

**Agenda**  
**Huron-Clinton Metropolitan Authority**  
**Board of Commissioners**  
**February 11, 2021 – 9:00 a.m.**

**Remote Meeting – Via Zoom**

<https://us02web.zoom.us/j/9800687134?pwd=ak1WMTIPNUIUcEUycHpTWW95MTErUT09>

**Meeting ID:** 980 068 7134 / **Passcode:** HCMABOC

Dial by your location: +1 929 205 6099 US (New York) / +1 301 715 8592 US (Washington, D.C)

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1. Call to Order
2. Chairman's Statement
3. Public Participation
4. Approval – January 14, 2021 Regular Meeting and Closed Session Minutes
5. Approval – February 11, 2021 Full Agenda
6. Virtual Ribbon Cutting – Recreation Passport Grant, Lake St. Clair Nature Center **pg. 1**

**Consent Agenda**

7. Approval – February 11, 2021 Consent Agenda
  - a. Approval – Government Relations Consulting Services **pg. 2**
  - b. Approval – Playground Mulch Installation, various locations **pg. 3**
  - c. Bids – Maple Beach Irrigation System, Kensington Metropark **pg. 4**
  - d. Approval – December 2020 Financial Statements
  - e. Approval – December 2020 Appropriation Adjustments **pg. 5**
  - f. Report – Purchases over \$10,000 **pg. 8**
  - g. Purchases **pg. 9**
    1. Recycling Bins

**Regular Agenda**

8. **Reports**
  - A. Financial Department**
    1. Report – 2020 Yearend Financial Review **pg. 10**
    2. Report – December 2020 Capital Project Fund **pg. 27**
    3. Approval – Review of Plan Experience 2016-2020 **pg. 29**
  - B. Administrative Department**
    1. Approval – Major Media Buys **pg. 31**
    2. Report – Marketing Update **pg. 97**
    3. Report – DEI Update **pg. 102**
    4. Report – Interpretive Services Update **pg. 130**
    5. Report – Natural Resources Update **pg. 138**
  - C. Planning Department**
    1. Report – Planning and Development Update **pg. 146**
    2. Approval – Transit Connectivity Project, Lake St. Clair Metropark **pg. 164**
    3. Approval – Iron Belle Trail Project, Lower Huron Metropark **pg. 194**
  - D. Engineering Department**
    - Approval – North Fishing Site Redevelopment, Lower Huron Metropark **pg. 234**

9. **Closed Session** – for the purpose of the considering the purchase of certain real properties, pursuant to Section 8(d) of the Michigan Open Meetings Act – M.C.L. 15.268(d).
10. Other Business
11. Staff Leadership Update
12. Commissioner Comments
13. Motion to Adjourn

The next regular Metroparks Board meeting will take place  
**Thursday, March 11, 2020 – 9:00am**  
**Remote Meeting**

A Pension Committee and Retiree Health Care Trust Meeting will take place  
**Thursday, February 11, 2021 – 12:00pm**  
**Remote Meeting**



To: Board of Commissioners  
From: Jennifer Jaworski, Chief of Interpretive Services  
Subject: Virtual Ribbon Cutting for Recreation Passport Grant  
Location: Lake St. Clair Metropark Nature Center  
Date: February 5, 2021

**Action Requested: Motion to Receive and File**

That the Board of Commissioners receive and file report on Virtual Ribbon Cutting for Recreation Passport grant at Lake St. Clair Metropark Nature Center as recommended by Chief of Interpretive Services Jennifer Jaworski and staff.

**Background:** In March 2016, the Board approved a resolution for support to apply for this grant. The Michigan DNR, Recreation Passport Grant has the overall purpose to provide wider accessibility to recreational resources at the local level, with a specific emphasis on funding the renovation of public recreation facilities that have outlived their useful life expectancy. On Dec. 21, 2016, the Metroparks were notified of receiving the grant.

The scope of the project falls within the Five-Year Recreation Plan for the Lake St. Clair Metropark – New Project #10 – Nature Center Exhibits – Replace/update/refresh interpretive exhibits. The scope of work features new interpretive displays, including “updating finishes, flooring, lighting, wall paint where needed to create a new inviting exhibit space.”

This project further enhances the ability to educate visitors on the unique flora and fauna at Lake St. Clair Metropark by showing the native wildlife in displays that mimic their natural habitat. The exhibits add aspects of the changing ecology of Lake St. Clair, rare native species, and water quality.

The interactive elements of the new exhibits via touch screens will include auditory information that will enhance the education experience for all. The wildlife tanks, habitat artwork, interactive elements, and turtle exhibit contribute to an overall welcoming and dynamic experience. It will also allow wheelchair mobility in the public exhibit and employee access space. This renovation project includes both replacement of wildlife displays and carpet in the Nature Center facility.



To: Board of Commissioners  
From: Amy McMillan, Director  
Subject: Approval – Government Relations Consulting Services  
Date: February 5, 2021

**Action Requested: Motion to Approve**

That the Board of Commissioners (1) approve renewing a contract with Muchmore Harrington Smalley & Associates LLC (MHSA) as a consultant to provide Government Relations services in the amount of \$5,000 per month for a period of one-year with the option of a one-year contract extension; and (2) authorize the director to execute a contract with MHSA as recommended by Director McMillan and staff.

**Background:** In February 2019, the Board approved a one-year contract with a one-year optional extension with MHSA to provide consulting services for Government Relations. The Metroparks exercised the optional one-year extension, which will expire February 28, 2021.

Approval of this request will provide services through February 2022, with an option to extend services through February 2023, if needed.





To: Board of Commissioners  
From: Nina Kelly, Chief of Planning and Development  
Project No: 800-21-018  
Project Title: Approval – Playground Mulch Installation  
Project Type: Park Operations  
Location: Stony Creek, Lake St. Clair, Kensington, Huron Meadows, Hudson Mills, Dexter-Huron, Delhi, Lower Huron, Willow and Lake Erie Metroparks  
Date: February 5, 2021

**Action Requested: Motion to Approve**

That the Board of Commissioners accept the proposal from Michigan Playgrounds (dba Midstates Recreation LLC), for a total of \$42,705 to replace wood fiber playground surfacing at 10 Metroparks as recommended by Chief of Planning and Development Nina Kelly and staff.

**Fiscal Impact:** This project is over budget by a total of \$9,140. Mulch replenishment was budgeted in 2021 as line items in the individual operational budgets for each of the 10 Metroparks listed above; however, the bid received came back with higher than estimated unit prices. Additionally, the company to whom the bid was awarded in previous years did not bid for 2021 work due to issues with equipment in disrepair. Sufficient funds are available in the 2021 budget to cover the overage cost.

**Scope of Work:** Replenishment of wood fiber playground surfacing (playground mulch).

**Background:** This project is for the annual replenishment of playground mulch throughout the Metroparks system.

<u>Contractor</u>	<u>City</u>	<u>Amount</u>
Michigan Playgrounds (dba Midstates Recreation LLC)	Pataskala, OH	\$42,705



To: Board of Commissioners  
From: Mike Henkel, Chief of Engineering Services  
Project No: 704-21-368  
Project Title: Bids – Maple Beach Irrigation  
Project Type: Major Maintenance  
Location: Kensington Metropark  
Date: February 5, 2021

Bids Received: January 21, 2021

**Action Requested: Motion to Approve**

That the Board of Commissioners award Contract No. 704-21-368 to the low responsive, responsible bidder, Progressive Irrigation, Inc., in the amount of \$38,619.31 as recommended by Chief of Engineering Services Mike Henkel and Staff.

**Fiscal Impact:** The project is \$61,380.69 under budget. Both bidders are local and no discounts for Diversity, Equity, and Inclusion or Living wage were factored in for price comparison purposes.

**Scope of Work:** The construction of the new Maple Beach restroom building resulted in the removal of the existing irrigation system. The proposed will install a new automatic irrigation system complete and site restoration which includes placement of sod, topsoil, and mulch blankets.

<u>Contractor</u>	<u>City</u>	<u>Amount</u>
Progressive Irrigation, Inc.	Clarkston	\$ 38,619.31
Unique Clips	Ray	\$ 40,449.60
Budget for Contract Services		\$100,000.00
Work Order Amount		
• Contract Amount Progressive Irrigation, Inc.		\$ 61,380.69
• Contract Administration		<u>\$ 2,000.00</u>
o Total Proposed Work Order Amount (Rounded)		\$ 63,381.00

*This project was reported and publicly advertised in the following construction reporting outlets: MITN, Construction Association of Michigan, Construction News Service, Builders Exchange of Michigan, McGraw Hill Dodge, Builders Exchange of Lansing and Central Michigan.*



To: Board of Commissioners  
From: Rebecca Franchock, Chief of Finance  
Subject: Approval – December 2020 Appropriation Adjustments  
Date: February 5, 2021

**Action Requested: Motion to Approve**

That the Board of Commissioners approve the December 2020 Appropriation Adjustments as recommended by Chief of Finance Rebecca Franchock and staff.

**Background:** The Metroparks ERP system provides a work-flow process to facilitate departmental budget management. Requested transfers are initiated by department staff and routed to the appropriate department head/district superintendent for review and approval. Finance provides a final review of the approved requests to verify that they do not negatively impact Fund Balance.

For the month of December, \$3,262,334 was transferred between general fund operation accounts and \$41,732 was transferred between general fund engineering wage accounts and capital project wage accounts. Transfers were also processed within the capital project fund totaling \$122,798. Donation funding supported project totaling \$5,722. Tax adjustments resulted in a net decrease in fund balance of \$342,515.

The result of these changes can be seen by Accounting Function and Location in the attached chart.

**Attachment: Appropriation Adjustments**

**Huron-Clinton Metropolitan Authority**  
**December 2020 Appropriation Transfer Summary**

<u>Expense Accounts</u>	<u>Location</u>	<u>Expense Increase/ Revenue Decrease</u>	<u>Expense Decrease/ Revenue Increase</u>	<u>Difference</u>
<b>Funding for Capital Project Fund</b>				
	Funding To/From General Fund	\$ 41,732		\$ 41,732
	<b>Total</b>	<b>\$ 41,732</b>	<b>\$ -</b>	<b>\$ 41,732</b>
<b>Capital</b>				
	Administrative Engineering	\$ 295,332	\$ 41,732	\$ 253,600
	Lake St. Clair	13,566		13,566
	Kensington	1,100	400	700
	Lower Huron		14,000	(14,000)
	Hudson Mills	15		15
	Stony Creek	553	108,885	(108,332)
	Lake Erie		7,100	(7,100)
	Wolcott Mill	54,027	1,875	52,152
	Indian Springs		16,000	(16,000)
	<b>Total</b>	<b>\$ 364,593</b>	<b>\$ 189,992</b>	<b>\$ 174,601</b>
<b>Major Maintenance</b>				
	Administrative Engineering	\$ 36,051	\$ 54,794	\$ (18,743)
	Lake St. Clair	9,664	7,058	2,606
	Kensington	23,615	44,000	(20,385)
	Lower Huron	26,504	24,149	2,355
	Hudson Mills	3,300	-	3,300
	Stony Creek	54,638	-	54,638
	Lake Erie	74,853	55,990	18,863
	Wolcott Mill	18,328	74,623	(56,295)
	Indian Springs	49,712	-	49,712
	<b>Total</b>	<b>296,665</b>	<b>260,614</b>	<b>36,051</b>
<b>Operations</b>				
	Administrative Operations	\$ 12,452	\$ 152	\$ 12,300
	Lake St. Clair	264,955	356,159	(91,204)
	Kensington	693,502	474,098	219,404
	Lower Huron	250,010	234,910	15,100
	Hudson Mills	232,595	184,185	48,410
	Stony Creek	263,633	195,579	68,054
	Lake Erie	138,470	262,570	(124,100)
	Wolcott	76,260	94,475	(18,215)
	Indian Springs	153,331	224,496	(71,165)
	Huron Meadows	91,159	122,739	(31,580)
	Administrative Office	382,967	662,355	(279,388)
	<b>Total</b>	<b>\$ 2,559,334</b>	<b>\$ 2,811,718</b>	<b>\$ (252,384)</b>
<b>Total General Fund Transfers</b>		<b>\$ 3,262,324</b>	<b>\$ 3,262,324</b>	<b>\$ -</b>

**Huron-Clinton Metropolitan Authority  
December 2020 Appropriation Transfer Summary**

<u>Expense Accounts</u>	<u>Location</u>	<u>Expense Increase/ Revenue Decrease</u>	<u>Expense Decrease/ Revenue Increase</u>	<u>Difference</u>
<b>Capital Project Fund</b>	Funding To/From General Fund	\$ -	\$ 41,731	\$ (41,731)
	Lake St. Clair	109,879	109,400	479
	Kensington	4,060	-	4,060
	Lower Huron/Willow/Oakwoods	19,935	13,398	6,537
	Hudson Mills	7,580	-	7,580
	Stony Creek	18,949	-	18,949
	Lake Erie	311	-	311
	Wolcott	3,815	-	3,815
	<b>Total</b>	<b>\$ 164,529</b>	<b>\$ 164,529</b>	<b>\$ -</b>

**Foundation/Donation Funding**

Kensington	\$ 5,722	\$ 5,722	\$ -
<b>Total</b>	<b>\$ 5,722</b>	<b>\$ 5,722</b>	<b>\$ -</b>

**Tax Adjustment**

	<u>Revenue Decrease</u>	<u>Revenue Increase</u>	<u>Net</u>
Current	\$ -	\$ 346,267	\$ (346,267)
Prior	3,752	-	3,752
<b>Total</b>	<b>\$ 3,752</b>	<b>\$ 346,267</b>	<b>\$ (342,515)</b>



To: Board of Commissioners  
From: Amy McMillan, Director  
Project Title: Update – Purchases over \$10,000  
Date: February 5, 2021

**Action Requested: Motion to Approve**

That the Board of Commissioners receive and file the update for purchases over \$10,000, up to, and including \$25,000 as submitted by Director Amy McMillan and staff.

**Background:** On May 9, 2013, the Board approved the updated financial policy requiring the Director to notify the Board of purchases exceeding \$10,000, up to, and including \$25,000.

The following list contains purchases exceeding the \$10,000 threshold:

<u>Vendor</u>	<u>Description</u>	<u>Price</u>
1. Metro Parent Media Group	Print, Digital and Narrative Advertising Marketing and Communications Department	\$11,850.00
2. National Composites	Paddle Boats Kensington Metropark	\$12,896.00
3. Gabriel, Roeder, Smith & Company (GRS)	Five Year Experience Analysis of Employee Retirement Plan and Retiree Health Care Plan Human Resources Department	\$23,000.00
4. Farmer Underwood Trucking LTD	Limestone Rip Rap for Shoreline Protection Lake Erie Metropark	\$24,249.75



To: Board of Commissioners  
From: Heidi Dziak, Senior Buyer  
Project No: ITB 2020-040  
Project Title: Purchase – Recycling Bins  
Location: Delphi, Dexter-Huron, Hudson Mills, Huron Meadows, Indian Springs, Kensington, Lake Erie, Lake St. Clair, Lower Huron, Stony Creek, Willow  
Date: February 5, 2021

**Action Requested: Motion to Approve**

That the Board of Commissioners approve the purchase of 540 new recycling bins for a total amount of \$57,216.56 from Recycle Away LLC of Brattleboro, Vermont, the low responsive, responsible bidder for ITB 2020-040 as recommended by Senior Buyer Heidi Dziak and staff.

**Fiscal Impact:** The majority of funds will come from the Michigan Department of Environment, Great Lakes, and Energy (EGLE) through a 2020 Recycling and Organics Infrastructure Grant. The Metroparks will provide matching funds in the amount of \$12,204, which is available in the 2021 Board approved budget.

**Scope of Work:** Furnish and deliver 540 new recycling bins.

**Background:** The Planning and Development Department piloted a plastics-only public recycling bin program at Lake St. Clair Metropark in 2019. Based on the success of the pilot program, the Metroparks will provide recycling bins at all remaining Metroparks for patron use.

The proposed purchase was competitively bid and posted on the Michigan Intergovernmental Trade Network (MITN) site, which provided notice of the solicitation to 21 vendors; 31 vendors downloaded the ITB and three bids were received.

<u>Vendor</u>	<u>Location</u>	<u>Price</u>
Recycle Away LLC*	Brattleboro, VT	\$57,215.56
Malor & Company Inc. <i>Offering a product that did not meet specifications.</i>	New York, NY	\$42,660.00
Taza Supplies	Naperville, IL	\$63,560.40

*(\*) Indicates recommended award.*



To: Board of Commissioners  
From: Rebecca Franchock, Chief of Finance  
Subject: Report – 2020 Yearend Financial Review  
Date: February 5, 2021

**Action Requested: Motion to Receive and File**

That the Board of Commissioners receive and file the 2020 Yearend Financial Review as submitted by Chief of Finance Rebecca Franchock and staff.

**Attachment: 2020 Yearend Financial Review**





# HURON-CLINTON METROPARKS 2020 YEAR END FINANCIAL RECAP

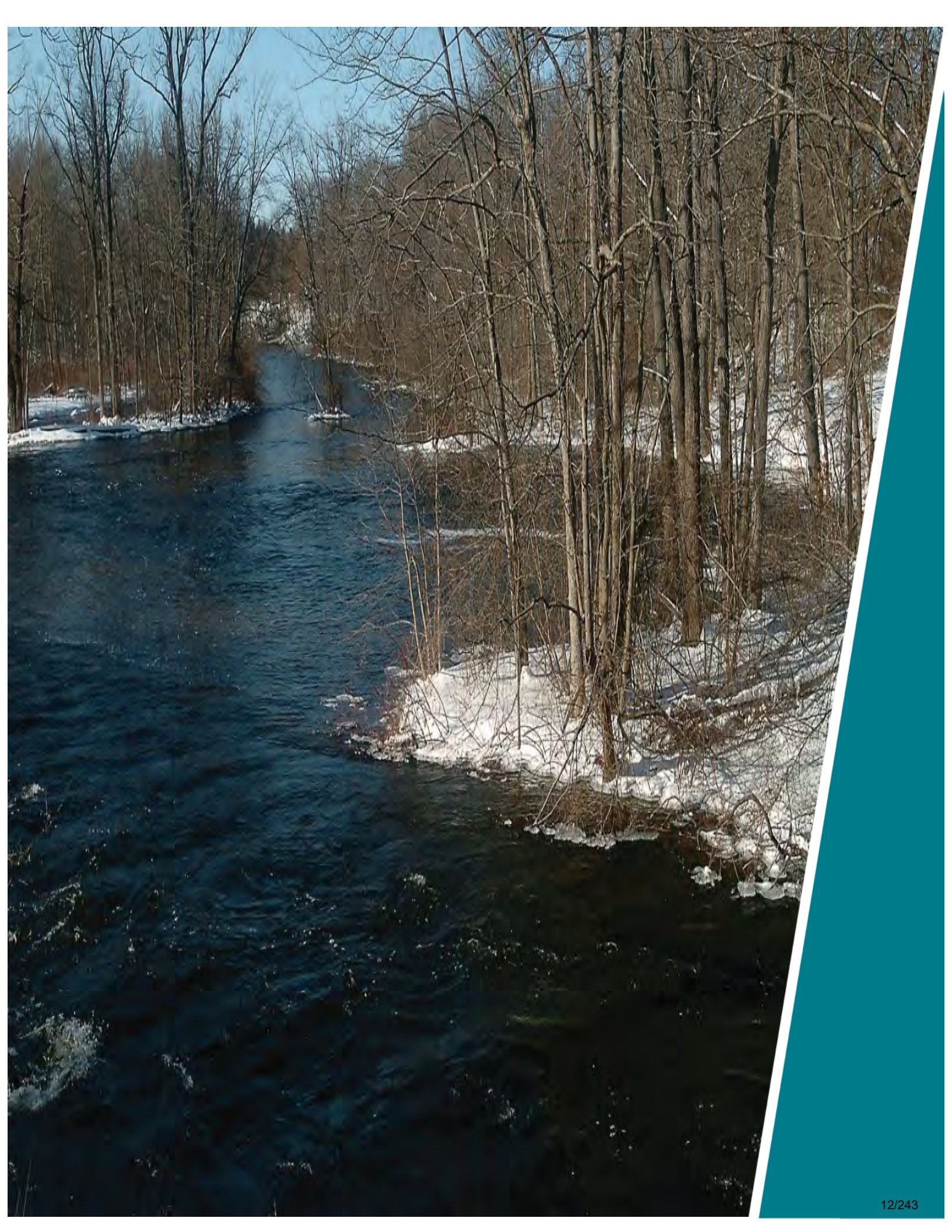
February 2021

Administrative Office  
13000 High Ridge Drive  
Brighton, MI 48814



[METROPARKS.COM](https://www.metroparks.com)





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# EXECUTIVE SUMMARY

## 2020 GENERAL FUND FINANCIAL RESULTS

2020 was a year that most of us alive today will never forget. As the pandemic that began in Wuhan, China made its way across the globe, no individual or organization were without impact. Negotiating our way through a rapidly changing and sometimes frightening landscape was accomplished at the Metroparks via increased communication and interaction with all available resources.

At a bird's eye view, the Metroparks met the challenges presented and did what we do best. Providing an estimated 9.6 million park visitors with a safe, clean environment to restore and recharge. An increase of 2.5 million from 2019, up 35 percent.

The pandemic forced closures, delays and limitations to facilities throughout the Metroparks. Most impacted were aquatic, rental facilities, special events and interpretive programming. Despite this overall park operating revenue exceeded 2019 revenue by \$1.3 million or 6.6 percent. Driving this were strong increases in toll, golf and boat rental. These three sources alone provided an additional \$3.7 million.

On the expense side, overall total general fund expenditures were within \$200,000 of 2019 (up 0.4 percent). Increases in capital equipment and major maintenance were nearly the same as decreases in park operations and the administrative office.

The net result is revenue greater than expense totaling \$5.7 million. Coincidentally this is the nearly the same amount that the Board approved designating from unassigned fund balance to support the River Front Conservancy. The other significant change to unassigned fund balance is a decrease which is also a direct result of the pandemic. The amount which we must assign for compensated absences grew by \$800,000. This is the result of vacation balances for active employees growing during 2020. As employees were granted additional COVID-19 leave when time off was needed and with vacation prospects limited by the pandemic employees made less than normal use of vacation. The resulting Unassigned Fund Balance is \$23.9 million or 43 percent of 2021 budgeted revenue.

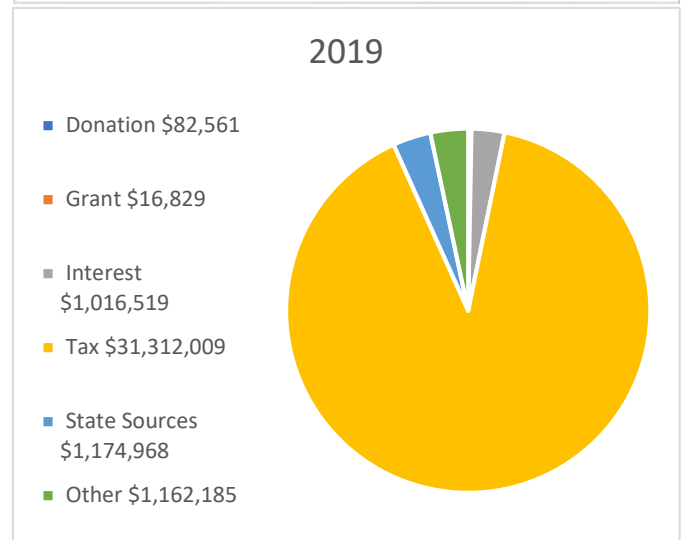
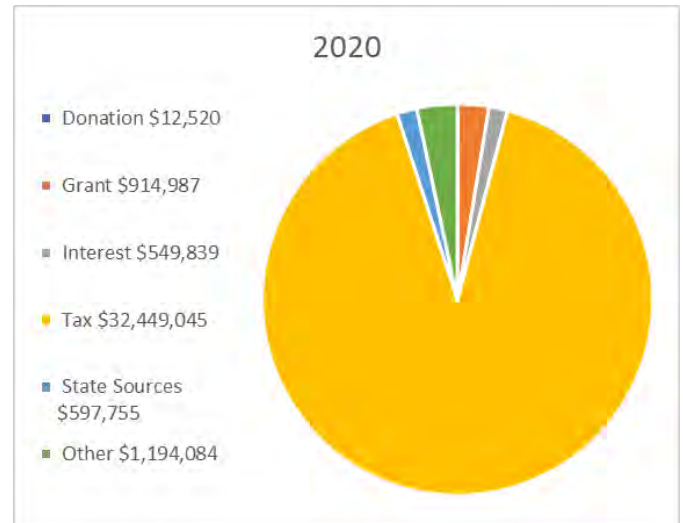
# ADMINISTRATIVE REVENUE

Metroparks administrative revenue consists of all revenue sources that are not generated directly by park operations. Tax revenue produces more than 90 percent of this. Interest, grants, donations, sale of surplus, state funding, rebate programs and proceeds from agreements related to insurance generate the remaining funding.

In 2020, tax revenue fell short of the original budget, but exceeded 2019 by \$1.2 million or 3.7 percent. All other areas exceeded budget.

Both interest earnings and revenue received from the State of Michigan related to industrial personal property taxes declined by \$500,000 each when compared to 2019 receipts. Donation and Foundation Support also declined, although by much smaller amounts (under \$50,000 each). Grant revenue earned in 2020 included \$898,000 which was not included in the original budget. These funds were primarily the final payment of the SAW grant program.

The net result is growth of nearly \$1.0 million; an increase of 2.7 percent.

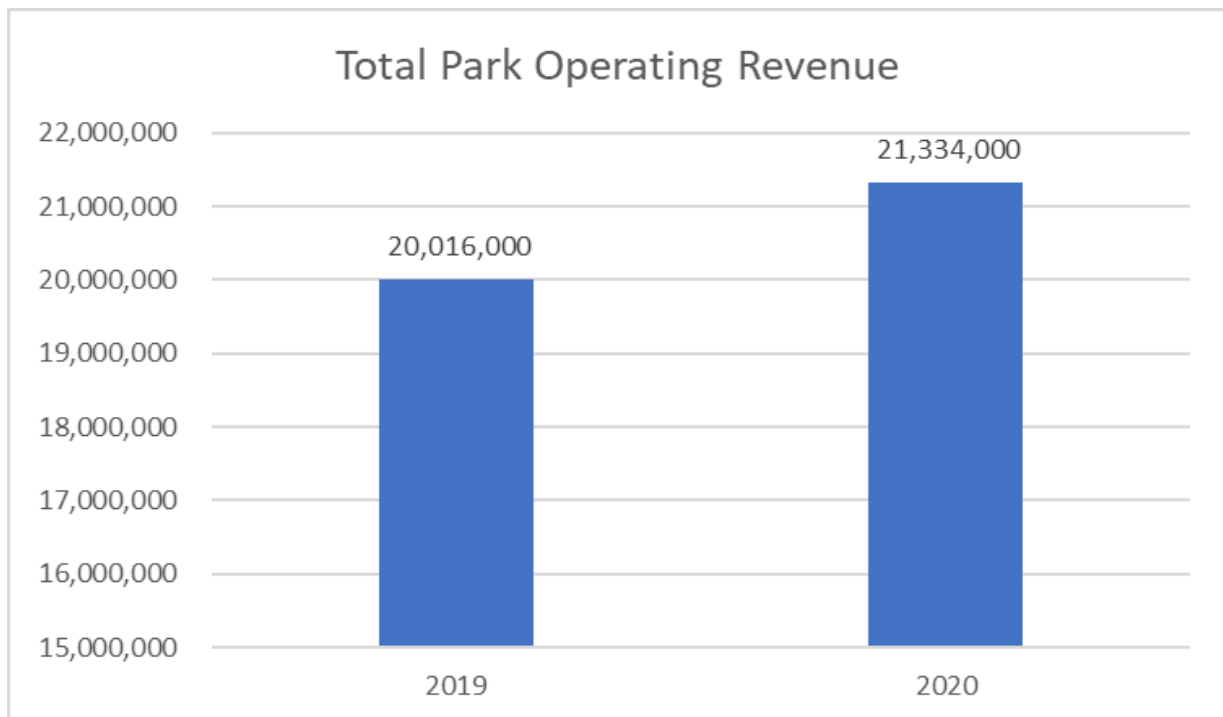


# PARK OPERATING REVENUE

## BY LOCATION

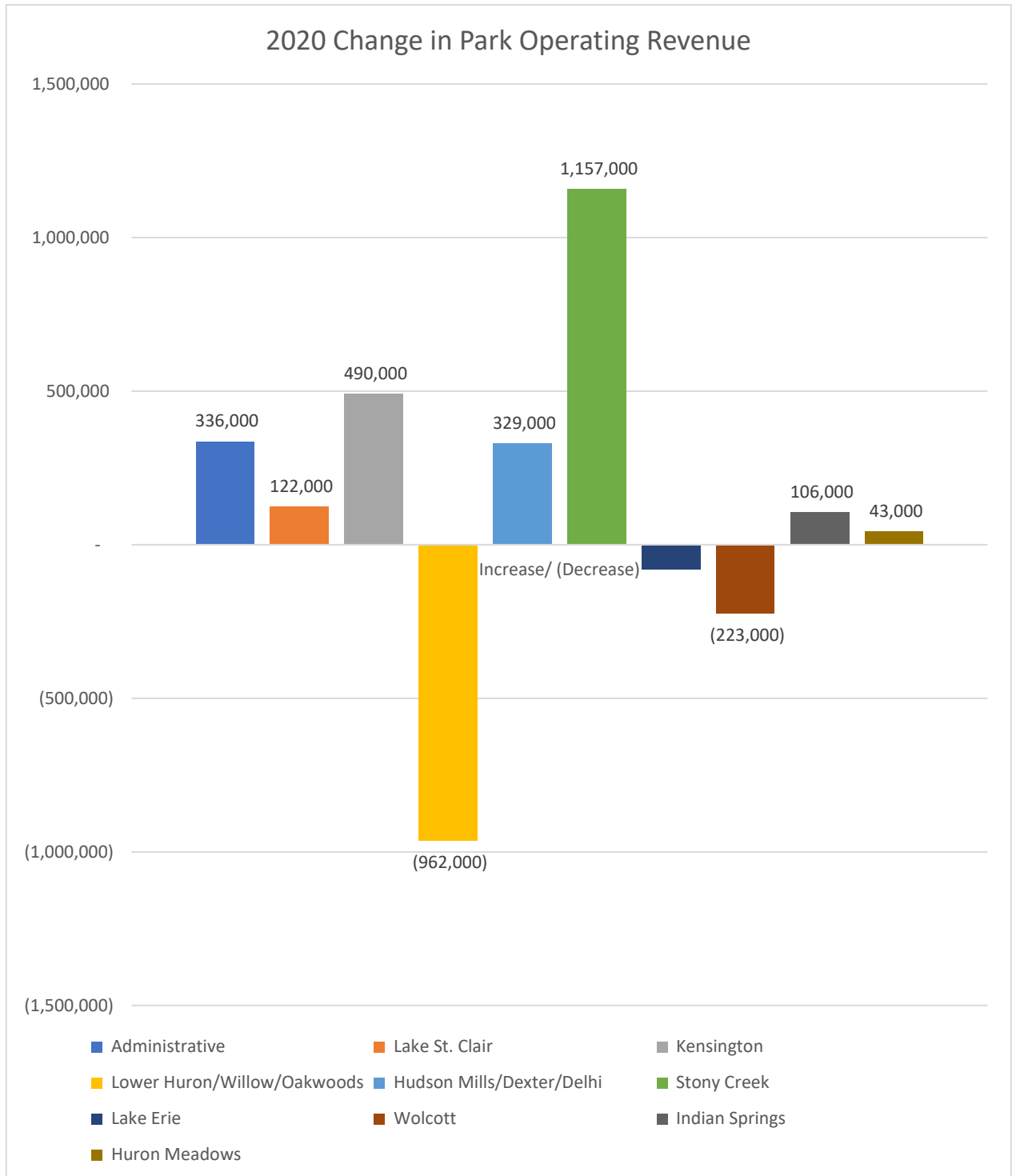
The Metroparks track operating revenue by three districts and nine distinct park locations within those districts as well as the administrative office which processes on-line sales. Each location varies in size and amenities offered but all locations are primarily large, day-use parks located adjacent to the Huron or Clinton Rivers or one of their tributaries.

