



**BOARD OF PARK COMMISSIONERS
WEDNESDAY, FEBRUARY 24, 2021 – 6:30PM
CITY HALL, COUNCIL CHAMBERS**

THE CITY OF LAKE GENEVA IS HOLDING MEETINGS VIRTUALLY WITH LIMITED CAPACITY (NO MORE THAN THIRTEEN) IN COUNCIL CHAMBERS TO COMPLY WITH SOCIAL DISTANCING DUE TO THE CORONAVIRUS (COVID-19) PANDEMIC. HERE'S HOW YOU CAN PARTICIPATE:

6:30 p.m.- February 24, 2021 Park Board
Wed, Feb 24, 2021 6:30 PM - 7:30 PM (CST)

Please join my meeting from your computer, tablet or smartphone.

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AGENDA

Committee Members: Cindy Feuredi, Brian Olsen, David Quickel, Barbara Philipps, Peggy Schneider, Obdulia Alvarez, Peg Esposito, and Mary Jo Fesenmaier- Alderperson

1. Call to order – Cindy Feuredi
2. Roll Call
3. Approval of Meeting Minutes from January 19, 2021
4. Comments from the public as allowed by Wis. Stats. §19.84(2), limited to items on this agenda except for public hearing items. Comments will be limited to 5 minutes
5. Discussion/Recommendation of Dog Park Sign
6. Discussion/Recommendation of TAP Grant and RFP's
7. Discussion/Recommendation of YMCA Presentations in April, June, August, October 2021
8. Discussion/Recommendation of Online listings of parks

cc: Aldermen, Mayor, Administrator



9. Discussion/Recommendation of Parks Maintenance and Repair
10. Discussion/Recommendation of Parks Use Ideas
11. Discussion/Recommendation of Park Impact Funds, Park Funds Use
12. Next Meeting Date: (Tuesday, March 16, 2021, 6:30 PM)
13. Adjournment

Board of Park Commissioners Committee MINUTES
Tuesday, January 19, 2021 – 6:30 PM
City Hall, Council Chambers

Meeting was called to order by Chair Feuredi at 6:32 p.m.

Roll Call

Present: Chair Cindy Feuredi, Alderman Mary Jo Fesenmaier, Dave Quickel, Peggy Schneider, Brian Olsen, Peg Esposito, Barb Philipps.

Absent: Obdulia Alvarez, City Staff.

Quorum present.

Approval of minutes from November 17, 2020

Motion by Feuredi, second by Quickel, to approve the November 17, 2020 meeting minutes. It was noted by Commissioners need paper copies of the meeting packet unless otherwise requested. Unanimously carried.

Introduction of new Commissioner.

Peg Esposito was introduced by Cindy and expressed gratitude for the appointment.

Discussion/Recommendation regarding TAP Grant, Timeline, and Tasks

Cindy gave us the following information as relayed from the City Administrator. The City will be hosting an open house at City Hall Council Chambers on Thursday, February 18 in the evening as part of the grant award. This is a “come and go” event where interested individuals can look at drawings describing the project and ask questions regarding the project.

Discussion/recommendation of possible donation of land for park on Hudson Trail.

This was discussed in the spring of 2020. Item will be continued until more information is available.

Discussion of Park Commissioner Assignments and Park Repairs

Chair Feuredi has the master list. Esposito will add her name. Commissioners felt it was important to monitor the parks. Needed repairs or other observations will be sent to Chair Feuredi who will forward to Tom Earle, Public Works Director. Dog Park signed still needed and was previously approved. Cindy will check on how many dog licenses are currently issued. Commission needs to forward suggestions to the Council for enforcement.

YMCA Quarterly Reports of Operation of Sports Services and Concessions.

Chair Feuredi will contact Director Mike Kramp to decide on which months to report.

Expanding Park Use Ideas and Park Board Funds.

Continued to next month.

Next meeting date – third Tuesdays, February 16, at 6:30 p.m. at City Hall.

Motion by Feuredi, second by Quickel, to adjourn at 6:55 p.m. Carried.

Respectfully submitted, Alderman Fesenmaier



City of Lake Geneva Park and Open Space Plan Five Year Update

February 18, 2021

Ingenuity, Integrity, and Intelligence.

www.AyresAssociates.com



February 18, 2021

City of Lake Geneva
City Clerk
626 Geneva Street
Lake Geneva, WI 53147

Re: Park and Open Space Plan – Five Year Update

Dear Park Board Members:

We are pleased to present this proposal to provide updates to your 2015–2020 Park and Open Space Plan. A park and open space plan is a powerful tool to aid in the enhancement of a community's park system. Ayres has worked with municipalities large and small to update these planning documents over the years. We can offer you a fresh look at your park system and unique services that we've refined over time. We have a skilled team that will create a document for you that is clear, concise, and ready to implement.

Ayres' team of planners and landscape architects are at the forefront of park and open space planning and will offer innovative alternatives to traditional methods of park planning. We bring municipal management experience, a strong background in park design, and expert data and mapping skills. We also have vast experience with grant writing and can provide you with a product that will properly prepare you to compete for future funding.

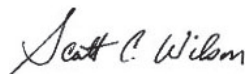
Amanda Arnold will be your project manager. As a former municipal administrator, she offers not only experience in park planning but also in overall municipal planning and administration, public outreach, and budget and data analysis. Amanda will be joined by Robert Stein, a registered landscape architect with considerable park planning experience, including accessibility analyses for parks. Robert will be able to help you visualize potential park improvements. Aaron O'Keefe, our GIS specialist, will provide detailed analysis of community demographic patterns and excels in technical design and graphic communication.

Please review our qualifications materials, and feel free to reach out with any questions you may have. We look forward to working with you.

Sincerely,
Ayres Associates Inc



Amanda Arnold, AICP
Urban Planner/Project Manager
Direct: 608.441.3564
Cell: 612.236.7807
ArnoldA@AyresAssociates.com



Scott Wilson, PSS
Vice President
Direct: 608.443.1258
Cell: 608.212.5230
WilsonS@AyresAssociates.com

1. Qualifications

Who is Ayres?

With a team of 300+ innovative problem-solvers nationwide, we stand with integrity behind thousands of projects that strengthen communities and our country's infrastructure, economy, and environment.

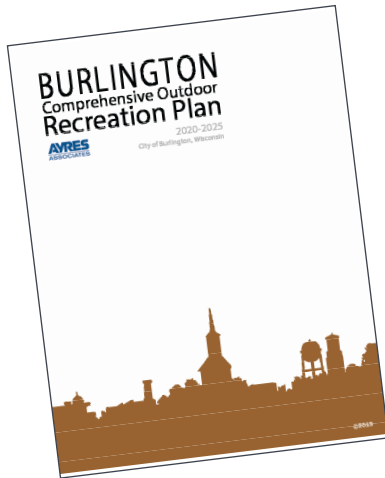
Clients notice our project managers' ability to translate and transform every detail into actionable, understandable, smoothly coordinated pieces of a successful project. Side-by-side with our client partners, our project managers serve as the confident, communicative navigators at the helm of each project.

Their tools and expertise include landscape architecture, environmental, geospatial, planning and development, civil and municipal engineering, transportation, structural design and inspection, river engineering and water resources, architecture, and telecommunications and SUE.

Landscape Architecture

In the landscape realm, function and flow are everything. Before we roll up our sleeves on a new project, we first take a step back to assess the bigger picture: How can the choices we make serve multiple functions for people using the space? How can we best integrate pieces of the new project with what already exists in the surrounding area? And most importantly – how can what we create leave a lasting impact? By taking the time to make thoughtful choices, we not only have a positive effect on site resiliency and sustainability; we also create spaces that can be used in unique and useful ways.

- 3D Computer Visualization & Animation
- ADA Assessment
- Aquatic Facilities
- Athletic Fields
- Campuses: Education & Health Care
- Comprehensive Planning
- Comprehensive Outdoor Recreation Planning
- Downtown & Urban Planning & Design
- Ecosystem Services
- Park Planning & Design
- Playground Design & Assessments
- Public Involvement
- Trail Design
- Wayfinding

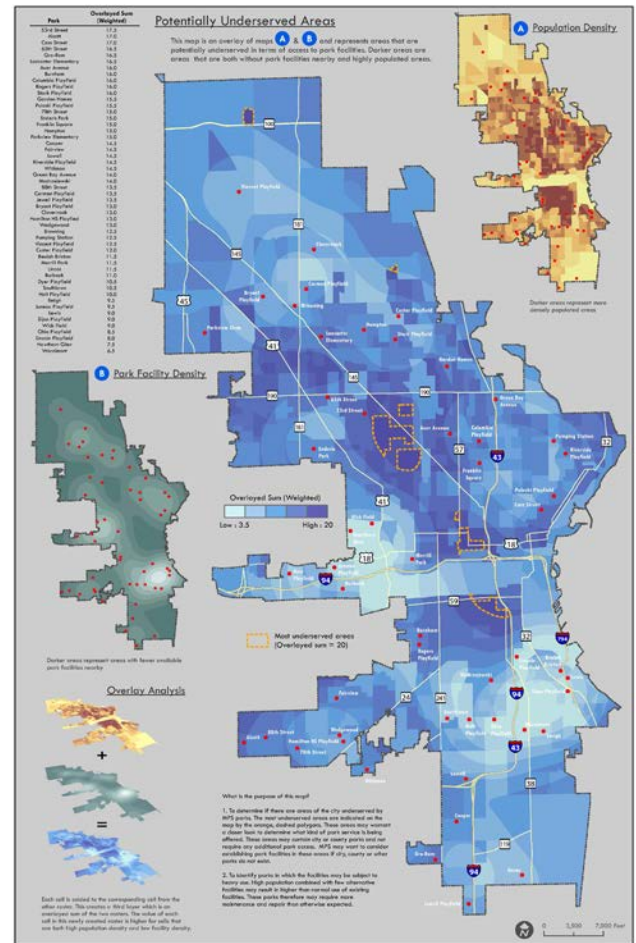


What We Bring

Park planning requires careful attention to the quality and character of an area. We give careful consideration to the sustainability of our planning recommendations and minimize effects on the environment. **Our goal is to help communities create beautiful, functional, and sustainable spaces that build a sense of community and provide accessibility for all while minimizing the community's long-term maintenance costs.**

As part of our attention to detail, we will provide quality graphics that will easily show communities where their park system is excelling and where it could use more attention. Our graphics can include: participation and revenue generation, potential under-served areas of the County, distribution of amenities, and a breakdown of park services, areas among others.

Below is a list of some of the communities Ayres has helped with Comprehensive Outdoor Recreation Plans, some of which we have done multiple updates.



LOCATION	NUMBER OF PLANS	POPULATION	DATE(S)
Outagamie County	1	187,885	2021-2025
WI Rapids	1	17,770	2021-2025
City of Burlington	3	10,463	2020-2025
Village of DeForest	2	8,936	2014-2015 and 2019
City of Kenosha	2	99,877	2010 and 2019
Village of Maple Bluff	1	1,313	2015-2019
Village of Marshall	2	3,862	2013 and 2018
Milwaukee County	1	595,351	2014
City of Mondovi	1	2,777	2018
City of Onalaska	2	17,736	2005 and 2017-2022
Village of Pleasant Prairie	1	19,719	2018-2023
Villages of Prairie du Sac and Sauk City (Sauk Prairie)	1	3,410	2016-2020
City of Stoughton	1	12,611	2019-2023
City of Waukesha	1	70,718	2018
City of West Allis	1	60,411	2016-2020



“While at the City of Minneapolis, Amanda managed plans in areas with a diversity of stakeholders. She was able to develop policies that people could embrace, and those policies directly shaped future development”

Barbara Sporlein

City of Minneapolis, (former)
Planning Director

2. Resumes

Ayres has assembled a team of skilled professionals with extensive knowledge of park and open space planning. We believe our team brings a unique mix of talents that can produce a robust, friendly Comprehensive Outdoor Recreation Plan for Lake Geneva. The following pages contain resumes for the Ayres team. We will be able to provide for all of the needs of this project in-house and will not be using any subconsultants.

Our team will include:

Amanda Arnold, AICP, who will lead the project and provide coordination with the City. As a **former municipal land use planner**, Amanda knows firsthand the operational and budget constraints that are involved in park management. She understands the regional issues associated with the provision of recreational facilities. Amanda, who has written multiple grants worth millions of dollars for other Wisconsin communities, will also manage the public involvement process and conduct much of the necessary research, including funding opportunities, and oversee the plan production. She will be able to efficiently manage this team to provide Lake Geneva with the exact outcomes they desire.

Rob Stein, PLA, brings a large overall knowledge of park systems to the team. Rob is a talented park designer who **brings a well-balanced level of creativity and attention to detail. He knows what it takes to get projects out of the planning stage and built.** He will focus his attention on the ADA needs of Lake Geneva, and also bring his experience working on other community park and recreation plans, writing grants, creating park master plans, designing aquatic amenities, and designing park wayfinding systems.

Aaron O'Keefe, GIS Specialist, will bring his wealth of experience to the project. Aaron has provided services for **over 20 Wisconsin communities** on Comprehensive Outdoor Recreation Plans (CORPs) and updates. Aaron has logged in **over 2,700 hours of work on CORPs**. You can be sure that Ayres will provide an efficient and engaging product. Aaron brings exceptional skills in map production, which will allow City staff and community members to easily see how their park system is performing.

Ayres has a host of other experts with extensive experience in engineering, grant writing and administration, as well as economic development that can also be used if needed.



Amanda Arnold, AICP

Urban Planner

Amanda holds degrees in planning and landscape architecture and has worked as a municipal planner for most of her career. **Her vast experience includes completing comprehensive plans**, overseeing capital improvement projects, coordinating with neighborhood groups, and reviewing subdivision and site plans. In addition, her experience as a municipal administrator provides her with a solid understanding of all municipal operations.

She has served as an urban forester and parks commissioner, produced park master plans, and written parks policy document including the **park and open space portion of the Minneapolis Plan** for Sustainable Growth and Minneapolis' Urban Agriculture Plan. As a former Town Administrator, she understands the operations side of open space management and the interjurisdictional coordination involved in providing parks and open space.

Amanda's current responsibilities include comprehensive planning, downtown master revitalization, grant strategy and funding implementation, community outreach, research, data analysis, economic development, and site-specific land use planning. She has a passion for community development and outreach. She is a skilled project manager with a strong record of building consensus and facilitating change.

Select Experience Under Prior Employment

- Parks and Open Space Chapter, Minneapolis Plan for Sustainable Growth
- Urban Agriculture Plan in coordination with the Minneapolis Department of Health and the Park Board, Minneapolis, MN

Select Experience

- Outagamie Comprehensive Outdoor Recreation Plan
- WI Rapids Outdoor Recreation Plan
- Rib Mountain Corridor Study and Master Plan
- 2020 DNR Grant for Park Improvements, Burlington
- TEA Grant Preliminary Design Site Engineering, Marinette
- 2020 EDA Grant Application Assistance for Land Purchase, Kewaunee
- Brillion Iron Works EDA Grant and DOT Grant Applications for Infrastructure Improvements, Brillion
- Town of Windsor On-Call Services, Windsor, CO

"Amanda Arnold helped the Town of Verona shape a vision for our future. She worked with our board and citizens to build consensus about our plan for growth and then helped us make it happen."

Mark Geller | Town of Verona, Board Chair

Total Experience

24

Certifications

American Institute of Certified Planners, AICP

Education

MA, Urban and Regional Planning, University of New Orleans

BA, Landscape Architecture, Ball State University



Rob Stein, PLA Landscape Architect

Rob has been providing landscape architectural design services since 2006. Inspired by culture, environmental and physical stories a site tells, Rob has been designing outdoor spaces such as parks, riverfronts, bike paths, downtown streetscapes, and sustainable landscapes for communities of all sizes. He is also skilled in facilitating public meetings and communicating with community members about design projects. Robert is knowledgeable about environmental design for the creation of innovative, functional, and sustainable projects. He is skilled in communicating design ideas through illustrative plans and graphics, and he has experience producing construction documents. Rob believes that our shared landscapes play a pivotal role in shaping our experience of spaces.

Total Experience

14

Registrations

Professional Landscape Architect, WI, WV

Education

BS, Environmental Design,
North Dakota State University

BLA, Landscape Architecture,
North Dakota State University

Select Experience

- CORP Update, Marshall
- Park and Open Space System Master Plan, Waukesha
- CORP Update, Mequon
- CORP Update, Mondovi
- Professional Planning, Engineering, and Design Services, Beloit
- Rest Lake Park Master Plan, Manitowish Waters
- Kiwanis Park Master Planning, Sheboygan
- Boyd Park Master Plan, Eau Claire
- Washington Park Master Plan and Design, Neenah
- Waukesha Park Master Plan, Waukesha
- Village Green Park Master Plan, Wind Point
- Kewaunee River Wall and Park Improvements, Kewaunee
- North Lakeland Discovery Center, Manitowish Waters
- River Prairie Site Development, Altoona
- Firemen's Park Design Services, Germantown
- Athletic Facility Schematic Design Development, Sauk City
- Memorial Park Splash Pad, Shawano
- Splash Pad Design, Sun Prairie
- 2018 DNR Grant Application, Burlington
- DNR Stewardship Grant Application, Sauk City
- Wayfinding Master Plan, Rochelle, IL
- Bike System Wayfinding, Whitewater
- Smalley and Franklin Park Site Design, Shawano

"The Ayres team and Rob Stein in particular did a remarkable job in the conceptual planning. They listened to our needs intently, designed thoughtfully, and are ultimately helping us deliver a project that will serve our community well for years to come."

Scott Endl | Fitchburg, Director of Parks, Recreation & Forestry



Aaron O'Keefe

GIS Specialist

Aaron provides mapping and GIS support to our engineers and planners. His experience includes the coordination of mapping efforts for projects such as outdoor recreation plans, bicycle and pedestrian plans, wayfinding signage plans, and traffic studies. Aaron develops GIS maps and databases that enable clients to layer different types of data on a geographic area. He strives to develop compelling and concise visualizations that enable clients to quickly and effectively discern complex information. Aaron is proficient in ArcGIS with Spatial Analyst, AutoCAD, M-Color, and Adobe products. Aaron also has prior experience in civil engineering and surveying and is proficient at preparing engineering and survey drawings, including site maps, profile drawings, and plat maps.

Total Experience

15

Education

BA, Cartography/GIS, University of Wisconsin-Madison

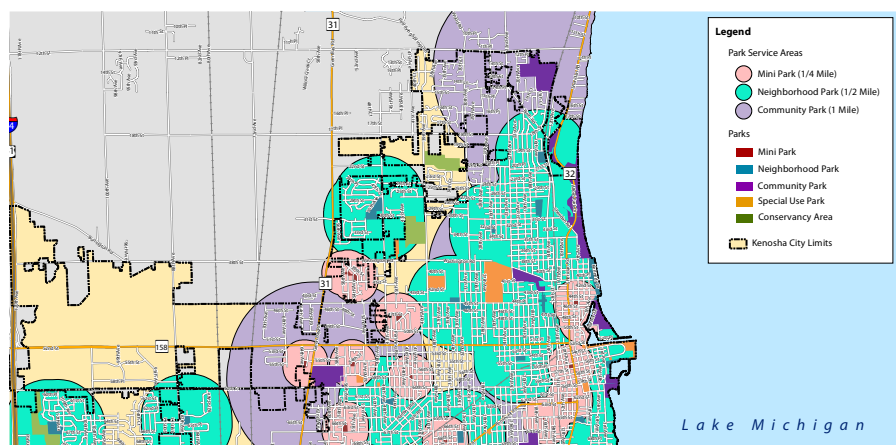
AS, Civil Engineering Technology, Madison Area Technical College

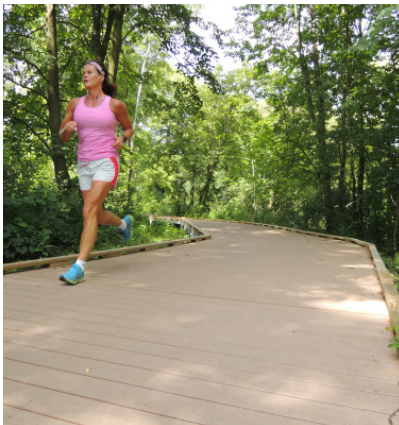
Award

Wisconsin Land Information Association (WLIA) **Best Brochure/Small Format Map** for DeForest Park & Trail Facilities Guide, 2020

Select Experience

- CORP 2010 Update, 2020-2025 Update, Burlington
- CORP 2005, 2017-2022 Updates, Onalaska (City of)
- CORP 2018-2023 Update, Pleasant Prairie
- CORP 2019-2023 Update, Stoughton
- CORP 2015 and 2019 Updates, DeForest
- CORP 2016-2020 Update, West Allis
- CORP 2015-2019 Update, Maple Bluff
- CORP 2018 Update, Waukesha
- CORP 2018 Update, Mondovi
- CORP, 2016-2020 Update, Sauk Prairie
- CORP 2016 Update, Wausau
- CORP 2016 Update, Kenosha
- CORP 2014 Update, Milwaukee Public School District, Milwaukee County
- CORP 2013 Update, Marshall





3. Understanding/ Approach

Project Understanding

Lake Geneva is looking for a consultant to update its 2015-2020 Parks and Open Space Plan. This plan will provide a road map for future park development and maintenance planning and put the City in a good position to compete for future grant funding. The updated plan should address changes in growth and demographics and suggest park investments that will help make recreational opportunities available to everyone.

At Ayres, we believe sustainability should be a key element of any update. This should not only mean environmental sustainability; the plan should also propose economically sustainable improvements as well. Lake Geneva needs a user-friendly document that clearly states agreed upon goals and puts forth logical implementation steps for achieving those goals.

Project Approach

At Ayres we are dedicated to **quality public input, solid research, good design, and implementable plans**. We won't leave you with a plan that will just sit on a shelf. Instead, we'll start where you left off and build on past successes.

Community Input

Our first priority is to listen. Community consensus is essential to the success of any project, and as the facilitators of this process, we will engage diverse stakeholder groups in productive discussions about future active and passive recreation needs. Our team has an exceptional resume of facilitating public input.

Tools that we can use include:

- **Interactive online meetings with instant surveys.** One benefit of online meetings is that they offer participants the convenience of providing input from their home; and they can be fun! Real-time surveys can be set up that will build a clear understanding of other people's perceptions.
- **Online surveys.** We can create online surveys that directly influence the plan recommendations. The survey would be designed to result in usable data about park use and priorities.
- **Webpages.** Ayres offers a **Community Comment** webpage where maps and comments made by community members can be posted.

If preferred, Ayres can also work with City staff to provide materials for posting onto the City's website.

- **Interviews.** While big community meetings may be on hold for a while, we believe in reaching out to park users, and one option would be socially distanced, in-person interviews of people using City parks. There's no better time to get quality input than when people are using the resources that Lake Geneva provides. These interviews would be done while Ayres staff is gathering other in-field data.
- **Calls, coordination, and outreach.** Our process will include talking one-on-one with stakeholders such as maintenance staff, recreation clubs, municipalities, and schools. Most importantly, throughout this process we will stay in close communication with Lake Geneva staff.

Ayres takes pride in the wide variety of techniques we have developed over the years for gathering public opinion and mining and using the vast knowledge provided by City parks staff, the public, and local officials. These techniques allow us to develop actionable recommendations that create consensus and improve “buy-in” from the community.

Research

We will start our process by building a solid understanding of the existing conditions of the Lake Geneva parks system and past and current efforts to improve it.

Ayres will audit the City's park and open spaces to create the existing facilities conditions report. We will also examine park usage, area growth, and demographics. This data will then be compared to other communities of similar size and character for benchmarks pertaining to the park and open space system.

We know that understanding future needs comes from past lessons learned, and this knowledge is best obtained by interviewing facility maintenance staff and understanding day-to-day management issues.

Good Design

The existing conditions analysis will then be used to guide the needed design improvement recommendations. Our extensive experience in park design will enable us to come up with specific improvements, articulate their value, and examine their cost. Maintenance will be a top priority so that we create a plan that is economically sustainable for the City. At Ayres we make sure that all of our design and implementation recommendations preserve and enhance the natural environment.

Implementation

Our belief in creating this plan is that it will serve as a living document and a realistic road map for developing park facilities, natural open spaces, and thoughtful trail connections. A **recommendations table** will outline

We know your community wants a say in how it looks, feels, and grows. They want to be part of the change! But attending meetings isn't convenient for everyone. We understand, and have created a method to solicit their input when attendance at a public forum just doesn't work.

As consultants with over 25 years of experience in public open space planning, we understand the value of user feedback. A civic process is a vital ingredient for creating those enduring community spaces and places. Ayres' **Community Comment** is a digital portal where the community can access current project plans and comment using a web-based posting process.

Community Comments is a digital platform for community members to voice concerns, raise issues, react to progress, view exhibits, or just plain check in for curiosity's sake. Either way, we appreciate their interest in the project.



top project priorities, costs, funding opportunities, and a realistic timeline for implementation. This table will be divided into time periods, including 1-3 years, 3-5 years, and 5-10 years.

We believe existing capital is best used as leverage. We have assisted many communities in doubling and tripling

their initial investment by using it as seed money. Strategic partnerships, local business sponsors, group incentive fundraising, and creative grant writing are all techniques we have used successfully. We will provide the City with funding analysis.

Sample Recommendation Table

	2020	2021	2022	2023	2024	Grand Total
NEIGHBORHOOD PARKS						
Riverfront Park						
Install arbor structure at overlook point along southern walk				\$30,000		
Install skateboard deterrents along stone seat walls		\$5,000				
Replace damaged picnic tables	\$2,000					
Subtotals	\$2,000	\$5,000	\$0	\$30,000	\$0	\$37,000
Inflation	0.0%	0.0%	2.5%	5.0%	7.5%	
Totals	\$ 2,000	\$ 5,000	\$ -	\$ 31,500	\$ -	\$ 38,500
Riverside Park						
Construct a small splashpad				\$200,000		
Install shoreline stabilization materials	\$40,000					
Install drinking fountain			\$10,000			
Install sidewalk segment to provide ADA compliant access to the large play structure		\$4,000				
Investigate solutions to path runoff issue	\$3,000					
Install bench at 2 to 5 year old playground		\$2,500				
Install recycling receptacles (2)		\$2,000				
Subtotals	\$43,000	\$8,500	\$10,000	\$200,000	\$0	\$261,500
Inflation	0.0%	0.0%	2.5%	5.0%	7.5%	
Totals	\$ 43,000	\$ 8,500	\$ 10,250	\$ 210,000	\$ -	\$ 271,750
St. Mary's Park						
Pave dog park parking area			\$35,000			
Improve canoe launch area		\$8,000				
Install bicycle racks on hard surface		\$1,500				
Subtotals	\$0	\$9,500	\$35,000	\$0	\$0	\$44,500
Inflation	0.0%	0.0%	2.5%	5.0%	7.5%	
Totals	\$ -	\$ 9,500	\$ 35,875	\$ -	\$ -	\$ 45,375
Wehmhoff Jucker Park						
Shoreline Stabilization			\$100,000			
Replace lighting as needed	\$6,000					
Resurface basketball court				\$5,000		
Install recycling receptacles (2)		\$2,000				
Remove tree stumps	\$1,000					
Resolve issue with sump outlet into park	\$0					
Subtotals	\$7,000	\$2,000	\$100,000	\$5,000	\$0	\$114,000
Inflation	0.0%	0.0%	2.5%	5.0%	7.5%	
Totals	\$ 7,000	\$ 2,000	\$ 102,500	\$ 5,250	\$ -	\$ 116,750
NEIGHBORHOOD PARKS						
Subtotal	\$52,000	\$25,000	\$148,625	\$246,750	\$0	\$472,375

Project Scope

Task I: Research

- Conduct background research and data collection. Acquire and review existing plans, reports, and maps related to the project.
- Attend kickoff meeting with City staff and Park Board. This meeting will address topics including:
 - Goals and objectives
 - Mission statement
 - Priorities
 - Future meeting dates and outreach methods
- Tour existing park and open space sites to conduct facility inventory and analysis. Ayres will also photo-document existing facilities in City parks during this visit. Elements to be investigated include:
 - Recreational facilities and amenities
 - Site access and connectivity
 - ADA accessibility
 - Safety issues
 - Environmental impacts (drainage, noise abatement, wetlands, etc.)
- Conduct in-person interviews with park users while conducting facility inventory. While we are assessing the parks, we will take the time to talk to the people who are actually using them to better understand needs and perceptions.
- Attend virtual work session meeting with City staff and Park Board to review existing park facilities, staffing issues, programming elements, ordinances, long-term needs, and proposed communitywide land use plans and to identify future open space opportunities.
- Set up an online survey.

Deliverables for Task I :

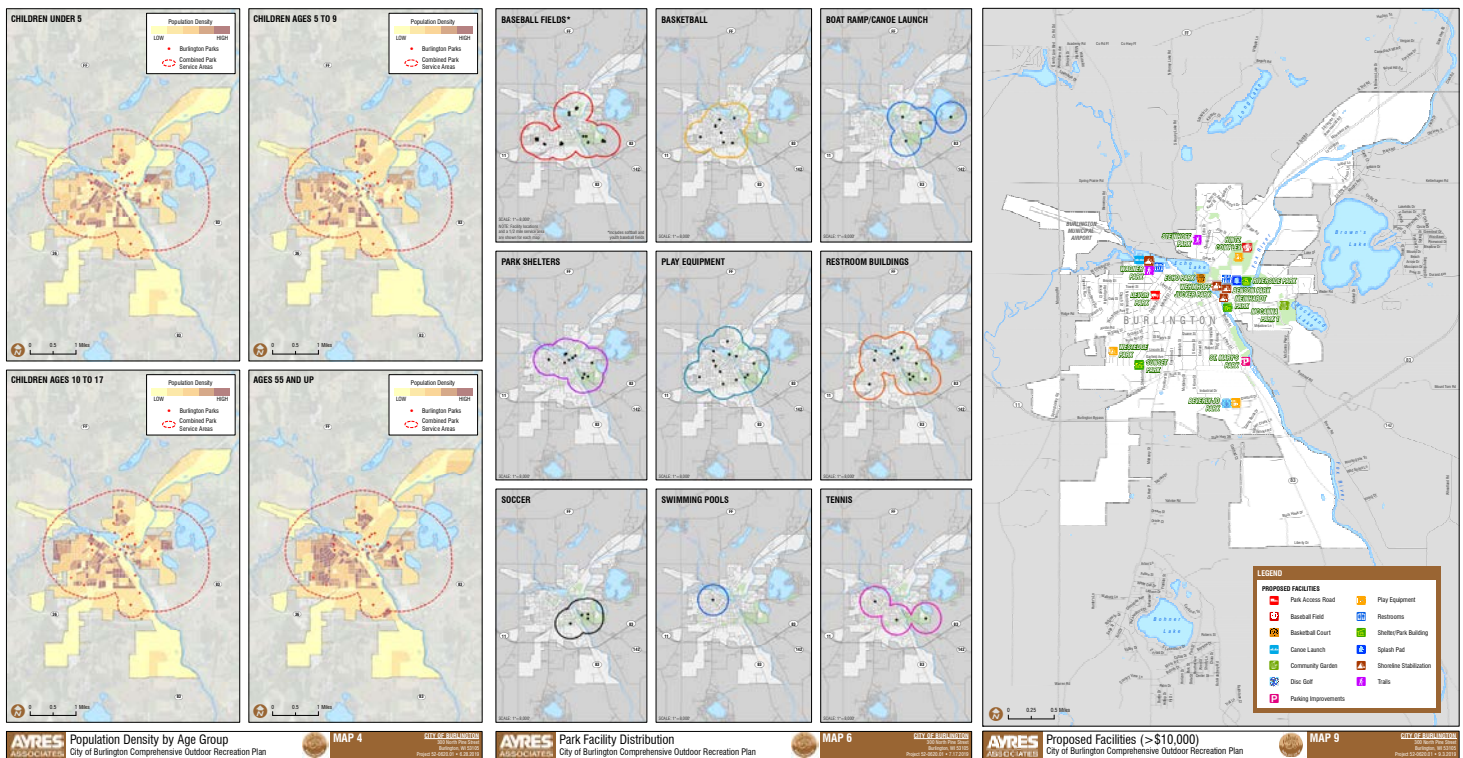
- Summary memo from kickoff meeting
- Summary memo from work session
- Preliminary facility inventory matrix
- Digital site photographs
- Field notes and observations
- In-field interview summary
- Online survey set up

Task II: Preliminary Plan Development

- Analyze public input results to date.
- Create plan maps and identify zones of strengths and weaknesses. Maps may include:
 - Existing park and open space system
 - Park service areas
 - Needs assessment (demographic patterns, etc.)
 - Proposed park system plan
 - Regional trail connections
- Conduct a level of service distribution comparison in coordination with local and regional entities.
- Formulate preliminary recommendations to include:
 - Promotion and education
 - Facilities and operations (including strategies for barrier-free access and ADA compliance)
 - Environmentally sustainable practices
 - Surplus or shortage property strategies
 - Programming and facility type gaps
 - Maintenance cost vs. revenue/service benefits
- Create two schematic concept layouts for sites in need of improvement as determined by City staff. While not a required element of a standard parks plan, this will give staff and board members the chance to articulate their vision for key sites. These schematic plans can be further developed upon negotiation of additional scope/fee.
- Prepare preliminary draft plan and associated graphics.
- Present preliminary draft plan to City staff and Park Board.

