



MEMORANDUM

REGULAR CITY COUNCIL MEETING

July 17, 2023, at 7:00 PM

TO: City Council

FROM: Rich LaBombard, City Manager

SUBJECT: Proposal to Update 5-year Parks and Recreation Plan

The Cities of Douglas and Saugatuck, Saugatuck Township, and the Saugatuck Public Schools have agreed to work together to update the joint 5-Year Parks and Recreation Plan. The current Parks and Recreation Master Plan expires in February 2024. A current 5-Year Parks and Recreation Plan is required to be eligible for any of the grant programs offered through the Department of Natural Resources.

To facilitate the update process, the communities established a Steering Committee made up of municipal administrators who were tasked with developing a request for proposal (RFP), soliciting sealed responses, reviewing submittals, and making a recommendation for the selection of a firm to lead the project. The Steering Committee received two strong proposals in response to the RFP.

- Viridis Design Group, Grand Rapids, Michigan - \$15,500
- MCSA Group, Inc., East Grand Rapids, Michigan - \$16,500

Having reviewed the proposals, the Steering Committee recommends that the communities accept the proposal submitted by Viridis Design Group. Viridis demonstrated experience working with smaller communities, offered a more detailed scope of work, submitted resumes of the project team, created a defined work schedule, and was the lowest cost of the two proposals submitted. Viridis proposes completing the Parks and Recreation Plan update at a cost of \$15,500. The Steering Committee recommends an equal cost-share for the four participating entities in the joint plan update. The City of Douglas' share will be \$3,875.00. The City budgeted \$7,500 for this activity. Additional funds are available for Douglas specific items or additional meetings with the consultant if needed.

Funds are available in the General Fund – Planning and Zoning – Contractual Consultant Account – 101-701-803.

I recommend City Council accept the proposal from Viridis Design Group, of Grand Rapids, Michigan, to update the joint 5-Year Parks and Recreation Plan the cost of which is to be equally shared by the City of Douglas, Saugatuck Township, City of Saugatuck, and Saugatuck Public Schools.



TRI-COMMUNITY 5-YEAR PARKS & RECREATION MASTER PLAN

City of Saugatuck, City of Douglas,
Saugatuck Township, & Saugatuck School District
June 16, 2023

Proposal for Master Planning Services



2926 West Main Street
Kalamazoo, Michigan 49006

1439 Monroe NW, Suite 210
Grand Rapids, Michigan 49505

June 16, 2023

ATTN: Daniel DeFranco
Saugatuck Township Manager

Re: 2024 Tri-Community Five-Year Parks and Recreation Master Plan Update

Dear Daniel,

VIRIDIS Design Group is pleased to present the following proposal to provide professional park master planning services to the Saugatuck-Douglas Tri-Community to update the Five-Year Parks and Recreation Master Plan in accordance with the Michigan Department of Natural Resources (MDNR) guidance documents. Our experienced staff assigned to the project have completed numerous parks and recreation plans and updates, along with other park planning efforts, for many other communities in Michigan, including the Grand Rapids 2022 Strategic Parks Master Plan and City of Walker 2023 Five-Year Parks and Recreation Master Plan. We are very familiar with the MDNR requirements for park master plan development and have an excellent understanding of the planning process.

We understand the master plan update will provide a basis for future acquisition, development, expansion, maintenance, and administration of recreation and park facilities within the tri-community area. The master plan will create a unified plan for future additions and improvements to its current high-quality public spaces, parks, and trails for all residents and visitors to enjoy.

Our final deliverable will include a comprehensive report that will describe the following requisite components for certification by the MDNR: Community Description, Administrative Structure, Recreation Inventory, Description of the Planning and Public Input Process, Goals and Objectives, Action Program, Long Term Funding Opportunities, and accompanying plans, maps, charts, tables, and other graphics.

We can meet the schedule for submitting a plan by the 2/1/24 deadline and we believe our experience to be extremely well-suited to your project needs. We look forward to the opportunity you have presented.

Sincerely,
VIRIDIS Design Group

A handwritten signature in black ink, appearing to read "John W. McCann".

John McCann, PLA, ASLA, LEED AP
Principal

COMMUNITY BUILDING: CO-LEAD + EMPOWER

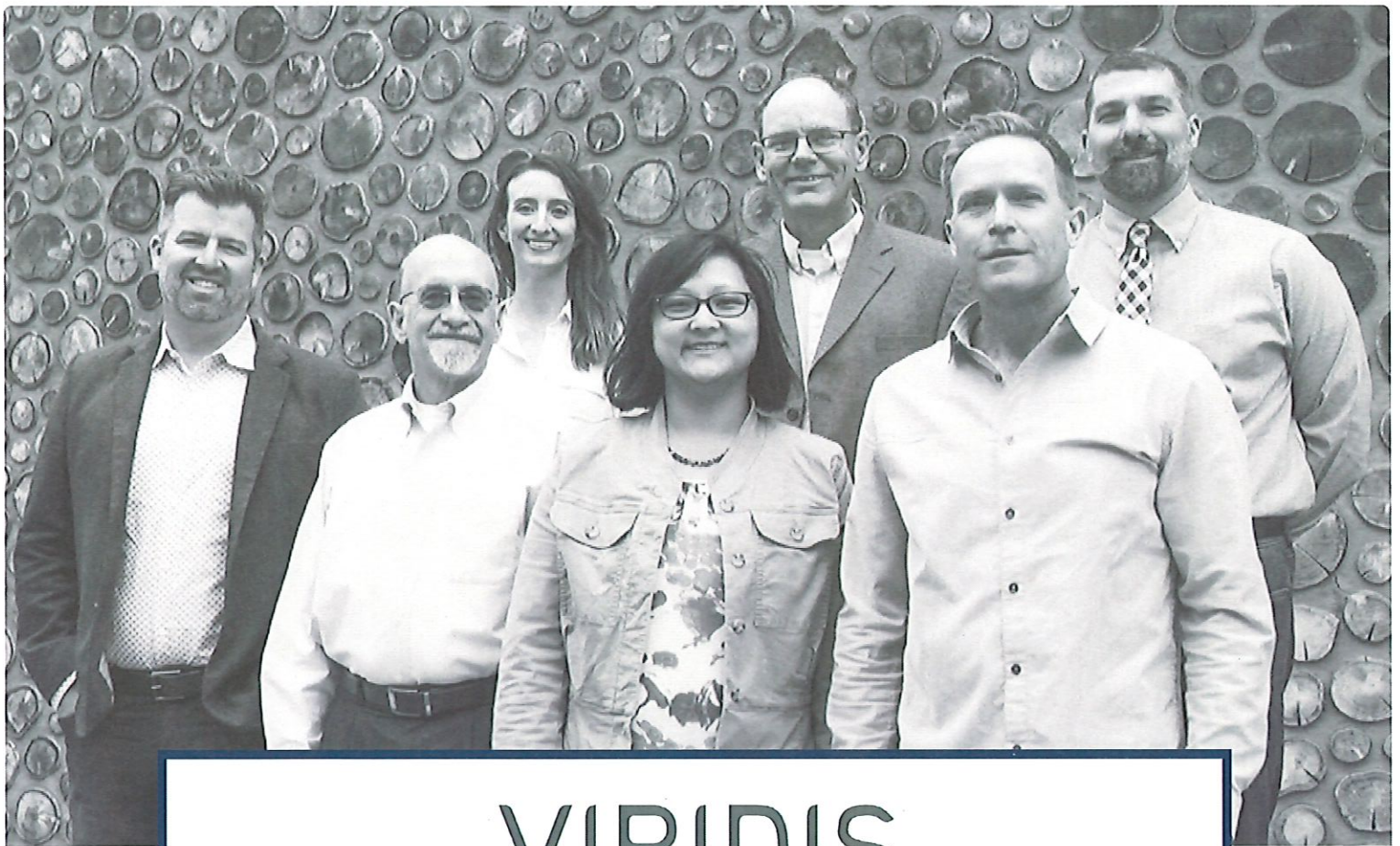
The art of public engagement is in storytelling. As designers and planners, it is our job to weave together years of previous planning efforts within the Tri-Community area into a succinct timeline that helps residents understand the foundation of the master plan effort. Through careful listening, we will rely upon stakeholders aspirations and the unique characteristics of each community to suggest appropriate planning directions. Our role as a collaborator with the Steering Committee, stakeholders, and general public, is to offer our experience and insight to best practices in park master planning. We recognize the significance of this effort and its potential impacts on the community and surrounding region. Our charge is to listen, test the input through the goal setting process, balance the realities and capacity to implement the goals of the plan, and achieve a preferred vision. A strong emphasis on community engagement ultimately produces consensus-driven, quality design—the best plans emerge not from our own preconceived notions, but from a holistic process tied to each community in which we work.

