

**TOWN OF
APPLE VALLEY, CALIFORNIA**

AGENDA MATTER

Subject Item:

**UPDATE ON THE PROGRESS OF THE PARKS AND RECREATION MASTER PLAN
UPDATE AND DISCUSSION OF THE PROPOSED IMPLEMENTATION SURVEY**

SUMMARY STATEMENT

At the Town Council meeting on July 28, 2009, Town Manager, Frank Robinson updated the Town Council on the current state of the Town's Park and Recreation System. As part of this presentation, information was provided to the Council on the current state of the Town's park system. One of Staff's recommendations was an update to the Master Plan of Park and Recreation Services. The update of the Master Plan was required as part of the General Plan update and was one of the strategies outlined in Goal 5 of Vision 2020. It was the consensus of the Town Council to develop and issue R.F.P. for consultant services to complete the Park and Recreation Master Plan Update. On February 9, 2010, after review of submittals and interviews of four firms, the Town Council awarded a professional services contract to MIG, Inc., to facilitate the completion of the Park and Recreation Master Plan Update.

Since the award of the contract, Staff has worked closely with MIG, Inc., to complete the process. Attached is the Update's Scope of Work included in the contract to better clarify what was involved in the proposed four phase Master Plan Update. Phase one and two consisted of many outreach activities designed to get an understanding of what programs and facilities are used by the community and what programs and facilities are envisioned for our community in the future.

We are currently in the middle of Phase 3 of the process. At this point, we have compiled the existing and future recommendations, put together a potential cost model and have to now look at the implementation options. As part of the original scope of the project, a professionally completed random sample phone survey is scheduled to take place. This survey differs substantially from the recently completed Town-wide customer satisfaction survey as it would more directly look at funding options and priorities. The scheduled implementation survey for this project will be used to assess whether or not the community would be willing to give more financial support to the Parks and Recreation System both in regard to the current funding gap as well as for future capital improvements.

(Continued)

Attachment:

Scope of Work included in approved MIG, Inc., Professional Services Contract

Recommended Action:

Provide direction

Proposed by: Ralph Wright, Parks and Recreation Manager Item Number: _____

T. M. Approval: _____ Budgeted Item Yes No N/A

UPDATE ON THE PROGRESS OF THE PARKS AND RECREATION MASTER PLAN

UPDATE AND DISCUSSION OF THE PROPOSED IMPLEMENTATION SURVEY

Additionally, this survey will help provide a prioritization list of the Parks and Recreation functions so that Council and Staff can more effectively direct funding for both potential improvements and/or reductions in services.

The cost of the implementation survey, approximately \$21,000, was included in the award of contract with MIG, Inc. and would be managed by Dr. Timothy McClarney from True North Research, the same firm that recently completed the Town's citizen satisfaction survey.

Exhibit "A"

SCOPE OF WORK

Phase 1: Project Initiation /Administration & Evaluation of Current Parks, Practices and Services

- Task 1.1: Project Initiation Meeting (Staff Team Meeting #1)
- Task 1.2: Background Information Review
- Task 1.3: Parks and Facilities Tour and Evaluation
- Task 1.4: Base Map and Existing Resource Maps
- Task 1.5: Planning Context Summary Memo (Draft & Final)
- Task 1.6: Existing Recreation Resources Summary Memo (Draft & Final)
- Task 1.7: Staff Team Meeting #2
- Task 1.8: PRMPAC Meeting #1
- Task 1.9: Public Information and Outreach
- Task 1.10 Phase 1 Project Management and Administration

Phase 2: Community Needs Assessment

- Task 2.1: Stakeholder Interviews (5 stakeholders to be interviewed)
- Task 2.2: Focus Groups (3 focus groups conducted)
- Task 2.3: Web-based Youth and Adult Questionnaires
- Task 2.4: Youth and Adult Paper Questionnaire
- Task 2.5: Community Intercept Event
- Task 2.6: Staff Team Meeting #3
- Task 2.7: PRMPAC Meeting #2
- Task 2.8: Comparable Communities Benchmarking
- Task 2.9: Needs Assessment Approach Memo
- Task 2.10: Staff Team Meeting #4
- Task 2.11: PRMPAC Meeting #3
- Task 2.12: Community Needs Assessment (Draft & Final)
- Task 2.13: Public Information and Outreach
- Task 2.14: Phase 2 Project Management and Administration

Phase 3: Strategic Planning and Implementation

- Task 3.1: Community Vision Workshop
- Task 3.2: Staff Team Meeting #5
- Task 3.3: PRMPAC Meeting #4
- Task 3.4: Strategic Planning Framework Memo
- Task 3.5: Draft Recommendations
- Task 3.6: Draft Plan Maps
- Task 3.7: Capital and Operations Cost Model (Draft & Final)
- Task 3.8: Implementation Options
- Task 3.9: Implementation Survey
- Task 3.10: Staff Team Meeting #6

- Task 3.11: PRMPAC Meeting #5
- Task 3.12: Town Council and PRC Work Session
- Task 3.13: Administrative Draft Plan
- Task 3.14: Public Information and Outreach
- Task 3.15: Phase 3 Project Management and Administration

Phase 4: Refinement and Adoption

- Task 4.1: Draft Plan
- Task 4.2: Staff Meeting #7
- Task 4.3: Public Open House/PRMPAC Meeting #6
- Task 4.4: CEQA Assistance
- Task 4.5: Parks & Recreation Commission Meeting
- Task 4.6: Town Council Meeting
- Task 4.7: Final Plan
- Task 4.8: Public Information and Outreach
- Task 4.9: Project Close-Out
- Task 4.10: Phase 4 Project Management and Administration