



## LODI CITY COUNCIL

Carnegie Forum  
305 West Pine Street, Lodi

## "SHIRTSLEEVE" SESSION

Date: November 3, 2015

Time: 7:00 a.m.

For information regarding this Agenda please contact:

**Jennifer M. Ferraiolo**

**City Clerk**

**Telephone: (209) 333-6702**

### Informal Informational Meeting

**A. Roll Call by City Clerk**

**B. Topic(s)**

B-1 Receive Parks, Recreation, and Cultural Services Report for Fiscal Year 2014/15 (PRCS)

B-2 Presentation on 2015 Lodi Bicycle Summit (PW)

**C. Comments by Public on Non-Agenda Items**

**D. Adjournment**

Pursuant to Section 54954.2(a) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day.

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Jennifer M. Ferraiolo  
City Clerk

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# CITY OF LODI COUNCIL COMMUNICATION

**AGENDA TITLE:** Receive Parks, Recreation and Cultural Services Report for Fiscal Year 2014/15  
**MEETING DATE:** November 3, 2015  
**PREPARED BY:** Parks, Recreation and Cultural Services Director

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**RECOMMENDED ACTION:** Receive Parks, Recreation and Cultural Services Report for Fiscal Year 2014/15.

**BACKGROUND INFORMATION:** Parks, Recreation and Cultural Services reached a milestone in Fiscal Year 2014/15 by ending with a positive fund balance for the first time. The year-end balance (preliminary, unaudited) of \$229,203.91 represents a turnaround of nearly \$1.1 million in three years.

The turnaround is largely due to staff reductions within the Parks and Hutchins Street Square divisions, and greater emphasis on appropriate cost recovery for certain programs. Staff will provide additional information to the Council at the meeting.

**FISCAL IMPACT:** Not applicable.

**FUNDING AVAILABLE:** Not applicable.

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Jeff Hood  
Parks, Recreation and Cultural Services Director

JH:tl

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APPROVED: \_\_\_\_\_  
Stephen Schwabauer, City Manager



# PARKS, RECREATION & CULTURAL SERVICES UPDATE

Lodi City Council  
November 3, 2015

# PRCS 2014/15 Accomplishments

## ⦿ Administration

- Revised park ordinances
- Advanced Strategic Plan process
- Department “in the black”
- Enhanced relationships with partner organizations

## ⦿ Parks

- Reforestation of Peterson Park
- Implemented water conservation strategy
- Set stage for construction of boat launch, Salas Park lights
- Rose Gate Park construction oversight

# PRCS 2014/15 Accomplishments

## ◎ **Recreation**

- Introduced “Music in the Park” at Hutchins Street Square
- Increased sports field rentals
- Wildlife management successes at Lodi Lake Park

## ◎ **Hutchins Street Square**

- Hosted stage finish of Amgen Tour of California bicycle race
- Introduced “Food Truck Mania”
- Record rental revenue
- Record specialty class revenue

