



# PUBLIC ENGAGEMENT PLAN

PARKS & RECREATION 10-Year MASTER PLAN

# WHY DO YOU NEED A MASTER PLAN?

## CORPUS CHRISTI'S PARKS, RECREATION MASTER PLAN ADDRESSES:

- The Changing Demographics of Corpus Christi
- Park Land/Facility Level of Service
- Development and Maintenance of Facilities
- Equity, Access and Resilience
- Recreation Programming Preferences
- Recreation Partnerships
- Funding (Capital Improvement Program, Grants, etc.)



# WHAT IS THE MASTER PLAN?

## THE PLAN INCLUDES...

- **A LONG-TERM “VISION”** for the role the City’s parks and recreation system will play in enhancing quality of life
- **AN INVENTORY** of park system properties and facilities, and their conditions
- **A PLAN FOR GROWTH** to keep pace with recreational needs
- **A LIST OF PRIORITIZED PARK INVESTMENTS** to maintain current facilities and provide new recreational opportunities
- **STRATEGIES TO IMPROVE EFFICIENCIES** in administering and maintaining the City parks system
- **STRATEGIES TO INCREASE PARK REVENUES** without burdening residents
- **AN ACTION PLAN** for implementation

## WHY IS THE PLAN IMPORTANT?

- “SNAPSHOT” of where the park system is now
- OPPORTUNITY to identify changing community preferences about what is important to the citizens of Corpus Christi
- Forum for citizens to EXPRESS what types of parks, amenities, and other recreation facilities they want
- SETS GOALS for parks, trails, open space, and recreation
- HELPS THE CITY apply for grants for indoor and outdoor park improvements



## MASTER PLAN UPDATE

- Parks System Vision and Goals
- Measure Community Preferences
- Park and Facility Distribution and Access
- Recreational Programming Needs
- Facility Condition and Adequacy
- Operational Analysis
- Parks System Resilience

## BILL WITT PARK SITE PLAN

- Illustrative concept design
- Development of thematic elements of park
- Development of Park Amenities - to support activities of varying sizes
- Design of Park Entrances
- Assessment of traffic flows in and out of park
- ADA accessibility
- Site utilities
- Parking





## CITY COUNCIL APPROVED

- 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 site plan for Bill Witt Park which includes an illustrative concept design, cost estimates, website materials, and develop a public/stakeholders involvement plan. (*Amendment No. 1 executed November 2, 2020*)





# PROGRESS TO DATE

- Kick-off Meetings with Parks and Recreation Staff
- Park property & facilities tours

(November - December 2020)

- City Staff Interviews - (Representatives of Partner Departments)

(December 2020)

- Parks and Recreation Advisory Board

(December 2020)



# PROGRESS TO DATE

- Preparation of Statistically Valid Survey  
(January 2021)
- Facility Inventory - Map and tabular inventory of park properties in the City and general vicinity  
(November 2020 - January 2021)
- Online Mapping Tool preparation  
(November 2020 - January 2021)



# PROJECT TIMEFRAME



## PHASE 1 VISION

WINTER  
2020/2021



## PHASE 2 ASSESSMENT

WINTER/SPRING  
2021



## PHASE 3 BLUEPRINT

SPRING/SUMMER  
2021



## PHASE 4 COMMITMENT

SUMMER/FALL  
2021





# PUBLIC ENGAGEMENT PHASES



## PHASE 1

### VISION

WINTER  
2020/2021



## PHASE 2

### ASSESSMENT

WINTER/SPRING  
2021



## PHASE 3

### BLUEPRINT

SPRING/SUMMER  
2021



## PHASE 4

### COMMITMENT

SUMMER/FALL  
2021

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



# PUBLIC ENGAGEMENT PHASES



## PHASE I VISION WINTER 2020/2021

Public Engagement, Phase I: Project Initiation (Fall/Winter 2020)...Public outreach and engagement activities will provide an initial understanding of key parks and recreation issues and an understanding of previous activities and accomplishments. Public engagement activities include: City Council interviews, a meeting with the PRAC and stakeholder focus group meetings.



