

Proposal to Provide Professional Planning Services

to Hamburg Township for the Parks and Recreation Five-Year Master Plan Update

Submitted by Spicer Group

September 10, 2026

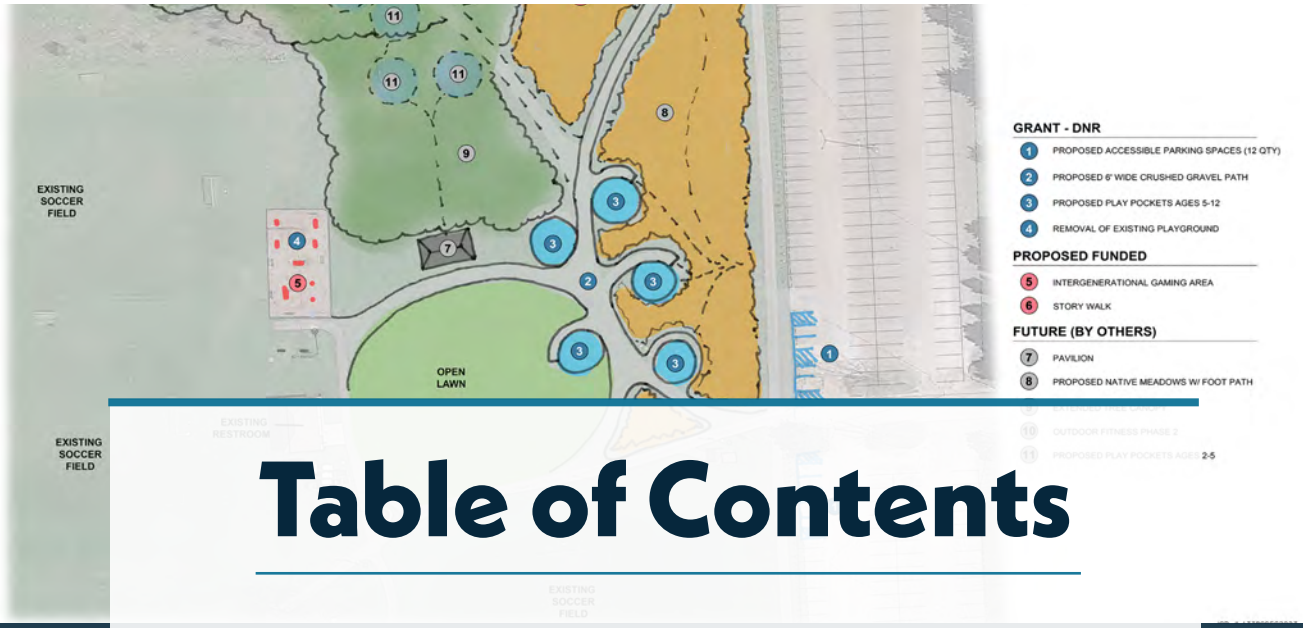


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Cover Letter

September 10, 2026

Deby Henneman, Township Coordinator
Hamburg Township

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

RE: Proposal for Parks and Recreation Five-Year Master Plan Update

Dear Ms. Henneman:

On behalf of Spicer Group, I am pleased to present our qualifications and proposal to research and update Hamburg Township's current five-year Parks and Recreation Master Plan, positioning the Township to remain eligible for the 2027 MDNR Trust Fund grant cycle. We welcome the opportunity to partner with the Township on a plan that serves residents today and secures the funding tools the Township needs tomorrow.

As Director of Planning, Parks and Recreation for Spicer Group, I will serve as Project Manager for this plan. As a Michigan-licensed Landscape Architect, I bring a career managing recreation master plans and MDNR grant-funded projects across Michigan counties, cities, townships, and villages, and will serve as the Township's single point of accountability throughout the engagement.

Assisting me with the plan will be Community Planner Michael C. Daly-Martin, AICP, who knows Hamburg Township's parks firsthand as he assisted Hamburg Township's Parks and Recreation Committee with its 2023-2027 Five-Year Parks and Recreation Master Plan. Community Planner Faith Vignola has extensive experience in planning projects including recreation planning, grant writing, and community engagement. Faith has assisted with recreation master plans in the area including the Howell Area Recreation Authority (HAPRA), the City of Lansing, and Ingham County (draft under development).

Mr. Daly-Martin, Ms. Vignola, and I are Spicer Group employees, and Spicer Group confirms that all services described in this proposal, including community engagement, facility inspections, ADA compliance analysis, the Manly Bennett Park and trailheads design work, and MDNR submittal support, will be self-performed by our in-house staff without the use of sub-consultants.

