



**Parks & Recreation Committee
Wednesday, October 12, 2016
4:30 p.m.**

**Cameron Park Community Services District
2502 Country Club Drive, Cameron Park**

REVISED Agenda

Members: Chair Director Margaret Mohr (MM), Vice Chair Director Amy Blackmon (AB)
Alternate Director Holly Morrison (HM)
Staff: General Manager Mary Cahill, Recreation Supervisor Tina Helm,
Parks Superintendent J.R. Hichborn

CALL TO ORDER

ROLL CALL

APPROVAL OF AGENDA

APPROVAL OF CONFORMED AGENDA

OPEN FORUM

At this time, members of the Committee or public may speak on any item not on the agenda that falls within the jurisdiction of this Committee; however, no action may be taken unless the Committee agrees to include the matter on a subsequent agenda.

Principal party on each side of an issue (where applicable) is allocated 10 minutes to speak, individual comments are limited to four minutes and individuals representing a group allocated five minutes. Individuals shall be allowed to speak to an item only once. The Committee reserves the right to waive said rules by a majority vote.

DEPARTMENT MATTERS

PUBLIC COMMENT

Public testimony will be received on each agenda item as it is called. Principal party on each side of an issue (where applicable) is allocated 10 minutes to speak, individual comments are limited to four minutes and individuals representing a group allocated five minutes. Individuals shall be allowed to speak to an item only once. The Committee reserves the right to waive said rules by a majority vote.

I. Project Updates

- A. Fifty Plus Room – Lydia Roseby
- B. Northview Park Trail Project – See Park Updates

II. Recreation Updates

- A. Website*
 - Google Analytics – old website compared to new – See Attachments A - D
 - Mailing List and Registration Statistics – monthly update
- B. Community Center Pool Review (June/July 2016)
 - Attendance (2014/2015/2016)
- C. Banner Sample – See Attachment E
- D. Current Survey Report – See Attachment F
- E. Number of Holiday Rentals to Date
- F. Special Events – Events through June 30, 2016 and Future Event Status July 1, 2016 through December 31, 2016*
 - Future Plans for Continuation of the Trucks & Tunes Event
 - Coordinating with Cameron Park Golf Course on programs/events
 - Community Campout, Pooch Plunge & Laps at the Lake, Labor Day at the Pool, Country Fest, Mommy Market (& Daddy Too!), Gold Bug Quilters' Quilt Show, Community Services Showcase, Halloween Carnival & Pumpkin Patch, Old Fashioned Christmas Craft Faire, Santa Run/Pancake Breakfast, Santa Visits, Santa Parade, Sacramento Jazz Orchestra Concert

III. Park Updates

General Park Updates

- A. Fifty Plus Room*
 - Temperature in Room and Hot Water in Restroom
- B. Recreation and Professional Bocce Ball Court Costs
- C. Cameron Park Lake*
 - Revised Cameron Park Lake Gate Access Permit Draft – See Attachment G
 - Cost Estimates for Resurfacing Tennis and Pickle Ball Courts
 - Kiosk Upgrade
 - Gazebo Repair
 - Entrance to Cameron Park Lake Signage Ideas
 - Exercise Stations
 - Playground Equipment Grant – completed and sent 9/30/16*
 - Revenue and Expenses – See Attachment H
 - Attendance (2014/2015/2016)
 - Gate Revenue
 - Boat Rentals
 - Concession
 - Lagoon
- D. Review Open Space Park Permits
 - Open Space Areas – See Attachment I
 - *El Dorado County Zone Ordinance Zones, Allowed Uses, and zoning Standards – Section 130.25.020 Matrix of Allowed Uses (See Attachment J)*
 - Gateway Park Review – See Attachment K
 - Knollwood Park – See Attachment L
 - Implementation – See Attachment M

* The items above with asterisks (*) are the follow-up items from previous meetings.

Cameron Park Community Services District
2502 Country Club Drive
Cameron Park, CA 95682



IV. Items for November Committee Agenda

- Note – Since the second Monday of November (14th) falls in the same week as the Board of Directors' meeting (16th), it is suggested that the November Parks & Recreation Committee meeting be moved to the first Monday of the month (7th). See Attachment N.

V. Items to take to the Board of Directors

MATTERS TO AND FROM COMMITTEE MEMBERS

ADJOURNMENT



Parks & Recreation Committee
Monday, September 12, 2016
4:30 p.m.

Cameron Park Community Services District
2502 Country Club Drive, Cameron Park

DRAFT Conformed Agenda

Members: Chair Director Margaret Mohr (MM), Vice Chair Director Amy Blackmon (AB)
Alternate Director Holly Morrison (HM)
Staff: General Manager Mary Cahill, Recreation Supervisor Tina Helm,
Parks Superintendent J.R. Hichborn

CALL TO ORDER – 4:30 p.m.

ROLL CALL – MM, AB

APPROVAL OF AGENDA – Agenda approved with the change that the Parks Update be moved up to Item #2.

APPROVAL OF CONFORMED AGENDA – Conformed agenda approved

OPEN FORUM – Tiffany Whitman

At this time, members of the Committee or public may speak on any item not on the agenda that falls within the jurisdiction of this Committee; however, no action may be taken unless the Committee agrees to include the matter on a subsequent agenda.

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DEPARTMENT MATTERS

PUBLIC COMMENT

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↳ I. Project Updates

- A. Northview Park Trail Project

II. Recreation Updates

- A. Website*
 - Google Analytics – old website compared to new
 - Mailing List and Registration Statistics – July monthly update
- B. Cameron Park Lake Review (June/July 2016)
 - Attendance (2014/2015/2016)
 - Gate Revenue
 - Boat Rentals
 - Concession
- C. Community Center Pool Review (June/July 2016)
 - Attendance (2014/2015/2016)
 - Labor Day Event
- D. Signage Sample
- E. Current Survey Report
- F. Future Survey Purpose
 - Fishing Derby – Target audience?
 - Fly Fishing class
 - Extended Lagoon Season
 - Labor Day Event
 - What type of special events should be included?
- G. Potential New Partnerships
- H. Special Events – Events through June 30, 2016 and Future Event Status July 1, 2016 through December 31, 2016*
 - Future Plans for Continuation of the Trucks & Tunes Event
 - Coordinating with Cameron Park Golf Course on programs/events
 - Community Campout, Pooch Plunge & Laps at the Lake, Labor Day at the Pool, Country Fest, Mommy Market (& Daddy Too!), Gold Bug Quilters' Quilt Show, Community Services Showcase, Halloween Carnival & Pumpkin Patch, Old Fashioned Christmas Craft Faire, Santa Run/Pancake Breakfast, Santa Visits, Santa Parade, Sacramento Jazz Orchestra Concert

III. Parks Updates

General Park Updates

- A. Seating Area Honoring the Arnolds*
 - Volunteers, proposal and costs
 - Naming of District Parks and Facilities – Policy No. 1061
- B. Bocce Ball (per Margaret 8/2/16)
- C. Gateway Park
- D. Fifty Plus Room
 - Adjusting air conditioner and door (is OK except when the air conditioning is on)
- E. Cameron Park Lake Access Gate Locks
 - Current Permit – 2016 Gate Trends
- F. Cameron Park Lake
 - Upgrading the entrance
 - Exercise stations

* The items above with asterisks (*) are the follow-up items from previous meetings.

Cameron Park Community Services District
2502 Country Club Drive
Cameron Park, CA 95682



- Possible grant for new playground equipment
- Resurfacing the tennis courts

IV. Items for October Committee Agenda

- Survey Report Summary
- Future Survey Purpose
- Signage Sample
- Special Events
- Number of Holiday Rentals to Date
- Fifty Plus Room
 - Temperature in Room and Hot Water in Restroom
- Gateway Park
 - What to Recommend to the Board
- Cameron Park Lake
 - Recreation and Professional Bocce Ball Court Costs
 - Revised Cameron Park Lake Gate Permit Draft
 - Entrance to Cameron Park Lake Signage Ideas
 - Exercise Stations at Cameron Park Lake
 - Kiosk Upgrade
 - Gazebo Repair
 - Tennis/Bocce Ball Courts Resurface Estimates
 - Playground Equipment Grant

V. Items to take to the Board of Directors

- Website Google Analytics

MATTERS TO AND FROM COMMITTEE MEMBERS

ADJOURNMENT – 5:53 p.m.

Parks & Recreation Committee Meeting

October 12, 2016

I. Project Updates

- A. Fifty Plus Room – Lydia Roseby
- B. Northview Park Trail Project – See *Park Updates*

II. Recreation Updates

Submitted by: Tina Helm, Recreation Supervisor

A. Website

- Google Analytics – old website compared to new – please find the following information from the date range of August 30 to September 29, 2015 and August 30 to September 29, 2016.
 - Audience Overview (Attachment A)
 - New vs. Returning (Attachment B)
 - Data Page View (Attachment C)
 - Uptown Studios Monthly Report (Attachment D)
- The August newsletter for 2015 was sent out to 3,316 recipients through Mailchimp. The 2016 August newsletter was sent out to 3,530 recipients through Mailchimp. This is an increase of approximately 6.5%.

B. Community Center Pool Review

Pool Attendance for 2014/2015/2016

May to Sept

	<u>2014</u>	<u>2015</u>	<u>2016</u>
Adult	1,300	1,569	1,400
Youth	1,971	2,595	2,687
Senior	175	289	301
Passes	2,528	5,356	7,344

C. Banner Sample

Please see Attachment E.

D. Current Survey Report

There were 201 surveys completed and the survey asked the following:

- What parks people most visited?
- Comments on the facilities.
- Why did they visit the parks?
- Would you be interested in attending any of our Special Events, playing or participating in any of the following activities at our parks? (list provided)
- What other activities/service would you like to see added to the parks?
- Would you be interested in honoring a family member or loved on at one of our parks? (suggestions provided)

Please see Attachment F.

E. Number of Holiday Rentals to Date

There are currently three confirmed reservations. Staff has reached out to previous renters and is making follow-up calls.

F. Special Events

- Future Plans for Continuation of the Trucks & Tunes Event – Staff has reached out to Food Trucks in the Foothills to coordinate this event for next year.

- Coordinating with Cameron Park Golf Course on programs/events Staff has contacted the golf course, leaving a message for a return phone call.

Gold Bug Quilt Show – Non-district Event

The Gold Bug Quilters Quilt show is Friday, October 7th from 10am-5pm, Saturday, October 8th from 10am-5pm and Sunday, October 9th from 10am to 4pm. The event is at the Community Center.

Community Services Showcase

The Community Services Showcase event will be on Thursday, October 13th at the Community Center from 5-7pm. Nonprofit, civic, and government organizations have signed up. There are also business booths at the event. This event is a joint effort with the Cameron Park CSD, Cameron Park Community Foundation, Rotary and the Shingle Springs/Cameron Park Chamber of Commerce. There will be music, food, & beverages, three FREE cash drawings, non-profit booths, business booths, community job fair, \$1 hot dogs (free to vets), and more.

Halloween Carnival/Pumpkin Patch

The Halloween Carnival/Pumpkin Patch is scheduled for Saturday, October 22 at Cameron Park Lake. There will be a pumpkin patch, bounce house, magic show, games, face painting, crafts, hay rides, vendors and a costume parade. Staff is working with the Ponderosa Key Club, FAA Club, and Just Serve to obtain volunteers. The event is free with a charge for the games, pumpkins, face painting, crafts and hay ride.

Old Fashioned Christmas Craft Faire

The Craft Faire is scheduled for Saturday, November 19 at the Community Center from 10am to 4pm. There currently are 56 registered vendors. There are spots for additional vendors that are being reviewed to fill. Additional spaces will be available outside.

Santa Run/Pancake Breakfast

The Santa Run/Pancake Breakfast is scheduled for Saturday, December 3rd at the Community Center. Check in for the run starts at 7am; run starts at 8am. Entrance fee for the run includes breakfast. Pancake Breakfast is served from 8am to 12pm. \$5 for pancakes, bacon, eggs, orange juice and coffee.

Santa Visits

Santa Visits are available on December 7th, 8th, 13th, 14th, 15th & 19th. Santa will come to your home and spend a short time talking to your children. Sign-ups will start October 11th.

Santa Parade

The Santa Parade is scheduled for Friday – Sunday, December 9th-11th with a rain date of Friday-Sunday, December 16th-18th. Santa Claus will be driving through Cameron Park accompanied by the Cameron Park Fire Department.

