INTRODUCTION
Agenda

1. **Introduction** *(10 minutes)*

2. **Presentation** *(10 minutes)*
   - Process & Schedule
   - Community Outreach Results

3. **Needs & Trends** *(30 minutes)*
   - Community Needs
   - Community Trends – Services
   - Community Trends – Facilities

4. **Prioritization Input** *(90 minutes)*
   - Project Opportunities
   - Prioritization Exercise & Findings

5. **Conclusion & Next Steps** *(10 minutes)*
02
PRESENTATION

/ Process & Schedule
/ Community Outreach Results
Process: Investing in San Bruno Facilities

- Listen to the Community
- Define Expressed Needs
- Analyze Costs
- Focus on Key Facilities
- Prioritize Project Possibilities
- Select Direction
Process: Investing in San Bruno Facilities

- Listen to the Community
- Define Expressed Needs
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- Focus on Key Facilities
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- Select Direction

PRIORITIZATION EFFORT
(Sept 2016 – Jan 2017)
Process: Investing in San Bruno Facilities

- Listen to the Community
- Define Expressed Needs
- Analyze Costs
- Focus on Key Facilities
- Prioritize Project Possibilities
- Select Direction

WE ARE HERE
San Bruno Community Foundation (SBCF) Strategy

Background /

• Set aside as Quasi-Endowment
• Principal to be preserved
• Over the long term, investment income will be used to fund operations, Crestmoor Scholarship, Community Grants, and small strategic programs.

PG&E Restitution Funds
~$70 Million

Long-Term Funds
~$15 Million

Mid-Term Funds
~$55 Million

Principal and modest investment income available to be spent down over next 7-10 years to fund:

1) Major strategic initiatives, including but not limited to community facility projects
2) Other programs
3) Operations

Up to $50 million will likely be available to fund community facility projects.
Prioritization Effort Schedule

STEP

FOCUS
- Background
- Community Needs
- Success Criteria
- Vision

- Project Options
- Budget & Cost
- Prioritization

- Review Input
- Next Steps

Outreach Round 1
- Forum
- Survey
- Pop-up

Outreach Round 2
- Forum
- Survey
- Pop-up

Presentations
- Boards
- Commissions
- Council

October
November
December/January
Prioritization Effort Schedule

**STEP**
- Outreach Round 1
  - Forum
  - Survey
  - Pop-up

- Outreach Round 2
  - Forum
  - Survey
  - Pop-up

**Presentations**
- Boards
- Commissions
- Council

**FOCUS**
- October
  - Background
  - Community Needs
  - Success Criteria
  - Vision

- November
  - Project Options
  - Budget & Cost
  - Prioritization

- December/January
  - Review Input
  - Next Steps
COMMUNITY OUTREACH RESULTS

/ Community Forum #1: Key Themes
/ Outreach Round 1 – Summary
/ Outreach Round 1 – Success Criteria
Community Outreach Results

Community Forum #1: Key Themes

“What are the most important criteria for prioritizing the development of San Bruno’s community facilities?”

- Providing the greatest impact on the whole community
- Providing a sense of community
- Providing an attractive destination facility that the community can be proud of
- Supporting community gathering
- Serving all ages and socioeconomic groups
- Being centrally located, connection to downtown
- Staffing and operational costs (or generating revenue)
- Providing access and services year round
- Providing a range of recreational opportunities
- Supporting health and wellness
- Focusing on existing facilities with the greatest issues (accessibility, condition, etc.)
- Offering community access to technology
- Providing affordable facility use
- Providing programs for children under 5
- Providing programs for youth and teens
- Providing programs for seniors
- Teaching personal safety skills
Community Outreach Results

Outreach Round 1: Summary

“How important do you think the following criteria are for prioritizing the development of San Bruno's community facilities?”

Online Survey – Top 5 Most Important Criteria:
1. Providing access and services year round
2. Providing the greatest impact on the whole community
3. Providing an attractive destination facility that the community can be proud of
4. Serving all ages and socioeconomic groups
5. Providing a sense of community

Pop-Up Outreach #1, Monday, Nov 7th at San Bruno Library – Top 5 Most Important Criteria:
1. Serving all ages and socioeconomic groups
2. Supporting health and wellness
3. Providing programs for youth and teens
4. Offering community access to technology
5. Providing the greatest impact on the whole community

Pop-Up Outreach #2, Saturday, Nov 12th at Tanforan Mall – Top 5 Most Important Criteria:
1. Serving all ages and socioeconomic groups
2. Supporting health and wellness
3. Providing programs for youth and teens
4. Providing a sense of community
5. Teaching personal safety skills
Community Outreach Results

Outreach Round 1: Success Criteria

“What are the most important criteria for prioritizing the development of San Bruno’s community facilities?”

