



City of Lake Geneva, 626 Geneva St, Lake Geneva, WI 53147-262.248.3673-www.cityoflakgeneva.gov

Joint Piers, Harbors, & Lakefront Committee and Board of Park Commissioners Agenda
Tuesday, January 20, 2026 - 5:30 PM
Lake Geneva City Hall; Council Chambers

Members:

Board of Park Commissioners: President: Adam St. Marie; Dana Furlo, Craig Lambrecht, Jessica Pokorny, David Quickel, Peggy Schneider, and Betty Volquardsen. Council Liaisons: Alderperson Cindy Yager and Mayor Todd Krause
Piers, Harbors, & Lakefront Committee: Chair: Cindy Yager; Members: Sherri Ames, Linda Frame, Brian Smith, and Cathy Stoodley

- 1. Call to Order**
- 2. Roll Call**
- 3. Discussion/Recommendation regarding RFP for the Comprehensive Outdoor Recreation Planning (CORP) 2026**
- 4. Comments from the public limited to 5 minutes, limited to items on this agenda**
- 5. Discussion/Recommendation regarding RFP for design-build plans for the ADA kayak launch and kayak storage area in Library Park**
- 6. Adjournment**

A quorum of the Council may be present; however, no official Council action will be taken.
Requests from persons with disabilities who need assistance to participate in this meeting should be made to the City Clerk's office in advance so that the appropriate accommodations can be made.

REQUEST FOR PROPOSALS (RFP)



Issued by:

City of Lake Geneva, Wisconsin

January 29, 2026

The City of Lake Geneva is seeking Comprehensive Outdoor Recreational Planning services for an integrated Parks and Lakefront System plan.

Proposals Must Be Submitted by:

12:00 PM

March 5th, 2026

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1. INTRODUCTION & PURPOSE

The City of Lake Geneva stands at a pivotal moment. After decades of managing parks under the Department of Public Works, the City has established its first standalone Parks Department with a dedicated Parks Director. Simultaneously, our lakefront—one of Wisconsin's premier recreational destinations—requires strategic planning to balance public access, infrastructure maintenance, tourism economy, and fiscal sustainability.

Long-Term Stewardship Approach

The City seeks recommendations grounded in long-term stewardship of public assets. This includes practical design decisions, operational strategies, and capital investments that prioritize durability, efficient maintenance, responsible use of resources, and long-term value for taxpayers. The CORP should help the City avoid deferred maintenance, reduce lifecycle costs, and ensure that parks and lakefront facilities remain functional, accessible, and financially manageable for future generations.

What We Need

The City seeks proposals from qualified consulting firms or multidisciplinary teams to prepare a CORP that integrates planning for:

- **Our Parks System:** Over 400 acres across 20+ sites serving resident and visiting stakeholders
- **Our Lakefront System:** Marina operations, buoys, piers, slips, Riviera Beach, boat launch, waterfront parks, beach and supporting infrastructure
- **Our Recreation Programs:** Partnership with the Geneva Lakes Family YMCA and potential for expanded or alternative recreation delivery
- **Our Organizational Transition:** Establishing operational frameworks for a new Parks Department

What Success Looks Like

This CORP will serve as:

1. **Grant Eligibility Document:** Our required five-year update to maintain eligibility for Wisconsin DNR Stewardship funds, LWCF, and other major funding sources
2. **Strategic Decision-Making Tool:** Clear frameworks for capital investment priorities, recreation programming, partnership agreements, and operational choices
3. **Lakefront Operations Assessment:** Professional analysis of marina infrastructure, revenue optimization, and long-term capital needs
4. **Organizational Foundation:** Staffing recommendations, operational standards, and financial planning frameworks for our emerging Parks Department
5. **Community Vision:** A plan grounded in genuine community input that reflects how Lake Geneva residents and visitors want to experience our parks and lakefront

We seek a consultant who understands that plans gather dust when they're disconnected from implementation realities. We need actionable recommendations with realistic costs, clear priorities, and honest assessment of our opportunities and constraints.

Consultant Qualifications

The consultant team must demonstrate strong and balanced experience in both municipal parks planning and professional waterfront/marina operations planning. This dual expertise is non-negotiable—Lake Geneva's parks and lakefront are equally important and equally complex.

2. BACKGROUND

2.1 Parks System Overview

The City manages over 400 acres of parkland across more than 20 sites, including neighborhood parks, community parks, athletic fields, natural areas, and special-use sites such as Hillmoor. The parks serve a mix of residents, seasonal visitors, and regional users.

The City has an existing CORP plan that will provide firms with adequate background information and may supply a foundation for firms to build upon. However, the plan must reflect Lake Geneva's unique context, including its role as a regional tourist destination, seasonal population dynamics, permanent resident's needs, and the economic significance of the lakefront. **Generic recommendations applicable to any municipality will be rejected.** Consultants should demonstrate specific understanding of Lake Geneva's community dynamics in their proposal.

2.2 Lakefront System Overview

Lake Geneva's lakefront is one of the community's most significant public assets, including:

- Marina with docks, piers, slips, and moorings
- Riviera Beach
- Boat launch and trailer parking areas
- The Riviera building and surrounding plaza
- Vendor areas and commercial boat operator interfaces
- Waterfront parks and promenades
- Supporting utilities and stormwater infrastructure
- High-demand public spaces with year-round visitation

The lakefront is a recreation hub, an economic engine, and a destination that requires specialized planning.

2.3 YMCA Partnership

The City partners with the Geneva Lakes Family YMCA to deliver youth sports and community recreation programming. Residents receive a minimum 15% discount for youth sports programming at Veteran's Park, with additional member benefits available.

This partnership has served the community for years, but we need objective assessment of:

- Program affordability and equity of access
- Resident satisfaction with current offerings
- Gaps in recreation programming
- Opportunities to enhance the partnership
- Whether the community desires a City-operated community center and, if so, what scale and program spaces would be appropriate

This analysis must be balanced and data-driven, recognizing both the value of our YMCA partnership and the community's evolving recreation needs.

