

# KEISER PARK

## MASTER PLAN UPDATE

**Parks & Recreation Commission**

September 14, 2022



[www.KeiserParkMasterPlan.org](http://www.KeiserParkMasterPlan.org)

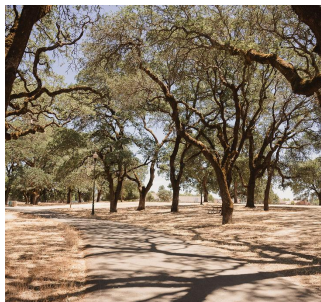


# AGENDA



**MEETING PURPOSE:** To update the Parks and Recreation Commission on the project and solicit feedback on community themes to guide design concepts.

- 1. INTRODUCTIONS**
- 2. ABOUT THE PROJECT**
  - a. Project Purpose
  - b. Town Policy
  - c. Vision & Guiding Principles
  - d. Project Schedule
- 3. COMMUNITY OUTREACH & THEMES**
  - a. Outreach Methods Overview
  - b. Findings
- 4. PROJECT CONSIDERATIONS**
  - a. Funding Opportunities
  - b. Prioritized Phasing
- 5. NEXT STEPS**
- 6. QUESTIONS TO CONSIDER**





# INTRODUCTIONS



## Town Staff

**Olivia Lemen**

Parks & Facilities  
Manager



**Casey Case**  
Project Manager

**Dana Falk**  
Planner

**Rebecca Flanagan**  
Outreach Coordinator



# ABOUT THE PROJECT



\* Town acquired  
⊠ WUSD acquired<sup>4</sup>





# ABOUT THE PROJECT



## PROJECT PURPOSE

- **Update 2008 Keiser Park Master Plan (Ph. 1 built)**
- Develop plan for a Phase 2 & 3 improvements
  - Vet previous concept of **Aquatics Complex & Gym/Community Center**
  - Consider **multi-purpose use** of the site, such as emergency evacuation
- Incorporate **park expansion** properties
- Locate proposed facilities and estimate costs
- Evaluate **funding mechanisms** & project partners
- CEQA documentation



## TOWN POLICY



# TOWN OF WINDSOR

*2040 General Plan*

### General Plan Themes

- Sustainability & Resiliency
- Community Health & Well Being

# ABOUT THE PROJECT

## Further town commitments

- A family-oriented community with an exceptional quality of life for all ages.
- Providing high-quality parks, recreation facilities and recreation programs year-round for community members and visitors.





# ABOUT THE PROJECT

## PARKS & RECREATION MASTER PLAN



- Goal 1** Maintain an integrated system of parks that provides **recreation opportunities for all**.
- Goal 2** Provide adequate **park acreage to meet the community's needs** for active and passive recreation.
- Goal 3** Ensure **equitable and convenient access to parks** and open space for all Windsor residents.
- Goal 4** **Maximize the usability** of Windsor's parks.
- Goal 5** Develop facilities that **encourage active participation**, are accessible, and affordable.
- Goal 6** Provide programs and activities that build a strong and unified community.
- Goal 7** Encourage and support participation of all segments of Windsor's population.
- Goal 8** Use special events to contribute to the economic development and benefit of the downtown and the community.
- Goal 9** Support a healthy community through health, wellness, and fitness initiatives.
- Goal 10** Incorporate sustainable features into parks and facilities to increase water conservation, energy efficiency and habitat values, and to educate about the environment.
- Goal 11** Maintain existing resources at a desired service level for community purpose.



## PROJECT VISION

Provide the Town of Windsor  
a path forward with a  
**community-derived** &  
**implementable plan** that guides  
decision-making & outlines **funding  
opportunities** for future improvements  
of **KEISER PARK**.