Consistent with other park systems across the nation, the Metroparks found that the pandemic greatly increased public use. During 2020 the parks collectively experienced increased visitation of 32 percent. This generated an increase in revenue which exceeded \$1.3 million, growth of 6.6 percent.



Looking into revenue by location, as the chart below demonstrates, not all parks showed equal increases. Locations such as Wolcott, which primarily generates interpretive program as its main source of revenue, showed an overall decline in revenue (down \$222,000). Lake Erie and Lower Huron, Willow and Oakwoods in the Southern district declined by nearly \$1.0 million. The direct result of the pandemic's closure of both the Great Wave and Turtle Cove water facilities. Fortunately for the Metroparks system, most locations were less reliant on facilities that were so negatively impacted.

Stony Creek produced a phenomenal revenue increase of \$1.2 million (up 29.0 percent). Significant increases were also produced by Kensington (\$490,000) and Hudson Mills (\$329,000). However, another real sign of the pandemic was the increase in on-line sales of permits through the Administrative Office where a couple of staff handled an increase of more than \$336,000 (up 73 percent).



# BY ACTIVITY

In addition to tracking revenue by location, Metroparks also track revenue (and expenditures) by specific cost centers known as activities. Some activities have both revenue and expenditures associated with their operations, such as pools, golf courses or interpretive facilities. Some only have expenditures such as police or administrative. While it is expected that some activities will cover their direct expenses it is recognized that many do not but are intended to be supported by tax revenue or other sources as a service to the greater public.

In 2020 the facilities that were negatively impacted by pandemic limitations were primarily, the aquatic facilities (down \$1.7 million), interpretive program (down \$485,000) and rental of facilities and shelters (down \$342,000). Many other less significant activities were also negatively impacted, such as group camping, Lake St. Clair's trackless train and group camping.

Fortunately, the Metroparks most significant revenue sources had positive growth over 2019 revenue. This proved true in spite and in some cases because of COVID-19 restrictions.

Golf courses were initially closed by state mandate to flatten the curve and reduce the spread of the virus. When courses were finally given the green light to begin to operate it was with restrictions that prevented access to the clubhouse. The Metroparks worked with partner Golf Now to implement an all on-line reservation process which allowed golfers to begin to use the facilities in limited numbers. Eventually restrictions were eased but Metroparks continued to keep safety top of mind in scheduling Tee times and providing food and beverage service. The financial results testify to both the initial pent up demand for golf and later to the public desire to utilize golf as a safe way to recreate outside the home. Golf revenue increased by over \$900,000 across all courses when compared to 2019, exceeding the 2020 budget by over \$1.0 million.

Similarly, dockage and rental of boats, kayaks and stand-up paddleboards experienced a similar path. Initial limitations gave way to safely designed openings with unprecedented demand. In total, these activities exceeded 2019 revenue generation by over \$400,000.

Finally tolling revenue was truly amazing. As noted earlier, 2020 had greatly increased vehicle attendance. There was also a planned increase in the 2020 annual permit fee structure. These combined to produce an increase in toll revenue by \$2.6 million from 2019. For those of us that recall the early days of the pandemic when limited tolling and fear of mandated park closures appeared to put making the revenue budget at all somewhat suspect, to have these results are almost surreal. The ability of park staff to continue to safely staff toll booths is what made these results possible and it is much appreciated.

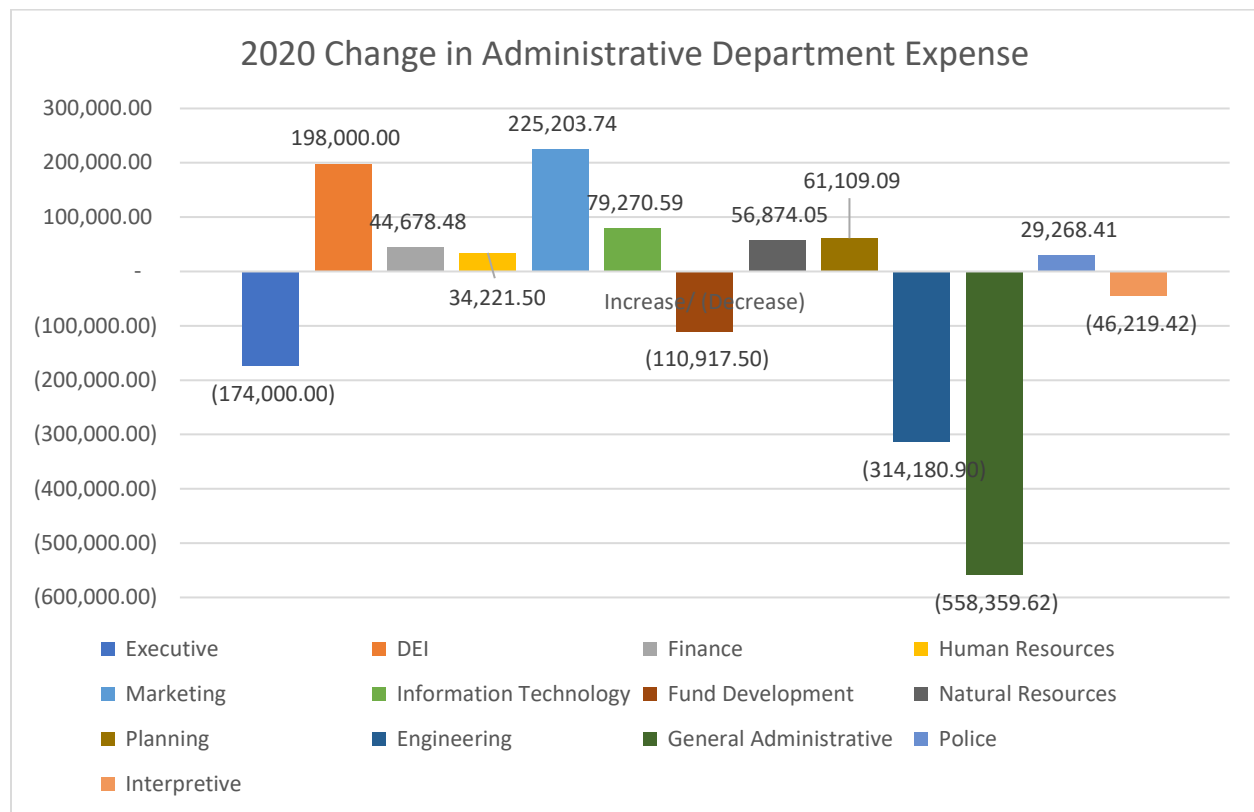


# ADMINISTRATIVE EXPENSE

Moving into a review of the expense side of the ledger, the Administrative Office expenses for 2020 dropped by a significant \$463,000, 4.8 percent. While planned shifts and changes to department structures were included in the 2020 budget plan, the overall decline in spending was not. The original 2020 budget expected an overall increase in the Administrative Office expenses of \$1 million. The actual results created a \$1.5 million variance.

The 2020 budget was the first year for the DEI department expense to be broken out in its own department. In earlier years these costs were part of the Director's department. The elimination of the Fund Development department and the transfer of some of those costs to the Planning department was also expected in 2020.

2020 operating results show direct results of the pandemic in several significant areas. Interpretive funding for both Get Out and Learn and Summer Fun were unable to be used. A plan to begin an in-house scanning project did not move forward. An initiative to create internships also was stalled. In addition, less was spent on consultants, operating supplies, utilities and both full and part-time wages.

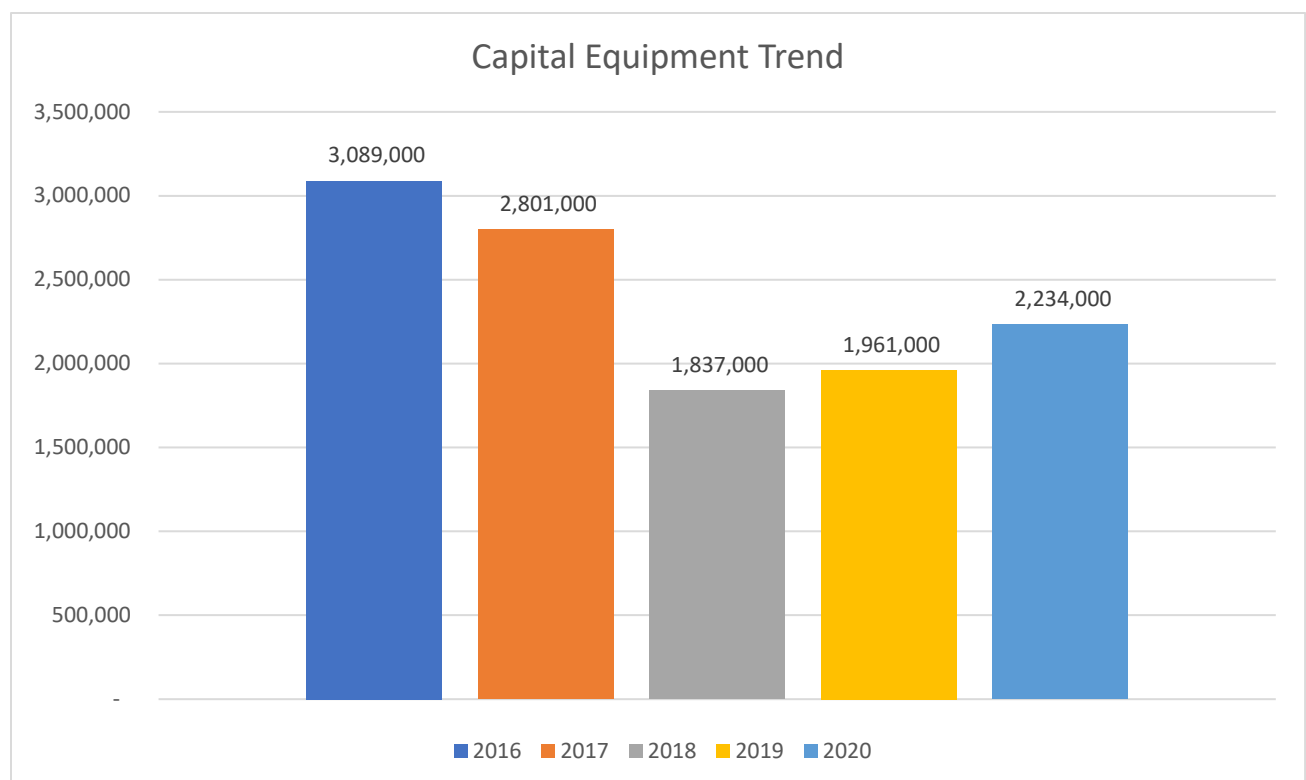


# CAPITAL EXPENSE

Revenue and expense related to Capital Improvement Projects are tracked in the Capital Project Fund. Capital Expenses tracked within the General Fund are limited to land acquisition and the purchase of moveable equipment which has a unit price in excess of \$5,000.

Although no land acquisitions were completed during 2020, there were some costs associated with potential land acquisition or disposal at Lake St. Clair and Wolcott Metroparks. The total spent was just under \$60,000, an increase of more than \$50,000 from 2019. None of which was originally anticipated in the original 2020 budget. Funding for these expenditures was taken from the Fund Balance Committed for Land Acquisition. Currently, there is just under \$5.5 million. Per Board direction, all land sale proceeds are committed for future land acquisition.

Capital Equipment purchases in 2020 totaled \$2.2 million. This is within the amended budget and the original budget. This amount also reflects an increase from 2019 expenditures of \$200,000 or 11 percent. It is also very close to the five-year average of \$2.4 million spent annually.



# MAJOR MAINTENANCE

Major Maintenance Projects are projects that exceed \$10,000, are generally expected to be completed within an operating calendar, are not frequent in nature and may maintain but do not create a new or extend the life of a capital asset. A good example is a roof replacement. It is needed every 25 years or so for a building to reach its expected life, but it does not extend the useful life of the building beyond what the building would normally have.

These costs are part of operations, in a financial sense, but are segregated so that the more typical annual operating costs may be analyzed and managed more readily. In 2020, \$1.6 million was spent on 39 separate projects. Some of the more significant projects worked on in 2020 were:

1.	Kensington – Splash-N-Blast Flooring & Features	\$217,000
2.	Lower Huron – Marcite Pool Repairs	\$151,000
3.	Indian Springs – Dome Polishing & Seal Replacement	\$127,000
4.	Indian Springs – Meadowlark Shelter Accessibility Improvements	\$ 99,000
5.	Lake Erie – Great Wave Carpet Replacement	\$ 91,000
6.	Stony Creek – Dam Repair	\$ 87,000
7.	Kensington – Buno Road Bridge Hike-Bike Approach Repair	\$ 72,000
8.	Lake Erie – Various Roof Replacements	\$ 58,000
9.	Wolcott – Structural Repairs Mill	\$ 58,000
10.	Stony Creek – Sanitary Sewer Rehabilitation	\$ 54,000

2019 project expenditures totaled \$900,000. 2020 project work exceeded this amount by \$670,000 (74 percent).



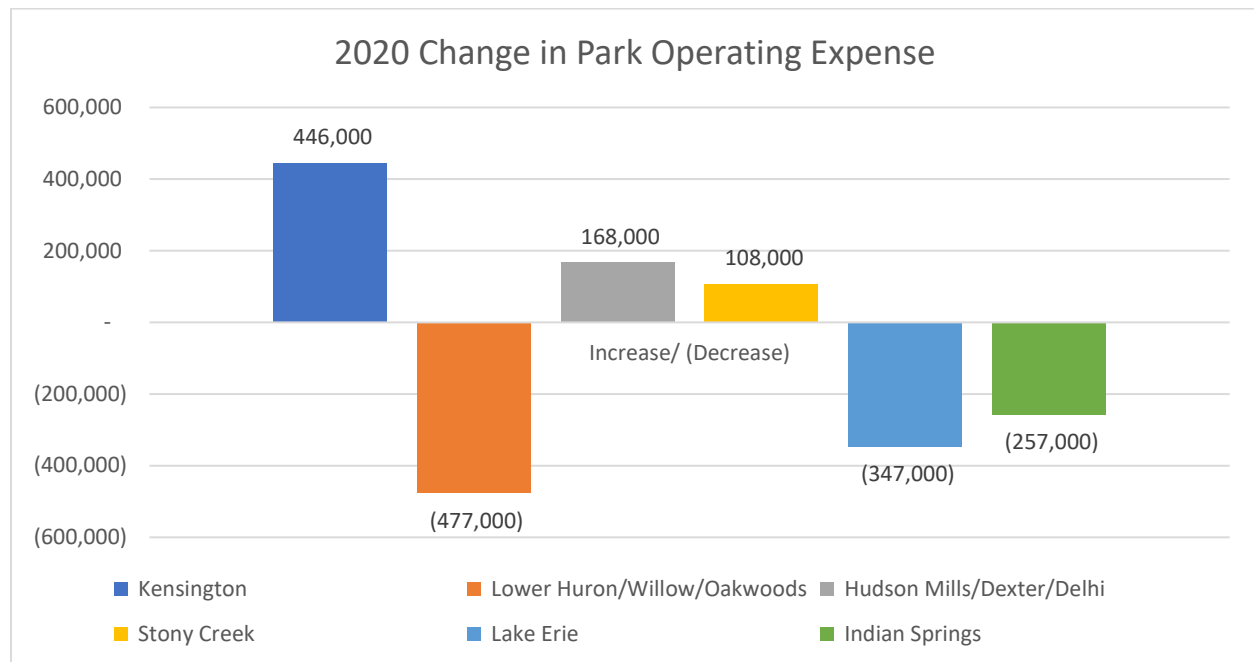
# PARK OPERATING EXPENSE

## BY LOCATION

2020 park operating expenses in total declined from 2019 levels by \$345,000 (1.0 percent). Individual results by location varied greatly. Logically, the largest reductions occurred at Lower Huron and Lake Erie where the Turtle Cove Waterpark and Great Wave pool facilities were unable to open due to the pandemic. Although we were eventually able to open the aquatic facilities at Lake St. Clair, Kensington and Willow, the constraints on attendance along and staffing issues prevented these larger facilities from opening.

Indian Springs also saw reductions in cost. Although there were some cost reductions related to the interpretive program at the Environmental Discovery Center, these reductions were primarily the result of a \$300,000 purchase of golf carts which took place in 2019 and was not repeated in 2020.

The chart below displays the variance in park operating expense between 2019 and 2020 for the parks with a significant change. Three parks which had virtually no change are not included to make the chart easier to read. They are Lake St. Clair, Wolcott Mill and Huron Meadows.



# BY ACTIVITY

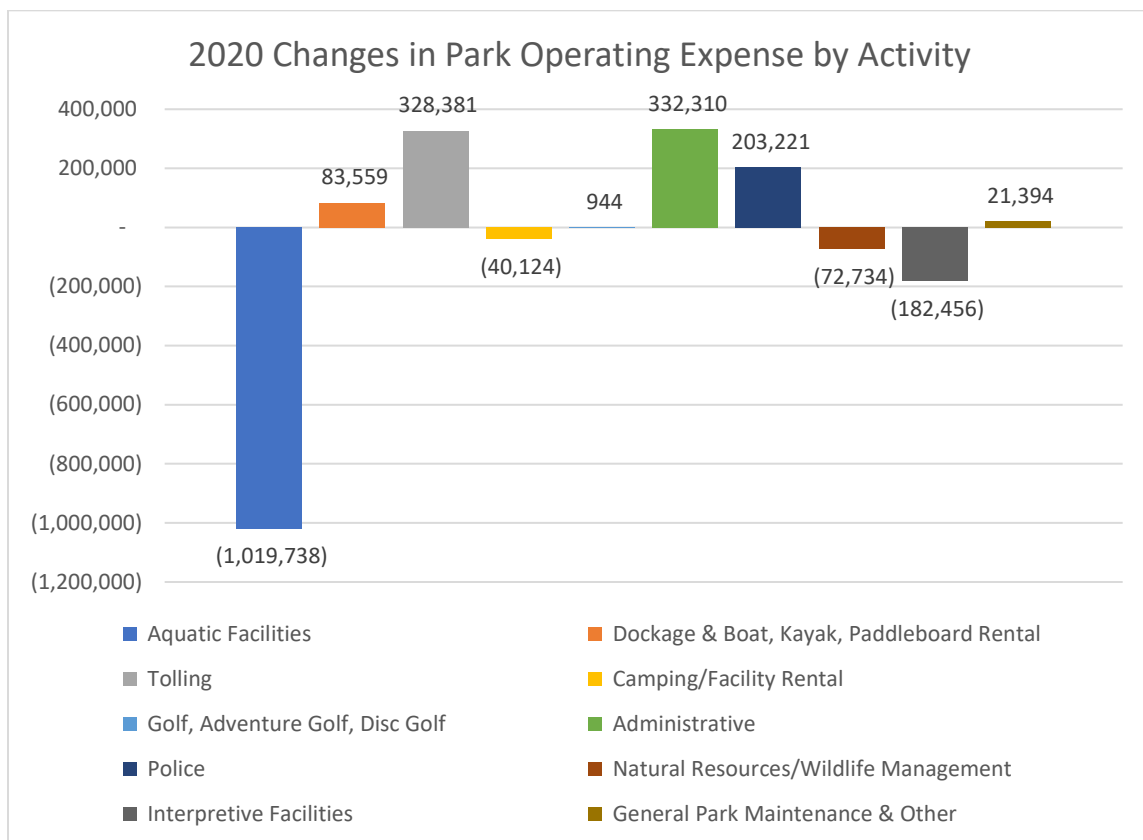
As discussed earlier, the Metroparks uses a cost center known as an activity to track and report both revenue and expense. Looking at park operating expenses by these activity centers illuminates some of the impacts of the pandemic on expense.

Discussed above we saw that the Southern District parks had their revenue adversely effected due to closures and limitations on aquatic facilities. These loses were not felt as keenly as they might have been had the associated expenses also not seen large decreases. The loss of revenue was greater than the expense savings, but the expense savings did mitigate the impact significantly. More than \$1.0 million of the \$1.7 million in revenue lost at aquatic facilities was made up by expense reductions.

Savings related to special events cancellations actually exceeded the loss of revenue directly associated with those events. Reductions in Interpretive programs covered half of the revenue lost from those programs.

Increases in Golf, Tolling and Boat Rental were all more than covered by the increased revenue generated at those facilities.

Overall the increased revenue generated also more than offset the increase in general park maintenance.



# FUND BALANCE

The Metroparks Board policy for unassigned fund balance created a target range of 25 to 30 percent of budgeted general fund revenue. At Dec. 31, 2020, the 2021 budgeted general fund revenue totals \$55.6 million. This produces a range of roughly \$14 to \$17 million. The policy provides that unassigned fund balance outside of that target range will have further review.

The unassigned fund balance has exceeded the target range since the policy was approved. At the beginning of 2020 it totaled \$25 million. During 2020, there were three significant changes to fund balance.

1. The Board of Commissioners approved moving \$6 million out of unassigned fund balance and assigning it to support a partnership with the Detroit Riverfront Conservancy.
2. The year-end balance in the Assigned Fund Balance for Compensated Absences increased by \$800,000 as a result of (a) staff having additional COVID-19 related leave made available to use and b) using less vacation leave.
3. The revenue generated in the general fund exceeded the expenses charged to the general fund by \$5.7 million.

The result is an unassigned fund balance at Dec. 31, 2020 that totals \$23.9 million, a decrease of \$1.1 million.





# 2020 RECAP

- Attendance increased by one million vehicles
- Toll revenue increased \$2.6 million
- Golf revenue increased \$900,000
- Dockage/boat rental increased \$400,000
- Aquatic revenue decreased \$1.7 million
- Interpretive revenue decreased \$500,000
- Park Operation expense decreased \$350,000
- Administrative Office revenue increased \$1.0 million
- Administrative Office expense decreased \$460,000
- 18,745 hours (\$608,400) of COVID-19 related leave taken









To: Board of Commissioners  
From: Rebecca Franchock, Chief of Finance  
Subject: Report – Monthly Capital Project Fund  
Date: February 5, 2021

**Action Requested: Motion to Receive and File**

That the Board of Commissioners receive and file the Capital Project Fund report as submitted by Chief of Finance Rebecca Franchock and staff.

**Background:** In 2018, the Board of Commissioners approved the creation of a capital project fund. To improve the information provided on specific capital improvement projects Finance is working on developing a monthly performance report.

The following columns of data are provided by project:

- Life-To-Date Total Project Budget
- Year-To-Date Total Project Expenditures
- Life-To-Date Total Project Expenditures
- Current Project Encumbrances (Funds committed through the purchase order process)
- Balance (Life-To-Date Budget less Life-To-Date Expenditures and Current Encumbrances)

**Project updates include:**

- A total of \$6.3 million was spent during 2020 towards completion of 47 capital projects throughout the Metroparks.
  
- Twelve projects were completed in 2020. Some of the more significant were:
  - Stony Creek Boat Launch parking lot reconstruction \$1,217,670
  - Kensington Hike Bike Trail reconstruction \$ 377,645
  - Lower Huron Hike Bike Trail reconstruction \$ 310,453
  - Hudson Mills Hike Bike Trail reconstruction \$ 293,993
  - Willow Golf Course culvert replacement \$ 221,842
  
- Contracts totaling \$3.2 million has been encumbered for 14 open projects.
  
- Three projects that were originally part of the Capital Project Fund were removed from the list as the projects did not meet capitalization limits.

**Attachment: December 2020 Capital Project Fund Update**

**Capital Project Fund**  
**Period Ending December 31, 2020**

Project Code	Project Description	GL Acct Number	Location	Category	Life to Date Budget	Year to Date Transactions	Life to Date Transactions	Life to Date Encumbrance	Balance	Project Status
50217.679	Nature Center Improvements-DNR Passport Grant Funded	80-5-102-880-88	Lake St Clair	Building	64,040.03	49,845.10	64,040.03	0.00	-	Complete
50217.683	Pump Station No. 1 Replacement-SAW Grant	80-5-102-990-88	Lake St Clair	Other Improvements	434,140.20	20,398.05	393,873.20	45,004.90	(4,737.90)	
50219.688	Black Creek Marsh Wetland Filtration Enhancement	80-5-102-990-88	Lake St Clair	Other Improvements	253,000.00	0.00	0.00	0.00	253,000.00	
50220.692	Accessible Kayak Launch & Power Installation	80-5-102-990-88	Lake St Clair	Other Improvements	50,000.00	0.00	0.00	0.00	50,000.00	
50220.693	Backup Internet Fiber Installation	80-5-102-990-89	Lake St Clair	Infrastructure	40,000.00	0.00	0.00	30,815.05	9,184.95	
50220.694	Electrical Grid Replacement - Design in 2020	80-5-102-990-89	Lake St Clair	Infrastructure	800,000.00	0.00	0.00	109,400.00	690,600.00	
50220.696	Beach Restoration	80-5-102-538-88	Lake St Clair	Other Improvements	400,213.99	10,657.74	10,657.74	12,556.25	377,000.00	
50417.1107	Maple Beach Site Improvements	80-5-104-538-88	Kensington	Other Improvements	987,660.57	915,393.83	1,026,788.38	48,390.45	(87,518.26)	
50418.1113	Nature Center Exhibits	80-5-104-880-88	Kensington	Other Improvements	30,897.88	0.00	30,897.88	0.00	-	Complete
50420.1118	Maple Beach - Universal Accessible Playground	80-5-104-538-89	Kensington	Infrastructure	552,475.30	404,682.80	404,682.80	78,168.85	69,623.65	
50420.1119	Hike-Bike Trail Reconstruction	80-5-104-990-89	Kensington	Infrastructure	377,645.20	377,645.20	377,645.20	0.00	-	Complete
50420.1120	West Boat Launch - Accessible Kayak Launch	80-5-104-990-88	Kensington	Other Improvements	312,305.85	4,305.85	4,305.85	0.00	308,000.00	
50519.126	Iron Belle Trailhead	80-5-108-990-82	Dexter-Delhi	Land Improvements	51,641.95	47,297.37	51,641.95	0.00	-	Complete
50520.127	Delhi Relocating Border to Border Trail	80-5-108-990-89	Dexter-Delhi	Infrastructure	100,000.00	100,000.00	100,000.00	0.00	-	Complete
50520.128	Relocating Concessionaire Canoe Livery Building	80-5-108-990-84	Dexter-Delhi	Building	87,503.14	17,606.64	17,606.64	0.00	69,896.50	
50619.491	North Fishing Site Redevelopment	80-5-106-990-88	Lower huron	Other Improvements	315,667.81	16,084.07	27,377.81	0.00	288,290.00	
50620.493	Backup Internet Fiber Installation	80-5-106-990-89	Lower huron	Infrastructure	185,361.89	150,000.00	150,000.00	33,702.39	1,659.50	
50620.494	Hike-Bike Trail Reconstruction	80-5-106-990-89	Lower huron	Infrastructure	310,452.98	310,452.98	310,452.98	0.00	-	Complete
50820.216	Hike-Bike Trail Reconstruction	80-5-108-990-89	Hudson Mills	Infrastructure	293,992.98	293,992.98	293,992.98	0.00	-	Complete
50820.217	Backup Internet Fiber Installation	80-5-108-990-89	Hudson Mills	Infrastructure	7,993.60	0.00	0.00	0.00	7,993.60	
50820.218	Rapids View area Development	80-5-108-990-89	Hudson Mills	Infrastructure	458,099.63	4,299.63	4,299.63	0.00	453,800.00	
50820.219	Toll Booth Removal and Replacement	80-5-108-590-84	Hudson Mills	Building	80,000.00	12,346.00	12,346.00	0.00	67,654.00	
50917.542	Baypoint Beach Site Improvements	80-5-109-538-88	Stony Creek	Other Improvements	1,252,262.70	980,534.74	1,082,436.57	262,956.38	(93,130.25)	
50918.548	Shelden Trails Redevelopment	80-5-109-990-89	Stony Creek	Infrastructure	394,079.22	276,517.98	325,452.56	96,061.64	(27,434.98)	
50920.553	Boat Launch Parking Lot Reconstruction	80-5-109-540-88	Stony Creek	Other Improvements	1,217,670.02	1,205,836.34	1,217,670.02	0.00	-	Complete
50920.554	Boat Launch Building Redevelopment	80-5-109-540-84	Stony Creek	Building	1,591,468.04	89,485.44	93,622.04	12,736.50	1,485,109.50	
50920.555	Development of Off Leash Dog Area	80-5-109-990-82	Stony Creek	Land Improvements	139,524.86	1,024.86	1,024.86	0.00	138,500.00	
50920.556	Backup Internet Fiber Installation	80-5-109-990-89	Stony Creek	Infrastructure	80,000.00	0.00	0.00	70,406.95	9,593.05	
50920.557	Shore Fishing Replace Vault Latrine	80-5-109-990-84	Stony Creek	Building	68,596.74	68,596.74	68,596.74	0.00	-	Complete
50920.558	26 Mile Rd. Connector - Bike Path	80-5-109-990-89	Stony Creek	Infrastructure	10,564.88	10,564.88	10,564.88	0.00	-	
51017.311	Park Office Replacement	80-5-106-990-84	Willow	Building	2,379,081.44	81,356.09	181,466.44	2,191,600.00	6,015.00	
51017.313	Service Yard Stormwater Improvements-SAW Grant	80-5-106-990-89	Willow	Infrastructure	105,340.26	5,671.82	105,340.26	0.00	-	Complete
51019.314	Golf Course Culvert Replacement	80-5-106-650-89	Willow	Infrastructure	221,841.57	215,096.62	221,841.57	0.00	-	Complete
51020.315	Main Park Road Culvert Replacements near Acorn Knoll	80-5-106-990-89	Willow	Infrastructure	40,000.00	0.00	0.00	0.00	40,000.00	
51020.316	AO and Existing Maintenance Building - Gas Service Line	80-5-106-990-89	Willow	Infrastructure	177,224.51	177,224.51	177,224.51	0.00	-	Complete
51020.317	Backup Internet Fiber Installation	80-5-106-990-89	Willow	Infrastructure	0.00	0.00	0.00	0.00	-	
51118.110	Nature Center Exhibit Design & lighting/electrical	80-5-106-880-88	Oakwoods	Other Improvements	633,880.91	376,697.68	534,214.68	99,666.23	-	
51120.113	Backup Internet Fiber Installation	80-5-106-990-89	Oakwoods	Infrastructure	0.00	0.00	0.00	0.00	-	
51120.114	Accessible Nature Trail Development	80-5-106-880-89	Oakwoods	Infrastructure	248,000.00	0.00	0.00	0.00	248,000.00	
51218.239	Shoreline and Fish Habitat Restoration	80-5-112-990-88	Lake Erie	Other Improvements	1,616,221.17	81,562.55	115,907.49	78,734.15	1,421,579.53	
51220.240	Boat Launch Fish Cleaning Station	80-5-112-990-88	Lake Erie	Other Improvements	45,000.00	0.00	0.00	0.00	45,000.00	
51220.241	Accessible Kayak Launch with Area Development	80-5-112-990-88	Lake Erie	Other Improvements	245,132.54	132.54	132.54	0.00	245,000.00	
51319.140	Generator Hookup at Farm	80-5-113-881-89	Wolcott	Infrastructure	50,000.00	0.00	0.00	0.00	50,000.00	
51320.142	Phase Two - Animal Pen Fencing Replacement	80-5-113-881-88	Wolcott	Other Improvements	35,504.62	5,504.62	5,504.62	0.00	30,000.00	
51320.144	Farm to Mill Trail Connector	80-5-113-881-89	Wolcott	Infrastructure	1,000,957.51	957.51	957.51	0.00	1,000,000.00	
51520.159	Backup Internet Fiber Installation	80-5-115-990-89	Indian Springs	Infrastructure	7,757.78	0.00	0.00	0.00	7,757.78	
51620.093	Backup Internet Fiber Installation	80-5-116-990-89	Huron Meadows	Infrastructure	0.00	0.00	0.00	0.00	-	
Grants	50217.679R - Nature Center Building Improvement		Lake St Clair		(45,000.00)	0.00	0.00	0.00	(45,000.00)	
Grants	50219.688R - Black Creek Marsh Wetland Filtration Grant		Lake St Clair		(160,000.00)	0.00	0.00	0.00	(160,000.00)	
Grants	50420.1120R - Accessible Kayak Launch Grant		Kensington		(154,000.00)	0.00	0.00	0.00	(154,000.00)	
Grants	50520.128R - Relocate Concessionaire Building		Delhi		(5,000.00)	0.00	0.00	0.00	(5,000.00)	
Grants	50519.126R - Iron Belle Trailhead		Dexter-Huron		(38,742.00)	0.00	0.00	0.00	(38,742.00)	
Grants	50619.491R - North Fishing Site Accessibility Grant		Lower Huron		(144,400.00)	0.00	0.00	0.00	(144,400.00)	
Grants	50820.218R - Rapids View Area Development Grant		Hudson Mills		(226,900.00)	0.00	0.00	0.00	(226,900.00)	
Donations	50918.548R - Shelden Trail		Stony Creek		(110,582.00)	0.00	0.00	0.00	(110,582.00)	
Grants	50920.555R - Off Leash Dog Area Grant		Stony Creek		(50,000.00)	0.00	0.00	0.00	(50,000.00)	
Grants	51017.313R - Service Yard Stormwater Improvements-SAW		Willow		(41,659.94)	0.00	0.00	0.00	(41,659.94)	
Grants	51120.114R - Accessible Nature Trail Development Grant		Oakwoods		(124,000.00)	0.00	0.00	0.00	(124,000.00)	
Grants	51218.239R - Coastal Marsh Habitat & Trail Development		Lake Erie		(1,411,400.65)	0.00	0.00	0.00	(1,411,400.65)	
Grants	51220.241R - Kayak Launch Area Development Grant		Lake Erie		(122,500.00)	0.00	0.00	0.00	(122,500.00)	
					<b>\$ 15,118,792.18</b>	<b>\$ 6,309,206.18</b>	<b>\$ 7,422,566.36</b>	<b>\$ 3,170,199.74</b>	<b>\$ 4,526,251.08</b>	



