

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



349

FROM: Executive Office

SUBMITTAL DATE:
September 21, 2010

SUBJECT: Desert Recreation District Master Plan (formerly Coachella Valley Recreation and Park District)

RECOMMENDED MOTION: That the Board of Supervisors:

Adopt the 2006 Desert Recreation District Master Plan

BACKGROUND: The Desert Recreation District (formerly the Coachella Valley Recreation and Park District) was in the process of updating its 2006 Master Plan when it realized that it had not received Board adoption of its current Master Plan. In the interim, formal adoption is requested. The Master Plan was reviewed by the Park District's Managers Committee which is made up of the County Executive Office, EDA, County Park District, and several Park & Recreation Districts. The Committee recommended that the document be forwarded for adoption.

Departmental Concurrence

Alex Gann

Alex Gann, Principal Management Analyst

FINANCIAL DATA	Current F.Y. Total Cost:	\$	In Current Year Budget:
	Current F.Y. Net County Cost:	\$	Budget Adjustment:
	Annual Net County Cost:	\$	For Fiscal Year:

SOURCE OF FUNDS:	Positions To Be Deleted Per A-30	<input type="checkbox"/>
	Requires 4/5 Vote	<input type="checkbox"/>

C.E.O. RECOMMENDATION: APPROVE

BY: *Dean Deines*
Dean Deines

County Executive Office Signature

Dept't Recomm.: Consent Policy
 Per Exec. Ofc.: Consent Policy

Prev. Agn. Ref.: | **District:** 4th | **Agenda Number:**

RESOLUTION NO. 10-03

**A RESOLUTION OF THE BOARD OF DIRECTORS OF THE
DESERT RECREATION DISTRICT
CONFIRMING ADOPTION OF THE 2006 PARKS AND
RECREATION MASTER PLAN**

WHEREAS, pursuant to Ordinance 460 Section 10.35 (G) it is required for the Board of Directors of Desert Recreation District, formerly Coachella Valley Recreation and Park District to adopt its Parks and Recreation Master Plan ("Master Plan") and submit to the county of Riverside Board of Supervisors for adoption, and

WHEREAS, on April 26, 2006 the Board of Directors, by minute motion, adopted the 2006 Master Plan attached hereto as Exhibit A; and

WHEREAS, in February 2010, Desert Recreation District staff was informed that the County of Riverside Executive Office had not adopted Desert Recreation District's 2006 Master Plan; and

WHEREAS, the Board of Directors needs to confirm adoption of the 2006 Master Plan.

NOW, THEREFORE BE IT RESOLVED, that Desert Recreation District Board of Directors does hereby confirm adoption of the 2006 Master Plan, by minute motion, on April 26, 2006.

PASSED, APPROVED AND ADOPTED this 10th day of March 2010 by the following vote:

AYES: Duran, Gilbert, McGalliard and Smith

NOES: None

ABSENT: Acosta

ABSTAIN: None

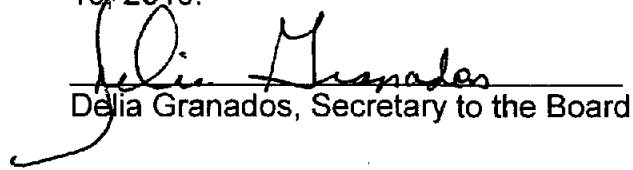
Desert Recreation District

By: Joanne Gilbert
Joanne Gilbert, President of the Board



RESOLUTION NO. 10-03

I hereby certify that the Board of Directors of the Desert Recreation District adopted the foregoing Resolution No. 10-03 at a regular meeting held on March 10, 2010.



Delia Granados, Secretary to the Board

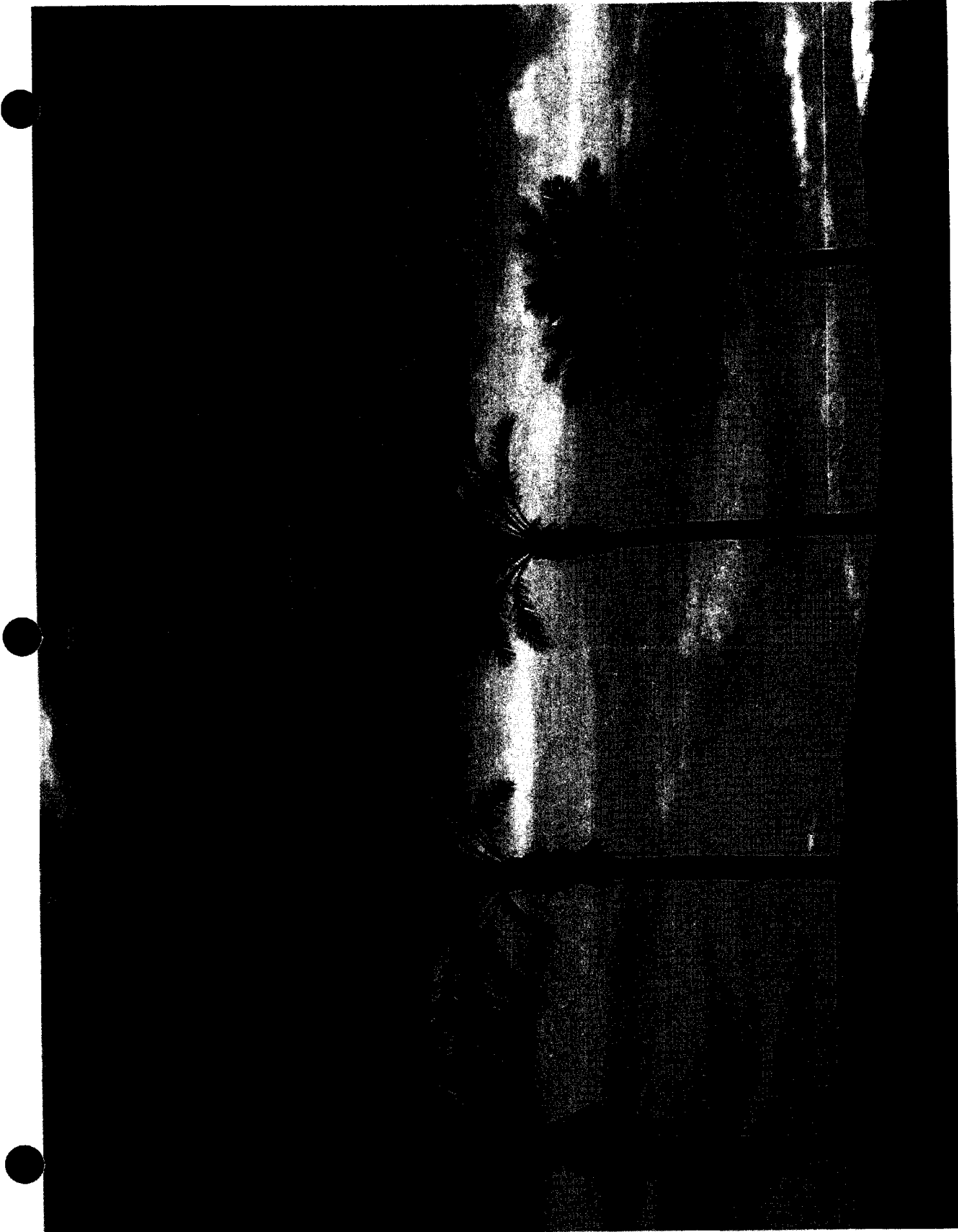


EXHIBIT A

2006



**RECREATION AND PARKS
MASTER PLAN**

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Community Context

1

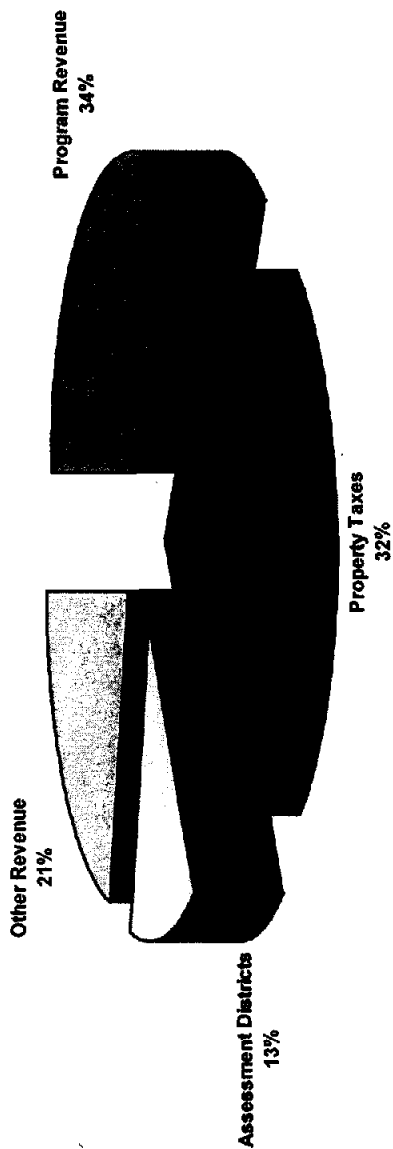
Coachella Valley Recreation and Park District (CVRPD) was established in December 1950 under authority of the California Public Resources Code Sections 5780 et seq. The purpose of the District was to administer park facilities and provide recreation program services.

The Cortese-Knox-Hertzberg Act of the State of California requires public services to be logical, coordinated and orderly in development. The Local Agency Formation Commission (LAFCO) of Riverside County assisted the District in establishing an 1800-square-mile service sphere of influence and in complying with this Act (1984). Twelve years later the District was expanded and 30 square miles were annexed into current District services boundaries. In general, the District currently serves valley residents from Rancho Mirage (at Bob Hope Drive) east to the Salton Sea.

CVRPD is organized into five service divisions with a five-person elected Board of Directors; each director represents his/her respective community area. The divisions and communities served are:

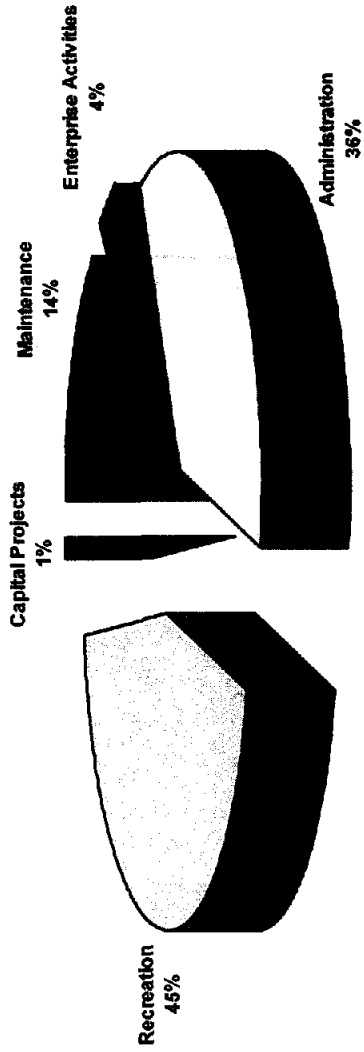
DIVISION	COMMUNITIES
1	Thermal, Mecca, Oasis, North Shore, Vista Santa Rosa
2	Coachella
3	Indio, Indio Hills
4	La Quinta, Indian Wells, Bermuda Dunes
5	Palm Desert, Rancho Mirage, Thousand Palms

CVRPD is funded by various sources: program revenue, property taxes, benefit assessments, and other revenue. The current percent of these funding sources are:



There are Benefit Assessment Districts that fund portions of the work of CVRPD. One assessment district is within the boundaries of the city of Indio and provides fiscal resources for the Indio Community Center and Park. Another is within the community of Thousand Palms and funds Thousand Palms Community Center and Park. Other benefit assessment districts cover the remaining district service sphere of influence. CVRPD should collect additional benefit assessments on new development to address the tremendous pressure on existing recreation and park services and add new services to meet the needs of that development.

Expenditures of the District generally fall into five account areas. The percent of these expenditures are:



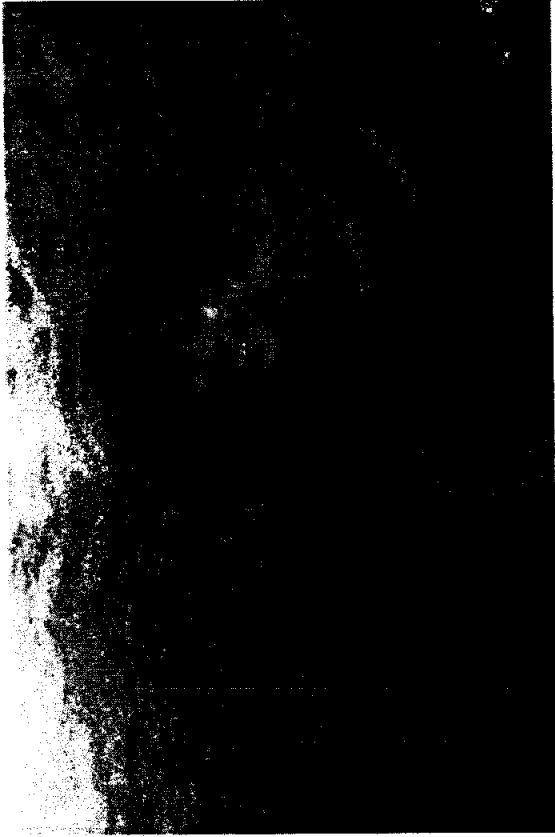
CVRPD is organized into four line-departments: Administration, Recreation, Community Centers, and Maintenance. Personnel under the policy oversight of the Board of Directors are the following:

DEPARTMENT	FULL TIME	PART TIME
ADMINISTRATION	10	
RECREATION	52	.45
COMMUNITY CENTERS	40	.41
MAINTENANCE	7	.76

Stability of CVRPD is noted by its financial standing with Standard & Poor's:

Standard & Poor's Rating Services affirmed its 'A+' rating on California Special District Association (CSDA) Finance Corporation's Certificates of Participation (COPs), issued for Coachella Valley Recreation and Park District, and reflects the district's:

- Large and expanding tax base;
- Strong financial operations and reserves, with fund balances that consistently have exceeded annual operating expenditures;
- Low debt; and
- Satisfactory lease legal provisions, including the district's covenant to budget and appropriate lease payments.



Community Profile

2

A look at the residents of the various cities and towns served by Coachella Valley Recreation and Park District is helpful in planning the parks and recreation system. Services are provided for residents of these communities and some understanding of past growth patterns, current distribution and future projections of the populations are necessary.