Deliverables for Task II :

- Public Input Summary
- Plan maps and identifying strengths and weaknesses and levels of service.
- Preliminary recommendations report
- Schematic concepts for two park sites



Task III: Final Plan Development

- Update recommendations based on feedback from City staff and Park Board.
- Host interactive public meeting to discuss plan recommendations.
- Formulate cost estimates for proposed improvements/options.
- Provide an analysis of current funding levels and practices.
- Create prioritized capital improvement plan for the park system with cost projections for development, maintenance, and acquisition, broken down into 1-3 years, 3-5 years, and 5-10 years.
- Identify new opportunities and develop potential funding strategies. We will suggest mechanisms for acquiring and developing parks and provide a detailed summary of available grants. We provide background on the grants, and, more importantly, tell you how to be competitive for them. We will also review other funding sources such as donations and fees.
- Prepare final report.
- Present final plan to the Park Board for adoption.

Deliverables for Task III :

- Summary of community meeting
- Proposed improvements summary with cost estimates
- Capital Improvements Plan
- Future funding memo
- A final plan that includes all the work done to date. Ten hard copies and one PDF will be provided.

Assumptions

The City will provide existing basemap information in digital format (CAD/GIS) and all existing previous planning studies. Topographic survey and geotechnical investigations are not included in this scope. The City will be responsible for printing additional plans, reserving meeting locations, and issuing public notices for any meetings.

4. Similar Projects

The following five projects are of Ayres' most recently completed Park and Open Space Plans, commonly called Comprehensive Outdoor Recreation Plans or CORPs. After completing numerous CORPs over the years, we know what to look for. We will bring a fresh set of eyes as we thoroughly photo-document all the properties included in the plan.

Below is a sample of the first page of one site and how we document pertinent information for each location within a community's park and open space system. You will receive an easy-to-use report that photo-documents each site's assets and issues. It will list existing facilities, the current maintenance program, and any issues noted at the location. It will contain site photos and a list of improvement options along with the cost estimate to address them.

We address all the elements necessary for the future planning of a community's park and open space system.

Park Name

Park Description/
Location

Inventory of Existing
Facilities

Observed Issues

Maintenance Needs



Bjoin Park

Bjoin Park is a 7.2-acre neighborhood park at the intersection of East Wilson Street and Grant Street. Park facilities include a baseball field, play equipment and a restroom building.

Existing Facilities:

- Park shelter/restroom building
- Youth baseball field (with benches & bleachers)
- Tennis/pickleball court
- 1/2 basketball court
- Play structure (2 to 12 year old)
- Jungle gym
- Climber
- Drinking fountain
- Open space
- Lighting
- Horseshoe pits
- Park sign
- Park dedication monument
- Picnic table
- Benches
- Trash receptacles

Issues:

- Mildew/mold on play equipment
- No ADA accessibility to some park facilities
- Missing end cap on baseball team bench
- Tennis court is aging and missing net.
- Tree overhanging basketball court
- Dead/dying trees
- Drinking fountain is not an ADA approved model or ADA accessible
- No recycling receptacle
- No bicycle parking
- No safety mats under play equipment

Maintenance Program

- Open shelter in spring/winterize in fall
 - Coordinate with Stoughton Utilities to install meters/turn on water
 - Blow out water lines and use RV Antifreeze in toilet bowls and drains to prevent freezing. Turn off appropriate breakers and drain water heater.
 - Lock doors
- Add engineered wood fiber to proper levels in play area every 3 years
- Inspect play structure monthly
- Check trash cans/restrooms daily during season
- Refer to Appendix C for turf management procedures




Park Classification Indicator

Park Location Map

Aerial Site Image

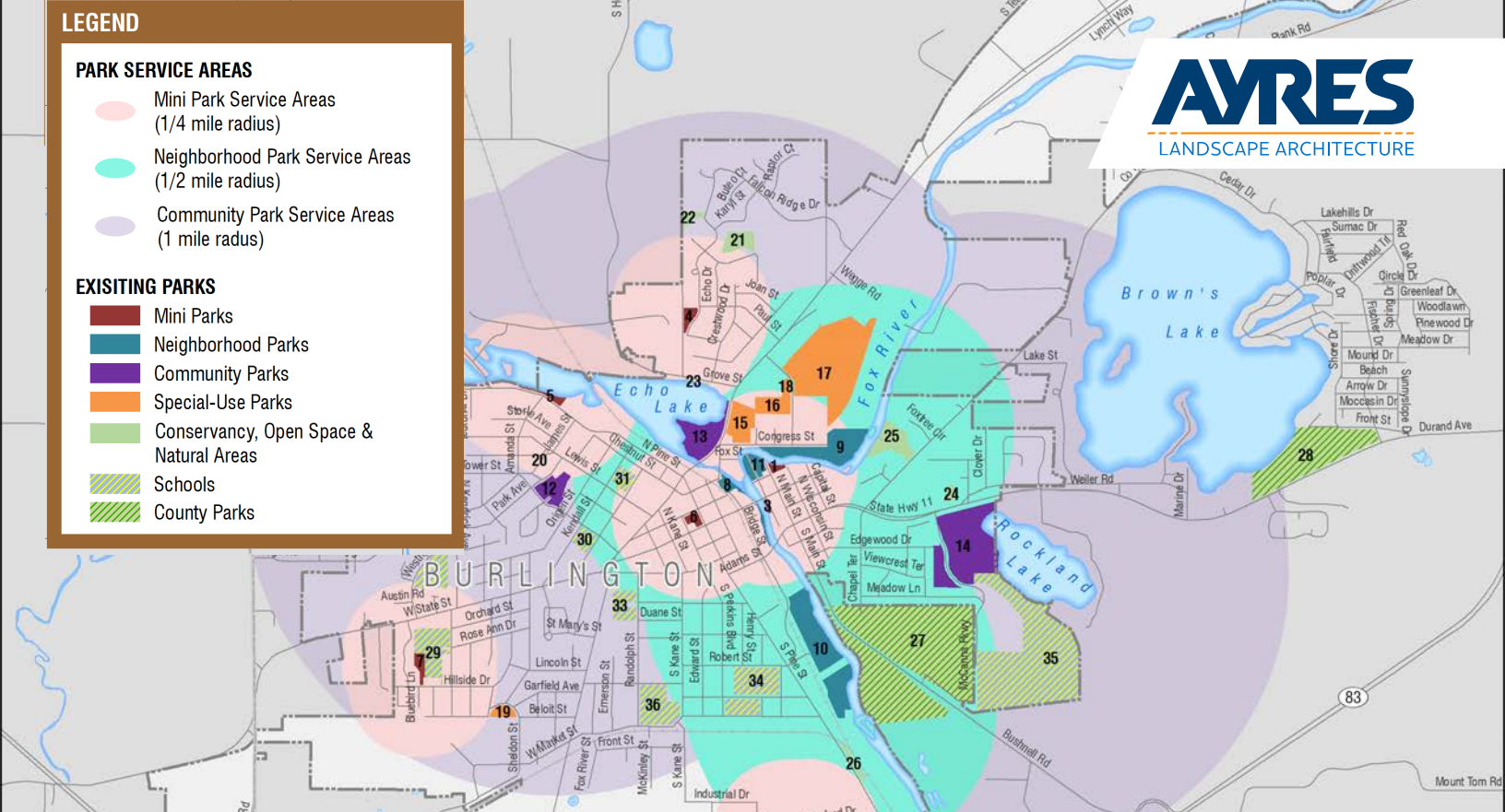


PARK SERVICE AREAS

- Mini Park Service Areas
(1/4 mile radius)
- Neighborhood Park Service Areas
(1/2 mile radius)
- Community Park Service Areas
(1 mile radius)

EXISTING PARKS

- Mini Parks
- Neighborhood Parks
- Community Parks
- Special-Use Parks
- Conservancy, Open Space & Natural Areas
- Schools
- County Parks



CORP 2020-2025

Burlington, WI

In 2010, Ayres was first hired to update the City of Burlington Comprehensive Outdoor Recreation Plan and has provided two updates since. The current update was prepared to guide the City in acquiring and developing public outdoor parks and recreation facilities and to enable Burlington to participate in the outdoor recreation grant programs through the WDNR.

The existing city park system is comprised of 26 active and passive use park areas. A majority of these are special use parks that provide specific facilities for baseball or other active use pursuits. Ayres used an intimate public involvement process that included one-on-one stakeholder interviews to identify opportunities and assets to enhance the overall park system and strengthen existing public-private cooperation.

As a result of Ayres' inventory and engagement, a detailed set of recommendations was developed

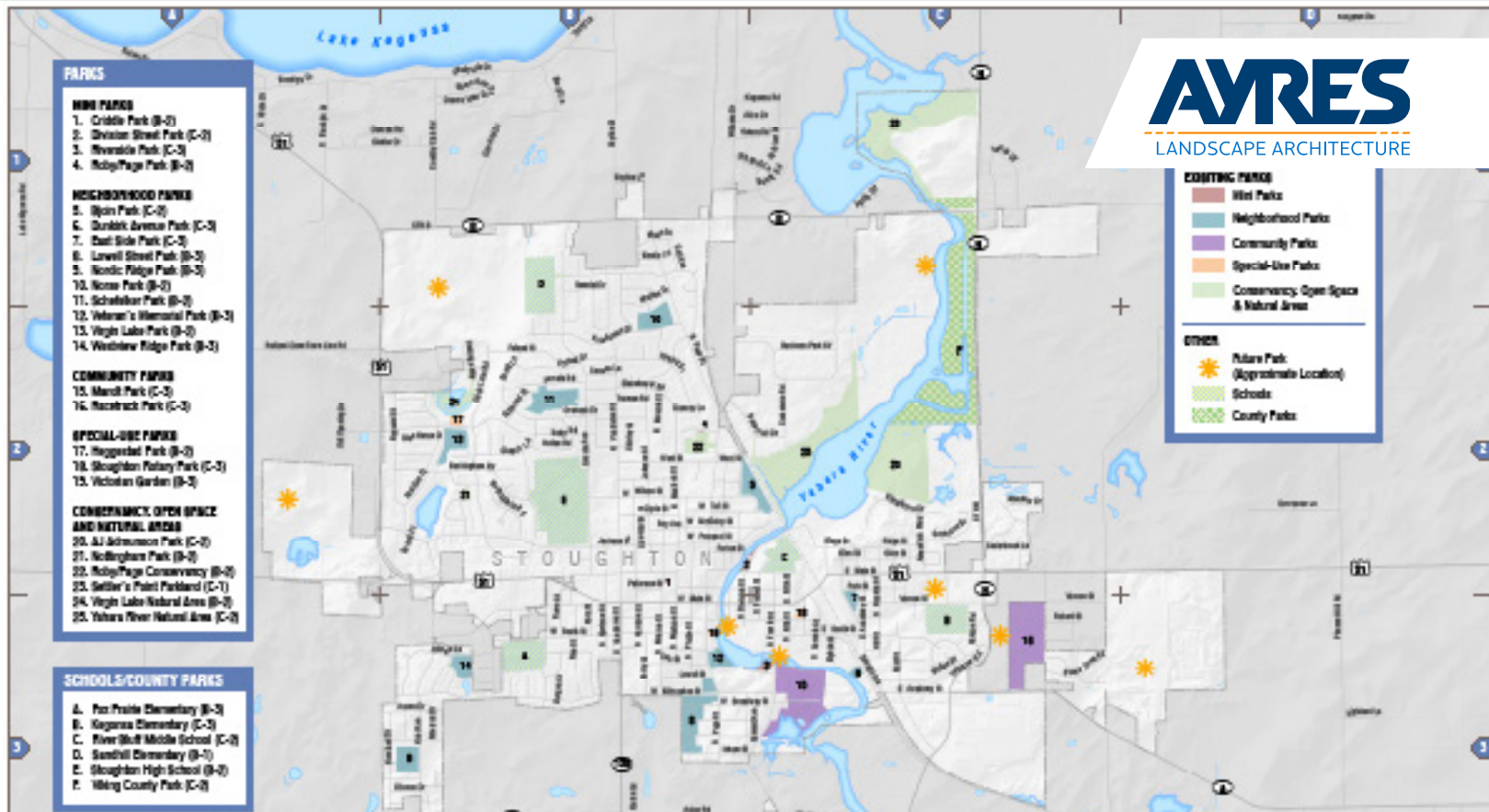
and assigned implementation benchmarks. General recommendations for the entire park system included:

- Retrofitting all parks and park facilities to be disabled accessible, including shelters and restrooms.
- Improving existing playlots and playgrounds.
- Developing a citywide, barrier-free, multi-purpose trail system that connects city parks, county and state parks, existing regional trails, and provides access to natural and cultural resources in the community and region.
- Actively pursuing funds for park and recreation programs and park development. Ayres successfully obtained four WDNR grants on behalf of the City using this document.

Information

- **Client:** City of Burlington
- **Contact:** Peter Riggs, Public Works Director, 262.539.3770, Priggs@burlington-wi.gov





CORP 2019-2023

Stoughton, WI

The City of Stoughton hired Ayres to update its Comprehensive Parks and Open Space Plan in 2007 and again in 2018. Experiencing strong development pressure, a growing population and shrinking budgets, the City needed a plan to address preserving and protecting its existing park system while advocating for high-quality parkland acquisition. Ayres created a plan focused on new park additions and the development of a trail/greenway system.

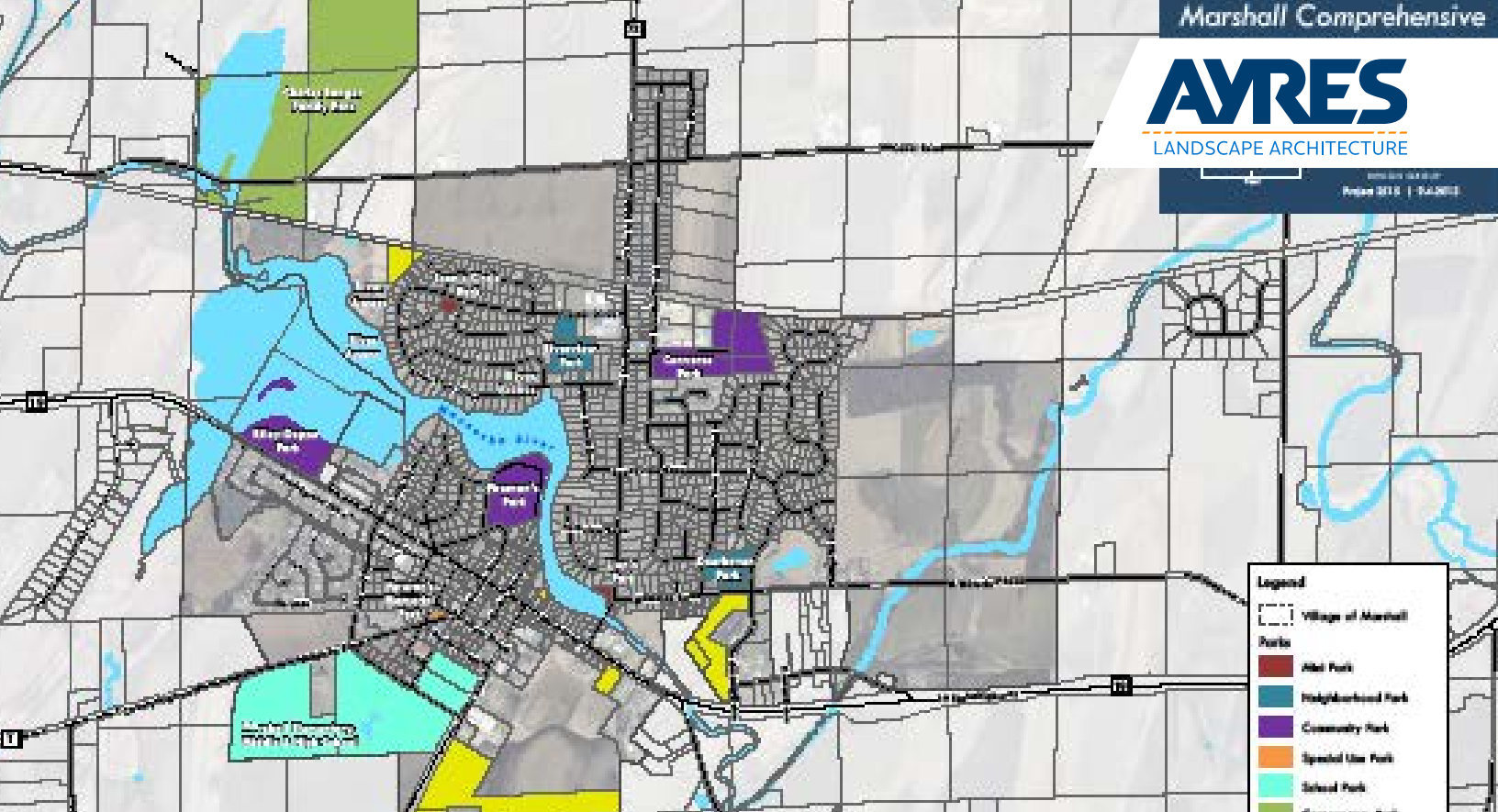
Stoughton's existing park system includes 23 parks and natural areas. Many of the parks are neighborhood scape parks with traditional recreational facilities such as playgrounds, sports facilities and open-air shelters. Larger community parks contain swimming pools, fairgrounds, skate park, and a community center.

The plan process included a public information meeting, online survey, and input from City staff.



Information

- **Client:** City of Stoughton
- **Contact:** Dan Glynn, Parks and Recreation Director; 608.873.6746; dglynn@ci.stoughton.wi.us



CORP 2018-2023

Marshall, WI

Ayres was hired to provide an update to the Comprehensive Outdoor Recreation Plan in both 2013 and 2018. Marshall has enjoyed steady growth over the past 50 years and is expected to continue this growth over the next 20 years.

The Village park system comprises 10 active and passive park areas, plus enjoys the use of three public school parks and Riley-Deppe Park just outside the Village boundary that is maintained by Dane County.

The updated CORP process included a public information meeting, an online survey, and input from Village representatives. Complete audits of all parks were conducted, and a report of the results and recommendations was provided to the Village including the need for new facilities such as a dog park, splash pad, ice skating rink, and multi-use trails.

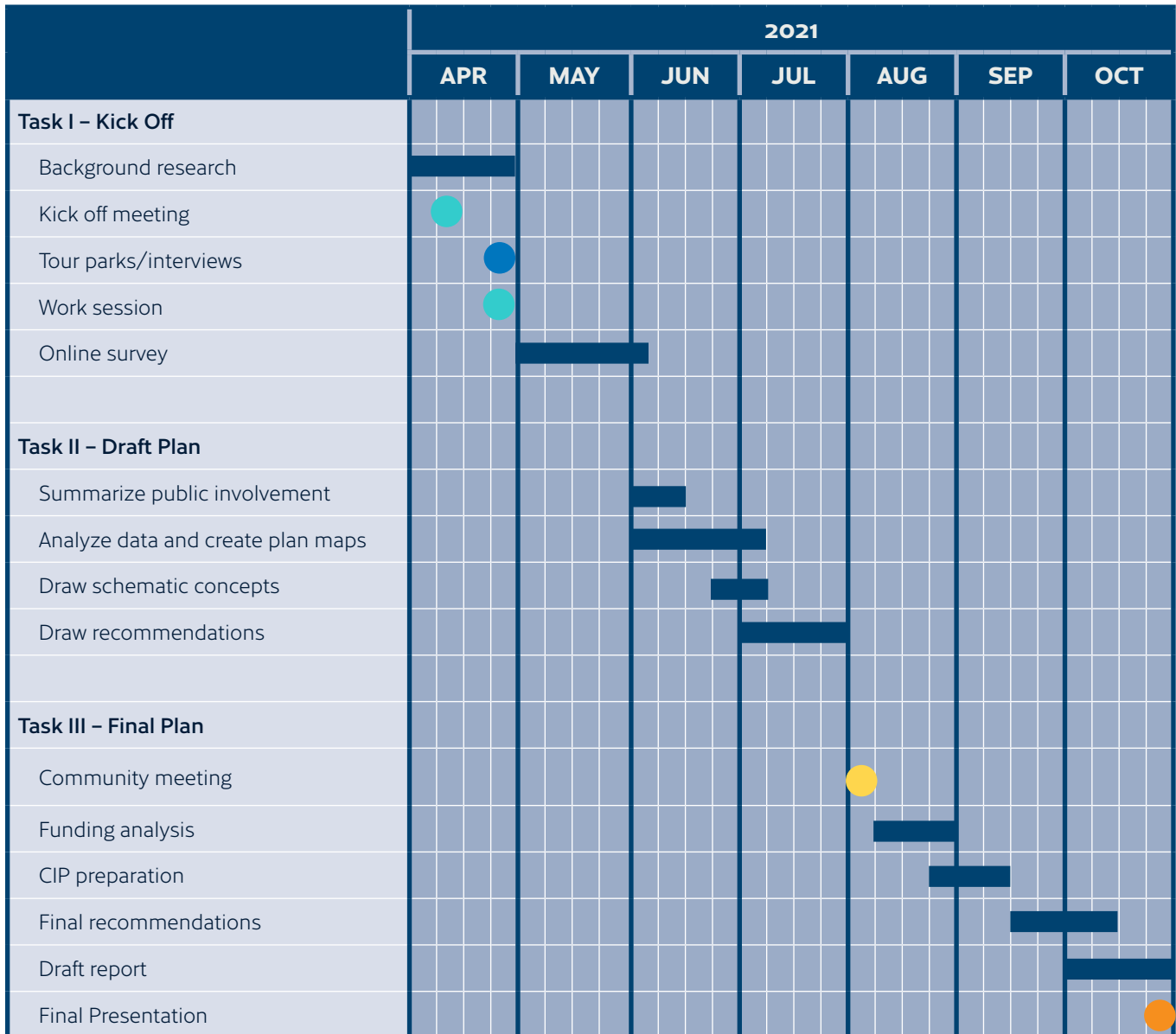


Information

- **Client:** Village of Marshall
- **Contact:** Brandon Millner, Parks & Recreation Director; 608.655.4017, ext. 221; bmillner@marshall-wi.com

5. Schedule

Ayres is confident we can complete all the tasks necessary for your project within the following seven-month schedule. We are assuming a start date of April 1, 2021. Our schedule can be flexible and change, if needed, to fully meet your expectations. We have no workload conflict and are prepared to begin the project immediately.



You can rely on us to provide creative solutions to your problems, maximize your budget, and masterfully navigate regulations – all while building and continually investing in a strong, lasting relationship



6. Fee

The staff assigned to your project has a documented history of providing successful park and open space plans to clients across the state. In consideration of the scope of services submitted, we propose a lump sum fee of \$22,110.



PARK PLAN UPDATE SERVICES

City of Lake Geneva, WI | February 2021





7044 S. Ballpark Drive, Suite 200 | Franklin, WI 53132 | (414) 336-7900 | www.foth.com

February 2021

Dave Nord, City Administrator
626 Geneva Street
Lake Geneva, WI 53147

RE: Park Plan Update Services

Dear Mr. Nord:

Foth is pleased to respond to the City of Lake Geneva's Request for Proposals for a five-year update to the Park and Open Space Plan for the years 2021-2025. We are confident that our breadth of outdoor recreation planning projects, strong public participation facilitation skills, experienced professional planning staff, and client-centered service will enable us to collaborate efficiently and effectively on the development of a user-friendly Park and Open Space Plan.

Foth is happy to offer a team of members working out of our Milwaukee office to assist with this effort. Mr. Muenkel will be the Project Manager and main point of contact for the City. Mr. Muenkel lives right next door to Lake Geneva and is a professional planner certified by the American Institute of Certified Planners (AICP) as well as a Certified Economic Developer (CEcD).

We believe you will find Foth's plan to be unique and engaging allowing the City of Lake Geneva to provide proper capital planning for its park system. Further, the document will aid in a variety of state and federal funding opportunities.

Foth is excited about the opportunity to work with the City of Lake Geneva. We believe you will find Mr. Muenkel and his supporting team's work to be personalized and client-centered. Foth will be fully invested in the parks and recreation community during this process to assure a successful and distinctive outcome that is sure to gain results unlike any other firm.

Should you have any questions or need any additional information to assist you in making your decision please do not hesitate to contact me by my cell phone at (414) 916-6465.

Sincerely,
Foth Infrastructure & Environment, LLC

Jeff Muenkel, AICP CEcD EDFP
Project Manager



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Understanding & **APPROACH**

PROJECT UNDERSTANDING

The City of Lake Geneva, Wisconsin is seeking an inspired partner to collaborate on an innovative update to the existing Park and Open Space Plan. The new Plan will exemplify the ambitious and visionary aspirations of the community in order to inform decision-making and guide future parks development and activities over the next 5 years (2021-2025). This impactful document will allow Lake Geneva to continue to be known as a leader in outdoor recreational opportunities in the region. The hub of this effort will be a digital participation platform that shifts the public engagement process online.

Foth will assist the City in empowering a broad set of stakeholders including a diverse cross section of residents, property owners, business leaders, elected officials, City Staff, and City Commissioners. Online engagement will build capacity, improve trust, assure transparency, and foster ownership of this catalytic planning effort. The Final Plan will be a product the City can leverage for future grants eligibility and allow elected officials ease of use for capital improvements planning.

PROJECT APPROACH

Please find below the proposed approach to complete the park planning objectives for the community. The services are organized into three parts.

- **Overarching Tasks**
- **Public Engagement**
- **Preparing the Plan & Adoption**

Understanding & **APPROACH** (continued)

PROJECT APPROACH | OVERARCHING TASKS

Project Orientation and Kickoff

At the onset of the project we will conduct an orientation and kick-off meeting with City staff, the Park Board, and other client representatives. Our intent is to confirm the goals of the Park Plan, determine the public engagement efforts, review the timeline for the project, and to identify specific issues the projects will need to address.



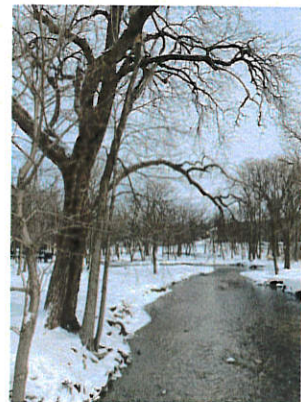
Meetings:

One in person OR virtual meeting with City Staff and selected officials.



Deliverables:

Summary of the meeting and any determined revisions to the services or timeline.



Continuing Coordination

Jeff Muenkel, as project manager, will maintain communication with City staff to ensure the project is moving forward consistent with the adopted timeline and resolve any issues that arise during the project.



Meetings:

Bi-weekly meetings (Microsoft Teams).

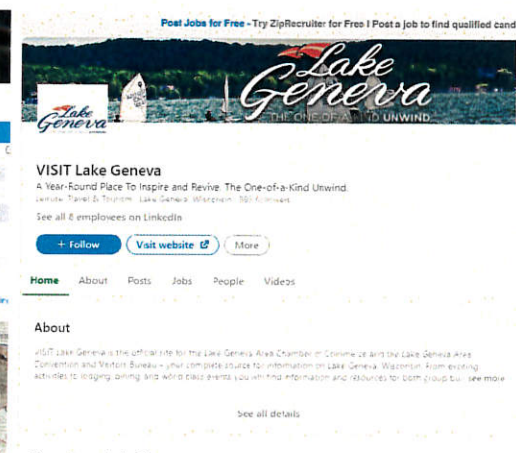
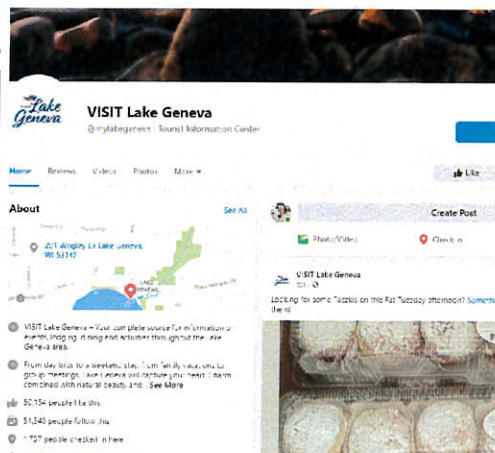
Project Website & Social Media Content

Foth will collaborate with City Staff to provide content to be posted to the City's website and social media. The online content will be a strategic way to gain insights from the public during the entire planning effort.

