

Memorandum

To: Mike Geisel, City Administrator
From: Tom McCarthy
Director of Parks, Recreation and Arts
Date: 1/12/2018
Re: Parks Master Plan Questions



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During discussion of Staff's recommendation to enter into a contract for updating the Parks Master Plan at the Council meeting on December 4th 2017, a question came up about the ability to still apply for the Municipal Park Grants without an updated Parks Master Plan. Council directed us to send the Parks Master Plan proposal to the Parks, Recreation and Arts Committee of Council for an answer to this question, a review of the proposal and a recommendation. After talking to Steve Ables at the Municipal Grant Commission concerning our 14-year-old Parks Master Plan, Steve said we would still be able to apply for grants and, based on our score, still receive grants without an updated Parks Master Plan. To be completely clear, having a current Parks Master Plan is one of many scoring categories and while it enhances the application score, having a 14 year old plan is not disqualifying and the City's grants applications could be successful regardless.

There was also discussion about the outdated Master Plan's impact on the City's National CAPRA Accreditation through NRPA. With the accreditation process, having a current and regularly updated Master Plan is one of the 37 Fundamental Standards required to which must be satisfied to even be considered for the accreditation. There is also the requirement to meet 97 of the remaining 114 standards. Without the periodically updated Master Plan, we will no longer be able to be re-accredited as a nationally ranked Parks and Recreation Department. However, it should be noted that the City successfully completed the re-accreditation process in 2017, as long as the plan is updated within the next three years, it wont in itself be an impediment to the City's accreditation.

I have attached the standard below for review.

2.4 - Park and Recreation System Master Plan

Standard: The agency shall have a comprehensive park and recreation system plan that provides recommendations for provision of facilities, programs and services; parkland acquisition and development; maintenance and operations; and administration and management. The plan shall be officially adopted by the policy-making body, updated periodically and linked with a capital improvement budget and a phased development program. The system master

plan shall implement policies adopted in the comprehensive plan for the jurisdiction. Interested and affected agencies, organizations, and groups shall be engaged in the planning process.

Suggested Evidence of Compliance: Provide the current plan with documentation of official approval; describe update process; and describe a phased implementation program with linkage to the agency's capital improvement budget. The system master plan shall include:

- a. Agency mission (1.4);
- b. Agency objectives (1.4.1);
- c. Recreation and leisure trends analysis (10.5.1);
- d. Needs assessment (10.4);
- e. Community inventory (10.5.2); and
- f. Level of service standards (10.3.1).

Informational reference in the Management of Park and Recreation Agencies, (2010), 3rd Ed., Chapter 7 – Planning for Strategic Management, p. 120.

Agency Evidence of Compliance:

This Comprehensive Parks, Recreation and Arts Master Plan (Master Plan) is a comprehensive and inclusive step-by-step process to reach a preferred future, providing employee and citizen empowerment and buy-in, and allowing the City to focus and partner its resources most effectively in addressing the key critical issues impacting our success and future.

The primary purpose of the Master Plan is to establish a planning tool that will serve as a guideline for the development and improvement of the parks, recreation and arts system and the creation of new opportunities. This Master Plan is expected to be an achievable goal that will provide the Chesterfield Community with a parks, recreation and arts system that will not only meet, but exceed the City's Mission Statement. (Document - Master plan update 2015)

Funding for the Parks Master Plan contract was provided in the approved 2017 budget and was included in the projected expenditures used to develop the 2018 budget. No additional funding or appropriation is being requested, simply a request to approve a contract with "Pros" using the funds budgeted for this purpose in the 2017 approved budget.

One additional consideration that Council should be aware of, is that the Parks Master Plan is typically coordinated with and referenced in the City's Comprehensive plan. The Comprehensive plan typically includes data and vision extracted from the parks master planning process. Absent a separate and independent process to update the Parks Master Plan, this scope of work will necessarily become part of the Comprehensive Plan process that has been discussed for 2018.

I would like to bring this forward to the Parks, Recreation and Arts Committee of Council at our January 16th meeting for their discussion and approval so it can then move back to Council at our earliest convenience.

I have also attached the memo that went to Council initially for reference.

Memorandum



To: Mike Geisel, City Administrator
From: Tom McCarthy
Director of Parks, Recreation and Arts
Date: 1/9/20187
Re: Park, Recreation and Arts Master Plan

Mike, In the 2017 Budget, we have \$60,000 set aside for the update of the Parks, Recreation and Arts Master Plan. We advertised and sent out the RFQ which is attached and received seven proposals back. After a thorough review of the RFQ's and lengthy discussion by Jason Baucom, Arts and Entertainment Superintendent, Kari Johnson, Recreation Superintendent, Steve Jarvis, Parks Superintendent, Justin Wyse, the Director of Planning, Mike Whelan, the Parks Recreation and Arts citizens Advisory Committee Chair and myself, we initiated four interviews with the following firms; Forum, Planning Design Studio, SWT Design and Pros Consulting. The four firms all were excellent in their RFQ submittal, scope of service, public engagement process and statistical analysis.

Pros was the number one choice by the entire interview panel. Pros is a leader in the field of Parks Master Plans, and has the greatest overall experience and expertise based on the four hundred plus Master Plans they have completed, along with their overall public engagement process. The interview group feels Pros can deliver the best product in the end to give us the best information from our Chesterfield residents, a clear path to move forward and the ability to address the financial constraints and guidance on potential future funding sources. I checked with several of Pros past clients and they were all extremely happy with their Master Plan results and highly recommended them.

I would like to bring this to Council at the December 4th meeting for their approval to extend a contract to perform our Parks, Recreation and Arts Master Plan Update to Pros Consulting for the sum of \$60,000 from our 2017 Parks Budget. The funds are in account number #119-084-5261 under Professional Services. We would set the dollars aside in a PO for the services and work out the final details and schedule for the Master Plan after the first of the year. The Master Plan would be completed and presented back to Council prior to the end of 2018.

I have attached the following for review

1. Our RFQ request
2. Pros RFQ submittal
3. Pros power point from their interview

Mike, please let me know if you would like to discuss any of the attached material at your earliest convenience.