



CITY OF DUNWOODY

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MEMORANDUM

To: Mayor and City Council

From: Brent Walker, Parks and Recreation Manager

Date: October 11, 2010

Subject: Parks and Greenspace Master Plan Mail Survey and Appointments for Advisory Committee

BACKGROUND

On April 12, 2010, City Council approved the award of the Comprehensive Parks and Greenspace Master Plan to Lose and Associates. After further discussion with Lose regarding our public participation plans, we have determined that a mail survey in addition to the web survey included in their original proposal would be appropriate in our endeavors. The mail survey will give us more statistically valid data and provide us the opportunity to engage the public more thoroughly. The cost of the mail survey was included in the original proposal as an "add alternate" for an additional \$10,000. We originally budgeted \$110,000 for the plan, which keeps us within our budgeted amount for the Plan. Additionally, by adding this cost to the proposal, Lose would still be the highest scoring, lowest price alternative among the finalists.

Also, within the scope of the Plan, a sounding board will be formed to assist in the planning process. We are requesting that each Council member and the Mayor recommend two people to serve on this sounding board. Sounding board members will be asked to attend a series of meetings to provide feedback on the plan to the Consultants and city staff.

RECOMMENDED ACTION

Staff respectfully requests that Council: (1) Authorize staff to execute a change order to the contract for the additional effort to create, distribute and analyze a mail survey and (2) Recommend members to serve on the Parks and Greenspace Master Plan Sounding Board.
