

Community Services Advisory Commission
Regular Meeting
Redding City Hall
777 Cypress Avenue
Redding, California
February 11, 2009, 3:09 p.m.

MINUTES

ATTENDANCE

The meeting opened with the following Commissioners present; Leona McCoach, Adam McElvain, Judy Salter and Jason Waybright. Absent was Commissioner Susan Hinz.

Also present were Community Services Director Kimberly Niemer, Community Projects Manager Terry Hanson, Parks Superintendent Dan Cannon, Management Analyst Matthew McCallum and Executive Assistant Mari Szyal.

PUBLIC COMMENT

Leah Sullivan addressed the Commission on behalf of herself and other parents who use Rivercrest Park. They have concerns about the overflowing trash cans at the park. The park is used quite heavily by parents with young children and often they will eat a picnic lunch under the shelter. The parents are wondering why the trash isn't picked up more often.

They also noticed that much of the trash appears to be recyclable and were wondering if placing a recycling can at the park would help alleviate some of the problem. One of the parents has offered to donate money to help provide a recycling container.

Director Niemer related that the contract with the developer requires a one-year maintenance period (ending June 30, 2009) for the landscaping, which includes trash pick-up. However, in the winter the contractor is only out mowing the lawn every couple weeks.

Chair Salter inquired whether also placing additional trashcans at the park would help. She also requested staff to provide some solutions to address the overflowing trash until the Parks division takes over maintenance in July.

Superintendent Cannon mentioned that recycling has been tried at other parks, without much success as the containers were often contaminated with non-recyclable material. He agreed that Rivercrest might be a good place to try this again.

Director Niemer noted that staff would look at the park budget to determine if additional trash receptacles could be ordered for the park.

Commissioner McCoach inquired whether the park has yet been adopted. Executive Assistant Szynal noted that the Redding office of Merrill Lynch recently conducted their first clean-up day at the park and they will be cleaning it four times per year.

CONSENT CALENDAR

The minutes from the meeting on January 14, 2009, the monthly Recreation Division Activity Report, the Convention Center Activity Report, the Convention Center Calendar, the Convention Center Capital Projects List were presented.

Motion: To approve Consent Calendar. (Made by Commissioner Waybright, Seconded by Commissioner McElvain)

AYES: Commissioners McCoach, McElvain, Salter and Waybright

NOES: None

ABSTAIN: None

ABSENT: Commissioner Hinz

CONSIDERATION TO PROCEED WITH ON-LINE REGISTRATION PROGRAM REQUEST FOR PROPOSALS FOR THE RECREATION DIVISION

Director Niemer recalled that implementation of an on-line registration is part of the Recreation Strategic Plan which was adopted in 2008. Staff will present this project to the City Council during the Priority Setting meeting on February 19. Management Analyst McCallum has taken the lead on this project.

Management Analyst McCallum pointed out that the Recreation Division generates approximately \$775,000 in revenues through the delivery of recreational programs and classes. The ideal registration program would integrate the point of sale program used at the Redding Aquatic Center and the IT registration program used at the Recreation office. These two separate systems do not communicate with each other.

Currently, class and program registrations can only be made in-person or via telephone during regular weekday business hours. The Recreation Division maintains a current, updated website and collects information on page hits. With no online registration capability, the website essentially serves as an electronic billboard as opposed to a program modeling device, data collection resource and customer purchase point-of-entry.

The request for proposals would initiate the effort to design, purchase and install an online recreation program registration system. This system would provide a real-time inventory of recreation programs, be accessible by customers 24/7, and facilitate electronic payments.

Commissioner McElvain inquired whether there is a way to quantify how much staff time would be saved through using an on-line registration program.

Director Niemer noted that currently the Monday after the Recreation Activity Guide is delivered as an insert in the Record Searchlight that all staff, including the three supervisors, are handling the registrations via telephone and walk-ins. As registrants become used to looking on-line for the information regarding classes, it is expected this type of rush will become more manageable.

