



Newburyport Parks Revised Reorganization Plan

Presentation to Community Services

February 7, 2023



Photo Credit: Bob Watts

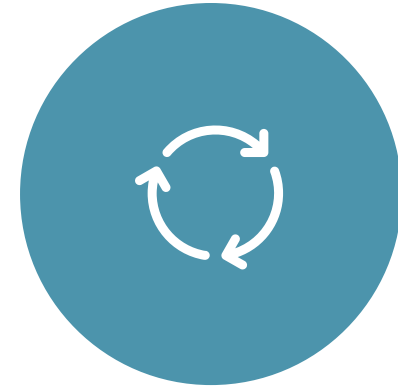
Presentation Overview



INTRODUCTION &
HOW WE GOT HERE



ADJUSTMENTS TO THE PLAN
BASED ON FEEDBACK



COMMUNICATION AND
RESPONSIBILITIES

Introduction

- Five months have passed since Mayor withdrew Parks Reorg plan
- Focused visioning sessions held with the Parks Commission and the public to gain even more insight into reshaping the plan
- New non-profit, Port Parks Alliance formed to provide a fundraising and volunteer arm to our parks
- Many Departments involved in the discussions

Overall Goal of Parks Reorg Plan

- To strengthen Newburyport's Parks, improve efficiencies, and eliminate redundancies by better aligning the skill sets that currently exist within the City in order to support the needs of our parks, in a way that will make our parks better.



What hasn't changed in the plan

- Move operations of Parks Department under DPS & remove Parks Director position:
 - Maintain all other people and positions, including Parks Manager, full- and part-time employees, as a fully intact unit under DPS leadership



What this means/primary roles within DPS

- **Parks Manager:**

- Continue to execute operations, installations, inspections & maintenance
- Coordinate with NPS, leagues, other parks-related organizations
- Coordinate with contractors to implement improvements

- **Business Manager:**

- Provide procurement, contract management and budget assistance
- Manage user fees, gift and donation approvals

- **DPS Admin:**

- Interface with the public, answer questions and connect appropriate staff to fulfill requests
- Create work orders
- Write agendas, packets and meeting minutes for the Parks Commission and post them in a timely manner
- Manage pro forma permits & reservations and maintain the master calendar of reservations
- Bring permits requiring Commission approval to the Commission's meetings
- Update the Department website with project updates and notifications

What has changed/adjustments to the original plan

- Bring Adult Recreation under supervision of NYS:
 - Continue to offer adult rec opportunities under NYS, which has capacity and platforms to support



What this means/primary roles within NYS

- Associate Director of Recreation:
 - Contract with instructors and organizations who can provide classes and activities for adults and youth
 - Manage registration of recreation offerings under current platform (MyRec)

What has changed/adjustments to the original plan

- Advance advocacy and fundraising for our parks:
 - Work with new 501(c)(3) Port Parks Alliance



What this means/primary roles within Port Parks Alliance

■ Board Members:

- Communicate with the Parks Commission to understand their priorities and identify needs for advocacy, gaps in capital improvement funding, and desires for outreach and education
- Provide support for the above
- Ensure all donations comply with all Charter, Newburyport Code, and state laws on accepting gifts
- Ensure full transparency in donations from gifting to completion of project
- Communicate with the Parks Commission and Parks Manager to identify opportunities for volunteerism
- Organize volunteers around key initiatives and special events

What has changed/adjustments to the original plan

- Provide additional support for parks within Planning Office by having Department's Planner assist Commission with specific tasks:
 - Support some coordination around implementation of key planning documents