2.4 Transition to a Dedicated Parks Department

Historically, parks maintenance was managed under DPW alongside streets, utilities, and public works operations. With the hiring of our first Parks Director, we are transitioning toward a standalone Parks Department with distinct identity, specialized expertise, and dedicated focus on recreation and natural resource management while still utilizing the existing department partner relationship with DPW.

This CORP must provide organizational clarity:

- What staffing levels and skill sets does a standalone Parks Department require?
- How should Parks and DPW coordinate on maintenance, capital projects, and seasonal operations?
- What equipment, vehicles, and operational resources are needed?
- How do we structure long-term financial planning and capital budgeting?

We need practical, implementable recommendations that acknowledge our municipal scale and fiscal realities.

2.5 Governance Framework

Primary Advisory Bodies: Two advisory bodies shape Lake Geneva's outdoor recreation and lakefront decisions:

- **Park Board:** Advises on parks, trails, natural areas, and recreation programming
- **Piers, Harbor & Lakefront Committee (PHL):** Advises on marina operations, lakefront infrastructure, and beach operations.

Additional Stakeholder Bodies:

- **Hillmoor Commission:** Oversees planning and development of the Hillmoor property as a park. Consultant coordination required for any Hillmoor-related recommendations, particularly regarding Zone 5 community center feasibility assessment.
- **Tree Board:** Assesses tree canopy citywide and advises DPW on urban forestry. Consultant should coordinate on natural resource assessments and park tree inventory.
- **Avian Committee:** Delivers environmental programming including signature events like Swift Night Out. Consultant should coordinate on natural area programming recommendations and interpretive opportunities.

Approval Authority:

- **Common Council:** Final approval authority for contract award, CORP adoption, and all capital recommendations

These committees must review and provide input throughout the CORP process. Joint meetings at major milestones are required to ensure integrated planning and unified recommendations to the Common Council.

2.6 Available Background Data

The City will provide the selected consultant with:

- Previous CORP (2021)
- Five years of marina revenue/expense reports
- Current YMCA partnership agreement and recreation program participation data
- Parks Department transition plan and staffing documentation
- Existing park/facility condition assessments
- GIS layers for parks, trails, shoreline infrastructure
- Historical capital improvement records

Data Gaps Requiring Consultant Research:

- Comprehensive structural pier and dock assessments
- Complete ADA accessibility audits

- User satisfaction and demand data
- Marina benchmarking against comparable facilities
- Lifecycle cost analyses for major infrastructure

3. PROJECT GOALS

This CORP will be successful if it:

- **Meet all Wisconsin DNR CORP requirements**
- **Unify parks and lakefront planning into one coordinated system vision**
- **Assess lakefront operations and infrastructure**, including marina needs, beach operations, vendor areas, shoreline access, and boat launch management
- **Evaluate recreation programming**, including City-supported YMCA programming and long-term partnership options
- **Assess community interest and space needs for a potential community center**, with attention to Zone 5 of the Hillmoor site or reuse of existing City buildings
- **Improve system-wide connectivity** for trails, sidewalks, bikeways, and shoreline access
- **Provide prioritized, costed capital recommendations** for 5, 10, and 20-year horizons
- **Support annual capital bonding cycles**, including preliminary recommendations by **September 1**
- **Engage the community using an inclusive, high-participation approach**
- **Recommend staffing, operations, and organizational frameworks** appropriate for a growing Parks Department
- **Incorporate sustainability principles** that prioritize long-term cost efficiency, operational resilience, environmental stewardship, and responsible use of public resources, while supporting high-quality user experiences.

4. SCOPE OF WORK

The scope below includes full expectations for the CORP. Consultant teams may propose refinements, but the core components must be addressed.

4.1 Project Management

- Kickoff meeting with Joint Committee and City Staff
- Coordination with DPW, YMCA staff, and other stakeholders
- Joint meetings with Park Board and PHL at major milestones (minimum 3 joint workshops)
 - Coordination with Hillmoor Commission, Tree Board, and Avian Committee as relevant to scope
- Presentation-ready materials throughout the project
- A clear communication strategy for elected officials and committees

4.2 Park System Planning

4.2.1 Full Inventory & Conditions

- Park-by-park inventory of amenities, infrastructure, and site characteristics
- Playgrounds, courts, fields, shelters, restrooms, parking
- Accessibility and ADA considerations, including identification of physical barriers and recommendations for upgrades to improve equitable access, while considering ADA compliance alongside other operational or capital considerations
- Natural resources, environmental constraints, and sustainability considerations such as stormwater management, tree canopy, soil conditions, and opportunities to reduce long-term maintenance inputs

- Trail, sidewalk, and park connections should be evaluated for accessibility, ensuring routes accommodate users of varying mobility levels, with improvements identified as part of prioritization and cost planning

4.2.2 User Experience & Operations

- Behavior mapping (site-specific use patterns)
- Seasonal activity variations
- Parking and circulation
- Maintenance and operations assessment
- Safety considerations

4.2.3 Needs Assessment

- Level of Service (LOS) analysis
- Park access and geographic equity
- Facility-level capacity and demand evaluation
- Future trends and community demographic implications

Needs and recommendations should consider sustainability from an operational standpoint, including maintenance capacity, staffing impacts, and long-term replacement cycles.

4.3 Lakefront System Planning

The CORP must include a **specialized and comprehensive lakefront section** that evaluates infrastructure, operations, and long-term capital needs.

