

**AGENDA
CITY OF ROCKLIN
PARKS AND RECREATION COMMISSION
SPECIAL MEETING
June 21, 2017
TIME: 6:00 PM
PLACE: City of Rocklin Council Chambers
www.rocklin.ca.us**

CITIZENS ADDRESSING THE COMMISSION

Citizens may address the Commission on any items on the agenda at the time the item is considered. Citizens wishing to speak may request recognition from the Chairperson by raising their hand and stepping to the podium when requested to do so. Speakers will usually be allowed five (5) minutes; however, the Chairperson may set shorter time limits. Speakers are asked to identify themselves by stating their name and the city they reside in for the official record.

ACCOMMODATING THOSE INDIVIDUALS WITH SPECIAL NEEDS

In compliance with the Americans with Disabilities Act, the City of Rocklin encourages those with disabilities to participate fully in the public hearing process. If you have a special need in order to allow you to attend or participate in our public meeting and public hearing processes, including receiving notices, agendas, and other writings in appropriate alternative formats, please contact our office at (916) 625-5560 well in advance of the public meeting or public hearing you wish to attend so that we may make every reasonable effort to accommodate you.

INTRODUCTION

1. **Call to Order:**

2. **Pledge of Allegiance:**

3. **Roll Call:**

Any writing related to an agenda item for the open session of this meeting distributed to the Recreation Commission less than 72 hours before this meeting is available for inspection at City Hall, 3980 Rocklin Road, Rocklin, during normal business hours. These writings will also be available for review at the Parks and Recreation Commission meeting in the public access binder located on the table at the back of the Chambers.

4. AGENDA REVIEW

- A. Agenda Modifications

5. CONSENT CALENDAR

- A. Minutes

- 1. Minutes from April 12, 2017 Commission Meeting
- 2. Minutes from May 10th, 2017 Commission Meeting

6. SPECIAL PRESENTATIONS

- A. Whitney Park Phase II Community Survey

7. CITIZENS ADDRESSING THE COMMISSION

- A. Name and City

8. REPORTS FROM CITY OFFICIALS/DISCUSSION AND POTENTIAL ACTION ITEMS

- A. Art Task Force recommendations for Big Gun art location (possible action)
- B. Youth Commissioners
- C. Venue Rentals Report - May 2017
- D. Fall Recreation Activity Guide

9. DIRECTOR'S REPORT

10. REPORTS FROM COMMITTEES

- A. Art Task Force

11. **COMMISSION COMMENTS**

12. **FUTURE AGENDA ITEMS**

13. **Adjournment:**



Parks, Recreation, and Arts Commission Report

Subject: Art Task Force Recommendations for Big Gun Art Locations

Submitted by: Karen Garner, Director

Date: June 21, 2017

Department: Parks & Recreation

- **Staff Recommendation:**
 - Review Recommendations of the Art Task Force
 - Prioritize Big Gun Public Art locations

BACKGROUND:

There is \$10,000 allocated in this current fiscal year for a public art project. Based on discussion at a Council Meeting, the Commission elected to use the \$10,000 for an art project related to the Big Gun shed that was recently dismantled due to safety concerns. A subcommittee is working on preparing a draft RFQ/RFP/Call to Artists.

Another subcommittee of the Art Task Force met at Quarry Park to walk the site and review potential locations for public art. Attached are photos of the proposed locations. The subcommittee can discuss the pros and cons of each site and make a recommendation to the Commission on a preferred site(s).

CONCLUSIONS & RECOMMENDATIONS:

Conclusions:

- The Art Task Force subcommittee has reviewed the site and determined several possible art locations.
- The Commission should consider each site and develop a list prioritizing each location.

Recommendations:

- Staff recommends that the Parks, Recreation and Arts Commission;
 - Review and prioritize locations within Quarry Park for Big Gun Public Art locations.



Site 1
scale



Site 1



Site 2



Site 3



Site 3
West facing



Site 4

Site 5





Parks, Recreation, and Arts Commission Report

Subject: 2017/18 Youth Commissioners

Submitted by: Karen Garner, Director

Date: June 21, 2017

Department: Parks & Recreation

- **Staff Recommendation:**
 - Informational only. No action necessary.

BACKGROUND:

A committee consisting of Council members Patterson and Gayaldo and Commissioners Hartwell and Anderson interviewed and selected two students to fulfill the 2017/18 Parks, Recreation and Art youth commissioner position. As there is only one youth commission position for the Parks, Recreation and Arts Commission, the two councilmembers and two commissioners that interviewed the students are supportive of appointing one of the students to the Art Task Force. Based on their specific experience and interests, Chair Hartwell and Commissioner Anderson appointed the students as follows.

Alexia Najera, Rocklin High School – Parks, Recreation and Arts Commission representative
Lizeth Pedroza, Western Sierra Collegiate Academy – Arts Task Force representative

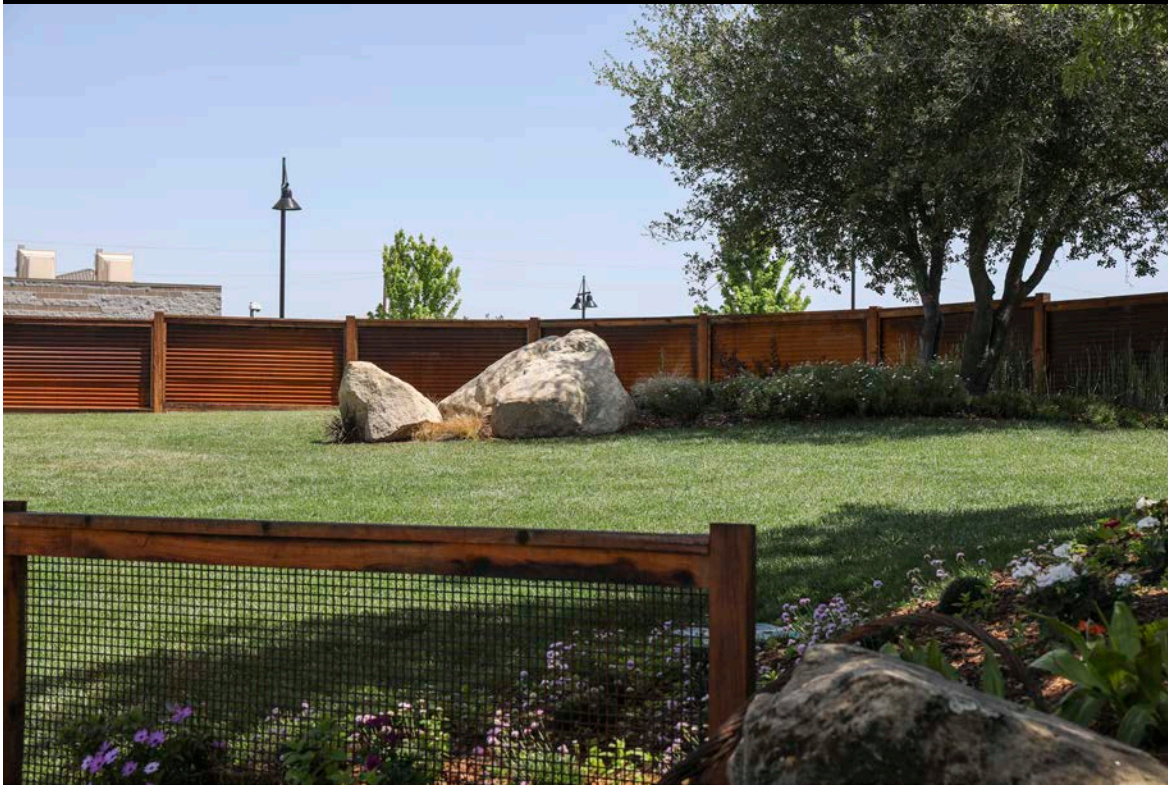
They will be recognized at the June 28th Council meeting as being selected to serve on the Commission and Art Task Force and begin their terms in July.



