



Bikeways, Trails, Parks and Recreation **Technical Supplements**



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Technical Supplement:
Intercept Summary



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BIKEWAYS,
TRAILS, PARKS
& RECREATION
MASTER PLAN

INTERCEPT SURVEY SUMMARY

December 2015

I. Introduction

In August, September and October 2015, Morgan Hill staff and consultants conducted intercept surveys at six different locations to solicit input on Morgan Hill’s Bikeways, Trails, Parks and Recreation Master Plan (Master Plan). These activities engaged approximately 150 people in parks, community centers and other public places throughout Morgan Hill. The intercepts provide residents and visitors who otherwise might not participate in the planning process with an opportunity to provide their ideas and preferences. City staff conducted four of the six events, allowing the project team to reach dozens of additional residents.

Members of the project team invited people to participate in an interactive exercise in which they answered questions about Morgan Hill by placing “dot” stickers on their preferred choice(s) displayed on poster boards. Participants could also provide written “other” responses. The intercept exercise included five boards, displaying text in both English and Spanish. This approach engaged all age groups, especially families with young children, and allowed for informal and educational discussion with the public.

This summary provides the results of intercept surveys conducted at six locations:

- Centennial Recreation Center, Tuesday, August 25, 5:00 – 7:00 PM
- Galvan Park, Wednesday, August 26, 6:00 – 8:00 PM
- CCC Rotary, Wednesday, September 16, 11:00 AM – 1:00 PM
- Pop-Up Park, Thursday, October 1, 4:00 – 6:00 PM
- CCC Chamber of Commerce Event, Monday, October 5, 7:00 – 9:00 AM
- Council Meeting, Wednesday, October 7, 7:00 – 9:00 PM

II. Key Themes and Takeaways

A number of key themes emerged from participants' answers to the intercept survey:

1. Participants value safe walking and biking routes. Since a majority of respondents live, work, and recreate within Morgan Hill, it will be important to examine safe routes for walking and biking to these destinations.
2. Participants value the recreation system in Morgan Hill for protecting open spaces and wildlife habitat.
3. Health, exercise, fitness, and well-being ranked as high priorities for the overall bikeways, trails, parks and recreation system, as well as for programming and events.
4. Survey participants most highly value programming and events that provide exercise and that are fun and entertaining.
5. Participants were most interested in improving parks by adding loop trails and adding "something new or different."
6. Participants value walkability and bikeability on off-street trails as well as trails along major travel routes.

The following report summarizes the results of the intercept surveys. It should be noted that although about 150 people completed the intercept exercise, not all participants answered every question.

III. Intercept Questions Results

QUESTION 1: WHERE DO YOU LIVE, WORK, AND PLAY?

The first board prompted participants to place a blue sticker where they live, a red sticker where they work, and up to three yellow stickers where they recreate most frequently.

*The images of the intercept boards show responses from individual events.

For this analysis, responses were grouped into four geographic areas:

1. East of 101;
2. West of 101, and North of Dunne;
3. West of 101, and South of Dunne; and
4. Outside of Morgan Hill.

More than three-quarters of respondents live in Morgan Hill and these respondents' homes are distributed fairly evenly throughout Morgan Hill. Most of respondents (79%) who indicated that they work in Morgan Hill, work West of 101 with only eight percent of respondents working in the area East of 101.* The responses to the question, "Where do you play," are clustered around large parks and community facilities. Respondents who indicated they recreate outside of Morgan Hill most often placed their stickers on County Parks.

TABLE 1. WHERE DO YOU LIVE, WORK AND PLAY

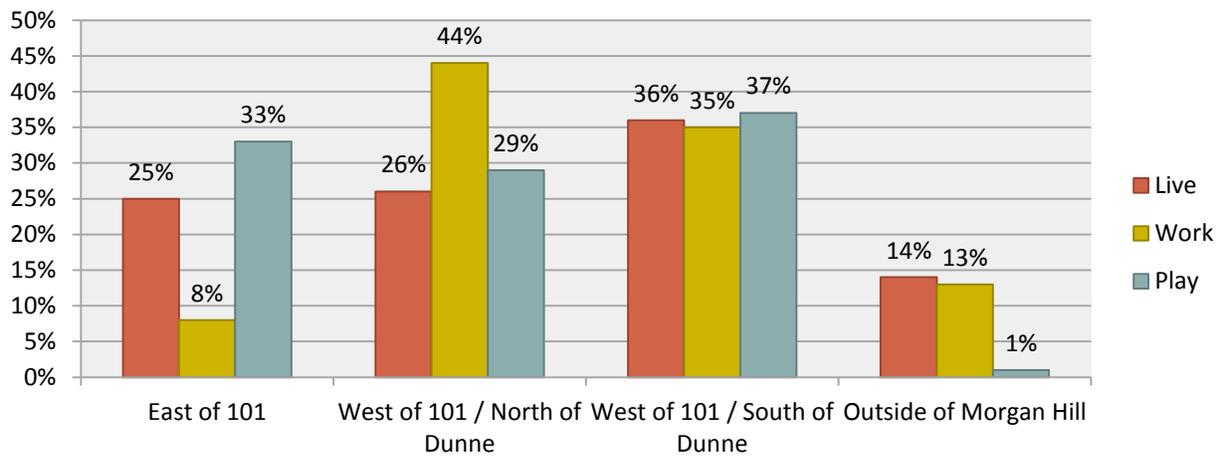
Response	Number	Percent
Where do you live?		
East of 101	36	25%
West of 101 / North of Dunne	37	26%
West of 101 / South of Dunne	52	36%
Outside of Morgan Hill*	20	14%
TOTAL	145	100%
Where do you work?		
East of 101	10	8%
West of 101 / North of Dunne	54	44%
West of 101 / South of Dunne	44	35%
Outside of Morgan Hill	16	13%
TOTAL	124	100%
Where do you play?		
East of 101	108	33%
West of 101 / North of Dunne	93	29%
West of 101 / South of Dunne	121	37%
Outside of Morgan Hill	3	1%
TOTAL	325	100%

* Respondents who work outside the map area may not have responded to this question at the same rate as those who live in the map area.



Photo: Intercept participants at the Centennial Recreation Center

FIGURE 1. WHERE PARTICIPANTS LIVE, WORK AND PLAY IN MORGAN HILL



QUESTION 2: WHAT IS MOST IMPORTANT ABOUT OUR BIKEWAYS, TRAILS, PARKS AND RECREATION SYSTEM?

The second survey question asked participants to indicate what they found most important about the bikeways, trails, parks and recreation system in Morgan Hill. People voted by placing stickers on their top three choices.

Participants indicated that providing safe walking and biking routes, enhancing health and well-being, and protecting open spaces and wildlife habitat were the most important functions of the recreation system. The fewest respondents selected bringing visitors to the city and continuing life-long learning as important functions of the system.

TABLE 2. IMPORTANCE OF BIKEWAYS, TRAILS, PARKS AND RECREATION SYSTEM

Options	Number	Percent
Providing safe walking and biking routes	97	23%
Protecting open spaces and wildlife habitat	67	16%
Enhancing health and well-being	67	16%
Bringing neighbors and people together	54	13%
Increasing property values	38	9%
Cleaning our air and water	32	8%
Providing opportunities for sports	32	8%
Creating a unique identity for the City	27	7%
Bringing visitors to the city	17	4%
Continuing life-long learning	15	4%
TOTAL	414	100%

FIGURE 2. IMPORTANCE OF BIKEWAYS, TRAILS, PARKS AND RECREATION SYSTEM

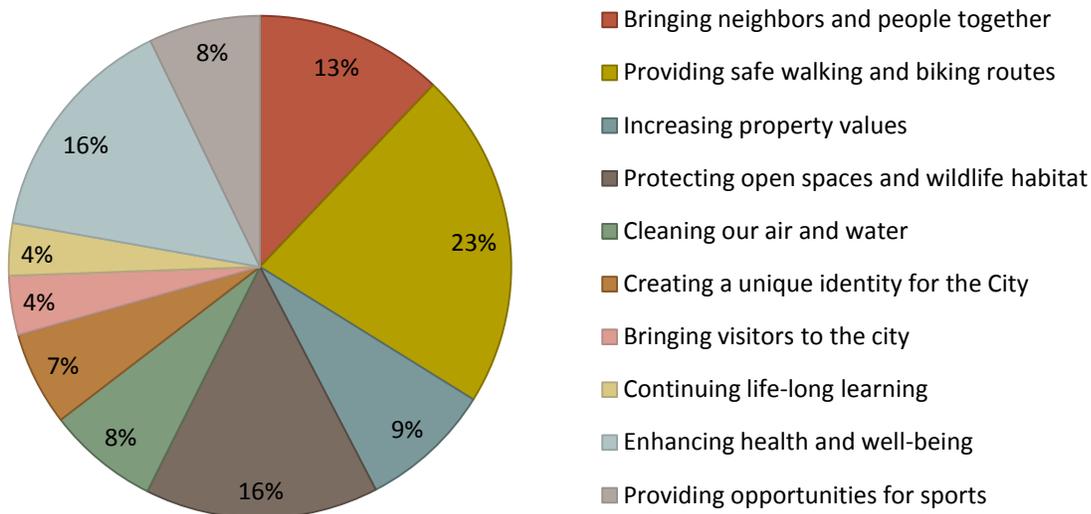


Photo: Intercept participants at Galvan Park

QUESTION 3: WHAT IS MOST IMPORTANT TO YOU WHEN CHOOSING RECREATION PROGRAM, CLASSES, AND EVENTS?

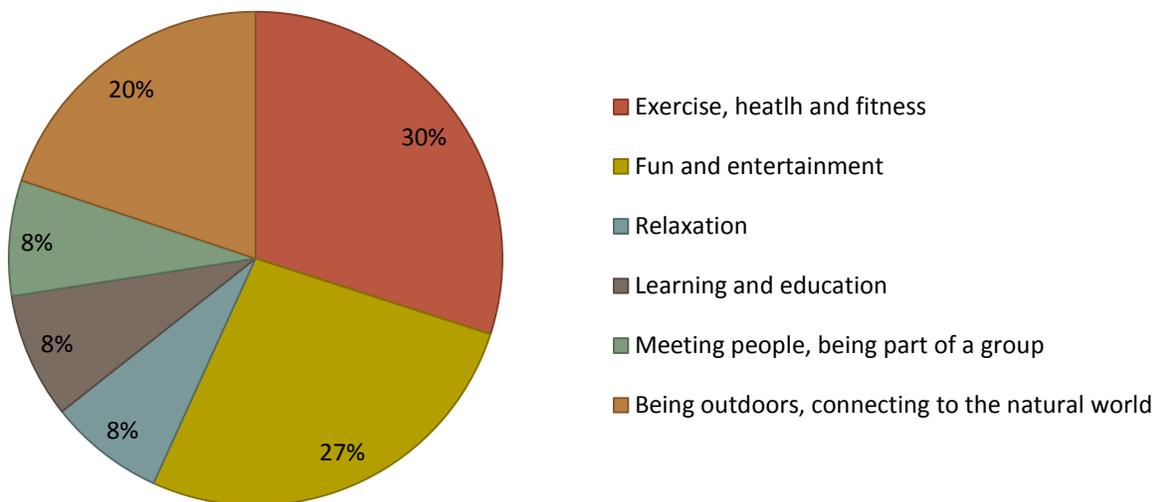
Participants were asked to vote on what they consider the most important when choosing recreation programs, classes and events. People could vote by placing stickers on their top three choices.

The top two responses included exercise, health and fitness, and fun and entertainment. The third most popular answer was being outdoors and connecting to the natural world. Respondents value similar experiences in both their parks and their recreation programs – exercise and access to nature.

TABLE 3. IMPORTANT FOR RECREATION PROGRAM, CLASSES AND EVENTS

Option	Number	Percent
Exercise, health and fitness	95	30%
Fun and entertainment	85	27%
Being outdoors, connecting to the natural world	63	20%
Relaxation	24	8%
Learning and education	26	8%
Meeting people, being part of a group	24	8%
TOTAL	317	100%

FIGURE 3. IMPORTANT FOR RECREATION PROGRAM, CLASSES AND EVENTS



QUESTION 4: WHAT ARE YOUR TOP PRIORITY IMPROVEMENTS OR ADDITIONS TO OUR NEIGHBORHOOD AND COMMUNITY PARKS, AND RECREATIONS CENTERS?

The fourth intercept question asked participants to vote on their top priority improvements to neighborhood and community parks, and recreation centers. Participants could choose between ten improvement options or vote for “something new or different” and write in their own responses.

There was interest in all of the park improvement ideas and at least 18 people voted for each of the improvements. The most popular improvement was for loop trails, for which 88 people (20% of total votes) voted. The second most frequently chosen option was “something new or different.” Some of the write-in responses for this question included hosting Friday night movies at the Community Center and designing more mountain bike trails, among others.

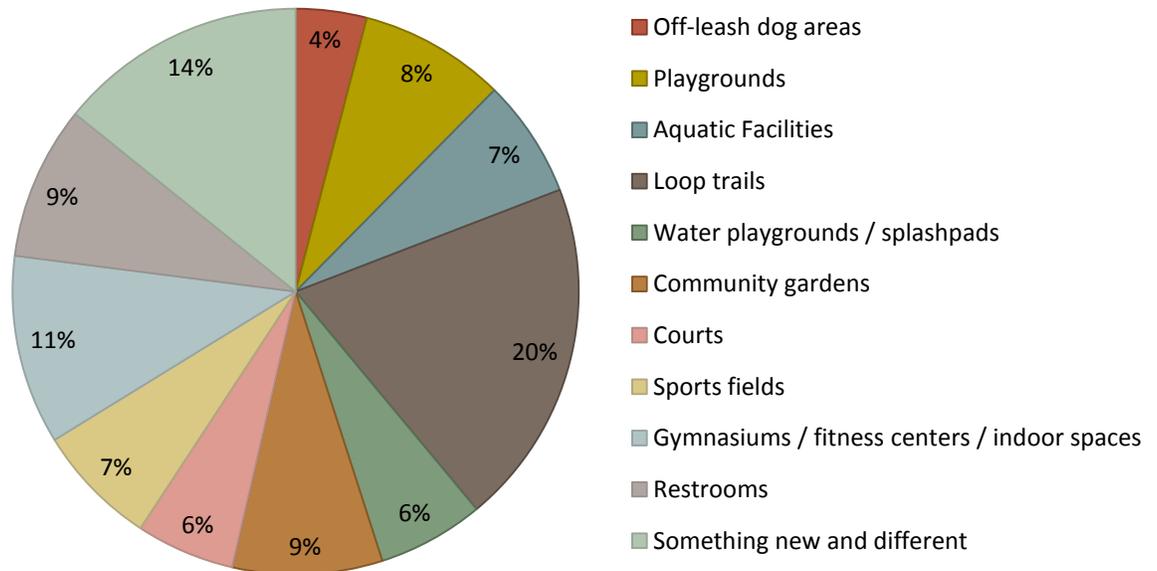
TABLE 4. PARK IMPROVEMENTS

Options	Number	Percent
Loop trails	88	20%
Something new and different	63	14%
Gymnasiums / fitness centers / indoor spaces	48	11%
Community gardens	38	9%
Restrooms	39	9%
Playgrounds	37	8%
Aquatic Facilities	30	7%
Sports fields	31	7%
Water playgrounds / splashpads	27	6%
Courts	25	6%
Off-leash dog areas	18	4%
TOTAL	444	100%



Photos: Intercept participants at Galvan Park

FIGURE 4. PARK IMPROVEMENTS



QUESTION 5: WHAT ARE YOUR TOP PRIORITY IMPROVEMENTS OR ADDITIONS TO OUR TRAILS AND BIKEWAYS?

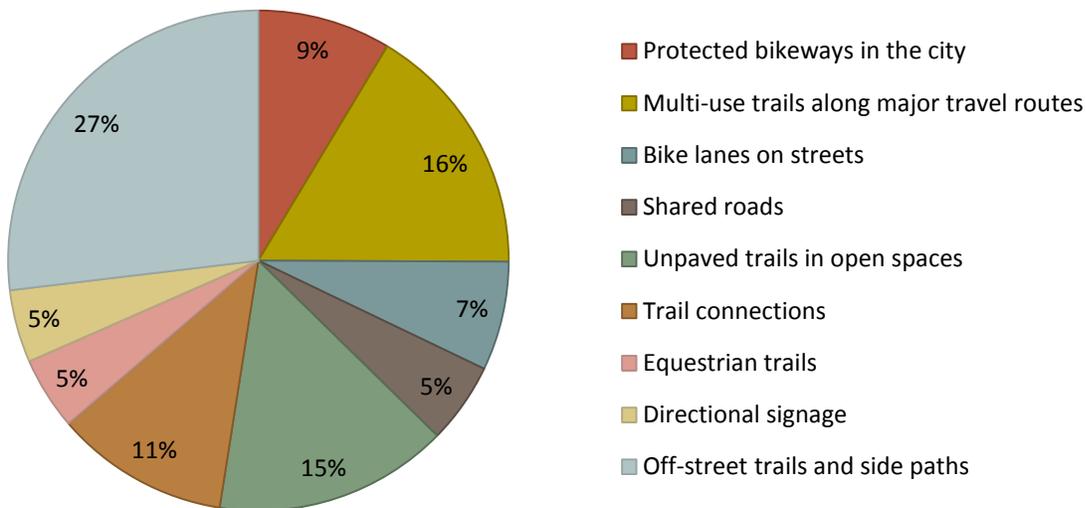
The final intercept board asked participants to vote on what improvements they would like to see made to trails and bikeways. Participants were presented with nine different options and with a space to write a proposal under “something new and different.”

For bikeways and trails, participants voted most frequently for adding off-street trails and side paths, with this answer garnering 27% of the votes. The second most frequently selected option is multi-use trails along major travel routes. However, all options received at least 18 votes, revealing that respondents have a diversity of interests and needs for trail and bikeway improvements.

TABLE 5. TRAIL AND BIKEWAY IMPROVEMENTS

Options	Number	Percentage
Off-street trails and side paths	103	27%
Multi-use trails along major travel routes	63	16%
Unpaved trails in open spaces	58	15%
Trail connections	43	11%
Protected bikeways in the city	33	9%
Bike lanes on streets	27	7%
Shared roads	20	5%
Equestrian trails	18	5%
Directional signage	18	5%
TOTAL	383	100%

FIGURE 5. TRAIL AND BIKEWAY IMPROVEMENTS



IV. Next Steps

The information gathered from these intercept surveys will be considered alongside other community input to inform the Bikeways, Trails, Parks & Recreational Master Plan.

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Technical Supplement:
Interactive Map Survey Summary



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INTERACTIVE MAP SUMMARY

January 2015

Introduction

This document summarizes the results of the online interactive mapping questionnaire implemented by MIG for the City of Morgan Hill. The mapping exercise offered a unique way for community members to participate in the creation of the Morgan Hill Bikeways, Trails, Parks and Recreation Master Plan – residents could access this questionnaire online and on their mobile devices at their leisure. The results of this questionnaire, summarized and analyzed in this document, provide insight into how people use the existing bikeways, trails, parks and recreation system in and around Morgan Hill. There were approximately 400 participants.

TOOL DESCRIPTION

The interactive map questionnaire, Mapita, is a web-based application developed by an offshoot of a research group at Aalto University in Helsinki, Finland. Mapita was developed as a tool to examine the quality of built environments and gather ideas for improvements. Following extensive testing of the technology and methodology, Mapita partnered with MIG to make this tool available for community engagement processes in North America.

USE OF RESULTS

The questionnaire was designed to gather a sample of the community's use of the parks, trails and bikeways and recreation system, and existing challenges and opportunities. The results are user- and place-specific. The questionnaire focused on parks and trails for which there is presently limited data available to understand patterns of use. Specifically, the CRC and Aquatic Center were excluded from this questionnaire because data about these facilities is available from the facility operators.

Furthermore, because of their high levels of use, these facilities would have dominated the responses and detracted from park usage data.

While some questions in this interactive map tool are formatted as traditional questionnaire questions, this is not intended to be a representative sampling of opinions across the community. The primary use of these responses will be as input for further analysis of the park system. Ideas and opportunities uncovered in this effort will make their way into recommendations for park sites or the entire system. These recommendations will be evaluated by the community later in the process.

Results: Parks

Respondents placed “pins” on the questionnaire map to answer questions about parks in Morgan Hill. Using the mapping software ArcGIS, MIG correlated the coordinate points of the pins to park locations (see Map 1 through Map 5).¹

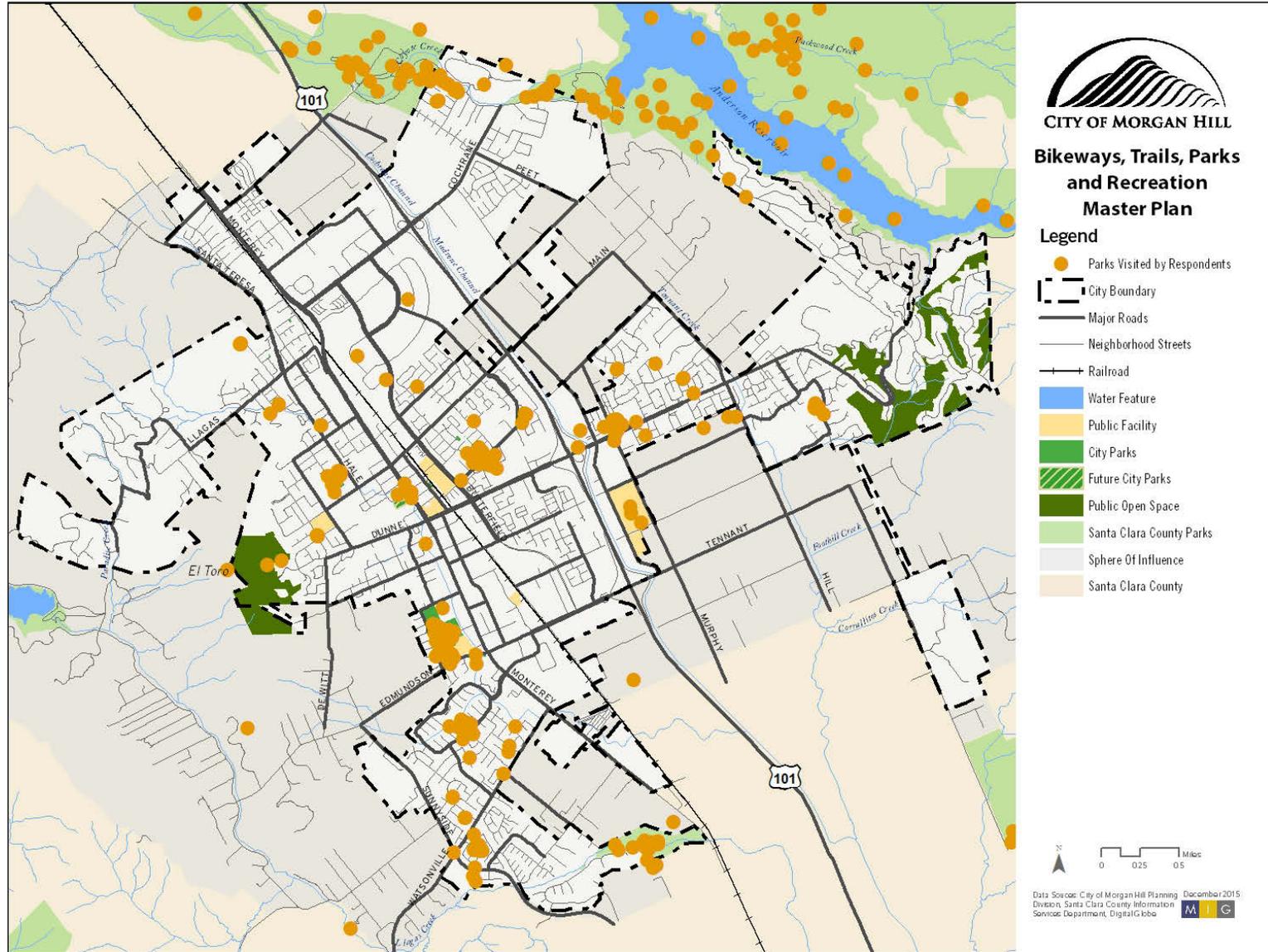
Respondents dropped pins on the map to respond to the following questions:

1. Which parks do you visit regularly? (Respondents could select all regularly visited parks.)
2. Which park do you visit most frequently? (Respondents could select *one* park.)
3. Which park is your favorite? (Respondents could select *one* park.)
4. Where is your home?
5. Where do you go to work or school?

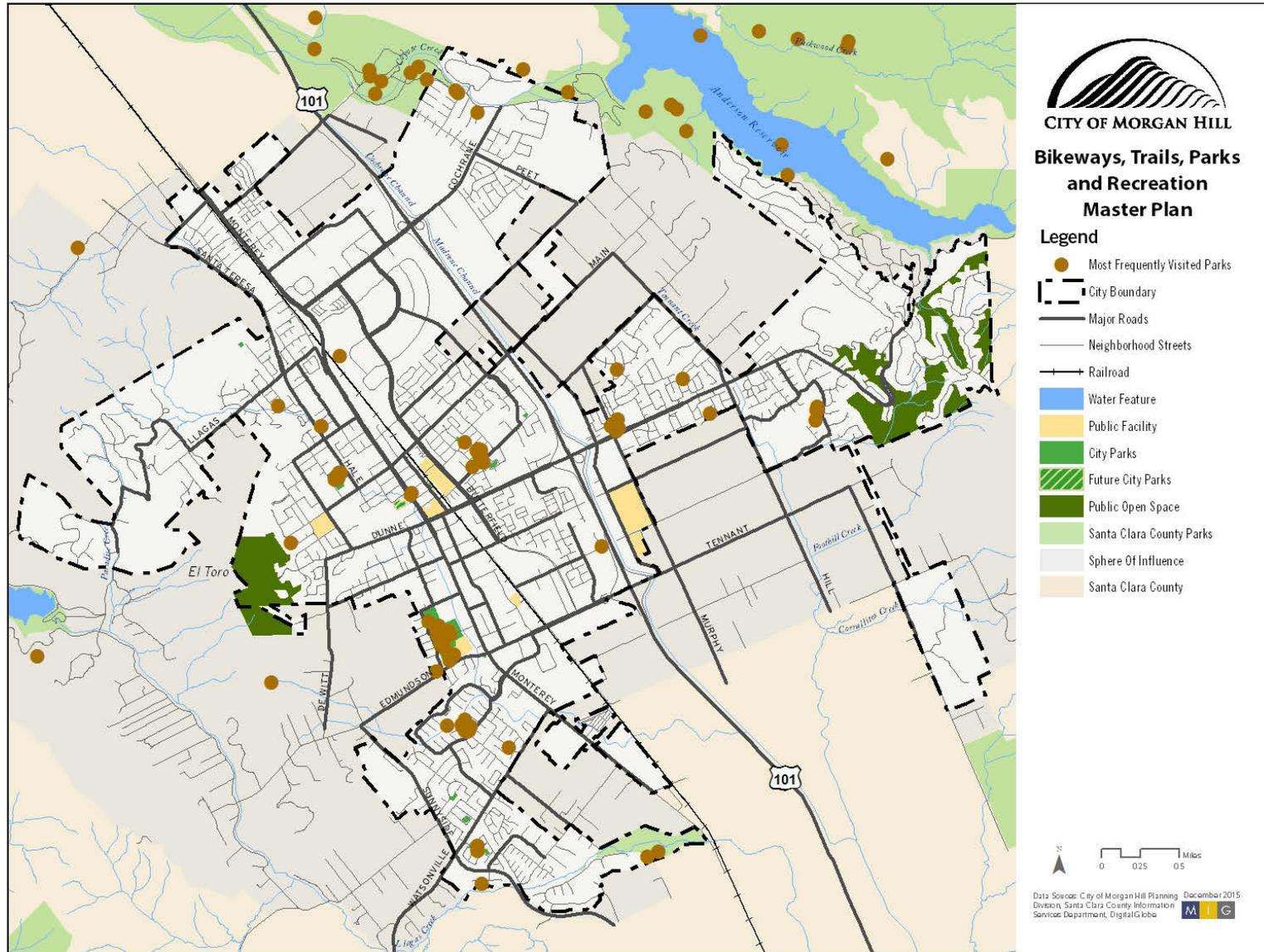
For these questions, the findings are sorted into quartiles by the number of people who selected a park in response to “Which parks do you visit regularly?” (See Table 1.) The table is sorted from the park most often selected as a regularly visited park, to the park least often selected as a regularly visited park. Note that the top five most regularly visited parks are also the most frequently visited and favorite parks.

¹ The mapping methodology associates pins within 600 feet of a City park’s boundary with that park. If the pin was greater than 600 feet from the City park boundary, it was linked to the closest City park, City facility, or County within 600 feet. With these criteria, a number of pins fell outside of the 600 feet boundary. For the questions “Which parks do you visit regularly?,” “Which park do you visit most frequently?,” and “Which park is your favorite?” 118, 26, and 23 pins were removed from the data set. While these points are not included in this analysis, they are relevant in that they suggest that Morgan Hill residents travel to and use parks outside of City and nearby County facilities.

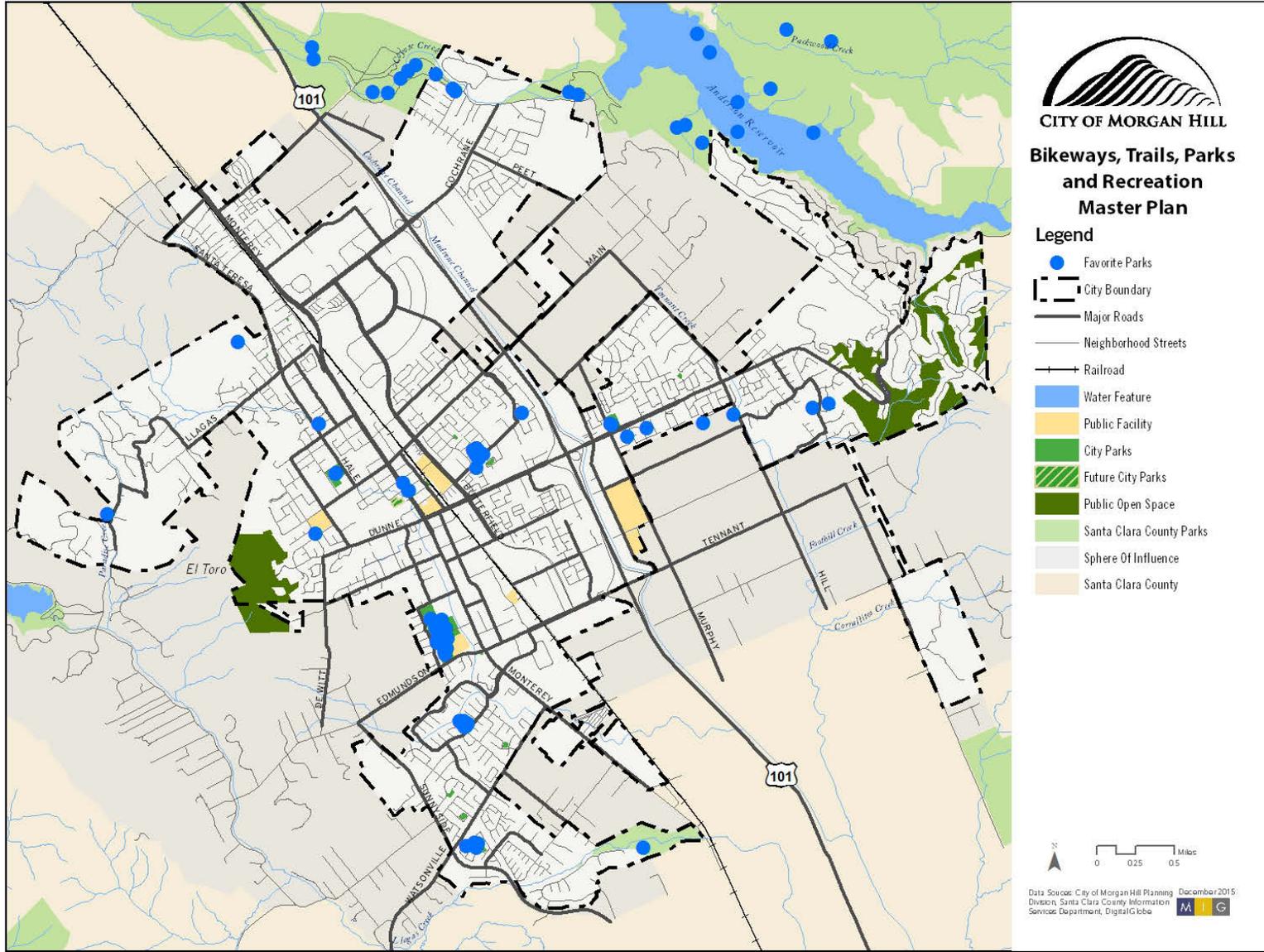
MAP 1. WHICH PARKS DO YOU VISIT REGULARLY?



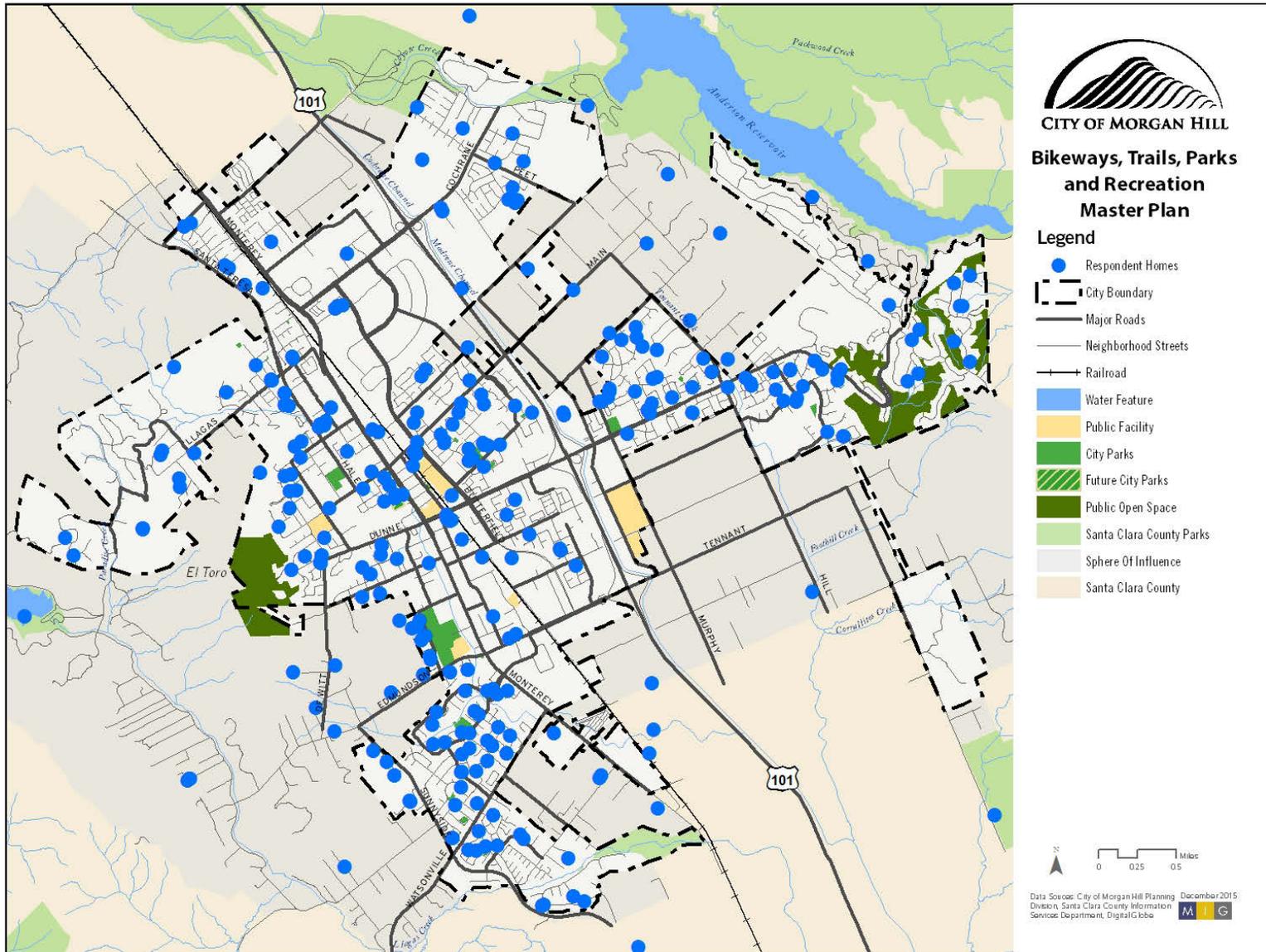
MAP 2. WHICH PARKS DO YOU VISIT MOST FREQUENTLY?



MAP 3. WHICH PARK IS YOUR FAVORITE?



MAP 4. WHERE IS YOUR HOME?



MAP 5. WHERE DO YOU GO TO WORK OR SCHOOL?

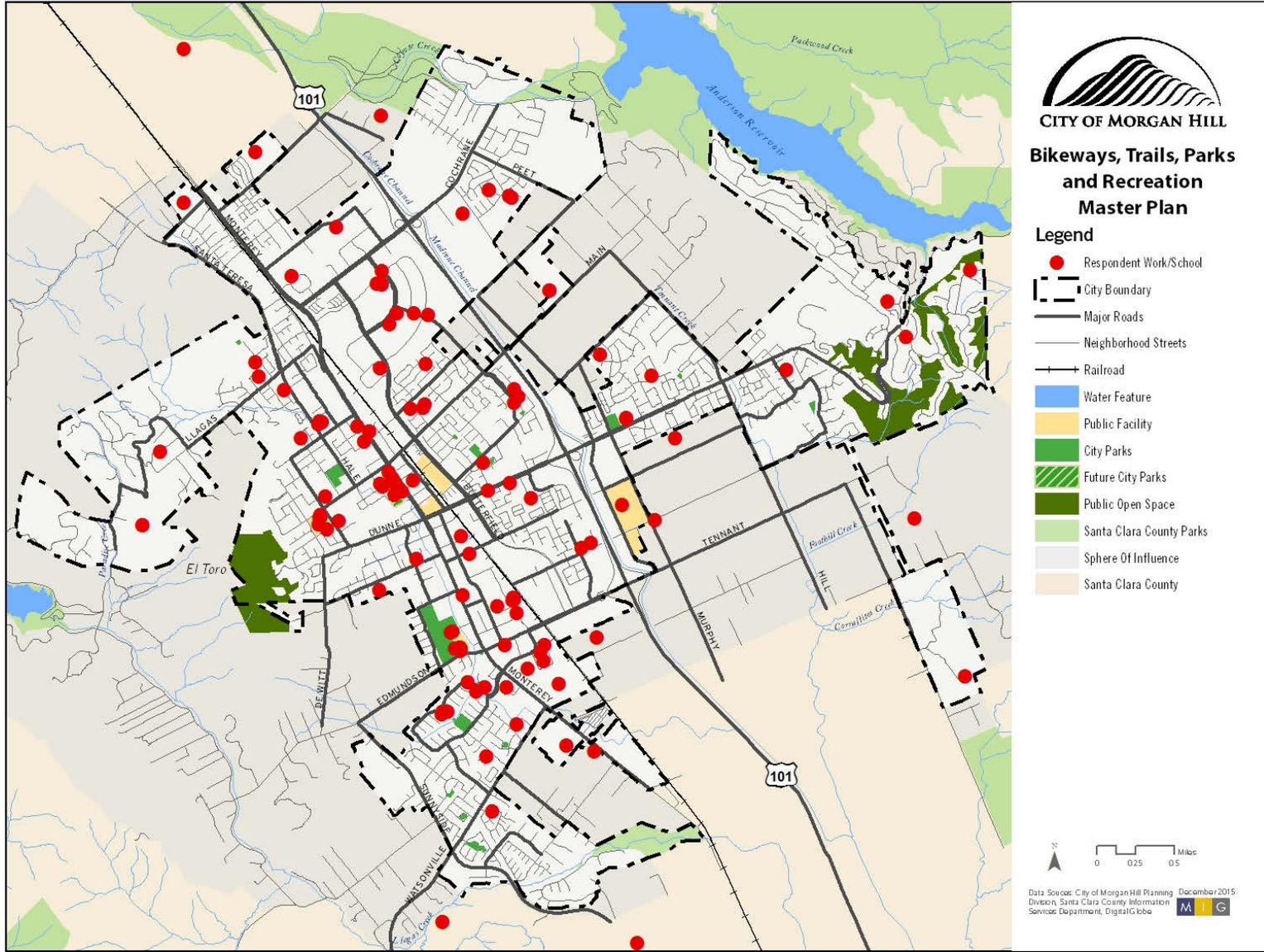


TABLE 1. PARK SPECIFIC USAGE

* County of Santa Clara Parks

** Other – not city-owned park

	Park	Which parks do you visit regularly?	Which park do you visit most frequently?	Which park is your favorite?	Park Closest to Home	Park Closest to Work or School
1.	Community Park	116	35	31	20	11
2.	Paradise Park	77	32	18	15	4
3.	Anderson Lake County Park *	70	15	13	27	9
4.	Coyote Lake-Harvey Bear Ranch County Park	68	22	12	3	3
5.	Diana Park	48	16	20	12	0
6.	Nordstrom Park	47	12	3	12	3
7.	Coyote Creek Parkway – South*	42	15	12	7	9
8.	Galvan Park	25	7	2	89	37
9.	Oak Creek Park	18	4	5	10	1
10.	Silveira Property**	17	2	1	11	4
11.	Jackson Park	12	4	1	24	2
12.	Uvas Canyon County Park*	12	0	4	2	1
13.	Uvas Reservoir *	10	1	2	4	0
14.	Santa Teresa County Park*	8	2	1	1	6
15.	Chesbro Reservoir County Park*	7	0	0	11	2
16.	Mt. Madonna County Park*	7	1	1	3	5
17.	Calero County Park*	6	0	0	2	5
18.	Stone Creek Park	6	0	0	6	4
19.	Diana Estates Park	4	0	1	7	5
20.	Murphy Springs Park	4	0	1	12	2
21.	Outdoor Sports Center	3	0	0	3	4
22.	21 Mile Park	2	0	0	7	13
23.	New Almaden Quicksilver County Park*	2	0	0	0	0
24.	Conte Gardens Park	2	1		18	2
25.	Coyote Creek Parkway – North*	2	0	0	3	2
26.	Hamilton Square Park	2	0	0	3	1

1.	Howard Wiechert Park	2	0	0	9	0
2.	Mill Creek Park	2	1	0	7	4
3.	Vasona Lake County Park*	2	0	0	0	1
4.	Chitactac-Adams County Park*	1	0	0	0	0
5.	Community and Cultural Center	1	0	0	20	10
6.	Field Sports Park*	1	0	0	0	0
7.	Joseph D. Grant County Park*	1	0	0	0	0
8.	Alviso Marina County Park*	0	0	0	0	10
9.	Aquatics Center	0	0	0	1	1
10.	Belle Estates Park	0	0	0	12	6
11.	Centennial Recreation Center	0	0	0	2	0
12.	Ed R. Levin County Park*	0	0	0	0	4
13.	Fox Hollow Park	0	0	0	10	3
14.	Hellyer County Park*	0	0	0	0	3
15.	Los Gatos Creek Trail*	0	0	0	2	7
16.	Martial Cottle Park*	0	0	0	0	5
17.	Moody Gulch Properties**	0	0	0	1	0
18.	Penitencia Creek County Park*	0	0	0	1	20
19.	Rancho San Antonio County Park*	0	0	0	0	15
20.	Sanborn County Park*	0	0	0	1	0
21.	Sanchez Park	0	0	0	6	8
22.	Stevens Creek County Park*	0	0	0	0	6
23.	Sunnyvale Baylands**	0	0	0	0	26
24.	Upper Stevens Creek County Park*	0	0	0	1	4
25.	Uvas Creek Park Preserve**	0	0	0	16	6
	Respondents who live, work/go to school outside of the City				9	9
	Total	627	170	128	401	274

Note: Several parks and open spaces did not receive any responses and are not included in the above table. Those parks include: LaPointe Properties, LaPointe Properties **, Lexington Reservoir County Park*

INTERACTIVE MAP QUESTIONNAIRE RESULTS

Table 2 includes the activities respondents do in the top five most frequently visited and favorite parks. Figure 1 illustrates the activities that people do in the top five favorite parks.

