

**AUBURN AREA RECREATION AND PARK DISTRICT MEETING OF THE
PROGRAM, PERSONNEL, POLICY, FEE & LEGAL REVIEW COMMITTEE AGENDA**
WEDNESDAY, AUGUST 17, 2022, 12:30 PM
CANYON VIEW COMMUNITY CENTER, FOOTHILL ROOM
AUBURN, CA 95603

Materials related to an item on this Agenda submitted to the District after distribution of the agenda packet are available for public inspection by contacting the District Administrator at kmuscott@auburnrec.com or by calling (530) 537-2186 (M-F).

Due to the current COVID-19 crisis, the public will not be allowed to physically attend the meeting. The public may participate in the meeting through Zoom. The link for this meeting is <https://us06web.zoom.us/j/86330211306>. The public can use this link and/or call 1 669 900 6833 Webinar ID: 863 3021 1306 to participate.

People using the Zoom website will be able to see and hear the Committee, and the Committee will be able to hear the public. The Committee will not receive any visual/video from the public. This is done to avoid inappropriate visual content at the meeting.

Questions and comments can be sent via email to the District Administrator no later than one hour before the meeting. These emails will be read aloud at the meeting and responded to accordingly. Emails can be sent during the meeting, and staff will work to ensure that all are read, however the best way to have your comment heard is through the Zoom meeting or the associated phone number.

If you are a person with a disability and need an accommodation to participate in the District's programs, services, activities and meetings, contact Kahl Muscott at (530) 537-2186 or kmuscott@auburnrec.com at least 48 hours in advance to request an auxiliary aid or accommodation.

1.0 CALL TO ORDER

Holbrook _____ Ferris _____

2.0 ANNOUNCEMENTS, AGENDA REVIEW, CHANGES AND APPROVAL

3.0 PUBLIC COMMENT – This is the time wherein any person may comment on any item not on the agenda within the subject matter jurisdiction of the Committee Chairperson, please state your name and address for the record (optional). There is a time limitation of three minutes.

4.0 BUSINESS

4.1 Approval of Minutes from the July 20, 2022 Program, Personnel, Policy, Fee & Legal Review Committee Meeting (Pages 3-4)

Recommendation: Review and approve minutes.

4.2 Shaping Public Opinion (Pages 5-27)

Shall ARD review and consider creating policies and/or goals for social media posts and the sharing of ARD information?

4.3 Approval of Legal Bills

None.

Discussion items:

None.

5.0 ITEMS TO BE CONSIDERED AT FUTURE PROGRAM, PERSONNEL, POLICY & FEE COMMITTEE MEETINGS

None.

6.0 PENDING ITEMS REQUIRING MORE DETAILED RESEARCH

None.

ADJOURNMENT

AUBURN AREA RECREATION AND PARK DISTRICT
This agenda is hereby certified to have been posted as follows:

8/12/2022
Date

9:30 Am
Time

Cathy Wainford
Secretary to the Board

**Auburn Area Recreation and Park District
Minutes
of the Program, Personnel, Policy, Fee & Legal Review Committee Meeting
Wednesday, July 20, 2022 at 12:30 PM
Canyon View Community Center
471 Maidu Drive
Auburn, CA 95603**

1.0 CALL TO ORDER

The meeting of the Program, Personnel, Policy, Fee & Legal Review Committee was called to order at 12:38 p.m.

ROLL CALL

Director Holbrook and Director Ferris were present.

2.0 ANNOUNCEMENTS, AGENDA REVIEW, CHANGES AND APPROVAL

The agenda was approved by the Committee.

3.0 PUBLIC COMMENT- This is the time wherein any person may comment on Any item not on the agenda within the subject matter jurisdiction of the Committee. After you are recognized by the Committee Chairperson, please state your name and address for the record (optional). There is a time limit of three minutes.

None.

4.0 BUSINESS

4.1 Approval of Minutes from the June, 2022 Program, Personnel, Policy, Fee & Legal Review Committee Meeting

The minutes from the June 22, 2022, Program, Personnel, Policy, Fee & Legal Review Committee meeting were reviewed and approved by Director Holbrook and Director Ferris.

4.2 ARD Policy Change: Native Tree and Plant Policy

Director Holbrook did not have a recommendation; Director Lynch had a positive recommendation to send this item to the Board of Directors. Director Lynch asks that the item not be forwarded until the next Board of Directors meeting which will be August 25th, 2022.

4.3 Approval of Legal Bills

None.

Discussion items:

1. Shaping Public Opinion – To increase public awareness, Director Holbrook suggested that ARD use social media more i.e., Facebook. He would like ARD to look into the cost of creating a tri-fold mailer to announce to the public:
 - The State of the District
 - Awards that have been awarded to ARD
 - Highlighting upcoming projects
2. Travel, Training, Education and Govt. Per Diem Reimbursement Policy Review. A review of ARD’s policies on travel, training, education and government reimbursement policies. This item was discussed by the Committee and no changes were recommended at this time.

5.0 ITEMS TO BE CONSIDERED AT FUTURE PROGRAM, PERSONNEL, POLICY, FEE & LEGAL REVIEW COMMITTEE MEETINGS

None.

6.0 PENDING ITEMS REQUIRING MORE DETAILED RESEARCH

None.

ADJOURNED

As there was no further business, the meeting was adjourned at 1:07 p.m.

Cady Weyford
Board Secretary

7/22/2022
Date

4.2 Cover sheet – Shaping Public Opinion

Auburn Area Recreation and Park District (ARD) Policy Committee Meeting June, 2022; July, 2022; August, 2022

The Issue

Shall ARD review and consider creating policies and/or goals for social media posts and the sharing of ARD information?

Background

The ARD Policy Committee has been reviewing information about how ARD shares information with the public. Those discussions include:

- 1) The possibility of creating and sending out an Annual Report type document. Director Holbrook shared a copy of an 8-page annual report that was created and sent by the Hayward Area Recreation and Park District (HARD). A copy of that document is attached. HARD District Administrator Jim Wheeler commented that “We printed 105,000, it was expensive but I think totally worth it”. ARD staff sought pricing to print and mail a similar document to our approximate 23,000 mailing addresses. A 4-page Annual Report would cost approximately \$8,000 to print and mail. An 8-page Annual Report would cost approximately \$10,000 to print and mail.

Staff had a less expensive idea – include the Annual Report in one of the regular Activity Guides. The cost for this would be substantially less.

ARD used to create an Annual Report, that was posted on the ARD website. This Annual Report received very few comments/feedback, and was discontinued after 2016. A copy of that last report is attached.

- 2) Looking at how ARD uses its social media platforms to share information. Information on ARD’s Facebook and Instagram postings is attached.

ARD also sends out approximately 8 - 10 Constant Contact emails each year. Information about our most recent Constant Contact email is also attached.

Recommendation

Review and discuss.

Staff has the following recommendations:

- 1) Include an Annual Report in the Winter Activity Guide each year (mailed at the end of each calendar year)
- 2) Continuing on with our growth in posts with Facebook and Instagram. We are already posting close to 6 posts per week on Facebook. We should be able to easily get that to 7/week, and possibly more, without saturating our followers.