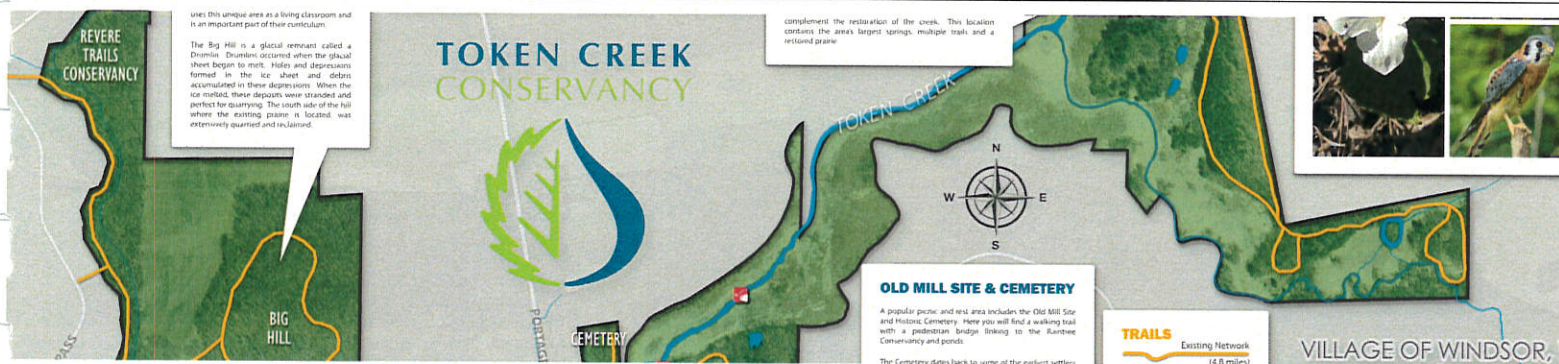


Deliverables:

Content for posting throughout the duration of the project.



Understanding & **APPROACH** (continued)



PROJECT APPROACH | PUBLIC ENGAGEMENT

Public Participation Plan

The public will be heavily involved in the preparation of the outdoor recreation plan. The goal is to provide a variety of techniques that reach a broad audience, while educating them about proposed changes and recommendations. This will ensure that all stakeholders and interested parties have a voice and a seat at the table in forming the future vision for park planning in Lake Geneva. Our Team will develop a Public Participation Plan that describes the ways in which the public, elected officials, staff, and others will be involved in the preparation, review, and adoption of the Plan.



Deliverables:

City Staff Approved Public Participation Plan (hard copy and digital).



Public Input Session

Foth intends to hold an interactive public input session (virtual or in-person if desired). The session will allow techniques for the public to provide hands on opinions assuring their voices are heard! We envision that interactive dot surveys, visual preference surveys, and 360 degree videos will all be a part of this public session.



Deliverables:

One virtual or in person public session (all hard copy/digital materials).



Community Survey

Park Board and City staff participation will lead the development of at least one, if not two surveys during the planning effort. The first survey will allow the public to express opinions and desires about park and conservation areas throughout the City. A second survey, utilizing SurveyMonkey, is recommended by Foth towards the end of the project allowing the public final comments on recommendations and implementation efforts that have been formulated.



Deliverables:

All survey data and resulting analytics.



Understanding & **APPROACH** (continued)



PROJECT APPROACH | PREPARING THE PLAN & ADOPTION

Past Plan Status

In this task, the Project Team will document the implementation status and impacts of past planning reports and recommendations. Review of past Plans will include the 2015-2020 Park & Open Space Plan, The Comprehensive Plan, and the Bike & Pedestrian Plan.

Park Standards Inventory

Foth will analyze existing conditions, and define service areas and the population served.

Park Needs Assessment

Foth will develop a profile of prospective park users, assess needs for existing and future parks, and research and identify current and emerging trends in regional communities and national standards.

Mapping & Graphics

Foth will facilitate all new maps for the assessment and future development needs of the parks. Conceptual renderings can be provided where desired. The mapping and graphics Foth will provide will round out a pleasing plan easy for the public to understand.

Priority Project/Program Identification

Based on the findings from the Parks Needs Assessment, Foth will identify specific projects, programs or areas where new or enhanced park and recreation services are needed, develop a system to prioritize needs, compare identified program, facility and project needs identified with Priority Based Budgeting.

Capital Costs

Various costs for identified implementation efforts will be provided in the final plan allowing ease of use for future capital planning.

Identify Funding Alternatives

State and Federal parks and recreation funding possibilities exist for local WI communities. Foth will identify these funding opportunities that are particular to the resulting recommendations that are found in the final Plan.

Ongoing Board Interaction

Throughout the months the Park Board will be kept abreast of the planning effort via online discussion and/or a monthly memo. Two (2) formal meetings with the Board will take place for a draft review of the plan and the final plan adoption.

Plan Adoption

Upon completion of the planning process, a final draft of the new Outdoor Recreation Plan will be prepared. The project team will facilitate a presentation of the final Park and Open Space Plan before the Park Board.



Deliverables of Above:

All data collected and digital files produced.

Final Deliverables:

10 printed copies of the draft report and 10 printed copies of final plan along with PDF files of the final plan for City use.

OUR PARK PLAN DIFFERENCE

We've fully reviewed the City's current Park Plan and we're confident that our approach will result in a more compelling and thought-provoking Plan. Park and open space needs of a given community are always evolving and so should your Park Plan with a fresh look from Foth. Here are a number of items we believe will be fresh and different than the current Park Plan with Foth as your partner:

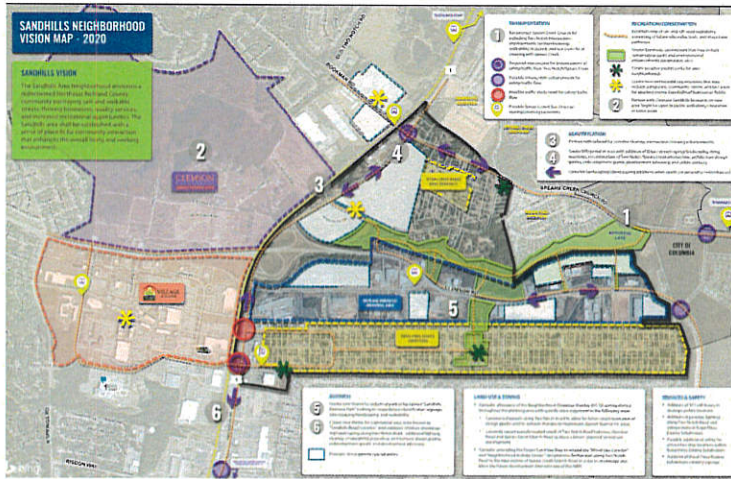
Vision | We structure our plans differently. The Vision and Recommendations will be found in the front of the document and will include a Vision Map to tell the future 5 year story the community foresees. This vision map can be a powerful storyteller for the community to embrace!

New Format | We intend to provide a much more graphical end product that uses images, tables, maps, and renderings (2D/3D) to provide the next five (5) year vision of the community.

Design & Technology | We're proud of our passion for community design and a park plan should have a level of new design built in as well. We intend to leverage our graphics and design planner to paint visual pictures of the ideas that come from the public for Lake Geneva's park and conservation areas. If need be we even have the ability to utilize drones and 360-degree videos to better engage the public from an online platform allowing them to see the parks and comment without the need to visit onsite!

Public Health | Outdoor Recreation Plans should be about the well being and outdoor health of the residents. We'll go beyond the basics to explore topics like active transportation, age-friendly facilities, and changing the built environment to improve health.

Public Engagement | Plan for the future, at a safe distance! Foth embraces the use of leading edge tools to execute inclusive and meaningful engagement. After establishing Lake Geneva's target audience(s), we can set up a hub for online resident participation. We'll provide multiple ways to participate to accommodate different needs and comfort levels.



EXPERIENCE & REFERENCES



Parks & Conservation Plan | City of Muskego WI

Project manager Jeff Muenkel personally authored this robust Parks and Conservation Plan for the City of Muskego in 2017. Each park area, recreation program, and conservation area was meticulously assessed unlike in the past plans. The results found recommendations specific to the needs of the community's residents and visitors today. The intent of the plan is that it will shape a new direction for Muskego's park, recreation, and conservation efforts allowing users of all age groups, and users of all different preferences, to actively enjoy the city's recreational system.

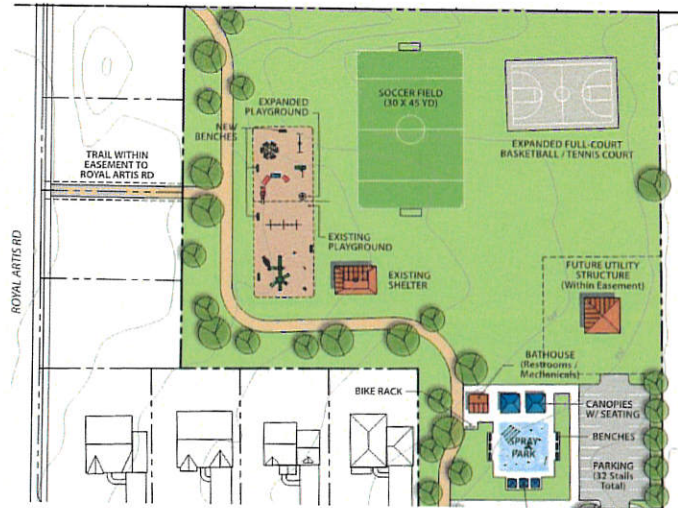
The Plan included an intricate mapping assessment of eleven (11) critical species areas, seventeen (17) parks, twenty-one (21) lake accesses, seven (7) school district sites, a County Park, two (2) active conservation destinations, and over thirty (30) miles of trails. The public was instrumental with the effort employing strategic surveys to direct user groups along with in person stakeholder interviews to local organizations and neighborhoods. Implementation efforts include capital planning costs allowing elected officials transparent review in determining the next year's desired infrastructure upgrades.

Project Reference: Tammy Dunn - Recreation Manager, tdunn@cityofmuskego.org

Full Plan Link [HERE](#)



EXPERIENCE & **REFERENCES**



CORP | Village of Windsor WI

The Foth Planning Team provided the Village of Windsor a complete Park Plan update assessing the current and future recreational needs of the community. The Plan provided rationale for a variety of new activities including:

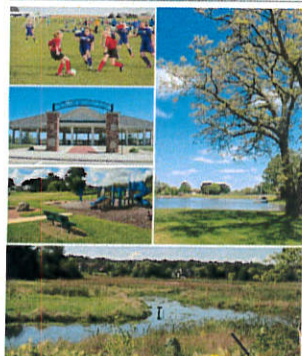
- Development of new parks;
- Improvement of existing recreational facilities and development of new facilities;
- Improvement of existing paths and development of new paths; and
- Standards for parks by type and size, including typical facilities and amenities.

The Plan provided the residents ample opportunity for input on recreational needs in the form of surveys and public meetings. New parks were planned from the ground up and a variety of conceptual designs, along with capital costs, were provided. The Plan was a catalyst for new park development in the Village and allowed pursuance of stewardship grants as required.

Project Reference: Bob Wipperfurth - Village President; rwipperfurth@windsorwi.gov

Full Plan Link [HERE](#)

Village of Windsor, Dane County, WI
Comprehensive Outdoor
Recreation Plan: 2015 - 2020



Windsor Fothergill

Millstone Heights Park

5290-acre **Longfellow Park** is located at 5447 **Longfellow Avenue** (adjacent to 5352) and contains 1,161 acres. This park is the principal park and is a goodly right of way from the west (from near 1,000) and north (from about 524) and is adjacent to the east (NE corner of 524).

Facility Summary

- [illegible]

Faculty Details

- **Loan package** – Youth Enterprise Scheme, Juvenile Justice Code, Enterprise Parks and Accelerator
- **Rental subsidy**
- **Maintenance program** – Meeting needs for women, children & youth



Facility Issues & Challenge:

- A210 difficulties: accounts with foreign banks
- No language of payment with banks of French subsidiaries
- No international bank books

Faculty improvements

- **ungraded** means that the performing general part
- **bold** name plays a role in
- **degrees** or **degrees** of **ungraded** **degrees**
- **Art 2 - 1** **degrees** **degrees** **degrees**
- **initial** **degrees** **degrees** **degrees**

YOUR PROJECT TEAM

The Foth Team has a wealth of planning experience in the municipal realm. Our team has worked on the public and private sides of municipal government planning with over fifty (50) years of experience collectively. The project will be led by Jeff Muenkel, AICP CEcD EDPF with aid from Orrin Sumwalt, AICP throughout the process. Mr. Muenkel and Mr. Sumwalt will receive strong graphics and GIS support from Mr. Shaun Mularkey. This strong team of certified individuals is sure to lead the City through a visionary park and open space planning process.



City Council
Park Board
City Administrator
Dave Nord

Stakeholders

Residents/Businesses
School District
Rec Organizations (YMCA)



**Jeff Muenkel AICP CeCD
EDFP**
*Project Manager
Community Engagement
Assessment/Analysis*



Orrin Sumwalt AICP
*Assessment/Analysis
Community Engagement*



Shaun Mularkey
*GIS/Graphics
Community Engagement*



Jeff Muenkel, AICP CEcD EDFP

Project Manager

Jeff has 20 years of experience in a wide range of community planning initiatives in the public sector with a special passion for leading parks and recreation projects for growing Wisconsin communities. This is due to the fact that our community outdoor recreation areas are a key contributor to the health of a City and the fostering of positive economic development. Jeff has led the development of park and conservation plans as well as many more comprehensive and corridor planning efforts. Jeff has had the pleasure to provide unique and innovative public engagement efforts including interactive planning charrettes and the use of digital technology (360-degree videos, virtual reality).

Certifications

American Institute of Certified Planners (AICP)
International Economic Development Council (CEcD)
National Development Council (EDFP)

Education

B.A., Urban Studies | University of Wisconsin-Green Bay

Recent Project Experience

Parks and Conservation Plan | Muskego, WI
Sandhills Neighborhood Plan | Richland County, SC
Comprehensive Corridor Plan | Somers, WI
I-94 Comprehensive Corridor Study | Caledonia, WI



Shaun Mularkey

Planner I GIS & Graphics

Shaun has 21 years community planning experience including a proven history of park plan development for Wisconsin Cities, Villages and Towns. Shaun provides ongoing planning efforts to a variety of communities including ordinance creation/revision, design guidelines, comprehensive plans, neighborhood/revitalization/corridor plans, urban design (2D/3D), streetscaping, site development, public participation, development review, and geographical information systems (GIS) analysis and mapping.

Education

Masters of Urban Planning | University of Wisconsin-Milwaukee
B.S., Architectural Studies | University of Wisconsin-Milwaukee
Leadership Institute | International College-Naples

Recent Project Experience

CORP Plan | Windsor, WI
CORP Plan | Walworth, WI
Sandhills Neighborhood Plan | Richland County, SC
Comprehensive Corridor Plan | Somers, WI
I-94 Comprehensive Corridor Study | Caledonia, WI



Orrin Sumwalt, AICP

Planning I Analysis & Community Engagement

Orrin has 13 years of experience serving municipal governments as a planner and project manager in both the public and private realms. Orrin provides ongoing planning services to several communities including comprehensive plans, outdoor recreation plans, streetscaping enhancement plans, neighborhood plans, zoning administration, ordinance creation/revision, and development review. Orrin has successfully applied National Charrette Institute (NCI) Tools and Techniques to community planning to achieve transformative collaboration.

Certifications

American Institute of Certified Planners (AICP)

Education

B.A., Land Use Planning | University of Wisconsin-Stevens Point

Recent Project Experience

Parks and Open Space Plan | Franklin, WI
Sandhills Neighborhood Plan | Richland County, SC
Streetscaping and Wayfinding Signage Master Plan | Mukwonago, WI

PROJECT BUDGET & TIMELINE

BUDGET

Foth proposes a lump sum fee amount of **\$23,100** to complete the tasks identified in the Work Plan presented herein. This cost includes all reimbursable expenses and mileage.

TIMELINE

Foth anticipates a start date of April 1, 2021 with completion within eight (8) months from the start date (Nov 2021).

Overarching Tasks	Month							
	April	May	Jun	Jul	Aug	Sept	Oct	Nov
Project Orientation and Kickoff	■							
Project Website & Social Media	■	■	■	■	■	■	■	■
Continuing Coordination	■	■	■	■	■	■	■	■
Public Engagement								
Public Participation Plan	■							
Public Input Session				■				
Community Survey(s)			■	■		■	■	
Preparing the Plan & Adoption								
Past Plan Status		■	■					
Park Standards Inventory			■	■				
Park Needs Assessment			■	■	■	■		
Mapping & Graphics			■	■	■	■	■	
Priority Projects/Program ID					■	■	■	
Capital Costs					■	■	■	
Identify Funding Alternatives					■	■	■	
Ongoing Board Interaction	■	■	■	■	■	■	■	■
Plan Adoption								■



REQUEST FOR PROPOSALS FOR

PARK AND OPEN SPACE PLAN UPDATE

City of Lake Geneva, Wisconsin

February 16, 2021

www.JSDinc.com

February 16, 2021

Mr. Dave Nord, City Administrator
City of Lake Geneva
626 Geneva Street
Lake Geneva, WI 53147

Re: Response to Request for Proposals for Park and Open Space Plan Update

Dear Mr. Nord:

The City of Lake Geneva is embarking on a new and exciting time. Updating the city's Park and Open Space Plan will direct and guide the city for the next five years and will generate enthusiasm internally and externally for the park system.

A park and open space plan should be specifically tailored to fit the interests and needs of the local population. When a community embraces and uses their parks and facilities, they also take an active role in protecting and promoting their care and maintenance. The JSD Planning Team has developed a process to identify the local desires of the citizens and assess the current parks and amenities that are available in the City of Lake Geneva's community. Park facilities belong to the people, and they should have a voice in the process of determining what they want in their community. While we utilize the pre-established formulas prescribed by recreational planning associations as the means for developing these programs for a community, we do not depend on them wholly to determine a community's park and recreation needs. Our team's process engages the public through various interactive means to identify and establish their desires and visions for community park and recreation needs.

Based on the Request for Proposals, we have assembled a diverse team to attack your challenges. Therefore, it is with great pleasure that **JSD Professional Services, Inc.** is submitting the enclosed qualifications in response to the city's Request for Proposals for a Park and Open Space Plan Update. We have a highly accomplished team with expertise in park and recreation planning, facility assessment, needs assessments, and GIS capabilities; and have led innovative community participation processes tailored to fit the unique public engagement needs of the communities in which we have worked. Our outstanding team of professionals offers valuable insight and will contribute in-depth knowledge on key issues, conditions, opportunities, and influences affecting the future of the City of Lake Geneva's parks and recreation facilities.

We trust you will find our qualifications match your project needs, and we look forward to further discussing our experience and project approach. We thank you for your consideration of our project team. You have my personal commitment that we will deliver successful results with the goal of exceeding your expectations. Please feel free to contact me if you have any questions (630-362-6681).

Sincerely,



Lori M. Vierow, ASLA, PLA
Senior Landscape Architect



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Create the Vision  Tell the Story

1

**STATEMENT OF
QUALIFICATIONS**



FIRM INFORMATION

WHO WE ARE

JSD Professional Services, Inc. (JSD) was established in 1998 as Jenkins Survey and Design. Today, JSD's staff includes professional engineers, landscape architects, planners, stormwater management and water quality specialists, land surveyors, environmental specialists, and construction managers. JSD provides complete professional planning, design, and construction services, from inception to completion, serving the recreational, commercial, educational, healthcare, religious, residential, industrial and municipal markets.

COMMITMENT TO SERVICE

Our reputation is built on trust, service, and true teamwork. At JSD we believe in providing unprecedented customer service. We believe the key to a successful project is communication and collaboration, which is evident by JSD providing professional services to some of the same clients for over 20 years. At JSD we believe that every member of the project team must take personal ownership and become a stakeholder.

EXCELLENCE

Our staff of highly qualified professionals are determined to maintain excellent communications and flexibility while being responsive to our client's ever changing needs. JSD also maintains high standards in plan production having won numerous awards for drafting excellence. With a strong commitment to client satisfaction, JSD provides practical and cost-effective solutions for each project.

WHAT WE DO

For over 20 years, our staff has provided creative master planning and design services for a variety of clients. Our team of professionals has successfully integrated this relationship with municipalities, local and regional public institutions, private non-profits and for profit organizations to develop, expand, renovate and improve recreational facilities and create distinctive places that connect communities and engage people with the outdoors. JSD's landscape architects consider all aspects of site development. From inception through completion, your project is based on a smart, savvy and sensible foundation. Our collaborative team brings the technical expertise, resources, and creativity required to develop innovative solutions. Each project is tailored to our client's objectives and budget, and is responsive to the environment in which it is located.

We believe that community based planning efforts result in inspired visions that connect people, places and environments. Places that people cherish and thrive in are ultimately achieved via rigorous and thoughtful dialog across disciplines. Comprehensive open space planning, combined with sincere and effective community involvement, represents a collaborative and ultimately implementable decision-making process that will result in realistic and outcome-based solutions. We are very familiar with park and recreation agency projects and how to work effectively with established design requirements and key stakeholders who are typically involved. Our project team's relevant experience includes:

- Land Surveying
- Public Engagement
- Urban Plaza Design
- Streetscape Design
- Passive Recreation Park Design
- Creative Play Area Development
- Therapy & Educational Gardens
- Nature Trails & Greenways
- Site Planning
- Comprehensive Master Plans
- Municipal Review/Inspection Services
- Creative Stormwater Management Solutions
- Native Area Restoration/Management
- Grant Writing
- Construction Documents
- Permitting
- Construction Observation
- Contract Administration

WHERE WE ARE LOCATED

Madison Regional Office:

161 Horizon Drive, Suite 101
Verona, WI 53593
P: 608-848-5060

Milwaukee Regional Office:

W238 N1610 Busse Road, Suite 100
Waukesha, WI 53188
P: 262-513-0666

Chicago Regional Office:

1400 East Touhy Avenue, Suite 215
Des Plaines, IL 60018
P: 312-644-3379

Kenosha Regional Office:

6520 67th Street
Kenosha, WI 53142
P: 262-925-8367

Wausau Regional Office:

7402 Stone Ridge Drive, Suite 4
Weston, WI 54476
P: 715-298-6330

Fox Valley Regional Office:

3215 West Lawrence Street, Suite 6
Appleton, WI 54914
P: 920-733-2800

Idaho Regional Office:

418 East Lakeside Avenue, Suite 207
Coeur d'Alene, ID 83814
P: 847-682-9420

Your Project Manager will be Lori Vierow and her contact information is as follows:

Chicago Regional Office

1400 E. Touhy Avenue, Suite 215
Des Plaines, IL 60018
P: 630-362-6681
lori.vierow@jsdinc.com

QUALIFICATIONS

All key members assigned to your project have relevant experience with the development of park, recreation, strategic, and comprehensive master plans. As such, they are very familiar with how to work effectively to manage and develop project documentation that is pro-active and responsive to the successful outcome of the projects objectives, timeline and budget. The following documents the responsibilities and experience of the key team members for your project.

Project Manager: Lori Vierow, PLA, ASLA, LEED AP BD+C

Landscape Architect: Sarah Dreier, PLA, ASLA, CPSI, LEED Green Associate

Senior Planner: Jim Bricker, AICP

Senior Planner: Jessica Vaughn, AICP

Project Manager: Lori Vierow - Lori has over 28 years of experience in providing planning, design and implementation services for a wide variety of public and private sector clients. Lori has led the coordination of numerous project teams from the initial site analysis through project completion. Her professional experience also includes extensive public facilitation and working with clients and communities to develop park and plaza designs that are unique and tailored to fit each community. Lori has also authored successful Illinois Department of Natural Resources grants, Baseball Tomorrow Fund, and Illinois Museum grants for recreation agencies.

Lori will serve as Project Manager and principal planner during the preparation of the Park and Open Space Plan. She will be responsible for the day to day management of project tasks, each project deliverable, and our project team members. In addition, she will ensure the City of Lake Geneva is fully informed and involved. As Project Manager, Lori will facilitate community meetings and will monitor the progress of this assignment ensuring the team's performance meets target deadlines while remaining within budget. She will also be analyzing the service levels, providing park inventory assessment, strategy development, and implementation strategies for the project.

Landscape Architect: Sarah Dreier - Sarah has more than fourteen years of experience contributing to the development of comprehensive plans for parks and recreation agencies. Sarah will provide technical and graphic support for the master plan. She will also be involved in the gathering and reviewing of agency data, inventory and

assessment, presentation exhibits/community meetings, and the associated estimates of probable development costs for the project.

Senior Planner: Jim Bricker - With over 39 years of public and private sector planning experience, Jim has acquired extensive expertise in formulating and implementing creative and practical plans for parks and open space facilities, residential communities, neighborhood revitalization, business parks, shopping centers, and community and neighborhood master plans. Jim also provides expert witness testimony for land use and development impact litigation. With his background in public administration, Jim is knowledgeable about governmental programs, public financing programs, and project entitlement procedures, and is able to efficiently and effectively lead projects through regulatory and budgetary approvals to successful completion.

Senior Planner: Jessica Vaughn - Jessica has over a decade of experience in the planning field, including project management, and policy and ordinance implementation and evaluation. She is also well versed in Traditional Neighborhood design principles and Historic Preservation. Jessica is a strong leader skilled in adding value to development design by facilitating creative solutions and balancing interests.



2

RESUMES





*"Building Relationships with a Commitment to Client Satisfaction
through Trust, Quality and Experience"*

Lori M. Vierow, PLA, ASLA, LEED AP BD+C
Senior Landscape Architect

With over 27 years of experience, Lori fulfills the role of Senior Landscape Architect. Lori's experience includes the development of comprehensive master plans, conceptual plans, and construction documents for projects ranging from public parks, athletic field development and urban streetscapes, to residential, commercial, and sustainable developments. She also has extensive experience coordinating project teams from the initial site analysis through project completion, as well as, working with clients and communities to develop open space master plans and park master plans that are unique and tailored to fit each community.

Education/Registration

Iowa State University, Ames, Iowa
B.S. in Landscape Architecture, 1992

Registered Landscape Architect: State of Illinois #157-001163

Registered Landscape Architect: State of Wisconsin #774-14

LEED AP BD+C #10318178

Professional Experience

Comprehensive Planning

- Comprehensive Master Plan, Prospect Heights Park District, Prospect Heights, IL
- Bicycle Master Plan, City of Lockport, IL
- Comprehensive Master Plan, Bloomington Parks, Recreation & Community Arts Department, Bloomington, IL
- Community Action Park Plan, Wood Dale Park District, IL
- Open Space Master Park Plan, New Lenox Community Park District, IL
- Comprehensive Master Plan, Morton Grove Park District, Morton Grove, IL
- Comprehensive Master Plan, Park Ridge Park District, Park Ridge, IL
- Comprehensive Master Plan, South Elgin Parks and Recreation Department, IL
- Open Space Master Plan, Salt Creek Rural Park District, IL

Park & Recreation Design Experience

- Heritage Park, Village of Homer Glen, IL
- Burning Bush Trails Park, River Trails Park District, IL
- Aspen Trails Park, River Trails Park District, IL
- Carolshire Park, Carol Stream Park District, IL
- Skate Park, Vernon Hills Park District, IL
- Eagle View Park, Bloomington Parks, Recreation and Community Arts Department, IL
- Gaelic Park, Bloomington Parks, Recreation and Community Arts Department, IL

Grant Writing/Administration Experience

- OSLAD Grant, Burning Bush Trails Park, River Trails Park District, IL
- OSLAD Grant, Lake Park, Des Plaines Park District, IL
- CDBG Grant, Carolshire Park, Carol Stream Park District, IL
- Baseball Tomorrow Fund Grant, Little League Ballfield, City of Markham, IL



*"Building Relationships with a Commitment to Client Satisfaction
through Trust, Quality and Experience"*

Sarah C. Dreier, PLA, CPSI, LEED Green Associate
Landscape Architect

With over 14 years of experience, Sarah fulfills the role of Landscape Architect for JSD's landscape architecture division, contributing her ability a variety of projects throughout the office. Sarah is a proven thinker, collaborator, and leader who works well with others. Sarah's experience with both public- and private-sector clients has yielded skills that facilitate an enriched project process. Sarah provides critical thought and design leadership to a range of planning and design projects at JSD.

Education/Registration

Iowa State University, Ames, Iowa
B.S. in Landscape Architecture, 2006

Registered Landscape Architect: State of Illinois #157-001690
Registered Landscape Architect: State of Indiana #LA22000003
LEED Green Associate: #10289129
Certified Playground Safety Inspector: #41454-0421

Professional Experience

Comprehensive Planning

- Bicycle Master Plan, City of Lockport, IL
- Comprehensive Master Plan, Prospect Heights Park District, Prospect Heights, IL
- Comprehensive Master Plan, Bloomington Parks, Recreation & Community Arts Department, Bloomington, IL
- Comprehensive Parks & Recreation Plan, Park District of La Grange, IL
- Batavia Community Recreation Center Feasibility Study, Batavia Park District
- Comprehensive Parks & Recreation Master Plan, Midlothian Park District
- Comprehensive Parks & Recreation Master Plan, Flagg-Rochelle Community Park District
- Parks, Outdoor Recreation & Open Space Plan, Rock County, WI
- Comprehensive Parks & Recreation Master Plan, Crystal Lake Park District
- Comprehensive Parks & Recreation Master Plan, Burbank Park District
- Comprehensive Parks & Recreation Master Plan, Hodgkins Park District

Park & Recreation Design

- Heritage Park, Village of Homer Glen, IL
- Burning Bush Trails Park, River Trails Park District, IL
- Aspen Trails Park, River Trails Park District, IL
- Jelke Creek Bird Sanctuary, Dundee Township
- McCarty Park, City of Aurora Parks, Recreation & Open Space Department
- Larson Park, Sycamore Park District

Grant Writing

- OSLAD Grant, Lake Park, Des Plaines Park District, IL
- Rebuild Illinois Grant, Carol Stream Park District, IL
- Phillips Park, City of Aurora Parks, Recreation & Open Space Department

*"Building Relationships with a Commitment to Client Satisfaction
Through Trust, Quality and Experience"*



Jim Bricker, AICP
Senior Planner

With over 39 years of public and private sector planning experience, Jim has acquired extensive expertise in formulating and implementing creative and practical plans for parks and open space facilities, residential communities, neighborhood revitalization, business parks, shopping centers, and community and neighborhood master plans. In addition, Jim is JSD's project specialist for conducting Phase 1 Environmental Site Assessments and site due diligence investigations. He also provides expert witness testimony for land use and development impact litigation. With his background in public administration, Jim is knowledgeable about governmental programs, public financing programs, and project entitlement procedures, and is able to efficiently and effectively lead projects through regulatory and budgetary approvals to successful completion.

