MCKENNA

PROPOSAL TO PREPARE

Parks and Recreation Master Plan Update

HAMBURG TOWNSHIP, LIVINGSTON COUNTY, MICHIGAN



Prepared by:

MCKENNA
235 East Main Street, Suite 105
Northville, Michigan 48167
O (248) 596-0920
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MCKA.COM

SEPTEMBER 10, 2026

Communities for real life.

MCKENNA

September 10, 2026

Hamburg Township
Attn: Parks Department/Township Coordinator
10405 Merrill Road, P.O. Box 157
Hamburg, MI 48139

Subject: Continued Parks and Recreation Success for the Hamburg Township Community!

Dear Ms. Henneman:

McKenna is pleased to submit the enclosed qualifications to provide planning services for Hamburg Township's Parks and Recreation Master Plan update. Our Team is ready to engage with the Hamburg Township community and provide residents and visitors with a **dynamic, sustainable, and innovative** Parks and Recreation Master Plan that is rooted in inclusiveness, resilience, and health.

A COMMUNITY DRIVEN PLANNING & DESIGN PROCESS

McKenna understands that Hamburg Township is seeking an approach to master planning that centers community engagement, and we share that philosophy. To achieve the highest level of community input, we propose a structured, multi-pronged approach to engage residents and stakeholders throughout the process. Specifically, our approach includes (but is not limited to) the following:

- A series of Parks Committee meetings: As stewards of the parks and recreation facilities, the Board's input will be invaluable in shaping the overall goals and direction of the plan.
- A Parallel Virtual Engagement. An interactive website with a variety of input exercises to determine parks and recreation amenity and programming preferences, desires, and needs.
- A public Survey
- Two Field Days or one Community Open House broad-based input event.

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

HEADQUARTERS
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EXPERIENCE THAT MATCHES HAMBURG TOWNSHIP'S EXPECTATIONS

McKenna works in communities with similar attention to detail, commitment to excellent parks provision, and responsiveness to their residents and stakeholders. Within the past five years, our Team has led planning and park development efforts of note for similar client communities and engagements.

Recent projects include:

- Lyon Township: Parks and Recreation Master Plan
- Milford Township: Parks and Recreation Master Plan
- City of Birmingham: Parks and Recreation Master Plan, MDNR Grant Application Prepartion
- City of Royal Oak: Parks and Recreation Master Plan
- Canton Township: Parks and Recreation Master Plan & Patriot Park Design
- Park Township: Airport Redevelopment into a Park (Community Engagement)

These 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. The McKenna Team recognizes the importance of advancing an aspirational vision for the future of Hamburg Township's parks, open space, and recreational resources. The final 5-Year Parks and Recreation Master Plan will be an action-oriented, graphically rich document that supports the Township's mission to serve the Hamburg Township 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 Hamburg Township and partnering on this exciting project! Thank you.

Respectfully submitted,

McKENNA



John Jackson, AICP, NCI
President

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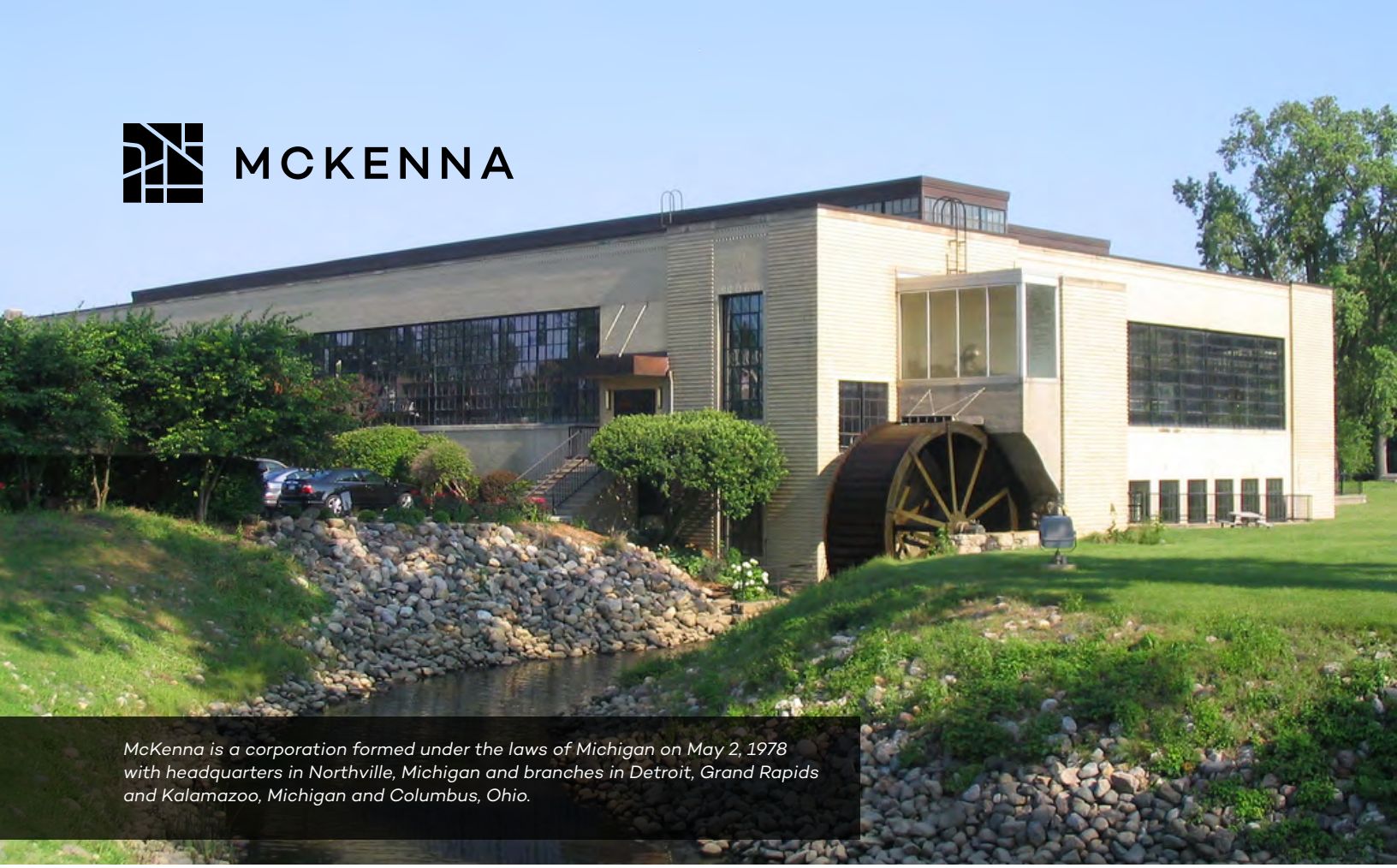
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MCKENNA



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

McKenna's downtown Northville, Michigan headquarters—a repurposed Ford Motor Company plant designed by Albert Kahn, built in the 1930s. Our work spaces reflect McKenna's commitment to our people, our communities, sustainable design and the rich technology heritage of the Midwest.

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 48-year record of client satisfaction and on-time, on-budget delivery.

McKenna currently provides project services to more than 100 communities and private land investors in the Midwest. Anticipating and responding to change is a major distinction of McKenna's practice. Our innovation and depth of experience is a resource for public and private decision-makers; we are a corporation of 30-plus planners, building code experts, urban designers, and landscape architects formed under the laws of Michigan on May 2, 1978.

