



MONTGOMERY COUNTY DEPARTMENT OF PARKS
THE MARYLAND - NATIONAL CAPITAL PARK AND PLANNING COMMISSION

MCPB Item #7
01/28/10

January 22, 2010

TO: Montgomery County Planning Board

VIA: Mary Bradford, Director of Parks *M Bradford*
Mike Riley, Deputy Director of Parks for Administration *MR*
Gene Giddens, Acting Deputy Director of Parks for Operations *ggiddens*
Dr. John Hench, Chief, Park Planning and Stewardship Division

FROM: Brooke Farquhar, Supervisor, Park and Trail Planning, Park Planning and Stewardship *Brooke Farquhar*

SUBJECT: **Discussion of Parks and Recreation 2030 Vision and Strategic Plan – Scope, Outreach, and Schedule**

BACKGROUND:

The Department of Parks and the Department of Recreation are currently participating in a process to develop a vision and strategic plan for park and recreation services in Montgomery County. The project is being coordinated across both departments by GreenPlay, LLC and will take up to 18 months to complete.

The Department of Parks and the Recreation Department are committed to making this project effective and productive. While the two departments manage different aspects of parks, stewardship of natural and cultural resources, and recreation and leisure, the needs and values of our customers transcend agency boundaries. We see this as an opportunity to collaborate in the production of a vision and a set of recommendations that will best serve our County.

SCOPE:

The purpose of the project is:

- To reach consensus among residents, leaders and the M-NCPPC Department of Parks and the Montgomery County Department of Recreation staff on a future vision for the Park and Recreation system in Montgomery County, Maryland
- Develop planning tools to assist and guide leaders in making wise capital and operating investment decisions with respect to stewardship of the land and facilities as well as programs and services for a parks and recreation system
- To determine if people in different geographic areas or demographic and ethnic groups, use recreation services or view land stewardship differently
- Adopt progressive state-of-the-art approaches to planning that will maintain and promote the two Departments' reputation for excellence
- Determine core services along with a resource allocation/cost recovery philosophy and policy for the park and recreation programs

The desired outcomes of the project are:

- A vision for the future parks and recreation system, based upon:
 - Changing demographics
 - Prospective development build-out of Montgomery County
 - Changing and emerging recreation trends
 - Desire to protect and promote the stewardship of the County's Best Natural Areas and cultural resources (i.e., archaeological and historic sites).
 - Community needs and priorities
- Determination of current and future need for programs based upon national and local trends, current availability, and resident desires
- Assessment of current supply and adequacy of land, facilities, and programs
- Projections of short and long-term need for land, facilities, and programs
- Customized needs-based standards for the distribution of land acreage and facilities
- Level of service guidelines for land, facilities, and programs
- Level of service capacity for land, facilities, and programs
- Performance measures and indicators that will be used to track and monitor progress
- Clearly articulated sets of objectives, strategies, and actions steps that will address current need and prepare to meet future needs
- Short and longer-term implementation priorities with action steps, priorities and sequencing, and assignment of responsibilities
- Identification of capital investment priorities

The project will also provide the foundation for the State-mandated update of the Parks, Recreation, and Open Space Plan, also known as the Land Preservation, Park and Recreation Plan.

The products of the plan will include:

- Needs/Analysis Inventory
- Services Assessment, Resource Allocation, and Cost Recovery
- 2030 Framework Plan
- Ten-Year Strategic Plan
- Six-Year Implementation Plan

OUTREACH

The project has an extensive public outreach component, designed to gather input from users, non-users, and stakeholders of our park and recreation programs and facilities. The process starts with gathering input on the public vision and values for parks and recreation which will become guiding principles throughout the project against which to test findings and recommendations. As our two departments are faced with how best to plan our facilities and programs for the future in a developing county, we will constantly refer back to the vision and values. The outreach methodologies will include public meetings, many focus groups, a website, a statistically valid survey, and a Summit series for stakeholders from government, citizenry, non-profits, businesses, and staff.