# Department finances

## **2014/15 preliminary results**

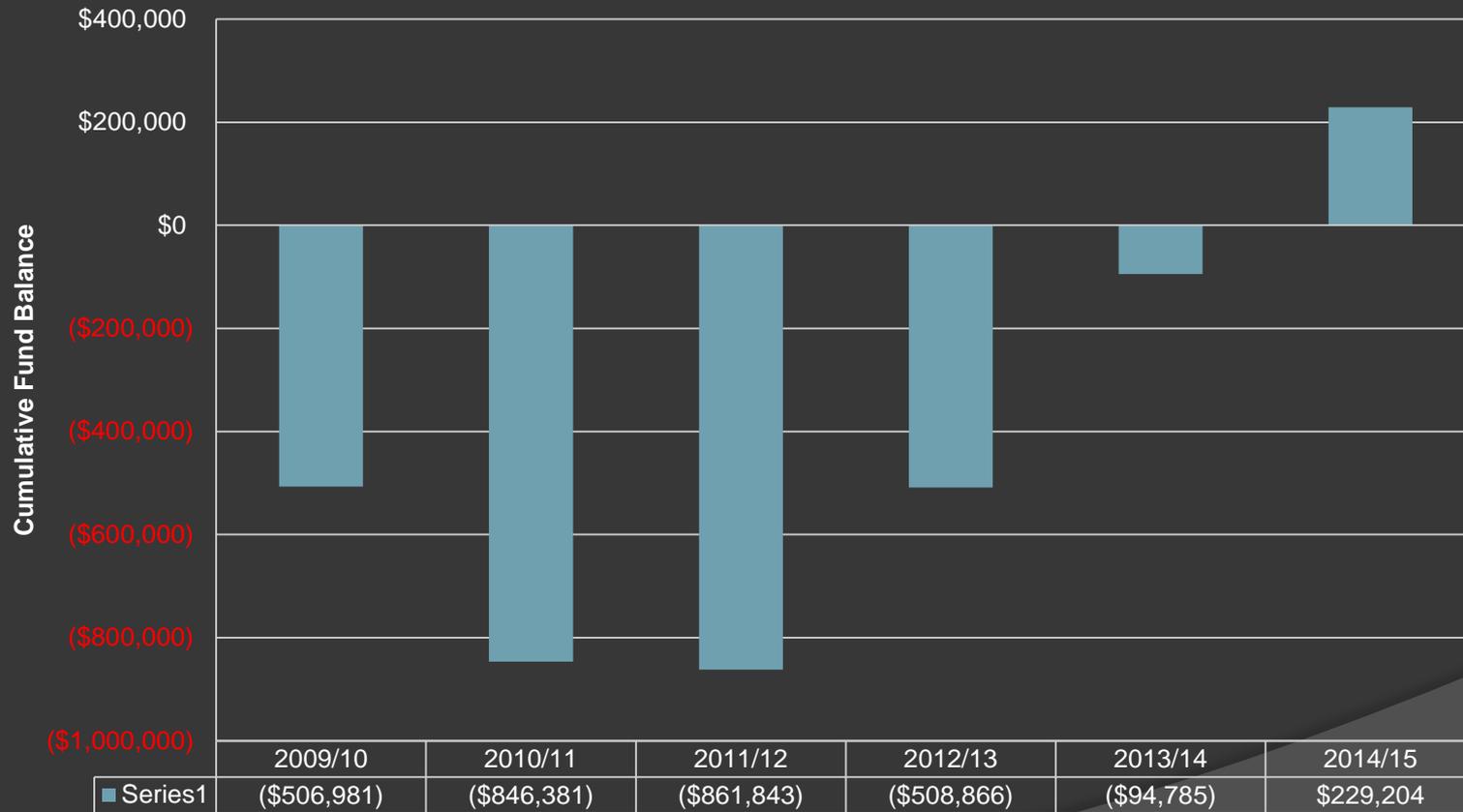
Budgeted net revenue:	\$54,470
Actual net revenue:	\$323,989

## **Historical net revenue**

2013/14:	\$408,286
2012/13:	\$352,977
2011/12:	(\$ 15,462)
2010/11:	(\$339,400)
2009/10:	(\$329,180)
Fund balance as of 6/30/15:	\$229,204

# Fund balance

## PRCS Year-End Fund Balance



# What happened?

- ◎ Close to targeted revenue
  - Actual revenue of \$5,687,620
  - Budgeted revenue: \$5,921,103

Contributing factors			
Pluses		Minuses	
HSS classes	34% over	LUSD contract	19% under
HSS rentals	6% over	Adult sports	19% under
Youth/Teens sports	5% over	Aquatics	8% under
		Playgrounds	7% under

# What happened?

- Deficit reduction due to containing expenses
  - Actual expenses of \$5,363,631
  - Budgeted expenses of \$5,866,633
  - 9.1% under budget
  - Continuing to reduce department personnel costs

## Contributing factors

Pluses		Minuses	
HSS administration	13% under	Arts/specialty classes	8% over
Aquatics	12% under	HSS maintenance	4% over
Park Equip. Maint.	9% under		
Parks Maintenance	8% under		

# Focus in 2015/16

## ● **Parks**

- Implement Strategic Plan recommendations
- New boat ramp/dock construction
- Install light poles at Salas Park
- Water conservation

