



COUNCIL REPORT

DATE: April 25, 2023

CATEGORY: Consent

DEPT.: Community Services

TITLE: **Parks and Recreation Strategic Plan, Project 22-37—Authorize Professional Services Agreement and Adopt a Resolution Appropriating and Transferring Funds**

RECOMMENDATION

1. Authorize the City Manager or designee to execute a professional services agreement with Next Practice Partners, LLC, to provide professional services for Parks and Recreation Strategic Plan, Project 22-37, in an amount not to exceed \$649,771.
2. Adopt a Resolution of the City Council of the City of Mountain View Appropriating and Transferring \$600,000 from the General Non-Operating Fund to Capital Improvement Program Project 22-37 and Appropriating and Transferring \$600,000 from Parks and Recreation Strategic Plan, Project 22-37, to the Park Land Dedication Fund to Return Funds Originally Appropriated to Project 22-37, to be read in title only, further reading waived (Attachment 1 to the Council report). (Five votes required)

BACKGROUND

On June 22, 2021, the City Council adopted the Strategic Roadmap with seven Strategic Priorities, including the priority for Livability and Quality of Life. This priority aims to “enhance Mountain View as a great place to live that values community health and well-being.” To help accomplish this Strategic Priority, the Council work plan included a project to develop a comprehensive Parks and Recreation Strategic Plan (“Plan”). At the June 22, 2021 meeting, Council also approved the Parks and Recreation Strategic Plan, Project 22-37, as part of the 2021-22 Capital Improvement Program (CIP), which was funded with \$600,000 from the Park Land Dedication Fund and \$150,000 from the Shoreline Regional Park Community Fund.

On [September 27, 2022](#), Council provided staff direction through a Study Session to proceed with the proposed scope of work to develop the Plan. The proposed scope of work consists of 17 tasks, including, but not limited to, confirming and calculating the City’s open space, reviewing and discussing anticipated open space and future growth, evaluating various funding strategies for the acquisition and development of open space, confirming the use of the City’s parks and facilities, reviewing recreation programs and fee structures, and reviewing existing staffing models in the Parks and Recreation Divisions. Many of the tasks will be reliant on a robust

community engagement process for residents to provide direct feedback through various community meetings, stakeholder interviews, focus groups, surveys, pop-up input opportunities at City events, and much more. The Analysis section of this Council report includes the specific scope of work issued in the Request for Proposals (RFP) to select consultant services to develop the Plan.

ANALYSIS

Professional Services Agreement

In October 2022, the City issued the RFP, posted through the City’s PlanetBids webpage with interest from over 40 organizations. The City received one proposal in response to the RFP. A selection committee comprised of staff from the Community Services, Community Development, and Public Works Departments, evaluated the proposal and interviewed the respondent. After a thorough analysis based on the merits of the firm’s experience, demonstration of competence with similar projects, and project understanding, the selection committee unanimously agreed that Next Practice Partners, LLC, was a qualified consultant for this project. For these reasons, staff recommends awarding the contract to Next Practice Partners, LLC.

Next Practice Partners, LLC, is a consulting firm with staff experienced in master planning, strategic planning, and business planning within the parks, recreation, and sports industries, with extensive experience working with national award-winning agencies. Although the firm was founded in 2022, the project team has over 25 years of relevant experience within California and nationwide.

To support the development of the Plan, Next Practice Partners, LLC, has hired various subconsultants, such as Wallace, Roberts, and Todd (WRT), ETC Institute, and Merge Diverse Abilities Inclusion Consulting (MERGE). WRT specializes in planning and design with a range of services and expertise, including engagement, master planning, commercial corridor revitalization, resiliency, public-realm design, and redevelopment. The ETC Institute is a market research firm that specializes in the design and administration of market research for governmental organizations and would support the delivery of a statistically valid survey as part of the community-engagement process. MERGE provides expert guidance on the inclusion of persons with diverse abilities that would support the Plan’s development by initiating an inclusion audit and training.

Project Scope

The scope of work that was confirmed by City Council on September 27, 2022 is summarized in the table below.

Task	Title	Description
1	Project Management and Coordination	<ul style="list-style-type: none">• Prepare and facilitate kickoff meeting with staff to refine the work plan and schedule.• Conduct monthly (and additional) project meetings, manage subconsultants, and provide regular reports for City staff.
2	Establish Plan Vision, Goals, and Objectives	<ul style="list-style-type: none">• Incorporate themes of sustainability, inclusion, environmental stewardship, safety, preservation, livability, accessibility, social equity, and historical and cultural character.• Consider future trends and planning best practices for use of public space for recreation, wellness, and community-building.• Review previously established vision, goals, and objectives of the period plans and utilize the community engagement process to establish recommendations to complete this task.
3	Background Review	<ul style="list-style-type: none">• Review City and State laws, regulations, and documents related to parks, open space, trails, and recreation programming.• Review City Code and Council Policies to identify key policies and standards.
4	Community Engagement	<ul style="list-style-type: none">• Develop and implement a robust community engagement plan with opportunities for stakeholders and residents to provide input.

Task	Title	Description
5	Inventory and Assessment	<ul style="list-style-type: none">• Compile an inventory and assessment of the existing parks, facilities, trails, open space, and athletic fields.• Develop an assessment of each planning area, including a list of open space facilities, demographic data, residential density, proportion of multi-family housing, and needs of open space.• Perform a comparative analysis of the parks and recreation systems with communities of a similar size and density.• Analyze park and recreation systems usage, needs, desires, and interests of the community today and 15 years from today.• Review the five-year CIP and recommend priority Parks and Recreation capital projects.• Identify emerging parks and recreation trends and needs compiled from the community engagement process as well as from national and regional studies.• Complete an assessment of Parks and Recreation facilities and athletic fields.
6	Calculation of City's Open Space	<ul style="list-style-type: none">• Recommend changes to the existing list of open spaces counted toward the City's total open space acreage.• Define the different types of parks and open space available within the City and recommend how to calculate this acreage into the City's total open space.