TABLE 2. ACTIVITIES IN THE TOP 5 MOST FREQUENTLY VISITED AND FAVORITE PARKS

Park	Community Park		Paradise Park		Coyote Lake-Harvey Bear Ranch		Diana Park		Anderson Lake	
	Freq	Fav	Freq	Fav	Freq	Fav	Freq	Fav	Freq	Fav
What do you do? (%)²										
Physical activity/exercise	71	58	50	56	95	100	38	20	80	54
Take children to the playground	31	10	56	67	5	0	75	45	7	8
Gather with family/friends	34	39	41	44	32	25	25	50	20	38
Relax outdoors	31	35	44	44	27	42	38	55	33	38
Dog walking	23	48	31	22	32	58	25	20	33	8
Sports	26	19	16	28	9	17	0	5	0	8
Picnic	17	16	9	28	9	0	31	25	13	31
Experience nature	11	19	9	33	86	67	13	25	53	46
Activities or features at a specific site	17	26	0	6	9	33	6	5	13	8
Special events	20	19	6	6	9	17	0	0	7	8
Develop my skills/abilities (enrichment classes)	3	6	0	6	0	0	0	0	0	0

² Percentages do not total 100% because respondents were invited to select more than one response per a park.

FIGURE 1. ACTIVITIES IN THE TOP 5 FAVORITE PARKS

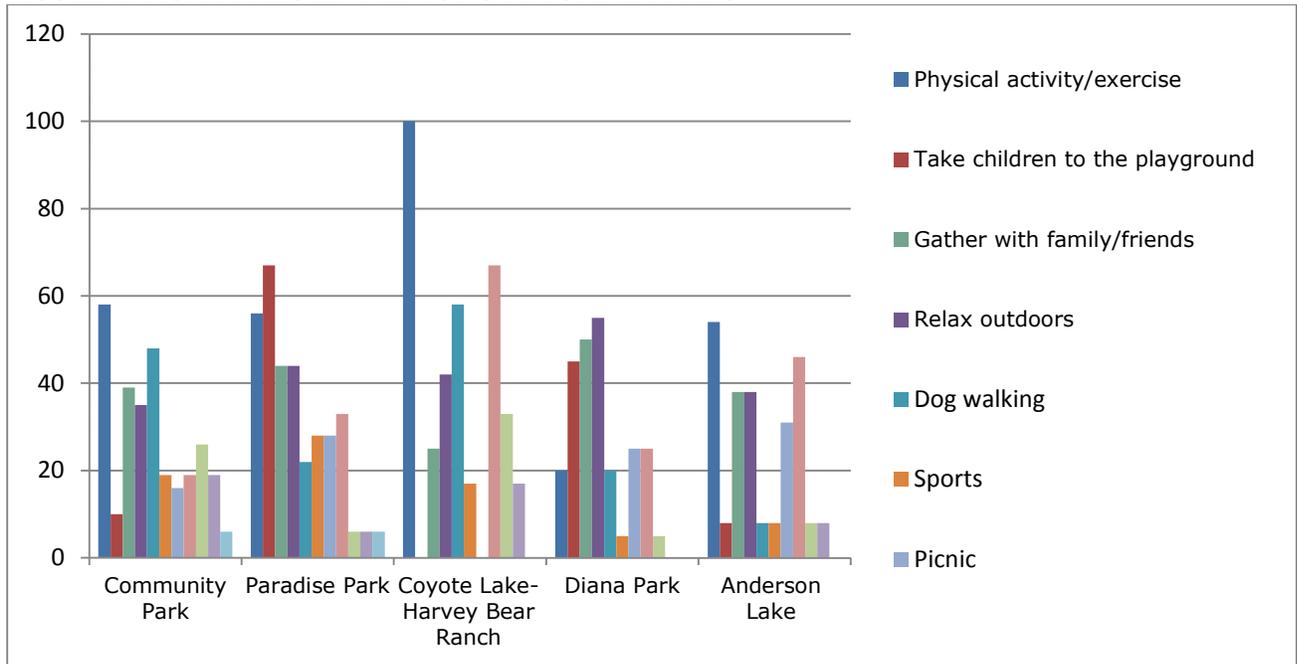


Table 3 includes the modes of transportation respondents indicated they use to get to the top five most frequently used and favorite parks.

TABLE 3. MODE OF TRANSPORTATION USED TO REACH THE TOP 5 PARKS VISITED MOST FREQUENTLY AND FAVORITE

Park	Community Park		Paradise Park		Coyote Lake-Harvey Bear Ranch		Diana Park		Anderson Lake	
	How do you get there (%) ³									
	Freq	Fav	Freq	Fav	Freq	Fav	Freq	Fav	Freq	Fav
Walk/roll	17	23	19	50	0	8	75	40	20	23
Drive	74	71	11	56	91	100	19	30	73	54
Bike	17	29	14	39	9	33	0	15	13	0
Transit/shuttle	0	0	0	0	0	0	0	0	0	0

³ Percentages do not total 100% because respondents were invited to select more than one response per a park.

FINDINGS

Respondents Live and Work

- The respondents were asked to indicate where they live and work/go to school. Responses show that participants were fairly evenly distributed throughout the City.

Most Regularly and Frequently Used and Favorite Parks

- There is significant overlap in responses to the questions of what are your regularly used parks, what is your most frequently used park and what is your favorite park, with Community Park, Paradise Park, Anderson Lake, Coyote Lake-Harvey Bear Ranch, Diana Park, Nordstrom Park and Coyote Creek Parkway-South being selected the most frequently. This overlap in the parks selected for regularly visited, frequently visited, and favorite parks suggests these parks offer valued programs and experiences.
- The most popular parks (listed above) did not all rank high as the parks closest to respondents' home or school, although there is some overlap. The top five parks closest to respondents' homes are Galvan Park, Jackson Park, Anderson Lake, Community Park, and Conte Gardens Park.
- The disparity between the top five favorite and most frequently visited parks and the top five parks closest to home indicates the most respondents are best served by parks outside of their neighborhoods. This trend is likely influenced by the high quality and wide variety of amenities offered at Community Park. Also, Diana and Paradise Parks, which are Neighborhood Parks, are drawing users from throughout the city. This is especially true of Diana Park, which is attracting residents from the east and west parts of the City as, well as residents in the north.
- Galvan Park is the closest park to home for the largest number of respondents, yet it is not among the top five favorite, most frequently visited or favorite parks.
- Responses to most frequently used parks are slightly more dispersed than responses to favorite parks. More people indicated that their most frequently used park is a County park. This is likely because the people are going to their most frequently visited parks to exercise and the County parks offer extensive trail systems.
- The diversity of County parks represented in the responses highlights the prominent role of County facilities in Morgan Hill's trails, parks and recreation system.

Mode of Transportation

- Respondents were asked to indicate how they get to each of the parks they marked on the map as regularly visited, most frequently visited and favorite parks. More participants

indicated that they use cars to get to parks than any other mode of transportation (50% of responses). Thirty-one percent of responses were walking or rolling to parks and 19% were biking. No respondents indicated that they use transit/shuttle to get to parks.

- A high percentage of participants who selected Paradise, Galvan Park, and Nordstrom Park as their most frequently visited parks indicated that they walked/rolled there. While Community Park was the most regularly visited park, few respondents indicated that they walk/roll or biked there. (Note: There were fewer responses to this question for Community Park.)
- About twice as many participants indicated that they drive to their favorite parks than walk/roll to their favorite park. The discrepancy between the mode of transit people use to get to their most frequented park and their favorite park reinforces the finding that respondents' favorite park is often not the closest park to their home.

Park Activities

- Physical exercise, taking children to the playground, gathering with family and friends and relaxing outdoors were the top activities selected for the parks that participants visited most frequently.
- Dog walking was also among the most popular activities in the most frequently visited parks. Community Park and Coyote Lake Harvey Bear Park are the two most popular parks for walking dogs.

APPLICATION OF FINDINGS

- Identify the offerings that draws people to the most frequently visited and favorite parks and consider opportunities to expand these offerings into other parks in Morgan Hill. Specifically, Diana and Paradise Parks were among the most popular neighborhood parks. The programming and facilities in these parks should be further examined to better understand what attracts people to the parks and how these experiences may be incorporated into other neighborhood parks.
- The Master Planning process should consider the role of the most popular neighborhood parks to determine whether their role is to serve the local neighborhoods or the wider community.
- Nordstrom Park was among the most regularly visited parks. However, it was not among respondents' top favorite parks. A closer look at Nordstrom Park may reveal improvements that could enhance the experience for the frequent users of the park.
- Evaluate the County Parks frequently used by Morgan Hill community members to inform the trail connections and access points needed between Morgan Hill and County facilities/land.
- There may be potential to work with VTA or other providers to understand transit

needs/demand and update routes to better serve parks, trails, and recreation facilities.

- A significant number of respondents are walking/rolling and biking to parks. The quality of the bicycle and pedestrian routes to parks should be evaluated, both for the safety of the current users and to encourage new pedestrians and bicyclists. Amenities, such as secure bike racks and water fountains, that cater to non-motorists are also important considerations.
- A closer study of the parks where dog walking was especially popular may help inform the location of a future dog park.

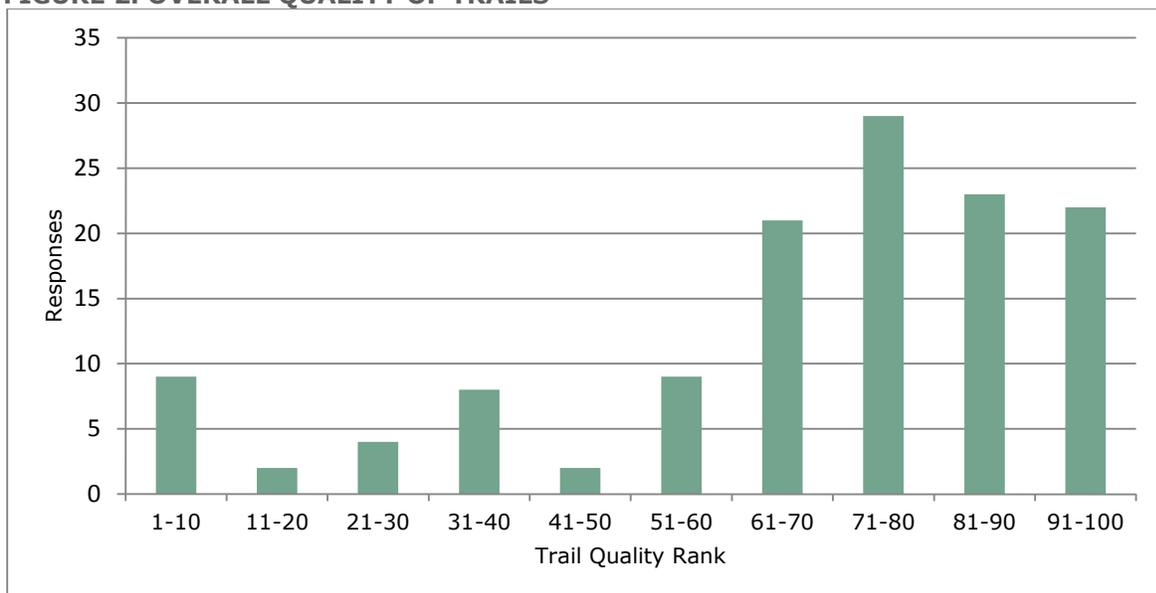
Results: Trails

Respondents were asked to drop pins on the map where they access trails and to draw a line on the map over the trails they use most often. Map 6 and Map 7 show the trails and access points selected by respondents.

OVERALL QUALITY OF TRAILS

Questionnaire respondents were asked to rank the quality of trails within Morgan Hill by using a slider to choose a position between “Not Good” and “Very Good.” The position was then quantified as a value between 1-100.

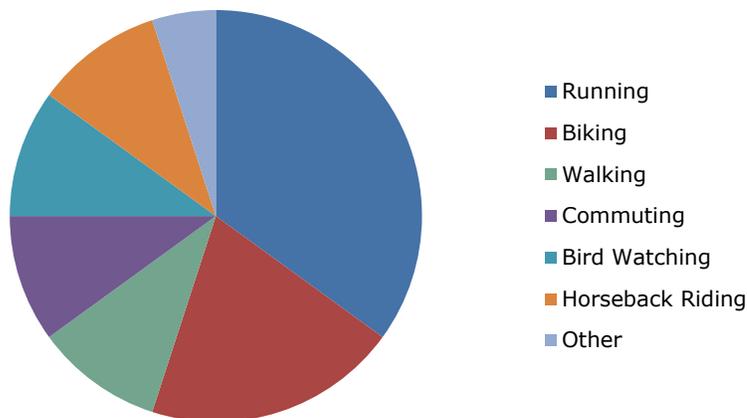
FIGURE 2. OVERALL QUALITY OF TRAILS



TRAIL ACTIVITIES

Respondents were asked to indicate the activities that they currently do on trails, as displayed in Figure 3. There were only 20 responses to this Mapita question.

FIGURE 3. TRAIL ACTIVITIES



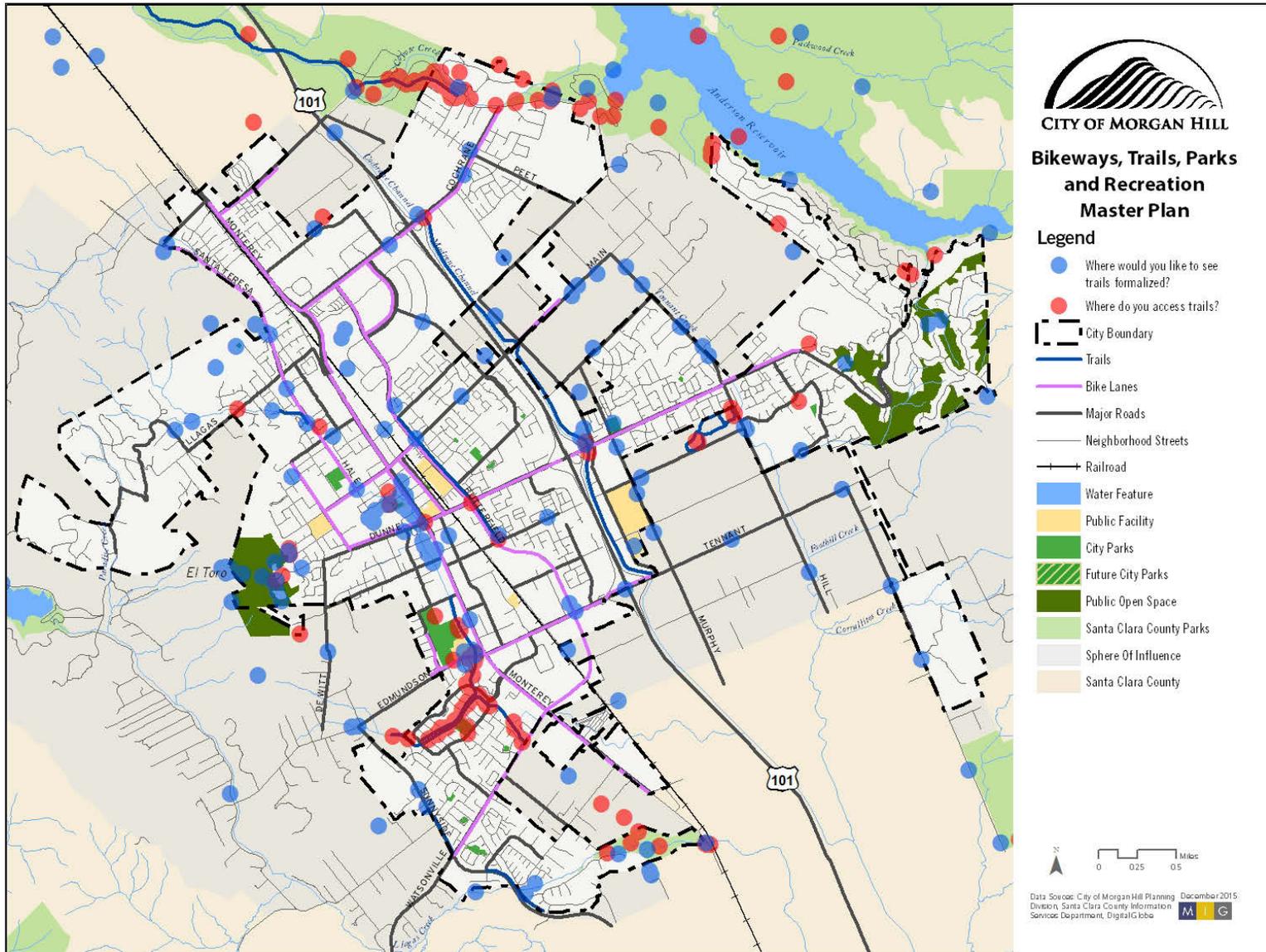
TRAIL ISSUES

Respondents were asked to explain their trail ranking. Respondents cited issues related to connectivity, maintenance and high use. Table 4 captures the number of times that top issues were cited in responses to this open-ended question.

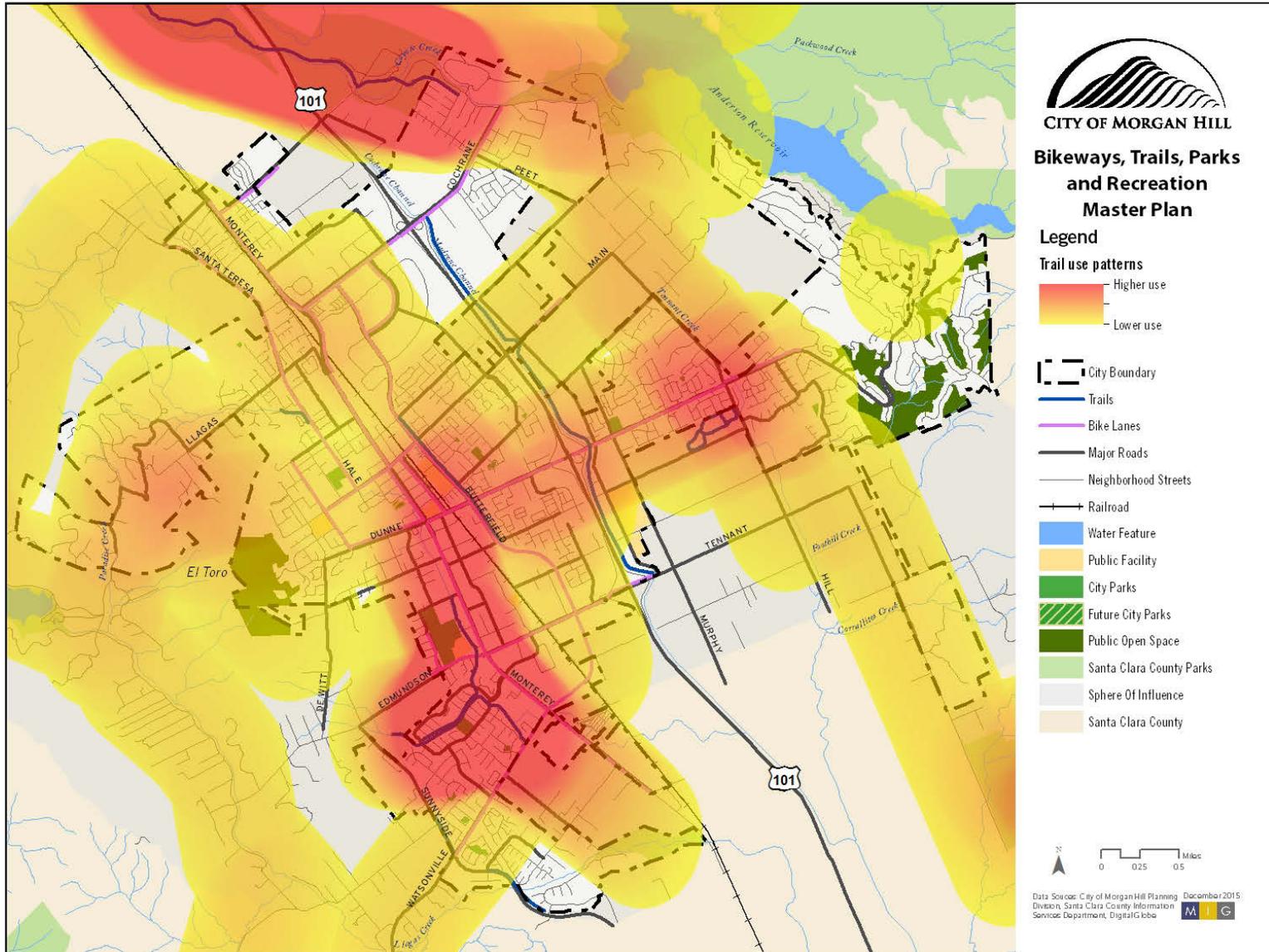
TABLE 4. TRAIL COMMENTS

	Count	Percentage
Not enough trails	9	20
In need of repair	7	15
Not enough trails close to or connected to downtown	4	9
Trails not connected	3	7
Don't feel safe on trail	2	4
Not aesthetically pleasing	2	4
Too much trash	2	4
Tree roots can trip you up	2	4
Limited trees	2	4
Hard to find trails	2	4
Not close to home	2	4
More markers needed	2	4
Other	7	14
Totals	46	100%

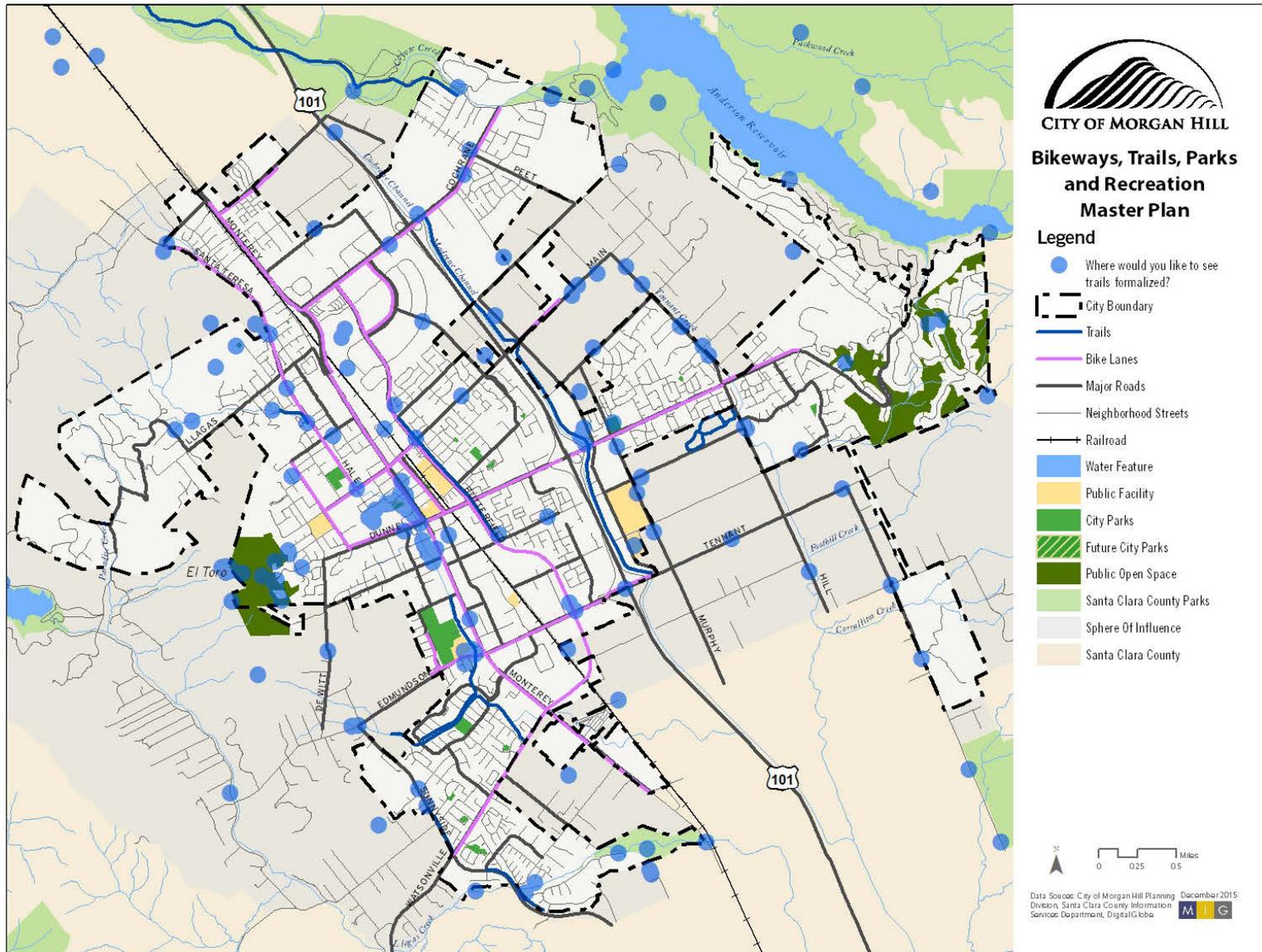
MAP 6. TRAIL ACCESS



MAP 7. TRAIL USE PATTERNS



MAP 8. TRAIL FORMALIZATION



FINDINGS

- Respondents indicated the locations where they currently access trails (see Map 6). Responses were concentrated along Northern Coyote Creek Trail to Anderson Lake, Coyote Lake-Harvey Bear Ranch County Park, and along Little Llagas Creek, between Community Park and Paradise Park.
- Respondents were asked to draw on the map the trails they use (see Map 7). The most heavily used trail is Coyote Creek Trail, north of Anderson Reservoir, which is consistent with the finding that Anderson Lake County Park is the third most regularly visited park among participants.
- Respondents placed dots on the map where they would like to see trails formalized (see Map 8). There are some concentrated responses along desired routes. The routes include Main where it intersects with Cochrane. There is also a cluster of responses on and around El Toro and a cluster of responses in Downtown along Monterey. (See Map 6)
- Respondents were asked to indicate barriers to walking and bicycling in Morgan Hill. (See Map 9) There are concentrations of barriers along Hwy 101 at major intersections.
- Respondents generally indicated that Morgan Hill's trails are good quality. On a scale of 1 ("not good") to 100 ("very good"), a majority of respondents (57%) rank Morgan Hill's trails as 70/100 or better and most of those responses were between 71 and 80.
- Biking and running are the top two activities that respondents reported doing on the trails (35% and 20%, respectively).
- The most frequently reported issues about trails are: there are not enough trails; many trails need maintenance; and too few trails are located in or connected to Downtown Morgan Hill.

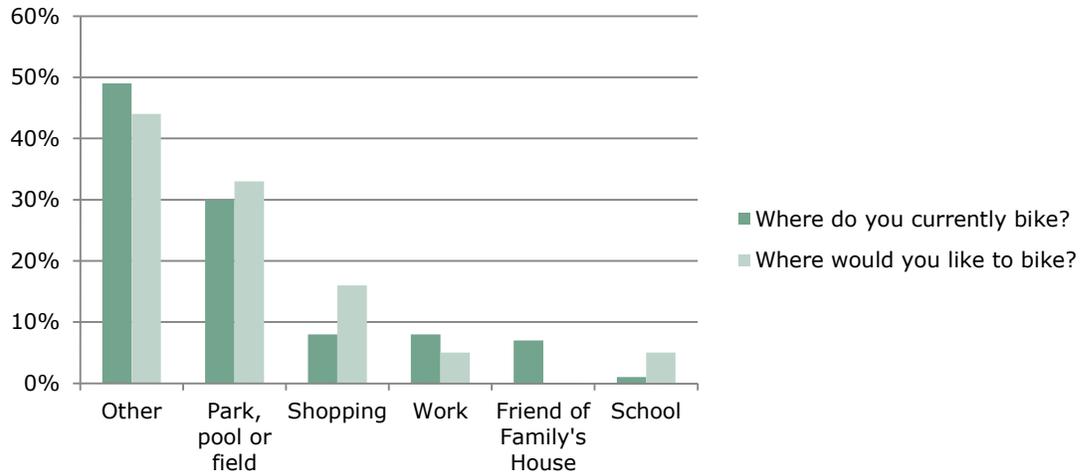
APPLICATION OF FINDINGS

- There is a clear desire for more trails and bikeways that connect to Downtown. The Master Plan should look at opportunities for additional and safer routes and connections to Downtown.
- The gaps between heavily used routes (see Map 7) highlight the need to connect these areas and the potential demand for these connections. In particular, there is a need for a north-south route as well as east-west connections that allow people to safely cross Hwy 101.
- The popularity of Coyote Creek Trail highlights the importance of good connections to the trail.
- Trails are primarily used for running and biking. There are also hikers and equestrian users. Best practices for shared trails, including rules, signage and design, should be incorporated into trails in Morgan Hill.

Results: Biking

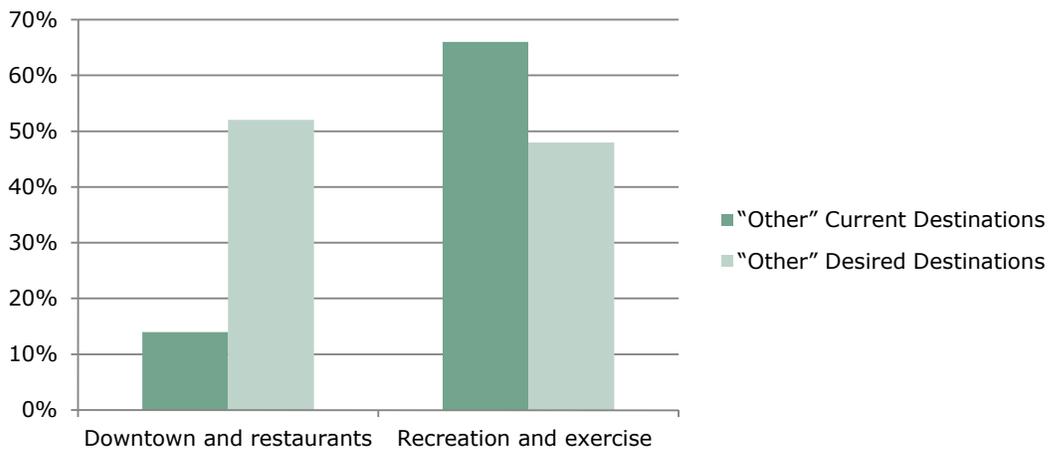
Respondents were asked to indicate the destinations they currently bike to and where they would like to bike to in Morgan Hill. Respondents were then provided with a list of destination categories, which included an “other” option, where a specific destination could be written in (see Figure 4).

FIGURE 4. DESTINATIONS ON BIKE



“Other” was the most frequently selected response to questions “Where do you currently bike?” and “Where would you like to bike?” Many of the respondents elaborated on their “other” destinations. Their responses were categorized by Downtown and restaurants, recreational and exercise, and commute (see Figure 5).

FIGURE 5. OTHER RESPONSES



Specific suggestions for other desired improvements or destinations included, among others:

- I would like to see a bike trail from the percolation ponds to the Coyote Creek Bike Trail
- Hill Road is unsafe as is
- De Witt could seriously use a shoulder wide enough for a bike.
- I would like to bike all the way downtown from Paradise Valley on a bike trail

FINDINGS

- Of those that specified an “other” location, 14% said they currently bike downtown or to restaurants, but 52% said they would be interested in biking to a downtown or restaurant location. This is aligned with the comments about trails that indicated there are not enough trails close to or connected to downtown. (See Table 4 and Figure 5.)
- Thirty percent of respondents said they currently bike to a park, pool or field, and 33% said they would be interested in biking to these locations.

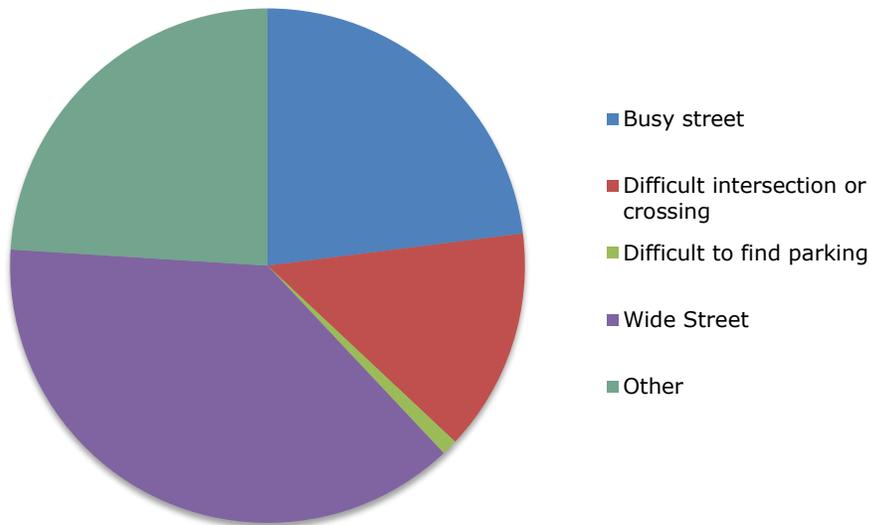
APPLICATION OF FINDINGS

- Responses to questions related to both trails and biking indicate that there is significant interest in improved bikeway connections to downtown. Given the recent mixed responses to the road diet in downtown, the community’s preferences for types of bicycle infrastructure should be further explored.
- The interest in biking to park, pool or field indicates that opportunities for bike connections to parks and recreation facilities should be identified.

Results: Barriers

Respondents were asked to place a pin where they currently experience barriers getting to parks, open spaces, facilities or trails in Morgan Hill and then select the type of barrier. Map 9 illustrates where respondents indicated barriers.

FIGURE 5. BARRIERS

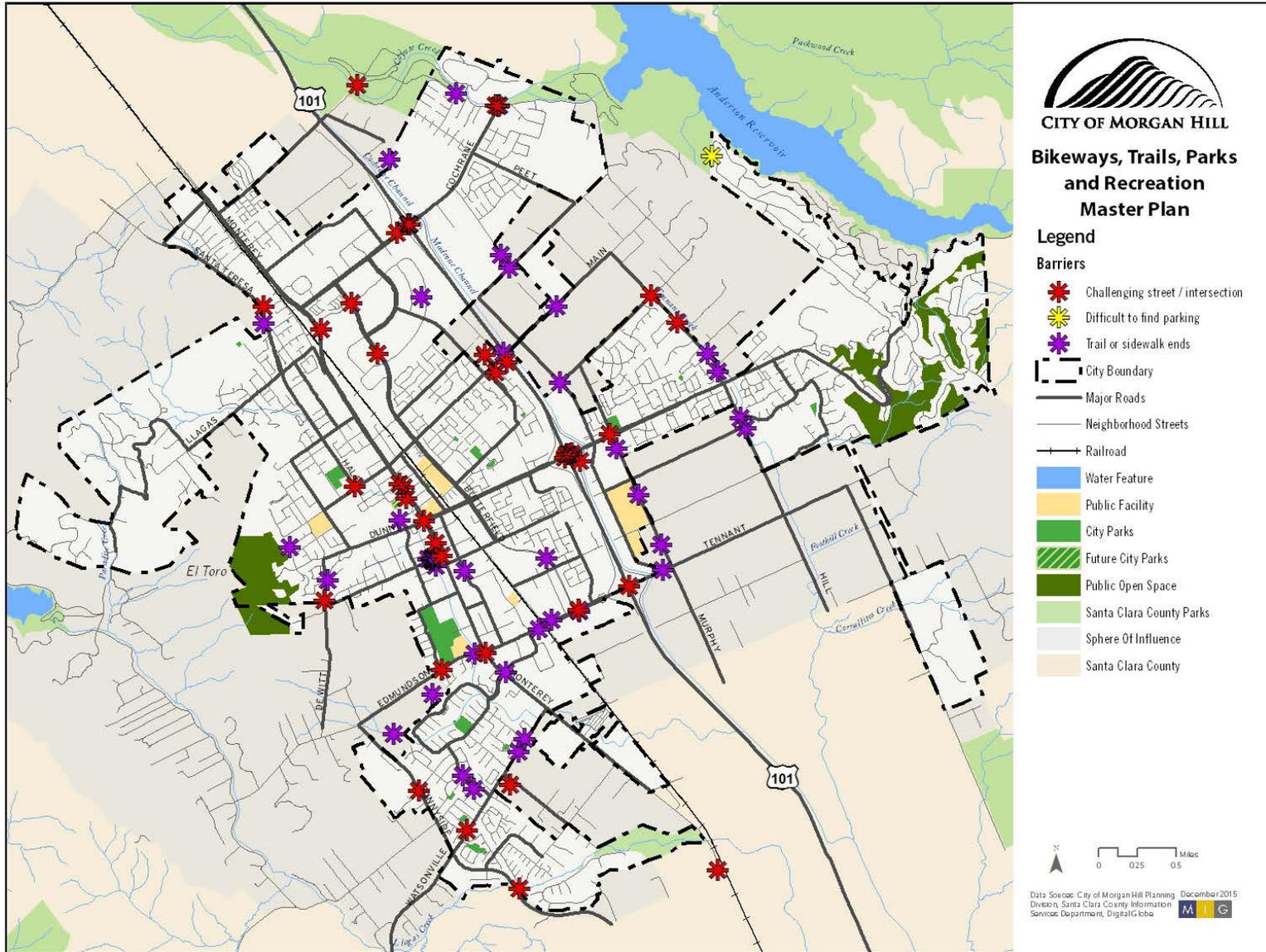


“Other” was a frequently selected response, and the comments regarding these barriers are categorized by theme in Table 9.

TABLE 5. “OTHER” BARRIER RESPONSES

Other Barrier	Count	Percentage
No Bike Lanes	8	29%
Narrow Road	7	25%
Unsafe Neighboring Behavior	3	11%
Drivers	3	11%
Private Property	2	7%
Railroad	1	4%
Storm Drain	1	4%
Parked Cars	1	4%
No Sidewalk	1	4%
Poor Visibility	1	4%
Total	28	100

MAP 9. BARRIERS



FINDINGS

- Respondents revealed several areas with concentrations of barriers including:
 - The intersection of Dunne Ave. and Hwy 101
 - Main Ave. and Hwy 101
 - Monterey Rd. in Downtown
 - Along Tennant Ave. and Edmundson Ave.
 - Along Hill Rd.
- Thirty-eight percent of respondents marked that wide streets were a part of the obstacle of access, while one of the top responses within the “other” category was that roads were too narrow to feel safe bicycling to their destination.
- Parking does not seem to be the dominant concern when accessing bikeways, trails, and parks within Morgan Hill. Few people (one respondent) indicated that a lack of adequate parking is a barrier.

APPLICATION OF FINDINGS

- Streetscape improvements that address the width of streets, speed of vehicle traffic on streets, and lack of bicycle infrastructure will be important to improving access to Downtown, parks, open spaces, facilities and trails in Morgan Hill.

Results: Programming

The questionnaire asked respondents if they or their family members participate in City classes or programs. Forty-eight percent of respondents answered that they or their family members participate in City programming.

TABLE 6. PARTICIPATION IN PROGRAMS AND CLASSES

Do you or family members participate in any Morgan Hill classes or programs?	Count	Percentage
Yes	81	48%
No	88	52%
Totals	169	100%

Below are some of the most common responses from participants who explained why they do not participate in programming.

TABLE 7. NON-PARTICIPATION IN PROGRAMMING

Why do you not participate in programming?	Count	Percentage
Classes are too expensive	7	30
Respondents unsure of classes and class schedules	4	17
Classes are not the right fitness level	3	13
Respondents do not have time in their schedule	3	13
Classes at inconvenient times	2	9
Respondent has not had time to sign up	2	9
Desired classes do not have capacity	2	9
Classes are not appealing	1	4
Totals	23	100%

DESIRED PROGRAMMING

A handful of respondents listed programs that they would like the City to offer or improvements in recreation programming they would like the City to make. Desired programs included: self defense, ceramics or art classes, greater capacity in swim lessons, Pickleball and more tennis courts.

FINDINGS

- Nearly half of respondents (48%) have participated in the City of Morgan Hill programming
- The top cited issues with programming is that classes were too expensive and respondents were unsure of what classes were offered and when.

Results: Other Ideas for Improvement

The final two questions of the questionnaire asked respondents to address any other thoughts they had regarding bikeways, trails, and parks in Morgan Hill. Specifically, respondents could leave open ended responses to the questions “Do you have anything else to add?” and “Do you have any further ideas for improvement?” The responses were categorized into seven different categories (see Table 8), plus an “other” category for comments that were unique.

TABLE 8. OTHER IDEAS FOR IMPROVEMENT

Improvements	Count	Percentage
Safe and connected routes for people who bike and walk	33	34
Other	17	18
Adding new trails	16	17
New amenities and parks ideas	10	10
Add restrooms at parks	8	8
Adding a Downtown Park and formalizing Pop-up Park	6	6
More opportunities for bicycle education	3	3
Fiscal responsibility	3	3
Totals	96	100

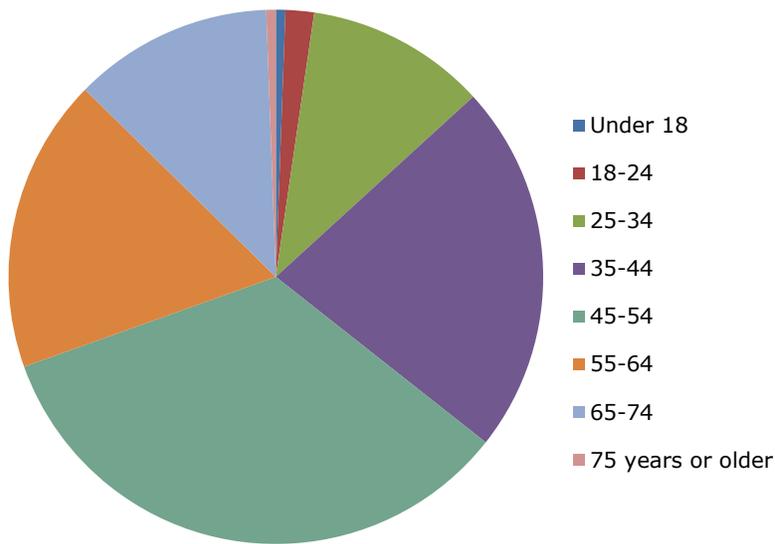
FINDINGS

- One-third of respondents indicated that they would like to see more safe and connected routes for people who bike and walk.
- Sixteen of the comments referenced a desire for new trails in Morgan Hill.

