



Paradise Recreation & Park District

Master Plan Update 2016 - 2024

July 2016



Prepared by:

 **FOOTHILL ASSOCIATES**

ENVIRONMENTAL CONSULTING • PLANNING • LANDSCAPE ARCHITECTURE

Acknowledgments

Paradise Recreation and Park District is pleased to acknowledge the following individuals and organizations for their contributions to this Master Plan update.

July 12, 2016

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Executive Summary

The Paradise Recreation and Park District has been providing recreation facilities and programs since 1948 to the residents of the Town of Paradise, the Butte Creek Canyon area, and the unincorporated communities of Magalia/Paradise Pines and Concow/Yankee Hill. The District currently serves nearly 41,000¹ people living in a 169-square mile area and manages 469 acres of park land and facilities. This Master Plan modifies and updates portions of the 2002 PRPD Master Plan as needed to reflect current conditions, and adds new information related to District programming, financial planning, staffing, impact fees, and sustainability. Direction provided in this update to the Master Plan focuses on a 10-year horizon, recognizing that longer term projections are subject to considerable uncertainty due to economic and demographic factors, as well as changing recreation trends.

The process of developing this Master Plan update included both a community survey and workshop. A Master Plan Advisory Committee (MPAC) made up of 13 individuals from throughout the District and representing a wide range of local interests was also established. The MPAC met on three occasions with representative District staff and Board members to provide perspectives from their interest groups and to collaborate on approaches to address District operational issues. MPAC members also reviewed the updated draft Master Plan and provided comments and recommendations.

Input gleaned through the survey, workshop and MPAC meetings was combined with District staff perspectives and experience to evaluate how local recreation priorities have changed since the last Master Plan effort. Updated recommendations for programming and related facilities were formulated based on this information.

The Capital Projects Implementation section of the Master Plan was also updated to reflect completed projects and new priorities identified by District staff and the community. Adequacy of District staffing levels was evaluated based on projected facility and programming needs. A new 10-year Finance Plan was developed reflecting projected capital and operational costs and revenues, and identifying possible funding sources.

Specific recommendations are included in this Master Plan in the following areas:

- Changing recreation program trends
- Program implementation strategies
- Coordination between District and other public/private program providers
- Repairs and renovations to existing facilities,
- Facility development at existing parks,
- New facility development,
- Coordination with public recreation facilities,

¹ Municipal Service Review Update and Sphere of Influence Plan for Paradise Recreation and Park District. Butte Local Agency Formation Commission, August 2009.

- Acquisition of park land,
- Coordination with regional trails and bikeways,
- Programs,
- Operations, and
- Planning.

Over twenty million dollars worth of projects are identified by this Master Plan, to be implemented over the next eight years. The District has the financial resources to address the most important of these projects for the next several years, particularly if anticipated grant awards are received. However, longer-term project implementation is not adequately funded. The District must continue to pursue grants and other resources if it wishes to implement all of the projects identified in this Plan.

The District has been successful in securing some large grants over the past 13 years. These funds, together with other District resources, allowed the development of several large capital projects and numerous smaller ones (Table 1). These include the following:

Table 1 – PRPD Projects Completed Since 2002

Year	Project	Cost
2010	Terry Ashe Recreation Center Renovation (New)	\$1,600,000
2009	Land – Magalia (Acquisition)	\$100,000
2009	Moore Road Dog Park (New)	\$21,500
2007	Aquatic Park Swim Pool Disbursement/Heater	\$40,000
2006	Bille Park Trail (Renovation)	\$40,000
2005	Bille Park Expansion Project (New)	\$870,000
2005	Aquatic Park Recreation Room (Repair)	\$9,000
2004	Paradise Intermediate School Multi-Purpose Facility	\$83,000
2004	Paradise High School Tennis Court (Repair)*	\$20,000
2004	Aquatic Park Pond (Repair)	\$8,000
2004	Paradise Community Village Land (Acquisition)*	\$32,500
2003	Paradise High School All Weather Track (New)*	\$65,000
2002	Vehicle/Equipment Replacement	\$105,000
2011	Noble Park Acquisition	\$375,000.00
2012	Terry Ashe Recreation Center Frontage	\$175,000.00
2014	Bille Park Playground	\$50,000.00
2015	Moore Road Park Lights (BP #2)	\$350,000.00
2015	Terry Ashe Recreation Center Arbor	\$35,000.00
2016	Crain Park Development	\$250,000.00
2016	Aquatic Park Swim Play Structure	\$30,000.00
2016	Paradise Unified School District Tennis Courts	\$15,000.00
	TOTAL:	\$4,274,000

* Partnership projects

Given the economic challenges faced by most local governments and special districts, it is likely that PRPD will face tougher competition for fewer available grant dollars over the next several years. While the District should continue to pursue appropriate grant opportunities, additional funding may also be available through donations, sponsorships, endowments, public/private partnerships, and more aggressive marketing of District facility and equipment rentals. Pursuit of these funding sources should continue to be a high priority for the District, and would be best facilitated by development of a staff or contract position devoted to promoting and coordinating these efforts. Consideration should also be given to establishing assessment districts to provide additional funding for maintenance operations and park improvements.

Implementation of this Master Plan addresses capital projects and equipment, program support, and operations and administration. The District Manager is the primary person responsible for coordinating the components of the implementation plan, with support from staff, and guidance from the Board of Directors.

While this Master Plan provides District planning direction for the next eight years, it is anticipated that an annual review of priorities, resources, and community needs will occur to make sure that the direction of the District remains consistent with the evolving recreation trends and values of the people it serves.



Terry Ashe Recreation Center

On May 11, 2016 the Paradise Recreation and Park District conducted a full day Board and staff retreat to review and update the 2010 PRPD Master Plan. Input from that meeting has been inserted throughout this document which we believe has established a more current and accurate Paradise Recreation and Park District Master Plan.

Introduction

Purpose of the Master Plan

The Paradise Recreation and Park District plays an important role in meeting the diverse recreation needs of nearly 41,000 people in the Town of Paradise and the surrounding unincorporated communities in Butte County.² The purpose of this Master Plan is to assess how well the District is currently meeting that responsibility, and to provide a road map to guide the District in its operations for the next 8 years.

The scope of services and resources provided by the Paradise Recreation and Park District is extensive. The District manages 469 acres of park land, and offers a wide variety of recreation programs and community services. The success of the District is largely measured by the positive impact of these services and resources on residents' quality of life, and the District's ability to provide these benefits in a cost-effective manner. The District must work within its fiscal and operational limitations to allocate staff and funding towards the facilities and services that will have the most beneficial impact on the communities it serves. This Master Plan provides information that will help establish current priorities, and determine the levels of funding and support that will be required to meet future needs.



Aquatic Park

² Municipal Service Review Update and Sphere of Influence Plan for Paradise Recreation and Park District. Butte Local Agency Formation Commission, August 2009.

One of the most difficult challenges for the District in developing a Master Plan is trying to predict what services and resources the community will need in the future. The District's communities are constantly changing as new people move into the area and other residents leave. Unpredictable shifts in the economy, social issues and demographic trends will drive future preferences for recreation facilities and programs. The District is also increasingly being asked to address the need for social services, such as preschool classes, daycare and support services for Seniors.

A Master Plan can only represent the District's current best guess as to what the future needs will be. Consequently, the Master Plan will be periodically reviewed by the District to test whether its assumptions continue to be valid or if guidelines and priorities need to be adjusted to reflect new issues or trends. Because the Master Plan process is specifically intended to address strategic planning for the District, it does not focus on the detailed design of individual parks or programs. District personnel will address these concerns in separate planning activities and operational review.

The Master Plan Process

This updated Master Plan Update was developed by combining input from the community and District staff with analyses of data from a variety of sources. The planning process consisted of several distinct phases.

The first phase focused on updating information about existing park resources. District staff conducted an inventory of existing parks and facilities to document acreage, amenities, park conditions, and ADA compliance.

The next phase updated information about the people served by the District, including demographic data and residents' recreation preferences. District residents were invited to participate in an online survey and a community workshop to share their thoughts about District resources and priorities for the future.

The acquisition and development standards for acreage, facilities and planning areas that were established in the 2002 Master Plan were then reviewed with the residents' input to determine what types of facilities and programs are needed to adequately serve the District's population for the next 10 years. The availability of school and regional park resources was also factored into this evaluation since they are an important complement to the District's facilities.

Acquisition, development and renovation projects identified in the 2002 Master Plan were updated to reflect completed projects, the addition of new projects, and adjustment in priorities as needed. The estimated costs for previously recommended projects were updated and costs for new projects were developed. These costs were based on the District's historical experience and information on regional park development and maintenance costs.

Finally, a prioritized summary of recommendations was compiled with suggestions for acquisition, development, renovations, programs, and District planning and administration. The summary included recommendations from the 2002 Master Plan still pending implementation as well as new recommendations arising from this update process. A draft of the updated Master Plan was distributed to District staff, the MPAC, and the District Board of Directors for review and comment prior to being finalized.

PRPD Mission Statement and Objectives

The Paradise Recreation and Park District is committed to providing a diverse selection of recreation activities and park facilities to enrich the lives of all District residents. The following Mission Statement establishes direction for the Board of

MISSION STATEMENT

Enhancing the Quality of Life through People, Parks, and Recreation

Directors and staff in all aspects of facility and program planning and operations.

The following Objectives provide more focused guidance to accomplish the District's Mission. The Board of Directors and the staff are committed to:

- Offering a diversity of leisure services and activities for all age groups.
- Providing our patrons with well-organized and wholesome recreation activities and park facilities.
- Helping develop a community understanding of the value of leisure services.
- Staying professionally knowledgeable and informed.
- Dedicating ourselves to outstanding community service.
- Keeping programs and facilities safe, clean, and environmentally pleasing.
- Contributing to the physical and mental development of individuals participating in District activities.

The development of this Master Plan is consistent with the District's Mission and Objectives, and addresses specific strategies that will support the District in meeting its obligations to the people it serves.



Moore Road Park Horse Arena

Chapter
2

Paradise Recreation & Park District: People, Parks and Programs

History of the District

The Paradise Recreation and Park District was incorporated as an independent special district in 1948. The District encompasses about 169 square miles and serves nearly 41,000 people including the Town of Paradise, Paradise Pines, Butte Creek Canyon, Magalia, and the Concow/Yankee Hill area (Figure 1). The formation of the District was preceded by a number of recreation initiatives sponsored by private citizens and community groups. Their dedication and hard work demonstrated the communities' support for parks and recreation, and helped lay the groundwork for the District as it appears today.

In 1925, the Paradise Women's Improvement Club purchased about two acres of property along Pearson Road for community recreational needs. A swimming pool and picnic facilities were established at this location late in the 1930's. The land and facilities were conveyed to the Paradise Swimming Pool Association in 1938. The swimming pool was a concrete structure filled with water from Berry Creek. During World War II, a prominent Paradise area family, the Fosters, lost two sons. A memorial fountain was built at the swimming pool in their honor and subsequently the area was called Memorial Park. Due to lack of funds and the deterioration of the facility, the pool was closed in 1946.

Individuals from the Paradise Women's Improvement Club and other concerned citizens established the Paradise Park, Recreation, and Parkway District in accordance with the California Resource Code in 1948. The District purchased the swimming pool property from the Paradise Swimming Pool Association in 1949. This site is the current location of the Paradise Gold Nugget Museum and the District maintenance facility.

The District grew rapidly during the next ten years with land acquisition, facility development, and programs. In 1949, the District leased property along Moore Road from the California Forestry Service and developed a horse arena and two baseball parks at this location. The land was initially deeded to the Paradise Irrigation District and then to the Paradise Recreation and Park District in 1966. A dog park was added to this facility in 2009 and a ropes course is also currently operated under contract at this site.

In 1949 a playground was built on Butte County property along the Skyway next to the Veteran's Memorial Hall. This location became the site of the Recreation Center, which was completed in 1954. Four years later, the District began leasing the property. This three and one-half acre parcel is fully developed and has served the Paradise area as a recreation resource for over sixty years.

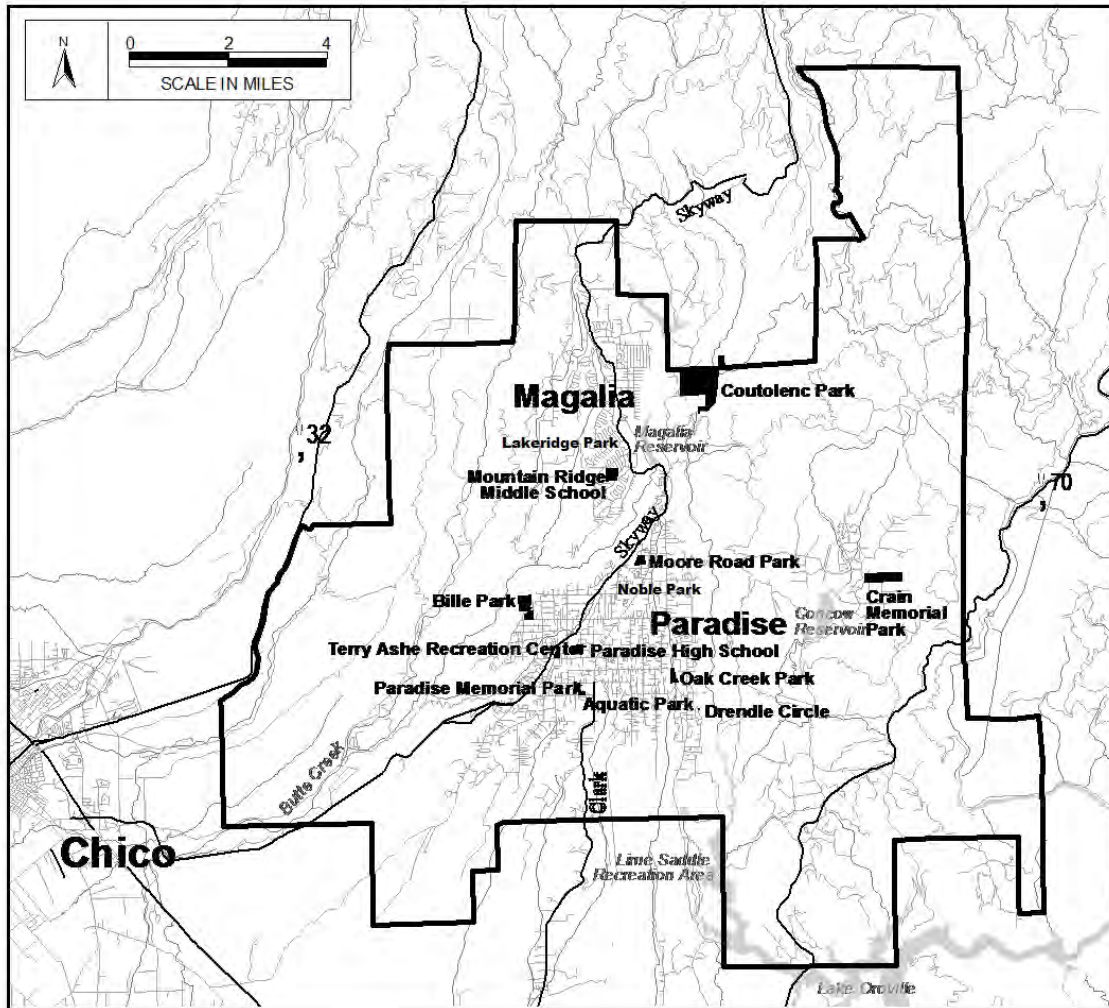


Figure 1 – Paradise Recreation and Park District

In 1956, eight acres of land in the Concow area was donated to the District by the Crain family and named Crain Park in their honor. The District intends to develop Crain Park during the term of this Master Plan.