Education

University of Wisconsin-Madison, WI
MS Urban and Regional Planning, 1979

University of Wisconsin-Stevens Point, WI
BS Natural Resources Management, 1977
American Institute of Certified Planners (AICP)

Professional Experience

Park & Trail Master Plans

- Cathedral Point Park Master Plan, Verona, WI
- Meister Park North Master Plan, Verona
- Capital City State Trail Realignment, Fitchburg, WI
- Milwaukee River Gateway Park Master Plan, Brown Deer, WI

Community Park & Recreation Plans

- Park & Open Space Plan, Poynette, WI
- Park and Open Space Plan, Verona, WI

Community & Neighborhood Plans

- 51-138 Westside Neighborhood Plan, Stoughton, WI
- SE Quadrant Plan – Camp Phillips Road, Weston, WI

Commercial/Retail

- Kettle Park West, Stoughton, WI
- Fitchburg Center Promega, Fitchburg, WI
- Orchard Pointe Super Target, Fitchburg, WI
- Hilltop Sand Reclamation Plan, Fitchburg, WI
- Camp Phillips Center Concept Plan, Weston, WI
- Sugar Creek Commons Concept Plan, Verona, WI

*"Building Relationships with a Commitment to Client Satisfaction
Through Trust, Quality and Experience"*



Jessica Vaughn, AICP
Senior Planner

Jessica holds a Master's Degree in Urban and Regional Planning from the University of Colorado-Denver as well as a Bachelor of Science Degree in Legal Studies from the University of Wisconsin-Madison. She has over a decade of experience in the planning field, including project management and policy and ordinance implementation and evaluation. She is also well versed in Traditional Neighborhood design principles and Historic Preservation. Ms. Vaughn is a strong leader skilled in adding value to development design by facilitating creative solutions and balancing interests.

Education

University of Colorado – Denver, Denver, CO

M.S. in Urban and Regional Planning and Graduate Certificate in Historic Preservation, 2006

University of Wisconsin – Madison, Madison, WI

B.S. in Legal Studies, 2002

Professional History

Senior Planner, JSD Professional Services, Inc., 2017 - present

Planner II/Acting Urban Design Commission Secretary, City of Madison, WI, 2015-2017

Associate Planner, Town of Los Gatos, CA, 2014

Planner II/Historic Preservation Planner, City of Boulder, CO, 2008 -2013

Planner I, Town of Castle Rock, CO, 2006 - 2008

Professional Experience

Planning and Land Use Policy

- Cottage Grove Road Activity Centers Plan, Madison, WI
- Anton Drive Redevelopment Plan, Fitchburg, WI
- Village of Waunakee Comprehensive Plan Update, Village of Waunakee, WI
- City of Boulder Historic Preservation Plan, Boulder, CO

Municipal Administration and Code Evaluation

- City of Madison, Acting Urban Design Commission Secretary
- Town of Lisbon Site Specific Master Plan and Preliminary Market Study, Lisbon, WI
- Sign Code Amendment for Sail Signs, Waunakee, WI
- Residential High-2 Zone District Report: An In-depth Look at the RH-2 Zone District, Boulder, CO

Implementation and Design

- Highlands of Netherwood Subdivision, Oregon, WI
- 201-215 N Blount St., Madison, WI
- Tru Hotel, Madison, WI
- Grandview Terrace Relocation Project, Boulder, CO
- Golden Buff/EADS Smoke Shop Hotel Redevelopment, Boulder, CO
- Alexan Flatirons Apartments, Boulder, CO

3

PROJECT
UNDERSTANDING
/APPROACH



PROJECT APPROACH

The JSD Team's planning approach is grounded in sound planning and design principles and community consensus building. As a team, we will generate thoughtful and strategic planning ideas and policy interventions that will be the basis of the Park and Open Space plan for the City of Lake Geneva. We are creative problem solvers who value public input and the establishment and maintenance of relationships with project stakeholders. Our design process incorporates a rigorous vetting that ultimately leads to truly intelligent, workable alternatives. Our Team has carefully reviewed the project description, and has a thorough understanding of the consultant's responsibilities and desired outcomes. We will provide the city with a Park and Open Space Plan that demonstrates creative thinking, innovative ideas, and effective insight.

Our Philosophy

We believe that parks are vital to the quality of life and are instrumental to the economic development of a community; and we are committed to creating facilities that attract people to a community and inspire them to take active roles in protecting these vital resources. Recreation sites that are developed with this sense of purpose and responsibility result in the creation of places that people want to visit and they establish community pride.



TASK A: RESEARCH AND DATA GATHERING

Before beginning to plan and analyze the city's park system, our project team will gather data, assemble information, and conduct a kick-off meeting with city staff. The initial data gathered will likely include:

- Annual Reports
- Individual master plans/studies for various parks or recreation amenities
- City of Lake Geneva Park and Open Space Plan 2015-2020
- 2018 City of Lake Geneva Bicycle and Pedestrian Plan
- City of Lake Geneva 2020 Comprehensive Plan
- GIS data from park and trail system
- Intergovernmental agreements
- Current operating budget
- Recreation brochures, marketing materials, and annual programs
- Budgets for maintenance, operations, and capital improvements for the last five years
- Available GIS Data, AutoCAD drawings, aerial photographs, surveys, topography, wetlands inventory, flood plain mapping, boundary surveys and property lines, land use and zoning, utilities, and transportation corridors

Project Kick-off Meeting

Our team members along with key staff will meet to introduce critical parties of the project planning team, familiarize ourselves with the existing planning documents, review the overall project goals, refine the scope of work, project schedule, major focus areas, and identify any special data and information needs beyond the available reports that may be necessary as well as to develop consensus on the public involvement/visioning process. JSD will prepare and distribute meeting minutes.

At this meeting, we will also:

- Develop consensus on the public involvement/visioning process;
- Categorize the inventory of the existing parks and recreation facilities; and
- Conduct a "Round Table" discussion with the team regarding current and anticipated trends in recreation, facilities and programming needs.

Park System and Facilities Map

We will develop a park facilities map that shows the location of existing park sites and open spaces, and the community areas served for the purpose of identifying locations for additional facilities to meet the current and future goals of the community.

TASK B: DOCUMENT AND EVALUATE EXISTING CONDITIONS

The JSD Team will conduct a planning tour of the park sites and open space within the park system to observe, and become generally familiar with apparent conditions, patterns of use, park operations and maintenance concerns, and other considerations. The inventory will include an updated assessment of existing facilities relative to use, wear, conditions, and maintenance. We will also assess the existing site infrastructure, topography, vegetation, access, circulation, parking, drainage, wetlands, current land use, play fields and exterior recreational spaces, open space, development constraints and other conditions potentially affecting the future site development and intended uses by a field inventory/tour of each existing park.

Data Analysis and Community Profile

We will review all provided and procured data and prepare a community profile that presents the current analysis of the 2020 local demographic trends, assesses development densities, identifies under-served areas, and future growth concentrations. Target design populations will be prepared for current conditions, as well as projections for 2025 and 2030. These design populations will later be applied to the acreage and facility standards formulated in the modified needs assessment to determine system-wide needs. We will also collect cultural information pertaining to population

diversity, gender and age, household and education statistics, education, employment, and income. This step will utilize the most recent census data as available.

Supply and Trends

JSD will review and update the inventory of facilities offered by the City of Lake Geneva, as well as the surrounding communities and private recreation/fitness centers. The market or service area for each type of park may vary greatly, depending on the type of park, service, or facility being evaluated. National Recreation and Parks Association (NRPA) standards will be utilized as a baseline and reference point as we compare the city's park system offerings to the national standards and the Wisconsin Statewide Comprehensive Outdoor Recreation Plan Wisconsin (SCORP).

During this task, JSD will review current local, regional, and national recreation trends. A challenge often times faced by communities is to continue to understand and respond to the changing characteristics of those it serves. The use of future recreation trends to anticipate programming or facility needs must be carefully weighed in relation to several factors, such as demographics, park district priorities and policies, as well as economics. Our team understands these indicators and we will consider the impacts current trends will have on the diverse elements of the parks and open space system.

Benchmarking, Industry Standards, and Trends Analysis

Utilizing the demographic analysis and our understanding of the community from the public engagement process, we will highlight socioeconomic data including, but not limited to households by age and income, race and ethnicity, shifts in population and households, consumer expenditure data, and labor/employment. Demographic data will serve to inform the assessment of immediate, mid, and long-range parks and recreational needs.

We will prepare service area maps, including an equity mapping analysis and service area mapping. Equity mapping uses GIS to map major amenities by facility standards, as applied to population density and geographic areas. Using the facility standards and service areas influenced by comparable communities and community priorities for each park and major facility type, we will prepare a series of maps for each desired park classification and/or facility. Service area mapping will be prepared using the area of service analysis (classification radii) established by local and national standards. Maps will be prepared for various facilities such as soccer fields, baseball fields, football fields, playgrounds, picnic area, aquatic facilities, etc. to identify distribution throughout the market area. In addition to providing this inventory, we will update the existing GIS data and mapping and prepare a recreational demand analysis to compare the city with other entities to gauge how the city measures up – benchmarking.

Level of Service Standards

We will develop level of service (LOS) standards and provide usable and workable definitions and recommendations for development standards for indoor and outdoor park facilities and land acreages. These standards will also consider the geographic distribution of indoor and outdoor facilities. National standards will be utilized as a baseline and reference point for development of standards for acreage and facilities that are unique to the City of Lake Geneva. The Park and Open Space Plan Update process will evaluate the use needs of the various facilities and the projected long-range needs. If the supply is greater than the demand, the Park and Open Space Plan will evaluate the facilities making an informed recommendation on the best location within the park system for those identified facilities and which locations could be re-purposed.

TASK C: PUBLIC ENGAGEMENT AND VISIONING

We will work with the City Administrator, Lake Geneva's Park Board members, and staff to ensure there is a balanced representation from the community, including key stakeholders, user groups, and residents from all sectors of the community. Public engagement is critical to developing plans that reflect community goals and build consensus among stakeholders. Rather than a task to be completed once, for the duration of the planning process, our project team will utilize a variety of participation techniques and settings.

During COVID-19, web conferencing has become an essential part of how people keep up with personal connections and professional responsibilities. These virtual meetings have illustrated that not every meeting needs to be in person. Following the State of Wisconsin and CDC guidelines, JSD will conduct and lead virtual public meetings during our planning efforts.



A. Public Workshops

The first public workshop will be held early in the planning process but not before the completion of pre-planning activities and at least some of the data analysis, inventory, and assessment have been completed. The workshop will begin with a brief presentation followed by small group exercises designed to solicit input and suggestions for parks, facilities, programs, operations, and maintenance practices. A second public workshop will occur to present the draft recommendations to the residents.



B. Project Web Page/Social Media

We will assist the city with creating a project-specific web page and establish social media outlets (Instagram/ Facebook) to help introduce the public to the planning process and keep them apprised of our progress. The website will host approved interim deliverables, announce dates for meetings, and link to social media sites and survey information. Our social media campaign will be an important component of this program – particularly to engage residents who may have been unable to attend prior public engagement events – and will include a plan for harvesting and managing public input for inclusion in the deliverable documents. This will also maximize the potential for participation from all age segments.



C. Informational Pieces

Our project team will work with city staff to prepare informational pieces at key points in the process for the website and other outlets as appropriate (city newsletters, media, etc.).



D. Community Survey

We will conduct an on-line survey to ensure the resident's voices are heard. The entire community will be encouraged to complete the survey via the city's current public relations avenues. A link will be provided for posting on the city's website and social media channels (if applicable). Residents may also request hard copy surveys.

TASK D: GOALS, RECOMMENDATIONS, IMPLEMENTATION, AND FUNDING

Data Analysis

The next step in the Park and Open Space Plan Update process is analyzing the data collected, community attitudes and interests, operational needs, and funding capabilities to develop and identify the needs of the city. The collected data is run through a series of filters to identify specific needs based on available cultural, natural and fiscal resources. JSD will also perform an analysis of the results of the mapping of parks and facilities and a review of the public input process to identify portions of the community and target populations that are under served.

The JSD Team will begin to synthesize the information from the assessment and public engagement and begin to formulate preliminary strategies to address the specific recreational facility needs of the city. The resulting recommendations will reflect the current recreational demands and prioritize future system-wide improvements. The plan recommendations will include goals and measurable objectives for each of the key areas of plan, including land acquisition, future park and programming development, operations and maintenance, staffing, and funding strategies for future improvements.

Land Acquisition

Using knowledge gained from the inventory process, we will develop a Land Acquisition Strategy, including guidelines for property acquisition and measurable goals for scrutinizing potential land acquisitions. The Land

Acquisition Strategy will identify both immediate and future acquisition targets. Vacant parcels and parcels adjacent to existing parks will be evaluated as to their suitability for various types of park and recreation facilities. Base sheets, prepared from GIS data and aerial photography, will be used as a graphic tool to assemble inventory about each parcel identified for evaluation. An opportunity or constraints analysis will be assembled for each parcel with recommendations as to types of programs and facilities that would best for the site.

Future Park Facilities and Development

In addition to potential park development through acquisition, future park development and/or redevelopment recommendations will be proffered for each of the city's existing parks. Recommendations will follow best practices as drawn from successes with other communities as well as highlight innovative strategies available for developing parks and facilities to achieve the highest levels of service delivery.

Cost Estimates and Prioritization

Cost estimates for proposed capital improvements will be provided as a tool to establish priorities, identify phases, and pursue funding. Cost estimates will be tied to an illustrated map identifying the location, size, quantity, and total costs of each proposed improvement. Cost estimates will be tied back to the prioritized implementation plan identifying short-term and long-term goals allowing for flexibility and planning of implementation.

Funding

A review of budget policies is needed to secure adequate capital for needed improvements as well as the operational costs to maintain the system with a series of follow-up recommendations. Throughout the planning process, our team will work with city staff to identify viable funding alternatives. In this effort, potential funding sources will be evaluated and those most appropriate and realistic will be incorporated into the implementation strategy. New or alternative funding sources will be identified as appropriate, including grants, foundations, fees, sponsorships, donor programs, and/or partnerships. A thorough analysis will be made for each funding source identified.

Preliminary Strategy Review Meeting

We will meet with city staff and Park Board members to review the preliminary strategies, including the short- and long-term recommendations. This step in the Park and Open Space Plan Update process is vital for clarifying the city's direction for action planning, decision making, and resource allocation. Input from this meeting will provide direction to help to refine recommendation of the final Park and Open Space Plan

TASK E: FINAL REPORT AND PRESENTATION

The final steps of the planning process begin by refining the recommendations and components into one plan. The JSD Team will prepare a draft version of the Park and Open Space Plan for review and discussion by staff and Lake Geneva's Park Board. The draft plan will also include planning maps, graphics, and will describe the methodologies used in the preparation of the plan, provide demographic information, describe existing facility conditions, review current programming, compare the City of Lake Geneva to other similar recreation agencies/communities and provide a series of recommendations for facility enhancement, land acquisition, programming, intergovernmental agreements and operating/capital budgeting and funding.

The report will prioritize improvements that meet the vision and goals of the community and provide strategies for their implementation. The draft implementation plan will also address recommendations for updates to current and future maintenance practices.

Preliminary Review Meeting

We will meet with city staff to review the draft Park and Open Space Plan. Input from this meeting will provide direction to help to refine recommendations of the final plan document, as well as guide the presentation of the draft plan to the Park Board.

The presentation of the draft plan will be held at a regularly scheduled public meeting and will include all elements of the final plan and recommendations. The plan will be presented as a “draft” to allow for the inclusion of feedback from Lake Geneva’s Park Board. Input from these meetings will provide direction to help to refine recommendations of the final Park and Open Space Plan.

Final Park and Open Space Plan

Based on comments from city staff, Park Board, and/or City Council, the draft plan will be modified, as required. The presentation of the final plan will be held at a Park Board meeting. Following successful adoption of the Park and Open Space Plan, deliverables will be provided to the city.

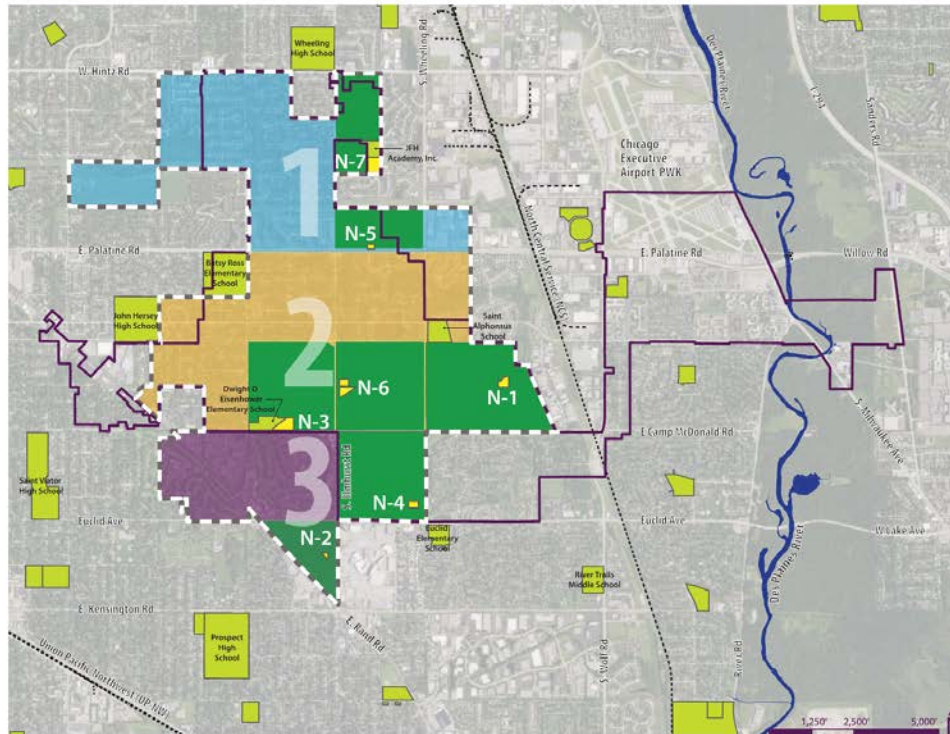
Final deliverables will be an electronic copy in a format compatible with the city’s software and will include an executive summary with “dashboard” style assessment of inventory and park needs, including pictographs. They will also include 10 bound hard copies.

To continue supporting the city’s goals and provide the most successful implementation possible, JSD will provide a follow-up one-year after plan adoption. We will meet with staff, to discuss the progress that has been made with regard to the plan over the year and we will prepare a written report of the findings.



4

**SIMILAR
PROJECTS**



| NEIGHBORHOOD PARK SERVICE AREA |

This map illustrates the Prospect Heights Park District's Neighborhood Parks as classified by the NHPA classification. Neighborhood Parks have a service area of a 1/2 mile radius. The service areas are clipped where interrupted by non-residential roads or other physical barriers such as railroad lines.

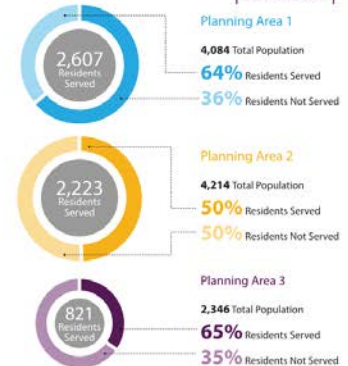
| LEGEND |

- Prospect Heights Park District Boundary
- City of Prospect Heights Boundary
- Prospect Heights Park District Property
- School Property
- Mini Park Service Area | 1/2 mile radius
- Planning Area 1
- Planning Area 2
- Planning Area 3

| NEIGHBORHOOD PARKS |

- N-1 Claire Lane Park
- N-2 East Wedgewood Park
- N-3 McDonald Field
- N-4 Tully Park
- N-5 School Street Park
- N-6 Izaak Walton Park
- N-7 John Muir Park

| SUMMARY |



PROSPECT HEIGHTS PARK DISTRICT
MAP 5 | NEIGHBORHOOD PARK SERVICE AREA |

| COUNTRY GARDENS PARK |
Classification: Community Park

| 901 N SCHOENBECK ROAD |
Acres 9.0



- SITE AMENITIES**
- Basketball Court
 - 5-12 Year Old Play Area
 - Sand Play Area
 - Soccer Field
 - Tennis Courts
 - Sand Volleyball
 - Portable Restrooms
 - Picnic Shelter
 - Open Area
 - Landscaping
 - Park Sign
 - Parking

Great
Satisfactory
Fair

STRENGTHS:

- Bike routes connect to the neighborhood
- On-site parking
- Basketball court is in good condition

WEAKNESSES:

- 5-12 modular structure is in moderate condition
- Tennis court has significant cracking

STRATEGIES:

- Develop a master plan
- Create an internal access path
- Add accessible routes



16 Prospect Heights Park District Comprehensive Master Plan

Prior to joining JSD, Lori Vierow and Sarah Dreier assisted the GreenPlay, LLC team with the development of the Comprehensive Master Plan for the Prospect Heights Park District. The scope of our assignment was to inventory and assess the existing outdoor recreation facilities, prepare a level of service analysis, GIS mapping, review and update the park district goals and objectives, analyze the demographics of the park district, and provide cost estimates, capital planning, and recommendations.

In addition, Lori and Sarah co-lead the public facilitation meetings, and presentations to the Park Board. The Comprehensive Master is a detailed long-range strategy intended to guide the development of the parks and open space of the community over the next five years.



Prior to joining JSD, Lori Vierow and Sarah Dreier assisted GreenPlay, LLC, along with team members Design Concepts, WTI, and Public Research Group on the development of the Comprehensive Master Plan for the City of Bloomington. The team prepared the recommendations and the level of service analysis for the plan. Utilizing GRASP results along with analyzing other data collected such as usage, needs, operations, maintenance, and land use; recommendations were developed. Lori and Sarah also co-led the public outreach process and assisted the team with the inventory and assessment of the City's 41 park sites.

The Comprehensive Master Plan is a guide for the Parks, Recreation & Cultural Arts Department in making operational, capital improvement and policy decisions over the next five years. Recommendations were also made for future capital improvements as well as immediate actions that should be addressed.



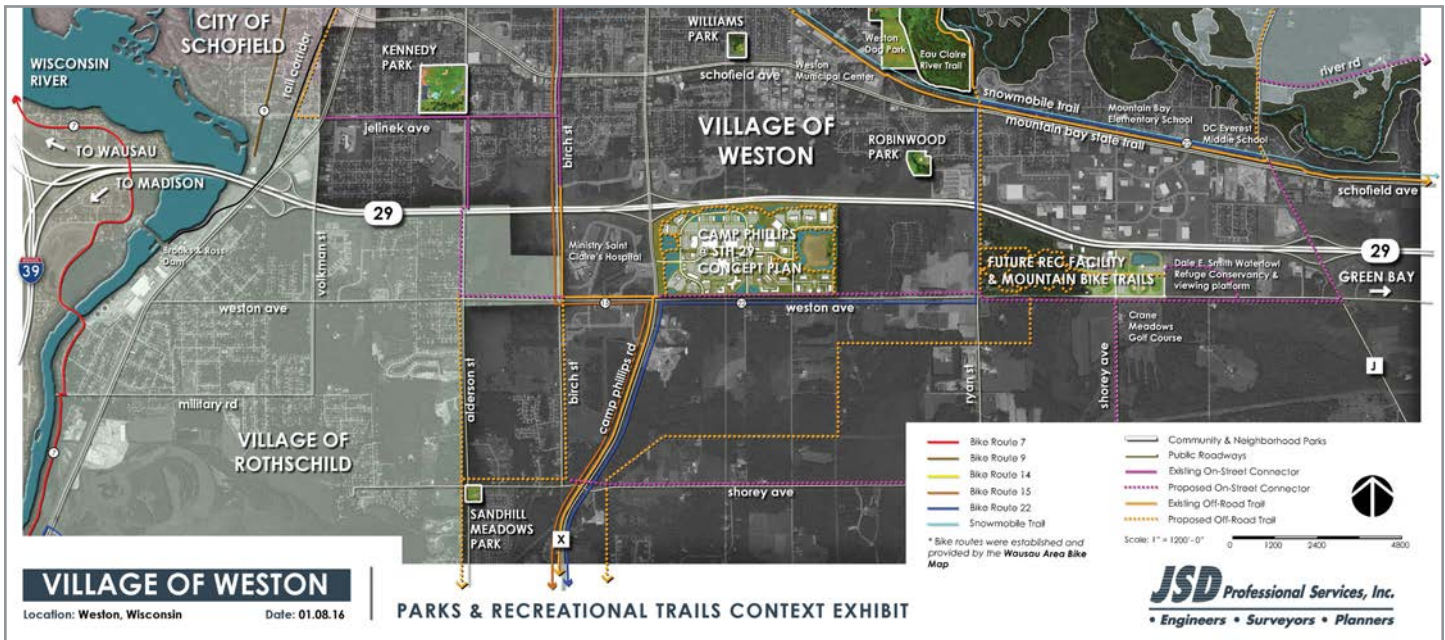
COMPREHENSIVE PARKS AND RECREATION MASTER PLAN
JANUARY 2019

CLIENT: Village of Weston
PROJECT SIZE: 3 Sites
PROJECT COMPLETION: 2015

PARK COMPREHENSIVE MASTER PLAN

Weston, Wisconsin

COMPREHENSIVE MASTER PLAN



JSD provided planning, landscape architecture services to the Village of Weston to support the village's ongoing planning efforts to develop and refine village's adopted parks and recreation facilities plans. JSD provided assistance and documentation for three park sites, including The Weston Avenue Recreation Center Facility, Kellyland Park, and Yellow Banks Park.

The JSD Team reviewed materials developed by the Village and their consultant team, including site analyses, facilities studies, proposed improvement plans, schematic plans, and preliminary cost estimates. From those documents, JSD developed a Village wide park comprehensive master plan that focused on connectivity between recreational sites, including bicycle, snowmobile, and pedestrian routes.

As part of the scope of work, JSD also refined individual park master plans and documents and making recommendations for park improvements, including parking areas, playgrounds, shelters, athletic fields, pedestrian access, connectivity, and where site amenities as well as trail access could be enhanced.



Create the Vision » Tell the Story

JSD Professional Services, Inc.
• Engineers • Surveyors • Planners



Site Inventory & Analysis
Rock County, Wisconsin
2009-2014 Parks, Outdoor Recreation &
Open Space Plan



Park Name: Lee Park

Park ID: 7

Park Location: WI-140 & WI-67

Park Size: 40 Acres

Park Type: County Recreation Park

Park Amenities: Picnic shelter, rest room facilities, baseball field, benches, water pump, prairie restoration, trails, parking, arboretum.

General Park Impressions: Potential for a outdoor education center

Accessibility Level: ADA accessibility is below average

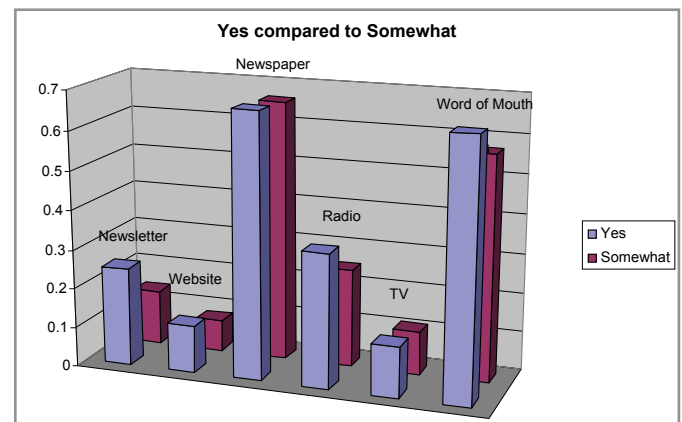
Site Observations:

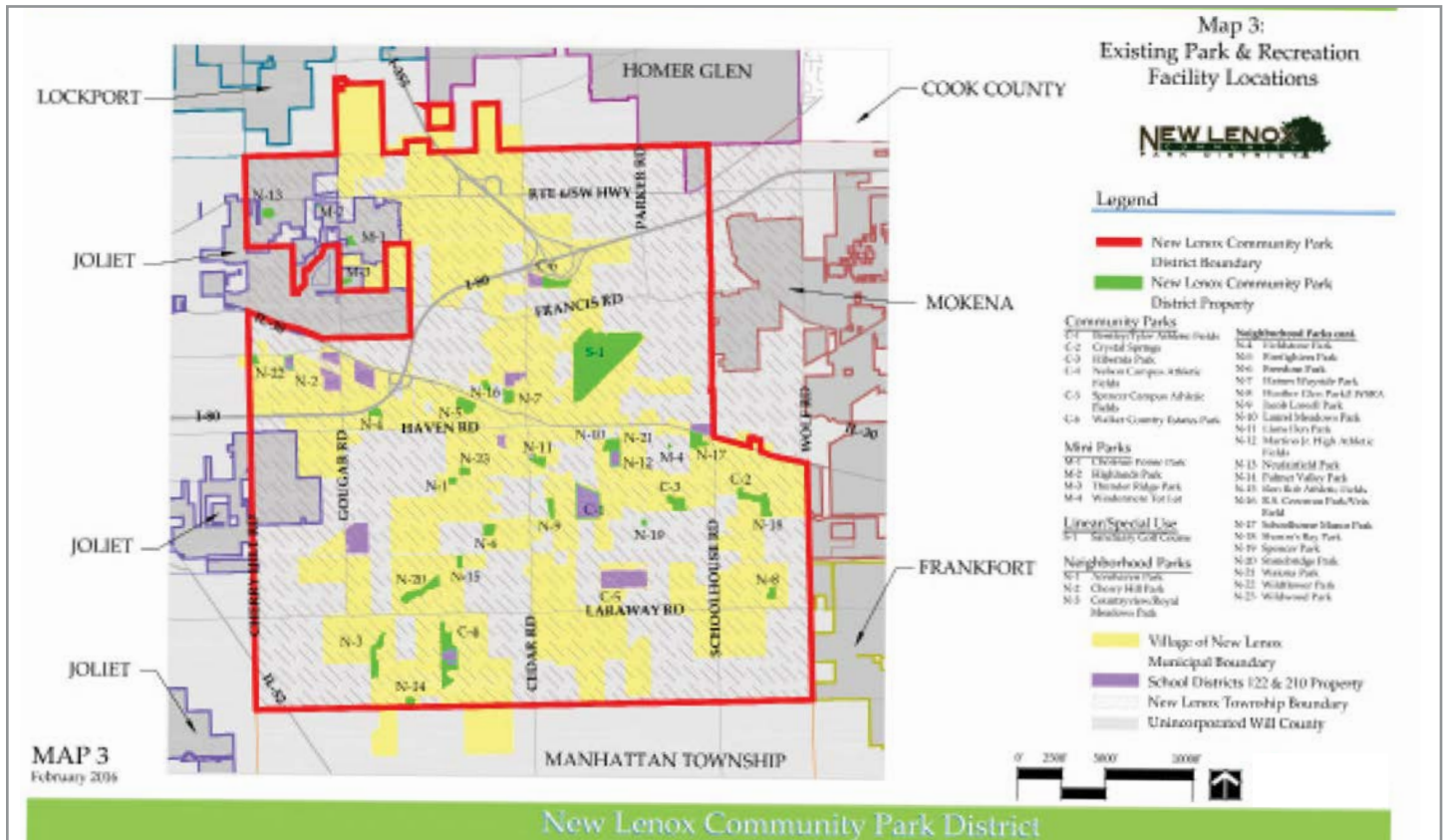
- 1) Parking and road are gravel
- 2) Benches and fence look good by the baseball field, the field needs work
- 3) Need ADA accessibility to all park elements
- 4) Few trails lead to dead ends
- 5) Shelter needs a new roof
- 6) Trail through woods, some tree species marked



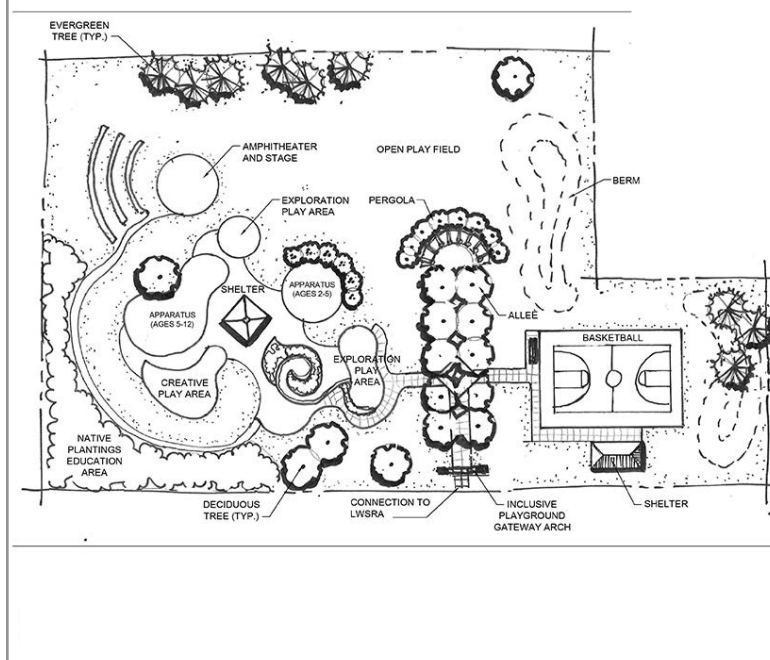
JSD's landscape architect, Sarah Dreier assisted with the update to the Rock County Parks, Outdoor Recreation & Open Space Plan. The county park system was at a crossroads between actively planning for the future or respecting the past.

