



**Parks and Recreation Board Agenda
Department of Public Services
851 South Eton-Conference Room
Tuesday, May 9, 2023
6:30 PM**

- I. Call to order**
- II. Roll Call**
- III. Announcements, Introductions of Guests & Chairpersons Comments**
 1. DPS Open House-Saturday, May 13, 2023 1pm-2pm
 2. 2023 Birmingham Ice Show-Saturday, May 20, 2023 12pm & 4pm
- IV. Open To The Public for Items Not On the Agenda** *(two minutes per person)*
 - No one may speak a second time until everyone in the audience has spoken.
 - The chairperson may alternate speakers pro & con on issues being discussed.
- V. Approval of the minutes of:** April 4, 2023 *(regular meeting)*
- VI. Unfinished Business**
- VII. New Business-** *Written and submitted by 5pm Monday at the Birmingham Ice Sports Arena, one week prior to the meeting.*
 1. Parks and Recreation Master Plan- Consultant Selection
- VIII. Miscellaneous Communications**
 1. Email received from Bob Gibbs-Booth Park Walkway
- IX. Reports From Staff**
 1. Parks and Recreation Board Roster
 2. Project Updates:
 - a. Adams Park Update *(verbal)*
 - b. Crestview Park Pickleball *(verbal)*
- X. Items for Next Meeting**
- XI. Adjournment**

Individuals requiring accommodations, such as interpreter services, for effective participation in this meeting should contact the City Clerk's Office at (248) 530-1880 at least one day in advance of the public meeting.
Las personas que requieren alojamiento, tales como servicios de interpretación, la participación efectiva en esta reunión deben ponerse en contacto con la Oficina del Secretario Municipal al
(248) 530-1880 por lo menos el día antes de la reunión pública.
(Title VI of the Civil Rights Act of 1964).

*If you cannot attend the meetings, please contact Connie Folk at the Birmingham Ice Arena (248) 530-1642.
Minutes are available for review at the Birmingham Ice Sports Arena, 2300 East Lincoln, Birmingham, MI 48009*

PARKS & RECREATION BOARD MISSION STATEMENT

The Parks and Recreation Board strives to provide opportunities for the enjoyment, education, and inspiration for present and future generations of residents and visitors through stewardship of natural, cultural and recreational resources. By continuously elevating the beauty and quality of the parks and recreation system of Birmingham, the Parks and Recreation Board will promote health and wellbeing, and strengthen the community.

The highly transmissible COVID-19 Delta variant is spreading throughout the nation at an alarming rate. As a result, the CDC is recommending that vaccinated and unvaccinated personnel wear a facemask indoors while in public if you live or work in a substantial or high transmission area. Oakland County is currently classified as a substantial transmission area. The City has reinstated mask requirements for all employees while indoors. The mask requirement also applies to all board and commission members as well as the public attending public meetings.

Should you have any statement regarding the above, you are invited
to attend the meeting in person or virtually through

ZOOM: <https://zoom.us/j/98191466679> **Meeting ID:** 981 9146 6679

You may also present your written statement to:

City of Birmingham, Parks and Recreation Board

851 South Eton, Birmingham, Michigan 48009 prior to the meeting.

PARKS AND RECREATION BOARD MEETING MINUTES
April 4, 2023

Heather Carmona, Chairperson, called the meeting to order at 6:30 pm at 851 South Eton.

MEMBERS PRESENT: Heather Carmona
Susan Collins
Pam Graham
Sarah Kupczyk
Anne Lipp
John Rusche
Steve Sweeney

STUDENT REPRESENTATIVES PRESENT: Katie Glasier, Seaholm High School
Archie Reynolds, Seaholm High School

MEMBERS ABSENT: None

STUDENT REPRESENTATIVES ABSENT: None

ADMINISTRATION: Scott Zielinski, Director of Public Services
Brooks Cowan, Senior Planner
Leah Blizinski, City Planner
Carrie A. Laird, Parks and Recreation Manager
Connie J. Folk, Recreation Coordinator

GUESTS: Jack Burns, Anne Bray, Todd MacIntosh, Diane Roach Smith, Claudia Unruh, and David Young

It was moved by Lipp, seconded by Rusche, to approve the minutes of the Tuesday, March 7, 2023, regular meeting as submitted.

Ayes, Heather Carmona, Susan Collins, Pam Graham, Sarah Kupczyk, Anne Lipp, John Rusche, and Steve Sweeney

Nays, None

Absent, None

It was moved by Sweeney, seconded by Lipp, to approve the minutes of the Tuesday, March 28, 2023, special meeting as amended.

Ayes,	Heather Carmona, Susan Collins, Pam Graham, Sarah Kupczyk, Anne Lipp, John Rusche, and Steve Sweeney
Nays,	None
Absent,	None

OPEN TO THE PUBLIC FOR ITEMS NOT ON THE AGENDA:

Diane Roach Smith requested that before the city works to improve other parks please bring Kenning Park up to standard. Smith stated that the path to enter the park is extremely wet and muddy and huge trees are down in the middle of the park from the recent storms.

Claudia Unruh stated there is standing water issues in Kenning Park and a large tree branch is down from the recent storms. Unruh asked staff and members of the board to visit the park this week, after the recent rain. Unruh is requesting additional park maintenance and park improvements.

Bray stated that funding and proposal processes require time to execute. Bray stated that standing water issues have been a concern and is especially concerned about the Rouge River.

Smith asked the Parks and Recreation Board consider partnering with Eton Academy located near Kenning Park to include multisensory features.

No Action was taken by the Parks and Recreation Board

Agenda item #1: S. Eton Resurfacing & Northeast Corner of S. Eton and Lincoln Ave

SP Cowan liaison for the Multimodal Transportation Board (MMTB) reviewed with the Parks and Recreation Board the South Eton resurfacing and proposed plan for the northeast corner of South Eton and Lincoln Avenue.

SP Cowan stated that the MMTB is in the process of reviewing conceptual designs for the South Eton resurfacing scheduled in the capital improvements plan for the summer of 2024. The MMTB is looking at various designs and narrowing down the concepts to enhance pedestrian crossings and safer bike lanes which involve on street parking. This area is a delicate subject, so he is here to gather the Parks and Recreation Board's feedback.

MMTB has an open house scheduled on April 18, 2023, that would produce information that would go to the MMTB on May 4, 2023.

SP Cowan stated that a complete streets policy was adopted in 2011 for safe streets for everyone that includes pedestrians, cyclists and special needs. The city then adopted a multi-modal transportation plan which recommends bike lanes for both north and south Eton Road which are part of the City's inner city connector loop as well as Troy and Royal Oak's networks. In order to accommodate bike lanes on both sides of Eton there will be loss of on-street parking to facilitate safe visibility.

SP Cowan asked the Parks and Recreation Board to consider supporting a concept that adds parking, cutting into the Kenning Park parcel, situated at the northeast corner of Lincoln and Eton.

Rusche supports adding parking to support drainage remediation and asks that when SP Cowan takes the proposal to city commission that the property be officially recognized as park property and earmarked for future pickleball courts when funding becomes available in 2024/2025.

SP Cowan confirmed the city is investigating underground water retention and a parking lot would enable this concept. He will also ask the City Commission to designate the area as park property.

Lipp suggested that engineering plans for drainage to consider in advance drainage volumes for future pickleball courts.

Graham is in favor of making infrastructure improvements but not in saying how to activate parks without having a plan that meets the need of the neighborhood.

Rusche mentioned abrupt end of sidewalk in the southern entrance of Kenning Park.

Carmona asked for clarification about the Parks and Recreation Board's authority for the public property on the northeast corner of Eton and Lincoln.

DPS Director Zielinski clarified that the Eton Road resurfacing project is ahead of the master plan and because the city has always treated this area as a park that planning is reaching out to the Parks and Recreation Board for input.

Smith asked that the corner space be kept a green space and is concerned that it has been considered designated commercial space and the parking and drainage is being addressed to support the new restaurant that is being built.

MacIntosh is against taking away greenspace to add parking.

Unruh is against taking away greenspace to add parking. Further she is concerned about the safety of the intersection. She suggests the Parks and Recreation Board review the emails residents sent to the Planning Board about this topic.

Burns would like to see the corner under discussion be turned into a community park.

Unruh states that adding a parking lot at the northeast corner is unnecessary because there is plenty of parking in front of the tennis courts.

Graham stated that she would not be in favor of adding parking spots on the greenspace when the Parks and Recreation Board discussed adding pickleball courts to the property. Graham stated that users would park in the lots south of Lincoln near the tennis courts.

Carmona wanted to clarify that she is comfortable with allowing the parking concept to be included in the MMTB Open House to allow the people in the neighborhood the opportunity to comment.

Collins also stated that the corner green space should be kept a park.

SP Cowan confirmed the Parks and Recreation Board does not object to the parking option being included in the MMTB Open House to get feedback.

No Action was taken by the Parks and Recreation Board

Agenda item #2: Parks and Recreation Draft Master Plan RFP

PM Laird reviewed the city's draft Parks and Recreation Plan update request for proposals (RFP) prepared by Staff and reviewed by Planning Director Dupuis and Assistant City Manager Ecker to engage a consultant to coordinate the Parks and Recreation Master Plan Update process. She also reviewed the timeline and the process to evaluate the responses with the Parks and Recreation Board ultimately making a recommendation to adopt the Plan to the City Commission in January, 2024.

PM Laird asked the Parks and Recreation Board members to send interview questions in advance for the in person presentations.

PM Laird highlighted that the plan, upon completion, will be forwarded to Michigan's Department of Natural Resources which enables applications to grant funding opportunities.

DPS Director Zielinski explained the reasoning behind asking for interview questions in advance of the in-person interviews. Additionally he mentioned that it would be perfectly acceptable if the Parks and Recreation Board consultant recommendation was different from the staff recommendation because ultimately the city commission will make the final decision.

Graham after confirming the process used to develop the RFP asked if there are any documents related to best practices for both accessibility and environmental that could be included in the assessment.

Sweeney inquired about company tenure requirements.

DPS Director Zielinski replied that it is baked into the "related project experience" element of the RFP.

Kupczyk agrees with the inclusion of accessibility considerations.

Carmona inquired if the RFP was informed by the Birmingham Green Strategy that was done in 2021 and the Sustainability Plan.

CP Blizinski emphasized that those items are strategies are in draft form and are being used by the Environmental Sustainability Committee who will be writing the Sustainability and Climate Action Plan. The documents Carmona referenced do not have a seal of approval or adoption from the city commission.

Carmona stressed the importance of providing environmental guidance within the process.

CP Blizinski indicated she had some documents that might be helpful that she will provide to DPS Director Zielinski.

Carmona wondered about the possibility of adding a research component to help delineate property identified casually and officially as park property.

DPS Director Zielinski said there are good considerations for both in house property research as well as consultant research.

PM Laird said there is room in the document to include an inventory of community property.

Carmona compared submission requirements and evaluation procedure and criteria and inquired why proposed innovations was not included in evaluation criteria.

DPS Director Zielinski replied that it would be demonstrated within their "ability to provide" with their project plan.

Bray, is looking for water issues to be addressed in a cohesive manner across all areas of the city. Bray is interested in the plants the city is proposing to use as well as the long lasting chemicals that ultimately get poured into our waters.

Smith wanted to clarify that zoning-wise there is no "parks" designation, it all falls into public property, and it is important to understand where the Parks and Recreation Board has impact.

DPS Director Zielinski explained about the function of zoning.

No Action was taken by the Parks and Recreation Board

Agenda item #3: Amend the May 2, 2023 Parks and Recreation Board meeting date to May 9, 2023

It was moved by Lipp, seconded by Kupczyk, to move the May 2, 2023 Parks and Recreation Board meeting to May 9, 2023, to accommodate the RFP process.

Ayes,	Heather Carmona, Susan Collins, Pam Graham, Sarah Kupczyk, Anne Lipp, John Rusche, and Steve Sweeney
Nays,	None
Absent,	None

Agenda item #4: Parks and Recreation Board Rules and Procedures

Graham was not in favor of adopting the proposed changes for the following reasons:

- The proposed structure does not follow typical recommended structures
- It will be difficult to implement Section C and having six (6) items on an agenda
- An expert recommended that boards not lock themselves into specific order, rather they should structure meetings as necessary
- Article V and VI are confusing

Graham would like for the next meeting to follow the proposed agenda but she does not approve changes to the procedure.

DPS Director Zielinski provided clarification to Graham's points:

- The city attorney has reviewed the order proposed and it is similar to everything else the city follows.
- The referenced support materials are reference and not law
- The limitation of six (6) items is for New Business and does not preclude bringing back previous items
- Item VI "rule violation" relates to patrons use of parks and public grounds

Graham inquired if the Parks and Recreation Board or other City of Birmingham's Board Rules of Procedures were available online.

Carmona noticed inconsistent terminology has been used, e.g., bylaws, policies etc. and felt it was helpful to bring formatting consistency which enables focused deliberation during discussions and interacting with staff. She approves of this proposal.

Lipp commented she is not comfortable putting the motion forward to enable the use of the Order of Business unless the debatable items are put on a future agenda for review.

It was moved by Graham, seconded by Rusche, to accept the amended Parks and Recreation Board Rules and Procedures.

Ayes, Heather Carmona, Susan Collins, Sarah Kupczyk, Anne Lipp, and John Rusche

Nays, Pam Graham and Steve Sweeney

Absent, None

COMMUNICATION/DISCUSSION ITEM #1: Email received from Diane Smith

Carmona thanked Diane Smith for her email that was discussed during the related Agenda Item I.

No Action was taken by the Parks and Recreation Board

COMMUNICATION/DISCUSSION ITEM #2: Prescribed Barnum Park Burn

PM Laird stated the burn was executed Thursday, March 30th, to allow native plants to flourish and inhibit invasive species.

No Action was taken by the Parks and Recreation Board

COMMUNICATION/DISCUSSION ITEM #3: Zamboni Purchase

RC Folk said she is looking forward to receiving our new electric Zamboni in the middle of July, 2024.

DPS Director Zielinski stated that this is the first EV purchase for the City – which is a pretty big deal.

No Action was taken by the Parks and Recreation Board

COMMUNICATION/DISCUSSION ITEM #4: mParks Foundation Play Is Essential Grant

PM Laird announce the City of Birmingham was awarded the maximum amount of \$2,000 for seatbacks for the sea-saw and the stationary cycler in Adams Park.

No Action was taken by the Parks and Recreation Board

COMMUNICATION/DISCUSSION ITEM #5: Oakland County Parks and Recreation 2023 Grant Program Opportunities

PM Laird reported that Birmingham is eligible to apply again this year. The deadline is approaching and the submission will focus on the trail improvement concept plan, under the predevelopment grant for the maximum amount of \$25,000.

Kupczyk inquired about how the city was going to make trails accessible by wheels/ wheelchairs as well as converting rubble mulch areas that could be a barrier to a child in a wheelchair.

PM Laird stated that the next step is to prepare concepts for cost estimates to enable planning for improvements. The city is still waiting on the concepts from the architect.

No Action was taken by the Parks and Recreation Board

UNFINISHED BUSINESS:

None

No Action was taken by the Parks and Recreation Board

NEW BUSINESS:

Carmona plans to share a draft wayfinding and signage plan for a Western Michigan rails and trails alliance she received from a member of the Oakland County Parks Commission. It is in draft mode, so it should not be circulated publically.

DPS Director Zielinski appreciated receiving a copy and offered to share it with the City's Wayfinding Committee to get their thoughts on it because they are getting involved with the trail system plan.

No Action was taken by the Parks and Recreation Board

Carmona stated the next regular meeting will be held on Tuesday, May 9, 2023, at 6:30 pm, at 851 South Eton (with a possible location change).

Chair Carmona adjourned the meeting at 8:35 pm

Connie J. Folk, Recreation Coordinator



MEMORANDUM

Department of Public Services

DATE: May 9, 2023

TO: Parks and Recreation Board

FROM: Carrie Laird, Parks and Recreation Manager

SUBJECT: Parks and Recreation Master Plan- Consultant Selection

INTRODUCTION

Birmingham's Parks and Recreation Master Plan (2018) is in need of an update. The City is seeking a recommendation from the Parks and Recreation Board to help with the selection of the consultant for the plan.

BACKGROUND:

Communities are required to develop a comprehensive citywide recreation plan to establish eligibility to apply for grants from the Michigan Department of Natural Resources (DNR). This will be the fifth Five (5) Year Community Parks and Recreation Master Plan for the City of Birmingham.

The updated Parks and Recreation Master Plan will drive City long range planning efforts, direct decision making and the redevelopment of parks, facilities, open space, and our recreation system over the next five (5) years. The new updated plan will provide a vision, goals, and objectives to guide the City's elected officials, residents and staff on future needs as they relate to parks, trails, and recreation.

The selected Consultant will be familiar with other relevant city plans and initiatives including but not limited to the [2018 Parks & Recreation Plan](#), the DRAFT Birmingham 2040 Plan <https://www.thebirminghamplan.com>, the [Multimodal Transportation Plan](#), the [Downtown 2016 Plan](#), the Rouge Green Corridor Riparian & Aquatic Habitat Inventory & Management Plan, the Strategic Plan, ADA Guidelines and Universal Design Principles, and Environmental/Sustainable/Green Infrastructure Best Practices.

The selected Consultant will have the overall responsibility for the update of the City's Parks and Recreation Master Plan, lead the plan efforts and be responsible for the timely completion of the plan. This includes, but is not limited to, preparing and maintaining a detailed timeline, conducting outreach for the plan, leading public hearings, conducting presentations, and document creation.

Coordination of public outreach will be an essential component of this process. The Consultant will conduct robust public participation, including surveys, a project website, and conduct public meetings, and topic-specific meetings, as necessary. The Consultant shall seek diverse participation in the planning process; providing ongoing and understandable information for all participants while using a variety of communication channels to inform and involve the community. In addition, the Consultant will coordinate with key stakeholders, residents, and outside agencies that provide services and/or expertise within the City of Birmingham.

The Consultant will establish a plan that will address the needs of the community, the recently adopted strategic plan, and serve as a guide for future park and recreation activities and development. The plan must be approved and accepted by the Michigan Department of Natural Resources (MDNR) in 2024. The final document must meet or exceed all MDNR Grant program requirements.

Sealed proposals were opened Thursday, April 27, 2023 for "Parks and Recreation Master Plan Update" for the City of Birmingham. The Request for Proposals (RFP) was entered into the Michigan Inter-governmental Trade Network (MITN) purchasing system. Three (3) firms responded. The results are displayed below:

Firm	Cost	Additional Meetings
MCSA Group, Inc.	\$49,544	\$1,200/mtg
ROWE Professional Services Company	\$63,500	\$800/mtg
McKenna	\$68,500	\$650/mtg

Proposals from the 3 firms are attached.

The Parks and Recreation Board will review the appended proposals in advance of the May 9, 2023 Meeting and interview all three candidates during the meeting.

Consultants will present their proposals (up to 20 minute presentations) and respond to 5 questions (10-15 minute Q &A session)

The randomly selected order of candidates and correlating time slots are as follows:

1. McKenna: 6:30pm-7:15pm
2. MCSA Group, Inc.: 7:15pm-8:00pm
3. ROWE Professional Services: 8:00pm-8:45pm

Evaluation forms are also included in this agenda packet. The forms will be filled out by all seated members of the Parks and Recreation Board at the May 9th meeting.

ATTACHMENTS:

- Questions for Interviews
- Evaluation Forms
- Consultant Proposals

SUGGESTED ACTION:

To recommend (Firm Name) as the selected Consultant to prepare the City's five (5) year Parks and Recreation Master Plan Update to the City Commission for approval.

Parks and Recreation Master Plan Update
Interview Questions

Parks & Recreation Board Meeting May 9, 2023

1. Birmingham has taken steps to address sustainability and its aging population in its future planning, most recently forming two ad-hoc committees, the Environmental Sustainability and Aging in Place. It's anticipated the input and outcomes of these committees will and should impact Parks and Recreation priorities. With that in mind, can you please share what cities/communities have you worked with and/or what best practices are you aware of that could be applied to Birmingham to address both of these priority areas and incorporate them into the plan?
2. Does your project team have experience in integrated, system-wide approaches to planning for implementation and maintenance of green infrastructure?
3. Other than city staff, who from the public will you interview/talk to about what should be included in the master plan? How do you get people to show up to meetings and how do you rank the priorities from the various groups?
4. Please describe any experience you may have in designing accessible playgrounds? Are you up to date/familiar with the latest and greatest available accessible equipment?
5. Please clarify the number of meetings as part of the Proposed Bid Amount. (Staff will ask this question)

EVALUATION FORM

PARKS & RECREATION MASTER PLAN UPDATE

The City will utilize a qualifications-based selection process in choosing a Consultant for the completion of this work. The evaluation panel will consist of City staff, board members, and/or any other person(s) designated by the City who will evaluate the proposals.

NAME OF FIRM: _____

REVIEWER: _____

CRITERIA	SCORE
Ability to provide services as outlined/General Company Qualifications	_____ (0-30)
Related Project Experience	_____ (0-20)
Project Plan	_____ (0-15)
Project Team	_____ (0-15)
Cost of services	_____ (0-5)
Timeline and schedule for completion	_____ (0-10)
References	_____ (0-5)
TOTAL	_____ (0-100)

MCKENNA

PROPOSAL TO PREPARE

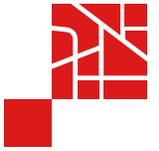
2024-20248 Parks and Recreation Master Plan

CITY OF BIRMINGHAM, MICHIGAN

APRIL 27, 2023

Communities for real life.





MCKENNA

April 27, 2023

Ms. Carrie Laird
Parks and Recreation Manager
City of Birmingham
851 S. Eton
Birmingham, MI 48009

Subject: Continued Parks and Recreation Success for the Birmingham Community!

Dear Ms. Laird and Birmingham Leadership:

McKenna is pleased to submit the enclosed qualifications to provide planning services for Birmingham's Parks and Recreation Master Plan update. Our Team is ready to engage with the Birmingham community and provide residents and visitors with a **dynamic, sustainable, and innovative** recreation master plan that is rooted in **inclusiveness (including age inclusivity), sustainability, resiliency, and health**.

A COMMUNITY DRIVEN PLANNING & DESIGN PROCESS

McKenna understands that Birmingham is seeking an innovative approach to master planning that is based on community engagement, and we share that philosophy. To achieve the highest level of community input, we propose a structured, multipronged approach to engage residents and stakeholders throughout the process. Specifically, our approach includes (but is not limited to) the following:

- **A Parallel Virtual Engagement.** An interactive website with a variety of polls, short surveys, and live-streaming meetings to determine parks and recreation amenity and programming preferences, desires, and needs.
- **Field Day Events** (total of 4). We will interact one-on-one with community members and gather input through discussions, exercises and mapping. The field days will be held at various parts during the process, and include idea generation to draft review at a selected park or community event. **Going to residents, rather than expecting them to come to us, builds trust and yields much higher participation!**
- **Stakeholder Interviews.** Roundtable meetings, especially with groups who have been historically underrepresented in the community.

To truly empower citizens, Birmingham needs a planning and design team that values civic input and knows how to turn ideas into actions. McKenna is that team.

EXPERIENCE THAT MATCHES BIRMINGHAM'S EXPECTATIONS

McKenna works in communities with **similar attention to detail, commitment to sustainable futures, and responsiveness to their residents and stakeholders**. In fact, in addition to partnering with the City of Birmingham on recent projects (for both the 2018 Parks and Recreation Master Plan, and with DPZ on the current 2040 Birmingham Master Plan update), within the past five years, our Team has led a wealth of planning and park development efforts of note for similar client communities. Such premier communities are detailed on the following page.

HEADQUARTERS

235 East Main Street
Suite 105
Northville, Michigan 48167

☎ 248.596.0920
☎ 248.596.0930
MCKA.COM

Communities for real life.



Recent projects include:

- City of Royal Oak: Parks and Recreation Master Plan
- City of Sault Ste. Marie: Parks and Recreation Master Plan
- Canton Township: Parks and Recreation Master Plan & Patriot Park Design
- City of Mt. Pleasant: Parks and Recreation Master Plan & Nonmotorized Planning
- City of Kalamazoo: Parks and Recreation Master Plan
- Park Township: Airport Redevelopment into a Park (Community Engagement)

These premier communities turned to McKenna for nuanced and effective strategies for parks and recreation improvements rooted in meaningful public engagement. Our clients also rely on us for our grasp of best practices on how communities can most effectively evolve their parks systems to maximize residents' wellbeing.

PROJECT EXPECTATIONS

The provision of parkland and recreational opportunities are essential public services, as has been especially proven since the pandemic began in 2020. The McKenna Team recognizes the importance of continuing to advance an aspirational vision for the future of Birmingham's parks, open space, and recreational resources – we seek to again partner with Birmingham to continue building upon this progress! The final 5-Year Parks and Recreation Master Plan will be an action-oriented, graphically rich document that supports the City's mission to serve the Birmingham community.

If you have any questions, please do not hesitate to contact us at (248) 596-0920 or by email at jjackson@mcka.com. We look forward to continuing our relationship with Birmingham and partnering on this exciting project! Thank you.

Respectfully submitted,

McKENNA

John Jackson, AICP, NCI
President

**ATTACHMENT A
AGREEMENT
Parks & Recreation Master Plan Update**

AGREEMENT to Draft an Updated Parks & Recreation Master Plan

This AGREEMENT, made this 27 day of April, 2023, by and between CITY OF BIRMINGHAM, having its principal municipal office at 151 Martin Street, Birmingham, MI (hereinafter called "City"), and McKenna, Inc., having its principal office at 235 E. Main St, Northville, MI 48167 (hereinafter called "Consultant"), provides as follows:

WITNESSETH:

WHEREAS, the City of Birmingham has heretofore advertised for bids for the procurement and performance of services required to perform an update to the City's five year Parks and Recreation Master Plan, and in connection therewith has prepared a request for sealed proposals ("RFP"), which includes certain instructions to bidders, specifications, terms and conditions.

WHEREAS, the Consultant has professional qualifications that meet the project requirements and has made a bid in accordance with such request for cost proposals to prepare an updated five-year Parks and Recreation Master Plan;

NOW, THEREFORE, for and in consideration of the respective agreements and undertakings herein contained, the parties agree as follows:

1. It is mutually agreed by and between the parties that the documents consisting of the Request for Proposal to provide services to update the City's five-year Parks and Recreation Master Plan and the Consultant's cost proposal dated April 27, 2023 shall be incorporated herein by reference and shall become a part of this Agreement, and shall be binding upon both parties hereto (Attachment A). If any of the documents are in conflict with one another, this Agreement shall take precedence.
2. The City shall pay the Consultant for the performance of this Agreement in an amount not to exceed \$68,500, and if deemed necessary and approved by the City, \$650 per meeting (additional meeting cost), as set forth in the Consultant's 2023 cost proposal to perform the scope of work as contained in the RFP (Attachment A).
3. This Agreement shall commence upon execution by both parties, unless the City exercises its option to terminate the Agreement in accordance with the Request for Proposals.
4. The Consultant shall employ personnel of good moral character and fitness in performing all services under this Agreement.
5. The Consultant and the City agree that the Consultant is acting as an independent Consultant with respect to the Consultant's role in providing services to the City pursuant to this Agreement, and as such, shall be liable for its own actions and neither the Consultant nor its employees shall be construed as employees of the City. Nothing contained in this Agreement shall be construed to imply a joint venture or partnership and neither party, by virtue of this Agreement, shall have any right, power or authority to act

or create any obligation, express or implied, on behalf of the other party, except as specifically outlined herein. Neither the City nor the Consultant shall be considered or construed to be the agent of the other, nor shall either have the right to bind the other in any manner whatsoever, except as specifically provided in this Agreement, and this Agreement shall not be construed as a contract of agency. The Consultant shall not be entitled or eligible to participate in any benefits or privileges given or extended by the City, or be deemed an employee of the City for purposes of federal or state withholding taxes, FICA taxes, unemployment, workers' compensation or any other employer contributions on behalf of the City.

6. The Consultant acknowledges that in performing services pursuant to this Agreement, certain confidential and/or proprietary information (including, but not limited to, internal organization, methodology, personnel and financial information, etc.) may become involved. The Consultant recognizes that unauthorized exposure of such confidential or proprietary information could irreparably damage the City. Therefore, the Consultant agrees to use reasonable care to safeguard the confidential and proprietary information and to prevent the unauthorized use or disclosure thereof. The Consultant shall inform its employees of the confidential or proprietary nature of such information and shall limit access thereto to employees rendering services pursuant to this Agreement. The Consultant further agrees to use such confidential or proprietary information only for the purpose of performing services pursuant to this Agreement.
7. This Agreement shall be governed by and performed, interpreted and enforced in accordance with the laws of the State of Michigan. The Consultant agrees to perform all services provided for in this Agreement in accordance with and in full compliance with all local, state and federal laws and regulations.
8. If any provision of this Agreement is declared invalid, illegal or unenforceable, such provision shall be severed from this Agreement and all other provisions shall remain in full force and effect.
9. This Agreement shall be binding upon the successors and assigns of the parties hereto, but no such assignment shall be made by the Consultant without the prior written consent of the City. Any attempt at assignment without prior written consent shall be void and of no effect.
10. The Consultant agrees that neither it nor its subcontractors will discriminate against any employee or applicant for employment with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly or indirectly related to employment because of race, color, religion, national origin, age, sex, height, weight or marital status. The Consultant shall inform the City of all claims or suits asserted against it by the Consultant's employees who work pursuant to this Agreement. The Consultant shall provide the City with periodic status reports concerning all such claims or suits, at intervals established by the City.

11. The Consultant shall not commence work under this Agreement until it has, at its sole expense, obtained the insurance required under this paragraph. All coverages shall be with insurance companies licensed and admitted to do business in the State of Michigan. All coverages shall be with carriers acceptable to the City of Birmingham.
12. The Consultant shall maintain during the life of this Agreement the types of insurance coverage and minimum limits as set forth below:
 - a. Workers' Compensation Insurance: Consultant shall procure and maintain during the life of this Agreement, Workers' Compensation Insurance, including Employers Liability Coverage, in accordance with all applicable statutes of the State of Michigan.
 - b. Commercial General Liability Insurance: Consultant shall procure and maintain during the life of this Agreement, Commercial General Liability Insurance on an "Occurrence Basis" with limits of liability not less than **\$2,000,000** per occurrence combined single limit, Personal Injury, Bodily Injury and Property Damage. Coverage shall include the following extensions: (A) Contractual Liability; (B) Products and Completed Operations; (C) Independent Contractors Coverage; (D) Broad Form General Liability Extensions or equivalent; (E) Deletion of all Explosion, Collapse and Underground (XCU) Exclusions, if applicable.
 - c. Motor Vehicle Liability: Consultant shall procure and maintain during the life of this Agreement Motor Vehicle Liability Insurance, including all applicable no-fault coverages, with limits of liability of not less than **\$1,000,000** per occurrence combined single limit Bodily Injury and Property Damage. Coverage shall include all owned vehicles, all non-owned vehicles, and all hired vehicles.
 - d. Additional Insured: Commercial General Liability and Motor Vehicle Liability Insurance, as described above, shall include an endorsement stating the following shall be *Additional Insureds*: The City of Birmingham, including all elected and appointed officials, all employee and volunteers, all boards, commissions and/or authorities and board members, including employees and volunteers thereof. This coverage shall be primary to any other coverage that may be available to the additional insured, whether any other available coverage by primary, contributing or excess.
 - e. Professional Liability: Professional liability insurance with limits of not less than \$1,000,000 per claim if Consultant will provide service that are customarily subject to this type of coverage.
 - f. Cancellation Notice: Workers' Compensation Insurance, Commercial General Liability Insurance and Motor Vehicle Liability Insurance (and Professional Liability Insurance, if applicable), as described above, shall include an endorsement stating the following: "Thirty (30) days Advance Written Notice of Cancellation or Non-

Renewal, shall be sent to: Finance Director, City of Birmingham, PO Box 3001, 151 Martin Street, Birmingham, MI 48012-3001.

- g. Proof of Insurance Coverage: Consultant shall provide the City of Birmingham at the time the Agreement is returned for execution, Certificates of Insurance and/or policies, acceptable to the City of Birmingham, as listed below.
 - i. Two (2) copies of Certificate of Insurance for Workers' Compensation Insurance;
 - ii. Two (2) copies of Certificate of Insurance for Commercial General Liability Insurance;
 - iii. Two (2) copies of Certificate of Insurance for Vehicle Liability Insurance;
 - iv. Two (2) copies of Certificate of Insurance for Professional Liability Insurance;
 - v. If so requested, Certified Copies of all policies mentioned above will be furnished.
 - h. Coverage Expiration: If any of the above coverages expire during the term of this Agreement, Consultant shall deliver renewal certificates and/or policies to the City of Birmingham at least (10) days prior to the expiration date.
 - i. Maintaining Insurance: Upon failure of the Consultant to obtain or maintain such insurance coverage for the term of the Agreement, the City of Birmingham may, at its option, purchase such coverage and subtract the cost of obtaining such coverage from the Agreement amount. In obtaining such coverage, the City of Birmingham shall have no obligation to procure the most cost-effective coverage but may contract with any insurer for such coverage.
13. To the fullest extent permitted by law, the Consultant and any entity or person for whom the Consultant is legally liable, agrees to be responsible for any liability, defend, pay on behalf of, indemnify, and hold harmless the City of Birmingham, its elected and appointed officials, employees and volunteers and others working on behalf of the City of Birmingham against any and all claims, demands, suits, or loss, including all costs and reasonable attorney fees connected therewith, and for any damages which may be asserted, claimed or recovered against or from and the City of Birmingham, its elected and appointed officials, employees, volunteers or others working on behalf of the City of Birmingham, by reason of personal injury, including bodily injury and death and/or property damage, including loss of use thereof, which arises out of or is in any way connected or associated with this Agreement. Such responsibility shall not be construed as liability for damage caused by or resulting from the sole act or omission of its elected or appointed officials, employees, volunteers or others working on behalf of the City of Birmingham.
14. If, after the effective date of this Agreement, any official of the City, or spouse, child, parent or in-law of such official or employee shall become directly or indirectly interested

in this Agreement or the affairs of the Consultant, the City shall have the right to terminate this Agreement without further liability to the Consultant if the disqualification has not been removed within thirty (30) days after the City has given the Consultant notice of the disqualifying interest. Ownership of less than one percent (1%) of the stock or other equity interest in a corporation or partnership shall not be a disqualifying interest. Employment shall be a disqualifying interest.

15. If Consultant fails to perform its obligations hereunder, the City may take any and all remedial actions provided by the general specifications or otherwise permitted by law.
16. All notices required to be sent pursuant to this Agreement shall be mailed to the following addresses:

City of Birmingham

851 S. Eton
Birmingham, MI 48009
(248)-530-1700
Attn: Carrie Laird

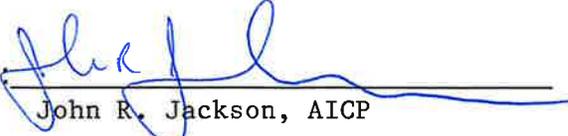
CONSULTANT

McKenna
235 East Main Street, Suite 105
Northville, MI 48167

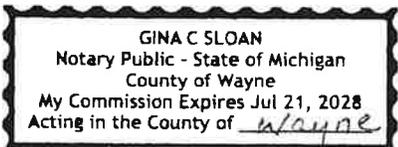
17. Any controversy or claim arising out of or relating to this Agreement, or the breach thereof, shall be settled either by commencement of a suit in Oakland County Circuit Court, the 48th District Court or by arbitration. If both parties elect to have the dispute resolved by arbitration, it shall be settled pursuant to Chapter 50 of the Revised Judicature Act for the State of Michigan and administered by the American Arbitration Association with one arbitrator being used, or three arbitrators in the event any party's claim exceeds \$1,000,000. Each party shall bear its own costs and expenses and an equal share of the arbitrator's and administrative fees of arbitration. Such arbitration shall qualify as statutory arbitration pursuant to MCL§600.5001 et. seq., and the Oakland County Circuit Court or any court having jurisdiction shall render judgment upon the award of the arbitrator made pursuant to this Agreement. The laws of the State of Michigan shall govern this Agreement, and the arbitration shall take place in Oakland County, Michigan. In the event that the parties elect not to have the matter in dispute arbitrated, any dispute between the parties may be resolved by the filing of a suit in the Oakland County Circuit Court or the 48th District Court.
18. FAIR PROCUREMENT OPPORTUNITY: Procurement for the City of Birmingham will be handled in a manner providing fair opportunity for all businesses. This will be accomplished without abrogation or sacrifice of quality and as determined to be in the best interest of the City of Birmingham.

IN WITNESS WHEREOF, the said parties have caused this Agreement to be executed as of the date and year above written.