The District reorganized its structure in 1958 and assumed its present name as the Paradise Recreation and Park District. That year also saw the purchase of the six-acre Paul Byrne Aquatic Park facility which is fully developed with a swimming pool, small recreation facility, playground, and children’s fishing pond. In 1961, the District purchased fifty-five acres of land adjacent to Bille Road for future park and facility needs. This park now has fifteen acres of developed space including two playgrounds, large group meeting areas, a pavilion, meadows, and canyon rim trails. Coutolenc Park was purchased in 1965 from the Bureau of Land Management for day camp facilities, and archery range, and other outdoor activities. This 330-acre parcel borders the West Branch of the Feather River and still has potential for significant improvements.

In 2003, the Paradise Recreation and Park District helped form a non-profit entity, currently called the Paradise Community Village (PCV) comprising six other public and non-profit organizations, and that purchased 43 acres of land. PCV is in the process of developing this property mainly for affordable housing but the property may also include a recreation or park facility and support for an adjacent soccer complex.

In 2010 the District entered into a ninety-nine year lease with the Paradise Irrigation District on twenty-five acres of land in Magalia for a future park site, to be called Lakeridge Park. The District also purchased a one-acre parcel of property adjacent to this land to allow access to the park. The proposed improvements at Lakeridge Park will include trails, a playground complex, a botanical garden, a pavilion, picnic sites, and support facilities.

In May of 2010 the Paradise Recreation and Park District purchased 12 acres of land on Pentz Road for future park development. This parcel of property has gone through a community park planning process and has been named, Noble Park. The Master Plan for this site was approved by the PRPD Board of Directors on July 12, 2016.

The Paradise Recreation and Park District currently employs fourteen full-time and six part-time staff on a year-round basis. Approximately one hundred and thirty part-time seasonal employees are hired at various times of the year to assist with recreation programs and park maintenance. The District provides a full range of recreational programs for all age groups throughout the year, and is continually revising the program offerings to reflect changing preferences of District residents.

The Paradise Recreation and Park District is enthusiastic about continuing its historical role as a community leader in recreation and park services. This Master Plan is dedicated to the many patrons served by the District, and reflects the District's ongoing commitment to provide excellent service and facilities to District residents.

District Demographics

Population projections for the communities within the Paradise Recreation and Park District indicate that growth over the next 10 years will be about 1.1% annually. This is a less aggressive projection than was given in the 2002 Master Plan, reflecting the downturn in development related to the widespread and sustained economic recession (Table 2). The rate of growth within the Town of Paradise is expected to be comparable and/or slightly less than the unincorporated areas of the District.

Table 2 - Population Projections for Paradise Recreation and Park District for 2010 - 2025

	2010	2015	2020	2025	Increase
Town of Paradise ¹	27,592	29,433	30,781	32,192	4,600
Unincorporated Butte Co. in PRPD	13,081	13,489	14,554	15,692	2,611
Total PRPD ²	40,673	42,922	45,335	47,884	7,211

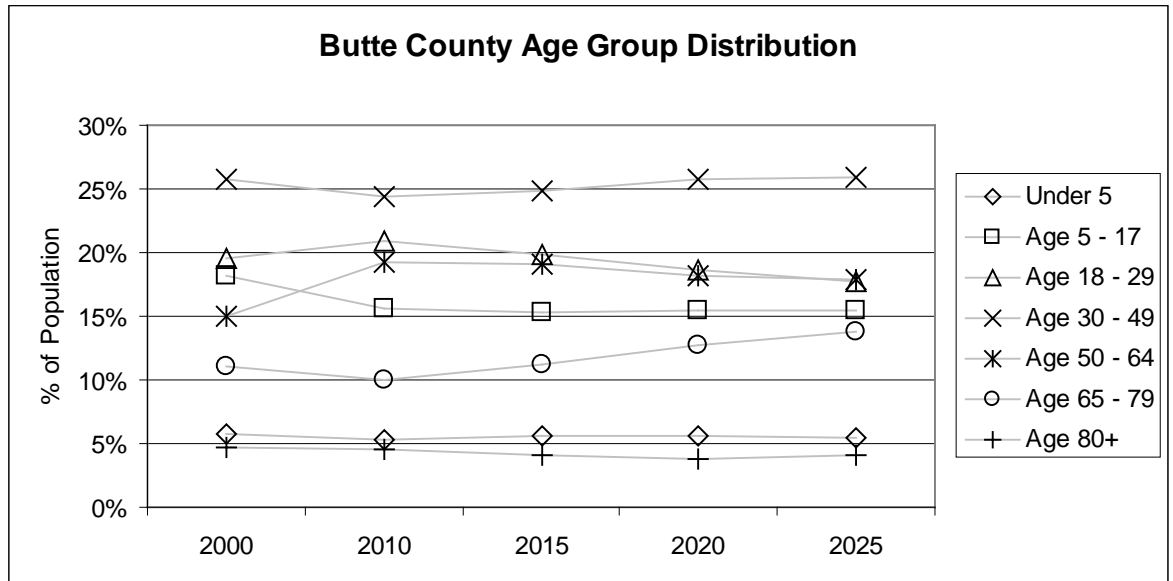
Source: ¹Butte Regional Growth Projections 2006-2030. Butte County Association of Governments.

²Municipal Service Review Update and Sphere of Influence Plan for Paradise Recreation and Park District. Butte Local Agency Formation Commission, August 2009 .

If these projections are accurate, the District can expect an approximate 18% increase in the number of year-round people it is serving by 2025.

The 2010 U.S. Census provides some insight about the future trends in Butte County that are likely to impact the PRPD demographics. Figure 2 shows that the 65 - 79 age group is expected to increase as a percent of the total Butte County population over the next nine years, while the percent of people aged 50 - 64 and 18 - 29 will decrease. Other age groups will remain relatively constant.

Figure 2 - Projected Percent of Total Population for Age Groups in Butte County through 2025



Source: State of California, Department of Finance, *Race/Ethnic Population with Age and Sex Detail, 2000-2050*. Sacramento, CA, July 2007

The increase in older residents is likely to be even more significant for PRPD than for Butte County, based on data collected during the 2010 U.S. Census for PRPD and Butte County. This information showed that 4 percent of the PRPD residents were children under 5 years of age; 17 percent were youth and teens; and 7 percent were young adults aged 18 to 29. Comparable numbers for all of Butte County for these

same age groups were 6 percent, 18 percent and 21 percent indicating that PRPD has a greater proportion of older residents. In fact, adults 65 years and older made up 25% of the PRPD population in 2010 compared to only 17% for this same age group in all of Butte County. These projections suggest there will be a continued need for recreation programs for children and teens, with an increased demand for recreation programs serving older adults.

Another demographic shift anticipated for Butte County by 2025 is an increase in cultural diversity as non-white residents comprise a greater percent of the county population. The predominant shift is expected to be an increase of Hispanic residents. In 2010 the population of Butte County was 75% white, 15% Hispanic, and 11% other racial/ethnic groups (Asian 4%, African American 2%, American Indian 2%, Other/Multirace 2%).³ By 2025, the percentage of white residents for Butte County is projected to be 71% with the Hispanic population increasing to 19%. Other races/ethnicities will still account for about 18% of the total population. PRPD has historically had less racial/ethnic diversity than the County, with 88% of the District's population identified as white in the 2010 U.S. Census versus 75% for Butte County. However, it is likely that the overall projected increase in diversity for the County will be reflected by some increase in diversity within the District as well. This suggests the District will need to become aware of culturally based recreation preferences as they may influence program offerings as well as facility use. In addition, there may be communication challenges associated with providing services to residents for whom English is not their primary language.

Nearly three-quarters of the District population (72%) owned or were purchasing the homes they lived in according to the 2010 U.S. Census. Data on home ownership for the Town of Paradise in 2008 shows a similar level (72%) of home ownership.⁴ This suggests that most residents continue to have a significant commitment to remaining in the area, pending other economic influences such as employment and cost of living.

Park Inventory

The Paradise Recreation and Park District is responsible for 469 acres of park land at ten locations (Appendix A), including the 2010 acquisition of 25 acres in Magalia for Lakeridge Park and the 12 acre Noble Park. There are approximately 74 acres of improved park land that provide a wide variety of facilities and resources. An additional 8 acres of improved park land will be added once improvements at Lakeridge Park are completed and another 12 acres at Noble Park.

Facilities at improved parks include a community center, a swimming pool, baseball fields, play areas, picnic tables, an archery range, group barbecue facilities, sand volleyball courts, basketball courts, a fishing pond, a horse arena, and horseshoe pits. Many of these facilities are available for group rentals through the District. New facilities including additional rest rooms and a play area were added to Bille Park in 2005, and a new dog park was constructed at Moore Road Park in 2009.

³ State of California, Department of Finance, *Race/Ethnic Population with Age and Sex Detail, 2000–2050*. Sacramento, CA, July 2007

⁴ U.S. Census Bureau, *2006 -2008 American Community Survey 3-Year Estimates for Paradise, California*.

The District also manages approximately 395 acres of natural areas and open space. These areas provide wonderful opportunities for unstructured recreation, such as hiking and picnicking.

Most of PRPD's facilities were built over thirty years ago, and consequently require periodic renovation and/or replacement of structures and equipment to address normal wear or obsolescence. Since 2002, several major capital projects have been completed to maintain the functionality of park facilities. These include the complete renovation of the Terry Ashe Recreation Center, repairs to the Aquatic Park pond and recreation room and replacement of the pool heater, and renovation of the Bille Park trail. Additional repairs and renovations will be needed at PRPD parks in the course of the next ten years as facilities continue to age. These are outlined in Chapter 5 of this Master Plan.

Recreation Programs

The Paradise Recreation and Park District offers a wide variety of recreation and life enrichment programs. The District also coordinates frequent community events such as the Easter Egg Hunt, the Fishing Derby, the Gold Nugget Craft Faire, and the Halloween Festival. Program guides are published three times each year and feature a rotating choice of seasonal activities, individual and group sports, sports leagues and tournaments, and classes for all age groups. The program guides also provide residents with extensive information on non-District resources such as clubs, organizations, facilities and services that complement those offered by the District. Contact information for these recreation partners is provided to encourage District residents to take full advantage of all the community resources available to meet their needs for recreation and services.

Certain PRPD program choices are targeted for preschool, youth, teens, and adults of all ages. For example, the Discovery Club after-school recreation program provides structured recreation and homework assistance for elementary school aged children during the school year at Aquatic Park and at the Children's Community Charter School. Other programs, such as leisure and health care classes offer a wide variety of life enrichment activities suitable for intergenerational age groups from youth through seniors. PRPD also offers excursions in cooperation with the Chico and Oroville recreation districts and other professional travel organizations. These excursions range from single day tours to local destinations to extended travel throughout the United States and Europe.

Program offerings are reviewed on a regular basis to make sure they continue to be relevant to District residents and responsive to emerging recreation trends. Program fees are also reviewed periodically in an effort to make programs as affordable as possible while also attempting to cover the District's costs for program staff and supplies. The number of individuals participating in District programs and special events over the last three fiscal years is shown in Table 3.

In 2013 the Paradise Recreation and Park District initiated the first Paradise On Ice Program and more than doubled recreation revenue. The program has been an exceptional success drawing over ten thousand patrons per year to the ice rink located at the Terry Ashe Recreation Center. The District plans to continue the program and is working on new avenues to make the program more cost effective.

Table 3 - Program Participation

Program Category	Total Participants 2007-2008	Total Participants 2008-2009	Total Participants 2009-2010
Preschool (2 - 5 years)	643	647	540
Youth (6 -12 years)	1,255	1,266	925
Teen (13 -17 years)	666	459	384
Adult (18 – 54 years)	2,000	2,144	1,903
Senior (55+ years)	187	242	214
Special Events (all ages) ¹	9,450	9,450	9,500
Aquatics (all ages)	8,136	6,617	6,383
TOTAL:	22,337	20,825	19,849

¹ Estimated attendance for Special Events. All other counts based on paid registrations.

School Recreation Facilities

The Paradise Unified School District (PUSD) plays an important role in helping the PRPD meet the communities’ recreation and programming needs. PRPD has been working in coordination with the PUSD since 1970 to develop opportunities for joint usage and maintenance of facilities. The opportunity for joint use of facilities, shared maintenance, and coordinated programming means that resources can be used efficiently for the maximum benefit of the community. To date, the following facilities have successfully been developed via these cooperative efforts:

- four lighted tennis courts at Paradise High School,
- a lighted softball field at Paradise High School,
- a gymnasium at Pine Ridge School,
- a gymnasium at Paradise Intermediate School, and
- an all-weather track at Paradise High School.



Paradise High School Track

These jointly developed facilities and other school facilities are used for school activities during the school day and are available for PRPD programs and activities at other times. PRPD facilities, such as the pool at Aquatic Park and the Moore Road ballpark, are in turn used by PUSD for school sports programs and other special events. Formal joint-use agreements have been established between PRPD and PUSD describing terms of use, maintenance, and financial responsibilities for shared facilities. These agreements are reviewed periodically and updated as needed to reflect changes in demand for and availability of facilities.

