F14

Hiawatha Parks and Recreation

To: Mayor and City Council

From: Kelly Willadsen, Park and Recreation Director

Date: August 01, 2018

Re: Professional Services Agreement with MSA Professional Services (Attached)

CC: Kim Downs, City Administrator

Business:

Professional Services Agreement through MSA- With the recent purchase of 18 acres for new park development in the NW territory, we are ready for the planning stages to see if our visions align with our community's needs. In doing so this will require a concept plan through a professional planning service. The concept will include analysis of our planning thus far along with our goals and objectives, evaluating our existing site, public engagement through focus groups and putting preliminary cost estimates together for proper development.

Along with developing a concept plan, we would like to update our Comprehensive Park plan at the same time. By doing these two projects together we will be able to collect data that will guide us on the right path for the next 10 years. Right now, our Comprehensive Park plan is reaching its final years (2010-2020).

Over the last 10 years we have been able to complete many projects. Our biggest accomplishments include selecting our NW park territory land, adding more park land (Hodge, Dog Park and NW), improving trail connectivity, adding the bandshell and expanding our recreation programs for all ages! We still have some ongoing projects including trail lighting around our park trails, adding pollinator habitats and deciding whether a skate park and basketball court are still high on the rankings in our community. If a project was not complete from the past plan it was based on the direction of the park and rec Commission members and the City Council. With a dog park, Hodge Property, and an 18-acre park it will be a great opportunity to update where we are at and the future moving forward in Parks and Recreation.

With many residents' sharing their opinions on Hodge Property as well as what the 18-acre park will looks like, we want to make sure we are steering in the right direction. Based on the Citizen survey that was completed in 2016, there are suggestions to look at more trail connectivity, development of a civic recreation center, and more ADA features

at our playgrounds and park facilities. To gain more understanding from our residents we will be putting together focus groups to help guide us in the process.

When working through the 2018 strategic plan, you as council asked for a study on a civic recreation center. This comp plan would allow us to further investigate ideas and suggestions based on the needs in Hiawatha.

Both of these projects together will take nearly 6 months to complete. It will be a great opportunity for you, as a Council to get involved in the development of our future park, along with the existing features our City currently has and the direction we would like to take over the next ten years. MSA will have 3 to 4 meetings with our Park Commission along with 1 to 2 with you as Council to collect feedback and generate ideas and suggestions for our plan.

The Park Commission would like to recommend MSA Professional Services to complete both projects. MSA has been very involved in other city projects in the last few years and has a great deal of information about our City from the recent City Master Plan and other engineering projects. Because these two projects go hand in hand, we can save cost by combining the two projects into one contract and working with a company that has quality work and specialization in park planning.

By having funding left from the sale of the 18 acres, this will allow us to complete the contracted work. Below you will see what is covered, and the process we will go through over the next six months. The total for the two projects comes out to $21,900 a cost savings of $6,300 by combining the two projects.

DRAFT - HIAWATHA NORTHWEST PARK CONCEPT PLANNING

PHASE 1: PRIOR PLANNING AND EXISTING CONDITIONS REVIEW AND ANALYSIS

1. **City Staff/Parks and Recreation Commission Kickoff Meeting** - MSA will meet with City Staff and possibly the Parks and Recreation Commission (PRC) to gather and discuss existing information on the Northwest Park and the surround area.

2. **Prior Planning Documents** - MSA will review and evaluate the City's existing planning documents and prior public comments to gather past goals and objectives identified for the Northwest Park and surrounding area.

3. **Existing Site Conditions** - MSA will inventory the existing site conditions of the Northwest Park Property to analyze and evaluate the ability of the park to support potential improvements.
   a) Review any existing survey information, utilities and prior design information
   b) Develop an existing site diagram of the existing conditions of the Park.
   c) City staff to provide any existing information on park if available of improvements (i.e. construction plans, utility maps, drainage maps)

PHASE 2: PRELIMINARY CONCEPT PLANNING

1. **Preliminary Concept Plan** - Develop two park area relationship (bubble) diagrams showing locations of programmatic elements, their relationship to one another and potential circulation routes (pedestrian, planned connections, service, vehicular etc.).