In reviewing past Saugatuck and Douglas planning reports, our team is excited about the progress made and about the breadth of possibilities for connecting to the community on a high impact project that spans across the area. Our team thrives on building relationships and trust within every community we work in and look forward for the opportunity to interact with groups such as students and teachers in the Saugatuck school district, residents and visitors, and City and Township leaders in playful and meaningful ways. We see this engagement process as a combination of one-on-one conversations blended with vibrant community gatherings, supplemented with online surveys.

To co-lead and empower is to highlight ways in which a community can achieve desired environmental, social, and economic goals while staying true to the community's character and sense of place. It means bringing a diverse group of people to the table with designers to collectively create vibrant, important public green spaces. We will work side-by-side with you to develop an engagement strategy that is true and authentic to the character and perspectives that make the Tri-Community a special place.

TEAM WORK MAKES THE DREAM WORK! - WADE'S BAYOU MEMORIAL PARK





VIRIDIS

Design Group

VIRIDIS Design Group is an experienced based, award-winning professional landscape architecture and civil engineering firm with offices in Kalamazoo and Grand Rapids, Michigan. We have built our firm with individuals who specialize in recreational, urban, and institutional planning and design. We offer open-space planning, community engagement, site design and visualization, pedestrian and vehicular circulation, civil engineering, and construction documentation and administration. Our comprehensive experience allows us to merge artistic vision, environmental sensitivity, and sound technical skills to create inspirational and enduring places. Our firm has received numerous professional awards and was honored as the 2016 Firm of the Year by the American Society of Landscape Architects, Michigan Chapter. We are a licensed LLC firm in the state of Michigan and consist of six licensed landscape architects and a civil engineer. These senior level professionals deal with every aspect of the project from client interface, to public engagement, to documentation. This process ensures that our clients receive a personalized, holistic approach to their project, with a final product that is supported by their community.

Kalamazoo Office:
2926 West Main Street
Kalamazoo, MI 49006
(269) 978-5143

Grand Rapids Office
1430 Monroe Ave. NW, Suite 210
Grand Rapids, MI 49505
(616) 438-9841
www.virdg.com

Professionals:

Tim Britain, PLA, ASLA, LEED AP
Woody Isaacs, PLA, ASLA, CPSI
Trevor Bosworth, PLA, ASLA
John McCann, PLA, ASLA, LEED AP
SuLin Kotowicz, PLA, FASLA
Lindsey Gadbois, PLA, ASLA
George Granger, PE

Experience:

+ 30 Years
+ 30 Years
+ 25 Years
+ 25 Years
+ 17 Years
+ 15 Years
+ 40 Years

PROJECT TEAM

JOHN McCANN, PLA, ASLA, LEED AP

Landscape Architect, Principal-In-Charge



YEARS OF EXPERIENCE

+14 Years VIRIDIS
+25 Years Total

OFFICE HOME BASE

2926 West Main Street
Kalamazoo, MI 49006

John is a partner in the firm and brings 25 years of recreation planning and design experience to the project. He has extensive knowledge and experience pertaining to park planning and design and has completed many park master plan updates. John has experience with the MDNR Recreation Plan guidelines, process, and grant programs. In every planning project he leads, he encourages participatory public engagement strategies, such as workshops and public brainstorming sessions. This form of relationship and trust building has proven to deepen community investment in public space.

John is experienced in ADA guidelines and universal design principles, and understands the rating system required for DNR projects. John has worked on a number of recreation projects and is well versed in park system planning.

PROJECT ROLE: John will serve as the project manager and will be the primary contact for the project. John will manage the schedule and budget, coordinate meetings with the Steering Committee and develop the Recreation plan documents.

EDUCATION

Bachelor of Landscape Architecture,
Penn State University, 1997

PROFESSIONAL REGISTRATIONS

Licensed Landscape Architect: State of Michigan
& Ohio

PROFESSIONAL MEMBERSHIPS

+ American Society of Landscape Architects
+ Richland Township Planning Commission
+ Gull Lake Community Schools Foundation Board

SELECTED PROJECTS

City of Walker - 5-Year Recreation Plan Update
City of Springfield - 5-Year Recreation Plan Update
Fruitland Township 5-Year Recreation Plan Update
City of Hastings 5-Year Recreation Plan Update
Barry Township 5-Year Recreation Plan
City of Portage 5-Year Recreation Plan Update
Delta Township 5-Year Recreation Plan Update
City of Sturgis 5-Year Recreation Plan Update

Schoolcraft Township 5-Year Recreation Plan Update
Texas Township 5 Year Recreation Plan Update
Solon Township 5 Year Recreation Plan
Village of Richland 5 Year Recreation Plan
Kalamazoo Township Non-Motorized Transportation Master Plan
City of Sturgis Non-Motorized Transportation Master Plan
Barry Township Strategic Master Plan
Texas Township DDA Master Plan

PROJECT TEAM

LINDSEY GADBOIS, PLA

Landscape Architect & Community Engagement Coordinator



YEARS OF EXPERIENCE

+ 4 Years VIRIDIS
+16 Years Total

OFFICE HOME BASE

1430 Monroe Avenue NW
Grand Rapids, MI 49505

Lindsey brings 10 years of recreation planning and design experience to the project. Lindsey has assisted with the development of many 5-year park and recreation master plans and is familiar with the MDNR Recreation Plan guidelines. Lindsey most recently lead the City of Grand Rapids 5-Year Parks and Recreation Master Plan Update which has given her extensive experience with the requirements of the recreation plan process. Lindsey regularly leads public engagement processes and creates innovative ways of connecting with people, unique to each community she works in, both in-person and virtually.

