



TOWN OF CONCORD
COMMUNITY PRESERVATION COMMITTEE
141 KEYES ROAD, CONCORD, MA 01742
TEL. (978) 318-3290 FAX (978) 318-3291

Application for CPA Funding
Due no later than 4:00pm on Friday, September 17, 2021

Applicant: Concord Recreation Department

Co-Applicant (if applicable): Kate Hodges, Deputy Town Manager

Project Name: Recreation Facilities Strategic Plan Consultant

Project Location/Address: 90 Stow Street Concord, MA 01742

Purpose: (Select all that apply)

Open Space Community Housing Historic Preservation Recreation

Project Budget:

Amount of CPA Funds Requested: \$ 75,000

Amount from Other Funding Sources: \$ 0

Total Project Budget: \$ 75,000

(If multi-year project, note current phase only)

Please check which of the following is included with this Application:

<input checked="" type="checkbox"/> One Paragraph Project Summary *	<input checked="" type="checkbox"/> Timeline *
<input checked="" type="checkbox"/> Map (if applicable)	<input type="checkbox"/> Architectural plans, site plans, photographs (if appropriate)
<input checked="" type="checkbox"/> Narrative *	<input type="checkbox"/> Copy of Audit or most recent Financial Information (<u>Non Profit Organizations Only</u>)*
<input checked="" type="checkbox"/> Selection Criteria and Needs Assessment	<input type="checkbox"/> Letters of Support (if any)
<input checked="" type="checkbox"/> Detailed Project Budget *	
<input type="checkbox"/> Feasibility Assessment	
<input type="checkbox"/> Statement of Sustainability (if applicable)	

* Required Documentation

The Contact Person for this Project is: Anna McKeown, Recreation Director

All Correspondence should be mailed to: Anna McKeown 90 Stow Street Concord, MA 01742

The Contact Person can be reached by phone at: 978-287-1057 or by email at: AMcKeown@concordma.gov

Signature of Applicant: *Anna McKeown*

Signature of Property Owner (if different): _____

For Historic Preservation Projects Only – please check the box below left and acknowledge:

I/We have read the U.S. Secretary of the Interior's Standards for the Treatment of Historic Properties and understand that planning for and execution of this project must meet these standards.