SCHEDULE

The project will take up to 18 months to complete and is summarized below:

PHASE I: INFORMATION GATHERING	Dec 09 - May 10
Start-up	December 2009-January 2010
Community & Stakeholder Input Process	February-May 2010
<ul style="list-style-type: none">• Conduct public meetings, summit, focus groups• Hold staff focus groups and interviews	
Inventory and Analysis of Existing Facilities	January-April 2010
<ul style="list-style-type: none">• Conduct inventory and analysis of county parks, open space, trails, and facilities	
Service Assessment and Cost Recovery Analysis	February-May 2010
<ul style="list-style-type: none">• Conduct staff assessment of all services• Develop resource allocation assessment and resource allocation philosophy (Note: the resource allocation work will continue into July)	
Survey	March-May 2010
<ul style="list-style-type: none">• Mail survey to random sample of county residents	
Demographic and Trends Analysis	February-May 2010
<ul style="list-style-type: none">• Review county demographics and population projections• Identify parks and recreation-related trends	
PHASE II: FINDINGS AND VISIONING	June-September 2010
Findings and Visioning Staff and Community Meetings	
<ul style="list-style-type: none">• Present and validate key findings to staff and summit participants• Invite public review through meetings and/or website• Identify community goals and priorities	

(Volume 1 - Needs & Resource Assessment document is a compilation of Phase I and II.)

PHASE III: PLAN DEVELOPMENT

October 2010-March 2011

Draft Plan Review

- Draft 2030 Vision and 10-Year Strategic Plan October-November 2010
- Staff review of plan November-December 2010
- Invite public review through meetings and/or website January 2011
- January-February 2011
- Public review of Plan (hearings, work sessions)

Plan Adoption

March 2011

(Volume 2 – 2030 Vision and 10-Year Strategic Plan and Volume 3-- Six-Year Implementation Plan are documents from Phase III based on key findings from Volume 1—Needs and Resource Assessment.)

Attachments:

1. **Project Staffing Structure**
2. **Consultant Organizational Chart**
3. **List of Select GreenPlay Projects**

Note: To read about similar project in Prince Georges County, go to www.2010Beyond.com.

CC: Gabriel Albornoz, Director, Department of Recreation

Jeffrey A. Bourne, Chief, Administration & Capital Development Division, Department of Recreation

Robin Riley, Chief, Facility Operations Division, Department of Recreation

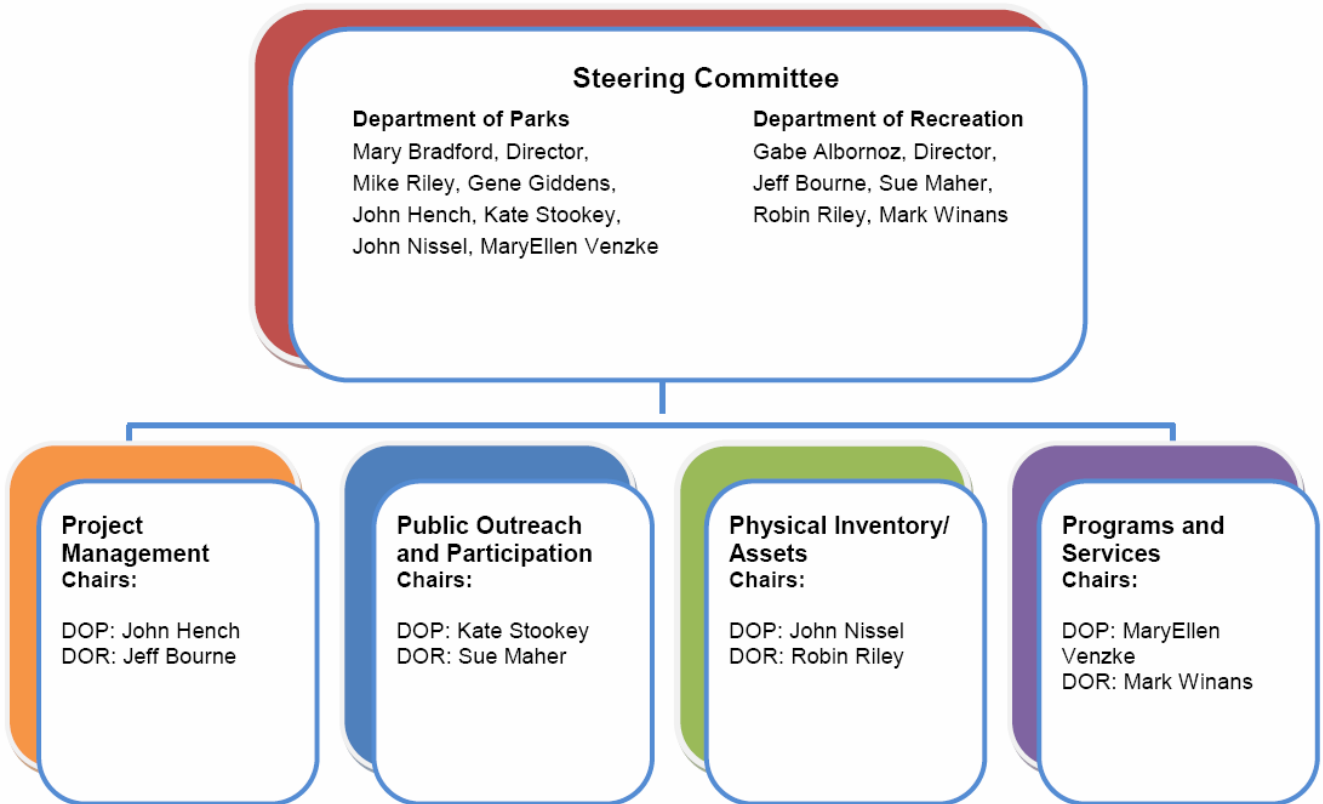
Park Division Chiefs, Department of Parks

