
Leisure Services Master Plan: A Community Collaboration



Leisure Services Master Plan: A Community Collaboration

The Leisure Services Needs Assessment and Master Plan process began in 2009 and culminated in 2014. During this time, the Sunrise City Commission, City administration, and staff members from the Leisure Services and Community Development departments have been actively involved – and input from residents and stakeholders has been actively solicited at more than 20 public meetings from over 900 stakeholders.



Leisure Services Master Plan: A Community Collaboration

Needs Assessment Overview

In 2009, the City of Sunrise commissioned a Leisure Services Needs Assessment. The study was designed to:

- evaluate the Leisure Services Department's existing facilities, programs and services; and
- gauge the Department's effectiveness in delivering these programs and services.



Leisure Services Master Plan: A Community Collaboration

Park Land by City: Level-of-Service Comparison

City-Owned Park Acreage

CITY	2010 POPULATION	PARK ACREAGE	ACRES/1,000 PEOPLE
Coral Springs	121,096	764	6.31
Davie	91,992	484	5.26
Plantation	84,955	580	6.83
Sunrise	84,439	352	4.17
Sunrise (2025)	83,607	352	4.21



Presented by:
Leisure Services Department
June 10, 2014

Leisure Services Master Plan: A Community Collaboration

Needs Assessment Timeline

March 2009

- Staff meeting to discuss the needs assessment process

April 2009

- Presentations to staff by four prospective consulting firms

June 2009

- City Commission awards Request for Proposals (RFP) for needs assessment



Leisure Services Master Plan: A Community Collaboration

Needs Assessment Timeline

July 2009

- City Commission adopts ordinance amending the City's Comprehensive Plan to include parks and recreation
- Staff and consultants hold project kick-off meeting

August 2009

- Assessment worksheets provided by consultants and completed by staff



Leisure Services Master Plan: A Community Collaboration

Needs Assessment Timeline

September 2009

- Consultants and staff conduct site analysis tour
- Public workshop with five City advisory boards to explain needs assessment process and solicit public input
- Public workshop with coaches, parents and youth athletics participants to explain needs assessment process and solicit public input
- Public workshop with youth and adult athletics consumers, coaches and instructors to explain needs assessment process and solicit public input
- Consultant meeting with staff
- Level of Service (LOS) analysis of how Leisure Services is meeting needs of residents.



Presented by:
Leisure Services Department
June 10, 2014

Leisure Services Master Plan: A Community Collaboration

Needs Assessment Timeline

October 2009

- Direct-mail survey distributed to 1,500 randomly-selected households, plus follow-up calls
- Consultant meetings with City leaders and staff to evaluate Leisure Services operations, management and maintenance

December 2009

- Municipal fee comparison conducted with comparable municipalities



Leisure Services Master Plan: A Community Collaboration

Needs Assessment Timeline

February 2010

- Review of needs study draft with City leadership and staff

April 2010

- Needs Assessment meeting with City leadership and staff to discuss report data and future implementation

July 2010

- Consultant delivers final Needs Assessment document to City
- City staff meeting to discuss next steps in the Leisure Services needs study process – including the development of an action plan