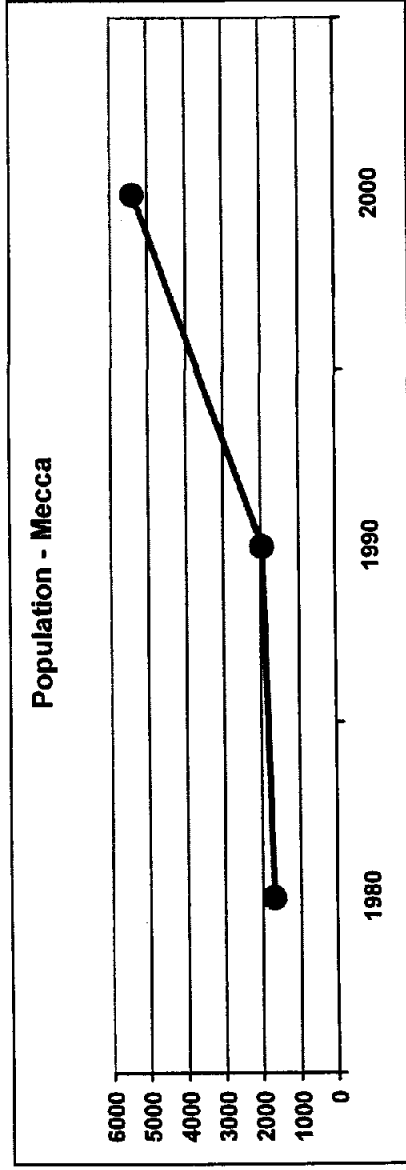
It should be noted that some communities served by the District are small in resident numbers and as a consequence are not tabulated by the United States Census or by the California Department of Finance – Demographics Unit. A multitude of sources were considered and compiled yielding profile data.

The data reported here has been divided into CVRPD Board of Director service divisions.

DIVISION ONE

The communities that constitute Division One are: Thermal, Mecca, Oasis, North Shore, and Vista Santa Rosa. The only community in this division with quality, consistent and verifiable data is Mecca.

The earliest data for Mecca indicated a population of 1,698 residents in year 1980. The number of residents increased to 1,966 by year 1990 and in year 2000 the population was 5,402. The growth from 1990 to 2000 was significant.



Of the 5,402 residents, there were 1,059 owner-occupied or renter-occupied dwellings covering 1.30 square miles. The majority of residents are male (significantly larger percent than the national average), with a small retirement age population.

GENDER	DIVISION ONE	UNITED STATES
Male	56.3	49.1
Female	43.7	50.9

The ethnic distribution of the Division is primarily Hispanic (98.0%) with an average of 5.04 persons in the household and 4.97 average family size. These figures are higher than the national average.

SIZE	DIVISION ONE	UNITED STATES
Household	5.04	2.59
Family	4.97	3.14

The percent of individuals and percent of families below the federal poverty level is high and median household and median family income is low compared to the national average.

SOCIAL CHARACTERISTICS	DIVISION ONE	UNITED STATES
Families below poverty level	43.0%	9.2%
Individuals below poverty level	45.5%	12.4%
Median household income	\$22,973	\$41,994
Median family income	\$21,250	\$50,046

It is difficult to calculate future growth projections for this division; however, other valley communities anticipate a yearly growth rate in the 4% - 10% range.

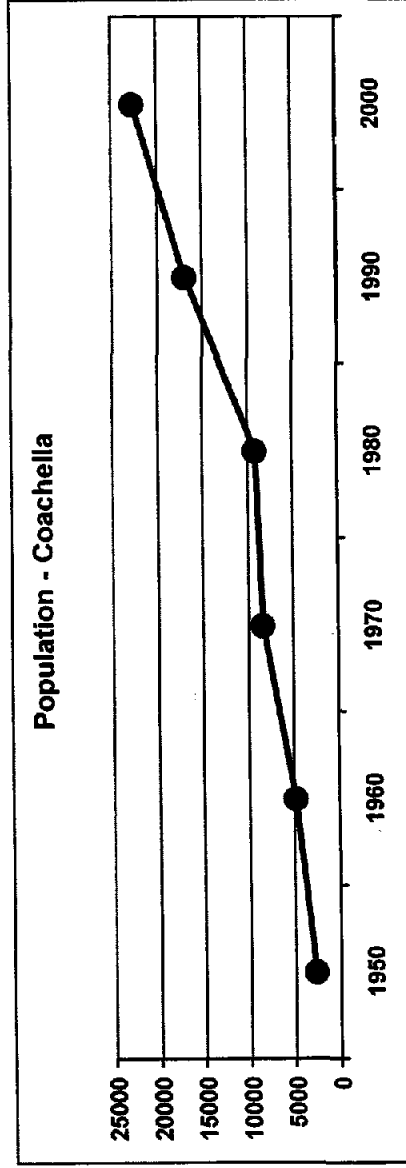
DIVISION TWO

Division Two consists of the city of Coachella. Quality past, current and future population projection figures are available.

Coachella has increased in population during the last 50 years. The growth from 1950 to the year 2000 is presented.

1950	2,755
1960	4,854
1970	8,353
1980	9,129
1990	16,896
2000	22,724

The growth from 1990 to 2000 represented a 34.5% increase.



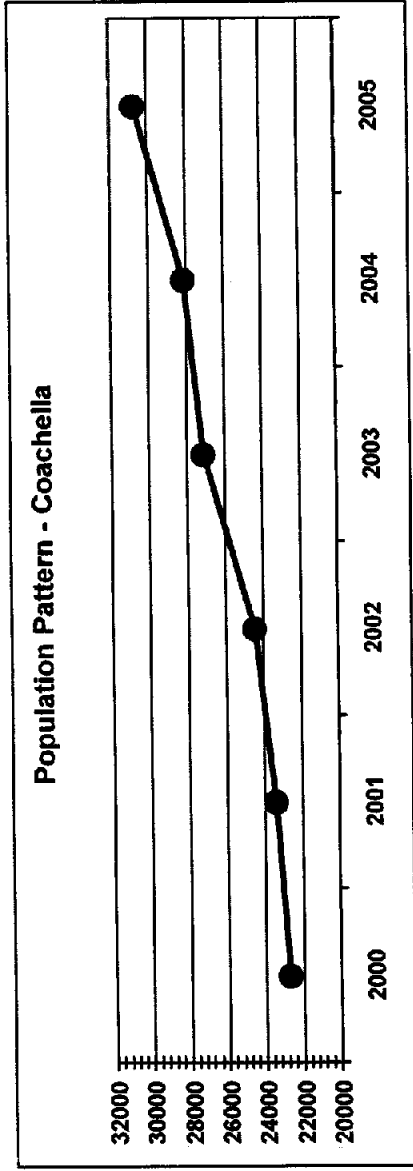
Of the 27,655 residents (2004 figures) there are 6,011 owner-occupied or renter-occupied housing units covering a 32-square mile area. The gender distribution is split evenly: male (50%) and female (50%), mirroring the national average. The majority of residents are Hispanic (97%), with an average of 4.8 persons per household. These figures are higher than the national average.

SIZE	DIVISION TWO	UNITED STATES
Household	4.8	2.59

The percent of individuals and percent of families below the federal poverty level is higher and median household and median family income is lower compared to the national average (2000 figures).

SOCIAL CHARACTERISTICS	DIVISION TWO	UNITED STATES
Families below poverty level	29.1%	9.2%
Individuals below poverty level	28.9%	12.4%
Median household income	\$28,590	\$41,994
Median family income	\$28,320	\$50,046

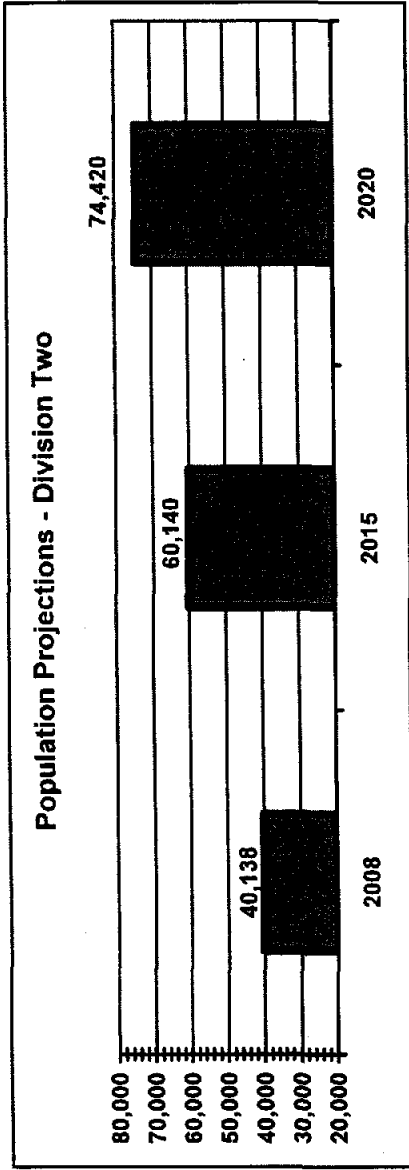
The population growth has been one of consistent increase.



The 2000 to 2005 population figures are:

2000	22,724
2001	23,369
2002	24,432
2003	26,700
2004	28,714
2005	31,570

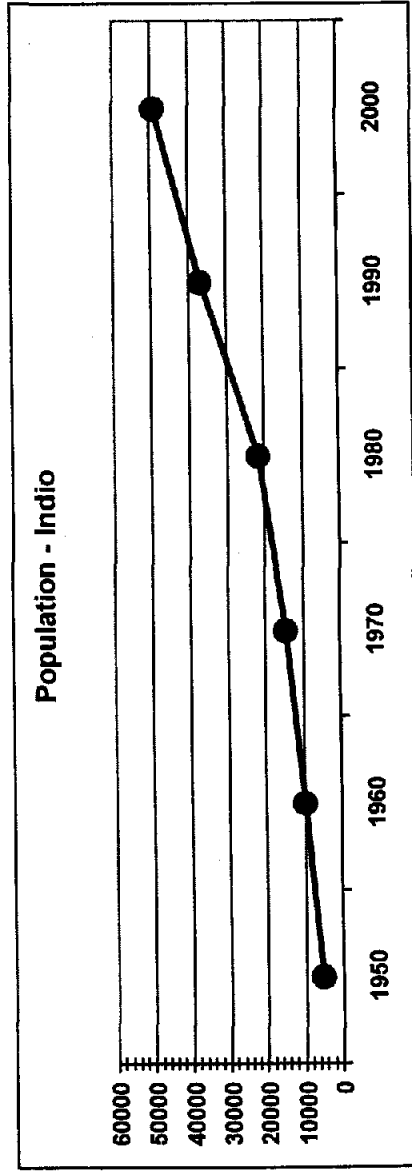
The anticipated growth rate is suggested by sources to be 9.3% per year. The long-term population increase for Division Two is significant.



DIVISION THREE

The communities that constitute Division Three are Indio and Indio Hills. There is population data for Indio but no available data for Indio Hills.

Indio has experienced growth over the past fifty years. The number of residents has increased from 5,300 in 1950 to 49,116 in the year 2000. Note the following past growth pattern:



The growth numbers are indicated here:

1950	5,300
1960	9,745
1970	14,459
1980	21,611
1990	36,793
2000	49,116

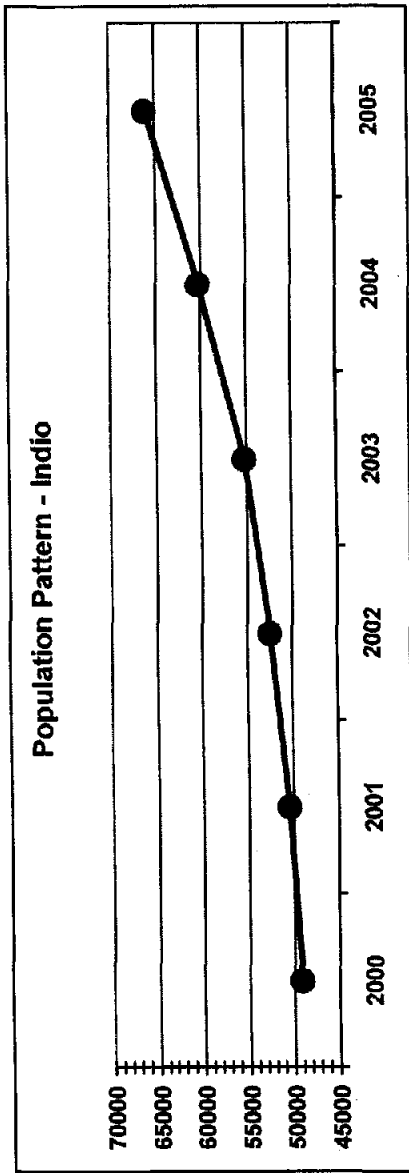
Of the 49,116 residents, there are 11,812 owner-occupied or renter-occupied housing units spread over 26.70 square miles. The residents are split almost equally in gender with males representing 50.3% and females 49.7%, which generally mirrors the national average. The majority of residents are Hispanic (75.4%) with the percent White at 19.5%. Other ethnicities are small in number. The average number of residents per household and average number of residents per family is higher than the national average.

SIZE	DIVISION THREE	UNITED STATES
Household	3.48	2.59
Family	3.88	3.14

The percent of individuals and percent of families below the federal poverty level is higher than the national average and median household income as well as median family income is below the national average.

SOCIAL CHARACTERISTICS	DIVISION THREE	UNITED STATES
Families below poverty level	16.8%	9.2%
Individuals below poverty level	21.5%	12.4%
Median household income	\$34,624	\$41,994
Median family income	\$35,564	\$50,046

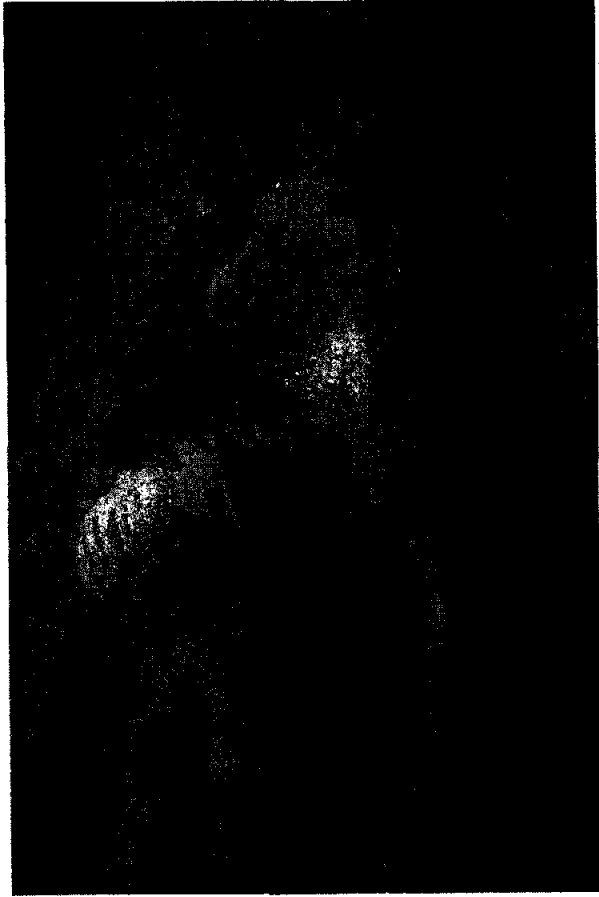
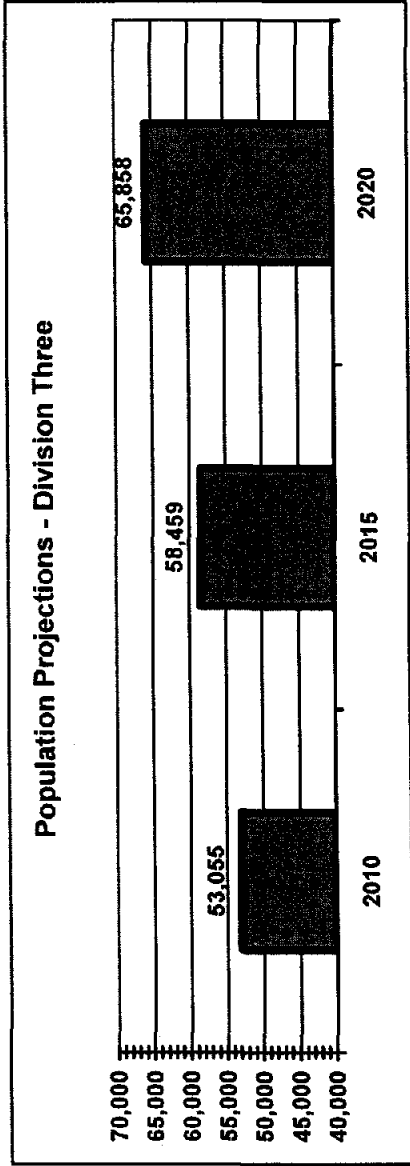
The population growth has been one of consistent increase.