Results: Respondents

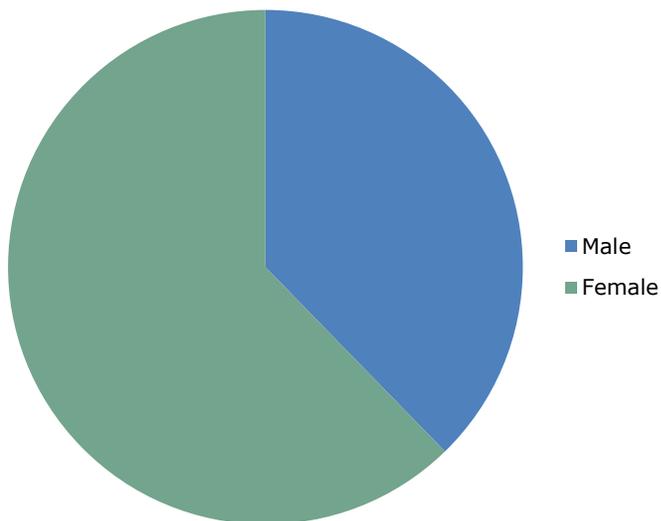
A total of 400 responses were recorded between August 17, 2015 and October 11, 2015. It should be noted, however, that not all of these respondents answered every question. Just under 180 participants responded to the demographics section of the questionnaire. The responses are summarized in the tables below. The total number of respondents who answered each question is indicated in the "Total" row, and the "Percentage" is calculated by the total number of respondents who answered each question.

FIGURE 6. AGE OF RESPONDENTS



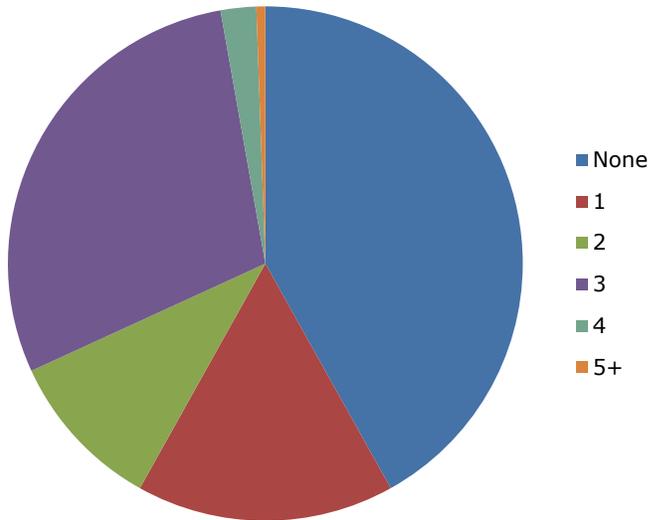
Total Respondents: 169

FIGURE 7. SEX OF RESPONDENTS



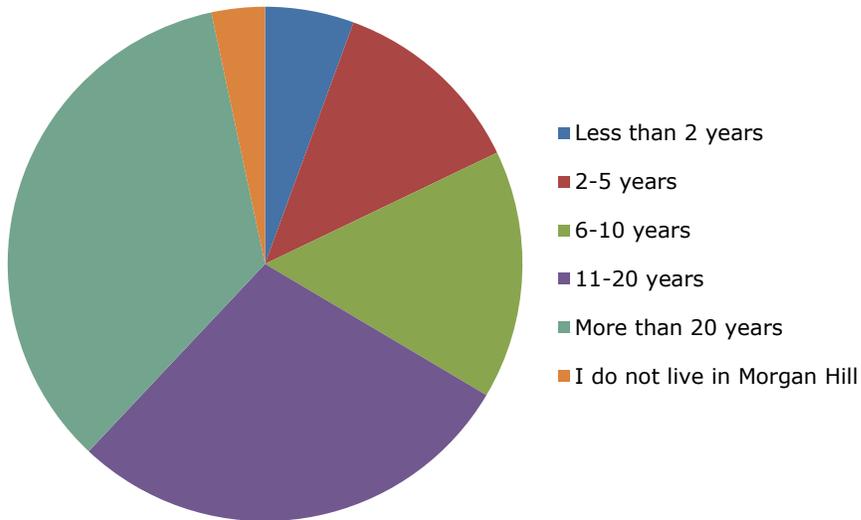
Total Respondents: 175

FIGURE 8. CHILDREN IN HOUSEHOLDS OF RESPONDENTS



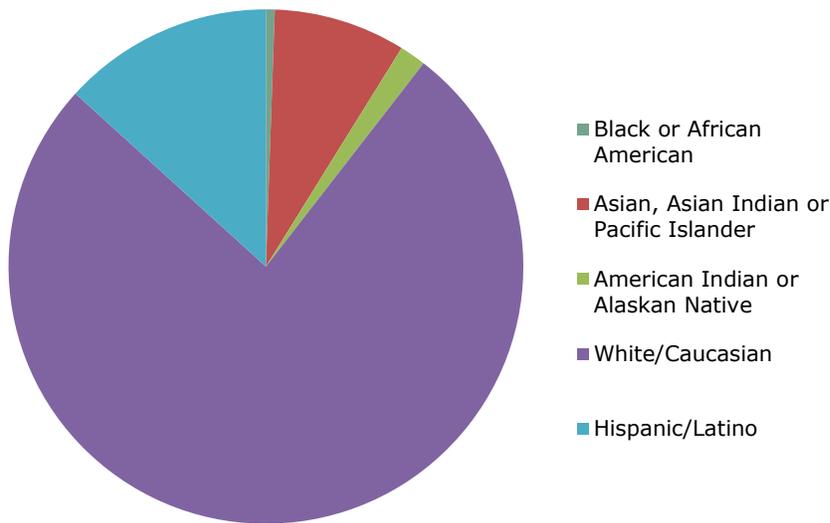
Total Respondents: 179

FIGURE 9. YEARS LIVED IN MORGAN HILL



Total Respondents: 179

FIGURE 10. ETHNICITY



Total Respondents: 181

FINDINGS

- The respondents who answered the demographic section of the questionnaire were more female (62%), more Caucasian/White (76%), and older than the Morgan Hill population overall, which is 50.5% female and 65.2% White.
- Among adults, the questionnaire respondents roughly reflected the age distribution of the adult population in Morgan Hill. The largest cohort of adult residents and most questionnaire respondents are between the ages of 35 and 54.
- More than 40% of Mapita respondents have no children in their household, which is less than the 57% of Morgan Hill households without children under the age of 18.
- Thirty-five percent of respondents have lived in Morgan Hill for over 20 years and only six percent of respondents have lived in Morgan Hill for less than two years.
- The planning process will focus on reaching the demographic groups that were underrepresented among online questionnaire respondents.



Technical Supplement: **Online Community Survey Summary**

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BIKEWAYS,
TRAILS, PARKS
& RECREATION
MASTER PLAN

COMMUNITY SURVEY ANALYSIS SUMMARY

May 2016

Introduction

This document presents the results of the community survey implemented by MIG for the City of Morgan Hill. The survey provided an opportunity for residents to guide the policy and project priorities for the Morgan Hill Bikeways, Trails, Parks and Recreation Master Plan (Master Plan). The survey was available online and in hard copy in English and Spanish between March 29, 2016 and April 18, 2016. Paper copies were distributed at City facilities and through the City's community partners. There were approximately 1,100 participants in the survey. The results of this survey are summarized and analyzed in this document.

PURPOSE OF SURVEY AND USE OF RESULTS

The questions in this survey were based on findings from the project team's technical analysis a public and stakeholder information to date. The purpose of this survey was to collect information about community members' priorities for additions and improvements to park experiences, investments in parks and facilities, improvements to bikeways and trails, and recreation programming. The results of this survey are not intended to be a representative sampling of opinions across the community.

These survey findings will help the project team refine and prioritize strategies and projects included in the Draft Master Plan. The results of the survey were presented to the Master Plan Stakeholder Advisory Group at their meeting on April 21 and will also be provided to the Parks and Recreation Commission (PRC) and City Council. The community priorities that surfaced from the results of this survey will be further refined by the PRC and City Council and inform the recommendations included in the Draft Master Plan, planned for completion in fall 2016.

Results: Park Experiences

Participants in the Master Plan Community Workshop (January 2016) and members of the Stakeholder Advisory Group (SAG) have expressed interest in diversifying the types of experiences available in the Morgan Hill's parks. In the first section of the survey, respondents were shown a series of photos and asked "How much would you like to see each of the following play experiences in Morgan Hill's parks?" Then the survey asked about the types of recreation programming, if any, and types spaces that the community would like to see in the City's park. The responses are shown below.

FIGURE 1. NATURE PLAY

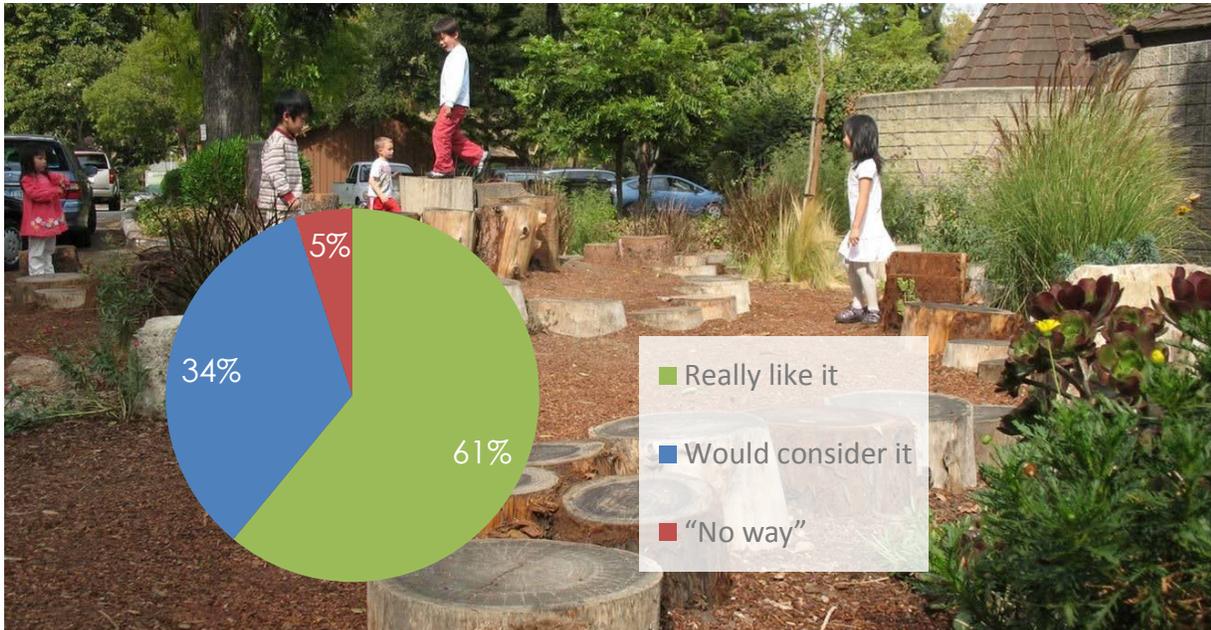


FIGURE 2. ADVENTURE PLAY



FIGURE 3. DIFFERENT/MORE VARIED PLAY STRUCTURES

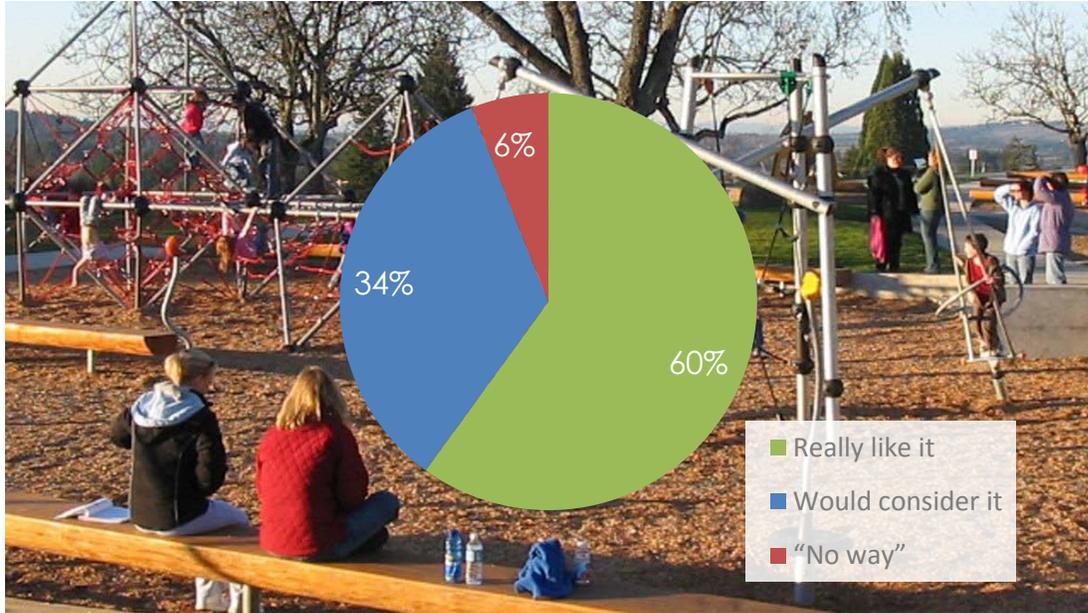


FIGURE 4. PLAY FOR ALL AGES

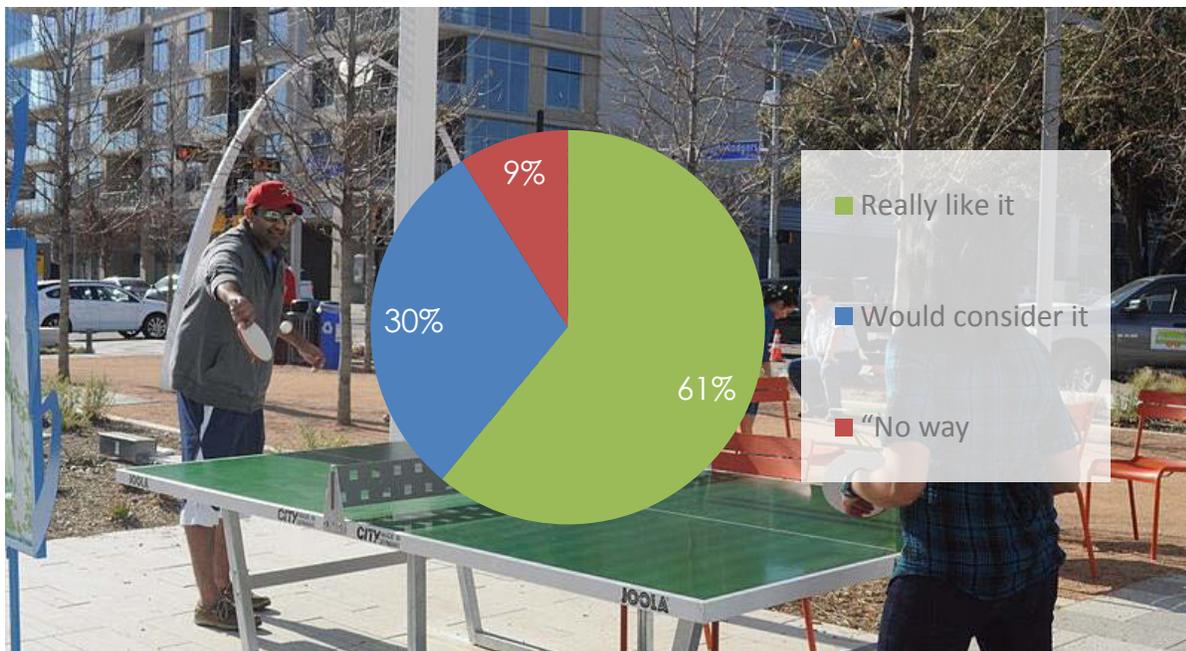


FIGURE 5. BIKE SKILLS COURSE

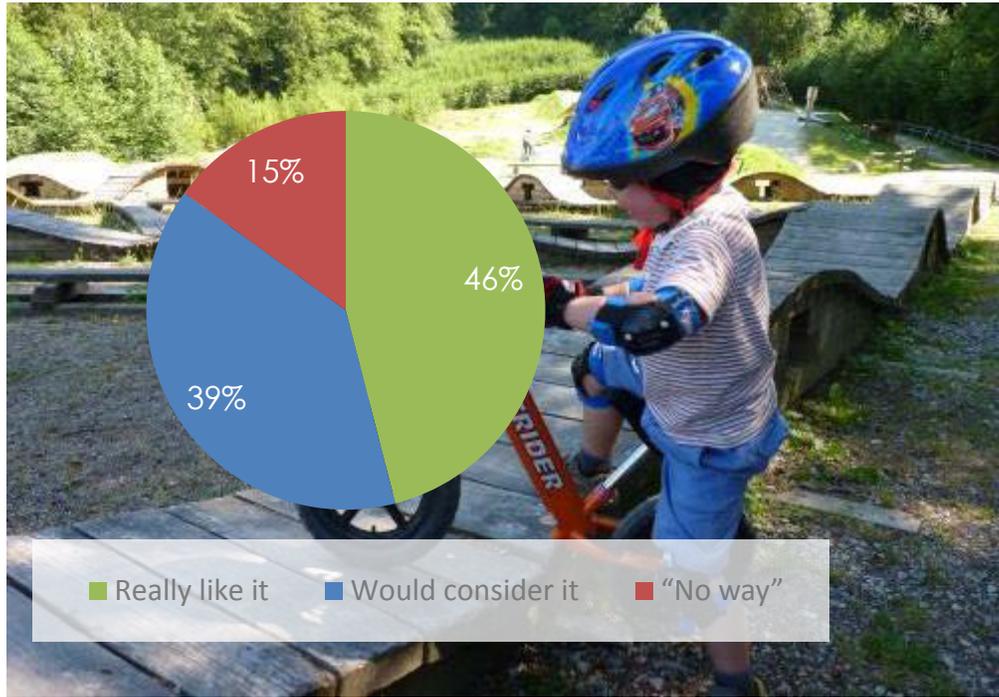
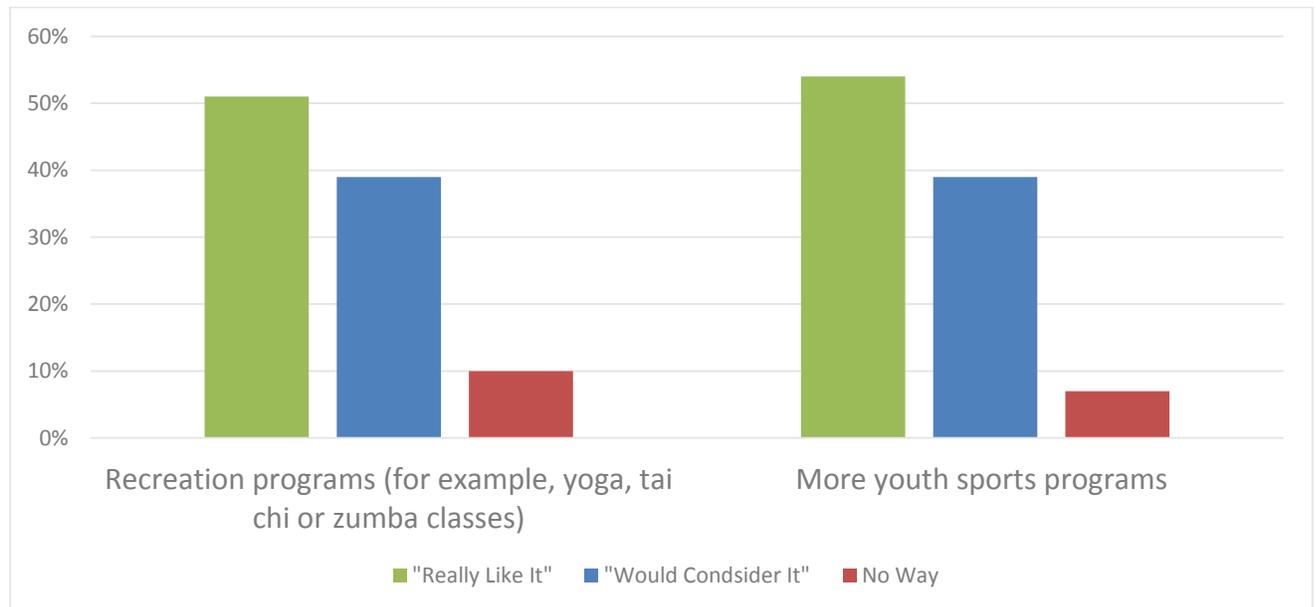


FIGURE 6. RECREATION EXPERIENCES DESIRED IN MORGAN HILL'S PARKS



FINDINGS

- Respondents are seeking more varied and multi-generational park experiences. This survey result is consistent with community and stakeholder input received throughout the Master Planning process.
- Among types of play experiences, respondents showed the highest level of enthusiasm for nature play and play for all ages.
- Bike advocates in the community have been proponents of a bike skills course. Survey participants indicated some interest, although there was less enthusiasm for the bike skills course than the other park experiences shown in the survey.
- Survey respondents indicated enthusiasm for the City bringing recreation programs beyond the CRC and into parks.
- Respondents indicated a strong interest in flexible spaces in parks that are not specifically designed for one sport or activity but can be used for informal pick-up games and picnics.
- There was also interest in seating designed for socializing, instead of solitary linear benches. “Social seating” may not be a familiar concept, but more than 30% of respondents indicated that they would consider it.
- Well-connected, family-friendly bikeways and trails were among the most frequently submitted responses to the open-ended survey question: “Do you have ideas for other experiences that you would like to see in Morgan Hill’s parks?”
- Sand volleyball courts were among the most frequently submitted ideas for park experiences.
- Other ideas from respondents included among others:
 - Exercise equipment along trails and in parks
 - Music in the parks
 - Equestrian trails
 - Universally accessible park and play experiences

APPLICATION OF FINDINGS

- The Master Plan will include recommendations and design guidelines that encourage the City to develop a broader range of play experiences in parks through different types of play structures, equipment, activities and flexible spaces.
- The Master Plan will recommend approaches for expanding recreation programming and youth sports into parks.

Results: Program, Park, and Facility Investments

Survey participants were asked to indicate the level of investment that they think the City should make in various choices under each of the following categories: programs, sports facilities, parks and open spaces, park amenities, and fields and facilities. For each question, the survey prompted participants to distribute \$10 among three or four choices. The following graphs illustrate the average (mean) amount of money participants allocated for each. The highest scoring option is shown in green.

FIGURE 9: HOW MUCH MONEY, IF ANY, WOULD YOU SPEND ON EACH TYPE OF PROGRAM?

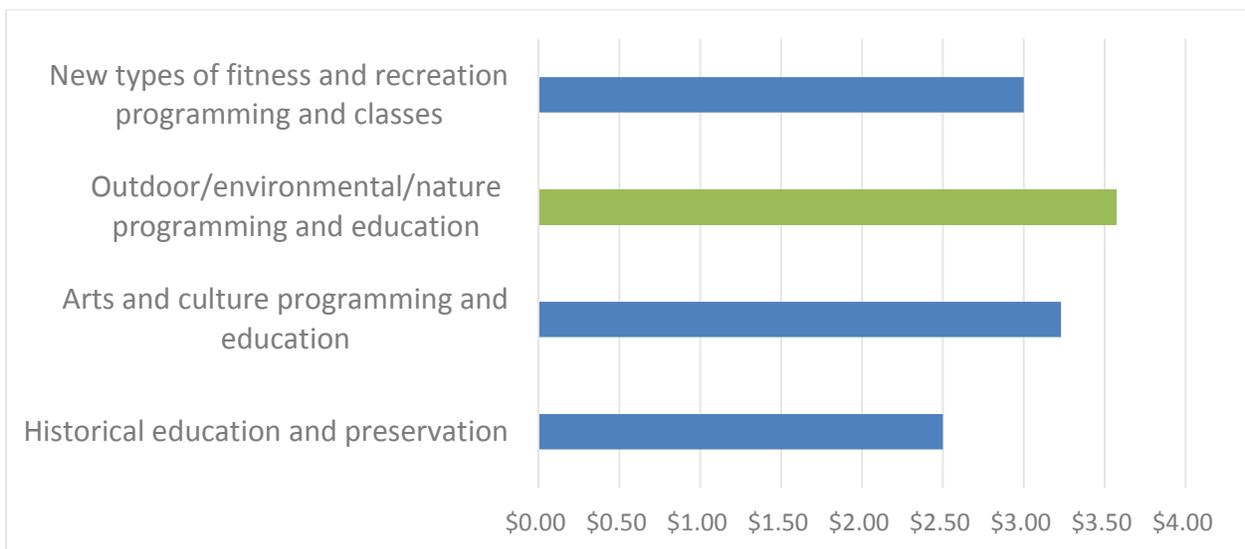


FIGURE 10: HOW MUCH MONEY, IF ANY, WOULD YOU SPEND ON EACH TYPE OF SPORTS FACILITY?

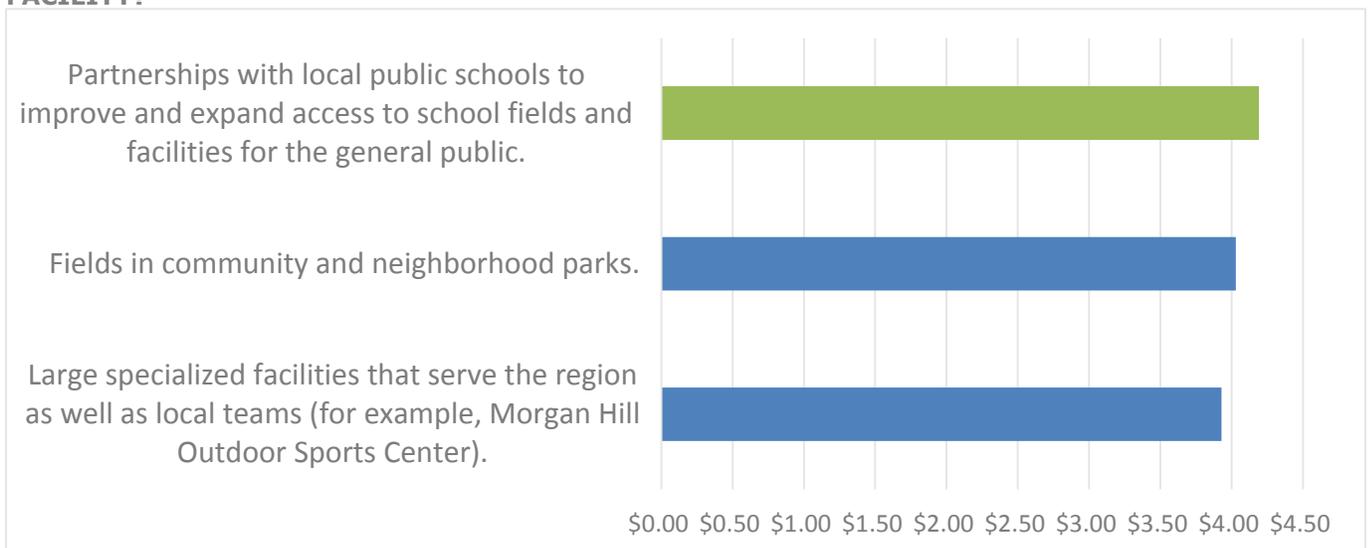


FIGURE 11: HOW MUCH MONEY, IF ANY, WOULD YOU SPEND ON EACH OF FOLLOWING TYPES OF PARK AND OPEN SPACE?

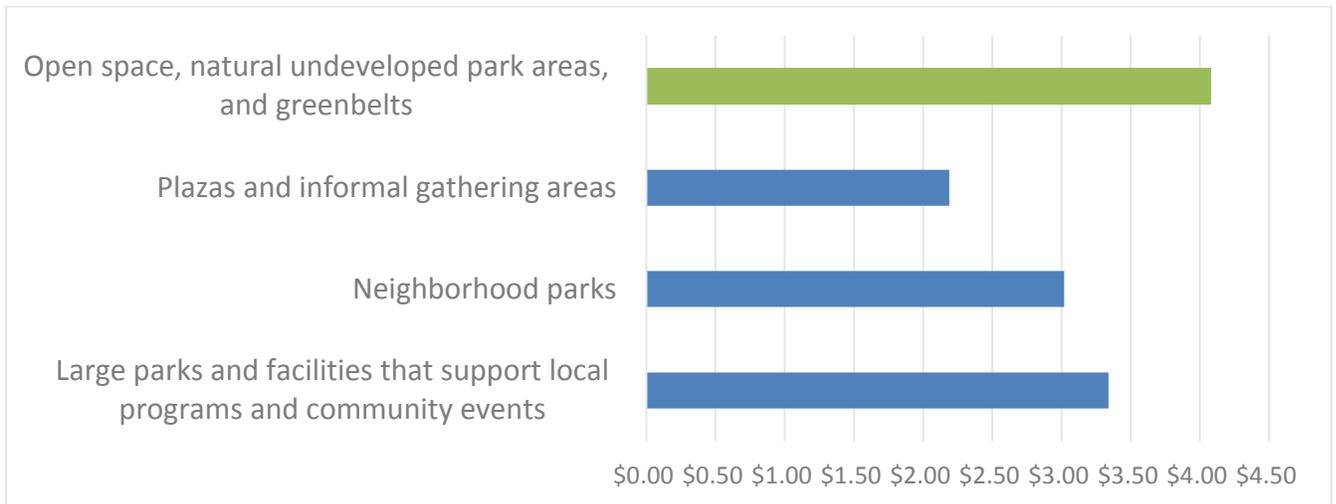


FIGURE 12: HOW MUCH MONEY, IF ANY, WOULD YOU SPEND ON THE FOLLOWING AMENITIES?

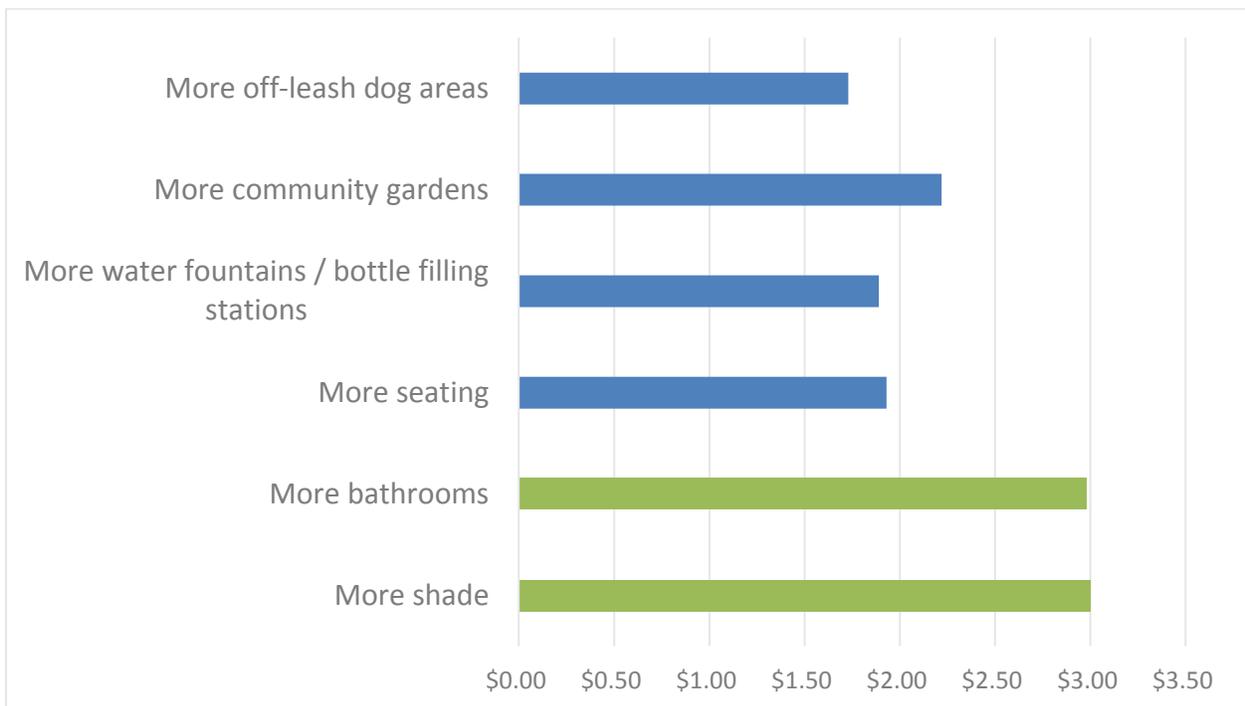
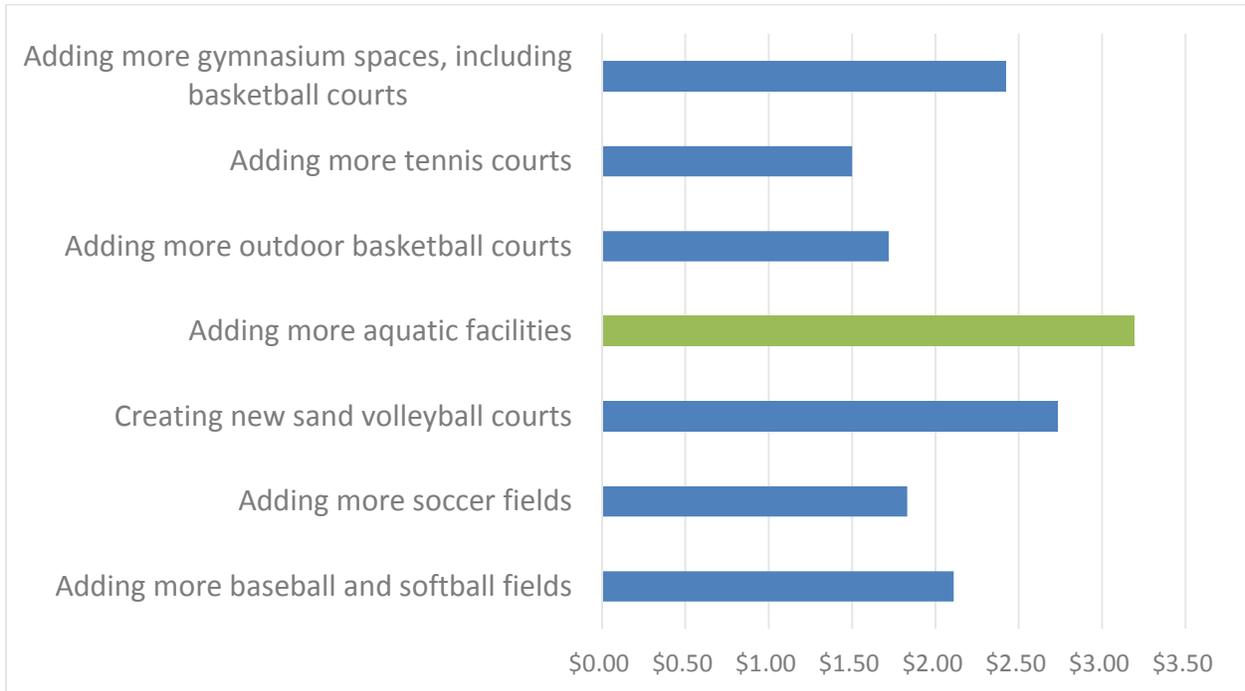
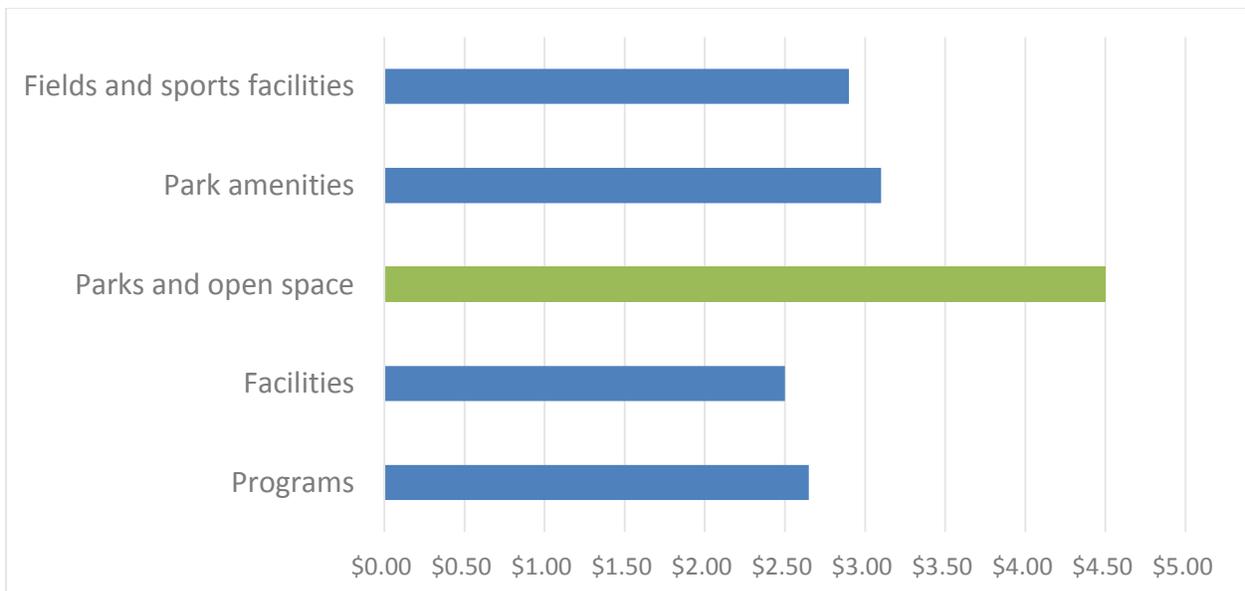


FIGURE 13: HOW MUCH MONEY, IF ANY, WOULD YOU SPEND ON THE FOLLOWING FIELDS AND FACILITIES?



The final question in this section asked survey participants to allocate \$12 across all of the categories.

FIGURE 14: NOW, YOU HAVE \$12 TO SPEND ACROSS ALL OF THE ABOVE CATEGORIES. HOW MUCH, IF ANY, WOULD YOU SPEND ON THE FOLLOWING?



FINDINGS

- Of the four programming area options, respondents showed the strongest support of funding outdoor/environmental education/nature programming and education.
- The largest number of participants supported fields that are jointly used with schools.
- Respondents prioritized spending on parks and open spaces over the other categories. Within parks and open spaces, respondents allocated the most money to open space, undeveloped parks, and green space. The interest in preserved natural areas aligns with respondents' high level of support for more environmental education.
- Respondents allocated the largest amount of funding for fields and facilities to adding more aquatic facilities. Respondents' interest in aquatic facilities, especially splash pads, was also apparent in the responses to the open-ended survey question inviting survey participants to write-in other ideas for park experiences.
- There was also support for creating new sand volleyball courts and adding more gymnasium spaces.
- Adding bathrooms and shade to Morgan Hill's parks was a high priority for survey respondents. The importance of additional bathrooms and shade was echoed by the Stakeholder Advisory Group (SAG) at the April 21 meeting.

APPLICATION OF FINDINGS

- The Master Planning process will consider whether the City should add more aquatic facilities.
- Approaches for expanding sports field capacity through strategies such as joint use agreements will be included in the Master Plan.
- The Master Plan will recommend locations for additional shade structures and restrooms in the park concept maps and will include these and other amenities in the cost and operations model.

Results: Bikeways & Trails

Throughout the Master Planning process, community members have indicated that improving bikeway and trail connections are a top priority for Morgan Hill’s bikeways, trails, parks and recreation system. Bikeways and trails have been a focus of SAG discussions and were a prominent part of the Master Plan online map-based survey distributed in Fall 2015. The questions below include the bikeway and trail priorities that the project team has heard from the community.

FIGURE 15: WHICH OF THE FOLLOWING TYPES OF IMPROVEMENTS TO BIKEWAYS IS MOST IMPORTANT TO YOU?

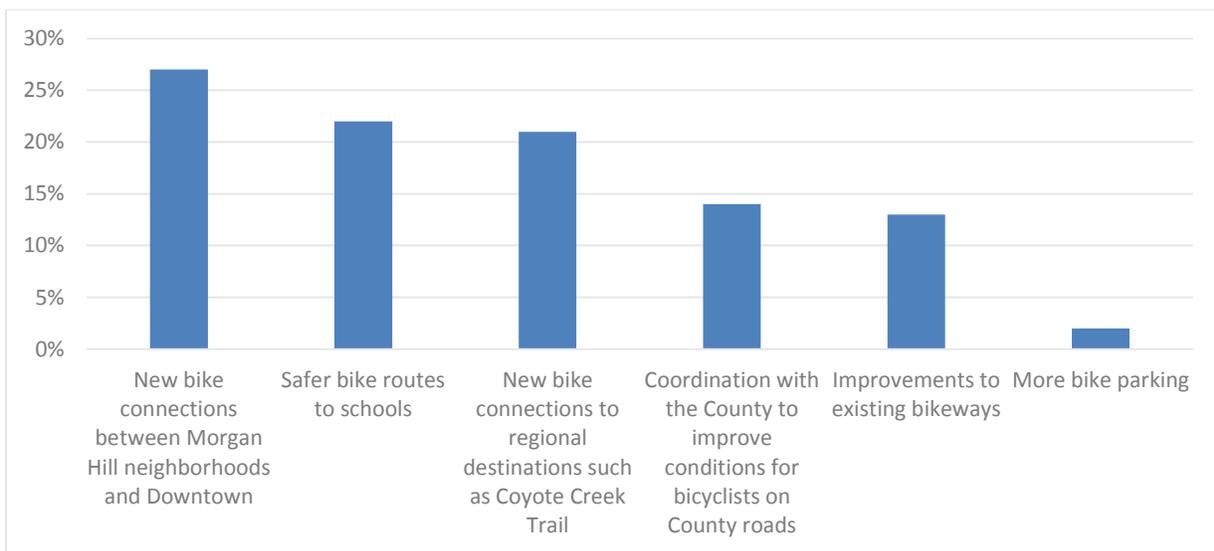
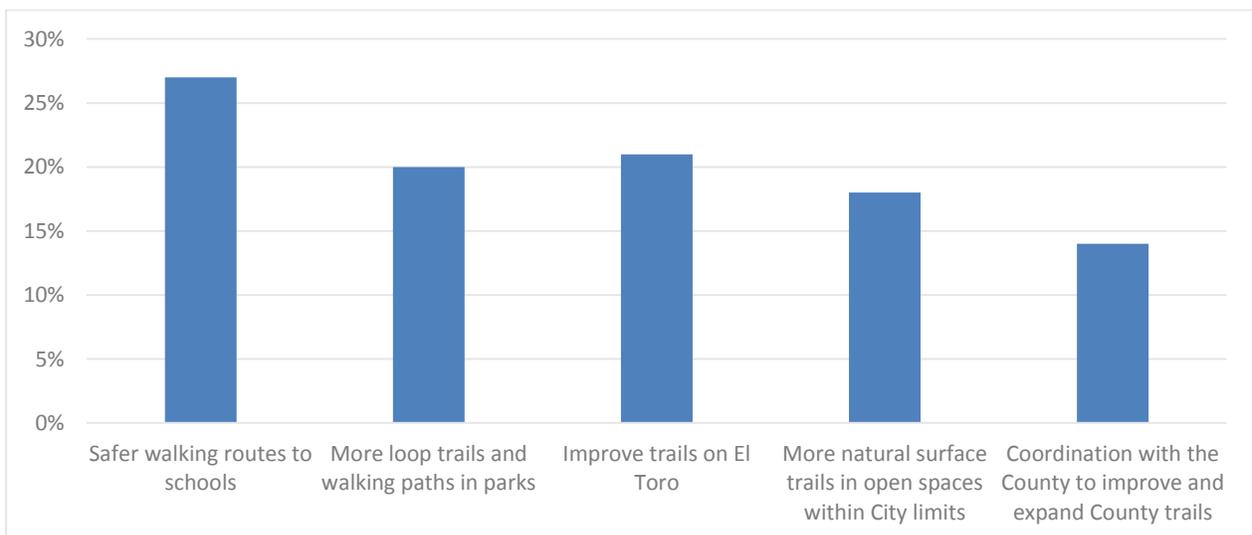


FIGURE 16: WHICH OF THE FOLLOWING TRAIL INVESTMENTS IS MOST IMPORTANT TO YOU?



