

# PARKS & RECREATION MASTER PLAN

MOBERLY, MO

Prepared by



Proposal for Planning Services  
April 26, 2024

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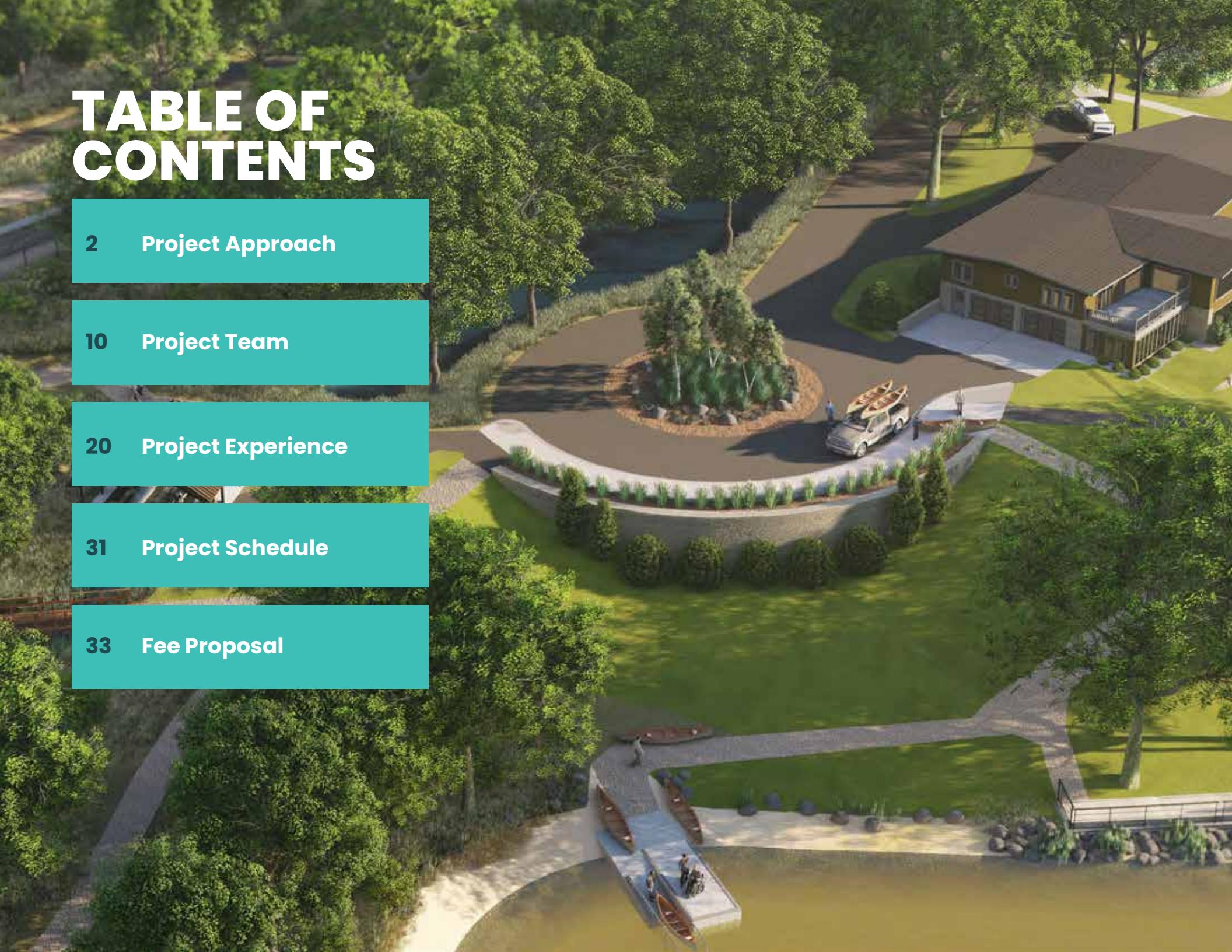
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Troy Bock, Director  
Moberly Parks and Recreation  
101 West Reed Street  
Moberly, MO 65270

RE: Proposal for Moberly Parks and Recreation Master Plan Update

Dear Troy and the Selection Committee,

We are pleased to present our proposal to conduct a planning process and update the Moberly Parks and Recreation Master Plan. Since HKGi's establishment in 1982, park, trail, and open space planning has been one of the firm's core services. We have completed more than thirty park and recreation system plans and needs assessments in the past decade, and we have worked with dozens of communities throughout the upper Midwest to develop park and trail master plans and design and complete hundreds of park improvement projects. The knowledge we have gained about park and recreation trends, best practices, funding strategies, and construction costs informs our system planning work and enhances our ability to provide clients with action-oriented parks plans that effectively guide future investments.

The City of Moberly provides a variety of parks and recreation offerings to its residents and strives to maintain a high quality of life and access to recreation, open space, and nature in the city. Our project approach focuses on engaging with city residents, staff, and Park Board members to develop a plan that meets the needs of the community. HKGi is well-positioned to help the city identify strategies that address existing challenges and gaps and enable the community to effectively invest in, maintain, and operate its system. We are excited about the opportunity to work with the city and its stakeholders to create a vision and plan for the park system's future. We look forward to discussing this project and our qualifications with you.

Jody Rader will serve as the Project Manager and will provide leadership for the HKGi team. Jody has several years of experience working with communities on park master planning and implementation processes. Gabrielle Grinde, who will serve as the Principal in Charge for the HKGi team, will leverage her extensive experience conducting park and trail system planning to provide guidance to the planning team. Our team also includes experts in data analysis, funding, and park facility implementation. If you have any questions about our proposal or would like to discuss this project or our qualifications in greater detail, please don't hesitate to contact us. We appreciate the opportunity to be considered for this project and look forward to speaking with you soon.

Sincerely,



Gabrielle Grinde, PLA (MN)  
Principal, HKGi  
(608) 852-3370 | gabrielle@hkgi.com



Jody Rader, PLA (MN, WI)  
Landscape Architect & Project Manager, HKGi  
(612) 220-8990 | jody@hkgi.com



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**Collaborate.  
Listen.  
Explore.  
Create.**

# PROJECT APPROACH



# APPROACH

HKGi's approach to park system planning is different for every community and client with whom we work. We are constantly adjusting and modifying our approach as we learn more and work in new communities. We begin by learning about the community—the history, the people, the trends, and past planning—and then developing a baseline inventory of existing conditions. Our needs assessment and community engagement are built upon the existing inventory and background planning. We use creative ways to engage and listen to the client and the community members to inform the recommendations and exploration of ideas for the future. Referring to previous plans and projects, we bring new ideas, precedents, and experience to develop a plan that is unique to Mendota Heights. Our experience in developing park and trail master plans, grant writing, and constructing parks and trails helps us develop practical and detailed implementation strategies with detailed cost estimates, phasing, and prioritization of projects and programs.

The public engagement process is an opportunity for city staff to build relationships with local community members. HKGi will help facilitate, encourage, and enable those relationships through the development of engaging materials, outreach methods, and hosting of events. With over 40 years of community engagement experience, we have



tried many different approaches, including hosting an open house in the middle of a frozen lake, public design workshops, pop up meetings at community events and festivals indoors and outdoors, online surveys and virtual design meetings. We find that we have the most success when we meet people where they are at, whether that is through an online survey or attending a meeting at a school, a neighborhood park, or a local restaurant.

Our approach to public engagement in the work plan includes development of a Communications and Engagement Plan at the onset of the project. By working with staff to identify specific stakeholders, potential events, and communications and outreach strategies, we will develop a document that include goals,

responsibilities, timelines, and engagement methods for the project process. For the purpose of fee estimating, we have generally included the public engagement tasks listed in our scope of work. We are not tied to this approach and are open to exploring new ideas.