With an experienced background in the arts and horticulture, Lindsey strives to foster eco-literacy within urban environments by designing spaces that encourage play and spark curiosity. Through one-on-one conversations, she weaves together ecological, cultural, and historical stories to create spaces that are reflective of each community she works in.

PROJECT ROLE: Lindsey will lead the public engagement process and assist with the development and production the final master plan report.

EDUCATION

Bachelor of Landscape Architecture,
University of Washington, 2014

ATA Horticulture, Edmonds
Community College, 2007

PROFESSIONAL REGISTRATION

Licensed Landscape Architect:
State of Michigan

PROFESSIONAL MEMBERSHIPS

+ American Society of Landscape Architects
+ Downtown Grand Rapids, Inc. Alliance Member

SELECTED PROJECTS

City of Walker - 5-Year Recreation Plan Update
Grand Rapids Parks and Recreation Strategic 5-Year Master Plan Update, City of Grand Rapids
Fruitland Township 5-Year Recreation Plan Update
6th Street & Canal Park Master Plan, City of Grand Rapids
Ken-O-Sha Park Improvements, City of Grand Rapids
Ah-Nab-Awen Park Master Plan, City of Grand Rapids
Ottawa Sands County Park Master Plan, Ottawa County

Ketchum Park Master Plan, City of Marshall
Mill Race Pavilion and Confluence Garden, City of Marshall
Playground in the Park at John Ball Zoo,
Grand Rapids, MI
The Highlands Naturescape, Grand Rapids, MI

PROJECT TEAM

LINDA BRUNO, PLA

Landscape Architect



YEARS OF EXPERIENCE

+4 Years VIRIDIS
+16 Years Total

OFFICE HOME BASE

1430 Monroe Avenue NW
Grand Rapids, MI 49505

Linda brings over 15 years of recreation planning and design experience to the project. Linda has assisted with the development of many 5-year park and recreation master plans, which has given her extensive experience with the requirements of the planning process, including the MDNR Recreation Plan guidelines. Linda is adept at collecting background information and conducting site visits to inventory existing site amenities and review accessibility ratings.

In addition to her background in Parks and Recreation planning, Linda also has extensive experience with the preparation and management of MDNR recreation grants. Having this understanding of the requirements of the grant development process helps inform her ability to prepare Recreation Master Plans that include park development descriptions that dovetail with the grant writing requirements.

PROJECT ROLE: Linda will assist with the collection of background information, conduct the recreation inventory, and assist with report preparation and mapping exhibits.

EDUCATION

Bachelor of Landscape Architecture,
Ball State University, 2001

PROFESSIONAL REGISTRATION

Licensed Landscape Architect: State of
Michigan

PROFESSIONAL MEMBERSHIPS

+ American Society of Landscape Architects

SELECTED PROJECTS

Delta Township 5-Year Recreation Plan Update
City of Hastings 5-Year Recreation Plan Update
City of Portage 5-Year Recreation Plan Update
Solon Township 5-Year Recreation Plan
Barry Township 5-Year Recreation Plan
Paul Henry Thornapple River Trail, Village of Middleville
South Drake Rd Non-Motorized Trail Phase 1 & 2,
Oshtemo Township

MSU Pathways Red Cedar Greenway Path, MSU / East Lansing
6th Street Park Implementation, Texas Township
Campau Park Master Plan and Implementation,
City of Grand Rapids

APPROACH

Our design process can be defined as the steps taken in search of form or answers to design questions. It is a process of envisioning and weighing possibilities with the aim of proposing intentional change. Continuous feedback is the cornerstone of our design process. At every phase, we engage stakeholders and discuss alternatives with clients. These methods are proven to reconcile diverse and even conflicting priorities, leading to better solutions and timely processes. We apply our extensive experience to guide an efficient and comprehensive engagement and design process making certain that all voices are embodied in the final product.

Built around an understanding of the Tri-Community's vision, balanced with infrastructure availability, community history and culture, and the physical condition of existing green spaces and connecting trails, we will develop an strategic master plan that holistically connects the park system to existing residents and amenities while planning for growth and new generations within a vibrant tourist community.

We provide a strong commitment to city and township leaders, stakeholders, and the general public to provide valuable information with which to plan for impactful solutions for park planning throughout the Saugatuck and Douglas area. Our process will be rooted in the following principles:

- Engagement in a transparent and open process that allows significant input and multiple feedback loops between the VIRIDIS Team, the city, downtown stakeholders, and general public.
- Consideration of all points of view to develop a plan that addresses needs and concerns in order to enhance the user experience in each corridor and throughout greater downtown.
- Improvements that promote good urbanism with a focus of flexible space development and preservation of corridor character-defining features.
- Maximize aesthetic appeal and environmental stewardship while minimizing maintenance requirements and impact to existing infrastructure and services.
- Delivery of informed, creative, and vibrant design solutions that are a catalyst to generate excitement, raise awareness, and help guide future investments.
- Development of realistic cost estimates for implementation and preventative maintenance for the project corridor.
- Anticipation of construction needs to reduce circulation and economic impacts on the surrounding business community and downtown residents.



VIRIDIS Team with a City of Grand Rapids staff member at a community engagement event for their 5-Year Parks and Recreation Update

WORK SCOPE

VIRIDIS Design Group will complete the scope of work through a well-organized work plan that assists the Steering Committee through the planning process. Our work plan is designed to be flexible and is offered as a guide to develop and implement the project. The following assignments can be modified as deems necessary. Our service philosophy is to provide a high-quality finished product, therefore, if more meetings are required than what is listed in this plan, the VIRIDIS Team will attend and facilitate additional meetings. Our ultimate goal is to ensure a successful project and client satisfaction.