Attachments

ARD Facebook, Instagram and Constant Contact account information, demographics

ARD Social Media Policy

Hayward Area Recreation and Park District (HARD) Annual Report (“Happenings”)

ARD Annual Report for 2015/2016

Auburn Recreation District Facebook and Instagram 2022 post information

In this calendar year, we have made 180 posts/events on **Facebook** (through 8/8/22). That is 5.8 posts/week. Our highest reached post is our "Harvest Festival Event" that we created. That event has currently reached 88,607 people.

Top 10 Facebook Posts of 2022

1. Harvest Festival Event	88,607	Posted July 20
2. Food Truck Fiesta Event	15,099	Posted July 14
3. The Floating Egg Hunt Event	12,128	Posted January 31
4. Movie In The Park Event, Sing 2	6,563	Posted July 12
5. Boots and Belle's Post	5,472	Posted February 24
6. Obstacle Course Post	5,374	Posted July 29
7. Food Preview for Party In The Park	5,291	Posted June 14
8. Junior Rangers Program	4,003	Posted June 9
9. Floating Egg Flyer	3,867	Posted March 1
10. Sierra Pool Closed July 15	3,860	Posted July 12

Our Most Commented Post

Free Fishing Day in March	34 comments.	Posted March 15
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In this calendar year we have posted 84 times on **Instagram**. That is 2.7 posts/week. A majority of the time we are posting on the stories which is a separate area of Instagram.

Top 10 Posts Instagram Posts of 2022

1. Boots and Belle's Family Dance Flyer	3,182	Posted April 27
2. Food Truck Fiesta Flyer	2,352	Posted July 26
3. Boots and Belle's Flyer	1,993	Posted February 24
4. Floating Egg Hunt Flyer	1,603	Posted March 1
5. Robalos Flyer	1,303	Posted April 11
6. Lifeguard Class Recruitment	939	Posted March 17
7. Spring Break Lego Camp	926	Posted March 14
8. Party In The Park Flyer	486	Posted June 17
9. Adult Basketball Champions	483	Posted January 14
10. Snow Day at Recreation Park	464	Posted February 22

Our Most Commented Post

The sheep video	4 comments	Posted May 17
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Auburn Recreation District Facebook followers compared to other agencies and businesses

Page		Total Page Likes	From Last Week	Posts this week	Engagement this week
1	 El Dorado Hills Commu...	6.1K	▲ 100%	16	1.2K
2	 City of Rocklin, Californi...	5.4K	▲ 100%	0	589
3	 Cordova Rec & Park Dis...	4.7K	▲ 100%	0	280
4	 Fair Oaks Recreation & ...	4.7K	▲ 100%	0	1.2K
5	 Sunrise Recreation & Pa...	4.2K	▲ 100%	0	35
YOU	 Auburn Recreation Distr...	4.1K	▲ 100%	3	1K
Keep up with the Pages you watch.		Get more likes			
7	 Carmichael Recreation ...	3.5K	▲ 100%	4	631
8	 Auburn Racquet & Fitne...	3.5K	▲ 100%	0	409
9	 City of Auburn, Californi...	2.9K	▲ 100%	0	1.6K
10	 Auburn Chamber of Co...	2.9K	▲ 100%	0	426
11	 Auburn Racquet & Fitne...	3.5K	▲ 100%	0	409
12	 City of Auburn, Californi...	2.9K	▲ 100%	0	1.6K
13	 Auburn Chamber of Co...	2.9K	▲ 100%	0	426
14	 OVparks: Orangevale R...	2.8K	▲ 100%	6	46
15	 Auburn Bike Park	2.7K	▲ 100%	1	35
16	 Truckee Donner Recreat...	2.6K	▲ 100%	7	238

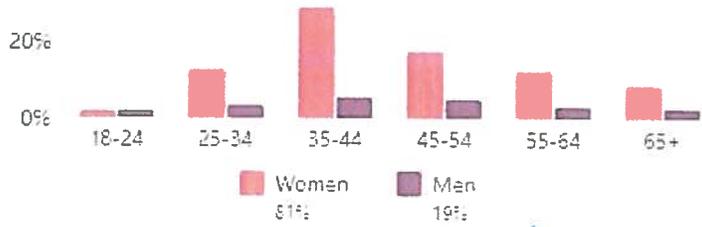
Auburn Recreation District Facebook and Instagram Demographic Information

Audience ⓘ

Facebook Page likes ⓘ

4,066

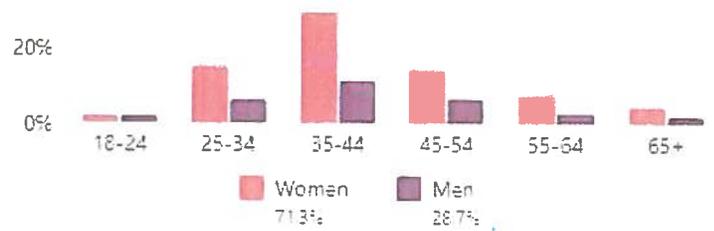
Age & gender ⓘ



Instagram followers ⓘ

1,535

Age & gender ⓘ



[See audience report](#)

**Auburn Recreation District Constant Contact email info
for email sent 8/9/22**

Email Performance

See how your emails are doing with your audience. [Compare your results to the industry average.](#)

Sent

10450

Open Rate

43.3%

This 43.3% open rate is well above all industry average at 30.35%. For other recreation, sports and entertainment average open rate is 35.41%.

Click Rate

2.9%

Opens

Sent	4497
Bounces	10450
Successful Deliveries	67
Clicks	10383
Did Not Open	296
Unsubscribed	5886
Spam Reports	28
5	
Desktop Open Percentage	90.3%
Mobile Open Percentage	9.7%

Link	Segmentation Lists	Unique Clicks
https://www.auburnrec.com/events_obstacle-race.php		<u>84</u>
https://www.auburnrec.com/events_harvestfestival.php		<u>78</u>
https://www.auburnrec.com/events_food-truck-fiesta.php		<u>78</u>
https://www.auburnrec.com/events_aint-dead.php		<u>69</u>
https://auburnrec.recdesk.com/Community/Home		<u>65</u>
http://auburnrec.recdesk.com/Community/Programs	<u>Auburn Recreation District Customers</u>	<u>52</u>
http://auburnrec.com/events_obstacle-race.php	<u>Auburn Recreation District Customers</u>	<u>29</u>
https://www.auburnrec.com/events.php		<u>12</u>
https://auburnrec.recdesk.com/Community/Program/Detail?programId=636		<u>11</u>
https://auburnrec.recdesk.com/Community/Program/Detail?programId=635		<u>10</u>
http://www.auburnrec.com/		<u>7</u>
https://twitter.com/intent/tweet?text=Fall+Events+Are+Coming%3A+https://conta.cc/3CaSQD1		<u>3</u>
https://www.linkedin.com/sharing/share-offsite/?url=https://conta.cc/3CaSQD1		<u>1</u>
https://www.facebook.com/sharer/sharer.php?u=https://conta.cc/3CaSQD1		<u>1</u>

Link	Segmentation Lists	Unique Clicks
Total Click-throughs		500

Reach customers searching for products or services like yours on Google and only pay for actual clicks.

Click-Through Distribution

When a contact clicks a link in your email, we'll show you the stats here.

Send History

History of this email being sent including how many people it was sent to.