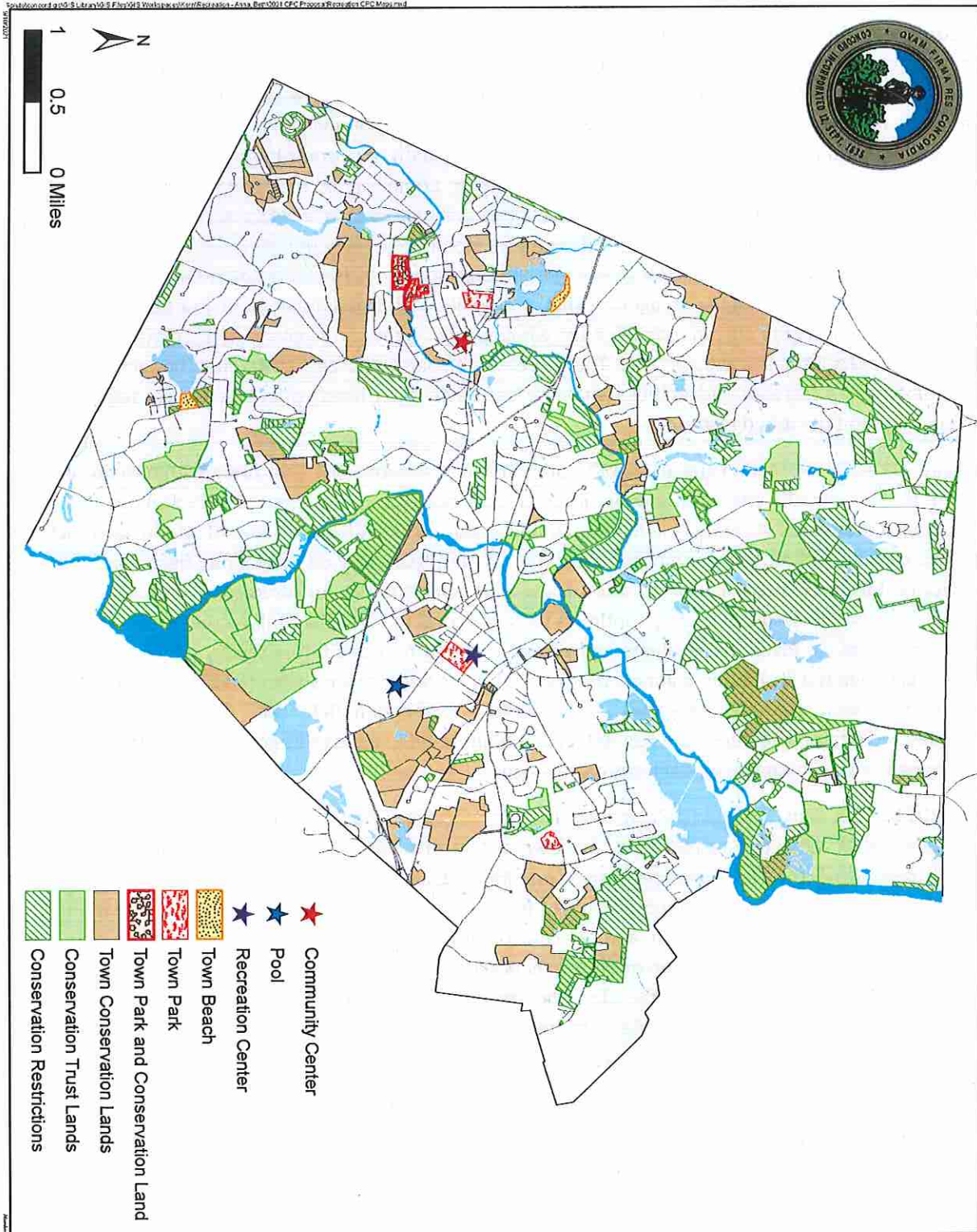
2. **Brief Project Summary** – Introduce the project with a brief summary which notes the category, goals, project scope, and budget at the start of each application packet. This summary should be a maximum of one paragraph in length and be suitable for distribution to other Boards and Commissions as a reasonable depiction of the overall project.

The Concord Recreation Department respectfully requests \$75,000 to hire a qualified consulting firm to update the Town's Recreation Facilities Strategic Plan, last published in 2014 and funded by Community Preservation Act funds. We submit this proposal as a *Recreation Use* project within CPCs categories for eligibility.

Maintenance and upkeep of the Recreation Facilities Strategic Plan is *imperative* in assuring the Town is not only aware of the lands available for active and passive recreational use but the steps and costs that must be prioritized to ensure ongoing accessibility and functionality of such spaces. The selected consultant will work with recreation staff, Recreation Commission members, Town Departments, and other community stakeholders to plan and execute a robust assessment of needs while engaging in a hands on, collaborative, inclusive, and holistic public participation process. The result of the planning effort and the Plan that will be produced by the consultant will provide the Town with a roadmap that prioritizes and guides annual capital project planning through a lens of strategic, purposeful, and prioritized (high, medium, low) needs and actions.

3. **Map** - Indicate the location of the project using a Town GIS map. Include additional maps as helpful including aerial, zoning, vegetation, and abutting buildings.

Concord's recreation amenities are spread throughout all corners of our community. The map below highlights the Town's Recreation Center, Community Center, Pool, as well as the Town Beach, Town Parks, and shared Park/Conservation space.



4. **Narrative** – *Expand on the information presented in the project summary and provide a complete description of the project and its proposed use relative to the CPA. Describe what agency or organization will be responsible, what kind of community support has been given to the project, and why Town Meeting should support it. Include an implementation plan describing the steps or phases for completion and the processes needed for approval. Summarize the goals of the project and how they will be measured.*

According to the National Recreation and Parks Association, parks and recreation services have three values that make them essential to communities; economic value, health and environmental benefits and social importance. Just as water, sewer, and public safety are considered essential public services, parks and recreation services and programs are vitally important to establishing and maintaining the quality of life in a community, ensuring the health of families and youth, and contributing to the economic and environmental well-being of a community and a region. Communities that pride themselves on their quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources, don't do so without having a robust, active system of parks and recreation programs for public use and enjoyment. In 1928, President Calvin Coolidge said that "It is becoming generally recognized that the creation and maintenance of (outdoor) recreation facilities is a community duty in order that the whole public might participate in their enjoyment." Now, nearly 100 years later, this remains true. The Recreation Department feels it vital that the safe keeping of our community's recreation amenities remain ranked when determining priorities and consequences in an environment of limited resources.