# Focus in 2015/16

## ● **Recreation**

- Celebrate 75<sup>th</sup> anniversary
  - Monthly special events
  - Community participation
- Implement Strategic Plan recommendations
- Find new users for HSS pool
- New activities for adults, seniors

# Focus in 2015/16

- ◎ **Hutchins Street Square**
  - Carpet replacement
  - Expand business use
  - Wireless networking
  - Next phase of roof renovations
  - Other exterior improvements

# Long-term challenges

- ⦿ Doing as much with less
- ⦿ Maintaining our assets
- ⦿ Lack of indoor facilities
- ⦿ Implementing Strategic Plan recommendations



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# CITY OF LODI COUNCIL COMMUNICATION

**AGENDA TITLE:** Presentation on 2015 Lodi Bicycle Summit

**MEETING DATE:** November 3, 2015 (Shirtsleeve)

**PREPARED BY:** Public Works Director

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**RECOMMENDED ACTION:** Presentation on 2015 Lodi Bicycle Summit.

**BACKGROUND INFORMATION:** Chamber of Commerce 20/20 Bicycle Tourism Committee Chairman Robin Knowlton and Summit member Marty Weybret will present information on the 2015 Lodi Bicycle Summit. The Lodi Bicycle Summit was held at Hutchins Street Square on August 15, 2015. The Summit was attended by bicycle enthusiasts, City transportation planners, business owners, members of the hospitality and tourism industry, and other community members interested in expanding bicycle transportation within Lodi and San Joaquin County.

One of the Summit goals was to develop viable bicycle tourism routes linking Lodi to wineries, local hotels, transit stations, and other regional amenities.

**FISCAL IMPACT:** Not applicable.

**FUNDING AVAILABLE:** Not applicable.

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F. Wally Sandelin  
Public Works Director

Prepared by Paula J. Fernandez, Transportation Manager/Senior Traffic Engineer  
FWS/PJF/tb

cc: Transportation Manager/Senior TE  
Robin Knowlton

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**APPROVED:** \_\_\_\_\_  
D. Stephen Schwabauer, City Manager

# A bike-obsessed culture has been brewing.



Over a quarter of all Americans cycle.



For every car sold, three bikes are sold.



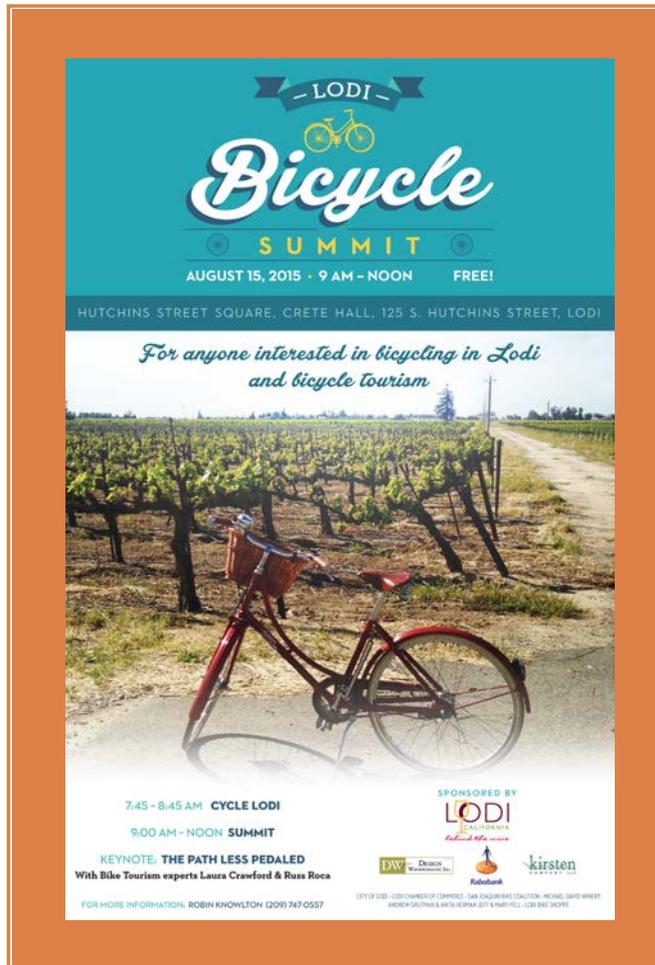
More Americans cycle than golf, ski, or play tennis combined.

