

## **Item 7.2 Cover Sheet: A Resolution to Indemnify Placer County for Collection of Atwood III Assessments**

**Auburn Area Recreation and Park District Acquisition and Development Committee Meeting, June 2014; ARD Board of Directors meeting June, 2014**

### **THE ISSUE:**

Shall the Auburn Area Recreation and Park District (ARD) adopt a resolution defending and indemnifying Placer County for collection of Atwood III assessments?

### **BACKGROUND:**

Placer County collects the assessment for the Atwood III Lighting and Landscape District on behalf of ARD. Placer County requires that agencies such as ARD (in this case) defend and indemnify the County from any legal challenges to the assessment.

### **RECOMMENDATION:**

The Acquisition and Development Committee recommended approval of Resolution 2014-17.

Staff recommends approving Resolution 2014-17.

### **FISCAL IMPACT**

There is no fiscal impact to approving this resolution. Not approving the resolution could have fiscal impacts due to possible non-collection.

### **ATTACHMENTS:**

Resolution 2014-17

RESOLUTION NO. 2014-17

REQUESTING COLLECTION OF CHARGES ON TAX ROLL  
FOR TAX YEAR 2014-15

TAX CODE NUMBER 84150

DIRECT CHARGE NAME Auburn Area Recreation and Park District, Atwood Ranch  
III Landscaping and Lighting Assessment District

Whereas, the Auburn Area Recreation and Park District (hereinafter "District") requests the County of Placer collect on the County tax rolls certain charges which have been imposed pursuant to Article XIII D of the California Constitution and the Landscaping and Lighting Act of 1972, by the District, attached hereto, and

Whereas, the County has required as a condition of the collection of said charges that the District warrant the legality of said charges and defend and indemnify the County from any challenge to the legality thereof,

Now, Therefore, Be It Hereby Resolved by the Board of Directors of District that:

1. The Auditor-Controller of Placer County is requested to attach for collection on the County tax rolls those taxes, assessments, fees and/or charges, attached hereto.
2. The District warrants and represents that the taxes, assessments, fees and/or charges imposed by the District and being requested to be collected by Placer County comply with all requirements of state law, including but not limited to Articles XIIC and XIID of the California Constitution (Proposition 218).
3. The District releases and discharges County, and its officers, agents and employees from any and all claims, demands, liabilities, costs and expenses, damages, causes of action, and judgments, in any manner arising out of the collection by County on the property tax roll of any taxes, assessments, fees and/or charges on behalf of District.
4. In consideration for the County's collection of the charge through the County's property tax roll, the District agrees to and shall defend, indemnify and hold harmless the County, its officers, agents and employees (the "Indemnified Parties") from any and all claims, demands, liabilities, costs and expenses, damages, causes of action, and judgments, in any manner arising out of the collection by County of any of District's said taxes, assessments, fees and/or charges requested to be collected by County for District, or in any manner arising out of District's establishment and imposition of said taxes, assessments, fees

and/or charges. District agrees that, in the event a judgment is entered in a court of law against any of the Indemnified Parties as a result of the collection of one of District's taxes, assessments, fees and/or charges, the County may offset the amount of the judgment from any other monies collected by County on behalf of District, including property taxes.

5. The District agrees that its officers, agents and employees will cooperate with the County by responding to all inquiries referred to District by County from any person concerning the District's taxes, assessments, fees and/or charges, and that District will not refer such persons to County officers and employees for response.
6. The District agrees to pay the County for the reasonable and ordinary charges to recoup its costs of placement and collection on the tax rolls at the agreed upon rate of 1% of the taxes, assessments, fees and/or charges, as provided by Government Code sections 29304 and 51800.

PASSED AND ADOPTED by District this 26th day of June, 2014, by the following roll call vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

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Curt Smith  
CHAIR, BOARD OF DIRECTORS

ATTEST:

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Pat Larson  
SECRETARY TO THE BOARD OF DIRECTORS

## **Item 8.1 Cover sheet – Bike Park Site CEQA/NEPA Consultant Selection**

**June 16, 2014 Acquisition and Development Committee; June 26, 2014 Board of Directors meeting**

**Subject: Bike Pump Track CEQA/NEPA Consultant Selection for Maidu Site**

### **The Issue**

Shall the Auburn Area Recreation and Park District (ARD) authorize the District Administrator to enter into contract with Dudek for professional services to write the CEQA/NEPA/SWPPP environmental document for the Maidu Drive bike park site?

### **Background:**

At the March 2014 Board of Directors meeting, the Board approved staff moving forward to initiate preliminary design and environmental analysis for the bike park at the Maidu Drive site. IMBA is in the process of completing the preliminary design and ARD staff wrote and advertised a Request for Proposals soliciting a Statement of Qualifications from environmental consulting firms to conduct the required CEQA/NEPA study and the Storm Water Pollution Prevention Plan (SWPPP). Due to the potential for naturally occurring asbestos soils (NOA) to exist on the site, ARD also requested in the scope of work necessary soil sampling/analysis to determine if this will be a factor in the development of the bike park.

It is assumed that a CEQA/NEPA study for the bike park will include an Initial Study/Mitigated Negative Declaration due to the level of detail and potential impacts of the project. Among issues that have arisen over the last few months, traffic and noise impacts to the neighborhood need to be addressed in the CEQA/NEPA study. Therefore the scope of work for the environmental consultant includes a traffic and noise study.

Staff entered into the prescribed process to select a qualified consulting firm to conduct the CEQA/NEPA/SWPPP study. California Government Code requires public agencies to select professional consulting firms based upon:

“demonstrated competence and on the professional qualifications necessary for the satisfactory performance of the services required.”

According to the California Government Code, a public agency must first select a consultant based upon the above criteria prior to negotiating cost for service. ARD Board Policy also stipulates services for professional services are NOT subject to competitive bidding:

G. Exceptions to Competitive Bidding: Provisions requiring competitive bidding shall not apply to the following instances:

1. Contracts involving the acquisition of professional services of architectural, landscape architectural, engineering, environmental land or construction project management firms.

ARD published the RFQ in the local paper, builder/consultant notice boards and through personal contact and invitation to an identified list of environmental consultant firms. Five consultant firms responded with a Statement of Qualifications. A list of review criteria was included in the RFQ and staff used this as a matrix to evaluate the SOQ's. A priority list was developed with Dudek scoring the highest number of points. Staff has entered into negotiations with Dudek to specify a scope of work and associated costs to conduct the CEQA/NEPA/SWPPP process. Attached is the proposal from Dudek for professional consulting services.

Should the Board not approve the attached proposal, staff would enter into negotiations with the second place firm.

**Recommendation:**

Staff recommends the Board of Directors authorize the District Administrator to enter into a professional services contract with Dudek for the CEQA/NEPA/SWPPP study for the Maidu Drive bike park site.

The Acquisition and Development Committee recommended that the Board discuss and make a decision on this item.

**Fiscal Impacts:**

The estimated cost to complete the work program for the CEQA/NEPA is \$36,293. The SWPPP estimated cost is \$5700 and the cost for the NOA sampling is \$1420. The total for these items is \$43,413. The SWPPP may be able to be reduced if ARD qualifies for a waiver, which would reduce the cost to \$1000. The waiver is based upon time of year of construction. It is not possible at this time to determine if ARD will qualify for the waiver. The NOA sampling/analysis cost is \$1420.

The Bike Park committee has agreed to fund 10% of the work listed above.

The approved FY 14/15 Project List breaks down the funding of this project as follows:

ARD Reserve:	\$20,000
City Mitigation:	\$20,000
In-kind/cash donations:	\$40,000
<b>Total:</b>	<b>\$80,000</b>

Staff is currently working on a revised estimated project cost. Early estimates put the revised costs at \$150,000. ARD staff will address the Board in July with revised estimated project costs and funding proposals.

**Attachments:**

Dudek proposal

June 4, 2014; revisions June 10, 2014; June 11, 2014

Kahl Muscott  
District Administrator  
Auburn Recreation District  
123 Recreation Drive  
Auburn, CA 95603

**Subject: Maidu Bike Park Project – CEQA/NEPA and SWPPP**

Dear Kahl:

Attached is our revised scope-of-work and cost estimate to provide California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA) compliance and Storm Water Pollution Prevention Plan (SWPPP) preparation services for the proposed Maidu Bike Park project. The scope and work program have been revised to reflect our discussion during yesterday's meeting.

I'll be managing the project with assistance from Kaitlin Roberts, whom you met at the January 9<sup>th</sup> site meeting. As necessary, our specialists will assist in preparing air quality, biological resources, cultural resources, and hazardous materials and geological hazards screening, which are described in Task 3 of our Work Program. An optional task could include sampling for Naturally Occurring Asbestos, should it be necessary. Due to the potential for concerns regarding traffic and noise generation of the proposed bike park facility, our scope includes a traffic assessment that would be prepared by local traffic consulting firm K.D. Anderson & Associates, Inc., and a noise study to be prepared by local acoustical consultant, j.c. brennan & Associates, Inc.

We've also provided a scope and cost estimate to prepare a stormwater pollution prevention plan (SWPPP). Prior to initiating this work program, Dudek specialists would investigate whether the project would qualify for a waiver from these requirements and advise ARD regarding how the project might be modified to qualify for a waiver.

The attached scopes of work outline the work programs for CEQA/NEPA compliance and for preparing a SWPPP for the Maidu Bike Park project. The revised estimated cost to complete the Work Program with all technical studies included is \$36,293.00. The estimated cost to complete the proposed SWPPP Work Program is \$5,700.00; if the project qualifies for a waiver, Dudek would perform the necessary calculations and reporting for \$1,000.00. We have also included two optional tasks. Please contact me so we can discuss the work programs and cost estimate.

Sincerely,



Project Manager

# I PROPOSED SCOPE OF WORK

## Project Understanding and Approach

The Auburn Area Recreation District (ARD) is proposing to develop the Maidu Bike Park in South Auburn on land owned by the United States of Reclamation (USBR). The proposed project site, bordered by Maidu Drive and Pleasant Street, is west of the American River Canyon and east of the Canyon View Community Center (CVCC). Access to the Maidu Bike Park would be from Maidu Drive. General parking would be in the CVCC parking lot and on-street spaces along Maidu Drive; ADA-compliant spaces would be provided adjacent to the pump track.

Development of the Maidu Bike Park would occur in phases. Phase I would involve construction of a pump track on a portion of a larger parcel located immediately below the CVCC lower parking lot. Based on information provided by ARD, the abandoned Phase I site was previously used for service trailers during USBR's Auburn Dam construction project and a "waste disposal" area is shown just north of the project area on historical plan sets. Abandoned utilities at the site include electrical, water and gas. Phase II of the bike park would be located on several acres of oak grassland and open space upslope and downslope of the pump track. The Phase II would consist of technical skills and all mountain trails. The project would also include construction of a pedestrian/bike small bridge across the Shirland Canal to connect the upper and lower bike park, and could also include a second bridge across the canal to accommodate equestrian users. ARD has indicated its intent to design the park layout to avoid significant impacts to existing trees in the project area.

Because the subject property is owned by USBR, development of the bike park would require USBR approval prior to construction. Placer County has waived all permitting requirements for the project. The project would also require compliance with the California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA). ARD would be the lead agency for CEQA and USBR would be the lead agency for NEPA. Other project entitlements will include:

- ARD Board of Directors Approval
- State of California SWPPP (if the project does not qualify for a waiver)
- PCWA Encroachment Permit

On behalf of the District, Dudek will provide CEQA and NEPA compliance and SWPPP preparation services for the Maidu Bike Park project. The following is a brief overview of the preliminary work program envisioned to prepare the appropriate CEQA and NEPA documents and SWPPP, and assumptions related to the work programs. The environmental document would be prepared as a joint document and will include components to satisfy both CEQA and NEPA requirements. Dudek has included time in our budget to coordinate with USBR on the NEPA requirements for the project. It is assumed that the appropriate level of NEPA compliance will be an Environmental Assessment (EA). However, if it is determined that the project will qualify for a Categorical Exclusion (CE) from NEPA review, Dudek will prepare a CE for NEPA compliance. The task outline included is preliminary and could be revised based on further discussion with District staff.

The following Task Outline describes each specific task the Dudek team will complete in providing environmental review services to the District for the Maidu Bike Park project.

## **TASK 1: PROJECT INITIATION/SITE RECONNAISSANCE/ DATA COLLECTION**

Upon authorization to proceed, Dudek will collect data and review pertinent project documentation and other environmental information relevant to the project site and vicinity. Dudek staff will also conduct a brief site visit for this task and will conduct a kick off meeting with District and Bureau of Reclamation staff (Task 7).

## **TASK 2: PROJECT DESCRIPTION, ALTERNATIVES, AND PURPOSE AND NEED**

The development of a thorough project description is the critical first step in preparing a legally adequate environmental document. Using information provided by the District, Dudek will prepare a detailed Project Description to support the CEQA analysis. While we can do most of the work based on a concept plan, some CEQA inputs generally require 30% - 50% design plans. The Project Description will include a description of the following:

- The existing environmental setting
- The land uses surrounding the site
- Project components, construction techniques, and phasing based on plans and information provided by the District.

Dudek will submit a draft project description to the District for review and comment and will make any necessary revisions prior to moving forward with the environmental analysis. The Project Description graphics will include a site and vicinity map, an aerial photograph displaying project-area boundaries, and photographs, as necessary.

Draft project alternatives and a purpose and need statement will be prepared for NEPA purposes and will be submitted to the District and the Bureau of Reclamation for review and approval.

## **TASK 3: TECHNICAL STUDIES**

Based on a preliminary review of the project and site characteristics, technical studies may be required to evaluate potential project impacts to biological resources, cultural resources, hazardous materials, noise, and traffic. This task also includes brief documentation efforts regarding air quality/greenhouse gases and hazardous materials. Reports prepared for this task will be included in an Appendix to the IS/EA.

### **Subtask 3.1 Air Quality Analysis Modeling**

It is assumed that construction and operation of this project will fall within the Placer County Air Pollution Control District's (APCD's) parameters for projects that are not expected to result in a significant air quality impact and that no formal air quality modeling will be required. Dudek will verify this by consulting with APCD. If APCD directs that modeling is required, Dudek will model air pollutant emissions associated with project construction using the CalEEMod modeling program. This modeling will also include an estimate of greenhouse gas emissions. The results of the modeling and any feasible mitigation measures ensuring project construction impacts remain less than significant will be summarized in the IS/EA. If modeling is not necessary, overall costs for this task would be reduced proportional to the work required.

### **Subtask 3.2 Wetlands and Biological Constraints Analysis**

Dudek will prepare a Biological Resources Assessment letter report to describe conditions on the project site and identify any regulatory constraints in relation to special status species or sensitive



habitats that might occur on site. The report will be prepared to meet CEQA and NEPA requirements. Preparation of this analysis will include the following steps:

1. **Project Initiation/Data Collection.** Dudek will review background information (soils, aerial photos, topographic maps, other natural resource documentation and available data).
2. **Database Queries.** Dudek will obtain a report from the California Natural Diversity Database for special status species with potential to occur in the project region. Dudek will also perform a query of the California Native Plant Society database for rare plants with potential to occur in the project area and obtain a list from the USFWS for special status species with potential to occur in the project area.
3. **Field Survey.** Dudek biologists will conduct a reconnaissance level field survey of the study area to identify vegetation and wildlife habitat types, and the potential for special status species or sensitive or regulated habitat types including wetlands that may occur on site. During the field survey, a general inventory of plant and animal species detected by sight, calls, tracks, scat, or other signs will be compiled, as well as determination of potential sensitive species that could occur on the project site. Recommendations for regulatory compliance will be provided if it is determined that the site could support special status species or regulated habitat types.
4. **Map and Figure Preparation.** Basic figures will be created, including site/vicinity, aerial photo, and site photos figures. This task will also include preparation of a habitat map for the site to depict the extent of biological communities mapped during the field survey.
5. **Report Preparation.** Dudek will prepare a Biological Resources Assessment letter report to disclose findings of the survey and research. The report will provide sufficient detail for use in guiding development and preparing analysis under CEQA and NEPA. The report will include a discussion of the survey methodology and will describe vegetation communities and sensitive biological resources in terms of regional significance and presence on site.

