

LIVERMORE AREA RECREATION AND PARK DISTRICT

FACILITIES COMMITTEE

DRAFT MINUTES

THURSDAY AUGUST 3, 2023
2:30 PM

Committee Members Present: Chair Palajac, Director Furst

Staff Present: Mat Fuzie, Fred Haldeman, Jeff Schneider,
Jill Kirk, Linda VanBuskirk, David Weisgerber

Members of the Public Present: None

1. Call to Order:

Chair Palajac called the meeting to order at 2:30 p.m.

2. Public Comment:

Chair Palajac opened the public comment period. There were no members of the public present and no public comments. Chair Palajac closed the public comment period.

3. Approval of the Minutes of the Facilities Committee Meeting held on June 5, 2023 (Action):

➤ **Action:** The minutes of June 5, 2023 were approved unanimously as submitted.

4. Camp Shelly Update:

Community Services Manager (CSM) Jill Kirk provided an update on the condition of Camp Shelly and potential programming for its future use. The discussion revolved around the state of Camp Shelly after recent maintenance efforts, the extent of damage from flooding and fallen trees, and the need for further repairs. There was also a focus on exploring different programming options, including hosting various age-specific camps, family camps, and underserved children's programs.

CSM Kirk reported that the camp's condition had improved, with most of the necessary repairs completed. However, there were still large trees that needed to be cleared, some of which had wires on them, requiring an electrician's assistance. The campsite had undergone cleaning, repair of various structures, and campsites reset.

Programming Possibilities: The Committee and Staff explored various programming ideas, including hosting age-specific camps like Junior Ranger programs, Middle School Camp, and High School Camp. The possibility of offering camps for seniors and families was also discussed. The idea of offering camps during the weekdays to accommodate underserved children and families was presented.

Utilization and Occupancy: CSM Kirk presented occupancy statistics for Camp Shelly, highlighting that non-resident participation was significantly higher than resident participation. Based on the permits, non-resident participation was 78% vs. residents at

22%. The Committee and Staff discussed potential strategies to increase occupancy rates and attract a more diverse audience.

Financial Considerations: There were discussions about costs and pricing, both for potential campers and for the organization. The Committee considered the impact of increasing prices and adjusting rates for non-residents. Additionally, they discussed potential sources of funding, including grants, donations, and partnerships with organizations like the Livermore Rotary and the LARPD Foundation.

Philosophical Considerations: The Committee emphasized the need to align any changes with the organization's mission and core values.

➤ **Actions:**

- **Detailed Planning:** The Committee decided that Staff should proceed with more detailed planning for the proposed programming changes at Camp Shelly. They outlined the need for information regarding a cost analysis, staffing, transportation, and other logistical aspects.
- **Program Diversification:** The Committee expressed the intention to diversify the camp's offerings and explore creative ways to utilize Camp Shelly beyond its traditional use.
- **Feedback Timeline:** The Committee set a timeline for progress updates, aiming to revisit the topic in November (as the October Facilities Committee meeting has been canceled.) They discussed the importance of ongoing communication and data analysis quarterly to make informed decisions.

5. Amphitheater:

The Committee and Staff discussed the idea of constructing an amphitheater at Sycamore Grove Park. The proposal was suggested by CSM Kirk as a way to enhance programming options, including nature shows, campfire programs, theater performances, and even weddings. The Committee explored how the proposed amphitheater aligns with the District's mission and how it could address the tear-down of the Ledford House while utilizing AB1600 funds.

Amphitheater Size: The Committee recommended building a larger amphitheater to accommodate different-sized audiences, emphasizing that it's better to plan for growth since expanding an amphitheater isn't easy. Staff agreed, noting that successful amphitheaters in some state parks are often expansive.

Site Improvements: Parks and Facilities Manager (PFM) Fred Haldeman suggested considering additional site improvements, such as better road access and using a larger area beyond just the Ledford House footprint. This could enhance the project's overall potential.

Purpose and Audience: The Committee emphasized the importance of clarifying the purpose of the amphitheater and its intended audience. The discussion highlighted that the idea originated from the need for camp space due to current limitations and expanded into accommodating various events through enhanced programming.

➤ **Actions:**

- Detailed Planning: The Committee decided that Staff should proceed with a draft plan detailing the proposed amphitheater, exploring its potential benefits, design considerations, and alignment with the District's mission.
- Field Trip: The Committee decided that a field trip to Sycamore Grove Park would be helpful for all members and Staff to understand the location and envision the amphitheater's placement. Due to scheduling/cancellation of the October Facilities Committee meeting, the field trip will take place in November. By then, the Staff is expected to have a more developed plan for the amphitheater.

6. Donations for Park Renovations/Replacement Projects:

At the May 10th Board Meeting, Director Pierpont asked if the LARPD had ever sought private donations for renovating or replacing playground structures. He had recently visited a park in Southern California that was mostly funded by private donors. This topic has been brought forward to this agenda to be vetted at the committee level.