CONSULTANT

By: 
John R. Jackson, AICP

Its: President

STATE OF MICHIGAN) COUNTY OF OAKLAND) ss:)	On this <u>27th</u> day of <u>April</u> , 2023, before me personally appeared <u>John Jackson</u> , who acknowledged that with authority on behalf of <u>McKenna</u> to do so he/she signed this Agreement.
<u></u> Notary Public Wayne County, Michigan Acting in <u>Wayne</u> County, Michigan My commission expires: <u>July 28, 2028</u>	

CITY OF BIRMINGHAM

By: _____
Therese Longe

By: _____
Alexandria Bingham

Its: _____
Mayor

Its: _____
Clerk

APPROVED

Scott D. Zielinski, PE, DPS Director
(Approved as to Substance)

Mark Gerber, Director of Finance
(Approved as to Financial Obligation)

Mary Kucharek, City Attorney
(Approved as to Form)

Thomas M. Markus, City Manager
(Approved as to Substance)

ATTACHMENT B
BIDDERS AGREEMENT
Parks & Recreation Master Plan Update

BIDDERS AGREEMENT Parks & Recreation Master Plan Update

In submitting this proposal, as herein described, the Consultant agrees that:

1. They have carefully examined the specifications, terms and Agreement of the Request for Proposal and all other provisions of this document and understand the meaning, intent, and requirement of it.
 2. They will enter into a written contract and furnish the item or items in the time specified in conformance with the specifications and conditions contained therein for the price quoted by the proponent on this proposal.
-

John R. Jackson, AICP

April 26, 2023

PREPARED BY (PRINT NAME)

DATE



AUTHORIZED SIGNATURE

President

info@mcka.com

TITLE

EMAIL ADDRESS

McKenna

COMPANY

235 East Main Street, Suite 105, Northville, MI 48167

248.596.0920

ADDRESS

PHONE

N/A

NAME OF PARENT COMPANY

ADDRESS

PHONE

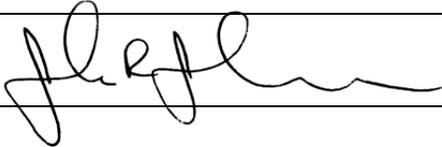
ATTACHMENT C
COST PROPOSAL
Parks & Recreation Master Plan Update

COST PROPOSAL Parks & Recreation Master Plan Update

In order for the bid to be considered valid, this form must be completed in its entirety. The cost for the Scope of Work as stated in the Request for Proposal documents shall be a lump sum, as follows:

COST PROPOSAL	
ITEM	BID AMOUNT
1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
TOTAL BID AMOUNT	\$68,500
ADDITIONAL BID ITEMS	
Additional Meetings with City Staff and Boards	\$ 650 (optional - if needed)
Other -	\$
Other -	\$
GRAND TOTAL AMOUNT	\$ 68,500

Firm Name: McKenna

Authorized Signature:  Date: April 26, 2023

ATTACHMENT D
IRAN SANCTIONS ACT VENDOR CERTIFICATION FORM
Parks & Recreation Master Plan Update

IRAN SANCTIONS ACT VENDOR CERTIFICATION FORM

Parks & Recreation Master Plan Update

Pursuant to Michigan Law and the Iran Economic Sanction Act, 2012 PA 517 ("Act"), prior to the City accepting any bid or proposal, or entering into any contract for goods or services with any prospective Vendor, the Vendor must certify that it is not an "Iran Linked Business", as defined by the Act.

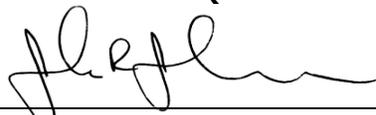
By completing this form, the Vendor certifies that it is not an "Iran Linked Business", as defined by the Act and is in full compliance with all provisions of the Act and is legally eligible to submit a bid for consideration by the City.

John R. Jackson, AICP

April 26, 2023

PREPARED BY (PRINT NAME)

DATE



AUTHORIZED SIGNATURE

President

info@mcka.com

TITLE

EMAIL ADDRESS

McKenna

COMPANY

235 East Main Street, Suite 105, Northville, MI 48167

248.596.0920

ADDRESS

PHONE

N/A

NAME OF PARENT COMPANY

ADDRESS

PHONE



2024-2028 Parks and Recreation Master Plan

CITY OF BIRMINGHAM, MICHIGAN
APRIL 27, 2023

Prepared by:

MCKENNA

235 East Main Street, Suite 105
Northville, Michigan 48167

O (248) 596-0920

F (248) 596-0930

E info@mcka.com

MCKA.COM

MCKENNA

Communities for real life.



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Executive Summary



YOUR TEAM

The McKenna Team:

- Has successfully completed Parks and Recreation Master Plans for a wide-range of communities across Michigan.
- Are familiar with the specific needs of the Birmingham community.
- Have a 100% approval rate with the MDNR for dozens of Parks Master Plans we have prepared over the last 44-years.
- Are skilled in park design, recreation programming, and facilities planning.
- Are experienced and certified public engagement specialists.
- Create attractive, graphically-rich plans, site concepts, and materials.

PROJECT SCHEDULE

McKenna will provide Birmingham with a complete and adopted 5-Year Parks and Recreation Master Plan no later than December 31, 2023. We have the talent and resources to meet this timeline.

PROJECT FEES

McKenna's proposed lump sum fee for the Parks and Recreation Master Plan, as described herein is \$68,500.

ENGAGEMENT OPPORTUNITIES

We propose the following 34 meetings with the Department of Public Services, the Planning Department and the Parks and Recreation Board, elected and appointed officials, and residents and stakeholders:

- Twice monthly progress meetings with City staff (estimated 14 total, June-Dec.)
- Project initiation kick-off with City staff and other representatives
- Parks tour with the City and the Parks and Recreation Board
- Eight stakeholder roundtable interviews
- Four Birmingham Field Day events (broad-based community input sessions)
- Three draft feedback sessions with City staff and the Parks and Recreation Board
- Public hearing with the Parks and Recreation Board
- Public hearing with the Planning Commission
- Public hearing / adoption with the City Commission



MCKENNA



McKenna is a corporation formed under the laws of Michigan on May 2, 1978 with headquarters in Northville, Michigan and branches in Grand Rapids and Kalamazoo, Michigan.

Northville, MI – Headquarters

McKenna’s team of talented planning, design, and building professionals help municipal leaders develop and maintain communities for real life. From street festivals, neighborhood parks, and storefronts, to parking spots, coffee shops, and farmers’ markets, we want your community to thrive. McKenna provides planning, zoning, building, landscape architecture, community and economic development, and urban design assistance to cities, villages, townships, counties, and regional agencies, as well as select private clients, based on skilled and effective public engagement. Our success can be measured by the built improvements to hundreds of McKenna client communities, and by our 44-year record of client satisfaction and on-time, on-budget delivery.



HEADQUARTERS

235 East Main Street
Suite 105
Northville, MI 48167
O 248.596.0920
F 248.596.0930

GRAND RAPIDS

124 East Fulton Street
6th Floor, Suite B
Grand Rapids, MI 49503
O 248.596.0920
F 248.596.0930

KALAMAZOO

151 South Rose Street
Suite 920
Kalamazoo, MI 49007
O 269.382.4443
F 248.596.0930

MCKA.COM | INFO@MCKA.COM

HISTORY

McKenna helps community leaders and private investors create more vital, interesting, safe, functional and prosperous places in which to live, work, shop, play and do business. We provide planning, zoning, landscape architecture, community and economic development and design assistance to cities, villages, townships, counties, and regional agencies, as well as select private clients. Our success can be measured by the physical improvements to hundreds of McKenna client communities, and by our 44-year record of client satisfaction and on-time, on-budget delivery.

McKenna currently provides project services to more than 200 communities and private land investors throughout the Great Lakes region. The leaders of these organizations count on McKenna for:

- Technical excellence in plans, design, and project management
- Change anticipation and innovative alternatives
- Highly creative professionals, skilled at communicating and building consensus
- Unmatched responsiveness to client needs, from clerical staff to CEO

EXPERIENCE

Each McKenna client has access to McKenna's 30+ member team of planning, design and communication professionals who are at the leading edge of current practice—an invaluable resource for each client.

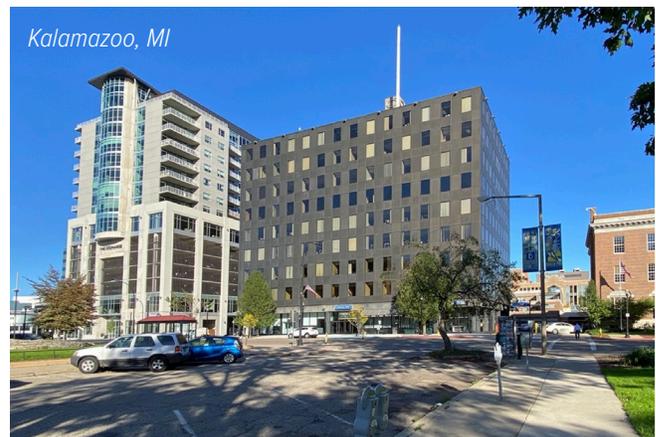
EQUITY STATEMENT

It is our job and our passion to support great communities. A great community is one that is equitable and inclusive. A great community is one where all feel safe living there and welcomed visiting there. A great community is one with fair and equal access to housing, transportation, employment, health care, education—as well as green space and parks amenities. A great community is one where residents' voices are heard, and the needs of all residents are respected. A great community is great for all.

For far too long, the structural and systemic inequalities that pervade our society and towns have gone unchallenged and unmoved—but we are committed to working to change that. As community planners, we endeavor to imbue our day-to-day work with compassion and inclusion. We constantly work to better listen and thoughtfully identify our opportunities for responsible transformation.

McKenna provides equal employment opportunity without regard to race, color, sex, age, disability, religion, national origin, marital status, height, weight, ancestry, or status as a veteran. Further, we expand our commitment beyond equal employment to providing equal opportunity for engagement in local government decision-making.

As professionals, and as organizations, we strive to be representative and reflective of the communities we serve. We are committed to fostering equity and inclusion within our companies, our work, and the communities we serve. Our Community Planners follow the American Institute of Community Planner's Code of Ethics.



Team Qualifications



TEAM APPROACH AND QUALIFICATIONS

We are pleased about the prospect of partnering again with Birmingham to address future parks needs and desires—to the benefit of your residents and visitors. McKenna is well-suited to prepare this Parks and Recreation Master Plan update:

- 1. A Wealth of Experience in Similar, Premier Communities.** McKenna has a successful history of developing recreation and park plans over the last four decades, including similar parks and recreation master plans recently prepared for many Metro Detroit communities, including the Cities of Royal Oak and Sault Ste. Marie, the Townships of Canton and Lyon, and more.
- 2. Local Knowledge of the Birmingham Community.** Our familiarity with Birmingham (as authors of the 2018 Parks and Recreation Plan and the 2040 Birmingham Plan), coupled with our work in surrounding communities (including the preparation of the 2023 City of Royal Oak Parks and Recreation Plan), allows us to quickly drill-down to the most important issues, with your team's guidance.
- 3. Building Consensus Through Inclusive Community Engagement.** Our authentic, thorough public engagement program will create a truly community-driven process and engage residents in meaningful ways.
- 4. A Plan to be Used, Not to Sit on the Shelf.** Our Team's background in park planning and design will ensure beautiful, high-quality graphics for the communication of priorities to the public, improved grant success, and vision development.
- 5. Implementing Best Practices.** McKenna professionals consider current proposals in the larger context of parks and recreation best practices.
- 6. History of Success.** We have a 100% approval rate with the Michigan Department of Natural Resources for dozens of parks and recreation master plans that we have prepared over the last 44-years.

Project Team



An organizational chart which describes the McKenna Team structure, bios, and resumes of all team professionals are included on the following pages.



PROJECT MANAGER AND PRIMARY POINT OF CONTACT

Paul Urbiel, AICP, Senior Principal Planner, will serve as the Project Manager. He will be the primary point of contact for the City, and will be responsible for the management of work tasks, public meetings and workshop facilitation, and day-to-day project guidance and delivery. Paul will be supported in the leadership and strategic direction of the project by Senior Principal Planner, Laura Haw.

Paul has created achievable, thoughtfully communicated plans for clients in the public, private, and non-profit sectors. Most recently, Paul was the Project Manager for the 2023 Royal Oak Parks and Recreation Master Plan, and has either worked on or managed other parks and recreation plans in communities such as Canton Township, the City of Fraser, and the Village of Lexington. He is passionate about the creation of vibrant and equitable places that are holistically sustainable.

Prior to McKenna, Paul managed a multidisciplinary consultant team for the Rosa Parks Clairmount Framework Plan in Detroit, MI, which included land stewardship recommendations, as well as open space and public space design.

He holds a Master of Urban Planning and a Bachelor of Science in Architecture, both from the University of Michigan Taubman College of Architecture and Urban Planning.

Years of Experience: 18

Paul's direct contact information is:

purbiel@mcka.com | (248) 596-0920 office
235 East Main Street, Suite 105, Northville, Michigan 48167



PROJECT DIRECTOR

Laura Haw, AICP, NCI, Senior Principal Planner, will serve as the Project Director, providing strategic project direction and oversight. Laura's talent, experience and understanding of the both the National Recreation and Park Association (NRPA) and Michigan Department of Natural Resources (MDNR) requirements and investment priorities have led to many parks and recreation master planning successes. Recently, Laura presented a session at the 2023 National Planning Conference (NPC) on sustainability and accessibility metrics for parks.

She has worked on parks and recreation plans in Canton Township, the City of Royal Oak, the Village of Lake Orion, and the City of Mt. Pleasant, as well as the 2018 Birmingham Parks and Recreation Plan and the 2040 Birmingham Master Plan.

Laura holds two Bachelor of Arts degrees, with honors, from Michigan State University and a Master of Urban Planning from the University of Michigan Taubman College of Architecture and Urban Planning.

Years of Experience: 11

Organizational Chart



- Birmingham Team
- McKenna Team





PROJECT PLANNER AND PUBLIC ENGAGEMENT SPECIALIST

Jane Dixon, NCI, Senior Planner, will serve as the Lead Project Planner and Public Engagement Specialist. Recently, Jane has worked on parks and recreation plans in Canton Township, the City of Royal Oak, and the City of Inkster. She is passionate about creating holistic public engagement, and has managed stakeholder interviews to hybrid large community workshops. Jane has created achievable, thoughtfully communicated plans for clients in the public, private, and non-profit sectors.

She holds a Master of Urban Planning from the University of Michigan Taubman College of Architecture and Urban Planning and a Bachelor of Arts degree, with honors, from Oakland University.

Years of Experience: 5



SUSTAINABILITY PLANNER

Nani Wolf, AICP, CAPS, Associate Planner, will serve as the Sustainability Planner, with a focus on the natural environment and public health. Her practical and educational experience with natural features provide the basis for strong and environmentally sensitive plans, including parks and master plans, public health assessments and environmental plans. Additionally, Nani has an extensive Geographic Information Systems (GIS) background.

Nani graduated from the University of Michigan Taubman College of Architecture and Urban Planning with a Master of Urban and Regional Planning and holds a Bachelor of Environmental Science from the University of Michigan School for Environment and Sustainability.

Years of Experience: 3



FACILITIES, PROGRAMMING, AND OPERATIONS ANALYST

Andrew Littman, CNU-A Senior Planner, will support as the Facilities and Operations Analyst, with a focus on evaluating Birmingham's facilities and programming to national benchmarks. His first hand knowledge of the Birmingham park system, having enjoyed many of its amenities (growing up in the community and now a resident), provides a unique and in-depth perspective.

Andrew received his bachelor's degree from Skidmore College (Saratoga Springs, New York), law degree at the Ohio State University Moritz College of Law, and also obtained a graduate certificate in real estate development from the University of Michigan's Taubman College of Architecture and Urban Planning. He is a licensed real estate salesperson, as well as a member of the State Bar of Michigan.

Years of Experience: 6



ART DIRECTOR

Carrie Leitner will be the Art Director / Graphic Design specialist for the project, bringing extensive experience and expertise to ensure the document exceeds standard expectations of style and visual communication. With over two decades of experience specializing in project branding, document layout, illustrations, typography, digital graphics, and all facets of public engagement materials—from direct mail to on-site materials to project website development and implementation, Carrie is a fine artist with an excellent understanding of composition, balance, color, and has a trained eye for detail.

Carrie holds a Bachelor of Fine Arts from the University of Michigan, and has completed web coding and usability courses at Washtenaw Community College.

Years of Experience: 22



Paul Urbiel, AICP

SENIOR PRINCIPAL PLANNER

EDUCATION

Master of Urban Planning
Taubman College
University of Michigan

Bachelor of Science in Architecture
University of Michigan

PROFESSIONAL EXPERIENCE

Zoning

Conducts zoning and regulatory analysis to support conceptual design / development feasibility studies. Formulates recommendations for code and policy revisions to successfully create walkable, vibrant mixed-use districts. Administers zoning ordinances in multiple communities. Reviews permit applications; guides applicants through the review process. Educates the public about related codes and ordinances.

Comprehensive and Neighborhood Planning

Manages dozens of planning processes for areas and neighborhoods, analyzing complex planning problems and developing recommendations to improve social, economic and cultural welfare for communities in six states, as well as Canada, Saudi Arabia, Malaysia, and Yemen.

Economic Development

On behalf of a planning/host committee of public, private and non-profit sector leaders, planned and implemented a multifaceted economic development initiative to improve the built environment and maximize visitor experiences in downtown Detroit leading up to Super Bowl XL and related events. Designed and managed stakeholder input processes to galvanize support and a vision for the Dequindre Cut rail-to-trail conversion, leading to the implementation of the 3-mile greenway that now connects the Eastern Market to the Detroit Riverfront, two of metropolitan Detroit's most vibrant and cherished places.

Site Planning and Design

Prepares design guideline documents and performs conceptual site planning activities for development feasibility of mixed-use, commercial, residential, and industrial projects.

Data Analysis

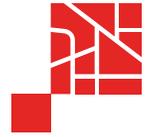
Conducts research and analysis of existing physical, economic and social condition data including: demographic, land use, property, historic urban form, transportation systems and neighborhood assets. Performs GIS-based land use and property analysis for the creation of a transit-oriented improvement authority, conflicting land use mitigation, and development opportunity identification

Public Engagement

Leads community and stakeholder engagement for neighborhood and district plans. Designs engagement plans and facilitates exercises that ensured broad community input. Interprets data about community desires and integrates into plan recommendations.

Funding and Grant Management

Managed diverse public, private and non-profit stakeholders to formulate a shared vision, then wrote a successful grant application for the first cohort of the BUILD Health Challenge. Collaborated on the writing and production of a Business Case for the Eastern Market Reinvestment Strategy to secure more than \$11 million in philanthropic commitments that transformed the management and the built environment of the market district.



AFFILIATIONS

American Institute of Certified Planners
Urban Land Institute
Leadership Detroit Class 30
LEED AP

SPEAKING ENGAGEMENTS

Non-Traditional Partnerships for Community Health

deBeaumont Foundation Board of Directors Guest Speaker Series, Bethesda MD

Guest Critic/Lecturer for Undergraduate Architectural Design and Graduate Physical Planning Studios

University of Michigan, Taubman College of Architecture and Urban Planning
University of Detroit Mercy School of Architecture

Guest Critic/Mentor

ACE Mentor Program, SE Michigan
Give Merit Park Student Design Project Detroit, MI



Laura E. Haw, AICP, NCI

SENIOR PRINCIPAL PLANNER

EDUCATION

Master of Urban Planning

Physical Planning and Design
Taubman College, University of Michigan

Bachelor of Arts (with honors)

International Development
Michigan State University

Bachelor of Arts (with honors)

Political Science / Pre-Law
Michigan State University

PROFESSIONAL EXPERIENCE

Lean Zoning / Ordinance and Regulatory Review

Prepares complete zoning ordinances, overlay districts, form-based standards, and comprehensive text and map amendments for cities, villages, and townships in Michigan. Streamlines and re-structures zoning ordinances to reduce red-tape, add clarity, and ensure quality building form. Prepares amendments to address new development trends including elderly housing and accessory dwelling units, urban agriculture, non-traditional historic districts, and planned unit developments. Recent zoning ordinance re-write projects include: City of Eastpointe and City of Wayne.

Comprehensive Master Plans and Corridor Planning

Prepares master plans, sub-area plans, and corridor plans including data collection, documentation and analysis of existing conditions, character planning, goals and objectives, and recommendations / strategic matrices for future project prioritization, phasing, and implementation processes. Focuses on downtown districts, feasibility analyses, catalytic impact assessments, and ease of development opportunities. Recent master plan projects include: City of Birmingham, Charter Township of Plymouth, Village of Blissfield, City of Clio, City of Eastpointe, and Village of Lake Orion.

Public Engagement

Organizes and facilitates public engagement events, including community-wide public workshops, charrettes, focus groups, steering committees, and open houses to inform and capture the visions and ideas of stakeholders. Designs innovative materials for exercises, including presentations, visioning and mapping activities, and priority ballot voting exercises to ensure interactive and meaningful public engagement. Organizes and manages online public engagement platforms, including social media, and the development of communication plans.

Parks and Recreation / Open Space Planning

Develops parks and recreation master plans, per MDNR requirements, including facilities assessment, natural features inventory, deficiencies analysis, and action plan programming. Experience in Phase II of Parks and Recreation master planning with MDNR grant applications. Performs open space planning, including greenways (site analysis, traffic calming, low-impact design techniques, gateways and wayfinding signage, local public art and a community maintenance plan) and develops vacant land re-activation strategies rooted in green infrastructure and conversation. Recent 5-Year Recreation Plan projects include: City of Royal Oak, City of Mt. Pleasant, and Village of Lake Orion.

Site and Urban Design

Skilled in the preparation and review of site plans, special land use requests, zoning amendments, and variance applications. Experience in the site design of residential and mixed-use neighborhoods in Michigan, including empty-nester housing, townhomes, and high-rise apartment complexes. Background in creating planned unit developments for luxury campgrounds (550+ units in SC and CO) with recreational attractions, pedestrian amenities, and natural resource conservation / eco-tourism.



PROFESSIONAL EXPERIENCE

On-site Planning, Zoning and Economic Development Services

Handles all day-to-day planning and zoning matters, addressing questions from the public, Township officials and developers; working through project planning; coordinating planning activity with Engineering and Department of Public Works. Provides guidance to Code Enforcement regarding ordinance requirements on an ongoing basis and works actively with Code Enforcement official(s) on ongoing basis to enforce Zoning Ordinance regulations and finding solutions to zoning related issues. Provides ongoing planning and zoning advisory services, including reviews for site plans, special land uses, zoning amendments, and variance applications. Coordinates with municipal staff to deliver excellent customer service to residents, businesses, and applicants.

Non-Motorized Transportation Planning

Instrumental collaborator on non-motorized transportation projects, including BIKE/WALK Livonia, a non-motorized plan for the City of Livonia.

Graphic Design / Document Layout

Prepares document layouts for annual reports and master plans, including innovative and creative approaches to tables, maps, and information graphics and documenting successful urban planning and design projects. Additional experience creating of brand identity, marketing materials (brochures, flyers, presentation boards, etc.) and other graphics for clients.

Downtown Development Authority (DDA) / Tax Increment Financing (TIF)

Prepares downtown plans for a wide range of Michigan downtowns that focus on detailed projects to implement, with prioritize phasing and cost estimates. Examples of recent Downtown TIF Plans include: City of Ecorse, City of Wayne, Village of Lake Orion, and Village of Blissfield.

MEMBERSHIPS

American Institute of Certified Planners
American Planning Association
Michigan Association of Planning

CERTIFICATIONS

National Charrette Institute (NCI)

Charrette Systems and Management and Facilitation

PUBLIC SERVICE

Commissioner, Environmental Leadership Commission, Charter Township of Plymouth.

June 2020 - Present

Project Manager and Research Fellow, Policy Team, New Story Non-Profit.

April 2020 - October 2021

Adjunct Professor of Urban & Regional Planning, Eastern Michigan University

January 2023 - Present

PUBLIC SPEAKING AND SEMINARS

“Do Creative and Helpful Staff Reports Exist?” Michigan Association of Planning (MAP) Annual Conference, Mackinac Island, Michigan, 2022.

“Do Creative and Helpful Staff Reports Exist?” Student Michigan Association of Planning (SMAP) Annual Conference, Ypsilanti, Michigan, 2023.

“Develop Your Parks Inventory with One (or-Two) Clicks” National Planning Conference (NPC) - American Planning Association, Philadelphia, Pennsylvania, 2023.



Jane Dixon, NCI

SENIOR PLANNER

EDUCATION

Master of Urban and Regional Planning
Taubman College
University of Michigan

**Bachelor of Arts in Political Science /
Bachelor of Arts in History**
Oakland University

HONORS

Certificate of Women in Leadership, Michigan Municipal League 16/50 Project

PROFESSIONAL EXPERIENCE

Public Engagement

Created and implemented a city-wide communication plan for Rochester, Michigan and Huntington Woods, Michigan. Designed public engagement strategy to increase visibility and center on issues of equity and inclusion.

Comprehensive and Master Planning

Develops community-driven visions, policy recommendations, and design guidelines for cities, downtowns, parks and recreation, and neighborhoods. Conducted research and completed a comprehensive Neighborhood Improvement Plan for the historic Norwayne neighborhood in Westland, Michigan.

Community Development

Organizes innovative community programs built on coalitions with a broad reach throughout the community.

Urban Design

Creates conceptual designs for projects of various sizes, drafting high-quality visualizations, including sections and renderings.

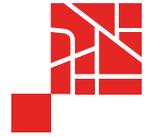
MEMBERSHIPS

American Planning Association
Michigan Association of Planning

CERTIFICATIONS

National Charrette Institute (NCI)

Charrette Systems and Management and Facilitation



Nani Wolf, AICP, CAPS

ASSOCIATE PLANNER

EDUCATION

Master of Urban and Regional Planning
University of Michigan

Bachelor of Arts – Environmental Science
University of Michigan

PROFESSIONAL EXPERIENCE

Community Planning

Developed comprehensive plans, aging-in-place plans, parks plans, and health assessments for small communities, ranging from entire towns to individual neighborhoods. Researched and analyzed existing conditions, gathered and balanced public feedback, and created effective, clear, community-specific recommendations.

Provided day-to-day planning services for Michigan communities of all sizes, including interacting with the public and local officials. Evaluated development proposals, such as site plans and variance requests, for compliance with local regulations and planning best practices. Believes that all community planning work focuses on identifying common visions for the future and creating concrete strategies that improve residents' quality of life.

Public Engagement

Designed and conducted engagement for various municipal projects, including master planning, transportation, and annexation. Planned and organized engagement events—focus groups, surveys, interviews, public meetings—across the full lifetime of projects. Facilitated on-site meetings and engages with residents and public officials. Designed engagement plans to ensure under-reached residents are brought into the conversation. All public engagement focusing on authentic, equitable, and continuous involvement.

Sustainability and Environmental Planning

Created open space, natural land, and surface water recommendations for communities that are vulnerable to natural hazards. Developed Great Lakes coastal land suitability analysis metrics and site impact assessment guidelines. Audited the master plans and zoning ordinances of municipalities for environmentally friendly land use policies. Conducted ecological assessments of habitats and streams and used the results to make purchasing recommendations to local conservancies.

Administration and Program Management

Administered municipal boards and commissions, including planning commissions, downtown development authorities, and transportation commissions. Coordinated meetings, materials, and public and staff relations. Managed both long-term and day-to-day planning projects for multiple municipalities and maintained high-quality, timely task delivery.

CERTIFICATIONS

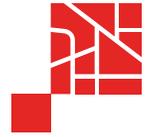
Certified Aging-in-Place Specialist (CAPS)

MEMBERSHIPS

American Institute of Certified Planners
American Planning Association
Michigan Association of Planning
International Association for Public Participation (IAP2)

TEACHING

Graduate Student Instructor, University of Michigan. Graduate-level course on GIS principles and programs, including Esri ArcPro and QGIS. Undergraduate-level course on American history and politics.



Andrew Littman, CNU-A

SENIOR PLANNER

EDUCATION

Bachelor of Arts (BA), Government
Skidmore College

Graduate Certificate in Real Estate Development
University of Michigan

Juris Doctor
Ohio State University, Moritz College of Law

PROFESSIONAL EXPERIENCE

On-site Planning and Zoning Services

Handles all day-to-day planning and zoning matters, addressing questions from the public, City officials, and developers. Provides ongoing planning and zoning advisory services, including reviews for site plans, special land uses, zoning amendments, and variance applications.

Zoning Analyses

Composes zoning and regulatory analyses to support conceptual design / development feasibility studies. Formulates recommendations for code and policy revisions to successfully create walkable, vibrant mixed-use districts.

Real Estate Market Research

Composed detailed retail, residential, hospitality, and office market studies for downtowns and New Urban communities across the country. Developed customized gravitational models to estimate demand. Determined trade areas based on geography, demographics, spending patterns, economics, competition and other factors. Facilitated focus group discussions to better understand preferences, spending and growth patterns, and the local economy. Recommended additional brands that could successfully locate in the study area. Presented research findings to elected officials, community organizations, business owners and real estate developers.

Urban Planning

Authored studies examining how various aspects of a downtown's built environment and management impact its business activity. Developed market-based implementation strategies for downtowns to improve their retail market share and become more appealing to leading retailers and restaurants. Delivered lectures on incorporating New Urbanism best practices. Also conducted peer reviews of master plans and site design alternatives.

Real Estate Brokerage

Brokered the acquisition and disposition of single tenant net-leased retail and medical office buildings throughout the Midwest. Provided in-depth financial analysis for clients.

Legal Experience

Worked as an associate attorney at a small general practice law firm in Troy, Michigan. Also volunteered with the Family Law Assistance Program representing indigent clients. Later served as a judicial staff attorney at the Wayne County Circuit Court.

MEMBERSHIPS

American Planning Association
Michigan Association of Planning
Congress for the New Urbanism



Carrie Leitner

ART DIRECTOR

EDUCATION

Bachelor of Fine Arts in Graphic Design
University of Michigan

Internet Professional Curriculum Courses
Washtenaw Community College

PROFESSIONAL EXPERIENCE

Document Design and Layout - Planning and Zoning

Designed and produced simple and complex layouts for documents including community master plans, zoning ordinances, and urban design plans.

Downtown and Retail Corridor Branding

Created brands and identities for private firms and Michigan downtowns and corridors. Developed multiple concepts for elaboration in a range of styles. Branding included downtown logos, document design, banners, brochures, and wayfinding signage.

Art Director Municipal Projects

Created initial design and messaging concepts for a multitude of high profile municipal clients, capital campaigns and annual giving initiatives.

Image Editing and Production

Edited complex photographic and illustration graphics using Photoshop and Illustrator for zoning ordinances and master plans. Managed elaborate projects including color correction, recreation plan renderings, and branding for municipal electrical energy use education.

Illustration and Visualization – Zoning, Planning, and Design

Produced graphic ideas quickly and successfully which conveyed the clients' vision. Rendered detailed zoning graphics, facade improvements, and corridor and neighborhood visualization using Adobe Photoshop.

Website Design and Implementation for Public Engagement

Planned website architecture to clearly deliver content for stakeholder use under simplified navigation. Formatted websites to include municipal documents for public review and comments.

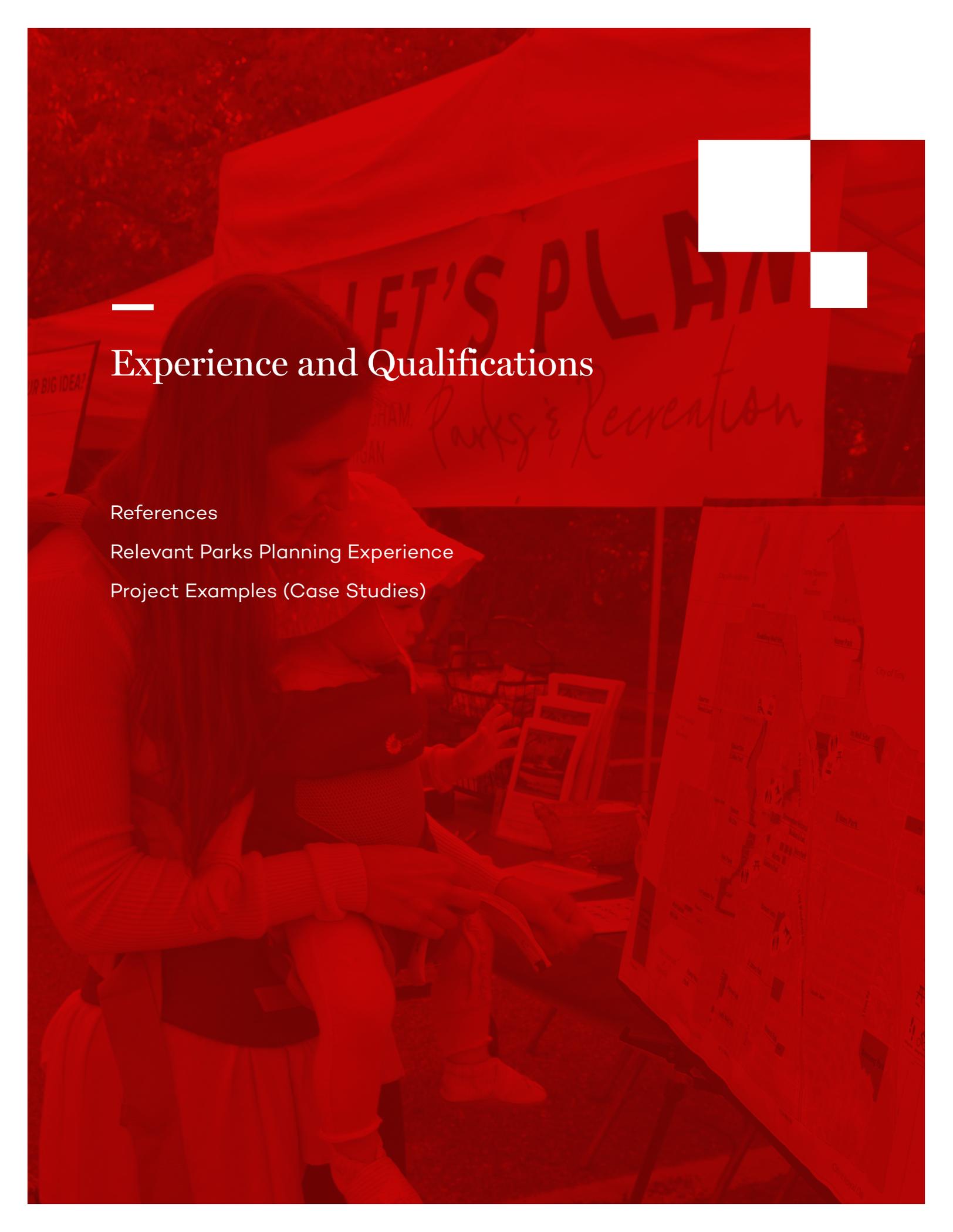
Hand Renderings and Art Work

Created privately-commissioned portraits in pencil and charcoal. Created the first annual Charlevoix (MI) Venetian Festival poster in oil pastel. Appeared in the Charlevoix Waterfront Art Fair exhibiting pen and watercolor paintings of local street scenes and building sketches. Rendered several site and landscape concept plans with pen and ink.

SOFTWARE EXPERTISE

Highly proficient and skilled in Adobe Creative Suite (InDesign, Illustrator, Photoshop) and Microsoft Office (Word, PowerPoint).

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A photograph of a woman with long dark hair, wearing a light-colored sweater, holding a young child. They are both looking at a large map or plan displayed on an easel. The map shows a street grid and various areas. In the background, a banner reads "LET'S PLAN" and "Parks & Recreation". There are also some smaller signs and a basket of materials on a table. The entire image has a red overlay.

— Experience and Qualifications

References

Relevant Parks Planning Experience

Project Examples (Case Studies)

References



COMMUNITY / CONTACT	DETAILS
CITY OF ROYAL OAK, MI	
<p>Aaron J. Filipski Director of Public Services and Recreation 1600 N. Campbell Royal Oak, MI 48067 (248) 246-3300 aaronf@romi.gov</p>	<p>Population (2020): 58,211 Community Area: 11.79 square miles</p> <ul style="list-style-type: none"> • 2023—2027 Parks and Recreation Master Plan • Document: https://www.romi.gov/489/Master-Plan
CHARTER TOWNSHIP OF CANTON, MI	
<p>Jeanette R. Aiello, CPRE Business Operations Coordinator, Canton Leisure Services 1150 Canton Center Canton, MI 48188 (734) 394-5479 jeanette.aiello@canton-mi.org</p>	<p>Population (2020): 98,629 Community Area: 36.14 square miles</p> <ul style="list-style-type: none"> • 2022—2026 Parks and Recreation Master Plan • Parks Design Master Plans • Document: https://www.canton-mi.org/498/Leisure-Services-5-Year-Master-Plan
CITY OF MT. PLEASANT, MI	
<p>Chris Bundy Director of Parks and Public Spaces 320 W. Broadway Mt. Pleasant, Michigan 48858 (989) 779-5328 cbundy@mt-pleasant.org</p>	<p>Population (2020): 21,688 Community Area: 7.81 square miles</p> <ul style="list-style-type: none"> • 2021—2025 Parks and Recreation Master Plan • Document: www.mt-pleasant.org/docs/dept/planning/MasterPlan/MP2050-Book 4-Exceptional Parks and Public Spaces.pdf
LYON CHARTER TOWNSHIP, MI	
<p>Patti Carcone Treasurer 58000 Grand River Avenue New Hudson, Michigan 48165 (248) 437-2240 pcarcone@lyontwp.org</p>	<p>Population (2020): 23,271 Community Area: 32.0 square miles</p> <ul style="list-style-type: none"> • 2019—2024 Parks and Recreation Master Plan • 11 Mile Park Master Plan • Document: https://www.lyontwp.org/document_center/Parks%20and%20Recreation/2019%20Parks%20and%20Rec%20Master%20Plan%20-%20Adopted.pdf
CITY OF SAULT STE. MARIE, MI	
<p>Tyler Perron Public Services Director, Parks and Recreation Department 225 E. Portage Ave. Sault Ste Marie, MI 49783 (906) 632-5735</p>	<p>Population (2020): 13,337 Community Area: 20.02 square miles</p> <ul style="list-style-type: none"> • 2019—2024 Parks and Recreation Master Plan • Document: https://www.saultcity.com/media/3872

Relevant Parks Planning Experience



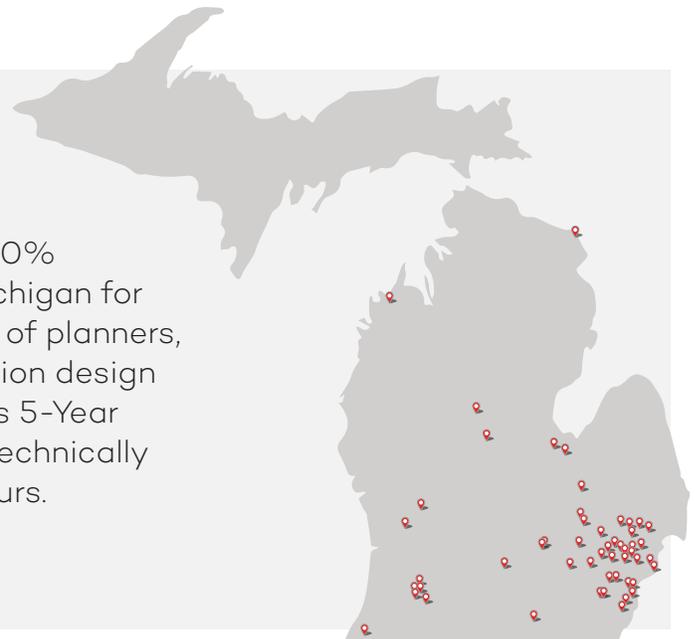
McKenna professionals have created dozens of Parks and Recreation Master Plans for more than four decades and bring that breadth of successful capability to the Birmingham community.