Please note that this proposal does not include additional tasks that could be necessary for regulatory compliance based on the findings of the initial assessment, such as wetland delineation or focused surveys for special status species. Based on initial site review, it is assumed that an appropriate buffer from disturbance can be observed onsite to avoid potential wetlands.

### **Subtask 3.3 Cultural Resources Inventory**

Dudek will complete a cultural resources inventory for the proposed project for purposes of CEQA and NEPA. Dudek understands that the study may need to comply with federal standards as well (Section 106 of the National Historic Preservation Act—NHPA). All of Dudek's cultural resources personnel meet or exceed Secretary of Interior's standards for their respective duties. As summarized below, our study will consist of a records search for a one-mile radius around the project area, initiation of correspondence with the Native American Heritage Commission (NAHC), a pedestrian survey, and a brief report detailing the study results.

1. **Records Search.** Dudek will complete a records search for a one-mile radius around the project area at the North Central Information Center (NCIC) to obtain information on previously recorded resources and completed resource studies. Dudek is aware that a portion of the historic Pioneer Express Trail may pass through the southern part of the project area and we will do additional archival research to document the presence and condition of this resource.
2. **Correspondence with NAHC.** Dudek will initiate correspondence with the NAHC at the request of the District, and, following response from the NAHC, will contact tribes

and tribal individuals listed by the NAHC as potentially having knowledge of Native American resources in the vicinity.

3. **Pedestrian Survey and Report Preparation.** Following archival work, Dudek will conduct an intensive pedestrian survey of the project area. The survey will consist of transects spaced at no more than 10 meters apart, oriented on cardinal directions or according to landscape features (i.e., the canal cutting through the project area). The Pioneer Express Trail is known to pass through or adjacent to the project area and will be analyzed as part of this task. The area is considered of low sensitivity and this scope assumes that the findings will be negative and no recordation of artifacts will be necessary. Dudek will prepare a letter report to disclose the findings of the survey and records search.

### Subtask 3.4 Traffic Assessment

Dudek's subconsultant, K.D. Anderson & Associates (KDA) will complete the following tasks to prepare a traffic assessment for the proposed project:

1. **Study Initiation.** KDA will review all project related material, including: site maps, description of planned activities, site access locations, recent and ongoing traffic studies within the study area, and agency transportation planning documents (including general plan circulation elements and traffic impact fee programs).

KDA will discuss the project proponents' expected operational schedule for the project, as well as estimates for site visitation on weekday and weekends. KDA will work with the client to identify preliminary assumptions regarding the number of visitors and their modes of transportation.

2. **Data Collection.** Available relevant data will be collected to provide a database of existing and future conditions. This data would include traffic counts, information regarding existing development in the project vicinity, approved or planned development proposals, roadway improvement plans, etc. KDA will conduct a site visit as part of this task.

Weekday and Saturday 24-hour daily volume counts will be made for the following roadway segments in the vicinity of the project:

- i. Riverview Drive from Skyridge Drive to Maidu Drive
- ii. Skyridge Drive from Valley View Drive to Riverview Drive
- iii. Maidu Drive from Auburn-Folsom Road to Burlin Way

3. **Existing Conditions Analysis.** Based on the data collected in Task 2, "Existing" traffic conditions will be described and evaluated. Roadways will be described in terms of functional classification, roadway geometries, number of travel lanes and current traffic volumes. Roadway Level of Service analysis will be completed based on Auburn General Plan thresholds. A field review will be conducted to identify any pertinent safety issues along alternative routes.
4. **Identify Project Characteristics.** The number of motor vehicle trips expected to be generated by the proposed project will be estimated for weekday and weekend 24 hr periods. KDA's estimates will be based on the project proponents' expectation for seasonal peak site use. The regional distribution of the project generated trips will be estimated based on the general distribution of residences within the ARD boundaries. To

assist in trip assignment, a comparative travel time study will be conducted for two alternative routes from the site to downtown Auburn:

- i. Maidu Drive to Auburn-Folsom Road to High Street, and
- ii. Maidu Drive to Riverview Drive to Skyridge Drive to Sacramento Street to Auburn-Folsom Road to High Street.

Trips will be assigned to the existing street system based on logical travel patterns associated with this directional distribution and the results of the travel time survey.

5. **Evaluate Short Term Plus Project Impacts.** The project generated daily trip volumes will be added to "Existing No Project" volumes to obtain the "Existing Plus Project" traffic volumes. The potential Level of Service impacts of the project will be quantified based on General Plan thresholds, and KDA will make use of the T.I.R.E. Index included in the General Plan Circulation Element to suggest the level of "intrusion" associated with project trips in neighborhoods.

KDA will discuss the extent to which the project may attract bicyclists or pedestrians, acknowledge facilities for these modes and consider whether any applicable conflicts are likely. KDA will assess the relative impact of project traffic on safety issues identified under Task 2 Data Collection.

If significant impacts are identified, KDA will suggest possible mitigation measures.

6. **Evaluate Cumulative Impacts.** KDA will ask the City of Auburn to identify any approved but as yet unconstructed development projects in this area that may add traffic to the study area circulation system. If projects are identified, we will estimate the amount of additional traffic, compare the results to applicable thresholds and assess the significance of cumulative impacts.
7. **Prepare Report.** The analysis conducted in KDA's Tasks 1 through 6 will be summarized in a technical memorandum that summarizes KDA's analysis assumptions and conclusions. The Draft Report will be prepared and submitted to the client for review prior to finalization for use in environmental review.

**Exclusions.** The following two optional tasks have been identified.

8. **Assist in Response to Public Comments (Optional).** If needed, KDA will review public and agency comments on the environmental document and prepare written responses. However, as the need for this service is unknown, Task 8 is a separate extra service that would be billed separately if requested and authorized by the client.
9. **Attend Project Team and Public Meetings (Optional).** KDA will be available to attend project team meetings and/or public hearings if requested by the client. However, as the need for KDA's attendance is unknown, this work is not included in the proposed budget and would be an extra service to be billed separately.

### **Subtask 3.5 Noise Assessment Study**

Dudek's subconsultant, j.c. brennan & associates, Inc. (jcb) will complete the following tasks to prepare a noise assessment study for the proposed bike park project:

1. **Noise Criteria.** jcb will identify the noise level standards contained in the City of Auburn General Plan Noise Element and Placer County General Plan which may be applicable to this project.
2. **Existing Noise Environment.** jcb will conduct 2 sets of continuous hourly noise level measurements during the weekday and weekend. The noise level measurements will be conducted at the nearest residential area, and at the project site. The noise level measurements will be conducted to establish the ambient noise environment.
3. **Impacts.** To determine noise levels associated with the bike park, jcb will conduct noise level measurements of a similar bike park. We have identified the Folsom bike park and the Truckee bike park as potential sites. If ARD or the project architect identify a similar facility, we will conduct measurements at that site. The data collected will be used as inputs to the CadnaA noise prediction model. The model accounts for multiple noise sources, frequency content, and the shielding effects of topography. Noise contours will be developed which show the noise associated with the new facility.
4. **Report Preparation.** jcb will provide a written report. The report will contain the results of each previous task in the above-described scope of work, as well as graphics showing noise measurement locations, noise contours, and potential noise mitigation locations as appropriate. The report will be provided in a stand-alone technical format on electronic media and printed hard copy.

### **Subtask 3.6 Phase I ESA and Geologic Hazards Screening**

Since past uses of the site in relation to the dam construction project are unknown at this time, it is necessary to conduct a Phase I ESA for the site as part of the CEQA process. Should it be determined by ARD / USBR that a Phase I is unnecessary, a reduced scope would be provided that would consist of a records search only. This subtask allows for Holdrege & Kull to conduct a Phase I Environmental Site Assessment (ESA) and geologic hazards screening for the Maidu Bike Park site.

H&K's Phase I ESA for the Maidu Bike Park Property will be performed using the ASTM E1527 "Standard Practice for Environmental Assessments: Phase I Environmental Site Assessment Process" method as a guideline. The report will present findings regarding recognized environmental conditions that may impact the subject properties. The report will also include a site map addressing identified conditions related to geologic hazards associated with the proposed improvements, and results of NOA sampling, if performed (see optional tasks).

H&K's proposed investigation is not exhaustive, and no environmental site assessment can wholly eliminate uncertainty regarding the potential for environmental conditions. The ASTM standard should be reviewed for additional information regarding limitations, responsibilities and use of a Phase I ESA. This subtask will include the following:

#### **Records Review**

##### Standard Environmental Record Sources: Federal and State

H&K will review selected, reasonably ascertainable records of state, federal and tribal agency investigations and/or enforcement actions for the subject property and for properties within the ASTM minimum search distances.

##### Additional Environmental Sources: State and Local

H&K will review selected, reasonably ascertainable state and local regulatory agency records for information pertaining to environmental permits, site investigations, and documented enforcement actions for the subject property and immediately adjacent facilities. Historical Use Information

H&K will review selected, reasonably ascertainable, standard historical sources for information regarding the subject property. Such sources may include fire insurance maps, aerial photographs, city directories, and geological information.

### **Site Reconnaissance**

H&K will perform surface reconnaissance to observe field conditions that may indicate recognized environmental conditions in connection with the property. These conditions may include:

- Obvious location(s) of suspected past and present hazardous substance storage, application, use and disposal;
- Obvious location(s) of above ground and underground storage tanks and pipelines;
- Obvious uses and environmental conditions or concerns as identified by records review or interviews; and
- Land use or facilities adjacent to the site that have an obvious potential to affect the environmental conditions at the subject property.

H&K will request that any pertinent information or helpful documents that Dudek or ARD has, or can obtain, regarding environmental conditions, as-built drawings, environmental permits or registrations, previous assessments for underground tanks, etc., be made available for their use.

### **Interviews**

H&K will interview the key property managers, as identified by the property owner, if such interviews are feasible within the scope of the guidance document. Interviews will be attempted unless you request that we omit this task.

### **Evaluation and Reporting**

H&K will prepare a report to disclose findings of the work program. The report will summarize the findings, discuss significant data gaps encountered during the assessment, and list the recognized environmental conditions that could impact the subject properties.

The report will also include a site map addressing identified conditions related to geologic hazards associated with the proposed improvements, and results of NOA sampling, if performed (see optional tasks).

## **TASK 4: ADMINISTRATIVE DRAFT INITIAL STUDY/ ENVIRONMENTAL ASSESSMENT AND MITIGATION MONITORING PLAN**

Upon the District's approval of the Project Description, Dudek will prepare an Administrative Draft Initial Study (IS) and Environmental Assessment (EA) following the latest version of CEQA Guidelines Appendix G and NEPA requirements specific to the Bureau of Reclamation and the Council on Environmental Quality (CEQ) Guidelines. The IS/EA will identify potential environmental impacts and mitigation measures necessary to reduce project impacts to less-than-significant levels.

The Administrative Draft Mitigation Monitoring Plan (MMP) will be submitted to the District with the IS/EA and will provide a plan for implementing the mitigation measures identified in the IS/EA. The MMP will identify:

- The party(ies) responsible for implementation of mitigation measures
- The party(ies) responsible for monitoring of mitigation measures
- Time frames for implementation and monitoring of mitigation measures
- Performance criteria to be used in the monitoring actions
- Funding sources for each mitigation measure, where available.

The Administrative Draft IS/EA and MMP will be submitted to the District in electronic format for review and comment and to be shared with the Bureau of Reclamation.

## **TASK 5: DRAFT IS/EA, MITIGATION MONITORING PLAN, MITIGATED NEGATIVE DECLARATION/ NOTICE OF INTENT**

Dudek will revise the Administrative Draft IS/EA and MMP to incorporate comments provided by District staff and prepare the Draft Mitigated Negative Declaration (MND/EA) and MMP along with a Notice of Intent to adopt an MND. This work program assumes that two rounds of comments and revisions with the Bureau and the District will be necessary to arrive at a draft for public circulation. Dudek will provide the District with one electronic copy of the Draft MND/EA and MMP.

After the District has approved the Notice of Intent, Dudek will arrange for the notice to be published in the newspaper (Auburn Journal) and filed with the County Clerk-Recorder's office as required under CEQA and will mail the notice to other interested parties identified on a list provided by the District. The cost of publishing the notice in the newspaper will be the responsibility of the District and is not included in our cost estimate. It is assumed that the District will also email the notice to interested individuals and may post the notice to the District webpage. This work program assumes that the District will be responsible for document reproduction and distribution, and fees associated with filing the document with the County Clerk-Recorder's office, including the California Department of Fish and Wildlife (CDFW) CEQA review fee (effective January 1, 2014 fees for MND are \$2,181.25). It is further assumed that the Bureau of Reclamation will be responsible for noticing required under NEPA.

### **RESOURCE AREAS ADDRESSED IN THE INITIAL STUDY**

- Aesthetics
- Agriculture and Forestry Resources
- Air Quality
- Greenhouse Gas Emissions
- Biological Resources
- Cultural Resources
- Hazards/Hazardous Materials
- Hydrology/Water Quality
- Land Use/Planning
- Mineral Resources
- Noise
- Geology/Soils
- Population/Housing
- Public Services
- Recreation
- Transportation/Traffic
- Utility/Service Systems

## **TASK 6: RESPONSE TO PUBLIC COMMENTS, REVISED (FINAL) IS/EA, MITIGATED NEGATIVE DECLARATION, NOTICE OF DETERMINATION**

After the close of the public circulation period, Dudek will review any comments received on the draft document and consult with the District regarding any substantive comments. Dudek will prepare written responses to up to 15 individual comments. Any changes to the text of the IS/EA as a result of comments received will be made. Dudek will submit the responses to comments and revised IS/EA (if applicable) to the District in electronic format for review. It should be noted that CEQA does not require a formal response to comments, requiring only that they are considered by the decision-making body.

Upon approval of the CEQA document, Dudek will prepare a Notice of Determination and file it with the County Clerk-Recorder's office and the State Office of Planning and Research within five working days. The filing of this notice begins a 30-day statute of limitations on challenges to the approved CEQA document. The CDFW fee noted under Task 5 will be due upon the filing of this notice.

## **TASK 7: PROJECT MANAGEMENT AND MEETINGS**

Project Management includes consultation and communication with District staff, subconsultants, and regulatory agencies. This task also assumes participation in four meetings with the District and/or the Bureau of Reclamation, and attendance at one District Board of Directors' meeting. Dudek staff is available to attend additional meetings and public hearings on a time and materials basis. Project organization and budget and schedule management is also included in this task.

## **SWPPP Work Program**

The following Task Outline describes each specific task the Dudek team will complete to prepare a SWPPP for the Maidu Bike Park project.

### **TASK 1: PROJECT EVALUATION AND WAIVER DETERMINATION/APPLICATION**

The project may be exempt from SWPPP coverage if construction occurs during the dry season (between July and late September). For this task, Dudek will coordinate with the project designer and the District to determine when construction will occur and if the project could be exempt. If construction is to occur during the dry season, Dudek will run the necessary calculations to demonstrate eligibility for the waiver, post the results to the SMARTS website, and apply for the waiver.

