CITY OF STOUGHTON
PARKS & RECREATION DEPARTMENT

Dan Glynn, Director
Tony King, Recreation Supervisor
Greg Hoyte, Youth Center Manager
207 S. Forrest Street Stoughton, WI 53589
(608) 873-6746 www.stoughtonrec.com

Date: November 23, 2020

From: Dan Glynn, Parks & Recreation Director

Subject: Racetrack Park Master Plan

It was approved in the 2021 CIP budget to fund consulting services to complete a master plan for Mandt Park. A park master plan guides future decisions on how the park is used, where infrastructure like restrooms are placed, and addresses issues that the park has. Racetrack Park is one of two community parks within the City of Stoughton. It is currently used for many athletic programs and events such as adult softball, an annual state youth softball tournament, and various soccer programs. It is located in close proximity to the Public Works Facility which cuts down on travel time for parks maintenance staff.

The City has historically placed athletic fields in neighborhood parks. It is more desirable to place more passive use areas within neighborhood parks to minimize neighbor conflicts and passive use parks provide a positive impact on surrounding property values. This is the path we have been recently going down with the Kettle Park West Park and the two parks within the 51 West development which provide more passive use than Virgin Lake Park. To balance this out, having Racetrack Park will need to be the home to many sports for City residents. There are also advantages to having a sports complex such as hosting larger tournaments which result in more tourism spending. The master plan should look at expansion options due to this.

I recommend having MSA complete the master plan for the park. They have recent experience working on City parks with the Mandt Park Master Plan and the ADA Transition Plan. I believe everyone was satisfied with how the Mandt Park Master Plan turned out. MSA also conducted an audit to Racetrack Park as part of the ADA Transition Plan. This gives them an understanding on how the park is used, what infrastructure is already at the park, and what ADA deficiencies we have.

Their proposal of $30,000 is at our budgeted amount. The work to complete the master plan is considered a professional service in the CIP Purchasing Manual and falls under Section II—Special Procurement Procedures, A. Master Service Agreement. Without selecting MSA, I would need to write a Request for Proposals, send it to other area firms, and conduct pre-submittal interviews. We would then possibly have the finalists come to a committee meeting for interviews. I don't believe this additional work is warranted due to MSA's past performance.

Dan Glynn
Parks & Recreation Director
City of Stoughton
608-873-6746
dglynn@ci.stoughton.wi.us

Professional Services Agreement

This AGREEMENT (Agreement) is made today DECEMBER 15, 2020 by and between CITY OF STOUGHTON (OWNER) and MSA PROFESSIONAL SERVICES, INC. (MSA), which agree as follows:

Project Name: STOUGHTON PARKS RACETRACK PARK MASTER PLAN

The scope of the work authorized is: See Attached Proposal and Scope of Services, Dated 12.15.2020

The lump sum fee for the work is: **$30,000**

All services shall be performed in accordance with the General Terms and Conditions of MSA, which is attached and made part of this Agreement. Any attachments or exhibits referenced in this Agreement are made part of this Agreement. Payment for these services will be on a lump sum basis.

Approval: Authorization to proceed is acknowledged by signatures of the parties to this Agreement.

CITY OF STOUGHTON

_____

Dan Glynn
Director of Parks & Recreation
Date:_____

207 S. Forrest St.
Stoughton, WI 53589
Phone: 608-873-6746

MSA PROFESSIONAL SERVICES, INC.

Raine Gardner

Raine Gardner
Team Leader
Date: 12/9/2020

Daniel J. Williams

Daniel Williams
Landscape Architect
Date: 12/9/2020

1702 Pankratz Street
Madison, WI 53718
Phone: 608-242-7779
Fax: 608-242-5664

MSA PROFESSIONAL SERVICES, INC. (MSA)
GENERAL TERMS AND CONDITIONS OF SERVICES (PUBLIC)

1. **Scope and Fee.** The quoted fees and scope of services constitute the best estimate of the fees and tasks required to perform the services as defined. This agreement upon execution by both parties hereto, can be amended only by written instrument signed by both parties. For those projects involving conceptual or process development service, activities often cannot be fully defined during initial planning. As the project progresses, facts uncovered may reveal a change in direction which may alter the scope. MSA will promptly inform the OWNER in writing of such situations so that changes in this agreement can be made as required. The OWNER agrees to clarify and define project requirements and to provide such legal, accounting and insurance counseling services as may be required for the project

2. **Billing.** MSA will bill the OWNER monthly with net payment due upon receipt. Past due balances shall be subject to an interest charge at a rate of 12% per year from said thirtieth day. In addition, MSA may, after giving seven days written notice, suspend service under any agreement until the OWNER has paid in full all amounts due for services rendered and expenses incurred, including the interest charge on past due invoices.