Site 1 scale



Site 1



Site 2



Site 3



Site 3
West facing



Site 4

Site 5



Venue Rental Report - May 2017

Rental Usage	General	Weddings	Instructors	MOU/Contract	Churches	Seniors	City Use	RUSD	Total
Event Center Ballroom	6	6					5		17
EC Garden Room	7	2					3		12
EC Alpine Room		9							9
EC Beverage Room	6								6
EC Buffet Room		5					5		10
EC Bridal Suite		8							8
EC Room 101	1		23				5		29
EC Room 102		1	9						10
EC Room 105	1		4						5
EC Room 107	3								3
Community Center	5			26					31
Parks & Rec Building	9	1	40	4		4	1		59
Finn Hall				29			1	1	31
Picnic Pavilions	40			13	1				54
Total Usage	78	32	76	72	1	4	20	1	284

	May 2016	May 2017	15-16 Year to Date	16-17 Year to Date
Event Center	26,306.25	34,122.50	230,553.75	298,918.75
Community Center	4,317.00	3,895.00	44,984.75	48,169.50
Parks & Rec Building	2,120.00	3,080.00	23,997.50	19,718.75
Finn Hall	1,340.00	2,500.00	12,590.00	14,470.00
Picnic Pavilions	2,950.00	4,050.00	17,570.00	23,960.00
Total Revenues	37,033.25	47,647.50	329,696.00	405,237.00

	16-17 Budget		Fiscal Year to Date
2016 - 2017 Venue Rental Revenues	283,000.00	143%	405,237.00

CITY OF ROCKLIN

RECREATION

FALL 2017

inside.... FALL SPORTS · CLASSES · CAMPS · EVENTS



CITY OF ROCKLIN
PARKS & RECREATION DEPARTMENT
916.625.5200 | rocklin.ca.us/recreation

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Join the
outdoor
FUN

JUN 16 SECRET LIFE OF PETS
KATHY LUND PARK

JUL 7 FINDING DORY
JOHNSON-SPRINGVIEW PARK

AUG 4 LEGO BATMAN
TWIN OAKS PARK



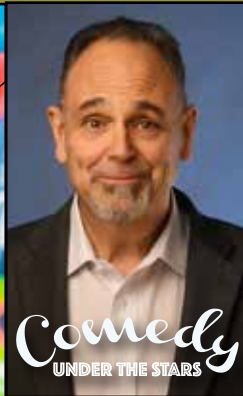
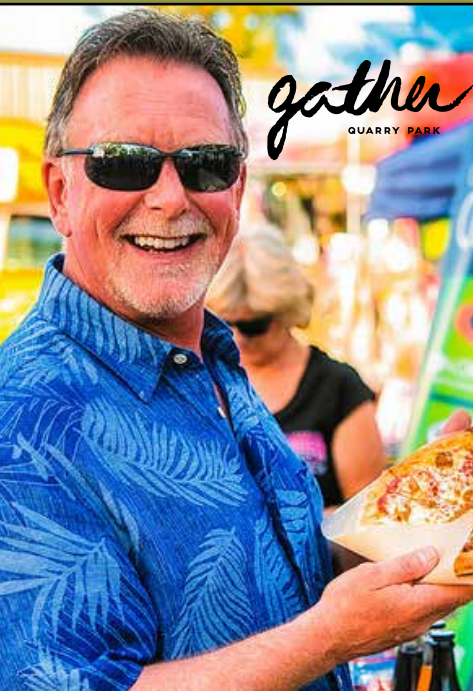
JUN SHAKESPEARE IN THE PARK • GATHER • CELEBRATE AMERICA

JUL COMEDY UNDER THE STARS • CONCERT • STAIRWAY TO STARDOM • GATHER

AUG GATHER • WOOFSTOCK • CONCERT

SEPT CONCERT • HOT CHILI & COOL CARS • GATHER

OCT ROCKLIN MINI MAKER FAIRE • GATHER **DEC** TREE LIGHTING



**Rocklin Mini
Maker Faire**

**MORE
2017 EVENTS
AT » ROCKLIN.CA.US/EVENTS**

Fall SPORTS

CITY OF ROCKLIN

Parks & Recreation and our partners are pleased to bring you these fun, healthy and enriching programs! Questions? Call us: 916.625.5200

Unless otherwise noted, get more details, and register today at:

rocklin.ca.us/classes

Locations

Clarke Dominguez Gym

5035 Meyers Street

Community Center

5480 5th Street

Johnson Springview Park

5480 5th Street

Kathy Lund Park

6101 West Oaks Blvd.

Margaret Azevedo Park

1900 Wildcat Blvd.

Parks & Recreation Building

5460 5th Street

Parks & Rec

Senior Activity Room

5460 5th Street

Parks & Rec

Parkview Activity Room

5460 5th Street

Rocklin Event Center

2650 Sunset Blvd.

Twin Oaks Park

5500 Park Drive

HERBALIFE FIT CAMP

Join today for 8 weeks of nutrition classes, 2 workouts each week, customized nutrition plan, weekly Fit-bit step challenge, your OWN personal coach, and even PRIZES!

Parks & Recreation Activity Room
\$45

Next session begins

Wednesdays, Sept 6 | 7:30pm



ADULT SOFTBALL

Take to the fields and have some softball fun!

Tuesday Men's League
Wednesday Men's League
Sunday Coed League
Azevedo Park June - Aug.
Details at:

teamsideline.com/rocklinrecsports



YOUTH FLAG FOOTBALL

Non-contact Flag Football for boys and girls. 8 week program with parent coaches, 7 weeks of games and a playoff.

Kathy Lund Park

Individual:

\$129 Res | \$139 Non-Res

Individual with coach:

\$79 Resident | \$89 Non-Res

Saturdays, Sept 9 - Oct 21

Grades 1-2 #15315

Grades 3-4 #15316

Grades 5-6 #15317

Grades 7-8 #15318

Comp teams \$795/team

Grades 3-4 Comp #15319

Grades 5-6 Comp #15320

YOUTH BASKETBALL

First two weeks kids receive instruction from National Academy of Athletics coaches, followed by six weeks of practices and games with parent coaches.

Games on Saturdays.

Clarke Dominguez Gym

\$95 Resident | \$105 Non-Res

Feb 10 - March 31

Grade K #15341

Grades 1-2 #15340

Grades 3-4 #15343

Grades 5-6 #15342

YOUTH VOLLEYBALL CLUB

If your child likes volleyball, or has expressed interest in the game, they will love our volleyball club! From beginners to more experienced player, whether to improve skills or just compete, we have something that will motivate, educate, and challenge everyone!

6 week session

Clarke Dominguez Gym

\$89 Residents | \$99 Non-Res

Tuesdays, Sept 19-Oct 24

6:00-7:30pm

Grades 3-6 #15349

Sports PROGRAMS

SKYHAWKS SOCCER

Skyhawks provides the nation's number one camp for learning the fundamentals of soccer! Using professional curriculum, kids gain technical skills and sport knowledge required for that next step in soccer.

Johnson-Springview Park
\$79 Resident | \$89 Non-Res

Wednesdays, Sept 6 - Oct 11
Ages 6 - 9 | 3:30pm - 4:30pm
#15324

Ages 10 - 13 | 4:45pm - 5:45pm
#15325

Wednesdays, Oct 18 - Nov 22
Ages 6 - 9 | 3:30pm - 4:30pm
#15327

Ages 10 - 13 | 4:45pm - 5:45pm
#15328

Offered in partnership with:



Learn more and register at:

teamsideline.com/rocklinrecsports

TOTS SOCCER Ages 3 - 5

These soccer themed motor skills classes are very easy for youngsters to get into. Younger age groups focus on developing motor skills and self-confidence. Older classes focus more on developing core soccer skills and personal focus. Above all else, we promote fun, fun, fun! Bring size 4 soccer ball. Cleats and shin guards recommended.

