



October 26, 2023

Tracey Marzonie, Purchasing Accountant
City of Novi Finance Department
45175 Ten Mile Road
Novi, MI 48375

RE: Request for Proposal (RFP) – 2025-29 Strategic Community Recreation & Master Plan

Dear Purchasing Accountant Marzonie:

Enclosed, please find Spicer Group's qualification to provide professional planning services for the City of Novi's 2025-29 Strategic Community Recreation & Master Plan.

Spicer Group has significant experience in assisting communities with recreation master plans as we have worked with cities, townships, villages, and counties across Michigan. Successful collaboration with clients and their stakeholders is critical to the success of projects and is a key tenet of our approach to community and recreation master planning.

Recreation plans are the key that opens the door to Michigan DNR grant funding, and Spicer Group has had great success in writing MDNR-approved parks and recreation master plans and then using those plans to obtain grant funding for recreation-based projects. Since 2011, Spicer Group has written 128 successful MDNR grants through the Michigan Natural Resources Trust Fund, Land and Water Conservation Fund, Spark Grants, and Recreation Passport Fund programs. These grants totaled more than \$35,762,690 million in funding.

We appreciate your consideration and look forward to the opportunity to serve the City of Novi on this exciting project. Should you have any questions about this proposal, please feel free to contact me at either (989) 754-4717 or Cynthia.todd@spicergroup.com.

Sincerely,

A handwritten signature in blue ink that reads "C.A. Todd".

Cindy A. Todd, PLA
Director of Planning

SPICER GROUP, INC
230 S. Washington Avenue
Saginaw, MI 48607
(989) 754-4717
Cell: (410) 490-0413

Proposal to Provide Professional Planning Services for the City of Novi Strategic Community Recreation and Master Plan

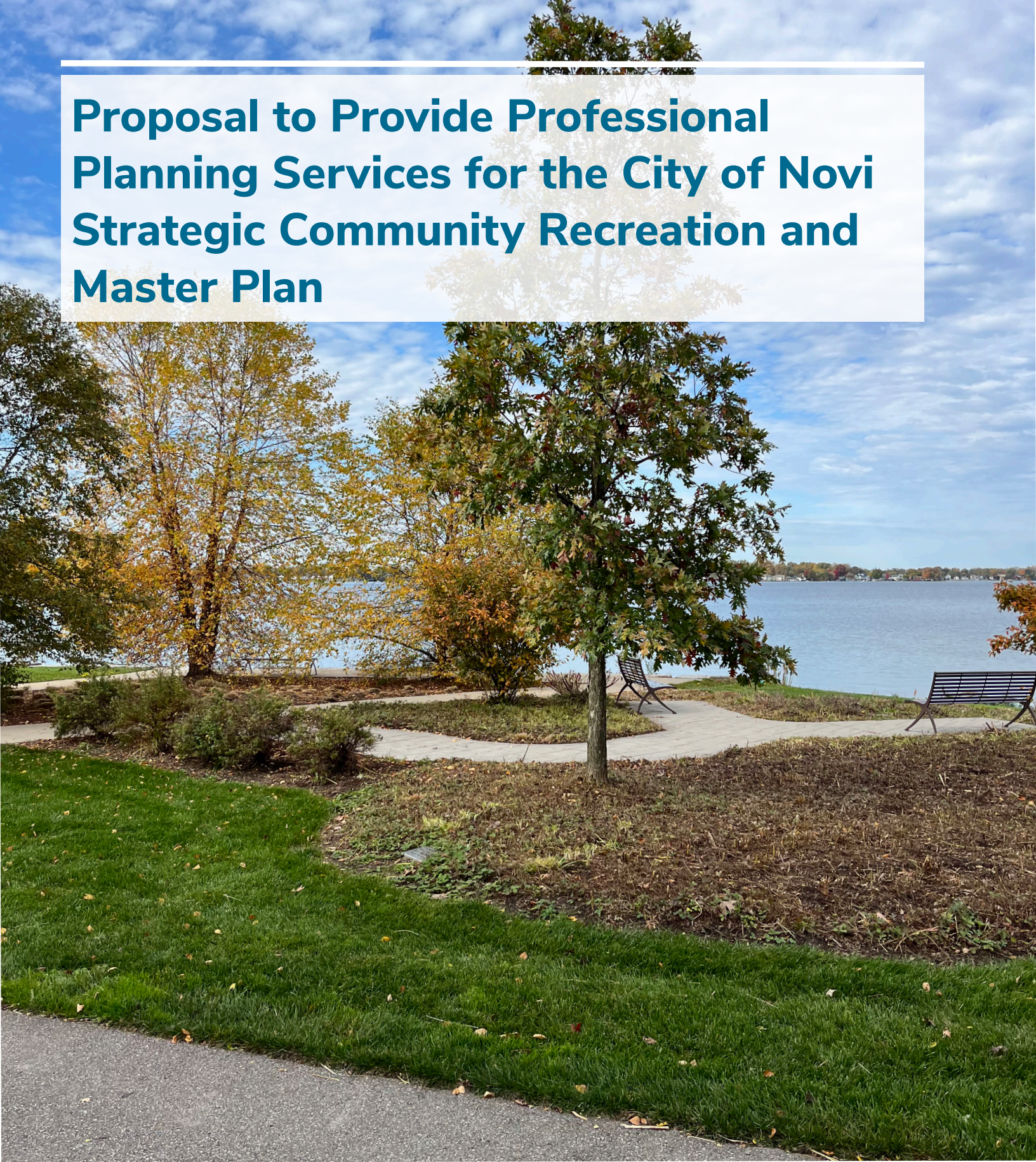


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COMPANY QUALIFICATIONS

Spicer Group is a full-service consulting firm providing professional community planning, engineering, surveying, and architectural services to clients throughout Michigan. Our firm was founded in Saginaw, Michigan in 1944 by Clifford Spicer, a professional engineer and licensed surveyor. Since that time, we have grown to employ more than 300 employees in ten locations in Michigan and one office in Georgia. Staff from our Michigan offices in St. Johns, Lansing, Byron Center, Manistee, Standish, Bingham Farms, Dundee, Detroit, Traverse City, and Saginaw serve municipal, county, state, federal, private, industrial, commercial, and institutional clients across the country. Spicer Group is privately owned and incorporated in the State of Michigan.