3. **Costs and Schedules.** Costs and schedule commitments shall be subject to change for delays caused by the OWNER's failure to provide specified facilities or information or for delays caused by unpredictable occurrences including, without limitation, fires, floods, riots, strikes, unavailability of labor or materials, delays or defaults, by suppliers of materials or services, process shutdowns, acts of God or the public enemy, or acts of regulations of any governmental agency. Temporary delays of services caused by any of the above which result in additional costs beyond those outlined may require renegotiation of this agreement.

4. **Access to Site.** Owner shall furnish right-of-entry on the project site for MSA and, if the site is not owned by Owner, warrants that permission has been granted to make planned explorations pursuant to the scope of services. MSA will take reasonable precautions to minimize damage to the site from use of equipment, but has not included costs for restoration of damage that may result and shall not be responsible for such costs.

5. **Location of Utilities.** Consultant shall use reasonable means to identify the location of buried utilities in the areas of subsurface exploration and shall take reasonable precautions to avoid any damage to the utilities noted. However, Owner agrees to indemnify and defend Consultant in the event of damage or injury arising from damage to or interference with subsurface structures or utilities which result from inaccuracies in information of instructions which have been furnished to Consultant by others.

6. **Professional Representative.** MSA intends to serve as the OWNER's professional representative for those services as defined in this agreement, and to provide advice and consultation to the OWNER as a professional. Any opinions of probable project costs, reviews and observations, and other decisions made by MSA for the OWNER are rendered on the basis of experience and qualifications and represents the professional judgment of MSA. However, MSA cannot and does not guarantee that proposals, bid or actual project or construction costs will not vary from the opinion of probable cost prepared by it.

7. **Construction.** This agreement shall not be construed as giving MSA, the responsibility or authority to direct or supervise construction means, methods, techniques, sequence, or procedures of construction selected by the contractors or subcontractors or the safety precautions and programs incident to the work of the contractors or subcontractors.

8. **Standard of Care.** In conducting the services, MSA will apply present professional, engineering and/or scientific judgment, and use a level of effort consistent with current professional standards in the same or similar locality under similar circumstances in performing the Services. The OWNER acknowledges that "current professional standards" shall mean the standard for professional services, measured as of the time those services are rendered, and not according to later standards, if such later standards purport to impose a higher degree of care upon MSA.

MSA does not make any warranty or guarantee, expressed or implied, nor have any agreement or contract for services subject to the provisions of any uniform commercial code. Similarly, MSA will not accept those terms and conditions offered by the OWNER in its purchase order, requisition, or notice of authorization to proceed, except as set forth herein or expressly agreed to in writing. Written acknowledgement of receipt, or the actual performance of services subsequent to receipt of such purchase order, requisition, or notice of authorization to proceed is specifically deemed not to constitute acceptance of any terms or conditions contrary to those set forth herein.

9. **Construction Site Visits.** MSA shall make visits to the site at intervals appropriate to the various stages of construction as MSA deems necessary in order to observe, as an experienced and qualified design professional, the progress and quality of the various aspects of Contractor's work.

The purpose of MSA's visits to, and representation at the site, will be to enable MSA to better carry out the duties and responsibilities assigned to and undertaken by MSA during the Construction Phase, and in addition, by the exercise of MSA's efforts as an experienced and qualified design professional, to provide for OWNER a greater degree of confidence that the completed work of Contractor will conform in general to the Contract Documents and that the integrity of the design concept of the completed Project as a functioning whole as indicated in the Contract Documents has been implemented and preserved by Contractor. On the other hand, MSA shall not, during such visits or as a result of such observations of Contractor's work in progress, supervise, direct or have control over Contractor's work nor shall MSA have authority over or responsibility for the means, methods, techniques, sequences or procedures of construction selected by Contractor, for safety precautions and programs incident to the work of Contractor or for any failure of Contractor to comply with laws, rules, regulations, ordinances, codes or orders applicable to Contractor's furnishing and performing the work. Accordingly, MSA neither guarantees the performance of any Contractor nor assumes responsibility for any Contractor's failure to furnish and perform its work in accordance with the Contract Documents.

10. **Termination.** This Agreement shall commence upon execution and shall remain in effect until terminated by either party, at such party's discretion, on not less than thirty (30) days' advance written notice. The effective date of the termination is the thirtieth day after the non-terminating party's receipt of the notice of termination. If MSA terminates the Agreement, the OWNER may, at its option, extend the terms of this Agreement to the extent necessary for MSA to complete any services that were ordered prior to the effective date of termination. If OWNER terminates this Agreement, OWNER shall pay MSA for all services performed prior to MSA's receipt of the notice of termination and for all work performed and/or expenses incurred by MSA in terminating Services begun after MSA's receipt of the termination notice. Termination hereunder shall operate to discharge only those obligations which are executory by either party on and after the effective date of termination. These General Terms and Conditions shall survive the completion of the services performed hereunder or the Termination of this Agreement for any cause.