# Bike Tourism / Bike Safety



- Vision 20/20 Action Project

# Lodi Bicycle Coalition



Lodi  
Bicycle  
Summit  
August 15, 2015

# Morning Summit Ride



# Morning Summit Ride



# Keynote Speakers

Laura  
Crawford  
& Russ  
Roca  
  
Founders of  
The Path  
Less Pedaled





# Bicycle Tourism

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Here's why bike tourism can make a big impact on a small town like Lodi:

[A video by Laura and Russ](#)

# Lodi Already Has Lots of Bike Tourism

Bike to Work Week

City of Lodi

Tour delle Vigne

Lodi Sunrise Rotary

Giro D'Vino

Delta Velo

Delta Century

Stockton Bike Club

Best Ride Every Ride

San Joaquin Bike Coalition

Zin Spin

Omega Nu & Delta  
Triathlon Club



Michael David Winery's  
Delta Velo Cycling Team



## From Racers to Cruisers, Lodi Attracts Every Level of Cyclist

Amgen Tour of California  
America's premier pro race

Cycle Fest Criterion  
Michael-David Winery

McCay Winery Fun Rides

A&W Bike Cruise Night



1 Ride =  
300 cases of  
wine sold!



# Bike Summit Working Groups



# Bike Infrastructure Matters

Build it and more will come



# Bike Infrastructure Matters

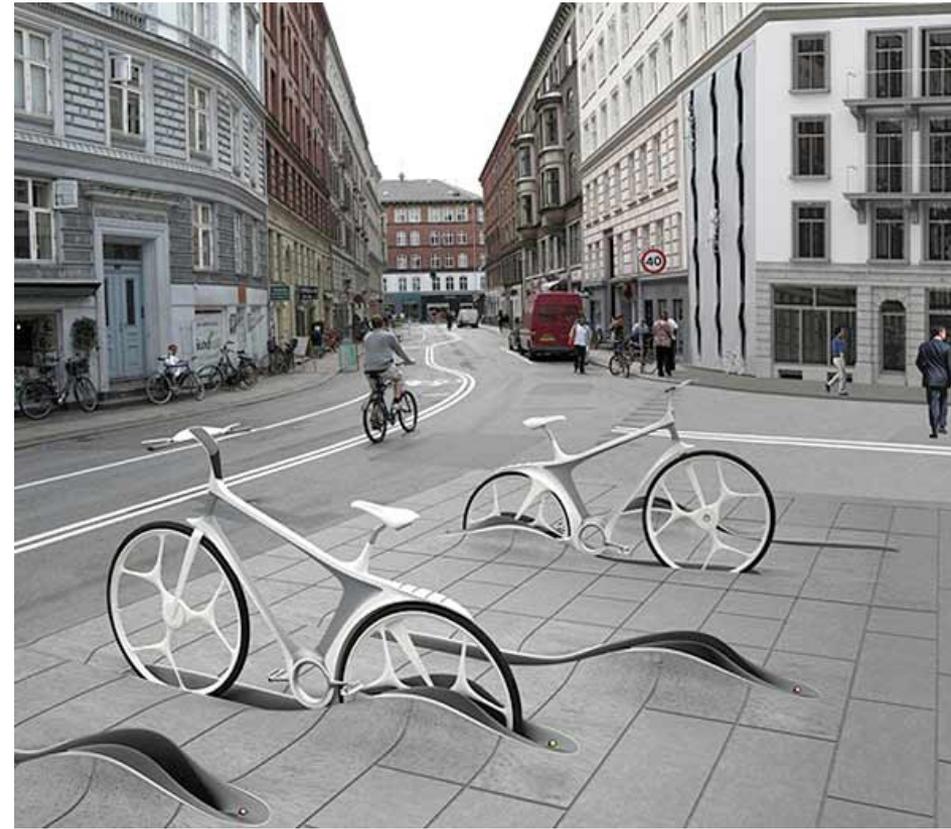
## Make Turner Road Bike Friendly



# Bike Infrastructure Matters

## Add Bicycle Parking





Bike Racks Are Art

Bike Infrastructure Matters

Signs  
Promote  
Safe  
Cycling



Bike Infrastructure Matters

... And  
Welcome  
Cyclists

BIKE // SHOP // DINE  
**LAKESIDE**



**BIKE FRIENDLY**  
BUSINESS DISTRICT

Special deals offered inside  
for people who arrive by bike!



