

City of Culver City, California
City Council Agenda Item Report

Meeting Date: 12/10/07		Item Number: <u>A-6</u>	
AGENDA ITEM: Discussion and Consideration of a Recommendation by the Parks and Recreation Commission Regarding the Selection Process for the Parks and Recreation Master Plan Focus Groups.			
Contact Person/Dept.: Bill La Pointe, PRCS Director		Phone Number: (310) 253-6655	
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☐	
Public Hearing: ☐		Action Item: ☒ Attachments: ☐	
Public Notification: Master Notification List (12/05/07).			
Department Approval: Bill La Pointe, PRCS Director (11/29/07).		City Attorney Approval: Carol Schwab (by H. Iker) (12/05/07)	
Fiscal Impact Review: Marlee Chang (12/05/07)		City Manager Approval: Jerry B. Fulwood, (12/05/07)	
<u>RECOMMENDATION:</u> Staff recommends the City Council discuss and consider a recommendation by the Parks and Recreation Commission regarding the selection process for the Parks and Recreation Master Plan Focus Groups and provide direction to staff. <u>BACKGROUND/DISCUSSION:</u> On March 6, 2007, the City entered into a professional services agreement with Moore, Iacofano, Goltsman, Inc. (MIG, Inc.) for consulting services for the Parks and Recreation Master Plan. Below is a general overview of Master Plan elements that are included in the City's contract with MIG, Inc.: <i>Part I: Overview: Past, Present and Future of Parks & Recreation in Culver City</i> <i>Part II: Master Plan Recommendations</i> <i>A. Current Facility Conditions Assessment and Deferred Maintenance</i> <i>B. Ordinances, Regulations and Policies</i> <i>C. Park and Recreation Development and Planning: New, Renovated or Expanded Facilities and Programs</i> <i>D. Veterans Memorial Park Conceptual Plans</i> <i>E. Funding Strategies</i> <i>Part III: Implementation Strategies: Priorities and Charting the Next Steps</i>			

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A Master Plan Subcommittee meeting of the Parks and Recreation Commission was held on August 9, 2007. Chair Cooper, Commissioner Daly Redholtz and PRCS Director Bill La Pointe met to discuss the process of the community meetings and focus groups and potential candidates for the two, 20-person focus groups as well as a possible schedule for the three upcoming community meetings.

The first community Parks and Recreation Master Plan Public Workshop was held on Thursday, October 27, 2007. The second Public Workshop is scheduled for Thursday, December 6, 2007 from 7:00 p.m. until 8:45 p.m. in Room B45/47 of the Culver City Senior Center. The third and final Public Workshop will be held on Saturday, January 26, 2007 from 9:30 a.m. until 11:00 a.m. in the same location.

In conjunction with the Public Workshops, MIG's agreement with the City includes two options for further public participation. The City can choose (1) The Interview Option – MIG will conduct up to ten (10) individual interviews with people chosen by the City, each ½ hour in length, or, (2) The Focus Group Option – MIG will conduct two focus groups (each comprised of 20 members) which would each meet one time for approximately 1½ hours; each group would discuss a different, but specific, topic of interest that has been brought forward out of the Community meetings and/or telephone survey. The purpose of either option is to both supplement and complement MIG's other methods of gathering public input on the Parks and Recreation Master Plan by asking City Council members, commissioners, individuals or representatives from stakeholder groups for input on current community priorities, issues, perceived needs and opportunities.

On October 15, 2007, the Parks and Recreation Commission participated in a joint meeting with the City Council to discuss various items related to Parks, Recreation, and Community Services, including (but not limited to) the ongoing Parks and Recreation Master Plan process (including the discussion/approval of the selection process for the Parks and Recreation Master Plan Focus Groups) (Attachment 1). At that meeting, questions were raised as to the appropriateness and efficacy of focus groups as part of the Parks and Recreation Master Plan process. City Council's consensus was that this item should return to the Commission for further discussion and that, after discussion, the Commission should make a recommendation to Council as to the best way forward.

At the November 6, 2007 Parks and Recreation Commission meeting, the Commission took action to recommend to the City Council that City Council proceed with the Focus Group option (as opposed to the Interview Option). The Commission recommended that the City Council choose which community organizations/agencies should be represented in the two Focus Groups, while allowing the members of each selected organization/agency to determine for themselves the individual who would be their Focus Group representative.

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FISCAL ANALYSIS:

There are no additional costs associated with the discussion of this agenda item.

ATTACHMENTS:

1. October 15, 2007, Item J-1: **A Joint Meeting of the City Council with the Parks and Recreation Commission to discuss various items related to Parks, Recreation, and Community Services, including (but not limited to) the ongoing Parks Master Planning Process (including the discussion/approval of the selection process for the Parks Master Plan Focus Groups).**

MOTION:

That the City Council:

1. Discuss and consider a recommendation by the Parks and Recreation Commission regarding the selection process for the Parks and Recreation Master Plan Focus Groups;

and,

2. Direct staff as to which organizations they should contact to request representatives for the two focus groups;

or

3. Direct staff to not form the focus groups and to have this portion of the process deleted from the contract with MIG, Inc;

or

4. Provide further direction to staff.