Our project approach is based on the specific desired outcomes listed in the RFP. Our process is flexible in that tasks can shift and meeting times and dates can be scheduled to work with the city's desired timeline. Frequent communication and project team meetings between staff and consultants will allow us to address any scheduling changes or needs throughout the process.

# WORK PLAN

## Task 1: Project Initiation and Coordination

JUN - JUL 2024

Consultants and city staff will meet to review and confirm the project scope and schedule, discuss the public engagement plan, review background items and GIS data, and discuss overall project goals, issues, and opportunities. The format of the plan document will also be discussed in order to ensure maximum usability and future editability for the city. A data request will be submitted to the city, which will assist HKGi to prepare base maps for the project.

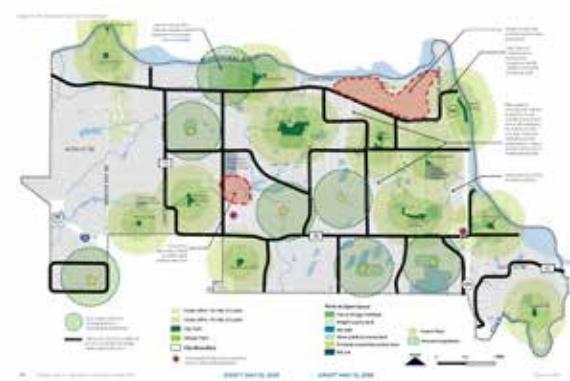
In order to engage with as many residents as possible, especially including underrepresented populations, HKGi will prepare a Project Communications and Engagement Plan. This effort will occur early in the process to brainstorm creative ways to reach out and



seek input. This document will identify goals for engagement (inform, consult, involve, collaborate, empower), responsibilities, a list of key stakeholders and groups to engage, methods of engagement and outreach, and timelines.

### TASK 1 SUBTASKS AND MILESTONES

- 1.1 Confirm Scope, Schedule and Goals
- 1.2 Kick-off Meeting and Parks Tour with Park Board
- 1.3 Prepare Project Communication and Engagement Plan
- 1.4 Prepare Data Request
- 1.5 Prepare Base Mapping
- 1.6 Project Coordination



## Task 2: Research, Inventory and Conditions

JUL - SEPT 2024

Existing mapping and planning documents will be reviewed in order to coordinate the planning process with previous and ongoing plans, including direction from past Capital Improvement Plans and budgets. Demographic data and projections will be analyzed to inform the plan's recommendations for future level of service and facilities needed.

A peer community review will involve conducting in-depth analysis of data related to Moberly and several peer cities (as directed by staff). Data points will include acres of parkland, number of parks, county population and area, number of picnic facilities, miles of trails, programming, staffing levels, funding levels and sources, capital and operations budget, etc.

Utilizing the city's existing data, we will confirm and update a table and visual summary of existing parks, recreation facilities and amenities, along with review of existing park

In Subtask 1.5 HKGi will produce maps illustrating park service areas for parks & open spaces in Moberly, including those operated by county, state, and national agencies. We will use the service area map and other data to also produce a map illustrating areas where service gaps exist. The left examples are from HKGi's work in Otsego, MN.

classifications. We will prepare a graphic and narrative description of city park classifications and the role of the city parks in the broader region regarding opportunities and potential duplication of services. Local government and agency stakeholder meetings will be scheduled during this phase to assist in providing our team with background information about specific user-groups and facility use today.

## **TASK 2 SUBTASKS AND MILESTONES**

### **2.1 Review Relevant Plans and Documents**

### **2.2 Peer Community review**

### **2.3 Demographics Review**

### **2.4 Local Government and Agency Stakeholder Meetings**

### **2.5 Inventory Conditions and Classifications Review**

### **2.6 Summary of Research, Inventory and Conditions**

## **Task 3: Community Outreach and Engagement**

**AUG - MAR 2025**

We will use the Communication and Engagement Plan that will be developed during Task 1. Spring and summer tend to be the best times to engage the community as people are excited about being outside and active as the weather turns warmer. Graphically-engaging outreach materials that represent city branding will be developed to spread the word and encourage participation in the engagement activities. We will also assist with writing press releases, newsletter copy, and social media postings. We have budgeted time and hours for the following subtasks, but our approach is flexible if other tools are desired. We have also budgeted to conduct a statistically-valid resident survey as described in the RFP, likely to be augmented with a city-wide social media campaign or other outreach efforts. Our team has native Spanish speakers on staff, and we can work with the city to translate materials to other languages as needed.

A series of pop-up events (project booths or info presented at community events), workshops, and open house events will be scheduled to coincide with planned trips to Moberly, to maximize efficiency and project budget. A suite of web-based survey and interactive



mapping tools (Social Pinpoint) will be deployed to reach a broad range of community members at key milestones for plan development. A graphic summary of what was heard through engagement will be prepared and shared out as part of the project deliverables.

## **TASK 3 SUBTASKS AND MILESTONES**

### **3.1 Prepare Communications and Outreach Materials**

### **3.2 Pop-up Meetings (2)**

### **3.3 Survey and Social Pinpoint Tools**

### **3.4 Stakeholder Focus Group (Virtual)**

### **3.5 Workshop with Parks and Recreation Board**

### **3.6 Open House #1: Gather Ideas**

### **3.7 Open House #2: Gather Input**

### **3.8 Resident Statistically Valid Survey**

### **3.9 Summary of Engagement and Feedback**



## Task 4: Level of Service and Needs Analysis SEP - OCT 2024

HKGi maintains and regularly updates materials that encompass research regarding trends in recreation, including local, regional, and national trends throughout the Midwest. National and local recreation planning organizations will be consulted for up-to-date research on trends in recreation and park facilities and development.

Utilizing the parks inventory, mapping, context and demographics analysis, and public engagement input, we will identify gaps in the current system in terms of parks, facilities, recreation programming, level of service, staffing, and funding. Looking to the future of park development and ongoing operations and maintenance, we will determine how those gaps will change, to consider what additional funding and staffing will be needed. Access to parks and types of recreation facilities (e.g. playgrounds and courts) within the city, will be analyzed through maps that show park and facility access areas and gaps in service areas.

We will also collect National Recreation and Park Association Metrics data, which is gathered from park agencies around the country. The data can be filtered according to agency type, size, and region. The combined peer counties and NRPA metrics data will provide a framework to identify

where Moberly's parks and recreation system lies in terms of level of service and offerings.

A graphically engaging summary will be developed that includes all inventory data along with a summary of the analysis of the system and identification of needs for the future. This report will serve as a chapter of the draft plan, or as an appendix to the report.

### TASK 4 SUBTASKS AND MILESTONES

#### 4.1 Demographics and Trends Analysis

#### 4.2 Service Area Gap Analysis

#### 4.3 NRPA Level of Service Analysis

#### 4.4 System Needs Summary

## Task 5: Goal Setting and Evaluation

OCT – NOV 2024

The needs assessment will inform development of system goals and objectives that identify improvements to or new facilities, programs, acquisition, partnerships, funding and staffing recommendations. These goals may include precedent projects or images to describe them, as well as a narrative list. A clear set of metrics and benchmarks for future monitoring will be identified as a means to build transparency and accountability into the process of implementation.

A vision statement and list of guiding principles will serve as the framework for the goals and objectives. The vision statement and guiding principles will support the Department's Mission and Vision, and wording will be confirmed at the workshop planned with the Parks and Recreation Board (see Task 3).

### TASK 5 SUBTASKS AND MILESTONES

**5.1 Confirm Department Vision and Mission**

**5.2 Develop Park System Goals**

**5.3 Identify Metrics and Benchmarks**

## Task 6: Programs, Services, Organization and Funding

NOV – DEC 2024

We will work with staff to analyze the inventory of existing recreation programs and events, including participation and costs, provided in the city in order to determine if there is capacity or desire for changes in programming. Based on trends and community input, we will identify needs in the city to expand community events and recreation offerings. Additional review of organizations systems, processes, policies, staffing, resources, funding, communications and marketing will be conducted to understand where revisions or amendments could support the vision or goals as developed in Task 5.