Date	Sent Count	Status
Tue, Aug 9, 2022 6:15 pm PDT	10450	Your email has been successfully sent.

From the District Policies and Procedures Manual

XXXI. Social Media Policy

The purpose of this policy is to set forth the guidelines for the utilization of social media and social network sites to further enhance communication and provide information to the public. The components of the District's social media policy are as follows:

- A. The District shall comply with applicable federal, state, and local laws, regulations, and policies. This includes adherence to established laws and policies regarding copyright, records retention, release of public information, and privacy.
- B. Employees representing the District via social media outlets must conduct themselves at all times as representatives of the District and act professionally and within established work rules and policies. Employee postings of a personal nature on District social media sites are not allowed. Posting on District social media sites will only reflect the views of the District. Employees that fail to conduct themselves in an appropriate manner may be subject to discipline up to and including termination.
- C. Any and all information posted, or pages created, on behalf of the District must directly pertain to District business.
- D. District social media sites are subject to the California Public Records Act. Any content maintained on a District social media site that is related to District business, including a list of subscribers, posted communication, and communication submitted for posting, may be considered a public record and subject to public disclosure.
- E. Articles, posts and comments containing any of the following forms of content will not be allowed and will be removed as soon as possible:
 1. Profane language or content.
 2. Comments in support of, or opposition to, political campaigns, candidates or ballot measures.
 3. Content that promotes, fosters or perpetuates discrimination on the basis of race, creed, color, age, religion, gender, marital status, sexual orientation, national origin, physical or mental disabilities or status with regard to public assistance.
 4. Sexual content or links to sexual content.
 5. Solicitations of commerce.
 6. Conduct or encouragement of illegal activity.
 7. Information that may compromise the safety or security of the public.
- F. The District reserves the right to remove content from any District social media site. Content removal must be in accordance with the Public Records Act.
- G. The District reserves the right to terminate any District social media site at any time without notice.



2022
COMMUNITY
NEWSLETTER
ANNUAL
REPORT

So much to do, so close to home!



Happenings

HAYWARD AREA RECREATION & PARK DISTRICT

Serving Our Community Since 1944

What's Inside:

- General Manager Message
- Partnerships
- Mission
- Focus Areas
- Parks
- Recreation Programs
- Budget
- Capital
- Grants
- Awards

Para este documento
en español visite:

HaywardRec.org/AnnualReport

Follow us on   



**HAYWARD AREA
RECREATION &
PARK DISTRICT**



Via Toledo Park, San Lorenzo

**DISTRICT
ADMINISTRATION
OFFICE**

1099 E Street
Hayward, CA. 94541
(510) 881-6700

Haywardrec.org
info@haywardrec.org

GENERAL MANAGER

James Wheeler

BOARD OF DIRECTORS

Carol A. Pereira
President

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Vice President

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Peter Rosen
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David Wilhite
Vice President

Ed Avelar
Secretary

Dev Mahadevan
Treasurer

Lowell Hickey
Past President

*Special Thanks to photographers
who made this newsletter possible*

Dear Resident,

Welcome!

to our first Hayward Area Recreation and Park District newsletter. In our first edition we will be highlighting the work our District has done in 2021. Since 1944 the District has strived to provide quality parks and affordable recreational facilities and programs to over 300,000 residents living within the 104 square miles we serve.

The last year during the pandemic we continued to work HARD to advance our mission to enrich the quality of life of our community. Increases in park use, developing virtual course offerings, improvements to our facilities and creation of distance learning pods for students of working parents are just a few of the ways HARD has adapted to this unprecedented crisis.

We continue to focus on improving communication with our residents and advancing equitable programs and services across the District. The recent development of our Justice, Equity, Diversity, and Inclusion (JEDI) Task Force is focused on equitable provision of services in the community and in our workplace. Through improved awareness of what these terms mean and the implementation of best practices, we are committed to making life better for everyone in our community and workforce.

In 2016 the voters within the Hayward Area Recreation and Park District overwhelmingly passed Measure F1, a \$250-million-dollar bond measure aimed at renovating existing facilities and creating new ones. Measure F1 allows for much needed infrastructure improvements at existing parks and facilities, the acquisition of future park properties in park deficient areas and the development of master planning documents to guide the District's future operations and development.

Hopefully, you have had the opportunity to participate in some of our recent events in 2021, including Holiday Lights, where we brought hundreds of community members together and lit up all three of the District's historic mansions for the holiday season, our new Volunteers in Parks, VIP program, where community members come together to meet and make local parks better and our new and improved Mobile Rec program, where traditional recreation programs meet extreme sports in parks across the District.

Finally, I would like to recognize the work of our HARD Board of Directors, Citizen Advisory Committee, Citizen Bond Oversight Committee, HARD Foundation, our community partners and the other elected officials and staff of the public agencies we work with on a regular basis. We at HARD are so grateful for your collaboration and support in making our District a great place to live. Thank you and remember to "Play HARD".

Sincerely,
Jim Wheeler, General Manager

Special Thanks to our Partners

The partners below have helped provide outstanding recreational facilities and programs to our community.



- ▲ Alameda County**
- ▲ H.A.R.D. Foundation**
- ▲ San Lorenzo Unified School District**
- ▲ Castro Valley Unified School District**
- ▲ Hayward Area Historical Society**
- ▲ Trust for Public Land**
- ▲ Cherryland Community Association**
- ▲ Hayward Unified School District**
- ▲ City of Hayward**
- ▲ Resources for Community Development**
- ▲ Deputy Sheriffs Activity League**

*And the numerous donors
and grantors who make
projects possible.*

Strategic Goals



Be responsible stewards of public financial resources including assets, fund balances, liabilities and future obligations.



Enhance the employee experience and teamwork through engagement, recognition, training and development.



Implement the new Parks and Recreation Master Plan.



Maintain parks and facilities to be safe, clean and green.



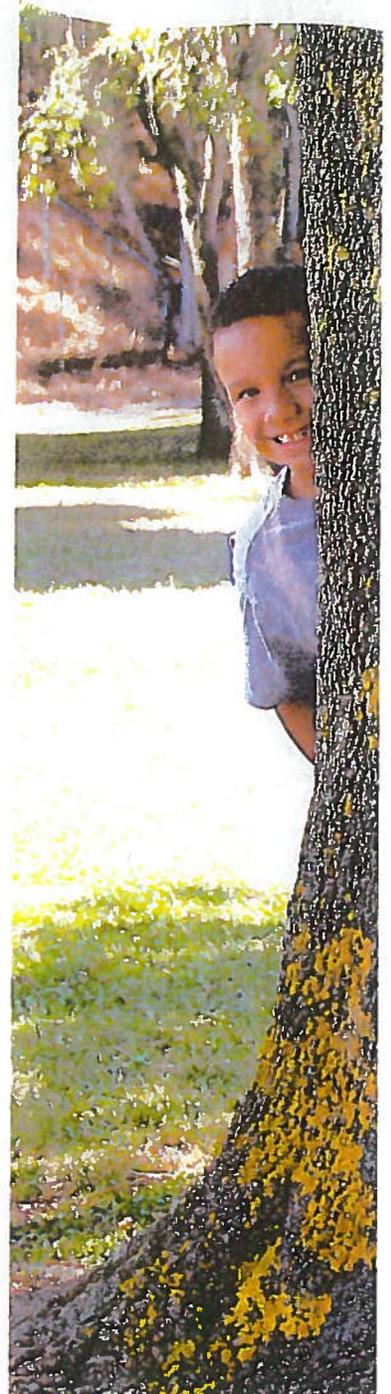
Continue to build trust and collaborate with strategic stakeholders on items of common interest and mutually beneficial partnerships.



