


ROSEVILLE
REQUEST FOR COUNCIL ACTION

Date: 11/15/2010

Item No.: 12.b

Department Approval

City Manager Approval



Item Description: Adoption of the Roseville Parks and Recreation System Master Plan

BACKGROUND

Among other items, the updated parks and recreation system master plan initially set out to:

1. Establish a clear vision for Roseville parks, programs and facilities
2. Establish a detailed implementation program – work is yet to be done
3. Establish documented capital funding priorities for improvements and acquisitions to the parks and recreation system
4. Establish documented programming priorities for the parks and recreation system
5. Evaluate existing park and recreation system features, amenities and services related to peer communities and accepted national standards to identify problems and potentials
6. Identify the parks and recreation system needs, desires and interests of the community today and in the future based on anticipated demographic, economic and sociologic changes
7. Establish documented policies and priorities for preserving and restoring existing natural features and amenities for the benefit of the community as a whole

The final parks and recreation system master plan is attached and set for final review and adoption at your November 15th, 2010 City Council meeting.

The final scheduled meeting of the Citizen Advisory Team (CAT) took place on August 5th, 2010 where they reviewed and commented on the parks and recreation draft master plan #1; suggestions were incorporated into draft plan #2.

The final scheduled meeting of the Technical Advisory Team (TAT) took place on August 26th, 2010 where they reviewed and commented on the parks and recreation draft master plan #1; suggestions were incorporated into draft plan #2.

On Saturday, September 18th, 2010 the Parks and Recreation Commission held their annual retreat where much of their time was spent reviewing and commenting on the parks and recreation draft master plan #2; suggestions were incorporated into final plan.

32 A formal presentation of the plan was made to you on September 27th by Michael Schroeder
33 from LHB and staff.

34
35 Public comment was received from October 1st – November 1st on the draft plan with eventual
36 refinements made. Overall, there was favorable feedback from the community with
37 suggestions and comments more related to grammar, organization and implementation. No
38 substantive changes were made in the final version of the plan. Attached is a brief outline of
39 the modifications to create the final plan.

40
41 On November 9th, 2010 it is anticipated that the Parks and Recreation Commission will review
42 and make a final recommendation.

43
44 A copy of the plan has been delivered to your home in preparation for the final adoption at
45 your November 15th, 2010 City Council meeting. A formal presentation is not expected at the
46 meeting but staff will plan to discuss the next steps with you and gather further direction on
47 exploring implementation.

48
49 With the strong desire expressed by the Citizen Advisory Team, Technical Advisory Team,
50 Parks and Recreation Commission, City Council and the Citizens to develop a phased
51 implementation, attached is a draft organizational structure that the Parks and Recreation
52 Commission will continue to refine. Staff will review this with you at your November 15th
53 meeting and request to continue to move forward.

54
55 The anticipated next steps are as follows:

- 56 • November - formation of Citizen Organizational Team (COT)
 - 57 ○ Role is to begin to explore implementation options
- 58 • February, 2011 - conduct a statistically valid survey to compare and contrast
59 final plan details and determine support level for implementation direction
- 60 • 2010/2011 – communicate plan details and implementation strategies to
61 community
- 62 • Fall, 2011 – among other funding mechanisms it is anticipated that a referendum
63 for phase 1 will be conducted

64
65 The final master plan will serve as a:

- 66 ♦ Philosophical framework for the provision of parks, programs and facilities.
- 67 ♦ Policy and procedures guide for parks, programs and facilities
- 68 ♦ Strategic plan for the future of parks, programs and facilities
- 69 ♦ Document bringing together all elements for the management of parks,
70 programs and facilities
- 71 ♦ Comprehensive inventory of parks, programs and facilities

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73 The plan also includes the required elements of the national accreditation program and once
74 adopted, will be referenced in the City Comprehensive Plan as a guide for the parks and
75 recreation system.

76
77 It is anticipated that the plan will be reviewed annually with a more extensive update to include
78 full community engagement occurring at least every 5 years.

79

80 The plan becomes a working document for City Staff, Parks and Recreation Commission, City
81 Council and Citizens.

82

83 This plan is a result of extensive involvement by the entire community while also building on
84 Imagine Roseville 2025. The extent of the process is outlined in the plan.