A summary of recommendations outlining future actions and staff roles in implementing actions will be developed and integrated into the subsequent draft plan document.

### TASK 6 SUBTASKS AND MILESTONES

**6.1 Programs and Services Analysis**

**6.2 Organizational Systems, Processes and Policy Overview**

**6.3 Staffing and Partnership Analysis**

**6.4 Resource and Funding Analysis**

**6.5 Communications and Marketing Analysis**

**6.6 Summary and Recommendations**



## Task 7: Draft and Final Plan

Dec 2024 – May 2025

Drafting of the master plan document will begin mid-project, as chapters and materials will be built along the way through Tasks 1-6.

As part of Task 7, a set of Concept Improvement Plans will be created for each of the five Moberly Parks that exist today. These concept plans will show specific improvements for each park, based on the vision, ideas gathered through community engagement, and gap analysis. In addition, a city-wide plan for future trail improvements to connect residents and visitors to community destinations and parks will be created.

A clear set of recommendations and an implementation strategy will be prepared as part of this task. Prioritization of recommendations will be based on a set of criteria including existing conditions and community context, previous planning, public input, stakeholder input, desires of elected officials, potential partnerships, growth projections, trends in rec, staff input, capital costs, O&M costs, and peer comparison. Emphasis will be placed on an equitable prioritization of recommendations, and incorporation of proposed improvements, among other recent plans and recommendations.

An Asset Management Plan is a detailed and practical tool containing great information for future park improvements planning. HKGI will work with the city to develop this tool into a specifically-tailored Excel spreadsheet that identifies ongoing costs to maintain the current physical parks system as it is today. The tool includes an inventory of existing physical facilities and amenities in the park system, along with location in the system, quantity or size, lifespan, cost for replacement, and other details. Considerations include inflation, funding sources, annual budgets, and input from staff. It is possible to add planned facilities into the tool to determine how those new facilities will impact long-term maintenance and replacement costs for the city. We have heard from past clients for whom we have developed this tool that they use it on a regular basis to help maintain their system and communicate to elected officials the funding that is needed to upkeep existing facilities.



With the parks master plan components completed, a complete document will be drafted and formatted for review and printing. The draft document will focus on key strategies for implementation according to a ten-year horizon aligned with capital improvement planning and budget development; as well, the plan will include a summary of the project goals and process, the needs assessment, and detailed description of the proposed vision and guiding principles, system goals and objectives and a detailed account of community engagement. Colorful and engaging maps, graphics, images, and tables will accompany narrative text to describe the future of Moberly's Park System.

HKGi will present the draft plan to staff and to the Park Board and schedule a review period to collect feedback. Subsequent revisions will be made with guidance from city staff. A presentation will be prepared for the City Council; upon approval of the plan, our team will package all files and deliverables to be shared with the city for future use and reference.

## **TASK 7 SUBTASKS AND MILESTONES**

- 7.1 Develop Recommendations & Implementation Strategy**
- 7.2 Prepare Concept Improvement Plans for (5) Parks**
- 7.3 Prepare Draft Trail Improvement Plan (City-wide)**
- 7.4 Prepare Asset Management Tool**
- 7.5 Prepare Draft Plan Document**
- 7.6 Staff and Park Board Meeting to Review Draft**
- 7.7 Revise Draft Plan**
- 7.8 City Council Presentation for Approval (Optional)**
- 7.9 Package of Final Deliverables**



# PROJECT TEAM



# FIRM PROFILE & PROJECT TEAM



HKGi was established in 1982 to provide community-based planning and landscape architecture services to clients throughout the Upper Midwest. A context-sensitive, community-based approach has always been at the heart of HKGi's practice. This approach emphasizes working with the community and the client to collect input and explore potential planning directions. Stakeholder input about the community's needs, strengths, and challenges provides the foundation for our work, resulting in plans that respond directly to the community's unique vision for its future.

## PARK PLANNING & DESIGN

Park and trail design has long been a core HKGi service, with the firm completing more than thirty parks & recreation system and bicycle-pedestrian plans and hundreds of park and trail plans and improvements.

HKGi's system planning work is bolstered not only by the firm's park and trail experience, but also by the firm's breadth of community planning experience. HKGi's landscape architects routinely contribute to comprehensive planning efforts, redevelopment and neighborhood plans, and bicycle-pedestrian plans. These types of projects involve understanding how communities are evolving in terms of development patterns, demographics, and economic and social trends and the types of data collection, analyses, and approaches used for these types of projects also apply to park and recreation system planning. Our ability to develop a holistic understanding of the community and its evolution enables our park planners to create system plans that better respond to the community and its future needs.

Resumes for our project team can be found on the following pages.



## LOCATION

800 Washington Ave. N., #103  
Minneapolis, MN 55401  
[www.hkgi.com](http://www.hkgi.com)

## PRINCIPALS

- Paul Paige, PLA (MN), President
- Brad Scheib, AICP, Vice President
- Bryan Harjes, PLA (MN, MI), LEED AP, Vice President
- Gabrielle Grinde, PLA (MN), Vice President
- Rita Trapp, AICP, LEED AP, Vice President

## ASSOCIATES

- Jeff Miller, AICP

## STAFF

- 6 Certified Planners
- 7 Licensed Landscape Architects
- 7 Planners/Urban Designers
- 2 Marketing Communications



## Years of Experience: 15

### Education

Master of Landscape Architecture,  
University of Minnesota

Bachelor of Arts-Political Science,  
University of Wisconsin-Madison

### Registration

Landscape Architect, Minnesota  
License No. 50416

### Project References

**Ben Anderson**, Parks Director for Stearns  
County Parks | 320-654-4725

-Stearns County Parks & Recreation Master Plan  
-Great River Park Complex Master Plan

**Nick Jacobs**, Parks and Recreation Director for  
the City of Otsego | 763-334-3170

-Otsego Parks & Recreation System Plan  
-Otsego Parks Wayfinding Plan  
-Ongoing Parks & Trail Planning and  
Design Projects

## Gabrielle Grinde PLA (MN)

Principal  
gabrielle@hkgi.com

### Introduction

As Principal, Gabrielle will provide leadership throughout the project. In this role she will provide quality control oversight of the process to ensure that the planning team has the resources it needs to conduct a thorough planning process and deliver high quality analysis and strategies to the City of Moberly.

Gabrielle is an experienced park planner who has developed system plans for a variety of municipal and county clients throughout the state. She has also conducted park and trail master planning, design, and other implementation initiatives. This depth of experience means that she understands the park improvement planning and construction process and is able to use that knowledge to create action-oriented system plans that include feasible recommendations and provide useful guidance to communities as they evolve and enhance their parks and recreation systems.

### Relevant Project Experience

- Parks, Recreation, and Community Education Master Plan | Hutchinson, MN
- Park and Recreation System Plan | Otsego, MN
- Greenway Master Plans | Dakota County, MN
- Park and Recreation System Plan | Maple Grove, MN
- Jim Bell Park Master Plan and Park System Analysis | Farmington, MN
- Parks Master Plan | South St. Paul, MN
- Park and Recreation System Master Plan | Chanhassen, MN
- Parks & Recreation System Master Plan | Sherburne County, MN

### Awards

- 2020 MRPA Award of Excellence  
- Hutchinson Parks, Recreation and Community Education System Plan
- 2015 MN APA Planning in Context Award - Moorhead River Corridor Plan
- 2015 ASLA-MN Merit Award for Analysis and Planning - Parks and Recreation Master Plan, Duluth, MN



## Years of Experience: 16

### Education

Master of Landscape Architecture,  
University of Minnesota

B.S. Architecture,  
University of Minnesota

Certificate in Ecological Restoration

### Registration

PLA Minnesota License No. 57311

PLA Wisconsin License No. 1000-14

### Project References

**Kim Biedermann**, Principal Transportation  
Planer, ECWRPC | 920-751-4770 x6833

-High Cliff Trail Connection Master Plan

**Barry Wendorf**, Isanti County Parks Division  
Leader of Environmental Services |  
763-689-8220

-Anderson Park Master Plan  
-Springvale Park Master Plan

**Jody Rader** PLA (MN, WI)  
Project Manager  
[jody@hkgi.com](mailto:jody@hkgi.com)

### Introduction

Jody will serve as the Project Manager for the consultant team. In this role she will provide leadership through all phases of the project, particularly the engagement process, and will be the primary contact for City of Moberly staff. Jody has provided leadership for a variety of projects including park system planning, park and trail planning and improvements, and bicycle-pedestrian planning. She has also provided leadership for grant writing efforts that have helped clients secure funding to implement park, trail, and bike-ped connectivity projects.

