle Service	Maintain Flower Beds
7	Irrigation Repairs	Cash Reconciliation	Drinking Fountain Repairs	DOT Training
8	Community Service & SWAP Oversight	Parts Replacement & Ordering	Electrical Repairs	Sign Replacements
9	Clean Geese Feces	Fill Gas Cans	Staple Removals at Arbors	
10	Crew Preparation	Graffiti Removal		
11	Shop Clearing	Playground Clean Up		
12	Clean Parks Equipment	Irrigation Programming		

Capital Improvement Plan FY 2017/18 – FY 2021/22

Improvement Activities

In addition to ongoing maintenance activities, Parks & Recreation has also partnered with Capital Projects to implement an Improvement Program. These improvement projects improve or expand existing features within the parks, including recreation features and infrastructure; and help to install new features.

The projects listed below will be undertaken by in-house forces and outside contractors. These projects are listed consistent with the Public Contracts Code procurement tiers.

	FUNDING ALLOCATED	PROJECTS UNDER \$45,000	PROJECTS BETWEEN \$45,000 and \$175,000	PROJECTS ABOVE \$175,000
Mooney Grove	\$501,099	Establish Mobile Food Vendor Opportunities	Renovate the Bridge Deck	<u>20-Year Master Plan Projects</u>
		Initiate Koi Pond Public Art Project		Stage at the Ponding Basin
		Re-establish availability of the Row Boats		New Walking Trail
		Establish Tree Planting Initiative		Cameron Creek Restoration
		Complete Paving Improvements		Bridge Renovation Project
		Paint Fences and Gates		Rock Wall Reconstruction
		Establish Recreation Programs		Water Play Area
		Repair and Install New Water Fountains		Veteran's Memorial
Ledbetter Park	\$105,000	Improve Entrance Landscaping		Park Entrance Relocation
			Landscaping, Infrastructure, ADA, Sidewalks (Grant Match)	
Balch Park	\$150,000	To Be Identified		
Bartlett Park	\$25,000	To Be Identified		
Woodville Park	\$25,000	To Be Identified		
Cutler Park	\$25,000	To Be Identified		
Pixley Park	\$25,000	To Be Identified		

Parks and Recreation Community Outreach Meetings

Meeting Date: October 18, 2017

Location - Woodville School

Staff members John Hess, Neil Pilegard, Brooke Sisk, and Maria Benavides, and PAC member Carol Finney led the meeting. A few parents and school staff were in attendance. Flyers were sent home with the students advertising the meeting a few days before, and it was also advertised on the Parks Facebook page. Parents expressed their concerns with safety issues at the park, poor lighting, no secure fencing, and unwanted activity/visitors in the park causing havoc and the overall appearance of the park. Several issues came up regarding lack of parks staff being present during normal park hours. In their opinion, having a park staff may deter bad or negative behavior in the park. Parents also voiced their opinions on which quick, inexpensive fixes they would like to see implemented at Pixley Park. Lighting was a huge concern and parents seemed to agree this would be a fast and cheap solution to one of their many concerns. Two parents who live near the park indicated they try to keep the park litter free, and stated they would volunteer to monitor the park. They also said they would be interested in attending some PAC meetings or getting involved. They were provided a PAC application. Additionally attendees expressed concern with the lack of irrigation to keep the grass alive.

Parks Manager Neil Pilegard told the attendees that the County is not able to staff this park with security guards, however staff does come out periodically for park maintenance. It was advised that all suspicious behavior be reported to Tulare County Sheriff Department, and the phone number was provided.

Meeting Date: October 23, 2017

Location - Pixley Town Council

Staff members Neil Pilegard, Brooke Sisk, and Maria Benavides, and PAC member Nancy Hawkins attended and/or spoke during the meeting. A presentation was made regarding improvement plans for Pixley Park. Information was shared for desired park improvements with the council and attendees. Community members asked why the park was so unkempt, there were some cement picnic tables that have been broken/damaged still at the park. Picnic tables that need to be removed/repared are a major concern and safety issue for other park visitors. Limited Park hours were also questioned and lack of park staff at this park was brought up. PAC applications were provided for each council member and attendees.

Park Manager Neil Pilegard stated that staff will be looking into removing broken/unsafe picnic tables. Explained park hours, who can be called to report problems or concerns and a time line of when projects would be completed.