Locally, access to recreation spaces and the programs and services that take place within them remain essential to Concord's vitality. Residents interact with our recreation amenities throughout the year resulting in thousands of contacts annually. 'Contacts' may include different types of interactions such as passive visits to a park, active use of the recreation center, team play on community field space, indoor facility rentals, access to childcare services, town wide opportunities for fitness and so much more. To assure that the Concord community continues to have access to safe, plentiful, recreation amenities it is imperative that we inventory, evaluate and prioritize our current and future facility demands. Strategic facility planning is a structured planning process that helps organizations align their short and long-term facility plans with organizational plans. The process is a data-driven, defensible, high-level look at what facilities and strategic solutions are needed for an organization to achieve its goals. The last time Concord performed this exercise was in 2014, eight years ago.

The 2014 community-supported Recreation Facilities Strategic Plan (RFSP) was written to guide the management of recreation resources in the Town of Concord. The plan was developed in parallel with, and in support of, the 2005 Comprehensive Long Range Plan (CLRP), the 2006 Recreation Field Needs Analysis, the Town Manager's Proposed Budget for FY 2014, the 2004 Open Space and Recreation Plan (OSRP), CC at Play, Inc. information, and Concord Healthy Communities Plan. Since its publication, the Plan has provided strategic direction to the Recreation Department and other Town Departments. Of the 29 recommendations identified in the plan, the Town and Recreation Department have completed or made progress on 18 items, or 62% of recommendations. Action towards completing these recommendations continues to be ongoing.

With support from the CPC, the Concord Recreation Department plans to seek proposals from qualified consulting firms to provide professional services to update the Town's RFSP. The Plan will be developed

by the consultant in close coordination with the Recreation Department and the Recreation Commission. The 2014 Plan asked consultants to provide in depth information on community demographics including a 7-year projection of resident age, gender, and income, as well as an analysis of the Town's existing recreation facilities inventory with reference to the most recent Statewide Comprehensive Outdoor Recreation Plan (SCORP). The plan did not seek to collect feedback from *all* residents of varying races, ages, abilities, incomes, and genders. Instead, one online survey was sent out with two weeks to complete. The data collected also did not offer specific, focused action items on how to best support these varying groups. In the new plan, the methodology for collecting feedback from residents will be prioritized with the intention of holistically representing the needs and interests of *all* Concord residents with action items inclusive of space utilization and estimated costs for sustaining or improving access. The Plan will be focused on guiding and prioritizing the future development of park and recreation assets and services to include capital project prioritization Town-wide. The selected consultant will work with recreation staff, recreation commission members, town departments and other community stakeholders to assess needs and opportunities while engaging in a hands on, collaborative, public participation process; a far more hands on, in depth approach to data collection as compared to the 2014 plan. We would request that the consultant offer an online survey to residents as well as multiple, in person forums in various locations across town at varying times with supports as needed (interpreters, translators, virtual participation, etc.) to assure inclusion. Additionally, we would expect the consultant to provide summaries of forums and findings in written form for future reference and would expect estimated costs to be associated with all identified priorities. We envision that the updated plan will provide direction in "high, medium and low" priority silos with monetary estimates attached. As such, the end results will provide the Town with a document that truly guides annual capital project decision making through a lens of strategic, purposeful, and prioritized action planning. We anticipate this document being a roadmap for the next 10 years recreation planning.

5. **CPC's Selection Criteria and Needs Assessment** – Please include responses as to how your project (if applicable) addresses the issues raised in the CPC's General Selection Criteria and the Specific Use Criteria for your project category from the Needs Assessment.