4.3.1 Marina & Pier System

- Inventory of slips, moorings, piers, docks, launch lanes, and support facilities
- **Visual condition assessment** of all structures
- Identification of areas requiring engineering evaluation
- Review of possible increase of slips, piers, and docks including locations
- ADA, safety, and code considerations
- Seasonal operations assessment

4.3.2 Riviera Beach & Shoreline Experience

- Beach capacity, circulation, and user experience patterns
- Shade, seating, access, safety, and signage
- Environmental considerations and shoreline resilience

4.3.3 Boat Launch & Waterfront Circulation

- Parking Constraints and trailer flow analysis
- Multi-modal access
- Safety and operational considerations

4.3.4 Riviera Plaza & Vendor Zones

- User behavior mapping and activation opportunities
- Queueing and circulation
- Vendor access and infrastructure

4.3.5 Shorepath Access

- Wayfinding

- Shorepath, marina, boat launch, and beach access should be evaluated for accessibility
- Maintenance and interface with private property

4.4 Recreation Programming & YMCA Partnership

4.4.1 Current Programming & Participation

- Program inventory and metrics
- Historic participation trends
- Facility constraints and opportunities

4.4.2 Equity & Affordability Analysis

- Resident participation vs. non-resident
- Discount structures and barriers
- Distribution of benefits across income levels and neighborhoods

4.4.3 Partnership SWOT Analysis

Strengths, weaknesses, opportunities, and threats.

4.4.4 Future Partnership Options

Including but not limited to:

- Enhanced collaborative operations
- City-led programming with YMCA as a service provider
- Hybrid models
- Facility-sharing
- In-house programming alternatives

4.5 Community Center Feasibility (Concept Level)

This is **not** a feasibility study. It is a **planning-level assessment** that includes:

4.5.1 Community Interest

Survey and engagement findings on community demand.

4.5.2 Functional Needs

Identification of desired spaces (gyms, studios, meeting rooms, wellness spaces, multipurpose rooms, etc.).

4.5.3 Preliminary Space Program

A high-level space needs worksheet that can guide future feasibility work.

4.5.4 Site Considerations

Two site-path options will be evaluated:

1. **New construction in Zone 5 of the Hillmoor site**
2. **Reuse or adaptive use of existing taxpayer-owned buildings**

No architecture, no site engineering, and no cost estimating are required at this stage.

4.6 Community Engagement

We expect meaningful engagement, not checkbox exercises. The community must see that their input genuinely shaped recommendations.

Required Engagement Activities:

- **Community-wide survey** covering parks, lakefront, recreation programs, and facility priorities (online and paper options)
- **Pop-up engagement stations** at high-traffic locations: parks during events, Riviera Beach on summer weekends, marina during peak season, Shorepath access points, downtown businesses
- **Boater and slip-holder engagement** through focus groups or targeted outreach ensuring marina users' perspectives are captured
- **Diverse population engagement** specifically reaching youth, families with children, seniors, low-income households, and underserved populations
- **Stakeholder interviews** with businesses, tour boat operators, YMCA leadership, hospitality sector representatives, Department of Public Works, and major institutional users
- **Joint Park Board and PHL workshops** (minimum 3) to review findings and build consensus on recommendations
- **Documentation of influence:** Clear reporting showing how community input directly shaped plan recommendations, not just "we heard you" but "here's what we changed because of what you told us"

Engagement Performance Targets:

- Minimum 500 survey responses representing both year-round residents and seasonal users
- Documented representation from diverse demographics: families, seniors 65+, boaters, non-boat-owning residents, downtown business community
- Clear documentation in final plan showing how community input directly influenced specific recommendations (including community center interest assessment)

4.7 Implementation Plan

The consultant shall prepare a comprehensive Implementation Plan for the entire Parks Department, encompassing parks, recreation facilities, and lakefront operations. The Implementation Plan shall establish the **decision-making framework** that guides how projects are prioritized, phased, and aligned with the City's annual bonding cycle and operational capacity.

The Implementation Plan shall:

- Establish clear prioritization logic based on community impact, feasibility, cost, and operational capacity
- Define phasing strategies across short-, mid-, and long-term horizons
- Articulate how capital investments relate to staffing, maintenance, and long-term stewardship
- Identify funding and grant considerations at a strategic level
- Highlight unique operational characteristics of lakefront assets only where they materially affect prioritization

Recommendations should also favor solutions that balance upfront costs with long-term maintenance, replacement considerations, and accessibility improvements necessary to meet ADA standards, as part of a holistic evaluation of operational, capital, and access priorities. Where tradeoffs exist, consultants should clearly present the implications of alternative approaches rather than defaulting to lowest initial cost.

4.8 Required Deliverable Standards

- **Cost Estimates:** Based on 2025/2026 construction costs with documented assumptions and escalation factors

- **Recommendation Format:** All recommendations must include responsible party, timeframe, estimated cost range, and prerequisite actions
- **Grant Strategies:** Must identify specific programs, eligibility criteria, match requirements, and realistic award timelines based on recent award patterns
- **Digital Deliverables:** All maps, inventories, and assessments delivered in editable GIS format compatible with ESRI ArcGIS
- **Marina/Pier Assessments:** Must include structural condition ratings using ASCE, PIANC, or equivalent recognized standard
- **Planning-Level Financial & Cost Information:** Cost ranges, assumptions, and prioritization data shall be clearly documented and provided in editable format where applicable. This information is intended to support capital planning and grant applications and does not constitute a detailed financial forecast or audit.
- **Final Plan:** DNR-compliant format, professional layout suitable for public distribution, provided in digital PDF

Modular Organization Requirement:

The final CORP shall be organized to support both comprehensive planning and modular use. Major components must function as standalone documents while maintaining clear cross-references within the full plan. The document should be organized in the following order:

1. **Parks System Plan**
Including all City parks, recreation facilities, and lakefront assets. This section shall assess existing conditions, operations, accessibility, and system-wide needs. Specialized lakefront and marina operations shall be addressed as a distinct subsection within the Parks System Plan.
2. **Trail & Connectivity Plan**
Addressing multi-use trails, sidewalks, Shorepath connections, and non-motorized circulation, structured to support trail-specific grant applications.
3. **Community Recreation & Programming Assessment**
Including recreation programming, partnerships (e.g., YMCA), resident equity considerations, and community center needs.
4. **Capital Improvement Plan (5-, 10-, and 20-Year Horizons)**
A consolidated capital plan that integrates priorities from all system components, aligned with the City's bonding cycle and funding capacity.
5. **ADA Transition Plan**
Organized as a standalone compliance document derived from system assessments and integrated into capital prioritization

Each major section shall include an executive summary and be extractable as a standalone PDF while maintaining consistency with the comprehensive plan.

