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5200 Civic Center Drive
Waterford, Michigan 48329-3773
Telephone: (248) 674-5441 Fax: (248) 618-7674
waterfordmi.gov/parks

Department of Parks & Recreation

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July 17, 2023

Waterford Township Board of Trustees
5200 Civic Center Drive
Waterford, MI 48329

Re: 5-Year Parks and Recreation Master Plan (2024-2028)

Dear Honorable Township Trustees,

I am respectfully requesting your approval of the expenditure of \$12,800.00 from the Parks and Recreation Fund Balance to be utilized for the preparation of the 2024-2028 5-Year Parks and Recreation Master Plan to be prepared by Spicer Group, Inc.

In 2018-2019 Spicer Group, Inc. prepared the existing 5-Year Parks and Recreation Master Plan (2019-2023) and we are planning to work with them in order to update the Plan for the next 5-year timeframe. The department is required to have a 5-Year Master Plan in place in order to qualify for various grant opportunities.

Thank you for your attention to this matter. Please feel free to contact me if you have any questions 248-618-7549.

Recommended Board Action

Approve the expenditure of \$12,800.00 from the Park and Recreation Department's Fund Balance for preparation of the 5-Year Parks and Recreation Mast Plan by Spicer Group, Inc.

Sincerely,

Alison Swanson
Director

Encl.

June 28, 2023

Alison Swanson, Superintendent
Waterford Charter Township
5200 Civic Center Drive
Waterford, MI 48329-3773

RE: 5-Year Parks and Recreation Master Plan
Waterford Charter Township, Oakland County, Michigan
Letter Agreement for Professional Services

Alison:

Thank you for the potential opportunity to work with Waterford Charter Township on an update of the Township's Parks and Recreation Master Plan. We are familiar with your community and your Recreation Plan, as we assisted the Township with the previous update and are furnishing you with this letter agreement that outlines our proposal.

As you know, a Parks and Recreation Master Plan is a policy document that will help recreation officials guide the development of their parks, open space, recreational facilities, and programs, as well as pursue funding sources. This information is documented in a reader-friendly format with maps, charts, text and pictures. Listed below is our proposed Scope of Work and Fee.

SCOPE OF WORK

Following is a description of each section of the proposed recreation plan and what is contained in each. We anticipate the process will take approximately nine months. Our professional services will include attendance at four meetings. These services are further defined as follows:

Task One: Gather Background Information, Kick-off Meeting, and Plan Public Participation – Meeting #1

Gather Background Data

Prior to the first meeting, Spicer Group will receive and gather key community information from the Township such as demographic and economic characteristics and physical attributes. This information may include:

- Other relevant reports and plans from the Waterford Charter Township area, such as the existing parks maps
- Census-based information about demographic trends and economic characteristics, and
- Information about physical features of Waterford Charter Township.

With this background information gathered, we will hold Meeting #1 with the Parks and Recreation Department.

Kick-off Meeting

To kick off the project, we will discuss the work plan, timeline, details of the planning process, and the public input process. At this meeting, we will discuss key information for understanding the Township's parks and recreation administrative structure, its parks and recreational facilities, and its natural resources. We will review public and private programs and facilities available either in the community or the general

region. We will also gather any information the Parks and Recreation Board and Township staff feel is pertinent to the natural resource inventory, including any unique wetlands, woodlands, wildlife habitat, greenway corridors, or floodplains in the area. This feedback will complement the more detailed information we will begin seeking after the kickoff meeting in order to begin writing the draft of the Plan. Also at this meeting, we will discuss and begin to plan forms of public engagement.

Plan Public Participation

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 and the second being a required public hearing before the Parks and Recreation Board prior to official adoption.

We believe that in order for a plan to truly be effective, it needs to be based on broad and inclusive public participation. Spicer proposes an online community input survey as well as assistance in promoting the Plan through social media, in addition to the required Public Hearing.

At this meeting, we will discuss the format and draft questions for the online survey. The online survey can be expected to address a wide range of issues such as frequency of use at different facilities, reasons for park and recreational facility visitation, suggestions for improving accessibility at the parks, and open-ended insights for overall park improvement. Spicer Group proposes the use of social media as the most efficient means for launching the online survey for the general population. This technique has a much higher response rate than community meetings. We will also work with staff to develop a press release that details the exact web address (URL) where respondents can go to take the survey. The web address can also be prominently displayed on the Township's official website. The online survey can be promoted to different groups through targeted e-mail blasts. We rely on each group's representative to ensure the survey web address is e-mailed to their constituents.