The Paradise Recreation and Park District and the Paradise Unified School District plan to continue their rich history of working together in providing services and joint-use facilities to the community. Administrators from both districts meet periodically to identify potential partnerships for facilities and programs. Future capital projects currently being considered as cooperative developments include but are not limited to:

- Paradise High School Multi-Purpose Facility
- Magalia School Site Property Development
- Paradise High School Tennis Courts Renovation

Programming ideas for possible joint ventures may include:

- Daycare
- Adult Programming
- Sports Programs

PRPD also has a cooperative agreement with the Golden Feather Union School District for use of the Concow swimming pool. PRPD runs summer programs at the pool, and provides maintenance of the facility during the summer months.

Other Recreation Partners

The Paradise Recreation and Park District has a long history of working with other community partners to provide high-quality and cost-effective recreation resources for residents.

The Town of Paradise is one of these very important District partners. Since the incorporation of the Paradise Ridge community in 1979, the Paradise Recreation and Park District and the Town of Paradise have continuously worked together to provide recreational programs and park facilities through cooperative planning and funding efforts. These partnership activities with the Town of Paradise will continue to be an important part of the District's future operation.

For example, the District recently joined with the Town of Paradise the Paradise Unified School District, and four other organizations to form a non-profit partnership to master plan and develop the Paradise Community Village Project. This project may include low-income housing and other dwelling units, a charter school, a Boys and Girls Club, and a recreational park facility on 44 acres within the Town limits. As of 2016 the District is no longer a member of the Paradise Community Village.

Other regional recreation partners include the Lake Oroville State Recreation Area, the Oroville State Wildlife Area, the Plumas National Forest and the Lassen National Forest. The Paradise Recreation and Park District also collaborates with Butte County on meeting recreational and veterans needs within the District, and leases the site of the Terry Ashe Recreation Center from Butte County under a 50-year lease agreement.

The Paradise Recreation and Park District works with a variety of other community agencies and organizations to expand its service network and its ability to provide programs. The District provides meeting facilities for many special interest clubs and organizations at the Terry Ashe Recreation Center, while also utilizing non-district facilities to offer PRPD programs. Community sports programs for the disabled are offered by the District in cooperation with the Do-it Leisure agency. The District also offers a wide choice of Senior services, including health care, transportation, food support, and other social services through coordinated relationships with Butte County, and a variety of other community agencies.

The Paradise Recreation and Park District also partners with the following non-profit organizations via facility usage agreements providing additional leisure service activities:

- Paradise Little League
- Paradise Piranhas Swim Team
- Paradise Ridge Youth Soccer Club
- Paradise Horsemen's Association
- Paradise Bowhunters
- Gold Nugget Museum

The Paradise Recreation and Park District works together with the Chico Area Recreation District, the Feather River Recreation and Park District, and the Durham

Recreation and Park District to provide recreation programming, professional training, and recreation leadership in the Butte County area.



PRPD Holiday Event

Chapter
3

Park Planning Criteria

This Master Plan uses several criteria to help evaluate how well the Paradise Recreation and Park District is serving the current population, and to estimate the communities' future recreation needs. While none of these criteria by itself provides a complete answer to these questions, collectively they begin to identify meaningful trends that can be helpful in developing recommendations and priorities.

Park Acreage

The District's ability to provide parks and recreation facilities is a function of many factors, including how much land the District owns, maintains, or has access to develop. In addition, it is important to distinguish between park land that has been developed or improved, land that is preserved as a natural area, and land that has not been improved or designated for natural area preservation. Each of these provides varying levels of recreation opportunity for District patrons.

The Paradise Recreation and Park District currently has access to about 93 acres of park land that is improved or pending improvements in the near future. Most of this land is owned by the District, with the notable exception of the 3½ acre site on which the Terry Ashe Recreation Center is located and the 25 acre Lakeridge Park. The Terry Ashe Recreation Center property is leased from Butte County and the 25 acre Lakeridge Park is leased from the Paradise Irrigation District.

National and regional standards typically suggest that communities should have between three and five acres of developed park land per 1,000 people to adequately meet the need for active recreation facilities. The variation in acreage recognizes that some communities have substantial access to other recreation resources such as county, state or federal parks, or public school facilities. The goal of the Paradise Recreation and Park District is to provide five acres of accessible developed park land for every 1,000 residents. Developed park land can include both active and passive use areas.

The Paradise Recreation and Park District currently has about 2 acres of developed park land for every 1,000 people in the District. In order to meet the goal (five acres per 1,000 people) for the current population, the District needs to develop about 133 additional acres (Table 4). By the year 2025, the deficit grows to 146 acres if population growth occurs as anticipated.

The District does currently own about 395 acres of additional land that has been set aside as natural areas or targeted for future development. When evaluating conversion of undeveloped natural park land to developed park use, the District needs to select acreage with appropriate topography and location. The land should be located in places that provide adequate access for the community and leverage existing District facilities. A portion of the natural areas should be retained as undeveloped because they have value for passive recreation activities or as open

space. While no national or regional standards for natural area acreage have been established, these resources are becoming increasingly valuable especially when they are located in close proximity to urban communities.

Table 4 – Park Acreage and Population

Year	Population (estimated)	Developed Park Acres	Target: 5 acres/1,000	Deficit
2010	40,673	82	203	121
2015	42,922	82	215	133
2020	45,335	93	227	134
2025	47,884	93	239	146

Facilities Guidelines

Recreation facilities are generally designed to serve a limited number of people at a given time. Consequently, there is a relationship between the number of facilities that should be available to a community and the community’s population. National guidelines have been established to help communities determine how many facilities and the types of facilities they should have to meet the residents’ recreation needs. This Master Plan uses these guidelines, with some modifications to reflect regional and local recreation preferences.

The facilities assessment also considers the communities’ access to non-District recreation facilities. One of the District’s goals is to work cooperatively with other recreation providers to find the most cost-effective solutions to meet the communities’ needs. It is important that the overall evaluation of facility adequacy include the full range of available resources, including schools, other public and private facilities, etc. It should be noted, however, that facilities not owned by the District might have significant access limitations. For example, some school facilities are heavily used for after school sports programs. This limits the time during which these facilities are available to the general public or for District programs. Certain private facilities are available only to members or on a fee basis. The District recognizes that these types of facilities are not an equivalent substitute for District owned resources. Nevertheless, they do reduce demand on the District’s facilities to the extent that the community utilizes them.

Table 5 shows various types of facilities and the number of each that would typically be needed based on the District’s historic patterns of use and population. The table then indicates the number of each facility type currently needed in the District and in 2024 to meet these targets. The number of facilities currently available from the District, the schools, and other recreation partners are then tallied and compared to the target numbers to estimate how many new facilities need to be built during the next ten years if use patterns continue and demographics projections are correct.

The estimate of new facilities needed also considers the degree of availability for non-District facilities. For example, the target number of indoor basketball courts for the 2001 population is about four, and the District currently has only one outdoor court. The schools and churches have thirty courts, but these are heavily used and are sometimes not available to the District or the general public. Nevertheless, they

do help accommodate some of the demand for basketball courts. Based on historic patterns of programming demand and availability, District staff estimate that two more new indoor courts are currently needed and a third new indoor court will be needed by 2024 to adequately meet the demand for basketball facilities.

Table 5 also shows the availability of a variety of special interest and cultural facilities for which no guideline has been established. These include facilities such as the horse arena and archery range. The need to expand these and/or add additional similar facilities is based on current levels of use and community demand. Community input on the need for additional facilities and programs is discussed in Chapter 4 of this Master Plan.



Coutolenc Park

Table 5 – Facilities and Population

Facility	Guideline (#/pop.)	Target		Available 2010 ¹			Needed 2010	2024 Additional
		2010	2024	PRPD	Schools ²	Other Facilities ²		
Basketball Court (indoor)	1/10,000	4	5	1 outdoor	20 outdoor 6 indoor ³	3 outdoor/3 indoor (Churches)	2 indoor	1 indoor
Ball Wall/Hand Ball	1/15,000	3	3		2	4 (Private Club)		
Tennis Court	1/20,000	2	2		4 unlighted 4 lighted ³			
Volleyball Court	1/10,000	4	5	1 outdoor	5 indoor ³	35 outdoor/ 1 indoor (Private School)	2 indoor	1 indoor
Baseball Fields (total)	1/10,000	4	5	1 baseball 1 softball	1 baseball 1 softball ³	2 (Little League)	1	1
Baseball Fields (lighted)	1/20,000	2	2	1 baseball 1 softball	1 softball ³		1	
Multi-use Field	1/10,000	4	5	1	11		2	1
Soccer Field	1/10,000	4	5				4	1
1/4 Mile Running Track	1/50,000	1	1		1 ³			
Community Center	1/15,000	3	3	1		Senior Center, service clubs, churches	1	1
Dog Park	1/20,000	1	1	1			1	
Skateboard Park	1/40,000	1	1				1	
Playgrounds	1/3,000	14	15	12	6	8 (Private School/Church)		1
Golf Courses:								
9 hole standard	1/50,000	1	1			Paradise Pines Course		
18 hole standard	1/50,000	1	1			Tuscan Ridge Course		
Driving range	1/50,000	1	1			Paradise Pines, Tuscan Ridge		
Swimming Pools	1/20,000	2	2	1	1	1 (Private Club)		1
Group Picnic Area	1/10,000	4	5	4				1
Gymnasium and Multi-use Facility	1/20,000	2	2		10 ⁴	3 (Churches)	1	
Special Facilities: No Guideline Established								
Paths/Walkways				8				
Trails				6		Paradise Memorial Trailway, Paradise Lake Trail		
Horse Arena				1				
Archery Range				1				
Rifle Range						1 (Private)		
Theater						Performing Arts Center		
Cultural Facilities: No Guideline Established								
Museum						Gold Nugget, Centerville		
Historical Sites						Church, Centerville School, Covered Bridge		
Art Center						Paradise Art Center		

¹ Includes planned improvements at Crain Park and Lakeridge Park

² Use of these facilities limited by scheduling and varies by facility; no joint-use agreements except as noted

³ PRPD access subject to joint-use agreement

⁴ Two (2)) multi-use facilities available to PRPD under joint-use agreement

Planning Areas

Access to recreation resources is a critical planning consideration. Parks need to be properly distributed throughout the District so that barriers such as major highways, canyons, and rivers don't prevent residents from getting to the facilities they want to use. The travel distance to parks is also potentially a barrier to access if the facilities are too far away. This is especially true for residents who don't drive or must rely on public transportation.

Figure 3 shows the six different planning areas for the Paradise Recreation and Park District. The planning areas are delineated based on a combination of factors including geography, location of population centers, and distance to existing parks.

AREA 1 - MAGALIA

The Magalia area supports the District's second most populous area with about 13,000 people. The District owns two properties in this area. Coutolenc Park, with 300 acres of open space, nature trails, and a 20-acre archery range, is only a few miles away from the community of Magalia, but it is located on the opposite side of the Little Butte Creek canyon. Lakeridge Park was recently acquired by the District and is located west of Magalia Reservoir. This 25-acre site is already master planned for a variety of active use facilities. Improvements are anticipated to begin shortly, funded either by a pending grant or other District resources. Pine Ridge School is located in the center of lower Magalia. Paradise Recreation and Park District has a joint-use arrangement with the PUSD for access to the multi-purpose facility at Pine Ridge. The District is currently working with the Paradise Irrigation District on installing a new boat launching facility at Paradise Lake.

AREA 2 – TOWN OF PARADISE

There are approximately 26,000 people living in the Town of Paradise planning area. Most of the District's improved park facilities are located here, including the Terry Ashe Recreation Center, Bille Park, Moore Road Park, Paradise Memorial Park, Noble Park, and Aquatic Park. Bille Park and Moore Road Park are both only partially developed with acreage available for future facility improvements. Oak Creek Park is also located in this area and provides 17 acres of natural park land with walking trails. The available acreage owned by the District in the Paradise planning area is adequate to provide reasonable access to facilities for the area residents. The District has just completed a master plan for the 12 acre Noble Park located in the east portion of Town.

AREA 3 – BUTTE CREEK CANYON

Population growth in Butte Creek Canyon is only moderate, but out-of-area recreation users have a major impact on the area. There are no facilities owned by the Paradise Recreation and Park District in Butte Creek Canyon at this time, but PRPD annually contributes funds to support various recreation related efforts in the area. The Centerville School, Colman Memorial Community Museum, and the Honey Run Covered Bridge also attract visitors from within and outside of the District. The school and museum are owned and operated by the Centerville Recreation and Historical Association. The Honey Run Covered Bridge is owned by Butte County with the Honey Run Covered Bridge Association overseeing the

information, events, and fundraising to preserve the site. Butte County recently developed a limited day-use parking and pedestrian viewing facility at Lookout Point on the Skyway with financial assistance from the District.

Other recreation draws include swimming, wading and floating in Butte Creek, fishing, hunting and trails. Because these uses take place in unstructured locations, they have at times led to problems such as trespassing, litter and illegal parking. The District should consider acquisition or lease of property to facilitate limited, managed access to these uses and for future growth in this area. Partnering with public land management agencies might help to provide these resources.

