



PROPOSAL FOR Mandt Park Master Plan

Prepared for:
City of Stoughton Parks and
Recreation Department
March 7, 2019

Address: 1702 Pankratz Street, Madison, WI 53704*
**We moved! Please note our new address.*

Contact: Dan Williams, PLA, ASLA, AHLP
Phone: (608) 216-2066
Email: dwilliams@msa-ps.com
Website: www.msa-ps.com



March 7, 2019

Dan Glynn, Parks & Recreation Director
Stoughton Parks & Recreation Department
381 E. Main Street
Stoughton, WI 53589

Re: Proposal for Mandt Park Master Plan

Dear Mr. Glynn:

Thank you for taking the time to meet with Mike Maloney and me to discuss the Mandt Park Master Plan. We recognize this is an important public space to the community of Stoughton, we feel fortunate to have the opportunity to submit for create a plan for future enhancement to the facility. Mike and I both have benefited from the activities held at Mandt Park. I have fond memories of my son playing hockey at the Mandt Center.

One of the many reasons communities turn to MSA Professional Services, Inc. (MSA) to assist with the development of trail, park and recreation improvements is the breadth of our planning and design experience across the upper Midwest. Our Parks and Recreation Community of Practice (CoP) is excited to work with you to develop a great plan that combines best management practices with a sound vision, attainable goals and short- and long-term objectives for successful implementation.

Our team is comprised of skilled landscape architects, architects, planners, engineers and environmental and funding specialists who are committed to the success of your project. We understand the unique challenges and opportunities of locating, planning, developing and funding recreational amenities that improve quality of life—including high-profile sites like Mandt Park. At MSA, we work hard to enable people to improve communities and are dedicated to seeing visions come to fruition.

We created a scope of work including potential meetings and participants for the process based on your RFP, and we look forward to refining our approach collaboratively with you, to confirm a path through all phases of the project that fits the City's timing and budgeting needs. We are ready to team with the City to develop a great plan.

We welcome the opportunity to further discuss your needs and our approach. Please do not hesitate to contact me directly at (608) 335-4110 or dwilliams@msa-ps.com.

Sincerely,
MSA Professional Services, Inc.

A handwritten signature in black ink, appearing to read "Dan J. Williams". The signature is fluid and cursive, with a large initial "D" and "W".

Dan Williams, PLA, ASLA, AHLP
Project Manager

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a) Recent Parks and Recreation Master Planning Experience

How residents perceive the quality of life within their community can be attributed to the quality of parks and recreational facilities available to them. As new sports emerge, and the population and age of Americans continues to diversify, the demand for both traditional and non-traditional recreational facilities surges. In addition, recreational-based tourism continues to proliferate as an important component of local and state economies.

In short, whether fueled by a love of the great outdoors or determination to choose a healthier lifestyle, more Americans are utilizing a wider variety of park and recreational resources. MSA has helped numerous clients meet this growing demand through the planning, development and revitalization of recreational amenities, including parks, waterfront developments, aquatic facilities, multi-use paths and athletic facilities.



Planning Considerations and Experience

- ADA Audits for Park and Recreational Facilities
- Architecture Design (*Shelters, Bandshells, Restrooms, etc.*)
- Campground Development and Infrastructure
- Community/Recreation Centers
- Comprehensive Park and Recreation Plans (*Municipal, County, Regional*)
- Conceptual Site Plans and 3-D Renderings
- Indoor and Outdoor Aquatic Facilities
- Indoor and Outdoor Athletic Facilities
- Infrastructure Survey and Design (*Parking, Stormwater, Sewer, Water, etc.*)
- Landscaping Plans
- Park and Recreational Fundraising and Fundraising plan development
- Park Master Plans
- Playground Safety Audits
- Public Opinion Surveys and Visioning
- Recreational Trails, Bridges and Boardwalks
- Skate Parks
- Tree Inventories and Assessments
- Waterfront Improvements (*Boat Launches, Piers, etc.*)

MSA Overview

MSA Professional Services, Inc. (MSA) specializes in the sustainable development of communities. We achieve this by building honest, open relationships that go beyond the project to become a trusted source of expertise and support for immediate challenges and long-term goals. Big or small, we do whatever it takes to meet each need, working to make communities stronger in the process. **It's more than a project. It's a commitment.**

CORE CONTENT

b) Consultant Work Approach

PHASE I - INVENTORY AND ANALYSIS

TASK 1.1 – Kick-Off and Site Visit

MSA will conduct a kick-off meeting with the City to verify the project schedule and deliverables. We will conduct an onsite visit collecting photographic inventory of existing conditions. The site photos are part of the of site analysis in the existing conditions portion of the Master Plan Report.