### **TASK 2: SWPPP PREPARATION**

If the project does not qualify for the waiver discussed in Task 1 above, Dudek will prepare a SWPPP following the requirements outlined in the NPDES General Permit for Storm Water Discharges Associated with Construction and Land Disturbance Activities, Order No 2009-0009-DWQ, NPDES No. CAS000002. This will include five draft copies for review and five final copies with review edits addressed. A color PDF will be included. This scope assumes that if detailed topographical data is required it will be provided by the District in AutoCAD digital format. The SWPPP will include an Erosion Control Plan prepared to agency standards.

## Cost Estimate

Dudek has prepared the following cost estimate. Our cost estimate is based on the assumptions given in this proposal.

CEQA Work Program		
Task		Cost Estimate
Task 1: Project Initiation/Site Reconnaissance/Data Collection		\$940.00
Task 2: Project Description, Alternatives, and Purpose and Need		\$1,040.00
Task 3: Technical Studies		
3.1: Air Quality Analysis and Modeling		\$1,880.00
3.2: Wetlands and Biological Constraints Analysis		\$2,830.00
3.3: Cultural Resources Inventory		\$2,400.00
3.4: Traffic Assessment		\$4,876.00
3.5: Noise Assessment Study		\$4,037.00
3.6: Phase I ESA and Geologic Hazards Screening		\$5,230.00
Task 4: Administrative Draft IS/EA and MMP		\$5,900.00
Task 5: Draft IS/EA/MMP/MND/NOI		\$1,220.00
Task 6: Response to Public Comments, Revised (Final) IS/EA/MND		\$1,980.00
Task 7: Project Management and Meetings		\$3,960.00
	<b>CEQA Work Program Total</b>	<b>\$36,293.00</b>
SWPPP Work Program		
Task		Cost Estimate
Task 1: Project Evaluation and Waiver Determination		\$1,000.00
	<b>Waiver Option Total</b>	<b>\$1,000.00</b>
Task 2: SWPPP Preparation		\$5,700.00
	<b>SWPPP Preparation Option Total</b>	<b>\$5,700.00</b>
Optional Task		Cost Estimate
Optional: NOA Sampling and Analysis (if determined necessary)		\$1,420

Should additional technical analyses be required beyond that identified in this scope of work, Dudek would propose discussing the options for amending the budget or other options to cover the extra work.

Other factors that could affect the budget include analysis of additional issues above those discussed in this scope of work or a more detailed level of analysis than described in this scope of work, additional meetings, and comments/request for additional analysis on the MND/IS that exceed the assumptions in the budget. Dudek will notify ARD immediately if any of these conditions appear likely. We would propose to renegotiate these items, if required, or charge on a time and materials basis.

## Schedule

Dudek will commence work once we receive a notice to proceed or a signed contract and will deliver requested products in a timely fashion. Throughout the process, Dudek's Project Manager



will keep the project applicant and ARD informed as to the schedule of deliverables and if there are any delays anticipated.

This scope of work can be completed within ARD's identified timeline for the project.

## **OPTIONAL SUBTASK**

### **Subtask 3.8 Sampling and Analysis for Naturally Occurring Asbestos**

If findings of the geologic hazards investigation (Subtask 3.7) indicate that ultramafic rock or naturally occurring asbestos (NOA) materials may be present on or near the property, H&K will collect up to six bulk samples and will conduct analysis of NOA by California Air Resources Board (CARB) Method 435. Level A, "Determination of Asbestos Content of Serpentine Aggregate."

**COST ESTIMATE: \$1,420.00**

## **Item 8.2 Cover sheet – ARD Legal Counsel, 2014**

**Auburn Area Recreation and Park District Policy, Program and Fee Committee Meeting June, 2014;  
Board of Directors meeting June, 2014**

### **The Issue**

Shall the Auburn Area Recreation and Park District (ARD) re-address the performance of its current legal counsel?

### **Background**

District Policy, Section VI, Policy on Authorization for Legal Services, states the following:

- D. Policy to Re-Address Performance of Legal Counsel. The District will re-address performance of the contracted Legal Counsel every two years. If services and fees are not found to be in accordance with the Legal Services Agreement as signed by the District Administrator and Legal Counsel, the District may seek new counsel.

ARD's current legal counsel is Kronick, Moskovitz, Tiedemann and Girard (KMTG). KMTG has been with ARD since April of 2006.

ARD staff sent out a Request For Proposal (RFP) for new legal counsel in 2010. After review, the ARD Board considered changing legal counsel at the June, 2010 Board meeting. No action was taken and KMTG remained as ARD's legal counsel.

The ARD Board of Directors readdressed the performance of KMTG in July, 2012. The Board voted unanimously to retain KMTG.

### **Recommendation**

Staff feels that the services provided by KMTG are in accordance with the signed agreement and feel that the job performance of KMTG has met or exceeded our expectations.

The Policy Committee was split on the question of sending out an RFP for legal services.

### **Alternatives Available**

- 1) Send out an RFP seeking new legal counsel. This RFP would go out in July, with a review and decision by the ARD Board at either the August or September 2014 Board of Directors meeting.

**Fiscal Impact**

There is no projected fiscal impact to perform this review.

The following is a chart of ARD's legal costs for the past 9 Fiscal Years:

	FY 05/06	FY 06/07	FY 07/08	FY 08/09 *	FY 09/10	FY 10/11	FY 11/12	FY 12/13	FY 13/14
<b>Legal expense</b>	\$51,508	\$30,652	\$24,824	\$1,363	\$20,131	\$13,475	\$7,710	\$6,648	\$8,421

\* Note: FY 08/09 was 9 month year

**Attachments**

Existing contract with KMTG.

## **AGREEMENT FOR LEGAL SERVICES**

This Agreement for Legal Services is entered into between Kronick, Moskovitz, Tiedemann & Girard, A Professional Corporation ("KMTG") and Auburn Area Park and Recreation District ("Client") as of the date last set forth herein.

The parties hereto acknowledge that the Attorney-Client relationship works best when there is a mutual understanding about the legal services to be provided, the fees and related expenses, and billings. Accordingly, this Agreement for Legal Services is intended to explain KMTG's billing policies and procedures and to supplement the Engagement Letter, which further defines the relationship between the parties.

Together the Agreement for Legal Services and Engagement Letter serve as the written agreement between the parties (the "Agreement"). Therefore, Client is strongly encouraged to review both documents carefully and ask any questions or request any clarifications that may facilitate Client's understanding of this Attorney-Client relationship.

By signing and returning the Agreement for Legal Services and the Engagement Letter, Client indicates its acceptance of the terms set forth in those documents.

### **1. SCOPE OF AGREEMENT**

Client retains KMTG to provide legal services to Client as set forth in the Engagement Letter.

### **2. DUTIES OF KMTG AND CLIENT**

#### **KMTG DUTIES**

KMTG shall provide those legal services reasonably required to represent Client in the matter described in the Engagement Letter. KMTG shall also take reasonable steps to keep Client informed of significant developments and to respond to Client's inquiries.

While the attorney with whom Client originally met may be primarily responsible for completing the work on Client's matter(s), that attorney may also delegate work to other attorneys, paralegals, law clerks and office personnel within KMTG when it is determined that such delegation is appropriate in representation of Client's interests. If Client so requests, Client will be notified prior to any delegation and a decision will be made in consultation with Client.

KMTG may, with Client's prior consent, select and hire attorneys, investigators, consultants and experts to assist in the preparation and presentation of Client's case. While these persons would report exclusively to KMTG to preserve the Attorney-Client privilege, they are employed by Client.

KMTG is not authorized or obligated to perform any services for Client until receipt of the signed Engagement Letter and this Agreement for Legal Services.

### **CLIENT'S DUTIES**

Client shall be truthful with KMTG, cooperate with KMTG, keep KMTG informed of developments, perform the obligations Client has agreed to perform under this Agreement and pay statements from KMTG in a timely manner.

### **3. BILLING RATES**

Client agrees to pay for legal services at the rates set forth in the attached Schedule of Rates. These rates are subject to adjustment at the beginning of each fiscal year. KMTG will give written notice of rate adjustments at least thirty (30) days prior to the effective date thereof, and the new rates will be instituted only in consultation with Client. These rates are based principally on experience, specialization and training.

KMTG bills its time in increments as set forth in the Engagement Letter and charges for all time worked on a matter, including travel time portal-to-portal, time waiting in court, and time spent in meetings, unless otherwise agreed to in writing.

### **4. COSTS AND EXPENSES**

Whenever practical, Client shall directly pay for major costs and expenses by either advancing such costs or expenses to KMTG, or by paying third parties directly. Upon demand, Client shall advance funds to KMTG or directly pay third parties as specified by KMTG.

In all other cases, Client shall reimburse KMTG for all costs and expenses incurred by KMTG including, but not limited to, the following: costs of serving pleadings, filing fees and other charges assessed by courts and other public agencies, court reporters' fees, jury fees, witness fees, long distance telephone calls, messenger and other delivery fees, postage, photocopying, parking, mileage, travel expenses (including air fare at coach rates, lodging, meals, and ground transportation), research, investigation expenses, consultants' fees, expert witness fees, and other costs.

KMTG shall itemize all costs incurred on each periodic statement.

### **5. STATEMENTS**

KMTG shall send Client a statement for fees and costs incurred every month. However, when the fees and costs for a particular month are minimal, they may be carried over to the next month's statement. Client shall pay statements from KMTG within thirty (30) days after each statement's date.

KMTG's statements shall clearly state the basis thereof, including the amount, rate and basis for calculation (or other method of determination) of KMTG's fees.

KMTG shall provide a statement to Client, upon Client's request, no later than ten (10) days following the request. Client is entitled to make subsequent requests for statements at intervals of no less than thirty (30) days following the initial request.

**6. DISCLAIMER OF GUARANTEE**

By signing this Agreement, Client acknowledges that KMTG has made no promises or guarantees to Client about the outcome of Client's matter, and nothing in this Agreement shall be construed as such a promise or guarantee.

**7. DISCHARGE AND WITHDRAWAL**

Either party may terminate this Agreement upon written notice to the other party. If Client or KMTG elects to terminate this Agreement, KMTG shall be paid for all fees and costs, which have accrued up to the time of termination.

KMTG and Client each agree to sign any documents reasonably necessary to complete KMTG's discharge or withdrawal.

**8. LEGAL ACTION UPON DEFAULT**

If Client does not pay the balance when due or breaches any other terms of this Agreement, KMTG may demand that the entire unpaid balance be paid immediately and, as provided by law, commence any legal action for collection of the balance due.

Client and KMTG agree that all legal proceedings related to the subject matter of this Agreement shall be maintained in courts sitting within the State of California, County of Sacramento. Client and KMTG consent and agree that the jurisdiction and venue for proceedings relating to this Agreement shall lie exclusively with such courts. Further, the prevailing party in any such dispute shall be entitled to reasonable costs, including attorneys' fees.

**9. ARBITRATION OF FEE DISPUTE**

If a dispute arises between KMTG and Client regarding attorneys' fees or costs under this Agreement and KMTG files suit in any court, or begins an arbitration proceeding other than through the State Bar or a local bar association under Business and Professions Code Sections 6200-6206, Client will have the right to stay that suit or arbitration proceeding by timely electing to arbitrate the dispute through the State Bar or a local bar association under Business and Professions Code Sections 6200-6206, in which event KMTG must submit the matter to that arbitrator.

**10. COMPLETION OF SERVICES**

Upon the completion of KMTG's services, all unpaid charges for services rendered and costs incurred or advanced through the completion date shall become immediately due and payable.

**11. CLIENT FILES**

At Client's request, upon the termination of services under this Agreement, KMTG will promptly release all of Client's papers and property (subject to any applicable protective orders or non-disclosure agreements).

**12. DESTRUCTION OF CLIENT FILE**

If Client does not request the return of Client's papers and property, KMTG will retain Client's file for a period of seven (7) years from the last date of service in the matter described in the Engagement Letter, after which time KMTG may have Client's file destroyed. Client acknowledges that it will not be notified prior to the destruction of its papers and property and consents to the same. If Client desires to have Client's file maintained beyond seven (7) years after Client's matter is concluded, separate arrangements with KMTG must be made.

**13. COMMENCEMENT OF SERVICES**

KMTG's obligation to provide legal services shall commence upon KMTG's receipt of a signed copy of the Engagement Letter and this Agreement for Legal Services.

**14. INSURANCE**

Pursuant to Business and Professions Code Section 6148, Client is hereby informed that KMTG maintains errors and omissions insurance coverage.

**15. MODIFICATION BY SUBSEQUENT AGREEMENT**


This Agreement may be modified only by a written instrument signed by both parties.

I understand and accept the foregoing terms.

DATE: 4/5/06

  
AUBURN AREA PARK AND  
RECREATION DISTRICT

DATE: April 5, 2006

  
Ann M. Murray  
KRONICK, MOSKOVITZ, TIEDEMANN  
& GIRARD, A Professional Corporation



**SCHEDULE OF RATES**  
**As of April 5, 2006**

Public sector clients of Kronick, Moskovitz, Tiedemann & Girard are billed according to the following hourly rates:

<b>Shareholders.....</b>	<b>\$200-\$250</b>
<b>Principals/Senior Associates .....</b>	<b>\$185-\$200</b>
<b>Associate Attorneys .....</b>	<b>\$150-\$185</b>
<b>Paralegals .....</b>	<b>\$85-\$125</b>
<b>Paralegal Clerk/Law Clerk.....</b>	<b>\$50-\$125</b>

Expenses, including mileage, long distance telephone charges, photocopying and delivery charges, would also be billed. A detailed schedule of these charges can be provided upon request. Our usual billing procedure is to submit a monthly itemization of the time and services charged with the names of the attorneys and paralegals whose time is being billed. However, we have a highly sophisticated and flexible system which can produce statements specific to each client's billing needs.

**Item 8.3 Cover sheet – California Special Districts Association (CSDA) 2014 Board Elections Mail Ballot Information**

**The Issue**

Shall the Auburn Area Recreation & Park District Board of Directors select a candidate for the California Special Districts Association Board of Directors?

**Recommendation**

Board of Directors review information from CSDA, select a candidate.

**Attachments**

Correspondence from CSDA.



**California Special  
Districts Association**  
*Districts Stronger Together*

## **CALIFORNIA SPECIAL DISTRICTS ASSOCIATION**

### **2014 BOARD ELECTIONS**

#### **MAIL BALLOT INFORMATION**

Dear Member:

A mail ballot has been enclosed for your district's use in voting to elect a representative to the CSDA Board of Directors in your Region for Seat C. Each of CSDA's six (6) regional divisions has three seats on the Board. Each of the candidates is either a board member or management-level employee of a member district located in your geographic region. Each Regular Member (district) in good standing shall be entitled to vote for one (1) director to represent its region.

We have enclosed the candidate information for each candidate who submitted one. Please vote for **only one** candidate to represent your region in Seat C and be sure to sign, date and fill in your member district information (*in some regions, there may only be one candidate*). If any part of the ballot is not complete, the ballot will not be valid and will not be counted.

Please utilize the enclosed return envelope to return the completed ballot. Ballots must be received at the CSDA office at 1112 I Street, Suite 200, Sacramento, CA 95814 by **5:00pm on Friday, August 1, 2014**.

If you do not use the enclosed envelope, please mail in your ballot to:

**California Special Districts Association**  
**Attn: 2014 Board Elections**  
**1112 I Street, Suite 200**  
**Sacramento, CA 95814**

Please contact Charlotte Lowe toll-free at 877.924.CSDA or [charlottel@csgda.net](mailto:charlottel@csgda.net) with any questions.

## CANDIDATE STATEMENT FOR DAVID PIERSON

I have enjoyed serving the public as an EMT and then as a Paramedic on an ambulance. I was then hired by a city fire department and have had the opportunity to serve the public in that capacity for many years.