In addition to the our references on the previous page, we offer the following recent project examples that demonstrate our experience with delivering plans similar in focus to this planning effort. Case studies (detailed project examples) are also presented on the following pages.

MUNICIPALITY	COUNTY	MCKENNA TEAM EXPERIENCE				
		MDNR Approval	In-person Public Engagement*	Online Public Engagement	Trail / Non-Motorized Planning	Natural Features Planning
City of Royal Oak	Oakland	✓	✓	✓	✓	✓
Canton Township	Wayne	✓	✓		✓	✓
City of Rochester	Oakland	✓		✓	✓	
Village of Lake Orion	Oakland	✓		✓	✓	✓
Village of Oxford	Oakland	✓		✓	✓	
Lyon Township	Oakland	✓	✓	✓		✓
City of Garden City	Wayne	✓	✓		✓	
City of Harper Woods	Macomb	✓	✓	✓		
City of Mt. Pleasant	Isabella	✓	✓	✓	✓	
City of Kalamazoo	Kalamazoo	✓	✓	✓	✓	✓
City of Sault Ste. Marie	Chippewa	✓	✓		✓	✓
City of Inkster	Wayne	✓	✓	✓	✓	✓
Macomb County	-	✓	✓	✓	✓	✓
Van Buren Township	Wayne	✓		✓	✓	

*In-person public engagement, in addition to the required public hearing per MDNR.

With 44 years of experience and a 100% acceptance rate with the State of Michigan for parks plans, McKenna’s diverse talent of planners, landscape architects and transportation design professionals will ensure Birmingham's 5-Year Parks and Recreation Master Plan is technically complete, innovative, and uniquely yours.





Recreation Plan

CITY OF ROYAL OAK, MICHIGAN

Royal Oak has a long history of championing park space. In 2022, the City enlisted McKenna to create a new vision for parks and recreation in the City, one that would be rooted in significant public and stakeholder engagement. The planning process was guided by the additional imperatives of sustainability, accessibility, and fiscal responsibility.

McKenna designed and executed a comprehensive engagement program that offered both virtual and in-person opportunities to relay stakeholders' aspirations for the future of their parks. More than 1,000 community members provided input virtually, and the team met with hundreds more residents in a series of Field Day events, individual interviews and focus-group discussions.

To accurately assess each of Royal Oak's recreational assets, McKenna created a GIS-based facility inventory that documented existing conditions and opportunities for facilities, sustainability and accessibility. Informed by that inventory, technical analysis and the engagement process, the team provided action plan recommendations both system-wide and specific to each individual park.

Underpinned by an authentic, community-supported vision, the plan provides a comprehensive roadmap for stewardship of the Royal Oak parks and recreation system for the next five-plus years.



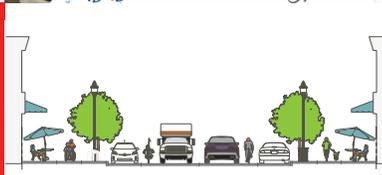
Parks and Mobility Planning

CITY OF MT. PLEASANT, MICHIGAN

Located in Central Michigan within Isabella County, Mt. Pleasant features a traditional downtown, various business corridors, historic neighborhoods, and a rich park system, connected along the Chippewa River. The City is also home to Central Michigan University, Mid-Michigan Community College and two of the region's most heralded health and hospital centers.

Recognizing a shared vision for the future was critical to the success of Mt. Pleasant's needed Parks and Mobility Plan, the City partnered with McKenna to bring the community together through meaningful public engagement and to facilitate the development of a robust and action-oriented connected master plan.

Following a week-long charrette and various public engagement activities, McKenna developed recommendations for the City's land use and transportation system and its interface with the design of public spaces, which includes an analysis of street and intersection typologies and innovative mobility strategies. The Plan is designed to link Mt. Pleasant's most important parks, commercial districts, and employers, and establish easy to navigate connections for people to drive, take public transit, walk, and bike in their neighborhoods and around the City.



Parks and Recreation Master Plan

VILLAGE OF LAKE ORION, MICHIGAN

Established in 1859 on the shores of Lake Orion, the Village of Lake Orion stands apart from other communities, boasting a historic downtown, well-established residential neighborhoods, and natural resources with abundant lakefront and rivers. Located in northern Oakland County, the Village prides itself on its park and recreation system, trails, and natural features. In need of an update to their parks and recreation master plan, McKenna worked closely with the Village to develop a new plan, one with a strategic action plan for the community to implement.

To execute the Village's commitment to seek as much public input as possible, McKenna planners devised a community-wide survey that assessed the public's recreation needs and priorities. McKenna then presented at public meetings to confirm and explain the survey results and provide direction for the Master Plan. The process revealed, among other things, a strong desire for trails and pathways, vigorous environmental resource management and a park and wayfinding signage plan.

As a result of the McKenna-led public participation process, the Parks and Recreation Master Plan identified a number of key community goals. It also provided Village leaders with documented support to pursue those goals and ensure their community's premier park system for years to come.



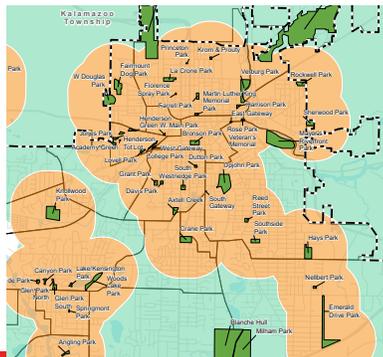
Parks and Recreation Master Plan

CITY OF KALAMAZOO, MICHIGAN

With more than 30 parks scattered around a city of over 75,000 people, the Kalamazoo Parks Department knew its five-year recreation plan update process would not be a simple capital improvements plan update. It needed to engage with residents, capitalize on the recently adopted Imagine Kalamazoo Master Plan, and ensure quality recreational amenities in all neighborhoods.

Working with McKenna and our partners at OCBA, the Parks Department divided the City into sub-regions, to make it easier to determine the level of parks service in each neighborhood. We then developed a metric to determine whether park service was adequate—“All residents should be no more than a 10-minute walk from a park worth walking 10-minutes to get to.”

With that goal in mind, the project team initiated a comprehensive public engagement program, including holding summer ‘pop up’ events in the parks themselves. Based on the community feedback, we developed recommendations for improvements to every park in the City, with most parks planned for improvements in under five years, and the rest upgraded in under ten years.





Communities for real life.

What we did:

PLANNING

Parks and Recreation Planning
Public Engagement
Grant Writing

Parks and Recreation Plan and Natural Resources Trust Fund Grant

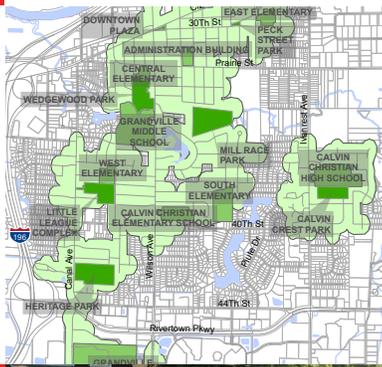
CITY OF GRANDVILLE, MICHIGAN

The City of Grandville, a historic community on the banks of the Grand River in West Michigan, is justly proud of its park system. The City features several large neighborhood parks, placed throughout the community so that most residents are in walking distance of green open space. A large and active Parks Board, appointed jointly by the City and School District, oversee the City's recreational inventory.

When McKenna, along with our partners at OCBA, was contracted to update the City's Five Year Parks and Recreation Plan, we knew that residents would watch the process with keen interest. We developed a comprehensive public engagement process, setting up a booth at the City's "Summer Kickoff Festival" to build excitement and receive feedback—and advertise an online survey. In addition to the dozens of people who participated at the Festival, several hundred residents took the survey.

We repeated this successful process again several months later, at the City's Vintage Festival. This time, our engagement was designed to receive feedback on proposed park improvements. Again, participation was very high, with hundreds of residents taking the online survey. It was also overwhelmingly positive.

Following the adoption of the parks plan, McKenna and OCBA assisted the City in applying for a Michigan Natural Resources Trust Fund Grant, to build out the Buck Creek Trailhead and Mill Race Park improvements, which key priorities of the plan.





Project Approach and Methodology

Birmingham's 2024-2028 Parks and Recreation Master Plan will further the community's commitment to promoting healthy lifestyles, advancing quality social and community development, and providing and lifelong enrichment opportunities.

Project Approach



The Birmingham Parks and Recreation Master Plan will put the City at the forefront of sustainability, resiliency, health, and equity planning in Metro Detroit. The resulting Plan will be cohesive, action-based, and implementable, as directly informed by the needs of the community.

A COMMUNITY-DRIVEN APPROACH TO PARKS AND RECREATION PLANNING

Planning for Future Needs. With 26 parks, and over 230 of open space and recreation, the City already offers a diverse and important park and recreation system. This planning endeavor is an exciting opportunity for Birmingham to ensure that its parks and recreation programming is serving resident needs, and that the community is well-positioned to accommodate future facilities and amenity needs.

Focus on Implementation. Birmingham recognizes that its park assets are critical to its future success and maintaining a high-quality of life for its residents. This visionary documents will function as a long-range, strategic plan (beyond 5-years), as well as roadmap for near-term projects and successes.

Build Trust to Maximize Participation. We understand that Birmingham desires this planning effort to center on the input of the community. *We praise the recognition of a people-centered approach to planning. Public engagement is the core tenet of our Team's work plan.* Our goal is to engage participants frequently, in ways that best suit their lifestyles and time commitments, emphasizing connecting with people that are not typical participants in planning processes. These methods provide the framework for the planning process and inspire a long-term commitment to implementation.

A Contemporary, Action-Oriented Plan. The final Plan will be visually appealing, easy to understand, and accessible to all. It will highlight Birmingham's Parks and Recreation's priorities and provide recommendations for programs and services based on community needs and emerging trends.



BUILD ON THE CITY'S PAST AND CURRENT PLANNING EFFORTS

Birmingham's open space, recreation, parks, and programming all provide rich opportunities for both residents and regional visitors to enjoy passive and active experiences in nature, as well as within excellent built facilities. Building upon the successes of the current 2018 Parks and Recreation Master Plan and the extensive connectivity efforts throughout the City, this update will **create a comprehensive guidebook for future development and enhancement of Birmingham's park system, open space, trails, and services.**

Partnering with McKenna will position Birmingham to optimize operations, and continue to provide residents and visitors with the highest level of service in parks and open space.

POSITION BIRMINGHAM FOR ACTION AND FUTURE GRANT SUCCESS

McKenna recognizes the importance of ensuring that the parks and recreation master plan complies with the requirements of the MDNR to qualify for State funding. Thus, our approach is to organize the Plan to clearly articulate how it addresses the requirements of the MDNR for future grant funding.

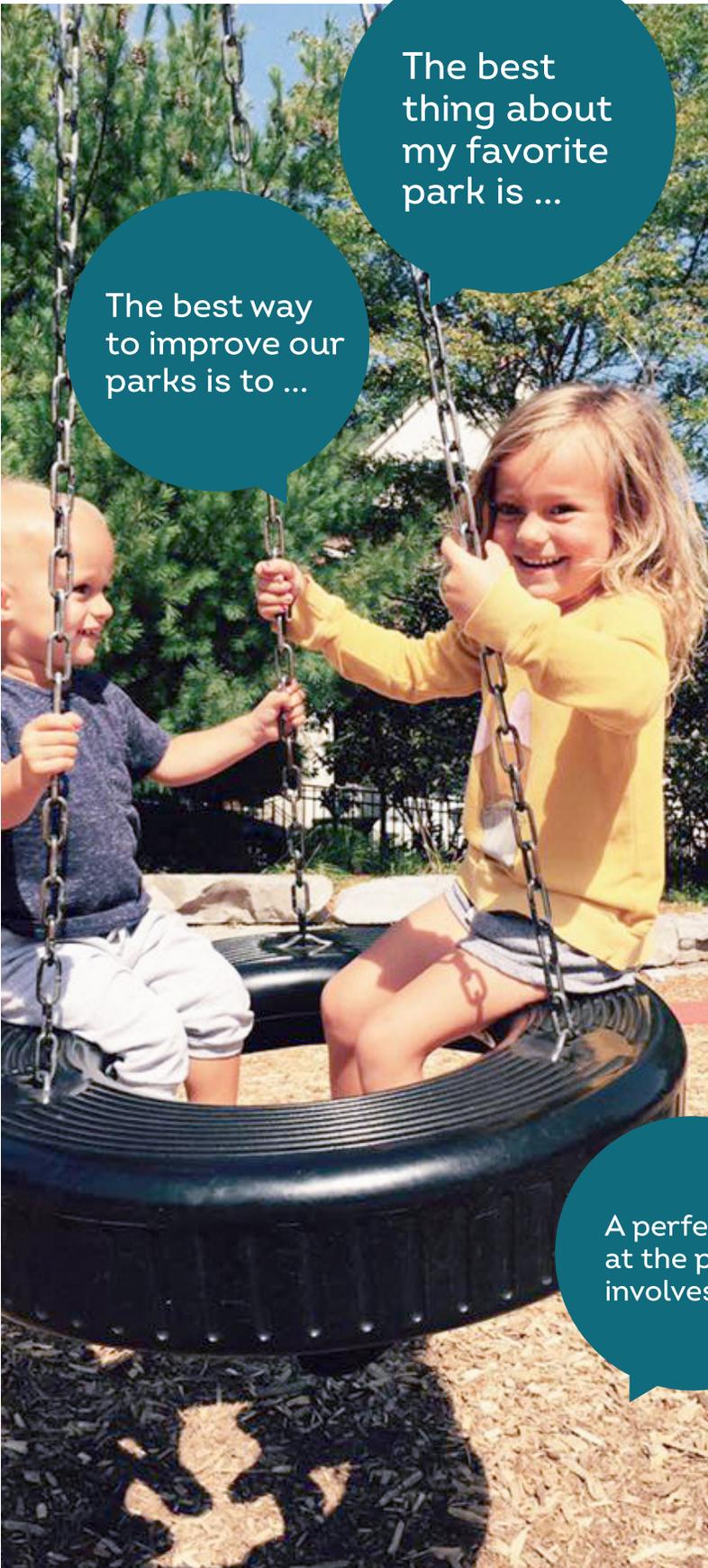
As we have done throughout our 44-year history, McKenna will perform all planning tasks in a manner that meets or exceeds professional planning standards.



Birmingham's updated Parks and Recreation Master Plan will:

- 1) Provide a forward-looking vision that is founded on community input and considers changing trends in park spaces.
- 2) Serve as a key prioritization tool for Birmingham's parks, programming, and future investment.
- 3) Meet (and exceed!) the MDNR eligibility requirements for grant funding.

The Plan will meet these imperatives, and thus enable Birmingham to continue its pursuit of excellence in park services provision for years to come.



The best thing about my favorite park is ...

The best way to improve our parks is to ...

A perfect day at the park involves ...

Project Work Plan

McKenna will prepare the 5-Year Plan in complete compliance with the MDNR standards that reflects the community's needs and desires.

We organize our workflow into the following six key tasks:

- Step 1. Project Initiation / Pre-Planning Groundwork
- Step 2. Inventory & Analysis / Idea Evaluation
- Step 3. Engaging the Birmingham Community
- Step 4. Synthesis of Goals & Objectives
- Step 5. Draft Action Plans, Produce Plan Documents
- Step 6. Public Review & Adoption

STEP 1. PROJECT INITIATION / PRE-PLANNING GROUNDWORK



McKenna Team members engaging community members during a well-attended Field Day event.

PROJECT KICK-OFF

McKenna will conduct an initial meeting with City leadership and other designated representatives to receive input and direction on the work plan and to finalize a structure for review and management of the planning process. We will:

1. Establish a working relationship;
2. Reach an understanding of expectations and answer questions;
3. Make mutually agreed upon adjustments to the work plan;
4. Identify preferred methods of communication, and;
5. Review goals and objectives from the 2018 Parks and Recreation Master Plan, as well as other city-wide planning documents, such as the 2040 Birmingham Master Plan.

During the project initiation, we will also finalize the mechanisms for public input and the framework for communications. We will verify and identify key stakeholder groups with whom we must connect with for the success of the project.

PARKS WALKING TOUR

Following the kick-off meeting, we propose a "field meeting" with City staff and the Parks and Recreation Board. This includes a walking tour of several of Birmingham's parks and natural areas to dive deeper into facility, operations, and programming challenges and opportunities.



DATA COLLECTION AND TRENDS ANALYSIS

Simultaneously, McKenna will start to analyze trends in service delivery and parks and recreation trends, and provide a synthesis of relevant issues (e.g., sustainability, inclusivity, etc.).

LAUNCH INTERACTIVE WEBSITE

Our Team will create and maintain an interactive project website from the onset of this project. We propose the online tool “Social Pinpoint” to create an Online Ideas Boards, where residents can both suggest ideas, and react to what others have posted. Our Team will curate and moderate the boards, generating robust, yet respectful, discussion.

This intuitive and easy to navigate webpage will offer quick and targeted surveys to gather opinions and preferences concerning parks and recreation. We have a history of employing

straightforward surveys to great effect, receiving over 3,000 responses to one recent recreational survey in Royal Oak.

CONTINUED PROJECT MANAGEMENT

Throughout the project, our Team will conduct up to two monthly progress meetings (virtually, estimated 14 total: June - December) with Parks and Recreation staff to report on the project status, discuss findings, review draft content, and coordinate next steps.

DELIVERABLES

- Trends Analysis
- Communications Strategy
- Launch Virtual Engagement Component (Interactive Website)

McKenna virtual engagement platform for the City of Royal Oak Parks and Recreation Master Plan (2022): Virtual Responses.



1,010
Unique Website Visitors



418
Survey Responses



799
Online Comments



3,200
Responses to Online Comments



STEP 2. INVENTORY & ANALYSIS / IDEA EVALUATION



FINALIZING A DETAILED INVENTORY

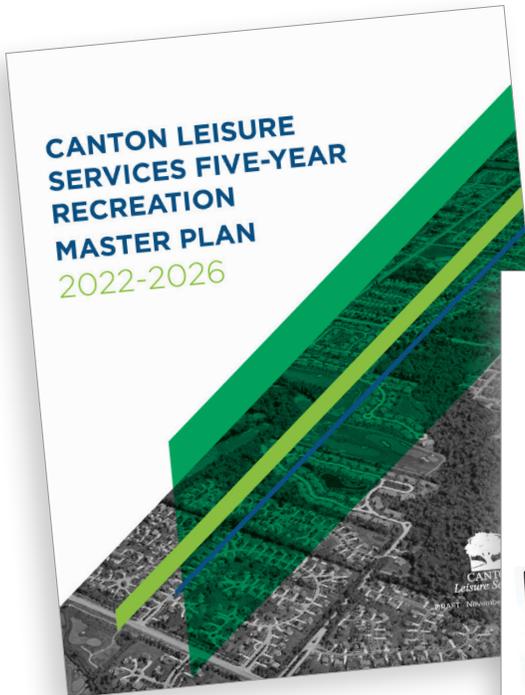
In accordance with MDNR requirements, McKenna will also prepare the updated community description, administrative structure narrative, and inventory of the parks and recreation facilities, including all amenities in each of the parks. During this time, we will tour, photograph and assess the current ADA accessible of all 26 City parks. In addition to the inventory, McKenna will map existing parks and recreation resources within the community.

Applying national standards modified by local conditions in Oakland County and Birmingham, McKenna will assess the deficiencies in the parks facilities available to the community. In addition, we will review other City, County, and regional documents and plans related to parks and recreation and summarize their applicability.

CONNECTIVITY - REDUCING BARRIERS TO ACCESS

McKenna will conduct a Connectivity Analysis to identify existing trails, sidewalks, and paths and create a proposed plan for improvements to the pedestrian and nonmotorized network in Birmingham to facilitate increased park accessibility and use. We will also conduct a 10-Minute Walk Analysis to identify areas within the community that do and do not have a park within a 10-Minute Walk from residential units. These maps will detail the City's parks and recreation facilities as well as significant civic and cultural facilities, school facilities, and larger regional public recreation facilities.

Based on this analysis, we will then identify appropriate types of parks suitable to the demographics within under-served areas of the community.



DELIVERABLES

- Natural Features Inventory
- Connectivity and 10-Minute Walk Analyses
- Administrative Structure and Previous Grant Funding Record
- Parks and Recreation Inventory
- Recreation Service Coverage Analysis
- Mapping of City Park Facilities

Pop-Up Events

June 2021 Events. Feedback on what park amenities are needed and desired in the community was discussed with the public at two (2) events in June: at the Farmers Market on June 6, 2021, and at the first Summer Concert Series in the Park (at Heritage Park). At these events participants shared their "Big Idea" for parks and recreation in Canton and voted for the top three (3) most important amenities to consider adding to Ridge Road Park. Between the two (2) events, a total of 939 ideas were shared, and a total of 164 individuals voted for their top priorities, as noted in the following table:

Table 1: Priority Recreation Amenities Identified by Residents

Recreation amenity	PRIORITY VOTE #1	PRIORITY VOTE #2	PRIORITY VOTE #3	TOTAL VOTES
Ramp and Obstacle Course	37	22	20	79
Inclusive Playground	28	26	16	60
Fenced Pickers and Tubs	21	16	14	49
Shedding Hill	15	29	18	60
Fitness and Exercise Equipment	16	14	17	47
Facilities	6	9	23	37
Community Gardens	5	17	5	27
Open Green Space	10	7	9	26
Multi-Use Station (Swimming/Playstructure)	6	5	13	24
Outdoor Classroom and Nature Center	5	7	10	22
Benches and Seating Areas	4	6	11	21
Shade Tents	5	8	5	18
Grand Total				682

Table 2: Park Concept Plans - Survey Results

PARK CONCEPT PLAN	VOTING RESULTS			Total Votes
	Love	Like	Dislike	
August 5 Event	96	19	5	120
August 8 Event	44	9	1	54
Grand Totals	209	28	6	243

Table 3: Ridge Road Park Concept Plan - VOTING RESULTS

PARK CONCEPT PLAN	VOTING RESULTS			Total Votes
	Love	Like	Dislike	
August 5 Event	82	33	22	137
August 8 Event	73	20	4	97
Grand Totals	238	53	26	317

STEP 3. ENGAGING THE BIRMINGHAM COMMUNITY



We praise the City for recognizing the value of using both traditional and non-traditional forms of public engagement. Public engagement is a core tenet of our Team's work plan. Our goal will be to engage participants frequently, in ways that best suit their lifestyles and time commitments, so that the time they invest is used wisely. These methods will ensure an equitable public engagement process that will emphasize connecting with people that are not typical participants in planning processes. We believe the process outlined herein will yield great results; however we are happy to discuss variations to this plan to best meet the City's needs.

Results of all public engagement activities will be documented, tabulated, and presented in a graphically pleasing manner in the final Plan. This also includes a detailed overview of the process undertaken for the update and all documentation of the public input methods hosted by the City, as required by the MDNR.

We have become expert at conducting public engagement remotely and/or utilizing a hybrid approach; if necessary, we are able to move any of the proposed engagement events to a virtual or hybrid platform at the City's request.

COMMUNICATIONS STRATEGY

At the onset of the project, we will work with the City to develop a Communications Strategy which will outline the methods to best connect and gather valuable insight from the community. We will use the existing Birmingham brand to create recognizable, project-specific graphics to be used on all official communications and engagement materials.

A strong Communications Strategy and recognizable branding are essential to building public awareness of the Plan and this planning effort. In addition to creating a Communications Strategy, McKenna will design templates for press releases, notices, emails, social media posts, yard signs, and flyers. The majority of work for this task will take place in Step 1.



McKenna Team members engaging community members during a well-attended Field Day event in Birmingham, 2018.

MEET PEOPLE WHERE THEY ARE

Ultimately, success for this project will be measured by our ability to garner wide-reaching public buy-in, and accurately capture the diverse needs and desires of all Birmingham residents. We have found that meeting people where they are—both physically and with engagement techniques that work for them—is the most effective means of public engagement. Hosting public outreach in conjunction with another City event, such as sports playoffs or a farmer’s market, is the best way to engage a large and diverse group.

To this effect, McKenna will lead four Birmingham Field Days events (broad-based input session), two of which will be early in the planning process and the remaining two once the draft Plan is prepared. The beginning two sessions will be to receive input on establishing goals and objectives and the vision/direction of the Plan. The latter two sessions will be to receive input on proposals contained within the draft Plans and create a feedback loop that will enable the Team to make final adjustments prior to consideration by City boards and commissions.

An important component of these input sessions is to schedule them at varying times to make participation easier for residents and stakeholders with different schedules. For example, some should be conducted on a weekday evening while the rest are conducted on a weekend day.

STAKEHOLDER ROUNDTABLE INTERVIEWS

Just as important as reaching a broad cross-section of the public, engaging with underrepresented groups is crucial to the process. To ensure these stakeholders are engaged, we will identify groups that are likely to be underrepresented in City events at the onset of the project. We will work with City staff to identify community liaisons to reach these populations, and will communicate directly with them throughout the project to help us find the best way to reach their constituents, and plan specific stakeholder interviews with these groups.

Such interviews are perhaps the most easily overlooked form of public engagement, but when properly utilized, they are extremely effective. We recommend conducting up to eight, one-hour interview roundtables with key stakeholder groups.

Stakeholders will be grouped based on common interests or areas of expertise. These sessions will be scheduled back-to-back on the same day in a central location.

DELIVERABLES

- Marketing Materials and Templates
- Birmingham Field Day Events (4)
- Stakeholder Roundtable Interviews (8)
- Public Engagement Results Summary

COMMUNITY PARK
NORMANDY OAKS PARK
4234 DELEMERE BLVD
36.20 ACRES
EST. 2020

The largest park in the city, and one of the newest, Normandy Oaks is a destination park for the larger Oakland County region and offers a splash pad, rentable pavilion with restrooms, walking paths, a food truck area with electrical hook-up facilities, and a soccer field. Formerly the Normandy Oaks golf course, Oakland County Parks and Recreation partnered with Royal Oak for the creation of the park. The park has green stormwater infrastructure, including bioswales, native plantings, and a large retention pond. There is also a naturalized area in the park that includes grasses, plants, flowers, and beehives maintained by a nonprofit. Normandy Oaks is beloved by neighbors and residents across the city for its facilities, walking paths and naturalized areas.

AMENITIES

» Soccer Field	1	2	3	4	5
» Multipurpose Field	✓				
» Play Structure	✓				
» Climber	✓				
» Walking Path	✓				
» Sledding Hill	✓				
» Splash Pad	✓				
» Pavilion	✓				
» Restrooms (Permanent)	✓				

SUSTAINABILITY INVENTORY
7 TREES PER ACRE

ACCESSIBILITY SCORE
4

72 Royal Oak 2023-2027 Recreation Plan

Love this park! Excellent for biking and walking, grandson loves the splash pad. It's neat!
Would love to see more benches throughout the park, especially in the shaded pathways.
Love the paths, especially through the wooded area. Would love more trees throughout the park.

Normandy Oaks Park
NO Mow Zone
11/15/2023

STEP 4. SYNTHESIS OF GOALS & OBJECTIVES

REFINED GOALS AND OBJECTIVES

McKenna will review the City's existing goals and objectives with designated staff and modify them as necessary based on the trends analysis, existing conditions analysis, public engagement results, and other input received. Using that as a foundation, we will refine the goals and objectives for Birmingham's Parks and Recreation Master Plan, which will collectively set the direction for implementation. **The updated goals and objectives will be rooted in overarching themes of inclusiveness, including age and ability inclusivity, sustainability, resiliency, and health.**

We will then work closely with the City to evaluate the range of desired uses at the parks and programming needs. Uses will be evaluated based on a series of criteria that will balance the desire for the facilities with the feasibility of developing those facilities. Criteria will include the relationship with existing facilities, maintenance costs, the ability to finance and construct facilities, and other factors.

DELIVERABLES

- Refined Goals and Objectives
- Sustainability and Health Recommendations
- Parks and Facilities Analysis

STEP 5. DRAFT ACTION PLANS

STRATEGIC ACTION PLANS

McKenna will develop a chronology of projects to be implemented in the short-term (5-year) and long-term (10-year). These Action Plans will describe and prioritize anticipated recreation developments and identify specific recommendations for changes to existing programs and facilities, the acquisition of any new properties (or preliminary feasibility), and the maintenance of all parks and recreation assets.

It will also include and reflect Birmingham's current operating budget and recommendations for future budgets, including identification of viable funding sources. The Action Plans will be represented in table form and will include the following information, at a minimum:

- Project description and location;
- Budget with cost estimates and method of funding;
- Year(s) to be implemented;
- Any recommendations for improving the visual appearance of all recreation facilities;
- Any recommendations for the maintenance and renovations of facilities; and
- Any recreation programming considerations.

DELIVERABLES

- Working Session with the Parks and Recreation Board
- 5-Year Action Plan (coordinated with the City's Capital Improvements Program)
- 10-Year, Long Range Action Plan

STEP 6. PUBLIC REVIEW AND ADOPTION



Public parks, trails, waterways and open space have proven to be critical infrastructure. Planning for their long-term success is a key priority of your McKenna Team.

The final Birmingham 5-Year Parks and Recreation Master Plan will be prepared as a public facing, visually accessible report covering the process from goal development through implementation recommendations. The final Plan will include text and high-quality graphics, maps, charts, and tables explaining the planning efforts. All detailed background material will be included in an appendix.

PUBLIC REVIEW

The final draft Plan will be made available to the public for the required MDNR 30-day review period. We recommend that copies be made available at City Hall, recreation facilities, and at other community facilities.

Our Team will then present the draft Plan at a public hearing with the Parks and Recreation Board and also at the Planning Commission. McKenna will then attend a final adoption meeting with the City Commission.

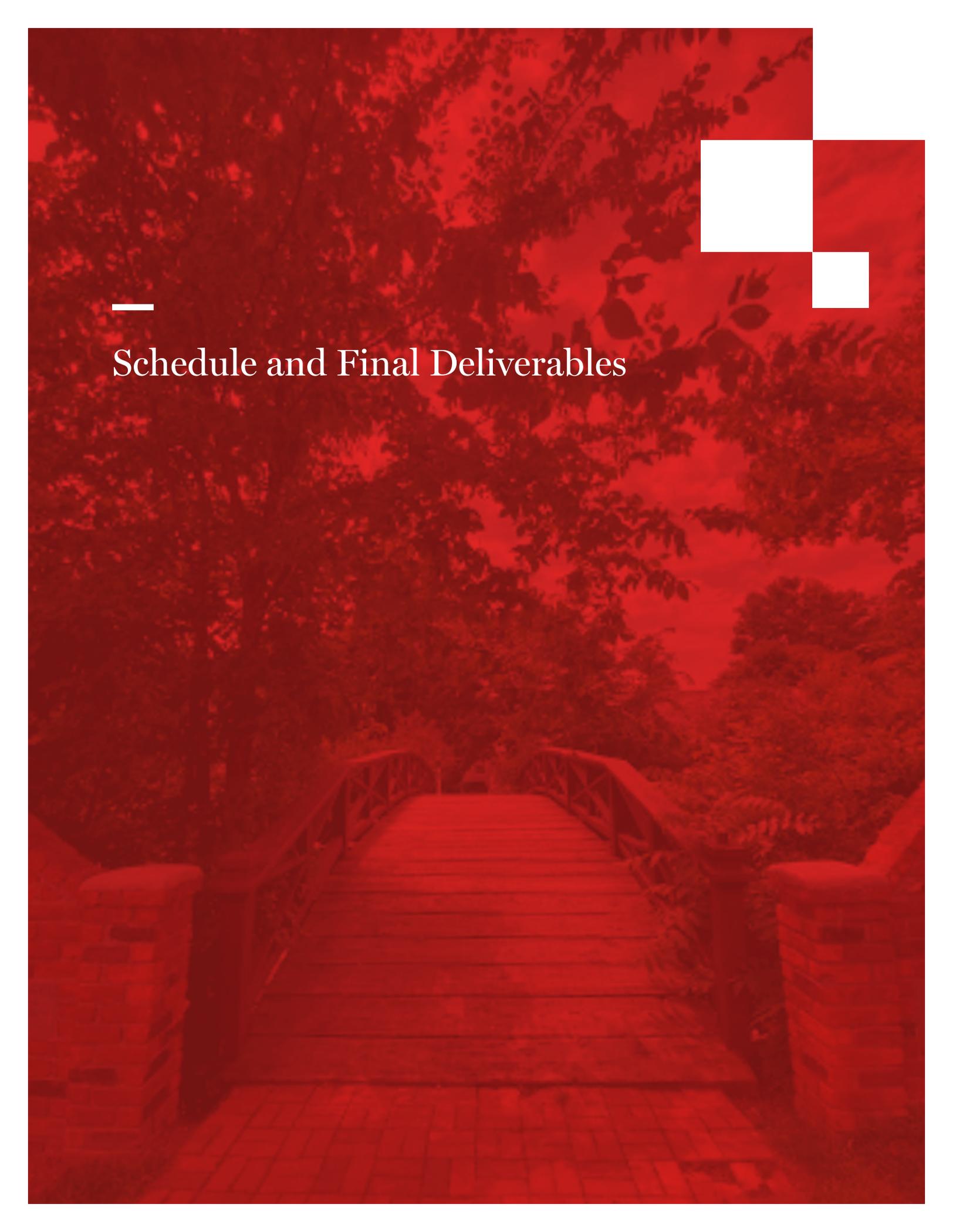


Field Day Event for Kalamazoo.

DELIVERABLES

- Public Hearing and Adoption Documents
- Final Adopted Plan (as a web-based document)
- MDNR Submission Documents

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Schedule and Final Deliverables

Schedule

We propose the following schedule to complete the Birmingham 2024-2028 Parks and Recreation Master Plan; we are happy to adjust this timeline to best meet your needs.

		2023						
		JUN	JUL	AUG	SEP	OCT	NOV	DEC
STEP 1: PROJECT INITIATION / PRE-PLANNING GROUNDWORK								
1	Kick-Off Meeting with City Staff	X						
2	Park Tour with the Advisory Board	X						
3	Twice Monthly Progress Meetings (14 total)	X	X	X	X	X	X	X
STEP 2: INVENTORY & ANALYSIS / IDEA EVALUATION								
1	Community Narrative							
2	Facility Inventory							
3	Connective Analysis							
STEP 3: ENGAGING THE BIRMINGHAM COMMUNITY								
1	Interactive Website and Surveys							
2	Field Day Events (4) (Broad-Based Input Sessions)		X	X	X	X		
3	Stakeholder Roundtable Interviews (8)		X					
4	Integration of Community Feedback							
STEP 4: SYNTHESIS OF GOALS & OBJECTIVES								
1	Review and Modify Goals and Objectives							
2	Evaluate Range of Desired Uses							
STEP 5: DRAFT THE ACTION PLANS / PRODUCE PLAN DOCUMENTS								
1	Draft Strategic Action Plan (5-Year)							
2	Draft Long Range Action Plan (10-Year)							
3	Draft Feedback Sessions with the City			X	X	X		
STEP 6: PUBLIC REVIEW & ADOPTION								
1	Revise Draft and Publish the Final Plan							
2	Present to the Parks and Recreation Board (Public Hearing)						X	
3	Present to the Planning Commission (Public Hearing)							X
4	Present to the City Commission (Adoption)							X

X = Meeting (34 total)

Final Deliverables



Example of a hybrid public engagement event; activities were made available through an interactive website and at safely conducted in-person events.