TASK 1.2 – Review and Analyze Existing Information

We will review current reports, maps, or other documents the City currently holds for Mandt Park. The pertinent information gathered is supplemental to the analysis of existing conditions including documentation of all utilities on or extending through the park site.

TASK 1.3 – Site Analysis

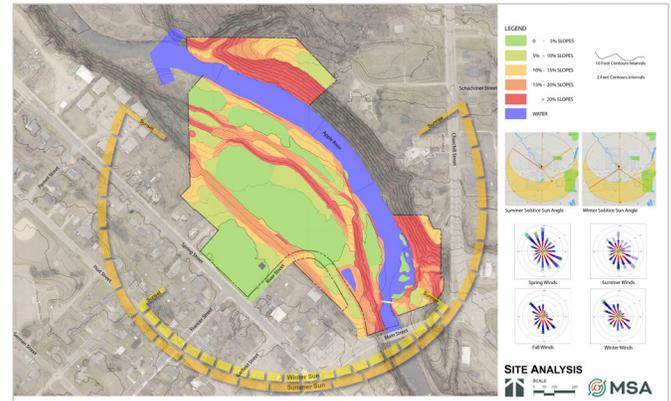
MSA will prepare a Site Analysis diagram illustrating the existing conditions, utilities, opportunities and constraints of the Park. We will provide a scaled plan of the site that will be included in the Master Plan Report as a section of the document.

TASK 1.4 – Focus Group Meetings

MSA will conduct a one-day, multiple-sessions touch point with focus groups to solicit stakeholder desires for the park. The City will provide the makeup of focus groups and the schedule, with assistance from MSA for meeting times.

Meetings

- Kick-Off
- One day of Focus Group Meetings



PHASE II - CONCEPT DEVELOPMENT

TASK 2.1 – Develop Concept Plan

MSA will develop a Concept Plan with phases of implementation for a long-term plan of improvements. The phasing will include Opinion of Probable Construction Cost (OPCC) to guide budget discussion as improvements occur.

During the development of the Concept Plan, we will meet with the Army Corp of Engineers and WIDNR to share the planning efforts being undertaken by the City for Mandt Park. The agency meetings are informative sessions conducted prior to any approved plan.

TASK 2.2 – Prepare Draft Report

We will prepare a Draft Report that provides an outline with beginning descriptions and details of existing conditions, analysis of the site including opportunities and constraints, and the initial park planning stages. In body of the Concept Plan section of the Draft Report, the initial phasing of improvements and related cost of implementation

work in conjunction with images showing related types of park amenities to assist in the planning discussion.

TASK 2.3 – Public Presentation

We will present the Concept Plan and Draft Report to City staff and stakeholders for review and comment. The presentation format is a PowerPoint with printed Concept Plan mounted on a board.



Meetings

- Staff and Stakeholder Meeting
- Public Open House
- Army Corp of Engineers Meeting
- WisDNR Meeting

PHASE III - FINAL MASTER PLAN AND REPORT

TASK 3.1 – Draft Master Plan

MSA will modify the Concept Plan based on input received at the staff, stakeholder and public presentations.

TASK 3.2 – Draft Opinion of Probable Cost of Construction (OPPC)

We will fine-tune the cost for improvements from the Concept Plan phase to represent amount and cost of items for improvement.

TASK 3.3 – Draft Master Plan Report

The Master Plan Report sections are as follows: Existing Conditions and Analysis; Concept Plan, Phasing and Cost Estimate; and the Master Plan, Phasing and Cost Estimate. The Existing Conditions and Analysis section documents the current site conditions, analysis of those conditions, and opportunities and constraints of the site. The Concept Plan, Phasing and Cost Estimates provides a plan of action and steps to implementing the design. The final section of the Master Plan outlines the approved comprehensive design and representative images of the future park improvements with implementation phasing and related cost of improvements.

