



Watsonville
CALIFORNIA

AGENDA REPORT

MEETING DATE: Tuesday, June 17, 2025
TO: COMMUNITY INVESTMENT TAX MEASURE OVERSIGHT COMMITTEE
(MEASURE R)
RECOMMENDED BY: PARKS & COMMUNITY SERVICES DIRECTOR CALUBAQUIB
APPROVED BY: TAMARA VIDES, CITY MANAGER
SUBJECT: PARKS DEPARTMENT STATUS REPORT FOR FISCAL YEAR 2024-2025

RECOMMENDATION:

It is recommended that the Revenue Measure Oversight Committee accept, by motion, the operations report from the Parks and Community Services Department for Fiscal Year 2024-2025.

BACKGROUND:

The Parks and Community Services Department (PCS) is dedicated to *creating exceptional experiences that enhance the quality of life*. PCS is a key provider of high-quality recreational and community programs, special events, and facilities that provide recreational experiences, foster human development, promote health and wellness, increase cultural unity, facilitate community problem solving, protect natural resources, strengthen safety and security, strengthen community building and support economic development. The Department is comprised of a Parks Division and a Recreation Division.

The Parks Division strives to provide safe, clean, and green parks and open spaces for the community to enjoy. Division teammates protect environmental resources and strengthen community image and sense of place within the City's neighborhoods by maintaining Watsonville's 26 public parks (143 acres), street median islands, City trees and landscaping, and public grounds.

The Recreation Division provides recreation and leisure services throughout the community, including at seven recreation centers, and through youth development programs, youth and adult sports, aquatics, adult and senior programs, camps, classes, facility rentals, and community special events.

DISCUSSION:

The Department's Measure R budget includes funding to support:

- **Park and Playground Enhancements** – Staff, contractors and supplies for improvements, maintenance, and operations
- **Capital Improvement Projects** – Park and recreation facility improvements
- **Fund leveraging for Large Community Investment Projects**
- **Saving for Future Replacement**
- **Youth Development Programs** - Staff and supplies for youth development programs, youth field trips and the Developmental Assets Movement
- **Older Adult Programs** – Staff, contractors and supplies for programs at the Watsonville Senior Center and throughout the community
- **Recreation Programs** – Sports and enrichment programs for youth
- **Special Events** – Supplies for free community events
- **Community Impact and Engagement** – Staff and supplies to increase community engagement and maximize impact of all PCS parks and programs

Park and Playground Enhancements

- Measure R funds a full-time Administrative Analyst assigned to the Parks Division to assist with workflow management and project implementation
- **Landscape Maintenance** - Funding a three-year contract with K & D Landscaping to maintain medians and street landscapes along Airport Blvd., Bridge St., Freedom Blvd., Main St., and Ohlone Parkway. These areas are time consuming and pose safety hazards for Parks Maintenance Workers due to being high traffic areas. Contracting the areas has allowed our team to focus on maintaining parks and the variety of amenities to City standards as well as other special projects.
- **Equipment Replacement** – Utilized funds to purchase a much-needed flail mower to help with weed and fire suppression in open space areas.
- **Restroom Cleaning** - Funding for two new part-time temporary employees to provide additional cleaning of restrooms throughout the Parks system.

Projected

- New Zero Turn or 4x4 lawn mower
- Main Street Tree Lights Project
- Asset Management/Work Order System – Coordinating with IT/GIS on the implementation of a work order system
- Purchase of iPads for in field coordination and documentation

Capital Improvement Projects

- Measure R funds a full-time Project Manager to lead project planning and implementation
- **Park Facility Assessment** – PCS recently completed a Park Facility Assessment Study that identified \$30 million in deferred maintenance needs. This combined with the needs at the City's Recreation Facilities brings the total estimated costs of deferred maintenance needs to \$60 million. The Assessment Study included the creation of metrics to prioritize these needs and identified River Park and Callaghan as the City's higher priorities, not including Ramsay and the Plaza. Capital funds are budgeted to address these needs. This year the following projects were completed:
 - Replacement of basketball backboards
 - Replacement of irrigation controllers at various parks
 - Replacement of pavers at Callaghan Park

- **Callaghan Court Conversion** – PCS held a community meeting to discuss converting the tennis courts to pickleball courts. This project is underway. Callaghan Park is rated as #2 in priority according to the Park Assessment Study.
- **River Park and Pinto Lake Master Plan** – PCS will be releasing an RFP to develop park specific master plans for both sites. River Park is rated as #1 in priority according to the Park Assessment Study.

Bond Funds for Large Community Investment Projects

It was anticipated that a portion of Measure R revenue would be used to leverage funds to funds for the construction of the Ramsay Park Renaissance and City Plaza Revitalization Project. The total need for these projects is approximately \$12 million. The bond for these projects will be issued in the coming months.

