

City of Sweet Home Park System Master Plan Project Approach Revisions

This section details the proposed work program that the Cameron McCarthy Project Team will perform to complete the Park System Master Plan update according to the City's requested services. The planning and design products generated from these services will be driven by the principle of putting the community first.

Parks, recreation facilities, and other natural areas are key services that enhance a community's quality of life. The purpose of a Parks Master Plan is to provide a guiding vision for the parks system and planning efforts by integrating community input with best practices in public recreation planning. The Parks System Master Plan provides goals, policies, recommendations, and implementation measures to shape the development of the park system over the next 20 years.

We recognize that the Park System Master Plan belongs to the community of Sweet Home. Reflecting the unique characteristics and desires of the community as well as the financial realities of operating and maintaining a parks system is essential. The Project Team will provide objective technical information and document input and findings that inform the park system planning process. City officials and representatives can then make informed decisions about the future of Sweet Home's parks, trails, and open spaces based on the documented information and findings.

Cameron McCarthy will produce the new Sweet Home Park System Master Plan through the development of work products under eight key tasks: (Task 1) Project Initiation; (Task 2) Project Management; (Task 3) Community Outreach and Involvement; (Task 4) Existing Conditions Analysis; (Task 5) Needs Assessment; (Task 6) Goals, Policies, and Recommendations; (Task 7) Capital Improvement Plan; (Task 8) Documentation and Adoption and (Task 9) Park District Feasibility.

The Plan will identify priorities and recommendations, including possible facility acquisitions, development and improvements, possible park system expansion and/or improvements to the existing park system, funding priorities and recommendations, and review existing and potential partnership opportunities. Additionally, it will review System Development Charge rates and the list of park-related Capital Improvement Projects. The feasibility of a Sweet Home Park and Recreation District may also be examined and is listed as an additive service. The following project approach details the steps through which these tasks will be accomplished.

TASK 1. PROJECT INITIATION

Conduct project initiation meeting with City of Sweet Home staff to finalize project scope and schedule, work program, roles, and a communications plan. Discussions at this meeting will refine our understanding of the project, further define expectations, and ensure that our work will reflect the needs of the City and its constituents. This meeting will also allow the Project Team to identify key stakeholders and community groups, prior planning documentation, and data collection needs. Following the meeting, the Team will participate in site visits with City staff to observe existing parks and recreation facilities, infrastructure, opportunities and constraints, and spatial contexts. The Project Team will also set dates for future meetings, prepare a communications plan, refine the public outreach strategy, and provide a memorandum summarizing the meeting discussion.

DELIVERABLES:

Project Initiation Meeting Notes
Internal Communications Plan
Public Outreach Strategy

MEETINGS:

Project Initiation Meeting and Site Visit

TASK 2. PROJECT MANAGEMENT

Conduct regular progress meetings with City staff throughout the planning process to review deliverables, prepare for public meetings, and report on progress. Frequency of meetings is to be determined by both City staff and the Project Team during project initiation. The Project Team will prepare and transmit a meeting agenda and task/action list prior to each meeting, and review project schedule at each meeting. These meetings will also ensure that the Project Team has all necessary and available information to complete this scope of work. In addition to progress meetings, conduct two (2) meetings with City Parks and Tree Committee and one (1) work session with the City Council at key decision points during the project.

DELIVERABLES:

Task/Action Matrix
Meeting Agendas, Materials, and Notes

MEETINGS:

Regular Progress Meetings with City staff
(2) City Parks and Tree Committee Meetings
(1) City Council Work Sessions

TASK 3. COMMUNITY OUTREACH

As a part of the project initiation meeting, the Project Team will meet with City staff to discuss and finalize the outreach activities outlined in the following sub-tasks.

TASK 3.1. ONLINE SURVEY: Develop a statistically valid survey aimed at understanding the community's desires for improvements and additions to the park system. The survey will be made available online. The Project Team will also share the survey with local community leaders and groups. The survey can be translated and available in Spanish language.