Sacramento Jazz Orchestra Holiday Concert

The concert is scheduled for Wednesday December 14th. The doors open at 6pm with the music beginning at 7pm. Tickets will be sold at Bel Air, Shingle Springs/Cameron Park Chamber of Commerce, and the District office, or on line at www.showclix.com. The Cameron Park Foundation will be selling snacks and beverages at this event.

III. Park Updates

Submitted by: J.R. Hichborn, Parks Superintendent

Cameron Park Lake

On September 24th the Green Valley ward of the Church of Latter-Day Saints church came out to the lake for a volunteer work day. There were about 40 volunteers who spread 18 yards of decomposed granite, 18 yards of decorative bark and cleaned up the planter beds located near the picnic area. The swimming lagoon is drained for the off season and some of the signage at the lake is being replaced due to fading and some are no longer legible.

Rasmussen Park

Staff has a weekly maintenance schedule at Rasmussen Park. The drinking fountain has been fixed, irrigation adjusted accordingly and 13 "Dogs must be on a leash" signs have been installed.

Christa McAuliffe Park

The park was prepped for another successful Country Fest. The turf seemed to hold up fine with little negative impact. PG&E will be using the field as an easement for a pole replacement job they are doing and will be fencing off an area 15 feet from our existing fence line. The soccer field is 105 feet off the fence line so the easement will not impact the games.

Hacienda Park

The drive gates in the small dog park have been fixed (they were not closing completely and larger dogs were pushing them open from outside the park).

Northview Park (LLAD)

Northview Park is closed to the public with the new trail project is under construction. Installation of the decomposed granite started the week of September 3rd. There is a bonding agent mixed in with the decomposed granite that takes several days to cure and harden under warm temperatures. The Department of Transportation replaced a 20 foot section of the drainage culver that runs throughout the park. Note: Some neighborhood patrons have ignored the safety fencing and walked on the pathway. A neighborhood point person is putting out the word to stay away from the construction site.

Eastwood and Davis West Parks (LLAD)

The spring flower beds have been replaced with fall flower beds at Eastwood and David West Parks.

Community Center

The new pool tarps have arrived and are being utilized on a daily basis. Climatec reprogramed all of the heating, ventilation and air conditioning units to simplify the program and help us better manage temperatures of the rooms individually.

Weed Abatement

The Sandpiper lot was cleared this month and Gateway Park will be next. Expenses are being tracked and so far the District has invested roughly \$7,800 since March of this year. The crews have been out on 20 separate occasions.

Vandalism

- On the weekend of September 17th, the picnic tables at Northview Park were thrown into the water retention ponds. Staff removed the tables and anchored them to the ground near the playground Area.
- On the week of September 27th, the letters from the sign to the entrance of Northview Park were stolen.
- On the weekend of October 1st, several small cuts were made in the shade fabric at Northview Park.

A. Fifty Plus Room

- Staff met with a technician from Climatec to address a few heating, ventilation and air conditioning (HVAC) concerns on Wednesday 9/28. A sensor was replaced and the control system reprogrammed. The room will now be at 72 degrees whenever it is set in "occupied" mode.
- The restrooms currently have hot water to the sinks, however, the current low-flow faucets take longer for the hot water to reach the faucets. Staff is currently looking at other options.

B. Recreational and Professional Bocce Ball Courts

- The typical cost for a residential court is between \$12,000 - \$18,000 per court.
- The cost would include the drainage, concrete, artificial turf, the Americans with Disabilities Act (ADA) access and required rails and signage.
- Dimensions
 - i. Tournament 13' x 90'
 - ii. Recreation 12' x 76'
 - iii. Residential 10' x 60'

C. Cameron Park Lake

- Two contractors have come out and looked at resurfacing and restriping the tennis/pickle ball courts. Staff has gotten one bid in so far for around \$30,000. In addition to the resurfacing and striping, additional poles are needed for the four standalone pickle ball courts.
- Contractors will be coming out to inspect and bid the structural improvements of the gazebo.
- Staff has met with a GameTime playground equipment representative about different improvements to the entrance sign and to the kiosk. Staff has also been in contact with two general engineering companies to look into widening the entrance to the park and bringing water to the kiosk for an air conditioner.
- The grant application for new playground equipment at the lake has been submitted through GameTime and staff has looked at various playground ideas in depth.
- Staff is researching exercise equipment to be placed around the perimeter of the walking path. The idea is to have different workout stations to be utilized as people run or walk around the lake.

Lake Entrance Attendance for 2014/2015/2016 – see Attachment H

	Year	Non-Residents	Residents	Seniors	Total	Passes**
May - Sept	2014	1,991	5,719	614	8,324	136
May - Sept	2015	1,749	6,082	1,229	9,060	867
May - Sept	2016	3,449	6,313	1,174	10,936	4,572

** Passes in 2014 and 2015 were day passes for events.
2016 includes season passes and day passes for events.

Lake Entrance Revenue for 2014/2015/2016

	Year	Revenue
May - Sept	2014	\$ 28,380
May - Sept	2015	\$ 29,469
May - Sept	2016	\$ 38,532

Boat Rentals – 2016

There were 133 paddle boat rentals during the course of the summer.

Kayaks were purchased in the middle of July. Due to the late purchase and limited time to market, the kayaks were not rented out during the season.

Concessions - 2016

The concession stand revenue was \$5,649 for the summer.

Lagoon Expenses – 2016 (per month)

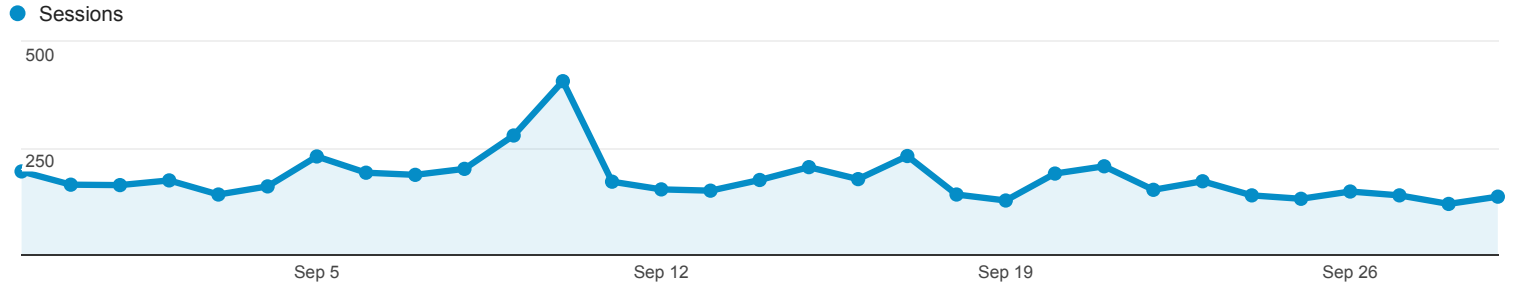
Chemicals	\$14,300
Utilities	\$ 9,300
Labor	<u>\$ 1,000</u>
Total	<u>\$24,600</u>

Aug 30, 2016 - Sep 29, 2016

Attachment A

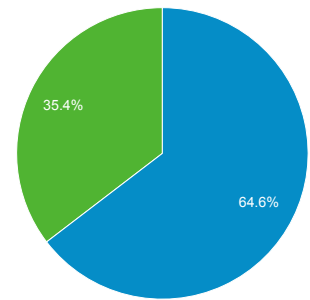
All Users
100.00% Sessions

Overview



Sessions 5,555	Users 4,158	Pageviews 11,287
Pages / Session 2.03	Avg. Session Duration 00:01:37	Bounce Rate 58.13%
% New Sessions 64.59%		

■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	5,485	98.74%
2. en-gb	15	0.27%
3. c	8	0.14%
4. en	8	0.14%
5. es-419	7	0.13%
6. es-xl	7	0.13%
7. en-au	5	0.09%
8. zh-cn	4	0.07%
9. (not set)	3	0.05%
10. de-de	2	0.04%

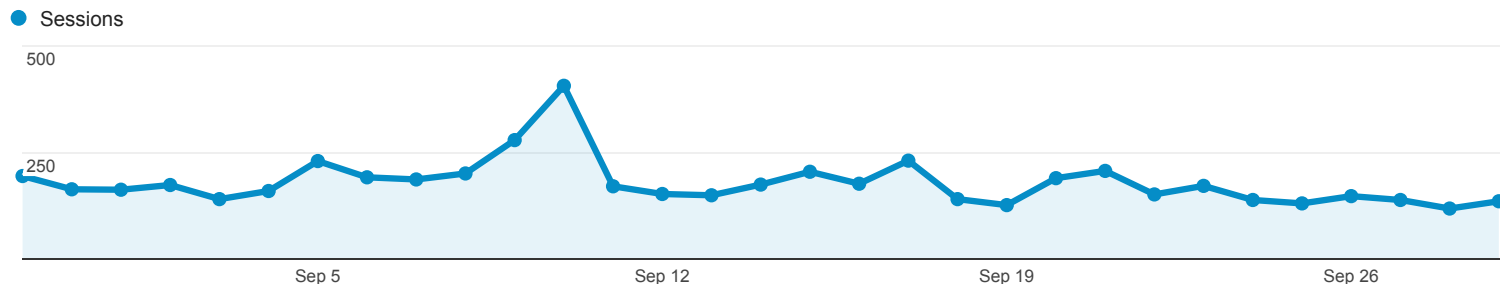
Aug 30, 2016 - Sep 29, 2016

Attachment B

All Users
100.00% Sessions

Explorer

Summary



User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	5,555 % of Total: 100.00% (5,555)	64.61% Avg for View: 64.59% (0.03%)	3,589 % of Total: 100.03% (3,588)	58.13% Avg for View: 58.13% (0.00%)	2.03 Avg for View: 2.03 (0.00%)	00:01:37 Avg for View: 00:01:37 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. New Visitor	3,589 (64.61%)	100.00%	3,589 (100.00%)	56.87%	2.00	00:01:23	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Returning Visitor	1,966 (35.39%)	0.00%	0 (0.00%)	60.43%	2.08	00:02:03	0.00%	0 (0.00%)	\$0.00 (0.00%)

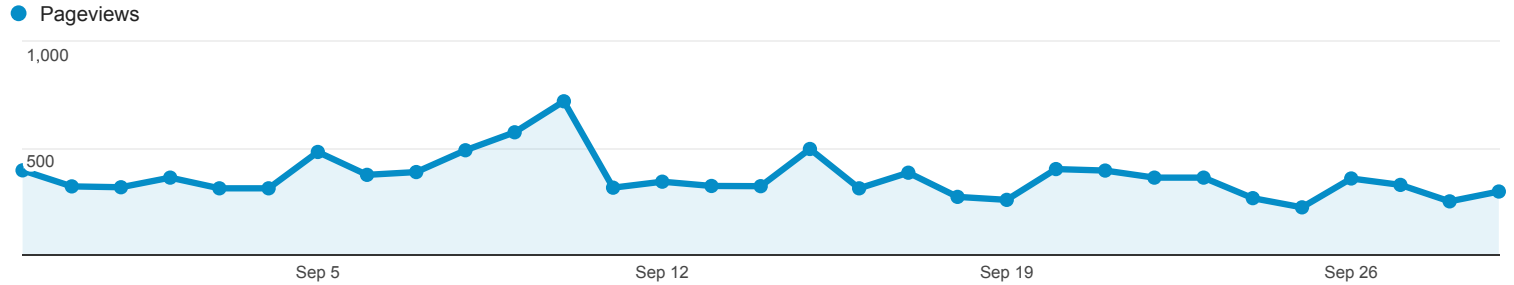
Rows 1 - 2 of 2

Aug 30, 2016 - Sep 29, 2016

Attachment C

All Users
100.00% Pageviews

Explorer



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	11,287 % of Total: 100.00% (11,287)	9,327 % of Total: 100.00% (9,327)	00:01:34 Avg for View: 00:01:34 (0.00%)	5,555 % of Total: 100.00% (5,555)	58.13% Avg for View: 58.13% (0.00%)	49.22% Avg for View: 49.22% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	3,493 (30.95%)	2,889 (30.97%)	00:01:16	2,764 (49.76%)	46.02%	44.69%	\$0.00 (0.00%)
2. /parks-facilities/cameron-park-lake/	1,170 (10.37%)	982 (10.53%)	00:02:22	754 (13.57%)	74.54%	69.74%	\$0.00 (0.00%)
3. /recreation/special-events/	859 (7.61%)	668 (7.16%)	00:01:15	221 (3.98%)	59.28%	40.51%	\$0.00 (0.00%)
4. /events/cameron-park-countryfest/	484 (4.29%)	395 (4.24%)	00:03:52	294 (5.29%)	77.89%	73.55%	\$0.00 (0.00%)
5. /parks-facilities/community-center/	329 (2.91%)	295 (3.16%)	00:01:04	207 (3.73%)	60.39%	54.41%	\$0.00 (0.00%)
6. /parks-facilities/rentals/	313 (2.77%)	237 (2.54%)	00:01:27	36 (0.65%)	77.78%	41.85%	\$0.00 (0.00%)
7. /parks-facilities/aquatics-programs/	273 (2.42%)	236 (2.53%)	00:01:50	128 (2.30%)	71.09%	58.97%	\$0.00 (0.00%)
8. /about-cpcsd/jobs-cameron-park/	269 (2.38%)	187 (2.00%)	00:01:30	78 (1.40%)	61.54%	58.74%	\$0.00 (0.00%)
9. /recreation/sports/	237 (2.10%)	196 (2.10%)	00:02:13	64 (1.15%)	84.38%	65.82%	\$0.00 (0.00%)
10. /calendar/	231 (2.05%)	185 (1.98%)	00:00:33	63 (1.13%)	41.27%	31.60%	\$0.00 (0.00%)