Johnson-Springview Park
\$79 Resident | \$89 Non-Res

Thursdays, Sept 7 - Oct 12

3:30pm - 4:15pm #15332
4:30pm - 5:15pm #15333

Thursdays, Oct 19 - Nov 23

3:15pm - 4:00pm #15334
4:15pm - 5:00pm #15335

SKYHAWKS TENNIS

RED BALL TENNIS Ages 6 - 9

A relaxed environment where fundamental tennis skills are taught, along with a wide range of fun activities that help develop agility, balance, movement, sending, receiving and gross motor skills on a 36-foot court. In addition to expanding tennis skill, players improve their movement and rallying skills. We help each player to develop better tennis mechanics and more consistent shots. A variety of fun activities are used to improve player athleticism through agility, balance, coordination, and movement development.

Twin Oaks Park
\$79 Resident | \$89 Non-Res

Fridays, Sept 8 - Oct 13
4:00pm - 5:00pm #15329

Fridays, Oct 20 - Nov 24
4:00pm - 5:00pm #15331

GREEN BALL TENNIS Ages 8 - 12

Class emphasizes all aspects of the game and helps improve proper shot technique. Focus is placed on live ball drills that develop rallying and decision-making skills, along with proper movement and recovery. Point playing games reinforce the skills learned and improve the player's competitive skills. Using teaching progressions that lead to live-ball play is a key element in this program.

Twin Oaks Park
\$79 Resident | \$89 Non-Res

Fridays, Sept 8 - Oct 13
5:15pm - 6:15pm #15330

Fridays, Oct 20 - Nov 24
5:15pm - 6:15pm #15344

When **School is OUT**
CAMPS ARE ON!

VETERANS DAY BASKETBALL CLINIC

Friday, Nov 10 | Clarke Dominguez Gym
Grades 2-5 & 6-8 | #15345
9:00am - 3:00 pm | \$45 Resident | \$55 Non-Res

THANKSGIVING BASKETBALL CAMP

Mon-Wed, Nov 20-22 | Clarke Dominguez Gym
Grades 2-5 & 6-8 | #15346
9:00am - 3:00 pm \$135 Res | \$145 Non-Res
9:00am - 12:00pm \$100 Res | \$110 Non-Res

HOLIDAY BASKETBALL CAMP

Wed-Fri, Jan 3-5 | Clarke Dominguez Gym
Grades 2-5 & 6-8 | #15347
9:00am - 3:00 pm \$135 Res | \$145 Non-Res
9:00am - 12:00pm \$100 Res | \$110 Non-Res



Fall PROGRAMS

STEAM & SEL skill focused camps by EDMO!

MYSTERIES & MYTHS

Students investigate natural phenomena and mysteries of the scientific world. They also debunk myths and learn to develop and ask meaningful scientific questions about the world around them.

Rocklin Event Center

PreK & K | 10:00am - 11:00am
Tuesdays, Sept 19 - Oct 24

Grades 1-3 | 10:00am-11:00am
Wednesdays, Sept 20 - Oct 25

Curious about the projects?
Check out **bookedmo.org**
and click on:
"Learn More About ASP's"

Learn more and register at:

rocklin.ca.us/classes

MINI DA VINCI

Students get hands-on with the laws of motion while exploring some fantastic Da Vinci inventions that inspire how the world today is built.

Rocklin Event Center

PreK & K | 10:00am - 11:00am
Thursdays, Sept 21 - Oct 26

ENERGY ENGINEERS

Students explore modes of transport and how we use the energy of our world to make them go. They also look to the future, and design and build new ways to get around town that use renewable energy.

Rocklin Event Center

K-2 | 9:00am - 12:00pm
Saturday, Oct 14

3-5 | 9:00am - 12:00pm
Saturday, Oct 21



MATHNASIUM CAMP

Stop the "Summer Slide," with individual assessment, personal, customized curriculum with a minimum of 10 subjects, plus math-related games, puzzles and activities! Brush up on what you know and prepare for next year.

Rocklin Event Center
\$430

Monday-Friday | 9am - 12pm
Grades 2 - 5
July 10-14 #15301

Grades 6 - 8
July 17 - 21 #15310

High School, SAT Prep \$495
Monday - Friday | 9am - 12pm
July 24 - 28 #15311

CHARACTER CLUB

Developing character with fun activities such as games, crafts, and music. Participants learn to recognize the qualities inherent in themselves, and discover the universal gifts of character.

Community Center
Ages 9 - 12 | 4:00pm - 5:30pm
Thursdays
Aug 24 - Oct 26
Nov 16 - Feb 15

Register at:

rocklin.ca.us/classes

2 WAYS to *register...*

1 *online*
rocklin.ca.us/classes

2 *in person*
5460 5th Street



Youth & Adult CLASSES



GUITAR

Become the guitarist you want to be! Elite Guitar Teachers Inner Circle guaranteeing the highest quality lessons. Call for monthly guitar lesson packages: 916.542.8639
 Rocklin Event Center
 More info at:
RosevilleGuitarLessons.com

Register at:
rocklin.ca.us/classes

Give your mind good exercise!

DANCE

Pottier Académie de Danse offers a comprehensive dance program, which includes a variety of styles for all ages and levels of experience, including combination classes. The unique combination of training, supportive staff, and innovative styles, create the perfect environment to develop dancer's skills and take them to the next level.

You may enroll dancer(s) for classes at any time. Tuition is due to the instructor the first day of class, along with an annual registration fee of \$20.00 upon enrollment.

Register at:
rocklin.ca.us/classes
 Parks & Recreation Activity Room
 \$45-75

PRE-BALLET & TAP

Saturdays | 11:00am - 11:45am
 Thursdays | 4:30pm - 5:15pm

BALLET I/II

Saturdays | 11:45am - 12:45pm

BALLET III/IV

Mondays | 5:30pm - 7:00pm

STRENGTH & STRETCH JAZZ

Wednesdays | 5:30pm - 6:00pm

INTERMEDIATE TAP

Wednesdays | 6:30pm - 7:30pm

MOMMY/DADDY & ME BALLET

Ages 18 mo - 3 yrs
 Saturdays | 10:30am - 11:00am

Recital info coming soon!



ART

Tap into your creative side! Join artist Mara Raubitschek for an ongoing drawing and painting class! Learn basic color and composition while designing your own creations. Try out a variety of materials and discover how to make them work for you through guided lessons and experimentation.

Johnson Springview Park,
 Community Center

\$120 four lessons

\$110 with Placer Arts Membership

Age 7-19

Wednesdays | 4:00pm - 5:00pm

Saturdays | 12:00pm - 1:30pm

Sundays | 11:00am - 12:30pm

Age 13-19

Sundays | 11:00am - 1:00pm

Learn more about ARTspace
 and register at:
PlacerArts.org

FRENCH

Using the latest foreign language teaching techniques, students learn about the french culture and various celebrations throughout the year. 12 students per class.
 Rocklin Event Center

Email for more info:
info.efsac@gmail.com

FENCING

Learn the basics of fencing, including stance, basic movements and how to handle the modern fencing foil over four weeks. Classes for Introductory, Intermediate, and Advanced students.
 Parks & Recreation Activity Room

Details at:
rocklin.ca.us/classes

Adult PROGRAMS

The City of Rocklin offers a variety of activities for our Active Adult Community. All activities are free and each group is always looking for new members to join in the fun. More info: 916-625-5200.