The 2000 to 2005 population figures are:

2000	49,116
2001	50,464
2002	52,507
2003	55,155
2004	60,175
2005	66,118

The anticipated growth as indicated by some sources will be a rate of 9.9% per year. The long-term population increase for this area is significant.



DIVISION FOUR

The three communities that represent Division Four are: La Quinta, Indian Wells, and Bermuda Dunes. There are quality and reliable population figures for this division.

Past population reports indicate that La Quinta had a 1980 population of 3,268 residents. Indian Wells had a 1970 population of 760 and a 1980 resident count of 1,394.

The 1990 to 2000 figures indicate the following growth:

COMMUNITY	1990	2000
La Quinta	11,215	23,694
Indian Wells	2,647	3,816
Bermuda Dunes	4,571	6,229

The 33,739 residents live in 18,592 owner-occupied or renter-occupied housing units spread over 48.58 square miles. The gender breakdown for each of these communities indicates figures about equal to the national average.

COMMUNITY	MALE	FEMALE
La Quinta	49.0	51.0
Indian Wells	47.2	52.8
Bermuda Dunes	49.9	50.1
Average	48.7	51.3

The national average is 49.1% male and 50.9% female.

The ethnic breakdown is as follows:

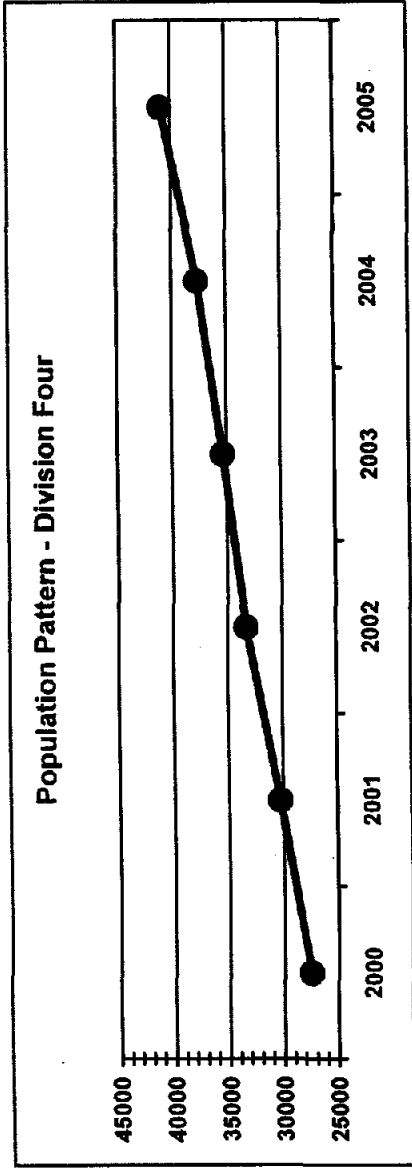
COMMUNITY	WHITE	HISPANIC
La Quinta	78.5%	32.0%
Indian Wells	96.3%	3.0%
Bermuda Dunes	84.2%	14.5%

There are 2.80 persons per household and 3.16 persons per family for La Quinta (which is similar to the national average), 1.93 persons per household and 2.28 persons per family for Indian Wells (which is lower than the national average), and 2.40 persons per household and 2.92 persons per family in Bermuda Dunes (which is close to the national average).

The percent of individuals and percent of families below the federal poverty level compared to the national average is as follows:

SOCIAL CHARACTERISTICS	LA			UNITED STATES
	QUINTA	INDIAN WELLS	BERMUDA DUNES	
Families below poverty level	5.0%	1.2%	4.5%	9.2%
Individuals below poverty level	7.8%	3.4%	6.9%	12.4%
Median household income	\$54,552	\$93,986	\$51,082	\$41,994
Median family income	\$56,848	\$119,110	\$62,453	\$50,046

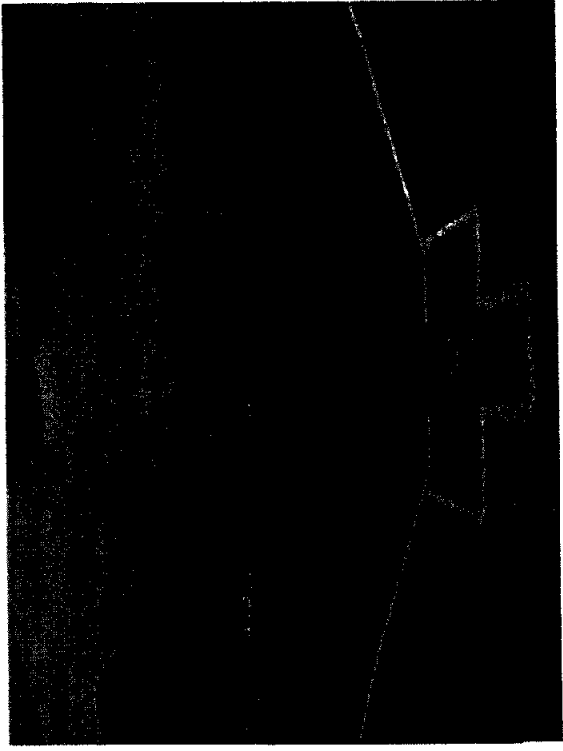
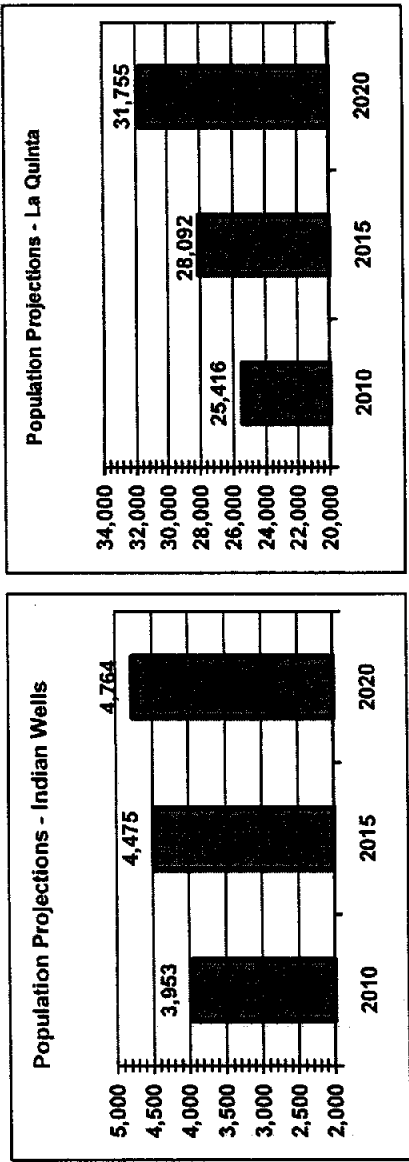
The following are the combined figures for La Quinta and Indian Wells (Bermuda Dunes not available) for 2000 to 2005:



The combined numbers for this division are:

2000	27,510
2001	30,247
2002	33,270
2003	35,306
2004	37,618
2005	40,926

Sources suggest that the projected annual population growth rate will be 7.55%. The long term population projections indicate future growth for both Indian Wells and La Quinta.



DIVISION FIVE

Division Five consists of Palm Desert, Rancho Mirage, and Thousand Palms. There is reliable population data for these cities.

The following are the 1950 to 2000 figures where data has been collected:

YEAR	1950	1960	1970	1980	1990	2000
Palm Desert	-	1,295	6,171	11,801	23,252	41,155
Rancho Mirage	-	-	1,298	6,281	9,978	13,249
Thousand Palms	1,243	2,904	-	-	4,122	5,122

It should be noted that Palm Desert experienced high growth over the last 50 years while growth of the other communities was up - but less dramatic.

Of the 59,526 residents, 42,394 owner-occupied and renter-occupied housing units are spread over the 53.32 square miles. The following table displays the gender distribution for these communities:

COMMUNITY	MALE	FEMALE
Palm Desert	48.1	51.9
Rancho Mirage	47.9	52.1
Thousand Palms	50.1	49.9
National Average	49.1	50.9

These communities are generally even in gender distribution and basically mirror the national profile.

The ethnicity of Division 5 residents is primarily White (82.5%), followed by Hispanic (13.3%). The average number of residents per household and average number of residents per family compared to the national average is as follows:

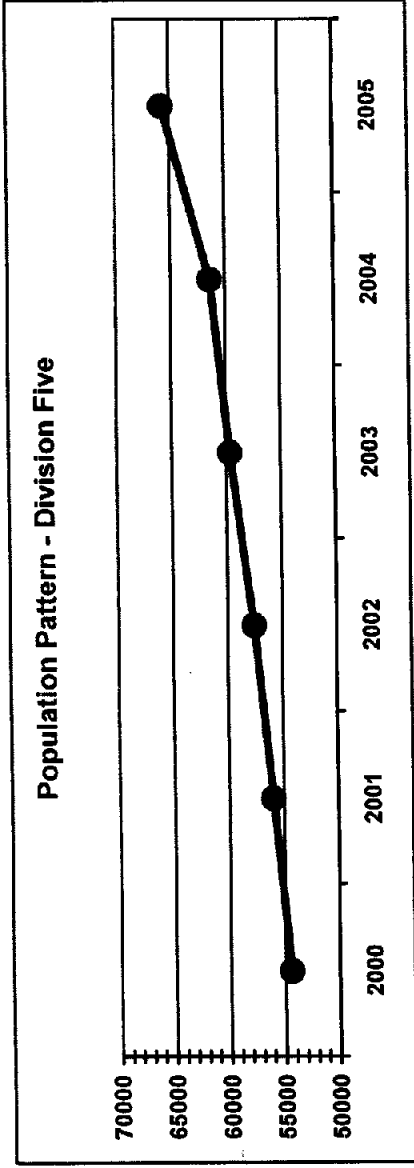
SIZE	PALM DESERT	RANCHO MIRAGE	THOUSAND PALMS	UNITED STATES
Household	2.13	1.92	2.67	2.59
Family	2.67	2.36	3.27	3.14

There is difference between these communities but generally 2 to 3 individuals reside per household.

The percent of individuals and percent of families below the federal poverty level is low (except Thousand Palms) and the median household income as well as median family income is higher than the national average (except Thousand Palms).

SOCIAL CHARACTERISTICS	PALM DESERT	RANCHO MIRAGE	THOUSAND PALMS	UNITED STATES
Families below poverty level	5.9%	4.4%	9.4%	9.2%
Individuals below poverty level	9.2%	5.9%	12.8%	12.4%
Median household income	\$48,316	\$59,826	\$34,172	\$41,994
Median family income	\$58,183	\$78,384	\$37,500	\$50,046

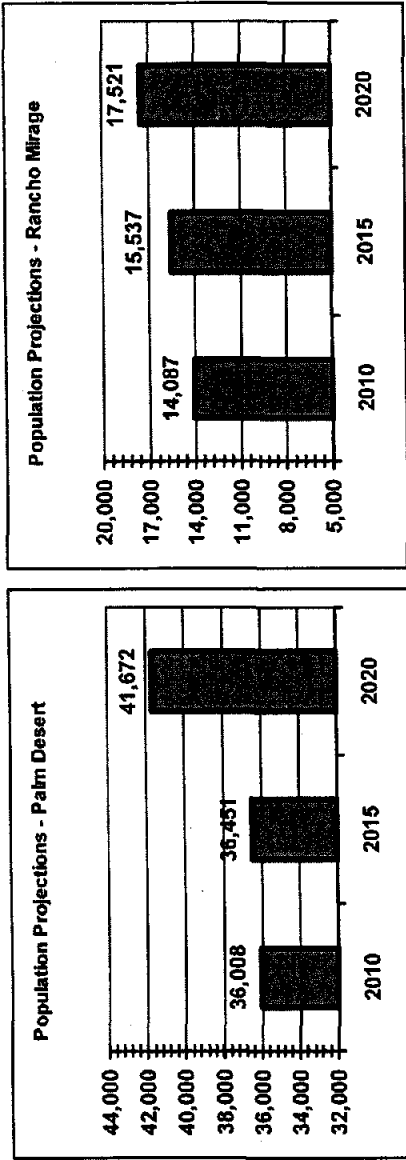
The population pattern for this district is displayed in the following table:



The following are the population figures for Palm Desert and Rancho Mirage. Figures for Thousand Palms are unavailable:

2000	54,404
2001	55,948
2002	57,560
2003	59,645
2004	61,397
2005	65,696

Sources suggest the anticipated annual growth for this division will be 6.0%. The long term population projections are:

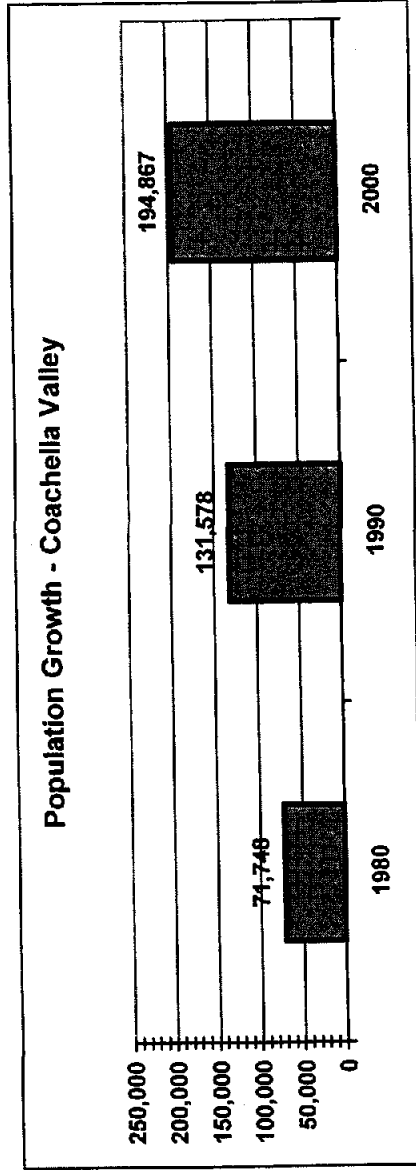


COACHELLA VALLEY

Figures have been gathered for the Coachella Valley area and the following represents that data.