Today, Spicer Group provides a wide range of technical and professional services to meet our clients' needs. Our professional and technical staff members are trained in a wide variety of disciplines which enables us to provide a one-stop-shop for municipalities, industrial firms, public institutions, developers, and private organizations. Our service is founded on developing plans, designs, and solutions that lead to successful projects for our clients. Our services include:

- **Strategic and Master Planning**
- **Recreation Planning**
- **Park Design**
- **Pathway and Trail Design**
- Landscape Architectural Services
- Community Planning
- Grant Writing/Fund Development
- DDA Assistance
- Architectural Services
- Urban Design
- Website Development
- GIS/Data Management
- Mapping Services
- Construction Engineering
- Electrical Engineering
- Environmental Engineering
- Structural Engineering
- Survey Services
- Transportation Engineering
- Utility Services
- Water/Wastewater Engineering
- Watershed Management



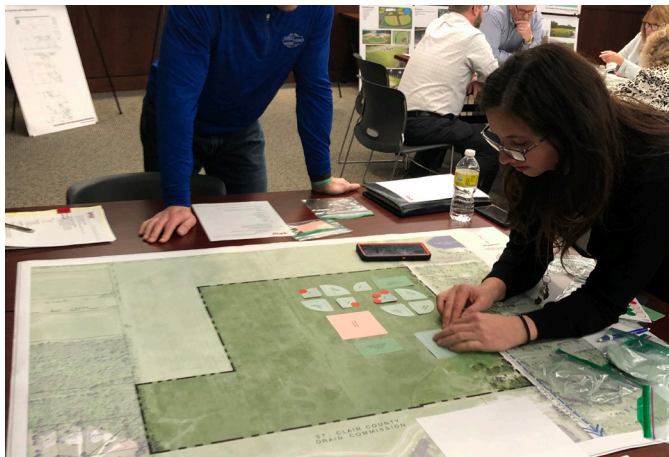
COMPANY QUALIFICATIONS

Why Choose Spicer Group?

Community Planning has been a strong component of Spicer Group for over 22 years. Our team provides planning services on numerous projects, including parks and recreation master plans, grant writing, master plans, zoning ordinances, and other planning-related services for our clients across Michigan. Our Planning Group includes four AICP-certified planners, three licensed landscape architects, two AIA-certified architects, and additional technical staff. They have won multiple awards for park design, zoning ordinances, and master plan development. Grant writing has also become a main focus of this group. Many projects identified in the recreation plans they have assisted with have been implemented because of successful grant writing efforts.

Spicer Group, Inc.
Federal ID#: 38-1612017
Headquarters
230 South Washington Ave.
Saginaw, MI 48607
Phone: 989-754-4717
Fax: 989-754-4440
spicergroup.com

Spicer Group is currently providing professional services for the City of Novi through the development of the ITC Community Sports Park Master Plan. This project, although limited in scope to the ITC Community Sports Park, has similar requirements with regard to the public outreach and public meetings, which has provided us with valuable community engagement experience in the City of Novi.



One of the biggest benefits of working with Spicer Group is that we are a multidisciplinary firm. We have in-house landscape architectural, planning, engineering (structural, civil, electrical, mechanical), architectural, surveying, and construction services. With our large staff, Spicer Group can distribute workloads and complete projects in a timely and efficient manner.

Spicer Group takes the time to tailor planning documents specific to our clients' needs. We are involved with the American Planning Association (APA), the Michigan Association of Planning (MAP), and the Michigan Recreation and Parks

Association (MRPA). We remain current in the community planning industry through various trainings and certifications and contribute to the planning profession by sharing our ideas in publications and at conferences. We are members of the Small Town and Rural Planning Division of American Planning Association (APA), and we are a three-time Small Town and Rural Planning Division of the APA American Planning Association (APA) award winner.

Spicer Group staff are technically proficient with graphics presentations, and our knowledge of software includes sophisticated applications such as Photoshop, Illustrator, InDesign, ArcGIS, and Google Earth Pro. We also have access to in-house staff who use SketchUp for 3-D renderings. We focus on producing graphics for reports and presentations that make them user-friendly and easy to understand.

QUALIFICATIONS OF STAFF

Spicer Group has an experienced team of professionals that can assist the City of Novi with accomplishing their goal of completing their 2025-29 Strategic Community Recreation and Master Park Plan. The Spicer Group team has more than three decades' worth of combined planning experience and our past success with developing parks and recreation master plans for other municipalities means we are exceptionally qualified to work with the City of Novi. Resumes for each of our proposed team members are located at the end of this proposal.

Cynthia A. Todd, PLA – Project Manager/Landscape Architect

Cynthia Todd, PLA will be responsible for managing and supervising the tasks and relationships with City staff. Ms. Todd is the Director of the Planning Department 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. Ms. Todd has a successful history of working with Michigan counties, cities, townships, and villages developing 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. She is currently working as the project manager for the City of Novi ITC Community Sports Park project master plan.

Project Manager

Cindy A. Todd, PLA

cynthia.todd@spicergroup.com

Office: 989-921-8940

Cell: 410-490-0413

Jennifer L. Stewart, AICP – Planner

Ms. Stewart has worked as a Community Planner for Spicer Group for eight years and provides planning services to our clients throughout Michigan. She earned her bachelor's degree from Ball State University in Urban Planning and Development. She has worked on various projects regarding master planning, recreation planning, grant writing, park design, zoning, and site development. She is skilled in computer programs such as Microsoft Office, GIS, Adobe InDesign, Illustrator, Photoshop, and Google Earth Pro. Regarding parks and recreation planning projects, she has managed several recreation plans and worked with clients such as the City of Grand Ledge, City of Grand Blanc, Arenac County, Bay County, Saginaw County, Plainfield Township, Alabaster Township, Au Sable Township, City of Charlevoix, Fort Gratiot Township, Waterford Charter Township, the DeWitt area, and the Davison area. Jeni has also written many DNR grants with clients for whom she wrote or assisted in writing recreation plans. Stewart has a strong understanding of how each element of a recreation plan creates a foundation for successful grant applications. She is currently working as the project planner for the City of Novi ITC Community Sports Park project master plan.

Tanya Moore – Landscape Architect

Ms. Moore is a licensed Landscape Architect in the state of Michigan and has been the project manager with Ingham County's Trails and Parks Millage consulting for the past 6 years. She has provided landscape architectural and planning services to different agencies throughout Michigan for almost 30 years. She previously worked for the City of Lansing Parks and Recreation Department as a Landscape Architect/Project Manager, where she worked on numerous projects including trails, park improvements, master plans, grant writing and administration, construction services, budgeting and accounting for capital improvements, and other related duties. During her career at Spicer, she has worked with communities throughout Michigan to plan, design, and construct projects. She has been involved with several grant funded and universal-access-focused projects and has played a significant role in writing and administering over \$31 million in successful grant applications for recreation-related projects. She is currently working as the project landscape architect for the City of Novi ITC Community Sports Park project master plan.