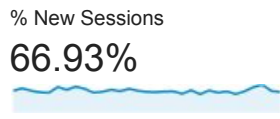
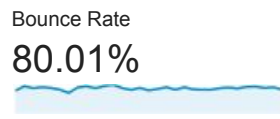
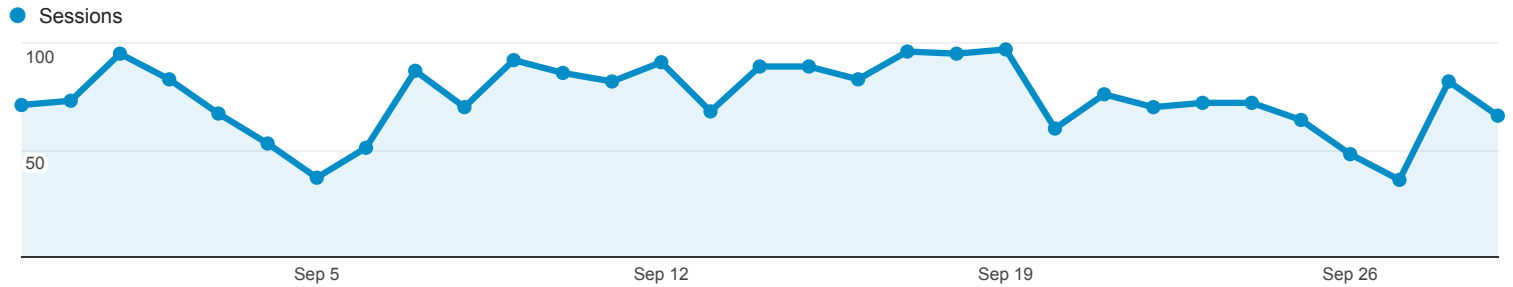
Rows 1 - 10 of 384

Aug 30, 2015 - Sep 29, 2015

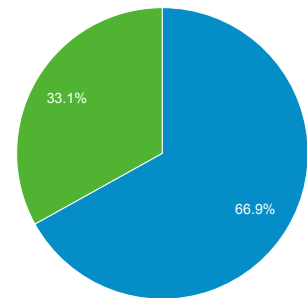
Attachment C

All Users
100.00% Sessions

Overview



■ New Visitor ■ Returning Visitor



Language	Sessions	% Sessions
1. en-us	2,221	96.52%
2. en	27	1.17%
3. c	21	0.91%
4. pt-br	4	0.17%
5. ko-kr	3	0.13%
6. (not set)	2	0.09%
7. de	2	0.09%
8. en_us	2	0.09%
9. en-ca	2	0.09%
10. es-419	2	0.09%

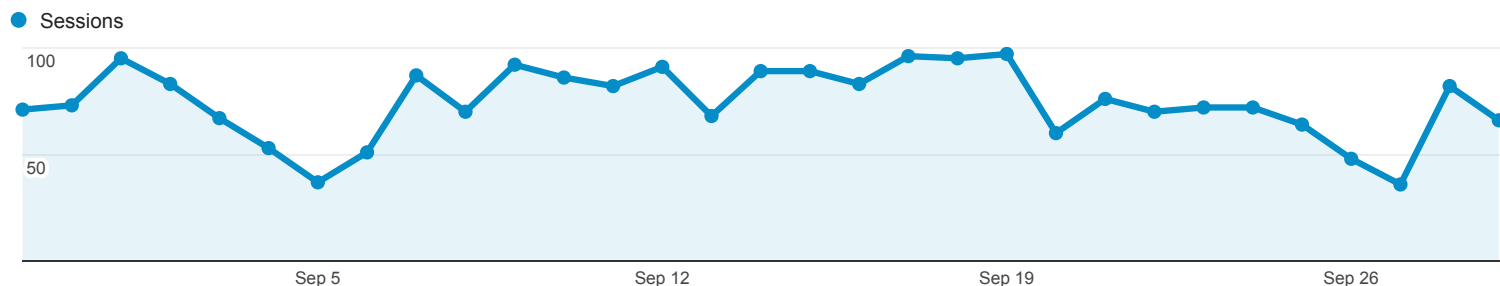
Aug 30, 2015 - Sep 29, 2015

Attachment C

All Users
100.00% Sessions

Explorer

Summary



User Type	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	2,301 % of Total: 100.00% (2,301)	66.93% Avg for View: 66.93% (0.00%)	1,540 % of Total: 100.00% (1,540)	80.01% Avg for View: 80.01% (0.00%)	1.31 Avg for View: 1.31 (0.00%)	00:00:55 Avg for View: 00:00:55 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. New Visitor	1,540 (66.93%)	100.00%	1,540 (100.00%)	79.29%	1.32	00:00:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Returning Visitor	761 (33.07%)	0.00%	0 (0.00%)	81.47%	1.29	00:01:04	0.00%	0 (0.00%)	\$0.00 (0.00%)

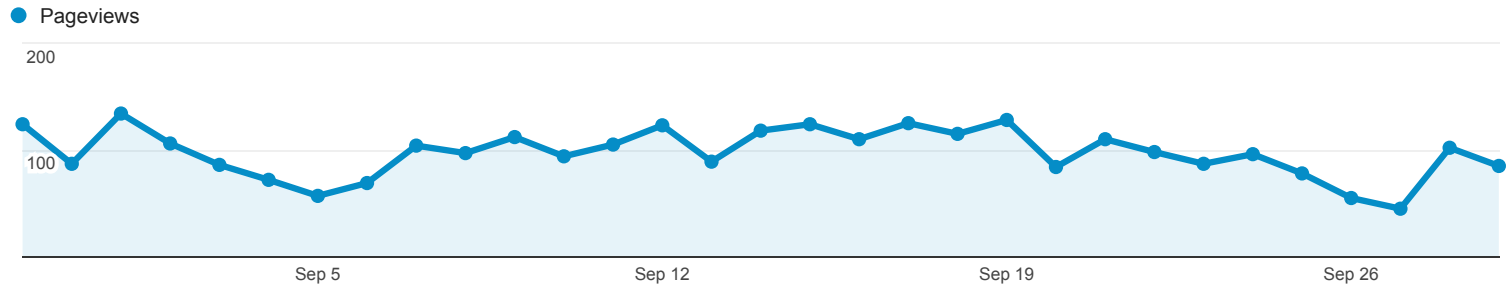
Rows 1 - 2 of 2

Aug 30, 2015 - Sep 29, 2015

Attachment C

All Users
100.00% Pageviews

Explorer



Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	3,019 % of Total: 100.00% (3,019)	2,488 % of Total: 100.00% (2,488)	00:02:56 Avg for View: 00:02:56 (0.00%)	2,298 % of Total: 100.00% (2,298)	80.01% Avg for View: 80.01% (0.00%)	76.12% Avg for View: 76.12% (0.00%)	\$0.00 % of Total: 0.00% (\$0.00)
1. /	2,595 (85.96%)	2,158 (86.74%)	00:03:02	2,156 (93.82%)	80.18%	78.30%	\$0.00 (0.00%)
2. /index.html	207 (6.86%)	152 (6.11%)	00:02:29	105 (4.57%)	74.29%	64.73%	\$0.00 (0.00%)
3. /board_of_directors.html	79 (2.62%)	70 (2.81%)	00:06:58	27 (1.17%)	88.89%	79.75%	\$0.00 (0.00%)
4. /?p=1&lang=en&include=&exclude=&penalty=0&mode=all&q=recreation	6 (0.20%)	1 (0.04%)	00:03:10	0 (0.00%)	0.00%	16.67%	\$0.00 (0.00%)
5. /?p=1&lang=en&include=&exclude=&penalty=0&mode=all&q=clean+up	5 (0.17%)	3 (0.12%)	00:01:29	0 (0.00%)	0.00%	40.00%	\$0.00 (0.00%)
6. /?p=1&lang=en&include=&exclude=&penalty=0&mode=all&q=Clean+up+day	4 (0.13%)	3 (0.12%)	00:00:09	0 (0.00%)	0.00%	50.00%	\$0.00 (0.00%)
7. /?p=1&lang=en&include=&exclude=&penalty=0&mode=all&q=Flag+football	4 (0.13%)	4 (0.16%)	00:00:00	4 (0.17%)	100.00%	100.00%	\$0.00 (0.00%)
8. /?p=1&lang=en&include=&exclude=&penalty=0&mode=all&q=Basketball	3 (0.10%)	1 (0.04%)	00:00:09	0 (0.00%)	0.00%	33.33%	\$0.00 (0.00%)
9. /?p=1&lang=en&include=&exclude=&penalty=0&mode=all&q=cpr	3 (0.10%)	2 (0.08%)	00:00:49	0 (0.00%)	0.00%	33.33%	\$0.00 (0.00%)
10. /?p=1&lang=en&include=&exclude=&penalty=0&mode=all&q=Fishing	3 (0.10%)	2 (0.08%)	00:24:52	1 (0.04%)	0.00%	66.67%	\$0.00 (0.00%)

Rows 1 - 10 of 99

End of Month Report

Aug 30, 2016 - Sep 28, 2016
Compare to: Jul 31, 2016 - Aug 29, 2016

Some data in this report may have been removed when a threshold was applied. [Learn more](#)

Attachment D



Visits

Aug 30, 2016 - Sep 28, 2016

5,419

% of Total: 100.00% (5,419)



Jul 31, 2016 - Aug 29, 2016

5,722

% of Total: 100.00% (5,722)



Pageviews

Aug 30, 2016 - Sep 28, 2016

10,991

% of Total: 100.00% (10,991)



Jul 31, 2016 - Aug 29, 2016

12,109

% of Total: 100.00% (12,109)



Avg. Visit Duration and Pages / Visit

Aug 30, 2016 - Sep 28, 2016

00:01:38

Avg for View: 00:01:38 (0.00%)



Jul 31, 2016 - Aug 29, 2016

00:01:46

Avg for View: 00:01:46 (0.00%)



New Visits

Aug 30, 2016 - Sep 28, 2016

3,502

% of Total: 100.00% (3,502)



Jul 31, 2016 - Aug 29, 2016

3,557

% of Total: 100.00% (3,557)



Bounce Rate

Aug 30, 2016 - Sep 28, 2016

58.33%

Avg for View: 58.33% (0.00%)



Jul 31, 2016 - Aug 29, 2016

55.17%

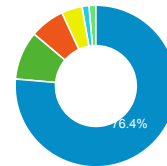
Avg for View: 55.17% (0.00%)



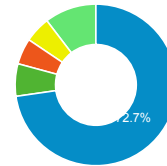
Visits by Social Network



Aug 30, 2016 - Sep 28, 2016



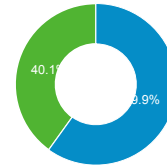
Jul 31, 2016 - Aug 29, 2016



Users by Gender



Aug 30, 2016 - Sep 28, 2016



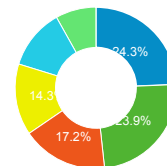
Jul 31, 2016 - Aug 29, 2016

There is no data for this view.