HEADQUARTERS
235 E. Main Street
Suite 105
Northville, MI 48167

DETROIT
211 W. Fort Street
Suite 1310
Detroit, MI 48226

GRAND RAPIDS
124 E. Fulton Street
Suite 6B
Grand Rapids, MI 49503

KALAMAZOO
151 S. Rose Street
Suite 920
Kalamazoo, MI 49007

COLUMBUS, OH
1223 Main Street
Suite 311
Columbus, OH 43205

MCKA.COM | INFO@MCKA.COM | 888.226.4326



Team Qualifications



TEAM APPROACH AND QUALIFICATIONS

We are excited about the prospect of partnering with Hamburg Township 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 Parks Planning and Design Experience** 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 Townships of Lyon, Milford, and Canton and the Cities of Birmingham, Pleasant Ridge, Royal Oak and more.
2. **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.
3. **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.
4. **Implementing Best Practices.** McKenna professionals consider current proposals in the larger context of parks and recreation best practices.
5. **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 four decades.

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

Lauren Sayre, AICP will serve as the Project Manager and primary point of contact for the project. She will be responsible for the management of work tasks, engagement activities, and overall day-to-day project guidance and delivery. Lauren has managed and contributed to numerous parks and recreation planning initiatives throughout Michigan, including plans for Milford Township, Garden City, Pleasant Ridge, and Lexington Township. Through this experience, she has developed a strong understanding of Michigan Department of Natural Resources (MDNR) requirements, guidelines, and planning standards, ensuring efficient project management, stakeholder engagement, and successful plan completion.

Lauren's direct contact information is:

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



PROJECT PLANNER

Sidney Wuycheck, Associate Planner

Sidney is an Associate Planner at McKenna, whose journey to McKenna began after years of experience as a Senior Research Associate, where she refined her expertise in data collection, analysis, facilitation, project evaluation, and strategic planning. Her professional experience reflects a steadfast commitment to leveraging data-driven strategies to advocate for equitable practices and foster positive community impact. She has coauthored Parks and Recreation plans in Brownstown Township and Highland Park.

Sidney earned her Master's in Urban Planning from Wayne State University, specializing in Managing Metropolitan Growth. She also holds a Bachelor of Arts in Social Relations and Policy from Michigan State University, with a Minor in Science, Technology, and Environmental Public Policy.



PARK DESIGN AND MDNR PROCESS

Paul Urbiel, AICP has created achievable, thoughtfully communicated plans for clients in the public, private, and non-profit sectors. Paul was the Project Manager for the 2024 Birmingham Parks and Recreation Plan and 2023 Royal Oak Recreation Plan, and has either worked on or managed other Parks and Recreation plans in communities such as Canton Township, the City of Fraser, Lexington Township and the Village of Lexington. He led successful MDNR Trust Fund grant applications for Birmingham and Lexington Township, directly informed by the needs identified in the McKenna-authored Parks and Recreation plans for those communities. 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.



PARK DESIGN AND ENGAGEMENT SUPPORT

Ethan Senti provides urban and architectural design, and graphic communication support for various design-focused projects.

His interest in the built environment and its profound effect on people led him to pursue an education in Architecture and Spanish at Southern Illinois University. His design education, combined with his experience living and learning in car-dependent cities, exposed him to how effective planning can mean the difference between thriving and stagnating communities. He is particularly interested in complete streets and non-motorized transportation, and how they can lead to more equitable public spaces.



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.

Organizational Chart

Hamburg Township Team
McKenna Team

TOWNSHIP BOARD

PARKS & RECREATION COMMITTEE

PARKS AND RECREATION STAFF

RESIDENTS & STAKEHOLDERS

PROJECT MANAGER

Lauren Sayre, AICP, NCI
Principal Planner
- Primary Point of Contact

PROJECT PLANNER

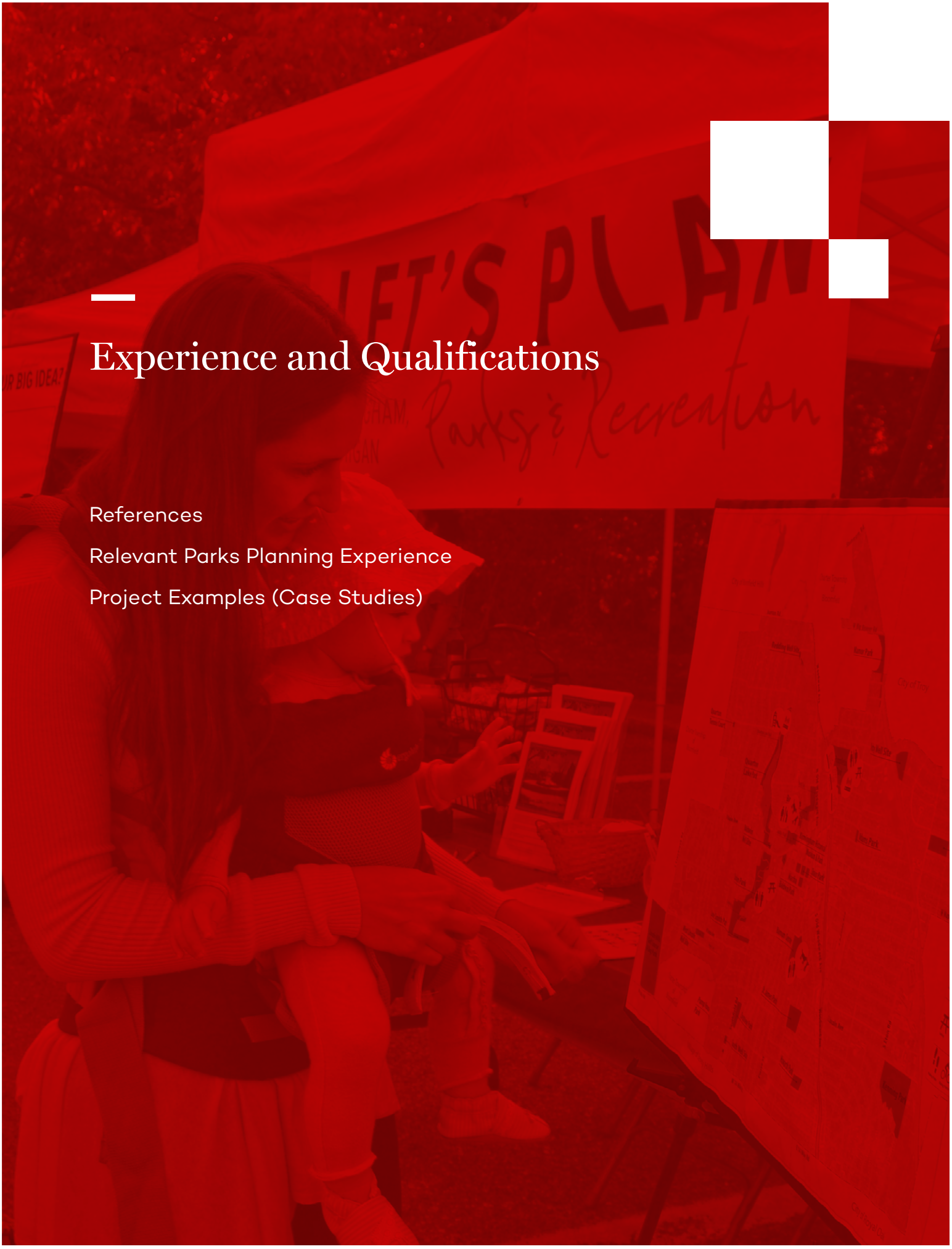
Sidney Wuycheck
Associate Planner
- GIS Mapping / Spatial Analysis
- Engagement Design