The scope of service included conducting both statistically-valid random mail and telephone surveys, blending an analysis of the data sets, analyzing data from public hearings and interest group meetings, preparing a 5 year Capital Improvement Program and shaping a strong implementation plan that will provide a direction for the agency.



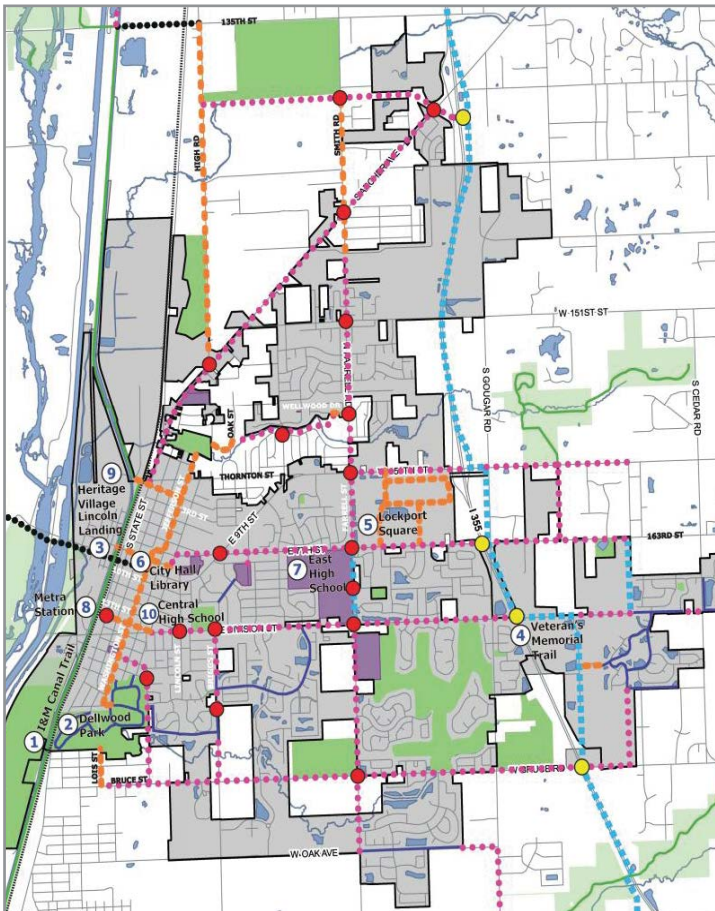


Leigh Creek South New Lenox, Illinois



JSD's landscape architect, Lori Vierow, prepared the park master plan document for the New Lenox Community Park District. The scope of the assignment was to inventory and assess the existing outdoor recreation facilities, review and update the park district goals and objectives, review the demographics of the park district, and provide a capital planning and alternative strategy development.

The Master Park Plan is a comprehensive and long-range strategy intended to guide the development of the parks and open space of the community over the next 5-10 years. The project also preparation of recommendations for improvements and conceptual design planning for 5 park sites.



JSD was hired by the City of Lockport, Illinois to update their existing 2003 Bicycle Master Plan. Two focus groups and a public open house were held on January 31, 2019, to gather community input and feedback from residents and stakeholders. JSD toured the existing trails, developed GIS maps, and prepared recommendations for new bike trail locations, addressed sidewalk gaps and reviewed implementation strategies. In addition, the public comments received, along with city input were used to evaluate and implement additional opportunities for recreational amenities, alternate modes of transportation, and in connecting the City of Lockport to surrounding communities and trail systems. The plan was adopted in October 2019.



REFERENCE LIST

We encourage you to contact the following references who are familiar with our level of service and commitment to delivering successful project results. We are confident you will find their perception of the service provided to be exceptional. You also can expect to receive the highest level of service, commitment and attention to detail necessary for the improvements planned for the City of Lake Geneva's Park and Open Space Plan Update.

Client: Prospect Heights Park District
Project: Comprehensive Master Plan
Contact: Ms. Christina Ferraro, Executive Director
847-666-4861, cferraro@phparks.org

Client: City of Lockport
Project: Bicycle Master Plan
Contact: Mr. Ben Benson, City Administrator
815-838-0549, ext. 2111, bbenson@lockport.org

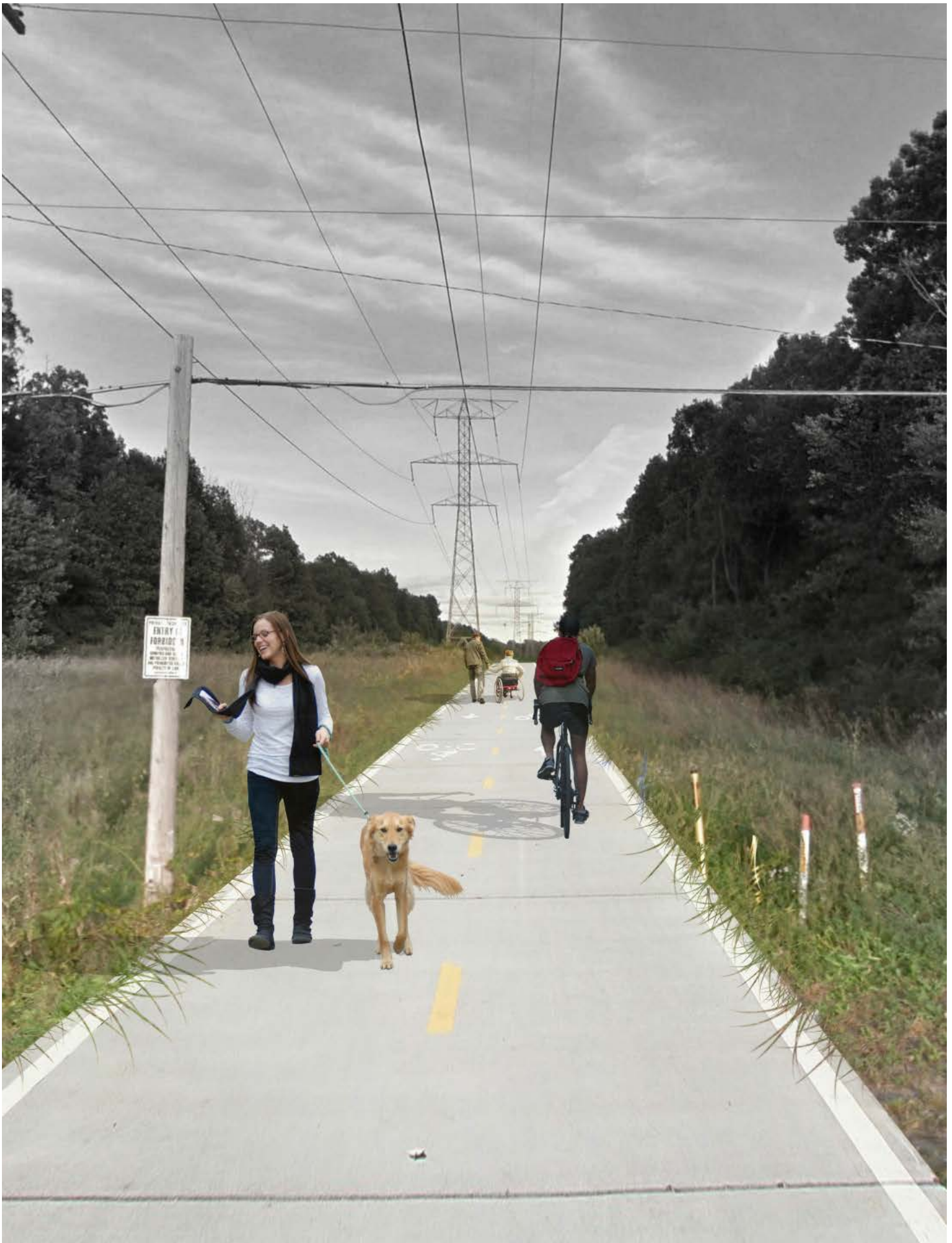
Client: City of Bloomington Parks, Recreation & Cultural Arts Dept.
Project: Comprehensive Parks and Recreation Master Plan
Contact: Mr. Jay Tetzloff, PR&CA Director and Zoo Superintendent
309-434-2250, jtetzloff@cityblm.org

Client: New Lenox Community Park District
Project: Open Space Master Plan
Contact: Mr. George Travnicek, Director of Parks - Maintenance
815-485-3584, gtravnicek@newlenoxparks.org

WHY THE JSD TEAM?

The JSD Team has been strategically assembled to bring a wide range of knowledge and expertise to assist the City of Lake Geneva in developing a Park and Open Space Plan for the future of its community. Our team is comprised of highly experienced professionals in the fields of planning, landscape architecture, public facilitation, architecture, and needs assessment. We are also effective in creating a public process, along with planning and operational options, that establish a balance between innovation and experience, conservation and active recreation, design excellence and cost control, creativity and functional accommodation, and that meet the needs of the community with the resources that are available.

Our team has completed numerous comprehensive plans for park districts, recreation agencies, and municipalities that has led to better decision making by administrators, executive directors, and elected officials, alike.



5



PROJECT
SCHEDULE

PROJECT SCHEDULE

Below is a proposed timeline for accomplishing the preliminary scope described in detail in Tab 3: Project Understanding/Approach. As with any well-constructed schedule, this document (or one revised in consultation with the city) will serve the project team as a road map to project completion, with an appropriate number of intermediate milestones along the way.

City of Lake Geneva Park and Open Space Plan Update Anticipated Project Schedule

Approximate Project Month		April	May	June	July	August	September	October
		1	2	3	4	5	6	7
Task A: Research and Data Gathering	Project Kick-off Meeting	★						
Task B: Document and Evaluate Existing Conditions								
Task C: Public Engagement and Visioning	Planning Workshop		★					
Task D: Goals, Recommendations, Implementation, and Funding								
Task E: Final Report and Presentation	Park Board Meetings						★	★

6



PROJECT COST



PROJECT COST

Task A: Research and Data Gathering

\$1,500

- Project Kick-off Meeting Summary
- Project Schedule
- Park System and Facilities Map

Task B: Document and Evaluate Existing Conditions

\$3,500

- Data Analysis and Community Profile
- Supply and Trends
- Benchmarking, Industry Standards, and Trends Analysis
- Level of Service Standards

Task C: Public Engagement and Visioning

\$3,500

- Public Workshop
- Project Web Page/Social Media
- Informational Pieces
- Community Survey

Task D: Goals, Recommendations, Implementation, and Funding

\$9,500

- Data Analysis
- Land Acquisition
- Future Park Facilities and Development
- Cost Estimates and Prioritization
- Funding
- Preliminary Strategy Review Meeting

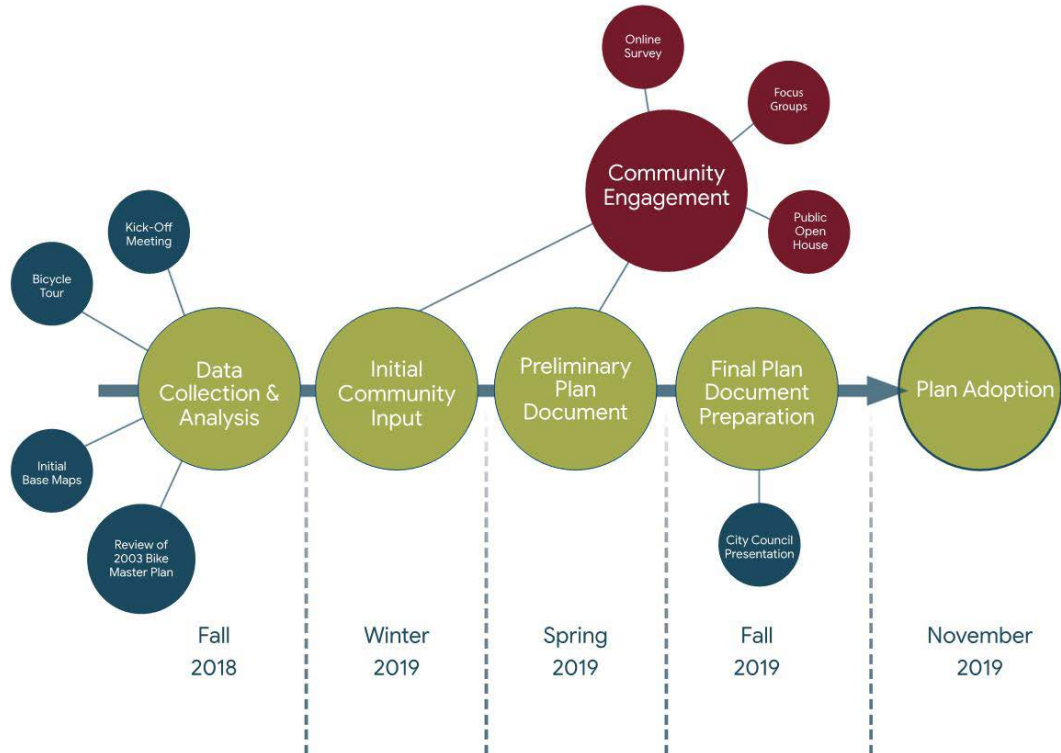
Task E: Final Report and Presentation

\$4,500

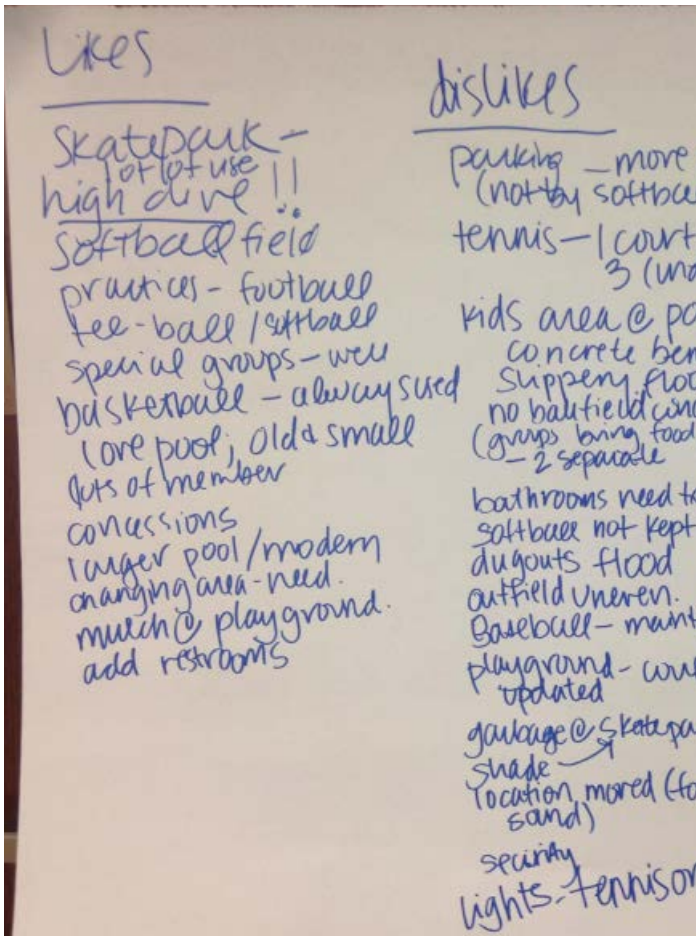
- Preliminary Review Meeting
- Final Park and Open Space Plan

Total \$22,500

THE PLANNING PROCESS



City of Lockport Planning Process





MADISON | MILWAUKEE | CHICAGO
FOX VALLEY | KENOSHA | WAUSAU | COEUR D'ALENE

WWW.JSDINC.COM

PROPOSAL TO PROVIDE A:

**FIVE-YEAR UPDATE
OF THE CITY OF
LAKE GENEVA'S
COMPREHENSIVE
OUTDOOR
RECREATION PLAN**



Photo courtesy of:
<https://www.visitlakegeneva.com/listing/library-elm-park/1643/>



February 18, 2021

Dave Nord, City Administrator
City of Lake Geneva
626 Geneva Street | Lake Geneva, WI 53147

Re: Proposal to Provide a Five-Year Update of the City of Lake Geneva's Comprehensive Outdoor Recreation Plan (CORP)

Dear Dave,

Over the past 10 years, we have witnessed a strong national trend of increased interest in parks and recreation due to their impact on community health, the environment, and attracting and retaining residents and businesses. Lake Geneva is experiencing residential growth and with that growth, the development of new parks. We know the City is primarily interested in updating the CORP for eligibility for the Transportation Alternatives Program (TAP) grant it was awarded, but also that the City views this CORP update as an opportunity to proactively ensure a high quality park system throughout the community. We would love the opportunity to complete a holistic review of the City's park system to ensure the City has the parks it needs and connected assets within the community to serve existing and future residents. MSA can help you evaluate your needs and wants, first with a standard assessment of your current state compared to the typical needs of a community your size, and then by seeking the opinions and preferences of your residents.

To stay engaged and contribute to park and recreation thought leadership, we are active members of the National Recreation and Park Association and its state chapters. In 2020, MSA was selected as the WPRA Commercial Member of the Year due to our dedication and work with the chapter. At both national and state conferences, we have presented innovative park and recreation ideas and projects; we are also active participants in regional meetings. We make it a priority to stay on top of current practices for completing park needs assessments. We understand that each community is unique in the facilities and the level of service it provides, and that this plan is more than a math equation. Park planning is about talking to residents, staff and elected officials in the community to see what they need and balancing that with funding that is available. Internally, we have a Parks and Recreation "Community of Practice" (CoP) comprised of professionals from our 17 offices who share a passion for improving community recreational facilities. Our project team members are part of this CoP. Together, we form a well-rounded collection of professionals ready to bring all the aspects you need into one plan with a practical approach. As Project Manager, my park planning experience includes leading and/or developing 12 CORPs and regional recreation plans, as well as assisting communities in securing over \$1 million in grant funding for park projects. I would love the opportunity to work with you on this update and bring the community's park visions to reality.

We understand your interests and strongly support your desire to encourage recreation in your community, boost community health, provide spaces for all residents to recreate, and preserve and connect the places that make Lake Geneva special. Our enclosed proposal includes our project team, qualifications, scope of services, schedule and fee. Our scope and fee are based off of the scope of services outlined in your RFP, but we are open to negotiation and refinement. If you have questions or would like additional information, please do not hesitate to reach out to me directly at (608) 242-6601 or bbinz@msa-ps.com.

Sincerely,
MSA Professional Services, Inc.

A handwritten signature in black ink that reads "Becky Binz". The signature is fluid and cursive, with the first and last names clearly legible.

Becky Binz, AICP | Project Manager

MSA PROFESSIONAL SERVICES, INC.

1702 PANKRATZ STREET, MADISON, WI 53704

Contact: Becky Binz, AICP
Phone: (608) 242-6601
Email: bbinz@msa-ps.com
Website: www.msa-ps.com



Photo courtesy of:
<https://www.cityoflakegeneva.com/>



Photo courtesy of:
https://en.wikipedia.org/wiki/Lake_Geneva,_Wisconsin

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FIRM PROFILE

MSA Professional Services, Inc. (MSA) specializes in the sustainable development of communities. We achieve this by building honest, open relationships that go beyond the project to become a trusted source of expertise and support for immediate challenges and long-term goals. Big or small, we do whatever it takes to meet each need, working to make communities stronger in the process. **It's more than a project. It's a commitment.**

Our firm consists of more than 350 engineers, architects, planners, funding experts, surveyors, GIS experts and environmental scientists. MSA excels at helping clients identify grant and funding sources and then delivering high quality, cost-effective solutions.



CLIENT EXPERIENCE

Percentage of clients who say MSA met or exceeded their expectations based on the following categories.

How does the Client Experience work in Proposals/SOQs?

As part of our ongoing quality assurance program, we periodically request feedback from clients and project stakeholders to create better project outcomes for you.

These easy-to-complete surveys offer you the opportunity to comment on several areas of our performance throughout the duration of your project, which in turn helps us adapt our processes to your unique needs. Your feedback is specific to your project, and is returned directly to the people working with you. We pledge to respond to any issues you identify as the project proceeds.



PARKS AND RECREATION PLANNING

How residents perceive the quality of life within their community is linked to the quality of parks and recreational facilities available to them, therefore many communities see the benefits of completing a park and recreation plan. Having a plan becomes even more important as communities' demographics shift and redevelopment or development occurs which bring more people into the community. MSA's Planning and Design Studio has helped numerous clients meet the evolving parks needs in their communities through park planning,

What makes a successful park and recreation plan?

A successful parks and recreation plan requires close collaboration with all stakeholders to identify goals and policies for park and recreational planning that fulfill the unique needs of the community. Throughout the development of each of these plans, MSA facilitates several meetings with key stakeholders, including community staff, Commission members, advisory committees and residents. MSA also hosts community open-house style events and develops surveys specifically geared toward giving residents a platform to provide feedback concerning desired park and recreation improvements. It's important all stakeholders are engaged to reflect a true community-based plan.

A plan is only as valuable as the projects and amenities it enables, and we take particular pride in our success translating outdoor recreation plans and conceptual plans into successful grant applications and completed projects. MSA has helped many communities secure federal and state funding to acquire and improve park space, using our experience to make the right pitch. In the past 10 years we have secured nearly \$5 million in federal and state funding for our clients' parks. And, our engineers and landscape architects have often had the opportunity to see ideas through to design and construction of trails, playgrounds, splash pads, pools, rec fields and more.



From Idea to Park: The Village of Sauk City asked MSA to lead the development and design process for the revitalization of Riverfront Park. MSA also helped the Village secure \$1.3 million in state and federal funding for the project, and provided assistance through design and construction.

CORP EXPERIENCE

LOCATION	YEAR
City of Middleton, Wisconsin	2020
Marathon County, Wisconsin	2019
City of Hartford, Wisconsin	2018
Village of North Freedom, Wisconsin	2018
Village of West Baraboo, Wisconsin	2017
Village of Mukwonago, Wisconsin	2017
Village of Waunakee/Town of Westport, Wisconsin	2017
City of Waupun, Wisconsin	2017

LOCATION	YEAR
City of Verona, Wisconsin	2016
City of Beaver Dam, Wisconsin	2016
Village of Lake Delton, Wisconsin	2015
City of Wisconsin Dells, Wisconsin	2015
City of Port Washington, Wisconsin	2014
Village of Biron, Wisconsin	2013
Village of Belleville, Wisconsin	2012
City of Brodhead, Wisconsin	2012
City of Hiawatha, Iowa	2010

CORE DISCIPLINES FOR THIS PROJECT

PLANNING & FACILITATION

MSA has specialists in all areas of community planning, including **Comprehensive Outdoor Recreation Plans (CORPs)**. Our award-winning parks and recreation planners work to understand the challenges our clients face and help them develop sustainable, implementable plans to provide guidance in overcoming those hurdles. To create the best updated CORP for the City of Lake Geneva, this team, specifically, understands that our role is to provide information and facilitate discussion. **We do our work to enable your decisions.** It is our hope that through this, your decisions will be informed by your community. It is critical that stakeholders are informed and involved throughout this process.

PUBLIC ENGAGEMENT

Engaging your community will be critical to developing a plan that benefits the community for the long-term. To do this, we offer a menu of options for stakeholders to get involved. Our Engagement Toolkit, developed by our parks and recreation professionals, features methods across the entire public engagement spectrum that we have found most helpful throughout the many similar projects.



ARCHITECTURE

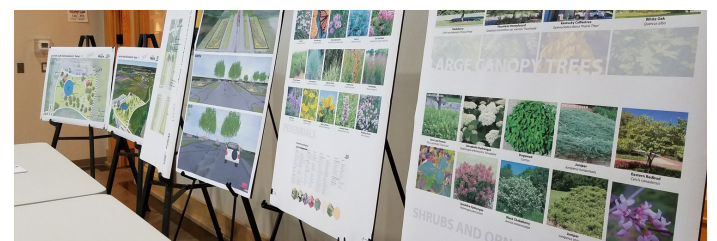
From interior design and feasibility studies to HVAC and architectural design - our project architects have the expertise to inventory and design spaces like recreation facilities, concession stands and restroom facilities.

LANDSCAPE ARCHITECTURE

Our landscape architects are skilled specialists in collaborative approaches to protect and enhance the natural environment. They bring strong expertise in diverse stakeholder engagement and the development of CORPs and Programmatic Efforts. How residents perceive the quality of life within their community can be attributed to the quality of parks and recreational facilities available to them.

GEOSPATIAL/GIS ANALYTICS AND MAPPING

MSA's Geospatial Analysts are well versed in big data set management, analytics, and mapping. Additionally, they have developed and deployed numerous mobile data collection applications that may provide value to this project and future implementation of the ultimate plan.



PROJECT UNDERSTANDING

MSA will approach this planning project with the following factors in mind:

- Understand the important role a Comprehensive Outdoor Recreation Plan (CORP) plays in providing a vision to guide and prioritize investments in the City's park system to meet current and future needs. Wants and needs usually outnumber available funding, so the plan must serve to both identify and prioritize improvements based on input from all stakeholders.
- Recognize the vital role the 230+ acre City's park/recreation system plays in supporting the local economy. The plan should highlight this value to demonstrate the direct, indirect and induced benefits these investments in the City's park/recreation system have on its overall economy.
- The plan will be an important tool in maintaining eligibility for the City to apply for and receive federal and state aid for the acquisition and development of outdoor recreation, trails, open space sites and facilities. The plan will be set up to meet the Wisconsin Department of Natural Resources Guidelines for the Development of Local Comprehensive Outdoor Recreation Plans.
- The plan needs to include a flexible community engagement effort. In a world where people are increasingly strapped for time, it's important to give a variety of options to encourage individuals to participate in the planning process.

- The plan needs to be user-friendly, serving the dual purpose of providing a vision for continued investment in the City's park system while also advocating the importance of the park system/department. A well-crafted plan will serve as a strategy to make the best impacts economically feasible.

PROJECT APPROACH

The project timeline is based on an anticipated start date of April 2021.

PHASE I

UPDATE PARK STANDARDS AND INVENTORY (APRIL - JUNE 2021)

TASK 1 | EXISTING CONDITIONS

MSA will review the following plans and incorporate applicable recommendations and policies into the CORP:

- Lake Geneva Comprehensive Outdoor Recreation Plan (2015-2020)
- Lake Geneva Comprehensive Plan
- Walworth County Park & Open Space Plan
- WI State CORP 2018-2023

TASK 2 | PARK INVENTORY & ASSESSMENT

MSA will tour the City's parks to complete an inventory and evaluation of existing park facilities. MSA will complete a general evaluation of existing park facilities through on-site observation. This information will be used to assist with the development of recommendations for maintenance, replacement or new facilities.



Photo courtesy: <https://www.jsonline.com/story/news/2020/05/16>

In addition, this assessment will consider the current local and national trends for further review of the parks in the plan.

TASK 3 | GEOGRAPHIC/LOCATIONAL ANALYSIS

- **Map 1 - Existing Parks and Trails.** A map of the location of existing City parks and trails using available GIS data. This map will also include the locations of county and state park and recreational facilities.
- **Map 2 - Park Facility Distribution.** A map visually depicting the type of recreational facilities available in each City park, including whether the facilities are lighted. This map is useful in determining where portions of the City may, or will be underserved or overserved by certain types of amenities.
- **Map 3 - Park Service Areas.** A map identifying service areas for each City park.
- **Map 4 - Potentially Underserved Areas.** A heat map combining population density and park service areas to identify places in the community which are underserved by parks, and parks which might require additional maintenance and repair due to heavy use.

PHASE II

PARK NEEDS ASSESSMENT (JUNE-JULY 2021)

TASK 1 | QUANTITATIVE ANALYSIS

MSA will analyze the amount of parkland per person available to City residents based on current and estimated population projections. The results of this analysis will indicate projected deficits or surpluses of total park land, in five-year increments, through 2040. MSA will also compare this data to that of similar sized communities using the National Recreation and Park Association's latest metrics.

TASK 2 | BOARD OF PARK COMMISSIONERS (BPC) MEETING #1

MSA will meet with the BPC to:

- Review project scope and schedule.
- Discuss draft Community Survey and outreach methodologies.
- Review prior recommendations from the 2015-2020 CORP that have either been completed, not completed but still valid, and not completed and are possibly no longer valid.
- Review Maps 1-4 and the summary results of Tasks 1 and 2.
- Obtain initial feedback on issues, opportunities and desired improvements within the City's park system.

During the time between the first and second Commission meetings, MSA will invite members of the Commission to individually tour the City's parks. MSA will provide Commission members with a Park Assessment Form (PAF). The PAF will lead Commission members through a process to identify improvement



Photo courtesy: <https://www.exitelitewi.com/>

projects (wants vs. needs) considering a number of aspects (i.e. parking, signage, equipment, restrooms, etc.) per park. This process will aide Commission members in reviewing the "status" of City parks and will serve to inform the recommendations of the updated CORP.

PHASE III

PUBLIC ENGAGEMENT/QUALITATIVE ANALYSIS (JULY-AUGUST 2021)

TASK 1 | PUBLIC ENGAGEMENT CAMPAIGN

We recognize that the City is committed to a strong effort to engage stakeholders with a set of strategies that are inclusive, creative, varied and clear. Also, one that allows ease and eagerness of participation. We know there are groups that are typically difficult to reach and we are proposing strategies that specifically attempt to reach these groups.

MSA will collaborate with BPC and City staff on the creation of a stakeholder database of key individuals throughout the City who can assist with dissemination of important information such as the parks survey and public open house.

