

September 23, 2025

James Gallup
City Manager
City of Jefferson City
Post Office Box 530
Jefferson City, TN 37760

RE: Proposal for Professional Planning Services
Comprehensive Parks and Recreation Master Plan
City of Jefferson City, Tennessee

Dear Mr. Gallup:

McGill Associates is pleased to provide you with this proposal to provide professional planning services for the above-referenced project. McGill Associates proposes providing the following specific scope of work listed below:

SCOPE OF SERVICES

Task 1: Project Management

- Facilitate a project kickoff meeting to include introductions, review of the project schedule, and confirmation of the scope of work.
- Outline Recreation Master Plan objectives
- Finalize project schedule including potential meeting dates.
- Detail the City's role in recreation services.
- Understand the Department's organizational structure and scope of services.

Task 2: Analysis of Demographic Data

McGill will review the City's current population as well as projections provided by the City to better understand the market and growth trends. Our team will review

- Population trends and projections
- Age and Education
- Employment and income
- Housing Characteristics.
- Review impact of programming and park usage.
- Comparison with three (3) other similar sized communities

Task 3: Evaluation of Park System

- Conduct site visits with City staff to each facility to inventory park amenities and evaluate the facilities
- Conduct a SWOT analysis with City Staff
- Anticipated remaining life of current facilities.
- Natural features evaluation.

- Pedestrian and vehicular access & parking.
- Park land utilization for active and passive areas.
- Compatible use and alternatives for areas not being used.
- Evaluate park system for ADA compliance and accessibility and barriers to participation.
- Facility and structure safety.
- Greenways, trails, blue ways and connectivity.
- Potential expansion of the park system.
- Adequate resources for current and future usage and/or development.

Task 4: Community Needs Assessment

- Review of community recreation survey responses provided by the City
- Evaluate current and future recreational needs based on the Tennessee Statewide Community Outdoor Recreation Plan (SCORP) standards; this evaluation should consider the future growth within the City
- Evaluate the park systems ADA compliance and accessibility and current barriers
- Identify and evaluate current and future recreation trends and include a trends forecast
- Create a map and database of parks and recreation resources
- Evaluate the function of associated boards and committees
- Evaluate existing stream corridors for Blueway connections or improvements
- Benchmarking the existing facilities with NRPA benchmarking and recommendations
- Evaluate existing park land dedication ordinance evaluation
- Examine the City's multi-year budget plans for capital projects and equipment [to include evaluating for staffing, operating expenses, property and any geographic specific needs].

Task 5: Community Information Gathering

Working with City staff, we will develop options for engaging a diverse cross-section of the community. We recommend the following to obtain successful community engagement that will contribute to a strong cross-section of the area:

- Two (2) in-person public community meetings
- Two (2) virtual focus group meetings with local leaders (one mid-term, one end of term) with public advertisement for the final meeting.
- One virtual focus group interview with City executives.
- One virtual focus group interview with advisory board members.

Task 6: Recommendations and Proposals

We propose providing recommendations on the following:

- Identify correlations between the City's recreational needs and Tennessee's SCORP
- Recreation programming
- Recommendations on what can be done to extend the life span of existing facilities
- Parks and open space facilities
- Greenways, bikeways, and pathways
- Locating future recreation facilities with considerations for demographics, community needs and planned housing.

- Land acquisition and adjacent facilities
- Improvements at existing facilities
- Joint recreation planning interaction with other service providers and other recreation providers
- Recommend on blueways connections and improvements
- Staffing recommendations

Task 7: Final Action Plan with Capital Improvement Plan

- Provide a 10-year action plan that outlines implementation of recommendations and future review/updates
- Formulate ten-year Capital Improvement Plan
- Supporting maps, graphs, and charts
- Develop a, Executive Summary, not to exceed 15 pages, for the Master Plan

Task 8: Deliverables and Final Presentations

McGill will prepare the following deliverables and related presentations:

- Provide digital copies of drafts and final drafts of the plan to City staff
- Conduct one virtual meeting with organizational officials and staff on the draft of the plan
- Incorporate comments and changes from City staff review
- Conduct a virtual public input meeting to obtain community input on the draft plan.
- Submit a digital draft TDEC Recreation Resource Division for review and comment
- Incorporate feedback from draft review
- Present the final plan in person to City Council for approval

BASIS FOR COMPENSATION

Based on our understanding of the project, we propose providing the Scope of Services detailed in this proposal for the following lump sum fee, inclusive of all reimbursable expenditures.

Prepare Comprehensive Parks and Recreation Master Plan \$60,000.00

The City will be invoiced monthly as work progresses. Any additional services will be completed as directed by the City in accordance with our Basic Fee Schedule.

ADDITIONAL SERVICES

When requested by the Owner and confirmed by the Firm in writing, the Firm shall perform services in addition to those described above in this Agreement and the Owner shall compensate the Firm by hourly charges in accordance with the attached Basic Fee Schedule.

1. Please note that the above fee does not include land surveying or designs associated with projects.
2. Providing services of professional consultants for items of work other than those described above.
3. Meetings in addition to what is included in the scope of work listed above.

OWNER'S RESPONSIBILITIES

1. The Owner shall provide full information regarding requirements for the Project.
2. The Owner shall designate a representative (authorized to act in his behalf) with respect to the Project. The Owner or his representative shall examine documents submitted by McGill and shall render decisions pertaining thereto promptly, avoiding unreasonable delay in the progress of McGill's work.
3. The Owner will be responsible for the arrangement of notices and any other costs associated with meeting schedules including facility cost, advertisement cost, etc.
4. Development of conceptual park plans has been performed by others. McGill will incorporate the plans into the Master Plan.
5. The City will provide the previously prepared Gap Analysis to incorporate into the plan.

We appreciate the opportunity to provide this proposal to the City of Jefferson City, and we are prepared to begin work immediately to meet your schedule. If the above, along with the attached Consulting Services Agreement (CSA), is acceptable to you, please provide the appropriate signatures below and on the CSA as indicated and return one (1) copy of each. As always, if you have any questions regarding this proposal, please do not hesitate to contact me. We look forward to working with you on this project.

Sincerely:

McGILL ASSOCIATES, PA



MICHAEL J. NORRIS, PLA

Director of Land Planning & Recreation

Attachments: Basic Fee Schedule
Consulting Services Agreement

ACCEPTANCE: Sign: _____
Print: _____

Date: _____
Title: _____