To: Board of Commissioners  
From: Rebecca Franchock, Chief of Finance  
Subject: Approval – Review of Plan Experience 2016 - 2020  
Date: February 5, 2021

**Action Requested: Motion to Receive and File**

That the Board of Commissioners approve changing the Demographic and Economic assumptions subject to approval by the Pension Committee and Retiree Health Care Trust regarding updating actuarial assumptions to be used in future actuarial valuations for the Huron-Clinton Metropolitan Authority Employee's Defined Benefit Retirement Plan and Retiree Health Care Trust as recommended by Chief of Finance Rebecca Franchock and staff.

**Fiscal Impact:** The 2021 budget included funding for the defined benefit Pension plan in the amount of \$3.2 million. Dependent on assumptions approved the actual contribution may range from \$2,645,500 to \$3,283,438.

**Background:** The assumptions used in the actuarial valuation for the defined benefit pension plan are critical to an accurate portrayal of the status and health of the plan. It is therefore prudent that these assumptions are periodically studied and where needed, revised. It has been five years since a review of this nature has been completed.

Over the past month, staff from Gabriel Roeder and Smith reviewed the demographic and economic assumptions comparing expected incidence with historic incidence and changes in actuarial standards of practice. Based on this review the following recommendations are made for demographic assumptions:

Demographic Assumptions:

- Rate of Retirement – during the period studied, there were 21 incidences of retirement as opposed to the expected incidences of retirement which was 43.
  - It is recommended to change the rate of retirement as described on page 2 of the report.
- Rate of Turnover –
  - No change recommended
- Rate of Disability –
  - No change recommended
- Mortality – Society of Actuaries recently published a study specific to public sector retirement systems. It is recommended to change to the Pub-2010 Mortality Tables, amount-weighted, and projected with mortality improvements using the fully generational MP-2020 projection scale from a base year of 2010 – for Healthy Pre-Retirement, Healthy Post-retirement and Disability Retirement as described on page 6 of the report.
- Merit and Longevity Portion of Pay Increases – Actual experience was lower than expected lowering the base wage inflation rate from 3.5% to 3.25%.
  - No change recommended to the merit and longevity rates.

Economic assumptions have also been reviewed. As opposed to the historical review for demographic assumptions, economic assumptions are influenced more by external forces such as inflation (wage and price), general productivity changes and economic development.

Sources considered include plan experience, future expectations of various investment firms, 2020 Social Security Trustees Report and historical observations of inflation statistics (both price and wage) and investment returns.

Economic Assumptions:

- Price Inflation – Current Assumption 2.75%
  - Recommend changing assumption to either 2.25% or 2.5%
- Wage Inflation – Current Assumption 3.5%
  - Recommend changing assumption to 3.25%
- Investment return – Current assumption 6.75%
  - Recommend changing assumption to 6.5%

The anticipated impact of these changes on the plan are outlined in the following chart:

Assumption Set Demographic Assumptions Interest Rate Wage Inflation	A Current 6.75% 3.50%	B Proposed 6.75% 3.25%	C Proposed 6.50% 3.25%
<b>(1) Actuarial Liabilities</b>			
Active Members	\$ 34,549,347	\$ 35,128,225	\$ 36,309,834
Inactive Members	1,383,076	1,432,337	1,493,731
Retired Members and Beneficiaries	<u>46,439,262</u>	<u>47,139,099</u>	<u>48,104,782</u>
Total	82,371,685	83,699,661	85,908,347
<b>(2) Valuation Assets</b>	62,420,987	62,420,987	62,420,987
<b>(3) Unfunded Actuarial Liabilities</b>	19,950,698	21,278,674	23,487,360
<b>(4) Annual Normal Cost</b>	927,311	920,705	981,260
<b>(5) Amortization Payment</b>	<u>1,718,189</u>	<u>1,832,557</u>	<u>1,983,209</u>
<b>(6) Employer Contribution \$</b>	2,645,500	2,753,262	2,964,469
<b>(7) Increase in Employer Contributions (compared to Assumption Set A)</b>		107,762	318,969
<b>(8) Funded Ratio</b>	75.8%	74.6%	72.7%
<b>(9) Change in Funded Ratio (compared to Assumption Set A)</b>		(1.2)%	(3.1)%



To: Board of Commissioners  
From: Danielle Mauter, Chief of Marketing and Communications  
Subject: Metroparks Major Media Buys for 2021  
Date: February 5, 2021

**Action Requested: Motion to Approve**

That the Board of Commissioners' approve the major media buys from various vendors as specified below, as recommended by Chief of Marketing and Communications Danielle Mauter and staff.

**Out of Home (Total of \$59,950)**

- Outfront Media Feb - Dec: \$40,000
- Adams Outdoor Feb - Dec: \$19,950

**TV/Video (Total of \$120,100)**

**Fox 2 – WJBK Detroit: Total of \$25,000**

- Campaign May – Oct with summer and fall commercials

**Local 4 – WDIV : Total of \$30,100**

- \$25,300 for summer
- \$4,800 for fall

**Channel 7 ABC – WXYZ: Total of \$15,000**

- Campaign May – Oct with summer and fall commercials on live and OTT online placements

**Effectv: Total of \$40,000**

- \$25,000 for Summer
- \$15,000 for Fall

**Detroit Public TV: Total of \$10,000**

- Campaign Feb – Dec with summer and fall commercials as well as winter sponsor mentions

**Radio (Total of \$69,575 for Winter and Summer)**

**Beasley Media Group – Total = \$18,010**

- Winter and Trade-up – 101 WRIF and 105.9 Kiss FM - \$3,000
- Summer – 101 WRIF, 105.1 the Bounce, 105.9 Kiss FM and WCSX - \$10,000
- Golf – WCSX Putts with Ryan summer edition and commercials - \$5,010

**Cumulus Media Group – Total = \$26,875**

- WJR Summer: \$8,000
- WJR Golf: \$7,500
- 93.1 New Country “Fit to the Finish” influencer campaign as well as 14 week summer campaign schedule on 93.1 New Country and WDVD: \$11,375

**Ann Arbor Radio – Total = \$8,000**

- Still negotiating to final proposal.
- Targeting \$1,000 for winter and trade-up campaign
- Targeting \$7,000 for summer campaign

**Entercom – Total = \$10,665**

- WOMC summer: \$6,625
- WDZH summer: \$2,940
- Radio.com: \$1,100

**WHMI – Total = \$6,025**

- Winter Annual Pass/Trade Up: \$1,000
- Summer: \$5,025

## **Multimedia Partnerships (Total of \$61,177)**

### **DABO and On the Line with Rev. Sheffield – Total = \$8,500**

- Feb – June partnership to include radio and TV commercials as well as live interviews on radio and TV every month.

### **Real Time Media/ Michigan Chronicle – Total = \$32,727**

- Mar – Dec Campaign targeting urban audiences and African American readers using monthly database targeted e-newsletters, quarterly print inserts in print publication, bi-monthly print ads, targeted digital ads, custom social media campaign and staycation sweepstakes sponsorship.

### **Metroparent – Total = \$11,850**

- Year long campaign of digital ads, e-newsletter inclusion and sponsored content articles

### **Oakland County Moms – Total = \$8,100**

- Year long campaign of display ads, sponsored pages, calendar page, event postings, contests and reviews.

**Fiscal Impact:** the media buys are budgeted in the Board approved 2021 Budget.

**Background:** These media buys are the large provider ad buys. These fit within the already approved marketing budget and marketing plan. These are major media purchases for winter, summer and fall. Additional media buys in print publications, direct mail, smaller event specific campaigns

The Out-of-Home placements were chosen to be all digital board placements from February through December. There are some weeks where the Metroparks will be dark so that frequency can be increased in other weeks. Two of the larger Southeast Michigan providers (Outfront Media and Adams Outdoor) were selected to achieve placements in geographic locations across all five counties. Throughout the summer, there will be 8 boards running per week on average. Digital placements will rotate locations for each period and will have multiple artworks per placement for a variety of message and location. Outfront media included 1 free bonus board placement in each week we are running.

The TV/Video media buys were selected to place a mixture of live local broadcast placements, syndicated programming placements, local cable network placements and digital OTT and video placements. Cable networks were selected in summer to best reach mom's with families and to fit into our budget. Cable networks were also selected to best reach urban Detroit audiences and fall sports audiences. Schedules were negotiated to accommodate a variety of day parts for each schedule. The breakdown of TV/Video budget was selected based on Neilson ratings, 2020 experiences and viewer tendencies.

Radio buys were selected to ensure a mixture of genres and audiences demographics across each campaign/season. Stations were also selected based on ratings for best reach.

Multimedia partnerships were selected with a handful of publications and organizations to reach specific audiences in southeast Michigan. DABO and Real Time Media (parent company of Michigan Chronicle) were selected to reach a predominately African American audience in metro Detroit area. Oakland County Moms and Metro Parent are both large mom blog publications that reach a large number of moms and families in the region. These multimedia partnerships use multiple channels and strategies to reach these audiences throughout the entire year.

**Attachment: Media Buys Pricing**





## Huron-Clinton MetroParks

Prepared By: Hapuarachchi, Ranil

Space Available Boards						
Media	Qty	Bonus	Total Boards	Available	Weekly Net Cost	Total \$ For Timeframe
<b>February</b>						
Digital Billboard	2	1	3	02/15-2/28	\$425	\$1,700
<b>March</b>						
Digital Billboard	2	1	3	03/01-03/14	\$425	\$1,700
Digital Billboard	2	1	3	03/15-03/28	\$425	\$1,700
<b>Memorial Day Weekend</b>						
Digital Billboard	3	1	4	05/3-05/16	\$425	\$2,550
Digital Billboard	4	1	5	05/17-05/23	\$425	\$1,700
<b>June</b>						
Digital Billboard	4	1	5	05/31-06/13	\$425	\$3,400
<b>July 4th Weekend</b>						
Digital Billboard	4	1	5	06/14-06/27	\$425	\$3,400
Digital Billboard	4	1	5	06/28-07/04	\$425	\$1,700
<b>July - Aug</b>						
Digital Billboard	5	1	6	07/05-07/11	\$425	\$1,700
Digital Billboard	4	1	5	07/12-07/25	\$425	\$3,400
<b>Labor Day Weekend &amp; Late September</b>						
Digital Billboard	4	1	5	08/09-08/22	\$425	\$3,400
Digital Billboard	4	1	5	08/23-08/29	\$ 381.250	\$1,525
Digital Billboard	2	1	3	9/20-10/3	\$425	\$1,700
<b>October, November, December</b>						
Digital Billboard	3	1	4	10/04-10/17	\$425	\$2,550
Digital Billboard	3	1	4	10/18-10/31	\$425	\$2,550
Digital Billboard	2	1	3	11/15-11/28	\$425	\$1,700
Digital Billboard	2	1	3	11/29-12/12	\$400	\$1,600
Digital Billboard	2	1	3	12/13-12/26	\$400	\$1,600

**Total Program: \$40,000**



## Contract Addendum

Advertiser/Client: Huron-Clinton Metropolitan Authority

Account Executive: Julie Wiechman-Jarrett

Date: 1/13/2021

Contract # (internal use only):

 Multiple Start Dates Multiple Boards/Media Types Moveable Campaign Special Instructions

Start Date Week of	Duration	Unit #	Location	Facing	Area	Size	Media type	Imp.	Rate Per Panel Per Period	Total Value Per Panel
2/15/2021	1 week		1 share from units in pool				Digital		525	525
3/8/2021	1 week		2 shares from units in pool				Digital		525	1050
5/17/2021	1 week		2 shares from units in pool				Digital		525	1050
5/24/2021	1 week		3 shares from units in pool				Digital		525	1575
6/7/2021	1 week		3 shares from units in pool				Digital		525	1575
6/21/2021	1 week		3 shares from units in pool				Digital		525	1575
6/28/2021	1 week		3 shares from units in pool				Digital		525	1575
7/12/2021	1 week		3 shares from units in pool				Digital		525	1575
7/26/2021	1 week		2 shares from units in pool				Digital		525	1050
8/16/2021	1 week		3 shares from units in pool				Digital		525	1575
8/23/2021	1 week		3 shares from units in pool				Digital		525	1575
10/11/2021	1 week		3 shares from units in pool				Digital		525	1575
11/8/2021	1 week		3 shares from units in pool				Digital		525	1575
11/22/2021	1 week		1 share from units in pool				Digital		525	525
12/13/2021	1 week		3 shares from units in pool				Digital		525	1575
										19,950

**Special Instructions:**

Pool: 22105:Telegraph & Annapolis SF, 39142: US-23 & Pontiac Trail EF, 39152: I-94 & Huron EF, 39153: I-94 & Huron WF, 760: I-96 & Beck EF, 761: I-96 & Beck WF, 803: I-96 & Novi Rd WF, 41113: I-94 & Outer EF, 41114:I-94 & Outer WF, 9812: US-23 & Barker NF, 9815: US-23 & Barker SF, 9821:Madison Avenue & I-75 EF, 9822: I-75 & M-39 SF, 9823: I-75 & M-39 NF, 9824: I-75 & Joslyn NF, 9825: I-75 & Joslyn SF

Advertiser/Client Authorize by: \_\_\_\_\_  
(Signature)

Printed Name and Date: \_\_\_\_\_





Huron-Clinton Metroparks 2021

Book: 2nd Quarter Estimates

Proposal ID: 82988  
 Market: DETROIT [14]  
 Station: WJBK  
 Schedule Date: 5/26/2021 - 10/10/2021  
 Advertiser: Huron-Clinton Metroparks  
 Product: 2021 Annual  
 Agency: Direct  
 Buyer: Daniells Mauter  
 Spot Length(s): :30  
 Book: 2nd Quarter Estimates (sell)  
 Report: Planner  
 Author: Mary Jo Mercier

Acct. Exec: Mary Jo Mercier  
 Phone #: 248-552-5149  
 Email: maryjo.mercier@foxtv.com

Flight Dates: 5/26/2021-10/10/2021

Program Time	Spot Length	MY 26	MY 31	JN 7	JN 14	JN 21	JN 28	JL 5	JL 12	JL 19	JL 26	AU 2	AU 9	AU 16	AU 23	AU 30	SE 6	SE 13	SE 20	SE 27	OC 4	DMA F25-49 RTG
WJBK																						
FOX 2 NEWS AT 9AM	:30	1	--	1	--	1	--	1	--	1	--	1	--	1	--	1	--	1	--	1	--	p2.1
GRPs/Impressions																						21.0
SHR																						15.1
CPP/CPM																						\$190.48
Mo-Fr 9:00a-10:00a																						
RTF Comment																						
FOX 2 NEWS AT 10AM	:30	--	1	--	1	--	1	--	1	--	1	--	1	--	1	--	1	--	1	--	1	p2.0
GRPs/Impressions																						20.0
SHR																						13.8
CPP/CPM																						\$125.00
Mo-Fr 10:00a-11:00a																						
RTF Comment																						
WENDY WILLIAMS	:30	1	--	1	--	1	--	1	--	1	--	1	--	1	--	1	--	1	--	1	--	p1.2
GRPs/Impressions																						12.0
SHR																						7.0
CPP/CPM																						\$208.33
Mo-Fr 12:00p-1:00p																						
RTF Comment																						
TMZ LIVE	:30	1	--	1	--	1	--	1	--	1	--	1	--	1	--	1	--	1	--	1	--	p1.2
GRPs/Impressions																						12.0
SHR																						7.0
CPP/CPM																						\$166.67
Mo-Fr 3:00p-4:00p																						
RTF Comment																						
JUDGE JUDY	:30	--	1	--	1	--	1	--	1	--	1	--	1	--	1	--	1	--	1	--	1	p1.9
GRPs/Impressions																						19.0
SHR																						10.5
CPP/CPM																						\$157.89
Mo-Fr 4:00p-5:00p																						
RTF Comment																						
FOX 2 NEWS 4-5AM	:30	--	2	--	2	--	2	--	2	--	2	--	2	--	2	--	2	--	2	--	2	p0.9
GRPs/Impressions																						18.0
SHR																						10.6
CPP/CPM																						\$166.67
Mo-Fr 4:00a-5:00a																						
RTF Comment																						
FOX 2 NEWS SAT AT 630AM	:30	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	p1.5
GRPs/Impressions																						30.0
SHR																						12.3
CPP/CPM																						\$266.67
Sat 6:30a-10:00a																						
RTF Comment																						



Huron-Clinton Metroparks 2021

Book: 2nd Quarter Estimates

Proposal ID: 82988  
 Market: DETROIT [14]  
 Station: WJBK  
 Schedule Date: 5/26/2021 - 10/10/2021  
 Advertiser: Huron-Clinton Metroparks  
 Product: 2021 Annual  
 Agency: Direct  
 Buyer: Daniells Mauter  
 Spot Length(s): :30  
 Book: 2nd Quarter Estimates (sell)  
 Report: Planner  
 Author: Mary Jo Mercier

Acct. Exec: Mary Jo Mercier  
 Phone #: 248-552-5149  
 Email: maryjo.mercier@foxtv.com

Flight Dates: 5/26/2021-10/10/2021

Program Time	Spot Length	DMA F25-49 000	DMA P25-49 RTG	DMA P25-49 000	Wk s	Rate Spots
<b>WJBK</b>						
FOX 2 NEWS AT 9AM	:30	p14.0	p2.0	p25.5	10	\$400.00
GRPs/Impressions		140.0	20.0	255.0		10
SHR		15.1	15.3	15.3		
CPP/CPM		\$28.57	\$200.00	\$15.69		
Mo-Fr 9:00a-10:00a						
RTF Comment						
FOX 2 NEWS AT 10AM	:30	p13.3	p1.9	p23.7	10	\$250.00
GRPs/Impressions		133.0	19.0	237.0		10
SHR		13.8	13.6	13.6		
CPP/CPM		\$18.80	\$131.58	\$10.55		
Mo-Fr 10:00a-11:00a						
RTF Comment						
WENDY WILLIAMS	:30	p7.6	p1.1	p13.6	10	\$250.00
GRPs/Impressions		76.0	11.0	136.0		10
SHR		7.0	6.8	6.8		
CPP/CPM		\$32.89	\$227.27	\$18.38		
Mo-Fr 12:00p-1:00p						
RTF Comment						
TMZ LIVE	:30	p7.7	p1.2	p14.9	10	\$200.00
GRPs/Impressions		77.0	12.0	149.0		10
SHR		7.0	7.4	7.4		
CPP/CPM		\$25.97	\$166.67	\$13.42		
Mo-Fr 3:00p-4:00p						
RTF Comment						
JUDGE JUDY	:30	p12.3	p1.6	p20.1	10	\$300.00
GRPs/Impressions		123.0	16.0	201.0		10
SHR		10.5	9.4	9.4		
CPP/CPM		\$24.39	\$187.50	\$14.93		
Mo-Fr 4:00p-5:00p						
RTF Comment						
FOX 2 NEWS 4-5AM	:30	p5.9	p0.7	p9.5	10	\$150.00
GRPs/Impressions		118.0	14.0	190.0		20
SHR		10.6	9.7	9.7		
CPP/CPM		\$25.42	\$214.29	\$15.79		
Mo-Fr 4:00a-5:00a						
RTF Comment						
FOX 2 NEWS SAT AT 630AM	:30	p9.7	p1.6	p20.1	20	\$400.00
GRPs/Impressions		194.0	32.0	402.0		20
SHR		12.3	13.8	13.8		
CPP/CPM		\$41.24	\$250.00	\$19.90		
Sat 6:30a-10:00a						
RTF Comment						



Huron-Clinton Metroparks 2021

Book: 2nd Quarter Estimates

Proposal ID: 82988  
 Market: DETROIT [14]  
 Station: WJBK  
 Schedule Date: 5/26/2021 - 10/10/2021  
 Advertiser: Huron-Clinton Metroparks  
 Product: 2021 Annual  
 Agency: Direct  
 Buyer: Daniells Mauter  
 Spot Length(s): :30  
 Book: 2nd Quarter Estimates (sell)  
 Report: Planner  
 Author: Mary Jo Mercier

Acct. Exec: Mary Jo Mercier  
 Phone #: 248-552-5149  
 Email: maryjo.mercier@foxtv.com

**General Summary ( DMA F25-49 D.RTG )**

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
WJBK	90	\$25,000.00	132.0	861.0	48.4	2.7	27.3	\$189.39	\$29.04	293,235	606,286

**Multi-Demo Summary ( DMA F25-49 D.RTG )**

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
DMA F25-49	90	\$25,000.00	132.0	861.0	48.4	2.7	27.3	\$189.39	\$29.04	293,235	606,286
DMA P25-49	90	\$25,000.00	124.0	1,570.0	46.4	2.7	26.0	\$201.61	\$15.92	553,483	1,191,836



Metro Parks Summer 21

Book: 2ND QUARTER

Proposal ID: 22237  
 Market: DETROIT [14]  
 Station: WDIV  
 Schedule Date: 5/3/2021 - 8/15/2021  
 Spot Length(s): :30  
 Book: 2ND QUARTER  
 Report: Planner  
 Author: Teri Spencer

Acct. Exec: Teri Spencer  
 Phone #: 313-222-0636  
 Email: terik@wdiv.com

Advertiser or Agency warrants that all the necessary rights, including music rights, have been obtained for the use of any advertiser material on television and, to the extent applicable, via internet delivery.

NONDISCRIMINATION POLICY: The Company does not discriminate in the sale of advertising time, and will not accept any advertising placed with intent to discriminate on the basis of race, ethnicity, or gender. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, ethnicity, or gender, regardless of its form, is hereby rejected. Advertiser hereby certifies that its purchase of broadcasting air time pursuant to this advertising sales contract is not for a discriminatory purpose, including but not limited to, decisions not to place advertising on particular stations on the basis of race, ethnicity, or gender.

Flight Dates: 5/3/2021-8/15/2021

Program Time	Spot Length	MY 3	MY 10	MY 17	MY 24	MY 31	JN 7	JN 14	JN 21	JN 28	JL 5	JL 12	JL 19	JL 26	AU 2	AU 9	DMA P18+ RTG	DMA P18+ 000	Weeks	Rate Spots
<b>WDIV</b>																				
6-9am	:30	--	2	--	2	--	2	--	2	--	2	--	2	--	2	--	2.0	69.9	7	\$550.00
GRPs/Impressions																	28.0	978.6		14
SHR																	12.7	12.7		
CPP/CPM																	\$275.00	\$7.87		
Mo-Fr 6:00a-9:00a																				
RTF Comment																				
LIVE IN THE D SEGMENT	:30	--	--	1	--	--	--	--	--	--	--	--	1	--	--	--	1.3	43.8	2	\$2,500.00
GRPs/Impressions																	2.6	87.6		2
SHR																	7.5	7.5		
CPP/CPM																	\$1,923.08	\$57.08		
Mo-Fr 10:00a-11:00a																				
RTF Comment																				
ELLEN 3PM	:30	--	2	--	2	--	2	--	2	--	2	--	2	--	2	--	1.6	55.5	7	\$400.00
GRPs/Impressions																	22.4	777.0		14
SHR																	7.9	7.9		
CPP/CPM																	\$250.00	\$7.21		
Mo-Fr 3:00p-4:00p																				
RTF Comment																				
WHEEL OF FORTUNE/JEOPARDY	:30	--	1	--	1	--	1	--	1	--	1	--	1	--	1	--	6.1	207.9	7	\$1,000.00
GRPs/Impressions																	42.7	1,455.3		7
SHR																	17.5	17.5		
CPP/CPM																	\$163.93	\$4.81		
Mo-Fr 7:00p-8:00p																				
RTF Comment																				



Metro Parks Summer 21

Book: 2ND QUARTER

Proposal ID: 22237  
 Market: DETROIT [14]  
 Station: WDIV  
 Schedule Date: 5/3/2021 - 8/15/2021  
 Spot Length(s): :30  
 Book: 2ND QUARTER  
 Report: Planner  
 Author: Teri Spencer

Acct. Exec: Teri Spencer  
 Phone #: 313-222-0636  
 Email: terik@wdiv.com

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Flight Dates: 5/3/2021-8/15/2021

Program Time	Spot Length	MY	MY	MY	MY	MY	JN	JN	JN	JN	JL	JL	JL	JL	AU	AU	DMA P18+	DMA P18+	Weeks	Rate Spots
		3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	RTG	000		
WDIV																				
WDIV Totals		0	5	1	5	0	5	0	5	0	5	0	6	0	5	0				
																	GRP/(000)	95.7		3298.5
																	CPP/CPM:	\$264.37		\$7.67
																	Reach:	47.8		47.8
																	Frequency:	2.0		2.0
																			Spts:	37

General Summary ( DMA P18+ D.RTG )											
Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
WDIV	37	\$25,300.00	95.7	3,298.5	47.8	2.0	22.4	\$264.37	\$7.67	1,562,846	3,272,160



Metro Parks Fall 2021

Book: 3RD QUARTER

Proposal ID: 22238  
 Market: DETROIT [14]  
 Station: WDIV  
 Schedule Date: 9/6/2021 - 10/31/2021  
 Spot Length(s): :30  
 Book: 3RD QUARTER  
 Report: Planner  
 Author: Teri Spencer

Acct. Exec: Teri Spencer  
 Phone #: 313-222-0636  
 Email: terik@wdiv.com

Advertiser or Agency warrants that all the necessary rights, including music rights, have been obtained for the use of any advertiser material on television and, to the extent applicable, via internet delivery.

NONDISCRIMINATION POLICY: The Company does not discriminate in the sale of advertising time, and will not accept any advertising placed with intent to discriminate on the basis of race, ethnicity, or gender. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race, ethnicity, or gender, regardless of its form, is hereby rejected. Advertiser hereby certifies that its purchase of broadcasting air time pursuant to this advertising sales contract is not for a discriminatory purpose, including but not limited to, decisions not to place advertising on particular stations on the basis of race, ethnicity, or gender.

