

## Project Plan

### Project Summary

**Client:** Milwaukee County Department of Parks, Recreation and Culture (DPRC)

**Project Title:** Year 2050 Park and Open Space Plan

**Contract Start Date:** January 1, 2016

**Contract End Date:** December 31, 2016

**Total Contract Amount:** - -

**Project Plan Date:** February 4, 2016

**Project Plan Developed By:** Southeastern Wisconsin Regional  
Planning Commission Staff

### Project Objectives

- Coordinate with work to be conducted under 10 Year Comprehensive Parks System Master Plan
  - Benchmark analysis of peer agencies
  - Demographic analysis of potential outdoor recreation participation
  - Operation, financial, and organizational structure review
  - Funding and revenue analysis
  - Resident survey of needs and preferences
  - Public outreach and involvement including leadership interviews, focus groups, and public forums
  - Development of park facility standards
  - Park and Facilities Inventory and Condition Assessment
  - Existing year 2010 Level of Service (LOS) analysis/mapping of parks and key park facilities, and comparison of LOS to population density
- Project park facility needs based upon year 2050 anticipated growth, including consideration of the growth anticipated in the comprehensive plans of the 19 Milwaukee County municipalities.
- Consider the park facility recommendations of other planning efforts including the 10 Year Master Plan, municipal comprehensive plans, State and regional plans, and County park and park facility plans.
- Assess the LOS of County park facilities under projected year 2050 conditions, including LOS mapping and comparisons to anticipated year 2050 population density.
- Develop a year 2050 Park and Open Space Plan which will incorporate the recommendations of the 10 Year Master Plan and extend these recommendations for an additional 25 years.



## Project Team

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## Scope Summary

Task/Item	Lead	Projected Completion	Notes
<b>I. Project Management</b>			
Ia. Kick-off Meeting	PROS/ SEWRPC	January 2016	Initial kick-off meeting trip to discuss goals, objectives, and expectations and coordination with 10 Year Park System Master Plan.
Ib. Progress Reports	SEWRPC	Monthly	Progress reports will be prepared monthly beginning with February 2016.
<b>2. Population, Employment, Land Use, and Natural Resources</b>			
2a. Demographic, Economic, and Natural Resources Inventory	SEWRPC	February 2016	<p>Description of historic, existing, and projected future year 2050 population, employment and land use in Milwaukee County, including municipal comprehensive plans. Inventory and description of existing natural resources in Milwaukee County.</p> <p><b>Deliverable:</b> Chapter II, "Population, Employment, Land Use, and Natural Resources of Milwaukee County" of 2050 Plan (March 2016)</p>
<b>3. Existing Milwaukee County Parks and Open Space</b>			
3a. Milwaukee County Parks and Open Space	SEWRPC	June 2016	Document existing Milwaukee County owned parks and open space including facility condition. Facility condition will be inventoried under the 10 Year Master Plan.

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## Scope Summary *(continued)*

Task/Item	Lead	Projected Completion	Notes
3b. State, Municipal, School District, and Privately Owned Parks and Open Space	SEWRPC	May 2016	Document other existing parks and open space within Milwaukee County.  <b>Deliverable:</b> Chapter III, “Existing Parks and Open Space within Milwaukee County” of 2050 plan (June 2016)

### 4. Framework for 2050 Plan Development

4a. 10 Year Needs Assessment and Master Plan Considerations, Funding and Recommendations <ul style="list-style-type: none"> <li>• Demographic analysis of outdoor recreation participation</li> <li>• Benchmark analysis of peer agencies</li> <li>• Resident survey</li> <li>• Operation, financial, and organizational review</li> <li>• Funding and revenue analysis</li> <li>• Park Facility LOS analysis/mapping under 10 Year Master Plan</li> <li>• Recommendations of 10 Year Master Plan</li> </ul>	SEWRPC	February 2016	Document the findings and recommendations from the 10 Year Master Plan to be considered in the development of the 2050 plan.
		April 2016	
		June 2016	
		May 2016	
		May 2016	
		September 2016	
		November 2016	

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## Scope Summary *(continued)*

Task/Item	Lead	Projected Completion	Notes
4b. Recommendations from Other Plans: State Plans, Municipal Comprehensive and Park Plans, School District Plans, Other County Plans, Regional Plans, and Other Plans	SEWRPC	May 2016	Analyze and document the findings and recommendations for parks and open space within Milwaukee County from all other planning efforts.
4c. Results of Public Engagement	SEWRPC	June 2016	<p>Document the findings from the initial public engagement (focus groups, stakeholder/leadership interviews, and initial public meetings) conducted under the 10 Year Master Plan/2050 plan.</p> <p><b>Deliverable:</b> Chapter IV, “Framework for Plan Development” (Draft without 10 Year Master Plan Recommendations – September 2016. Complete Draft – November 2016.)</p>