GM Fuzie mentioned LARPD already has a process for donations through the LARPD Foundation. Director Furst raised the question of whether LARPD should involve the public more in donations for specific parks. Director Palajac and GM Fuzie expressed concerns about potential tax issues and mixing expectations from donors for a specific project.

➤ **Action:**

The Committee agreed to discuss this with the LARPD Foundation and consider having the Foundation manage capital campaigns. Director Furst summarized that they would support using donations funneled through the LARPD Foundation, and COS Weisgerber mentioned that the MOU already outlines this process. The Facilities Committee supports donations for park renovations, managed by the LARPD Foundation, which aligns with Director Pierpont's idea.

7. Update on Monkey Bars at Robertson Park:

Parks and Facilities Manager (PFM) Haldeman shared a photograph with the Committee members (attached), depicting a "horizontal ladder" and discussed the issue with overlapping fall zones and the proposed location for installing the monkey bars/horizontal ladder. PFM Haldeman mentioned that they considered traditional monkey bars/horizontal ladder but had to remove an existing shade structure and signs to make it fit, which was costly. However, they found a solution proposed by Ross Recreation that involved attaching a new structure to an existing one with just one pole, reducing the issues related to overlapping fall zones and costing \$4,500. The Committee discussed how this met Miss Avery Kohn's request for monkey bars in a modern form. They agreed to proceed with this option and discussed organizing a photo op with Avery Kohn once it is installed.

➤ **Action:**

PFM Haldeman will work on an installation date with the contractor and will coordinate this with LARPD staff to invite Avery Kohn to be present and give her the opportunity to be the first to use the bars.

8. Discussion of Facilities We Don't Own:

The Committee and Staff discussed the concept of developing an organized, philosophical policy to guide decisions about properties the District does not own, but is asked to maintain, operate, or program. They discussed various facilities, like the Carnegie Building and the need for a clear philosophy when dealing with requests to operate or give up certain properties. Committee members expressed concerns about returning too many properties which could weaken the District's identity and question the justification for its existence. The conversation touched on the importance of defining the District's role in maintaining and operating facilities and its impact on the District's identity. There was a call for a systematic approach to these decisions, involving the Facilities Committee and the Board rather than Staff making individual property decisions. The members also discussed partnerships with other entities like the school district and the COL, emphasizing the need for clear agreements and communication (such as the Master Property Agreement entered into with the City of Livermore. (COL.) Approval by the LARPD Board and City Council is addressed in the Master Property Agreement. Additionally, they debated the level of involvement the Board should have in facility design, suggesting that while the Board should be informed and have knowledge, the design process could be more efficiently handled by Staff and consultants. The discussion also explored the importance of having a clear mission and values statement, policies and procedures, and clear roles and responsibilities to guide decision-making regarding facility management.

9. Placer AI:

Community Outreach Supervisor (COS) David Weisgerber introduced Placer AI, a tool that utilizes cell phone data to track park and facility visitors. This addresses the challenge of monitoring park usage, especially in areas lacking specific entrance points. COS Weisgerber clarified that Placer AI collects anonymous latitude and longitude data from devices through opt-in location services in various apps. He addressed privacy concerns and mentioned that only generic data linked to census blocks is obtained, devoid of personally identifiable information.

Committee Questions and Comments:

Directors Palajac and Furst raised several questions. Director Furst inquired about the tool's use during the 4th of July, which COS Weisgerber confirmed. Privacy concerns were a focal point, with Director Palajac inquiring about the necessity of opt-in permission and how tracking works. COS Weisgerber clarified that users' app location permissions contribute to the data collection but only for those actively using relevant apps while visiting the parks. Concerning the volume of users tracked, Weisgerber explained that the tool accesses a panel of 30 million devices, representing 8% of the US population, with extrapolations based on statistical algorithms.

The presentation then delved into the practical applications of Placer AI. It was highlighted that understanding park and facility usage is crucial, considering that 45% of tax funds are allocated to their maintenance. The tool's historical data since 2017 aids in assessing the impact of facility improvements and events. The discussion also encompassed details like visitor demographics, their origins, and the potential benefits for grant funding, sponsorships, and city planning.

The potential for future uses, such as validating assumptions, seeking grants, and justifying budget allocations, was explored. Finally, the meeting discussed the potential partnership with the City and the consideration of using traffic counters to monitor trail usage.

➤ **Action:**

The Committee requested that COS Weisgerber give a condensed presentation on this topic to the full Board with simplified explanations.

10. Procedures/Process for the Passing of Directors or Staff (Discussion):

[Items 10 and 11 were discussed together.]

Director Furst suggested the need for a clear policy regarding how the District should commemorate the passing of Board and Staff members, citing the recent passing of Dale Turner, a long-time former LARPD Board member, former City Councilmember, and former Mayor of Livermore, as an example.

