

| Agenda Item | cover sheet

for consideration by the Apex Town Council

Item Type: WORK SESSION

Meeting Date: October 12, 2021

Item Details

Presenter(s): Craig Setzer, Director Parks, Recreation and Cultural Resources; Angela Reincke, Parks Planning Project Manager; Shweta Nanekar, Civic Spaces Project Manager, McAdams Company; Jenn Beedle, Park Planner, McAdams Company; Sonya Shaw, Community Engagement Specialist, McAdams Company; Rachel Cotter, Principal in Charge, McAdams Company

Department(s): Parks, Recreation and Cultural Resources

Requested Motion

Presentation from McAdams Company, selected to lead the comprehensive Parks, Recreation, Greenways, and Open Space Master Plan

Approval Recommended?

N/A

Item Details

The McAdams company was selected by Town of Apex staff to lead the comprehensive Parks, Recreation, Greenways, and Open Space master plan (PRGOS) update. The PRGOS master plan covers a 10-year planning period, aimed at guiding the development of recreation and cultural arts programs and facilities, as well as parks and greenways in the Town of Apex. The master plan is based on resident surveys, community input, focus group meetings, recreation trends analyses, facility, park, and program assessments, greenway planning, park operations and maintenance review, and budget review and analysis.

Community input is a major part of the comprehensive planning process. As the Town Council serves as the municipal legislative body for the town, a focus group-style meeting, referred to as asset mapping, will allow for the opportunity to discuss parks, recreation, cultural resources, and greenways. The McAdams project team will provide an overview of the comprehensive planning process and lead an interactive virtual asset mapping session with questions to receive targeted feedback from council members. The work session will be conducted virtually using Zoom and Concept Board. It will take around 1 hour to complete.

The McAdams team will assist members with accessing and moving through these platforms during discussions.

Asset mapping is a values-based approach to identify strengths and opportunities and to discuss challenges the council believes the community faces. The meeting discussion will focus on finding the tangible assets related to Apex parks, recreation, cultural resources, and greenways. Projected outcomes of the meeting include: identifying the strengths of the Parks, Recreation and Cultural Resources department, identifying the biggest challenges to the identified assets, and finding ways to continue to provide the excellent parks facilities and recreation services the Town already offers.

After discussing these questions, we will develop a list of common themes that emerge throughout the session. Feedback from the meeting will be used to guide future recommendations for the Town of Apex's Parks, Recreation & Cultural Resources department.

Attachments

NA

