



CITY COUNCIL AGENDA REPORT

MEETING DATE: Tuesday, October 28, 2025
TO: CITY COUNCIL
WRITTEN BY: PARKS SUPERINTENDENT MEDINA
RECOMMENDED BY: PARKS & COMMUNITY SERVICES DIRECTOR CALUBAQUIB
APPROVED BY: TAMARA VIDES, CITY MANAGER

SUBJECT: ACCEPTING GAMETIME GRANT FOR NEW PLAYGROUND AT CHERRY BLOSSOM PARK, AND APPROVING PURCHASE OF THE SAME

RECOMMENDATION:

It is recommended that the Council adopt a Resolution accepting a \$39,112 GameTime Community Champions Playground Grant for a new Cherry Blossom Park playground, approving a Purchase Order for the purchase of the Playground from GameTime in the amount of \$103,052, authorizing and directing the City Manager to execute same; and finding the action exempt from review pursuant to CEQA Guidelines section 15302 (Class 2) .

BACKGROUND:

Cherry Blossom Park, a 0.15-acre pocket park established over 20 years ago, was identified as a high-priority site in our recent Park Assessment Study. The assessment factored characteristics of the site including community value, equity, and park condition. Cherry Blossom Park ranked third overall in terms of priority, indicating significant gaps in service and infrastructure relative to community needs.

Notably, Cherry Blossom Park received a score of 1 in the disability equity category, reflecting the highest percentage of residents with disabilities in its service area. This designation underscores the park's critical role in advancing inclusive access and highlights its urgency for targeted investment.

The existing play structure entrance does not meet current ADA accessibility standards, further reinforcing the need for comprehensive upgrades to ensure equitable recreational opportunities for all residents

DISCUSSION:

Staff identified a strategic funding opportunity when notified of GameTime’s playground grant program, which offered to subsidize 50% of the cost for new play equipment. Upon notification, staff acted promptly to apply and successfully secure the grant. The grant will be directly applied as a discount on the final invoice. The grant can only be applied to GameTime products requiring this to be a sole source purchase pursuant to Watsonville Municipal Code section 3-5.210(c).

GameTime provided a quote of \$132,656, with installation, freight and taxes. After applying available grant discounts, the total cost is reduced to \$103,052.

Parks staff conducted community outreach in the form of online and hard copy surveys and an in-person community meeting held on site on October 11, 2025. City Staff distributed 200 flyers across six blocks surrounding the neighborhood to promote participation in the community survey and in-person outreach meeting. The responses included 31 residents sharing their input, with 26 respondents under the age of 44. Survey results showed that 87% of respondents (26 out of 30) preferred the playground design option which we are planning to move forward with.

Out of 21 written comments, top priorities for the park were:

- **Playground improvements** (9 mentions)
- **More seating** (6 mentions)

Both of these priorities will be directly addressed as part of the upcoming project.

Additional suggestions included:

- Basketball court (3 mentions)
- Dog park (3 mentions)
- Shade (2 mentions)
- Sink, Picnic area, Tennis courts (1 mention each)

Due to the limited size of the park, a basketball court or tennis court would not be feasible. Also given the size of the park, the dog park option would be challenging directly next to a playground. City staff are exploring options for a picnic area and shade."

The forthcoming playground installation will significantly enhance the recreational experience at Cherry Blossom Park. In addition to modernizing play features, improving safety standards, and introduction of ADA-accessible elements, the project addresses a priority location based on our Citywide Park assessment.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) DETERMINATION:

Adopting a Resolution accepting the Gametime Community Champions Grant and approving purchase of the playground is exempt from review pursuant to CEQA Guidelines section 15302 (Class 2) because this is a replacement of an existing play structure where the new structure will be located on the same site and will have substantially the same purpose and capacity as the structure replaced.

STRATEGIC PLAN:

Community Engagement & Well-being- The new playground will enhance Cherry Blossom Park and promote meaningful community engagement, reflecting the input and feedback gathered throughout the planning process. Additionally, it will feature ADA-compliant design elements, addressing a critical need for inclusive accessibility.

Infrastructure & Environment- The existing playground at Cherry Blossom Park has reached a condition that necessitates a complete structural replacement, rather than temporary repairs.

FINANCIAL IMPACT:

The Cherry Blossom Park Playground upgrade will be partially funded through a grant, covering 50% of the equipment cost. The City will fund the remaining equipment balance and associated installation expenses. Installation will be subcontracted by GameTime as required by the grant.

Procurement will be managed through GameTime's OMNIA system, ensuring competitive pricing. Through the OMNIA system, This purchase is exempt from the purchasing procedures of Chapter 5 (Purchasing Procedures) of Title 3 (Finance) of the Watsonville Municipal Code as a purchase made cooperatively with (1) or more units of government under (e) of § 3-5.210 of Municipal Code.

The remaining \$103,052 will come from the Park Assessment CIP (201-973-7361-15153) funded by Measure R, designated specifically to support improvements identified in the Park Assessment Study.

ALTERNATIVE ACTION:

Council may choose not to adopt the resolution accepting the GameTime grant and authorizing approval to issue a purchase order for the new playground and instead explore alternative playground equipment options and/or suppliers. However, this approach could result in higher overall costs, as the current proposal benefits from the grant valued at \$39,112, which directly offsets the cost of the designated play structure. The grant has a deadline of the end of October 2025.

ATTACHMENTS AND/OR REFERENCES (IF ANY):

1. GameTime Playground Quote
2. Cherry Blossom Park Final Renderings