FINAL WORK PRODUCTS

The following describes the products to be developed as part of this planning effort, though this may not be an exhaustive list. Client satisfaction is our #1 priority—that means we “do what it takes” during a project to deliver the best experience.

Working Papers, Public Engagement Materials, and Draft Plans

- All agendas, materials, and summaries for working meetings between McKenna and the City.
- All public engagement materials, including publicity fliers, public notices, maps, graphics, charts, and boards that will be used to publicize and facilitate all public engagement events.
- Draft Plan documents for distribution and review.

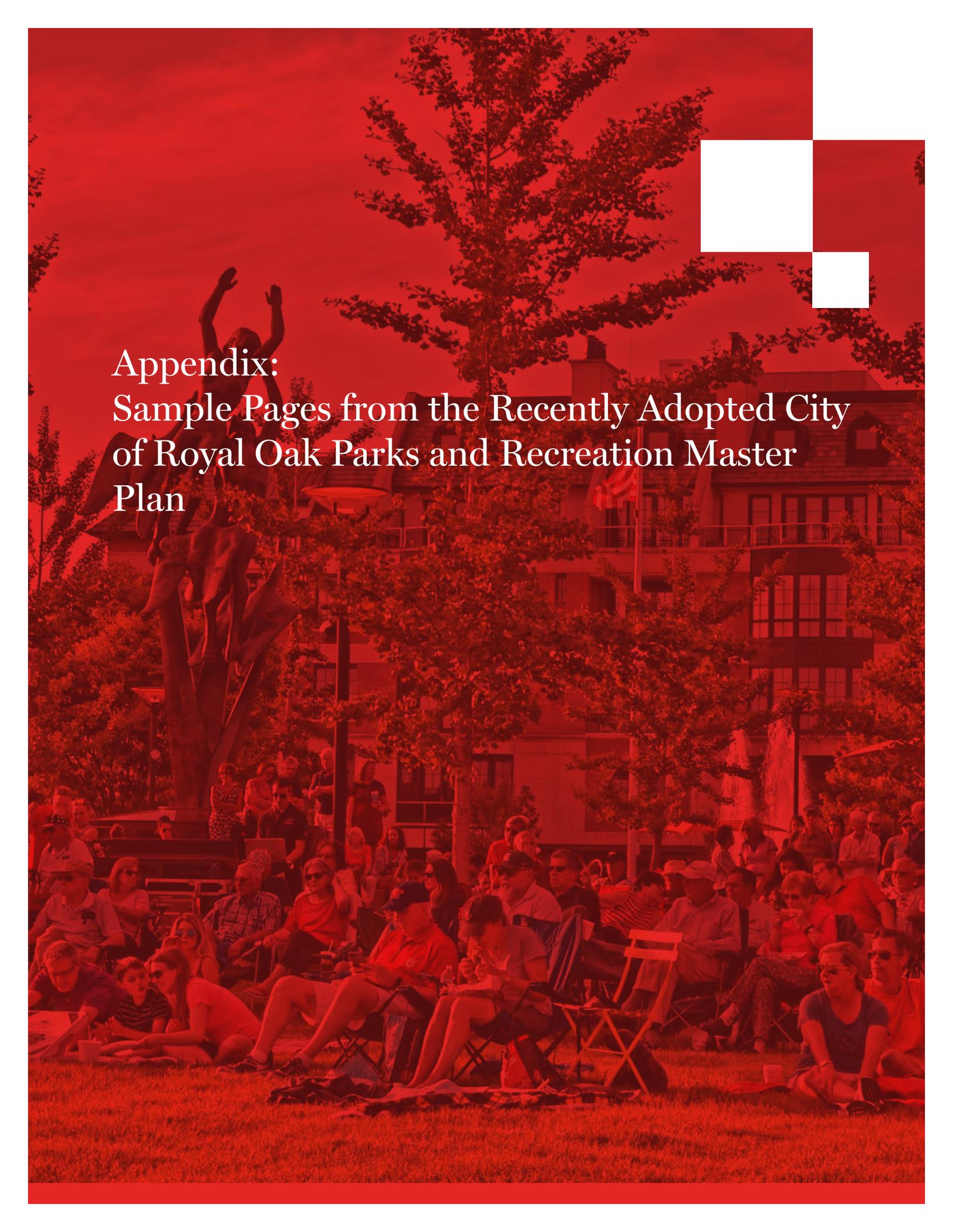
Maps and Graphics

Maps of existing and planned parks and recreation facilities, per MDNR requirements.

Final Plans

- 14 bound copies of the Parks and Recreation Master Plan in a graphically-rich and compelling format.
- Digital copy of the Parks and Recreation Master Plan (in a suitable format for periodic update by the City).

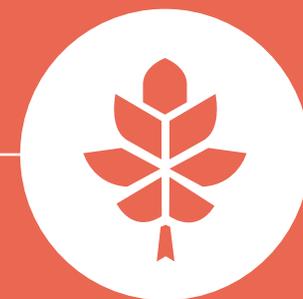
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Appendix:
Sample Pages from the Recently Adopted City
of Royal Oak Parks and Recreation Master
Plan

2023-2027 RECREATION PLAN

CITY OF ROYAL OAK, MICHIGAN



Adopted December 19, 2022

EXECUTIVE SUMMARY

Welcome to the City of Royal Oak's 2023-2027 Recreation Plan! This Plan reflects a vision for the future of Royal Oak's parks and recreation facilities: their operations, maintenance, and enhancements for the next five+ years. It serves as a roadmap for future decisions by considering existing parks and programs in the City and the anticipated demand for additional and improved recreation facilities.

This Plan also forms the basis for potential recreation grant funding from the Michigan Department of Natural Resources (MDNR) and other agencies and foundations. Royal Oak's Plan was prepared in accordance with MDNR's Guidelines for the Development of Community Parks and Recreation Plans.



MISSION STATEMENT: DEPARTMENT OF RECREATION AND PUBLIC SERVICE

To provide residents a variety of year-round recreation opportunities that are responsive to their needs, are enjoyable to their families, and contribute to their physical and mental well-being while maintaining and improving the aesthetic, functional, and sustainable value of all parks, playgrounds, athletic fields, and open spaces. Royal Oak will continue to create resilient public spaces that are inclusive, accessible, and programmable, and that enhance the natural environment of the community.

INTRODUCTION

Royal Oak's 5-Year Recreation Plan was developed by the city in conjunction with the community's Parks, Recreation, and Senior Services Advisory Board and with strong citizen participation. The jurisdiction of this Plan is the City of Royal Oak, and it focuses on all aspects of parks, facilities, open spaces, recreation, and programming as overseen by the city's Department of Recreation and Public Service.

Planning for Parks and Recreation

This Plan is a roadmap for parks and recreation decisions (including facilities and programming) made over a five-year period, as well as a way to project future needs. The process taken to prepare the plan yields an understanding of the needs and wants for parks, recreation facilities and programming based on public engagement and industry trends going forward. Most importantly, this plan represents a concerted effort to reflect an authentic, community-supported vision for Royal Oak parks, garnered through significant public and stakeholder engagement.

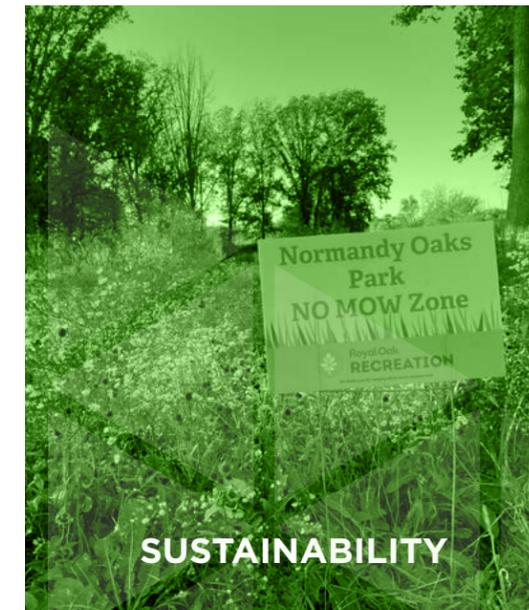
This Plan is influenced by and formulated in the context of related planning endeavors in the city, especially:

- » The Royal Oak Sustainability and Climate Action Plan (S-CAP), adopted in 2022.
- » The Royal Oak Aging in Place Plan, draft under review at the time of this writing.
- » The 2022-2025 City Strategic Action Plan, published in 2022.

GUIDING PRINCIPLES

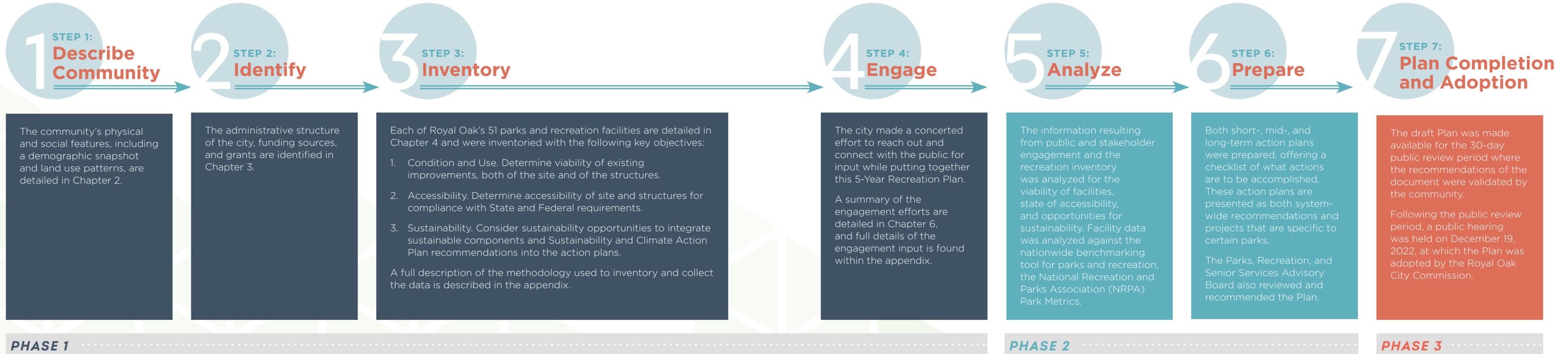
Royal Oak has a long history of championing park space. In the 1930s and 40s, the Royal Oak Parks Commission sought to implement their vision of playgrounds, parks, and preservation areas, creating a network of park spaces within the majority of the city's neighborhoods. Due to the diligence of past and current leadership, 92% of children, 93% of adults, and 91% of seniors in Royal Oak are within a 10-minute walk of a park.

This Plan continues that vision, and sets forth goals and objectives designed to address current and future needs within the parks and recreation system in Royal Oak. The planning process, and its resultant recommendations, was guided by the four key principles listed below:



DESCRIPTION OF THE PLANNING PROCESS

Royal Oak's 5-Year Recreation Plan was prepared according to the following process:





ROYAL OAK PARKS IN A SNAPSHOT

This Plan encompasses all 51 parks within the city, as well as a handful of indoor recreation facilities, occupying a total of 340 acres of land.

Royal Oak's parkland makes up 4.5% of the total square miles in the City; these parks are classified by their size and service area into three primary categories: mini-parks, neighborhood parks, and community parks.

PARK SERVICE AREAS:

- **Mini-Parks:** 1/4-mile or less
- **Neighborhood Parks:** 1/4- to 1/2-Mile
- **Community Parks:** 1/2- to 3-Mile

16

● MINI PARKS

13 Mile / Main Park.....	p 36
Barton Park North.....	37
Barton Park South.....	38
Bassett Park.....	39
Cody Park.....	43
Fernwood Park.....	49
Franklin Park.....	50
Fries Park.....	52
Fulton Park.....	53
Hamer Finch Wilkins Park.....	56
Huntington Woods Park.....	57
Maudlin Park.....	66
Rotary Park.....	79
Royal Oak Arboretum.....	80
Wendland Park.....	90
Westwood Park.....	91

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● NEIGHBORHOOD PARKS

Clawson Park.....	p 42
Dickinson Park.....	45
Dondero Park.....	46
Elks Park.....	47
Fred Pieper / Optimist Park.....	51
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Gunn Dyer Park.....	55
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Lawson Park.....	59
Lions Club Park.....	60
Lockman Park.....	61
Maddock Park.....	62
Marais (Dickie Putnam) Park.....	63
Marks Park.....	64
Mark Twain (Dog) Park.....	65
Meininger Park.....	67
Miller Park.....	70
Milt Hey Hudson Park.....	71
Pioneer Park.....	74
Realtor Park.....	77
Sullivan Park.....	84
Upton Park.....	85
Waterworks Park.....	89
Whittier Park.....	92

11

● COMMUNITY PARKS

Centennial Commons.....	p 40
Cummingston Park.....	44
Exchange Park.....	48
Memorial Park.....	68
Normandy Oaks Park.....	72
Quickstad Park.....	76
Red Run Park.....	78
Starr Jaycee Park.....	82
V.F.W. Park.....	86
Wagner Park.....	88
Worden Park.....	93

BUILDING ON PAST PLANNING EFFORTS

The Sustainability and Climate Action Plan

The Royal Oak Sustainability and Climate Action Plan (S-CAP) was adopted on May 9, 2022, after more than a year of development. The S-CAP incorporates sustainability initiatives and sets greenhouse gas (GHG) emissions reduction targets for 2030 and 2050. It is a guiding policy document that outlines projects and programs to support the city's climate goals. Through a community-wide survey and several stakeholder workgroup meetings, objectives and action steps were identified to address sustainability, local environmental issues, economic prosperity, GHG reduction, social accessibility, inclusion, and equity.

The values of the S-CAP include:

- » Equity and access
- » Health and well-being
- » Economy
- » Natural ecosystems
- » Greenhouse gas emissions
- » Resilience

The S-CAP serves as a guide to all relevant departments' future budget planning, strategic goal planning, and master planning, including this 2023-2027 Recreation Plan. S-CAP action implementation is divided into six focus topics: energy and buildings, mobility, water, waste, green space, and quality of life. Most relevant to this Plan is the category of "green space". Top priorities include:

- » Increasing Royal Oak's tree canopy.
- » Providing a system of accessible parks and recreation opportunities.
- » Utilizing landscaping practices to maintain these spaces in a way that is sustainable and considerate of human, wildlife, and environmental health.

A city's park system, tree canopy, and other green features help reduce the heat island effect, improve air quality, capture stormwater runoff, increase carbon storage and biodiversity, and have positive effects on residents' physical and mental health. This Plan incorporates those goals and strives to further the efforts of the S-CAP.



ACCOMPLISHMENTS

Over the past five-years, Royal Oak has continued its tradition of excellence in parks and recreation planning and implementation. Highlights from the Department of Recreation and Public Services include:

- » Redevelopment and opening of Centennial Commons, Lawson Park, and Normandy Oak's.
- » Participation in the Steering Committee for the development of the S-CAP.
- » Increased accessibility in parks (ex: Memorial Park, Sullivan Park)
- » Addition of active adult fitness equipment in parks.
- » Establishment of the city's first community garden.
- » Groundbreaking ceremony held for The Michigan WWII Legacy Memorial at Memorial Park.



KEY RECOMMENDATIONS

The goals and objectives described in Chapter 6 and the strategic actions described in detail in Chapter 7 are designed to maintain and achieve a system of accessible and quality parks, recreation opportunities, and open spaces in Royal Oak that meets the needs of everyone in the community. Public input, technical analysis, and the planning context provided by related planning endeavors provide the basis for recommendations that contribute to achieving this vision.

The following summarizes key strategic actions identified by this planning process to continue to provide an exceptional and comprehensive offering of recreation opportunities.

See Chapter 7 for a thorough explanation of these actions and the context in which they are recommended.

Summary of Strategic Actions

PARKS AND RECREATION FACILITIES:

- » Address usability issues caused by drainage and flooding problems.
- » Explore the feasibility of the development and construction of a community pool, potentially to be co-located with a new community recreation center.
- » Concentrate resources on a subset of tennis courts, and re-purpose the real estate occupied by under-maintained and underutilized courts with greenspace or redevelop for other facilities.
- » Create new pickleball courts to accommodate a growing demand.
- » Explore a location for an outdoor amphitheater to facilitate additional cultural offerings in the parks.
- » Locate and develop a new skate park.
- » Redevelop the Royal Oak Golf Course Clubhouse.
- » Adopt a policy of incorporating native species in any park design or maintenance projects.
- » Use green stormwater infrastructure to mitigate significant flooding and drainage concerns in several parks.
- » Install gardens to support pollinator pathways as partner agreements and/or funding resources are identified.
- » Prioritize and invest more significantly in bicycle infrastructure in parks.
- » Support citizens of all ages and abilities by including paved accessible paths and increased seating options as part of all park redesign projects.
- » Evaluate the feasibility and seek partnerships for the addition of a satellite location for the provision of senior services.
- » Install a signed, accessible multi-use path connecting Worden, Worden East, and Quickstad Parks.
- » Evaluate the feasibility and desirability of adding an additional dog park.
- » Identify and prioritize maintenance requirements for the Salter and Meininger Centers.

ACTION ITEMS
pg 132

PROGRAMMING:

- » Ensure program offerings are appropriately multi-generational.
- » Add opportunities for cultural programming, such as art fairs, concerts, and additional non-recreational programming in parks.

ACTION ITEMS
pg 136

ADMINISTRATION AND ORGANIZATION:

Create mechanisms to enhance communications, maintain positive public relations and increase awareness of Royal Oak Parks and Recreation offerings.

ACTION ITEMS
pg 137

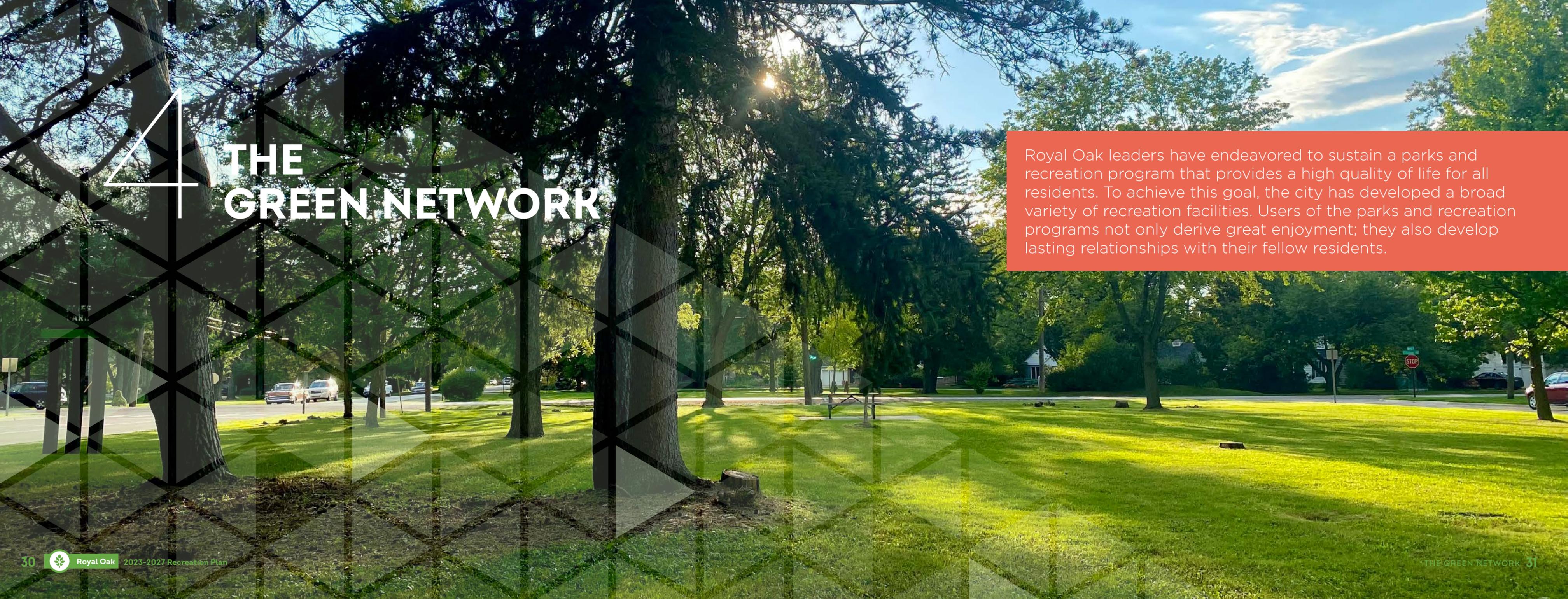
PARK-SPECIFIC ACTIONS:

Align facilities with community needs, address maintenance issues, realize opportunities for sustainability and accessibility, and leverage the strong existing partnerships the city has to improve each Royal Oak park.

ACTION ITEMS
pg 138

This Plan is intended to both maintain the high quality of Parks and Recreation services and facilities, and to enhance them, in a sustainable and inclusive manner.





THE GREEN NETWORK

Royal Oak leaders have endeavored to sustain a parks and recreation program that provides a high quality of life for all residents. To achieve this goal, the city has developed a broad variety of recreation facilities. Users of the parks and recreation programs not only derive great enjoyment; they also develop lasting relationships with their fellow residents.

MUNICIPAL FACILITIES INVENTORY

Description of Parks and Facilities

An inventory of existing facilities was conducted by Royal Oak’s consultant, McKenna, throughout the summer of 2022. The inventory of local facilities consisted of site inspections at each of the 51 park sites, as well as the indoor facilities and consultation with officials within the department about strengths and deficiencies within the Parks. This inventory of facilities includes the following attributes: name, location, acreage, equipment, quantity, quality, accessibility, and condition.

Each of the 51 parks and recreation facilities were inventoried with the following three key objectives:

1. Determine viability of existing improvements, both of the site and of the structures.
2. Determine accessibility of site and structures for compliance with State and Federal requirements.
3. Consider sustainability opportunities to integrate sustainable components and S-CAP recommendations into the 5- and 10-year action plans.

Classifications of Recreation Amenities

Each of Royal Oak’s parks and recreation facilities is identified by the amenities available and the scope of services they provide, specifically based on criteria developed by the National Parks and Recreation Association (see the table on the following page.). The classification provides an understanding of the main function of each park. For planning purposes, the classification helps to identify gaps in the range of parks available to residents.

The following four recreation classifications apply to Royal Oak’s parks, open space, and recreation areas: Mini-Park, Neighborhood Park, Community Park, and Special Use Park / Facility.

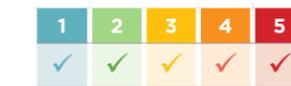
MINI-PARK (POCKET PARK)	Small, specialized parks, often less than an acre in size, that serve the needs of residents in the surrounding neighborhood. A mini-park may serve a limited population or specific group such as tots or senior citizens. Mini-parks usually serve people within a 1/4 mile radius.
NEIGHBORHOOD PARK	Multi-purpose facilities that provide more active recreation activities, such as field/court games, crafts, playgrounds, skating, picnicking, etc. Neighborhood parks typically serve up to 5,000 residents located within a 1/4 to 1/2 mile radius.
COMMUNITY PARK	Offers a wide variety of recreation facilities to meet the diverse needs of residents from many neighborhoods. Community parks may include areas suited for intense recreational facilities, such as athletic complexes and swimming pools. These parks usually contain other facilities not commonly found in neighborhood parks such as nature areas, picnic pavilions, lighted ball fields, and concession facilities. Community parks serve residents within a 1/2 to 3 mile radius.
SPECIAL USE PARK / FACILITY	Specialized or single-purpose recreation activities, such as historical areas, nature centers, dog parks, sports complex, golf courses, arboretums, etc. There are no specific standards for size or acreage since each site will vary, each site is unique to the community it serves.

Facilities Inventory and Conditions

To determine the viability of existing improvements and to plan for the future, the location and condition of all playground equipment, sport fields/courts, pavilions and picnic facilities, exercise equipment and ancillary amenities were documented.

The condition scores range from 1 (best condition) to 5 (worst condition).

SCALE OF AMENITIES CONDITIONS



- 1 = Good
- 2 = Above Average
- 3 = Average
- 4 = Below Average
- 5 = In need of Repair/Replacement

Inventory of Sustainable Features

The sustainability inventory cataloged existing features that currently contribute to sustainability and potential opportunities for the future. Key elements are summarized on the following parks-specific pages.

- 
Tree Canopy:
 Expressed as number of trees/acre.
 (Collected: Perimeter Tree Count, Interior Tree Count, Estimated Canopy %)
- 
Recycling Facilities:
 Yes/No/How Many
- 
Gardens and Landscaping:
 Native Plantings, Decorative Planters
- 
Bicycle Facilities:
 Yes/No, What is Present
- 
Green Stormwater Infrastructure:
 Yes/No, What is Present

Accessibility Assessment

An evaluation of Royal Oak's parks and recreation facilities was conducted as part of the inventory. Facilities were evaluated to determine if a person with certain criteria could safely and independently use the facilities. A five-point evaluation system was used to rank each facility's accessibility; the scale is described in the table on this page.

Analysis of these assessments is detailed in Chapter 5.

LEVEL 1	The park is not accessible to people with a broad range of physical disabilities. The site includes little paved areas and the facilities such as play equipment or picnic areas are not accessible.
LEVEL 2	The park is somewhat accessible to people with a broad range of physical disabilities. Either the parking area or pathways are paved, but not both. Many of the facilities such as play equipment or picnic areas are not easily accessible.
LEVEL 3	The park is mostly accessible to people with a broad range of physical disabilities. Most of the parking areas and pathways are paved, and some of the facilities such as play equipment or picnic areas are accessible but may not be completely barrier-free.
LEVEL 4	The park is completely accessible to people with a broad range of physical disabilities. Parking areas and pathways are paved, and most of the facilities such as play equipment or picnic areas are easily accessible.
LEVEL 5	The entire park was developed or renovated using the principles of universal design, a design approach which enables all environments to be usable by everyone, to the greatest extent possible, regardless of age, ability, or situation.

HOW TO READ THE PARK SUMMARY PAGES

The following pages present each of Royal Oak's 51 parks, including a synthesis of the inventory and analysis conducted for this plan through the lenses of facilities, sustainability, and accessibility.

Park name, location, classification, and date of establishment.

Map of approximate location in the city.

Description of each park

Sustainable features present at each park.

Each park's score on a five-point accessibility scale, ranging from Level 1 (lowest) to Level 5 (highest).

NEIGHBORHOOD PARK

LAWSON PARK

1300 LONGFELLOW AVENUE

2.60 ACRES

EST. 1956






ACTION
ITEMS
pg XX

Lawson Park, renovated and opened in July of 2022, is one of the busiest parks in the City. The updated park offers mostly active, state-of-the-art amenities. It is located in the southern end of the City, adjacent to the I-696 freeway. Lawson Park is also one of five parks that offers outdoor fitness equipment, with multiple exercise stations and one of ten parks that offer a basketball court. Additionally, the park features a large pavilion that can be reserved online.

AMENITIES	1	2	3	4	5
» Ballfield	✓				
» Basketball Court	✓				
» Play Structure	✓				
» Swing Sets	✓				
» Jungle Climber	✓				
» Outdoor Fitness Equipment	✓				
» Pavilion	✓				

SUSTAINABILITY INVENTORY  18 TREES PER ACRE    

ACCESSIBILITY SCORE 

DRAFT OCTOBER 28, 2022 for Advisory Board Discussion

THE GREEN NETWORK 57

Beautiful park. I love that saving the old trees were a priority and all the features flow together is such a thoughtful way. This is the gold standard for parks in Royal Oak.

Click here or refer to this page for recommended actions for this park.

Quantity and type of recreation facilities available at each park, evaluated for their current condition/state of repair, ranging from 1 (best condition) to 5 (worst condition).

Selected quotes, received during this planning process, that reflect representative sentiments for individual parks.

13 MILE / MAIN PARK

112 EAST 13 MILE ROAD

0.10 ACRES



The smallest park in the city, 13 Mile/Main is located at the southeast corner of a major intersection, nearby several businesses. The park contains two landscaped beds (planters) sponsored by community businesses and organizations and serves as a gateway feature at this intersection.

SUSTAINABILITY INVENTORY 50 TREES PER ACRE

ACCESSIBILITY SCORE 3



ACTION ITEMS
pg 138

AMENITIES

	1	2	3	4	5
» Decorative gardens/planters (2)		✓			

This is a great space for the community, but likely needs to be re-imagined.

BARTON PARK NORTH

215 PINGREE BOULEVARD

0.57 ACRES

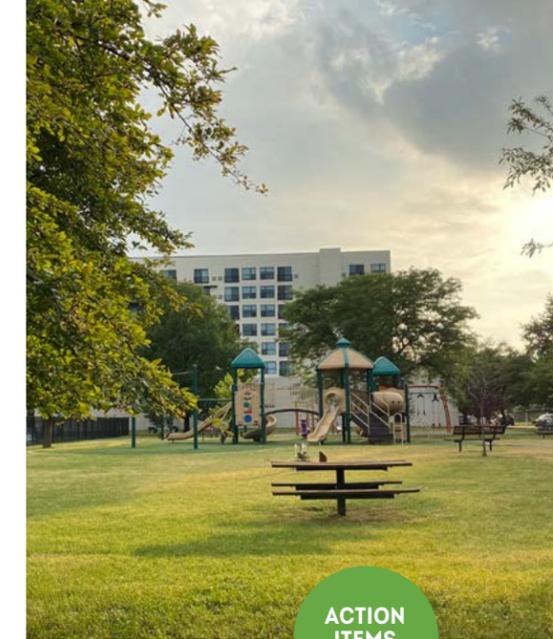
EST. 1985



Located just a few blocks from downtown, Barton Park North contains a playground, bicycle parking, and is one of five parks that contains outdoor fitness equipment. There is an opportunity for greater seating and a denser tree canopy, and public input suggested that pedestrian access to the park across Troy Street should be made safer.

SUSTAINABILITY INVENTORY 58 TREES PER ACRE

ACCESSIBILITY SCORE 4



ACTION ITEMS
pg 138

AMENITIES

	1	2	3	4	5
» Play Structure		✓			
» Swing Set		✓			
» Outdoor Fitness Equipment	✓				

BARTON PARK SOUTH

333 N. TROY STREET

0.48 ACRES

EST. 1985



Within walking distance of downtown, Barton Park South offers shaded seating and a walking path for those near and in the city center. It contains well-manicured flower beds and other shrubbery, as well as a gazebo. Located one block from 11 Mile Road, Barton Park South is accessible via the SMART bus system.

SUSTAINABILITY INVENTORY

56 TREES PER ACRE

ACCESSIBILITY SCORE



ACTION ITEMS
pg 138

AMENITIES

	1	2	3	4	5
» Gazebo	✓				
» Chess Table (2)			✓		
» Memorial Signage	✓				

The Gazebo is great...a bit more seating, maybe another cover / shade area would be appreciated.

BASSETT PARK

120-248 NORTH CAMPBELL ROAD

1.31 ACRES

EST. 1956



Bassett Park was recently renovated and now features unique play equipment that emulates natural materials. Located along busy Campbell Road, it is accessible by public transit via the SMART bus system, with two nearby bus stops. The park has a decorative planter and a community-made "fairy habitat." Public input noted a concern regarding separation from Campbell traffic and general appreciation for the recent renovations.

SUSTAINABILITY INVENTORY

24 TREES PER ACRE

ACCESSIBILITY SCORE



ACTION ITEMS
pg 139

AMENITIES

	1	2	3	4	5
» Play Structure with Sandbox	✓				
» Swing Set		✓			
» Climber	✓				

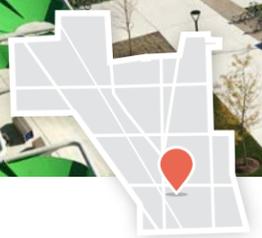
*Great recent updates.
Love the fairy garden!
Adorable place for creative play!*

CENTENNIAL COMMONS

203 SOUTH TROY STREET

1.90 ACRES

EST. 2022



Royal Oak's newest park, Centennial Commons offers several seating, gathering, and picnic options, a water feature, and a stage. Located in the heart of downtown Royal Oak adjacent to City Hall and the Royal Oak Library, the park is within walking distances of downtown restaurants and businesses. It is accessible by public transit via the SMART bus system, with three bus stops nearby. Centennial Commons includes a Veterans Memorial that honors veterans of all major U.S. wars.

SUSTAINABILITY INVENTORY



57 TREES PER ACRE



ACCESSIBILITY SCORE



ACTION ITEMS
pg 139



AMENITIES

	1	2	3	4	5
» Ping Pong	✓				
» Water Feature	✓				
» Stage	✓				
» Chess Tables	✓				
» Veterans Memorial	✓				

Absolutely love this new park! It should be used as a model for the all future Royal Oak park updates.

This park would be a great place to have outdoor movies in the summer.



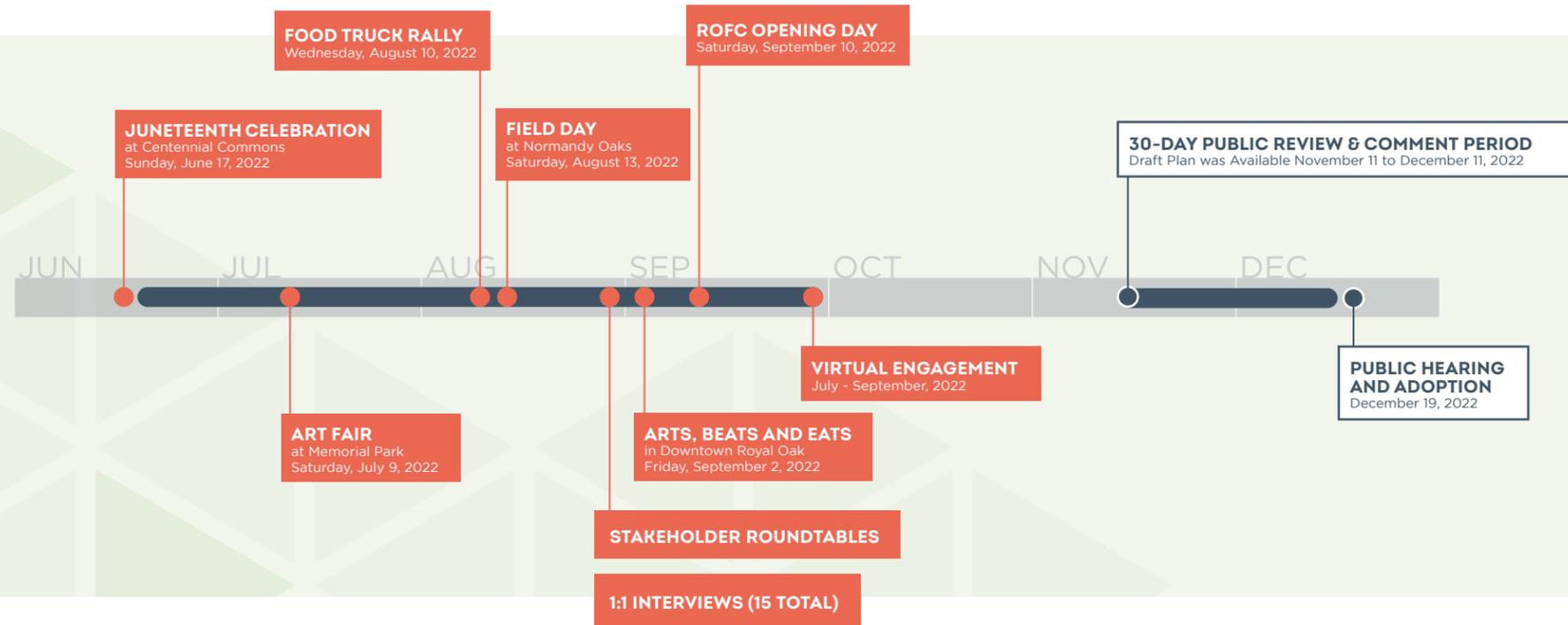


FORMULATING A VISION

This Plan's recommendations are underpinned by feedback from an extensive community engagement process. This chapter synthesizes 'what we heard' from Royal Oak residents and stakeholders, and translates that feedback and the technical analysis into Goals and Objectives.

EARLY PUBLIC INPUT: ENGAGEMENT AND OUTREACH

This Plan is built on a foundation of robust engagement and a thorough, multi-pronged effort to solicit input from a wide variety of stakeholders over several months in 2022.



SUMMARY OF ACTIVITIES: IN-PERSON OUTREACH

Field Days

The consultant team from McKenna and Advisory Board members staffed four community-wide 'Field Day' events throughout the summer. These activities sought to gather broad feedback from the public, especially Royal Oak park users, on the following:

- » A future vision for Royal Oak Parks.
- » Place-specific current strengths, deficiencies, opportunities, and challenges.
- » Facility and program priorities.

City staff also conducted listening sessions, using the input mechanisms for the Field Day sessions, at other events where a preponderance of park users and Royal Oak residents were in attendance. These additional outreach efforts included attendance at a Food Truck Rally at the Royal Oak Farmers Market, and at the opening day celebration of the Royal Oak Football Club (ROFC), which hundreds of Royal Oak soccer players and their families attended.

Roundtable Discussions

The project team held a roundtable discussion event on August 11, 2022 that hosted a cross-section of stakeholders representing residents, public agencies, leagues, associations, and community organizations. At this meeting, the group had a robust discussion about stakeholders' experiences, challenges, and opinions regarding the recreation programs, services, and facilities that Royal Oak offers.