The City should consider inserting information regarding the online survey and public meeting in utility bills. If this is not feasible, the City could send a post card with the survey link to all property owners in the City. Either of these methods would assist in ensuring every property owner is aware of the survey and provided an opportunity to participate. Costs related to printing utility bill inserts or post cards is not included in MSA's quoted lump sum.

TASK 2 | PARK SURVEY

Surveys are an important component of any multifaceted planning project – they are a convenient method of participation for stakeholders and they result in measurable data.

We propose using an online survey (administered via Survey Monkey) to gather opinions about existing and desired park and recreation facilities and programming. MSA will draft the survey for review by the Commission at their first meeting. Links to the survey can be provided through the City's official website and promoted via methods outlined under Task 1. The survey would be available for approximately three to four weeks. The City is responsible for printing any hard copies of the survey, if desired, as well as entering any hard copy responses into Survey Monkey. MSA will provide a summary report of the survey results.

Results of the survey will be used to gauge user preferences and determine potential changes or additions to the parks to better serve the population.

TASK 3 | PUBLIC OPEN HOUSE

MSA will facilitate one public open house to obtain input from the public on desired park and recreation improvements. We've found that residents typically want to show up, voice their opinions and leave. The open house format will allow people to spend as much or as little time as they like. The public open house will include a brief orientation and several interactive stations. Without knowing what public health orders are in place, we are prepared to host this open house as a hybrid in-person/online meeting or fully online.

1. A hybrid meeting will include all activities in-person. The presentation will be recorded and all activities will be available both in person and in an online format after the meeting for people to complete as they have time. We've found having meeting activities online for people to do on their own time encourages greater participation and the ability to still be safe.
2. A fully online open-house would include a live, remote orientation presentation followed by interactive online activities. The orientation presentation will be recorded and activities posted online so residents can participate as they have the time.

PHASE IV

PRELIMINARY RECOMMENDATIONS (AUGUST-SEPTEMBER 2021)

TASK 1 | PRELIMINARY PARK NEEDS

Based on the work completed in Phases I-III, MSA will develop a preliminary list of proposed park and recreation improvements by park. These proposed improvements will reference local and national trends.

PHASE V

DRAFT PLAN (SEPTEMBER - NOVEMBER 2021)

TASK 1 | PLAN DEVELOPMENT

MSA will draft the Lake Geneva Comprehensive Outdoor Recreation Plan, which will include the following chapters:

- **Chapter 1—Introduction:** Summary of the purpose of the plan and summary of the planning process.
- **Chapter 2—Description of Lake Geneva:** Matrix of existing parks and open space throughout the City including location, existing characteristics, classification, and amenities; Map 1 (Existing Parks and Trails); summary of local recreational facilities not owned or operated by the City; summary of significant natural resources such as waterways, greenways, topography and woodlands; summary of existing and projected demographics; summary of other applicable planning efforts/studies and their impact on park planning.
- **Chapter 3—Goals and Strategies:** An update of the previous CORP's outdoor recreation goals with the addition of strategies to achieve those goals. Goals and strategies will be based on City staff and BPC input and best practices.
- **Chapter 4—Analysis of Park Needs and Demands:** A summary of the quantitative, geographic, and qualitative analyses completed in Phases I-III, including Map 2 (Facility Distribution), Map 3 (Park Service Areas and Populations Served) and Map 4 (Potentially Underserved Areas). Determine gaps and deficiencies based on projected future needs. A summary of current and emerging trends in recreation facilities and programming demand (state, NRPA, peer communities).
- **Chapter 5—Recommendations:**
 - » Existing Parks. MSA will summarize improvements to existing park and recreational facilities, short term (within the next 5 years), and long term (5 years and beyond).
 - » New Park Facilities. MSA will summarize areas proposed for future City parks, or expansions to existing parks, and new trails as determined through the planning process. MSA will identify the general location of these proposed improvements on Map 5: Proposed Parks.
 - » Existing Trails. MSA will summarize any recommended improvements to existing trails to supplement recommendations from the City's 2018 Bicycle and Pedestrian Plan.
 - » New Trails. MSA will show areas proposed for new trails on Map 5, to supplement the City's 2018 Bicycle and Pedestrian Plan.

- **Chapter 6—Recommendations:**

- » Capital Improvement Summary. A summary table of recommendations from Chapter 5 outlining recommendations by park, estimated cost (planning level/ballpark cost estimates or cost ranges) and priority.
- » Fee, Funding and Staffing Review. A comparison and benchmark of Lake Geneva's staffing levels, park revenue and expenses, and park development fees to data from up to four other Wisconsin communities of comparable size. This review will include a recommendation as to whether the City should consider updating its park development fee (within the limits of 2017 Act 243) and land dedication requirement.
- » Funding Opportunities. A summary table of common state and federal park grant programs including information on maximum awards and application due dates.

- **Appendix**

- » Appendix A: Complete Survey Results and Public Open House Feedback. Chapter 4 will provide an abbreviated summary of the key results from the Community Survey and Public Open House. Appendix A will provide a complete summary of the surveys and questionnaires.
- » Appendix B: Park and Open Space Classifications/Standards. A summary of classifications and general park system guidelines from the National Park and Recreation Association.

- » Appendix C: Maps. 11" x 17" copies of the following maps:

- Map 1: Existing Parks and Trails
- Map 2: Park Facility Distribution
- Map 3: Park Service Areas
- Map 4: Potentially Underserved Areas
- Map 5: Proposed Parks

PHASE VI

ADOPTION (DECEMBER 2021)

TASK 1 | BOARD OF PARK COMMISSIONERS MEETING #2

MSA will present the final plan to the BPC for review and recommendation to City Council.

Following recommendation by BPC, the City should present the plan to Planning Commission for review and recommendation and to City Council for review and adoption. MSA can provide the City with a PowerPoint presentation to use at these meetings and a sample adoption resolution for Council. At the City's discretion, City Council or the Planning Commission could hold a public hearing before adopting the plan; however, this is not a requirement of the WDNR.

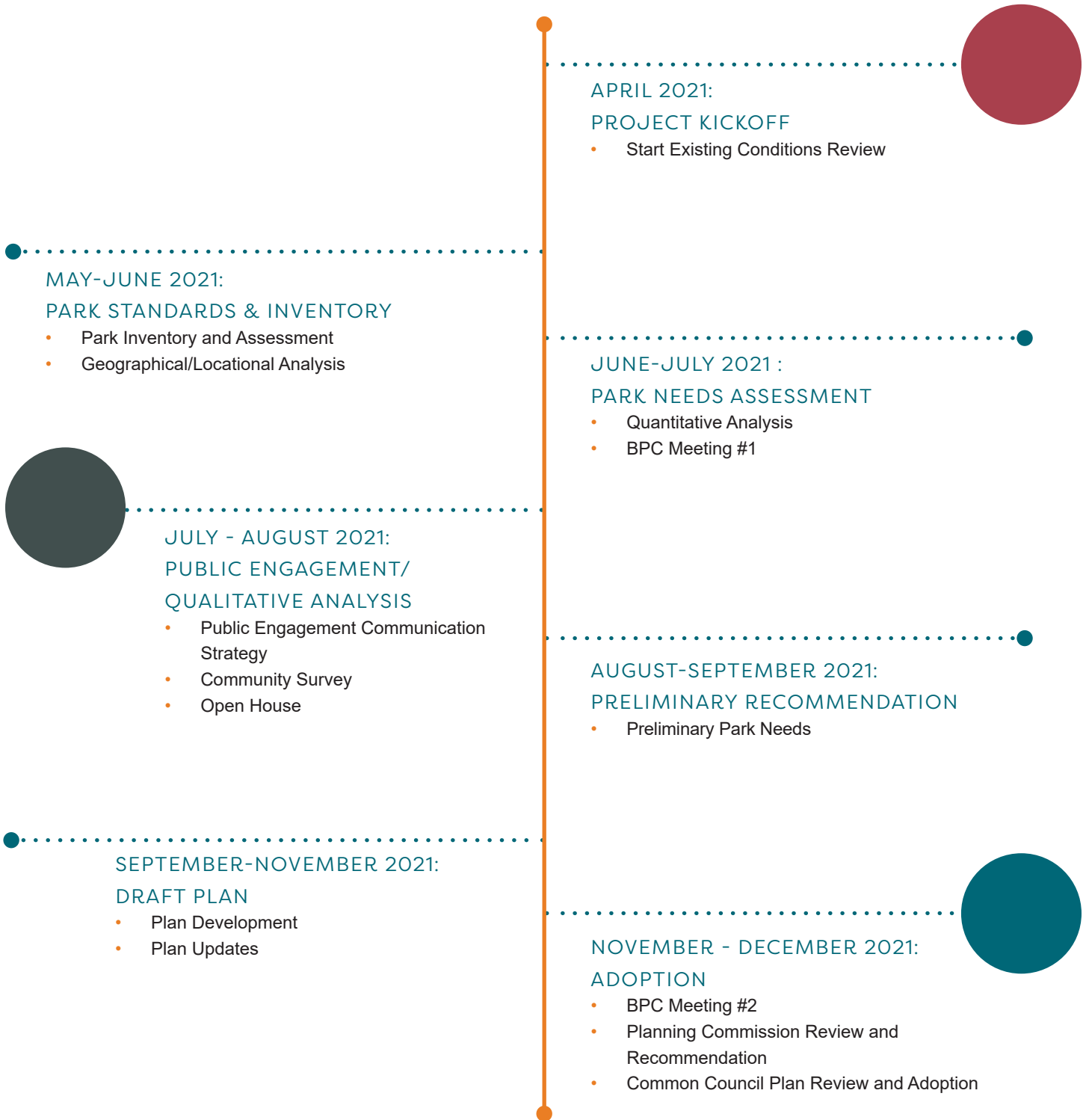
DELIVERABLES

Throughout the duration of the project, draft deliverables will be provided in digital (PDF) format. After plan adoption, MSA will provide a final digital copy of the plan. Printing of the draft and final plan can be added on as an additional cost.



SCHEDULE

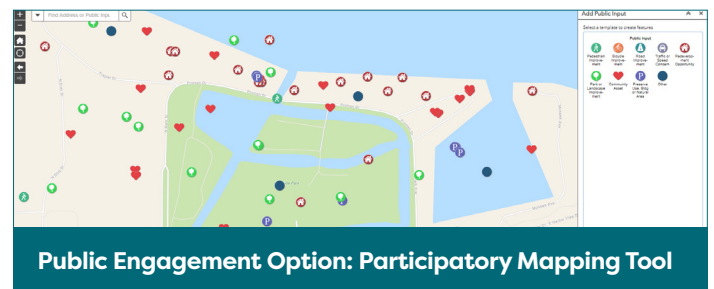
The following is a draft timeline for completion of the plan and approval process assuming consultant selection and project initiation by April 2021.



ADDITIONAL SERVICES

The following efforts could be added to the process to further enhance the depth and breadth of public involvement if desired by the City, but currently they are not included in our cost proposal.

- **Additional Participation and Promotional Methods**
 - » Web-based, interactive mapping tools to collect location-specific feedback on topics such as pedestrian safety concerns, new park amenities, park maintenance concerns, etc. that would tag the information collected to specific parks and amenities depending on the user's location.
- **Park Concepts.** During the Parks Master Plan process, communities sometimes find the need to further develop one or more parks. With the level of public engagement already included in this process, MSA can easily include additional park-specific questions and content in our public outreach. This feedback can be used to develop a park concept for consideration for future development. If desired, MSA can complete several park concepts.
- **Asset Management Configuration.** When developing a Parks Master Plan, it can become apparent that the resources within a community's park system are truly unknown. MSA is able to assist in developing an asset management system to help communities further understand their park assets, which in turn, can be used to help maintain each park individually as well as the overall park system.
- **ArcGIS Story Maps.** Along with GIS expertise, MSA has the capabilities to develop Story Maps to help promote park usage and engage the public. This could be added anytime throughout the process if the City desires this unique layout and engagement tool.
- **Safe Routes to Parks Analysis.** This includes a mapping analysis and in-person walkability/accessibility audit to identify assets and barriers to park access. This analysis would be used to identify policy changes and specific actions that should be taken to improve access to parks, especially for areas in the community with the highest need.



PARTNERSHIP

Staff and elected officials have institutional knowledge which is invaluable to the success of the CORP. MSA will rely on the staff to provide this institutional knowledge through our working sessions and constant communication throughout the process. We view the staff as partners in this process and will rely on you to help with the following tasks:

- Provide existing City GIS data (e.g. parks, trails, parcels, roads, wetlands, floodplains, water courses, etc.).
- Provide all previous plans and documents for review by MSA relevant to this project, including available data concerning park use, existing planned improvements, past and current department budgets related to department revenues, capital improvements and operations expenditures.
- Provide an up-to-date list of park facilities at each City park.
- Promote the park survey and public open house. City staff will have the primary role of promoting the park survey through existing media outlets (e.g. social media, traditional media, email listservs, etc).
- Provide meeting agendas and minutes for all City meetings of this project.
- Provide a location suitable for the proposed public open house.
- Tabulate hard copies of the survey. Although the responses to the survey will be primarily collected online, MSA anticipates hard copies will be made available at the City offices for individuals that prefer to complete a hard copy. City staff will be responsible for inputting the results of any hard copy surveys returned to the City into a survey link provided by MSA.
- Guide the process and provide feedback throughout the project.
- Serve as the sole point of contact for resident questions about this project.

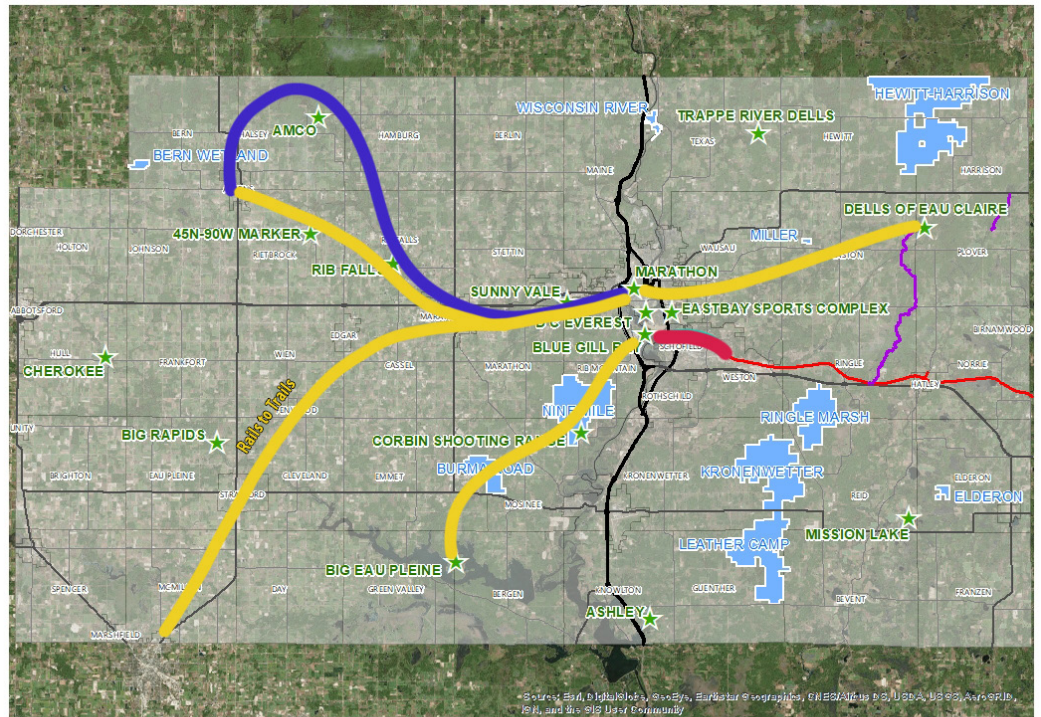


FEE ESTIMATE

FEE ESTIMATE

Our fee is based on the described scope of services as outlined in your RFP and includes all costs. We are open to negotiation and refinement of scope and fees.

COMPREHENSIVE OUTDOOR RECREATION PLAN	LUMP SUM FEE
CORP Update	\$16,500
<i>Optional Add-On: Printing Draft*</i>	<i>\$500</i>
<i>Optional Add-On: Printing, Binding & Shipping Final*</i>	<i>\$1,000</i>
<i>*We often find printing, binding and shipping costs to be high due to a combination of cost of color, labor and binding. An alternative option is to find and utilize a printing company local to Lake Geneva, whom we would transfer the file to and bill the direct cost from the local printer.</i>	



PROJECT SIMILARITIES

- Comprehensive Park Plan
- Needs Assessment
- Long Range Planning
- Public Engagement

COMPREHENSIVE OUTDOOR RECREATION PLAN

Marathon County, WI

Looking to their CORP as more than just a tool for funding, the Marathon County Department of Parks and Recreation was looking for a comprehensive guidebook for land acquisition and programming priorities that aims to shift the focus of the Department to the economic development initiatives of the County.

As the “Healthiest County in the State,” Marathon County attracts many new residents craving the exposure to their outdoor recreational activities. Due to rather consistent population increase, the County needed to plan for long-term growth to maintain and expand levels of service to residents. To do this, MSA partnered with the County to not just assess the park system itself, but dive into best practices that would enable the department to better execute its mission for their future. This would include budgeting, staffing, efficiency and prioritization of improvements, and how to better connect County communities with the plethora of natural amenities.

Issues identified through the development of this plan have been taken up by both County staff and community stakeholders to collaboratively build off recommendations for the future, utilizing the CORP as a basis for continued engagement and capacity-building to further assess the availability of recreational opportunities.

Plan Link: https://www.co.marathon.wi.us/Portals/O/Departments/PKS/Documents/PLAN_CORP20202024.pdf



Existing Park: Walter Bauman Pool (Aquatic Center)

Planning Process Schedule	
Month	Action
February - April	Project Kickoff, Data Collection, & Survey Development • PRFC Meeting #1, April 20 th
April - August	Public Engagement/Qualitative Analysis, Quantitative & Geographic Analysis • Public Survey (May 1 – June 1) • Public Involvement Meeting (You are here!)
August - September	Preliminary Recommendation • PRFC Meeting #2, September 7 th
September - November	Develop Draft Plan
November - December	Plan Adoption • PRFC Meeting #3, November 2 nd • Common Council Adoption (Dec)

*PRFC meets the 1st and 3rd Monday of each month.



Middleton PIM Slide Deck

PROJECT SIMILARITIES

Coordination with Sports Organizations in Community
Need Additional Space for Team Sports
Comprehensive Park Plan
Public Engagement (Online)

COMPREHENSIVE OUTDOOR RECREATION PLAN

Middleton, WI

Middleton is known as “The Good Neighbor City,” a northwestern suburb of the capital city of Madison perched along the banks of Lake Mendota. Home to approximately 17,000 residents and witnessing tremendous, consistent growth, the City recognized the need to both fortify their existing park and recreational facilities as well as plan for the wise use of remaining acreage as the community continues to grow and parcels are absorbed by residential and retail development.

Middleton leaders chose to begin the process with the development of a CORP and asked MSA to lead the study, public engagement and guide to implementation of the vision for the next five years and beyond.

One of the community’s main goals for the CORP is to address the rapid influx of urban infill development in the community. As Middleton grows and residential properties such as apartment and multi-unit buildings become more popular, so does the demand for convenient and accessible outdoor space. City officials are concerned about having enough park land to meet future demand, as well as enough funding to support park maintenance, staffing, potential new park development and associated programming.

MSA began phase one of the CORP by reaching out to local sports organizations to assess their needs and how such needs align with city planning, available space and use agreements. Once all the localized information is collected, phase two will contact

surrounding communities and regional sports and recreation organizations to discuss potential partnership opportunities. The goal is to see where regional park and recreational needs align, and ultimately, to implement a variety of shared-use options including public sports fields, pools and trails to meet demand and balance investment between parties.

A robust public engagement component was also key to the development of the CORP. The City expressed interest in gathering input from citizens as early in the planning process as possible, but due to restrictions associated with COVID-19, did not want any meetings to be held in person. MSA planners shifted to conduct the public input meeting entirely online, including activities that residents could participate in after the meeting ended. The meeting was recorded, and activities made available afterwards for those who were not able to attend at the scheduled time.

When complete, the City of Middleton will have a clearly defined set of needs, wants, opportunities and potential partnerships to guide it toward the implementation of a new and exciting recreation plan—one that will provide a variety of engaging and accessible places for residents to visit.

Plan Link: https://issuu.com/msaprofessionalservices/docs/04928079_middleton_corp_01212021

COMPREHENSIVE OUTDOOR RECREATION PLAN UPDATE

Hartford, WI

The City of Hartford engaged MSA to update its comprehensive outdoor recreation plan (CORP) and create conceptual plans for two City parks. The CORP included a variety of engagement methods to gather opinions and feedback on this City's park and trail system from residents, sports organizations and the Park and Recreation Committee. Throughout the planning process we also met bi-weekly with the City's Parks and Recreation Director to review materials, discuss upcoming milestones and gain additional insight into the park and recreation needs of the community. Using all of these methods of engagement, we partnered with the City to develop a plan which best positioned it to meet and exceed residents' park needs now and in the future.

During the CORP we also helped identify one of the conceptual plan sites (Centennial Park) as a promising candidate for state and federal funding. We partnered with the City to write an application for funding and the City currently has a pending state/federal award of nearly \$500,000 for the \$2.7 million park project. Our team of architects is also in the process of designing the new park shelter/restroom facility/amphitheater building for Centennial Park which was identified in the CORP. The City continues to secure donations to bring the vision for the park to life and will use the building design images to bolster this effort. Once complete, the City envisions this park as a point of pride where residents gather for a variety of recreation and social activities, and where visitors are intrigued to stop and explore as they drive by along the City's main street.



CITY OF HARTFORD *Comprehensive Outdoor Recreation Plan* 2018-2023



Plan Link: https://issuu.com/msaprofessionalservices/docs/00216040_hartford_corp_10052018_com_7ee4103b2c3ce6

PROJECT SIMILARITIES

- Comprehensive Park Plan
- Needs Assessment
- Long Range Planning
- Public Engagement

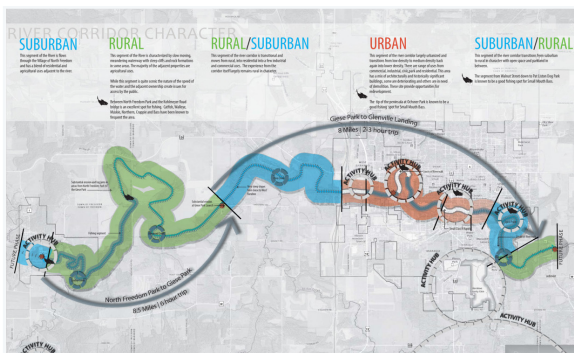
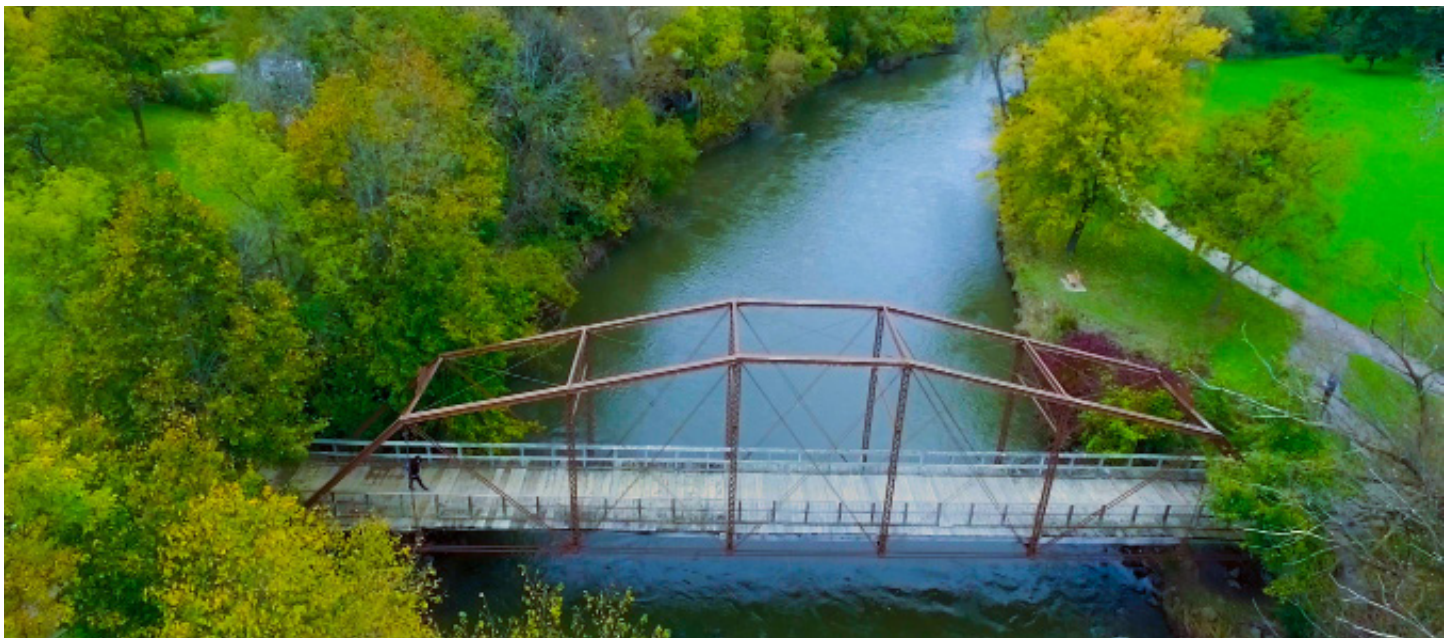
BARABOO RIVER CORRIDOR PLAN - PHASE I & II

Village of West Baraboo, WI

The City of Baraboo, Village of West Baraboo, Village of North Freedom, Sauk County and MSA Professional Services worked together to prepare Phase I of the Baraboo River Corridor Plan. The study area begins at North Freedom Park and extends eastward to the Glenville access point near STH 113. Phase I was adopted by all four entities in 2016 and recommendations are being implemented. To date, \$1.176 million in funding has been secured for \$2.3 million of projects from the Phase I plan. Due to the successes and momentum of the Phase I effort and related projects, Phase II was completed during 2018 and 2019. Phase II includes seven communities and two counties stretching from the west corporate limit of the Village of North Freedom through the corporate boundaries of the Cities of Elroy and Hillsboro (west branch).

Both plans establish a unified vision for the future of the corridor, and guide its continual development as a full water trail that is ADA accessible for locals, visitors and tourists. The plans include conceptual site plans and recommendations for a range of improvements. Improvements focus on opportunities that will spur recreation, tourism and development to establish the region as the premiere water recreation destination in south-central Wisconsin.

Between the Phase I and Phase II planning efforts, a Baraboo River Market Study was completed. This project took initial steps to identify a brand for the corridor and developed a marketing strategy and metrics to track the establishment of the Baraboo River as a recreation tourism destination. Plan recommendations include preliminary logo concepts and taglines, recommendations for demographic and geographic target marketing audience, messaging priorities, and specific marketing methods to use to promote the corridor.



PROJECT SIMILARITIES

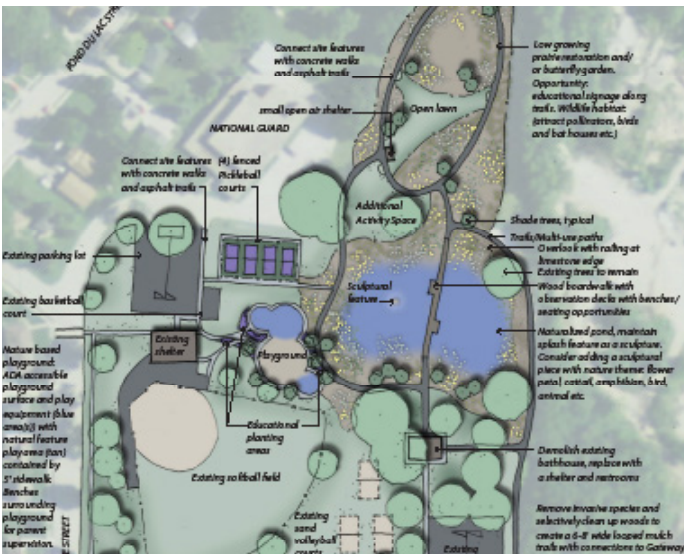
- Economic Impact Analysis
- Conceptual Plans and Cost Estimates
- Long Range Planning
- Public Engagement

ERB PARK

Appleton, WI

The City of Appleton worked with MSA to transform the popular Erb Park and Swimming Pool. The \$10.5-million project provides new aquatics and overall park amenities, including a 50-meter competitive pool, recreation pool and water slide.

In addition, the project entailed construction of a new pavilion, bath house and pool equipment building, new playground equipment with poured-in-place surface, connecting paths, grilling stations, additional parking, relocation of the sledding hill and ice skating rinks within the park, reconstruction of the basketball court and addition of two new youth tennis courts.



MCCUNE PARK

Waupun, WI

The City of Waupun retained MSA to complete a comprehensive park and outdoor recreation plan (CORP) update and a park master plan for McCune Park. The park previously contained the City's swimming area and sand beach. These facilities became obsolete and were closed when the City opened its new Aquatic Center.

The vision for McCune Park is to convert the old swimming beach into a naturalized amenity with boardwalk and overlooks. New trails with fitness stations will create a variety of opportunities for residents and visitors to stroll through restored prairie and woodland and provide habitat for wildlife. Other amenities include ADA-accessible play features, nature-based playground, pickle ball courts, a new restroom building, open air shelter and enhanced landscaping.

FIREMAN'S PARK

Verona, WI

Verona hired MSA to work with the Parks, Forestry, & Recreation Committee to update the City's Comprehensive Outdoor Recreation Plan. As part of that effort, MSA developed a park master plan for Fireman's Park.

The plan identified \$3 million in future infrastructure projects over a five-year period. The park is home to the City's only outdoor aquatic facility, Goose Lake and Beach. The plan replaced and updated facilities including a new bathhouse, splash pad, trail connection to the Ice Age Trail, beach improvements, fishing and picnic areas, playground, parking lot, kayak/canoe launch, overlook and general vegetation clean up/invasive species eradication.





PROJECT SIMILARITIES

- Conceptual Plans and Cost Estimates
- Site Analysis
- Public Engagement
- Long Range Planning
- Public Engagement (In-Person and Online)

HENRY VILAS PARK

Madison, WI

Vilas Park is one of Madison's oldest and well-loved parks. When William and Anna Vilas bequeathed the land to the City of Madison in 1906 "for the uses and purposes of a public park and pleasure ground," they gave the residents of the City a public open space that has well served countless users for over one hundred years. Named for their son, Henry Vilas, the park was designed by a well-known period landscape gardener, O.C. Simonds. His signature prairie landscapes with lagoon systems are still prevalent at Vilas and Tenney Parks in Madison.

