




**CORTE MADERA TOWN COUNCIL
STAFF REPORT**

REPORT DATE: October 28, 2021
MEETING DATE: November 2, 2021

TO: Honorable Mayor and Members of the Town Council

FROM: Ashley Howe, Parks and Recreation Director 

SUBJECT: Presentation and Discussion of Town Of Corte Madera Parks And Recreation Needs Assessment



RECOMMENDED ACTION:

That the Town Council receive, discuss, and provide feedback on the results of the Community Needs Assessment presented by ETC Institute or provide further direction to staff.

BACKGROUND/DISCUSSION:

In February 2021, the Parks & Recreation Department sought out companies to administer a community needs assessment survey and analyze data to support the Parks & Recreation Master Plan development process. Four companies evaluated the request for proposal and were invited to a question and answer session with the Parks and Recreation Director and members of the Master Plan Sub-Committee.

In March, ETC Institute was awarded the contract based on their extensive experience and expertise, along with their proprietary methodology for helping communities prioritize investment opportunities.

The analysis that you will hear tonight will be used to guide community engagement discussions related to enhancing infrastructure, facilities, and programs for the next 3-10 years. The community engagement plan is to conduct 2-3 focus group discussions via Zoom between November and December and host two in-person meetings that are open to the public in January, 2022.

Staff is exploring costs for the consultant to facilitate the community engagement events in order to most effectively utilize the assessment results and guide constructive conversations from a neutral position.

Additional information regarding the Town Park Master Plan process and initial results can be viewed on the Department's website: <https://www.townofcortemadera.org/688/Master-Plan>

FISCAL IMPACT:

There is no fiscal impact associated with receiving or discussing the presentation of results.

Should the terms of service need to be updated for the consultant to host and moderate community engagement events, staff will seek approval of the Town Manager to amend the existing contract.

ENVIRONMENTAL IMPACT:

This activity is not defined as a project under CEQA (Section 15378 CEQA Guidelines).

OPTIONS:

1. Receive, discuss, and provide feedback on the results of the Community Needs Assessment presented by ETC Institute.
2. Provide further direction to staff.

ATTACHMENTS:

1. Community Needs Assessment by Ryan Murray, Assistant Director of Community Research for ETC Institute, PowerPoint presentation slides are included as Exhibit A and the Town of Corte Madera Parks and Recreation Findings Report is available online at <https://www.townofcortemadera.org/688/Master-Plan>.

THIS ITEM HAS BEEN REVIEWED AND APPROVED BY THE TOWN MANAGER.

ATTACHMENT 1

Community Needs Assessment by Ryan Murray, Assistant Director of Community Research for ETC Institute, PowerPoint presentation slides are included as Exhibit A and the Town of Corte Madera Parks and Recreation Findings Report is available online at <https://www.townofcortemadera.org/688/Master-Plan>.