Deliverables:

- Kick-off documents
- Draft public input survey
- Marketing strategy for community input

Task Two – Begin Writing and Reviewing the Parks and Recreation Master Plan and Finalize Community Input

Following the first meeting, Spicer will begin developing the draft of the plan document. Over the weeks following the kickoff meeting, we will anticipate receiving certain information from Township staff pertaining to the Administrative Structure and Recreation Inventory sections. This will include items such as the organizational chart for the administration of parks and recreation, a description of funding sources for the parks and recreation budget, and an inventory of all parks and recreation areas and facilities. We will also gather some key information pertinent to the Recreation and Resource Inventory sections. This information will include:

- A map illustration for the location of each park.
- An accessibility assessment for each park and recreation facility.
- A status report for any DNR grant-assisted projects. (We will reach out to the DNR for this information).

- An update of the natural features inventory which will use local resources and mapping data to analyze the natural features in Waterford Charter Township. With the assistance of the Township, we will reach out to Oakland County and any other agencies, such as MNFI and SEMCOG, to collect and analyze the most recent data. Our analysis will include, but is not limited to: Hydrology, Land Cover, Watersheds, Wetlands, Floodplains, Topography, Soils, Woodlands, Green Infrastructure, Wildlife, and Greenway Corridors.

We will begin integrating these components into the Plan along with the previously-received information regarding the background demographics, economic conditions and physical characteristics of the Township. Our analysis will include a detailed look at existing recreational opportunities compared to sources such as U.S. Census data from 2010 (population, age, household composition, disability status, income, etc.), recreation standards, barrier-free standards, and current trends. We will also integrate the various components of the Township's administrative structure information into the Plan.

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

Task Three – Facilitate and Publicize Community Input

Spicer Group and the Township will work to fully promote and launch the survey at this time. During this time, the survey may also be promoted via a few tools we've found to be very useful in the past:

- A link on the Township's website
- Newsletter inserts
- Postcards with QR codes linked to the survey for digital devices
- A link and announcements on the Township's Facebook page
- Press release
- A targeted marketing campaign on social media, facilitated by Spicer Group

We will work with you to determine the optimal timeframe for the survey to be open to the public. Once the online input surveys have been closed out, Spicer Group will tally and analyze the results so they can be presented to the Parks and Recreation Board.

Task Four – Meeting to Review Community Input and Recreation Goal Setting – Meeting #2

With solid and meaningful public input, we will hold Meeting #2 to review all comments from the online survey. The goal of this meeting is to determine a foundation of public sentiment in terms of the general type of recreational development and improvement Waterford Charter Township would like to see and to compare those desires and needs to national and regional trends in recreation. This foundation will help us draft a set of updated goals and objectives for the future of parks and recreation in Waterford Charter Township. While much of the discussion will center on existing park land and facilities, we will also consider any future parks and facilities. Following this meeting, Spicer will refine the goals and objectives based on the public input and discussion with Waterford Charter Township staff. This section of the plan includes a set of local standards and recommendations for parks, open space, trail and recreation facilities, programs, and services.

As a final item for this meeting, Spicer will also discuss the process for developing the action program and how best to incorporate departmental expectations, community needs, and standards of excellence. We will also discuss any fiscal concerns the Parks and Recreation Board may have. This section will be part of the Action Program and will serve as the blueprint for providing broad-based recreation opportunities in Waterford Charter Township. Spicer Group will work with the Township to discuss specific action items.

Together, with the inventory, public participation, goals, and objectives, Spicer will develop a draft Action Program for Waterford Charter Township. The Action Program will provide recommendations for the development and maintenance of existing parks, recreation facilities, non-motorized trails, and open spaces.

Deliverables:

- Public input summary report
- Draft goals and objectives
- Draft action plan

Task Five – Completion of Draft Recreation Master Plan

Spicer Group will complete the draft of the Waterford Charter Township Parks and Recreation Master Plan. This draft will be presented in the DNR format described in Guidelines for the Development of Community Parks and Recreation Plans. It will include full-color maps, graphs, and charts to support the plan narrative.

Task Six – Present the Draft to the Township and Plan the Adoption Process – Meeting #3

Spicer Group will prepare a draft of the Parks and Recreation Master Plan and present that draft at the third meeting. The intention of this meeting is to review the entire document with the Board and hear comments to prepare the document for public review. After we review the draft, we will go through the adoption process and schedule with the Board to ensure adoption prior to the February 1, 2024, deadline.

