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Report to Parks, Recreation and Cultural Arts Commission

Thursday, August 25, 2022
PRESENTATION

SUBJECT:

PARKS, RECREATION, AND COMMUNITY SERVICES MASTER PLAN PRESENTATION

I. SUMMARY

The Parks, Recreation, and Community Services (PRCS) Master Plan is intended to establish a guide to ensure that that Department's programs, services, and facilities are meeting the needs of the Carson Community. With the assistance of a qualified consultant, RJM Design, the endeavor began with a kickoff meeting on August 26, 2021. Since then, information has been collected from various City Departments, an inventory of Department facilities and their amenities was completed, 6 workshops have been held (2 at the Community Center and 4 at select parks), and 2 surveys have been released. A significant amount of data regarding community preference has been gleaned from the workshops and surveys, including desired programs/classes, most visited park, and passive recreation as being the most common park activity. More importantly, recommendations regarding expanding recreational opportunities, as well as enhancing facilities and a greater emphasis on maintenance were key takeaways from this project. With the Master Plan now complete, RJM will be presenting a summary of Master Plan findings and proposals.

II. RECOMMENDATION

RECEIVE and FILE report.

III. ALTERNATIVES

TAKE another action the Commission deems appropriate.**IV. BACKGROUND**

Since the City of Carson's incorporation in 1968, it has not undertaken an extensive evaluation of its Community Services-related facilities, programs, and services to ensure that it is meeting the needs of the community. In an effort to fill this gap in understanding and insight, the Department has embarked on an assessment of its sites and operations with the assistance of qualified consultants in the Parks and Recreation industry.

This endeavor commenced with a review of Request for Proposals (RFPs) developed and released by other agencies to determine a methodology that would best provide the information required to guide future undertakings in the Department. Once the RFP was completed, it was released on May 17, 2021.

A pre-proposal meeting was held on June 1, 2021, with interested firms and staff to both provide a brief outline of what is desired in the proposal and the Master Plan process, as well as to respond to any questions. Four submissions were received by the RFP deadline, June 10, 2021.

A pre-selected group of reviewers from various City Departments examined each proposal on criteria that included knowledge of the subject, experience with developing prior Master Plans, and cost. Ultimately, RJM Design Group (RJM) was selected as the recommended firm. At its June 24, 2021, regular meeting, the Parks, Recreation, and Cultural Arts Commission accepted staff's selection, and recommended that the City Council approve a contract services agreement with RJM Design Group to develop and prepare the Master Plan.

Established in 1987, RJM is a multi-disciplinary landscape architectural, planning, and design firm committed to serving the needs of cities, public agencies, communities, and organizations throughout California. Among the firm's staff are licensed landscape architects, architects, and planners, most of whom are LEED Accredited Professional. RJM has completed similar projects for an extensive list of former clients that include Chino Hills, Dana Point, Huntington Beach, Riverside, and Santa Clarita.

A City Council item was approved to request the execution of a contract services agreement with RJM on July 6, 2021. On August 26, 2021, a kickoff meeting was held that formally commenced this endeavor.

In the months since, information has been collected from various City Departments, a census of Department facilities and their amenities was completed, 6 workshops have been held at the Community Center and at 4 parks, and 2 surveys have been released. A significant amount of data regarding community preference has been gleaned from the various Master Plan activities, providing an appreciation of the wants and needs of residents. More importantly, recommendations focusing on expanding recreational programming, and facility enhancements and maintenance were key takeaways from this project. As the Master Plan is now complete, RJM is presenting a summary of the Final Report at tonight's meeting.

V. FISCAL IMPACT

The estimated total cost of this developing and preparing and developing the PRCS Master Plan is \$250,000.

VI. EXHIBITS

Draft Final Report. (pgs. 3-82)

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