Meeting Date: January 24, 2018

Location: Cutler-Orosi Family Resource Center

Staff members Neil Pilegard, Maria Benavides, and PAC member Mike Chrisman led the meeting. Many community members, school staff and parents were in attendance. Flyers were sent home with the students advertising the meeting days before, and it was also advertised on the Parks Facebook page. Parents expressed their concerns with safety issues at the park, poor lighting in the restroom, lack of running water in the bathrooms, and unwanted activity/visitors in the park. It was explained how this causes families to feel unsafe or unwilling to take their children to the park. A parent group created a short YouTube video addressing some of the concerns at Ledbetter Park and later shared that link with the County.

The following are some suggestions or wish list items the community suggested would be inexpensive fixes they would like to see implemented at Ledbetter Park.

- Ground cover in playground area
- Secure fencing around playground area
- Paint arbors in park
- Running water in bathrooms
- Fix lighting in bathrooms (currently nonexistent)
- Exposed electrical wiring
- Walkways within the park
- Beautify bandstand area- create seating in this area, murals
- Fix/update BBQ – areas destroyed

Also in attendance was a concerned citizen who supplied pictures of a beautiful park in Lost Hills, which had been recently renovated. He believed that some of the playground equipment at Ledbetter Park is outdated, and that wood arbors could be constructed out of metal instead.

Parks Manager Neil Pilegard explained that all these concerns will be taken into consideration and that some issues have already been fixed. He also advised that all suspicious behavior be reported to Tulare County Sheriff Department, and the phone number was provided.

There were several members of the community who showed interest in participating in the Parks Advisory Committee. Information and applications were provided to the Cutler-Orosi Family Resource Center.



**HUMAN RESOURCES
& DEVELOPMENT**
TULARE COUNTY

Donation Coordinator

Bargaining Unit: Clerical and Related

Class Code:
017500

COUNTY OF TULARE

Revision Date: Feb 11, 2002

SALARY RANGE

\$13.49 - \$16.44 Hourly
\$1,079.04 - \$1,315.68 Biweekly
\$2,337.92 - \$2,849.33 Monthly
\$28,055.00 - \$34,192.00 Annually

DEFINITION:

To coordinate the solicitation of funds, services and in-kind gifts for the purposes of enhancing, renovating and/or improving County facilities, activities and programs. To publicize and promote County facilities, activities and programs.

SUPERVISION RECEIVED AND EXERCISED

Immediate supervision is provided by a Division Manager.

TYPICAL DUTIES:

Solicit funds, services and in-kind gifts for the purposes of enhancing, renovating and/or improving County facilities, activities and programs; identify civic groups, community organizations and individual donors for the purposes of sponsoring improvements; make public presentations for the purposes of soliciting funds and donations and to publicize and promote activities and programs; maintain accurate records of donations and project goals, schedules, and progress; coordinate improvement projects with departmental personnel; assist in the development, maintenance, and monitoring of project budgets; assist in coordinating special events designed to raise donations, acknowledge and recognize donations, and dedicate improvement projects; identify, implement, and coordinate creative methods for publicizing and soliciting funds and donations; may accept payment of fees or donations from the public or groups. May maintain and process cash records; perform clerical duties which include reception, filing, typing, word processing, bookkeeping, recording keeping and the preparation of memorandum, reports, and correspondence; may design new forms for various purposes; may provide information on departmental policies and procedures to the public; perform related duties as assigned. (Essential duties may vary from position to position within this classification. Reasonable accommodation will be made when requested and determined by the County to be appropriate under applicable law.)

EMPLOYMENT STANDARDS:

Knowledge of: Fund raising methods and techniques, basic public relations techniques; organization, procedures and operating functions of a modern office environment; english usage, spelling, grammar and punctuation; basic math functions and calculations; basic bookkeeping practices and procedures.

Skill/Ability to: Work independently and organize work, set priorities, establish procedures, meet deadlines; identify possible donors and solicit donations; coordinate special events, projects and schedules; develop, maintain and monitor project budgets; speak effectively before groups; understand and carry out verbal and written instructions; establish and maintain effective working relationships with County staff, civic organizations, and the public; maintain records and prepare reports with accuracy and detail; operate office automation and related equipment. Operate a personal computer and word processing software; compose correspondence, format documents, and prepare a variety of charts, graphs, and other special documents; respond to questions, interview others to obtain information, and provide accurate information to employees, the public.

and other agencies.

EDUCATION AND EXPERIENCE:

Any combination of education and experience that could likely provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the knowledge, skills, and abilities would be:

Education:

Completion of the twelfth grade and completion of an approved office support program from an accredited business, community college, or adult school.

