

Description of Services

PHASE I – DESIGN DEVELOPMENT AND COMMUNITY ENGAGEMENT

In this initial phase for the Vilas Park project, the MSA Team will collect and analyze existing information provided by the City as well as collect on site, pertinent information for the development of a Master Plan. Our Team will conduct a detailed Site Analysis that will study the current traffic counts for vehicles, pedestrians and bicyclists for the intricate movements throughout this highly utilized City Park. As part of Phase I, we will conduct a robust public engagement process to identify the concerns and ideas of the broad users group found at Vilas Park. Our team will accumulate important feedback and site opportunities to provide a strong basis for the development of concepts in Phase II.

For the MSA Team, Urban Assets will lead the overall engagement strategy for all three phases of the Vilas Park Master Plan. This will be a multi-faceted process that is deeply rooted in the City of Madison Racial Equity and Social Justice Initiative goals, and builds upon Urban Assets' deep experience driving diverse, RESJI-based processes for other projects in our community including the James Madison Park Master Plan and Madison College South Campus Initiative.

Community outreach and engagement for Vilas Park will be implemented through a mix of tools and approaches designed to collect input from a diverse cross-section of stakeholders by race, age, ability and gender. Our goal will be to encourage and amplify traditionally underrepresented voices to ensure that the Vilas Park Master Plan reflects the diversity of interests and needs of residents within the City of Madison. We will seek to address known inequities in typical planning processes by reaching out to a variety of stakeholders and partners at a variety of times and locations.

The Vilas Park process will involve in-depth dialogue with the nearby neighborhood and broader community through meetings, workshops and small group conversations designed to be highly interactive and hands-on. In order to achieve a master plan that benefits a broad spectrum of the population, reflects the needs of the immediate neighborhood and broader community, and meaningfully includes people of color and other marginalized populations, the engagement process will focus on reaching community members where they are, including online, at the park, and through targeted conversations designed to plug into existing community gatherings. Meeting people where they are will be a key to success.

The engagement tools that will be employed are summarized below and detailed further under Phases I-III in the following document.

- Five (5) public meetings, including a workshop with Michael Ford, which will involve a mix of interactive discussions, hands-on idea generation activities, visual preference activities, and on-site tours.
- Eight (8) focus group meetings with diverse and typically underrepresented populations of park users, to understand current park use, concerns, and desires, as well as to gather feedback on the master plan concepts that emerge.
- Four (4) meetings with a Resident Advisory Group, to provide feedback on the master plan concepts and draft as they develop. This group will be comprised of a broad demographic of park users, including the District 13 and 14 Alders, and representatives from the adjacent neighborhood associations, underrepresented populations, and an environmental group.
- Four (4) meetings with a Community Partners Advisory Group, which will include representatives from local institutions and interest organizations to provide technical guidance on the master plan concepts and potential funding and partnership opportunities to support implementation.
- Community-wide information distribution in partnership with Madison Parks, using press releases, email blasts, informational fliers, web content and social media throughout the master planning process to inform the public and drive high levels of participation among diverse stakeholders.

Accessibility Consultant

The MSA team will engage Jason Beloungy, Assistant Director of Access to Independence, Inc., to provide accessible design feedback and assistance with the engagement of people with disabilities at key points during the master planning process. Jason will lead the organization of a focus group through Access to Independence with park users with a range of disabilities; will participate in two project team meetings to provide feedback on the master plan concepts and draft plan, and "beyond ADA compliance" recommendations to the design team at key project milestones.

Meeting Materials

Urban Assets will work closely with city staff and other members of the consultant team to develop meeting agendas, prepare minutes, and prepare presentations, handouts and other materials necessary to ensure the success of all meetings described in Phases I-III. This includes all meetings with the public, park users, advisory groups, city staff and other agencies.

Tracking Demographics

Throughout the engagement process, Urban Assets will track the demographics of participants to understand who has been involved in the planning process and identify where greater outreach efforts may need to be applied. In addition to demographics gathered from the Madison Parks online survey, tracking tools will include public meeting evaluations, intercept interview questionnaires, and small group meeting evaluations.

At the completion of Phase I, we will prepare a Memorandum of Understanding (MOU) to outline the desires of the City and community for the design development portion of the Master Plan. The MOU can be modified through Phase II and III but is the basis of guidance for the project. The information in the MOU will serve as the conclusion to Phase I in the Master Plan Report.

TASK 1.1 SITE ANALYSIS

The MSA Team will review related information of the site to evaluate the implications of existing conditions. We will develop a Site Analysis graphic and report that documents opportunities and constraints as the foundation for developing plans for the Park. We will address the following concerns as well as others that will be identified during the inventory of information.

1.1a Traffic Impacts – The RFP scope of services identifies four primary focus areas within the traffic section: data collection, vehicular circulation and internal transportation, parking capacity analysis, and multimodal transportation. The following is MSA's approach to addressing each of the listed focus areas:

Traffic Volume Data Collection

A critical first step to any project is quality data collection. Without accurate data, the effects and success of any changes will be uncertain. MSA specializes in data collection to evaluate transportation patterns and has a six-year master contract relationship with WisDOT specifically for data collection services. You can be confident our data collection process is rigorous and will produce highly accurate results for vehicular, bike and pedestrian movements.

