



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
Parks



Date: December 11, 2014
Board Meeting Date: January 27, 2015
Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Marlene Finley, Parks Director

Subject: Amend the San Mateo County Parks' Five-Year (2013-2018) Strategic Plan

RECOMMENDATION:

Adopt a Resolution authorizing an amendment to the San Mateo County Parks' Five-Year (2013-2018) Strategic Plan to add Goal 5: Healthy Community with associated strategies.

BACKGROUND:

The San Mateo County Parks' Five-Year (2013-2018) Strategic Plan (Plan) was adopted by the Board of Supervisors on April 23, 2013 and in 2014, County Parks provided a report to the Board on the implementation of the Plan.

At the Parks and Recreation Commission's November 6, 2014 FY2015-17 Budget Priority Setting Workshop, the Commission recommended that the Plan include goals and strategies that position County Parks as a community resource for health-focused programs and settings.

A proposed amendment of the Plan was provided to the Commission at their December 4, 2014 regular meeting. Ms. Jean Fraser, Chief, County Health System, presented a short talk to the Commission at the meeting called "Parks are Key to Advancing Healthy Communities" and expressed her agency's support of the addition of the Healthy Community goal to the Parks' Plan.

The Commission unanimously voted to recommend to the Board of Supervisors to amend the Parks' Plan to add Healthy Community Goal 5: Provide additional opportunities for the public through acquisition and development of additional park lands and trails when funding is available for both acquisition and ongoing operation to include the following strategies to support achieving the goal:

- Seek opportunities to provide parks and trails within and near neighborhoods to promote fitness and wellbeing.
- Enhance communications to reference benefits of parks in connection to health and wellbeing.
- Explore feasibility of expanding the Take A Hike program.
- Partner with health and community partners to establish a connection with public lands to promote health and wellbeing. (Under Community Engagement revise Strategy 22.3 to include community partners.)
- Partner with health and the community to identify barriers that inhibit high health need populations from using parks as a resource for improving wellbeing.
- Increase publicity about what parks has available in support and promotion of health.

DISCUSSION:

In September 2014, the Parks Director met with Health System Chief Fraser to discuss a partnership between the departments. In October, the Parks Director and Community Programs Specialist met with the Director of Health Policy and Planning with San Mateo County's Health System to discuss the Take A Hike program and Healthy Parks Healthy People: Bay Area. Both Departments support a partnership in delivering programs and places that promote health and wellness.

County Counsel has reviewed and approved in form the Resolution and Plan Amendment.

Approval of this Resolution to amend the Parks' Five-Year Strategic Plan to add Goal 5: Healthy Community and associated strategies contributes to the Shared Vision 2025 outcome of a Healthy Community as it supports the initiative of healthy eating and active living through active play areas and community gardens and toward the measures of the proportion of students overweight and 7th grade physical fitness scores in the County. This proposed amendment also contributes to the Shared Vision 2025 outcome of a Collaborative Community in strengthening a partnership of County Parks Department and County Health System to support the initiative of informed and engaged communities working to improve the quality of life for County residents. It will also contribute to the Shared Vision 2025 outcome of an Environmentally Conscious Community in the initiative to complete playgrounds.

If the Board approves the amendment, the Plan will be revised to add this fifth goal, posted on the Parks website and announced with a press release.

FISCAL IMPACT:

Adding this fifth goal of Healthy Community to the Parks Five-Year Strategic Plan will position the Department favorably for expanded grant opportunities and shared costs with other departments similarly aligned. Amending the Plan has no Net County Cost.