CITY OF MORGAN HILL

Regular Meeting Agenda

Parks and Recreation Commission

Maureen Grzan-Pieracci - Commissioner
Neil Berman - Commissioner
Craig van Keulen - Chair
Mary Seehafer - Commissioner
Matt Wendt - Commissioner
Richard Scott - Vice Chair
Ronald Locicero - Commissioner

Tuesday, January 21, 2020 7:00 pm

Council Chamber
17555 Peak Avenue, Morgan Hill, CA 95037

CALL TO ORDER

ROLL CALL ATTENDANCE

DECLARATION OF POSTING OF AGENDA

Per Government Code 54954.2

PLEDGE OF ALLEGIANCE

PUBLIC COMMENT

Members of the public are entitled to address the Commission concerning any item within the Commission's subject matter jurisdiction. Public comments are limited to no more than three minutes. Except for certain specific exceptions, the Commission is prohibited from discussing or taking action on any item not appearing on the posted agenda. (See additional noticing at the end of this agenda)

COMMUNITY SERVICES DIRECTOR REPORT

ADOPTION OF THE AGENDA

BUSINESS:

1. **APPROVE THE DECEMBER 17, 2019 MEETING MINUTES**

   Recommendation:

   Approve Minutes.

2. **OLDER ADULT SERVICE STAFF REPORT**

   Recommendation:

   Receive the Older Adult Programs and Services Staff Report

3. **SAND VOLLEYBALL FEASIBILITY STUDY UPDATE**

   Recommendation:

   Receive update on the sand volleyball feasibility study progress.

4. **MAGICAL BRIDGE MORGAN HILL PLAYGROUND SCHEDULE**

   Recommendation:

   Receive update on Magical Bridge Morgan Hill schedule.

5. **COMMISSION WORK PLAN UPDATES**

   Recommendation:

   Review Fiscal Year 2019-20 Work Plan and provide updates on items.

ANNOUNCEMENTS

FUTURE COMMISSION AGENDA ITEMS:

ADJOURNMENT

NOTICE

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act that are distributed to a majority of the legislative body less than 72 hours prior to an open session, will be made available for public inspection at the Office of the City Clerk at Morgan Hill City Hall located at 17575 Peak Avenue, Morgan Hill, CA, 95037 at the same time that the public records are distributed or made available to the legislative body. (Pursuant to Government Code 54957.5)

PUBLIC COMMENT

Members of the Public are entitled to directly address the Commission concerning any item that is described in the notice of this meeting, before or during consideration of that item. If you wish to address the Commission on any issue that is on this agenda, please complete a speaker request card located in the foyer of the Commission Chambers, and deliver it to the Minutes Clerk prior to discussion of the item. You are not required to give your name on the speaker card in order to speak to the Commission, but it is very helpful. When you are called, proceed to the podium and the Mayor will recognize you. If you wish to address the Commission on any other item of interest to the public, you may do so during the public comment portion of the meeting following the same procedure described above. Please limit your comments to three (3) minutes or less.

Please submit written correspondence to the Minutes Clerk, who will distribute correspondence to the Commission.

Persons interested in proposing an item for the Commission agenda should contact a member of the Commission who may plan an item on the agenda for a future Commission meeting. Should your comments require Commission action, your request may be placed on the next appropriate agenda. Commission discussion or action may not be taken until your item appears on an agenda. This procedure is in compliance with the California Public Meeting Law (Brown Act) Government Code §54950.

City Council Policies and Procedures (CP 03-01) outlines the procedure for the conduct of public hearings. Notice is given, pursuant to Government Code Section 65009, that any challenge of Public Hearing Agenda items in court, may be limited to raising only those issues raised by you or on your behalf at the Public Hearing described in this notice, or in written correspondence delivered to the Commission at, or prior to the Public Hearing on these matters.

The time within which judicial review must be sought of the action by the Commission, which acted upon any matter appearing on this agenda is governed by the provisions of Section 1094.6 of the California Code of Civil Procedure.

For a copy of Commission Policies and Procedures CP 97-01, please contact the City Clerk's office (408) 779-7259, (408) 779-3117 (fax) or by email cityclerk@morganhill.ca.gov.

AMERICANS WITH DISABILITIES ACT (ADA)

In compliance with the Americans with Disabilities Act, if you are a disabled person and you need a disability-related modification or accommodation to participate in this meeting, please contact the City Clerk's Office at (408)779-7259, (408)779-3117 (fax) or by email cityclerk@morganhill.ca.gov. Requests must be made as early as possible and at least two-full business days before the start of the meeting.

DRAFT

CITY OF MORGAN HILL

Meeting Minutes
Parks and Recreation Commission

Maureen Grzan-Pieracci	-	*Commissioner*
Neil Berman	-	*Commissioner*
Craig van Keulen	-	*Chair*
Mary Seehafer	-	*Commissioner*
Matt Wendt	-	*Commissioner*
Richard Scott	-	*Vice Chair*
Ronald Locicero	-	*Commissioner*

Tuesday, December 17, 2019 7:00 pm

Council Chamber
17555 Peak Avenue, Morgan Hill, CA 95037

CALL TO ORDER

ROLL CALL ATTENDANCE

Attendee Name	Title	Status	Arrived
Maureen Grzan-Pieracci	Commissioner	Present	
Neil Berman	Commissioner	Present	
Craig van Keulen	Chair	Present	
Mary Seehafer	Commissioner	Absent	
Matt Wendt	Commissioner	Present	
Richard Scott	Vice Chair	Present	
Ronald Locicero	Commissioner	Present	

DECLARATION OF POSTING OF AGENDA

Per Government Code 54954.2

PLEDGE OF ALLEGIANCE

Minutes Acceptance: Minutes of Dec 17, 2019 7:00 PM (BUSINESS:)

PUBLIC COMMENT

None

RECOGNITION

None

COMMUNITY SERVICES DIRECTOR REPORT

Report provided by Chris Ghione.

ADOPTION OF THE AGENDA

Motion Locicero, Second Berman, Approved 6-0.

BUSINESS:

1. APPROVE THE NOVEMBER 19, 2019 MEETING MINUTES

Recommendation:

Approve Minutes.

RESULT:	**ACCEPTED [5 TO 0]**
MOVER:	Maureen Grzan-Pieracci, Commissioner
SECONDER:	Matt Wendt, Commissioner
AYES:	Grzan-Pieracci, van Keulen, Wendt, Scott, Locicero
ABSTAIN:	Berman
ABSENT:	Seehafer

2. OPPORTUNITY FOR MINIATURE GOLF AT THE AQUATICS CENTER

Recommendation:

Recommend the approval of purchase miniature golf at the Morgan Hill Aquatics Center.

RESULT:	**ADOPTED [UNANIMOUS]**
MOVER:	Richard Scott, Vice Chair
SECONDER:	Neil Berman, Commissioner
AYES:	Grzan-Pieracci, Berman, van Keulen, Wendt, Scott, Locicero
ABSENT:	Seehafer

3. SPORTS FACILITY LAND ACQUISITION

Recommendation:

Recommend the purchase of 3.85 acres of property for future sports and recreation facilities.

Minutes Acceptance: Minutes of Dec 17, 2019 7:00 PM (BUSINESS:)

RESULT:	**ADOPTED [UNANIMOUS]**
MOVER:	Ronald Locicero, Commissioner
SECONDER:	Matt Wendt, Commissioner
AYES:	Grzan-Pieracci, Berman, van Keulen, Wendt, Scott, Locicero
ABSENT:	Seehafer

4. COMMISSION WORK PLAN UPDATES

Recommendation:

Review Fiscal Year 2019-20 Work Plan and provide updates on items.

RESULT:	**ACCEPTED**

ANNOUNCEMENTS

FUTURE COMMISSION AGENDA ITEMS:

ADJOURNMENT

7:24pm

CITY OF MORGAN HILL

PARKS AND RECREATION COMMISSION STAFF REPORT
MEETING DATE: January 21, 2020

PREPARED BY: Debbie Vasquez,
APPROVED BY: Chris Ghione, Public Services Director

OLDER ADULT SERVICE STAFF REPORT

RECOMMENDATION(S)
Receive the Older Adult Programs and Services Staff Report

REPORT NARRATIVE:

Background
The Morgan Hill Centennial Recreation Senior Center has been a hub for older adult services since 2008. The unique partnership between the City of Morgan Hill and YMCA created a model that provided for immense older adult services at a very low cost to taxpayers.

In September 2015 the City of Morgan Hill hired an Older Adult Services Supervisor to oversee Programs and Services for the 50+ population. From September 2015 to April 2016 staff worked to assemble the Senior Advisory Committee and put together a work plan to earn Morgan Hill the designation of being a World Health Organization Age-Friendly City.

At the November 18, 2015 City Council Meeting, staff provided an overview of the World Health Organization's (WHO) "Age-Friendly" City designation process. Reflected in that report were two major global trends: rapid aging and increasing urbanization.

On April 6th, 2016 staff gave a report at City Council on the World Health Organization's "Age-Friendly Cities" Initiative and the City Council adopted a resolution:

1) Designating Morgan Hill's commitment to become an "Age-Friendly" City;
2) Authorizing the Mayor to sign a letter of support; and
3) Authorizing the City Manager to execute the application form to the World Health Organization for designation of Morgan Hill as an "Age-Friendly" City.

In an Age-Friendly City, policies, services, settings and structures enable and support people as they grow older to live healthy and vibrant lives. Age-Friendly ideals optimize opportunities for health, participation and security in order to enhance the quality of life as people age. There are 8 domains which make up an aging friendly City; Mobility/Transportation, Outdoor Spaces and Buildings, Housing, Social Participation, Respect and Social Inclusion, Civic Participation and Employment, Communication and Information, Community and Health Services.

Three projects were identified by the Senior Advisory Committee to submit with the

World Health Organization Age-Friendly application. These projects addressed three of the Age-Friendly domains; Communication/Information, Mobility/Transportation, Community Support/Health Services.

On June 24, 2016, the City of Morgan Hill was welcomed as a new member of the World Health Organization's Global Network of Age-Friendly Cities and Communities and has been a leader for other cities in this County-wide initiative. The designation has committed Morgan Hill to an intentional planning and improvement process to better meet the needs of our older adult residents.

From 2016-2019 City teammates have worked diligently to address the top priorities as identified through the Age-Friendly planning process, and many achievements have been made. The most notable achievement is the addition and success of the Volunteer Driver Program, Get'n Around Town. Transportation is one of the most pressing challenges facing rural communities and has emerged as a critical support for aging in place. Some rural areas offer a variety of transportation services, and many, like Morgan Hill have fewer options. Our Get'n Around Town program was established to address this critical issue. It is a door-to-door transportation service that allows seniors who are homebound to be able to stay connected to their community and to access vital services. Volunteers who have been screened, use their own time and vehicle to provide rides to eligible seniors who are no longer able to drive. The volunteer picks the senior up at their residence, drives the senior to their destination, and then returns the senior home again. Currently rides are being offered in Morgan Hill between the hours of 8am-5pm Monday through Friday. There is a small fee associated with this service. The biggest challenge with this program is having limited financial resources for ongoing staff time necessary to administer and grow this impactful program. Currently there are 41 active riders, the average age of riders is 85. A total of 1,316 rides have been provided with mileage of 3,794. Currently, there are 20 active volunteer drivers who have volunteered 786 hours of time. Staff have included a flyer about the Volunteer Driver Program and will highlight during the presentation.