# PUBLIC ENGAGEMENT PHASES



## PHASE 2 ASSESSMENT

WINTER/SPRING  
2021

**Phase II: Existing Conditions and Needs Assessment**  
...will assist the project team in understanding community parks and recreation needs and preferences.

Public engagement activities include a statistically valid survey, public opinion survey, virtual public open house, online map, and PRAC meeting, continued interviews with Mayor and City Council, and meetings with the stakeholder focus groups.





# PUBLIC ENGAGEMENT PHASES



## PHASE 3 BLUEPRINT SPRING/SUMMER 2021

**Public Engagement, Phases II: Recommendations and Priorities (Spring/Summer 2021)...**  
Public outreach and engagement activities will provide for a review of Master Plan recommendations and offer the opportunity to influence the prioritization of Plan implementation strategies. Public engagement activities include mid-point presentations to the City Council and PRAC, and a series of up to (5) town hall meetings.



# PUBLIC ENGAGEMENT PHASES

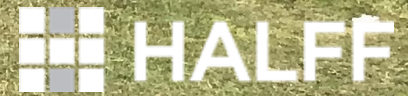


## PHASE 4 COMMITMENT SUMMER/FALL 2021

**Public Engagement, Phase IV: Final Plan and Adoption (Summer/Fall 2021)...**Public outreach and engagement activities will provide a forum to comment on a full draft of the Master Plan. Public engagement activities include two (2) PRAC meetings, a presentation to other City boards/commissions, a City Council workshop and public hearing.







