



September 2, 2016

Ms. Debbie Manns, City Manager
City of New Port Richey
5919 Main Street
New Port Richey, FL 34652

Re: Parks and Recreation Master Plan proposal

Dear Ms. Manns,

Barth Associates is pleased to submit this proposal to prepare a Parks and Recreation Master Plan for the City of New Port Richey. As we discussed, we've proposed a lump sum fee for the "basic services", and a separate schedule of fees for proposed "optional services".

Please let me know if you have any questions or need additional services. We are delighted to have been selected for this important project, and look forward to working with you.

Sincerely,

A handwritten signature in black ink, appearing to read "Dave Barth", written in a cursive style.

Dave Barth
Principal

Attachment 1: Scope of Services Revised September 2, 2016

PHASE 1 – PROJECT KICKOFF + EXISTING CONDITIONS ANALYSIS

1.1 Project Management Support + Coordination

Barth Associates (BA) will coordinate our work with the City's project manager. We will prepare a detailed schedule with project milestones, monitor the project schedule, and provide timely invoicing and monthly, electronic interim project status reports. BA will hold regular telephone meetings every two weeks with City staff, present information, and recommend direction for the remaining portions of the project. Completed portions of the project shall be submitted in draft form to City staff for interim review. All data will be formatted for the City's computer hardware and software. The format of all written text documents will be compatible with Microsoft Office Word 2016, Adobe Acrobat XI Pro, and GIS layers shall be compatible with ArcGIS 10.2.1.

1.2 Project Steering Committee Meetings (Optional Service #1)

The City will form a "Parks and Recreation Master Plan Steering Committee" to provide review and feedback during the master planning process. BA will help plan and facilitate up to three (3) Steering Committee Meetings including a kick-off meeting and interim review meetings at the completion of Phases 2 and 4.

1.3 City Staff, Steering Committee Kick-Off Meetings

BA will begin the project by facilitating a half-day orientation meeting with City staff to review the work plan, timelines, and details for the master plan process. At this meeting, the City will provide BA with items for the Existing Plan and Context Review (1.4) and Inventory and Mapping (1.5).

BA will also conduct a kick-off meeting with the Master Plan Steering Committee on the same day, if desired by the City.

1.4 Existing Plan and Context Review

BA will review all relevant surveys, studies, and planning documents from the City that may influence the Parks and Recreation Master Plan. The City will provide BA with all relevant documents or data in either hard copy or digital format.

1.5 Inventory and Mapping

The City will provide BA with GIS data regarding:

- Existing and future land use
- Water bodies, canals, rivers, streams, and creeks
- Streets
- Transit
- Bikeways and trails
- Rights-of-way
- Parcel data (preferably linked to land and building value data)
- Environmentally sensitive/Conservation areas
- Tree canopy

- Utility corridors
- Current inventory of City parks and recreation facilities
- Current inventory of recreational facilities within each of the parks (e.g. playgrounds, tennis courts, basketball courts, baseball/softball fields, soccer/football fields, etc.)
- Current inventory of special use facilities
- Current inventory of schools, churches and non-profits (Boys and Girls Club, YMCA, etc.)
- Current inventory of private recreation facilities
- Current inventory of vacant/derelict sites
- Historic/Cultural resources

Using the GIS data obtained from the City, BA will develop a GIS base map for the project to illustrate existing public and private sites for recreation, as well as other natural and greenspace resources for potential park system acquisition and/or parks development including trail networks. BA will submit the base map for the City's review to ensure accuracy and consistency, and will revise the maps per the City's written comments.

Deliverables:

- *Meeting Agenda + Meeting Minutes*
- *Base Map*

PHASE 2 – NEEDS ASSESSMENT

2.1 Open Space Analysis

Using data provided by the City (Task 1.5), BA will perform an open space analysis to identify potential sites for future parkland acquisition. BA will also do a "windshield survey" of vacant lands for potential acquisition during the site visits.

2.2 Level of Service Analysis:

Using data provided by the City, BA will analyze the following existing Levels of Service (LOS):

- Acreage – Measures acreage in a ratio to the community's population (acres per 1,000).
- Facilities – Measures facility capacity in a ratio to the community's population, and compares to benchmarks such as other small Gulf coast communities and/or the State of Florida Comprehensive Outdoor Recreation Plan (SCORP). Facilities LOS may be analyzed for a variety of different facilities including tot lots, playgrounds, basketball courts, tennis courts, volleyball courts, baseball/softball fields, football/soccer fields, multi-purpose fields, outdoor pools, indoor pools, splash parks, community gardens, and dog parks.
- Access – Measure travel distances to parks and individual facilities such as playgrounds, athletic fields, recreation centers, etc.
- Quality – Measures the quality of facilities across the City (based on observations from Task 2.6, Site Visits)

2.3 Operations Management, Program Analysis (Optional Service #2)

BA subconsultant Ballard*King will conduct staff interviews, site visits, and observations to evaluate current parks and recreation operations, maintenance, and programming. B*K will summarize their analysis and make recommendations for potential improvements.