FINDINGS

- Survey respondents prioritized connections between Morgan Hill neighborhoods and Downtown. This has been a consistent community priority throughout the Master Planning process.
- Safe bicycle and pedestrian routes to schools surfaced as a top priority for survey respondents. This priority was echoed by the Stakeholder Advisory Group at the April 21 meeting.
- Respondents indicated that improving the El Toro trails is the second most important trail investment next to safer walking routes to schools. Respondents also indicated support for loop trails and more natural surface trails in open spaces, although they were not the highest priorities.
- Investments in bike parking was not a high priority for survey respondents, which likely indicates that a lack of bike parking is not a prominent barrier to community members bicycling.

APPLICATION OF FINDINGS

- The Master Plan’s criteria for prioritizing bikeways and trails will reflect the community’s priorities for safe routes to schools and connections between neighborhoods and Downtown.
- Respondents’ support for trails on El Toro reconfirms the City’s continuous efforts to develop connected trails on el Toro.

Results: Programming

FIGURE 17: DO YOU TAKE CLASSES AND/OR PARTICIPATE IN PROGRAMS OFFERED

THROUGH THE CITY OF MORGAN HILL?

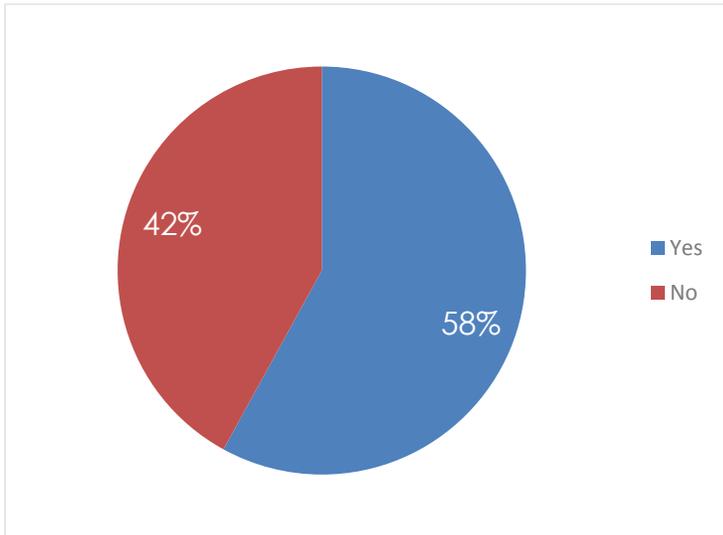


FIGURE 18: WHAT IF ANYTHING LIMITS YOUR PARTICIPATION IN CITY PROGRAMMING?

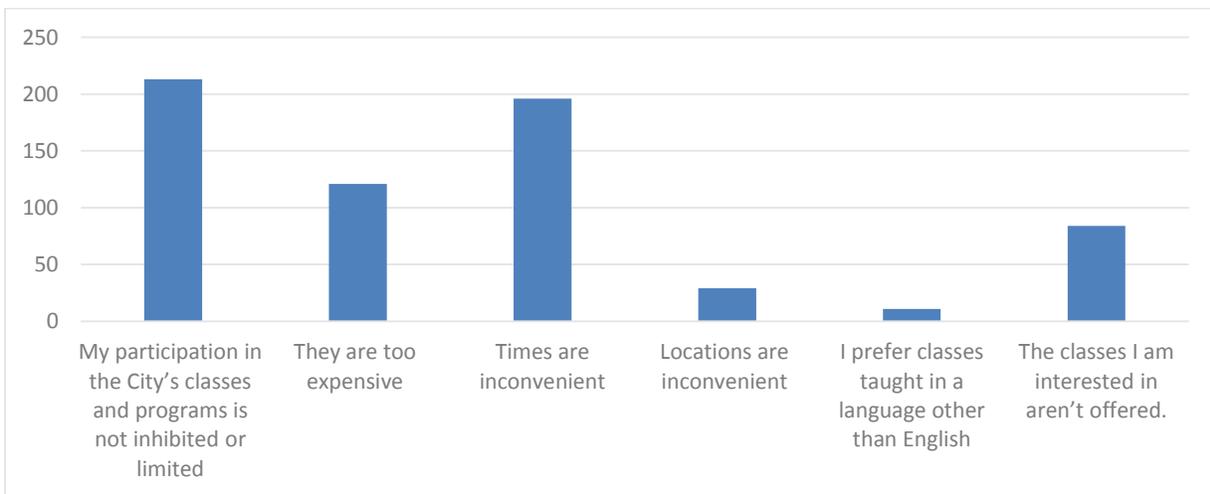


FIGURE 18: PLEASE CHECK ALL THE SETTINGS IN MORGAN HILL THAT YOU THINK WOULD BE A GOOD FIT FOR EACH ACTIVITY.

COMMUNITY SURVEY RESULTS

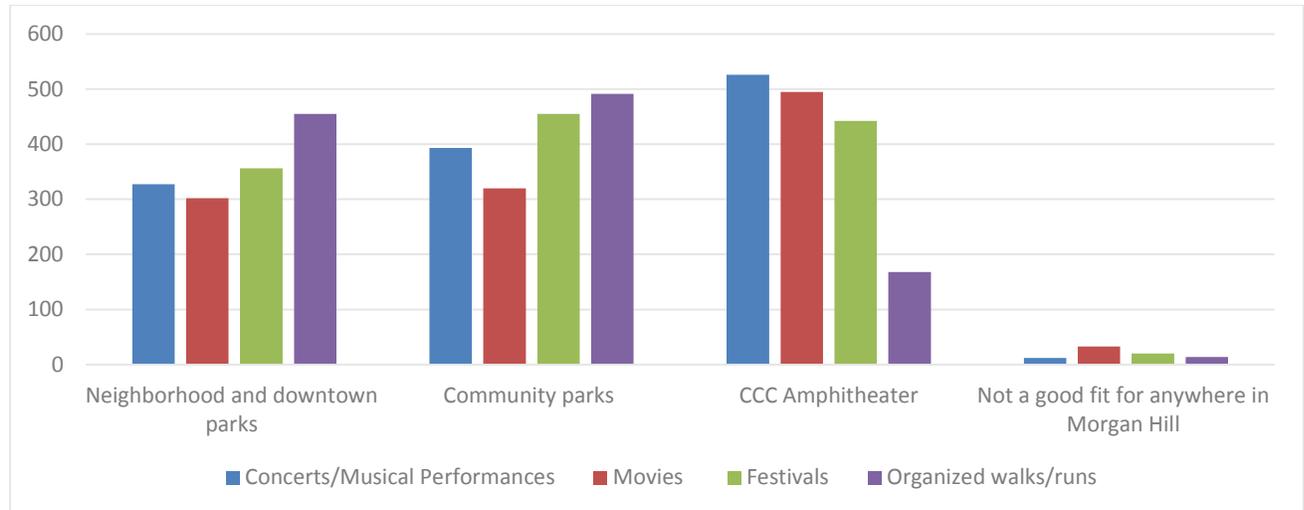
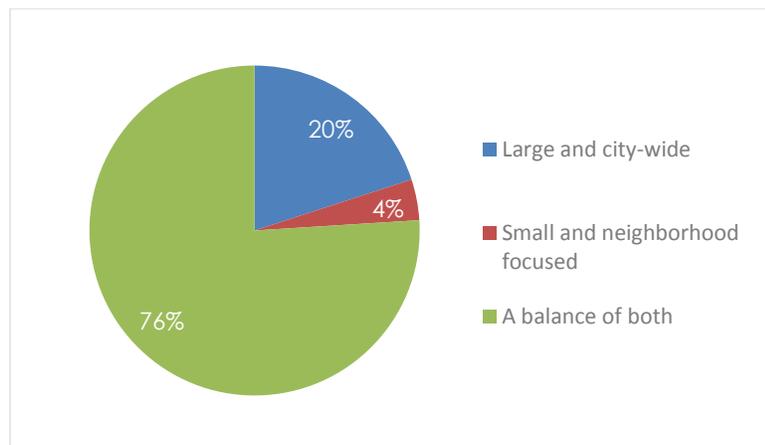


FIGURE 19: EVENTS IN MORGAN HILL SHOULD GENERALLY BE...



FINDINGS

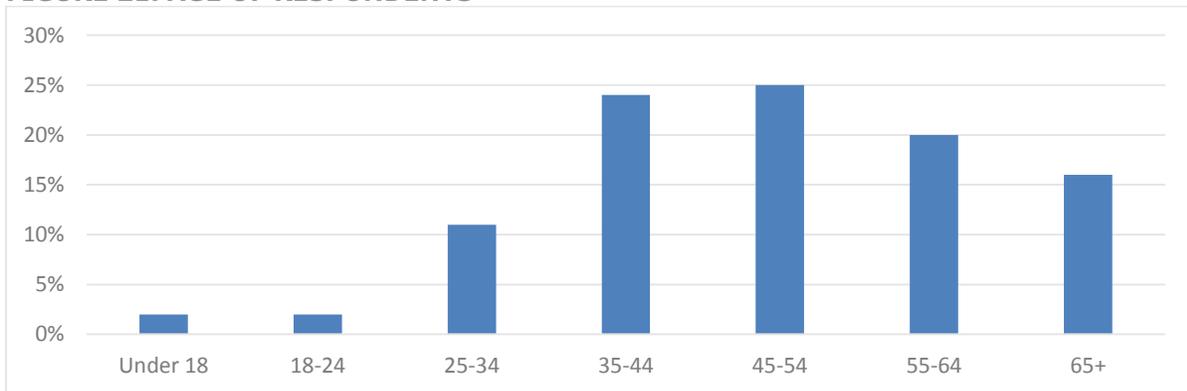
- Over half of survey respondents participate in the City’s programming and 33% for survey respondents indicated that their participation was not inhibited or limited.
- Of respondents who feel their participation in City programming is limited (441 respondents), high costs (27%) and inconvenient schedules (44%) are the top two reasons.
- There is wide support for public events in Morgan Hill and a desire for a mix of large city-wide and small neighborhood-focused events.
- Respondents demonstrated a high level of interest in concerts, movies, and festivals held at the CCC outdoor amphitheater.

APPLICATION OF FINDINGS

Results: Respondent Demographics

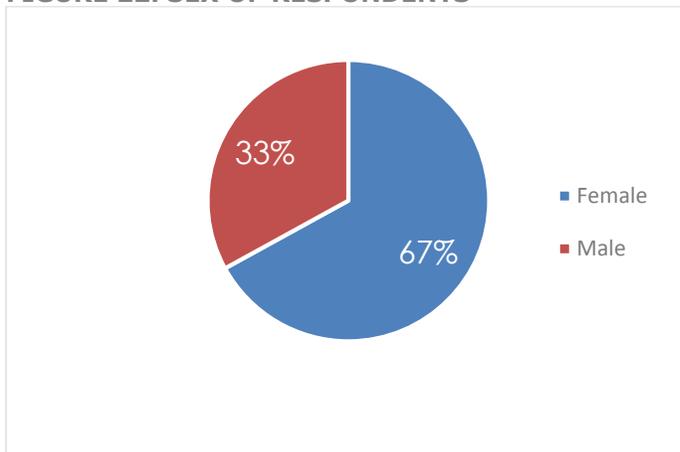
A total of approximately 1,100 responses were recorded. It should be noted, however, that not all of these respondents answered every question. About 600 participants responded to the demographics section of the survey. The responses are summarized in the tables below. The total number of respondents who answered each question is noted below the graph, and the percentage is calculated by the total number of respondents who answered each question.

FIGURE 21. AGE OF RESPONDENTS



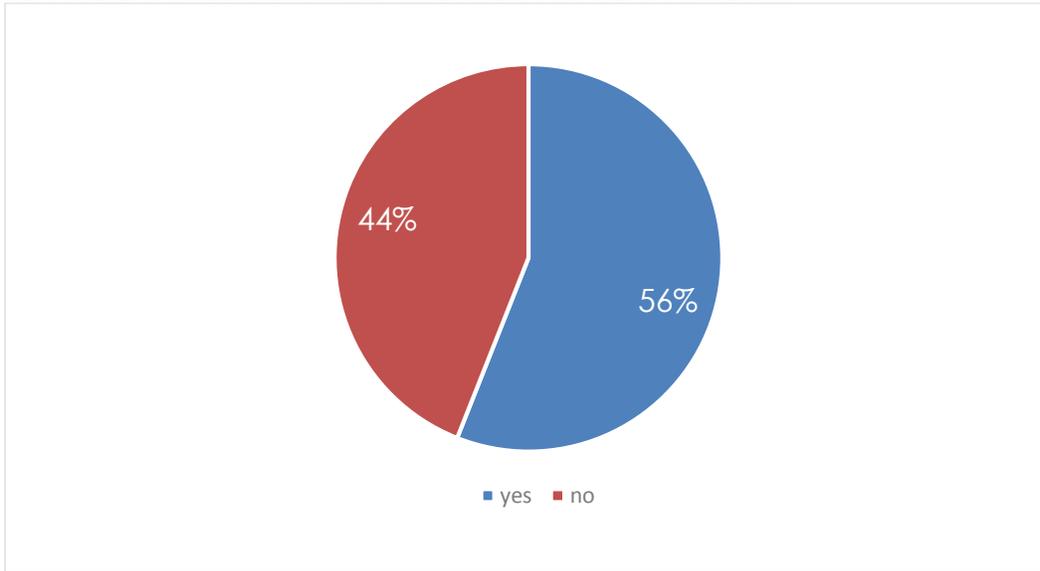
Total Respondents: 616

FIGURE 22. SEX OF RESPONDENTS



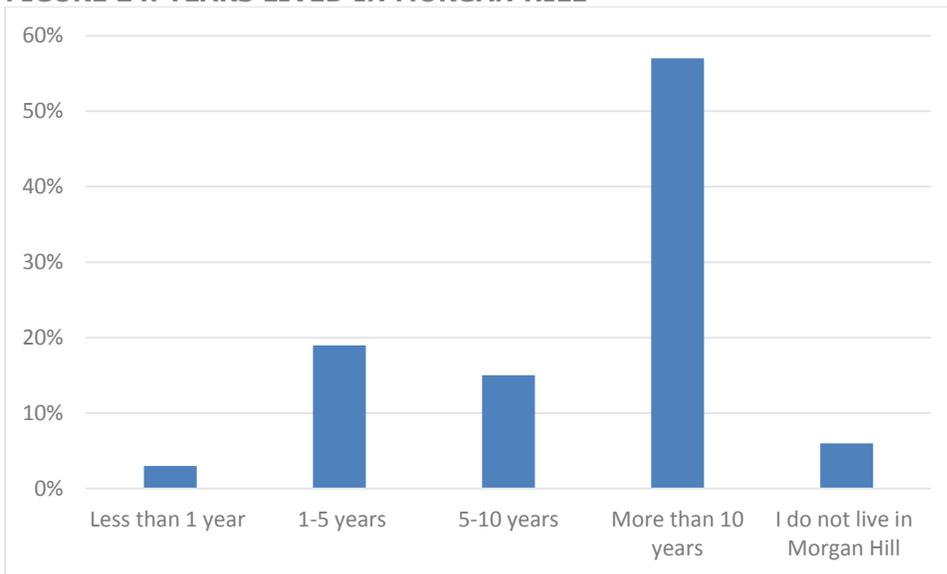
Total Respondents: 604

FIGURE 23. CHILDREN IN HOUSEHOLDS OF RESPONDENTS



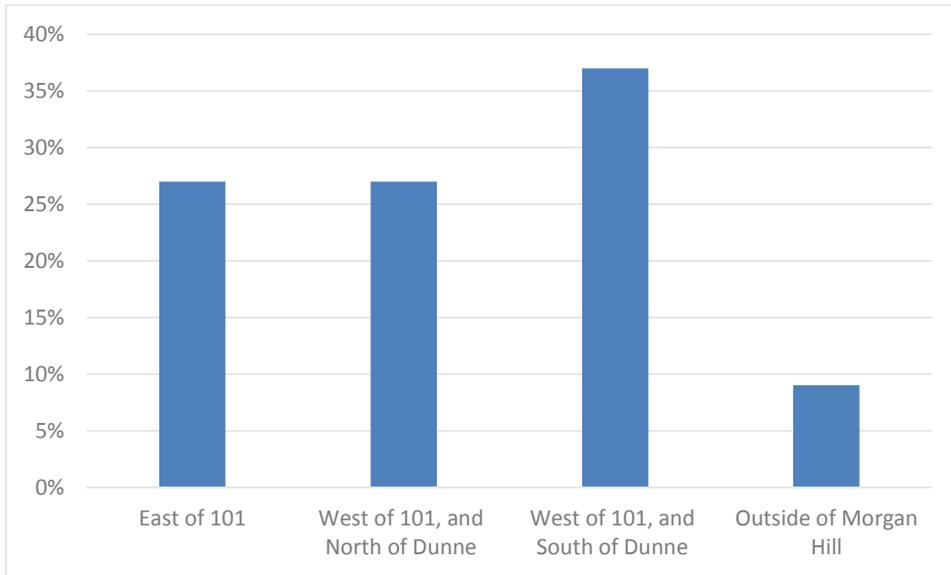
Total Respondents: 574

FIGURE 24. YEARS LIVED IN MORGAN HILL



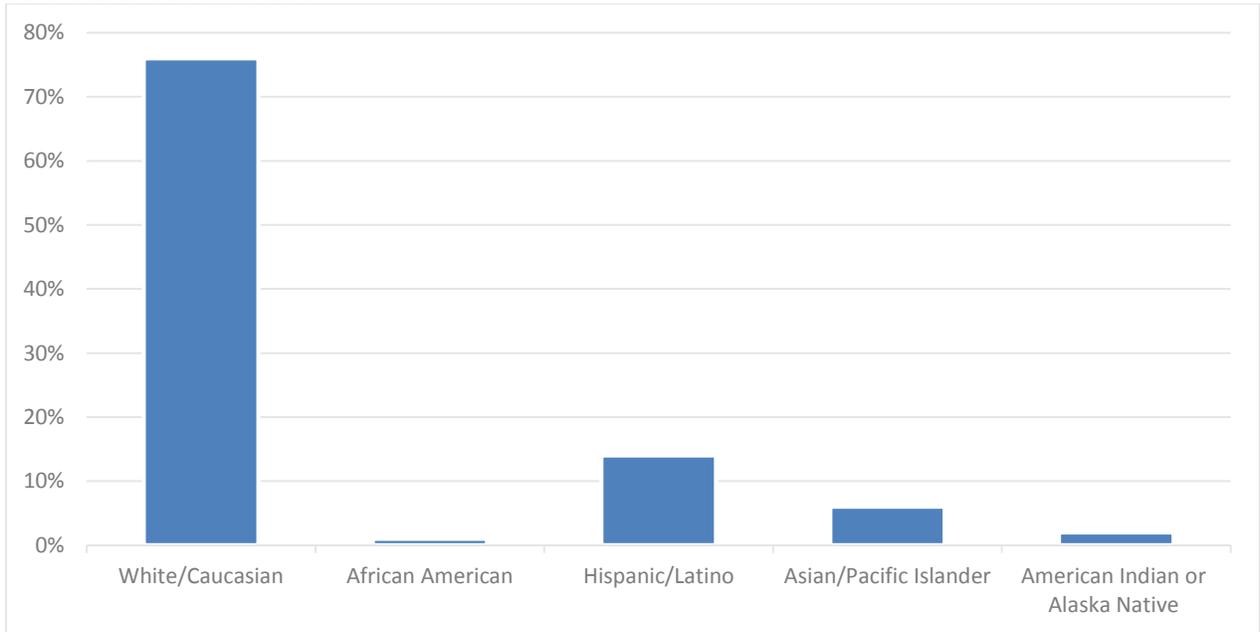
Total Respondents: 610

FIGURE 24. LOCATION OF RESIDENCE IN MORGAN HILL



Total Respondents: 603

FIGURE 10. ETHNICITY



Total Respondents: 623

FINDINGS

- The respondents who answered the demographic section of the questionnaire were more female (67%), more Caucasian/White (76%), and older than the Morgan Hill population overall, which is 50.5% female and 65.2% White.
- The survey was available online and in paper form in English and in Spanish. There were 35 responses in Spanish.
- Among adults, the survey respondents roughly reflected the age distribution of the adult population in Morgan Hill. The largest cohort of adult residents and most questionnaire respondents are between the ages of 35 and 54.
- Forty-four percent of Mapita respondents have no children in their household, which is less than the 57% of Morgan Hill households without children under the age of 18.
- Fifty-seven percent of respondents have lived in Morgan Hill for more than 10 years.
- The project team will focus upcoming community outreach with youth and other demographic groups that have been underrepresented in community input to-date.

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Technical Supplement: **Stakeholder Meeting Summaries**



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STAKEHOLDER ADVISORY GROUP MEETING #1 SUMMARY

September 23, 2015 | 6:30 – 8:00 p.m.
Hiram Morgan Hill Room, Community and Cultural Center

Introduction

Twenty-three members of Morgan Hill’s Bikeway, Trails, Parks and Recreation Master Plan (Master Plan) Stakeholder Advisory Group (SAG) (or their representatives) attended the first SAG meeting on September 23. Some members who could not attend sent substitute representatives from their organizations or interest groups. Also in attendance were City staff members including David Gittleson, Chris Ghione, Jennie Tucker, Mark Burke, Debbie Vasquez, and Nick Calubaquib, and three members of the consulting team including, Scott Davidson, Ellie Fiore, and Molly Cooney-Mesker. This was the first in a series of four SAG meetings that will happen throughout the planning process.

The meeting began with a welcome and introductions by Chris Ghione, City of Morgan Hill. Following introductions the MIG team provided an overview of the purpose of the Master Plan, the planning process, and a summary of the data collection, community engagement and technical analysis completed to-date. MIG reviewed the roles and responsibilities of SAG members, which include:

- serving as liaisons to the broader community to encourage participation
- representing their interest group as well as the broader community, and
- helping to shape the Plan by identifying issues and opportunities, providing insights on existing conditions, prioritizing proposed strategies and actions, and providing feedback on the draft Plan.

Discussion: Community Engagement

Following MIG’s summary of current and planned community engagement activities, SAG members were asked to share their ideas for strategies to engage a diversity of community members. In particular, they were asked to name the groups they feel are important to engage and the communication tools that will be effective in reaching those groups. Ellie Fiore, MIG, recorded the SAG’s suggestions.

A list of ideas for community groups and outreach venues follows:

- Morgan Hill Marathon
- Specialized Cycling Event (Spring)-
- Organized Sports Events
 - Pony Database
 - Pop Warner
 - Basketball
 - Baseball/Softball
- Flag football newsletter
- Concerts
- Wildflower Run (Spring)
- Downtown Association
- Morgan Hill Unified School District
- Skate/Bike Park
- Tour of Historic Properties

Discussion: Assets, Challenges and Opportunities

Ellie Fiore, MIG, facilitated SAG members in a discussion about the assets, challenges, and opportunities for Morgan Hill's bikeways, trails, recreation and park system. Molly Cooney-Mesker, MIG, recorded key points raised by meeting participants.

Key themes that emerged from the discussion included:

- **Connectivity:** There is need an opportunity to better connect people to destinations within the city and to regional recreation resources
- **Community Assets:** The city has a strong network of organizations, staff members, partnerships and facilities
- **Infrastructure and Maintenance:** Challenges are primarily associated with parking, traffic congestion and the upkeep of facilities over time
- **Safe Transportation Options:** Streets, trails, paths, and bikeways should allow for safe travel

by people of all ages and abilities and accommodate multiple modes of travel

- Sports and Fields: Residents and visitors enjoy the wide network of sports fields and aquatic complexes and there is opportunity to add more sports and more facilities
- Coordination and Partnerships: The combination of public agencies, community organizations and private sector partners presents both challenges (e.g., multiple landowners) and opportunities (e.g., funding sources)

A list of assets, opportunities and challenges is included below.

ASSETS

- The community
- Partnerships
- City staff
- Individual activities
- Channel for the creek downtown- create trail
- Regional Open Space
- Bicycle routes
- Aquatic Center/ Recreation Center
- Trails and open spaces
- Outdoor sports complexes
- Youth sports opportunities
- Dog Park
- Skate/Bike Park
- Natural environment and location in the Bay Area
- Parks
- Presence of seniors and kids
- Small town feel
- Senior Center
- Specialized community involvement
- Open Space Authority

CHALLENGES

- Traffic
- Parking
- Location: the City gets lost
- SE Quadrant Annexation process
- Coordinated usage (also opportunity)
- Lack of cohesion between neighborhoods
- Communication with community
- Disrepair (Examples: Coyote Creek, Butterfield Trail)
- Expansion of the Junior High and field space, less for baseball
- Cost of field use

OPPORTUNITIES

- New Downtown Parks
- Consider all trail users needs
- Safe streets for all cyclists
 - East-West over highway
 - North-South connections
 - Use train right-of-way
 - Safe Routes to Schools
- Connected and Safe Trails
 - Connect Butterfield to Coyote Creek Trail, High school, Westside Spring, and Bay Area Loop Trail
 - Examples of city's with good trail systems: American River Trail in Sacramento, Minneapolis, MN, and Roseville
 - County wide plan, open space plan, VTA funding
 - Transit centers
- Expand sports facilities
 - Sand volleyball
 - Improve sports complex
 - Maintain aquatic facility
 - Clubhouse
- Improved tennis facilities
- Establish easements for open spaces for trails

- Water District collaboration
- Parking at sports complex
- Developing/designing to include seniors
- Pump tracks
- Educational and preserved farms
- Partnerships
- Wildlife habitat
- Understand needs
- SE Quadrant Annexation
- General Plan Advisory Committee
- Ball parks
- Water refill stations (parks and trails)

Intercept Survey

SAG members were invited to participate in a smaller scale version of the intercept surveys that MIG and City staff have been conducting throughout the community at parks and other popular locations. SAG members used dot stickers to indicate responses to four questions. The questions, as well as the top three responses to each question are shown in Table 1.

TABLE 1. SURVEY RESPONSES

Intercept Data	Votes
What are your Top Priority Improvements or Additions to our Neighborhood and Community Parks, and Recreation Centers	

Loop trails	15
Something new and different / Other	14
Sports fields	7
What are your Top Priority Improvements to the Trails and Bikeways	
Multi-use trails along major travel routes	13
Off-street trails and side paths	13
Unpaved trails in open spaces	11
What is most important about our bikeways, trails, parks, and recreation system?	
Providing safe walking and biking routes	15
Bringing neighbors and people together	8
Enhancing health and well-being	8
What is the most important to you when choosing recreation programs, classes and events?	
Exercise, health and fitness	15
Being outdoors, connected to the natural world	15
Fun and entertainment	9

IV. Next Steps

The next SAG meeting will be held on December 3. Until then, City staff will continue to communicate with SAG members about opportunities for the community to engage with the planning process. The project team will provide eMail messages and newsletter articles for SAG members who are encouraged to share this information with their networks.



STAKEHOLDER ADVISORY GROUP MEETING #2 SUMMARY

December 3, 2015 | 6:30 – 8:00 p.m.
El Toro Room, Community and Cultural Center

Introduction

Twenty members of Morgan Hill’s Bikeway, Trails, Parks and Recreation Master Plan (Master Plan) Stakeholder Advisory Group (SAG) attended the second SAG meeting on December 3. Also in attendance were City staff members including Chris Ghione, Debbie Vasquez, and Nick Calubaquib, and two members of the consulting team, Ellie Fiore and Molly Cooney-Mesker. This was the second in a series of four SAG meetings that will happen throughout the planning process.

The meeting began with a welcome and introductions, followed by an update of pertinent planning initiatives by Community Services Director Chris Ghione. The MIG team presented a summary of the analysis and community engagement completed to date, including findings from intercept surveys, the online Mapita survey, and GIS analysis. The analyses completed by the planning team have revealed that some areas of the city are better served by City parks and that some parks are used more frequently and more favored than others. Results also showed that County parks are frequently used by the Morgan Hill community and that people would like improved bicycle and pedestrian routes to some of the city’s popular destinations.

Discussion: Bikeways, Connections and Neighborhood Parks

Following MIG’s presentation, SAG members divided into two small groups and discussed their ideas for improving parks and addressing issues in Morgan Hill’s bikeways and trail system. The findings of the Mapita survey and geographic analyses were used to guide the discussion. The groups used large maps to annotate where new connections or improvements are needed in Morgan Hill’s bicycle network and trails system, including connections to County trails and parks and other regional destinations. MIG facilitators, Ellie Fiore and Molly Cooney-Mesker, recorded the groups’ discussions on flip charts and encouraged SAG members to share their ideas by writing and drawing on the maps. The SAG’s comments and map annotations are consolidated and summarized below.

PARKS

MIG staff asked the SAG members to share their thoughts on the findings presented by MIG. The following are themes, comments and ideas from the parks discussion.

PARK USE PATTERNS:

- Parks that are popular and frequently used tend to have good paths and/or are connected to trails
- Larger parks that offer a diversity of activities, such as Diana, Nordstrom and Oak Creek Parks are more popular than other parks nearby
- Some organized play groups meet at Diana Park
- Many parks are not visible from roadways and wayfinding and signage is often unclear or confusing
- Inconvenient parking may also affect use of some parks
- Many participants were not aware of new amenities at Galvan Park
- The railroad tracks, Highway 101 and Monterey Road are barriers to reaching parks, especially for children and residents who don't drive and for those that live in the City's northwest neighborhoods
- Large parks tend to attract organized sports groups

USE OF COUNTY PARKS:

- County parks are used for trails that offer distances for long runs and walks
- Currently, County parks do not offer playgrounds or other recreation opportunities for kids. Children's recreation opportunities should be considered for County Parks, based on the high use of County Parks revealed in the Mapita data and the proximity of County to some of Morgan Hill's neighborhoods

DESIRED PARK AMENITIES:

- Include both water fountains and water bottle filling stations in more parks
- Consider adding more dog parks and community gardens throughout the city
- Shaded areas are needed for playgrounds and seating
- Consider including outdoor exercise equipment
- Install slides that don't heat up in the sun
- Install wayfinding signs to increase awareness of parks with low visibility
- Incorporate playful and imaginative elements, including structures such as:

- a large slide for adults and
- features like those in Dennis the Menace Park in Monterey.

PARK SERVICE AREAS:

- Some areas shown as underserved are largely industrial and commercial
- There is still a need for outdoor spaces for employees in these areas
- HOA parks are likely meeting some needs for local residents

PARK POLICY ISSUES:

- There is a need for more restrooms, especially in larger parks
- Consider the role of HOA parks and City parks for serving residents
- Better integrate schools into the park system

BIKEWAYS AND CONNECTIONS

SYSTEMWIDE IMPROVEMENTS

- Create safer connections and crossings at intersections for bicyclists and pedestrians
- Use signage and wayfinding to attract riders from the Coyote Creek Trail into Morgan Hill and to Downtown
- Install “share the road signage”; improve signage and striping on cyclists’ training roads
- Pursue opportunities to connect to a regional trail network and improve the safety of biking on County roads
- Develop more trails like the one in the Paradise Park neighborhood

SPECIFIC ISSUES AND DESIRED IMPROVEMENTS

- There is a need for better connections to:
 - Downtown
 - The Wine Trail
 - Gilroy
 - Coyote Creek Trail
- Improve streetscapes where main roads enter the City, especially on Dunne and Tennant to create welcoming gateways into the community
- A safe, comfortable east-west connection across Highway 101 should be a high priority:

- Consider Main or Cochrane
- Explore solutions that remove bikes and pedestrians from vehicle traffic were feasible
- Pedestrian and bicycle improvements on Cochrane between Hwy 101 and Peet
- Connect and complete paths from Silveira Park, to downtown, then north to Coyote Creek
- Improve the existing path along 101 and the Madrone Channel
- Improve the all intersections of Hwy. 101 with the City's local street network
- Watsonville Road presents a barrier for cyclists to get to Oak Creek Park

BIKEWAY AND TRAIL POLICIES

- Education on safely sharing the road is a need for both bicyclists and drivers
- Develop Class I bikeways that can help improve universal access by creating spaces for motorized wheelchairs and stroller, in addition to bicycles
- Install "share the road signage"; improve signage and striping on cyclists' training roads

IV. Next Steps

The next SAG meeting will be held on February 11. In the meantime, there will be a Community Workshop on January 28. The project team will provide content about the Community Workshop for SAG members to share with their networks

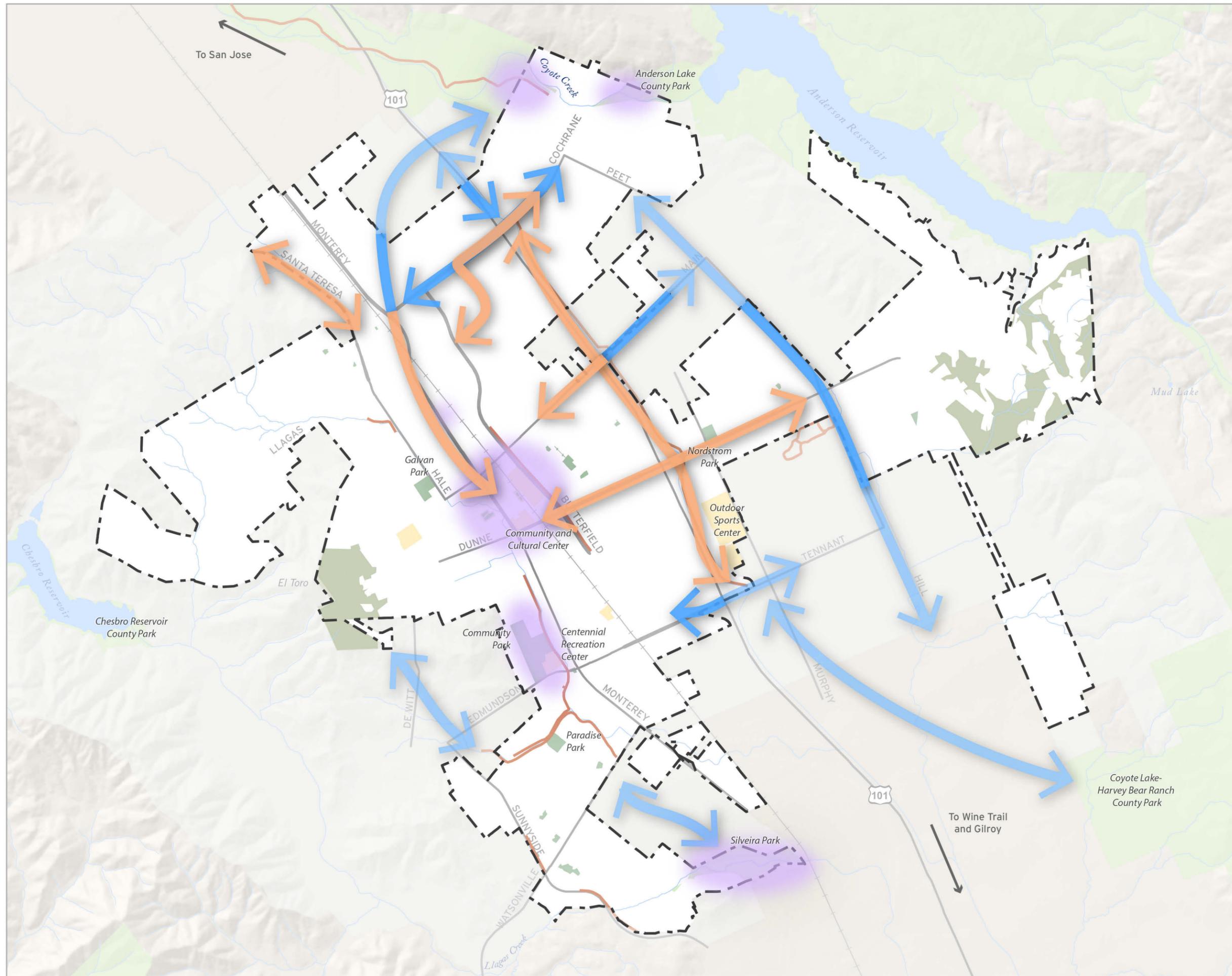


CITY OF MORGAN HILL

Stakeholder Priorities - Improved + New Connections + Bikeways

Legend

- City Boundary
- New Priority Connections
- New Priority Connections Outside City Boundary
- Priority Improvements
- Priority Improvements Outside City Boundary
- Destinations
- Trails
- Major Roads
- Railroads
- Water Feature
- Public Facility
- City Parks
- Public Open Spaces
- Santa Clara County Parks
- Sphere of Influence
- Santa Clara County





STAKEHOLDER ADVISORY GROUP MEETING #3 SUMMARY

February 11, 2016 | 6:30 – 8:30 p.m.
Hiram Morgan Hill Room, Community and Cultural Center

Introduction

Seventeen members of Morgan Hill’s Bikeway, Trails, Parks and Recreation Master Plan (Master Plan) Stakeholder Advisory Group (SAG) attended a meeting of this group on February 11, 2016. Also in attendance were City staff members including Chris Ghione, Debbie Vasquez, and David Gittleson and two members of the MIG consulting team, Scott Davidson and Molly Cooney-Mesker. This was the third in a series of four SAG meetings that will happen throughout the planning process.

Stakeholder Organization Presentations

Two SAG members provided presentations about their areas of interest. Kathy Sullivan from the Morgan Hill Historical Society presented about the Villa Mira Monte property. She provided an overview of the property’s assets and discussed the potential for the property to serve some of the city’s recreation and facility needs. She also reviewed the unmet needs of the property including, capital investment, maintenance and staffing, and proposed a partnership that would help to meet the needs and expand the uses on the site.

Matt Wendt then presented about the local and statewide demand for sand volleyball courts. He proposed the addition of sand volleyball courts to the fields planned for the SE Quadrant. He outlined the benefits of competition courts, stressing that Morgan Hill would have one of the only sand volleyball tournament facilities in northern California.

Facilities

The project team presented the City’s existing facilities and several facility options that could be incorporated in Morgan Hill Parks. They then facilitated a large group discussion and recorded input on a wallgraphic. Following is a list of the SAG’s consolidated comments.

FACILITY ADDITIONS

SAG members identified new or expanded facilities that could benefit Morgan Hill, including:

- Sand volleyball courts
- Climbing wall
- Batting cage
- Mini-golf
- Field space for flexible uses like unorganized play, relaxation, picnics
- A gazebo/covered area for small group gatherings, music performances, and dancing
- More indoor space for small organizations to meet
- Addition of a park on Monterey
- Reuse of large, empty stores for indoor sports (paintball)

FACILITY IMPROVEMENTS

The SAG also identified facility improvements that would increase use and improve user experiences, including:

- Improved little league facilities
- More restrooms (better operation and longer hours)
- More weight rooms
- Basketball court expansion (particularly to the east)
- Gymnasium with seating capacity to accommodate larger events, like volleyball games and cheer competitions
- Trail connections to:
 - The retention basin by Cochrane
 - Lake Silveira
- More parking at:
 - Nordstrom Park
 - Community and Cultural Center
 - Outdoor sports complex
- Shuttle services to and from Community Park
- Dog agility/rally equipment
- Bathrooms
- Drinking fountains

- Shade
- Attraction elements in neighborhood parks
- Universal design park aspects throughout the park system

Recreation and Programming

The MIG team presented concepts for recreation activities that could be incorporated in Morgan Hill’s parks and facilities to meet the needs of the city’s diverse residents. Then, meeting attendees split into two small groups for facilitated discussions related to recreation activities. SAG members’ comments were recorded on flip charts and are consolidated and summarized below.

ACTIVE RECREATION

SAG members identified several physical/sports activities. Some of these activities are related to expanding existing offerings beyond the CRC into parks and some are ideas for new activities and programs. Those included:

- Yoga in neighborhood parks
- Soccer, including soccer clinics
- Fencing
- Volleyball
- Badminton
- Hockey (inline skating)
- Dance classes
- More time dedicated to lap swimming
- Water therapy/exercise
- Parkour
- Bocce ball
- Demonstrations from local studios in underutilized parks (martial arts etc.)
- Model airplane flying

EDUCATIONAL ACTIVITIES

SAG members discussed potential activities and programs related to education that could be incorporated into Morgan Hill’s park and recreation system. Those included:

- Educational programming and elements
 - New branch library near the park
 - Book mobile
 - Bike to books
 - Reading garden – tie to education programs
 - Technology and STEM events in parks
 - Cooking classes
 - Agricultural and environmental education activities
 - Especially related to orchards
 - Partner with master gardener organizations to provide classes or educational resources at community gardens
 - Historic education

OTHER ACTIVITIES

The discussions surfaced a diverse range of activities and interests. Ideas that did not fit into the categories of active recreation or educational activities included:

- More arts and theater programs
 - Concerts in the Community & Cultural Center
- Gaming leagues
- Host special events including:
 - Special interest conventions
 - Wellness events

PROGRAMS FOR TARGETED USER GROUPS

The desire for recreation activities and park spaces to be intergenerational, accessible and widely used was a common theme in the discussions. Meeting participants discussed programming ideas that could meet the needs and interests of age groups that are underrepresented among participants of traditional recreation programs and classes.

- Children
 - Need more recreation for young children (4-5 years)
- Tweens (8-12 year-olds)
 - Mixers downtown

- Nighttime activities
- Space in downtown parks
- Teens
 - Opportunities for unstructured/drop-in activities
 - Teen center
 - Shuttle for teens
- 25-35 year-olds
 - Adult sports leagues (kickball, dodgeball, Ultimate Frisbee)
 - Activities that do not focus around children
- 50+ year-olds
 - Shuttle that serves seniors that runs on consistent and reliable routes and schedule (partner with senior housing)

The SAG also discussed other program needs including:

- Volunteer opportunities
- Programs for residents on the east side of Hwy. 101, near Live Oak High School
- Adaptive recreation

IV. Next Steps

The project team is developing an online survey that will be used to solicit more detailed input on the ideas and opportunities identified to date. MIG will work with a subcommittee of the PRC to develop and refine this survey. It is anticipated that this survey will be online in March. The next meetings of the Stakeholder Advisory Group (not yet scheduled) and PRC will focus on policy direction that will guide the Master Plan's policy, design and project recommendations.



BIKEWAYS,
TRAILS, PARKS
& RECREATION
MASTER PLAN

STAKEHOLDER ADVISORY GROUP MEETING #4 SUMMARY

April 21, 2016 | 6:30 – 8:30 p.m.
Hiram Morgan Hill Room, Community and Cultural Center

Introduction

Thirteen members of the Stakeholder Advisory Group (SAG) for Morgan Hill’s Bikeways, Trails, Parks and Recreation Master Plan (Master Plan) attended the group’s meeting on April 21, 2016. Also in attendance were City staff members, including Chris Ghione, Debbie Vasquez, and Jennie Tucker, as well as two members of the consulting team, Ellie Fiore and Molly Cooney-Mesker. This was the fourth in a series of SAG meetings that have taken place throughout the Master planning process.

The meeting began with a welcome and presentation by the consulting team that included an update of the planning process and preliminary results of the online community survey. Most of the meeting was dedicated to small group discussions in which SAG members prioritized project ideas for connections, parks, and recreation facilities. This was the last SAG meeting before the project team begins drafting the Master Plan. The SAG will review the Draft Master Plan in late summer/early fall 2016.

