

PROSE Master Plan contract

March 3, 2026





PROSE Master Plan contract



Background and History

- Last Master Plan was adopted in 2013
- Does not include Open Space or Events and Marketing sections
- Many of the needs are the same but time for a new plan
- Set new priorities and strategies
- Consider current planning documents and council priorities



City Of Flagstaff
Parks And Recreation
Organizational Master Plan



February 5, 2013





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Process

- Request for Proposals posted on October 1 and closed on November 17, 2025
- 11 proposals received
- Evaluation committee was unanimous on the top proposal
- Kimley-Horn and Associates, Inc.
 - Full scope of work, within budget and timeline





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Proposed plan

- Kick-off Meeting and Project Management
- Conduct a Needs Assessment
- Public Engagement Plan – Four Series of workshops throughout
 1. Project overview and processes
 2. Present Key Needs Findings
 3. Present Key Technical Findings
 4. Present Recommendations and Implementation Plan





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Proposed plan

Broad-based Outreach Strategy

- Virtual Presence and Creating a Branded Identity
- Key Leadership and Partner Interviews
- Community Focus Groups and User Groups
- Youth Engagement
- Public Workshops
- Pop-up Events
- Electronic Survey and Statistically Valid Survey
- Multilingual Project Website





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Proposed timeline and budget

- 15 months from notice of award
- \$199,530
 - Includes subconsultant for the statistically valid survey and expenses





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Staff Recommended Action

1. Approve the contract with Kimley-Horn and Associates for a PROSE Master Plan for an amount not to exceed \$199,530.
2. Authorize the City Manager to execute the necessary documents.