Jody is currently providing design leadership on several park improvement projects. She is leading the design for both large scale and smaller scale park improvement projects in communities such as Minneapolis, Rochester, Chanhassen, and Inver Grove Heights. Her implementation and grant writing experience will inform her system planning work in Moberly

Jody brings an emphasis on client service, outstanding communications skills, an ability to work with stakeholders to develop creative design solutions that address project objectives, and a commitment to helping communities promote healthy living, sustainable ecosystems, and quality of life for all.

### Relevant Project Experience

- Park and Recreation System Plan | Otsego, MN
- South Valley Park Improvements | Inver Grove Heights, MN
- Vista Pines Park Improvements | Inver Grove Heights, MN
- Soldier's Field Park Improvements | Rochester, MN
- North Commons Park Improvements | Minneapolis, MN
- High Cliff Trail Connection | ECWRPC Fox Cities, WI
- Great Sauk State Trail Master Plan | Sauk County, WI
- Bicycle and Pedestrian Plan | Farmington, MN
- Vermillion River Greenway Master Plan | Dakota County, MN
- Glacial Edge Regional Trail Master Plan | Fergus Falls, MN
- Active Living Grant Writing | Anoka and Dakota Counties, MN

### Awards

- 2021 ASLA-MN Honor Award  
for the Minnehaha Parkway  
Regional Trail Master Plan

### Professional Activities

- Member of ASLA, Association for  
Community Design (ACD) and  
the Association of Pedestrian  
and Bicycle Professionals (APBP)
- WI APA 2023 Conference and  
Bike Walk MN 2018 Conference,  
Presenter



## Years of Experience: 35

### Education

Bachelor of Landscape Architecture - University of Minnesota

### Registration

Landscape Architect, Minnesota  
License No. 23594

**Paul Paige PLA (MN)**  
Principal and Project Advisor  
[paul@hkgi.com](mailto:paul@hkgi.com)

### Introduction

Paul will serve as a Project Advisor for this project. In this role he will provide quality control guidance to the team throughout the planning process.

For more than three decades Paul has provided design and landscape architecture leadership for park, campus, and open space design projects across the region. His experience includes planning and designing athletic fields and complexes at a variety of scales; planning and design for parks and public works improvements in a variety of contexts; and park and recreation system planning.

As a member of HKGi's leadership team since the 1990s, Paul has played a significant role in developing and refining the firm's planning, project management, and client service approach. His creativity and knowledge as a landscape architect has also translated to his leadership role. He has fostered growth among HKGi's professional staff by establishing a strong foundation consisting of technical skill, authentic community engagement, proactive communication, and a dedication to assisting clients in achieving their community development goals.

Paul also served for many years as a volunteer youth coach. He leverages that experience to improve planning and design by bringing an end-user's perspective to the process.

### Relevant Project Experience

- Gleason Fields Athletic Complex | Maple Grove, MN
- Fernbrook Fields Athletic Complex | Maple Grove, MN
- Ponds Park and Veterans Memorial Field Improvements | Prior Lake, MN
- Andrews Park Improvements | Champlin, MN
- Youth Athletic Complex | Elk River, MN
- City Square Park Renovation | Chaska, MN
- Countryside Park Improvements | Edina, MN
- Athletic Facility Needs Study | Chanhassen, MN
- Athletic Fields Feasibility Studies | Maple Grove, MN

### Awards

- 2020 MRPA Excellence Award, 2013 MN ASLA Merit Award and 2009 MRPA Award of Excellence Award - River's Edge Commons - Elk River
- 2020 MRPA Excellence Award - Fernbrook Athletic Fields Complex - Maple Grove
- 2017 MN APA Success Stories in Implementation - Downtown Chaska Master Plan and Streetscape



## Years of Experience: 13

### Education

Master of Landscape Architecture and Master of Urban and Regional Planning - University of Minnesota

B.A., Economics - Saint John's University

## Kevin Clarke

Planner

[kevin@hkgi.com](mailto:kevin@hkgi.com)

### Introduction

Kevin will provide planning services related to data collection, analysis, funding, and implementation planning. In this role he will build a strong foundation of community data, which will provide direction for system development strategies and will also provide supporting evidence that Moberly staff and leadership can use to guide future decision making. His work will help the community understand its current context in comparison to national standards and peer communities, and will facilitate assessment of future development strategies and initiatives.

Kevin brings a versatile skill set to this project. In addition to developing park plans and concept design for communities throughout the region, he has also assisted several communities and agencies in evaluating their systems' athletics facilities in order to identify service and programming gaps, needs, and surpluses. Through this assessment process he helps communities identify strategies and establish direction for future athletic facilities investments. Kevin has also designed park improvements at a variety of scales and has contributed analysis and mapping information for park and trail feasibility studies.

### Relevant Project Experience

- Parks Master Plan | South St. Paul, MN
- Parks and Recreation Master Plan | Nisswa, MN
- Parks and Trails System Master Plan | Alexandria, MN
- Athletic Fields Feasibility Studies | Maple Grove, MN
- Ponds Park & Veterans Memorial Field Improvements | Prior Lake, MN
- Northeast Athletic Park Master Plan | Minneapolis, MN
- Dave Anderson, Oak Knoll, and Youth Athletic Complex Master Plans | Elk River, MN
- Outdoor Athletic Facilities Study | Woodbury, MN
- Athletic Facility Needs Study | Chanhassen, MN
- Athletic Facility Needs Assessment | White Bear Lake School District, MN

### Awards

- 2017 MN APA Success Stories in Implementation Award - Downtown Master Plan and Streetscape Design - Chaska, MN
- 2015 MI APA Daniel Burnham Award for a Comprehensive Plan - Comprehensive Plan for the City of Ironwood



**Years of Experience: 6**

#### **Education**

Bachelor of Landscape Architecture,  
Iowa State University

## **Hannah Schmitz**

Park Design and Visualization  
[hannah@hkgi.com](mailto:hannah@hkgi.com)

### **Introduction**

Hannah will provide planning and design support for Moberly's park and recreation system plan. In particular, she will be responsible for creating high quality graphics and 3D renderings of concepts that emerge from the planning process. These visual communications materials will help facilitate the planning process by enabling staff and stakeholders to envision and evaluate potential directions. These graphics can also be effective communications tools that the City can use to market the plan and future implementation initiatives to community members and potential funding sources.

Hannah uses programs such as Photoshop, Illustrator, Sketchup, and Lumion to create renderings that help bring design concepts to life. Hannah is also an experienced AutoCAD technician where she focuses on creating landscape bases and details that will be used for construction.

Hannah has played a key role in several park planning and design projects for HKGi. Her previous work experience includes contributing to master plan elements such as streetscape, park, and wayfinding enhancements.