■ Kickoff / Administrative Input Meeting

VIRIDIS Design Group will facilitate a kickoff meeting with the Steering Committee to review the scope of the project and discuss goals and objectives. We anticipate the attendees of this meeting will include city and township staff from Saugatuck and Douglas as well as representatives from the Saugatuck School District. The following topics should be discussed:

- Discuss coordination between municipalities
- Identify other key stakeholders to include in the process
- Set project schedules and deadlines
- Set public input meeting and stakeholder meeting dates and agendas
- Discuss both project and client goals and objectives
- Identify strengths and weaknesses from the current plan
- Identify other pertinent planning documents for review
- Identify any potential project concerns

■ Collection of Background Information

Our team will obtain available information and mapping for local and regional recreational facilities. The following will be completed:

- Obtain demographic information including census data and population characteristics, trends and projections.
- Obtain and review in detail the existing (and past) Parks and Recreation Plan(s), listing of previously completed grant projects and grants received, and any other existing pertinent planning documents.
- Obtain available mapping including natural resources, utilities, land use, and other relevant mapping.
- Obtain information regarding administrative structure, organizational charts, programming, recreation budgets, and operational and maintenance budgets between the Tri-Community municipalities.
- Obtain information regarding recent park development/improvements, non-motorized facility development, ADA improvements, and maintenance issues.

■ Recreation Inventory

Using the current plan as a guide VIRIDIS will complete a comprehensive update of existing park facilities, including non-motorized facilities, within the Tri-Community area. We will review the park facility inventory in the current plan and update the matrix based on any changes that have occurred, including any barrier free improvements that may affect the ADA Assessment rating. Our analysis and update will include school facilities, cemeteries, and non-motorized facilities. The following will be completed as part of the Recreation Inventory:

- Development of overall Tri-Community park map delineating locations of park facilities.
- Inventory of current programs and events offered through the Saugatuck-Douglas area.
- Listing of Recreation Grant award history.
- Assist the in preparing the Post Completion Self-Certification Reports for all previous grant projects which will include photographs of program recognition plaques and completed PR1944 forms.
- Mapping of the non-motorized system improvements to date.
- Identify opportunities for larger redevelopment initiatives.
- Identify potential land acquisition sites for future park development.
- Inventory of regional parks and recreation facilities.
- Inventory of adjacent non-City/Township owned recreational facilities in the area (golf courses, camp grounds, etc).
- Inventory and mapping of natural resources.
- Aerial map of each park site.
- Evaluate the inventory data to determine deficiencies based upon present and projected goals.

■ Community Needs Assessment

We will assess the community need for parks and recreational facilities against facility availability. We will utilize three methods to identify the needs of the Tri-Community area which include: comparison to accepted standards, level of service perceived by the public, and demographic trend analysis.

Comparison to Accepted Standards - Using the National Parks and Recreation Association (NPRA) guidelines we will compare the area's available facilities to the defined NPRA standards to understand the minimum acceptable park and recreation facilities and identify a program for achieving an equal distribution of parks and green space. This assessment will use park service area standards and units per population both by acres of park type and number of facilities. The following will be completed:

- Classification of each recreational facility per NPRA guidelines in accordance with the size and role they play in the park system (mini-park, community park etc).
- Overall map of associated service area for each park type that indicate a minimum standard for geographic balance.
- A matrix showing population service standards by park type.
- A matrix showing population service standards by recreation activity.

Level of Service Perceived by the Public - In order to understand how the residents of perceive the parks and recreation system, we will host a public input process to solicit community input through surveys, public workshops, focus groups, and public hearings (described on the following page).

Demographic Trend Analysis - We will research parks and recreation use patterns and trends nationally and cross reference the data with local demographics and population statistics to gain an understanding about how the community is or isn't using park facilities as well as where gaps in park service may exist. The analysis will include how age, gender, and lifestyle impact park and recreation wants and desires.

■ Public Engagement

As designers and planners, it is our job to weave together years of previous planning efforts within the Tri-Community area into a succinct timeline that helps residents understand the foundation of the master plan effort. Through careful listening, we will rely upon stakeholders aspirations and the unique characteristics of each community to suggest appropriate planning directions. Our role as a collaborator with the Steering Committee, stakeholders, and general public, is to offer our experience and insight to best practices in park master planning. We recognize the significance of this effort and its potential impacts on the community and surrounding region. Our charge is to listen, test the input through the goal setting process, balance the realities and capacity to implement the goals of the plan, and achieve a preferred vision. A strong emphasis on community engagement ultimately produces consensus-driven, quality design—the best plans emerge not from our own preconceived notions, but from a holistic process tied to each community in which we work.

We understand engagement is a process, and we see that moving from vision to action provides lasting results. Our unique approach for engagement builds upon ideation to a process of active community building, all while working hand in hand with the Steering Committee and stakeholders. Our suggested process includes the following techniques:

Community Survey & Marketing - VIRIDIS will develop an online survey designed to receive feedback from the community. This method provides the residents with a way to express their views if they are unable to participate in an in-person engagement session. Surveys provide an analysis of results which is helpful in cross-referencing with population characteristics and recreation trends. The survey can be printed out and provided to those who do not have access to internet or a computer. Our team can assist in managing social media outlets to inform the community of project updates, survey links, and ways to participate in the planning process. We can provide useful marketing materials, such as flyers and postcards with QR codes, to promote project awareness within the community.

Park Entity Focus Groups - Small, one-on-one conversations with each park entity will allow our team to have an authentic dialogue and understand current needs and concerns from a variety of perspectives. We will work with the Steering Committee to determine a list of stakeholders to invite to an informal, welcoming listening sessions. Two meetings for each entity will be held, for a total of eight focus group meetings.

Public Input Workshop - VIRIDIS will facilitate a public input meeting with the Saugatuck and Douglas communities to receive feedback on the current park system as well as wants and needs for future park facilities. Information gained from public input, combined with the inventory and analysis help form the basis of the goals and objectives and action plan. We anticipate inviting residents, members from pertinent local boards, committees, and commissions, city and township staff, public schools, road commission, regional agencies, district library, neighborhood associations, parks volunteers, and any other identified stakeholders.

The open house style workshop will include a series of interactive feedback stations that allow participants to “drop-in” during a designated time frame to voice their ideas on opportunities and challenges within the parks system. Feedback stations may include (but not limited to) dot polling (placing a dot sticker on desired amenities), review of park imagery to spark ideas, maps of existing parks with sticky notes, kids activities, park modeling activities, questionnaires, and other input collection strategies.

■ Plan Development

Utilizing the park inventory, needs assessment, resource analysis and information gathered from stakeholders, city and township staff, school leadership, and the community, VIRIDIS will develop a draft version of the parks and recreation plan. The draft will include the following (including all mapping):

- Community Description
- Updated Administrative Structure with description of Saugatuck parks and trails millage
- Resource & Recreation Inventory
- Description of the Planning Process & Public Input Process
- Goals and Objectives
- Actions Program and Capital Improvement Schedule

Review Meetings - A draft of the master plan report will be provided to the Steering Committee for review. Revisions based on the feedback and comments received from staff reviews will regularly be updated into the plan.