PROJECT APPROACH

Spicer Group has outstanding experience in facilitating, writing, and assembling DNR-approved five-year parks and recreation master plans. The outcome of our community planning process will be a Strategic Community Recreation and Master Park Plan that will serve as a comprehensive guide for planning and managing the future of parks and recreation in the City of Novi, and in doing so, we will help the City accomplish the following objectives:

- The recreation planning process will promote the public interest in parks and recreation while maximizing community engagement. We use effective techniques to attract extensive and meaningful input from residents.
- The Plan will be a working document that outlines achievable goals and action items for the next five years, but is also flexible enough to address potential projects and funding opportunities as they arise. Additionally, the action item chart will list each project with an implementation timeframe, priority level, rationale, groups or organizations that will help the City achieve this project, grant funding sources, and a blank checkbox to indicate when the project is complete.
- The Plan will envision the best use of the City's financial capacity by working with the Parks, Recreation and Cultural Services (PRCS) Department to prescribe projects that can be connected to future grant funding opportunities.
- The Plan will be a document that is aesthetically pleasing and user-friendly (interactive PDF) for residents and PRCS staff. It will include graphic elements such as charts, tables, figures, and illustrations.



PROJECT SCOPE

The result of this Plan will be a document with targeted improvements that are achievable, complement existing City initiatives, and respond to the needs and desires of the community. We propose the following scope of work for the City of Novi's Strategic Community Recreation and Master Park Plan report:

Task 1 – Preliminary Meeting with the PRCS Leadership Team

This task consists of gathering all existing information, a kick-off meeting with PRCS and City staff, and a discussion about the public participation process. Prior to the first meeting, Spicer Group will begin to gather key information that is relevant to the Plan, including:

- Relevant reports and plans from the City's service area, such as non-motorized plans, greenway plans, park maps, annual reports, recreation guides, accessibility/inclusion plans and other information specific to the City.
- Demographic analysis from census including population, housing, and economic characteristics.
- Information about physical features of the community and the surrounding area.

PROJECT APPROACH

- Data and maps about natural resources including wetlands, woodlands, wildlife habitats, greenway corridors, and floodplains in the area.
- Private or public programming for the local community or region as a whole.

With this background information gathered, we will hold a meeting with PRCS staff to kick off the project and review the work plan, timeline, and details of the planning process. At this meeting, we will discuss key information for understanding the City's parks and recreation administrative structure, the park and recreational facilities, and the community's natural resources. The discussion with staff will include any major park issues and developments that have occurred since the 2020 Plan was written, the staff's major goals and objectives for the upcoming years, and the involvement of stakeholders, including the private land conservancies, the school districts (both public and private), colleges, surrounding municipalities, regional agencies, and other private recreation providers. The feedback collected from the meeting with staff will compliment the more detailed background information that was collected prior to the meeting.

Finally, we will discuss and begin to plan the various forms of public engagement for the Plan process. The DNR requirements state that public input needs to be solicited by at least two means, with the first taking place before or during the preparation of the Plan (see Task 2) and the second being a required public hearing prior to official adoption (see Task 5). We believe that for a plan to truly be effective, it needs to be based on broad and inclusive public participation. Spicer Group is able to assist City staff with the development of their input survey and will incorporate the results of that effort into the final plan documentation. If the City would like assistance on the community input survey, we are able to provide that service in a similar fashion to the process that we used for ITC Community Sports Park survey. Our public input discussion with PRCS leadership will include the following topics:

- The number and type of open houses or visioning sessions.
- The style/expectations of the public hearing.
- The necessary assistance and coordination for the online survey.
- A schedule and plan, which outlines the entire community engagement strategy including the open house, roundtable meetings, online survey and effective methods for publicizing the opportunity for residents to participate in the community open houses. The strategy will work to coordinate all efforts so the survey and meeting information reach the largest population and compliment each other.



PROJECT APPROACH

Task 2 – Community Open House May/June 2024 and Public Input

While consultants bring a wealth of experience and technical background, it is the residents, businesses, and stakeholders who can provide the direction and specific examples of how the parks and recreation in the City of Novi should be developed. Public participation is key to developing a community parks and recreation master plan that is reflective of the wants and needs of a community, and that same participation is key to ensuring a plan is implemented. We feel the following points are critical for the successful development and use of a parks and recreation master plan:

- The planning process must be open and transparent.
- There must be a concerted effort to involve key decision-makers and other stakeholders early in the process.
- The Plan needs to be accepted and supported by all stakeholders and staff to be successfully implemented.
- There needs to be a commitment to sharing, promoting, and implementing the Plan.

At the May/June Community Open House, we will implement these points by soliciting 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, we will listen to and document the desires and concerns of the public. This is typically a one to two-hour event held at an easily accessible and recognizable community gathering place.

Based on our experience with the public input for the ITC Community Sports Park, we would recommend utilizing the Novi Civic Center for the Open House.

Since we cannot expect all interested residents to be able to attend the Community Open House, the event will also strongly promote an online survey. We recommend online surveys because they provide feedback from a large number of community members, thereby gathering a broader range of input than the Community Open House alone can provide. The online survey should address a wide range of issues such as frequency of use at different facilities, evaluating features of existing parks, suggestions for improving accessibility, and open-ended insights for overall park and recreation improvements. Spicer Group can assist the City as needed with the survey.

Task 3 – Stakeholder Roundtable - City of Novi Boards, Commissions, and City Leadership

This meeting will provide us with the opportunity of expanding our input on the Plan to the more specific needs/wants of the various City of Novi boards and commissions such as the City Council, the Parks, Recreation and Cultural Services Commission, Planning Commission, and Youth Council, and Novi City leadership, Mayor Bob Gatt, City Manager Victor Cardenas, and PRCS Director Jeff Muck and his executive team.

Spicer Group will also utilize the meeting to review the responses the City has received to that date, and the input received from the Community Open House.

Task 4 – Community Roundtable

This community roundtable meeting will provide Spicer Group and the City with an additional opportunity to speak face-to-face with community members and receive their input on parks and recreation in the City of Novi. Depending upon the specific community members or stakeholders the City would like to engage in the roundtable, we will work with the PRCS staff to determine the best meeting style for this input opportunity. It could be similar to the previous open house style or it could be more of an interactive session. Setup and location will be the same as the Community Open House,

PROJECT APPROACH

but with the information gleaned from that meeting plus the Stakeholder Roundtable and survey responses, we can better anticipate community input.

Task 5 – Conduct Analysis Between the Community’s Needs and Wants and Existing Inventory

Spicer Group will review the results of the public input to get a thorough understanding of the residents’ and park users’ wants and needs, and compare those to existing facilities and programs to determine the direction for parks and recreation in the upcoming years. We will take these two inputs and compare them to the national and regional recreation trends and use that to form a realistic set of strategic goals and objectives that are backed by public expectations. While much of the discussion will be centered on existing parkland and facilities, we will also consider future parks and recreation facilities and other focus areas identified through the public input process. Part of the analysis process will also include visits to all park facilities in the City to conduct a barrier-free evaluation of the parks.