Experience:

One year of public contact work, preferable involving coordinating fund-raising activities.

LICENSE OR CERTIFICATE

Possession of, or ability to obtain, an appropriate, valid California driver's license.

BEFORE THE BOARD OF SUPERVISORS COUNTY OF TULARE, STATE OF CALIFORNIA

IN THE MATTER OF AMENDING THE
POSITION ALLOCATION LISTING

)
)

Resolution No. 2018-

Upon Motion of Supervisor (Name), Seconded by Supervisor (Name), the following was adopted by the Board of Supervisors, at an official meeting held March 6, 2018 by the following vote:

Ayes:
Noes:
Abstain:
Absent:

Attest: Michael C. Spata
County Administrative Officer/
Clerk, Board of Supervisors

By: _____
Deputy Clerk

Add, Delete, Reclassify or Amend	Effective Date	Previous Job Code	Previous Class Title	New Job Code	New Class Title	No. Of Pos	FTE	Grade	Position Number(s)	Dept ID	Job Cost Dist. No.
ADD	3/18/18			023310	Community Outreach Specialist	1	1	XXX	****	087-200	087-1100
DELETE	3/18/18	017500	Donation Coordinator			1	0	817	08444	087-200	087-1140

Explanation: Add position to General Services. New Job Class for the Parks & Rec division. Delete job class allocation Donation Coordinator. Position is vacant.

**BEFORE THE BOARD OF SUPERVISORS
COUNTY OF TULARE, STATE OF CALIFORNIA**

IN THE MATTER OF NEW OR AMENDED)	Resolution No. 2018-
CLASS SPECIFICATIONS, CLASS)	Agreement No.
DESIGNATIONS AND COMPENSATION)	

Upon Motion of Supervisor (Name), seconded by Supervisor (Name), the following was adopted by the Board of Supervisors, at an official meeting held March 6, 2018 by the following vote:

Ayes:
Noes:
Abstain:
Absent:

Attest: Michael C. Spata
County Administrative Officer/
Clerk, Board of Supervisors

By. _____
Deputy Clerk

* * * * *

Adopt the following new or amended class specifications, class designations, and compensation effective: March 18, 2018

Community Outreach Specialist, Item No. 023310, Salary Grade: 417 (\$51,680 annual Step 5),
Bargaining Unit 19, Competitive Service, Probation Period: 13 Pay Periods.

COMMUNITY OUTREACH SPECIALIST

County of Tulare

DEFINITION

To coordinate public relations, media, events, the solicitation of donations and other funding opportunities, and related community outreach activities for the General Services Agency.

SUPERVISION RECEIVED AND EXERCISED

Direction is provided by upper level management of the department.

Responsibilities may include the direct and indirect supervision of staff engaged in community outreach related activities.

DUTIES

Research and prepare educational and public information materials such as articles, reports, pamphlets, visual aids, videos, audios and exhibits.

Develop and maintain interactive technologies to inform and engage the community including the department website and social media accounts

Represent the department at community meetings and other relevant networking opportunities

Establish and maintain effective working relationships with community groups and organizations.

Plan, prepare, and make public presentations.

Develop and implement outreach strategies to reach diverse population groups and increase community involvement.

Facilitate training and lead meetings.

Research and develop customer surveys to obtain community feedback and improve services.

Develop results oriented outcomes for improving customer service efforts.

Research and respond to Public Records Act requests.

Plan, develop, coordinate, and implement media and communication strategies to disseminate department information.

Prepare, review, and edit materials for press announcements such as press releases, publications, public service announcement scripts and feature articles

Research and respond to inquiries or requests from the news media and the community.

Establish and maintain cooperative working relationships with the print, television, and radio news media.

Monitor daily news media and update management on any relevant coverage.

Consult with event organizers to determine objectives and requirements for events.

Confer with event organizers onsite to coordinate details. Monitor event activities to ensure satisfaction of participants, and resolution of any problems that arise.

County of Tulare
Community Outreach Specialist

Develop and maintain special event policies and procedures.

Provide technical oversight and assistance to staff responsible for Parks Reservations.

Assist in the development and installation of improvements in the Parks Reservation system; make recommendations on procedures, form, workflow and equipment and software use.

Perform market research and analysis to set special event fees.

Identify potential donors such as civic groups, community organizations, businesses, and individuals.

Develop and implement marketing plans to encourage new or increased contributions for the purposes of enhancing, renovating and/or improving County facilities, activities and programs.

