



# WESTMINSTER

## Staff Report

TO: The Mayor and Members of the City Council

DATE: November 7, 2012

SUBJECT: Briefing and Post-City Council Briefing Agenda for November 12, 2012

PREPARED BY: J. Brent McFall, City Manager

*Please Note: Study Sessions and Post City Council briefings are open to the public, and individuals are welcome to attend and observe. However, these briefings are not intended to be interactive with the audience, as this time is set aside for City Council to receive information, make inquiries, and provide Staff with policy direction.*

Looking ahead to Monday night's Briefing and Post-City Council meeting briefing, the following schedule has been prepared:

Dinner	6:00 P.M.
Council Briefing ( <i>The public is welcome to attend.</i> )	6:30 P.M.
POST BRIEFING ( <i>The public is welcome to attend.</i> )	

### PRESENTATIONS

None at this time.

### CITY COUNCIL REPORTS

None at this time.

### EXECUTIVE SESSION

None at this time.

### WESTMINSTER ECONOMIC DEVELOPMENT AUTHORITY

None at this time.

### INFORMATION ONLY

1. Parks, Recreation and Libraries Citizen's Needs Assessment Survey

Items may come up between now and Monday night. City Council will be apprised of any changes to the post-briefing schedule.

Respectfully submitted,

J. Brent McFall  
City Manager



# WESTMINSTER

## Staff Report

Information Only Staff Report  
November 12, 2012



SUBJECT: Parks, Recreation and Libraries Citizen's Needs Assessment Survey

PREPARED BY: Peggy Boccard, Recreation Services Manager

### Summary Statement

This report is for City Council information only and requires no action by City Council.

The Parks, Recreation and Libraries Department will develop a strategic plan within the next year and has identified a need and benefit to seeking citizen input specific to current and future departmental services. To address this, Staff will solicit bids from reputable and knowledgeable consultants to conduct a citywide Citizen's Need Assessment Survey specific to Parks, Recreation and Libraries services. This process will be similar to that applied in the City's Citizen Survey and will assist Staff in short and long-range planning as well as strategic decision-making regarding citywide parks, recreation and library issues and services. This survey will ask questions that provide a deeper understanding of the most important recreation, park and library services to Westminster citizens

### Background Information

Since 1992, the City of Westminster has conducted a broad-based survey of residents' opinions that focuses on citywide services and satisfaction. A need has been identified to administer a new, reliable and valid citizen recreation needs and satisfaction survey (Citizen's Needs Assessment Survey) specifically for the Parks, Recreation and Libraries Department (PR&L) as part of the department's new strategic plan.

An RFP/contract will be issued and awarded to a highly-qualified and experienced consultant to conduct a survey in a manner that maximizes community input, buy-in and trust for the objectivity, reliability, and validity of the process. Information from the Citizen's Needs Assessment Survey will assist PR&L in ongoing decision making and operations of parks, recreation and library services. The end product will help PR&L make recommendations regarding budget and action strategies based on identified community needs and priorities. It may also provide data supporting the development of unique level of service standards for parks and recreation and library facilities, and other important planning and management tools.

As an addition to the minimum scope of services, consultants may propose how they would provide a comprehensive review of Westminster recreation needs and the City's current capacity for offering services. This review must relate to Westminster's Strategic Plan and current core services. This additional report will point out any inconsistencies between the needs assessment and core services. In addition, the report will include applicable data from the consultant's previous relevant work with data collection sources such as ESRI and the National Sporting Goods Association. In other words, provide assurance that current and future funds are spent on the highest citizen priorities.

The Parks, Recreation and Libraries Citizen’s Needs Assessment Survey supports the City’s Strategic Plan Goals of “Financially Sustainable City Government Providing Exceptional Services,” “Vibrant Neighborhoods in One Livable Community,” and “Beautiful and Environmentally Sensitive City.”

Respectfully submitted,

J. Brent McFall  
City Manager