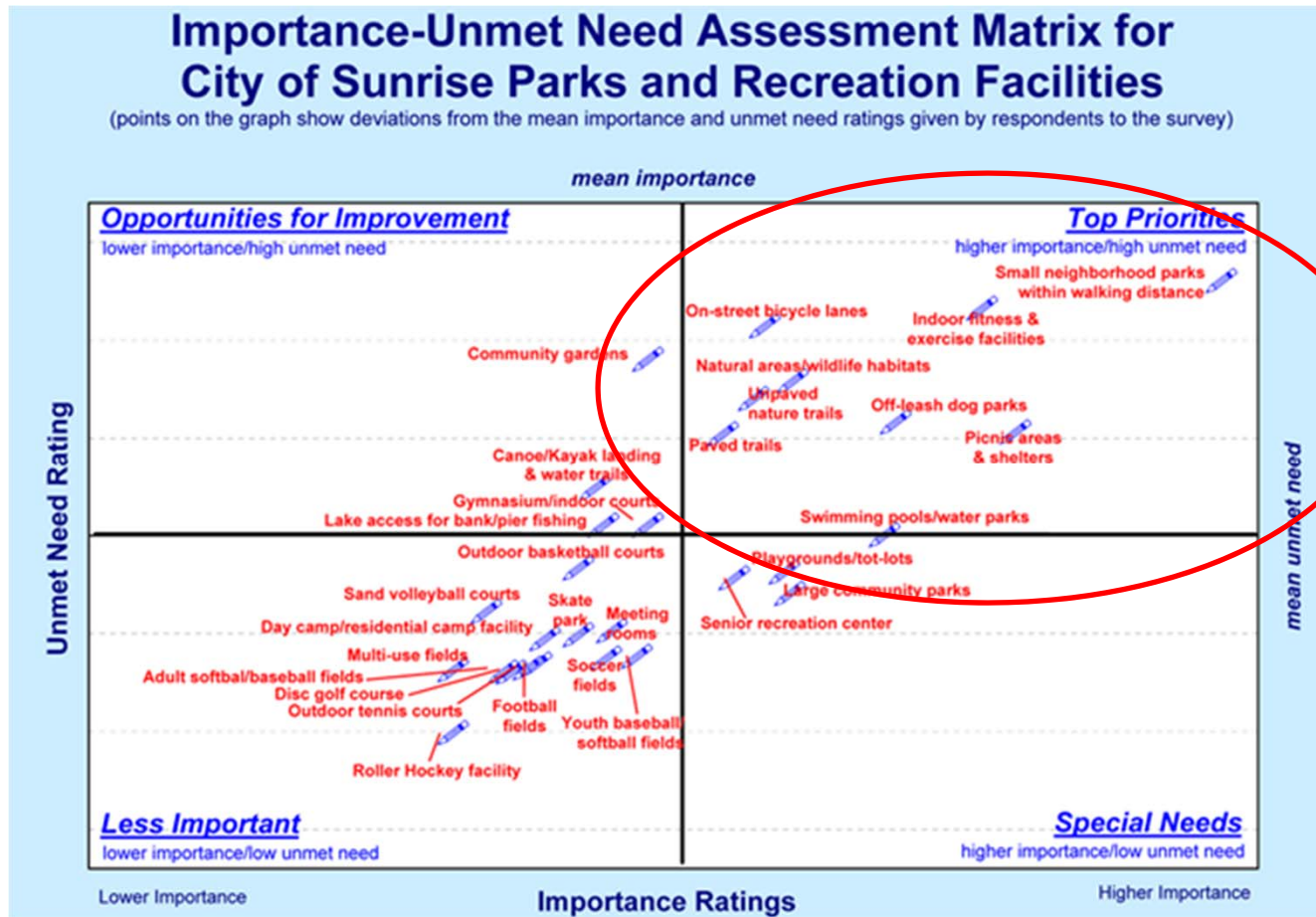
September 2010

- City staff develops the Leisure Services Needs Study Five-Year Timeline of Recommendations



Presented by:
Leisure Services Department
June 10, 2014

Leisure Services Master Plan: A Community Collaboration



Leisure Services Master Plan: A Community Collaboration

Summary of Needs Assessment Recommendations



- Redevelop underutilized parks
- Retrofit underutilized indoor spaces
- Decentralize program offering locations
- Add amenities to existing parks
- Acquire additional park land for neighborhood-scale facilities
- Improve water access
- Develop park master plans and capital improvement programs for undeveloped park parcels
- Develop a bikeways & trails master plan

Leisure Services Master Plan: A Community Collaboration

The City of Sunrise selected AECOM to create a 10-year Leisure Services Master Plan that would build upon the findings and recommendations of the comprehensive Leisure Services Needs Assessment and Service Delivery study completed in 2010. Stakeholders and the general public, in excess of 900 participants, were actively engaged throughout the Master Plan development process in an effort to ensure broad support and consensus.