### **Relevant Project Experience**

- Parks and Trails System Master Plan | Alexandria, MN
- Park and Recreation System Master Plan | Nisswa, MN
- Park System Plan | St. Francis, MN
- Splash Pad Design Concept | Hutchinson, MN
- Soldier's Field Park Improvements | Rochester, MN
- Lakeview Knolls Park Improvements | Maple Grove, MN
- North Commons Park Improvements | Minneapolis, MN
- PSA 9 Neighborhood Park | Maple Grove, MN
- Keewaydin Park Improvements | Minneapolis, MN
- Lakefront Park Master Plan and Improvements | Prior Lake, MN
- Civic Campus Concept Plan and Improvements | Chanhassen, MN

### **Awards**

- 2020 Unbuilt Design Award - Frisco Public Library - Frisco, TX



## **Jordan Hedlund**

### Landscape Designer

**jordan@hkgi.com**

#### **Introduction**

Jordan has provided a variety of design and planning services at HKGi including site design, concept planning, and a wide range of park and trail planning and design. He also has several years of experience providing design and project management for a playground design/build firm as well as experience as a landscape designer for a residential landscape architecture firm.

Jordan is experienced at working with clients, product vendors, contractors, and other consulting professionals to ensure that implementation phases are conducted according to plan and to ensure that contractors deliver high-quality installations and site improvements for clients.

Jordan is adept at using AutoCAD, GIS, Lumion, and Adobe Creative Suite to create designs and visual communications materials for landscape design projects, and he also has experience tracking and managing project budgets and conducting construction administration. He is also experienced at collaborating with diverse communities and community outreach.

#### **Years of Experience: 7**

#### **Education**

Master of Landscape Architecture (2021)  
Bachelor of Environmental Design (2016),  
University of Minnesota

#### **Professional Activities**

College of Design Advisory Chair, University of Minnesota  
Equity Planning Committee for Landscape Architecture  
Past Director of Programs, ASLA-MN  
Past Advocacy Chair, ASLA-MN

#### **Relevant Project Experience**

- Grams Park Nature Play Improvements | Sherburne County, MN
- Park and Trails Asset Management Plan | Carver County, MN French Regional Park | Plymouth, MN
- Woodridge Park Inclusive Playground | Cottage Grove, MN
- Fallenstein Inclusive Playground | North Mankato, MN
- Ojibwe Park Playground | Woodbury, MN
- Lion's Park Playground | Shakopee, MN
- Soldiers Field Park Improvements | Rochester, MN
- South Valley Park Improvements | Inver Grove Heights, MN
- 28th Street Tot Lot | Minneapolis, MN

#### **Awards**

- 2021 President's Student Leadership & Service Award, University of Minnesota
- 2021 ASLA-MN H.W.S. Cleveland Award
- 2020 Diversity Scholarship Recipient, WILA-MN



## **Kendra Ellner AICP**

Planner

[kendra@hkgi.com](mailto:kendra@hkgi.com)

### **Introduction**

Kendra will provide planning support for this project. In this role she will assist with data collection, GIS mapping, and other work plan tasks as needed. She is a multifaceted planner who is committed to facilitating and creating equitable and livable communities.

Kendra has provided planning support on a wide variety of projects while at HKGi. Her project portfolio includes downtown studies, parking studies, comprehensive plans, day-to-day planning, redevelopment planning, and housing studies. Prior to joining HKGi, Kendra served as a planner and GIS technician for the City of River Falls (WI) where she contributed to the City of River Falls Focus River Falls process as well as to updates of the city's Comprehensive Plan, Outdoor Recreation Plan, and Bike and Pedestrian Plan.

Her professional and academic experience has cultivated strong skills in policy research, data analysis and visualization, site plan and design work, and grant writing.

### **Years of Experience: 2**

### **Education**

Master of Science in Urban and Environmental Planning (Accelerated Program),  
Arizona State University

Bachelor of Science, Urban Planning,  
Arizona State University

### **Accomplishments**

Team Leader - 2021 ULI Hines Student Urban Design Competition and American Planning Association's Outstanding Planning Student Organization Runner-Up

### **Relevant Project Experience**

- Zoning Ordinance & Housing Audit | St. Louis Park, MN
- Downtown Parking Study | Lakeville, MN
- Towerside Innovation District Parking Study | Minneapolis, MN
- Comprehensive Plan and Zoning Ordinance Revision | St. Michael, MN
- Highway 10 Downtown Development Framework | Dilworth, MN
- Comprehensive Plan Update | Farmington, MN
- Area Redevelopment Study | Newport, MN
- Zoning Code Update | Savage, MN
- Planning Services | Maplewood, MN



## Years of Experience: 5

### Education

B.S., Landscape Architecture,  
Arizona State University

## Aimee Hackett

Landscape & Graphic Design  
[aimee@hkgi.com](mailto:aimee@hkgi.com)

### Introduction

Aimee will provide graphic design and engagement support for this project. Her work will ensure that engagement and communication materials designed for this project are attractive, reader-friendly, project a professional image, and inspire stakeholders to get involved in the planning process.

Aimee has designed community engagement materials, infographics, engagement summaries, online materials, and plan reports for a variety of projects and she is adept at using a variety of online tools to facilitate greater participation in engagement activities. Aimee strives to create a recognizable and unique brand for each project, which enhances the ability of community members to recognize and participate in engagement activities.

Aimee's graphic design also helps to clearly and concisely convey key themes and messages to project stakeholders and decision-makers. Appealing, reader-friendly documents can help enrich community support and secure funding and support for implementation and public improvement initiatives contained in the plan.

### Relevant Project Experience

- Park and Recreation System Plan | Otsego, MN
- Park and Recreation System Master Plan | Sherburne County, MN
- Park System Plan | St. Francis, MN
- Parks Master Plan | South St. Paul, MN
- Parks and Trails System Master Plan | Stearns County, MN
- Lakefront Park Master Plan | Prior Lake, MN
- Vermillion River Watershed RPO Engagement Services | Dakota County, MN
- Parks and Recreation System Plan | Wright County, MN

### Awards

- Williams Family Scholarship, received scholarship twice
- Nominated for Herberger Institute for Design and the Arts Design Excellence Student Award
- Selected for Student Presentation at 2016 ACEC Annual Roads and Streets Conference

# PROJECT EXPERIENCE





## RELEVANT EXPERIENCE



Learn  
Community  
Values



Benchmarking



Identify  
Service Gaps



Plan for  
Community  
Growth



Guide Future  
Investments



Establish  
Priorities



# 40+

## Park System Plans

We have assisted clients at every phase of park planning and design, from planning at the system level all the way through construction design and administration.

We use our knowledge and experience to help our clients find the right mix of initiatives and implementation strategies that work best for their communities.

This depth of experience means we bring real-world knowledge about costs and implementation that aid us in developing feasible, action-oriented park system plans.

# Parks and Trails Master Plan

## ALEXANDRIA, MINNESOTA



HKGi's Parks and Trails Master Plan for the City of Alexandria features new concept plans for all 22 of the city's existing parks. We used input collected from the community and the City staff members who will implement the plan to explore concept ideas and develop the preferred concepts for each park.

We were also able to create several 3D renderings to illustrate key park improvement ideas that emerged from the planning process. These renderings will be valuable communication tools for the City as they implement plan initiatives.

Alexandria is connected to 120 miles of trails via the Lake Wobegon and Central Lakes Trails. This plan identifies strategies for enhancing municipal trail connections to the state and regional trail corridors, making it easier for trail users to visit schools, shops, restaurants, and destinations in Alexandria.

The city's parks and trails are well-loved and are critical to attracting seasonal residents and visitors while also serving Alexandria's year-round residents. HKGi's plan provides guidance for maintaining these community assets.

### CLIENT

City of Alexandria

### HIGHLIGHTS

- Concept plans for all 22 existing city parks
- Strategies for enhanced connectivity to state and regional trails passing through the city

### REFERENCE

Bill Thoennes, Public Works and Parks Facilities Director  
City of Alexandria  
320-759-3631  
bthoennes@alexandriamn.city

# Park System Plan

## SOUTH ST. PAUL, MINNESOTA



**Top row:** community engagement summaries illustrate the ways in which community members use the system and what they need from their parks and recreation system.