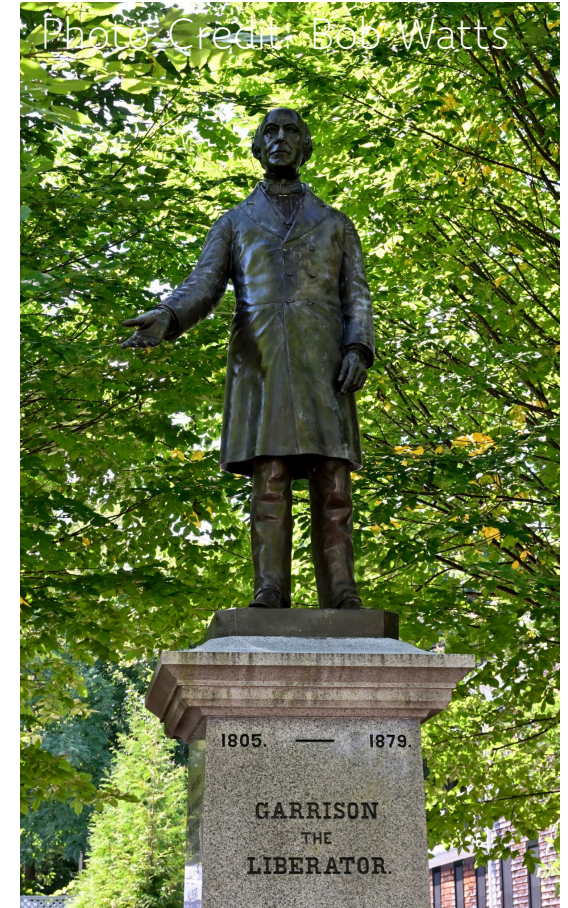


What this means/primary roles within Planning Department

- **Planner:**
 - Attend 1-2 Parks Commission meetings per year, during the Commission's annual review of their 10-year Strategic Plan, OSRP and City Master Plan as it relates to parks.
 - Manage CIP requests as priority projects of the Parks Commission are identified during an annual review.
 - Strengthens and overlaps communication and coordination of these key planning documents between Planning Office and Parks Division/DPS.

What has changed/adjustments to the original plan

- Provide additional support from Mayor's Office:
 - Increase Commission's ability to spend time focusing on their goals, core values and opportunities.



What this means/primary roles within the Mayor's Office

- **Manager of Special Projects:**
 - Assist Commission in setting and adopting policies that reduce time reviewing issues and permits ad hoc.
 - Assist Commission in coordinating annual reviews (i.e. Parks Master Plan, funding requests, policies, 'orphaned properties', etc.)
 - Update Parks Commission website with list of parks, maps, park assets, rules and regulations, policies, fee schedule, permit process and calendar of annual reviews (DPS admin to maintain once the initial update is complete).
 - Liaison to the Morrill Foundation.

What has not and will not change as part of this reorganization plan

- **Project Management:**

- Parks improvements projects will continue to be managed by skilled project managers within the City (Planning Director, Senior Project Manager, Manager of Special Projects, Parks Manager)

- **Parks Commission:**

- Broad oversight over the use and improvements of our parks (Code of Ordinances, Chapter 11, Section 11-4)
- Will continue to set policies, establish user fees (subject to City Council approval), and provide a platform for public input and communication around our parks

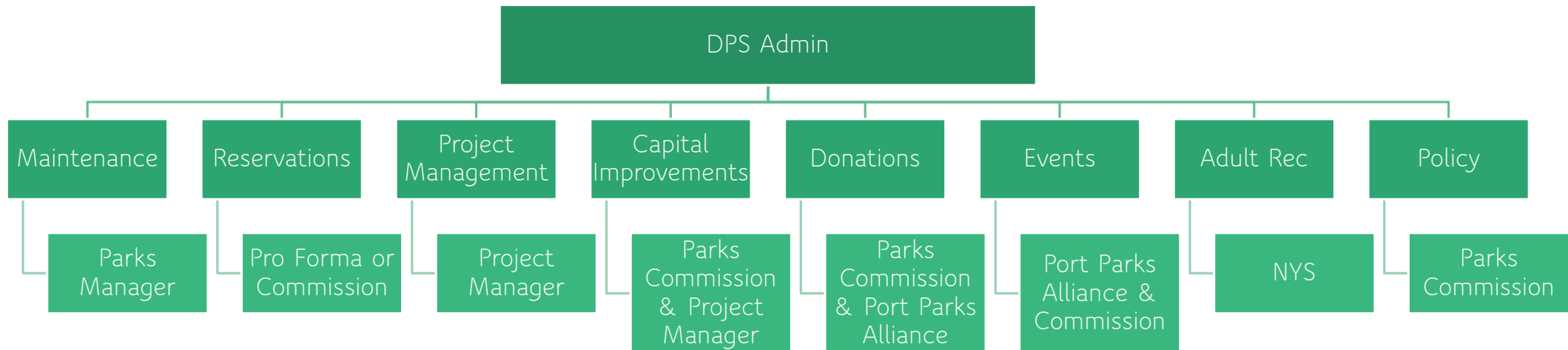
- **Grant Writer:**

- Will continue to pursue grants for parks improvements

- **Mayor's Office:**

- Will continue to issue press releases and communicate with media on parks

How will the public interact with Parks?



Question: maintenance

A piece of equipment is malfunctioning at Perkins playground. Can you fix it?