4.9 Explicitly Out of Scope

To maintain project focus and budget, the following are explicitly excluded:

- Detailed architectural/engineering design (conceptual level only)
- Economic impact studies of tourism/lakefront
- Individual facility master plans (those come later)
- Boat launch permitting or formal environmental review documents (NEPA, state environmental review)
- Full-scale community center feasibility study (this CORP assesses interest only; detailed feasibility would be separate Phase II if warranted)
- Detailed trail engineering or construction documents

4.10 Optional Add-On Scope Items

The City invites consultants to provide separate pricing for the following optional deliverables. These are highly desired implementation tools that would reduce future consultant dependency and accelerate project delivery but are not required for DNR compliance.

Optional Add-On A: Design Standards Toolkit

Purpose: Provide template-based design standards that empower staff to make consistent decisions without requiring consultant engagement for every project. These standards reduce future design costs, eliminate repetitive community debates about amenity selection, and create professional system-wide consistency.

Deliverable Components:

- **Park Typology Standards:** Typical amenity packages and development costs for neighborhood parks, community parks, natural areas, and lakefront parks
- **Site Amenity Standards:** Specifications for furnishings (benches, tables, trash receptacles, bike racks), lighting, and landscaping with approved product lines and unit costs
- **Playground Standards:** Surface types, equipment guidelines, safety surfacing, ADA compliance requirements, and typical costs by age group
- **Trail Standards:** Surface specifications (asphalt, crushed limestone, boardwalk), width requirements, trailhead amenities, and wayfinding integration
- **Lakefront-Specific Standards:** Marine-grade materials, shoreline access design, beach amenities, and pier furnishings
- **Universal Design Requirements:** ADA compliance guidelines integrated throughout all standards
- **Sustainability Standards:** Green infrastructure requirements, native planting palettes, stormwater management, energy-efficient lighting, climate resilience considerations
- **Cost per Unit:** Budgeting estimates for each standard element to enable internal project cost estimating

Format: Digital toolkit with template specifications, product examples with approved vendors, and visual reference materials. Must be editable by City staff for future updates.

Implementation Value: Eliminates need for design consultant on routine park improvements; enables faster project delivery; creates bulk purchasing opportunities; provides consistent quality across system.

Optional Add-On B: Wayfinding & Signage System

Purpose: Develop comprehensive signage system for 20+ parks and entire lakefront that creates professional visitor experience, ensures ADA compliance, and provides procurement specifications for phased implementation.

Deliverable Components:

- **Signage Family Design:** System-wide signage hierarchy including:
 - Primary park identity signs (monument-style entrance signs)
 - Wayfinding/directional signs for trails and lakefront system
 - Interpretive signs for natural areas and historical features
 - Regulatory signs (rules, hours, permits)
 - Accessibility information signs
 - Emergency contact/location signs
- **Graphic Standards:** Typography, color palette, City logo usage, materials specifications

- **Technical Specifications:** Installation details, foundation requirements, materials (marine-grade for lakefront, standard for parks)
- **Unit Costs:** Per-sign budgeting for each sign type to enable phased procurement
- **Phased Implementation Plan:** Priority locations and recommended rollout strategy over 3-5 years
- **Special Integration:** Coordination with Shorepath system, marina operations, and beach access points

Format: Design manual with procurement-ready specifications, fabricator RFQ template, and installation guidelines. Includes digital files for future sign orders.

Implementation Value: Professional, consistent visitor experience; supports pedestrian connectivity through improved navigation; eliminates ad-hoc sign procurement; enables grant applications for accessibility signage; provides immediate procurement path for high-priority locations.

The City may award base scope only, base scope plus one add-on, or all components depending on budget availability and consultant pricing. Add-ons may be phased for delivery after core CORP completion if necessary to manage project timeline.

5. PROJECT SCHEDULE

Anticipated Project Duration: 12-14 months from contract execution to final plan adoption

Key Milestones & Constraints:

- RFP Release: January 29, 2026
- Proposals Due: March 5, 2026
- Firm Interviews: March 18, 2026
- Contract Award: March 23, 2026
- Contract Execution / Project Kickoff: April 21, 2026
- Peak Season Engagement: May-August 2026 (required)
- Draft Plan Delivery: December 2026
- Final Plan Adoption: February 2027 (last week)
- DNR Grant Submissions: March 2027

Proposers should provide detailed project schedule with:

- Major task durations
- Key decision points and City review periods
- Community engagement timing strategy
- Identification of critical path items

6. PROJECT BUDGET

Budget Allocation: The City has allocated **\$60,000 - \$85,000** for this project.

Base CORP Scope: \$60,000 - \$70,000 (covers Sections 4.1-4.8)

Optional Add-Ons: Consultants should provide separate pricing for optional add-ons if proposing them:

- Optional Add-On A (Design Standards Toolkit)
- Optional Add-On B (Wayfinding & Signage System)

Total Project Ceiling: Base scope plus both add-ons should not exceed **\$85,000 total**.

7. PROPOSAL REQUIREMENTS

Proposals must include the following sections:

7.1 Cover Letter & Executive Summary

- Firm/team overview with name and contact of project point person
- Understanding of project goals and unique Lake Geneva context
- Summary of approach

7.2 Firm and Team Qualifications

Required Information:

- Firm profile(s) and years in business
- Project team structure clearly identifying:
 - Project Manager
 - Parks planning specialist(s)
 - Waterfront/marina specialist(s)
 - Community engagement lead
 - Financial/operational analysis lead
 - GIS/mapping specialist
 - Any subconsultants and their roles
- Resumes for all key personnel
- Organizational chart showing team relationships

7.3 Comparable Project Experience

Minimum Required Experience:

- At least 3 municipal park system plans/CORPs completed within past 7 years
- At least 3 waterfront/marina/lakefront plans completed within past 7 years
- At least 1 project evaluating municipal recreation partnerships (YMCA or similar)

For Each Comparable Project (minimum 6 total), Provide:

1. **Project Description:**
 - Client name and contact information
 - Project scope and deliverables
 - Date completed
 - Comparison to Lake Geneva scope
2. **Performance Data** (critical requirement):
 - **Original budget vs. actual cost** (explain variances >10%)
 - **Original timeline vs. actual delivery** (explain delays >30 days)
 - **Implementation rate:** What percentage of recommendations were actually implemented within 5 years of plan adoption?
 - **Client reference contact** who can verify these metrics

Rationale: The City seeks consultants with realistic estimating track records and actionable recommendations. This performance data is essential to evaluation.