Spicer Group has a proven record delivering Michigan municipal recreation master plans that translate directly into funded projects. Our team has guided plan updates for Ingham County, which secured grants for 24 projects totaling more than $8.2 million, the Saginaw County Area Parks and Recreation Master Plan, a multi-jurisdictional effort spanning seven communities, and the City of Grand Ledge's Parks and Recreation Master Plan updates in 2017 and 2022. Additional similar project experience and client references are detailed within this proposal.

Spicer Group confirms its commitment to completing the plan in alignment with the MDNR timeline required for the 2027 Trust Fund grant cycle, and it is prepared to begin immediately upon award to meet the Township's required completion schedule. If chosen for this project, Spicer Group will provide its standard professional services agreement, on which the contract will be based, to Hamburg Township for review. We appreciate the opportunity to be considered and look forward to serving Hamburg Township.

Sincerely,



Cynthia A. Todd
Project Manager
Spicer Group





Team Information



Cynthia A. Todd, PLA, ASLA

Planning, Parks and Recreation Director / Project Manager

Mrs. Todd will be responsible for managing and supervising all tasks and stakeholder relationships for the project. She is the Director of Spicer Group's Planning, Parks, and Recreation Service Line, and has extensive experience in both public and private sector projects. Prior to joining Spicer, she served as the Capital Program Administrator for Delaware State Parks (DNREC), where she managed all aspects of capital projects within the DNREC Park System, which consisted of 17 parks totaling 26,071 acres with 151 miles of trails and 619 facilities. At DNREC, she managed over $12 million annually in park construction projects, including campgrounds, piers, bathhouses, and trails.

Mrs. Todd has a successful history of working with Michigan counties, cities, townships, villages, and recreation authorities, developing both passive and active recreational opportunities. This includes working closely with community groups, advisory committees, elected officials, and municipal staff to bring recreational plans to fruition while ensuring they are operationally feasible. She has extensive experience in analyzing and evaluating the usage of structures, facilities, and equipment to determine the short- and long-term capital needs of a jurisdiction.



Michael C. Daly-Martin, AICP

Community Planner

Mr. Daly-Martin has been a Community Planner in the State of Michigan for 10 years, providing a wide range of planning services to clients across the state. He holds a Bachelor's degree in Social Relations and Policy from James Madison College at Michigan State University. His project experience includes master planning, recreation planning, grant writing, zoning ordinance updates, and site development. In the area of parks and recreation planning, Mr. Daly-Martin has contributed to several recreation plans and has assisted clients such as Bay County, the City of Lansing, the City of Novi, Davison Area Recreation Plan, and the Howell Area Recreation Authority (HAPRA). He has a proven track record of strategically engaging diverse stakeholders to gather input and bring recreation plans to completion. He is proficient in Microsoft Office, GIS, Adobe InDesign, Adobe Illustrator, and Google Earth Pro.



Faith Vignola

Community Planner

Ms. Vignola earned her bachelor's degree and master's degree in Urban and Regional Planning from Michigan State University. As a community planner at Spicer Group, she has worked on a variety of planning projects, which include master planning, recreation planning, zoning ordinance updates, grant writing, utility-scale renewable energy reviews, and site development plans and reviews.



Similar Project Experience

Spicer Group has significant experience in assisting communities with their DNR-approved five-year parks and recreation master plans. We work with cities, villages, counties, townships, and combinations thereof, including numerous joint plans involving multiple jurisdictions within a region.

HAPRA (Howell Area Parks and Recreation Authority)

Howell Area Parks and Recreation Master Plan

Reference Address - 1661 N. Latson Rd, Howell, MI 48843

Client Contact

Tim Church
Howell Area Parks and Recreation Executive Director
(517) 546-0693
tchurch@howellrecreation.org

For a copy of the Howell Area Parks and Recreation Master Plan, please click **here** or scan the QR code below

Spicer Group partnered with the Howell Area Parks & Recreation Authority (HAPRA) to develop its Five-Year Parks and Recreation Master Plan covering five communities: the City of Howell, Oceola Township, Marion Township, Genoa Township, and Howell Township. While the City of Howell, Genoa Township, and Howell Township had individual recreation plans already in place, Oceola Township and Marion Township did not. HAPRA sought to create a unified, regional plan that incorporated the existing plans and invited Oceola and Marion Townships to participate, resulting in a single document that reflects the goals, objectives, and action items of all five participating jurisdictions. This collaborative approach allows HAPRA to pursue goals for area-wide parks and recreational facilities while allowing each city and township to pursue goals for more local facilities.

