



Parks & Recreation Commission Meeting Agenda

ASHLAND PARKS & RECREATION COMMISSION STUDY SESSION MEETING AGENDA Wednesday, October 2, 2024

Public Participation Instructions

This meeting will be held electronically via Zoom Webinar. Registration is required to view the meeting. A link to the meeting will be sent to you once registration has been completed:
https://zoom.us/webinar/register/WN_9Ahvu5w_Q_WR7shb7TnU-g

Written testimony will be accepted via [email](#). Please include “**Public Testimony**” in the subject line. Written testimony submitted before 12:00 PM the Tuesday before the meeting will be made available to the Parks Commissioners before the meeting. All testimony will be included in the meeting minutes.

Oral Testimony will be taken during the electronic public meeting. If you wish to provide oral testimony, send an [email](#) before 12:00 PM the Tuesday before the meeting. Late requests will be honored if possible. Please provide the following information: 1) make the subject line of the email “**Speaker Request**”, 2) include your name, 3) the agenda item on which you wish to speak, 4) specify if you will be participating by computer or telephone, and 5) the name you will use if participating by computer (Zoom Name) or the telephone number you will use if participating by telephone. On request, staff will provide information necessary to attend the meeting.

- I. **CALL TO ORDER**
- II. **PUBLIC FORUM**
- III. **PARKS, RECREATION, OPEN SPACE AND SENIOR SERVICES (PROS) STRATEGIC PLAN - SCOPE OF WORK REVIEW**
 - 1. PROS Plan Scope of Work
- IV. **EAST MAIN STREET PARK - DISCUSSION ON DEVELOPMENT OPTIONS**
 - 1. East Main Street Park Development Options
- V. **CIP - PROCESS CONFIRMATION**
 - 1. CIP - PROCESS CONFIRMATION
 - 2. CIP Plan Overview
- VI. **ADVISORY COMMITTEES DRAFT POLICY - DETERMINE WHERE THE MAKEUP OF THE COMMITTEES SHOULD BE: BYLAWS, RESOLUTION. OR POLICY ON COMMITTEES**
 - 1. Advisory Committees Draft Policy
- VII. **PROPOSED ORDINANCE CHAPTER 2.28.600 PARKS AND RECREATION DEPARTMENT CREATION**
 - 1. Proposed Ordinance Chapter 2.28.600 Parks and Recreation Department Creation
- VIII. **LOOKAHEAD REVIEW**
- IX. **ADJOURNMENT**





Parks & Recreation Commission Meeting

Agenda

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Administrator's office at (541) 488-6002 (TTY phone number (800) 735-2900). Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title I).



ASHLAND PARKS & RECREATION COMMISSION

AGENDA ITEM



October 2, 2024

REQUESTED ACTION	III. PROS Plan Scope of Work
ACTION ☐	INFORMATION ☒

BACKGROUND

At the September 11, 2024 regular business meeting an overview of the strategic plan project elements, naming convention, and draft timeline was presented. The intent of this plan is to provide the APRC with a long-term strategic plan to meet the recreational needs for City of Ashland community members. Staff is proposing that this will be a 10-year strategic plan. The naming convention will be the Parks, Recreation, Open Space and Senior Services Plan (PROS).

Staff has met and developed a scope of work and identified if a consultant would be needed for specific tasks. A quick summary of these elements follows:

- Review of existing plans and studies (staff)
- Review of demographics and trends (staff)
- Develop and manage a public engagement strategy (staff)
 - Survey(s)
 - Public Meetings
 - Focus Groups
- Assessment of community needs (staff with consultation)
- Impact of Services Report (consultant)
- Asset condition assessment and asset management plan (staff – consultant work done)
- Recreation programming assessment (consultant and staff)
 - Level of service, staffing model
- Senior Services and programming assessment (consultant and staff)
 - Level of service, staffing model
- Park Operations staffing needs (staff)
 - Maintenance Management Plan
- Funding options (staff and consultant)
 - Identify budget needs and funding options to meet department needs
- Capital facilities plan (staff)
 - Identification of 20-year capital planning document

- Action Plan (staff)
- Write the plan (staff)

Staff is planning to complete the RFP process by the end of 2024 to facilitate the kickoff public meeting to occur in spring 2025. The objective would be to have a completed plan in late 2025 or early 2026.

Staff wanted to provide Commissioners an opportunity to review the scope of work to ensure that we are addressing the core business needs of the department with this planning process.

POLICIES & PLANS

Ashland Comprehensive Plan, 2005

GOALS SUPPORTED

Part of BN 23-25 APRC Goal #7: Perform a system-wide master plan for APRC.