I decided to run for a public office because I feel a strong need to give back to the community that has given me so much. I have served as an elected member of the Board of Directors of the Sacramento Metropolitan Fire District since December 2010. As an elected member of a special district, I found that there are agencies like CSDA that help local leaders magnify their positions and give them the tools to be successful. I decided I wanted to be part of that.

I was very pleased when I was appointed to the CSDA Board. I feel like I am just getting my feet wet, but will soon be able to jump in and do some good work.

I would appreciate your support in letting me help you and your district be successful.

Respectfully,

Dave Pierson

## **Frederick A. Gayle**

I have been involved with CSDA in my past positions with Rio Linda School District and Grant Joint Unified School District; and currently in my position as Director for Sacramento Suburban Water District.

I come from a family of public servants, and have been a public servant most of my life; I consider it to be a family tradition. From an early age, I was instilled with the conviction that public service is a noble and worthwhile pursuit.

In my service to Sacramento Suburban Water District, I have enjoyed interacting with others, gaining from their expertise, and playing off the energy of these other members in order to accomplish the many goals that enable the District to move forward for the benefit of the public.

I believe in transparency to the public, maintaining the highest ethical standards, tackling challenging tasks and engaging in activities that help people live better lives. If elected, I will do my utmost to be the best servant of the public and CSDA that I can be.

I would appreciate your vote.

**CSDA BOARD OF DIRECTORS  
2014 ELECTION**



**SIERRA  
NETWORK**  
REGION 2

**SEAT C**  
term ends 2018

- David Pierson\***  
Sacramento Metropolitan Fire District
- Frederick Gayle**  
Sacramento Suburban Water District

*Please vote for only one.*

*All fields must be completed for ballot to be counted. \*Incumbent running for re-election*

SIGNATURE	DATE
MEMBER DISTRICT	

Must be received by 5pm, August 1, 2014. CSDA, 1112 I Street, Suite 200, Sacramento, CA 95814

**Item 8.4 Cover sheet – California Association of Recreation & Park Districts (CARPD) Vacancy for CARPD Board**

**The Issue**

Shall the Auburn Area Recreation & Park District Board of Directors Nominate a candidate for the CARPD Board?

**Recommendation**

Board of Directors review information from CARPD, nominate a candidate.

**Attachments**

Correspondence from CARPD.



DATE: June 10, 2014

TO: Members, CARPD

FROM: Pat Cabulagan, Executive Director

RE: Vacancy for CARPD Board – Board Position

The CARPD Nominations Committee is seeking candidates for the vacant position of CARPD Board of Directors – Board of Directors position (Odd # Year through May 2015).

Since 1958, the California Association of Recreation & Park Districts (CARPD) has been dedicated to improving the quality and efficiency of recreation and park districts.

CARPD is an organization representing special recreation and park districts throughout California. Involvement in CARPD is accomplished through the active participation of agency board and staff members.

The board of directors is made up of representatives from member park districts and meets four times per year (July, October, January and March) as well as at the annual conference in April/May.

The Board is composed of:

- Current President
- President Elect
- Past President
- Treasurer/Chief Financial Officer
- Secretary
- Four Directors representing Board members from member agencies (two elected every even year and two elected every odd year for two-year terms).
- Two Administrators representing General Managers from member agencies (one elected every even year and one elected every odd year for two-year terms)

The Board sets policy and direction for CARPD as well as getting involved with several different board committees.



Any interested candidates should submit to CARPD a letter of interest, forward a brief bio, and copy of a board resolution supporting such nomination by July 9, 2014. Materials should be sent to:

CARPD  
Attn.: Pat Cabulagan, Executive Director  
6341 Auburn Blvd., Suite A  
Citrus Heights, CA 95621

If you have any questions, please feel free to call Pat Cabulagan at (916) 722-5550. We thank you for your participation and support of CARPD.

**SECTION**

**9.0 ITEMS FOR DISCUSSION AND  
INFORMATIONAL ITEMS**

**DESCRIPTION:**

**1. Operation & Development Plan Focus Group Responses. (See attachment).**

**2. Marketing & Program Plan review. (See attachment).**

## **Discussion Item #1. Cover sheet – Operation and Development Plan Focus Group Responses**

**Auburn Area Recreation and Park District Acquisition and Development (A&D)  
Committee June 2014; Board of Directors meeting June 2014**

### **The Issue**

A review of the comments received at the Operation and Development Plan Focus Groups.

### **Background**

The Auburn Area Recreation and Park District (ARD) sought public input on aspects of the Operation and Development Plan (O&D) that is being developed to assist in managing the properties owned by the United States, Bureau of Reclamation (USBR). The O&D Plan will provide ARD with guidelines for managing, improving and maintaining three distinct parks in the Auburn area: Railhead Park, Overlook Park and the Canyon View Community Center/Maidu property. The O&D Plan is a document that will guide ARD and USBR to manage existing facilities and identify future improvements over the next ten years.

ARD staff set up three separate focus groups. At those focus groups, the following questions were used to stimulate conversation amongst the attendees:

1. How do you currently use the parks?
  - What activities do you do?
  - What time of day and/or day of week?
  - How often?
  - Which park amenities do you use?
2. What do you like most about the parks/facilities?
3. What existing amenity/facility would you change, if any?
  - Why?
4. What are your specific concerns about the park/facility?
5. What new amenity/facility would you like to see provided by ARD and where?
6. What questions do you have about the Operations and Development Plan and/or process?

Between the three focus groups there was 27 attendees. The makeup of the focus group attendees included neighbors, equestrians, bike riders, law enforcement, soccer, other agency representatives (PCWA, City of Auburn, Placer County) and general park users. The responses from the focus groups are attached in a spread sheet. This spread sheet also contains two comments received via email. The email suggestions were in response to an article that ran in the Auburn Journal.

The spread sheet is divided by park location. The most common responses received were as follows:

- Trails with interpretive signage (mainly at Overlook)
- Interpretive and informational kiosks (mainly at Overlook)
- A viewing platform at Overlook Park

**Recommendation for the Board of Directors**

Staff recommends that the Board review the comments and provide feedback. Staff will come back to the A&D Committee and the Board in July/August with a list of conceptual improvements that could be added to the parks and become part of the O&D plan.

The A&D Committee forwarded this information to the Board for review.

**Fiscal Impact**

There are no fiscal impacts to review the comments

**Attachments**

Summary of Focus Group Comments

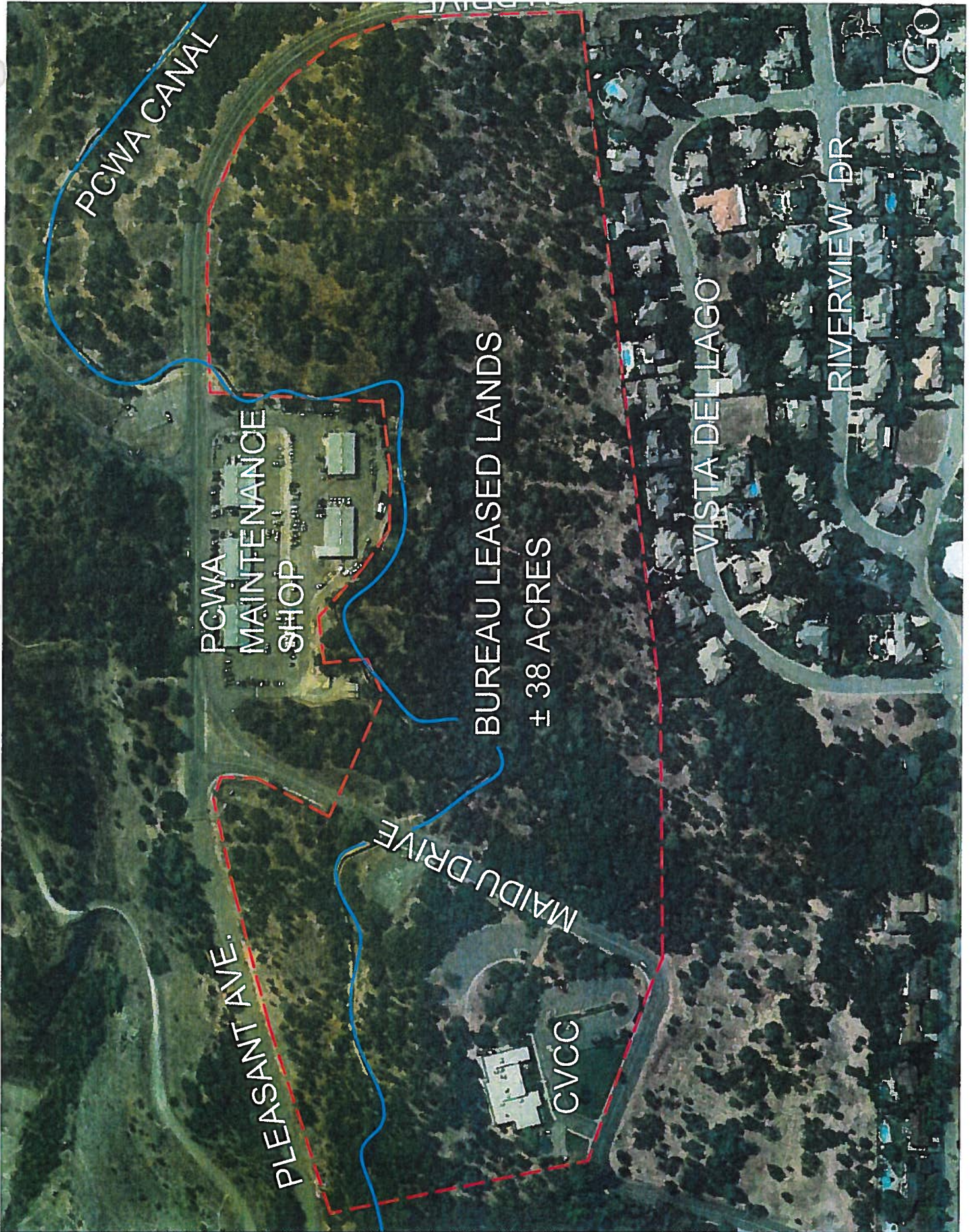
Aerial photographs delineating the areas managed under the agreement with USBR

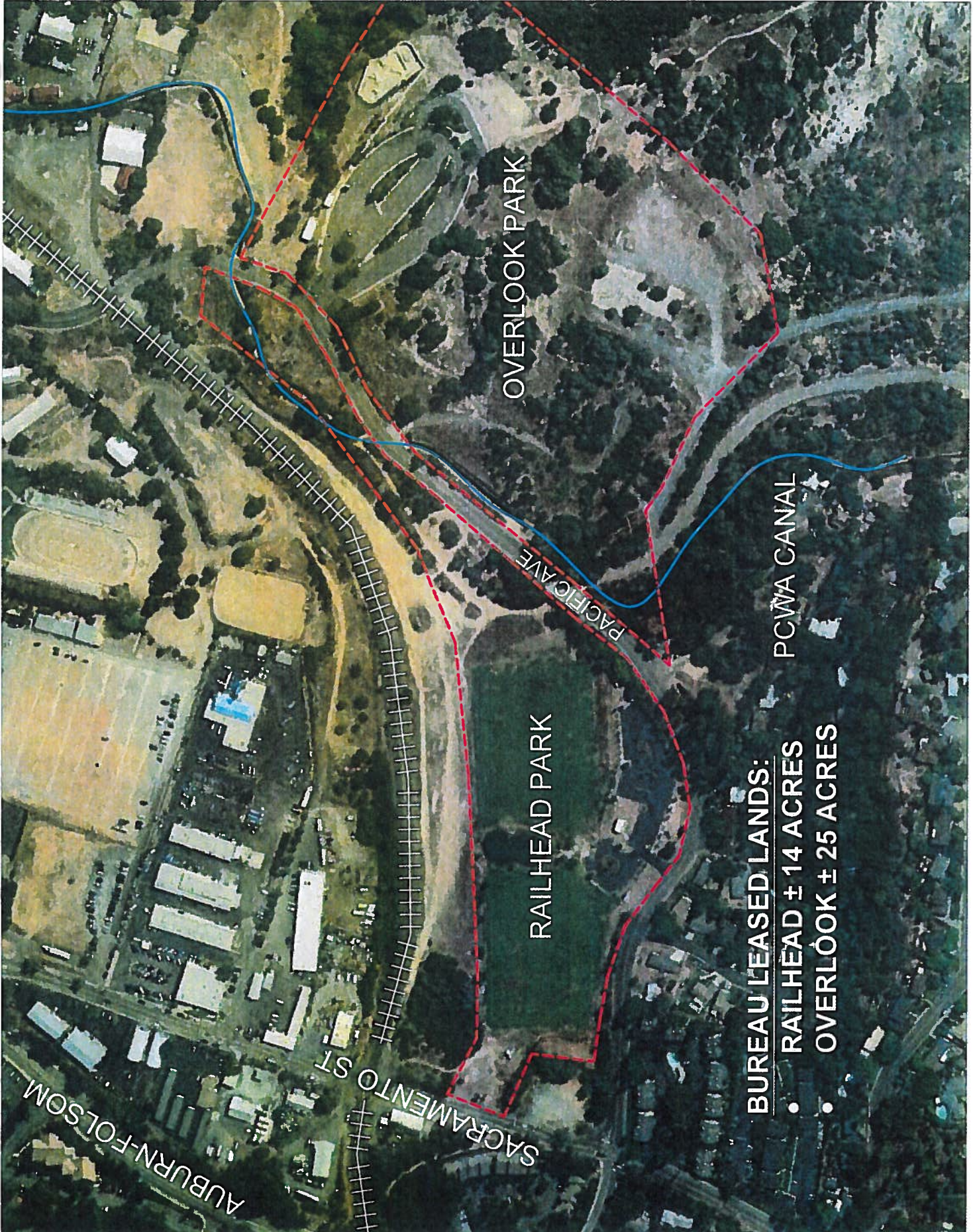
SUMMARY OF FOCUS GROUP COMMENTS

FG Date	Amenity/Comment	Park/Location
29-Apr	Transition uses from youth to older generation to respond to changing demographics	All parks
1-May	newer more modern restrooms	All parks
1-May	Install security cameras	All parks
6-May	Activities/classes that help people connect lifestyle to canyon and outdoor activities	All parks
6-May	Provide connectivity between properties, i.e. trails to increase overall network and allow people to walk natural areas between properties	All parks
6-May	Signs clearly showing trails etc to make parks more "friendly"	All parks
6-May	More uses for seniors	All parks
6-May	More endurance sports	All parks
6-May	Signage on snakes/ticks etc. to warn public	All parks
6-May	Partnering with other agencies to facilitate trail connections and activities	All parks
29-Apr	Campground behind PCWA on Maidu property	Maidu
29-Apr	Trails and education areas	Maidu
29-Apr	Ping pong club would like more space	Maidu
29-Apr	Bike park a good idea	Maidu
29-Apr	Maidu Dr. (the road itself) is in bad shape	Maidu
1-May	Permanent cross-fit course	Maidu
6-May	Trail with signs in undeveloped crossing on Maidu	Maidu
29-Apr	Passive uses at for overlook possibly including picnic, grassy areas, tables, music venues, classes such as yoga, tai chi, attractive outdoor flex space, beautify the overlook area, preserve overlook for viewing, wedding venue, view deck, include uses that would draw the public and help with undesirable activities at park	Overlook
29-Apr	Kiosk and interpretative/historical memorials, endurance runs etc for overlook area	Overlook
29-Apr	Bocce ball at Overlook	Overlook
29-Apr	Allowing bikes in the skate park is not working - bikes have pushed out skaters	Overlook
29-Apr	Some issues with homeless and drug dealing at Overlook Park	Overlook
29-Apr	Maidu neighbor would like to see Bike Park at Overlook; Overlook neighbors would like to see the area developed for quiet activities; partner with the city	Overlook
29-Apr	Lots of marketing ideas for Overlook Park; reference Commons Beach at Lake Tahoe	Overlook
29-Apr	Beautifying Overlook Park will keep out the trouble makers	Overlook
1-May	Zip lines	Overlook
1-May	Tables, trail loop, interpretive kiosks for flora/fauna	Overlook
1-May	Camp Flint interpretive site	Overlook