This agreement cannot be changed or terminated orally. No waiver of compliance with any provision or condition hereof should be effective unless agreed in writing and duly executed by the parties hereto.

11. **Betterment.** If, due to MSA's error, any required or necessary item or component of the project is omitted from the construction documents, MSA's liability shall be limited to the reasonable costs of correction of the construction, less what OWNER'S cost of including the omitted item or component in the original construction would have been had the item or component not been omitted. It is intended by this provision that MSA will not be responsible for any cost or expense that provides betterment, upgrade, or enhancement of the project.

12. **Hazardous Substances.** OWNER acknowledges and agrees that MSA has had no role in generating, treating, storing, or disposing of hazardous substances or materials which may be present at the project site, and MSA has not benefited from the processes that produced such hazardous substances or materials. Any hazardous substances or materials encountered by or associated with Services provided by MSA on the project shall at no time be or become the property of MSA. MSA shall not be deemed to possess or control any hazardous substance or material at any time; arrangements for the treatment, storage, transport, or disposal of any hazardous substances or materials, which shall be made by MSA, are made solely and exclusively on OWNER's behalf for OWNER's benefit and at OWNER's direction. Nothing contained within this Agreement shall be construed or interpreted as requiring MSA to assume the status of a generator, storer, treater, or disposal facility as defined in any federal, state, or local statute, regulation, or rule governing treatment, storage, transport, and/or disposal of hazardous substances or materials.

All samples of hazardous substances, materials or contaminants are the property and responsibility of OWNER and shall be returned to OWNER at the end of a project for proper disposal. Alternate arrangements to ship such samples directly to a licensed disposal facility may be made at OWNER's request and expense and subject to this subparagraph.

13. **Insurance.** MSA will maintain insurance coverage for: Worker's Compensation, General Liability, and Professional Liability. MSA will provide information as to specific limits upon written request. If the OWNER requires coverages or limits in addition to those in effect as of the date of the agreement, premiums for additional insurance shall be paid by the OWNER. The liability of MSA to the OWNER for any indemnity commitments, or for any damages arising in any way out of performance of this contract is limited to such insurance coverages and amount which MSA has in effect.

14. **Reuse of Documents.** Reuse of any documents and/or services pertaining to this project by the OWNER or extensions of this project or on any other project shall be at the OWNER's sole risk. The OWNER agrees to defend, indemnify, and hold harmless MSA for all claims, damages, and expenses including attorneys' fees and costs arising out of such reuse of the documents and/or services by the OWNER or by others acting through the OWNER.

15. **Indemnification.** To the fullest extent permitted by law, MSA shall indemnify and hold harmless, OWNER, and OWNER's officers, directors, members, partners, agents, consultants, and employees (hereinafter "OWNER") from reasonable claims, costs, losses, and damages arising out of or relating to the PROJECT, provided that any such claim, cost, loss, or damage is attributable to bodily injury, sickness, disease, or death, or to injury to or destruction of tangible property (other than the Work itself) including the loss of use resulting therefrom but only to the extent caused by any negligent act or omission of MSA or MSA's officers, directors, members, partners, agents, employees, or Consultants (hereinafter "MSA"). In no event shall this indemnity agreement apply to claims between the OWNER and MSA. This indemnity agreement applies solely to claims of third parties. Furthermore, in no event shall this indemnity agreement apply to claims that MSA is responsible for attorneys' fees. This agreement does not give rise to any duty on the part of MSA to defend the OWNER on any claim arising under this agreement.

To the fullest extent permitted by law, OWNER shall indemnify and hold harmless, MSA, and MSA's officers, directors, members, partners, agents, consultants, and employees (hereinafter "MSA") from reasonable claims, costs, losses, and damages arising out of or relating to the PROJECT, provided that any such claim, cost, loss, or damage is attributable to bodily injury, sickness, disease, or death, or to injury to or destruction of tangible property (other than the Work itself) including the loss of use resulting therefrom but only to the extent caused by any negligent act or omission of the OWNER or the OWNER's officers, directors, members, partners, agents, employees, or Consultants (hereinafter "OWNER"). In no event shall this indemnity agreement apply to claims between MSA and the OWNER. This indemnity agreement applies solely to claims of third parties. Furthermore, in no event shall this indemnity agreement apply to claims that the OWNER is responsible for attorneys' fees. This agreement does not give rise to any duty on the part of the OWNER to defend MSA on any claim arising under this agreement.