FINANCIAL CONSIDERATIONS

The project estimate is \$90,000. Estimate for the consultant is \$50,000 to \$80,000. The supplies and materials cost are estimated to be \$10,000. The staffing costs will not be considered as part of the project.

ATTACHMENTS

Not applicable

PREPARED BY:

Rocky Houston



ASHLAND PARKS & RECREATION COMMISSION

AGENDA ITEM



October 2, 2024

REQUESTED ACTION	IV. East Main Street Park Development Options
ACTION ☐	INFORMATION ☒

BACKGROUND

In 2018 APRC acquired property that ultimately resulted in 6.5 acres on East Main Street and Abbot Street, between Crocker and Clay Streets. In 2019 a master plan commenced with Terrain Landscaping Architecture. The property required a Type III land use process due to the annexation into the city. This required the department to complete a robust site plan that is equal to a 65% construction drawing plan set (plans).

The contract with Terrain Landscaping Architecture has 90% plans to be completed in October 2024. Our original contract has only one (1) engineering cost estimate at 100% plans. I have asked them to provide the cost estimate at 90% plans. This is to allow the department to determine if there are sufficient funds available to construct the park completely or if it will need to be phased.

The OPRD Local Govt. grant is for \$1 million, with a \$1 million match. It only identifies the dog park, the pump track, the parking lot and the restroom as project elements. In our financial system we have only budgeted \$950,000 for this project. In the adopted capital improvement plan (April 2023) there is only \$75,000 & \$1.27 million identified for this project during the current biennium budget. It appears when the grant was applied for, discussions on phasing the project were discussed by the APRC.

Staff completed a maintenance management plan for the routine maintenance for the park as currently designed. The assessment identified 7,400 hours and over 3.5 FTE to operate the park. Most of the hours are associated with the 54,000 sq ft of landscaping beds in the plans. Community Development requirements only require landscaping beds around the parking lot and buildings. To reduce maintenance, the initial phasing of the project will not include the perimeter landscaping beds.

As staff reviews the phasing of this project, we would like feedback on:

- The park elements that should be considered first
- The staffing level that should be considered

POLICIES & PLANS

East Main Community Park Master Plan

GOALS SUPPORTED

BN 23-25 APRC Goal #3: Build East Main Street neighborhood park including the dog park, bike-skills park and pump track.

FINANCIAL CONSIDERATIONS

A future agenda item will review the financial considerations.

ATTACHMENTS**PREPARED BY:**

Rocky Houston



ASHLAND PARKS & RECREATION COMMISSION

AGENDA ITEM



October 2, 2024

REQUESTED ACTION	V. CIP Process Confirmation
ACTION ☐	INFORMATION ☒

BACKGROUND

At the September 4, 2024 APRC Study Session, staff presented a Capital Improvement Plan (CIP) process. It outlined the project categories and the scoring rubric to be used in ranking potential capital projects. The intent is to use this process to develop the FY26 – FY32 CIP Plan.

In preparation of action on this process by the APRC, staff wants to review any questions and/or potential edits to the process outlined (attached).

POLICIES & PLANS

Biannual Budget Process

GOALS SUPPORTED

BN 23 – 25 APRC Goal #7 – Perform a system-wide master plan for Ashland Parks and Recreation Commission to include the following sections, at least (sections may be completed together or independently), specifically:

- c. Park system maintenance and improvements

FINANCIAL CONSIDERATIONS

Not applicable

ATTACHMENTS

CIP Process

PREPARED BY:

Rocky Houston



Capital Improvement Plan Overview

A Capital Improvement Plan (CIP) is a short-range plan, usually six years, which identifies capital projects and equipment purchases, provides a planning schedule and identifies options for financing the plan. It is a blueprint for planning the Parks Department's capital expenditures. It synchronizes park planning, financial capacity and the physical development of the park system.



A CIP is composed of two parts – a capital budget and a capital program. The capital budget is the upcoming biennial budget spending plan for capital items (tangible assets generally that cost more than \$5,000 and have a useful life of at least five years). The capital program is a plan for capital expenditures that extends five years beyond the capital budget. Development of a CIP requires sound fiscal and capital planning that facilitates coordination between capital needs and operating budgets. It focuses attention on the Parks Department's objectives and fiscal capacity. It keeps the public informed about future needs and projects.

The Ashland Parks & Recreation Commission (APRC) reviews and adopts the CIP. Staff presents the CIP to the APRC for approval prior to the biennial budget review process. It is important to note that the Capital Budget and Capital Program are plans that inform the budgeting process. The Capital Budget will follow the City of Ashland budgeting process.