Task 6 – Meet with City Staff to Develop Strategic Action Plans

The goal of this meeting will be to outline the specific action plan. Utilizing PRCS and other City staff input, public input, parks inventory, goals and objectives, Spicer will develop an action plan. The action plan will provide recommendations for the development and maintenance of existing parks, recreation facilities, non-motorized trails, and open spaces, and assess and make recommendations on current and future programming needs. The Plan will be action-based, implementable, and user-friendly; each item will have a timeframe, priority level, show its relationship to the goals, and show groups or organizations that will help achieve this project.

Oftentimes, this is where Spicer works best for communities. We have had tremendous success in helping to apply for and securing grants for the communities we work with. The action plan creates the potential project list for grant funding. Spicer Group will work with the City and stakeholders to finalize the action plan prior to completing the draft Plan.

Task 7 – Completion of Draft Strategic Community Recreation and Park Plan

Spicer Group will complete the draft of the 2025-2029 Strategic Community Recreation & Master Park Plan. This draft will be presented in the DNR format described in the Guidelines for the Development of Community Parks and Recreation Plans. The Plan will include full-color maps, illustrations, graphs, charts, and photos to support the Plan narrative.

Task 8 – Presentation to Parks, Recreation and Cultural Services Commission

At this meeting, Spicer Group will present the draft Plan to the Commission for their review and input. Any additional input/changes the Commission feels are important to better represent the wants and needs of the community will be addressed at this time.

Task 9 – Draft Plan Submitted for Review, Required Review Period

We will provide the City with a sample notice for review, three (3) copies of the draft Plan to be used for distribution and review, a draft public notification, and a draft Plan to the City as a computer-compatible file for printing or posting the Plan to the City’s website and social media pages.

Task 10 – Public Hearing Meeting and Final Adoption by City Council

Spicer Group will assist with presenting the draft Plan at the required public hearing. After the presentation and public hearing, the City Council can adopt the Plan, as is required for certification by the DNR. We can provide a sample advertisement for the hearing as well as provide a draft resolution for the City Council.

PROJECT APPROACH

Post-Completion Certification Reports

The DNR requires that communities complete a post-completion certification report for any past grant-funded activities every five years (or each time the parks and recreation plan is updated). Spicer Group will provide the City with copies of the reports from the past plan and ask that they update them as needed. We will also work with the City to gather the required photos for these reports.

Meetings

Spicer Group plans to attend the following meetings outlined below:

- Three meetings during the Plan development, including a kick-off meeting and two progress meetings with the City staff (weekly reports will be provided to PRCS staff along with attendance at monthly virtual progress meetings, as needed).
- One open house/visioning session.
 - Additional input sessions could be hosted during scheduled events or programming during summer season (additional sessions will be billed at \$800 per session).
- Two roundtable meetings.
- Presentation to Parks, Recreation and Cultural Services Commission.
- One public hearing/presentation with City Council (assumed adoption of the Plan will take place during the final public hearing).

SUMMARY OF PROPOSED PLAN COMPONENTS

Plan components required by the Guidelines for the Development of Community Parks and Recreation Plans, issued by the Michigan Department of Natural Resources - Grants Management, include:

- Introduction
- Community Description
- Administrative Structure
- Recreation Inventory
- Natural Resource Inventory
- Description of the Planning and Public Input Process
- Public Input
- Goals and Objectives
- Action Program



PROJECT TIMELINE

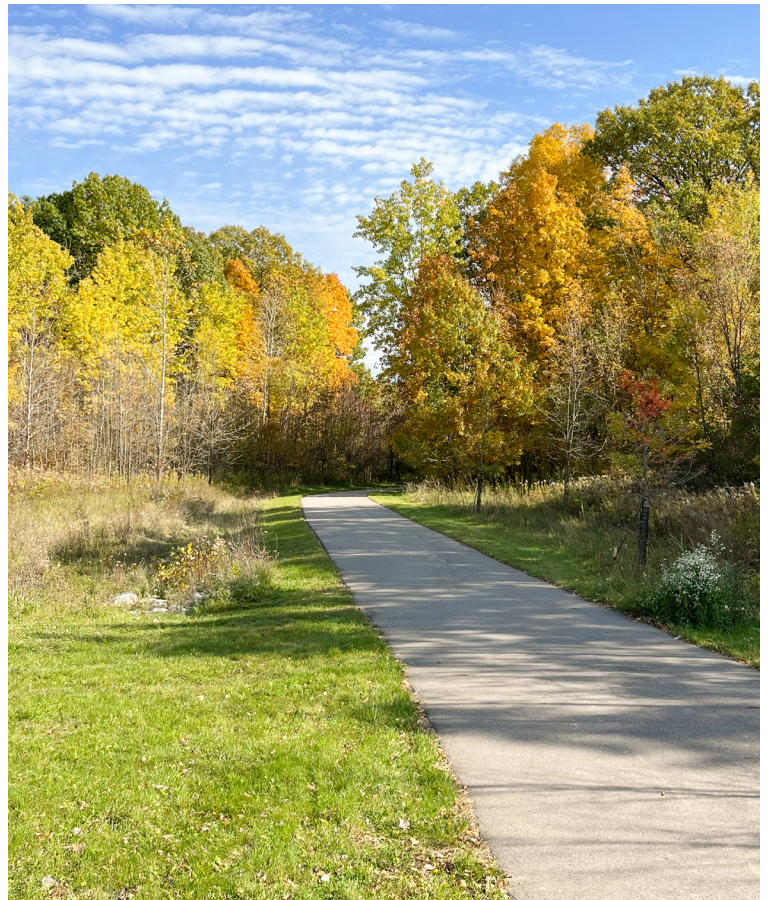
City of Novi 2025-29 Strategic Community Rec & Master Plan Schedule Key Milestones

DATE	MILESTONE
March/April 2024	Task 1 – Preliminary Meeting with PRCS Leadership Team, Develop Community Engagement Process/Survey Questions
May	Launch Online Survey
June	Task 2 – Community Open House and Public Input
June	Task 3 – Stakeholder Roundtable
June/July	Task 4 – Community Roundtable
July	Close Online Survey
July	Task 5 – Conduct Analysis of Community Needs/Wants and Existing Inventory
August	Task 6 – Meet with City Staff to Develop Strategic and Action Plans
September	Task 7 – Complete Draft Recreation Plan
September	Task 8 – Presentation to Parks, Recreation and Cultural Services Commission
September	Incorporate any changes suggested by PRCS Commission into draft plan
October	Task 9 – Draft Plan Submitted for Review
October	Beginning of the 30-day review period and add link to draft on your website
November	End of 30-day review period
November	Task 10 – Public Hearing Meeting and Plan Adoption by City Council
December 1, 2024	Five (5) copies of the final plan (after draft review by PRCS staff and approval by DNR) will be prepared by the consultant and provided to the City
February 1, 2025	DNR Submittal Deadline