DPS Admin:

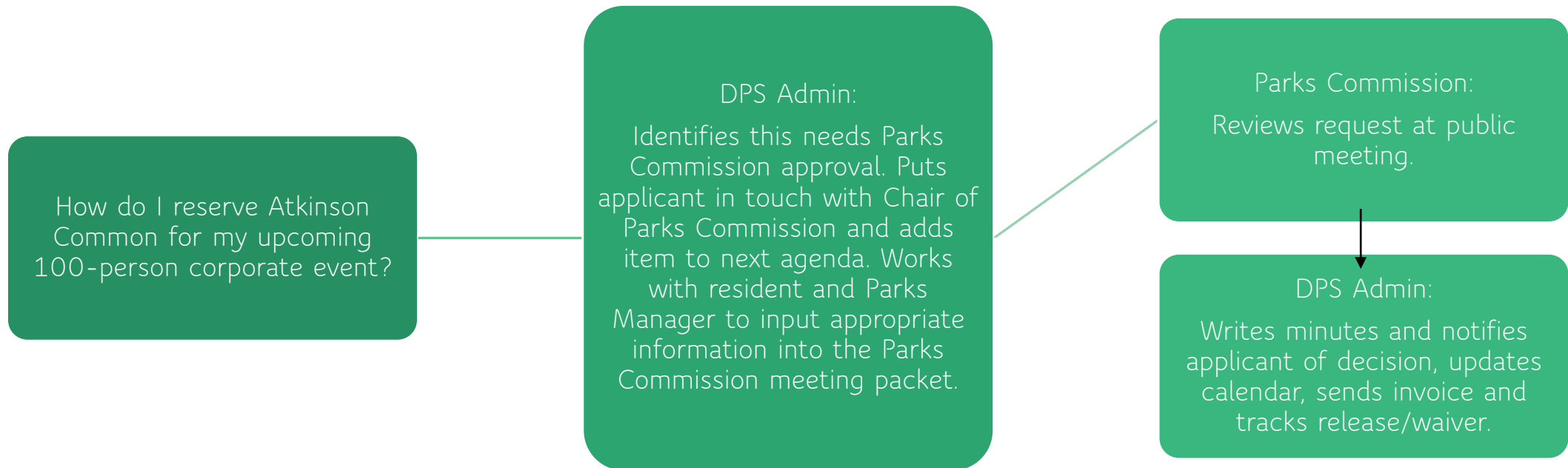
Identifies Parks Manager as appropriate staff to respond. Issues work order, which will notify staff and notify resident once repair is complete. Tracking system allows for Business Manager to monitor flow of time, \$ and future budget needs.

Question: reservations

How do I reserve Moseley Woods for my kid's upcoming 20-person birthday party?

DPS Admin:
Identifies this can be approved pro forma.
Updates calendar,
sends invoice and
tracks release/waiver.

Question: reservations



*if other approvals are needed from other boards, commissions, officers, etc. DPS admin notifies applicant and puts them in touch with the appropriate person.

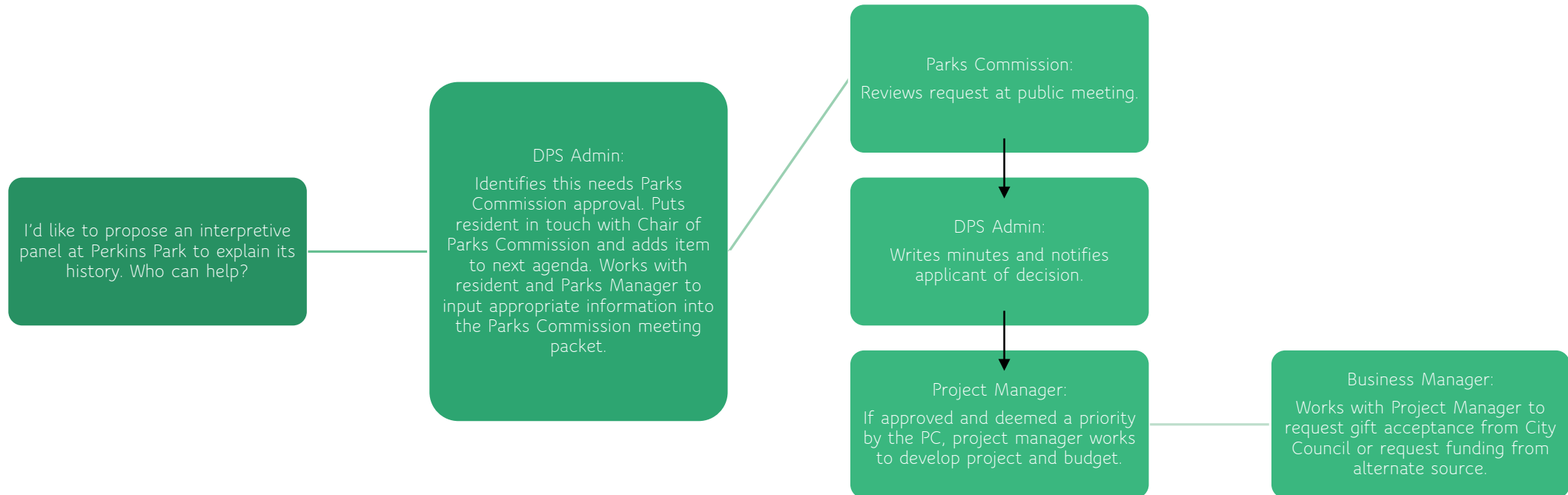
Question: project management

What is the status of the Bartlet Mall Restoration project?

