



PARKS, TRAILS & RECREATION/BOARD OF TRUSTEE COMBINED MEETING

REGULAR MEETING AGENDA

July 10, 2019

6:30 PM

151 Grant Avenue

Firestone, CO 80520

- 1. Call to Order & Roll Call**
- 2. Pledge of Allegiance**
- 3. Approval of Agenda**
- 4. Action / Discussion**
 - a. RFP Parks, Open Space and Trails Master Plan Applicant Interviews
- 5. Adjournment**

* Individuals that desire to address the Parks, Trails and Recreation Advisory Board are requested to sign up at the table at the entrance to the meeting room. Each individual will be provided an opportunity to speak (limited to two minutes) during Public Comment. Maximum time permitted for all Public Comment is 30 minutes for each Public Comment noted on Agenda.

If you need special assistance in order to participate in a Parks, Trails and Recreation Advisory Board meeting, please contact the Town Clerk's Office at 303-833-3291 in advance of the meeting to make arrangements. A forty-eight-hour notice is requested.



Town of Firestone

PARKS, OPEN SPACE, AND TRAILS MASTER PLAN

PLANNING AND DEVELOPMENT RFP 2019-004

PROPOSAL SUBMITTED BY LOGAN SIMPSON | JUNE 21, 2019

SIGNATURE PAGE



L O G A N S I M P S O N

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June 21, 2019

Town of Firestone
Town Clerk's Office
151 Grant Avenue
PO Box 100
Firestone, Colorado 80520

Subject: RFP 2019-004, consulting Services to Prepare a Parks, Open Space, and Trails Master Plan (Signature Page)

Dear Members of the Selection Committee,

Logan Simpson is pleased to submit our proposal for the Town of Firestone's Parks, Open Space, and Trails (POST) Master Plan consulting services. Logan Simpson is unique in that we prepare not only POST master plans, but community and transportation plans, resource management plans, and land development codes for cities, counties, states and federal land management agencies. This gives us a broad perspective that considers all aspects of a community and its residents' needs. We are excited about the possibility of working with you and the community to create a plan that addresses Firestone's growing popularity and population. Logan Simpson staff are experts in parks and recreation planning, public engagement strategies, and coordination with stakeholders, Town boards, and Town staff. Logan Simpson will lead the planning effort, and will utilize community survey firm Left Brain Concepts, with whom we have worked for many years on POST plans, if a statistically-valid survey is required. Our firm focuses on public projects, and the staff assigned has built their careers on planning and design parks, recreational facilities, trails and open space areas. The team members assigned to this project, their accomplishments and skills, and relevant projects are described within our proposal.

As the principal in charge of this effort, Jana McKenzie serves as the authorized signature and primary point of contact, with project manager Kristina Kachur serving as the secondary point of contact regarding the RFP and selection process. In accordance with the RFP's Section H, Signatures of Vendors, CEO and Officer of the Firm Diane Simpson-Colebank has also signed this proposal. We are looking forward to the opportunity to discuss our workplan and fee with Town Staff in order to make adjustments to meet your goals and fit your budget

Best Regards,

Jana McKenzie, Principal
jmckenzie@logansimpson.com

Kristina Kachur, Project Manager
kkachur@logansimpson.com

Diane Simpson-Colebank, Officer
dsimpson-colebank@logansimpson.com



A. QUALIFICATIONS/PROJECT PORTFOLIO

A. FIRM CAPABILITY/COMPANY RESOURCES.

Logan Simpson has seven offices located in Colorado, Arizona, Utah, Idaho, and Oregon, and a full time staff of more than 100 professionals. We are proposing a team led from our Fort Collins, Colorado office, which has 24 landscape architects, community and environmental planners, archaeologists, biologists, and GIS and public involvement specialists. Our firm motto is “Guiding Responsible Change”, which means that we understand and embrace the importance of plans that are developed with stakeholders as “co-creators”, generating excitement and support for implementation. The firm has sophisticated project management systems that allows us to track budgets and schedules real-time, and make staffing assignment adjustments as needed to meet project demands.

B. AREAS OF SPECIALIZATION. Logan Simpson has all of the skills and experience to lead a planning process that results in actions that are implementable. We work at both a broad county-wide scale, as well as develop Parks, Recreation, Open Space and Trails plans for both infill and rapidly-developing communities. Because of our broad expertise, we are able to see a master plan from inception to implementation. We understand how land use and transportation affect demands for recreation and convenient access to parks and recreational facilities, as well as the need to preserve critical lands as open space. We work with energy development companies, and know local and state regulations from both the private industry and public agency perspectives. We prepare comprehensive plans for counties and cities, and write land use codes to guide development. We plan, design, and oversee the construction of all types and sizes of parks, trails, and recreational facilities; streetscapes; and environmental restoration plans; so we can appreciate the realities of implementation associated with recommendations made at a policy and vision plan level.

In addition to specialties in recreation and community planning, we have highly-developed GIS mapping and database development skills, as well as environmental planners, archaeologists, biologists, graphic designers, historians, irrigation designers, and public involvement specialists. We work side-by-side with all disciplines in an open office environment, which promotes a creative and collaborative problem-solving.

C. PRACTICE PHILOSOPHY. Logan Simpson’s practice philosophy is embodied in our company motto—Guiding Responsible Change—and results in plans and site designs that promote healthy social, economic and environmental systems. Our mission is to develop the roadmap that guides desired and necessary changes to our world, and local communities, and include mechanisms for their sustained performance. The majority of our clients are government agencies, with the landscape architecture and community planning teams focused on regional agencies, cities, counties.

D. HISTORY OF THE FIRM. Founded in 1990 in the Phoenix Arizona area, Logan Simpson brings nearly 30 years of planning, design, environmental permitting, and cultural/biological resource documentation and planning to many different clients. The firm grew substantially during the first 20 years, and the Colorado office was established in 2012.

E. PROJECT TEAM. The team will be led by Jana McKenzie, a Principal and Fellow of the American Society of Landscape Architects, with support from Kristina Kachur as the Project Manager. Jana and Kristina have worked together for the past five years on numerous Parks, Recreation, Open Space and Trails (PROST) master plans; currently they are collaborating on the Town of Timnath’s PROST Plan and the City of Steamboat Springs’ PROST and Yampa River Master Plan. The recently completed PROST plans for Craig, Delta, and Englewood, Colorado. This project management team will coordinate day-to-day communication with the Town, and will be primarily responsible for authorship of the plan and public engagement activities. Landscape Designer Amanda Castelli will assist with GIS, research, and data analysis, and Landscape Architect/Planner Jennifer Gardner will provide input on land use code and design standards. Detailed résumés for this project team follow. With the breadth of multi-disciplined in-house support available, Logan Simpson does not anticipate the need for subconsultants unless a statistically-valid survey is required/requested.



LOGAN SIMPSON

GUIDING RESPONSIBLE CHANGE



JANA MCKENZIE, FASLA, PLA, LEED AP | PROJECT DIRECTOR

Jana is a principal and licensed landscape architect who is skilled in public meeting facilitation and planning and design of public parks, recreational facilities, trails, and natural areas. During her career, Jana has led the design of more than 40 parks, open space and trails projects, and led systemwide parks, recreation, trails and open space master plans for upwards of 20 communities. These plans include extensive public involvement, identification of community needs, programming, defining level of service targets, identification of trail linkages and design standards, and budgetary cost estimates for phasing of construction, operations, and maintenance. She is expert at defining needs for recreation amenities, balancing demands for facilities while protecting and enhancing a site's inherent qualities, and facilitating public processes that result in win-win outcomes.



Jana also understands the interrelationship between large-scale planning and detailed design solutions, and has been responsible for design and oversight of construction of more than \$150 million of parks, natural areas, river corridors and restoration, trails, public campuses, museum sites, streetscapes, and other public assets through her career. Jana taught park planning and design workshops at the NRPA Park Planning and Maintenance School in Colorado Springs for 17 years, and was asked to do the same for the new program offered in 2017 by the Southwest Training Institute. She was also one of the five originators of the Sustainable Sites Initiative, which has become a nationally recognized design tool and rating system. She also specializes in streetscape design, design guidelines, community master planning, and transportation facility design. Jana was vice chair of the USGBC Greenbuild Program Committee for several years, a national, multi-disciplinary conference with more than 25,000 attendees and 120 leading-edge educational sessions.

As the Project Director, Jana will manage the public outreach program and provide guidance on all aspects of the POST Plan. She will also be responsible for contracting and primary communication with the Town, with assistance from Kristina.

EDUCATION

B.S., Landscape Architecture, Colorado State University, 1985, Magna Cum Laude

RELEVANT PROJECTS

- Englewood Parks, Recreation, Open Space, and Trails Plan and Cushing Park Concepts, Colorado
- Castle Pines Parks and Recreation Comprehensive (PaRC) Plan, Colorado
- Steamboat Springs Parks, Recreation, Open Space, Trails, and River Master Plan, Colorado
- Delta Parks, Recreation, Open Space, and Trails Plan, Colorado
- Craig Parks, Recreation, Open Space, and Trails Master Plan, Colorado
- Timnath Parks, Recreation, Trails, and Open Space Master Plan (2011 and 2019), Colorado
- New Mexico Statewide Comprehensive Outdoor Recreation Plan (SCORP)
- Fruita Parks, Open Space and Trails Plan, Colorado
- City of Fountain Parks, Recreation, Open Space and Trails Master Plan, Colorado
- Pueblo West Parks, Recreation and Open Space Master Plan, Colorado
- Golden Parks, Recreation, Trails and Open Space Plan, Colorado
- Wheat Ridge Parks and Recreation Master Plan, Colorado
- Glade Reservoir Recreation Concepts, Northern Colorado
- Water Conservancy District, Colorado
- Wonderland Lake Master Planning and Design, Boulder, Colorado
- Frisco Bay Marina Master Plan, Frisco, Colorado
- Sloan Canyon National Conservation Area Implementation Management Strategy Plan and Visitor Contact Station Design, Henderson, Nevada
- A Bigger Vision for the Big Thompson River Recreation and Conservation Plan, Larimer County, Colorado
- Post-2013 Flood Restoration Master Plans for the Big Thompson and Little Thompson Rivers
- Viestenz-Smith Mountain Park Design, Loveland, Colorado
- River's Edge Natural Area on the Big Thompson River, Loveland, Colorado
- Mehaffey Park, Loveland, Colorado
- Fall River Trail Extension, Estes Park, Colorado
- Union Pacific Railroad Trail Master Plan, Henderson, Nevada
- Fossil Creek Reservoir Natural Area Management Plan and Design, Fort Collins, Colorado
- I-25/SH119 MUD Plan, Weld County, Colorado
- Johnstown Comprehensive and Downtown Plan, and Downtown Streetscape Design, Colorado



KRISTINA KACHUR, AICP | RECREATION PLANNER/PROJECT MANAGER

Kristina is a recreation and community planner skilled in environmental land use, recreation planning, public involvement, and GIS. She works on a variety of environmental, park and recreation, and comprehensive planning projects at various scales, working with local, county, and federal clients. Kristina helps facilitate an efficient and defensible planning process through scholarly research, applying GIS at the project level, applying alternative methods to engagement with the public and elected officials, facilitating advisory groups, and creating implementable strategies and best management practices.



Kristina has been the recreation, socio-economic and environmental justice resource specialist for multiple resource and travel management plans. She is proficient in using GIS to produce models and maps to aid in planning exercises, and has compiled and mapped natural resource data to evaluate sensitive resources for recreation management. Prior to joining Logan Simpson she assisted in developing the Colorado Statewide Comprehensive Outdoor Recreation Plan (SCORP). In addition to her recreation planning experience, Kristina has served as assistant project manager on a number of comprehensive planning efforts that address natural resources, recreation, and open space as plan elements. As assistant project manager for the Open Spaces Master Plan, Kristina will provide day-to-day support for and coordination with the County, Recreation Advisory Board, and other committees, and lead the community involvement activities. She will also conduct research and analysis and provide direction for the consultant team.

EDUCATION

M.A., Urban and Regional Planning - Environmental & Land Use (MURP), University of Colorado, 2013

B.A., Geography-Environmental Planning, Bloomsburg University of Pennsylvania, 2010

RELEVANT PROJECTS

- Larimer County Comprehensive Plan, Colorado
- Larimer County RMP/EA and Reservoir Parks Master Plan, BOR and Larimer County, Colorado
- Larimer County Open Lands Master Plan, Colorado
- Castle Pines Parks and Recreation Comprehensive (PaRC) Plan, Colorado
- Englewood Parks, Recreation, Open Space, and Trails Plan, Colorado
- Delta Parks, Recreation, Open Space, and Trails Plan, Colorado
- Steamboat Springs Parks, Recreation, Open Space, Trails, and River Master Plan, Colorado
- Craig Parks, Recreation, Open Space, and Trails Master Plan, Colorado
- Timnath Parks, Recreation, Open Space and Trails Master Plan (2011 and 2019), Colorado
- Draper City Open Space Plan, Utah
- City of Fountain Parks, Recreation, Open Space and Trails Master Plan, Colorado
- A Bigger Vision for the Big Thompson River Recreation and Conservation Plan, Larimer County, Colorado
- Restoration Master Plans for the Big Thompson and Little Thompson rivers
- New Mexico Statewide Comprehensive Outdoor Recreation Plan (SCORP), Statewide, New Mexico
- BLM Browns Canyon National Monument Management Plan and EIS, Salida, Colorado
- BLM Grand Staircase-Escalante National Monument and Kanab-Escalante Resource Area Resource Management Plans and Environmental Impact Statement, Utah
- Pikes Peak Summit Complex Environmental Assessment Studies, Pikes National Forest, Colorado
- USFS Middle Bald Mountain Public Safety Radio Communication Site EIS and Visual Resources Assessment, Arapaho-Roosevelt National Forests, Colorado
- Arkansas Headwaters Recreation Area Management Plan Revision, Salida, Colorado
- Generation Casper Comprehensive Plan, Wyoming
- Connect Fort Morgan Comprehensive Plan, Colorado
- Englewood Forward Comprehensive Plan, Colorado
- Imagine Winter Park Comprehensive Plan, Colorado
- West Henderson Land Use Plan Update, Nevada
- Sloan Canyon National Conservation Area Implementation Management Strategy Plan, Henderson, Nevada



AMANDA CASTELLI | GIS ANALYSIS AND MAPPING

Amanda brings 10 years of professional, administrative, and technical experience in the fields of landscape architecture, planning, and GIS. She routinely uses ArcGIS and ESRI to develop maps and data dictionaries similar to the LGIM. Much of her career has focused on the design and construction of neighborhood and community parks, playgrounds and public spaces, as well as park and recreation planning and sustainable landscape design. Prior to joining Logan Simpson, Amanda created GIS databases and performed GIS analyses for several community's parks, recreation and trails master plans. Since joining Logan Simpson, she has assisted both our planning and design teams with GIS, design, and urban planning/graphics on a variety of projects, ranging from parks and recreation master plans to site design to subarea and corridor studies. Amanda's versatility makes her strong project support; for this POST plan, she will focus primarily on GIS mapping and analysis, benchmarking communities, and level of service research, and support with community engagement activities, such as the on-line survey.



EDUCATION

M.A., Urban and Regional Planning and M.A., Landscape Architecture, University of Colorado at Denver, 2007

B.S. Environmental Resource Management, Pennsylvania State University, 2004

RELEVANT PROJECTS

- Chatfield Reservoir Recreation Facility Design, Jefferson County, Colorado
- Riverdale Ballfield Park Complex, Thornton, Colorado
- Steamboat Springs Parks, Recreation, Open Space, Trails, and River Master Plan, Colorado
- Craig Parks, Recreation & Open Space Master Plan, Colorado
- Delta Parks, Recreation, Open Space, and Trails Plan, Colorado
- Englewood Parks, Recreation, Open Space, and Trails Plan, Colorado
- Mountain Recreation Fairgrounds Sports Complex Design, Eagle, Colorado
- Glade Reservoir Recreation Concepts, Northern Colorado Water Conservancy District, Colorado
- Wonderland Lake Master Planning and Design, Boulder, Colorado
- Frisco Bay Marina Master Plan, Frisco, Colorado
- Wyoming State Hospitals, Lander, Wyoming
- Fall River Trail Extension, Estes Park, Colorado
- Gateway Park, Adams County, Colorado
- Boulder County Highway 7 BRT Study, Colorado

JENNIFER GARDNER, ASLA, PLA | PLANNING, CODE ADVISOR, AND LANDSCAPE ARCHITECT

Over the past 18 years, Jennifer has been dedicated to the planning and design of spaces small and large. Her tireless passion for connecting the natural and built environments has led to an extensive resume of projects spanning both public and private sector. Jennifer is experienced in planning and entitlement, land use and development codes, comprehensive plans, landscape and irrigation design, park and open space design, streetscape design, and construction administration. Over the past three years, she has become increasingly involved in our portfolio of Osceola County projects - working extensively on the Commercial Centers Land Use Evaluation and Future Land Use Element Update, Strategies for Sustainable Development, and W192 Development Authority projects, providing sign code assistance, developing design guidelines and code standards, and conducting research and analysis on retail and commercial trends.



EDUCATION

B.S. in Landscape Architecture, Colorado State University, 2000

RELEVANT PROJECTS

- Eagle Comprehensive Plan and Land Use Code Update, Colorado
- Erie Parkway Corridor Plan, Colorado
- Fort Collins Sign Code, Colorado
- Milliken Town Planner, Colorado
- Loveland Zoning Code Update, Colorado
- Castle Pines Mixed-Use Design Guidelines, Colorado
- Arvada Land Use Code Update, Colorado
- Arvada Traffic Standards, Colorado
- Millcreek Together General Plan and Meadowbrook District Form Based Code, Millcreek, Utah
- Commercial Centers Land Use Evaluation and Future Land Use Element Update, Osceola County, Florida
- W192 Frontage Road Inventory and Analysis, Osceola County, Florida
- W192 Streetscape and Building Form Design Guidelines, Osceola County, Florida
- W192 Sign Code Update, Osceola County, Florida
- Guidebook for Developing the Mixed Use Districts, Osceola County, Florida
- Climate Change and Renewable Energy Element Data and Analysis, Osceola County, Florida
- Strategies for a Sustainable Future, Osceola County, Florida



F. AVAILABILITY AND COMMITMENT OF STAFF.

Logan Simpson prides itself on completing all of its projects on time and on budget. As such, we have chosen this project team for their expertise in their respective fields, as well as their availability and commitment to complete the work in accordance with the project schedule. Logan Simpson has additional planning and production staff who are available to attend meetings, conduct research, and produce deliverables. Adequate hours have been allocated in our fee proposal to meet the deadlines outlined in the RFP, our quality standards, and the associated schedule.

Principal Jana McKenzie certifies that this proposal team will be in place for the duration of the contract, barring any staff changes at the firm level.

G. ABILITY TO COMPLETE THE PROJECT.

As noted in Sections A/f, Availability and Commitment of Staff and C/c, Proposed Project Schedule, Logan Simpson has assigned realistic hours to available expert staff in order to ensure successful completion of this plan. To ensure that assigned tasks are completed efficiently, we use project scheduling and accounting software. Once the project kickoff meeting is held, project manager Kristina Kachur will coordinate with Jana McKenzie to create a project schedule and begin assigning hours using Deltek Vision, our firm's project, payroll, and accounting software. We conduct weekly staffing meetings to ensure that ongoing project developments, new report guidelines, and regulatory updates are regularly disseminated and discussed. Monthly status update reports are produced and reviewed by the project manager and the principal-in-charge. These status reports include updates of project deliverables, deadlines, and budget analyses, as well as the most recent client communications. To provide the most up-to-date and accurate data on our project costs, our firm-wide accounting software generates comprehensive project-to-date budget reports for each of the status reports.

H. WORK LOCATION. The personnel assigned to this project are all located in Logan Simpson's Colorado office at 213 Linden Street, Suite 300 in Fort Collins (80524).



B. EXPERIENCE

A. RELEVANT RECENT EXPERIENCE. Our team excels in leading comprehensive parks and recreation system planning, trail connectivity planning, open space prioritization, and site master planning. Our collective experience, combined with creative talent, results in very satisfied clients, happy park users, proud communities, and industry awards. Logan Simpson has successfully provided comparable and adaptable services for the following projects, three of which are detailed with references in Section B/b.

