

## **PARKS & RECREATION COMMISSION MEETING AGENDA**

**7:00 PM - Wednesday, September 14, 2022**

*Community Meeting Chambers, Los Altos City Hall  
1 North San Antonio Road, Los Altos, CA*

**Please Note: Per California Executive Order N-29-20, the Parks and Recreation Commission will meet via Telephone/Video Conference only.**

Members of the Public may join and participate in the Commission meeting at

<https://losaltosca.gov.zoom.us/j/82790136024?pwd=UW80T2ZHQkVKVjIxMTQrTk4yNVJhQT09>

### **CALL MEETING TO ORDER**

**TO PARTICIPATE VIA THE LINK ABOVE** - Members of the public will need to have a working microphone on their device and **must have the latest version of RingCentral available at this link:** <http://www.ringcentral.com/download.html>. To request to speak please use the "Raise hand" feature located at the bottom of the screen.

Public testimony will be taken at the direction of the Chair and members of the public may only comment during times allotted for public comments. Once called to speak, speakers will be asked to state their name and place of residence. Providing this information is optional.

**TO SUBMIT WRITTEN COMMENTS**, prior to the meeting, on matters listed on the agenda email [crichardson@losaltosca.gov](mailto:crichardson@losaltosca.gov) with the subject line in the following format:

PUBLIC COMMENT AGENDA ITEM ## - MEETING DATE.

Emails sent to the above email address are sent to/received immediately by the Parks and Recreation Commission. Correspondence submitted in hard copy/paper must be received by 2:00 p.m. on the day of the meeting to ensure it can be distributed prior to the meeting. Correspondence received prior to the meeting will be included in the public record.

### **ESTABLISH QUORUM**

### **PLEDGE OF ALLEGIANCE**

### **PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA**

Members of the audience may bring to the Commission's attention any item that is not on the agenda. Please complete a "Request to Speak" form and submit it to the Staff Liaison. Speakers are generally given two or three minutes, at the discretion of the Chair. Please be advised that, by law, the Commission is unable to discuss or take action on issues presented during the Public Comment Period. According to

State Law (also known as "the Brown Act") items must first be noticed on the agenda before any discussion or action.

## ITEMS FOR CONSIDERATION/ACTION

1. **Minutes**  
Approve minutes of the regular meeting of July 13, 2022
2. **Dog Park Pilot Update**  
Receive oral staff report and discuss public evaluation process on usage and impact of dog parks located at Hillview and McKenzie Parks
3. **Market Research Subcommittee Presentation**  
Receive presentation by Market Research Subcommittee on market research tool and discuss.

## INFORMATIONAL ITEMS

4. **Receive Racquet Sports Update**
5. **Movie Night Volunteers (4 Commissioners needed)**

## COMMISSION/SUBCOMMITTEE/STAFF ORAL REPORTS AND REQUESTS FOR FUTURE AGENDA ITEMS

6. **Commissioner/Subcommittee Oral Reports**
7. **Staff Oral Reports**
8. **Future Agenda Items**
  - New Hillview Dog Park Conceptual Design Process (Oct)
  - Playground Music Features (Jan 2023)
  - Park in Lieu Funds

## ADJOURNMENT

### SPECIAL NOTICES TO PUBLIC

In compliance with the Americans with Disabilities Act and California Law, it is the policy of the City of Los Altos to offer its programs, services and meetings in a manner that is readily accessible to everyone, including individuals with disabilities. If you are a person with a disability and require information or materials in an appropriate alternative format; or if you require any other accommodation, please contact department staff. Advance notification within this guideline will enable the City to make reasonable arrangements to ensure accessibility. The City ADA Coordinator can be reached at (650) 947-2607 or by email: [ada@losaltosca.gov](mailto:ada@losaltosca.gov).

Agendas, Staff Reports and some associated documents for Parks and Recreation Commission items may be viewed on the Internet at <https://www.losaltosca.gov/parksreccommission>.

If you wish to provide written materials, please provide the Commission Staff Liaison with 10 copies of any document that you would like to submit to the Commissioners in order for it to become part of the public record.

For other questions regarding the meeting proceedings, please contact the City Clerk at (650) 947-2720.



## PARKS AND RECREATION COMMISSION MINUTES

7:00 PM - Wednesday, July 13, 2022

### CALL MEETING TO ORDER

Chair Morris called the meeting to order at 7:03p.m.

