

Scope of Work for the 10 Year Parks and Recreation Master Plan

1. Community Profile:

Research and identify unique qualities, geography, demographics, and trends specific to the Cartersville community that will affect Master Plan considerations for the future.

2. Inventory and Assessment- Parks System Resources:

- A. Develop strategies and information needs with staff, then prepare and conduct a scientific community-wide needs assessment (including public opinion profile) and other public input surveys to determine current interests and levels of park use, future parks development needs and interests, public priorities and willingness to support different funding levels and funding options now and in the future; identify and discuss major issues/concerns specific to Cartersville; survey process should be statistically valid and meet professional standards;
- B. Evaluate community access to parks, facilities, and services; establish local planning guidelines and standards based on state and national standards for adequate access to recreation facilities and parks (consider pertinent park types i.e.: neighborhood, community, regional as well as greenways, open space, and parkland corridors); prepare an analysis of existing and future neighborhood areas, projected service populations, and parkland allocation recommendations within the anticipated urban growth boundary over a ten-year period based on growth, transportation, and safety; identify and discuss current and anticipated access issues including barriers to participation; make specific recommendations addressing access solutions and future needs including park land acquisition and development;
- C. Identify, inventory, and rank unique natural and other open space resources for potential park system acquisition and/or parks development including “trail networks,” re-evaluate the “criteria for park land acquisition” policy which defines acquisition priorities, satisfies long range maintenance objectives, and accomplishes parks system master plan goals and implementation schedules toward establishing an integrated network of park resources and facilities within the fiscal limitations of the community;
- D. Review Cartersville’s current planning and economic development ordinances pertinent to parks development issues; propose amendments and/or new ordinances as needed to accomplish parks development goals and objectives; and
- E. Provide evaluation and analysis of current management and operations practices giving specific attention to parks maintenance and staffing with recommendations pertinent to future growth of parklands. Continued consideration should be given to parkland buildings and facilities, and related services. Project cost-effective funding levels necessary to adequately sustain recommended levels of maintenance and service in these areas. GRPA and/or NRPA “levels of maintenance standards” should be used to help define recommendations.

3. Inventory and Assessment: (Recreation Programs and Services)

- A. Inventory available recreation programs, recreation facilities, and related services;
- B. To work with staff to evaluate existing levels of recreation program services and determine adequacy of current recreation opportunity for all city residents. Includes community center, activities, programs and services;
- C. Conduct a scientific community-wide needs assessment (can be combined w/parks assessment) to determine current levels of participation, and public satisfaction with existing programs, recreation facilities, and services. Determine public interests, desires, expectations, and priorities for the future including the public's willingness to fund expanded programs and services. Project future participation trends, needs, and issues of "equitable distribution of service, additional parks feature and opportunity" for all ages and income levels. Survey process should be statistically valid and meet professional standards;
- D. Identify specific areas of public need and community interest with regard to program types (sports, outdoor, aquatic, cultural arts, special events, etc.) and populations served (children, teens, adult, senior, and family, disabled. Include issues of ethnic diversity);
- E. Analyze and discuss access and opportunity to participate in programs and services with regard to daily/weekly time-frames and schedules, seasonal adjustments and other factors affecting participation choices. Make recommendations to improve planning and scheduling effectiveness to maximize opportunity and participation; and
- F Review and evaluate current public relations, publicity, marketing, and other promotional efforts to determine effectiveness within the community. Recommend cost effective methods and practices that will improve public awareness of programs and services.

4. Funding:

- A. Provide a thorough analysis of existing funding practices, sources of funds, and funding levels for both "parks and facilities" and "recreation programs and services;"
- B. Project long-range funding levels required to support Master Plan goals and objectives relative to anticipated growth, development, and long-term maintenance; describe methodologies and models used to determine projected costs;
- C. Identify new or alternative sources of funds that might reasonably be developed to supplement existing funding methods; Identify and discuss new funding practices (i.e.: inter-agency or public-private partnerships, other) that might present long-term funding stability; and

- D. Recommend a long-term funding strategy(s) that combines and incorporates a diversity of funding options and techniques that will effectively support and achieve Master Plan goals and objectives for both parks development and recreational services.

5. Community Involvement:

Involve as many Cartersville residents in the development of the Master Plan as possible. To encourage community-wide involvement, utilize several public input methodologies (neighborhood meetings, community forums, questionnaires, presentations, focus groups, newsletters, displays, and telephone surveys). *Public involvement is a critical component to the study.*

6. Comparative Analysis:

- A. Compare findings and recommendations for Cartersville to recognized national and state standards as well as adopted “levels of service” from similar size cities in Georgia.
- B. Based on citizen input and community profile, identify and address major issues, concerns, and challenges specific to Cartersville that will affect parks, open space, and recreation service decisions now and in the future.
- C. Propose parks, recreation, and open space recommendations that are progressive while remaining prudent for communities with like resources.