PARKS, RECREATION, OPEN SPACE, AND/OR TRAILS SYSTEM PLANS	PUBLIC ENGAGEMENT	FACILITY ASSESSMENT	RECREATION PROGRAMS	DEMOGRAPHIC ANALYSIS	COMMUNITY SURVEY	NEEDS ASSESSMENT	IMPLEMENTATION PLAN	MASTER PLAN REPORT	CONCEPTUAL DESIGNS	COST ESTIMATING
Parks, Recreation, Open Space + Trails Master Plan, Timnath, CO (2011, 2019)	•	•	•	•	•	•	•	•	•	•
Castle Pines PaRC Plan, CO (2017)	•			•	•	•	•			
Parks and Recreation Master Plan, Englewood, CO (2016, 2006)		•	•		•	•	•	•	•	
Parks, Recreation, Open Space, & Trails Master Plan, Delta, CO (2018)	•	•	•	•	•	•	•	•	•	•
Parks, Recreation, Open Space, & Trails Master Plan, Craig, CO (2018)	•	•	•	•	•	•	•	•	•	•
Statewide Comprehensive Outdoor Recreation Plan, NM (2015)	•			•	•	•	•	•		
Open Space Plan, Draper, Utah (2016)	•	•	•	•	•		•	•	•	•
Sloan Canyon NCA Implementation Plan + Visitor Center Design (2015-2019)	•	•	•	•	•		•	•	•	•
Parks, Recreation, + Trails Master Plan, Fountain, CO (2015, 2003)	•	•	•	•	•	•	•	•		•
City of Fort Collins Natural Areas Master Plan, Fort Collins, CO (2014)	•	•	•	•	•	•	•	•		
Open Lands / Regional Trails Master Plan, Larimer County, CO (2014)	•	•	•	•	•	•	•	•		
Sonoran Preserve Open Space Plan, Peoria, AZ (2014)	•	•	•	•	•	•	•	•		
"Our Lands, Our Future: Recreation and Conservation Choices for Northern Colorado", Larimer County, CO (2013)	•	•	•	•	•	•	•	•		
Recreational Uses on Municipal Watershed Lands, Colorado Springs, CO (2011)	•				•	•	•	•	•	•
Parks, Recreation + Trails 2000 – 2010 Master Plan, Colorado Springs, CO (2000)	•	•	•	•	•	•	•	•		•
Parks, Open Space, + Trails Master Plan, Fruita, CO (2010)	•	•	•	•	•	•	•	•		•
Moapa Valley Open Space Plan, Clark County, NV (2010)	•	•	•	•	•	•	•	•		•
Golden Parks and Recreation Master Plan, Golden, CO (2008)	•	•	•	•	•	•	•	•	•	•
Pittman Wash Plan, Henderson, NV (2007)	•				•	•	•	•	•	•
Parks and Recreation Master Plan, Wheat Ridge, CO (2006)	•	•	•	•	•	•	•	•		•
Chico Area Recreation and Park District Master Plan, Chico, CA (2005)	•	•	•	•	•	•	•	•	•	•
Open Space and Trails Master Plan, Henderson, NV (2005)	•	•	•	•	•	•	•	•	•	•

Note: Projects include work completed by key team members prior to joining Logan Simpson



TOWN OF TIMNATH COMPREHENSIVE PLAN UPDATE AND PARKS, RECREATION, OPEN SPACE, AND TRAILS PLAN UPDATE, COLORADO

Contracted Schedule/Completion Dates: 8/2018 – 4/2019 (anticipated completion on time)

In addition to the comprehensive plan, Logan Simpson is providing an update to the Parks, Recreation, Open Space and Trails plan. Logan Simpson staff worked with the Town in 2011 determine its role in the provision of parks and recreation services as it grows. This update will revisit that plan in order to align goals with the updated comp plan. Key issues include reviewing level of service standards, updating the comprehensive trail system plan, revising near term projects to meet the needs of developing neighborhoods, and working with developers and metropolitan districts to provide services until the Town grows to a size where it can deliver services on its own.

The final comprehensive plan will incorporate and combine the existing Downtown Plan and the PROST Master Plan into one document.



CASTLE PINES PARKS AND RECREATION COMPREHENSIVE (PaRC) PLAN, COLORADO

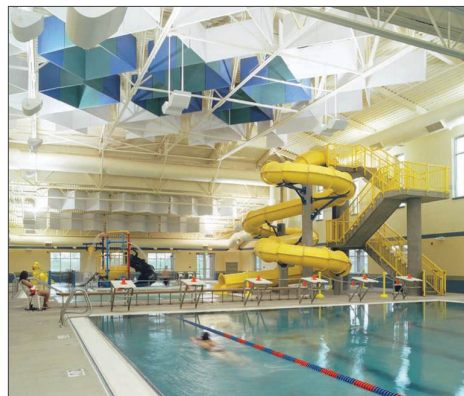
Reference: Sam Bishop, Community Development Director | P. 303.705.0225 | E: sam.bishop@castlepinesgov.com

Contracted Schedule/Completion Dates: 4/2016 – 1/2017 (completed on time)

The Castle Pines Parks and Recreation Comprehensive (PaRC) Plan articulates community priorities of scenic beauty and active lifestyles garnered through robust public outreach, including a statistically valid survey. The plan reinforces the vision established in the 2016 Comprehensive Plan that was also developed by Logan Simpson to add 30 miles of trails, triple the amount of open space, improve pedestrian and bike connectivity from Daniel's Park to Rueter-Hess Reservoir, reserve 300+ acres of community farm land, and provide 100+ acres of new public park land.

With only one dedicated parks personnel, inadequate capital and maintenance funding, and a high rate of growth, a strategic PaRC process 1) identified staffing limitations and necessary alignments, 2) examined current recreation satisfaction levels, and 3) recommended future needs and priorities regarding parks, trails, and recreation in our community.

Logan Simpson gathered information about the City's current recreation facilities and resident preferences in order to make recommendations on what recreation projects should be pursued in the future. Through one-on-one small group interviews, a survey to every household by Left Brain Consulting, and public meetings and events, Castle Pines residents provided feedback on the community's current and future parks and recreation issues and opportunities. An action plan identifies timelines, potential costs, and responsibilities for potential future projects. This Plan is useful for anyone who desires to promote the community's health, safety, and welfare.



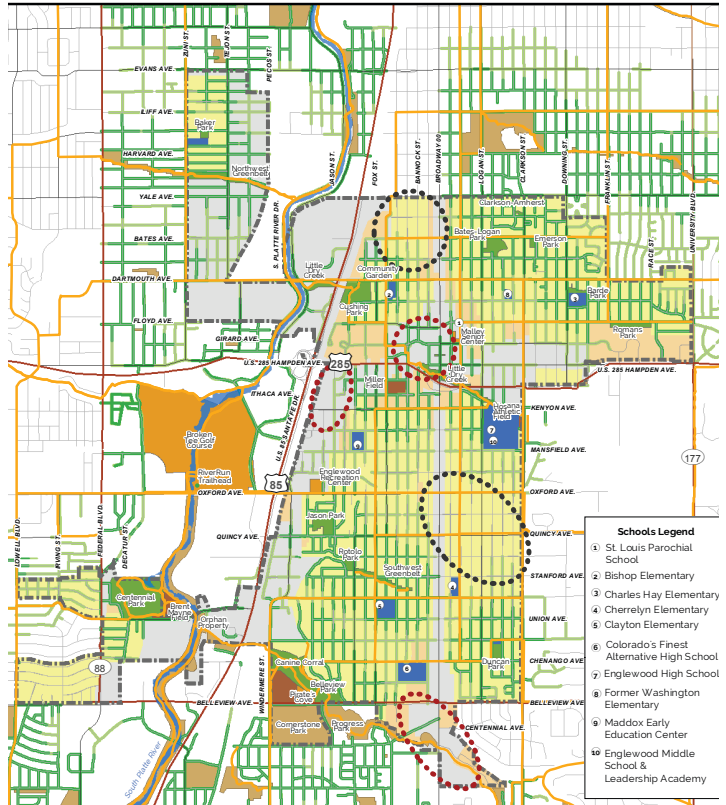
ENGLEWOOD PARKS AND RECREATION MASTER PLAN, COLORADO

Reference: Dorothy Hargrove, Director | Englewood Department of Parks, Recreation, and Library | P. 303.762.2553 | E: dhargrove@englewoodco.gov

Contracted Schedule/Completion Dates: 9/2015 – 10/2016 (completed on time)

Englewood is a community that highly values its public parks, trails, and recreation services. These assets and services greatly contribute to residents' quality of life, physical and mental wellbeing, neighborhood identity, and attractiveness to employers. The 2016 Parks and Recreation Master Plan updates the 2006 plan that was developed by Jana McKenzie, and identifies priorities and actions to serve as a road map for future park development/redevelopment and provide for a balance of facilities, amenities and recreation programs over the next 10 years. The master plan comes at a time when demographics are changing, new recreation trends are emerging, competition with the private market is increasing and resources are limited. Growing lifestyle demands and infill development has put significant pressures on the City's park and recreation facilities.

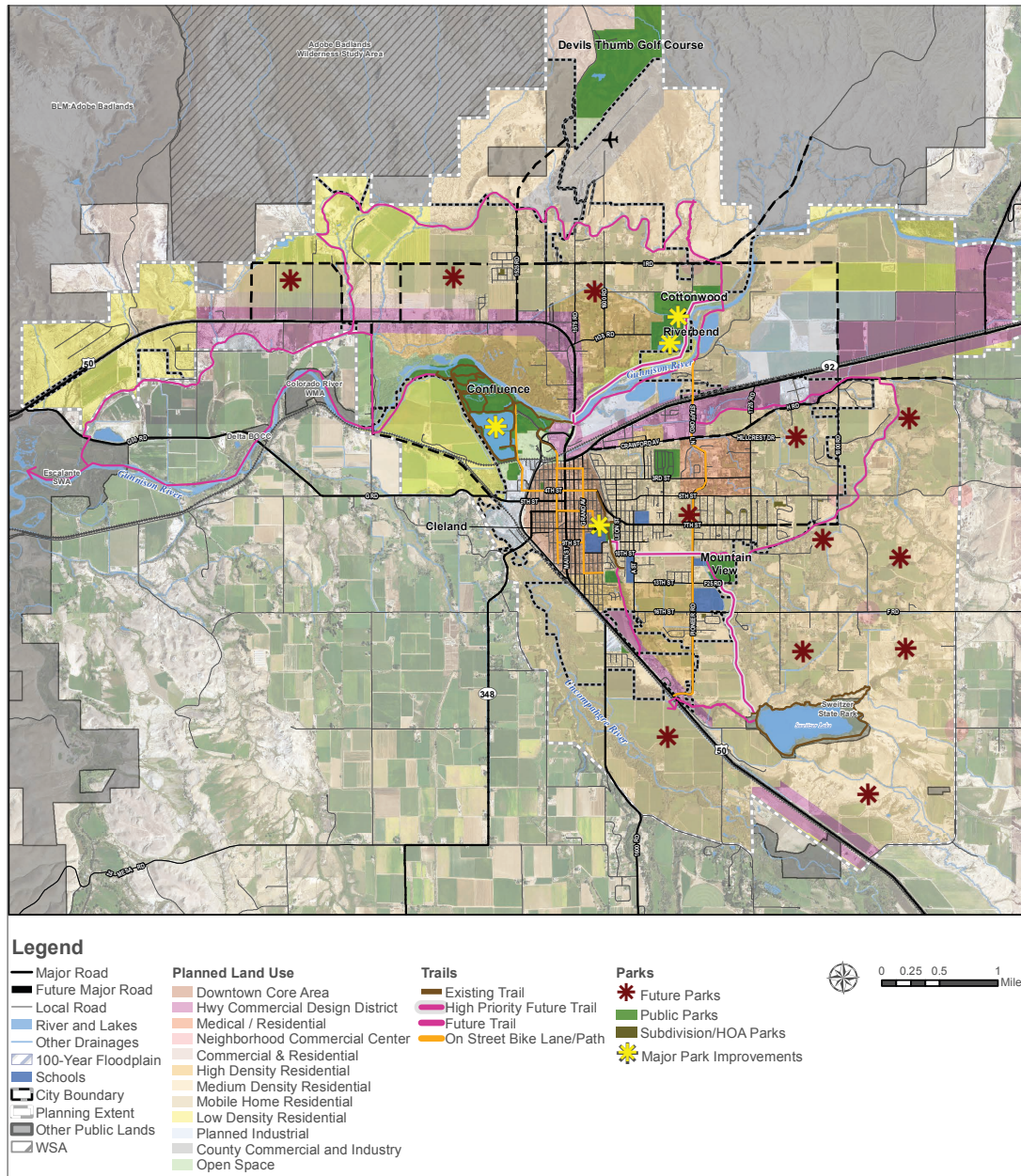
The master plan develops and prioritizes recommendations for all park and recreation facilities and services that will assist in improving health, strengthening the community's social fabric and economy, and preserving and enhancing the environment through parks and recreation. The recommendations are based on the findings that some facilities need renovations, recreation trends and demographics are changing, existing residents would like some new amenities in their parks and recreation centers, and there are limits to what Englewood can afford. A statistically valid survey found that the majority of residents desire the improvement of existing facilities; therefore, the top recommendations included revamping of three major parks, infrastructure upgrades within all existing parks as needed, and expansion of the recreation centers. As long-term funding for acquisition and maintenance continues to remain a concern, recommendations include potential changes in land use code policies and fee and tax structures. Multiple public meetings were held throughout the process including ice cream socials in the park and outings at the golf course, senior center, and recreation center. A conceptual renovation site plan and detailed cost estimate was developed for one of their key community parks – Cushing Park. Logan Simpson is currently working with the City to further analyze phasing of park improvements to match funding in 2018 and 2019, as well as portions that could be funded with grants. Using the same public process, a feasibility study was prepared for the Pirates Cove Water Park to evaluate the needs and costs for improvements that are necessary to remain competitive in the marketplace and ensure public safety. Pirates Cove operates as an enterprise and generates revenue in excess of expenses that are returned to the city's general fund. After completing a needs assessment and site analysis, three concept plans and an operations and business plan were developed with the assistance of an economic subconsultant.



DELTA PARKS, RECREATION, OPEN SPACE, AND TRAILS MASTER PLAN, COLORADO

Reference: Wilma Erven, Parks, Recreation and Golf Director | City of Delta | 76 North 200 West | Delta, Colorado 84624 | P. 435.864.2759 | E: Wilma@cityofdelta.net

Contracted Schedule/Completion Dates: 6/2017 – 12/2017 (completed on time)



Logan Simpson began working with the City of Delta in June 2017 to create their first comprehensive PROST Master Plan. While expansive and in a beautiful mountain setting, Delta's current parks system has an aging infrastructure, limited staff resources, and low funding levels, especially relative to comparable communities. The result is a substantial list of deferred maintenance actions, which proved to be a priority for both staff and the community. Compounding the need for a community-wide plan is the surrounding area's and unincorporated Delta County's reliance on the City's recreational amenities, and the fact that major employers are declining due to the reduction of mining in the area. In addition to a comprehensive list of maintenance, renovation, and replacement items, a level of service analysis, community comparison, and needs assessment were conducted to establish the vision, goals, actions, and park/trail standards. Recommendations included establishing level of service standards and classifications for

parks, trails and open space that can be translated into development requirements. Specific recommendations were developed for park enhancements, new park locations, and trail connections. Trail connections were mapped and concept drawings for four of the existing community parks/open spaces were drafted. This plan will guide departmental budget recommendations over the next 10 to 20 years, as well as assist in obtaining additional funding and grants. After completing a reviewing of the departmental budget, tools for prioritizing, funding, and implementation were outlined.



CITY OF CRAIG PARKS, RECREATION, OPEN SPACE, AND TRAILS MASTER PLAN, CRAIG, COLORADO

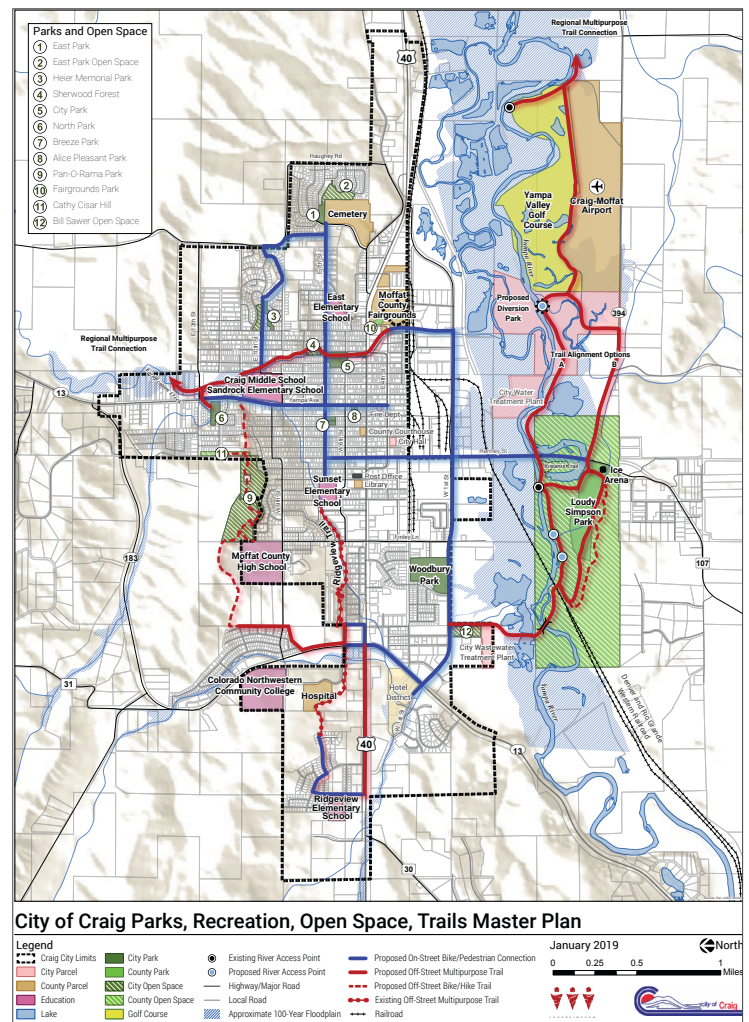
Reference: Dave Pike, Parks Department Director | City of Craig | 300 West 4th Street, Craig, Colorado 81625 | P. 970.826.2006 | E: dpike@ci.craig.co.us

Contracted Schedule/Completion Dates: 4/2018 – 12/2018 (anticipated completion on time)

Logan Simpson has prepared an update to the Craig Parks, Recreation, Open Space, and Trails Master Plan (PROST Plan). Craig is experiencing a decreasing population and loss of jobs due to a declining coal industry. This update provides a long-range vision to guide the improvement and development of parks, trails, natural areas, and recreation facilities. It includes specific goals and priorities that incorporate findings from an asset inventory analysis, peer community comparisons, and public input reflecting community interest and levels of support. The PROST Plan presents an integrated network of parks, recreational facilities, on-street bike connections, trails, river access points, open spaces, and recreational corridors for the future. A citizen's group is working to generate support for a ballot initiative for a property tax specifically to fund an unfunded (yet strongly desired) recreation center and aquatics facility.

Craig's picturesque location adjacent to the Yampa River (portions of which are so special that they are eligible for designation as "Wild and Scenic"), surrounded by ranches, and with access to large tracts of state and federal public lands, translates into many opportunities for enhancing the current PROST system. This outdoor lifestyle positions the community to attract high quality employers and tourism revenue that sustains local businesses. Until recently, the community had not focused on the Yampa River, nor thought of its parks and recreation system as an economic generator. The City and Moffat County leaders are now beginning to understand that these resources are critical to the quality of life for residents, and can serve as potential attractors for tourists and new businesses. As such, the plan addresses City of Craig assets, as well as Moffat County's Loudy Simpson Park, the largest park available to residents and visitors—and key to the community's level of service. Logan Simpson prepared a conceptual plan for improvements to Loudy Simpson, and cost estimates for all recommendations in the PROST Master Plan.

The 9-month planning process involved four phases, each of which involved public outreach through open houses, online surveys, stakeholder interviews, and focus group meetings. The resulting update to the plan and PROST system reflects the City's commitment to treating parks and recreation as a component of the community's basic infrastructure.



C. PROJECT UNDERSTANDING, APPROACH AND SCHEDULE

This section of our proposal contains a description of the important aspects of the project (project understanding), our approach and specific tasks (approach), and a Gantt chart schedule that shows when each task occur.

A. PROJECT UNDERSTANDING

Firestone has experienced tremendous growth over the last 17 years and is anticipated to almost double in population by 2030. Over the years, the Town has amassed a large inventory of open space, parks and trails compared to many other Front Range communities of similar size. The Town must assess how to manage and maintain what it has, as well as provide additional open space and recreational facilities to meet the demands of current and future residents. Now is the time to establish a future vision for the parks, open space and trails system, and align the Town's funding streams, partnerships, development requirements, policies, and organization and staffing levels to realize the vision.

Invite, Engage and Co-Create. We believe in the power of community engagement and enjoy co-creating with residents, business owners and elected and appointed officials. We have won awards for our community engagement processes. The key to success is making it fun and easy for people to participate through a variety of events and information-gathering exercises. To develop a vision, we will work with stakeholders to define common values, upon which the vision, mission, and goals will be based. These guiding statements will be referred to through the process, keeping everyone pointed in the same direction, and also be factors in identifying the most urgent priorities and actions.

Our stakeholder engagement techniques have won awards for their effectiveness, and result in plans that strongly endorsed by the community. We employ two types of engagement, non-traditional and analytical, which we will use during this planning process. Specific techniques are described in the following approach.



Integrated Plan and Development Codes. Many of the Town's documents are out of date, and may be going through updates as we proceed through the planning process. We see this as an opportunity to create more coherent plans for all of the Town's services and amenities because they are all interrelated. Land use plans affect the needs for amenities, and ways to access them. Transportation plans identify multi-modal ways to access the POST system. Infrastructure plans identify storm drainage corridors and detention/water quality improvement features that can also be open space/wildlife habitat and recreational amenities, and treated and non-potable water supplies that can be used for irrigation, and enjoyment by people. In addition to specializing in the creation of POST plans, Logan Simpson is actively engaged in the creation of Comprehensive, Transportation and Infrastructure Master Plans for counties, cities and towns, as well as land use/zoning codes and development regulations. We understand how to leverage the strengths of each plan, and modify annexation requirements and codes to create an economically strong, healthy, and sustainable community.

