

City of Culver City, California
Parks, Recreation and Community Services Commission Agenda Item Report

Meeting Date: <u>12/02/08</u>		Item Number: <u>A-4</u>
AGENDA ITEM: Update and Discussion on Plan-it Culver City: The Parks and Recreation Master Plan.		
Contact Person/Dept.: Bill Pointe, Director of Parks, Recreation and Community Services		Phone Number: (310) 253-6655
Fiscal Impact: Yes ☐ No ☒		General Fund: Yes ☐ No ☐
Public Hearing: ☐	Action Item: ☒	Attachments: ☐
Public Notification: PRCS Master Email Notification List (11/26/08).		
Department Approval: Bill Pointe, Director of Parks, Recreation and Community Services (10/25/08)	City Attorney Approval: N/A	
Chief Financial Officer Approval: N/A	City Manager Approval: N/A	

RECOMMENDATION:

Staff recommends that the Parks, Recreation and Community Services Commission hear any public comment related to the Master Plan process, discuss Plan-it Culver City: The Parks and Recreation Master Plan and receive and file the report.

BACKGROUND/DISCUSSION:

On March 6, 2007, the City of Culver 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.:

Part I: *Overview: Past, Present and Future of Parks & 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*

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.

City of Culver City, California
Parks, Recreation and Community Services Commission Agenda Item Report

Public Workshops

The first community meeting, or Parks and Recreation Master Plan Public Workshop, was held on Thursday, October 27, 2007. The second Public Workshop was held on Thursday, December 6, 2007. The third Public Workshop was held on Saturday, January 26, 2008 from 9:30 a.m. until 11:00 a.m. at the Culver City Senior Center. Staff expanded the publicity campaign for the third workshop in order to continue to promote greater community participation. The third Public Workshop was very well attended with approximately 70 residents. A power point presentation was given by MIG, Inc. on the comments and accomplishments to date. Further public comment was also taken by MIG, Inc.

Normally the third Public Workshop that MIG, Inc. holds is a “wrap-up” meeting that includes the Focus Group findings. However, since the Focus Groups are taking place after the third Public Workshop, and, since there was such good attendance and comment at the third workshop, staff is considering scheduling an additional and final “wrap-up” Public Workshop to be held in the near future.

Focus Groups

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). 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 go forward with the Focus Group option (as opposed to the Interview Option). The Commission recommended that the City Council choose which organizations/agencies should be represented in the two Focus Groups, while allowing the members of the each selected organization/agency to determine for themselves the individual that will be their Focus Group representative.

At the December 10, 2007 City Council meeting, the Council considered Agenda Item A-6: 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. An excerpt of the meeting minutes on this topic is provided below:

City of Culver City, California
Parks, Recreation and Community Services Commission Agenda Item Report

Councilmember Malsin proposed the following motion: That focus groups be selected and to widen the survey to include certain people and organizations including senior recreation leaders; principals of schools who have joint-use parks; families with young children; members of the Senior Center Board; environmental organizations; the Disability Advisory Committee; Veterans Complex users; non-park users; and the PTA from each school in regards to the parks and recreation master plan.

In response to this direction from the City Council, invitations to the Focus Groups were sent to:

PTA & PTA Equivalent Groups, including

Culver City Council PTA (umbrella organization)

El Marino PTA

La Ballona PTA

El Rincon PTA

Linwood Howe PTA

Farragut PTA

Middle School PTA

High School PTA

Principals of Schools that have Joint Use agreements with us:

El Marino principal

El Rincon principal

Other Groups

CC Senior Citizen Association

Disability Advisory Committee

VMC non-profit clients

VMC for-profit clients

Culver City Moms Club-East

Culver City Moms Club-West

Environmentally-oriented groups and/or individuals

Senior Recreation Leaders

Unfortunately, contact information for those who do not use the parks was not available for inclusion on the mailing list. The first of two focus groups of approximately 20 invitees met on Tuesday, February 26, 2008 at 7:00 p.m. at the Senior Center to discuss "Parks and Facilities." The second Focus Group was held on March 15, 2008 from 8:30 - 10:00 a.m. at the Senior Center to discuss "Leisure Programs." The purpose of the Focus Groups was to discuss and provide comment on these two main issues, which arose during the course of the three Public Workshops. Although attendance at the second meeting was somewhat lower than at the first Focus Group, participants were articulate and engaged and representatives of MIG, Inc. were very pleased with the level of the discussion and the quality of the input that was given.

Previous Developments in the Master Planning Process

In addition to what MIG, Inc. is doing to gain ideas and information from the community, staff has developed some additional ways for the public to become involved in the Culver City Parks and Recreation Master Plan. As part of this expanded outreach effort, Parks, Recreation and Community Services Director Bill

Parks, Recreation and Community Services Commission Agenda Item Report

La Pointe visited various parks on Monday, December 17th and Wednesday, December 19th and administered a survey to a convenience sample of parks users.

Also, staff has increased the scope of services to MIG for the purpose of having “as-built” drawings developed of Veterans Park and the adjacent area along Culver Boulevard (between Coombs and Elenda) so that the Veterans Park Conceptual Plan element of the Master Plan will be able to now commence in the Fall of 2008.

