

2020 COUNCIL STUDY ISSUE

NUMBER

..Title

LCS 20-03

TITLE Assessment of needs for additional / expanded Outdoor Racket Sports Programs and Facilities

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BACKGROUND

Lead Department: Library and Community Services Department

Support Departments: Department of Public Works
Office of the City Manager
Office of the City Attorney

Sponsor(s): Parks and Recreation Commission, Ralph Kenton (Chair)

History: 1 year ago: N/A
2 years ago: N/A

SCOPE OF THE STUDY

What precipitated this study?

Recent and dramatic shifts in Sunnyvale's resident demographics and diversity relative to youth, older adults and national origin. These shifts have led to an increased demand for certain outdoor racket sports; especially pickleball, tennis and cricket. These sports/activities provide residents the opportunity to take advantage of our favorable year-round weather, while providing excellent exercise through social and competitive play.

Northern California continues to be a hotbed of activity of Tennis in the U.S., Pickleball is growing rapidly in many neighboring South Bay cities, and Cricket is gaining in popularity.

Completion of this Study will assure that Sunnyvale is meeting current and future resident recreation needs, while properly planning for future growth required in these recreational areas of interest. A competitive analysis, including other South Bay cities, will ensure that Sunnyvale is on the right track in serving the community relative to these areas of interest.

What are the key elements of the study?

The purpose of this study is to consider current recreation trends and community needs relative to certain outdoor racket sports, especially Pickleball, Tennis and Cricket. The study would look at what neighboring cities offer in terms of programs and facilities; as well as engage the Sunnyvale community through surveys and needs assessments relative to the activities outlined above. The study should also include current facility use and demand, the long-range park capital projects plan and consider future opportunities

and partnerships relative to land use and service delivery for the identified recreation needs.

Estimated years to complete study: 1 year

FISCAL IMPACT

Cost to Conduct Study

Level of staff effort required (opportunity cost): Moderate

Funding Required for Non-Budgeted Costs: \$65,000

Funding Source: Will seek budget supplement

The cost associated with the study is to hire a consultant to evaluate current and future opportunities and facilities available for tennis, pickleball and cricket relative to neighboring cities and community interests/needs. The level of effort is considered moderate as staff and management will be facilitating public outreach and meeting with the consultant to advise on current practices, current infrastructure and capital plan, as well as various opportunities and challenges parks within the City present.

Cost to Implement Study Results

Unknown. Study would include assessment of potential costs, including capital and operating, as well as revenue/savings.

EXPECTED CITY COUNCIL, BOARD OR COMMISSION PARTICIPATION

Council-Approved Work Plan: No

Council Study Session: Yes

Reviewed by Boards/Commissions: Parks and Recreation Commission

STAFF RECOMMENDATION

Prepared by: Damon Sparacino, Superintendent of Community Services

Reviewed by: Cherise Brandell, Director, Library and Community Services Department

Reviewed by: Teri Silva, Assistant City Manager

Approved by: Kent Steffens, City Manager