Presentation Summary

Approximately 1,100 community members responded to the online survey. Survey responses echoed many of the preferences and desires expressed by the SAG and community members throughout the planning process, including: more varied play experiences in parks, investments in open space, natural undeveloped park areas and greenbelts, and more shade and bathrooms in parks, among other findings. A complete summary and analysis of survey results will be available in early May.

The presentation also included images of out-of-the box concepts to prompt the SAG to discuss creative and big ideas. The project team encouraged meeting attendees to bring to the table any ideas that had not been included in the planning process to date. Meeting participants were invited to write their “big ideas” on note cards so that they could be incorporated into the small group prioritization activity during the second part of the meeting.

Small Group Activity: Plan Priorities

Following the presentation, the meeting participants split into two small groups and were asked to prioritize strategies and projects for improving conditions across the three focus areas of the Master Plan: 1) bikeways, trails and pedestrian connections, 2) parks, and 3) recreation facilities. The groups were given sets of cards with strategies and projects printed on them and were invited to write other ideas on blank cards. They were also given an activity board with a grid of the Master Plan focus areas and three priority levels: high priority, lower priority, and not a priority. The groups discussed and reached agreement on the priority level for each strategy/project. The groups also prioritized their “big ideas.” Below is a list of strategies and projects that *both* small groups agreed are high priority or lower priority. See the attachment for the complete results of the small group exercise.

FOCUS AREA	HIGH PRIORITIES	LOWER PRIORITIES
CONNECTIONS	<ul style="list-style-type: none"> • Safe Routes to School • Connections to Downtown • East-West Connections 	<ul style="list-style-type: none"> • Silveira to Downtown
PARKS	<ul style="list-style-type: none"> • Add shade to parks • Add restrooms to parks 	<ul style="list-style-type: none"> • Invest in Paradise Park as a Community Park • Add parklets and improve mini and pocket parks • Add additional parks in park deficient areas
RECREATION FACILITIES	<ul style="list-style-type: none"> • Additional baseball and softball fields • Enhanced historic facilities at Villa Mira Monte • Expand the CRC • Construct gymnasiums for indoor sports 	<ul style="list-style-type: none"> • New bike skills course/park • Additional outdoor pool /aquatic facilities



MEETING PARTICIPANTS' "BIG IDEAS" THAT WERE NOT PRIORITIZED BY THE SMALL GROUPS

CONNECTIONS

- Reduce traffic lanes through downtown and add bike lane
- Add trail Downtown that connects with Coyote Creek Trail
- Creative and safe bike lane to Coyote Valley Open Space Preserve
- Add a trail that comes Downtown to Coyote Creek Trail
- Safe Routes to School
- Llagas Creek Trail through to downtown; reclaimed water recirculated down Llagas Creek
- Creekside separated Class I paths
- Safe Routes to School
- Work with SCVWD to extend trails when they channelize Little Llagas Creek
- Work with SCVWD and County to convert the access road adjacent to Madrone Channel, south of Tennant and North of Cochrane, to a hiking trail
- Create safer streets in high traffic areas around schools
- Bike route connecting El Toro, Coyote Creek Trail, and Henry Coe State Park
- Bike loop from El Toro to Henry Coe to Harvey Bear
- Parking at end of Via Grande for hikers on El Toro
- Single track switchback trail on El Toro

PARKS

- Expand Villa Mira Monte and create working agriculture
- El Toro access – zipline!
- An inclusive history park that honors the history of our agricultural heritage and founding families. Identify additional land for hands-on demonstration areas for agriculture and life in early years – kids field trips.
- Gazebo/band stand in Downtown

RECREATION FACILITIES

- Bike tracks mix and pump on land dedicated to Hale extension

OTHER

- City Council accountability to implement community priorities
- An official BTAC group to report to City Council and accomplish Master Plan goals
- Off the Grid Night with concert venue
- Partner with the County
 - Share road improvements between City and County
 - Collaborative City-County programs at Coyote Valley

IV. Next Steps

The next SAG meeting will be held in late summer/early fall 2016. In the next month, the Project Team will present the SAG's input to the PRC and City Council who will continue to define priorities. The project team will also engage Morgan Hill youth in the Master Planning process at the summer Youth Workshop. The SAG will review a Draft Master Plan in late summer/early fall 2016.



STAKEHOLDER ADVISORY GROUP MEETING #5 SUMMARY

November 10, 2016 | 6:00 – 8:00 p.m.
Hiram Morgan Hill Room, Community and Cultural Center

Introduction

Thirteen members of the Stakeholder Advisory Group (SAG) for Morgan Hill’s Bikeways, Trails, Parks, and Recreation Master Plan (Master Plan) attended the group’s meeting on November 10, 2016. Also in attendance were City staff members, including Chris Ghione, David Gittleson, Judy Viegas and Keri Russell, as well as two members of the consulting team, Ellie Fiore and Scott Davidson. This was the fifth in a series of SAG meetings that have taken place throughout the master planning process.

The meeting began with a welcome and presentation by the consulting team that included an update of the planning process and highlights from the Public Review Draft Plan. Most of the meeting was dedicated to an individual exercise and group discussion in which SAG members prioritized project lists. The SAG’s input will be reflected in the priority lists to be reviewed with the community at large, the Parks and Recreation Commission, Planning Commission, and City Council.

Meeting Summary

After a presentation and brief discussion of the Draft Master Plan document and key policies, the group completed an individual budgeting / prioritization exercise. Participants were given stickers representing funding sources and asked to allocate dollars to their top priority projects in three categories:

- Bikeways projects (pink stickers)
- Parks, recreation, and trails projects (blue stickers), and
- Additional projects of any type to be funded with grant funds (green stickers).

A summary of exercise results and group discussion follows. Full results of the exercise are shown in the tables at the end of this document.

Top priority projects (with scores of 7 or above) based on the exercise include:

- Recreational open space and natural surface trails on El Toro
- Improving and expanding the AC/OSC complex, including parking improvements and possible expansion for softball/baseball or volleyball
- Restrooms at Paradise Park and Nordstrom Parks
- Shade structures in all parks
- Protected bike lanes and intersection improvements on Monterey Rd
- Protected bike lanes and intersection improvements on E Main Ave
- Buffered bike lane on Burnett Rd to Coyote Creek
- Enhancing Villa Mira Monte as a history park
- Expanding senior services and the senior center
- Repurposing the Friendly Inn as a Community Center
- Expanding the Centennial Recreation Center

Projects that emerged as lower priorities (scores of 2, 1, or 0) include:

- New neighborhood parks
- Targeted park improvements (Nordstrom and Galvan)
- New off-leash dog areas
- Transitioning parks to low-water landscaping
- Tennis and pickleball courts
- Bicycle boulevards on Thomas Grade and from Monterey to Edmundson
- Intersection improvements at Monterey and Tilton / Burnett
- Expanding aquatic and gymnasium capacity
- Multi-use trail: Coyote Creek Malaguerra staging area to Burnett staging area

The group discussion centered on the following points:

- Adequate parking for facilities and larger parks is important to mitigate impacts to surrounding neighborhoods, including traffic back-ups.
- Improving and maintaining larger neighborhood parks would make these into destinations within the city, making it less important to acquire new neighborhood parks.
- High-use neighborhood parks should be targeted for amenities including restrooms, water stations, shade, and parking.
- Adding shade is a high priority for all City parks.

- The proposed bikeway connection to Sobrato High School does not seem realistic or adequate; a direct route would be preferable. Intersection improvements close to Sobrato should be prioritized as well.
- Monterey Blvd north is dangerous and may never be a suitable bikeway.
- Plan language should reflect that safety for children around schools is a top priority.
- Villa Mira Monte can be expanded and improved, including driveway and parking improvements and meeting rooms and facilities.
- Aquatic and gymnasium capacity expansions and additional dog parks are desirable improvements, but not top priorities.

TABLE 1: PARKS PRIORITIES			
PROJECT NUMBER	PROJECT	RESULTS	NOTES
P-A1	Develop Inclusive Playground at Community Park	4 Blue 0 Green 4 Total	
P-B1	Develop new Downtown Parks	5 Blue 1 Green 6 Total	
P-C1	New Community Park: land bank for new park	3 Blue 3 Green 6 Total	
P-D1	New Neighborhood Park: West of Hwy 101, between Barrett and Dunn Rds and between Cochrane and Burnett	0 Blue 0 Green 0 Total	Add amenities to existing parks and re-define as community destinations, not just for homeowners within ½-mile
P-E1	New Recreational Open Space: East side of El Toro Mountain	6 Blue 2 Green 8 Total	
P-E2	New Recreational Open Space: Foothills east of Hill Road and north of Dunne Ave	4 Blue 1 Green 5 Total	Provide access to current owned, e.g., Jackson Oaks
P-F1	Targeted Park Improvements: Nordstrom Park	0 Blue 0 Green 0 Total	
P-F2	Targeted Park Improvements: Galvan Park	1 Blue 0 Green 1 Total	
P-G2	Improve Parking at AC/OSC and evaluate feasibility of Volleyball / Soccer complex	7 Blue 3 Green 10 Total	
P-H1	New Restrooms: Nordstrom Park	5 Blue 2 Green 7 Total	Why only specific parks?
P-H2	New Restrooms: Paradise Park	6 Blue 2 Green 8 Total	

P-I1	Community Garden: Relocate	3 Blue 0 Green 3 Total	Prefer multiple locations throughout the city
P-J1	Off-leash Dog Area: Oak Creek Park	0 Blue 0 Green 0 Total	
P-J2	Off-leash Dog Area: Stone Creek Park	0 Blue 0 Green 0 Total	
P-K1	Enhance Play Environments: All City Parks	4 Blue 1 Green 5 Total	
P-L1	Shade Structures: All City Parks	6 Blue 1 Green 7 Total	
P-O1	Low-water landscaping transition: Hamilton Square Park	0 Blue 0 Green 0 Total	
P-O2	Low-water landscaping transition: Oak Creek Park	2 Blue 0 Green 2 Total	
P-O3	Low-water landscaping transition: Mill Creek Park	0 Blue 0 Green 0 Total	
P-Q1	Tennis and Pickleball courts: Community Park / corporation yard	2 Blue 0 Green 2 Total	

TABLE 2: BIKEWAYS PRIORITIES			
PROJECT NUMBER	PROJECT	RESULTS	NOTES
B-A1	Protected Bike Lanes: Monterey Rd	8 Pink 1 Green 9 Total	
B-A2	Protected Bike Lanes: E Main Ave from Monterey to Hill	10 Pink 3 Green 13 Total	
B-B1	Buffered Bike Lanes: W Main Ave from Monterey to Dewitt	5 Pink 1 Green 6 Total	
B-B2	Buffered Bike Lanes: Cochrane and Malaguerra to Coyote Creek Trailhead	3 Pink 1 Green 4 Total	
B-B3	Buffered Bike Lanes: Santa Teresa Corridor	4 Pink 0 Green 4 Total	
B-B4	Buffered Bike Lane: Burnett Rd from Monterey to Coyote Creek	9 Pink 1 Green 10 Total	
NEW	Safety Corridor to Sobrato and Butterfield Extension	1 Pink 0 Green 1 Total	
B-C1	Bicycle Boulevard: Morning Star / Peet from Eagle View to Cochrane	2 Pink 1 Green 3 Total	
B-C2	Bicycle Boulevard: Thomas Grade parallel to E Dunne Ave	0 Pink 1 Green 1 Total	
B-C3	Bicycle Boulevard: from Monterey to Edmundson	0 Pink 0 Green 0 Total	
B-D1	Intersection Improvements: Monterey Rd Downtown	9 Pink 0 Green 9 Total	
B-D2	Intersection Improvements: E Main and Butterfield	7 Pink 2 Green 9 Total	

B-D3	Intersection Improvements: W Main and Hale Ave	7 Pink 0 Green 7 Total	
B-D4	Intersection Improvements: Cochrane and Hwy 101	5 Pink 1 Green 6 Total	
B-D5	Intersection Improvements: Monterey and Cochrane	3 Pink 1 Green 4 Total	
B-D6	Intersection Improvements: Butterfield and Cochrane	4 Pink 1 Green 5 Total	
B-D7	Intersection Improvements: Monterey and Tilton / Burnett	1 Pink 0 Green 1 Total	

TABLE 3: RECREATION PRIORITIES			
PROJECT NUMBER	PROJECT	RESULTS	NOTES
R-A1	Centennial Recreation Center Expansion	6 Blue 1 Green 7 Total	
R-B1	Outdoor Sports Center Improvements	6 Blue 0 Green 6 Total	
R-C1	Develop Baseball and Softball Complex in SE Quadrant	5 Blue 4 Green 9 Total	
R-E1	Villa Mira Monte Enhancements	8 Blue 5 Green 13 Total	
R-F1	Expand Gymnasium Capacity: Construct new gym at school or City site	2 Blue 0 Green 2 Total	
R-G1	Expand Aquatic Facilities: Re-activate splash pad at CCC	2 Blue 0 Green 2 Total	
R-G2	Expand Aquatic Facilities: Expand capacity at existing Aquatic Center	2 Blue 0 Green 2 Total	
R-H1	Expand Senior Service Center: Conduct feasibility analysis	6 Blue 3 Green 9 Total	
R-I1	New Community Center: Re-purpose the Friendly Inn as a Community Center	6 Blue 2 Green 8 Total	

TABLE 4: TRAIL PRIORITIES			
PROJECT NUMBER	PROJECT	RESULTS	NOTES
T-A1	Multi-Use Trails: West Little Llagas Creek Trail from Main to Spring	3 Blue 3 Green 6 Total	
T-A2	Multi-Use Trails: Pave and enhance Madrone Channel Trail	4 Blue 3 Green 7 Total	
T-A3	Multi-Use Trails: Downtown Hilltop Trail (Del Monte Ave to Hale Ave and water tower)	3 Blue 1 Green 4 Total	
T-A4	Multi-Use Trails: Madrone Channel Extension to Coyote Creek	4 Blue 2 Green 6 Total	
T-A5	Multi-Use Trails: Live Oak High School to Madrone Channel Trail	3 Blue 2 Green 5 Total	
T-A6	Multi-Use Trails: Coyote Creek Trail Malaguerra Staging Are to Burnett Staging Area	1 Blue 1 Green 2 Total	
T-A7	Multi-Use Trails: Burnett from Madrone Channel Trail to Coyote Creek Trail	5 Blue 0 Green 5 Total	
T-A8	Multi-Use Trails: Silveira Park Trail	4 Blue 1 Green 5 Total	
T-B1	Natural Surface Trails: Downtown Hilltop Trail (Del Monte to the water tower from the south)	2 Blue 2 Green 4 Total	
T-B2	Natural Surface Trails: El Toro Trail	7 Blue 1 Green 8 Total	



Technical Supplement:
Community Workshop Summary



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COMMUNITY WORKSHOP SUMMARY

January 28, 2016 | 7:00 – 8:30 p.m.
Hiram Morgan Hill Room, Community and Cultural Center

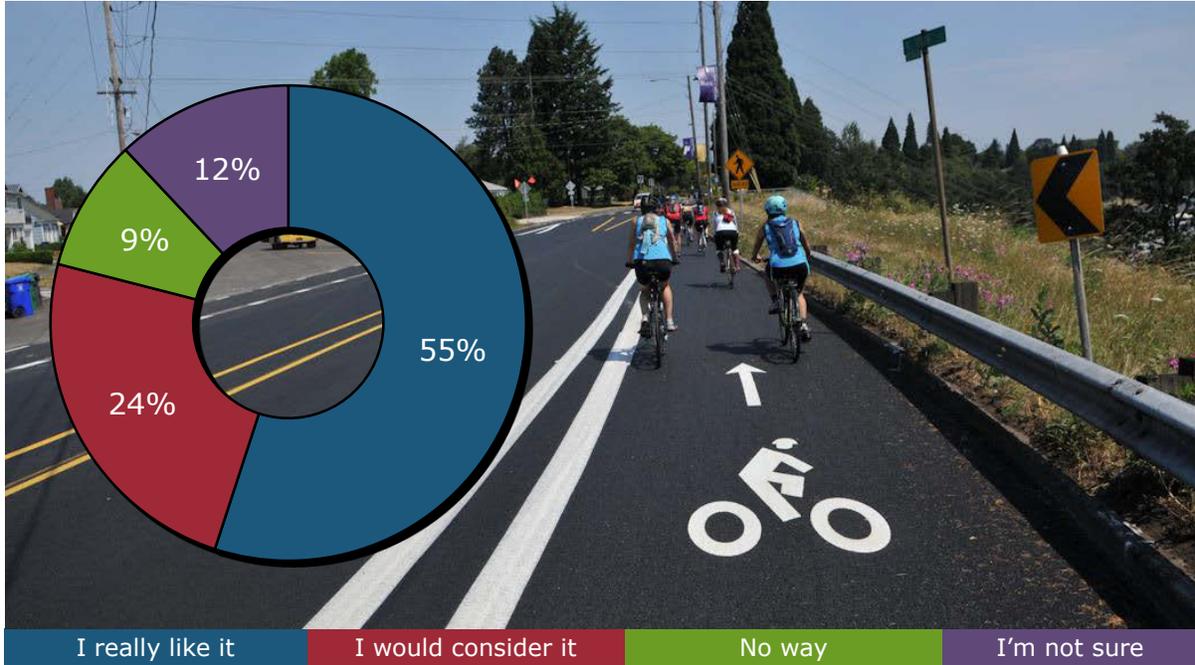
Introduction

Over 30 Morgan Hill community members attended the first community workshop of the Bikeway, Trails, Parks and Recreation Master Plan (Master Plan) process on January 28, 2016. Also in attendance were City staff members including David Gittleson, Chris Ghione, Jennie Tucker, Karl Bjarke and Nick Calubaquib, and two members of the consulting team, Ellie Fiore and Molly Cooney-Mesker.

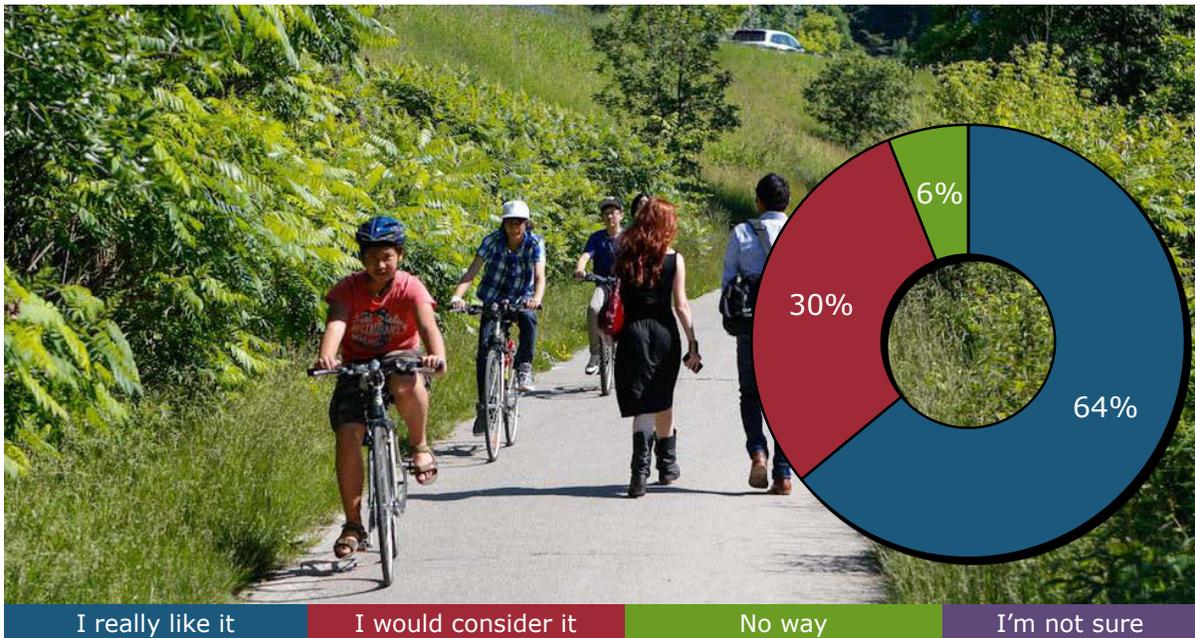
The meeting began with a welcome and introductions by Chris Ghione, City of Morgan Hill. The MIG team then provided an overview of the purpose of the Master Plan, the planning process, and a summary of the data collection, community engagement and technical analysis completed to date.

Large Group Exercise

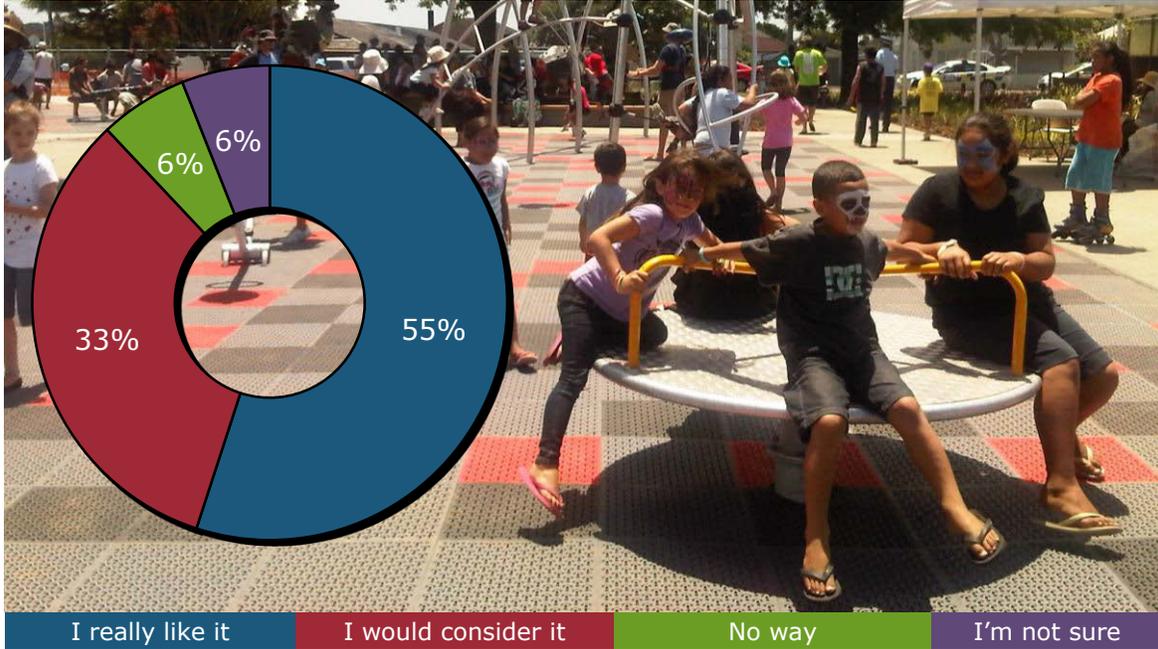
Workshop participants were asked to respond to a series of images illustrating a range of design approaches for bikeways, trails, parks and recreation facilities. The live visual preference survey presented the images in a PowerPoint presentation and asked participants to indicate their preferences using hand-held “clickers.” The results of the survey are displayed instantly and anonymously in the PowerPoint presentation. Participants were instructed to vote based on their preference and how well they thought each approach would work in Morgan Hill. Following are the results of the survey, including each image along with a brief description of the image as it was described to workshop participants.



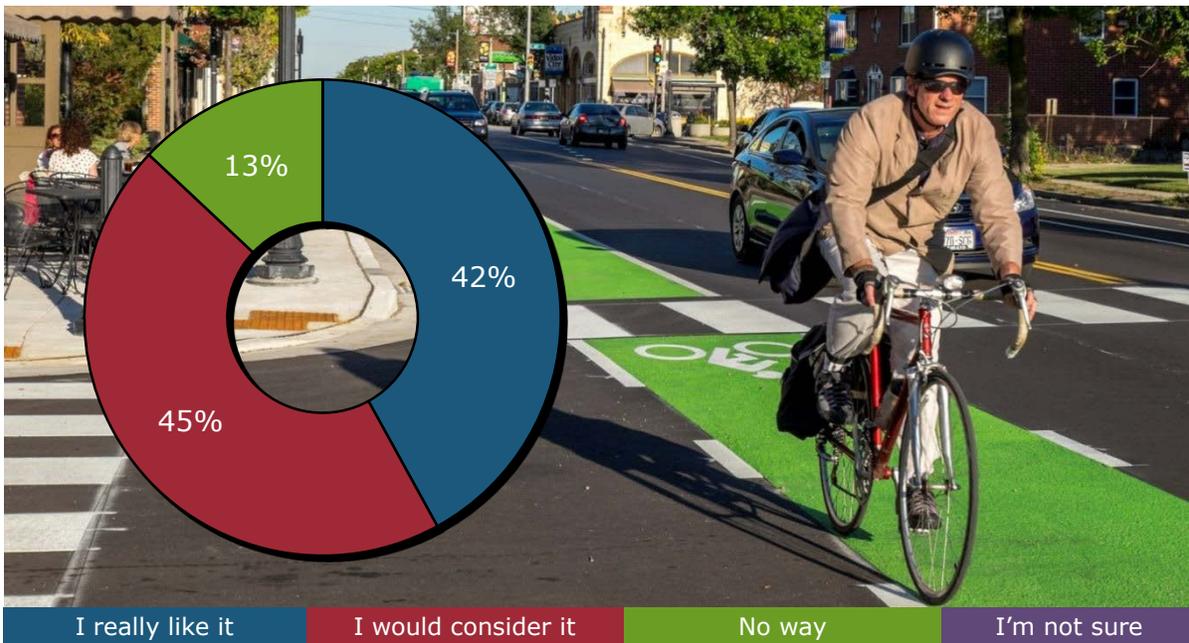
Dedicated bike lane



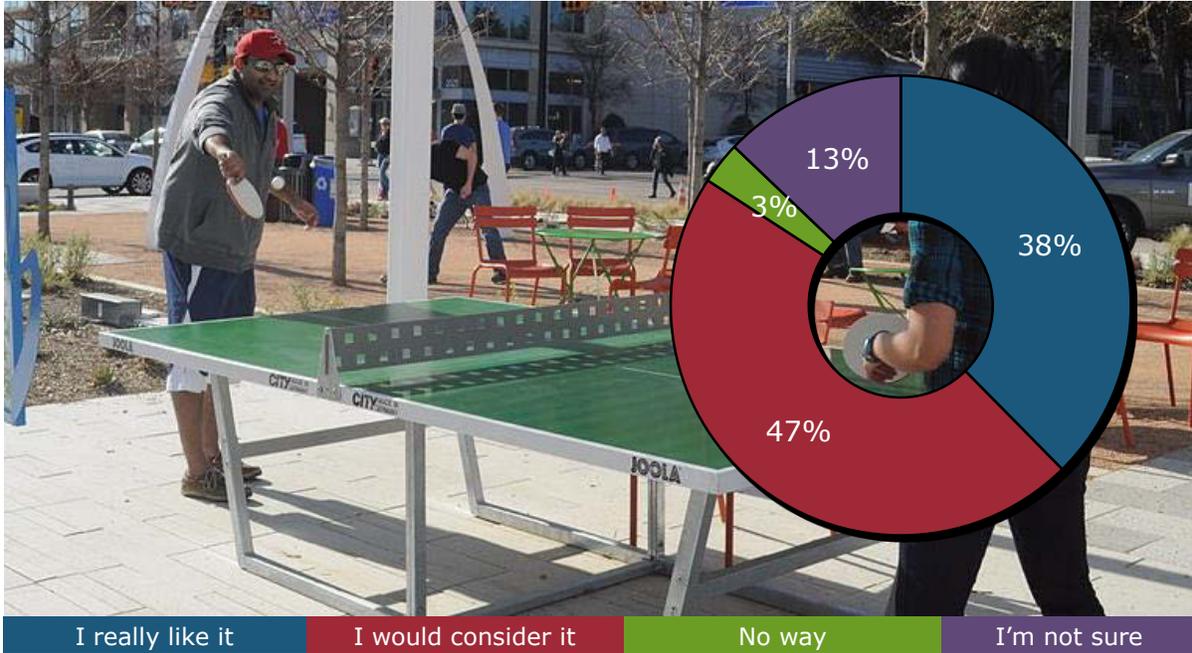
Paved multi-use trail



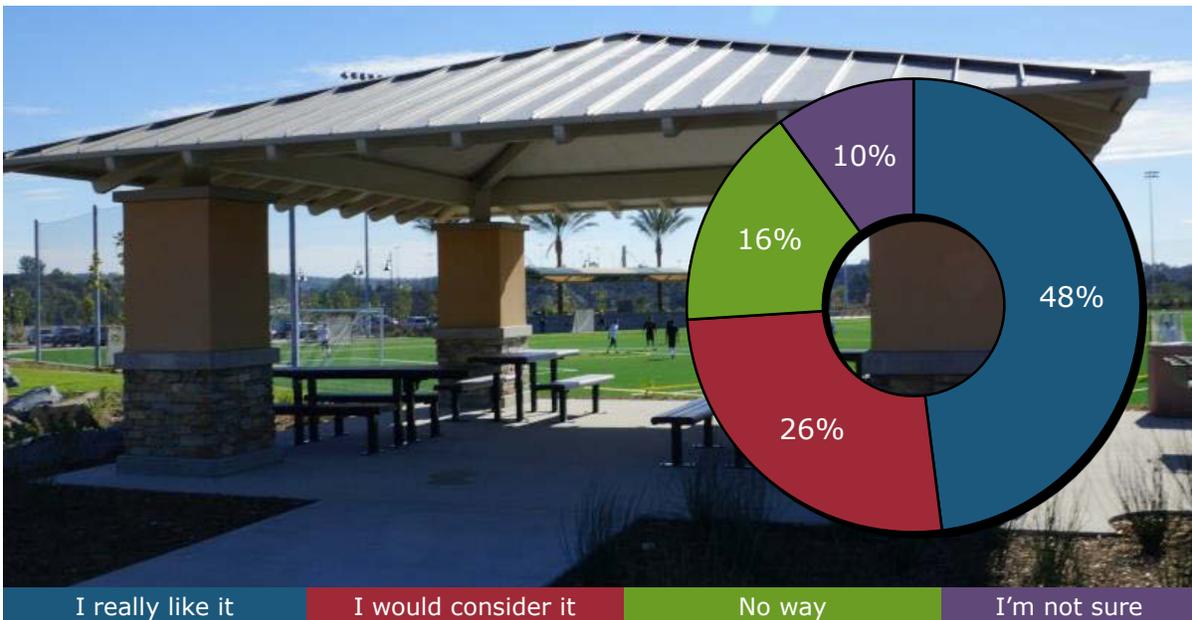
Rubber tile play surface



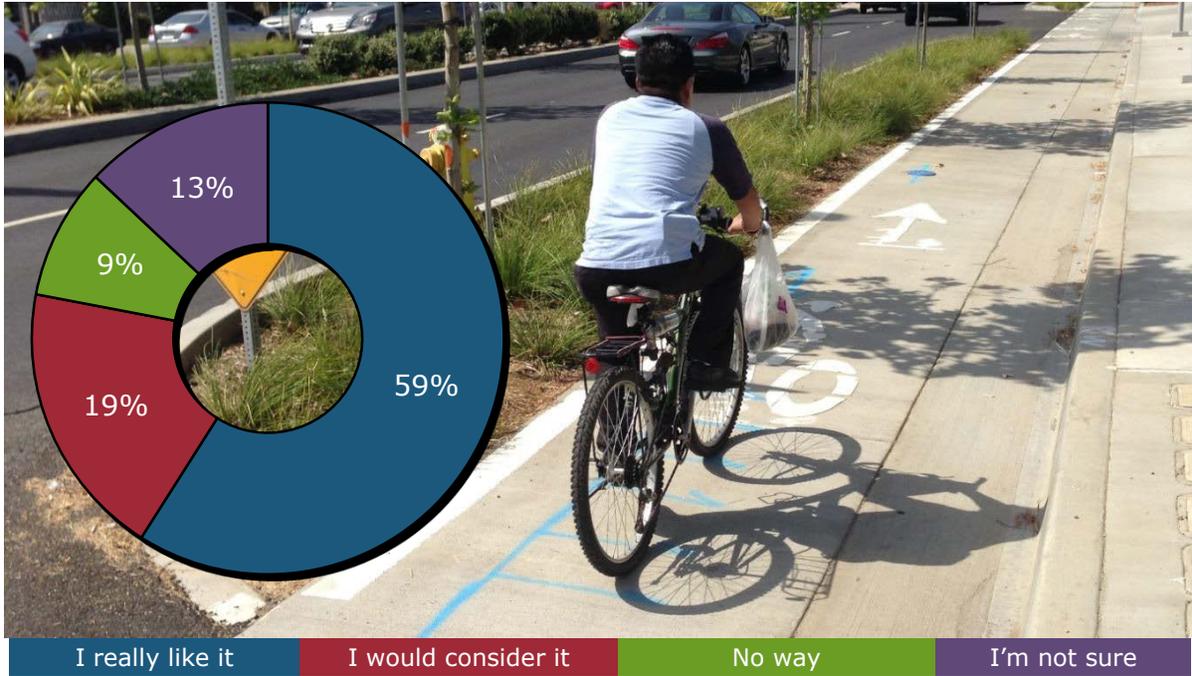
Painted bike lane



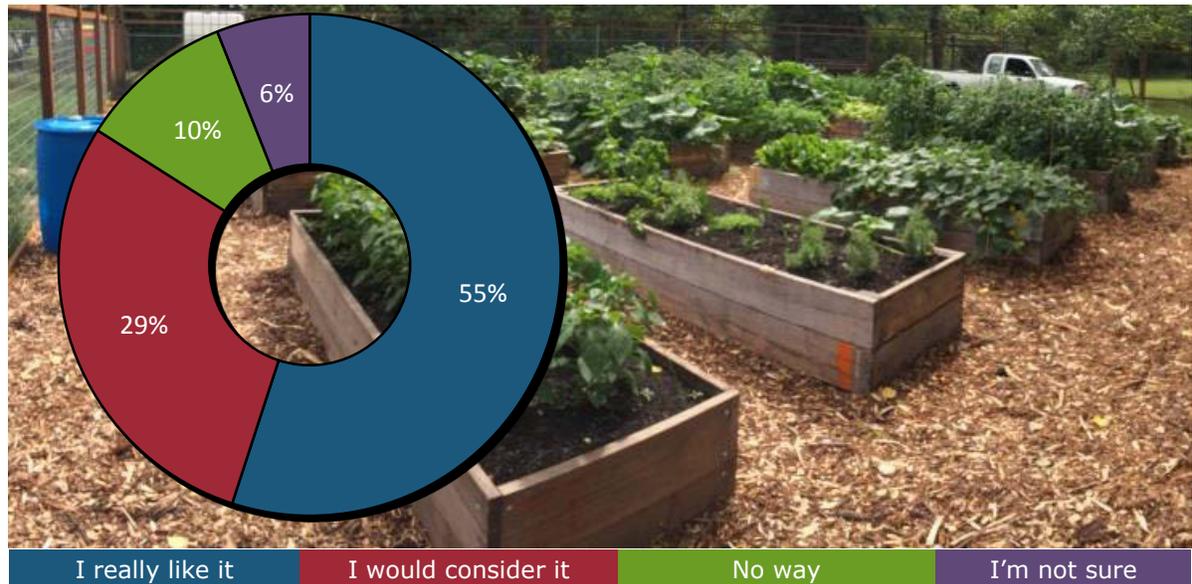
Flexible, non-permanent multi-generational activities



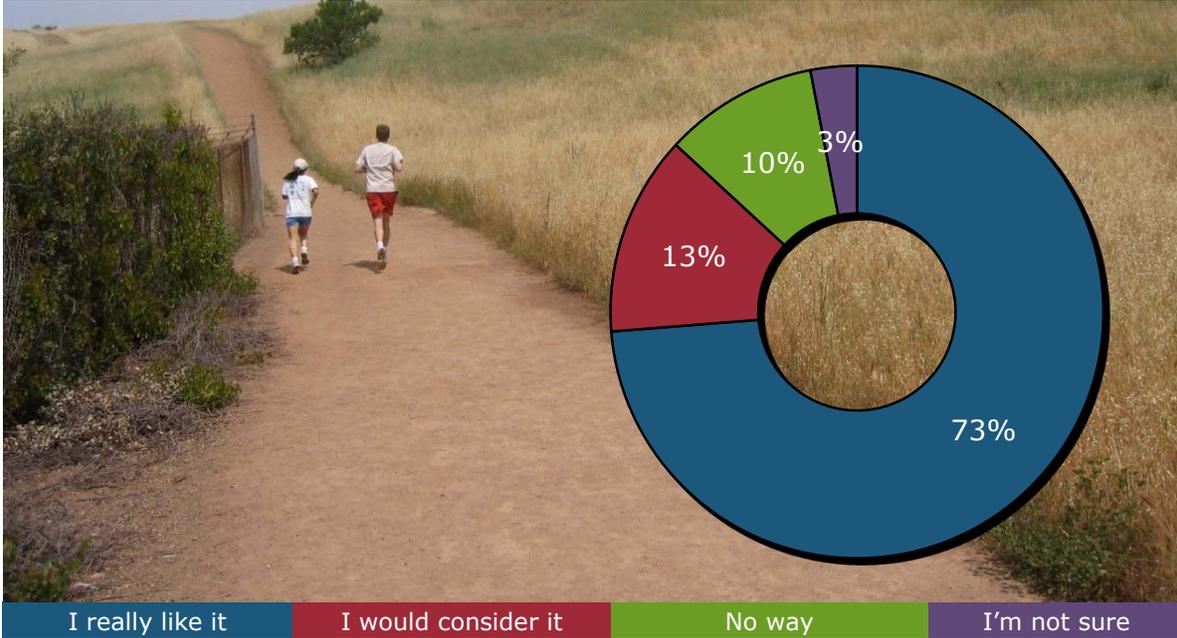
Shade structure with solid roof structure



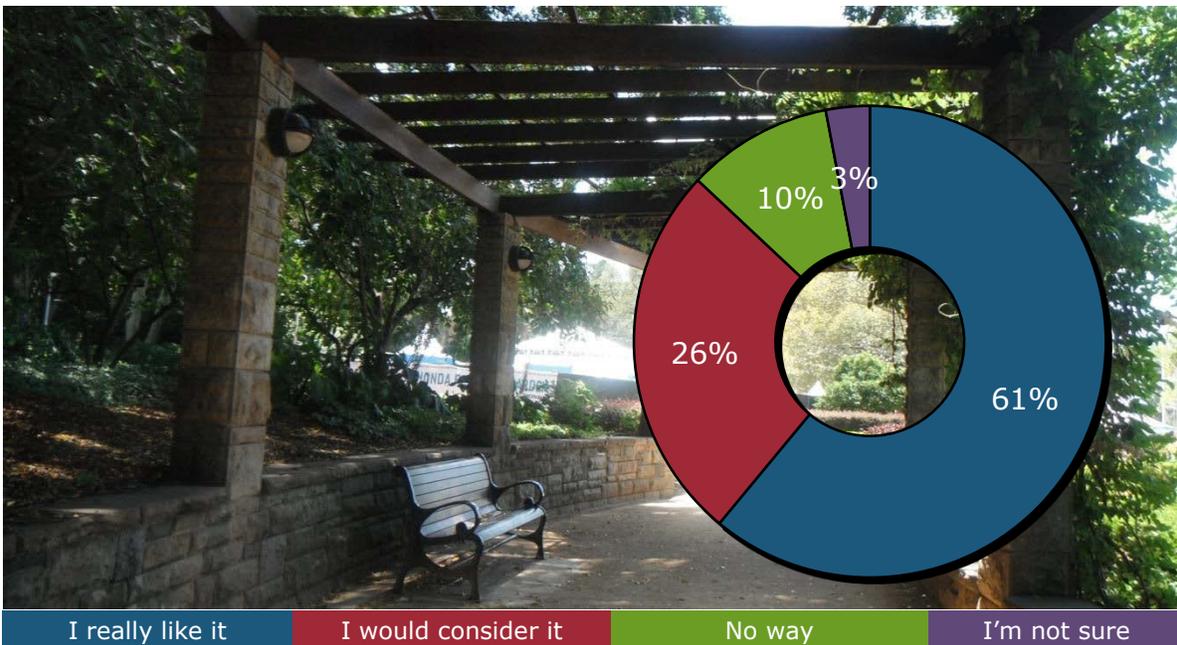
Separated bike lane or cycle track protected by a planted median



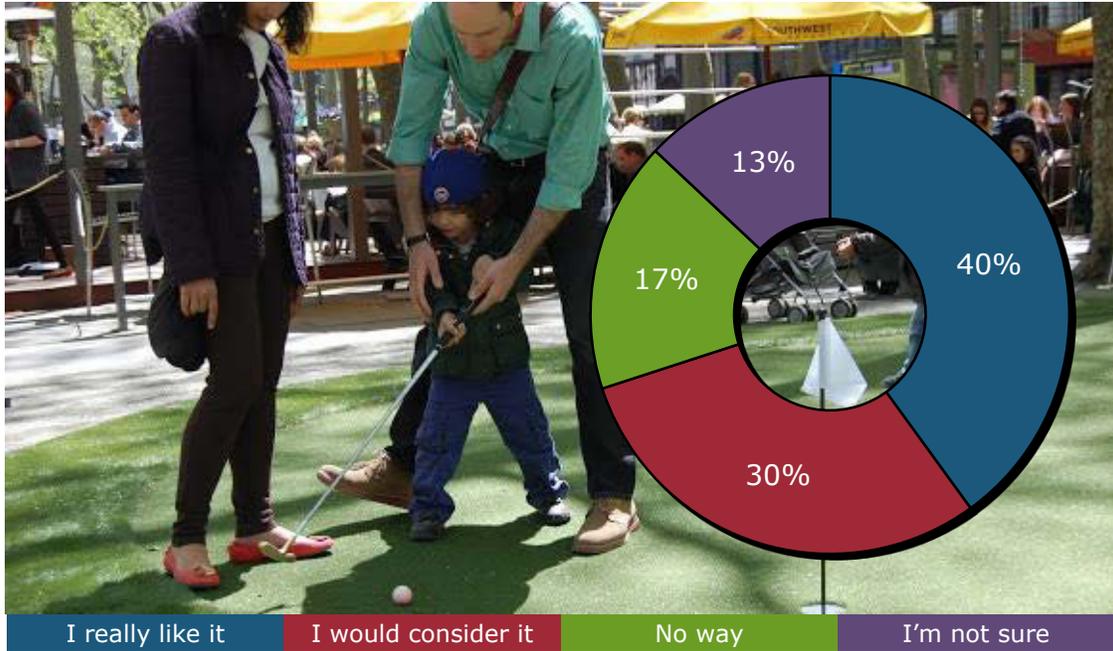
A community garden with structured raised beds and wood chip ground cover