2. **Preliminary Review Meeting** - Meeting with City Staff/Parks and Recreation Commission (PRC) to discuss preliminary Concept Plans with select one final concept plan for refinement.

PHASE 3: PUBLIC ENGAGEMENT

1. **Refine Concept Plan** - MSA will refine the selected concept plan for public distribution and review.

2. **Public Workshop** - MSA will facilitate a Public Workshop to present and review the review the Concept Plan. MSA will distribute a postcard to households to inform residents about the Master Plan concept and up upcoming Public Workshop. Based on public, PAC, City Staff comments MSA will make minor changes to further refine the plan.

PHASE 4: FINAL CONCEPT PLANNING & COST ESTIMATES

1. **Final Concept Plan** - MSA will prepare a final conceptual plan for the City's consideration.

2. **Preliminary Cost Estimates** - Prepare preliminary construction cost estimates of final Concept Plan.

3. **Final Review Meeting** - Meeting with City Staff/PAC to discuss the refined selected Concept Plan and preliminary cost estimates to finalize for presenting to City Council.

4. **City Council Meeting** - Present final Concept Plan with preliminary cost estimates to City Council for review and approval.

DELIVERABLES

One PDF digital copy of final report that includes:

1. Existing Site Conditions
2. 11" X 17" Preliminary Concept Plans
3. 11" X 17" Final Concept Plan
4. Preliminary Cost Estimates

ITEMS NOT INCLUDED THAT MSA COULD PROVIDE

1. Field Topographic Survey
2. Fundraising Planning/Assistance
3. Construction Plans and Permitting
4. Floodplain/Wetland Permitting
5. Bidding and Construction Related Services

SCHEDULE

The project will take approximately four months to complete. The project includes four phases, three PRC meetings, one City Council Meeting, and one Public Workshop. Below is an estimated timeline for the project.

Month	Task
1	Phase 1: Prior Planning and Existing Conditions Analysis - City Staff/PRC Kickoff Meeting - Prior Planning Documents - Existing Site Conditions
2	Phase 2: Preliminary Concept Planning -Preliminary Concept Plan -Preliminary Review PRC Meeting
3	Phase 3: Public Engagement -Refine Concept Plan -Public Workshop
4	Phase 4: Public Engagement -Final Concept Plan -Preliminary Cost Estimates -Final Review PRC Meeting -Council Meeting

ESTIMATED LUMP SUM FEE

MSA will provide the City of Hiawatha with a Northwest Park Concept Plan for the lump sum fee of $8,700.

Value savings can be achieved by combining the Comprehensible Parks Plan process with the Northwest Park Concept Planning process; public engagement tasks, City Staff meetings and PRC meetings can be easily combined for a lump sum fee of $21,900.

RELEVANT COMPREHENSIVE PLAN GOALS/STRATEGIES

Quality of Life Goal 2: Protect and enhance park, trail and recreation opportunities for Hiawatha's residents and visitors.

Month	Task
1	Phase 1: Prior Planning and Existing Conditions Analysis - City Staff/PRC Kickoff Meeting - Prior Planning Documents - Existing Site Conditions
2	Phase 2: Preliminary Concept Planning - Preliminary Concept Plan - Preliminary Review PRC Meeting
3	Phase 3: Public Engagement - Refine Concept Plan - Public Workshop
4	Phase 4: Public Engagement - Final Concept Plan - Preliminary Cost Estimates - Final Review PRC Meeting - Council Meeting

Northwest Park Concept- This project will take approximately four months to complete. The project includes four phases, three Park and Rec Commission Meetings, one City Council Meeting, and one Public Workshop (focus group). Below is the estimated timeline for the project.

Comprehensive Parks Plan- This project includes three phases, four Park and Rec

Month(s)	Task
1 & 2	Phase 1: Project Kickoff, Existing Conditions Review and Analysis - Staff Meeting - Existing Conditions Analysis - PRC Meeting #1
3 & 4	Phase II: Preliminary Park Recommendations - Focus Group Meetings - Survey - Crowdsource Application - PRC Meeting #2
5 & 6	Phase III: Comprehensive Park Plan Development - Plan Development - PRC Meeting #3 - PRC Meeting #4 - Plan Adoption at City Council Meeting - Project Completion and Plan Delivery

Commission meetings, one City Council Meeting, and one Public Workshop. Below is the estimated timeline for the project.

