



Meeting Date: September 9, 2026

TOWN OF MORAGA

STAFF REPORT

To: Honorable Mayor, Councilmembers and Parks and Recreation Commissioners

From: Mackenzie Brady, Parks and Recreation Director

Subject: Parks, Recreation, and Open Space (PROS) Master Plan – Draft Recommendations and Study Session

RECOMMENDATION

Hold a joint study session to review the Parks, Recreation, and Open Space (PROS) Master Plan draft recommendations; provide direction on proposed revisions; and identify priorities to guide preparation of the Draft PROS Master Plan.

BACKGROUND

The Parks, Recreation, and Open Space (PROS) Master Plan is identified as one of the Town Council's Top 10 Priorities and has been under discussion since at least early 2022, with increasing urgency due to aging infrastructure, increased community demand, and the need for strategic planning to guide future investment.

In November 2024, the Town released a Request for Proposals (RFP) for consultant services to lead development of the PROS Master Plan. The RFP was posted publicly on the Town's website and distributed through relevant professional networks, with proposals due January 31, 2025.

On June 25, 2025, the Town Council selected Wallace Roberts & Todd, LLC (WRT) to work with Town staff to prepare the PROS Master Plan. The overall consultant team includes WRT, Group 4 Architecture, PROS Consulting, and Environmental Science Associates (ESA). The project officially kicked off in August 2025 and is anticipated to be completed in Fall 2026.

Since kickoff, the project has progressed through system inventory, existing conditions analysis, the Needs Assessment, identification and evaluation of potential opportunities, and development of draft recommendations. Throughout these phases, the Town and consultant team have conducted an extensive community outreach and engagement process intended to

gather input regarding parks, recreation facilities and programs, trails, open space resources, and long-term community priorities.

Community Engagement, Fall 2025

Community outreach, engagement, and "pop-up" activities were conducted throughout Fall 2025 at the following events:

- Pear and Wine Festival, September 27, 2025
- Saint Mary's College Parent Weekend, October 3, 2025
- Saint Mary's College Athletes Community Service Activities, October 4, 2025
- Moraga Library Book Sale, October 4, 2025
- Moraga-Orinda Fire District Pancake Breakfast, October 11, 2025
- Moraga Farmers Market, October 19, 2025
- Not So Creepy Commons, October 24, 2025

The same survey used during the pop-up events was also distributed through a link included on the back cover of the Winter/Spring 2026 Activity Guide, which was mailed to Moraga households.

Targeted focus groups were also conducted with a broad range of stakeholders, including youth and families, schools and higher education representatives, seniors, environmental and open space stakeholders, business and event stakeholders, sports organizations, long-term residents and parents, recreation providers, the Art in Public Spaces Commission, and the Parks and Recreation Commission.

Statistically Valid Community Survey, December 2025 and January 2026

A statistically valid community survey was conducted in December 2025 and January 2026 using a randomized household sampling methodology. Survey packets were mailed to 3,000 randomly selected Moraga households, and respondents could complete the survey either by mail or online. Online responses were validated against the original random sample addresses to ensure that only selected households were included in the statistically valid dataset.

The consultant's goal was to obtain at least 400 completed surveys. A total of 415 valid responses were ultimately collected, resulting in a reported precision level of approximately +/- 4.6 percent at a 95 percent confidence interval.

Needs Assessment and Joint Town Council and Parks and Recreation Commission Study Session, March 25, 2026

The initial community engagement and technical analysis informed preparation of the PROS Master Plan Needs Assessment. The Needs Assessment evaluated Moraga's demographics; parks, facilities, and open space system; recreation programs and services; level of service; environmental considerations; and maintenance and operational needs. The Needs Assessment combined technical analysis with community input to identify gaps and establish a foundation for evaluating potential opportunities and strategies.

On March 25, 2026, the Town Council and Parks and Recreation Commission held a joint study session to review the Needs Assessment, receive additional public input, and provide direction regarding the next phase of the planning process. Input from the study session was

used to inform development of potential improvement opportunities for further community consideration.

Community Workshop, May 1, 2026

The "Moraga Plays: Park Social" community workshop was held on May 1, 2026. Based on completed workshop passports, approximately 328 participants attended the workshop and provided input regarding potential opportunities for Moraga's parks, recreation facilities, trails, open spaces, and programs. More than 1,000 comments, sticky notes, and dots were generated through the workshop activities.

Community Online Survey, May 1 through June 12, 2026

Following the May 1 community workshop, the Town conducted an online community survey that included the same materials and activities presented during the workshop. The survey remained available through June 12, 2026 to provide additional opportunities for participation and outreach. Paper survey copies were also made available through the Parks and Recreation Department.

Approximately 230 individuals participated in the online survey, generating more than 2,800 responses to individual questions. In addition to workshop and survey responses, written public comments and correspondence were received throughout the process and incorporated into the engagement summary and consultant team's analysis.