Key Plan Components

- Review of Existing Conditions
 - Long-Range Vision
- Implementation Action Plan



Presented by:
Leisure Services Department
June 10, 2014

Leisure Services Master Plan: A Community Collaboration

Master Plan Timeline

April 2011

- Presentations to staff by two prospective consulting firms

June 2011

- City Commission awards Request for Proposals (RFP) for Master Plan

August 2011

- Staff and consultants hold Master Plan project kick-off meeting



Leisure Services Master Plan: A Community Collaboration

Master Plan Timeline

January 2012

- Project team hosts Parks and Recreation Visioning Workshop – a 2.5-day charrette with key stakeholders and City staff
- Consultants and City staff hold Master Plan meeting to discuss Needs Assessment and potential projects
- City Commission participates in Master Plan Visioning Workshop

May 2012

- East Sunrise Residents Association views presentation and provides input at Master Plan Visioning Workshop



Presented by:
Leisure Services Department
June 10, 2014

Leisure Services Master Plan: A Community Collaboration

Master Plan Timeline

June 2012

- Leisure Services Advisory Board discusses Master Plan public meeting schedule
- Central Sunrise Residents Association views presentation and provides input at Master Plan Visioning Workshop
- Welleby Management Association views presentation and provides input at Master Plan Visioning Workshop
- Members of the public view presentation and provide input at Master Plan Visioning Workshop at the New River Civic Center



Presented by:
Leisure Services Department
June 10, 2014

Leisure Services Master Plan: A Community Collaboration

Master Plan Timeline

March 2013

- Consultants hold Master Plan meeting with City leadership and staff

June 2013

- Public visioning display shown at Sunrise summer camp meet and greet
- Consultants and City staff hold Master Plan Implementation Workshop



Leisure Services Master Plan: A Community Collaboration

Master Plan Timeline

December 2013

- Leisure Services Advisory Board meets to discuss Master Plan executive summary

March 2014

- City Commission Workshop focuses on discussion of Leisure Services Master Plan meeting with City leadership and staff and general obligation bond referendum option



Presented by:
Leisure Services Department
June 10, 2014

Leisure Services Master Plan: A Community Collaboration

Master Plan Timeline

April 2014

- Consultants host Master Plan project meeting with City leadership and staff
- Consultants host Master Plan project follow-up meeting with City leadership and staff



Leisure Services Master Plan: A Community Collaboration

Master Plan Timeline

May 2014

- Board members are updated on Master Plan process at Leisure Services Advisory Board meeting
- At a City Commission meeting, Commissioners are provided with a Master Plan follow-up report and a discussion of the proposed project costs and timeline
- A special meeting of the City Commission is held to further discuss the Leisure Services Master Plan
- First reading of an Ordinance providing for a Leisure Services bond referendum is passed at a City Commission meeting