The growth rate from 1980 to 1990 was 83.39% with the population increasing from 71,748 to 131,578. The number of households from 1980 to 1990 increased 84.72% from 24,105 to 44,525.

The following represents the growth from 1980 to 2000:



Currently, 65.45% of the residents are White with 30.82% Hispanic. The income of residents is evenly distributed between the \$15,000 to \$75,000 brackets. The percent distribution is as follows:

\$15,000 – \$25,000	16.61%
\$25,000 – \$35,000	15.98%
\$35,000 – \$50,000	16.82%
\$50,000 – \$75,000	16.85%

Seventeen percent of the incomes are below \$15,000 and seventeen percent are above the \$75,000 income line. For the Coachella Valley as a whole, residents are above the average household income but below both median income and per capita income compared to the nation as a whole.

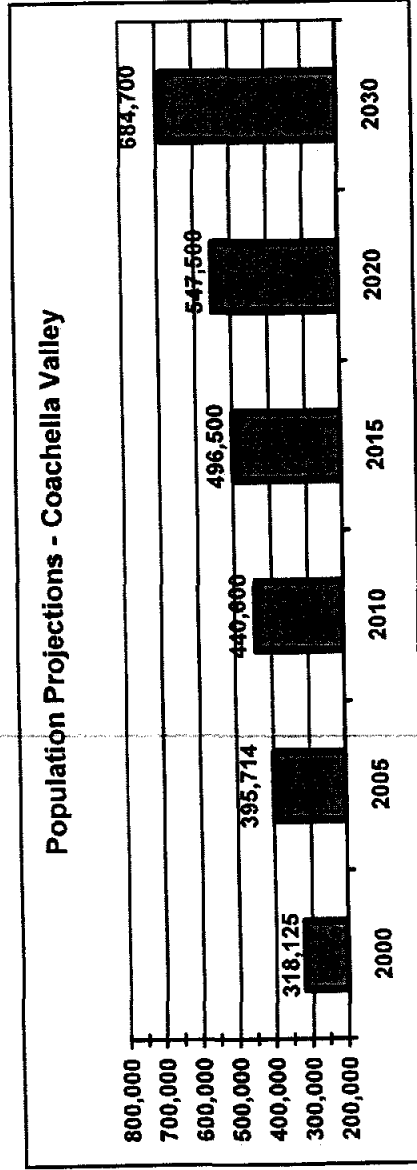
The Coachella Valley went from 299,831 residents in 2004 to 319,253 in 2005, representing a 6.4% increase. This increase consisted of 53.2 new residents per day. The following is a breakdown of new residents per day, comparing 2001 to 2005:

COMMUNITY	2001	2005
Indio	3.7	Gain 16.3
Palm Desert	2.6	10.1
La Quinta	6.6	8.3
Coachella	1.8	7.2
Desert Hot Springs	.5	3.8
Palm Springs	1.7	1.9
Rancho Mirage	1.6	1.7
Indian Wells	.9	Loss .7
Cathedral City	4.0	3.2

An additional view of Coachella Valley is the variation in current cost of housing. The following represents median house prices for February 2005 of communities within Coachella Valley Recreation and Park District:

DIVISION	MEDIAN PRICE
1	\$245,000
2	\$187,500
3	\$256,000
4	\$582,000
5	\$353,000

Long-term population projections for Coachella Valley from 2000 to 2030 indicate the following:



Community Resources

3

As noted, Coachella Valley Recreation and Park District covers a large geographic area, serves a variety of communities and collaborates in a multitude of joint ventures with government entities, schools, not-for-profits and the business community. This resource and program base is varied, multi-dimensional and community sensitive.

A variety of services are provided to district users directly by CVRPD and by the District serving as facilitator, broker or sponsor. The following information serves as a baseline for this vast array of district services bringing into focus a more clear understanding of this complex enterprise.

Coachella Valley Recreation and Park District either directly owns and operates, schedules only, operates only, leases and operates, maintains only, funds only, or programs only a multitude of community centers, parks, swimming pools, sports complexes, golf courses and regional parks. The following is a breakdown of these resources by CVRPD service divisions:

DIVISION ONE

Division One consists of the communities of Thermal, Mecca, Oasis, North Shore and Vista Santa Rosa. CVRPD provides the following resource based services:

- Mecca Community Center, Park and Swimming Pool are located at 65-250 Cahuilla Street in Mecca. This complex consists of drinking fountains, two lighted baseball/softball fields, an open grass field (used for soccer), two lighted basketball courts, a small community center with game room, picnic tables with a shade structure and a playground area. Connected to the center is a lighted outdoor pool. This facility is adjacent to a public school.
- Mecca Mini Park is located at Avenue 62 and Lincoln Street in Mecca. This small park consists of picnic tables and a playground area.

There are no municipalities at present within this Division and there are no direct parks and recreation services by other agencies. Adjacent to this Division is the city of Coachella, which does provide some services. To a limited extent these services impact Division One. Coachella city parks and recreation opportunities are described under Division Two.

In Division One a number of public school sites exist that have recreation resources such as ball fields, playgrounds and athletic options however they are not available to the public nor serve to meet the recreational needs of the Division's residents. The following are the schools within Division One:

Elementary School	Address	City
John Kelly	87-163 Celinta	Thermal
Las Palmitas	86-150 Avenue	Thermal
Mountain Vista	65-250 Coahuilla	Mecca
Oasis School	88-775 Avenue 76	Thermal
Saul Martinez	65-705 Johnson St.	Mecca
Westside School	82-225 Airport Blvd.	Thermal
Middle School	Address	City
Toro Canyon	86-150 Avenue 66	Thermal
Middle School/High School	Address	City
Desert Mirage	86-150 Avenue 66	Thermal
La Familia	56-615 Olive St.	Thermal
Coachella Valley	83-800 Airport Blvd.	Thermal

There are no not-for-profit organizations or private enterprise vendors who provide parks and recreation services in this Division. Riverside County does provide a large array of outdoor parks that are available to residents of this Division. Some of these resources are reasonably located and others are not. Riverside County resources are detailed within the District overview section of this chapter.

CVRPD provides the following recreation programs to residents of Division One:

PROGRAM	SITE
Kids Club	Mobile Home Site, Apartment Sites
Swim Lessons	Mecca Pool
Open Swim	Mecca Pool
First Aid	Mecca Center
Club House	Mecca Center

DIVISION TWO

Division Two consists of the city of Coachella. CVRPD operates the following CVRPD resource-based services:

- Coachella Community Center, Bagdouna Park and Swimming Pool is located at 84-620 Bagdad Street in Coachella. This complex consists of drinking fountains, BBQ pits, four lighted baseball/softball fields, two lighted soccer fields, two lighted tennis courts, one outdoor basketball court, playground, picnic tables, pavilion, and restrooms. The Center has a game room and the complex also includes a lighted outdoor swimming pool.
- Canal Regional Park is located at Pierce Street and Avenue 54 in Coachella. At this point in time, the 221.99 acre site has been left in its natural state and is only used on a limited basis by a model airplane organization.

- Placitas de la Paz Parks are on the edge of Vista Santa Rosa and Coachella at Avenue 50 and Fredrick. These three mini parks consist of picnic areas, shelters, walking trails and playground areas.

The city of Coachella does not provide its residents with recreation programs but utilizes the services of CVRPD. The city does own and maintain the following parks and open-space resources:

- De Oro Park (4.0 acres)
- Bagdouma Park (34.3 acres)
- Veterans Memorial Park (2.4 acres)
- Dateland Park (4.0 acres)
- Sierra Vista Park (2.6 acres)
- Shady Lane Park (1.0 acres)

Adjacent to the city of Coachella is the city of Indio. Both Indio and CVRPD provide physical resources and programs that may impact some of the residents of Coachella. Indio city services are detailed in Division Three section of this chapter.



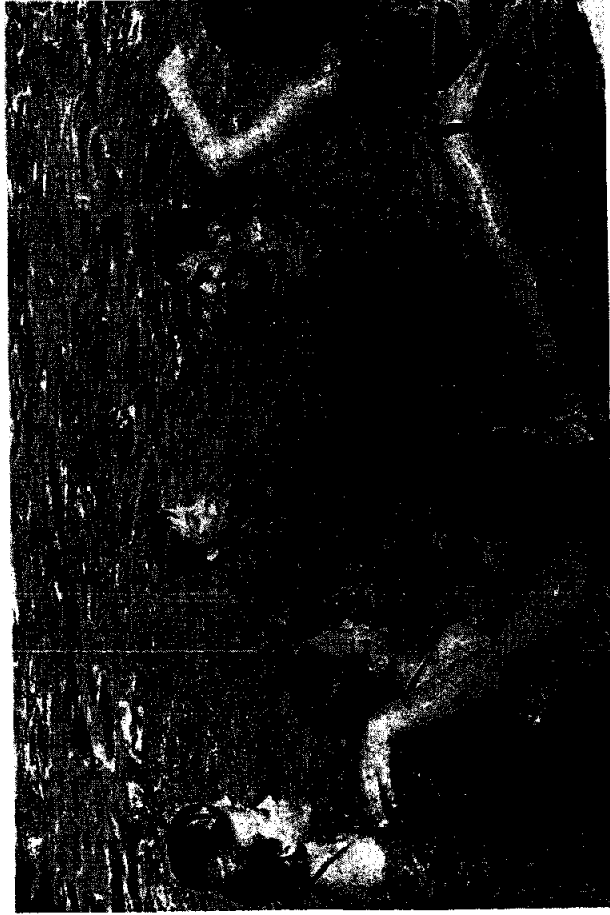
Within the city of Coachella are a number of public schools that have facilities that are parks and recreation in nature such as playgrounds and ball fields but they are not available to the public and do not serve to meet public recreational needs. The following is a list of these schools:

Elementary School	Address	City
Peter Pendleton	84-750 Calle Rojo	Coachella
Valley View	85-270 Valley Rd.	Coachella
Cesar Chavez	49-601 Avenida De Oro	Coachella
Bobby Duke	85-358 Bagdad St.	Coachella
Middle School	Address	City
Cahuilla Desert Academy	82-489 Avenue 50	Coachella
High School	Address	City
Adult School	1099 Orchard Ave.	Coachella
Alternative School	1099 Orchard Ave.	Coachella

The city of Coachella residents are served by Coachella Boxing Club, 21st Century After-School Programs, Boys and Girls Club, Club House, Esperanza Youth and Family Center, Eleanor Shadowen Senior Center and Curves. Riverside County provides a number of outdoor park options available to residents of Coachella. Some of these resources are within a reasonable distance and others are not. The Riverside County resources are detailed in the District overview section of this chapter.

CVRPD provides the following recreation programs to residents within Division Two:

PROGRAM	SITE
Club House	Coachella Center
Kids Club	Mobile Home Site, Apartment Sites
Open Swim	Coachella Pool
Water Safety	Coachella Pool
Disaster Prevention	Coachella Center



DIVISION THREE

Division Three consists of Indio and Indio Hills. CVRPD provides the following resource based services:

- Indio Hills Park is located at 80-400 Dillon Road in Indio Hills. This small park provides a drinking fountain, BBQ grills, one basketball court, a baseball backstop on dirt field, a picnic area, shelter and a playground.
- Desert Regional Park is located at Avenue 40 and Monroe Street and consists of 280 acres.
- Indio Community Center and Park is located at 45-871 Clinton Street in Indio. The park site has drinking fountains, walking trail, picnic areas, two playground areas, and a large open grass area. The center has an indoor track, two full-court gymnasiums, a gymnastics area, two racquetball courts, and an exercise area.
- Pawley Pool complex is located at 46-350 South Jackson Street in Indio and has two swimming pools and a dressing room building. The pools accommodate instruction, open swim and provide water features and separate sprayground.

The city of Indio does not have a parks and recreation department at this time, but is active in the re-design and planning of a number of existing and future park sites. The following is a list of existing parks:

INDIO CITY EXISTING PARKS
Dominguez Park
Dr. Carreon Park
Indio Park
Miles Park
North Jackson Park
Shields Park
Soccer Fields
South Jackson Park
Terrance Park
Yucca Park

These parks represent 65 acres of parkland. In addition, 150 acres are in the planning stages and include:

INDIO CITY PROPOSED PARKS
Aiken Property
CBB Indio LLC
DeBonne Property
Indio Sports Complex
Nairobi Park
Posse Park
Soccer Fields
Teen Center
Villalobos Properties

Division Three has a number of public school sites that have associated playing fields and playgrounds but are not available for public recreation.

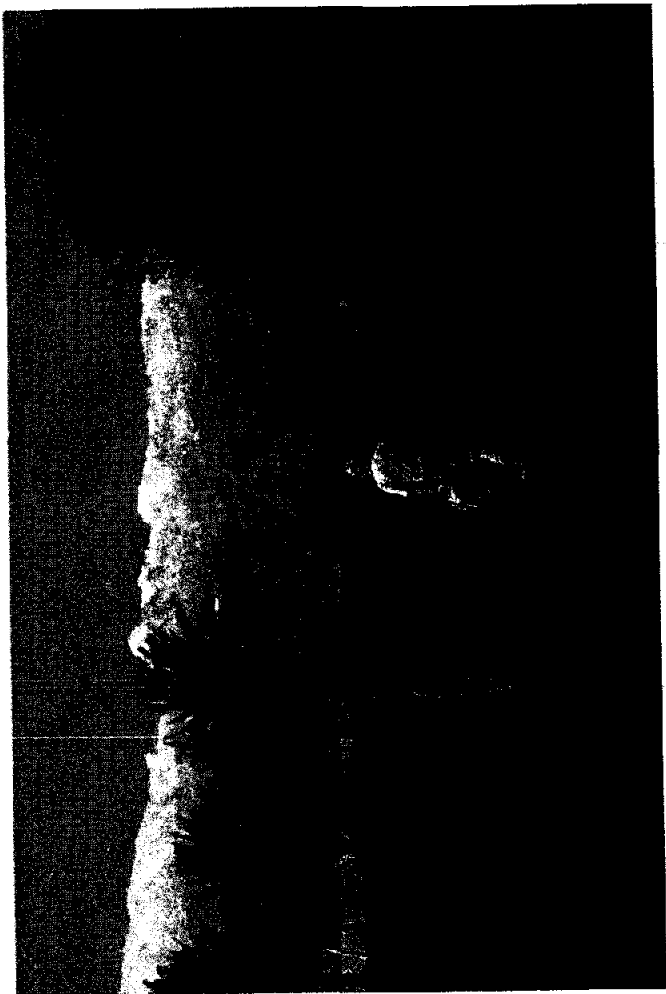
Elementary School	Address	City
R.J. Carreon Academy	47-368 Monroe St.	Indio
Carillo Ranch	43-775 Madison St.	Indio
Amelia Earhart	45-250 Dune Palms Rd.	Indio
Eisenhower	83-391 Dillon Ave.	Indio
Herbert Hoover	44-300 Monroe St.	Indio
Andrew Jackson	82-850 Kenner Ave.	Indio
John F. Kennedy	45-100 Clinton St.	Indio
James Madison	80-845 Avenue 46	Indio
Mountain Vista	49-750 Hjorth St.	Indio
Theodore Roosevelt	83-200 Dr. Carreon Blvd.	Indio
Martin Van Buren	47-733 Van Buren St.	Indio
Middle School	Address	City
John Glenn	79-655 Miles Ave.	Indio
Indio	81-195 Miler Ave.	Indio
Thomas Jefferson	83-089 Highway 111	Indio
Woodrow Wilson	83-510 Dillon Ave.	Indio
High School	Address	City
Amistad Continuation	44-800 Auto Center Dr.	Indio
Indio	81-750 Avenue 46	Indio

Also operating within Indio, is the Eagle Peak Charter School.