PROJECT EXAMPLES

Spicer Group has significant experience in assisting communities with their DNR-approved five-year parks and recreation master plans. The success of our projects is in many ways a tribute to our project approach. Since 2011, our Planning Department has helped communities across Michigan secure more than \$35 million in grant funding for recreation projects. We work with cities, villages, counties, townships, counties, and combinations thereof including numerous joint plans for areas and regions. Some of our clients for whom we have completed recent parks and recreation master plans include:

- City of Grand Ledge
- Saginaw County Area Plan (including 7 jurisdictions within Saginaw County: Bridgeport Charter Township, Carrollton Township, Maple Grove Township, Spaulding Township, Taymouth Township, Ziwaukee Township)
- Fort Gratiot Township
- Hamburg Township
- Waterford Charter Township
- Charter Township of Ypsilanti
- Clinton Township
- City of Grand Ledge
- City of Grand Blanc
- DeWitt Area Recreation Authority (City of DeWitt, DeWitt Township, DeWitt Area Recreation Authority)
- Davison Area Parks (City of Davison, Davison Township, Richfield Township, and Davison Community Schools)
- City of Dearborn
- City of Frankenmuth
- City of Carson City
- City of Vassar
- City of Charlevoix
- Ingham County
- Kochville Township
- Saginaw Charter Township
- Au Sable Township
- Plainfield Township
- Oscoda Township
- Alabaster Township
- Duplain Township
- Montrose Township
- Arenac County
- Huron County
- Mason County
- Branch County
- Bay County Area (including 14 jurisdictions within Bay County: City of Auburn, City of Bay City, Bangor Township, Beaver Township, City of Essexville, Frankenlust Township, Fraser Township, Hampton Township, Kawkawlin Township, Merritt Township, Monitor Township, City of Pinconning, Portsmouth Township, Williams Township)



PROJECT EXAMPLES

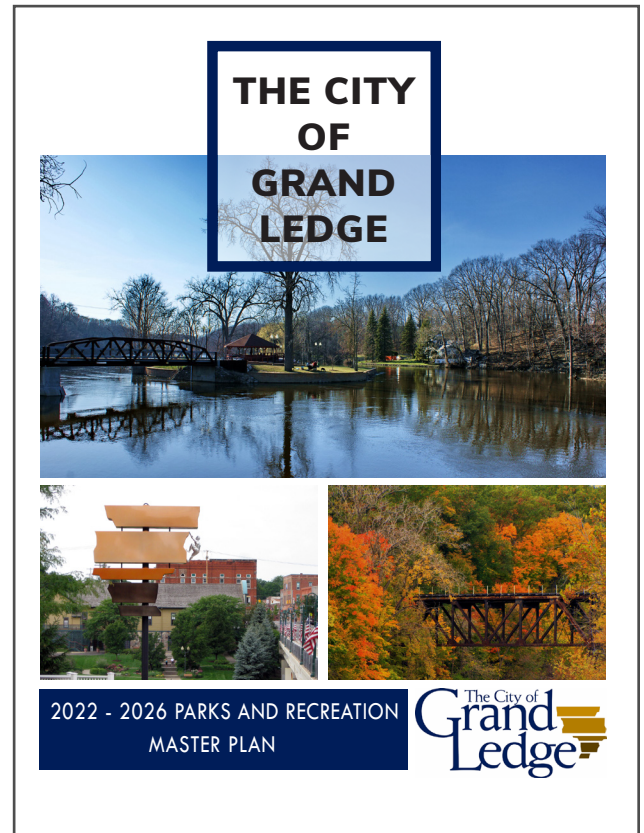
City of Grand Ledge Parks and Recreation Master Plan

Spicer Group worked with the City of Grand Ledge to complete two updates to the City's Parks and Recreation Master Plan. The first update was in 2017 and the second was the most recent update in 2021. This Parks and Recreation Master Plan describes the City's existing recreation facilities, including an inventory of natural resources with a special focus on walkability and non-motorized pathways. The Plan documented the existing park facilities, existing park plans, demographic and economic data, and the physical features of the City of Grand Ledge.

Action items for a five-year period described in the Grand Ledge Parks and Recreation Master Plan were based on opportunities for community input and participation, including a community survey that was published on the City's website, Facebook page, and in newsletter inserts. This process led to the development of goals that focused on improvements to existing facilities, paved non-motorized pathways, developing accessible park amenities, protection of open space and natural resources, and cooperation with several local units of government.

In addition to community goals, objectives, and action items, this Plan identifies a few grant sources to fund these future projects. As a policy document to guide the City of Grand Ledge over a five-year period to develop and improve its parks and recreational facilities, it also qualifies the City for grants that are administered through the Michigan Department of Natural Resources Grant Management Section.

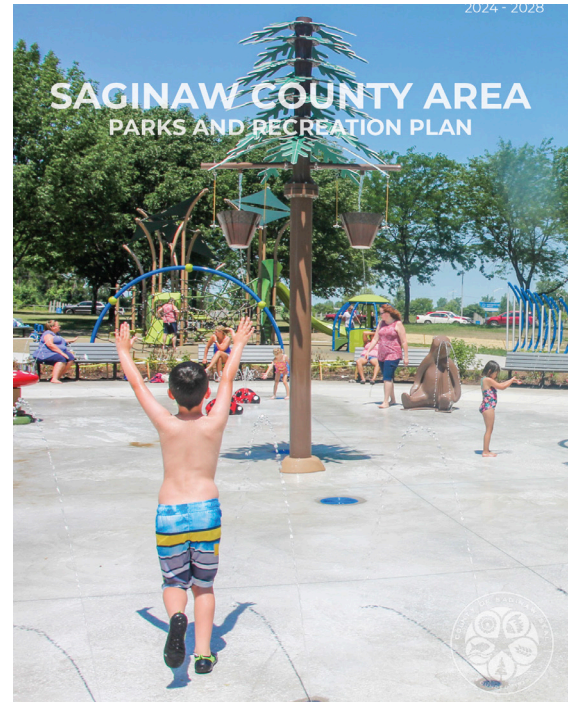
For a copy of the completed plan, please click [here](#).