TECHNICAL TEAM

Paul Urbiel
Senior Principal Planner
- Park Design
- MDNR Process

Ethan Senti
Assistant Planner
- Park Design
- Engagement Support

Carrie Leitner
Art Director
- Graphics
- Document Design
- Website Design



Experience and Qualifications

References

Relevant Parks Planning Experience

Project Examples (Case Studies)

References

COMMUNITY / CONTACT	DETAILS
CITY OF BIRMINGHAM, MI	
Carrie Laird **Parks & Recreation Manager** City of Birmingham 851 S. Eton Birmingham, MI 48009 (248) 530-1714	Population (2020): 21,789 Community Area: 4.8 square miles • 2019-2023 Recreation Plan, 2024—2028 Parks and Recreation Master Plan, and MDNR Grant Application • Document: https://cms7files1.revize.com/birmingham/Parks%20Information/Parks%20&%20Recreation%20Master%20Plan/Birmingham-Parks-Rec-Plan_ADOPTED-121823.pdf
LYON TOWNSHIP, MI	
Patti Carcone **Treasurer** Lyon Charter Township 58000 Grand River Avenue New Hudson, MI 48165 (248) 437-2240	Population (2020): 23,271 Community Area: 30.1 square miles • 2024—2028 Parks and Recreation Master Plan • Township Planner since 1987 • Document: • https://cms2.revize.com/revize/lyontownship/document_center/Parks%20and%20Recreation/Lyon%202024%20Parks%20and%20Recreation%20Plan.pdf
MILFORD TOWNSHIP, MI	
Wendy Loncar, MCP, ZA **Planning Coordinator** Milford Township 1100 Atlantic Street Milford, MI 48381 (248) 685-8731	Population (2020): 17,090 Community Area: 33 square miles • 2024-2028 Parks and Recreation Master Plan • Document: https://cms4files1.revize.com/milfordtownship/docs/Parks%20and%20Rec/MilfordTwp-Parks-and-Recreation-Plan-ADOPTED-02-19-2025.pdf

Relevant Parks Planning Experience

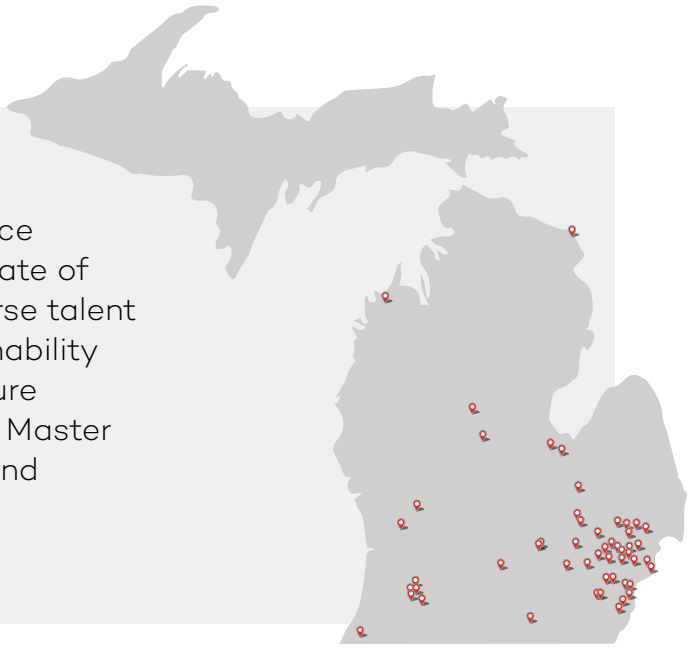
McKenna professionals have created dozens of Parks and Recreation Master Plans for more than four decades and bring that breadth of successful capability to the Hamburg Township community.

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	Planning for Accessibilty and Inclusion	Sustainability Planning
Milford Township	Oakland	✓	✓			
Lyon Township	Oakland	✓	✓	✓	✓	✓
City of Birmingham	Oakland	✓	✓	✓	✓	✓
City of Royal Oak	Oakland	✓	✓	✓	✓	✓
City of Rochester	Oakland	✓		✓		
Village of Lake Orion	Oakland	✓		✓		✓
Village of Oxford	Oakland	✓		✓		
Lyon Township	Oakland	✓	✓	✓	✓	✓
Garden City	Wayne	✓	✓		✓	
Canton Township	Wayne	✓	✓		✓	✓
Village of Lexington	Sanilac	✓		✓	✓	
Lexington Township	Sanilac	✓	✓	✓		
City of Mt. Pleasant	Isabella	✓	✓	✓		
City of Kalamazoo	Kalamazoo	✓	✓	✓		✓
Macomb County	-	✓	✓	✓		✓

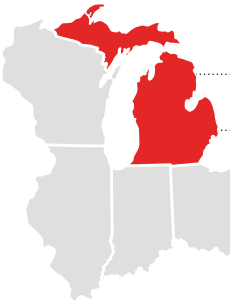
**In-person public engagement, in addition to the required public hearing per MDNR.*

With more than four decades of experience and a 100% acceptance rate with the State of Michigan for parks plans, McKenna's diverse talent of planners, landscape architects, sustainability leaders and design professionals will ensure Hamburg Township' Parks and Recreation Master Plan is technically complete, innovative, and uniquely yours.



Future-Ready Parks

CITY OF BIRMINGHAM, MICHIGAN



POPULATION
21,612

AREA (SQ MI)
4.8

COMPLETED
2023

Birmingham updated its Parks and Recreation Master Plan to maintain grant eligibility and guide investments across its 26 parks. McKenna combined resident engagement with best-practice analysis to set priorities for park improvements and long-term stewardship.

MCKENNA'S ROLE

- Ensured Birmingham's Parks and Recreation Master Plan met state requirements and maintained eligibility for key funding sources.
- Designed a robust engagement program, including field days, surveys, roundtables, and presentations to capture diverse feedback.
- Produced a clear, accessible plan with prioritized recommendations for future parks projects citywide.



OUTCOME

Birmingham now has a state-compliant, community-supported master plan to steer investments across all 26 parks. With clear priorities and actions, the City can pursue funding, improve amenities, and advance sustainable stewardship.



MCKENNA

Communities for real life.

What we did:

PLANNING

Parks and Recreation Planning
Public Engagement

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.









MCKENNA

Communities for real life.

What we did:

PLANNING

Master Planning
Parks and Recreation Planning
Public Engagement

Parks and Recreation Master Plan

MUSKEGON CHARTER TOWNSHIP, MUSKEGON COUNTY, MICHIGAN

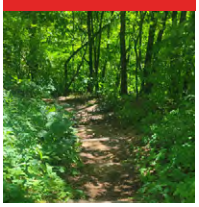
Muskegon Township initiated the development of a 5-Year Parks and Recreation Plan in 2022 to create a vision as a regional hub for parks and recreation facilities.