With a limited budget and a very lean team of one full-time, and three part-time teammates, this department relies heavily on partnerships, collaborations, as well as volunteers. The Older Adult Services department also oversees the Volunteer Program for the Community Services Department and has helped recruit over 500 volunteers for events such as Amgen, Tree Planting, Creek Clean up, Get Fit, Youth Tri and has onboarded more than 75 volunteers who work within the department on an ongoing basis.

One of the key community events the Senior Advisory Committee and Morgan Hill Aging Council have organized the last two years is Healthy Aging Week. The goal of Healthy Aging week is to keep older adults engaged and connected through a variety of social events, activities, presentations, and provide information on community resources. It is an opportunity to access local senior services, explore new areas of interest, meet other seniors and have a good time. Healthy Aging Week consists of several different types of exercise classes, dance party, Bingo, Guided Hike, Bike Ride, Movies, Presentations, Bocce Ball Tournament, and Annual Senior Resource Fair. This

week exemplifies community collaboration and partnerships and has been a huge success with over 450 older adults participating in the week long activities. The Morgan Hill Chamber of Commerce, Visiting Angels, Anthem/Caremore, Home Instead, County Department of Aging and Adult Services, CRC, Friends of the Morgan Hill Senior Center, Westmont Senior Living, Sue's Story Project, Loma Clara, Rusconi, Foster and Thomas as well as over 30 other senior service providers and individuals within the community helped bring this vision to reality. For 2020 the committee is planning Healthy Aging Month in October with key highlights spaced out each week throughout the month.

For the month of December over 140 people attended the Holiday Party on December 20th at the Senior Center. Many seniors who attend the Senior Center consider this community part of their family. At this festivity, every senior received a gift, a free full holiday spread for lunch, and were surrounded by a caring senior family and friends.

Sustainability of Older Adult Services is a top priority and the team has been working collaboratively with the Friends of the Morgan Hill Senior Center to fully implement an Endowment Program. The goal of this Endowment Program is to raise 1.5 million dollars through Naming Rights, a Giving Tree, and other Planned Giving. Since the Endowment Kick Off event in August, this committee has been able to raise over $116,000 to grow the Morgan Hill Senior Support Fund being managed by the Silicon Valley Community Foundation. To date the balance in the fund is over $304,966.95.

The Older Adult Services Strategic Planning process is underway and in the final stages. The Senior Advisory Committee has been engaging the community through focus groups, community meetings, and will be conducting one more online survey. This new plan will take a more comprehensive look at Older Adult Services throughout the City and prioritize initiatives that create a more Age-Friendly Morgan Hill where older adults thrive. Some key questions for the commission have been included in the presentation as part of our outreach strategy. We plan to bring the final draft of the Strategic Plan to the commission before the end of this fiscal year.

Staff will give an overall update on the programs and services provided by the department.

LINKS/ATTACHMENTS:

1. Age-Friendly Projects

City of Morgan Hill
World Health Organization
Age-friendly City Projects

Short-Immediate-Project #1: Improve Communication and Information

Communication and Information: Communication and access to information in today's society can be challenging. People of different ages have varying levels of comfort, ability to use, and access to the various types of media that are used. Although communicating exclusively through digital formats is increasingly common, print media or community information areas (e.g., pin boards, pamphlets, displays) are preferred or required by many older adults. In order for Morgan Hill to be an age-friendly city with respect to communication and information, it is important to provide information in a range of ways that are easy to find, improve online resources and formatting (e.g., websites age friendly), utilize existing organizations to disseminate information and opportunities for engagement and activities, and provide educational opportunities for learning new technologies and media.

- **Launch a Newspaper Column, and have an Age-Friendly Educational Campaign**: Utilize the newspaper column to communicate important issues concerning our seniors. Educate the community about what "age-friendly" means and why it matters? How can we become more age friendly, and how can individuals contribute to the effort? These questions surround the push to make cities around the world age friendly, and Morgan Hill is primed to take the initiative to the next level. We should highlight the fact that our city is aging in an unprecedented fashion; create an understanding that aging is an issue that affects everyone; provide examples of what "age friendly" is (e.g., respecting and valuing older adults, intergenerational mentoring); and highlight opportunities for community support and action.
- **Improve the dissemination of information** through existing organizations and communication channels. This should include faith-based organizations, senior housing facilities and mobile home parks, neighborhood associations, HOA's and other places where information exchanges can and should be concentrated.

Short-Immediate-Project #2-Improve Access to Community Support and Health Services

Community Support and Health Services: Community and Health Services are particularly important for older adults due both to normal aging processes and to disease-related challenges that often occur later in life. It is crucial to determine how to shift from a model of acute care that depends on large-scale medical institutions to a preventive and proactive model that values home and community-based care, as well as a range of supportive health policies and approaches.

Partnerships and collaborations-continue to establish partnerships and collaborations to deliver programs and services to meet the needs of our community. There is still a very high need for Case Management as well as other support services.

Attachment: Age-Friendly Projects (2627 : Older Adult Service Staff Report)

- **Internship Site-**Work directly with the local Universities, utilizing departments such as Nursing, Health Professionals, Health Science and Recreation, Social Work, Gerontology to deliver innovative programs and services at low cost to the community.
- **Case Management-**Continue to work with the County, Sourcewise, Institute on Aging and other providers to try and secure Case Management at the Senior Center.

Long Range- Project #3: Foster the use and availability of alternative transportation options.

Transportation: Transportation is vital to older adults' mobility, quality of life, and independence. It takes many forms, including private automobiles, public transit and paratransit services, community transportation options, bicycling, walking, and other emerging modes (e.g., small electric vehicles). Historical development patterns affect our transportation choices, and areas within Morgan Hill hold differing challenges and opportunities. Transportation planning is critically important to creating an age-friendly community, including the need to locate transportation infrastructure in close proximity to housing that meets the need of a range of citizens, as well as to services that are necessary for accomplishing daily activities.

Transportation is a complex issue, and South County has unique challenges that will need to be addressed. This will require working regionally and collaboratively with VTA, other key stakeholders, and community partners.

- **Shuttle Service**-Work to establish a bus/van shuttle to and from the Senior Center to various locations throughout Morgan Hill. This shuttle could pick up/drop off at Westmont, The Lodge, Mobile Home Parks, Downtown and other key locations in the community. The shuttle could be used for day trips, getting a group of seniors to special events/meetings, and community volunteer opportunities. In addition, the shuttle could be utilized for youth programming, as well as the Youth Advisory Committee. In order to bring this goal to fruition it will require working to identify potential community partners and funding sources.
- **Explore other** transportation options that are community oriented, such as car-share, volunteer drive programs, and local cooperatives.

Attachment: Age-Friendly Projects (2627 : Older Adult Service Staff Report)

CITY OF MORGAN HILL

PARKS AND RECREATION COMMISSION STAFF REPORT
MEETING DATE: January 21, 2020

PREPARED BY: Chris Ghione, Public Services Director
APPROVED BY: Chris Ghione, Public Services Director

SAND VOLLEYBALL FEASIBILITY STUDY UPDATE

RECOMMENDATION(S)
Receive update on the sand volleyball feasibility study progress.

REPORT NARRATIVE:
The City of Morgan Hill has engaged Management Partners to conduct a demand and facility analysis relating to the viability of a sand volleyball complex in Morgan Hill. The City has seen community and regional interest in a facility, but the City is conducting the study to assess the viability of a facility that to be used and to operate in a fiscally sustainable manner.

Management Partners has conducted significant work to this date and produced an interim report (Attachment 1). The report's initial conclusions are that a destination sand volleyball facility may be viable in Morgan Hill, meaning through the research so far there are no fatal flaws that would clearly rule that a facility would not be viable. However, additional work must be performed prior to a definitive conclusion of viability. City staff and management partners will continue with the following next steps for the study:

1. Conduct a survey of prospective users to gauge the commitment (high, medium or low) and type of play that might follow construction of a sand volleyball facility. This will be especially important in view of Morgan Hill's geographic location and the challenging traffic environment in the Peninsula, the East and South Bay areas.

2. Hire a design consultant to assist City staff in estimating costs for varying levels of play in relation to the audience to be attracted to a facility. Such a consultant should also advise on how a facility might be phased in terms of the number of courts and amenities required for various sized tournaments.

It is believed these steps will be achievable within the next three months. The complete report provides significant background detail and recommendations for review by the Parks and Recreation Commission.

LINKS/ATTACHMENTS:
1. Sand Volleyball Interim Demand and Facility Analysis

City of Morgan Hill
Sand Volleyball Demand and Facility Analysis

Interim Report: January 2020

Attachment: Sand Volleyball Interim Demand and Facility Analysis (2629 : Sand Volleyball Feasibility Study Update)

Management Partners

Management Partners

Attachment: Sand Volleyball Interim Demand and Facility Analysis (2629 : Sand Volleyball Feasibility Study Update)

January 9, 2020

Mr. Chris Ghione
Community Services Director
City of Morgan Hill
17575 Peak Avenue
Morgan Hill, CA 95037

Dear Mr. Ghione:

Management Partners is pleased to transmit this interim report regarding the potential for a sand volleyball facility in the City of Morgan Hill. We have evaluated the demand for the sport as best as we can from the available data, and believe the sport is expanding significantly at the youth level. Further, there is no public sand volleyball destination facility in the Bay Area, although there are several sand volleyball courts in various locations. As a result, we believe the City should move forward to obtain more specific information from the sports organizations and club and high school teams to more precisely determine how much of the youth recreational and tournament play might travel to southern Santa Clara County.

We look forward to working with the City on any next steps that may inform decisions regarding a sand volleyball facility in Morgan Hill.

Sincerely,

Andrew S. Belknap
Senior Vice President

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Attachment: Sand Volleyball Interim Demand and Facility Analysis (2629 : Sand Volleyball Feasibility Study Update)

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Attachment: Sand Volleyball Interim Demand and Facility Analysis (2629 : Sand Volleyball Feasibility Study Update)

Attachment: Sand Volleyball Interim Demand and Facility Analysis (2629 : Sand Volleyball Feasibility Study Update)

Executive Summary

Leaders in the City of Morgan Hill are interested in assessing the demand for sand volleyball that might support a destination complex being constructed in the City. The City has potential land for further sports facilities as well as a capital improvement program that may support construction of a facility; the question is whether sand volleyball fits with the overall vision for the site and whether it is sustainable. A previous sports marketing study clearly established that sand volleyball is a rapidly growing sport and therefore a critical area of assessment is whether volleyball sports enthusiasts might be attracted to southern Santa Clara County for tournament, training or recreational play.