7.4 Understanding of Lake Geneva Context

Demonstrate specific knowledge of:

- Geneva Lake community dynamics and resort town character
- Seasonal population challenges and tourism/resident balance
- Wisconsin DNR grant programs (Stewardship, LWCF)
- Municipal marina operations in tourism-dependent communities

7.5 Project Approach and Methodology

For each major scope area, describe how your approach will be applied to Lake Geneva's context and result in implementable outcomes.

- How your approach will be applied to Lake Geneva's parks, lakefront, and recreation systems
- Key tools or analyses that directly support decision-making and implementation
- Key assumptions and steps taken to ensure accuracy, consistency, and usability

Special Focus Areas:

- **Community engagement strategy:** Specific tactics for reaching diverse populations including year-round residents, seasonal property owners, tourists, boaters, families, seniors, and low-income households. How will you design engagement to achieve broad participation (targeting 500+ survey responses) and meaningful representation across demographics?
- **YMCA partnership evaluation framework:** How will you objectively assess the partnership without bias toward either maintaining current model or recommending change? What metrics and stakeholder input will inform your analysis?
- **Community center demand assessment method:** How will you distinguish genuine community interest from casual survey responses? What questions and analysis will determine whether detailed feasibility study is warranted?
- **Lifecycle cost and material quality analysis approach:** Methodology for developing O&M estimates and presenting material quality tradeoffs that inform Council decision-making on upfront investment vs. long-term value.

For Optional Add-Ons (if proposing):

- Describe approach to developing design standards toolkit
- Describe approach to wayfinding/signage system development
- Explain how add-ons will be integrated with core CORP work

7.6 Project Schedule

- Detailed Gantt chart or timeline
- Task sequencing and dependencies
- City review and decision points
- Strategy for seasonal engagement timing
- Identification of critical path
- Contingency plans if schedule risks materialize
- Confirmation of ability to meet required milestone dates (especially September 22 and December 10, 2026)

7.7 Detailed Fee Proposal

Base CORP Scope:

- Total fee for base scope (Sections 4.1-4.8): \$ _____
- Breakdown by major task area (aligned with Section 4 scope)
- Hourly rates and anticipated hours by personnel classification and task

- Reimbursable expenses estimate (identify allowable expenses and estimated costs)

Optional Add-Ons (if proposing):

- Optional Add-On A (Design Standards Toolkit): \$ _____
- Optional Add-On B (Wayfinding & Signage System): \$ _____
- Task breakdown and hours for each add-on

Total Project Cost (all components): \$ _____

Payment Schedule Proposal:

- Proposed invoicing milestones tied to deliverables
- Percentage of fee allocated to each payment

Cost Justification:

- Explanation of significant cost drivers and justification of proposed fee relative to scope and comparable projects (if outside stated budget range)
- Articulate value proposition for add-ons if included

7.8 References

Provide minimum 5 references from comparable projects, including:

- Client name and current contact person
- Contact phone and email
- Project title and year completed
- Brief description of work performed
- Permission to contact (all references will be checked)

8. EVALUATION CRITERIA & SCORING

The City will use a 1–10 scoring system for each category.

Final scores will be calculated as:

Score × Weight = Weighted Total

The highest-scoring proposals will be invited for joint Park Board and PHL Committee interviews.

Evaluation Criteria & Weights

Criterion	Weight	Evaluation Focus
Parks Planning Experience	22%	Quality and relevance of CORP/park system plans; demonstrated implementation success
Lakefront/Marina/Waterfront Experience	22%	Professional marina planning credentials; demonstrated waterfront planning expertise
Cost & Cost Realism	21%	Competitiveness, completeness, and realism of cost proposal; track record of budget accuracy
Public Engagement Quality	15%	Strategy creativity; equity focus; documented success reaching diverse populations

Criterion	Weight	Evaluation Focus
Recreation Programming / YMCA Partnership Expertise	10%	Experience evaluating municipal recreation partnerships; program needs assessment
Team Qualifications (Key Personnel)	10%	Qualifications of specific individuals assigned; team structure and coordination

Evaluation Approach

Proposals will be evaluated holistically using the criteria and weights above. The City places particular emphasis on demonstrated experience in both parks and lakefront planning, cost realism, and a proven track record of implementable plans. Proposals that demonstrate clear understanding of Lake Geneva's unique resort, lakefront, and community context will be rated higher than generic approaches. Cost proposals will be evaluated for completeness, realism, and alignment with the proposed scope and staffing. Optional add-on services are not required for competitive scoring but may be considered where they provide clear value.

Important: The lowest cost proposal will not automatically receive the highest cost score. Proposals appearing unrealistically low based on scope requirements or showing patterns of cost overruns on past projects will be scored lower. The City seeks best value, not lowest price.

9. SELECTION PROCESS

1. **Completeness Review:** Staff review for completeness and responsiveness to RFP requirements
2. **Selection Committee Scoring:** Selection team scores proposals using criteria in Section 8
3. **Reference Checks:** Top-ranked firms' references contacted to verify performance data
4. **Joint Review**
 1. **Consultant Interviews:** Top 2-3 firms invited for joint Park Board + PHL interviews (45 minutes each)
 2. **Committee Recommendation:** Joint Park Board + PHL recommendation to Common Council
5. **Contract Award:** Common Council considers recommendation and awards contract
6. **Contract Negotiation:** Staff negotiates final contract terms with selected firm

Anticipated Project Timeline:

Phase	Date	Description
Procurement Phase	Jan. 29, 2026	RFP Issued
	Feb. 12, 2026	Question Deadline
	Feb. 19, 2026	Answers Posted
	Mar. 5, 2026	Proposals Due
	Mar. 12, 2026	Selection Committee Review Proposals
	Mar. 18, 2026* Tues?	Joint Park + PHL Interviews & Recommendation
	Mar. 23, 2026	Council Award
Project Execution	Apr. 21, 2026	Project Kickoff – Joint Meeting
	May-Aug	Engagement & Analysis Phase
	Sep. 22, 2026*	Present Initial Findings – Virtual Joint Meeting
	Oct-Nov	Preliminary recommendations, first draft concepts
	Dec	Draft Plan Review – Joint Meeting
	Jan	Revisions & Public Open Houses (2)
	Feb	Final Plan Presentation – Joint Meeting
	Feb (Last Week)	Council Adoption

Timeline is subject to change; proposers will be notified of any modifications.