SENIOR SOCIAL HOUR

Parks & Rec Senior Activity Room
First and Third Tuesdays come enjoy coffee and conversation with old and new friends!
8:00am - 10:00am
Tuesdays, starting Sept 7

DUPLICATE BRIDGE

Parks & Rec Senior Activity Room
Mondays | 9:00am - 1:30pm
Thursdays | 12:00 - 3:30pm

MEN'S BRIDGE

Parks & Rec Senior Activity Room
First Thursday of each month
Thursdays | 6:30 - 9:00pm

SATURDAY BRIDGE

Parks & Rec Senior Activity Room
Saturdays | 10:00am - 2:00pm

COUPLES BRIDGE

Parks & Rec Senior Activity Room
Fourth Tuesdays | 6:00 - 10:00pm
Third Thursdays | 6:00-10:00pm

PINOCHLE

Rocklin Event Center
Mon, Weds | 8:00am - 2:00pm

ADULT PEER COUNSELING

Placer County Peer Counseling preventative education and services to support the wellness and self sufficiency of older adults. Life transitions as we age can sometimes be difficult. Loss of a companion, medical illness, physical disability, retirement, or relocation can be upsetting. It is helpful to talk with someone near your age who can help you address concerns in a safe, confidential environment.
Rocklin Event Center
Thursdays | 9:30am - 12:30pm

AARP DRIVING CLASSES

Refresher course, for drivers 50+. Learn how age changes your driving skills, how to cope with normal, hazardous driving situations, roadway conditions, signs, signals, vehicle safety, and how medications affect mature drivers. Receive a DMV certificate for a possible reduced insurance premium. Check to AARP due at first class.
Rocklin Event Center
Wed & Thur | 9:00am - 1:00pm
Jul 26-27 or Oct 23-24

Wed | 9:00am - 2:00pm
Nov 15

HICAP

A free service for active adults which provides free information and counseling about Medicare.
Rocklin Event Center Rm 101
Two Tuesdays per month
10:00am - 2:00pm
For more info:

rocklin.ca.us/classes

AEROBICS

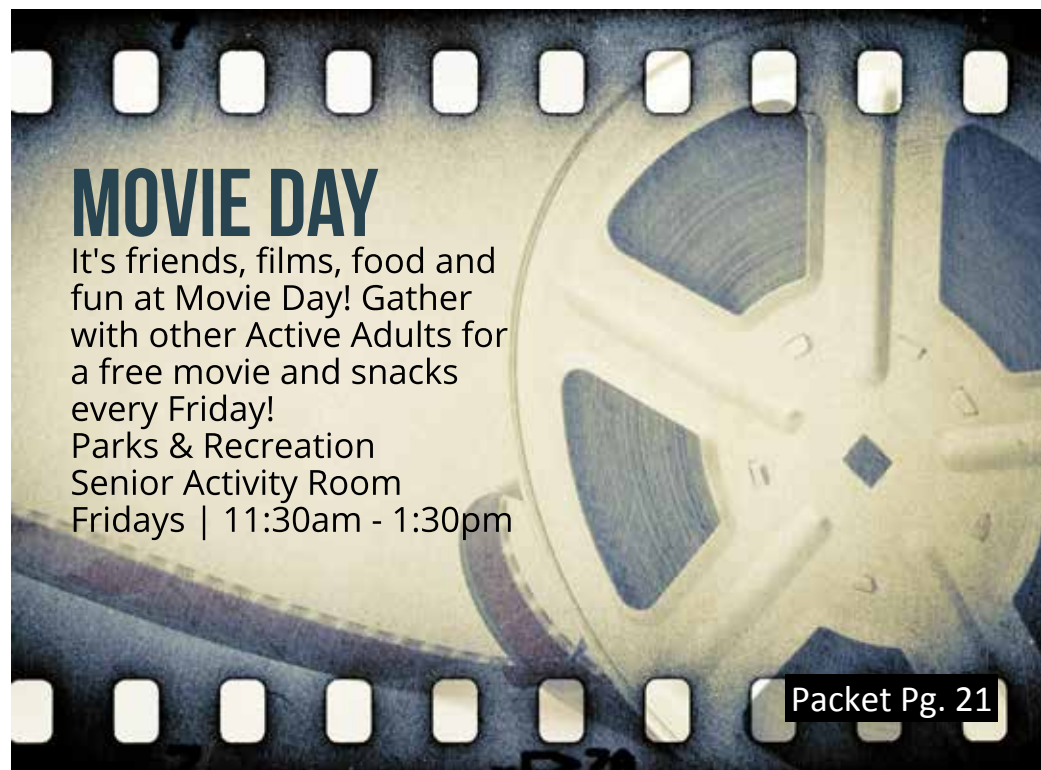
Fun workout to music with other active adults. A free course where new members are always welcome!
Parks & Rec Senior Activity Room
Mon, Wed, Fri | 9am - 10am

STRETCH & FITNESS

Get out and work out with other active adults!
Parks & Rec Activity Room
Mon, Wed, Fri | 11am - 12noon

ADULT CLOGGING

Learn this American Folk Dance and meet some fabulous people. No special shoes required.
Parks & Rec Activity Room
Thursdays | 9:30 - 11:30am
Email for more info:
sewiclog@gmail.com



MOVIE DAY

It's friends, films, food and fun at Movie Day! Gather with other Active Adults for a free movie and snacks every Friday!
Parks & Recreation
Senior Activity Room
Fridays | 11:30am - 1:30pm

Need a *beautiful* space to *celebrate*?
Book the **Rocklin Event Center** today!

Holiday Parties
Business Meetings
Conferences
Weddings



ROCKLIN EVENT CENTER
2650 Sunset Blvd. | Rocklin
916.625.5200



rocklin.ca.us/venues



Parks, Recreation, and Arts Commission Report

Subject: Director's Report

Submitted by: Karen Garner, Director

Date: June 21, 2017

Department: Parks & Recreation

- **Staff Recommendation:**
 - Informational Only. No Action necessary.

Rocklin 60 Park

- Sarah Novo, Parks Manager will provide a verbal update

Twin Oaks Playground

- Sarah Novo, Parks Manager will provide a verbal update

Strategic Plan

- A draft of the updated citywide strategic plan will be reviewed by Council along with the FY 17/18 budget at the June 28 meeting. Attached are the DRAFT pages related to the Parks & Recreation Department.

Wickman Park Ribbon Cutting

- Wickman Park located in the subdivision near W. Stanford Ranch/Wildcat/West Oaks Blvd. was accepted by the City Council at the June 14th meeting. An official ribbon cutting and grand opening is scheduled for Saturday, July 15th, mid-day and will coincide with a Wickman/Johnson family reunion. Invitations and more details will be completed soon and sent to Council, Commission and other dignitaries.

Parks, Trails & Open Space Communications Plan

- The Parks and Recreation Department will be contracting with Bamboo Creative to develop a communications plan. See attached for the proposal from Bamboo Creative.

