



# SHELBY ON THE MOVE

## recreation master plan

## THE PLANNING PROCESS

### PURPOSE

When complete, *Shelby on the Move* will serve as a 15-year roadmap for improving and expanding City recreation offerings.

This plan is important for two major reasons:

- 1 The City is committed to good decision-making in accordance with citizen desires; and
- 2 This master plan is critical in order for the City to compete for state recreation grant funding.

**Let's hear from you and turn the City's best ideas into action!**

#### 1. Direction Setting & Communications

City of Shelby leadership and the project steering committee will collaborate on project goals and overall plan direction. Launch the project survey, website, and video to encourage public involvement.

#### 2. Discovery & Analysis

Develop an asset inventory of all existing recreation programs and facilities. Analyze existing facilities through a combination of site visits and national comparison standards. Promote the online survey and facilitate a series of focus group meetings, interviews, and neighborhood meetings to determine recreation needs.

#### 3. Draft Plan & Public Meeting

Develop preliminary recommendations in accordance with direction provided by the project steering committee, public survey, and focus groups. Conduct a public meeting (February 2020) and present a summary of all findings and preliminary recommendations to gather citizen feedback.

#### 4. Final Plan & Recommendations

Incorporate public comments into final recommendations. Finalize the plan document, outline grant funding sources, provide an estimate of probable costs, and outline implementation phases and priorities.

#### 5. Implementation

Use the final master plan to help secure funding! In April 2020, submit a recreation development grant to the State of North Carolina.

Join the MOVEMENT & share your ideas: [www.ShelbyOnTheMove.com](http://www.ShelbyOnTheMove.com)



### PROJECT CONTACT

#### PLANNING CONSULTANT

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#### CITY OF SHELBY

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