The City of Madison provides Average Weekly Traffic (AWT) count data for streets adjacent to Vilas Park. To supplement the existing AWT data, turning movement counts will be collected by our Madison staff at critical points of entry and exit to the park and the zoo utilizing Miovision traffic counting units. The Miovision system allows MSA to collect the data cost effectively, minimize manual labor, produce highly accurate data, and provide video evidence of conditions as needed for traffic pattern analysis, traffic calming recommendations, model calibration, reporting, and public meetings. Miovision also allows MSA to create a client portal for the City to maintain their historical information and review data and reports over time.

Counts will include passenger vehicles, buses, motorcycles, articulated trucks, single-unit trucks, pedestrians, and on-street and off-street bicycle traffic. MSA recommends collecting data at five (5) intersection locations to capture the entry and exit point traffic patterns on both a weekday and weekend day. The recommended locations include:

- South Randall Avenue & Drake Street, including primary zoo parking access
- Drake Street/Grant Street exit point
- South Orchard Street & Vilas Park Drive
- Edgewood Avenue & Multimodal Path crossing
- North Wingra Drive & South Mills Street/North Wingra Drive

We recommend 14 hours (6AM to 8PM) of data collection at each intersection during a weekday and weekend day. For the weekday data, we propose initial processing of just 6 hours of data corresponding to the AM and PM peak flow periods. For the weekend data we propose processing of all 14 hours of data. Traffic count data should be collected in the spring of 2019 while schools are still in session and the weather is pleasant and dry, but not during any special events. MSA has the equipment to collect data at all five intersections in the same day, which optimizes the efficiency and accuracy of the data analysis process.

If additional counts are determined necessary, MSA can complete them for an additional fee.

Internal Transportation

Intersection Operations and Traffic Circulation

The City has requested the review of the critical exit and entry points of Vilas Park in order to study the traffic flow for vehicular, pedestrian, and bicycle traffic. The five intersection locations MSA identified for data collection will provide key information to document traffic patterns and describe various sources and impacts of traffic, including the park, the zoo, and commuters. The analysis will provide insight into whether traffic flow patterns can or should be altered to reduce traffic congestion and/or provide more efficient circulation. Recommendations may include any changes or improvements to connections and circulation for school and tour buses.

Traffic Impact Analysis

The City has requested the development of a traffic impact analysis (TIA), which we understand to mean an assessment of current conditions and a projection of how changes to the park could alter those conditions. MSA will work with the City to identify potential use or infrastructure changes in the park and estimate the effects of those changes on traffic patterns in and near the park. We will provide preliminary analysis of the possible impacts of those changes within the master plan. If desired as an additional service, MSA can also prepare a more detailed TIA that takes into account future year traffic and off-site development, for an additional fee.

Parking Analysis

Per the RFP, a review of parking capacity, usage and requirements will be completed for each of the park's seven parking lots located within the project area. In addition, it is recognized that park users utilize the surrounding neighborhoods for additional parking, especially during the weekend. To capture an accurate understanding of need, MSA will perform on-site surveys to collect data on the numbers of parked vehicles in each lot and on the park side of the surrounding street network bordered by Vilas Avenue on the west, Grant/Drake Street on the north and Orchard Street on the east. This data will be collected five (5) times, during the required Current Uses and Maintenance Practices site visit schedule. One (1) time each between January – February, March – April, November – December and two (2) times between May – October. During each visit, the first and second collections will be before and after the AM peak hour, the third collection will be during the mid-day (11 am-1pm), and the fourth and fifth collections will be before and after the PM peak hours. For the roadway network, all volume counted before the AM peak hour (approximately 8 am) will be considered residential volume. Volume counted later in the day will be considered destination traffic specific to the park. This designation will help to determine how much traffic is derived from the park itself versus the general residential parking needs. See Task 1.1h Current Uses and Maintenance Practices: Site Observation for more detail.

Multimodal Considerations

We recognize and endorse the City of Madison's commitment to meeting the needs of all transportation modes and users, including personal vehicles, pedestrians, bicyclists, and public transit, and also meeting the regulatory requirements for safety and ADA compliance.

Pedestrians and Bicyclists

Vilas Park and the Henry Vilas Zoo are regional destinations. Vilas Park is also a favorite shortcut route for many people due to the lack of east-west transportation routes in this part of the City. It is important to maintain safe and convenient connections to the surrounding neighborhoods and to regional trails, including the Southwest Commuter Trail, Capital City Trail, and the Military Ridge Trail. Pedestrian and bicycle movements will be documented in our analysis of current traffic conditions. We will also perform a qualitative analysis of existing pedestrian and bicycle facilities and any available City plans relative to multimodal travel in the area. As part of the review, we will provide a table documenting a qualitative assessment of ADA compliance at all pedestrian ramps with a designation of compliant, likely compliant or not compliant. This table and review will include a photo log of these locations to supplement the assessment. Recommendations for new sidewalk and path facilities will be made as part of the overall master plan.