Task	Title	Description
7	Anticipated Open Space Needs and Long-Term Funding Strategies	<ul style="list-style-type: none"> • Determine the amount of park space needed to meet the City’s existing goal of providing three acres of open space per 1,000 residents in the next 15 years. • Utilize the community engagement process and analysis of Task 3 to recommend modifications or changes to existing goals or establish additional or new goals. • Determine a cost estimate to create new open space acreage based on recommended goals. • Recommend creating funding strategies for acquisition, development, and renovation of parks and open space. • Recommend how to meet the above goal given the amount of land for new parks. • Complete a thorough review of the Park Land Dedication Ordinance, evaluate any impacts from 2020 Census data, and provide recommended changes to the Ordinance.
8	Park Accessibility Goals	<ul style="list-style-type: none"> • Recommend accessibility goals by reviewing State and national park access initiatives and best practices.
9	Recreation Division Programming	<ul style="list-style-type: none"> • Review existing Recreation programs and services and recommend changes to and/or new Recreation programs based on feedback from the community and gaps in service. • Recommend changes to policies and practices related to the facility rental program.

Task	Title	Description
10	Fees and Recreation Cost Recovery Policy	<ul style="list-style-type: none"> • Review the Recreation Cost Recovery Policy and existing fees and recommend any changes or modifications. • Recommend any changes to the existing Financial Assistance Program.
11	Use of City’s Parks, Open Space and Facilities	<ul style="list-style-type: none"> • Identify various current uses of parks as well as the elements and amenities that are important to the public based on community feedback. Recommend additional or new elements desired by the community for existing and future parks to meet identified needs. • Recommend changes to the City’s existing policies and procedures for use of facilities and athletic fields, including the Athletic Field Use Policy. • Recommend changes to the times fields are available for organized use and clearly define the different types of organized sports programs.
12	Staffing and Maintenance Standards	<ul style="list-style-type: none"> • Recommend appropriate staffing levels for the Parks and Recreation Divisions. • Recommend new maintenance and operations standards, including regular park renovations and replacement schedules. • Reference the progress on the Biodiversity Strategy and Urban Forest Plan to determine if any recommendations will impact future staffing levels.
13	Accreditation of Park and Recreation Agencies	<ul style="list-style-type: none"> • Integrate the Commission for Accreditation of Park and Recreation Agencies (CAPRA) objectives, methods, and standards where applicable. • Make recommendations on actions with a long-term goal of achieving CAPRA certification.

Task	Title	Description
14	A Living, Action-Oriented, Outcome-Driven Document	<ul style="list-style-type: none"> Recommend timelines for periodic review over the life of the Plan.
15	Vision and Goal Setting	<ul style="list-style-type: none"> Develop a vision and mission statement for the Community Services Department with staff involvement.
16	Draft and Final Parks and Recreation Strategic Plan	<ul style="list-style-type: none"> Document the engagement process, key findings from the existing conditions analysis, prioritized project list, and all other aspects of the Plan into an accessible and easy-to-read graphic report.
17	Presentations	<ul style="list-style-type: none"> Prepare and deliver presentation materials throughout the Plan development process.

Development of the Plan will be closely coordinated with the Biodiversity Strategy and Urban Forest Plan as well as the Active Transportation Plan, which are both being prepared within the same timeline as the Plan.

Appropriation of Funds

The Parks and Recreation Strategic Plan, Project 22-37, is currently funded with \$600,000 from the Park Land Dedication Fund and \$150,000 from the Shoreline Regional Park Community Fund. Following review of available funding sources, staff is now recommending Council approve the transfer of \$600,000 from Parks and Recreation Strategic Plan, Project 22-37, back to the Park Land Dedication Fund and appropriate \$600,000 from the General Non-Operating Fund to Project 22-37.

NEXT STEPS

If Council authorizes the recommended consultant agreement with Next Practice Partners, LLC, work on the Plan will begin in spring 2023. It is anticipated that the Plan will be completed by the end of 2024.

FISCAL IMPACT

Parks and Recreation Strategic Plan, Project 22-37, is funded with \$600,000 from the Park Land Dedication Fund and \$150,000 from the Shoreline Regional Park Community Fund. The recommended actions will transfer \$600,000 from the CIP to the Park Land Dedication Fund and

instead appropriate \$600,000 from the General Non-Operating Fund. The total funding for the CIP will remain \$750,000. The current available expenditure budget is \$704,226, which is more than sufficient to fund the recommended agreement amount of \$649,771.

ALTERNATIVES

1. Do not authorize the professional services agreement and direct staff to reissue the RFP.
2. Provide other direction.

PUBLIC NOTICING

In addition to the standard agenda posting, the notice for this meeting was posted to the City website, City social media channels, and Nextdoor.com. Staff sent a notice to all neighborhood associations and registrants from recreation programs from 2020 to present. Notice has been provided to City-recognized youth sports organizations, Mountain View Masters, Los Altos Mountain View Aquatics Club, Mountain View Tennis Academy, Mountain View Tennis Club, Community Services Agency, Mountain View Whisman School District, Los Altos School District, Mountain View Los Altos Union High School District, Soil+Water, Friends of Mountain View Parks, Greenspaces MV, Audubon Society, Canopy, and Midpeninsula Regional Open Space District.

Prepared by:

Kristine Crosby
Recreation Manager

Approved by:

John R. Marchant
Community Services Director

Audrey Seymour Ramberg
Assistant City Manager

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Attachment: 1. Resolution of the City Council Appropriating and Transferring Funds