



## Final Report: Recreation Facilities Strategic Plan

### Project Overview

The Town of Concord initiated a project to update its Recreation Facilities Strategic Plan (RFSP). The previous plan was published in 2014. The project's primary objective was to create an updated plan to guide the town's recreational development, address community needs, and prioritize future projects. The Concord Recreation Department was responsible for overseeing the project.

### Funding

The project was funded through the Community Preservation Act (CPA). The Community Preservation Committee (CPC) approved the funding, with \$75,000 allocated for the project.

### Project Implementation

The project involved several phases, including:

1. **Project Award:** The project was awarded in November 2022.
2. **Stakeholder and Public Engagement:** This involved planning and executing public engagement activities to gather community feedback. Public meetings and surveys were conducted to ensure inclusive participation.
3. **Comprehensive List of Properties:** Compiling an inventory of the town's recreation properties.
4. **Critical Needs Assessment:** Evaluating the community's recreational needs.
5. **Sites Classification and Conceptual Plans:** Classifying sites and developing conceptual plans.
6. **Draft Report:** Creating a draft of the updated RFSP.
7. **Review Period:** Reviewing the draft report and gathering public comments.
8. **Final Report and Presentation:** Finalizing the report and presenting it to the town.

### Community Engagement

A significant focus of the project was to engage the community to ensure the plan reflected the diverse needs and interests of Concord residents. The engagement methods included:

- Online surveys.
- Public forums at various locations and times.

- Efforts to include diverse groups, such as providing interpreters, translators, and virtual participation options.
- Disseminating information through various channels, including social media, newsletters, flyers, and community organizations.
- Specific Outreach included the following: CCHS superintendent letter, Beede monthly newsletters, Emailed all Concord Recreation afterschool childcare program families email (500+), Council on Aging newsletter and have hard copy surveys at COA, shared in the Town Manager's Newsletter and have hard copy surveys at Town House, sent to senior management team to share on public boards in their offices, shared with the League of Women Voters, Shared with the Concord Family Network, Shared with the Community Service Coordinator in town to share with her clients, shared on Town social media, shared with business owners and chamber of commerce, via Visitor's Center. Posted flyers at CVS, Crosby's Marketplace, Rocky's hardware, both local libraries and have hard copy surveys at both libraries. Furthermore, we posted flyers in Emerson Park Display cases, Rotary Club, Kerem Shalom Synagogue, Holy Family Parish, Tri Con Church, the Trinity Church, the Bridge (events page and article) & Concord Journal. We also posted our final plan at [concordrec.com](https://concordrec.com) - <https://concordrec.com/245/Recreation-Facilities-Strategic-Plan>.

### **Project Timeline and Milestones**

The project commenced in November 2022, with key milestones achieved throughout the process. These milestones included the release of a public survey, public meetings, and the development of the draft report. The project was initially expected to be completed by November 2023, but the final completion date was later revised to May 15, 2024.

### **Project Status and Completion**

As of April 17, 2024, the project was 98% complete. All steps were completed, with the final step being the incorporation of public comments received by April 26, 2024, into the final report. A public information session and hearing were held on April 4, 2024, to gather feedback. The final report was completed in early May 2024.

### **Financial Report**

The total CPA funds allocated for the project were \$75,000. The expenditure report indicates that the project's expenses were tracked, with the final payment to Weston & Sampson, the consulting firm, being \$3,000.00. There is a balance of \$1,000.00 that can go back to the Community Preservation Committee.

A breakdown of the fees is below for your review.

	<b>Contract Amount</b>	<b>% of Work to Date</b>	<b>Amount Billed to Date (May,2025)</b>
<b>Phase A-Kickoff Meeting</b>	\$6,000	100%	\$6,000
<b>Phase B – Stakeholder &amp; Public Engagement</b>	\$700	100%	\$700
<b>Phase C – Stakeholder and Public Outreach</b>	\$20,000	100%	\$20,000
<b>Phase D-Comprehensive List of Properties</b>	\$1,600	100%	\$1,600
<b>Phase E- Narrative</b>	\$2,700	100%	\$2,700
<b>Phase F – Sites/Projects/Classification</b>	\$18,000	100%	\$18,000
<b>Phase G – Draft Strategic Plans</b>	\$16,800	100%	\$16,800
<b>Phase H-Final Approved Strategic Plans</b>	\$8,200	100%	\$8,200
<b>Total Fee</b>	\$74,000		

## Summary

The Recreation Facilities Strategic Plan update was a comprehensive project aimed at creating a roadmap for the future of recreation in Concord. Through extensive community engagement and a structured planning process, the project successfully gathered feedback, assessed needs, and developed a strategic plan to guide the town's recreational development for the next 10 years.