Develop plans for corporate, small business and individual sponsorships which result in cash contributions, and/or in-kind services

Identify funding opportunities and prepare grant applications.

Coordinate with impacted department staff and management to establish goals and objectives, prepare project description, and determine resources needed to meet goals and objectives, including staffing, supplies, and equipment.

Essential job duties may be assigned that are not listed above but are relative to this job classification. (Reasonable accommodation will be made when requested and determined by the County to be appropriate under applicable law.)

MINIMUM QUALIFICATIONS

Minimum qualifications are used as a guide for establishing the education, training, experience, special skills and/or license which are required and equivalent to the following.

Knowledge of:

- Fundraising methods and techniques
- Principles techniques and methods of promotions, marketing, advertising, media relationships, customer service, events planning and coordination
- Techniques and methods of preparing news releases, marketing plans, reports, and informational materials
- Fundamentals of public speaking
- Correct English usage, spelling grammar, and punctuation
- Standard office procedures, methods, equipment operation, and software programs.

County of Tulare
Community Outreach Specialist

Skill/Ability to:

- Work independently and organize work, set priorities, establish procedures and meet deadlines
- Plan, prepare and make public presentations
- Establish and maintain effective working relationships with the public, peers, professionals, community agencies and the media
- Operate a personal computer using spreadsheets, word processing, and desktop publishing software
- Analyze information and make recommendations to management
- Communicate effectively orally and in writing
- Work with and maintain confidential information
- Work a flexible schedule to include some evenings and weekends
- Work outside office in areas such as parks, or construction sites, sometimes in conditions of excess heat or dust, and inclement weather

Education:

- Graduation from an accredited college or university with a Bachelor's degree in Communications, Public Relations, Journalism, Marketing, Business or Public Administration, or related field.

Experience:

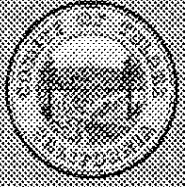
- One year of highly responsible experience in public relations, media, event coordination, donations coordination, or grant writing.

Equivalencies:

- Additional years of relevant experience may be substituted for up to two years of the educational requirement on a year for year basis.

[Community Outreach Specialist] Job Code: 020310, Res: xx-xxxx, Updated: 3/6/18

Supplemental Information
Overtime Status: Exempt
Probation: Six (6) months
SU: 19



PARKS RESERVATIONS POLICY

COUNTY OF TULARE GENERAL SERVICES AGENCY

PARKS & RECREATION

PURPOSE

This policy establishes guidelines for park reservations for the County of Tulare General Services Agency Parks and Recreation Division. The procedures detailed are intended to streamline the process of park reservations for arbors and events, as well as fees, insurance requirements, and other concerns. It provides guidelines according to the type of reservation requested.

SCOPE

This policy applies to all ten County parks.

STANDARD RESERVATIONS

Standard reservations include daily use of gazebos, arbors, horse shoe pits, and ball park areas.

1. Booking Reservation:

- Reservations must be made either by phone or by walking in to the office at least two weeks prior to the event.
- Reservations must be paid within ten days of making a reservation, and no later than one week before the event.
- Forms of payment include cash, money order, or check.
- Cancellations can be made up to 3 days before the event for credit that can be applied to future reservations. No credit will be given for cancellations less than 3 days before the event.
- Refunds will not be given.
- Payments received by mail will be sent a receipt via mail.

2. Reservations Reports:

- Parks reservations staff will generate a reservations report each Thursday, and provide to the Parks Manager, Park Senior, Museum Curator, and BC to Park Host to allow time for event preparation.
- Parks reservations staff will also notify the Parks Manager and Park Senior of any cancelled reservations.

3. Defined Fees:

- See [Exhibit A](#) for all applicable fees on standard park reservations and special events.
- All park attendees are required to pay applicable gate fees, no exceptions.

4. Fee Waivers:

- Other County Departments - fees waived if during normal County business hours. For a weekend fee waiver, a service project must be pre-arranged.
- Schools, non-profits and service organizations are subject to fees, unless a service project is pre-arranged.
- Adopt an Arbor sponsors have fee waived when arbors are maintained once per year

5. Service Projects:

- See Exhibit B for a list of revolving service projects.
- All Volunteers must complete a volunteer waiver form.

SPECIAL EVENTS RESERVATIONS

Any group, organization, or individual requesting use of a public outdoor area which is likely to interfere with normal park use is considered a special event, and required to obtain a Special Event Permit. Examples of special events include but are not limited to; car show, reservation of three or more arbors and live music entertainment.