Presented by:
Leisure Services Department
June 10, 2014

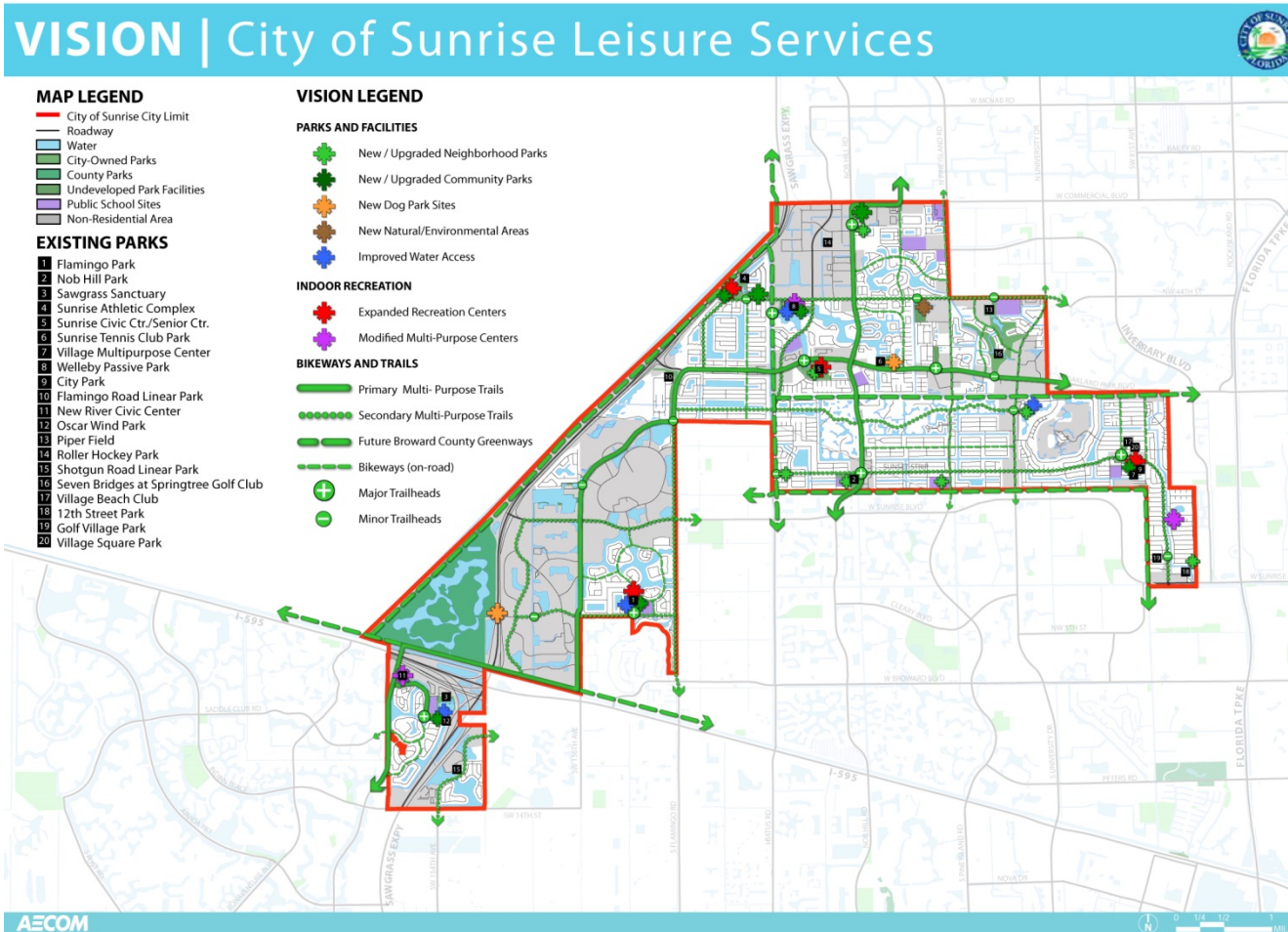
Leisure Services Master Plan: A Community Collaboration

Long-Range Vision

- Upgrade Existing Parks
- Improve Connectivity
- Activate and Energize the Parks
- Provide Additional Parks and Facilities