Vilas Park is 45 acres along the shore of Lake Wingra. The original landscape was mostly bog land, which has been transformed into a meadow and lagoon open space with play areas, shelter/warming house for winter skating on the lagoon, trails and beach with beach house. A significant consideration for the future is the use of Vilas Park Drive, a collector road that cuts through the park. Originally, the Madison Park and Pleasure Drive Association oversaw the management and plan for Vilas Park in which Simonds planned a carriage path encircling the park. Today, the remnants of the carriage path design is still present in Vilas Park Drive.

MSA worked closely with the Madison Parks Division to gather valuable input from City of Madison staff, neighborhood residents, key stakeholders and potential funding partners to craft a grounded, attractive and implementable Park Master Plan. Significant analysis of the site includes design information such as a tree inventory, sedimentation and runoff, historical and cultural elements, and pertinent relevant document review. The Master Plan will guide future park improvements over the next 100 years.

REFERENCES

City of Middleton

Matt Amundson, Director of Public Lands, Recreation & Forestry

City of Middleton
7426 Hubbard Avenue
Middleton, WI 53562
(608) 577-2459
mamundson@cityofmiddleton.us

Project: Comprehensive Outdoor Recreation Plan

Project Budget: \$26,000

Timeline: February 2020 – January 2021

Marathon County

Jamie Polley, Parks Director

Marathon County Parks
500 Forest Street
Wausau, WI 54403
(715) 261-1550
Jamie.polley@co.marathon.wi.us

Project: Comprehensive Outdoor Recreation Plan

Project Budget: \$28,000

Timeline: November 2018 – October 2019

City of Hartford

Mike Hermann, Parks and Recreation Director

City of Hartford
109 North Main Street
Hartford, WI 53027
(262) 670-3730
mikeh@ci.hartford.wi.us

Project: Comprehensive Outdoor Recreation Plan

Project Budget: \$23,000

Timeline: March 2018 – October 2018

Village of Waunakee

Sue McDade, Community Services Director

Village of Waunakee
333 South Madison Street
Waunakee, WI 53597
(608) 850-5992
smcdade@vil.waunakee.wi.us

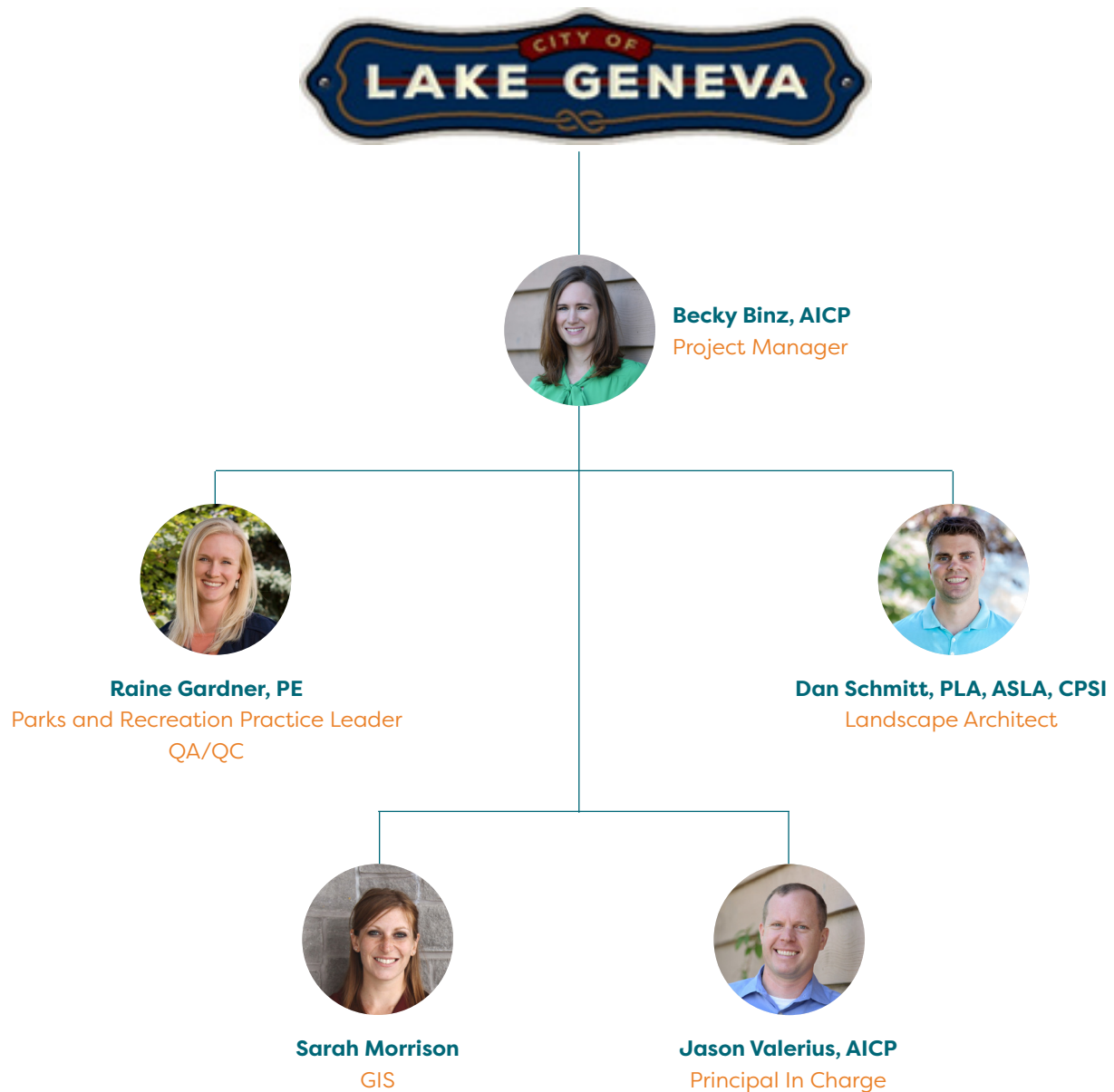
Project: Comprehensive Bicycle, Pedestrian and Outdoor Recreation Plan

Project Budget: \$35,000

Timeline: February 2016 – January 2017

ORGANIZATIONAL CHART

We have assembled the following specialized team to partner with you to develop a successful Comprehensive Outdoor Recreation Plan for the City of Lake Geneva.





Becky Binz, AICP
PROJECT MANAGER

Becky is a planner experienced in park and recreation planning, including the development of eight recent CORPs. In addition to developing park and recreation plans, Becky helps clients apply for state and federal funding for specific park projects. Her project management experience has spanned a range of unique and interesting work with a primary focus on housing and parks and recreation planning. In 2019, Becky presented the Baraboo River Corridor Planning effort and best practices for regional recreation planning at the Wisconsin Park and Recreation Association's Annual Conference.

EDUCATION

M.S., Urban and Regional Planning
University of Wisconsin-Madison

B.A., Economics and Spanish
University of Wisconsin-Eau Claire

CERTIFICATION

American Institute of Certified Planners

SELECTED PROJECT EXPERIENCE

CORPS

- Middleton, WI
- Hartford, WI
- Mukwonago, WI
- Waupun, WI
- Waunakee/Westport, WI,
- Verona, WI

OTHER PARK PLANS

- Baraboo River Corridor Plan, Phases I & II, Baraboo, WI
- Blufflands Recreation and Conservation Plan, La Crosse, WI
- Rock River Stormwater Group Education, Janesville, WI



Raine Gardner, PE
PARKS AND RECREATION PRACTICE
LEADER
QA/QC

As our Parks and Recreation practice lead, Raine leads a team of landscape architects, waterfront development specialists and project engineers. She also works with governments in planning, design and constructing infrastructure systems. Raine has worked on a variety of projects including recreational parks and trail projects, waterfront development/access, river corridor planning, park master planning and concepts, stormwater, water main, and sanitary sewer design, roadway reconstruction, lake dredging, and streetscaping plans.

Raine is frequently asked to speak on topics related to parks and recreation at statewide, regional and national meetings and conferences. Most recently, she presented on the following topics at the Wisconsin Park and Recreation Association's Annual Conference: in 2020 and 2019 National Outdoor Recreation Conference - "Baraboo River Corridor Planning"; in 2018: "Alternative Approaches to Funding Projects" and "Economic Development: How Do You Make Your Community Competitive Through Parks and Recreation?"

EDUCATION

M.S., Civil Engineering
University of Wisconsin-Madison

B.S., Civil Engineering
Michigan Technological University

REGISTRATION

Professional Engineer, WI, MN, IA, MI

SELECTED PROJECT EXPERIENCE

CORPS

- North Freedom, WI
- Lake Delton, WI
- Middleton, WI
- West Baraboo, WI

OTHER PARK PLANS

- Baraboo River Corridor Project
- Baraboo River Communities

DESIGN AND DEVELOPMENT

- Erb Park and Swimming Pool, Appleton, WI
- Clara Avenue Multiuse Trail, Lake Delton, WI
- Witter Field and Pool, Wisconsin Rapids, WI
- Town of Rome Splash Pad, Rome, WI
- Mead Field Splashpad, Wisconsin Rapids, WI
- Riverside Park, Mauston, WI



**Dan Schmitt, PLA, ASLA,
CPSI**
LANDSCAPE ARCHITECT

Dan is a professional landscape architect and plays a key role in each of our recreation-based projects. His experience with on-site construction management provides a valuable understanding of construction detailing and construction workflow including permitting and local code and zoning requirements. His academic focus was to design enriching outdoor spaces for children and he enjoys working on playground projects and exploring techniques for implementing Natural Play. His experiences provide a comprehensive knowledge of site inventory, concept development, landscape plans, planting design and construction details.

EDUCATION

M.A., Landscape Architecture, University of Wisconsin-Madison
B.S., Landscape Architecture, University of Wisconsin-Madison

REGISTRATION | CERTIFICATIONS

Professional Landscape Architect, MN, WI, IL
Certified Playground Safety Inspector (CPSI)

SELECTED PROJECT EXPERIENCE

DEVELOPMENT

- Sauk City Riverfront Park, Sauk City, WI
- Fireman's Park, Verona, WI
- Riverfront Park, Wisconsin Rapids, WI
- Recreation Complex, Wisconsin Rapids, WI
- Lowe Park, Marion, IA
- Riverfront Pocket Park, Sauk City, WI
- Jones Park, Appleton, WI

CONCEPT/MASTER PLANS

- Sauk City Riverfront Park, Sauk City, WI
- Zoo, Wisconsin Rapids, WI
- Fireman's Park, Verona, WI
- Barber Park, Mahomet, IL
- Indianhead and Field Park Master Plan, Mukwonago, WI
- Downtown Plaza, Arthur, IL

CORPS

- Middleton, WI
- North Freedom, WI
- Hartford, WI
- Mukwonago, WI



Sarah Morrison
GIS

Sarah's experience includes field collection and observation, GPS post-processing and assisting with design, plans, reports, maps, schedules and various documents. Sarah is also familiar with GIS and creating maps and exhibits for both internal and external clients. She also has experience coordinating with utilities and municipalities, assisting with public involvement meetings and discussing projects with both project staff, officials, and members of the public, completing wetland delineation field work and reports, Phase I and II reporting and inspections and NEPA reports.

EDUCATION

B.S., Geography
University of Wisconsin-La Crosse

SELECTED PROJECT EXPERIENCE

CORPS

- Middleton, WI

COMPREHENSIVE PLANS

- Shorewood Hills, WI
- Fond du Lac, WI
- Lake Delton, WI

HOUSING STUDIES

- Green Bay, WI
- Beaver Dam, WI
- Sheboygan, WI
- Monticello, MN
- Price County, WI
- Manitowoc, WI

STORMWATER SYSTEM MODELING

- Urbandale, IA

**Jason Valerius, AICP****PRINCIPAL IN CHARGE**

Jason has more than 17 years of community planning and design experience across the Midwest. He has led the development of economic development plans, comprehensive plans, neighborhood plans and zoning ordinances. As team leader for the Madison-based Planning + Design team, Jason manages a talented staff with expertise ranging from comprehensive planning, transportation planning, and economic development plans to park and recreation plans, landscape architecture, and urban design. Jason also serves on the Board of the Wisconsin Chapter of the American Planning Association, currently as past president.

EDUCATION

M.S., Architecture and Urban Planning
University of Wisconsin-Milwaukee

B.A., Government/Psychology
Lawrence University

CERTIFICATION

American Institute of Certified Planners

SELECTED PROJECT EXPERIENCE**COMPREHENSIVE PLANS**

- Sun Prairie, WI
- Fox Crossing, WI
- Waunakee/Westport, WI
- La Crescent, MN

OTHER PARK PLANS

- Vilas Park Master Plan, Madison, WI,
- La Crosse Area Blufflands

HUD REGULATED PLANNING

- Consolidated Plan, Janesville, WI
- Greenstep Plan - Comprehensive Plan, La Crescent, MN



February 18, 2021

City of Lake Geneva Park Board

Dear City of Lake Geneva Park Board,

I am happy to submit this proposal for the Five-Year Update of the City of Lake Geneva's Park and Open Space Plan. I know the City of Lake Geneva is both a popular vacation destination as well as home to many year-round residents, so parks and open space are invaluable assets for visitors, youth, special events and local residents' daily wellness, especially in times with limited public indoor spaces.

Statement of Qualifications:

I founded Silvernail Geodesign as a woman-owned small business in 2020, bringing 30 years of experience in public lands management and design, conservation, and GIS. In fact, I began my career doing work similar to that outlined in this RFP for the Dane County Regional Planning Commission. I conducted an inventory and analysis of all the beaches and boat launches on the Yahara Chain of Lakes. From there I served as a landscape architect with the US Forest Service, responsible for planning, designing, and overseeing construction of outdoor recreational facilities, including barrier-free design of trails, boardwalks, campgrounds, and visitor access to historic sites in Great Lakes forests. I received a Regional Forester's award for a barrier-free fishing site and worked on the management plan for Grand Island National Recreation Area.

More recently I had been a professor in Planning and Landscape Architecture at UW-Madison for 21 years, and prior to that at Washington State University, teaching geographic information systems (GIS), conservation, and regional design, and leading projects in the Pacific Northwest, Asia, and the Great Lakes region.

Now with Silvernail Geodesign I combine my planning, design, and GIS expertise to engage communities with map tools so that their collective visions and stories are incorporated into future options. To facilitate public input and decision-making, especially in today's virtual space, I customize online map applications for the needs of my clients and their stakeholders. Engaging with interactive map tools, all voices can participate in creating landscape narratives and futures. As an Esri (global leader in GIS software) business partner, I employ the latest geospatial technology to capture, analyze, and visualize clients' spatial data.

Approach:

As a consultant for the City of Lake Geneva, I will build on the work completed for the 2015-2020 City of Lake Geneva Park and Open Space Plan, incorporating data provided in that report with changes and updates that have occurred since. I will also reference the latest City of Lake Geneva Comprehensive Plan, as well as relevant plans for the surrounding area (e.g., Walworth County Park and Open Space Plan, SCORP, WI DNR Land Legacy and SWRPC Habitat Protection and Management plan, among others).



I recognize that this 2021-2025 Park and Open Space Plan for the City is needed to meet requirements for the WI DNR to be eligible for federal and state matching grants.

Given these valuable resources and context, my approach will approximate that taken for the 2015-2020 Plan, with key differences in public engagement explained below. To begin, I will assemble all relevant shared and publicly accessible environmental and social spatial data in a GIS, including the regional context, natural heritage, ecology and people of Lake Geneva. More specifically, I will create a robust geodatabase of all existing park lands, trails, and facilities, land use, and demographics, as well as information from existing master plans and surrounding public lands. According to the RFP, City of Lake Geneva parcel and zoning maps will be provided. Likewise, county and state geospatial data are publicly accessible. I will gather population demographics from WI DOA. Together these spatial data will be mapped and supplemented with non-spatial data such as population projections, park policy, fees, and maintenance acquired from the City. Lastly, I will consult with relevant open space organizations in proximity to the City, such as Friends of Big Foot Beach State Park.

Based on the prior inventory of park lands and facilities, the City owns or maintains approximately 236.8 acres of park and open space. As of 2015 the City maintains 26 parks and one lake access area. To update and enrich the previous inventory, I will review City provided records of improvements made since 2015 and then conduct a field survey of existing park lands and facilities using a location-enabled mobile app (e.g., [ArcGIS Field Maps](#)) customized for the needs of this inventory. The records made during my field inventory will automatically feed into an online GIS web map to be used in my spatial analysis.

The RFP requires that the consultant conduct one public input session and one public survey for drafting the plan. Here to facilitate public engagement in today's virtual space, I will use innovative and interactive tools for both activities. Hosting an online public session with dynamic maps and plans will allow new stakeholders to participate who may not have been able to attend traditional town hall style meetings (e.g., working moms, seniors without transportation). Moreover, this format allows for continued interaction following the online session: the maps and plans can be made accessible over a set time window for the public to continue to explore and mark-up through a hosted web site.

Similarly, with Park Board support, I will deploy a customized location-based web or mobile app to solicit public input on park features. This approach intends to be more engaging than traditional mail surveys. Rather than asking respondents to recall and answer questions about park facilities, it will invite them to go out to the parks and pin observations of their favorite places or problem areas. For those who cannot get out, there are options to participate via a web browser from home. These apps will be particularly engaging for youth and families and can be deployed in groups by community organizations.

Together my public engagement approach will invite more location-specific input, allowing for greater emphasis on the geographic distribution and accessibility of park lands and facilities in relation to other natural features and community places. Mapping these existing conditions from available data, public input, and my own inventory will allow me to document and identify clusters of resource needs and gaps in park and open space facilities. Finally, with the public input, field inventory, and other data already in a GIS, I will be able to compile these findings into a cohesive draft report.

SILVERNAIL

STUDIO FOR GEODESIGN

Outcomes of the public input session, follow up responses, collected observations, and field inventory, will be combined and considered in my analysis to inform the draft plan. The draft will outline recommended additions and improvements to park and recreation facilities, along with cost estimates. Policy and standards recommendations from the previous plan will be reviewed and updated accordingly. Finally, based on Park Board review and feedback on the draft plan, I will prepare a final plan and report. I provide here an outline of my proposed process, timeframe and budget range. I am also including a few testimonials and references and a portfolio with a few samples of my previous related work. Thank you so much for your consideration of my proposal.

Kind regards,



Janet Silbernagel Balster

janet@silvernailgeodesign.com

www.silvernailgeodesign.com

608.516.7273

9641 Roberts Road

Black Earth, WI 53515

SILVERNAL

STUDIO FOR GEODESIGN

Outline of process:

1. GIS assembly: assemble all relevant City-shared and publicly accessible environmental and social spatial data in a GIS;
2. Field inventory: conduct a field survey of existing park lands and facilities;
3. Public survey: design and deploy a customized location-based web or mobile app to solicit public input on park features;
4. Analysis: map, document, and identify clusters of resource needs and gaps in park and open space facilities;
5. Public input: share these findings in an interactive web map to facilitate discussion in a public input session;
6. Draft plan: outlining recommended additions and improvements to park and recreation facilities, and cost estimates for Park Board review;
7. Final plan and report: based on Park Board review and feedback on the draft plan, prepare a final plan and report.

I understand that the final scope of work, timeframe, level of effort, and budget will be negotiated with the City and Park Board. Below I provide an estimate of the time, effort, and budget I expect for this work, based on my assumptions and approach.

Timeframe:

1. GIS assembly: 2 weeks
2. Field inventory: 1 week (approximately 30 sites, visiting 6/day including driving and upload time)
3. Public survey design: 2 weeks + one month deployment
4. Analysis: 2 weeks
5. Public input web map customization: 2 weeks + hosted session and available review time
6. Draft plan: 2 weeks + one month for Park Board review & approval
7. Final plan and report: 2 weeks

Level of Effort: 16 weeks active + 2 months limited (during public survey deployment and Park Board review) = ~18 weeks or 4.5 mo., Apr-Sep 2021.

Budget estimate calculations:

432 hrs * \$150/hr (4.5 mo at 16 days/mo * 6 hrs/day = 96 hrs / mo) = \$ 64,800

Mileage, lodging, per diem for field work: \$1,200

Total: \$66,000

SILVERNATL

STUDIO FOR GEODESIGN

Testimonials and References:

"The Town of Vermont had the pleasure of working with Janet on a land use planning project in 2019. As a township we needed to understand the current placement of homes as well as what the impact of future home site development would look like under varying strategies. Janet took the time to understand the land use objectives of the township and to provide us with an excellent mapping tool that will benefit us into the future as we evolve our planning techniques. The value Janet provides comes not only from her high level of GIS expertise but from her strategic thinking and vast amount of landscape planning experience."

Karen Carlock - Chair
Town of Vermont
4017 County Road JJ
Black Earth, WI 53515
chair@townofvermont.com
www.vermonttownship.com

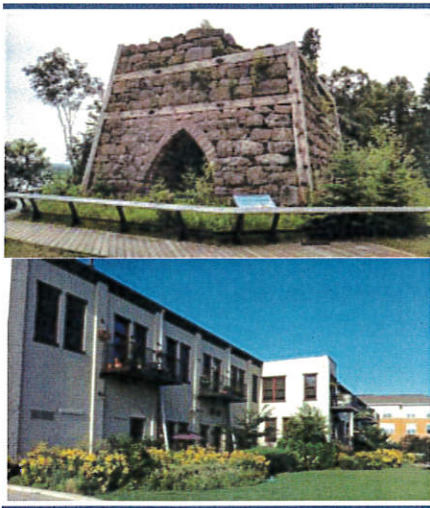
"....a collaborative and creative visual story telling project linking people to the science and important places in their lives called St. Louis River Estuary: [The Stories and the Science](#). This work was truly innovative and left a lasting mark on the communities of western Lake Superior in that it highlighted stories of leaders in resource management and conservation, tribal heritage, and more This work went on to win a coveted national award and brought considerable recognition to the innovative work ...

...The fact is that her skillsets, in combination, are rare. If you or your organization are looking for assistance in the areas of sustainable design, GIS, conservation strategies, landscape ecology, or land use planning, I strongly recommend exploring what Janet can do to help you meet your goals and objectives."

Erika Washburn, Former Director of Lake Superior
National Estuarine Research Reserve
Washburn Environmental Solutions, LLC
1437 N Denver Ave #323
Loveland, CO 80538
603-969-7414
erika@washburnenvironmentalsolutions.org

SILVERNAGEL

STUDIO FOR GEODESIGN



BUILT WORKS AND DESIGN PROJECTS

Town of Vermont Potential Development Scenarios. 2019. Lead landscape planner and GIS specialist (next page).

Private Property Development Scenarios. 2020. Landscape planner and GIS specialist (next page).

Bay Furnace Ruins Stabilization and Interpretive Site, Munising, MI. (top left). Project landscape architect and manager.

Broken Hardscape: Site-integrated Sculptural Rain Gardens, Valencia Lofts, Middleton, WI, (left, 2nd from top). Co-design and installation with public artist, Gail Simpson.

Landscape Tapestry of Cultivation. An Exhibit for the Northern Great Lakes Visitor Center, 2005. Funded by Great Lakes Humanities Council. Lead investigator and designer.

JANET SILBERNAGEL BALSTER

Landscape Ecology |
Landscape Design | GIS

LEADERSHIP

Lead landscape architect and project manager for multiple recreation site designs with US Forest Service.



Project designer and lead for Wisconsin Geotools (Green Bay), the Science and the Stories (St. Louis River Estuary, Duluth-Superior, above), and Landscape Tapestry (Ashland)

PUBLICITY and AWARDS

Silbernagel, J., Host, G., Hagley, C., Fortner, R., Axler, R., Danz, N. Hart, D., Axler, M., and A. Drewes. 2015. Linking place-based science to people through spatial narratives of coastal stewardship. *Journal of Coastal Conservation*, April, 19(2):181-198. [doi:10.1007/s11852-015-0380-1](https://doi.org/10.1007/s11852-015-0380-1). **Outstanding Programming Award** from the Great Lakes Sea Grant Network, 2016 (stlouisriverestuary.org, bottom left).

Eanes, F., **J.Silbernagel**, et al. 2018. Participatory mobile- and web-based tools for eliciting landscape knowledge and perspectives: introducing and evaluating the Wisconsin Geotools Project. *J.Coastal Conservation*. doi.org/10.1007/s11852-017-0589-2

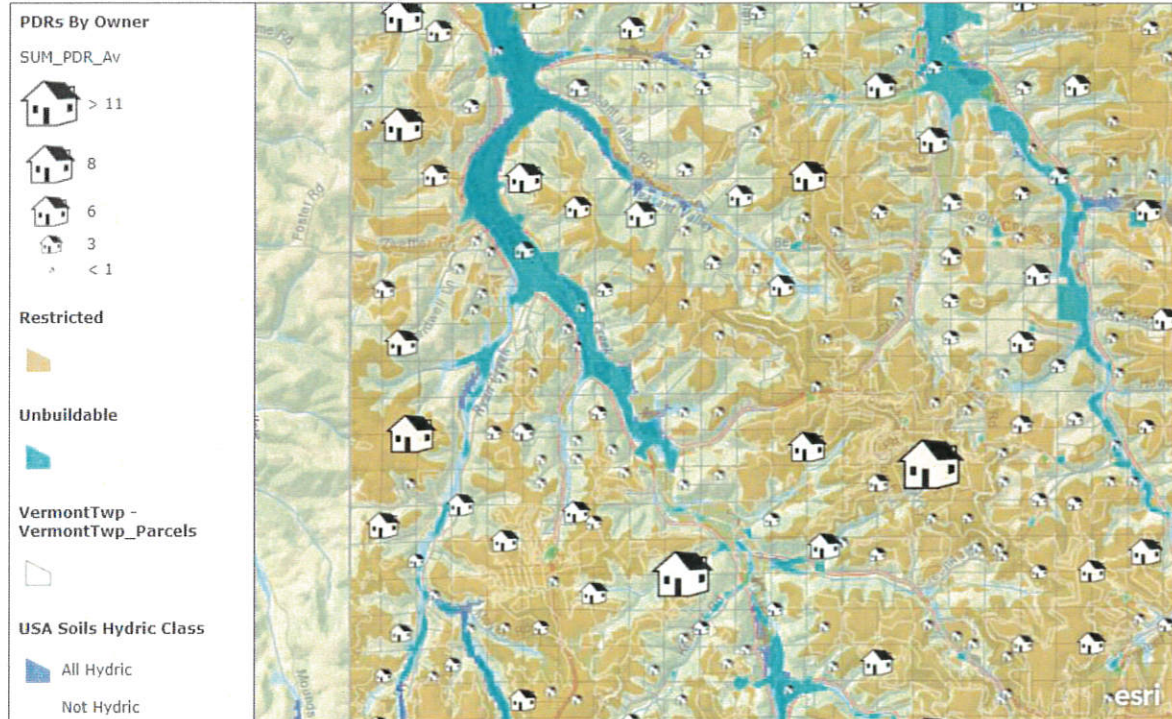
The Calling of the Cranes. 2015. Before the Abstract: A science communication blog and podcast for Springer Nature Storytellers. Presented live in Portland, OR to an audience of > 100. <http://www.beforetheabstract.com/2016/06/29/janet-silbernagel-the-calling-of-the-cranes/>

The Land Ethic Reclaimed: Perceptive Hunting, Aldo Leopold, and Conservation. 2015. A UW-Madison MOOC. One of 3 lead professors with >5,000 participants worldwide. **Ethical Hunter Award** from The Wildlife Society, WI Chapter

LAND PLANNING SAMPLES

Town of Vermont potential development rights by owner in relation to restricted and unbuildable areas:

Vermont Township PDR Buildability

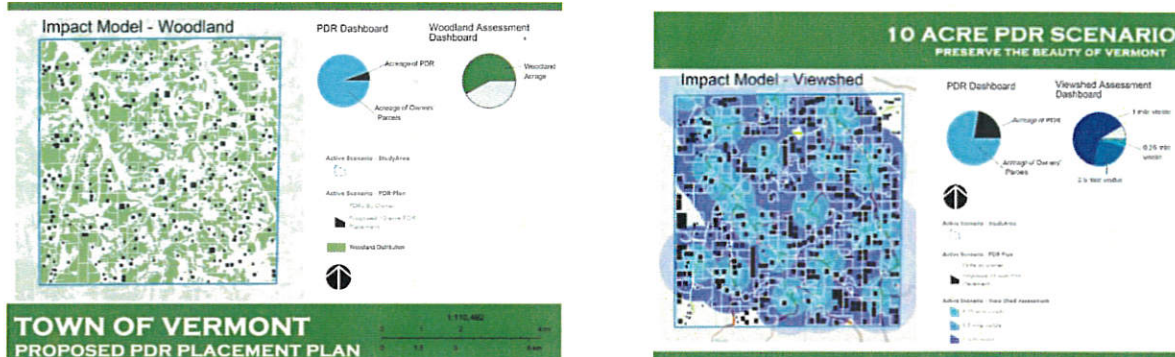


National Geographic, Esri, Garmin, HERE, UNEP-WCMC, USGS, NASA, ESA, METI, NRCAN, GEBCO, NOAA, Increment P Corp. | Esri, USDA Farm Service Agency | Madison Area Transportation Planning Board | Source: USDA NRCS, Esri

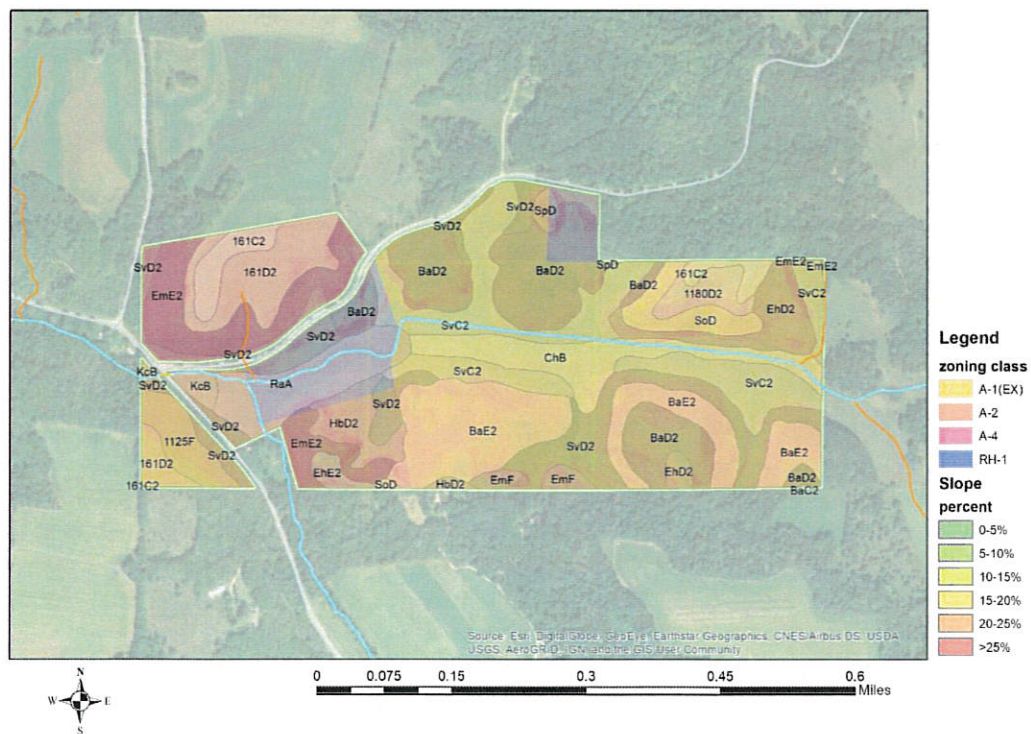
SILVERNAIL

STUDIO FOR GEODESIGN

Town of Vermont woodland (left) and viewshed (right) impacts with 10 acre development scenario:

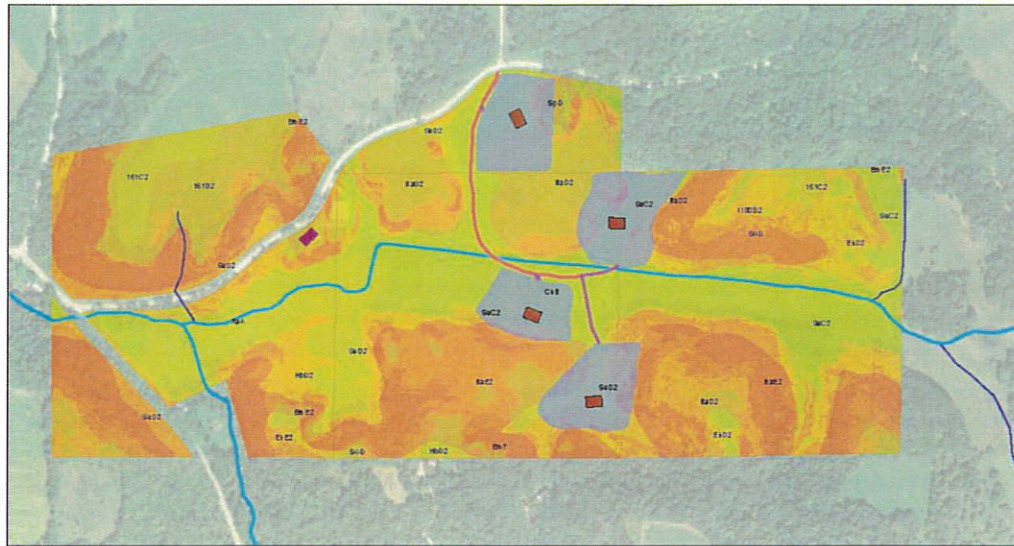


Individual property buildability (~130 acres, 4 potential development rights):

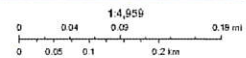


Clustered development scenario layout:

Property - Clustered Scenario

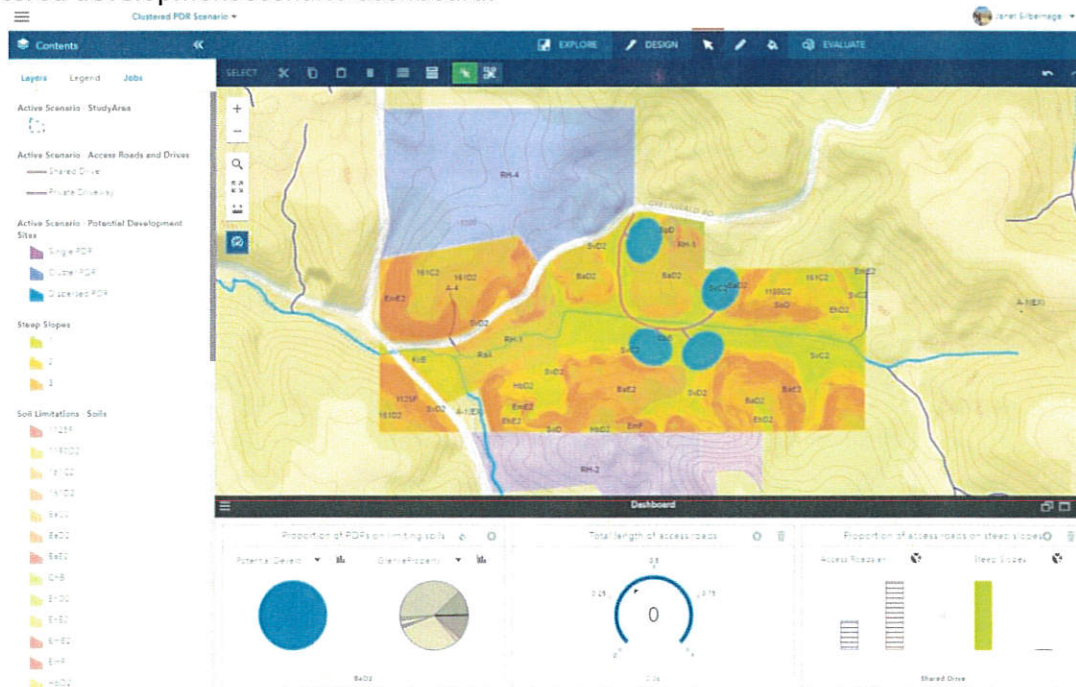


June 2, 2020



Source: Esri, DigitalGlobe, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community

Clustered development scenario dashboard:



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PROJECT AND RESEARCH FUNDING

Research Fellow. Aug-Dec 2017, Swiss Federal Institute for Forest, Snow, and Landscape Research (WSL), Birmensdorf, Switzerland (10,000 Swiss Francs).

Linking Citizen Science and Earth Observation to Monitor and Model Landscape Change in the Poyang Lake Region, China. Sep 2017-Aug 2018. IRIS Incubator Grant, UW-Madison (\$48,491). PI: Silbernagel and Schneider, (inundation map, top right).

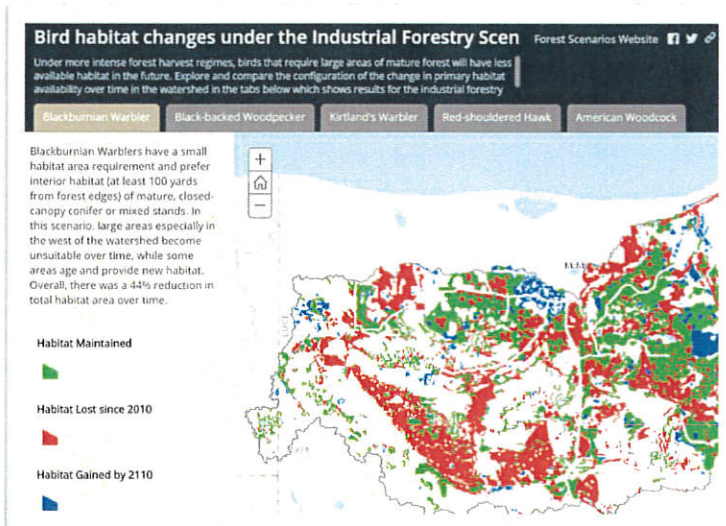
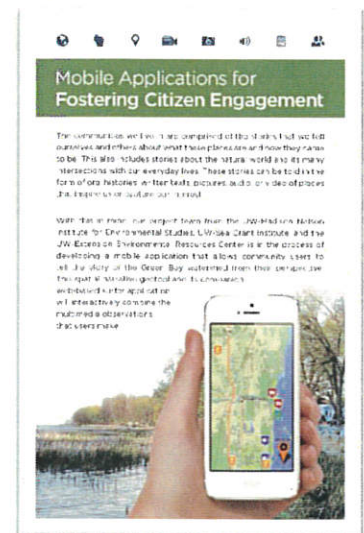
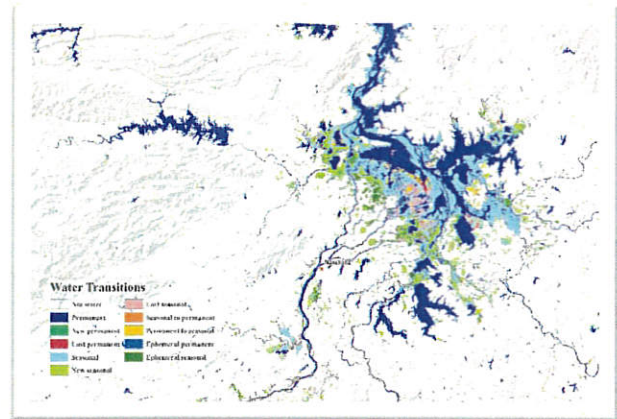
<http://faculty.nelson.wisc.edu/silbernagel/poyang/>

The Effect of Neighborhood Design on Wildlife and Soil Habitats: Are All Conservation Subdivisions the Same? Jul 2014-16, UW Graduate School (\$42,000). Co-PI: Silbernagel, Drake, Balster, Thompson. PI: Gocmen

Geotools for Fostering Citizen Engagement and Understanding of the Socio-environmental Complexities of Great Lakes Coastal Estuaries. Feb 12-Jun 14. UW Sea Grant (\$234,868). PI: Silbernagel and Robinson (UW Extension), (flyer, lower right), <http://maps.aqua.wisc.edu/geotools/>

Stressor Gradients and Spatial Narratives of the St. Louis River Estuary, Feb 10-Jun 12, UW Sea Grant joint proposal with Natural Resources Research Institute, Univ of MN-Duluth (\$215,000). PI: Silbernagel & Host. <http://stlouisriverestuary.org/>

Effective Strategies? Scenarios to Inform Broad-scale Forest Conservation, Jan 09-Dec 12, RJKose-The Nature Conservancy, in collaboration with TNC Michigan and LANDFIRE team (\$149,000). PI: Silbernagel & Miller. (storymap image below) <http://faculty.nelson.wisc.edu/silbernagel/scenarios/>





City of Lake Geneva Park and Open Space Plan Update

Scope of Services

The following list details the baseline tasks needed to complete an update of the City's Park and Open Space Plan. Combined, Tasks 1-11 will provide opportunities for City Staff, Board of Park Commissioners, Plan Commission, and City Council feedback and review. It will also produce a plan that will meet all Wisconsin DNR requirements. However, it does not provide events to foster substantial public participation. See the Additional Optional Tasks section below for more information.

Please note: all meetings are expected to take place virtually via Zoom, Microsoft Teams, Webex, GoToMeeting, or any other City-preferred virtual communication tool. If the City would prefer in-person components to any/all meeting identified below, we have also provided a separate cost estimate for that scenario.

Task 1: Data Collection and Research

Vandewalle & Associates will conduct baseline research and collect updated data to be discussed and reviewed in Task 2.

Task 2: City Staff Virtual Kickoff Meeting

Vandewalle & Associates will facilitate a project kick off call with City Staff to review the existing plan, identify key areas of change, and establish a project schedule. (1 1-hour meeting)

Task 3: Board of Park Commissioners Virtual Kickoff Meeting

Vandewalle & Associates will facilitate a meeting with the Board of Park Commissioners at a regularly scheduled meeting to discuss the project, get direction on key issues and areas to update, and identify user group, survey, or workshop participants (if applicable). (1 1-hour meeting)

Task 4: Draft #1 Park and Open Space Plan

Vandewalle & Associates will prepare a first draft of the Park and Open Space Plan with appropriate updates to all text, maps, and graphics, including all components necessary to meet State of Wisconsin planning standards. Draft #1 will be sent to City Staff in digital form.

Task 5: City Staff Virtual Meeting to Review Draft #1

Vandewalle & Associates will facilitate a call with City Staff to review Draft #1 in detail and gather feedback on changes needed. (1 1-hour meeting)

Task 6: Board of Park Commissioners Virtual Meeting to Review Draft #1

Vandewalle & Associates will present Draft #1 at a regularly scheduled Board of Park Commissioners meeting to gather feedback and identify any changes needed. (1 1-hour meeting)

Task 7: Draft #2 Park and Open Space Plan

Based on feedback gathered in Task 5 and 6, Vandewalle & Associates will prepare a second draft of the Park and Open Space Plan. Draft #2 will be sent to City Staff in digital form.

Task 8: City Staff Virtual Meeting to Review Draft #2

120 East Lakeside Street • Madison, Wisconsin 53715 • 608.255.3988 • 608.255.0814 Fax
247 Freshwater Way, Suite 530 • Milwaukee, Wisconsin 53204 • 414.988.8631
www.vandewalle.com

Shaping places, shaping change

Vandewalle & Associates will facilitate a call with City Staff to review Draft #2 in detail and gather feedback on any changes needed. (1 1-hour meeting)

Task 9: Board of Park Commissioners Virtual Meeting to Recommend Plan

Vandewalle & Associates will present Draft #2 at a regularly scheduled Board of Park Commissioners meeting to gather feedback and seek a recommendation of the Plan to the Plan Commission and City Council. (1 1-hour meeting).

Task 10: Joint Plan Commission and City Council Virtual Public Hearing and Plan Adoption Meeting

Vandewalle & Associates will attend one Joint Plan Commission and City Council meeting to hold a public hearing, seek a recommendation from the Plan Commission, and seek adoption of the Plan by the City Council. (1 1-hour meeting)

Task 11: Final Park and Open Space Plan

Based on all public, City Staff, Board of Park Commissioners, Plan Commission, and City Council comments and recommendations, Vandewalle & Associates will prepare the final adopted version of the Park and Open Space Plan. The Final Plan will be sent to City Staff in digital form.

Additional Optional Tasks

The following list details the optional tasks Vandewalle and Associates offers as part of any update to a Park and Open Space Plan. Each optional task is stand alone and is not dependent on any other task. The City is welcome to choose any combination of the following. It is highly recommended that at least one of the public participation events (Focus Groups, Survey, Workshop, or Open House) is included in the planning process to generate valuable feedback, increase public awareness, build public buy-in, and improve the overall plan. Additionally, each optional task is customizable and can be adjusted to best fit City objectives.

To note, all meetings will take place virtually via Zoom, Microsoft Teams, Webex, GoToMeeting, or any other City-preferred virtual communication tool. If the City would prefer in-person components to any/all meeting identified below, that can be accommodated with some increase in cost per task.

Element A: Community Priority Online Map Survey

Vandewalle & Associates, with the help of City Staff, will develop, create, and launch a map-based prioritization survey. The survey will be created in Map.Social and City Staff will distribute the link via established contact lists, social media channels, and local news outlets. Vandewalle & Associates will analyze and summarize responses. Results will be used to determine the most significant priorities for the next 5 years. Example Survey: <https://map.social/CreateMap.php?CommunityID=240>

Element B: Virtual Recreation User Focus Group Meetings

Vandewalle & Associates will prepare materials for and facilitate up to three recreation user focus group meetings to gather input on the existing park system and future needs. City Staff will use existing contact lists to schedule and invite community members for each focus group meeting. Task B's results are more specific and detailed than data gathered through a survey (Task A). (3 1-hour meetings)

Element C: Virtual Interactive Public Workshop

Vandewalle & Associates will prepare materials for and facilitate a public workshop that includes multiple interactive activities designed to engage the public and foster detailed feedback. All members of the public will be invited including recreation user groups, elected officials, and Board of Park Commissioners members. Vandewalle & Associates will summarize and provide all responses to City Staff.

Element D: Virtual Draft Plan Public Open House

Vandewalle & Associates will provide a summary video recording, Draft Plan, and Idea Board to be posted on the City's website to gather feedback on the Draft Plan. City staff will distribute the links via established contact lists, social media channels, and local news outlets. A virtual Q&A session will also be held to answer any of the public's remaining questions and gather any other feedback on the Draft Plan. All of the information received from both the Idea Board and Q&A session will be summarized and provided to the Board of Park Commissioners for consideration in the Draft Plan. (1 1-hour meeting)

Element E: Interactive Online Story Map

Vandewalle & Associates, with the help of City Staff, will develop, create, and map a City-wide digital interactive story map. This map will feature all parks, facilities, and trails in a user-friendly format to help guide residents, inform guests, and potentially be used as a promotional tourism application. Vandewalle & Associates will create the story map using ArcGIS online and provide access to the digital application for City Staff following completion of the plan. An example of a digital story map that could be utilized as a model for Lake Geneva can be found here:

<https://vandewalle.maps.arcgis.com/apps/MapJournal/index.html?appid=dd2ba076700e43b4923d3558430caeb8>

Element F: Detailed Conceptual Site Design

Vandewalle & Associates will prepare site design details, costs, and conceptual graphics for an individual park site based on the recommended improvements as identified through the planning process. This site design can be utilized as the basis for more detailed engineering plans or to seek grants and other funding. Vandewalle & Associates will provide all documents to City Staff in digital form. An example of this type of site design can be provided upon request.

City of Lake Geneva Park and Open Space Plan 2021-2026 Update

Draft Cost Proposal - In-Person Meetings

		Hours by Position						
		Hourly Rate	\$165	\$90	\$95	\$70	Printing &	Total Cost
		Position	Principal Discounted Rate	Associate	GIS	Admin.	Expenses	
Task 1	Data Collection and Research			6				\$ 540
Task 2	City Staff Virtual Kickoff Meeting (1 1-hour meeting)		1	4				\$ 525
Task 3	Board of Park Commissioners Kickoff Meeting (1 1-hour meeting)		3	6			\$ 100	\$ 1,135
Task 4	Draft #1 Park and Open Space Plan		2	30	15			\$ 4,455
Task 5	City Staff Virtual Meeting to Review Draft #1(1 1-hour meeting)		1	4				\$ 525
Task 6	Board of Park Commissioners Meeting to Review Draft #1 (1 1-hour meeting)		3	6			\$ 100	\$ 1,135
Task 7	Draft #2 Park and Open Space Plan		1	10	4	8		\$ 2,005
Task 8	City Staff Virtual Meeting to Reivew Draft #2 (1 1-hour meeting)		1	4				\$ 525
Task 9	Board of Park Commissioners Meeting to Recommend Plan (1 1-hour meeting)		3	6			\$ 100	\$ 1,135
Task 10	Joint Plan Commission and City Council Public Hearing and Plan Adoption Meeting (1 1-hour meeting)		3	6			\$ 100	\$ 1,135
Task 11	Final Park and Open Space Plan			2	1			\$ 275
Total Cost (Tasks 1-11)								\$ 13,390
OPTIONAL TASKS THAT COULD BE ADDED TO TASKS 1-10								
Element A	Community Priority Online Map Survey		1	8	2	2	\$ 100	\$ 1,315
Element B	In-Person Recreation User Group Meetings (3 1-hour meetings)		6	10		2		\$ 2,030
Element C	In-Person Interactive Public Workshop (1 2-hour meeting)		6	12	2	2	\$ 200	\$ 2,600
Element D	In-Person Draft Plan Public Open House (1 2-hour meeting)		6	12	2	2	\$ 200	\$ 2,600
Element E	Interactive Online Story Map			4	24		\$ 100	\$ 2,740
Element F	Detailed Conceptual Site Design (cost per park)		1	24	1		\$ 50	\$ 2,470
Total Cost (Optional Elements A-F)								\$ 13,755

Prepared by Vandewalle & Associates

2.18.21

City of Lake Geneva Park and Open Space Plan 2021-2026 Update

Draft Cost Proposal - Virtual Meetings

		Hours by Position					Printing & Expenses	Total Cost	
	Hourly Rate	\$165	\$90	\$95	\$70				
	Position	Principal Discounted Rate	Associate	GIS	Admin.				
Task 1	Data Collection and Research		6				\$	540	
Task 2	City Staff Virtual Kickoff Meeting (1 1-hour meeting)	1	4				\$	525	
Task 3	Board of Park Commissioners Virtual Kickoff Meeting (1 1-hour meeting)	1	4			\$	50	\$	575
Task 4	Draft #1 Park and Open Space Plan	2	30	15				\$	4,455
Task 5	City Staff Virtual Meeting to Review Draft #1(1 1-hour meeting)	1	4					\$	525
Task 6	Board of Park Commissioners Virtual Meeting to Review Draft #1 (1 1-hour meeting)	1	4			\$	50	\$	575
Task 7	Draft #2 Park and Open Space Plan	1	10	4	8			\$	2,005
Task 8	City Staff Virtual Meeting to Reivew Draft #2 (1 1-hour meeting)	1	4					\$	525
Task 9	Board of Park Commissioners Virtual Meeting to Recommend Plan (1 1-hour meeting)	1	4			\$	50	\$	575
Task 10	Joint Plan Commission and Village City Council Board Virtual Public Hearing and Plan Adoption Meeting (1 1-hour me	1	4			\$	50	\$	575
Task 11	Final Park and Open Space Plan		2	1				\$	275
Total Cost (Tasks 1-11)								\$	11,150
OPTIONAL TASKS THAT COULD BE ADDED TO TASKS 1-10									
Element A	Community Priority Online Map Survey	1	8	2	2	\$	100	\$	1,315
Element B	Virtual Recreation User Group Meetings (3 1-hour meetings)	3	8		2			\$	1,355
Element C	Virtual Interactive Public Workshop (1 2-hour meeting)	3	8		2			\$	1,355
Element D	Virtual Draft Plan Public Open House (1 1-hour meeting)	1	8		2	\$	100	\$	1,125
Element E	Interactive Online Story Map		4	24		\$	100	\$	2,740
Element F	Detailed Conceptual Site Design (cost per park)	1	24	1				\$	2,420
Total Cost (Optional Elements A-F)								\$	10,310

Prepared by Vandewalle & Associates
2.18.21

PARK FUNDS SUMMARY

12/31/2020

Year	REVENUES		EXPENDITURES		Notes on what \$ spent on
	<u>Park Fund</u>	<u>Interest Earned</u>	<u>Park Fund \$</u>	<u>Spent</u>	
2003				46,113.26	Transfer of old park fund
2004	3,928.00	158.81			
2005	2,552.00	952.44			
2006	1,407.00	1,980.99			
2007	575.00	2,477.22			
2008	150.00	1,053.67			
2009	100.00	224.33			
2010	150.00	93.52			
2011	50.00	51.76			
2012		68.23	(28,489.24)		Vet's Park south soccer field
2013	150.00	34.92	(6,455.46)		Manual scoreboard,batting cages,disc golf
2014	1,150.00	24.48	(1,610.98)		Park survey postcards, disc golf signs
2015	250.00	35.80			
2015			(15,000.00)		Transfer to Adaptive Playground Fund
2016	50.00	98.70			
2017		185.90			
2018	15,471.00	516.62	(21,060.00)		Soccer goals/Bleachers/Shade Structure
2019	20.00	536.81	(4,658.77)		Bench-Newman/Playground Equip-Tot Lot
2020	7,867.45	94.47	(5,307.05)		Bench & Plaque-Lotharius and Warner
Totals	33,870.45	8,588.63	#	(82,581.50)	

5,990.83 = Park Fund balance

15,000.00 = Adaptive Playground Fund balance

20,990.84 = Total Park Funds

Park Impact Fee Funds

Effective Date of Ordinance = 4/22/2004

12/31/2020

	<u>REVENUES</u>		<u>EXPENDITURES</u>	<u>REMAINING</u>	
<u>Year</u>	<u>Impact Fees</u>	<u>Interest Earned</u>	<u>Impact Fee \$ Spent</u>	<u>Impact Fee Balance</u>	<u>Notes on what \$ spent on</u>
2003					Transfer of old park fund
2004	16,560.00	158.81		16,718.81	
2005	15,870.00	952.44		33,541.25	
2006	11,250.00	1,980.99		46,772.24	
2007	6,272.00	2,477.22	(46,615.61)	8,905.85	Playground equipment, Planning
2008	20,808.00	1,053.67	(124.00)	30,643.51	Park Planning
2009	1,978.00	224.33	(7,589.00)	25,256.84	Molitor field
2010	1,380.00	93.52	(19,317.01)	7,413.34	Vet's park field, retaining wall
2011	19,248.00	51.76		26,713.10	
2012	3,910.00	68.23	(2,889.38)	27,801.95	Vet's Park south soccer field
2013	6,226.00	34.92	(11,386.78)	22,676.09	Manual scoreboard,batting cages,disc golf
2014	8,982.00	24.48	(4,046.00)	27,636.57	Park survey postcards, disc golf signs
2015	7,820.00	35.80	(23,245.68)	12,246.68	Dog park fencing,signs
2015				12,246.68	
2016	12,190.00	98.70	(4,551.00)	19,984.38	Dog Park water line
2017	20,286.00	185.90	(20,000.00)	20,456.28	Manning Way Playground Equipment
2018	20,654.00	516.62	(2,715.00)	38,911.89	Soccer goals/Bleachers/Shade Structure
2019	13,800.00	978.39		53,690.28	
2020	20,700.00	273.13		74,663.41	
Totals	207,934.00	8,935.74	(142,479.46)	74,663.41	
				<u>74,663.41</u>	= Impact Fee balance

IMPACT FEE SUMMARY:

	<u>Collected</u>	<u>Interest Earned</u>	<u>Expenditures</u>	<u>Must be spent by:</u>	
2003-2006	43,680.00	3,092.24	(87,921.78)	(41,149.54)	Must be spent by 12/31/2013
2007	6,272.00	2,477.22	(4,046.00)	(36,446.33)	Must be spent by 12/31/2014
2008	20,808.00	1,053.67	(23,245.68)	(37,830.34)	Must be spent by 12/31/2015
2009	1,978.00	224.33	(4,551.00)	(40,179.02)	Must be spent by 12/31/2016
2010	1,380.00	93.52	(20,000.00)	(58,705.50)	Must be spent by 12/31/2017
2011	19,248.00	51.76	(2,715.00)	(42,120.75)	Must be spent by 12/31/2018
2012	3,910.00	68.23	-	(38,142.52)	Must be spent by 12/31/2019
2013	6,226.00	34.92		(31,881.60)	Must be spent by 12/31/2020
2014	8,982.00	24.48		(22,875.12)	Must be spent by 12/31/2021
2015	7,820.00	35.80		(15,019.32)	Must be spent by 12/31/2022
2016	12,190.00	98.70		(2,730.63)	Must be spent by 12/31/2023
2017	20,286.00	185.90		17,741.28	Must be spent by 12/31/2024
2018	20,654.00	516.62		38,911.89	Must be spent by 12/31/2025
2019	13,800.00	978.39		53,690.28	Must be spent by 12/31/2026
2020	20,700.00	273.13		74,663.41	Must be spent by 12/31/2026
	187,234.00	8,935.74	(142,479.46)		

PARK FUNDS SUMMARY

1/31/2021

Year	REVENUES		EXPENDITURES	Notes on what \$ spent on
	<u>Park Fund</u>	<u>Interest Earned</u>	<u>Park Fund \$ Spent</u>	
2003			46,113.26	Transfer of old park fund
2004	3,928.00	158.81		
2005	2,552.00	952.44		
2006	1,407.00	1,980.99		
2007	575.00	2,477.22		
2008	150.00	1,053.67		
2009	100.00	224.33		
2010	150.00	93.52		
2011	50.00	51.76		
2012		68.23	(28,489.24)	Vet's Park south soccer field
2013	150.00	34.92	(6,455.46)	Manual scoreboard,batting cages,disc golf
2014	1,150.00	24.48	(1,610.98)	Park survey postcards, disc golf signs
2015	250.00	35.80		
2015			(15,000.00)	Transfer to Adaptive Playground Fund
2016	50.00	98.70		
2017		185.90		
2018	15,471.00	516.62	(21,060.00)	Soccer goals/Bleachers/Shade Structure
2019	20.00	536.81	(4,658.77)	Bench-Newman/Playground Equip-Tot Lot
2020	7,867.45	94.47	(5,307.05)	Bench & Plaque-Lotharius and Warner
2021		1.65		
Totals	33,870.45	8,590.28	(82,581.50)	

5,992.48 = Park Fund balance

15,000.00 = Adaptive Playground Fund balance

20,992.49 = Total Park Funds

Park Impact Fee Funds

Effective Date of Ordinance = 4/22/2004

1/31/2021

	<u>REVENUES</u>		<u>EXPENDITURES</u>	<u>REMAINING</u>	
<u>Year</u>	<u>Impact Fees</u>	<u>Interest Earned</u>	<u>Impact Fee \$ Spent</u>	<u>Impact Fee Balance</u>	<u>Notes on what \$ spent on</u>
2003					Transfer of old park fund
2004	16,560.00	158.81		16,718.81	
2005	15,870.00	952.44		33,541.25	
2006	11,250.00	1,980.99		46,772.24	
2007	6,272.00	2,477.22	(46,615.61)	8,905.85	Playground equipment, Planning
2008	20,808.00	1,053.67	(124.00)	30,643.51	Park Planning
2009	1,978.00	224.33	(7,589.00)	25,256.84	Molitor field
2010	1,380.00	93.52	(19,317.01)	7,413.34	Vet's park field, retaining wall
2011	19,248.00	51.76		26,713.10	
2012	3,910.00	68.23	(2,889.38)	27,801.95	Vet's Park south soccer field
2013	6,226.00	34.92	(11,386.78)	22,676.09	Manual scoreboard, batting cages, disc golf
2014	8,982.00	24.48	(4,046.00)	27,636.57	Park survey postcards, disc golf signs
2015	7,820.00	35.80	(23,245.68)	12,246.68	Dog park fencing, signs
2015				12,246.68	
2016	12,190.00	98.70	(4,551.00)	19,984.38	Dog Park water line
2017	20,286.00	185.90	(20,000.00)	20,456.28	Manning Way Playground Equipment
2018	20,654.00	516.62	(2,715.00)	38,911.89	Soccer goals/Bleachers/Shade Structure
2019	13,800.00	978.39		53,690.28	
2020	20,700.00	273.13		74,663.41	
2021	1,840.00	5.81		76,509.22	
Totals	209,774.00	9,214.68	(142,479.46)	76,509.22	

76,509.22 = Impact Fee balance

IMPACT FEE SUMMARY:

	<u>Collected</u>	<u>Interest Earned</u>	<u>Expenditures</u>	<u>Must be spent by:</u>
2003-2006	43,680.00	3,092.24	(87,921.78)	(41,149.54)
2007	6,272.00	2,477.22	(4,046.00)	(36,446.33)
2008	20,808.00	1,053.67	(23,245.68)	(37,830.34)
2009	1,978.00	224.33	(4,551.00)	(40,179.02)
2010	1,380.00	93.52	(20,000.00)	(58,705.50)
2011	19,248.00	51.76	(2,715.00)	(42,120.75)
2012	3,910.00	68.23	-	(38,142.52)
2013	6,226.00	34.92		(31,881.60)
2014	8,982.00	24.48		(22,875.12)
2015	7,820.00	35.80		(15,019.32)
2016	12,190.00	98.70		(2,730.63)
2017	20,286.00	185.90		17,741.28
2018	20,654.00	516.62		38,911.89
2019	13,800.00	978.39		53,690.28
2020	20,700.00	273.13		74,663.41
2021	1,840.00	5.81		76,509.22
	209,774.00	9,214.68	(142,479.46)	

Must be spent by 12/31/2013
 Must be spent by 12/31/2014
 Must be spent by 12/31/2015
 Must be spent by 12/31/2016
 Must be spent by 12/31/2017
 Must be spent by 12/31/2018
 Must be spent by 12/31/2019
 Must be spent by 12/31/2020
 Must be spent by 12/31/2021
 Must be spent by 12/31/2022
 Must be spent by 12/31/2023
 Must be spent by 12/31/2024
 Must be spent by 12/31/2025
 Must be spent by 12/31/2026
 Must be spent by 12/31/2026
 Must be spent by 12/31/2027