

Livermore Area Recreation and Park District

Staff Report

TO: Chair Palajac and Board of Directors

FROM: Mathew Fuzie, General Manager

PREPARED BY: David Weisgerber, Community Outreach Supervisor

DATE: November 12, 2025

SUBJECT: Parks, Recreation, and Trails Master Plan Board Update: Phase 3:
Community Outreach and Engagement

RECOMMENDATION:

Staff recommend that the Board review and provide feedback on the proposed Phase 3 Community Outreach and Engagement Plan, including the survey framework, in-person and online engagement strategies, and stakeholder outreach approach.

BACKGROUND:

LARPD is continuing its update to the Parks, Recreation, and Trails Master Plan, which will guide District priorities, investments, and planning over the next ten years.

Following completion of the Phase 2 Baseline Assessment—which focused on inventory, service levels, and emerging needs—the District is now initiating Phase 3: Community Outreach and Engagement (December 2025 – February 2026). This phase is designed to input from residents, partner organizations, and stakeholders throughout LARPD’s service area.

The purpose of this report is to outline planned activities for Phase 3 and request Board feedback on the proposed outreach framework.

DISCUSSION:

Phase 3 will gather community and stakeholder input to validate preliminary findings, identify priorities, and inform the development of Master Plan recommendations. Engagement will balance quantitative data collection (statistically valid survey) and qualitative participation (community conversations, online engagement, and stakeholder collaboration).

Engagement Components:

1. **Statistically Valid Community Survey:**

A consultant-led survey will collect representative feedback from Livermore residents on park use, program participation, satisfaction, and priorities for future investment. The survey will include both phone and online formats to ensure demographic and geographic balance.

2. **Online and Digital Engagement:**

An online version of the survey will be available through LARPD’s website and social media channels, and District e-newsletters, broadening participation beyond the statistically valid sample.

3. **In-Person Community Outreach:**

LARPD staff will conduct in-person engagement through pop-up outreach booths at key community locations and events. These activities will provide opportunities for residents to learn about the Master Plan process and share feedback. Planned outreach will include appearances at the Livermore Farmers’ Market as well as LARPD special events.

4. **Key Stakeholder Interviews and Discussions:**

Staff will conduct interviews with organizational partners and community groups to discuss shared priorities, overlapping initiatives, and potential collaboration opportunities.

a. Stakeholder outreach will include:

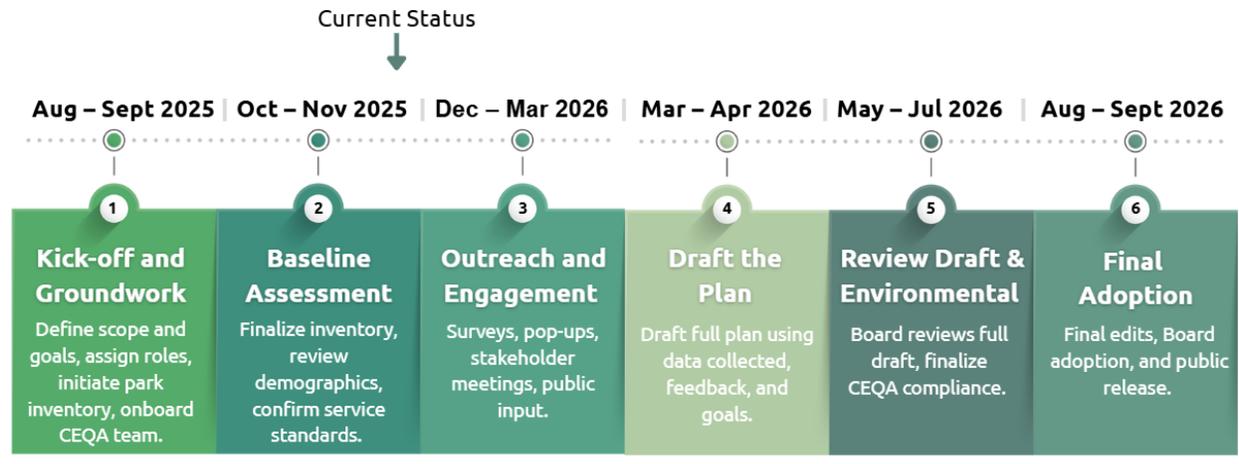
- i. City of Livermore – Planning, Housing and Human Services, Engineering
- ii. City of Dublin
- iii. City of Pleasanton
- iv. Local Ohlone Representatives
- v. Livermore Valley Chamber of Commerce
- vi. LVJUSD – Expanded Learning Opportunities Program (ELO-P), After School Education and Safety Program (ASES), Community Partnerships
- vii. Tri-Valley Conservancy
- viii. Zone 7 Water Agency
- ix. EBRPD – Community Development, Planning
- x. Alameda County – Community Development
- xi. Livermore Valley Arts
- xii. Nonprofit and community partners
- xiii. Local sports and user organizations

5. **Master Plan Informational Webpage:** A dedicated webpage will provide project information, updates, meeting materials, and engagement results. It will serve as the access point for the community to follow progress and participate in the planning process.