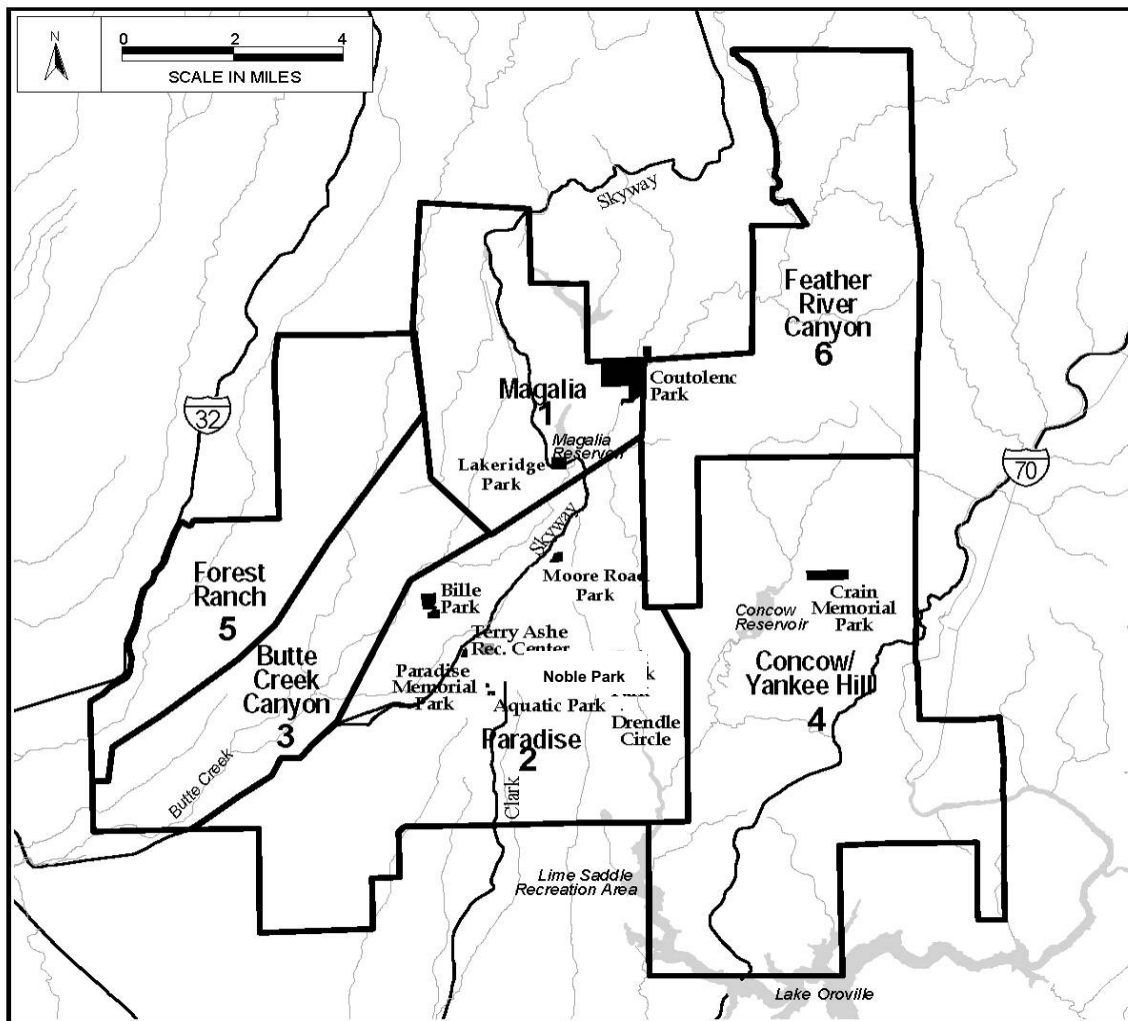


Figure 3 – Paradise Recreation and Park District Planning Areas

AREA 4 – CONCOW/YANKEE HILL

Currently being completed Crain Park (8 acres) is the single Paradise Recreation and Park District facility located in the Concow/Yankee Hill Area. The pool at Concow

School is also a popular recreation facility. It is owned by the Golden Feather Union School District, with PRPD providing maintenance and programs during the summer months (June – August). The pool facility is in need of some significant repairs, and PRPD is in conversations with the school district about cooperative efforts to make these repairs and keep the facility operational. PRPD is also in discussions with the Thermalito Sewer and Water District about ways to provide recreation opportunities at Concow Reservoir.

Additional park acreage may be needed in the Yankee Hill area depending on the rate of population growth. The extent and location of additional facilities will be coordinated with development and population. The Oroville Lake State Recreation Area is adjacent to this area and may be a future consideration for facility development.

AREA 5 – FOREST RANCH

The actual community of Forest Ranch is northwest of and outside of the PRPD service area. The Forest Ranch plan area within the District currently has a very low population density. There is potential for future growth in the area, however, because of its proximity to Highway 32 and Chico. There are no Paradise Recreation and Park District facilities in the Forest Ranch area at this time, and access to recreation facilities in other parts of the District is constrained by the Little Chico Creek canyon. Similarly, it would be difficult to provide PRPD maintenance and programming staff to Forest Ranch area. Facilities and programs in Chico and the



PRPD Small Voices Program

Chico Area Recreation District are actually more accessible for Forest Ranch area residents via Highway 32. Consideration should be given as to whether it makes sense to retain this area as part of PRPD, given the limited population and access issues. The Butte Local Agency Formation Commission [LAFCO] in their July 2, 2009 Municipal Service Review agrees that the District should consider detachment proceedings for this area. If the area is retained as part of the District, land acquisition for parks and a maintenance facility should be considered as a long term objective in anticipation of future growth.

AREA 6 - FEATHER RIVER CANYON

There are relatively few private residences in the Feather River Canyon area, and the potential for future growth is limited because the U.S. Forest Service owns most of the land. Consequently, this area is a low priority for future land acquisition or facility development by the District. To the west is the community of Stirling City with several hundred residents. Stirling City residents have access to the privately operated 20-acre Merlo Park, but only from May through October. The park provides hiking trails, picnic areas, a bocce ball court, horseshoe pits, restrooms, and an outdoor wedding chapel. PRPD should consider revising District boundaries to include Stirling City and possibly eliminating some portions of the Lassen National Forest where the potential demand for services is likely to remain very low.

Chapter
4

Community Needs and Preferences

Paradise Recreation and Park District residents were invited to contribute their suggestions and priorities for recreation resources as part of the last major Master Plan update process that was conducted August 26, 2010. Several different methods for gathering this input were provided. At a community workshop participants were asked to discuss the recreation needs they felt to be most important. This discussion also included consideration of the relative value and priority of these needs. In addition, residents were given the opportunity to complete a survey that asked a variety of questions about their use of existing facilities and programs, their recreation preferences, and the need for additional parks and programs. A Master Plan Advisory committee representing key community recreation interests was also formed, and met on three occasions to discuss specific planning topics and review progress on the Master Plan.

Community Workshop

Numerous community groups and organizations were asked by District staff to participate in the Master Plan workshop. The Paradise Post also ran an article about the Master Plan update process, and invited the community at large to attend the workshop. About forty people attended, representing a cross section of community interests and concerns. Attendees were invited to participate in several activities designed to facilitate sharing ideas and preferences for future District priorities.

STAYCATION PLANS

For the first activity, participants broke up into eight small groups of 3 – 5 people and were provided with a map of the District showing the location of current facilities. Working with a “staycation” theme, the groups then developed ideas for new facilities and programs they would like to see developed or offered within the District.

Participants provided a wide variety of facility suggestions and many of the same or similar suggestions were provided by multiple groups. The most commonly repeated suggestions were as follows:

- Relocation of the PRPD maintenance shop.
- Amphitheater or bandshell at Colman Museum, Terry Ashe Recreation Center, or some other location in Paradise.
- Disc golf course at Coutolenc Park or Magalia.
- Bocce ball courts at Bille Park, Magalia, and east Paradise.
- Sports fields, specifically soccer fields, baseball fields, and multi-use fields in Paradise and Magalia.
- Renovations to Concow Pool and new pool in Magalia.

- Skate/bike park in Paradise.
- More trails and paths of all types for walking, hiking, biking, mountain biking, and to provide connections between parks.

In addition, repairs or improvements were suggested for specific parks or locations.

- Crain Memorial Park – general expansion of improvements
- Bille Park - improved parking, lawn bowling, handball courts, artificial surface putting green, and tennis courts
- Aquatic Park – improved parking and lawn bowling
- Moore Road Park – snack shack renovation, access improvements, and batting cages
- Terry Ashe Recreation Center – tennis backboard
- Concow Reservoir – dock, fishing access, trails, and picnic tables

Other suggested facilities included a new Community Center in Magalia, a Community Garden in Paradise, a golf driving range, and lights and a restroom at the Paradise High tennis courts.

Program suggestions from this exercise covered a wide variety of activities across all age groups, as summarized in Table 6.



Community Workshop “Staycation Plan” Activity

Table 6 – Staycation Plan Suggested Programs

Category	Age Group	Program
Arts & Culture	All	Art Programs
	All	Dance
	All	Historical/Cultural/Natural Resource Education
	All	Promote Cherokee Pioneer Museum
	All	Swing Dance
	All	Writing
	Children	Children's Fine Arts Programs
	Teen	Band Competitions
	Teen	Teen Dances
	Youth	Youth Theater
Crafts	All	Knitting/Sewing/Quilting
Special Events	Community	Community Events (e.g., Police Chili Cook-off)
	Community	Events/Classes to highlight Local Talent
Life Enrichment	All	Cooking Classes
	All	Health and Wellness Programs
	All	Martial Arts
	All	Recreation Safety Classes
	All	Sustainability/Ecology/Green Living Classes
Outdoors	All	Interpretive/Guided Trails
	All	Nature Education Programs
	All	Organized Hiking
	Children	Discovery Club in Concow
	Teens	Teen Summer Camps
Sports	Adults	Adult Soccer League
	All	Bocce Ball Classes/Leagues at Bille Park
	All	Freestyle Bike/Skateboard Classes and Events
	All	Sailing/Kayak/Boating Classes and Rentals
	All	Softball Program at Moore Road Park
	All	Tennis Classes/League
	Teens	Summer Sports Camps
	Youth	Youth Tennis Program

Several suggestions related to program administration were also provided. These included expanded offerings of evening programs and programs in Magalia, and making information about programs more readily available.

TRAVELERS CHECKS

For the second activity, participants were each given five PRPD “traveler’s checks” for a vacation shopping spree. These could be spent in any of six general park and recreation priority areas. The park and recreation priority areas included New Park Land; Improvements at Existing Parks; Trails, Paths and Bikeways; Natural Areas and Open Space; Better Maintenance and Repair; New Programs and Community Events; and a catch-all “Other” category. Participants could spend these checks on improvements in the “Other” category by writing the desired facility or program on the back. The results are shown in Table 7, and compared with scoring for a similar exercise completed in 2002 at the Master Plan community meeting.

Table 7 – Travelers Checks Results

Category	# of Checks	2010 Rank	2002 Rank
Trails, Paths and Bikeways	39	1	4
New Programs and Community Events	30	2	3
Improvements at Existing Parks	25	3	1
Better Maintenance and Repair	20	4	3
Natural Areas and Open Space	18	5	5
New Park Land	16	6	2

The most popular priority was Trails, Paths, and Bikeways. This category was only ranked fourth out of six in 2002. The elevated interest in this category may be a reflection of changing demographics towards older adults, and a preference for family-oriented, healthful recreation activities that don't require expensive equipment, training, or specialized facilities. At the bottom of the list was New Park Land, which was the second highest priority in 2002. The category Improvements at Existing Parks was ranked third, down from number one in 2002. Acquisition of 25 acres for Lakeridge Park, declines in the rate of new residential development, and the completion of numerous facility improvement projects over the last eight years may have helped reduce the relative priority of these categories. The rankings of the remaining three categories were only slightly or not at all changed from the 2002 ranking. Programs and Events had a slightly elevated priority while the priority for Better Maintenance and Repair was slightly reduced. As in 2002, workshop participants expressed concerns that adequate resources should be allocated to take care of existing facilities so the District's investment in these facilities is protected, and to provide preventative maintenance to reduce long term repair costs. The priority for Natural Areas and Open Space remained relatively low, reflecting the abundance of access to natural areas within or nearby the District.

In the "Other" category of priorities, both bocce ball courts and soccer fields received a significant (15) number of votes. Other items receiving multiple votes in this category were a snack stand at Moore Road Park (7), skate/bike park (4), and expanded recreation at Concow Reservoir (2). The "Other" category in the 2002 exercise included only the suggestion that the District needed to identify alternative funding sources.

SPOT-ON

In the third activity, called "Spot On," participants placed colored dots on a master list of possible programs and facilities to indicate those they felt were most important. Attendees were allowed to vote multiple times for a single program or facility, and could write-in any program or facility not included on the list.

The facilities ranked as most important were: bike routes, trails, and paths, soccer fields, bocce ball courts, baseball fields, bandshell/amphitheater, and skate/bike park. Moderate interest was expressed in tennis courts, community gardens, disk golf, swimming pool upgrades, and a restroom for Crain Memorial Park.

The voting for programs revealed significant support across a diverse array of Aquatics, Life Enrichment, Wellness, Arts, and Sports activities. Those ranked the most important were: Teen Events, Mature Adult Programs, Bocce Ball Classes, Theater Programs, Tennis Lessons, and Outdoor Adventures. However, numerous programs in each of the major categories received enough votes to be considered moderately important. These results suggest that there is support within the community for a comprehensive selection of diverse recreation opportunities.



PRPD residents consider program priorities.

Community Survey

In addition to the community workshop, District residents were invited to provide input to the Master Plan update process through a survey available on the Paradise Recreation and Park District web site. The survey included questions about residents' recreation needs and preferences, and their attitudes towards existing District facilities and programs.

PARTICIPATION

Survey responses were received from 164 individuals. About 51% of the respondents were from Magalia, 41% from the Town of Paradise, 5% from Concow/Yankee Hill, 3% from Butte Creek Canyon, and 1% from Feather River Canyon. Responses were received from a variety of adult age groups. Residents aged 21 to 30 accounted for 4% of the responses. About 31% of the responses were from people aged 31 to 50 years, and 43% from those aged 51 to 65 years. Residents 66 years or older accounted for 23% of the responses. Although information about the survey was provided at youth and teen programs and events, no surveys were completed by these groups. However, about one-third of all respondents had children under eighteen living in their household

EVALUATION OF SERVICE

Respondents were asked to evaluate how well ten statements about PRPD facilities and programs agreed with their own experience (Table 8). The survey results indicated that residents are generally satisfied with the Paradise Recreation and Park District, but that there are some categories of service that could be improved.

Table 8 - Satisfaction with Paradise Recreation and Park District

Survey Question	% Agreement
The parks are well-maintained.	82%
It is safe for young people to play in the parks.	81%
You know where to get information about recreation programs provided by PRPD	78%
You are satisfied with the quality of the facilities in the parks.	73%
The variety of facilities at the parks meets your recreational needs.	63%
PRPD's recreation programs are offered at times that are convenient for you.	63%
You are satisfied with the variety of recreation programs offered by PRPD	62%
PRPD's recreation programs are offered at locations that are convenient for you.	57%
The parks are conveniently located for you.	55%
There are enough parks to meet your needs.	43%

Respondents were most satisfied with park maintenance and quality, access to information about recreation programs, and park safety. Respondents were moderately satisfied with the variety and location of park facilities and programs, underscoring the ongoing challenge of providing adequate facilities and programs to the all areas of the District. With the pending development of Lakeridge Park in Magalia and improvements to Crain Memorial Park in Concow, the District hopes to improve access to facilities in these areas. The District’s ability to expand the variety, frequency, and location of program offerings is tied to availability of suitable facilities either owned by the District or through cooperative agreements. More than half of the respondents indicated a need for more parks.