Users by Age



Aug 30, 2016 - Sep 28, 2016



Jul 31, 2016 - Aug 29, 2016

There is no data for this view.

Avg. Page Load Time (sec)

Aug 30, 2016 - Sep 28, 2016

4.90

Avg for View: **4.90** (0.00%)



Jul 31, 2016 - Aug 29, 2016

5.78

Avg for View: **5.78** (0.00%)



Sessions and % New Sessions by Device Category

Device Category	Sessions	% New Sessions
mobile		
Aug 30, 2016 - Sep 28, 2016	2,710	63.80%
Jul 31, 2016 - Aug 29, 2016	2,915	58.39%
% Change	-7.03%	9.27%
desktop		
Aug 30, 2016 - Sep 28, 2016	2,332	65.69%
Jul 31, 2016 - Aug 29, 2016	2,376	67.30%
% Change	-1.85%	-2.38%
tablet		
Aug 30, 2016 - Sep 28, 2016	377	64.19%
Jul 31, 2016 - Aug 29, 2016	431	59.63%
% Change	-12.53%	7.65%

Entrances and Bounce Rate by Landing Page

Landing Page	Entrances	Bounce Rate
/		
Aug 30, 2016 - Sep 28, 2016	1,866	42.23%
Jul 31, 2016 - Aug 29, 2016	2,053	38.72%
% Change	-9.11%	9.05%
/parks-facilities/cameron-park-lake/		
Aug 30, 2016 - Sep 28, 2016	681	74.16%
Jul 31, 2016 - Aug 29, 2016	419	70.64%
% Change	62.53%	4.97%
/events/cameron-park-countryfest/		
Aug 30, 2016 - Sep 28, 2016	203	79.31%
Jul 31, 2016 - Aug 29, 2016	52	78.85%
% Change	290.38%	0.59%
/recreation/special-events/		
Aug 30, 2016 - Sep 28, 2016	185	59.46%
Jul 31, 2016 - Aug 29, 2016	56	48.21%
% Change	230.36%	23.32%
/parks-facilities/community-center/		
Aug 30, 2016 - Sep 28, 2016	176	59.66%
Jul 31, 2016 - Aug 29, 2016	189	51.85%
% Change	-6.88%	15.06%
/parks-facilities/aquatics-programs/		
Aug 30, 2016 - Sep 28, 2016	120	70.83%
Jul 31, 2016 - Aug 29, 2016	297	69.02%
% Change	-59.60%	2.62%
/parks-facilities/rasmussen-park/		
Aug 30, 2016 - Sep 28, 2016	109	81.65%
Jul 31, 2016 - Aug 29, 2016	101	86.14%
% Change	7.92%	-5.21%
/ccrs/ccrs-by-subdivision/		
Aug 30, 2016 - Sep 28, 2016	73	86.30%
Jul 31, 2016 - Aug 29, 2016	85	74.12%
% Change	-14.12%	16.44%
/recreation/sports/		
Aug 30, 2016 - Sep 28, 2016	58	82.76%
Jul 31, 2016 - Aug 29, 2016	65	83.08%
% Change	-10.77%	-0.38%
/calendar/		
Aug 30, 2016 - Sep 28, 2016	52	32.69%
Jul 31, 2016 - Aug 29, 2016	41	51.22%
% Change	26.83%	-36.17%



UPTOWN STUDIOS
WE'VE MOVED:
2415 23rd Street (Between X and Broadway)
Sacramento, CA 95818 916.446.1082
UptownStudios.net

PROJECT NUMBER:
16-1899

DATE:

Attachment D

SUBMITTED TO: Cameron Park Community Services District

2502 Country Club Drive
Cameron Park CA 95682

CLIENT PHONE: 5306772231

CONTACT: Mary Cahill

EMAIL: mcahill@cameronpark.org

PROJECT NAME: WEB MAINTENANCE FULL: September 2016

END OF MONTH Web Report

This month, we completed the following SEO and web maintenance for your website:

- Completing client requested updates
- Manual website reviews on desktop and mobile.
- Updated slider on the homepage
- Updated events
- SEO and website maintenance - created titles and metadata descriptions for five pages

Google Analytics data about website traffic for your site:

- First, your site traffic had 5,419 visits, slightly down from last month's 5,722 and 10,991 page views, down from last month's 12,109
- Visitor's average session duration lasted 1:38
- Social Media traffic came from Facebook, with 76% and Twitter with 10%
- You had 40% male visitors and 60% female visitors with the biggest age group being 25-34
- Your most visited web pages were /parks-facilities/cameron-park-lake/ and /events/cameron-park-countryfest/

We will continue to create meta titles and descriptions for your pages to increase your SEO visibility.

RECOMMENDATIONS AND NEXT STEPS

Event

Date-Time

www.cameronpark.org

530-677-2231

#1: Which facility do you visit most?

Parks							
Rating	CP Lake	Aquatic Center	Gateway	Rasmusse n	Christa McAuliffe	Dave West	Hacienda
1	116	59	--	5	12	5	4
2	46	90	4	28	21	4	8
3	24	20	37	30	43	4	8
Total	186	169	41	63	76	13	20

#1 Most popular	Cameron Park Lake
#2 Most popular	Aquatic Center
#3 Most popular	Christa McAuliffe

#2: Please list comments park/facility not included above N/A

#3: Why do you visit these parks?

Reasons for visiting:

Sports related	56	Dog Related	19
"Sports"	17	"Dog"	10
Sport even	4	dog park	7
Football	7	Dog Events	2
Baseball	7	State of Park related	16
Basketball	2	Clean	10
Soccer	7	Bathroom	2
Tennis	7	Safe	4
Swim Team	2	Family fun	27
Pickleball	3	Kids	23
Aquatic Center Related	68	Picnics	4
Lap Swim	3	Special Events, Classes, and Act	47
"Swim/swim"	38	Events	29
"pool"	16	Activities	9
"aquatic"	2	Classes/Wc	9
Aqua Sol	2	Walking/Running/Biking	31
Sharks/swi	3	Trails	7
Water Polc	4	Walking	17
Lake Related	46	Running	2
Lake	34	Biking	5
Lagoon	4		
Fishing	6		
Boating	2		

#4: Would you be interested in attending and of the following activities at our parks?

	Trails	Special Events	Boating (non motorized)	Biking	Outdoor Fitness Stations	Community Garden	Fishing (Permit - C&R)	Bocce Ball	Disc Golf	Outdoor Basketball Court
In order of										
# of "yes" responses	115	95	96	83	65	65	57	51	44	35
Responses counted from "other" category related to a supplied category	3	3		1						
Total	118	98	96	84	65	65	57	51	44	35

#5: What other activities or services would you like to see added to the parks?

Related to more than one category

Sports related

Bass lake Golf course- would make a great spot for new soccer/ sports complex

we need permanent pickleball courts

Nothing, JK... soccer would be great for my son!

Fall Softball - Adult league

Water Polo clinics @ the CSD Pool

Dodgeball, tennis

Concessions at skate park during summer

Volleyball

Softball

Girls volleyball. Currently going to EDH CSD for this.

Pickle ball courts non fee

Aqua sol swim team at the CSD year round/ basketball courts and bocce ball the the lake facility

Beach Volleyball

Junior tennis - for more serious players who want to start playing tournaments

Aquatic Center Related

It is ashame the CSD can't be more welcoming and accommodating the the Sierra Shark and Aqua Sol teams. The community pool is under utilized and because CSD choses to charge these organizations way too much the pool sits empty. The CSD needs to work with the community organizations to promote usage of our facilities.

would like a weekend BBQ at CSD pool

At the pool, since there is no check-in monitor, I do see why there is not access through the back gate. It would be much easier for classes and allow visitors parking near the offices.

Year round swim, water polo @ the CSD would be awesome!! High School clinics and clubs

outdoor showers at the CSD pool

please give Placerville residents free admission

Better pool services for kids

Please keep pool clean

A professional pool

more lap swim lanes and hours, i.e. evenings/weekends

swimming events

I wish the pool had a large working clock

Lake Related

There is only 1 dog park in CP/Placerville. This is a great park, however we need to get at least a ONE DAY a week dog day at CP lake. It would laso help clean up the geese poop every where!

I would like to see an environmental health study/report readily available to the public on the effects of human contact with geese feces found at the Cameron Park Lake's lagoon sandy beach and picnic areas and the chemicals added to the swimming lagoon. Thank you.

I would visit Cameron Park lake, but the cost for our family precludes us from doing so.

Cameron Lake park is not worth an entrance fee. People should be able to walk or jog around the park without paying and it would be nice to have ply equipment for children

Please let dogs into CP lake to keep away geese poop. \$500 fine for dogs off leash.

kayak

Incude SUP - stand up paddle boarding

Additional "Dog Days" at the lake

Aqua sol swim team at the CSD year round/ basketball courts and bocce ball the the lake facility

Ability to rent canoes again at the lake

Cameron Park lake to be cleaned better and more often - the lake itself

Dog Related

There is only 1 dog park in CP/Placerville. This is a great park, however we need to get at least a ONE DAY a week dog day at CP lake. It would also help clean up the geese poop everywhere!

Please let dogs into CP lake to keep away geese poop. \$500 fine for dogs off leash.

Additional "Dog Days" at the lake

dog and bike trails

Dog swimming; listen to bands; craft fair;

dog run areas

State of Park related

It's very clean, just needs bathrooms and it would be better.

Restrooms needed at some

How about a bathroom at Hacienda Park even a portable would be nice.

At the pool, since there is no check-in monitor, I do see why there is not access through the back gate. It would be much easier for classes and allow visitors parking near the offices.

It's very clean, just needs bathrooms and it would be better.

I would like to see improved biking trails and more water fountains

Nice clean bathrooms are good to have.

Great places for the family. Most of the places could have more shade, though.

Royal oak park trail along Deer creek. although too much poison oak in summer.

More shade and tables

More benches. I'm older and getting up off the ground is a joke.

Restrooms, picnic tables, better non-motorized access, bicycle parking (high quality)

Better water drinking fountains - Higher Pressure - Upkept more

More water features and picnic tables

Water attractions like at the EDHs and Folsom parks, for kids to play in during the summer

Community BBQ

another picnic table or two at the playground at Christa. it gets really busy at lunch time there

Better fields, more comparable to the fields provided by EDH CSD.

fireworks and tables

Family fun

Music

Food / Food Trucks

More family friendly events!

Walking/Running/Biking

Bike trails would be a great addition to Cameron park!

I would like to see improved biking trails and more water fountains

biking would be really cool

Mountain Bike trails

dog and bike trails

Running and biking trails

walking meet up groups.

Special Events, Classes, and Activities

- would like a weekend BBQ at CSD pool
- I would love include dancing in camps. I can volunteer to conduct small dance sessions. I conduct zumba style dance classes professionally, focused more on Bollywood dance but can do any.
- Most classes and events are too expensive for my budge, but might do on a pay per class vs. pay for a block of classes.
- please bring back sand castle contests
- outdoor movies/ plays
- Community Gardens
- Parkour courses
- Frisbee golf
- outdoor yoga
- Hiking as a group
- Infants anything
- Horse shoes
- outdoor classes, group activities
- Yoga in the park
- swimming events
- Disc golf
- Water attractions like at the EDHs and Folsom parks, for kids to play in during the summer
- More water features (spray parks)
- Outdoor yoga
- a water park for the kids
- Swings
- fireworks and tables
- More family friendly events!
- more community programs
- Dog swimming; listen to bands; craft fair;
- More outdoor and indoor music events
- Beach Volleyball
- dance events
- more senior activities
- more campouts
- Fundraisers

#6: We offer, through donations, ways of honoring friends, family, and loved ones. Would you

indicated	Park Benches	Picnic Tables	Water Fountain
	28	20	20

"Other" comments

These would be great Boy or Girl Scout Award Projects. Have they bee offered up to them?
 How about a brick path? The above are probably out of our price range but we could manage somethings like \$50 and the

Park Survey

Park Survey Drawing

The Cameron Park Community Services District wants to hear from you regarding our parks!!

Complete this survey and have a chance to win a Family Pass or a \$25 Gift Certificate towards selected CSD SPONSORED Activities (Exp: Kidz Kamp, Pool/Lake Pass, Rentals, etc).

For another chance to win a certificate, send us a picture with a story - See Item #7.

* 1. Which Park/ Facility do you visit most often in order of priority? Please Pick your top 3.