Flight Dates: 9/6/2021-10/31/2021

Program Time	Spot Length	SE	SE	SE	SE	OC	OC	OC	OC	DMA P18+ RTG	DMA P18+ 000	Weeks	Rate Spots
WDIV													
ELLEN 3PM	:30	--	2	--	2	--	2	--	2	1.5	52.1	4	\$450.00
GRPs/Impressions										12.0	416.8		8
SHR										7.9	7.9		
CPP/CPM										\$300.00	\$8.64		
Mo-Fr 3:00p-4:00p													
RTF Comment													
INSIDE EDITION	:30	--	--	--	1	--	1	--	--	3.6	122.3	2	\$600.00
GRPs/Impressions										7.2	244.6		2
SHR										16.0	16.0		
CPP/CPM										\$166.67	\$4.91		
Mo-Fr 4:30p-5:00p													
RTF Comment													
WDIV Totals		0	2	0	3	0	3	0	2				
										GRP/(000)	19.2		661.4
										CPP/CPM:	\$250.00		\$7.26
										Reach:	11.0		11.0
										Frequency:	1.7		1.7
												Spts:	10

**General Summary ( DMA P18+ D.RTG )**

Description	Spots	Cost	GRPs	Impressions (000)	Reach	Freq	3+ Reach	CPP	CPM	Net Reach	Population
WDIV	10	\$4,800.00	19.2	661.4	11.0	1.7	3.8	\$250.00	\$7.26	361,203	3,272,160



 **SCRIPPS**



Prepared by: Nick Craig | [Nicholas.Craig@wxyz.com](mailto:Nicholas.Craig@wxyz.com) | 248-827-9390

[wxyz.com](http://wxyz.com)



Google





WXYZ 24/7 OTT



DIGITAL STRATEGY

**Our number one goal with the launch of our 24/7 Streaming News channel is delivering on our company vision and mission of creating a better informed world, and doing well by doing good.**

Content will be delivered in two ways on WXYZ's Roku, Amazon Fire TV, Apple TV, and Android TV Apps:

1. A live 24/7 streaming channel – consisting of:
  - Simulcast of the local newscast and replay in adjacent timeslot
  - Scripps Syndicated shows: The List & Right This Minute
  - A local/national hybrid nightly broadcast
  - Scripps partner content: Newsy documentaries & Court TV's Closing Arguments
2. Video-on-demand (VOD) – consists primarily of short newscast clips and digital originals



# Programming Lineup



WXYZ Weekday Schedule			
START OF DAY	Program name		Program name
4:00am	Right This Minute	4:00pm	7 Action News @ 4
4:30am	7 Action News This Morning	4:30pm	7 Action News @ 5
5:00am		5:00pm	
5:30am		5:30pm	
6:00am		6:00pm	
6:30am	7 Action News on TV20	6:30pm	7 Action News @ 6
7:00am		6:30pm	Replay: 7 Action News @ 6
7:30am		7:00pm	7 Action News @ 7
8:00am		7:30pm	Replay: 7 Action News @ 7
8:30am	7 Action News on TV20	8:00pm	Replay: 7 Action News @ 7
9:00am		8:30pm	Right This Minute
9:30am	Right This Minute	9:00pm	Right This Minute
10:00am		9:30pm	The List
10:30am	Right This Minute	10:00pm	7 Action News on TV20
11:00am	The List	10:30pm	
11:30am	Right This Minute	11:00pm	7 Action News @ 11
12:00pm	7 Action News at Noon	11:30pm	Replay: 7 Action News @ 11
12:30pm	Replay: 7 Action News at Noon	12:00am	Replay: 7 Action News @ 11
1:00pm	Replay: 7 Action News at Noon	12:30am	The List
1:30pm	Court TV	1:00am	Right This Minute
2:00pm	Court TV	1:30am	Right This Minute
2:30pm		2:00am	The List
3:00pm	Court TV	2:30am	Right This Minute
3:30pm		3:00am	Right This Minute
		3:30am	The List



- M-F 6-9A 6x 7 Action News at 6A/ Good Morning America
- M-F 4-730P 12x 7 Action Early News
- M-F 7-9A 18x 7 Action News at 7A
- M-SU 10-11P 16x 7 Action News at 10P

**Total Spots 52x**





WXYZ 24/7 OTT



DIGITAL STRATEGY

Digital Campaign: June – August 2020

- Audience Targeting: A25+, Families & Active Lifestyle

2021 PROPOSAL				
3-Month Campaign				
	JUNE	July	October	TOTAL
WXYZ OTT Pre-Roll	80,000 IMPRESSIONS	80,000 IMPRESSIONS	80,000 IMPRESSIONS	\$6,000
	\$2,000	\$2000	\$2,000	\$6,000*



• TV Schedule

- 6x 6-9A Morning News on WXYZ
- 12x 4-730P Early News on WXYZ
- 18x 7-9A Morning News on WMYD
- 16x 10-11P Late News on WMYD

Flight Weeks

- 5/31-6/13
- 7/12-7/25
- 9/27-10/10

• OTT

- 80,000 monthly Impressions on WXYZ OTT
- Will run the Months of June, July, & October

**Total Spots: 52**

**Total OTT Impressions: 240,000**

**Total Investment: \$15,000**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_



2021 Targeted Campaign

# HURON CLINTON METROPARKS



# TV VIEWERSHIP SNAPSHOT: DETROIT

YoY Comparison Data, November 2020

**+18%**  
Total Viewing

**More Time Spent Watching TV**  
In the past 7 days, TV viewing in Comcast HHs is up +18% over the same time period last year

**+29%**  
Daytime Viewing

**More Time Spent with TV During the Day**  
In the past 7 days, daytime television viewing in Comcast HHs is up +29% over the same time period last year

**+22%**  
Live TV

**More Time Spent Watching Live TV**  
In the past 7 days, live viewing in Comcast HHs is up +22% over the same time period last year

**+110%**  
Cable News

**More Time Spent with Cable News**  
In the past 7 days, viewing to cable news networks in Comcast HHs is up +110% over the same time period last year

**+3%**  
NFL Football

**More Time Spent With NFL Football**  
After 11 weeks, MNF/TNF football have seen ratings increases vs. their 2019 season averages (Adults 25-54)

**+167%**  
Tigers Baseball

**More Time Spent With NFL Football**  
The Detroit Tigers saw significant ratings increases vs. their 2019 regular season average (Adults 25-54)

# HOW PEOPLE WATCH CONTENT

Percentage of Time Viewing Video Content, Adults 25-54



## 49% Live

(A25-54 total time spent)



## 51% STREAMING, CONNECTED TVs, & ON-DEMAND

(A25-54)

Streaming on PC & Mobile



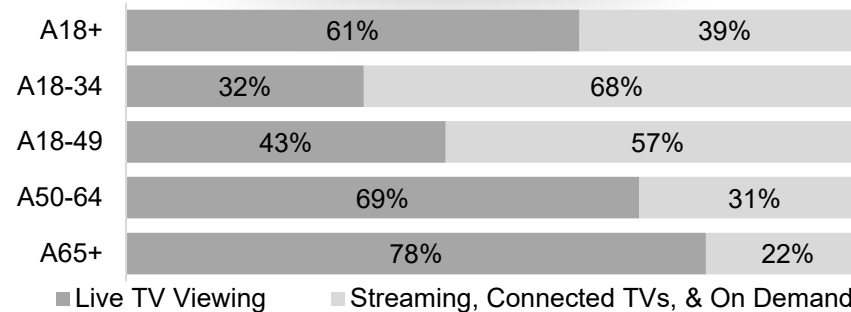
Video On Demand



Streaming TV Devices & Platforms



### Time Spent by Platform and Age

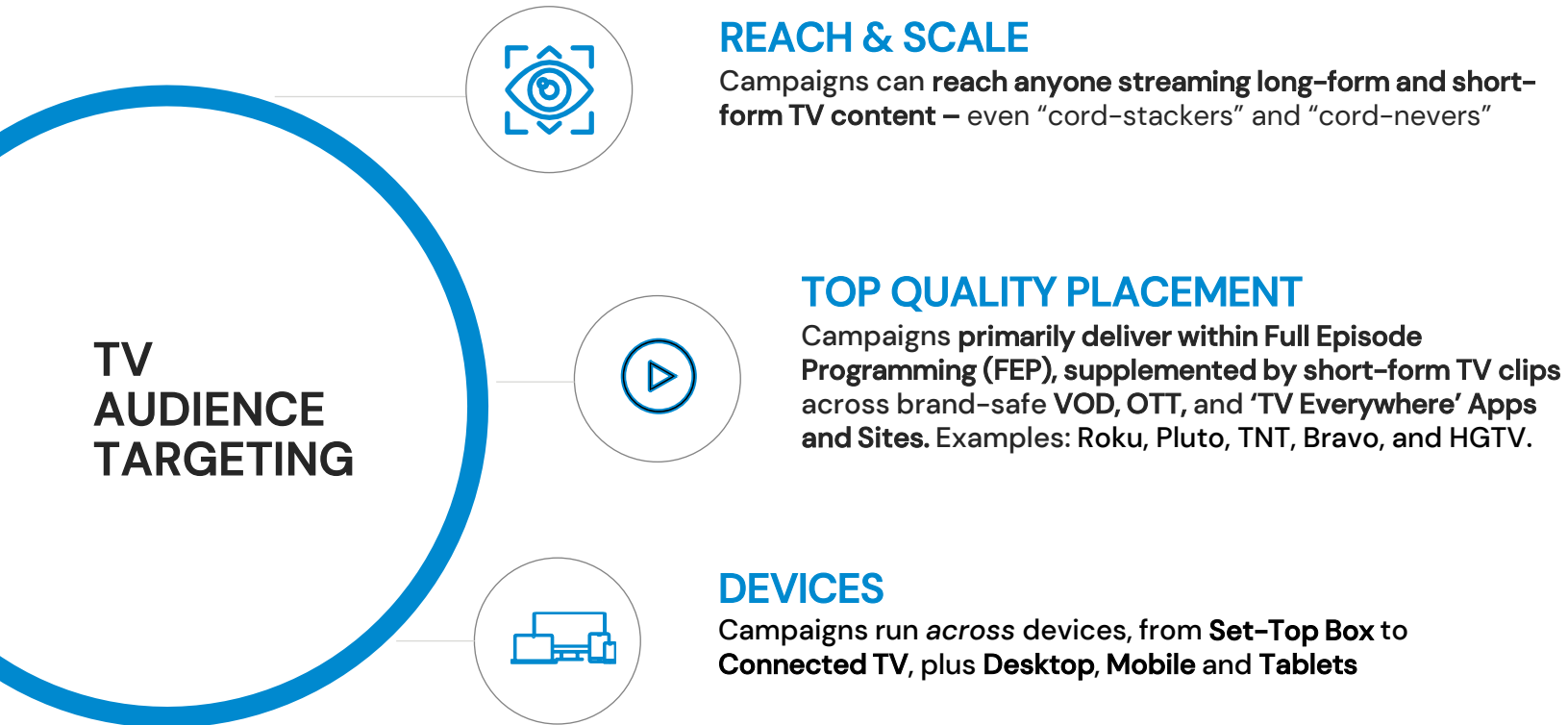


Source: Nielsen Total Audience Report Nov 2020 (Q2 2020)

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The Best of Digital, with the Power of TV

## EFFECTV STREAMING



# WHY TV AUDIENCE TARGETING?

PRIMARILY LONG-FORM TV PROGRAMMING  
SUPPLEMENTED BY SHORT-FORM TV CLIPS

TV CONTENT = TOP QUALITY ENVIRONMENT



The Best of Digital, with the Power of TV  
**EFFECTV STREAMING**



### REACH & SCALE

Campaigns run in a mix of **long and short-form TV** and **Premium Video** within OTT environments, plus **brand-safe Sites and Apps**, such as: Yahoo.com, CNN.com, Pluto.tv, and Weather.com.



### CUSTOM CREATED AUDIENCE

We combine insights from **Comcast data** with blue-chip third-party data, such as **Polk** and **Experian**, to maximize reach to your target audiences. Our broad range of **340+ audience segments** include:

- Age & Gender
- Household Income
- Auto Intender
- Travel
- Education
- And much more



### DEVICES

Campaigns run *across* devices, from **Connected TV** to **Desktops**, plus **Mobile** and **Tablets**

# WHY TV & PREMIUM VIDEO AUDIENCE TARGETING?

LONG AND SHORT-FORM PROGRAMMING

TV + ADDITIONAL PREMIUM VIDEO CONTENT  
= HIGH QUALITY ENVIRONMENT

# TV & DIGITAL MORE POWERFUL TOGETHER

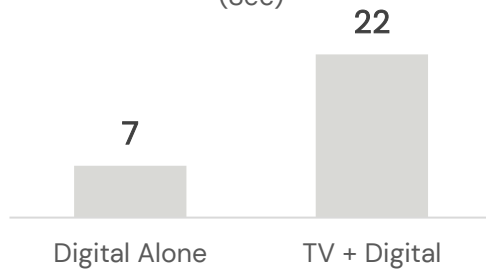


## More Visual Attention

**3X**

More time spent with ads when aired on TV+Digital compared to Digital alone

Visual Attention Time Looked (Sec)

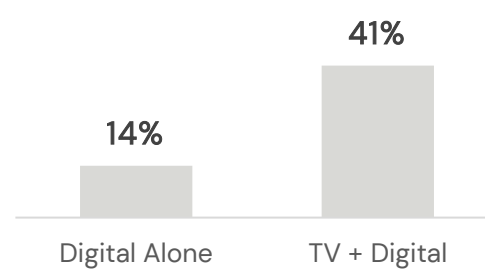


## Better Recall

**2X**

Higher brand recall when a digital ad is accompanied by a TV ad for the same brand

Unaided Recall

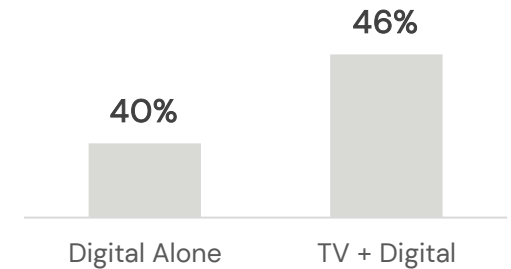


## Lift in Purchase Intent

**+15%**

Lift in purchase intent when ads aired on TV+Digital compared to Digital alone

Purchase Intent



Source: Media Science, Effectv Brand Equity Study, September 2019. n=147.

# SUMMER CAMPAIGN – LIVE TV + DIGITAL

Huron Clinton Metroparks

## RECOMMENDED CAMPAIGN

### TV Summary

**Flight Dates:** 5/17/2021 – 8/29/2020

*Running 2 weeks a month*

**WEEKS ON AIR:** 5/17, 5/24, 5/31, 6/7, 6/28, 7/5, 7/26, 8/2

**Zones:** Ann Arbor, Chesterfield, Detroit, Livingston, Macomb, Taylor, Walled Lake, Westland

**4,212** total Spots

**527-528** total Spots per week

**Primary Demo,** Households

Reach: 85%

Frequency: 4.2x

Impressions: 1,566,402

Total TV Cost

Summer: \$8,332

### Effectv Streaming Summary

Flight Dates	Product	Audience	Total Cost	Total Impressions
5/17/2021 – 8/29/2021 (Summer)	TV Audience Targeting	Parents with Children	\$8,333 (\$2,083.25 per month)	225,216 (56,304/month)
5/17/2021 – 8/29/2021 (Summer)	TV & Premium Video Targeting	Outdoor enthusiasts	\$8,333 (\$2,083.25 per month)	277,766 (69,441/month)

**MONTHLY Digital/Streaming:  
Impressions for Summer** 125,745

**OVERALL TOTAL  
Digital/Streaming:  
Impressions for Summer** 502,982

Mon-Sun 5a-12a	Sample Programming	Spots per week per zone
-------------------	-----------------------	-------------------------------

Morning Joe,  
Rachel Maddow Show 12

Sun 3p-12a	Sample Programming	Spots per week per zone
---------------	-----------------------	-------------------------------

Sister Wives,  
Counting On 1

Mon 3p-12a	Sample Programming	Spots per week per zone
---------------	-----------------------	-------------------------------

Black Ink Crew,  
Love & Hip-Hop  
\*Detroit & Southfield Only 2

Mon-Sun 3p-12a	Sample Programming	Spots per week per zone
-------------------	-----------------------	-------------------------------

Pit Bulls & Parolees,  
Lone Star Law 6

Jeopardy!,  
Amazing Race 6

Good Witch,  
Movies 6

Say Yes to the Dress,  
Sister Wives 6

Younger,  
Teachers 6

Sat-Sun 5a-12a	Sample Programming	Spots per week per zone
-------------------	-----------------------	-------------------------------

Original Movies 8

Jeopardy!,  
Amazing Race 8

Original Movies 8

Movies  
\*Detroit & Southfield Only 10

Fri-Sun 6a-12a	Sample Programming	Spots per week per zone
-------------------	-----------------------	-------------------------------

Live Events 8

Huron Clinton Metroparks

Authorized Acceptance:

Zone(s): See above

AE: Kelly Brown

Date:

Investment Total: \$25,000 for Summer Campaign

TOTAL Cost per Month:

May: \$6,250

June: \$6,250

July: \$6,250

August: \$6,250

# FALL CAMPAIGN – DIGITAL ONLY

Huron Clinton Metroparks

## RECOMMENDED CAMPAIGN

Flight Dates	Product	Zones	Audience	Total Cost	Total Impressions
8/30/2021- 10/31/2021 (Fall)	TV Audience Targeting	Ann Arbor, Chesterfield, Detroit, Livingston, Macomb Taylor, Walled Lake, Westland	Parents with Children	\$10,000 (\$5,000 PER MONTH)	270,270 (135,135/month)
8/30/2021- 10/31/2021 (Fall)	TV & Premium Video Targeting (formally PDV)	Ann Arbor, Chesterfield, Detroit, Livingston, Macomb Taylor, Walled Lake, Westland	Outdoor enthusiasts	\$5,000 (\$2,500 PER MONTH)	166,666 (83,333/month)
				<b>MONTHLY Digital/Streaming: Impressions for Fall</b>	218,468
				<b>OVERALL TOTAL Digital/Streaming: Impressions for Fall</b>	436,936

Huron Clinton Metroparks

AE: Kelly Brown

Authorized Acceptance:

Date:

Zone(s): See above

Investment Total: \$15,000 for Fall Campaign

Cost per Month:  
Sept: \$7,500  
October: \$7,500



# Proposed Metropark's Family Night Sponsorship

**On-Air Delivery**

		<u>Schedule Credits/Week</u>	<u>Schedule Weeks</u>	<u>Schedule Credit Totals</u>	<u>Household Audience Totals Episode</u>	<u>Audience Totals Schedule</u>	<u>Viewer Audience Totals Episode</u>	<u>Audience Totals Schedule</u>	<u>Costs per Credit</u>	<u>Schedule Cost Totals</u>
Detroit PBS Kids 56.2 Family Night Billboard Open (:08) Logo with announcer & tag 2/13 - 1/24	F/Sa/Su 7p-8:30p	3	50	150	4,751	712,650	6,785	1,017,750		
Detroit PBS Family Night Feature (:15) 5/15- 11/8	F/Sa/Su 7p-8:30p	1	26	26	4,751	123,526	6,785	176,410		
Child&Fam-Weekend: Michigan Out of Doors, Under the Radar Michigan, PBS: "Nature"; 5/16 - 11/6	Sa 9a-5p	1	26	26	7,260	188,760	9,016	234,416		
Kids Club Interview (:90) 5/24 - 6/13	Mo-Fr 7a-11a	4	2	8	3,439	27,512	4,917	39,336		
Detroit PBS Family Night Promos (logo)	Mo - Su 9a-8:p	1	50	50	4,500	225,000	6,500	325,000		

**Totals: Spots** **260**
     
 **Totals: Households** **1,277,448**
     
 **Viewers** **1,792,912**
     
 **Grand Total: Costs** **\$10,000**

Accepted

Date



**WCSX-FM**

Format:  
**Classic Rock**

Target Audience:  
**Adults 35-64**

Demographics:  
**43% Female**  
**57% Male**



**WRIF-FM**

Format:  
**Rock**

Target Audience:  
**Adults 18-49**

Demographics:  
**37% Female**  
**63% Male**



**WMGC-FM**

Format:  
**Mass Appeal  
Throwback  
Hip Hop and  
R&B**

Target Audience:  
**Adults 30-49**

Demographics:  
**55% Female**  
**45% Male**



**WDMK-FM**

Format:  
**Urban Adult  
Contemporary**

Target Audience:  
**Adults 35-64**

Demographics:  
**54% Female**  
**46% Male**



**WDMK-HD2**

Format:  
**Inspirational**

Target Audience:  
**Women 45+**

Demographics:  
**64% Female**  
**36% Male**



# Metroparks: Winter Campaign February 15-March 14, 2021

	Daypart	Spots	Mon	Tue	Wed	Thu	Fri	Sa-Su	Length	Net Cost
<b>WRIF-FM</b>		36x								
Flight A - 2 wks (02/15, 03/01)		36x								\$1,500
	M-F 6A-10:30A	2x	x	x	x	x	x		:10	\$280
	M-F 10A-10P	2x	x	x	x	x	x		:60	\$190
	M-F 10A-10P	2x	x	x	x	x	x		:30	\$140
	Sa-Su 10A-7P	1x						xx	:60	\$40
	Sa-Su 10A-7P	2x						xx	:30	\$50
	M-Su 5A-12M	10x	x	x	x	x	x	xx	:30	\$50
<b>WDMK-FM</b>		44x								
Flight B - 2 wks (2/22, 3/8)		44x								\$1,500
	M-F 6A-8P	4x	x	x	x	x	x		:60	\$300
	M-F 6A-8P	3x	x	x	x	x	x		:30	\$180
	Sa-Su 10A-7P	2x						xx	:60	\$100
	Sa-Su 10A-7P	3x						xx	:30	\$120
	M-Su 5A-12M	10x	x	x	x	x	x	xx	:30	\$50

WI Campaign-Four Total Weeks: Two weeks on WRIF and two weeks on KISSFM.

Total Net Investment: \$3,000

Metroparks Approval:

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date



**WCSX-FM**

Format:  
**Classic Rock**

Target Audience:  
**Adults 35-64**

Demographics:  
**43% Female**  
**57% Male**



**WRIF-FM**

Format:  
**Rock**

Target Audience:  
**Adults 18-49**

Demographics:  
**37% Female**  
**63% Male**



**WMGC-FM**

Format:  
**Mass Appeal  
Throwback  
Hip Hop and  
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Target Audience:  
**Adults 30-49**

Demographics:  
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**WDMK-FM**

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**Urban Adult  
Contemporary**

Target Audience:  
**Adults 35-64**

Demographics:  
**54% Female**  
**46% Male**



**WDMK-HD2**

Format:  
**Inspirational**

Target Audience:  
**Women 45+**

Demographics:  
**64% Female**  
**36% Male**

# Metroparks: Summer Campaign May 17-September 5<sup>th</sup>, 2021

Beasley will rotate stations weekly through the summer covering 14 of 16 weeks, off air 7/26 and 8/16, subject to your input.

<b>94.7 WCSX-FM</b>			
3 wks (05/31, 06/28, 08/23)	54x		<b>\$2,100</b>
One Week Total	18x		
Mon-Fri 6am-10pm	5x	:30	
Sat-Sun 9am-9pm	3x	:30	
Mon-Sun 5a-12m	10x	:30	

<b>105.1 WMGC-FM</b>			
3 wks (05/24, 06/21, 07/19)	60x		<b>\$2,100</b>
One Week Total	20x		
Mon-Fri 6am-10pm	6x	:30	
Sat-Sun 9am-9pm	4x	:30	
Mon-Sun 5a-12m	10x	:30	

<b>101.1 WRIF-FM</b>			
4 wks (05/17, 06/14, 07/12, 08/09)	68x		<b>\$3,000</b>
One Week Total	17x		
Mon-Fri 6am-9pm	3x	:30	
Mon-Fri 6am-10:30am	2x	:10 LIVE	
Sat-Sun 10am-10pm	2x	:30	
Mon-Sun 5a-12m	10x	:30	

<b>105.9 WDMK-FM</b>			
4 wks (06/07, 07/05, 08/02, 08/30)	80x		<b>\$2,800</b>
One Week Total	20x		
Mon-Fri 6am-10pm	6x	:30	
Sat-Sun 9am-9pm	4x	:30	
Mon-Sun 5a-12m	10x	:30	

Summer Campaign- Fourteen Weeks:

(You may modify which two weeks are off air. Currently 7/26 and 8/16 were randomly selected)

**Total Net Investment: \$10,000**

Metroparks Approval:

\_\_\_\_\_  
Authorized Signature

\_\_\_\_\_  
Date



# Big Jim's House: Putts w/ Ryan He sets up the shot ??? Guess to Win!

Big Jim's House Putts With Ryan

September 14th, 2020  
Share  



**- FORE! -**

**Big Jim's House Putts  
With Ryan**

Ryan has been hitting the golf courses – so he's hoping for some hole in ones! Each week Ryan will attempt a new shot and you'll have the chance to vote on if he will make it or not! **All the correct guesses will be in a drawing to win a Golf Bag courtesy of Michelob Ultra!**



**- Final Putt -**

Will Producer Ryan Make The Shot?  
 YES - YOU GOT IT RYAN  
 NO - BETTER KEEP PRACTICING!



[Terms of Service](#) [Privacy Policy](#) [Rules](#)

Powered by @secondstreet

**- Week 6 Putt -**

**- Week 5 Putt -**

**- Week 4 Putt -**

**- Week 3 Putt -**

**- Week 2 Putt -**



Due to popular demand:  
We are bringing back... "Putts...with Ryan"

PRE-SPRING: Ryan From Big Jim's House can't wait to hit the golf courses – so he is practicing at home. Each week Ryan will attempt a new shot and listeners will have the chance to vote on if he will make it or not! The correct guesses will be in a drawing to win a golf bag from Michelob Ultra.

**SUMMER: Sponsored by the Metroparks!** As soon as Mother Nature permits, Ryan will head to the golf course! Starting May 1<sup>st</sup> and running through July, Ryan will visit each of the seven Metroparks golf courses and play the putting game. The game is hosted online Ryan where is recorded setting up and putting a particular hole. The video stops before the hole and listeners will guess if he makes it. The correct guesses will be in the running to win a pair of golf passes to a Metroparks golf course.

### Metroparks will Receive:

- Sponsorship of Outts with Ryan on air and online promotion May through July of 2021.
- Minimum of 10x live/recorded :15 announcements recorded by Ryan per week promoting feature sponsored by Metroparks.
- Inclusion on custom web page on Big Jim's House web page with Metroparks logo, listings and links of all 7 golf courses. All video archives will also stay archived on page.
- Inclusion in seven videos with "producer Ryan" as he visits each Metroparks course and creates a video putting a certain hole. Listeners will guess if he makes it. The correct guesses will be in the running to win a pair of golf passes to a Metroparks golf course.

## Metroparks: GOLF Campaign May-July, 2021

### Metroparks Sponsorship of Putts with Ryan-Summer Edition

Spots Schedule	Daypart	Spots	Length	Net Reach	Net Cost	Notes
<b><u>94.7 WCSX-FM</u></b>	-	<b><u>186x</u></b>	-	<b><u>741,900</u></b>	<b><u>\$5,010</u></b>	-
Flight: 6 wks 4/26, 5/10, 5/24, 6/7, 6/28, 7/12						
One Week Total		31x		208,200		
	Mon-Fri 6am-9m	3x	:30	36,800		
	Mon-Sun 5a-12m	10x	:15	88,100		promos
	Sat 6am-10am	2x	:30	12,100		
	Sat 10am-5pm	2x	:30	32,500		
	Sun 6am-10am	2x	:30	8,900		
	Sun 10am-5pm	2x	:30	18,600		
	Mon-Sun ROS	10x	:30	73,400		

**In addition to commercial schedule Metroparks will Receive:**

- Sponsorship of Putts with Ryan on air and online promotion May through July of 2021.
- Minimum of 10x live/recorded :15 announcements recorded by Ryan per week promoting feature sponsored by Metroparks.
- Inclusion on custom web page on Big Jim's House web page with Metroparks logo, listings and links of all 7 golf courses. All video archives will also stay archived on page.
- Inclusion in seven videos with "producer Ryan" as he visits each Metroparks course and creates a video putting a certain hole. Listeners will guess if he makes it. The correct guesses will be in the running to win a pair of golf passes to a Metroparks golf course

Golf Campaign:  
**Total Net Investment: \$5,010**  
 Metroparks Approval:

---

Authorized Signature

---

Date



NEWS • TALK • 760 AM

**WJJR**

WHERE **DETROIT**  
COMES TO **TALK!**



## 2021 Summer/Golf Partnership

**Presented By:**

Mike Pierce

Senior Account Executive

248.515.4232

Michael.pierce@cumulus.com

## 2021 Summer / Golf Campaign

**Summer On-Air and Online Streaming Campaign:**

(Tapscan Schedule in next slide)

**Summer Campaign On-Air Commercials:**

- 6 Weekly :30second commercial airing
  - W-F 5a-9pm
  - 5/24/21 – 8/15/21

**Summer Campaign Online Streaming Commercials:**

- 13 weekly :30second commercials airing
  - W-F 6a-12p (Paul W. Smith and Frank Beckmann Shows)
  - 5/24/21 – 8/15/21

**Total Summer Weekly Commercials: 19****Total Summer Campaign Commercials: 228****Total WJR Summer Investment: \$8,000****\*Contesting:**

WJR will also do contesting throughout the summer whenever Metro Parks would like.

Signature

Date

**Golf Campaign:****Pure Michigan Golf Tour On-Air Commercials:**

- WJR partners with Pure Michigan and Travels the State of Michigan broadcasting live each day Monday through Friday 9am-12pm from different Golf Destinations. WJR will have Metro Parks Commercials running the **week of June 7<sup>th</sup>, 2021** to reach top Golf Enthusiasts during each broadcast.
  - 12 Weekly :30second commercials airing M-F 9am-12pm

**WJR Spin on Golf On-Air Campaign:**

- **Every Sunday at 7pm** starting in April WJR runs its Spin On Golf Show, this year Metro Parks will have commercials running during that show to reach Golf Enthusiasts.
  - 2 Weekly :30second commercials airing Sunday 7pm-8pm starting April 11<sup>th</sup> – August 15<sup>th</sup> (38 Total Commercials)
- **One Live Broadcast on a selected Sunday at 7pm-8pm** from a selected Metro Parks Course after July 4<sup>th</sup>, 2021 including...
  - On Air Interview with Metro Parks Representative
  - Social media post by WJR promoting live broadcast
- **WJR's Spin on Golf Show Hosts will play a round of golf at a selected Metro Park's Course within the month of May 2021. Including...**
  - Do one On Air Interview with Metro Parks Representative during their show after they play to highlight the round.
  - Social media post by WJR and show to highlight the course.