Our interviews, research and analysis resulted in the following major conclusions:

1. There is no public *destination* sand volleyball facility in the Bay Area, although there are courts at many different locations including colleges, universities, high schools and a few cities. Demand for these courts appears to be high.
2. The California Interscholastic Federation (CIF) has not yet recognized sand volleyball at the high school level for competition but is expected to in the future. Given the growth of scholarships at the college and university level, high schools will need to either build sand volleyball courts or use local courts.
3. Private and public high school club sand volleyball teams are significantly expanding in Northern California to meet interest and fill the void of a feeder system for the growth at the college and university level. This increase appears to be outpacing the building of necessary facilities for practice, leagues, and tournaments and is leaving teams scrambling to find places to play.
4. Adult play has a long history of venues at beaches on the coast of California. As there is currently no major "inland" complex for sand volleyball, it would be expected that should Morgan Hill develop a complex, the adult play will probably lag until adults see what Morgan Hill has to offer.

5. Though adult play will continue to grow as the sport grows at the youth level, Morgan Hill's focus should likely be on youth play at any complex to be built in Morgan Hill. College and university facilities tend to stay within their own or comparable institutional sites for play, practice and tournaments.
6. Youth clubs and teams are looking for places to practice, play challenge matches against other clubs and teams, and create leagues and tournaments that can be used to develop the next level of athletes for the sport. However, Morgan Hill's geographic location may limit the amount of practice play during the week due to traffic and long travel times to get there.
7. While there is good information regarding youth tournament play in Northern California, data are insufficient to assess the number of players involved, the number of teams, whether they would travel to southern Santa Clara County to play, or how often. Additional information from the various sponsoring organizations and schools is required to perform an in-depth marketing analysis. As is traditional with sport sanctioning organizations, they will not commit to bring tournaments to a location until the complex is completed and ready for play.
8. Until further information is obtained from the various sponsoring organizations, schools and clubs (and there are many), as well as the various tournament sponsors, it is not possible to reasonably assess how much training or tournament play might be captured at a *destination facility* in southern Santa Clara County and how much revenue might be generated. (This report does provide revenue information from two cities that have sand volleyball courts for recreation and training play.)
9. For tournament play in California, the average tournament for youth will be 9 to 16 teams (18 to 32 youth players), with adult tournaments as large as 80+ teams (160+ players). In speaking with governing organizations, the rule of thumb is to count 1.5 spectators per player. This means a large youth tournament of 16 teams will attract about 80 in attendance, and a large adult tournament will attract about 400 in attendance.

Nonetheless, there is more than anecdotal information that a destination facility may be of significant interest to the youth enthusiasts in the sport. Sand volleyball facilities are clearly not keeping pace with the rising interest in the sport or the play itself.

After further information gathering, construction of an initial set of courts (not a complete destination facility) in Morgan Hill may be the ultimate gage as to whether it will or can be a sufficient draw for the youth

Attachment: Sand Volleyball Interim Demand and Facility Analysis (2629 : Sand Volleyball Feasibility Study Update)

market, particularly for tournament play. Assessing traffic challenges around the South and East Bay, even on weekends when tournament play would occur, will be an important consideration. To further consider this potentially viable sport coming to Morgan Hill, Management Partners' major recommendations are that the City:

- Conduct a survey with team and school sand volleyball sponsors across the Peninsula, South and East Bay to determine their level of interest in traveling to a destination facility in Morgan Hill and for what purpose, i.e., recreation, training, or tournament play.
- Hire a design consultant to work with City staff to develop some initial cost estimates based on the level of play intended and the number of courts that might be constructed in a first phase.
- Utilize survey data to convene focus groups *from the sport* (coaches, schools, tournaments, clubs, sanctioning organizations and potential operators, etc.) to provide information and input about what might be minimally required for recreation, practice, or tournament play.
- Consider issuing a formal Request for Information (RFI) (following the survey and initial design and cost information) inviting potential operating partners to the City to discuss their interest in partnering with the City for operations, design and construction of a facility (in whole or in part).

Should a high level of interest and potential play at a Morgan Hill sand volleyball facility become evident, the City could then proceed to develop operational cost estimates and revenue projections. The design consultant work will allow the City to determine capital costs and the baseline needed for developing operational cost estimates. If such an operating analysis results in a supportable facility, then the City would proceed to develop an RFP for master planning the site and construction, likely in phases. This should also include an exploration of possible operational partners to reduce the risk to the City.

This report is organized into the following major sections:

- Project Approach
- The Demand
- Estimated Costs and Revenues
- A Strategy for Moving Forward
- Conclusion

Attachment: Sand Volleyball Interim Demand and Facility Analysis (2629 : Sand Volleyball Feasibility Study Update)

Attachment: Sand Volleyball Interim Demand and Facility Analysis (2629 : Sand Volleyball Feasibility Study Update)

Project Approach

Management Partners approached this project primarily through extensive interviews, a review of data regarding current court locations and tournament activity, as well as a high-level review of several complexes. Our primary focus was to try to inform a framework for the City to move forward, and to assess the demand in this clearly growing sport.

Interviews

Management Partners' project team members conducted interviews across a wide spectrum of the sport. Our objective was to gather information about the operation, use, and interest in sand volleyball should the City of Morgan Hill build sand volleyball courts. The individuals we interviewed represented City staff who would be responsible for a sand volleyball complex, advisory body members who had expressed interest in bringing sand volleyball to Morgan Hill, and representatives from various sand volleyball organizations.

The City provided a comprehensive list of coaches, private clubs, and organizations that support sand volleyball, including letters of support for what Morgan Hill is considering. Management Partners was not able to interview everyone on the list; however, the documentation of these contacts does build on the interest that has been expressed for a sand volleyball complex in Morgan Hill.

Interviews were conducted with the following individuals or organization representatives:

- Director of Community Services
- Community Services Manager
- Community Services Supervisor (2)
- Parks and Recreation Commissioner (2)
- City of Santa Cruz Park and Recreation Supervisor (2)
- Economic Development Director
- West Valley College Administrative Services
- USA Volleyball
- Northern California Volleyball Association

- City of Walnut Creek
- Town of Moraga
- Northern California High School Beach Volleyball League
- California Beach Volleyball Association
- City of Huntsville Parks and Recreation
- Sand Court Experts
- Vance Brown Builders
- Local sand volleyball coaches

The major takeaways from the interviews were:

1. Sand volleyball is a growing sport if for no other reason than the adoption of women's beach volleyball at the NCAA scholarship level in 2016.
2. There is no single governing body that oversees sand/beach volleyball. As a result, there is no single database, listing of tournaments, and/or organizing body. This can make the potential viability and financial assessment of the merits of constructing a sand volleyball complex more difficult, as there are many competing interests.
3. Although the California Interscholastic Federation (CIF) has not yet recognized sand volleyball at the high school level for competition, with the growth of scholarships available at the college and university level, recognition is expected in the future. This will grow the sport at the high school level and require schools to either build sand volleyball courts or use local public courts.
4. Despite the lack of CIF recognition, there has been a growth in private sand volleyball clubs/programs including the Northern California High School Beach Volleyball League (which has grown from 4 teams in 2017 to 71 teams in 2019).
5. It does not appear that a complex in Morgan Hill would compete with the beach volleyball courts in Santa Cruz. The events that occur in Santa Cruz have long roots in the beach volleyball culture that is Santa Cruz and are primarily geared toward adult play. Santa Cruz is currently at capacity with adult play and turns youth teams away. Some tournaments (typically sanctioned by various organizations) therefore, may choose to go to a complex in Morgan Hill should one be built. The potential capacity spillover from Santa Cruz would likely be in the youth divisions, with interest from youth teams, clubs, and their respective coaches.
6. Competitive sand volleyball courts are being built at high schools, community colleges, colleges and universities (Notre Dame-Belmont High School, Stanford University, West Valley College,

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and Cal Poly San Luis Obispo). However, these courts have only limited available space that can be used by the community outside of college use. Aside from Santa Cruz, there is no other major public complex (minimum five courts) in Northern California.

Data Collection

To collect relevant information, we utilized publicly available information on the web. To identify facility locations and tournament activity, we utilized junior volleyball association websites including Northern California Volleyball Association (NCVA), USA Volleyball, California Beach Volleyball Association (CBVA), and the City's Bikeways, Trails, Parks and Recreation Master Plan. Specific information for each facility was obtained from their websites and/or phone conversations with a staff representative. This research informed the case study information collected, which is summarized in the following section.

Case Studies

Initially, Management Partners planned to identify two comparable sand volleyball facilities in California to assess the factors that led to their construction, size and amenities, and lessons learned. Since sand volleyball as a competitive sport remains in a state of infancy, we were unable to find comparable facilities to prepare case studies containing lessons learned.

The sand volleyball courts in California are diverse in their size, quality, number, and institutional affiliation. Some facilities are located along a public beach, some are within parks, and some are on the campuses of high schools, community colleges, colleges or universities. Despite these challenges, Management Partners contacted staff representatives from two facilities in Santa Cruz, California, and Huntsville, Alabama, which operate multi-court sand volleyball facilities. The discussions did not yield operating or revenue information (Santa Cruz does not track usage or separate sand volleyball costs from general beach maintenance; Huntsville has been in operation for less than a year) but did provide some general insight about operations. A summary of the information gathered is provided below.

Santa Cruz Beach Sand Volleyball

The City of Santa Cruz has a long tradition of providing sand volleyball courts on the main beach in Santa Cruz. Historically, the courts were placed at the beach, weather permitting, with use available on a first come, first served basis. As beach volleyball became more popular, the California Beach Volleyball Association was founded in 1962. With this

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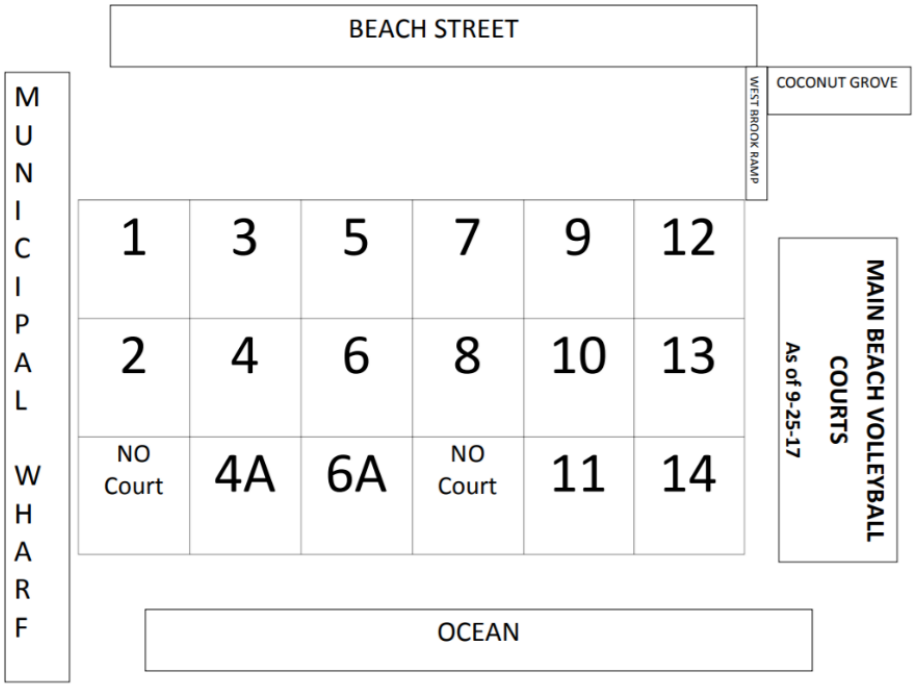
formation, beach volleyball leagues formed and tournaments started being held in Santa Cruz and up and down the coast of California, mostly at the adult level. The rest, as they say, is history.