Overall Most Important Criteria (combined ranking):
1. Serving all ages and socioeconomic groups
2. Providing the greatest impact on the whole community
3. Providing programs for youth and teens
4. Providing access and services year round
5. Providing a sense of community
6. Supporting health and wellness
7. Providing an attractive destination facility that the community can be proud of
8. Providing a range of recreational opportunities
9. Offering community access to technology
10. Supporting community gathering
11. Providing affordable facility use
12. Teaching personal safety skills
13. Focusing on existing facilities with the greatest issues (accessibility, condition, etc.)
14. Providing programs for seniors
15. Providing programs for children under 5
16. Staffing and operational costs (or generating revenue)
17. Being centrally located, connection to downtown
Community Outreach Results

Outreach Round 1: Success Criteria

“What are the most important criteria for prioritizing the development of San Bruno’s community facilities?”

Overall Most Important Criteria (combined ranking):
1. Serving all ages and socioeconomic groups
2. Providing the greatest impact on the whole community
3. Providing programs for youth and teens
4. Providing access and services year round
5. Providing a sense of community
Community Outreach Results

Outreach Round 1: Additional Comments

Participant Comments

- Additional Comments: 120
- No Comments: 304
Community Outreach Results

**Outreach Round 1: Additional Comments**

Top Comment Themes

- Renovation: 20
- Community Gathering: 17
- Year Round Pool: 14
- Recreation: 11
- For All: 11
- Children: 10

LISTEN

DEFINE

ANALYZE

FOCUS

PRIORITIZE

SELECT
Community Outreach Results

Outreach Round 1 - Demographics

NUMBER OF PARTICIPANTS

0  50  100  150  200  250  300  350  400

5-10 YEARS OLD
11-19 YEARS OLD
20-34 YEARS OLD
35-49 YEARS OLD
50-64 YEARS OLD
65+ YEARS OLD
UNKNOWN
RESIDENT
NON-RESIDENT
UNKNOWN
MALE
FEMALE
UNKNOWN

COMMUNITY FORUM #1 | SURVEY | LIBRARY POP-UP | MALL POP-UP
Community Forum #1 Results

Vision Statements

- “Our community’s facilities will provide a long-term, lasting, positive effect on our city that enriches our diverse community.”

- “Our community’s facilities will attract, engage, and inspire to create a vibrant, healthy, energized, and connected center for children of all ages to thrive, grow, learn, and prosper.”

- “Our community’s facilities will be accessible landmarks that create a desirable destination to engage community members and provide a multitude of resources year round.”

- “Our community’s facilities will meet education and recreational needs with all ages and citizens in mind so that our community will be a place people want to live, work, grow, and play.”
Community Forum #1 Results

Vision Statement

“Our facilities will attract and inspire the community by creating a vibrant, healthy, accessible center for people of all ages to gather, learn, play, and prosper.”
03

NEEDS & TRENDS

/ Community Needs
/ Community Trends – Services
/ Community Trends – Facilities
Community Needs

1. To support youth health
2. To engage millennials
3. Community gathering and building
4. Multiple services in one place
5. Flexible facilities
6. Diverse cultural activities and gatherings
7. Self-directed recreation and learning
8. Early Literacy
9. Teen Education, College Preparedness
10. Adult Skills
11. Job Skills
12. Fitness support for all ages
13. Sustainable environments
COMMUNITY TRENDS: SERVICES

1. Youth Health
2. Engaging Millennials
3. The Sandwich Generation
4. Active Older Adults
5. “Majority Minority”
6. Self-Directed Recreation & Learning
7. Community Connection
8. Service Focused & Fiscally Responsible
Community Trends: Services

1. Youth Health

- **General**
  - Healthy snack vending
  - Drinking fountain / bottle filler stations
  - Lobby for pick-up, drop-off

- **Community Programs**
  - Nutrition programs & materials
  - Enrichment programs & classes