Another output of the CIP process is the project list. The project list provides a comprehensive list of the preventative maintenance and major maintenance projects that fall outside of the six year CIP resources and/or capacity. This is sometimes called a deferred maintenance list.



Capital Improvement Program – Project Identification Process

The CIP Project Identification Process has been developed to assist the department in prioritizing CIP projects in four categories: Preventive Maintenance, Major Maintenance, Enhancements, Land Acquisitions and Planning. The following document will provide park staff with an overview of the process and assist staff in answering most questions.

The process follows a four step process.

- Identification
- Prioritization
- Scoping
- Budgeting

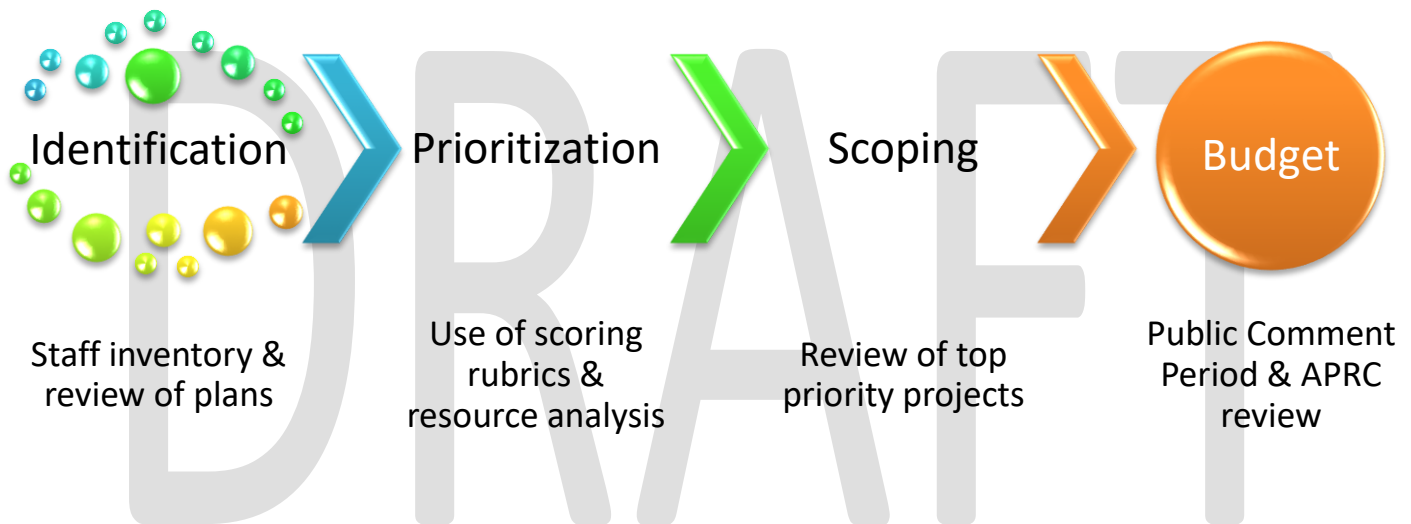


Figure 1 - CIP Project Selection Process Flow Chart

Project Identification

The following process is followed to identify a CIP project.

1. Department completes facility condition inventory of parks.
 - 1.1. Inventory will generate a condition assessment that will be used by the Director or designee to prioritize maintenance needs at the park.
2. Department completes a vehicle and equipment condition inventory.
 - 2.1. Inventory will generate a condition assessment that will be used by the Director or designee to prioritize vehicle and equipment needs.
3. Park identifies project needs and categories them into the following project types:
 - 3.1. Preventive Maintenance***
 - 3.1.1. Project that works on current park asset to extend the useful life or maintain public use.
Note: Preventative Maintenance is a combination of operation & maintenance expenditures and projects funded by the Food & Beverage tax.
 - 3.2. Major Maintenance**
 - 3.2.1. Project that overhauls or replaces current park asset to a “new” condition. A project that decommissions an existing asset is considered a major maintenance project.
 - 3.3. Park Enhancement**
 - 3.3.1. Project that creates a new park or park amenity that adds to existing park asset inventory where none were before.
 - 3.4. Planning**
 - 3.4.1. Project that completes a master plan, mini-master plan or other long-range planning document.
 - 3.5. Land Acquisitions**
 - 3.5.1. Projects that acquire new land, easements or other property rights.
 - 3.6. Vehicles – Equipment**
 - 3.6.1. Projects that replace existing asset or adds a new asset to the vehicle or equipment inventory.
4. Department reviews plans, citizen input and other data to identify and/or update park enhancement and planning needs.
5. Projects will be combined into CIP Project spreadsheet by category.