85

86 The important aspect of this plan as in all types of master plans is that it is a guide to navigate
87 through the many challenges of providing an extensive and comprehensive parks and
88 recreation system. The Parks and Recreation Commission and City Staff will always need to
89 review their recommendations using the plan as a reference. The City Council can use the
90 plan as a standards test when rendering their decisions.

91 **POLICY OBJECTIVE**

92 The process for updating the parks and recreation system master plan is consistent with City
93 goals to engage the community when planning the provision of services, facilities and land use. It
94 is also consistent with the City's efforts as outlined in the Imagine Roseville 2025.

95 **FINANCIAL IMPACTS**

96 A budget for the implementation exploration process will be developed as progress continues with
97 the Citizen Organizing Team (COT).

98

99 The implementation of the master plan will require increased resources.

100 **STAFF RECOMMENDATION**

101 Based on the policy of providing public input on projects and plans, staff recommends that the City
102 Council adopt the final report of the Roseville Parks and Recreation System Master Plan and
103 authorize staff to work with the Parks and Recreation Commission to establish and conduct an
104 implementation exploration citizen involvement structure and process as outlined.

105 **REQUESTED COUNCIL ACTION**

106 Motion adopting the final report of the Roseville Parks and Recreation System Master Plan

107 Motion authorizing staff to work with the Parks and Recreation Commission to establish and
108 conduct a Parks and Recreation System Master Plan implementation exploration citizen
109 involvement structure and process as outlined

110

Prepared by: Lonnie Brokke, Director of Parks and Recreation

Attachment:

- a. Final Parks and Recreation System Master Plan
- b. Draft Implementation structure and process description

Date: 11/15/10

Item: 12.b

P&R Master Plan

Council Members:

*Please bring your copy
of the Master Plan
that was delivered to
your home last week.*

Notice to Public:

*A full copy of the Parks and Recreation Master Plan is available
for viewing in the Parks and Recreation Department.*



Park and Recreation Master Plan

Planning the future of Roseville's parks, facilities, and recreation programs

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Final plan modifications

During the public review period, the need for modifications to the master plan and appendices became evident. The nature of these changes is minor, and they have little impact on the directions or policies defined in the master plan. However, the changes offer opportunities for clarification of information, expand on certain ideas or information that will help set directions for parks, programs, and facilities, or correct factual errors contained in the public review draft. Other changes are directed to improving readability of the documents. The general nature of the changes is described below.

Master plan

Changes were made to incorporate information received from agency reviewers in various parts of the document. These changes included points of emphasis related to management of parks and recreation assets and descriptions of park facilities for non-Roseville parks.

Information was added to characterize the partnerships that exist between the Parks and Recreation Department and various local non-profit organizations that support Roseville parks and recreation activities and facilities.

Information was added to complete portions of the document that were not fully addressed in the draft available for public review. For instance, information was added to describe the community gymnasiums, the Frank Rog Amphitheater, and the Rosebrook Pool.

Information was added to more fully describe the current Parks and Recreation Department funding and staffing. The information added to the master plan is intended as a brief overview; for more detailed information, readers are encouraged to obtain a copy of the department's Annual Reports.

Minor additions were made to the goals and policies to reflect the potential for developing additional strategies for managing parks and recreation assets, specifically on page C-26 under goal #2, policy 2.1, the asset management language was added to the policy.

Minor modifications were made to correct format issues and typographical errors.

Minor modifications were made to ensure proper pagination after inserting the information described above.

1 **Appendices**

2

3 Updated Constellation and Sector Worksheets were inserted into Appendix 5. Parks and
4 recreation staff reviewed the worksheets during the public comment period and
5 provided, corrected, or expanded upon information included in the original worksheets.

6

7 Based on input received during the public comment period, a chart in Appendix 7 was
8 adjusted to reflect correct debt service payments. The chart was included in a
9 memorandum from Chris Miller, Finance Director, to Lonnie Brokke and Bill Malinen,
10 with a date of 2 August 2010. The corrected figures are noted in RED.