This Parks and Recreation Plan encompasses Muskegon Township, with a population of 17,952 residents as of 2020. The Township is in Muskegon County, and borders the city of Muskegon. The Township is both rural and urban, presenting unique challenges for parks and recreation planning.

This plan is being created in order to help Township residents understand the current state of and projected future of the Township's park facilities, as well as provide guidelines and prioritization for the parks. This plan is also intended to fulfill the Michigan Department of Natural Resources (MDNR) requirements for Community Parks and Recreation Plans to qualify for grant funding from programs like the Michigan Natural Resources Trust Fund. Citizen input and action, through an online survey and a public hearing, played a critical role in the development of the plan. As a result, recommendations described within the action plan reflect the needs and ideas of those who use parks and recreation facilities within Muskegon Township.









MCKENNA

Communities for real life.

What we did:

PLANNING

Parks and Recreation Planning
Public Engagement
Environmental Justice

Parks and Recreation Master Plan

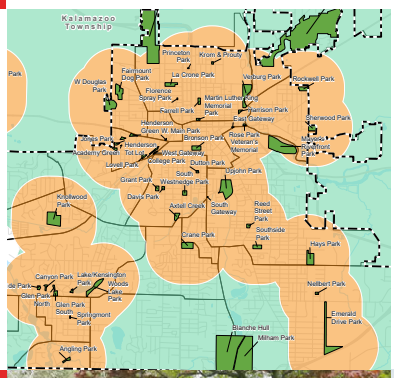
CITY OF KALAMAZOO, MICHIGAN

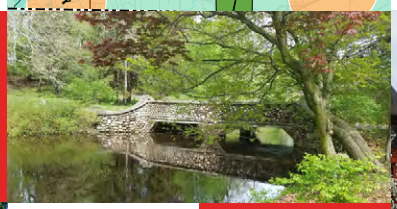
With more than 30 parks scattered around a city of over 75,000 people, the Kalamazoo Parks Department knew its five-year recreation plan update process would not be a simple capital improvements plan update. It needed to engage with residents, capitalize on the recently adopted Imagine Kalamazoo Master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

Kzoo PARKS
imagine fun!
CITY OF KALAMAZOO, MI
PARKS AND RECREATION PLAN









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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

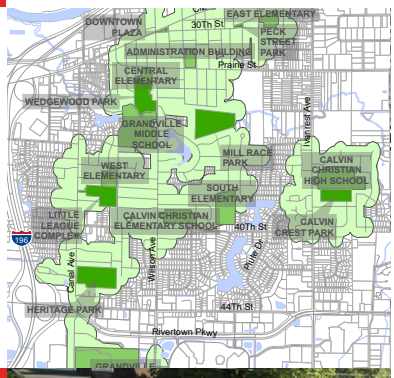
CITY OF GRANDVILLE, MICHIGAN

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.

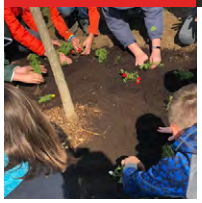
When McKenna, along with our partners at OCBA, was contracted to update the City's Five Year Parks and Recreation Plan, we knew that residents would watch the process with keen interest. We developed a comprehensive public engagement process, setting up a booth at the City's "Summer Kickoff Festival" 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.



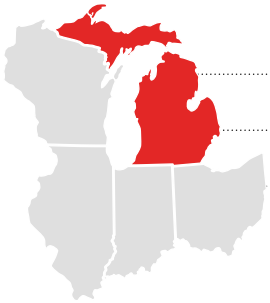






From Contention to Consensus

PARK TOWNSHIP, OTTAWA COUNTY, MICHIGAN



POPULATION
19,199

AREA (SQ MI)
21.3

COMPLETED
2022

Park Township had a historic airport that operated for 83 years. But when financial troubles forced it to close, the Township faced a difficult choice.

MCKENNA'S ROLE

» Park Township engaged McKenna and our partners at OCBA to lead a multi-step engagement process to determine what to do with the site.

» The process included four phases, each involving online outreach, site tours, workshops, and remote booths set up at local businesses.

» The iterative nature of the process calmed tensions and allowed a consensus vision for a new park to take hold.



OUTCOME

McKenna and OCBA developed a plan to transform the site into a multi-faceted recreational and natural public space.




1
3
9



Project Approach and Methodology

The Hamburg Township Parks and Recreation Master Plan will further the community's commitment to promoting healthy lifestyles, advancing quality social and community development, and providing lifelong enrichment opportunities.

Project Approach



The Hamburg Township Parks and Recreation Master 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. This planning endeavor is an exciting opportunity for Hamburg Township 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. Hamburg Township recognizes that its park assets are critical to its future success and maintaining a high-quality of life for its residents. This document will function as a long-range, strategic plan, as well as a roadmap for near-term projects and successes.

Build Trust to Maximize Participation. We understand that Hamburg Township 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 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.



POSITION HAMBURG TOWNSHIP 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 four-decade history, McKenna will perform all planning tasks in a manner that meets or exceeds professional planning standards.

A Contemporary, Action-Oriented Plan. The final Plan will be visually appealing, easy to understand, and accessible to all. It will highlight Hamburg Township's Parks and Recreation's priorities and provide recommendations for programs and services based on community needs and emerging trends. Hamburg Township's open space, recreation, parks, and programming provide rich opportunities for both residents and visitors to enjoy passive and active experiences. This update will **create a comprehensive guidebook for future development and enhancement of Hamburg Township's park system, open spaces, and services.**

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

The Hamburg Township 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 Hamburg Township 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 Hamburg Township to continue its pursuit of excellence in park services provision for years to come.

Project Work Plan



McKenna will prepare the 5-Year Plan in complete compliance with MDNR standards for Recreation Plans in a manner that reflects the community's needs and desires. We organize our workflow into the following seven key tasks:

Step 1. Project Initiation / Pre-Planning Groundwork

Step 2. Inventory & Analysis / Idea Evaluation

Step 3. Engaging the Hamburg Township Community

Step 4. Synthesis of Goals & Objectives

Step 5. Draft Action Plans / Produce Plan Documents

Step 6. Manly Bennett Park Master Plan Update

Step 7. Public Review & Adoption

STEP 1.
PROJECT INITIATION / PRE-PLANNING GROUNDWORK

PROJECT KICK-OFF

McKenna will conduct an initial meeting with Township 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 current Parks and Recreation Master Plan, as well as other Township-wide planning documents, such as the 2020 Hamburg 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.

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.

CONTINUED PROJECT MANAGEMENT

Throughout the project, our Team will conduct up to two monthly progress meetings with Parks and Recreation staff to report on the project status, discuss findings, review draft content, and coordinate next steps.

DELIVERABLES

- Trends Analysis (published in Draft Plan)
- Communications Strategy
- Launch Virtual Engagement Component (Interactive Website)

1,010
Unique Website Visitors

418
Survey Responses

799
Online Comments

3,200
Responses to Online Comments



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

STEP 2.
INVENTORY & ANALYSIS / IDEA EVALUATION

FINALIZING A DETAILED INVENTORY

In accordance with MDNR requirements, McKenna will 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 Township parks. In addition to the inventory, McKenna will map existing parks and recreation resources within the community.