Project Prioritization

The projects will be scored by the department based off the criteria in the scoring rubrics found in Appendix A.

Project Scoping

All projects identified will have an initial budget estimate developed. This budget estimate will be used to identify a magnitude of scale only. Projects that are identified for the capital program (identified to be completed within the next six years) will be reviewed and scoped with a cost estimate at the conceptual level (contingency of 40% or more). Those projects that will be in the CIP budget (planned to be completed within the next two years) will have a cost estimate at the budgetary level (contingency level of 20%.) The re-scoping of the projects could include the use of staff or consultants and will assess:

- A review of the proposed project scope and defining a work breakdown structure and resource needs list
- Update project budget and scope for the budget preparation

The project scoping will create a draft Capital Budget that has been assessed for feasibility given time, budget, resource constraints and available project funding.

Capital Plan Adoption

The department will notice the draft CIP for 30 days to obtain public comments. The draft CIP will be presented to the APRC review and public comments will be taken at their meeting. The APRC will review and recommend the CIP be adopted and forwarded to the City of Ashland budgeting process.



Appendix A

Scoring Rubric for Project Types

A.1	Preventive Maintenance Projects
A.2	Major Maintenance Projects
A.3	Enhancement Projects
A.4	Planning Projects
A.5	Land Acquisitions Projects
A.6	Vehicles – Equipment Projects

DRAFT



Park Preventive Maintenance Project Scoring Criteria

Directions:

1. Score each criterion using the guiding rubric below. All scores are 0 through 5. A score of 0 should be given when the criterion is not applicable.
2. Multiply each score by 4. Total scores for all criteria to create the project score.
3. Project scores will be compiled for capital improvement plan (CIP).

Note: The prioritization process is a tool to help guide and focus the efforts of Ashland Parks and Recreation Commission (APRC) when creating the CIP. APRC reserves the right to amend the prioritization to remain adaptive and responsive to conditional change.

Criterion	Score
CONDITION: Considers the state of the asset, the consequences of failure, and the likelihood of failure. 5 – Severe (failure within 0-2 years) – potential serious safety issue or severe damage 3 – Major (failure within 3-4 years) –could deteriorate to “Severe” if not addressed 1 – Moderate (failure >4 years) – potential minor safety issue, damage present	
PARK USER IMPACT: Considers the impact of the failure on overall and people with barriers to recreation. For this analysis, consider the following: - park attendance, per traffic/visitor counts or estimated - % people of color, per census data in GIS - % under-18 population, per census data in GIS - % over-65 population, per census data in GIS - % below poverty line, per census data in GIS 5 – Major impact to two (2) or more of the above 3 – Major impact to one (1) of the above 1 – No major impact to any of the above	
STRATEGIC RETURN ON INVESTMENT or LEVERAGE: Considers the likelihood of cost recovery, as well as funding sources outside of the department. 5 – Project costs recouped in five years or non-APRC funding secured for >50% of project 3 – Project costs recouped in ten years or potential non-APRC funding identified 1 – Project provides non-recouping benefit to system and no non-APRC funds identified	
OPERATIONAL IMPACT: Considers the impact that the project will have on the operational cost and burden of the department. 5 – Decreases operating expenses or leads to other operational benefits 3 – Has minimal impact to operating expenses and other operational benefits 1 – Increases operating expenses or does not realize operational benefits	
STEWARDSHIP IMPACT: Considers the systemic impacts of parks, including overall costs and environmental impacts 5– Addresses critical asset preservation or implements cost-saving/environ. technology 3 – Addresses asset preservation 1 – Limited asset preservation	



Park Major Maintenance Project Scoring Criteria

Directions:

1. Score each criterion using the guiding rubric below. All scores are 0 through 5. A score of 0 should be given when the criterion is not applicable.
2. Multiply each score by 4. Total scores for all criteria to create the project score.
3. Project scores will be compiled for capital improvement plan (CIP).

Note: The prioritization process is a tool to help guide and focus the efforts of Ashland Parks and Recreation Commission (APRC) when creating the CIP. APRC reserves the right to amend the prioritization to remain adaptive and responsive to conditional change.

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Park Enhancement Project Scoring Rubric

Directions:

1. Score each criterion using the guiding rubric below. All scores are 0 through 5. A score of 0 should be given when the criterion is not applicable.
2. Multiply each score by 4. Total scores for all criteria to create the project score.
3. Project scores will be compiled for capital improvement plan (CIP).