In Indio, there are five not-for-profits that provide recreation services to both their younger and older members. They are:

ORGANIZATION	ADDRESS
Boys and Girls Club	83-100 Date Ave. at Jackson St.
Indio Senior Center	45-222 Town Street
Doris Mechanick Preschool (YMCA)	44-700 Arabia
Monroe Elem (YMCA)	42-100 Yucca Lane

Riverside County does provide an array of outdoor based parks that are available to residents of Indio. These options are described in the District overview section of this chapter.



CVRPD provides the following recreation programs to residents of Division Three:

PROGRAM	SITE
Summer Tot Camp	Indio Community Center
Summer Day Camp	Indio Community Center
After-School	Indio Community Center
Teen Nights	Indio Community Center
Salsaerobics	Indio Community Center
Gymnastics	Indio Community Center
Self-Defense	Indio Community Center
Music Instruction	Indio Community Center
Swim Lessons	Indio Community Center
Open Swim	Indio Community Center
Lifeguard Training	Indio Community Center
Youth Basketball	Indio Community Center
3x3 Shootout	Indio Community Center
Kids Club	Indio Community Center
After-School	Indio Community Center
	Apartments
	Mountain Vista Elementary School

DIVISION FOUR

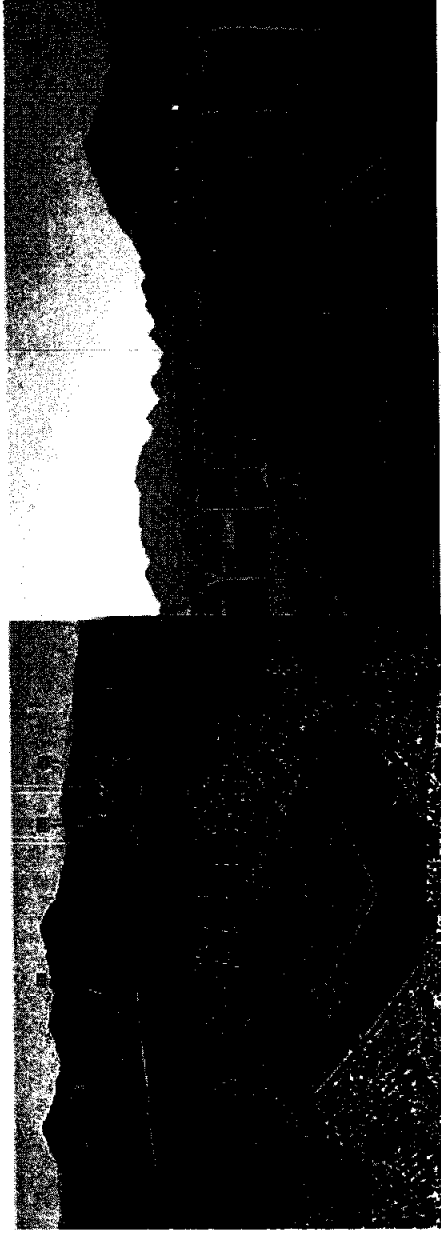
Division Four consists of La Quinta, Indian Wells and Bermuda Dunes. CVRPD-provided resource services include:

- La Quinta Community Center and Park, which is located at 77-865 Avenida Montezuma in La Quinta. The park site consists of drinking fountains, an amphitheater, three pavilions, an open grass area, playground, one lighted basketball court, one softball field, BBQ grills and bleachers. The center has restrooms, a multi-purpose room with kitchen and a day care room.
- Coral Mountain Interpretive Center is located on Avenue 58 by Lake Cahuilla County Park in La Quinta. This 619.51 acre area has just come into CVRPD inventory base and is not yet open.

The city of La Quinta makes 29 acres of developed parkland available to residents and users consisting of:

LA QUINTA EXISTING PARKS
La Quinta Sports Complex
Village Park
Fritz Burns Park/Tennis Complex
Eisenhower Mini Park
Bear Creek Channel Bike Path
La Quinta Park
Desert Pride Park
Adams Park

The city of Indian Wells has the world-class Indian Wells Tennis Garden, considered one of the finest tennis complexes in the United States (pictured below). The unincorporated area of Bermuda Dunes does not provide public parks and recreation services.



Division Four has several public schools that provide and maintain playgrounds and ball fields but they are not available for public use nor provide public recreational services. The schools in this division are:

Elementary School	Address	City
Harry S. Truman	78-870 Avenue 50	La Quinta
John Adams	50-800 Desert Club Dr.	La Quinta
James Monroe	42-100 Yucca Lane	Bermuda Dunes
Middle School	Address	City
La Quinta	78-900 Avenue 50	La Quinta
Horizon Middle	47-950 Dune Palms	La Quinta
Col. Mitchell Paige	43-495 Palm Royale	La Quinta
High School	Address	City
La Quinta	79-225 Westward Ho Dr.	La Quinta

There are three not-for-profit organizations in Division Four that provide services to their members. They are:

ORGANIZATION	ADDRESS
Boys and Girls Club	49-995 Park Ave and Avenue 50
La Quinta Senior Center	78-450 Avenida La Fonda
La Quinta YMCA Childcare	49-995 Park Ave.

The following are private facilities located in this Division:

<ul style="list-style-type: none"> ● Bermuda Dunes Country Club ● Bermuda Dunes Racquet Club ● Desert Horizons Country Club ● El Dorado Country Club ● Indian Wells Country Club ● The Vintage Country Club 	<ul style="list-style-type: none"> ● La Quinta Country Club ● La Quinta Hotel Golf Resort ● PGA West Golf Course ● Rancho La Quinta Golf Course ● Tradition Golf Course
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Riverside County operates a number of outdoor parks that are available to residents of this Division. The description of these resources is found in the District overview section of this chapter.

The CVRPD provides the following recreation programs in Division Four:

PROGRAM	SITE
Summer Tot Camp	La Quinta Community Center
Summer Day Camp	La Quinta Community Center
Pom-Pom Cheers	La Quinta Community Center
Ballet	La Quinta Community Center
Jazzercise	La Quinta Community Center
Self-Defense	La Quinta Community Center
After-School	La Quinta Community Center

DIVISION FIVE

Division Five consists of Palm Desert, Rancho Mirage and Thousand Palms. CVRPD provides the following resource-based services:

- Palm Desert Community Center and Civic Center Park is located at 43-900 San Pablo Avenue in Palm Desert. The Community Center has racquetball courts, basketball courts, a large community room, gymnasium and kitchen. The park has drinking fountains, BBQ grills, four lighted softball/baseball fields, two sand volleyball courts, three basketball courts, playground, two soccer fields, six tennis courts, an amphitheater, dog park and a skateboard park.
- Portola Community Center is located at 45-480 Portola Ave. in Palm Desert. This small center has an L-shaped multi-purpose/meeting room and some office space.
- Cook Fields Sports Complex is located at 43-570 Phyllis Jackson Way in Palm Desert. This complex has four lighted baseball/softball fields, restroom, drinking fountains and picnic areas.
- The Golf Center at Palm Desert is located at 74-945 Sheryl Avenue in Palm Desert and consists of a nine-hole par-three course, a driving range and lighted putting green. The course also has a clubhouse with service amenities.
- Thousand Palms Community Center and Park is located at 31-819 Robert Road in Thousand Palms. This indoor facility has a large open multi-purpose room and restroom. The park provides four picnic shelters, BBQ grills and a walking trail. There is a large open grass field with three softball/baseball backstops and space for soccer.

The city of Palm Desert does not operate a traditional parks and recreation department but provides a staff person whose primary focus is to maintain city resources and contract with vendors (such as CVRPD) for services. In addition to the Palm Desert resources operated by CVRPD, the following resources are provided residents and users:

Palm Desert Parks		
Name	Address	Primary Use
Palm Desert Soccer Park	74-735 Hovley Lane	5 full-size soccer fields
Ironwood Park	47-800 Chia Drive	Picnic
Cahuilla Hills Park	45-825 Edgehill Dr.	2 tennis courts
Portola Park	Portola and Magnesia Falls	Baseball field
Washington Park	45-768 Portola Ave.	Open grass
Joe Mann Park	77-810 California Dr.	Neighborhood
Adam Park	72-500 Thrush Rd.	Trails
Palma Village Park	DeAnza Way & San Carlos	Neighborhood
Freedom Park	Under Construction	Sports field

Within the city of Rancho Mirage and Thousand Palms are a number of gated communities with facilities exclusively for residents of those individual communities. The city of Rancho Mirage operates five parks which are: Whitewater, Wolfson, Cancer Survivors, Blixseth Mountain and Magnesia Falls. Thousand Palms has one community park with three ball fields, two soccer overlays, a community center and playground equipment.

The communities in Division Five have the following public schools which have recreational facilities that are not available to the public nor provide public recreational services. The schools are:

Elementary School	Address	City
Rancho Mirage	42-985 Indian Trails Rd.	Rancho Mirage
Lindley	31-495 Robert Rd.	Thousand Palms
Jimmy Carter	74-251 Hovley Lane	Palm Desert
Gerald Ford	44-210 Warner Trail	Palm Desert
George Washington	45-768 Portola St.	Palm Desert
Abraham Lincoln	74-100 Rutledge Way	Palm Desert
Middle School	Address	City
Palm Desert	72-200 Rutledge Way	Palm Desert
High School	Address	City
Palm Desert	43-570 Phyllis Jackson	Palm Desert

The YMCA of the Desert is located in Palm Desert at 43-930 San Pablo Avenue and provides both a recreation center and associated activities to its members. In addition, satellite sites are located at:

Carter YMCA Childcare	74-251 Hovley Lane
Gerald Ford School	44-210 Warner Trail
Jean Benson Childcare	75-433 Orange Blossom Ln.
Rancho Mirage Childcare	71-251 Mirage Rd.
San Pablo Childcare	43-930 San Pablo
Youth Center	74-251 Magnesia Falls

There are a number of private facilities within the Division:

- Annenberg Golf Course
- Desert Island Country Club
- Mission Hills Country Club
- The Club at Morningside
- Rancho Las Palmas Country Club
- Rancho Mirage Country Club
- Sunrise Country Club
- Tamarisk Country Club
- The Springs Country Club
- Sun Crest Country Club
- Thunderbird Country Club
- Chaparral Country Club
- City Skate Skating Center
- Del Safari Country Club
- Desert Falls Country Club
- Ironwood Country Club
- Las Brisas Country Club
- Marrakesh Country Club
- Monterey Country Club
- Oasis Country Club
- Palm Desert Greens Country Club
- Wise Palm Desert Athletic Club
- Marriott Desert Springs Resort
- La Rocca Golf Course
- Lake Mirage Country Club
- Rancho Mirage Racquet Club
- Yellow Brick Road Arcade
- Palm Desert Resort Country Club
- Palm Valley Country Club
- Portola Country Club
- Santa Rosa Country Club
- Shadow Mountain Golf Course
- The Lakes Country Club
- Woodhaven Country Club
- Avondale Golf Club
- Palm Valley Spa and Racquet Club
- Survival Games Simulated Warfare
- Palm Desert Tennis Club
- Palm Desert Country Club

Riverside County provides a variety of outdoor parks that are available to residents of the County. These sites are detailed in the District overview section of this chapter.

CVRPD provides a number of recreation programs to residents of Division Five:

PROGRAM	SITE
Summer Tot Camp	Palm Desert Community Center
Summer Day Camp	Palm Desert Community Center
Belly Dancing	Palm Desert Community Center
Swing and Salsa	Palm Desert Community Center
Classic and Ballroom	Palm Desert Community Center
Square Dancing	Palm Desert Community Center
Jazzercise	Palm Desert Community Center
Self-Defense	Thousand Palms Community Center
Music Lessons	Palm Desert Community Center
Yoga	Palm Desert Community Center
Youth Basketball	Palm Desert Community Center
Adult Softball	Palm Desert Community Center
Skateboarding Class	Palm Desert Community Center
Golf Lessons	Palm Desert Community Center
Water Safety	The Golf Center at Palm Desert
First Aid	Thousand Palms Community Center
CPR	Thousand Palms Community Center
After-School	Thousand Palms Community Center
After-School	Palm Desert Community Center
	Palm Desert Middle School

CVRPD

Residents and users of CVRPD are served with a multitude of physical resources and program options by the District and by other public agencies. The resource base managed by CVRPD operates under a number of different management models. The following matrix details the array of District operations:

COACHELLA VALLEY RECREATION AND PARK DISTRICT						
OWN & OPERATE	LEASE & OPERATE	OPERATE ONLY	PROGRAM ONLY	SCHEDULE ONLY	MAINTAIN ONLY	FUND ONLY
Placitas de la Paz Parks	Palm Desert Community Center	Portola Community Center	Desert Garden Apts.	Civic Center Park	Triangle Park	CVHS Tennis Courts
The Golf Center at Palm Desert	Coachella Community Center	Mecca Community Center	IHDC Apts.	Cook Sports Complex		
La Quinta Park	Indio Hills Park	Mecca Park	Las Palmas	Dateland Park, Briggs Field		
Indio Comm. Center	Coral Mountain Interpretive Center	Mecca Pool	Olive Court Apts.	Graham Field, John Kelly Field		
Indio Park	Canal Regional Park	Mecca Mini Park	Sunrise Pointe Apts.	Palm Desert Soccer Park		
Pawley Pool	Desert Regional Park	Thousand Palms Community Center	Fuente De Paz Apts.	Bagdouma Park		
La Quinta Comm. Center		Coachella Pool	Las Casas Apts.	Oasis Ballfield		
		Thousand Palms Park	Las Palmas Mobile Homes			

COACHELLA VALLEY RECREATION AND PARK DISTRICT

FUND ONLY

MAINTAIN ONLY

SCHEDULE ONLY

PROGRAM ONLY

OPERATE ONLY

LEASE & OPERATE

OWN & OPERATE

			Paseo De Los Heros Mobile Home/Cahualtepee Apts.						
			Mountain Vista Elem. School						
			Plaza del Sol						
			Rotary Ball Field						
			Miller Park						



Available to residents of the area are 30,000 acres of parkland provided by Riverside County Regional Park and Open Space District. Some of these resources will be of interest and accessible to residents of CVRPD:

Facility	Camping / RV	Group Camping	Equestrian	Boating	Trails	Fishing	Hiking	Interpret	Day Use
Bogart Park	X				X	X	X		X
Box Springs Mountain					X		X		
Hidden Valley Wildlife			X		X		X	X	
Kabian Park					X		X		X
Lake Skinner Recreation Area	X	X		X	X	X			X
Louis Robidoux Nature Center							X	X	
Martha McLean-Anza			X		X		X		X
Narrows Park Rancho Jurupa Park	X	X			X	X	X	X	X
Santa Rosa Plateau Reserve							X	X	X
Historic Parks									
Gilman Historic Ranch & Museum								X	
Jensen-Alvarado Ranch								X	
Mountain Parks									
Hurkey Creek Park	X	X						X	X
Idylwild Park	X	X			X		X	X	X
Idylwild Nature Center					X		X	X	X
McCall Memorial Park	X	X	X		X				X

Desert Parks		Camping / RV	Group Camping	Equestrian	Boating	Trails	Fishing	Hiking	Interpret	Day Use
Lake Cahulla		X	X	X		X	X	X		X
Colorado River Parks		Camping / RV	Group Camping	Equestrian	Boating	Trails	Fishing	Hiking	Interpret	Day Use
P.V.I.D. Fishing Access										X
Mayflower Park		X			X		X			X



Community Comparisons

4

The parks and recreation planning profession has developed widely accepted parks and recreation guidelines (generally used as standards) based on population and distance formulas. These guidelines, created by the National Recreation and Park Association (NRPA), in conjunction with cities across the country, provide some indication of the number, type and size of parks and recreation resources suggested to meet citizen needs.

