

Washtenaw Metro Alliance Parks/Open Space Initiative

DETAILED SCOPE

Task 1

Current Conditions & Goal Assessment

- 1.1 **Refine Project Inventories.** CWA and County staff will coordinate to update existing inventories of natural features and existing parks and open space, and to develop an inventory of existing community facilities (including schools, public buildings, non-motorized routes, etc.).
- 1.2 **Prepare Supporting Documentation.** County staff will compile demographic data demonstrating the growing need to initiate the proposed regional open space effort. Case studies from across the nation will also be researched for reference purposes.
- 1.3 **Review and Summarize all existing Open Space/Recreation Plans.** County staff and CWA will review and provide a goal summary for all existing Open Space/Recreation Plans for each WMA member community.
- 1.4 **Assess and Summarize all Project Partners' Goals regarding Open Space/Recreation Initiatives.** County staff and CWA will collect, assess and summarize Open Space/Recreation Goals for the Project Partners.
- 1.5 **Survey Data.** County staff to incorporate survey data results identifying residents' goals on Open Space/Recreation.

Task 2

WMA & Project Partners Workshop – Goal Alignment/Mapping

(Including Planning Commissioners, Parks Commissioners, Boards of Trustees & Council Members, Project Stakeholders)

- 2.1 **Hold Kick-Off Workshop with WMA and Project Partners.** A kick-off workshop for WMA members and Project Partners.
 - Illustrate Current Conditions & Future Trends
 - Provide Resident (survey data), Local Unit of Government (plans), and Project Partner (plans) Goals
 - Discuss the project's guiding concepts (regionalism, partnership, multi-objective planning, etc.)

- Facilitate goal alignment and determine the manner in which the diverse objectives of the various Partners can be aligned.
- Goal Mapping – Provide Partners the opportunity to visually demonstrate the Open Space/Recreation goals in their region.

A project schedule and milestones will also be established, and logistics for the public workshop will be discussed.

Task 3

Marketing

- 3.1 **Develop Project “Identity.”** To advance the objectives of the project from a marketing standpoint, the County and CWA will develop an official name and graphic identity for the project, including logo, for use on all publications and marketing materials.
- 3.2 **Media Coverage.** Gain community interest and support by marketing plan to local media outlets including newspaper, NPR-WEMU (“Issues of the Environment”), and County, LUG and Project Partners websites.

Task 4

Public Workshop

- 4.1 **Prepare for Public Workshop.** One (1) public workshop to be held in the region coordinated by CWA and County staff.
 - 4.1.1 **Facility Identification and Preparation.** The County will be primarily responsible for identifying the facilities for the public workshop, and will coordinate details related to set-up/layout, audio/visual, and refreshments.
 - 4.1.2 **Publicity.** County staff will coordinate public notification for the workshop. CWA will assist in the development of public notices, press releases, flyers and other promotional materials.
 - 4.1.3 **Facilitator Selection and Training.** The County will identify a facilitator to help conduct the public workshop, and CWA will prepare and deliver training materials in advance of the workshop, and conduct a facilitator training session immediately preceding the workshop.
 - 4.1.4 **Presentation, Displays and Handouts.** County staff and CWA will coordinate in the preparation of a PowerPoint presentation, maps and other informational displays, and any handouts deemed necessary for

the workshop.

4.2 **Conduct Public Workshops.** Similar format to WMA and Project Partners Workshop in order to obtain resident input on goal alignment and mapping. Also, goal alignment results from the WMA Project Partner Workshop will be presented at the workshop to solicit public response.

- Illustrate Current Conditions & Future Trends
- Provide Resident (survey data), Local Unit of Government (plans), and Project Partner (plans) Goals
- Discuss the project’s guiding concepts (regionalism, partnership, multi-objective planning, etc.)
- Facilitate goal alignment and determine the manner in which the diverse objectives can be aligned.
- Goal Mapping – Provide the public the opportunity to visually demonstrate the Open Space/Recreation goals in their region

4.3 **Summarize Public Input.** County will compile and summarize input received at the public workshop.

Task 5

Draft Plan

5.1 **Develop Project Framework.** After the WMA/Project Partner and Public Workshops, CWA will develop a summary of all objectives, priorities and concerns expressed to guide the development of the plan. This summary, or “Project Framework,” will then be used to develop preliminary Project Goals and Objectives.

5.2 **Develop Concept Plan Draft.** Based upon the Project Framework, preliminary Project Goals and Objectives, and input received from the first round of workshops, CWA will develop a draft Concept Plan of a region-wide system of open space preserves, greenways and paths.

5.3 **Conduct Gap Analysis.** As a first step toward developing a comprehensive implementation strategy for the plan, CWA and County staff will conduct a physical and institutional gap analysis to determine necessary action items and potential impediments to plan implementation.

5.4 **Develop Implementation Strategy.** Based upon the findings of the gap

analysis, CWA will prepare a detailed Action Plan, outlining the timing/sequence, responsibility and potential funding of each action item identified.

Task 6

WMA & Project Partners Review of Draft Plan

- 6.1 **Distribute Draft Concept Plan to WMA Group.** The draft Concept Plan prepared by CWA will be distributed by County staff to the WMA group to determine necessary modifications during preparation of the Final Plan.
- 6.2 **WMA Working Session.** A working session will be held with the WMA Group to present the draft Concept Plan and determined any needed revisions.

Task 7

Open Space/Recreation Final Plan

- 7.1 **Prepare Final Plan.** Utilizing input solicited at the WMA working session #2 and direction from the WMA group, CWA will prepare a final version of the plan for a region-wide system of open space preserves, greenways and paths, consisting of maps and supporting text. Finalized goals, objectives, and actions will also be prepared.
- 7.2 **Illustrate Plan.** Once final plan elements are identified, up to twelve (12) hand and/or digital illustrations will be prepared to supplement the plan's text and maps, and photographs from the WMA region will be taken and incorporated into the document.
- 7.3 **Present Final Plan and Implementation Strategy to WMA Group and Project Partners.** Once the complete draft plan has been assembled, it will be presented to the WMA group for review and comment.
- 7.4 **Plan Adoption.** After soliciting input from the Project Partners, the plan will be submitted to the WMA group for final adoption.