# ABOUT THE PROJECT

## GUIDING PRINCIPLES

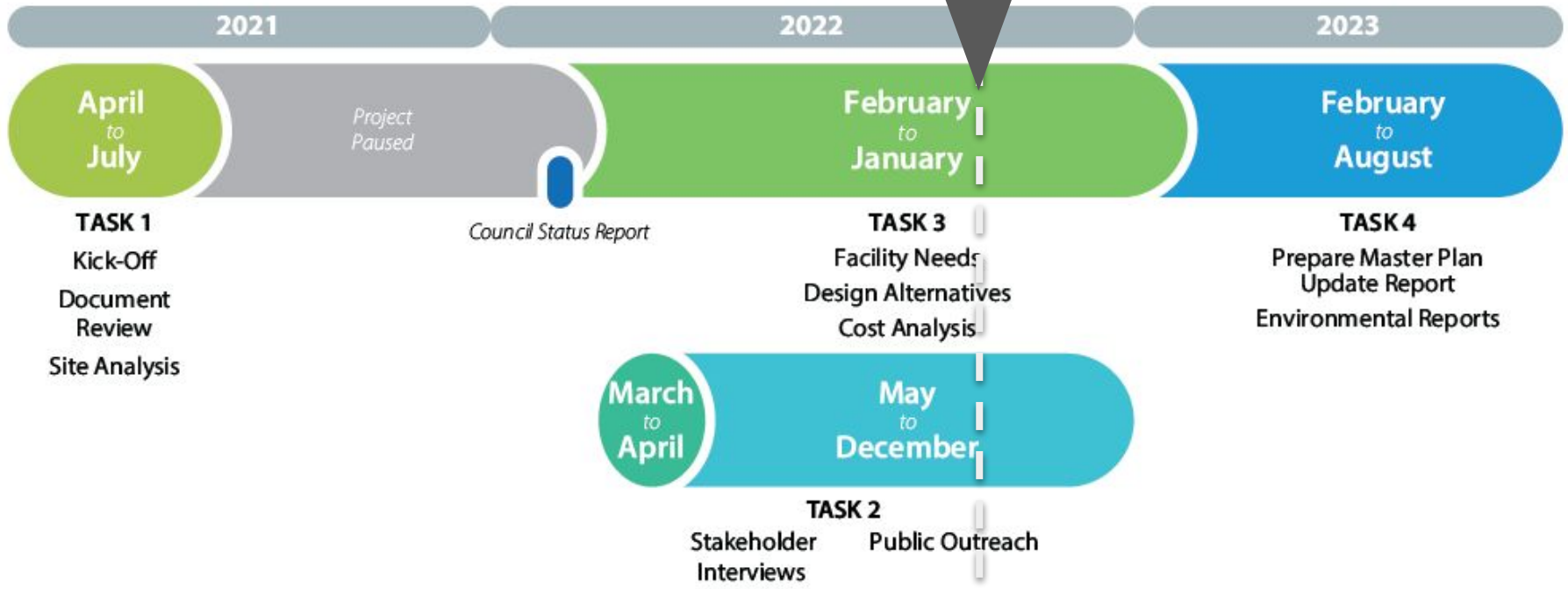
- Expand opportunities for active living/participation (*PRMP Goal 1 & Goal 5*)
- Integrate ongoing public input & participation in planning & design (*PRMP Goal 1 & Goal 7*)
- Close the gap on walkable/bikeable park access (*PRMP Goal 1 & Goal 3*)
- Provide for a variety of experiences (*PRMP Goal 1 & Goal 4*)
- Meet the community's needs (*PRMP Goal 2*)