To the fullest extent permitted by law, MSA's total liability to OWNER and anyone claiming by, through, or under OWNER for any cost, loss or damages caused in part or by the negligence of MSA and in part by the negligence of OWNER or any other negligent entity or individual, shall not exceed the percentage share that MSA's negligence bears to the total negligence of OWNER, MSA, and all other negligent entities and individuals.

16. **Dispute Resolution.** OWNER and MSA desire to resolve any disputes or areas of disagreement involving the subject matter of this Agreement by a mechanism that facilitates resolution of disputes by negotiation rather than by litigation. OWNER and MSA also acknowledge that issues and problems may arise after execution of this Agreement which were not anticipated or are not resolved by specific provisions in this Agreement. Accordingly, both OWNER and MSA will endeavor to settle all controversies, claims, counterclaims, disputes, and other matters in accordance with the Construction Industry Mediation Rules of the American Arbitration Association currently in effect, unless OWNER and MSA mutually agree otherwise. Demand for mediation shall be filed in writing with the other party to this Agreement. A demand for mediation shall be made within a reasonable time after the claim, dispute or other matter in question has arisen. In no event shall the demand for mediation be made after the date when institution of legal or equitable proceedings based on such claim, dispute or other matter in question would be barred by the applicable statute of limitations. Neither demand for mediation nor any term of this Dispute Resolution clause shall prevent the filing of a legal action where failing to do so may bar the action because of the applicable statute of limitations. If despite the good faith efforts of OWNER and MSA any controversy, claim, counterclaim, dispute, or other matter is not resolved through negotiation or mediation, OWNER and MSA agree and consent that such matter may be resolved through legal action in any state or federal court having jurisdiction.

17. **Exclusion of Special, Indirect, Consequential and Liquidated Damages.** Consultant shall not be liable, in contract or tort or otherwise, for any special, indirect, consequential, or liquidated damages including specifically, but without limitation, loss of profit or revenue, loss of capital, delay damages, loss of goodwill, claim of third parties, or similar damages arising out of or connected in any way to the project or this contract.

18. **State Law.** This agreement shall be construed and interpreted in accordance with the laws of the State of WISCONSIN.

19. **Jurisdiction.** OWNER hereby irrevocably submits to the jurisdiction of the state courts of the State of WISCONSIN for the purpose of any suit, action or other proceeding arising out of or based upon this Agreement. OWNER further consents that the venue for any legal proceedings related to this Agreement shall be, at MSA's option, Sauk County, Wisconsin, or any county in which MSA has an office.

20. **Understanding.** This agreement contains the entire understanding between the parties on the subject matter hereof and no representations. Inducements, promises or agreements not embodied herein (unless agreed in writing duly executed) shall be of any force or effect, and this agreement supersedes any other prior understanding entered into between the parties on the subject matter hereto.

PROPOSAL FOR
Racetrack Park Master Plan

Prepared for:
City of Stoughton Parks and Recreation Department
December 15, 2020

Address: 1702 Pankratz Street, Madison, WI 53704
Contact: Dan Williams, PLA, ASLA, AHLP
Phone: (608) 216-2066
Email: dwilliams@msa-ps.com
Website: www.msa-ps.com

December 15, 2020

Dan Glynn, Parks & Recreation Director
Stoughton Parks & Recreation Department
207 S. Forrest Street
Stoughton, WI 53589

Re: Proposal for Racetrack Park Master Plan

Dear Mr. Glynn:

Thank you for the opportunity to provide a proposal for the Master Plan of Racetrack Park. We are excited to work with the City of Stoughton on another of your important public spaces and appreciate your consideration in us creating a plan for future enhancements to this vital community amenity.

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 Racetrack Park. At MSA, we work hard to enable people to improve communities and are dedicated to seeing visions come to fruition.

We have created a scope of work including potential meetings and participants for the process based on your desired project scope, 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.

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 a 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

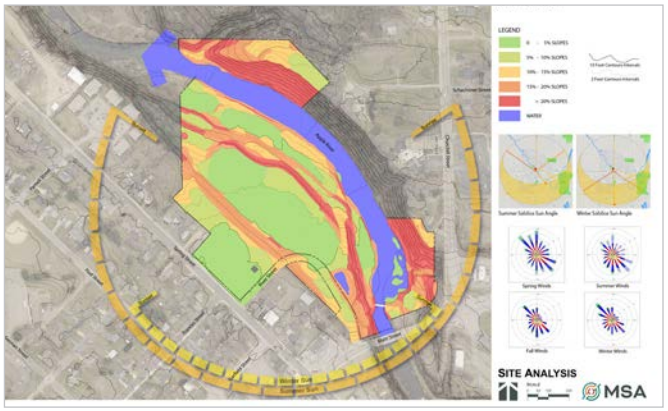
MSA Professional Services, Inc. (MSA) specializes in the sustainable development of communities. We achieve this by building honest, open relationships that go beyond the project to become a trusted source of expertise and support for immediate challenges and long-term goals. Big or small, we do whatever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

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 on-site 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

MSA will review current reports, maps, or other documents the City currently holds for Racetrack 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. A scaled plan of the site will be provided in the Master Plan Report as a section of the document.

