

# MEMORANDUM

**TO:** Board of Park Commissioners  
**FROM:** Lisa Sheppard, Executive Director and Kyle Kuhs, Director of Parks and Planning  
**SUBJECT:** Comprehensive Plan  
**DATE:** February 15, 2023

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## General Importance of Comprehensive Plan

The Comprehensive Plan is a living document that guides us to ensure we provide the best parks, facilities, and services for our residents.

- Data and information from a Comprehensive Plan will help guide future Board decisions, direct budget allocations, and understand the community's wants/needs.
- It is an essential tool for accreditation, grant applications, and referendums.
- Data gathered in our 2015 Master Plan was used to develop 24+ major projects in the District. It also helped us secure \$5+ million in grants and private donations to fund these projects.
- Past master/strategic plans cost \$150,000; over ten years, that equals approximately \$15,000 per year.

This plan will combine the District's Master Plan and Strategic Plan, offering a comprehensive view of facilities, parks, services, technology, strategy, and financial sustainability.

- It will complement existing District plans and expand to include recreation/program analysis and a focus on future projects.
- The Comprehensive Plan will make future recommendations for the District based on extensive data collected from key stakeholders, staff, Board, Park District users, and non-users.
- The two proposals are attached for the Board to review.

## Staff/Board Representative Group Consensus

- Interviews were held with both teams. The interview team included President Lisa Brooks, Commissioner Bart Schneider, Executive Director Lisa Sheppard, Recreation and Facilities Director Bobby Collins, Parks and Planning Director Kyle Kuhs, Finance and HR Director John Cutrera, and Superintendent of Marketing Erin Classen.
- Detailed discussions on the companies were held individually with each commissioner. These discussions included President Lisa Brooks, Executive Director Lisa Sheppard, and a Commissioner.
- After reviewing proposals and presentations for two qualified firms, the group preferred the proposal provided by Firm A. In particular, the group preferred several unique elements of the proposal:
  - **Community Input:** Collecting essential qualitative and quantitative data involved a mix of in-person events and technology outlets to increase community input and gather as much data as possible.
  - **Planning Approach:** One of the unique aspects Firm A offered was a LEGO SERIOUS PLAY, a planning approach exercise designed to stimulate ideas, drive conversation, and bring teams to effective solutions.
  - **Analysis:** In addition to a traditional SWOT analysis, the Firm A team would create a PEST analysis (political, environmental, societal, and technological climate).
  - The group found the Firm B proposal to meet all the required elements and were very

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professional and experienced but felt the presentation lacked innovation. In addition, the firm has worked for the Park District in the past and we felt a new prospective may benefit the park district into the future.

- Firm B team did not include a representative from the survey company.
  - In contrast, Firm A team provided representatives from two companies and the group enjoyed a dynamic conversation on their approach to gathering qualitative/quantitative information.

## Cost Difference

- Firm B offers 581 hours of work, totaling \$168,158
  - Average hourly rate \$289
- Firm A plan includes 975 hours of work, totaling \$196,875
  - Average hourly rate \$202
  - They have close to double number of hours for staff, Board, and community engagement.
  - They provide a Recreation Programming Analysis.
  - They provide an Implementation Plan.

## Recommended Motion:

To approve a contract with Firm A for Comprehensive Plan not to exceed \$198,000.

## Approval:

The firm 110%, Inc. bid was approved unanimously by roll call vote at the February 21, 2023 Regular Board Meeting.