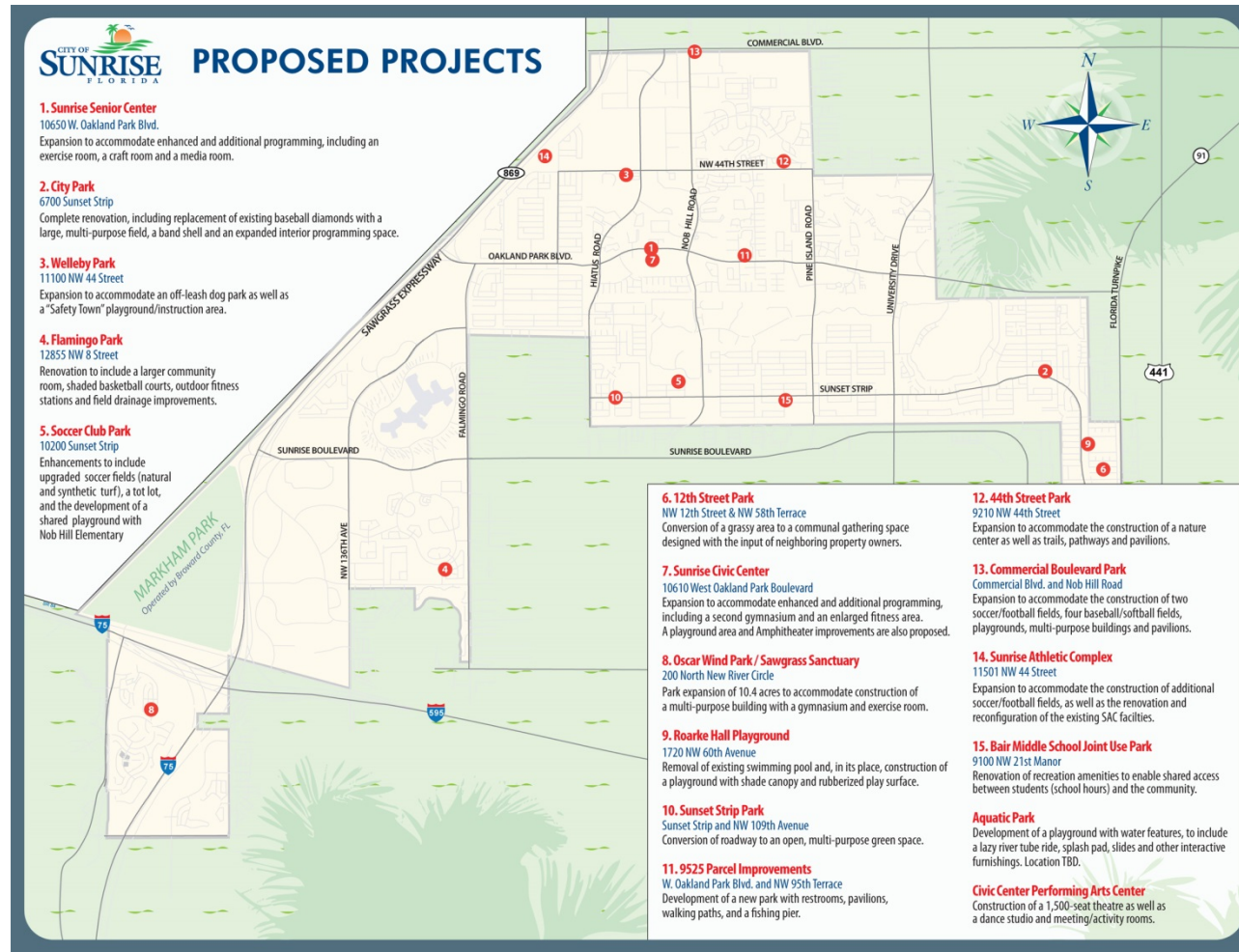


Leisure Services Master Plan: A Community Collaboration



Presented by:
Leisure Services Department
June 10, 2014

Leisure Services Master Plan: A Community Collaboration



Leisure Services Master Plan: A Community Collaboration

Estimated Funding Totals

Phase 1 (Land Assembly)

• 44 th Street Park Expansion	\$1,560,000
• Commercial Boulevard Park	\$5,700,000
• SAC Park Expansion	\$3,120,000
• Welleby Park Expansion	\$1,100,000
• City Park Improvements	\$120,000
• Sunset Strip Park at NW 109 th Avenue	\$30,000
• Oscar Wind Park	<u>\$4,500,000</u>

Total \$16,130,000



Presented by:
Leisure Services Department
June 10, 2014

Leisure Services Master Plan: A Community Collaboration

Estimated Funding Totals

Phase 2

• Senior Center Expansion	\$2,612,850
• City Park Improvements	\$4,716,400
• Welleby Park Expansion	\$3,414,000
• Flamingo Park Renovation	\$4,232,300
• Nob Hill Soccer Club Improvements	\$2,931,700
• Roarke Hall Playground	\$309,200
• 12 th Street Park	\$89,700
• Security Improvements	<u>\$2,000,000</u>

Total \$20,306,150



Presented by:
Leisure Services Department
June 10, 2014

Leisure Services Master Plan: A Community Collaboration

Estimated Funding Totals

Phase 3

- Civic Center Expansion \$7,567,200
- Oscar Wind Park \$9,957,500
- Sunset Strip Park at 109th Avenue \$1,178,100
- 9525 Parcel Improvements \$1,073,800

