

Parks and Recreation Plan Update and Community Stewardship Plan

Proposal Summary

	<b>Beckett and Raeder, Inc.</b> <b>535 West William, Suite 101</b> <b>Ann Arbor, MI 48103</b>	<b>Mannik &amp; Smith Group, Inc.</b> <b>2365 Haggerty Road South</b> <b>Canton, MI 48188</b>	<b>McKenna</b> <b>235 E. Main St., Suite 105</b> <b>Northville, MI 48167</b>
<b>Proposer's Understanding of Requirements and Schedule of the Project</b>	One year timeline. In partnership with HRC proposed process aligns w/City's current capital improvement schedule, with making specific determinations for Bloomer & Spencer Parks, while integrating recreation with natural area preservation and fiscal stewardship. Engagement strategy includes bi-weekly updates, 8 steering committee meetings, 3 public open houses, a community survey, and dedicated youth outreach to ensure plan reflects residential desires. Deliverables will prioritize readability and accessibility through condensed, visual documents rather than tradition text-heavy reports.	Proposing dual-track planning process with a focus on technical information, utilizing 2020 Census data and 2024 Natural Features Inventory to identify Habitat Hubs and prioritize capital improvements. Integrates existing strategic plans and community survey results, will ensure that ecological health and recreational development are put into a single, actionable implementation framework. Process emphasizes close coordination with City leadership, RARA, and the Planning Commission, with both online and in-person public engagement to align future park investments with community values.	Proposing coordinated, parallel planning effort to update 5-year Parks Plan and Stewardship plan, with a priority on inclusivity, sustainability, and resilience. Project will be designed to deliver "real roadmaps for action" that meet all MDNR requirements for grant eligibility while considering experiences of residents through data analysis. The management plan incorporates bi-weekly update calls, monthly steering committee meetings, and a statistically significant public opinion survey conducted by ETC Institute.
<b>Methodology to accomplish the project work and meet the City's project schedule as well as a detailed project plan including a breakdown of tasks and deliverables</b>	Methodology follows a six-task structure, beginning with a collaborative kick-off and bi-weekly virtual updates to establish shared objectives. Utilize a statistically valid community survey, up to three group stakeholder interviews, and a dedicated youth engagement competent to ensure broad representation. Project plan includes three public open houses, with the final session in Spring 2027 focused on the Community Stewardship plan following the adoption of the Parks and Recreation Plan. Will conduct onsite inventories of existing assets, analyzing access gaps through equity focused spatial GIS data and National Recreation and Parks Association benchmarks. The Community Stewardship Plan is developed through departmental interviews and a SWOT analysis to identify core "stewardship Pillars". Deliverables include interactive plans accessible via ArcGIS applications, Adobe InDesign source files, and bound copies of each final document.	Provides a multidisciplinary approach that integrates ecological assessment and energy efficiency walkthroughs of City-owned facilities into the planning process. Methodology is divided into two primary tasks for the Parks and Recreation Plan and the Community Stewardship plan, leveraging a shared public engagement strategy. Propose three public workshops, a dedicated session at a RARA board meeting, and virtual stakeholder interviews. Project plan utilizes 2020 Census and SEMCOG data to update the community profile and conduct a comparison against national recreation standards. Stewardship methodology focuses on identifying "Habitat Hubs" and priority management areas based on existing Natural Features Inventory data. Will assist City with mandatory MDNR post-completion self-certification reports for previously award grant projects. Final deliverables include GIS-formatted concepts for review and final plans provided in PDF format.	Methodology utilizes a four-step process for each plan, emphasizing "Stewardship Stories" to celebrate existing initiatives and build community momentum. Partner with ETC Institute to conduct a statistically significant survey of 300 households and facilitate up to with stakeholder roundtable interviews. Project plan includes a "Connectivity and 10-Minute Walk Analysis" to assess recreation service coverage and deficiencies. Will establish baseline stewardship metrics through departmental interviews and an audit of the current Zoning Ordinance. Engagement strategy features an interactive project website using Experience Builder to visualize findings and allow for transparent public input. Will delivery fully interactive GIS-based plans, bound copies of each document, and minimum four-page executive summaries in PDF format.
<b>Management Plan for the Project</b>	Work will be led by Sara Kopriva for project oversight and Liz Gunden as the project lead. Will establish a standing bi-weekly meeting schedule with City staff, primarily held virtually but including three scheduled in-person meetings in May, August, and November. A dedicated Steering Committee, composed of City leadership and stakeholders, will meet monthly to review community participation materials, etc. Team philosophy ensures the project team is involved in all aspects of the work through duration. Utilize a multi-disciplinary team of 12 professionals, concluding specialists in transpiration planning and GIS analysis. The management process for the Community Stewardship plan runs concurrently, with the Steering Committee's focus shifting entirely to that plan after the Parks and Recreation Plan is adopted. Plans are initially prepared in Word format for internal review before transitioning to Adobe InDesign for final graphic production. Final project deliverables include all GIS files, Word documents, and InDesign source files to ensure City has full editing abilities for future updates.	Management approach led by Project Manager Mike Hoffmeister, brings over 16 years experience in municipal government. Operate as equal partner with City, conducting regular progress meetings to review scope progress and address potential concerns every 2 weeks. Team maintains a running list of all action items and commits to issuing meeting minutes on the same day meetings occur. Utilize a diverse staff of over 600 employees, allowing to assign regional staff with specialized expertise to supplement the project team as needed. Stewardship component is managed by ecological and energy resource professionals who will conduct physical facility walkthroughs to evaluate existing conditions. Project schedules use specific milestones for Planning Commission and City Council engagement to ensure orderly progress toward adoption. Prioritize identifying and including all key stakeholders early in the process to remove potential hurdles form the project path. Management plan assumes that existing City-provided GIS data and past plans are accurate to ensure planning-level efficiency.	Management plan is led by Senior Principal Planner Paul Urbiel, serving as primary point of contact and lead for the Parks and Recreation Plan. Utilize a structured "10 core quality management elements" framework to monitor work tasks, workflow, and technical production. Will conduct 21 bi-weekly update calls with the City's project manager and lead nine monthly Steering Committee meetings. A key deliverable is a tailored communications plan that includes templates for press releases, social media postings, and emails to ensure consistent outreach. Team partners with ETC Institute specifically for survey administration to leverage their specialized expertise in community research. Apply the American Planning Association's technical standards of professional practice and the AICP Code of Ethics to all project investigations. The management process includes rigorous data request list submitted at the project onset to establish a clear baseline for stewardship metrics. Deliver all final data according to RH specific GIS standards and provide fully editable files in a publication application acceptable to the City.