- **Recreation & Fitness**
  - Equipment *(sized for younger participants, grouped for ease of rotation)*
  - Wood floor studio *(dance, movement, play)*
  - Child zone *(enclosed outdoor playground connected to the room)*

- **Aquatics**
  - Zero-depth entry
  - Instructional pool with steps *(swim lessons)*
  - Play amenities *(parent-child playtime)*
2. Engaging Millennials

- **General**
  - WiFi connectivity
  - Social corners/niches

- **Community Programs**
  - Classrooms for group activities
  - Makerspace/technology room
  - “Adulting” life skills education (finances, home buying, parenting)

- **Recreation & Fitness**
  - Team sports/gym
  - Team sports spectator area
  - Wood floor studio for dance, movement

- **Aquatics**
  - Pool with areas for group play/interaction
  - Pool with play features
  - Movable seating areas for group interaction
  - Cabanas

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**Community Trends: Services**
Community Trends: Services

3. The Sandwich Generation

• General
  • Clear, vibrant signage

• Community Programs
  • Program rooms within proximity to each other
  • Childcare room
  • Family changing care facilities
  • Enrichment rooms *(with ease of circulation and good sightlines to instructor)*
  • Children’s Area *(STEM/STEAM Education, coding, exploration)*
  • Teen Space *(recording studio, gaming lounge, hanging out)*

• Recreation & Fitness
  • Integrating socialization with health & fitness

• Aquatics
  • Pools with a variety of amenities
  • Family swim areas
  • Family changing rooms
Community Trends: Services

4. Active Older Adults

- **General**
  - Lobby with clear directional signage
  - Light and bright spaces with exterior views
  - Easy storage access for set-up/clean-up
  - Room for socialization

- **Community Programs**
  - Enrichment classes
  - Employment resources *(job skills, local economy)*
  - Serenity room *(therapeutic & mind/body recreation)*
  - Technology programs & resources
  - Travel and leisure programs & resources

- **Recreation & Fitness**
  - Functional strength training equipment with expanded circulation
  - Indoor walking areas
  - Stretching area with walls for balance
  - Ability to track distance, time, & other stats

- **Aquatics**
  - Warm water fitness *(lap swim lanes, exercise classes)*
  - Spa *(soaking, water rehabilitation)*
Community Trends: Services

5. “Majority Minority”

• **General**
  - Community Room for large family gatherings
  - Kitchen to support events

• **Community Programs**
  - Early literacy
  - English as a second language programs
  - Multi-lingual resources and programs
  - Cultural enrichment and awareness programs

• **Recreation & Fitness**
  - Rising demand for different sports
6. Self-Directed Recreation & Learning

• Community Programs
  • Computer access
  • Open door creative art room
  • MakerSpace with mobile independent workstations
  • Teen/Game Room (*technology to incorporate online competitions*)
  • New trends and innovation resources and programs
  • Featured materials display
  • School/Homework Support

• Recreation & Fitness
  • Independent, personalized fitness training
  • Walking / jogging track
Community Trends: Services

7. Community Connection

- **General**
  - Indoor-outdoor connections
  - Art display

- **Community Programs**
  - Community room with patios
  - Special program rooms
  - Demonstration kitchen
  - Meeting rooms
  - Diverse program selection
Community Trends: Services

8. Service Focused & Fiscally Responsible

- **General**
  - WiFi connectivity
  - Functional and friendly customer service counters – *think “concierge”*
  - Computer kiosks (*registration & info*)

- **Recreation & Fitness**
  - Fitness room (*various strength equipment*)
  - Wood floor studio (*aerobics, cycling, etc.*)

- **Community Programs**
  - Event space (*community room, kitchen, green room*)
  - Event space tied into ceremonial space (*stage, outdoor pavilion, dance floor*)

- **Aquatics**
  - Year round availability
  - Cabana areas (*family rentals*)
  - Party rooms (*rentals*)
  - Concessions
COMMUNITY TRENDS: FACILITIES

/ Libraries
/ Community Centers
/ Swimming Pools
/ Recreation Centers
/ Sustainable Facilities
Community Trends: Facilities

Libraries

Teen Area

Makerspace

Children’s Area

Tutoring Space
Community Trends: Facilities

Libraries

Large Meeting Room

Tech Resources

Market Place

Quiet Areas
Community Trends: Facilities

Community Centers

Community Hall

Catering Kitchen

Wood Floor Studio

Home Arts Classroom Studio
Community Trends: Facilities

Community Centers

Small Conference Room

Preschool Classroom

Makerspace / Computer Room

Arts Studio
Community Trends: Facilities

Recreation Centers

Fitness Center
Fitness & Wellness Studio
Wood Floor Studio
Gymnasium
Community Trends: Facilities

