

**DATE:** September 20, 2023

**TO:** Parks and Recreation Commission

**FROM:** Kristine Crosby, Recreation Manager  
John R. Marchant, Community Services Director

**SUBJECT:** **Parks and Recreation Strategic Plan Update and Commission Input**

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**PURPOSE**

Receive an update on the Parks and Recreation Strategic Plan and respond to three key questions from the consultant team.

**BACKGROUND**

On [April 25, 2023](#), the City Council authorized the City Manager or designee to execute a professional services agreement with Next Practice Partners, LLC, to provide professional services for the Parks and Recreation Strategic Plan (“Plan”). Next Practice Partners, LLC (NPP) 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.

To support the development of the Plan, NPP 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 and resiliency, master planning, commercial corridor revitalization, public-realm design, and redevelopment. The ETC Institute is a market research firm specializing 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.

Following the execution of the professional services agreement with NPP in late May 2023, the City and NPP kicked off the plan development process. Over the summer, staff and NPP focused on developing a project website and brand, [ImagineMVParks.com](#). This project website provides a one-stop location to follow the plan development process and to learn about community engagement opportunities. The website launched in late July.

In late August, NPP and the City started the Plan's community and staff engagement process with two days of community and stakeholder meetings on August 21 and August 22, 2023. Four community meetings were held, with two meetings in-person and two virtual. Approximately 200 community members attended these meetings to learn what a Strategic Plan is and share initial feedback on the future of Mountain View's parks, trails, open space, recreation programs, and recreation facilities. Interpretation services were available for all four meetings in Spanish, Mandarin, and Russian. In addition to the community meetings, five stakeholder meetings and two multilingual stakeholder meetings in Spanish and Mandarin were conducted.

In addition to the public and stakeholder meetings, NPP launched the staff engagement process. This process included key staff interviews, an all-hands meeting with all Community Services Department staff, and a recreation program kick-off meeting.

### **ANALYSIS**

The Commission will receive a presentation from NPP team members to introduce the team, highlight progress made to date, and outline the next steps and milestones for the project.

In addition, as part of the continued community engagement process, NPP seeks the Parks and Recreation Commission (PRC) member's responses to the following three key questions:

1. What are the strengths of Mountain View Parks and Recreation/Community Services Department that the Strategic Plan can build upon?
2. What are opportunities for expansion, improvement, or new additions for Mountain View Parks and Recreation/Community Services Department?
3. What is your one top-priority outcome from the Strategic Plan?

These questions will be asked as part of the September 20, 2023 PRC meeting, and each Commission member will have an opportunity to share their response to each question. Responses to these questions will be included with the community feedback received by NPP to date for the Plan.

### **NEXT STEPS**

Over the fall, NPP will focus on a program assessment of all recreation programs and a site assessment of the City's parks, open spaces, and trails. A statistically valid survey will be developed and launched in early 2024. The statistically valid survey will be mailed to a random sample of residents representing Mountain View's diverse population. A community survey will be launched following the statistically valid survey to cast a wider net of responses. Staff anticipates NPP will return in spring 2024 to share their findings from their research, the program

and site assessments, and the community input received from the community meetings, surveys, and the project website. As progress is made through the plan development process, updates and opportunities for further engagement will be shared at [ImagineMVParks.com](https://www.imagineMVParks.com).

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