2017-2022

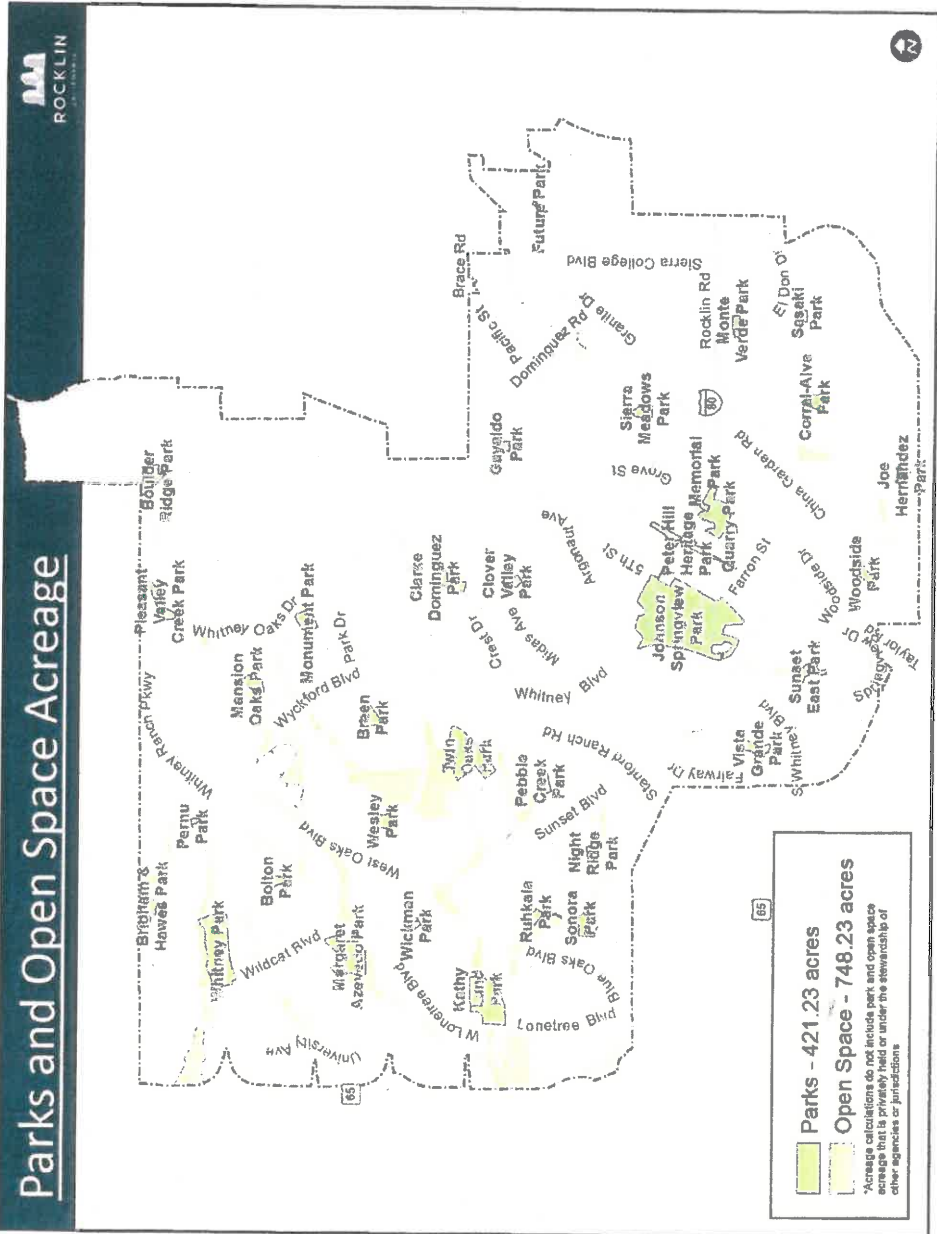
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Executive Summary



5-Year Parks and Open Space Forecast (per 1,000 residents):

Parks and Open Space Acreage



5-Year Street Lane Miles Forecast:

Year	Lane Miles
2015	503.5
2016	509.5
2017	512.5
2018	516.0
2019	519.0
2020	521.0
Total Increase 2015-2020	17.5

Staff is projecting to add another 17.5 lane miles over the next 5 years and the projected grand total is 521 lane miles.

1.4 Public Art Program Implementation

Description of Objective

Enhance the arts in Rocklin by integrating art into public spaces and supporting a wide variety of arts through implementation of the Public Art Master Plan.



Public Art Master Plan Cover

SUPPORTING ACTIONS FOR OBJECTIVE 1.4

Supporting Actions	Success Indicators	General Plan Relationship	Lead Dept.	Date
1.4a Implement the goals and objectives of the Public Art Master Plan.	Arts Task Force and Parks, Recreation & Arts Commission define the structure of an art nonprofit to assist with Implementation of the Public Art Master Plan. Public art opportunities are increased, documented and promoted.	OCR-30 Provide recreation programs that meet resident needs. OCR-32 Support and cooperate with Rocklin-based volunteer groups and organizations that provide recreation activities to all citizens, particularly young people and senior citizens.	Parks and Recreation	Q1

1.11 Special Events Enhancements

Description of Objective

Enhance city-wide Special Events through incorporation of arts and cultural experiences for all residents.



SUPPORTING ACTIONS FOR OBJECTIVE 1.11

Supporting Actions	Success Indicators	General Plan Relationship	Lead Dept. Date
<p>1.11a Increase events and entertainment experiences at Quarry Park and the Amphitheater through creative programming and unique events, such as Rocklin Gather.</p> <p>Encourage visitors to our community to include overnight stays to promote the local economy through multi-day experiences.</p>	<p>Creation of new or modification of existing events to have them take place in Quarry Park and the Amphitheater.</p> <p>OCR-30 Provide recreation programs that meet resident needs.</p>		<p>Department of Parks and Recreations and Business and Neighborhood Services.</p>

1.12 Parks and Trails Enhancements

Description of Objective

Maintain and enhance the City's parks and trail system and provide amenities and features for a wide variety of ages, interests and activities.



Johnson-Springview Park

SUPPORTING ACTIONS FOR OBJECTIVE 1.12

Supporting Actions	Success Indicators	General Plan Relationship	Lead Dept.	Date
<p>1.12a Implement priorities of the Parks and Trails Master Plan including review of undeveloped park areas, development of a Master Plan for Johnson-Springview Park, expansion of a citywide trail system and development of a communications plan as our park system transitions from a period of growth and development to long-term maintenance and rehabilitation.</p>	<p>Analysis of undeveloped park areas or other potential park lands including financial feasibility and community needs and benefits, both short- and long-term.</p> <p>Completion of Johnson-Springview Park Master Plan.</p> <p>Completion of a Communications Plan to educate, outreach and engage residents in park matters and provide opportunities for input</p>	<p>Goal for Open Space for Outdoor Recreation: Provide sufficient improved and unimproved outdoor recreation sites to meet the needs of the City on a continuing basis and at residential buildout.</p> <p>OCR 12 "Provide for park and other outdoor recreational needs, both active and passive, through methods including... collection of park user fees...rehabilitation of existing park and recreation facilities; requiring the installation of park improvements and requiring that financial mechanisms be created for long-term park and/or open space operation and maintenance.</p> <p>CONTINUED ON NEXT PAGE...</p>	<p>Parks and Recreation with Parks, Recreation and Arts Commission</p>	<p>Q1</p>

DRAFT

SUPPORTING ACTIONS FOR OBJECTIVE 1.12 (continued)

Supporting Actions	Success Indicators	General Plan Relationship	Lead Dept. Date
		<p>OCR-14 Provide developed as well as undeveloped parkland, recognizing that certain unique open space attributes may be best preserved by retaining them in a natural condition.</p>	
<p>1.12b Operate parks in a cost effective manner by implementation of new technologies and best practices, use of partnerships and volunteers. Seek to stabilize long-term funding of parks while considering alternative funding sources such as grants to supplement short-term park operations or opportunities.</p>	<p>Completion of cost benefit analysis for new technologies</p> <p>Successful application to grant opportunities for which Rocklin is competitive</p>	<p>OCR-26 Maintain a Park Repair and Development Fund that receives revenues from a variety of sources.</p>	<p>Parks and Recreation with support from Parks, Recreation and Arts Commission</p> <p>Q1</p>

DRAFT

SUPPORTING ACTIONS FOR OBJECTIVE 1.12 (continued)

Supporting Actions	Success Indicators	General Plan Relationship	Lead Dept.	Date
<p>1.12c Continue evaluating and prioritizing the maintenance and operations of new and existing parks, trails and park facilities.</p>	<p>Analysis of park project or additions that include short – and long-term costs, community benefits and impact to existing parks and trails.</p>	<p>OCR-12 Provide for park and other outdoor recreational needs, both active and passive, through methods including but not limited to: collection of park user fees, dedication of parkland, or a combination of both; rehabilitation of existing park and recreation facilities; requiring the installation of park improvements; and requiring that financial mechanisms be created for long-term park and/or open space operation and maintenance.</p>	<p>Parks and Recreation</p>	<p>Q1</p>
<p>1.12d Increase use of volunteers as support to staff and to assist in keeping parks clean and safe.</p>	<p>Increased responsiveness to basic park maintenance issues.</p>	<p>OCR-29 Encourage participation by community volunteers in park development, repair and maintenance.</p>	<p>Parks and Recreation</p>	<p>Q1</p>

1.13 Develop a Citywide Trail System



Description of Objective

Develop a network of diverse, quality trail experiences that provide both recreational and alternative transportation opportunities to retail, job centers and other attractions in the City of Rocklin.