Public Transportation

We will document public transportation access as part of our analysis. Currently, the closest bus routes travel on Monroe Street and South Mill Street. We will ask users, especially those not living in the immediate neighborhood, to tell us about their current and desired transit use to and from the park. Our deliverable will include an assessment and map highlighting roads and locations that may be suitable for additional bus transit service.

Ride Share

As the demand for ride share services continues to increase, it is important for the City to stay out in front of the increasing congestion demands related to this mode of travel. Companies such as Lyft and Uber have requested designated curb space zones at high usage

sites assigned for pickup and drop-off by their drivers. Alternatively, if adjustments to public transit are not feasible, these services often act as surrogate transit options for individuals without personal vehicles. As part of the review, areas deemed 'most appropriate' for pick-up and drop-off zones will be designated on a map.

1.1b Environmental Assessment – Our team will review and assess the existing site topography, views and vistas, drainage features and patterns, shoreline conditions, soil suitability, major vegetation, wetland and floodplain information, and other landscape conditions throughout the Park. As part of the environmental study, we will prepare a vegetation, soil, hydrologic, and lagoon assessment. The condition assessment will include:

- A certified inventory of existing trees larger than 8" dbh, identified by species, size (dbh) and condition. A metal or durable plastic tag for City of Madison review will identify the trees.
- A hydrological map indicating floodplain boundary based on watershed analysis for the park. We understand the City will provide soil borings for identified locations during this task.
- An archaeological map locating areas of interest/concern to use to determine limitations of development. We understand the City will be working with a consultant outside of this project in preparing an archaeological review and report to be used as part of this Master Plan.
- A shoreline assessment and recommendation plan for Lake Wingra and the Park lagoon system. A review of existing plans and studies as they relate to recreational and environmental improvements. The shoreline plan will meet City of Madison, WIDNR and Army Corp of Engineer requirements.
- An existing major site elements review and assessment. An existing major site elements review and assessment to include on site review to determine the importance and use of existing elements.

1.1c Utilities – Our team will review and assess existing utility information provided by the City of Madison Parks Division. The utility review includes, but is not limited to, storm sewer, sanitary sewer, water service, communications, electrical, plumbing and mechanical services, including connections to existing bridges. We will review the local stormwater permitting requirements for infiltration, including but not limited to sediment reduction and oil and grease control. We understand that the MSA Team is not required to review physical conditions or televisive existing storm or sanitary sewer lines.

1.1d Regulatory Requirements and Land Records Data – We will familiarize our team of experts with all relevant ordinances, regulatory requirements, committees and agency reviews that will be required by the impact created by the construction of any facilities at Vilas Park. We will coordinate meetings, reviews and required submittals with, but not limited to, the City of Madison, WIDNR, Wisconsin Department of Professional and Safety Services, Madison Dane County Public Health, and the Wisconsin State Historic Society. We will collect and review existing land records for potential recorded legal limitations. When addressing historically significant aspects of the park, we will adhere to the Secretary of Interior's Standards for the Treatment of Historic Properties.

1.1e Relevant Planning Documents – Our team will work under the guidance of all planning documents relevant to any development at Vilas Park. We will review the Greenbush Neighborhood Plan, Greenbush-Vilas Neighborhood Housing Revitalization Plan, Wingra Creek BUILD, the Lake Wingra Watershed Plan, 2012-2017 Park and Open Space Plan, City of Madison Downtown Plan, and the 2018-2022 Park and Open Space Plan currently in progress, and other pertinent planning documents.

1.1f Neighborhood Context – Our team will review existing neighborhood contexts and relationships with the park facilities. We will place an emphasis on the connections for traffic including bicycle, pedestrian, and motorized traffic of all types including school and tour buses and their extensive uses throughout the park and zoo. We will extend review of transportation to areas surrounding the park with documentation of neighborhood streets and connection, sidewalks, property uses and their impacts, and trail connections.

1.1g Historical and Cultural Significance – Our team will develop an assessment of the existing historic influences and landmarks (including indigenous mounds, the Annie Stewart Fountain and other historic park elements) for park planning. We understand the significance of Henry Vilas Park and the relationship to Madison's Park and Pleasure Drive, UW arboretum and the original works of O.C. Simonds as related to parks in the City of Madison and the period of park planning in the early 1900s. Brenda Williams (Cultural Landscape Architect sub-consultant) has extensive education and experience in documenting cultural and historic landscapes for the National Park System under the Secretary of Interior's Standards

1.1h Current Uses and Maintenance Practices: Site Observation – The MSA Team will review existing park activities and uses by conducting site visits and completing an observation activity log of our findings.

Current Uses (Site Observation Logs, Intercept Interviews, Parking Counts)– Urban Assets will conduct park observation logs and intercept interviews with park users from March 2019 through February 2020, to document existing activities and uses, and inform the development of the Vilas Park Master Plan.

Site Observations (40) and Parking Counts (25)

To capture an accurate understanding of parking need, our team will perform on-site surveys to collect data on the numbers of parked vehicles in each lot and on the park side of the surrounding street network, bordered by Vilas Avenue on the west, Grant/Drake Street on the north and Orchard Street on the east (outlined in red on map below).