# SCHEDULE Project

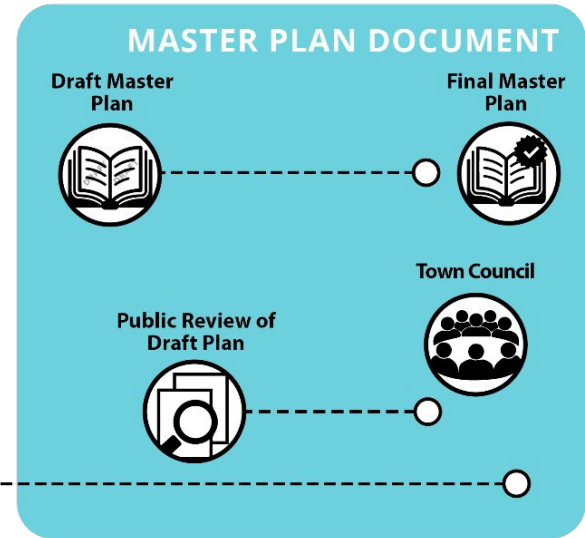
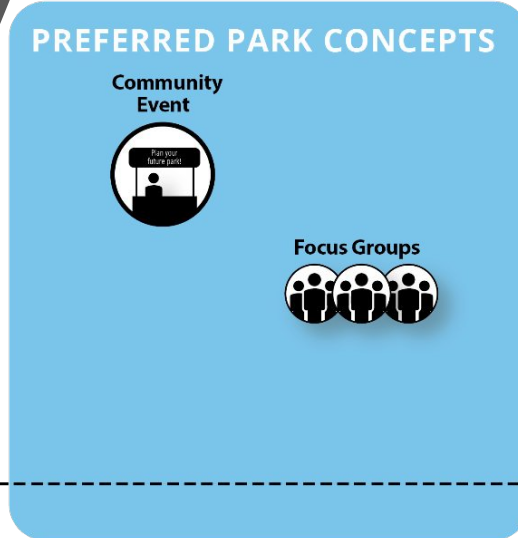
# ABOUT THE PROJECT





# SCHEDULE Outreach

# ABOUT THE PROJECT



What do we **WANT**?

What do we **LIKE** about Keiser Park?

Reconfirm programming efforts to date.

What **OTHER POSSIBILITIES** should we explore?

**PRIORITIZING** Interests

Evaluation of **OPTIONS**

Balancing **costs and benefits**

Which **solution is RIGHT** for Windsor?



# COMMUNITY OUTREACH & THEMES

## METHODS Overview

**Town of Windsor, CA**  
19 hrs · 📍

Keiser Park is Expanding! Please take the time to update the Keiser Park Master Plan. To live and accepting input for the month of June at [www.keiserparkmasterplan.org](https://www.keiserparkmasterplan.org) to take them about the project.

Keiser Park se está ampliando! Por favor, comunidad para ayudarnos a actualizar el Plan Maestro de la ... See more

Staff were out and about at various events this past weekend listening to the community about expanding Keiser Park. If you haven't taken the survey yet, please follow the link below. The survey takes about 3 minutes to complete – let your voice be heard!  
<https://www.keiserparkmasterplan.org/>

El personal estuvo en varios eventos este fin de semana pasado escuchando a la comunidad sobre la ampliación del Parque Keiser. Si aún no ha realizado lo en... See more

**WE WANT / QUEREMOS TO HEAR / ESCUCHAR FROM YOU! / DE TI!**

Actualización del Plan Maestro del Keiser Park

**KEISER PARK MASTER PLAN UPDATE**

**COMMUNITY SURVEY**  
ENCUESTA de la COMUNIDAD

Help Plan Your Park! [www.KeiserParkMasterPlan.org](https://www.KeiserParkMasterPlan.org)



### Keiser Park Master Plan Update Community Survey *Encuesta de la comunidad para la Actualización del Plan Maestro del Keiser Park*

Welcome to the Keiser Park Master Plan update community feedback survey! The Town of Windsor has recently purchased four (4) acres of land adjacent to the park to expand Keiser Park. The Master Plan for Keiser Park is being updated to determine the best uses for the new park land to best serve the Town of Windsor. We want to hear from YOU!

*¡Bienvenido a la encuesta de comentarios de la comunidad sobre la actualización del Plan Maestro de Keiser Park! El Pueblo de Windsor ha comprado recientemente cuatro (4) acres de tierra adyacente al parque para expandir el Parque Keiser. El Plan Maestro para el Parque Keiser se está actualizando para determinar los mejores usos para la nueva tierra del parque para servir mejor a la Ciudad de Windsor. ¡Queremos escuchar de ti!*





# COMMUNITY OUTREACH & THEMES

## FINDINGS Results

Survey Question 4

What do you **like most** about Keiser Park?

Please select the top THREE things you like, or write in your favorite item we missed in 'Other.'