PROJECT EXAMPLES

Saginaw County Area Parks and Recreation Master Plan (Joint Plan – 7 communities)

The Saginaw County park system consists of five large county parks, the Saginaw Valley Rail Trail and a portion of the Grant Lakes Bay Regional Trail. Spicer Group became actively involved with the Saginaw County Parks in 2002 when we completed the first study for the Saginaw Valley Rail Trail. This study led to the development of the 11.5 mile trail, funded by several grants written by Spicer Group. Since that time we have completed Recreation Plans in 2009, 2014, and 2019. The online survey that was used for public input in late 2018 received approximately 550 responses. This input and feedback from staff helped the County to verify its current goals and update and refine its action program. Spicer has written four successful grants for Saginaw County Parks in the past 10 years as well as designed improvements for the projects that those grants funded.



For the 2024 update of the Saginaw County Parks and Recreation Master Plan, Spicer Group assisted the County with a new multi-jurisdictional planning effort between seven Saginaw County communities to create a regional recreation plan. The Plan incorporates all the requirements of a DNR parks and recreation plan for each individual community into one document with a section for each participating jurisdiction. This is a collaborative effort that allows the County to pursue goals for county-wide parks and recreational facilities while allowing townships and cities within the County to pursue goals for more local facilities.

For a copy of the draft plan out for 30-day review, please click [here](#).



PROJECT EXAMPLES

Fort Gratiot Township Parks and Recreation Master Plan, Park Development, and Grant Assistance

Spicer Group assisted the Township with their five-year parks and recreation master plan update in 2022. The Plan included an in-depth inventory of each park with an aerial displaying park amenities, a comparison to standard table indicating if the Township has a sufficient amount of recreational land for the Township residents, as well as a regional recreation section that covers regional parks, water trails, and non-motorized trails. Spicer also assisted the Township with a community input survey to gather input on residents' opinions about the current park facilities and what they would like to see in the future.

During this process, the Township was developing a park concept for their 101 acres of undeveloped property with the intention of providing a pleasing and attractive park that will be a regional recreation destination. Spicer Group met with the Township Planning Committee for a clear understanding of the goals and desires of the Township, walked the site with the Township Supervisor, and then facilitated a design charrette for public input. Following this meeting, Spicer assisted the Township with the Parker Road Park Master Plan community engagement sessions. The first session was a kickoff meeting with various stakeholder groups interested in the park's future amenities, including but not limited to the planning department, department of public services, fire department, drain commissioner, and road commission. Items discussed included preferred park uses, recreational needs of the community, maintenance, revenue opportunities, and possible partnering options. The second session was a public charrette workshop which included township staff members, elected officials, and special interest group members. During the workshop, participants broke into groups and laid out the park for how they envisioned it using a base plan aerial of the site and to-scale cutouts of desirable park elements. The workshop concluded with each group presenting their designs to the rest of the participants which sparked an interactive conversation weighing the pros and cons of each layout.

For a copy of the completed plan, please click [here](#).



PARKS AND RECREATION MASTER PLAN



REFERENCES



CITY OF GRAND LEDGE:

Adam Smith, City Administrator
310 Greenwood Street,
Grand Ledge, MI 48837
517-627-2149



SAGINAW COUNTY:

Brian Keenan-Lechel, Director
111 S. Michigan Avenue,
Saginaw, MI 48602
989-790-5280



FORT GRATIOT CHARTER TOWNSHIP:

Robert Crawford, Township Supervisor
3720 Keewahdin Road,
Fort Gratiot, MI 48059
810-385-4489



PLAINFIELD TOWNSHIP

Fred Lewis, Township Supervisor
415 E. Main Street,
Hale, MI 48739
989-728-2811



INGHAM COUNTY:

Tim Morgan, Director
121 E. Maple Street, Suite 102
Mason, MI 48854
517-676-2233

PROJECT TEAM RESUMES

Team member resumes are located on the following pages.



CYNTHIA A. TODD, PLA

ROLE ON THIS PROJECT: Director of Planning

YEARS OF EXPERIENCE: Spicer Group – 2.5 years | Other Firms – 29 years



GENERAL EXPERIENCE AND QUALIFICATIONS

Ms. Todd has 30 years of experience in project management, design, and planning for the public and private sectors. She has extensive experience and a proven track record communicating project needs to staff, lawmakers, citizen groups, contractors, permitting agencies, and other professionals. She was the Capital Program Administrator for the State of Delaware, Division of Parks and Recreation, which received the 2015 NRPA Gold Medal Award and monitored the use of 17 park facilities that included 25,000 acres with over 800 structures. Ms. Todd was also able to manage over \$12 million annually in park construction projects including campgrounds, piers, bathhouses, and trails and develop a master plan for Auburn Valley/National Vulcanized Fiber (NVF), a multi-million-dollar public-private partnership, which was a recipient of EPA's 2017 Pisces Award.

EDUCATION

Master of Urban Planning, University of Michigan, Ann Arbor, Michigan
Bachelor of Landscape Architecture, University of Illinois, Urbana-Champaign, Illinois
Golf Course Design, Harvard Graduate School of Professional Development, Cambridge, Massachusetts
Project Management, University of Delaware Professional Development, Dover, Delaware
Leadership John Kennedy Leadership Academy, Dover, Delaware

LICENSES/REGISTRATION

State of Maryland, Licensed Landscape Architect #3025
State of Delaware, Licensed Landscape Architect #0460
State of Michigan, Licensed Landscape Architect #1207

SIMILAR EXPERIENCE

PARKS AND RECREATION MASTER PLAN

Park Master Plan, ITC Park Year: 2023- Present Location: City of Novi Vendor Role: Prime	Project Manager responsible for managing the renovation and concept development of the ITC Sports Complex master plan. Tasks include the management and development of the project from public input survey, stakeholder meetings, meetings with staff and city officials. Preparation of existing conditions, site analysis, preliminary and final concept plan development, and cost estimates. Client Contact: Jeffery Muck, Director (248)347-0402
Camp Dearborn Year: 2023- Present Location: City of Dearborn Vendor Role: Prime	Project Manager responsible for managing the renovation and development of Camp Dearborn Park master plan. Tasks include the management and development of the project from public input survey, community engagement, project needs assessment and analysis. Preparation of actions plan, concept, and final master plan. Preliminary cost estimates, phasing plan and grant opportunities. Client Contact: Sean Fletcher, Director (313)943 - 2699