10. PROJECT SUCCESS CRITERIA

We will consider this CORP successful if it achieves these outcomes:

1. **Maintains Grant Eligibility** (baseline requirement): Plan meets all Wisconsin DNR requirements for Stewardship program eligibility and LWCF compliance
2. **Drives Implementation**: At least 40% of Year 1-5 priority recommendations are implemented or funded within 3 years of plan adoption
3. **Enables Key Decisions**: Provides clear, data-driven framework for Council decisions on YMCA partnership renewal/modification and whether to pursue community center feasibility study
4. **Secures Funding**: Supports at least one successful major grant award ($\geq \$100,000$) within 3 years of adoption
5. **Establishes Organizational Foundation**: Provides Parks Department with clear staffing model, operational frameworks, and capital planning structure that guides actual hiring and budgeting decisions
6. **Demonstrates Community Impact**: Measurable improvement in community satisfaction with parks and lakefront (documented through baseline survey during CORP process and 3-year follow-up)
7. **Creates Financial Sustainability Path**: Lakefront operations have clear revenue optimization strategy with specific, implementable recommendations
8. **Functions as Working Document**: Plan components are actually used by staff for decision-making, grant applications, and project planning—not sitting on shelf gathering dust

These success criteria reflect our expectation that this CORP will drive real action and measurable outcomes, not simply satisfy a regulatory checkbox. We seek a consultant partner committed to creating an actionable, implementable plan that serves as genuine working tool for our new Parks Department and guides Lake Geneva's outdoor recreation investments for the next decade.

11. SUBMITTAL INSTRUCTIONS

11.1 Submittal Procedures

All proposals must be signed by an authorized representative of the firm or lead firm if submitting as team. Signature indicates:

- Authority to bind the firm to proposal terms
- Acceptance of all RFP conditions
- Certification that all information provided is accurate

The City reserves the right to reject any proposals that are incomplete, contain material omissions, or include alterations to RFP requirements.

Submission Deadline: All proposals must be **received** by the City no later than:

12:00 PM (Noon) Central Standard Time | Thursday, March 5, 2026

Late proposals will not be accepted. Proposers bear all risk for timely delivery regardless of delivery method chosen.

Required Submission:

- One (1) electronic PDF copy submitted via email to [David Winger](#)
- Filename format: "CompanyName_LakeGeneva_CORP_2026.pdf"

The City will print proposal copies as needed. Consultants should not submit printed proposals unless specifically requested.

11.2 Questions and RFP Addendums

Questions: All questions about the RFP or RFP process must be submitted in writing via email to:

David Winger, Parks Director

Question Deadline: 12:00 PM (Noon) CST on Thursday, February 12th, 2026.

Important Restrictions:

- No questions will be discussed or answered in person or by telephone
- Questions received after deadline will not be answered and must be submitted by email only

Answer Distribution:

All questions received and the City's responses will be posted on the City's website as public addendum. Answers typically posted within one week of question deadline.

It is each proposer's responsibility to monitor the City's website regularly for:

- Question and answer postings
- RFP addendums or clarifications
- Any schedule changes or updates

Addenda: Any changes to the RFP will be posted as addendums on the City's website. Proposers should check regularly for updates.

11.3 General Terms and Conditions

- Proposals submitted in response to this RFP are considered offers to the City and become the property of the City. Proposal materials will not be returned.
- The City's evaluation and selection decision will be based on its assessment of each proposer's qualifications, experience, and responsiveness demonstrated in the proposal.
- This RFP does not obligate the City to award a contract or to pay any costs incurred in the preparation or submission of proposals.
- Proposers may withdraw their proposal personally or by written request at any time prior to the submittal deadline.

The City reserves the right to:

- Accept the proposal determined to be in the best interest of the City and its residents
- Reject the lowest-cost proposal
- Reject any or all proposals
- Waive irregularities or informalities in proposals, provided such waiver is in the City's interest
- Request clarifications or additional information from any proposer
- Conduct site visits, interviews, or additional evaluation steps as deemed necessary
- Negotiate final scope, schedule, and fee with the selected firm
- Award the base scope only or selectively include optional add-on services based on budget availability and value
- Cancel, reissue, or modify this RFP prior to contract execution
- Extend deadlines or modify the RFP schedule with notice to proposers

The City is not obligated to award a contract as a result of this RFP.

END OF REQUEST FOR PROPOSALS

12. Appendix

12.1 Scoring Matrix

	Parks Planning Experience	Lakefront/Marina/Waterfront Experience	Cost & Cost Realism	Public Engagement Quality & Strategy	Recreation Programming / YMCA Partnership Experience	Team Qualifications (Key Personnel)	Total				
Category Weight	22	22	21	15	10	10	100				
Description	Are the costs realistic, competitive, detailed, and within budget expectations?	Does the firm/team have demonstrated experience with municipal park master plans and public-sector projects?	Does the firm bring unique ideas, tailored to Hillmoor's vision, beyond standard park designs?	Does the firm and do individual team members of the firm show the level of expertise in required disciplines (landscape architecture, ecology, public engagement facilitation, etc.)?	Is the proposal clear, professional, and easy to follow?	Does the approach foster inclusive, transparent, and effective public participation?					
Firm & Score								#1	#2	#3	Total
											0
Weighted Score	0.00	0.00	0.00	0.00	0.00	0.00	0.00				0
											0
Weighted Score	0.00	0.00	0.00	0.00	0.00	0.00	0.00				0
											0
Weighted Score	0.00	0.00	0.00	0.00	0.00	0.00	0.00				0
											0
Weighted Score	0.00	0.00	0.00	0.00	0.00	0.00	0.00				0
											0
Weighted Score	0.00	0.00	0.00	0.00	0.00	0.00	0.00				0
											0
Weighted Score	0.00	0.00	0.00	0.00	0.00	0.00	0.00				0
											0
Weighted Score	0.00	0.00	0.00	0.00	0.00	0.00	0.00				0
											0
Weighted Score	0.00	0.00	0.00	0.00	0.00	0.00	0.00				0
											0