Green Infrastructure Framework and Classification System. As the first plan in the sequence of updates to plans, the POST plan will establish the green infrastructure framework, and non-motorized trails vision for Firestone. We will utilize the future land use map and existing development entitlement information to understand existing, planned and potential residential development areas, as well as planned parks, trails and open space areas. It will be critical to define "open space" and differentiate between lands that are small amenities or drainage facilities that should be maintained by the development, versus open lands/natural areas that are of community significance. "Parks" should not be considered a type of "open space" and should have its own set of categories, definitions and standards. Definitions and standards for trails are equally important because some may be simple connections within a development, and others may be multi-purpose paved trails, soft surface, or intended to accommodate equestrians or mountain bikes. Like open space, whether the developer or the Town is responsible for the construction and maintenance of various types of parks and trails must be defined. Firestone also does not exist in isolation – amenities and linkages to adjacent communities will be considered in the plan, defining their contribution to the suite of recreational opportunities for Firestone residents.

Unique Ideas and Tools. We pride ourselves on our ability to adapt to change, and bring the best ideas and tools to our clients. We constantly stay abreast of changes in recreation, environmental and community planning, social media, and other technology, and can bring ideas from across the state and U.S. to Firestone. We also are leaders in many areas, such as sustainability and development codes, public involvement programs, and unique level of service standards based on each community's characteristics and ability to implement those standards. Over the years, Jana McKenzie has developed many methodologies that have now become standard practices, such as tailored level of service standards, development impact fees for trails, determining walkability via actual paths and barriers, as well as a sustainable sites rating tool, which has now become one of the suite of rating tools endorsed by the US Green Building Council. As such, every project is unique – we tailor our approach, tools and recommendations to each community's physical and political climate.

Implementable Recommendations. The value of a plan can be measured in the success of its implementation - and successful implementation is dependent upon community and elected/appointed officials support, landowner and business community cooperation, capacity of the organization to manage and operate, and ability to fund the actions. We will address each of these during the process, and have proven the value of our plans many times through successful code updates, new impact fees, successful sales tax initiatives, and by being selected to update previous plans that we prepared because they were largely implemented, and the client was very satisfied with our service and products.





[INFORM + CONSULT]

Principles of Non-Traditional Engagement

Create fun and inviting interactions: Utilizing booths at community events, tech-based interactive displays, fun games, and group exercises create more participation in a fun, inviting way and generates excitement about the plan. This should not feel like a government process; it should ask people to join the discussion.

Brand the policy: Refining a policy name and logo can help to set the tone for the update, and “brand” the POST Plan. A brand can be applied to presentation materials, postings on the County’s website and social media forums, or in local newspapers and media outlets throughout the region. With client input, Logan Simpson has developed a number of plan brands, colors and logos that are carried forward in to the graphic layout and plan development.

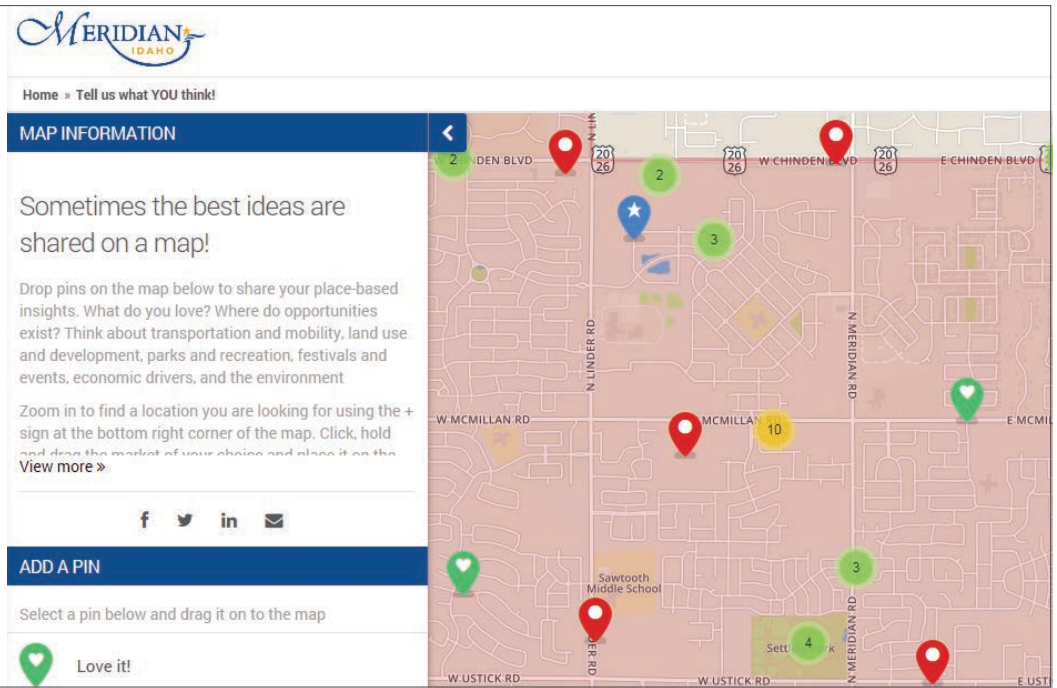
Connect with the masses: Exciting social media reaches a broad group that may not otherwise be engaged, and acts as a convenient, low-stress communication and public technique.

Focus on those who do not self-select: Millennials and Generation Z must know why they should participate; those in their 30s are often too busy, while minorities often do not feel comfortable. Methods must invite them to participate in a method that is comfortable to them. They have unique voices and perspectives integral to a plan.

Engage Co-creators: Use co-creators—positive everyday citizens, heroes, and ambassadors—to engage the community.

Create great conversations: Our events also include the ability to sit down one-on-one with the community to discuss topics that affect us in an open and honest way, elevating the planning process.





[INVOLVE + COLLABORATE]

Principles of Analytical Engagement

Track what counts: All input will be contained in a Logan Simpson database. Tracking demographics such as the location, age, and relationship (resident, business owner, second-homeowner, etc.) allows us to understand who is—or isn't—participating. Data can be cross-tabulated to identify common themes across demographics, and key data can be isolated. Tools include an interactive website with up-to-date project information, digital questionnaires, real-time result pages, ERSI story map, photovoice and survey-integrated online mapping, linked to text input software.

Respect all voices: Every individual that participates in the process has an equal and significant voice—one not louder or softer dependent on their role in the community. We will know who has participated and who has not, and will ensure our data represents a cross section of the entire community. Tools include a comment tracking system analytics reports who has inputted by age, location, and role in the community by each phase.

Collect standardized data: Consistent collection of input across all media and events creates input can be summarized on the fly, providing real time results to various boards and commissions. Whether it is a “Planning and Art Event”, “Ted Talk” or “Burgers and Beer”, most input will be directed through text or website questionnaire. Tools include interconnected software: at all non-traditional events, attendees are asked to engage real-time on their phones or later through their computer, and the same is true with our Facebook and Twitter outreach. If residents engage through our interactive mapping software, it will prompt them to answer key questions. All questions, no matter what format, are linked to a centralized questionnaire and database.

Ensure individual input counts: Showing how input was integrated makes the community feel involved and trusting of the process. This includes full transparency and real-time display of our questionnaire data. Tools include public input summaries; since data is consolidated in a database, phase by phase summaries can provided on the website.

Dive deeper: In order to create a plan that is truly strategic, we suggest actively engaging elected officials, stakeholders, and key groups using worksessions, stakeholder interviews, and co-creation workshops. Tools include boards and commission meetings, stakeholder interviews, and stakeholder workshops.

Set the foundation for defensible decisions: Each of the principles above arms decision makers with the knowledge to make informed decisions based community-wide values and desires. Tools include comparative analyses: we must return to each phase of the process and the input we received to ensure the plan represents community's will.



B. APPROACH AND WORK PLAN

Our proposed process for developing Firestone's POST Plan is structured in eight work tasks.

- Project Coordination and Stakeholder Input – client and team coordination, and stakeholder engagement activities.
- Foundation – existing and planned resources, conditions assessment, potential resources, and community benchmarking.
- Vision, Mission and Goals - statements to guide choices and future actions.
- Needs – gaps in service expressed through stakeholder input, community survey, benchmarking, and walkability analysis, and operational and maintenance needs.
- Definitions and Standards – classifications, level of service standards for parks, trails, open space, and recreational amenities, and maintenance standards by asset type.
- Recommendations, Costs and Priorities – projects, capital, operations and maintenance costs, and identification of priorities.
- Funding, Implementation Tools and Action Plan – funding options, development exactions, partnerships, grants, etc., and actions, including 10-year capital improvement plan.
- Master Plan Document and Approvals – plan production, review and approval by PTRAB, P&Z, and BOT.

The flow of events is briefly described below, followed by a list of tasks and products, and a schedule. We have assumed that the Town Board of Trustees (BOT) will be updated by the members that are on the Parks, Trails and Recreation Advisory Board (PTRAB), and staff. If two additional briefings with just the BOT are desired, we can accommodate those within our proposed scope and budget.

JULY - AUGUST

Outreach will begin with a project kick-off meeting in late July to review the schedule and public involvement strategy, determine data needs, and establish contact lists for the committees and stakeholders. During this trip we anticipate a 1/2-day tour of facilities followed by a 1/2 day worksession with department staff to identify goals, current issues, and discuss potential actions and projects that staff has identified. At this time we will discuss deferred maintenance, operational challenges, program participation, expansion/renovation needs, funding challenges, emerging trends, etc. The Logan Simpson team will document these discussions and photograph parks, recreation, open space and trail resources for use in the planning process.

Early August, right after we are authorized to proceed, we will publicly launch the project, and focus on listening and learning. We will conduct a day of stakeholder interviews, and facilitate a joint meeting with PTRAB and the BOT. We have found that we can reach more people by coinciding events with times and locations where people congregate, instead of expecting everyone to come to a meeting, so we also propose to obtain public input during Food Flick Friday on August 9th, and envision setting up a booth near the food trucks in Hart Park. Booths are most successful if there is an incentive to visit it, such as candy and a prize wheel for people who participate. During this event, people can make comments on what they value most, what needs improving and what is missing in the system, and also write their ideas on maps that we prepare as part of Task 2 - Foundation.

After reviewing questions with staff and the PTRAB, we will implement a statistically-valid mail survey to determine needs and priorities from the range of users and non-users. Approximately 2,400 surveys will be sent to a random sample of households, with the anticipation of receiving between 280 and 320 completed surveys. The survey will be advertised at the public event and available on the Town's website as well. The results from the statistically-valid sample will be kept separate from responses that are received in other ways. Initial survey results will be available in near the end of September.



SEPTEMBER – OCTOBER

This phase of the project involves defining the opportunities and needs in the community, and crafting Vision and Mission statements, and preliminary goals based on the input received to date. We recommend another community event during this time, where the results of the survey and needs assessment can be reported, and participants can see how well their neighborhoods are served with parks, trails and recreational amenities, compare to other communities. This event could span two days, and coincide with Indian Peaks Girls Softball Association and Carbon Valley Soccer games in Firestone, which would encourage youth and young parents to share their opinions. The intent is to engage participants in drawing a master plan map that represents their visions for the community. Alternatively, we could facilitate an interactive co-design workshop on a Saturday afternoon, which was extremely successful in a diverse Denver neighborhood.

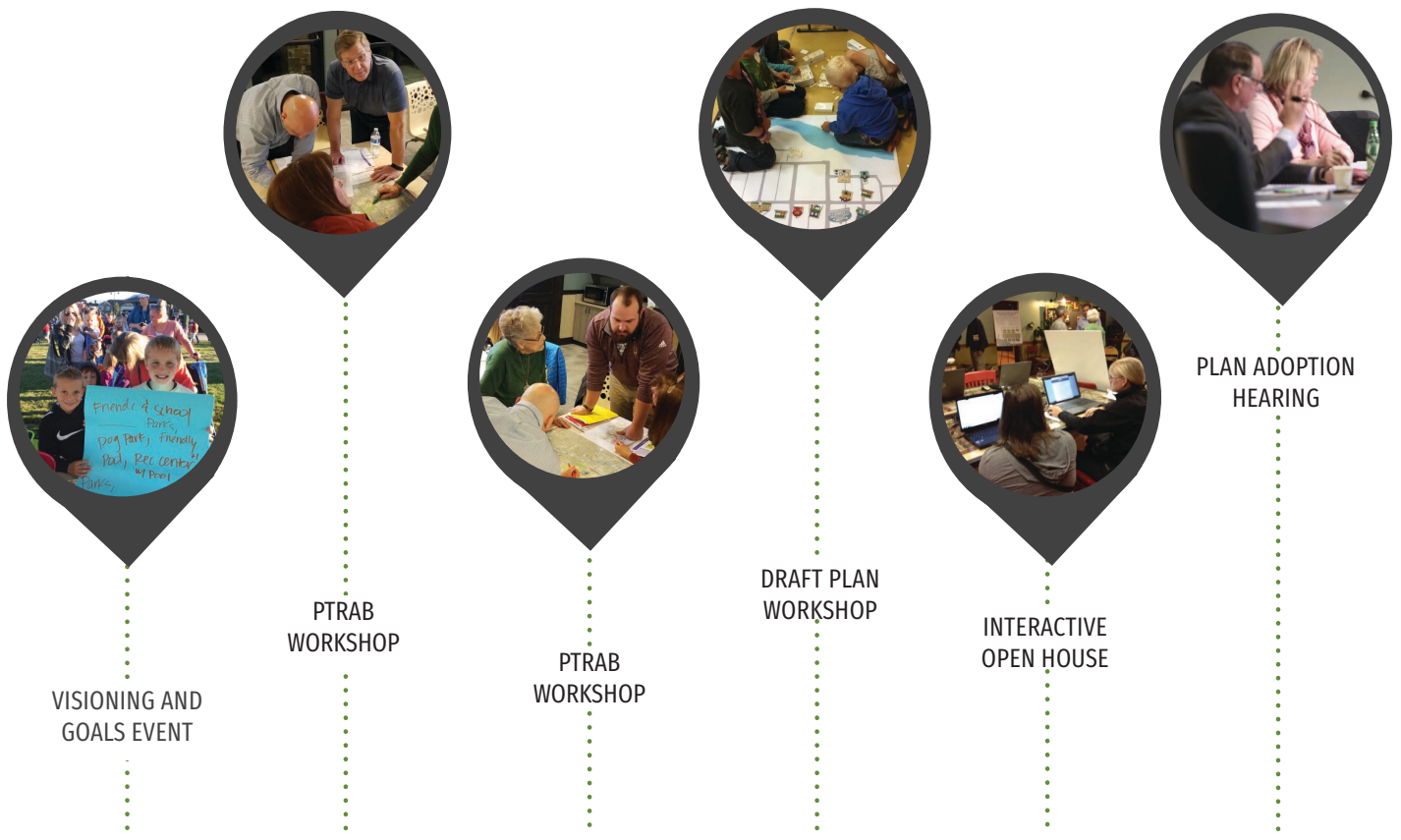
The second joint meeting with the PTRAB can occur in early October to comment on the survey and products produced to date, and begin to deliberate new definitions and standards for parks, trails, open space, and recreational amenities. A workshop format would be ideal for this meeting, breaking participants into two groups to brainstorm ideas so that everyone can have a chance to dive deep into the material.

NOVEMBER – DECEMBER

During these two months the meat of the plan is developed, including preliminary recommendations, cost estimates, priorities, implementation and funding strategies, and an action plan. A third workshop with the PTRAB, community event, and online questionnaire will provide comments on the preliminary recommendations and priorities. We recommend including a worksession with the P&Z Board in December as well to inform them of the process, recommendations, and potential changes to land use codes, because we would like their endorsement before the plan is adopted in March. Near the end of December, we will begin to prepare the POST Master Plan document.

JANUARY – MARCH

This phase involves creation of the master plan document after stakeholder, PTRAB and P&Z Commission input. During the public review period, we will conduct an interactive open house to receive comments on the draft plan, and have the plan available on the Town's website. We propose going through the plan in detail with PTRAB in February, incorporating their comments, taking it to P&Z Commission for their review and endorsement, and then to both the PTRAB and the BOT for approval/adoption.



TASK 1 - PROJECT COORDINATION AND STAKEHOLDER INPUT

A. STAFF AND TEAM COORDINATION

Conduct monthly meetings with the core Firestone team in person, or via telephone call/webinar. Perform project management duties, including monitoring the budget, staffing assignments, schedule updates, and invoicing.

B. STAKEHOLDER INPUT AND EVENTS

- Stakeholder Interviews. Conduct a full day and evening of 45 minute interviews at a central location with key stakeholder individuals and focus groups to understand their experiences, satisfaction levels and needs for additions or changes to the existing suite of opportunities in the area. Interests may include BOT members, Carbon Valley Recreation District, non-profit sports associations, trails and open space enthusiasts, St. Vrain Valley School District, seniors, developers/business community, water sports participants (motorized and non-motorized – SUP's, kayaks, canoes), road and mountain bicyclists. We anticipate a total of eight to ten interview sessions. We will follow up with a few groups or individuals over the phone if they are not able to attend one of the interview sessions.
- Public Events (4). Prepare information and supplies for booths with interactive activities at special events and sports events, and conduct a co-creation workshop for all community members. Facilitate an open house to receive comments on the draft plan recommendations.
- Social Media / Website Materials. Utilize the Town's existing social media tools to inform the public, and also receive input throughout the process. All comments will be recorded and considered. We can also employ texting to solicit answers to key questions, which would be advertised at the booths and other locations.
- On-line Community Questionnaire. This tool will be employed to specifically receive comments on the preliminary recommendations. Because it is something that people self select, based on their motivation level and interests, the results cannot be considered a "survey." However, the comments are equally valid to those received at public events.

- Statistically-valid Survey. We believe in the power of surveys that reach people who otherwise do not engage, and moderate the opinions of people who may have special interests. This is the best way to establish a baseline of opinions on quality and quantity, recreation participation rates, and perceived needs. Progress on meeting needs and level of satisfaction can be tracked by repeating the survey in five or ten years, and will contain more detail than is possible in Firestone's broad-topic community surveys. While return/completion rates have declined some over the years (for both mail and telephone), we still see an average of 15% to 20% of surveys returned using the mail. We will generate a random sample of addresses, which will include both owners and renters, and distribute the survey to 2,400 residences. A return envelope with postage will be included, but the recipients will have the option of completing the survey on-line instead, using a code to preserve the statistical validity of the results. A second web address will allow everyone to complete the survey as well, which will be reported separately. In other communities, we have seen differences in participation rates and demand for specific types of facilities.

C. JOINT PTRAB/BOT WORKSESSIONS (4)

We will prepare for and facilitate four worksessions with the PTRAB, which we understand includes two BOT members. The timing and topics for these meetings is in alignment with those outlined in the RFP. The actual endorsement/recommendation of approval by the BOT of the draft plan is in addition to these four meetings.

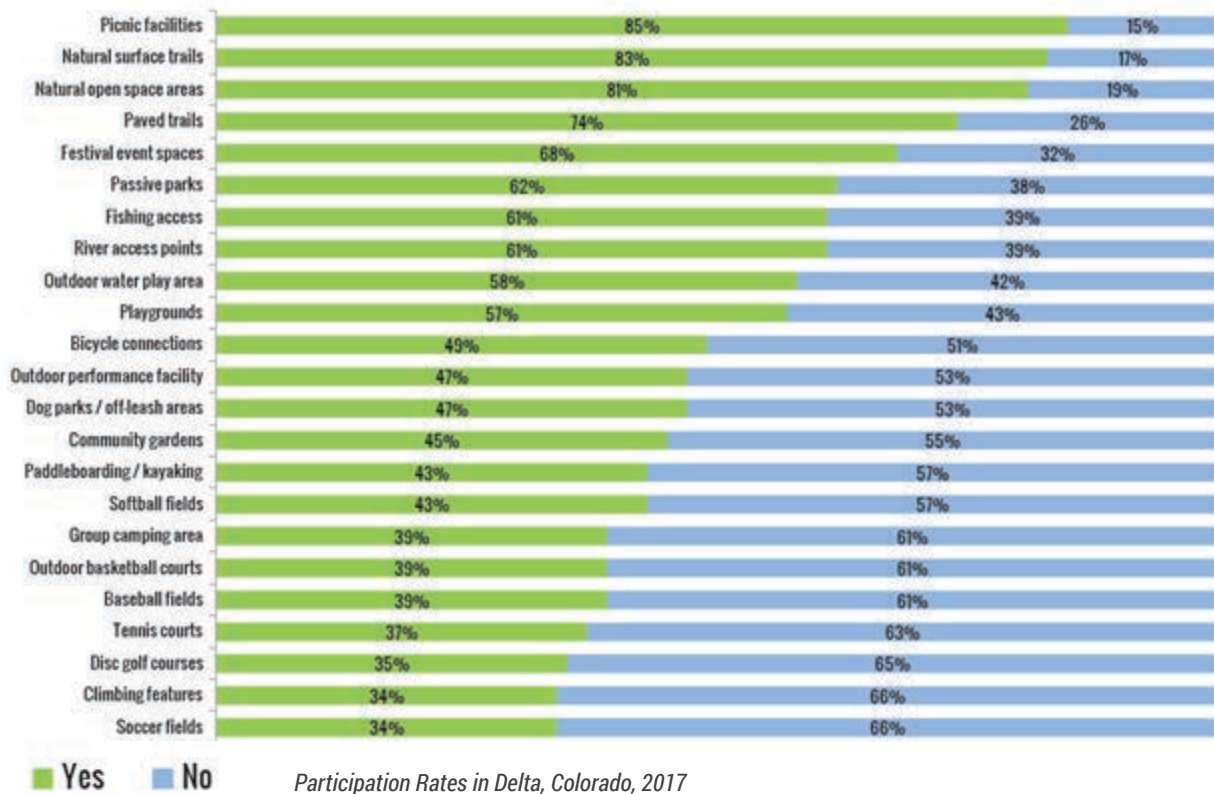
D. PLANNING AND ZONING COMMISSION WORKSESSION

While not specifically listed in the RFP, we recommend meeting with the P&Z Commission during the process, so they have an opportunity to provide their input specifically regarding development regulations. We have also included a meeting with this group to endorse the plan before final adoption by the BOT.