<input type="checkbox"/>	Cameron Park Lake
<input type="checkbox"/>	Community and Aquatic Center
<input type="checkbox"/>	Gateway Park
<input type="checkbox"/>	Rasmussen Park
<input type="checkbox"/>	Christa McAuliffe Park
<input type="checkbox"/>	Dave West Park
<input type="checkbox"/>	Hacienda Park

2. Please list comments park/facility not included above:

3. Why do you visit these parks?

4. Would you be interested in attending any of our Special Events, playing or participating in any of the following activities at our parks? (Check ALL that apply)

- | | YES |
|--|-----------------------|
| Disc Golf | <input type="radio"/> |
| Trails | <input type="radio"/> |
| Outdoor Fitness Stations | <input type="radio"/> |
| Boating (non motorized - peddle boats, kayaking, canoeing) | <input type="radio"/> |
| Outdoor Basketball Court | <input type="radio"/> |
| Bocce Ball | <input type="radio"/> |
| Community Garden | <input type="radio"/> |
| Fishing(with permits)Catch & Release | <input type="radio"/> |
| Biking | <input type="radio"/> |
| Special Events | <input type="radio"/> |

Other (please specify)

5. What other activities or services would you like to see added to the parks?

6. We offer, through donations, ways of honoring friends, family and loved ones. Would you be interested in honoring a family member or loved one at one of our parks?

YES

Park Benches

Picnic Tables

Water Fountain

Other (please specify)

Please share a story and/or photograph with description of your favorite Cameron Park, park/ facility, for use in our Cameron Park Activity Guide, Newsletter and/or Website.

You can submit your story by mail or in person to the CSD office, 2502 Country Club Dr. or you can email it to cpcsd@cameronpark.org. If you email your story and photos, please use Cameron Park Story as the subject line.

First place winner receives a \$50 Gift Certificate, second place winner receives a \$25 Gift Certificate toward selected CSD sponsored activity.

7. In order to be placed into the drawing please include the following:

Name:

Email Address:

Phone Number:

Your email address will be added to the CSD distribution list upon completion of this survey.

CAMERON PARK LAKE CONVENIENCE GATE ACCESS PERMIT FOR 2017

This permit is between the **CAMERON PARK COMMUNITY SERVICES DISTRICT (District)** and the undersigned Cameron Park Lake Recreational Area Private Gate Access **User (User)**. Per the terms and conditions of this permit, the **District** may grant to Private Gate **User**, and **User's** registered household, access to the Cameron Park Lake (CPL) recreational area. **User** agrees to the following terms and conditions.

User shall complete an annual season pass registration application identifying members of **User's** household who will be entitled to use the gate access and season pass. The fee for the season pass will be based on the Season Pass Fee Schedule pass-type selection. The Season Pass Policy as shown on the registration form will be followed by **User** and all members of **User's** household.

The **District** shall provide a lock with two keys to each Home Owners' Association (HOA) president. Additional keys will need to be made for each HOA member. (The HOA will need to provide **District** with list of key owners.) If the original key is lost, there will be a \$25 fee to cover administrative and service costs. Fees must be paid by May 1, 2017.

User acknowledges that in the event **User** or members of **User's** household violates any of the provisions of this permit, **District** may revoke **User's** privileges under this permit. Upon revocation and receipt of written notice stating the reason for such revocation, the gate will be secured with a District lock. **User**, and **User's** registered household members, will not permit persons other than registered members of the **User's** household to enter the lake area by use of the gate access. The terms of this permit are not transferable.

Note - The CONVENIENCE GATE ACCESS PERMIT does not apply to ticketed special events, which include but are not limited to:

- *Annual Summer Spectacular* – CPL will be closed the Friday prior to this event. Access to the event will only be through the main gate and a wristband must be purchased and worn.
- *Cameron Park Community Campout* – CPL will have partial closure July 22nd and July 23rd. See website www.cameronpark.org for details.

Park regulations will be followed by all **Users** of the facility, including but not limited to: entering the facility only during regular park hours; not placing any structures within the recreational area; trimming or altering any vegetation or landscaping within that area without permission from the **District**; **keeping the access gate locked when not in use.**

Note - At no time is the access gate to CPL to be left unlocked. If the **User** is found out of compliance with this regulation, the following actions will be taken:

- *First offense* – A letter will be sent to the **User** and the access gate will be locked for three days.
- *Second offense* – A letter will be sent to the **User** and the access gate will be locked for two weeks.
- *Third offense* – A letter will be sent to the **User** and the access gate will be permanently locked for the rest of the season.

User agrees to indemnify and hold the **District** harmless for any claims, demands, actions, judgment, or other liabilities for injury or death of persons, or for property damage, arising from or in connection with **User** or **User's** household members for exercised privileges conferred by this Agreement.

The Cameron Park Lake Recreational Area Private Gate Access **User**, or his or her legal guardian, has read the CONVENIENCE GATE ACCESS PERMIT description and understands the nature and content of the CONVENIENCE GATE ACCESS PERMIT and in consideration of being permitted access to the recreational area agrees as follows: In consideration of his/her access to the Cameron Park Lake recreational area owned by the Cameron Park Community Services District (CSD), I, for myself, my spouse, and my child, do release and forever discharge the CSD, its directors, employees and instructors from any and every claim, demand, action or right of action arising from or by reason of any bodily injury or personal injuries, death or property damage which may occur as a result of his/her activities in connection with **User's** access to the recreational area. Cameron Park Community Services District does not have or provide medical or accident insurance for persons involved in programs sponsored by the Cameron Park Community Services District.

I agree to abide by the terms and conditions as stated above in this permit.

Print name: _____

Signature: _____ Date: _____

Address: _____

Attachment G

CONVENIENCE GATE ACCESS PERMIT FOR 2016

This permit is between the **CAMERON PARK COMMUNITY SERVICES DISTRICT (District)** and the undersigned Cameron Park Lake Recreational Area Private Gate Access **User (User)**. Per the terms and conditions of this permit, the **District** may grant to Private Gate **User**, and **User's** registered household, access to the Cameron Park Lake recreational area. **User** agrees to the following terms and conditions.

User shall complete an annual season pass registration application identifying members of **User's** household who will be entitled to use the gate access and season pass. The fee for the season pass will be based on the Season Pass Fee Schedule pass-type selection. The Season Pass Policy as shown on the registration form will be followed by **User** and all members of **User's** household.

The **District** shall provide a lock with two keys to each HOA president. Additional keys will need to be made for each HOA member. (The HOA will need to provide **District** with list of key owners.) If the original key is lost, there will be a \$25 fee to cover administrative and service costs. Fees must be paid by May 1, 2016.

User acknowledges that in the event **User** or members of **User's** household violates any of the provisions of this Permit, **District** may revoke **User's** privileges under this Permit. Upon revocation and receipt of written notice stating the reason for such revocation, the gate will be secured with a District lock. **User**, and **User's** registered household members, will not permit persons other than registered members of the **User's** household to enter the lake area by use of the gate access. The terms of this Permit are not transferable.

Park regulations will be followed by all **Users** of the facility, including but not limited to: entering the facility only during regular park hours; not placing any structures within the recreational area; or trim or alter any vegetation or landscaping within that area without permission from the **District**.

- **NOTE: Ticketed Events include 17th Annual Summer Spectacular - Cameron Park Lake will be closed on Friday, June 24th to prepare for the event scheduled on Saturday, June 25th (gates open at 2PM) – an entrance fee will be charged - no passes honored. For the 2016 Summer Spectacular, all private access gates will have limited access starting Friday, June 24th. To attend the event you will need to purchase and wear a wristband to enter. No lake access before 2pm on June 25th; as this is the time the event opens to the public. Gates will need to be kept locked at all times during the event. Security or Staff will lock all open or unlocked gates.**
- **The Cameron Park Community Campout will be held at the lake from Saturday, July 23rd to Sunday, July 24th (see website for details).**

Attachment G

User agrees to indemnify and hold the **District** harmless for any claims, demands, actions, judgment, or other liabilities for injury or death of persons, or for property damage, arising from or in connection with **User** or **User's** household members for exercised privileges conferred by this Agreement.

The(s) Cameron Park Lake Recreational Area Private Gate Access **User** (User), or his or her legal guardian, has read the ACCESS PERMIT description and understands the nature and content of the ACCESS Permit AGREEMENT and in consideration of being permitted access to the recreational area agrees as follows: In consideration of his/her access to the Cameron Park Lake recreational area owned by the Cameron Park Community Services District (CSD), I, for myself, my spouse, and my child, do release and forever discharge the CSD, its directors, employees and instructors from any and every claim, demand, action or right of action arising from or by reason of any bodily injury or personal injuries, death or property damage which may occur as a result of his/her activities in connection with USERS access to the recreational area. Cameron Park Community Services District does not have or provide medical or accident insurance for persons involved in programs sponsored by the Cameron Park Community Services District.

I agree to abide by the terms and conditions as stated above in this Permit.

Print name: _____

Signature: _____ Date: _____

Address: _____

Cameron Park Lake 2014, 2015 & 2016 Revenue and Expenses

Submitted by: Tina Helm - Recreation Supervisor

DRAFT

Attachment H

Revenue	2014		2015		2016		Expenses	2014	2015	2016
Passes							Based on 2014 data	Based on 2015 data	Based on 2016 data	
Lake Passes	169	\$ 18,612	187	\$ 21,085	63	\$ 32,089	May 24 - August 10, 2014	May 23 - August 9, 2015	May 28 - August 7, 2015	
	Passes		Passes				2014			
Gate Passes	94	187 people	100	186 people	25	49 people	Staff	Base	Average	Cost/Day
Family Pass - @\$138	26	\$ 3,588	31	\$ 4,278	8	\$ 1,104	Booth	May 16 to September 1		
Individual Pass - @\$97.75	24	\$ 2,346	25	\$ 2,444	3	\$ 293	98 days	ave.		
Senior one party pass - @\$58.65	28	\$ 1,642	25	\$ 1,466	14	\$ 821	7am - 7pm	12hr/day	\$ 11.00	\$ 132.00
Senior two party pass - @\$97.75	16	\$ 1,564	19	\$ 1,857			2015		\$ 12,936	\$ 13,728
Sub total		\$ 9,140		\$ 10,045		\$ 2,218	Booth	May 12 to September 7		
Resident Passes	Passes		Passes				104 days	ave.		
	69	175 people	78	168 people	32	54 people	7am - 7pm	12hr/day	\$ 11.00	\$ 132.00
Family Pass - @\$120	31	\$ 3,660	30	\$ 3,600	10	\$ 1,200	2016			
Individual Pass - @\$85	5	\$ 425	8	\$ 680	9	\$ 765	Booth	May 19 to September 18		
Senior one party pass - @\$51	18	\$ 901	24	\$ 1,224	12	\$ 612	106 days	ave.		
Senior two party pass - @\$85	15	\$ 1,275	16	\$ 1,360	1	\$ 85	7am - 7pm	12hr/day	\$ 12.00	\$ 144.00
Sub total		\$ 6,261		\$ 6,864		\$ 2,662	2014			
Non-Resident Passes	Passes		Passes				Lifeguard	May 24 to August 10		
	6	16 people	9	26 people	6	13 people	79 days	ave.		
Non-Resident Family Pass - @\$181	4	\$ 724	5	\$ 925	1	\$ 181	11am - 7pm	22 hr/day	\$ 11.25	\$ 247.50
Non-Resident Individual Pass - @\$120	2	\$ 240	1	\$ 120	1	\$ 120	2015		\$ 19,553	\$ 18,383
Non-Resident Senior Pass - @\$74		\$ -	2	\$ 148	4	\$ 296	Lifeguard	May 23 to August 9		
Non-Resident 2 Party Senior - @ \$120		\$ -	1	\$ 120			76 days	ave.		
Sub total		\$ 964		\$ 1,313		\$ 597	11am - 7pm	21.50 hr/day	\$ 11.25	\$ 241.88
Pool/Lake Combo Passes	Passes		Passes				2016			
	21	64 people	26	83 people	660		Lifeguard	May 28 to August 7		
Family Gate pass - @\$268	2	\$ 536	1	\$ 268	17	\$ 2,501	71 days	ave.		
Individual SR Gate pass @ \$103.65		\$ -	1	\$ 104	37	\$ 2,128	11am - 7pm	21.50 hr/day	\$ 12.25	\$ 263.38
Senior Gate pass					60	\$ 2,864	2014			
Individual pass - @\$145	1	\$ 145	1	\$ 145	113	\$ 5,795	Boats	ave.		
Family Pass - @\$265	12	\$ 3,108	16	\$ 4,240	173	\$ 22,713	12pm-5pm	5hr/day	\$ 11.25	\$ 56.25
Senior Pass - @\$105	6	\$ 705	6	\$ 630	128	\$ 5,120	2015		\$ 4,444	\$ 1,386
Non-Resident Family @\$340		\$ -	1	\$ 340	68	\$ 9,243	24 days	ave. weekends only		
Non-Resident - Indiv					30	\$ 1,500	12pm-5pm	5.25hr/day	\$ 11.00	\$ 57.75
Non-Resident - SR					34	\$ 1,360	2016			
Sub total		\$ 4,494		\$ 5,727		\$ 53,223	23 days	ave. weekends only		
50% of the fee		\$ 2,247		\$ 2,863		\$ 26,612	12pm-5pm	5.25hr/day	\$ 12.00	\$ 63.00