## WHAT DO YOU LIKE MOST ABOUT KEISER PARK?

(Most selected elements)

**Walking trails** (304 survey / 25 dot boards)

**Oak grove** (295 / 22)

**Playground** (252 / 19)

**Attend a special event/activity** (241 / 18)

**Sports field** (236 / 7)



# COMMUNITY OUTREACH & THEMES

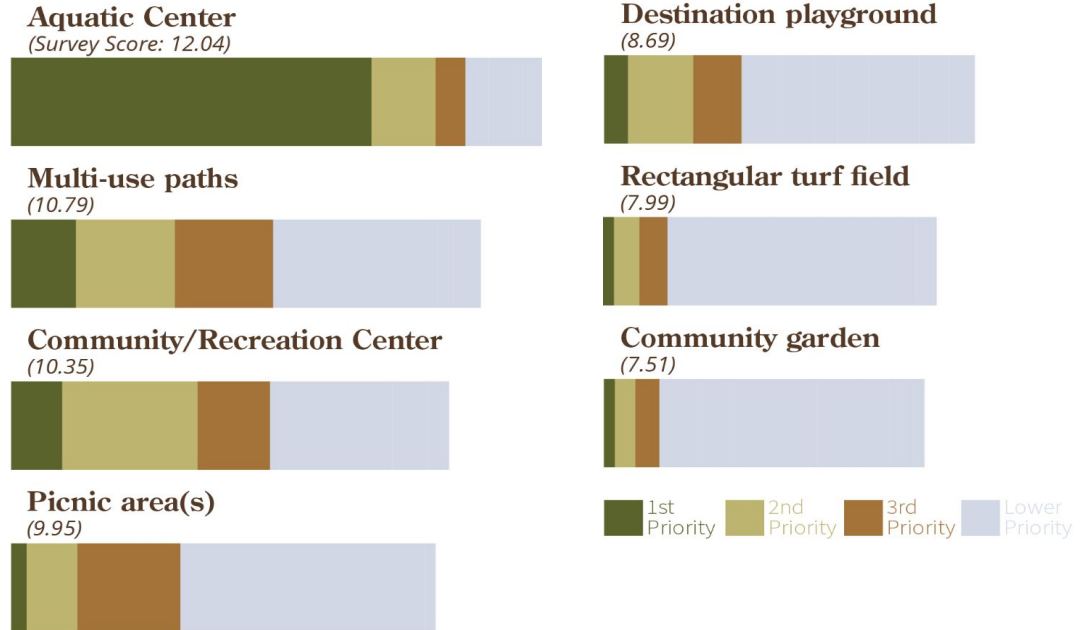
## FINDINGS Results

### Survey Question 5

The following amenities have been identified for Keiser Park in the Parks and Recreation Master Plan Update.