11

12 A brief list of sources used for parks and recreation trends was included as Appendix 8.
13 It should be noted that there are far more references available for many of the
14 suggested trends, and that many of the trends were suggested by the CAT or Design
15 Team during the master planning process.

16

17 Minor modifications were made to ensure proper pagination of the appendices after
18 inserting the information described above.

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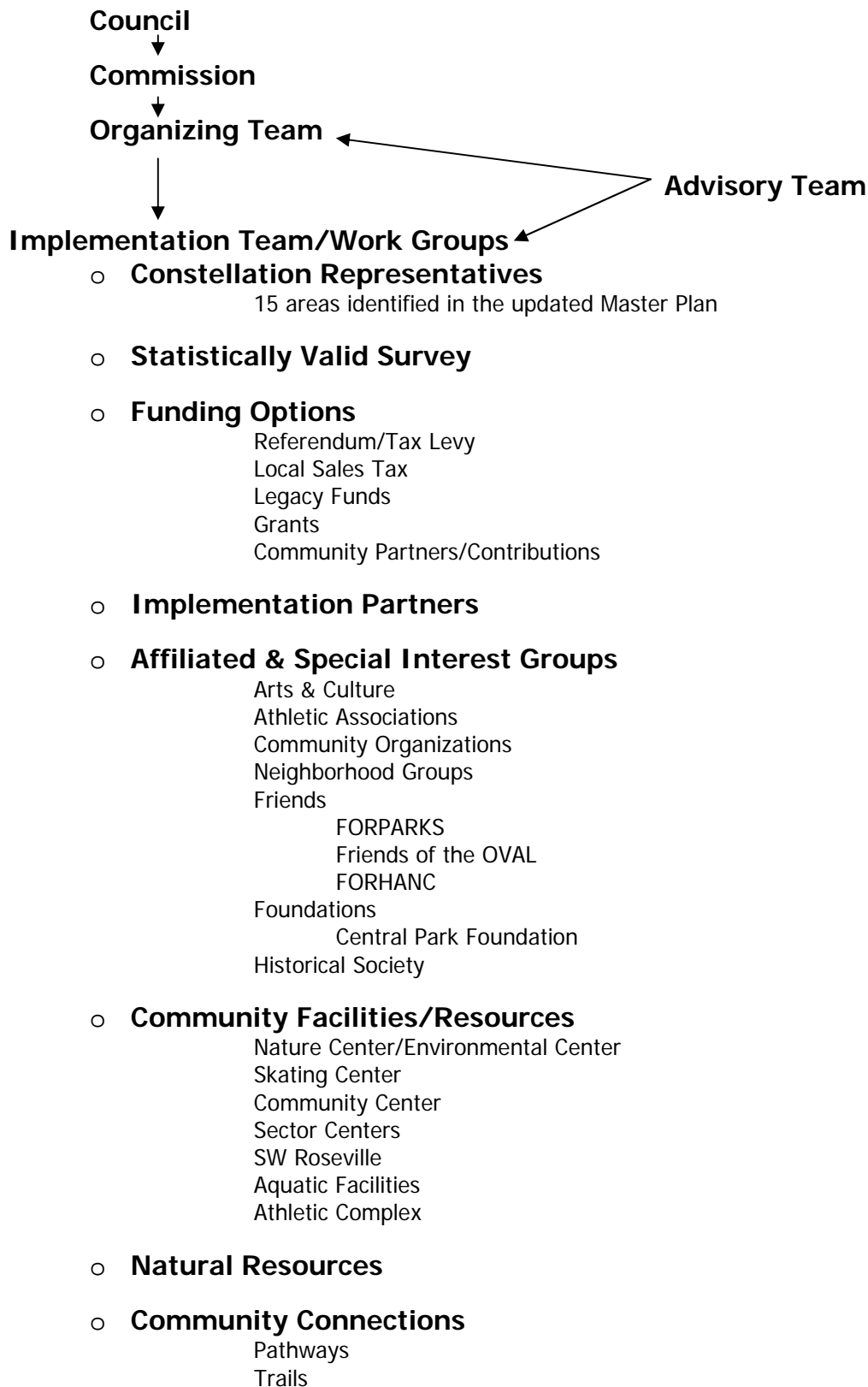
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21 *C:\Users\mjs\Desktop\Roseville Parks and Recreation Master Plan\draft plan*
22 *(InDesign)\final\changes to create final plan, 20101104.doc*

Putting our Mission in Motion!

