

STATEMENT OF WORK

Date: July 31, 2017

Engagement Title: Peninsula Township Parks and Recreation Plan

UNDERSTANDING OF REQUEST

We understand that the Peninsula Township desires to formulate a comprehensive plan for its park and recreation assets which is compliant with the Michigan Department of Natural Resources guidelines, and which will provide a decision-making framework for the elected and appointed officials with regard to the orderly and effective development of its recreation and open space assets.

Recreation is a service that should be integrated with other community services, such as transportation, planning, zoning, and public safety, and community initiatives like placemaking, recreation, agri-tourism, community building, and attraction of families. Often, park and recreation master planning is conducted as a separate function, and as a result, opportunities to create synergies with other service delivery agencies and community-based programs are squandered. This is a fundamental cornerstone of our planning philosophy, as the absence of community buy-in will result in an inactive plan and missed opportunities for renewal. We believe that the community should be part of every planning process, that every interaction between citizen and government is a chance to build a stronger relationship, and that this relationship is the key to building resilient, cohesive, and prosperous communities.

This parks and recreation planning initiative comes at a time when State policy is encouraging and rewarding communities that engage in strategic-based plans focused on Placemaking, Redevelopment Ready best practices, solid community engagement, and that recognize broader policy initiatives such the Six Pillars of Prosperity, 21c3 (21st Century Communities), and the Economics of Place. As a result, the core competencies and skill sets of the consultant team are important to ensure that all of the broader policy and program initiatives are succinctly focused at the local level.

COMMUNITY PARK, RECREATION, OPEN SPACE, AND GREENWAY PLAN

Task 1: Project Initiation and Administration

1.1 Kick-Off Meeting

Consultants will meet with administrative staff and the Peninsula Township Park Commission to review the scope of work and finalize the schedule. At this meeting, we will discuss general goals and objectives for the five-year parks and recreation master plan. Consultants will collect previous studies, plans, and maps related to the master plan process, and contact information for the primary client contact, commission(s), and the Peninsula Township Parks Commission that will be part of the process.

1.2 Review Existing Planning Documents and Base Information

Review existing and past planning documents for surrounding communities, and review all digital base mapping information, if available.

1.3 Socio-Economic Review

Conduct trends research as it affects community demographic, economic, cultural, and leisure issues to impact the community over the next fifteen years. Consultants will utilize proprietary demographic and economic data, as well as new census information, to update demographic information and projections in order to develop a profile for recreation and leisure activities.

1.4 Natural Systems and Land Use

Compile and review information on natural systems such as tributaries, wetlands, woodlands, vineyards, orchards, and other natural components along with the existing land use patterns.

1.5 Administrative Review

Working with the Peninsula Township Park Commission, prepare information on the administrative structure of how recreation services are delivered to residents, staffing and volunteer assistance, prior grant procurements, prior capital projects, and a budget summary of previous history of park, recreation, and senior services budgets.

Task 2: Community Engagement

2.1 Survey and Review

Consultants will create a Community Survey for use in an online digital format to provide recreation-related questions to the community. Following the survey, a thorough review and analysis of results will be furnished to the Peninsula Township Park Commission. This analysis will provide the required community engagement feedback desired by the Michigan Department of Natural Resources while acting as a cost-saving mechanism for the Peninsula Township.

2.2 Optional Community Engagement Mechanisms

Any opportunities for additional community engagement will be determined with the help of the Peninsula Township Park Commission. They can be integrated into the requested workshops, public hearings, and meetings outlined in the scope. These optional mechanisms will give attendees an inside glimpse of this particular municipal process, provide additional opportunities for community engagement, and gain a more multifaceted assessment than would be available through staff reconnaissance alone. Additional engagement options will be deemed necessary with assistance the Peninsula Township Park Commission.

Task 3: Parks and Recreation Plan Research and Analysis

3.1 Survey of Public/Private Recreation Facilities

Conduct a survey by agency of the number and location of parks and type of facilities for properties owned by the State of Michigan, the County, Public Schools, and other public entities within and adjacent to the Township.

3.2 On-Site Inventory of Recreation Facilities

Conduct an on-site survey of Township-owned recreation facilities to assess the type and quality of facilities, maintenance concerns, ADA accessibility, and related site issues, as pursuant to MDNR requirements. We will

review prior ADA assessments to note any modifications and compliance actions. As part of the field inventory, we will prepare a written inventory and maintenance form for each of the parks including Pelizzari Natural Area, Bowers Harbor Park, Haserot Park and Boat Launch, Archie Roadside Park, Lighthouse Park, Old Mission Point Park, Cultural Center/Historic Park, and Kelley Park (MDNR property slated for transfer to the Township).

Task 4: Parks and Recreation Plan Preparation

4.1 Issues and Opportunities

Review materials compiled up to this point and prepare an assessment of issues confronting Township Parks and Recreation relating to recreation services and facilities and outline opportunities that would assist in the resolution of those issues.

4.2 Goals and Objectives and Project Identification Workshop

Develop meaningful goals and objectives reflective of the results obtained from the Community Survey and input from the various boards and committees. Issues will include:

- Facility assessment inventory report and recommendations
- Community expectations
- Potential projects
- Land acquisition strategy, if needed
- Gap analysis recommendations

4.3 Draft Report Preparation

Consultants will compile all of the relevant information into a professionally produced document that incorporates images, graphics, maps, charts, and tables into clear, concise, accessible text. It will showcase this initiative as a captivating statement of public policy.

Task 5: Parks and Recreation Master Plan

5.1 Action Plan: 5 Year Horizon

This component focuses on the short-range implementation of recreation-related goals and objectives. The structure of this task is to develop a plan to meet the objectives of the local program within the context of the MDNR Five Year Plan guidelines. Programs and projects will be identified including estimates of probable cost, and methods to finance.

The content of the Action Plan will address the MDNR Recreation Planning guidelines.

Task 6: Parks and Recreation Plan Review and Adoption Process

6.1 *Peninsula Township Park Commission Public Hearing*

The draft will be presented at the Peninsula Township Park Commission level, involving the administrative staff and all other interested groups, residents and Township Board for review. Input from the various boards will be used to refine the revised draft.

6.2 *Public Review*

Coordinate review of the plan with Networks Northwest and MDNR while providing the required thirty (30) day period for public review.

6.3 *Township Council Public Hearing*

Attend a Public Hearing at the Township Board level to review the Plan and address questions and concerns.

Task 7: Deliverables

Consultant will provide ten (10) color copies of the final plan, including reduced colored copies of all maps, one (1) Original un-bound copy of the plan, as well as two memory sticks containing a digital .pdf version of the plan and all contributing documents, maps, and graphics.

FEES AND TERMS

This is a flat fee engagement set at \$11,235 for services described. Services will be billed upon completion of each task as listed above. This estimate will remain valid for 60 days.

The Peninsula Township and NorthSky retain the right to terminate the project at any time with written notice. In this event, the Peninsula Township will be billed and responsible for the consultant hours worked up to the date of termination less any amount paid in advance to initiate engagement. A dispute resolution process that is mutually acceptable to both organizations will be used in the event of a potential contract termination.

All Peninsula Township data and information will be held in the strictest confidence and will remain its exclusive property. The Peninsula Township will retain ownership of all documents, reports and project data supplied as part of this project. The Peninsula Township will have permission to use tools and templates provided by NorthSky for future work with proper credit.



Mike Skurski
Parks and Rec Commission Treasurer
Peninsula Township
Date:

Rebecca Ewing
Associate Director
Rotary Charities
Date: 7/31/2017