TASK 1.4 – FOCUS GROUP MEETINGS

MSA will conduct a one-day, multiple-session touch point with focus groups to solicit stakeholder desires for the park. The City has identified the following stakeholders to be included in the project: Stoughton Area Little League, Stoughton Youth Softball, Stoughton High School Athletic Department, Stoughton Area Youth Soccer, Wisconsin Sports Services, neighbors, and the Chamber of Commerce.

MEETINGS

- Kick-Off
- One day of Focus Group Meetings (virtual/teleconference)

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 construction cost estimates to guide budget discussions as improvements occur.

TASK 2.2 – PREPARE DRAFT REPORT OUTLINE

MSA will prepare a Draft Report that provides an outline with beginning descriptions and details of existing conditions, an analysis of the site including opportunities and constraints, and the initial park planning stages. The Concept Plan section of the Draft Report will provide the initial phasing of improvements in conjunction with images showing related types of park amenities to assist in the planning discussion.

TASK 2.3 – PUBLIC PRESENTATION

MSA will present the Concept Plan and Draft Report Outline to City staff for review and comment. The presentation format is a PowerPoint. This meeting can be conducted virtually based on City requirements for COVID-19.

MEETINGS

- Staff Meeting
- Public Open House

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 and public presentations. Upon updating the Concept Plan, the overall cost estimate for the proposed concept will be updated.

TASK 3.2 – DRAFT MASTER PLAN REPORT

The Master Plan Report sections are as follows:

- Existing Conditions and Analysis
- Concept Plan, Phasing and Cost Estimate
- 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 Estimate section 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 costs of improvements.

TASK 3.3 – STAFF, PARKS AND RECREATION COMMITTEE AND CITY COUNCIL PRESENTATION

MSA will present the Draft Master Plan Report at a meeting of the Parks and Recreation Committee. The committee will vote on a recommendation to send to council for adoption.

TASK 3.4 – FINAL MASTER PLAN AND REPORT

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

TASK 3.5 – PRESENTATION OF FINAL MASTER PLAN AND REPORT

MSA will present the Draft Master Plan Report at a meeting of the City Council.

MEETINGS

- Draft Master Plan Meeting with staff and Parks and Recreation Committee
- Final Master Plan Meeting with City Council for Adoption

ADDITIONAL SERVICES

- Online Public Survey
  - Develop and Analyze
  - City to Distribute
- Additional Public Engagement
- Online Story Map Website to Accompany Public Comment Period

c) KEY PROJECT PERSONNEL

The team we have assembled for this unique project includes 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 the City of Stoughton and with each other will enable us to meet your workload and timeline requirements. For a deeper look into 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.

MANDT PARK

Stoughton, WI

Stoughton, Wisconsin, is a short 20-minute drive from the heart of Madison, and a charming riverfront community steeped in Norwegian tradition. Already home to 15 parks and a variety of passive and active recreational amenities, the City wanted to draw more attention to recreational opportunity along the Yahara River and partnered with MSA in the creation of a Master Plan for Mandt Park, which sits along the river's banks on the southern edge of the city.

29.4 acres in size, Mandt Park is prime for water-based recreation, especially considering that 15 of those acres are backwaters of the Yahara River. Stoughton asked MSA parks and recreation professionals to explore ways to improve the park, expand upon trail networks along the river, enhance pedestrian access and incorporate new and exciting amenities to draw visitors into the community.

MSA and the City agreed that a robust public engagement plan including a survey of local residents would best define the wants and needs for the future of Mandt Park. An online survey was used to collect these opinions, and with over 1,000 responses, the partners soon had a comprehensive tally of thoughts pertaining to 10 questions about park use. In addition to the survey, MSA team members met with individual stakeholder groups to solicit feedback and ideas for park improvements. From this, three preliminary concepts were developed and presented to the public, City staff and Parks and Recreation Department committee for review.

The resulting Master Plan for Mandt Park is a colorful visualization for the park's future, with a preferred design layout established from the collection of comments received. The plan builds upon an existing foundation of a ball field, basketball courts, play equipment, skateboard park and the Mandt Community Center. It adds a new shelter and restroom building, pickleball/tennis courts, the relocation of the fairground grandstand, concessions and pull track for fair usage, a new canoe/kayak launch, splash pad, river overlook with fishing area, expanded multi-use path, new bathhouse with park shelter, enhanced playground area and improved open lawn with added green space, landscaping and picnic areas.