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<b>Experience and Qualifications including organizational chart, project team, resumes, locations of work being performed, and estimated number of hours</b>	Project team led by Sara Kopriva, AICP (Project Oversight) and Liz Gunden, AICP (Project Lead), supported by a multidisciplinary staff of 12 professionals including planners, landscape architects, and GIS analysts. Work will be performed primarily from our Ann Arbor, Traverse City, and Grand Rapids offices, with select support from Bloomfield Hills. Have allocated a total of 846 labor hours to this coordinated effort. Team brings significant local experience, having authored previous plans for Rochester Hills and surrounding Oakland County communities like Farmington Hills	Assembled specialized team led by Project Manager Mike Hoffmeister, CPRP, and Principal-in-Charge Todd Brown, leveraging over 600 employees across 25 regional offices. Professional services will be delivered from our Canton and Bloomfield Hills offices. Team includes certified professionals in parks and recreation (CPRP), resource management (MMRM), and landscape architecture. Bring extensive experience in obtaining MDNR and federal grants, securing nearly \$400 million for clients in the last decade. Stewardship component is supported by expertise in renewable energy and ecological restoration who recently completed a	Team is led by Senior Principal Planner Paul Urbiel, AICP, acting as the primary point of contact and lead for the Parks and Recreation plan. Supported by a specialized team of six lead professionals, including Ashley Jankowski (Stewardship Lead) and Lauren Sayre (GIS Lead), with work performed out of our Northville and Detroit offices. In partnership with ETC Institute, we provide a dedicated survey subconsultant based on Olathe, Kansas. Have allocated approximately 734 labor hours to the project (excluding subconsultant hours). Firm brings 48 years of experience and a 100% MDNR acceptance rate, with recent local experience acting
<b>References, including municipal in which similar goods or services were provided</b>	Provided. Some referenced include: -Ypsilanti Township Parks & Rec Plan -Traverse City Master Plan -Farmington Hills Dept. of Special Services Parks & Rec Master Plan -City of Charlevoix Parks & Rec Plan -City of Sturgis Park & Rec Master Plan -New Buffalo Twp Master Plan & Zoning Ordinance HRC submitted the following project profiles as well: -City of Rochester Hills, Innovation Hills -RCOC Roads & Bridges, Planning & Environmental Linkage & Early Preliminary Engineering	Provided. Some referenced include: -City of Dearborn Parks & recreation Master Plan -City of Ypsilanti Parks & Recreation Master Plan -The Junction Coalition in partnership with the City of Toledo, Assessment of The Junction Neighborhood's vulnerability to climate-related issues, including heat & flooding w/in storm sewer system	Provided. Some referenced include: -Rochester Avon Recreation Authority 2026-2030 Strategic Recreation Plan -City of Birmingham, 2024-2028 Parks & Recreation Plan & MDNR Grant Application City of Royal Oak, 2023-2027 Parks & Recreation Plan -City of Rochester, 2024-2028 Parks & Recreation Plan ETC has completed research for communities including Oakland County, Wayne County, Detroit, and Grand Blank and is cited as a national leader in statistically valid public surveys.
<b>Total Cost Proposal</b>	<b>\$ 116,678.00</b>	<b>\$ 73,210.00</b>	<b>\$ 122,800.00</b>
<b>Alternate needs, elements, or value-adds proposed to the plan of process that would add value to the project, including any additional costs associated</b>			Value Add: Costs in addition to above base Proposal: Four Rochester "Field Days" broad-based input sessions, 2 held early in process to receive input on goals/vision, 2 follow the preparation of draft plan for feedback loop, and all to be hosted in conjunction with existing City events (farmer's markets, sports playoffs, etc.). Additional cost of \$7,600.00.  Expanded statistically Significant Survey- base proposal includes statistically significant public opinion survey of 300 households (conducted by ETC Institute), enhancement can increase sample size to 500 households. for greater data granularity. Additional Cost of \$6,000.00.