SUMMARY OF FOCUS GROUP COMMENTS

1-May	Kiosk infor historical canyon theme	Overlook
1-May	Camp ground at old dump site	Overlook
1-May	Botany trail with picnic loop and interpretive signs	Overlook
1-May	Kiosks that help people orient to the canyon	Overlook
6-May	Short intepretive trail	Overlook
6-May	Historic kiosks	Overlook
6-May	Viewing platform	Overlook
6-May	Natural landscaping	Overlook
6-May	Climbing walls	Overlook
6-May	Areas for small group classes outdoors	Overlook
6-May	The canyon can be intimidating: Scheduled hikes program and signs to help orient people to canyon	Overlook
6-May	Overlook deck	Overlook
6-May	Clean-up the actual Overlook area	Overlook
Email	Memorial to Camp Flint	Overlook
Email	Memorial to the Mountain Quarry Railroad	Overlook
1-May	Fishing pond	Railhead
1-May	Year around field - artificial turf field	Railhead
1-May	Find more classes for off times at soccer fields	Railhead
6-May	More parking	Railhead
6-May	More shade trees	Railhead
6-May	Better connectivity from Railhead to canyon	Railhead
1-May	New gym	unspecified
1-May	Obstacle course and cross training facilities	unspecified
29-Apr	Overnight facilites for parking	unspecified
29-Apr	Possibly more soccer facilites if demand increases	unspecified
1-May	Dog park this side of town	unspecified
1-May	Disc golf	unspecified
6-May	Possible fire pit (like Central Square)	unspecified
6-May	More bike/multipurpose trails	unspecified
6-May	Hard surface trails for seniors	unspecified





OVERLOOK PARK

RAILHEAD PARK

PACIFIC AVE

SACRAMENTO ST

AUBURN-FOLSOM

**BUREAU LEASED LANDS:**

- RAILHEAD ± 14 ACRES
- OVERLOOK ± 25 ACRES

PCWA CANAL



## **Discussion Item #2. Cover sheet – Marketing and Program Plan 2014 Update**

Auburn Area Recreation and Park District (ARD) Board of Directors meeting June, 2014

### **The Issue**

A report on the 2014 update of the ARD Marketing and Program Plan.

### **Background**

ARD uses a Marketing and Program Plan (MPP) to create a set of goals, strategies and tactics that can be used to create awareness and maintain a satisfying relationship with District residents that results in value for both residents and ARD.

Per the ARD Strategic Plan, the ARD Board of Directors should be updated once per year as to the progress of the MPP:

#### **5.0 Marketing/Program Plan**

The District will continue to use and support the Marketing and Program Plan. A Marketing and Program Plan Committee will continue to meet on a regular basis (approximately quarterly).

Target completion date: Ongoing, with a report to the Board on the progress of the Marketing and Program Plan every June.

Highlights of the 2014 Plan include:

- No longer using direct mail postcards to promote classes and events. The cost/benefit ratio did not justify continued use.
- Reaching out to Rocklin, Roseville and Lincoln to promote our rental facilities (page 12 of the MPP).
- Consideration of changing the ARD webmaster. A bid for service has been received and will be evaluated at the time of the budget revision in October, 2014 (page 14 of the MPP).

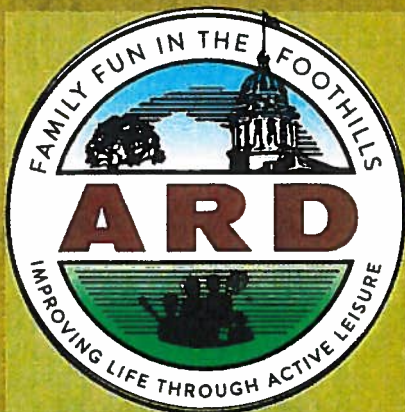
### **Recommendation**

Review the attached 2014 Marketing and Program Plan. Provide feedback.

### **Attachments**

2014 ARD Marketing and Program Plan.

# MARKETING and PROGRAM PLAN



**Parks  
Make  
Life  
Better!**

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## Executive Summary

In July of 2009, the Auburn Area Recreation and Park District (ARD) adopted an update to the Strategic Plan. One of the tasks identified in the Strategic Plan was to create a Marketing and Program Plan (MPP). To facilitate creating the MPP, a committee was formed comprised of the following individuals:

Kahl Muscott, District Administrator  
Joe Fecko, Administrative Services Manager  
Manouch Shirvanioun, Customer Services Manager  
Sheryl Petersen, Recreation Services Manager  
Debbie Thomas, Youth Services Manager  
Pamela Vann, Landscape Architect  
Jim Ferris, Board Member and Committee Advisor

The Committee met and discussed the many components of the MPP. A document framework was developed identifying major elements of the plan with goals, strategies and tactics described in each element. Plan elements include Programming, Facilities, Public Relations, Youth Services ARD Web-site, Other Revenue Sources and Events.

A set of guidelines were identified as guiding principles to be used in the creation of the MPP:

- The MPP needs to be usable and simple to follow. ARD does not have the human nor fiscal resources to engage in a comprehensive or complicated Marketing Plan.
- There is no single "magic bullet" that will allow ARD to better market and promote our agency. A combination of small to medium changes will help ARD accomplish identified goals.
- ARD will benefit from using the marketing and promotional materials of other organizations.
- The MPP will contain short term and long term sustainable goals.
- The purpose of the MPP is to guide ARD toward increased revenue and better service to the public.
- The MPP Committee will continue to meet on an approximate quarterly basis to monitor progress on meeting stated goals.

Seven plan elements were identified by the Committee. Goals, strategies and action items were written for each plan element. This provides a measurable framework within the MPP directing effort into specific activities to strengthen ARD's ability to meet the identified objectives found starting on page 10. The following is a synopsis of each plan element:

Programming: Continue the trend of slowing revenue losses in the recreation department programs and show an increase for FY 13/14.

Facilities: Continue the trend of slowing revenue losses in facility rentals and show an increase for FY 13/14.

Public Relations: Increase awareness of ARD programs and facilities.

Youth Services: Increase average daily attendance at summer and holiday day camp by 2% in FY 13/14.

ARD Web Site: Continued improvement to ARD's web-site by making it more informative, fun and user-friendly.

Other Revenue Sources: ARD will increase revenue generated by selling ad space to local businesses and organizations.

Events: ARD will use its various events to promote its classes and facilities.

Finally, the Committee developed Marketing Procedures and Guidelines to be used whenever marketing material is created and presented to the public. Some objectives for these guidelines include, but are not limited to, the need to create uniformity in ARD's message to the public and to ensure that budgets are used efficiently. The Procedures and Guidelines set standards for review of materials by the appropriate manager and the District Administrator. All advertisements will include the "Parks Make Life Better" slogan where appropriate. Marketing Procedures and Guidelines are further detailed at the end of this document.

## **Purpose and Mission**

With these guidelines as a reference point, the Committee determined that the mission and purpose of the MPP is as follows:

*The purpose of ARD's Marketing and Program Plan is to create a set of goals, strategies and tactics that can be used to create awareness and maintain a satisfying relationship with District residents that results in value for both residents and ARD. The Marketing and Program Plan will focus on specific goals for the next two years, with projections for conceptual goals over the next five years.*

## Resources

The Committee looked for assistance in creating the MPP. The following sources of information were incorporated into various parts of the MPP.

### **Publications**

The Committee reviewed several Parks and Recreation marketing publications, including two by marketing advisor Jodi Rudick.

### **Professional**

The Committee fully utilized many aspects of the California Parks and Recreation Society (CPRS) branding initiative.

To find what the public values about parks and recreation, CPRS conducted public opinion research in 2008-09. CPRS is the first park and recreation organization to have undertaken such a comprehensive study of public perceptions of parks and recreation.

Using CPRS' research data, a brand promise was crafted and subsequently approved in 2009 by the CPRS Board of Directors:

Parks and recreation makes lives and communities better now and in the future by providing

- access to the serenity and inspiration of nature;
- outdoor space to play and exercise;
- facilities for self-directed and organized recreation;
- positive alternatives for youth which help lower crime and mischief; and
- activities that facilitate social connections, human development, the arts and lifelong learning

### **Communicating the Promise Through a Memorable Slogan**

It would be challenging to communicate and promote the full brand promise to staff, stakeholders, users, and elected officials. In fact, a brand promise is not shown to customers in print.

For the customer, the brand promise is shortened into a slogan, such as Nike's "Just Do It."

The essence of our profession's promise is this memorable slogan (can also be called a tagline):



**Parks  
Make  
Life  
Better! <sup>SM</sup>**

This phrase is simple, concise, timeless, enduring, and extendable. It is at once a promise and the fulfillment of a promise. **Parks Make Life Better! <sup>SM</sup>** creates a strong emotional connection between what we do and the lives of those we serve. It makes clear that our work matters to individuals, families, neighborhoods and communities.

## Situational Analysis

The Committee reviewed and analyzed the following information

### **Cancelled programs**

Current and past activity guides were reviewed and results were analyzed. The first review focused on the programs that ARD offers to various age groups (Table 2). The review looked at how many classes were offered to particular target audiences in the Winter 2012 Activity Guide and compared this to past Activity Guides. This analysis found that the percentage of classes being offered for adults and seniors has steadily climbed, while the percentage of classes for children has steadily dropped. This trend reflects the aging demographics of the Auburn area and the popularity of these programs (see Population Trends, page 9).

The second review focused on the amount of classes that run vs. those that get cancelled. An analysis focusing on the fall 2009 Activity Guide, found that 59% of the classes were cancelled (292 out of 497 offered). The Committee discussed ways to curtail this trend. Action Items were presented in this original Marketing and Program Plan, including less tolerance for classes that continue to cancel, using the internet and local media to promote classes formed after the activity guide publication and proposals to better involve the instructors in their classes.

An analysis of two recent Activity Guides found the following information:

Fall 2011 Activity Guide: 47.4% of classes cancelled (148 cancelled out of 312 offered)  
Summer 2012 Activity Guide: 45.5% of classes cancelled (185 out of 407)

Both of these numbers show an improvement over the numbers from 2009. While 45.5% is still a relatively high number of cancellations, the trend is moving in the right direction.

### **Advertising and ARD Activity Guide**

The Committee also reviewed the results of how advertising dollars were spent. Coupons were initially sent through a variety of advertising mediums, including direct mail, Val-Pak and Shelly's Smart Shopper. Shelly's Shopper Showed the greatest potential and value for the dollar. In the fall of 2012, ARD used Shelley's Smart Shopper to send out ads/coupons to Auburn and the Loomis area. 51 of these coupons were redeemed, with 12 of those being from new customers. Those 12 new customers brought in \$1,302 in revenue vs. \$940 in costs for the ads. Coupons also brought in \$2,225 in revenue from existing/prior customers. The Committee continues to see value in working Shelly's Smart Shopper.

Another aspect of advertising ARD programs and classes is the ARD Activity Guide. The Activity Guide, mailed to residents in Auburn and Meadow Vista three times per year, has traditionally been the best source of sharing information and making residents aware of ARD programs and facilities. However, due the costs to print and mail the Activity Guide (\$10,000 per guide or \$30,000 per year), the committee

continued to look at the value of the dollars spent vs. the revenue and awareness created. When asked "How did you hear about this program", on-line registrants responded as follows:

2011

Activity Guide	60%
ARD's website	20%
Friend	16%

2012

Activity Guide	50%
ARD's website	24%
Friend	21%

While these numbers are trending toward more awareness through the ARD website (and friend recommendations, a positive sign for ARD), there is still a significant amount of people who rely on the ARD Activity Guide for information about ARD.





## **Table 2**

### **Classes/Programs offered through ARD**

The actual number of classes/programs/leagues/camps offered in the Winter 2010 activity guide is 150. The breakdown of these classes is as follows (note: the total of these numbers is 252. This is more than the 150 classes in the guide as many classes appeal to or target child/teens, adult/seniors, or all groups). Please also note that a similar count was done for two other years to show trends.

	Winter 2012	Winter 2010	Summer 2005
<b>Classes</b>	<b>123</b>	<b>150</b>	<b>90</b>
<b>Child:</b>	<b>49 (23%)</b>	<b>75 (29.7%)</b>	<b>56 (42.1%)</b>
<b>Teen:</b>	<b>28 (13.1%)</b>	<b>47 (18.6%)</b>	<b>14 (10.5%)</b>
<b>Adult:</b>	<b>70 (32.9%)</b>	<b>64 (25.4%)</b>	<b>31 (23.3%)</b>
<b>Senior:</b>	<b>66 (31%)</b>	<b>66 (26.2 %)</b>	<b>32 (24.1%)</b>
<b>Total</b>	<b>213</b>	<b>252</b>	<b>133</b>

## Population trends

Census data for the three zip codes serviced by the Auburn Recreation District is as follows (all information from the California Department of Finance):

<u>Zip Code</u>	<u>Median Age, 2000</u>	<u>Median Age, 2010</u>
95603	42	46
95602	43.4	48
95722 (MV)	43	49.5

Additionally, the following information regarding age demographics for the City of Auburn is as follows: The population was spread out with 2,645 people (19.8%) under the age of 18, 1,031 people (7.7%) aged 18 to 24, 2,898 people (21.7%) aged 25 to 44, 4,224 people (31.7%) aged 45 to 64, and 2,532 people (19.0%) who were 65 years of age or older. The median age was 45.4 years

For reference, the median age in the state of California is 35.2

This data clearly shows that the population in the Auburn Recreation District is solidly trending toward an older demographic. As such, ARD should be tailoring its programs to keep up with this trend. The information in Table 2, showing the percentage of classes offered to various age groups demonstrates that ARD is addressing this trend.

## Related registration trends and numbers

On-line registration numbers for the past two years reflect growth in adult and senior programs

### 2011 On-line only registrations

Ages 0 – 18	82.8% of registrations
Ages 19 – 50	6.6% of registrations
Ages 51+	10.6% of registrations

### 2012 On-line only registrations

Ages 0 – 18	72.3% of registrations
Ages 19 – 50	11.8% of registrations
Ages 51+	15.8% of registrations

## Marketing and Program Plan Topics

2014

### PROGRAMMING

- Goal: Show a 2% increase in programming revenue for FY 14/15.