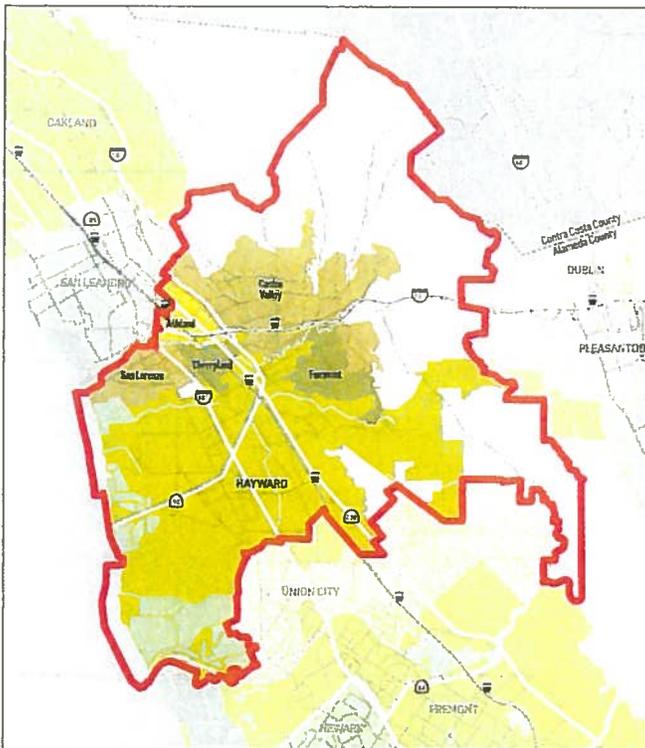
Develop progressive policies, programs and services of award-winning distinction.

MISSION

Our mission is to enrich the quality of life for our community by providing a variety of recreation activities, parks and facilities that promote health and wellness, learning and fun.



HARD Service Area



HARD's park system includes **110 sites** covering about **1,369 acres.**

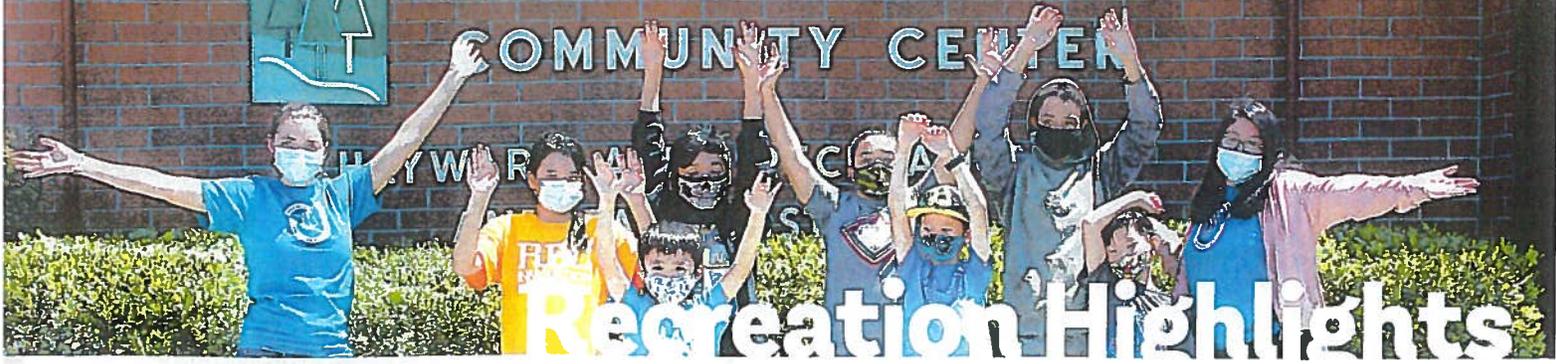
We provide Park and Recreation Services to over **309,000 residents.**

Just over half of the population lives in the **City of Hayward (53%)** with the remainder in

- Castro Valley (21.5%),**
- San Lorenzo (8.5%),**
- Ashland (8.3%),**
- Cherryland (5.2%),** and
- Fairview (3.7%).**



CASTRO VALLEY COMMUNITY CENTER



Castro Valley Community Center hosts a variety of programs.

2021 presented many opportunities to create new programming to ensure social distancing while offering outstanding recreational and learning programs to residents of all ages.

Quality recreational opportunities are critical to healthy communities and adaptability was the critical for reactivating services in 2021. HARD created and adjusted programming to ensure social distancing while offering outstanding recreational and learning programs to residents of all ages throughout our community.

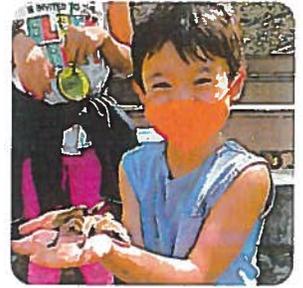
“Truly a well run camp with outstanding leaders.”

When necessary, our programs became virtual (such as virtual art classes and wildlife visits) and when possible, they returned to in-person programming while ensuring all safety protocols were followed. Efforts increased to get people outdoors to safely enjoy healthy activities, and new innovative programs were developed to support families, such as the development of full-day learning pods to help support remote learners. Other programs such as in-person summer camps served the developmental needs of our youth. Keeping community members active and mentally healthy through our recreation and sports offerings has been a critical focus.

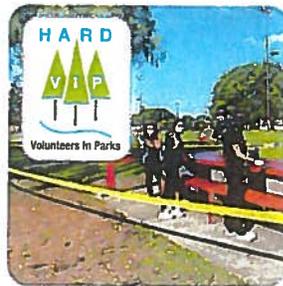


Over **\$25,000 in scholarship** money was provided to ensure that families of all income levels could participate a broad scope of recreation.

Rec Innovations **summer camps expanded to serve over 800 students.**



Sulphur Creek held nearly **150 virtual programs** reaching over **4,100 participants** in the first half of 2021.



The new **Volunteers in Parks** program **provided 1,085 hours of service** to assist in maintaining and improving our parks.

The new Mobile Recreation Program **served 200 kids in its first 2 months** by bringing the park to their neighborhoods.



HARD's **aquatics programs served over 23,000 participants** in 2021.



