

# REPORT / RECOMMENDATION



**To:** Park Board

**Agenda Item #:** VI.B.

**From:** Ann Kattreh  
Parks & Recreation Director

**Action**   
**Discussion**   
**Information**

**Date:** February 10, 2015

**Subject:** Park System Strategic Planning

## **Action Requested:**

Receive an update regarding the strategic planning process and determine a set of guiding principles for the park system strategic plan.

## **Information / Background:**

Terry Minarik, Confluence, has provided an update as to where we are in the strategic planning process. Please see the attached summary. Park Board Strategic Planning Committee Members Cella, Jones, Segreto and Steel have been meeting with staff and Confluence to discuss guiding principles and goals for the strategic plan. Based on the findings so far, staff and the strategic planning committee have come up with the following draft list of guiding principles to discuss with the Park Board:

## **Draft Guiding Principles**

- Promote community health and wellness
- Provide innovation and service excellence
- Promote social equity and engagement
- Strengthen financial position
- Advance environmental stewardship and conservation
- Connect people to places

The strategic plan will have a set of guiding principles. Each guiding principle will have multiple goals, strategies and performance measures. To assist in the process of determining guiding principles, staff brainstormed a list of potential goals for the strategic plan. This draft list of goals is attached. This list is not intended to be all inclusive, or final, but is more intended to provide a basis for the framework of the guiding principles. For example, one goal is to replace park signage and create a park wayfinding system. This goal would fall under the "Connect people to places" guiding principle. The goal of CAPRA accreditation (Commission for Accreditation of Park and Recreation Agencies) would fall under "Provide innovation and service excellence". Cost recovery goals would fall under "Strengthen financial position".

Please review the draft guiding principles and draft goals to provide feedback on the guiding principles. It would be ideal to have five or six guiding principles for the strategic plan.

Staff is requesting that the Park Board approve a set of guiding principles for the strategic plan.

Attachments:

- Summary and Guiding Principles
- Draft goals

Park Board Meeting Summary

**Edina Parks & Recreation and Trails Strategic Plan**

The Strategic Plan process is progressing as planned and to date the following objectives have been completed or are in the process of being completed for review.

**Public Meeting** complete

Held at the Public Works building and attended by over 40 participants

**Focus Group Meetings** complete

As part of the public engagement process for the Master Plan, the consultant team conducted a series of 14 focus groups with key stakeholders of the department. Focus groups took place in December of 2014, and solicited valuable input from more than 100 individuals. Participants included residents, community leaders, business owners, recreation providers, athletic associations, civic groups, neighborhood associations, environmental organizations, departmental staff, maintenance staff, City Council, the Executive Leadership Team, and the Park Board. Seeking community input is critical to the planning process, in that it is an early indicator of strengths, weaknesses, opportunities, and threats and it identifies how the department is perceived in and around Edina.

**Demographic and Trends Analysis** complete

Demographic Analysis provides an understanding of the population within the City of Edina, Minnesota. This analysis is reflective of the total population, and its key characteristics such as age segments, income levels, race, and ethnicity.

The Trends Analysis summarizes the findings from the Sports & Fitness Industry Association's (SFIA) 2014 Sports, Fitness and Leisure Activities Topline Participation Report. The local market potential index data compares the demand for recreation activities and spending of the City of Edina's residents to the national averages.

**Similar Provider Assessment** in progress

**Benchmark Data** in progress

**Recreation Program Services Assessment** in progress

**Facility Needs Assessment** in progress

**Inventory and Analysis of Parks** in progress

**Environmental Analysis and Assessment** in progress

- Natural resource considerations
- Future park and facilities modifications
- Flood plain considerations and wetlands management and protection
- Stormwater management and requirements of local watershed district
- Potential green infrastructure techniques

## **Park Structures Analysis and Assessment**

in progress

Assessment and condition of warming houses, restroom buildings, meeting spaces and open air structures

## **Development of Guiding Principles**

in progress

Meeting with the Strategic Planning committee and city staff the following guiding principles were established to identify the core values and goals for the City of Edina parks, recreation and trails system. These principles will guide the development of key goals, strategies and performance measures that will be part of the strategic plans implementation.

- Promote community health and wellness
- Provide innovation and service excellence
- Promote social equity and engagement
- Strengthen financial position
- Advance environmental stewardship and conservation
- Connect people to places

## Draft Goals

### Staff List (February 2, 2015)

- Replace aging infrastructure (playgrounds and buildings)
- Replace park signs and create a park wayfinding system
- Playground replacement program
- Braemar Park master plan
- Lazy river at Aquatic Center
- Technology – websites, GIS digital info in parks
- Improve marketing strategy of parks system
- Create nature center
- Establish a “bike” hub at Fred Richards
- Incorporate public art in parks
- Respond to changing demographics aging/diversity (programming and facilities)
- Promote healthy lifestyles
- Programming – inspire personal growth, healthy lifestyles and sense of community
- Create a shared community vision related to health and wellness
- Seek additional partnerships and strengthen existing ones
- Develop multi-use trail system (add more trails)
- Connecting park trails, streets/sidewalks and pathways (multi-use trail system – i.e. Grand Rounds)
- Increase passive recreational opportunities in the parks
- All inclusive programming
- New creative play structures
- Identify locations for growth of system
- Community garden plan
- Dog park plan
- Support a continuous learning environment and spirit of collaboration
- Be innovative in park design
- Make customer service excellent
- Establish a rating system to measure success
- Fundraising “friends” program
- Develop donations program and brochure
- Improve irrigation
- Establish standards for parks and facilities
- Natural resources inventory
- Buckthorn removal plan
- Increased fund needed for CIP, maintenance, etc.
- Cost recovery goals (programs, athletics, facilities)
- CAPRA accreditation
- Develop a public awareness and marketing campaign
- Design and/or remodel facilities to be unique to area, accessible, multi-purpose and “green”
- Improve communication to residents
- Steward for parks and open space for long-term sustainability
- Apply for more grants
- Identify redundancies that could be eliminated
- Identify amenities missing from system
- Expand Adopt-A-Park program
- Explore rolling CL into general fund vs. enterprise fund
- Identify mountain bike trail location