**Middle row:** HKGi has conducted a detailed inventory and analysis of all the parks in the system to establish a baseline understanding of the system's current condition.

**Bottom row:** Parks and open spaces provided by other adjacent communities and agencies provide South St. Paul residents with much-used facilities and must be considered as part of the system planning process.

## CLIENT

City of South St. Paul

## REFERENCE

Shannon Young  
Parks and Recreation Director  
City of South St. Paul  
651-366-6203  
syoung@sspmn.org

HKGi is currently in the process of developing a Parks Master Plan for the City of South St. Paul. Like many older, fully developed suburban communities, South St. Paul's park system has a limited ability to expand and finances are also tight, making ongoing improvements or upgrades to existing equipment and facilities challenging. The system plan HKGi is developing will provide the City with an inventory of its current system and an assessment of the system's condition. From that baseline of information, HKGi, staff, and community stakeholders will be able to establish maintenance and improvement priorities and identify funding strategies and a timeline to methodically guide future investments and ongoing operations the park system.

# Park & Recreation System Master Plan

## OTSEGO, MINNESOTA



HKGi led community members in Otsego, a growing city on the far northwestern edge of the Minneapolis suburbs, through a planning process for their parks and recreation system. Development in Otsego is concentrated mostly in the northeastern corner of the city, with several unconnected neighborhoods scattered in the southeastern, southwestern, and northwestern corners.

Students in Otsego are also served by three different school districts, making connectivity and access significant issues for this planning process. Since Otsego enjoys robust participation in youth athletics programs, helping kids safely get to parks and recreational facilities was a priority for the community. HKGi addressed the issue through a combination of identifying new trail and greenway connections and by identifying locations for new

The System Master Plan has led to several improvements or planned improvements to the City's parks and recreation system including: Carrick's Landing, which will provide access to the Mississippi River (top right); pickleball courts at Prairie Park (bottom left); and a new wayfinding signage system (bottom right).

### CLIENT

City of Otsego

### HIGHLIGHTS

- Strong focus on trail connectivity and providing safe ways for kids to get to athletic facilities and parks
- Provides a variety of best practices, trends information, and park system planning resources
- Consideration of parks and recreation assets provided by other entities such as adjoining school districts and regional agencies

### REFERENCE

Ross Demant

Parks and Recreation Director

Wright County (formerly with City of Otsego)

[ross.demant@co.wright.mn.us](mailto:ross.demant@co.wright.mn.us)

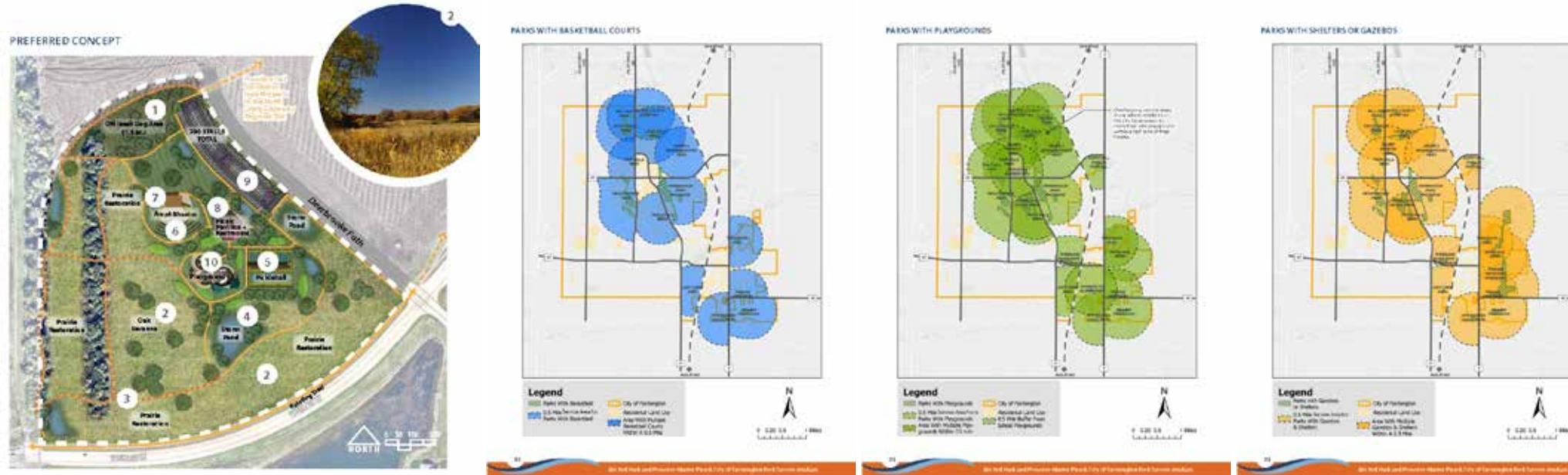
763-682-7693

parks that would spread facilities more evenly throughout the community.

This plan also provided the community with educational resources that outlined current park and recreation trends and focused on specific issues and topics such as wayfinding, river recreation and restoration, invasive species management, and nature play design that would impact future planning and development efforts.

# Jim Bell Park and System Analysis Plan

## FARMINGTON, MINNESOTA



In addition to developing a preferred concept for Jim Bell Park (far left), HKGi's analysis process included creating a detailed inventory of park and trail assets and park amenities such as playgrounds, shelters, and athletic facilities.

This project initially began as a master plan for Jim Bell Park, but as planning proceeded for the park the need for a broader analysis of the City's system to help city leaders and staff understand future investment and maintenance needs became apparent. For that analysis HKGi conducted an inventory of the current system and all planned improvement initiatives not yet built for each park. This analysis enabled HKGi to compile cost estimates for planned improvements and collect them in a detailed Asset Management Tool, a database that will aid in better tracking future costs.

Following the completion of the Asset Management Tool, HKGi worked with staff and leadership to explore potential funding sources to help support some of the future improvements. The planning team also developed and evaluated three potential investment approaches and select a preferred approach that could serve as a framework for meeting these future investment needs. The planning team used engagement input to establish a series of investment priorities and funding strategies that would fit within the preferred investment approach.

### CLIENT

City of Farmington

### HIGHLIGHTS

- Creation of a preferred concept for Jim Bell Park
- Key findings include inventory of cost estimates for park master plan initiatives and system-wide investments
- Analysis included recommended approach for proceeding with implementation of priority projects and strategies for securing needed funding for future projects

### REFERENCE

Kellee Omlid  
Parks and Recreation Director  
City of Farmington  
651-280-6851  
komlid@farmingtonmn.gov

# Great Sauk State Trail Master Plan

## SAUK COUNTY, WISCONSIN



HKGi is in the process of conducting master planning for the Great Sauk State Trail in Sauk County, Wisconsin. Currently the trail parallels the Wisconsin River and connects Prairie du Sac and Sauk City with the Sauk Prairie State Recreation Area. The master plan will identify a recommended trail alignment to extend the trail through Devil's Lake State Park and along the Baraboo River going west until the trail meets the 400 Trail in Reedsburg.

HKGi has conducted an extensive engagement process, meeting with community members and stakeholder groups in villages and locations throughout the trail search corridor.

Engagement will continue to be ongoing throughout the project as the planning team conducts field work and research to determine the best and most feasible potential trail alignments.

When completed, the Master Plan will identify trail alignment options and recommended implementation phases to ensure that trail right-of-way acquisition and design and construction can proceed in an orderly fashion. The Master Plan will also include recommendations for a host of trail development topics such as surface type, maintenance budgeting, wayfinding, marketing, and funding strategies.

