

RECREATION MASTER PLAN

October 2011

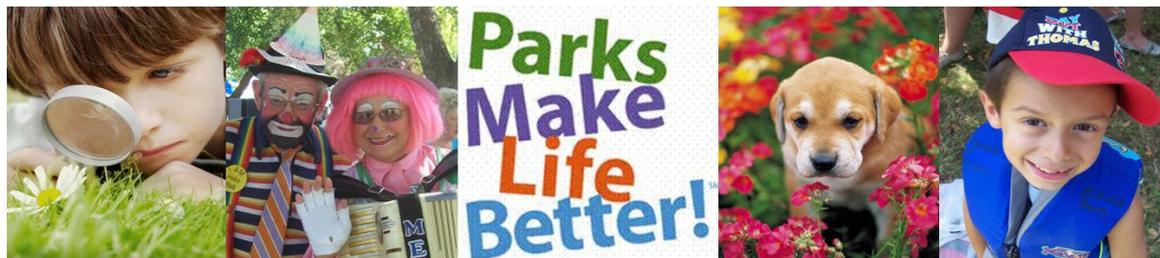


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Introduction and Purpose

The purpose of the Recreation Master Plan is to provide long-range (within 5 years) goals and objectives for creating and enhancing recreation programs in our community. The recommendations in this document are intended to move the Carmichael Recreation and Park District (CRPD) in a direction which will achieve the greatest success in recreation services over the next ten years.

CRPD exists for the purpose of providing for the leisure and recreation pursuits of our residents. The District has served as the primary recreation provider for this community since 1945. The recreation division provides services to approximately 51,000 residents of Carmichael and parts of Fair Oaks. CRPD also serves others outside district boundaries due to the nature of our programs and unique facilities; Carmichael Park and La Sierra Community Center are both community-wide serving residents within generally a two mile radius. Our median household and family income is higher than the national average and according to the Sacramento Area Council of Governments (SACOG), population projections for the Carmichael area show slow and steady growth rate. The total household population in the district service area is expected to grow to 53,580 by 2021.

Funding sources for CRPD primarily consists of property taxes, fees and charges, lease and rental fees, donors, partnerships, volunteer/in-kind services, and grants. Alternative funding includes advertisement, and franchise fees. The Recreation Master Plan will help CRPD create strategies to better utilize these resources in ways that make sense and support our mission.

The Recreation Division currently has one manager, two full-time recreation supervisors, two support staff and approximately 80 part-time personnel. The administration and maintenance division provides the recreation division with additional support. The main office is located at the La Sierra Community Center, 5325 Engle Road in Carmichael. The division operates year-round comprehensive recreation programs including adult and youth sports, special events, child care and day camps, and leisure enrichment activities.

There are five key elements of the Recreation Master Plan:

1. Recreational Programs
2. Partnerships
3. Marketing and Technology
4. Facilities – Lease and Rental Opportunities
5. Personnel



One of the most significant elements in the Recreation Master Plan is recreational programs. In 2009 the California Park and Recreation Society (CPRS) completed a state wide survey of recreation users. This reports states "*half of California households (50%) reported that someone in their home participated in a structured recreation program at least once in the past year*". What the CPRS survey conveys is the importance of recreation in the lives of California households. This report shows the value recreation contributes to healthy communities. The district should work towards becoming the primary place where people gather. Some consider the CRPD to be the HEART of the community and we need to conduct ourselves accordingly; by becoming the place where people enjoy socializing and recreating.

Our mission statement and 5 year goals are as follows:

Mission Statement

To satisfy the recreational interests of district residents by providing a wide-range of programs and services.

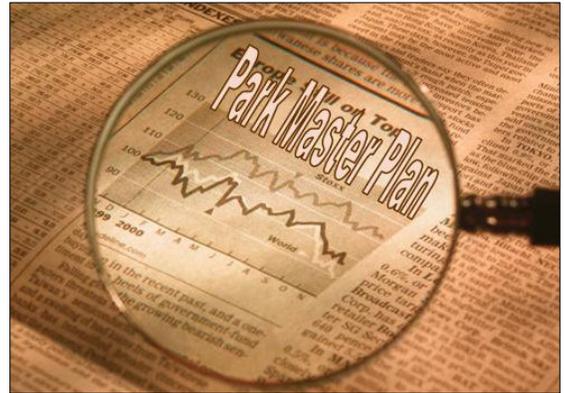
5 year Goals

- Encourage community participation
- Provide relevant recreational programs
- Improve recreational services
- Encourage residents to seek a healthy lifestyle by recreating regularly
- Create recreational opportunities to access natural areas
- Provide sufficient resources to accomplish goals

Background

2008 Park Master Plan ... What the District Learned

The CPRD Park Master Plan completed in 2008 gave us essential data about our community. Research determined with the slow and steady projected growth and shifting demographics, CRPD will need to be *proactive* in planning for future recreation." *Recreation trends will continue to play an important role in terms of programming and use of existing and future park sites. Youth and families will maintain a strong presence in parks and recreation in Carmichael, bringing with them an interest in active recreation. Simultaneously Carmichael will diversify and the communities growing diversity will mean new demand for recreation services and facilities. Outreach to new and growing population including older adults will be critical to the success of the Carmichael Recreation and Park District to adapt its services to meet the needs of the population."* (Master Plan 2008)



The District provides programs with total attendance numbers exceeding 400,000 participation units annually. The Recreation Division offers hundreds of recreation programs each year within identified areas that include: age-based programs, recreational services, and community groups. Residents and non-residents pay the same fee to participate in recreation programs.

The ability of the Recreation Division to track participation or activities requiring registration has improved with the purchase of an on line registration system. We have also improved our capacity to monitor program success and shortcomings by tracking enrollment and trends, conducting class surveys, and evaluating programs. The division has also taken the initiative to experiment with different program offerings which has proven to be effective. Some examples of these programs: Biggest Loser Weight Loss Program, Mystery Walkers, and Healthy Cooking Classes.

Public Input Process – Recreation Master Plan

A survey and two workshops were conducted as part of the public input process. The survey was included in the activity guide, web site, and targeted to user groups (See **Appendix A, B, C**). The objective was to:

- Determine who utilized our programs (Age, income, household, homeowners)
- Identify the most popular leisure activities
- Prioritize recreational activities

Using best practices for surveying from a varied sample of users we received 52 responses and another 39 participants who attended the workshops. According to expert research, the relatively small, randomly drawn sample can be highly representative of a population. In fact increasing the sample sizes does not always improve the accuracy of the results. (thisnation.com)

Recreation Survey Results

Respondents - 52

- 44% of respondents have lived in Carmichael over 20 years
- 44% of household income is between 50K and 100K and 17% over 100K
- 48% of respondents were families
- 25% of respondents over the age of 65
- 85% of respondents owned their own home
- 34% of respondents did NOT participate in any special community events
- 13% of respondents did NOT visit any of the Districts parks
- 73% respondents got their information from the seasonal activity guide
- 70% of respondents participated in District recreation programs
- Overwhelming favorite event is the 4th of July Parade and Fireworks Show

Some conclusions gathered from recreation survey showed that most program participants received their information from the Activity Guide. (See **Appendix D**) Although Carmichael resident's earnings are between 50K and 100K there is still an interest in community service programs such as job training, health clinics, food banks and parenting classes. The Recreation Survey confirmed that district participants have stable incomes with a majority of participants owning their own home. The survey identified the 4th of July Parade and Fireworks as the largest and most important event in our community. The district should continue to allocate resources; budget and staffing to expand and promote the 4th of July. In addition, the district should increase efforts to reach potential participants in a variety of ways including social networks and increase efforts to reach out to lower income residents. The district would also benefit from partnering with Mission Oaks Recreation and Park District senior programs since they have a facility designed to provide for senior activities.

In addition to the survey, staff conducted two public workshops in 2010 at La Sierra Community Center and Carmichael Park. A total of 39 participants participated. During the public process there was extensive time for comments and discussion of ideas. Participants at the public workshops created a list of programs important to them under the following categories: (Adult, Youth, Seniors, Events, Neighborhood Events, Community Services, Customer Services, Social Media, Marketing, Branding and Partnerships) (See **Appendix E**)

After listing all the programs, each attendee was given the opportunity to vote by placing color coded dots on the board next to their priority. Priority was placed on the following areas of interest:

- Cultural and community programs
- Tournaments and athletic events
- Family oriented events
- Neighborhood events (not just at Carmichael Park)

Ideas for additional services include:

RECREATIONAL OPPORTUNITIES	OTHER OPPORTUNITIES
Nature Walks	Environmental Education
Hiking	Youth Science
Horticulture	Health Fitness Fair
Bunko	Environmental Education
Adult Art	Youth Science
Group Travel	Health Clinic Services
Climbing Wall	Food Bank Services
Indoor Soccer	Tax Assistance
Circus Event	Job Training
Walking for Exercise	Prenatal Education
Car Show	
Radio Flyer	
Dog Walks	
Farmers Market	
Craft Fairs	
Outdoor Movies	
Social dances	
Badminton	



Nature Path for the Blind at Jensen Gardens

Recreational Programming

Currently the district provides park and recreation services for the residents within Carmichael and portions of Fair Oaks, a 9.25 square mile area. Programs range from serving pre-school aged children to seniors. There is an extensive youth and adult organized sports programs. Community events and a variety of classes are offered throughout the year depending on the season. The district offers more than 50 recreational programs and 20 community events each year. (See Appendix F)

As part of the Recreation Master Plan process, staff conducted an in-house inventory of current recreational programs (open to the public and not just district residents). (See Appendix G) These programs have the highest priority and are determined on the basis of space available, popularity, revenue generation and community input.