Note: The prioritization process is a tool to help guide and focus the efforts of Ashland Parks and Recreation Commission (APRC) when creating the CIP. APRC reserves the right to amend the prioritization to remain adaptive and responsive to conditional change.

Criterion	Score
NEEDS IMPACT: Considers the needs of the parks system, as addressed by planning or legislative/public outreach. For this analysis, consider the following: - degree to which this implements a master plan already developed - degree to which this addresses a level of service need, per the PROS plan - degree to which this overlaps with state/regional effort - degree to which this is endorsed by the public at large/legislative authority - degree to which partnerships or sponsors have been established 5 - Strongly addresses several of the above, or very strongly addresses one of the above 3 - Strongly addresses one or more of the above 1 - Generally addresses one or more of the above	
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Park Planning Project Scoring Criteria

Directions:

1. Score each criterion using the guiding rubric below. All scores are 0 through 5. A score of 0 should be given when the criterion is not applicable.
2. Multiply each score by 4. Total scores for all criteria to create the project score.
3. Project scores will be compiled for capital improvement plan (CIP).

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Land Acquisition Project Scoring Criteria

Directions:

1. Score each criterion using the guiding rubric below. All scores are 0 through 5. A score of 0 should be given when the criterion is not applicable.
2. Multiply each score by 4. Total scores for all criteria to create the project score.
3. Project scores will be compiled for capital improvement plan (CIP).

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Criterion	Score
NEEDS IMPACT: Considers the needs of the parks system, as addressed by planning or legislative/public outreach. For this analysis, consider the following: - degree to which this implements an acquisition plan already developed - degree to which this addresses a level of service need, per the identified level of service - degree to which this overlaps with state/regional/trail effort - degree to which this is endorsed by the public at large/legislative authority - degree to which partnerships or sponsors have been established 5 – Strongly addresses several of the above, or very strongly addresses one of the above 3 – Strongly addresses one or more of the above 1 – Generally addresses one or more of the above	
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Vehicle & Equipment Project Scoring Criteria

Directions:

1. Score each criterion using the guiding rubric below. All scores are 0 through 5. A score of 0 should be given when the criterion is not applicable.
2. Multiply each score by 4. Total scores for all criteria to create the project score.
3. Project scores will be compiled for capital improvement plan (CIP).

Note: The prioritization process is a tool to help guide and focus the efforts of Ashland Parks and Recreation Commission (APRC) when creating the CIP. APRC reserves the right to amend the prioritization to remain adaptive and responsive to conditional change.

Criterion	Score
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ASHLAND PARKS & RECREATION COMMISSION

AGENDA ITEM



October 2, 2024

REQUESTED ACTION	VI. Advisory Committees Draft Policy
ACTION ☐	INFORMATION ☒

BACKGROUND

APRC's advisory committee's membership is identified in three (3) documents: the committee formation resolution, the bylaws for the committee, and in the advisory committee policy. In preparation for the revisions required due to the revised city ordinance on advisory committees, Staff would like to get feedback on the revisions:

- Would APRC like the committee membership identified in all three (3) locations?
- If no, in which document(s) should it appear?

POLICIES & PLANS

CP.2023.10.25 – Advisory Committees and Management Advisory Committees Policy

AMC 2.10.005 to 2.10.110

GOALS SUPPORTED

BN 23-25 APRC Goal# 7 – Perform a system-wide master plan for Ashland Parks and Recreation Commission to include the following sections, at least (sections may be completed together or independently), specifically:

- f. Review and update of all APRC policies

FINANCIAL CONSIDERATIONS

Not applicable

ATTACHMENTS

Not applicable

PREPARED BY:

Rocky Houston



ASHLAND PARKS & RECREATION COMMISSION

AGENDA ITEM



October 2, 2024

REQUESTED ACTION	Proposed Ordinance on Parks & Recreation Department
ACTION ☐	INFORMATION ☒

BACKGROUND

Ashland City Council and APRC have had a subcommittee working on the framework for a proposed ordinance to create the Parks and Recreation Department. A joint session was held August 14, 2024 and APRC reviewed the draft framework at the September 11, 2024 regular business meeting.

The proposed ordinance is scheduled to have the first reading by City Council on October 15, 2024.

POLICIES & PLANS

AMC 2.28.600

GOALS SUPPORTED

BN 23-25 APRC Goal #1: Employ best management practices to strengthen relations between management, co-workers, City employees, and community members.

FINANCIAL CONSIDERATIONS

None at this time.

ATTACHMENTS

PREPARED BY:

Rocky Houston