

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE: Authorize City Manager to execute contract for \$82,225 between the City of Shoreline and GreenPlay LLC to complete the Parks, Recreation and Open Space Plan for the City of Shoreline.
DEPARTMENT: Parks, Recreation and Cultural Services
PRESENTED BY: Wendy Barry, Director

PROBLEM/ISSUE STATEMENT:

The purpose of this report is to request City Council authorize the City Manager to execute a contract for \$82,225 between the City of Shoreline and GreenPlay LLC to complete the Parks, Recreation and Open Space Plan (PROS Plan). City Council has identified completion of the PROS Plan as a goal. The City's purchasing policies require contracts exceeding \$50,000 be reviewed and approved by Council action.

The PRCS Department solicited Requests for Qualifications for the PROS Plan in December 2002. Six consulting teams submitted their qualifications. Three teams were interviewed and multiple references were checked for the top two teams. Green Play LLC was selected and is recommended.

The Parks, Recreation and Cultural Services Department (PRCS) is collaborating with Planning and Development Services and Public Works Departments to coordinate the completion of PROS Plan with the City Comprehensive Plan and Transportation and Surface Water Management Plan.

The GreenPlay LLC contract includes several tasks necessary to complete the PROS Plan. Several elements are highlighted here. GreenPlay LLC will begin with inventory and analysis of existing park resources and recreation programs, demographic analysis, developing lifecycle costs, a replacement and maintenance schedule, community involvement, and the recreation needs assessment survey.

Target levels of service will be identified as well as funding eligibility. Park projects and recreation programs will be identified and prioritized, and an action plan with implementation strategies will be identified. A long-term vision for Parks, Recreation and Cultural Services in the community and a six-year capital improvement plan will be developed.

GreenPlay LLC will produce the PROS Plan. All work will be coordinated with the consultant team updating the City Comprehensive Plan and Transportation and Surface Water Plans to ensure the Development Code updates, and environmental review requirements are aligned as each are completed.

ALTERNATIVES ANALYZED:

Three alternative plans of action are considered. Alternative 3 is recommended.

1. No action. This was not considered a viable option. The City is required to complete the PROS Plan to maintain eligibility for various state and federal grants. In addition, the PROS Plan is a required element in the City's Comprehensive Plan. The City is required under the Growth Management Act to update the City Comprehensive Plan every five years. The update deadline for the current Comprehensive Plan is December 2004.

2. Require the consulting group that will coordinate and complete all City planning efforts for the City Comprehensive Plan, Transportation Plan, Surface Water Plan and other elements, to subcontract with GreenPlay LLC for completion of the PROS Plan. This alternative is not considered a viable option due to the delay in beginning the PROS Plan recreation needs assessment work.

3. Contract with GreenPlay LLC now and include within the scope of work the necessary coordination with the consulting team updating the City Comprehensive Plan, Transportation and Surface Water Plans. This is the recommended plan of action.



There is a significant advantage in completing the recreation needs assessment survey as soon as possible. The Bond Advisory Committee that was established by the City Council in January 2003 is working on its task. If this course of action is followed, the recreation needs assessment survey information can be shared with the Bond Advisory Committee in a timely manner. The recreation needs assessment survey will be used to gain insight into the public's perception (both users and non-users) relative to perceived facility and program needs and demand, customers satisfaction, customer service improvements, perceived barriers to participation, and perception of quality, pricing, etc. In order for the Bond Advisory Committee to benefit from the information from this assessment, the survey work needs to begin now.

FINANCIAL IMPACT:

\$100,000 is budgeted for this work. The GreenPlay LLC contract is \$82,225 and well within the budget.

RECOMMENDATION

Staff recommends that City Council authorize the City Manager to execute a contract between the City of Shoreline and GreenPlay LLC in the amount of \$82,225 to complete the Shoreline Parks, Recreation and Open Space Plan.

Approved By: City Manager  City Attorney 

INTRODUCTION

The City Council through its Council goals in 2003 and 2004, has identified the completion of the Parks, Recreation and Open Space Plan as a priority.