# CITY OF CORPUS CHRISTI

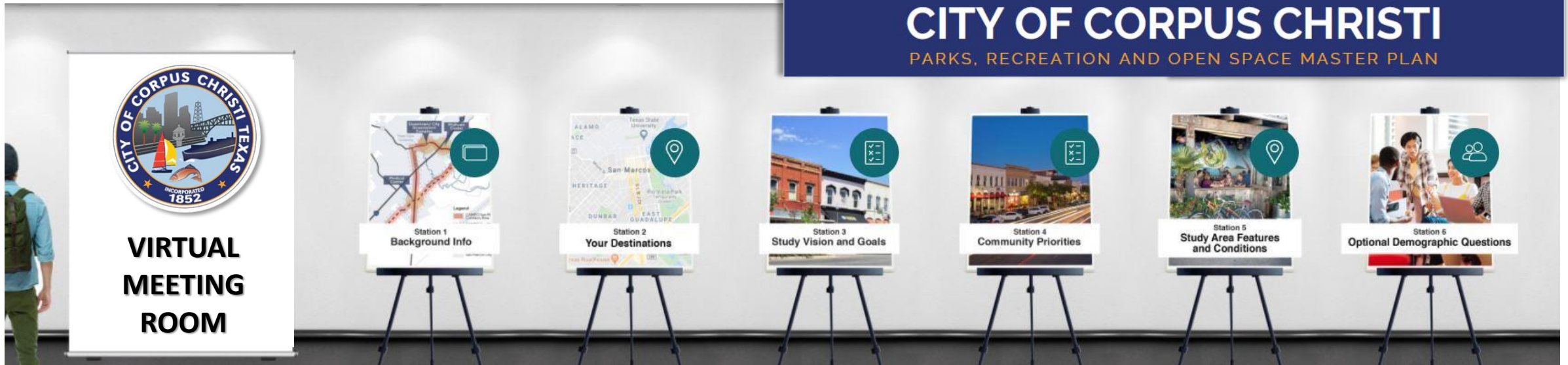
PARKS & RECREATION 10-Year MASTER PLAN

BILL WITT PARK



## DIGITAL OUTREACH

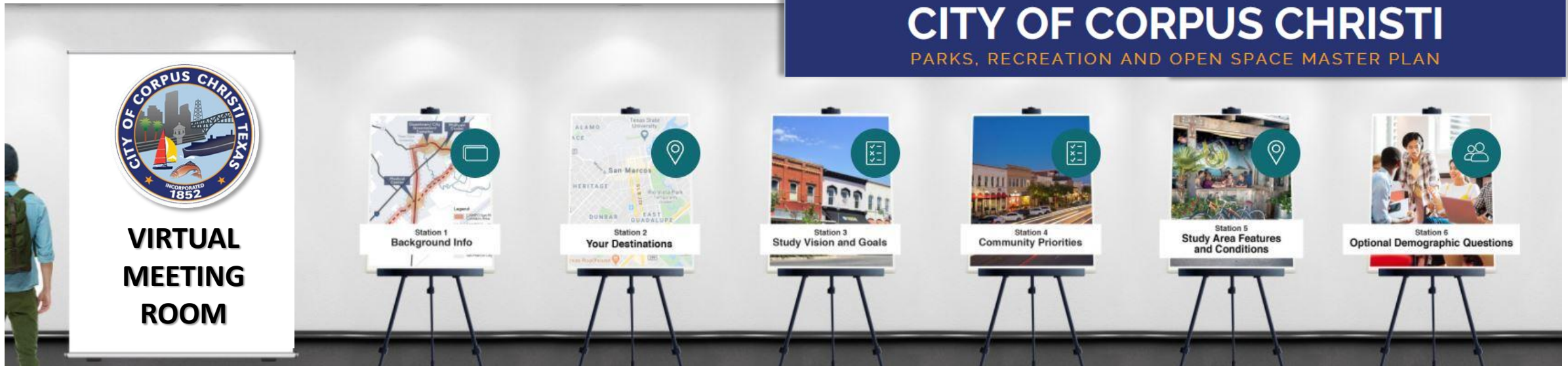
- Project Webpage
- Online Surveys/Maps
- Virtual Meeting Room





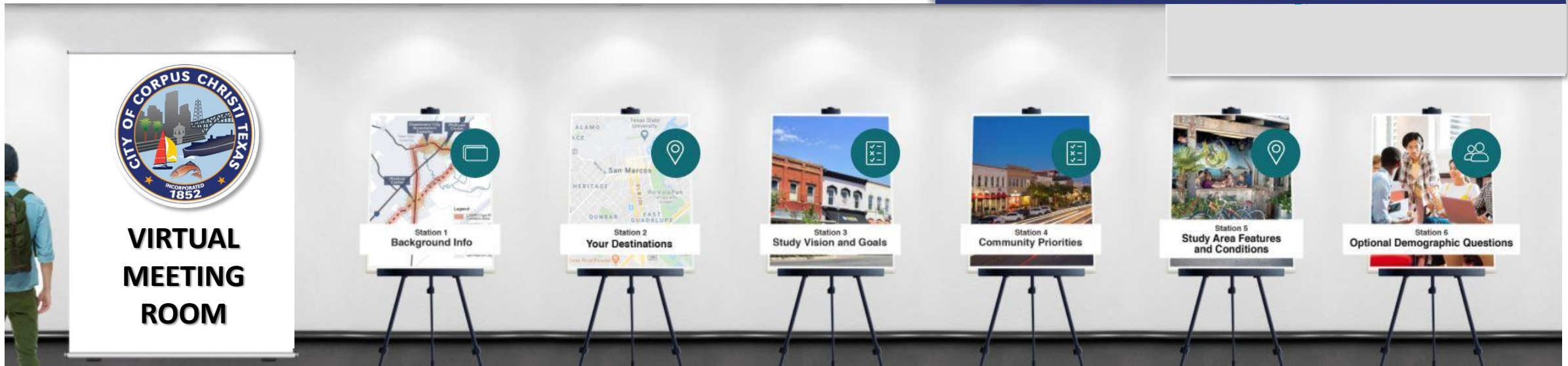
# PROJECT WEBPAGE

- Master Plan activities, documents, links and updates will be housed on a project webpage hosted by the City of Corpus Christi.
- Halff Associates will provide Master Plan content and links to digital outreach tools.



