



**City of  
Santa Clara**

The Center of What's Possible

# **PARKS & RECREATION COMMISSION**

CHARTER, PRIORITIES, AND WORK PLAN  
FY 2025/26

# **CITY CHARTER**

The City of Santa Clara charter includes the following sections that mandate the formation of a Parks & Recreation Commission and its role.

## **Sec. 1008 Parks & Recreation Commission.**

There shall be a City Parks & Recreation Commission consisting of seven members to be appointed by the City Council from the qualified electors of the City, none of whom shall hold any paid office or employment in the City government.

## **Sec. 1009 Parks & Recreation Commission – Powers and duties (Mission).**

The Parks & Recreation Commission shall have power and be required to:

- (a) Act in advisory capacity to the City Council in all matters pertaining to parks, recreation, playgrounds, and entertainment;
- (b) Consider the annual budget of the Parks & Recreation Department during the process of its preparation and make recommendations with respect thereto to the City Manager and the City Council; and
- (c) Assist in the planning and supervision of a recreation program for the inhabitants of the City, promote and stimulate public interest therein and to that end, solicit to the fullest extent possible the cooperation of school authorities and other public and private agencies interested therein. (Amended by electors at an election held March 7, 2000, Charter Chapter 11 of the State Statutes of 2000)

# **COUNCIL PRIORITIES**

In 2021, the City Council established specific priority areas. The City Council affirmed the following priority areas:

1. Deliver and Enhance High-Quality Efficient Services and Infrastructure
2. Manage Strategically Our Workforce Capacity and Resources
3. Promote and Enhance Economic, Housing and Transportation Development
4. Enhance Community Sports, Recreational and Arts Assets
5. Ensure Compliance with Measure J and Manage Levi's Stadium
6. Enhance Community Engagement and Transparency
7. Promote Sustainability and Environment Protection

# **VISION STATEMENT**

Enrich the lives and enhance the health and wellbeing of our community by supporting a vibrant, active quality of life for all ages, abilities and interests through excellent parks and recreational facilities, community services, programs, and events.

# **PRIORITIES**

Based on the Commission charter, Council Priorities, the above vision statement, values, and context from prior years, the Commission has defined its priorities and goals for the current fiscal year. The priorities are presented in this section and the goals emanating from these priorities are stated in the following section.

1. Assess facility and program conditions and recommend prioritized maintenance and improvements to facilities and programming. Include in the master plan as appropriate.
2. Identify gaps in infrastructure and programs by neighborhood. Include recommendations for updates to the master plan.
3. Identify opportunities for increasing community participation and current impediments. Recommend ways to enhance community participation and experience.
4. Review the current year Art & Wine Festival, feedback received, and lessons learned, and plan for next year's Art & Wine Festival.

# GOALS

## Goal #1:

### **A. Review park site and facility condition assessments and recommend priorities given existing and anticipated service levels and available resources**

Action(s)	Ad Hoc Subcommittee	Timeline	Notes	Measurable Outcomes
<p>Visit at least 12 facilities (e.g., parks, pools, centers, etc.) annually, and make notes related to how the facility is being utilized, and amenities that may be necessary to meet neighborhood / community needs with an annual presentation of findings.</p> <p>Recommendations for immediate repairs (e.g., water fountain non-operational) should be documented via MySantaClara.</p>	<p>All Commissioners</p>	<p>Ongoing</p>	<p>Provide facility map to Commissioners and track who has attended each, month by month; attempting to get at least one Commissioner to each facility.</p> <p>Simplified system would negate the need to utilize the previously used form.</p>	<p>1 - 100% of Commission members visit at least 1 (one) facility each month;</p> <p>2 – Report out on annual certified list of findings from Action(s)</p>

**Goal #2:**

**A. Review and solicit community input on the existing City park rehabilitation projects based on the current Capital Improvement Program (CIP) Budget and schedule; and**

**B. Review residential developer proposed schematic designs for new neighborhood parks that serve new residential development;**