2.4 Statistically Valid Survey (Optional Service #3)

BA subconsultant ETC/Leisure Vision will conduct a statistically valid community-wide survey to determine current levels of participation and public satisfaction with existing programs, recreation facilities, and services, as well as resident's needs and priorities for additional facilities and programs. ETC will work with the City to create a draft survey questionnaire, not to exceed 15 minutes (or 6 pages) in length. Once this questionnaire is approved by the City, ETC Institute will conduct phone calls with bilingual interviewers (in English and Spanish) until a minimum of 400 surveys are completed. ETC Institute will also send emails to households that are selected for which emails can be obtained to encourage participation. The emails will contain a link to an on-line version of the survey. The result for a random sample of 400 completed surveys will provide results that have a precision of at least +/-4.9% at the 95% level of confidence.

2.5 Online Survey

BA will work with the City to develop a series of questions for an on-line survey. The intent of the survey will be to provide any resident and stakeholder the opportunity to participate in the planning process. Once the questions have been finalized, the City will publish the survey questions via "Survey Monkey" or a similar platform, and will provide the survey results to BA.

2.6 Park Visits

Tasks 2.6 – 2.8 will be conducted over 2 consecutive days in New Port Richey, as follows:

BA will spend one day visiting the City's parks and recreation facilities with City staff, using our Parks Evaluation Form to analyze the City's parks and recreation facilities. The City may also wish to include staff, interested stakeholders, and community groups to be part of the evaluation process. While completing park evaluations, BA will also conduct random interviews with park users to discuss local parks and recreation needs.

2.7 Public Outreach Meeting #1

BA will conduct a public outreach meeting on the evening of the site visits. BA will work with the City to determine the appropriate exercise to conduct during the neighborhood workshops. For example, exercises may focus on answering the following questions:

- What do you believe are the City-wide top priority parks and recreation facility needs?
- In order for the City to establish appropriate LOS standards for parks and recreation facilities and programs, how far would you be willing to travel to parks and recreation facilities?
- What parks and recreation facilities do you believe are not needed or not being used in the parks that you most frequent?

2.8 Stakeholder Interviews/Focus Groups

On the day following the park visits, BA will conduct up to 12 one-on-one interviews with key stakeholders and focus groups in the community including the Mayor and individual City Council Members. Focus Groups (to be determined by the City) may include but are not limited to athletic leagues, advisory boards and committees, youth groups, senior groups, etc.

2.9 Needs + Priorities Assessment Summary Document

BA will compile the information and data completed for Phase 2 and develop a needs and priorities assessment summary document. This document will include a variety of tables, charts, graphs, maps, figures, and infographics integrated with text that is easy to read and follow. BA will submit the summary document to the City for review and will make revisions per the City's written comments.

Deliverables:

- *Meeting Agenda + Meeting Minutes*
- *Public Outreach Meeting PowerPoint*
- *Needs + Priorities Assessment Summary Document*

PHASE 3 – VISIONING AND IMPLEMENTATION

Tasks 3.1 – 3.5 will be conducted over 2 consecutive days in the City of New Port Richey, as follows:

3.1 Steering Committee, City Council Presentations

BA will present the needs assessment findings to the Master Plan Steering Committee and the City Council for feedback and additional input.

3.2 Parks System Visioning Workshop

Immediately following the Steering Committee and Council presentations, BA will facilitate a half-day Parks Visioning Workshop with City staff and/or key stakeholders to develop guiding principles, recommended LOS Standards, and a long range vision in response to priority needs. BA and the City will determine the topics to be addressed during the workshop, based on the findings from the needs assessment.

The Visioning Workshop will provide an additional opportunity for stakeholders to remain involved in the planning process. The City will be responsible for all workshop logistics including public notifications, meeting location reservations, audio-visual equipment, and refreshments.