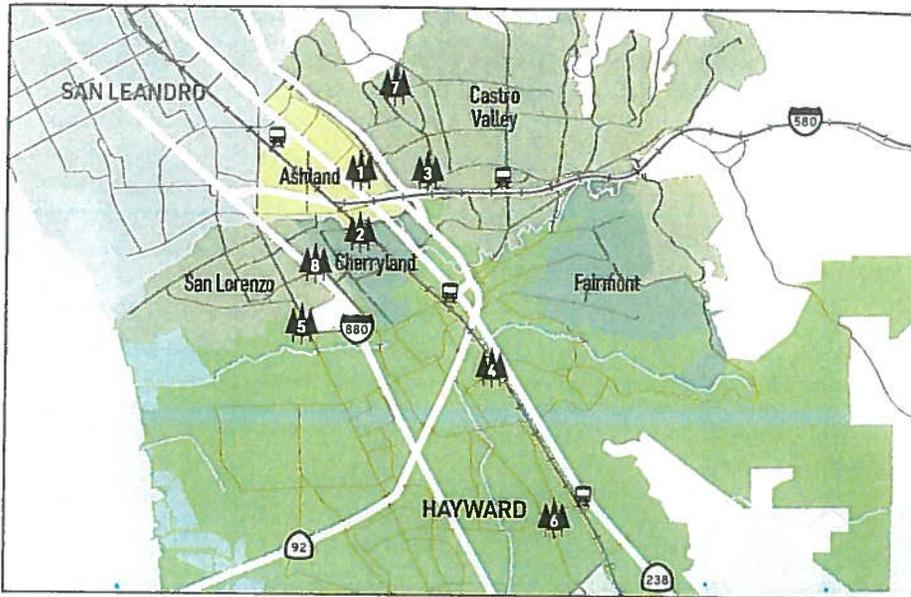
Outdoor Fitness Courts

New *National Fitness Campaign* outdoor fitness courts provide opportunities for free circuit training at at three parks (Tennyson Park, Oliver Sports Park, and the Eden Greenway near Southgate Park). These new workout areas are popular and provide an important health benefit to the community.

This program was partially funded with Measure F1 proceeds, as well as with a \$90,000 grant from the National Fitness program and received a 2020 award for Design Excellence in Site Integration from the National Fitness Campaign.

Park Highlights

HARD has been actively working to improve and increase our parks and facilities. The passage of the Measure F1 bond, along with grant funding, donations, and other support, has allowed the District to complete some exciting projects. Below are some recent highlights and more info can be found at [HaywardRec.org/HardAtWork](https://www.haywardrec.org/HardAtWork)



Mia's Dream Come True All-Abilities Playground

Mia's Dream Come True Playground was inspired by the courage, strength, and vision of Hayward's Vasquez-Lacayo family. When Mia Vasquez was born with a severe form of Cerebral Palsy, she wasn't expected to live beyond her first birthday. Mia defied the odds, and by age 10 was a strong young girl who especially enjoyed being outdoors and on playgrounds. In 2016, after seeing how many parks were not built to accommodate children like Mia, her family approached HARD with a sketch and a \$5,000 gift from Make-A-Wish Greater Bay Area for a new, inclusive playground.

After hearing the family's story and the importance of inclusion for all of the District's residents, the HARD Board of Directors unanimously approved the concept. With tremendous contributions from community partners, HARD opened one of the most unique and universally accessible parks in the Bay Area.

Mia's Dream Come True All-Abilities Playground is a unique playground for inclusive play opportunities. It includes a variety of play features and experiences for children of all abilities in a fun atmosphere. Among the features are a Music Therapy Zone, Kindness Arches, Fire Engine, Water Tower Look-out, swings and spinners, slides and rollers, fog sprays, and a space for animal and nature exhibits. The park also provides accessible pathways, picnic areas, seating, a quiet reading area, art sculptures, donor bookshelves, and a new restroom building. Located at Tennyson Park in Hayward, it serves as an exciting destination for the community.

1 Ashland Common

16640 E 14th Street, San Leandro, CA 94578

1 Ashland Mateo

16037 and 16081 Mateo Street, Ashland, CA

1 Ashland East 14th Street

16020 E. 14th Street, San Leandro, CA

1 Mission & Mattox

20478 Mission Blvd., Hayward, CA

These new parks will create 6.4 acres of new parkland and a new 15,000 square foot community center in Ashland, a long-underserved neighborhood



4 **Hayward Community Garden** allows residents to grow garden plots and builds a healthy community

24919 Whitman Street, Hayward CA 94544



2 Cherryland Community Center

built in partnership with Alameda County, this \$22M facility has created an important civic, cultural, and recreational gathering place

278 Hampton Rd. Hayward, CA 94541

3 Hayward Area Senior Center Renovation

will reopen Spring 2022

22325 N 3rd Street, Hayward, CA 94541



5 **Kennedy Park** has undergone a complete renovation to refresh this beloved and popular park which will re-open to the community in spring 2022.

19501 Hesperian Blvd. Hayward, CA 94541



7 **Valley View Park** outreach and planning has started to develop this scenic park in Castro Valley

8 Via Toledo Neighborhood Park

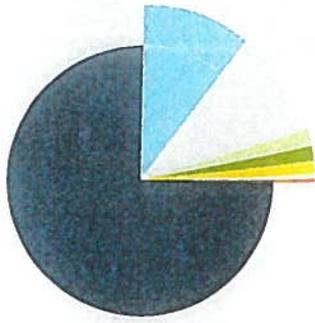
recent improvements have made this a favorite gathering space for recreation in San Lorenzo

101 Hacienda Ave, San Lorenzo, CA 94580

6 **Mia's Dream Come True All-Abilities Playground** has created a wonderful inclusive new destination for families

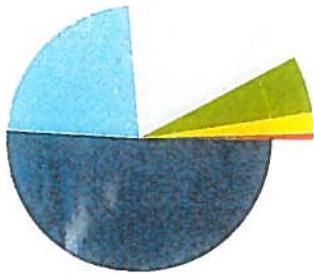
28377 Huntwood Ave. Hayward, CA 94544

Budget Highlights



FY21-22 General Fund Operating Revenue Budget

Property Tax Revenues	\$26,010,523
Special Assessments	\$3,506,692
Charges for Services	\$3,319,282
Intergovt Revenue	\$490,450
Rents: Use of Facilities/Equip	\$632,539
Contract Rent/Leases	\$345,200
Investment Earnings	\$144,000
Donations	\$57,270
Other Sources (not graphed) 1%	\$32,176



FY21-22 General Fund Operating Expenditure Budget

Park and Facility Maintenance	\$17,289,747
Recreation, Arts & Community Services	\$7,760,435
District Management	\$6,267,237
Golf	\$1,792,405
Nondepartmental	\$671,400
Capital Planning & Development (not graphed) 1%	\$135,620

HARD works diligently to ensure fiscal stability. The majority of HARD's operating costs are funded by property taxes, which comprise about 75% of revenue. In addition, voters approved a special assessment in 1997, amounting to a fixed \$28.54 per household annually, which currently comprises 10% of budgeted revenue. Charges for services, including golf and recreation fees, make up about 10% of total revenue, with facility rentals, donations and other revenue comprising the last 5%.

The most recent budget allocated 51% to parks and facility maintenance costs, 23% to recreation programming costs and 5% to golf operations and maintenance. District management costs, including information technology, human resources, finance, clerk and the legislative and executive functions, total 18%.

HARD is always working on strategies to improve fiscal management tools and address challenges. In the past year, the District completed a banking transition, implemented electronic document management in finance and established a pension trust to address unfunded pension liabilities. Although fiscal challenges remain ahead, HARD is committed to a long-term approach and applying best practices for a viable future.

For a more complete look at HARD's 2021-2022 budget please go to haywardrec.org/budget.