On January 14, 2008 the Facility Assessment and Deferred Maintenance Plan Element of the Master Plan was completed and submitted by MIG, Inc. to the City. This plan, via CD, was distributed to City Council, Parks and Recreation Commission and specific City Staff on, or about, February 4, 2008. While this Plan is quite thorough, it should not be considered exhaustive in scope, but rather, should serve as a good foundation upon which to expand and clarify the deferred maintenance needs of the Parks, Recreation and Community Services Department facilities in the coming years.

On or about August 5, 2008 a CD was distributed to the Parks and Recreation Commissioners, Planning Commissioners, Thomas Gorham (Planning Director), and certain Parks, Recreation and Community Services Staff. This CD contained the following information regarding the Parks and Recreation Master Plan:

- Request for Proposal Document
- MIG, Inc Project Proposal
- Facility Assessment Report
- Deferred Maintenance Plan
- Synopses of the Three Community Workshops
- Synopses of the Two Focus Group Meetings
- Phone Survey and Results
- PowerPoint Presentation Synopsis of the 3 Community Meetings given by MIG, Inc.

As more information and elements of the Master Plan become available or are completed, it will be conveyed to the above-noted persons via e-mail so they might add the new information to their compilation CD.

Plan-it Culver City: The Parks and Recreation Master Plan

The “**Plan-it Culver City**” concept (see logo) was developed to publicize the series of Parks and Recreation Commission and community meetings that would focus on specific parks and recreation facilities and programs. As conceptualized by staff, this would be a public outreach campaign developed in order to encourage those who either live near or frequent specific Culver City parks to share their thoughts and dreams as to what they would like to see in the next 20 years with regard to parks, programs and facilities within their own sphere of living and activity. Since general discussions had already been held regarding the future of parks and recreation in Culver City through both Public Workshops and Focus Groups as facilitated by MIG, Inc., it seemed important to gain park-specific insights from those who are stakeholders in our parks and recreation facilities. It was thought that this would be a good path to take for a more



City of Culver City, California

Parks, Recreation and Community Services Commission Agenda Item Report

specific conversation regarding our parks and recreation facilities that would both promote public participation and inform the Master Planning process. The logo was first used in a small announcement in the upcoming edition of Culver City Living (Fall 2008) telling people to watch for announcements of upcoming opportunities to participate in these types of discussions.

Results of August 5, 2008 Commission Meeting

At the August 5, 2008 meeting, Commissioners discussed the above item of this report (*Plan-It Culver City: The Parks and Recreation Master Plan*) and gave general recommendation that they were satisfied with the processes already in place and were not necessarily interested in pursuing additional meetings until the “Draft” results of the Master Planning process were complete, thus giving the public something more concrete to consider during any future community meetings. Until such time, the consensus of the Commission was that they would like to continue to hear from the community through public input at regularly scheduled Commission meetings. The “Plan-it Culver City” tag line and logo will be used for publicity for the Master Planning process, any related meetings, reports and community events and when referring to the Master Plan document itself.

*Update on the Status of **Plan-it Culver City***

Staff has reviewed the first draft of the Parks and Recreation Master Plan for accuracy and completeness. After staff’s revisions to the first draft of the document have been incorporated, the Comprehensive Plan Subcommittee will receive a copy of the draft document for their review and comment, after which the full Commission will receive the final “Draft” for consideration.

Veterans’ Memorial Park Conceptual Plan

The Veterans’ Memorial Park Conceptual Plan and the related meetings on this topic with the community, staff and the PRCS Commission are included in MIG, Inc.’s, scope of service for the Master Planning process. Two Community Meetings were held to facilitate the Veterans’ Park Conceptual Planning Process and a short synopsis of each meeting is presented below.

The first Veterans’ Park Conceptual Plan Community Meeting was held on Saturday, October 25, 2008 at 9:30 a.m. in Room C71-C75 at the Culver City Senior Center. This meeting was well attended by a variety of community special interest groups as well as individual citizens. There was much discussion regarding the possible amenities and redesign considerations for Veterans’ Memorial Park. Three primary suggestions were made during this discussion: (1) group active recreation spaces separately from the passive recreation spaces; (2) re-do the playground area for ages 2-12 years; and, (3) be cognizant of how the design will impact the neighborhood.

City of Culver City, California

Parks, Recreation and Community Services Commission Agenda Item Report

The second Veterans' Park Conceptual Plan Community Meeting was held on Saturday, November 15, 2008 at 9:30 a.m. in Room C75-C77 at the Culver City Senior Center. Approximately 50 community members viewed the two Conceptual Plans that had been developed by MIG, Inc. based on previous public comment. One interesting aspect of the discussion was that most of those present expressed positive views regarding Veterans' Memorial Park's current layout and amenities. The thrust of the discussion was that the public would like to see minor improvements of what is already in place at the Park as opposed to having plans developed that involve major changes to the area.

FISCAL ANALYSIS:

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

ATTACHMENTS:

None.

MOTIONS:

That the Parks, Recreation and Community Services Commission:

1. Hear any public comment related to the Master Plan process;
2. Discuss Plan-it Culver City: The Parks and Recreation Master Plan; and,
3. Receive and file the report.