A major strength of the plan is its emphasis on inclusive public engagement and data-driven analysis. Over a nine-month planning process, Spicer Group gathered demographic data, conducted public outreach through an online survey, and completed a thorough evaluation of existing parks and facilities across all five communities. This input, combined with feedback from HAPRA staff and stakeholders, formed the plan's goals, objectives, and action program. The resulting Plan provides a clear roadmap for park and recreation improvements throughout the Howell area while ensuring that each participating community remains eligible for grants administered through the Michigan Department of Natural Resources (DNR).

City of Novi

City of Novi Strategic Community Recreation and Master Park Plan

Reference Address - 45175 W 10 Mile Rd, Novi, MI 48375

Client Contact

Jeffrey Muck
Director of Parks, Recreation and Cultural Services
(517) 404-2931
jmuck@cityofnovi.org

For a copy of the completed plan, please click **here** or scan the QR code below

Spicer Group assisted the City with updating its five-year Parks and Recreation Master Plan in 2024. The plan included a comprehensive inventory of each park, featuring aerial maps displaying park amenities, as well as a comparison-to-standard table indicating whether the City has a sufficient amount of recreational land for its residents. Additionally, a regional recreation section covered regional parks, water trails, and non-motorized trails.

As part of the plan development process, Spicer facilitated three (3) public open houses, each tailored to engage different segments of the population, including older adults and other diverse community groups. These events provided an opportunity for residents to share their opinions on existing park facilities and express their vision for future improvements. To supplement the open houses, an online public input survey was conducted to gather additional feedback from residents who were unable to attend in person.

The City of Novi maintains accreditation through the Commission for Accreditation of Park and Recreation Agencies (CAPRA), the only national accreditation for park and recreation departments. This accreditation serves as a valuable measure of a department's overall quality of operations, management, and service to the community. Spicer developed the City's Parks and Recreation Master Plan to support the renewal of CAPRA accreditation. This process included hosting a workshop with the City's Parks, Recreation, and Cultural Services Department to develop a vision and mission statement that aligns with the values of Novi's citizens and City Council.



City of Lansing

City of Lansing Recreation Plan

Reference Address - 124 W Michigan Ave, Lansing, MI 48933

Client Contact

Brett Kaschinske
Parks Director
(517) 483-4042
Brett.Kaschinske@lansing-mi.gov

For a copy of the completed plan, please click **here** or scan the QR code below

Spicer Group worked with the City of Lansing to develop the City's 2026-2030 Parks and Recreation Master Plan. This plan outlines a bold and inclusive vision for enhancing quality of life through accessible, sustainable, and community-driven recreational opportunities. Spicer Group assisted the City with developing the plan in alignment with state planning requirements and in collaboration with the Parks and Recreation Department, Park Board, and community stakeholders, the plan serves as a strategic roadmap for the next five years. It builds on the City's strong foundation of 111 parks, 25 miles of trails, and a wide range of programs and facilities, while positioning Lansing to remain eligible for critical funding from the Michigan Department of Natural Resources (DNR).

A major strength of the plan is its emphasis on public engagement. Through a city-wide survey, open houses in each ward, and a 30-day public review period, hundreds of residents shared their priorities, ranging from expanded trail connectivity and improved safety to more inclusive programming and better park maintenance. It also included a non-motorized trail review, with the existing trails' maintenance and potential for expansion reviewed with the public and mapped for future development. The Spicer Group team also performed a detailed park inventory and accessibility assessment of all 111 City Parks. The plan reflects this input with goals focused on connectivity, accessibility, resiliency, equity, and placemaking. It also highlights the importance of universal design and ADA compliance, ensuring that Lansing's parks and programs are welcoming to residents of all ages and abilities. With a clear vision, strong community support, and a commitment to sustainability and equity, Lansing is well-positioned to continue building a vibrant, connected, and inclusive parks system for all.



Ingham County Parks

Ingham County Recreation Plan

Reference Address - 121 E. Maple Street, Suite 102, Mason, MI 48854

Client Contact

TIm Morgan
Parks Director
(517) 676-2233
parks@ingham.org

Spicer Group assisted Ingham County with the past two updates to their Five-Year Park and Recreation Plan. The first was completed in 2018 and most recently in 2022.

The 2022 plan update featured an online survey that received 2,200 responses, more than any other plan we have assisted with.