Action(s)	Ad Hoc Subcommittee	Timeline	Notes	Measurable Outcomes
Improve Park Project Webpage to highlight community outreach	n/a	Completed	Complete pending map update	Webpage is revised to include opportunities for community input for Park Projects
Use data to improve metrics for park use and outreach. Work with city staff to solicit input from the community and identify and recommend improvements to improve overall metrics of all parks.	Chu DeMarco Gupta	Ongoing	Park amenity webpage has been added to allow individuals to search for specific amenities.  Placer AI pilot transitioning to long-term Agreement; metrics to be available once subscription details are finalized.	An evaluation tool is developed to evaluate the effectiveness of outreach efforts, and the Commission receives regular reports
Receive presentations organized by city staff and review residential developer proposed schematic designs for new neighborhood parks that serve new residential development	All Commissioners	Ongoing	To be presented as needed	Schematic designs for all new parks are submitted to the Commission for review and comment
Act as ambassadors for new parks and engage community to give feedback	All Commissioners	Ongoing		100% of Commission members attend at least 3 community or Council meetings to advocate on behalf of Parks and Recreation programs
As needed, attend City Council meeting(s) associated with topics the Parks & Recreation	Based on Commissioner	Ongoing	Ensure community input is conveyed through Commissioner public presentation	

Commission has previously considered; Commissioners may choose to speak on the item should advocacy be seen as a benefit	availability			
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**Goal #3:**

**A. Host and develop recommendations for the annual Santa Clara Art & Wine Festival;**

**B. Participate in Citywide Special events; and,**

**C. Plan additional citywide special events.**

Action(s)	Ad Hoc Subcommittee	Timeline	Notes	Measurable Outcomes
Participate in Art and Wine Festival planning and supervise hosting of Art and Wine Festival	All Commissioners	September 13 – 14, 2025  Completed	Fingerprinting is required; coordinate with staff to be paid for by the City	100% of Commission member volunteer for a minimum of 3 hours each day in support of the Art & Wine Festival.
Participate in Citywide Special events.	All Commissioners	Ongoing	Summer Concert Sunset Cinema July 4 <sup>th</sup> Celebration Tree Lighting Street Dance Halloween	100% of Commission member volunteer for a minimum of 3 hours per year in support of one of the Department's Special Events
Support the efforts of the City's Commissions (Cultural, Senior, Youth) to attend special events initiated by fellow Commissions and suggest new Citywide events and/or new elements to existing events to staff	All Commissioners	Ongoing	Cultural – e.g., concerts, cinema Senior – e.g., Health & Wellness Fair Youth – e.g., 5k run  Potential new - Citywide volleyball tournament	1 – annual outreach to fellow Commissions about upcoming events and needs for volunteer assistance  2 – attend special events initiated by fellow Commissions

**Goal #4:****A. Participate in the Parks & Recreation Master Plan Process**

<b>Action(s)</b>	<b>Ad Hoc Subcommittee</b>	<b>Timeline</b>	<b>Notes</b>	<b>Measurable Outcomes</b>
Receive updates from Staff	All Commissioners	Completed		Staff provides a monthly update on the status of the master plan process
Develop Subcommittees as needed	All Commissioners	Completed		All Commission members participate in focus group or other community engagement activity for the master plan process.

**Goal #5:**

**A. Consider the annual budget of the Parks & Recreation Department during the budget preparation process and make recommendations with respect thereto to the City Manager and City Council.**

Action(s)	Ad Hoc Subcommittee	Timeline	Notes	Measurable Outcomes
Receive updates from Staff	All Commissioners		May	A review of the proposed annual budget is placed on the Commission's agenda prior to the Council adoption of the budget.
Review Wade Brummal Grant/Scholarship requests in accordance with established policy	All Commissioners	<b>As needed</b>	Collection is due in early-July; annual Fall review plus as-needed	Staff provides an annual report of all Wade Brummal Grant/Scholarship requests to ensure Commission is reviewing requests in accordance with established policy

June Agenda Items

- Election of Chair and Vice-Chair
- Work Plan development FY 2026/27

July Agenda Items

- Onboard new Commissioner
- Review and development of new Work Plan activities