### CLIENT

Sauk County, Wisconsin

### HIGHLIGHTS

- Master Plan will feature an Operations & Maintenance Plan to aid in budgeting and planning for improvements
- Building on a strong collaborative relationship with the Friends of the Great Sauk State Trail, the Plan will emphasize expanding stewardship and partnerships with other user groups and community organizations

### REFERENCE

Brian Simmert, Planning and Zoning Manager  
Sauk County  
608-355-3245  
[brian.simmert@saukcountywi.gov](mailto:brian.simmert@saukcountywi.gov)

# Gleason Fields Athletic Complex

MAPLE GROVE, MINNESOTA



HKGi conducted an initial feasibility study for reconfiguring the athletic fields at Gleason Fields and subsequently worked with the City, community members, and user groups to identify a preferred concept and improvements to create a tournament-quality baseball and softball complex.

Thanks to neighborhood residents, what initially began as an effort to improve the playability and durability of the athletic fields also became a larger initiative to improve the park's ability to serve nearby families and residents with neighborhood park amenities. In addition to a new premier baseball diamond and improved

baseball and softball fields, improvements include new pickleball courts, basketball courts, playground, and concessions and picnic facilities. Ice rinks will also be expanded.

HKGi's work during the design phase included design of a berm to help screen adjacent residences from the higher activity athletic field areas of the park. The berm provides the neighborhood with a new sledding hill. HKGi was also instrumental in preserving and relocating a substantial number of trees on site. This effort also addressed neighborhood concerns regarding screening and from the first day the park reopened has improved the park experience for visitors.

## CLIENT

City of Maple Grove

## HIGHLIGHTS

- Identified field reconfiguration to address poor drainage and improve field durability and availability
- New neighborhood park amenities including skating and hockey facilities, sledding hill, picnic facilities, playground and sports courts
- Extensive neighborhood engagement to address concerns about expanded use, lighting, traffic, and other key issues
- Project includes DD/CD/CA services

## REFERENCE

Chuck Stifter, Parks and Recreation Director  
City of Maple Grove  
cstifter@maplegrovemn.gov  
763-494-6501

# Park, Recreation, and Community Education System Plan

## HUTCHINSON, MINNESOTA



The city's Parks, Recreation, and Community Education system enjoys widespread support, high community usage and participation rates, and significant financial investments and partnerships with several civic organizations. Because the system is integral to the strength of the community and its future health, the City retained HKGi to develop a master plan to guide the development, maintenance, and operations of the system for the next 10 to 20 years.

| <b>Decision Principle Checklist</b> |   |
|-------------------------------------|---|
| Will the project...                 | Yes No  |
| Who? What? Why?                     | <p>serve an unmet need?</p> <p>provide a new recreational opportunity?</p> <p>inspire community pride?</p> <p>increase awareness of history, culture, and art?</p> <p>advance outreach, communication, and community building with cultural groups?</p> <p>build community awareness, advocacy, and passion for recreation and parks?</p> <p>support healthy living and choices?</p> <p>improve efficiency of parks and recreation services?</p> <p>fulfill other city goals or policies?</p> |
| Where?                              | <p>affect the environment positively or negatively?</p> <p>help engage and connect people, parks, trails, and open spaces?</p> <p>address a geographic or programming need identified in the system planning process?</p>   |
| How?                                | <p>improve pedestrian and bicycle connectivity?</p> <p>be economically sustainable in the short and long term?</p> <p>have adequate future funding for life cycle and operational costs?</p> <p>be a catalyst for private sector investment?</p> <p>be served by partnership and volunteer opportunities?</p>   |

HKGi led an engagement process that included online questionnaires that received more than 1,000 responses and also included surveys targeted at high school students and senior citizens. The Strategic Master Plan component of the plan documents HKGi's system inventory, trends analysis, gaps and opportunities analysis, and a comparison of Hutchinson's system with national standards and selected peer communities. Implementation initiatives include

The system plan for Hutchinson included a variety of elements to help the City maintain and improve its system into the future. Such elements included park concept plans (left) and decision checklists to aid in future investment decisions.

## CLIENT

## City of Hutchinson

## HIGHLIGHTS

- 2020 MRPA Award of Excellence
- High participation in engagement activities
- Concept development and visualization for selected parks
- Addresses maintenance and replacement issues

## REFERENCE

Sara Witte, Parks Supervisor

## City of Hutchinson

320-234-4228

switte@ci.hutchinson.mn.us

a range of recommendations for short- and long-term capital projects, ongoing improvements, best practices and standards, and potential partnerships. HKGi also created a Facility Maintenance and Replacement Schedule with cost estimates to help the City more efficiently budget for system upkeep.

# Park & Recreation System Plan

## NISSWA, MINNESOTA



HKGi completed a Parks and Recreation System Plan for the City of Nisswa. As a Northwoods and Lake Country vacation destination, Nisswa's population fluctuates significantly. As a result, this system plan responds to Nisswa's unique park and recreation needs and the City's desire to focus its resources on achieving a limited number of key directives: improve the ecology of the community's lakes and landscapes; provide more public lake and beach access; create better bicycle and pedestrian connections; and create a system that can be used by all ages, all abilities, and during all seasons.

Most of Nisswa's parks facilities are centrally located downtown at City Park, Nisswa Lake Park, and the Downtown Pocket Park, but for this project HKGi also worked with the community to explore options for developing a new park along Camp Lincoln Road, south of downtown. The new park would provide a natural resource-based park that the community currently lacks, and improvements would mostly consist of natural surface trails, overlooks, and bird blinds. Improving connections to the Paul Bunyan State Trail and

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### CLIENT

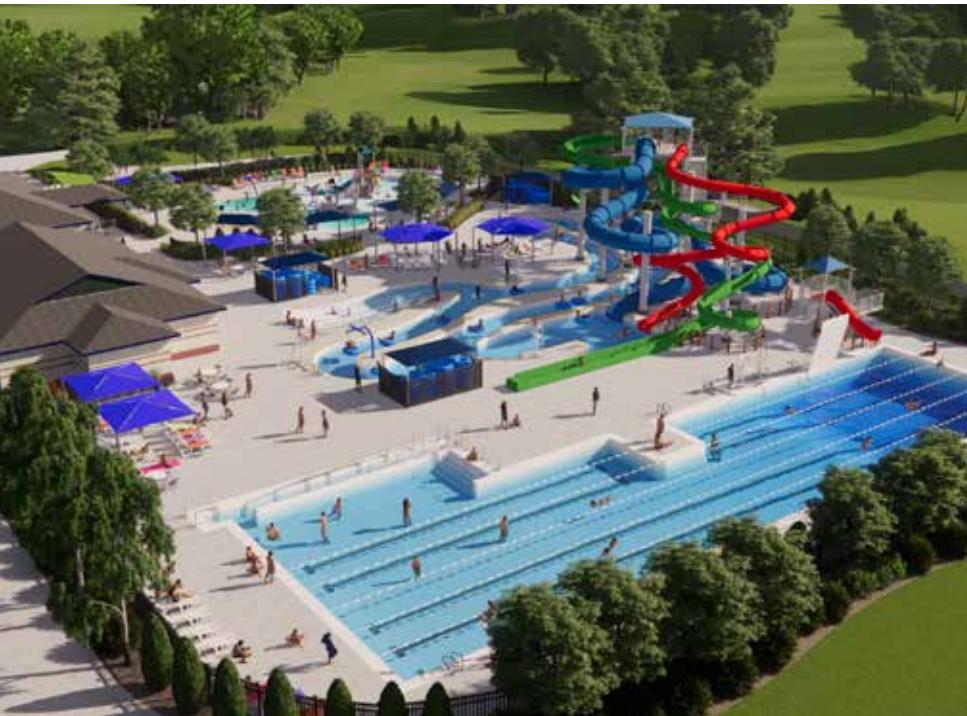
City of Nisswa

### REFERENCE

Amber Moon Peterson, Parks and Recreation Director  
City of Nisswa  
218-961-4245  
amber@ci.nisswa.mn.us

# Soldier's Memorial Field Park Master Plan & Improvements

ROCHESTER, MINNESOTA



Following HKGi's completion of the master plan update for this signature park near downtown Rochester, the City retained HKGi to lead the design and implementation of the first phase of park improvements. This initial phase includes updates to the park's aquatic facilities; a new nature play area; new basketball courts; new restroom facilities; improvements to an existing

play area; and improvements to the Riverwalk connecting the park directly to the downtown area. HKGi is providing leadership for a design team that includes consultants in architecture, aquatics, and civil, mechanical, electrical, and structural engineering. Construction is scheduled to begin in Spring, 2024.