Money and Water Stewardship

Due to the ongoing drought, HARD has made several innovative and cost-effective improvements to the irrigation systems within our parks and recreation sites. Using funds from the Measure F1 Bond, we've reviewed our water systems and pinpointed improvements to maintain our sites, provide necessary irrigation, wisely steward the land, and be cost-efficient. These improvements include the installation of a central irrigation control system, flow sensors and master valves. This system has the ability to track and monitor water usage in real time, and automatically shut down if a leak or excess water use is detected. Further, our irrigation system now adjusts to weather conditions, so that the amount of water dispensed for grass and watering maintenance automatically decreases when not needed. In 2019 alone, these updates saved the district \$200,000 and we at HARD anticipate even more savings in the future as we continue to identify water savings.

In addition to these improvements, HARD has begun to use reclaimed non-potable water in portions of Hayward where this resource is available. This effort has resulted in a 25% savings of potable water at Alden E. Oliver Sports Park, Rancho Arroyo Park, Christian Penke Park, and Mt. Eden Park.

Community V.I.P.'s come to the rescue!

Community Service and Alameda County Sheriff's Work Alternative Program workers have long been integral to supporting our work at HARD. Historically, these workers have helped HARD maintain dozens of parks and recreation sites, filling a vital role to make sure our parks are well-maintained for everyone to enjoy. These workers have performed important frontline maintenance such as trash removal, ivy removal, and creek cleanup for our parks and recreation sites, and on average added the equivalent of over 40 full-time workers to HARD. The rise of COVID-19 and subsequent court closures greatly reduced the number of workers from community service and work alternative programs and drastically impacted HARD's ability to maintain and provide upkeep for our facilities, parks and recreation centers.

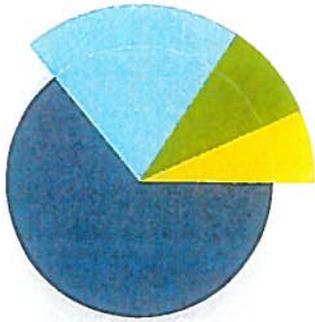
We at HARD are fortunate that dedicated and passionate members of our community have stepped up to meet this critical need. Originally, a group of neighbors near one of our park sites organized to help maintain the park. This effort has quickly grown into a new program known as "Volunteers in Parks," which now benefits parks and facilities throughout the district. Twice a month, these "V.I.P.'s," work with our park foremen to tackle a range of projects in our parks. With 14 organized work events taking place in the first 10 months, the V.I.P. program is expanding in 2022, with plans to rotate between sites throughout the District to support HARD's work. Our community V.I.P.'s not only help fill the gap of park maintenance due to the ongoing pandemic, but more importantly, also promote community participation and pride.

HARD



HARD at Work: Capital Program

We will be renovating 15 basketball courts and 11 tennis courts this year.



Bond Allocation by Property Type	
Parks	\$160,187,494
Facilities	\$50,647,248
Acquisitions	\$23,165,258
Certificates of Participation	\$16,000,000

Thank you for investing in our community parks! Five years ago, District voters overwhelmingly approved the Measure F1 General Obligation Bond to update, renovate and maintain local parks and recreational facilities and to extend opportunities for people of all ages and abilities to enjoy parks. Since then we have been working to improve the quality and safety of neighborhood and community parks that make the Hayward area an extraordinary place to live, work, and play. By law, funds raised by Measure F1 must be spent on capital improvements to parks, playgrounds recreation facilities including community centers and senior centers, trails, and parkland acquisition.

To date, we have invested \$86.7M in bond funds to improve our parks. These improvements have been made in 89 of our 110 parks—and more improvements are coming. Following are a few highlights of our efforts. To learn more, please go to HaywardRec.org/HardAtWork



Added 12.86 acres of parkland in park-deficient areas



Planted 420 new trees



Upgraded the Irrigation Systems in over 70 parks



Upgraded the safety play surfacing in 52 playgrounds

Completed and Open to the Public

- Via Toledo Park
- Mia's Dream Come True All-Abilities Playground
- National Fitness Campaign
- Edendale Park Renovation
- Picnic area upgrades
- Tennis Court Renovations – Phase 1
- Irrigation Central Control System
- Mission Hills Driving Range Renovations
- Oliver Sports Park-Synthetic Turf Soccer Field

Under Construction

- Kennedy Park Renovation
–to be complete early 2022
- Hayward Area Senior Center Renovation
–to be complete early 2022
- Fairmont Terrace Park Renovation and Expansion
- San Lorenzo Community Park- Phase 2
- Sunset Futsal

Construction to Start 2022

- San Lorenzo Community Center Renovation
- Ashland Common
- Tennyson Park Renovation
- Basketball Court Renovations
- Tennis Court Renovations- Phase 2

Completed Plans for Future Work

- Foothill Trail Master Plan
- San Lorenzo Creek Trail Master Plan
- Sulphur Creek Nature Center Master Plan
- Trails and Open Space Master Plan

Projects In Design

- Ashland – Mateo Street Park
- Bidwell Park Renovation
- East 14th Street Park
- Oliver Sports Park – accessibility improvements (ADA)
- Sorensdale Park – accessibility Improvements (ADA)
- Valley View Park



HAYWARD AREA RECREATION
AND PARK DISTRICT FOUNDATION
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ECRWSS

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Recent Award Highlights

Recreation Management Award, Organization Service Award 2020-2021

from Center for Professional Excellence HRT Department, Cal State East Bay

District Safety Award 2020

from California Association for Park & Recreation Indemnity (CAPRI)

Summer Park Program, Outstanding Recreation Program 2020

from California Park and Recreation Society, District 3

Outstanding Activity/Special Event Award of Distinction 2020

from the California Association of Recreation and Park Districts

Outstanding Facility, Cherryland Community Center 2021

from California Parks and Recreation Society, District 3

Outstanding Park, Mia's Dream Come True Playground 2021

from California Parks and Recreation Society, District 3

Mia's Dream Come True Playground, Engineering Excellence Award, Special Projects category 2021

American Council of Engineering Companies of California - Bay Bridge Chapter

Hayward Community Garden, Outstanding Renovated Facility, Award of Distinction 2020

from California Association of Recreation and Park Districts (CARPD)

Recent Grant Highlights

Ashland-Matco Street Park received a \$7,082,000 grant from the State of California—Statewide Park Development and Community revitalization Grant Program—Round 4 (funded by Prop 68) in partnership with The Trust for Public Land TPL (2021)

Ashland Common received a \$7,259,000 grant from the State of California—Statewide Park Development and Community revitalization Grant Program—Round 3 (funded by Prop 68) in partnership with The Trust for Public Land TPL (2020)

Mia's Dream Come True Playground received over \$2.2M in crucial grant funds to become reality, including: City of Hayward Community Development Block Grant \$1,096,000; Alameda County \$500,000; Eden Health Foundation \$200,000; Kaiser Permanente \$200,000; Fremont Bank \$100,000; HARD Foundation \$70,000; Rotary Club \$50,000; National Recreation and Park Association/Disney \$30,000; Bay East Association of Realtors \$7,825; Alameda County Stop Waste \$5,000; Make-A-Wish \$5,000; Packard Foundation \$5,000, and individual donations of over \$7,500.