Strategy: ARD will accomplish this through increased advertising and public relations

Action Items:

- 1) ARD will continue to work with Shelly's Smart Shopper to advertise programs and facilities. ARD will use a coupon for fall programs to track the results of using Shelly's. *BUDGET: \$3,000 DATE: on-going --- BY: Customer Service/Marketing Manager*
- 2) ARD will continue to submit recreation-specific articles for inclusion as an article in the Auburn Journal and other local publications. All articles will also be posted in the ARD web-site under a "Latest News" type heading. *DATE: On-going BY: Recreation Services Manager*
- 3) ARD will add instructor photographs to the instructor bios section of the ARD web-site. This will supplement the information provided in the Activity Guide. *DATE: November, 2014 BY: Recreation Services Manager;*

Strategy: ARD instructors will better promote their programs

Action Items:

- 1) Instructors will be invited to participate in community events. *DATE: On-going BY: Recreation Services Manager;*
- 2) ARD will seek out new instructors and classes that have the potential to bring in students and revenue. *DATE: On Going BY: Recreation Services Manager*

Strategy: ARD will increase attendance in classes

Action Items:

- 1) ARD will continue to look for avenues to get program flyers to home school and charter school children and parents. *BUDGET: \$500 DATE: On-going BY: Recreation Services Manager*

Strategy: ARD will reduce the percentage of cancelled classes to less than 50%

Action Items:

- 1) ARD will not be tolerant of perpetually cancelled classes (see information on page 6). In most cases, ARD will terminate any program that cancels two consecutive classes or cancels more than 50% of its classes in a one-year time period. Exceptions may be made upon review and recommendation from the Recreation Services Manager. The number of class offerings for a particular program will also be reduced. This will condense students, thereby creating a chance for more classes to stay open. *DATE: On-going BY: Recreation Services Manager*
- 2) ARD will require a refundable \$50 fee from all new instructors. This purpose of this fee is to help ensure that the instructor is serious about the commitment being made to ARD and its residents. This fee will also help to offset the costs of creating the class, putting it in the Activity Guide and reserving a facility. If all classes listed take place, the \$50 fee will be refunded. The Recreation Services Manager will have discretion as to whether to charge this amount (example: not charging for a class or instructor that ARD chose to pursue). *DATE: Ongoing BY: Recreation Services Manager*

- Goal: ARD will increase its share of class and activity revenue

Strategy: ARD will set attainable class split goals for the next 2 years

Action Items:

- 1) All new classes will be at a minimum 60/40 split (with a very few noted exceptions, such as off-site classes). As of June, 2014, the percentages for current classes are as follows:

2	Donate back
1	55/45
5	60/40
25	65/35
4	70/30 or 75/25

Date: April 1, 2014 *BY: Recreation Services Manager*

## FACILITIES

- Goal: Increase Facility Rental revenue by 1% in FY 14/15.

Strategy: ARD will accomplish this goal through advertising, promotion and using newly renovated facilities.

### Action Items:

- 1) ARD will install portable signage (“candidate” style signs) at select facilities, fields and picnic units advertising rental opportunities of various facilities. *BUDGET: \$200 DATE: By August 1, 2014 BY: Customer Service/Marketing Manager*
- 2) ARD will reach out to the Loomis, Rocklin and Roseville areas to promote our rental facilities. ARD will use the respective Chambers of Commerce to get contact information and send e-blasts and/or mailers. *BUDGET: \$1,000 DATE: By August 1, 2014 BY: Customer Service/Marketing Manager*
- 3) ARD will continue to use Shelly’s Smart shopper (see Action Item #1 under “Programming”) *DATE: on-going By: Customer Service/Marketing Manager*

## PUBLIC RELATIONS

- Goal: Increase awareness of ARD programs and facilities.

Strategy: ARD will accomplish this through the media, service organizations, community-wide events and consistent signage and branding

### Action Items:

- 1) ARD will submit monthly articles to the Auburn Journal and other local media outlets focusing on what ARD has done and is doing in the community. These articles would be in addition to the articles submitted for programming and facility rentals. These articles should be generated by the District Administrator. *DATE: two to four times per year BY: District Administrator;*
- 2) ARD Board Members and/or Staff will be part of all major community events and promote ARD programs and facilities. These events include, but are not limited to the Gold Country Fair, Party in the Park, the Food Truck Fiesta and the Auburn Community Festival. *BY: Recreation Services Manager and Customer Service/Marketing Manager*

- 3) ARD will send its E-Newsletter, a minimum of four times per year. This newsletter will focus on upcoming events, programs, available facility rentals and may feature coupons for classes. *BUDGET: \$600 By: Customer Service/Marketing Manager and Recreation Services Manager; DATES:*

March-Swim Teams, Spring Break Camps, Back to Swim- Save the Date  
Mid-end May-Summer Camps, Swim Lessons, Save the Dates Happy Tails, PIP, Movies, Call for Classes

Mid-July-Save the Dates NNO, Ukulele Festival

End-August-Obstacle Scramble, YDL

End September-Sr. Health Fair, Community Festival, Call for Classes

End-November/December-Holiday Edition: Looking Back and Looking Ahead for ARD

- 4) ARD Staff will continue to make monthly Activity Guide and flyer distribution runs to several predetermined locations around the Auburn area. A partial list of these locations may include oil change businesses, schools, public libraries, Sutter Hospital, the Auburn Chamber of Commerce, the Placer County Visitor's Center and doctor's and dentist's offices. *DATE: On-going BY: All staff and managers*
- 5) ARD will stay active with social media, posting information on upcoming classes, camps and events. *DATE: on-going BY: Customer Service Marketing Manager*

- Goal: ARD will investigate and expand on community partnerships

Strategy: ARD will continue to build on its partnerships with organizations like the Auburn Chamber of Commerce, Sutter Auburn Faith Hospital and other potential collaborators.

Action Items:

- 1) Continue to meet and work with the administrators of each organization and discuss ways to partner. These organizations include (but are not limited to):

State Parks (ASRA)

Placer Nature Center;

P.A.R.C.;

Auburn Canyon Keepers;

*DATE: On-going BY: Customer Service/Marketing Manager, Recreation Services Manager & District Administrator*

## YOUTH SERVICES

- Goal: Increase average daily attendance at summer and holiday day camp by 2% in FY 14/15.

Strategy: ARD will accomplish this goal by promoting the great value of our day camp programs and offering discounts for long term commitments.

### Action Items:

- 1) Pay for the entire summer (all 5 sessions – full days only) by the first session and save 10% plus the price of field trips. This is non-refundable and may not be combined with other offers. *DATE: by April 30, 2014 BY: Youth Services Manager*
- 2) Pay for full sessions individually (full days only) and save \$10 per session. May not be combined with other offers. *DATE: by April 30, 2014 BY: Youth Services Manager*
- 3) Refer a new family to Summer Day Camp and you each save 20% on one session when you both sign up. This applies to both full and half day rates and may not be combined with other offers. *DATE: April 30, 2014 BY: Youth Services Manager*
- 4) Special promotions such as “Friday all swim” will be used to add further value to the Summer Day Camp program *DATE: April 30, 2014 BY: Youth Services Manager*
- 5) Revamp the Youth Services Brochure with new information and new look. *BUDGET: \$500 DATE: by October 1, 2014 BY: Youth Services Manager*

## ARD WEB-SITE

- Goal: Continued improvement to ARD’s web-site by making it more informative, fun and user-friendly.

### Action Items:

- 1) Staff to investigate costs for a new web-master. Changes may be made at the mid-year budget revision depending on available funds. *DATE: By November 1, 2014 BY: District Administrator, Customer Service/Marketing Manager, Recreation Services Manager.*

## OTHER REVENUE SOURCES

- Goal: ARD will increase revenue generated by selling ad space to local businesses and organizations.

Strategy: ARD will accomplish this through promotion of ad space availability in our products such as the Activity Guide, ARD’s web-site and at our facilities.

Action Items:

1) Increase advertising revenue by \$1,500 this year. This will be done by using e-blasts and use of the Auburn Chamber database to promote the availability of advertising with ARD. *DATE: By April 2014 BY: Customer Service/Marketing Manager*

- Goal: Increase sponsorship participation by businesses for ARD and ARD sponsored community events.

Action Items:

1) Target businesses for sponsorship of specific events. This includes writing for available grants through business foundations. *DATE: Ongoing BY: Recreation Services Manager, Customer Service Marketing Manager*

## EVENTS

- Goal: ARD will use its various events to promote its classes and facilities.

Strategy: ARD will set up and staff a booth at all appropriate Community Events using set-up procedures as explained in the Marketing Procedures and Guidelines section of this document. *DATE: On-going BY: Recreation Services Manager & Customer Service/Marketing Manager*





## Marketing Procedures and Guidelines

The following is a list of Procedures, Guidelines and internal Policies that should be followed whenever marketing, promotional or advertising material is created and sent to the public.

### Advertisements

- 1) All advertisements must be approved by the Customer Service/Marketing Manager. The purpose of this policy to create uniformity in our message and to make sure that ARD is using its advertising budget efficiently by not overlapping.
- 2) All advertisements must be proofread by at least three different individuals. All advertisements should be proofread for content, dates, times, spelling and grammar.
- 3) All advertisements must include the ARD logo.
- 4) All advertisements should include the "Parks Make Life Better" logo or slogan, when appropriate.

### Events

Set-up and operation of ARD booths at community events should follow these procedures:

- 1) An ARD banner or large sign should be prominently placed at the booth.
- 2) Use the new large coroplast photo boards as appropriate.
- 3) Flyers and activity guides should be nicely displayed at the booth.
- 4) Staff should consult with the Recreation Services Manager and/or the Customer Service Manager to find out what programs and services to promote at each event.
- 5) Staff and/or Board Members working these booths should wear ARD apparel and name tags. Name badges, using lanyards and card type holders will be created. Blank cards will also be created and kept in the "event box".

### Chipper mascot guidelines

- 1) The safety of the person in the Chipper costume comes first. Heat will always be an issue and should be closely monitored.
- 2) Chipper should never work for more than an 20 minutes in warm/hot weather; shorter periods may be needed in extreme heat.
- 3) Cold water should always be readily available for Chipper.
- 4) Chipper does not talk. He communicates with gestures. Chipper should always be enthusiastic and excited to see the kids (and adults).
- 5) In most cases, Chipper needs a Handler when out in public.
- 6) The Handler's responsibilities:
  - a. Make sure people are not abusing Chipper
  - b. Monitoring the amount of time person is in costume
  - c. Getting Chipper out of a crowd when a break is needed
  - d. Talking up ARD programs/etc.

- e. Being the speaker for Chipper (Chipper does not talk)
- 7) The Chipper costume must be properly stored when finished
- 8) Chipper can hug – hands must be at the upper body at all times. High fives are also good.
- 9) Chipper should not be distracting when someone is speaking to a crowd, during the National Anthem, etc.
- 10) The public should not see Chipper change/remove parts of his costume.
- 11) The Chipper costume is not for personal use.

#### Programming

- 1) The following timeline has been established for the date of final class/program information submittals:

<u>Activity Guide in mail boxes NLT</u>	<u>Need new Information by :</u>
January 1	October 1
May 1	February 1
September 1	June 1

- 2) The cover photo of the Activity Guide should be of classes or programs offered by ARD. Preferably, these photos should be taken at an ARD class or program.
- 3) Instructors will approve in writing the information regarding their specific class. Unapproved classes may lead to non-inclusion in the upcoming Activity Guide.
- 4) ARD will be less tolerant of perpetually cancelled classes. In most cases, ARD will terminate any program that cancels two consecutive classes or cancels more than 50% of its classes in a one-year time period. Exceptions may be made upon review and recommendation from the Recreation Services Manager.

#### Youth Services

- 1) ARD's Youth Services state license number should be included in all advertisements and brochures when appropriate.

#### ARD Web-Site

- 1) All modifications to the ARD web-site must be reviewed by the Customer Service/Marketing Manager and/or the Recreation Services Manager.

**SECTION 11.0**

**ITEM: CORRESPONDENCE/COMMUNICATIONS AND  
INFORMATIONAL**

1. Local Agency Formation Commission (LAFCO) Final Budget for Fiscal Year 2014-2015. (See attachment).

**PLACER COUNTY**  
**LOCAL AGENCY FORMATION COMMISSION**

110 Maple Street, Auburn California 95603

530-889-4097

Email: [lafco@placer.ca.gov](mailto:lafco@placer.ca.gov)

**STAFF REPORT**

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DATE: June 4, 2014

TO: Chairman Rudd, Commissioners Allen, Barkle, Holmes, Treabess, Ucovich, Weygandt. Alternate Commissioners Duran, Gray, Sheehan.

FROM: Kris Berry, AICP, Executive Officer 

SUBJECT: Approval of Final Budget for fiscal year 2014-2015 and receive update on the status of recent Placer LAFCO activities and work status report and anticipated work for next fiscal year.

**A. RECOMMENDATION**

- 1) Approval of the final budget for the fiscal year 2014-2015, attached as Exhibit "A", and:
- 2) Receive report of recent Placer LAFCO activities and work status report and anticipated work for fiscal year 2014-2015, attached as Exhibit "B."

**B. BACKGROUND**

The Commission is required to adopt a final budget by June 15<sup>th</sup> of each year. The Commission considered the proposed budget at the April 9, 2014 Commission meeting.

Pursuant to §56381 of the Cortese-Knox-Hertzberg Local Government Reorganization Act of 2000, the Commission is required to adopt a proposed budget by May 1st, and a final budget by June 15th. Under AB 2838, the cost of LAFCO is a shared responsibility of the county, the cities and the special districts. After adoption of the budget, the net operating expense of the Commission is divided as follows: one-third to the County, one-third to the Cities and one-third to the Special Districts. The City share is apportioned in proportion to each City's total revenues. The Special District share is apportioned according to each district's revenues.

Further refinements to the budget, based on actual and projected spending until the end of the fiscal year have been made. There was a minor increase in the final budget versus the proposed budget (\$800), based on these projections. However, within the refinements, increase in the AB 2838 proportionate funding by the funding agencies increased by \$7,361. Due to increases in projections for costs in the current year, there is a reduction in the estimated carryover, therefore requiring an increase in funding.