Total \$19,776,600



Presented by:
Leisure Services Department
June 10, 2014

Leisure Services Master Plan: A Community Collaboration

Estimated Funding Totals

Phase 4

- 44th Street Park Expansion \$1,668,900
- Commercial Boulevard Park \$8,286,000
- Sac Park Expansion \$20,377,600
- Bair Middle School Joint Use Park \$776,600

Total \$31,109,100



Presented by:
Leisure Services Department
June 10, 2014

Leisure Services Master Plan: A Community Collaboration

Estimated Funding Totals

• Phase 1	\$16,130,000
• Phase 2	\$20,306,150
• Phase 3	\$19,776,600
• Phase 4	<u>\$31,109,100</u>
Total	\$87,321,850
Pay As We Go	\$22,321,850
Total G.O. Bond Funding	\$65,000,000



Presented by:
Leisure Services Department
June 10, 2014

Leisure Services Master Plan: A Community Collaboration

What are General Obligation (G.O.) Bonds?

G.O. Bonds are issued for public works projects that benefit the entire community and are backed by the full faith and credit of the issuing municipality, through the imposition of ad valorem property taxes.

In Florida, property taxes levied to repay G.O. bonds are shown as a separate line item on property tax bills.

Why does the City need to issue G.O. Bonds?

The Leisure Services Master Plan includes more than \$85 million in land acquisition and capital improvements. The City does not have money available to pay for those improvements.



Presented by:
Leisure Services Department
June 10, 2014

Leisure Services Master Plan: A Community Collaboration

How much money does the City plan to raise with G.O. Bonds?

The proposed referendum would authorize the City to issue up to \$65 million in bonds. The City plans to issue \$40 million to get projects moving and then re-evaluate at a later date the need to issue additional bonds in an amount of \$25 million or less.

Any project costs over \$65 million would be funded through other sources.

What will be the duration of the bonds?

The City expects to issue bonds with a repayment period of up to 30 years.



Presented by:
Leisure Services Department
June 10, 2014

Leisure Services Master Plan: A Community Collaboration

How much will the G.O. Bonds cost homeowners?

The average assessed value of all homes in Sunrise is just under \$90,000. The annual property tax bill of a homesteaded home with an assessed value of \$100,000 would go up by \$46.45.

Homes that currently do not pay property tax would not pay any tax as a result of this general obligation bond.

What will happen if the G.O. Bonds aren't issued?

Assuming that the City could find \$2 million each year to set aside just for Leisure Services improvement projects, it would take over 40 years for the proposed projects to be completed.



Presented by:
Leisure Services Department
June 10, 2014

Leisure Services Master Plan: A Community Collaboration

Where do we go from here?

The November 4th ballot would include the proposed bond referendum question. Assuming the voters approve the referendum:

- City staff will continue to refine and prioritize projects, looking for additional cost savings
- The City is committed to a transparent process to keep residents informed about the projects, costs, timelines, and progress



Presented by:
Leisure Services Department
June 10, 2014

Leisure Services Master Plan: A Community Collaboration

What do we mean by *transparent process*?

- Regular updates to the City Commission on the progress of the projects.
- Updates for residents and the public via a page on the City's website:
 - Project list with descriptions
 - Projected timelines and costs
 - Tracking the progress of each project
 - Park/field closures and other impacts
 - Amount of bonds issued to date



Presented by:
Leisure Services Department
June 10, 2014

Leisure Services Master Plan: A Community Collaboration

What is the projected timeline?

November 4, 2014	Election Day
November 2014	Begin scope development for project design
December 2014	Begin procurement process for design consultant
January 2015	Begin land acquisition
February 2015	First bond issuance
March 2015	Begin design of projects
March 2019	Projected completion of all projects



Presented by:
Leisure Services Department
June 10, 2014

Leisure Services Master Plan: A Community Collaboration



Presented by:
Leisure Services Department
June 10, 2014