**Total Pure Mi Golf Tour Weekly Commercials: 12****Total Spin on Golf Show Commercials: 38****Live Spin On Golf Show Broadcast****Total Interviews: 2****Total Golf Campaign Investment: \$7,500**



# 2021 Summer Campaign Ad Schedule



## METRO PARKS SUMMER 2021



From: michael.pierce  
 Phone: (313) 873-9812  
 Email: michael.pierce@cumulus.com  
 1/22/2021 4:56 PM

Flight Dates: 05/17/2021 - 08/29/2021  
 Demo: P 35+

Radio Market: DETROIT  
 Survey: AUG20 / JUL20 / JUN20 / MAY20  
 Geography: Metro

ScheduleDescription:  
 METRO PARKS SUMMER 2021

	Daypart	Daypart Code	Notes	Length	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	Net Reach	Frequency	Gls	CPM
<b>Radio Total</b>					<b>228</b>	<b>\$35.00</b>	<b>\$7,980.00</b>	<b>0.4%</b>	<b>\$95.00</b>	<b>84.0</b>	<b>221,800</b>	<b>9.6</b>	<b>2,131,200</b>	<b>\$3.76</b>
<b>WJR-AM</b>					<b>228</b>	<b>\$35.00</b>	<b>\$7,980.00</b>	<b>0.4%</b>	<b>\$95.00</b>	<b>84.0</b>	<b>221,800</b>	<b>9.6</b>	<b>2,131,200</b>	<b>\$3.76</b>
Flight A - 12 wks (05/24, 05/31, 06/07, 06/14, 06/21, 06/28, 07/05, 07/12, 07/19, 07/26, 08/02, 08/09)														
					228	\$35.00	\$7,980.00	0.4%	\$95.00	84.0	221,800	9.6	2,131,200	\$3.76
<b>One Week Total</b>					<b>19</b>	<b>\$35.00</b>	<b>\$665.00</b>	<b>0.4%</b>	<b>\$95.00</b>	<b>7.0</b>	<b>83,100</b>	<b>2.1</b>	<b>177,600</b>	<b>\$3.76</b>
	M-F 6A-12N		WJR DIGITAL STREAM	30	13	\$5.00	\$65.00	0.4%	\$12.50	5.2	60,800	2.1	124,800	\$0.52
	W-F 5A-9P		Weekday	30	6	\$100.00	\$600.00	0.3%	\$333.33	1.8	40,200	1.3	52,800	\$11.36

### Schedule Grand Totals: 12 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRP±	Net Reach	Frequency	Gls	CPM
<b>Radio Total</b>	<b>228</b>	<b>\$35.00</b>	<b>\$7,980.00</b>	<b>0.4%</b>	<b>\$95.00</b>	<b>84.0</b>	<b>221,800</b>	<b>9.6</b>	<b>2,131,200</b>	<b>\$3.76</b>
<b>WJR-AM</b>	<b>228</b>	<b>\$35.00</b>	<b>\$7,980.00</b>	<b>0.4%</b>	<b>\$95.00</b>	<b>84.0</b>	<b>221,800</b>	<b>9.6</b>	<b>2,131,200</b>	<b>\$3.76</b>



# “Fit to the Finish”

Virtual Running Campaign with Broadway



Presented By:

Cheryl McCracken, Senior Account Executive  
Cumulus Media Detroit  
(734) 674-3990

January 28, 2021





# Broadway's "Fit to the Finish"

(name subject to change)



New Country 93.1's Broadway in the Morning will encourage listeners to join him in a campaign to 'get fit' while exploring all that the Huron-Clinton Metro Parks have to offer those seeking an active lifestyle. Using on-air announcements and New Country's digital resources, listeners will be asked to join Broadway's "Fit to the Finish" Facebook group. Members will be encouraged to visit the Metro Parks to walk, run, hike, bike, etc., and post photos of their workouts to their social media including the Facebook group using the hashtag #NewCountryFit (hashtag subject to change).

Broadway will keep group members motivated throughout the campaign with positive reinforcement and encourage group members to offer positive feedback and advice to each other. Members that complete weekly and/or monthly challenges will be eligible to receive items such as Metro Park passes and other third-party prizes. (and we could give away passes for the first five or 10 that register)

### New Country 93.1 will provide (8 -13 week campaign):

- (15) live and recorded promotional mentions per week (120-195 total)
- Social Media post per week (Facebook, Instagram, or Twitter) (8-13 total)
- Inclusion in (2) e-newsletter deployments to listener email database
- Creation of Feature Promotion page at NewCountry931.com
- Promotional Feature on Front Page at NewCountry931.com
- Creation and management of Facebook fitness group
- On-air schedule as attached to run 14 weeks and to include 2 fixed position endorsements spots with Broadway to recognize posts at the park, encourage participation and award 1 weekly participation prize

Minimum Promotional Value: \$33,000  
 Total Investment: \$11,375

X \_\_\_\_\_  
 Huron-Clinton MetroParks Representative Date

<u>Days</u>	<u>Dayparts</u>	<u>#Spots</u>	<u>Length</u>
Friday	6a-7p	4x	:30
Saturday	6a-7p	5x	:30
Monday			
Live Endorsement	6a-10am	1x	:60
Wednesday			
Live Endorsement	6a-10am	1x	:30
Mon-Sun	6a-12m	3x	:30
Mon-Sun			
Streaming	6a-7p	10x	:60

Total Weekly Spots: 24  
Total Spots for Campaign: 336



<u>Days</u>	<u>Dayparts</u>	<u>#Spots</u>	<u>Length</u>
Friday	6a-7p	2x	:30
Saturday	6a-7p	5x	:30
Mon-Sun	12m-5a	3x	:60
Mon-Sun Streaming	6a-7p	10x	:60

Total Weekly Spots: 20  
Total Spots for Campaign: 280



**Taara O'Shee, Senior Account Executive**  
**Email: [Taara.O'Shee@entercom.com](mailto:Taara.O'Shee@entercom.com)**  
**Mobile: 248-228-0885**  
**January 27<sup>th</sup>, 2021**



## Spring/Summer 2021 Campaign Objectives

- Branding of the 13 Metroparks within Wayne, Oakland, Macomb, Washtenaw & Livingston Counties in Metro Detroit
- Primary Target of Adults 25-64 and Moms, Families
- Highlight the 7x golf courses within the Huron-Clinton Metroparks
- Promote Metro Detroiter's to purchase 2021 Season Passes and/or take advantage of the Trade Up Program





## ENTERCOM DETROIT ENGAGES

**3.7M+**

Weekly Listeners

**557K+**

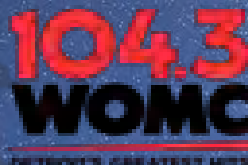
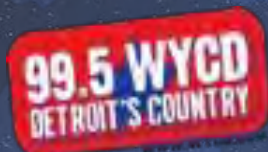
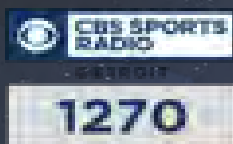
Monthly Streams

**591K+**

Social Followers

**147K+**

Opt-in Database



ENTERCOM MIRRORS THE POPULATION OF MI!

· COUNTRY · NEWS · SPORTS · CLASSIC HITS ·  
POP/ALTERNATIVE

**RADIO.COM** Stream Original, Live and On-Demand Content Across

Entertainment, Music, News and Sports. **Anytime, Anywhere** via mobile, digital and connected devices.

Source: Nielsen NOV20 12+ M-SU 6a-12mid



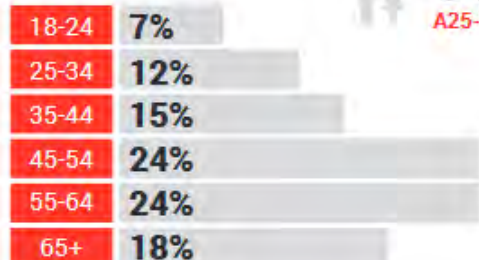
With **626,700** weekly Adult 18+ listeners.

**104.3 WOMC** reaches **17%** of the whole market!

Our audience is established adults with discretionary income, who make and influence purchasing decisions for multiple generations: themselves, their parents, and their young adult children.

**53%** Male  
**47%** Female

Listener Age Range:



**51%**  
A25-54

**43%**  
Employed in finance, HR, IT, or marketing

**40%**  
Working couples

**65%**  
Some college+

**40%**  
Employed as a manager or supervisor

**42%**  
Likely own a home worth \$250K+

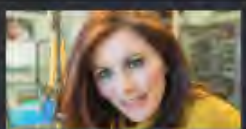
**55%**  
Earn \$50K+

**79%**  
Own stocks

**47%**  
One+ children (<18)

**22%**  
Earn \$100K+

## 104.3 WOMC Weekday Lineup



**JJ And JoAnne Mornings**

**Jim Johnson**

**Aricka McCauley**

**Beau Daniels**

**Steve Kostas**

Mon-Fri  
6AM-10AM

Mon-Fri  
10AM-Noon

Mon-Fri  
Noon-2PM

Mon-Fri  
2PM-7PM

Mon-Fri  
7PM-Midnight

104.3 WOMC plays the greatest hits from the late '70s, '80s, and early '90s

104.3 WOMC is live and local with well-known influence on-air talents.

**Heritage Station**

**Fun**

**Songs you know and love**

INSIGHTS BY FuturiTopLine.com

DETROIT: Nielsen Radio; JUL20/AUG20/SEP20; Metro; A18+; WOMC-FM; M-Su 6a-12m; Weekly Cume Persons; Weekly Cume Comp; Weekly Cume Rating; I Quancoast; Experian; DLX; September 25 - October 24, 2020; WOMC-FM; A18+; % of Target. Copyright © 2020 Futuri Media. All Rights Reserved.

# Alt 98.7 delivers hardworking homeowners

Alternative Rock listeners are in the "Age of Acquisition and Upgrades."

**58%**  
Married

**51%**  
White collar  
occupation

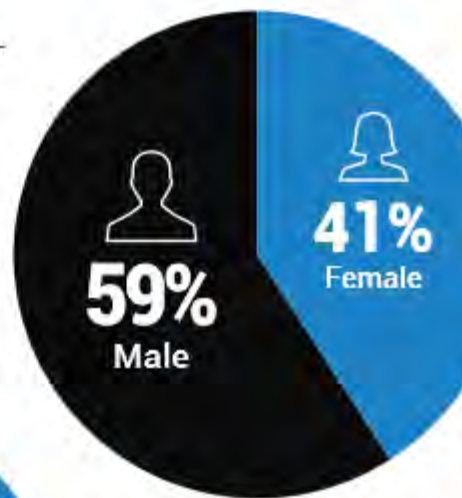
**80%**  
Earn \$50K+

**78%**  
Some college+

**43%**  
Likely own a home  
worth \$250K or more

**37%**  
One+ children  
(<18)

**29%**  
Own investments  
worth \$50K+



Alternative radio delivers three generations of listeners:  
Gen Z, Millennials, and Gen X.



**12%**

18-24

**18%**

25-34

**19%**

35-44

**22%**

45-54

**20%**

55-64

**9%**

65+



# RADIO.COM

Delivers **DETROIT DIGITAL LISTENING AUDIENCE**

**Fastest Growing** Digital Audio platform in the U.S.

\*comScore

**750+**

Streaming Stations

**2500+**

Podcasts

*150MM Downloads/Month*

**1,818,131**

Monthly Audience

The Best Collection of **Original, Live and On-Demand Content** Across News, Sports, Entertainment, and Music



**MOBILE – 54%**



**DESKTOP/LAPTOP – 26%**



**SMART SPEAKER – 19%**



**DIGITAL MEDIA PLAYER – 1%%**

## Audience

**P 18-24**

**P 25-54**

**P 55+**

**P 65+**

**College+**

**Grad School**

**HHI 100k+**

**HHI 150k+**

**HHI 50K+**

**Hispanic**

**AfAm**

**Multicultural**

## Composition

**5%**

**70%**

**25%**

**8%**

**63%**

**15%**

**20%**

**7%**

**54%**

**3%**

**12%**

**18%**

6

Source: Google Analytics and Triton Webcast metrics. December 2020

# WOMC-FM Detroit's Greatest Hits - :30 Commercial Campaign

MAY 17<sup>th</sup>, 2021 through SEPTEMBER 5<sup>TH</sup>, 2021

5 Weeks Promotion: 5/17, 6/7, 7/12, 8/2, 8/23



<u>DAY(S)/DAYPART</u>	<u># OF :30's</u>	<u>RATE</u>
Mon-Fri 6am-7pm	7x	\$150
Mon-Fri 7pm-12mid	5x	\$15
Sat-Sun 8am-8pm	4x	\$40
Mon-Sun 5am-12mid	4x	\$10
Mon-Sun 5am-2am	5x	Bonus
<b>Weekly Total:</b>	<b>25x</b>	<b>\$1,325</b>

**5-Week Gross Investment: \$6,625**

**Cume Persons Delivery: 883,100**

\_\_\_\_\_ Date  
Huron-Clinton Metroparks

\_\_\_\_\_ Date  
Taara O'Shee  
Senior Account Executive, Entercom

*\*If the terms & conditions of this contract are acceptable, kindly indicate consent above. By signing, your signature will authorize this binding agreement. There is a two week notice of cancellation. Rates and terms valid through Friday, 2/12/21\*\**



# Entercom Spring/Summer 2021 Campaign Summary

---

Promotion Period: MAY 17<sup>th</sup>, 2021 through SEPTEMBER 5<sup>TH</sup>, 2021

WOMC-FM 104.3 Classic Hits – 5 Weeks \$6,625

WDZH-FM 98.7 ALT – Pop/Alternative – 4 Weeks \$2,940

Total Cume Persons Delivery WOMC/WDZH 1,402,400  
Nielsen: Oct-Dec 2020; Adults 25-64 Schedule Delivery

Radio.com – Audio Streaming – 100,000 Impressions to air between \$1,100

May 17<sup>th</sup> –September 5<sup>th</sup> - :30 Audio with a 300x250 Companion Ad  
Targeting Adults 25-64 with Geo-Targeting available at no additional

Charge *\*\*The streaming is not the same commercial stop set as over the air.*

*Listeners access through the radio.com app or through individual station websites  
such as [www.wycd.com](http://www.wycd.com)\*\**

**Total Gross Investment: \$10,665**



**WE LOOK FORWARD TO  
PARTNERING WITH  
HURON-CLINTON METROPARKS!!**





# LOCAL METROPARKS CAMPAIGN (WINTER)

## (FEBRUARY 16<sup>TH</sup>- MARCH 11<sup>TH</sup>)

Days	Time	Weekly # of Spots	Length	# of Weeks	Cost Per Spot	Cost Per Week
Tuesday/Thursday	5a-6a	2X	:30	4	\$25	\$50
Tuesday/Thursday	6a-8p	2X	:30	4	\$40	\$80
Tuesday/Thursday	6a-8p	2X	:60	4	\$50	\$100
Tuesday/Thursday	12a-5a	5X	:30	4	\$1	\$5
Tuesday/Thursday	12a-12a	2X	:30	4	\$5	\$15
Streaming "Live"	12a-12a	13X	:30 & :60	4	\$0	\$0

Fifty Two :30 Second Announcements!

**Total Investment: \$1000**

### Added Value to Enhance Radio Campaign:

- Listing of ALL Southeast Michigan Parks on our Advertiser's Directory.
- Opportunity to Participate in a WHMI Promotional Games and On-Air Giveaways.
- Fifty Two Streaming "Live" Digital Announcements Monthly via our WHMI Listen Live Link.

Approved By: \_\_\_\_\_ Date: \_\_\_\_\_

**\*Three Week Cancellation Required.**







# LOCAL METROPARKS CAMPAIGN (*SUMMER*)

## (MAY 26<sup>TH</sup>-SEPTEMBER 5<sup>TH</sup>)

Days	Time	Weekly # of Spots	Length	Cost Per Spot	Cost Per Week
Wednesday-Friday	5a-6a	3X	:30	\$25	\$75
Wednesday-Friday	6a-8p	3X	:30	\$40	\$120
Wednesday-Friday	6a-12a	3X	:30	\$30	\$90
Saturday	6a-2p	2X	:30	\$25	\$50
Wednesday-Saturday	12a-5a	4X	:30	\$0	\$0
Wednesday-Saturday	12a-12a	4X	:30	\$0	\$0
Streaming "Live"	12a-12a	19X	:30	\$0	\$0

Nineteen :30 Second Announcements Weekly Plus Streaming "Live".

**Total Investment: \$5025**

### Added Value to Enhance Radio Campaign:

- Listing of ALL Southeast Michigan Parks on our Advertiser's Directory.
- Printed Advertisement in the "2021 WHMI Fall Football Guide".

Approved By: \_\_\_\_\_ Date: \_\_\_\_\_

**\*Three Week Cancellation Required.**





# ON-AIR GIVEAWAYS

Throughout the weekday mornings and afternoon, Mike and Jon entertain Livingston County with favorite trivia games and contest. WHMI enjoys highlighting it's advertisers. Marino and the Morning Show will highlight Huron Clinton Metroparks by giving lucky listeners park passes or any other prize.

All games, contesting and giveaways are done during prime morning drive time Monday through Friday. Once the lucky listener has won their gift certificate, they will redeem their certificate in person, thus enabling you to show off everything else you have to offer.

## **WHMI to Provide:**

Minimum of Four Promotional Live mentions during the Prime Morning Drive Time per Prize.

## **Huron Clinton Metroparks to Provide:**

On-Air Giveaways! (Minimum Value of \$25 Each)





## ADVERTISING & SPONSORSHIP PACKAGES

### COMBINED RADIO & TV PACKAGES

#### PACKAGE 1

This sponsorship package includes two monthly twenty (20) minute radio segments dedicated to **Metro Parks** and topics and guests you choose, two (8) minute TV interviews per month, three (3) radio commercials per radio program, and two (2) TV commercials per weekly broadcast.

- 2 twenty minute radio segments per month
- 2 eight minute TV interviews per month
- 3 radio commercials per weekly radio broadcast
- 2 TV commercials per TVB broadcast  
*per month*

Cost: \$ 2,000

→ Apr  
May  
Jun

#### PACKAGE 1

This sponsorship package includes two monthly twenty (20) minute radio segments dedicated to **Metro Parks** and topics and guests you choose, one (8) minute TV interviews per month, two (2) radio commercials per radio program, and two (1) TV commercials per weekly broadcast.

- 2 twenty minute radio segments per month
- 1 eight minute TV interviews per month
- 2 radio commercials per weekly radio broadcast
- 1 TV commercials per TVB broadcast  
*per month*

Cost: \$ 1,500

→ Feb  
Mar

#### EBLASTS & SOCIAL MEDIA

Both packages include Constant Contact eblast to 40,000 contacts, and ZipWhip text messages to 25,000 contacts.



# #YourMetropark

A Community Engagement Program for 2021

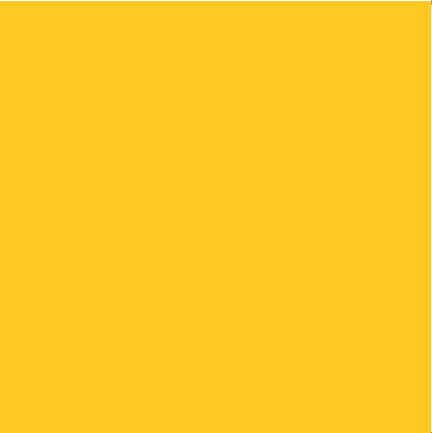
Presented to:

## HURON-CLINTON METROPARKS

Presented: October 30, 2020

Updated: January 26, 2021

## Michigan Chronicle





# OVERVIEW

Huron-Clinton Metroparks are a great, family-friendly system of parks. Unfortunately, many Detroiters are unaware of the parks and thus do not take advantage of all the experiences available.

The #YourMetroparks program will help build Detroiters awareness of the Metroparks near them, and build engagement with the brand. Making Metroparks a go-to destination for family outings, reunions and more for Detroit residents.





# AWARENESS & ENGAGEMENT CHANNELS



## DATABASE MARKETING

1. **“WHAT’S AHEAD AT YOUR METROPARK” E-NEWSLETTER:** Targeted, monthly e-newsletters to the Michigan Chronicle database highlighting upcoming activities at the parks.



## PRINT

1. **Quarterly “Kick off the season” planning and resource guide.** Seasonal planning guide inserted into the print edition of the Michigan Chronicle with overrun distribution placed at strategic partner locations, including Detroit Public Libraries and churches.
  - E-edition of special insert to placed on MichiganChronicle.com and distributed to our database of e-mail subscribers
2. **Bi-monthly eighth page print ads.**



## ONLINE

**Targeted banner campaign driving awareness Huron-Clinton Metroparks locations and activities.** 600,000 impressions.



## SOCIAL

- #YourMetroparks:** An imagery-driven, social media campaign across Facebook, Instagram and Twitter which encourages our audience to submit photos of themselves at the parks.
- User generated content will be featured as spotlight content in the monthly newsletter.

**ANNUAL INVESTMENT: \$28,900**



# STAYCATION GIVEAWAY

Especially considering COVID, many families are choosing to staycation instead of traveling. The Staycation Giveaway is a four-week (May 3-May 31) sweepstakes with a \$1,500 cash prize provided by Second Street. This sweepstakes is the perfect opportunity for Huron-Clinton Metroparks to get additional exposure to the parks and generate new engagement and leads with African Americans to become regular patrons of Huron-Clinton Metroparks.

As a sponsor, Huron-Clinton Metroparks will be featured on all our promotional materials, can ask lead generation questions and receive contact information for qualified leads, and offer a year-long pass or entry to special programming special to the Michigan Chronicle readership.





# STAYCATION SWEEPSTAKES OPPORTUNITY



## LEAD GENERATION & QUALIFIED LEADS

1. Ask (up to) 3 lead-generation questions on the contest entry form with access to qualified leads.
2. Gain additional leads with a special offer to the park(s).



## PRINT

1 quarter-page ad in the print and digital editions of the Michigan Chronicle.



## ONLINE

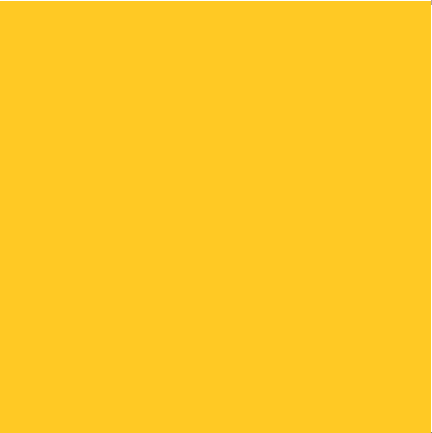
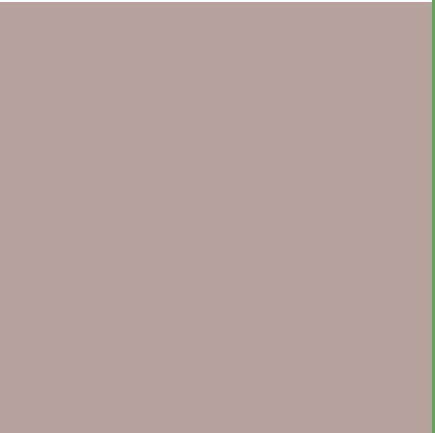
50,000 run of site impressions on michiganchronicle.com.

**INVESTMENT: \$5,000**

# TOTAL INVESTMENT

No.	Deliverable	Cost
1.	#YOURMETROPARK	\$28,900
2.	Staycation Giveaway Sweepstakes (prorated cost)	\$3,827
	<b>TOTAL</b>	<b>\$32,727</b>

# QUESTIONS?



Michigan Chronicle

# Metroparent Proposal 2021

## 3 Native + 3 Month Re-target Campaign

### I. Targeted Native Content + eNewsletters

- 3 – Native content stories, about your event, program or attraction on MetroParent.com. Spring/Summer/Fall or Winter.
- 3 – Posts (native content) on Facebook.
- 3 – Targeted (native content) eNewsletters  
Each delivered to 50,000 targeted families - audience targeted by predetermined criteria including area/zips, age, interests and more.  
3 @ \$2,000 = \$6,000

### II. Audience Extension Retargeting Campaign

130,000 *impressions per month, 3 months / 2021*

A 3 - month audience extension campaign with 390,000 total impressions via ads on metroparent.com's Family Activities, Family Events and Family Travel pages and retargeting those visitors with Huron-Clinton MetroParks ads once they've left our site – for 30 days.  
\$5,850

Investment: \$11,850



Oakland County Moms  
Lisa@OaklandCountyMoms.com  
Phone: +1 248 534-3934  
<https://OaklandCountyMoms.com/>



**Client:** Hilary Simet  
**Company:** Huron-Clinton Metroparks  
**Delivered on:** 9/1/2020  
**Prepared by:** Lisa LaGrou, Owner





## Digital Marketing & Advertising Proposal

Let's provide a short elevator pitch that explains why we're the best organization to partner with. Oakland County Moms is a top local family news organization with an incredible following. Its mission is to provide the Southeast Michigan area with full coverage of all family happenings, locations, and businesses in and around their communities. Our marketing services go above and beyond what other outlets offer. We have three critical areas of focus.

### **Unparalleled Client Focus**

Oakland County Moms develops partnerships with its advertisers and uses its avenues to get as much exposure and support possible for its advertisers. When clients reach out to discuss advertising needs, they will speak directly with Lisa, the owner. Where other sales representatives are simply interested in making a sale to meet a monthly quota, our sales process places a strong focus on the client and their business goals.

### **Unique and Impactful Products Suite**

Our media kit's offerings are carefully selected to create a variety of options. From sponsorships to text listings to display ads and more, there are several different advertising options available to choose from, meeting everyone's needs and budget.

### **Unmatched Performance**

This is our business. It is not a hobby. We work hard every day and the results show it. Our traffic is impressive, and therefore effective for our advertisers. Other sites that try to do what we do can't come close.

# About Publication

Oakland County Moms was founded in 2005 with a single mission: to provide the local families with information they could use to enjoy living in Michigan to its fullest. Oakland County Moms focuses on the positive and does everything possible to be a valuable resource for the families in SE Michigan.



## **Publisher/Owner**

Lisa LaGrou is a wife and mother of two - Jayson 18, and Lindsey 16. She began Oakland County Moms.com in 2005 as a way to support other moms. It actually started out as RochesterMoms.com, however, each local city began requesting their own version so it grew to a county-wide site in 2007.

In 2009, Lisa's husband, Glen, took a leap of faith and quit his job to help Lisa work on the business since she was having a tough time keeping up with the growth by herself. As a result, the traffic to the site grew even more and is now averaging over 70,000 moms on the site each month!

Oakland County Moms.com has become a top resource for families in SE Michigan. Moms, dads, grandparents and more visit Oakland County Moms.com to learn more about what they can do with their families in and around all of Michigan.

# Advertising Plan Part #1: High Impact

**Overview:** A combination of highly visible display advertising and sponsored page(s) will create a strong level of awareness among our readership.

**How Client Needs Are Met:** Sponsorship of highly trafficked pages gives you the opportunity to be seen in front of a highly captive audience. The linked graphic appears right within the content. An annual display ad campaign will reinforce awareness and can drive traffic to your site or other url of choice, meanwhile promoting seasonal messages. Graphics can change as necessary.

**Expected Performance:** The display ad routinely yields 150,000 impressions/month with an average of 4 clicks for every 100 viewers. (2020 YTD Metroparks ads have achieved 1,213,161 impressions, with a late start). In addition to being a highly engaging format, it lends itself to announcements and information dispersal. The sponsorship graphic is a great tool that allows you to take advantage of seasonal traffic. These options are excellent avenues to promote the different seasonal periods, activities, park features, etc.

# Advertising Plan Part #2: Event/Message Support

**Overview:** Keep and maintain the current [Metroparks Calendar](#) page. Also, using the [Weekend Events page](#) and the [Events calendar](#), Oakland County Moms will be able to provide additional promotional support for park events and messages.

**How Client Needs Are Met:** Oakland County Moms will keep the event page updated and promote it via our e-newsletter and social media channels. OCM will also utilize the Weekend Events and Events Calendar for free support as a collaboration tool within the partnership. Sharing your event information and messages with our large, targeted audience provides an opportunity to encourage visits.

**Expected Performance:** The calendar page for the Metroparks has been of great interest among our readers. The weekend events page is the most highly trafficked page on the site, and the events calendar is one of our most helpful tools among our readers. The weekend events page is also promoted via social media and in every Thursday e-newsletter.

# Advertising Plan Part #3: Giveaway

**Overview:** Running a giveaway is yet another form of promotional support offered by Oakland County Moms.com.

**How Client Needs Are Met:** Oakland County Moms creates a full post that announces the giveaway. The post appears on the home page when first launched, and is supported heavily via social media and the e-newsletter.

**Expected Performance:** Oakland County Moms has an entire section dedicated to contests. Running a contest is free and optional. It is something that OCM offers to advertisers. Contests are promoted heavily in our e-newsletter and through social media.

See it live (previous contests):

<https://www.oaklandcountymoms.com/free-metroparks-pass-contest-77907/>

<https://www.oaklandcountymoms.com/metroparks-waterparks-tickets-contest-90593/>

# Advertising Plan Part #4: Reviews/Posts

**Overview:** Published posts about the parks.

**How Client Needs Are Met:** Oakland County Moms wants our audience to know more about the Metroparks. OCM will publish full posts about park events, features, etc.

**Expected Performance:** In addition to this content being available on the OCM website, Oakland County Moms also promotes the reviews and posts in its e-newsletter that goes out to 14,700 recipients, as well as on social media to its over 33,100 followers.

See it live (some samples)

<https://www.oaklandcountymoms.com/metroparks-launch-free-virtual-programs-and-nature-scavenger-hunts-during-coronavirus-98053/>

<https://www.oaklandcountymoms.com/metroparks-free-admission-during-coronavirus-98049/>

<https://www.oaklandcountymoms.com/metroparks-movie-nights-90611/>

<https://www.oaklandcountymoms.com/kensington-metroparks-nature-center-82393/>

<https://www.oaklandcountymoms.com/metroparks-free-admission-days-25370/>, etc.

# Advertising Plan/Package & Pricing

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**Ad rates**  
(ads appear on all pages)

- Billboard (2000x500): \$2000/month
- Leaderboard 1 (top 728x90): \$500/month
- Leaderboard 2 (top 328x90): \$500/month
- Sidebar ad #1 slot: \$450/month
- Sidebar ad #2 slot: \$400/month
- Sidebar ad #3 slot: \$375/month
- Sidebar ad #4 slot: \$350/month
- Sidebar ad #5 slot: \$240/month
- Sidebar ad #6 slot: \$230/month
- Leaderboard (lower 728x90): \$200/month
- Square ads: \$100/month
- Video Player: \$100/week

**Display Ad options** (we recommend the *leaderboard*):

annual cost discounted from \$6,000 to \$5,400

**Sponsored Pages:**

Pricing varies depending on traffic to the page (see below for suggestion).