Youth Development

Youth and families will continue to be a strong presence in Carmichael. CRPD will continue to offer a wide-variety of youth programs including sports, day camps, teen activities, and classes. As the leader for public recreation, the district can help youth thrive in this community. We are in a position to do this using our gymnasiums, multiple athletic fields, a state of the art skate park, numerous classrooms and meeting rooms, and excellent staffing resources.

The District has a long tradition of cultivating desirable qualities in young people. Our training for part-time recreation staff begins with an in-depth interview process including group interviews, role playing and creative problem solving. Successful candidates are asked back for an individual interview with the supervisor and continue with the required testing.



Staffing Excellence

When hired, recreation employees begin to learn about the district through written policies and procedures which help guide and govern them. In-service training covers job responsibilities, expectations, and youth development.

Youth development principals are an important part of the recreation training process. Using studies made available by the Search Institute (40 developmental assists for adolescents), our recreation staff are better prepared to build relationships in positive and healthy ways. We train and hold our recreation staff to a high standard. We give them information to help them make a difference in a young person's life. (See Appendix H)

Our recreation services and opportunities for youth are critical to fostering well being and individual success. Due to our hiring practice and cultivating quality staff, many youth who have participated in our programs return as adults participate and/or enroll their children.

The District gives youth a voice in determining how their recreation needs can be met. Our Teen Leadership Camp and Day Camps help foster expression of ideas. It's an opportunity for the Recreation Division to look at existing programs through the eyes of a younger generation and to re-think how we engage young people. Youth certainly have insight into the social media formats and opportunities. The District will continue to insure the development of youth is a priority through the growth of our Day Camps.

Currently CRPD partners with the San Juan Unified School District on the "Bridges" after-school program for elementary and middle schools. CRPD staffs five school sites (Carmichael, Charles Peck, Deterding, Thomas Kelly, and Will Rogers). This program provides academic assistance and social skills in a safe and positive environment. Program goals are achieved through program components which support students achievements, increase self-esteem and offer positive social interaction. This program is funded by After School Education and Safety Program and the 21st Century Community Learning Center. CRPD provides the staffing and leadership for the program while SJUSD administers and coordinates the various sites. Students participate free of charge in activities ranging from high quality programming to homework assistance and support. Parent volunteer opportunities are encouraged to help with student success.

The District also works with the Sacramento County Department of Parks and Recreation Therapeutic Recreation Division to provide recreation opportunities for people with disabilities. The County provides trained staff while CRPD provides facility space (Gyms and John Smith Hall) for various recreational programs such as floor hockey

and community dances. CRPD provides the facilities for approximately 7 annual events and access to the gyms on a weekly basis. These programs for the disabled may not exist without our shared cooperation.

Healthy Community

The recreation survey indicated the community top priority includes programs that improve health and well-being, activities for children and adults. Health fairs and clinics were ideas suggested in the public workshops. Studies have demonstrated that there are many physical health benefits associated with recreation. Physical activity has positive impacts on obesity, chronic diseases, and stress reduction. Recreational activities that provide rest and relaxation help to increase life expectancy. Children's development too is improved through recreation. Organized activities help with decision making skills, cooperative behavior, and increased self-esteem.

Participating in parks and recreation programs contribute to better overall health. CRPD is home of the *Community Garden at Sutter* which offers local residents a place to garden. For a nominal fee, residents can rent a space for the year and plant their own garden. Water is provided to each plot of land approximately 20 x 22 ft in size. The rest is up to the gardener. Many resident families have taken this opportunity to teach their children about gardening. District recreation staff have started the Kids Garden Club taking children from our before and after school program to the garden. Children get a "hands on" experience to tend the garden, plant seeds and benefit from the food produced.



Carmichael Community Garden

The garden movement has picked up momentum in 2009 (*Garden & the Good Life*) with the recession forcing people to stay at home and find creative ways to balance their time and budgets. Benefits of a community garden range from a reduction in food bills to

healthy eating habits and social interaction with neighbors and friends. Local trends indicate that community gardens are here to stay and CRPD needs to continue to plan for new gardens or expansion to meet the growing needs.

In our community alone, residents have access to four fitness centers; two California Family Fitness Centers, a 24 hour Fitness and Wenmat Inc Total Fitness. The district should not attempt to compete with the athletic clubs. CRPD should work toward partnerships by providing classes and events that can compliment the athletic businesses in the area. As a partner we can offer health cooking classes, weight loss programs, and health fairs. Partnership with programs and advertisement within these athletic clubs is a viable option. The district is committed to personal health and wellness and we should focus on programs that are compatible with these types of businesses.

Data also indicates that there is cooperation with health care organizations to extend their reach to support active living and educational programs. Older age groups are actually growing fastest relative to other age groups in the community. Senior healthy living should be a priority for CRPD when planning recreational activities.

District Safety Program

The district is committed to a healthy community which also includes safety. Staff operates a formal district safety program to insure safe recreation services and facilities. This program also focuses on the safety and general welfare of all employees and users of district. It includes monitoring the safety training programs, reviewing and investigating accidents, coordinating regular inspections, making recommendations. Safety planning, prevention and awareness are a priority for the district.

Community Recreation Events

As reflected by the survey results, the parade and fireworks show is one of the most popular events enjoyed by the community. Because this is one of the oldest and largest regional events in the area, CRPD should continue to commit resources to its continued success.

Other popular community events include the annual Founders Day, Tree Lighting, Silent Sleigh for the Deaf and hard of hearing, Easter Egg Hunt and Pancake Breakfast, Creek Week, Summer Concerts in the Park, and the latest event held at Capra Park focusing on farm life. CRPD should continue to evaluate and revise events to meet the changing needs of the community. These types of events help foster a greater sense of identity that contributes to healthy neighborhoods.

CRPD is not the only provider of recreation services and programs to the Carmichael community. Carmichael residents have opportunities to access a variety of sports, fitness, and recreation programs similar to those offered by the district. These programs are offered through a variety of private and non profit organizations. (California Family Fitness, Eastern YMCA, Mission Oaks Recreation and Park District, the Carmichael Library, Carmichael Chamber of Commerce to name a few) CRPD should produce a user friendly "community web link" of information on services available. The link would provide valuable information to help residents locate services in addition to those offered by CRPD.



4th of July in Carmichael

People continue to look for social venues to attend. These events can be a great way to showcase our agency and foster community support. CRPD should attempt to have at least one community event every other month which includes smaller events at the neighborhood parks. Del Campo, Capra, Patriots, and O'Donnell Park are perfect venues for yearly neighborhood events. CRPD would bolster community advocates by sponsoring smaller neighborhood events taking special care to embrace healthy families. If we are to be the heart of the community, then CRPD should continue to expand to into neighborhood parks by offering more recreational opportunities for residents.

District Comparisons

CRPD compared programs being offered by neighboring park districts. (See Appendix F) The purpose of the inventory was to determine if there are gaps and overlaps in recreation programs and services from other agencies. When comparing the adjacent recreation agencies, CRPD maintains a strong presence in the organized youth sports such as basketball, volleyball, and flag football. We also are home to Little League, Senior Softball, Girls Softball, Soccer and have a number of unique facilities.

Programs require continual evaluation to maintain the quality and relevance to the community. Dynamic instructors, equipment, space, and oversight plays a significant role in delivering program excellence. With the Recreation Master Plan, the district will implement a process for program evaluation which will include participant feedback forms, course enrollment and current recreation interests. The goal will be to ensure delivery of strong successful programs. The recreation division is focused on becoming more efficient and economically sustainable and as a result is continuing to evaluate all programs, services, and fees. The District continually offers different types of classes and programs. Improved marketing and joint sponsorship with other agencies will improve class enrollment and limit the number of programs being cancelled. The District must have criteria for offering these programs and decide when it is no longer a benefit to the residents. This does not mean we stop exploring new program ideas. It means we continue to evaluate programs for their relevance and cost effectiveness.

Our fees are reasonable and generate revenue to offset associated costs. Staff leadership is dedicated and programs are well-structured. This is accomplished through best hiring practices, oversight, accountability, training, and clear expectations of contractors and employees. The district recognizes the need to collect fees for services and programs in order to maintain the quality of services. At the same time, we recognize the need to maintain affordability for our residents, and offer assistance where appropriate which may include fee discounts.