### 5. Milwaukee County 2050 Park and Open Space Needs

5a. Apply Park and Park Facility Standards to year 2050 population	SEWRPC	August 2016	The Park and Park facility standards developed under the 10 Year Master Plan will be applied to projected year 2050 populations identifying acreage and facility standards which are met and those which are not met.
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## Scope Summary *(continued)*

Task/Item	Lead	Projected Completion	Notes
5b. LOS Mapping of Park facilities	SEWRPC	August 2016	<p>LOS mapping will be prepared for the approximately 30 key park types and facilities to be identified under the 10 Year Master Plan. The LOS mapping will be prepared for each park type and facility and the composite of all facilities, and will be compared to anticipated year 2050 development and population density to identify areas well served and areas not served.</p> <p><b>Deliverable:</b> Chapter V, “Park and Open Space Needs,” of 2050 plan. (August 2016)</p>

### 6. Public Engagement Process

6a. Key Leadership/Focus Group Interviews	PROS/P3 (Lead) SEWRPC (Participate)	April 2016	Total of eight (8) focus group meetings and key stakeholder/leadership interviews.
6b. Public Forums/Workshops	PROS/P3 (Lead) SEWRPC (Participate)	June 2016 and November 2016	Total of three (3) public forums: two (2) initial introduction forums and one (1) to serve as a final briefing and input opportunity for the draft plan.

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## Scope Summary *(continued)*

Task/Item	Lead	Projected Completion	Notes
<b>7. 2050 Park and Open Space Plan</b>			
7a. Draft Plan Preparation	SEWRPC	November 2016	<p>Draft plan will be prepared with consideration given to 10 Year Master Plan recommendations, the Framework for Plan Development, and the identified Park and Open Space Needs.</p> <p><b>Deliverable:</b> Draft Chapter VI, “Recommended Plan” of 2050 Plan (November 2016)</p>
7b. Final Plan Preparation	SEWRPC	December 2016	<p>The final plan will be prepared and will reflect all input received on the draft plan. Fifty bound copies will be prepared along with one electronic copy. A summary PowerPoint presentation and newsletter (150 hard copies) will be prepared.</p> <p><b>Deliverable:</b> Final report, PowerPoint summary, and newsletter summary (December 2016)</p>

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## Key Stakeholders

Stakeholder	Engagement Method	Notes
Milwaukee County Parks Department	Provide data and information on County parks. Review analysis findings and draft chapters. Collaborate in development of recommendations. Review and approve draft and final plan.	Will be highly engaged throughout process including data review, document review, and regularly scheduled meetings.
Milwaukee County Board of Supervisors	Provide feedback on the planning process. Review draft plan. Final presentation.	Will be highly engaged throughout process including periodic briefings, draft plan review, and final plan presentation.
County Executive and Staff	Provide feedback on the planning process. Review draft plan. Final presentation.	Will be highly engaged throughout process including periodic briefings, draft plan review, and final plan presentation.
PROS Consulting	Work closely throughout planning process, through regular meetings and phone conferences.	As the 10 Year Master Plan will be incorporated in the 2050 plan, and accomplished on the same time schedule, there will be a need for constant communication.

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## Key Stakeholders *(continued)*

Stakeholder	Engagement Method	Notes
Key stakeholders including: <ul style="list-style-type: none"> <li>- Key business leaders</li> <li>- Conservation groups</li> <li>- Other service providers</li> <li>- School officials</li> <li>- Special event providers</li> </ul>	Key stakeholder focus groups and interviews.	Primary target audience for stakeholder interviews and focus groups. Can and should also attend public forums.
Partnership Groups (existing and potential)	Interviews.	
User groups	Focus groups, interviews.	Will also have input through survey process.
Non-user groups	Public forum.	Will also be identified during survey process.
General public	Open forums and survey.	Will also have input through survey process.

## Project Considerations, Risks, or Issues

- Close coordination with the 10 Year Master Plan will be required, as elements of the 10 Year Master Plan will be incorporated in the 2050 plan, including benchmark analysis, resident survey, public engagement, parks and facilities condition assessment, and financial and revenue strategy analysis.
- Due to the above, the time schedule for the 2050 plan is dependent upon the time schedule for the 10 Year Master Plan.