NEXT STEPS:

- Finalize survey instrument and outreach materials with consultant team.
- Implement survey and outreach activities December 2025 – February 2026.
- Present community feedback summary to the Board in early 2026.
- Incorporate results into Phase 4: Draft Plan (March – May 2026).

Parks, Recreation, and Trails Master Plan Update Project Timeline



Attachments:

- a) Community Survey Categories
- b) Community Outreach and Engagement Plan

Livermore Area Recreation and Park District Parks, Recreation, and Trails Master Plan Update – Community Survey Overview

The following summarizes the primary question categories included in the draft community survey developed by Probolsky Research, with review comments from District staff. The survey is intended to gauge community awareness, participation, satisfaction, and priorities related to LARPD's parks, facilities, and programs.

Board Feedback Requested: These categories are provided for Board review and feedback to ensure alignment with Master Plan goals and community engagement priorities.

QUESTION CATEGORIES:

1. Community Context and Quality of Life

Questions assess the importance of parks, recreation, and open space to overall community livability and quality of life. They establish baseline awareness of LARPD's role and gauge the perceived value of its services in supporting the local environment, health, and community connection.

2. Usage Patterns

These questions measure how frequently residents use LARPD parks, facilities, and programs, including identifying the most visited locations. Responses will help determine geographic and demographic trends in park and facility use.

3. Satisfaction and Maintenance

Respondents rate their satisfaction with the quality and maintenance of LARPD parks, facilities, and programs. This section provides insight into operational performance and helps prioritize areas for improvement in facility condition, cleanliness, and safety.

4. Barriers to Access and Participation

This section identifies challenges that may limit participation, such as cost, awareness, accessibility, safety, or schedule conflicts. The responses will inform strategies to increase equity and reduce barriers to participation across all demographics.

5. Facility and Amenity Needs

Questions evaluate community demand for specific facility types and amenities such as trails, sports fields, picnic areas, restrooms, and playgrounds. Findings will guide future capital investment and prioritize improvements to meet evolving community expectations.

6. Program and Activity Needs

Respondents are asked about program interests across age groups and categories, including youth, adult, senior, adaptive, aquatic, fitness, arts, and special interest programs. These responses will inform future program planning and facility use allocation.

7. Investment Priorities

This section gauges residents’ perspectives on the importance of investing in new facilities, upgrading existing infrastructure, and maintaining open space. It also explores attitudes toward balancing maintenance and new development.

8. Communication and Awareness

Questions identify how residents receive information about LARPD programs, facilities, and events (e.g., website, social media, flyers, newsletters). This information supports the District’s goal of improving outreach effectiveness and public engagement.

9. Demographics and Equity

Standard demographic questions ensure the survey captures a representative cross-section of the community. Responses will allow for analysis by age, income, household composition, and other characteristics to identify disparities or service gaps.

10. Optional Additions for Consideration:

Several potential question areas have been suggested for inclusion to strengthen alignment with District priorities:

- a. Regional open space and trail use, access, and amenities.
- b. Facility investment and sustainability priorities.
- c. The importance of youth services, childcare, and after-school programs.

NEXT STEPS

Board feedback is requested on the adequacy and clarity of the question categories above. Staff and the consultant team will incorporate revisions prior to finalizing the survey instrument for community distribution.

Attachment B: Community Outreach and Engagement Plan
 December 2025 – March 2026

Activity	Description / Purpose	Target Audience	Timing
Statistically Valid Community Survey	Consultant-led phone and online survey providing representative feedback on recreation needs, priorities, and satisfaction. Results will inform priorities and planning.	District-wide residents (balanced by geography & demographics)	12/2025-1/2026
Online Survey & Digital Engagement	Open online version of the survey distributed via the LARPD website, social media, and e-newsletters to encourage additional participation.	Broader public beyond statistical sample	12/2025-1/2026
Pop-Up Community Outreach Events	Outreach booths at community/LARPD events to share information and collect quick feedback on park, facility, trail, and program priorities.	General public and families	12/2025-2/2026
Key Stakeholder Interviews & Focus Discussions	Targeted conversations with partner agencies, nonprofits, and user groups to align priorities and identify collaboration opportunities.	Key partner organizations and stakeholders	1/2026-2/2026
Master Plan Webpage & Communication Hub	Centralized online location for project updates, meeting materials, survey links, and results summaries. Promotes transparency and accessibility.	All residents and stakeholders	Launch 11/2025; maintain through project completion
Community Feedback Summary & Board Workshop	Presentation of engagement findings and key themes to validate community priorities and guide draft plan development.	Board of Directors and public	3/2026