Please RANK the amenities in the order you'd **prioritize building them.**

## TOP 7 HIGHEST RANKED NEW AMENITIES TO BUILD AT KEISER PARK







# COMMUNITY OUTREACH & THEMES

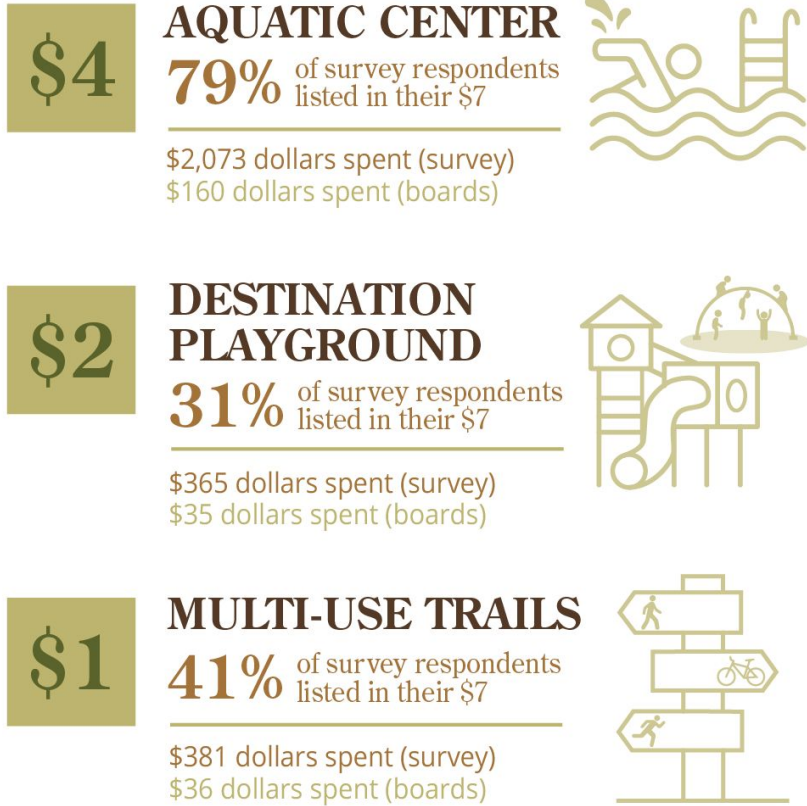
## FINDINGS Results

### Survey Question 6

The following amenities have been identified for Keiser Park in the Parks and Recreation Master Plan Update.

If you had \$7, **how would you spend it** to support construction of these amenities?

Enter the price of the amenity into the boxes to spend your \$7.





# COMMUNITY OUTREACH & THEMES

## FINDINGS Results

### Survey Question 7

The Parks and Recreation Master Plan Update identified Keiser Park as the location for a future Community/ Recreation Center.

What elements would you **most like** in a COMMUNITY/ RECREATION CENTER?

Please select the top THREE elements you'd like. If we missed something you'd like, please write it in 'Other.'

## TOP 3 FAVORITE ELEMENTS IN A COMMUNITY/RECREATION CENTER

**Gymnasium** (322 survey / 23 dot boards)

**Teen center** (231 / 53)

**Multi-purpose Community Rooms** (224 / 14)



# COMMUNITY OUTREACH & THEMES

## FINDINGS Results

### Survey Question 8

The Parks and Recreation Master Plan Update identified Keiser Park as the location for a future Aquatic Center.

What elements would you **most like** in a AQUATIC CENTER?

Please select the top THREE elements you'd like. If we missed something you'd like, please write it in 'Other.'

## TOP 3 FAVORITE ELEMENTS IN AN AQUATIC CENTER

**Lap/instructional pool** (411 survey / 34 dot boards)

**Water play structure** (335 / 155)

**Water slides** (242 / 137)

# COMMUNITY OUTREACH & THEMES

## FINDINGS Themes



Social and Physical



Connect with Nature



Play is Popular



Balance Passive  
and Active



Clean, Safe, and  
Well-maintained



Diverse and  
All-Inclusive



# COMMUNITY OUTREACH & THEMES

## FINDINGS Themes



Social and Physical

## WHY DO YOU VISIT KEISER PARK?

(Most selected elements)

**S** Attend a special event or activity (40% of respondents)

**S P** Walk/exercise dog (34%)

**S P** Playground (34%)

**S P** Participate in an organized sport event (33%)

## DESIRED ADDITIONS







# COMMUNITY OUTREACH & THEMES

## FINDINGS Themes



### Connect with Nature

*“I really hope the current calm, safe, clean, and peaceful nature of the park and all the trees can be retained... I also really like the open space it offers in the park. I hope that the park will not be overdeveloped with "buildings" and "structures.”*

SURVEY RESPONSE

### Keiser Park’s natural features are well-utilized and beloved

- Open spaces
- Oak Grove
- Walking trails



### OAK GROVE ROUND 1 DATA:

**MOST LIKED**  
EXISTING PARK AMENITY **#2**

PERCENT OF **SURVEY**  
**RESPONDENTS** CITED  
AS FAVORITE ELEMENT **39**

PERCENT OF **POP-UP**  
**PARTICIPANTS** CITED  
AS FAVORITE ELEMENT **18**

# COMMUNITY OUTREACH & THEMES

## FINDINGS Themes



### Play is Popular

## Play-based activities are both common and desired at Keiser Park

- **EXISTING LIKES**

- Playground
- Sports fields for organized and informal sports

- **DESIRED ADDITIONS**

- Aquatic activities
  - Lap pool
  - Competition pool
  - Water slides/play structures