1. Booking Reservation:

- See Exhibit C for the Special Events Application and Guide that will be given to the applicant for review and completion.
- The Event Applicant will be notified whether their event has been approved within 10 business days of submission of the request.

2. Defined Fees:

- See Exhibit A for all applicable fees on standard park reservations and special events.
- All park attendees are required to pay applicable gate fees, no exceptions.

3. Event Review Committee:

- All requests for special events permits must be evaluated by the internal Event Review Committee, consisting of Community Outreach Specialist, Staff Services Analyst, and Reservations Assistant.
- The Event Review Committee will evaluate the application for appropriateness of granting a special events permit using the multiple lens analysis with particular focus on:
 - i. Health and Safety: liabilities, insurance, security.
 - ii. Fees: Review of all appropriate fees for the event being scheduled.
 - iii. Suitability for County Park: potential negative impact, experience of event organizer, conflict of interest, public perception.
- The Event Review Committee will submit analysis and recommendation to Parks Manager within 5 days of receiving the application.

4. Parks Manager:

- The Parks manager will review the analysis and recommendation, and notify the Event Review Committee of the final decision within 5 days.

5. Reservations Assistant:

- Upon approval, contacts event applicant and finalizes reservation.
- Add event to the Parks Manager, and Parks Supervisor's calendar in Groupwise.
- Items addressed are: final fees, insurance documents, health and safety, and any other necessary information gathered/clarified. Agreement put in place if applicable.

Policy approved by:

Neil Pilegard, Parks Manager

Date

John Hess, General Services Agency Director

Date

Exhibit A

COUNTY OF TULARE PARKS DEFINED FEES

Annual Parks Pass	\$25.00
Balch Park Camping Fee	\$16.00/day
• Senior/Handicapped Camping fee	\$8.00/day
• Pet	\$3.00/day
• Extra Vehicle	\$5.00/day
Bartlett Park Entrance Fee	\$5.00/car
	\$10.00/bus
Boat Fee	\$5.00/half hour per boat
Cutler Park Entrance Fee	\$5.00/car
	\$10.00/bus
Moonay Grove Park Entrance Fee	\$6.00/car
	\$10.00/bus

Amplified Sound Permit	\$40.00
Arbor Fee	Dependent upon type of arbor
Ball Field	\$20.00
Bounce House	\$25.00
Commercial Entertainment Permit	\$25.00
Disc Jockey or Band	\$ 65.00 (includes amplified sound permit)
Vendor Permits	\$25.00/vendor

Exhibit B

Revolving Service Projects

Young Children

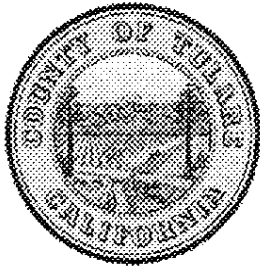
Sidewalk cleaning
Litter pickup – Litter Gitter Club
Flower Planting

Junior High and High School

Bench painting
Environmental improvements
Planting
Weeding

Service Clubs and Businesses

Adopt an Arbor
Park Signage rebuild or repair
Work Fun-Raisers
Replace picnic Tables



Tulare County Parks & Recreation
5953 South Mooney Blvd., Visalia, CA 93277
Ph: (559) 624-7227 Fax: (559) 624-1022
Email: TulareCountyParks@co.tulare.ca.us

SPECIAL EVENT PERMIT APPLICATION

ORGANIZATION INFORMATION & CONTACT INFORMATION

Applicant's Name: _____

Mailing Address: _____

Organization: _____

Non Profit Identification #: _____ Home Telephone: _____

Cell Phone: _____ Fax: _____

E-Mail Address: _____

Alternate Contact Name (if applicable) _____ Phone: _____

EVENT INFORMATION

Name of Event: _____

Type of Event: _____

Event Date(s): _____ Start Time: _____ End Time: _____

Set up Start Time: _____ Set up End Time: _____

(Events requiring early set-up or extended close time will result in additional costs.)

Park/Area: _____

Arbors Rented: _____

Expected Number of Staff: _____ Attendants: _____

Brief Event Description: _____

EVENT COMPONENTS (Check items that will be associated with your event.)

