

September 12, 2022

Ms. Pepper Lockhart – Manager  
City of Ewart  
200 S. Main Street  
Ewart, MI 49631

**RE: Proposal to Professional Services for Preparation of Park & Recreation 5 Year Master Plan**

Dear Pepper:

We are pleased to provide our proposal for preparing a 5 Year Park and Recreation Plan Update for the City. Our proposal is based on preparing a plan to meet current Michigan Department of Natural Resources (MDNR) plan submittal and funding eligibility requirements. We assisted the City in the preparation of the previous 5 Year Plan.

We recognize the following are necessary for your project's success:

- **Community Input.** Participation by members from the Planning Commission, City Staff, City Council, and general public is key to the overall success of this project.
- **Inventory & Analysis** of existing public and quasi-public land, existing parks and facilities and current and proposed programs need to be evaluated and established to reflect the current and projected needs of the community.
- **Identify true and accurate user needs.** Public involvement through workshops, public hearings and surveys can aid in long-range planning for park & recreation facility and program needs.
- **Identify viable grant funding sources** that are necessary for implementation. The Recreation Plan is the first stage in seeking funding assistance.
- **Completion Date.** The final 5-year Recreation Plan is anticipated to be completed by prior to February 1, 2023.

Our project team of Landscape Architects and Engineers brings over 100 years of combined experience. We have a comprehensive understanding of the many diverse and sometimes competing complexities involved with Park and Recreation planning and design, which must be taken into consideration to meet the needs of active, passive, and challenged users in an integrated park setting.

### SCOPE OF SERVICES

For recreational acquisition or development grant applications, the MDNR requires adopted plans, which are acceptable for not more than five years. Adopted plans require public input and a formal resolution to adopt the plan. Work will include updating demographic and economic data, updating an inventory of recreational facilities, conducting public workshops to identify current community needs, and developing a recreation plan to meet the needs of the community. The plan will be used to identify recreation programming needs and existing recreation opportunities. This plan will also be used to qualify the City for MDNR recreation grants for the next five years.

**316 Morris Avenue, Suite 230**  
**Muskegon, MI 49440**  
P: 231.726.1000  
F: 231.726.2200  
[www.fveng.com](http://www.fveng.com)

### **TASK 1 - START-UP MEETING /CONDUCT WORKSHOP (MEETING #1)**

We will meet with representatives from the City Staff to confirm and to develop the project schedule. We will work together to identify a database of key community stakeholders who will interact with the community and consultants throughout the project. The City Manager will serve as a link with the consultants and will help facilitate the focus of the public forums. We will need input from the stakeholders and City Staff to establish goals and objectives for the public workshop and public hearing. We will also verify the scope of area to be addressed by the Master Plan and:

- Meet with the City Staff to review objectives.
- Obtain existing 5-year park & recreation plan, master plans or maps of existing park facilities.
- Solicit public input at an informal workshop to discuss the needs and goals and objectives for the Recreation Plan.

We will need input from the Staff to help identify key issues, establish goals and objectives, and start the process of building a consensus for the scope and elements included for each of the respective park facilities.

**Schedule to complete Task 1 from authorization date 10 days**

### **TASK 2 - REVIEW & PREPARE DEMOGRAPHIC & ECONOMIC DATA**

The recreational planning process needs to take into account the conditions of the actual park facilities, external factors, community growth patterns and the effect that these may have on the statistical data, examine ways to improve the data collected and then re-examine a more holistic approach to what the Community's true recreational needs really are. The data reviewed and synthesized will include:

- Physical attributes.
- Demographics (Census Data, etc.).
- Local Government Structure and Operational Budget.
- Community Master Land Use Plan and other planning related documents.

**Schedule to complete Task 2 from authorization date 20 days**

### **TASK 3 - PREPARE POPULATION-BASED STANDARDS / NEEDS ANALYSIS**

We will utilize the National Recreation and Park Association (NRPA) *1995 Park, Recreation, Open Space and Greenway Guidelines* by James D. Mertes and James R. Hall that recognize the importance of establishing and using park and recreation standards as:

- A national expression of minimum acceptable facilities for the citizens of urban and rural communities.
- A guideline to determine land requirements for various kinds of park and recreation areas and facilities.
- A means to justify the need for parks and open space within the overall land-use pattern of a region or community, which can be best defined as "the process of assessing the park, recreation, and open space needs of a community and translating that information into a framework for meeting the physical, spatial and facility requirements to satisfy those needs."
- We will prepare the Summary of Existing Parkland and Uses in relation to these guidelines.
- Summarize the ADA compliance inventory of existing facilities. Actual inventory data to be provided by the City or gathered from visual observations.