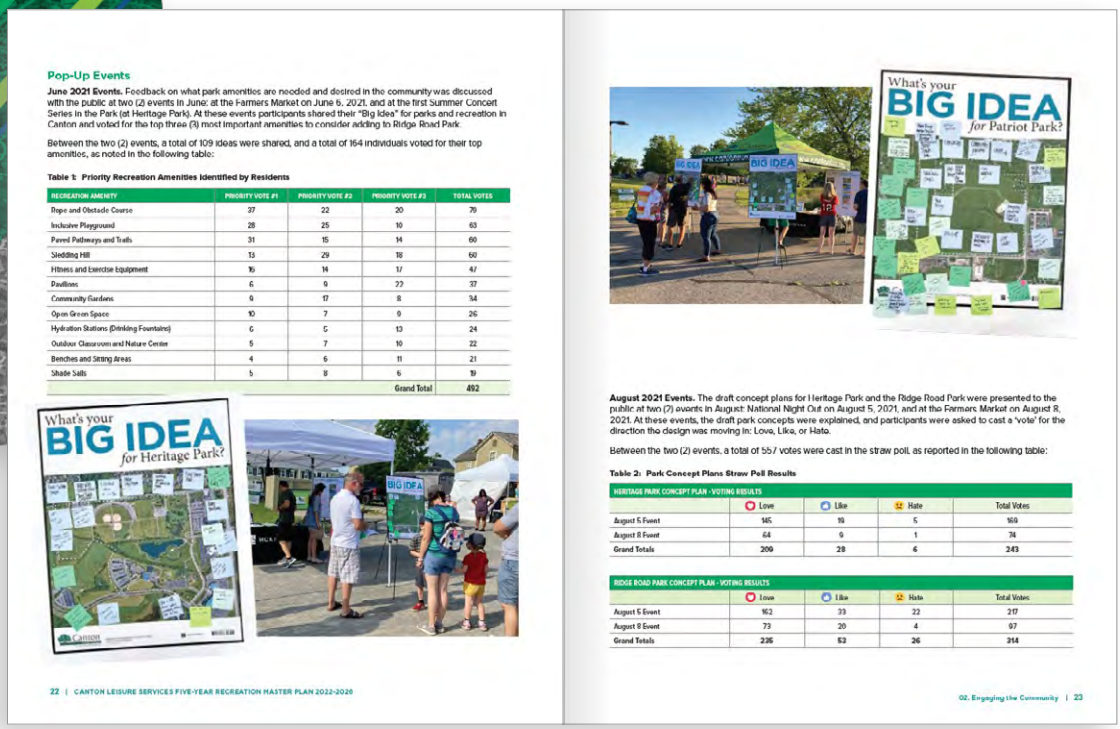
Applying national benchmarks modified by local conditions in Livingston County and Hamburg Township, McKenna will assess any potential deficiencies in the parks facilities available to the community. In addition, we will review other Township, County, and regional documents and plans related to parks and recreation and summarize their applicability.

DELIVERABLES

- Natural Features Inventory
- Administrative Structure Update and Previous Grant Funding Record
- Parks and Recreation Inventory
- Recreation Service Coverage Analysis
- Mapping of Township Park Facilities
- Regional Facilities Inventory







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 109 ideas were shared, and a total of 164 individuals voted for their top amenities, 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
Rope and Obstacle Course	37	22	20	79
Inclusive Playground	28	25	10	63
Paved Pathways and Trails	31	15	14	60
Sledding Hill	13	29	18	60
Fitness and Exercise Equipment	16	14	17	47
Pavilions	6	9	22	37
Community Gardens	9	17	8	34
Open Green Space	10	7	9	26
Hydration Stations (Drinking Fountains)	6	5	13	24
Outdoor Classroom and Nature Center	5	7	10	22
Benches and Sitting Areas	4	6	11	21
Shade Sails	5	8	6	19
			Grand Total	492

August 2021 Events. The draft concept plans for Heritage Park and the Ridge Road Park were presented to the public at two (2) events in August: National Night Out on August 5, 2021, and at the Farmers Market on August 8, 2021. At these events, the draft park concepts were explained, and participants were asked to cast a 'vote' for the direction the design was moving in: Love, Like, or Hate.

Between the two (2) events, a total of 557 votes were cast in the straw poll, as reported in the following table:

Table 2: Park Concept Plans Straw Poll Results

HERITAGE PARK CONCEPT PLAN - VOTING RESULTS	Love	Like	Hate	Total Votes
August 5 Event	145	19	5	169
August 8 Event	64	9	1	74
Grand Totals	209	28	6	243

RIDGE ROAD PARK CONCEPT PLAN - VOTING RESULTS	Love	Like	Hate	Total Votes
August 5 Event	162	33	22	217
August 8 Event	73	20	4	97
Grand Totals	235	53	26	314

STEP 3.
PUBLIC ENGAGEMENT PLAN:ENGAGING THE HAMBURG TOWNSHIP COMMUNITY



We praise the Township for recognizing the value of public engagement. Public engagement is a core tenet of all the work we do at McKenna, and this project will be no exception.

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 Township'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 Township, as required by the MDNR.

COMMUNICATIONS STRATEGY

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

ONLINE ENGAGEMENT

Utilizing an online engagement platform, we will provide an intuitive and easy to navigate project webpage that will serve as repository of project information in addition to assisting with gathering opinions and preferences concerning parks and recreation.

Through this site, we will host the project survey. A mapping component will allow users to provide location-specific ideas, suggestions, and concerns throughout the parks. To the extent possible and appropriate, we will mirror exercises online that we conduct in person to gather the most comprehensive feedback.

PARKS COMMITTEE MEETINGS

We will meet with the Parks Committee four times:

- After the Administrative Kick-Off, to receive input and understand priorities from the Parks Committee
- At approximately 50% completion, to describe findings and share draft recommendations
- At approximately 80% completion, to validate recommendations and present a draft Action Plan
- To review the final draft for recommendation to the Township Board

We will also work with the Committee as necessary and provide all materials necessary to submit to the MDNR.

MEET PEOPLE WHERE THEY ARE

Success for this project will be measured by our ability to accurately capture the diverse needs and desires of all Hamburg 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 Township event, such as sports playoffs or a community event, is the best way to engage a large and diverse group.

If this is possible within the winter months that this project is scheduled to take place, McKenna will lead two Hamburg Field Day events (broad-based input sessions), one of which will be early in the planning process and the remaining one 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 session will be to receive input on proposals contained within the draft Plan and create a feedback loop that will enable the team to make final adjustments.

Alternatively, we will host one project-specific Open House, where we will present the results from the online survey and comment map as well as the initial visioning from the board and ask the community to participate in targeted exercises for each park. This will inform park specific and system wide recommendations.

SURVEY

McKenna will prepare and host an online survey that will take respondents less than 10 minutes to take to gather opinions and preferences concerning parks and recreation in Hamburg. In consultation with Township staff, we will work provide appropriate advertisements and publicity to encourage robust participation.

DELIVERABLES

- Marketing Materials and Templates
- Two (2) Field Day events in conjunction with existing/planned Township events, OR One (1) project-specific open house.
- Survey Results
- Public Engagement Results Summary

STEP 4.
SYNTHESIS OF GOALS & OBJECTIVES

REFINED GOALS AND OBJECTIVES

McKenna will review the Township'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 Hamburg Township's Parks and Recreation Master Plan, which will collectively set the direction for implementation.