SUPPORTING ACTIONS FOR OBJECTIVE 1.13

Supporting Actions	Success Indicators	General Plan Relationship	Lead Dept.	Date
<p>1.13a Implement the Trails Strategy & Action Plan and the Parks and Trails Master Plan.</p>	<p>Recommended policies and actions prioritized. Funding sources identified. Trail sections constructed as opportunities become available. Citywide trail systems reviewed, modified and updated on a regular basis to capture new opportunities, ensure connectivity and re-confirm community needs</p>	<p>Goal for Open Space for Outdoor Recreation – Provide sufficient improved and unimproved outdoor recreation sites to meet the needs of the City on a continuing basis and at residential buildout. OCR-15 Look for opportunities to establish linear parklands and/or open space areas that link open space and outdoor recreation areas, providing passage for pedestrians, bicycles, and wildlife. OCR-28 Integrate, to the extent practical, the City's bike and trails network with trails in adjacent jurisdictions and the region.</p>	<p>Parks and Recreation with support of Public Services</p>	<p>Q2</p>

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SUPPORTING ACTIONS FOR OBJECTIVE 1.13 (continued)

Supporting Actions	Success Indicators	General Plan Relationship	Lead Dept.	Date
<p>1.13b Where applicable, condition development projects to construct and build trails as identified in the Parks and Trails Master Plan and the Trails Strategy and Action Plan.</p>	<p>Process established that identifies proposed trails early in the development review process.</p> <p>Trail requirements are compatible with other city requirements.</p> <p>Trail development standards established that can be provided to developers and ensures consistency of trails throughout Rocklin.</p>	<p>OCR-12 Provide for park and other outdoor recreational needs, both active and passive, through methods including but not limited to: collection of park user fees, dedication of parkland, or a combination of both; rehabilitation of existing park and recreation facilities; requiring the installation of park improvements; and requiring that financial mechanisms be created for long-term park and/or open space operation and maintenance.</p>	<p>Parks and Recreation with the support of Economic & Community Development</p>	<p>Q2</p>
<p>1.13c Coordinate with appropriate local, state and federal agencies to obtain easements, permits or other approvals necessary to construct trails within protected areas or those that utilize utility easements.</p>	<p>Permits obtained and agreements completed in a timely manner for trails near sensitive habitat or that use or cross utility easements.</p>	<p>OCR-6 Look for opportunities to interconnect open space and natural areas to accommodate wildlife movement and sustain ecosystems and biodiversity.</p> <p>OCR-24 Consider acquisition and development of small areas along creeks at convenient and safe locations for use by the general public.</p>	<p>Parks and Recreation</p>	<p>Q2</p>
<p>1.13d Pursue potential funding sources such as grants to fund trail development and upgrades.</p>	<p>Grant or other funding obtained to expand or enhance trail network per the adopted plans.</p>	<p>OCR-35 Seek funding sources for a variety of recreational programs and facilities, including program fees, lease agreements and concessions, State and Federal funds, and the City Americans with Disabilities Act Superfund.</p>	<p>Parks and Recreation</p>	<p>Q1</p>

Chapter 4: PROMOTE A SUSTAINABLE COMMUNITY

4.8 Implement a Diverse Variety of Recreation



Description of Objective

Expand opportunity to allow private sector organizations to partner with the city to utilize overall resources to benefit both entities and the community.

SUPPORTING ACTIONS FOR OBJECTIVE 4.6

Supporting Actions	Success Indicators	General Plan Relationship	Lead Dept.	Date
4.8a Develop a professional relationship with local sports contractors to increase quality, reduce costs, and increase revenue for community based sports programs.	Increased participation in recreation programs and positive community feedback	OCR-30 Provide recreation programs that meet resident needs. OCR-31 Provide recreation programs that foster financially self-supporting recreational facilities. OCR-35 Seek funding sources for a variety of recreational programs and facilities, including program fees, lease agreements and concessions, State and Federal funds, and the City Americans with Disabilities Act Superfund.	Parks and Recreation	Q1

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SUPPORTING ACTIONS FOR OBJECTIVE 4.8 (continued)

Supporting Actions	Success Indicators	General Plan Relationship	Lead Dept.	Date	
4.8b	Enhance the department's current Active Adult program through upgraded facilities, increased course variety, and a higher volume of courses by partnering with other local organizations.	Robust Active Adult program and increased partnerships for Active Adult programs and services.	OCR-32 Support and cooperate with Rocklin-based volunteer groups and organizations that provide recreation activities to all citizens, particularly young people and senior citizens.	Parks and Recreation	Q2
4.8c	Provide a variety of recreation courses that will enhance the lives of Rocklin residents and citizens.	Updated Recreation Class and Course Instructor policy. Analysis of community interest in recreation classes and private sector offerings to determine gaps and feasibility.	OCR-30 Provide recreation programs that meet resident needs.	Parks and Recreation	Q2
4.8d	Create dynamic relationships with local nonprofit and private organizations to co-sponsor events that are available for citizens to enjoy throughout the year.	Reduced city resources towards cosponsored events.	OCR-32 Support and cooperate with Rocklin-based volunteer groups and organizations that provide recreation activities to all citizens, particularly young people and senior citizens.	Parks and Recreation	Q3

4.9 Develop and Implement a Venue Rentals Sustainability and Growth Plan.

Description of Objective

Develop and enforce a maintainable growth plan, which will serve as a guide to ensure that the City of Rocklin's Venue Rentals division continues to offer an exceptional variety of rental facilities, to accommodate a wide range of needs.



SUPPORTING ACTIONS FOR OBJECTIVE 4.6

Supporting Actions	Success Indicators	General Plan Relationship	Lead Dept.	Date
4.9a Design and deploy a marketing campaign that will attract all occasions including business conferences.	The marketing campaign will emphasize value and unique amenities that will derive increased revenue on many different levels including; hotel stays, restaurant visits, and tourism to benefit local business.	OCR-33 Provide active recreation facilities and related infrastructure within community parks, such as lighted athletic fields, soccer fields, softball diamonds and parking areas.	Parks and Recreation	Q2-2018

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SUPPORTING ACTIONS FOR OBJECTIVE 4.9 (continued)

Supporting	Success Indicators	General Plan	Lead Dept.	Date	
4.9b	Establish a repair and replacement plan that will be utilized to ensure our venues are kept to the high standards our clients have come to expect.	Facilities repair and replacement plan reviewed and plan developed for interior, amenity and technology upkeep and replacement. Venue rental pricing and policies updated on a regular basis to ensure competitiveness and cost recovery.	OCR-31 Provide recreation programs that foster financially self-supporting recreational facilities. PF-7 Maintain and update a plan for public facilities that includes projected staff needs and building space requirements. PF-9 Provide for the ongoing operation and maintenance of City services through the use of existing or new Community Facilities Districts, Lighting and Landscaping Districts, Park Development and Maintenance Districts, special taxes and other similar financing mechanisms.	Parks and Recreation	Q4
4.9C	Upgrade venues with modern technology to remain competitive with other organizations in the region.	Best practices researched and customer survey tools used to determine technology needs.	PF-7 Maintain and update a plan for public facilities that includes projected staff needs and building space requirements.	Parks and Recreation	Q2