FIELD DAY EVENTS

The consultant team and Advisory Board staffed four community-wide 'Field Day' events throughout the summer:

JUNETEENTH CELEBRATION

June 19, 2022 at Centennial Commons Park

ART FAIR

July 9, 2022 at Memorial Park

SUMMER FIELD DAY

August 13, 2022 at Normandy Oaks Park

ARTS, BEATS AND EATS

September 2, 2022 in Downtown Royal Oak

SUPPLEMENTAL LISTENING EVENTS

City staff also conducted listening sessions, at other events where a preponderance of park users and Royal Oak residents were in attendance:

FOOD TRUCK RALLY

August 10, 2022 at Royal Oak Farmers Market

ROFC OPENING DAY

September 9, 2022 at Normandy Oaks Park



Individual Interviews

McKenna conducted 15 one-on-one telephone interviews with stakeholders that lasted approximately 30-minutes each. The individuals interviewed represented a wide variety of backgrounds (such as a former Downtown Development Authority chairperson), partner institutions (such as the Royal Oak School District) and community groups identified by City staff as having relevant stakes and input for the planning process.



SUMMARY OF ACTIVITIES: VIRTUAL ENGAGEMENT

From mid-June to mid-September, the public was able to offer input through a dedicated project website. Two primary communication outlets were offered, which mirrored the exercises conducted at the in-person, Field Day events:

- » **Online Exercise #1:** The public commented on an interactive map of the city and provided park- and feature-specific feedback about the Royal Oak park and recreational portfolio. The objectives for this exercise included:
 - Identifying the location of specific parks and recreation needs, including a specific social media solicitation for comments related to accessibility released in August 2022.
 - Generating ideas about where space and resources could better serve residents.
 - Providing options for feedback from many residents.
- » **Online Exercise #2:** Participants took a brief visioning survey that sought to capture qualitative information about what residents value about parks and recreation provisions, and their own experiences with Royal Oak parks.

VIRTUAL ENGAGEMENT BY THE NUMBERS



1,010
Unique Website Visitors



418
Survey Responses



799
Online Comments



3,200
Responses to Online Comments



Survey data: October 26, 2022



WHAT WE HEARD

Several key themes and points of consensus emerged through the engagement performed for this process.

Engaged stakeholders in this process value:

- » **Access to Neighborhood Parks:** Royal Oak residents benefit from the extensive provision of parks and recreation facilities available to them, and they highly value this aspect of their community.
- » **Natural Spaces:** Especially popular are the naturalized areas, including Tenhave Woods, Cummington Park, and the Royal Oak Arboretum, which allow residents to feel surrounded by and connected to nature.
- » **Sustainability Initiatives:** The City's efforts toward sustainability are obvious to and appreciated by many stakeholders. In conversations about parks, this especially was evident in positive responses to naturalized areas, and strategies such as 'no-mow' prairies employed at the new Normandy Oaks Park.
- » **Investment / Improvements to Existing Parks:** The community is desirous of improvements to many parks; those most commonly mentioned include seating, restrooms, accessible paths, bicycle infrastructure, and increased shade/tree canopy.
- » **Recreation Programming for Residents of All Ages:** Both for youth and for seniors, engaged stakeholders voiced support for continued provision of age-inclusive recreational offerings.
- » **Maintenance:** Conversations around maintenance primarily centered around drainage and flooding issues, and the age and state of repair of play equipment and other amenities.
- » **Aligning Facility Provisions to Current Demands:** There is a perception among those engaged that certain offerings should be increased due to demand, especially the availability of pickleball courts, facilities for dogs and an outdoor swimming pool.

The best thing about my favorite Royal Oak park is ...

The best way to improve our parks is to ...

A perfect day at the park involves ...



Early Public Input Exercise: What's Working / What's Not?

The most significant quantity of feedback solicited and received was facility-specific commentary on the perceptions of parks and facilities, garnered through an interactive mapping exercise. This feedback was received both in-person at Field Day events and virtually through an online comment map. Comments were received on each of the city's 51 parks. 799 individual comments were received, and more than 3,200 'up' and 'down' votes were cast by visitors who agreed or disagreed with the comments. Approximately 18% of the comments were 'Likes', another 18% were 'Dislikes', and the remaining 64% were ideas for the future of Royal Oak parks and facilities. The synthesis of the comments and 'votes' received is summarized through the following themes:

'WHAT'S WORKING?' KEY RESULTS:

Residents highly value their access to Royal Oak's parks.

- » Both the quantity of parks available to residents city-wide and the quality of the facilities and programming were frequently mentioned.
- » Proximity to neighborhood parks throughout the city is highly valued, though challenges with access (primarily for pedestrians and bicyclists) were also frequently mentioned.

Providing access to nature and add natural elements are appreciated.

- » Stakeholders identified a desire to continue to preserve and add natural features.
- » The tree canopy is valued by residents, though there are opportunities to increase it.

Residents are cognizant of and appreciate recent investments in park spaces.

This is exemplified by reaction to the new and recently redeveloped parks such as Normandy Oaks, Centennial Commons, and Lawson Park.

'WHAT'S NOT WORKING?' KEY RESULTS:

Drainage and flooding is a persistent problem in several parks.

- » Standing water compromises access to and the usability of sport courts and other facilities.
- » In addition to mosquito control problems, poor drainage contributes to the difficulty of spring mowing maintenance due to wet conditions.

Lack of accessibility.

- » Many facilities are not accessible for all abilities. Specific opportunities for wheeled access, and a desire for better and safer pedestrian connections, were pointed out throughout the system.

On-going maintenance.

- » Maintenance concerns and comments about outdated facilities accounted for almost half of the 'dislike' comments received.
- » The most commonly-reported maintenance concerns were drainage and flooding issues (29% requested maintenance), playground equipment (20%), and tennis courts (20%).

TOP MAINTENANCE ISSUES IDENTIFIED:



Early Public Input Exercise: Ideas for the Future

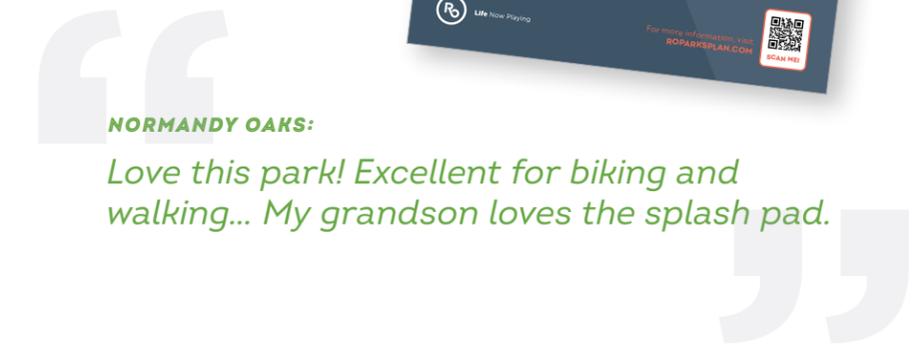
The majority of ideas received for modifications to existing parks and facilities were suggestions for specific additions to particular parks. These comments inform the park-specific action plan (see Chapter 7). Other re-occurring comments included suggestions to maintain or update equipment (usually play structures and sport courts), increase the tree canopy or add landscaping areas, and increase accessibility to and within parks.

CATEGORIES OF "IDEAS" COMMENTS	PERCENT OF RESPONSES
Add Facilities to Existing Parks	57.8%
Maintain / Update Existing Equipment	22.3%
Increase Tree Canopy / Shade	7.6%
Increase Accessibility	4.4%
Modify Operations	3.0%
Add Programming	1.6%
Relocate / Remove Facilities	1.4%
Add Native Plantings / Other Landscaping	1.1%
Rename Park	0.5%
Create a New Park	0.3%
Other Ideas	9.5%

Within the category of "Add facilities to existing parks", the most common facilities requested were:

- » **Bicycle Facilities** (identified for 27 of the 51 parks)
- » **Seating Options / Benches** (identified for 22 parks of the 51 parks)
- » **Restrooms** (identified for 14 parks of the 51 parks)

Other commonly-mentioned desired amenities included additional play structures, pickleball courts, dog park facilities, and internal pedestrian paths.





Roundtable Discussions Results

Participants discussed a series of open-ended questions related to the strengths, weaknesses, and opportunities for the future of recreation in Royal Oak. Key emerging ideas from the focus group included:

THE MOST CRITICAL ISSUES:

The focus group shared that the most pressing issues facing the Recreation and Public Services Departments are **safety** (ex: crosswalks to safely access parks), **maintenance** (especially related to courts and fields), and **accessibility**. A poor diversity of offerings was also mentioned, which sparked an important discussion: while there are a variety of sports fields and playgrounds across the city, **there is a general lack of space to informally hang out and gather, and a lack of unique amenities** (such as arboretums, dog parks, skate parks, etc.). These spaces for social interaction and enjoying nature are critical components to a high-quality of life.

SUCCESSES TO CONTINUE:

Participants acknowledged the success of the city's Recreation Department thus far, and that all aspects of parks and recreation should continue to be prioritized in the future. This includes **maintaining and expanding the number of events** the city hosts (as this draws a diversity of folks and creates a true 'community' environment); **the mature tree canopy** and the need to restock it (such as continuing the residential tree planting program); **enhancing the existing parks and open spaces**; and **employing and training talented Department staff**.

IMPROVE USABILITY:

There was consensus that Royal Oak's parks and recreation facilities must be **more welcoming and intuitive**, in order to maximize use and to allow residents of all ages and abilities to enjoy. Discussion focused on amenities that could encourage usership or duration of usership, such as: **pedestrian-scale lighting, sensory elements** (ex: music, textures, etc.), and **a variety of seating** (not limited to a bench adjacent to a playground or ball field, but all over the parks: i.e., seating to do work, or read, gather, etc.), and **restroom facilities**.

EXPAND PROGRAMMING:

While participants expressed satisfaction with the overall quality of Royal Oak recreation programs, the wealth of athletic programs over others was noted. There is an opportunity to **expand programming related to cultural aspects**, such as performance art, fine art, music, etc. Tying marketing into the parks was also discussed as one avenue to **raise awareness** for the variety and number of municipal parks within the community. **Internal collaboration amongst the various athletic and user groups** is one aspect that all participants wished to see more of in the future as they are often working towards a similar end goal.

Individual Interviews Synthesized

McKenna conducted individual interviews with stakeholders that represented the city's institutional partners, current and past members of appointed commissions and boards, residents and other key stakeholders. Feedback centered on themes of: facilities, sustainability, accessibility, programming, administration, and maintenance:

FACILITIES

Trees and the Urban Canopy: Many stakeholders expressed a desire to increase the number of trees in the parks, especially with native species.

Public Restrooms and Drinking Fountains: The inclusion of restrooms in more parks is important to both parents and older residents, easing use of the parks for both groups. The lack of serviceable drinking fountains was also a concern.

Walking Paths: The desire for additional walking paths through parks was almost universal amongst interviewees.

Seating: Most interviewees mentioned a need for more benches throughout the parks, especially along walking paths.

New Community Center: While the Salter Center was generally well regarded, there was indication that stakeholders felt that a dedicated community center would be an asset.

New Park Space: It was suggested that the southwest portion of the city is underserved in recreation, and would benefit from additional usable green space.

SUSTAINABILITY

Rain Gardens: Given the flooding issues that many Royal Oak residents have experienced in the last 5-10 years, rainwater control was an important issue for multiple stakeholders.

Elimination of Pesticides and Fertilizers: Interviewees recommended that the parks eliminate any pesticides and fertilizers they may still be using, especially on the golf course to support biodiversity.

ACCESSIBILITY

Pedestrian and Cyclist Crossing Connections: An almost-universal concern was how accessible the parks are for pedestrians and cyclists. Given that many of the parks do not have dedicated parking spaces, accessible access to the parks by all modes of transportation is especially important.

PROGRAMMING

Programming in Neighborhoods: While the current programming was certainly appreciated by interviewees, many pointed out that neighborhood parks could offer smaller-scale community events, perhaps aided by partnerships with neighborhood associations.

Intergenerational Programming: Interviewees suggested enhancements to existing senior services (such as the Royal Oak Senior Essential Services (ROSES) program) and the addition of programs to allow teens to engage with seniors.

ADMINISTRATION

Communication: Some interviewees indicated that Royal Oak could benefit from increased or improved communication about infrastructure changes and projects in the parks.

MAINTENANCE

Parks: Overwhelming the comments about daily maintenance were positive, moderated somewhat by comments about spring mowing.

Community Centers: The Senior Center and the Salter Center could benefit from additional investment in maintenance and upgrades.

CENTENNIAL COMMONS:

Absolutely love this new park! A model for the all future park updates...

The seating options are great.



STARR JAYCEE:

The playscape with the shady trees make this park amazing year round.

The train rides are loved by the kids.



VISIONING SURVEY RESULTS

The residents of Royal Oak are passionate about their city, parks, and neighborhood. As part of community engagement efforts, a five-question visioning survey was made available. This survey included four substantive questions and one demographic question. Between its launch on June 30 and the final response on October 23, the survey received 430 responses.

The majority of comments were positive in nature: Royal Oak residents love the parks, from the tree coverage and playgrounds to the quantity, quality, and proximity of the parks. With that strong foundation to build upon, respondents also noted concerns about a variety of issues, including under-maintained parks, accessibility, and drainage.

Q1:
The best thing about my favorite Royal Oak Park is...

This question engaged respondents on what they enjoy most about the parks and received the second most responses (381) of the four substantive questions. Most frequently discussed as the best thing about Royal Oak Parks was **trees**, with 63 mentions, followed by **walking** (37).

Respondents appreciate open space and greenspace in their community and enjoy spending time among nature.

New park **Normandy Oaks** was also mentioned 30 times in response to this question.

Residents value the location and number of parks, as well as the proximity to their homes.

Q2:
The best way to improve our parks is to...

This survey question asked respondents to share how the parks could be improved and received the most responses of the four substantive questions. Of the 407 responses, 34 mentioned **adding a community pool** as the best way to improve Royal Oak parks. 28 respondents mentioned wanting to **spend more time with their dogs** in Royal Oak parks. While Royal Oak currently has one dog park (Mark Twain Park), residents would like to add more dog parks throughout the city. Respondents also mentioned a desire for more **dog runs, dog waste bags, waste bins, and dog water fountains**. 19 respondents mentioned a need for a new or improved **skate park**, comparable to neighboring cities. Residents desire increased **accessibility** and **age-inclusivity** for both young children and the elderly, including all-age-accessible play structures. Residents would also like to improve Royal Oak parks by **adding more trees, fixing drainage issues, and updating playscapes** (safe fall surfaces, removing graffiti).

Q3:
A perfect day at the park involves...

This question engaged respondents to share the ways in which they currently most enjoy utilizing the parks. It received the least responses of the four substantive questions (335). The most frequently mentioned words included: **shade** (57), **picnic** (54), **walking** (50), and **playing** (47). Residents appreciate spending leisure time in the parks. Many of the responses that mentioned walking described spending time with family and loved ones. Residents enjoy walking to, from, and in the parks with their children, grandchildren, and pets. Respondents also experience a variety of activities in the parks, including playing tennis, pickleball, volleyball, and with their children and grandchildren.

Q4:
What other big ideas do you have for Royal Oak Parks?

This question allowed respondents to provide a variety of ideas for the parks and received the second least responses of the four substantive questions (351). The most popular “big idea” was **a community pool**. 95 of the 351 responses (27%) mentioned the need for a pool in Royal Oak, comparable to neighboring communities. Many respondents also mentioned the need for a **“full service” community center** that has a pool, fitness center, offers classes, and accommodates residents of all ages. Other ideas included adding a new **skate park** and increasing the number of **restrooms** in parks. Finally, some respondents mentioned the possibility of **removing outdated equipment** and under-maintained fields/courts from some parks and using them as open/green space with the addition of **more trees and native plants**.

Q5:
Do you live or work in the City of Royal Oak?

The overwhelming majority (73%) of survey respondents live in Royal Oak. Another 24% of respondents both live and work in the city. Five respondents only work in Royal Oak, and 12 respondents neither live nor work in Royal Oak. Of the 12, some are previous residents, as indicated in responses to other survey questions.



GOALS AND OBJECTIVES

PARKS AND FACILITIES

Goals and Objectives

Goal #1:

Provide a system of accessible and quality parks, recreation opportunities, and open spaces that is welcoming, beautiful, and meets the needs of everyone in the community.

- » Address maintenance issues and strategically replace or update parks equipment.
- » Align recreational facilities and equipment provisions with national standards and community input.
- » Assist nature society in providing necessary improvements to the nature parks.

Goal #2:

Develop parks and facilities to become models of sustainable design.

- » Integrate native plantings and sustainability into park renovation and maintenance practices.
- » Increase diversity in the urban forest by deploying appropriate and diverse species when adding or replacing park trees.
- » Incorporate green stormwater infrastructure to mitigate park flooding, where possible and appropriate.
- » Support roll out of a Community Garden(s) pilot program by deploying Community Gardens in park(s).
- » Evaluate the use of ecologically-friendly materials for park play areas.
- » Consider products to reduce Royal Oak's carbon footprint, alternative energy sources, and designs that foster sustainability when constructing facilities and amenities (i.e., solar panels, geothermal, etc.).

Goal #3:

Increase and diversify access to parks for people of all abilities.

- » Eliminate existing barriers to recreation facilities and programs by creating barrier-free facilities and adopting a policy of "inclusive recreation".
- » Address ADA-accessible deficiencies in existing parks.
- » Support and advocate for pedestrian accessibility and connectivity, including addressing safe street crossings for park access.
- » Enhance the Royal Oak bicycle network by adding bike facilities (parking, paths, repair equipment) to parks and recreation facilities.

Goal #4:

Ensure that indoor recreational buildings are well-maintained and offer appropriate facilities.

- » Perform necessary maintenance at the Salter Community Center and Mahany / Harold Meininger Senior Community Center.
- » Evaluate the feasibility and need for additional indoor recreation facilities.

To guide decision making, Royal Oak developed a detailed list of goals and objectives based on the previous 2017-2022 Recreation Master Plan and the results of analysis and public input. The goals and objectives in this section provide an operational framework for future decisions related to the provision of parks and recreation in Royal Oak.

These goals and objectives should be reviewed annually by City staff and the Parks, Recreation, and Senior Services Advisory Board, and modified, as necessary.



PROGRAMMING

Goals and Objectives

Goal #5:

Provide the community with municipal recreation, leisure, and cultural programs that are accessible and affordable to community members of all ages and socioeconomic statuses.

- » Periodically evaluate current programming to ensure multi-generational program offerings.
- » Diversify programming based on results of evaluation.
- » Add opportunities for cultural programming, such as art fairs, concerts and additional non-recreational programming in parks.

Goal #6:

Utilize traditional and innovative ways to fund and reduce the costs of programming.

- » Investigate opportunities to partner with other recreation departments to maximize opportunities.
- » Pursue partnerships and programming that yield self-funding or revenue-positive offerings that are aligned with community needs.

ADMINISTRATION AND ORGANIZATION

Goals and Objectives

Goal #7:

Continue and improve coordination with institutional partners.

- » Formalize and conduct periodic information-sharing sessions between recreation institutional partners, including Royal Oak School District, Royal Oak Football Club, Royal Oak Sandlot League, Royal Oak Nature Society, etc.
- » Align efforts of the various city departments regarding adopted plans and policies and coordinate those efforts to maximize results (e.g., the S-CAP, Aging in Place Plan, and Strategic Action Plan).

Goal #8:

Provide staffing at levels commensurate to needs.

Include staffing impacts in the evaluation and consideration of new programming opportunities or partnerships.

Goal #9:

Create mechanisms to enhance communications, maintain positive public relations and increase awareness of Royal Oak parks and recreation offerings.

- » Integrate technology with operations to increase access and efficiency of services.
- » Evaluate existing methods of publicity and outreach to identify potential improvements.

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CITY OF BIRMINGHAM

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Marquette Park - Public Input Meeting



Cover Letter

CITY OF BIRMINGHAM

Parks and Recreation Master Plan Update

April 25, 2023

City of Birmingham
Office of the City Clerk
151 Martin Street
Birmingham, MI 48009
Attn: Carrie Laird

Dear Carrie,

MCSA Group, Inc. is pleased to provide the City of Birmingham with our proposal for Professional Consulting Services for the Parks and Recreation Master Plan Update.

In our proposal we have illustrated our extensive experience with Five-Year Master Plans.

We have completed Five-Year Master Plans for Michigan communities of similar size including: Holland Charter Township (2021, Population 38,360), Ada Township (2022, Population 14,717), Brownstown Township (2022, Population 31,920), and Gaines Township (2023, Population 27,021). Within the past three years we have also completed the City of Coopersville (2021, Population 4,396), Lowell Charter Township (2021, Population 6,702), the City of Kentwood (2021, Population 51,693), the Village of Lake Isabella (2022, Population 2,063), the City of Zeeland (2022, Population 5,572), and Leroy Township (2024 Population 3,727).

We are familiar with many of the parks including Linden, Linn Smith, Birmingham Museum, Barnum Park, Booth Park, Poppleton Park, and the Rouge River Trail for which we have completed projects.

We would welcome the opportunity to continue our professional relationship with the City of Birmingham on this project with the same high level of professional services we have provided numerous communities throughout Michigan.

If you have any questions, or if we can provide any clarifications, please feel free to contact us at any time.

Sincerely,
Tiffany A. Smith

President
MCSA Group, Inc.
A Certified Woman Owned Business





Project Team

CITY OF BIRMINGHAM

Parks and Recreation Master Plan Update

MCSA Group, Inc. has a team of highly qualified professionals who, by combining their individual talents, will create a new 5 year Parks and Recreation Plan for the City of Wyoming of the highest quality and appropriateness. By providing services as a carefully coordinated team of diversely specialized professionals, we are able to bring the broadest perspective to the project while maintaining the highest degree of understanding of the community's needs. We utilize effective project organization, direct client involvement, careful evaluations, and creativity for every aspect of every project.

The capability of MCSA Group, Inc. to produce recreation plans that can effectively be used as a resource for the community and as a basis for grant applications is evidenced by our experience with numerous recreation plans and the success of our grant applications. The majority of our Recreation Plan clients are repeat clients, illustrating the quality of our work.

MCSA Group, Inc.'s current staff includes four Graduate Landscape Architects and two Architects. For each project, many staff members are involved in some manner since we continually strive to work as a team providing all our clients with the diversity of our talents.

Our team for the City of Birmingham Parks & Recreation Master Plan Update include: Tiffany Smith, President of MCSA Group, Inc. as the Project Director. Tiffany has a wide range of experience in Park and Recreation Planning, creative report writing and grant writing and has been with MCSA Group for over 22 years. Assisting Ms. Smith with primary project management responsibilities will be Melinda Whitten, Principal and Landscape Architect. Melinda will assist Tiffany with the project planning. Melinda has a wide range of experience in Park and Recreation Planning. Emaley Brusveen, Staff Landscape Designer, will aid with all aspects of this project. Julie Estes, Executive Assistant, will also be supporting with clerical and reporting.



Tiffany Smith
Project Director
Park and Recreation Planning



Melinda Whitten
Project Manager
Park and Recreation Planning



Emaley Brusveen
Staff Landscape Designer

Resume



Tiffany A. Smith, R.L.A., CPSI

Principal and President



Registration

Registered Landscape Architect, State of Michigan

Education

Michigan State University, Bachelor of Science in Landscape Architecture, 2001

Certified Playground Safety Inspector, CPSI

Relevant Work Experience

DNR West Higgins Lake, 2019

City of Wyoming Marquette Park, 2022

Flint Housing Commission, 2020

City of Fennville-Variou, 2022-current

City of Kentwood-Variou, 2020-current

Village of Spring Lake, 2020

City of Coldwater, 2018

Refer to project experience sheets

Professional Experience (22 years of landscape architecture experience)

MCSA Group, Inc., East Grand Rapids, Michigan 2001 to date

Adjunct Professor at Lawrence Technological University

Eagle Point Software 2001

MI Dept of Natural Resources–Operations Services Bureau–Engineering Division 2000-2001

MI State University Landscape Architecture Teaching Assistant 2000

MI Dept of Natural Resources–Park and Recreation Bureau–Planning Division 1998-2000

M. C. Smith Associates 1990-1998 (Summers)

Professional and Civic Activities

Member - American Society of Landscape Architects

Member - Sigma Lambda Alpha Fraternity – Michigan Chapter of Landscape Architecture

Honorary Fraternity

Tiffany started with the MCSA Group in 1990 as a high school intern and is now the President and a primary project manager. Tiffany is involved in all aspects of our professional practice from design through project administration. She is an expert estimator appreciated by clients and staff alike for her infectious enthusiasm. Tiffany is an avid gardener and reader. She has 2 Cavalier King Charles Spaniels; 3 Siamese cats, and can actually throw a fly.

Resume



Melinda R. Whitten, R.L.A.

Principal and Vice President



Education

Michigan State University, Bachelor of Science in
Landscape Architecture

Relevant Work Experience

City of Zeeland-Variou, 2015-current
Laketown Township Pickleball Courts, 2022
City of Kentwood-Variou, 2020-current
City of Fennville-Variou, 2022-current
Holland Charter Township Beechwood Park, 2022
Pere Marquette Township, 2021-2023
City of Wyoming Jackson Park, 2021
Ingham County McNamara Landing, 2019
Berrien County Paw Paw Park, 2018
Cass County Dood Park, 2017

Refer to project experience sheets

Professional Experience (18 years of landscape architecture experience)

MCSA Group, Inc., East Grand Rapids, Michigan 2015 to date
H+L Architecture, Landscape Architect, Denver, Colorado 2006-2014
Vignette Studio, Landscape Designer, Denver, Colorado 2005-2006
Michigan State University Engineering & Architecture Services 2003-2005

Professional and Civic Activities

Member - Sigma Lambda Alpha Fraternity – Michigan Chapter of Landscape Architecture
Honorary Fraternity
Member - American Society of Landscape Architects

Melinda returned to Grand Rapids from Denver and within 3 years become a Principal and Vice President in the MCSA Group, Inc. Melinda is a consummate Landscape Architect: she is a great designer, prepares complete and perfectly detailed construction plans; illustrates the most outstanding Master Plans and can always develop solutions in the most professional manner. Melinda enjoys sailing, cycling and skiing but, most of all, playing with her daughter and son.

Resume

Emaley Brusveen

Senior Staff Landscape Architect



Education

Michigan State University, Master's Degree in Environmental Design

Michigan State University, Bachelor of Science in Landscape Architecture

Relevant Work Experience

Pere Marquette Township Conservation Park, 2021

Laketown Township Pickleball Courts, 2022

City of Wyoming Marquette Park, 2022

City of Kentwood Recreation Plan, 20

City of Kentwood Covenant Park, 2021

Village of Spring Lake, 2020

City of Birmingham Rouge River Trail, 2022

City of East Lansing White Park Trail, 2020

Refer to project experience sheets

Professional Experience (10 years of landscape architecture experience)

MCSA Group, Inc., East Grand Rapids, Michigan 2020 to date

Creative Landscaping, Landscape Designer, St. Joseph, Michigan March 2019 - October 2019

LPA Inc., Landscape Designer, San Antonio, Texas April 2018 - October 2018

Weaver Design Studio, Landscape Designer, San Antonio, Texas October 2013 - April 2018

Michigan State University Engineering & Architecture Services 2003-2005

Professional and Civic Activities

Member - Sigma Lambda Alpha Fraternity – Michigan Chapter of Landscape Architecture
Honorary Fraternity

Member - American Society of Landscape Architects

Emaley returned to Grand Rapids from San Antonio where she spent the formative years of her professional career working with multiple design disciplines across a range of landscape architectural projects. Emaley loves designing spaces that encourage people of all ages and abilities to explore nature and reconnect with the natural environment around them. Emaley enjoys sailing, hiking, and backpacking, and working on the goal of visiting all 62 National Parks with her husband and dog, Sally.



Related Project Experience and References

CITY OF BIRMINGHAM Parks and Recreation Master Plan Update

MCSA Group, Inc. provides a comprehensive range of park and recreation services. Currently, with our staff of 11, including landscape architecture and architecture and park & recreation planning specialists, we are involved in the planning, design and development of numerous park and recreation projects totaling millions of dollars in development costs. We have assisted communities with over 100 Park Grant Projects. The majority of these projects are funded by the various Michigan Department of Natural Resources Funding Programs. For most of these projects we prepared the Five-Year Parks and Recreation Plan and assisted with the applications for the funding grants. Among our numerous community park and recreation plans, the following offer a representative listing of successful plans. Most of these plans have resulted in the acquisition of grants for these communities.

- Byron Township, Michigan (2012, 2019)
- City of East Grand Rapids, Michigan (1992, 1997, 2002, 2012, 2020)
- Georgetown Charter Township, Michigan (2010, 2015)
- Heath Township, Michigan (2013, 2019)
- Holland Charter Township, Michigan (1983, 1989, 1996, 2003, 2008, 2013, 2021)
- Zeeland Area Recreation, Michigan (2008, 2014, 2022)
- Ada Township, Michigan (2022)
- City of Kentwood, Michigan (2021)

REFERENCES

Kevin Plockmeyer
City of Zeeland
616-772-0871

Mark Fitzpatrick
Ada Township
616-997-2119

Steve Bulthuis
Holland Charter Township
616-396-2345

Val Romeo
City of Kentwood
616-656-5275

Derek Melville
City of East Grand Rapids
616-949-1750



Veterans Park - City of Kentwood



Sample Materials

CITY OF BIRMINGHAM

Parks and Recreation Master Plan Update

Parks and Recreation Five-Year Plans are included on the flash drive PDF file and links can be found here also:

City of Kentwood Community Parks and Recreation Plan Five-Year Plan - https://mcsagroup-my.sharepoint.com/:b:/p/aassistant/EXXrmKkO_WBIu96v9ZNE08UBwmlZdAuSkFSvAZT6agH34w?e=SPZ6qb

East Grand Rapids Coomunity Parks and Recreation Five-Year Plan - https://mcsagroup-my.sharepoint.com/:b:/p/aassistant/EamLdUOFFE29FtHmZbhSoHZcB0E_FcIcnFcl-XO9z8EVYvA?e=YpgT0F

Ada Township Park, Recreation and Land Preservation Plan - <https://mcsagroup-my.sharepoint.com/:b:/p/aassistant/Ed8z-nIBJhEqO-B5WAouYsBizay8ybtza9jNBivRajijQ?e=kXpqkB>



Project Plan and Proposed Innovations

CITY OF BIRMINGHAM

Parks and Recreation Master Plan Update

PROJECT WORK PLAN AND SCOPE OF SERVICES

Statement of Understanding

The City of Birmingham is seeking proposals to update and develop a comprehensive Parks and Recreation Five-Year Master Plan. This plan will create a roadmap for ensuring just and fair quantity, proximity and connections to quality parks and green space, recreation facilities, and programs throughout the community now and into the future. The plan should be implemented to create a system-wide approach to develop a vision, goals, objectives, guidelines, and prioritize strategies based on current and future funding scenarios.

Regular interaction will occur with the Department of Public Services, Planning Department, Parks and Recreation Board, park(s) and facility stakeholders and residents.

Coordination of public outreach will be an essential component of this process. The plan will include robust public participation, including surveys, a project website, and public meetings, and topic-specific meetings, as necessary. The plan will seek diverse participation in the planning process; providing ongoing and understandable information for all participants while using a variety of communication channels to inform and involve the community. A top priority is the coordination with key stakeholders, residents, and outside agencies that provide services and/or expertise within the City of Birmingham.

The updated plan will be prepared in conformance with the guidelines for the Development of Community Park, Recreation, Open Space and Greenway Plans, as provided by the Michigan Department of Natural Resources Grants Management (Revised 4/26/2021).

Note that Proposed Innovations are noted with an asterisk *

Scope of Services

Task I: PROGRAM REVIEW AND COMMUNITY NEEDS ASSESSMENT

1. Orientation Meeting with City Staff and Parks and Recreation Board to review the project program and expectations for the planning process.
2. Review the recent demographic analysis prepared as part of the 2040 Draft Plan in order to forecast the community's interest and needs for long-range development of recreation facilities.
3. Review existing 2018 Parks and Recreation Five- Year Master Plan in relation to new DNR guidelines and any accomplishments achieved since the previous plan was adopted.
4. Develop an understanding of the City's administrative structure and the organizational and operating structures of the Department of Public Services and the Parks and Recreation Board. We will also review the current City of Birmingham Organizational Chart. Additionally, the sources of funding for the parks and recreation budget will be included.
5. Develop a detailed schedule for planning, public and virtual meetings, and final plan adoption.

trails, and open spaces.

9. Review the recent demographic analysis prepared as part of the 2040 Draft Plan in order to forecast the community's interest and needs for long-range development of recreation facilities.
10. Identify existing and projected gaps in service and determine land, facility and service priorities.
11. Provide Post-Completion Self-Certification Inspections and submit reports for all projects that have received grant assistance per MDNR Grants Management.
12. Meet with City Staff to Review all components included in this Task.

Task III: NEEDS AND DEFICIENCIES AND SERVICE LEVELS

1. Compare current existing facilities and program opportunities with the current and future needs of the community based on demographic characteristics, and geographic distribution.
2. Identify deficiencies in land, parks, facilities and services based upon community demographics and location and national benchmarking tools.
3. Provide an analysis of recreation facilities, programs and services with a focus on comparing the existing resources, revenues generated, communities needs/wants, policies and standards. This analysis is critical for determining facility, programming, and revenue strategies necessary to meet the needs of users while sustaining and preserving facilities.
4. Prepare graphic chart showing needs and deficiencies.
5. Meeting with City Staff to Review all components included in this task.

Task IV: PUBLIC ENGAGEMENT

1. Develop well-organized and directed activities, techniques and formats that will ensure an equitable, inclusive, open, and proactive public participation process is achieved.
2. Utilize and keep current all public input related items on the Engage Birmingham website.
3. Prepare a comprehensive survey of recreation attitudes and preferences in the Community. This will be placed on the Engage Birmingham website and distributed at the Public Input Meetings. Assist the City in effective advertising and availability of the survey to interested citizens.
4. Solicit quality input from as many people as possible, including under-resourced populations and users and non-users of the services and facilities.
5. Manage the public engagement and input process in collaboration with the City staff. Our fee includes up to four (4) public meetings. The meeting times will include morning and evening meetings and can be held at various locations within the city to allow flexibility for resident attendance. At these meeting we will utilize the "polleverywhere" app to further engage the public with live polling during the presentation.* Additionally, the public engagement meetings could be at an event such as the farmers market, outdoor movie, night, day of the town or the Woodward Dream Cruise. We would have a tented booth to gather information from event goers.*
6. Act as professional facilitators to gather specific information about services, use, preferences and any agency strengths, weaknesses, opportunities, and threats. Including, describing the planning process and methodology involved in the Parks and Recreation Master Plan to the public.
7. Provide written records and summaries of the results of all public process and communications strategies.
8. Meeting with City Staff to Review all components included in this Task.

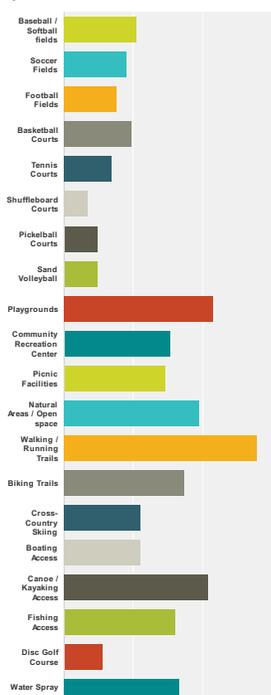
Task V: RECREATION AND LEISURE TRENDS, GOALS AND OBJECTIVES AND ACTION ITEMS

1. Analyze the data collected in Tasks I through IV to identify the improvements needed in the park and recreation system, respond to deficiencies in the system, and meet the community's needs considering current and emerging trends.
2. Develop a series of long range, broad goals (ten years or longer) for the future planning of the Parks, Recreation and Open Space system within the City.

Project Plan and Proposed Innovations



Which of the following activities/ facilities would you most like to see expanded in the Township Parks?



Community Survey, Holland Charter Township
2014 Community Parks and Recreation Plan

3. Form specific short-range objectives for achieving these goals within the next five years.
4. Develop a strategy to work towards achieving the stated goals and objectives over the next five years.
5. Provide a prioritization plan for recommendation of possible acquisitions, divestitures, and development of parks
6. Review the existing Capitol Improvement Schedule and update with completed project and add proposed projects identified by year with list of improvements and order of magnitude cost projections for each project including development and acquisition.
7. Meeting with City Staff to Review all components included in the this task.

TASK VI: IMPLEMENTATION

1. The consultant will work with City staff and Parks and the Recreation Board to develop an action program to accomplish the goals and objectives of the Parks and Recreation Five-Year Master Plan.
2. Develop an action plan that includes strategies, priorities and an analysis of budget support and funding mechanisms for the short, mid and long-term for the park system, green space, trails and recreation programs and services. The action plan should prioritize strategies by their level of impact on social, health, and environmental outcomes.
3. Prioritize recommendations for needs regarding land acquisition, and the development of parks, trails, green space, and recreation facilities.
4. Prioritize recommendations for maintenance, renovation and operations of parks, trails, and recreation facilities.
5. Recommend collaborative partnerships and other solutions to minimize duplications or enhance recreation opportunities, such as collaborating with Bloomfield Hills, Bloomfield Township, Beverly Hills, Royal Oak and Troy.*
6. Provide green space analysis to identifying areas within the City of Birmingham that do and do not have a park within a 10-Minute Walk from their home. We will determine appropriate type and size of parks suitable to the demographics within that area of the community. We will provide a plan of areas that if the opportunity arises, the City should acquire the land to provide parks to all residents.
7. Identify areas of service shortfalls and projected impact of future trends.
8. Provide usable and workable definitions and recommendations for designated park and green space with acreages and parameters defined as appropriate.
9. Develop recommendations for operations, staffing, maintenance, programming, and funding needs.