Due to the variety of parks and recreation providers in the Coachella Valley area, unique local community characteristics, significant variation in population, social and economic characteristics, and geographic distance involved, the application of national guidelines are at best suggestive.

The following is an overview of these national standards for parks and recreation resources and facilities. The application of these standards to the Coachella Valley Recreation and Park District is made with necessary caution as they do not reflect extremely favorable weather patterns for year-round recreation and the popularity of recreation in the valley.

The following chart displays the national guidelines for different types of parks:

PARK TYPE	SUGGESTED SIZE	SERVICE RADIUS	ACRES PER 1000 RESIDENTS
Mini-park	1 acre or less	¼ to ½ mile	¼ to ½ acre
Neighborhood	15+ acres	¼ to ½ mile	1 to 2 acres
Community	25+ acres	1 to 2 miles	5 to 8 acres
Regional	200+ acres	1 hr. drive	10+ acres
Reserve	1000+ acres	1 hr. drive	Variable

Also of importance to CVRPD is the Quimby Act (land exaction act) - Government Code Section 664770), which authorizes communities to receive land from developers, the dedication of lands or the payment of fees in lieu of the land. The Act calls for a minimum standard of 3 acres of parkland per 1,000 persons as a function of a formula that incorporates dwelling unit size. The Act also provides for a standard of 5 acres per 1,000 residents which can be adopted given the appropriate circumstances. Under the existing limitations of the Riverside County Quimby ordinance, at a minimum, CVRPD should adopt the 5 acre per 1,000 standard. However, given the favorable weather pattern, highly-active population, and other factors unique to the area, a much higher standard would be appropriate to address the local demand.

CVRPD also has a park system plan that defines park types, amenities, location and priorities specific to the District.

When considering all providers (which is appropriate given the CVRPD mission), the facility standards analysis indicates the following:

NRPA STANDARDS

DIVISION

DIVISION	NRPA STANDARDS	COMMENT
1	Not Met	Public schools are not a significant provider
2	Partially et	city of Coachella is a provider in the area
3	Partially Met	city of Indio is a provider
4	Met	city of La Quinta is a significant provider
5	Partially Met	city of Palm Desert is a significant provider

Despite the provision of facilities by some agencies, none are significant providers of recreation programs or services.

The following chart displays the NRPA National Standards for different types of parks and recreation facilities:

FACILITY TYPE	SERVICE RADIUS	POPULATION UNITS
Archery	30 min. drive	1 per 50,000
Badminton	¼ to ½ mile	1 per 5,000
Baseball	¼ to ½ mile	1 per 5,000
Basketball	¼ to ½ mile	1 per 5,000
Football	15-30 min. drive	1 per 20,000
Golf Course	½ to 1 hour drive	1 per 50,000
Handball	15-30 min. drive	1 per 20,000
Hockey	30-60 min. drive	1 per 100,000
Soccer	1-2 miles	1 per 10,000
Softball	¼ to ½ mile	1 per 5,000
Swimming Pool	15-30 min. drive	1 per 20,000
Tennis	¼ to ½ mile	1 per 2,000
Volleyball	¼ to ½ mile	1 per 5,000

The following chart represents the results of an assessment of the parks and recreation facilities provided to residents and users of the CVRPD. Indicated are those facilities that meet (M), partially meet (PM), or do not meet (NM) the NRPA standards:

FACILITY	DIVISION 1	DIVISION 2	DIVISION 3	DIVISION 4	DIVISION 5
Archery	NM	NM	NM	NM	NM
Baseball	PM	PM	PM	PM	M
Basketball	PM	PM	M	M	M
Community Center	PM	PM	PM	PM	M
Football	PM	PM	PM	PM	PM
Golf Course	M	M	M	M	M
Soccer	PM	M	M	M	M
Softball	PM	PM	PM	PM	M
Swimming Pool	PM	PM	M	M	PM
Tennis Courts	PM	PM	PM	M	PM
Volleyball	PM	PM	M	M	M

It should be noted that not all facilities are open and accessible to the public.

When considering all local providers (local cities, not-for-profits, schools, private business and clubs, college campuses), then some facility standards are met or partially met, with the exception of a swimming pool opportunity in Division Five and archery throughout the District, which are not met. The public school facilities are not open and available to the general public but are accessible to the on-site students only during school activities.

FACILITY	DIVISION 1					DIVISION 2					DIVISION 3					DIVISION 4					DIVISION 5									
Archery					NM					NM					NM					NM					NM					NM
Baseball					CVRPD, PS					CVRPD, PS, LG					CVRPD, PS, LG					PS, LG					CVRPD, LG					CVRPD, LG
Basketball					CVRPD, PS					CVRPD, PS, LG					CVRPD					CVRPD					CVRPD, PS, LG					CVRPD, PS, LG
Community Center					CVRPD					CVRPD					CVRPD, NP					CVRPD					CVRPD, LG, NP					CVRPD, LG, NP
Football					PS					PS					PS					PS					PS					PS
Golf Course					PB					PB					PB					PB					CVRPD, PB					CVRPD, PB
Soccer					PS					CVRPD, PS, LG					PS, LG					PS, LG					CVRPD, LG					CVRPD, LG
Softball					CVRPD					CVRPD, PS, LG					CVRPD, PS, LG					CVRPD, PS, LG					CVRPD, PS					CVRPD, PS
Swimming Pool					CVRPD					CVRPD					CVRPD					NM					NM					NM
Tennis Courts					PS					CVRPD, PS					PS, LG					PS, LG					CVRPD, GL, PS					CVRPD, GL, PS
Volleyball					CVRPD, PS					CVRPD, PS					CVRPD, PS, LG					CVRPD, PS					CVRPD, PS, LG					CVRPD, PS, LG

(CVRPD)-Coachella Valley Recreation and Park District (PS)-Public Schools
(LG)-Local Government (NP)-Not-for-Profit (PB)-Private Business

CONCLUSIONS

The following conclusions seem appropriate when applying national guidelines to CVRPD resources:

- ✓ The application of national standards to Coachella Valley Recreation and Park District is only suggestive. Due to the number of parks and recreation vendors, it is difficult to make a direct application of these standards.
- ✓ There are a number of outdoor and indoor parks and recreation holdings and the exact match to national standards is difficult due to variation in population and distance factors.
- ✓ The majority of divisions within CVRPD do not meet the nationally-established standards for parkland when considering total park provision.
- ✓ When all other appropriate agencies (i.e., Riverside County) are placed into the resource base, then such park types as Regional Parks and Park Reserves met the national standards. However, Regional Recreation Complexes (e.g. aquatics, sports, outdoor entertainment) do not meet.
- ✓ When considering all providers of parks and recreation services, the national standards for recreation facilities are not met.
- ✓ The most significant providers of parks and recreation resources and facilities are: Coachella Valley Recreation and Park District, public schools, local government and private business. Not-for-profits have a less direct impact.

Dedication of Land (Quimby Act)

The Quimby Act (Government Code Section 66477) provides for the exaction of land or fees to provide recreational opportunities needed by a community that results from the impact of residential development. The local ordinance provides a park dedication formula related to densities and dwelling unit types. The amount of land required to be dedicated shall be based upon the population generated by the subdivision, and shall be computed on the basis of 5 acres of parkland per one thousand persons in accordance with the following formula:

$$\text{DUs} \times \text{Population Density} \times \text{Park Ratio} = \text{Amount of Park Land to be Dedicated}$$

Where: DUs = Number of Dwelling Units

Population Density = Population per dwelling unit as set forth below

Park Ratio = 5.0 acres per 1,000 persons

Population Density is currently set forth as follows:

- Single family dwelling unit (detached garage) = 3.21 persons per dwelling unit
- Single family dwelling unit (attached garage) = 2.97 persons per dwelling unit
- Two dwelling units per structure = 2.70 persons per dwelling unit
- 3 to 4 dwelling units per structure = 2.94 persons per dwelling unit
- 5 or more dwelling units per structure = 2.24 persons per dwelling unit
- Mobile Homes = 2.67 persons per dwelling unit

Payment of Fees

When a fee is to be paid in-lieu of land dedication, the amount of such fees shall be based upon the current fair market value of the amount of land which would otherwise be required for dedication. The fee shall be determined by the following formula:

$$\text{Number of Acres} \times \text{Fair Market Value} = \text{In-Lieu Fee}$$

Where: Number of Acres = Acreage of parkland to be dedicated as determined above.

1. The County, CVRPD and the subdivider may agree to the fair market value; or
2. If agreement cannot be reached, the subdivider may, at his own expense, obtain an appraisal of the property by a qualified real estate appraiser, which appraisal may be accepted by the County and the District, if found to be reasonable; or
3. The fair market value (per acre) shall be determined by a current appraisal of the land subdivision by the Office of the County Assessor which appraisal shall be final unless modified by the Board of Supervisors of Riverside County.

Fair Market Value = Fair market value per acre of the property to be subdivided based upon the land as an improved park, not as raw acreage. Fair market value should be based on the following procedure:

Sample implementation of formulas:

As an example, the following land dedication in-lieu fees would be required for a 400-unit subdivision:

Land Dedication

400 DUs x 3.21 persons/DU x 5.0/1,000 = 6.42 acres of parkland to be dedicated

Park In-Lieu Fee

6.42 acres x \$600,000/acre = \$3,852,000



Community Input

As part of the Parks and Recreation Master Plan process, a series of public input strategies were used to identify citizen issues, ideas and directives. These input sessions took place in July, August, September and October 2005.

PROFESSIONAL STAFF INTERVIEWS

The professional staff of Coachella Valley Recreation and Park District was interviewed to capture their day-to-day observations. Besides professional training and expertise, they represent the group that, on a most consistent and intense basis, receive input from citizens, users, visitors and others. The professional staff is in a critical position to understand the pulse of the District and to speak on behalf of the combined input that they receive. Multiple interviews were conducted during August, September and October.

BOARD OF DIRECTOR INTERVIEWS

During August, formal interviews were held with members of Coachella Valley Recreation and Park District Board of Directors. In their official capacity as a Board, they are able to maintain a close sense of citizen and District resident concerns, interests and needs. They shared thoughtful observations as well as guidance during the planning process.

FOCUS GROUPS

Four focus groups were conducted during September, where highly committed and well-informed District citizens, special-interest user groups and professional staff participated in structured sessions. Two focus groups were held for District citizens with citizens divided into east-side and west-side District residency. One focus group was conducted for the leadership of organizations and associations that most consistently use District facilities and one focus group was held for service staff of the District. A common set of issues was covered during each focus group.

FIELD OBSERVATIONS

Consultants spent several days in August visiting various parks and recreation resource sites and activity areas operated by the District. During this time, observations were made of activity behavior, types of participation, number and demographic profile of users. All District park sites, indoor facilities, swimming pools and program areas were the subject of these observations.

FIELD INTERVIEWS

An important method of collecting District resident, visitor and user interests, concerns and feelings was the field interview. During July and August dozens of interviews were conducted with adults and youth as they participated in a variety of activities at parks and recreation sites. Both formal (consultant introductions and field notes) and informal (casual discussions) interviews were conducted. Interviewees were free to discuss any aspect of parks and recreation that the individual felt important. In formal interviews, the consultants guided the discussions through prompted questions. An attempt was made to visit all age groups, geographic areas and variety of activities.

KEY INDIVIDUAL INTERVIEWS

During August and September, interviews were conducted with key community leaders such as city parks and recreation directors, not-for-profit agency executive directors, elected and appointed officials, as well as professional staff of agencies that impact the parks and recreation service system. Information pertinent to the District and those agencies served as the basis of interviews.

PARTICIPANT ACTIVITY AND EVALUATION REPORTS

A formalized method of citizen input and feedback comes from records kept by Coachella Valley Recreation and Park District. Citizens, users and guardians of users share input regarding range, type, structure and quality of experiences. The library of records maintained by the District was reviewed during August. Critical was quantitative features of the reports as well as qualitative input shared by users or guardians.

PLANNING DOCUMENTS

Documents prepared by Coachella Valley Recreation and Park District staff were reviewed. Included were budget reports, past master plan studies, and land zone planning studies. Also reviewed were documents from other agencies such as the County, associated communities and private sector. These documents contained public input elements and resident observations.

ELECTED AND APPOINTED OFFICIALS SURVEY

During September and October, an online survey was sent to elected and appointed officials of communities served by the District. These well-informed individuals were asked to share their perspectives regarding key parks and recreation issues. The individuals responded to open-ended questions.

OBSERVATIONS

The following are observations from these multiple input opportunities. Many similar themes were reported, observed or noted. An effort was made to understand the recommendation of the District citizens and also the deeper thinking behind the recommendation. It should be noted that various thoughts and observations were distilled into patterns and trends. Those common patterns are reported in the district-wide observation section. The items specific to Board of Director divisions are described in the division section only.

DIVISION ONE

The following are observations generated by all input efforts for Division One:

- District parks and recreation services need to identify, plan for, and continue to serve a family focus.
- Facilities and programs need to be provided in low-income areas where cost of services is a critical factor.
- Programs and facilities should be provided by a mixture of agencies such as schools, government and the District.
- Some of the physical facilities in this area are not respected by users and as a result, damage has occurred.
- Safety and security at facilities and during programs is a concern.
- The most needed new facilities are sport-based fields.
- Programs in this area need to be connected to resident needs and designed for the specific population of the area.
- Dedicated facilities for youth programs that are safe, easily accessed and affordable is a need.

DIVISION TWO

The following are observations specific to Division Two:

- Programs and services do not seem coordinated, and are fragmented. A seamless experience is desired.
- Additional shade structures are needed allowing for park use with relief from summer sun.
- Exciting vision, intense marketing and user-specific programs are appreciated and need continued focus.
- Adult education courses that are more than sports oriented are of interest.
- High quality programming, safety and trust are important elements for future services.
- The current program booklet is appreciated and is an example of quality, commitment and professionalism.
- Available land in this area should be considered for possible physical facilities development.