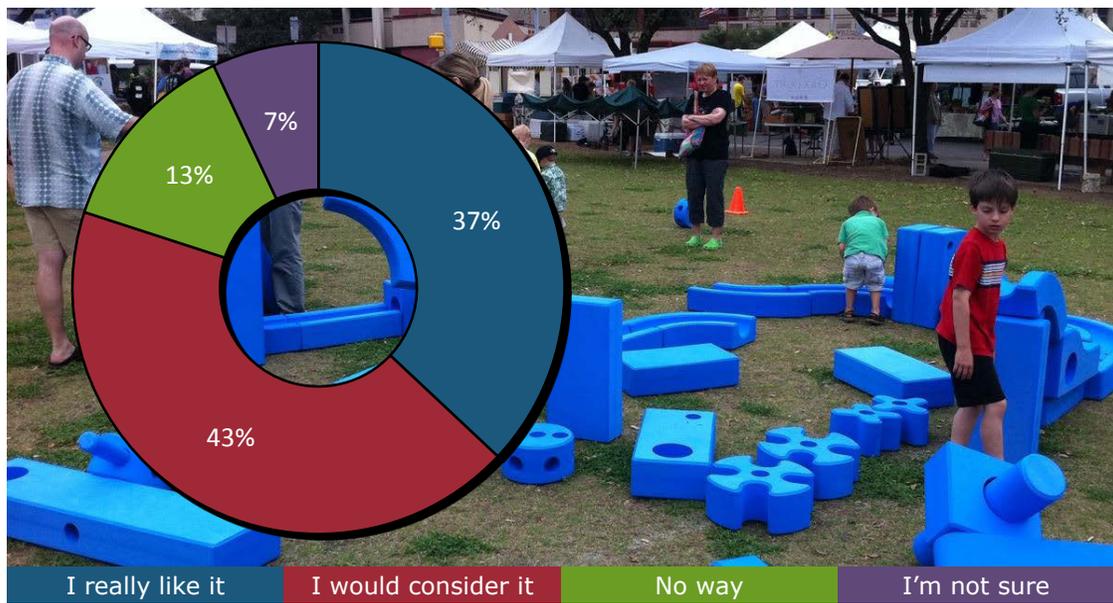
Natural surface trail



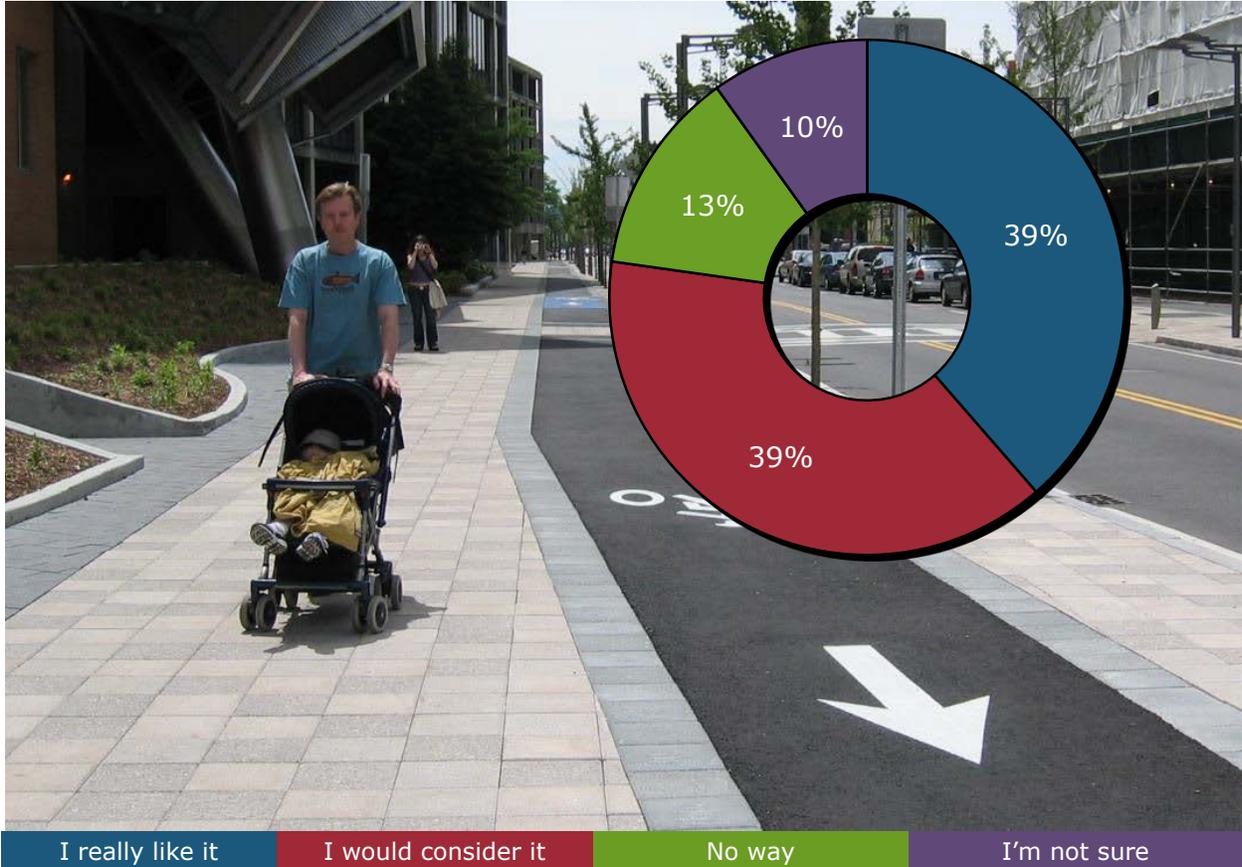
Wood shade structure (trellis) with vegetation



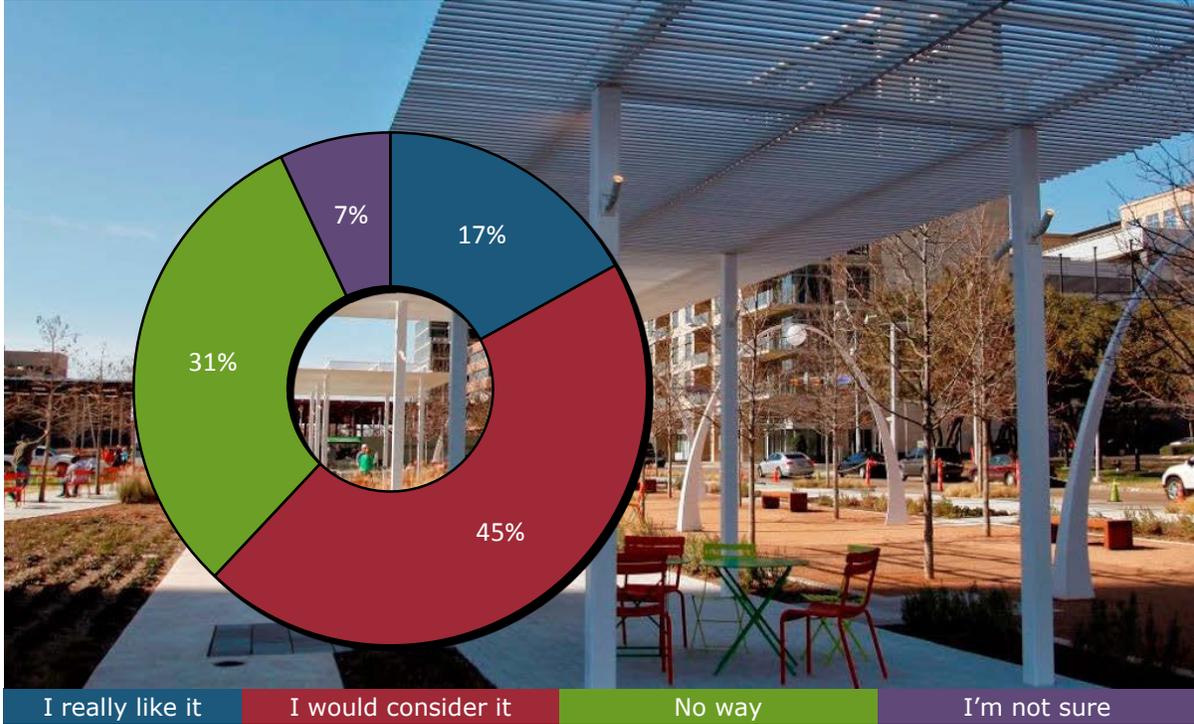
Flexible, non-permanent multi-generational activities



Flexible, non-permanent multi-generational activities



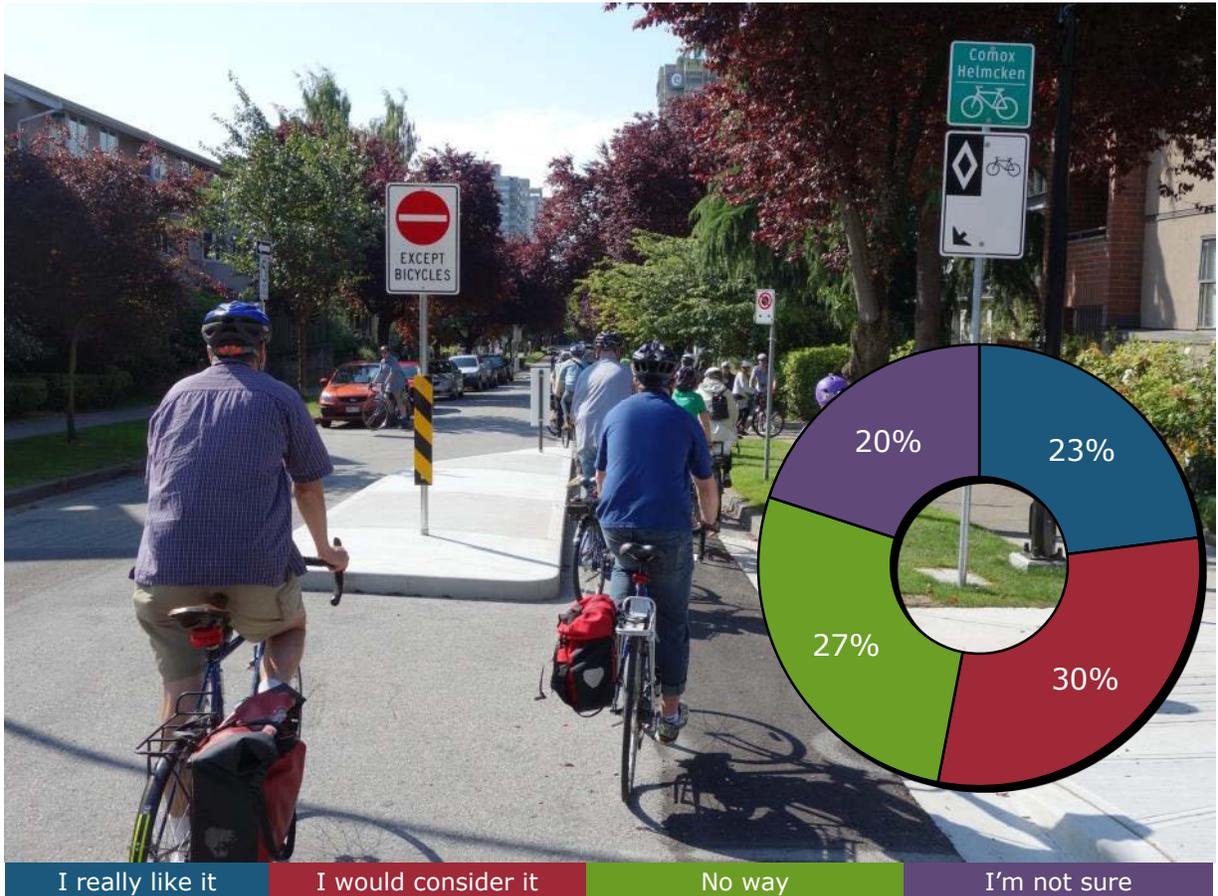
Protected multi-use pedestrian/bicycle facility above street grade with uses separated by surface types



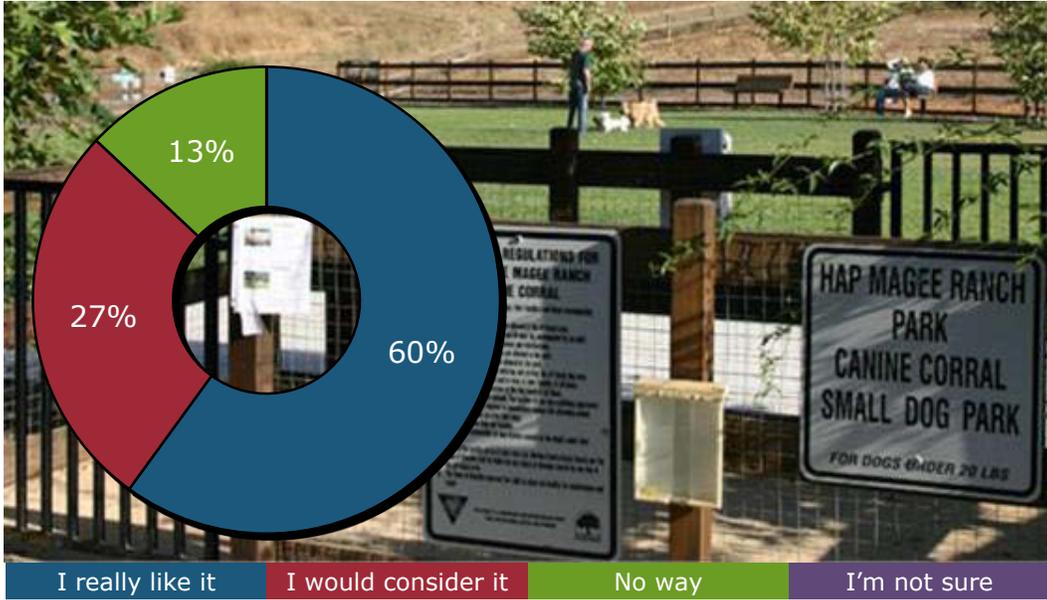
Modern style slatted shade structure



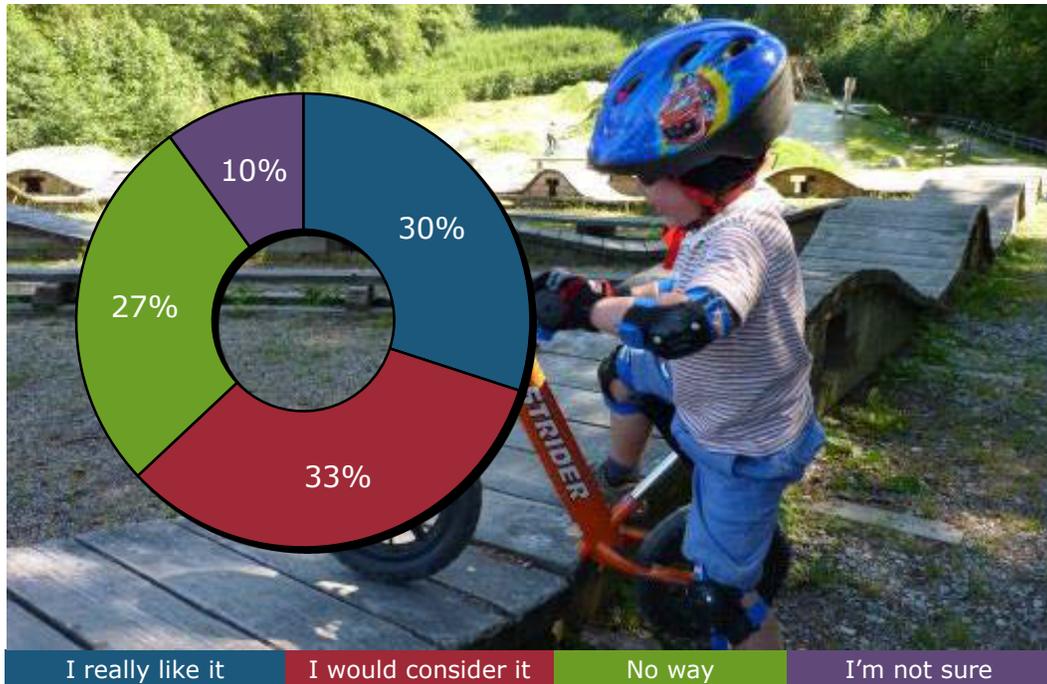
Small bike pump track



Bicycle boulevards: streets designed to prioritize bicycling and enhance conditions for walking (Seen here is a street closed one-way for automobile traffic)



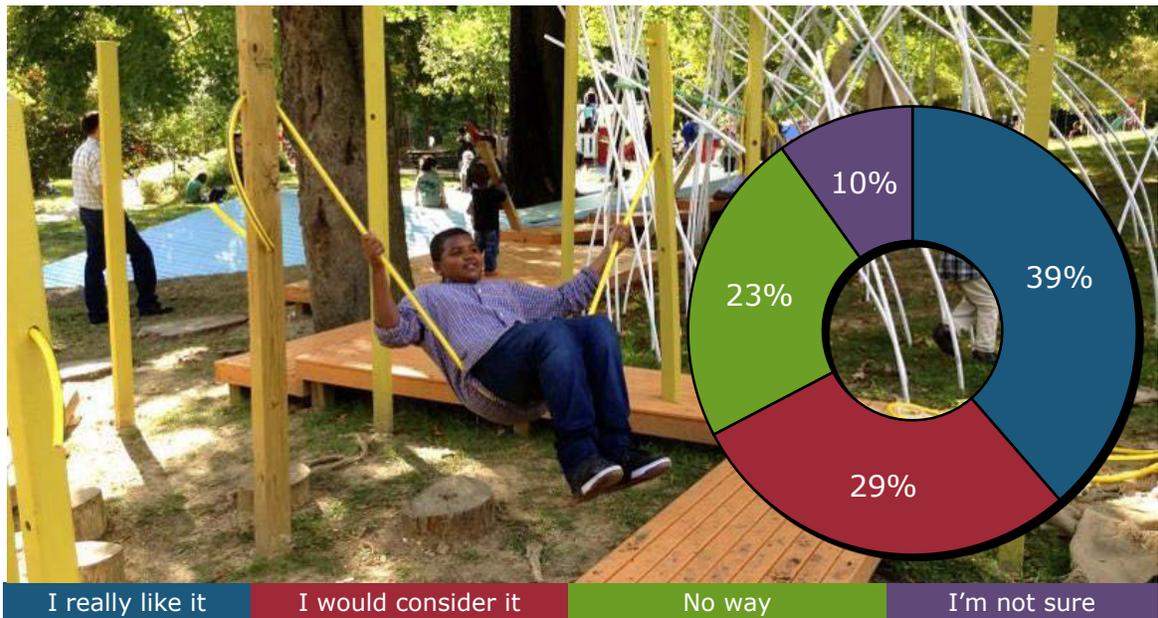
Enclosed, small dog park



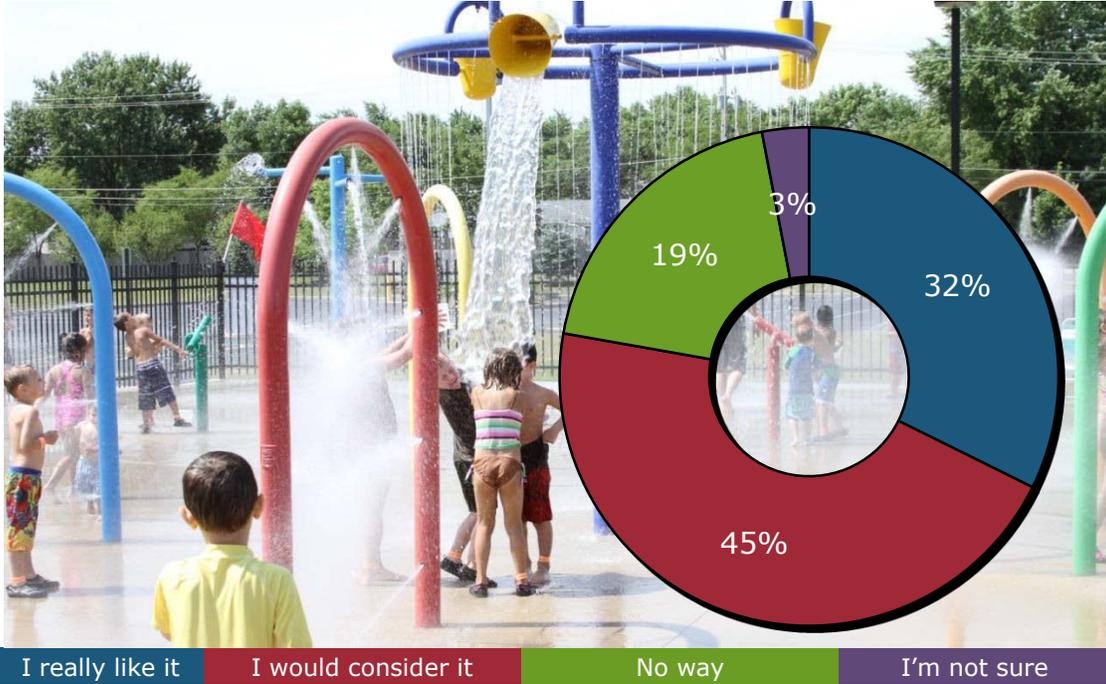
Bike skills park: varied activities appropriate for various ages and skill levels



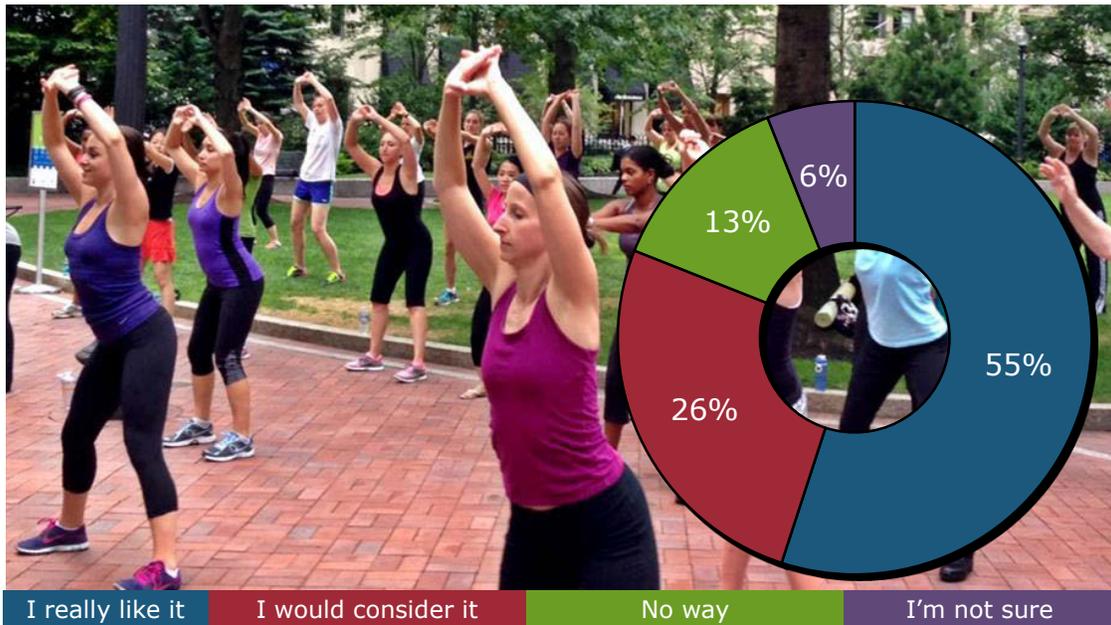
Water play (spray park)- Ground spray that also serves as a public space/plaza



Adventure playground



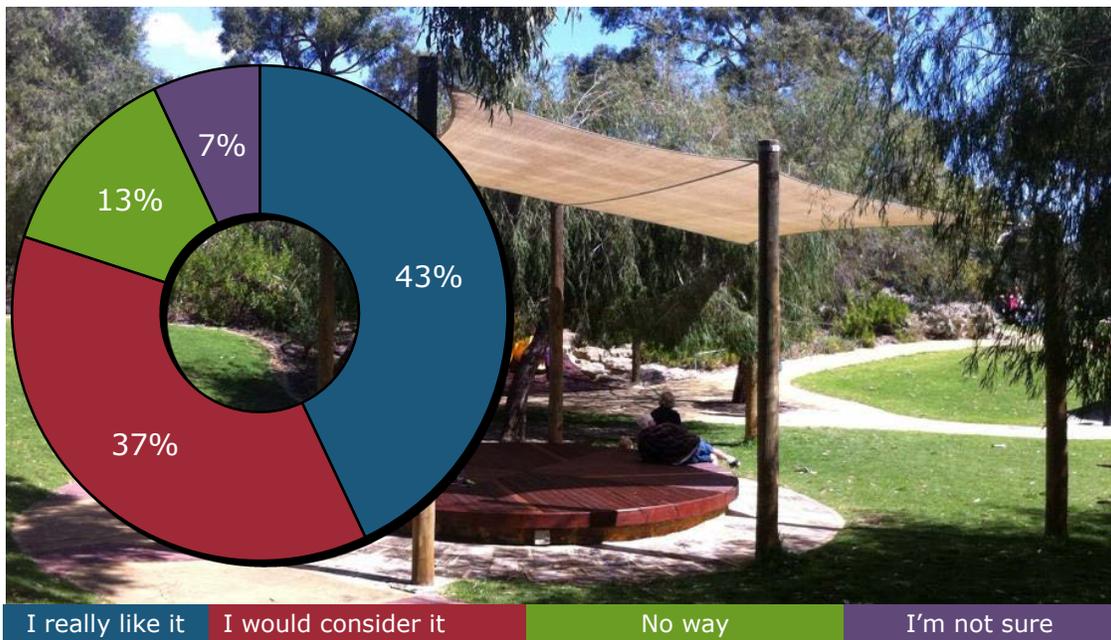
Splash pad enclosed in a playground



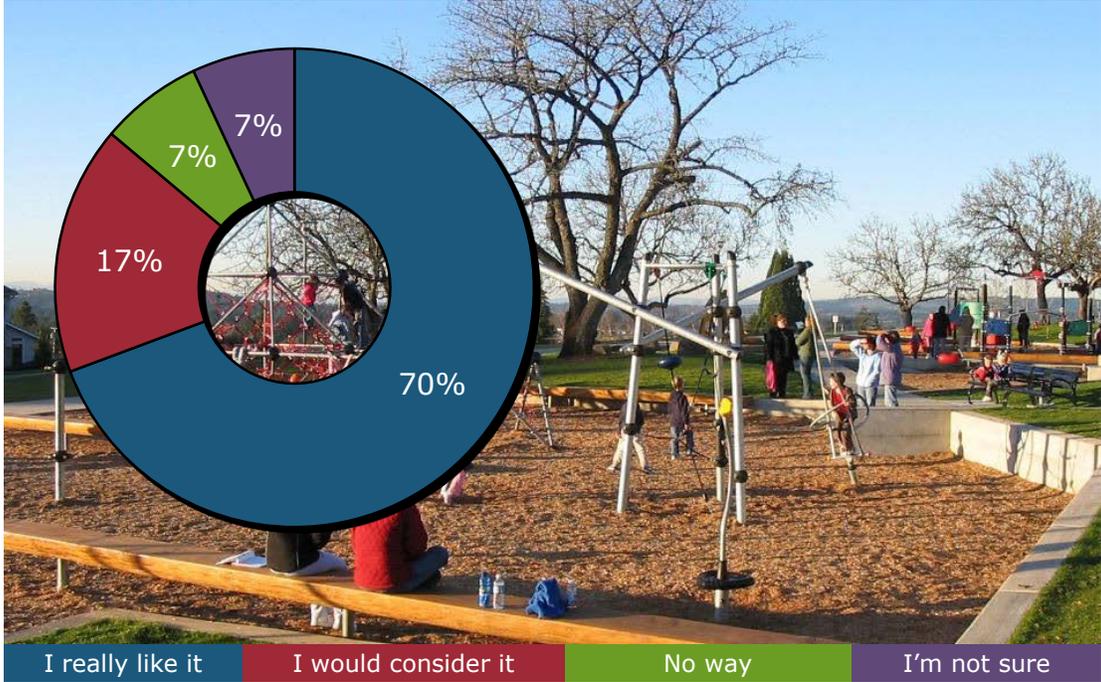
Recreation programming in parks



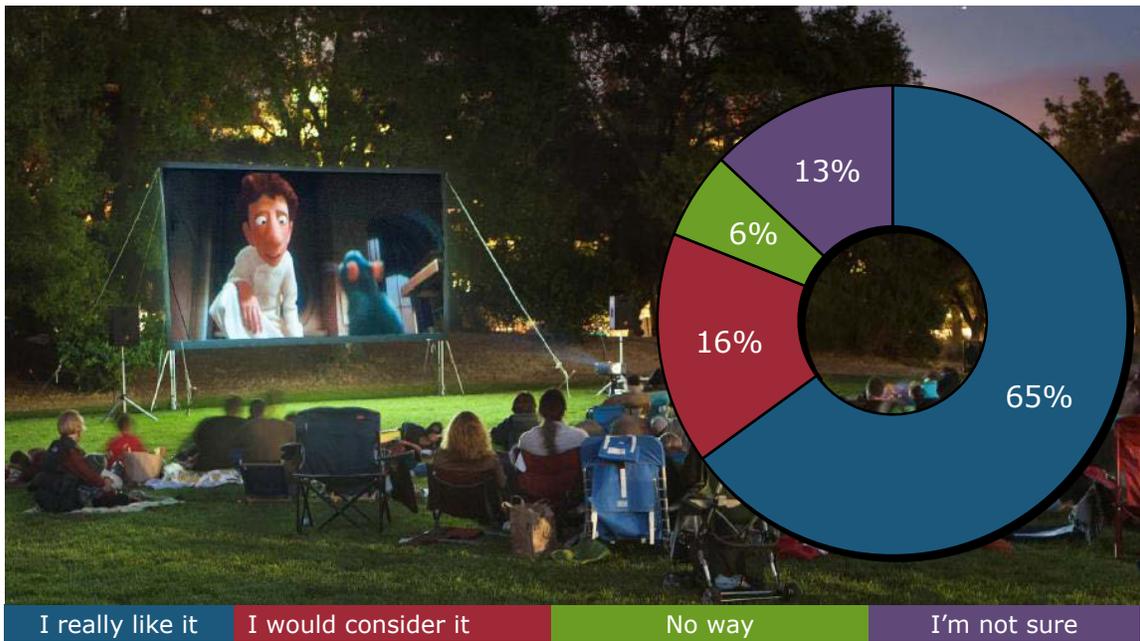
Nature play



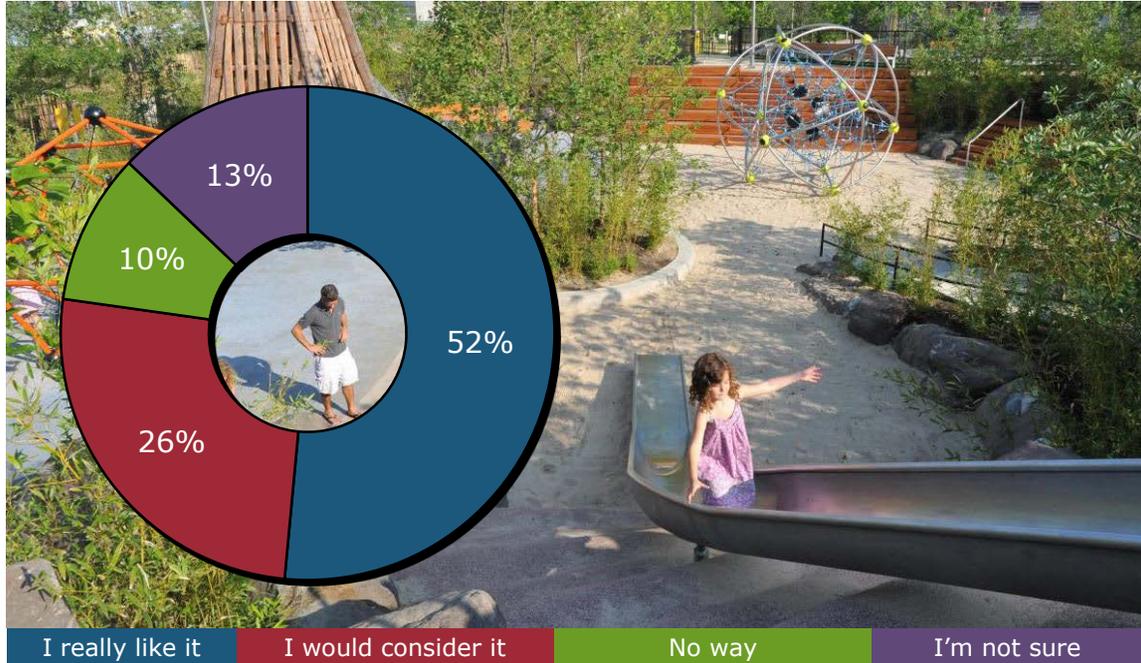
Shade structure with soft and more natural looking materials



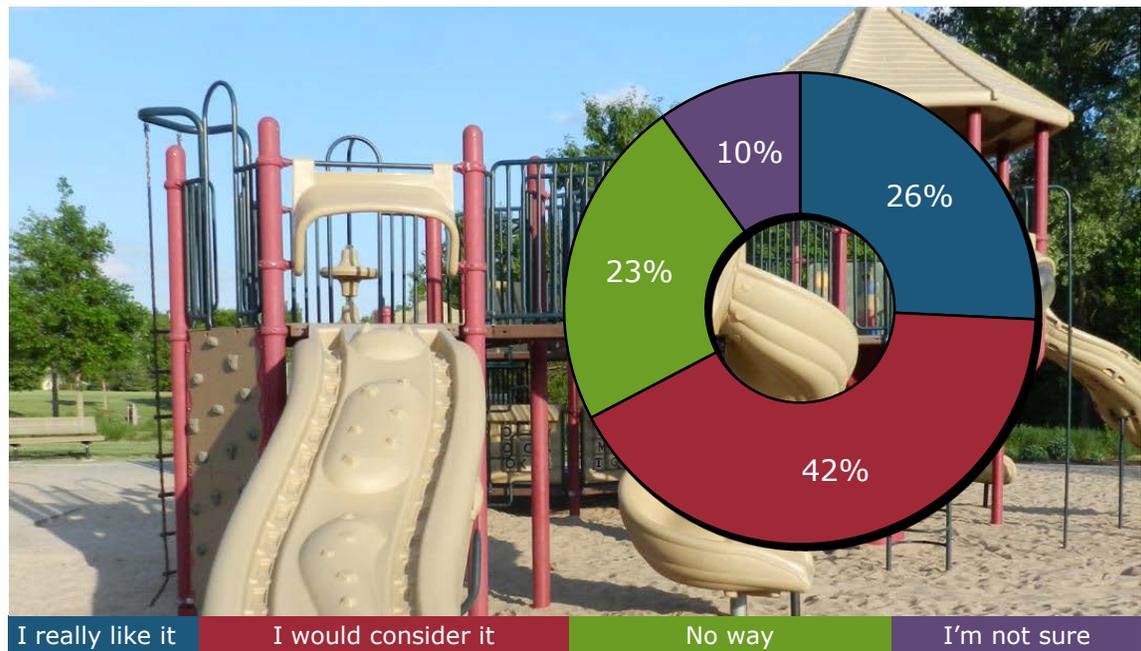
Play environments for a range of ages, adjacent from one another



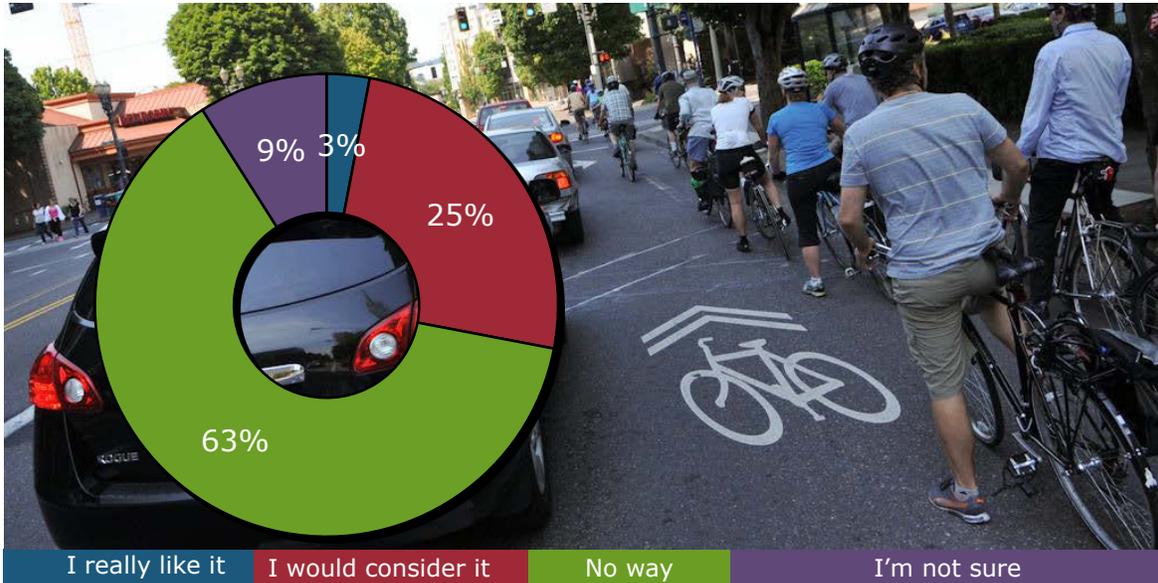
Open space programming for film screenings and other informal events



Small space with vegetation incorporated into the play environment



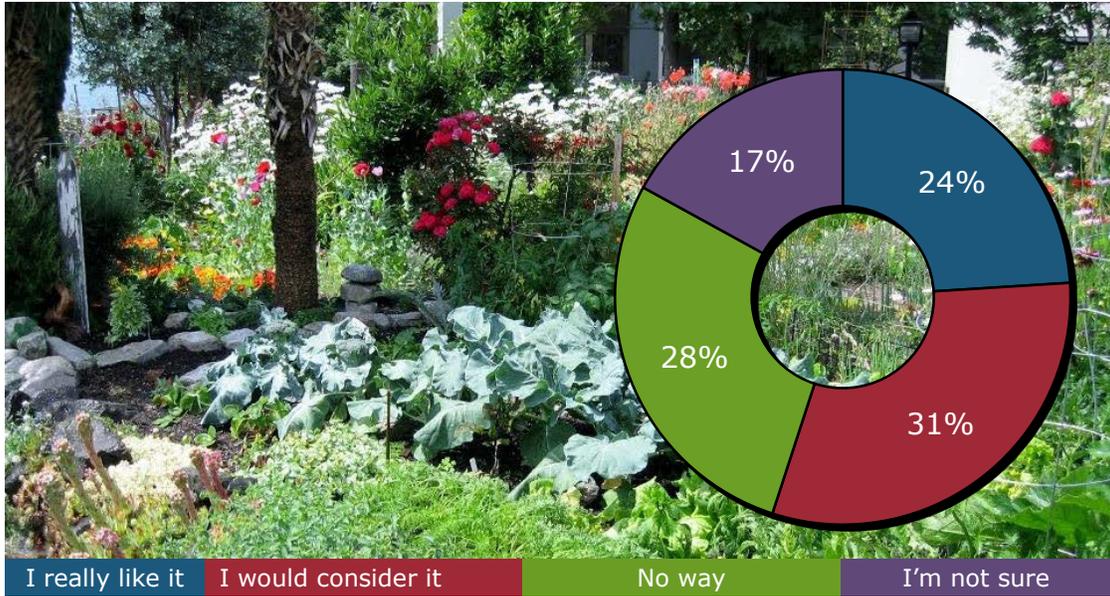
Traditional play structure with non-metal slides



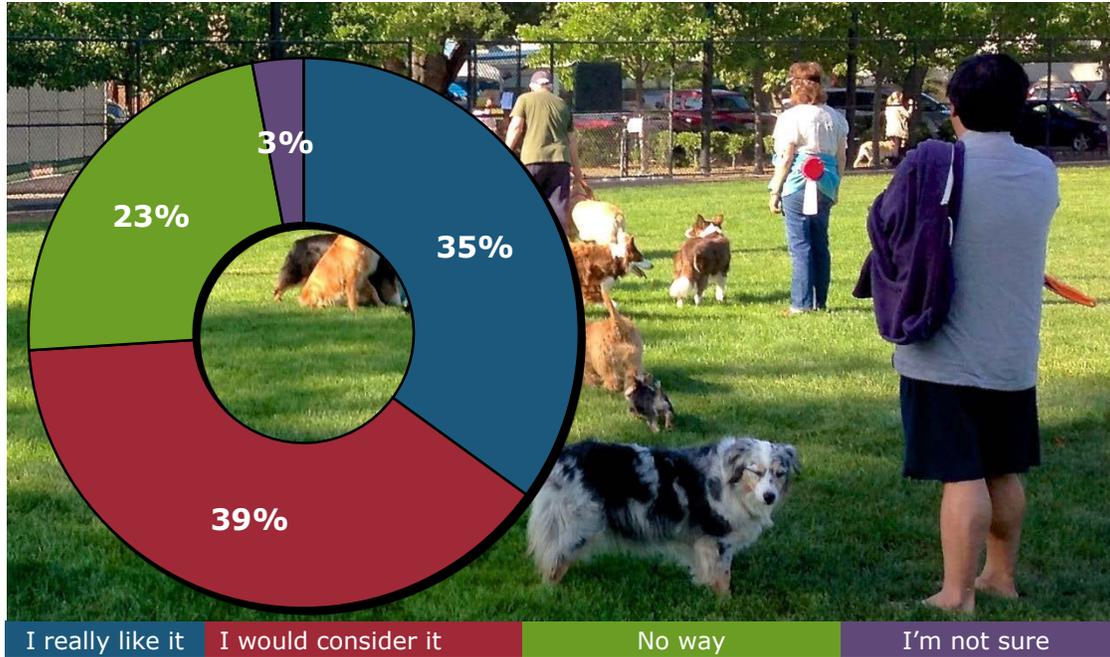
Shared bike facility (sharrows): Lanes not separated for bike traffic but shared with auto traffic



Climbing wall added to retaining wall along walking path



Community garden without structured planters



Fenced dog park with large grass field

Small Group Exercise: Priorities for the Future

Project team members facilitated small group discussions focused on community priorities for the future bikeways, trails, parks and recreation system in Morgan Hill. The discussion was guided by questions about what elements of the system participants would like to see improved or built upon and what new elements they would like to see added. Key themes that emerged from the discussion include the following:

BIKEWAYS AND TRAILS

Elements to be improved and built upon

- **Connectivity:** better connect existing facilities and destinations
 - Connect and improve sidewalk conditions especially to and around Nordstrom Elementary School and Live Oak High School
 - Improved connections are needed:
 - To Downtown
 - To County open spaces
 - Between City parks
 - To Gilroy
 - Between neighborhoods (coordinate bikeways in developments with bikeways along City and County roads)
 - East-to-west across 101
- **Safety:** Streets, trails, paths, and bikeways should allow for safe travel by people of all ages and abilities and accommodate multiple modes of travel.
 - Add and improve lighting on paths and bike routes
 - Delineate between bicycle and pedestrian uses to reduce conflicts on multi-use paths
 - Reduce bicycle speeds on multi-use paths

PARKS

Elements to be improved and built upon

- **Gathering opportunities:** increase the number and location of events at parks, such as movies and concerts

- **Variety of activities:** diversify the types of equipment and experiences offered in parks
 - Activities for older youth and teens
 - Multi-generational play
 - Adventure play

- **Expand amenities:** enhance park experiences by expanding amenities
 - Bathrooms
 - Water fountains
 - Shelters for sun and rain protection
 - Signage
 - More scattered seating and shaded seating

- **Accessibility:** increase the accessibility of parks for all community members
 - Raise awareness about which and when school amenities are accessible to the public
 - Create more universally accessible parks and areas in parks

NEW ELEMENTS TO BE ADDED

- **New Amenities:**
 - Dog parks along trails
 - Public art

- **Diversified programming:** offering different programs and services in parks may help attract new users to parks
 - Areas of parks that are staffed where kids can have free play that is supervised – this could be especially effective in Downtown parks; there’s a desire for more Downtown pop-up parks
 - Programming that runs later into the evening for teens
 - Nature and history education
 - Morgan Hill House
 - Geocaching or other approaches to integrating technology in parks to engage youth
 - Recreation programming in parks

Next Steps

Upcoming opportunities for community input include an online survey, which will be on the City's website and promoted through social media, email and the Stakeholder Advisory Group (SAG). The SAG will continue to meet regularly, with its third meeting on February 11.

