



AGENDA MEMORANDUM
City Council Meeting of February 9, 2021

DATE: February 9, 2021
TO: Peter Zaroni, City Manager
FROM: Tracey Cantu, Interim Director of Parks and Recreation Department
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Briefing – Public Engagement Plan for the Parks & Recreation Master Plans

STAFF PRESENTER(S):

<u>Name</u>	<u>Title/Position</u>	<u>Department</u>
1. Tracey Cantu	Interim Director	Parks & Recreation
2. Kevin Johnson	Assistant Director	Parks & Recreation
3. Lisa Oliver	Interim Assistant Director	Parks & Recreation

OUTSIDE PRESENTER(S):

<u>Name</u>	<u>Title/Position</u>	<u>Organization</u>
1. N/A		

ISSUE:

Briefing on Public Engagement Plan for the Parks and Recreation 10-Year Master Plan and Bill Witt Park Master Plan.

BACKGROUND:

On September 8, 2020 the City Council approved an Agreement with HALFF Associates, Inc. to assist the City's Parks and Recreation Department in updating the 2012 Department Master Plan. City Council also approved Amendment No. 1 to incorporate the development of a Master Plan for Bill Witt Park, which includes an illustrative concept design, cost estimates, website materials, and development of a public/stakeholders involvement plan.

The Corpus Christi Parks and Recreation Master Plan (“Master Plan”) will guide the growth and enhancement of the City’s parks, public grounds, open spaces, and recreational assets over the next 10 years.

The public engagement plan corresponds with the activities outlined in both Master Plans. Public involvement will play a key role in shaping Master Plan outcomes. City residents and other area stakeholders will be involved throughout the planning process to provide input on Master Plan

vision and goals, proposed strategies, and the recommendations included in the final document.

This public engagement plan outlines the tools that will be utilized to solicit representative stakeholder and public participation throughout the master planning process. Public outreach and engagement goals include:

- Create public awareness of the planning process
- Facilitate active and collaborative participation
- Maintain an open and transparent process
- Provide timely and informative project updates
- Engage and collect input from a wide range of stakeholders
- Use appropriate engagement methods to reach the whole community (in-person vs. digital)
- Create a clear connection between public feedback and plan recommendations
- Provide Spanish, English, and American Sign Language translation services

LIST OF SUPPORTING DOCUMENTS:

PowerPoint – Public Engagement Plan for the Parks & Recreation Master Plan