DIVISION THREE

These observations represent thoughts generated from individuals of Division Three:

- Operation and maintenance should be an important concern for existing resources.
- A large scale public swimming pool with multiple features is needed.
- Expanding, enlarging or adding additional indoor recreation center space is needed.
- Connecting District services to those of existing city programs and facilities would increase user options.
- Increased leader-instruction courses for adults would be a helpful program addition.
- Services should be guided by user need and interest, and not only by cost recovery or program revenue.
- Current program information and marketing is useful and of high quality.

DIVISION FOUR

The following are the observations specific to Division Four:

- The District's contributions are critical but their identity is lost among other providers.
- Programs and services are well received and quality is appreciated with satisfied users.
- Cooperation between providers would be helpful for avoiding program duplication.
- Bike trails are not connected throughout the system.
- The District should claim unique venues that represent their niche in facility and program services.
- Children's programs, particularly those focused on out-of-school hours, are an important service for the District to provide.
- Most citizens are unaware which agency provides services and if services are connected.

DIVISION FIVE

The following are observations specific to Division Five:

- Parks and recreation services are critical for youth as schools move away from physical education requirements.
- The District should help the Valley by providing a clearinghouse of information about programs and services.
- New facilities should be large-scale destination-based, providing a multitude of user options.
- Major venues should be located along I-10, allowing for quicker travel routes, easy access and large-group use.
- New facilities needed include a swimming pool, expanded indoor facilities and sport-based fields.
- New complexes should be placed in east and west side locations.

CONCLUSIONS

The following represent common themes, trends or patterns from all public input methods. These observations held across the District as a whole but may be of interest to divisions within the District:

- ✓ Middle school and teenage programs need to be increased and become a major focus of District's offerings.
- ✓ Skateboard parks need to be placed within existing park sites rather than isolated, damaged and unsafe areas.
- ✓ Both financial and emotional needs of users should be considered when the District plans new programs and services.
- ✓ A large scale aquatic facility is needed in the Valley and the District should be the primary provider of this venue.
- ✓ Large scale indoor facilities are needed that accommodate multiple individual and group activities.
- ✓ Sport fields of all types are needed for both youth and adult sport experiences.
- ✓ Senior citizen programs that are structured, varied and interesting need to be provided at existing District locations.
- ✓ Security at sites such as lighting, supervision, vandalism clean-up and theft protection are important considerations.
- ✓ Out-of-school-hour programs that are cost effective and at easily accessible sites are important.
- ✓ New program offerings need to be based on both staff expertise and desire of users.

Community Implementation Plan

Described within this section are those strategies, recommendations and actions that seem appropriate as the CVRPD implementation plan. The rationale for these recommendations is based on careful analysis and combined influence of:

- ✓ The population of each of the five divisions within the District, their past growth patterns, current distribution and characteristics, and future projections and estimates
- ✓ The parks and recreation resources currently provided within each division, by CVRPD and by other appropriate providers
- ✓ The use patterns of residents within the divisions, responses from focus groups, staff interviews, field interviews, field observations and online surveys, and
- ✓ Comparisons of existing resources and programs to nationally accepted guidelines for those resources based on population and distance formulas.

Three resource recommendations are supported by the data: (1) a major sports field complex, (2) a large indoor recreation center, and (3) a premier outdoor aquatic facility. The placement of these resources and the resource description is as follows:

DIVISIONS ONE AND TWO

There is significant need for a major sports-field complex with the most appropriate location within Divisions One and Two of CVRPD. The general area south of Coachella and Thermal and somewhat between Vista Santa Rosa and Mecca running off of Highway 111 would be an appropriate location for acquisition, development and management of this complex.

The site should consist of sport-specific dedicated fields and multi-use sport fields. The number of fields should be significant, though land availability would be a controlling element. The complex should be viewed as regional in nature, providing service not only to residents of Divisions One and Two but for CVRPD and the entire Coachella Valley.

The complex should be of the highest quality in vision, design, amenities and services. Ancillary components should consist of sport lights, restrooms, drinking fountains, complete-service concession building and ample major-event parking. Surrounding the primary fields should be picnic shade structures, playground equipment areas, spraygrounds, trees for shade, and grass for passive use.

The quantity and dimensions of fields are a function of the intent of CVRPD to host regional tournaments and special events in addition to meeting Valley-wide needs. The economic impact to the Valley should be considered in determining the scope of the complex. The recommendation is for multiple fields encompassing several cloverleaf designs.

DIVISIONS THREE AND FOUR

There is significant need for a large-scale indoor recreation center with the most appropriate site within Divisions Three and Four of CVRPD. The exact location will depend on affordable land acquisition opportunities. A preliminary site might be north of I-10 in the Indio, Bermuda Dunes, Sun City Palm Desert area. Perhaps more interior space is available that would be suitable for this large-scale premier complex.

The site should consist of a facility in the 100,000 square foot range that is designed, constructed and operated as a full-service community center with facilities and programs in addition to recreation services. The community center concept should include facilities for child care, after-school programs and senior citizens' services. The recreation components should be designed for use by all age groups, interest levels and skill acquisitions.

Indoor elements should provide several full-size gymnasiums that accommodate open use, instruction and competition in basketball and volleyball as well as dance instruction. Dedicated sites should exist for gymnastics where equipment and use may be controlled and secured. Additionally, full-service fitness equipment areas, track, arts and crafts rooms as well as education rooms suitable for instruction, computers and meetings are appropriate.

Multi-use by all citizen constituencies such as youth, teen, adult, senior, family and combinations should be designed and encouraged. The concept is that at any one time all family members, regardless of generation, could find compatible programs and facilities.

Associated with the indoor complex should be outdoor amenities such as tennis courts, outdoor basketball, skateboarding, picnic areas and shade structures. Sufficient parking that allows for large-scale special events with safety and security is a necessary design element.

DIVISION FIVE

There is significant need for a premier, full-service outdoor aquatic facility with the most appropriate location within Division Five of CVRPD. The general area between Highway 111 and I-10 or just north of I-10 moving west seems appropriate. There may be more land available in the interior of Division Five, but land available will be a deciding factor.

The design should be unique, attractive and compelling to potential user groups. Design elements should include opportunities for open recreational swimming, leader-based instruction, elements for competition and specific high-interest general use components.

It is not uncommon with the provision of an outdoor swimming pool to provide a number and variety of unique water features with the pool. Rarely are new pools added to the community profile that are of "traditional" rectangular shape in design that do not provide for a variety of interest, skills and venues. Some water features that currently are of interest include: zero-depth entry: this allows for a beach type entry/exit to the pool that accommodates young children, the elderly, disabled and beginning swimmers; water fountains: a variety of fountains are available that display water in different patterns, sequences and provide playful fun and variety; slides and boards: fast-paced movement and angles interest some swimmers as does the traditional diving board; floating areas: water movement areas that allow the swimmer to float and move about with a flotation device are not uncommon; props: where, for example, the lifeguard stand looks like a castle; spray stations: portable and moveable uprights can be aligned that add not only a cooling effect but fun water play in sprays of water; play structures: themed structures that are fun for play, interesting to see and add a different look and feel to the pool area.

The aquatic facility should be coupled with resources to accommodate large-scale competition, family parties, reunions, company picnics and the like. These out-of-pool resources should consist of picnic pavilions, shade structures, spray grounds, playgrounds, stage pavilions and catering-concession building. The site should be lighted with ample parking and security elements.

There are a number of programs and policy recommendations that impact the total District that may have division implications. These actions are presented as District-wide issues.

PROGRAMS

Data clearly indicates that the most vital role, unique niche and powerful influence the District can have is in offering recreation programs and citizen services. The following recommendations seem appropriate for consideration by the District:

- ✓ The District should consider providing leadership training workshops, short courses and clinics in the areas of officiating and referee skills; coach's training including physical conditioning elements for youth athletes, sport organization, contract management, not-for-profit organizational leadership, fund raising, audit compliance and organization of tournaments and contests. The leadership training might be offered year-round with a regular, well-advertised schedule with the latest materials. It is also suggested that CVRPD consider certification requirements for their courses with attendees receiving authorized recognition. An appropriate fee schedule for the leadership training is recommended.

- ✓ The District should consider providing a series of fun, attractive fitness and sport instruction courses just for youth that supplement and, where necessary, replace the public school physical education curriculum. It is clear that there is a gap between public school physical education instruction and not-for-profit youth competitive leagues. There appears to be an important market for youth that do not receive fitness and sport instruction in the schools and where parents and the youth are not interested in or cannot afford youth leagues. A regular schedule of classes that are low cost is recommended.
- ✓ The District should offer senior citizens a full-service recreation program that includes fitness, dance, arts and crafts, field trips, educational classes and other appropriate options. These program services should attempt to meet the gap between seniors who use senior citizen centers and those who are able to afford private club offerings. It appears there is a substantial niche for the provision of recreation and education based programs for healthy, active and fully engaged seniors who desire public service outlets.
- ✓ The District should specifically design programs that capture the family market of District users. The family life span of preschool youth programs, out-of-school-hour programming, safe and secure teen events, children-parent programs and full family-focused activities are suggested. The concept is that the programs and resources create a "one-stop shop" experience for the family.

- ✓ The District should consider an adult education – personal enhancement set of courses and experiences. The focus would be adults who desire computer instruction, cooking, foreign language instruction, arts, crafts and culture, and other education-based options that are not fitness or sport based. A regular schedule of classes with a fee basis is suggested.
- ✓ The District should consider providing programs for youth and adults with special needs such as physical and learning disabilities. There does not appear to be an outlet that services this segment of the district population with consistent quality experiences. Special staffing and resources may be required. Funding is available through specialty organizations or joint venturing with other providers.
- ✓ The District should provide programs that are sensitive to both economic and emotional well-being. Individuals and families have financial concerns and their ability to use parks and recreation services is difficult. There are also residents with individual and family support requirements and program offerings need to be aware of both levels of user concerns.
- ✓ The District should engage in a delivery service review of programs and services in the Division One area. The income, culture and emerging traditions suggest that culture-specific programming that matches the community is needed. Field interviews, citizen based meetings and community-centered focus groups would be helpful mechanisms as part of this ongoing program review.

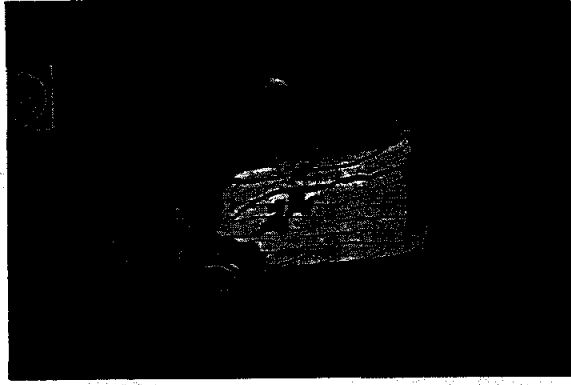
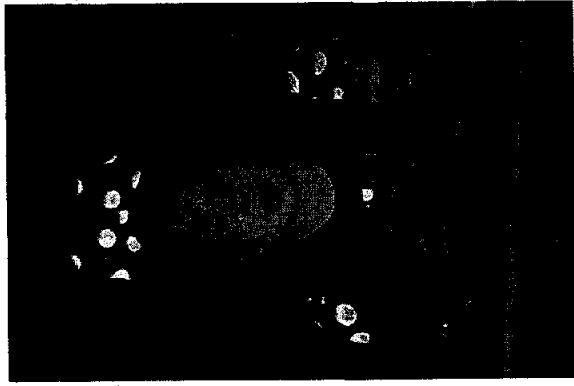
POLICIES

The following are observations that center on District policies that may be helpful for consideration:

- ✓ The District represents community leadership and should establish itself as the Valley clearinghouse of parks and recreation services. In this regard, CVRPD should consider organizing with other vendors, a quarterly newsprint supplement that identifies all parks and recreation providers, contact numbers, schedules and descriptions. The cost should be shared among providers, but leadership for such an effort would come from CVRPD.
- ✓ The District should consider hosting an annual summit for parks and recreation providers organizing general discussions and break-out sessions. The purpose of the summit would be to create conversations so that unnecessary duplication is avoided, joint venturing is considered and solutions are shared.
- ✓ The District should consider an image and brand recognition program so that residents and users are more clear which services are provided by the District. Citizens are not always clear which agency provides which services. This is particularly true in the case of the District. CVRPD provides services in a multitude of ways and clear identity is difficult. Marketing campaigns, public relations and efforts to create a sense of resource and program identification is suggested.

✓ The District should review safety and security procedures and policies to ensure that staff and users feel comfortable, are safe and can participate in District events without concern. This is particularly true at the more isolated sites but it is also a concern at all locations. Additional lighting, increased public use, staff presence and vandalism and theft control are possible directions.

✓ The District should consider prioritizing improvements of existing programs and services. The addition of new high-quality programs should be a goal. A third effort would be the provision of new facilities and resources. In priority setting, consideration should be given to removing the Mecca Community Center, park and swimming pool from CVRPD inventory. The site should be replaced with the major sports field complex developed in the general area.



Community Funding

In addition to existing fiscal resources, other funding models are available. The following is an overview of possible funding options that may be aligned with the implementation plan:

➤ **The Quimby Act - Subdivisions**

- The Quimby Act (Government Code Section 66477) provides for development of park and recreation facilities through land dedication and/or payment of fees. Each developer of land for residential uses may be required to dedicate lands, or pay fees in lieu of or a combination at the rate of 5-acres of parkland per one thousand persons according to an established formula for land value.

➤ **Reverse Annuity Purchase**

- Property owners interested in releasing their land holdings to the community for parks, recreation and public use may join forces with the District and enter into a reverse annuity purchase. The community agency purchases the property by paying installments to the seller throughout the seller's lifetime. Upon the seller's death, the community agency receives title to the property. The seller is provided income and significant tax reduction and the community is able to preserve key land sites for future use.

- **Historic Preservation Grants-in-Aid**
 - This program provides federal funds channeled through the National Park Service to the State Department of Parks and Recreation. Up to 50% of eligible costs are matched for acquisition, rehabilitation and preservation of sites that are currently listed on the National Registrar of Historic Places or are eligible for such inclusion.
- **General Fund Appropriation**
 - One of the most frequently used methods of obtaining money for the annual operating budget is to receive an appropriation from the general fund of the overall governmental unit. The money from the general tax fund is usually levied on the taxable property of the taxing district. The general fund appropriation is the most common funding source.
- **Special Tax Levy**
 - The Special Tax levy is a special tax earmarked for parks and recreation and is spent only for the specified earmarked source. A special tax levy alleviates pressure from the general fund and eliminates competition for special projects with other community agencies. As an example, Texas has a cigarette tax of \$.01 per pack and generates a multi-million dollar amount for local parks, recreation and open space projects.
- **Special Assessment**
 - Similar to special assessments used to finance improvements for streets, curbs, sidewalks, sewers, and other project improvements or additions, a parks and recreation assessment to specific community areas could be approached in a special assessment basis. In Maryland, there exists a tax on transfer of

real estate that provides funds for open space acquisition. This .05% tax generates multi-million dollar funding, which assists in paying off parks and recreation bonds. There are also special assessment districts for specific parks and recreation resources. In California, Proposition 218 sets special election requirements related to any special assessments.