The City of Santa Cruz has 16 beach volleyball courts available for rent on the main beach in Santa Cruz. All courts have professional grade nets and different heights for men and women. Parking and restrooms are located nearby on Beach Street. Court fees are $10 per hour per court at the standard rate and $8 per hour for nonprofit organizations. Fees must be paid when booking the reservation, which must be made a minimum of five days in advance. The City of Santa Cruz maintains the beach volleyball courts as part of its regular beach maintenance. A diagram of the courts is shown in Figure 1.

Figure 1. Santa Cruz Main Beach Volleyball Courts Layout



Note: The court layout reflects the scheduled layout. Beach and weather conditions may result in a different configuration.

In recent years the City has tried to balance having courts available for first come, first served use and scheduled use. The City can set up a maximum of 16 courts; however, number and placement ultimately are determined by weather and beach conditions. The City is currently seeking approval from the California Coastal Commission (CCC) to add two additional courts (which is currently under consideration). The CCC oversight at the public beach limits what the City can do and limits their ability to meet the demand that is requested.

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From a City standpoint, the courts are at maximum use and they turn away requests on a regular basis. The increased demand for use has recently been at the youth level, where more and more club teams are looking for space, including teams that are willing to drive over the hill from the San Jose area.

Unfortunately, the City does not track maintenance costs as the sand courts are one of many responsibilities of the Parks Division. The City also does not track total usage or by age group or revenue specifically related to sand volleyball.

In talking with City staff, they do not believe a complex in Morgan Hill would compete with their complex as Santa Cruz continues to be a beach destination tourist community. People play at the courts in Santa Cruz because it is tradition and a cultural experience. Even if the City is able to construct additional courts, they believe requests for use from youth clubs will continue to outpace their ability to provide space.

Huntsville Sand Volleyball Complex, John Hunt Park

As part of the City of Huntsville's renovation of John Hunt Park, a 428-acre site in the center of Huntsville, a new 17-acre professional sand volleyball complex was completed earlier this year. This facility was created to accommodate tournament-level play and was built with additional amenities to support this mission. Amenities include the following:

- Professional level net systems
- Musco LED lighted courts
- Covered viewing area
- Wi-Fi
- Sound systems for music and play-by-play announcements
- Web cams
- Cooling rooms to keep players from overheating
- Ice machine for injury ice
- 24 inches (4,500 cubic yards) of top-grade beach sand
- Automated sand watering system
- Locker room with restrooms, showers and dressing rooms
- Concession/meet management area
- Utility hook-ups in a designated area for food trucks

Management Partners spoke with the recreation superintendent responsible for the Sand Volleyball Complex to gather more information. A figure of the original court layout is provided below in Figure 2.

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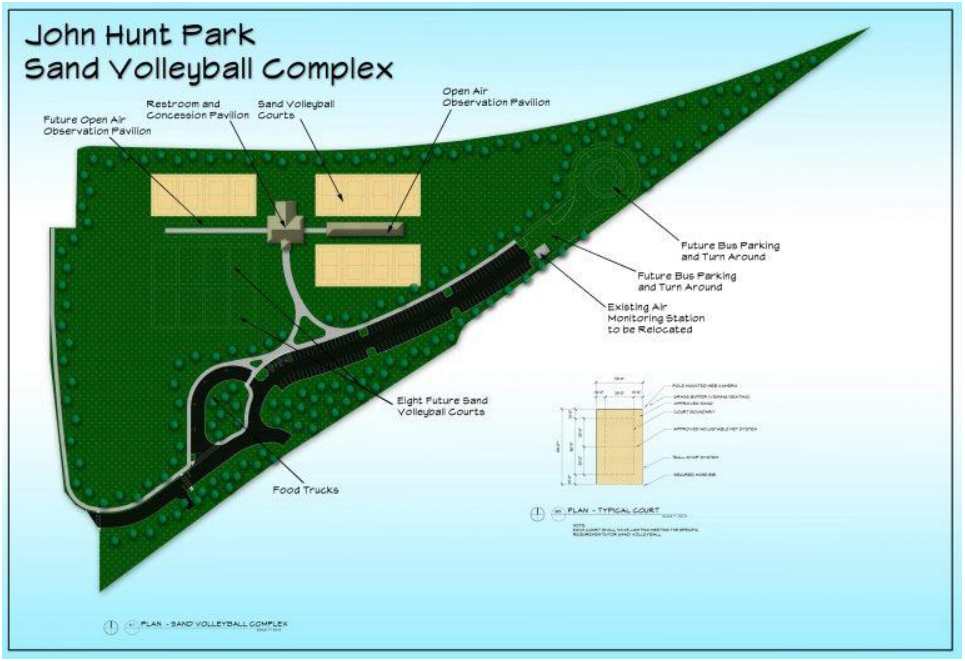
Figure 2. John Hunt Sand Volleyball Complex Layout (Original)



The recreation superintendent explained that the site was finished in July of 2019 and had hosted one tournament at the time of our interview. This was an Amateur Athletic Union (AAU)-sanctioned junior's tournament for those under 18 years of age.

Upon completion of the site, the City announced an agreement with a third party to support its operation. The Huntsville Sports Commission partnered with Rally through a three-year agreement that requires Rally to host a certain number of events at the site each year, with the number of events increasing each year of the agreement. Rally is company based in Cartersville, Georgia, that appears to host volleyball events, tournaments, and camps in the south. They also host events at another facility in Cartersville, Georgia.

Following completion of the Huntsville Sand Volleyball Complex, the City learned that to host collegiate tournaments, a five-court configuration would be required. To capture this market, the City closed the courts after their first junior tournament to add a fifth court to one of the court clusters to accommodate collegiate tournament play. The City hosted its first collegiate tournament in the beginning of November 2019. Since this complex is continuously evolving and is in its first year of operation, revenue and expenditure data were not available. The agreement with Rally was also not publicly available.

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The Demand

According to the 2017 Johnson Report commissioned by the City of Morgan Hill, "sand volleyball is a fast-growing sport due to the recent sanctioning by the International Olympic Committee and the NCAA." The NCAA approved women's beach volleyball as a recognized inter-collegiate sport in 2015, starting with the 2016 season. This approval included the establishment of athletic scholarships and, as a result, the fastest growing documented volleyball markets are high school level volleyball clubs.

Beach or Sand Volleyball?

Sand volleyball participation has grown across all age categories since 2009, based on information provided by the 2017 Johnson Report. A summary of the participation growth from 2009 to 2015 is provided in Table 1.

Table 1. Volleyball Participation Growth from 2009 to 2015 (All Ages)

Sport	2009 Participants (in millions)	2015 Participants (in millions)	Total Growth (2009 to2015)	Average Annual Growth (2009 to2015)
Volleyball (Sand/Beach)	4.3	4.8	10.70%	1.70%

Source: Morgan Hill Sports Market Study, Johnson Consulting, May 2017.

Historically in California (and other parts of the country with ocean beach access), beach volleyball is a sport that has been played in the sand on the beach near an ocean. It has culturally been an adult activity, usually played as a pick-up game. Communities and agencies would set up poles and sometimes leave nets up, and people would come and just play.

In 1962 with the formation of the California Beach Volleyball Association, the sport became more organized with leagues and tournaments. Because of the interest in the sport, "sand" volleyball has grown in locations away from a beach. This expansion in areas to play, along with the sanctioning by the NCAA as a competitive sport, has caused sand volleyball to grow, especially at the youth level, and allows the sport to be played anywhere there is interest.

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Culturally, though beach and sand volleyball have the same roots. It is the ability for sand volleyball to be played anywhere (including some indoor venues) that is the reason more communities are looking to build facilities.

In most sports at the college or university level where scholarships are offered, the high school level is the training ground, either through high school competitive sports or private clubs. For sand volleyball, there was not any recognized association of clubs in California until the Northern California High School Beach Volleyball (NCHSBV) league was founded in 2017.

As sand volleyball is still not a high school program in California, the NCHSBV league has grown in the past three years from four teams in 2017, to 32 teams in 2018, and 71 teams in 2019. The season ends with a tournament that sends the Northern California winner to play against a winner from Southern California. In speaking with league officials, continued and significant growth is expected over time and has already outpaced the ability to find practice and game facilities.

Additionally, as with most sports, private "club" teams are formed that practice and compete against other clubs. The Bay Area has several clubs that are looking for space to practice and compete. Like the NCHSBV league, the clubs are finding it difficult to secure space. However, we are unable to determine what the potential for this market really is.

Sand Volleyball Associations and Tournament Information

While sand volleyball remains an emerging sport, there are formal associations that operate or sponsor the sport within California. They are:

- **USA Volleyball** is a non-profit organization that is formally recognized as the national governing body of volleyball in the United States by the Federation Internationale de Volleyball and the United States Olympic Committee (USOC). USA Volleyball represents both sand and indoor volleyball.
- **Amateur Athletic Union (AAU)/Club programs** exist in the form of individual club teams. AAU also hosts various tournaments, including junior Olympic games to provide opportunities for teams to pursue collegiate level play.
- **NCAA sand volleyball programs** are present in more than 90 colleges throughout the country at the Division 1, 2 and 3 levels, with 62 located in California.
- **Junior colleges** also offer sand volleyball programs, with 38 junior colleges in California.

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- **Northern California Volleyball Association (NCVA)** incorporated as a non-profit corporation in 1982, under USA Volleyball. The NCVA operates separately than USA Volleyball, but abides by their set rules. The NCVA hosts and approves competition, fellowship play, clinics, and league tournaments. The NCVA hosts three National Qualifying Tournaments for USA Volleyball and aids in the development of players, coaches, referees, and scorekeepers.
- **California Beach Volleyball Association (CBVA)** is a non-profit corporation created in 1962 to conduct outdoor volleyball events. It hosts over 1,000 tournaments each year across more than ten skill or age divisions, in more than 21 locations. It has nearly 8,000 active members.
- **Northern California High School Beach Volleyball League** was created to form "club" teams at local high schools. Starting with four teams in 2017, the league has grown to 71 teams in 2019 and ends the season with a tournament that has Northern California teams compete against teams from Southern California.

Of the Juniors Sand Volleyball Tournaments, most events are for girls only, representing 81% of all tournaments in Northern California from 2018 to 2020. Table 2 shows a breakdown of the Juniors Beach Volleyball tournaments by gender.

Table 2. Juniors Beach Volleyball Tournament Participation by Gender from 2018 to 2020

Genders Included	Number of Events	Percent of Events
Girls Only	174	81%
Both	38	18%
Boys Only	3	1%
TOTAL EVENTS	**215**	**100%**

Source: Juniors Beach Volleyball Tournament website.
Note: Inclusion is based on participant classes. Participant groups are classed by gender and age.

Table 3 shows the Juniors Beach Volleyball tournaments by age. The majority of tournaments falls in the 18 and under category, representing 65% of all tournaments from 2018 to 2020.