Committee questions/comments included the following:

1. Should the District have a policy regarding honoring directors and staff members who have passed away?
2. If so, what should be included in this policy?
3. Should the District name sections of trails or other areas in memory of former directors, similar to the existing policy for trail dedications?
4. How should the District handle requests to name something after individuals who have made significant contributions to the community?
5. What is the current policy for naming parks and trail sections, and should it be revisited or modified?
6. How should the District respond when someone from the organization, like a director or staff members, passes away, in terms of condolences, attendance at funerals, or other gestures?
7. Should the District provide financial support for commemorations, such as benches or plaques, and if so, under what circumstances?

➤ **Action:**

The Committee agreed to review existing policies for naming parks and trail sections, and to discuss potential modifications or additions at the next meeting, specifically addressing how to apply them to Dale Turner and other former directors and staff members who have passed away.

11. Discussion of Recognition of Former Director Dale Turner:

[See discussion at Item 10 above]

➤ **Action:**

The Committee agreed to review existing policies for naming parks and trail sections, and to discuss potential modifications or additions at the next meeting, specifically addressing how to apply them to Dale Turner.

12. Planning for Future Trails and Trail Connectors (Standing Item):

- Arroyo Trail Bridge Cost Discrepancy: The meeting began with a discussion about the cost of the Arroyo Trail bridge project, specifically the extended version of the 90-foot bridge. BSM Schneider mentioned that the latest estimate was of \$1 million, while City of Livermore (COL) Engineer Bob Vinn believed it to be far less. Another engineer stated that the new estimate was around \$1.4 million. There was disagreement over the rationale for spending such a large amount of money on the bridge.

- Grant Money and Bridge Elimination: The group acknowledged the presence of grant money for the project but concluded that it wouldn't cover the bridge's cost. It was mentioned that the bridge had been eliminated from the plan, possibly due to opposition from some members, including Buck Leighton, a top executive worker for Wentle. Mr. Leighton may be considering legal action against the COL.
- Efforts to Revive the Original Project: It was mentioned that COL Associate Planner Andy Ross might be brought in to try and revive the original project specifications.
- No Other Updates to Trail Connectors: Aside from the Arroyo Trail discussion, there were no other updates provided on trail connectors.
- Sycamore Grove Blacktop Trail: Discussion shifted to the status of the blacktop trail in Sycamore Grove Park. The group mentioned a contractor ready to work on removing asphalt from the stream and repairing a 300-foot bypass.
- Environmental Concerns: Environmental concerns were raised regarding the removal of asphalt from the stream and the need to avoid disturbing the soil. The group outlined plans for asphalt removal and bypass construction.
- Other upcoming projects: The committee discussed upcoming projects at Holdener Park and the "waterfall trail", mentioning approvals and efforts to address environmental concerns.
- CAPRI and FEMA Funding: It was noted the CAPRI would not cover trail damage, but FEMA funding might be sought for some of the trail repairs. The group also highlighted that tree damage incurred during the winter was covered by FEMA.
- Status of Harrier Trail: The meeting concluded with a brief mention that the Harrier Trail was open, despite a previous barrier, as of the previous weekend.

➤ **Action:** This was a discussion only; no Committee action was taken.

13. CIP Update/FY22/23 CIP Actual Spend vs. Budget:

COS Weisgerber reported on Capital Improvement Projects. (see attachment to these Minutes.)

Business Services Manager Jeff Schneider reported that we are planning to use monies that have been held in reserve, approximately \$85,000, toward the playground replacement project this year at Bill Clark/Jack Williams/Ida Holms Parks.

➤ **Action:** This was a discussion only; no Committee action was taken.

14. Directors' and/or General Manager's Reports or Announcements: The Committee had no further reports or announcements other than what had already been discussed above.

15. Adjournment: Director Palajac adjourned the meeting at 4:11 p.m.

/Lvb

Livermore Area Recreation and Park District

Staff Report

TO: Facilities Committee

FROM: David Weisgerber, Community Outreach Supervisor

DATE: 08/03/2023

SUBJECT: Evaluation of Placer.ai for Foot Traffic Analysis

Recommendation:

Staff recommends adopting a location-based visitor tracking application as a solution to measure visitor data for its parks, facilities, and open spaces. This information offers valuable insights that can support LARPD in achieving its strategic goals. Staff will get two quotes in addition to Placer.ai to compare features and methodology.

What is Placer.ai

Placer.ai is a foot traffic analytics platform that uses location data to provide businesses with detailed insights into visitor behavior and demographics, enabling data-driven decision-making and operational optimization.