Parks and Recreation Commission and Town Council Meetings, June 2026

On June 8, 2026, the Parks and Recreation Commission received an informational update regarding the PROS Master Plan process, community engagement activities conducted to date, public questions received by staff, and the proposed project schedule. Residents and non-residents also provided input during the meeting.

On June 10, 2026, the Town Council received a similar update and discussed community engagement efforts, project milestones, and the anticipated schedule for completion of the Master Plan. A total of 15 residents and non-residents provided comments regarding potential changes to Rancho Laguna Park. The Town Council also supported a revised Master Plan schedule to provide additional opportunities for public review and discussion, including presentation of community engagement results and preliminary recommendations, review of the Draft Master Plan, and final Town Council consideration of the PROS Master Plan.

Rancho Laguna Park Neighborhood Outreach, June 2026

Following community discussions regarding Rancho Laguna Park, Town staff conducted additional targeted outreach to nearby residents. Survey materials were mailed to households located within approximately 500 feet of Rancho Laguna Park, including properties within both the incorporated Town of Moraga and unincorporated Contra Costa County. This outreach provided nearby residents with an additional opportunity to comment specifically on Rancho Laguna Park and inform development of the draft recommendations.

Town Council Meeting, June 24, 2026

On June 24, 2026, WRT and Town staff presented updated community engagement results

and the potential improvement opportunities developed through the Needs Assessment and public engagement process. The meeting provided an additional opportunity for public comment and Town Council questions and input before the consultant team proceeded with preparation of the draft recommendations.

DISCUSSION

The Draft Recommendations establish a long-term framework for Moraga's parks, recreation facilities and programs, trails, open spaces, operations, partnerships, and future investment. The recommendations are organized around seven systemwide goals:

1. Reinvest in Existing Parks and Facilities
2. Expand Recreation Opportunities
3. Expand Walking Opportunities and Trail Connections
4. Advance Open Space Stewardship and Resource Sustainability
5. Strengthen Recreation Programs and Community Events
6. Strengthen Operations and Maintenance
7. Build a Sustainable and Diversified Funding Model

The Draft Recommendations also include site-specific concepts for Moraga Commons, Rancho Laguna Park, West Commons, Hacienda de las Flores, the linear park along Saint Mary's Road, Mulholland Ridge Open Space Preserve, indoor recreation opportunities, potential community center sites, trail opportunities, and partnerships.

The recommendations are intended to provide long-term policy and planning direction. They do not authorize individual projects or expenditures and do not commit the Town to funding or implementing every recommendation. Future implementation would occur over time and would depend on Town Council direction, available funding, staffing capacity, partnerships, feasibility, property ownership and access, environmental review, and additional public engagement, as applicable.

Draft Park and Facility Recommendations

The Draft Recommendations identify potential improvements to existing Town parks and facilities based on the Needs Assessment, community engagement, existing conditions, and identified recreation needs.

At Moraga Commons, recommendations focus on reinvestment in existing facilities and improving the park's ability to serve a broad range of users. Potential improvements include replacement of the splash pad, improvements to the basketball court and teen gathering opportunities, parking improvements, bandshell improvements, shade, seating, walking connections, and other enhancements.

At Rancho Laguna Park, recommendations have been shaped by community-wide engagement as well as the additional targeted neighborhood outreach conducted in June. The draft concepts focus on maintaining the park's character while addressing aging infrastructure and identified needs. Recommendations include replacement of the playground, restroom improvements, walking loop improvements, and other park enhancements. No new sports fields or lighted recreational facilities are proposed at Rancho Laguna Park.

At West Commons, the recommendations seek to improve the park as a flexible neighborhood and community gathering space. Potential improvements include seating and shade, an irrigated central lawn supporting passive and informal recreation, a small pavilion, improved visibility and entrance treatments, potential parking improvements, creek restoration and access, and small-scale recreation elements compatible with the character of the site.

Hacienda de las Flores

The Draft Recommendations recognize Hacienda de las Flores as both an important public asset and a site with significant infrastructure, accessibility, circulation, storage, and operational needs.

Rather than prescribing a specific redevelopment concept through the PROS Master Plan, the recommendations call for preparation of an updated site and facility master plan for the Hacienda. That future planning effort could evaluate improvements to existing or future buildings, accessibility, infrastructure, storage and back-of-house operations, circulation and wayfinding, entrances, trails, creek restoration, public access, and additional amenities compatible with the character of the property.

The Draft Recommendations also recognize the relationship between public use of the Hacienda and its operation as a private event venue. Future planning should seek to clearly define public and private spaces and provide dependable opportunities for Town programs, meetings, recreation activities, and community events while supporting the long-term stewardship and financial sustainability of the property.

Any significant future improvements would require additional feasibility analysis, coordination with the Town's private event operator, community engagement, funding analysis, and future Town Council consideration.

Indoor Recreation and Community Center Opportunities

Indoor recreation space has been identified as a community need through the current planning process as well as previous Town planning efforts. The Draft Recommendations identify a multi-part strategy for addressing this need over time.