Revenue

	2014	2015	2016
Lake reservations - Flagpole and Gazebo			
reservations	21 reservations	19 reservations	23 reservations
Birthday parties	6 \$ 1,025	10 \$ 2,000	9 \$ 1,623
Wedding	1 \$ 475		1 \$ 250
Reunions	2 \$ 399		2 \$ 490
School group	4 \$ 2,511	3 \$ 1,663	2 \$ 1,154
Company/group picnic	8 \$ 1,448	5 \$ 809	9 \$ 3,113
Event	\$ -	1 \$ 500	
Sub total	\$ 5,857	\$ 4,972	\$ 6,629
** Special Event Lake Rentals			
Renaissance Fayre	\$ 4,000	\$ 4,000	\$ -
Front Kiosk Booth Fees			
Non Residents \$5	1991 \$ 9,995	1749 \$ 8,745	3449 \$ 17,245
Residents \$3	5719 \$ 17,157	6082 \$ 18,246	6313 \$ 18,939
Seniors \$2	614 \$ 1,228	1229 \$ 2,478	1174 \$ 2,348
Sub total	\$ 28,380	\$ 29,469	\$ 38,532
Concession Stand	\$ 5,327	\$ 4,611	\$ 4,994
Boat Dock*	\$ 1,245	\$ 560	\$ 665
* Fees for Boat Dock are collected at Concession Stand			
Total Revenue	\$ 63,421	\$ 64,697	\$ 82,909

2014
Rescue and Buckeye Union School District went back to school on August 13 - Wednesday. HS started Aug 7, 2014

2015
Rescue and Buckeye Union School District went back to school on August 12 - Wednesday. HS started Aug 10, 2015

2016
Rescue and Buckeye Union School District went back to school on Aug 10, Aug 17 - Wednesday. HS started Aug 8, 2016

This does not reflect general maintenance of the park

Expenses

	2014	2015	2016
2014			
Concessions			
79 days ave.			
10am-6pm 8hr/day	\$ 11.00	\$ 88.00	\$ 6,952
Supplies for Concession			\$ 2,035
2015			
Concessions			
76 days ave.			
11:30am-5:30pm 6hr/day	\$ 11.00	\$ 66.00	
2016			
Concessions			
73 days ave.			
11:30am-5:30pm 6hr/day	\$ 12.00	\$ 72.00	
2014			
Chemicals	using figures from 2014	\$14300 per month	\$ 31,157
Utilities	using figures from 2014	\$9300 per month	\$ 25,548
2015			
Chemicals	using figures from 2014	\$14300 per month	\$ 31,157
Utilities	using figures from 2014	\$9300 per month	\$ 25,548
2016			
Chemicals	using figures from 2014	\$14300 per month	\$ 42,900
Utilities	using figures from 2014	\$9300 per month	\$ 27,900
Total Expenses			
			\$ 102,624
2014			
Total Expenses	\$	102,624	
Total Revenue	\$	63,421	
Difference	\$	(39,203)	
2015			
Total Expenses	\$	97,494	
Total Revenue	\$	64,697	
Difference	\$	(32,797)	
2016			
Total Expenses	\$	113,361	
Total Revenue	\$	82,909	
Difference	\$	(30,452)	

** Difference is consistent from 2015

Open Space Areas

The Cameron Park Community Services District's (CSD's) open space areas are subject to the county's zoning ordinance matrix of allowed uses (see Attachment J). Currently the CSD is allowed to have a walking path and picnic tables but if additional recreational activities are desired, the CSD needs to apply for a special use permit with an attached site plan of the area describing the type of use the open space. All of the CSD's open space areas are unique. They vary in size from less than an acre to over 13 acres. Some are more accessible than others and some have protected wetland areas while others are more open for potential recreational opportunities. The one thing that they all have in common is that none of them have a special use permit that would allow the CSD to build structures or to hold any type of events. The open space areas are listed below.

Gateway Park (13.27 Acres)

Is located off of Cambridge Road and has three access points - Hillcrest, Cambridge and Gateway. The park has a decomposed granite trail that connects Hillcrest Drive to Cambridge Road. There is also a barbeque pit and a concrete picnic table. A walkthrough with Foothill Associates was conducted on May 10, 2016 for options regarding the development of the park and possible environmental impacts (see Attachment K).

Sandpiper (3.13 Acres)

Is located off of Bass Lake Road near Green Valley Elementary School. The property is undeveloped with no real access easement to the property.

Dunbar (.94 Acres)

Is located on the corner of Starbuck Road and Dunbar Road. The property is undeveloped.

Knollwood Park (6.5 Acres)

Is located off of Knollwood Drive. The park has a few drainage improvements installed by the CSDA. A walkthrough was conducted with Foothill Associates to explore possible options regarding the development of the park and possible environmental impacts (see Attachment L).

Royal Oaks Park (10.4 Acres)

Is located off of Country Club Drive and runs parallel with Royal Drive. The park has a walking path that leads from one end of the park to the other but does not connect anywhere. We currently lock this park up at dusk and open it every morning by 8:00 a.m.

Bonanza Park (12.6 Acres)

Is located directly behind Cameron Park Lake. There is one informal trail that we utilize for getting the conservation camp crew's trailer to the park during our fire fuel reduction prior to the Summer Spectacular.

130.25.020 Matrix of Allowed Uses

Uses are allowed in Special purpose zones subject to the requirements of this Title as designated in Table 130.25.020 (Special Purpose Zones Use Matrix) below:

Table 130.25.020 – Special Purpose Zones Use Matrix

RFL: Recreation Facility-Low RFH: Recreation Facility-High TC: Transportation Corridor OS: Open Space	P Allowed use A Administrative permit required (130.52.010) TUP Temporary use permit required (130.52.060) CUP Conditional Use Permit (130.52.020) MUP Minor use permit required (130.52.020) TMA Temporary mobile home permit (130.52.050) — Use not allowed in zone				
USE TYPE	RFL	RFH	TC	OS	Specific Use Regulation
Agricultural					
Grazing	P	—	—	P	
Timber	P	—	—	CUP	
Recreation and Open Space					
Campground	CUP	CUP	—	—	130.40.100
Golf Course	CUP	CUP	—	CUP ¹	130.40.210
Hiking and Equestrian Trail	P	P	P	P	
Hunting/Fishing Club, Farm	A	A	—	A	
Hunting/Fishing Club, Farm Facilities	CUP	CUP	—	CUP	
Marina, motorized craft	CUP	CUP	—	—	
Marina, non-motorized craft	A	A	—	CUP	
Off-road Vehicle Recreation Area	CUP	CUP	—	—	

RFL: Recreation Facility-Low RFH: Recreation Facility-High TC: Transportation Corridor OS: Open Space	P Allowed use A Administrative permit required (130.52.010) TUP Temporary use permit required (130.52.060) CUP Conditional Use Permit (130.52.020) MUP Minor use permit required (130.52.020) TMA Temporary mobile home permit (130.52.050) — Use not allowed in zone				
USE TYPE	RFL	RFH	TC	OS	Specific Use Regulation
Parks: Day Use	P	P	—	CUP	
Nighttime Use	A	A	—	—	
Picnic Area	P	P	P	P	
Private Recreation Area	P ¹	P ¹	—	P ¹	
Recreational Vehicle Park	—	CUP	—	—	130.40.100
Resource Protection and Restoration	P	P	P	P	
River Put-in and Take-out	A	A	—	CUP	130.40.210
Ski Area	CUP	CUP	—	—	
Snow Play Area	A	A	—	CUP	
Special Events, Temporary	TUP	TUP	—	TUP	
Stable, commercial	A	A	—	—	130.40.210
Swimming Pool, public	A	A	—	—	
Tennis Court, public	A	A	—	—	
Trail Head Parking or Staging Area	A/CUP	A	A	A/ CUP	
Residential					
Employee Housing: Commercial Caretaker Permanent	A—	A	—	—	130.40.120
Temporary	TMA—	TMA	—	—	
Commercial					
Automotive and Equipment: Fuel Sales	CUP ²	CUP ²	—	—	
Commercial Recreation: Arcade	—	P	—	—	
Indoor Entertainment	A	P	—	—	
Large Amusement Complex	—	CUP ³	—	—	
Outdoor Entertainment	CUP	A	—	—	
Outdoor Sports and Recreation	A/CUP	A	—	—	130.40.210

RFL: Recreation Facility-Low RFH: Recreation Facility-High TC: Transportation Corridor OS: Open Space	P Allowed use A Administrative permit required (130.52.010) TUP Temporary use permit required (130.52.060) CUP Conditional Use Permit (130.52.020) MUP Minor use permit required (130.52.020) TMA Temporary mobile home permit (130.52.050) — Use not allowed in zone				
	USE TYPE	RFL	RFH	TC	OS
Off Highway or Off Road Recreation Area	CUP	CUP			130.40.210.E
Contractor's Office	TUP	TUP	—	—	130.40.190
Food, Beverage & General Merchandise Sales	CUP	CUP	—	—	
Lodging Facilities: Guest Ranch	A	—	—	—	130.40.170
Health Resort and Retreat Center	A	A	—	—	
Hotels and Motels	—	CUP ³	—	—	
Seasonal Sales	—	A	A	A	130.40.220
Specialized Education and Training	—	CUP	—	—	130.40.230
Industrial					
Storage Yard: Equipment and Material Permanent	—	—	A	—	130.40.320
Temporary	—	TUP	TUP	—	
Mineral Exploration	A/ CUP	A/ CUP	—	—	Chapter 130.29
Mining, Subsurface	CUP	CUP	—	—	
Civic					
Community Services: Minor	CUP	CUP	—	—	
Transportation					
Intermodal Facility	—	CUP	P	—	
Parking Lot, Public	—	—	P	—	
Utility and Communication					
Communication Facilities	A/ CUP	A/ CUP	CUP	CUP	130.40.130
Public Utility Service Facilities: Intensive	—	—	CUP	CUP	130.40.250
Minor	P	P	CUP	CUP	
Wind Energy Conversion System	See Table 130.40.390.1 (WECS Use Matrix)				130.40.390

RFL: Recreation Facility-Low RFH: Recreation Facility-High TC: Transportation Corridor OS: Open Space	P Allowed use A Administrative permit required (130.52.010) TUP Temporary use permit required (130.52.060) CUP Conditional Use Permit (130.52.020) MUP Minor use permit required (130.52.020) TMA Temporary mobile home permit (130.52.050) — Use not allowed in zone				
USE TYPE	RFL	RFH	TC	OS	Specific Use Regulation
Notes: ¹ As part of an approved development plan or subdivision. ² Accessory to Off highway or off road vehicle recreational uses ³ In Community Regions, only.					