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Chapter 4: PROMOTE A SUSTAINABLE COMMUNITY

4.10 Promotion of Event Tourism

Description of Objective

Enhance the quality of life for residents and the sustainability of City businesses through the promotion of event tourism



SUPPORTING ACTIONS FOR OBJECTIVE 4.10

Supporting Actions	Success Indicators	General Plan Relationship	Lead Dept.	Date
<p>4.10a Develop and Promote a destination image for the City</p> <p>Support programs enriching experiences for residents and visitors</p> <p>Increase awareness and utilization of the hotel accommodations and meeting facilities in the City</p>	<ul style="list-style-type: none"> • Conduct stakeholder interviews • Market niche identification • Marketing programs and implementation strategies to include primary lures, secondary diversions, amenities and setting, overall feel or ambience • Opening of Rocklin Adventures at Quarry Park • Expansion of Amphitheater offerings 	<p>Parks and Recreation; Business and Neighborhood Services, Office of the City Manager</p>		Q2-2018

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ROCKLIN

**PARKS, TRAILS AND OPEN SPACE
COMMUNICATIONS PLAN PROPOSAL**

June 2017

PROJECT SUMMARY

The City of Rocklin Parks and Recreation Department is seeking assistance in developing a comprehensive communications plan that will help them tell their story related to the City's Parks, Trails, and Open Space system while building strategic relationships and enhancing community engagement.

This project seeks to:

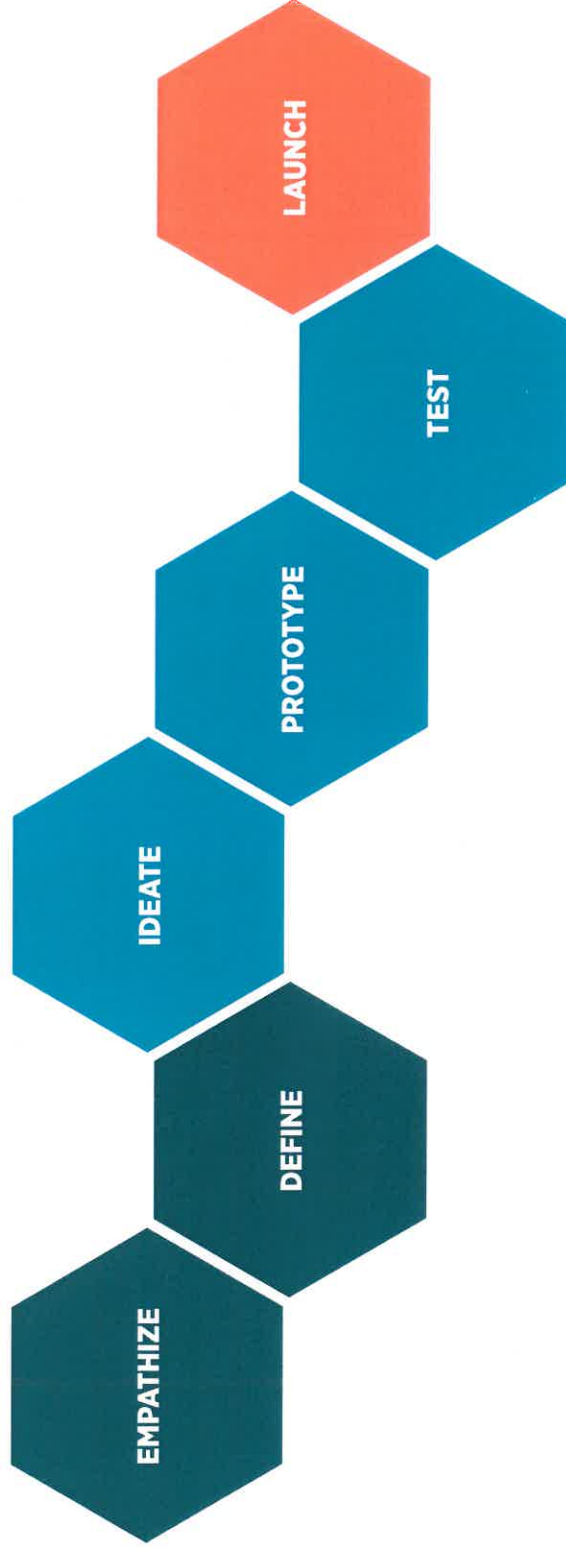
- Build relationships with citizens, businesses, and visitors and enhance community engagement on park related issues.
- Increase awareness and build support for the City's parks, trails, and open space.
- Educate citizens about how parks are funded including constraints and future challenges.
- Create conversations throughout the community about the benefits of quality parks, trails, and open space including physical fitness, mental health and wellness, positive affect on property values, and overall quality of life.
- Create opportunities for the City to "tell their story" including the human factor, and enhance people's personal connection with the City's parks, trails, and open space.
- Utilize parks, trails, and open space to enhance economic investment and attract visitors.

ROCKLIN PROPOSAL

PROJECT APPROACH

OVERVIEW

Our overall approach combines both traditional research and problem solving with design thinking. Through this combination, our team is able to develop a deeper empathy for our target audiences, and quickly generate multiple campaign prototypes that can be efficiently tested with small groups in order to arrive at a solution that is proven and rooted in human need, and scalable to any size audience.



Phase One – **INSPIRATION**

Phase Two – **IDEATION**

Phase Three – **IMPLEMENTATION**

PROJECT PLANNING

- Interview leadership to understand vision and goals for the project
- Develop list of stakeholders to interview
- Schedule interviews
- Discuss timeline and specific milestones dates

PHASE 1 – INSPIRATION

- Gain empathy for target audience by defining personas, values, and needs
- Evaluate current awareness of messaging and value of parks
- Develop questions and problem statements based on audience insights
- Conduct interviews and surveys with resident stakeholders
- Identify trends and insights learned from qualitative and quantitative analysis

PHASE 2 – IDEATION

- Define the problem(s) we're trying to solve through messaging and campaign development
- Define the core attributes that can help change perceptions and act as an anchor for story development
- Develop multiple potential campaigns/message prototypes
- Test prototype campaigns with resident stakeholders
- Evaluate data and iterate based on feedback

PHASE 3 – IMPLEMENTATION

- Develop key message to drive all campaign tactics
- Provide guidelines for proper application and utilization of key message and visuals
- Prioritize communication touchpoints
- Define strategy for implementation and execution in short and long-term
- Develop visual elements to more effectively tell the story
- Develop strategies and tactics to engage residents and organizations through online and offline experiences
- Define KPIs and success metrics



Phase One – INSPIRATION

In phase one we will conduct research, gather input, evaluate insights, and identify potential campaign messaging directions.

We will also conduct interviews and surveys, gaining a truly human-centered understanding of our target audiences and a deeper empathy for them.

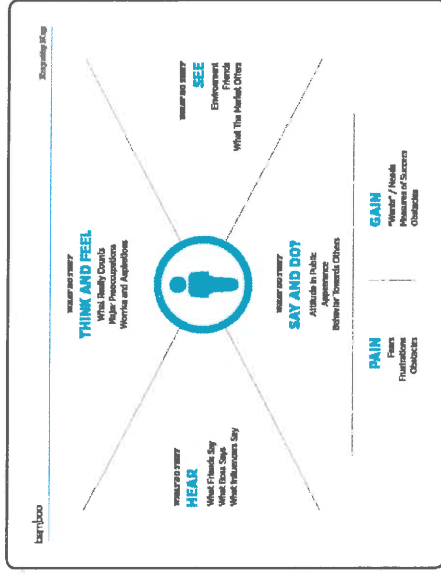
THE GOAL of the Inspiration phase is to develop insight – a deeper understanding of and empathy for our target audiences.