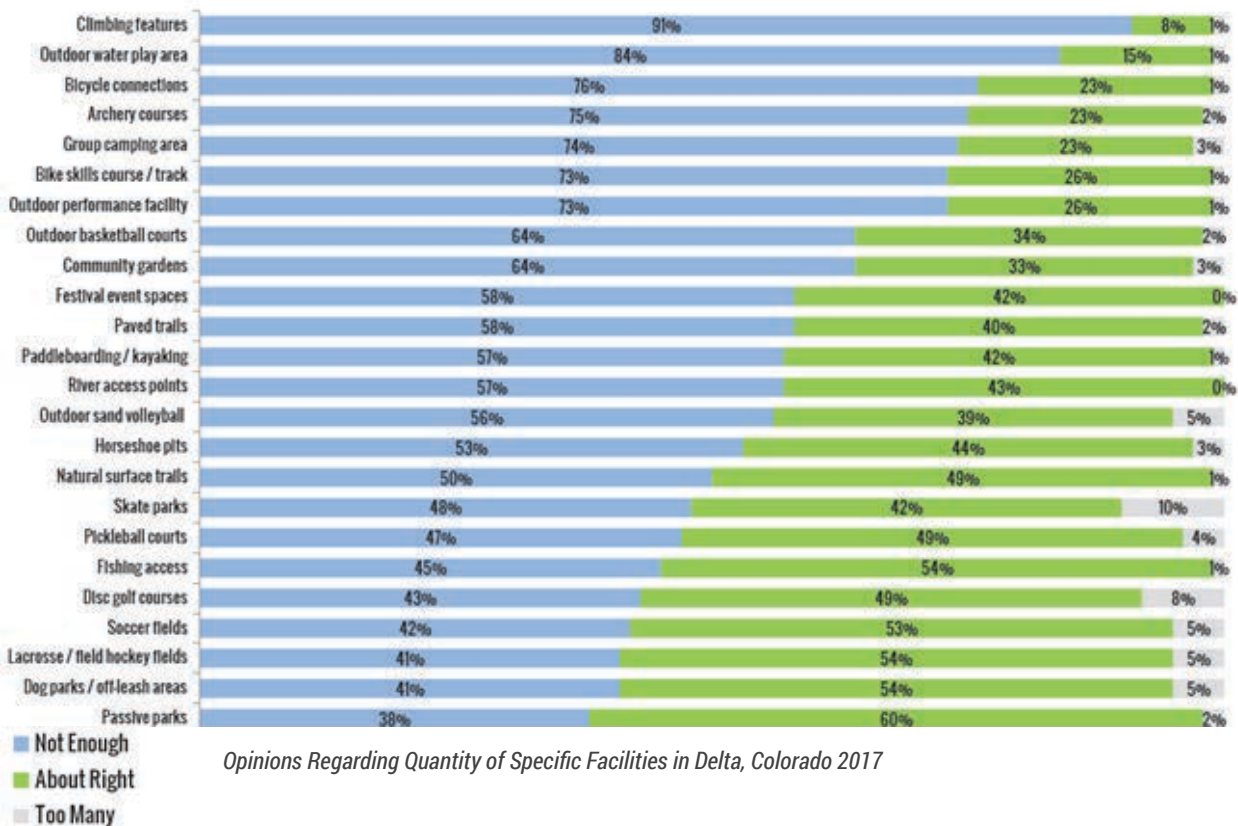
Products/Deliverables

- Meeting agendas, materials, presentations and notes
- Survey results and summary documents
- Materials and graphics for posting to social media
- Texting responses
- Comprehensive comment database that is updated through the process





Participation Rates in Delta, Colorado, 2017



Opinions Regarding Quantity of Specific Facilities in Delta, Colorado 2017



TASK 2 - FOUNDATION

A. EXISTING DOCUMENTS

Review and summarize all relevant documents, including the land use code, development/design standards, transportation/infrastructure plans, plans in adjacent communities that may affect Firestone, etc.

B. EXISTING AND PLANNED PARKS, OPEN SPACE AND TRAILS ASSETS AND AMENITIES

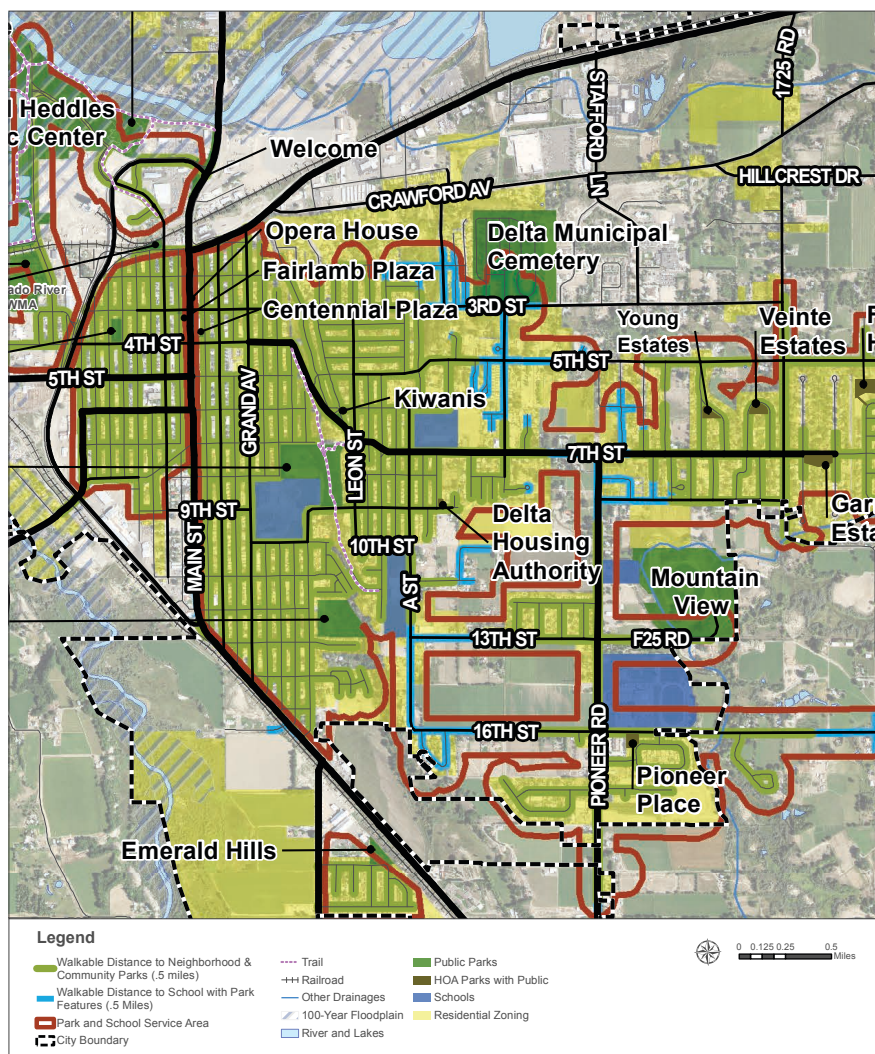
Utilize the Town's inventory of facilities, and populate a GIS database in the format that is used by the Town. Review annexation agreements/plans, and approved developments in order to incorporate planned parks, trails, open space and recreational facilities. We anticipate using parcel data that exists to calculate acreages and generate map layers that show locations of elements. If parcel data does not exist yet for the planned features, these will drawn separately in a general manner, and be kept separate from the official parcel data. Locations of multi-purpose trails can be easily digitized from aerial photography if that layer does not exist. Access to basic neighborhood amenities such as playground areas, walking paths and open, multi-purpose turf areas will be noted, and facilities at each park, such as playground equipment, play courts, shelters, etc. will be inventoried. Improvements that could be made for better maintenance, accessibility, safety, aesthetic quality, functionality, and environmental sustainability, will be documented.

C. DEMOGRAPHIC DATA, POPULATION PROJECTIONS, AND DEVELOPMENT PATTERNS ANALYSIS

The characteristics of residents in the Town and Urban Growth Boundary, existing and future population, distribution/densities of that population, and potential future land use will be mapped and summarized in written form. This will inform the need for future lands and amenities as the Town grows, as well as be used to analyze if there are neighborhoods with a lot of underserved residents.

D. WALKABILITY/ NEIGHBORHOOD SERVICE AREAS AND GAPS ANALYSIS

This task is concerned with identifying opportunities that exist to improve the level of service in underserved areas, or to capitalize upon open space or land resources that have possibilities to enhance the outdoor recreation environment in Delta, including trails and pedestrian/bicyclist connections. We will analyze the distribution of parks and recreation facilities to determine their existing level of service, and to help identify future park, recreation, open space and trail resources. Level of service is not simply a determination of "how much" there is of park and recreation facilities, but how well they serve residents. Barriers to walking to nearby parks (e.g., major roads, railroads, rivers, disconnected road systems) will be identified and mapped and initial ideas on how to improve access will be explored.



Walkability analysis, Delta, Colorado



E. POTENTIAL PARK, TRAILS AND OPEN SPACE OPPORTUNITIES

Environmental resources (wildlife, floodplain, sensitive habitat, subsidence hazards, water features, prime farmland), public historic/cultural sites, vacant public lands, energy development sites, utility corridors and other linear features will be mapped in order to identify potential areas for conservation, open space buffers, or parks, trails and recreational amenities. Trail gaps and potential linkages will be identified.

F. SCHOOL, OTHER JURISDICTIONS, PRIVATE AND NON-PROFIT RESOURCES

Schools, Carbon Valley Recreation Center and Senior Center, and facilities in close proximity to Firestone (e.g. Frederick parks, trail and open space) will be mapped and included in the database. Significant private facilities, such as Saddleback Golf Course, that are open for public use will also be included. If there are recreation-related facilities that are offered by non-profit organizations, or conservation easements that are held by land trusts, these will also be included.

G. EXISTING FUNDING SOURCES AND STAFFING LEVELS

The Town's budget and revenue sources for parks, trails and open space acquisition, development, and maintenance will be summarized, and number of staff quantified.

H. COMMUNITY COMPARISONS, NATIONAL BENCHMARKS AND TRENDS

We will contact up to 5 peer communities to compare key level of service considerations, including parkland by classification type, open space/natural areas, paved and natural surface trails, specific recreational facilities, and staffing and budget per resident. National statistics regarding level of service will also be referenced, as well as trends in recreational activities that are common, and new trends that are emerging across the country and in Colorado as outlined in the 2019 SCORP and recreation industry research.

I. EXISTING CONDITIONS SUMMARY

Prepare a written summary of existing conditions that highlights opportunities and challenges.

Products/Deliverables

- Summary of existing plans and policies
- Existing and planned parks, trails, open space and recreational amenities documentation
- Environmental and historic/cultural resources database, trails, parks and recreational facilities inventory
- Neighborhood access to parks analysis
- Other agencies and organizations resources
- Existing budget and staffing summary
- Community comparisons and trends summary
- Summary of existing conditions with tables, graphs and maps
- GIS database



TASK 3 - VISION, MISSION AND GOALS

A. VISION AND MISSION STATEMENT

Using the results of the survey and input to date, and analysis of the data collected in Task 2, craft a preliminary Vision Statement the embodies the Town's aspirations, and a Mission Statement that guides what the Town will provide. These will be reviewed and refined with the PTRAB and public.

B. GOALS

Develop specific goals that address key aspects of developing, operating, maintaining and funding the parks, trails and open space system. These goals will form the basis for more specific recommendations, actions or policies to achieve the goals.

Products/Deliverables

- Vision, Mission and Goals statements

TASK 4 - NEEDS

A. RECREATIONAL AMENITIES

Based on the analysis and input, we will define the number of specific features/amenities that are needed currently, and in the future based on population growth. This analysis will be used to define target level of service standards for the facilities.

B. PARKS, TRAILS AND OPEN SPACE

A summary of community needs will be prepared based on the analysis and input to date.

C. MAINTENANCE AND OPERATIONS

Deficiencies in levels of maintenance, and potential increases to staffing and maintenance/operations budgets will be summarized. If departmental reorganization appears to be needed, this will be discussed as well.

Products/Deliverables

- Summary report of needs

TASK 5 - DEFINITIONS AND STANDARDS

A. DEFINITIONS AND CLASSIFICATION SYSTEM

This task involves arraying changes in existing adopted policies, standards, service levels, and their cost and operational/maintenance impact on the provision of facilities, park lands, open space and trails. The team will work with the PTRAB to define parkland types, such as mini/pocket, neighborhood, community/sports complexes, regional, visual green spaces, festival/special use areas, etc.

A list of policy criteria for parks may include the following:

- Population served (e.g., acres per 1,000 population)
- Service radii
- Minimum acreage necessary and maximum slope possible to meet facility design requirements
- Level of development and maintenance expectations
- Typical recreational facilities
- Natural resource considerations
- Parks, trails, and open space system links
- Land use compatibility
- Transportation factors
- Sustainable design

While no two parks are the same, there are standards and characteristics common to each classification that should be provided when they are under construction. Once this is discussed and determined, we will provide the Town with the necessary documentation of what shall be included in each park classification and conceptual drawings of "typical" parks that can then be used for negotiations with developers.

In addition, the types of open lands, natural areas, and waterways that are not traditional "parkland" need to be considered, and their role in providing for the outdoor recreational needs of the community defined. An open space/natural area classification system will be developed based on the level of desired use and sensitivity of the natural resources.

Lastly, a trails classification system will be developed based on type of use, level of use, and whether or not they will be provided by the public or as a requirement of private development. As a component of this, specific standards and definitions for each trail type will be identified and described.



FACILITY TYPE		DESCRIPTION
CITY PARKS		
Woodbury Park		This 24-acre park is primarily a sports complex, with ballfields and multi-purpose fields. The core area and playground need upgrades to meet accessibility requirements, and the restroom needs replacement.
City Park		This historic City Park with a playground, tennis/pickleball courts, basketball courts, sculptures, and outdoor lap and wave pools. The pools are heavily used by the community and regional residents in the summer. Fortification Creek bisects the park and is a natural trail corridor.
East Park		This neighborhood park has a playground and basketball court. The deteriorated skate park pad and tennis courts need to be demolished and site revegetated. ADA access to facilities and loop walks lacking. This is a potential location for small fenced dog park after courts are removed.
CRAIG TRAILS		
Ridgeview Trail		This 1.7 mile trail runs from Sunset Elementary School west to the hospital. It is a mix of concrete and gravel surfacing. There is a gap in the trail, where users must use the street, which does not have bike lanes or sidewalks.
Loudy Simpson	Loop Trail	Located within the park, this trail is a mowed 8' wide area, or a 2-track trail with sporadic gravel surfacing. It is currently not ADA compliant. There is severe bank erosion in several locations adjacent to trail.
	Mountain Bike/Hike Trail	This is a natural surface trail that is currently planned through the south ridge area.
	Kiwanis Trail	This is a 5' wide gravel surface trail that loops around the pond.
MOFFAT COUNTY OPEN SPACE AND RECREATIONAL FACILITIES		
Loudy Simpson Open Space		This portion of Loudy Simpson Park is undeveloped and considered open space. Much of the land area is leased for agriculture or occupied by fishing ponds associated with a former river oxbow. The site includes river access points for boating, but the ramp is severely eroded and should be relocated. It also has a camping area with five rustic sites, a gravel trail that winds around a pond, and a fishing dock. The county provides portable toilets near the camp sites and boat ramp. Moffat County has been awarded a Fishing is Fun grant for minor improvements associated with river access and trails. See trail and park notes.

B. RECREATION FACILITY AND DESIGN/CONSTRUCTION STANDARDS

Directly related to identifying what type of park is needed in certain areas of the City, is defining the number and type of recreation amenities are also needed. For example, full-size soccer fields may be in short supply in the community, but mini-fields may not. Ballfields vary in size according to the age group using them. Facilities should be matched to the recreational needs of the varying user groups and included in appropriate parks. Therefore, we propose to analyze each type of facility, document the physical requirements of each, and work with staff and the PTAB to establish a level of service standard that will guide Firestone in the construction of additional facilities, if needed, or in seeking partnerships with others to provide them. The design standards that are part of the Town's development code will be reviewed and recommendations made to revise them.

Products/Deliverables

- Summary document with classification system, prototype conceptual park designs, and standards.



TASK 6 - RECOMMENDATIONS, COSTS AND PRIORITIES

A. MASTER PLAN MAP, CONCEPT PLANS AND DESCRIPTIONS OF PROJECTS

Prepare preliminary and refined Master Plan map(s) that show locations of recommended projects, accompanied by a description of each project. We have also include development of two conceptual plans for improvements to existing parks for the purpose of cost estimating and conveying potential changes to the public.

B. MAINTENANCE STANDARDS

Define the levels of maintenance that will be associated with each type of park, open space and trail, (e.g. mowing frequency, trash removal, weed control, level of irrigation, etc.). These standards will not be a "maintenance manual", and are intended to convey to the public what can be generally expected for each type of asset.

C. CAPITAL, OPERATIONS AND MAINTENANCE COSTS

Develop cost estimates for each recommendation, and include hard and soft costs, as well as ongoing costs for operations and maintenance. The costs will be arrayed in a detailed Excel spreadsheet, which can be a tool for staff to use over the years, and updated as costs and projects evolve. This has been an extremely useful tool that we developed for Steamboat, Craig and Delta. The summary costs will be included in the master plan document.

D. PROJECT PRIORITIES

We will work with the PTRAB and public to identify the highest priority projects in order to create an action plan and 10-year capital improvements in Task 7. The costs for the projects will be considered as this will influence what can be feasibly implemented. While a list of short-term actions and projects will be identified, situations change, and criteria for prioritizing projects will be developed so that staff, appointed and elected officials can change course as opportunities arise and needs change.



Conceptual plan for Confluence Park River Access Area (top) and conceptual plan for renovation of Cleland Park (bottom)



These criteria may address:

- Health, Safety, Welfare and Code Compliance
- Significance to the Community
- Equity of Distribution
- Available Partnerships
- Urgent Needs
- Ease of Implementation
- Economy of Scale
- Completion of an Existing Project
- Construction or Maintenance Costs

E. DEPARTMENT ORGANIZATION AND STAFFING LEVELS, AND TECHNOLOGY NEEDS

Results of the discussions in the previous Task 5 will be formalized.

F. ART-IN-PUBLIC PLACES

The possibility of implementing an Art-in-Public Places program will be discussed and outcomes documented. How funding is allocated to the program may be a longer discussion with Town officials that occurs after this plan is completed.

- Products/Deliverables
- Written summary with and accompanying tables, graphics and maps.
- Conceptual designs for two properties.
- Excel spreadsheet with capital costs for each project, and identifiable maintenance/operations costs that are associated with the project.

TASK 7 - FUNDING, IMPLEMENTATION TOOLS AND ACTION PLAN

A. FUNDING AND IMPLEMENTATION TOOLS

Strategies for implementation and potential funding sources will be identified and summarized. The potential revenue that could be generated by a new sales or property tax will be calculated, and other sources such as impact fees, grants and partnerships will be described. The Town's cost recovery policies associated with impact fees, and cost for rentals and other uses will be reviewed to determine if they are at appropriate levels. Specific potential revisions to the development code will be identified.

B. ACTION PLAN / 10-YEAR CIP

The projects and specific actions that may involve staff, other agencies or partners will be arrayed in a summary table, that includes the goals that they meet if implemented, and the costs associated with their implementation. We envision categorizing the list into short range (1-2 years), mid-range (2-5 years), long range (6-10 years), and future actions/projects, which can then be translated into the Town's Capital Improvement Program over the years.

Products/Deliverables

- Written summary with and accompanying tables and graphics

TASK 8 - MASTER PLAN DOCUMENT AND APPROVALS

A. ADMINISTRATIVE DRAFT

Prepare a formatted document for review by staff.

B. PUBLIC DRAFT

Refine the draft based on consolidated comments, and produce a draft POST Plan for distribution to the public and elected/appointed officials.

C. PTRAB APPROVAL

Distribute the plan in advance, and present the Public Draft Plan to the PTRAB for their comments and endorsement.

D. P&Z COMMISSION APPROVAL

Present the plan to the P&Z Commission and include revisions that PTRAB requests.

E. BOT ADOPTION

Present the plan to the BOT for their comments and official adoption.

F. FINAL DOCUMENT

Incorporate conditions of approval (if any) into the document, and produce the final POST Master Plan document.