RECREATION Trends

According to published data some trends are as follows:

- Technology based recreation activities are increasing with a focus on activities like geocaching.
- Most people desire their recreation opportunities close to home.
- Residents with limited finances see parks as an outlet for recreation, which in turn expands the way people use parks.
- The integration of public art is becoming more common and popular.
- Promotion of healthy lifestyles is considered essential.
- Environmental education and awareness is considered essential.

Recreational Programming- Recommendations

- Provide well balanced activity choices that meet the interest of the community.
- Create recreation programs in neighborhood parks that serve our residents.
- Increase resident participation in recreation programs and facilities.
- Evaluate the use of all facilities to determine additional recreational opportunities.
- Continue to operate a formal district safety program.
- Create events that are environmentally friendly and use our parks as outdoor classrooms.
- Expand the variety of cultural programs and events such as music, dance, and art.
- Increase programs offered for senior adults and teenagers.
- Hold large spectator events such as concerts, sports or celebrity events.
- Expand adult sports leagues.
- Provide recreational opportunities that promote healthy lifestyles.
- Foster relationships with organizations which enhance recreational benefits. (i.e.; Hospitals, School Districts, Churches, etc...)

- Evaluate recreation programs to provide cost effective opportunities for residents.
- Collaborate with other recreation providers to minimize duplication and competition between agencies.
- Increase and support therapeutic recreation programs.
- Make “FIRST IMPRESSIONS” a priority in the recreation division.
- Post CRPD identification signs for ALL events and programs. (See Attachment I)
- Create a welcoming environment to recreational areas by adding attractive landscaping, signage and other improvements.
- Provide ongoing customer service training for staff.
- Expand, foster, and lead environmental education opportunities.
- Create an environmental friendly CAR WASH station for community groups to access.
- Expand youth development through our Day Camps, Volunteer Youth Counselors, and Teen programs.
- Create a mobile recreation van (RAD – Recreation at your Door) which serves Carmichael residents.
- Provide youth programs that help curb youth obesity epidemic.
- Evaluate recreation programs and events through participant feedback forms, course enrollment, and recreation trends. Eliminate programs and practices that are no longer relevant.
- Survey and update recreation programs to anticipate needs rather than react to deficiencies.
- Update Recreation Master Plan in 5 years.
- Conduct quarterly safety meetings with all district divisions which include safety training, education, and identifying hazards to reduce risk.

Partnerships

Because the district has many facilities that provide recreation opportunities for individuals outside our district, we need to balance resident and non resident access. The district will need to develop policies that recognize our obligation to make serving district residents a priority.

Currently in kind services are exchanged for use of the facilities which provide for volunteer opportunities and facility support. With the Volunteer/Adopt a Park Program, CRPD will be able to better track projects, service hours, and determine how much groups and individuals actually contribute to the district.

Partnerships can also help the district leverage resources and maximize use of the facilities. Staff will determine direct costs of operating programs and/or facilities. With this information the district can then determine appropriate and reasonable fees to help maintain these programs and facilities. It is imperative that we create policies, procedures, and fees that define our relationships with our regular user groups and partnerships.



Kiwanis Club of Carmichael Volunteers

A volunteer program is important to CRPD because it will improve the parks, programs and enhance the relationship between the community and CRPD. Volunteering goes a long way towards creating a healthy community. Volunteering gives someone the opportunity to “give back” to their community. When people get together, the job or assignment becomes easier to do and people grow closer. These user groups will become an integral part of the *Volunteer/Adopt a Park/ Program*. CRPD is building a data base of potential volunteers. Specific parks and programs will be identified along with specific projects at each park site. The District will have a policy in

place with procedures and guidelines to govern the program. Staff will make sure the programs goals and objectives are met.

Along with our current user groups the district is looking towards possible partnerships with the following:

Current User Groups/Partnerships

Carmichael Girls Softball (CP)	Preserve Sutter Committee
Capital Valley Youth Soccer (LS) (DC)	Friends of Jensen Botanical Gardens (JG)
Chautauqua Playhouse (LS)	Assistance League (CP)
Canine Corral Dog Park Society (CP)	Kiwanis Club of Carmichael
Carmichael Little League (LS)	Carmichael Chamber of Commerce
Boy Scouts and Cub Scouts Troop 55 (GH & CP)	Senior Gleanors
Barrett Hills Neighborhood Association	Neighborhood Accountability
Venture Crew (Boys and Girls) (GH)	Sacramento County Drug and Alcohol
Sacramento Fine Arts Center (LS)	Community Concert Bands
Carmichael Geranium Society (CP)	Veteran Groups
Carmichael Senior Citizens Club (CP)	Capital A's – Car Club
Carmichael Cactus and Succulent Society (CP)	Bike Hikers
Carmichael Organic Club (CP)	Ladies Auxiliary
Del Campo High School Soccer (DC)	County Flu Vaccinations
La Sierra Alumni Group	Carmichael Library
San Juan Unified School District (PTA and Schools)	Carmichael Water District
Neighborhood Associations	Effie Yeaw

New Partnerships

Private Schools	Florists/Party Rentals	Caterers – Restaurants
Fitness and Health Centers	American River College	Hospitals – Health and Wellness
Churches	Ancil Hoffman Park - Golf	Senior Care Homes
Funeral Homes	Doctors Offices	Service Clubs

CPRD certainly can benefit from the cooperation and collaboration with these new partnerships. It is an opportunity to expand district programs and meet community needs.

The recreation division must also create a sponsorship program. A sponsorship is a cash or in-kind service paid to the District in exchange for access to exposure and promotion. We must design the sponsorship to fit the sponsor and district needs. This means we need to know and understand our event, our branding, our media market exposure, and our on site exposure. The district should customize each sponsorship for a positive outcome.

Partnerships – Recommendations

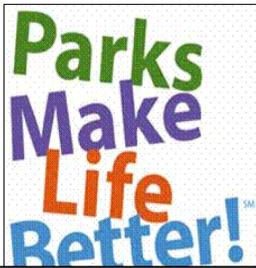
- Create a viable district Volunteer Program which recruits and recognizes individuals and organizations who can assist with the on-going needs of CRPD.
- Create New Partnerships that are mutually beneficial.

- Evaluate ALL current user groups – Define all CRPD direct and indirect costs. Develop implementation strategies including fee adjustments as needed.
- Maintain written MOU's (Memo of Understanding) with regular user groups including but not limited to Carmichael Girls Softball, Carmichael Little League, Capital Valley Soccer League, Dog Park Society, etc...

Marketing and Technology

The districts primary marketing tool for advertising and promoting recreational offerings has been the distribution of the seasonal Activity Guide. This guide is published two times per year and mailed throughout the district which provides residents information about all of our recreational offerings. CRPD reader board on Fair Oaks Boulevard is another valuable tool that reaches approximately 40,500 drivers daily (Sac. County Transportation). Having the reader board is a continual reminder to the public of current events and programs. The district also distributes flyers to local schools, hosts a web site, and distributes announcements to past participants and the various media outlets.

In the future, social media will be used to promote recreation activities. Recent technology advancements such as facebook, yelp and flicker will allow us quick and economical access to an expanded customer base. The district will need to keep current with the ever changing social media movement. CRPD's web site and online registration will become the preferred method of program access. Ongoing evaluation of the districts computer system will be important to meet the needs of the Recreation Division.



Branding Campaign

In order to effectively market our programs the District is collaborating with the California Park and Recreation Society (CPRS). In 2010 CPRS launched a state-wide branding campaign...*Parks Make Life Better!* A brand is a promise to the consumer and it is what you deliver each and every time to your customers. Our state wide organization (CPRS) is helping park and recreation agencies all over to move from being *"APPRECIATED, TO BEING ESSENTIAL"*.

Extensive research and key findings will assist in moving us forward. CPRS have given us the tools we need to:

- build loyalty for parks and recreation services
- heighten the professionals bargaining power and independence
- stimulate growth of programs and services
- attract talented people to the profession
- Involve the public to achieve greater resources and support.

We need to "tell our story" in one clear, concise, and compelling message ...*PARKS MAKE LIFE BETTER!* This brand will engage the public to want more information.

Users of the La Sierra Community Center often do not associate the Carmichael Recreation and Park District with the center. This is a marketing opportunity to make sure EVERY user group is aware that CRPD is the public entity responsible for these community facilities and programs. This can be done through visible signage throughout the facility and at all programs and events.

Marketing and Technology – Recommendations

- Include in ALL recreational written materials “Parks Make Life Better” branding slogan.
- Develop a district marketing plan.
- Launch a new district web site.
- Create a *community RECREATIONAL Web LINK* that include recreation agencies.
- Display CRPD logo at La Sierra Community Center and where appropriate to promote the district.
- Upgrade and maintain current computer systems and networks at the La Sierra and Carmichael Park Offices
- Develop a social media module which includes strategies and goals that are integrated into our ongoing marketing and communications.
- Develop social media program guidelines.
- Learn to utilize social media resources to promote recreation programs which may include but not limited to; e-newsletters, face book, you tube, yelp, flicker, etc...
- Develop an equipment plan for the recreation division and budget for items. This may include: digital cameras, voice recorders, PA systems, computers, etc...
- Commit to purchase a new recreation van for community programs.

