

Legislation Text

File #: 24-682, **Version:** 1

PRESENTER:

Jeff Bransford, Park Development Manager

SUBJECT:

Approval of a professional services agreement with BerryDunn for the development of a system-wide parks and recreation master plan

DEPARTMENT: Parks and Recreation

COUNCIL DISTRICTS IMPACTED: N/A

BACKGROUND INFORMATION:

A systemwide parks and recreation master plan is an essential tool that identifies community needs, assesses the City's ability to meet those needs, and establishes priorities for the future. Aside from being a best practice, having an approved master plan is a requirement for agency accreditation and many grant funding opportunities.

Systemwide parks and recreation master plans typically provide a five-year outlook. The City last completed its master plan in 2017. Since that time the City has experienced significant growth, leadership changes, and the adoption of a new Citywide Strategic Plan. To better serve our community, an updated systemwide master plan is needed.

City staff issued a Request for Proposals (RFP) in December 2023 to find a partner to develop a new systemwide master plan. A total of eleven firms submitted for consideration. After internal review, staff recommends Berry, Dunn, McNeil & Parker, LLC (BerryDunn) as the best value for the City of New Braunfels.

BerryDunn has significant experience in developing strategic and master plans. Their team has a balance of practitioner and consulting experience. Additionally, BerryDunn has familiarity with the community having recently completed the 2024-2029 City of New Braunfels Strategic Plan in April.

The proposed scope of services includes robust public engagement, assessment of park and facility conditions, community demographic profile, benchmark analysis with comparable agencies, statistically valid community survey, recreation program assessment, partnership inventory, level of service analysis, revenue source inventory, prioritization of recommended capital improvement projects, and the preparation of a final plan deliverable. The planning process is estimated to take 12-15 months.

ISSUE:

N/A

STRATEGIC PLAN REFERENCE:

☐ Economic Mobility ☐ Enhanced Connectivity ☐ Community Identity
☐ Organizational Excellence ☒ Community Well-Being ☐ N/A

Objective 2. Complete the Parks Master Plan to identify needs including strategic land acquisition, facilities, trails, and programming.

FISCAL IMPACT:

The total cost for the proposed contract is an amount not to exceed \$196,350. The project budget will be derived from park development funds and professional services budget.

RECOMMENDATION:

Staff recommends approval.