Products/Deliverables

- Administrative and Public Draft Document
- Presentation materials
- Final Plan Document
- Digital files of all products (InDesign, PDF, Excel, and GIS)



C. PROPOSED PROJECT SCHEDULE

Task 1 - Project Coordination and Stakeholder Input

- A. Staff and Team Coordination
- B. Stakeholder Input and Events (Stakeholder Interviews and Public Events)
- Social Media / Website Materials
- Statistically-valid Survey
- On-line Community Questionnaire
- C. Joint PTRAB/BOT Worksessions and D. Planning Commission Worksession

Task 2 - Foundation

- A. Existing Documents
- B. Existing/Planned POST Assets and Amenities and C. Demographic Data, Pop. Projections, and Development Patterns Analysis
- D. Walkability/ Neighborhood Service Areas and Gaps Analysis and E. Potential Park, Trails and Open Space Opportunities
- F. School, Other Jurisdictions, Private and Non-Profit Resources
- G. Existing Funding Sources and Staffing Levels
- H. Community Comparisons, National Benchmarks and Trends
- I. Existing Conditions Summary

Task 3 - Vision, Mission and Goals

- A. Vision and Mission Statement
- B. Goals

Task 4 - Needs

- A. Recreational Amenities
- B. Parks, Trails and Open Space and C. Maintenance and Operations

Task 5 - Definitions and Standards

- A. Definitions and Classification System and B. Recreation Facility and Design/Construction Standards

Task 6 - Recommendations, Costs and Priorities

- A. Master Plan Map, Concept Plans and Descriptions of Projects
- B. Maintenance Standards and C. Capital, Operations and Maintenance Costs
- D. Project Priorities
- E. Dept. Organization and Staffing Levels, and Technology Needs and F. Art In Public Places

Task 7 - Funding, Implementation Tools and Action Plan

- A. Funding and Implementation Tools
- B. Action Plan / 10-year CIP

Task 8 - Master Plan Document and Approvals

- A. Administrative Draft
- B. Public Draft
- C. PTRAB Approval, D. P&Z Commission Approval, and E. BOT Adoption
- F. Final Document



Public Events

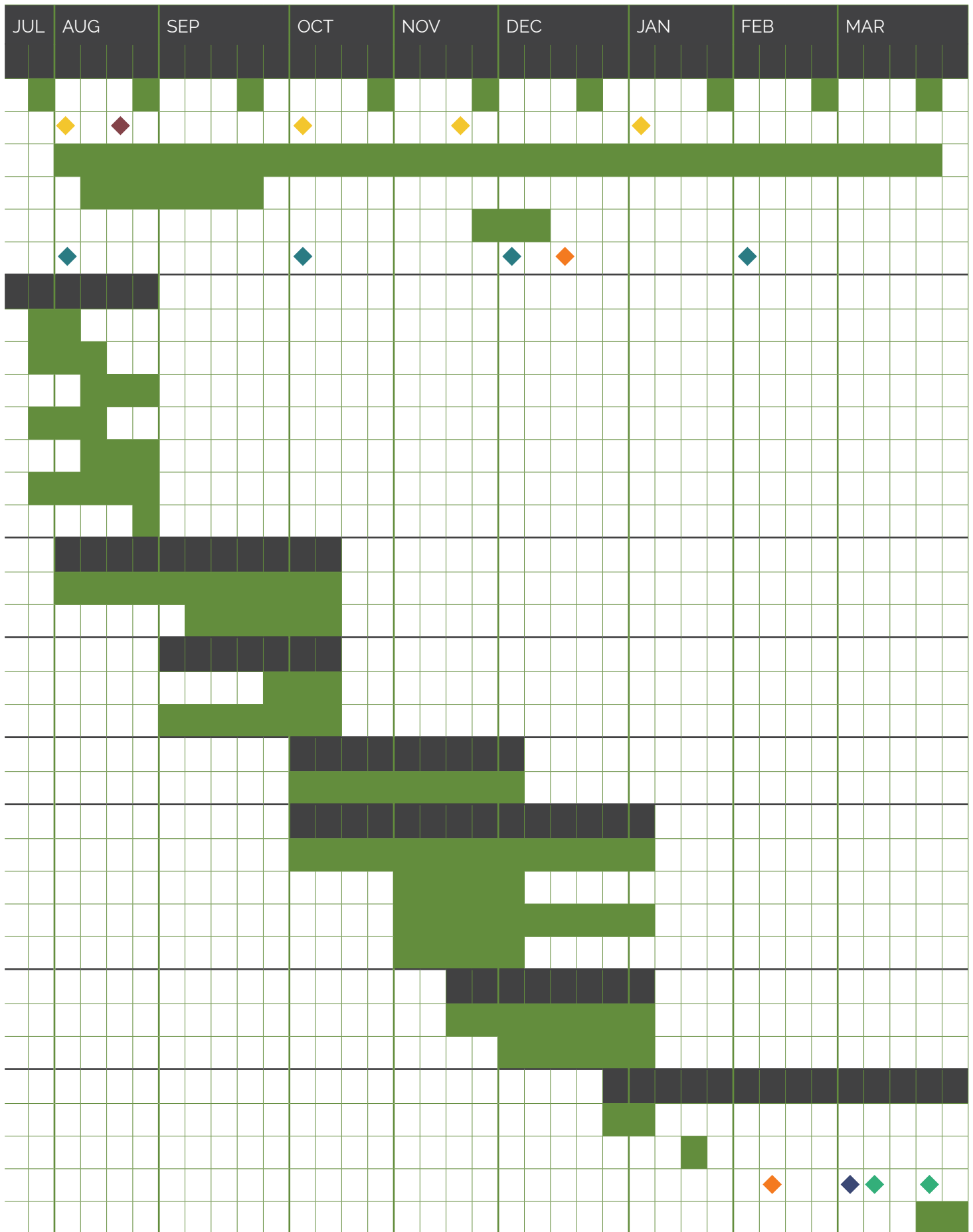


Stakeholder Interviews



Joint PTRAB/BOT Worksessions





◆ Planning Commission Worksession/Approval
 ◆ PTRAB Approval
 ◆ BOT Adoption



D. QUALITY CONTROL

A. LOGAN SIMPSON'S APPROACH TO QUALITY CONTROL. Logan Simpson establishes and adheres to clearly defined QC processes that are specific to each discipline. Design and planning documents and public outreach materials undergo a rigorous QC process that includes peer, senior staff, and principal review. We also have specific QC processes to manage GIS data analysis, and often appoint a "data steward" to ensure continuous quality. Firestone's POST Plan is no exception to our quality standards. In accordance with the scope of work, we've identified the following quality control/quality assurance milestone reviews:

Quality is measured not only in the accuracy and "look" of materials that are produced, but in the actual content that is contained within the document. Logan Simpson is known for producing documents that result in actions. These products raise the bar in terms of graphics and readability, as well as being useful and meaningful tools to achieve the Vision for the community. The art of content is to pair information down to the essential messages, and create a hierarchy of information, so that people can understand the main messages, and dig into details if they so desire. Creating useful tools means identifying what tools are needed, and putting them in easy to find places in the final document.

Our team is structured so that the project principal works interactively with staff to identify the best ideas, focus efforts, reviews all work in-progress, and reviews all products before delivering them to the client, or presenting it to the public. Written material that will be published for review by officials and the public is also subjected to review and corrections by a technical editor before transmitting the document.

Most of this POST Plan will have two authors—Jana McKenzie and Kristina Kachur—and consistency in writing styles will be ensured by Jana performing final edits. Our in-house graphic layout and editing staff will coordinate the formatting, page numbering, hyperlinks, etcetera, and ensure that the document is highly graphic, legible, and consistent in terms of fonts.

Spreadsheet calculations are reviewed by our accounting department to ensure there are not errors in formulas. Cost estimates for construction are compared against bids received in the last one to two years for similar projects. We have many in-house, and have access to others from projects in nearby communities because we have current or past working relationships with them and routinely help each other with various things.

E. STANDARD AGREEMENT

A. STANDARD AGREEMENT FOR PROFESSIONAL SERVICES. Logan Simpson has reviewed the Town's Standard Agreement for Professional Services attached to this RFP, and is able to accept with no exceptions.





LOGAN SIMPSON



Town of Firestone

PARKS, OPEN SPACE, AND TRAILS MASTER PLAN

PLANNING AND DEVELOPMENT RFP 2019-004

FEE PROPOSAL SUBMITTED BY LOGAN SIMPSON | JUNE 21, 2019

F. FEE PROPOSAL

A - E. DETAILED FEE PROPOSAL	LOGAN SIMPSON									
	JM	KK	JC	AC	JG	MB	HRS	LABOR	EXP	TOTAL
<i>Task 1 - Project Coordination and Stakeholder Input</i>	54	120	0	60	0	0	234	\$26,430	\$15,650	\$42,080
A. Staff and Team Coordination	12	24					36	\$4,500		\$4,500
B. Stakeholder Input and Events	18	66		60			144	\$14,640	\$15,400	\$30,040
C. Joint PTRAB/BOT Worksessions	20	30					50	\$6,550	\$200	\$6,750
D. Planning Commission Worksession	4						4	\$740	\$50	\$790
<i>Task 2 - Foundation</i>	8	62	4	140	0	0	214	\$19,730	\$0	\$19,730
A. Existing Documents	1	12		4			17	\$1,661		\$1,661
B. Existing and Planned Parks, Open Space and Trails Assets and Amenities	1	6		36			43	\$3,779		\$3,779
C. Demographic Data, Pop. Projections, and Development Patterns Analysis	1	12		24			37	\$3,341		\$3,341
D. Walkability/ Neighborhood Service Areas and Gaps Analysis		2		12			14	\$1,198		\$1,198
E. Potential Park, Trails and Open Space Opportunities	1	4	4	32			41	\$3,853		\$3,853
F. School, Other Jurisdictions, Private and Non-Profit Resources		2		8			10	\$862		\$862
G. Existing Funding Sources and Staffing Levels	2	4					6	\$750		\$750
H. Community Comparisons, National Benchmarks and Trends		4		20			24	\$2,060		\$2,060
I. Existing Conditions Summary	2	16		4			22	\$2,226		\$2,226
<i>Task 3 - Vision, Mission and Goals</i>	5	14	0	0	0	0	19	\$2,255	\$0	\$2,255
A. Vision and Mission Statement	1	6					7	\$755		\$755
B. Goals	4	8					12	\$1,500		\$1,500
<i>Task 4 - Needs</i>	6	16	0	0	0	0	22	\$2,630	\$0	\$2,630
A. Recreational Amenities	2	6					8	\$940		\$940
B. Parks, Trails and Open Space	2	6					8	\$940		\$940
C. Maintenance and Operations	2	4					6	\$750		\$750
<i>Task 5 - Definitions and Standards</i>	8	12	4	12	4	0	40	\$4,644	\$0	\$4,644
A. Definitions and Classification System	4	8	4				16	\$2,100		\$2,100
B. Recreation Facility and Design/Construction Standards	4	4		12	4		24	\$2,544		\$2,544



A - E. DETAILED FEE PROPOSAL	LOGAN SIMPSON									
	JM	KK	JC	AC	JG	MB	HRS	LABOR	EXP	TOTAL
<i>Task 6 - Recommendations, Costs and Priorities</i>	28	36	2	38	0	0	104	\$12,092	\$0	\$12,092
A. Master Plan Map, Concept Plans and Descriptions of Projects	8	20	2	32			62	\$6,368		\$6,368
B. Maintenance Standards	6	4					10	\$1,490		\$1,490
C. Capital, Operations and Maintenance Costs	8	2		6			16	\$2,174		\$2,174
D. Project Priorities	2	6					8	\$940		\$940
E. Dept. Organization and Staffing Levels, and Technology Needs	2	4					6	\$750		\$750
F. Art In Public Places	2						2	\$370		\$370
<i>Task 7 - Funding, Implementation Tools and Action Plan</i>	22	32	2	0	16	0	72	\$9,074	\$0	\$9,074
A. Funding and Implementation Tools	20	20	2		16		58	\$7,564		\$7,564
B. Action Plan / 10-year CIP	2	12					14	\$1,510		\$1,510
<i>Task 8 - Master Plan Document and Approvals</i>	30	54	3	8	0	7	102	\$12,488	\$150	\$12,638
A. Administrative Draft	16	40	3	6		6	71	\$8,302		\$8,302
B. Public Draft	2	8		2		1	13	\$1,396		\$1,396
C. PTRAB Approval	4	1					5	\$835	\$50	\$885
D. P&Z Commission Approval	4						4	\$740	\$50	\$790
E. BOT Adoption	3	1					4	\$650	\$50	\$700
F. Final Document	1	4					5	\$565		\$565
Total	161	346	15	258	20	7	807	\$89,343	\$15,800	\$105,143

F. HOURLY RATE FEE SCHEDULE

Jana McKenzie.....	\$185
Kristina Kachur.....	\$95
Jeremy Call.....	\$150
Amanda Castelli.....	\$84
Jennifer Gardner.....	\$104
Maria Michieli-Best	\$98





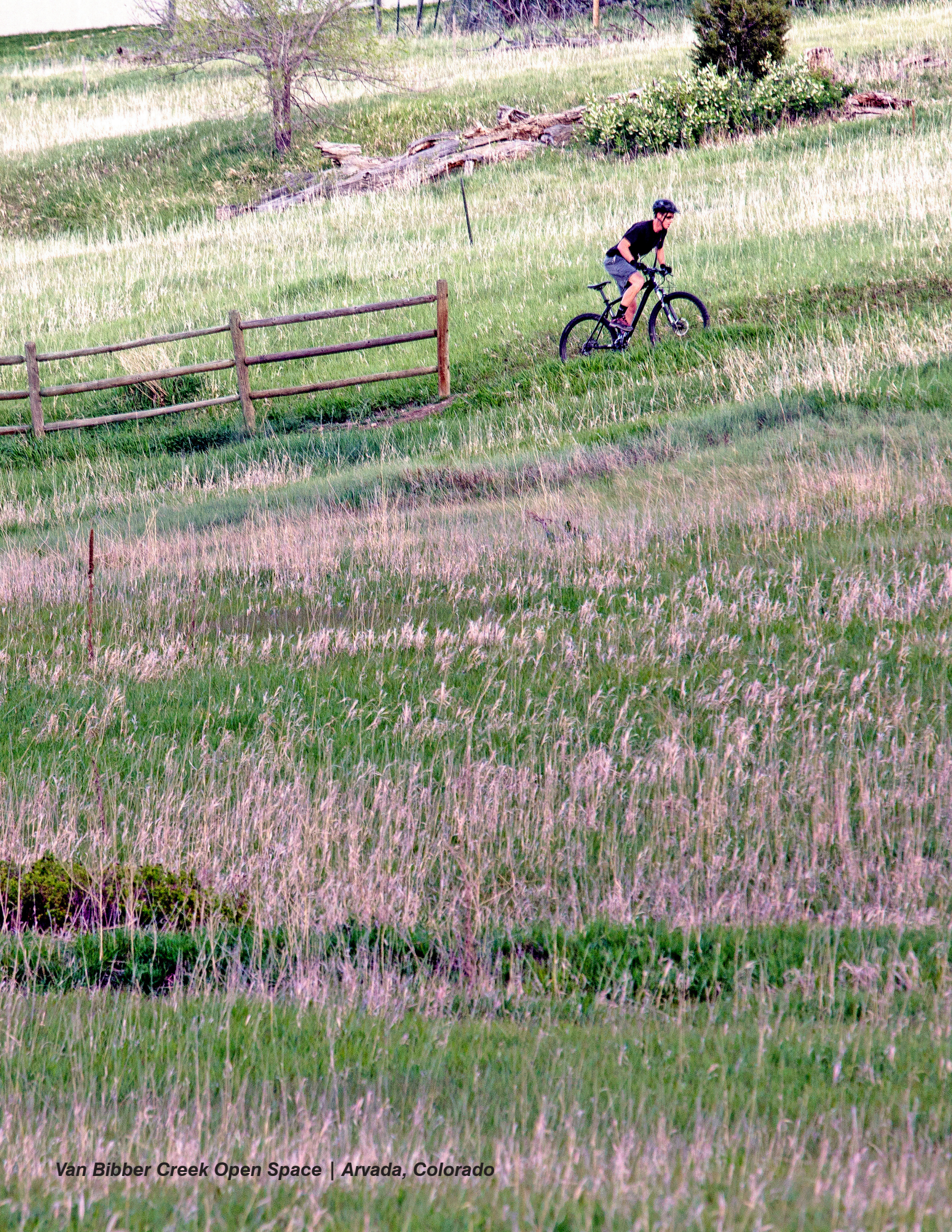


DESIGN
CONCEPTS

Firestone, Colorado

Parks, Open Space + Trails Master Plan

June 21, 2019



Van Bibber Creek Open Space | Arvada, Colorado



DESIGN
CONCEPTS

Community + Landscape Architects

June 21, 2019

Ms. Julie Pasilas, Director of Community Resources
Town of Firestone
151 Grant Avenue
Firestone, CO 80520

RE: Planning + Development RFP 2019-004

Dear Ms. Pasilas,

The Town of Firestone is growing rapidly and recognizes the need to enhance the quality of life for its residences. Recreational experiences are unlimited with the ideal location along the I-25 corridor, expansive mountain vistas, trails, parks and open space opportunities. Growing up in a small community just east of Firestone, I understand how much the front range has changed and the recreational expectations of growing communities.

Design Concepts, as lead consultant, in collaboration with Design Perspectives, experts in park and recreation management and operations, is pleased to submit our qualifications and offer our services for the Town of Firestone's Parks, Open Space and Trails Master Plan. Together we form a collaborative, passionate and committed team ready to provide a cohesive plan to guide and develop future parks and recreational amenities while enhancing existing resources to best serve your growing community.

As a veteran landscape architecture firm, Design Concepts are recognized experts in this field and are firmly rooted in our Colorado home. We are experienced in working with small communities such as Erie, Lafayette, Berthoud, Mead, and Windsor and are experts in site planning, project management and public facilitation. These communities and many others have benefited from the innovations our team has brought to park and recreation master planning in the past decade.

We will coordinate all the efforts of the team and produce the final report including format, style, organization and structure. With our in-house graphic design expertise, we will produce a document that is rich in content, easy to use and visually appealing.

Our proximity, local presence, and familiarity with Firestone provide us insightful background knowledge to build upon for this project. We look forward to partnering with the Town of Firestone and providing our highest level of service.

Please feel free to contact me at any time at 720-573-6502 or shanenw@dcla.net. Thank you for your consideration.

Sincerely,

Shanen Weber, PLA
Principal

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B. Experience **PAGE 10**

C. Project Understanding,
Approach + Schedule **PAGE 24**

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F. Fee Proposal **SEPARATE
ENVELOPE**

A Qualifications/ Project Portfolio



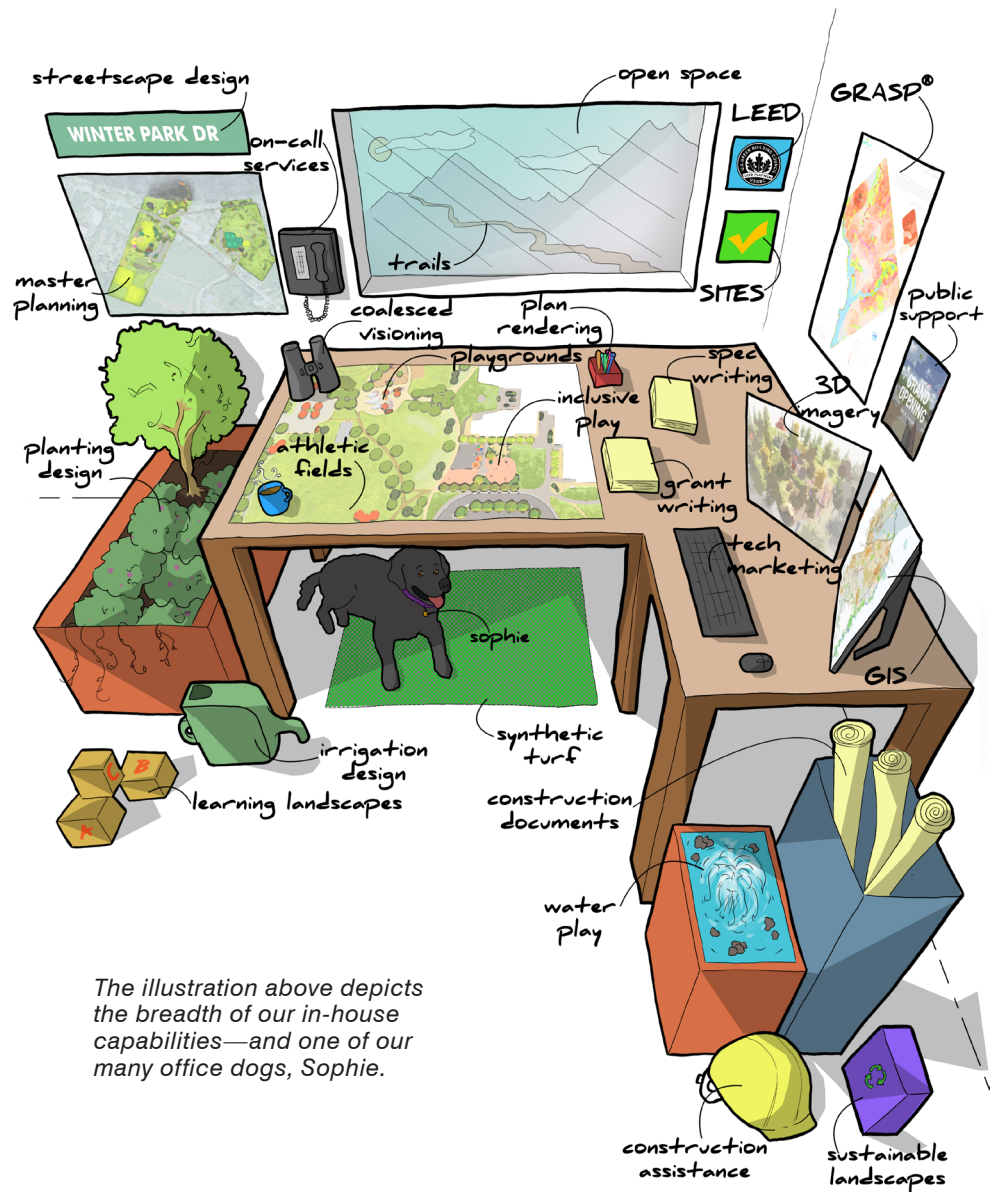
OPEN
SPACE

Firm Capability Company Resources

We have the capacity to perform the scope of services as described in RFP 2019-004 dated May 20, 2019 RFP. We have a staff of 12 full-time employees includes licensed landscape architects, irrigation designers, FAA licensed drone pilots, a certified playground safety inspector, and a graphic designer.