604 Crisscross Road, Fleetwood, PA 19522
610-899-0286 (o) 484-575-9201 (f)

With more than 20 years' experience, BoardSafe Docks has a proven track record in delivering best in class dock solutions to various state agencies. We are confident that BoardSafe Docks is uniquely positioned to fulfill your project needs with exceptional quality and efficiency. Our commitment to quality, customer service and innovation has positioned BoardSafe as a trusted leader within the commercial dock-building industry.

THE BOARDSAFE ADVANTAGE

Modular & Interchangeable Design: Our dock systems are pre-engineered in standard size configurations. This enables our customers to develop an unlimited number of configurations using our standard sizing. This modular approach, unique to BoardSafe Docks, also enables docks to be easily upgraded, moved, or reconfigured depending on the site-specific requirements or future demands.

TimberStrong Fastening System: The TimberStrong Fastener was designed and developed by BoardSafe Docks to significantly increase the structural integrity of the dock surface while also enhancing the aesthetics of the dock. The fastener acts as a doweled connection between each deck board, providing a high strength lateral connection that increases stiffness of the walking surface. Each TimberStrong fastener is fastened directly to the aluminum frame of the dock with a stainless-steel screw. This unique system provides a highly rigid dock frame and walking surface as compared to other fastening systems.

BoardSafe Docks Proprietary Aluminum Channel Frame: Every dock utilizes an aluminum extrusion designed by BoardSafe Docks. The profile of this extrusion was developed to serve multiple functions. First, the extrusion employs a recessed and reinforced decking shelf on the inside face. This provides a high strength connection for the dock joist to fasten to the perimeter frame. Second, the extrusion uses a top perimeter track and a side perimeter track. These tracks were designed to allow for efficient dock-to-dock connections and placement of connecting accessories. These include:

- Handrail systems that can be bolted directly to the tracks by one person with a basic socket wrench.
- Cleats that can be installed and moved to a new position with ease.
- External pile guides that can be adjusted based on the location of previously installed piles.
- Dock-to-Dock threshold connections that provide seamless transition between adjacent docks.
- Hinge knuckle extrusion that allows for a mechanical connection of hinge knuckles to both docks and gangways (not welded connections).
- Bulkhead angle extrusion to allow for a mechanical connection of the gangway to the concrete bulkhead.
- Accessory clip angles that are used in a variety of fabricated parts, including the pile guides, dock-to-dock mending plates, and kayak launch accessories.

These all enhance our customer's ability to modify the docks based on site specific needs, or to make the dock systems interchangeable.

Unique Flotation and Decking Materials: BoardSafe Docks utilizes WearDeck composite deck boards on the walking surface of the dock. WearDeck is a fiberglass composite and incorporates zero organics in the production of the board. Most traditional composite decking utilizes wood fibers, which cause rot, higher heat retention and a slippery surface. WearDeck provides best-in-class flexural strength, allowing for a 24-inch span between deck joists. By increasing the spacing between the deck joists, we can pack more flotation under the deck surface thereby increasing buoyancy and stiffness in the floating dock.

All BoardSafe gangways are designed with flotation installed at the location where the gangway meets the dock. This design feature, unique to BoardSafe, ensures that the gangway floats independently from the dock and does not induce a ‘point load’ on the dock. Without this independent flotation, the dock would lose buoyancy at the location where the gangway connects and have an uneven deck surface.

100% Made in America: BoardSafe Docks is compliant with the 2021 Build America, Buy America (BABA) Act which states that all iron, steel, manufactured products, and construction materials used in federal infrastructure projects are produced in the United States.

Design and Engineering Support: BoardSafe provides free consultative design and layout services to our customers during the planning stages.

BoardSafe’s experience in construction and manufacturing provides unparalleled expertise and innovative solutions to address the dynamic conditions of tides, currents, and other water fluctuations ranging from severe flooding to drought conditions. Regardless of the setting, BoardSafe’s process to understand clients’ needs and configure our standardized products into a custom solution for each client is a winning formula. This has made BoardSafe the trusted expert for park directors, civil engineers, landscape architects, and other professionals who desire only the best-engineered and highest-quality aluminum floating docks and launch systems for their rowing centers, marinas, and water access points.

We leverage our decades of experience working on rivers, lakes, and reservoirs to ensure the proposed layout is designed for proper accessibility, structural integrity, and minimal impact to the surrounding ecosystem. We utilize our drafters during the design stages to assist our customers with dock layout and foundation considerations.

Customer Service: Project management and communication is critical for the success of a dock project. As part of our commitment to our customers, BoardSafe provides a project schedule at time of award, as well as weekly project status updates from our Operations Manager during manufacturing. Our team coordinates with customers on final delivery and installation assistance, if required.

Qualifications, Certifications, Specialized Training:

BoardSafe has built over 100 adaptive kayak launches and **has never had one removed** from service. Our team of qualified aluminum welders ensure the strength of our systems can withstand highly corrosive environments and harsh wind, wave, and flooding conditions. All our products are inspected prior to being shipped and undergo a quality review upon completion of installation. BoardSafe holds a General Contractor License and is trained in proper installation methods, as well as manufacturing processes



BoardSafe Docks is a trusted leader within the commercial dock-building industry—specializing in aluminum-welded floating docks, marinas, rowing centers, adaptive kayak launches, gangways, stationary

and floating fishing piers, pedestrian bridges, and other waterfront access products. Our product's expected lifespan is 30+ years.