One component is to explore partnership opportunities with Saint Mary's College for access to active indoor recreation facilities, including potential shared use of the Joseph L. Alioto Recreation Center. Any partnership would require further coordination and a formal agreement addressing public access, scheduling, costs, maintenance, liability, and other operating considerations.

The recommendations also support continued investment in Hacienda de las Flores to improve its ability to accommodate Town programs, community gatherings, and events while continuing to support private event operations.

In addition, the Draft Recommendations identify the long-term potential for a dedicated multi-generational community center. Such a facility could provide reliable space for recreation programs, senior activities, community gatherings, civic meetings, and Parks and Recreation Department operations.

Potential community center locations identified in the Draft Recommendations are intended for long-term planning purposes only. The recommendations distinguish between opportunities on Town-owned property and those that would depend on partnerships, private property, future development, or other agreements. Identification of a potential location does not indicate that a site has been selected or that the Town has committed to development of a community center.

Trails and Walking Opportunities

Walking and trail access were consistently identified as important community priorities during the planning process. The Draft Recommendations include strategies to improve walking opportunities within existing parks, maintain and enhance existing trails, improve accessibility and wayfinding, and strengthen connections between neighborhoods, parks, open spaces, and community destinations.

Potential future trail connections included in the Draft Recommendations are conceptual and would require further evaluation before implementation. Depending on the location, this may include consideration of property ownership, access rights, easements, environmental conditions, safety, feasibility, funding, maintenance responsibilities, and coordination with property owners or partner agencies.

The Draft Recommendations also identify opportunities to expand walking loops and connections on appropriate Town-owned properties, subject to future feasibility analysis and coordination with existing uses and applicable agreements.

Recreation Programs and Community Events

The Draft Recommendations support continued investment in recreation programs and community events and identify opportunities to expand programming for different ages, interests, and populations.

The recommendations also encourage events that strengthen community connections and make use of Moraga's parks and public spaces. This includes opportunities to continue and enhance existing Town events and to consider new event concepts and partnerships over the life of the Master Plan.

The Town's ability to add significant new events is constrained by existing staff capacity. Larger or more complex event concepts, particularly those involving multiple locations or significant additional operational demands, would likely require an outside event producer, nonprofit organization, community organization, or other partner, with the Town serving in an appropriate permitting, facility, or partnership role.

Purpose of the September 9 Joint Study Session

The purpose of the September 9, 2026 Joint Town Council and Parks and Recreation Commission Study Session is to provide an opportunity for the Town Council, Parks and Recreation Commission, and community to review and comment on the Draft Recommendations before they are incorporated into the Draft PROS Master Plan.

The consultant team's presentation will summarize the Draft Recommendations and highlight key systemwide and site-specific concepts for discussion. Staff is seeking feedback regarding whether the recommendations appropriately reflect community needs and priorities, whether

particular recommendations should be revised, clarified, added, or removed, and whether additional considerations should be addressed as the consultant team prepares the Draft Master Plan.

The study session is not intended to approve individual capital projects, select a community center site, authorize new trails, commit funding, or otherwise authorize implementation of the concepts presented. Those decisions would occur through future Town processes, as appropriate.

FISCAL IMPACT

There is no direct fiscal impact associated with receiving the presentation and providing direction on the Draft Recommendations.

Implementation of the PROS Master Plan will have future fiscal implications. The Draft Master Plan will include planning-level information regarding capital costs, operational considerations, implementation strategies, partnerships, and potential funding sources. Funding for individual projects or initiatives would be considered separately through future Town Council budget and capital planning processes.

CEQA COMPLIANCE

The Town Council and Parks and Recreation Commission are being asked to review and provide direction regarding planning-level recommendations. No individual project is being approved as part of this study session.

The study session and provision of direction are not a project under the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15378. Future projects identified through the PROS Master Plan will be subject to separate environmental review, as applicable, prior to approval or implementation.

ALTERNATIVES

The Town Council and Parks and Recreation Commission may provide alternative or additional direction regarding the Draft Recommendations, including direction to add, remove, or modify specific recommendations before preparation of the Draft PROS Master Plan.

NEXT STEPS

Following the September 9 Joint Study Session, WRT will revise the Draft Recommendations based on direction from the Town Council and Parks and Recreation Commission and additional public input received.

The consultant team will then incorporate the revised recommendations into the Draft PROS Master Plan and continue development of the implementation and funding components of the Plan. This work will include consideration of project phasing, planning-level capital costs, potential operational impacts, implementation dependencies, and potential funding strategies.

The Draft PROS Master Plan will return for additional public review before final consideration by the Town Council. Adoption of the Master Plan will establish long-term policy and planning

direction but will not constitute approval of individual projects. Future projects will be considered separately through the Town's normal budgeting, capital planning, environmental review, design, public engagement, and approval processes, as applicable.

ATTACHMENTS

[Attachment A - Moraga Parks and Open Space Master Plan Draft Recommendations.pdf](#)