We Have Decades of Experience

- 750 projects over 37 years
- 150 clients in 18 states
- 70+ industry awards



The illustration above depicts the breadth of our in-house capabilities—and one of our many office dogs, Sophie.

Award-Winning Landscapes

Along with numerous Governor's Awards for Excellence and a USA Today Reader's Choice Award for Top 10 Splash Pads in America, we have won over 70 awards from industry-leading institutions.

Our Services

Recreation Design

Recreation design has been the heart of our business since its founding in 1981. We create spaces that inspire, provide experiences that connect people with one another and nature, and tailor every project to the community it will serve.

Education Design

We are the most trusted landscape architect in Colorado and have been on design teams for hundreds of education projects. Architects and school districts rely on us to provide innovative schools, campuses, and athletic facilities for students from per-kindergarten to university settings.

Master Planning

Our master plans enable our clients to make sustainable progress on their long-term goals. We give them confidence to know they're taking the right steps in the right order to get the best outcome. Our innovative public facilitation helps communities achieve consensus and equity, giving residents a vision for a bright, inclusive future.

Community Identity

Communities across the Colorado Front Range set themselves apart with our branding, environmental graphics, streetscapes, and wayfinding.

Practice Philosophy

Project understanding and collaboration are at the foundation of everything we do. Our teams focus on quality, continuous improvement, and client involvement throughout every project. We create understandable design documents and complete, clear master plans.

Firm History

We are a woman-owned small business led by President Carol Henry and Principals Shanen Weber and Erik Spring. Founded in Boulder, Colorado, and now based in Lafayette, we have almost 40 years of recreation, education, master planning, and community identity design experience.

Years in Business

We were founded in 1981 and have operated successfully in Colorado for over 37 years.



Jewell Wetlands. These 50-acres of cottonwood groves and wetlands in Aurora provide a refuge for owls, hawks, and foxes. Accessible crusher fine trails loop the site, and boardwalks lead to an observation deck overlooking the extensive wetlands area. Our team extended a grove of willow trees, widened a channel to blend with the native landscape, and created a detention pond. Fulfilling the vision of Aurora and the surrounding neighborhood, we preserved the area's natural character.

Shanen Weber, PLA

Principal-in-Charge



Qualifications

Shanen uses a holistic approach to planning and design and is mindful of every detail of the landscape in which she works. She is known for developing successful working relationships with clients and collaborates with them to establish a vision for each project. With over 25 years of experience, Shanen's skills span from master planning and public facilitation to construction documents and site administration.

Relevant Experience

Certifications

Colorado Registered
Landscape Architect
License #503, 2008

Education

B.S., Landscape Architecture
Colorado State University
Fort Collins, Colorado

Industry Experience

25 years

Master Planning + Wayfinding Design

Boyd Lake State Park
Loveland, Colorado

Eleven Mile State Park
Lake George, Colorado

Highline Lake State Park
Loma, Colorado

Johnson + Wales University
Campus master plans

Parks, Trails + Open Space
Master Plan
Meeker, Colorado

Park + Recreation Strategic Plan
Strasburg, Colorado

Schofield Farm + Open Space
Erie, Colorado

Stagecoach State Park
Steamboat Springs, Colorado

Stanley Park
Estes Park, Colorado

Star Meadows Park
Erie, Colorado

Town Center Park
Superior, Colorado

Trails Wayfinding Plan
Erie, Colorado

Park + Recreation Design

Athletic Complex
Fairplay, Colorado

Centennial Park
Rifle, Colorado

Deerfield Regional Park
Rifle, Colorado

Eldorado Park
Superior, Colorado

Founders Park
Superior, Colorado

Paintbrush Park
Meeker, Colorado

Raffety Park
Granby, Colorado

Snow Mountain Ranch Family
Adventure Park
YMCA of the Rockies,
Winter Park, Colorado

Star Meadows Park
Erie, Colorado

Town Park
Meeker, Colorado

Ute Park
Meeker, Colorado

Wildflower Park
Superior, Colorado



DESIGN
CONCEPTS



Carter Marshall, PLA

Project Manager



Certifications

Colorado Registered
Landscape Architect
License #1229, 2017

Education

Master of Landscape
Architecture
University of Colorado-Denver
Denver, Colorado

Master of Urban Design
University of Colorado-Denver
Denver, Colorado

B.A., Anthropology
University of Colorado-Boulder
Boulder, Colorado

Industry Experience

9 years

Qualifications

Carter brings a passion for nature, fascination with humanity, and strong artistic sensibilities to his work. These and his many years experience inform his design as he creates beautiful built environments. His professional expertise includes team management, master planning, GIS analysis, public facilitation, conceptual design, planting design, construction documentation, and cost estimation.

Relevant Experience

Park + Recreation Design

Community Park + North
Ballfield Complex
Strasburg, Colorado

County Fairgrounds +
Regional Park
Arapahoe County, Colorado

Gateway Park
Nederland, Colorado

North 40-acre Property
Strasburg, Colorado

Prospect Park
Wheat Ridge, Colorado

South 40-acre Property
Strasburg, Colorado

Village East Park
Windsor, Colorado

Wheelock Park
Keene, New Hampshire

Wulf Park Redevelopment
Evergreen, Colorado

Master Planning

Recreation Systems

Arapahoe County, Colorado

Commerce City, Colorado

El Paso County, Colorado

Erie, Colorado

Lafayette, Colorado

Springfield, Illinois

Stafford County, Virginia

Strasburg, Colorado

Widefield School District

Wheat Ridge, Colorado

Windsor, Colorado

Land Use Plans

Lyons, Colorado

Trails

Arapahoe County, Colorado

Commerce City, Colorado

El Paso County, Colorado

Erie, Colorado

Lafayette, Colorado

Nature Kids Discovery Zone

Windsor, Colorado

Wheat Ridge, Colorado



DESIGN
CONCEPTS



Firm Overview

Public Research Group

Name of Firm

Design Perspectives, Inc.

Address

1280 Iroquois Avenue, Suite 110, Naperville, IL 60563

Phone: 630.428.3134 / Fax: 630.428.3159

Contact Person

Tod J. Stanton, ASLA

630.428.3134

Tstanton@design-perspectives.net

Web Address

www.design-perspectives.net

Firm Background

History of the Firm: The firm has a focus on public sector work since its inception

Years in Business: 16

Type of Ownership: Corporation, Tod J. Stanton as sole owner

Type of Organization: Private Consulting Practice

Size of Firm: Small consulting practice with four professional staff

Professional Affiliations: Trade related

About Us

Discover Design Perspectives and gain a whole new point of view. Whether your project requires creative planning or just needs an imaginative place for fun, our process leads to improved use of recreational spaces. You'll work with a dynamic professional team that meets deadlines, thrives on challenge, is detail orientated, budget sensitive and creative from the ground up.

Our Story

Design Perspectives, Inc. is a full-service, client-orientated landscape architecture and consulting firm that integrates creative and effective solutions with a common sense approach. We are committed to listening, understanding and developing successful outcomes for each project that we embark upon.

We are a trusted design firm serving both local and national clients. Our staff of experienced professionals works with both the public and private sector in developing projects from initial concept through construction administration. We take pride in offering a wide range of comprehensive services that allow us to assist clients in each stage of their project's development.

The foundation of our growth stems from a solid work ethic, innovative problem solving, and creative design process. We are delighted to work with both returning and new clients who rely on us for achieving outstanding results. We look forward to continued growth, fresh challenges, and the new opportunities ahead.



Design Perspectives INC.
Grounded in Creativity



Service Offerings

As a full-service consulting firm, we offer a number of additional services that our clients frequently request. From facilitating meetings between local community leaders and their constituencies, to gathering information through public surveys, we lead our clients confidently through the maze of decision making. The end result is to equip our clients with the necessary information or insights needed to achieve excellent results. We are pleased to offer the following services:

- Site Selection Analysis & Building Feasibility Studies
- Market Position & Revenue Analysis
- Comprehensive Park & Recreation Master Planning
- Park & Playground Design
- Grant Writing
- Site Master Planning
- Streetscape & Urban Design
- Green Roof Planning
- Conservation Stormwater Design



Landscape Architecture

The art and science of Landscape Architecture is at the heart of every design project we undertake. Designing the places and spaces in which we live, work and play. Design Perspectives' broad spectrum of built work has allowed us to establish a reputation for a creative approach that produces a clean, finished design with lasting value to our clients.

Park & Recreation

The end result of park and recreational planning ideally yields a place of fun, beauty, safety, and convenience. Make certain the journey goes smoothly, from start to finish, with the expertise and experience of Design Perspectives. Our professional staff can provide:

- Comprehensive Park & Recreation Master Plans
- Site Park Master Planning
- Playground Design
- Grant Writing
- Athletic Field Design & Engineering
- Community Needs Assessment
- Capital Improvement Planning

We understand the relationships between the public, elected officials, and administration. This allows us to craft a unique and successful approach that satisfies even the savviest community residents.

Environmental Design

"Going Green" can be a vital element that brings lasting value to the overall success of a site plan. Some key components for consideration and integration into a project include open space protection, water conservation, energy efficiency, and using materials which are beneficial to the environment.



Tod Stanton

Senior Partner + Project Manager



Tod J. Stanton, ASLA, CLARB

Design Perspectives Inc. | President, Principal in Charge & Project Manager

Tod is a licensed landscape architect with over twenty five years of experience in design, planning and project management. He founded Design Perspectives, Inc. to provide creative solutions for complex problems facing clients today. He provides a team based common sense approach to the issues surrounding the project. He has been involved in projects throughout the United States as well as abroad. He has extensive knowledge of both public and private sector project types. He has an extensive work history with a wide variety of park & recreation agencies.

His role on all projects within Design Perspectives is to be the Principal-in-Charge with planning & design duties. In his spare time, Tod is an avid pilot who enjoys getting up in the wild blue yonder.

Licensure and Certifications

Licensed Landscape Architect – Illinois
Licensed Landscape Architect – Indiana
Licensed Landscape Architect, Wisconsin
Licensed Landscape Architect, Michigan
CLARB Certified Landscape Architect

Professional Memberships

American Society of Landscape Architects
Illinois Park and Recreation Association
CLARB - Council of Landscape Architecture
Registration Boards

Education

University of Georgia
School of environmental Design
Bachelor of Landscape Architecture

Aurora University
George Williams College
Master of Science in Recreation Administration

Focus Areas

Program Development & Assessment
Site & Environmental Analysis
Park & Recreation Design
Grant Writing
Feasibility Studies
Resource Management Plans
Corridor Studies
Comprehensive Park & Recreation Master Plans
Public Facilitation
Construction Documents

Needs Assessments
Master Planning
Site Design & Engineering
Cost Benefit Analysis
Golf Course Routing Studies
Planning & Design Guidelines
Operations Planning
Code Review & Outsourcing
Signage Design
Construction Observation

Letter to Town of Firestone

Staff Availability + Commitment

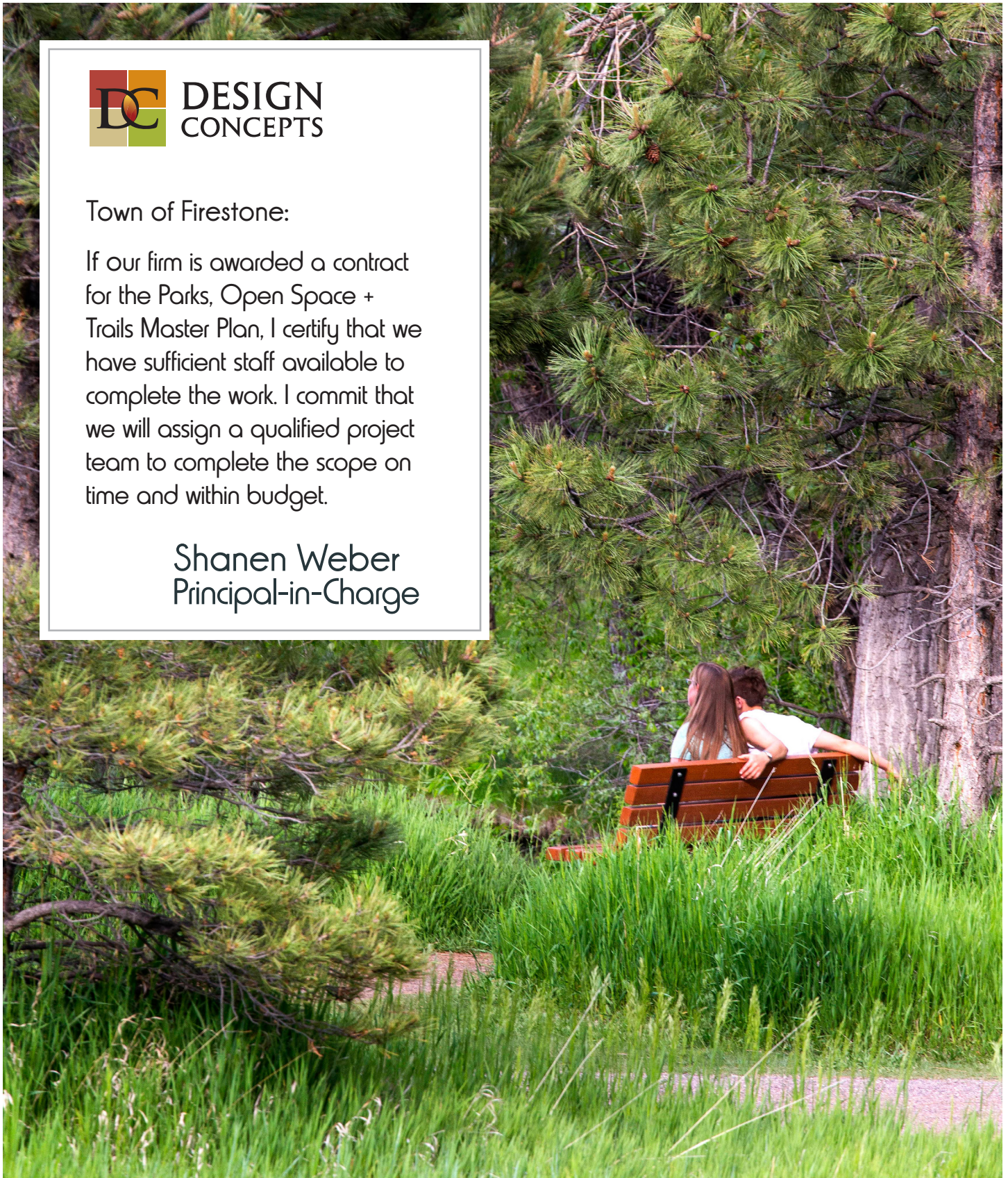


**DESIGN
CONCEPTS**

Town of Firestone:

If our firm is awarded a contract for the Parks, Open Space + Trails Master Plan, I certify that we have sufficient staff available to complete the work. I commit that we will assign a qualified project team to complete the scope on time and within budget.

Shanen Weber
Principal-in-Charge



Project Schedule

Our firm is able to complete the Scope of Work described in RFP 2019-001 on schedule.

Work Location

211 N. Public Road, Suite 200
Lafayette, Colorado 80026

303-664-5301

www.dcla.net



Beaver Ranch Park. This 450-acre public open space owned by Jefferson County Open Space and Beaver Ranch Community, Inc. has multi-use trails, facility rentals, disc golf, camping, and a dog park and zipline. Our master plan created a comprehensive long-term vision for the park, strategically guiding its development toward a natural environment with appeal for a wide range of visitors.

B Experience



Centennial Park | Rifle, Colorado

Relevant Experience

Parks, Recreation + Open Space Master Plan

Erie, Colorado

Project Overview

Our team worked with Town staff to develop the Park, Recreation + Open Space Master Plan Update. Our work included a system inventory with an assessment of park and open space accessibility.

We built on our understanding of Erie park's existing level of service to advance inherent opportunities and emerging needs of the community.

Client Reference

Farrell Buller, Deputy Town Manager
Town of Erie, Colorado
303-926-2792
fbuller@erieco.gov

Scope of Work

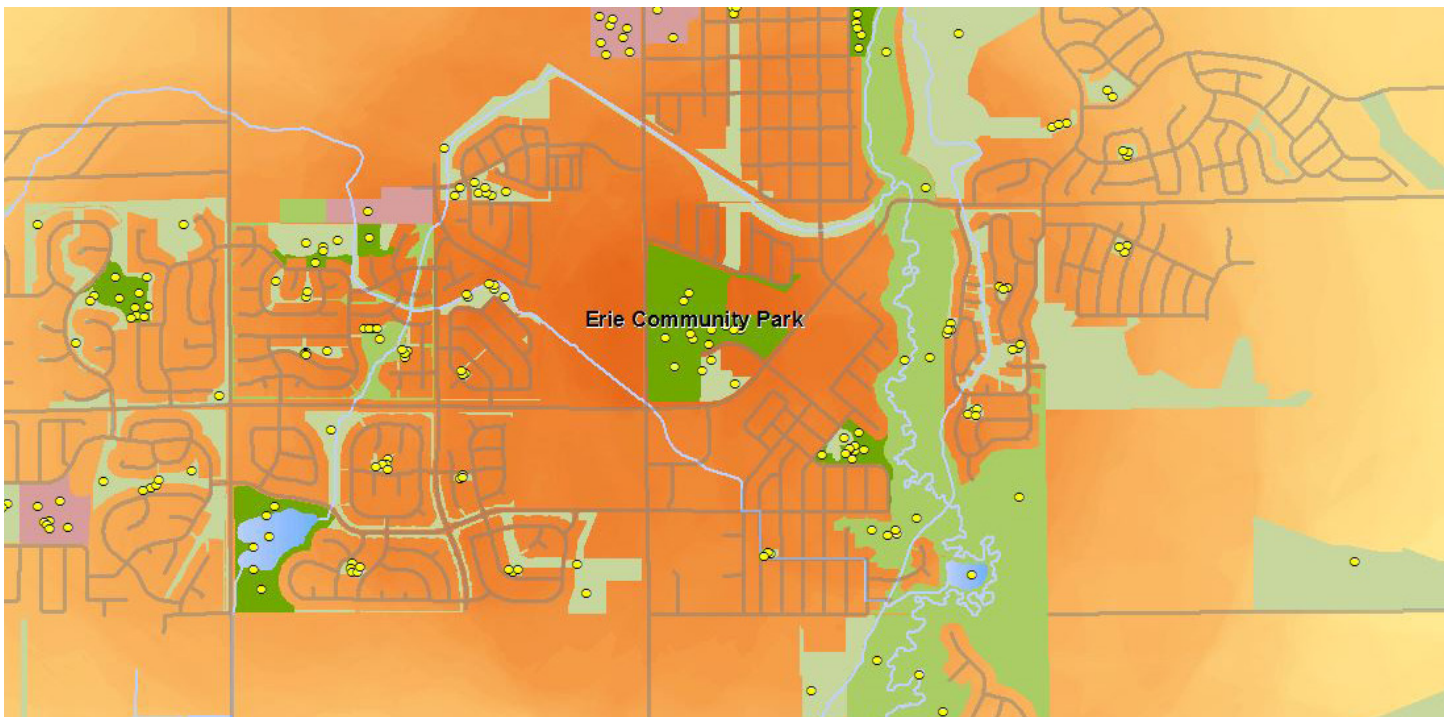
This plan included an inventory and assessment of all Town parks, open spaces, trails, and facilities. Alternative recreation providers in the area were also evaluated.

A citizen-focused needs assessment survey was conducted. Results were incorporated into recommendations for the final master plan update.

Working closely with the Town of Erie's staff, our project team developed recommendations for future land acquisition and development, and operational, maintenance, and organizational standards.

Our scope of work included:

- Visioning workshops
- Park system inventory
- Asset assessment
- Level of service analysis
- Recommendation and action plan



Parks, Recreation, Open Space + Trails Master Plan Update

Lafayette, Colorado

Project Overview

The Parks, Recreation, Open Space and Trails Master Plan Update examined recreational lands, assets, and programs in Lafayette, Colorado. The plan serves as a road map to establish a proper balance of recreational use areas, trails, and natural resources. Using multiple tools, including community input and component-based GIS mapping, the plan provides a clear picture of public lands and trails.

Scope of Work

Our scope of work included:

- Capital planning
- Circulation and connectivity visioning
- GIS mapping and analysis
- Site inventory and assessment
- Recreational use assessment
- Trailshed analysis

Client Reference

Monte Stevenson, Director
Parks, Recreation + Open Space
Town of Lafayette, Colorado
303-661-1306



Parks, Recreation + Culture Master Plan

Windsor, Colorado

Project Overview

This update of Windsor's Parks, Recreation + Culture Master Plan was a system-wide assessment with a long-range approach. The plan provided direction for future decisions over 15 – 20 years.