Meek Estate Parking Lot Renovation & Expansion—completed in 2020 with \$1,000,000 in Measure WW grant funds from East Bay Regional Park District (EBRPD)

San Lorenzo Community Park - Phase 2—to be completed in 2022 with \$635,465 in Measure WW grant funds from East Bay Regional Park District (EBRPD)

D & Clay Street Acquisition received \$555,656 from the State of California—Recreational Infrastructure Revenue Enhancement Grant Program and \$177,952 from the State of California—Per Capita Grant Program (funded by Prop 68) (2021)

Sulphur Creek Nature Center received \$499,998 from the State of California - Natural Resources Agency Outdoor Environmental Education Facility Grant Program (2018)

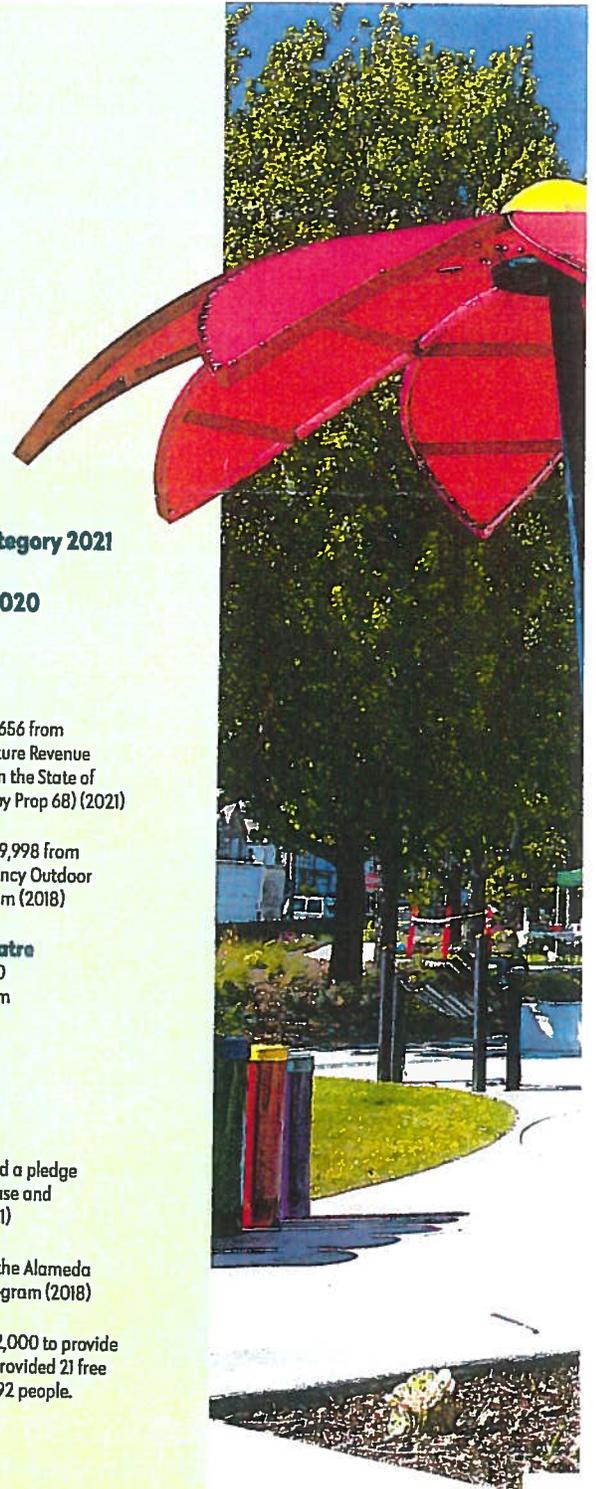
Botany Grounds / Douglas Morrison Theatre Parking Lot Acquisition—completed in 2020 with \$398,000 in Measure WW grant funds from East Bay Regional Park District (EBRPD)

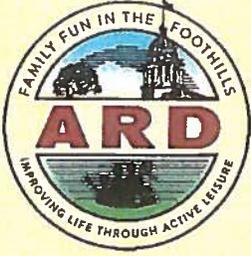
East Avenue Restroom—completed in 2020 with \$146,675 in Measure WW grant funds from East Bay Regional Park District (EBRPD)

Southgate Park Renovation—HARD received a pledge of \$75,000 from GameTime towards the purchase and installation of new playground equipment (2021)

Kennedy Park received a \$5,000 grant from the Alameda County Waste Management StopWaste.Org Program (2018)

Hayward Rotary & Sakai Family Grant, \$2,000 to provide virtual field trips to Hayward youth. The grant provided 21 free educational programs and reached a total of 592 people.





2015/2016

Auburn Area Recreation and Park District Annual Report



A happy, healthy hello to our residents -

We are pleased to offer for your review the Fiscal Year 2015/2016 Annual Report for the Auburn Area Recreation and Park District (ARD). This report provides a brief overview of the fiscal, physical and programmatic activities from the past year (April 1, 2015 – March 31, 2016). While this report is not all-encompassing, it will hopefully share our successes and perhaps generate follow-up questions.

Please feel free to contact us with any questions, comments or suggestions regarding this Annual Report or any ARD park, program or event. We are always here to listen and make YOUR recreation and park district a better place.

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**Parks
Make
Life
Better!**

FY 15/16 Profit and Loss

Revenue

Parks and Recreation Services (class/camp/league regist. etc.)	\$1,009,945
Rents and concessions (picnic and facility rentals)	\$176,900
Miscellaneous revenue	\$61,706
Grants and donations	\$67,504
Interest income	\$48,303
Project revenue – Government (park mitigation fees)	\$400,858
Transfer from other sources (City mitigation fees)	\$106,000
Taxes	\$2,851,024
Total Revenue	\$4,722,240

Expenses

Program expenses (fees paid to instructors, class equipment)	\$257,942
Operations and supplies (insurance, Activity Guide, etc.)	\$296,975
Utilities	\$196,912
Legal expense	\$6,693
Professional Services (auditor, etc.)	\$31,390
Building and Grounds Maint. (fertilizer, weed abatement, etc.)	\$256,765
Property Tax Admin./LAFCO	\$63,630
Salaries	\$1,717,429
Benefits and Payroll costs	\$636,018
Fixed asset purchases	\$149,822
Capital Improvement Projects	\$716,665
Debt service (leases, etc.)	\$39,327
Total Expenses	\$4,369,568

Transfers to Reserves

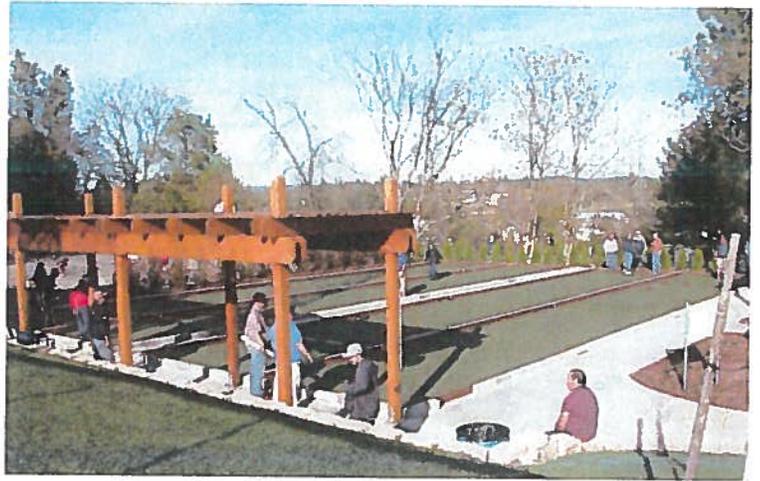
Equipment Replacement Reserve (new equip., vehicles)	\$50,000
Capital Construction Reserve (new & infrastructure projects)	\$136,000
ADA Reserve (for ADA upgrades to the District)	\$5,000

Surplus/(Deficit) \$161,672¹

Note¹: \$112,000 to be transferred to Equipment Reserve in FY 16/17

Parks and Facilities

- Four new bocce ball courts were constructed at Recreation Park. These 12'x80' courts were officially unveiled on December 5th.
- ARD received the first ever Gold Standard Access Award from Placer Independent Resource Services. This award was presented to ARD for its efforts in making your parks and facilities more accessible for all users.