130.25.030 Special Purpose Zone Development Standards

Allowed uses and associated structures shall comply with the following development standards listed in Table 130.25.030 (Special Purpose Zone Development Standards), in addition to any other applicable requirements of this Title, unless a variance is obtained in compliance with Section 130.52.070 (Variance):

Table 130.25.030 – Special Purpose Zone Development Standards

	RFL	RFH	TC	OS
Minimum Lot Size	5 acres	20,000 sq. ft.	None	None
Setbacks: (in feet)				
Front and secondary front	50	50	None	50
Sides	50	50	None	50
Rear	50	50	None	50
Maximum Height (in feet)	35	35	None	25
¹ Lots that are created for access road, parking areas, common area landscaping and open space purposes are exempt from the area and width standards of the respective zones				

TRANSMITTAL**June 14, 2016****TO:** Mary Cahill**WITH:** Cameron Park CSD**FROM:** Ed Armstrong**SUBJECT:** Gateway Park - CPCSD

Summary:

A walk through was conducted on 5/10/16 to review Gateway Park, a 13.3 acre neighborhood park containing a small parking area, an informal ball field with backstop, an informal trail network and relatively unimproved open space. With access points from Cambridge Road, Sterling Way, and Gateway Drive, this park has the potential to serve many neighborhoods. While the narrow linear shape of the park, the topography, and the presence of many oak trees limit its potential for traditional sports fields, other active uses, such as disc golf, an exercise course, and play areas are feasible.

Attendees:

- J.R. Hichborn (CPCSD – Park Supervisor),
- Ed Armstrong and Jerry Stacionis (Foothill Associates – Landscape Architect and Landscape Planner)

The project team met at 2:00 pm on May 10, 2016 at the small parking area on Cambridge Road.

J.R., Ed and Jerry walked the CSD property following unpaved footpaths from the east side Cambridge Road entrance heading west through the park to the detention basin located on Clemson Drive. We also toured the area north of the ball field along the linear portion of the park following unpaved footpaths until restricted by wet areas and vegetation. We concluded the visit by driving to the north side of the park and viewing potential trail tie-ins with Gateway Drive. Overall, we discussed potential trail connections/improvements, parking lot options and improvements, field improvements and the addition of playing fields and other amenities. The site visit concluded at 3:15 pm.

Observations: The following items were noted during the site walk:

1. Improvements to the existing ballfield require leveling the grade, installing a new backstop and infield. Leveling would not impact the existing creek which parallels Cambridge Road and runs along the west side of the ballfield, nor the drainage swale east of the ballfield and adjacent to Cambridge Road, but depending upon the amount of cut or fill, may require retaining walls.
2. The existing footpath connecting the Cambridge Road entrance to Clemson Drive should be improved to a paved Class I trail or stabilized DG pedestrian path using the existing bridge and trail alignment. This trail should be ADA accessible if possible. A second Class I paved trail or stabilized DG pedestrian pathway connecting the central portion of the park with Gateway Drive

is also recommended. This portion of the trail will run along potential wetlands adjacent to the existing creek. A wetland delineation and biological resources assessment will be needed to determine the magnitude of the potential impacts and best alignment for the trail.

3. The existing parking lot on Cambridge road should be improved through minor grade adjustments, asphaltic paving or the addition of road base, plus the installation of curbs.
4. Replacement of the previous play equipment and/or the installation of an exercise course or individual exercise stations along the paths should be considered for the central space. A small play or exercise area should be designed to work with the existing topography and shape of the park. This might require removal of some of the existing oak trees, which may require mitigation per El Dorado County's Oak Woodland Management Plan. Multigenerational exercise equipment would provide health benefits to a wide range of CPCSD residents, including the growing mature adult and senior population.
5. Given the existing topography, a bicycle 'pump trail' paralleling the main trail is a unique amenity that could fit the context of this park, if done carefully to manage potential erosion issues.
6. Due to existing topography and the abundance of oak trees, a disc golf course would also fit this site well. Disc golf is one of the recommended additions to facilities identified in the 2014 CPCSD Parks and Recreation Master Plan Update.
7. If the District desires additional parking at Gateway Park beyond that afforded on Cambridge Drive, retrofit of the detention basin on Clemson Drive to accommodate automobiles may be possible using a subsurface modular storage system to accommodate basin flows in high frequency (2-5 year) flood events without flooding the parking area. The lot could likely accommodate between 10 and 15 cars.

Recommendations: While the narrow linear shape of the park, the topography, close proximity to residential property, and the presence of many oak trees limit the potential for traditional sports fields, improvement and expansion of the trail system and the addition of other active uses such as disc golf, an exercise course, and play equipment are feasible. We recommend improvements based on observation items 1 -4 listed above. Items 5 through 7, while viable, are additional options for consideration at Gateway Park. Because this neighborhood park is easily accessible by bicycle or walking from the surrounding neighborhoods, the additional parking lot on Clemson Drive may not be needed.

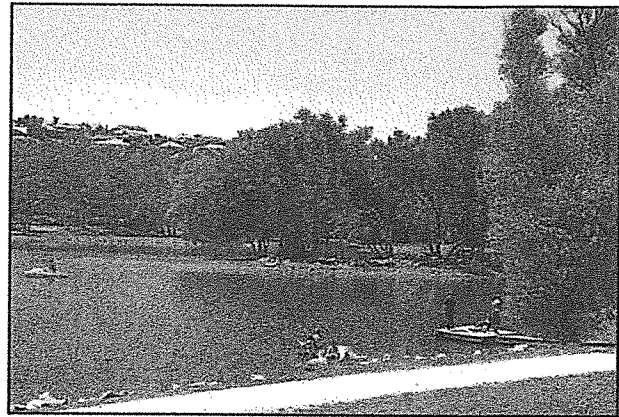
The trail connection to Gateway Drive from the main part of the park may involve wetland impacts and will require significant vegetation management. We recommend a wetland delineation be performed on the CPCSD property to determine specific impacts and alignment options. This would ideally occur after additional vegetation management activities. Please note that consultation with California Department of Fish and Wildlife may be required prior to undertaking vegetation removal in the riparian zone of the creek. A conceptual alignment study could then be prepared once wetland boundaries have been identified.

Knollwood Park

In April of 2016, Foothill Associates and staff did a walkthrough of the Knollwood Park to explore possible options for future development ideas. It was determined that in order to move forward, a few studies would need to be done to appropriately assess the Cameron Park Community Services District's (CSD's) options. Foothill Associates can prepare a biological resource assessment, a woodland assessment and an aquatic resource delineation. These studies will identify possible biological constraints that could keep the CSD from developing recreational activities in the area. Foothill Associates has provided the CSD with a not to exceed estimate of \$11,400 for these services.

9 Implementation

The recommendations provided in this Master Plan address a wide variety of park facility, program and operational considerations. The plan is visionary in the sense that it includes recommendations for which funding and resources may not currently be available to implement. However, these recommendations are included so that they may be pursued as new opportunities arise and economic circumstances evolve over the next 10 years.



Boating and fishing at Cameron Park Lake

9.1 Costs and Priorities

The recommendations described in Chapter 7 are summarized in Table 17. While all of these recommendations are important for the future success of the CPCSD in meeting residents' park and recreation needs, relative priorities are assigned to guide the implementation process. Priorities as shown are only suggestions, and actual implementation sequence should be adjusted to reflect new opportunities, resources, and changing values of the community.

Recommendations that are ongoing refer to activities that should already be part of the regular operation of the CPCSD. Priority 1 recommendations are those that should be pursued within the next 3 years. These are generally important strategic initiatives or facilities for which there is a significant demand that can be readily accommodated on existing park sites. Priority 2 recommendations should generally be pursued in the next 5 years. These initiatives are also important, but do not require immediate action because associated needs are being met to some degree, or because they depend on the completion of Priority 1 actions. Priority 3 recommendations should be pursued within the next 10 years, and are generally dependent the completion of other recommendations.

Each recommendation is also classified as either an overhead or capital project. Overhead projects are those that would typically be completed by CPCSD staff as part of their job responsibility. Capital projects are those that will require outlay of funds to a contractor, supplier, or consultant to complete. While a significant number of the recommendations in this Master Plan are overhead projects, the estimated cost for the capital projects is about \$4.7 million dollars over the next 10 years. This does not include the costs for recommended property acquisitions since specific properties are not identified, and therefore these costs cannot be determined.

Table 17 - CPCSD Parks and Recreation Recommendations

	Priority	Type	Cost
Administration			
Fiscal Oversight and Planning	Ongoing	Overhead	Staff
Collaboration Leadership	1	Overhead	Staff
Marketing and Outreach	1	Overhead	Staff
Sustainability	Ongoing	Overhead	Staff
Accessibility	1	Overhead	Staff

CAMERON PARK COMMUNITY SERVICES DISTRICT PARKS AND RECREATION MASTER PLAN UPDATE 2014

	Priority	Type	Cost
Joint Use Agreements	1	Overhead	Staff
Volunteerism	1	Overhead	Staff
Planning			
Development Review	Ongoing	Overhead	Staff
Process for New Parks	Ongoing	Overhead	Staff
Standards for Quantity of Parks	Ongoing	Overhead	Staff
Updated Community Center Financial Study	2	Capital	\$ 10,000
Trails Master Plan	1	Capital	\$ 30,000
Pine Hill Preserve Implementation	2	Overhead	Staff
Historic Resources Study	2	Capital	\$ 18,000
Soccer Field Evaluation	2	Overhead	Staff
Programs			
Program Collaboration	1	Overhead	Staff
Community Wellness Initiative	1	Overhead	Staff
Mature Adult Programs	1	Overhead	Staff
Youth Programs	1	Overhead	Staff
Intergenerational Programs	2	Overhead	Staff
Low-Income Families	2	Overhead	Staff
Nature Experiences	2	Overhead	Staff
Other Focus Areas	3	Overhead	Staff
Transportation	2	Overhead	Staff
Existing Facility Repairs and Renovations thru FY 2023/24			
Community Center and Pool	Varies	Capital	\$ 979,669
Cameron Park Lake	Varies	Capital	\$ 939,512
Rasmussen Park	Varies	Capital	\$ 143,361
Christa McAuliffe Park	Varies	Capital	\$ 112,009
Hacienda Park	Varies	Capital	\$ 67,654
Eastwood Park	Varies	Capital	\$ 116,654
David West Park	Varies	Capital	\$ 43,627
Northview Park	Varies	Capital	\$ 77,997
New Facilities			
Baseball Field (1)	3	Capital	\$ 325,000
Softball Fields (4)	3	Capital	\$ 1,300,000
Soccer Fields (3)	3	Capital	\$ 225,000
Tennis Court (1)	3	Capital	\$ 100,000
Basketball Court (1)	3	Capital	\$ 60,000
Disc Golf Course (1)	1	Capital	\$ 15,000
Royal Oaks Park Trail and Signage	2	Capital	\$ 35,000
Pool Shade Shelter	1	Capital	\$ 15,000
Equipment Storage Lockers (3)	1	Capital	\$ 10,800
Skate Park Improvements	1	Capital	\$ 55,000
Dunbar Park Site Master Plan	2	Capital	\$ 7,500

	Priority	Type	Cost
Bonanza Park Site Master Plan	2	Capital	\$ 25,000
Sandpiper Park Site Master Plan	2	Capital	\$ 15,000
Gateway Park Master Plan	2	Capital	\$ 15,000
Acquisitions			
Green Valley Road Site	1	Capital	TBD
Southwest Area Site	3	Capital	TBD
Christa McAuliffe Park Expansion	2	Capital	TBD
David West Park Parcel Exchange	3	Capital	TBD
TOTAL:			\$ 4,741,783

9.2 Parks and Recreation Funding

Funding for CPCSD park facilities and recreation programs comes from several sources. Nearly two-thirds of the funding, about 63 percent, typically comes from the General Fund which includes property taxes. Recreation program fees account for about 17 percent, while facility use fees add another 13 percent. The balance comes from special events (6 percent) and scholarships (1 percent).³¹ Property tax revenues are relatively static, pending reassessments of property values and tax rates. Revenues from the other sources, however, can be increased in response to expanded marketing for programs, special events, and facility use. Increased revenues from these sources will be key to having adequate resources to implement many of the recommendations in this Master Plan. Other potentially important funding sources include park impact fees, grants, donations, and sponsorships.

9.2.1 Park Impact Fees

The CPCSD Board of Directors approved a Park Impact Fee Nexus Study in 2007 that establishes the legal and policy basis for assessing park impact fees on new development within the District.³² The proposed fees were subsequently adopted by the El Dorado County Board of Supervisors.³³ The fees include funding for park land acquisition and facilities so that the level of recreation service enjoyed by current CPCSD residents will not be eroded as new residents move into the community (Table 18).

Table 18 - CPCSD Park Impact Fees

Residential Use	Parkland Acquisition Fee per Unit	Park Facilities Fee per Unit	Total Park Impact Fee
Single-Family Detached	\$3,037	\$4,984	\$8,021
Single-Family Attached	\$2,248	\$3,690	\$5,939
Multi-Family Unit	\$2,325	\$3,816	\$6,141
Mobile Home Unit	\$1,503	\$2,467	\$3,970

Very shortly after the fees were adopted, a significant economic recession ensued that severely curtailed new residential development in the region and resulted in decreased real value for existing

³¹ Based on FY 2013/14 projections.