### ESTABLISH QUORUM

**Present:** Chair Morris, Vice Chair Corrigan, Commissioners Yeh, Valadez, Wang, and Dailey

**Absent:** None

### PLEDGE OF ALLEGIANCE

Introduction of new Parks and Recreation Director, Manny Hernandez

### PUBLIC COMMENTS ON ITEMS NOT ON THE AGENDA

None

### ITEMS FOR CONSIDERATION/ACTION

1. **Minutes:** Approve minutes of the Regular Meeting of May 11, 2022

**Public Comment:** None

**Action:** Based on a motion by Commissioner Valadez, seconded by Commissioner Dailey, the Parks & Recreation accepted the Minutes of the May 11, 2022, meeting as written.

Approve: Morris, Corrigan, Yeh, Valadez, Wang, Dailey.

Oppose: None

Abstain: Wang

Motion passed: 5-0-1.

2. **Pop-Up Activities:** Receive and approve scope of work and project objectives from the Pop-Up Activities Subcommittee.

**Public Comment:** Los Altos community member Nancy expressed interested and asked about advertising for these events.

Los Altos community member Jane also spoke about advertising these events.

Los Altos community member Todd was directed to hold his comments to the Pickleball item.

**Action:** Commissioner Wang moved to accept the Pop-Up Subcommittees recommendation and proposal. Chair Morris seconded the motion:

Approve: Morris, Corrigan, Yeh, Valadez, Wang, and Dailey.

Oppose: None

Abstain: None

Motion passed, unanimously: 6-0-0.

3. **Gender Pronoun Discussion:** Justice, Equity, Diversity and Inclusion (JEDI) Initiatives Subcommittee will lead a discussion about the option of using gender pronouns during Zoom meetings and community outreach events.

**Public Comment:** Los Altos community member Bill expressed skepticism about why the Parks & Recreation Commission would be addressing this JEDI initiative.

**Action:** Commissioner Valadez moved that the Parks & Recreation Commission advocate aligning with City staff to optionally display pronouns when signing into virtual meetings.

Commissioner Valadez withdrew her motion following discussion with other Commissioners.

## INFORMATIONAL ITEMS

4. **Commissioner Commitment to Volunteer:** Discuss volunteer efforts and engagement focus topics.
5. **FY 2022-23 Budget Highlights:** Staff will share approved budget outcomes for the Parks and Recreation Department as approved by City Council.

## COMMISSION/SUB-COMMITTEE/STAFF ORAL REPORTS AND REQUESTS FOR FUTURE AGENDA ITEMS

### 6. Commissioner/Subcommittee Oral Reports

### 7. Staff Oral Report:

- Pickleball Update
- Dog Park Update
- Summer Concert: August 25 at Hillview, 6 to 8pm

Feedback email: [losaltospickleball@losaltosca.gov](mailto:losaltospickleball@losaltosca.gov)  
[rec-info@losaltosca.gov](mailto:rec-info@losaltosca.gov)

Public Comment: Los Altos community member Diane Edmonds spoke in support of City staff and of the pickleball pilot. She requested a timetable and accountability for data collection after the program begins.

Los Altos community member Bill spoke in support of pickleball in Los Altos and the current planned setup for Pickleball.

Los Altos community member Jane spoke in support of Pickleball and advocated for promoting Pickleball widely.

Los Altos community member Nancy wanted to remind that input needed to be gathered from Pickleball and tennis individuals.

Los Altos community member Scott Spielman spoke with cautions about double-lining the courts and advocated for gathering data from tennis players as well.

Los Altos community member Dorit Perry recommended opening the Pickleball pilot in phases.

Los Altos community member Derek spoke with concerns about putting multiple burdens on McKenzie Park.

Los Altos community member Chris thanked the City and the Pickleball community for cooperation (on behalf of the tennis community). He advocated for a Racquetball Subcommittee.

### **Requests for Future Agenda Items**

- Market Research Subcommittee Proposal (Sep/Oct)
- Racket sports (pickleball/tennis) pilot discussion
- Dog park pilot discussion
- Park in lieu funds
- Playground music features (Jan 2023)
- Halloween event (Sep)

### **ADJOURNMENT**

Chair Morris adjourned the meeting at 9:20p.m.