It is well noted that CPA funds are to be used for community preservation pursuits that have a public benefit. As previously mentioned, it is uncommon for a community to pride itself on its quality of life, promote themselves as a desirable location for businesses to relocate, or maintain that they are environmental stewards of their natural resources without such communities having a robust, active system of parks and recreation programs for public use and enjoyment. The Town of Concord is no exception. In addition to the general criteria for CPA funding, this recreation project will examine the fulfillment of goals identified in the 2018 Comprehensive Long Range Plan, 2014 Recreation Facilities Strategic Plan, 2015 Open Space and Recreation Plan and the Playing Fields Study. Supporting an update to the Recreation Facilities Strategic Plan will analyze the Town's progress in "managing recreation amenities including programming of open spaces, public spaces, trails and recreational facilities to encourage use by all residents (CLRP Goal 1)" while also collecting feedback through multigenerational community discussions to "ensure all Concord residents understand the value of conservation lands, natural resources, open space, agricultural activities and recreation amenities (CLRP Goal 2)." Funding to support an updated RFSP will help set priorities, encourage cross-disciplinary action, and ensure that implementation of recreation plans make the best use of resources while embodying the values and goals of Town residents.

As noted in the Community Preservation Plan's needs and resource assessment statement, CPC, along with various other Departments and decision makers refer to the 2014 Recreation Facilities Strategic Plan to, "provide good background information on the available facilities in Town, as well as the recreational needs of the community." Maintenance and upkeep of this document is *imperative* in assuring the Town is aware of not only the lands available for recreational use but the steps that must be taken to ensure accessibility and functionality of such spaces. This document will serve as the roadmap for the next 10 years of recreation planning.

6. **Budget** – *Outline the total budget for the project and how CPA funds will be spent. Break the project down by year of expenditure. Describe all funding sources. Where applicable, describe how much of the proposed CPA funding should be ascribed to each of the four CPA purposes. Make sure to consider any administrative expenses required to complete the project (appraisals, environmental assessments, bidding requirements, copying, legal notices, etc.) and explain how they have been accounted for in this budget. This is particularly necessary for construction and land acquisition projects and can include up to 10% of the budget. Please Note: Non-Profit Organizations should also include a current financial statement.*

The Concord Recreation Department respectfully requests \$75,000 to hire a qualified consulting firm to update the Town's Recreation Facilities Strategic Plan, last published in 2014 and funded by Community Preservation Act funds. The cost of the project in 2014 was \$30,000 and was funded by Community Preservation Act funds. We estimate the cost of the project to be greater than the 2014 RFSP cost due to price increases coupled with the breadth and depth of work requested. We want to see prioritized plans (high, medium, low) that strategically integrate goals identified in the Town's CLRP, OSRP, RFSP and Playing Field Study. We plan to ask the consultant to collect holistic community input using multiple methods of collection (in person forums as well as online surveys), provide multiple deliverables as the project progresses including reports that summarize feedback gathered, and request project budgets and schedules for all identified priorities. We anticipate this consultant spending significantly more hours working on this plan than the 2014 Plan.

As a comparative, the neighboring community of Wayland worked with a consultant in 2016 to update their recreation facilities strategic plan for \$54,000. The project, of course, will be subject to a competitive bidding process, but we anticipate our request of \$75,000 being sufficient to cover the cost of a plan.

7. **Feasibility** – Summarize and attach any feasibility reports that may have been prepared. Explain all further actions that will be required for completion of the project such as zoning, environmental assessment, permits, restrictions, agreements, or other potential impediments to implementation.

NA

8. **Statement of Sustainability** – *If the project incorporates sustainable design features, explain how they will reduce impacts on the environment including, but not limited to, reducing energy consumption, enhancing energy and water conservation, and the use of recyclable materials. Applicants should address the four Sustainability Principles adopted by the Town as stated on Page 29 in condition r. in the 2020 CPC Plan.*

NA

9. **Timeline** – Describe the major milestones and when the anticipated completion date is. Include an estimate of when the CPA funds requested will be needed.

The Recreation Department anticipates the RFSP to take no more than one year to complete once funding has been secured. Once in final draft form, the RFSP would be reviewed and approved by the Town Manager and Selectboard for approval before being published. A tentative timeline is seen below:

- Award CPC Funds May 2022
- Solicit RFPs June 2022
- Begin Consultation work July 2022
- Community Conversation and Draft Work July 2022-December 2022
- Final Draft for Review by Town Manager April 2023

10. Architectural plans, site plans, photographs, if appropriate.

NA

11. Letters of Support are welcome from the public or other appropriate organizations.

The Recreation Department is seeking letters of support from the Recreation Commission within the next month (9/28/21 meeting). Letters will be submitted by this Commission and others as they are received.