

A photograph of children in yellow shirts fishing by a stream. One child in the foreground is smiling at the camera.

SAN JOSE

PARKS, RECREATION &
NEIGHBORHOOD SERVICES

Los Lagos Golf Course

Community Engagement: Results and Recommendations

Past and Future: Why We're Here

- **Changing Conditions**

- 2008 Golf peak
- Demographic, recreation shifts

- **Limited Options**

- Sale & land use restrictions
- High community value

- **2015 Audit**

- Operational loss
- \$1.9M total City subsidy
- “Subsidize or strategize”

- **City Council to PRNS**

- Engage community to maximize course value



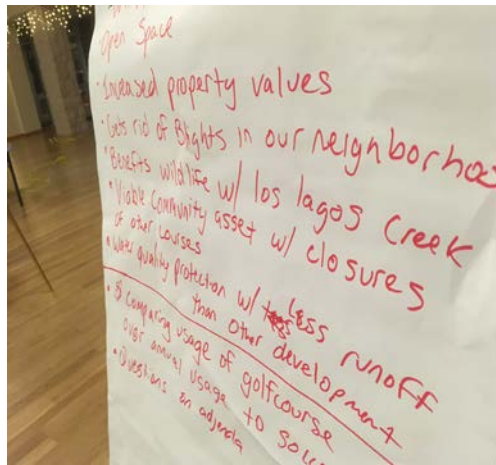
Community Engagement

- **3,949 Registered Participants**

- Survey responders
- Hundreds sign-in at workshops

- **Additional Input**

- Nextdoor.com comments
- Email/comments to staff
- Website comments





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Los Lagos Community Engagement

for the City of San José



Community Vision

Major Findings of the Engagement Process

“Why the Best Course, not the Worst?”

- » “Sanctuary...in a Sprawling City”
- » “There is Nobody who Doesn’t like this Course”
- » “Cannot be Judged by Revenue Alone”
- » “Soccer Fields wouldn’t Reduce Bond Obligations”
- » All: No Non-Recreational Development



Course Benefits: Beyond the Green

“A real treasure within the golfing community and important part of the fabric of the community”

» **Golfers: Play and Pride**

- All-ages: “Meets the needs of seniors and juniors”
- Unique: “Awesome design for all levels”
- Accessible: “Nestled within the city”

» **Community Members: Neighborhood Haven**

- Environmental, wildlife resource
- Non-golf activities
- Home values up, crime down

Challenges



- » **Safety Along Coyote Creek**
 - “I will NOT bring my kids”
 - » **Limited Recreation Choices**
 - More games: “Need a true mix of folks...all backgrounds”
 - » **Course Restricts Environment**
 - Improve riparian habitat
 - » **Lack of Trail/Bike Path**
- Awareness**
- These could contribute more to property use and value

open space

increased property values

gets rid of Blights in our neighborhood

Benefits wildlife w/ Los Lagos Creek
• Viable community asset w/ closures
of other courses
Water quality protection w/ less

than other development
• Comparing usage of golf course
over annual usage
• Questions on agenda to solve

Recommendations

The Community's Future of Los Lagos

1. Maintain as Open Space

- » **“Needed Gem”**
- » **Heed Barriers to Conversion**
 - Environmental
 - Regulatory
 - Policy
- » **Market Value Suppressed**
- » **Community Value High**



3. New Non-Recreational Revenue

- » Build on Existing Perception and Environment
- » Lease Out Indoor/Outdoor Spaces
 - Weddings
 - Large Parties
 - Corporate Events
 - Family gatherings



4. New Recreational Revenue

- » Increase Paid User Groups
- » Include New Games/Sports
 - Disc Golf
 - FootGolf
 - Other
- » Low Investment
- » Low Course Impact



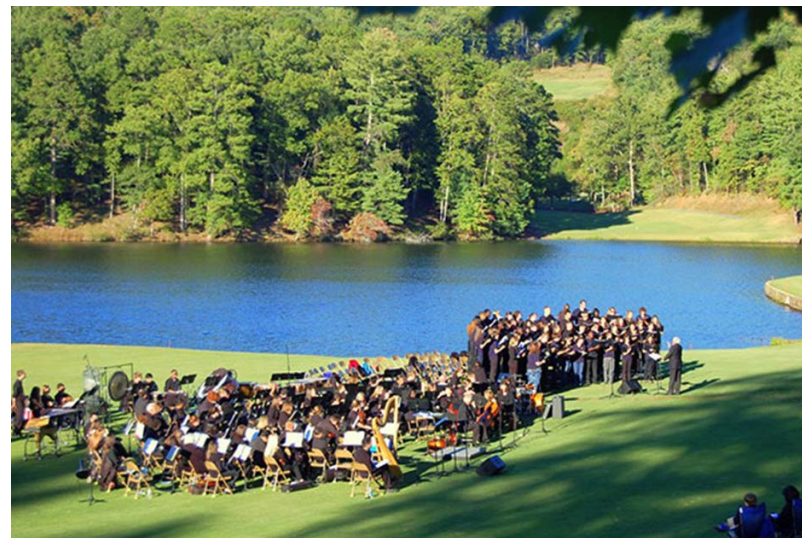
5. Diversify Public Use

» Occasional Public Events

- Outdoor concerts
- Summer evenings
- Family picnic

» Increase Use and Value

- Community Pride
- Ownership
- Awareness of value of the space
- Sense of welcome



6. Improve Trail & Bike Path

» Targeted by Community

- Recreational assets
- Part of creek/course identity

» In Need of Improvement; Marketing

- Raise awareness
- Consider physical upgrades
- Signage



7. Improve Course Marketing

» Current Marketing Dated

- Unattractive website
- Lack of social media & mobile
- Lack of community awareness

» Use Valuable Resource

- Students from 21 High Schools
- Tech trend-savvy
- Connected
- Future of golf



Next Steps

» PRNS to Develop Staff Recommendations

- Final Refinement

» City Council Committee Presentation

- September 14, 2017

» Full City Council Presentation

- September 26, 2017



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