TASK VI: 30 DAY, STAKEHOLDER REVIEW AND LOCAL ADOPTION

1. Host a joint meeting to present the draft plan with the Parks and Recreation Board, Planning Commission, and City Council. If a joint meeting is not possible, present to each group individually.
2. Provide copies of the Draft Plan for 30 day public review and comment. Assist with effective advertising of the plan availability. Provide copy advertisement affidavit for City to advertise in newspaper. Include copy of the advertisement affidavit in the plan.
3. Receive and review any public, City representative, and City staff comments and make any changes to the final plan as deemed appropriate.
4. Present the plan at a public Hearing at a City Council meeting for adoption.
5. Submit all documents to the MiRecGrants Website (State of Michigan DNR).
6. Provide .pdf and word document to Birmingham Parks and Recreation on a flash drive.
7. Provide 14 bound copies of complete Five-year Master Plan as well as a cost for additional copies.



Project Schedule

CITY OF BIRMINGHAM

Parks and Recreation Master Plan Update

The following is a proposed project schedule. Note that the timeline may vary based on actual date project is awarded and feedback from the City.

Program Review	
Community Needs Assessment	June 2023
Park and Facility Inventory and Assessment	July 2023
Playground Inspections	July 2023
Needs and Deficiencies and Service Levels	July 2023
Public Input Meetings	July - August 2023
Recreation and Leisure Trends Goals and Objectives and Action Items	August 2023
Implementation Meeting	September 2023
Draft Presentation to Parks And Recreation Board, Planning Commission And City Council	September 2023
Final Draft Review Meeting	October 2023
Public Review:	October 2023
Draft Of Final Plan Available For 30-Day Public Review As Required By The DNR	
Public Hearing:	November 2023
Public Hearing & Adoption Of Plan By City Council	
Plan Completion And DNR Submittal	February 1, 2024

All meetings will include as necessary Department of Public Services, Planning Department, Parks and Recreation Board, parks and facility stakeholders and residents. MCSA will attend Parks and Recreation and City Commission Meetings as necessary for progress reports and plan section reviews.



Project Cost

CITY OF BIRMINGHAM

Parks and Recreation Master Plan Update

In accordance with our Work Plan and Scope of Services, we would propose to assist The City of Birmingham with Parks and Recreation Five-Year Master Plan for a professional fee not to exceed \$49,544.

A summary of our hourly breakdown and professional fees is as follows:

	Principal Landscape Architects	Staff Landscape Architects	Executive Assistant
Program Review Community Needs Assessment	10 Hours	5 Hours	10 Hours
Park and Facility Inventory and Assessment	26 Hours	40 Hours	15 Hours
Playground Inspections (14)	26 Hours	30 Hours	15 Hours
Needs and Deficiencies and Service Levels	26 Hours	15 Hours	15 Hours
Public Engagement	60 Hours	20 Hours	15 Hours
Recreation and Leisure Trends Goals and Objectives and Action Items	26 Hours	5 Hours	10 Hours
Implementation	20 Hours	10 Hours	10 Hours
30 Day, Stakeholder And Local Adoption	20 Hours	5 Hours	20 Hours
Principal Landscape Architects	214 Hours @ \$146 Per Hour = \$ 31,244.00		
Staff Landscape Architects	130 Hours @ \$90 Per Hour = \$ 11,700.00		
Executive Assistant	110 Hours @ \$60 Per Hour = \$ 6,600.00		

(Includes All Printing, Copying And 14 Printed/ Bound Copies Of The Adopted Plan)

AGREEMENT to Draft an Updated Parks & Recreation Master Plan

This AGREEMENT, made this _____ day of _____, 2023, by and between CITY OF BIRMINGHAM, having its principal municipal office at 151 Martin Street, Birmingham, MI (hereinafter called "City"), and _____, Inc., having its principal office at _____ (hereinafter called "Consultant"), provides as follows:

WITNESSETH:

WHEREAS, the City of Birmingham has heretofore advertised for bids for the procurement and performance of services required to perform an update to the City's five year Parks and Recreation Master Plan, and in connection therewith has prepared a request for sealed proposals ("RFP"), which includes certain instructions to bidders, specifications, terms and conditions.

WHEREAS, the Consultant has professional qualifications that meet the project requirements and has made a bid in accordance with such request for cost proposals to prepare an updated five-year Parks and Recreation Master Plan;

NOW, THEREFORE, for and in consideration of the respective agreements and undertakings herein contained, the parties agree as follows:

1. It is mutually agreed by and between the parties that the documents consisting of the Request for Proposal to provide services to update the City's five-year Parks and Recreation Master Plan and the Consultant's cost proposal dated _____, 2023 shall be incorporated herein by reference and shall become a part of this Agreement, and shall be binding upon both parties hereto (Attachment A). If any of the documents are in conflict with one another, this Agreement shall take precedence.
2. The City shall pay the Consultant for the performance of this Agreement in an amount not to exceed _____, and if deemed necessary and approved by the City, _____ per meeting (additional meeting cost), as set forth in the Consultant's 2023 cost proposal to perform the scope of work as contained in the RFP (Attachment A).
3. This Agreement shall commence upon execution by both parties, unless the City exercises its option to terminate the Agreement in accordance with the Request for Proposals.
4. The Consultant shall employ personnel of good moral character and fitness in performing all services under this Agreement.
5. The Consultant and the City agree that the Consultant is acting as an independent Consultant with respect to the Consultant's role in providing services to the City pursuant to this Agreement, and as such, shall be liable for its own actions and neither the Consultant nor its employees shall be construed as employees of the City. Nothing contained in this Agreement shall be construed to imply a joint venture or partnership and neither party, by virtue of this Agreement, shall have any right, power or authority to act

or create any obligation, express or implied, on behalf of the other party, except as specifically outlined herein. Neither the City nor the Consultant shall be considered or construed to be the agent of the other, nor shall either have the right to bind the other in any manner whatsoever, except as specifically provided in this Agreement, and this Agreement shall not be construed as a contract of agency. The Consultant shall not be entitled or eligible to participate in any benefits or privileges given or extended by the City, or be deemed an employee of the City for purposes of federal or state withholding taxes, FICA taxes, unemployment, workers' compensation or any other employer contributions on behalf of the City.

6. The Consultant acknowledges that in performing services pursuant to this Agreement, certain confidential and/or proprietary information (including, but not limited to, internal organization, methodology, personnel and financial information, etc.) may become involved. The Consultant recognizes that unauthorized exposure of such confidential or proprietary information could irreparably damage the City. Therefore, the Consultant agrees to use reasonable care to safeguard the confidential and proprietary information and to prevent the unauthorized use or disclosure thereof. The Consultant shall inform its employees of the confidential or proprietary nature of such information and shall limit access thereto to employees rendering services pursuant to this Agreement. The Consultant further agrees to use such confidential or proprietary information only for the purpose of performing services pursuant to this Agreement.
7. This Agreement shall be governed by and performed, interpreted and enforced in accordance with the laws of the State of Michigan. The Consultant agrees to perform all services provided for in this Agreement in accordance with and in full compliance with all local, state and federal laws and regulations.
8. If any provision of this Agreement is declared invalid, illegal or unenforceable, such provision shall be severed from this Agreement and all other provisions shall remain in full force and effect.
9. This Agreement shall be binding upon the successors and assigns of the parties hereto, but no such assignment shall be made by the Consultant without the prior written consent of the City. Any attempt at assignment without prior written consent shall be void and of no effect.
10. The Consultant agrees that neither it nor its subcontractors will discriminate against any employee or applicant for employment with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly or indirectly related to employment because of race, color, religion, national origin, age, sex, height, weight or marital status. The Consultant shall inform the City of all claims or suits asserted against it by the Consultant's employees who work pursuant to this Agreement. The Consultant shall provide the City with periodic status reports concerning all such claims or suits, at intervals established by the City.

11. The Consultant shall not commence work under this Agreement until it has, at its sole expense, obtained the insurance required under this paragraph. All coverages shall be with insurance companies licensed and admitted to do business in the State of Michigan. All coverages shall be with carriers acceptable to the City of Birmingham.
12. The Consultant shall maintain during the life of this Agreement the types of insurance coverage and minimum limits as set forth below:
 - a. Workers' Compensation Insurance: Consultant shall procure and maintain during the life of this Agreement, Workers' Compensation Insurance, including Employers Liability Coverage, in accordance with all applicable statutes of the State of Michigan.
 - b. Commercial General Liability Insurance: Consultant shall procure and maintain during the life of this Agreement, Commercial General Liability Insurance on an "Occurrence Basis" with limits of liability not less than **\$2,000,000** per occurrence combined single limit, Personal Injury, Bodily Injury and Property Damage. Coverage shall include the following extensions: (A) Contractual Liability; (B) Products and Completed Operations; (C) Independent Contractors Coverage; (D) Broad Form General Liability Extensions or equivalent; (E) Deletion of all Explosion, Collapse and Underground (XCU) Exclusions, if applicable.
 - c. Motor Vehicle Liability: Consultant shall procure and maintain during the life of this Agreement Motor Vehicle Liability Insurance, including all applicable no-fault coverages, with limits of liability of not less than **\$1,000,000** per occurrence combined single limit Bodily Injury and Property Damage. Coverage shall include all owned vehicles, all non-owned vehicles, and all hired vehicles.
 - d. Additional Insured: Commercial General Liability and Motor Vehicle Liability Insurance, as described above, shall include an endorsement stating the following shall be *Additional Insureds*: The City of Birmingham, including all elected and appointed officials, all employee and volunteers, all boards, commissions and/or authorities and board members, including employees and volunteers thereof. This coverage shall be primary to any other coverage that may be available to the additional insured, whether any other available coverage by primary, contributing or excess.
 - e. Professional Liability: Professional liability insurance with limits of not less than \$1,000,000 per claim if Consultant will provide service that are customarily subject to this type of coverage.
 - f. Cancellation Notice: Workers' Compensation Insurance, Commercial General Liability Insurance and Motor Vehicle Liability Insurance (and Professional Liability Insurance, if applicable), as described above, shall include an endorsement stating the following: "Thirty (30) days Advance Written Notice of Cancellation or Non-

Renewal, shall be sent to: Finance Director, City of Birmingham, PO Box 3001, 151 Martin Street, Birmingham, MI 48012-3001.

- g. Proof of Insurance Coverage: Consultant shall provide the City of Birmingham at the time the Agreement is returned for execution, Certificates of Insurance and/or policies, acceptable to the City of Birmingham, as listed below.
 - i. Two (2) copies of Certificate of Insurance for Workers' Compensation Insurance;
 - ii. Two (2) copies of Certificate of Insurance for Commercial General Liability Insurance;
 - iii. Two (2) copies of Certificate of Insurance for Vehicle Liability Insurance;
 - iv. Two (2) copies of Certificate of Insurance for Professional Liability Insurance;
 - v. If so requested, Certified Copies of all policies mentioned above will be furnished.
 - h. Coverage Expiration: If any of the above coverages expire during the term of this Agreement, Consultant shall deliver renewal certificates and/or policies to the City of Birmingham at least (10) days prior to the expiration date.
 - i. Maintaining Insurance: Upon failure of the Consultant to obtain or maintain such insurance coverage for the term of the Agreement, the City of Birmingham may, at its option, purchase such coverage and subtract the cost of obtaining such coverage from the Agreement amount. In obtaining such coverage, the City of Birmingham shall have no obligation to procure the most cost-effective coverage but may contract with any insurer for such coverage.
13. To the fullest extent permitted by law, the Consultant and any entity or person for whom the Consultant is legally liable, agrees to be responsible for any liability, defend, pay on behalf of, indemnify, and hold harmless the City of Birmingham, its elected and appointed officials, employees and volunteers and others working on behalf of the City of Birmingham against any and all claims, demands, suits, or loss, including all costs and reasonable attorney fees connected therewith, and for any damages which may be asserted, claimed or recovered against or from and the City of Birmingham, its elected and appointed officials, employees, volunteers or others working on behalf of the City of Birmingham, by reason of personal injury, including bodily injury and death and/or property damage, including loss of use thereof, which arises out of or is in any way connected or associated with this Agreement. Such responsibility shall not be construed as liability for damage caused by or resulting from the sole act or omission of its elected or appointed officials, employees, volunteers or others working on behalf of the City of Birmingham.
14. If, after the effective date of this Agreement, any official of the City, or spouse, child, parent or in-law of such official or employee shall become directly or indirectly interested

in this Agreement or the affairs of the Consultant, the City shall have the right to terminate this Agreement without further liability to the Consultant if the disqualification has not been removed within thirty (30) days after the City has given the Consultant notice of the disqualifying interest. Ownership of less than one percent (1%) of the stock or other equity interest in a corporation or partnership shall not be a disqualifying interest. Employment shall be a disqualifying interest.

15. If Consultant fails to perform its obligations hereunder, the City may take any and all remedial actions provided by the general specifications or otherwise permitted by law.
16. All notices required to be sent pursuant to this Agreement shall be mailed to the following addresses:

City of Birmingham

851 S. Eton
Birmingham, MI 48009
(248)-530-1700
Attn: Carrie Laird

CONSULTANT

MCSA Group, Inc.

529 Greenwood Ave SE

East Grand Rapids MI 49506

Attn: Tiffany Smith

17. Any controversy or claim arising out of or relating to this Agreement, or the breach thereof, shall be settled either by commencement of a suit in Oakland County Circuit Court, the 48th District Court or by arbitration. If both parties elect to have the dispute resolved by arbitration, it shall be settled pursuant to Chapter 50 of the Revised Judicature Act for the State of Michigan and administered by the American Arbitration Association with one arbitrator being used, or three arbitrators in the event any party's claim exceeds \$1,000,000. Each party shall bear its own costs and expenses and an equal share of the arbitrator's and administrative fees of arbitration. Such arbitration shall qualify as statutory arbitration pursuant to MCL§600.5001 et. seq., and the Oakland County Circuit Court or any court having jurisdiction shall render judgment upon the award of the arbitrator made pursuant to this Agreement. The laws of the State of Michigan shall govern this Agreement, and the arbitration shall take place in Oakland County, Michigan. In the event that the parties elect not to have the matter in dispute arbitrated, any dispute between the parties may be resolved by the filing of a suit in the Oakland County Circuit Court or the 48th District Court.
18. FAIR PROCUREMENT OPPORTUNITY: Procurement for the City of Birmingham will be handled in a manner providing fair opportunity for all businesses. This will be accomplished without abrogation or sacrifice of quality and as determined to be in the best interest of the City of Birmingham.

IN WITNESS WHEREOF, the said parties have caused this Agreement to be executed as of the date and year above written.

CONSULTANT

By: Tiffany Smith

Its: President

STATE OF MICHIGAN)
COUNTY OF OAKLAND) ss:
)

On this _____ day of _____, 2023, before me personally appeared _____, who acknowledged that with authority on behalf of _____ to do so he/she signed this Agreement.

Notary Public
_____ County, Michigan
Acting in _____ County, Michigan
My commission expires: _____

CITY OF BIRMINGHAM

By: _____
 Therese Longe

By: _____
 Alexandria Bingham

Its: _____
 Mayor

Its: _____
 Clerk

APPROVED

Scott D. Zielinski, PE, DPS Director
(Approved as to Substance)

Mark Gerber, Director of Finance
(Approved as to Financial Obligation)

Mary Kucharek, City Attorney
(Approved as to Form)

Thomas M. Markus, City Manager
(Approved as to Substance)

BIDDERS AGREEMENT Parks & Recreation Master Plan Update

In submitting this proposal, as herein described, the Consultant agrees that:

1. They have carefully examined the specifications, terms and Agreement of the Request for Proposal and all other provisions of this document and understand the meaning, intent, and requirement of it.
 2. They will enter into a written contract and furnish the item or items in the time specified in conformance with the specifications and conditions contained therein for the price quoted by the proponent on this proposal.
-

Tiffany Smith

PREPARED BY (PRINT NAME)



AUTHORIZED SIGNATURE

April 24, 2023

DATE

President

TITLE

tas@mcsagroup.com

EMAIL ADDRESS

MCSA Group, Inc.

COMPANY

529 Greenwood Ave SE, East Grand Rapids MI 49506

ADDRESS

616-451-3346

PHONE

(same as above)

NAME OF PARENT COMPANY

ADDRESS

PHONE

COST PROPOSAL Parks & Recreation Master Plan Update

In order for the bid to be considered valid, this form must be completed in its entirety. The cost for the Scope of Work as stated in the Request for Proposal documents shall be a lump sum, as follows:

COST PROPOSAL	
ITEM	BID AMOUNT
1. COMPLETE PROFESSIONAL SERVICES SEE ATTACHED FOR HOURLY BREAKDOWN	\$49,544.00
2.	
3.	
4.	
5.	
6.	
7.	
8.	
TOTAL BID AMOUNT	\$
ADDITIONAL BID ITEMS	
Additional Meetings with City Staff and Boards	\$ 1,200.00
Other -	\$
Other -	\$
GRAND TOTAL AMOUNT	\$

Firm Name: MCSA Group, Inc.

Authorized Signature: 

Date: April 24, 2023

IRAN SANCTIONS ACT VENDOR CERTIFICATION FORM

Parks & Recreation Master Plan Update

Pursuant to Michigan Law and the Iran Economic Sanction Act, 2012 PA 517 ("Act"), prior to the City accepting any bid or proposal, or entering into any contract for goods or services with any prospective Vendor, the Vendor must certify that it is not an "Iran Linked Business", as defined by the Act.

By completing this form, the Vendor certifies that it is not an "Iran Linked Business", as defined by the Act and is in full compliance with all provisions of the Act and is legally eligible to submit a bid for consideration by the City.

Tiffany Smith

April 24, 2023

PREPARED BY (PRINT NAME)

DATE



AUTHORIZED SIGNATURE

President

tas@mcsagroup.com

TITLE

EMAIL ADDRESS

MCSA Group, Inc.

COMPANY

529 Greenwood Ave SE, East Grand Rapids MI 49506

616-451-3346

ADDRESS

PHONE

(same as above)

NAME OF PARENT COMPANY

ADDRESS

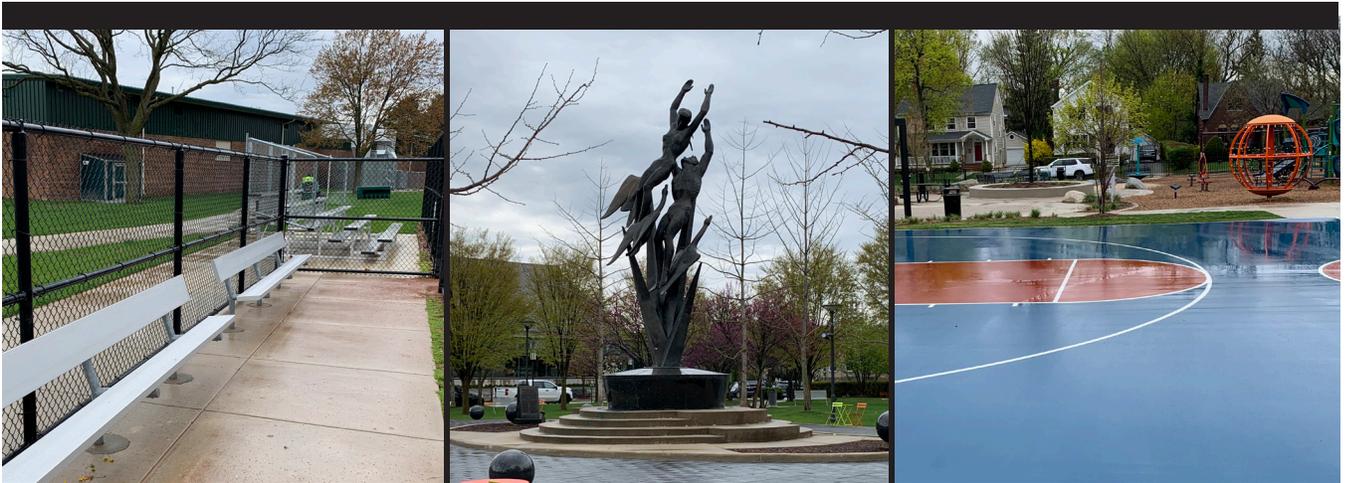
PHONE

SINCE 1962



**PROPOSAL FOR
PARKS AND RECREATION MASTER PLAN UPDATE
BIRMINGHAM, MICHIGAN**

APRIL 27, 2023





April 27, 2023

Carrie Laird, Parks & Recreation Manager
851 S. Eton
Birmingham, MI 48009

5-Year Parks and Recreation Plan Update

To Whom it May Concern:

ROWE Professional Services Company appreciates this opportunity to provide the City of Birmingham with a proposal to craft your Parks and Recreation Master Plan. ROWE is a statewide leader in recreation planning and design. Our staff includes planners and recreation professionals who will guide you in developing a clear plan to maximize the city's role in providing recreation within your region.

We understand your community is unique with various public and private recreation providers. We look forward to helping you engage stakeholders in the planning process. Our team includes staff that have been and continue to be engaged in various projects within your community, giving us a vested interest in your success.

ROWE possesses unique experience that sets us apart from other consultants including:

- Planning and design at local and county level park and recreation work, holding as-needed services contracts for high-level agencies in Michigan.
- In-house staffing to meet your needs, including the former City of Birmingham City Engineer, providing a long-term understanding of your community.
- Staff who consider constructability, long-term maintenance, and cost recovery issues as we recommend development options for clients to make informed decisions on long-term legacy costs.
- Working in your communities with an interest in developing long-term relationship that can provide support for future endeavors.

We have provided a comprehensive scope as well as several options for assisting with public engagement. We have also included steps in the parks and recreation plan process, a timeline and meeting schedule, references, and information regarding our experience and personnel. A list of potential funding sources has been included that will be referenced in the plan and can be used to help leverage Michigan Department of Natural Resource grants. ROWE keeps our clients informed on new funding opportunities.

We will be working with Penchura LLC to complete a playground audit for the city's 15 playgrounds.

We have also included a link for a current project website ROWE has created and maintained, as an example of one aspect of public engagement you had requested. We are prepared to begin work immediately. Please feel free to contact us at **(810) 341-7500** with any questions or future concerns.

Sincerely,

ROWE Professional Services Company

Douglas R. Schultz, PLA
Senior Project Manager



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ATTACHMENT A
AGREEMENT
Parks & Recreation Master Plan Update

AGREEMENT to Draft an Updated Parks & Recreation Master Plan

This AGREEMENT, made this 27th day of April, 2023, by and between CITY OF BIRMINGHAM, having its principal municipal office at 151 Martin Street, Birmingham, MI (hereinafter called "City"), and ROWE Professional Services Company, Inc., having its principal office at 540 S. Saginaw Street, Suite 200, Flint, MI 48502 (hereinafter called "Consultant"), provides as follows:

WITNESSETH:

WHEREAS, the City of Birmingham has heretofore advertised for bids for the procurement and performance of services required to perform an update to the City's five year Parks and Recreation Master Plan, and in connection therewith has prepared a request for sealed proposals ("RFP"), which includes certain instructions to bidders, specifications, terms and conditions.

WHEREAS, the Consultant has professional qualifications that meet the project requirements and has made a bid in accordance with such request for cost proposals to prepare an updated five-year Parks and Recreation Master Plan;

NOW, THEREFORE, for and in consideration of the respective agreements and undertakings herein contained, the parties agree as follows:

1. It is mutually agreed by and between the parties that the documents consisting of the Request for Proposal to provide services to update the City's five-year Parks and Recreation Master Plan and the Consultant's cost proposal dated April 27, 2023 shall be incorporated herein by reference and shall become a part of this Agreement, and shall be binding upon both parties hereto (Attachment A). If any of the documents are in conflict with one another, this Agreement shall take precedence.
2. The City shall pay the Consultant for the performance of this Agreement in an amount not to exceed \$63,500, and if deemed necessary and approved by the City, \$800 per meeting (additional meeting cost), as set forth in the Consultant's 2023 cost proposal to perform the scope of work as contained in the RFP (Attachment A).
3. This Agreement shall commence upon execution by both parties, unless the City exercises its option to terminate the Agreement in accordance with the Request for Proposals.
4. The Consultant shall employ personnel of good moral character and fitness in performing all services under this Agreement.
5. The Consultant and the City agree that the Consultant is acting as an independent Consultant with respect to the Consultant's role in providing services to the City pursuant to this Agreement, and as such, shall be liable for its own actions and neither the Consultant nor its employees shall be construed as employees of the City. Nothing contained in this Agreement shall be construed to imply a joint venture or partnership and neither party, by virtue of this Agreement, shall have any right, power or authority to act

or create any obligation, express or implied, on behalf of the other party, except as specifically outlined herein. Neither the City nor the Consultant shall be considered or construed to be the agent of the other, nor shall either have the right to bind the other in any manner whatsoever, except as specifically provided in this Agreement, and this Agreement shall not be construed as a contract of agency. The Consultant shall not be entitled or eligible to participate in any benefits or privileges given or extended by the City, or be deemed an employee of the City for purposes of federal or state withholding taxes, FICA taxes, unemployment, workers' compensation or any other employer contributions on behalf of the City.

6. The Consultant acknowledges that in performing services pursuant to this Agreement, certain confidential and/or proprietary information (including, but not limited to, internal organization, methodology, personnel and financial information, etc.) may become involved. The Consultant recognizes that unauthorized exposure of such confidential or proprietary information could irreparably damage the City. Therefore, the Consultant agrees to use reasonable care to safeguard the confidential and proprietary information and to prevent the unauthorized use or disclosure thereof. The Consultant shall inform its employees of the confidential or proprietary nature of such information and shall limit access thereto to employees rendering services pursuant to this Agreement. The Consultant further agrees to use such confidential or proprietary information only for the purpose of performing services pursuant to this Agreement.
7. This Agreement shall be governed by and performed, interpreted and enforced in accordance with the laws of the State of Michigan. The Consultant agrees to perform all services provided for in this Agreement in accordance with and in full compliance with all local, state and federal laws and regulations.
8. If any provision of this Agreement is declared invalid, illegal or unenforceable, such provision shall be severed from this Agreement and all other provisions shall remain in full force and effect.
9. This Agreement shall be binding upon the successors and assigns of the parties hereto, but no such assignment shall be made by the Consultant without the prior written consent of the City. Any attempt at assignment without prior written consent shall be void and of no effect.
10. The Consultant agrees that neither it nor its subcontractors will discriminate against any employee or applicant for employment with respect to hire, tenure, terms, conditions or privileges of employment, or a matter directly or indirectly related to employment because of race, color, religion, national origin, age, sex, height, weight or marital status. The Consultant shall inform the City of all claims or suits asserted against it by the Consultant's employees who work pursuant to this Agreement. The Consultant shall provide the City with periodic status reports concerning all such claims or suits, at intervals established by the City.

11. The Consultant shall not commence work under this Agreement until it has, at its sole expense, obtained the insurance required under this paragraph. All coverages shall be with insurance companies licensed and admitted to do business in the State of Michigan. All coverages shall be with carriers acceptable to the City of Birmingham.
12. The Consultant shall maintain during the life of this Agreement the types of insurance coverage and minimum limits as set forth below:
 - a. Workers' Compensation Insurance: Consultant shall procure and maintain during the life of this Agreement, Workers' Compensation Insurance, including Employers Liability Coverage, in accordance with all applicable statutes of the State of Michigan.
 - b. Commercial General Liability Insurance: Consultant shall procure and maintain during the life of this Agreement, Commercial General Liability Insurance on an "Occurrence Basis" with limits of liability not less than **\$2,000,000** per occurrence combined single limit, Personal Injury, Bodily Injury and Property Damage. Coverage shall include the following extensions: (A) Contractual Liability; (B) Products and Completed Operations; (C) Independent Contractors Coverage; (D) Broad Form General Liability Extensions or equivalent; (E) Deletion of all Explosion, Collapse and Underground (XCU) Exclusions, if applicable.
 - c. Motor Vehicle Liability: Consultant shall procure and maintain during the life of this Agreement Motor Vehicle Liability Insurance, including all applicable no-fault coverages, with limits of liability of not less than **\$1,000,000** per occurrence combined single limit Bodily Injury and Property Damage. Coverage shall include all owned vehicles, all non-owned vehicles, and all hired vehicles.
 - d. Additional Insured: Commercial General Liability and Motor Vehicle Liability Insurance, as described above, shall include an endorsement stating the following shall be *Additional Insureds*: The City of Birmingham, including all elected and appointed officials, all employee and volunteers, all boards, commissions and/or authorities and board members, including employees and volunteers thereof. This coverage shall be primary to any other coverage that may be available to the additional insured, whether any other available coverage by primary, contributing or excess.
 - e. Professional Liability: Professional liability insurance with limits of not less than \$1,000,000 per claim if Consultant will provide service that are customarily subject to this type of coverage.
 - f. Cancellation Notice: Workers' Compensation Insurance, Commercial General Liability Insurance and Motor Vehicle Liability Insurance (and Professional Liability Insurance, if applicable), as described above, shall include an endorsement stating the following: "Thirty (30) days Advance Written Notice of Cancellation or Non-

Renewal, shall be sent to: Finance Director, City of Birmingham, PO Box 3001, 151 Martin Street, Birmingham, MI 48012-3001.

- g. Proof of Insurance Coverage: Consultant shall provide the City of Birmingham at the time the Agreement is returned for execution, Certificates of Insurance and/or policies, acceptable to the City of Birmingham, as listed below.
 - i. Two (2) copies of Certificate of Insurance for Workers' Compensation Insurance;
 - ii. Two (2) copies of Certificate of Insurance for Commercial General Liability Insurance;
 - iii. Two (2) copies of Certificate of Insurance for Vehicle Liability Insurance;
 - iv. Two (2) copies of Certificate of Insurance for Professional Liability Insurance;
 - v. If so requested, Certified Copies of all policies mentioned above will be furnished.
 - h. Coverage Expiration: If any of the above coverages expire during the term of this Agreement, Consultant shall deliver renewal certificates and/or policies to the City of Birmingham at least (10) days prior to the expiration date.
 - i. Maintaining Insurance: Upon failure of the Consultant to obtain or maintain such insurance coverage for the term of the Agreement, the City of Birmingham may, at its option, purchase such coverage and subtract the cost of obtaining such coverage from the Agreement amount. In obtaining such coverage, the City of Birmingham shall have no obligation to procure the most cost-effective coverage but may contract with any insurer for such coverage.
13. To the fullest extent permitted by law, the Consultant and any entity or person for whom the Consultant is legally liable, agrees to be responsible for any liability, defend, pay on behalf of, indemnify, and hold harmless the City of Birmingham, its elected and appointed officials, employees and volunteers and others working on behalf of the City of Birmingham against any and all claims, demands, suits, or loss, including all costs and reasonable attorney fees connected therewith, and for any damages which may be asserted, claimed or recovered against or from and the City of Birmingham, its elected and appointed officials, employees, volunteers or others working on behalf of the City of Birmingham, by reason of personal injury, including bodily injury and death and/or property damage, including loss of use thereof, which arises out of or is in any way connected or associated with this Agreement. Such responsibility shall not be construed as liability for damage caused by or resulting from the sole act or omission of its elected or appointed officials, employees, volunteers or others working on behalf of the City of Birmingham.
14. If, after the effective date of this Agreement, any official of the City, or spouse, child, parent or in-law of such official or employee shall become directly or indirectly interested

in this Agreement or the affairs of the Consultant, the City shall have the right to terminate this Agreement without further liability to the Consultant if the disqualification has not been removed within thirty (30) days after the City has given the Consultant notice of the disqualifying interest. Ownership of less than one percent (1%) of the stock or other equity interest in a corporation or partnership shall not be a disqualifying interest. Employment shall be a disqualifying interest.

15. If Consultant fails to perform its obligations hereunder, the City may take any and all remedial actions provided by the general specifications or otherwise permitted by law.
16. All notices required to be sent pursuant to this Agreement shall be mailed to the following addresses:

City of Birmingham

851 S. Eton
Birmingham, MI 48009
(248)-530-1700
Attn: Carrie Laird

CONSULTANT

ROWE Professional Services Company
540 S. Saginaw Street, Suite 200
Flint, MI 48502
(810) 341-7500

17. Any controversy or claim arising out of or relating to this Agreement, or the breach thereof, shall be settled either by commencement of a suit in Oakland County Circuit Court, the 48th District Court or by arbitration. If both parties elect to have the dispute resolved by arbitration, it shall be settled pursuant to Chapter 50 of the Revised Judicature Act for the State of Michigan and administered by the American Arbitration Association with one arbitrator being used, or three arbitrators in the event any party's claim exceeds \$1,000,000. Each party shall bear its own costs and expenses and an equal share of the arbitrator's and administrative fees of arbitration. Such arbitration shall qualify as statutory arbitration pursuant to MCL§600.5001 et. seq., and the Oakland County Circuit Court or any court having jurisdiction shall render judgment upon the award of the arbitrator made pursuant to this Agreement. The laws of the State of Michigan shall govern this Agreement, and the arbitration shall take place in Oakland County, Michigan. In the event that the parties elect not to have the matter in dispute arbitrated, any dispute between the parties may be resolved by the filing of a suit in the Oakland County Circuit Court or the 48th District Court.
18. FAIR PROCUREMENT OPPORTUNITY: Procurement for the City of Birmingham will be handled in a manner providing fair opportunity for all businesses. This will be accomplished without abrogation or sacrifice of quality and as determined to be in the best interest of the City of Birmingham.

IN WITNESS WHEREOF, the said parties have caused this Agreement to be executed as of the date and year above written.

CONSULTANT

By: Jesse M Morgan

Its: Jesse M. Morgan, Director of Engineering

STATE OF MICHIGAN) COUNTY OF OAKLAND) ss:)
On this _____ day of _____, 2023, before me personally appeared _____, who acknowledged that with authority on behalf of _____ to do so he/she signed this Agreement.
_____ Notary Public _____ County, Michigan Acting in _____ County, Michigan My commission expires: _____

CITY OF BIRMINGHAM

By: _____
Therese Longe

By: _____
Alexandria Bingham

Its: _____
Mayor

Its: _____
Clerk

APPROVED

Scott D. Zielinski, PE, DPS Director
(Approved as to Substance)

Mark Gerber, Director of Finance
(Approved as to Financial Obligation)

Mary Kucharek, City Attorney
(Approved as to Form)

Thomas M. Markus, City Manager
(Approved as to Substance)

ATTACHMENT B
BIDDERS AGREEMENT
Parks & Recreation Master Plan Update

BIDDERS AGREEMENT Parks & Recreation Master Plan Update

In submitting this proposal, as herein described, the Consultant agrees that:

1. They have carefully examined the specifications, terms and Agreement of the Request for Proposal and all other provisions of this document and understand the meaning, intent, and requirement of it.
2. They will enter into a written contract and furnish the item or items in the time specified in conformance with the specifications and conditions contained therein for the price quoted by the proponent on this proposal.

Douglas R. Schultz, PLA

April 27, 2023

PREPARED BY (PRINT NAME)

DATE



AUTHORIZED SIGNATURE

Senior Project Manager

dschultz@rowepsc.com

TITLE

EMAIL ADDRESS

ROWE Professional Services Company

COMPANY

540 S. Saginaw Street, Suite 200, Flint, MI 48502

(810) 341-7500

ADDRESS

PHONE

ROWE Professional Services Company

NAME OF PARENT COMPANY

540 S. Saginaw Street, Suite 200, Flint, MI 48502

(810) 341-7500

ADDRESS

PHONE

ATTACHMENT C
COST PROPOSAL
Parks & Recreation Master Plan Update

COST PROPOSAL Parks & Recreation Master Plan Update

In order for the bid to be considered valid, this form must be completed in its entirety. The cost for the Scope of Work as stated in the Request for Proposal documents shall be a lump sum, as follows:

COST PROPOSAL	
ITEM	BID AMOUNT
1. Kickoff, Inventory, Mapping	\$10,000
2. Playground Audit	\$7,500
3. Website	\$8,000
4. Stakeholder Meetings	\$8,000
5. On-line Survey	\$3,000
6. Open House	\$3,000
7. Draft Plan	\$18,000
8. Adoption Process	\$6,000
TOTAL BID AMOUNT	\$ 63,500
ADDITIONAL BID ITEMS	
Additional Meetings with City Staff and Boards	\$ 800
Other -	\$
Other -	\$
GRAND TOTAL AMOUNT	\$ 63,500

Firm Name: ROWE Professional Services Company

Authorized Signature:  Date: April 27, 2023

ATTACHMENT D
IRAN SANCTIONS ACT VENDOR CERTIFICATION FORM
Parks & Recreation Master Plan Update

IRAN SANCTIONS ACT VENDOR CERTIFICATION FORM

Parks & Recreation Master Plan Update

Pursuant to Michigan Law and the Iran Economic Sanction Act, 2012 PA 517 ("Act"), prior to the City accepting any bid or proposal, or entering into any contract for goods or services with any prospective Vendor, the Vendor must certify that it is not an "Iran Linked Business", as defined by the Act.