This data will be collected five (5) times, during the required Current Uses and Maintenance Practices site visit schedule. During each visit, the first and second collections will be before and after the AM peak hour (8am), the third collection will be during the mid-day (11am-1pm), and the fourth and fifth collections will be before and after the PM peak hour (5pm).

For the roadway network, all volume counted before the AM peak hour (approximately 8 am) will be considered residential volume. Volume counted later in the day will be considered destination traffic specific to the park. This designation will help to determine how much traffic is derived from the park itself versus the general residential parking needs.



Parking lots where counts will occur (stars on map):

1. Vilas Zoo lot
2. Orchard Street lot
3. Vilas Beach lot #1
4. Vilas Beach lot #2
5. Vilas Drive lot
6. Park shelter lot
7. Tennis court lot

Months are color-coded based on the groupings in the RFP

June 2019

- 1) site visit per each month between 5 am - 11 am ((2) parking counts, before and after 8am peak)
- (1) site visit per each month between 11 am – 1 pm ((1) parking count at noon)
- (1) site visit per each month between 1 pm – 5 pm
- (1) site visit per each month between 5 pm – 10 pm

July 2019

- 1) site visit per each month between 5 am - 11 am
- (1) site visit per each month between 11 am – 1 pm
- (1) site visit per each month between 1 pm – 5 pm ((2) parking counts, before and after 5pm peak)
- (1) site visit per each month between 5 pm – 10 pm

August 2019

- 1) site visit per each month between 5 am - 11 am ((2) parking counts, before and after 8am peak)
- (1) site visit per each month between 11 am – 1 pm ((1) parking count at noon)
- (1) site visit per each month between 1 pm – 5 pm
- (1) site visit per each month between 5 pm – 10 pm

September 2019

- 1) site visit per each month between 5 am - 11 am
- (1) site visit per each month between 11 am – 1 pm
- (1) site visit per each month between 1 pm – 5 pm ((2) parking counts, before and after 5pm peak)
- (1) site visit per each month between 5 pm – 10 pm

October 2019

- 1) site visit per each month between 5 am - 11 am
- (1) site visit per each month between 11 am – 1 pm
- (1) site visit per each month between 1 pm – 5 pm

November – December 2019

- (1) site visit between 5 am - 11 am ((2) parking counts, before and after 8am peak)
- (1) site visit between 11 am – 1 pm ((1) parking count at noon)
- (1) site visit between 1 pm – 5 pm ((2) parking counts, before and after 5pm peak)
- (1) site visit between 5 pm – 10 pm

January 2020

- (1) site visit per each month between 5 am - 11 am ((2) parking counts, before and after 8am peak)
- (1) site visit per each month between 11 am – 1 pm ((1) parking count at noon)
- (1) site visit per each month between 1 pm – 5 pm
- (1) site visit per each month between 5 pm – 10 pm

February 2020

- (1) site visit per each month between 5 am - 11 am
- (1) site visit per each month between 11 am – 1 pm
- (1) site visit per each month between 1 pm – 5 pm ((2) parking counts before and after 5pm peak)
- (1) site visit per each month between 5 pm – 10 pm

March - April 2020

- (1) site visit between 5 am - 11 am ((2) parking counts, before and after 8am peak)
- (1) site visit between 11 am – 1 pm ((1) parking count at noon)
- (1) site visit between 1 pm – 5 pm ((2) parking counts, before and after 5pm peak)
- (1) site visit between 5 pm – 10 pm

May 2020

- 1) site visit per each month between 5 am - 11 am
- (1) site visit per each month between 11 am – 1 pm
- (1) site visit per each month between 1 pm – 5 pm
- (1) site visit per each month between 5 pm – 10 pm

Deliverables:

- Intercept interview questionnaire, with one round of draft review by staff
- Digital copy of completed observation logs from each site visit
- Intercept interview responses entered into Survey Monkey

- Summary of data collected, for inclusion in the final report

Maintenance Practices – We understand that the City will provide a catalog of existing maintenance practices such as mowing, lagoon dredging, weed cutting from within Lake Wingra and other practices. Our team will review current and propose future park maintenance procedures while considering how proposed plans may affect long-term maintenance. We will pay close consideration to potential impacts on the surrounding neighborhood while maintaining the Park’s historic nature. We will meet with Park Operations staff to coordinate future efforts and to solicit feedback on existing operations.

1.1i Develop and Distribute Materials/Information – Review City Survey – Our team will review and provide comments on the draft community survey developed by Madison Parks staff for the purpose of identifying community desires and priorities for the project, and will incorporate results from the survey into the Master Plan Report.

Deliverables:

- One set of comments on the draft community survey.

Develop and Distribute Materials/Information – Phases III – Urban Assets will distribute and promote information regarding the master planning process to community organizations and contacts throughout the master planning process. This information will inform the public about the process and drive participation in the community survey and public meetings.

Every effort will be made to ensure that information is posted and communicated properly to engage a broad range of community members, including by working with city staff to provide bi-lingual options.