Parking/Roads

Will any part of the event occur on County or State right away? Yes ☐ No ☐

If yes, which ones? (Include map) _____

Streets Blocked? Yes ☐ No ☐

If yes, which ones? _____

Barricades Needed? Yes ☐ No ☐

Will motor vehicles be on trails? Yes ☐ No ☐

Are you using signs inside or outside the park? Yes ☐ No ☐

If yes, what type of signs? _____

Entrance, Participation and Registration Fees

Will you be charging an additional fee to participate in your event? Yes ☐ No ☐

If yes, what are your fees? _____

Vendors

Vendors Yes ☐ No ☐ If yes, how many? _____

Type of merchandise? _____

Food Vendors Yes ☐ No ☐ If yes, how many? _____

Type of food? _____

(Copies of receipts and permits obtained from Tulare County Environmental Health must be submitted)

Alcohol

1. Will alcohol be allowed? Yes ☐ No ☐

2. Alcohol Served? Yes ☐ No ☐

3. Will Alcohol be sold? Yes ☐ No ☐

If yes to #3, ABC Permit # and insurance (A copy of your permit application must be submitted)

Publicity/Promotion

Will you be advertising online? Yes ☐ No ☐

If yes, what website(s) will you be using? _____

Will you be passing out flyers? Yes ☐ No ☐ If yes, please include a draft of your event flyer.

Do you wish to include your event on the County Parks social media sites? Yes ☐ No ☐

Security

Will you be providing security? Yes ☐ No ☐

If yes, company name: _____ how many? _____

Permits

Amplified Sound Permit Yes ☐ No ☐

DJ/Band Permit Yes ☐ No ☐

Commercial Use Entertainment Yes ☐ No ☐

Publicity Banners Yes ☐ No ☐

Trash

Do you need additional Trash Cans? Yes ☐ No ☐

If yes, how many? _____ (Please note that there is an additional fee)

Will you be renting a dumpster? Yes ☐ No ☐ Rental Company _____

Event Details

1. Describe your event, including its primary intent, related activities, and estimated attendance.

2. In the event of an emergency or natural disaster describe your response plan, including medical care, park evacuation of your group, and training and equipment for event staff.

3. What type of emergency communications will you use to contact park staff? Who will be the primary on-site contact person(s) for the event and how may they be contacted in the event of an emergency?

4. If your parking needs exceed park capacity, describe any plans for off-site parking, parking control and shuttle service.

If you have any questions regarding your application, or would like to know the status of your application, please contact (559) 824-7227.

PERMIT NOT VALID UNTIL SIGNED BY APPLICANT AND COUNTY

Agreement to Abide by Rules and Regulations

I hereby certify that I have read and agree to abide by the policies and regulations set forth by the County of Tulare, and I understand that failure to comply may result in the cancellation of my contract. I agree as a representative of the group or organization to hold the County of Tulare harmless, indemnify and defend the County and all its officers, employees, volunteers and independent agents from any claim, damage, demand, liability, loss, cost or expense, for any damage whatsoever, including but not limited to death or injury to any person or injury to any property, resulting from misconduct, negligent acts, or of any of its officers, employees or agents in the performance of this agreement, except such damage as is caused by the sole negligence of the County or any of its officers, employees, volunteers or agents.

The County of Tulare has the authority to approve applications. Event contracts are not confirmed until the application has been approved by an authorized agent of the County of Tulare. Permits are immediately revocable if false statements were made when reserving and fees will be retained in the event that the contract is terminated due to violation of any county ordinance, rule or regulation, or the falsification of the application.

Signature of Authorized Representative: _____ Date: _____

Parks Manager Signature Date

(FOR OFFICE USE ONLY)

SPECIAL EVENT FEES	
Pre-Event Fees	\$
Special Event Permit Fee	\$
Group Picnic Area Fee	\$
Other (as specified)	\$
POST EVENT FEES	
Entry Fee/Admissions	\$
Other (Please specify)	\$
EVENT TOTAL	
	\$

Tulare County Parks & Recreation

SPECIAL EVENT APPLICATION GUIDE

WELCOME TO TULARE COUNTY PARKS & RECREATION!

Thank you for making an event reservation with Tulare County Parks. Tulare County Parks & Recreation has prepared this guide to assist you in organizing your event. By providing information in advance, we will better be able to serve your needs. Our goal is for you to have a safe and successful event. If you have any questions please contact the Parks & Recreation Office at (559) 624-7227. Or you can email us at: TulareCountyParks@co.tulare.ca.us

WHAT IS A SPECIAL EVENT?

A special event is an event at a County Park, which is likely to interfere with normal park use. For example: reserving 3 or more arbors, requiring special equipment, traffic control, amplified sound (including vehicles), outside vendors, tickets sales, advertised as open to the public, alcohol in any way, or which is likely to result in the need for security or control. Some examples of special events include: marathons, carnivals, festivals, car shows, concerts, dog shows, reenactments or any other gathering of merchants, food vendors, or other vendors for the primary purpose of sale to the public.