30-Day Public Review - Once the Steering Committee is comfortable with the master plan draft, it will be made available to the public for review and comment for a period of 30 days, as required by the MDNR. The review period will be publicly noticed made available for viewing in at least two or three locations within the Tri-Community area.

SIMILAR PROJECT EXPERIENCE

VIRIDIS Design Group has led many Five-Year Parks and Recreation Master Plan projects that have been adopted and approved by the MDNR. This experience has provided us with the expertise related to MDNR and other grant standards and process for developing and submitting a Five-Year Park Master Plan. The projects listed below were informed through a customized public engagement process of strategies that include, online surveys, public workshops and input sessions, social media platforms, and stakeholder focus groups. Community feedback directly informed deliverables which typically includes maps, graphics, and report content for each plan to meet grant requirements.

Recently Completed Five-Year Parks and Recreation Master Plans:

- City of Walker - 2023 5-Year Parks & Recreation Plan
- City of Portage - 2023 5-Year Parks & Recreation Plan
- City of Springfield - 2023 5-Year Parks & Recreation Plan
- Delta Township - 2023 5-Year Parks & Recreation Plan
- Fruitland Township - 2022 5-Year Parks & Recreation Plan
- City of Grand Rapids - 2022 Five Year Parks & Recreation Plan
- City of Hastings - 2019 Five Year Parks & Recreation Plan
- Schoolcraft Township - 2019 Five Year Parks & Recreation Plan
- City of Portage - 2018 Five Year Parks & Recreation Plan
- Delta Township - 2018 Five Year Parks & Recreation Plan
- Barry Township - 2015 Five Year Parks & Recreation Plan
- Charter Township of Texas - 2015 Five Year Parks & Recreation Plan
- City of Sturgis - 2015 Five Year Parks & Recreation Plan
- Solon Township - 2015 Five Year Parks & Recreation Plan
- City of Hastings - 2014 Five Year Parks & Recreation Plan
- Village of Richland - 2014 Five Year Parks & Recreation Plan

Spark Grant:

- City of Portage: Ramona Park Playground Renovation
- Fruitland Township: Nestrom Park Master Plan Redevelopment
- Lilly Township: Stephen P. Bitely Park Master Plan Redevelopment
- Richland Township: Township Park Pickleball Courts

Trust Fund Grant:

- Delta Township: Delta Mills Park Remove and Replace Restroom
- Delta Township: Delta Mills Park Restroom Renovation
- Delta Township: Delta Mills Park Canoe Launch
- Delta Township: West Willow Highway Canoe Launch
- Texas Township: Texas Drive Non-Motorized Trail
- Texas Township: 6th Street Park
- Texas Township: Texas Drive Park Splash Pad
- City of Hastings: Riverwalk Phase II
- Meridian Township: Harris Nature Center Pavilion
- Village of Sparta: Sparta Recreation Authority Facility
- Village of Middleville: Paul Henry Trail Extension and Riverfront Improvements
- City of Lansing: Burchard Park / Brenke Fish Ladder
- City of Lansing: Adado Riverfront Park Improvements
- City of Grand Rapids: Garfield Park Splash Pad
- City of Grand Rapids: Clemente Park

Lands and Water Conservation Fund:

- Delta Township: Mt Hope Park Phase 1 Development
- Delta Township: Mt Hope Park North Ballfields
- Delta Township: Mt Hope Park Perimeter Pathway
- Meridian Township: Harris Nature Center Restroom
- Recreation Passport Grant:
- City of Sturgis: Oaklawn Park Playground and In-link Rink
- City of Sturgis: Memorial Park Playground
- Texas Township: Texas Drive Park Play Area Renovation



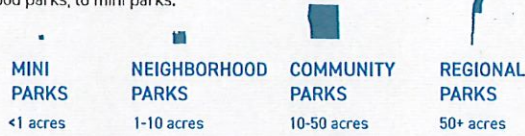
*Nestrom Park Master Plan:
Fruitland Township 5-Year Parks and Recreation Plan 2022*

PROJECT PROFILE: Grand Rapids Parks 5-Year Strategic Master Plan Update

TECHNIQUES FOR COLLECTIVE CREATIVITY

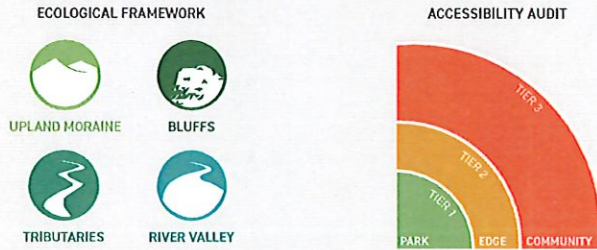
Determine Your Park Type

Grand Rapids has parks of many shapes and sizes from large naturalized regional parks, to amenity-rich community and neighborhood parks, to mini parks.



Assess the Local Context

Recognize the ecological zone in which the parks sits and identify site-specific topographic, hydrological conditions, and native vegetation communities. Analyze accessibility on a tiered scale that identifies human-made and ecological barriers to park users.



Consider the Basic Needs of the Community

Community needs vary depending on economical, cultural, and social settings, and are unique to each neighborhood in which they reside.