TASK 3.4 – Staff, Parks and Recreation Committee and City Council Presentation

We will modify the Master Plan and Report based on feedback from staff, Parks and Recreation Committee and City Council. We will submit the plan and report to the City for one last review prior to final printing. We will provide two (2) hard copies and a PDF file of the plan and report.

TASK 3.5 – Final Master Plan and Report

We will modify the Master Plan and Report based on feedback from staff, Parks and Recreation Committee and City Council. We will submit the plan and report to the City for one last review prior to final printing. We will provide two (2) hard copies and a PDF file of the plan and report.

TASK 3.6 – Presentation of Final Master Plan and Report

We will modify the Master Plan and Report based on feedback from staff, Parks and Recreation Committee and City Council. We will submit the plan and report to the City for one last review prior to final printing. We will provide two (2) hard copies and a PDF file of the plan and report.

Meetings

- Draft Master Plan Meeting with Staff, Parks and Recreation Committee, and City Council
- Final Master Plan Meeting with Staff and Elected Officials for Adoption

CORE CONTENT

c) Key Project Personnel

The team we have assembled for this unique project include experienced engineers and technical service leads who bring an efficient blend of skills that will deliver a destination park for the City. Members of this project team are part of our core parks and recreation team at MSA. Our familiarity with each other will enable us to meet your workload and timeline requirements. Each of the team members have the availability to complete this project within the timeframe described in the RFP. *For a deeper look into their individual qualifications, see the supporting attachments section for each proposed team member's resume.*



MSA's Quality Assurance Plan

Quality assurance and quality control (QA/QC) is a top priority at MSA. We foster and maintain a Quality Assurance (QA) Policy that defines the overarching element of the quality culture we practice and provide amongst our colleagues and for our clients. Quality Assurance begins with each employee embracing the practices and methods that promote meeting the expectations of our clients, enhancing MSA's reputation for quality work and the efficient, profitable completion of our projects.

d) Key Project Performance

Below are recent and relevant projects from our parks and recreation master planning portfolio. *For additional projects and references, see the supporting attachments section for more information about our master park planning experience for communities similar to the City of Stoughton.*

Village Park Master Plan Somerset, WI



Originally a school site, Village Park has served the residents of Somerset as a community park with ballfields and a connection to the Apple River. The site is comprised of three terraces that fall steeply with a 20-foot drop between each flat open space. MSA developed a Site Analysis and met with community members to discuss a previous survey that identified park needs versus those that were less desirable. The next step provided three Concept Plans with precedent images to diagram which identified uses the community favored. A final Master Plan and companion Report is the culmination of the public planning process. A proposed large pavilion with kitchen, band shelter, play and hillside play areas, splash pad, fishing pier and overlooks are all new additions to the park. *Reference: Bob Gunther // Public Works Director // (715) 247-5555 // rmgunther@somtel.net // 110 Spring Street, PO Box 356, Somerset, WI 54025*

Ellen Kort Peace Park Master Plan Appleton, WI

The City of Appleton removed a water treatment facility located near downtown along the Fox River. This remediated site, along with a former WE Energy transformer, were combined to create an eight-acre parcel to become Ellen Kort Peace Park. The park is central to the Appleton Bike Trail System, Vulcan Historic Site, Paper Discovery Center, and Jones Park. The Ellen Kort Peace Park amenities include a Land Bridge to Jones Park, Poet's Garden, Nature's Gazebo, two gathering lawns, Quilt Gardens, Rain Gardens, bluff connection to Pioneer Park via steps, Trailhead/ Classroom Building, and a future multi-use bridge trail on an abandoned railroad bridge. *Reference: Tom Flick // Deputy Director of Parks, Recreation and Facilities // (920) 832-3919 // tom.flick@appleton.org // PO Box 2428, Appleton, WI 54912*



CORE CONTENT

Fireman's Park Master Plan Verona, WI

Fireman's Park in the City of Verona, is located in along the shores of Goose Lake—a small, reclaimed quarry site and former city landfill. A community planning effort determined the best use for improvements to the facility and resulted in the selection of a consensus Master Plan. The plan is the culmination of three conceptual options based on community desires, permitting requirements and environmental stewardship. The park includes a new pavilion, enhanced beach, interactive splash pad, unique play area, basketball court, improved soccer fields, multi-use trail connections and integrated stormwater management. *Reference: Dave Walker // Park and Urban Forestry Director // (608) 848-6809 // dave.walker@ci.verona.wi.us // 410 Investment Court, Verona, WI 53593*