Rollin Stanley, Director, Planning Department

Planning Department Division Chiefs

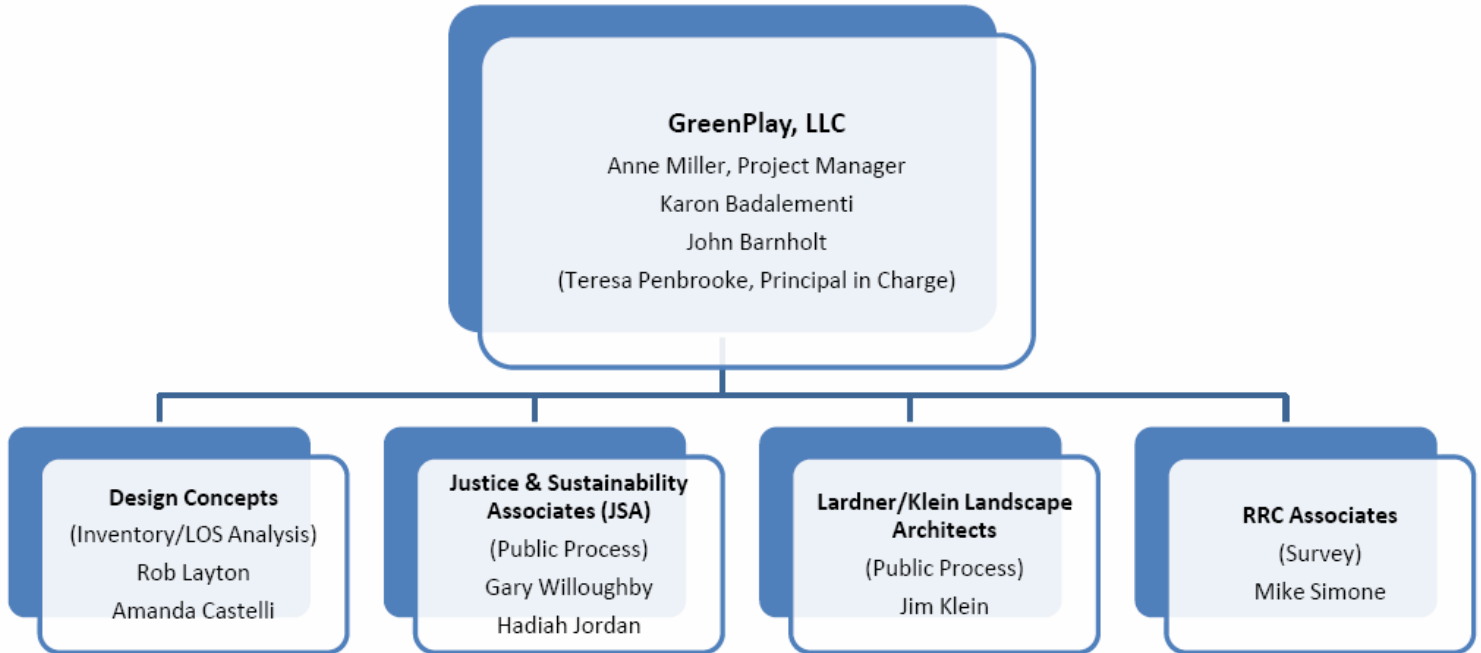
Attachment 1: Project Staffing Structure