**Calendar Page:**

\$300/year

**Event Postings:**

Free to advertisers

**Contest/Giveaway:**

Free to advertisers

**Reviews/Posts:**

Free to advertisers

## Suggested Sponsorship Page:

### **Carnival Page Sponsorship**

The carnival page achieved about 60,000 pageviews the past year! You get a 678x175 graphic on the page, linked to your url of choice. The season is strong from April – August, but we keep the graphic up year-round until the following season’s renewal. You also get E-newsletter mention as the sponsor whenever a link/mention is posted regarding the Carnival page.

*Sponsorship cost: \$2,400/year*

---

**Total Package: \$8,100 for the year**

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To: Board of Commissioners  
From: Danielle Mauter, Chief of Marketing and Communications  
Subject: Report – January Marketing Update  
Date: February 5, 2021

**Action Requested: Motion to Receive and File**

That the Board of Commissioners receive and file January 2021 Marketing Report as recommended by Chief of Marketing and Communications Danielle Mauter and staff.



# HURON-CLINTON METROPARKS MARKETING REPORT

January 2021

Administrative Office  
13000 High Ridge Drive  
Brighton, MI 48814



[METROPARKS.COM](https://www.metroparks.com)

# JANUARY 2021

## January Recap

January is a big prep month for the Marketing department. After the 2021 marketing plan was approved at the January board meeting, Marketing staff negotiated the major media buys for winter, spring and summer 2021. These major media buys are the larger spends with individual vendors for the year so they must be approved by the board in February to prepare for upcoming campaigns.

January is also the time that Marketing staff start planning out the earned media editorial schedule for the first part of the year. 2021 hit the ground running with several media outlets picking up stories about cross country skiing, including a story pitched by Marketing staff after meeting a skier named Marvin at Huron Meadows Metropark. Marvin and another woman will be completing the Canadian Ski Marathon virtually within the Metroparks and skiing 100 Kilometers over two days. His story was engaging and allowed us to pitch skiing to the media at an activity for all skill levels – beginner to expert marathon skiers. Here is a picture of the two we captured the day we met them in the park.



Marketing staff spent some time at Huron Meadows recording footage with Western District Maintenance Manager, Adam Haberkorn, to put together a ski tutorial video encouraging first-timers to rent equipment and give it a try. That video was used on social media the weekend on January 30 and will also be added to the website for future visitors to use.

Marketing coordinated with HR and DEI to create a plan for earned and paid media related to open positions being posted now through April and sent the first press release of the year which was picked up by multiple print publications.

Marketing coordinated with Natural Resources when the information about the deer management program began circulating. This is something that happens every year when park neighbors receive a letter about a deer cull taking place. Marketing and Natural Resources worked together to create accurate answers for media and the public asking about the cull and fielded several media inquiries. The information made its way into multiple print publications including the Detroit Free Press, as well as radio at WWJ and WHMI and TV on Fox 2 and WXYZ. This is a sensitive subject that does not always receive the best headlines, but staff are using consistent and transparent answers to address questions with media AND visitors.

We have attached a media report for January to show all media mentions that happened throughout the month.

Lastly, January was the month to set up the groundwork to move the 2021 marketing goals forward. Coordination meetings were scheduled and details started for:

- Moving website redesign forward
- Promoting shelter and event rentals in the parks
- Public evaluations
- Water facility summer promotions
- Golf promotions
- Hiring/open position promotions
- Detroit Riverfront Conservancy co-branded campaign
- Capturing winter photos in the parks
- Winter TV commercial filming (Scheduled for Feb 16 & 17)
- Outreach and relationship building
- Looking at RecTrac reporting for marketing purposes

The February marketing report will return to the format of providing a short update on each goal set for 2021.







To: Board of Commissioners  
From: Artina Sadler, Chief of Diversity, Equity and Inclusion  
Subject: Report – DEI Monthly Update  
Date: February 5, 2020

**Action Requested: Motion to Receive and File**

That the Board of Commissioners receive and file DEI Update as recommended by Chief of Diversity, Equity and Inclusion Artina Sadler and staff.

**Fiscal Impact:** The Board approved budget for the DEI Speaker Series is \$125,000; the cost of our first national speaker is \$15,000.

**Attachment: DEI Update  
DEI Conversations Presentation  
All Employee Email**





# DEI BOARD REPORT

February 2021



[METROPARKS.COM](https://www.metroparks.com)

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# OVERVIEW

Greetings Commissioners,

For the month of February, I thought I would do something a little different. I want to share with you an example of how we work to expand our ability to have difficult conversations. The example is not the first for us; but I think it is important for you to understand our approach to the *practical* work of DEI.

Your first question may be, "Why do we need to have difficult conversations?" The answer is, because DEI is difficult and the first barrier to changing culture is learning how to listen and talk about challenging topics. We have to demonstrate that diversity of opinions makes us better and that we do not have to agree to work together; we just have to have respect for people, regardless of their ideas.

In the DEI plan, one of the objectives is to Create continuous learning opportunities (page 8). This is accomplished through DEI Conversations and All Employee Emails. As a reminder...

**DEI Conversations** are virtual sessions where we talk about current issues. For example, we talked about Black Lives Matter and the protest (and riots) following the murder of George Floyd. Likewise, in January we talked about the protest (and riot) at the Capital in Washington, D.C.

**All Employee Emails** are email designed to support a DEI Conversation or to answer questions that impact our park system. We had emails titled "*Don't Look Away*" about the Black Lives Matter protest and the most recent titled, "*Follow-up to DEI Conversation #1.*"

I have added two attachments to this report. The first is the PowerPoint presentation used in the DEI Conversation. The second is the All Employee Email used to support the Conversation. I would appreciate hearing your thoughts.

## **Speaker Series**

The other topic I would like to cover here is our DEI Speaker Series. I thought it would be helpful to frame how we see it rolling out.

Our theme for 2021 is, ***Unity of Purpose***. The plan is to have three-four speakers this year focusing on the following topics:

### **The Big Picture (This is our Launch)**

- Speakers in this segment would focus on the impact of systemic racism on everyone and why it is important, for everyone, to end it.
- Heather McGhee will be the inaugural speaker for 2021.

### **Regional**

- Speakers in this segment will be local and will focus on the history of the Metroparks and/or their experiences with the Metroparks.
- Suggested speakers in this segment: Warren Evans, Robert Livingston and/or someone from the University of Michigan.

### **Parks and Recreation**

- Speakers in this segment would focus on what other public and private sector organizations are doing to address DEI in parks and recreation and what are the gold standards.

I should also add that we have already received offers from other organizations (without solicitation) to partner with the Metroparks and possibly to sponsor a portion of this series. We will continue those conversations and keep you posted.

Sincerely,

Artina

# DEI DEPARTMENT

## MISCELLANEOUS

- Working with Marketing on evaluation design and Website relaunch
- Participating in website redesign process
- Hosted the first DEI Conversation and All Employee Call of 2021
- Participating in second round job interviews
- Working with HR and Marketing on recruiting efforts
- Continuing to work with Planning and Development, Marketing, Interpretative Services and Administration on DRFC programming

## SPECIAL PROJECTS

- The Library Network and the Suburban Library Cooperative
  - Worked with Jennifer, Robert and Danielle to finalize the process
- DEI Speaker Series
  - Finalizing the date and time
  - Getting the contract prepared
- Michigan Access Pass
  - Working with Interpretative Services, Park Operations, Marketing and IT to figure out the “how” the program will work on the MP’s side.

## TRAINING

- Completed Tier 2 training for ALL Supervisors
- Developing the schedule for Tier 3 training
- Scheduled virtual ADA training for Metroparks Police

# CROSS- DEPARTMENTAL DEI WORK



# CROSS-DEPARTMENTAL DEI WORK

DEI work is not done in a vacuum. The majority of the work coming from the DEI department is done in collaboration with other departments. In fact, removing silos and finding equitable ways of working together are critical to successful and sustainable DEI efforts. Likewise, DEI is an important part of the work of other departments. The following is a list of DEI initiatives across departments; again, some of these initiatives will also be covered in Departmental Updates.

## ADMINISTRATION

- Continuing to host the Leadership Retreat
- Supporting the development of the Regional swim program

## FINANCE

- Worked with a cross-departmental team to develop the documentation, process and training for the implementation of the purchasing policy revisions

## HUMAN RESOURCES

- Interviews
- Recruitment

## INTERPRETATIVE SERVICES

- Tier 2 DEI training
- DEI Conversation
- Michigan Activity Pass in coordination with DEI, Park Ops, Marketing and I.T.
- Sabrina attended the JEDAI (Justice, Equity, Diversity, Accessibility and Inclusion) Section Meeting for NAI on Feb. 18
- Western District team had a Sensory Friendly Committee meeting this month.
- Michigan Activity Pass discussion in conjunction with DEI, Park Ops, Marketing and I.T

## INFORMATION TECHNOLOGY

- Working with DEI, Interpretative Services, Marketing, and Park Operations on the Michigan Activity Pass (MAP) program.

## MARKETING AND COMMUNICATIONS

- Developed Hiring Ads for DEI Assistant and others
- Worked with HR and DEI on the Earned Media Buys
- Supported the work of Interpretative Services, DEI and IT on the Michigan Access Pass program

## PLANNING AND DEVELOPMENT

- Implementing accessible program evaluation process with Ops, Interpretive, DEI
- Developing ADA Webpage and Programming Transition Plan
- GRANTS...GRANTS...and MORE GRANTS 😊

## POLICE DEPARTMENT

- Conducting second round interviews for Lake Erie and Kensington







# DEI CONVERSATIONS

January 13, 2021

# CONVERSATION RULES

- **LISTEN** for understanding
- Assume NO harm
- When things get difficult, turn to wonder
- Be patient
- Use “I” language to express your point
- Be honest

# OUR TIME TODAY

## Today we WILL

- Discuss the event of January 6, 2021.
- Analyze the event through the same lens we used to analyze the Black Lives Matter protests.
- Define terms, used by the media, to describe both events.
- Open the floor for discussion and to respond to submitted questions

## Today we WILL NOT

- Talk about politics or any specific politician



# WHAT WE KNOW

- On Wednesday, January 6, 2021 a protest in front of the U.S. Capital building turned into a riot
- Rioters overran the security contingent and entered the Capital building for the purpose of stopping the certification of the Electoral College
- Inside the Capital building
  - Doors and windows were broken, offices were looted, items were stolen
  - Members of both houses of Congress, from both political parties, hid in fear of their lives
- The Aftermath
  - 5 people are dead (to date)
  - Many police officers were seriously wounded after being hit with bats, flagpoles, bear spray, stun guns, metal pipes, crushed behind doors and trampled

**WORDS MATTER**

# TREASON

It is the only crime [defined by the U.S. Constitution](#) rather than by the laws that Congress has passed in the centuries since. The Founders intentionally described it narrowly, so that any repressive future president could not use it to punish political opponents. There are only two ways to commit this offense, they said: “levying war” against America or “giving aid and comfort” to one of the nation’s enemies—typically a foreign adversary.

# SEDITION OR SEDITIONOUS CONSPIRACY

- If two or more persons in any State or Territory, or in any place subject to the jurisdiction of the United States, conspire to overthrow, put down, or to destroy by force the Government of the United States, or to levy war against them, or to oppose by force the authority thereof, or by force to prevent, hinder, or delay the execution of any law of the United States, or by force to seize, take, or possess any property of the United States contrary to the authority thereof, they shall each be fined under this title or imprisoned not more than twenty years, or both.



# REBELLION AND INSURRECTION

- **Rebellion** and **insurrection** refer specifically to acts of violence against the state or its officers. This distinguishes the crime from sedition, which is the organized incitement to **rebellion** or civil disorder against the authority of the state.

# PROTEST

- A **protest** (also called a **demonstration**, remonstrance or remonstrance) is a public expression of objection, disapproval or dissent towards an idea or action, typically a political one. **Protests** can take many different forms, from individual statements to mass **demonstrations**.

# RIOT

A riot is a protest that turns violent.

# CONSPIRACY

- planning with others to commit “any offense against the United States”— whether that offense ultimately takes place or not. For example, you could be charged for conspiring to rob a bank with someone, even if you never successfully pull it off.



# CENSURE

- Less severe than expulsion, a censure (sometimes referred to as condemnation or denouncement) does not remove a senator from office. It is a formal statement of disapproval, however, that can have a powerful psychological effect on a member and his/her relationships in the Senate.

# ECHO CHAMBER

- an environment in which a person encounters only beliefs or opinions that coincide with their own, so that their existing views are reinforced, and alternative ideas are not considered.

# QUESTIONS FOR DISCUSSION

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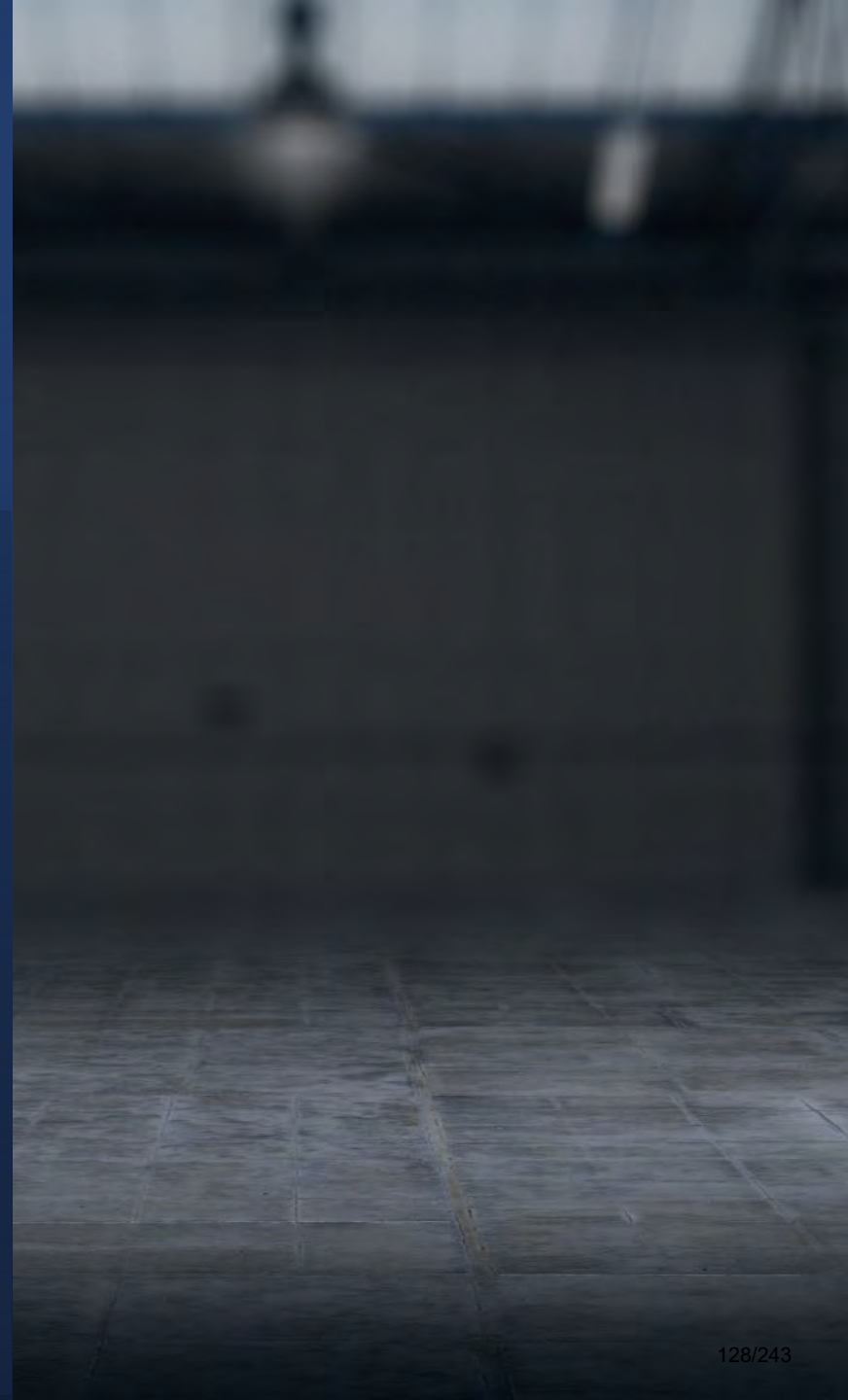
How do I keep from having negative feelings towards someone I don't agree with?



What can I do to not  
be part of the  
problem?



# OPEN FLOOR



Hello Family!

I want to thank everyone who participated in the DEI Conversation on Wednesday January 13<sup>th</sup>. I appreciated all the questions submitted and ALL of the comments made.

Due to the robust conversation, we were unable to get to the submitted questions. I want to do that now.

1. **How do I keep from having negative feelings towards someone I don't agree with?**
  - a. **When things get difficult, turn to wonder**--If you find yourself disagreeing with another, becoming judgmental, shutting down in defense, try turning to wonder: "I wonder what brought them to this place?" "I wonder what my reaction teaches me?" "I wonder what they are feeling right now?"
  - b. **Breathe and recognize you cannot control people.** Everyone has the right to believe what they believe. NO ONE has the right to push that belief on others. Remember, your agreement is NOT required.
  - c. **Calmly and Respectfully asks to NOT talk about a subject or just walk away.** Just like people have the right to their beliefs; YOU have the right to not listen.
  - d. **Focus on the relationship.** If the person with whom you disagree is important to you; reflect on why they are important and focus on that. There is NO BELIEF worth losing someone important to you.
2. **What can I do to not be part of the problem?**
  - a. **First you have to choose to NOT be part of the problem.** You may ask, "how do I know if I am part of the problem?" YOU are part of the problem when:
    - i. you have beliefs you cannot keep from expressing
    - ii. you experience uncontrollable rage and the feeling that you MUST comment or defend, even when you are not being spoken to
    - iii. you feel your beliefs give you the right to do whatever you want in the name of said belief
    - iv. someone disagrees with you, they automatically become the enemy
  - b. **Disrupt your echo chambers**
    - i. If you read or hear something that makes you have a visceral reaction; walk away from it, turn it off. Give yourself time to think and determine how YOU feel about what you heard or saw. Try watching images without sound.
    - ii. Formulate your own thoughts—how do YOU feel about what happened? **Do not plug back in until you are clear on your own thoughts**
    - iii. When you "plug in" again, notice how your initial reaction is changed after listening to pundits
    - iv. Recognize the moment you "plug in" ...**YOU ARE IN AN ECHO CHAMER!** Find information from a neutral source or talk to someone you **trust** who has **different** beliefs. Listen to understand a different perspective; not to defend yours
  - c. **Do not confuse an event with a person.** I may not agree with how you see something but that does not make you a bad person.



To: Board of Commissioners  
From: Jennifer Jaworski, Chief of Interpretive Services  
Subject: Report Interpretive Services Department Monthly Update  
Date: February 5, 2021

**Action Requested: Motion to Receive and File**

That the Board of Commissioners receive and file Interpretive Services Department Monthly Update as recommended by Chief of Interpretive Services Jennifer Jaworski and staff.

**Background:** The following are highlights of the activities in the Interpretive Services Department for February 2021.

Project/Initiative Implementation

- Equine Retirement Plan, developed for Kensington and Wolcott Mill Metroparks Farm Centers
- Interpretive Master Plans for 2021
  - Wolcott Mill Metropark Farm and Historic Centers
  - Oakwoods Metropark Nature Center
  - Kensington Metropark Farm Center
- Michigan Activities Pass through the Library Network, working with Park Operations, DEI, I.T. and Marketing to develop proposal for participation

Community Engagement

- Detroit Riverfront Conservancy held an Interpretive Master Plan meeting with DRFC staff and stakeholders to begin developing theme.
- Huron River Committee, collaborative effort with Huron River Watershed Council and other organizations to engage with community during pandemic
- Downriver Linked Greenways, engaged with community partners on development of interpretive signs

Programming

- Synchronous and Asynchronous school programming continues
- In-person programming continues, including “pop-up” programs
- Virtual programming continues
  - Maple Sugar Committee – Interpreters across the system are developing a virtual maple sugaring program

Grants

- Recreation Passport Grant at Lake St. Clair Metropark Nature Center: ribbon cutting
- PNC Early Childhood grant, invited to apply
- Lk. St. Clair Birding Trail, the Metroparks are supporting partner on this grant that is promoting the birding trail in St. Clair and Macomb Counties
- Green Ribbon Initiative with the Nature Conservancy, this grant covers conduct programming that highlights Oak Openings and develop interpretive signage

**Attachment: Monthly Interpretive Services Department Report**



# INTERPRETIVE SERVICES REPORT

## February 2021



[METROPARKS.COM](https://www.metroparks.com)





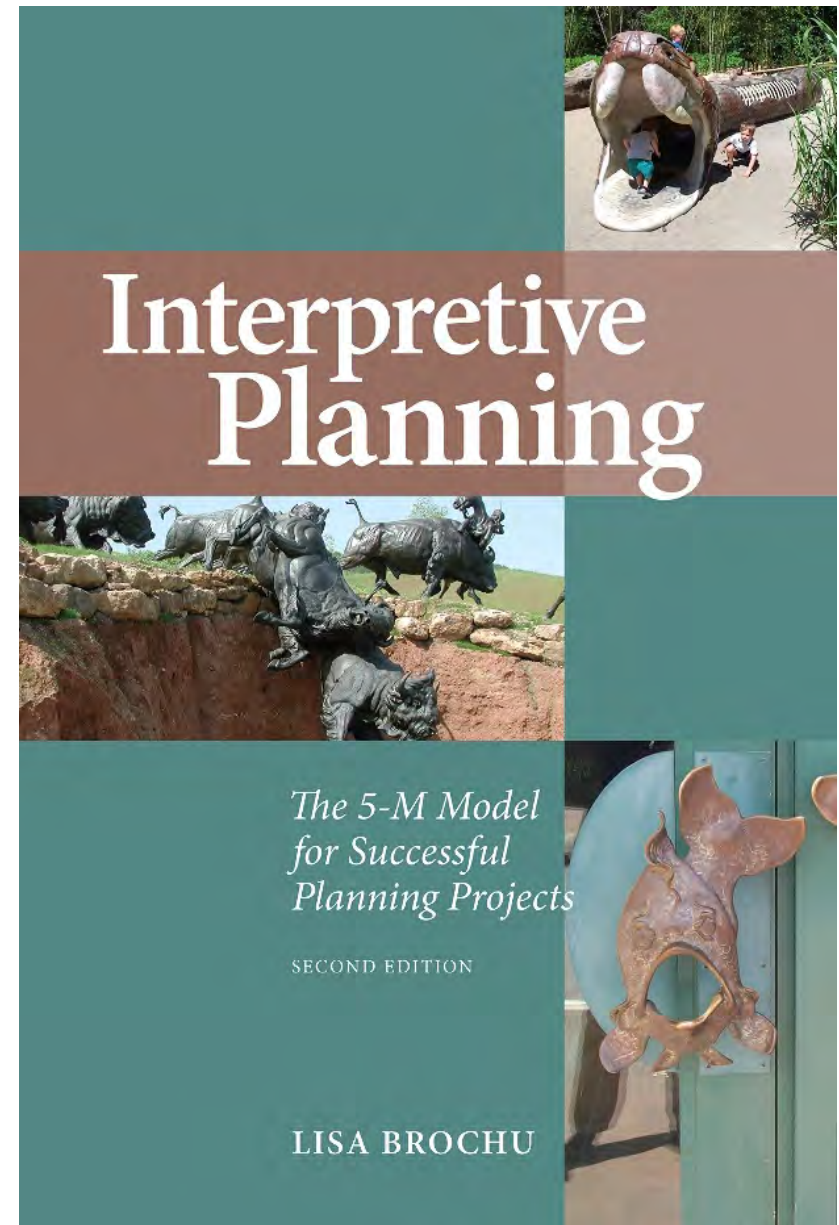
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# PROGRAM/INITIATIVES IMPLEMENTATION

- Equine Retirement Plan, developed for Kensington and Wolcott Mill Metroparks Farm Centers
- Interpretive Master Plans for 2021
  - Wolcott Mill Metropark Farm and Historic Center
  - Oakwoods Metropark Nature Center
  - Kensington Metropark Farm Center
- Michigan Activities Pass through the Library Network, working with Park Operations, DEI, I.T. and Marketing to develop proposal for participation





# COMMUNITY ENGAGEMENT

- Detroit Riverfront Conservancy, held an Interpretive Master Plan meeting with DRFC staff and stakeholders to begin developing theme.
- Huron River Committee, collaborative effort with Huron River Watershed Council and other organizations to engage with community during pandemic
- Downriver Linked Greenways, engaged with community partners on development of interpretive signs





# PROGRAMMING

- Synchronous and Asynchronous school programming continues
- In-person programming continues, including “pop-up” programs
- Virtual programming continues
  - Maple Sugar Committee – Interpreters across the system are developing a virtual maple sugaring program



# GRANTS



- Recreation Passport Grant at Lk. St. Clair Metropark Nature Center: ribbon cutting
- PNC Early Childhood grant, invited to apply "Growing up Great"
- Lake St. Clair Birding Trail, the Metroparks are a supporting partner on this grant that is promoting the birding trail in St. Clair and Macomb Counties
- Green Ribbon Initiative with the Nature Conservancy, this grant covers conducting programming that highlights Oak Openings and develop interpretive signage







HURON-CLINTON  
**METROPARKS**



To: Board of Commissioners  
From: Tyler Mitchell, Chief of Natural Resources and Regulatory Compliance  
Subject: Report – Monthly Natural Resources Update  
Date: February 5, 2021

**Action Requested: Motion to Receive and File**

That the Board of Commissioners receive and file the monthly Natural Resources Report as recommended by Chief of Natural Resources and Regulatory Compliance and staff.

**Attachment: Monthly Natural Resources Report**



8-B-5-a

# NATURAL RESOURCES MONTHLY REPORT

FEBRUARY 2021

Administrative Office  
13000 High Ridge Drive  
Brighton, MI 48814



[METROPARKS.COM](https://www.metroparks.com)

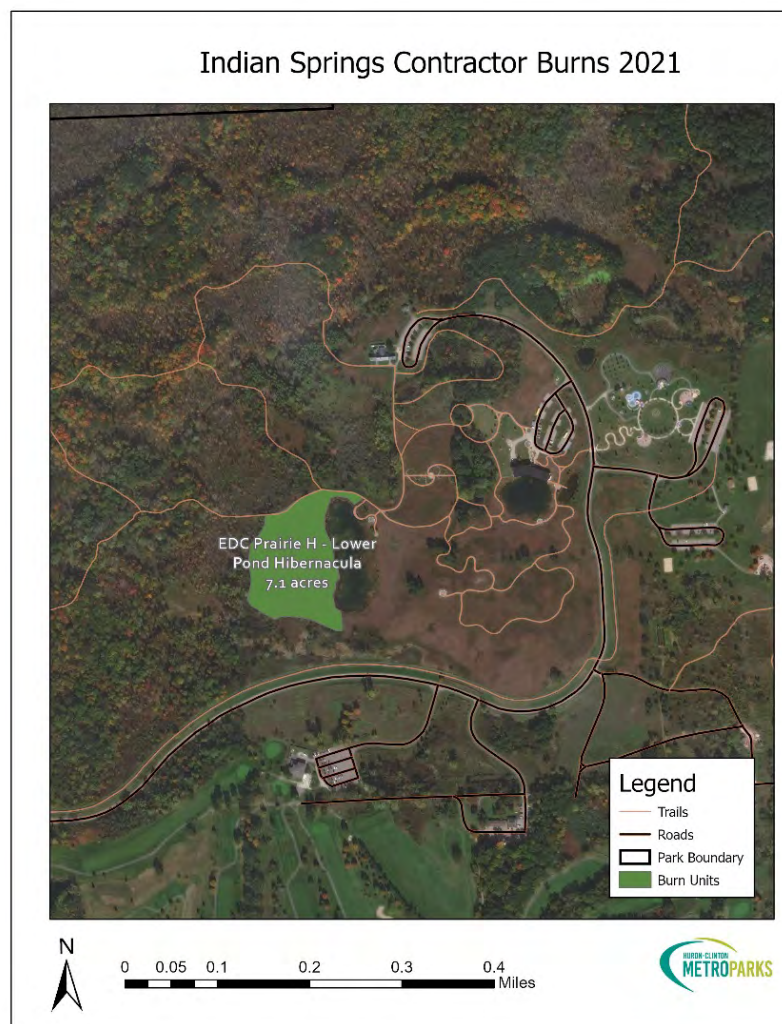
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# SYSTEM-WIDE

## ADMINISTRATIVE

- Prescribed Fire Planning 2021
- Deer management preparation and permitting
- Beaver Nuisance damage planning program for 2021
- Lake Erie Metropark Shoreline Restoration and Wetland Enhancement project permitting
- Lake St. Clair Black Creek Marsh Shoreline Restoration design and permitting
- Eastern Massasauga Rattlesnake population study planning
- Permitting for multiple ROW line clearance projects
- Issuing RFPs for Prescribed fire and Invasive Species Control projects for 2021





# SOUTHERN DISTRICT

## OAKWOODS METROPARK

- Invasive Shrub Removal – Floodplain Forest
- Prescribed Fire Plan – Butterfly Field

## LOWER HURON METROPARK

- Forestry Mowing of various seasonally wet areas
- Prescribed Fire Plan – Bob White Wetland





# WESTERN DISTRICT

## KENSINGTON METROPARK

- Invasive shrub control – East Border Oak Savanna
- Hazardous Tree removal at various locations
- SPCC Updates for 2021

## INDIAN SPRINGS METROPARK

- Invasive Shrub Removal – EDC Prairie

## HUDSON MILLS METROPARK

- Hazardous tree removal near disc golf course

Kensington Golf Course Maintenance Garage



# EASTERN DISTRICT

## STONY CREEK METROPARK

- Gypsy Moth Egg Mass Survey and treatment planning

## WOLCOTT MILL METROPARK

- Invasive Shrub Removal – Historic Center Drive
- Forestry Mowing at various locations

## LAKE ST. CLAIR METROPARK

- Shoreline assessment at Black Creek Marsh Shoreline site continues



# WHAT'S NEXT?

## SYSTEM-WIDE

- Forestry mowing at Detroit Rouge Park Prairie
- 2021 treatment planning for invasive species

## SOUTHERN DISTRICT

- Construction of Shoreline project at Lake Erie Metropark
- Invasive Shrub Control – Bobwhite Woodland

## WESTERN DISTRICT

- Invasive shrub control – Wildwing Lake woods continues
- Invasive shrub control – Tamarack Swamp Hudson Mills
- Invasive shrub Control – Maltby Lake Woods Huron Meadows

## EASTERN DISTRICT

- Forestry Mowing – Stony Creek Nature Center Area
- Invasive shrub control – Nature Center Prairie West



To: Board of Commissioners  
From: Nina Kelly, Chief of Planning and Development  
Project Title: Planning and Development Department Monthly Update  
Date: February 5, 2021

**Action Requested: Motion to Receive and file**

That the Board of Commissioners receive and file the Planning and Development Department Monthly Update as recommended by Chief of Planning and Development Nina Kelly and staff.