SUPPORTING ATTACHMENTS

KEY PROJECT PERSONNEL RESUMES



Daniel Williams, PLA, ASLA, AHLP

PROJECT MANAGER

With 30 years of landscape architectural experience, Dan takes pride in his ability to make every project, large or small, something special. He is energized by the challenges offered by each new site. Dan's design philosophy is uncomplicated and based on two foundational factors: understanding and vision. Understanding involves developing a solid comprehension of the environmental, social, and economic factors related to a project. This knowledge provides a framework for building an inspiring vision for the landscape. Dan enjoys the energy of collaborating with others to create special places. He continues to grow professionally through interaction with teammates and clients as design solutions are tested. Dan thrives on the progression of thought process. He has managed and directed design for over 30 award-winning projects including five national recipients.

Education

B.S., Landscape Architect
University of Kentucky

Registrations

Professional Landscape
Architect, WI, CO, IA

Affiliations

- American Society of Landscape Architects
- Alliance for Historic Landscape Preservation

Presentations

- Guest Lecturer, "Planning Process for Marina Design" Docks and Marinas Conference, University of Wisconsin College of Engineering - 2008, 2009, and 2010 Guest Lecturer, "Landscape and Home Garden", National Garden Society - 2002, 2003, and 2006
- Guest Lecturer, "Site and Lighting Design", University of Wisconsin Engineering Ext – 2002 and 2003.

SELECTED PROJECT EXPERTISE

Ellen Kort Peace Park, Appleton, WI*

*Project Manager and Lead Designer for the Master Plan of a new eight-acre park dedicated to Wisconsin's first Poet Laureate, Ellen Kort. Prepared a Master Plan for a new eight-acre park in downtown Appleton along the Fox River. The planning effort included four stakeholder meetings, one park staff meeting and one public open house. A Master Plan Report was developed that included park improvements descriptions, cost of implementation, and project phasing. Stakeholder and presentation meeting minutes were also included as attachments to the Master Plan Report. **WIASLA Honor Award***

Blood Run National Historic Landmark, Larchwood, IA*

*Lead park master planning service for this NHL and potentially new state park facility located along the Iowa, South Dakota border. The future of the NHL site may include transition to a National Monument interpreting the rich Native American history of the site while providing park amenities to visitor. **WIASLA Merit Award***

Lakeshore State Park, Milwaukee, WI*

*Lead Designer for the creation of Wisconsin's first urban state park. Located on a 17-acre island the park includes cruise ship terminal, boaters beach, transient slips, fishing pier, nature trails and a signature national award winning pedestrian bridge. Project role included creating master plan, graphics, bridge design, and site details for implementation of the park. **ASCE Excellence Award, Governors Excellence Award, WPRAs Honor Award, and WIASLA President's Award of Excellence Recipient***

*Denotes experience prior to MSA.

KEY PROJECT PERSONNEL RESUMES



Dan Schmitt, PLA, CPSI
Landscape Architect

Dan is a professional landscape architect and plays a key role in each of our recreation-based projects. His experience with on-site construction management provides a valuable understanding of construction detailing and construction workflow including permitting and local code and zoning requirements. His academic focus was to design enriching outdoor spaces for children and he enjoys working on playground projects and exploring techniques for implementing Natural Play. His experiences provide a comprehensive knowledge of including site inventory, concept development, landscape plans, planting design and construction details.

Education

M.S., Landscape Architecture, University of Wisconsin-Madison

B.S., Landscape Architecture, University of Wisconsin-Madison

Registrations & Affiliations

Professional Landscape Architect, WI
Certified Playground Safety Instructor (CPSI)
American Society of Landscape Architects

Selected Project Experience

Development

- Lowe Park, Marion, IA
- Riverfront Pocket Park, Sauk City, WI
- Jones Park, Appleton, WI
- Riverfront Park, Wisconsin Rapids, WI
- Athletic Field Improvements, Sun Prairie, WI