WHERE TO START

Obtain a Parks Special Event Guide & Application Packet at General Services located at 5953 S. Mooney Blvd. Visalia or call us at (559) 624-7222 for more information. If you have an email address we will be happy to email the event packet. Applications will be processed on a first come first served basis.

FILL OUT THE APPLICATION COMPLETELY.

Please remember to submit a complete application. If your packet is not filled out completely it will be returned to you for further information. This will result in a delay of the approval process and possible loss of your reservation.

RETURN YOUR COMPLETED APPLICATION

Return your completed application and any other pertinent information to the Parks & Recreation Office at 5953 S. Mooney Blvd., Visalia, CA 93277 at least sixty (60) days prior to your event or your event may be denied.

YOUR APPLICATION WILL BE REVIEWED FOR APPROVAL

Your application will be reviewed and you should receive the approval or denial, within 10 working days. Please allow 60 working days if a contract is involved or the request needs approval by the Board of Supervisors for events booking the entire park, or anticipated attendance of 1,000 or more. You will be notified of applicable fees and additional requirements upon approval. The reservation will be held pending payment of fees. If fees have not been paid at least 30 days prior to the event the reservation will be cancelled.

ADDITIONAL SPECIAL EVENT PERMIT FEES

- Amplified Sound Permits \$40
- DJ/Band Permits \$65
- Commercial Entertainment Permits \$25
- Vendor Permits \$25 each
- Cleaning Deposit (100% of rental fees)

For information on arbor or area rental fees call the Parks & Recreation office at (559) 624-7227.

PRE-EVENT PLANNING

Once you have received notification of additional fees or requirements you must submit proof you have made arrangements for these requirements within 10 working days. If we do not receive confirmation within ten (10) days, your reservation will be removed from the calendar and you will need to re-apply.

Contact the Event Coordinator no less than two (2) weeks prior to your event for final arrangements. An on-site meeting may be required prior to your event. A permit will be issued when all requirements have been met, including the payment of fees.

CANCELLATIONS

If you need to cancel your event, you must notify us in writing at least 3 weeks prior to event, either by mail to the Parks & Recreation Office at 5953 S. Mooney Blvd., Visalia, CA 93277, or via e-mail to TulareCountyParks@co.tulare.ca.us. Phone calls are not acceptable.

CANCELLATION FEES:

You will be charged a cancellation fee of \$15 if your event is not cancelled at least twenty-one (21) days prior to the event.

Cancellations made less than twenty-one (21) days prior to the event forfeit any refunds or credits.

PERMIT REQUIREMENTS

These requirements, are conditions of your permit.

VENDORS

Vendors require a \$25.00 permit issued through the Tulare County Parks & Recreation Department. Inappropriate materials, as determined by the County, will not be sold or displayed in the park.

EXHIBITORS

An Exhibitor is an organization, having an information booth, not selling items or services, whose reason for attending the event is to disseminate information free of charge. There is no fee for information booths.

FOOD VENDORS

All food vendors need an Environmental Health Department Permit and inspection. You can download the forms and information at: <https://tchhsa.org/eng/index.cfm/public-health/food-safety/>

CLEANING/DAMAGE DEPOSIT

A deposit, consisting of 100% of the rental fee is required. If damage is sustained to any County property during your event, you will be charged for replacement and/or repair. This amount will be deducted from your deposit.

WAIVER OF FEES

Service Organizations, non-profits and schools may have their special use fees waived by arranging to complete a service project for the Parks Department before the event. General Services will maintain a list of projects needed for all of the parks. A service organization, non-profit or school can then choose to complete a project from the list and receive a waiver for their park fees. This does not include entrance fees or cleaning deposit.

PROOF OF INSURANCE

Proof of insurance is required for all events. A comprehensive general liability policy with a minimum limit of \$1,000,000.00 per occurrence and a \$2,000,000.00 aggregate is required naming "Tulare County Parks & Recreation Division, all of its officers, agents, volunteers and employees as additionally insured". An endorsement is required. Coverage provided by the endorsement shall be primary. The Proof of Insurance is subject to final approval by Tulare County Risk Management and may include additional requirements. Please see examples attached

ALCOHOL

If alcohol is to be served and/or sold, the contract holder is required to hire one licensed security guard per every 50 guests. The contract holder accepts responsibility for the use of alcohol in the areas included in the contract. Contract holder is responsible for any guest who brings alcohol to the event without the proper requirements. The County reserves the right to cancel any event if alcohol is consumed in violation of the contract. Attendance exceeding the estimated attendance could result in the limitation of guests or cancellation of the event.