Facilities

The district was established in 1945. Some of our facilities are old and out dated. Because of this, outstanding customer service is vital to our success. We must insure the public have the best experience possible. We offer a variety of affordable rental facilities for the community and a large hall that offer commercial kitchen equipment for events such as crab feeds, dances, and weddings. Regular surveys should be conducted to keep up with market rental rates, competing facilities and services.

CRPD Unique Facilities

CRPD is home to a number of unique facilities which helps to make our community special. We are fortunate to have the *Charles Jensen Botanical Garden*; home to the “*Nature Path for the Blind*”. This botanical garden is owned and operated by CRPD and supported by the Friends of Jensen Garden. The site is 9 acres and includes a pathway that meanders along a natural creek, planting beds with botanical plants and seating. In April 2010 the District unveiled the “*Nature Path for the Blind*” which is an interpretive path that includes signs in Braille and a raised bed with plants that are for smelling and touching. With the development of the Nature Path for the Blind we are able to serve a population that may not otherwise get a chance to enjoy nature and the out of doors. We continue to work with all interested groups to offer outdoor recreational activities to the blind and seeing impaired.

Another special attraction is the *La Sierra Skate Park*. Open 7 days a week and supervised, the District has a state of the art skate park for youth and adults to enjoy. Rollerblades, skate boards and scooters are welcome. Skate classes are offered by trained staff and special events are planned at the park. This is the only skate park located in our community.

The *Wall of Honor* at Patriots Park is a lasting memorial honoring



our local heroes who died for our community or country. CRPD is very proud to have this memorial and continue to honor local heroes in November of each year. The event brings together dignitaries, family & friends of nominees and neighbors.

Capra Park Site is a 6.7-acre undeveloped park site. There is a residential home, horses and stables, and some small farm animals. This property offers natural amenities to support a working farm. Until the site can be developed per the Site Master Plan, recreation staff will periodically conduct events to familiarize the public with the site and its planned future. The District Master Plan recommends farm animals, equipment museum, and garden demonstrations.

Lease and Rental Opportunities

The Carmichael Recreation and Park District owns and operates a former high school (La Sierra Community Center). This site is 36.8 acres of land and 144,700 sq ft of buildings. The District has successfully operated the Center since 1984 and is home to many recreational activities and leased tenant space.

The La Sierra Community Center is operated as a Recreational Center that includes numerous community classrooms, two gymnasiums, a large community hall, a commercial kitchen, and a 50,000 sq ft skate park. The District also operates an after-school program, summer day camps, and numerous community programs throughout the year.



La Sierra Community Center

Outside space includes soccer fields used by various groups such as the *Capital Valley Soccer League* and the 6 ball fields are used by the *Carmichael Little League*. During school hours the fields are open for use from our tenants. These two groups both offer comprehensive youth programs to the local community.

Our lease spaces include the *Sacramento Fine Arts Center* which was established in April 1986. SFAC is a California nonprofit corporation whose mission is to contribute to the cultural life of our community. Established jointly by independent art clubs, it is dedicated to the creation and presentation of the visual arts.

La Sierra is also home to the *Chautauqua Playhouse*, a non-profit organization that opened its doors at this location in 1985. Since that first season, Chautauqua has produced a season of six plays per season plus a six-show children's theatre season. There is also a children's theatre workshop in voice, drama and dance conducted during the year.

Additional tenants include private and public charter schools and businesses who continue to operate successfully. Partnering with our tenants is a logical choice and an opportunity to expand our program offerings. CRPD is fortunate to have space available to lease and an opportunity to generate revenue. As the economy improves we look forward to leasing additional space.

Facilities – Recommendations

- Continue to assertively find compatible tenants for the La Sierra Community Center.

- Promote and create new recreational opportunities for our “Unique Facilities.” Keep written information up to date and promote.
- Partner with tenants on recreational and cultural opportunities.
- Increase community awareness of district facilities.

Personnel

All of our employees are essential to the success of CRPD programs and services. Staff must maintain high professional standards and make a conscious effort to build positive first impressions. It is the district's responsibility to provide opportunities for additional training and education. Training is available through organizations such as California Park and Recreation Society, California Associations for Park and Recreation Indemnity, and others. Effective communication is also important to improve staff moral, solve problems, and implement positive changes. Open door policies, clear directives, continuity and continual feedback from staff are essential.

Our first line of service is our employees who need proper training and reliable equipment. The satisfaction of our customers is important to the success of our services. Participants want to know they matter and that we care about them.

Personnel – Recommendations

- Add recreation positions to assist with Community Events, Adult and Youth Sports.
- Maintain competent staff.
- Provide additional job training for recreation staff.
- Have quarterly team building sessions that include all recreation staff.
- Promote internships through the recreation division.
- Maintain current recreation job descriptions and review salaries.

Conclusion

The future of the District depends on programs and services that inspire people to engage in recreation and community services. The district will continue to evaluate the opinion of users and non users of recreation programs to determine current community needs. Staff will monitor current trends in the field of recreation and apply best practices that fit the needs of our residents.

The District outreach will focus on raising the awareness of recreation opportunities in our community. We will continue to provide recreational opportunities that are in line with the community desires and in keeping with our mission statement, goals, facility and financial resources.

Our approach will be the following:

- Promote programs and facilities primarily to CRPD residents
- Increase the number participants in our programs
- Use public event venues to showcase the value of the CRPD for building community

- Increase the variety of programs in line with the changing trends
- Build public awareness of CRPD role in the community
- Continue to evaluate programs and make improvements



Summary

Mission Statement

To satisfy the recreational interests of district residents by providing a wide range of programs and services.

5 year Goals

- Encourage community participation
- Provide relevant recreational programs
- Improve recreational services
- Encourage residents to seek a healthy lifestyle by recreating regularly
- Create recreational opportunities to access natural areas
- Provide sufficient resources to accomplish goals

Summary of Recommendations and Implementation Schedule

Recreational Programming- Recommendations

- Provide well balanced activity choices that meet the interest of the community. (FY 2012/13)
 - Continue to evaluate all classes, programs, and event offerings through written evaluations, site observations, and surveys.
 - Participate in our local professional organizations to find out current trends and practices.
 - Subscribe to industry publications and web sites to keep current on pertinent issues.
- Create recreation programs in neighborhood parks that serve our residents.
 - O'Donnell Movie Night in the Park – (FY 2011/12)
 - Capra Park Event – Host “Open Farm House” (2 per year)
 - Del Campo Park – (FY 2012/13)
 - Patriots Park Wall of Honor – November - Continue annual event for residents and families of the honorees. (ANNUAL)
 - Jan Park – (FY 2012/13)
 - Glancy Park – (FY 2013/14)
- Increase resident participation in recreation programs and facilities. (FY 2012/13)
 - Create a resident and non-resident fee structure providing a discount to residents.
 - Utilize La Sierra and Carmichael banner frames with advertisements for district programs and event space availability.
 - Create an on-line newsletter promoting local program and event information.

- Continue to use local media outlets to encourage resident participation.
- Collaborate with various local agencies on a Carmichael Calendar which will access all events and activities in Carmichael.
- Continue to use web based opportunities that may include other web sites, face book, utube, twitter, etc...
- Evaluate the use of all facilities to determine additional recreational opportunities. (FY 2012/13)
 - Explore the possibilities of indoor kickball, badminton, softball and soccer leagues or clinics.
 - Explore field use by other recreational users such as rugby and lacrosse.
- Continue to operate a formal district safety program.
 - Conduct regular staff trainings for all divisions.
 - Update and review all district safety policies and procedures.
 - Continue to research new and interesting safety information and tools to share with staff.
- Create events that are environmentally friendly and use our parks as outdoor classrooms. (FY 2013/14)
 - Creek Week – Continue to host and participate in this program annually.
 - Create outdoor programs at our “unique facilities” to educate the community about their environment.
 - Offer a program that ‘highlights’ the Nature Path for the Blind for people with vision impairment. This will include a brochure with trails and plants identified. Make available on web site.
 - Create a Jensen Botanical Garden brochure which identifies our unique plants – make available on web site.
 - Create an outdoor program at the Sutter Community Gardens that teaches residents about gardening, growing food, healthy cooking, etc...
 - Offer nature education programs at Schweitzer Grove Nature Area. Create a map and identify unique features in the nature area.
 - Offer monthly nature walks in Schweitzer Grove.
 - Engage the neighborhood in Adopt a Park program.
- Expand the variety of cultural programs and events such as music, dance, and art. (FY 2013/14)
 - Invite cultural groups such as the Italian Society or Ukrainian Society to partner and host public events at district facilities.
 - Partner with the Sacramento Fine Arts Center to offer art programs.
 - Invite High School music teacher as possible instructors for classes and camps.
 - Invite local High School bands to conduct public performances at the district.
 - Create an “art gallery” in the hallway at La Sierra Community Center entrance.
 - Partner with the Sacramento Fine Arts Center to offer a photo contest to youth. Recreation and parks being the theme and winner gets the cover of the activity guide. All entrants have their art displayed in the gallery.
 - Team up with Chautauqua Playhouse to promote children and adult plays.
- Increase programming for our under-served groups such as seniors and teenagers. (FY 2013/14)
 - TEENS
 - Hold quarterly “lock in” events or dances for middle school-aged kids

