

13.01.01 Parks Community Project Request Process

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Procedure Title:	Parks Community Project Request Process
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Revision Date:	N/A
Appendices:	None
Forms:	13.01.01(a) Form – Community Project Request: Park Improvement Projects 13.01.01(b) Form – Community Project Request: Land Utilization 13.01.01(c) Form – Community Project Request: Land Acquisition 13.01.01(d) – Community Project Request Guide
Statutory References:	Wis. Stat. §§ 59.17(2)(b)3., 59.52(6), 59.52(19); and 27.05
Ordinance References:	MCO §§ Chapters 47 and 13
Department Responsible for Updates:	Parks
Date for scheduled procedure review:	03/21/2020

1. OBJECTIVE

To establish a regular and consistent procedure for receiving, reviewing, responding to, and prioritizing Community Project Requests including: Park Improvement Projects, Land Utilization, and Land Donation.

2. DEFINITIONS

- A. Contract Manager. Parks’ employee responsible for managing the negotiation, development, and implementation of various types of Parks agreements.
- B. Department. “Department” refers to Milwaukee County Parks.
- C. Land Donation. Land donated to Parks by a Third Party that generally support a long-term parks objective like making a connection between park sites, preserving a natural area, or expanding access to an underserved area.
- D. Land Utilization. The use of park land by a Third Party for a temporary easement or usage supported by an agreement in a specific park, for a specific purpose, and for a specific duration of time.
- E. Park Improvement Project. The most common project request type within the Department. It includes small- to large-scale assets like building a kiosk for a scouting project, renovating a roof, or constructing a new facility on a park site.
- F. Point of Contact. The Department employee that shepherds’ requests through the process, communicates with applicants, and ensure completeness of forms. The Point of Contact will be assigned by Parks’ Executive Director.
- G. Project. Any new initiative, endeavor, partnership, infrastructure, or program that is requested of the Department.

- H. Review Committee. The entity within the Department, comprised of Parks' employees, which are tasked with reviewing and scoring all requests for Projects.
- I. Subject Matter Expert. A person, staff member, or consultant, who is an authority in a particular area or topic.
- J. Third Party. Any entity, agency, unit of government, individual, or organization that is not a unit of Milwaukee County government.

3. PROCEDURE

A. General Process.

- i. An appointed Point of Contact will be responsible for receiving and responding to Community Project Requests for Park Improvement Projects, Land Utilization, or Land Donation requests from Third Parties. The Point of Contact will ensure the completeness of submittals from Third Parties and organize regular Review Committee meetings.
- ii. The Review Committee will meet to review and rank requests per the following occurrence: twice per year for Park Improvement Projects, four times per year for Land Utilization, and as needed for Land Donation. Projects that meet a minimum acceptable threshold will be recommended for approval.
- iii. If a Project moves forward with support of the Review Committee and the Parks' Executive Director, a Subject Matter Expert will be assigned to work with the Third Party and other appropriate parties to further develop the Project.
- iv. At the discretion of the Parks' Executive Director, Projects will be recommended for approval to the appropriate authorities within Milwaukee County government.

B. Intake & Fees.

- i. Third Parties will complete the appropriate, fillable, online form that is publicly accessible through the Department's website. The forms request an accurate and thorough description of the Project such that the Review Committee can make an informed decision.
- ii. Park Improvement Projects and Land Donation requests will not have a submittal review fee. However, Land Utilization requests will have a submittal review fee because of the intensive nature of this type of review and demands on staff time.
- iii. The Point of Contact will respond to requests from Third Parties, communicate the review process and estimated timelines, and receive and organize Project submittals.

C. Review.

- i. The Review Committee will include Parks' senior leadership team and staff Subject Matter Experts from Parks three primary divisions including Administration and Planning, Operations and Trades, and Recreation and Business Services.
- ii. Per the occurrences outlined above, the Review Committee will meet to review all received requests, scoring every Project based on an objective, pre-determined scoring criteria.

D. Response.

- i. If a Project meets the minimum scoring threshold:
 - 1. The Review Committee will recommend the Project for approval by the Parks' Executive Director.
 - 2. Following the Review Committee's determination, and recommendation for approval, the Point of Contact will communicate with the Third Party to relay the outcome of their request, including the Project's score and other relevant information.
 - 3. If approved, a Parks' Subject Matter Expert will be assigned to work with the Third Party to further prioritize, refine, and develop the Project.

- ii. If a Project does not meet the minimum scoring threshold:
 1. The Review Committee will deny the request and recommend to the Executive Director that the Project not move ahead.
 2. Following the Review Committee’s determination, the Point of Contact will communicate with the Third Party to relay the outcome of their request, including the Project’s score and other relevant information.
 3. Third Parties may refine and resubmit denied requests, which will be reviewed during an appropriate, upcoming review cycle. For subsequent land utilization requests, subsequent submittal fees will be imposed.

E. Project Development.

- i. The Parks’ Executive Director will assign Subject Matter Experts as “leads” to work with the Point of Contact, Contract Manager, and requestor to refine the Project scope, develop terms of agreement, and develop a maintenance plan should the Project include built assets.
- ii. Project Development will include the development of an operational plan to address scheduling, staffing, and the services to be provided.
- iii. At the discretion of the Parks’ Executive Director, Projects will be recommended for approval to the appropriate authorities within Milwaukee County government.

1. Forms

The following attached forms are to be used in compliance with this procedure:

Form #	Form Title
13.01.01(a)	Community Project Request: Park Improvement Project
13.01.01(b)	Community Project Request: Land Utilization
13.01.01(c)	Community Project Request: Land Donation
13.01.01(d)	Community Project Request Guide