Saving for Future Replacement

In FY 23/24, \$104,000 was saved for the future replacement of park and recreation infrastructure. This FY, \$208,000 is budgeted, for a total savings of \$312,000 for future replacement.

Youth Development Programs

- **Youth Field Trips** - Increased participation and enhanced safety of field trips by partnering with a licensed bus agency. The investment demonstrates a commitment to providing enriching experiences for youth while prioritizing their well-being. Served approximately 80 youth.
 - 7/3 Horseback Riding in Salinas foothills
 - 7/11 Stand-Up Paddleboarding in Capitola
 - 7/18 Kayaking in Elkhorn Slough
 - 7/27 Disc Golf at Pinto Lake
 - 8/12 Faust Salón – Back to School haircuts
 - 8/24 LaserMaxx (San Jose)
 - 9/7 Watsonville Slough Guided Tour and Litter Clean Up
 - 10/12 Pinnacles National Park
 - 10/26 Winchester Mystery House
 - 11/16 San Francisco Exploratorium
 - 12/14 Enchant Christmas Lights Experience
 - 1/25 Ice Skating at Sharks Ice
 - 2/15 Round 1 Bowling
 - 3/15 Monterey Bay FC soccer
 - 4/12 Top Golf

Upcoming Trips:

- 5/24 Camp Koinonia Redwood Outdoor Laser Tag
- 5/31 Henry Cowell State Park's "Garden of Eden"
- 6/11 Kayak Connection in Moss Landing
- 6/14 Santa Cruz Beach Boardwalk
- 6/18 Pacific Edge Climbing Gym
- 6/25 Hope, Horses, and Kids Horseback Riding in Salinas

Watsonville Asset Builders Collaborative - Measure R funds are now being allocated to support the efforts of the Watsonville Asset Builders Collaborative. This initiative focuses on providing all youth in the Pajaro Valley with essential "assets"—the building blocks they need to feel valued, respected, and recognized. Additionally, the collaborative works to coordinate the efforts of all

youth-serving organizations in Pajaro Valley to achieve collective impact, utilizing the 41 Developmental Assets Framework. Future plans include surveying local youth to identify gaps in asset support and offering training on evidence-based practices to strengthen these assets for all youth.

Measure R funds were utilized to implement the Search Institute's Developmental Asset Profile (DAP) survey, which was administered to over 300 youth across our programs. This investment supported professional data collection services, along with staff coordination, materials, and outreach efforts to ensure strong participation. The DAP survey provided valuable insights into the strengths, supports, and challenges experienced by the youth we serve, helping us better understand their developmental needs and refine our programming to more effectively support their growth and well-being. The data collected has already begun to inform program planning, guide staff training, and strengthen our ability to advocate for resources that directly address the needs of our youth.

The Nucleus

- Measure R funding played a vital role in supporting Spring Break programming at the Nucleus (formerly known as the Science Workshop) by enabling the expansion of hands-on science activities for youth.
- With this funding, the program was able to offer engaging experiments, STEM challenges, and interactive workshops that sparked curiosity and deepened participants' interest in science.
- The additional resources helped provide materials, staff support, and equipment needed to deliver a high-quality, educational experience during the school break.

Older Adult Programs

- Measure R funds a full-time Older Adult Services Coordinator to assist with program planning and implementation. The Older Adult Services Coordinator has been assisting with program planning and implementation. She has coordinated a new weekly Crochet Club that she instructs and has also taken the lead in planning trips. She has also been instrumental in offering new classes like Taiji, Storytelling, and more.
- **Older Adult Strategic Plan** – Working with the County of Santa Cruz on a Countywide needs assessment. Results will be used to determine the best use of funds for new/enhanced services.
- **Bilingual Chair Yoga** – Used funds to keep this class going year-round and offer now 3 times a week, as opposed to the previous 2 days a week. This class is one of our most popular offerings at the Watsonville Senior Center, with 20 people per class. The class consistently reaches its maximum capacity, serving 60 people per week.
- **Taiji** - Also known as Taijiquan, is a martial art that carries defensive applications and is considered to be a slow-moving martial art. As a moving meditation Taiji instills confidence, poise and security in oneself while bringing about full body awareness that you can carry into everyday life. We began offering Taiji on January 23 and have continued to offer this class once a week on Tuesdays at 9 am at Callaghan Park Cultural Center. Previously this class was offered at Atri Park during the warmer months. Average attendance per week is 10 people.
- **World Dance** - The bulk of the class consists of choreographed dances inspired by a variety of dance genres. The primary focus of Worldanz is to present people with physical challenges that will help them attain balanced, strong, and intelligent bodies. This is a class we started offering on March 6th. This class is every Wednesday at 2 PM at the Watsonville Senior Center. The average attendance is six.