TASK 3.2. STAKEHOLDER INTERVIEWS: Work with the City to identify 5 key community members who represent a variety of demographic groups, including any historically underserved populations, and/or have a particular interest in or knowledge of the parks and recreation system. The Project Team will conduct phone interviews (or a format that best fits the stakeholder's needs) with these individuals to understand areas of particular need and/or desire for future development of the parks system and recreation offerings.

TASK 3.3 COMMUNITY POP-UP EVENTS: The Project Team will utilize information from stakeholders and the City to identify two locations in Sweet Home to host a pop-up event. The events may take place on the same day, but in different locations. The Team will prioritize locations where they can connect with community voices that are historically under-represented in public project engagement processes. The Team will prepare engagement visuals and questions to ask the public. Residents will have an opportunity to share their ideas and feedback on the Plan's progress and direction. The Team will provide a summary of these events and the feedback they collected.

TASK 3.4 PUBLIC COMMENT AT PARK AND TREE COMMITTEE MEETINGS: The Team and the City will invite the public to attend the City Park and Tree Committee Meetings #1 and #2. This supports a transparent process by allowing the Team to share project updates and deliverables with residents and the Committee. A period of time will be reserved at an appropriate time during City Park and Tree Committee Meetings #1 and #2 for the public to provide comments and ask questions about the Plan, project process and materials. The Team will prepare summaries of the public's questions and comments at these meetings.

DELIVERABLES:

Online Survey
Stakeholder Interview Memorandum
Community Pop-Up Events Summary
Public Comment at Park and Tree Committee Meetings Summaries

MEETINGS:

Stakeholder Interviews (5)
Public Open House (1)

TASK 4. EXISTING CONDITIONS ANALYSIS

Gather and review relevant background information, planning documents, and community demographics identified by the City, including but not limited to the Park System Master Plan (2014), the Comprehensive Plan (2010), and the Transportation System Plan (2005). Identify how the goals from these plans relate to one another, especially in regards to parks, recreation facilities, and other outdoor recreation opportunities. Review and interpret demographic trends and population characteristics of the City of Sweet Home.

The Team will support the City's preparation of an inventory of existing parks, trails, open space, facilities, connector points, and nearby recreation resources by providing a template document. The Team will tour the park facilities with City staff, and site visits can occur on the day of the project initiation meeting. The City-developed inventory will utilize base maps and will include the park type and purpose, park location, acreage, inventory of facilities and amenities, current photographs, additional images as appropriate, and an evaluation of the physical conditions and functionality of those facilities. The capacity of each amenity found within the park system as well as its functionality, accessibility, condition, comfort, convenience, and capacity for year-round use will be included in the inventory. Conduct first meeting with the City Park and Tree Committee.

DELIVERABLES:

Community Profile/Demographics and Trends Memorandum
Existing Park System Map

MEETINGS:

City Park and Tree Committee Meeting #1

TASK 5. NEEDS ASSESSMENT

Prepare a needs assessment that considers the latent and potential demand for services by examining the needs in existing parks and the needs for additional park land, park development and enhancement, and recreational facilities and programming. Draw from resources such as the inventory and conditions report; projections of population growth; demographic characteristics; recreation participation trends; National Level of Service (LOS) standards; geographic distribution within the City; identified unmet needs of residents; and identification of areas of future needs and facilities; and existing undeveloped sites. Include a condition report for each existing park and their facilities. Include an assessment of alternative public and private park and recreation service providers to provide understanding of market opportunities, and recommendations for improvements, including acquiring new park properties, developing currently undeveloped properties, improving existing parks and their access, guidelines and recommendations for conservation of natural resources and future staffing levels, and potential local partnership opportunities to meet community needs.

DELIVERABLES:

Needs Assessment Report

TASK 6. GOALS, POLICIES, AND RECOMMENDATIONS

After analysing previously gathered data, public opinion surveys, and the core values expressed by the Sweet Home community involved throughout the community outreach process, work with City staff to update goals, policies, and recommendations to address identified community needs and values. Conduct second meeting with the City Park and Tree Committee.