Deliverables:

- Email Blasts | Urban Assets will provide Parks staff with text for email blasts to be sent through City listservs at least two weeks prior to each public meeting.
- Informational Flyer | Urban Assets will create an informational flyer with a description of the project and links to the community survey and project website, which can be emailed and posted in flyer and poster sizes.

Urban Assets will rely on the City to translate the flyer into Spanish, and to post flyers in key public locations such as at Vilas Park and libraries.

Urban Assets will post the flyer/poster, as well as paper comments cards if available, at up to eight other community hubs to maximize outreach to diverse constituencies. These locations may include:

- Neighborhood House
- Coffee shops
- Bayview Community Center
- Asian Midway Foods
- Urban League
- Centro Hispano
- UW Memorial Union & Union South
- Children’s Museum

- Web content | Urban Assets will provide meeting presentations, exhibits and results to city staff to post on the Parks Division website, and will suggest items/information to post on the Madison Parks and City of Madison social media outlets.

TASK 1.2 COMMUNITY ENGAGEMENT

The consultant team will conduct three public meetings during Phase I. All meetings will be designed to inspire engaging discussion, meaningful feedback, interaction and learning among participants of diverse backgrounds. The team will work with city staff to develop and finalize the meeting formats, materials, presentations and outreach strategies.

1.2a Project Team Kick-Off Meeting – Our team will meet with City of Madison Parks to review the project schedule and discuss the mission of the project and key touch points throughout the process. We will collect data from Parks to incorporate into the research of

the existing conditions. We will also collect recommendations for design considerations for use as opportunities and constraints for plans.

1.2b Public Information Meeting (PIM #1) (1) – The MSA team will conduct a Public Information Meeting to introduce the Vilas Park Master Plan project, outline the planning process, and summarize “what we know,” including the historical and planning research done to-date. The team will share information about existing conditions, and will address any limitations that the City foresees for the master plan. We will gather feedback on community interests, concerns, and values related to Vilas Park, and begin to form the goals and objectives of the Master Plan that will continue through the project.

Deliverables:

- Meeting agenda, summary notes, presentation, and any other materials used to support education and facilitation (e.g., exhibits, worksheets, maps, etc.).

1.2c Focus Group Meetings and/or Community Events (4)

Urban Assets will lead four small group discussions in Phase I focused on engaging traditionally underrepresented voices. Participants will be identified in consultation with city staff and through outreach to community and organizational contacts. The small group meetings will primarily involve working with community partners to attend a scheduled meeting or event, and will include conversations with groups such as the Bayview Community Center, YWCA, Boys and Girls Club, Centro Hispano, Badger Rock Community Center, and Access to Independence.

The purpose of the small group meetings will be to inform participants about the planning process; understand current four-season use of the park; identify desires and concerns related to park amenities; and learn participant views on issues such as accessibility, and perception of the park as a safe and welcoming community space,.

Deliverables:

- List of topics/questions to be covered
- Any materials necessary to encourage participant learning, feedback and hands-on engagement
- Meeting summaries

1.2d Master Planning Workshop with Michael Ford (1) – Michael Ford is the founder of BrandNu Design and the internationally-known Hip-Hop Architecture Camp, and co-founder of The Urban Arts Collective. Mike is a highly effective design and community engagement professional who is well-known and regarded throughout the nation. His involvement in many previous City of Madison planning processes, including Imagine Madison, City of Madison Park and Open Space Plan, the James Madison Master Plan, and the Goodman Library, has resulted in extremely successful engagement of youth and communities of color through fun and dynamic planning sessions.

This workshop will be a highly interactive, hands-on master planning event that engages community members in collaborative group generation of design opportunities for Vilas Park based on goals and objectives outlined by the city and community. Input will be used to inform the future development of master plan concepts. The final format will be determined in consultation with city staff, but may involve up to three hours of workshop time and would be held at a time and date determined to be most conducive to diverse participation (e.g., on a Saturday afternoon). Food should be provided, and Urban Assets can work with the City of Madison to reach out for a meal donation if needed.

Deliverables:

- Workshop agenda, facilitation plan, and materials
- Summary of workshop results, including bubble-diagram summaries of any master plan concepts generated
- Scans of any master plan concepts generated

TASK 1.3 COORDINATION

1.3a Interagency Staff Meetings #1 and #2 (2) – We will meet with City of Madison interagency members to solicit input from staff on potential improvements that may or may not be feasible for Vilas Park. The interagency members include but are not limited to Parks, Transportation Engineering, Engineering, Henry Vilas Zoo, UW Arboretum, and Planning. We will also conduct check in meetings with Metro Transit, Madison Zoning, Fire, and Police Departments

1.3b Meeting with State Agency Staff #1 (2) – Our team will meet with the Wisconsin Department of Natural Resources and Army Corp of Engineers to discuss potential State level requirements for environmental and water related issues. We will meet with the State Historic Society for direction on planning historic and significant elements found in the park.

1.3c Community Partners Advisory Group Meeting #1 (1) – The MSA team will organize and facilitate a first meeting with community partners (to be determined). We will discuss initial site findings, historic park development, and goals and objectives for the Master Plan.