EXHIBIT A

EXHIBIT A					
LAFCO FY 2014-2015 FINAL BUDGET TITLE	2013-2014 FINAL BUDGET	2013-2014 Expenditures YTD June 2	2013-2014 Est yr end	2014-2015 FINAL BUDGET	2014-2015 Reserves
2310 Retiree Health	12,430.00	10,334.91	12,430.00	17,324.00	
1002 Salaries/Wages	174,025.00	154,356.20	170,000.00	180,000.00	37,200.00
1005 Overtime	2,000.00	359.92	500.00	2,000.00	
1010 Cafeteria Plans	3,563.00	4,589.88	5,000.00	5,458.00	
1300 P.E.R.S.	48,530.00	40,495.30	44,000.00	49,000.00	
1303 Post Employment benefits	14,930.00	7,658.26	8,500.00	8,664.00	
1301 F.I.C.A.	13,770.00	11,560.45	14,000.00	13,995.00	
1310 Employee Group Ins. + Personnel Costs	15,210.00	13,128.01	15,210.00	16,238.00	
1315 Workers Comp Insurance	400.00	195.70	250.00	232.00	
1325 401(k) Employer Match	750.00	637.50	750.00	750.00	
<b>SUBTOTAL: SALARIES &amp; BENEFITS</b>	<b>285,608.00</b>	<b>243,316.13</b>	<b>270,640.00</b>	<b>293,661.00</b>	<b>37,200.00</b>
2000 Outside Agency Pass Through Fees	1,000.00	2,782.60	2,783.00	1,000.00	
2051 Communications	2,800.00	2,367.80	2,800.00	2,000.00	
2052 E.O. Cell Phone	850.00	900.33	980.00	900.00	
2140 Liability Ins./Comm. Workers Comp.	2,110.40	2,442.03	2,442.03	2,500.00	
2291 Computer Maintenance					
2408 Auditor Fees	2,000.00	4,385.52	4,800.00	4,800.00	
2439 Membership Dues	2,878.00	2,920.00	2,920.00	2,955.00	
2456 GIS Mapping					
2481 PC Acquisition					
2500 MSR/Sphere Updates	80,000.00	29,671.32	50,000.00	80,000.00	
2510 PC Upgrades				2,000.00	
2511 Printing/copy machine/interoffice mail	2,500.00	1,569.19	2,000.00	3,400.00	
2523 Office Supplies & Exp	2,000.00	1,839.82	2,000.00	2,400.00	
2524 Postage	2,500.00	2,092.11	2,500.00	2,500.00	
2528 Outside Audit Costs					
2554 Commissioner Fees	9,600.00	4,824.48	5,624.48	9,000.00	
2555 Legal/Consultants	20,000.00	21,125.00	26,000.00	30,000.00	
2556 County Services					
2568 Data and System access charges	6,613.00	5,982.86	6,613.00	6,568.00	
2701 Legal Notices/Publications	2,500.00	1,105.60	1,850.00	2,500.00	
2709 Software Charges (IPPS)	466.00	435.00	466.00	895.00	
2727 Office Rent + Utilities	29,000.00	25,169.54	28,000.00	18,000.00	
2844 Training	1,000.00	885.00	885.00	1,500.00	
2865 IT-MIS Services					
2931 Staff Travel & Transportation	3,500.00	4,421.62	4,600.00	5,500.00	
2933 Lodging					
2939 Commissioner Travel	11,000.00	8,297.87	8,500.00	7,500.00	
2941 County Vehicles	500.00				
3551 A-87 Costs	15,768.00	16,102.00	16,102.00	0.00	
5600 General Operating Contingency				10,000.00	10,000.00
<b>SUBTOTAL: OPERATING COSTS</b>	<b>198,585.40</b>	<b>139,319.69</b>	<b>171,865.51</b>	<b>195,918.00</b>	<b>80,000.00</b>
<b>TOTAL OPERATING COSTS:</b>	<b>484,193.40</b>	<b>382,635.82</b>	<b>442,505.51</b>	<b>489,579.00</b>	
<b>REVENUE: TITLE</b>					
	<b>2013-2014 FINAL Budget</b>	<b>2013-2014 Actual YTD 2-Jun</b>	<b>2013-2014 Year end Projected</b>	<b>2014-2015 ESTIMATED REVENUE</b>	
6950 Interest	10,000.00	5,106.32	5,500.00	6,000.00	
8193 Outside Agency Pass Through Fees		1,300.00	1,300.00		
8218 Forms and photocopies		4.69	4.69	100.00	
8212 General Reimbursement		371.21	371.21		
8216 AB283E Allocated Amount	215,995.00	215,997.05	164,100.37	363,321.61	
8239 Application Fees	20,000.00	24,745.00	24,745.00	10,000.00	
8782 Applicant Funded Consultant Fees					
Partial Treasury funding	161,556.00		200,000.00	80,000.00	
<b>TOTAL REVENUE</b>	<b>407,551.00</b>	<b>247,524.27</b>			
<b>CARRYOVER from previous year</b>	<b>76,641.63</b>		<b>76,641.63</b>	<b>30,157.39</b>	
	<b>484,192.63</b>		<b>472,662.90</b>	<b>489,579.00</b>	

Government Code section 56381 provides that, at a minimum, the proposed and final budget shall be equal to the budget adopted for the previous fiscal year unless the Commission finds that reduced staffing or program costs will nevertheless allow the Commission to fulfill its statutory purposes and programs. The overall budget is an increased budget from the previous year from \$484,193.40 to \$489,7559.00. This increase reflects increased costs in several areas.

For several years, LAFCO had an excess of funds in the county treasury, and has partially offset the costs to the funding agencies by using these funds to partially fund the budget. Last year \$160,000.00 of the budget was funded by using these funds. It is projected that LAFCO will still have approximately \$115,000 excess in the treasury at the end of the current fiscal year, in addition to a \$107,200.00 reserve/contingency fund which we have specifically budgeted and accumulated over time. This budget includes partial funding from the treasurer of \$80,000.00 to offset the total budget of \$489,579.00, resulting in funding requirements of \$363,321.61 from the contributing agencies. LAFCO has been using this funding for several years to both reduce this account and offset amounts of agency funding. We are also estimating a decreased amount in carryover from this fiscal year budget (\$30,157.39) which will be used to help fund next year's budget. The remaining portion of the budget is made up from estimated revenue from interest and proposal application fees.

One variable that will change the total budget amount will be the cost of the consultant selected to prepare the Comprehensive Fiscal Analysis for the Olympic Valley Incorporation proposal. The consultant is expected to be selected at our June 11<sup>th</sup> hearing. At this point, that decision has not been finalized. However, although this cost will increase the total budget amount, it will be offset by the proponents funding the report. No agency contributions will be affected by the increase in budget. We are scheduled to make a selection of the consultant by our June 11<sup>h</sup> Commission meeting. Upon funding, we will prepare and amended Budget for your consideration.

### **C. DISCUSSION**

The matrix showing the proposed budget for fiscal year 2014-2015, along with the final budget for the current fiscal year, together with known expenditures through June 2, 2014 is attached. This proposed budget is based upon the following assumptions:

- 1) The proposed budget includes the Commission Clerk as an employee budgeted full time as opposed to the current year budget which included the Clerk at 36 hours per week. In January 2012 this position was changed from a contract position to be a 32 hour regular staff position. However, it is common for the clerk to work additional hours due to workload, and is currently working approximately 37.5 hours per week.
- 2) Increased personnel costs are a result of a combination of salary increases, additional expenses in benefits and increased hours of the clerk position.
- 3) A decrease in operating costs has been budgeted, mainly due do to a decrease in rent, no A-87 costs charged this year and a decrease in Commission travel budget (we had budgeted a larger amount than normal last year for hosting the CALAFCO

conference). We do anticipate increases in funding for Legal Consultants and staff travel. The proposed budget amount of \$80,000 for Municipal Service Reviews would allow the continued work of the existing contracts and would allow several of the cities MSR's to be funded.

- 4) We have budgeted for an increase in Legal consulting fees from \$20,000.00 to \$30,000.00. If this amount is exceeded, it is likely to be proposal related, and these charges would be offset as they would likely be charges against proposal billings. We will need to bring forward to the Commission at a later date and amended contract for Legal Consulting.
- 5) This year we were credited some previous years charges on our A-87 charges, resulting in a negative balance. No charges are anticipated for A-87 for this year.
- 6) The expected costs of all health care and benefit programs were calculated based on formulas provided to LAFCO by the County Administrative Office.
- 7) The budget also includes current payment of health insurance costs for 1 retired employee. Based on concerns raised at the hearing for the preliminary budget, I have verified this amount with the Personnel Department and this cost is accurate for our one retired employee (Medical, Dental and reflects increased costs for upcoming year).
- 8) In previous years, funding of reserves has built the reserve amount to \$37,200.00 for personnel costs, and \$70,000.00 for a general operating contingency. An additional \$10,000.00 is budgeted for contingencies, to bring it to a total reserves/contingency amount of \$117,200.00.
- 9) The carryover from this year's budget is expected to be approximately \$30,157.39.
- 10) The total proposed operating budget is \$489,579.00, which is an approximately 1% budget increase from last year.

#### **D. SUMMARY**

The fiscal year 2014-2015 proposed budget is based on the assumption of completion of all District Municipal Service Reviews in the budget time frame, and the ongoing process of adoption of Spheres of Influences based on the Municipal Service Reviews. It does not include budgeting for the preparation of the Municipal Service Reviews and Spheres for cities and districts with applicant proposed changes or request for a substantial change in the spheres.

The budget was based on conservative estimates of revenues and expenditures, with adequate funding to ensure that the Commission be able to fulfill its statutory responsibilities in accordance with Government Code §56381 during the fiscal year.

EXHIBIT A

EXHIBIT A

LAFCO FY 2014-2015 FINAL BUDGET TITLE		2013-2014 FINAL BUDGET	2013-2014 Expenditures YTD June 2	2013-2014 Est yr end	2014-2015 FINAL BUDGET	2014-2015 Reserves
2310	Retiree Health	12,430.00	10,334.91	12,430.00	17,324.00	
1002	Salaries/Wages	174,025.00	154,356.20	170,000.00	180,000.00	37,200.00
1005	Overtime	2,000.00	359.92	500.00	2,000.00	
1010	Cafeteria Plans	3,563.00	4,589.88	5,000.00	5,458.00	
1300	P.E.R.S.	48,530.00	40,495.30	44,000.00	49,000.00	
1303	Post Employment benefits	14,930.00	7,658.26	8,500.00	8,664.00	
1301	F.I.C.A.	13,770.00	11,560.45	14,000.00	13,995.00	
1310	Employee Group Ins. + Personnel Costs	15,210.00	13,128.01	15,210.00	16,238.00	
1315	Workers Comp Insurance	400.00	195.70	250.00	232.00	
1325	401(k) Employer Match	750.00	637.50	750.00	750.00	
<b>SUBTOTAL: SALARIES &amp; BENEFITS</b>		<b>285,608.00</b>	<b>243,316.13</b>	<b>270,640.00</b>	<b>293,661.00</b>	<b>37,200.00</b>
2000	Outside Agency Pass Through Fees	1,000.00	2,782.60	2,783.00	1,000.00	
2051	Communications	2,800.00	2,367.80	2,800.00	2,000.00	
2052	E.O. Cell Phone	850.00	900.33	980.00	900.00	
2140	Liability Ins./Comm. Workers Comp.	2,110.40	2,442.03	2,442.03	2,500.00	
2291	Computer Maintenance					
2408	Auditor Fees	2,000.00	4,385.52	4,800.00	4,800.00	
2439	Membership Dues	2,878.00	2,920.00	2,920.00	2,955.00	
2456	GIS Mapping					
2481	PC Acquisition					
2500	MSR/Sphere Updates	80,000.00	29,671.32	50,000.00	80,000.00	
2510	PC Upgrades				2,000.00	
2511	Printing/copy machine/interoffice mail	2,500.00	1,569.19	2,000.00	3,400.00	
2523	Office Supplies & Exp	2,000.00	1,839.82	2,000.00	2,400.00	
2524	Postage	2,500.00	2,092.11	2,500.00	2,500.00	
2528	Outside Audit Costs					
2554	Commissioner Fees	9,600.00	4,824.48	5,624.48	9,000.00	
2555	Legal/Consultants	20,000.00	21,125.00	26,000.00	30,000.00	
2556	County Services					
2568	Data and System access charges	6,613.00	5,982.86	6,613.00	6,568.00	
2701	Legal Notices/Publications	2,500.00	1,105.60	1,850.00	2,500.00	
2709	Software Charges (IPPS)	466.00	435.00	466.00	895.00	
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<b>REVENUE:</b>						
<b>REVENUE: TITLE</b>		<b>2013-2014 FINAL Budget</b>	<b>2013-2014 Actual YTD 2-Jun</b>	<b>2013-2014 Year end Projected</b>	<b>2014-2015 ESTIMATED REVENUE</b>	
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8218	Forms and photocopies		4.69	4.69	100.00	
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		<b>484,192.63</b>		<b>472,662.90</b>	<b>489,579.00</b>	



**EXHIBIT B**  
**Placer LAFCO Work Status Plan**

At the Commission hearing of April 9, 2014, Commissioner Treabess requested that staff report back with information regarding activities and progress of Placer LAFCO. Below is a preliminary report to the Commission on activities of Placer LAFCO during the current fiscal year. Upon receiving input from the Commission, I am recommending that we report back to the Commission on a regular basis to be determined by the Commission on current and anticipated activities, as well as the format of this report.

**LAFCO accomplishments and work status for Fiscal Year 2013-2014:**

Proposals considered by the Commission:

- Comments to Nevada LAFCO regarding the Truckee Donner Public Utility District Sphere of Influence (July 2013)
- Adoption of Auburn Cemetery District Municipal Service Review and approval of Annexation (November 2013)
- Meyer Annexation to the City of Auburn
- Lincoln Village 7 Annexation (March 2014)

Municipal Service Reviews currently in process, will be heard by the Commission in the next fiscal year. These are Municipal Service Reviews which are currently under contract with consultants and in the preparation stages:

- Cemetery Districts Municipal Service Review
- Tahoe/Martis Valley Municipal Service Review
- Western Slope Fire Municipal Service Review

Proposals currently in review:

- Town of Olympic Valley
  - Comprehensive Fiscal Analysis

Proposals in preapplication stages and early discussions:

- Island Annexation to the City of Rocklin
- Nevada Irrigation Annexations
- Northstar/PCWA reorganization
- Brewer out of service extension to South Placer MUD
- Lincoln Village 1
- Martis Valley West Parcel
- Small annexation in North Rocklin

Request for Proposals and selection of On-Call Environmental Consultant

Review of Notice of Preparations and other ongoing environmental review

Review of Legislation and staff support to CALAFCO Legislative Committee

Staff support and hosting of 2013 CALAFCO Annual conference at Squaw Creek

Staff participation in CALAFCO conferences

Relocation of LAFCO office and substantial savings on rental costs

Digital Scanning of Placer LAFCO files, Commission Clerk has scanned files from 1964 to 1984, continues as time permits.

Provide continuing outreach with public, districts and cities

### **Anticipated upcoming Commission proposals and issues (FY 2014-2015)**

- Town of Olympic Valley
  - Comprehensive Fiscal Analysis
  - Environmental Determination and review
  - Incorporation proposal
- Western Slope Fire Study Municipal Service/ Sphere of Influence Study and implementation of recommendations
- Cemetery District Municipal Service Review/ Sphere of Influence Study and implementation of recommendations
- Tahoe/Martis Valley Municipal Service Review/ Sphere of Influence Study and implementation of recommendations
- Brewer out of Service Extension to SPMUD
- Rocklin Island Annexation
- Nevada Irrigation District Annexations
- Initiation of Municipal Service Reviews for the following cities and districts, based on available funding:
  - Rocklin
  - Loomis
  - Auburn
  - Colfax
  - Auburn Recreation District

### **Anticipated Staff work (in addition to above listing)**

- Review and processing of incoming proposals  
2
- Ongoing review of environmental documents

- Support to CALAFCO Legislative Committee
- Review of LAFCO policies
- Ongoing training to staff as required
- Continued scanning of LAFCO files
- Continued outreach
- Prepare plan for GIS introduction and training of staff on GIS basics.
- Provide regular updates to Commission on progress, work with Commission on criteria.

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3 Best Pickleball Paddles

## Recreation Ramblings

### Pickleball players to soon get their day on court

By: Kahl Muscott, Special to the Auburn Journal



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Just what the heck is pickleball? According to Wikipedia, "Pickleball is racquet sport which combines elements of badminton, tennis and table tennis."

The NBC Nightly News recently featured a segment on pickleball and referred to it as one of the fastest-growing sports in America. That claim certainly fits with the narrative that the Auburn area and the Auburn Recreation District have experienced in the last five-plus years.

This sport, played by all ages but very popular with the over-50 crowd, is taking our area by storm. As a matter of fact, our most recent tournament at Meadow Vista Park featured over 100 players, many from out of the area, with most from the foothills region. It is safe to say we are knee-deep in the brine. How did we get here, and what does that have to do with the future? First, a little history:

In 2007, ARD was approached by a group of pickleball players who had been using portable nets and blue painter's tape to make temporary pickleball courts on our existing tennis courts.

This group noted that four pickleball courts can fit on to a standard tennis court and inquired about creating permanent pickleball courts. The

suggestion was to convert an existing, underused and structurally deficient tennis court at Meadow Vista Park. The ARD Board agreed, and by late spring 2008, we had our first set of permanent pickleball courts. From there, our pickleball journey ramped up to warp speed. More players, our first tournaments and excitement from the community found ARD painting pickleball court lines on the floors at the Recreation and Regional Park gyms, creating well-used year-round play.

ARD is now at the point of needing to add even more pickleball courts. Many of the people who have approached ARD with this plea have advocated for new courts at Regional Park. Staff and the board agree, and we find ourselves approaching a decision. There are six existing tennis courts at Regional Park. While these courts get their fair share of players, there has been a noted decline in use over the past three to five years. ARD can convert one of these to four pickleball courts for less than \$20,000. The cost to build new pickleball courts will exceed \$100,000. While the math seems to make the decision easy, ARD is careful when it comes to taking away recreation opportunities, even when the cost/benefit favors a change.