- Keep skate park open through sponsorships
 - Offer a " Battle for the Bands" event for teens
 - Provide quarterly teen outdoor adventures
 - SENIORS
 - Partner with Mission Oaks to offer classes and take on their overflow of senior programs at capacity
 - Set up senior rooms at La Sierra that allow for activities such as cards. Rooms would be monitored by senior volunteers
 - Continue to host programs that focus on "senior" issues – long term care, estate planning, driving, reducing your household items, historic presentations, etc...free of charge. Invite business members from the community to speak
 - Increase recreation programs that will feed into clubs.
 - The district offers classes on gardening which may encourage them to sign up for a garden plot.
 - The district offers
- Hold large spectator events such as concerts, sports or celebrity events.
 - Continue to hold community concerts and events.
 - Host adult volleyball tournaments
 - Host adult 3 on 3 tournaments
 - Host youth summer basketball tournament
 - Expand adult sports leagues. (FY 2013/14)
 - Soccer league
 - Provide recreational opportunities that promote healthy lifestyles. (FY 2012/13)
 - Encourage people to get out and take advantage of our recreation programs
 - Promote healthy lifestyles at ALL events through printed materials
 - Create a brochure which encourages residents to get out and walk our parks. The district would have the parks identified and distances are calculated. *Implementation 2012/13*
 - Continue to offer cooking classes and programs that promote healthy eating habits
 - Foster relationships with organizations which enhance recreational benefits
 - Meet with Kaiser Hospital to discuss possible partnership Implementation
 - Meet with area churches to discuss possible partnerships
 - Meet with area schools to discuss possible partnerships
 - Evaluate recreation programs to provide cost effective opportunities for residents. (FY 2012/13)
 - Collaborate with other public recreation providers to minimize duplication and competition between agencies.
 - Increase and support therapeutic recreation programs. (FY 2012/13)
 - Continue to work with the County of Sacramento Therapeutic Recreation Division. The district currently supports annual activities including floor hockey, four dances per year, basketball practice and games.

- Make "FIRST IMPRESSIONS" a priority in the recreation division. (FY 2011/12)
 - Create a welcoming environment through bigger and more colorful signage. (FY 2013/14)
 - Design more murals for the walls at La Sierra in cooperation with Sacramento Fine Arts Center or another group. (FY 2013/14)
 - Make sure recreation staff wear appropriate attire and identified with district shirts or name badges at all events and programs.
- Create a welcoming environment to recreational areas by adding attractive landscaping, signage and other improvements. (FY2012/13)
 - Put district logo community access points at La Sierra to create a welcoming environment.
 - Update and create eye catching banners for district facilities
- Post CRPD identification signs for ALL events and programs. (FY 2012/13)
 - Provide signage for all outdoor events and possible directional signs to classes and programs.
- Provide ongoing customer service training for staff. (FY 2012/13)
 - Evaluate customer service with surveys and "ghost shoppers"
- Expand, foster, and lead environmental education opportunities. (ANNUAL)
 - Continue to environmental and energy efficient update to current facilities and programs such as recycle bins, recyclable materials, and current best practices.
- Create an environmental friendly CAR WASH station for community groups to access. (FY 2012/13)
 - The district needs to make sure the drainage issues are identified so not to dump into the river and also provide enough water access for car wash stations. Staff needs to identify an area in Carmichael Park where high visibility is important and safe access.
- Expand youth development through our Day Camps, Volunteer Youth Counselors, and Teen programs.
 - Continue to provide training and supervision of part-time recreation staff. (ONGOING)
- Create a mobile recreation van (RAD – Recreation at your Door) which serves Carmichael residents. (FY 2014/15)
- Provide youth programs that help curb youth obesity epidemic.
 - Offer weight loss programs
 - Increase fitness classes
 - Create a teen "FIT Camp" type of program utilizing current instructors
- Evaluate recreation programs and events through participant feedback forms, course enrollment, and recreation trends. Eliminate programs and practices that are no longer relevant. (ONGOING)
 - Incorporate "Recreation Workplan" into overall district workplan.
- Survey and update recreation programs to anticipate needs rather than react to deficiencies. (ONGOING)
- Update Recreation Master Plan (FY 2015/16).

- Conduct quarterly safety meetings with all district divisions which include safety training, education, and identifying hazards to reduce risk. (FY 2011/12)
 - Continue quarterly safety meetings.
 - Implement once per month safety training video session on pertinent safety issue.

Partnerships – Recommendations

- Create a viable district Volunteer Program which recruits and recognizes individuals and organizations who can assist with the on-going needs of CRPD. (FY 2011/12)
- Create New Partnerships that are mutually beneficial. (ANNUAL)
- Evaluate ALL current user groups – Define all CRPD direct and indirect costs. Develop implementation strategies including fee adjustments as needed. (FY 2012/13)
- Maintain written MOU's (Memo of Understanding) with regular user groups including but not limited to Carmichael Girls Softball, Carmichael Little League, Dog Park Society, etc...(FY 2012/13)

Marketing and Technology – Recommendations

- Include in ALL recreational written materials “Parks Make Life Better” branding slogan. (FY 2011/12)
 - Include the logo on all materials distributed throughout the district
- Develop a district marketing plan. (FY 2012/13)
- Launch a new district web site. (FY 2012/13)
- Create a *community RECREATIONAL Web LINK* that include recreation agencies.
 - In conjunction with the new web site (FY 2012/13)
- Display CRPD logo at La Sierra Community Center and where appropriate to promote the district. (FY 2011/12)
- Upgrade and maintain current computer systems and networks at the La Sierra and Carmichael Park Offices.
 - This is on-going and must be addressed through the budget on a annual basis
- Develop a social media module which includes strategies and goals that are integrated into our ongoing marketing and communications. (FY 2012/13)
- Develop social media program guidelines. (FY 2012/13)
- Learn to utilize social media resources to promote recreation programs which may include but not limited to; e-newsletters face book, you tube, yelp, flicker, etc... (FY 2012/13)

- Develop an equipment plan for the recreation division and budget for items. This may include: digital cameras, voice recorders, PA systems, computers, etc... (ANNUAL)
- Commit to purchase of a new recreation van. (FY 2014/15)

Facilities – Recommendations

- Continue to assertively find compatible tenants for the La Sierra Community Center. (FY 2011/12)
 - This is ongoing and a priority for the district
- Promote and create new recreational opportunities for our “Unique Facilities.” Keep written information up to date and promote. (FY 2012/13)
 - Nature Path for the Blind
 - Jensen Botanical Gardens
 - Capra Park
 - Community Garden
 - Wall of Honor
- Partner with tenants on recreational and cultural opportunities. (FY 2012/13)
 - Sacramento Fine Arts
 - Photo contest for kids and have the winner on the cover of the activity guide
 - Bring back the Shades of Carmichael – Umbrella project
 - Continue to include SFAC in helping with Founders Day, 4th of July, and Concerts in the Park and future opportunities
 - Chautauqua Playhouse
 - Fundraising opportunity for the district to invite residents to see a play
- Increase community awareness of district facilities.
 - Through signage, printed materials, etc...

Personnel – Recommendations

- Add recreation positions to assist with Community Events, Adult and Youth Sports. (FY 2013/14)
- Maintain competent staff.
- Provide additional job training for recreation staff. (FY 2012/13)
- Have quarterly team building sessions that include all full-time staff. (FY 2011/12)
- Send all frontline staff to customer service training (FY 2012/13)
- Promote internships through the recreation division. (FY 2012/13)
 - Continue to work with Colleges.

- Maintain current recreation job descriptions and review salaries.

Resources

Understanding Youth Development Principles and Practices

By Janis Whitlock, Ph.D.

Carmichael Recreation and Park District Master Plan

MIG – Moore Iacofano Goltsman, Inc.

California Park and Recreation Society

Marketing Research...Building the Brand Initiative
Trendscan

East Bay Greener Agency

NRPA – National Recreation and Park Association

Recreation, Park, and Open Space Standards and Guidelines

Institute of Public Service and Policy Research

Volume II Series I Parks and Recreation

Davis Community Services Department

City of Dublin

City of Roseville

Master Plan

Parks and Recreation Business Magazine

California State Parks

Summary Findings – Survey on Public Opinions and Attitudes on Outdoor Recreation in California 2009

Thisnation.com – Online Research Company

APPENDIX A

The Carmichael Recreation and Park District (CRPD) is developing a master plan to guide our Recreation Programs. We would like your help to determine what type of activities and programs are needed to meet the recreation interests of our community.