PARK DEVELOPMENT AND FUNDING

Recognizing the need for additional parks and programs, a crucial consideration is how to secure the necessary funding to make these services possible. The survey provided five statements related to funding strategies and asked respondents to indicate their level of agreement (Table 9). Respondents agreed strongly with pursuing a variety of funding approaches including the use of grants, joint ventures with businesses and public agencies, development impact fees, and General Fund revenues. Support for a park specific assessment was less strong with only about one-half of respondents agreeing with this approach.

Table 9 – Funding Strategies

Survey Question	% Agreement
PRPD should aggressively pursue grants and contributions to help fund park facilities.	94%
PRPD should pursue joint ventures with private businesses and other public agencies to share park development costs.	83%
Developers should pay fees to cover the cost of new parks when new residential developments are approved.	78%
PRPD should continue to use the District General Fund to pay for parks.	77%
You would consider paying a new assessment or tax specifically for parks as long as you had the opportunity to approve the amount of the assessment or tax before it was implemented.	48%

INDIVIDUAL PARK EVALUATION

The parks visited most often by survey respondents were Terry Ashe Recreation Center, Bille Park, and Aquatic Park (Table 10). This is not surprising considering these parks have the most improvements and program offerings, and are located near the largest population centers within the District.

Table 10 - Park Visitation

Park	Used by % of Respondents
Terry Ashe Recreation Center	90%
Billie Park	88%
Aquatic Park	74%
Paradise Memorial Park	36%
Moore Road Park	35%
Coutolenc Park	29%
Oak Creek Park	5%



PRPD Dog Park at Moore Road Park

Survey participants were also asked if they had concerns about the conditions of facilities, safety, or cleanliness of PRPD parks. Respondents overwhelmingly expressed satisfaction with all parks (Table 11), with a small number identifying specific concerns at individual parks in each category (Table 12).

Table 11 – Overall Satisfaction with Parks

Park	% with No Concerns about Park
Terry Ashe Recreation Center	95%
Aquatic Park	87%
Moore Road Park	92%
Billie Park	92%
Coutolenc Park	90%
Paradise Memorial Park	98%
Oak Creek Park	96%

Table 12 – Specific Park Concerns

Park	% with Concerns About...			
	Facility Condition	Day Safety	Night Safety	Cleanliness
Terry Ashe Recreation Center	4%	3%	4%	2%
Aquatic Park	6%	4%	6%	9%
Moore Road Park	8%	4%	7%	8%
Billie Park	4%	5%	4%	4%
Coutolenc Park	7%	5%	7%	5%
Paradise Memorial Park	1%	1%	2%	1%
Oak Creek Park	3%	2%	3%	2%

PROGRAMS

Approximately 41 percent of the survey respondents indicated that they or someone in their household had participated in District programs in the last three years. Of those who had participated, 64 percent were very satisfied, and 32 percent were somewhat satisfied. This indicates that most program areas seem to be operating adequately, but some may have room for improvement.

The survey also asked respondents to rate the importance (high, moderate, or low) of providing recreation programs and activities targeting various age groups. The survey results indicate that programming for all age groups is moderately to highly important (Table 13). The highest priority for programs was on those directed towards teens and children, followed closely by mature adults and young adults.

However, all age groups received significant support consistent with the input from the Community Workshop activities.

Table 13 - Importance of Programs by Age-group

Age Group	Ranking 3=High, 2 = Moderate, 1 = Low
Teenagers, Age 13-18	2.8
Children, Age 5-12	2.7
Mature Adults 51-70	2.4
Young Adults, Age 19-25	2.4
Preschool, Age 1-4	2.3
Seniors, Age 70+	2.3
Adults, Age 26-50	2.2

The importance of specific types of programs was also ranked in a similar manner by survey participants (Table 14). Once again, all program areas were ranked as being moderately to highly important, with summer programs, community events, and after school programs being most highly ranked. This suggests that there is a broad base of demand for a wide variety of programs and activities within the District.

Table 14 - Importance of Programs Areas

Age Group	Ranking 3=High, 2 = Moderate, 1 = Low
Summer Programs	2.7
Community Events	2.6
After School Programs	2.6
Nature Education Programs	2.5
Aquatics Programs	2.5
Family Programs	2.4
Arts & Cultural Programs	2.4
Fitness Programs	2.4
Individual & Team Sports	2.3
Adult Education	2.2
Computer & Technology	2.1

FACILITIES

The final survey question asked participants to select up to five facilities most needed by the community (Table 15). Nearly one-half of the respondents identified walking and biking trails as a priority, followed by 40 percent who identified teen centers as a priority, and 32 percent who identified a skate park as a priority. Other facilities

identified by at least 20 percent of the respondents as important included community gardens, natural open space, group picnic areas, water/spray play areas, and an amphitheater. Several of these results echo the findings of the workshop activities and other survey questions.

Table 15 – Most Needed Facilities

Facility	Considered Most Needed by %
Walking and Biking Trails	49%
Teen Centers	40%
Skate Park	32%
Community Gardens	27%
Natural Open Space	26%
Group Picnic Areas	24%
Water/Spray Play Areas	22%
Amphitheater	21%
Dog Parks	19%
Community Center	18%
Children's Play Areas (Ages 6-12)	18%
Swimming Facilities	18%
Public Meeting Rooms	15%
Soccer Fields	15%
Senior Centers	13%
Disc Golf Course	12%
Baseball Fields	12%
BMX Bike Track	12%
Outdoor Volleyball Courts	11%
Outdoor Basketball Courts	10%
Bocce Ball Courts	10%
Gymnasiums	9%
Tennis Courts	9%
Tot Lots (Ages 3-5)	8%

Chapter
5

Priorities and Recommendations

This chapter of the Master Plan provides specific recommendations for the Paradise Recreation and Park District that are focused on meeting the recreation needs of District residents over the next eight years. These recommendations reflect the results of the various analyses described in the earlier chapters of this Master Plan, including park planning criteria based on population, acreage, existing facilities, planning areas and input from the community and District staff. Recommendations address needs in the following areas:

- repairs and renovations of existing facilities,
- facility development at existing parks,
- new facility development,
- acquisition,
- trails and bikeways,
- programs,
- operations, and
- planning.

Repairs and Renovations to Existing Facilities

Taking care of the facilities the District already owns and operates is considered a high priority. Facilities must be kept in good working order to assure their functionality and the safety of the community. A variety of repairs and renovations are needed at existing parks and joint-use facilities (Table 16). Renovations and/or replacement typically represent upgrades that are less expensive in the long run than trying to maintain outdated facilities.

The highest priority repairs and renovations should be implemented in the short-term (within five years). The relative priority of the remaining repairs and recommendations should be evaluated annually. The District should continue to maintain and implement its five to eight year plan indicating the repairs and renovations that are to be completed in the current year, the next year, and the subsequent three years. An annual review should also include updates to the cost estimates for these planned repairs and renovations.

Table 16 - Recommended Repairs and Renovations

	Short-term within 5 years	Long-term greater than 5 years
Aquatic Park & Pool		
<i>Swim Pool Deck Replacement</i>		\$100,000
<i>Concrete Slab Play Area Replacement</i>	\$15,000	
<i>Lower Parking Lot Repair</i>	\$8,500	
<i>Replace Fence Around Pool</i>	\$10,000	
<i>Upgrade Swim Pool Restrooms</i>	\$5,000	
<i>New ADA Chair</i>	\$1,000	
<i>Recreation Building Window Replacement</i>	\$4,000	
<i>Refrigerator / Freezer Replacement</i>	\$6,500	
<i>Upgrade Electrical System</i>		\$7,500
<i>Upgrade Vacuum System</i>		\$2,500
<i>Recreation Building Renovation</i>		\$200,000
<i>Playground Replacement</i>		\$50,000
<i>Water Purification System Replacement</i>		\$100,000
<i>Turf Irrigation Renovation</i>		\$15,000
Terry Ashe Recreation Center		
<i>Landscape /Gazebo Improvement South Section</i>	\$50,000	
<i>Lower Parking Lot Repair</i>		\$50,000
<i>Office Equipment Replacement</i>	\$15,000	
<i>Sign Replacement</i>	\$30,000	
Bille Park		
<i>Upper Parking Lot Repair</i>		\$10,000
<i>Upper Restroom Renovation</i>		\$8,000
<i>Irrigation Repair</i>	\$10,000	
Moore Road Ballpark and Horse Arena		
<i>Restroom / Concession Building Renovation</i>		\$150,000
<i>Road Improvements</i>	\$150,000	
<i>Parking Lots Repair</i>	\$30,000	
<i>Replace Fence - BP #1</i>	\$20,000	
<i>Playground Replacement</i>		\$30,000
<i>Ballpark Lighting Renovation (Small Field)</i>		\$350,000
<i>Lighting Repair (Fields / Horse Arena)</i>	\$15,000	\$5,000
Paradise High School (Joint-use Facilities)		
<i>Tennis Courts Renovation</i>		\$25,000
<i>Softball Field Backstop and Fence Repair</i>	\$10,000	
<i>Field Improvements</i>		\$5,000
<i>Gym Repairs</i>		\$10,000
Concow Pool (Joint-use Facility)		
<i>Concow School Swim Pool Renovation</i>	\$100,000	
TOTAL	\$385,000	\$1,118,000

Note: Estimates reflect 2010 costs.

Facility Development at Existing Parks

Citizen input to this planning process supported the use of District resources to develop additional facilities at existing parks. Development of such improvements provides high recreational value to the community because the District can leverage

the resources it has already invested in the acquisition of land and supporting infrastructure such as parking or restrooms.

District staff has identified a number of facility improvements and additional development opportunities at existing parks or joint-use facilities (Table 17). The most important are recommended for short-term (within five years) implementation. An annual review process for facility development similar to that recommended for repairs and renovations should be undertaken by the District, including updates to prioritization and cost estimates.

Table 17 - Recommended Facility Development at Existing Parks

	Short-term within 5 years	Long-term greater than 5 years
Aquatic Park & Pool		
<i>Solar Power</i>	Contract	
<i>Water Spray/Play Area</i>		\$300,000
Terry Ashe Recreation Center		
<i>Courtyard</i>	\$150,000	
<i>Solar Power</i>	Contract	
Coutolenc Park		
<i>Disc Golf</i>	\$20,000	
<i>Trail to River</i>		\$106,500
<i>Restrooms and Well</i>		\$250,000
Bille Park		
<i>Dog Park</i>		\$20,000
<i>Maintenance Building Addition</i>		\$10,000
Lakeridge Park		
<i>Master Planned Improvements</i>	\$2,404,000	
Paradise High School (Joint-use Facility)		
<i>Multi-use Fields (2 needed)</i>		\$100,000
Noble Park		
<i>Master Planned Addition</i>		\$4,000,000
TOTAL	\$2,574,000	\$4,786,500

Note: Estimates reflect 2010 costs.

New Facility Development

Based on the input from District residents, population projections and the number of existing facilities, there are a variety of additional facilities that the Paradise Recreation and Park District needs to develop in order to meet the anticipated demand for recreation resources over the next ten years (Table 18). High priority facilities include: a multi-purpose gymnasium with indoor basketball and volleyball courts; a skate/bike park; lighted baseball field; soccer fields; and multi-use fields that can be used for most youth football camps and other field sport programs. Another community center is also needed, which could encompass the proposed gymnasium with multi-purpose rooms and a kitchen. An additional pool, bocce ball courts, child’s play area, and group picnic area are the next level of priority.

Development of some of these facilities may take place at existing park sites as space permits or at new park sites to be acquired in the future. Alternatively, the District may pursue joint-use agreements with the Paradise Unified School District, the Town of Paradise, the Golden Feather Union Elementary School District, the Paradise Irrigation District, or private providers of recreation facilities to develop some of these facilities. Funding limitations will most likely delay development of some of these facilities beyond these targeted timeframes, and will be addressed in the Implementation Plan in Chapter 7.

GYMNASIUM

The District currently needs one additional gymnasium or large multi-purpose facility. Because gymnasiums are very expensive (plus \$2,000,000) the location should be determined based on joint-use opportunities with existing or proposed schools, or as part of a comprehensive community center facility.

BASKETBALL AND VOLLEYBALL COURTS (INDOOR)

The District currently needs two additional indoor basketball and two additional indoor volleyball courts, and one more of each over the next ten years. These facilities should be incorporated into the design of the multi-purpose/gymnasium facility. The building should be arranged to allow at least one of the basketball courts to be full-sized for adult league play.

SPORTS FIELDS

The District currently needs four new soccer fields, two multi-use fields, and one additional baseball field which should be lighted. In another ten years, one additional soccer field and a multi-use field may also be needed.

Paradise Ridge Youth Soccer Club owns a 9-acre parcel next to the proposed Paradise Community Village (PCV). The organization plans to develop a soccer complex on the parcel, sharing infrastructure costs with the PCV project partners. The complex will include a field sized for high school level play, and two smaller fields. PRPD anticipates contributing funds for PCV infrastructure and assisting with grant writing to help make more soccer facilities available. Two additional multi-use fields are also indentified for development at Paradise High School. The remaining multi-use field and two additional soccer fields could be developed at Coutolenc Park, Moore Road Park, Noble Park, or at joint-use school site.

The baseball field should be built under a joint-use agreement with the schools or other organization because of the high-cost of development and operations, and to maximize use. PUSD has undeveloped property in Magalia that would be a good location for this facility.

The estimated cost to develop a lighted baseball field is \$350,000. Multi-use fields could be developed for about \$50,000. Soccer fields should be lighted and developed as a complex to maximize their use and share infrastructure costs. The cost for a two-field complex is estimated at \$300,000. These estimates are based on costs for comparable projects developed in the region.

COMMUNITY CENTER

The most pressing need for a new community center is in the Magalia area due to the concentration of population and the lack of comparable facilities. The cost to develop a community center is widely variable depending on features it contains. At a minimum, the Magalia area community center should have a large multi-purpose room, several smaller classrooms, a kitchen, restrooms, a locker room, and parking. Costs for such a facility are in the range of \$2.5 million to \$4.5 million.

The District should secure acreage for the community center through joint-use of land owned by PUSD or other public agency, or a joint purchase agreement. It is suggested that enough property be acquired (8 to 10 acres minimum) to allow room for sport fields and a playground in conjunction with the community center.