Spicer Group works with Ingham County as their consultant for their Trails and Parks Millage, where we assist them with a wide variety of tasks and projects, including tracking millage-funded projects, grant assistance, mapping, and other related duties. We are also assisting Ingham County Parks with the update of their Trails and Parks Comprehensive Report, updates of their park maps, and the design and construction of a number of park projects.

Over the years, Spicer Group has assisted Ingham County with writing successful grants for 24 different projects with a total value of grant dollars awarded of more than $8.2 million.

For a copy of the completed plan, please click **here** or scan the QR code below







Scope of Work



We look forward to working with Hamburg Township to complete a Five-Year Recreation Plan. Our understanding is that, along with the Hamburg Township Board, the stakeholders include the Township Parks Committee, Township staff, and many user groups of the Township parks. Our services for this project are organized into the following tasks:

Task 1: Project Kick-off and Background Information

This task consists of gathering all existing information, holding a kick-off meeting with Township staff, and discussing the public participation process. At this meeting, we will discuss the format and discuss potential questions for the online survey. Prior to the first meeting, Spicer Group will gather:

- Relevant reports and plans from the Township
- Assist the Township in updating their park inventory
- Census-based information about demographic trends and economic characteristics
- Information about physical features of the communities

At the kick-off meeting, we will discuss key information and changes that have occurred over the past five years to ensure our understanding of Hamburg's parks and recreation administrative structure, the parks and recreational facilities, and the community's natural resources is accurate. We will review public and private programs and facilities available both in the community and the general region. We will also gather any information the Parks Committee, Township Board and staff feel is pertinent to the natural resource inventory, including any unique wetlands, woodlands, wildlife habitat, greenway corridors, or floodplains in the area. This feedback will complement the more detailed information we will begin seeking after the kick-off meeting to begin writing the draft of the plan.

Task Deliverables: Updated demographic data and kickoff materials

In addition to the information to be provided during the development of the plan as described above, Hamburg Township is asked to provide the following:

1. Data about the existing parks, budgets, and organizational structure of the Township.
2. Photographs to be used in the plan.

Task 2: Existing Parks, Facilities, Trails, and Open Space Inventory

Following the first meeting, Spicer Group will begin developing the draft plan document using the background information gathered prior to the kickoff meeting and any additional information provided by Township staff. This will include:

- Locating and clearly identifying all existing parks and recreation facilities, with updated GIS-based location and amenities mapping
- Building a natural resource inventory covering wetlands, watersheds, flood plains, farmlands, and designated natural areas as called for in the RFP.
- Formulating and prioritizing recommendations for the improvement and expansion of existing facilities, with input from the Parks Committee, Township staff, and Township Board. These recommendations will be reconsidered and refined following the public input received throughout the planning process.
- Identifying and evaluating current Township properties and facilities that are not currently being utilized and recommending potential uses that could serve the community. Cost estimates will be provided for each viable opportunity.

During this task, we will coordinate with the Township to finalize the questions for the community input survey. In addition, we will discuss the survey launch techniques and develop effective methods for publicizing the opportunity for residents to complete the general input survey.

Task Deliverables: Draft public input survey, draft natural features inventory, and park location maps

Task 3: Community Input and Engagement

The DNR requires public input to be solicited by at least two means, with the first taking place before or during plan preparation and the second being the required public hearing prior to adoption. We propose a multi-channel engagement approach:



- An online community input survey, promoted via paid Facebook ad, e-mail blasts from the Township, press release in local media, and links on the Hamburg's website.
- Postcards with QR codes to be distributed at recreation events, local clubs and service organizations, and at meetings of the Township Board.
- Assistance with facilitating one community open house. During the open house, the Township will solicit input from the community while sharing with them the information, maps, and other data that we have gathered up to that point. Through face-to-face discussions, it is important to listen to and document the desires and concerns of the public. This is typically a two-hour event held at an easily-accessible and recognizable community gathering place. Alternatively, we could also facilitate a targeted focus group where specific community recreation leaders and user groups are invited to discuss recreation topics.

We will work with you to determine the optimal timeframe for the survey to be open to the public. After the input surveys have been closed out, Spicer Group will analyze the results and prepare reports so they can be presented to the Township.