7. Master Plan Document:

- A. Compile findings and recommendations from above study components into one or more documents, which together identify community priorities and define Cartersville’s comprehensive Park, Recreation, and Open Space Master Plan for the future (10 yrs.).
- B. A separate “executive summary” of the Master Plan report shall be provided. An executive summary narrative will be included within all study component documents.
- C. A separate plan and design for Sam Smith Park using the findings and conclusions in the Master Plan. This would not include design documents, but a concept design of the property.

The Master Plan shall include:

A long-range vision for the Cartersville Parks and Recreation Department including specific goals and priorities that incorporate all findings from each of the above study components and particularly reflect community interest and significant levels of support based on survey results;

A well defined, long-range plan for an integrated network of parks, community facilities, bikeways, open spaces, and recreational corridors for the future; community parks and facilities resource maps that graphically identify the existing and proposed components of this system

(this should include identification of park types, future acquisition and development plans, solutions addressing neighborhood and community access issues; and guidelines and proposals for creative uses of floodplain and/or other unique natural areas for low intensity recreation, resource protection, trails, connecting corridors, etc.)

A framework for maximizing citizen use and enjoyment of existing parks, facilities, and recreation services.

A framework for meeting future needs and achieving long-range parks system development and recreation program services goals.

A specific action plan for the next 10 years that implements standards, guidelines, policies, and recommendations of the Master Plan, particularly the Capital Improvement Plan (CIP) for parks system development. This plan should also address administration and management as well as maintenance and operations for both parks development and recreation program services.

Specific funding recommendations and strategies which support immediate (5yrs.) and long range (10 yrs) parks development and recreation program development needs while responding to the community's attitudes and priorities as identified in the survey instrument. Recommendations should be based on specific cost projections identified under parks development goals (particularly the CIP) and projected growth of and demand for recreational services.

Maintenance and operations standards and guidelines for providing quality, safe and cost-effective maintenance operations, and practices. Determine funding and staffing levels required commensurate with maintenance and operations responsibilities.

Recommendations for improved public relations and communications to maximize community awareness and utilization of Parks and Recreation Department programs services.

Firms submitting proposals are encouraged to revise and improve the request for proposal, including the work items as necessary, and to make subsequent modifications to the proposal before submission, as a demonstration of their expertise and competence with quality consulting work and procedures.

General Requirements of Consultant

PUBLIC/STAFF INVOLVEMENT

The consultant team will develop and utilize cost effective methods to generate and maximize public participation in the development of an updated Parks, Recreation and Open Space Master Plan. In addition, the consultant team will work with public officials and agencies.

The following meetings, surveys and reports are suggested as the minimum requirements to complete the Updated Master Plan:

1. One (1) orientation meeting with City staff and review the work plan, timeline, and details of the master plan process.
2. The consultant will hold regular meetings with city staff and review progress, present information, and recommend directions for the remaining portions of the project. These meetings will occur as needed but not less than once a month throughout the project period.
3. A minimum of one (1) meeting with the Parks and Recreation Advisory Board.
4. A minimum of one (1) random telephone survey of at least 500 city residents.
5. The consultant will plan and facilitate at least four (4) Community meetings to provide broad-based community input. The consultant will prepare and make presentations before the Mayor and City Council as necessary to accomplish support for and successful adoption of the Master Plan recommendations. This will include presentation of the draft as well as final Master Plan documents for approval.

The consultant shall review with the Director (s) of Parks and Recreation all prepared information for the public meetings at least three (3) days prior to the scheduled meeting.

DELIVERABLES

The consultant shall deliver the following items:

1. Detailed Summary of existing conditions, inventories, and analysis
2. A citizen telephone survey that the City will own and administer.
3. Draft Master Plan, which will include the information in the scope of work.
4. Five (5) copies of the Draft Master Plan to be used for distribution and review plus one (1) flash drive to digitally distribute.
5. Appropriate written material and graphics (maps, slides, etc.) to be used for public presentations, to include a Current Map and a Final Map Plan outlining future Facility/Park development opportunities
6. Final Master Plan to include all elements listed in the scope of work.
7. Five (5) copies of the Final Master Plan and Five (5) copies of the Executive Summary Report of the Final Master Plan along with three (3) sets of slides and color graphs to be used by the City for reproduction. Two (2) flash drives of the Final Master Plan and Executive Summary Report so the Plan can be updated periodically.

8. Final Parks and Recreation Master Plan Map, which includes all parks, open space, and recreation facilities.