Earlier this year, ARD posted signs at all of the Regional Park tennis courts, informing the users that ARD is considering converting a court. Since that time we have received many



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comments, both for and against the conversion. We have also been keeping an eye on the usage of the courts, taking counts during certain times of the day. The goal of ARD staff is to report these findings and recommendation to the Board of Directors in June or July of this year, with a decision on the conversion or building of new courts to follow. If you have not weighed in on this issue, we value your input. Please feel free to send me your thoughts at [kmuscott@auburnrec.com](mailto:kmuscott@auburnrec.com) or call me at (530) 885-0611 ext. 102. We are excited to be on the forefront of this rapidly expanding sport, and relish many years of pickle excitement (all puns intended).

**Keywords:**

Kahl Muscott Pickleball Auburn Recreation District

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**Scott Holbrook** Top Commenter CEO/Janitor at Scott's Econo Lube N' Tune & Brakes

I love Pickle Ball - it is a great sport, as is tennis, I hope people will chime in on their preferences and suggestions - it does make a difference. Alas there is not enough funding to provide for all the wants - be all at ARD do work hard to create as much fun for as many we can with the limited funding available. Also know the last Thursday of the month is the meeting of the entire board - where comments are always welcome. Call the number above or visit [www.auburnrec.com](http://www.auburnrec.com) for more info. For me right now I am leaning on converting - but hope to hear more. (btw for those who may not know I serve on the ARD Board & any comments shared are just my own, not ARD's)

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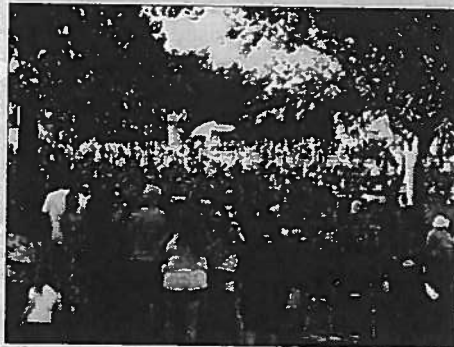
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The Foresthill Messenger, Wednesday, June 11, 2014

## Party in the Park



The Auburn Recreation District is presenting the 13th Annual Party in the Park Friday, June 20, at Regional Park in Auburn.

This Free concert features the roots reggae, funk and fun from the headlining band Pure Roots. Mobile Rock will once again be providing interactive fun in the Kid's Zone. This event includes a food court, information and craft vendors, as well as a beer garden. The party starts at 5:30 pm with warm up band, Mojo Green

Grab your folding chairs or blanket and bring the whole family out for a summer evening in the Park.

For more information visit [www.auburnrec.com](http://www.auburnrec.com)

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## Relief from torrid temperatures should arrive today in Auburn

By: Gus Thomson, Journal Staff Writer



Relief from triple-digit temperatures arrives today and should stick around for the weekend in the Auburn-area foothills.

The National Weather Service is forecasting a high of 87 degrees today – as the thermometer plummets 13 degrees from Tuesday's high of 100.

Weather bureau meteorologist Polly Osborne(cq) said Tuesday that the cool-off is being caused by a marine layer of colder air stretching into the foothills and a delta breeze helping to make nighttimes more pleasant.

Thursday and Friday will see temperatures even a little cooler than today's, with highs dipping into the low 80s, Osborne said.

"It should be cooler at night, with lows in the upper 50s and low 60s on Wednesday night," she said.

That compares with Sunday and Monday nights, when temperatures stayed in the 70s.

The Marsha Skinner Pool at Auburn's Recreation Park felt the demand for cooling on Monday and Tuesday. Head Lifeguard Kathee McCarl said that



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even though the influx of students on summer vacation hadn't hit hard – some Meadow Vista and Colfax schools are still in session this week – the pool was a hot spot for kids and grownups during the afternoon. An estimated 200 people were at Monday's public session, which lasted from 11 a.m. to 3:30 p.m.

"By 3 p.m. on Monday, things were crazy," McCarl said. "We're expecting more next week."

McCarl said pool visitors should bring sunscreen, water and a hat. The sunscreen should be applied liberally and about once an hour.

"The lower the SPF, the more the need to apply it more often," she said.

While the pool has a water fountain, McCarl said she would strongly advise people to bring their own supply to ensure they drink enough.

"We had one girl who was in tears on Monday because she was so exhausted, hot and tired," she said.

Tuesday's open swim attracted Auburn's Kevin Woods early in the session.

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"I try to get here early for a few laps – before the kids," Woods said.

A year-round swimmer, Woods said he's visited many pools in his travels and Auburn's is clean and kept-up.

"I wish they would open it a little longer but I understand that funding is limited," Woods said.

**Keywords:**

[Weather](#) [Kevin Woods](#) [kathee mcarl](#) [National Weather Service](#) [Recreation Park](#)

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# Auburn Recreation District has big plans for the whole family

SPECIAL TO THE PRESS TRIBUNE

The Auburn Recreation District (ARD) has been providing wonderful parks and a variety of recreation programs and services in Auburn and its surrounding areas since 1948. Our beautiful and scenic parks are among the main attractions in Auburn and Meadow Vista.

Recreation Park, located in South Auburn, is an oak-filled park with lots of history. Amenities include an ADA accessible walk path around the park, swimming pool, splash pool, two playground structures, outdoor fitness area, three baseball diamonds and newly constructed picnic units.

In 2014, ARD plans to offer a variety of fun, family programs and events. You will find something to do with ARD if you are planning to keep yourself or your children active and busy



COURTESY

The Auburn Recreation District will add some family fun with scheduled aquatic programs for adults and children, summer camps for kids, adult fitness programs, picnics in the park, movies under the stars and free park events.

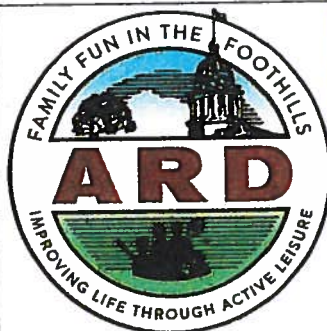
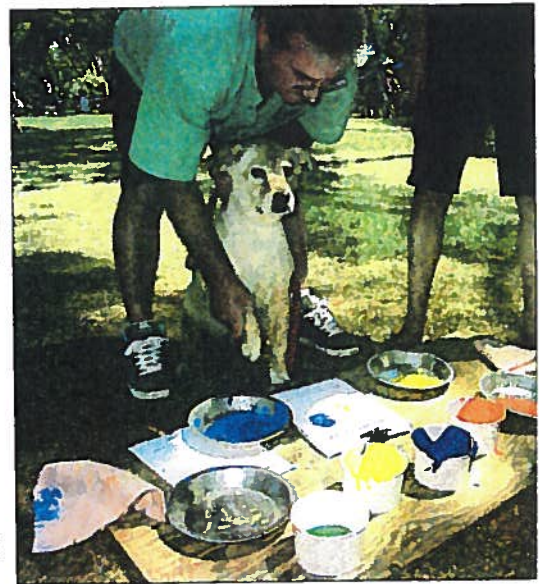
this summer.

On June 20, ARD hosts Party in the Park, a fun family night at Regional Park starting at 5:30 p.m. We are also bringing back the popular Movie in the Park series. Visit our website for the dates of these free movies under the stars.

We have a great summer

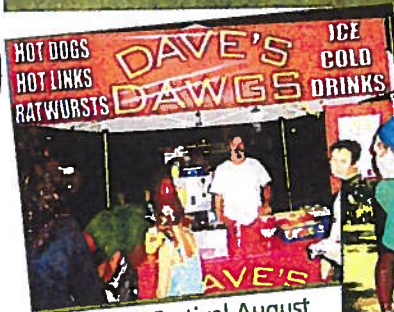
planned - hope to see you there.

If you have never been to one of our parks, visit us at [www.aburnrec.com](http://www.aburnrec.com) and find a park near you. ARD's parks are a great venue for hosting a family gathering, a reunion or a business social. You can always reach us by phone at (530) 885-8461, extension 0.



- Aquatic programs for adults and children
- Summer Camps for Kids
- Adult fitness programs
- Plan a picnic in the park
- Movies under the stars
- Attend a free event in the park

## Plan Your Summer With Us!



Food Truck Festival August

[www.aburnrec.com](http://www.aburnrec.com)  
530-885-8461 ext-0



Obstacle Course Race September



Happy Tails July

"Visit our website frequently for list of fun family events"

# ARD Parks Make Life Better

# Weather draws families for midweek fun

'Perfect' day brings out recreationalists; forecast good for ARD event Friday

BY EYRAGON EIDAM  
JOURNAL STAFF WRITER

The river rocks lining the beach are seemingly warmer to the touch than the foothill air, and yet families still cluster along the banks of the river, inner tubes in hand and ready to soak up the sun on a

Tuesday afternoon.

Today, it isn't just locals enjoying all the American River Confluence has to offer — families from Roseville and Sacramento tiptoe across hot rocks, rafts at the ready, heading to a small patch of swift-moving water several hundred yards away from the

base of Foresthill Bridge.

The water level is low, but it's enough to carry rivergoers quickly downstream while their families and friends wait onshore for their turns on the brightly colored flotation devices.

Pleasant temperatures and opportunity were enough to bring Heather Hyatt and

• SEE WEATHER PAGE A5

## WEATHER: Forecast 'perfect' for Friday's Party in the Park

continued from A1  
her three teenagers, Maddie, Chase and Ryan, to the popular river hangout from Roseville.

"I just love that it's so close and so beautiful," Hyatt said as she and her daughter lounged in the afternoon sun.

At the water's edge, another out-of-towner, Danielle Kaiser, plays with a young puppy, throwing a soggy stick into a small man-made pool while her two kids play just feet away.

Kaiser normally enjoys a day of recreation on the

Yuba River, but she said water levels at the Confluence were more kid-friendly for rafting and swimming.

The mix of temperate weather and good air quality made Tuesday an ideal day for getting outdoors for some exercise.

Recreation enthusiasts aren't the only ones excited about mild temperatures — organizers of the Auburn Recreation District's Party in the Park are also counting their blessings as things ramp up to the Friday event.

Sheryl Petersen, ARD's

recreation services manager, said Tuesday that preparations had yet to start for the popular annual event, which normally sees between 2,000 and 3,000 people. But she said the Friday forecast looks ideal.

"The weather looks like it is going to be perfect, not too hot," said Petersen.

The event will feature 11 food vendors, a kid zone, live music starting around 7:30 p.m., and a host of other family-friendly attractions.

Air pollution rates are

also expected to be in the low to moderate range, according to Placer County Air Pollution Control District representative Ann Hobbs.

Hobbs said breezes, though not so good for the fire danger level, are great for clearing the air of pollution and irritants.

Throughout the rest of the week, the National Weather Service forecasts mid- to upper 80s in the Auburn area.

Reach Eyragon Eidam at  
eyragone@goldcountrymedia.com.

Auburn Journal  
June 18, 2014



AUBURN JOURNAL FILE

Tonight's Party in the Park offers food, music, crafts and other attractions for the whole family. Last year's event had the crowd swaying to the beat.

# Eat, dance, Party in the Park

No invitation needed for Auburn's summer kickoff

BY PAUL CAMBRA  
JOURNAL FEATURES EDITOR

Roots reggae and horn-driven soul funk. If that doesn't get you on your feet, you must be tired from running your kids from the bounce houses to the pony rides to the climbing wall to the face painters and the craft booths. No worries, margaritas are nearby.

Such is life at Party in the Park, Auburn's annual celebration of music, food and all-around fun. Free to all comers (though there is a charge for some of the children's

## PARTY IN THE PARK

**Who:** Music by Pure Roots and Mojo Green; food and drink; bounce houses and pony rides, arts and crafts  
**When:** 5-10 p.m.  
**Friday**

**Where:** Auburn Regional Park, 3770 Richardson Drive, Auburn

**Info:** (530) 885-8461, partyinthepark.net.



activities, and food and drink will be for sale) the party takes place today in Auburn

**"We try to get bands that attract younger groups and still keep Grandma and Grandpa happy."**

Scott Holbrook, Party in the Park organizer

Regional Park.

"We've never had funk at Party in the Park," said organizer Scott Holbrook. "And Pure Roots brings a combination of old and new school reggae. We are always trying to keep the music fresh. We've done Americana, reggae, zydeco, country. ... We try to get bands that attract younger groups and still keep Grandma and Grandpa happy."

• SEE PARTY PAGE A5

*Auburn Journal  
June 20, 2014*

# PARTY: Free music happening helps service club vendors plow dollars back into Auburn

continued from A1

Holbrook is a board member of the Auburn Recreation District. With his experience as a part-time concert promoter, he enjoys the challenge of bringing high-quality, accessible music to the masses.

"When I see all of the happy faces, I get a ton of satisfaction," he said. "If I can present serious musicians in a beautiful park setting, I am combining my two passions, ARD and live music. It's always magical; it's always fun."

Members of Pure Roots, from Santa Cruz, play what they call "roots reggae with a message."

"We are trying to convey a message through our music to better educate and spread love amongst the world," drummer Jeff Allgrove said. "We want people to take a look at this new band out of Santa Cruz and expect to see us on festival lineups."

Tim Bain, guitarist for Mojo Green, grew up in Colfax and is no stranger to Placer County parties.

"This sounds like a great time," Bain said. "We definitely consider ourselves comfortable as a festival band. Our main goal is to get people to dance. We're very high-energy; we're really into connecting with the crowd. It's all about encouraging people to cut loose and let it all go on the dance floor."

That should not be a problem, as the expansive lawn beckons barefoot boogeying.

"Festivals are usually highly anticipated events, and the energy from the audience kind of gets carried on to the artist," Allgrove said. "You really feel the energy at a festival; it brings out the best in any musician."

And so far it's brought out the best in Auburn and her surrounding communities.

The crowd ranges from extended families to fans of the bands. Beer and wine and then some are sold in the food court, but problems are few and far between.

"I have never seen an incident there, never," said Bart Ruud of Auburn. "That's a testament to our law enforcement. You see a happy crowd, people who come year after year, arrive early to throw their blanket down and stake out a spot from where they might view the stage. It's a good event for Auburn."

Ruud has spent most of his Party in the Park hours managing the barbecue for one of the many service clubs that sell food and drink. This year in the food court, in addition to grilled meat, you'll find everything from pizza to veggie wraps.

"When you have something

like this, service clubs make a few dollars and that goes back into the community in scholarships and assistance to the community," Ruud said. "It's really good; it brings outside money in, a substantial amount I would venture to guess."

Keith Nesbitt, a member of the Auburn City Council, said he likes the idea of outside money finding its way to local charities and needs. And while it is a free event — and parks and picnic baskets go hand-in-hand — anything you spend at, say, his Rotary Club's booth, will be put to good use in the community.

"I spend half the time working the Rotary booth and the other half listening to music," Nesbitt said. "Most of the music I've liked, but regardless, it always seems to be a nice, warm evening. My son was into heavy metal and was just start-

ing to discover reggae last year. It was pleasing to see him enjoying real music for a change.

If you don't like the music this year, there's a good chance it will be different next. Whatever the act, though, the people keep coming out and the event's reputation keeps growing. Grownups dance, kids play, kids dance, grownups play.

"It's all good," Ruud said. "I gives people a social evening an adventurous evening. The band they may never hear of it could be a different genre of music, but it's free and they don't like it they car leave."

But chances are they won't. Too much positive energy going on.

Features editor Paul Cambra can be reached at paulc@goldcountrymedia.com