Deliverables:

- Draft of the Parks and Recreation Master Plan

Task Seven – Administer the Required Public Review Period

During this task, prior to the required public hearing, Spicer Group will facilitate the mandatory 30-day review period. Spicer will provide Waterford Charter Township with three (3) copies of the draft plan to be used for distribution and review. The draft Parks and Recreation Master Plan will also be provided to the Township electronically for publication on the Township website and printing additional copies, as needed. Additionally, Spicer Group will draft the required public notice documents and a sample resolution for adoption to be used by Waterford Charter Township officials.

Task Eight – Recreation Master Plan Public Hearing & Adoption – Meeting #4

The Parks and Recreation Board is required to hold a public hearing prior to the adoption of the Parks and Recreation Plan. After the public hearing, the Parks and Recreation Board and the Township Board adopt the plan, for which is required by the DNR.

Task 9 – Prepare Final Documents

Comments from the public hearing will be taken into consideration as the draft of the Parks and Recreation Master Plan is finalized. As required, one final copy will be submitted to the DNR and a second copy will be submitted to SEMCOG, Southeast Michigan Council of Governments. The final step is to assist

Waterford Charter Township in uploading the plan to MiGrants for final approval. We will provide Waterford Charter Township with five (5) bound color copies of the final Parks and Recreation Master Plan and one copy in PDF format to allow the Township to print additional copies and post the entire plan on its website.

Items to Be Provided by Waterford Charter Township

- Administrative information regarding its organizational structure. For example, if the Township has volunteers, relationship with area schools regarding use of their facilities, etc.
- The Township will need to provide Spicer with parks & recreation funding and budget data for the past two years, inclusive of operations and maintenance, programming, and capital improvements. Submittal of this information with the Parks and Recreation Master Plan is a requirement of the DNR.
- The Township is responsible for notification of the Public Participation initiative, notification of the draft plan for review, and all notifications for the public meeting. In anticipation of the online survey, Spicer Group will provide Waterford Charter Township with a full-color flyer and draft text for a press release to promote the online survey in advance.
- Park photos.
- If the Township does not already have a MiGrants Account with the DNR, you will be responsible for creating that account prior to the Parks and Recreation Master Plan submittal. The Township will also be responsible for adding Cynthia Todd as a consultant on their account.
- After the public meeting, the Township will provide Spicer Group with the following: copies of the notification of the availability of the draft plan for review, notice of the public meeting, minutes from the public meeting, and a signed and dated resolution from the Waterford Charter Township Board of Trustees.
- Post Completion Self-Inspection reports on any past grants.

Deliverables from Spicer Group

- Meetings with the Township:
 - Meeting #1 – The first will be a kick-off meeting for the project and to plan the public input (virtual).
 - Meeting #2 – Review the public input results and determine goals, objectives, and action items (virtual).
 - Meeting #3 – Meeting to review the draft plan.
 - Meeting #4 – Attendance at the required public hearing prior to adoption of the Plan (virtual or in person).
- One (1) public participation endeavor in the form of an online survey to gather community input. In anticipation of the community input, Spicer Group will provide Waterford Charter Township with a full-color flyer and draft text for a press release to promote the input opportunity in advance.
- Three (3) copies of the draft plan for distribution and review 30-days prior to the public hearing.

- Sample resolution(s) for plan adoption.
- Two (2) final copies of the Parks and Recreation Master Plan for distribution to the required agencies: one each, to the regional planning agency and the County planning agency.
- Five (5) bound color copies of the final Parks and Recreation Master Plan and one (1) flash drive copy.

FEE

Spicer Group's fee to assist Waterford Charter Township to develop a useful Recreation Plan document as described above will be handled on an hourly rate with an estimated total cost of \$12,800 depending on the number of meetings and plan modifications.

The fee is based on our standard hourly rates. We will submit monthly invoices to you for our professional services and we will keep you apprised of effort as we approach the fee.

If this proposal meets with your approval, please acknowledge with an authorized signature below. Please return one executed copy to us and maintain the other for your records.

We deeply appreciate your confidence in Spicer, and we look forward to working with you and for you on your project.

Sincerely,



Robert Eggers, AICP
Past President



Cynthia Todd, PLA
Director of Planner

SPICER GROUP, INC.
230 S. Washington Avenue
Saginaw, MI 48607
(517) 325-9977
(410) 490-0413
cynthia.todd@spicergroup.com

Cc: SGI File 134132SG2023
KEF, Acctg.

Above proposal accepted and approved by Owner.

WATERFORD CHARTER TOWNSHIP

By: _____
Authorized Signature

Printed Name

Title

Date: _____