# ONLINE SURVEYS

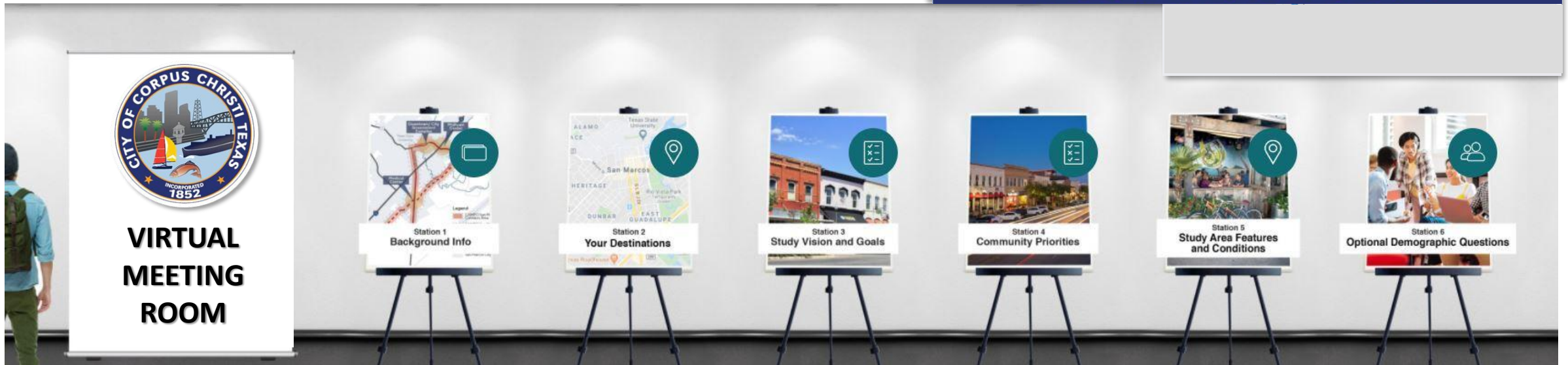
- Mail out & on-line surveys will generate input from all parts of the City.
- The survey will be available in English and Spanish.
- A minimum of 500 completed surveys will be generated and distributed across each of the five (5) Council Districts (for overall statistical validity of 95%).