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Technical Supplement: **Recreation Program Analysis**



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BIKEWAYS,
TRAILS, PARKS
& RECREATION
MASTER PLAN

PROGRAM ANALYSIS

January 2016

Introduction

The City of Morgan Hill Recreation and Community Services Division provides a wide variety of recreation programs designed for a diverse age range and varied interests. The City's high quality indoor and outdoor recreation facilities allow for year-round programming that varies seasonally, ranging from aquatic classes to preschool programs. Programs include classes, sport leagues, sport competitions, youth camps, drop-in activities and events. This document provides a summary of current program offerings and identifies gaps and opportunities based on an analysis of the City's 2015 program guides and program registration data, the 2015 Centennial Recreation Center Member Use Survey, and the 2015 Centennial Recreation Center Strategic Plan. The recommendations to address gaps and opportunities draw from best practices and trends in parks and recreation. The gaps and opportunities identified in this document will help to inform program recommendations in the Bikeways, Trails, Parks and Recreation Master Plan.

Program Service Areas

A diversity of programs is offered throughout Morgan Hill's facilities including the Centennial Recreation Center (CRC), Aquatics Center, Community and Cultural Center, Community Playhouse, where South Valley Civic Theatre is the resident theater company, Community Park, Galvan Park, and the skate park. Programs are targeted at Morgan Hill residents and are open to non-residents. Non-resident participation in recreation programs support cost recovery and economic development goals. The senior center has a large service area, attracting 50+ residents from throughout South County. The City has unique recreation program capacities with the CRC, which also houses the Senior Center and Teen Center. CRC facility operations and classes, including health and wellness programs, are provided through a partnership between the City of Morgan Hill and the Mt. Madonna YMCA. The CRC serves as the hub for membership based programs. However, a number of aquatic based membership programs are offered at the Aquatics Center and a small number membership health and wellness classes are offered at the Community and Cultural Center. The CRC had 4,737 memberships as of June 2015. Members used the recreation facilities over 300,000 times between July 2014 and June of 2015, with an average of 980 day passes purchased monthly between July 2014 and June 2015.

Populations Served

The City's programs and events serve a wide range of age groups and interests. There is a depth of program offerings for preschool-age children, youth, adults, teens and seniors. The City provides programs geared towards families and groups, including social events and special activities. There are no classes targeted toward people with disabilities. However, there are adaptive open swim times and an adaptive dance event. The City does not currently offer bilingual programs, although it promotes some programs with ads in Spanish.

ADULT PROGRAMS

The City offers adult sports, active recreation and special interest programs. Registration-based sports and active recreation classes include dance, ballet, tennis (private and group lessons), golf, karate, personal training, smart start body composition analysis, and mind and meditation. The City offers adult sports leagues at recreational and competitive levels, including men's basketball, co-ed volleyball and co-ed and men's softball. Registration-based special interest programs include parenting classes and, film class. Group Fitness Classes offered through the CRC membership are drop-in classes and include Les Mills Body Pump, Les Mills RPM, Boot Camp, Functional Fitness, Group Cycling, High Intensity Training (H.I.T), Kick Boxing, Pilates, Yoga TRX, TRX RIP Fusion, Yoga and Zumba. In 2015, among CRC members, the most popular group exercise classes included Yoga, Group Cycle, Zumba and TRX, according to the Member Use Survey Report. Adults regularly visited the CRC and Aquatics Center on a drop in basis to use the fitness center cardio and weight equipment, participate in personal training, swim laps, and participate in drop in sports (badminton, pickleball, volleyball, and basketball). Regular use of the Aquatics Center was at record high, with 24% of survey members who participated in the 2015 membership survey indicating that they had used the Aquatic Center at least once per week.

SENIOR PROGRAMS

The Centennial Recreation Senior Center served adults 50-years-old and older in the Morgan Hill, San Martin, and Gilroy communities. In 2015, the City developed the Senior Programs and Support Strategy to provide program guidance for Senior Center programming and sustainability. The Senior Center's collaborative funding model supports its broad service area. The Senior Center is operated by the City with funding support from the City's General Fund, program fees, support from the Friends of

Morgan Hill Senior Center and contributions from community members. The YMCA operates the nutrition program at the Senior Center through grant funding from the County of Santa Clara and fundraising. Other Senior Center partners include the County of Santa Clara, the Institute on Aging, Sourcewise, the Health Trust, Senior Adult Legal Assistance, and Episcopal Senior Communities.

A range of fitness and recreation programs are offered, including aqua fitness, chair yoga, Pilates, yoga, functional fitness, tai chi, an outdoor walking group, pickleball, aerobics, Wii bowling, TRX, and Zumba. Some of these programs are drop-in and some are offered as registration-based classes. Enrichment programs offered by the Senior Center include creative writing, watercolor, scrapbooking, photography club, computer skills, and knitting and stitchery and are all drop-in programs. Social programs include a range of table games, dancing, and movie screenings. Social services offered by the Senior Center include health screening, hot lunches served Monday through Friday, a produce market, case management, legal assistance and haircuts. The Senior Center's unique location at the Centennial Recreation Center provides for older adults to utilize the health and wellness offerings at the Centennial Recreation Center, and nearly 2,000 members are over the age of 55.

YOUTH PROGRAMS

Programs for children 3-to-18 years-old include fitness, special interest (dance, tap, cooking, drawing, and science), sports and active recreation, and a variety of summer camp programs ranging from sports to science. Kids Club in the CRC provides supervised activities for youth while their parents are using CRC facilities. An average of 2,427 kids per month used the Kids Club between July 2014 and June 2015. The 2015 CRC member survey reported that a majority of members (more than 60%) never use Kids Club. However, there are also regular users of Kids Club, with about 10% of survey respondents indicating that they use it three or more times per week.

In recent years the City has moved towards the use of contract class instructors to provide sports, enrichment, and recreation programs for youth. While the City still offers a summer camp program using its own staff, other fee based youth programs are offered through contracted providers.

The City offers two grant based afterschool programs at two apartment buildings within the City. These programs provide service for 20-30 students and are funded through grants subsidized slightly by the City's general fund.

The CRC's programming and services are shaped by the "Developmental Assets" framework focused on helping adults connect with youth in a positive way that helps young people thrive. Established by the Search Institute, the Developmental Assets framework is a widely used approach to childhood and adolescent development.

PRESCHOOL

Preschool programs include Little Learners, an enrichment program for 3-to-4-year-olds offered two days per week; Kinder Learners, a program for 4-to-5-year-olds offers three days per week; and Afternoon Preschool for 3-to-5-year-olds offered three days per week. The City also offers a variety of preschool age sport offerings, including munchkin sports, which are introductions to soccer and basketball and Mini Me Parent/Tot fitness, a drop-in fitness class. In addition to the City's offerings, Kids Love Soccer offers a Mommy/Daddy and Me Soccer class, and Preschool camp sessions are offered throughout the summer.

TEEN PROGRAMS

In addition to the City's youth program offerings, which encompass teens, the City also offers a set of programs that are specifically designed for and targeted at teens. The City's teen program offerings include aquatics, camps, fitness, sports and active recreation and special interest programs. Some of the specific teen programs include karate, volleyball, tennis (drop-in, private lessons, and group lessons), skateboard and BMX (private and group lessons), sports specific personal training, and CPR and Lifeguard training. The Youth Action Council (YAC) is a City program through which teens represent their peers and create programs and special events. The events are designed for teens to connect with one another and other members of the community. The YAC is an opportunity for youth to gain leadership training and for the community to build capacity among its youth.

The Teen Center, operated by the YMCA through the partnership at the CRC, offers a range of activities and programs including homework assistance and craft and social nights. The Teen Center is available free of charge to students in middle school through high school. It is open 6 days per week and approximately 20 teens use the center daily. Very few CRC members are using the Teen Center and those who are, are using it less than once per month.

ADAPTIVE PROGRAMS

The City does not offer recreation or special interest classes targeted at people with disabilities. However, the City offers two special events for residents with disabilities— an adaptive recreation swim offered on a weekly basis during the year and an adaptive dance in the spring and fall.

AQUATIC PROGRAMS

The City offers a range of aquatic programs across age groups and abilities. Youth aquatic programs include a swim team, diving team, water polo team and group and private swim lessons. In 2009, the City developed a strategic plan for aquatics that was intended to guide aquatics programming. The City run Splash Swim Team is an ongoing success with the total number of participants fluctuating between 150 and 200 swimmers at any given time during the year. The City team focuses on fun, fitness and asset development over competition. The Aquatics Center is also home to the Morgan Hill Makos competitive swim club, which has about 100 youth swimmers. Adult aquatic offerings include a Masters Team and pre-masters stroke development program as well as swim lessons. However, adult participation in these aquatics programs is lower than that of youth.

Summer recreation swim at the Morgan Hill Aquatics Center attracts both Morgan Hill residents and from surrounding areas. The facility serves as a small water park with water slides, a water playground and spray pad in addition to the facilities pools. Attendance during the summer of 2015 was 67,919, with thousands visiting the facility on busy days.

EVENTS

Cultural events at City facilities include art exhibitions at the Community and Cultural Center and CRC Senior Center and performances at the Community Playhouse. The CRC hosts Family Fun Nights at the pool once a month. The City hosted Summer Fun in the Park events at Galvan Park during summer 2015. Other events offered by the City span age groups and interests, including the Youth Triathlon-Splash 2 Dash, Doggie Dip- the dog day at the Aquatics Center before the pool's annual cleaning, Polar Bear Plunge- the winter swimming event at the Aquatic Center- and Senior Citizens Ball – an event hosted by the YAC.

Recreation Provider Partnerships

In addition to the partnership with the YMCA to manage and program the CRC, the City has partnerships with other local organizations to run certain programs and camps. These partnerships broaden the City's program offerings. Examples of partnerships include Kidz Love Soccer staff coaching soccer camp and Skyhawks staff coaching basketball camps.

Centennial Recreation Center/Aquatics Center Membership

The membership offered for use of the Centennial Recreation Center and Aquatics Center is the foundation of the programming offerings related to recreation programs. Approximately one in every five Morgan Hill residents is a member at the CRC. A number of monthly or annual payment options are available for users and an additional fee is required for non-residents. A strategic plan has been developed to support ongoing member retention. The City and the YMCA review opportunities to improve programming, enhance membership benefits, and link other programs to the membership. Formerly separate membership options, the membership for the CRC and Aquatics Center were successfully combined, providing the community with one single membership that provides access to both facilities. Financial assistance is available to those who cannot afford normal membership rates.

Program Registration and Fees

The City offers programs through a tiered pricing structure based on residence and CRC membership. Programs cost more (an additional \$10-to-\$20 per program) for non-residents. Many programs are also discounted for CRC members. The CRC's memberships, which are slightly more expensive for non-residents, include unlimited access to the Fitness Center and classes as well as member pricing on specialty classes. Registration is available online and over the phone. Scholarships for CRC memberships are available based on financial need. Scholarships for non-residents are available through the YMCA on a first-come first-served basis, while funds are available. The 2015 CRC Memberships Strategic Plan evaluated how inclusive the CRC has been by comparing the demographic makeup of the community within a 5-minute drive time to the makeup of the membership. This evaluation identified that the CRC membership is not representative of the surrounding community in terms of household income and there are opportunities to serve more low income households.

Facility Rentals

The City of Morgan Hill has a variety of indoor and outdoor facilities available for rental that provide opportunities to hold group activities in the area. The Program Guide and City of Morgan Hill website highlight rental opportunities available at the Community and Cultural Center and Community Playhouse, Community Park (stage, gazebo area, picnic areas, tennis court), the recreation center, and senior center. Sport fields and picnic shelters are available for rental at Community Park, Galvan Park and Paradise Park. The Aquatic Center, CRC Pool and Party Room, Downtown Amphitheater, Council Chambers and a variety of rooms in the Community & Cultural Center are available for group and party rentals. The Aquatic Center is available to host swim meets.

The City's Outdoor Sports Center provides soccer/sports fields for the community and for regional tournament and event use. The City has a concessionaire agreement with the Morgan Hill Youth Sports Alliance to operate the facility. The facility attracts over 300,000 visitors annually to the venue. The Outdoor Sports Center hosting regional event alongside rental of the Aquatics Center for major swim meets provide unique facilities supporting sports tourism and economic development for Morgan Hill.

Program Registration

Program registration data provides a glimpse into programs for which there is a high demand and programs that are less popular or have more enrollment variability. In some cases, enrollment may be linked to the times the classes are offered or the frequency with which they're offered or the seasonality of the program. In other cases, the registration data points to trends in the types of programming that is popular and potential opportunities to expand certain types of program offerings. Registration rates are from the Winter/Spring (W/S) and Summer/Fall (S/F) 2015 Registration Reports.

- Youth swim lessons are popular throughout the year, although many fewer classes are offered in the Winter/Spring (111 classes) compared to the Summer/Fall (347 classes). About 20% of youth swim classes have enrollment rates below 50% (24% below in the W/S and 23% in the S/F). (Adult swim conditioning and intro to lap swim group classes are less popular, with an average of 8% enrollment in the W/S 2015 and 9% in S/F.

PROGRAM ANALYSIS

- Overall registration for Summer camps in S/F 2015 was 27% for with sports camps 11% full and educational at 77% full. The interest in educational/special interest classes is also reflected in registration of classes offered throughout the year.
- Enrollment for sports camps vary by sport. Soccer camps have low enrollment. Skyhawks Basketball camp is the most popular sports camp. It was at 58% capacity across the two sessions offered in S/F 2015. The comparatively high registration rate may be attributed, in part, to the fact that there are only two basketball camps offered compared to 15 soccer camps.
- Youth tennis registration rates are lower in the Summer/Fall than Winter/Spring with an average registration rate of 14% in W/S 2015 and 22% in S/F 2015. There were with especially low registration rates for the Outdoor Tiny Tot Tennis classes in S/F and in W/S especially low registration rates for Indoor Tiny Tot Tennis classes.
- There's interest across Youth Educational and Special Interest offerings throughout the year. Cooking and Lego Engineering and Robotics classes were especially popular. There is about 10% higher enrollment rates in youth education classes in the Summer/Fall compared to the Winter/Spring.
- Both youth and adult karate classes have higher enrollment in the winter/spring than the summer/fall. The average enrollment rate for W/S classes is 36% and for S/F classes it's 10%.
- Adult sports are popular. The Men's Basketball League is nearly at capacity and the co-ed volleyball and co-ed softball leagues are also popular. Of the adult sports, tennis has the lowest enrollment at an average class capacity of about 10%.
- Adult/teen dance classes have varied levels of popularity based on the type of dance. Hip-hop dance and ballet have low registration rates and adult tap is the most popular. Dance classes have higher enrollment in the winter/spring with an average enrollment of 22% across all classes in W/S 2015 compared to 12% in S/F 2015.
- Average enrollment for swim classes is similar throughout the year. Some youth swimming classes vary in popularity depending on the time of the class, including:
 - Saturday mornings are especially popular time for swim lessons at all levels throughout the year.

- Enrollment is lower for 3:45 weekday classes than later classes.
- Active recreation classes at the senior center are popular. The Arthritis Foundation Exercise Program has consistently been the most popular class offered at the center.
- The Senior Center’s table game offerings, including puzzles, pool, ping pong and card games are also popular.

Gaps and Opportunities

The City offers a robust range of recreation programs. However, there are several areas that emerge as gaps or opportunities for potential additional or revised programming.

- **Multicultural programs:** While the City’s programs cover a diversity of ages and interests, there are few programs with a focus on multiculturalism that reflect the Morgan Hill community’s cultural and ethnic diversity. The CRC Strategic Plan also identified a need for more language diversity among CRC staff.
- **Adaptive programs:** The City has limited offerings for programs targeted at people with disabilities. The 2013 American Community Survey estimates, there are 3,029 (7.8%) people in Morgan Hill with a disability.
- **Adult Recreation:** Current trends in adult sports programs, include the resurgence of old-time favorites like wiffleball, dodgeball and kickball, which are making a comeback with the Gen X and baby boomers¹. With the popularity of some of Morgan Hill’s current adult sports teams, there may be opportunities to offer new sports teams.
- **Adult programs:** The Senior Center offers a range of enrichment and education programs for adults over 50-years-old. However, there are limited enrichment and education programs for younger adults. Additionally, the CRC membership is disproportionately low for 25-34 year-old, as compared to the surrounding community’s demographics. The Demographic Analysis revealed that citywide, there are about 23,500 residents in Morgan Hill between the ages of 18

¹ Parks and Recreation Magazine (NRPR). Carrie Madren. “A Sporting Shift,” February 2014. <http://www.parksandrecreation.org/2014/February/A-Sporting-Shift/>

and 64. It is often difficult to serve the 18-to-50-year-old demographic through traditional recreation, enrichment and education programs. Non-traditional programming and events targeted at this age group are becoming increasingly popular across the country.

Programming ideas include drop-in fitness classes in parks, movies and mini concerts. Small interventions in park and public spaces, such as bocce courts, hammocks, ping pong tables, interactive public art, food carts, movable dance floors and organized busking musicians can engage young adults and families.

- **Events:** There is a trend towards people wanting social experiences from parks, with programming like yoga, movie nights and lawn games.² This trend was reflected in Morgan Hill with the success of the Summer in the Park events at Galvan Park. The CRC Member Survey showed more than 85% of members do not participate in events, which include Get Fit, Youth Tri, and Member BBQ. There may be opportunities to expand and diversify park programming in Morgan Hill.
- **Geographical distribution of programs:** The City's program offerings are primarily held at the CRC and Aquatic Center. Especially for residents with limited mobility – children who can't drive, families with limited car access, or people with disabilities – the distance may be a barrier to accessing programs.
- **Promotion of programs and facilities:** The City's 2015 CRC Membership Strategic Plan highlighted the need for increased promotion. The City may more effectively reach teens and low-income residents, for whom opportunities for have been identified, by increasing its level of promotion and diversifying the promotional platforms that it uses. This could include more outreach through social media and partnerships with community based organizations.

² National Recreation and Parks Association. Barbara Heller. "Best Practices for Parks," July 17, 2015. <http://www.nrpa.org/blog/three-best-practices-for-parks/>



Technical Supplement: **Revenue Analysis**



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**BIKEWAYS,
TRAILS, PARKS
& RECREATION
MASTER PLAN**

REVENUE ANALYSIS

January 2016

I. Introduction

The Bikeways, Trails, Parks and Recreation Master Plan (Master Plan) will provide policy direction and financing strategies to be implemented by the Community Services Department and the Public Works Department. The Community Services Department is responsible for operation and maintenance of city facilities, while the Public Works Department is responsible for the management of the City’s Capital Improvement Program. There are two divisions of the Community Services Department that operate, maintain or manage facilities that are relevant to the Master Plan (see **Table 1**). In some instances, these facilities are also revenue sources.

TABLE 1. DIVISION FACILITIES AND RESPONSIBILITIES RELATED TO THE MASTER PLAN

Recreation and Community Services Division Operates	Maintenance Division Maintains
<ul style="list-style-type: none"> – Centennial Recreation Center – Aquatics Center – Outdoor Sports Center – Community and Cultural Center – Amphitheater – Community Playhouse – Friendly Inn Non-Profit Service Center, Skate Board/BMX Park 	<ul style="list-style-type: none"> – 470 Open Space/Park Acres – 149 Street Miles – 125 Sidewalk Miles – 8 Trail Miles – 3700 Street Lights – Urban Forestry, and – Landscaping Assessment District – Downtown Streetscape and Parking Structure

II. Funding Framework

In general, funding for the Community Services Department comes from four primary sources:

- 1) User Fees;
- 2) Park Maintenance Fund;
- 3) General Fund;
- 4) Street Maintenance Fund; and
- 5) Special Assessments.

As described below, each division relies on different funding sources to defray the cost of services and capital improvements. Changes in these funding sources could impact future services.

RECREATION AND COMMUNITY SERVICES DIVISION

The Recreation and Community Services Division (RCSD) has been able to recover nearly 100% of its direct cost of services from users. This remarkable achievement has enabled RCSD to fund programs, services, and facility maintenance, including several one-time capital projects. In recent budgeting exercises, the RCSD has placed emphasis on maintaining facilities, supporting partner organizations, enhancing support for senior services, and increasing community outreach and participation in recreation programs.

The RCSD has recently focused on broadening the reach of its programs to underserved residents. Resources dedicated to some of these areas have resulted in slightly lower percentage of direct cost recovery than in past years.

MAINTENANCE DIVISION

Park maintenance is primarily funded through the Park Maintenance Fund, supplemented by transfers from the General Fund, grants, donations, and fees collected from a Landscape and Lighting Assessment District (LLAD). The Park Maintenance Fund receives revenue through voluntary contributions from developers competing in the City's Residential Development Control System. The base budget for Park Maintenance is \$920,000. The Park Maintenance Fund receives approximately \$200,000 annually from the City's General Fund to support Park Maintenance. This annual transfer ensures that the Park Maintenance Fund will be sustainable over the next 20 plus years.

In the last four years, the LLAD managed by the Maintenance Division has generated \$175,000 per year on average. These funds are specifically used to maintain parks and landscaping areas within the assessment district. The LLAD has a number of different sub areas for which funds are managed independently (as required by law). The assessment in each of these areas can only be raised through a vote of those living in the specific sub area. This funding system has provided for adequate maintenance in some areas and inadequate maintenance in others.

Maintenance of parks, streets and city buildings is managed by a core team of twelve full time staff members who heavily rely on contractors and seasonal temporary employees to provide cost-effective and flexible maintenance as needed.

III. Revenue

As shown in **Table 2**, membership and program services provide the largest percentage of revenue for the RCSD. Following the opening of the CRC, membership grew each fiscal year until 2013 when membership started to plateau as the facility reached its occupancy load limit. This funding source is dependent on attracting and retaining members and daily customers. Periodic fee increases are now utilized to increase revenues to cover normal inflationary increases in costs.

If growth has peaked, it will be increasingly important to retain the existing customer base through member engagement initiatives, updated programming and providing well maintained facilities and equipment.

TABLE 2. REVENUE

Revenue	2013/14	2014/15	2015/16
Membership			
AC/CRC Membership	\$3,628,547	\$3,838,000	\$4,060,057
Recreation Programs	\$385,163	\$388,482	\$470,368
AC/CRC Daily & Seasonal Passes	\$393,090	\$406,500	\$490,500
Aquatics Programming	\$408,792	\$416,000	\$427,000
AC/CRC Retail/Concessions	\$58,041	\$63,000	\$64,660
Subtotal	\$4,873,633	\$5,111,982	\$5,512,585
Facilities			
Room Rentals	\$253,901	\$265,900	\$276,000
Gavilan College Lease	\$221,692	\$242,000	\$205,000
OSC Concessionaire Agreement	\$65,075	\$66,000	\$66,000
Playhouse Lease and Rentals	\$40,846	\$38,000	\$41,000
Park/Field/Tennis/Special Events	\$37,904	\$36,300	\$37,420
AC Lane Fees	\$65,408	\$50,000	\$50,000
Council Chamber Rental	\$0	\$29,250	\$50,000
Subtotal	\$684,826	\$727,450	\$725,420
TOTAL	\$5,558,459	\$5,839,432	\$6,238,005

AC: Aquatics Center

CRC: Centennial Recreation Center

IV. Expenses

The two divisions of the Community Services Department described above are responsible for operations and maintenance costs relevant to the Master Plan. **Table 3** provides a summary of these expenses for fiscal years 2013/14 – 2015-16 (as of October 2015).

TABLE 3. OPERATING EXPENSES

Expenses	2013/14	2014/15	2015/16
2140 - Membership and Program Services	\$4,512,262	\$4,815,751	\$5,093,862
2150 - Facility Services Total	\$1,022,644	\$1,243,760	\$1,165,700
2180 - Community Services Total	\$119,985	\$393,058	\$575,074
8030 - Park Maintenance Total	\$444,538	\$1,030,008	\$920,767
5460 - Downtown Maintenance Total	\$38,180	\$30,500	\$104,156
6100 - Street Maintenance Total	\$1,829,648	\$2,856,278*	\$1,906,471
8351 - Lighting and Landscape District Total	\$158,908	\$178,114	\$185,541
8063 - Open Space Total	\$142,426	\$126,443	\$979,706
Total	\$8,268,591	\$10,673,912	\$10,931,277

*One-time increase in expenses related to Citywide LED light installation.

Of the operating expenses, the first three lines in **Table 3** (community, facility and membership and program services) are almost entirely covered by operating revenue. **Table 4** summarizes the city's success in recovering these operating expenses.

TABLE 4. COST RECOVERY

	2013/14 Actual	2014/15 Amended	2015/16 Adopted
RCSD Revenue	\$5,688,653	\$6,004,298	\$6,391,235
RCSD Expenditure	\$5,654,891	\$6,435,798	\$6,834,635
Transfers In	\$33,000	\$50,000	\$60,000
RCSD Net Impact	\$66,762	-\$384,500	-\$383,400
% of Total Discretionary Budget	-0.3%	-1.8%	-1.6%

Capital facility maintenance, particularly park and street maintenance, are difficult to fund with user fees and represent costs that exceed the City’s ability to cover with operating revenue. The November 2014 Infrastructure Report for Morgan Hill estimates that there is a \$586,000 annual maintenance funding shortfall for park maintenance, \$88,000 for the landscape and lighting assessment district (LLAD) maintenance, and \$467,200 for building and facility maintenance. There is also a \$4,447,000 shortfall for street maintenance, but only a small portion of the shortfall is attributable to parks and recreation (bicycle) facilities. **Table 5** estimates the annual shortfall in repair and replacement of parks related facilities.

TABLE 5. ANNUAL REPAIR AND REPLACEMENT DEFICIENCIES

Expenses:	2013/14
City Parks	\$548,342
City Trails	\$37,429
Landscape Assessment District Parks	\$88,126
Aquatics Center	\$147,964
Centennial Recreation Center	\$139,823
El Toro Youth Center	\$6,620
Outdoor Sports Center	\$172,793
Total	\$1,141,097

It is important to note that LLAD facilities are funded by a select set of residents but are available for use by the entire community. Equity issues and assessment limits make it unlikely that funding deficiencies can be addressed in individual LLADs and will likely become an issue for the City to address.

V. Trends

From fiscal year (FY) FY 2012/2013 through FY 2015/2016, RCSD operations generated total revenue of \$23,667,039 for the City. Though fees and expenses fluctuate annually (see **Table 5**), revenue and expenses have been steadily increasing.

TABLE 5. CAPITAL REVENUE AND EXPENDITURE (FY 12/13 – FY 15/16)¹

	RCSD Rev ²	RCSD Exp ³	Transfers In	Total
2012-2013	\$ 5,582,853	\$ 5,487,314	\$ 115,637	\$ 211,176
2013-2014	\$ 5,688,653	\$ 5,654,891	\$ 33,000	\$ 66,762
2014-2015	\$ 6,004,298	\$ 6,452,570	\$ 50,000	\$ - 398,272
2015-2016	\$ 6,391,235	\$ 6,834,635	\$ 60,000	\$ - 383,400
TOTAL	\$ 23,667,039	\$ 24,429,410	\$ 258,637	\$ - 503,734

Source: City of Morgan Hill, FY15/16, Operating and CIP Budget

VI. Forecasting

The City has enjoyed significant success in recovering direct costs of services through user fees. Revenue has been adequate to address operating costs, including general maintenance, but not capital facility maintenance costs or larger capital improvement and replacement costs. Due to the popularity of recreation facilities and programs, revenue generation is expected to remain high for the foreseeable future.

As facilities age, the City may experience additional demand for “one-time” investments, such as mechanical equipment, roofs, and other high-cost items. In the future, community needs may generate demand for new facilities or upgrades to existing facilities that will contribute to the maintenance funding shortfall. While revenue has historically been adequate to address operating expenses, in the future the need to address deferred maintenance and to pay for maintenance of new capital facilities will require funding from new sources.

¹ Table 5 reflects comprehensive revenue and expense as compared to Tables 2 and 3 that summarize primary revenue sources and expenses.

² Recreation and Community Services Team Revenue.

³ Recreation and Community Services Team Expenditure.

While community expectations of park and recreation services continue to increase, economic and political conditions make dependable funding streams increasingly fragmented. No single funding source is likely to provide all of the resources required to fund a complete parks and recreation program. The City should explore additional funding sources to address facility and service demands.

Table 6 indicates which sources are eligible for capital improvement and maintenance costs.

TABLE 6. FUNDING SOURCES AND USES

Sources:	Uses	
	Capital Facilities	Maintenance
General Fund	X	X
Quimby Act Dedication and Fees	X	
Development Impact Fees ⁴	X	
Voluntary Developer Contributions ⁵	X	X
Sales and Special Taxes	X	X
User Fees ⁶	X	X
Finance (Districts or Special Assessments)	X	X
Bonds	X	
Partnerships	X	X
Grants	X	X
Allowed Use	Limited Use	Ineligible Use

Some of these sources require voter-approval (e.g. special taxes, assessment districts and bonds). Special taxes may include a parcel tax, sales tax, and construction and conveyance tax. Similarly, bond funding may be secured through general obligation bonds, revenue bonds, or limited tax bonds issued by the City, or through the creation of special districts to finance improvements that benefit contributing properties. A more detailed description of existing and potential revenue sources can be found in **Appendix A**.

⁴ Though similar to Quimby Act Fees, Development Impact Fees under the Mitigation Fee Act are separate and are subject to different regulations.

⁵ Collected through the Residential Development Control System Process.

⁶ User fees may be used for capital improvements on a limited basis.

REVENUE ANALYSIS

At some point, the City will need to address deferred maintenance and will likely need to fund new capital improvements or reinvest in existing facilities. Existing revenue sources are not adequate to address these expenses. Because the most promising funding options (e.g. special taxes, assessment districts or bonds) require voter approval, the City should assess the community's tolerance for these funding options. Similarly, the City should explore community tolerance for increased user fees to adequately fund a "sinking fund" that can pay for maintenance and replacement costs.

Appendix A: Existing and Potential Revenue Sources

GENERAL FUND

The General Fund is comprised primarily of tax dollars, intergovernmental revenues and user fees and charges. Bikes, trails and park and recreation facilities and services are among the many local government services competing for limited General Fund dollars. General Fund allocations can support parks and recreation improvements and services that represent general benefit to all citizens of the jurisdiction. An advantage to General Fund allocations is that they are unrestricted, however the City budget is often strained to support public safety, public works and all other local government services, as well as parks and recreation. As a result, funds are often unavailable to adequately support bike, trail, and park and recreation services.

PARK DEDICATION FEES / IMPACT FEES (QUIMBY ACT)

Quimby Act dedications and development impact fees are primary mechanisms for the development of new parks and recreation facilities. Current impact fees do not reflect the costs to construct the required community and neighborhood parks and do nothing to defray operational costs.

The Quimby Act (Section 66477 of the California Government Code) grants cities and counties the authority to require the dedication of land or payment of fees in lieu thereof (or a combination of both) by a new residential subdivision. The City can require such a dedication at the parkland Level of Service standard that was in effect at the time of adoption of the ordinance, to a maximum of 5.0 acres per 1,000 people. The City of Morgan Hill currently employs a park land standard of 3.0 acres per 1,000 people. Revenues generated through the Quimby Act cannot be used for operation or maintenance of park facilities. The park or facility must not be intended to make up an existing deficit, but must serve the new residents of the subdivision in question.

DEVELOPMENT IMPACT FEES / PARK IMPACT FEE

Development impact fees cannot be used to address existing deficiencies in park acreage, and sports and community facilities and can only be used to address development related demand for facilities. The funding for deficiencies will need to be addressed via General Fund, grants, special financing districts or bonds.

Fees can be collected from developers to pay for the impact that their residential development will have on existing infrastructure or in creating the need for new infrastructure such as roads or parks. Such fees are required as conditions of approval of a proposed development under the city's police powers over land use. Typically these fees are paid prior to City approval of a parcel map or final map or at the time a building permit is issued. Some Bay Area jurisdictions now impose fees on any improvements anticipated to increase the number of residents likely to reside in a dwelling unit, including residential additions, remodels and renovations.

Development impact fees may be reasonably exacted on new non-residential development in a City, as it may increase the daytime population resulting in additional facility users. A nexus study should be conducted to quantify such a relationship in order to justify fees on the non-residential development.

Section 66000 (et seq) of the California Government Code requires the agency exacting the fee to do the following:

- Identify the fee's purpose
- Identify the fee's uses
- Establish a reasonable relationship between the fee's use and the type of development project on which the fee is imposed
- Determine whether there is a reasonable relationship between the need for the public improvement and the development project on which the fee is imposed
- Justify that the fee is "roughly proportional" to the impact a new development has on public facilities and services (i.e. parks and community centers)

SALES AND SPECIAL TAXES

Taxes may, with voter approval, be increased to provide revenue for, among other things, parks and recreation or land conservation purposes. The ability to raise funds through sales or use taxes requires approval by two-thirds of voters. Many communities throughout the state have been successful in getting voter support for measures that add one-fourth or one-half cent to local sales taxes. The following are brief descriptions of the most common funding sources.

- 1) Parcel Tax: A parcel tax is either based on a flat per-parcel rate, calculated on the use, size and/or number of units on each parcel or an asset valuation. A parcel tax requires approval by two-thirds of city voters.
- 2) Sales Tax: Cities can generate revenue by increasing the 7.5% state sales tax to increase the general fund or to fund a specific purpose (e.g. parks and recreation). A sales tax increase dedicated to a specific purpose requires approval by two-thirds of city voters.
- 3) Real Estate Transfer Tax: A real estate transfer tax, is levied when there is a transfer of real property and when residential, commercial and industrial construction occurs. Adoption, and any increase or changes to a real estate transfer tax requires approval by two-thirds of city voters.

FEES AND CHARGES

Cost recovery through user fees is typically only used to offset General Fund maintenance and operations costs. Fees and charges create a direct connection between the funding source and the beneficiary of the service. This is a widely accepted way to provide services, however fees and memberships can keep lower income residents from participating in recreation programs. Equity concerns may be addressed when developing a pricing system to ensure that the City is providing its core services to all citizens.

TABLE A.1. TYPE OF RECREATION AND PARK FEE

Types of Recreation and Park Fees		
Fee Type	Description	Example
Entrance/ Parking	Charges to enter a developed recreation site at the patron’s first contact with the area; the area may contain facilities or activities for which fees are charged	Large parks, gardens, wildlife preserves, historical areas.
Admission	Charges to enter a building, structure or natural chamber where entry and exit are controlled and attendance is regulated.	Museums, historical buildings.
Programs	Charges for participation in an activity.	Lessons, camps, classes, leagues.
Sales	Revenues obtained from stores, gift shops, restaurants and other retail	Food and drink items, catering service, souvenirs, firewood, film, clothing.

Types of Recreation and Park Fees		
Fee Type	Description	Example
	operations and from the sale of merchandise and other property.	
Permit/ License	Charges for written permission to perform an action or the authority to occupy space or use property.	Show permits, alcohol permits, photography permits.
Rental	Charges for the exclusive use of tangible property of any kind.	Bicycles, tables, golf carts, picnic kits, horses, party rooms.
Facility Use	Charges for the shared use of a facility.	Driving range, campsites, ball fields, swimming pools, ice rinks, green fees.
Special Service	Charges for supplying extra articles, materials, activities, or services as an accommodation to the public.	Seasonal equipment, storage, night lighting, field dragging and lining, class materials, reservation fees, franchise fees for league operations, electric use fees, room set-up/tear down fees.

SPECIAL FINANCING DISTRICTS (SFD)

Special financing districts and bonds require a public vote and typically would be associated with specific projects for which there is strong support in the community. Special Taxes and Special Assessments are two types of special financing districts (SFDs). They are property-based revenue mechanisms used by local governments to finance projects, maintenance or services. They are valued as focused local sources of funding with direct accountability, i.e. those who benefit from the service or infrastructure are those who pay. In general, it is assumed that the beneficiary of any improvements should pay in proportion to their property benefit. In determining the appropriateness of an SFD the following issues should be carefully considered:

- Fairness and equity
- Market sensitivity
- Potential for approval
- Timing and predictability of revenues and expenses (and need for debt)
- Legal perspective

Specialized professionals including Special Tax Consultants, Public Relations Professionals, Financial Advisors, Underwriters, Attorneys or Bond Counsels can be engaged to facilitate the creation and

success of a new SFD. While there are many types of SFDs, two common examples are discussed below.

- **Landscape Maintenance Districts (LMDs):** Special assessments are levied against a parcel of land for the benefit that is generated by the underlying public service or improvement project. Examples are Landscape Maintenance Districts used to pay for annual maintenance costs of a park. The governing body of the entity levying the assessment must make a finding of Special Benefit in order to validate this process. Special Benefit is defined as “a particular and distinct benefit over and above general benefits conferred on real property located in the district or to the public at large.” General benefit is available to the public, and therefore cannot be charged to property owners. These districts are typically formed to fund maintenance of neighborhood parks serving the neighborhood being assessed.
- **Mello-Roos Community Facilities Districts:** A Special Tax is a financial charge that is levied annually on a property for a defined period of years. The Special Tax is calculated via some type of formula or, in the case of a Community Facilities District, a Rate and Method of Apportionment. A Community Facilities District (CFD) is a common type of Special Tax District used for funding ongoing maintenance services, capital projects, or both. It is allowed under the Mello-Roos Community Facilities Act of 1982 and is found in California Government Code Section 53311 et seq. Any new Special Taxes must be approved by a two-thirds vote. Accountability measures designed into the Special Tax may increase the likelihood that voters will approve a tax. Such measures might include a citizen’s oversight committee or a sunset clause (a date by which the tax expires).

GENERAL OBLIGATION BONDS

General obligation bonds are paid by an earmarked increase in property tax above the one percent allowable by Proposition 13. Referred to as “property tax overrides,” they require a two-thirds voter approval and usually appear on the tax bill as “voter indebtedness.” The tax is levied for a specified period of time (from 10 to 40 years). The proceeds from General Obligation Bonds can be used to finance the acquisition, construction and improvement of real property, but cannot be used to pay for equipment, supplies, operations or maintenance costs. Use of such bonds has declined, due to the high approval requirement and the interest costs.

PARTNERSHIPS

Partnerships provide a variety of opportunities to share facilities, skills and resources, provide free or low cost labor, and supplement revenues. Potential partners range from sports groups, social service agencies, youth and church groups, to businesses, police departments and school districts.

- **Support Foundations & Friends Groups:** Citizens can come together to create non-profit organizations to support a park or facility. They can raise money, sponsor projects and provide volunteer support. Adopt-A-Park and Adopt-A-Trail are two ways for community members to support facilities that are important to them. Clear agreements should be developed between the municipality and community groups to clarify what the group is responsible for, e.g. watering, weeding, litter pick-up. A sign at the facility indicating who has “adopted” it recognizes their contribution and creates goodwill.
- **School Districts:** Joint-use agreements with schools can significantly expand available recreation facilities, such as ballfields, soccer fields, gymnasiums and program classrooms. They have the potential to create synergies that benefit both parties.
- **Private Sector Partnerships:** When approaching potential private sector partners it is important to present how involvement can be beneficial to them. Corporate donations to public recreation and park agencies are attractive to corporations because of the tax advantages and public relations benefit. There are a wide variety of partnerships, including:
 - volunteer labor
 - sharing of training and expertise
 - loaned equipment (vehicles, A.V. equipment, printing)
 - loaned space
 - donations of used furniture, supplies and equipment
 - shared parking
 - financial donations
 - land donations
 - sponsorships
 - scholarships
 - endowment/revolving fund
 - advertising
 - corporate team challenges

GRANTS

Federal, state, county and public and private foundation grants are available to parks and recreation agencies. Grants often require matching funds. A number of grants, along with money raised through a capital campaign, may be required to fund one project. Grants most often finance planning, acquisition and development of park and recreation areas and facilities.

Competition for grant funding can be very intense. While capital development staff monitors common grant funding sources, application time tables and source financing are always in flux making it difficult to stay current with available grants.



Technical Supplement: **Demographic Analysis**

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DEMOGRAPHIC ANALYSIS

I. Introduction

MORGAN HILL'S POPULATION TRENDS will inform the development of policies, programs and goals in the Bikeways, Trails, Park and Recreation Master Plan (the Plan), ensuring that the Plan addresses community needs now and into the future. This document provides information about Morgan Hill's demographic profile and projections and key findings. The document will be referenced in conjunction with community needs, recreation trends and local priorities to inform the Plan.

II. Population

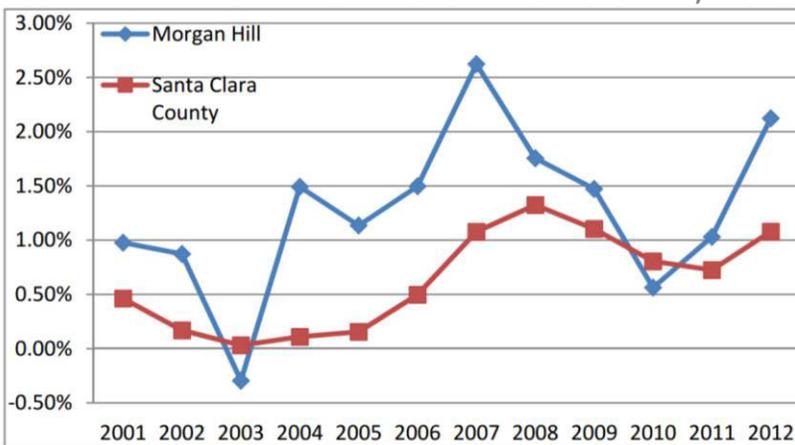
Morgan Hill's residential population has been growing steadily since the 1990s and the city's growth is expected to continue. According to the California Outdoor Recreation Plan, Santa Clara County is the 8th most urbanized county in California. The growth occurring in and around Morgan Hill will impact its parks system as residents and visitors seek open space and outdoor recreation opportunities.

The growth rate in Morgan Hill slowed from 4% between 1990 and 2000 to 1.5% between 2000 and 2013. The city's existing Residential Development Control System (RDSCS) regulates the rate of growth of major residential development in the community. As part of the Morgan Hill 2035 Project, the City is developing an updated RDSCS that is intended to provide a more efficient, effective, and sustainable residential growth management system. The updated system will continue to provide a population cap and set a pace of residential development with the goal of supporting quality housing design and achieving desired community amenities/benefits. The Morgan Hill 2035 process included the evaluation of alternative growth scenarios based on 2035 population targets ranging from 60,000 to 70,000.¹ In February 2015 the City Council directed staff to proceed with the preparation of the Morgan Hill 2035 Project Environmental Impact Report (EIR) using a Preferred Land Use Plan that, at build-out, would result in a population of approximately 68,000 residents.