**Background:** The following are highlights of the activities of the Planning and Development Department for February 2021:

*Project/Initiative Implementation*

- SEMCOG Transportation Equity Grant: OHM Advisors being recommended for Board approval. Project kick-off meeting to be scheduled upon contract execution.
- EGLE Recycling Infrastructure Grant: Bids received for new recycling bins throughout the park system. District meetings with staff underway to coordinate implementation of recycle bins systemwide.
- Site design construction plans will be underway for Penchura's design ("space" theme) at the Woods Creek playground at Lower Huron Metropark.
- Lower Huron Iron Belle Trail Extension: Design engineering proposals received in late January, contract recommendation at February Board meeting.
- Conceptual design completed for the Dave Kirbach Memorial at Kensington Metropark. Construction anticipated in spring. Soil Erosion and Sedimentation Control Plan permit in process of being applied for through Oakland County.
- CAPRA documentation assembly for the Planning (2.0) and Recreation Programming (6.0) chapters assigned to the Planning and Development Department. Facilitating the development and assembly of documentation in support of the remaining eight chapters with other administrative departments, Operations, and Maintenance staff.

*Planning & Community Engagement*

- Initiating public and stakeholder engagement processes for 2021 TF/LWCF grant projects.

*Programming*

- Detroit Riverfront Conservancy/Metroparks Programming Plan development, to include three primary components: Swimming, Interpretive, and Special Events Support.
- Accessible programming evaluations for inclusion in the ADA Transition Plan and to support CAPRA accreditation process.
- RFP issued to solicit a consultant to assist in developing a strategy for swimming/water safety programming at pools within the Metroparks (Lake St. Clair, Willow, Lake Erie) and with partners at the regional scale.



### Land Issues

- Due diligence completed for Schmidt property acquisition at Wolcott Mill Metropark.
- Contacted Road Commission of Oakland County for discussion regarding abandoned ROW in Kensington Metropark
- Construction permit issued for Flat Rock water main project (soil borings); cell tower lease inquiries.
- Internal review of access and encroachment policy guidance from Miller Canfield.

### Grant Applications

- Developing 2021 Trust Fund project concepts and applications through March
  - Lake Erie Metropark Accessible Trail Development
  - Delhi Metropark Accessible Takeout Development
- Developing 2021 Land and Water Conservation Fund project concept and application through March
  - Stony Creek Metropark Reflection Trail Improvements
- Submitting a pre-proposal to National Fish and Wildlife Foundation's Sustain Our Great Lakes program for green infrastructure projects at Lake Erie Metropark.

**Attachment: Monthly Update**



# PLANNING AND DEVELOPMENT MONTHLY REPORT

February 2021

Administrative Office  
13000 High Ridge Drive  
Brighton, MI 48114



[METROPARKS.COM](https://www.metroparks.com)

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OTHER DEPARTMENT INPUT KEY	
	Natural Resources and Regulatory Compliance
	Planning and Development
	Diversity, Equity and Inclusion
	Interpretive Services and Community Outreach
	Engineering

# SYSTEM-WIDE

**Restoration** – Linear feet or acreage of project impact for shoreline protected or restored, wetlands protected or restored, floodplain protected or mitigated

**Invasive Species Management** – Linear feet or acreage of project impact treating invasive species

**Habitat and Wildlife Protected** – Linear feet or acreage of project impact for fish habitat, fish barriers removed or bypassed, species moved or avoided

**Partnerships** – Outside agency funding sources (total cost/sharing percentage)

**Volunteers** – Total number of volunteers/workdays

**Grant/Foundation Funding** – Total funding/match

**Visitor Counts** – Total number of visitors weekend/weekday











**Best practices education** – Project emphasizes educational and interpretational opportunities

**Estimated cost** – Total estimated or actual cost of project

**Accessibility** – Determine if facility or programs designed for accessibility (A) or if barriers (B) exist based on ADA checklist

**Staff time** – Total number of staff hours estimated

## Administrative

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	February 2021 Actions
DISTRICT-WIDE	Planning and Development monthly reports	Report		Monthly	Staff time	Report assembly
	Tollbooth scanning reports	Report		Monthly	Staff time	Will resume in spring 2021
	Foundation administrative Tasks	Various		Ongoing	Grant/Foundation funding	Administrative tasks
	Sign request processing/signage transition plans	Infrastructure/ Small Facilities		Ongoing	Actual Cost	Administrative tasks
	CAPRA accreditation preparation/initiation	Report	Various	Ongoing	Staff time	Chapter 6 and 7 standards reviewed with actions performed for compliance.
	SEMTAT participation	Report		Ongoing	Staff time	Meeting attendance for Capacity Building & Planning/Mapping committees
	FAIR Play Coalition maintenance and development	Various		Ongoing	Volunteers	Consultations on projects
	Agency/org partnership maintenance. and development	Various	Various	Ongoing	Staff time	Partnership approved with the Detroit Riverfront Conservancy, currently working on programmatic coordination
	CAPRA Programming Ch. 6	Various		Ongoing	Staff time	Documentation assembly
	CAPRA Planning Ch. 2	Report		Ongoing	Staff time	Documentation assembly
	Commemorative trees and benches	Various		Ongoing	Staff time	Administrative tasks
	Great Lakes Way advisory committee participation	Various		Ongoing	Staff time	Meeting attendance, review of draft plan








# SYSTEM-WIDE



## Facility Concept Planning

Description	Action Type	Dept. Input	Timing	Implementation Indicator	February 2021 Actions
David Kirbach Memorial Site	Plan		5 months	Staff time	Conceptual design completed; spring 2021 construction anticipated. SESC Permit in process.

## HCMA Studies/Initiatives





Description	Action Type	Dept. Input	Timing	Implementation Indicator	February 2021 Actions
Volunteer Management	Plan		Spring 2021	Staff time	Phase two re-engagement is anticipated to begin spring 2021
Sustainability Plan projects coordination	Various		Ongoing	Various	Tree planting volunteer program in partnership with GM Proving Grounds staff underway. PFAS wash stations recommended for launch projects.
Trail Ambassador program	Report		April 2021	Staff time	Program anticipated to begin spring/summer 2021.
ADA Transition Plan	Plan		Ongoing	Staff time	ADA webpage and Programming Transition Plan under development.
Visitor count program	Various		Ongoing	Staff time	Data collection for 2021 being planned and coordinated with other agencies.

## Grants/Fundraising

Description	Action Type	Dept. Input	Timing	Implementation Indicator	February 2021 Actions
REI Grant Rouge Park	Plan		Ongoing	Staff time	2021 work plan in development.
2021 DNR Recreation grant applications	Documentation	Various	April 2021	Staff time	Projects selected; public hearings to take place preceding March Board meeting. Grants due April 1, 2021
Mobile Learning Center PNC Early Education Grant	Plan		Early 2021	Staff time	Report submitted; Anticipate invite to apply soon
EGLE Recycling Bin Grant	Plan	Various	May 2021	Staff time	Bids received for recycle bins under evaluation. Field meetings with three districts underway to coordinate implementation.

# SYSTEM-WIDE


## Recreation Programming

Description	Action Type	Dept. Input	Timing	Implementation Indicator	February 2021 Actions
2021 Recreation Programming	Various		On going	Staff time	Planning underway
DIA's Inside/Out program	Various		On going	Staff time	Installations from 2020 have been removed. Participation in the 2021 program has been approved and locations were scouted at Lake Erie, Kensington, and Stony Creek.
Accessible Programming Evaluation	Various		On going	Staff time	Implementing accessible program evaluation process with Ops, Interpretive, DEI
Swimming/water safety programming development plan (SE Michigan region)	RFP		Fall 2021	Consultant Report	RFP issued for consultant





# SOUTHERN DISTRICT

## Grants/Fundraising

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	February 2021 Actions
LEF	2021 TF- Accessible Trail Development	Large Facilities		April 2021	Staff	Preparing DNR Trust Fund application for improvements to the Cherry Island Trail.
Willow	SE Michigan Resilience Fund	Plan	Eng/NR	Spring 2021	Staff	Project submitted to implement OHM stormwater recommendations for the Big Bend area and expand prairie habitat and river buffer. Awards announced in March 2021.
LHu	2020 TF - LHu Iron Belle Trail Connector	Documentation	Various	2021.	Staff time	Trust Fund grant recommended for funding. Entering Project Agreement phase. Design engineering consultant solicited for Board approval this month.
	2020 LWCF - Walnut Grove Campground & Off-Leash Dog Area	Documentation	Various	2021	Staff time	LWCF grant recommended for funding. Entering Project Agreement phase.



## Project Implementation/Oversight

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	February 2021 Actions
LHu	2018 LWCF - LH North Fishing Site	Large Facilities		Ongoing	Staff time	Eleven bid proposals received, bid tabs uploaded and submitted to DNR for approval of lowest bid- Best Asphalt, Inc.
	2019 Iron Belle Trail Grants	Small Facilities		September 2021 deadline	Consultant Report	Grant funding repurposed for design engineering for the IBT extension to the north park entrance and toward Belleville.
	Woods Creek Playground	Large Facilities	Various	2021 Completion	Construction	Moving forward with Penchura on conceptual design adjustments, site design to begin mid-February



# SOUTHERN DISTRICT


## Project Implementation/Oversight, cont.

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	February 2021 Actions
OAK	2019 LWCF - Oakwoods Accessible Nature Trail	Large Facilities		Waiting on Project Agreement Execution	Staff time	SHPO submittals have received clearance letter.; DNR does not anticipate agreements executed until early 2021
LEr	2019 LWCF - Lake Erie Accessible Boat/Kayak Launch	Large Facilities		1 month	Staff time	SHPO response requested State file review (archaeological study by Commonwealth Heritage Group and submitted to SHPO for review.) DNR does not anticipate agreements executed until early 2021.

## Facility Concept Planning

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	February 2021 Actions
	None beyond grant projects at this time.					

## HCMA Studies/Initiatives




	Description	Action Type	Dept. Input	Timing	Implementation Indicator	February 2021 Actions
WIL	Accessible pathway crossing improvements at Huron River Dr. railroad	Small Facilities		March	Contractor	Sketch plan approval by CSX and MDOT Office of Rail

# WESTERN DISTRICT





# WESTERN DISTRICT

## Administrative




	Description	Action Type	Dept. Input	Timing	Implementation Indicator	February 2021 Actions
DELHI	Border-to-Border trail design and construction	Large Facilities		Ongoing	Estimated Cost	Attendance at public meeting for Zeeb to Delhi Metropark section
	Skip's Livery relocation	Large Facilities		Ongoing	Consultant fee	Design and permitting in progress. Assisting with site plan review process.
KEN	Public art initiative for Maple Beach	Large Facilities		Ongoing	Staff time	Public art guidelines, RFP and evaluation criteria drafted; internal review with staff to be scheduled for spring.

## Grants/Fundraising

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	February 2021 Actions
DHU	2020 TF - DHU Accessible Launch	Documentation	Various	2021	Staff time	Trust Fund grants recommended for funding. Entering Project Agreement phase.
DELHI	2021 TF – Accessible Takeout Development	Large Facilities		2021	Staff time	Preparing DNR Trust Fund application for submittal.
HMe	Feasibility study for connection between Huron Meadows & Island Lake Rec Area	Plan		May 2021	Staff time	Grant application submitted to CFSEM Ralph C. Wilson Fund- Design and Access Fund

# WESTERN DISTRICT

## Project Implementation/Oversight

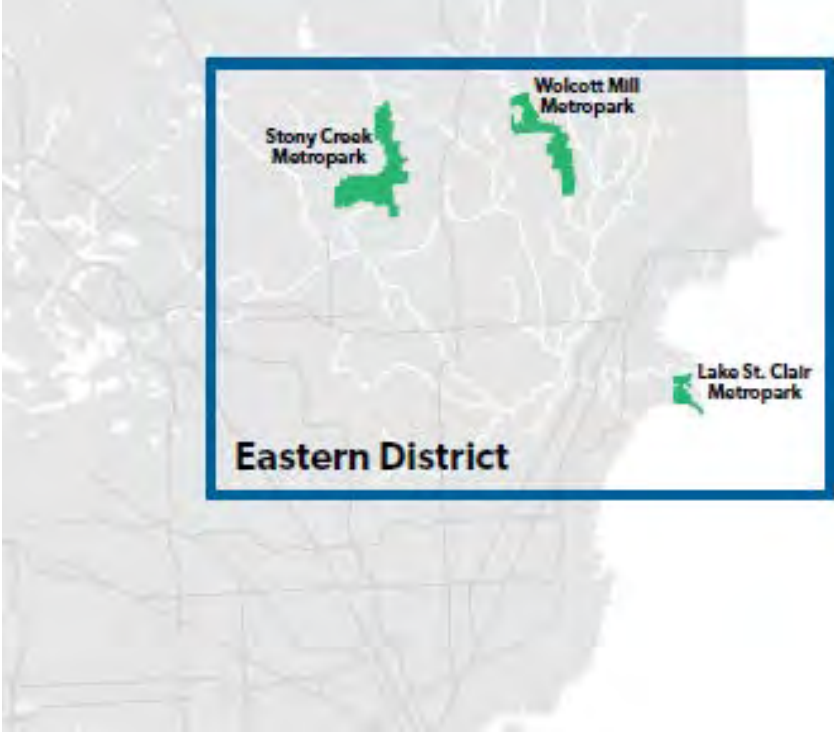
	Description	Action Type	Dept. Input	Timing	Implementation Indicator	February 2021 Actions
KEN	Maple Beach Playground	Large Facilities		6 months	Staff time	Construction on hold until spring for the poured-in-place rubber surfacing. All other work completed in November 2020
	2019 TF West Boat Launch Accessible Launch Project	Large Facilities		Ongoing	Staff time	Project agreement executed; design underway
HIMITS	2019 TF Rapids View Accessible Launch Project	Large Facilities		Ongoing	Staff time	Project agreement executed; design underway

## Facility Concept Planning

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	February 2021 Actions
	None beyond grant projects at this time.					





# EASTERN DISTRICT





# EASTERN DISTRICT




## Administrative

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	February 2021 Actions
WMIII	Schmidt Property Acquisition	Land Acquisition		Fall 2020	Offer in negotiations	Appraisal, survey, Phase I & Phase II ESAs completed. Purchase agreement drafted.
LSC	Nona (S. River Road) Potential Property Acquisition	Land Acquisition		Fall 2020	Consultant fees	Appraisal complete, acquisition strategy in progress

## Grants/Fundraising

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	February 2021 Actions
LSC	Pilot Transit Planning for Access to LSC	Large Facilities		2021 Completion	Staff Time	RFP closed, OHM recommended for Board approval (February BOC Meeting).
SCR	Urban Community Forestry Grant	Application	Various	2021 Completion	Staff Time	Grant received for 13 trees to be planted near the Stony Creek Starter Building
	2019 TF – Off-leash Dog Area Development	Large Facilities		Ongoing	Staff Time	Project agreement executed; design underway

## Project Implementation/Oversight

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	February 2021 Actions
LSC	LSC Beach Restoration Project- Nonpoint Source Pollution Project	Large Facilities		2023 Completion	Staff Time	Design underway with ECT, Inc. Bidding for construction/installation to be initiated in February.
LSC	LSC Nature Center-DNR Grant Admin	Large Facilities		Jan.-Feb.	Staff time	Virtual ribbon cutting ceremony planned to coincide with Feb. Board Meeting in live broadcast.
SCR	Shelden Trails Redevelopment	Large Facilities		Ongoing	Staff time	Loops Section B and Section A near ready for official opening, closed due to site conditions; The northern connector will open up once the bridge is installed. The contract extension to finish D, and do Loops C/E approved under annual budget
	Shelden Trails Signage Plan	Small Facilities	Mkting	3 months	Staff time	Signage installed for Beach and Bee Line. Additional work on signage continue in 2021 as other loops completed.

# EASTERN DISTRICT

## Recreation Programming

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	February 2021 Actions
	None at this time.					

## Facility Concept Planning

	Description	Action Type	Dept. Input	Timing	Implementation Indicator	February 2021 Actions
	None beyond grant projects at this time.					

# WHAT'S NEXT?

	Description	Action Type
SYSTEM WIDE	Trail Counts/Parking Lot Counts 2021 Program Planning	Staff time
	Updates to website with accessible facilities and amenities	Staff time
	Community engagement for Trust Fund & LWCF grant applications	Staff time
	EGLE Plastic Bottle Recycling implementation plan	Staff time
	CAPRA documentation assembly	Staff time
EASTERN DISTRICT	Project kick off meeting with consultant for LSC transit access plan	Staff time
	Accessible Programming Evaluations	Staff time
WESTERN DISTRICT	Accessible Programming Evaluations	Staff time
SOUTHERN DISTRICT	Accessible Programming Evaluations	Staff time
	Woods Creek Playground site work design	Capital Project









To: Board of Commissioners  
From: Nina Kelly, Chief of Planning and Development  
Project No.: 90020.1148  
Project Title: Approval –Transit Connectivity Project, Lake St. Clair Metropark  
Project Type: Professional Services/Administrative  
Location: Lake St. Clair Metropark  
Date: February 5, 2021

**Action Requested: Motion to approve**

That the Board of Commissioners accept the proposal from OHM Advisors to facilitate development of the Lake St. Clair Metropark Transit Connectivity Project as recommended by Chief of Planning and Development Nina Kelly and staff.

**Fiscal Impact:** In the fall 2020, Planning and Development staff worked with Harrison Township to develop an application to the Southeast Michigan Council of Governments (SEMCOG) Transportation Equity Grant Program. Harrison Township served as the primary applicant due to the particular constraints of the funding source. The total project will cost \$40,000, with \$32,740 available for hiring a consultant and with the Metroparks providing \$7,260 in staff time. Per a memorandum of agreement with Harrison Township, the Metroparks Planning and Development staff will be managing the grant. The proposal from OHM Advisors came in at \$32,707, just under the amount of funding available.

**Background:** In the summer 2020, OHM Advisors approached Planning and Development staff with a proposal to prepare a plan for improving transit and nonmotorized access to the Metroparks. (No fee was charged to the Metroparks for these planning services, but the estimated value of consultant staff hours dedicated toward this project is \$7,150). The resulting Park Access Plan was presented to the Board of Commissioners in August 2020.

Planning and Development staff coordinated with Harrison Township and the Macomb County Planning and Economic Development Department on an application to the SEMCOG Transportation Equity Grant Program using the Park Access Plan as a baseline from which to continue working toward improving transportation access to Lake St. Clair Metropark. Once awarded funding, a request for proposals was issued for planning services in early January 2021. Several firms were invited to submit proposals; however, OHM Advisors was ultimately the sole proposer.

The consultant will engage partners and stakeholders to develop a pilot transit plan for access to Lake St Clair Metropark. This plan will achieve three goals: (1) Connect urban areas across the metro region to the Metroparks; (2) Further the Metroparks equity goals through the fair distribution of resources and improvements across the metro region; and (3) Decrease potential barriers of entry through increased opportunities for transit use and non-motorized connections. Of the 13 Metroparks across the five-county region, Lake St. Clair Metropark was identified as one of the highest priority parks to provide increased access, in large part due to its proximity to the urban core, it's recreational amenities and high visitation.

<u>Contractor</u>	<u>City</u>	<u>Amount</u>
OHM Advisors	Detroit, MI	\$32,707

**Attachment: OHM Proposal**

**HURON-CLINTON METROPOLITAN AUTHORITY  
NOTICE OF REQUEST FOR PROPOSAL (RFP)**

**Design Project Title:** Lake St. Clair Metropark Transit Connectivity Project  
**Park Name:** Lake St. Clair Metropark  
**Park Address:** 31300 Metro Parkway Harrison Township, Michigan 48045  
**RFP No.:** 90020.1148  
**Issue Date:** January 6, 2021  
**Response Date:** January 20, 2021  
**PROPOSAL DUE TIME:** By 2:00 PM (local time)

**LOCATION:** Electronic pdf proposals to [bids@metroparks.com](mailto:bids@metroparks.com) will be received by the  
Huron-Clinton Metropolitan Authority  
Planning and Development Department  
13000 High Ridge Drive  
Brighton, Michigan 48114  
(810) 227-2757

**DESCRIPTION:** The Huron-Clinton Metropolitan Authority is issuing a Request for Proposal (RFP) for qualified professional consulting firms to perform services as detailed in Attachment A. Statement of Work.

**INDEX:** Included in this RFP are the following:

- RFP Form (this form)
- Attachment A – Statement of Work (and attachments, if any)
- A copy of the complete RFP is available from the Michigan Inter-governmental Trade Network (MITN) website: [www.mitn.info](http://www.mitn.info)

Proposers responding to this RFP are strongly encouraged to carefully read the entire RFP. Direct inquiries regarding this RFP to Nina Kelly, Chief of the Planning and Development Department, via email to [nina.kelly@metroparks.com](mailto:nina.kelly@metroparks.com)

This Proposal is Offered By: Name: OHM Advisors  
Address: 1145 Griswold Street, Suite 200,  
City, State: Detroit, MI Zip: 48226  
Phone: (734) 466-4517 Email: christine.spitzley@ohm-advisors.com



Request for Proposals

# Lake St. Clair Metropark Transit Connectivity Project

Huron-Clinton Metropolitan Authority

January 20, 2021



Photo Credit - Huron Metro Parks

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## Our Expertise

We are a team of 500+ people from different backgrounds in fifteen cities across Michigan, Ohio and Tennessee, striving to use our combined expertise and talents to continually advance the communities we serve.



January 20, 2021

Nina Kelly, AICP  
Chief of Planning and Development  
Huron-Clinton Metroparks  
13000 High Ridge Drive  
Brighton, MI 48114

**RE: Lake St. Clair Metropark Transit Connectivity Plan**

Dear Ms. Kelly,

We commend the Huron-Clinton Metroparks for recognizing the importance of accessibility for all populations. While the Metoparks are a valuable resource for residents within Southeast Michigan, their distance from major population areas pose various access issues for many people. OHM Advisors is excited to see the Metroparks address these issues at Lake St. Clair Metropark through the development of a Transit Connectivity Plan.

At OHM Advisors our mission is simple “Advancing Communities”. In 2017, OHM Advisors pledged resources and an ongoing commitment to diversity, equity, and inclusivity in our firm. Since that time, our team has worked hard to recognize, embrace, and implement these values in everything we do. We believe this project is an opportunity to realize your core values and ours as we create new opportunities for residents to enjoy Lake St. Clair.

OHM is committed to forming a plan that brings more people to Lake St. Clair and makes the most of your grant dollars. Key team members, Christine Spitzley, Eric Dryer and Marguerite Novak bring:

- An appreciation and understanding of the Huron-Clinton Metroparks
- An awareness of the inherent need for this plan
- Relationships with key stakeholders
- Extensive expertise and experience in public engagement
- A technical understanding of the power of transit connectivity

OHM Advisors has been practicing planning, visioning, urban design, architecture, and engineering for more than 50 years. We know this plan is the next step toward increasing the accessibility to this park for all residents and welcome the opportunity to be a part of the Metroparks progressive vision.

We appreciate your consideration and hope that you will see the passion we feel about the role of transit in supporting diversity, equity, and inclusion. We assure you that we will bring the best talent, desire, and enthusiasm to this project. If we can provide any further information, please feel free to call me at 517-525-1808.

Sincerely,  
OHM Advisors

  
Christine V. Spitzley  
Principal

# MAIN PROJECT CONTACTS



**Christine Spitzley, AICP**

*Principal In Charge*

t (734) 466-4517 c (517) 525-1808

e christine.spitzley@ohm-advisors.com



**Eric Dryer, AICP**

*Project Manager*

t (313) 481-1256 c (810) 730-5010

e eric.dryer@ohm-advisors.com

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### Part II – Cost



# Part I — Technical

## 01 General Information & Project Team

### General Information & Project Team

OHM Advisors was founded in Detroit, Michigan in 1962, with the simple idea to move communities forward by creating extraordinary relationships with our clients. More than 50 years later—with a staff of more than 500 associates—we're still living our mission of Advancing Communities.

The OHM Advisors' team thinks differently. From the way we talk about ourselves and to the way we approach projects to the culture that lives within our office walls, it's clear that our mindset is unique and passion drives our solutions. Advancing Communities is a mission-driven position that means people come first—those we serve and the people they serve. Our growth in recent years has been strategic. We add services and open new offices to serve our clients' needs and help our associates grow in their careers.

### Firm Location

We currently have sixteen (16) offices throughout Michigan, Ohio, Kentucky and Tennessee, with our permanent headquarters in our Livonia office. The local office directly servicing the project is located in Detroit, Michigan. Specific contact info is below:

#### Contract Office — Downtown Detroit

1145 Griswold Street, Suite 200, Detroit, MI 48226  
t (313) 481-1250 w ohm-advisors.com

### Firm Ownership

OHM Advisors is a privately held corporation, incorporated and licensed to operate in the State of Michigan. We are governed by a seven-member Board of Directors and have thirty-nine employee shareholders. Our federal ID number is 38-1691323.



### In-House Capacity

39	Architectural Staff Members	19	Landscape Architects
23	CADD Technicians	43	Project Managers
106	Civil Engineers	08	Technicians/Analysts
104	Construction Inspect. & Managers	46	Transportation Engineers
14	Mechanical & Electrical Engineers	06	Structural Engineers
06	GIS Specialists	47	Water Resources Engineers
08	Planners	69	Administrative Professionals
27	Surveyors		

## **Service Areas**

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### Construction Engineering

Whether for roadways, bridges, or utilities, our Construction Engineering team knows how important it is to keep infrastructure projects on track. We're your partner from project inception through final completion and after—ensuring that construction, documentation, scheduling and budget specifications are followed, and working to deliver safe, successful and on-time results.

### Landscape Architecture & Urban Design

We see each project as an opportunity to partner, dream big and evoke the poetry of your community. We work collaboratively across all of the firm's disciplines to bring our clients holistic design expertise from across both the public and private development sectors. We work closely with our clients throughout the design process to maximize efficiency. And we partner with your community as a whole through interactive meetings and Online engagement to discover valuable resident feedback and build enthusiastic project support.

### Geographic Information Systems

Our GIS experts help you optimize existing or develop new systems that can deliver more value than you ever imagined possible. Using innovative technologies, we help local utilities instantly access underground maps or track service orders in real time, and turn city maps into interactive ArcGIS Online tools for residents.

### Mechanical, Electrical & Plumbing Engineering

We design from a whole-building perspective in collaboration with our architecture group, providing a comprehensive approach for our clients. We view project objectives, materials and configurations from a variety of angles to achieve highly functional, cost effective and energy efficient results.

### Surveying

All successful land development projects rely on accurate survey data. Our licensed land surveyors and experienced field technicians use the latest innovations in conventional, robotic and GPS technology to provide fast, accurate and comprehensive boundary and topographical data.

### Transportation Engineering

Connectivity makes for thriving communities and sustainable regional economies—and our team specializes in it. We connect people by improving transportation systems within their communities, states and wider regions, creating better networks that are innovative, safer to navigate, and impactful for those who use them.

### Water Engineering

For more than 50 years, OHM Advisors has helped communities like yours manage utility needs, protect precious water resources and plan for the future. Along the way, we've secured more than \$250 million from various funding sources to assist with these initiatives and become recognized as leaders in the field.

### Municipal Engineering

At OHM Advisors, our mission of Advancing Communities is ingrained in who we are. In our early years as a municipal engineering firm, our very first clients were local governments with needs like yours—improving the community's health and safety, securing funding for infrastructure enhancements, and solving complex problems that affect future generations.

### Planning

Whether we're creating public spaces or regulations, plans or community identities, we take a holistic design approach to shape, preserve and make places better for people. As community development experts who have worked extensively on behalf of public and private sector clients, we know that lasting solutions are never one-dimensional.

### Architecture

From renovations and repairs to new builds, we propose thoughtful, inventive solutions for our clients' challenges in an approach designed to create better places for people and the promise of a thriving community.





# Part I – Technical

## 02 Understanding of Project & Tasks

### Understanding of Project & Tasks

The Huron Clinton Metropolitan Authority (HCMA) operates 13 regional park facilities around the Detroit metro area. HCMA was created in 1940 to bring more park land and recreation facilities to the five counties that make up Southeast Michigan. The intent was to vastly increase the amount of available park space for area residents as the availability of quality, accessible open space was severely lacking. The park system runs along the edge of the Metro Detroit area along the Huron and Clinton Rivers through a wide variety of cities, towns, and townships.

In 2020, as the COVID-19 pandemic shut down restaurants, entertainment venues, sporting events, and other businesses, there was a renewed interest in visiting the parks in Southeast Michigan. HCMA's large parks have ample space for visitors to spread out, enjoy nature, and recreate safely and were well used throughout the warmer months of 2020. However, access to these regional assets are essentially limited to those residents who have access to a private automobile. Currently, none of the Metroparks are served by public transit and few are connected to the regional nonmotorized network, requiring nearly all visitors to drive to them.

The Metroparks were founded on the idea that every resident of Southeast Michigan has the right to quality outdoor space. This mission is still true, but the realities of our regional development patterns and transportation systems makes this harder for some communities. In fact, many of the residents who lack access to a car are the same people who need more access to parks, open space, and recreation.

Recognizing this need, OHM Advisors worked with HCMA in the Spring of 2020 to analyze the access needs of the 13 Metroparks and determine which would benefit most from transit and non-motorized access improvements. Through this process, HCMA was able to identify the top three parks in need of access improvements, prioritize which parks would benefit the most from the improvements, and identify specific projects that would increase transit and non-motorized access. Lake St. Clair Metropark was ranked as the highest priority due to its proximity to local transit lines, the surrounding population density, and its vicinity to areas lacking large, public recreation areas.

Through this project, HCMA will be exploring new transit options serving Lake St. Clair Metropark. The OHM Team understands the importance of the following to ensure a successful project delivery:

- **Knowledge of HCMA Needs**  
OHM understands HCMA's goals to increase equitable access to the Metropark from the work completed in 2020's Park Access Plan. Addressing equity issues is a core tenet of OHM's mission of Advancing Communities and is part of every plan we complete.
- **Working Relationship with SMART**  
OHM is currently working with SMART, the suburban transit provider, on a regional park and ride facility project along Gratiot Avenue. We will coordinate efforts between these two projects and be able to easily collaborate with SMART staff on potential new transit service options.
- **Focus on the Community**  
Input from a diverse and well-represented portion of the community is essential to delivering a successful project. OHM will use our specialized engagement toolbox to gather input from a wide range of community voices.

- **Emerging Transit Technology**  
New transit technology and innovative services, such as microtransit, are being adopted by transit agencies around the country. OHM will work with SMART, HCMA, and the community to identify a service that will provide the maximum value to residents.
- **Implementation Focused**  
OHM is focused on developing a plan that can be implemented by HCMA and their partners. We will develop a plan that identifies the details needed to make the plan a reality.