Roseville Parks and Recreation exists to provide diverse programs and facilities, sustain park lands and preserve natural resources for today's citizens and future generations

Structure



1
2 **Role of the Council**

3 Review progress and findings, provide guidance throughout the process and serve as the policy making
4 body for the Parks and Recreation Master Plan Implementation Process
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7 **Role of the Parks & Recreation Commission**

8 Serve as the guiding principle for all aspects of the Parks and Recreation Master Plan Implementation
9 Process.

- 10 ○ Regularly review and discuss implementation projects and progress, provide feedback and direction.
11 ○ Act as ambassadors throughout the implementation process
12 ○ Ongoing communication with the City Council
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15 **Role of the Implementation Team**

- 16 ○ Time Commitment = 4 large group meetings, work group meetings as needed
17 ○ Continue the work of the Master Plan Citizen Advisory Team
18 ○ Guide Master Plan recommendations and findings
19 ○ Grow Citizen Knowledge and Involvement – Grassroot Implementation Effort
20 ○ Participation in specialized/identified work groups
21 ○ Research & Identify Implementation Options/Opportunities
22 ○ Recommend Priorities, Partners, Funding Options
23 ○ Communicate Implementation Plan
24

25 **Role of the Organizing Team**

- 26 ○ Time Commitment = 2x per month with Organizing Team, as needed with implementation team/
27 work groups
28 ○ Under the guidance of the Parks and Recreation Commission
29 ○ Representation from the Parks and Recreation Commission, City Council and Citizen Representation
30 with Financial and Communications Expertise
31 ○ Recruit Implementation Team Members, Designate Work Group Leads
32 ○ Guide Statistically Valid Survey
33 Adopt Plan → Educate Community → Survey Community → Communicate Findings/Generate Support
34 or
35 Adopt Plan → Survey Community → Educate Community → Communicate Findings/Generate Support
36 ○ Communicate funding priorities, amounts and sources
37 ○ Establish Priorities ... Suggest Phased Approach ... Solidify Phase I
38 ○ Identify Implementation Partners
39 ○ Implement Updated Master Plan to maintain current resources and provide opportunities for future
40 development
41 ○ Ongoing communication with the Parks and Recreation Commission
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43

44 **Role of the Advisory Team**

- 45 ○ Time Commitment = bi-monthly meetings as needed
46 ○ Provide expertise and guidance on key implementation issues and initiatives
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Preliminary Implementation Timeline

November 2010

Commission final review & recommendation of plan (Nov 9)
Council Adopt final plan (November 15)
Advertise for Implementation Team Members (beginning Nov 16)
Secure Advisory Team Members (beginning Nov 16)
Initial Meeting of Organizing Team

November/December 2010

Orientate, Educate & Strategize - Organizing Team
Establish Implementaion Team/Work Group Leads/Co-Leads
Establish Implementaion Team/Work Groups
Establish Work Group projects, tasks, themes

January 2011

Large Group Organizing Team/Implementaion Team Meeting

January-May 2011

Steering Team Tasks
Establish Priorities
Identify/Explore Resource/Funding Options
Identify Partners
Recruit Community Involvement/Support

January-March 2011

Community Survey
Work with research agency to develop and conduct statitically valid survey

March/April 2011

Large Group Organizing Team/Implementaion Team Meeting
Work Group Research and Development

March-May 2011

Analyze Survey Findings
Strategize Communications Plan

May 2011

Work Groups report on project findings, recommendations, community connections to Organizing Team

June 2011

Develop Communications Plan including;
Survey Outcomes
Needs & Priorities
Funding Options

July 2011

Large Group Organizing Team/Implementaion Team Meeting

May-October 2011

Communicate, Educate

September 2011

Large Group Organizing Team/Implementaion Team Meeting

September-November 2011

Vote Yes Campaign
November 8 - election day 2011