Bike Infrastructure Matters

# Cyclists Need Loop Detectors, Too



Bike Infrastructure Matters

# Family Friendly Destinations



# Create A Bike Canal



# Connectivity



# Bike Safety & Driver Etiquette



**GO WITH TRAFFIC.**

**OR IT MAY WORK AGAINST YOU.**

Drivers pulling into traffic often look only in the direction that cars are coming from. If you're coming from the other direction, they may not see you until they're right on top of you...literally.

So always ride **with traffic**. You'll ride longer.

**Share the Road. The Way to Go.** Transportation Safety — ODOT

# Work With the County



# More Bike Lanes



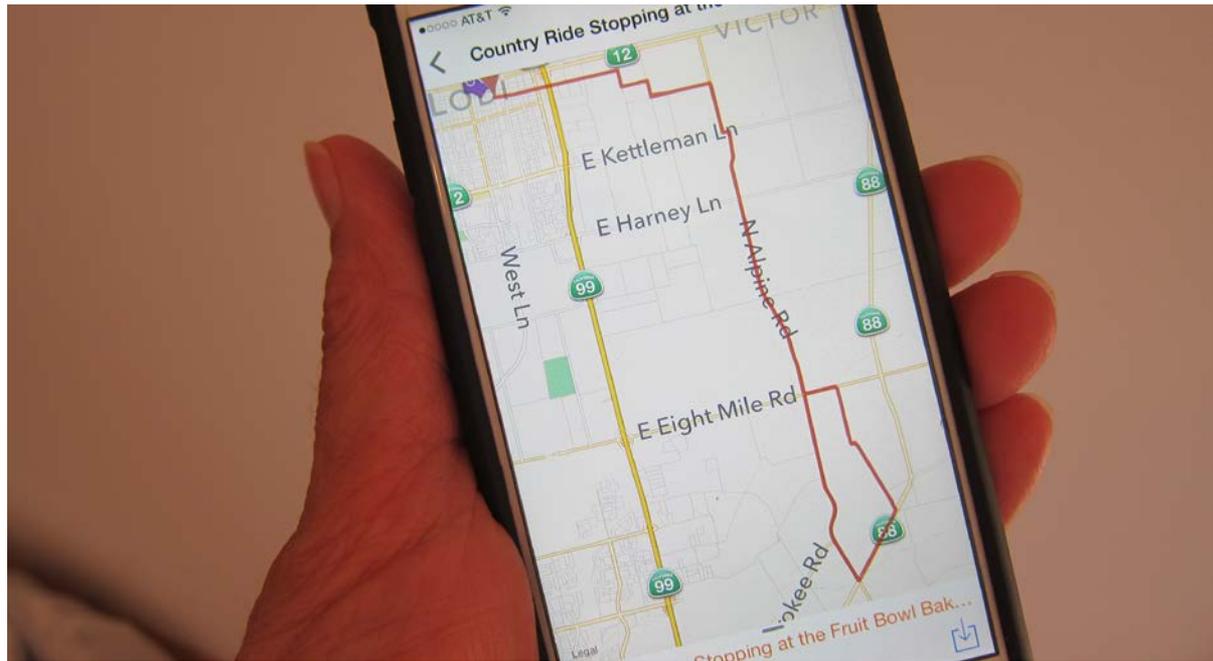
# Lodi Bicycle Commission

Lodi  
Cyclists  
Want to  
Help Plan  
Lodi's  
Future



# Visit Lodi! / RidewithGPS

We've  
Got a  
Cool  
App!



# Thanks to the Test Crew

These people were instrumental in developing and testing the Lodi bike maps.



Mary & Jeff Pell

Bill Mitchell

Kathryn Siddle

Stefan Sekula

Dianna Stein

Kandy Vaccarezza

Christi & Marty Weybret