



Parks, Recreation and Arts Strategic Plan Update

Accomplishments

Parks
Make
Life
Better!

The Danville Parks, Recreation and Arts Strategic Plan Update - Establishes a long-range vision and course of action for creating and sustaining a high quality, interconnected system of parks, recreation and arts facilities, services and programs. This Plan Update provides strategic recommendations and includes a variety of tools to preserve Danville's flexibility to respond to emerging opportunities over the next ten or more years.

Vision Principles - The seven Vision Principles laid out in the previous 2006 plan continue to provide an aspirational description of the Town's future parks, recreation and arts systems.

1. *Parks are community places.*
2. *Parks are interwoven into the community.*
3. *Community members are engaged in creating community spaces and becoming park stewards.*
4. *Amenities are located to promote comfort and sociability of public spaces*
5. *Activities enhance the use of public spaces and community sociability.*
6. *Partnerships sustain parks, recreation and the arts*
7. *Cultural arts enhance the livability of the community.*

A Call to Action - The 2017 Plan Update provides tools for the Town, the Commissions and the community to foster a progressive culture of arts and recreation in the coming years. To achieve the community's vision, it is essential for Town partners and community stewards to actively support implementation of the Plan. The Strategic Directions highlighted on the following page outline recommendations for the Town to align with changing community preferences and evolving best practices. With the energy, commitment and passion of the Danville community, the parks, recreation and arts system will continue to evolve and thrive.

Strategic Directions - The following are accomplishments as it relates to the Plan specifically through the five Strategic Directions of Sustaining and Reinvesting in the system, Active Transportation Trails and Pathways, High Impact Arts Programming, Recreation for All and Community Stewards and Partnerships.



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Sustaining and Reinvesting in the System -Revitalize and refresh Danville's parks and facilities system on a regular basis to make each park multi-functional and exceptional. When Danville's demographic profile warrants, new amenities, sites and operational resources will be added to keep the system high functioning.

- Utilized Capital Improvement Program (CIP) to reinvest and reinvigorate existing parks and facilities.
 - Installed Dog Agility Course at the dog park.
 - Rehabilitated Hap Magee Ranch Park playground.
 - Installed water bottle filling stations in various parks and community buildings.
 - Replaced floors in meeting room of Oak Hill Park.
 - Replaced chairs in the Oak Hill Park Meeting rooms.
 - Replaced the round tables at the Veterans Memorial Building.
 - Replaced chairs in all 3 Hap Magee Houses.
 - Replaced tables and chairs in the Mt. Diablo Room.
 - Replaced safety surface at Sycamore Valley Park
 - Replaced ballasts for the lights at Sycamore Valley Park
- A Skate Park Feasibility Study was conducted, completed and approved.
- A Town Green Concept Master Plan was conducted, completed and approved to include enhancements within the Town Green.
- The Tiny Flourishes program was formalized to include allocation of funding in the Town's CIP.
- Continued to monitor, evaluate and explore new technology for water efficiencies to include piloting of the UgMO system.
- Supported emerging recreation activities to address trends and add variety to recreation options.
 - Increased use of Social Media to promote programs, the arts and community outreach/engagement.
 - Utilized and leveraged technology to run interactive activities at our parks utilizing the Agents of Discovery App.
 - Utilized geo-tagging of all special event and program posts on Instagram to help virtually activate residents of all ages.
- Developed a Senior Advisory Commission to provide recommendations on making Danville an outstanding place to age in place.