*“I am absolutely thrilled at the thought of a community pool and splash pad type of place!”*

SURVEY RESPONSE

*“Keep it available for baseball and kids sports.”*

SURVEY RESPONSE

# COMMUNITY OUTREACH & THEMES

## FINDINGS Themes



Balance Passive  
and Active

- **ACTIVE FEATURES**

- Lap swim
- Water play
- Recreational sports
- Unstructured play



- **PASSIVE FEATURES**

- Walking trails
- Picnic areas
- Community garden
- Dog park



*“Don’t add too many buildings/items that it takes away the charm of Windsor and nature... Try to implement new items so that we have a well rounded community.”*

SURVEY RESPONSE

*“Put in a splash pad!!! The families of Windsor will love it.”*

SURVEY RESPONSE

# COMMUNITY OUTREACH & THEMES

## FINDINGS Themes



Clean, Safe, and  
Well-maintained

## PRIORITIES

- Lighting
- Regular maintenance
- Perpetuate safety for all ages



“*Kei[s]er Park is a lovely place to spend time because it is clean, peaceful and feels safe.*”

SURVEY RESPONSE

# COMMUNITY OUTREACH & THEMES

## FINDINGS Themes



Diverse and  
All-Inclusive

*“Make it as free as possible when it comes to choosing what it is you are going to place at Keiser. So many families want to have recreational opportunities for their kids to go out and play without needing to worry about a charge or buying tickets.”*