THE OUTCOME of the Inspiration phase is a Research Brief.

Process

- 1 AUDIENCE PERSONAS**
 - Identify key stakeholders (residents, athletic organizations, etc.)
 - Develop empathy maps for each target audience, defining what they feel, see, hear, and do; major pains they're experiencing; and what they have to gain
- 2 ONLINE SURVEY**
 - Develop a deeper understanding of target audiences
 - Gather quantitative data to inform interview questions and potential trends
- 3 STAKEHOLDER INTERVIEWS**
 - Conduct interviews with key stakeholders
 - The goal of each interview is to understand current perceptions of the City Parks, Trails, and Open Spaces (where is there brand equity and where is the opportunity to better leverage the brand)
 - Find trends and patterns through the interview process

- 4 RESEARCH BRIEF**
 - Identify qualitative and quantitative data trends
 - Evaluate insights gained from online surveys and interviews
 - Synthesize findings into a Research Brief and present to City leadership



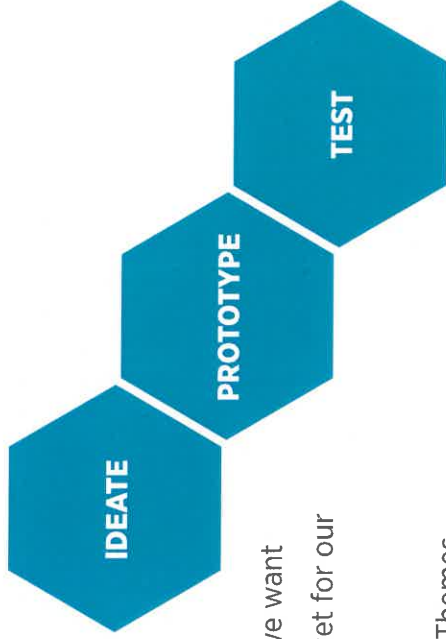
EMPATHY MAP

Phase One

DELIVERABLES:

- Survey and Interview Findings Report
- Research Brief

Phase Two – IDEATION



In the previous phase, we gleaned insights into public perception. In phase two, we want to use research to identify a “problem statement(s).” This will help serve as a target for our campaign.

The goal of this phase is to be intentional with what message we want out there. Themes and insights gleaned from the Inspiration phase will be turned into potential solutions. We will prototype and test multiple campaign messages with target audiences in order to determine the best possible direction.

THE GOAL of the Ideation phase is to frame the problem(s) we’re trying to solve and develop ideas – generating multiple solutions, testing messages with audiences, and determining the best course of action.

THE OUTCOME of the Ideation phase is a research-backed recommendation for campaign messaging.

Process

- 1** **PROBLEM STATEMENT DEFINITION**
- Lead City leadership through a series of exercises to extract the core problem we're trying to solve, based on the perception and insights gained from phase one
 - Develop problem statement(s) that will serve as catalysts for all development efforts and a focus for campaign strategy and tactics

- 2** **THEMES, INSIGHTS, AND CONCEPTS**
- Evaluate findings from the Inspiration phase, problem statements, and brand attributes, in order to inform appropriate themes and directions to explore
 - Create insight statements that provide direction for ideas and message development
 - Brainstorm as many potential campaign directions as possible
 - Move from ideas to concepts, generating more sophisticated solutions to our challenge and informing what we will prototype and test

- 3** **PROTOTYPING**
- Begin prototyping storyboards and campaign ideas
 - Develop rapid prototype mockups and visual representations of campaigns that can be quickly tested and iterated
 - With team and City leadership agreement, engage residents and stakeholders to measure resonance of potential messages

ITERATE BASED ON TESTING

- 4** **TESTING**
- Test prototype campaigns with resident and nonresident stakeholders
 - Evaluate data, integrate findings, and iterate based on feedback
 - Find trends and patterns, and determine the best solution moving forward

- 5** **MESSAGE DEVELOPMENT**
- Deliver findings to City leadership
 - Provide a single recommendation for campaign messaging moving forward

Phase Two **DELIVERABLE:** Research-backed recommendation for campaign message



Phase Three – IMPLEMENTATION

In our Implementation phase, we begin extending our campaign message into a series of stories that create connection, relevance, and meaning to our target audiences. We will provide key messages and imagery, along with strategies and recommendations for telling these stories through various mediums. Additionally, we will provide guidelines for rolling out the campaign in social media, print, web, and more.

THE GOAL of the Implementation phase is to go from idea to reality.

THE OUTCOME of the Implementation phase is

- Key messaging
- Campaign visual assets
- Implementation Guide
- Key Message Guidelines
- Success tracking recommendations

Process

1

STORY DEVELOPMENT

- Develop key messages to be used throughout campaign
- Expand the campaign’s key messages into a series of stories that are memorable and authentic to the target audiences
- Develop stories across all key stakeholder and audience groups

2

STORY PRODUCTION

Develop key elements to arm the City with everything needed to tell our story.

KEY IMAGERY

- Create a series of key images that tie into the overall story
- Provide all necessary pre-production and production services to create photographic imagery
- Edit, retouch, and post-process images as needed to create a unique look and feel for campaign imagery
- Deliver a collection of key images that can be extended into multiple mediums and communications channels

COPY WRITING

- Develop written content to support and run alongside key imagery
- Develop secondary messages and narratives to provide the City with abundant options moving forward
- Provide professional copy writing services to produce all written content

3

CAMPAIGN IMPLEMENTATION

With the story elements produced, we will begin developing the strategies and tactics for the campaign, delivering an Implementation Guide with timelines and short and long-term milestones. We will prioritize touch-points and identify communications tools to reach our target audience.

IMPLEMENTATION GUIDE

- **Social Media Strategy:** One of the most cost-effective means to create an ongoing conversation with target audiences and gain traction in building on our campaign story. We will provide the City with a strategy for rolling out the various campaign elements through social media.
- **Print Strategy:** We will develop a basic key art package that is print specific and include a plan for using these elements throughout physical locations within the City limits (parks, billboards, etc.).
- **Web Strategy:** We will provide recommendations for extending the campaign to the web (microsite), and using this medium as a way to provide supporting information for our story and encourage comments, questions, and other engagement from target audiences.
- **Events Strategy:** For a City, events provide an incredible opportunity to create standout experiences that support campaign messaging and help gain traction at a large scale. We will develop an event strategy, rooted in our campaign story, and targeted at our key audiences. Our event strategy will focus on showcasing the City's unique offering in the parks, trails, and open spaces.

MESSAGE APPLICATION & GUIDELINES

- We will provide guidelines for proper application and utilization of key message and visuals throughout the lifecycle of the campaign
- An Implementation Plan will include ongoing strategies and tactics to help support the campaign and future development

MEASUREMENT & METRICS

- We will identify and recommend relevant metrics and measurables for establishing baseline perceptions and measuring the success of the campaign over subsequent months and years
- We will define key performance indicators (KPIs) and success metrics

Phase Three

DELIVERABLES:

- Key messaging
- Campaign visual assets
- Implementation Guide
- Key Message Guidelines
- Success tracking recommendations

ROCKLIN PROPOSAL

PROJECT PRICING

PROJECT PRICING

PHASE ONE

- Audience Personas
- Online Survey
- Stakeholder Interviews
- Research Brief

PHASE TWO

- Problem Statement Definition
- Themes, Insights, and Concepts
- Prototyping
- Testing
- Message Development

PHASE THREE

- Story Development
- Story Production
- Campaign Implementation

Total Project Fees – \$25,000

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