All of the suggested improvements identified in the Mandt Park Master Plan allow for full ADA accessibility, allowing users of all abilities and levels of mobility to equally enjoy outdoor recreational opportunities. The City of Stoughton looks forward to beginning to implement some of the proposed improvements and becoming a destination of choice for recreation enthusiasts across the state.

Reference: Dan Glynn // Parks and Recreation Director // (608) 873-6677 // dglynn@ci.stoughton.wi.us // 207 S. Forrest Street, Stoughton, WI 53589

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, a 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) 832-3915 // tom.flick@appleton.org // PO Box 2428, Appleton, WI 54912

FIREMAN'S PARK MASTER PLAN

Verona, WI

Reclaiming the reclaimed. It may not be uncommon for a former industrial site such as a rock quarry to be repurposed for community green space. But to be repurposed and revitalized a second time is something special. The City of Verona recognized their opportunity to create a true community centerpiece with the second revitalization of Fireman's Park on the shores of Quarry Lake.

The former amenities at Fireman's Park served their purpose, no doubt. It had been a place of public gathering for soccer, picnics and refreshing summer swims for decades. Yet, the buildings and restrooms were in a state of steady deterioration. An overgrown chain-link fence surrounded the beach in a somewhat unwelcoming fashion, and trail connections to and from park amenities were in poor repair, largely inaccessible to anyone with mobility restrictions—as was much of the playground equipment.

The City partnered with MSA to create a Master Plan for Fireman's Park and to present solutions to all the aforementioned issues — and then some — with the goal of creating a flagship community park to serve as a model for safe, inclusive, sustainable design. Now, more than ever, individuals and families are looking to a community's park, recreation and outdoor spaces when making decisions about where to visit, vacation or relocate. Those communities who are successful have elected to make these assets as visible, accessible and interactive as possible.

Fireman's Park retains its connection to the old community swimming hole and waterslide of Quarry Lake, but with new site grading, welcoming terraces, a sunbathing deck and umbrellas poised along the beach to provide shade to visitors and their picnics on hot summer days. Concrete steps lead up a stamped architectural concrete retaining wall to a circular, elevated splash pad and zero-depth aquatic play area, both of which can be reached by an arching ADA-accessible ramp.

The splash pad design itself is cheery, with swirls of sky blue and spring green concrete underfoot, complemented by matching blue and green leaf-shaped shade canopies above. Designed to be circular in nature and to encourage open vantage points and views of other play areas within the park, the splashpad is accented with nature-based water features depicting cat tails, flowers, fish, plant life and butterflies in an array of vivid prime colors. At the center is a gigantic, orange and white water pinwheel that dumps a cascade of water onto both eagerly awaiting and unsuspecting kids and adults
beneath.

Adjoining to the splash pad is another circular area where visitors will find a "dancing water" journey area for younger children, or those looking for a quieter play experience. Here, children are encouraged to be curious and interact with the water features from beneath two giant blue shade canopies. Benches invite parents to watch, relax or play along. Reference: Dave Walker // Park and Urban Forestry Director // (608) 848-6809 // dave.walker@ci.verona.wi.us // 410 Investment Court, Verona, WI 53593

e) COST PROPOSAL

MSA proposes the following cost breakdown. Fee includes all reimbursable expenses.

Phase 1	$7,800
Phase 2	$12,000
Phase 3	$10,200
Total	$30,000

f) PROPOSED PROJECT SCHEDULE

PROJECT SCHEDULE - RACETRACK PARK MASTER PLAN

Year	2021																			
Month	February				March				April				May				June			
Week	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
PHASE I - INVENTORY AND ANALYSIS																				
Task 1.1 Kick-Off and Site Visit																				
Task 1.2 Review and Analyze Existing Information																				
Task 1.3 Site Analysis																				
Task 1.4 Focus Group Meetings																				
Kick-Off Meeting																				
Focus Group Meetings																				
PHASE II - CONCEPT DEVELOPMENT																				
Task2.1 Develop Concept Plan																				
Task 2.2 Prepare Draft Report																				
Task 2.3 Staff and Stakeholder Presentation																				
Task 2.4 Public Presentation																				
Staff and Stakeholder Meeting																				
Public Open House																				
PHASE II - FINAL MASTER PLAN AND REPORT																				
Task 3.1 Draft Master Plan																				
Task 3.2 Draft Opinion of Probable Cost of Construction (OPCC)																				
Task 3.3 Draft Master Plan Report																				
Task 3.4 Staff, Parks and Recreation Committee and City Council Presentation																				
Task 3.5 Final Master Plan and Report																				
Task 3.6 Presentation of Final Master Plan and Report																				
Draft Master Plan Meeting with Staff, Parks and Recreation Committee and City Council																				
Final Master Plan Meeting with Staff and Elected Officials for Adoption																				
Public Presentation																				

Availability of Staff

Based on our honest commitment to our clients, we immediately establish accountability of all personnel involved in a project's completion. When our team starts a project, we analyze the proposed schedule and compare it to each team member's potential workload to assure availability, focus, and the delivery of the best project solution for our clients.