¹ The City's target populations for its scenario planning process are based on the city's sphere of influence (SOI) including areas outside of the city boundaries. Morgan Hill and its SOI consists of an existing population of 43, 911

Morgan Hill Unified School District (MHUSD) is projected to grow slightly over the next six years with an estimated enrollment of 8,551 students in the 2020/21 school year, a 1.69% increase (142 students). The student population will increase with planned residential development projects. New housing development will occur most predominately within the boundaries of Nordstrom Elementary School, El Toro Elementary School, Murphy Middle School and Sobrato High School.

FIGURE 1: AVERAGE ANNUAL POPULATION GROWTH, MORGAN HILL 2001 – 2013



Source: State of California, Department of Finance, E-4 Population Estimates for Cities, Counties, and the State, 2001-2010, with 2000 & 2010 Census Counts; Population Estimates for Cities, Counties, and the State January 1, 2012 and 2013. Sacramento, California, November 2012 and May 2013.

TABLE 1: CITY OF MORGAN HILL POPULATION COMPARED TO SURROUNDING COMMUNITIES

	1990	2000	2010	2013	% Change 2000-2013
Cupertino	40,263	50,546	58,302	59,620	48%
Gilroy	31,487	41,464	48,821	51,544	64%
Los Altos	26,303	27,693	28,976	29,792	13%
Los Gatos	27,357	28,592	29,413	30,247	11%
Mountain View	67,460	70,708	74,066	76,260	13%
Morgan Hill	25,255	33,556	37,822	40,955	62%
Palo Alto	55,225	58,598	64,403	66,368	20%
San Jose	782,248	894,943	945,942	984,299	26%
Santa Clara	93,613	102,361	116,468	120,284	28%
Sunnyvale	117,229	131,760	140,081	145,973	25%
TOTAL COUNTY	1,497,557	1,682,585	1,781,642	1,842,254	23%

Source: U.S. Census 1990, 2000, 2010 and California Department of Finance 2013

TABLE 2: SCHOOL DISTRICT DEMOGRAPHIC STUDY 2014-2015

Morgan Hill Unified School District							
New Development Construction							
Housing Units per Year							
School	15/16 Year 1	16/17 Year 2	17/18 Year 3	18/19 Year 4	19/20 Year 5	20/21 Year 6	Totals
Barrett Elem	40	18	17	47	54	45	221
El Toro Elem	49	101	108	115	39	45	457
Jackson Academy	5	12	24	0	0	0	41
Los Paseos Elem	0	0	0	0	0	0	0
Nordstrom Elem	59	88	146	120	49	108	570
Paradise Valley Elem	47	89	20	30	10	15	211
San Martin/Gwinn Elem	0	0	0	0	0	0	0
Walsh Elem	101	60	72	56	38	0	327
Elementary Totals	301	368	387	368	190	213	1,827
Britton Middle	71	119	111	79	28	60	468
Murphy Middle	230	249	276	289	162	153	1,359
Middle Totals	301	368	387	368	190	213	1,827
Live Oak High	55	46	52	17	17	15	202
Sobrato High	246	322	335	351	173	198	1,625
High Totals	301	368	387	368	190	213	1,827

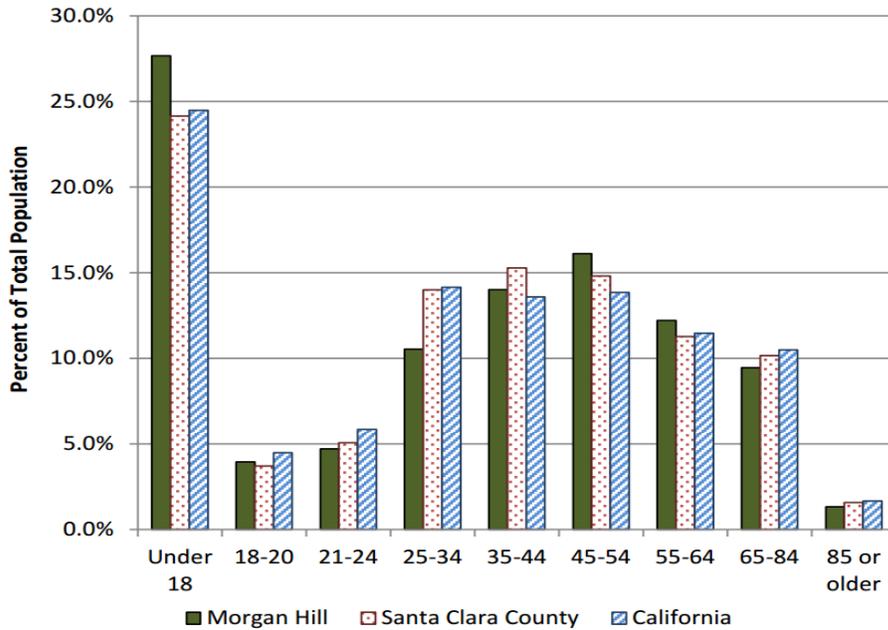
Source: Morgan Hill Unified School District

III. Demographics

Age Groups

Morgan Hill’s residential population is aging, a trend seen throughout the country as Baby Boomers reach retirement age and life expectancy increases (see Figure 2). The median age of Morgan Hill’s residents over the past 40 years has increased from 27.4 years old in 1970 to 36.8 years old in 2010. However, there are more residents under the age of 18 (about 30% of the population) and fewer residents over the age of 65 in Morgan Hill than in surrounding Santa Clara County and the state of California (see Figure 2). There are fewer young adults (between the ages of 25 and 35) in Morgan Hill compared to the County and State. With growing senior and youth populations, Morgan Hill’s bikeways, trails, park and recreation system will need to offer flexible and multi-generational experiences.

FIGURE 2: 2013 POPULATION DISTRIBUTION BY AGE



Note: See Appendix A-1 for details.
Source: Nielsen Marketplace, 2013.

Source: Nielsen Marketplace, 2013

TABLE 3: POPULATION INCREASE BY AGE IN MORGAN HILL, 1970-2010

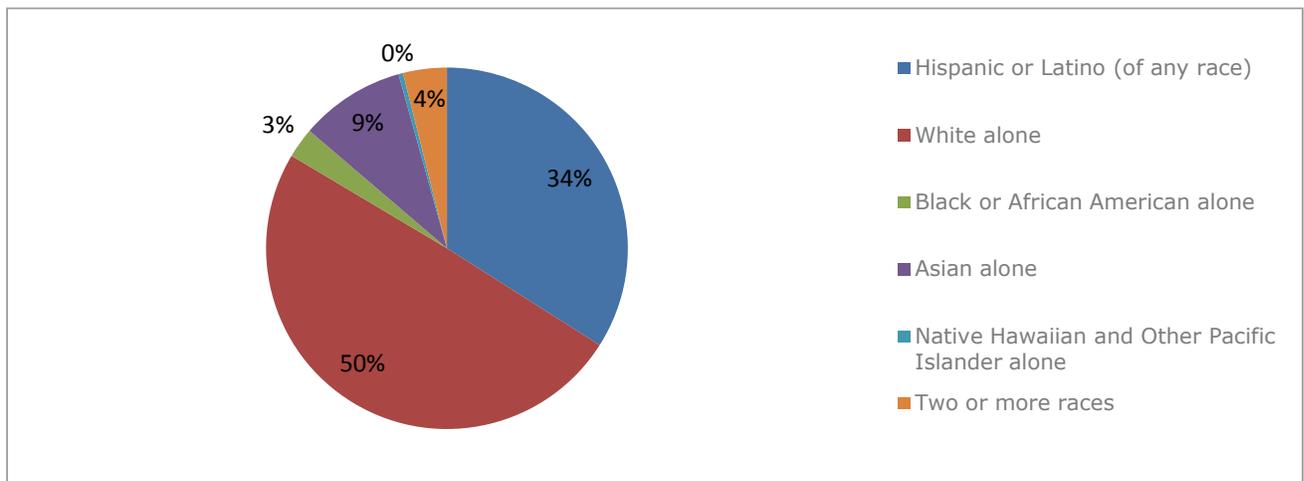
Age	1970	1980	1990	2000	2010	Change (2000-2010)	
Group						Number	Percentage
Pre-School (under 5)	628		1,937	2,729	2,794	65	2.32%
School Age (5 - 19 yrs)	2,143		5,361	7,517	8,044	527	7.01%
18 - 64 yrs.	3,132		14,822	20,802	23,446	2644	12.71%
Senior (65 and over)	582		1,808	2,508	3,598	1090	43.46%
Median Age		27.4	31.8	34.0	36.8	2.8	8.23%
TOTAL PERSONS	6,485	17,060	23,928	33,556	37,822	4266	12.71%

Source: US Census 1970, 1980, 1990, 2000 and 2010

Race and Ethnicity

A majority of Morgan Hill residents are Hispanic/Latino (33.9%) or White (49.4%). In keeping with statewide trends, the city’s Hispanic/Latino and Asian populations are growing while the white population is declining. A significant number of Morgan Hill residents are bilingual with 20% of bilingual residents speaking English fluently in addition to a language other than English (primarily Spanish and Asian Pacific Island languages). About 10% of residents speak a language other than English (primarily Spanish and Asian Pacific Island languages) and are not fluent in English.

FIGURE 3: RACE/ETHNICITY IN MORGAN HILL



Source: 2013 American Community Survey

TABLE 4: RACE/ETHNICITY IN MORGAN HILL, Change from 2000 - 2013*

	2000	2010	2013	% Change
Hispanic or Latino (of any race)	27.5	34	34	5.5
White	72.4	65.2	68.4	-5
Black or African American alone	1.7	2	2.8	0.1
Asian alone	6	10.2	9.5	2.5
Native Hawaiian and Other Pacific Islander alone	0.7	0.3	0.5	-1.2
Some other race or Two or more races	16.1	15.3	12.6	-4.5

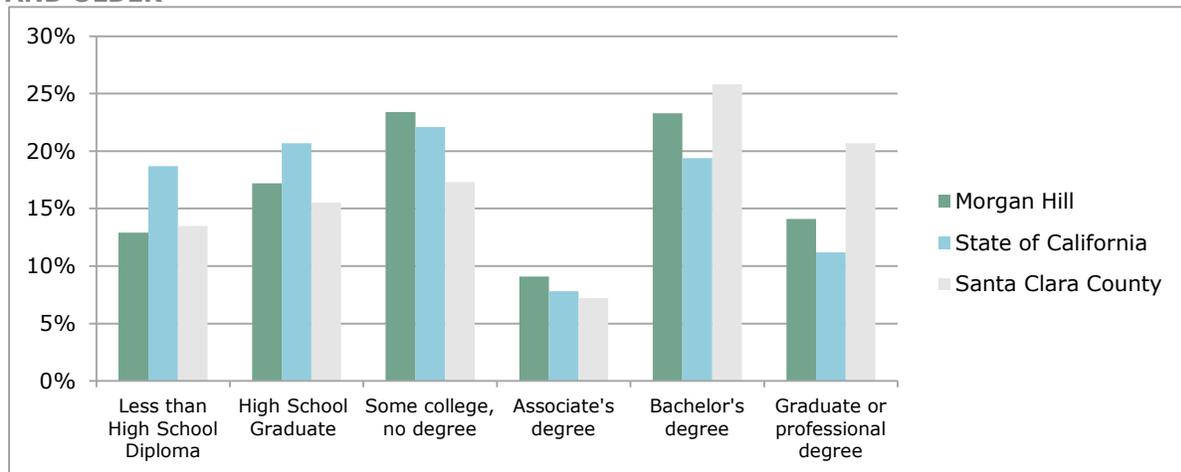
Source: 2000 and 2010 U.S. Census and 2013 American Community Survey (ACS)

* The ACS data are all estimates while the Census is population counts.

Education

On average, Morgan Hill residents are slightly more educated than California residents and slightly less educated than Santa Clara County residents. About 38% of residents have a Bachelor's or Graduate/Professional Degree. The city is home to three high schools, two middle schools and eight elementary schools.

FIGURE 4: EDUCATIONAL ATTAINMENT OF MORGAN HILL RESIDENTS 25 YEARS-OLD AND OLDER



Source: 2013 American Community Survey

Residents with Disabilities

According to the 2013 American Community Survey estimates, there are 3,029 (7.8%) people in Morgan Hill with a disability. In Santa Clara County 7.7% of civilian residents have a disability and Morgan Hill Unified School District Special Education enrollment data shows about 1,000 K-12 students with disabilities, most of which are speech or language impairments, learning disabilities or Autism.^v Universal design is an approach to creating built environments that exceed ADA standards and are inherently accessible to all people, including older adults and people with (and without) disabilities. Playgrounds and recreation systems based on universal design encourage access, independence, safety and comfort for all persons. This universal design approach should be considered for parks and

recreation elements beyond play spaces to infrastructure throughout the system that can meet the needs of Morgan Hill's community.

Household Characteristics

As suggested by the significant population of Morgan Hill residents under the age of 18, the city has a large number of family households (43%). The city's average household size is 3 with 34.3% of households including 4 or more people.

Most households in Morgan Hill own their home (71.8%). The majority of Morgan Hill residents came to the city between 1990 and 2010. As of the 2013 American Community Survey, 52% of the city's residents had moved into their homes between 2000 and 2009, and 20% between 1990 and 1999.

About 3% of Morgan Hill households do not have a car and 21% own one car. With 14.5% one-person households in Morgan Hill, there are at least 6% of households with two or more people that are sharing a car. These populations may have more urgent and specific needs for Morgan Hill's pedestrian and bicycle network. However, the majority of households have access to more than one vehicle.

III. Economic Characteristics

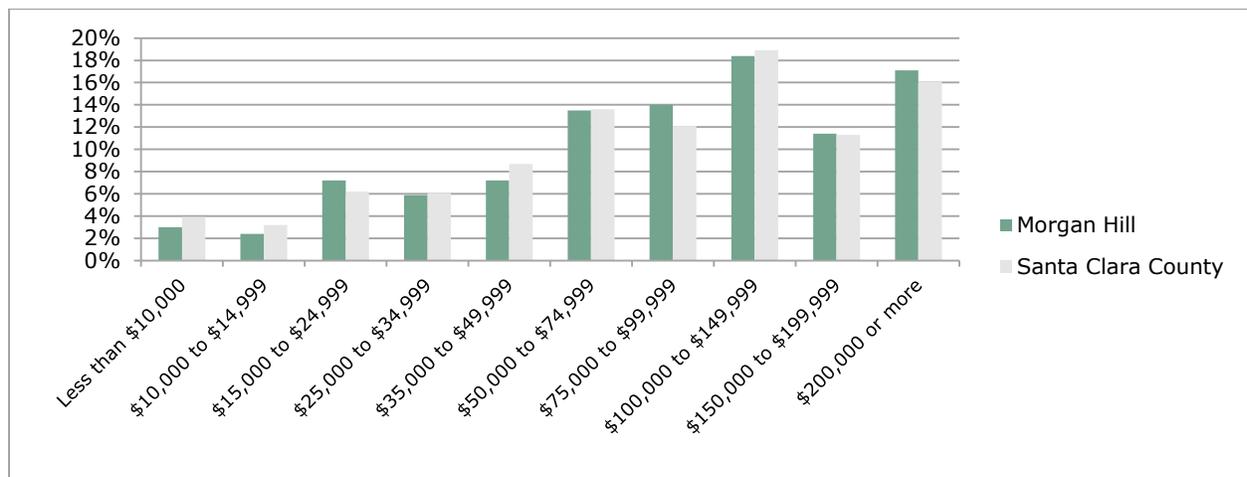
Income

The median income in Morgan Hill (\$95,531) is higher than the Santa Clara County median income (\$91,702). However, incomes in Morgan Hill declined between 2010 (\$102,487) and 2013 (\$95,531). According to American Community Survey estimates, about 10% of Morgan Hill residents live below poverty level. The city's unemployment rate is 10.7%, a slightly higher unemployment rate than Santa Clara County overall (9.7%).

Morgan Hill is home to one of Silicon Valley's largest business parks, Morgan Hill Ranch (about 350 acres). Although many of Morgan Hill's residents work outside of the city, there are likely some residents commuting locally to Morgan Hill Ranch and other local business parks as well as non-residents commuting into Morgan Hill. The bikeways, trails, park and recreation needs of the city's

daytime population may be distinct from the needs of residents. There may be opportunities for the bicycle and pedestrian network to better serve this population. There may also be opportunities for partnerships with local businesses to support health and well-being programs for employees.

FIGURE 5: HOUSEHOLD INCOME IN MORGAN HILL AND Santa Clara County



Source: 2013 American Community Survey

Key Considerations:

Morgan Hill’s demographic and household trends provide a framework that will focus the needs analysis for the Bikeways, Trails, Parks and Recreation Plan.

- Continue to ensure the parks and programs serve families with children (who are a core market segment) but consider whether the increasing number of one-person and aging adult households creates a demand for new facilities and programs.
- Consider how the system can better meet the needs of residents with disabilities through the universal design of spaces, signage, materials and programs.
- Examine the areas targeted for residential development in and around Morgan Hill and consider how parks and recreation facilities and programs will serve these areas in the future.
- Understand where potential business development may occur in and around Morgan Hill and how parks and trails facilities can serve employees.
- Consider how both existing and planned bikeways, trails, parks, facilities and programs meet the needs of the current and trending populations.

Sources

- i. 2009-2013 American Community Survey 5-Year Estimates
- ii. U.S. Census Bureau, 2010 Census
- iii. City of Morgan Hill, Morgan Hill 2035 - Growth Alternatives. Growth Alternatives Workbook June 13, 2014 - Public Review Draft
- iv. SchoolWorks, GIS. Morgan Hill Unified School District Demographic Study 2014- 2015. March 2015
- v. California Department of Education, Special Education Division. Special Education Enrollment by Age and Disability. Reporting Cycle: December 2, 3013, prepared 6/22/2015.

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Technical Supplement:
Planning Enviro Summary



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BIKEWAYS,
TRAILS, PARKS
& RECREATION
MASTER PLAN

PLANNING ENVIRONMENT SUMMARY

Introduction

THE MORGAN HILL BIKEWAYS, TRAILS, PARKS AND RECREATION MASTER PLAN (the Master Plan) will weave together three existing separate plans including the Bikeways Master Plan (updated in 2008), the Trails and Natural Resources Study (2007) and the Parks and Recreation Master Plan (2001). The Master Plan will provide a current, comprehensive and community-driven tool for City staff and decision-makers to prioritize improvements and investments for Morgan Hill’s bikeways, trails, parks and recreation system. The Master Plan will enhance the City’s existing system with infrastructure and programming that meet the current and future needs of the community.

The Master Plan will be guided by City policies, including the General Plan and Municipal Code. In conjunction with its current General Plan Update (Morgan Hill 2035), the City is updating its Zoning Code, Residential Development Control System (RDSCS) and Infrastructure (water, sewer, storm drainage, and telecommunications) Master Plans. Concurrent plan development will help to ensure consistency across plans and to surface opportunities and efficiencies.

Organization

This Planning Environment Summary presents the project team’s understanding of policies, standards, practices, and plans as they relate to Morgan Hill’s bikeways, trails, parks and recreation development and is organized into five major sections:

- I. **Guiding Documents** include the General Plan and Municipal Code. The General Plan provides a long-range vision for Morgan Hill and policies to help guide that vision. The Municipal Code is a regulatory tool that helps the City to implement the policies set by the General Plan. The policies in the General Plan will inform the Master Plan and the Master Plan will also provide guidance for the General Plan.
- II. **Existing Plans** to be updated through the Master Plan include The Bikeways Master Plan (2008), Trails and Natural Resources Study (2007) and Parks and Recreation Master Plan (2001).

- III. **City Policies and Practices** include the Field Use and Park Facility Rental Policy. The Master Plan may include recommendations for new or revised policies and practices, including operations and maintenance standards.
- IV. **Related Plans, Policies and Programs** includes a table of City and County plans, policies and programs with a brief overview and description of how it relates to the Master Plan.
- V. **The Appendix** includes details about many of the relevant plans and policies including: specific policies in the General Plan, a map of trail and network improvements recommended by the 2008 Bikeways Plan, the 2007 Trails Study, Downtown Specific Plan Strategies, and Santa Clara County: Existing and Proposed Regional Trail Connections map. Specific policies from these various plans will be referenced in the development of the Master Plan.

Relevant Resources and Planning Initiatives

A number of policies and studies that may affect the Master Plan are in various stages of development. In addition to the guiding document changes discussed in this summary, the following activities should be evaluated or monitored to inform the Master Plan process and recommendations.

- **Regional Resources:** Santa Clara County has several active regional planning initiatives related to open space preservation and regional trails. The City can build upon these planning efforts by connecting Morgan Hills' local bikeways and trails to regional facilities. The consultant and City staff project team and Stakeholder Advisory Group (SAG) are coordinating with regional and county agencies to align all planning efforts and projects.
- **Demonstration Projects:** In 2015, Morgan Hill piloted complete streets and parklet programs in Downtown. The complete street pilot narrowed Monterey Road through Downtown to one lane of vehicle traffic in each direction and added buffered bicycle lanes. Community members, including Downtown businesses, were divided evenly between supporting and opposing the complete street configuration. In August 2015, City Council voted to return Monterey to four lanes of vehicle traffic with improvements for bicycles and pedestrians. The community's response and the performance of these pilots will help to inform bikeways and park recommendations in the Master Plan.

- **Implementation Tools:** Concurrent planning efforts and impending actions include the General Plan Update, RDCS Update, the reinstatement of the Recreation Development Impact Fee and the re-zoning of a portion of the Southeast Quadrant. These items will be closely tracked throughout the Master Planning process and incorporated into the Master Plan appropriately.

I. Guiding Documents

GENERAL PLAN

Morgan Hill's General Plan establishes policy and guides the City's decision-making based on the community's vision. The existing General Plan is currently being revised as one element of a larger project called Morgan Hill 2035. Morgan Hill 2035 includes updates to the General Plan, the Zoning Code, the Residential Development Control System (RDCS), and Infrastructure (water, sewer, storm drainage, and telecommunications) Master Plans. The General Plan is being updated by City staff working with a consulting team and the General Plan Advisory Committee (GPAC) made up of community members representing a variety of groups and a diversity of viewpoints. The Public Review Draft of the General Plan was distributed in November 2015 with Planning Commission and City Council study sessions planned for 2016.

The Morgan Hill 2035 planning process is expected to be complete in 2016. The Bikeways, Trails, Parks and Recreation Master Plan will apply community priorities established by the Morgan Hill 2035 process. The Master Plan's policies will support the updated General Plan goals, policies and actions to ensure consistent and mutually supportive goals and policies are included in each.

Additionally, community input on the needs and priorities for the bikeways, trails, parks and recreation system may contribute to refining policies in the General Plan.

The General Plan supports a robust parks, trails, recreation and open space system. The updated General Plan is composed of seven elements including City and Neighborhood Form, Housing, Economic Development, Healthy Community, Transportation, Natural Resources and Environment, and Safety Services and Infrastructure. Several of these elements include goals and policies that provide guidance for the Master Plan. Relevant goals and areas of special considerations are listed below for

each of the General Plan Elements and the corresponding policies and actions are included in the appendix.

CITY AND NEIGHBORHOOD FORM ELEMENT

The City and Neighborhood Form Element discusses growth management, land use, and urban design. The purpose of the element is to ensure that Morgan Hill retains its rural atmosphere while accommodating sensible, orderly growth that will promote the local economy and fit within the City's ability to provide adequate public services.

The City and Neighborhood Form Element provides strategies for shaping the character of the built environment of Morgan Hill. The Master Plan will contribute to the unique character of neighborhoods by making recommendations for a diverse range of bikeways and park facilities that can enhance the vibrancy of the City's built and natural landscapes.

- GOAL CNF-1 An improved, effective, efficient, fair, equitable, flexible, and user-friendly planning and decision-making process.
- GOAL CNF-6 High-quality services and facilities that keep pace with community needs and standards.
- GOAL CNF-8 A visually attractive urban environment.
- GOAL CNF-11 High quality, aesthetically pleasing, livable, sustainable, well-planned residential neighborhoods, well-connected to neighborhood services.
- GOAL CNF-14 A vibrant, identifiable Downtown enlivened by public events, place-making activities, residences and businesses, taking advantage of the train station.
- GOAL CNF-19 Distinct, attractive, inviting, and improved gateways to the community.

Relevant **City and Neighborhood Form Element** policies are listed in **Appendix A, section 1.**

ECONOMIC DEVELOPMENT

The Economic Development Element seeks to diversify the local economy, increase job opportunities for local residents, decrease the need to commute, and expand the city's job base. The Master Plan will support the City's policies related to recreation tourism and arts and culture. Relevant Economic Development Goals include:

- GOAL ED-4 A vibrant, enhanced, visible, and well-promoted tourist industry that draws on Morgan Hill's unique character and variety of amenities.

- GOAL ED-9 Public and private infrastructure that helps make Morgan Hill a competitive business location.

Relevant **Economic Development Element** policies are listed in **Appendix A, section 2.**

HEALTHY COMMUNITY ELEMENT

The Healthy Community Element addresses the built environment as well as programs and partnerships that contribute to the overall health and well-being of Morgan Hill’s residents. The City considers elements of a healthy lifestyle to include convenient and safe access to health care, active recreation, education, social, services, and fresh food. Similarly, Morgan Hill values the educational, cultural, and social development and participation of all residents, regardless of age or socioeconomic status.

The Master Plan will support the goals in the Healthy Community Element through strategies for facility and programs that provide opportunities for people to engage in a healthy lifestyle. Additionally, the Master Plan will align with this element’s emphasis on providing access to healthy opportunities for residents of all ages and socio-economic groups. The Healthy Community element includes specific policy guidance for parks.

- GOAL HC-1 Coordinated urban and school development.
- GOAL HC-2 A built environment and community services that serve the special needs of youth and seniors, allowing residents to age in place.
- GOAL HC-3 Usable, complete, well-maintained, safe, and high-quality activities and amenities, including active and passive parks and recreational facilities, community gardens, and trails that are accessible to all ages, functional abilities, and socio-economic groups. *This Goal includes policies (3.2-3.3) related to the park land standard and park land fees.*
- GOAL HC-4 Support for culture and the arts as key assets for a unique and authentic community.
- GOAL HC-6 Options for residents at all income, education, and mobility levels to access healthy food and food education.

Relevant **Healthy Community Element** policies are listed in **Appendix A, Section 3**

TRANSPORTATION ELEMENT

The Transportation Element identifies the Master Planned network for all modes of transportation, including cars, bikes, pedestrians, and goods movement. This element will guide the Master Plan’s

approach to trails, park connectivity and bicycle infrastructure. The Transportation Element seeks to increase connectivity within Morgan Hill and between Morgan Hill and surrounding cities.

Well-planned bikeways, trails and parks are essential in achieving these goals and the Master Plan will use the City's transportation goals to help inform trail recommendations. In addition to trail and park connectivity, the Master Plan process will consider opportunities for streetscape improvements such as lights, trees, signage and bicycle parking that will make Morgan Hill's streetscapes more attractive and safe for bicycles and pedestrians. Relevant Transportation Goals include:

- GOAL TR-1 A balanced, safe, and efficient circulation system for all segments of the community, meeting local needs and accommodating projected regional and sub-regional traffic while protecting neighborhoods.
- GOAL TR-2 A system designed for a healthy, active community based on complete streets, smart growth, and Sustainable Communities strategies; reflecting a balanced, safe, multimodal transportation system for all users, especially in Downtown where pedestrian, bicycle, and transit facilities will be emphasized along with vehicular facilities.
- GOAL TR-8 A useable and comprehensive bikeway system that safely connects neighborhoods with workplaces and community destinations.
- GOAL TR-9 Expanded pedestrian opportunities.
- GOAL TR-11 Coordinated transportation planning efforts with local, regional, State and federal agencies.

Relevant **Transportation** policies are included in **Appendix A, Section 4**.

NATURAL RESOURCES AND ENVIRONMENT

The Natural Resources and Environment Element plans for Morgan Hill's open space, biological resources, agriculture, water and energy conservation, and historic preservation. This Element will guide the Master Plan's recommendations for new parkland, programming, planting palettes and design. Relevant Open Space Goals include:

- GOAL NRE-2 Preservation of hillside areas as open space and scenic features.
- GOAL NRE-3 A stable, long-term City boundary reinforced by a greenbelt.
- GOAL NRE-5 Preservation and reclamation of streams and riparian areas as open space.
- GOAL NRE-6 Protection of native plants, animals, and sensitive habitats.
- GOAL NRE-10 Reduced air pollution emissions.

- GOAL NRE-15 An adaptive and resilient community that responds to climate change.
- GOAL NRE-16 Conservation of energy resources.

Relevant **Natural Resources and Environment** policies are included in **Appendix A, Section 5**.

SAFETY SERVICES AND INFRASTRUCTURE

The Public Health and Safety Element includes strategies to protect the Morgan Hill community from hazardous areas and materials and/or provide adequate mitigation. It also includes policies related to water resources.

The Master Plan will include strategies to support these goals through the application of stormwater management and water conservation principles and strategies for waste management in parks and recreation facilities. Relevant Safety Services and Infrastructure goals include:

- GOAL SSI-14 High quality water resources, managed effectively.
- GOAL SSI-17 Reduced generation of solid waste and increased diversion of waste from landfills.

Relevant Safety Services and Infrastructure policies are included in Appendix A, Section 6.

MORGAN HILL MUNICIPAL CODE

The City’s Municipal Code regulates land use, building codes, activities allowed in parks, park hours, landscaping, and parking (cars and bicycles). The Master Plan will make recommendations that are consistent with the Municipal Code. The Master Plan will provide recommendations for updates to Municipal Code if and where appropriate. The following titles are pertinent to the Master Plan:

TITLE 10. VEHICLES AND TRAFFIC

This chapter includes standards for street, intersection and crosswalk designs, with implications for bikeways.

TITLE 12. STREETS, SIDEWALKS AND PUBLIC PLACES

This chapter includes ordinances related to park use, park hours, conduct in parks, special permits for parks, specific regulations related to the use of skate park facilities, and tree and preservation management. This chapter also includes a restricted tree list as well as landscape standards.

RESIDENTIAL DEVELOPMENT CODE

Morgan Hills' Residential Development Control System (RDCS) includes specific standards and criteria for open spaces, parks and paths, landscaping screen and color, natural and environmental features and livable community features in private developments. The City recently updated the RDCS, which is currently in Public Review Draft. A draft final RDCS will be completed in the spring of 2016 in preparation for the updated RDCS ballot measure anticipated to be included on the November 2016 ballot. The standards and criteria describe the rating system of points provided to developers for inclusion of various amenities such as Class I bicycle pathways or equestrian trails, pedestrian connections and swimming pools among many other facilities. For RDCS allotments, points are awarded only to projects that exceed the minimum standards required by the City.

II. Existing Plans to be Updated in the Master Plan

Below are summaries of the three existing plans that the Master Plan will combine into one current, comprehensive and integrated plan. The Master Plans include the Bikeways Master Plan (2008), the Trails and Natural Resources Study (2007) and the Parks and Recreation Master Plan (2001).

BIKEWAYS MASTER PLAN (2008)

The Morgan Hill Bikeways Master Plan Update (Bikeways Plan) adopted in 2008, builds on the City's first Bikeways Master Plan, approved in 2001. The Bikeways Plan provides policy vision, design guidance, and specific recommendations for improving conditions for bicycling in Morgan Hill. The Master Planning process will revise and update relevant strategies from the 2008 Bikeways Plan as well as identify new opportunities for connectivity and usability.

The Master Planning process will evaluate the Bikeways Plan goals. The Master Plan will incorporate relevant goals and modify or add other goals to meet the community's current needs and conditions.

The goals include:

- Inventory and evaluate existing cycling conditions.
- Assess potential bicycle connections to residential areas, commercial and employment centers, community facilities, schools, parks, and regional trails.
- Evaluate the potential to expand pathways along creeks and drainage ways.

- Suggest improvements to existing and proposed routes to enhance bicycle safety, such as intersection improvements and railroad crossings.
- Evaluate existing and potential bicycle parking facilities.
- Evaluate existing and potential bicycle safety and promotion programs for both private and public Morgan Hill schools.
- Establish an estimate of capital costs to implement the Bikeways Master Plan over time.

The 2008 Bikeway Plan highlights the existing bikeway network, which includes trails and park paths and details the infrastructure and programs that were implemented since the 2001 Plan. This list of achievements includes a number of Class I and Class II Bicycles lanes, new bike parking, design and plan procedures, and maps.

The Bikeways Plan includes a number of priorities for ongoing development. The Master Plan will build upon these priorities, which include:

- **Bicycle parking:** To provide a safe place to park at destination.
- **Design and Maintenance:** The bikeway network should be based on agreed standards to maximize efficiency, consistency and safety.
- **Implementation:** Mechanisms and funding sources, particularly funding sources in combination, to implement the Master Plan.
- **Bicycle Safety and promotion programs:** Improving safety, convenience and pleasantness. Education and promotion to improve knowledge, skills and attitudes for appropriate shared streets.

The Bikeways Plan also identifies a number of areas of program development including, safe routes to school, adopt-a-trail, and skills based education. The Master Planning process will evaluate the status of these programs to identify programs that have successfully been implemented. The Master Plan will support the continuation of successful programs and recommend expansion, new programs or refinements where there are programming gaps or opportunities. **See Appendix B for the Bikeways Master Plan Update map.**

TRAILS AND NATURAL RESOURCES STUDY (2007)

The Morgan Hill Trails and Natural Resources Study provides long-term direction for guiding trail development. Trails in Morgan Hill provide local routes to destinations within the City as well as connections with regional open spaces and trails. These regional facilities and landscapes contribute to Morgan Hill's character and livability. Given the city's location, trail and natural corridor connections to regional facilities and spaces are important. These connections are supported by regional planning documents including the Santa Clara County Green Print and Santa Clara County Existing and Proposed Regional Trail Map (see Appendix F of this document). The Trails Study describes potential pedestrian routes including off-street and on-street connections. Off-street trails include creek trails, open space trails and park trails. On-street connecting routes provide connections where off-street trails are not possible.

The Master Planning process will evaluate the implementation of the trails recommended in this study, consider the recommendations in the context of Morgan Hill in 2015, identify remaining gaps and opportunities and build upon this system. The study's objectives include:

- Link major public facilities including local parks, city facilities, schools, and regional trails systems.
- Plan for the inclusion of trails and linkages in future urban development.
- Locate staging areas, destinations and open space areas.
- Recommend trail standards.
- Identify trail priorities.

The Study cites General Plan Goals and Policies that directly support the Trails and Natural Resource recommendations. The Master Plan will reference updated General Plan Goals and Policies, as available. **See Appendix C for the Trails map.**

PARKS AND RECREATION MASTER PLAN (2001)

The 2001 Parks and Recreation Master Plan is a blueprint for parks and recreation in Morgan Hill. It has served as a guide for the Master Planning, design, operation and maintenance of the City's parks and recreation system. The Goals established in this plan include:

- Assess community need for new recreational facilities, building on the Vision Morgan Hill process.
- Inventory the current state of Morgan Hill’s recreation facilities and programs.
- Provide an opportunity for public input into the parks and recreation planning process.
- Create a plan that meets existing and anticipated future recreation needs within the City’s funding capabilities.
- Define the role of the City’s Recreation Department vis-à-vis other recreation providers.
- Identify the operations and maintenance implications of the Master Plan.
- Identify funding sources for capital improvements and long-term operations and maintenance.
- Develop a phasing plan reflecting community needs and funding availability.
- Develop a set of goals, policies and standards to guide future parks and facility development.

The Parks and Recreation plan provides recommendations for: Parkland acquisition and facility development, Capital improvements funding, Facility design, Recreation Programming, Operations and Maintenance and Homeowners Association Parks. The Master Plan in development will evaluate and update, where necessary, the standards established by the 2001 plan. The evolving needs Morgan Hill’s growing community and the integrated nature of the Master Plan will surface new community needs and new opportunities for the parks and recreation system.

III. Policies and Practices

Parks and Recreation practices are guided by both formal policies and standards, and informal practices, often on a case-by-case basis. The Master Planning process will include a review of adopted policies and practices and include recommendations for new or revised policies and practices, including operations and maintenance standards. The City’s operations and management team will meet during the Master Planning process to review these policies and recommend updates and revisions where appropriate. Following is a list of regulations and informational references that we will take into account in the development of the Master Plan:

- **Field Use Policy:** A priority system has been established due to the high demand for

the limited number of City sport fields. First priority is given to City programs and partner organizations; second priority is given to the school district; third priority is given to resident, non-profit, youth organizations; and fourth priority is given to resident, non-profit teams. The policies also include payment, insurance and other policies relevant to field use.

- **Park Facility Rentals:** hourly park rental options are available for fields, picnic areas, community park concessions and tennis courts and special event permits are available for large groups.
- **City Public Facilities:** the City encourages the use of public facilities, including the Community Cultural Center (CRC), the Morgan Hill Playhouse, and the Council Chambers for community events. The City provides a subsidized rate for groups that directly provide a public service for Morgan Hill residents. City facilities are also available for individuals and businesses to rent at full rates.

RECREATION AND COMMUNITY CENTER FACILITIES DEVELOPMENT IMPACT FEE STUDY

In June 2015, City Council adopted a resolution to initiate a Recreation Center Impact fee. The resolution followed a Recreation and Community Center Facilities Development Impact Fee Study, which provided an analysis of methods for funding the expansion of existing facilities and the construction of new facilities that are required as a direct result of demand brought on by new development. The Study recommended an existing facilities cost allocation approach and provided an inventory of planned facilities. The Master Plan will make recommendations that address how the Recreation Center Impact fee can be used most effectively.

RECREATION PROGRAMMING

The Recreation and Community Services Division provides a diverse range of programs and activities for the community, establishing a culture of fitness and healthy living for families and individuals of all ages. Programs include adult, senior, childhood learning and youth development. The mix of programs in the facilities operated by Recreation and Community Services is ever changing and includes programs offered by other divisions. [The Recreation Activity Guide](#) includes the City of Morgan Hills' recreation programs and services.

Additional analysis of recreation programming will be included in a subsequent work product.

IV. Related Plans and Programs

TABLE I. RELATED PLANS

PLAN/PROGRAM	DESCRIPTION
Community Recreation Center Strategic Plan (2015)	The Strategic Plan includes an evaluation of programming and populations served. The Plan includes six initiatives that outline initial actions necessary to move membership programs and services to a consistent baseline level of operations.
Senior Programs and Services Support Strategy for the Morgan Hill Community (2015)	This strategic plan was developed by the Community Services Department for the Morgan Hill Centennial Recreation Senior Center. The Strategic Plan provides goals and strategy areas for implementing core senior services and addresses staffing and funding. The Strategic Plan includes focus areas that overlap with elements of the Bikeways, Trails, Park and Recreation system; most pertinent are the health and wellness, volunteerism, and transportation focus areas. Where appropriate, the Master Plan will dovetail with the strategies established by this Strategic Plan. The Strategic Plan’s recommendation to shift the Senior Services Director from employment with the YMCA to employment with the City may also provide new opportunities for coordination.
Aquatics Strategic Plan (2010)	The Aquatics Strategic Plan includes a SWOT analysis of the City’s aquatics programs and sets goals and strategic initiatives to meet those goals.
Urban Forest Master Plan	The Urban Forest Plan establishes and maintains a long-term vision for the City's street trees and identifies a formal street tree plan. The Master Plan will reference the Urban Forest Master Plan and may recommend updates where appropriate.
Downtown Specific Plan	The Downtown Design Plan was adopted in 2003 to guide the revitalization of Downtown Morgan Hill. The Downtown Specific Plan was a refinement of the Design Plan and was adopted on November 4, 2009. The Plan is considered a part of the General Plan (Community Development Policy 13b). The Specific Plan was aimed at setting realistic strategies for achieving the community’s

PLAN/PROGRAM	DESCRIPTION
	<p>goals and vision established by the 2003 plan. The Downtown Specific Plan includes Urban Design goals and objectives that are related to the Master Plan, including streetscape improvements and the proposed trail along Llagas Creek. Chapter 3 of the Master Plan includes priorities for Multi-Modal Circulation and Streetscape improvements. Several projects in the Downtown Planning area were implemented in 2015 including three new parks and complete streets improvements on Monterey Road. See Appendix D for relevant policies.</p>
<p>Southeast Quadrant (SEQ)</p>	<p>In 2014, City Council passed a resolution to designate the Southeast Quadrant (SEQ) for Agriculture and Sports/Recreation/Leisure (SRL) land uses and initiated the Ag Lands Preservation Program, which is a city-wide program. Pre-Zonings have been adopted for five property owner-initiated projects proposed within the SEQ, including a private high school, outdoor sports fields, sports/recreation-themed retail and restaurant, agriculture, and limited residential units. A key goal for this area is to encourage the preservation and enhancement of open space/agriculture while identifying certain properties for compatible development with sports, recreation, and leisure uses. In March 2016, LAFCO denied the City’s requested annexation of 229 acres of the 1,195-acre Southeast Quadrant.</p>
<p>Downtown Parks and Open Spaces: A Community Discussion</p>	<p>This document captures the results of workshops that were designed to envision the future of public parks and open spaces in the Downtown District. The document includes strategies and a Llagas Creek Park Design Concept.</p>
<p>El Toro Trail Access Strategy</p>	<p>The El Toro Trail Access Strategy, created in 2014, identifies strategic trail access points to El Toro Mountain, a popular hiking destination for Morgan Hill residents and a local landmark. The access strategy sites the appropriate trail head amenities in a manner that makes the trail available to as many citizens as possible while not overly burdening any particular neighborhood.</p>
<p>Upper Llagas Creek Flood Protection Project</p>	<p>The Upper Llagas Creek Flood Protection Project (PDF), located in San Martin and the cities of Morgan Hill and Gilroy, will provide flood protection to communities along the East Little Llagas Creek, West Little Llagas Creek and</p>

PLAN/PROGRAM	DESCRIPTION
	Llagas Creek in San Martin and Morgan Hill. In addition, the project design is being updated to protect homes, businesses and acres of agricultural land to preserve and enhance the creek's habitat, fish and wildlife. This project provides an opportunity for a new park and trailway, offering improved connectivity in Morgan Hill.
Regional Plans and Policies: Plans by other agencies in the region have implications for the Master Plan.	
Santa Clara County General Plan: South County Joint Area Plan	Part 5 of the Santa Clara County General Plan includes transportation and open space and recreation policies that are pertinent to the Master Plan. See Appendix E for relevant policies.
Santa Clara Valley Greenprint	Created in 2014 by the Santa Clara Valley Open Space Authority (OSA), the Greenprint establishes conservation focus areas. The OSA has identified high priority farmland conservation areas in and around Morgan Hill (p. 50 of Greenprint) as well as Rare Natural Communities and Habitats (p. 24 of Greenprint). The Greenprint also includes a map (p. 61) of current and future planned open space trails, with several trails in and around Morgan Hill. The City has started to address this need with the El Toro trail access strategy. The Master Plan will coordinate open space planning with the Greenprint. It will also reference the Greenprint for funding and partnership opportunities such as new payment for ecosystem service programs. See Appendix F for relevant maps.
Santa Clara County: Existing and Proposed Regional Trail Connections	Santa Clara County's trail map (updated in 2015) illustrates existing and proposed off-street trails, on-street bike routes with parallel trails, and on-street bike routes including trails in and around Morgan Hill. The Master Planning process will reference this map for proposed bikeways and trails through Morgan Hill to ensure consistency and to identify any gaps in connectivity. See Appendix G for regional trail map.
Santa Clara Countywide Trails Master Plan	Updated in November of 2015, the Countywide Trails Master Plan establishes policies and programs to support, among other things, connections between city and regional County open space, parks and trail resources.

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