We will then work closely with the Township to evaluate the range of desired uses at the parks as well as 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
- Parks and Facilities Analysis

STEP 5.
DRAFT ACTION PLAN

STRATEGIC ACTION PLAN

McKenna will develop a chronology of projects to be implemented in the short-term (5-year). We will also describe any strategic or longer-term projects that are recommended beyond the five year horizon. The Action Plan 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 reflect Hamburg Township'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:

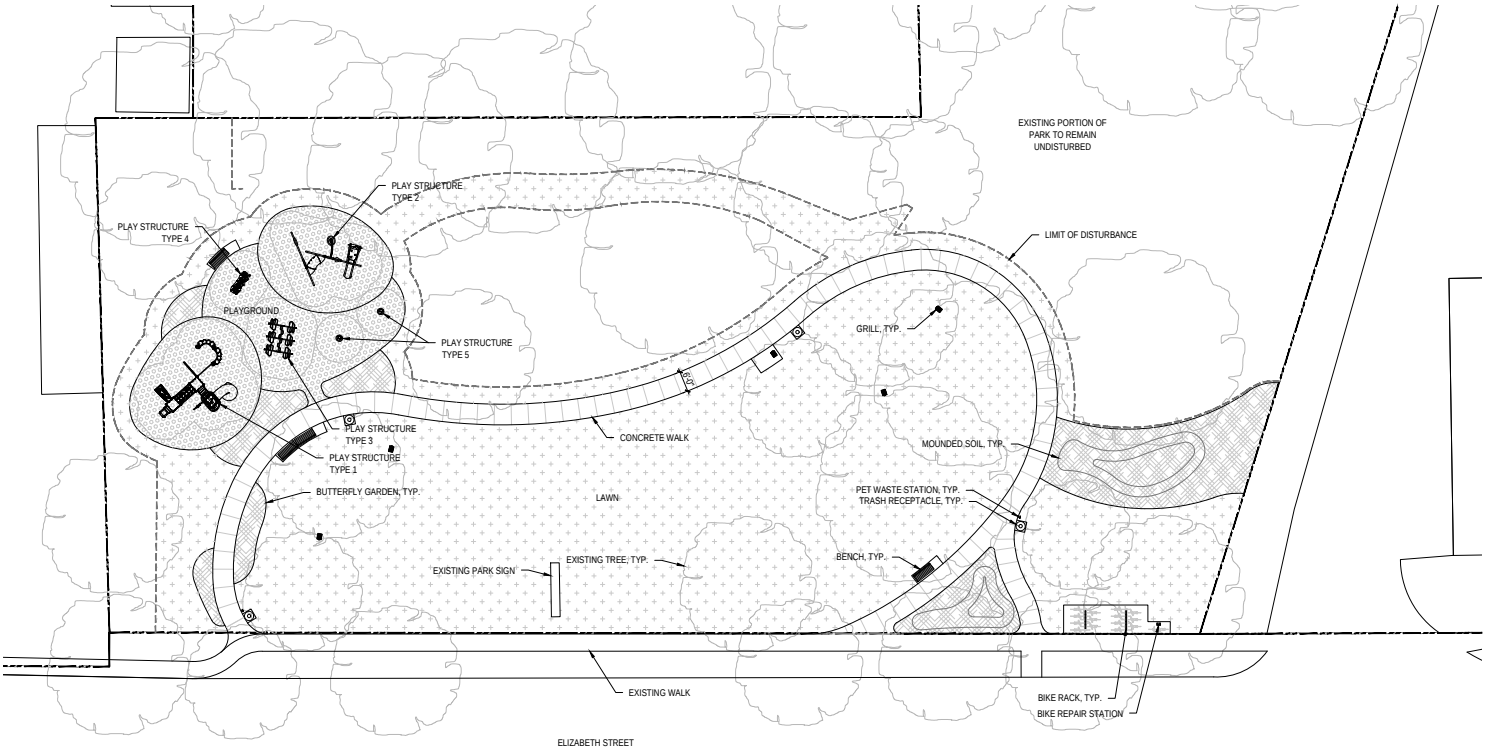
- Project description and location;
- Order of magnitude opinions of cost and potential methods of funding;
- Year(s) to be implemented;
- Any recommendations for improving the visual appearance of all recreation facilities;
- Any recommendations for the maintenance and renovations of facilities; and
- Any recreation programming considerations.

DELIVERABLES

- 5-Year Action Plan



STEP 6.
MANLY W. BENNETT PARK MASTER PLAN UPDATE



Building on the recommendations developed to date, public input specicic to Manly Bennett Park, and in consultation with Township staff, McKenna will create an update to the Manly Bennett park Master Plan drawing. The drawing will include recommended facilities and, per the requirements of the RFP, include Township-owned trailheads and the future buildout of West Park.

We will create a draft of this drawing for review with Township staff and the Parks Committee, and provide one revision.