How They Collect Data

- Use a panel of 30M devices (8% of US population)
- All data is anonymous using location apps that are opt-in

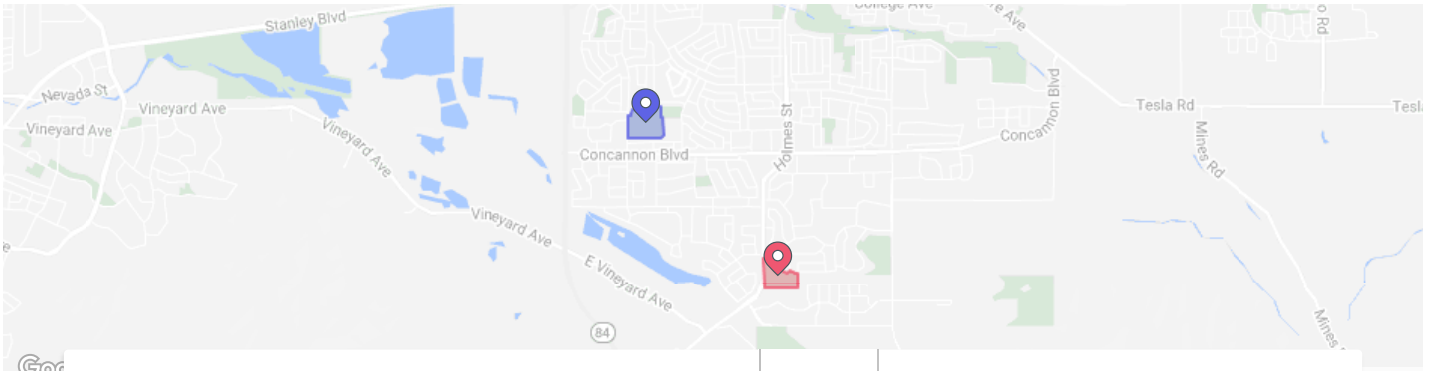
Privacy

- Only receiving the latitude and longitude of the devices
- No personally identifiable information. Data is anonymized by the census block.
- We are only receiving data from devices of adults (18+)
- Do not report on visitation to 'sensitive locations', including schools, government buildings/installations, military installations, places of worship, etc.

Applications:

- **Quantifying Community Impact with Parks/Facilities/Open Space Visitor Data:**
 - Provide insights on park usage quantifying LARPD's impact on the community in a way that we have never been able to achieve previously.
 - 45% of tax funds are used on Parks and Facilities Maintenance; this helps quantify that impact.

- Share data in annual reports and board meetings to quantify how many people are being served by the significant line-item budget expenses on parks and facility maintenance.
- **Historical Data Dating Back to 2017**
 - This would provide insights on CIP projects in the last 6 years including the four parks projects and pickleball court restriping of tennis courts
 - Can measure park usage during COVID validating anecdotal evidence of significant increases at parks and open space.
- **Park/Amenity Planning:**
 - Can evaluate visitor data in our existing parks to determine impact of updated playground equipment.
 - Can evaluate neighboring agencies' parks and upgrades to determine impacts of adding amenities to parks.
- **Unlimited Customizable Geofencing:** *A geofence is a virtual boundary created around a specific geographic area using GPS or other location-based technologies. In this application, the geofence would be set up in LARPD's parks and facilities to track visitors.*
 - Placer.ai allows the creation of custom geofences, providing flexibility in tracking foot traffic within specific areas of interest which could assist in larger parks in determining which areas get more use.
 - Allows LARPD to map our existing parks and facilities and neighboring communities for comparison purposes.
 - Can geofence nationwide.
- **AB1600 Fund Allocation:**
 - Identify where visitors are coming from to demonstrate increased capacity for source area of development funds.
- **Grant Application Support:**
 - Placer.ai's data can strengthen grant applications by providing evidence of visitor numbers and community impact depending on the project.
- **Unlimited Users:**
 - Allows for creative application across departments by letting users across organization have access if wanted.
- **Sponsor Recruitment:**
 - Identify businesses closely associated with visitor behavior to contact for potential sponsorship. (Example: 22% of visitors at May Nissen Park who go to a dining establishment after leaving go to in-n-out burger. Could be an opportunity to leverage data for sponsorship).



Placer.ai | **Max Baer Park** | **Vs** | **Independence Park**

1310 Murdell Lane, Livermore, CA 94550 | 2798 Holmes St, Livermore, CA 94550

Last 12 Months

Export

Metrics

Metric Name	Max Baer Park 1310 Murdell Lane, Livermore, CA 94550	Independence Park 2798 Holmes St, Livermore, CA 94550
Visits	196.3K	101.1K
Visitors	28.1K	35.2K
Visit Frequency	6.98	2.87
Avg. Dwell Time	102 min	69 min

Visits Trend

Max Baer Park

1310 Murdell Lane, Livermor...

Independence Park

2798 Holmes St, Livermore, C...



Metric: Aggregation: Annual Summary:

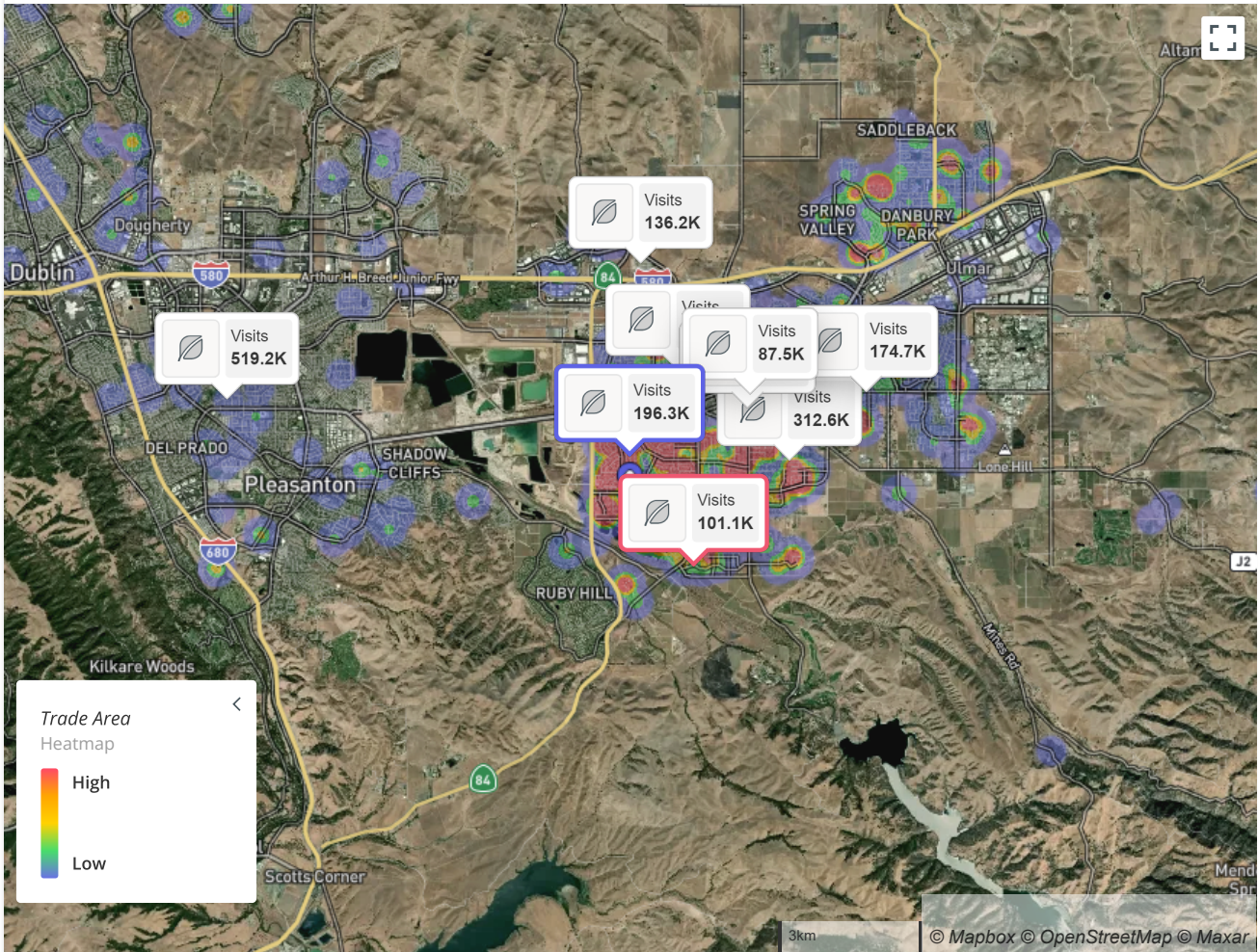
Visits

Weekly



	2020	2021	2022	Last 12 Months
Max Baer Park	115.9K	178.7K	215.8K	196.3K
Independence Park	66.2K	113.3K	126.3K	101.1K

Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

[Learn more](#)

Audience Overview

Max Baer Park

1310 Murdell Lane, Livermor...

Independence Park

2798 Holmes St, Livermore, C...

Dataset:

STI: Popstats

View:

Potential Market

Compare to:

None ▾



Properties	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
<div style="color: blue;">■</div> Max Baer Park Murdell Lane, Liv...	\$154.3K	48.7%	42.1	White (64.3%)	2.82
<div style="color: red;">■</div> Independenc... Holmes St, Liver...	\$141.8K	45.7%	40.3	White (54%)	2.88



*Demographics are based on a True Trade Area capturing 70% of visits | Data source: STI: Popstats

Ranking Overview

Max Baer Park

1310 Murdell Lane, Livermor...



Independence Park

2798 Holmes St, Livermore, C...



Benchmark:

Metric:

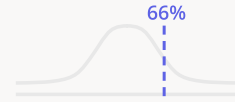
Category: Nature & Landmarks

Visits

Nationwide

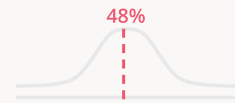
710* / 2,097

[View List](#) ⓘ



1,074* / 2,097

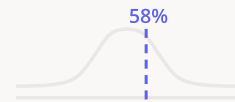
[View List](#) ⓘ



California

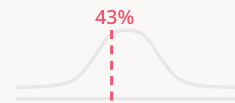
74* / 174

[View List](#) ⓘ



100* / 174

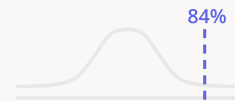
[View List](#) ⓘ



Local: 15mi

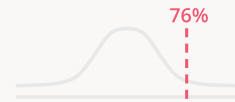
3* / 13

[View List](#) ⓘ



4* / 13

[View List](#) ⓘ



Favorite Places

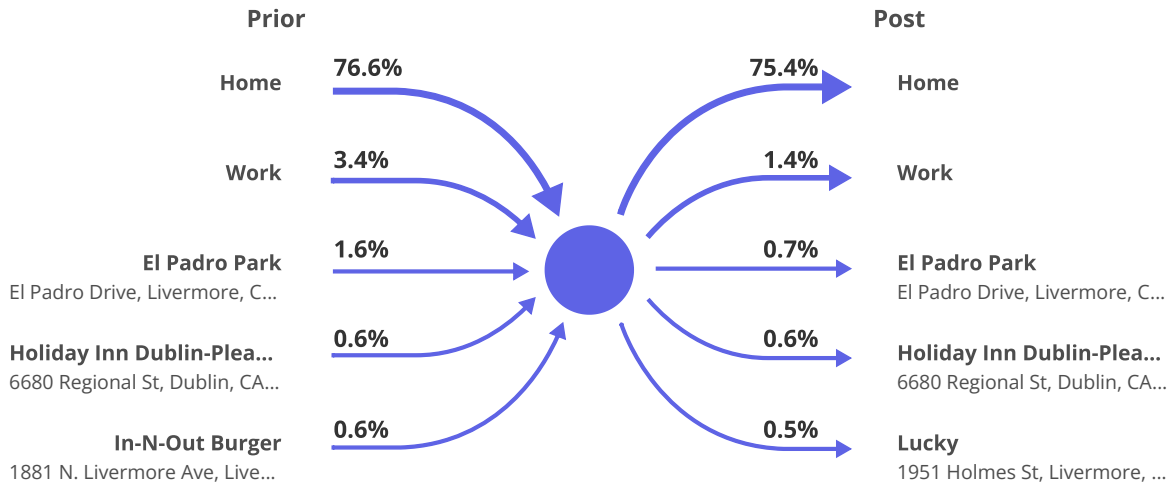
Category: **All Categories** ▾ Min. Visits: **1**

Max Baer Park / Murdell Lane, Livermore, CA				Independence Park / Holmes St, Livermore, CA			
Rank	Name	Distance	Visitors	Rank	Name	Distance	Visitors
1	Fallon Gateway / 2820 ...	4.1 mi	17.4K (61.9%)	1	Arroyo Plaza / 2400-24...	3.5 mi	21.6K (61.2%)
2	Arroyo Plaza / 2400-242...	2.9 mi	16.6K (59.1%)	2	Fallon Gateway / 2820 ...	5.4 mi	20.5K (58.1%)
3	Stoneridge Shopping C...	7.7 mi	15.7K (55.9%)	3	Plaza 580 S.C. / 4514 La...	4 mi	20.1K (57%)
4	Plaza 580 S.C. / 4514 La...	3.8 mi	15.4K (54.7%)	4	Stoneridge Shopping C...	8.8 mi	19.3K (54.9%)
5	Hacienda Crossings Sh...	5.6 mi	14.6K (51.9%)	5	Hacienda Crossings Sh...	6.8 mi	19.1K (54.1%)

Visitor Journey

Property:
Max Baer Park / Murdell Lane...

Show by: **Location** | Category | Category Group Show Home/Work: On



Visitor Journey - Routes

Property:

[Max Baer Park / Murdell Lane...](#)

