



**CITY OF FORT LAUDERDALE**  
**City Commission Agenda Memo**  
**REGULAR MEETING**

**#16-0959**

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**TO:** Honorable Mayor & Members of the  
Fort Lauderdale City Commission

**FROM:** Lee R. Feldman, ICMA-CM, City Manager

**DATE:** September 7, 2016

**TITLE:** Motion to Accept the Parks and Recreation System Master Plan

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**Recommendation**

It is recommended that the City Commission approve a motion to accept the Parks and Recreation System Master Plan.

**Background**

On April 7, 2015 the City Commission approved a motion to award a contract for the preparation of the Parks and Recreation System Master Plan (PRSMP) to AECOM Technical Services. The Master Plan is intended to serve as a comprehensive guide for the planning, acquisition, development and operation of parks, trails, park facilities and recreation programs throughout the City. The PRSMP will assist in the formation of programming needs and priorities and long range visioning for parks and recreation programs and facilities.

Information included in the PRSMP is representative of the entire City's needs and priorities. Over the past year, AECOM has coordinated efforts to develop this plan by conducting a public outreach program to obtain input from various sources. Interviews were conducted with key stakeholders including the Mayor, Vice-Mayor, City Commissioners, City Manager, Downtown Development Authority (DDA), Riverwalk, leaders of the Civic Organizations, Broward County Public School System and the Chair of the Parks, Recreation and Beaches Advisory Board (PRBAB). Several Community Meetings, Visionary Workshops and Open houses were held throughout the City.

The PRSMP includes the following plan components:

- Department Mission Vision and Objectives
- Community Inventory and Assessment
- Needs Assessment
- Level of Service Standards
- Parks and Recreation Strategic Plan
- Recreation Trends Analysis
- Recreation Programming Plan

- ADA Transition Plan
- Community Relations and Marketing Plan
- Community Health and Responsibility Plan
- Art in Public Places Plan

The PRSMP builds upon and supports previous plan efforts such as, but is not limited to: the Parks and Recreation Long Range Strategic Plan, 2008; City of Fort Lauderdale Comprehensive Plan Evaluation and Appraisal Report, 2016; Fast Forward Vision Plan, 2035; and the Press Play Strategic Plan, 2018. The PRSMP provides a focused and complementary direction for the development and delivery of the City's parks and recreation services over the next ten to fifteen years.

The PRSMP was presented to the Parks, Recreation and Beaches Advisory Board on May 25, 2016. A draft of the PRSMP was presented to the City Commission on June 7, 2016.

### **Resource Impact**

There is no fiscal impact associated with this action.

### **Strategic Connections**

This item is a *Press Play Fort Lauderdale Strategic Plan 2018* initiative, included within the Public Places Cylinder of Excellence, specifically advancing:

- Goal 3: Be a community that finds opportunities and leverages partnerships to create unique, inviting, and connected gathering places that highlight our beaches, waterways, urban areas, and parks.
- Objective 1: Improve access to and enjoyment of our beach, Riverwalk, waterways, parks, and open spaces for everyone
- Objective 2: Integrate arts and cultural elements into public places.

This item advances the *Fast Forward Fort Lauderdale 2035 Vision Plan: We Are Here*.

### **Attachment**

Exhibit 1 – PRSMP

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Prepared by: Gina Rivera, Parks and Recreation Department

Department Director: Phil Thornburg, Parks and Recreation Department