By completing this form, the Vendor certifies that it is not an "Iran Linked Business", as defined by the Act and is in full compliance with all provisions of the Act and is legally eligible to submit a bid for consideration by the City.

Douglas R. Schultz, PLA

April 27, 2023

PREPARED BY (PRINT NAME)

DATE



AUTHORIZED SIGNATURE

Senior Project Manager

dschultz@rowepsc.com

TITLE

EMAIL ADDRESS

ROWE Professional Services Company

COMPANY

540 S. Saginaw Street, Suite 200, Flint, MI 48502

(810) 341-7500

ADDRESS

PHONE

ROWE Professional Services Company

NAME OF PARENT COMPANY

540 S. Saginaw Street, Suite 200, Flint, MI 48502

(810) 341-7500

ADDRESS

PHONE

OUR SPECIFIC CAPABILITIES



Since the start in 1962, ROWE has continued to grow as a leading professional engineering consulting firm who combines large-firm resources with broad expertise to deliver the personal service and attention you deserve. Our staff of more than 200 professionals in Michigan and South Carolina strives for 100 percent client satisfaction.

Civil Engineering

- Bridges
- Roads
- Water Systems
- Traffic Engineering
- Sewer Systems
- Pumping Stations
- Parks & Recreation Facilities
- Land Development
- Signal Design
- Demolition
- Wastewater Treatment
- Parking Lots

Surveying

- Topographic Mapping
- Right-of-Way
- Construction Staking
- Retracement
- Government Corners
- Wind/Solar/Pipeline
- ALTA
- Cadastral / Boundary
- Pipeline Locators
- Remonumentation
- Mobile LiDAR
- LiDAR Data Extraction

Landscape Architecture

- Streetscapes
- Parks
- Historic Landscapes
- Transportation Corridors
- Recreation Areas
- Walkways & Trails
- Waterfronts
- Residential Development
- Planting Plans
- Site Enhancements
- Campus Planning
- Sensitive Environments

Planning

- Master / Land Use Plans
- Parks & Recreation Plans
- Downtown Development Plans
- Tax Increment Finance Plans
- Neighborhood Plans
- Strategic Plans
- Zoning Ordinances
- Capital Improvement Programs
- Feasibility Studies
- Urban Design

Aerial Imagery/Mapping

- Vertical & Oblique Photography
- Analytic Aerial Triangulation
- DTM-DEM Surface Modeling
- Digital Orthophotography
- GIS Base-Mapping
- UAS Imaging & Mapping
- Digital Orthophotography
- GIS Base-Mapping
- UAS Imaging & Mapping

FIRM QUALIFICATIONS

Beyond Technical Excellence

You expect technical expertise and broad experience from a capable consulting firm. At ROWE, we go one step further, combining expertise and experience with dedication to provide unsurpassed personal service. Our commitment to personal service focuses on:

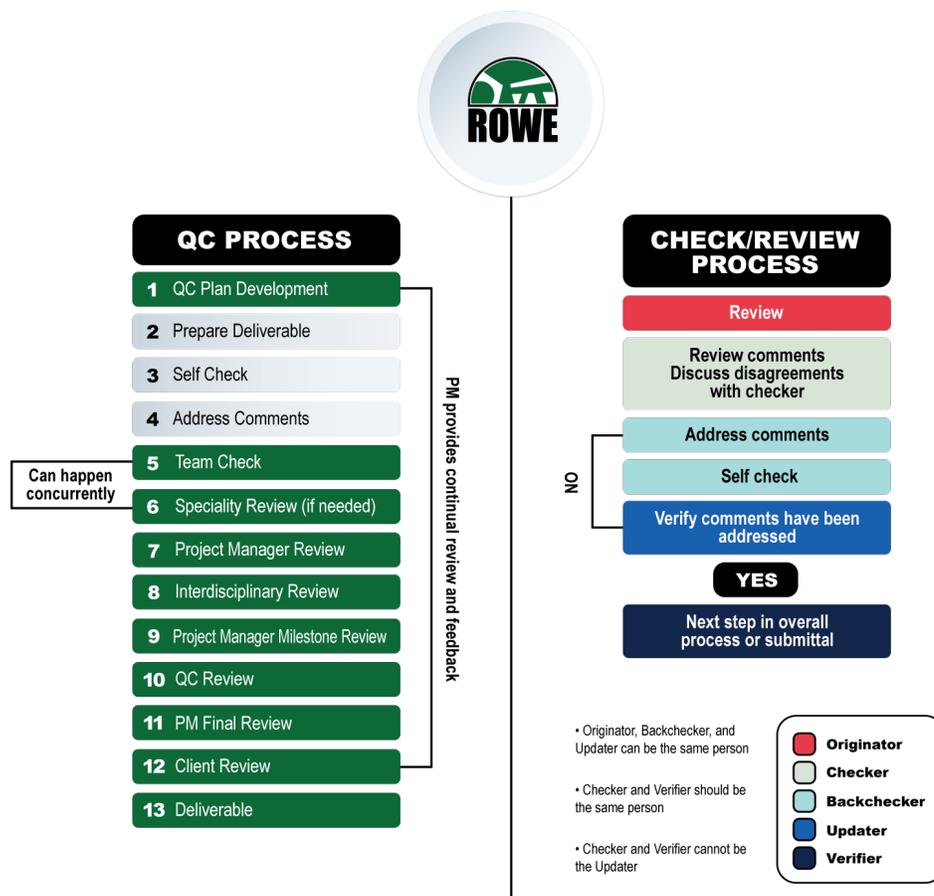
- Building and maintaining long-standing client relationships and treating clients as partners in developing and improving the communities in which we work and live.
- Being available to our clients at a moment's notice to give project advice, answer questions, or address concerns.
- Educating and informing our clients of the latest technology, trends, and regulations.
- Enhancing our communities.

Project Approach and Personnel

Our satisfied clients include large and small municipalities, corporations, private individuals, and governmental bodies alike. Our approach is simple - we listen to our clients and tailor project teams to meet the specifics of each job. Our clients can rely on their project manager for the technical skills, experience, and education necessary to successfully complete the job on time, within budget, and to their satisfaction. Our corporate resume continually grows as challenging projects present new opportunities.

Quality Assurance and Control Ensures Accuracy

Effective quality assurance and control is key to every project and is the final gate our projects pass through before reaching the home stretch – presentation to the client. We review each project at key milestones to ensure it meets our standards. This review is completed by qualified personnel not directly involved with the project to provide an unbiased review.



Understanding of Project

The City of Birmingham has a tradition of excellence that is displayed in its 230 acres of parkland, providing quality of life opportunities for its residents. The city would like to prepare a 5-Year Community Recreation Plan to provide a guiding document for leveraging its resources as well as pursuing Michigan Department of Natural Resources (MDNR) grant funds.



The City of Birmingham's previous plan developed in 2018 will be the foundation for this planning process, as well as the Birmingham 2040 Plan, Multimodal Transportation Plan, and 2016 Downtown Plan. An extensive public engagement process will be used to develop the plan. We have identified an approach that meets the city's request for public engagement, exceeding MDNR requirements, as well as providing alternate methods for consideration. An Advisory Committee will provide direction on this process.

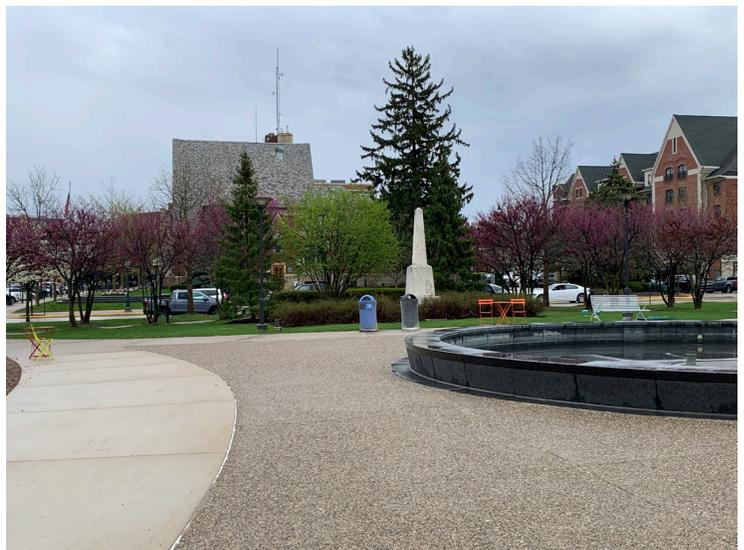
Our approach includes identifying capacity and potential while soliciting input from city residents. We will work with staff to balance this input with recommendations for development and maintenance of recreation facilities. This two-way communication process, providing an opportunity to inform residents of the successes and initiatives the city has undertaken as part of its last 5-year action plan items.

The industry reference for this type of approach is System Planning: This planning method will use the organization's metrics, priorities, needs, level of service, and community-wide issues to guide cyclical planning efforts. As planning efforts are implemented, the system can be reevaluated to measure success and guide future planning goals. We will also identify future trends and provide guidance on how to address these based on city resources as well as adjacent communities.

One unique aspect to your engagement process is the use of a project website. ROWE has a four person IT department and four marketing staff positions that will support this effort in-house. We have experience with a similar approach currently in-process for a public engagement effort associated with a traffic planning study. This site can be viewed at <https://rowepsc.com/rabs/>.

We have found success with larger public input efforts to create an advisory/steering committee to provide guidance to ROWE as well as report back to various key groups within the city. They may include staff as well as board and other committee members that can then report back and provide continual review and input that leads to a more informed, productive and seamless adoption process.

For broader citizen input we often seek to leverage existing events and "go where the people already are gathering". This could be intercepting surveys at the Farmers Market, movies in the park, or other functions.



PREVIOUS EXPERIENCE

Client Information	Projects
City of Lapeer Rodney Church, Parks and Recreation Director (810) 664-4431 rchurch@ci.lapeer.mi.us	Parks and Recreation Plan, Park Concept Plans, Sparks and other MDNR grant applications, Trail projects, etc.
Oscoda Township Tammy Kline, Superintendent (989)739-3211 Ext.201 superintendent@oscodatownshipmi.gov	Township Engineering including IET Phase 3 grant funding applications and design, various park concepts, and grant applications.
Genesee County Parks and Recreation Commission Barry June, Director (810) 845-8306 bjune@gcparks.org	As-needed services, 5 Year Recreation Plans, ORV, Trail, Campground, Watertrail, and Park design.
City of Flushing Shelly King, Manager (810) 659-5665 mking@flushingcity.com	Multiple Joint 5 Year Recreation Plans, Comprehensive Master Plan, Concept and Design Plans, Trail development, MDNR grant applications.
City of Northville, Northville Township Bilbrey-Honsowetz, Deborah, Park and Recreation Director (248) 349-0203 bilbrey@twp.northville.mi.us	Joint Northville Community Parks and Recreation Plan and Outdoor Archery Concept Plan.

📍 Five-Year Parks and Recreation Plan | Northville, MI

Assisting with developing a joint plan where the parks and recreation department is a shared service between the city and township. Public engagement methods are being shared between ROWE and park staff to maximize project budget. The planning process is being used to help train new hires in the department. This plan is becoming a strategic tool as the parks department transfers from city to township management.

Client: City of Northville / Northville Township
Fee: \$12K
Completed: 2019

Project Manager: Doug Schultz, PLA
Graduate Landscape Architect: Blake Strozier

📍 Five-Year Parks and Recreation Plan | Flushing, MI

ROWE is assisting the community with proposed improvements, including incorporation of a regional trail plan and recreation improvements to local school facilities. Impacts include recent school expansion and development of a linear trail that links multiple parks and neighborhoods. The design includes extensive public input and participation. **ROWE has worked within the community to develop a partnership with the local Rotary Club to develop park master plans and secure grant funding using more than \$100,000 in Rotary funding as local match for park projects.**

Client: City of Flushing, Charter Township of Flushing, Flushing Community Schools
Fee: Varies
Completed: 2005, 2010, 2014, 2019

Project Manager: Doug Schultz, PLA
Graduate Landscape Architect: Blake Strozier

Five-Year Parks and Recreation Plan Update and Master Plans | Genesee County, MI

Assisted the county in updating its five-year plan. Included developing, then updating, information on each park and assisting with evaluating public input and survey data.

The plan was the basis for a successful county-wide millage and included a prioritized list of projects based on more than a decade of under-funded maintenance, operation, and capital investment.

The Genesee County parks system is the largest land-holding county recreation system in the state, with more than 11,000 acres of dedicated recreation property, including unique facilities, such as the Mounds Off-Road Vehicle Park, historic Crossroads Village, and Stepping Stone Falls. Included new master plan for expanded regional event center facility and new county comprehensive plan. Also included opt-in opportunity for communities in a joint plan for the 2014 update. Other site master planning includes EA Cummings, and For Mar Nature Preserve.

Client: Genesee Parks and Recreation Commission
Fee: Varies

Project Manager: Doug Schultz, PLA
Completed: 2004, 2009, 2014, ongoing

Grant Experience

ROWE regularly works with many grant and loan programs for funding projects. We work hard to help clients find the right program to aid in financing projects that are critical to maintaining a good quality of life and environmental protection for their community. We guide our clients through the evaluation and application process for the following programs and private grants. We have included parts of our funding opportunity booklet in the appendix of this proposal focusing on trails and parks and recreation. This booklet serves as an asset to assist our clients with various funding.

Parks and Trails Grants

- Michigan Department of Transportation (MDOT) Enhancement Grant
- Transportation Alternatives Program
- Non-motorized – Act 51
- Michigan Department of Natural Resources (MDNR) Trust Fund and Recreation Passport
- Safe Routes to School
- Land and Water Conservation Fund
- Michigan Department of Environment, Great Lakes, and Energy (EGLE) Scrap Tire Market Development Grant
- Congestion Mitigation Air Quality (CMAQ)
- Michigan Economic Development Corporation (MEDC) Community Block / Patronicity Crowd Funding
- United States Department of Agriculture (USDA)
- Iron Belle Trail Foundation (IBT)
- American Rescue Plan Act, Michigan Department of Natural Resources (SPARK)
- City of Owosso (MDNR) Restroom Improvements \$30K
- City of Port Huron (SPARK) 16th Street Park \$500K
- City of Port Sanilac (MDNR) Tennis Courts, Restroom, Trailhead \$240K
- City of Port Sanilac (MDNR) Harbor Park Site Improvements \$31,300
- City of Sanford (MDNR) Playground Improvements \$150K
- City of Stanton (MDOT TAP) Veteran's Memorial Park Trail \$362K
- City of Stanton (MDNR) Veteran's Memorial Park \$296K
- City of Swartz Creek (MDNR) Elms Park Improvements \$20K
- Flint River Watershed Coalition (Patronicity) Kayak Landing \$50K
- Garfield City (MDNR) Lake Station Trailhead \$228K
- Genesee County Parks & Recreation (MDOT TAP & CMAQ) Flint River Trail-Genesee to Vassar Road \$960K
- Genesee County Parks & Recreation (MDNR) Iron Belle Trail \$300K
- Genesee County Parks & Recreation (MDNR) Hegel Road Acquisition \$540K
- Genesee County Parks & Recreation Commission (MDNR) Bluebell Beach Trail \$45K
- Grand Blanc Charter Township (MDOT) Trail Improvements \$700K
- Independence City (U.S. Tennis Association) Tennis Courts \$50K
- Lapeer County (SPARK) Polly Ann Trail \$287K
- Mid-Michigan Pathway – Mt. Pleasant to Shepherd (MDOT/MNRTF) \$1.6M
- Mid-Michigan Pathway – Ithaca to Alma / St. Louis (MDOT) \$2M
- Montrose City (MDNR) Park Expansion \$103K
- Oscoda Township IET Trail Phase 3 (MDOT/MNRTF/USDA/IBT) \$2M

Previous Grant Awards

- City of Alma (MDOT) Superior Street / Heartland Trail Extension \$340K
- City of Alma (MDNR) 2013 Access Projects \$300K
- City of Alma (MDNR) 2014 Fred Meijer Heartland Trail, etc. \$1M
- City of Caro (MEDC) Farmers Market Pavilion \$1M
- City of Clio (MDNR) Riverfront Park / Trail \$262K
- City of Clio (EGLE) Scrap Tire Grant \$600K
- City of Flint (MDNR) McKinley Park \$270K
- City of Flint (MDNR / MDOT) Grand Traverse Trail \$1.5M
- City of Flint (MDOT) Genesee Valley Trail \$700K
- City of Flushing (MDNR) Trailway Extension \$300K
- City of Gladwin (MDNR) Park Improvements \$185K
- City of Imlay City (MDNR) Splash Pad \$150K
- City of Lapeer (SPARK) Rowden Park Pathway \$767K
- City of Omer (Saginaw Chippewa Indian Tribe) Park Improvements \$30K

TOTAL IN PAST TEN YEARS: \$19+ MILLION

Scope of Services / Work Plan

ROWE's scope of services to update the parks and recreation plan will include the following (optional items are also identified which the city may choose to include):

Kick-Off Meeting – Conduct a kick-off meeting with city staff to review the project schedule and review existing information. Establish the date for meeting with the Parks and Recreation Board and review strategies for public workshops and groups to be included in stakeholder meetings.

Advisory/Steering Committee Meeting 1 – Conduct a meeting with the Steering Committee and establish questions and topics to be solicited with stakeholders. We will discuss the format of the public workshop, information to be shared, and goals for this meeting. We will also review existing goal and action plan items from the previous plan.

Public Engagement – In the section below, there are several public engagement techniques described. The advantages and disadvantages for each type and the cost of the different techniques are shown. Under the MDNR guidelines, the city is required to have two types of public engagement. The required public hearing may count as one of the types of public engagement. One of the public engagement sessions must take place within one year of adopting the plan or prior to adoption by the governing body.

Our base scope includes a series of **stakeholder interviews** throughout two days. ROWE will assist with design of invitations to the workshops. This can include committee members, recreation groups, or others as identified by the city.

An **on-line public attitude survey** will be generated as a result from discussions with stakeholder and input from the Advisory/Steering Committee. The survey will be used to clarify consensus from the stakeholder interviews.

Once the draft plan has been prepared, concurrent with the 30-day public review, a **public open house** will be used to present the plan. ROWE staff as well as members of the Advisory Committee will be used to present ideas at stations for this event.

ROWE will develop a **project website** that will be used to promote, and update progress. The city will cross promote this site and other engagement through its website and social media. Meetings will take place within a city facility. The city will coordinate legal notices as necessary.

Additional options for public input have been identified that can be added as additional services.

Review the Goals, Objective, and Actions – ROWE will review the updated information and public input from the public engagement meetings and generate goal and objective statements. An action plan will be provided to the Advisory Committee for comment.

Advisory Committee Meeting 2 – A draft plan will be prepared for review by the Advisory Committee and the plan will be presented. Based on input from this meeting, the plan will be revised for review by the Parks and Recreation Board.

Chapter Content – The following addresses the MDNR requirements as well as the scope identified in the RFP:

- a. Community Description: including location, physical opportunities, and constraints.
- b. Administrative Structure: Identify organizational structure, staffing, roles of volunteers, and budget.

- c. Recreation inventory of public facilities within the community including private, county, and regional locations. This will include barrier free assessment of city park properties. A review of city playgrounds will be completed by a certified playground safety inspector. City staff will provide changes since the last plan. Source digital files from the previous plan and updated base maps from the city or county GIS will be provided by the city.
- d. Planning Process: The methodology and summary of findings from required public engagement will be described in this section as well as the needs assessment based on public input, review of Birmingham 2040 draft plan, and comparison of program and facility service levels/maintenance/budget/revenue and demand.
- e. Goals/Action Plan: This will include narrative statements based on priorities as well as a 5-year CIP that includes a facilities and maintenance operations analysis. Recommendations will be made based on recreation and leisure trends. Design engineering or grant applications will not be included. Funding sources will be identified.

30-day Review – Upon acceptance by the Parks and Recreation Board, the city will provide a legal public notice and display the plan for a 30-day review period. Upon completion, ROWE will review comments with the Advisory Committee and revise the plan accordingly.

Public Hearing/Adoption – The city will provide a legal public notice for a public hearing on the plan. ROWE will attend and assist the Advisory Committee at the public hearing meeting with the City Parks and Recreation Board.

City Adopts Parks and Recreation Plan – ROWE will attend the City Commission meeting where the parks and recreation plan is adopted.

Deliverables – Following adoption of the parks and recreation plan, ROWE staff will provide the city with fourteen bound copies and a digital copy of the plan including all of the notices and other required documentation, as well as a digital copy of the plan for submission by the county to the MDNR through the state’s recreation portal.



Public Engagement Options

Below is a list of different optional public engagement techniques the city may use for the two community meetings. The options can be negotiated and exchanged or added as additional services. Advantages and disadvantages are listed for each.

Options	Advantages	Disadvantages
<p>Stakeholder Interviews Conduct a series of one-on-one meetings or phone interviews (half-hour each) with developers, property owners, and residents within the community.</p>	<ul style="list-style-type: none"> Detailed feedback. Allows for a one-on-one conversation about the community. Allow for follow-up questions. 	<ul style="list-style-type: none"> Relatively low proportion of the community's population involved.
<p>Focus Group Meetings Conduct a series of group meetings (1 hour each/3-7 people per group). The focus groups can include groups with a variety of age groups that shop or otherwise visit the city that might not otherwise participate (high school students, college age, young working people, seniors, etc.) as well as other groups, such as local business organizations and neighborhood associations.</p>	<ul style="list-style-type: none"> Detailed feedback. Ability of participants to build on one another's ideas. More members are included than the stakeholder interviews. Allow for follow-up questions. 	<ul style="list-style-type: none"> Small groups are sometimes dominated by one or two people.
<p>Public Attitude Survey Short questionnaire available to be filled out online by residents of the community.</p>	<ul style="list-style-type: none"> Often gets the greatest number of participants Relatively low cost. Available at resident's convenience. 	<ul style="list-style-type: none"> No opportunity for follow-up questions. May exclude residents without access to the Internet or uncomfortable with on-line technology. More effective with mailing or social media to get participation. Works better to drive participation when prize(s) is(are) offered.
<p>Town Hall Meeting Citizens attend a meeting to discuss their thoughts on the community and bring up ideas for the plan.</p>	<ul style="list-style-type: none"> Relatively low cost. 	<ul style="list-style-type: none"> Somewhat low participation rate. Not very detailed information.
<p>Community Visioning Meeting Citizens attend a meeting and break into small groups to brainstorm on community issues and their vision of the community's future.</p>	<ul style="list-style-type: none"> Very detailed feedback. Ability of participants to build on one another's ideas. 	<ul style="list-style-type: none"> Relatively low participation rate. Small groups are sometimes dominated by one or two people.
<p>Master Plan Open House After preliminary plan alternatives are prepared for the development plan, the public attends a meeting featuring multiple stations where alternatives are presented in an "open house" atmosphere. Participants come and go as they please and investigate the stations that most interest them.</p>	<ul style="list-style-type: none"> Detailed feedback. Participants have opportunity for one-on-one discussions with planning commissioners. Improved participation over interviews. 	<ul style="list-style-type: none"> Somewhat low participation rate. Requires greater up-front preparation than interviews.
<p>Social Media Facebook, Twitter, and similar social media sites, are online sites that allow tracking of comments during the entire planning process and provide a portal for reporting the status of the planning process to the public.</p>	<ul style="list-style-type: none"> Available at resident's convenience. 	<ul style="list-style-type: none"> This tool is more effective with more online tools such as online survey and community remarks. May exclude residents without access to the Internet or uncomfortable with online technology.

📍 Parks and Recreation Plan Process

The MDNR’s guidance on preparing a parks and recreation plan outlines the steps required in reviewing and adopting the plan. ROWE will be responsible for drafting all notices and resolutions. The city will be responsible for publishing the notice of public hearing, providing a location where the draft plan can be reviewed by the public, and providing ROWE with the signed resolutions, minutes, and affidavit of publishing. The process is outlined below:

Step	Action	Notice/Resolution	Responsible Party
1	Notice of public review and dates of public review and hearings published at least 30 days prior to the public hearing.	Notice of public review and dates of public review and hearings	ROWE: draft notice City: publish notice
2	One or more locations are provided for the public to inspect a copy of the draft parks and recreation plan.	N/A	City
3	Advisory Committee reviews the plan and makes recommendation on plan to Parks and Recreation Board.	Board recommends adoption of plan	ROWE: draft resolution City: signs resolution and prepares copy of meeting minutes
4	City Commission holds public hearing and votes to adopt the Parks and Recreation Master Plan.	Commission passes and signs resolution	ROWE: draft resolution City: signs resolution and prepares copy of meeting minutes
5	Copies of the adopted plan are submitted to the County Planning Agency and the Regional Planning Agency.	Letter of Transmittal	ROWE
6	PDF of plan with attachments is submitted to the State of Michigan through their recreation portal.	PDF	ROWE: prepare PDF City submits plan
7	A PDF copy of the plan is prepared with the following attachments in the appendix.	Copy of: <ul style="list-style-type: none"> • Notice of Public Review and Hearing • Minutes of public meeting(s) • Resolution(s) of Adoption • Transmittal letter to county and region • Plan Certification Checklist • Post Completion Self-Inspection 	ROWE: prepares certification checklist for signature by county City provides remainder of material

Project Schedule

We are proposing the following tentative schedule for plan development starting June 2023 with an adoption by January 2024:

Schedule/Months	1	2	3	4	5	6	7-8
Collect Data/Update Chapters	X	X	X				
Public Engagement*							
Review Goals, Objectives, and Action Plan				X	X		
Public Hearing (30-Day Review Period)						X	
Assistance with the Adoption Process							X

Key:

X = Meeting (total of 9 included in our scope of work)

* = Timeline and number of meetings depend on options selected.

Note: Addition of optional public engagement activities may modify the schedule.

We have included a resolution of adoption date of January 2024 to extend your plan activity period (2024-2028) vs (2023-2027)

Project Team Summary

ROWE will be a single-source provider of professional services for this project. We have selected a project team that has worked together on similar projects. This team will bring their experience to your recreation plan process along with the resources to work through any issues that arise and will deliver a quality project on time and on budget. All staff members will collaborate and hold regular progress meetings throughout the project.

ROWE understands the staff assigned to a project is one of the most important contributions to the successful completion of a project. Descriptions below highlight how each team member contributes to the achievement of a quality project. Detailed resumes for key personnel are included.



Douglas R. Schultz, PLA | Project Manager

Doug came to ROWE 21 years ago with nine years of professional experience. He has extensive experience with county parks and recreation planning and development. Doug will work with the city to tailor and facilitate public input and master planning concepts for this project. He has extensive park experience throughout the state and will ensure the project meets the ROWE standard throughout the process. Doug will be the initial point of contact and project manager.



Alex C. Hritcu, AICP | Quality Assurance / Quality Control (QA/QC) Manager

Alex joined ROWE's Planning Department in 2022 as a senior planner. His primary role on this contract will be the QA/QC manager. Alex has over 14 years' experience in planning and community development in Michigan, having completed projects in 80 of Michigan's 83 counties. Since beginning his career in community development in 2009, he has been responsible for a wide range of projects including downtown design charrettes, DDA development plans, TIF plans, corridor studies, economic development strategies, State and Federal advocacy, and training programs. His responsibilities at ROWE include planning and zoning services with municipal clients, development of master plans, and supporting economic development and grant proposal development activities.



Paul T. O'Meara, PE | Project Engineer

Paul joined ROWE in 2020 and has worked with Doug on various park projects and will provide support with community knowledge and input in the planning process. He has over 38 years of experience as a project engineer for municipal systems, including serving as City Engineer for the City of Birmingham.



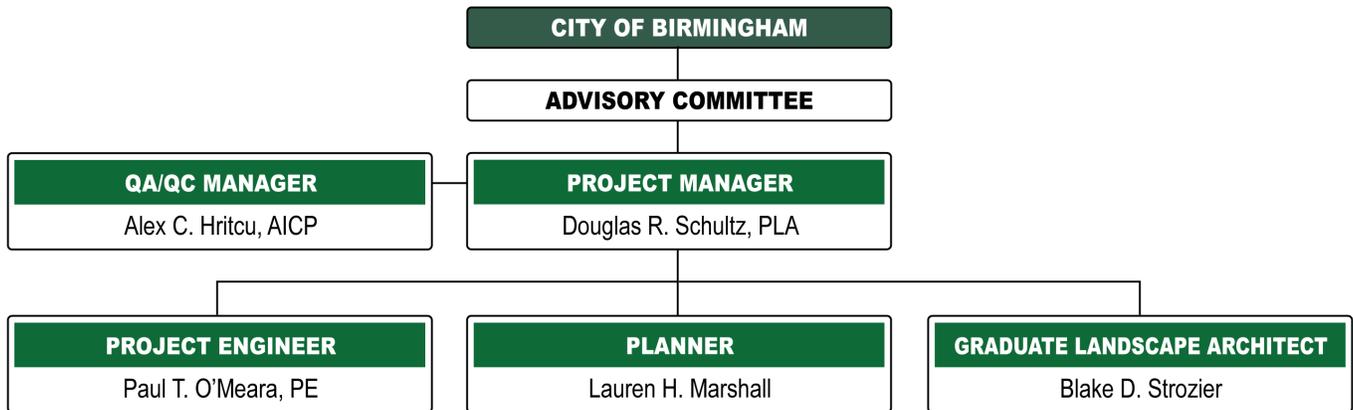
Lauren H. Marshall | Planner

Lauren joined ROWE in 2022 and has provided support on various parks and recreation plans and public engagement with Doug for both city and county level plans. She will provide support for the planning document and public engagement.



Blake D. Strozier | Graduate Landscape Architect

Blake joined ROWE in 2013 and has worked with Doug on over 15 park and recreation plans throughout the state as well as grant and design projects. He will assist Doug with plan development and public engagement.



Cost for Additional Services

The following additional services can be added to enhance the public engagement items in the base scope of work.

Optional: Public Engagement Items:

- Individual meetings (each) \$800
- Stakeholder Interviews \$2,900
- Focus Group Interviews \$2,900
- Public Attitude Survey \$1,800
- Town Hall Meeting \$2,000
- Youth Charrette \$3,600
- Community Visioning Meeting \$3,600
- Open House \$3,800
- Social Media \$TBD



Douglas R. Schultz, PLA

Senior Project Manager



Role on this Project Project Manager

Doug joined ROWE in 2000, after nine years as a landscape architect with a Lansing-area multi-disciplined firm. As a senior project manager, Doug assists clients corporate-wide with quality of life issues on all projects, from concept to completion. He was named an associate (company shareholder) in 2003.

Firm

ROWE Professional Services Company

Licenses & Registrations

LA, 1994, State of Michigan – No. 1190
LA, 2007, South Carolina – No. 1020

Education

Michigan State University, East Lansing, MI
B.L.A./1991/Landscape Architecture



Years of Experience

21 Years with ROWE

9 with other firms

Affiliations

- American Society of Landscape Architects
- Michigan Downtown Association
- Michigan Urban and Community Forestry Council (Michigan Department of Natural Resources)
- Flint River Watershed Coalition Board Chairman
- Southeast Michigan Council of Governments (SEMCOG) Parks and Recreation Task Force

Certifications / Continuing Education

- Fred Kolmann, CTCB course on Pursuing Excellence in Tennis Court Design (2019)
- AASHTO Bicycle Facility Design Training, MDOT (2020)
- Graduate of Community Leadership Program for Flint and Genesee County
- MDEQ Storm Water Management – Construction Site
- National Playground Safety Inspection

Presentations

- “Fundamentals of Construction Projects for Downtowns” panel discussion, Michigan Downtown Association, 2021
- “Hitting the Mark with Outdoor Archery Ranges” panel discussion, Michigan Recreation & Parks Association, 2021
- “As Needed Contracts: Make Them Work for You” panel discussion, Michigan Recreation & Parks Association, 2018
- “Parks: Part of Your Community Infrastructure” panel discussion, Michigan Recreation & Parks Association, 2018
- “Saving Time and Money on Your Next Project” panel discussion, Michigan Recreation & Parks Association, 2017
- “Building Healthy Environments” Michigan Public Health Institute, 2010

Client Comments

- “...I want to thank you again...for the fine end product...and for you and Blake working within the project scope and limited financial resources. I look forward to working with your firm in the future...” 2014, Vince Paris, Southern Lakes Parks and Recreation (Five-Year Parks and Recreation Plan)
- “In my 33 years in parks this was one of the smoothest and well designed and thought out projects start to finish that I have worked with. Even with COVID at the beginning of the start of construction the beginning plans scratched out on paper and what we ended up with in the end with several creative edits along the way to make the project even better and did not slow anything down and in the end provided Ingham County with a great multipurpose facility for years to come.”- Tim Morgan, CPRP (Certified Parks & Recreation Professional), and CTA (Certified Tourism Ambassador™)

Project Experience

Five-Year Community Recreation Plans

- Joint – City of Flushing, Flushing Charter Township, Flushing Schools (2005, 2010, 2015)
- Joint – Grand Blanc Charter Township, City of Grand Blanc, Grand Blanc Schools (2012)
- Joint – City of Northville, Northville Township (2017)
- Cities of Au Gres (2019), Battle Creek (2003), Beaverton (2004, 2012, 2019), Charlotte (2019), Coleman (2005), Dearborn Heights (2013), Flint (2007), Ithaca (2013), Livonia (2017), Omer (2013, 2018), and Swartz Creek (2005, 2012, 2018, 2023), Imlay City (2022)
- Villages of Port Sanilac (2004, 2012, 2018) and Sanford (2019)
- Bennington (2003), Meridian (2017), Mills (2006, 2011, 2018, 2023), and Mundy Charter (2016) Townships
- Fenton Township amendment 2017, full plan 2023
- Genesee County Parks and Recreation Commission, 2004, 2009, 2013, 2016 amendment
- Shiawassee County Parks and Recreation Commission, 2016
- Iosco County, 2023
- Southern Lakes Parks and Recreation Authority, 2014

As-Needed Landscape Architecture Services, various locations, MI

- Genesee County Parks and Recreation Commission
- Shiawassee County Board of Commissioners
- Oakland County Parks and Recreation Commission
- St. Clair County Parks and Recreation Commission
- Washtenaw County Parks and Recreation Commission
- City of Ann Arbor Parks and Recreation Commission

City of Northville / Northville Township, MI

- Joint Five-Year Community Recreation Plan: Project manager for creating a public engagement process involving both consultant and staff efforts. This was a joint plan between the city and township that also included the consideration of Wayne County and State of Michigan recreation facilities. The plan spanned extensive staff changes and transition from the city to township-centered park administration (2017).
- Outdoor Archery Range: Project manager and lead landscape architect responsible for developing a site plan, building details and schematic drawings for a grant application to MDNR for an outdoor archery range, accessible pathway, parking access and electrical service. (2020)

Genesee County Parks and Recreation Commission, MI

- Five-Year Parks & Recreation Plan: Assisted county with updating its five-year plan. The multi-jurisdictional plan allowed communities throughout the county to “opt-in” as part of the planning process. Included developing a site map identifying park property within the county. Coordinated with a consultant used for public input and survey data. Information gathered as part of this process also used as the department seeks a millage proposal. The park system is the largest landholding county recreation system in Michigan (2003, 2009, 2013).
- For-Mar Arboretum & Nature Center: Project manager for a master plan for 113 acres of arboretum. Project included inventory/analysis, review of previous studies, development of a public survey questionnaire, various public meetings, and workshops with staff and foundation board. Topics included new exhibits, maintaining grounds, adding collections, wildlife management, circulation, program development, and budget prioritization (2005). Plan update (on-going) to include 300 acres of nature preserve and expanded public engagement.



Alex C. Hritcu, AICP

Senior Planner



Role on this Project QA/QC Manager

Alex joined ROWE's Planning Department in 2022 as a senior planner. Since beginning his career in community development in 2009, he has been responsible for a wide range of projects including downtown design charrettes, DDA development plans, TIF plans, corridor studies, economic development strategies, State and Federal advocacy, and training programs. His responsibilities at ROWE include planning and zoning services with municipal clients, development of master plans, and supporting economic development and grant proposal development activities.

Firm

ROWE Professional Services Company

Licenses & Registrations

AICP, Michigan, 2014 - No. 027380

Education

University of Tennessee, Knoxville, TN
B.A./2005/Urban Studies

Wayne State University, Detroit, MI
M.U.P./2009/Economic Development



Years of Experience

<1 Years with ROWE

13 Years with other firms

Affiliations

- American Institute of Certified Planners
- American Planning Association
- Michigan Chapter of American Planning Association
- Colorado Chapter of American Planning Association
- Eastern Michigan University: Guest Lecturer for Masters Historic Preservation Course for Downtown Management
- Oakland University, Master of Public Administration Lecturer, Economic Development Theory and Practice

Project Experience

Zoning Ordinance Updates

- Mundy Township
- Village of Almont

Planning and Zoning Review / Administrative Services

- Mundy Township

Following is Experience with Other Firms

Downtown Planning and Redevelopment

- Assisted in the Village of Holly, Michigan downtown urban design charrette by MSOC.
- Project lead on the Downtown Farmington, MI Public Art Blue Print plan.
- Commissioned grant funding of the Downtown Lake Orion, MI, Wayfinding Master Plan.

Corridor Plans

- Assisted in the 2016 Congress of New Urbanism Legacy Charrette of John R. Corridor in Hazel Park, MI.