SKATE/BIKE PARK

A 2 ½ -acre parcel within the Paradise Community Village site has been targeted for development of a skate/bike park. The facility is envisioned as a 15,000 square foot skate and bike park with supporting recreation facilities such as a play structure and picnic area. Estimated cost for development of a project of this scale is \$3 million, and would have to be funded through a combination of grants and donations. If grant funding cannot be obtained, the design may be revisited and a smaller facility potentially funded by other District revenues and donations. The Paradise Community Village has lost a major portion of its partners and another location should be considered for a skate/bike park location and a smaller facility should be considered.

GROUP PICNIC AREA

There are already four group picnic areas at District parks. These are popular facilities that generate revenues through reservation fees. If District population growth occurs as projected, another group picnic area may be needed in the next ten years. Additional group picnic facilities should be developed especially in the Magalia area. A group picnic facility could be developed in concert with a new community center in Magalia if property is available; as a future expansion of facilities at Lakeridge Park, Coutolenc Park, or Crain Memorial Park; or at a new park site. Group picnic facilities typically provide ten or more tables, a covered area, a food preparation area with running water, barbecues and restrooms. The estimated cost to develop such a facility, if supporting utilities and parking are already in place, is estimated to be \$250,000.

SWIMMING POOL

District residents currently have access to pools at Aquatic Park and Concow School. The Concow School pool is not a District facility and is only open to the public during limited hours from mid-June through late August. Due to these limitations, an additional aquatic facility is needed particularly in the Magalia area. It could be included as a feature at the proposed community center to maximize use, keep infrastructure costs down, and increase programming opportunities.

Two types of aquatic facilities should be considered. A 25 meter x 25 yard competition pool with shaded seating, rest rooms, locker rooms, showers, concession area and parking would support high school and college level meets and water polo.

(Diving requires a 30-meter length.) The cost for such a facility is about \$3.5 million, not including land. A recreation pool consisting of a play structure and a water slide connected by wading and play areas, with supporting amenities, costs about one-third to one-fourth the cost of a competition pool. Recreation pools also attract nearly three times as many visitors and can typically charge higher fees for use.

If a competition pool is desired, it should be built under a joint-use agreement with the schools and used for team practices and meets. A recreation pool could also



Aquatic Park

potentially be developed and operated in a cooperative arrangement with a private commercial recreation provider.

PLAY AREAS

One additional play area may be needed in the next ten years if District population growth occurs as projected. New play areas cost about \$100,000 depending on the type of play structures provided. The location of the play area should be determined based on where development occurs. If new parks are planned for Butte Creek Canyon, Yankee Hill, or Forest Ranch they should include play areas.

BOCCE BALL COURTS

Although there is no facility guideline for bocce balls courts, the community input process indicated significant interest in having access to this activity. Bocce ball courts should be included in the design of Lakeridge Park to gauge the level of demand. Lakeridge Park would be a good site because the proposed picnic facilities there would complement the bocce ball courts. If demand for the courts is sustained, additional courts should be developed at other parks in the future, such as Bille Park or Aquatic Park. Bocce ball courts are relatively inexpensive to develop; estimated cost for two courts is \$15,000.

TRAILS AND BIKEWAYS

The community demand for trails, paths, and bikeways has increased significantly since 2002. In addition to paths and trails within parks, residents are looking for

dedicated walking and biking routes that provide connections between parks and other community centers like schools and shopping areas.

Most of the PRPD parks include paved walkways. More extensive trail systems are available at Coutolenc Park, Crain Memorial Park, Bille Park, and Oak Creek Natural Area. Lakeridge Park and Noble Park will also include a nature trail once it is completed. The District has many other existing hiking and nature trails located on other public properties, including a 4.5 mile trail maintained by the Paradise Irrigation District at Paradise Lake. These various trails provide hiking and in some cases dirt bike opportunities through a diversity of terrain. The District maintains a list of commonly used trails with a description of difficulty and directions to the trailheads.

Development of these connecting trail and bike facilities will require collaboration between PRPD, the Town of Paradise, Butte County, the Paradise Irrigation District and other public land managers for planning, construction, and maintenance. The Town of Paradise is the primary transportation planning entity within the town limits; the County of Butte has this responsibility in the unincorporated areas, except on lands managed by the U.S. Forest Service. The Town of Paradise has had a *Bicycle Master Plan* since 1982, and updated the plan in 1998 and again in 2006. Existing bikeways include approximately six miles of the class I Paradise Memorial Trailway and a small section of class II bike lanes. Regional bikeways and connections to the Paradise Urban Area are addressed by the *Countywide Bikeway Master Plan for Butte County*.

The Paradise Recreation and Park District will continue to support the Town of Paradise and Butte County in implementation of their bikeway master plans, and provide planning and grant writing assistance. One potential new alignment discussed as part of this Master Plan update process would connect Paradise Lake with Coutolenc Park, Lakeridge Park, and Magalia Reservoir traversing through Lassen National Forest and Paradise Irrigation District land. When feasible, the District will seek appropriate land for new park development near existing or proposed bikeways and trails so that park facilities such as restrooms and picnic areas will complement the recreational use of the bikeways and trails.

The District will also continue to develop trails within parks to provide facilities for walkers and joggers. Limited use of these park trails will also be available to dirt bikes or skateboards depending on the trail surface and pedestrian safety. Signage will identify allowed uses.

COMMUNITY GARDENS

Workshop and survey participants expressed a significant level of interest in having access to community gardens. Community gardens are typically managed and operated by the member gardeners who also donate labor and materials. Plot fees are usually charged to help cover the cost of water and other miscellaneous expenses. Community service groups may also donate resources for coordination and operation. A community garden remains viable as long as there is a sufficient level of participation and enthusiasm of member gardeners to keep the plots in cultivation and maintained.

PRPD is able to support residents’ interest in community gardens by allocating space in one or several existing park sites, working with the member gardener organizations to establish use, maintenance, and fee requirements. If public interest in the gardens waned, the space would revert back to other park uses as needed. The District may also offer gardening oriented recreation programs at the community garden sites focusing on topics such as sustainable gardening practices, composting, companion planting, and pruning. This level of support would not incur any capital expense for the District.

Table 18 – New Facility Development

Facility	Short-term within 5 years	Long-term greater than 5 years
Gymnasium/Community Center		\$3,500,000
Soccer Fields w/lights (2)		\$300,000
Multi-use Fields (3)		\$50,000
Lighted Baseball Field		\$350,000
Skate/Bike Park	\$300,000	
Group Picnic Area		\$250,000
Swimming Pool		\$3,500,000
Children’s Play Area		\$100,000
Bocce Ball Courts (2)		\$15,000
Trails	\$250,000	
TOTAL	\$550,000	\$8,065,000

Note: Estimates reflect 2010 costs.

Public Recreation Facilities

There are other types of recreation facilities that are in demand by residents of the Paradise Recreation and Park District that are not provided by the District, such as golf courses, bowling alleys, health clubs, and shooting ranges. These types of facilities require specialized knowledge and present operational challenges that the District is currently not equipped to address. Therefore, the District must look to private clubs and businesses to provide these types of services. The District will support the role of these entities in the community as recreation partners, and will encourage use of these privately owned and operated facilities by residents.

Acquisition

The Paradise Recreation and Park District currently owns over 450 acres of property, but it is not necessarily located in the best places to serve the existing and anticipated population of the District. There are several areas where additional land may need to be acquired, either for current park development or in anticipation of future needs. The location and estimated acres needed are shown in Table 19.

Table 19 – Potential New Park Land Acquisition

Location	Estimated Acreage	Estimated Cost
Skate Park Site (Town of Paradise)	2.5	\$ 300,000
Butte Creek Canyon	3 - 5	\$ 120,000
Concow/Yankee Hill	3 - 5	\$ 100,000
Forest Ranch	3 - 5	\$100,000 ¹
Magalia Area	8 -10	\$190,000 ²
TOTAL:		\$ 810,000

¹ Acquisition would not be pursued if PRPD boundary is revised to exclude Forest Ranch.

² PRPD share of estimated purchase price as part of joint-use agreement.

The Bureau of Land Management owns property in the Butte Creek Canyon area that might be available for lease by PRPD as the site of a park facility. If such an arrangement is possible, impact fees associated with development in the Butte Creek Canyon area could potentially be used to support park improvements, depending on the terms of the lease. Acquisition of additional land in the Yankee Hill and Forest Ranch areas should be considered as future population growth demands new parks in these locations. Acquisition of three to five acres in each of these areas is recommended, as smaller parks provide very limited improvement opportunities.

Programs

Several program related themes emerged through this Master Plan update process. These provide general direction about the focus and role of PRPD programs in the community, as well as specific direction for particular program areas.

PROGRAM VARIETY

The Paradise Recreation and Park District provides a wide variety of recreation and life enrichment programs for all age groups. Community input to this planning process clearly indicated that there is broad based support for this diversity of activities and the District should continue with this approach.

COMMUNITY RECREATION PROGRAM COORDINATION

The District is in a unique position for providing recreation services that complement those offered by other organizations in the community such as the schools, Boys and Girls Club, sports leagues, etc. These organizations have more narrowly defined recreation objectives than the District, which means that the District’s role can be to provide those types of programs and activities that serve needs not addressed by other organizations. This requires the District to actively engage with these other organizations, to understand the breadth of community needs, and to remain flexible and creative in its programming vision.

TEEN PROGRAMS

The need for more teen programs was frequently identified during the community input process. However, the Paradise Recreation and Park District already provides programs that are intended specifically for teens, and encourages teens to participate

in the many other programs that are available to both teens and adults. Sports and activities offered by the School District, Boys and Girls Club, and community churches also play an important role in providing sports and recreation options for some teens. Nevertheless, there continues to be a perception that teens do not have adequate access to the types of activities and events they are seeking.

There are several ways in which PRPD could improve delivery of and participation in teen programs and activities.

Firstly, it is important to recognize that successful teen program development is a very distinct and specialized area of recreation programming. Recreation professionals who focus on teen programming have to understand the developmental needs and societal challenges of teens in order to create appealing, responsive programs. These include many complex issues such as wellness, self-esteem, substance abuse, sexual behaviors, family dynamics, teen suicide, and vocational opportunities.

Secondly, teen recreation preferences are extremely trend-sensitive and change much more frequently than preferences in other age groups. Understanding what programs and activities will succeed requires continual and focused attention to these trends and a willingness to adapt and re-package offerings as trends change.

Finally, teens are more likely to get information through evolving communication techniques like social networking and peer contact than through more traditional media. Outreach to market teen programs needs to utilize these various channels, such as Facebook and Twitter, to get the word out to the teen audience.



PRPD Little Hoopsters with Teen Recreation Leaders

MATURE ADULT PROGRAMS

Nationally there has been an increase in the number of mature adults due to the aging of the “baby boomer” generation. Many of the people in this age group have recreation needs that are very different from those traditionally recognized for

seniors. Overall, they are an active group of people interested in maintaining health through a variety of sports and exercise options. They are also interested in continuing education, technology, and in opportunities to participate in community service.

The District has recognized these distinct needs and is continually considering how best to meet them. This will be a high priority programming concern for the District during the next ten years. The District will seek input from the mature adults in the community to develop programs and facilities targeted specifically to this group of residents and visitors.

SOFTBALL, BASKETBALL, AND AQUATICS

The availability of suitable facilities continues to limit the District's capacity to add or expand several very popular programs, such as softball, basketball, and aquatics. Softball programs served over 1,400 residents last year and include some of the most popular adult recreation activities in the District. Approximately 650 people ranging in age from youth to adult participated in basketball programs. The Aquatic Park pool and Concow pool were visited over 33,000 times by users of all ages in recreational swimming, lessons, and group rentals. These programs continue to be in high demand, but access to the required facilities limits their availability. The District's ability to address the facility recommendations outlined in this Master Plan will bear directly on the future of District programming in these areas.

PRE-SCHOOL PROGRAMS

The Paradise Recreation and Park District offers a number of developmental pre-school programs. Daycare for preschool children is available through some churches and private providers. Pre-school education is important to the community because it provides children with opportunities to develop their physical, social, and learning skills prior to entering elementary school. The District will continue to recognize these programs as a priority service area and look for opportunities to enhance or expand offerings.

AFTER-SCHOOL PROGRAMS FOR ELEMENTARY AND MIDDLE SCHOOLS

The trends toward two-income families and single-parent households leave many children on their own from the time school lets out until a parent returns home in the evening. After-school programs for elementary and middle school children are now offered by the Boys and Girls Club at three Paradise Unified School District school sites. The Paradise Teen Center operated by the Boys and Girls Club also offers after school programs for middle and high school students. To complement these programs, PRPD also offers an after-school program called the Discovery Club for children at Aquatic Park and the Children's Community Charter School. After school sports programs are also offered by PRPD at several schools sites.

The District needs to consider expanding its school program to include 5 – 7 year old children that only attend a half day of school.

The District needs to continue to work with the Boys and Girls Club, Paradise Unified School District, Golden Feather Union Elementary School District, and the

community to develop strategies to expand and improve after-school programs. Specific goals include:

- Offering Discovery Club or other after-school program to Concow Elementary School students
- Providing scholarships and additional staffing through grants, business sponsorships and community donations to support expanded participation in all after-school programs.

Operations

ADMINISTRATIVE STAFFING

The Paradise Recreation and Park District currently employs eight staff to handle all aspects of District administration and operations including program development and management. The full-time staff positions include the District Manager, Recreation Superintendent, two Recreation Supervisors, and three administrative support staff. Part-time staff includes an Administrative Assistant.

MAINTENANCE STAFFING

Park maintenance is handled by the equivalent of ten full-time staff, including the Park Superintendent and seven full-time and four part-time maintenance workers. This is a similar number of maintenance staff as the District had in 2002. The staff is responsible for about 74 acres of developed park land, 395 acres of natural area, and the District Maintenance Shop on $\frac{3}{4}$ acre. Once improvements at Lakeridge Park are completed, there will be an additional 8 acres of develop land. The level of



Bille Park

maintenance required on the improved properties is significantly greater than that needed for the natural areas. With Lakeridge Park, The District will have about 9.1 acres of these improved acres for each maintenance staff position.

However, unimproved areas are by no means maintenance free. The need to manage and maintain these areas is especially critical in the Paradise Recreation and Park

District due to fire danger. Care of natural areas includes periodic management of vegetation for fuel load reduction, trash and litter removal, and inspection and limbing of trees to remove disease and public hazards. Healthy vegetation in creek channels must also be managed to prevent erosion and associated water quality impacts. Including these natural areas, the District has 51 acres per maintenance staff position.