CLIENT:
City of Grand Rapids

LOCATION:
Grand Rapids, Michigan

PROJECT COMPLETION:
December 2021

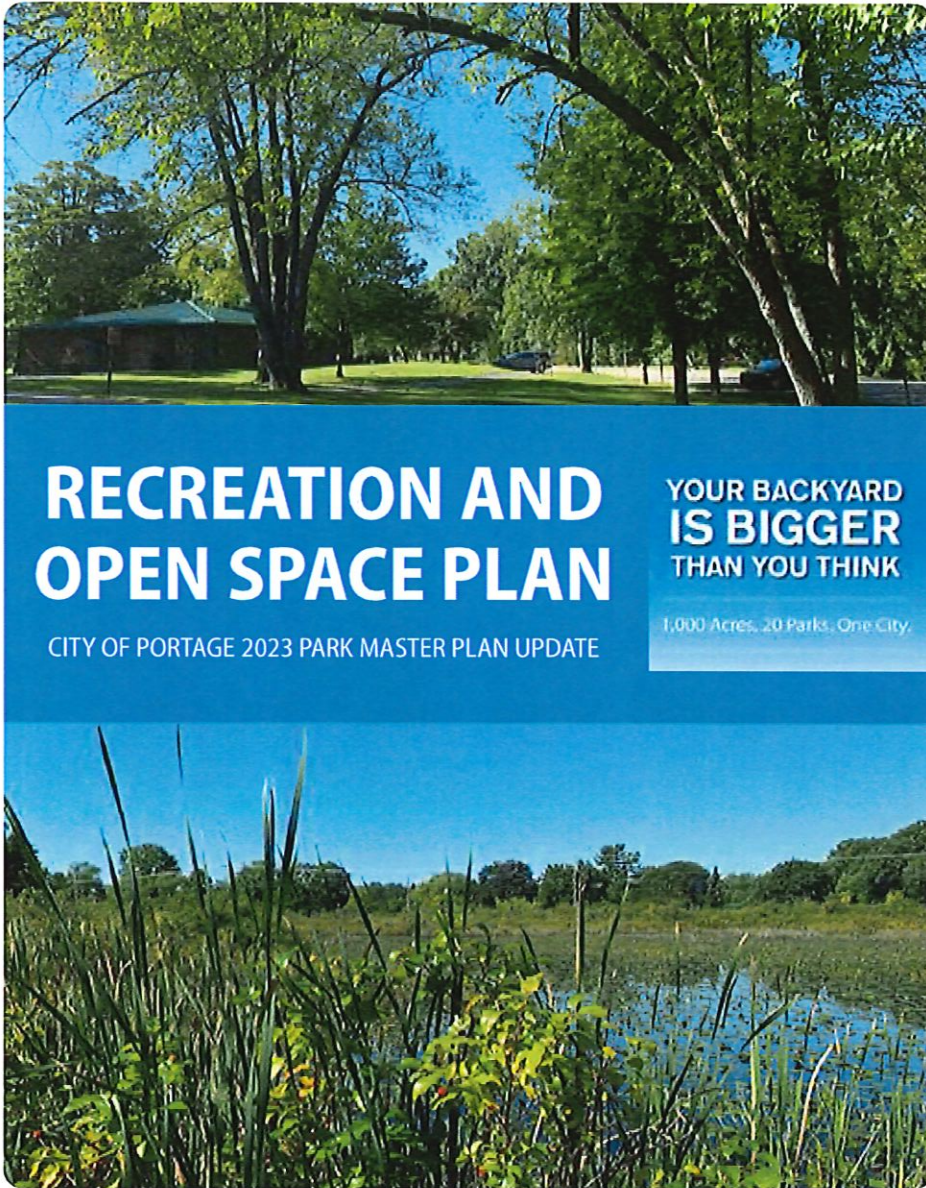
CONTACT:
Karie Enriquez, PE, Project Manager
(616) 456-4281
kenriquez@grand-rapids.mi.us

VIRIDIS was retained by the City of Grand Rapids Parks Department to lead an updated strategic master plan process that engaged the community, and provided guidance for improvements to existing park green spaces, facilities, and recreational programming. Additionally, VIRIDIS was tasked with developing detailed concept plans for four priority parks located in each city ward, with emphasis on equitable access to healthy, safe, and welcoming public parks. The final report was not only a road-map for future park improvements, but a toolkit to guide engagement and analyze the social, economic, and environmental character of the project's community.

KEY FEATURES

- Collaboration with residents at 15 public engagement opportunities
- "PhotoVision" social media campaign to boost public awareness
- Schematic design and cost-estimates for four priority parks
- Temporary prototype installations to test community ideas in park spaces

PROJECT PROFILE: City of Portage Park Master Plan



Recreation and Open Space Plan

GOAL 1
 Enhance existing recreation facilities to provide a high quality, accessible, and safe recreational experience at all city parks and facilities.

- Provide access to all users by meeting or exceeding barrier-free standards.
- Update existing playgrounds to meet current safety and ADA guidelines.
- Evaluate security measures such as emergency call boxes, security systems, lighting, and park visibility.
- Work with enforcement agencies and community organizations to provide a safe environment for park users.
- Maintain park facilities by providing adequate staff, equipment, and responsive systems.
- Incorporate low maintenance products and equipment that save energy, reduce wear, reduce environmental impact, and reduce demands on staff.

GOAL 2
 Preserve, protect, and improve historic, natural, scenic, and environmentally sensitive areas for appropriate public use and enjoyment and habitat protection.

- Develop management / maintenance strategies for natural areas including eradication of invasive species.
- Identify land acquisition opportunities to preserve environmentally sensitive areas including land along Portage Creek.
- Provide programs and facilities that educate the public about the environment.
- Provide programs and facilities that support the conservation, protection, and preservation of the natural environment.

GOAL 3
 Expand the diversity of recreation facilities available at new or existing recreation facilities to offer year-round opportunities for individuals of all ages and abilities in order to meet current and future demands.

- Identify new innovative equipment and/or facilities.
- Provide playground equipment for toddlers.
- Provide wider range of active and passive recreation facilities and programs with four season activities for all ages.

GOAL 4
 Encourage community partnerships and joint ventures with groups and organizations that have a supportive relationship.

- Identify organizations with similar goals that can be collaborative and share costs for activities and events.
- Collaborate with local agencies, adjacent municipalities, and other public organizations.
- Coordinate with local school district and non-profit organizations to identify synergistic programs and activities.
- Explore opportunities to partner with private organizations to encourage philanthropic investment in city park and recreation facilities.
- Facilitate partnerships that support venues for cultural, sports, and recreational activities.

Goals and Objectives 106

Recreation and Open Space Plan

MINI PARK

- 1 Mini Park
- Under 1 acre
- Address unique or specialized recreation needs
- Typically located in urban or dense areas
- Complement neighborhood parks in dense areas

NEIGHBORHOOD PARK

- 3 Neighborhood Parks
- 10-25 Acres
- Located in neighborhoods with family activities suitable for residents
- Can provide active and passive uses

COMMUNITY PARK

- 4 Community Parks
- 10-50 acres
- Meet broad community recreation needs
- May contain specialized recreation facilities
- Contribute to a connected system

LARGE URBAN PARK

- 2 Large Urban Parks
- 10-75 acres
- Serve a broad purpose
- Focus on meeting community recreation needs
- May provide unique landscapes/open space

NATURAL RESOURCE PARK

- 4 Natural Resource Parks
- Access varies based on availability
- Preservation of significant natural resources
- Typically unsuitable for development
- Supports passive recreation activities

SPECIAL USE PARK

- 3 Special Use Parks
- Access varies based on use and location
- Single or specialized recreation activities
- May contain historic or cultural uses

Inventory of Existing Parks & Recreation Facilities 41

CLIENT:
 City of Portage

LOCATION:
 Portage, Michigan

PROJECT COMPLETION:
 December 2022

CONTACT:
 Kathleen Hoyle, Director
 (269) 329-4521
 hoylek@portagemi.gov

Viridis Design Group was retained by the City of Portage to update the Five-Year Parks Master Plan to help guide future investments and improvements to the city's vibrant parks and non-motorized trail system. Viridis facilitated a robust community engagement program that allowed citizens the opportunity to participate in the process and witness how their input was incorporated into the overall report. In researching demographics and trends and cross referencing with data in the NRPA data base, national park trends, and similar size communities, our team produced an action plan to achieve goals, objectives, and a capital improvement plan developed alongside city leadership.