SUPPORTING ATTACHMENTS

b

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

RIVERFRONT PARK | SAUK CITY, WI

Lead planner for the redevelopment plan for Sauk City's premier recreation complex. The park is located along the shores of the Wisconsin River with connection to the Great Sauk Trail system and downtown. Park design includes a new soccer complex with fields for varying age groups, new splash pad, concession/restroom building, playground, canoe/kayak launch, added walking paths, and upgraded parking. This environmentally based plan includes Best Management Practices for stormwater improvements.

FIREMAN'S PARK | VERONA, WI

Project Manager for the implementation of the $3-million park improvements. New and updated facilities include: new bathhouse, splash pad, Ice Age Trail connections, beach improvements, playground, parking lot redevelopment, improved canoe/kayak launch, basketball, and shelters. Plans include Best Management Practices for stormwater, native landscaping and stewardship grant funding.

VILAS PARK MASTER PLAN | MADISON, WI

Project Manager and Lead Park Planner for a Master Plan of the 44-acre Vilas Park, a historic urban open space designed by O.C. Simonds in the heart of the City of Madison. The plan is the first major effort since the original design in 1906 for the Madison Park and Pleasure Drive Association. Simonds was known for his use of native prairie landscapes with a key feature being lagoon systems. Vilas Park is along the shore of Lake Wingra. MSA conducted a tree survey in ArcGIS for over 700 trees in the park. A robust, inclusive, public engagement plan represents a full community planning effort that takes into account the needs of today's users. The Master Plan is a unique balance of history and future park uses.

CARSON PARK MASTER PLAN | EAU CLAIRE, WI

Project Manager and Lead Park Planner for Carson Park, a 134-acre facility near downtown Eau Claire. The facility consists of sport fields for UW-Eau Claire and semiprofessional teams, two museums, ridable miniature railway, extensive natural areas with trails and lagoons/wetland landscapes. The park has remnant woodlands and pine forests from the logging era and extensive wetland ecology.

Dan Schmitt, PLA, CPSI

LANDSCAPE ARCHITECT,
PARKS AND RECREATION COP CHAIR

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

REGISTRATION | AFFILIATIONS

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

SELECTED PROJECT EXPERIENCE

- **Mandt Park Master Plan**
- **Stoughton ADA Facility Audit**
- Vilas Park Master Plan, Madison, WI
- 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
- Fireman's Park, Verona, WI
- Somerset Village Park, Somerset, WI
- Barber Park, Mahomet, IL
- Zoo Master Plan, Wisconsin Rapids, WI

Raine Gardner, PE

SR. PROJECT ENGINEER,
TEAM LEADER

As our Parks and Recreation practice lead, Raine leads a team of landscape architects, waterfront development specialists and project engineers. She also works with governments in planning, design and constructing infrastructure systems. Raine has worked on a variety of projects including recreational parks and trail projects, waterfront development/access, river corridor planning, stormwater, water main, and sanitary sewer design, roadway reconstruction and streetscaping plans.

As MSA's Parks and Recreation practice leader, Raine gathers and works with MSA's professionals who work on park and recreation projects. The overall group then can share knowledge and best practices to ensure MSA's projects meet local, state and national standards and incorporate the latest trends in recreation.

EDUCATION

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

REGISTRATION | AFFILATIONS

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

SELECTED PROJECT EXPERIENCE

- Riverside Park, Sauk City, WI
- Erb Park and Pool, Appleton, WI
- Town Park, Town of Germantown, WI
- Wisconsin Rapids Recreation Complex, Wisconsin Rapids, WI
- Newport Park, Lake Delton, WI
- Riverfront Park, Wisconsin Rapids, WI
- Splash Park at Mead Field, Wisconsin Rapids, WI
- Riverside Park, Mauston, WI
- Phoebe Bakken Memorial Park, Cottage Grove, WI
- Veterans Park, Grafton, WI
- Lake Delton Park Plaza, Lake Delton, WI
- Baraboo River Corridor Project, Baraboo, WI
- Maxwell-Potter Park Canoe/Kayak Launch Project, Baraboo, WI

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, cost estimates, organization, detailing and production of working drawings, consultant coordination, shop drawing review, and color selections.