Downtown Market Data Research

- Provided market data research and reports with the use of ArcGIS ESRI Business Analyst to Auburn Hills, Michigan, Birmingham, Michigan and Lathrup Village, Michigan.
- Commissioned grant funding for the Market Review and Business Recruitment Report for Ferndale, Michigan, Lake Orion, Michigan and Ortonville, Michigan.



Paul T. O'Meara, PE

Project Manager



Role on this Project Project Engineer

Paul joined ROWE in January 2020. He has over 38 years of experience as a project engineer for municipal systems. His vast public service experience encompasses road reconstruction, water distribution systems, sewer collection, streets, environmental stewardship, public parks, transportation, and parking facilities.

Firm

ROWE Professional Services Company

Licenses & Registrations

PE, 1991, State of Michigan – No. 6201036842

Education

Wayne State University, Detroit, MI
M.S./1991/Public Works Administration
Michigan State University, East Lansing, MI
B.S./1985/Civil Engineering



WAYNE STATE UNIVERSITY



MICHIGAN STATE UNIVERSITY

Years of Experience

3 Years with ROWE

38 with municipalities

Affiliations

- Board of Trustees, Southeast Oakland County Water Authority (2009-2020)
- Voting Member, Oakland County Federal Aid Committee (2010-2020)
- Southeast Oakland County Municipal Engineers, Past President
- Member, Evergreen-Farmington Sewage Disposal System Technical Committee (2009-2020)
- Staff Liaison, Birmingham Advisory Parking Committee (1991-2018)
- Staff Liaison, Birmingham Multi-Modal Transportation Committee (2013-2020)
- Member, American Public Works Association
- Member, American Society of Civil Engineers

Certifications / Continuing Education

- Michigan Certified Water System Operator, S-2 License (2000 to 2021)
- Soil Erosion and Sedimentation Control Plan Review (1996-2019)

Project Experience

City of Lapeer, MI

- Oregon Street Reconstruction: Project Manager for a major street in the City of Lapeer. Full reconstruction of pavement resulted in improved drainage and ride surface. Lack of pedestrian accessibility was considered, and 400 feet of new public sidewalk was added to provide important pedestrian connection between downtown and Lapeer's northeast Linear Park Pathway (\$460K construction cost, to be completed in June, 2022).
- Genesee St. Trail Extension: Project Manager for 900 ft. long non-motorized trail, including 360 ft. of elevated boardwalk adjacent to existing wetland. Project represents a multi-phase effort to improve multi-modal options in Lapeer (\$615K construction cost, construction completed August 2022).
- Lapeer Community Center Parking Lot Rehabilitation: Project Manager for site parking lot and driveways rehabilitation serving municipal indoor gym and swimming pool facility (\$310K construction cost, completed September, 2021).
- Millville Road Water Main and Pavement Rehabilitation: Project Manager for construction phase of directionally drilled water main and pavement rehabilitation (\$1,450K construction, completed 2020).
- Park Project Scoping: Project Manager for various park concepts for MDNR grant applications including Disc Golf Course and associated parking lots, Replacement of boardwalk and HMA pathways, Replacement of Tennis Court/conversion to Pickleball Courts, New pump-track park.

Village of Metamora, MI

- Capital Improvement List: Project Manager for developing a comprehensive capital improvement list including recommended phasing and funding sources for village utility infrastructure, sanitary, water, trails and park improvements. (2023)

Paul T. O'Meara, PE (Continued)

Project Engineer



City of Burton, MI

- Saginaw Street Rehabilitation: Project Manager for one mile of major street rehabilitation in the City of Burton. Working with city staff and ROWE office tech to provide ongoing support to document quantities and quality control during various phases of project, including concrete and asphalt repairs, milling, drainage improvements, and resurfacing (\$2,100K Construction, ongoing).
- 2022 Local Street Paving: Project Manager for 2,800 ft. of local gravel road paving with new HMA, new drive approaches, 1,600 ft. of new sidewalk, new ditching and culverts throughout (\$600K construction cost, to be completed in August, 2022).

Village of Almont, MI

- Water Reliability Study: Project Manager for preparation of study on all aspects of the Village's municipal water system, as well as an update of their general plan. ROWE assisted with flowing hydrants, and then reviewed usage and break records, recent construction, and performed model calibration. A list of recommended improvements for the system was prepared and forwarded to EGLE to stay in compliance. (\$11K fee, 2021)

Village of Oxford, MI

- 2022 Street Paving and Water Main Project: Project Manager for three street pavement rehabilitation project, and water main and lead service replacement on two streets. ROWE worked with community to ensure adjacent business district and parking lot were not disrupted (\$700K construction, construction completed August 2022).

Village of Romeo, MI

- DDA Enhanced Pedestrian Crosswalks: Project Manager for design development of enhanced crosswalks at seven intersections in Romeo's CBD. Prepared TAP Grant application to help fund project jointly supported by Village and DDA to improve pedestrian accessibility. Worked with DDA Director to develop public relations plan to advise merchant community about project impacts during and after construction (\$350K construction cost, construction completed August 2022).
- DDA Parking System Inventory: Worked with DDA to inventory existing map and table forms current public and parking stock as first step in implementing better parking system management plan.

City of Clio, MI

- DPW Yard Paving Project: Project Manager for major site renovation project, including demolition of existing salt storage shed, relocation of overhead wires, replacement of site fencing and entrance gates, citing location for future salt storage shed, and design for new HMA driving surface, supplemented with gravel storage areas (\$135K construction, completed July, 2021).

Following is Experience with Other Firms

City of Birmingham, MI (1991-2020)

- Engineering Department Head: In charge of planning, budgeting, designing, and administering construction of heavy civil capital improvement projects for densely populated City mostly developed prior to 1930. Construction budget was approximately \$7-\$11 million annually geared toward maintaining and improving all facets of City's infrastructure (2009-2020).
- Old Woodward Ave. Reconstruction: Project Manager for successful \$7 million reconstruction of main downtown corridor. Renewal included water main, combined sewer, street lighting, landscaping with structural soil backfill, raised irrigated planter beds with electrical outlets, City-owned fiber optic conduit, custom signing, and on-street metered public parking including ADA accessible spaces. Project completed in four months while keeping continual pedestrian access to adjacent businesses.
- W. Maple Rd. Road Diet Project: Worked with City Manager and Planner to form stakeholder committee to discuss in detail pros and cons of converting four-lane major street with 20,000 ADT to three-lanes amidst significant public opposition. Conversion went in steps and was ultimately accepted by community.
- Quarton Lake Subdivision Reconstruction: Project included water main replacement, lead water service removal, storm sewer separation, and new concrete pavement, and restoration. Similar scope projects repeated almost annually throughout City over period of 28 years.
- 2019 Asphalt Resurfacing Program: Project included milling and resurfacing of both major mile roads and local residential streets, ADA upgrades, crack sealing, and asphalt rejuvenation (waterproofing).
- Annual Sidewalk and Concrete Street Maintenance Program: Annual program designed to both maintain facilities and eliminate accident claims against the City. Oversaw preparation of work plan, removing trip hazards for over 20 miles of sidewalks each year. Developed process to enable specialty contractor to sawcut over 1,300 trip hazards each year, reducing cost and disruption to property owners.
- Parking Lot #6 Upgrades: Redeveloped municipal parking lot (130 spaces) to direct storm water through bioswale, added seating area adjacent to Rouge River, resurfaced pavement, and added landscaping and new lighting throughout.



Lauren H. Marshall

Graduate Planner



Role on this Project Planner

Lauren joined ROWE's Planning Department in 2022 as a graduate planner. Lauren graduated from Michigan State University in 2021 with a bachelor's in Urban and Regional Planning with a minor in environment and health. While at MSU Lauren spent her time in various student associations related to planning. She started her career as an intern with Macomb Township and then transitioned to Planner I at the City of Flint before joining ROWE in 2022.

Firm

ROWE Professional Services Company

Licenses & Registrations

N/A

Education

Michigan State University, East Lansing, MI
B.S./2021/ Urban and Regional Planning



Years of Experience

- 1** Years with ROWE
- 2** with other firms

Affiliations

- American Planning Association
- Michigan Planning Association

Certifications / Continuing Education

- American Institute of Certified Planners Pilot Program Candidate

Project Experience

Master Plan Updates

- Kenockee Township
- City of Ithaca
- Indianfields Township
- Iosco County Recreation Plan
- Eaton County
- Fenton Township Recreation Plan
- For Mar Nature Preserve/Genesee County

General Planning Services

- City of Gladwin
- City of Lapeer
- Owosso Township

Following is Experience with Other Firms

Planner 1, City of Flint

- Assisted Zoning Coordinator with reviewing applications related to Certificate of Zoning Compliance and Historic District Commission.
- Created public hearing notices, communicated with commission and board members, prepared meeting chambers, and took roll call votes and minutes during commission and board meetings.
- Assisted applicants and city residents with general zoning questions.

Planning Intern, Macomb Township

- Assisted Planner 1 with reviewing applications regarding Site Plan Review and Zoning Board of Appeals.
- Assisted in creating public hearing notices, prepared meeting chambers for Planning Commission and Zoning Board of Appeals meetings, and answered general zoning questions from township residents.

Group Leader, Michigan State University

- During Planning Practicum Course, worked with the City of Pontiac to create a Parks and Recreation Supplemental Plan to the current City of Pontiac Parks and Recreation Master Plan.



Blake D. Strozier

Graduate Landscape Architect



Role on this Project Graduate Landscape Architect

Blake joined ROWE in 2013 and is responsible for preparing color renderings, concept drawings, construction documentation, and planting plans while aiding in overall site development, design, and construction observation and testing.

Firm

ROWE Professional Services Company

Licenses & Registrations

N/A

Education

North Carolina Agricultural and Technical State University, Greensboro, North Carolina
B.S./2011/Landscape Architecture



Years of Experience

15 Years with ROWE

2 Years with other firms

Certifications & Training

- Certified Concrete Field-Testing Technician (Michigan Concrete Association)
- Certified Density Technician (2014-2019) (Michigan Department of Transportation)

Affiliations

- Alpha Phi Alpha Fraternity, Inc. – Epsilon Upsilon Lambda Chapter
- Eureka Lodge No. 16 Prince Hall Affiliated (F&AM)
- Gamma Delta Kudos Alumni Mentor
- Tabernacle Missionary Baptist Church, Saginaw, MI (Senior Pastor)
- NAACP – Flint Chapter
- Flint Community Schools – Board of Education (Trustee)

Client Comments

Vince Paris, Southern Lakes Parks and Recreation (Five-Year Parks and Recreation Plan 2014)

“Blake is... a great listener and saw some of the ‘out of box’ concepts I was interested in. I really appreciated that. He is a wonderful representation of the kind of people I’ve come to know at ROWE over the last 20+ years.”

Steve Wolbert, Diplomat Specialty Pharmacy (MDNR Grant Applications, 2013)

“We are extremely pleased and grateful for the awesome work ROWE... was able to accomplish in such a time crunch.”

Project Experience

Five-Year Community Recreation Plans

- Joint – City of Flushing, Flushing Charter Township, Flushing Schools (2015)
- Joint – City of Northville, Northville Township (2019)
- Cities of AuGres (2019), Beaverton (2019), Charlotte (2019), Dearborn Heights (2014), Livonia (2017), Omer (2013, 2018), Swartz Creek (2018)
- Villages of Port Sanilac (2018) and Sanford (2019)
- Imlay (2015), Meridian (2017), Mills (2018), Mundy Charter (2017) Townships
- Fenton Township amendment (2017)
- Shiawassee County Parks and Recreation Commission, (2016)
- Southern Lakes Parks and Recreation (2014, 2021)

Genesee County Parks and Recreation Commission, MI

- Bluegill Accessible Kayak Launch: Graduate landscape architect for survey, design, permits and construction assistance for universally accessible kayak launch and barrier free parking. MDNR funded. (construction \$100k, 2020)
- Iron Belle Trail: Graduate landscape architect for grant application, survey, design and construction of a three-mile long non-motorized pathway. Project consisted of two project phases, preparing preliminary layouts, historic archeologic survey, trailhead parking, wetland delineation and permitting and mitigation, large arch culvert, road rapid flashing beacon crossings and trail counters. Construction was funded by CMAQ, MDNR, and MDOT grants. (\$2.5M construction; completed Phase 1 in 2018, Phase 2 2020)
- Max Brandon Wetland Overlook: Graduate landscape architect for concept and construction drawings for an accessible interpretive deck adjacent to a wetland area within a mature forested urban city park. (2016)
- MDNR Gas and Oil Lease Properties (various locations): Provided mapping and research for locations of 15 county properties with potential for mineral extraction. (2014)
- Bluebell Beach Path: Graduate landscape architect for survey, design, and construction observation for 0.7-mile connector route of the Flint Rivertrail along Bray Road, from Stepping Stone Falls bridge to Bluebell Beach. Reconstruction included widening the existing path and adjusting vertical alignment to meet ADA guidelines. Alignment coordinated with existing electrical towers, transmission pipeline, landfill, wetlands, and drain crossing. (MDNR Recreation Passport funding; \$610K construction; 2013)
- E.A. Cummings Event Center: Developed master plan for +1,000-acre regional park, including coordination of public stakeholder meetings, identification of recreation opportunities, site inventory and analysis, and cost estimating. (2013)

Keep Genesee County Beautiful, Flint, MI

- Neighborhood Concept Master Plans: Graduate landscape architect developing neighborhood concept master plans for various park locations, based on engagement with 'park tender' stakeholder groups in each neighborhood surrounding the park locations. Successive updates have been completed yearly since 2012. (2014)

City of Flint, MI/Michigan Department of Transportation

- Genesee Valley Trail: Graduate landscape architect for developing a successful TIP application and modifying preliminary concepts prepared by a previous consultant. Managed a fast-track (three-month) survey and design for 1.5 miles of trail within an urban setting, connecting existing trails and key destinations. Completed materials testing during construction. (\$656K construction; 2014)

City of Lapeer, MI

- As Needed Services: Provided density testing and concrete testing for the city during construction season. (2015, 2016, 2017, 2018)
- Woods at Oakdale Master Plan: Graduate landscape architect for feasibility analysis to assess 30 acres of woodlands adjacent to a middle school. The concept encompasses a passive recreation area including places for technical mountain bike skill areas and connections to regional trail systems. A timber study was completed to evaluate the forest and identify a sustainable method to selective-cut within the property to revitalize the forest as well as provide a revenue source for improvements. (\$9.8K construction; 2017)
- Court Street Redesign: Concept and design for urban rain garden, pedestrian plaza, and trailhead as part of a downtown street reconstruction. (\$1M construction; 2014)

Following is Experience with Other Firms

North Flint Reinvestment Corporation, Flint, MI

- Neighborhood Revitalization: Executive director leading various projects with community engagement and neighborhood revitalization (2011-12).

Applewood Estate, Flint, MI

- Horticulture Internship: Completed various maintenance projects and planting design, community programming, and events for the Ruth Mott Foundation (2010-11).



PUBLIC PROJECT FUNDING OPPORTUNITIES

2022

ROWE PROFESSIONAL SERVICES COMPANY

TRAILS

01

TRAILS

Transportation Alternatives (TA) Previously Transportation Alternatives Program (TAP)

Eligible Applicants:

- County Road Commissions
- Cities
- Villages
- Regional Transportation Authorities/Metropolitan Planning Organizations
- Transit agencies
- State and Federal Natural Resource or Public Land Agencies
- Non-profits
- Tribal governments
- School districts



20% *match*

KEY DATES

Application Deadlines: **02/23/2022, 06/22/2022, 10/12/2022**

Funding Type: Grant

Funding Source: Federal Highway Administration (FHWA)

Administrating Agency: MDOT

Funding Website: MDOT - Transportation Alternatives Program (michigan.gov)

For more information, contact:

Douglas Schultz, PLA

(810) 869-5170

dschultz@rowepsc.com



TRAILS

Michigan Department of Natural Resources Trust Fund (MNRTF)

Eligible Applicants:

- State/local units of government
- Certain school districts
- Certain recreation authorities
- Must have a DNR-approved 5-year recreation plan



Land Acquisition

*no minimum
or maximum*

Development

25% *match*

\$15,000 *min*
\$300,000 *max*

KEY DATES

Application Deadlines: **April 1st annually**

Recreational Plan: **February 1st annually**

Funding Type: Grant

Funding Source: Michigan Department of Natural Resources (MDNR)

Administrating Agency: MDNR

Funding Website: DNR - Natural Resources Trust Fund (michigan.gov)

For more information, contact:

Douglas Schultz, PLA

(810) 869-5170

dschultz@rowepsc.com



TRAILS

Recreation Passport



Eligible Applicants:

- Local units of government
- Cities, villages, townships, counties
- Huron Clinton Metropolitan Authority and Regional Recreation authorities formed under Recreational Authorities Act
- Trailway commissions formed under Part 721, Michigan Trailways Act

25% *match*

\$7,500 *min*
\$150,000 *max*

KEY DATES

Application Deadlines: **April 1st annually**

Funding Type: Grant

Funding Source: Michigan Department of Natural Resources (MDNR)

Administrating Agency: MDNR

Funding Website: DNR - Recreation Passport Grants (michigan.gov)

For more information, contact:

Douglas Schultz, PLA

(810) 869-5170

dschultz@rowepsc.com



TRAILS

Land and Water Conservation Fund (LWCF)

Eligible Applicants:

- 75% of total funds have gone to locally sponsored projects to provide close to home recreation opportunities
- State parks are considered
- Any unit of government
- Native American tribes
- School districts
- Must have a DNR-approved 5-year plan



50% *match*

\$30,000 *min*
\$500,000 *max*

KEY DATES

Application Deadlines: **April 1st annually**

Recreational Plan: **February 1st annually**

Funding Type: Grant

Funding Source: National Park Service (NPS)

Administrating Agency: Michigan Department of Natural Resources (MDNR)

Funding Website: State and Local Grant Funding - Land and Water Conservation Fund (U.S. National Park Service) (nps.gov)

For more information, contact:

Douglas Schultz, PLA

(810) 869-5170

dschultz@rowepsc.com



TRAILS

Safe Routes to School (SR2S, SRTS)



Eligible Applicants:

- State, local, and regional agencies
- Non-profits
- School districts

Eligible Projects:

- Sidewalk improvements
- On-street bike facilities
- Off-street bike and pedestrian facilities
- Pedestrian and bicycle crossing improvements
- Driver feedback signs
- Secure bicycle parking facilities
- Traffic calming and speeding reduction improvements

Infrastructure

\$220,000 *max per school building*

Non-Infrastructure

\$10,000 *max*

0% *match*

KEY DATES

Application Deadlines: **02/23/2022, 06/22/2022, 10/12/2022**

Funding Type: Grant

Funding Source: Federal Highway Administration (FHWA)

Administrating Agency: MDOT, MPO, or Task Force

Funding Website: Funding | Safe Routes to School (saferoutesmichigan.org)

For more information, contact:

Douglas Schultz, PLA

(810) 869-5170

dschultz@rowepsc.com



TRAILS

Michigan Great Lakes Protection Fund



Eligible Applicants:

- Educational institutions
- Federal, state, and tribal governments
- Non-profit or for-profit entities with experience

\$2 million *max*

KEY DATES

Application Deadlines: **Anytime**

Funding Type: Grant

Funding Source: Environment, Great Lakes, and Energy (EGLE)

Administrating Agency: EGLE

Funding Website: OGL - Michigan Great Lakes Protection Fund

For more information, contact:

Douglas Schultz, PLA

(810) 869-5170

dschultz@rowepsc.com



TRAILS

USDA Rural Business Development Grant (USDA-RD)

Eligible Applicants:

Rural public entities such as:

- Towns
- Communities
- State agencies
- Authorities
- Non-profit corporations
- Institutes of higher education
- Federally recognized tribes
- Rural cooperatives



0% *match*

*lower amounts are given
higher priority*

KEY DATES

Application Deadlines: **March 31st annually**

Funding Type: Grant

Funding Source: USDA

Administrating Agency: USDA

Funding Website: Rural Business Development Grants in Michigan | Rural Development ([usda.gov](https://www.usda.gov))

For more information, contact:

Douglas Schultz, PLA

(810) 869-5170

dschultz@rowepsc.com



TRAILS

Michigan DNR Spark Grant

Eligible Applicants:

- Local units of government or public authorities legally established to provide public recreation
- Regional or statewide organizations or consortium of local units of government or public authorities legally established to provide public recreation



\$100,000 *min*
\$1,000,000 *max*

KEY DATES

Application Deadlines: **TBD**

Funding Type: Grant

Funding Source: Michigan Department of Natural Resources (DNR)

Administrating Agency: DNR

Funding Website: https://www.michigan.gov/dnr/buy-and-apply/grants/rec/spark-grants?utm_campaign=spark+grants+soft+launch&utm_medium=mkt+email&utm_source=govdelivery#about

For more information, contact:

Douglas Schultz, PLA

(810) 869-5170

dschultz@rowepsc.com



OTHER OPPORTUNITIES

SCENIC BYWAYS PROGRAM

Grant Funding Information - Scenic America

All National, State, and Tribal Scenic Byways and All-American Roads are eligible for National Scenic Byways Program discretionary grants through the Federal Highway Administration (FHWA).

WATERWAYS PROGRAM GRANTS

DNR - Waterways Program Grants (michigan.gov)

DNR Waterways Program Grants provide funding for engineering studies and infrastructure improvements. Michigan grant-in-aid harbors and public boating access sites managed by local units of government (city, village, township and county) and state colleges and universities are eligible to apply.

CLEAN MICHIGAN INITIATIVE

EGLE - Nonpoint Source Pollution Control Grants - Clean Michigan Initiative

Eligible agencies include county or local units of government and non-profit agencies. An EGLE approved watershed plan is required to be eligible for these funds.

MICHIGAN IRON BELLE TRAIL REIMBURSEMENT GRANT

DNR - Iron Belle Trail Fund grant awards history (michigan.gov)

All projects will meet Americans with Disabilities Act access requirements, use AASHTO design standards (Reduced width may be allowed on a case by case basis), Applicants/Co-Applicants are units of government, established trail authority, or eligible non-profit on the trail.

AMERICAN TRAILS FUND

Apply for The Trail Fund - American Trails

The Trail Fund will be administered by the Trails Move People Coalition, a diverse coalition of trail user groups, led by American Trails, and will support grants for trail maintenance, research, and stewardship training all across the country, serving all types of trail users. The amount of funding available and number of grants we can offer will vary year by year.

SAGINAW BAY WATERSHED INITIATIVE

Saginaw Bay WIN - Grants

Grants are accepted from the Watershed Initiative Network (WIN) that deals with land use, water resources, wildlife stewardship, communication/regional marketing, agriculture and pollution prevention.

URBAN AND COMMUNITY FORESTRY

DNR - Urban and Community Forestry (michigan.gov)

Local units of government, nonprofit organizations and schools are eligible to apply. Projects include street and park tree management and planning activities; urban forestry training and education events; tree plantings; and Arbor Day celebrations.

BOATING INFRASTRUCTURE GRANTS

DNR - Boating Infrastructure Grants (michigan.gov)

Local units of government (city, village, township or county), public universities, and private facilities can apply.



OTHER OPPORTUNITIES

MICHIGAN COMMUNITY REVITALIZATION PROGRAM

Michigan Community Revitalization Program (MCRP) | MiPlace

MCRP is a program available from the MSF, in cooperation with MEDC, designed to promote community revitalization that will accelerate private investment in areas of historical disinvestment, contribute to Michigan's reinvention as a vital, job-generating state, foster redevelopment of functionally obsolete or historic properties, reduce blight; and protect the natural resources of the state.

SAGINAW CHIPPEWA 2% GRANTS

Office of Grants & Contracts (sagchip.org)

Funding for communities within Isabella and Arenac County for the purposes of supporting projects. The 2% grant funds are available from the profit sharing available through the tribe. Deadlines are March 31st and September 30th.

PATRONICITY CROWDFUNDING

Public Spaces, Community Places Patronicity

Communities, non-profits, and municipalities can submit projects by applying to the Patronicity campaign. The projects that meet the programs parameters and successfully crowd-fund their goal will receive a matching grant from the MEDC of up to \$50,000.

RALPH WILSON FOUNDATION GRANTS

Foundation Grants - Ralph C. Wilson, Jr Foundation (ralphwilsonjrfoundation.org)

Accepts grant applications year round from non-profit organizations in the following communities: Livingston, Macomb, Monroe, Oakland, St. Clair, Washtenaw, and Wayne.

NATIONAL FOREST FOUNDATION - MATCHING AWARDS PROGRAM

Matching Awards Program - National Forest Foundation (nationalforests.org)

Provides funding for results-oriented "on-the ground" projects that enhance outdoor experiences in forests and grasslands. Match is 1:1 and applications are due in January of every year for Round 1 and June for Round 2. Eligible applicants are 501(c)(3) non-profits, universities and federally recognized Native American tribes.

MICHIGAN INVASIVE SPECIES GRANT

Invasive Species - Michigan Invasive Species Grant Program

Grants deal with the issues of prevention, detection, eradication and control for both terrestrial and aquatic invasive species in Michigan. The scope of the grant must prevent new invasive species from being introduced, strengthen state-wide invasive species early detection and response network, limit the dispersal of recently confirmed invasive species and manage and control widespread, long-established invasive species. These grants are between \$25,000, with a maximum grant amount between \$60,000 and \$400,000.

CLEAN VESSEL ACT

For Marinas – Michigan Clean Vessel Pumpout Grant Program (michiganseagrant.org)

Grants are provided to both private and public boating facilities that are open to the public. Eligible projects primarily include dump stations, additional pumpouts at large boating facilities, pumpouts for mooring facilities with a minimum of 15 slips, and upgrading of older pumpout systems.



OTHER OPPORTUNITIES

REBUILDING AMERICAN INFRASTRUCTURE WITH SUSTAINABILITY AND EQUITY GRANT

RAISE Discretionary Grants | US Department of Transportation

Maximum grant amount is \$25 Million; with no more than \$100 Million going to one state. Grant is used to develop equitable access to multimodal transportation in communities. Current programs that qualify for this grant include the Rails to Trails Conservancy.

THE TOWSLEY FOUNDATION GRANTS

Grants – The Towsley Foundation

Provides funding for projects in arts/culture, education, environmental support, civic and community activities and health and human services. The geographic area of primary interest is Michigan. Eligible applicants are 501(c)(3) non-profits, community groups, non-political committees, and local capital improvement projects.

BAY ARENAC COMMUNITY FUNDS

Arenac Community Funds (bayfoundation.org)

Provides funding for projects related to: arts & culture, education & youth, environment, health & wellness, human services, recreation and community initiatives.

ACRES FOR AMERICA

Acres for America | NFWF

Eligible applicants include non-profit organizations 501 (c) organizations, state government agencies, local and municipal governments, tribal governments and educational institutions. All grant awards require a minimum 1:1 match of cash or contributed goods.



PARKS AND RECREATION

02

PARKS AND REC

Michigan Department of Natural Resources Trust Fund (MNRTF)

Eligible Applicants:

- State/local units of government
- Certain school districts
- Certain recreation authorities
- Must have a DNR-approved 5-year recreation plan



Land Acquisition

*no minimum
or maximum*

Development

25% *match*

\$15,000 *min*
\$300,000 *max*

KEY DATES

Application Deadlines: **April 1st annually**

Recreational Plan: **February 1st annually**

Funding Type: Grant

Funding Source: Michigan Department of Natural Resources (MDNR)

Administrating Agency: MDNR

Funding Website: DNR - Natural Resources Trust Fund (michigan.gov)

For more information, contact:

Douglas Schultz, PLA

(810) 869-5170

dschultz@rowepsc.com



PARKS AND REC

Recreation Passport



Eligible Applicants:

- Local units of government
- Cities, villages, townships, counties
- Huron Clinton Metropolitan Authority and Regional Recreation authorities formed under Recreational Authorities Act
- Trailway commissions formed under Part 721, Michigan Trailways Act

25% *match*

\$7,500 *min*
\$150,000 *max*

KEY DATES

Application Deadlines: **April 1st annually**

Funding Type: Grant

Funding Source: Michigan Department of Natural Resources (MDNR)

Administrating Agency: MDNR

Funding Website: DNR - Recreation Passport Grants (michigan.gov)

For more information, contact:

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PARKS AND REC

Land and Water Conservation Fund (LWCF)

Eligible Applicants:

- 75% of total funds have gone to locally sponsored projects to provide close to home recreation opportunities
- State parks are considered
- Any unit of government
- Native American tribes
- School districts
- Must have a DNR-approved 5-year plan



50% *match*

\$30,000 *min*
\$500,000 *max*

KEY DATES

Application Deadlines: **April 1st annually**

Recreational Plan: **February 1st annually**

Funding Type: Grant

Funding Source: National Park Service (NPS)

Administrating Agency: Michigan Department of Natural Resources (MDNR)

Funding Website: State and Local Grant Funding - Land and Water Conservation Fund (U.S. National Park Service) (nps.gov)

For more information, contact:

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(810) 869-5170

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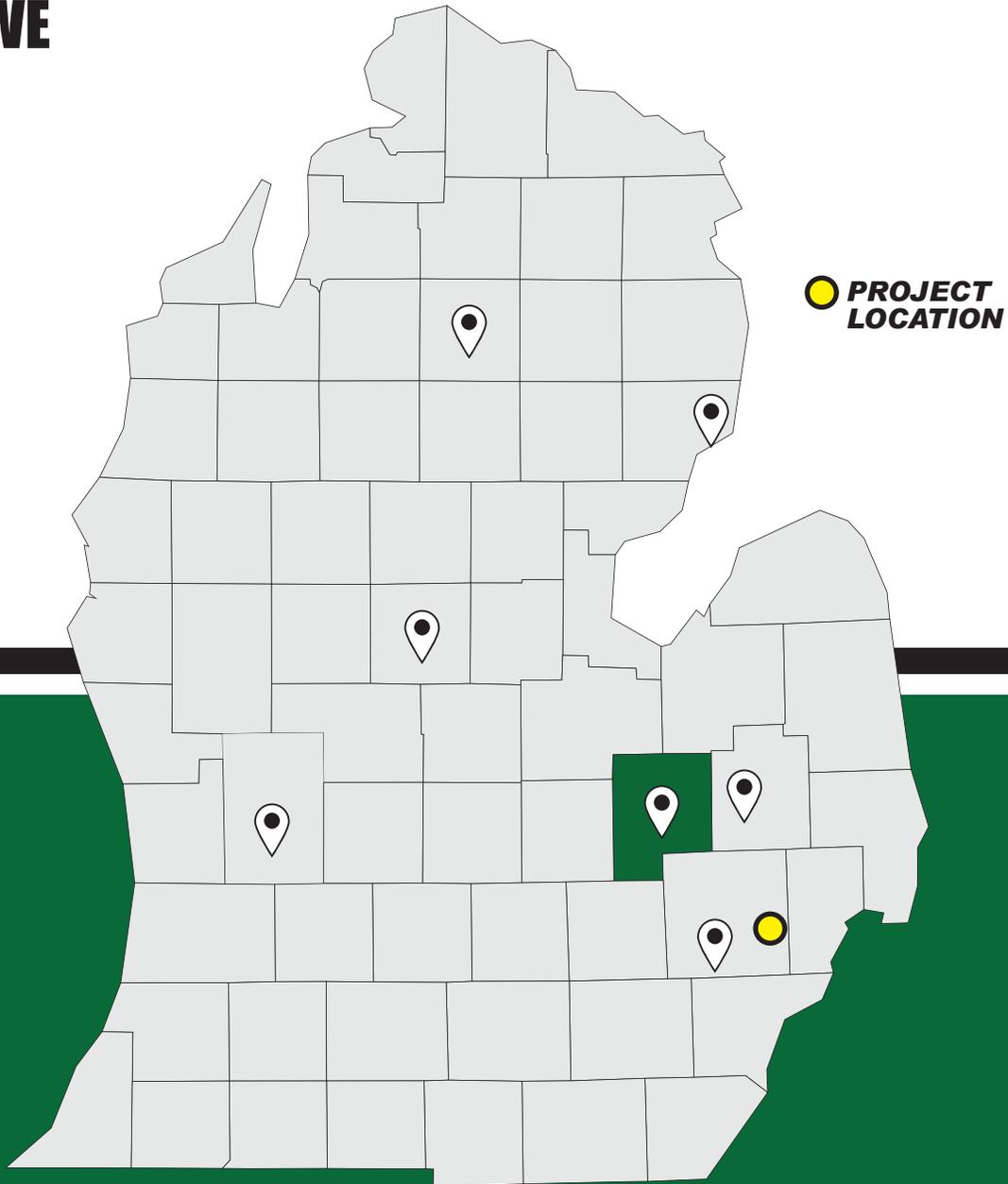




www.rowepsc.com

(800) 837-9131





MICHIGAN

 **ROWE OFFICE LOCATIONS**

Flint | Lapeer | Farmington Hills | Kentwood | Mt. Pleasant | Oscoda | Grayling

Re: Booth Park Walkway

1 message

Carrie Laird <Claird@bhamgov.org>

Thu, Apr 20, 2023 at 9:40 AM

To: Bob Gibbs <bob@gibbsplan.com>

Cc: "ndupuis@bhamgov.org" <ndupuis@bhamgov.org>, "Folk, Connie" <Cfolk@bhamgov.org>, Scott Zielinski <szielinski@bhamgov.org>

Hello Bob,

The Trail Improvement Concept Plan is still in draft form, as we are hoping to have one more board review it (Martha Baldwin Park Board) and provide feedback but we have yet to meet. After that, the draft will be updated considering all feedback received, and this item will return to the Parks and Recreation Board for a recommendation at a future meeting.

I will keep your input and would be happy to share your email with the Parks and Recreation Board. The next meeting is Tuesday, May 9th at 6:30 pm at the Department of Public Services. Below is a link to find future meetings.

https://bhamgov.org/about_birmingham/city_government/boards___commissions/parks___recreation_board.php

Thanks! Have a great day!

On Tue, Apr 18, 2023 at 2:47 PM Bob Gibbs <bob@gibbsplan.com> wrote:

Hello Carrie, I'm checking to see if the Parks Board is moving forward with the proposed Rouge walk proposed between Booth and Linden Parks. I understand the board has been reviewing a plan developed by a consulting landscape architectural firm.

As you may know, the City 2040 Master Plan includes a section on the river's walk, pages 81-82. One of my primary concerns is that the walk be developed per universal design standards to accommodate walkability for all ages and abilities. The proposed crushed gravel pathway is not appropriate for the important linkages between the city's west and east neighborhoods.

I look forward to discussing the park's design at the next Park's meeting. Please kindly forward their next meeting time so I can attend the session.

Regards,



Robert J. Gibbs, FASLA, AICP

President

New email:

bob@gibbsplan.com

Miscellaneous Communication #2

Gibbs Planning Group

240 Martin Street Birmingham, Michigan 48009 **CONFIDENTIAL**

248.642.4800

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Carrie A. Laird
Parks & Recreation Manager
851 S. Eton
Birmingham, MI 48009
248-530-1714

Important Note to Residents

Let's connect! Join the Citywide Email System to receive important City updates and critical information specific to your neighborhood at www.bhamgov.org/citywideemail.

PARKS AND RECREATION BOARD

Article II, Section 78

Objectives: The Parks and Recreation Board shall promote a recreation program and a park development program for the City. The Board shall recommend to the city commission for adoption such rules and regulations pertaining to the conduct and use of parks and public grounds as are necessary to administer the same and to protect public property and the safety, health, morals, and welfare of the public.

Seven regular members, Three-year Terms, Appointed by the City Commission

Two alternate members, Three-year Terms, Appointed by the City Commission

Members must be electors of the City of Birmingham

Meetings held the first Tuesday of each month at 6:30 PM.

Last Name	First Name	Home Address	Home Business E-Mail	Appointed	Term Expires
Carmona	Heather	887 Lakeview Ave.	(248) 867-1346 <i>htcarmona@sbcglobal.net</i>	3/12/2018 Regular Member	3/13/2024
Collins	Susan	958 Pleasant	(248) 761-6873 <i>sbdcollins@comcast.net</i>	3/9/2020 Regular Member	3/13/2024
Glasier	Kate			2/27/2023 Student representative	12/31/2023
Graham	Pam	884 Knox	(248) 408-6277 <i>pamcracker@gmail.com</i>	1/13/2020 Regular Member	3/13/2026

Last Name	First Name	Home Business	Appointed	Term Expires
Kupczyk 592 W Lincoln	Sarah	(773)414-4727 <i>sc23carroll@gmail.com</i>	3/27/2023 Regular Member	3/13/2026
Lipp 2682 Buckingham	Anne	(248) 225-0136 <i>aecubera@gmail.com</i>	11/23/2020 Regular Member	3/13/2025
Reynolds	Archie		2/27/2023 Student representative	12/31/2023
Rusche 358 Henley St.	John	(248) 731-7068 (248) 219-8114 <i>jprusche@aol.com</i>	9/6/2018 Regular Member	3/13/2024
Sweeney 160 Larchlea Ave	Steve	(248) 875-9973 <i>stevesweeney22@yahoo.com</i>	3/28/2022 Regular Member	3/13/2026
Vacated	3/27/2023		Alternate	3/13/2025

Last Name	First Name	Home Business	Appointed	Term Expires
Wrobel 2665 Windemere	Joe	(248)225-5937 <i>wrobel4j@aol.com</i>	4/3/2023 Alternate	3/13/2026