The final graphic plan report told a comprehensive story that interlaced all applicable assessments, maps, engagement findings, and required MDNR information, and was approved and adopted by the city.

PROJECT PROFILE: A River For All



CLIENT:
City of Grand Rapids

LOCATION:
Grand Rapids, Michigan

PARTNERS:
WENK Associates
Williams & Works

PROJECT COMPLETION:
2017

AWARD:
2019 Design Merit Award, American Society of Landscape Architects

CONTACT:
Tim Kelly, President & CEO
(616) 690-5277
tkelly@downtowngr.org

A 'River for All' symbolizes the significance of the Grand River to the City of Grand Rapids, Kent County, and West Michigan as a prominent feature that will enhance the quality of life for all through activation, beautification, restoration, and connection. The river improvements and public spaces along the riverfront will be an inclusive amenity for all residents and guests of Grand Rapids to enjoy. Bike routes, pedestrian trails, and tributaries will provide connections to residents outside of the river corridor and into the adjacent neighborhoods, providing a critical 'missing link' for the region.

As part of a multidisciplinary team, VIRIDIS Design Group served as the local landscape architect, providing corridor-wide planning and design services to create guidelines for future development along the downtown segment of the Grand River. Critical to the success of the project, VIRIDIS collaborated with Williams & Works, in developing an extensive community engagement campaign, including the creation of "A River For All" tag line and project brand. An action oriented planning strategy was used in the form of a pop-up park during ArtPrize, where real-time citizen engagement and feedback was expressed through use and demonstrated preferences in situ. This human-scale pilot project provided a fun space for ideas to be generated by the public, which directly influenced the final river corridor design guidelines.

- KEY FEATURES**
- Corridor-wide design guidelines
 - Extensive public engagement and outreach campaign
 - Identification and design of urban infill sites for future green space
 - Non-motorized trail development

July 6, 2023

Proposal for the Tri-Community 5-Year Parks and Recreation Master Plan

To: Saugatuck Township
3461 Blue Star Hwy, Saugatuck, MI 49453

Attn: Daniel DeFranco, PhD
Saugatuck Township Manager

From: John McCann & Lindsey Gadbois
VIRIDIS Design Group

Dear Daniel:

VIRIDIS Design Group is pleased to present the following proposal to provide professional park master planning services to Saugatuck Township, the City of Douglas, the City of Saugatuck, and Saugatuck Schools Community Recreation for updating the Tri-Community Five-Year Parks and Recreation Master Plan in accordance with the Michigan Department of Natural Resources (MDNR) requirements. We understand the update will provide a basis for future acquisition, development, expansion, maintenance, and administration of recreation and park facilities within the tri-community area. The master plan will create a unified plan for future additions and improvements to its current high-quality public spaces, parks, and trails for all residents and visitors to enjoy.

Our final deliverable will include a comprehensive report that will describe the following requisite components for certification by the MDNR: Community Description, Administrative Structure, Recreation Inventory, Description of the Planning and Public Input Process, Goals and Objectives, Action Program, Long Term Funding Opportunities, and accompanying plans, maps, charts, tables, and other graphics.

Our approach will be rooted in the following principles:

- Planning that engages representatives from each of the tri-community entities in a transparent and open process that allows significant input and multiple feedback loops.
- Consideration of all points of view to create a plan that is sensitive to user needs and reflects the values of the community.
- Enhance the existing character within the parks system using low-impact, sustainable site development principles that will support proposed improvements and programming.
- Ensure that the proposed amenities are accessible to all users.
- Develop a creative yet tangible phased-approach plan with opinions of probable costs for proposed improvements.

WORK SCOPE

VIRIDIS Design Group will complete the scope of work through a well-organized work plan that assists the Steering Committee through the planning process. Our work plan is designed to be flexible and is offered as a guide to develop and implement the project. The following assignments can be modified as deems necessary. Our service philosophy is to provide a high-quality finished product, therefore, if more meetings are required than what is listed in this plan, the VIRIDIS Team will attend and facilitate additional meetings. Our ultimate goal is to ensure a successful project and client satisfaction.

■ Kickoff / Administrative Input Meeting

VIRIDIS Design Group will facilitate a kickoff meeting with the Steering Committee to review the scope of the project and discuss goals and objectives. We anticipate the attendees of this meeting will include city and township staff from Saugatuck and Douglas as well as representatives from the Saugatuck School District. The following topics should be discussed:

- Discuss coordination between municipalities
- Identify other key stakeholders to include in the process
- Set project schedules and deadlines
- Set public input meeting and stakeholder meeting dates and agendas
- Discuss both project and client goals and objectives
- Identify strengths and weaknesses from the current plan
- Identify other pertinent planning documents for review
- Identify any potential project concerns

■ Collection of Background Information

Our team will obtain available information and mapping for local and regional recreational facilities. The following will be completed:

- Obtain demographic information including census data and population characteristics, trends and projections.
- Obtain and review in detail the existing (and past) Parks and Recreation Plan(s), listing of previously completed grant projects and grants received, and any other existing pertinent planning documents.
- Obtain available mapping including natural resources, utilities, land use, and other relevant mapping.
- Obtain information regarding administrative structure, organizational charts, programming, recreation budgets, and operational and maintenance budgets between the Tri-Community municipalities.
- Obtain information regarding recent park development/improvements, non-motorized facility development, ADA improvements, and maintenance issues.

■ Recreation Inventory

Using the current plan as a guide VIRIDIS will complete a comprehensive update of existing park facilities, including non-motorized facilities, within the Tri-Community area. We will review the park facility inventory in the current plan and update the matrix based on any changes that have occurred, including any barrier free improvements that may affect the ADA Assessment rating. Our analysis and update will include school facilities, cemeteries, and non-motorized facilities. The following will be completed as part of the Recreation Inventory:

- Development of overall Tri-Community park map delineating locations of park facilities.
- Inventory of current programs and events offered through the Saugatuck-Douglas area.
- Listing of Recreation Grant award history.
- Assist the in preparing the Post Completion Self-Certification Reports for all previous grant projects which will include photographs of program recognition plaques and completed PR1944 forms.
- Mapping of the non-motorized system improvements to date.
- Identify opportunities for larger redevelopment initiatives.
- Identify potential land acquisition sites for future park development.
- Inventory of regional parks and recreation facilities.
- Inventory of adjacent non-City/Township owned recreational facilities in the area (golf courses, camp grounds, etc).
- Inventory and mapping of natural resources.
- Aerial map of each park site.
- Evaluate the inventory data to determine deficiencies based upon present and projected goals.

■ Community Needs Assessment

We will assess the community need for parks and recreational facilities against facility availability. We will utilize three methods to identify the needs of the Tri-Community area which include: comparison to accepted standards, level of service perceived by the public, and demographic trend analysis.