➤ **Fees and Charges**

- Pay as you play is a vital and acceptable method of funding parks and recreation resources, programs, and facilities. The fee is placed upon the user to help defray overall cost of the provision. Only realistic fees and charges plus reasonable overhead can be established.

➤ **Land and Water Conservation Fund**

- Established in 1965, the LWCF's purpose is to provide federal funds for the purpose of financing the current outdoor recreation needs of the American public. The two primary purposes of the LWCF are to provide funds for existing federal managing agencies and to provide grant-in-aid funds to states to be passed on to local units of government. These funds must be dispersed on a 50/50 match basis with the local unit.

➤ **Certificates of Participation**

- COPs are lease revenue bonds, the purpose of which are to acquire equipment, buildings and make improvements in which a revenue stream is present. The revenue makes the lease payment on the certificate. Common to California local governments, the COPs are used for rather large projects.

➤ **Community Development Block Grant**

- The primary purpose of the CDBG program is to use federal funds to assist local government in providing services to benefit low- and moderate-income groups. These funds cannot be used for maintenance of parks and recreation facilities but can be utilized for acquisition, construction, and rehabilitation of parks and recreation facilities.

➤ **Corporate Giving**

- Corporations may choose to sponsor various parks and recreation programs, as well as provide major funding for new projects. As an example, the "Adopt-a-Park" program, where a corporate group agrees to pay the operation and maintenance costs of a park for a specific period of time as a contribution to the local community. An additional approach is the "5% Write-Program", which is based on the IRS rule allowing a 5% write-off for corporate gifts to community service agencies.

➤ **Private Foundation Grants**

- Private foundations and other philanthropic organizations are excellent sources of financing local programs. A specific example is the Hershey Track and Field Program or the Wells Fargo Fitness Trail Program. The Mott foundation provides funds for community school education efforts, as well as other foundations providing funds for special efforts. The state of Indiana has the National Heritage Protection Fund with the purpose of providing money for land acquisition for future nature preserves. Several examples are given in this report:

- **The Tony Hawk Foundation**

This foundation supports the conceptualization, development, construction and access to skate park projects. The foundation's specific interest is to support projects in underserved communities that plan free, accessible and permanent parks. It also provides technical assistance on design, promotion and training. Visit: www.tonyhawkfoundation.org.

- **Baseball Tomorrow Fund**

The Baseball Tomorrow Fund is a joint initiative between Major League Baseball and the Major League Baseball Players Association. The mission of the Baseball Tomorrow Fund is to promote and enhance the growth of baseball in the United States, Canada and throughout the world by funding programs, fields and equipment purchases to encourage and maintain youth participation in the game. Grants from the Baseball Tomorrow Fund are designed to be sufficiently flexible to enable applicants to address needs unique to their communities. The funds may be used to finance new programs, expand or improve existing programs, undertake a new collaborative effort, or obtain facilities or equipment necessary for youth baseball or softball programs. The Baseball Tomorrow Fund is intended to provide funding for incremental programming and facilities for youth baseball and not as a substitute for existing funding or fundraising activities or to provide routine or recurring operating costs or funding for construction or maintenance of buildings. The Baseball Tomorrow Fund supports equal opportunity in its grant making. The opportunities that prospective grantee organizations provide for minorities and women are considered in evaluating proposals. Visit: www.baseballtomorrowfund.com.

- **Finish Line Youth Foundation**
Youth athletics and wellness programs are the focus of the Finish Line Youth Foundation. The Foundation provides funding to organizations in the communities in which company stores are located. Finish Line operates more than 410 stores in 41 states. Visit: www.finishline.com.
- **Foundation Center Bulletin: Athletics & Sports**
The RFP (Request for Proposals) Bulletin is published weekly by the Foundation Center. Each RFP listing provides a brief overview of a current funding opportunity offered by a foundation or other grantmaking organization. Interested applicants read the full RFP at the grantmaker's Web site or contact the grantmaker directly for complete program guidelines and eligibility requirements.
Visit: http://fdncenter.org/pnd/rfp/cat_athletics.jhtml.
- **Hasbro Children's Foundation**
The mission of the Foundation is to improve the quality of life for disadvantaged children through age 12 by supporting innovative, model, direct-service programs in the areas of health education and social services. The Foundation also funds universally accessible play spaces. Most often, local grants for model community programs range from \$500 to \$35,000. For multi-site expansions, awards are from \$35,000 and up, granted over a period of one to three years. Priority is given to economically disadvantaged areas for playground refurbishment and/or new construction.
Visit: <http://www.hasbro.org>.

o **NRA Foundation**

The NRA Foundation National and State grants are focused on the following general categories: Youth Programs, Ranger Improvement and Development, Public Safety, Education and Training, Wildlife and Natural Resource Conservation and Constitutional Research and Education.
Visit: <http://www.nrafoundation.org>.

o **Tiger Woods Foundation**

Founded in 1996 by Earl and Tiger Woods, the Foundation empowers young people to reach their highest potential by initiating and supporting community-based programs that promote the health, education and welfare of all of America's children. Through junior golf clinics, educational programs and benevolent giving, the Foundation has interacted with over 85,000 children across America.
Visit: <http://www.tigerwoodsfoundation.com>.

o **Potential Resources For Playground Safety Funding**

This website, sponsored by the University of Northern Iowa National Program for Playground Safety, identifies funders who may assist in providing safer playground equipment for schools and other public facilities.
Visit: <http://www.uni.edu/playground/resources/funding.html>.

o **United States Handball Association**

Funding for youth handball projects is available through the United States Handball Association. Any person or group interested in starting a handball program for youngsters may submit a proposal. Programs may be organized within school instruction, after-school programs, or community or club/Y programs. Visit: handball@ushandball.org.

o **United States Soccer Federation Foundation**

The United States Soccer Federation Foundation, Inc. has established a new web site to distribute grant application information nationally and provide the latest foundation news, including grant recipient profiles, annual reports, and director and officer profiles. Visit: <http://ussoccerfoundation.org>.

o **Women's Sports Foundation Funding Opportunities**

Grant programs provide girls and women with educational materials and scholarships, research on issues related to women in sports, leadership development and also opportunities to participate in sports and fitness. Visit: <http://womenssportsfoundation.org/cgi-bin/iowa/funding/index.html>.

o **Coachella Valley Local Funding Sources**

- Spotlight 29 Casino
- Agua Caliente Band of Cahuilla Indians
- Morongo Band of Mission Indians
- Fantasy Springs Casino
- Bob Hope Chrysler Classic
- Berger Foundation

➤ **Parks and Recreation Foundation**

- A Parks and Recreation Foundation provides a vehicle for receiving gifts and endowments from individuals and organizations, which are interested in assisting the parks and recreation agency. A foundation established with the interest of improving the overall community can attract donations from citizens, businesses, and other foundations.

➤ **Citizen and Neighborhood Funding Groups**

- Local neighborhoods with a sensitive parks and recreation need can be organized to help meet that need which might be financial in nature. Fund-raising events, as well as donations to be utilized to meet the local neighborhood Parks and Recreation can be established. Neighborhood groups living adjacent to city parks have raised funds for construction of desired equipment or services for that park, such as tennis courts or play apparatus.

➤ **New Membership Program**

- Individuals or organizations join the Parks and Recreation agency program through purchase of a membership. The membership provides special benefits to the member, such as entry into facilities, free park reservations, invitations to special events, and calendar of upcoming events. A recent national survey indicates approximately one-fourth of the cities in the U.S. have some sort of Parks and Recreation Membership Program, usually associated with the provision of recreation centers.

➤ **Gift Catalog**

- A gift catalog is an attractive brochure that lists a wide variety of needed equipment, facilities, and programs that might be sponsored by individuals and organizations in the community. For each item listed, a price tag is attached, so that a potential donor may choose from the shopping list. In Arizona, an individual, family, service group, or business may select a tree, park bench, sport tournament, or equipment from a gift catalog and then purchase that item and donate it back to the government entity.

➤ **General Obligation Bond**

- Bonding is the process of a government entity borrowing money to make major improvements and then paying back the borrowed money over a period of years. A tax is levied on all taxpayers, on their taxable property, using the taxable property of the governmental body as security for the repayment of the debt. The obligation is spread over all community residents through an increased tax for the period of time that the bond repayment is in effect. General obligation bonds are voted for by registered voters at a special or general election and are a common method of funding major acquisition and development projects. This requires a 2/3 vote.

➤ **Revenue Bond**

- A revenue bond is an obligation of the borrowing agency to repay the principal and interest to the investor for financing of a revenue-producing enterprise or facility. Revenues to repay the bond issue must come solely from revenue of the enterprise. What factors make a specific project profitable and hence, eligible for non-voter-approved revenue bonds, is specific to the dynamics of the community. Projects that are commonly successful are golf courses.

➤ **The Inter-modal Surface Transportation Efficiency Act**

- The Inter-modal Surface Transportation Efficiency Act (ISTEA) authorizes a broad spectrum of conservation, environment, planning, transportation, and energy investments, which could aid recreation. Section 133, the Surface Transportation Program, addresses these "enhancements", which include: pedestrian and bicycle facilities; acquisition of scenic easements and scenic or historic sites; historic highway programs; landscaping and beautification; historic preservation; rehabilitation and operation of historic transportation structures or facilities; preservation of abandoned railway corridors (including their conversion and use for pedestrian or bicycle trails); control and removal of outdoor advertising; archaeological planning and research; and mitigation of water pollution due to highway runoff.

➤ **Park Dedication Ordinance**

- Some communities have established city ordinances that create guidelines that allow the city to identify and acquire land for health, safety and general welfare of the public. The land may be nuisance land that can at the same time eliminate a hazard and provide a reasonable recreation outlet.

➤ **Venue Taxes**

- This is a concept where, through state legislation, a city may build a sports, recreation and community venue, and levy certain taxes and issue bonds to finance the venue. Venues have traditionally been arenas, stadiums or coliseums that are used for larger scale events.

➤ **Public Improvement Districts**

- A public improvement district is a mechanism for providing services above and beyond the normal services in locations where business or citizens are willing to pay additional property taxes for those services. Examples include greenways, boulevards, residential and commercial districts received special services.

➤ **Tax Increment Financing**

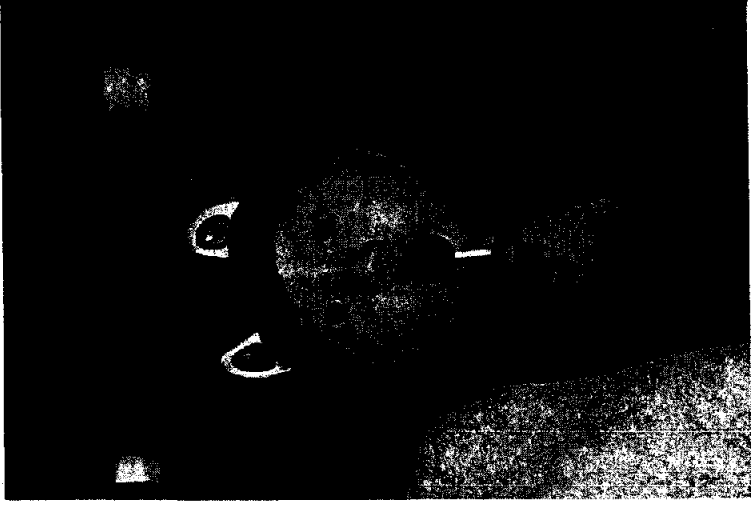
- This is a financing tool that allows local governments to use public finances to make improvements to structures and infrastructure within a defined geographic area. A tax increment financing district is created by the city and the cost of improvements is repaid by the contribution of future tax revenues levied against the property in the district.

➤ **American Hiking Society National Trails Fund**

- American Hiking is a recreation-based conservation organization that promotes and protects foot trails and the hiking experience. With thousands of individual members and over 150 member organizations, American Hiking represents more than half a million outdoors people and serves as voice for America's hikers. American Hiking Society, in partnership with Cascade Designs, supports the National Trails Fund, which provides financial support to hiking groups, land trusts and other not-for-profits to establish, protect and maintain wilderness foot trails. Visit www.AmericanHiking.org.

➤ **Tire-Derived Product (TDP) Grant Program**

- The California Integrated Waste Management Board (CIWMB) is offering the Tire-Derived Product (TDP) Grant Program to promote markets for recycled-content products derived from waste tires generated in California. \$1,792,818 is available for fiscal year 2005-06, with up to \$100,000 per qualifying public entity. If more grant funds are requested than available, a random selection process is conducted. Visit: <http://www.ciwmb.ca.gov/Tires/Grants/Product/default.htm>.



FUNDING SOURCES

The following pages may be helpful in determining which funding source seems most appropriate for each of the recommended implementation plans:

Funding Source	Implementation Plan													
	RESOURCES							PROGRAMS						
● Primary ʘ Secondary	Sports Complex	Recreation Center	Aquatic Facility	Leadership Training	Youth Fitness	Senior Programs	Family Programs	Adult Education	Special Needs	Low Cost	Culture Based			
Quimby Act	●	●	●											
Reverse Annuity	ʘ	ʘ	ʘ											
General Fund	●	●	●	●	●	●	●	●	●	●	●			
Special Tax Levy	ʘ	ʘ	ʘ											
Special Assessment		ʘ	ʘ											
Zoning / Subdivision Fee	●										ʘ			
Fees and Charges	●	●	●	●	●	●	●	●	●	●	●			
Land and Water Fund	●		●							ʘ				
Certificates of Participation	●	●	●											
Corporate Giving	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ			
Private Foundation	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ			
P & R Foundation	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ			
Citizen Funding Groups		ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ			
New Membership		●	●	●	●	●	●	●	●	●	●			
Gift Catalog	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ	ʘ			
General Obligation Bond	●	●	●											
Revenue Bond	●	●												
ISTEA														
Park Dedication Ordinance	ʘ													
Venue Taxes	●	●	●											
Public Improvement Districts	●	●	●											
Tax Increment Financing	●	●	●											
Trails Fund	ʘ													
TDP Grant	●													

Funding Source	Implementation Plan POLICIES				
	Clearinghouse	Summit	Marketing	Safety/Security	Prioritization
Quimby Act					
Reverse Annuity					
General Fund	●	●	●	●	●
Special Tax Levy					
Special Assessment					
Zoning / Subdivision Fee					
Fees and Charges	●				
Land and Water Fund					
Certificates of Participation				●	
Corporate Giving	●	●	●	●	●
Private Foundation	●	●	●	●	
P & R Foundation	●	●	●	●	●
Citizen Funding Groups					
New Membership	●	●			
Gift Catalog	●	●	●	●	
General Obligation Bond					
Revenue Bond					
ISTEA					
Park Dedication Ordinance					
Venue Taxes					
Public Improvement Districts					
Tax Increment Financing					
Trails Fund					
TDP Grant					