BACKGROUND

The City Council and Planning Commission met regarding a joint workshop item on March 3 to discuss the proposed process to coordinate the state mandated 2004 update of the Comprehensive Plan. The staff report noted advertisement and evaluation of potential PROS Plan consultants was underway. It also noted the PROS Plan work could be coordinated with the Comprehensive Plan update in a number of ways.

The Requests for Qualifications for the PROS Plan was advertised in December 2002. Qualifications were reviewed and a staff team consisting of PRCS Department staff, Planning and Development Services staff and the Deputy City Manager conducted interviews. Three teams were interviewed and multiple references were checked for the top two teams. Green Play LLC was selected and is recommended. GreenPlay LLC is located in Broomfield, Colorado. They are working with David Evans and Associates from Seattle, and Leisure Vision from Olathe, Kansas.

The following project goals have been identified.

- Discover and assess the current and future needs of the citizens of Shoreline;
- Develop an inventory of physical as well as programmatic resources, and identify service gaps;
- Prepare and analyze the lifecycle costs associated with maintaining existing facilities;
- Gather meaningful community input through various outreach methods including a statistically valid community survey, focus groups, community meetings and work sessions;
- Identify existing levels of service within Shoreline;
- Compare Shoreline's service levels with similar communities, both locally and nationally;
- Establish target levels of services for facilities, programs and services;
- Develop a feasible, six-year action plan which prioritizes the expressed and anticipated needs of the citizens, maximizes benefits, optimizes available funds, supports objectives of the Growth Management Act and the Americans with Disabilities Act (ADA), and provides an ongoing decision-making resource tool for management and operations;
- Develop a six-year capital improvement action plan that coincides with the implementation plan;
- Ensure that the plan is internally and externally consistent with other local, regional and state-wide planning documents;
- Coordinate development of the PROS Plan as well as the associated public outreach with the Comprehensive Plan process and community involvement;

- Promote Shoreline's eligibility for InterAgency Committee for Outdoor Recreation and other grant funds;
- Provide all necessary environmental documentation; and
- Garner support for the PROS Plan from the public, elected officials, and City staff.

The contract scope includes the following categories of tasks:

- Inventory and analysis of existing park resources, general park improvement recommendations, and analysis of recreation programs;
- Lifecycle costs and replacement/maintenance schedule;
- Demographic analysis;
- Community Involvement through stakeholder meetings, focus groups, community meetings, recreation needs assessment survey, and coordination with Comprehensive Plan process;
- Analysis of service area and existing levels of service for programs and facilities;
- Define target levels of service;
- Review and integration of funding eligibility;
- Develop prioritization system;
- Develop six year action plan and implementation strategies;
- Development of Six Year Capital Improvement Plan;
- Coordination with Comprehensive Plan on Capital Improvement Plan, Development Code Update and Environmental Review and State Agencies including InterAgency Committee for Outdoor Recreation;
- PROS Plan documentation, mapping, and printing;

ALTERNATIVES ANALYSIS

The recommended plan of action is to contract with GreenPlay LLC now and include within the scope of work, the necessary coordination with the consulting team updating the City Comprehensive Plan, Transportation and Surface Water Plans.

Statistically valid community surveys will be completed as part of the Bond Advisory Committee and the PROS Plan. There is an advantage to complete the PROS Plan recreation needs assessment survey first and share that information with the Bond Advisory Committee. The PROS Plan will include questions that will ask the community about perceived facility and program needs and demand, customer satisfaction, customer service improvements, perceived barriers to participation, perception of quality, and pricing. The Bond Advisory Committee will benefit from that information as they proceed with the community survey that will be utilized to test public perceptions, interest, and priorities for specific projects and the public's willingness to pay.

The Comprehensive Planning effort will not include a community survey. The benefits of expediting the PROS Plan survey to provide information to the Bond Advisory Committee outweighs the benefits of waiting to align activities with the Comprehensive Plan contract.

RECOMMENDATION

Staff recommends that City Council authorize the City Manager to execute a contract between the City of Shoreline and GreenPlay LLC in the amount of \$82,225 to complete the Shoreline Parks, Recreation and Open Space Plan.

ATTACHMENTS: None