



## AGENDA MEMORANDUM

Action Item for the City Council Meeting September 8, 2020

**DATE:** August 18, 2020

**TO:** Peter Zaroni, City Manager

**FROM:** Tracey Cantu, Interim Director of Park and Recreation  
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### 10-Year Parks and Recreation Master Plan

#### **CAPTION:**

Motion authorizing an 18-month service agreement with Halff Associates, Inc. of Richardson, Texas for a total amount not to exceed \$273,789.00 for the development of the 10-Year Parks and Recreation Master Plan, with FY 2020 funding available from the Community Enrichment Fund and General Fund.

#### **SUMMARY:**

This motion authorizes an 18-month service agreement for the development of the 10-Year Parks and Recreation Master Plan.

#### **BACKGROUND AND FINDINGS:**

The Parks and Recreation Department is committed to providing residents with a variety of recreational, natural resources and events. These Parks sponsored programs are hosted at City parks, aquatic facilities, senior centers, recreation centers and public beaches.

In order for the Parks and Recreation Department to maintain accreditation by the Commission for Accreditation of Park and Recreation Agencies and to qualify for Texas Parks and Wildlife Department (TPWD) funding, the City is required to have a Parks Master Plan. The City is required to complete a major Parks Master Plan update every 10 years and the last one was completed in 2012.

Texas Parks and Wildlife matching funds are one of the sources of capital funds for the Parks and Recreation Department. Typically, the state to local match is 80/20 for projects

from the Land and Water Conservation Fund, and 50/50 match for Trails related projects. The Department last received a TPWD grant in the amount of \$48,033 for a Community Outdoor Outreach Program at the Oso Bay Wetlands Preserve in 2016. This Parks Master Plan update also aides in defining required areas to maintain departmental accreditation.

A Parks Master Plan provides a comprehensive park and recreation system plan and provides recommendations for provision of facilities, programs and services; parkland acquisition and development; maintenance and operations; and administration and management. The Parks Master Plan serves to guide future park and recreation improvements and operations through a comprehensive system plan. It provides recommendations on the following:

- Facilities
- Programs and services
- Parkland acquisition and development
- Maintenance and operations
- Administration and management.

The scope of the new Parks Master Plan will be developed by the selected consultant and will replace the current Parks Master Plan. The updated Parks Master Plan also will identify and recommend a new list of unused parks to be sold based on the 2012 Parks Master Plan. It will also capture new demographics, local developments, city standards, and existing resources. The Parks Master Plan is essential in assisting City staff in implementing short and long-term work plans, evaluating the prioritization of projects, and project decisions that benefit the community by enhancing the local quality of life.

The following is a summary of the Master Plan activities for the update:

- Comprehensive Community Engagement will include multiple and diverse methods for gaining input throughout the planning effort. Virtual as well as in-person techniques will be used. All external engagement efforts will be bilingual. In addition to input from City staff, stakeholder input will also be solicited from the Parks and Recreation Advisory Committee, neighborhood representatives, HOAs, recreation facility users, youth, and seniors.
- Conduct and participate in numerous meetings with Parks and Recreation Advisory Committee, operating department representatives, community stakeholders, and local public regarding the needs, goals, and objectives of the community
- Provide a project schedule indicating timelines and meeting dates associated with each component of the strategic planning process
- Provide media outreach and public statements for the project schedule
- Perform a comprehensive review of the City of Corpus Christi Parks and Recreation policies
- Update of parks inventory
- Update stated park goals and objectives
- Update of community park needs based on community developments, current demographics and uses, park upgrades, etc.
- Plan for the continuation or extension of existing hike and bike trails and identify areas

that require new hike and bike trails that will serve as a conduit to City parks.

- Provide site plans for various parks
- Recreation Program Analysis
- Identify Recreational Programming Trends
- Lifecycle Analysis of Current Programming
- Gap Analysis of Recreation Program Needs
- Conduct a Multi-Faceted Needs Assessment for Parks and Recreation

The Parks Master Plan update must align with Texas Parks and Wildlife guidelines/requirements and be approved by City Council. The updated Parks Master Plan will enhance the City's opportunity to qualify and compete for state funding through TPWD.

The Contracts and Procurement Department conducted a competitive Request for Proposals process to obtain proposals from qualified firms to provide master planning services. The City received 11 proposals and evaluated them against the published criteria. The City considered four firms as finalists, interviews were conducted, and pricing was evaluated. The final scores were tabulated for each firm to determine the highest-ranking firm offering the best value to the City. Staff is recommending award to Halff Associates, Inc. as the highest-ranking firm.

#### **ALTERNATIVES:**

Parks and Recreation could continue following the existing Corpus Christi Strategic Parks and Recreation Master Plan, however, if not updated by 2022, the City will be at a disadvantage when competing for state funding and the Department would lose accreditation.

#### **FISCAL IMPACT:**

The fiscal impact in FY 2020 is an amount of \$273,789.00 with funding from the Community Enrichment Fund (\$148,789) and General Fund (\$125,000).

#### **FUNDING DETAIL:**

Fund:	4720	Comm Enrichment
Organization/Activity:	21300	Park Acq or Devel-Unrestricted
Mission Element:	141	Manage & Maintain Parks & Rec Facilities
Project # (CIP Only):	N/A	
Account:	550030	Improvements Other than Bldgs
Cost:	\$138,789.00	

Fund:	1020	General Fund
Organization/Activity:	12900	Office of Director
Mission Element:	141	Manage & Maintain Parks & Rec Facilities
Project # (CIP Only):	N/A	
Account:	530000	Professional Services
Cost:	\$125,000.00	

Fund:	1020	General Fund
Organization/Activity:	12910	Park Operations
Mission Element:	141	Manage & Maintain Parks & Rec Facilities
Project # <b>(CIP Only)</b> :	N/A	
Account:	530000	Professional Services
Cost:	\$5,000.00	

Fund:	1020	General Fund
Organization/Activity:	13041	Athletics Operations
Mission Element:	141	Manage & Maintain Parks & Rec Facilities
Project # <b>(CIP Only)</b> :	N/A	
Account:	530000	Professional Services
Cost:	\$5,000.00	

**RECOMMENDATION:**

Staff recommends approval of this motion authorizing an 18-month service agreement with Halff Associates, Inc, as presented.

**LIST OF SUPPORTING DOCUMENTS:**

Evaluation Matrix  
Service Agreement