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REPORT TO COUNCIL
City of Sacramento

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Information
November 1, 2005

Honorable Mayor and
Members of the City Council

Subject: Report: Trust for Public Land Study: "What is a Park System Worth to a City?"

Location/Council District: Citywide – All Districts

Recommendation: This item is for information only.

Contact: Janet Baker, Park Development Manager, 808-8234

Presenters: None

Department: Parks & Recreation

Division: Park Planning, Design & Development

Organization No: 4511

Summary:
Sacramento has been recommended to be a participant in a national study to be completed by the Trust for Public Land (TPL). This study will measure what the value of a park system is to a city.

Committee/Commission/Council Action:

The Parks and Recreation Commission was informed of this opportunity on September 8, 2005.

Background Information:

Through contacts with both the TPL and the California Park and Recreation Society, Sacramento has been suggested as a potential participant in TPL's national study to measure what the value of a park system is to a city. More specifically, the focus of the study is to establish in quantitative terms the economic value a park system brings to a community, and how a system contributes to a more successful city. Economic values

are being measured in seven topic areas: direct use, real estate, health, tourism, air pollution mitigation, storm water runoff mitigation, and social cohesion. (See Attachment 1 for additional information from TPL on the study.)

Four cities will participate; Sacramento would join Washington, D.C., Boston and San Diego as study cities. Sacramento is considered to be a good representative of "medium sized" cities for the purposes of this study. TPL will provide guidance on what to measure and how to measure it. City data will be plugged into "templates" prepared by TPL staff and consultants, and staff will be provided with data and analysis that may be publicly released. Ultimately, a City Park Value Model will be available to any city.

The Department regularly uses TPL publications as professional resource documents, particularly those produced by their Center for City Park Excellence. Staff has determined that the Department is both capable of and interested in participating in this exciting opportunity. Completion of the *Parks and Recreation Master Plan 2005-2010* helps put the Department in a very good position to participate. Facilities inventory information is up to date, GIS staff is available to assist, and measuring the value, benefits and outcomes produced by City services is an important management goal of the City.

J.P. Tindell, Advance Planning Manager for the Parks and Recreation Department, will serve as the Project Manager for the City, and will work with a team of staff from all Divisions of the Parks and Recreation Department; other City departments and local agencies/partners will be integrated as needed. Staff also has contacts with faculty at both UC Davis and Sacramento State who could provide students to assist with data gathering (particularly associated with field observation). The study will require approximately two years to complete.

Financial Considerations:

The maximum cost to participate in the study is estimated to be $40,000. Funds will be absorbed in general operations of Park Administration. This is payment provided to TPL for their services as a consultant to the City in data collection, program oversight, and analysis of results. Staff is working with TPL to finalize a Professional Services Agreement.

Environmental Considerations:

There are no environmental considerations associated with consideration of this information report.

Policy Considerations:

Participation in the study is consistent with Department and City management goals to improve methods of measurement of the value of City services.

Emerging Small Business Development (ESBD):

There are no consultants or contractors on this project.

Respectfully Submitted by: Janet R. Baker
Janet Baker, Park Development Manager

Approved by: Janet R. Baker for
ROBERT G. OVERSTREET II
Director of Parks & Recreation

Recommendation Approved:

ROBERT P. THOMAS
City Manager

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ATTACHMENT 1 – "DATA" SHEET

The Trust for Public Land Center for City Park Excellence

The Economic Value of Sacramento Parks

Parkland Owned or Managed by the Sacramento Department of Parks and Recreation

Area of Study	Data Sets Needed
Property Value	
	Location of all parkland in the city, greater in size than 1 acre, plotted onto GIS
	GIS map of all properties in the city, including property valuation for each parcel
	Ranking of every park on a scale of 1-4 – Outstanding, Good, Average, Below Average
Air Pollution	
	Number of Acres of Parkland
	Percentage of Parkland Covered by Tree Canopy
Water Pollution	
	Percentage of Parkland, Pervious soil w/Vegetation
	Percentage of Parkland, Pervious w/Bare Soil
	Percentage of Parkland, Pervious Mulch or Gravel
	Percentage of Parkland, Impervious soil
	Percentage of Pervious Parkland Whose Soil Infiltration Rate is High (sand, loamy sand or sandy loam)
	Percentage of Pervious Parkland Whose Soil Infiltration Rate is Moderate (silt loam or loam)
	Percentage of Pervious Parkland Whose Soil Infiltration Rate is Low (sandy clay loam)
	Percentage of Pervious Parkland Whose Soil Infiltration Rate is Very Low (clay loam, silty clay loam, sandy clay or silty clay
Direct Use Value*	**All use numbers are on an annual basis*
	Total Number of User-Days (Uses) of Parks
	Percent of Users Who are Residents
	Number of Playground Uses
	Number of Informal Uses (walking, picnicking, pick-up games, etc.)
	Number of Trail Uses

Area of Study	Data Sets Needed
Direct Use Value* (continued)	Number of Community Garden Uses
	Number of Tennis Court Uses
	Number of Basketball Court Uses
	Number of Baseball/Softball Field Uses
	Number of Soccer Field Uses
	Number of Football Field Uses
	Number of Picnic Shelter Uses
	Number of Golf Course Uses
	Number of Swimming Pool Uses
	Number of Arboretum/Botanical Garden Uses
	Percent of playgrounds rated "superior"
	Percent of playgrounds rated "inferior"
	Percent of sports fields rated "superior"
	Percent of sports fields rated "inferior"
Health	
	Number of Adults Age 18-65 who are physically active 3 times per week or more in the parks
	Number of Adults Age 65 and above who are physically active 3 times a week or more in the parks
Tourism	
	Total number of attendees at the major special events in the parks
	Estimated percentage of park event attendees coming from outside the city
	Estimated average expenditure per tourist to Sacramento
Community Cohesion Value	
	Amount of Money Charitably Donated to Parks Department and Private Park Organizations
	Number of Volunteer-Hours Spent in or for the Parks