1.3d Resident Advisory Group Meeting #1 (1) – Our team will organize and facilitate a first meeting with a resident advisory group (to be determined). We will discuss initial site findings, historic park development, and goals and objectives for the Master Plan.

Deliverables:

- Meeting agendas, materials and minutes

PHASE II – DESIGN DEVELOPMENT: SCHEMATIC PARK MASTER PLANS AND COMMUNITY ENGAGEMENT

After substantial completion of Phase I including review of existing City documents and engaging the public and stakeholders for crucial information of potential user needs and desires, the MSA team will begin the physical planning of Vilas Park. During Phase II, we will develop alternatives to begin discussions on what the goals and objectives will be to guide the project toward a Comprehensive Master Plan and budget for future implementation. Each schematic plan will include a magnitude of cost at the concept level with appropriate contingencies for the level of design.

TASK 2.1 SCHEMATIC PARK MASTER PLANS

The MSA team will develop a minimum of three (3) schematic park master plans based on input received from the public and stakeholders combined with the data collected while analyzing the site. During the initiation of the schematic park master planning process, we will collect traffic counts for five major access points to the Park to validate neighborhood and public concerns and to support planning efforts for future traffic needs and requirements.

2.1a Conceptual Layout of Roadways, Parking, Paths and Bike Trails, Amenities, Structures – We will develop potential modifications and/or relocations to existing transportation routes based on findings from traffic counts we will collect during warmer months when the park and zoo are in higher use. The traffic analysis in addition to users comments will be used to conceptually lay out a network of transportation opportunities in the park. We will present findings of the traffic study to staff, City, public and stakeholders during the schematic design presentations.

Desires identified by the public and stakeholders during Phase I will guide the demand and potential locations for park amenities and structures. We will provide locations for park amenities and structures for discussion during Phase II Neighborhood and Community Engagement to determine the best uses for the site while meeting existing and future needs

2.1b Conceptual Layout of Recreational Areas and Open Space – We will identify areas for organized and unorganized recreational spaces based on user demands. Guided by findings in Phase I, our team will develop sport fields and/or general open spaces that meet required dimensions for given events that may occur. We will develop differing recreational uses to vet during public participation of schematic concept plans.

2.1c Conceptual Mass Grading, Stormwater Management and Utility Design – Our team will develop mass grading concepts to meet Best Management Practices for stormwater design. We will utilize Dane County and City of Madison requirements for meeting onsite stormwater management. We recognize the importance of the lagoons and their function to not only Vilas Park but also the surrounding neighborhood, Lake Wingra, and the UW Arboretum.

2.1d Conceptual Landscape Design – Our team will develop landscape design options to frame or enhance use areas of the Park. We will address existing vegetation management by providing approaches to invasive reduction. We will create areas of differing levels of enhancement to accentuate the unique sites within the Park. We will provide a preliminary list of potential and City approved plant materials for use in developing the preliminary cost estimate during Phase III Draft and Final Master Plan

2.1e Current Uses and Maintenance Practices: Site Observation (Sept 2019 to January 2020)

Urban Assets will conduct park observation logs and intercept interviews with park users during Phase II as outlined in full under Section 1.1h, above.

Task 2.1 Deliverables

- One (1) hardcopy each, minimum three (3) Schematic Master Plans – 22” x 34”
- A PDF file of each Schematic Master Plan concept
- A PowerPoint file of the Schematic Master Plan concepts and supporting images

TASK 2.2 NEIGHBORHOOD AND COMMUNITY ENGAGEMENT

2.2a Distribute and Promote Information Regarding Master Plan Process to Community Organizations, Partners, and Advocates

See full approach and deliverables for Phases I-III as described above under section 1.1i, above.

2.2b Develop Meeting Agenda, Meeting Minutes, Prepare Presentation and Handout Materials

2.2c Public Information Meeting (PIM #2): Master Plan Concepts (1) – The MSA team will conduct a second public information meeting to share and discuss the three Vilas Park master plan concepts that emerge. This meeting will summarize the goals, priorities, opportunities and constraints identified through public and agency input during Phase I; present three master plan concepts; and gather community feedback through interactive discussion and hands-on activities.

TASK 2.3 COORDINATION

2.3a Interagency Staff Meeting #3 and #4 (2)

The MSA team will meet with interagency members to present the schematic park concepts to discuss steps that may be required to conduct modifications to existing park conditions. We will document agency request for modifications based on requirements.

2.3b Meeting with State Agency Staff #2 (1)

Our team will meet with State regulatory agencies to present the schematic park concepts for input on intended improvements. We will create an outline of potential permit acquisitions that may need to be submitted for any implementation.

2.3c Community Partners Advisory Group Meeting #2 (1) - The MSA team will meet with community (to be determined). We will discuss public input and schematic concept design ideas for the Park.

2.3d Resident Advisory Group Meeting #2 (1) - Our team will be with resident groups (to be determined). We will discuss public input and schematic concept design ideas for the Park.

PHASE III – DRAFT AND FINAL PARK MASTER PLAN AND COMMUNITY ENGAGEMENT

The MSA team will develop a Draft Park Master Plan based on comments received from staff, stakeholders and public during the Neighborhood and Community Engagement of the schematic concepts. The Draft Master Plan is the first step in developing a comprehensive plan created by and for the community. An Opinion of Probable Cost of Construction (OPCC) will be refined to reflect the cost of development of park plans at the Master Plan level.