- **Beginning Ballet** - This class teaches participants the fundamentals of ballet while improving balance and posture. We started offering this class on March 7th. This class is every Thursday at 1:15 PM. We have a consistent group of eight participants who come on a weekly basis.
- **Storytelling** -This class is bilingual Spanish/English. The primary focus of this class is to share stories, captivating tales from diverse cultures, enhance language skills, and foster connections through the power of storytelling. We started offering this class July 16th and have continued to offer the class every Tuesday from 1-2 PM.
- **Sr. Prom Event** – Funds were used to put on our sold-out Senior Prom event on October 12, 2024. Nearly 90 participants enjoyed dinner, and dancing with friends. During this event, our Senior Action Committee honored volunteers and organizations that have supported older adults in the Watsonville Community.
- **Fundamentals of Art Supplies**- Using Measure R funds has allowed us to purchase top quality art supplies for those participating in the Fundamentals of Art classes, led by volunteer Jan Carter. Participants in this course have blown us away with their incredible ability to learn painting and drawing technic. We have had two, six weeklong sessions this fiscal year and are planning for another 4-5 for the remainder of the year.
- **Older Adult Strategic Plan** – Working with the County of Santa Cruz on a Countywide needs assessment. Results will be used to determine the best use of funds for new/enhanced services.
- **Beginner Ukelele Classes:** Beginner Ukulele was introduced in February 2025. Participants are learning basic chords, rhythm patterns, and popular songs in a relaxed, social environment. Instruments are provided for those who do not own one.
- **Lunchtime sing-along:** This casual sing-along session was launched in March 2025 and takes place once a month during lunchtime. Participants enjoy classic favorites in a fun and welcoming setting.
- **Valentine's Day Dance:** Held on February 14, 2025, this festive afternoon dance brought together over 60 older adults for an event filled with music, light refreshments, and themed decorations. The dance fostered connection and community spirit, with many participants expressing appreciation for the joyful celebration. Measure R funds supported event setup, entertainment, and refreshments.
- **Senior Resource Fair:** Held on Friday May 16, 2025, the Senior Resource Fair bring together over 20 community-based organizations to share resources, and information tailored for older adults.
- **Arts and Crafts with Grandchildren in July:** Planning is underway for a new intergenerational arts and crafts workshop where older adults can create meaningful projects with their grandchildren. Scheduled for every Wednesday in July 2025, this event will promote bonding through creativity.
- **New Computers:** Measure R funds supported the purchase and installation of four new desktop computers for the Senior Center's Computer Lab. These upgraded systems will be used for drop-in access and one on one tech assistance appointments members can schedule with staff.
- **Upgraded Flooring in Conference Room:** In May 2025, the flooring in the Watsonville Senior Center's Conference Room was replaced. This improvement has enhanced the appearance and functionality of the space used for meetings, classes, and workshops.
- **Security Cameras:** Security cameras were installed in key areas of the Watsonville Senior Center in May 2025. These upgrades enhance the safety and security of participants, staff, and volunteers.

Recreation Programs

- **Contracted Classes**-Contracted classes give us the opportunity to partner with subject experts to offer more sport programs while expanding our services to offer these programs at more parks and more recreation centers. Contracted classes are now subsidized by at least 50% through Measure R in order to make these specialty classes more affordable for our community.
 - **Skatedogs Skateboarding Camp** - 35 youth ages 5-13 participated in a weeklong camp at Franich Park. In addition to the skateboarding lessons participants received free safety gear and complete skateboards.
 - **Skyhawks Sports** - 67 Youth ages 3-12 participated in volleyball, golf, and multi-sport camps.
 - **Quicksilver Swimming** - 60 youth ages 5-12 have had the opportunity to build confidence through swim lessons.
 - **Pickleball** - Lessons for beginners and intermediate levels have been enjoyed by community members ages 10- adult. These classes have been particularly popular for our 55+ group. Pickleball Lessons are currently being instructed by Mr. Michael Loleng.
 - **Tennis** - Participants ages 6-adult have enjoyed tennis lessons at our Ramsay Tennis Courts. Tennis Lesson are currently being instructed by USPTA Certified Instruct, Mr. Jon Tarr.
 - **Cheer and Hip-Hop Dance** – Youth ages 6-15 are exploring the fundamentals of cheer and hip-hop in ongoing 8-week classes instructed by Athletes Global
 - **Young Artists Classes** – Youth ages 5-12 enjoyed Saturday art workshops such as painting, drawing and clay instructed by Athletes Global
 - **Tot & Me** - Parents/guardians and their children ages 0-3 join in this new outdoor class instructed by Athletes Global which combines play, movement and sensory activities to engage little ones, while fostering bonding and exploration.
 - **Line Dancing** – Offered for the first time in June for ages 10+ for all levels and instructed by Athletes Global
- **Additional Sport Offerings**
 - **Sports Camps** - 32 Youth ages 7-12 attended Volleyball and Basketball Camp during school breaks.
 - **Adult Sports** - Our men's and women's basketball league were held February through April. Due to the success of the league, we're adding an additional night in our Summer League to accommodate the additional teams requesting to play. Next season is set to commence June 2nd.
- **Program Enhancements**
 - **Positive Coaching Alliance** – We offered live workshops: “Double-Goal Coach, Coaching for Winning and Life Lessons” for our youth soccer coaches on September 7th and March 22nd. We opened free registration for this training to all youth serving organizations in our community and had The Central Coast YMCA, Activities 4 All and Central Coast FC coaches attend. On March 15th we offered a live workshop for sports parents in our community, “The Power of Positive Sports Parenting.”
 - **MOJO Sports APP**-Finalized an agreement with MOJO in January 2025. The MOJO sports app supports and empowers our volunteer coaches with age-appropriate world class lesson plans to implement our soccer program. This App also streamlines all program related communication between parents and coaches providing a safe platform to do so.
 - **Volgistics**-We've signed an agreement with Volgistics, a volunteer management system to support our recruitment process, manage volunteer schedules and support