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Active Transportation Trails and Pathways - *Connect Town parks and facilities through a system of on-street and off-street trails, paths and bike lanes serving active transportation users and providing a variety of experiences.*

- Continued involvement with the Iron Horse Corridor Committee.
- Continued to partner and work with East Bay Regional Parks understanding future projects such as the Southern Las Trampas Land Use Plan Amendment.
- Explored Trail Connection possibilities.
 - Green Valley Creek section at Diablo Road and Highbridge Lane.
 - Completed Feasibility Study for Diablo Trail leading to Magee Preserve
- Restriped and addition of high visibility green pavement markings for bike lanes throughout Town.
- Installed bicycle video detection at traffic signals.
- Installed or upgraded trail crossing systems (RRFB) at 11 Town locations including three along the Iron Horse Trail.
- Initiated the Park and Ride Project to add two new trail connections.
- Completed design for Diablo Road bicycle lane improvement project between Hartz Avenue and Green Valley Road.
- Initiated the Bike Master Plan process.
- Initiated work on the Alexan River Apartment Project to include San Ramon Creek foot bridge.

High Impact Arts Programming - *Provide innovative and low-cost arts and cultural performances and programming to inspire the community and activate Danville's parks, recreation and arts system. Danville will continue to grow its reputation of being an "Arts Town" by enlivening its parks and other public spaces through smaller arts and cultural performances and larger downtown events.*

- Integrated public art into parks and facilities.
 - Installed and introduced the artistic Piano program.
 - Installed and displayed the Ceramic Pipes at both the Village Theatre Terrace and Town Green.
 - Implemented the Dogs of Danville Public Art Program.



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- Provided a variety of new events, shows or programs in the Theatre.
 - The Jazz Room musical series
 - Comedy with Liz Grant and Friends
 - A Night in... Series - A visit to a variety of countries through music, dance and food.
 - Town produced two musicals, the 25th Annual Putnam County Spelling Bee and *You're a Good Man Charlie Brown*.
 - Concerts - Makenna Faith
- Developed and approved a Public Art Policy.
- Planned and Implemented the Open Studios Program along with the Arts Commission.
- Created the Danville Youth Arts League - high school students mentoring of elementary school students in the visual and performing arts.
- Introduced Pop-up performances on the Town Green.
 - Partnered with San Francisco Shakespeare Festival to hold a Shakespeare in the Park.
 - Partnered to introduce the Mid-Summer Melodramas.
 - Introduced an impromptu mini performance of portions of *You're a Good Man, Charlie Brown* which was also live on Facebook.
- Incorporated the use of the Town Green for the Music in the Park Series.
- Incorporated artist and art into youth recreation programming by offering a variety of arts related contract instructor led classes as well as staff led workshops.
- Partnered with the Danville Police Department and the San Ramon Valley Unified School District on an anti-vaping art campaign for middle school student and high school students.

Recreation for All - *Provide recreation opportunities for Danville residents and visitors of all age groups and abilities. The Town will facilitate social connections, human development and lifelong learning by building community among residents at different stages of life.*

- Offering a wide variety of programming in all program areas.
- Introduced a pickleball program with three pop-up events at both indoor and outdoor facilities including tennis courts and gyms.
- Introduced smaller Senior trips and events through AdVANtures, Breakfast with Friends and Senior Happy Hour to promote socialization.



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- Implemented mobile recreation and art programs.
 - Arts and Rec on the Go
 - Pickleball
 - Disc Golf
- Added K-1st and Middle School Girls basketball leagues to our Junior Warrior program.
- Offering a variety of volunteer experiences at youth/teen events, summer camp programming, craft prep, coaching, etc.
- Began implementation of Healthy Parks, Healthy People initiative.
- Reintroduced RADD Bowling Program and RADD Movies.

Community Stewards and Partnerships - *Harness the power of partnerships through community designed and maintained projects, along with collaborations with regional and statewide entities. Residents will be active members of the planning, design and upkeep of facilities, promoting civic responsibility for the parks, recreation and arts system.*

- Partnered with the Contra Costa CC Café program to provide weekly affordable meals to seniors 60 years and older.
- Continued partnerships with 819 community volunteers who in 2019 volunteered approximately 16,167 hours.
- Collaborated with other departments and the Chamber to help promote economic development and to include local businesses in events like: May the 4th Be with You, Dogs of Danville and The Amazing Race.