TASK 3.1 DRAFT PARK MASTER PLAN

Our team will develop plan documents for site development of Vilas Park. The plans will be scaled documents to be included in the Draft Master Plan Report. Our team will prepare the following plan sheets as requested by the City.

3.1a Site Plan – Our team will prepare a site plan that will document all lot lines, property setbacks, demolished and or proposed buildings, parking stalls, driveways, roads, paths, sidewalks, locations of existing and or proposed signs, park amenities, and other park facilities.

3.1b Preliminary Grading and Utility Plan – Our team will prepare a preliminary grading plan and utilities plans (existing and proposed storm sewer, sanitary sewer, water laterals, communications and electrical utilities).

3.1c Preliminary Lighting Design – Our team will develop a preliminary lighting plan for trails, walks, roads, parking lots and structures. We will provide options for appropriate lighting effects and fixture design.

3.1c Preliminary Landscape Plan – Our team will prepare a landscape plan that will identify canopy, ornamental and evergreen trees as well as deciduous and evergreen shrubs, and perennial locations in the park. We will develop a list of preferred plant materials based on City approved materials and native plants.

3.1d Preliminary Shoreline Design – Our team will develop a shoreline design to stabilize areas of concern and provide an enhanced beach experience at Lake Wingra. The shoreline plan will address the lagoons, Lake Wingra and any storm discharge swales.

Task 3.1 Deliverables

- One (1) hardcopy print Site Plan – 22" x 34"
- One (1) hardcopy print Preliminary Grading and Utility Plan – 22" x 34"
- One (1) hardcopy print Preliminary Lighting Plan – 22" x 34"
- One (1) hardcopy print Preliminary Landscape Plan – 22" x 34"
- One (1) hardcopy print Preliminary Shoreline Plan – 22" x 34"
- A PDF file of the Preliminary Site, Grading and Utility, Lighting, Landscape, and Shoreline Plans

TASK 3.2 DRAFT MASTER PLAN REPORT

The MSA team will prepare a Draft Master Plan Report that will document the master plan process and findings. The initial section of the Report will include site information collected during Phase I, Site Analysis. We will formalize into concise recommendations the discussions conducted with Neighborhood and Community Engagement as the basis for design considerations in Phase II.

We will describe in detail each concept for the schematic park master plans. We will incorporate review comments, likes and dislikes for each plan option. We will document the magnitude of cost for each concept to document findings during the schematic park master plan process and the conclusions that determined the final comprehensive master plan.

Our team will prepare a narrative for the draft master plan describing park amenities and design considerations. We will prepare an Opinion of Probable Cost of Construction (OPCC) and develop a preliminary phasing plan for final approval. We will present the draft master plan report to the staff, public, and stakeholders for final comments and recommendations.

Task 3.2 Deliverables

- One (1) bound hardcopy Draft Master Plan Report – 8 ½" x 11"
- A PDF file of the Draft Master Plan Report
- A PowerPoint file of the Draft Master Plan and support images

TASK 3.3 NEIGHBORHOOD AND COMMUNITY ENGAGEMENT

3.3a Summary Report of Community Engagement: Methodology and Findings – DRAFT

Urban Assets will produce a summary of the engagement methodology and findings to be included in the Draft Vilas Park Master Plan report.

Deliverables

- Draft summary submitted as part of the Draft Vilas Park Master Plan report.

3.3b Distribute and Promote Information Regarding Master Plan Process to Community Organizations, Partners, and Advocates

See full approach and deliverables for Phases I-III as described above under section 1.1i, above.

3.3c Develop Meeting Agenda, Meeting Minutes, Prepare Presentation and Handout Materials

3.3d Focus Group Meetings and/or Community Events (4)

Urban Assets will lead four small group discussions in Phase III focused on engaging traditionally underrepresented voices in providing feedback on the master plan concepts and draft Master Plan. The goal will be to ensure that the concepts and draft are vetted through

a diverse range of current and potential future park user perspectives prior to landing on a final master plan. These may include participating in existing meetings or community events. Several of these meetings will involve circling back with the same groups that we connected with during Phase I.

During these conversations, we will inform participants about the planning process to-date, including identified goals, priorities, and limitations, and will gather feedback on the three master plan concepts and/or draft master plan. We will provide hard copy plans and visuals as necessary.

Deliverables:

- List of topics/questions to be covered
- Any materials necessary to encourage participant learning, feedback and hands-on engagement
- Meeting summaries

3.3e Public Information Meeting (PIM #3): Draft Master Plan (1)

The third public information meeting will focus on presenting and gathering community feedback on the draft Vilas Park Master Plan. Participants will be educated about the planning and public engagement process to-date and ways in which agency and public input has influenced design decisions. They will then be engaged in workshop-style discussions to gather feedback on the draft master plan.

Task 3.4 COORDINATION

3.4a Interagency Staff Meeting #5 (1)

The MSA team will meet with interagency staff to present the draft Master Plan and Report. We will solicit responses and incorporate appropriate suggestions in the Final Master Plan and Report.