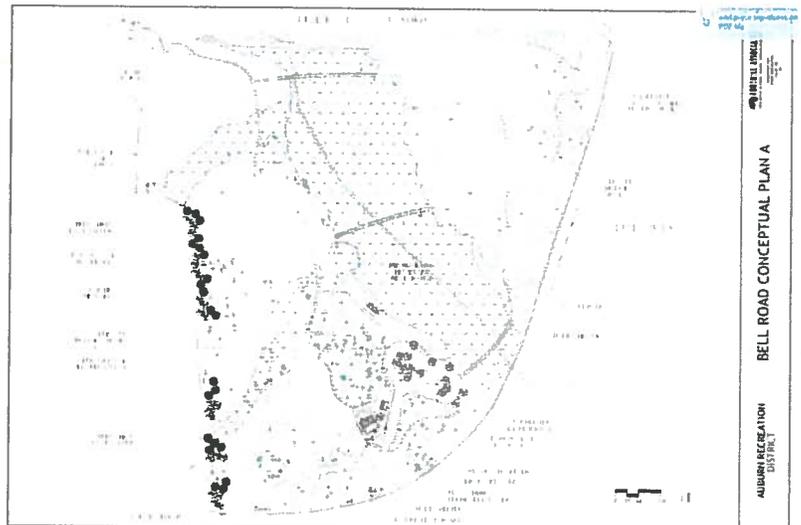


- The foot bridge crossing Rock Creek received a major overhaul. The well-used feature at Regional Park was retro-fitted with new planks and wrought iron railings.
- New solar panels were installed on the Recreation Park community center gym roof.



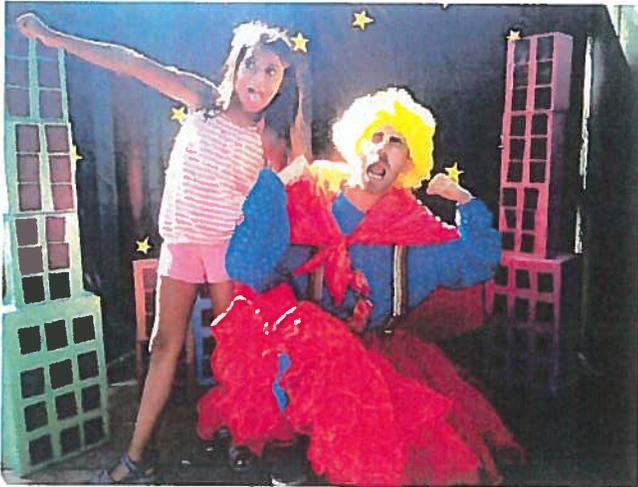
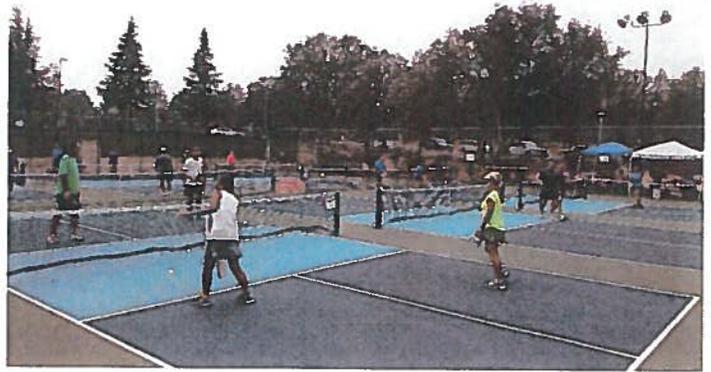
- A new shade structure, playground and landscape improvements were installed at Railhead Park.
- Security cameras were installed at Overlook Park, with a focus on the skatepark and the parking area directly above.
- The Recreation Park bathroom was renovated both inside and outside. The main purpose of the renovation was to provide ADA compliant access to all users.

- Conceptual design work was completed for the parcel of land off of Bell and New Airport Rds. The +/- 26 acre parcel of land is in the process of being donated to ARD from PG&E.



Recreation and Youth Services

- The fall pickleball tournament, played on the new courts at Regional Park, drew 130 players.
- Summer Discovery Day Camp saw its daily average climb to 102 in 2015, up from 67 in 2013 and 84 in 2014.



- The Senior Health Fair, held at the Regional Park gym and done in cooperation with the Multi-purpose Senior Center saw record attendance.
 - ARD continued its successful relationship with the Sierra College Recreation Department internship program, hosting 4 interns through the year.

- Spring Break Day Camp saw a 20% increase in attendance.
- The ARD-YDL youth basketball league featured 66 teams from Auburn, 19 from the Bear River area and 13 from the Georgetown/Cool area.
- ARD and Newcastle Elementary were able to find available space for the families on the Discovery Club waiting list. This increased the Discovery Club maximum from 40 to 60 available slots.
- ARD, in cooperation with local fire, law enforcement and first responders hosted a children's safety day at Recreation Park.
- ARD summer camps continued to show growth, highlighted by Archery Camp, Lego Camp and the Mad Science Camps.



Events

- ARD hosted the first ever "Ain't Necessarily Dead Festival", a day of music inspired by the Grateful Dead. Attendees were treated to two stages of talented musicians, great food and lots of fun.
- The Canyon Keepers organization were honored as the 2015 ARD Friends of Recreation Award winner at the State of the Community Dinner.
- The 19th annual Auburn Community Festival at Recreation Park managed work around intermittent rain storms while still delighting the crowd with giant pumpkins, creative scarecrows, dozens of vendors and live music.



- The Great Auburn Obstacle Race brought more than 400 participants to Regional Park, where they ran, jumped and crawled through a 5 acre course.
- The annual Gold Pan Ukulele Festival moved to a two day event, with a concert Friday evening followed by a day of instruction and jamming on Saturday.

- The Movie in the Park series continued for the sixth straight summer.
- Jeffery Brouard brought his New Orleans flavored zydeco to the always popular Party in the Park at Regional Park.

- ARD's third annual Food Truck Fiesta once again found thousands of people enjoying food from 14 food trucks, beer from the Auburn Ale House and live music. The event raised over \$9,000 for the Auburn Bike Park.



- The ARD float at the Festival of Lights parade was a big hit, with Chipper sharing high-fives and waves to the large crowd.