DELIVERABLES:

Goals, Policies, and Recommendations Memorandum

MEETINGS:

City Park and Tree Committee Meeting #2

TASK 7. CAPITAL IMPROVEMENT PLAN

Based on the expressed values of the community, develop prioritized recommendations for improvements through renovation and maintenance of parks and outdoor facilities, development of additional recreational amenities and facilities, and land acquisition. Develop estimates of the capital and operational costs associated with these improvements. Review the Parks Capital Project List and provide recommended changes or additions. Review Park System Development Charge (SDC) rate. Meet with City staff to review priority recommendations, cost estimates, the updated CIP list, and System Development Charges (SDC) rate recommendations.

DELIVERABLES:

Capital Improvement Plan (CIP)

MEETINGS:

City Council Work Session #1

TASK 8. DOCUMENTATION AND ADOPTION

Based on the previous tasks and input received, provide Draft Park System Master Plan for review by City staff, local partners, and stakeholders. At a minimum, the Draft Park System Master Plan will include:

- Introduction and Executive Summary
- Updated park system vision, goals, and objectives
- Inventory of current park conditions
- Summary of community outreach process and findings
- Needs Assessment
- Prioritized existing and proposed facility recommendations accompanied with rationale
- Accompanying implementation tools including costs of prioritized recommendations

Meet with City staff to review the Draft Plan. Present the Draft Park System Master Plan to City Council and the Planning Commission for review. Revise the Draft Master Plan and amendments and prepare Final Master Plan for formal adoption as a reader-friendly document with an emphasis on maps, charts, photos, graphics, and tables to convey information. The Plan will be formatted in such a way that it is easy to update on a routine basis. Present Final Park System Master Plan to Planning Commission and City Council for adoption.

DELIVERABLES:

- Draft Parks Master Plan
- Final Parks Master Plan

MEETINGS:

- Planning Commission and City Council Public Hearing
- Planning Commission and City Council Adoption

TASK 9. PARK DISTRICT FEASIBILITY

The Project Team will conduct research on the feasibility of establishment of a Sweet Home Parks & Recreation District based on parameters provided by the City including type and quantity of facilities to be developed, operated, and maintained. Research to include discussion of opportunities and constraints of special district organization, precedents for similar sized and geographically comparable districts, and overview of funding considerations. The feasibility study will include recommendations and actions.

DELIVERABLES:

- Parks District Feasibility Recommendations

Project Budget Revisions

PHASE / TASK		CAMERON MCCARTHY				Subtotal Hours	Total Hours	Task Total	Total
		Principal	Project Manager / Landscape Architect	Planner	Designer 2				
PHASE	TASK								
Basic Services									
1	Project Initiation	9	13	10	10	42		\$ 5,890	
2	Project Management	8	14	0	0	22		\$ 3,400	
3	Community Outreach	4	11	7	21	43		\$ 5,585	
4	Existing Conditions Analysis	8	13	2	13	36		\$ 5,015	
5	Needs Assessment	2	4	2	8	16		\$ 2,100	
6	Goals, Policies, and Recommendations	6	8	2	8	24		\$ 3,380	
7	Capital Improvement Plan	8	9	0	5	22		\$ 3,275	
8	Documentation and Adoption	13	26	25	45	109		\$ 14,405	
9	Parks District Feasibility Recommendations	6	8	4	12	30		\$ 4,100	
	SUBTOTAL	64	106	52	122		344		\$ 47,150
	TOTAL HOURS	64	106	52	122		344		
	HOURLY RATE	\$180.00	\$140.00	\$130.00	\$115.00				
	TOTAL FEES	\$11,520	\$14,840	\$6,760	\$14,030				\$ 47,150
EXPENSES									
	Displays, Prints, Reproductions, Outreach Compensation, and Materials							\$ 2,850	
	Subtotal								\$ 2,850
TOTAL PROJECT FEE									\$ 50,000