3.4b Development Assistance Team (DAT) Meeting #1 (1)

The MSA Team will meet with the City's Development Assistance Team to present the inventory of the existing conditions and draft Master Plan and engagement process for Vilas Park. We will briefly discuss the schematic design process and steps toward the draft Master Plan.

3.4c Community Partners Advisory Group Meeting #3 (1) -The MSA team will meet with community partners (to be determined). We will present the draft Master Plan and Report for review and comments.

3.4d Resident Advisory Group Meeting #3 (1) - Our team will be with resident groups (to be determined). We will present the draft Master Plan and Report for review and comments.

TASK 3.5 FINAL PARK MASTER PLAN

At the completion of the final review and comment period of the Draft Master Plan, the MSA team will revise the plans and report. We will include recommendations and input collected during the draft review into the Final Park Master Plan Report. Our team will modify plans to meet the desires of staff, public, and stakeholders. We will prepare preliminary plans at the design development or DD level. The DD level is approximately 30% construction documentation and includes preliminary plans, cost and diagrams to show intent of project implementation. The Final Park Master Plan will include the following plan drawings.

3.5a Site Plan – Our team will prepare a DD level site plan that will document all lot lines, property setbacks, demolished and or proposed buildings, parking stalls, driveways, roads, paths, sidewalks., locations of existing and or proposed signs, park amenities, and other park facilities.

3.5b Preliminary Grading and Utility Plan – Our team will prepare a DD level grading plan and utilities plans (existing and proposed storm sewer, sanitary sewer, water laterals, communications and electrical utilities).

3.5c Preliminary Lighting Design – Our team will prepare a DD level lighting plan for trails, walks, roads, parking lots and structures. We will provide preferred lighting levels and fixture types.

3.5d Preliminary Landscape Plan – Our team will prepare a DD level landscape plan that will identify canopy, ornamental and evergreen trees as well as deciduous and evergreen shrubs, and perennial locations in the park. We will provide a list of preferred plant materials based on City approved materials and native plants.

3.5e Preliminary Stormwater Management, Storm Sewer, and Erosion Control Plan – Our team will prepare a DD level stormwater management, storm sewer, and erosion control plan to begin final design discussions with regulatory agencies for approval of future park implementation projects.

Task 3.5 Deliverables

- One (1) hardcopy print Site Plan – 22” x 34”
- One (1) hardcopy print Preliminary Grading and Utility Plan – 22” x 34”
- One (1) hardcopy print Preliminary Lighting Plan – 22” x 34”
- One (1) hardcopy print Preliminary Landscape Plan – 22” x 34”
- One (1) hardcopy print Preliminary Stormwater Management, Storm Sewer, and Erosion Control Plan – 22” x 34”
- A PDF file of the Preliminary Site, Grading and Utility, Lighting, Landscape, and Stormwater Management, Storm Sewer, and Erosion Control Plans

TASK 3.6 FINAL MASTER PLAN REPORT

The MSA team will formalize the Final Master Plan Report to document the planning process from the initial site inventory and analysis through schematic concepting and draft master planning. We will include supporting documentation from the Neighborhood and Community Engagement process for each step of planning.

We will format the Final Master Plan Report to be printed and bound at 8 ½” x 11” with 11” x 17” inserts for plan pages.

Deliverables

- One (1) bound hardcopy Final Master Plan Report – 8 ½” x 11”
- A PDF file of the Final Master Plan Report
- A PowerPoint file of the Final Master Plan and supporting images

TASK 3.7 NEIGHBORHOOD AND COMMUNITY ENGAGEMENT

3.7a Summary Report of Community Engagement: Methodology and Findings – FINAL

Urban Assets will finalize the summary of the engagement methodology and findings as part of the Final Vilas Park Master Plan report.

Deliverables

- Final summary submitted as part of the Final Vilas Park Master Plan report.

3.7b Distribute and Promote Information Regarding Master Plan Process to Community Organizations, Partners, and Advocates

See full approach and deliverables for Phases I-III as described above under section 1.1i, above.

3.7c Develop Meeting Agenda, Meeting Minutes, Prepare Presentation and Handout Materials

3.7d Public Information Meeting (PIM #4): Final Master Plan (1)

The fourth and final public meeting will be used to present the final Vilas Park Master Plan, signifying completion of the project. Participants will be educated about the planning and public engagement process; ways in which agency and public input influenced design decisions; and details of the final master plan.

TASK 3.8 COORDINATION

3.8a Interagency Staff to Finalize Park Master Plan Meeting #6 (1)

The MSA team will meet with interagency staff to present the Final Master Plan and Report.

3.8b Final Community Partners Advisory Group Meeting #4 (1) The MSA team will hold a final meeting with the CPAG to present the final Master Plan and Report.

3.8c Project Warp-Up with Resident Advisory Group Meeting #4 (1) - Our team will hold a final meeting with the CAG to present the final Master Plan and Report.

3.8d Present Final Master Plan to Board of Park Commissioners (1) – We will present the Final Master Plan to the Madison Board of Park Commissioners for completion of the project.