Recreation Centers

Activity Room

Teen Center

Camp / Classroom

Childwatch / Tot Activity
Community Trends: Facilities

Swimming Pools

- Fitness Classes
- Play Features
- Party Room
- Year Round Use
Community Trends: Facilities

**Sustainable Facilities**

- **General**
  - Energy efficient systems
  - Natural light
  - Reuse of water for irrigation
  - Signage describing special features (i.e. bioswales, rain gardens, permeable paving, reclaimed materials, solar, etc.)
04
PRIORITIZATION INPUT

/ Project Opportunities
/ Prioritization Exercise & Findings
Outline

• Introduction  
  • Instructions for the entire group  

• Project Opportunities  
  • Ask questions and provide comments about projects at each station

• Small Group: Prioritization Exercise  
  • Select project concepts within budget constraints

• Large Group: Present Findings  
  • Share top three scenarios and reasons

TOTAL  
90 min
Prioritization Exercise

Video: Example Scenario
PROJECT OPPORTUNITIES

/ Framework
/ Example Board
/ List of Project Opportunities
What is a Project Opportunity?

- Is a conceptual description of a facility’s potential to serve your community.
- It is a professional assumption for a project customized to your community demographics and needs.
- It is not a complete description or an architectural space program.
- It is not a cost estimate or a defined operational cost.
- It is simply an idea with just enough information to evaluate and prioritize facilities for council’s consideration.
Project Opportunity: Library
(Could be combined with Community Center)

Key Features

- Large Meeting Room
  (720 seats capacity)
- Group Study Rooms
  (4-6 seats and 8-10 seats capacity)
- Quiet Areas
- Children's Area
- Teen Area
  (hanging out, gaming, recording studio)
- Maker Space
  (diy arts, steams)
- Tech Resources
  ( Param's, techies, tech, 'garmin center')
- Flexible Tech Area
- Co-Working Space
- Market Place
$49.2M - $54.2M
Project Costs
(in 2016 dollars, includes site work)

Currently anticipating 6% annual escalation
Key Features

- **Large Meeting Room**
  - (120 seat capacity)

- **Group Study Rooms**
  - (4-6 seat and 8-10 seat capacity)

- **Quiet Space & After School Tutorial Space**

- **Children’s Area**

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**Library**
(Could be combined with Community Center)

- **Learning Library** 15,000 sq ft
- **Reading Room** 46,000 sq ft
- **Library Area** 51,000 sq ft
- **Children’s Area** 69.5 sq ft
- **Teen Area** 154.2 sq ft

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**Key Features**

- Large Meeting Room
- Group Study Rooms
- Quiet Space
- Children’s Area
- Teen Area
- Maker Space
- Tech Resources
- Flexible Tech Area
- Co-Working Space
- Market Place
Project Opportunities

- Library
- Community Center
- Swimming Pool
- Recreation Center

**Joint Use:**
- Library + Community Center
- Swimming Pool + Recreation Center
- Community Center + Recreation Center?
- Library + Community Center + Pool + Recreation Center
Project Opportunities /

Project Opportunity Stations & Prioritization Exercise Instructions

Introduction (5 min)

Visit Project Opportunity Stations (35 min)

- Rotate between stations
- Ask clarifying questions about projects
- Provide comments

Regroup

Small Group: Prioritization Exercise (30 min)

Large Group: Present Findings (20 min)
PRIORITIZATION EXERCISE
Prioritization Exercise / Small Group Prioritization

Instructions:

• Take 15 minutes to prioritize your group’s top three scenarios.
PRIORITIZATION FINDINGS
05
CONCLUSION & NEXT STEPS
Next Steps

- **Outreach Round 2**
  - **Online Surveys** – December 3\textsuperscript{rd} – December 11\textsuperscript{th}, www.surveymonkey.com/r/imagineSanBruno

- **Pop-Up Outreach**
  - **Friday, December 9\textsuperscript{th}** - Parkside Middle School Winter Concert, 5-7pm
  - **Pop-Up Outreach #2** - Location, Date, & Time TBD
Thank You