Client Reference

Wade Willis. Parks + Open Space Manager
Windsor, Colorado
wwillis@windsorgov.com
972-674-2434

Scope of Work

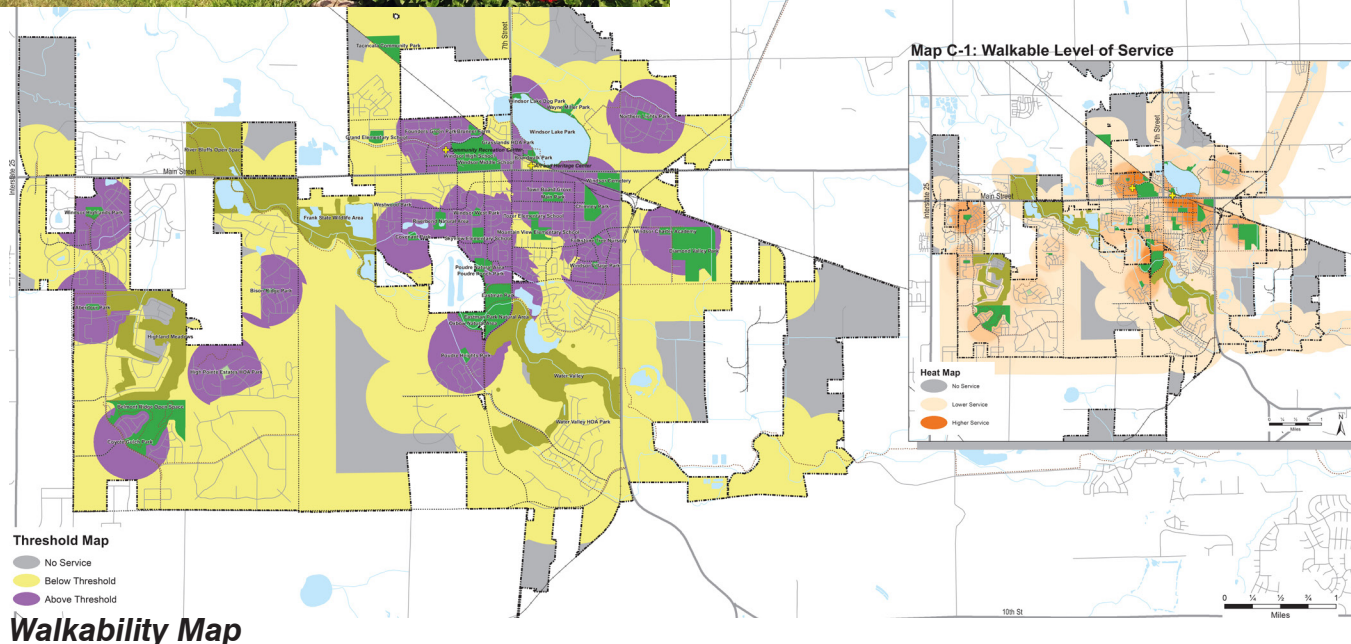
Our master plan drew analytical comparisons with findings of the previous plan (which our team had also completed) to understand how the system had evolved. It provided site-level recommendations to improve system performance. The plan serves as a visioning document to guide staff and leadership as Windsor continues to build and established a legacy of sustainability.

Our scope of work included:

- Asset assessment
- Level of service analysis
- Long-term strategy
- Park system inventory
- Site-specific improvement recommendations



Demonstration Garden



Raffety Park

Granby, Colorado

Project Overview

After completing the **Parks + Trails Master Plan** for Granby, our firm designed Raffety Park as one of the first projects to be constructed.

It has panoramic views overlooking the Town and shares recreational amenities with neighboring Middle and High schools.

Client Reference

Julie Martin, Recreation Director
Granby, Colorado
jmartin@townofgranby.com
970-887-3961

Scope of Work

In keeping with the natural and cultural characteristics of Grand County, Raffety Park uses mountain ranch architecture. It has a multi-generational play area reflecting the local aspen groves, plazas and gathering spaces reflecting the railroad industry, and a natural play area that highlights indigenous wildlife.

Some of the unique design features include a year-round synthetic ice rink and a field house that will provide restrooms, meeting spaces, and an entry to an existing soccer dome. Special consideration was taken to screen the soccer dome so mountain views were maintained.



Parks + Recreation Strategic Plan

Strasburg, Colorado

Project Overview

Strasburg, Colorado, is a bedroom community for people who desire a small town lifestyle close to Denver. The Strasburg Metropolitan Parks + Recreation District hired our team to produce a Strategic Plan to guide future recreation for the growing community.

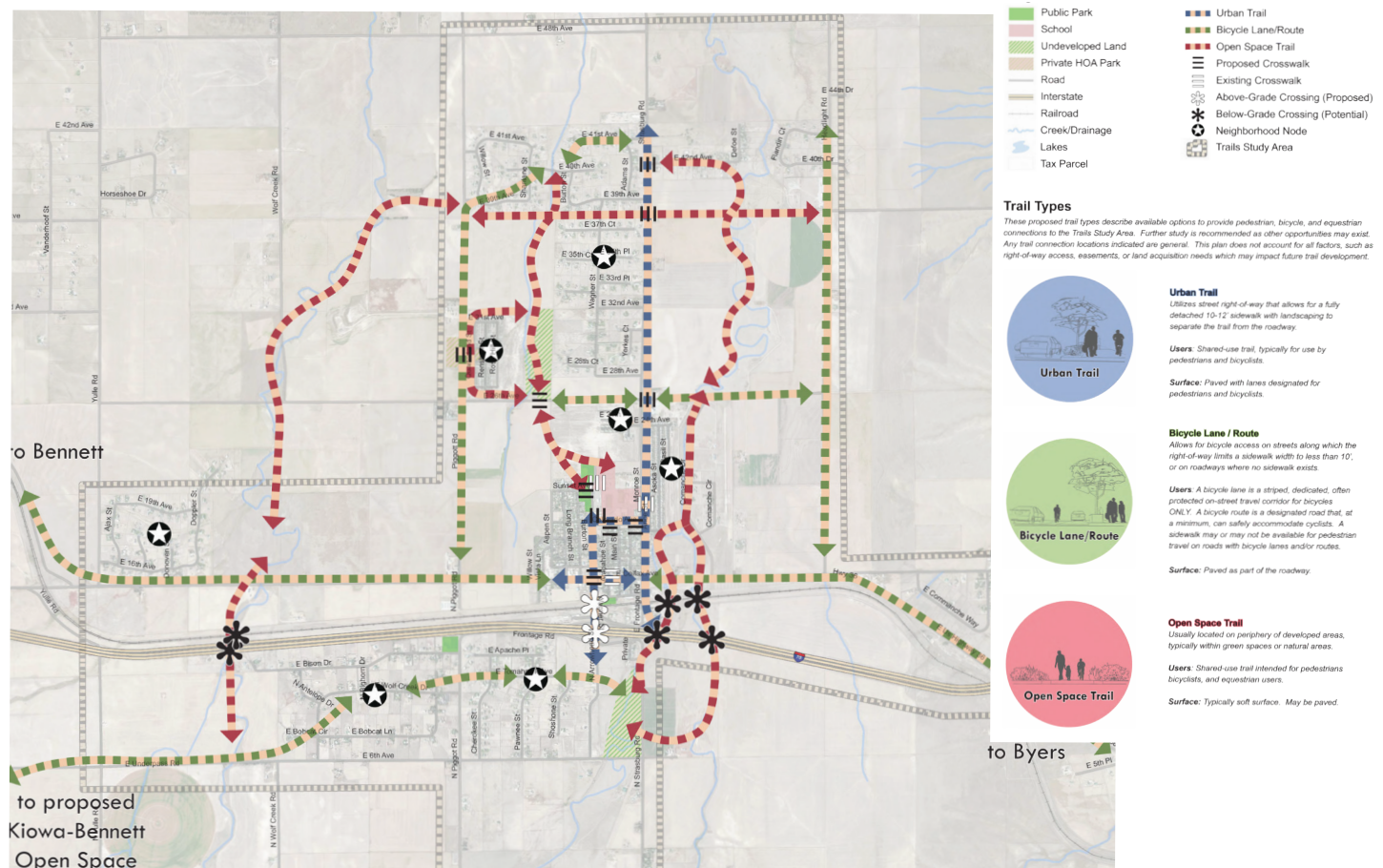
Our plan redeveloped an existing downtown park, planned a recreation center, designed two additional 40-acre sites, and created a trails master plan. The plan incorporated public input, outlined operations and maintenance feasibility, and elaborated on active transportation to ensure Strasburg becomes pedestrian- and bike-friendly as it grows.

Client Reference

Angie Graf, Parks + Recreation District Manager
Town of Strasburg, Colorado
303-662-4260
angie@strasburgparks.org

Scope of Work

- Trails system planning
- Recreation Center planning
- Site master planning
- Active and passive recreation
- Focus group engagement
- Operations and maintenance
- Public facilitation
- Policy review



Parks, Recreation, Open Space + Trails Master Plan Update

Berthoud, Colorado

Project Overview

Our team contributed to an update to Berthoud's Parks, Recreation, Open Space + Trails Master Plan.

Client Reference

Jeremy Olinger, Parks + Recreation Director
Town of Berthoud
970-344-5818
cfreese@berthoud.org

Scope of Work

- Trails system planning
- Site master planning
- Active and passive recreation
- Focus group engagement





Owner

Springfield Park District

Type

Comprehensive Parks & Recreation Master Plan

Services

Master Planning

Completion

June 2017

Reference

Mr. Derek Harms,
Executive Director
Springfield Park District
217.544.1751 x 1000

Springfield Park District 2017-2021

Comprehensive Parks & Recreation Master Plan

Springfield, Illinois

Design Perspectives in association with Public Research Group and Design Concepts worked with the 130,000 plus resident Park District located in our state capital. We performed all of the planning services for a new Comprehensive Parks & Recreation Master Plan. The Park District was anxiously searching for answers for the future centering on parks & facilities expansion, renovation and possible closure of non-essential services and spaces. A keen eye towards improving recreation programming was a vital piece of the planning direction as well as a capital improvement planning based on community insight for the next five years.





Owner

Plainfield Park District

Type

Comprehensive Parks & Recreation Master Plan

Services

Master Planning

Completion

December 2015

Reference

Mr. Carlo Capalbo,
Executive Director
Plainfield Park District
815.436.8812 x 15

Plainfield Park District 2016-2020

Comprehensive Parks & Recreation Master Plan

Plainfield, Illinois

Design Perspectives in association with Public Research Group, GreenPlay and Design Concepts performed all the planning services for a new Comprehensive Parks & Recreation Master Plan. The previous plan was developed in-house five years ago and lacked understanding as to the critical recreational needs of the community and a detailed action plan to advance one of the largest park districts in the state into a bigger thinking state of mind.

The scope of services included a recreational needs assessment, complete park and facility inventory, GRASP level of service, public input process, detailed capital improvement plan, specific goals and objectives with an action plan.

The Park District has been provided a different brand of comprehensive planning yielding an approach that will provide the base line data and decision making tools reflective of a large Park District operation with room to grow. Many decisions need to be made in terms of facilities and how capital investment can boost programming participation and revenue opportunities. The District has hired us to perform a feasibility study and additional research for a November 2016 bond referendum.





Owner

Lemont Park District

Type

Comprehensive Parks & Recreation
Master Plan

Services

Master Planning

Completion

July 2015

Reference

Ms. Louise Egofske, CPRP,
Executive Director
16028 127th Street
Lemont, IL 60439
630.257.6787 x 3010

Lemont Park District 2015-2019

Comprehensive Parks & Recreation Master Plan

Lemont, Illinois

The Studio GC/Design Perspectives team completed a master plan built upon the direction of the District's strategic plan. The District explored recreation programming and capital projects with an in-depth analysis of these core areas by the consulting team. The master plan updated and added goals and objectives to be advanced in the next five years. A significant milestone was becoming a Distinguished Accreditation Agency which was made possible in part by the master planning process.



**Owner**

Warrenville Park District

Type

Comprehensive Parks & Recreation Master Plan

Services

Master Planning

Completion

December 2014

Reference

Tim Reinbold CPRP
Executive Director
Warrenville Park District
35260 Warren Avenue
Warrenville, IL 60555
630.393.7279 x 304

Warrenville Park District 2015-2019 Comprehensive Parks & Recreation Master Plan

Warrenville, Illinois

Design Perspectives performed all planning services in-house for a recently completed Comprehensive Parks & Recreation Master Plan. The previous plan prepared by a national planning consultant produced a lack luster document leading to the need to work with Design Perspectives who had local expertise and a dedication for a plan that will get results.

The scope of services included a recreational needs assessment, complete park and facility inventory, public input process, detailed capital improvement plan, specific goals and objectives with an action plan.

The three main goals of the plan is to acquire new parkland for a sports complex and aquatic center, expand nature based recreation programs and develop new parks and facilities beyond the basics to include destination amenities throughout the Park District.



**Owner**

Rock County Parks Division

Type

Parks, Outdoor
Recreation & Open Space Plan

Services

Master Planning

Completion

February 2015

Reference

Mr. John Traynor,
Parks Manager
Rock County Parks
608.757.5451

Rock County 2016-2020 Parks, Outdoor Recreation & Open Space Plan

Janesville, Wisconsin

Design Perspectives in association with Public Research Group, completed a comprehensive plan update from our previous planning effort in 2010. Trails, both land and water, continue to be a focus of the park system due to the unique park locations and on-going request and support for trail enhancements.

The county park system continues to be at a crossroads between actively planning for the future and respecting the past. The scope of service includes conducting both statistically-valid random mail, telephone and email surveys, blending an analysis of the data sets, analyzing data from public input sessions and interest group meetings, preparing a 5 year Capital Improvement Program and shaping a goals and objectives with a strong implementation plan that will provide continued direction for the agency.





Owner

Rock County Parks Division

Type

Comprehensive Parks & Recreation
Master Plan

Services

Master Planning

Completion

December 2018

Reference

Mr. Mike Selep, MPS, CPRE
Executive Director
Mokena Community Park District
708.390.2410

Mokena Community Park District 2019-2023 Comprehensive Parks & Recreation Master Plan

Mokena, Illinois

Design Perspectives in association with Public Research Group & Williams Architects worked with the Park District on a Comprehensive Master Plan that included conducting a recreational needs assessment of the Park District community.

The assessment process included a community wide survey, Delphi committee, public meetings, focus groups and recommendations. The primary focus of the planning effort was to craft a re-connection on to the community in terms of understanding what they want the Park District to focus on in the future and a well balanced approach to make those improvements.



2018 Indoor Recreation Facility Survey

Village of Shorewood, IL

Community Size: 17,000

Description: The Public Research Group conduct a community survey focusing on a potential indoor recreation center. The outcome of our work was a strong community sediment for a new recreation center.

Contact: Mr. Chris Drey, Public Works Superintendent

E-mail: cdrey@vil.shorewood.il.us

2017 County Wide Survey & Assessment Services

Forest Preserve District of DuPage County, IL

Community Size: 950,000

Description: In conjunction with District staff that is leading the comprehensive planning effort, the scope of service included conducting both statistically-valid random mail and e-mail surveys, blending an analysis of the data sets, analyzing data from District staff, Commissioners & Interest Group meetings. We completed the work in April 2018.

Contact: Ms. Jessica Oretga, Landscape Architect Supervisor

E-mail: jortega@dupageforest.org

2017 Community Survey

City of Bloomington, IL Parks, Recreation & Cultural Arts Department

Community Size: 80,000

Description: The Public Research Group conduct a community survey focusing on citywide park and recreation services as part of a 2018 Comprehensive Parks & Recreation Master Plan.

Contact: Mr. Eric Veal, Assistant Director

E-mail: eveal@cityblm.org

2015 Community Services Survey

City of La Quinta, CA

Community Size: 40,000

Description: The Public Research Group was recently retained by the City of La Quinta to conduct a community services survey focusing on citywide park and recreation services..

Contact: Mr. Tustin Larson, Analyst

E-mail: tlarson@la-quinta.org

2014 Resident Survey

The Woodlands Township

Community Size: 95,000

Description: The Woodlands was the first master planned community in the United States and is now one of the finest examples in the country. Public Research Group was retained to complete the resident survey covering all aspects of life within The Woodlands. The goals was to complete nearly 1,300 survey responses in a stratified random sample within the 10 major villages that make up the community.

Contact: Ms. Mary Connell, Community Relations Manager

E-mail: MConnell@thewoodlandstowship-tx.gov

Farrell Buller

Town Administrator
Town of Erie, Colorado
303-926-2792
fbuller@erieco.gov

Star Meadows Park

Neighborhood park with central gathering plaza, custom picnic shelters, game tables, seat walls, swing benches, and contemporary play areas that accommodate all ages and abilities.

Erie Community Park

Community park with amphitheater, civic green, adventure playground, picnic grove, softball complex, multi-use field, tennis courts, and nature trails linking to Town walking paths.

Trails Wayfinding Master Plan

Comprehensive master planning services and construction documents that include plans,

Monte Stevenson

Director, Parks, Open Space + Golf
City of Lafayette, Colorado
303-661-1311
montes@cityoflafayette.com

Parks, Recreation, Open Space + Trails Master Plan Update

Master plan encompassing recreational lands, assets, and programs, capital planning, visioning, GIS mapping and analysis, site inventory, site and recreational use assessment, and trailshed analysis.

Nature Kids Discovery Zone

Master plan with educational features, natural play elements, and an outdoor community gathering, including extensive stakeholder involvement.

Julie Martin

Recreation Director
Town of Granby, Colorado
970-887-3961
jmartin@townofgranby.com

Parks, Trails + Open Space Master Plan

Framework for enhancement of park and recreation programs, services, and facilities for the following five years.

Raffety Park

Neighborhood park sharing a site with elementary school featuring nature play and educational elements, trails, restrooms, and shelters.

Angie Graf

Parks & Recreation District Manager
Town of Strasburg, Colorado
303-662-4260
angie@strasburgparks.org

Strasburg Strategic Plan

Master plan for parks, recreation center, and trails, and active and passive recreation.

Eric Lucas

Director of Parks, Recreation + Culture
Town of Windsor, Colorado
970-674-3523

Parks, Recreation + Culture Master Plan

System-wide assessment with a long-range approach, providing direction for future decisions over 15 – 20 years.

Village East Park

Community park with numerous play options, gathering areas, landforms, and park lighting.



Project Understanding, Approach + Schedule



Project Understanding

We understand the Town of Firestone seeks a consultant to:

- A. Review planning and policy documentation.
- B. Inventory all existing parks, open space and trails, and assess based on Parks Division GIS format and attribute standards.
- C. Identify and map planned parks, open space and trails.
- D. Create a classification system for park lands.
- E. Establish standards for parks, open space and trails infrastructure based on recognized guidelines.
- F. Benchmark standards for Level of Service based on municipal providers in the region.
- G. Develop recommendations and priorities for costs, potential funding mechanisms, and other relevant considerations for:
 - a. Planning of future park, open space, and trails
 - b. Land dedication criteria
 - c. Future development patterns
 - d. Capital and life-cycle planning
 - e. Maintenance standards
 - f. Operational costs
 - g. Plan implementation
 - h. Public/private partnerships
 - i. Updates to Town design criteria and construction regulations
 - j. Park impact fees
 - k. Funding and financing strategies
 - l. Actionable planning
 - m. Integration with the public arts program
 - n. Any other relevant considerations
- H. Facilitate stakeholder and public input to include:
 - a. Regular staff meetings
 - b. Board of Trustees meetings
 - c. PTRAB/Advisory Board meetings (four total)
 - d. Opportunity for Planning Commission comment
 - e. Public input as envisioned by the consultant
- I. Provided deliverables to included:
 - a. Agreed upon scope and schedule
 - b. Regular project progress reports
 - c. Findings summaries
 - d. Presentation materials
 - e. Initial Draft Master Plan
 - f. Final Draft Master Plan
 - g. Final Master Plan
 - h. All project documents to included research material, photographs, illustrations, GIS databases (LGIM format), etc. and the final Master Plan in PDF format on a flash drive for Town of Firestone

Project Approach

Task 1: Project Kick-off

Project Kick-off

Upon selection our team will meet with the Town's Project Manager and staff to formalize and outline a Work Plan including agency goals & objectives accepted methodologies, number and types of meetings, and expected quality and formats for deliverables, and agreement on the implementation strategies. Stakeholders and potential partners will be identified. We will set a timeline for public involvement, analysis, recommendations, and all preparation of work products.



Anemone Hill Trail. Anemone Hill in Boulder is an historic and treasured land parcel. We were hired to lead the delicate process of designing a new purpose and vision for the site. Stakeholders included the Open Space Board, City Council, Mountain Bike Alliance, citizens, and community groups. We provided conceptual trail designs and alternatives and the final plan, approved through public process, included trailheads within walking distance of the City.

Task 2: Evaluation + Assessment

Planning + Policy Review

We will review relevant Town of Firestone planning and policy documents to inform our efforts on the Master Plan.

Demographic Trends

Members of our team are experts in interpreting demographic trends and the impacts of these on park and recreation needs. We will portray the results of our analyses in ways that are easy to understand, but highly representative of the actual and projected trends, growth, and levels of service.

Inventory + Analysis

The inventory of existing Town parks, open space, and trails will be conducted using GIS (Geographic Information System) applications. Our firm has developed sophisticated methodologies for conducting inventories of park and recreation systems and has traveled around the country applying these techniques. Our approach is customized to each client to be as elaborate or streamlined as needed. We will assure a complete, thorough, and dynamic inventory that can be readily updated and used for purposes well beyond this project. Final data will be provided in geodatabase or shapefile format. The inventory will contain information on the features and characteristics of each site. Data gathered will can be both qualitative and quantitative, so that Firestone staff will know not only what they have, but also how well it serves citizens.