Task Deliverables: Final public input survey, flyers, postcards, and social media advertisement

Task 4: Goal Setting and Action Plan Prioritization

With public input gathered, Spicer Group will meet with the Township to review survey results and open house feedback. The goal of this meeting is to understand current public sentiment in terms of the type of recreational development and improvements the Township would like to see and to compare those desires and needs to national and regional trends in recreation. At this meeting, a set of updated preliminary goals and objectives and an Action Plan will be presented. Each action item will be linked to a specific goal, ultimately assigned a priority, and accompanied by a cost estimate and target completion year. Our experience has shown that the following factors shape how community recreation needs are met:

- Demonstrated needs in the community
- Input from the community
- Identification of general recreation trends
- An ever-changing population, with special attention to the needs of Senior Citizens and people with disabilities
- Local resources and budgets to achieve recreational goals and priorities

Task Deliverables: Survey results, public input summary write-up, draft goals and objectives, draft action plan

Task 5: Future Parks, Facilities, Trails, and Open Space



Once feedback is provided by the Township concerning goals and action items, Spicer Group will continue making progress on the draft parks and recreation plan. This task consists of considering the information gathered up to this point to provide grounded recommendations for the future of the park system. This includes:

- Using public input gathered, the existing master plan, ordinances, and other information received from Township, Spicer Group will formulate and prioritize recommendations for future park improvements.
- Provide both individual and cumulative cost forecasts for all recommendations, based on current market pricing plus a stated inflation factor; these costs will be high-level visionary estimates that will require further study and refinement when the projects are closer to reality.
- Give particular attention to potential pitfalls associated with permitting and accurately accounting for future budget constraints.
- Specify a realistic timeframe associated with each recommended improvement.
- Identify emerging trends that might affect the provision of recreational services in the Hamburg community and make recommendations to address them. Areas we anticipate examining include: pickleball and adaptive sports demand, inclusive and universal-design playgrounds, e-mobility on shared-use paths, climate resilience in park infrastructure, nature-based mental health programming, post-pandemic patterns of outdoor use, and intergenerational programming

Task Deliverables: Finalized action plan, finalized goals and objectives, cost estimates for action plan projects

Task 6: Completion of Draft Recreation Master Plan

Spicer Group will complete the draft of the Five-Year Recreation Master Plan. This draft will be presented in the DNR format described in Guidelines for the Development of Community Park, Recreation, Open Space, and Greenway Plans. It will include full-color maps, graphs, and charts to support the plan narrative.

Task Deliverables: Draft recreation master plan

Task 7: 30-Day Public Review Period and Plan Adoption

Prior to the required public hearing, Spicer Group will facilitate the mandatory 30-day review period. We will provide the Township with copies of the draft plan for distribution and review, assist with drafting the public notification, and provide the draft as a computer-compatible file for printing additional copies. We will also draft sample resolutions for adoption.

Task Deliverables: Public hearing notice, adoption resolution, hard copy of draft plan

Task 8: Prepare and Submit Final Documents

Comments from the public hearing will be incorporated into the final plan. As required, one final copy will be submitted to the MDNR, and a second copy will be submitted to the Southeast Michigan Council of Governments (SEMCOG). As a final step, Spicer Group will upload the Recreation Plan in the MiGrants System including the required recreation plan certification checklist and post-completion certification reports for past DNR-funded grant projects.

Task Deliverables: Hard copy of final adopted plan

In addition to the information to be provided during the development of the plan as described above, Hamburg Township is asked to provide the following:

1. Copies of the legal notifications for the online survey, 30-day review and public meeting(s).
2. Certified copies of the minutes from the Public Meeting(s), the Parks Committee meeting, and the Township Board minutes from the adoption of the plan.

Task 9: Conceptual Design Preparation

Understanding the time constraints associated with this project, following completion of the Recreation Plan, Spicer Group will work with the Township and stakeholders to develop a preliminary concept for development of Manly Bennett Park. This concept will incorporate all proposed improvements over the next five years and include the three trailheads owned by the Township. The concept developed will be presented to the Township for feedback. The feedback received will drive revisions and development of a final concept plan. Ultimately, the improvements identified on the concept plan will be identified within the action plan of the Five Year Recreation Plan to support future grant funding for site development.