3.3 Estimate of Probable Costs

In a work session immediately following the Parks Visioning Workshop, BA will prepare an estimate of probable costs to implement each of the improvements identified on the Park and Recreation Vision Map and Summary Document. The estimate will include, but may not be limited to the following:

- Land acquisition (based on costs/acre provided by the City)
- Park/facility improvements, enhancement, and developments (based on figures received from the City and per comparable projects completed by BA)
- Operations and maintenance costs (based on figures received from the City and per comparable projects completed by BA)

3.4 Implementation Workshop

On the day following the Parks System Visioning Workshop, BA will conduct a half-day Implementation Workshop with the City Manager, Parks Director, Finance Director, and/or other key staff to discuss alternative funding and implementation strategies. Prior to the workshop, BA will submit a funding worksheet to the City as a tool to estimate funding projections. The Implementation Workshop will begin with a review of the long range vision, priority needs, estimated costs, and projected revenues and partnerships. The group will then work together to craft a funding and phasing strategy that matches available resources with top priority needs over 1, 5, 10, 15- year and longer time periods to implement the vision.

3.5 Public Outreach Meeting #2

To conclude the Visioning and Implementation phase, BA will facilitate a second Public Outreach meeting to share findings of the City's park needs and a preliminary vision and implementation strategy. The meeting will be an opportunity for the public to provide feedback, and BA will adjust the parks and recreation vision per City direction.

Deliverables:

- *Meeting Agenda + Meeting Minutes*
- *Parks System Visioning Workshop PowerPoint*
- *Preliminary Estimate of Probable Costs*
- *Implementation Workshop PowerPoint*

PHASE 4 MASTER PLAN DOCUMENT

4.1 Draft Master Plan Report

BA will compile findings from the above scope tasks and consolidate them into a single, concise document summarizing the following:

- Existing Conditions and Needs Assessment:
 - Existing Plan and Context Review;
 - Inventory of Existing Parks and Recreation Facilities;
 - Open Space Analysis;
 - Level of Service Analysis;
 - Summary of Park Site Visits Findings;
 - Summary of Stakeholder Interview/Focus Group Results;
 - Summary of Public Outreach Meeting Results;
- Parks and Recreation System Vision and Recommendations:
 - Summary of Visioning Workshop;
 - Recommendations for additional facilities and amenities at existing parks;
 - Recommendations for new park locations and park types based on level of service distribution needs and build-out population;
 - Recommendations for trails;
 - Effectiveness of the City's existing level of service standards for existing park infrastructure, recommendations for modification to create an effective parks system;
 - Recommendations for updating the City's Comprehensive Plan Recreation/Open Space element.
- Implementation Strategy and Outcomes:
 - Estimate of Probable Park System Cost;
 - Financial strategies to obtain additional park property and long term management of park facilities;
 - Recommended needed changes to the City's Comprehensive Plan to allow new parks planning opportunities if necessary;
 - Community impact summary, including a high-level summary of the anticipated impacts of the parks recommendations on the community, environment, educational opportunities and public health.

Where appropriate, maps and images will be used to communicate the desired outcomes and vision for the Park and Recreation System. The draft Word document will be submitted to the City for review,

and BA will make revisions per the City's written comments.

4.2 Conceptual Site Plan Sketches (Optional Service #4)

BA will develop up to five (5) conceptual site plan sketches to illustrate proposed improvements to existing and/or proposed park sites, to be included in the Draft Master Plan.

4.3 Council Briefings

City staff will meet individually with City Council members to brief them on the Draft Master Plan, and to answer questions, prior to the Council presentation.

4.4 Draft Parks Master Plan City Council Presentation

BA will present the draft Parks Master Plan to City Council for questions and comments.

4.5 Final Parks and Recreation Master Plan Document

Based on input from the City Council presentation, BA will update and revise the Parks Master Plan. The final Master Plan will be formatted in InDesign or similar graphic format.

Deliverables:

- *Draft Master Plan Document (digital)*
- *Draft Master Plan PowerPoint Presentation*
- *Final Master Plan Document (digital)*
- *Both an electronic Adobe PDF and one (1) hardcopy of all survey results, minutes, ArcGIS layers, financial and suitability analysis, illustrations, and other supporting documents used to construct the Parks and Recreation Master Plan.*

Attachment 2: Fee Schedule

Basic Services: Thefeesto complete the work outlined in Attachment 1 – Scope of Services (excluding the Optional Services) will be billed as a lump sum fee offifty-fivethousanddollars(\$55,000), including direct expenses. The fees will be billed monthly based on the percentage of work completed.

Additional Optional Services:The fees to complete the Optional Services will be billed on a lump sum basis, including direct expenses, as follows:

Task 1.2Project Steering Committee Meetings (Optional Service #1):	\$7500
Task 2.3 Operations Management, Program Analysis (Optional Service #2):	\$21,500
Task 2.4 Statistically Valid Survey (Optional Service #3):	\$16,500
Task 4.2 Conceptual Site Plan Sketches (Optional Service #4):	\$10,000