Comparison to Accepted Standards - Using the National Parks and Recreation Association (NPRA) guidelines we will compare the area's available facilities to the defined NPRA standards to understand the minimum acceptable park and recreation facilities and identify a program for achieving an equal distribution of parks and green space. This assessment will use park service area standards and units per population both by acres of park type and number of facilities. The following will be completed:

- Classification of each recreational facility per NPRA guidelines in accordance with the size and role they play in the park system (mini-park, community park etc).
- Overall map of associated service area for each park type that indicate a minimum standard for geographic balance.
- A matrix showing population service standards by park type.
- A matrix showing population service standards by recreation activity.

Level of Service Perceived by the Public - In order to understand how the residents of perceive the parks and recreation system, we will host a public input process to solicit community input through surveys, public workshops, focus groups, and public hearings (described on the following page).

Demographic Trend Analysis - We will research parks and recreation use patterns and trends nationally and cross reference the data with local demographics and population statistics to gain an understanding about how the community is or isn't using park facilities as well as where gaps in park service may exist. The analysis will include how age, gender, and lifestyle impact park and recreation wants and desires.

■ Public Engagement

As designers and planners, it is our job to weave together years of previous planning efforts within the Tri-Community area into a succinct timeline that helps residents understand the foundation of the master plan effort. Through careful listening, we will rely upon stakeholders aspirations and the unique characteristics of each community to suggest appropriate planning directions. Our role as a collaborator with the Steering Committee, stakeholders, and general public, is to offer our experience and insight to best practices in park master planning. We recognize the significance of this effort and its potential impacts on the community and surrounding region. Our charge is to listen, test the input through the goal setting process, balance the realities and capacity to implement the goals of the plan, and achieve a preferred vision. A strong emphasis on community engagement ultimately produces consensus-driven, quality design—the best plans emerge not from our own preconceived notions, but from a holistic process tied to each community in which we work.

We understand engagement is a process, and we see that moving from vision to action provides lasting results. Our unique approach for engagement builds upon ideation to a process of active community building, all while working hand in hand with the Steering Committee and stakeholders. Our suggested process includes the following techniques:

Community Survey - VIRIDIS will develop an online survey designed to receive feedback from the community. This method provides the residents with a way to express their views if they are unable to participate in an in-person engagement session. Surveys provide an analysis of results which is helpful in cross-referencing with population characteristics and recreation trends. The survey can be printed out and provided to those who do not have access to internet or a computer.

Social Media - Our team can assist the Steering Committee in managing social media outlets to inform the community of project updates, survey links, and ways to participate in the planning process. Our team can provide useful marketing materials, such as flyers and postcards with QR codes, to promote project awareness within the community.

Park Entity Focus Groups - Small, one-on-one conversations with each park entity will allow our team to have an authentic dialogue and understand current needs and concerns from a variety of perspectives. We will work with the Steering Committee to determine a list of stakeholders to invite to an informal, welcoming listening sessions. Two meetings for each entity will be held, for a total of eight focus group meetings.

Public Input Workshop - VIRIDIS will facilitate a public input meeting with the Saugatuck and Douglas communities to receive feedback on the current park system as well as wants and needs for future park facilities. Information gained from public input, combined with the inventory and analysis help form the basis of the goals and objectives and action plan. We anticipate inviting residents, members from pertinent local boards, committees, and commissions, city and township staff, public schools, road commission, regional agencies, district library, neighborhood associations, parks volunteers, and any other identified stakeholders.

The open house style workshop will include a series of interactive feedback stations that allow participants to “drop-in” during a designated time frame to voice their ideas on opportunities and challenges within the parks system. Feedback stations may include (but not limited to) dot polling (placing a dot sticker on desired amenities), review of park imagery to spark ideas, maps of existing parks with sticky notes, kids activities, park modeling activities, questionnaires, and other input collection strategies.

■ Plan Development

Utilizing the park inventory, needs assessment, resource analysis and information gathered from stakeholders, city and township staff, school leadership, and the community, VIRIDIS will develop a draft version of the parks and recreation plan. The draft will include the following (including all mapping):

- Community Description
- Updated Administrative Structure with description of Saugatuck parks and trails millage
- Resource & Recreation Inventory
- Description of the Planning Process & Public Input Process
- Goals and Objectives
- Actions Program and Capital Improvement Schedule

Review Meetings - A draft of the master plan report will be provided to the Steering Committee for review. Revisions based on the feedback and comments received from staff reviews will regularly be updated into the plan.

30-Day Public Review - Once the Steering Committee is comfortable with the master plan draft, it will be made available to the public for review and comment for a period of 30 days, as required by the MDNR. The review period will be publicly noticed made available for viewing in at least two or three locations within the Tri-Community area.

Final Report - Once the 30-day public review period is complete, VIRIDIS will make any necessary revisions and prepare a final Parks and Recreation Plan. The final plan will be based on all feedback gathered from Township staff, stakeholders, and community members. The final version of the plan will include all the required maps and descriptions to satisfy the requirements of the MDNR, and include appendices containing meeting notices and notes, survey results, budget data, and other pertinent documents.

Deliverables - VIRIDIS Design Group will provide the Steering Committee with a digital copy of the final report including all maps and diagrams that will be generated during the project. We will submit, on behalf of the Steering Committee, the 5-Year Parks and Recreation Plan to the MDNR by completing the submittal checklist and uploading the plan contents to the MDNR web portal. Our team will provide the Steering Committee with slide decks for presentations at the public hearing and final adoption meetings.

The intent for the project timeline is for plan completion, approval, and submission to the DNR by Feb 1, 2024.

■ Professional Fee

To complete the scope of services outlined in the RFP, VIRIDIS Design Group proposes a total not-to-exceed fee of \$15,500. This fee includes all estimated reimbursable expenses and is based on the work scope and schedule outlined in this proposal.

Specific items that are not included in our fees are as follows:

- Public engagement sessions and meetings not outlined above
- Construction drawings and specifications
- Utility design or off-site improvements
- Surveying or soil borings of geotechnical investigations
- Environmental studies such as wetland delineations or hydrology analysis
- Permitting

Invoices will be submitted monthly based on the percentage of work completed and payment is due within forty-five (45) days from date of invoice. Digital files of finalized deliverables will be submitted to the client team. Hard copies can be provided at an additional cost. Should you have any questions or need additional information, feel free to contact us. We look forward to working with you on this exciting project!

Sincerely,
VIRIDIS Design Group



John McCann, PLA, LEED AP
Principal, VIRIDIS Design Group



Lindsey Gadbois, PLA
Landscape Architect, VIRIDIS Design Group

If this proposal meets your approval, please sign below and return to lindsey@virdg.com

Signature

Date