

SCOPE OF SERVICES

Health Evaluation for Pittsboro's Comprehensive Parks and Recreation Master Plan

This scope of services is intended to guide development of Health Evaluation on the Town's Comprehensive Parks and Recreation Master Plan, which is being led by AECOM. Don Kostelec of Alta Planning + Design (Alta) will lead the effort for the consultant team with support from the Alta office in Durham, NC.

A health evaluation evaluates the overall health implications for the recommendations of the Parks and Recreation Plan, as well as existing facilities.

The following tasks are intended to guide the remainder of the Health Evaluation for Pittsboro. Timing may change as the Town and AECOM determine where to best fold this effort into overall plan.

Task 1: Health Conditions Evaluation

Alta will work with the Town to perform a review of the following data sources to help refine themes related to likely health impacts of parks and recreation facilities and programs through a "hot spotting" exercise inclusive of:

- Census: Given that Pittsboro is one Census tract (Tract 208), we will compare conditions in Pittsboro to other Chatham County tracts and evaluate Block group level data. (Maps produced via the Town; specifics to be TBD)
- 2014 Chatham County Community Health Assessment (CHA) developed by the Health Department
- County Health Ranking data

Ideally, this information would be combined with findings from Tasks 1.4 and 1.5 of the Comprehensive Parks and Recreation Master Plan to supplement the existing system analysis and the needs and the priorities analysis. The Town can leverage this information to be more competitive for health related grants by specifically demonstrating how proposed projects can lead to better health for certain population cohorts.

Task 1 Deliverables:

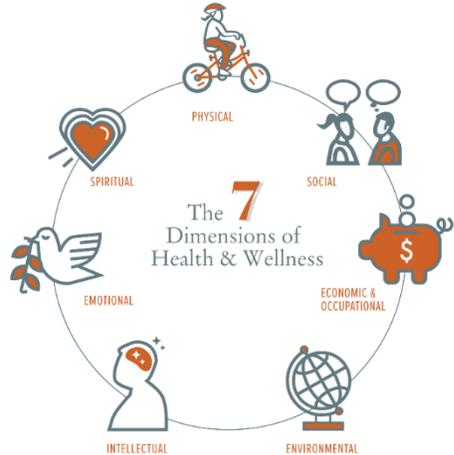
- Overview narrative of key findings found from review of data and location of areas of need.
- Geographic Identification of Health Equity Hotspots

Task 2: Assessment Workshop & Outreach

The second phase of the evaluation includes an in-person full-day effort to generate discussion and dialogue with area parks/recreation, planning, transportation and health professionals about the likely health impacts of the Pittsboro Parks and Recreation System and how to optimize the health impacts of those facilities and related programs.

Ideally, this could occur in conjunction with a parallel process for AECOM stakeholder interviews or workshops. This will include an evening presentation or dialogue with elected officials and/or other interested groups to build momentum on increasing considerations for health in parks and recreation facilities and programs.

The workshop includes an overview of the findings of Task 1 and numerous exercises to engage participants on topics related to the 7 Dimensions of Health and Wellness to determine how existing parks and other nearby destinations address the dimensions (illustrated at right).



By addressing health through the 7 dimensions of health we attempt to get participants talking about health beyond healthcare and physical activity. While these are important, being able to identify other factors related to parks is important to help maximize usage, showcase return on investment and optimize long-term health impacts of the parks.

Task 2 Deliverables:

- Hosted workshop
- Anticipate AECOM or Town providing maps of the community based on early findings from the plan and inventory.
- Summary of discussion

Task 3: Recommendations

The third task of the evaluation will result in development of recommendations based on the outcomes of previous tasks. The assessment aims to determine how the parks and recreation system and program integrates into the community and how utilization of these parks and programs impacts health.

The recommendations will be made through the workshop and through professional analysis by the Alta team. Recommendations will include topics such as facility and program considerations for the AECOM team and Town to consider in the Phase IV Implementation Plan tasks.

Task 3 Deliverables:

- Recommendations write-up.
- Wrap-up call/meeting to review findings.

Final Deliverable:

- 7-10-page memo on the combined outcomes of Tasks 1 through 3.
- Review by town and plan consultants and incorporation of their edits before finalization of report.

Project Schedule

- Estimated to be 6 Months from Notice to Proceed (mid-November through May 1, 2016); subject to change based on schedule of Comprehensive Parks and Recreation Master Plan schedule and need for coordination with AECOM

Project Fee:

Task 1 – Health Conditions Evaluation:	\$2,073.
Task 2 – Assessment Workshop & Outreach:	\$2,073.
Task 3 – Final Recommendations:	<u>\$2,074.</u>
Total Fees:	\$6,220.

Billing: Will be invoiced after completion of each task and provided within thirty days of invoice.