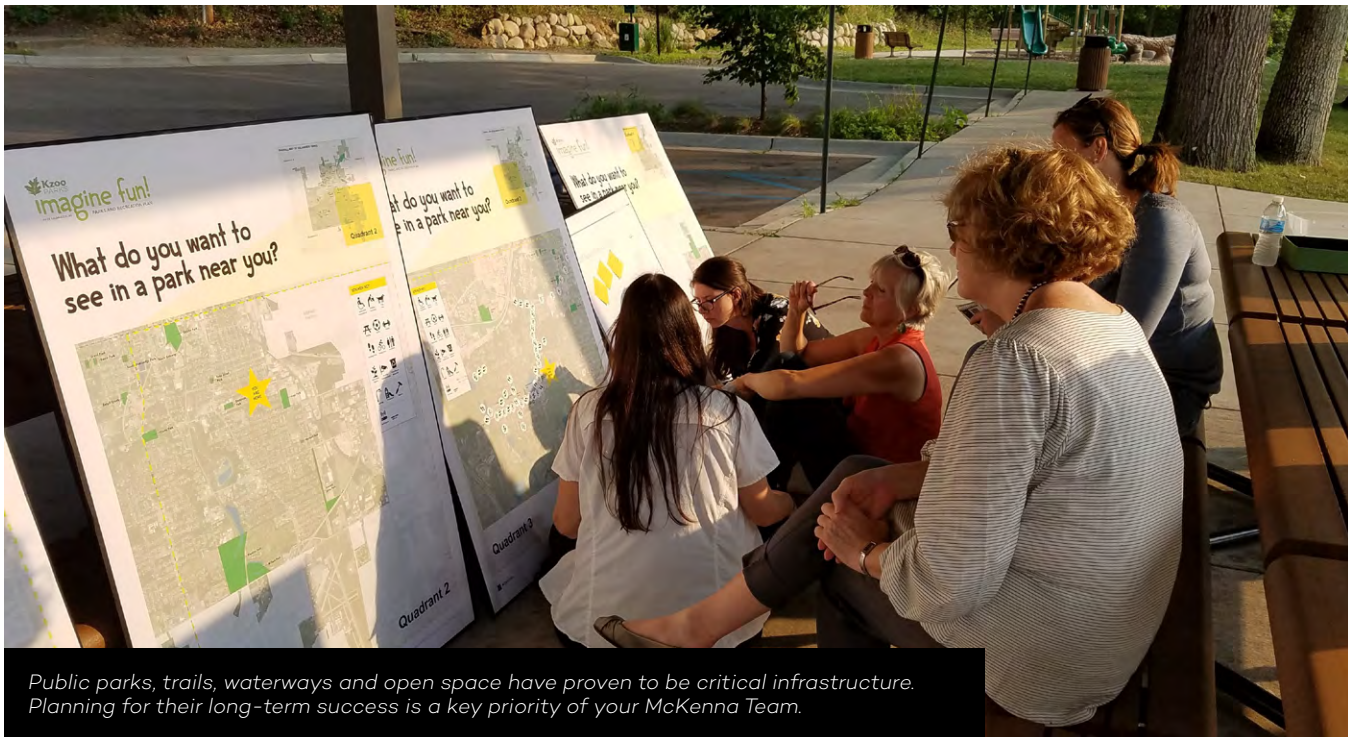
DELIVERABLES

- Manly Bennett Park Master Plan drawing



Heritage Park in Canton (top) and Elizabeth Park in Rochester (above), two Park Master Plan projects McKenna has led in conjunction with or following on from Parks and Recreation Plan recommendations.

STEP 7.
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 Hamburg Township 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.



Field Day Event for Kalamazoo.

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 Township Hall, recreation facilities, and at other community facilities.

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

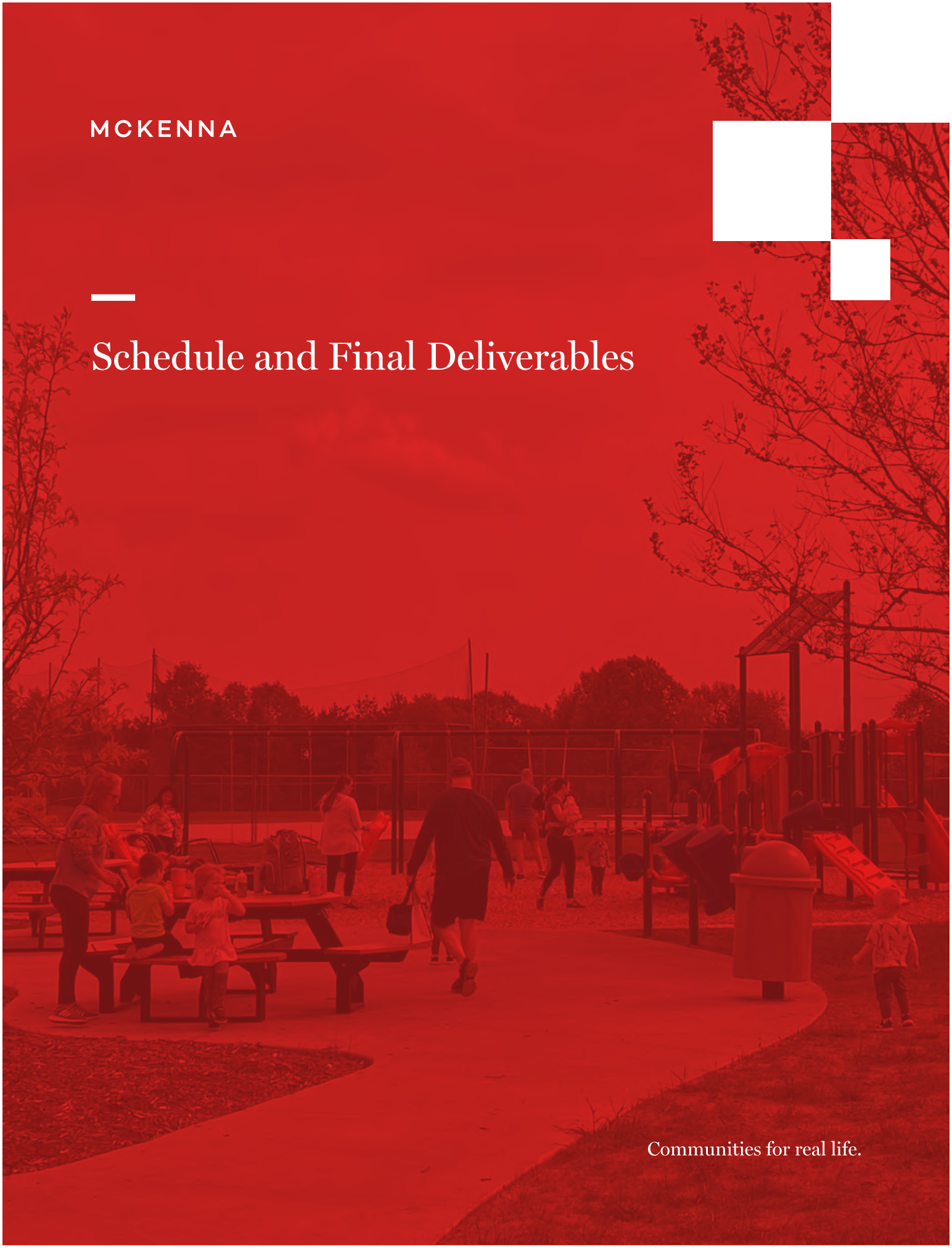
DELIVERABLES

- Public Hearing and Adoption Documents
- Final Adopted Plan
- MDNR Submission Documents



MCKENNA

Schedule and Final Deliverables



Communities for real life.

Schedule

We propose the following schedule to complete the Hamburg Township 2025-2029 Parks and Recreation Master Plan. Per the RFQ requirements, we propose here a schedule to meet the desired March deadline.

		2026			2027		
		OCT	NOV	DEC	JAN	FEB	MAR
STEP 1: PROJECT INITIATION / PRE-PLANNING GROUNDWORK							
1	Kick-Off Meeting with Township Staff	X					
2	Twice Monthly Progress Meetings with Township Staff (8 total)		XX	XX	XX	XX	
STEP 2: INVENTORY & ANALYSIS / IDEA EVALUATION							
1	Community Narrative						
2	Facility Inventory						
STEP 3: ENGAGING THE HAMBURG TOWNSHIP COMMUNITY							
1	Public Survey						
2	Parks Committee Visioning/ Kick-Off and Progress Meetings	X	X	X	X		
3	Field Days or Public Open House		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 Feedback Session with Township Staff				X		
STEP 6: MANLY BENNETT PARK MASTER PLAN UPDATE							
1	Draft Master Plan Update Drawing						
2	Final Master Plan Update Drawing						
STEP 7: PUBLIC REVIEW & ADOPTION							
1	Revise Draft and Publish the Final Plan						
2	MDNR-Mandated* Minimum 30-Day Comment Period						
3	Present to the Township Board (Adoption)					X	

Final Deliverables and Proposed Fees



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.
- All public engagement materials, including fliers, public notices, maps, graphics, charts, and boards that will be used to publicize and facilitate all public engagement events.
- Draft Plan for distribution and review.

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

Final Plans

- 3 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.
- Digital Copy of the Manly Bennett Park Master Plan drawing

PROPOSED FEES

McKenna will prepare the Hamburg Township Parks and Recreation Master Plan as described in this proposal for the lump sum of **$29,500**.

Additional meetings and/or projects tasks requested by the Township in writing will be invoiced per McKenna's professional fee schedule for hourly rated services.

Please note that we are happy to adjust our scope and/or approach, and corresponding budget amount, to best meet your needs.