SIMILAR EXPERIENCE	
<i>Fort Gratiot Baseball and Campground</i> Year: 2021- Present Location: Fort Gratiot Vendor Role: Prime	Project Manager responsible for managing the creation of a recreational centerpiece by developing the master plan park design for the 101-acre vacant parcel on Parker Road. A significant task included overseeing the Public Input process which consisted of a design charette at the Township. This gathering was composed of different community members and stakeholders coming together and designing/planning different park concepts that the community needed and desired. Spicer Group then gathered all the information and concepts planned by the community members and created the overall park concept plan. Also responsible for grant funding investigation including performing pre-scores with all three Michigan Department of Natural Resources (MDNR) funding options. Client Contact: Robert Crawford, Supervisor, (810) 385-4489
<i>Hampton Township Park Grants and Master Plans</i> Year: 2021-Ongoing Location: Hampton Township Vendor Role: Prime	Project Manager responsible for developing an overall park concept plan and a Michigan Department of Natural Resources (MDNR) grant application for improvements at Hampton Township Pondsides Park. Also responsible for designing improvements of the playground and a possible accessible canoe/kayak launch and a Michigan Department of Natural Resources (MDNR) grant application at Finn Road Park. Client Contact: Terri Close, Supervisor, (989) 460-1908
<i>Huron Lighthouse Park Improvements</i> Year: 2021 - Ongoing Location: Port Hope Vendor Role: Prime	Project Manager responsible for all aspects of the project, including grant writing and administration, concept design, final design, bidding documents, and construction administration. Project includes the improvement for an accessible canoe/kayak launch, replacement of fish cleaning station, upgraded woodland path, replacement of playground equipment, addition of accessible parking spaces, and interpretive signs and benches. The Project is financed with local funds and a grant from the Michigan Department of Natural Resources Trust Fund. Client Contact: Huron County Road Commission, Neal Hentschl, (989) 269-9320
<i>Haithco Recreation Area Splash Pad Development</i> Year: 2020-Ongoing Location: Saginaw County Vendor Role: Prime	Project Manager responsible for all aspects of the project, including feasibility grant writing & administration, concept design, preliminary design, final design, bidding documents, construction administration, and oversight for the Haithco Recreation Area Splash Pad Development. Project includes a new splash pad, playground pathways, ADA parking, rain garden, utility shed, and park amenities such as benches and picnic tables. The Project is financed with local funds and a grant from the Michigan Department of Natural Land and Water Management Fund. Client Contact: Saginaw County Parks, Brian Lechel, (989) 790-5200
<i>City of Vassar- Concept Park Plan</i> Year: 2021- Ongoing Location: Vassar Vendor Role: Prime	Project Manager responsible for developing a park concept plan at their fairground facility. The design is to include possibilities for trails, disc golf, year-round recreational opportunities, and adequate parking for events. Tasks included using aerial images to develop the concept plan, developing a preliminary option plan, and creating a preliminary cost estimate for the proposed improvements. Client Contact: Andrew Niedzinski, City Manager (989) 823-8517

JENNIFER L. STEWART, AICP

ROLE ON THIS PROJECT: Planner II

YEARS OF EXPERIENCE: Spicer Group – 8



GENERAL EXPERIENCE AND QUALIFICATIONS

Ms. Stewart earned her bachelor's degree in Urban Planning and Development from Ball State University. She works as a Community Planner for Spicer Group and provides planning services to communities throughout Michigan. She has worked on various projects regarding planning services, master planning, recreation planning, zoning ordinance updates, grant writing, park improvements, utility-scale wind turbine reviews, and site development plans and reviews. Through clear and concise writing, she has the ability to transform a client's wishes from ideas to a finished document, which can then be used as an effective tool in assisting the client in bringing their visions and goals to light. She is also adept in digital graphics and programs including Adobe Photoshop, Illustrator, InDesign, ArcMap, ArcGIS Online, Story Maps, Sketch-up, and Google Earth Pro.

EDUCATION

Bachelor of Urban Planning and Development, Ball State University, Muncie, IN, 2013

LICENSES/REGISTRATION

American Institute of Certified Planners, 2019, # 281761

Certified Zoning Administrator, 2020, Michigan State University

ADDITIONAL TRAINING

ArcGIS Story Maps, 2019, ESRI

AWARD

National Association of County Park and Recreation Officials, 2021, Trails and Corridors – Class I Award: Ingham County Trail Wayfinding System

SIMILAR EXPERIENCE

PARKS AND RECREATION MASTER PLANS

City of Grand Ledge Recreation Plan

Year: 2016 - 2022

Location: City of Grand
Ledge

Vendor Role: Prime

Planner responsible for updating the 2017 and 2021 City of Grand Ledge Recreation Plan. . Both updates were the required 5-year update. The 2017 was a more comprehensive update of the entire plan, while the 2021 focused on gathering public input. The City had specific public metrics in mind when we began the update, and we exceeded all those input metrics. The update also focused on updating the GIS maps within the plan including a section on walkability and non-motorized transportation, updating the goals and objectives, and refining the 5-year action program to reflect realistic projects for the next five years.

City of Grand Blanc Recreation Plan

Year: 2020 - 2021

Location: City of Grand
Blanc

Vendor Role: Prime

Project Manager responsible for the update of the 2021 Parks and Recreation Master Plan. This was the City's first recreation plan, previously they had been in a recreation authority with the Township and schools, however that authority dissolved. This plan was a chance for the City to kick-off their own recreation department and planning goals and really focus on their existing infrastructure. We held an open house for the master plan at the opening of the new splash pad, held an event at their summer food truck festival, and hosted an online community input survey. The plan had a focus reestablishing a foundation of parks and recreation internally and planning for realistic projects over the next 5 years.

SIMILAR EXPERIENCE	
Hamburg Township Grant Assistance and Parks and Recreation Master Plan Year: 2019 - Present Location: Hamburg Township Vendor Role: Prime	Project Manager responsible for writing several MDNR grant applications for the Township, updating the 2018 Parks and Recreation Master Plan, and providing concept designs for new park projects and renderings as requested by the Township. The update of the Recreation Plan is the required 5-year update and is currently in process. We assisted the Township by hosting an online community input survey and facilitated a special open house for comments on the parks as a part of the input process for the Recreation Plan. Outside of the Recreation Plan scope, the Township requested four concept plan renderings for additional pickleball courts at various location in their largest park. We conducted a site visit, designed the locations, and provided the final renderings for the Township to move forward with the project.
Ingham County Parks and Recreation Master Plan Year: 2020 - 2022 Location: Ingham County Vendor Role: Prime	Planner responsible for the update of the Ingham County Parks and Recreation Master Plan, Trails and Parks Comprehensive Report, and updated park maps for Ingham County Park facilities. As a part of the Parks and Recreation Master Plan update, Spicer Group held a series of in-park open house meetings. The three meetings were held at different parks: Lake Lansing North, Hawk Island, and Burchfield. The open houses were at varying times of the day and coincided with parks events. Additional elements of public input included an online community input survey with over 1,500 responses, and meetings with stakeholder groups, such as the Red Cedar River Water Trail Group.
Davison Area Recreation Plan Year: 2019 - 2020 Location: City of Davison, Davison Township, Richfield Township, and Davison Schools Vendor Role: Prime	Planner responsible for providing professional planning services to the City of Davison, Davison Township, Richfield Township, and Davison Schools for the update of the 2019 multi-jurisdictional Parks and Recreation Plan. The update of the plan included participation from three municipalities and the school district in the Davison area. Responsible for coordinating all communities for mapping, public input, recreation inventories, goals, objectives, specialized action plans, and adoption. This was second time Spicer Group assisted these communities in the Davison area with the update to their Joint Recreation Plan.
PARK CONCEPT PLANS	
City of Novi ITC Park Master Plan Year: 2022 - Present Location: City of Novi Vendor Role: Prime	Planner who is working with the City of Novi to create a comprehensive park master plan for ITC Community Sports Park. Thus far, the process has included an online community input survey that has received over 1,000 responses, a series of park stakeholder interviews, and a community open house and visioning session. The public input process is almost complete, and we will begin the design process with the department where we will provide the City with three design options. We will present each to Council and following consensus with the Parks Department and Council we will provide a report summarizing our findings and a final rendered concept plan.
Fort Gratiot Township Park Master Plan and Grant Applications Year: 2021 - Present Location: Fort Gratiot Township Vendor Role: Prime	Planner who is working with Fort Gratiot Township to apply for MDNR and Spark grant applications to develop Parker Road Park West. We assisted the Township in designing a plan for a new 100 acre park, Parker Road Park West. This is currently undeveloped land that the Township has recently acquired. We were tasked with developing a master plan and cost estimates for the phased development of the park. The process included a charrette style public input session where participants were asked to layout the park using various scenarios. Now, we are assisting the Township with applying for various state and federal grants to develop the park based on the design.