DATE: September 14, 2022

AGENDA ITEM #2

**TO:** Parks & Recreation Commission  
**FROM:** Manny A. Hernandez, Parks & Recreation Director/Staff Liasion  
**SUBJECT:** Dog Park Pilot Update

**RECOMMENDATION:**

Receive oral staff report and discuss public evaluation process on usage and impact of dog parks located at Hillview and McKenzie Parks

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**BACKGROUND & DISCUSSION**

The week of June 27, 2022, the City of Los Altos opened two new fenced off-leash dog parks. As part of the approval of opening the dog parks at Hillview and McKenzie, the Parks & Recreation Department needs to evaluate the impacts of their installation and usage. In previous discussions, the Parks & Recreation Commission committed to assisting in these evaluations.

The Hillview Dog Park, currently located on the east end of the soccer field, is considered a temporary site that will eventually be relocated to the northwest end of the soccer field. The McKenzie Dog Park is located adjacent to the tennis courts and is currently considered a pilot. Evaluations of these new park amenities will be evaluated for decisions in the permanent site (Hillview) and viability within the park (McKenzie).

After internal considerations and suggestions derived from public meetings, the Parks & Recreation Department staff gathered several evaluation points to consider for both facilities. This list is not exhaustive.

- 1) Tracking parking
- 2) Utilization of the park - # of dogs, # dogs per human, times of day for use
- 3) Incidents at site - bites/fighting/poorly behaved owners etc.
- 4) Calls to animal control and/or police
- 5) Noise reports from nearby offices/tennis courts/park users
- 6) Issues with clean up (people not cleaning up after dogs etc)
- 7) Feedback from park users - track if they are dog owners, purpose at park, where live, how got there (walk/drive etc), if car - where parked, comments
- 8) Email submitted comments

The Parks & Recreation Commission will discuss additional evaluation points to add to the above list, as well as their involvement in gathering the information. There will also be discussion on a schedule and the evaluation period.

Attachments:  
None



# Market Research Evaluation

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PARC MARKET RESEARCH SUBCOMMITTEE

SEPTEMBER 14, 2022

# Agenda

- Subcommittee Charter/Scope
- Proposal for Capturing Statistically Valid Input
- Proposal for Capturing Actionable Input
- Cost Comparison: Existing vs. Proposed Approach
- Recap/Decision

# Charter

- Capture statistically valid resident input
- Identify residents' priorities
- Do so cost-effectively with minimal administrative burden

# Process Improvements

Agenda Item 3.

- Augment VOLUME input with volume input
- Enable an equitable and proven input mechanism
- Gather actionable input

# Proposal for Capturing Statistically Valid Input

- Citywide input for citywide decisions
  - Direct mail to entire city or create standing survey panel
  - Goal is to dramatically turn up the volume
- Neighborhood input for neighborhood decisions
  - Direct mail all households (1K) in vicinity of area of interest
  - Up to 3 respondents per household
- Commercial survey software for holistic solution (e.g, reporting, usability)

# Additional Best Practices For Capturing Valid Input

- Develop/test survey hypotheses
- Create unbiased survey design with City branding
- Inform residents of significant topics in outreach
- Use preassigned respondent codes to confirm residency
- Pretest survey with PARC and other commissions

# Capturing Actionable Input?

## Not Actionable: Preference Scale

Please rate the importance of dog park features.

	Not important	Somewhat unimportant	Neutral	Somewhat important	Important
Gravel Foundation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Artificial Turf Foundation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Visitor Seating (Bench)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Shade Structure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water Fountain	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

# Capturing Actionable Input!

## Actionable: Forced Choice

If these were your only options, which would you choose?

1 / 5

Foundation

Artificial Turf

Gravel

Artificial Turf

Features

Visitor Seating (Bench)