communication. Since launching Volgistics we've recruited a record-breaking 24 volunteer soccer coaches to implement our spring soccer program.

- **New Pickleball Courts** - We invested \$2,600 to stripe 4 pickleball courts at the Vet's Hall to support the exciting growth of pickleball.
- **Program Supplies**-Program supplies listed below were purchased to ensure every participant had the supplies they needed to enjoy the program and support their learning.
 - Volleyballs
 - Soccer Balls
 - Soccer Goals
 - Soccer Goalie Gloves
 - Pickleball Nets
 - Pickleballs
- **Teammate Recruitment**- We held interviews for a Recreation Assistant on October 29, 2024. We're excited to welcome Mr. Michael Camargo as our new Recreation Assistant to support additional sports camps and adult sports. Since joining the team, Michael has led our winter sports camps. In addition to implementing sports camps, Michael spearheaded a men's and women's winter basketball league serving 120 participants. Through Measure R support, we are excited to continue to expand our sports programs and offer more to our community with this new role.

Special Events

- Acquired a set of cable protector ramps to enhance the professionalism and safety of electrical cord management at events.
- Conducted event management research by attending Santa Cruz County Fair with a team of Strawberry Festival stakeholders.
- **Professional Development** - Teammate to participate in year 2 of a 2-year comprehensive Event Management School implemented by the International Festivals & Events Association (IFEA) and National Recreation and Park Association.
- **Sponsorship Valuation Tool** - Subscribed to a tool to help revamp the Department's sponsorship program approach, proposals and ROI reporting.
- **Event Management Software** – Working with IT Department to identify a system to streamline event logistics and centralize vendor management and communication
- Staff is currently working to acquire an event photo activation element to enhance attendee engagement and event visibility.

Community Impact and Engagement

- Measure R funds a full-time Community Impact and Events Coordinator
- Documenting the impact of Ramsay Park's transformation throughout the Ramsay Park Renaissance project duration.
- Increased Recreation Activity Guide publication frequency by producing PCS's first tri-annual Fun Guide (Winter Spring '25), to be published November 15. [Fall Winter '24 Edition](#) | [Spring Summer '25 Edition](#)
- Compiling weekly PCS Council Updates to also be shared with the department, fostering unity and raising awareness of the outstanding work being accomplished by all PCS units
- Attended California Park & Recreation Society (CPRS) JEDI Academy (Justice, Equity, Diversity, and Inclusion) and is instrumental in ensuring our department's approach to community relations is aligned with these principles. Pictured in an article in a recent edition of the [CPRS magazine](#).

- **Location Analytics Software** – Subscribed to an analytics tool, which provides insights into location visitation, granting access to crucial data for event attendance and attendee patterns, park usage trends and more.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) DETERMINATION:

This action does not meet CEQA's definition of a “project,” because the action does not have the potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment.

STRATEGIC PLAN:

- Infrastructure & Environment - Measure R funds are used to address enhancements, maintenance, and operations of our community’s public parks and playgrounds.
- Public Safety - Pro-social youth engagement programs serve as prevention programs that provide young people with the skills, assets, and supports needed to be resilient against negative and illegal behaviors and to become healthy, thriving adults.
- Community Engagement & Well-being - Measure Y funds are used to support youth engagement programs.

FINANCIAL IMPACT:

There is no financial impact. Measure R funds are being utilized as directed by the voters.

ALTERNATIVE ACTION:

None.

ATTACHMENTS AND/OR REFERENCES (IF ANY):

None.