Inadequate maintenance staffing was identified as an issue in the 2002 Master Plan. The level of staff has been reduced, and it is a credit to the resourcefulness of the District maintenance staff that park cleanliness and facility conditions continue to receive high marks from residents. However, long term operation of the District's parks with this reduced level of maintenance staffing is not sustainable. The District has become increasingly dependent on referral personnel to complete routine maintenance activities. However, the availability of personnel provided by referral programs, such as the Private Industry Council, the Court Referral Program, and the Sheriff's Work Assistance Program, is unpredictable due to competition from other public agencies. In addition, PRPD staff is still required to supervise referral personnel. Facility improvements and repairs are being delayed due to lack of personnel to do the work. Preventive maintenance is important to maximize the useful life of facilities and to provide a safe environment. Care of the natural areas has been especially inconsistent because priority is given to keeping developed parks attractive, functional and safe. When resources are available, the District utilizes California Conservation Corps and volunteer to address critical fuel load management issues.

In order to determine the number of additional maintenance staff required, the District needs to first develop a Natural Areas Maintenance Plan. This goal of this plan is to determine which park areas are to remain as natural areas, and to define the appropriate maintenance practices for the particular circumstances of each area. The plan should consider the specific maintenance activities needed, frequency, and required staffing. Potential funding or support resources, such as volunteer clean-up days, or the California Department of Forestry, should also be addressed.

Once a Natural Areas Maintenance plan is completed, current maintenance staffing levels can be reviewed for all District properties to determine the number and type of additional positions needed. The review of staffing levels should also project anticipated new park or facility development associated with implementation of this Master Plan and its maintenance impact.

MAINTENANCE FACILITIES AND EQUIPMENT

Minor improvements to the District maintenance shop are needed to make the facility more efficient and functional, and some vehicles and equipment need to be replaced (Table 20). The improvements to the shop can be completed using District staff, pending their availability once other park related maintenance duties are completed. Two new ATVs will be needed in the next five years to support maintenance of the planned improvements at Crain Memorial Park and Lakeridge Park. Other essential equipment as identified is expected to need replacing within the next ten years. PRPD should also explore sharing equipment with other public agencies, such as the Paradise Irrigation District, as feasible to reduce acquisition costs for both agencies.

Table 20 - Maintenance Facilities and Equipment

Recommended Improvements	Short-term within 5 years	Long-term greater than 5 years
Trucks (6)	\$75,000	\$85,000
Vans (2)	\$30,000	\$30,000
ATVs (3)	\$20,000	\$10,000
Mower		\$20,000
Tractor		\$30,000
Boom		\$25,000
Chipper		\$15,000
Hoist		\$7,500
Covered Parking Structure		\$10,000
Septic System Repair		\$6,000
Road Improvements		\$5,000
Plasma Cutter		\$2,500
Storage Unit	\$6,000	
TOTAL:	\$131,500	\$246,000

Note: Estimates reflect 2010 costs.

Planning

The success of the Paradise Recreation and Park District depends not only on the quality of existing facilities and programs, but also on how well the District anticipates future issues and trends. The following plans and policies address several key long-term planning considerations and provide the District with strategic direction.

DISTRICT BOUNDARIES

The Paradise Recreation and Park District needs to evaluate potential modifications to the District boundaries, including those noted in the Municipal Services Review (MSR) completed by the Butte County Local Agency Formation Commission in 2009. Possible boundary modifications include expansion to encompass Stirling City, elimination of the Forest Ranch area, and other minor adjustments that will address better coordination of services with adjacent recreation districts. The Butte Creek Canyon area was also identified in the MSR as a potential future exclusion area. However, at this time residents of the area have expressed the desire to continue receiving park and recreation services from PRPD.

QUIMBY ACT ACREAGE STANDARDS

This Master Plan is consistent with the District’s policy of providing five acres of accessible active or passive park land for every 1,000 people it serves. The District currently has about ten acres of land for every 1,000 people, and at least half of this is to be permanently retained as accessible active or passive park land. The balance will be set aside as natural area preserves with limited recreation access due to site constraints or special resource issues. As new residential development occurs within the District it will be important for additional property to be acquired to maintain the standard of five acres per 1,000 people. The Quimby Act under Section 66477 of the

California Government Code allows jurisdictions to require developers to dedicate land or fees in lieu of land, to local park agencies for this purpose.

Currently, the Town of Paradise requires three (3) acres per 1,000 people for new residential development, and has a recommendation in their General Plan to increase this to five (5) acres per thousand. Butte County has no ordinance implementing the Quimby Act as it relates to the needs of the District. In anticipation of future growth, the District will encourage the Town of Paradise to increase its Quimby dedication, and Butte County to adopt a Quimby dedication for development that occurs in the unincorporated areas of the District.

DEVELOPMENT IMPACT FEES

As new residential development occurs within the District, impact fees are charged to fund the development of additional park facilities. The intent of the development impact fee is to preserve the per capita level of park resources as the District's population increases. Currently, development impact fees are assessed at the rate of eight-two cents per square foot for single family dwellings and residential additions and one dollar forty nine cents per square foot for multi-family units. The impact fees by itself is not sufficient to fully cover the costs associated with new park development but does help in providing another source of revenue for new facility development.

Development impact fees should be reviewed annually to be sure that there is not a discrepancy between the impact fee rate and the actual construction cost for new development. If it is determined that the impact fee structure may need to be updated then the District should implement a new impact fee Nexus Study to calculate what the rate of impact fees should be to adequately fund the anticipated level of park development.

NATURE PRESERVE POLICY

In the prior section, the need for a Natural Areas Maintenance Plan was discussed. One type of natural area is a preserve. The District should adopt a policy that describes the manner in which preserves will be used, managed, and funded, and the terms for accepting new preserve properties. A preserve is different from an active or passive use natural area in that its primary purpose is the protection and preservation of particular natural resources. Any recreational use is secondary, and is allowed only if it does not cause significant impact to the protected natural resources. The Paradise Recreation and Park District recognizes that it has an important role in providing stewardship over District owned preserve areas, along with a variety of other conservancy and land trust organizations.

The Paradise Recreation and Park District has at least one site, the seventeen acres at Oak Creek Nature Area, which should be designated as a preserve. It has valuable forest habitat resources, and is too steep to be used for recreation. Other District properties, such as Coutolenc Park, should be reviewed for sites that would also be appropriate for this designation. Such a designation is important because it recognizes that the land is not available for future park development. Designation may also make it possible for the District to attain grants and funding that would not otherwise be available.

The District is also willing to accept land from other owners for the purpose of creating nature preserves, provided adequate funding mechanisms are available to care for the land in perpetuity.



Camp Coutolenc

COUTOLENC PARK MASTER PLAN

Coutolenc Park is the District's single largest undeveloped park site. There are over 300 acres at Coutolenc Park that are currently left as natural area, and 20 acres improved as an archery range. A Master Plan for the entire park site is needed that specifies what future improvements will be implemented, the priority of these improvements, costs, and location. The Master Plan should also address vegetation management and coordinate with the Natural Area Maintenance plan to identify what portions of the park will be left as natural areas, and whether any will be designated preserves. The estimated cost for development of the Master Plan with California Environmental Quality Act environmental review is \$21,000.

SUSTAINABILITY POLICIES

As a major public property owner and facility operator, PRPD is responsible for numerous decisions that involve the use of natural resources and environmental consequences. In order to make these decisions in a manner that supports environmental sustainability, the District has established the following goals. An initial set of implementing actions are identified for each goal, with the expectation that additional implementing actions will be identified in the future as new techniques, material, and information about sustainable practices become available. These goals pertain to all aspects of District facilities and operations.

Goal 1: Energy Efficiency

Reduce energy consumption and use of non-renewable energy resources.

Implementing Actions:

- Track levels of energy consumption at all PRPD facilities on a monthly basis to establish a baseline against which to measure conservation success.
- Perform energy audits of facilities to identify major energy uses and feasible conservation measures such as controls on lights and replacement of outmoded equipment.
- Identify opportunities for the cost-effective use of renewable energy sources, such as solar and wind power, at park facilities.
- Take advantage of incentives and rebates to help fund the purchase and implementation of energy-efficient equipment.

Goal 2: Air Quality

Reduce production of carbon emissions and air borne pollutants to limit production of greenhouse gases and protect air quality.

Implementing Actions:

- Make sure all District vehicles and equipment are properly serviced and maintained to prevent excess fuel use and emissions.
- When replacing District vehicles and equipment select appropriate models with optimal fuel efficiency and clean emissions.
- Examine patterns of vehicle use to minimize miles driven by staff.
- Use appropriate measures to control dust and air born pollutants generated by maintenance operations.

Goal 3: Recycled Materials

Utilize recycled materials as feasible to reduce the energy and resources used in material production.

Implementing Actions:

- Include receptacles for material recycling in District parks and facilities.
- Encourage suppliers and contractors to provide alternative products and materials with recycled content.
- Identify opportunities to donate excess materials or unwanted equipment to others who can use them rather than throwing them away.
- Recycle old computers and other e-waste through organizations that will reclaim the useful components and materials.
- Maximize use of composting to recycle green waste generated by park maintenance.
- Establish and implement a purchasing policy giving preference to recycled products.

Goal 4: Water Quality

Protect surface and ground water from contamination by harmful chemicals, sediment, and other pollutants.

Implementing Actions:

- Minimize the need for fertilizers, pesticides, and herbicides through proper care and irrigation of vegetation.
- When fertilizers, pesticides, and herbicides are needed, use products that are environmentally safe and apply them per the manufacturer's instructions.

- Maintain vegetation along creek banks and control access to prevent erosion and associated sedimentation of the channel.
- Install measures at park facilities to manage stormwater runoff to prevent discharge of pollutants directly into surface waters.



Grassy swale used to filter parking lot runoff

Goal 5: Water Conservation

Implement measures to maximize the efficient use of water and facilitate aquifer recharge.

Implementing Actions:

- Monitor levels of water consumption at all PRPD facilities on a monthly basis to establish a baseline against which to measure conservation success.
- Perform water audits of facilities to identify major water uses and feasible conservation measures such as irrigation controls, flow constrictors, and replacement of outmoded equipment.
- Make sure irrigation systems are maintained in good working order to prevent water loss through broken valves, pipes, or controllers.
- Upgrade irrigation controllers to include weather sensors to automatically adjust irrigation requirements.
- Adjust irrigation systems to eliminate overspray onto unplanted areas and to make sure plants with similar water needs are grouped in the same irrigation zones.

Goal 6: Green Facilities

Emphasize the use of sustainable building practices in all new structures and renovations.

Implementing Actions:

- Require building contractors to become familiar with PRPD's Sustainability Goals and to demonstrate how they will implement these goals for a given project.
- Encourage PRPD staff to stay up to date with new techniques, practices, and materials to support sustainability in all aspects of facility renovation and maintenance.

**Chapter
6**

Funding

Revenues

The Paradise Recreation and Park District normally receives about two-thirds of its annual operating revenues from property taxes (Table 21). This is a relatively consistent funding stream and is anticipated to gradually increase over the next ten years as the tax base grows. The ten year revenue projection assumes a one percent annual increase in three years, two percent in four years, and three percent for the remaining five years. The fees collected from recreation programs, concessions, and rentals of facilities and equipment provide another one-quarter of the District’s funding. Revenues from these sources are somewhat less certain as they depend on the District’s promotion and marketing efforts, the quality of programs and facilities offered, and the demand for programs and facilities within the community.

The revenue projections for the District also include an average of about \$60,000/year from land subdivision and development impact fees. These revenues will only be available if the anticipated development activities actually occur in the District. Projected potential grant revenues total about \$5.8 million over the ten year period. It is not possible to guarantee that the pending grant applications will be successful. While PRPD staff is careful to match proposed projects with grant funding objectives, success will generally depend on the number of proposals received and how competitive PRPD’s projects are when compared with those proposed by other applicants.

Table 21 - PRPD 5-Year Revenue Projection

	FISCAL YEAR				
	2016-17	2017-18	2018-19	2019-20	2020-21
GENERAL:					
Taxes, Interest, Rents, etc. [2% Growth]	1,342,800	1,369,656	1,397,049	1,424,990	1,453,490
Interest	6,000	6,000	6,000	6,000	6,000
CURRENT ACTIVITIES:					
Recreation Programs [4% Growth]	460,000	478,400	497,536	517,437	538,135
Facilities & Equipment Rental [4% Growth]	57,000	59,280	61,651	64,117	66,682
Miscellaneous Revenues	10,000	10,000	10,000	10,000	10,000
OTHER FUNDS:					
Scholarships & Donations					
4% Growth	20,000	20,800	21,632	22,497	23,397
Subdivision & Impact Fees [4% Growth]	30,000	31,200	32,448	33,746	35,096
Grants			500,000	500,000	
TOTAL REVENUE:	1,965,800	1,975,336	2,526,316	2,578,787	2,132,800

Revenue Allocations

Projected revenue allocations for the Paradise Recreation and Park District over the next ten years are illustrated in Table 22. About seventy percent of the Paradise Recreation and Park District annual revenue is used for staff salary and benefits. Full-time staff accounts for about 60 percent of the cost, while the remainder is attributed to part-time maintenance, office, and recreation staff. Fees for recreation programs currently cover the cost of part-time staff that work the program, supply costs associated with the program and a small percentage of the administrative costs.

Services and supplies, including utilities, liability insurance, and maintenance, consume about another quarter of the District’s annual revenues. In most years, the District only has about five percent of its annual budget available for new improvements and for new equipment. However, grant funds anticipated to be awarded in the next several years combined with the Districts’ General Fund Reserves Balance will hopefully make it possible for the District to undertake some significant capital projects, specifically the improvements to Lakeridge Park and Crain Memorial Park.

Projected revenues will not be adequate to address all of the recommendations identified in Chapter 5 of this Master Plan. Chapter 7 discusses the relative priority of the various recommendations and provides an estimate of the additional resources needed to implement the recommendations for the next ten years.