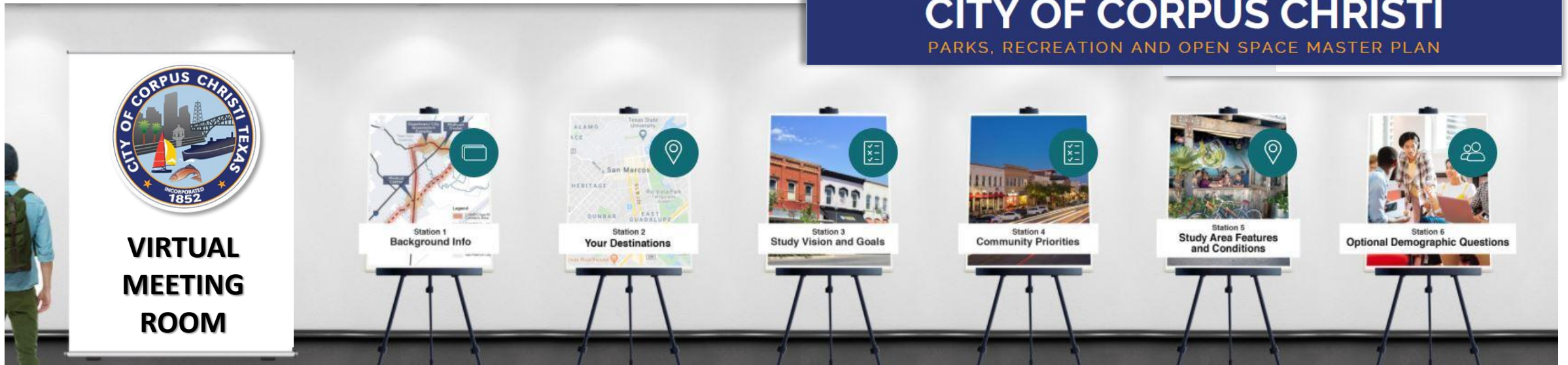
# ONLINE MAPPING TOOL

An online map will be prepared and distributed via links posted on the City website that allows participants to visit any and all City park properties and identify preferred features via a series of coded “pins” that instruct park administrators to “add this,” “move this,” “remove this,” “fix this,” and “I like this.”



# VIRTUAL MEETING ROOM

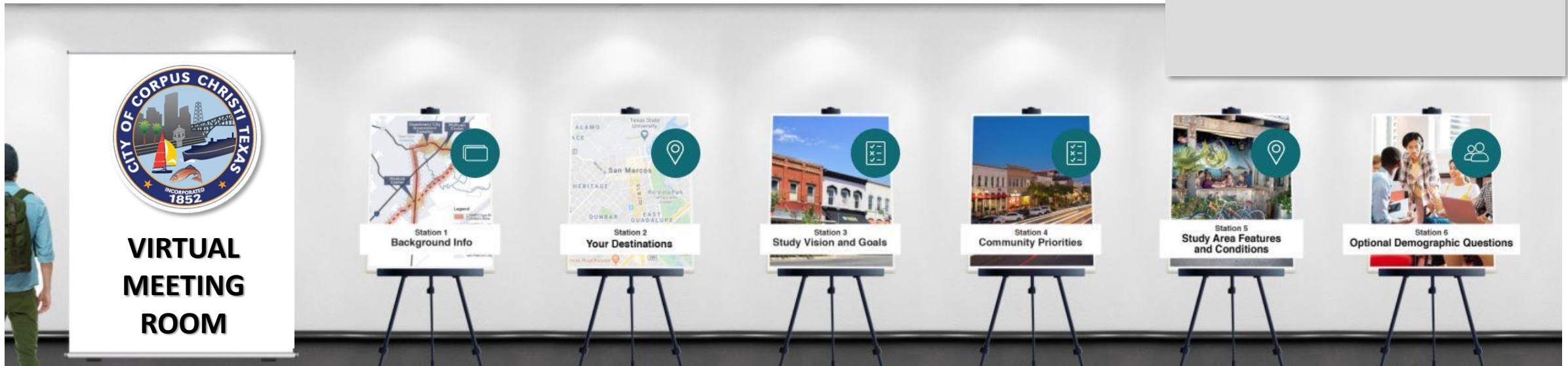
- The virtual meeting room will be hosted via a custom-made URL site.
- Presentation materials and visual preference survey questions that would be available at an in-person meeting.





# VIRTUAL TOWN HALL MEETINGS

**Live video-presentations...**Halff will present an overview of the Master Plan, the planning process, and public engagement tools and opportunities. The events will be hosted by the City using WebEx & Facebook Live. City staff will field participant comments and questions. **The City will provide Spanish translation and American Sign Language (ASL) interpreters at all live town hall events.**



# PUBLIC ENGAGEMENT

- A public engagement summary document will be finalized following Phase III of the public engagement effort and incorporated into the final Master Plan document.
- Each Parks and Recreation Advisory meeting and City Council briefing will include an update on the public engagement efforts.
- The final Master Plan will create a clear connection between the input received and the final recommendations.