Concept/Master Plans

- Fireman's Park, Verona, WI
- Somerset Village Park, Somerset, WI
- Barber Park, Mahomet, IL
- Zoo, Wisconsin Rapids, WI



Raine Gardner, PE
Sr. Project Engineer, Parks and Recreation CoP Chair

As a park and recreation senior project engineer, Raine has worked with several municipal governments in planning, design, and constructing various projects. Many of these include lake dredging, streetscaping plans, river corridor planning, waterfront development, recreational parks, and trail projects. Raine manages MSA's Parks and Recreation service division and has significantly broadened the type of projects within the firm. She has a special affinity with the Upper Peninsula and has recently purchased lakefront property there. Recently, Raine was selected as a member of the Michigan Technological University Presidential Council of Alumnae. Raine helps clients apply for local, state, and federal funding grants and assistance. Clients also rely on her for project planning/concepts, estimating assistance, consideration of sustainable elements within the project, and project considerations to lower maintenance and operational costs.

Education

M.S., Civil Engineering
University of Wisconsin-Madison
B.S., Civil Engineering
Michigan Technological University

Registrations & Affiliations

Professional Engineer, WI, MN, IA, MI
National Parks and Recreation Association (NRPA)
American Society of Civil Engineers

Selected Project Experience

- Lowe Park, Marion, IA
- Riverfront Pocket Park, Sauk City, WI
- Jones Park, Appleton, WI
- Riverfront Park, Wisconsin Rapids, WI
- Splash Park at Mead Field, Wisconsin Rapids, WI
- Riverside Park, Mauston, WI

KEY PROJECT PERSONNEL RESUMES



E. Carter Arndt, AIA

Project Architect

Carter has more than 28 years of municipal architectural experience. Planning and designing dynamic buildings that not only respond to their environment and context but the people and community that use them. His design experience includes new construction, additions, and remodeling. Facilities types include parks and recreations facilities, libraries, community centers, municipal office buildings, public works garages and public safety facilities such as fire, EMS and police stations.

Beyond project management and architectural design, Carter's professional background includes developing code and feasibility studies, and cost estimates; organization, detailing and production of working drawings; consultant coordination; shop drawing review, and color selections. Since the onset of ADA, he has performed many of the MSA's ADA surveys and generated related reports.

Education

B.A., Architecture, Iowa State University

Registrations

Professional Architect, WI, IL

Selected Project Experience

- Fireman's Park Improvements, Verona, WI
- Erb Park and Pool, Appleton, WI
- Splash Park at Mead Field, Wisconsin Rapids, WI
- South Park Upper Shelter Improvements, Waupaca, WI
- Wisconsin Rapids Recreation Complex, Wisconsin Rapids, WI



Mike Maloney, PE

QA/QC

Mike manages and reviews the quality of work performed in the projects he is designated as quality assurance leader. He is passionate for public works projects, including the redevelopment of lands with improved public uses, improvements that facilitate better downtown business environments, the development of parks, trails and waterfront recreational uses to improve the quality of life.

Education

B.S., Civil Engineering/Construction Management
University of Wisconsin-Madison

Registrations

Professional Engineer, WI

Selected Project Experience

- Community Park Court Improvements, Belleville, WI
- Downtown Street and Streetscape Design and Construction Services, Oregon, WI
- Dublin Park Renovation and Court Improvements, Cottage Grove, WI
- Petenwell County Park, Adams County, WI
- Columbia Park, WI

SIMILAR PROJECT EXPERIENCE

Marshfield Fairgrounds Campus Master Plan

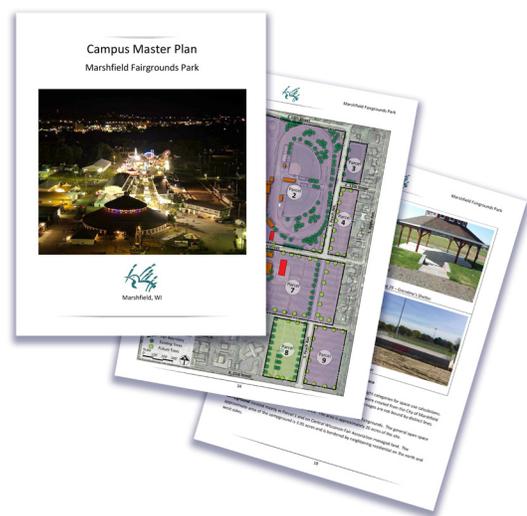
Marshfield, WI

MSA prepared a Campus Master Plan for the City of Marshfield's Fairgrounds Park, home of the Central Wisconsin State Fair. The Marshfield Fairgrounds Park is comprised of 66.07 acres owned and managed by two entities: Central Wisconsin Fair Association and the City of Marshfield.