DRAFT – HIAWATHA COMPREHENSIVE PARKS PLAN UPDATE

PHASE 1: PROJECT KICKOFF, EXISTING CONDITIONS REVIEW AND ANALYSIS

Phase I of the project consists of five main tasks: an initial staff meeting, a review of prior planning documents, an existing conditions analysis, and a Parks and Recreation Commission meeting.

1. City Staff Kickoff Meeting - MSA will meet with staff from the Parks & Recreation Department to review the project scope, timeline, and roles of the consultant, and staff. At the meeting, MSA will collect information regarding existing park and recreational facilities, such as the popularity of each park and staff recommendations regarding potential improvement projects. In addition, the project team will discuss potential dates for the Public Workshop (Phase II) and additional outreach methods such as surveys, city-wide mailers, the project website and a crowdsource mapping application.

2. Prior Planning Documents - MSA will review and evaluate the City's existing planning documents and prior public comments to gather past goals, objectives, strategies and public feedback relevant to the Comprehensive Parks Plan Update.

3. Existing Conditions Analysis - MSA will review existing plans and studies including the Hiawatha Comprehensive Plan and previous Comprehensive Parks Plan and incorporate applicable goals, objectives, strategies and recommendations into the park plan.

4. Existing System Map - MSA will generate a map that visually depicts the location of existing parks and their corresponding service areas. Park service areas will be based on National Recreation and Park Association standards and will be used to help identify areas under served by community parks. The map will also display the location of public school facilities and other private recreational facilities such as golf courses and fitness centers. Additionally, the maps and existing facilities analysis will also include a review of any current facilities that may not comply with *Americans with Disabilities Act (ADA)* regulations.

5. Parks and Recreation Commission Kickoff Meeting - MSA will meet with the members of the City's Parks and Recreation Commission (PRC). The purpose of the meeting is to review and discuss the scope of services. More specifically, MSA will review preliminary copies of the Existing Park Service Area Map and the Frequently Asked Questions handout. In addition, MSA will summarize the agenda/activities planned for the public informational meeting, and will discuss commissioner recommendations regarding potential park and recreation projects. The PRC and MSA will address the creation of additional outreach

methods such as surveys, citywide mailers, the project website and a crowdsource mapping application.

SUMMARY PHASE I DELIVERABLES:

- *Project Website*
- *Frequently Asked Questions Handout*
- *Map 1, Existing Park Service Areas*

PHASE 2: PRELIMINARY PARK RECOMMENDATIONS

Phase II of the project consists of two main tasks: one Pubic Workshop and a second Parks and Recreation Commission meeting.

1. Focus Group Meetings - The Project Team will facilitate several focus groups meetings to obtain first-hand insight into Hiawatha's Parks and Recreation planning from a diverse array of perspectives. Our team's plan is to focus group discussions near the beginning of the planning process. Our team will work with City Staff and the Parks and Recreation Commission to identify groups to be interviewed.

2. Parks and Recreation Commission Meeting #2 - Phase II will conclude with MSA's attendance a second PRC Meeting. The purpose of the meeting will be to review and discuss the feedback received from the Public Workshop, survey, and crowdsource mapping application.

SUMMARY PHASE II DELIVERABLES:

- *Citywide Mailer (Mailed by MSA)*
- *Community Parks Survey*
- *Crowdsource Mapping Application*
- *Public Feedback Summary*

PHASE 3: COMPREHENSIVE PARK PLAN DEVELOPMENT

Phase III of the project consists of four main tasks: development of a parks and facilities comprehensive plan, a public presentation of the park plan, two Parks and Recreational Commission meetings, and a City Council adoption meeting.