TANYA M. MOORE, PLA, CPSI, ASLA

ROLE ON THIS PROJECT: Landscape Architect

YEARS OF EXPERIENCE: Spicer Group – 15 | Other Firms - 14



GENERAL EXPERIENCE AND QUALIFICATIONS

Ms. Moore is a licensed Professional Landscape Architect who has provided landscape architectural and planning services to different agencies throughout Michigan. At Spicer Group, as in her previous employment with the City of Lansing Parks and Recreation Department as a Landscape Architect/Project Manager, she works on numerous trail projects, park improvements, master plans, conceptual plans and cost estimating, grant writing and administration, landscape and beautification projects, streetscapes, and bidding and construction services. Her broad experience also includes property research and management, budgeting and accounting for operational expenses and capital improvements, teaching Landscape Architectural Courses at Lansing Community College and presenting relevant topics.

EDUCATION

B.L.A., Landscape Architecture, Michigan State University, 1993

LICENSES/REGISTRATION

Professional Landscape Architect, State of Michigan, 1998, #1249

Certified Playground Safety Inspector, NRPA, 1996, #51204-0524

AWARDS & COMMUNITY INVOLVEMENT

NACPRO, 2021 Trails and Corridors Class I Award, Trails Wayfinding, Ingham County

MRPA, Member, Trails Focus Group, Chairperson, 2020-present

ASLA, Michigan Chapter, Member, 1991-present (Past Treasurer, Newsletter Editor)

Planning Commissioner, Vice-Chairperson, Bridgeport Charter Township, 2009-present

Citizen Advisory Committee, Bridgeport Charter Township, 2022 - Present

SIMILAR EXPERIENCE

PARKS AND RECREATION MASTER PLAN

Kawkawlin River Access Improvements at Steih Park

CS NA JN NA

Year: 2021-Present

Location: Monitor Township

Vendor Role: Prime

Project Manager responsible for concept plan, grant writing and administration, cost estimating, topographical survey, final design, permitting, bidding, and construction administration.

Client Contact: Terry Spencer, Supervisor, (989) 684-7203

Project Number: 131632SG2021

Service Budget: \$71,700 **Construction Budget:** \$455,000 (estimated)

Ackerman Park Walking Path Improvements

CS NA JN NA

Year: 2021-Present

Location: Village of Elkton

Vendor Role: Prime

Project Manager responsible for concept plan, grant writing and administration, cost estimating, topographical survey, final design, bidding, and construction administration.

Client Contact: Phyllis Baramski, 989-375-2270

Project Number: 131633SG2021, 129830SG2020

Service Budget: \$51,800 **Construction Budget:** \$195,000

SIMILAR EXPERIENCE	
<i>Haithco Recreation Area Splash Pad Development</i> Year: 2020-Present Location: Saginaw County Vendor Role: Prime	Project Manager responsible for conceptual planning, grant writing and administration, cost estimates, final design, permitting, bidding, permitting and construction administration. Client Contact: Brian Lechel, Saginaw County Parks and Rec Director, (989) 790-5200
<i>Huron County Lighthouse Park Grant</i> Year: 2020-Present Location: Huron County Vendor Role: Prime	Project Manager responsible for conceptual planning, grant writing and administration, cost estimates, final design, permitting, bidding, permitting and construction administration. Client Contact: Neal Hentschel, Manager and Secretary of Road Commission, (989) 269-6404
<i>Williams Township Park Playgrounds</i> CS NA JN NA Year: 2015-present Location: Bay County Vendor Role: Prime	Project Manager responsible for including park master plan, grant writing and administration, conceptual design, cost estimates, SHPO clearance, final design, bidding documents and construction administration (multiple phases). Client Contact: Will Butterfield, Williams Charter Township, (989) 662-4631
<i>Ingham County Recreation Plan</i> Year: 2016, 2021 Location: Ingham County Vendor Role: Prime	Landscape Architect responsible for the update of the Five Year Parks & Recreation Master Plan. Client Contact: Ingham County, Tim Morgan, (517) 676-2233
<i>Ohmer and Bodeis Parks</i> CS NA JN NA Year: 2021 Location: Vendor Role: Prime	Project Manager responsible for developing park master plans, cost estimates for each park for future grant funding. Client Contact: Barbara Valentine
<i>Camp Dearborn</i> Year: 2023- Present Location: City of Dearborn Vendor Role: Prime	Project Manager responsible for working with the City of Dearborn to create a comprehensive park master plan for Camp Dearborn. The process has included development of the project from public input survey, community engagement, project needs assessment and analysis. Preparation of an action plan, concept, and final master plan. Preliminary cost estimates, phasing plan and grant opportunities. Client Contact: Sean Fletcher, Director (313)943 - 2699
<i>City of Novi ITC Park Master Plan</i> Year: 2022 - Present Location: City of Novi Vendor Role: Prime	Project Manager who is responsible for working with the City of Novi to create a comprehensive park master plan for ITC Community Sports Park. Thus far, the process has included an online community input survey that has received over 1,000 responses, a series of park stakeholder interviews, and a community open house and visioning session. The public input process is almost complete, and we will begin the design process with the department where we will provide the City with three design options. We will present each to Council and following consensus with the Parks Department and Council we will provide a report summarizing our findings and a final rendered concept plan. Client Contact: Jeffery Muck, Director (248)347-0402