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Table 3. Juniors[1] Beach Volleyball Tournament Participation by Maximum Age from 2018 to 2020

Maximum Age	Number of Events	Percent of Events
10U	0	0%
12U	8	4%
14U	32	15%
15U	2	1%
16U	34	16%
18U	139	65%
ALL	**215**	**100%**

Note: Event age brackets include all ages up to the indicated (e.g., 15U includes all players up to age 15).
[1]Juniors classifications are designated by a number representing age, and a "U" for "Under" (e.g., 12U is for players aged 12 and under). Any player may participate in any bracket where they fall beneath the maximum age. (For example, a 16-year-old could participate in an 18U bracket if the event does not include a 16U bracket.) Not all girls' events include all brackets. Events that include boys are fewer and all but three include all ages.

While Table 3 shows tournaments by the maximum age, Table 4 shows the breakdown in tournaments by the actual ages. Here, most age ranges are much younger, with 69% of events hosted for youth between 13 and 14 years of age. The total adds to more than 215 events for the period as most events host multiple age brackets.

Table 4. Juniors Beach Volleyball Tournament Participant Age Ranges from 2018 to 2020

Specific Age Brackets	Number of Events	Percent of Events
10 and Under	25	12%
11 to 12	102	47%
13 to 14	148	69%
15	30	14%
16	153	71%
17 and 18	139	65%

In addition to the tournament facility data, we collected information on which high schools in Northern California have club-level volleyball players. Again, these data do not include the number of teams or players but offer insight into where the players attend high school. A total of 60 high schools have club sand volleyball teams. Their distribution by region is provided in Table 5.

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Table 5. Northern Californian High School Beach Volleyball Teams by Region

Region	Number of High Schools
Central Valley	2
Chico	1
East Bay	17
Monterey	1
Napa Valley	2
North Bay	5
Peninsula	17
San Francisco	4
Santa Cruz	8
South Bay	3

Source: NorCal Beach Volleyball High School League Website.

Most of the demand for sand volleyball is in the East Bay and the Peninsula; the South Bay only has three high schools with teams. Due to the lack of undeveloped land, Morgan Hill may be able to capture some of the demand for practice play from the Peninsula though it may be more difficult to attract the schools located in the northern portion of the region. Tournament play typically occurs on weekends and may draw from a larger geographic area, including the East Bay.

A list of all high schools with beach volleyball teams from both the Peninsula and South Bay regions is provided in Table 6. The last column indicates whether the schools are located within 40 minutes of Morgan Hill to better assess the feasibility of using the courts on a weekday. The check marks (✓) show those schools that are located with less than a 40 minute commute on a weekday. By factoring in the weekday commute times, we expect only 3 of the 19 schools with beach volleyball teams would be able to utilize the courts during the week.

Table 6. Peninsula and South Bay High Schools with Beach Volleyball Teams

High School Name	City	Region	Within 40 minutes
Aragon High School	San Mateo	Peninsula	
Carlmont High School	Belmont	Peninsula	
Gunn High School	Palo Alto	Peninsula	
Harker School	San Jose	South Bay	✓
Hillsdale High School	San Mateo	Peninsula	
Homestead High School	Cupertino	Peninsula	
Los Altos High School	Los Altos	Peninsula	
Los Gatos High School	Los Gatos	South Bay	✓
Menlo Atherton	Atherton	Peninsula	
Menlo School	Atherton	Peninsula	
Mountain View High School	Mountain View	Peninsula	
Notre Dame Belmont	Belmont	Peninsula	
Nueva	San Mateo	Peninsula	

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High School Name	City	Region	Within 40 minutes
Palo Alto High School	Palo Alto	Peninsula	
Sacred Heart Prep	Atherton	Peninsula	
Saint Francis	Mountain View	Peninsula	
San Mateo High School	San Mateo	Peninsula	
Valley Christian	San Jose	South Bay	✓
Woodside High School	Woodside	Peninsula	

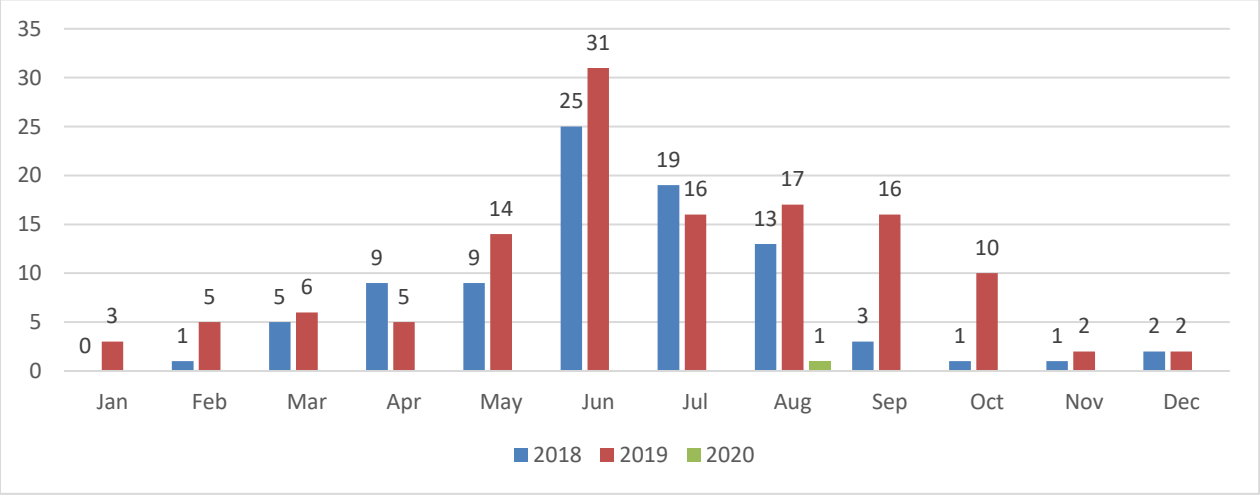
In looking at the high schools closest to Morgan Hill, six are within or adjacent to Morgan Hill City limits. The high schools, along with their estimated enrollment are listed in Table 7. To our knowledge, these schools do not have sand volleyball programs.

Table 7. Morgan Hill High Schools

High School Name	Public/Private	Grades	Estimated Enrollment
Oakwood	Private	PK, K-12	495
Ann Sobrato High School	Public	9-12	1,484
Live Oak High School	Public	9-12	1,163
Central High School	Public	10-12	147
Shadow Mountain Baptist School	Private	PK, K-12	117
Spring Academy	Private	2-12	31

To inform our assessment of the demand for junior volleyball play (for players under 18 years of age), we collected tournament information from relevant websites. Figure 3 shows a summary of the existing NorCal Juniors Beach Volleyball tournament activity from 2018 to 2020 (to date). Juniors Beach Volleyball clubs are those with players under 18 years of age. The data show a high season from May to October, with an average of 17 events per month in the high season of 2019, up from an average of 11 events per month in 2018.

Figure 3. Juniors Beach Volleyball Tournament Events by Month and Year from 2018 to 2020



Source: Juniors Beach Volleyball Tournament website.

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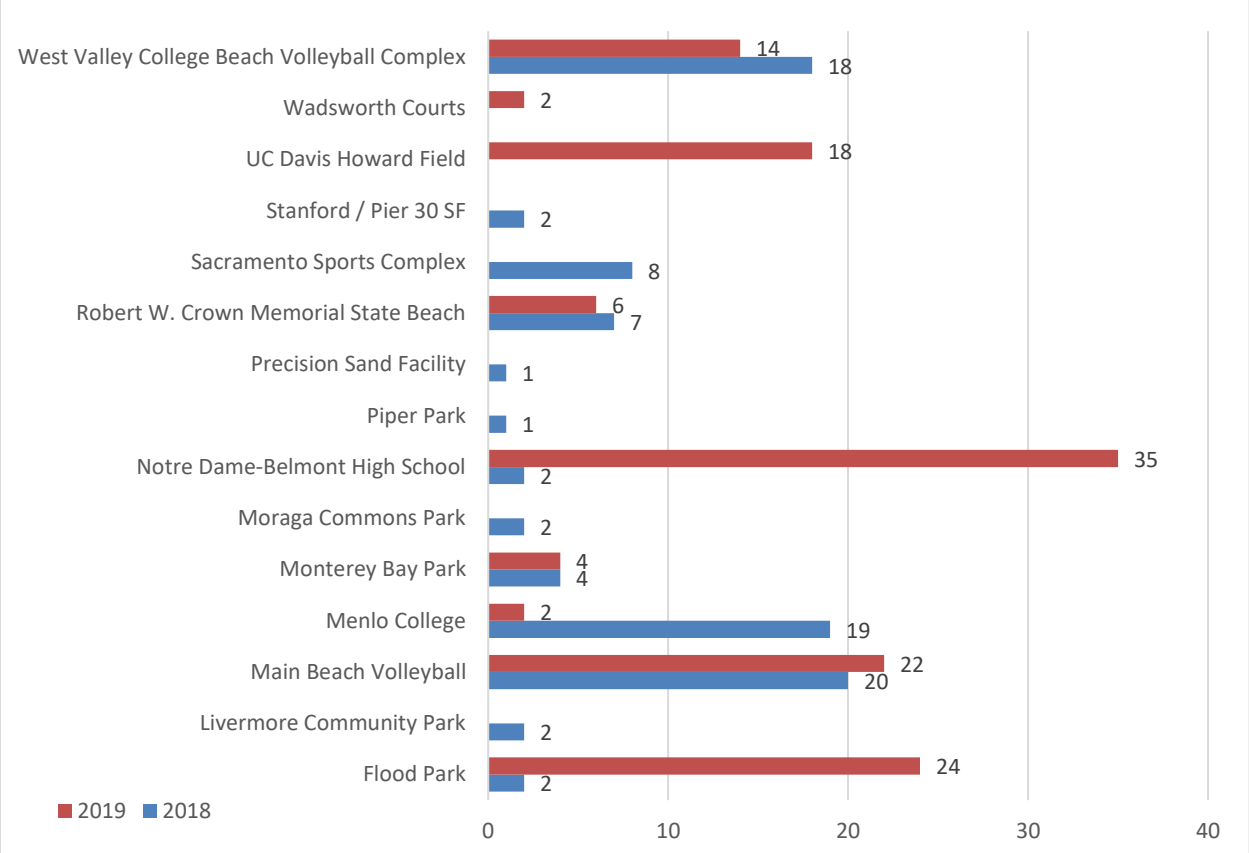
Figure 4 shows the Northern California Juniors Beach Volleyball tournaments by facility location. As the figure illustrates, there is a consistent increase in demand from 2018 to 2019, both in the number of tournaments and the number of facilities available to host tournaments. Data on the number of teams participating in each tournament are not available so we are unable to assess the true size of the market demand from these data.

Figure 4. Juniors Beach Volleyball Tournaments by Organizer from 2018 to 2020



Management Partners further researched each facility in Figure 4 to inform our analysis by identifying the number of courts at each location. Table 8 provides a summary of the data. The greatest number of courts is 16, located at the Santa Cruz Main Beach. Most facilities have between two and four courts.