Management Analyst McCallum pointed out that there is a formula he can apply to each transaction to measure the length of time they take on average. When we begin using on-line registration and note how many transactions are taking place via the web we will be able to quantify how much staff time is saved using the new program.

Motion: To recommend to City Council that Community Services Department staff prepare a request for proposals concerning online recreation program registration systems. (Made by Commissioner Waybright, Seconded by Commissioner McCoach)

AYES: Commissioners McCoach, McElvain, Salter and Waybright

NOES: None

ABSTAIN: None

ABSENT: Commissioner Hinz

PRESENTATION ON “COMPLETE STREETS”

Director Niemer advised that the State of California passed a *Complete Streets* law last Fall. The new law requires cities and counties to include complete streets policies as part of their general plans and design standards. A complete streets policy ensures that the entire right-of-way is routinely designed and operated to enable safe access for all users - bicyclists, pedestrians, transit riders, children, older people, and disabled people, as well as motorists.

Through the city’s Healthy Shasta partnership a speaker will be coming to Redding in May to give a presentation on Complete Streets and walkability/bikeability. This will help raise awareness about this issue. This movement has been coming for some period of time and we are ready to embrace this concept here.

Director Niemer then presented a PowerPoint presentation on why it is time for Complete Streets.

- Complete Streets are designed and operated so they are safe, comfortable and convenient for all users.
- 52% of Americans want to bike more than they do now
- 55% of Americans would prefer to drive less and walk more
- 1/3 of Americans do not drive
- Many streets are inadequate with no sidewalks for walking, are too narrow to share with bicyclists, are inaccessible for wheelchair users
- 25% of walking trips take place on roads without sidewalks or shoulders

- Bike lanes are available for only 5% of bike trips
- Top pedestrian and bicyclist complaints are incomplete streets
- Incomplete streets are unsafe
- Designing intersections for pedestrian travel can reduce pedestrian risk by 28%

No action was required on this informational item.

DISCUSSION OF HEALTHY COMMUNITY STRATEGIES

Director Niemer recalled that at the last meeting while discussing some of the funding issues regarding projects on the Capital Improvement Plan, the Commissioners requested information on other areas the Commission might be interested in concerning the healthy community concept. Staff has provided the Commissioners with three documents, *Leadership Action Strategies*, *Combating Childhood Obesity*, *Move More* as resources of what has been implemented in other communities. At this time staff would like to have a discussion to ascertain the Commission's interests.

Commissioner Salter commented these were lengthy documents and was not clear from the agenda that this would be a discussion of the documents themselves.

Commissioner McCoach noted that there are sections in these documents which have already been implemented by the city. She also noted that there was some confusion within the documents of how to open the other documents. Commissioner Waybright concurred.

Director Niemer offered that if there are specific ideas which the Commission is interested in, staff would conduct additional research on them. However, she would like the Commissioners to be aware that staff time is limited with the recent budget cutbacks and having the Commission prioritize their interests would be very helpful.

After checking with the other Commissioners, Chair Salter recommended that the Commissioners read through the three documents (*Leadership Action Strategies*, *Combating Childhood Obesity*, *Move More*), prioritize their top 10 choices out of all the ideas presented and be prepared to discuss them during the March meeting.

PROJECTS UPDATES

Community Services Director Niemer provided updates on the following projects:

River Bend

Staff has been working to locate a qualified appraiser who specializes in golf courses. He will first determine the highest and best use of the property and then conduct the appraisal based on that determination.

Bikeway Plan

Staff is moving forward on this project with the assistance of a part-time intern.

No action was required on these informational items.

COMMISSIONER COMMENTS

None.

DIRECTORS' COMMENTS

Director Niemer indicated that at a future meeting the City Attorney will present to the Commission information regarding the Brown Act and conflict of interest.

ADJOURNMENT

There being no further business, at the hour of 4:30 p.m. Chair Salter declared the meeting adjourned.

Chair Salter