³² SCI Consulting Group. 2006. *Cameron Park Community Services District Park Impact Fee Nexus Study*.

³³ El Dorado County Board of Supervisors Resolution 178-2007.

homes. Housing starts and home prices are still not recovered to pre-recession levels although both are improving. Construction costs were initially depressed, but have begun to recover driven both by demand and inflationary factors. The current park impact fees should be revisited in several years if the economic recovery and trend towards increasing construction costs continues. This will be necessary to make sure fees collected are adequate to construct new park facilities that are on a par with existing facilities.

9.2.2 Grants

There are many grantors that provide funding for the type of park facilities and program recommendations included in this Master Plan. Typically grant funds may be used for parkland acquisition, planning, facility development, or to design and implement special pilot programs. These funds are usually one-time only and may not be used for maintenance of facilities.

Grantors include public agencies, private foundations, community organizations, and special interest groups. Successful grant applications are careful to match the project with the grantors' criteria. Since parks and recreation programs provide so many benefits, there are many ways to seek funding from alternate sources for any given project. For example, a trail project could be funded by grantors focused on transportation, wellness, or nature. Other keys to grant success include strong collaboration with community partners, in-kind contributions, and clear understanding about how the proposed project complements the community's overall recreation vision. If the multiple collaborative recommendations in the Master Plan are implemented, the CPCSD will not only be a stronger competitor for grants, but will also benefit from the grant awareness and experience of partner organizations.

Competition for grant funds from public recreation agencies has been especially fierce during the recession due to a lack of available taxes to support grants and the corresponding need for funding. Pursuing other non-recreation grant sources is a viable alternative strategy when specific projects can be aligned with the grantors' objectives.

In the last decade, a number of internet-based grant resource directories have been launched. These are efficient, easy to use tools that can quickly help identify possible funding sources. Information about more than one thousand grant programs from 26 federal grantor agencies is available at www.grants.gov. Searchable grant databases are also available from online publishers such as Houghton Mifflin Harcourt (<http://www.hmhc.com/>); foundations such as the Ford Foundation (<http://www.fordfoundation.org/grants/>); and subscription services such as Grant Select (<http://www.grantselect.com/>). It is important for CPCSD staff to implement a strategy for pursuing more grants either using permanent staff or contract resources.

9.2.3 Donations

Donations are contributions of funds, goods, or services from individuals, businesses, or organizations to benefit the CPCSD parks and recreation programs. People are more inclined to make a donation when they know how their donation will be used. There are many worthy projects that the CPCSD could promote as a way of encouraging targeted donations, ranging from scholarships for low-income children to specific facilities such as the shade shelters for the pool. Donations made through the Cameron Park Community Foundation, a 501(c)3, may also provide favorable tax benefits to the donor. Strategies to increase donations include better publicity for the Cameron Park Community Foundation (CPCF), and developing and promoting a catalog of projects for which targeted donations are sought. Older residents may also be inclined to make charitable donations to the CPCF part of their estate planning if this option were more widely promoted.

9.2.4 Sponsorships

Sponsorships differ from donations in that the sponsoring individual, business, or organization receives some form of public acknowledgment that has an image or advertising benefit for the sponsor. Typical sponsorships include signage at facilities, a logo on the District website, or advertisements in publications. Sponsorships should be encouraged when the sponsor's message is not in conflict with the mission of the CPCSD and if the acknowledgement can reasonably be integrated with facilities or events. As with donations, sponsorships could be increased by developing a catalog of sponsorship opportunities and presenting the catalog to potential sponsors via the District's website and in one-on-one meetings.

9.3 *Current Staffing Levels*

The ability of the CPCSD to implement recommendations in this Master Plan is heavily dependent on having an adequate number of staff with the right professional qualifications, training, and support. A significant number of the higher priority recommendations in this Master Plan are overhead projects that are expected to be implemented by administrative and recreation program staff. In addition, as new park facilities are added, additional maintenance staff will be needed to ensure these facilities are kept in safe and efficient operating condition.

Currently, the CPCSD employs 3 full-time recreation program staff, including a Recreation Supervisor, A Recreation Coordinator, and a Customer Service/Front Desk person. There are 7 full-time equivalent (FTE) positions that provide maintenance for park facilities, as well as other CPCSD landscape areas. These positions include a full-time Parks and Facilities Superintendent, full-time Parks Maintenance Supervisor, full-time Parks Maintenance Mechanic, full-time Maintenance Foreman, and 6 part-time Maintenance Workers. Management and accounting for all CPCSD staff and programs are provided by 2.5 FTEs, including a full-time General Manager, full-time Senior Accountant, and part-time Payroll Clerk and Web support.

It will be challenging for the current level of Recreation Program and Management staff to adequately support the full level of outreach, collaboration, marketing, and program development envisioned in this plan. It will be necessary to assign duties strategically, so that resources are optimized before considering whether or not to hire additional staff. This includes making sure that more senior staff are not tasked with duties that could be performed by staff with less experience. The strategic use of skilled volunteers where possible may be helpful in freeing up staff to pursue activities that require their unique expertise. When considering the addition of staff positions, the anticipated benefits the new positions will provide in terms of additional revenues and operational efficiencies should be carefully weighed against the increased staff costs.

Maintenance staff are less likely to be initially impacted by the recommendations in this Master Plan, as new facilities and park expansions will take at least several years to implement. The need for repairs and renovations to existing facilities as outlined in the Browning Reserve Study (Appendix C) is relatively steady until fiscal year 2017/18. At that time Cameron Park Lake, Christa McAuliffe Park, Hacienda Park, and Eastwood Park are all anticipated to need significant attention. Major renovations at Cameron Park Lake are anticipated the following year. While some of these repairs and renovations will be contracted out, CPCSD maintenance staff should be used where possible to reduce costs to the CPCSD.

9.4 *Implementation Process*

Implementation of this Master Plan will require an annual process of review and goal setting to determine which recommendations are realistic to pursue, based on available resources. This process should involve the CPCSD Board of Directors and staff, and include an assessment of the progress made towards the prior year's objectives, barriers to success, and new opportunities. The timing and specific implementation of all recommendations in the Master Plan are flexible, so that the CPCSD can respond to changing community dynamics, prior outcomes, and unanticipated circumstances.

Glossary

ACTIVE USE – A type of recreation use that typically includes developed facilities such as play grounds, sports fields, swimming pools, or gymnasiums.

CAPITAL IMPROVEMENT PLAN (CIP) - A financial plan of a local agency which is usually prepared each fiscal year, and which identifies the facilities to be improved/constructed, the budget amount necessary to do so, and the funding source(s).

CARRYING CAPACITY - The amount of use that land can support over a long period without damage to the resource. It is measured in terms of recreation use per time unit (usually a day or a year), and varies with the conditions of rain, topography, soil, climate and vegetative cover. It can be increased by protective measures that do not in themselves harm the resources.

CONCESSION AREA -That portion of the recreation area or facilities that is to be operated by private parties.

DAY USE - Recreation use of an area for one day or less. Day use may include participation in a number of recreation activities, e.g., picnicking, play, water sports, sightseeing, etc., but excludes overnight use.

DEDICATION - A process where a local agency requires a mandatory contribution of land or fees, usually within the process of subdividing land. For parks and recreation, Quimby is the most common form of land or in-lieu fee dedication.

DEVELOPMENT PLAN - A plan showing development proposals for a given park or portion thereof.

FLOODPLAIN - The areas subject to periodic flooding, usually defined by the frequency of flood events, such as the 10-year or 100-year floodplain.

GEOTOURISM – Visitation to a destination driven by unique natural or cultural characteristics of the destination.

JOINT-USE AGREEMENT - A formal agreement between a local agency and another agency, private individual or club that articulates the rights and responsibilities of each in the development, operation or administration of a particular park and recreation facility.

LANDSCAPE CORRIDOR - A linear strip or area, usually adjacent to a street or road, which is landscaped with turf, groundcover, shrubs, and/or trees, and may include pedestrian or bike paths.

LAND USE MAP - A map showing in a diagrammatic fashion the existing land use.

LAND USE PLAN - A plan showing in a diagrammatic fashion the proposed land uses.

LOOP TRAIL - A trail that returns the user to the original beginning point.

MASTER PLAN - The document guiding the development of a park or a series of parks on a regional/district scale.

MANAGEMENT PLAN - The controlling document that establishes direction for development, operation, programming, operations and maintenance of a park.

- MULTIUSE TRAIL** – A trail that is designed to support uses by several types of user groups, such as bicyclists, walkers, and/or equestrians.
- NATURAL AREA** - An area or entire park which is left generally undeveloped except for passive recreation use and provides access to nature as a recreation experience.
- OPEN SPACE** - An area that is left in its natural state for the protection of a resource such as oak forests or other environmental characteristic.
- PASSIVE USE** – A type of recreation use that typically needs only minimally developed or no developed facilities, such as hiking or nature photography.
- PERCENT (%) GRADE** - A figure used in determining the rise or fall of the ground. Vertical change (distance) divide horizontal distance = % grade.
- PHASING (PHASED DEVELOPMENT)** - The construction of recreation facilities in stages. The basis for phasing or phased development may be recreation demand (for types and/or numbers of facilities), availability of money, etc.
- PICNIC** - A type of recreation day use which includes at least one meal in the open air. Note: Picnic areas, picnic grounds, picnic sites, picnic units and picnic facilities are usually planned for either family use or group use. In general, the unmodified term "picnic" implies family use (or use by other than a large group). Consequently, the modifier "group" should be used if group use is planned.
- PICNIC AREA** - The portion of land surface within a recreation site designated or zoned for picnic use.
- PICNIC UNIT** - A group of facilities developed to accommodate picnic use.
- PLAY AREA** - A space, usually with play apparatus, and generally for children ages 2 to 13.
- PLAY FIELD** - Open play space for activities such as frisbee, softball, volleyball, football, etc.
- POTABLE WATER** - Water that can be used for drinking.
- QUIMBY DEDICATION** - A statute in the California Subdivision Map Act Section 66477 that allows a local agency to require the dedication of land or payment of in-lieu fees for parklands, usually at the time that a tentative subdivision map is filed.
- RECREATION** - An activity beyond that required for personal or family maintenance or for material gain, that is, for enjoyment rather than for survival.
- ACTIVE RECREATION AREA** - That portion of land and water surface that is designated for active recreation use and sports activities.
- RECREATION ELEMENT** - A non-mandated element of the General Plan of a local agency in California. Recreation Elements often provide standards and diagrams for how and where an agency will construct parks.
- RECREATION DEMAND** - The measured, implied or predicated ability and desire of the people in a designated recreation area to expend (exert) recreation in a designated recreation resource. It may be latent, as in an undeveloped area that would be used if it were developed. It may be expressed or measured in units of use plus units turned away.

- RECREATION FACILITY - A specific structure or device built, installed, or established to accommodate recreation use; e.g., a gymnasium, playground, skateboard park, etc.
- RECREATION SITE - A parcel of land within a recreation area that has recreation potential and is designated for recreation development and use. Does not imply specific development for the type of designated recreation use.
- RECREATION USE - The occupation, utilization, consumption or enjoyment of a recreation resource, or of a particular part of a recreation resource.
- RIPARIAN ZONE - An area adjacent to creeks and streams that usually harbor vegetation which rely on the semi-wet conditions found in a narrow strip along each side of these streams.
- SERVICE AREA – A geographic area for which a specific park is intended to provide recreation resources to the residents therein.
- TRAIL - A pathway or roadway designed and constructed to carry other than normal vehicular traffic. Use of a trail may be as restricted as is desired by the recreation operator. For example, hikers, equestrians, cyclists, or some combination may use a trail.
- TRAILHEAD - A developed area that serves as the beginning point of a trail and includes typically parking, trail information, rubbish containers, potable water, and sanitary facilities.

Cameron Park Community Services District November 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7 Proposed Parks & Recreation Committee Meeting	8 Budget & Admin Fire & Emergency Srvcs. Meetings	9	10	11 Veterans' Day Holiday	12
13	14	15	16 Board of Directors' Meeting	17	18	19
20	21	22	23	24 Thanksgiving	25 Holiday	26
27	28	29	30			