## CLIENT

City of Rochester, Minnesota

## REFERENCE

Mike Nigbur, Park & Forestry Division Head  
City of Rochester  
507-328-2541  
mnigbur@rochestermn.gov

# South Valley Park Master Plan & Improvements

## INVER GROVE HEIGHTS, MINNESOTA



HKGi assisted the City in implementing this park and trailhead through numerous phases of the project, beginning with preparing a master plan for the park and the adjacent North Valley Park which including the application (and award) of a MnDNR Outdoor Recreation Grant.

Following the master plan process, HKGi worked with staff, neighborhood residents, and the broader community to develop concept plans and schematic design for a re-imagined park that would feature improved equipment, program features, and accessibility. During this phase HKGi provided overall leadership for the design team and developed a series

of 3D renderings illustrating the planned improvements. The most notable improvements include a new multi-season picnic structure, a new play area, outdoor gathering plaza and a performance space, trail improvements, and improved accessibility throughout.

Following concept planning, HKGi assisted in developing a successful MnDNR Outdoor Recreation grant. The renderings were leveraged for the application and were a key to the successful application. Following schematic design, the team conducted DD/CD/CA services for phase 1 implementation, scheduled to be complete in Spring 2024.

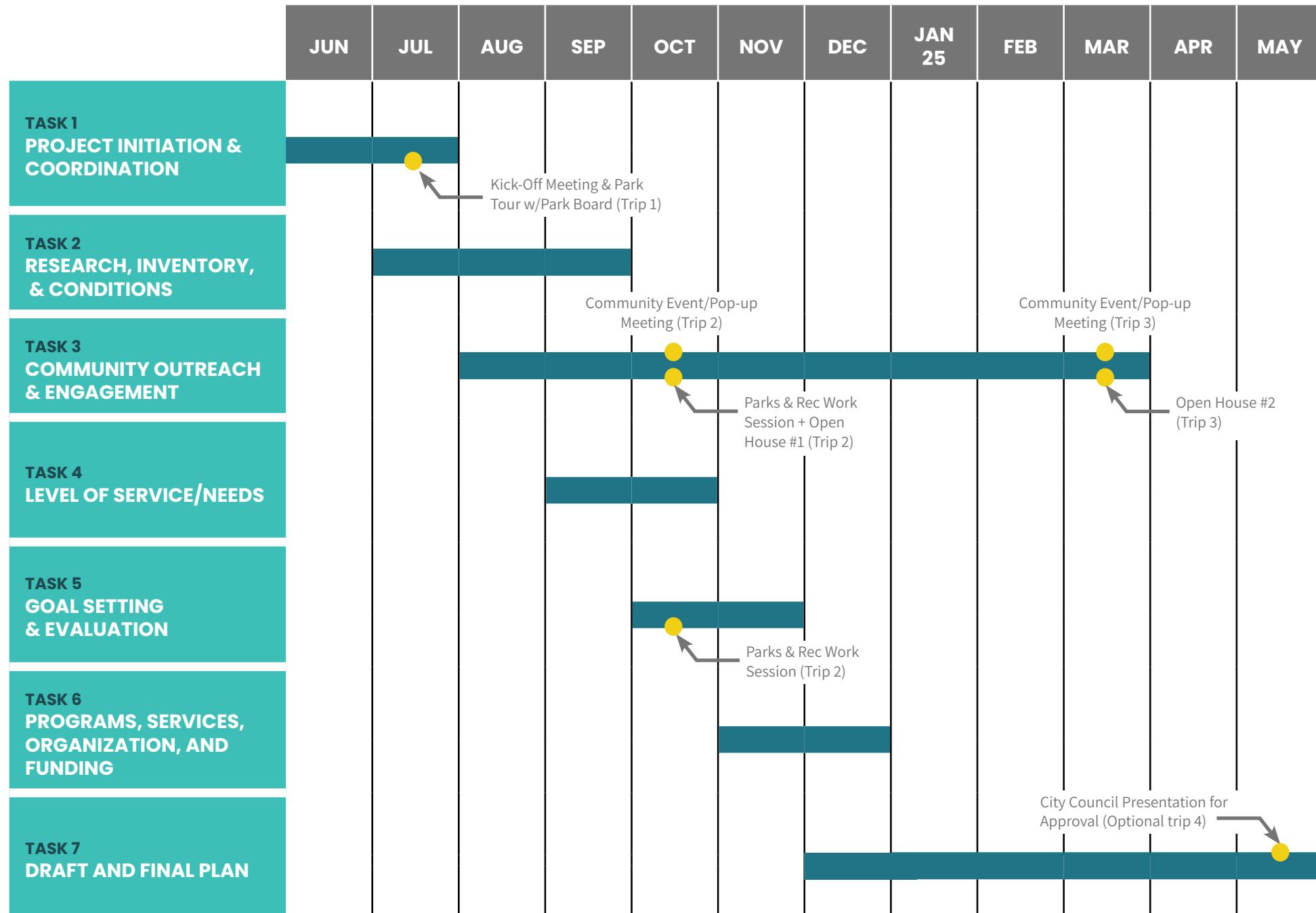
**CLIENT**  
City of Inver Grove Heights

**REFERENCE**  
Brian Swoboda, Parks  
Superintendent  
City of Inver Grove Heights  
bswoboda@ighmn.gov  
651-450-2582

# PROJECT SCHEDULE

The following table outlines our anticipated timeline for conducting the work plan presented earlier in this proposal. If the HKGi team is selected to conduct this project, one of our first tasks will be to confirm this schedule or modify it to best fit the City's needs and the needs of the project. We will also work with City staff to add detailed dates, as appropriate, for project milestones.

# SCHEDULE



# FEE PROPOSAL

The table contains our proposed fee per task to conduct the work plan contained in this proposal.

# FEE PER TASK

|   | FEE             |
|---|-----------------|
| <b>TASK 1: PROJECT INITIATION &amp; COORDINATION</b>          | <b>\$10,800</b> |
| <b>TASK 2: RESEARCH, INVENTORY, AND CONDITIONS</b>            | <b>\$9,500</b>  |
| <b>TASK 3: COMMUNITY OUTREACH &amp; ENGAGEMENT</b>            | <b>\$25,800</b> |
| <b>TASK 4: LEVEL OF SERVICE/NEEDS ANALYSIS</b>                | <b>\$7,300</b>  |
| <b>TASK 5: PROGRAMS, SERVICES, ORGANIZATION &amp; FUNDING</b> | <b>\$8,300</b>  |
| <b>TASK 6: GOAL SETTING AND EVALUATION</b>                    | <b>\$5,500</b>  |
| <b>TASK 7: DRAFT AND FINAL PLAN</b>                           | <b>\$25,700</b> |
| <b>SUBTOTAL</b>   | <b>\$92,900</b> |
| <b>EXPENSES (PRINTING, MILEAGE, PROJECT MATERIALS)</b>        | <b>\$7,000</b>  |
| <b>TOTAL</b>  | <b>\$99,900</b> |

HKGi is available to provide support to tasks such as enhanced 3D renderings, grant writing assistance, or other enhanced community engagement activities based on what would best support the project's success. If any of these tasks are desired, we would plan to discuss them with City staff and determine how to best fit the tasks and any related fees into the project scope of work.

## DISCLAIMER

HKGi affirms that it does not and will not knowingly employ any person who is an unauthorized alien in connection to the contracted services.



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Planning | Landscape Architecture | Urban Design