In 2012, BoardSafe worked with an environmental engineer, physical therapists, an accessibility coordinator at a local nonprofit for independent living, and a group of avid adaptive paddlers to create the best possible accessible kayak launch on the market.

The result evolved into BoardSafe's best-in-class adaptive kayak launch that helps increase dignity and freedom for individuals with mobility issues, builds closer connections among friends and family—all while increasing accessibility and participation for adaptive paddlers.

Since that initial collaboration, BoardSafe continues to champion adaptive accessibility for waterfronts across the US. This commitment to education and advocacy has made BoardSafe a leading voice in aquatic recreation accessibility, as well as the manufacturing source for the best-performing and highest-quality launch systems available.

Adaptive Kayak Launch Accessibility & Safety Features:

- A **gangway** that offers adaptive paddlers a way of moving from land to the launch area and vice versa. The gangway has a maximum of 1:12 pitch (meeting ADA slope requirements and features).
- A parallel **kayak chute** large enough to accommodate kayaks with outriggers. If the chute is too wide, it will create too great a distance between the boarding bench and the cockpit of the vessel and decrease the stability needed for a disabled paddler to get into their vessel.
- An **aluminum-welded floating dock** offering sufficient space to maneuver a wheelchair and allow room for additional wheelchairs to be left on the deck. The floating dock has a protective **toe kick** around the perimeter as an added safety feature. This prohibits a wheelchair from accidentally rolling off the dock. Both the gangway and floating launch include a **36" continuous handrail** around the perimeter, consistent with ADA requirements.
- A **tiered boarding bench** allows the user to board from their wheelchair. The top step of the bench is equal to the seat of a wheelchair. The step-down bench offers a gentle 3.5" drop per step. The bottom step includes a pull-out seat that slides out over the kayak and directly above the vessel's cockpit, allowing adaptive paddlers to slide across the seat and lower themselves into the vessel with a minimal drop.
- An **adaptive roll cage** surrounds the boarding bench. This includes a frame of handrails, an overhead grab bar, and hand straps that provide numerous gripping options to lower paddlers into vessels. The overhead handrail runs the length of the bench and offers adaptive paddlers the choice to slide down the bench from either side, depending on their preference.
- Adding to the launch's stability is a **secure chute and saddle**. The cradle-like chute holds the kayak securely in place. The chute supports the vessel with a partially submerged bracket system. The snug fit of the cradle removes any worry about tipping or moving unexpectedly, which is a risk with roller-type launch systems. Adaptive paddlers report roller-type launches do not hold kayaks in place and can cause the vessel to shift upon entry, making a cradle launch the safest option.



- Once the paddler is securely fitted into the vessel, there are appropriately spaced **handrails** on each side of the cradle to pull the kayak into the water.

User Videos & Testimonials:

- https://www.youtube.com/watch?v=uKkr_plFP18&list=PLiU3Kdp_RgfdlsI87nAZtFDye30-gKLXy
- <https://www.youtube.com/watch?v=s4lnLFSdx70>
- <https://www.youtube.com/watch?v=vUVoc8a7EV8>

Other Manufacturers:

Additional providers of accessible floating docks kayak launches include: EZ Dock, Mod-U-Dock, YAKport, American Muscle Docks, etc.

Unfortunately, the terms “ADA” and “Accessible” are used very loosely in the dock industry, as the ADA Guidelines provide very little definition on proper access to boats from floating or fixed docks. Many other manufacturers use this to their advantage by promoting their products as accessible; however, people with physical disabilities or mobility impairments are still unable to transfer from their wheelchairs to their kayak or canoe.

BoardSafe worked directly with Adaptive Paddling Groups during the original design phase of the accessible kayak launch, and this resulted in the development of many industry-unique features that are only found on the BoardSafe kayak launch (reference the features listed above). In addition to designing one-of-a-kind design features, BoardSafe also utilizes the optimal materials for waterfront applications. BoardSafe’s docks are constructed with marine-grade aluminum, composite decking and stainless steel fasteners. These result in a dock that does not corrode and is extremely durable against inclement weather conditions. Many competing brands use treated wood, spun plastic or galvanized steel and this results in premature wear or damage during wind or heavy wave applications.

Design Issues with other Brands:

- Rollers used in launches create an unstable surface for users, especially those with mobility challenges. Additionally, **some kayaks and canoes sustain damage when used on launches that include rollers under the vessels.** This is particularly relevant for higher end composite and carbon fiber units. In some cases, communities are posting warnings not to use these launches with these types of vessels. See corresponding photo of such a posting as well as damage caused by the rollers.
- The BoardSafe kayak launch does not use rollers. We incorporate saddles that hug the hull of the boat and distribute the load evenly.
- Steps and ledges between shore and kayak launch are not wheelchair accessible
- No overhead support for loading/unloading
- Difficult to pull back into launch due to steep launch ramp
- Two-tiered bench which is too high off kayak for lowering



Figure 1: Signage used at Bay Creek, NY advising paddlers to NOT USE the EZ Dock Kayak Launch

BoardSafe Quality of Construction:

- Marine grade aluminum frame
- Non-slip composite or aluminum decking
- All stainless-steel hardware
- Foam filled / skid resistant flotation
- 100% made in America
- Standard 1 year manufacturer's warranty

Considerations With Other Market Brands:

- Plastic docks susceptible to puncture
- Poorly fastened components
- Non-structural connections to anchorage
- Improper buoyancy resulting in unstable loading platform
- Short overall lifespan

BoardSafe understands our products' impact on communities and has witnessed our product designs improve lifestyles for the adaptive and recreation-loving communities they serve. We are proud of the partnerships developed with our customers and are grateful for the opportunity to develop our customers' visions and turn them into legacies of waterfront inclusivity for generations to come.

Thank you for considering BoardSafe Docks as a sole source vendor. We are confident that our collaboration will be mutually beneficial and look forward to working together to meet and exceed your project requirements.