**Schedule to complete Task 3 from authorization date 30 days.**

### **TASK 4 - DEFINE & PREPARE COMMUNITY GOALS AND OBJECTIVES (MEETING # 2)**

We will facilitate a public meeting/workshop involving the community stakeholders and the general public. We will encourage the Staff to invite key representatives from area groups such as recreational league organizers, senior groups and any others deemed appropriate. We will anticipate that one of these meetings will be held in conjunction with the area schools in order to get young people of all ages involved in the process. The goal of the first public meeting/community workshop will be to discuss the perceptions, needs and opportunities for the community as a whole. In addition, we will discuss such topics as:

- Community Identity and Character.
- Recreation and Culture.
- Natural Resources and the Environment.
- Historic Preservation.
- Commercial Development

The primary goals of these workshops will be to:

- Solicit public input on needs and goals and objectives for the Recreation Plan.
- Assess existing recreation opportunities.
- Assess recreation needs and priorities.
- Outline plan of action to meet community goals.

**Schedule to complete Task 4 from authorization date 45 days.**

**TASK 5 - PREPARE AND PRIORITIZE 5-YEAR RECREATION CAPITAL IMPROVEMENT SCHEDULE**

Costs and economic realities need to be kept in mind even at the master plan stage. Proposed design elements and solutions need to be aesthetic as well as practical. Our design team will develop preliminary cost projections based on the input received from the public, the Planning Commission and City Staff. Given the larger scale often associated with recreational projects, we would work with the City Staff to develop a Logical Phasing Plan and Schedule. This section will be directly tied to the public input gathered as well as the defined methodology that the City may consider for a cost/benefit analysis approach to establishing these priorities.

We will:

- Assign priority to address needs and implement improvements.
- Prepare estimated cost projections.
- Prepare capital improvement recommendations and schedule.
- Identify funding sources.

**Schedule to complete Task 5 from authorization date 60 days.**

**TASK 6 - PUBLIC HEARING & PRINTING (MEETING # 3)**

We will develop a Final Five-Year Master Plan Update and will present it at a final public meeting. We will:

- Attend public hearing for review and comment on recreation plan draft.
- Revise and assemble the plan per public input.
- Present revised plan at City Council meeting for acceptance
- Submit approved copy of Recreation Plan to the MDNR prior to February 1, 2023 deadline
- Provide the City with one printed copy of Recreation Plan, one electronic copy saved in PDF format and one electronic copy saved in Word format. All other printing is the responsibility of the City.

**Schedule to complete Task 6 from authorization date 90 days.**

Not included in our proposed scope of work at this time, we have experience and can provide professional services in the following areas:

- Preparation of Site Specific Preliminary Master Plans
- Preparation of MDNR Grant Application(s)
- Preparation of any written survey
- Design and preparation of construction documents
- Bidding and contractor selection
- Construction Management
- Topographical Survey



**FEE**

Our services will be provided as a starting basis of working with existing plan with simple editing and reformatting. Community-wide surveys are not included in our fee. An on-line community survey can be added for an additional \$1,800 to the fee below if desired.

Task	Description	Fee
Tasks 1 - 6	Prepare 5 Year Park and Recreation Master Plan Update	\$6,300

We currently have the in-house staff necessary to complete all aspects of a parks and recreation master plan for the City. Task 1 - 6 would begin in the summer or early fall to meet the plan filing deadline of February 1, 2023. If this proposal is acceptable, we will prepare a professional services agreement for your authorization. If there are questions, please call us at 616.942.3606

Sincerely,

FLEIS & VANDENBRINK



Rick Stout, LLA LEED AP  
Project Manager  
Landscape Architect  
[rstout@fveng.com](mailto:rstout@fveng.com)



Don DeVries, P.E.  
Principal