Water Fountain

Shade Structure

Select




Select

Select



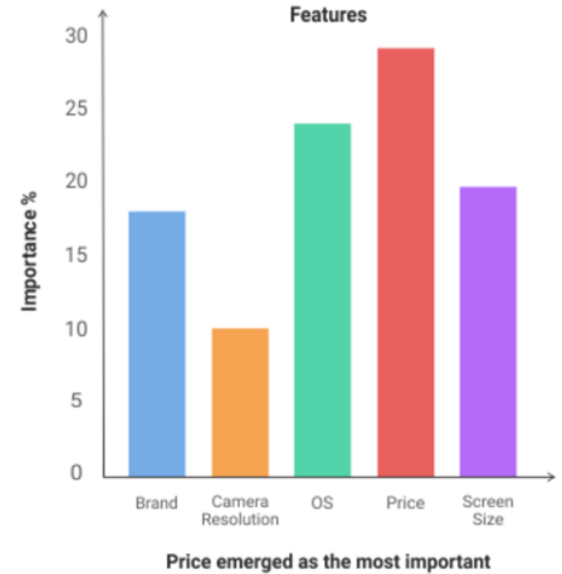
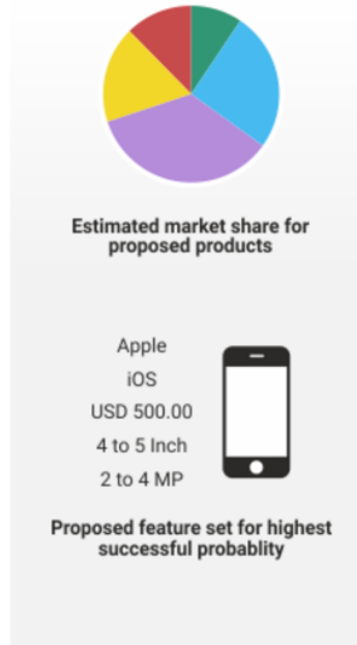
# Illustrative Results: Mobile Phone Study

Levels  
(Various options available per feature)

Brand	Apple	SONY	NOKIA
Price	\$500	\$300	\$400
Operating System	Apple	Android	Windows
Screen Size			
Camera Resolution	2 to 4 MP	4 to 6 MP	Above 6 MP

Features  
(Various parameters to make decisions)

Conjoint Analysis can measure the impact of these Features mathematically



Source: QuestionPro, [What Is Conjoint Analysis?](#)

More information: ["How it works" video](#), [Try active demo](#)

# If Applied to Prior Dog Park Research

- Improvement to 2020 Dog Park Workshops
  - Workshops + live and online survey
- Improvements to 2021 Hillview Off leash Pilot Survey
  - Develop/test hypotheses
  - Broaden outreach
  - Validate residency of respondents
  - Provide the answer to the hypothesis

# Challenges and Solutions

Agenda Item 3.

- Non-computer savvy
  - Provide helpers at live events, library, community center
- No computer access
  - Go to library or community center

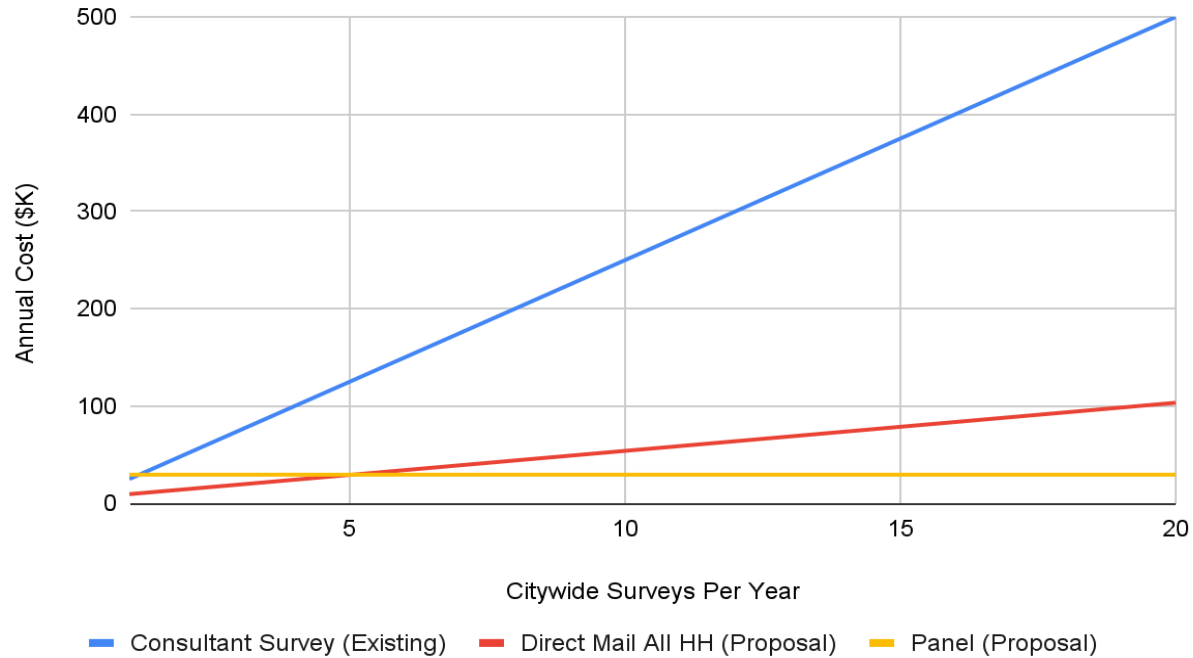
# Citywide Survey: Existing vs. Proposed Costs