Appendix:
Team Member Resumes



Lauren Sayre, AICP

SENIOR PLANNER | GIS MANAGER



> As a planner, I'm most motivated by the opportunity to advocate for underrepresented communities in planning processes to help create more sustainable, equitable, and enjoyable places where everyone can thrive.

NORTHVILLE, MI

EDUCATION

Master of Urban Planning, Wayne State University

Bachelor of Science, **Geography and Sustainable Planning**, Grand Valley State University

CERTIFICATIONS

American Institute of Certified Planners (AICP)

PROFESSIONAL AFFILIATIONS

American Planning Association (APA)

Michigan Association of Planning (MAP)

EXPERIENCE

7+ Years

RELEVANT PROJECTS

Strategic Recreation Plan | Rochester Avon Recreation Authority, MI
Project Manager

Parks & Recreation Master Plan | City of Garden City, MI
Project Manager

Pleasant Ridge Parks & Recreation Master Plan | City of Pleasant Ridge, MI
Project Planner

Park & Recreation Master Plan |
Lexington Township, Sanilac County, MI
Project Planner

Parks & Recreation Master Plan |
Milford Township, Oakland County, MI
Project Planner

Lansing Active Transportation Plan | City of Lansing, MI
Project Manager

THOUGHT LEADERSHIP & SPEAKING ENGAGEMENTS

"Lansing in Motion: Aligning Big Goals with Practical Action"
Michigan Transportation Planning Association Annual Conference, 2026

"Creating a Childcare-Friendly Community"
Zoning Practice, American Planning Association, June 2025

"Who Put This Land Use in My Transportation Policy?"
Michigan Transportation Planning Association Annual Conference, 2025

"Building Blocks for Child Care: Planning Tools for Stronger Communities"
American Planning Association Ohio Annual Conference, 2025

Sidney Wuycheck

ASSOCIATE PLANNER



DETROIT, MI

> The most rewarding part of my work is collaborating with local leaders, residents, and developers to shape vibrant, inclusive communities. I'm driven by meaningful community impact, such as safer streets, more accessible public spaces, and revitalized downtowns, with aspirations to improve everyday life for all.

EDUCATION

Master of Urban Planning, Wayne State University

Bachelor of Arts, **Social Relations and Policy**, Michigan State University

CERTIFICATIONS

The Effective Facilitator Training (Leadership Strategies)

Artificial Intelligence for Equity and Justice in Evaluation Training (TEI)

Utilizing Culturally Responsible and Racially Equitable Engagement Training (MPHI)

Teaching English as a Foreign Language Certificate (International TEFL Academy)

PROFESSIONAL AFFILIATIONS

American Planning Association (APA)

Michigan Association of Planning (MAP)

EXPERIENCE

4+ Years

RELEVANT PROJECTS

Lansing Active Transportation Plan | City of Lansing, MI
Engagement Lead

Parks & Recreation Plan | City of Highland Park, MI
Project Planner

Parks and Recreation Master Plan | City of Huntington Woods, MI
Project Planner

Parks & Recreation Plan | Brownstown Township, Wayne County, MI
Project Planner

PRIOR TO MCKENNA

Neighborhood Vitality Index | City of Detroit, MI
Community Engagement and Data Collection Coordinator

Paul Urbiel, AICP

SENIOR PRINCIPAL PLANNER



DETROIT, MI

I'm passionate about working with communities to turn their ideas into clear, achievable plans. I focus on creating vibrant, inclusive, walkable, and people-focused places that are built to last. Equity and long-term stewardship are critical, and I am especially interested in facilitating development that benefits the whole community.

EDUCATION

Master of Urban and Regional Planning, University of Michigan

Bachelor of Science, Architecture, University of Michigan

CERTIFICATIONS

American Institute of Certified Planners (AICP)

LEED AP

PROFESSIONAL AFFILIATIONS

American Planning Association (APA)

Michigan Association of Planning (MAP)

Urban Land Institute (ULI)

Leadership Detroit, Class 30

EXPERIENCE

20+ Years

RELEVANT PROJECTS

Park & Recreation Master Plan and MDNR Grant Application | Lexington Township, Sanilac County, MI
Project Director

Park & Recreation Master Plan and MDNR Grant Application | City of Birmingham, MI
Project Manager

Parks and Recreation Plan | City of Royal Oak, MI
Project Manager

Parks and Recreation Plan | Village of Lexington, MI
Project Manager

THOUGHT LEADERSHIP & SPEAKING ENGAGEMENTS

"Growing Sustainability, Accessibility and Community Building in Your Parks"
Michigan Municipal Executives Summer Workshop, 2023

"Non-Traditional Partnerships for Community Health"
deBeaumont Foundation Board of Directors Guest Speaker Series, 2018

Guest Critic/Lecturer
Undergraduate Architectural Design & Graduate Physical Planning Studios, University of Michigan, Taubman College; University of Detroit Mercy School of Architecture

Guest Critic/Mentor
ACE Mentor Program, Southeast Michigan; Give Merit Park Student Design Project, Detroit, MI

Ethan Senti

ASSISTANT PLANNER



GRAND RAPIDS, MI

> The most rewarding part of planning is helping communities move from vision to action. At McKenna, I close that gap by asking the right questions, listening to residents, and applying planning and design expertise to create tailored strategies that advance community goals.

EDUCATION

Bachelor of Science, **Architectural Studies**, Southern Illinois University

Bachelor of Arts, **Spanish Language Studies**, Southern Illinois University

PROFESSIONAL AFFILIATIONS

American Planning Association (APA)

Michigan Association of Planning (MAP)

EXPERIENCE

1+ Years

RELEVANT PROJECTS

Master Plan | City of Hudsonville, MI
Project Planner and Urban Designer

Master Plan and Parks & Recreation Plan | City of St. Johns, MI
Urban Designer

Commercial Design Guidelines | City of Bexley, OH
Urban Designer

Master Plan | City of Roosevelt Park, MI
Project Planner

Carrie Leitner

SENIOR ART DIRECTOR



NORTHVILLE, MI

I'm passionate about transforming complex planning and zoning information into visual experiences that people understand and connect with. Through design and storytelling, I turn dense data into clear narratives that inspire curiosity, build trust, and empower communities to shape and take pride in their future.

EDUCATION

Bachelor of Fine Arts, Graphic Design, University of Michigan

Internet Professional Curriculum Courses, Washtenaw Community College

EXPERIENCE

25+ Years

RELEVANT PROJECTS

Master Plan and Zoning Ordinance | City of Hudsonville, MI
Senior Art Director

Unified Development Ordinance | City of Ludington, MI
Senior Art Director

"Live Better" Master Plan | Barry County, MI
Senior Art Director

Parks & Recreation Plan | City of Birmingham, MI
Senior Art Director

Huron Valley Trail Improvement Planning and Safety Audit | Milford Township, Lyon Township, and City of South Lyon, MI
Senior Art Director

ZONE Ferndale Zoning Ordinance | City of Ferndale, MI
Senior Art Director

Commercial Design Guidelines | City of Bexley, OH
Senior Art Director

Historic Preservation Plan and Historic Design Guidelines | City of Oxford, OH
Senior Art Director

Master Plan and Housing Study and Needs Assessment | City of Pontiac, MI
Senior Art Director

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