There are 26 buildings of varying sizes that accommodate over 300 booths for trade show events, animal barns, concessions, restroom and other exhibition spaces. The Curling Club and Hockey Building provides ice sheets for club sports. The World's Largest Round Barn is located on the Fairgrounds property and is the most recognized structure of the Park.

The exterior uses at the Fairgrounds Park contain a one-quarter mile dirt track, two lighted softball fields with concessions, dugouts, and warm-

up areas, an Education Garden, soccer fields, playground equipment, picnic area, campground and Paws'N Play Dog Park. Hardscape pavement and extensive overflow grass areas provide parking for the Central Wisconsin Fair and other year-round activities held at the Fairgrounds.



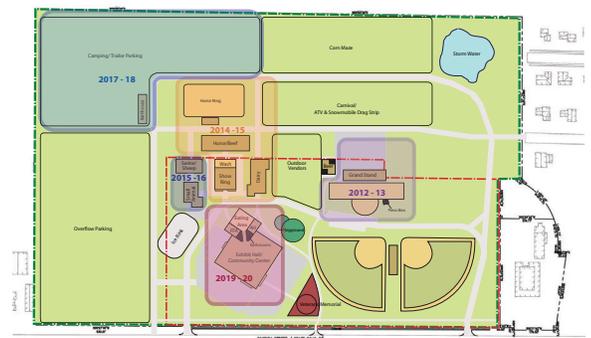
Veteran's Memorial Park Fairgrounds Master Plan

Mauston, WI

MSA assisted Juneau County Agricultural Industrial Recreational Society (JCAIRS) in the master planning for the Juneau County Fairgrounds development. This 20-acre site is the focal point for the Juneau County Fair and other numerous FFA related events. Master planning efforts included the development of conceptual plans for ultimate build-out to include all current and future buildings and site amenities. Numerous pavilions and livestock

buildings were considered as well as campground facilities, concessions/restrooms, tractor pull site and softball diamonds. Detailed design services were provided for on-site stormwater management, utility service, roadway networks and site grading. The final master plan included a phasing plan and detailed cost estimates to allow JCAIRS to incrementally reach their goals in conjunction

with ongoing fundraising. Extensive coordination was required between JCAIRS, Juneau County, and the City of Mauston during this master planning exercise.



SIMILAR PROJECT EXPERIENCE

Mary Park Master Plan

New Richmond, WI

Mary Park is located in downtown New Richmond, WI. The Park is a 9-acre site situated between Wisconsin Southern Railroad line and Mary Park Lake. Mary Park is one of the oldest park sites in the City with several reiterations in the last 80 years.

MSA prepared a Master Plan for phased improvements that the City can undertake over the next 20 years. The improvement of the walking path system is the most sought after amenity in the community. The “Mary Park Mile” offers a marked trail that gives users the opportunity to map the distances of walks. The trail connects to downtown New Richmond with a pedestrian bridge on the west side of the park.

Other amenities included: sledding hill, amphitheater, restroom expansion, four fishing



piers, hillside play area, inclusive play structure, splash pad, improved shelters, and a new boat launch.

The park road and parking areas are reoriented providing a parklike setting while expanding the amount of stall counts.

Jones Park

Appleton, WI

Jones Park in Appleton Wisconsin is an urban infill park that includes a 30-foot drop from the street level to the park level below. MSA was tasked with developing the structural retaining walls for the ramp and walk system that would lead visitors to amenity level. A tiered system of walls was determined to be the most cost effective way to facilitate the installation of the 360 feet of ramp that would be required at the park entrance. Further complicating the design were the soil conditions present at the site due to fill from adjacent construction projects. MSA’s answer was a reinforced concrete retaining wall system with a combination of underground and surface drainage that met the aesthetic requirements of the site and helped to create a pedestrian circulation system that is an amenity itself.