Category - Feb 10 @ 9-11am	Agency/Organization
Community Services	Texas Agri Life Extension Service
Community Services	Area Agency on Aging
Community Services	Coastal Bend Food Bank
Community Services	Coastal Bend Alcohol & Drug Abuse Council
Community Services	Family Counseling Servcies
Community Services	Education Service Center
Community Services	WellMed Charitable Foundation
Community Services	United Way Success by Six
Community Services	CCISD
Community Services	FBISD
Community Services	Calallen ISD
Community Services	West Oso ISD
Community Services	London ISD
Community Services	Texas A&M University – Sports Management, Blutcher Institute
Community Services	Del Mar College - Southside campus
Community Services	Arts & Culture Commission Rep
Community Services	South Texas Institute of Art -Art Museum of South Texas
Community Services	Corpus Christi Art Center
Community Services	Corpus Christi Museum of Science & Natural History
Community Services	Antonio Garcia Art Center

Category-Feb 10 @ 11-12:30 pm	Agency/Organization
Economic Development	Corpus Christi Visitors Bureau
Economic Development	Whataburger Field
Economic Development	Downtown Management District
Economic Development	Foresight Golf
Economic Development	SMG
Economic Development	Corpus Christi Regional Economic Development Corporation
Economic Development	Corpus Christi Yacht Club
Economic Development	Texas State Aquarium



Category - Feb 10 1:30-3pm	Agency/Organization
Outdoor Rec/Passive Park Users	Third Coast Disc Golf
Outdoor Rec/Passive Park Users	Bill Witt Dog Park Group
Outdoor Rec/Passive Park Users	CC Roadrunners
Outdoor Rec/Passive Park Users	361 Saltlife / FB group
Outdoor Rec/Passive Park Users	Vfit Training Center
Outdoor Rec/Passive Park Users	Skateboarders
Outdoor Rec/Passive Park Users	CC Cycling
Outdoor Rec/Passive Park Users	Off Road All Terrain Cyclists
Outdoor Rec/Passive Park Users	Camp Gladiator
Outdoor Rec/Passive Park Users	North Beach Community Association
Outdoor Rec/Passive Park Users	PRAC Representative
Outdoor Rec/Passive Park Users	Corpus Christi Metropolitan Planning Organization
Outdoor Rec/Passive Park Users	Audobon Outdoor Club of Corpus Christi
Outdoor Rec/Passive Park Users	Regional Transportation Authority
Outdoor Rec/Passive Park Users	Commission for Persons with Disabilities Representative

Category - Feb 10 @ 3:30-5pm	Agency/Organization
Sport Leagues/Active Rec/Indoor Recreation	League
Sport Leagues/Active Rec/Indoor Recreation	Flour Bluff Youth Sports
Sport Leagues/Active Rec/Indoor Recreation	Swim Team - IWA
Sport Leagues/Active Rec/Indoor Recreation	Swim League - High Performance Aquatic Alliance
Sport Leagues/Active Rec/Indoor Recreation	Corpus Christi Tennis Association
Sport Leagues/Active Rec/Indoor Recreation	Tennis Success
Sport Leagues/Active Rec/Indoor Recreation	Pickleball Group
Sport Leagues/Active Rec/Indoor Recreation	Coach - Basketball
Sport Leagues/Active Rec/Indoor Recreation	Coach - Baseball or Softball
Sport Leagues/Active Rec/Indoor Recreation	Coach - Soccer
Sport Leagues/Active Rec/Indoor Recreation	Coach - Volleyball



## Stakeholder Meeting Bill Witt Park

February 10, 2021 - 9:00 am - 10:30 am

Category	Agency/Organization
Bill Witt Park	Padre Soccer League
Bill Witt Park	Padre Little League
Bill Witt Park	CC United Kickball
Bill Witt Park	Bill Witt Dog Park Group
Bill Witt Park	Del Mar College
Bill Witt Park	Swim League - Coastal Bend All Stars
Bill Witt Park	CCPD
Bill Witt Park	CCFD



# PUBLIC ENGAGEMENT PLAN

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