**Montgomery County, MD – Parks and Recreation 2030 Vision and 10-Year Strategic Plan
Staff Organizational Chart (as of 12-10-09)**



Attachment 2: Consultant Organizational Chart

**Montgomery County, MD – Parks and Recreation 2030 Vision and 10-Year Strategic Plan
Consultant Organizational Chart**



Attachment 3: List of Select GreenPlay Projects

GreenPlay, LLC Project Experience

GreenPlay assists public agencies and other organizations throughout the nation with all aspects of master and strategic planning, including needs assessment, public process, level of service analysis, trends, benchmarking, demographics, financial and funding analysis, core services identification, operational and maintenance planning, setting strategic goals and implementation for all quality of life services. GreenPlay usually acts as a Prime Consultant managing projects, but sometimes works in conjunction with other firms as a sub-consultant.

Examples of past projects include:

- **Arlington County, Virginia** – Public Spaces Master Plan – “Where the Community Comes Together!”
- **City of Asheville, North Carolina** – Parks, Recreation, Cultural Arts, and Greenways Master Plan
- **Bend Metropolitan Parks and Recreation District, Bend, Oregon** – Comprehensive Parks, Recreation, Open Space and Trails Master Plan
- **City of Brookline, Massachusetts** – Parks and Recreation Master Plan
- **City and County of Broomfield, Colorado** – Open Space, Parks, Recreation, and Trails Master/Strategic Plan
- **City of Cedar Rapids, Iowa** – Recreation Needs Assessment and Master Plan
- **Colorado State Parks, Colorado** – Colorado Front Range Trail Implementation Plan
- **City and County of Denver, Colorado** – Athletic Field Master Plan
- **City and County of Denver, Colorado** – Parks and Recreation Master Plan
- **Grand County Recreation District, Moab, Utah** – Recreation Facilities Needs Assessment Study
- **Grandview, Missouri** – Parks and Recreation Master Plan
- **City of Hamilton, Ohio** – Parks and Recreation Master Plan
- **City of Lake Oswego, Oregon** – Park & Recreation Facility Needs Assessment
- **City of Las Cruces, New Mexico** – Parks, Recreation, and Open Space Master Plan
- **Lake County, Colorado** – Recreation Master Plan
- **City of Lakewood, Colorado** – Community Resources Master Plan
- **Lisle Park District, Lisle, Illinois** – Park District Master Plan
- **Maryland National Capital Parks and Planning Commission, Montgomery County, Maryland** – 2030 Vision and 10-Year Strategic Plan
- **Maryland National Capital Parks and Planning Commission, Prince George’s County, Maryland** – Needs Assessment, 2040 Vision and Framework, and 10-Year Strategic Plan
- **New Mexico Energy, Minerals, and Natural Resources Department – State Parks Division** – 2009 Statewide Outdoor Comprehensive Recreation Plan Update (SCORP)
- **City of New Orleans, Louisiana** – Lafitte Greenway Park Corridor and Trails Master Planning – *In conjunction with Design Workshop*
- **City of San Diego, California, Center City Development Corporation** – Downtown San Diego Needs Assessment for Open Space, Parks, and Recreation
- **Tacoma Metro Parks, Tacoma, Washington** – Mission-Led Recreation Comprehensive Plan
- **National Capital Planning Commission, Washington, D.C. – CapitalSpace Initiative** – District of Columbia Integrated Master Plan
- **Arizona State Parks, Arizona** – Development of Comprehensive Pricing Policy and Cost Recovery Philosophy Facilitation
- **Arlington, Virginia** – Pricing and Cost Recovery Philosophy and Plan Facilitation
- **Carlsbad, California** – Park Development and Operational Funding Options and Strategies
- **National Inventory for the National Recreation and Park Association** – National Football League and USA Football Community Football Assessment – Partnership Fulfillment and National Strategies
- **City of Northville and Charter Township of Northville, Michigan** – Parks & Recreation Organizational Review and Long Term Strategy
- **Oak Park District, Oak Park, Illinois** – Trends Analysis for a Parks and Recreation Master Plan
- **Salt Lake County, Utah** – Organizational Development Study