EDUCATION

B.A., Architecture, Iowa State University

REGISTRATION

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
- Lowe Park South End Improvements, Marion, IA
- Fireman's Park Improvements, Verona, WI
- Theiler Park, Mayville,WI

Kevin Lord, PE, PLS, ENV SP

QA/QC

Kevin is experienced in surveying and municipal engineering. He has experience developing transportation project plats, plats of surveys, plats of highways, plats of subdivisions, easement surveys, airport surveys, utility surveys and topographic surveys. His experience with municipal projects includes design, permitting, inspection and construction staking for municipal and agricultural projects.

EDUCATION

B.S., Civil Engineering, University of Wisconsin-Platteville

REGISTRATION | CERTIFICATIONS

Professional Engineer, WI
Professional Land Surveyor, WI, MN
Envision Sustainability Professional

SELECTED PROJECT EXPERIENCE

- Territorial Road Reconstruction, Rock County, WI
- Winnequah Road Street and Utility Reconstruction, Monona, WI
- Stony Ridge Circle, Rock Ridge Court, and Boulder Hill Court Pavement Relay, Verona, WI
- Downtown Street and Streetscape Design & Construction, Oregon, WI
- 2013-2014 LRIP Roadway Projects, Johnson Creek, WI
- Community Park Restroom and Concession Stand, Belleville, WI
- Downtown Revitalization, Oregon, WI
- O'Keeffe Center Final Plat and Topography, Sun Prairie, WI

MARSHFIELD FAIRGROUNDS CAMPUS MASTER PLAN

Marshfield, WI

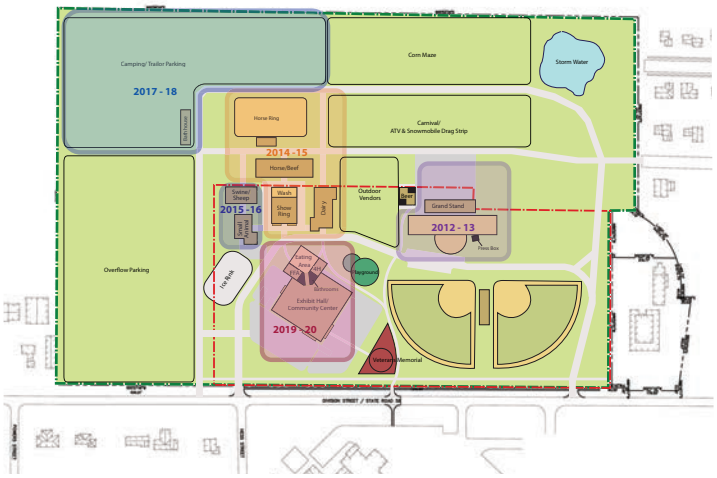
MSA prepared a Campus Master Plan for the City of Marshfield's Fairgrounds Park, home of the Central Wisconsin State Fair. The Marshfield Fairgrounds Park is comprised of 66.07 acres, owned and managed by two entities: the Central Wisconsin Fair Association and the City of Marshfield.

There are 26 buildings of varying sizes that accommodate over 300 booths for trade show events, animal barns, concessions, restrooms and other exhibition spaces. The Curling Club and Hockey Building provide ice sheets for club sports. The World's Largest Round Barn is also located on the fairground's 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, a 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.

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 the 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 was 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.

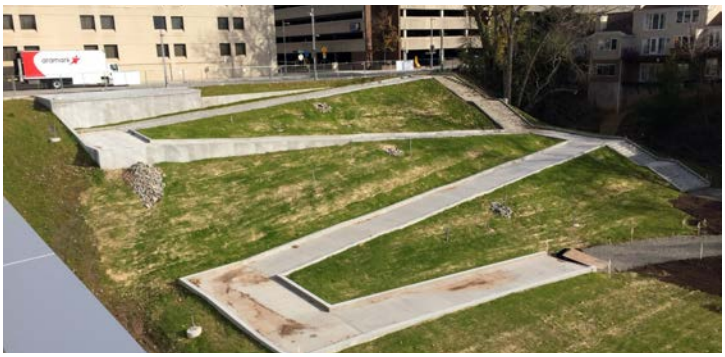
Other amenities included: sledding hill, amphitheater, restroom expansion, four fishing piers, hillside play area, inclusive play structure, splash pad, improved shelters, and a new boat launch.

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.

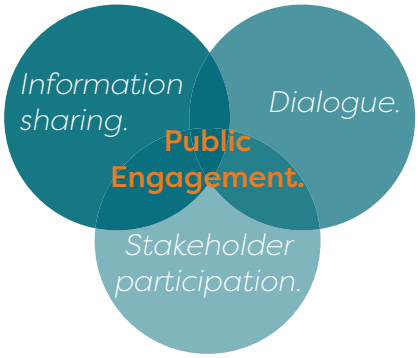


During construction

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