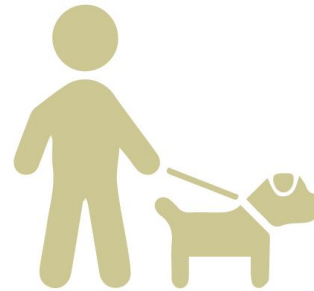
SURVEY RESPONSE

- **MULTI-PURPOSE PARK ELEMENTS FOR DIVERSE RECREATION PURSUITS**

- Aquatic center
- Community center
- Athletic fields

- **INCLUSIVITY & ACCESSIBILITY**

- Age groups
- Abilities
- Affordability
- Diverse interests



**DOG AREA**  
ROUND 1 DATA:

**MOST MENTIONED**  
WRITE-IN SURVEY  
TOPIC **2<sup>nd</sup>**

**MOST DESIRED**  
AMENITY FOR POP-UP  
PARTICIPANTS **4<sup>th</sup>**

**MOST DESIRED**  
AMENITY FOR SURVEY  
RESPONDENTS **8<sup>th</sup>**

PERCENT OF **SURVEY**  
**RESPONDENTS VISIT**  
WITH THEIR DOG **34**



# COMMUNITY OUTREACH & THEMES

## FINDINGS Themes



Social and Physical



Connect with Nature



Play is Popular



Balance Passive  
and Active



Clean, Safe, and  
Well-maintained



Diverse and  
All-Inclusive

# PROJECT CONSIDERATIONS

## FINANCIAL GOAL

Right-sized and right-phased implementation



## FUNDING OPTIONS

Exploring a range of potential funding alternatives

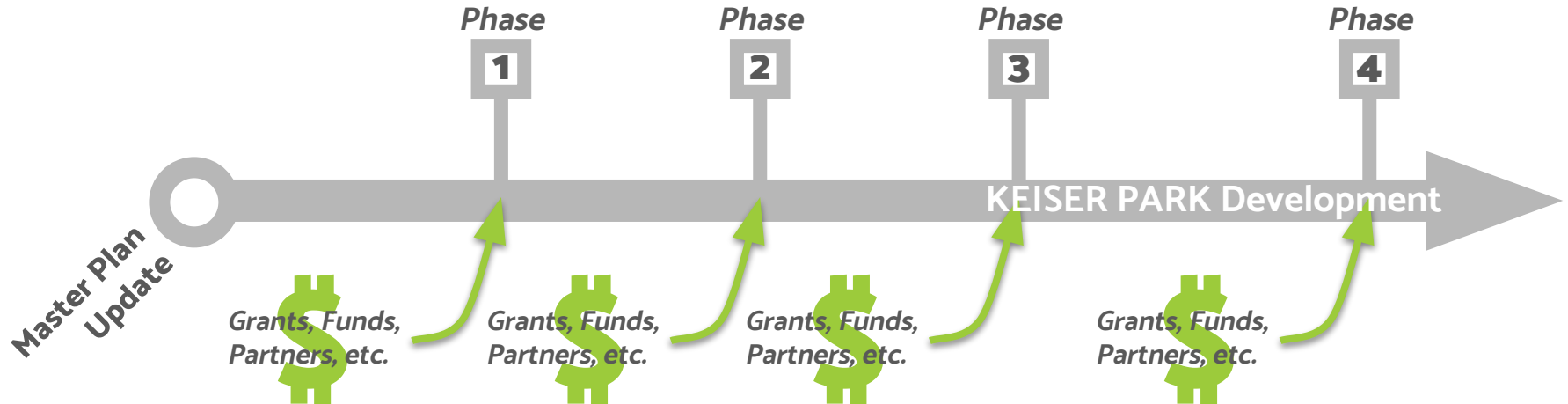
<b>01</b>	<b>Public agencies</b>	<ol style="list-style-type: none"> <li>1. Federal</li> <li>2. State</li> <li>3. County/School (local &amp;/or match for 1 &amp; 2)</li> </ol>
<b>02</b>	<b>Private (developers)</b>	<ol style="list-style-type: none"> <li>1. Traffic impact fees</li> <li>2. Utility impact fees</li> <li>3. Donations/community benefits</li> </ol>
<b>03</b>	<b>District property (private)</b>	<ol style="list-style-type: none"> <li>1. Community Facility District (CFD)</li> <li>2. Enhanced Infra. Finance District (EIFD)</li> <li>3. Assessment District (AD)</li> <li>4. Business Improvement District (BID)</li> </ol>
<b>04</b>	<b>Sales</b>	<ol style="list-style-type: none"> <li>1. Sales tax</li> <li>2. Hotel tax</li> <li>3. Tax exchange agreements (annexation)</li> </ol>
<b>05</b>	<b>Users</b>	<ol style="list-style-type: none"> <li>1. User fees e.g. memberships etc.</li> <li>2. Parking fees</li> <li>3. Commercial &amp; retail</li> </ol>
<b>06</b>	<b>Partnerships</b>	<ol style="list-style-type: none"> <li>1. Public-private partnerships (delivery)</li> <li>2. Sponsorship &amp; naming rights</li> <li>3. User groups, clubs, non-profit org</li> </ol>



# PROJECT CONSIDERATIONS

## PRIORITIZED PHASING

The Master Plan Update will propose phased improvements to develop Keiser Park.





## COMMUNITY INPUT

*(Spring 2022)*

- *Online Survey*
- *Community Event*

*(Fall 2022)*

- Commission presentations
  - Town Council & WUSD Board Joint Mtg *Sept 29*
- Community Event

## MASTER PLAN UPDATE

- Design Alternatives
- Back to the Community
  - Town Council *Dec 7*

# NEXT STEPS

## YOUR HOMEWORK

- **Evaluate Keiser Park using the Community Themes**
- Spread the word
- Visit the project website  
**[www.KeiserParkMasterPlan.org](http://www.KeiserParkMasterPlan.org)**
- Share more of your thoughts on the Design Alternatives  
**COMING SOON**



# QUESTIONS TO CONSIDER

- Did we miss anything from the community input?  
Did anything stand out as surprising?
- What should be the **PRIORITY** (community theme)?



*Social and  
Physical*



*Connect with  
Nature*



*Play is Popular*



*Balance Passive  
and Active*



*Clean, Safe, and  
Well-maintained*



*Diverse and  
All-Inclusive*

- What should the park concepts perpetuate as the **PRIMARY INTENTION** of Keiser Park?





**THANK YOU!**