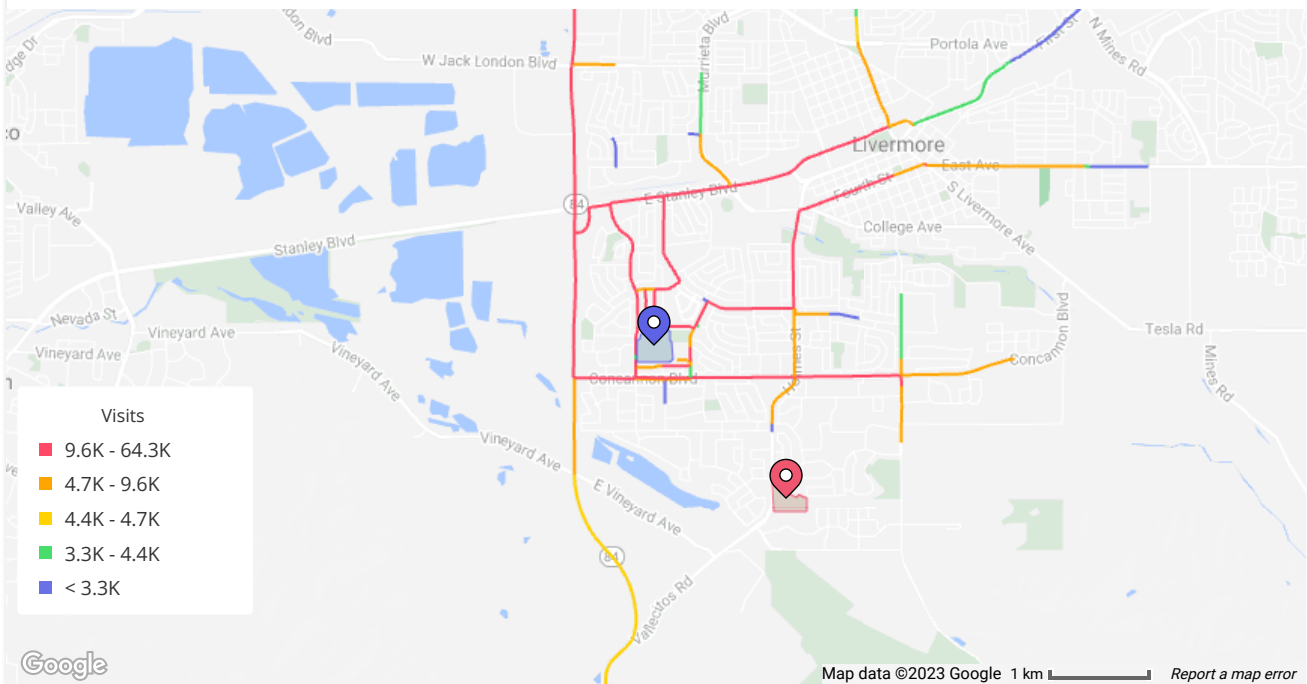
Journey Direction:

To Property

From Property

To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations. [Learn more](#)

Dismiss



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

[Learn more](#)

Hourly Visits

Max Baer Park

1310 Murdell Lane, Livermor...



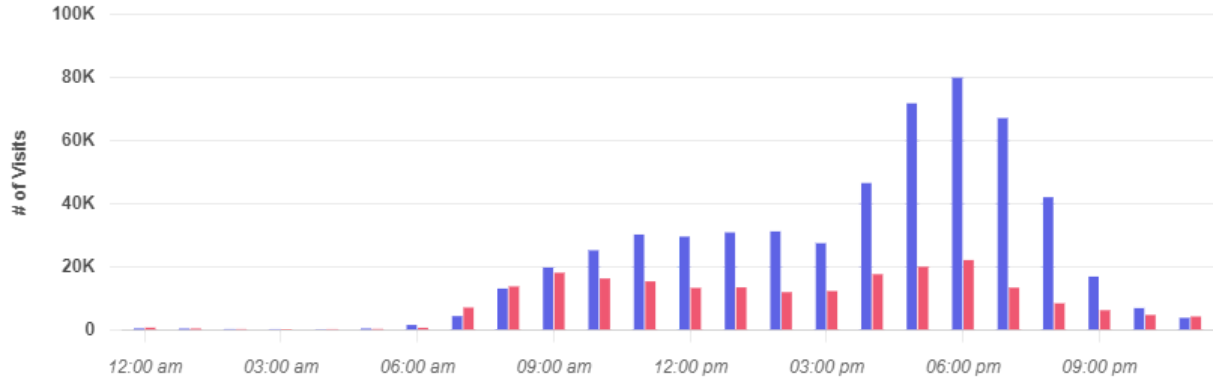
Independence Park

2798 Holmes St, Livermore, C...



Metric:

Visits



Daily Visits

Max Baer Park

1310 Murdell Lane, Livermor...



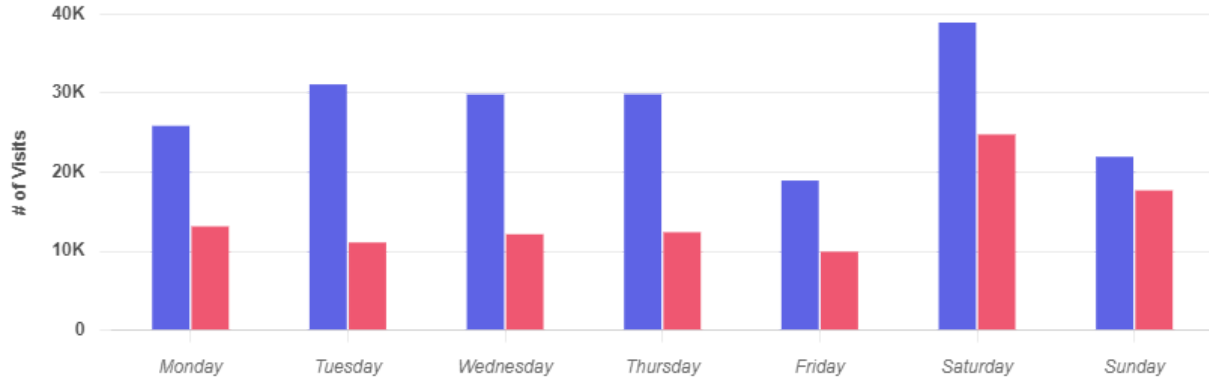
Independence Park

2798 Holmes St, Livermore, C...



Metric:

Visits



Length of Stay

Max Baer Park

1310 Murdell Lane, Livermor...



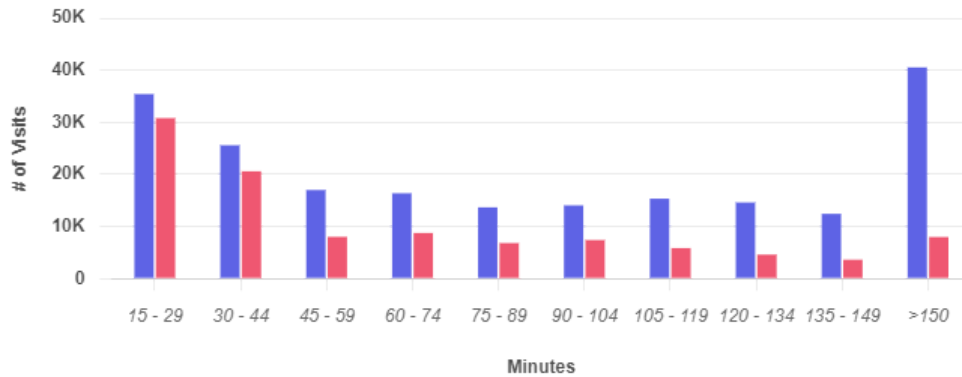
Independence Park

2798 Holmes St, Livermore, C...



Metric:

Visits



	Average	Median
Max Baer Park	102 min	83 mir
Independence Park	69 min	46 mir

CIP Project Updates - Facility Committee, 08/03/23

Project Name	Project Update	Tentative Start Date	FINAL FY 23/24	Current Bid
Aquatics Scoreboard	Scoreboard has been ordered. Arriving in 12-24 weeks.	Fall 2023	\$ 92,000	\$ 92,000
Community Garden at Mochó Park	AT&T Project plans were approved by planning commission but their project is being challenged and currently on hold. LARPD project will begin once AT&T completes the access road portion of their project	TBD	\$ 90,000	\$ -
Bike Pump Track	In the process of conducting a parking study per the City of Livermore plan review comments.	Nov-23	\$ 805,917	\$ 817,000
ESS Buildings Remodel	Completed siding replacement with LARPD staff. Future classroom updates on hold.	TBD	\$ 200,000	\$ -
Patterson Ranch Trail	Project on hold pending further discussion with Zone 7.		\$ 44,495	\$ -
Restrooms at Sycamore Grove park	Have permit approval for installation of rural water supply for fire mitigation. ROMTEC is resubmitting plans addressing Alameda County Fire comments.	Fall 2023	\$ 204,760	\$ 195K
Senior Lobby Flooring at RLCC	Staff is evaluating materials options.	TBD	\$ -	\$ -
Shade Structure at Mochó park	Bids came in higher than expected. Project postponed.	TBD	\$ 60,000	\$ -
Trevano Road Water/Sewer Assessment District	Sewer has been connected. Water pending. Slurry and striping of roadway scheduled for early August. Construction expected to be complete by September 2023. (Total project under budget \$536K v \$545K original project budget)	In Progress	\$ 27,000	\$ -
Trevano Roof	Immediate issues repaired. Replacement postponed.	2024	\$ -	\$ 65,000
Sycamore Flood Damage - Wetmore Path	Collaborating with City of Livermore on Mutual Aid Agreement to provide engineering and environmental support. Will likely address temporary repairs in 2023 and permanent repairs in 2024. Submitted insurance claim to CAPRI	2024	\$ -	\$ 175,000
Damaged Pipe at Holdener Park Path	Have bid for work at \$36,200.	Fall 2023	\$ -	\$ 36,200
Sycamore Flood Damage - Paved Path Erosion between Olivina and Kingfisher Crossing	Received bid for by-pass path at \$35,583 and bid removal of asphalt from stream for \$5,300. Targeting to begin work in August.	Summer 2023	\$ -	\$ 40,883
Playground Replacement Program: Jack Williams Park	Gathering bids for playground replacement.	FY 23/24	\$ 250,000	
Playground Replacement Program: Ida Holm	Gathering bids for playground replacement.	FY 23/24	\$ 250,000	
Playground Replacement Program: Bill Clark	Gathering bids for playground replacement. ADA improvements will also be part of this project.	FY 23/24	\$ 200,000	
Completed Projects				
HVAC at Trevano / Little House	HVAC system installed by staff.	Completed		
Joe Mitchell Building	Received final approval from Division of State Architect (DSA)	Completed		
Rodeo Stadium Improvements	Work completed week of May 1, 2023	Completed		
Synthetic Turf at Robertson Park	Project Complete	Complete		
Project Update				
Status				