Table 8. Juniors Beach Volleyball Tournament Facility Locations and Number of Courts

Name of Facility	City	Number of Courts
A. West Valley College Beach Volleyball Complex	Saratoga	6
B. Piper Park	Larkspur	2
C. Main Beach Volleyball	Santa Cruz	16
D. Moraga Commons Park	Moraga	2

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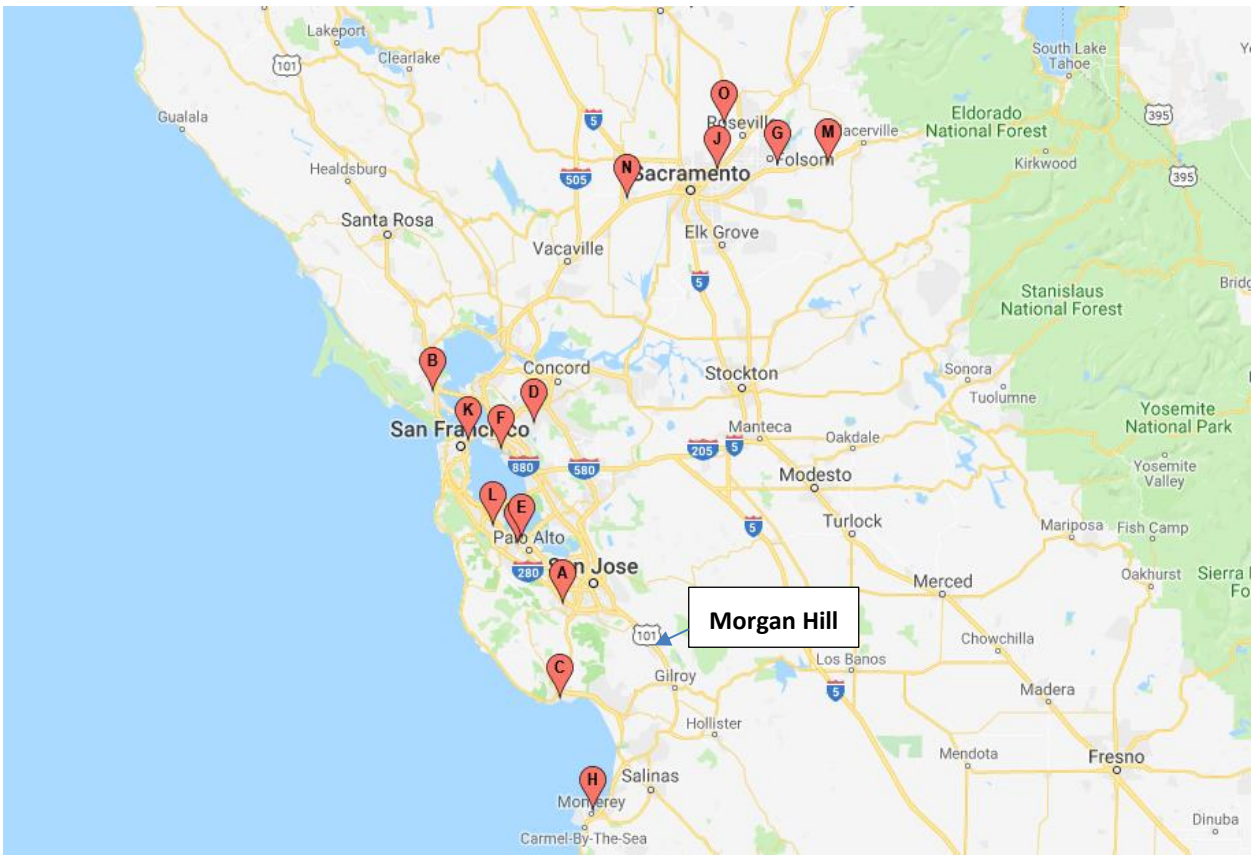
Name of Facility	City	Number of Courts
E. Flood Park	Menlo Park	2 (a third is planned)
F. Robert W. Crown Memorial State Beach	Alameda	6+ (BYO Net)
G. Livermore Community Park	Folsom	4
H. Monterey Bay Park	Monterey	5
I. Menlo College (concealed by E)	Atherton	4 (3 grouped, 1 across campus)
J. Sacramento Sports Complex	Sacramento	4
K. AVP San Francisco Open	San Francisco	Unknown, Temporary
L. Notre Dame-Belmont High School	Belmont	2
M. Precision Sand Facility	Shingle Springs	2
N. UC Davis Howard Field	Davis	3
O. Wadsworth Courts	Pismo Beach	8
P. Festerson Park (concealed by O)	Roseville	2
Average Number of Courts		**4.6**
Median Number of Courts		**4**
Most Frequent Number of Courts (Mode)		**2**

Management Partners mapped these locations to analyze their proximity to Morgan Hill to inform our analysis of the demand. Figure 5 shows the location of each facility as it relates to Morgan Hill, with most of the facilities located near Sacramento or closer to the Bay Area.

Figure 5. Juniors Beach Volleyball Tournament Locations Map



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In addition to collecting data on the facilities hosting tournaments, Management Partners collected tournament activity by organizer. These groups are the clubs or training programs responsible for coordinating tournament events and may be potential partners for Morgan Hill if City leaders choose to pursue a sand volleyball complex. A list of organizers from the Northern California Volleyball website is provided below; and there may be other organizers not identified here.

- Sand Legs
- RedRock Beach
- Precision VB
- P1440
- NorCal High School League
- NCVA
- Moxie Beach
- Monterey Beach Open
- HS League
- Golden Gate VB
- CBVA
- Carioca VB
- Beach VB
- Bay to Bay
- Bay Area Beach League
- AVP First
- Academy Beach/P1440
- Academy

The Johnson report said, "There is a need for Sand Volleyball facilities throughout the country, as demand for large sand volleyball complexes far exceeds existing supply." Specifically, "There is demand for a sand volleyball complex from the following groups in California: USA Volleyball, AAU/Club programs, NCAA programs, Jr. College teams, Northern California Volleyball Association (NCVA), and California Beach Volleyball Association (CBVA)."

While some cities and counties have sand volleyball courts within parks, the inventory of tournament-level facilities (five or more courts) remains low. Most sand volleyball courts within parks are not built to tournament-level standards and typically there are fewer than four courts in a single facility. Additionally, there is no consistency in the ability to rent the facilities. Some jurisdictions monitor the rental of these recreational volleyball courts while others do not, making it difficult for regular practice times to occur.

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Table 9 includes the colleges with beach volleyball programs by type and county, showing that there is a high concentration of both junior college and Division 1 colleges with sand volleyball programs in Santa Clara County.

Table 9. Colleges with NCAA Beach Volleyball Programs in the Bay Area and Adjacent by County

Colleges by County	Junior College	NCAA I	Total
Alameda	0	1	1
Contra Costa	0	1	1
Marin	1	0	1
Sacramento	1	1	2
San Francisco	0	1	1
San Joaquin	1	1	2
San Mateo	1	0	1
Santa Clara	4	3	7
Santa Cruz	1	0	1
Yolo	0	1	1
GRAND TOTAL	**9**	**9**	**18**

Figure 6 shows a map of beach volleyball tournament locations in the Bay Area by tournament type. The red pins show the junior tournament locations and the blue and green markers show where the NCAA junior college and Division 1 tournaments are held.

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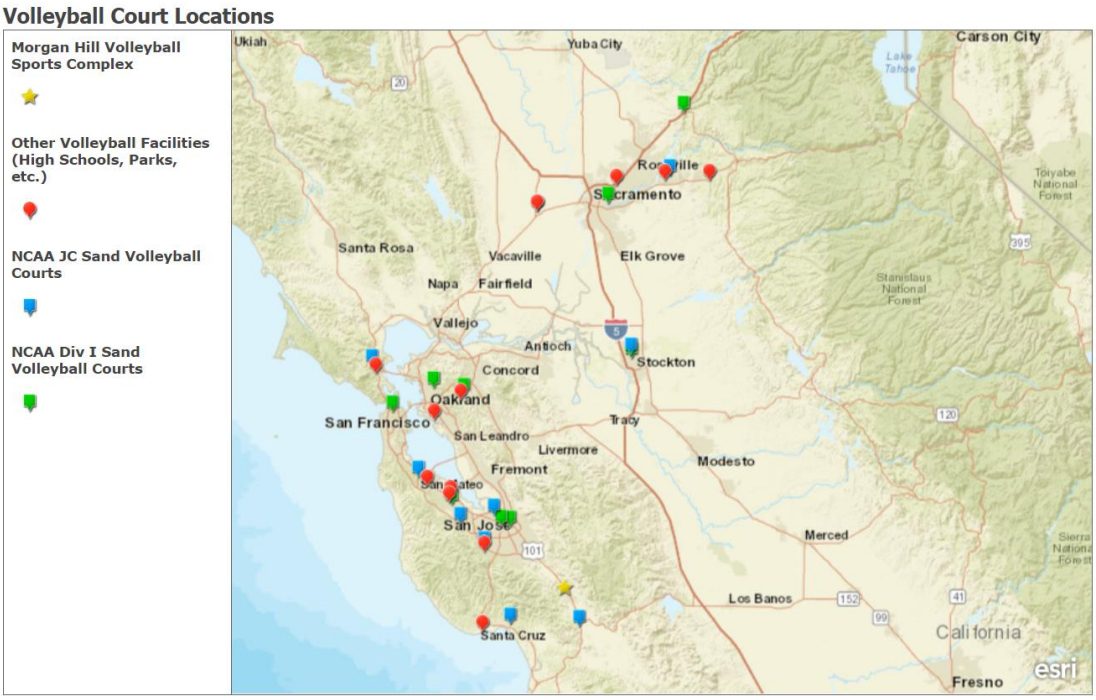
Figure 6. Map of Beach Volleyball in Bay Area (Tournament Locations and NCAA/JC Colleges)



Youth and Adult Play

The growth of sand volleyball, especially at the youth level, can be directly related to recognition of sand volleyball by the NCAA in 2016 as a competitive sport. Yet there has been little growth in expanding facilities in beach communities. As a result of the action by the NCAA, colleges and universities are rapidly growing the sport and looking to construct facilities on their campuses. In California, this growth has been slower at the junior college level; however, growth of programs and facilities there is also increasing.

With scholarships available at the college and university level and the lack of recognition as a competitive sport by CIF at the high school level, private and public high school club sand volleyball teams are expanding rapidly in Northern California to fill the void of a feeder system for the growth at the university and college level. This increase appears to be outpacing the building of necessary facilities for practice, leagues, and tournaments and is leaving teams scrambling to find places to play.

Adult Recreational Play

Youth clubs and teams have established informal networks that can be used to further assess demand for tournaments and recreational play. However, estimating adult play is more difficult. There are numerous mediums utilized to organized free form adult games (meet up websites,

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groups in social media, etc.). While some information is available through these websites to understand where and when groups play, it is not comprehensive and does not paint an accurate picture of the adult sand volleyball play demand.

In communities where the sand court is publicly owned, the local parks and recreation department can, space permitting, start adult sand volleyball leagues just as they might offer adult basketball or adult softball. However, as there is not a governing body to oversee local sand volleyball adult leagues, the only way to get participation numbers would be to contact each park and recreation department to see if they track participation. Therefore, estimating adult club play will need to be determined through subsequent information gathering by survey or other means from adult sports enthusiasts and related clubs.

Local Recreational Play

Currently there are no organized local sand volley leagues or tournaments in Morgan Hill, primarily as a result of the lack of existing facilities. As sand volleyball is not an activity that naturally occurs or is offered in most inland communities in California, should Morgan Hill construct a sand volleyball complex, leagues and tournaments should be expected to be developed over time.