Land Use + Management Plan. The flood of 2013 devastated Lyons, Colorado, but its aftermath has created a unique opportunity for the town. The small community acquired 20 acres of land through federal hazard mitigation buy-out programs and dedicated it for recreational and open space use. We led their planning process, transforming citizen input into social, natural, and economic realities. The plan detailed the community vision, outlined capital costs, built a budget for operations and maintenance, and highlighted potential funding sources. Our accompanying Neighborhood Licensure Program and its accompanying handbook won the American Planning Association's Colorado Merit Award for Community Resiliency in 2018.

Inventory data will be analyzed and mapped to show recreational level of service in Firestone. This is particularly useful in defining walkability to parks and open space and identifying 'gap areas', parts of town that may be under served.

Classification

Design Concepts will assist Town staff to develop a classification system for parks and open space areas based on size and use.

Benchmarking

We will assist the Town in selecting an appropriate set of communities to benchmark against and collect the data needed to complete this task. We will also refer to any available National Parks and Recreation resources, typically found in the annual Field Report, to inform development of standards in the Town of Firestone.

Needs Assessment

A variety of techniques are available for determining the needs, interests, and satisfaction levels of the citizens of Firestone. Workshops, focus groups, and stakeholder meetings are among the important and effective ones. Public meetings and presentations will be conducted as outlined in the RFP. We will facilitate a visioning session for Town staff and for Board members.

Programming Appraisal

Our team will perform an analysis of program registration numbers, revenues, occupancy rates, success rate of classes, and inventory of programs and special events offered by the Town of Firestone Parks & Recreation Division over a three-year period. The analysis will delineate between the agency's core and non-core programs, introduce concepts for the identification of program life cycles, and provide an overview of program cost assessment component and user fee analysis is included in this task.

Organizational Assessment

We will review the staff organizational structure and provide recommendations for improvement. An important step in the management of assets is to better understand the culture, environment and effectiveness of their organization.

Budget Development

We will review the current budget structure and explore future capital and operational budgets to meet the goals and objectives of the plan. Identification of potential alternative funding sources, including grants, foundations, gifts, sponsorships, fees, etc. will be part of the budget review.

Task 3: Recommendations + Implementation

Goals, Policies + Objectives

The plan will make recommendations based on the findings of the inventory and needs assessment phases of the project. This will include a clear set of goals, policies, and standards that can be used to prioritize needs, determine phasing and funding strategies, and develop strategies for implementation. This will include setting local standards for parks, open space, trails, and recreation facilities. It will also include recommendations for maintenance and renovation of existing facilities.

Action Plan

The action plan will include a phasing plan, Capital Improvements Budget, and funding strategies for short-, mid- and long-term improvements to the system.

Project Schedule

- Kick-off + Completion
- Planning
- Public Input
- Advisory Meeting

2019												
Task	Jul	Aug	Sep	Sep	Sep	Sep	Sep	Sep	Sep	Oct	Oct	Oct
Task 1: Project Start-up												
Project Kick-off Meeting	7/26											
Work Plan Development												
PTARB/Board of Trustees Introduction Meeting												
Task 2: Evaluation + Assessment												
Planning + Policy Review												
Demographic Trends												
Inventory + Analysis												
Classification												
Benchmarking												
Needs Assessment												
Programming Appraisal												
Organizational Assessment												
Budget Development												
Visioning Meeting												
Task 3: Recommendations + Implementation												
Goals, Policies + Objectives												
Action Plan												
PTRAB Briefing												
Initial Draft Master Plan												
PTRAB Briefing												
Final Draft Master Plan												
PTRAB/Board of Trustees Review Meeting												
Final Master Plan												
Board of Trustees Presentation												
Project Completion												

[illegible]

Key Challenges

Every project has challenges and constraints. Below are some challenges we anticipate along with initial solutions.

Challenge

Produce an accurate and defensible needs assessment.

Solution

A multi-pronged approach to public input including 'piggy backing' community events such as the Food + Flick Fridays or Firestone Art + Music, along with traditional focus group, a community forum, statistical survey, and an online web map engagement tool.

Challenge

Build a GIS database framework that will serve Firestone in future operations and property management that also captures data to use in a complete and accurate inventory and level of service analysis.

Solution

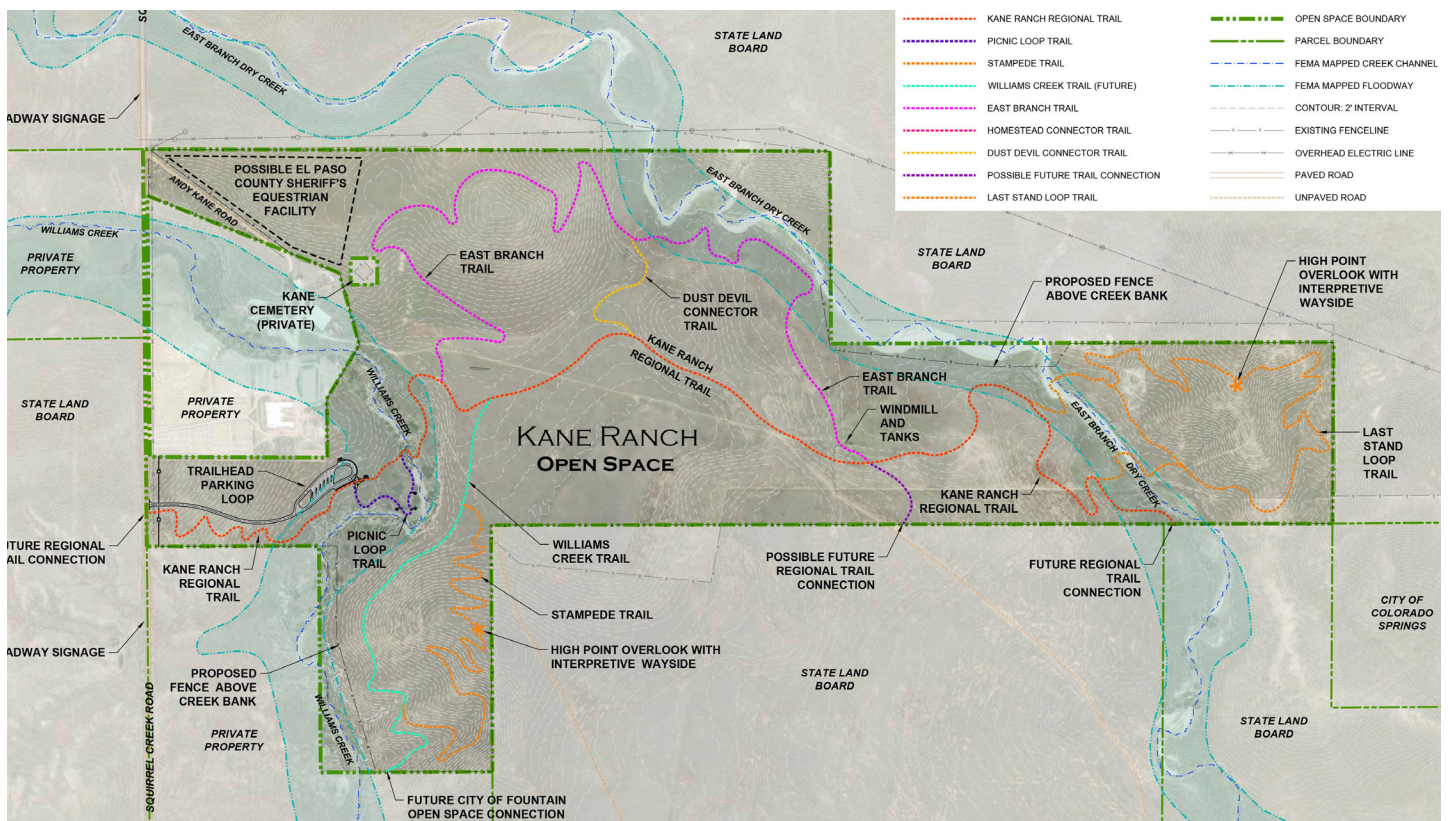
Close collaboration with staff and the Town GIS consultant along with our team expertise on asset management and recreational inventory and assessment will produce a viable tool that meets current needs and may be adapted or amended in the future.

Challenge

Develop a realistic, implementable action plan.

Solution

Take a close look at programming, organizational structure, and budgeting as a lens to understand how internal tasks may be accomplished to meet objectives, and objectives met to achieve goals in short-, mid-, and long-term timeframes. Utilize our extensive built work experience to provide realistic expectations for funding and capital improvements.



Kane Ranch Open Space. Our team was chosen to provide an open space master plan for this 440-acre undeveloped parcel of the former Kane Ranch. The land is open prairie landscape with intermittent creeks and distant mountain views. Our scope included a trailhead, mixed-use trail system, and wayfinding and interpretive elements.

Additional Value-Added Tasks

Task 2: Evaluation + Assessment

Optional Service: Asset Management Data

As part of the inventory process a complete dataset of Firestone assets in parks and open spaces can be compiled to include elements not typically accounted for in a Master Plan. Park benches, picnic tables, signage, and other essential improvements can be geo-located and referenced to integrate with existing Town asset and capital improvement spreadsheets and resources.

Optional Service: Alternative Providers

With HOA owned and maintained parks as an important reality in Firestone, along with Carbon Valley Park and Recreation District facilities, additional GIS data can be gathered and analyzed to reveal the effectiveness of these partnerships and highlight areas for improvement. We also recommend that the Town conduct a statistically-valid survey to accurately quantify and document needs. This provides evidence based,

justifiable input and helps lend credibility to gain acceptance and support for the Master Plan. We believe a survey is a valuable tool to provide validity to any decision that could impact the community. By using this tool, staff and elected officials can feel confident about making decisions based on real, relevant data.

Statistically Valid Survey

We also recommend that the Town conduct a statistically-valid public input survey to accurately quantify and document needs. This provides evidence based, justifiable input and helps lend credibility to gain acceptance and support for the Master Plan. We believe a survey is a valuable tool to provide validity to any decision that could impact the community. By using this tool, staff and elected officials can feel confident about making decisions based on real, relevant data.

**These additional value-added services can be provided to augment the scope of work detailed in RFP 2019-004 for an additional fee to be negotiated.*



St. Vrain Greenway. Our team completed the construction documents for multiple phases of Longmont's city-wide trail system, St. Vrain Greenway. This 1.9 mile extension of new trail corridor along St. Vrain Creek includes four bridges and an underpass. The greenway runs between three ponds, used for wildlife viewing, dog park access, and fishing. We also facilitated public meetings for a new park and a section of controversial trail along a mobile home park. The project involved coordinating access with multiple owners and a ditch company.



Public Process. Our firm is known for our innovative and customized approaches to the public process. Last summer our team set up a booth at the Erie Farmer's Market to share conceptual designs for Erie Community Park and gather community feedback. We displayed image boards, provided comment cards, butcher paper for sketching, coloring pages, sidewalk chalk—and popsicles! We talked to many people and heard great ideas about the park design. The easier we make it for people to participate, the more data we collect and the more varied opinions we hear.

Stakeholder Engagement: A Proven Plan for Success

Step 1: Focus on Consensus

Achieving broad-based consensus requires an inclusive approach, so our first step will be to include your key stakeholders early in the planning process.

Step 2: Prepare

To solicit the most useful input, we will educate Staff members and stakeholders about any topics for which they may need detailed information. We get the most accurate and helpful feedback when we ask about specific challenges and constraints.

Step 3: Engage

The meetings will begin with a brief project introduction, then we will invite everyone to engage in the process.

Step 4: Share Successes

People want to see the outcome of their efforts. We will provide reviews of the Parks, Open Space + Trails Master Plan, to:

- Assure participants we have heard everyone's comments.
- Help participants visualize how ideas translate into design using plans, sketches, and computer modeling.
- Collect additional input.
- Build support around a shared and positive vision.

Pro Tip!

The secret of our successful stakeholder engagement is simple: we listen! The most successful and rewarding projects are a true collaboration, and our best planning tool is our ability to listen.

D Quality Control



Bayou Gulch Regional Park | Douglas County, Colorado

Quality Control

Continual Improvement

Quality control is paramount in our design process. We create understandable documents focused on clear and complete construction documents. The quality, detail, thoroughness, and coordination of our master plans are well known throughout the industry. We embrace continuous improvement and refine our procedures to provide service that matches your needs.

Team Meetings

Our process begins with a project team kick-off meeting so we can understand your vision, goals, process, and budget constraints. The kick-off meeting will include your team, our Principal, Project Manager and assigned staff, and any sub-consultants.

Between submittals, we conduct regular team meetings (weekly or even sometimes daily) and perform interim checkset reviews. All documents are checked for accuracy and clarity.

Staff Support + Flexibility

Our office is structured for flexibility so we can shift resources as needed. The team included in this proposal will remain active and integral from start to finish, but we will enlist additional support as needed. Everyone on our team is encouraged to immediately seek support they need so issues are resolved quickly.

Project Management Software

We use the Asana project management tool to track tasks, staffing resources, and project schedules. With this software, everyone is aware of project status at all times. Our workload is transparent within our office so information is never isolated to a single person or team.



Our quality control procedures and our commitment to continual improvement enable our team to meet every client expectation and project schedule.

Standard Agreement



Carmody Park | Lakewood, Colorado

Exceptions + Clarifications

We have no exceptions or clarifications to the Standard Agreement included in RFP 2019-004.



Animas River Trail. This seven-mile trail is the centerpiece of Durango's trail system. It provides access to parks, open spaces, and community destinations. Our team worked with environmental and civil engineers to design a pedestrian bridge and several portions of the trail. Efforts included environmental studies, condition analysis, and preparation of trail alignment alternatives.



Appendix



Fossil Creek Park | Fort Collins, Colorado



TOWN OF GRANBY
Zero Jasper Avenue
P.O. Box 440
Granby, Colorado 80446-0440

Phone (970) 887-2501

Fax (970) 887-9347

June 12, 2019

To Whom It May Concern;

I am pleased to present this letter of recommendation for the work that Design Concepts performs with regards to Parks and Recreation Master Planning, as well as Park Design and Construction. In 2010, the Town of Granby hired Design Concepts to complete a Parks and Recreation Master Plan. Design Concepts hand selected a team including Greenplay, LLC to perform a very comprehensive Parks and Recreation Master Plan for the Town of Granby. They demonstrated excellent public facilitation skills, community outreach and consensus building throughout the entire master plan process. Design Concepts was also very customer service driven, and demonstrated outstanding communication and presentation skills at all times. The final master plan product is a working document that has since been used for several Town of Granby improvements, policies, and projects, including our newest park, Raffety Park.

After the completion of the Master Plan project, we chose to employ Design Concepts to complete a Design Development Plan (DDP) for Raffety Park, a five-acre under-developed park located between two schools in Granby. This plan included four park site plans, which was followed by construction documents and, finally, construction of Raffety Park. The DDP included phasing and cost estimating that we were able to then use as leveraging agents for grant funds. I'm happy to report, that, thanks to efforts of Design Concepts, and in particular, Shanen Weber, the Town of Granby was able to open a beautiful, innovative, functional park in 2018, complete with a multi-age playground, landscaping, parking, playground plaza, tennis courts, parking lots, and picnic areas.

Throughout the nine years that the Town of Granby has worked with Design Concepts, I have found their integrity, communication, and leadership to be second to none. I have thoroughly enjoyed working with this company, and intend to employ them for future parks and recreation needs in our community.

Sincerely,

Julie Martin
Recreation Director
Town of Granby
PO Box 440
Granby, CO 80446
970-887-3961



June 13, 2017

Carter Marshall, PLA
Associate | Project Manager
Design Concepts
211 N. Public Road #200
Lafayette, CO 80026



Mr. Marshall:

It has been a pleasure working with Design Concepts. The planning process for the Land Use & Management Plan for the Deed-Restricted Buy-out Properties has been a truly unique and successful experience for the Town of Lyons. As a result of the flood recovery efforts stemming from the 2013 disaster, the Town of Lyons found itself in uncharted territory, having acquired 27 deed-restricted properties totaling over 20 acres. Since these newly acquired public properties could not be redeveloped, the Town needed a plan for the future use and management of these parcels and we needed some experts to help us.

Design Concepts delivered a thoughtful proposal which led to our fortunate selection of your firm. After a thorough community engagement process, you and your colleagues worked closely with Town staff to develop a multi-pronged approach to the challenges at hand. One critical component of the plan was to develop a licensing program where private individuals could take over the management of certain portions of public property in exchange for the use and enjoyment of said property. This is a one-of-a-kind program which will certainly serve as a model for other communities.

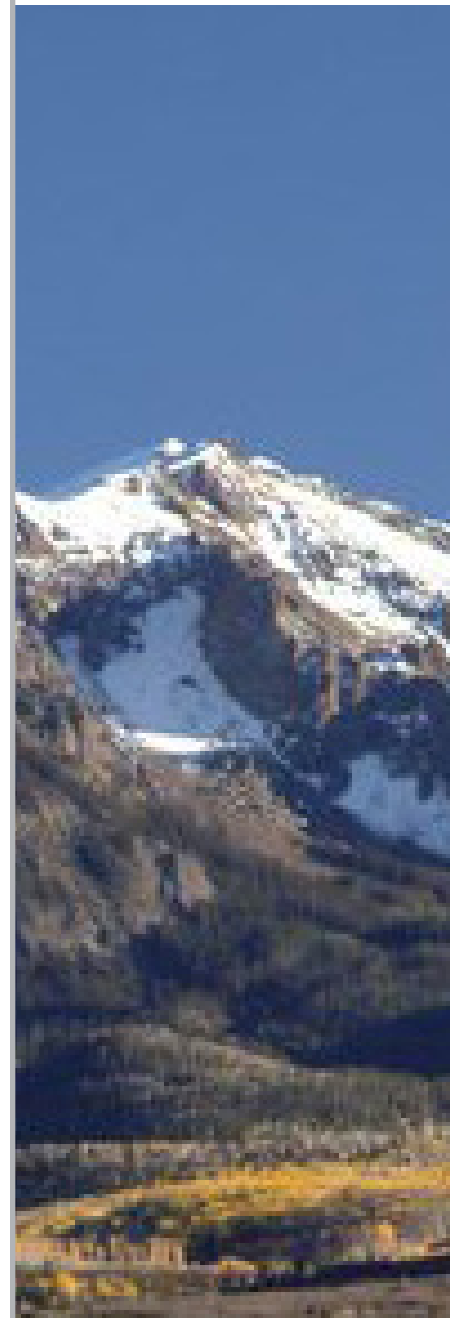
Lyons can be a challenging place for consultants to work, but Design Concepts was successful in managing expectations, addressing concerns and navigating the plan forward. You listened to the community in the wake of a natural disaster and produced a high quality set of deliverables that are context sensitive, sustainable and resilient. This plan will serve the community of Lyons for years to come. Thank you for all of the energy and attention that you put into this project. I highly recommend Design Concepts for any planning efforts of this nature.

Sincerely,

A handwritten signature in blue ink, reading "Matthew Manley".

Matthew Manley, AICP

Flood Recovery Planner, Town of Lyons

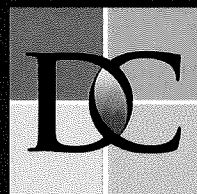


Lyons, Colorado





DESIGN
CONCEPTS



DESIGN
CONCEPTS

Firestone, Colorado

Fee Proposal

June 21, 2019

Proposed Fees

Task	Hours	Fee
Task 1: Project Start-up		
Project Kick-off Meeting	13	\$1,610.00
Work Plan Development	10	\$1,240.00
PTRAB/Board of Trustees Introduction Meeting	9	\$1,110.00
Phase 1 Subtotal	32	\$3,960.00
Task 2: Evaluation + Assessment		
Planning + Policy Review	20	\$2,200.00
Demographic Trends	19	\$2,080.00
Inventory + Analysis	149	\$16,440.00
Classification	18	\$2,130.00
Benchmarking	34	\$3,560.00
Needs Assessment	171	\$19,920.00
Programming Appraisal	58	\$7,290.00
Organizational Assessment	28	\$3,570.00
Budget Development	32	\$4,010.00
Visioning Meeting	40	\$4,680.00
Phase 2 Subtotal	569	\$65,880.00
Task 3: Recommendations + Implementation		
Goals, Policies + Objectives	48	\$5,920.00
Action Plan	38	\$4,850.00
Initial Draft Master Plan	65	\$7,590.00
Final Draft Master Plan	64	\$7,460.00
Final Master Plan	56	\$6,260.00
Project Completion	13	\$1,490.00
Task 3 Subtotal	284	\$33,570.00
Reimbursable Expenses		
Mileage		\$500.00
Printing		\$500.00
Scanning/Plotting/Mounting		\$500.00
Travel/Lodging		\$7,000.00
Reimbursable Expenses Subtotal		\$8,500.00
PROJECT TOTAL		\$111,910.00

Additional Value-Added Tasks

Asset Management Data	205	\$21,600.00
Alternative Providers	32	\$3,360.00
Statistically Valid Survey	104	\$12,980.00

Hourly Rates

Staff	Title	Hourly Rate
Design Concepts		
Shanen Weber	Principal	\$160.00
Carter Marshall	Project Manager	\$110.00
Public Research Groups		
Tod Stanton	Senior Partner + Project Manager	\$160.00
Kim Vail	Survey Specialist + Public Input Facilitator	\$145.00
Catt Eicher	GIS Specialist	\$95.00

Reimbursable Expenses

Item	Cost
Design Concepts	
Postage, Shipping + Couriers	at cost
Prints, Reproductions + Scanning	at cost
Direct Expenses	at cost
Public Research Groups	
Reproducible Materials	at cost
Mileage (outside of Denver Metro area)	at federal rate