1. Plan Development - MSA will develop a Parks & Facilities Comprehensive Plan containing the following information:
   - **Executive Summary**
   - **Summary of the Planning Process/Public Input**
   - **Existing Conditions Analysis -** *An inventory/description of existing park facilities, trails, recreational programs, and significant community natural resources such waterways, greenways, topography, woodlands, etc.*

- **Analysis of Needs and Demand -** *An analysis of existing and future recreational demand using population projections and National Recreation and Park Association standards and ADA compliance issues.*
- **Goals and Policies for Park and Recreation Planning -** *A set of basic goals and policies which the City can use to guide the development of park and recreational facilities, based on best practices and industry standards, developed in concert with the City's comprehensive plan.*
- **Recommendations for Park and Recreational Planning -** *A detailed action plan including improvements to existing park and recreational facilities; identification of proposed recreational trail alignments and community greenspace; identification of proposed new park facilities including neighborhood parks, community parks, regional parks, and special use facilities.*
- **Map 1, Existing Park Service Areas**
- **Map 2, Existing ADA Compliance Issues and Improvement Required**
- **Map 3, Recommended Park, Trail, & Open Space Facilities**

2. **Parks and Recreation Commission Meeting #3** - MSA will meet with the PRC to review a preliminary draft of the Comprehensive Park Plan. MSA Project Team will revise the preliminary plan based on the information collected at the administrative meeting.

3. **Public Presentations at Parks and Recreation Commission Meeting #4** - MSA will present the parks and facilities comprehensive plan to the general public at a meeting of the PRC. MSA will provide an overview of the planning project and park recommendations, and will be available to answer questions from the public and committee members. MSA will then revise the preliminary plan based on the information collected at the meeting, as approved by the PRC.

4. **Plan Adoption at City Council Meeting** - MSA will present the Comprehensive Parks Plan to the City Council for adoption.

SUMMARY PHASE II DELIVERABLES:

- *Draft and Final Comprehensive Parks Plan*

SCHEDULE

The project will take approximately six months to complete. The project includes three phases, four PRC meetings, one City Council Meeting, and one Public Workshop. Below is an estimated timeline for the project.

Month(s)	Task
1 & 2	**Phase 1: Project Kickoff, Existing Conditions Review and Analysis** **- Staff Meeting** **- Existing Conditions Analysis** **- PRC Meeting #1**
3 & 4	**Phase II: Preliminary Park Recommendations** **-Focus Group Meetings** **-Survey** **-Crowdsource Application** **-PRC Meeting #2**
5 & 6	**Phase III: Comprehensive Park Plan Development** **-Plan Development** **-PRC Meeting #3** **-PRC Meeting #4** **-Plan Adoption at City Council Meeting** **-Project Completion and Plan Delivery**

ESTIMATED LUMP SUM FEE

MSA will provide the City of Hiawatha with a Comprehensive Parks Plan for the lump sum fee of $15,600.

Value savings can be achieved by combining the Comprehensible Parks Plan process with the Northwest Park Concept Planning process; public engagement tasks, City Staff and PRC meetings can be easily combined for a lump sum fee of $21,900.

RELEVANT COMPREHENSIVE PLAN GOALS/STRATEGIES

Quality of Life Goal 2: Protect and enhance park, trail and recreation opportunities for Hiawatha's residents and visitors.

DRAFT

RESOLUTION NO. 18-
City Council

RESOLUTION APPROVING A PROFESSIONAL SERVICES AGREEMENT FOR THE COMPLETION OF THE HIAWATHA COMPREHENSIVE PARKS PLAN UPDATE AND HIAWATHA NORTHWEST PARK CONCEPT PLANNING

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF HIAWATHA, IOWA, that the Mayor is hereby authorized to sign a Professional Services Agreement between the City of Hiawatha and MSA Professional Services for the following purposes and under the following terms:

completion of project work involved with the Hiawatha Comprehensive Parks Plan Update and Hiawatha Northwest Park Concept Planning, at a total cost of $21,900.00, as shown in the attached Exhibit 'A.'

AYES:
NAYS:
ABSENT:

PASSED AND APPROVED this 5th day of September, 2018.

_____
Bill Bennett, Mayor

ATTEST:

_____
Kelly Kornegor, City Clerk