With the growth at the youth level in California, Morgan Hill leaders should expect that youth teams will look to practice and possibly play tournaments early on in a limited fashion. It will take time to expand the use to include local residents/teams who are currently not organized in Morgan Hill.

An option to kick-start use could be for the City, the complex operator, or some other interested provider or combination thereof, to start adult and youth leagues, camps, exhibitions and tournaments as a local activity. Morgan Hill staff should clearly expect that use of a facility will develop over time and as such, this supports the concept of phasing construction of a facility.

Associated Attendance at a Destination Facility

Tournaments and leagues/practices that occur in California under the various sanctioning organizations range from 9 to 16 teams for youth, and as many as 80+ teams for adult tournaments. The typical competitive team is comprised of two players (although sand volleyball can be played with more than two players). Because the number of players (two) during competitive tournaments is so small, the overall impact of the number of players/spectators is relatively small.

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When asked about how many spectators typically attend tournaments and practices, the most common factor used by the various sanctioning organizations is to factor 1.5 spectators per player. This means an 80-team tournament would conceivably bring a total of 400 players/ spectators.

As would be expected, more courts built, would result in larger tournaments, which would bring larger crowds to a destination location. At the same time, the larger the facility, the more there will be an increased need for auxiliary facilities (restrooms, concession stand, storage, etc.) with additional construction costs. At this time, it is not possible to know exactly how large an attendance would be at a proposed complex without completing a survey of interest from prospective users of the proposed facility. Such a survey is a proposed next step in the evaluation process.

Initial Demand and Focus

Management Partners and Morgan Hill staff have now created an in-depth list of individuals, coaches, players, supporters, organizations, and teams in northern California who are active in sand volleyball. The organizations on the list currently indicate some support, but at this point, there is no formal or even informal commitment to the use of a facility in Morgan Hill. Clearly, there is interest, but more research and networking need to be done. Our general conclusions are:

1. We are unable to assess the potential for adult play at this point. Adult play peaks during the summer months, although there is play throughout the year and a facility in Morgan Hill may very well draw from the South Bay and beach communities. However, adult play cannot be projected based on current information.
2. Currently there is no local recreational play at the youth level and likely local adult play is minimal in Morgan Hill. Therefore, there is currently little draw for weekday play or practice and it is not something that can be adequately measured for a proposed project.
3. High school play is seasonal (February through May for leagues/ tournaments and the rest of the year for year-round club teams), but initially Morgan Hill won't draw from local high schools as there are currently no high school club teams in the area.
4. Currently there are fewer youth level tournaments than adult level tournaments. An evaluation of youth tournament size, therefore, would be critical in sizing the facility (number of courts to result in the highest return on investment).
5. The City's initial focus should be to develop a survey to solicit the level of interest from identified users.

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6. Morgan Hill is considering an "inland" sand volleyball complex which weather-wise, will be different than the sand volleyball that is played at beaches. In speaking with industry experts regarding the weather in Morgan Hill we found the following:
   - *Wind:* Afternoon/evening winds in Morgan Hill should not be an issue as most "beach" locations where sand volleyball is played are very windy.
   - *Heat:* With warm to hot summer daytime temperatures, the preference would be to provide lighted courts to take advantage of the nice evening temperatures in Morgan Hill. Additionally, when tournaments are scheduled during hot weather, players can wear socks and use water to cool the sand between matches.
   - *Rain:* Morgan Hill gets rain during the winter months which coincides with the time of year sand volleyball has the least use. With the proper sand installation and underground drainage, only excessive rain events would be a concern.

Youth clubs and teams are looking for places to practice, play challenge matches against other clubs/teams, and to create leagues and tournaments that can be used to develop the next level of athletes for the sport. Although adult play will continue to grow as the sport grows at the youth level, based on the growth at the youth level in California, it is the youth play that a complex in Morgan Hill would look to capture first. However, the City could make a concerted effort to jumpstart adult (and youth) growth locally by starting leagues, exhibitions, and tournaments as a parks and recreation sponsored activity or through partnership with an experienced volleyball organization. This planned programming could be done either by City staff or through contracting for organizers to operate the league. As it is anticipated that initially, most use will come from outside Morgan Hill, addition steps are necessary to survey possible users to start identifying their needs, and whether they will be willing to commit to specific use.

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Estimated Costs and Revenues

As part of this project, Management Partners examined cost impacts for the City to construct a facility along with a plan of service to operate such a facility. Based on the information gathered from facility operators and professionals working in the sand volleyball industry, we believe that operation of the sand volleyball facility could be provided by an outside, third-party operator.

Costs

As part of our examination of the cost impact to construct a sand volleyball facility, we examined both four-court and six-court alternatives. All these facilities were built for tournament or collegiate play. The costs per court are estimated to be between $274,282 and $552,000, based on costs provided by three facilities:

- **Stanford University Sand Volleyball Facility.** This facility is a four-court, NCAA tournament-level facility. Management Partners worked directly with the general contractor who constructed this facility to obtain updated estimates on the cost to construct a like facility on the Morgan Hill site. The two quotes represent a basic level facility (with minimal aesthetic upgrades) and an enhanced facility, comparable to the Stanford complex.
- **Cal Poly San Luis Obispo.** As part of our outreach, we obtained the total cost of the five courts currently under construction at Cal Poly San Luis Obispo. These courts represent a more "basic" facility (with minimal aesthetic upgrades).
- **Huntsville, Alabama**. In our efforts to find a complex with a larger number of courts that could accommodate larger tournaments, we identified a site with 12 courts in Huntsville, Alabama, and obtained construction costs for that complex. These costs, however, may not be representative of the costs in Morgan Hill (or California) due to the lower construction costs in the Huntsville area and the economies of scale that can be achieved when constructing a greater number of courts.

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Table 10 shows the estimated costs per court. These estimates do not reflect soft costs, such as permit fees, architectural fees, etc. which could be estimated at 15% to 20% of construction costs.

Table 10. Cost Projections

	Stanford University (Basic)	Stanford University (Enhanced)	Cal Poly/ San Luis Obispo	Huntsville, Alabama
Construction Cost per Court	$228,568	$430,893	~$460,000	~$308,333
Soft Costs (20%)	$274,282	$517,072	$552,000	$370,000
Total Cost (four courts)	$1,097,128	$2,068,288	$2,208,000	$1,480,000
Total Cost (six courts)	$1,645,692	$3,102,432	$3,312,000	$2,200,000

The Johnson Report stated, "Sand volleyball facilities do not require a large investment, typically $10,000 to $15,000 per court and also have very low maintenance costs." The Johnson Report does not, however, specify where or how they arrived at this estimate (it may be a nationally based figure), nor does it specify the quality or level of construction. Based on information we have obtained their estimate may be more in line with sand volleyball courts constructed at parks for local recreational use rather than for a destination facility. Neither the cities of Walnut Creek nor Moraga were able to provide substantive construction costs estimates. Additionally, their court play is for recreational use, rather than destination or tournament-level facilities.

Costs will absolutely vary depending on the objective of the facility and the level of play intended. The City of Morgan Hill may build an initial set of courts that could indeed cost less, as a first phase. Courts built only for recreational play in a city park will certainly cost less. Hiring a consultant to estimate design and construction costs based on a set of criteria based on objectives and level of play will be an important next step.

Maintenance Costs

In our information gathering interviews we were unable to obtain any real estimate for maintenance costs for sand volleyball courts. The Santa Cruz court maintenance costs are part of the overall Wharf and Beach Maintenance Division and they do not separate out costs for the sand volleyball courts.

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In discussions with other cities that have one or two sand volleyball courts in a public park, staff informed us that the maintenance costs are fairly minimal and are not tracked separately from routine park maintenance. Huntsville, Alabama, was unable to provide maintenance costs for their tournament-level complex since it was under renovation and it only recently opened.

Experience suggests that when recreational courts are a part of a larger use facility (a recreational court in a public park or on a beach) agencies do not track maintenance costs. However, a multi-court facility in a regional sports complex would be expected to have regular scheduled maintenance and paid for as a part of the master fee schedule established for the complex.

Revenues

Since a tournament-level sand volleyball facility focused on youth has not yet been constructed in the Bay Area, it is difficult to estimate the projected revenues that can be expected. (We were unable to obtain any revenue information from either Santa Cruz or the City of Huntsville). To obtain rough estimates on projected revenue, Management Partners reached out to several municipalities that rent their sand volleyball courts at municipal parks to determine rough revenue projections. The information therefore is based on local recreational play.

The cities of Walnut Creek and Moraga provided historical revenue estimates. While Walnut Creek does not host tournament-level play, they do let club teams from UC Berkeley practice on their court at a corporate rate. Moraga hosts some junior tournaments on their courts. A summary of the historical revenue for each is provided in Table 11.

Table 11. Historical Revenue (per court) for Sand Volleyball Courts in Walnut Creek and Moraga

City	Number of Courts	FY 2016-17	FY 2017-18	FY 2018-19
Walnut Creek	4	*Not available*	$2,861	$5,836
Moraga	2	$6,500	$4,000	$5,500

Walnut Creek experienced a 204% increase in revenues from FY 2017-18 to FY 2018-19 due to a change in how fees are administered. They shifted from online booking to requiring reservations be made on the phone. They also always keep one court open, not available to reserve, to allow for drop-in play.

The City of Walnut Creek estimates that 80% of its rental revenue comes from weekday play, local school teams during the year, and summer camps. The 20% of weekend revenue is generated from picnics or pick-up

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play. Walnut Creek staff noted that to generate strong weekday use requires a local community with sufficient activity and interest (multiple schools with teams and/or camps). Clearly, Walnut Creek can draw from a more dense, urban population than Morgan Hill which is located in a more rural, less densely populated area of Santa Clara County.

Walnut Creek charges $30 per hour with a one-hour minimum and four-hours maximum. Currently most of the reservations are from youth groups, high school groups, and the UC Berkeley teams. There has been community interest in adding lighted courts and there are plans to do so at a new park facility in the next five to ten years.

Moraga experienced its greatest revenue on a per court basis in FY 2016-17, the first year after they renovated their sand courts. Moraga charges $25 per hour for nonprofit organizations, $35 per hour for residents, and $45 per hour for commercial use (which includes tournaments). All rental rates include use of both courts. Approximately 80% of reservations are from junior play. The City has an MOU with St. Mary's College to use the courts at no charge. There has not been sufficient community interest to justify construction of additional courts or lighted courts.

Based on this information only, Morgan Hill could expect to generate between $21,333 to $32,000 at an average annual rental revenue of $5,333 per court. This estimate represents mostly recreational or practice play and may be somewhat conservative due to the quality of courts in Walnut Creek and Moraga and the lack of tournament play. Although Moraga hosts some tournaments, the small number of courts limits the amount of tournament play. Therefore, our revenue estimates are representative of recreational play only. Further analysis would need to be done to estimate projected tournament revenue. A summary of the range of projected revenue (based on existing revenue data), is provided below in Table 12.

