

## **I. SCOPE OF CONSULTANT SERVICES**

The City of Costa Mesa Open Space Master Plan of Parks and Recreation was adopted by the City Council in 1996 and an update approved on 1/21/2003 (a copy is available on the City's website <http://costamesaca.gov/modules/showdocument.aspx?documentid=7186>). It is a guide for the orderly development and management of recreation facilities and programs for the City. The Master Plan has served well, but the demand for facilities and the addition of sports and activities that did not exist eleven years ago or that were not as popular as they are now, including the availability of new census data are clear indicators that the Master Plan needs to be updated. It is anticipated that similar general scope utilized in the last update will be incorporated into this scope of work with a few revisions. The proposed Scope of Consultant Services includes, but shall not be limited to, all of the following:

### **A. Public Process:**

- Identify, describe and implement a comprehensive strategy and methodology for citizen involvement in this Master Plan development process.
- Assure residents, user groups, associations and other stakeholders that they are provided with an opportunity to participate in the development of this plan.
- Conduct various public community meetings, focus groups and individual stakeholder interviews.
- Attend various commission and City Council meetings to provide progress reports.
- Act as professional facilitators to gather specific information about services, use, preferences and strengths, weaknesses, opportunities and constraints.
- Provide well-organized and directed activities, techniques and formats that will ensure that a positive, open and proactive public participation process is achieved.
- Provide written reports and summaries of the results of all public meetings.
- Solicit input from as many people as possible, including users and non-users of the services and facilities.

### **B. Statistically-Valid Survey**

- Develop a city-wide community needs assessment survey to identify community needs and issues related to recreation/park programs and facilities. The survey should accurately represent a sampling of the community population, with a return rate sufficient to provide statistically-valid results.

### **C. Existing and Future Facilities – Analysis of Level of Services**

- Compile an inventory and assessment of the existing parks/recreation programs, services and facilities. The assessment will include a

comparative analysis to communities of similar size and density within the region, and use nationally accepted standards. The analysis should consider not only the capacity of each amenity found within the system (playgrounds, sports fields, trails, natural areas, special facilities, etc.) but also address functionality, accessibility, condition, comfort and convenience. The analysis will include a study of sports field user group allocations, and determine field needs on the basis of the allocation study.

D. Community Needs Assessment - Rank and Prioritize Demand and Opportunities

- Review pertinent data provided by the City of Costa Mesa.
- Survey sports organizations within the City of Costa Mesa.
- Determine local recreation patterns of residents and estimate the type and number of facilities necessary to satisfy those preferences.
- Prioritize recommendations for needs regarding land acquisition, the development of parks, trails, open space and recreation facilities.
- Develop a set of prioritized recommendations for maintenance and renovation of parks, trails and recreation facilities.

E. Analysis of Programs and Services

- Provide an assessment and analysis of the Recreation Services Division's current level of recreation programs and services.
- Provide a user fee analysis for facilities, programs and services.

F. Progress Reporting

- The consultant and the City's Project Manager shall hold progress meetings as often as necessary. The consultant shall supply the City's Project Manager with at least one (1) copy of all completed or partially completed reports, studies, forecasts, maps or plans as deemed necessary by the City's Project Manager at least three (3) working days prior to the progress meeting. The City's Project Manager shall schedule the meetings, as necessary.

G. Master Plan Document

- Based on previously completed tasks, develop a draft Master Plan Document.
- Following City staff review, prepare draft versions for general public distribution and consideration at formal public meetings.
- Attend public hearings. Anticipate three (3) Parks and Recreation Commission meetings [one (1) Study Session and two (2) public hearings] and one City Council meeting.
- After City Council action, prepare a finalized document that incorporates Council-directed changes.

H. Action Plan

- Collect and analyze demographic information for the community.

- Collect and analyze information on participation, needs, desires, operations, programming, land use trends and make recommendations.
- Identify areas of service shortfalls and projected impact of future trends.
- Develop recommendations for operations, staffing, maintenance, programming and funding needs.
- Provide a clear plan for development of programming based on current park standards and citizen demand analysis.
- Develop a definitive program for the acquisition and development of parkland, recreational facilities, open space and trails.
- Project the anticipated costs for park maintenance and administration of facilities for the future.
- Identify opportunities for available funding and acquisition alternatives.
- Develop an action plan which includes strategies, priorities and an analysis of budget support, funding mechanisms for the short term, mid-term and long term for the park system, open space, trails and recreation programs and services.

#### I. Development of Final Plans and Supporting Materials

- The Master Plan must include written goals, plans, objectives and policy statements that articulate a clear vision or “road map”, and model for the City’s future.
- A summary of existing conditions, inventories and Level of Service analysis.
- Charts, graphs, maps and other data as needed to support the plan and its presentation to the appropriate audiences.
- A Financial Plan.
- An Action Plan.
- A minimum of one (1) meeting with the Parks and Recreation Commission at the time of adoption of the Master Plan.
- A minimum of two (2) meetings with the City Council, one (1) to present the draft Master Plan and one (1) at the adoption of the final Master Plan.
- A color version of the draft Master Plan document consisting of one (1) printed and bound color copy and an electronic copy in a format compatible with the City’s software.
- A color version of the final Master Plan document consisting of one (1) printed and bound color copy and an electronic copy in a format compatible with the City’s software.
- A color version of the final Executive Summary consisting of one (1) printed copy and an electronic version in a format compatible with the City’s software.

#### J. Miscellaneous

- Develop a plan and project schedule.
- Attend, lead and facilitate community meetings as necessary.

- Develop and manage the tools necessary to collect community input and data.
- Prepare an executive summary that includes statistics and trends addressing recreation and leisure needs in for the future.
- Incorporate available 2010 U.S. Census data as it pertains to the City of Costa Mesa.
- Articulate themes identified through the data-gathering process into goals and strategies.
- Identify how individuals access recreation and leisure services in the City of Costa Mesa.
- Other work items as necessary.

#### K. Products

- One (1) draft Master Plan Document
- One (1) camera-ready copy of the Final Plan
- Original graphics
- One (1) copy of text on computer disk