SIMILAR PROJECT EXPERIENCE

Aquatic Park at Witter Field

Wisconsin Rapids, WI

The City of Wisconsin Rapids serves a region of small cities, towns and villages encompassing approximately 63,000 residents. The City was forced to close its last remaining public pool due to poor physical condition. However, the City desires to continue offering aquatic services to its residents.

MSA's multidisciplinary municipal park design team prepared the park Master Plan and will provide architecture, landscape architecture, civil, stormwater and electrical engineering services for the project.

The opportunity was seized to not only accommodate a new aquatic facility, but also develop a park for year-round use. A park Master Plan was developed, which includes a central green space spine between Witter Field, home of the Wisconsin Rapids Rafters Baseball Club, and new aquatic facility. This will include looped trail systems, playground, splash pad and shelter. The aged tennis courts will be replaced and upgraded with three ungraded courts. The western portion of the site will continue to offer open space for youth flag football. Stormwater management will

be dispersed throughout the site in targeted areas near the new proposed parking lots.

Keeping in mind year-round functionality, the park features a looped driveway for drivers to drop off visitors. This driveway and one parking lot can be lined, flooded and frozen in the winter, creating an ice skating loop and small recreation ice hockey rink.

The new aquatic facility will feature a concessions area, bathhouse and pump house with rentable cabanas, sun berms and shade structures. The aquatics have been designed uniquely for Wisconsin Rapids. Pools include a zero-depth tot pool with slides and a tot river, leisure pool with watercrossing and water basketball that connects to a lazy river with an exciting activity channel. A large tube slide enters into the lazy river, along with a body slide and future speed slide. An activity pool with diving board, climbing wall and recreational lap lanes will also be added. Picnic shelters and other structures will be placed to allow for year-round rentability and accommodate both pool and non-pool-related activities.



SIMILAR PROJECT EXPERIENCE

Riverfront Master Plan

Wisconsin Rapids, WI

The Wisconsin Rapids Riverfront project was a visionary plan that set to transform three major parks along the Wisconsin River:

1. Veteran's Memorial Park
2. East River Conservancy
3. Demitz Park

MSA teamed with Supermass Studios to perform design development and construction documentation as the local consultant on the project. Five guiding principles led the design including:

- Respect for the river
- Open access
- Diversified programs economic leverage
- Sustainability

Veteran's Memorial Park improvements include an event terrace with modular hillside seating, sculptural flow decks, river view balcony that can host events and a multi-use trail.

The East Riverbank Conservancy improvements include a riverwalk/multi-use trail, linear park, recreation flat, kayak launch, fishing jetties, aquatic habitat and landscape improvements.

Demitz Park improvements include a kayak launch and beach, fishing pier, a park plaza, parking, walking paths, regional trail connection, picnic green, custom/architectural shade structure and a comfort station.



SIMILAR PROJECT EXPERIENCE

Public Engagement

Our ability to create and implement effective, comprehensive public participation plans is one of the many reasons communities turn to MSA for their public engagement needs.

At MSA, we believe that when planning a public project it must be done with the public's advice and input. Decisions made by local governments affect the future of all those who live and work in the community. We are committed to helping governments and organizations understand the diverse needs and concerns of the public, non-profit organizations, business interests and local governments. Aside from community support, this process also lends itself to ensuring the final project reflects the community's ethos and vision for its future.

Public engagement generally consists of three related, and often overlapping, processes: information dissemination, dialogue, and citizen input. We specialize working alongside our clients and selecting the best available methods to hear the voices of many citizens through the process. The type and combinations of methods selected will ensure a balance of informing, consulting, involving, collaborating, and empowering the public. Therefore, engagement can and should be accomplished by tapping into a variety of sources, including community and non-profit organizations, public officials, youth, individuals with disabilities, mature citizens and those that have been traditionally underserved. Listed to the right are a few techniques we use to strengthen public involvement for your community.

- Neighborhood advisory committees
- Open houses
- POLCO experience experts
- Pop-up booths at community events
- Community surveys
- Media relations
- Project websites
- Project newsletters/direct mailers
- Neighborhood office hours
- Stakeholder interviews/focus groups
- Interactive community mapping tools
- Door hangers/leave behinds
- Translation of materials into other languages
- StriveOn mobile app for hyperlocal engagement