Agenda Item 3.

<b>Citywide Survey: Cost Component</b>	<b>Annual Cost: Existing Citywide Survey</b>	<b>Annual Cost: Citywide Panel Proposal</b>	<b>Annual Cost: Citywide Direct Mail Proposal</b>
<b>Panel Creation</b>	N/A	\$25K (consultant creates panel)	N/A
<b>Survey Software</b>	N/A	\$4.5K	\$4.5K
<b>Survey Distribution/ Administration/Evaluation</b>	\$25K/survey (consultant)	\$0	\$4.95K/survey (10K households)

# Citywide Survey Proposals Cost Less Than Existing Approach

Agenda Item 3.



# Neighborhood Survey\*: Existing vs. Proposed Costs

Agenda Item 3.

Research Type	Cost Component	Annual Cost: Existing	Annual Cost: Proposed
<b>Neighborhood Direct Mail</b>	Survey Distribution	\$ 0	\$1.22K (1K households)
	Survey Administration/Evaluation	\$ 0	\$ 0
	<b>Total Cost (per survey per neighborhood)</b>	<b>\$ 0</b>	<b>\$1,220</b>

\* \$4.5K/year cost for survey software already accounted for

# Recap

- Solution to capture statistically valid resident input
  - Statistically valid
  - Consistent
  - Increases volume to augment VOLUME
- Solution to better identify residents' priorities
  - Identifies most valued features
  - Equitable (when done in person and online)
- Cost-effective with minimal administrative burden
  - Saves money
  - Saves staff time
  - Easy to use

# Our Recommendation:

Approve working with staff to explore test pilot





# TEEN CENTER OPEN HOUSE

JOIN US FROM 3 - 6 PM

9.23.2022

GAMES • FOOD • MUSIC



LOS ALTOS COMMUNITY CENTER  
97 HILLVIEW AVE. LOS ALTOS, CA



QUESTIONS: [WHANEL@LOSALTOSCA.GOV](mailto:WHANEL@LOSALTOSCA.GOV) OR (650) 947-2727



CITY OF LOS ALTOS PARKS & RECREATION PRESENTS



# Family Fun Days

AT THE LOS ALTOS COMMUNITY CENTER  
CO-SPONSORED BY THE LOS ALTOS LIBRARY



JOIN US ONE SATURDAY A MONTH  
FOR THEMED FAMILY FUN!

OCTOBER

22

HAPPY HALLOWEEN



NOVEMBER

19

GIVING THANKS



DECEMBER

10

WINTER WONDERLAND

*Games • Crafts • Movies • Read Alouds*



97 Hillview Avenue  
(650) 947-2790 | [LosAltosRecreation.org](http://LosAltosRecreation.org)

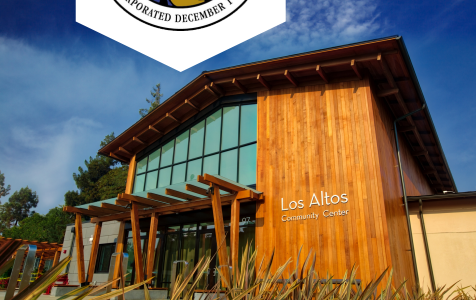




# CITY OF LOS ALTOS

Parks & Recreation Department

Agenda Item 7.



# WE'RE HIRING!

## Current Opportunities

- PRESCHOOL TEACHER I/II
- RECREATION LEADER II  
(ADULT & ADULT 50+)

apply  
online  
today!

Scan Me!



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