



## CITY OF NORMAN, OK STAFF REPORT

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**MEETING DATE:** 9/26/2023

**REQUESTER:** Jason Olsen, Director of Parks and Recreation

**PRESENTER:** Jason Olsen, Director of Parks and Recreation

**ITEM TITLE:** CONSIDERATION OF APPROVAL, ACCEPTANCE, APPROVAL, REJECTION, AMENDMENT AND/OR POSTPONEMENT OF AMENDMENT NO. ONE TO CONTRACT K-2324-46: A CONTRACT BETWEEN THE CITY OF NORMAN, THE NORMAN UTILITIES AUTHORITY AND RDG PLANNING & DESIGN, INC. INCREASING THE CONTRACT BY \$311,540 FOR PROFESSIONAL COMPREHENSIVE PLANNING SERVICES RELATED TO THE PARKS RECREATION AND TRAILS MASTER PLAN, FOR A NEW CONTRACT TOTAL NOT TO EXCEED \$2,706,167.

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### **BACKGROUND:**

Norman City Council last adopted a Parks and Recreation Master Plan in 2009. Since then, through Norman Forward, Hotel Motel Tax, and the Capitol project fund, a large portion of projects identified in the 2009 Parks and Recreation Master Plan has been accomplished.

According to the National Parks and Recreation Association (NRPA), the life span of a Parks and Recreation Comprehensive Master Plan is 15 years. With the shelf life of the current master plan soon expiring and the extensive number of plans already underway throughout the City, staff believes this would also be an excellent time to conduct a new Comprehensive Master Plan for Norman's Parks, Recreation and Trails system.

The City of Norman released a Request for Proposal (RFP-2223-29) for the following plans in September of 2022 and later adopted by the Council on July 25, 2023.

- Comprehensive Plan;
  - Housing Market Analysis and Affordability Strategy;
  - Comprehensive Transportation Plan Update;
  - Stormwater Master Plan Update;
  - Water Hydraulic Modeling Update;
  - Wastewater Master Plan; and
  - Sanitation Master Plan.
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The citywide proposal will develop an all-encompassing vision for the community that all can support. To facilitate this objective, the City of Norman is seeking to update its Comprehensive Transportation Plan, Stormwater Master Plan, Water Hydraulic Modeling, and develop Wastewater, Sanitation, and now a Parks Recreation and Trails Master Plans to ensure improvements to the City's infrastructure align with the vision and policies of the new Comprehensive Plan.

## **DISCUSSION:**

RDG Planning & Design would work with City leadership and Parks and Recreation staff on the Parks Recreation and Trails Comprehensive Plan. This Plan would aspire to collaborate closely with members of the Norman community, the RDG Team, and the AIM Norman Ad Hoc Steering Committee to develop the next long-range plan for the Parks and Recreation system. The 2023-2024 plan will contribute to the overall progress of the Norman Community. The Plan will guide and inspire community leaders to be innovative for the good of Norman residents and achieve the next moves that will contribute to securing Norman a place in the top tier of cities.

**Intent and Goals.** The objective of the Norman Parks Recreation and Trails Master Plan is to provide a long-range plan with an approximate 15-year horizon inspiring the following transformative elements of the park system. This Plan would be supplemented with a Strategic Implementation Plan to direct the first 2-5 years following adoption.

The long-range Plan will guide capital investments, updated level of service standards, the evolution of the City's recreation services, considerations for funding opportunities, and ultimately inspiring the following game-changing elements of Norman's park system while also informing a fiscally and environmentally sustainable park system for the next generation and beyond.

The goals of this planning effort are many; however, to help guide decision-making by both consultant teams and the City, have been refined to these broad, primary goals:

1. Review and, if need be, revise a new community-driven mission and vision integrating Norman's pursuit of the highest quality facilities, programming, and operations.
2. Build upon the goals established during the AIM Norman 2045 planning process.
3. Address the following key topics:
  - The need for quality parks, recreation facilities, and program services that are safe and accessible.
  - Serving a growing population and a more diverse demographic.
  - Matters of conservation and environmental impact (i.e., connecting people to nature, green infrastructure).
  - Creating and maintaining visually and functionally memorable public spaces.
  - Diverse funding opportunities for elements of both the long and short-range plans.

4. All visual materials will be prepared with high graphic value, understanding the importance of clear communication to inspire every Norman.
5. Complete the project by the Summer of 2024.

Below are the general summaries of the scope of the Parks Recreation and Trails Master Plan

**Task 1 – Project Management, Progress, and Data Review**

**Task 2 – Community Profile, Needs Assessment and Visioning**

**Task 3 – Parks, Facilities, and Recreation Programming Assessment**

**Task 4 – Operations and Financial Implementation**

**Task 5 – Action Plan and Strategic Master Plan Development**

**Task 6 – Final Plans**

The cost proposal from RDG for the Parks Recreation and Trails Master Plan (\$254,540), with additional services cost for Built Environment Natural Image Guides, which include building and landscaping standards for future park development (\$57,000) the total for the complete parks comprehensive Plan is \$311,540. By this Amendment No. 1, these services are being added to Contract No. K-2324-46, between the Norman Utilities Authority, the City of Norman and RDG, for a new contract total of \$2,706,167.

If this Amendment adding the Parks Recreation and Trails Master Plan is approved, the process will begin immediately. RDG has estimated that the Plan will be completed in the Summer of 2024, as detailed in the attached Schedule Plan (Attachment B to Amendment 1).

With the approval of this contract between the City and RDG, the RDG team will work with the community and community leaders to develop the Plan that will guide future Parks Department for the residents of Norman. This Plan will serve as a policy guide for staff and decision-makers regarding future developments and provide a framework for future associated planning documents.

An essential element to the development of successful plans is resident participation. The consultants are tasked with designing a public engagement strategy that incorporates effective and innovative participation techniques and encourages participation throughout the development of this Plan. Participation by residents, businesses, agencies, organizations, and officials will be sought through meetings, workshops, events, and online participation.

Adequate funds are available for this contract in the Comp Land use Plan Update Project, Design (account 50593388-6201, project BG0164; account 32290048-6201, project WW0179, and account 31993388, project WA0385).

**RECOMMENDATION 1:** It is recommended the City of Norman and NUA approve Amendment No. One to Contract K-2324-46 with RDG Planning & Design, Inc. in the amount of \$311,540 for the Professional Comprehensive Planning Service of the Parks Recreation and Trails Master Plan, for a new contract total not to exceed \$2,706,167.