

RecQuest



December 17, 2014

RecQuest Steering Committee

Committee Members

- Jayne Miller
- Jennifer Ringold
- Nicholas Williams
- Lisa Beck
- Michelle Kellogg
- Robin Smothers
- Jamie Neldner



RecQuest Budget Goal

- ✎ Develop and implement a comprehensive recreation center and program assessment and resulting plan to assure that facilities, programs and services align with community needs.

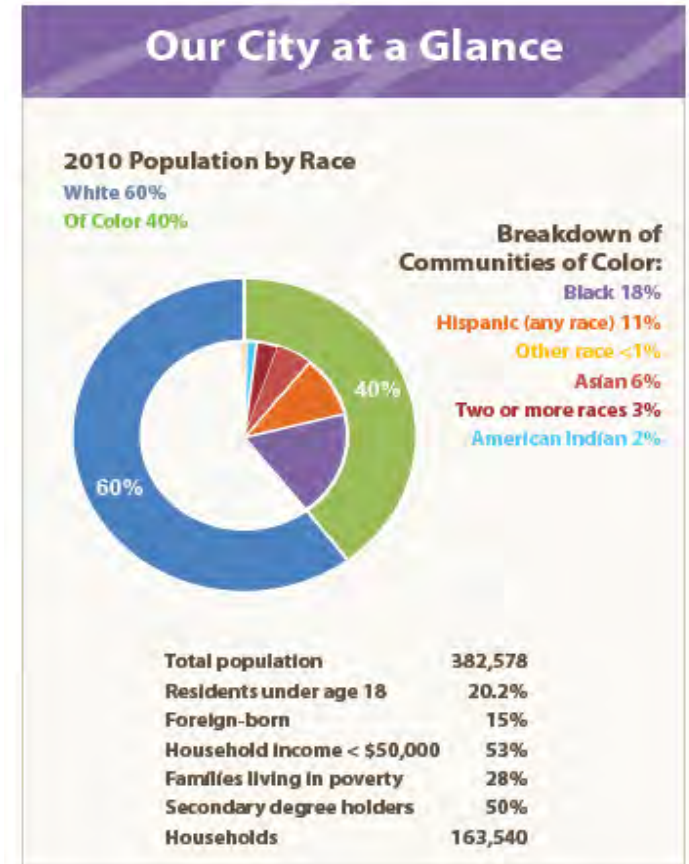


RecQuest Objectives

- ∞ The community and MPRB staff will engage in a collaborative process to inform how the MPRB can best serve current and projected park and recreation needs of communities through recreation center programs and facilities
- ∞ Assess community recreation needs for recreation center programming and facilities
- ∞ Provide a vision for the next generation of recreation center programs and facilities
- ∞ Compile, create, analyze, and illustrate city-wide recreation center facilities, use, and program data
- ∞ Outline guiding principles for management and operations of recreation center facilities
- ∞ Articulate a 25-30 year investment strategy for recreation centers

Outreach and Engagement

- Demographics rapidly shifting
- Community engagement is critical
- Qualitative and quantitative data
- Focus on equity



Source: One Minneapolis Report- 2013 Community Indicators Report

Communications and Marketing

- ☞ Recognize importance of both internal and external communications
- ☞ Internal strategy
 - Regular updates with recreation staff
 - Update other MPRB staff as needed
- ☞ External strategy
 - Work with selected firm to develop comprehensive communications plan
 - A RecQuest project page and Gov Delivery topic have been created

Where we have been...

- Request for Proposals collected through November 17
- First round interviews November 21
- Second round interviews December 15



Where we are headed...

- ☞ Project team recommendation at January 7 Board meeting
- ☞ Build a community engagement strategy
- ☞ Develop a communications plan
- ☞ Final report end of summer 2015

