THE CITY OF ASHEVILLE

Staff Report

Council Meeting Date: March 28,2023

Subject: Comprehensive Parks & Recreation System Master Plan

Staff Resource(s): D. Tyrell McGirt, Director, Parks & Recreation
Pete Wall, Assistant Director, Parks & Recreation

Action Requested: Adoption of a resolution authorizing the City Manager to execute a contract with Design Workshop, Inc. for the development of a Comprehensive Parks & Recreation Master Plan for a total contract amount not to exceed $238,000.

Background:

- The last comprehensive plan for the Asheville Parks and Recreation was developed and adopted by the City Council in 2009.
- An updated comprehensive master plan will allow the City to assess current and future community recreation needs, promote new ideas and partnerships to aid in innovation, prioritize recreation programs and capital improvements, provide strategies to fill gaps, and build public support.
- It is important that the City understands current resident recreation needs & existing parks facilities conditions, to appropriately plan for and meet the level of service desired by Asheville residents
- The Parks & Recreation Department advertised a Request for Proposals (RFP) for interested companies to provide consulting services for a Comprehensive Parks & Recreation Master Plan.
- Design Workshop, Inc. was selected based on experience, qualifications, understanding of the scope of services, cost, and availability.
- The planning project will take approximately 12 months and will consist of the following key milestones: 1.) Data Collection 2.) Assessment 3.) Community Needs 4.) Plan Recommendations 5.) Strategic Action Plan
- Staff and the consultant team in partnership with the departments of CAPE, Equity & Inclusion, and the City Manager's Office will develop an outreach strategy to ensure accessible engagement opportunities with the diverse Asheville community.

Vendor Outreach Efforts:

- Staff performed outreach to minority- and women-owned businesses through solicitation processes which included direct vendor outreach and posting on the State's Interactive Purchasing System to reach out to Minority & Women-Owned Business Enterprise (MWBE) service providers.
- Four firms responded to the Request for Proposals (RFP), none identified as a Minority or Women-Owned Business Enterprise (MWBE) service provider.

Council Goal(s):

- A Well planned and Livable Community
- Clean and Healthy Environment

Committee(s):

- None

Pro(s):

- Building credibility, support, and consensus from current community members and stakeholders.
- Informing the community about park needs and community assets to maintain desired level of service.
- Identifying capital and operating improvement goals that are needed to assess fiscal requirements and fundraising needs.
- Equitably guiding critical decisions about Parks and Recreation facilities, infrastructure, programs, and services.

- Developing recommendations and an implementation strategy that will transform the community's vision into tangible plans to create outstanding recreation opportunities, well-maintained facilities, desired programming, and a customer-focused and responsive park & recreation system.

Con(s):
- None

Fiscal Impact:
- Funding for this contract is available in the Parks & Recreation Department operating budget.

Suggested Motion:
- Motion to authorize the City Manager to execute a contract with Design Workshop, Inc. for the development of a Comprehensive Parks & Recreation Master Plan for a total contract amount not to exceed $238,000.

Attachment(s):
- Resolution

RESOLUTION NO. 23-_____

RESOLUTION AUTHORIZING THE CITY MANAGER TO EXECUTE A CONTRACT WITH DESIGN WORKSHOP, INC. FOR THE DEVELOPMENT OF A COMPREHENSIVE PARKS AND RECREATION MASTER PLAN

WHEREAS, the City of Asheville has authority pursuant to Article 3 of Chapter 160A of the North Carolina General Statutes to enter into contracts for services with other entities; and

WHEREAS, the Parks & Recreation Department current master plan was completed in 2009**;** and

WHEREAS, the Parks & Recreation Department publicly advertised a Request for Proposals (RFP) for master planning consulting services**;** and

WHEREAS, Design Workshop Inc., was selected based on the qualifications, understanding of the scope of services, cost, and availability; and

WHEREAS, a Parks & Recreation Master Plan will develop recommendations and an implementation strategy that will transform a community's vision into tangible plans to create outstanding recreation opportunities, well-maintained facilities, desired programming, and a customer-focused and responsive park & recreation system; and

WHEREAS, The Parks & Recreation Master Plan will equitably guide critical decisions about Parks and Recreation facilities, infrastructure, programs, and services; and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF ASHEVILLE THAT:

The City Manager is hereby authorized to execute a contract with Design Workshop for the development of a comprehensive parks & recreation master plan for a total contract amount not to exceed $238,000.

Read, approved, and adopted this the 28th day of March, 2023.

_____ _____

City Clerk Mayor

Approved as to form:

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City Attorney