PORTABLE RESTROOMS & WASH STATIONS

You may be required to supply portable restrooms and wash stations depending on the size of your event. All costs of additional portable restrooms will be paid by the event/applicant. You are required to provide one (1) portable restroom for every one-hundred (100) people anticipated. At least one (1) portable restroom must be handicapped accessible. You are also required to provide a minimum of one (1) wash station per order of portable restrooms.

LAW ENFORCEMENT

Law enforcement will review your event application. If law enforcement's presence is needed, the costs will be paid by the event/applicant. The cost will be limited to actual cost of the service. A deposit may be required by law enforcement.

SECURITY GUARDS

The number of guards required may vary due to the size of the crowd you are anticipating and whether or not alcohol is involved. For events not serving alcohol, and security guards are required, the minimum is one (1) security guard for every two-hundred (200) people. Security guards are to remain on-site and start their shift one (1) hour prior to the event and end their shift one (1) hour after the end of the event. Security guards shall keep order and enforce all guidelines for the event. Attendance exceeding the estimated attendance could result in the limitation of guests or cancellation of the event.

COMMUNICATION

You are to provide and maintain communication with onsite Parks staff during your event. You are required to provide staff to assist law enforcement and security guards. You will need to provide cell phone numbers for event staff and submit the list to onsite Parks staff day of your event. Event staff must wear visible badges or shirts to identify themselves.

FIRST AID

You are required to designate a first-aid station. The first aid station is to remain accessible by vehicle in the event emergency services are needed.

ENTRANCE FEES

Tulare County Parks charge entrance fees at Mooney Grove Park (\$6.00 per vehicle), Bartlett Park & Cutler Park (\$5.00 per vehicle) and may be assessed for other parks depending on the event. These fees are collected the day of the event. Please make sure your participants are aware of this. If entrance, participation, or parking fees are going to be charged at a park where we normally do not charge, a percentage (%) of your parking fees will be paid to the Parks & Recreation Department, per the master fee schedule.

ADDITIONAL PARKING

You must provide arrangements for off-site parking if necessary. This includes staff for parking control.

TRASH

You must remove all decorations including staples nails etc., litter, trash, and waste material after the event. Event organizers are responsible for removal of all trash from the event site. If needed, additional trash cans will be provided. These cans must be empty at the end of the event. For large events, organizers will be responsible for providing a waste container large enough for all trash which includes delivery and pick up.

PUBLICITY/PROMOTIONS

Publicity and promotions for the event must be approved by the Parks & Recreation Department prior to distribution to public. Promotional material which is offensive or reflects negatively on the County Parks will not be allowed. If their event is open to the public, event organizers may request their event information be included in the Parks social media free of charge.

SIGNS

You may be required to provide signs to help assist pedestrian and traffic flow the day of the event. All signs must be approved prior to the event by the Parks & Recreation Department.

ADDITIONAL FEES

The County must be reimbursed for all County services provided such as setting up and coordinating event day activities in an amount not to exceed the actual cost of said services.

VEHICLES

Vehicles will not be driven or parked on the grass or areas not designated for such use without prior written approval by the Parks & Recreation Department. Vehicles violating this policy will be towed at the owner's expense. Any loading or unloading of rental equipment (tables, chairs, bounce houses, etc) must be done from the side of the road.

ANIMALS

Dogs must be kept on a leash, or otherwise confined at all times per County Ordinance Section 7.

RULES AND REGULATIONS

You must comply with all applicable City, County, State and Federal rules and regulations. Anyone displaying inappropriate behavior will be removed from the park.

WAIVERS

All participants shall sign a waiver holding Tulare County Parks & Recreation Division harmless. Applicants shall sign an indemnification agreement to indemnify and hold Tulare County harmless for all claims that may be brought against the county.

Tulare County Parks would like to remind you events held in our County parks should be family oriented

The Parks & Recreation Division reserves the right to set conditions and requirements suitable to the safe, reasonable and orderly use of the park. Permits can be revoked or denied under these guidelines.

We always welcome your comments and suggestions before and after your event. We look forward to working with you.

If you have any questions please feel free to give us a call or send us an e-mail.

559-624-7227, TulareCountyParks@co.tulare.ca.us