Task Deliverables: Digital and hard copy of park concept design

Cost Estimate

Spicer Group Job # 141381SG2026 Hamburg Recreation Plan	Director Rate Hours	Service Lead Rate Hours	Planner III Rate Hours	Budget (Hours)	Budget ($)	**TOTAL COST ($)**
Task 1 - Project Kickoff and Background Information						
Project Kickoff Meeting Materials		0.50	2.00	2.50	$456	$456
Demographic Data and Chapter Update			1.00	1.00	$170	$170
QAQC, Correspondence, Initial Notices		0.50	2.00	2.50	$456	$456
Meeting with Client	1.00	1.00	1.00	3.00	$662	$662
Subtotal	**1.00**	**2.00**	**6.00**	**9.00**	**$1,744**	**$1,744**
Task 2 - Existing Parks, Facilities, Trails and Open Space Inventory						
Meeting with Client		1.00	2.00	3.00	$572	$572
Update Admin Structure Chapter			1.00	1.00	$170	$170
Update Rec Inventory Chapter			1.00	1.00	$170	$170
Comparison to Standards Update			2.00	2.00	$340	$340
Updated Park Location Map, Natural Features, Inventory Maps			4.00	4.00	$680	$680
QAQC		2.00		2.00	$464	$464
Subtotal	**0**	**2.00**	**8.00**	**10.00**	**$1,824**	**$1,824.00**
Task 3 - Community Input and Engagement						
Meeting with Client	1.00	1.00	1.00	3.00	$662	$662
Misc. Correspondence			1.00	1.00	$170	$170
Community Survey		1.50	6.50	8.00	$1,453	$1,453
Marketing Materials		1.00	4.00	5.00	$912	$912
Open House	4.00	6.00	8.00	18.00	$3,792	$3,792
Public Input Evaluation			4.00	4.00	$680	$680
Community Input Chapter Update			2.00	2.00	$340	$340
Subtotal	**5.00**	**9.50**	**26.50**	**41.00**	**$8,009**	**$8,009**
Task 4 - Goal Setting and Action Plan Prioritization						
Meeting Attendance		2.00	2.00	4.00	$804	$804
Misc Correspondence			1.00	1.00	$170	$170
Updated Goals & Objectives		1.00	2.00	3.00	$572	$572
Updated Action Plan/Identified Projects		1.00	2.00	3.00	$572	$572
QAQC		1.00		1.00	$232	$232
Subtotal	**0**	**5.00**	**7.00**	**12.00**	**$2,350**	**$2,350**
Task 5 - Future Parks, Facilities, Trails and Open Space						
Misc Correspondence		0.50	1.00	1.50	$286	$286
Future Parks System Recommendations		2.00	2.00	4.00	$804	$804
Action Plan Cost Estimates		4.00		8.00	$928	$928
Subtotal	**0**	**6.50**	**3.00**	**13.50**	**$2,018**	**$2,018**

Task 6 - Completion of Draft Recreation Master Plan						
Meeting Attendance	1	1	2	3.50	$747	$747
Compiling Plan		1	6	7.00	$1,252	$1,252
Edits			3	8.00	$510	$510
Misc Correspondence			2	2.00	$340	$340
Subtotal	**1.00**	**2.00**	**12.50**	**20.50**	**$2,849**	**$2,849**
Task 7 - 30-Day Public Review Period and Plan Adoption						
Misc Correspondence			2	2.00	$340	$340
Required Prints and Postings			4	4.00	$680	$680
QAQC	2	2		8.00	$984	$984
Subtotal	**2.00**	**2.00**	**6.00**	**14.00**	**$2,004**	**$2,004**
Task 8 - Prepare and Submit Final Documents						
Misc Correspondence		1	1	2.00	$402	$402
Required Prints and Postings			4	4.00	$680	$680
MiGrants Submittal			7	8.00	$1,190	$1,190
Subtotal	**0**	**1.00**	**12.00**	**14.00**	**$2,272**	**$2,272**
Task 9 - Conceptual Design Preparation						
Draft Plan	3		12	15.00	$2,820	$2,820
Presentation of Draft Plan	2		2	4.00	$860	$860
Final Plan Development	3		10	13.00	$2,480	$2,480
				-	$0	$0
Subtotal	**8.00**	**0**	**24.00**	**32.00**	**$6,160**	**$6,160**
TOTAL	**17.00**	**30.00**	**105.00**	**169.00**	**$29,230**	**$29,230.00**

Project Schedule

Project Tasks	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Task 1 - Project Kickoff and Background Information	X						
Task 2 - Existing Parks, Facilities, Trails and Open Space Inventory	X						
Task 3 - Community Input and Engagement	X	X					
Task 4 - Goal Setting and Action Plan Prioritization			X				
Task 5 - Future Parks, Facilities, Trails and Open Space		X	X				
Task 6 - Completion of Draft Recreation Master Plan				X			
Task 7 - 30-Day Public Review Period and Plan Adoption					X		
Task 8 - Prepare and Submit Final Documents						X	
Task 9 - Conceptual Design Preparation						X	X