Table 12. Projected Revenue

Court Configuration	Low ($2,861 per court)	Average ($5,333 per court)	High ($6,500 per court)
4 courts	$11,444	$21,332	$26,000
5 courts	$14,305	$26,665	$32,500
6 courts	$17,166	$31,998	$39,000

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A Strategy for Moving Forward

The information that Management Partners has been able to gather clearly indicates that the sport of sand volleyball is growing. The collegiate sport will take care of itself, meaning that colleges and universities will construct courts, provide scholarships and competitive play as their students or prospective students move into the sport. In addition to sand volleyball, there is growing interest across the country for use of sand areas for sand soccer, sand tennis, and for cross-fit training. Though these additional uses by themselves likely do not add enough additional use for Morgan Hill to move forward with construction of sand courts, they do show the diversity that an athletic sand area can accommodate.

The question then before Morgan Hill remains to what extent will youth sand volleyball tournaments, practice, or recreational play (youth and adult) generally be willing to travel to Morgan Hill. While adult tournament play is fairly static, it is mostly because there are so few sand volleyball complexes or sites available. The minimum number of courts necessary to hold a traditional sand volleyball tournament is five, and other than Santa Cruz, there is no public (non-school related) sand volleyball complex in Northern California.

Based on the organizations contacted and the extensive list of coaches, clubs, and individuals the City has collected, there appears to be interest from volleyball enthusiasts who could be contacted and used as a focus group to determine what is needed, who would potentially commit to what amount of use, and the costs associated for that use.

An Efficient and Sustainable Master Site Plan and Complex

In speaking with sand volleyball complex planners, construction companies, and operators, several points were consistently stressed related to the efficient and appropriate design of a sand volleyball complex. These are discussed below.

- Design the complex from the beginning with the end goal in mind. It is important to understand ultimately what is intended at build out. This is especially important if a complex needs to be

phased, to avoid redoing facilities or courts that were lacking when the finish line wasn't fully understood in the beginning.

- To the extent financially possible, invest in related equipment and support facilities as part of any early phase. Tournaments can have an economic impact on the community; however, tournaments that create a fun and positive experience are scheduled at complexes with some support and amenities more often than those that have portable restrooms or lack adequate support facilities.
- Invest in in lighting infrastructure to support lighting in the future. Though it is considered a high-end component, very few complexes utilize lights for night play. Considering Morgan Hill has favorable weather for most of the year and is relatively hot during the summer months, the ability to play into the evenings under the lights would be a big plus.
- Develop a master plan for the site. There should be a consensus regarding what the complex will be and the steps necessary to get there.
- Identify prospective users of the complex and invite them to serve as a focus group for the master plan design. Their insight generally as well as comments that might be specific to the local area will be important to surface early so the master plan truly meets the needs of the local and sand volleyball community.
- Identify prospective operators prior to a master plan process. If the City is considering contracting for operation and maintenance of the complex, they should be contacted to incorporate feedback about what is necessary to operate a sand volleyball complex.

Next Steps

A complex with a minimum of five courts in Morgan Hill may indeed put Morgan Hill on the map as a place to accommodate continuous sand volleyball, particularly at the youth level and perhaps for training and recreational play, but more likely for weekend tournament play. Clearly, our data indicate there is growth at the youth level looking for courts to practice and play on during the week, with tournament play on weekends. At this time, however, it is difficult to assess how much practice or recreational play might ensue (due to Morgan Hill's geographic location) or how many tournaments might be willing to travel to Morgan Hill (soccer may be a good indicator, but it is an established youth sport).

As a result, Management Partners believes the next viable step is to gather detailed information from the current participants in youth sand

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volleyball, as well as the organizers and sponsors of tournament play. Also, based on our discussions with some firms that have recently constructed courts at the high school and college level in California, there may be interest in operational partnerships. Contacting all the associated sand volleyball enthusiasts and sponsoring organizations to gain a true market assessment for a facility in Morgan Hill will require an in-depth and focused effort, which was beyond the scope of this engagement.

City leaders have indicated they have land and may have capital funds to construct sand volleyball courts in the future. However, Management Partners well understands that the City is not able to commit to build something that would cost the City funds to either supervise or operate; at least certainly not without comprehensive and sound revenue projections that would support the City's ongoing commitment to cost recovery in its recreational programs. Gaining this assurance will require gathering additional, detailed information through a series of action steps, likely to be led by staff, potentially with assistance from a sand volleyball complex third-party operator. To inform City staff and policy consideration about whether to pursue a master planning process for a sand volleyball complex, Management Partners recommends City leaders do the following:

Recommendation 1. Conduct a survey of prospective users to gauge the commitment (high, medium or low) and type of play that might follow construction of a sand volleyball facility. This will be especially important in view of Morgan Hill's geographic location and the challenging traffic environment in the Peninsula, the East and South Bay areas.

Recommendation 2. Hire a design consultant to assist City staff in estimating costs for varying levels of play in relation to the audience to be attracted to a facility. Such a consultant should also advise on how a facility might be phased in terms of the number of courts and amenities required for various sized tournaments.

Recommendation 3. Following completion of the survey, organize focus groups *from the sport* of sand volleyball (coaches, clubs, and tournament sponsors) to determine what level of potential recreational and tournament play might be expected at a facility.

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Recommendation 4. Invite potential operational partners to come to Morgan Hill for further consultation regarding design, construction and operations. This should be considered following completion of Recommendations 1-3.

Should there be compelling interest and potential commitment for the use of a sand volleyball facility, City staff will then need to develop some operational cost estimates and revenue projections that would realistically be expected from recreational and tournament play. If such an operating analysis results in a supportable facility, then the City would proceed to develop a request for proposals (RFP) for master planning the site.

Any master planning should involve an appropriate stakeholder focus group. The plan should also consider a phased approach to construct a viable set of courts first, to be followed by parking, restrooms, concessions, lighting, viewing stands, etc. This would allow the City to assess the actual use that might ensue and the geographic area that might realistically be captured.

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Attachment A – List of Recommendations

Recommendation 1. Conduct a survey of prospective users to gauge the commitment (high, medium or low) and type of play that might follow construction of a sand volleyball facility.

Recommendation 2. Hire a design consultant to assist City staff in estimating costs for varying levels of play in relation to the audience to be attracted to a facility.

Recommendation 3. Following completion of the survey, organize focus groups from the sport of sand volleyball (coaches, clubs, and tournament sponsors) to determine what level of potential recreational and tournament play might be expected at a facility.

Recommendation 4. Invite potential operational partners to come to Morgan Hill for further consultation regarding design, construction and operations.

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CITY OF MORGAN HILL

PARKS AND RECREATION COMMISSION STAFF REPORT
MEETING DATE: January 21, 2020

PREPARED BY: Chris Ghione, Public Services Director
APPROVED BY: Chris Ghione, Public Services Director

MAGICAL BRIDGE MORGAN HILL PLAYGROUND SCHEDULE

RECOMMENDATION(S)
Receive update on Magical Bridge Morgan Hill schedule.

REPORT NARRATIVE:
City staff received a request from a Commissioner to provide an update to the Commission on the schedule for planned Magical Bridge Morgan Hill Playground Project. The design of the project is nearing completion and City staff anticipate having the playground project out to bid in the near-term. Design of the project has taken considerably longer than anticipated due to several factors, including additional storm water requirements that were not anticipated in the initial design and the development of alternatives to include with the plans (which will help to ensure we have a project that can be funded).

The anticipated project schedule is:

- Design Complete/Project Advertised – January 31
- Bidding Opening Date – March 2
- City Council Approval – March 18
- Groundbreaking Construction Commencement – April, Date TBD
- Completion – within 9 months of construction commencing

CITY OF MORGAN HILL

PARKS AND RECREATION COMMISSION STAFF REPORT
MEETING DATE: January 21, 2020

PREPARED BY: Chris Ghione, Public Services Director
APPROVED BY: Chris Ghione, Public Services Director

COMMISSION WORK PLAN UPDATES

RECOMMENDATION(S)
Review Fiscal Year 2019-20 Work Plan and provide updates on items.

REPORT NARRATIVE:
The Commission develops its Work Plan annually each fiscal year. The Commission Fiscal Year 2019-20 Work Plan was approved by the City Council on June 26, 2019. The Council also requested the Commission place emphasis on potential sand volleyball development and including youth engagement as it relates to bicycling and bike infrastructure.

Commissioners may use this item to provide updates on their Work Plan items.

LINKS/ATTACHMENTS:
1. PRC Workplan 1920 Final

Parks & Recreation Commission

FY 2019-20 Work Plan – Approved by City Council 6.26.19

Project (Commissioner Responsible)	City Council Priority Supported	Staff Resources Required	Desired Outcome
1. Get Youth More Active in Parks and Recreation	Supporting Our Youth, Seniors & Entire Community	Recreation Manager (Minimal)	Review program opportunities for new youth programming. (Locicero)
2. Support Bicycle and Trails Development Efforts	Supporting Our Youth, Seniors & Entire Community	PS Director (Minimal)	1. Support the VTA Bicycle and Pedestrian Advisory Committee. (Berman) 2. Work to coordinate with community members on bicycle and trails issues with volunteer Bicycle and Pedestrian Advocacy Group. (Seehaffer)
3. Support efforts to create an inclusive playground	Supporting Our Youth, Seniors & Entire Community	PS Director (Significant) CS Coordinator (Moderate)	Support the group that has formed for the creation of an inclusive playground in Morgan Hill. Support in the planning and fundraising efforts. (Locicero/Wendt/Scott)
4. Support planning for updated sports facilities and partnerships	Supporting Our Youth, Seniors & Entire Community Economic Development	PS Director (Moderate) CS Supervisor (Moderate)	1. Evaluate opportunities to construct sand volleyball facilities in partnership with a facility operator, including support for upcoming feasibility study. (Wendt/Berman) 2. Monitor Outdoor Sports Center transition to new operator. (van Keulen) 3. Monitor Centennial Recreation Center Expansion Project progress. (van Keulen)
5. Support City in Grant Opportunities	Supporting Our Youth, Seniors & Entire Community	PS Director (Significant) Mngt Analyst (Significant)	Support City staff in identifying and evaluating grant opportunities and associated projects. (Scott/Berman)
6. Increase volunteer Adopt a Park Program participation	Supporting Our Youth, Seniors & Entire Community Maintaining Fiscal Responsibility	PS Director (Minimal) CS Coordinator (Minimal(	As an exploratory committee, evaluate the opportunity to recreate ongoing volunteer groups to support park maintenance. (Scott/Grzan-Pieracci)

Attachment: PRC Workplan 1920 Final (2631 : PRC Work Plan Updates)

Project (Commissioner Responsible)	City Council Priority Supported	Staff Resources Required	Desired Outcome
7. Evaluate opportunities to increase Youth involvement in Park Planning	Supporting Our Youth, Seniors & Entire Community	PS Director (Minimal) Rec Coord (Minimal)	Work with City staff to review opportunities to more formally include youth in park planning projects. (Grzan-Pieracci)
8. Support City Park Planning Efforts	Supporting Our Youth, Seniors & Entire Community	PS Director (Minimal)	Evaluate future opportunities for parkland acquisition and development. (van Keulen)

Staff Resources Required: 0-50 hours = Minimal 51-100 hours = Moderate 100+ hours = Significant

Attachment: PRC Workplan 1920 Final (2631 : PRC Work Plan Updates)