Table 22 - PRPD 5-Year Revenue Allocation Projection

	FISCAL YEAR				
	2016-17	2017-18	2018-19	2019-20	2020-21
* SALARIES/ BENEFITS: [72%]	1,321,776	1,321,802	1,370,330	1,416,632	1,453,901
SERVICE & SUPPLIES:					
Maintenance–Equipment	24,000	24,000	24,000	24,000	24,000
Maintenance–Structures	90,000	90,000	90,000	90,000	90,000
Other Services & Supplies	386,024	386,034	404,906	422,912	437,406
CONTRIBUTION TO OTHER AGENCIES:	14,000	14,000	14,000	14,000	14,000
** CONTINGENCY:	100,000	100,000	100,000	100,000	100,000
FIXED ASSETS:					
Projects & Improvements	-0-	-0-	-0-	-0-	-0-
Equipment	15,000	62,500	44,000	30,000	30,000
PROVISIONS RESERVES:	25,000	25,000	25,000	25,000	25,000
OTHER FUNDS:					
Scholarships & Donations	20,000	20,800	21,632	22,497	23,397
Subdivision & Impact Fees	30,000	31,200	32,448	33,746	35,096
Grants			500,000	500,000	
* Minus Provisions and Fixed Assets					
** Yearly Roll-Over. Not included in Total Allocation					
TOTAL ALLOCATION:	1,925,800	1,975,336	2,526,316	2,578,787	2,132,800

Funding Recommendations

Because currently anticipated resources will not be adequate to implement all of the recommended improvements and maintenance to District parks and programs, it will be critical for the District to aggressively seek other sources of funding over the next ten years. The following strategies should be pursued to build a stronger financial base for the District and to make sure that the recreation needs of the community continue to be met with high-quality services and facilities.

GRANTS AND DONATIONS COORDINATOR

There are opportunities for the Paradise Recreation and Park District to apply for funding through public and private grants and donations. Grant funding is available to support recreation, natural area preservation, trails, and a variety of community programs and park development. However, these grants are very competitive and the District does not qualify for many of these grant funding opportunities. The District should evaluate all grant funding opportunities and apply for those funds that it feels the District qualifies for and has a good opportunity to be successfully competitive. Most grant applications can be completed and submitted by District staff, but some grant opportunities may require the assistance of a professional grant writer. The District should always be prepared for grant opportunities for future park development projects with completed documents such as a park master plan and a supporting environmental document.

The District has shown good progress in securing local donations for the ice rink program but needs to continue to improve in this area of additional funding throughout the year. The District should consider establishing a position to aggressively pursue funding through grants and donations. The goal of this position would be to secure funding significantly in excess of the cost of the position, and to establish annual targets for funding that could be incorporated in the budget planning process.

SPONSORSHIPS AND ENDOWMENTS

As a participant in the North Valley Community Foundation, the District shares in a portion of the charitable donations made to the Foundation. The North Valley Community Foundation is an important and valuable community asset and the District is dedicated to continue its support of the organization. To complement the revenues received from the North Valley Community Foundation, the District should also consider developing a strategy to attract sponsorships and endowments from businesses and individuals to fund specific facilities or program operations. Contributions could be directed to single events, ongoing programs, or facility development ranging from memorial trees and benches to major buildings. Such a plan would provide businesses and individuals with the opportunity to contribute to the realization of a project or program that holds a particular personal interest and to associate that project or program with the business or person's name in perpetuity.

The District needs to annually reevaluate and update its potential project and program list suitable for sponsorship or endowment funding opportunities. The District should annually review its guidelines for accepting donations and other related gifts or services.

MARKETING DISTRICT FACILITIES

Rentals of District facilities and equipment help offset operation and maintenance costs, and can also build community awareness of and support for the District. Currently, the District receives about \$35,000 each year from rentals. The District should consider if there is a viable potential to increase other rental revenues by evaluating availability of facilities and equipment, and exploring new marketing and promotional opportunities.

RECREATION PROGRAM SUPPORT

In order to continue providing the current range and quality of recreation opportunities, the District needs to develop a plan to move the recreation programming element of the District towards self-sufficiency such that funding covers all costs associated with recreation programming. This may be facilitated by cultivating donations, sponsors, grants, fees and other funding sources within the community and through grants that target services to specific populations and age groups.



Soccer for Tots

BENEFIT ASSESSMENT DISTRICTS

As new parks are developed to serve new District residents, it will be important to identify funding sources for the corresponding operations and maintenance expenses. One mechanism to generate these funds is via a benefit assessment district. Owners of residential properties within the benefit assessment district would pay a tax dedicated specifically to fund park maintenance and operations costs, or to pay debt service and principal obligations on bonds sold for this purpose. Assessment districts typically require the approval of at least two-thirds of the registered voters who own property in the proposed district. Establishment of an assessment district

may also be a condition of approval imposed by municipalities or counties for new residential developments.

As residential development activity begins to resume in the District, PRPD should work with the Town of Paradise and Butte County to evaluate whether or not benefit assessment districts should be required for new residential development projects. There are several types of benefit assessment districts that could be established, such as a Mello-Roos Community Facilities District, and PRPD will need to consider which assessment district structure best meets its needs.

PUBLIC/PRIVATE PARTNERSHIPS

PRPD should evaluate opportunities to develop partnerships with private businesses and/or not-for-profit organizations to facilitate development, operations, and maintenance of new major facilities. This approach would allow the District to cost share some of the capital and operational costs with a partner in order to provide facilities that might otherwise be too expensive for the District build or operate alone. Such partnerships should be mutually beneficial and consistent with the atmosphere and character of PRPD facilities. Partnerships could be structured in numerous ways, to include concessions, naming rights, event sponsorships, donations, advertising, event coordination, facility construction, and operations.

Chapter
7

Implementation

The implementation strategy for the Paradise Recreation and Park District Master Plan has three major components: capital projects and equipment, program support, and operations and administration. Each of these components is to some extent dependent on the others, and must be managed in close coordination. This coordination is the joint responsibility of the District Manager and staff, with significant direction from the Board of Directors.

Implementation Funding

In order to pay for the various improvements identified in this Master Plan, PRPD will need to draw from annual revenues as well as General Fund reserves and previously collected subdivision and development impact fees. Over time, PRPD has been able to gradually accumulate funds in reserve by managing operating costs slightly below General Fund revenues in some years. These reserve funds are typically used to help pay for major capital projects when grants or other operating revenues are not sufficient. The District currently has about \$1.4 million in reserves, but aims to keep at least \$500,000 in reserves for unexpected emergencies.

When determining how to allocate reserve funds for capital projects, the District considers the relative priority of projects. Highest priority projects include those that will provide needed services to the greatest number of people; address safety and access issues; and/or protect the investment the District has in existing resources.

In addition, subdivision and development impact fees are collected and held separately until enough fees accumulate to fund appropriate park improvement expenditures. The use of these fees is restricted by laws pertaining to the type and location of improvements with respect to where the fees are collected. The District currently has about \$350,000 in fees available for project implementation.

Capital Projects and Equipment

Chapter 5 of this Master Plan identifies over \$18 million worth of repairs, renovations, acquisitions, and capital improvement for the District. Table 22 lists each of these projects and suggests an implementation sequence based on relative priority. Smaller maintenance type projects are grouped under a single item as Service and Supplies. While all the projects are important, budget constraints make it necessary to select those that will be implemented first.

First priority projects are recommended for completion in the first five years and total \$8 million. By utilizing anticipated revenues discussed in Chapter 6, General Fund reserves, and previously collected subdivision and development impact fees the District should be able to make significant progress in implementing these projects especially if anticipated grants are received. However, should funding not

materialize as anticipated, implementation may need to be phased over a longer period of time and/or project scope reduced.

The second priority projects total \$2.6 million; these are recommended for implementation in years six through ten. Due to the uncertainty of grants, subdivision and development impact fees, and other unanticipated operational expenses, PRPD funding projections are prepared on a rolling five year basis. Consequently, the specific funding sources for these projects have not yet been identified, but will almost certainly require future revenues from grants, subdivision and development impact fees, donations, or other sources as yet unidentified. If adequate funding resources are not secured, these second priority capital projects may not be implemented in the ten year planning period and will need to be moved into the longer term planning process.

The third category of projects includes those that are targeted for implementation in more than ten years. These projects total about \$8 million. Most of this cost is for two major new facilities, a Community Center and swimming pool, which most likely will be developed through a joint-use or other partnership arrangement. The remaining improvements could be built at existing parks or on new park land acquired to serve currently underserved areas.

It is possible that other capital needs will become apparent over time and need to be addressed. Therefore, the District Manager needs to conduct an annual review of current and future capital needs and evaluate relative priority on an annual basis, for both the short- and long-term. This review will determine which projects will be implemented based on revenue and expense projections and will be formulated in collaboration with the Board of Directors.

Program Support

Providing recreation and life-enrichment programs is an essential part of the service the Paradise Recreation and Park District provides to the community. It is anticipated that the District will continue to provide this service and will continually evaluate what types of programs, frequency, location, instructors, and fees will best meet the community's needs.

In addition to this ongoing program evaluation, this Master Plan recognizes the need for District staff to devote particular attention to program development in the following key areas:

- Awareness and participation in teen programs
- Mature adult programs
- After-school programs for elementary and middle schools
- Preschool programs
- Baseball, basketball and aquatics
- Continuation of wellness programs focusing on fitness, healthy eating, and sustainability.

Responsibility for this focused program support will continue to be vested with the District Recreation staff. Staff will continue to work with community partners such as the School District, the Town of Paradise, the Paradise Irrigation District, Butte County, non-profits and service clubs to expand and improve programs in these areas to continue to meet the changing needs of the community.

Operations and Administration

This Master Plan contains a variety of recommendations to enhance operations and administration of the Paradise Recreation and Park District. These include:

- Implementation of actions to support District Sustainability goals,
- Pursuit of endowments and sponsorships,
- Marketing and promotion of District facilities,
- Development of Nature Preserve Policy,
- Development of Coutolenc Park Master Plan
- Continued support for Butte County and Town of Paradise Quimby Act Ordinances and development impact fee programs,
- Development of Natural Areas Maintenance Plan,
- Coordination with public recreation facilities (i.e., shooting range, golf courses, etc.), and
- Coordination with regional trail and bikeway planning.

The District Manager will have primary responsibility, under direction from the Board of Directors, to establish an implementation strategy for these recommendations. The strategy will evaluate availability of staff, potential to use contract services, cost, and relative priority. A proposed implementation time frame for each of these recommendations will be developed for review and approval by the Board of Directors.

Table 23 – Master Plan Implementation Costs

	Budget Year						
	1	2	3	4	5	6 to 10	11 +
FUNDING SOURCES							
General Fund	\$ 31,000	\$ 87,000	\$ 82,500	\$ 69,500	\$ 77,500	NA - Funding projections developed on a rolling 5 year basis	
Reserve	\$ 110,000				\$ 70,000		
Grant Funds				\$ 2,500	\$ 995,000		
Donations		\$ 55,000		\$ 2,500			
Subdivision and Impact Fees	\$ 145,000			\$ 45,000	\$ 50,000		
Subdivision/Donations		\$ 5,000					
Total:	\$ 286,000	\$ 147,000	\$ 82,500	\$ 119,500	\$ 1,192,500		
PROJECTS							
Aquatic Park							
Service and Supplies	\$ 5,000	\$ 20,000	\$ 8,500	\$ 16,500	\$ 7,500	\$ 25,000	
Rec Bldg/Pool Deck/Restroom Renovation					\$ 200,000	\$ 450,000	
Playground Replacement						\$ 50,000	
Water Purification System Replacement						\$ 100,000	
Water Spray/Play Area						\$ 300,000	
Terry Ashe Recreation Center							
Service and Supplies	\$ 15,000	\$ 4,500	\$ 9,000				
Landscape/Gazebo Improve South Section						\$ 50,000	
Lower Parking Lot Repair						\$ 50,000	
Courtyard						\$ 150,000	
Bille Park							
Service and Supplies		\$ 10,000				\$ 10,000	
Upper Restroom Renovation				\$ 8,000			
Dog Park						\$ 20,000	
Maintenance Building Addition						\$ 10,000	
Coutolenc Park							
Service and Supplies				\$ 15,000	\$ 40,000		
Disc Golf				\$ 5,000			
Trail to River					\$ 110,000		
Restrooms and Well					\$ 65,000		
Crain Memorial Park							
Park Improvements	\$ 110,000						
Moore Road Park							
Service and Supplies	\$ 5,000		\$ 30,000			\$ 35,000	
Restroom/Concession Bldg Renovation					\$ 270,000		
Road Improvements						\$ 150,000	
Ballpark Lighting Renovation (Small BP)					\$ 350,000		
Lakeridge Park							
Master Planned Improvements	\$ 80,000					\$ 2,404,500	
Paradise High School (Joint-use Facilities)							
Service and Supplies						\$ 40,000	
Tennis Courts (2)	\$ 15,000						
Multi-use Fields (2)						\$ 100,000	
Concow Pool (Joint-use Facility)							
Concow School Swim Pool Renovation							\$ 100,000

Table 23 – Master Plan Implementation Costs

	Budget Year						
	1	2	3	4	5	6 to 10	11 +
Noble Park							
Master Planned Improvements	\$ 50,000	\$ 50,000				\$ 3,500,000	
Butte Creek Canyon							
Honey Run Covered Bridge							
- Restroom Development						\$ 20,000	
- Tourist Center						\$ 20,000	
- Storage			\$ 10,000				
- Sign		\$ 5,000					
Centerville Recreation/Historical Assoc							
- Museum Bldg Improvements		\$ 10,000					
- Road/Parking Development							\$ 20,000
- Landscape Improvements							\$ 10,000
New Facilities							
Multi-use Field (1)							\$ 50,000
Skate / Bike Park							\$ 1,500,000
Trails						\$ 250,000	
Gymnasium/Community Center							\$ 3,500,000
Soccer Fields w/lights							\$ 300,000
Lighted Baseball Field							\$ 350,000
Group Picnic Area							\$ 250,000
Children's Play Area							\$ 100,000
Bocce Ball Courts							\$ 15,000
Swimming Pool							\$ 3,500,000
Acquisition							
PCV Fields						\$ 200,000	
Butte Creek Canyon Site					\$ 120,000		
Concow/Yankee Hill Park Site						\$ 100,000	
Magalia Area						\$ 190,000	
Forest Ranch							\$ 100,000
Maintenance Shop							
Service and Supplies	\$ 6,000	\$ 7,500				\$ 13,500	
Trucks (6)		\$ 45,000	\$ 35,000	\$ 30,000		\$ 85,000	
Vans (2)						\$ 30,000	
ATVs (3)					\$ 10,000	\$ 10,000	
Mower					\$ 20,000	\$ 20,000	
Tractor						\$ 30,000	
Boom						\$ 25,000	
Chipper						\$ 15,000	
Hoist						\$ 7,500	
Covered Parking Structure						\$ 10,000	
TOTAL:	\$ 286,001	\$ 152,002	\$ 92,503	\$ 74,504	\$ 1,192,505	\$ 8,470,500	\$ 9,795,000

Appendix
A

Paradise Recreation and Park District Inventory

