



Agenda Date: 1/31/2006
Agenda Placement: 6B

NAPA COUNTY BOARD OF SUPERVISORS Board Agenda Letter

TO: Board of Supervisors
FROM: Hillary Gitelman - Director
Conservation, Development & Planning
REPORT BY: John Woodbury, Principal Planner , 259-5933
SUBJECT: Acceptance of Grant, Budget Transfer and Award of Contract related to parks and open space

RECOMMENDATION

Director of Conservation, Development and Planning requests approval of the following actions relating to a grant from the Community Foundation of the Napa Valley:

1. Acceptance of the grant in the amount of \$25,000 for an assessment of the feasibility of using public trusts and public-private partnerships to support outdoor recreation and resource conservation goals in Napa County;
2. Approval of Budget Transfer No. 50 increasing appropriations by \$25,000 in the Conservation, Development and Planning Department/Planning Division budget with offsetting grant revenue (4/5 vote required); and
3. Approval of and authorization for the Chair to sign an agreement with Bay Area Economics for a maximum of \$23,475 for the term January 31, 2006 through June 30, 2006 to prepare the assessment funded by this grant.

EXECUTIVE SUMMARY

The Community Foundation of the Napa Valley, working with an anonymous donor, is interested in providing a grant to the County to retain a consultant to assess the feasibility of using public trusts and other forms of public-private partnerships for meeting the outdoor recreation and resource conservation goals of the County.

FISCAL IMPACT

Is there a Fiscal Impact?	Yes
Is it currently budgeted?	No
What is the revenue source?	The recommended contract will be fully funded by the grant from The Community Foundation of the Napa Valley. In addition, the grant includes

	a provision of \$1,525 for any future costs.
Is it Mandatory or Discretionary?	Discretionary
Discretionary Justification:	The assessment will assist the County in two ways: first, it will help in the development of a business plan for the County's proposed park and open space district by providing important market data on the supply, demand and economic feasibility of a wide range of outdoor recreational activities; and second, it will provide background data for the update of the Park and Open Space Element of the County's General Plan.
Is the general fund affected?	No
Future fiscal impact:	The assessment will help identify options for funding parks and outdoor recreation with reduced or no reliance on the County General Fund.
Consequences if not approved:	The County will lack information on potential partnerships, market supply and demand, and financial feasibility of providing a range of park and outdoor recreational activities.
Additional Information:	None

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

The Community Foundation of the Napa Valley, working with an anonymous donor, is interested in providing a grant to the County to retain a consultant to assess the feasibility of using public trusts and other forms of public-private partnerships for meeting the outdoor recreation and resource conservation goals of the County. The assessment has two components: first, a review of possible models for partnering with federal, state and local agencies, non-profit organizations and the private sector; and second, a market analysis of the supply, demand, and economics of a broad range of outdoor recreational activities. The assessment will help the County and the proposed new park and open space district identify the most cost effective methods for providing desired recreational opportunities with the least dependence on tax revenues. The market research will also provide data for the General Plan update currently underway.

Three firms with extensive Bay Area experience conducting market analysis and organizational studies involving outdoor recreational activities were requested to submit proposals indicating what they would produce within the budget provided by the grant. Two proposals were received. Both were responsive. The recommended firm has the greatest level of recent experience, and has also worked extensively as a consultant to the Presidio Trust, which uses the federal trust model most relevant for the proposed study.

SUPPORTING DOCUMENTS

None

CEO Recommendation: Approve

Reviewed By: Andrew Carey