Recreation Survey

Please, only one survey per household and return to CRPD by June 11, 2010

1. How long have you been a resident of CRPD?

- Not a resident Less than 10 years
 10 to 20 years More than 20 years

2. Is your household income?

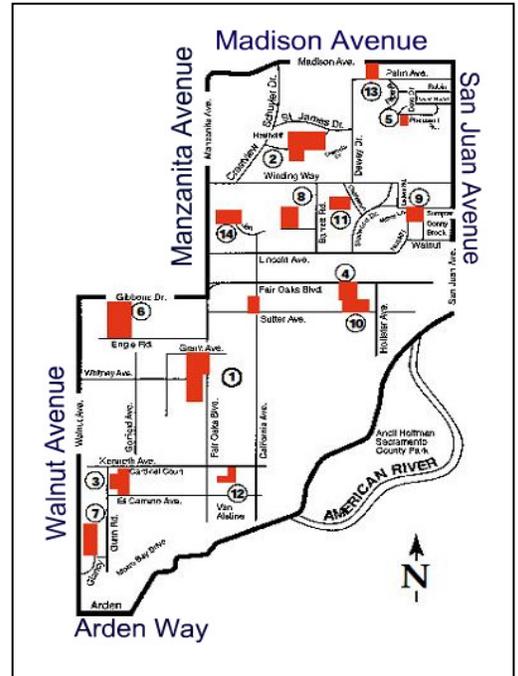
- Under 50K 51K to 100K
 Over 100K

3. What is the age of each member of your household?

- 0-5 6-12 13-17 18-25
 26-35 36-45 46-55 56-65
 66-75 Over 75

4. Do you Rent or Own

5. Which of the following programs or classes has any member of your household participated in the last 12 months?



YOUTH

- Dance Soccer
 Babysitting Skate Park
 Basketball Volleyball
 Art Classes Dancing
 Teen Camp Football
 Reading Softball
 Fencing Baseball
 Pre-School
 Wrestling Baton
 Tennis Day Camp
 Before or After School Programs

ADULT

- Tennis Basketball
 Fitness Mature Driving
 Boating Skills Notary
 Cooking Dog Obedience
 Softball Hoola Hoop
 Volleyball Yoga
 Photo Classes Dance
 CPR\ First Aid Back Strengthening
 Garden Clubs Chautauqua Playhouse
 Sac Fine Arts Karate

Other _____

6. Where do you get your information about CRPD programs, classes or events?

Activity Guide School Website Reader Board
 Word of Mouth Newspaper Other _____

7. What types of programs would you like to see offered at CRPD?

Hiking Bunko Horticulture Music Bocce Ball
 Ping Pong Radio Flyers Badminton Nature walks
 Climbing Walls Youth Science Indoor Softball Adult Art classes
 Walking for exercise Group Travel Social dances

Other _____

8. In the last 12 months have you attended any of the following FREE Community Events?

Egg Hunt 4th of July Parade 4th of July Fire Works
 Founders Day Tree Lighting Outdoor Concerts
 Dog Show Other _____

9. What NEW Events would you like to see the District offer?

Health Fairs Flea Markets Car Show Craft Fairs
 Circus Event Outdoor Movies Other _____

10. What types of Community Services would you like to see offered at CRPD?

Food Bank Health Clinic Job Training Tax Assistance
 Parenting Classes Prenatal Education Environmental Education
Other _____

11. Which of the following parks have you visited in the last 12 months?

Carmichael Park Cardinal Oaks Bird Track Del Campo Glancy Oaks
 Patriots' Park Jensen Botanical Garden Schweitzer Grove None

OPTIONAL

Please provide a phone number or e-mail if we may contact you for additional input _____

Please mail or deliver your survey to (drop boxes are available after hours)

Carmichael Recreation and Park District Offices
5750 Grant Avenue, Carmichael, CA 95608 or

5325 Engle Road, Carmichael, CA 95608 Suite 100 or
Fax your survey to 485-0805
We can also be reached at www.carmichaelpark.com or 485-5322 x 24

APPENDIX B



To be eligible for drawings of valuable prizes! Please complete and return to District by October 30, 2009.

NAME: _____
 ADDRESS: _____

 PHONE: _____

The Carmichael Recreation and Park District (CRPD) is developing a master plan to guide our Recreation Program. We would like your help to determine what types of activities and programs are needed to meet the recreation interests of our community. Return this survey and have your name entered into the drawings for valuable prizes.

Recreation Survey

Please, only one survey per household and return to CRPD by October 30, 2009

1. HOW LONG HAVE YOU BEEN A RESIDENT OF CRPD?

- Not a resident Less than 10 years
 10 to 20 years More than 20 years

2. IS YOUR HOUSEHOLD INCOME?

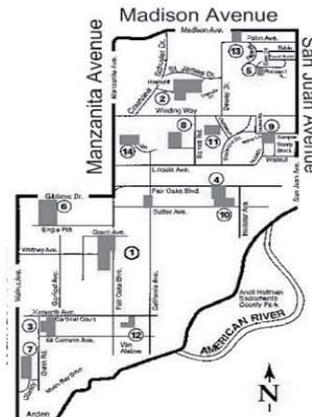
- Under 50K 51K to 100K
 Over 100K

3. WHAT IS THE AGE OF EACH MEMBER OF YOUR HOUSEHOLD?

- 0-5 6-12 13-17 18-25
 26-35 36-45 46-55 56-65
 66-75 Over 75

4. DO YOU RENT OR OWN

5. WHICH OF THE FOLLOWING PROGRAMS OR CLASSES HAS ANY MEMBER OF YOUR HOUSEHOLD PARTICIPATED IN DURING THE LAST 12 MONTHS?



YOUTH

- Dance Soccer
 Babysitting Skate Park
 Basketball Volleyball
 Art Classes Dancing
 Teen Camp Football
 Reading Softball
 Fencing Baseball
 Pre-School Baton
 Wrestling Day Camp
 Tennis
 Before or After School Programs
 Other _____

ADULT

- Tennis Basketball
 Fitness Mature Driving
 Boating Skills Notary
 Cooking Dog Obedience
 Softball Hula Hoop
 Volleyball Yoga
 Photo Classes Dance
 CPR\ First Aid Back Strengthening
 Garden Clubs Chatauqua Playhouse
 Sac Fine Arts Karate

Visit us at www.carmichaelpark.com

Summer 2009 — 5

RECREATION SURVEY

APPENDIX C

ADULT ENRICHMENT PROGRAMS

All Classes for Ages 18+

Boating Skills & Seamanship

Taught by Certified U.S. Coast Guard Instructors

This course teaches the basic skills needed to operate a boat safely. The course includes an introduction to navigation, trailering your boat, rules, weather and more. For registration call (916) 539-8199 or email tommyholtzman@hotmail.com.

Location: Carmichael Park Vets Bldg.
Day/Time: Wednesday, 7:30-9:30pm
Dates: 2/17-5/12
Fee: \$60 (includes training manual) due to instructor at first class



First Aid and Adult, Child & Infant CPR

(Pediatric First Aid)

This 8-hour class is a basic training course in emergency care for infants and children. There are also adult essential skills included which differ from the skills for infant and child care. Emphasis is on the development of Primary and Secondary Essential Skills. This class meets the Pediatric CPR and First Aid and Child Care Provider requirements. Certifications are good for 2 years.

Location: Carmichael Park Clubhouse
Day/Time: Saturday, 8:30am-5:30pm
Dates: 1/16, 1/30, 2/20, 3/6, 3/20, 4/17, 5/15 or 6/5
Fee: \$50/8 hours (a \$15 lab fee paid to the instructor for licensing only)

AARP Mature Driving Course

Taught by Wayne Edwards, Certified Instructor

The course concentrates on driving concerns for people age 50+. Participants will learn about driving situations requiring quick response, full vision and interaction with other drivers. It is suggested that you check with your insurance company to see if they offer a discount for taking the class.

Location: Carmichael Park Clubhouse
Day/Time: Monday, 9am-1pm
Dates: 2/22 and 2/24 or 3/22 and 3/24
Fee: \$12 AARP member/\$14 non-member

AARP Mature Driving Refresher Course

Taught by Wayne Edwards

This is a one day refresher course for those people who have taken the 8-hour class in the last four years. The certificate is still good for 3 years.

Location: Carmichael Park Clubhouse
Day/Time: 9am-1pm
Dates: 4/19
Fee: \$12 AARP member/\$14 non-member



Community Workshops Scheduled...Recreation Master Plan

The Carmichael Recreation and Park District is developing a Recreation Master Plan to guide our programs. We would like the community's input to determine the types of activities and programs that are needed to meet the recreation interests of our district. There are two community workshops scheduled for your convenience.