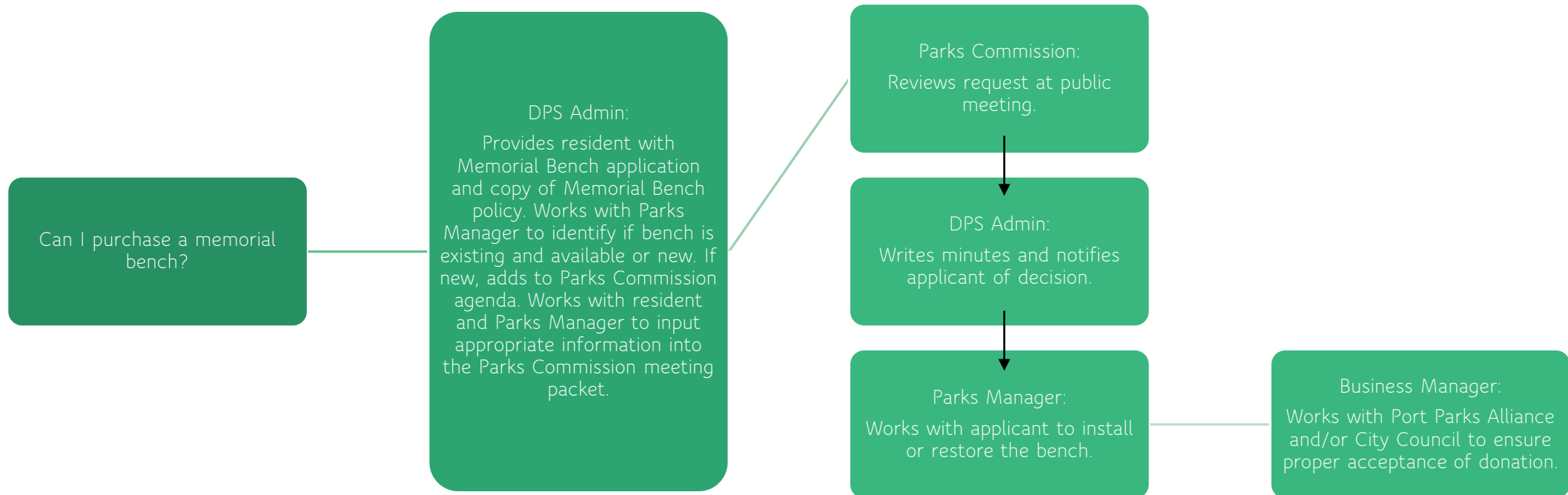
DPS Admin:

Identifies appropriate Project Manager for the project. Puts Manager of Special Projects in touch with resident.

Question: capital improvement



Question: donation



Question: event

I'd like to propose a special community event at Atkinson Common every year. Who can help?

DPS Admin:

Puts resident in touch with Port Parks Alliance and the Parks Commission Chair so they may discuss details and determine if the request is aligned with Commission's priorities and PPA's capabilities.

If determined a priority, follows all procedures for reservations described earlier.

Question: adult recreation

My organization would like to organize weekly pickleball at Cashman Park on Tuesday and Thursday mornings, who do I contact?

DPS Admin:

Puts resident in touch with NYS, who works with the organization to determine the details around the program. NYS coordinates with the Parks Manager and the Parks Commission to obtain approvals for the program. Once approved, NYS Associate Director of Programming lists the recreation program on the MyRec platform to track reservations, release/waivers and fees.

Question: policy



Who attends public Parks Commission meetings?

Planner attends 1-2 meetings/year when reviews of OSRP, Strategic Plan and Master Plan are scheduled.

Port Parks Alliance attends 2x/year to discuss initiatives, funding gaps and other supports needed.

Applicants who have proposals in front of the Commission are expected to attend. Public is always welcome.

Manager of Special Projects: attends meetings where policies are discussed, annual reviews are scheduled, project updates are needed, or Morrill Foundation requests are considered.

DPS Admin and Parks Manager attend every meeting: Parks Manager to ensure coordination, answer questions and provide insight. DPS Admin to take minutes.

Parks Commission meets the 3rd Thursday of every month



Questions?

Photo Credit: Bob Watts