

Memorandum



CITY OF DALLAS

DATE September 5, 2014

TO Honorable Members of the Quality of Life & Environment Committee: Dwaine R. Caraway (Chair)
Sandy Greyson (Vice Chair), Adam Medrano, Rick Callahan, Carolyn R. Davis, Lee M. Kleinman

SUBJECT Recreation Master Plan and Comprehensive Plan Update

On Monday, September 8, the Quality of Life & Environment Committee will be briefed on Recreation Master Plan and Comprehensive Plan Update.

If you have questions, please contact me at 214-640-4071.

A handwritten signature in black ink, appearing to read 'Willis Winters'.

Willis C. Winters, FAIA, Director
Park and Recreation Department

Attachment

c: Honorable Mayor and Members of the City Council
A.C. Gonzalez, City Manager
Warren M.S. Ernst, City Attorney
Craig D. Kinton, City Auditor
Rosa A. Rios, City Secretary
Daniel F. Solis, Administrative Judge
Ryan S. Evans, First Assistant City Manager
Jill A. Jordan, P.E., Assistant City Manager

Mark McDaniel, Assistant City Manager
Forest E. Turner, Assistant City Manager
Joey Zapata, Assistant City Manager
Charles M. Cato, Interim Assistant City Manager
Theresa O'Donnell, Interim Assistant City Manager
Jeanne Chipperfield, Chief Financial Officer
Sana Syed, Public Information Officer
Elsa Cantu, Assistant to the City Manager – Mayor & Council



RECREATION MASTER PLAN AND COMPREHENSIVE PLAN UPDATE

DALLAS PARK AND RECREATION DEPARTMENT
QUALITY OF LIFE COMMITTEE



Overview

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- Recreation Master Plan and Comprehensive Plan Update are two of the key strategic initiatives DPR plans to undertake this year
- Both plans are cornerstone components of the NRPA/CAPRA accreditation process
- DPR has never completed a master plan for recreation
- Comprehensive plan (Renaissance Plan) was adopted in 2002
 - An updated comprehensive plan is a requirement for critical grants the department pursues

Recreation Master Plan

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□ Scope

- ▣ Interviews with department and City government leaders and major stakeholders
- ▣ Employee survey
- ▣ Public input meetings
- ▣ Citizen survey
- ▣ Assessment of indoor and outdoor facilities
- ▣ Demographic analysis
- ▣ Innovative indoor and outdoor programming trend analysis

Recreation Master Plan

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□ Scope

- Recreation division governance and staff placement analysis
- Recreation program assessment
- Facility utilization analysis
- Long range development planning for golf and tennis
- Service area mapping
- Financial management and strategy
- Implementation plan

Comprehensive Plan Update

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□ Scope

- Review of department mission and vision statements
- Review of goals and operational objectives
- SWOT analysis
- Demographic analysis
- Community input/survey
- Citizen needs assessment
- Transportation patterns

Comprehensive Plan Update

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□ Scope

- Management plan for historical, cultural and natural resources
- Private and not-for-profit competition analysis
- Recommendations for future acquisitions, capital improvements and development of Park system
- Development of guidelines for prioritization of future capital improvements
- Strategic implementation plan

Procurement Process

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- Worked in conjunction with Business Development and Procurement Services (BDPS), staff developed and managed a Request for Proposals process that combined the Recreation Master Plan and Comprehensive Plan Update
- Scoring criteria included:
 - ▣ Related Experience – 35%
 - ▣ Price – 30%
 - ▣ Qualification of Key Personnel – 15%
 - ▣ Business Inclusion and Development Plan – 15%
 - ▣ Schedule – 5%

Procurement Process

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- Three proposals were received
- Evaluation panel, comprised of various City Departments (including DPR), reviewed submitted proposal materials and participated in an interview with each firm
- Evaluation process determined that Wallace Roberts & Todd (WRT) is the best value proposer for both the Recreation Master Plan and the Comprehensive Plan Update

Consultant Team

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- Team is comprised of several consultants that will have various roles on both the Rec MP and the Comp Plan Update
 - ▣ Wallace Roberts & Todd (WRT) - strategic planning
 - ▣ PROS Consulting - recreation consultant
 - ▣ Dunaway - local liaison/park planning
 - ▣ K Strategies - public outreach
 - ▣ National Service Research - survey
 - ▣ Quimby McCoy Preservation Architecture – historic and cultural planning
 - ▣ Verdunity – transportation planning
- WRT proposal met the Business Inclusion and Development Plan goal

Consultant Team Leaders

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- Wallace Roberts & Todd – Comprehensive Plan Lead Consultant
 - ▣ National firm focusing on city and regional planning, urban design, landscape architecture and architecture
 - ▣ Completed over 200 park and open space planning projects
 - ▣ Established in 1963

Consultant Team Leaders

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- PROS Consulting – Recreation Master Plan Lead Consultant
 - Consulting and planning firm specializing in recreation
 - One of the primary consultants involved in the Renaissance Plan
 - Worked with over 700 park and recreation agencies providing master planning, strategic planning and other associated consulting services
 - Established in 1995

Planning Process Update

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- Consultant team began work in June 2014
 - ▣ Expect to complete process by June 2015
- Five community input meetings held at recreation centers in August 2014
 - ▣ August 5, 2014 - Janie C. Turner & Campbell Green
 - ▣ August 6, 2014 - Grauwlyer & Kiest
 - ▣ August 7, 2014 - Harry Stone
- Interviews with City Council members and Park Board members
 - ▣ Week of August 4, 2014

Next Steps

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- Completing interviews with City Council and Park Board members
- Completing stakeholder interviews in September 2014
- Operating, financial and condition assessments of facilities in September 2014
 - ▣ Recreation Centers
 - ▣ Athletic complexes
 - ▣ Golf courses
 - ▣ Tennis Centers

Next Steps

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- Online public engagement tool (Mindmixer) in September 2014
 - ▣ Allows interested citizens who were not able to attend the public meetings to respond to similar questions, state preferences for services and ask questions
 - ▣ Linked to DPR website
 - ▣ Will be active for several months
 - ▣ Input will be utilized in the assessment of services
- Additional public input meetings (Phase II)
 - ▣ Four to be held later this year

Next Steps

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- Citizens Survey
 - ▣ Statistically valid mail/phone/online survey in October 2014
 - Will be produced in English and Spanish
 - Will be mailed out to 8,000 to 10,000 households (distributed geographically)
 - Will be linked to DPR website with notifications on all DPR social media platforms
 - Will be emailed to all existing email databases (City Council, neighborhood associations, friends groups, etc.)
 - Will establish a 1-800 number for citizens to provide responses
 - ▣ Plan to achieve a 95% level of confidence
 - ▣ Managed by National Survey Research
 - Local firm that conducts surveys nationwide for a variety of public and private clients including Fortune 500 companies
 - Conducted survey for the 2002 Renaissance Plan



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