

City of Culver City, California  
**City Council Agenda Item Report**

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| Meeting Date: 10/09/06                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  | Item Number: <u>A-6</u>                                                                           |  |
| <b>AGENDA ITEM:</b> Approve the Request for Proposal for a Parks and Recreation Master Plan Consultant and Authorize the Parks, Recreation and Community Services Director to Advertise for Proposals.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  |                                                                                                   |  |
| Contact Person/Dept.: William La Pointe,<br>PRCS Director                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  | Phone Number: (310) 253-6682                                                                      |  |
| Fiscal Impact: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  | General Fund: Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>                 |  |
| Public Hearing: <input type="checkbox"/>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  | Action Item: <input checked="" type="checkbox"/> Attachments: <input checked="" type="checkbox"/> |  |
| Public Notification: Master Notification List on 10/04/06; Parks and Recreation Commission on 10/04/06; Planning Commission on 10/04/06.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |                                                                                                   |  |
| Department Approval:<br>William La Pointe (09/28/2006)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |  | City Manager Approval:<br>Jerry Fulwood (10/3/06)                                                 |  |
| City Controller Approval:<br>Marlee Chang (10/2/06)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                                                                                                   |  |
| <p><b><u>RECOMMENDATION:</u></b></p> <p>Staff recommends City Council approve the Request for Proposal (“RFP”) for a Parks and Recreation Master Plan consultant and authorize the Parks, Recreation and Community Services Director to advertise for proposals.</p> <p><b><u>BACKGROUND:</u></b></p> <p>A Recreation Element of the General Plan was completed in 1968 with the next draft update being the Human Services and Recreation Element of the General Plan in 1983. The 1983 Draft was never adopted, therefore the most current Recreation Element Plan of the City’s General Plan is the one completed in 1968. Since the time the Recreation Element of the General Plan was implemented in 1968, there have been numerous changes in Culver City’s socio-economic and environmental conditions as well as the Parks and Recreation profession’s “best practices.” Therefore, the current City Council saw the need to update the City’s General Plan with a new Parks and Recreation Master Plan Element and provided funding for this work.</p> <p>On July 1, 2006, the City Council’s newly adopted budget was implemented. One of the approved budget items for FY 2006/2007 was funding for a Parks and Recreation Master Plan.</p> <p>The Parks and Recreation Commission reviewed, discussed and gave general approval of the various aspects of the draft of this RFP at its regular meeting on September 5, 2006. While the format of the document has changed somewhat, the content has not. <i>The RFP: City of Culver City Parks and Recreation Master Plan</i> is attached for your review (Attachment 1).</p> |  |                                                                                                   |  |

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**DISCUSSION:**

The socio-economic, environmental, and demographic conditions of Culver City have changed considerably since 1968 when the last Culver City Recreation Element of the General Plan (1968) was adopted (Attachment 2). Currently, there is an Open Space Element: Culver City General Plan (1996) in place (Attachment 3). It is for this reason and for the future direction of the Parks, Recreation and Community Services Department that a new Parks and Recreation Master Plan will be completed. After completion it will be presented to the Planning Commission and City Council for adoption as the Parks and Recreation Element of the City's General Plan.

There following are the main Parts of the Master Plan:

- Part I: Overview: Past, Present and Future of Parks and Recreation in Culver City
- Part II: Master Plan Recommendations
  - A. Current Facility Conditions Assessment and Deferred Maintenance
  - B. Ordinances, Regulations and Policies
  - C. Park and Recreation Development and Planning: New, Renovated or Expanded Facilities and Programs
  - D. Veterans Memorial Park Conceptual Plans
  - E. Funding Strategies
- Part III: Implementation Strategies: Priorities and Charting the Next Steps

It is anticipated that the proposals will be due to the City no later than 3:00 PM on November 9, 2006 and staff will return to City Council for award of the contract by November 27, 2006 with work beginning in January 2007.

**FISCAL ANALYSIS:**

During the fiscal year 2006-07 budget process, it was determined by staff and approved by Council that the \$50,000 in Park Facilities Assessment funds (42000865.730100 – Improvements Other Than Buildings) remaining in Fiscal Year 2005-06 would be carried over to Fiscal Year 2006-07 for the purpose of creating a Parks and Recreation Master Plan. In addition, \$85,000 of 2005-06 El Marino Ceramics Hut Improvement funds (42000827) was re-allocated to account 42000865 for Master Plan expenditures. The total budget available for the Master Plan Project is currently \$135,000.

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**ATTACHMENTS:**

1. Request for Proposal: City of Culver City Parks and Recreation Master Plan
2. Culver City Recreation Element of the General Plan (1968)
3. Open Space Element: Culver City General Plan (1996)

**MOTION:**

That the City Council:

1. Approve the RFP for a Parks and Recreation Master Plan consultant,  

and
2. Authorize the Parks, Recreation and Community Services Director to advertise for proposals,  

or
3. Discuss the item and provide further direction to staff.