Recreation Master Plan Community Workshop

Thursday, February 11 at 6pm

La Sierra Community Center
5325 Engle Rd, Carmichael, CA 95608

Saturday, March 6 at 10am

Carmichael Park Clubhouse
5750 Grant Avenue
Carmichael, CA 95608

RSVP – Tracy Kerth (916) 485-5322x23 tracy@carmichaelpark.com

balance
your **LIFE** with
RECREATION



SPECIAL THANKS TO OUR ADVERTISERS



Community Workshops Scheduled... Recreation Master Plan

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5750 Grant Avenue, Carmichael, CA 95608

RSVP: Tracy Kerth (916) 485-5322x23
tracy@carmichaelpark.com

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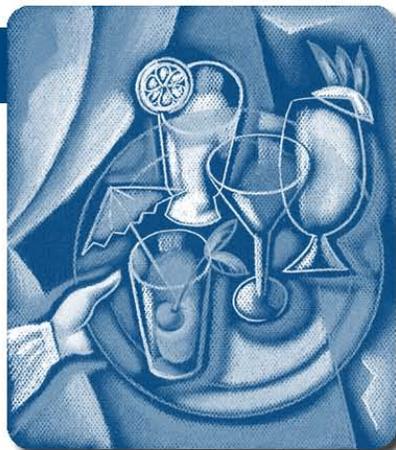
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Carmichael Recreation and Park District
at (916) 483-7826



You're Invited!

The 8th Annual "Taste of Carmichael"
A Charity for Children, Youth and Community Projects

Hosted by Kiwanis Club of Carmichael

Saturday May 22, 2010 - 4:30 to 8:00pm

La Sierra Community Center, 5325 Engle Road

Wine & Food Tasting, Booths, Music, Art, Vintage Cars, Door Prizes,
Raffles, and Silent Auction

Event Tickets \$40 per person at the door.

For event information call George 481-0196; To order tickets call
Clyde at 967-7627 or visit www.CarmichaelKiwanis.com

APPENDIX D

Recreation Master Plan

Characteristics of Respondents-

- 44 percent of respondents have lived in Carmichael over 20 years
- 44 percent of respondents have a household income between 50k and 100k, 17 percent over 100K
- 48 percent of respondents were families
- 25 percent of respondents were over age of 65
- 85 percent of respondents own their home

Characteristics of Respondents Participation-

- 34 percent of the respondents did not participate in any programs
- 32 percent of respondents did not participate in any events
- 13 percent of respondents did not visit any of the Districts parks

73 percent of respondents get their information from the Activity Guide

- 70 % of respondents participate in District Programs
- 88% of respondents have visited more than one District Park
- About a 50/50 split youth and Adult program participants with slightly more youth participants

Ideas from Respondents

- Walking for Exercise
- Nature Walks
- Hiking
- Horticulture
- Bunco
- Adult Art
- Group Travel
- Climbing Wall
- Indoor Softball
- Youth Science
- Social Dances
- Badminton
- Radio Flyer
- Dog Walks
- Farmer Market

EVENTS

- Craft Fair
- Flea Market
- Outdoor Movies
- Health Fair
- Car Show
- Circus

COMMUNITY SERVICES

Environmental Education
Prenatal Education

Parenting Classes
Tax Assistance

Food Bank
Job Training

Health Clinic

CONCLUSIONS

- Most program participants receive their information from the Activity Guide.
- Although Carmichael residents earnings are on the higher end there is still an interest in community services programs like job training, health clinics, food banks, and parenting classes.
- Carmichael Park is the most visited park.
- Most of the Districts participants were under 65 years of age. Although there are as many adult participants as youth participants there are not many participants over 65
- Individual households participated in programs as much as family.

RECOMMENDATIONS

- The District should increase efforts to reach potential participants in a variety of ways including social network.
- The District should consider increasing outreach to the lower-income residents.
- The District should review maintenance service levels at all parks particularly Carmichael Park
- The District should consider increasing outreach to senior residents or increase marketing of the MORPD senior programs.
- The District should consider increasing adult programs for homeowners living on their own.

APPENDIX E

PUBLIC WORKSHOP INFORMATION	PUBLIC WORKSHOP INFORMATION
FEBRUARY MEETING -21 attended	MARCH MEETING – 9 attended
<p><u>Community Events</u> Farmers Market Plein air painting at concerts Art Show, Theater, & Districe event at LS Variety of events – tournaments New music for summer concerts Shades of Carmichael – bring back event</p>	<p><u>Community Events</u> Family Themed Concerts Bell Ringers at Holiday Tree Lighting Contact Rudolph Steiner College Community Talent Show Earth Day/Green Week in conjunction with Creek Week</p>
<p><u>Neighborhood Events</u> Del Campo Park or other neighborhood parks Blue Grass festival Any music venue Neighborhood block party – various activities Service Day @ parks – supervision BBQ and help with projects Mobile recreation programs Day in the Park – croquet, bocce ball, table tennis</p>	<p><u>Neighborhood Events</u> Harvest Festival at garden Farmers Market Jazz Festival</p>
<p><u>Community Services</u> Volunteer Program (Americorp, Key club, Eagle Scout) Swimming Pool</p>	<p><u>Community Services</u> Volunteer Program goat farmers e-waste site (shredding free donation site (fundraiser?); recycle old medicines, recycle all things people do not know what to do with – meds, fire extinguishers, etc La Sierra one stop recycling center) Use of fire extinguisher</p>
<p><u>Classes</u> Computers Turbo Tax Quick books Music – learn how to use i-tunes New technologies Partnership with outside tech agencie Fine Arts Center classes sculptureing Work with local crafts stores for classes</p>	<p><u>Classes</u> Nutrition fact sheet to hand out - all programs guitar sewing knitting tatting recycle art</p>
<p><u>Youth Sports/Activities</u> Skate Park snack bar Bike Park Afterschool Art Program with SFAC</p>	<p><u>Youth Sorts/Activities</u> Kids nutrition classes Pass our nutrition fact sheet at events Knitting</p>

<p>Archery Woodworking Street Hockey Swimming Pool Craft Classes - beading</p>	<p>Sewing Fashion design for teens CPR and first aid at summer camps Teen Advisory Board</p>
<p>Senior Programs Travel Programs Social Gatherings around different topics and lectures Water Aerobics</p>	<p>Senior Programs Safety classes</p>
<p>Adult Programs Shuffleboard Bocce ball Sculpture in the gardens Indoor soccer Water Aerobics – Need pool Tennis Social – BBQ Round Robin Tournament</p>	<p>Adult Programs Master Gardener Classes Art Tile Classes Use tile as fundraiser for community square Art classes Music classes Sewing</p>

APPENDIX F

PROGRAM	CRPD	ARCADE	MORPD	SUNRISE	FEC	
EVENTS						
egg hunt	x		xx		x	xx - Limited - grandparents/grandkids
july parade	x		x	x		
july fireworks	x		crpd	x		
founders day	x		crpd			
tree light	x		crpd			
free concerts	x	x	crpd	x		
dog show	x					
movie night	x	x	crpd		x	
silent sleigh	x					
wall of honor	x					
halloween carnival	x		x		x	
creek week	MAIN HOST	x	x	x	x	
Kids Carnival	x		x		x	
crab feed					x	
wine tasting					x	
fish derby					x	
yard/parking lot sale	x		x		x	
YOUTH						
volleyball	x		x	x	x	
flag football	x		x	x	x	
b basketball	x	x	x		x	
g basketball	x	x	x		x	
wrestling	x		x			
track & field	x		x			
pee wee bball	x			x		
skyhawks	x		x	x		
before after school	x				x	
Bridges	x		x			
summer camp	x		pt camp	x	x	
fencing	x			x		
teen camp	x					
skatepark	x					
dance	x	x		x	x	
babysitting	x			x	x	
tiny tots	x	x	x	x	x	
baton	x	x		x		
cooking	x		x	x		
tennis	x			x	x	
martial arts	x	x			x	
art camp	x					
Youth knitting		x				
Band			x			
Pitching				x		

Gymnastics		x		x	
Drivers Ed		x			x
Bowling		x			
Little League	x			x	
Soccer	x	x	x	x	x
girls softball	x				
roller skating		x			
piani		x			
science camp		x			
PROGRAM	CRPD	ARCADE	MORPD	SUNRISE	FEC
iron chef			x		
cooking				x	
aquatics				x	x
Del Campo F ball Strength	x				
Del Campo VB Camp	x				
Breakdance					x
Cheer	x				x
field trips	x				
ADULT					
b ball	x				
v ball	x			x	
s ball	x			x	x
tennis	x			x	
mature driving	x			x	
exercise	x	x	x	x	
driving	x				
fine art	x				
Glass blowing		x			
walking	x	x	x		
golf				x	
stained glass	x	x			
water aerobics			x		
self defense				x	
meditation				x	
bunco			x		
social dances	x		x		
Boating skills	x				
photo classes	x				
garden clubs	x				
sac fine arts	x				
mature driving	x				
notary	x				
hoola hoop	x				
back strength	x				
chatauqua	x				
financial fitness	x				
dog training	x	x		x	
First aid CPR	x				

Zumba	x					
Line Dane	x					
Bingo				x		
kickboxing				x		
bowling				x		
scrabble				x		
bridge				x		
ceramics	x			x		
pinocle				x		
senior dancing	x			x		
field trips (Adults)			x			
Disk Golf	x 18				x 9	

APPENDIX G

Programs – In house inventory		Toddlers	Youth	Youth	Teen	Adult	Senior
Age		3-5 yrs	6-8 yrs	9-11 yrs	12-17yrs	18+	50+
SPORTS							
Basketball - A, Jr H, Y	Year-round		X	X	X	X	X
Softball - A	Year-round					X	X
Volleyball - A, JrH, Y	Year-round		X	X	X	X	X
Tennis	Year-round	X	X	X	X	X	X
Football Strength/Speed	Seasonal				X		
Flag Football Y, JrH	Seasonal		X	X	X		
Skate Park/camps	Year-round	X	X	X	X	X	X
Fencing	Seasonal			X	X	X	X
Track and Field Jr. High	Seasonal				X		
Wrestling - Jr High	Seasonal				X		
FITNESS AND HEALTH							
Jazz Dance	Year-round					X	X
Line Dance	Year-round					X	X
Back Strengthening	Year-round					X	X
Chair Yoga	Year-round					X	X
Hoop Girl Workout	Year-round					X	X
Fitness - Step & yoga	Year-round					X	X
Karate	Seasonal						
First Aid CPR	Year-round					X	X
Zumba	Year-round				X	X	X
Nordac Walking	Year-round				X	X	X
Mystery Walks	Year-round			X	X	X	X
Weightloss Program	Year-round			X	X	X	X
Cardio Kick	Year-round					X	X
Tone Class	Year-round					X	X
YOUTH CLASSES							
Parent and me gym	Year-round	X					
Babysitting Safety	Seasonal			X	X		
Baby Ballet/Gymnastics	Year-round	X	X				
Kindergym	Year-round	X	X				
Pre-Ballet	Year-round	X	X				
Kids Love Soccer	Year-round	X	X	X	X		
Fine Arts Camp	Seasonal		X	X	X		
Quilting	Seasonal		x	x	x		
DAY CARE							
Explorer Day Camp	Seasonal			X			
Voyager Day Camp	Seasonal		X				
Summer Reading	Seasonal	X	X	X	X	X	X
Teen Programs	Seasonal				X		
Kids Hang Out Afterschool	Year-round		X	X			

Bridges Program	School year		X	X	X		
Tiny Tot Pre-School	Year-round	X					
LEISURE ENRICHMENT							
Notary Classes	Seasonal					X	X
Healthy Cooking	Seasonal				X	X	X
Ikebana Japanese Floral	Seasonal					X	X
Estate Planning	Seasonal					X	X
Writing you Life Story	Seasonal					X	X
Retirement	Seasonal					X	X
Clutter Classes	Seasonal					X	X
German Language	Seasonal					X	X
Dog Obedience	Year-round			X	X	X	X
Pet First Aid	Seasonal				X	X	X
Pottery	Seasonal					X	X
Line Dance	Year-round					X	X
Medicare Made Easy	Seasonal						X
Fall Prevention	Seasonal						X
Tap Dance	Year-round						X
Mature Driving	Year-round						X
Parents Night Out	Seasonal	X	X	X	X	X	X
EVENTS							
4TH of July	Annual	X	X	X	X	X	X
Summer Concerts	Annual	X	X	X	X	X	X
Movie in the Park	Annual	X	X	X	X	X	X
Field Trips	Annual		X	X	X		
Summer Carnival	Annual	X	X	X	X		
Symphonic Concerts (LS)	Year-round	X	X	X	X	X	X
Founders Day	Annual	X	X	X	X	X	X
Skate Park Concert	2x/yr		X	X	X	X	
Wall of Honor	Annual	X	X	X	X	X	X
Silent Sleigh	Annual	X	X	X	X	X	X
Tree Lighting	Annual	X	X	X	X	X	X
Tiny tot Holiday Party	Annual	X					
St Patricks day concerts	March	X	X	X	X	X	X
Princess Party	Annual	X	X	X	X		
Easter Egg Hunt	Annual	X	X	X	X	X	X
Creek Week	Annual	X	X	X	X	X	X
Dog Show	Annual	X	X	X	X	X	X
Capra Farm Open House	Bi-Annual	X	X	X	X	X	X
Farmers Market	Weekly	X	X	X	X	X	X
Community Garden	Seasonal	X	X	X	X	X	X

Youth Development Principles



Carmichael Recreation strives for excellence in serving safe, active, and creative recreational activities. We also realize that the success of our program does not solely rests in these activities. Our success mainly relies upon our staff building relationships and developing our youth in positive and healthy ways. The following are five youth development principles that will be incorporated into summer day camp.

I. SAFETY

- a. Psychological and emotional safety is promoted.
 - Emotional climate of camp is predominantly positive (e.g., mutual respect, relaxed, supportive, good teamwork, camaraderie, inclusiveness).
- b. The physical environment is safe and free of health hazards
 - The recreation space is free of health and safety hazards
 - The recreation space is clean and sanitary
- c. Appropriate emergency procedures and supplies are present
 - Written emergency procedures are posted in plain view
 - At least one complete first-aid kit is accessible and visible from the program space
 - All entrances to the indoor recreational space are supervised for security during program hours.
 - Access to outdoor program space is supervised during program hours

II. RELATIONSHIP BUILDING

- a. Staff provides a welcoming atmosphere
 - All youth are greeted by staff within 15 minutes of arriving
 - During activities, staff mainly use a warm tone of voice and respectful language
 - During activities, staff generally smile, use friendly gestures, and make eye contact
- b. Staff support youth with encouragement
 - During activities, staff are almost always actively involved with youth
 - Staff support at least some contributions or accomplishments of youth by acknowledging what they've said or done with specific, nonevaluative language (e.g., "Yes you did a great job cleaning all the games up and putting them neatly away")
 - Staff make frequent use of open-ended questions
- c. Staff use youth-centered approaches to reframe conflict
 - Staff predominantly approach conflicts and negative behavior in a nonthreatening manner (i.e., approach calmly, stop any hurtful actions, and acknowledge youth's feelings).
 - Staff seek input from youth in order to determine both the cause and solution of conflicts and negative behaviors
 - To help youth understand and resolve conflicts and negative behaviors, staff encourages youth to examine the relationship between their actions and consequences.

- d. Youth have opportunities to develop a sense of belonging
 - Youth have structured opportunities to get to know each other (e.g. icebreakers, introductions)
 - The activities include structured opportunities to publicly acknowledge the achievements, work, or contributions of at least some youth (e.g. talent show).

III. YOUTH PARTICIPATION

- a. Youth have an influence on the setting and activities in the organization
- b. Youth have opportunities to make choices based on their interests

IV. SKILL BUILDING

- a. Activities support active engagement
 - The bulk of the activities involve youth in engaging with materials or ideas or improving a skill through guided practice.
- b. Session flow is planned, presented, and paced for youth
 - Staff have all materials and supplies ready to begin all activities
 - Staff explain all activities clearly
 - There is an appropriate amount of time for all of the activities. (e.g., youth do not appear rushed, frustrated, bored, or clear).
- c. Youth have opportunities to participate in small groups
- d. Staff support youth in building new skills
 - All youth are encouraged to try out new skills or attempt higher levels of performance
 - All youth who try out new skills receive support from staff despite imperfect results, errors, or failure. Staff allows youth to learn from and correct their own mistakes and encourage youth to keep trying to improve their skills.

V. ASSESSMENT AND EVALUATION

- a. Staff will be evaluated using youth PQA basics.
 - Evaluations will occur at least two times during the summer. After each evaluation, staff will meet with coordinator and discuss findings
 - Evaluations are used to help increase the quality of the program, not to criticize staff members\



Youth Development

Be the change that makes a difference in a young person's life. Hold yourself to these high standards.

DAILY CHECK LIST

- All youth are greeted by staff within the first 15 minutes of the session
 - During activities, staff mainly use a warm tone of voice and respectful language
 - During activities, staff generally smile, use friendly gestures, and make eye contact
 - Staff start and end activities within 10 minutes of scheduled time
 - Staff have all materials and supplies ready to begin all activities
 - Staff explains all activities clearly
 - There is an appropriate amount of time for all of the activities (youth don't appear to be rushed, frustrated, bored, or distracted; most youth finish activities)
 - Youth are encouraged to try out new skills or attempt higher levels of performances
 - All youth who try out new skills receive support from staff despite imperfect results, errors, or failure
 - Staff allow youth to learn from and correct their own mistakes and encourage youth to keep trying to improve their skills
 - During activities, staff are almost always actively involved with youth (they provide directions, answer questions, work as partners or team members, check in with individuals or small groups)
 - Staff support at least some contributions or accomplishments of youth by acknowledging what they've said or done with specific, nonevaluative language
 - Staff make frequent use of open-ended questions
 - Staff predominately approach conflicts and negative behavior in a non-threatening manner (approach calmly, stop any hurtful actions, and acknowledge youth's feelings)
 - Staff seek input from youth in order to determine both the cause and solution of conflicts and negative behavior (youth generate possible solutions and choose one)
 - Staff encourage youth to examine the relationship between their actions and consequences to help youth understand and resolve conflicts and negative behavior
- Staff acknowledge conflicts and negative behavior and follow up with those involved afterward

APPENDIX I