Our work plan outlines the work efforts to required to successfully complete this project.



# Part I — Technical

## 03 Management Summary, Work Plan & Schedule

### Management Summary



Project Manager Eric Dryer is a transportation planner working in OHM Advisors' Detroit office. He has managed a number of transportation and planning related projects around Michigan, including

with the City of Detroit, Westland, and for MDOT. Eric will be the main point of contact for the project. Christine Spitzley will be the Principal in Charge overseeing the project and will be an additional point of contact.

### Work Plan

#### Project Introduction

One impact of COVID-19 appears to be a re-introduction to the importance of parks and natural spaces to many in the Southeast Michigan region. As other entertainment options were closed to prevent

the spread of the virus, parks gained new recognition as a low cost and healthy option for people to engage in. However, not everyone in Southeast Michigan has equal access to the Huron-Clinton Metroparks as many of these facilities are typically only accessible by private vehicle. HCMA is seeking to change this by identifying options to increase transit and non-motorized access to their parks, allowing a larger portion of the population to visit these facilities.

Lake St. Clair Metropark is located closest to the SMART service area, is surrounded by a number of equity populations, and would benefit most from improved transportation access. The following work plan lays out the steps and techniques the OHM Advisors team will take to identify feasible transit service options and non-motorized connections to Lake St. Clair Metropark.



### Public Engagement

#### A Public Engagement Strategy That Goes Beyond the Easel

We will create a communication and engagement strategy plan that is specifically tailored to stakeholders and the community. Understanding the challenges of in-person engagement at this time, this strategy will be anchored in reaching people where they are through the use of technology but remain flexible to shift to in-person engagement if feasible. While atypical in approach, we are able to reach a wide array of community members, which is the cornerstone for building trust and excitement for your project.

- **Community Meetings:** OHM Advisors will prepare for and conduct three community meetings to occur at key milestones during the project. These engagement sessions will serve as an arena for community members to share their needs and aspirations related to transit and Lake St. Clair Metropark. Neighborhood and business leaders from underserved communities within the study area will also be identified and invited to attend these meetings. Depending on social distancing guidelines in place at the time, these meetings may be held virtually or in-person.
- **Multi-Platform Public Input Methods:** A multi-platform approach is essential for reaching a wide variety of residents and stakeholders. For those who can't make a public meeting, there will be ample opportunities for them to engage and provide input in this type of approach.

Our approach is outlined as follows:

- o **Website Material** – OHM will provide content throughout the project to be hosted on the HCMA website. To help drive additional traffic to the HCMA website, all digital content, provided by OHM will communicate the intention of the plan, schedule, and provide regular updates.
- o **Online Survey** – An interactive survey will be created by OHM. It will be able to be embedded into any website, kiosk, or function on its own. The survey will serve as another method of community outreach, in addition to the community meetings, helping reach a greater audience and ensure a greater number of voices are heard.
- o **Real Time Polling** – To provide real-time responses in a public setting, a real time polling tool, such as Mentimeter, may be used as a quick, fun way to get feedback directly from a participant's smart phone with the feedback available immediately.
- o **Social Media** – As our methods for receiving information are rapidly evolving, social media will be utilized for project updates, meeting invites, and information sharing. The OHM team will develop content to be shared easily by HCMA and their partners on their existing social media accounts.
- o **Graphics** – High quality graphics and illustrations help translate complex data and ideas to the public. Beyond serving as an effective tool for communication, they help to generate excitement and support for the plan.

### Key Community Members

The key community members outlined below may be involved in the planning process to ensure the Plan responds to the needs of the community.



#### STAKEHOLDERS

SEMCOG  
HCMA  
SMART



#### FOCUS GROUPS

Civic Groups  
Business Owners



#### COMMUNITY

Citizen  
Representatives



#### REGIONAL AUTHORITIES

SEMCOG  
Regional Transit Authority of  
Southeast Michigan (RTA)



**Part I - Technical**

**03** Management Summary, Work Plan & Schedule

**Task 1 – Project Kick Off**

1.1- Kick Off: At the onset of the project, OHM Advisors will hold a kick-off meeting with HCMA staff to review and confirm the project goals, objectives, schedule, and final deliverables. As part of this kick off meeting, OHM and HCMA team members will work to identify project stakeholders and focus groups to target as part of the public engagement efforts. Additionally, potential strategies for project public engagement will be reviewed and carried forward into the Public Involvement Plan.

1.2 – Project Management Plan and Public Involvement Plan: Following the project kick off, the OHM Advisors team will develop a Project Management Plan that includes the project scope of work, team contact information, and schedule. Additionally, OHM will create a Public Involvement Plan which will lay out the schedule and methods for engaging with the community during the project. We will include both virtual and in-person strategies for engagement and remain flexible in planning for engagement.

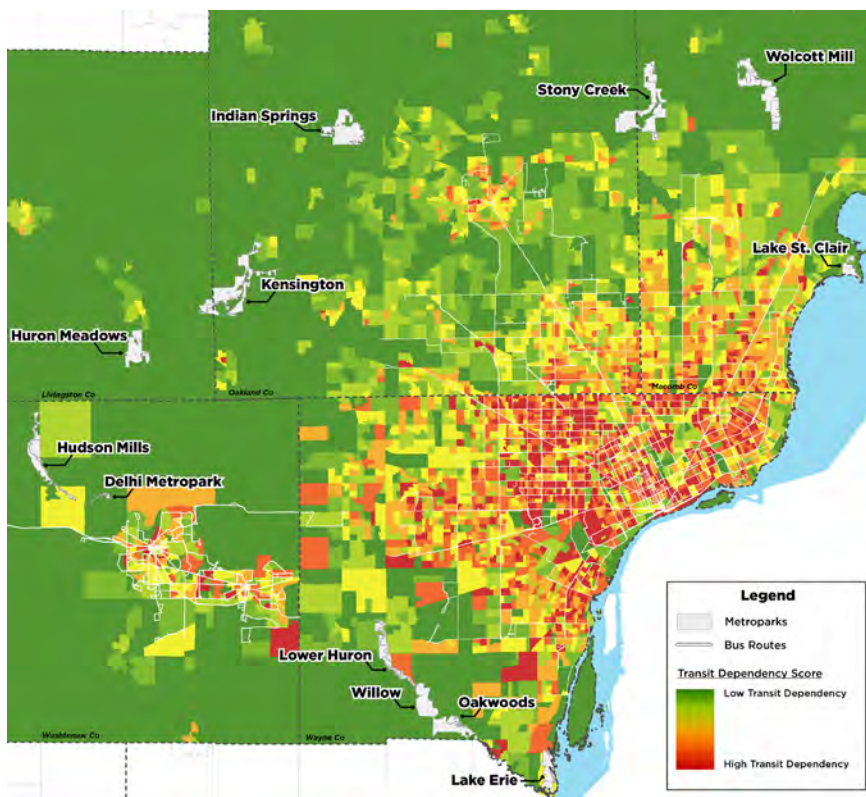
1.3 – Project Stakeholder Committee: Following the development of the Public Involvement Plan, the OHM team will work with HCMA staff to identify stakeholder committee members and hold the first Stakeholder Meeting. The Stakeholder Committee will meet monthly throughout the project to help guide the development of recommendations, provide input, and stay up to date on project progress.

*Deliverables*

- Project Kick Off Meeting
- Project Management Plan
- Public Involvement Plan
- Stakeholder Committee Meeting 1

**Task 2 – Existing Conditions Analysis**

2.1 – Existing Conditions Analysis: In order to determine which transit recommendations are most likely to succeed in serving Lake St. Clair Metropark, the OHM Team believes it is vital to understand the existing demographic, land use, and transportation conditions surrounding the park. OHM Advisors will review and re-evaluate the 2020 Huron-Clinton



*Transit Score Map, found in the 2020 Park Access Plan, displays how likely surrounding suburbs have potential dependency on transit.*

Metroparks Park Access Plan as this report contains a robust existing conditions analysis of conditions around each park. For this project, our team will specifically focus on the conditions surrounding Lake St. Clair Metropark.

The OHM Advisors team anticipates looking at a larger area surrounding Lake St. Clair Metropark than was analyzed in the Park Access Plan. Since the local transit lines extend for miles from the park, the team will determine a transit catchment area that is based on the average distance people are willing to travel by bus. OHM Advisors has the existing conditions analysis from the Park Access Plan and can quickly readjust and update the analysis to match a new catchment area.

2.2 – Previous Planning Review: Other agencies in the region are also working on increasing transit access, specifically SMART. The OHM team will provide a brief summary of other recently completed and ongoing projects that SMART and others have completed. We will also review best practices from around the State and throughout the region to identify potential service types. A summary of the existing conditions, previous planning, and best practices will be compiled and presented to HCMA staff, project stakeholders, and the public.

2.3 – Public Outreach: Community Meeting #1 will be held at the end of this phase to introduce the project to the community, present the existing conditions findings, and gather input on what transportation access improvements would be most beneficial to the community. To gather additional input, a community input survey will be developed and shared with the community and used to supplement feedback gathered at the Community Meeting. If needed, a Focus Group Meeting may be held to gather additional insight from community and business groups within the Study Area that may be interested in the plan's recommendations.

*Deliverables*

- Existing Conditions Analysis and Summary
- Previous Planning Summary
- Community Input Survey
- Community Meeting 1

- Stakeholder Committee Meetings 2 & 3
- Focus Group Meeting 1 (if needed)

**Task 3 – Access Recommendations**

3.1 – Draft Access Recommendations: The OHM Advisors team will use the existing conditions data and the input gathered from the community to start to identify specific routing options for public transit services that connect to Lake St. Clair Metropark. Non-motorized connections that will enhance the service will also be explored. Our team will hold a brainstorming session to lay out all routing options and service types that could provide access to the park. Our team will work with SMART to explore the feasibility of the recommendations. We will also investigate the possibility of new and emerging transit technology, such as microtransit, to serve the park.

3.2 – Refinement of Access Recommendations: OHM Advisors will refine the draft list of recommendations to a list of the top three most feasible options based on the input from HCMA staff, SMART, and project stakeholders. Using SMART as a resource, the team will determine specific routing options for the transit recommendations and the ideal placement of stops. The refined list of options will be presented to the community for feedback.

3.3 – Public Outreach: The second round of public outreach will be held following the development of the draft access recommendations. At Community Meeting #2 the OHM team will present the draft access recommendations and the refinement process. The team will gather input on which of the transit options are most desirable to the community and how each could be improved to better serve potential riders. If needed a second hour-long Focus Group meeting may also be necessary to gather additional input from local community groups.

*Deliverables*

- Transit Recommendations and Refinements
- Community Meeting 2
- Stakeholder Meetings 4, 5, & 6
- Focus Group 2 (if needed)



**Task 4 – Final Transit Connectivity Plan**

**4.1 – Draft Final Plan:** OHM Advisors will compile the data, research, and recommendations into a graphic-focused and easily readable final plan document.

The Final Transit Connectivity Plan for Lake St. Clair Metropark will include refined versions of the recommendations presented to the community at Community Meeting #2. The refined recommendations will include the estimated cost to operate the service as well as any additional capital needs required to operate the service, including but not limited to new vehicles, stop infrastructure, amenities, marketing materials, etc. Coordinated pedestrian and bicycle improvements will also be presented in the Final Plan. The document will also include an implementation plan that identifies potential partners, funding sources, and evaluation metrics for the recommended service.

**4.2 – Public Outreach:** The final round of public outreach will present the concepts developed for the draft final plan, including the refined access recommendations, implementation details, and supporting projects. At Community Meeting #3, the OHM team will look to build excitement around the plan recommendations while gathering for any final adjustments to the plan. If needed, a final hour-long Focus Group meeting may be held to report out on the project and ensure that the community is aware of the plan.

**4.3 - Final Transit Connectivity Plan:** The draft plan will be submitted to HCMA staff and project stakeholders for their review. Edits from the review will be incorporated

into the Final Plan before publishing. The final plan will also include a summary of all public outreach activities and input gathered. Meeting materials, presentations, and graphics developed for public outreach will be included in the Plan's appendix. The document submittal will include data and graphics developed for the plan including any GIS mapping completed.

*Deliverables*

- Final Transit Plan Document, including associated data and deliverables
- Public Meeting 3
- Stakeholder Committee Meeting 7
- Focus Group 3 Meeting (if needed)

**4.3 - Final Transit Connectivity Plan:** The draft plan will be submitted to HCMA staff and project stakeholders for their review. Edits from the review will be incorporated into the Final Plan before publishing. The final plan will also include a summary of all public outreach activities and input gathered. Meeting materials, presentations, and graphics developed for public outreach will be included in the Plan's appendix. The document submittal will include data and graphics developed for the plan including any GIS mapping completed.

*Deliverables*

- Final Transit Plan Document, including associated data and deliverables
- Public Meeting 3
- Stakeholder Committee Meeting 7
- Focus Group 3 Meeting (if needed)

**Part I - Technical**  
**03** Management Summary, Work Plan & Schedule

**Schedule**

	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21
<b>Community Engagement</b>									
<b>Task 1</b>									
1.1 - Kick Off									
1.2 - PMP and PIP									
1.3 - Stakeholder Committee									
<b>Task 2</b>									
2.1 - Existing Conditions									
2.2 - Previous Planning									
2.3 - Community Engagement									
<b>Task 3</b>									
3.1 - Draft Access Recommendations									
3.2 - Refinement of Recommendations									
3.3 - Community Engagement									
<b>Task 4</b>									
4.1 - Draft Final Plan									
4.2 - Community Engagement									
4.3 - Final Transit Connectivity Plan									



Public Meeting  
 Focus Group Meeting  
 Stakeholder Committee Meeting





# Part I – Technical

## 04 Personnel



**Christine Spitzley, AICP** \ \ Principal in Charge

Ms. Spitzley has nearly 30 years of experience leading planning projects and teams. Prior to joining OHM, Ms. Spitzley worked with Tri-County Regional Planning Commission (TCRPC) as Chief Planner and managed projects in water, land use, transportation, air quality, economic development and fair housing. Ms. Spitzley helped local governments engage in collaborative regional planning efforts developing and facilitating multijurisdictional projects that created long term solutions and plans for shared regional issues.



**Eric Dryer, AICP** \ \ Project Manager/Planner

Eric is a Detroit based transportation planner with a passion for improving the efficiency and sustainability of transportation systems by improving options for multi-modal travel. He brings a data and design-driven approach to helping communities determine the best way for multimodal, non-motorized, and transit system improvements to be implemented.



**Marguerite Novak** \ \ Community Engagement/Planner

Marguerite has worked closely with community members and the public to create plans that fit their needs. Prior to working at OHM Advisors, Marguerite has worked as a planner for the West Michigan Regional Planning Commission in Grand Rapids, where she assisted six counties (Region 8) for all general planning needs including technical assistance, resource connection, and mapping. Marguerite's passion lies in community visioning and the public engagement process. She believes strongly in providing opportunity for people to have influence shaping the future of their community.



### Christine Spitzley, AICP | Principal In Charge

#### Background

Christine Spitzley is a Principal at OHM Advisors’ serving in unique dual role within the Environmental and Water Resources Group (EWRG) and Planning Department. In this role she connects approximately 70 professionals, from both teams, and is responsible for identifying synergies and plans for the projects performed by these teams.

#### Education

Bachelor of Science in Urban and Regional Planning, Michigan State University, 1990

#### Professional Certifications

- American Institute of Certified Planners (AICP), member
- AWWA’s Utility Risk and Resilience Certificate
- National Charrette Institute
- National Grant Writers Association:
  - Senior Grants Specialist
  - Certified Grants Specialist
  - Certified Grants Reviewer
  - Certified Grants Consultant

#### Experience

With OHM since 2017  
27 years prior experience

Ms. Spitzley is a leader in the water resource profession. She is currently Secretary/Treasurer of the Michigan Section American Water Works Association’s (MIAWWA) Board, which is a community of water professionals dedicated to treating, delivering, and protecting clean, safe water for Michigan communities.

In addition to being a statewide leader in the field of water resources, Ms. Spitzley has nearly 30 years of experience leading planning projects and teams. Prior to joining OHM, Ms. Spitzley worked with Tri-County Regional Planning Commission (TCRPC) as Chief Planner and managed projects in water, land use, transportation, air quality, economic development and fair housing. Ms. Spitzley helped local governments engage in collaborative regional planning efforts developing and facilitating multijurisdictional projects that created long term solutions and plans for shared regional issues. She is an expert in leading community consensus and communication.

#### Select Relevant Experience

##### Transit Access Analysis, Huron Clinton Metropolitan Authority, Southeast MI

OHM worked with the Metroparks to identify opportunities to improve public transit access to the parks including connections to existing and planned non-motorized facilities, and programing improvements. The top three ranked opportunities received specific recommendations to improve future access for populations with limited mobility or financial constraints were developed. An evaluation of potential funding sources was also provided.

##### Downriver Transmission Main Loop, Great Lakes Water Authority, Wayne County, MI

The Downriver portion of the Great Lakes Water Authority (GLWA) system currently serves 140,000 people from ten area communities. The project will improve transmission redundancy of this portion of the system that is currently supplied by a single transmission main system. The unique challenges of this project include design and construction of over 13 miles of new and parallel transmission main in an urban environment. Christine is leading the Community Engagement Coordinator for this effort leading communications strategies for work impacting residents, businesses, utilities, railroads, schools, and religious institutions.

**Christine Spitzley, AICP | Principal In Charge, continued**

.....

**Update of the Potential Contaminant Source Inventory and Wellhead Protection Viewer, Tri-County Regional Planning Commission**

Christine coordinated the update of a regional Potential Contaminant Source Inventory and accompanying Wellhead Protection Viewer and expanded it to cover a three-county region. Tasks included public outreach, education and training, GIS updates, and development of a ranking tool.

**Public Engagement for Source Water Protection, Tri-County Regional Planning Commission**

Project Manager; Tri-County Regional Planning Commission, in partnership with East Lansing Meridian Water and Sewer Authority Wellhead Protection Team, engaged OHM Advisors to develop, coordinate and give custom presentations to the boards and councils of nine local communities and to eight civic and business groups in Mid-Michigan. The presentations highlighted the importance of wellhead/source water protection, case studies, available tools and roles leaders can take to proactively protect local water resources.

**Stormwater Management Plan, Huron Clinton Metropolitan Authority, Southeast MI**

Project Manager for the development of the Huron-Clinton Metropolitan Authority's Stormwater Management Plan. The project is identified and addressed hydrologic deficiencies and associated impacts throughout the combined project area. It delivered a comprehensive series of stormwater management plans that outline priority maintenance and improvement projects. The Authority-wide plan encompassing all 13 Metroparks, details a full review and analysis of the existing stormwater system and provides recommendations for capital improvements while serving as a road map into the future for improving the water quality of local lakes and streams.

**Alliance of Downriver Watersheds (ADW) Facilitation Services, Southeast MI**

Project management and facilitation for the ADW supporting a 23-community watershed alliance. Responsibilities include meeting coordination and leadership, budgets, grant reporting and providing community training and networking. Creation and support of ADW marketing and public relations.



**Eric Dryer, AICP | Project Manager**

.....

**Background**

Eric is a Detroit based transportation planner with a passion for improving the efficiency and sustainability of transportation systems by improving options for multi-modal travel. He brings a data and design-driven approach to helping communities determine the best way for multimodal, non-motorized, and transit system improvements to be implemented.

Recently, Eric led the implementation of DDOT’s fare simplification project, DART and is currently leading the City of Detroit’s E. Warren/Cadieux Neighborhood Framework Plan. He has also been responsible for delivering public transit planning studies for the Regional Transit Authority of Southeast Michigan, in Grand Rapids, and in Ann Arbor.

**Select Relevant Experience**

**East Warren/Cadieux Neighborhood Framework Plan, Detroit, MI**

Project Manager responsible for delivering a catalytic neighborhood revitalization plan to the City of Detroit for three neighborhoods on the east side of the City. The plan is focused on identifying near term strategies to stabilize the neighborhoods, spur commercial development, redesign E. Warren Avenue, and develop concepts to improve Balduck Park. A streetscape design, including protected bicycle infrastructure, street trees, and wider sidewalks is included in the final design.

**SMART Park and Ride Design; Detroit, MI**

Project Manager responsible for identifying preferred park and ride/mobility hub locations along the three FAST express bus corridors: Michigan, Woodward, and Gratiot Avenues. At each preferred site, a detailed site design was developed that incorporates transit infrastructure, future transportation connections, non-motorized access, and rider amenities to encourage additional transit use in the region.

**Multi-Modal Development and Delivery (M2D2) Guidebook; Statewide, MI**

Project Manager responsible for developing a planning and design guidebook to support implementation of the Multi-Modal Development and Delivery (M2D2) process for MDOT. The Guidebook identifies best practices for designing multi-modal projects, existing and future data and analysis tools, and a step-by-step framework to support implementation of the initiative on MDOT owned roadways.

**Education**

Master of City and Regional Planning, University of Oklahoma, 2013  
Bachelor of Science in Biology, University of Michigan, 2010

**Professional Certifications**

- American Institute of Certified Planners, #029160

**Experience**

With OHM since 2018  
7 years prior experience

**Professional Affiliations**

- American Planning Association, member



**Eric Dryer, AICP | Project Manager, continued**

.....

**Union County Transit Mobility Study; Union County, OH**

Transportation Planner responsible for providing technical expertise to the County on how to grow a transit system. Recommendations included an expansion plan for the existing transit agency, implementing on-demand scheduling technology and a microtransit mobile app, dynamically priced fares with multiple payment options, and the exploration of partnerships with the nearby Central Ohio Transit Authority (COTA) for service extensions.

**Lower Town Mobility Study: Ann Arbor, MI**

Lead Planner responsible work assisting in the development of mobility strategies for the Lower Town Neighborhood in Ann Arbor, MI. The Study is focused on identifying solutions for personal mobility through the Lower Town neighborhood centered on traffic safety, non-motorized travel, public transportation, and land use.

**Westland Bike Network Vision Plan; Westland, MI**

Project Manager responsible for developing a near term bicycle and non-motorized network plan connecting areas of high need in Westland, MI. The plan is focused on identifying feasible projects that can be implemented in the next 10 years by the City. Cross sections, right-of-way needs, cost estimates, and funding sources are identified for each recommended project.

**Michigan Avenue (US-12) Planning and Environmental Linkages (PEL) Study: Detroit, MI**

Project Planner responsible for identifying and evaluating roadway design concepts for Michigan Avenue in Downtown Detroit, from Woodward Avenue to I-96. The Study will determine the future design of Michigan Avenue and improve conditions for pedestrians, bicyclists, and transit riders, while right-sizing space for private vehicles. Accommodations for future mobility, such as autonomous vehicles, are also included.

**West Warren Avenue Streetscape Design, Detroit, MI**

Project Planner assisting in the development of a multi-modal street redesign of W. Warren Avenue in Detroit. Responsible for developing plan view graphics of various design scenarios for the street, including a cycle track option, dedicated bike lane option, and expanded sidewalk option. The preferred scenario will be carried forward to engineering and construction.

**City of Livonia Bike Safety Education Campaign; Livonia, MI**

Project Manager responsible for developing a bicycle safety education campaign for the City of Livonia. The campaign, funded using Planning Assistance Funds from SEMCOG, was intended to educate Livonia residents about safe cycling. Managed the implementation of a Bike to School Day event, created a Bike Rodeo guidebook, informational materials, coordinated with the Bike Walk Livonia advisory committee, and ordered safety gear to give away at the event.



**Marguerite Novak | Community Engagement/Planner**

.....

**Education**

Master of Urban Planning,  
Wayne State University,  
2020

Bachelor of Arts in Urban  
and Regional Planning,  
Michigan State University,  
2014

**Experience**

With OHM since 2016  
1-year prior experience

**Background**

Marguerite holds extensive experience working on multidisciplinary projects for both urban and rural communities. In working closely with municipal leadership, stakeholders, and community members, she has crafted plans tailored to each client’s unique needs and aspirations. Prior to working at OHM Advisors, Marguerite served as a planner for the West Michigan Regional Planning Commission in Grand Rapids, where she assisted six counties (Region 8) for all general planning needs including technical assistance, resource connection, and mapping. Marguerite’s passion and expertise lies in community visioning and the engagement process. She believes in providing equitable opportunity for all to influence the future of their community.

**Select Relevant Experience**

**E. Warren/Cadieux Neighborhood Framework Plan, Detroit, MI**

Project planner for this neighborhood plan that is focused on developing strategies within four specific issue areas of the neighborhood: Neighborhood Stabilization, Commercial and Mixed-Use Development, E. Warren Streetscape, and Parks and Open Space. Concepts were developed for each of the focus areas to guide investments in the neighborhood.

**SMART Park and Ride Design, Detroit, MI**

Project planner assisting in the community engagement and development of preferred park and ride locations/mobility along key FAST express bus routes in Southeast Michigan. The project seeks to identify locations and site design that improve access build connections to future and existing transit and non-motorized infrastructure.

**City of Farmington Master Plan, Farmington, MI**

Planner; assisted in the development of the citywide Master Plan. The plan takes into consideration all previous planning efforts to provide a vision for the community and direction for future development. The plan includes several key focus area plans, within the future land use section, to provide further direction on specific land uses and development character. Implementing unique public engagement strategies, this plan aims to reach all voices throughout the City.

**Strategic Vision Planning, Clinton Township, MI**

Project Coordinator for plan that includes a set of strategic priorities and actions that align local leadership and the community, serving as the community’s blueprint for community change over the next three to five years. This includes, but is not limited, to infrastructure projects, land use initiatives, image and brand, enhanced public/private partnerships, as well as broader economic development related efforts. The Plan’s framework is organized around six priorities.

**Marguerite Novak | Community Engagement/Planner, continued**

.....  
**Delta County Master Plan, Delta County, MI**

Project Coordinator for a county-wide Master Plan. The plan addresses a variety of topics affecting the County, such as healthcare, agriculture, and energy. In partnership with the Central Upper Peninsula Planning and Development Regional Commission, OHM convened stakeholders, municipal leaders across the county, and residents to draft a vision for their future that speaks to a widespread number of voices.

**City of Westland Master Plan, Westland, MI**

Planner; assisted in the development of the City’s Master Plan. Civic engagement strategies were implemented through various community summits and an interactive project website. The plan contains two focus area plans in which special public engagement and policies were developed. The plan also includes a non-motorized transportation plan that addresses the entire city’s current transportation framework.

**City of Livonia, Master Plan, Livonia, MI**

Planner; assisting in the development of the citywide Master Plan, as a sub consultant to McKenna and Associates. The plan addresses topics relating to land use, goals and policies, mobility, infrastructure, sustainability and health, economic development, and urban design regarding special planning areas. Marguerite assisted in the facilitation of a multiple day design charrette and public meeting, seeking input for the plan.

**City of Farmington Downtown Master Plan, Farmington, MI**

Planner; assisted in the development and public input process for the update to the City’s previous Downtown Master Plan to create a strategy for the district’s future. The plan highlights and builds on the existing vision for the downtown. It includes several key projects along with schedules and potential funding mechanisms to guide implementation.

**Municipal & Planning Services, Farmington, MI**

Marguerite assisted the Economic and Community Development Department, by reviewing private development site plans and the proposal process, from both Planning and Site-Civil standpoints. In addition, Marguerite has assisted City administration and the Department of Public Works with requests surrounding infrastructure and parks.

**DWSD CS-1884A Stormwater Program Management, Detroit, MI**

Planner; assisting the DWSD Public Affairs team in community outreach and engagement for the Green Stormwater Infrastructure Program.

**DWSD CS-1830 Stormwater Site Management Program, Detroit, MI**

Planner; assisting in the outreach and facilitation of the Detroit Water and Sewerage Department’s stormwater credit program.



# Part I – Technical

## 05 Budget Review

### Budget Review

OHM Advisors has reviewed the budget and believes that it is sufficient to meet the Statement of Work for the project.



# Part I – Technical

## 06 References

### Park Access Plan - Huron-Clinton Metroparks



In 2020, as the COVID-19 pandemic started and regional park usage increased, OHM Advisors proposed the development of a planning document to Huron-Clinton Metroparks staff intended to improve access to the region's Metroparks for those without access to a private vehicle. Park access around the region varies and this plan attempts to help close that gap.

The HCMA Park Access Plan identifies ways the Huron-Clinton Metroparks Authority can better connect their parks to public transportation and non-motorized transportation systems to increase access for all residents of the region. The plan evaluates and prioritizes the parks that would most benefit from improved transit and non-motorized access based on demographics, location, and feasibility. Recommended improvements for the top three parks, Lake St. Clair Metropark, Delhi Metropark, and Lake Erie Metropark, were developed along with a general time frame, project partners, and project locations. These recommendations focused on potential transit connections, non-motorized infrastructure improvements, and park improvements that will allow for more residents to utilize these assets.

#### Client Information

**Huron-Clinton Metro Authority**  
Nina Kelly, *Chief of Planning and Development*  
13000 High Ridge Dr, Brighton, MI 48114  
t (810) 494-6043

## SMART Park and Ride Design, Detroit, MI



Gratiot, Woodward, and Michigan Avenues are regional roadways that extend from Downtown Detroit far into the suburbs of the region. SMART, the suburban transit provider, recently introduced the FAST express service along these three corridors and has seen significant growth since its introduction. To build upon this success, SMART is partnering with OHM Advisors to identify sites and design park and ride facilities along these corridors to attract more riders to the system. These park and ride facilities will function as 'mobility hubs' and will be designed to accommodate a wide variety of transportation modes, including buses, microtransit, autonomous and electric vehicles, bicycles, pedestrians, scooters, and more.

In order to find a preferred site along the three FAST corridors, the OHM team engaged in a data-driven set of evaluations intended to first break the corridor

down into preferred sub-areas and then further refine each sub-area to find an ideal site. Following the identification of a preferred site along each corridor, detailed designs that include space for various amenities will be developed and refined with the SMART team. Economic, environmental, and transportation analyses will also be completed alongside the designs to determine the impact of the facilities and allow SMART to apply for federal funding.

### Client Information

SMART (Suburban Mobility Authority for Regional Transportation)

Andy Thorner, *Manager of Planning*

535 Griswold St, Suite 600, Detroit, MI 48226

t (313) 223-2357

## Union County Transit Mobility Plan, Union County, OH



As one of the fastest growing counties in Ohio, Union County was looking to improve their existing transit system to a more dynamic, modern, and responsive system that would provide enhanced mobility options for all residents of the County. OHM Advisors worked closely with Union County staff to develop a transit plan that builds the capacity of the existing system, improves awareness of public transit in the County, and explores opportunities to add new transit technology to the system.

The OHM team created a detailed implementation plan for the next 10 years that encompasses a variety of recommendations intended to improve mobility in Union County. These improvements are based off existing demographics and travel patterns, best practice case studies, and existing funding sources. The plan

centers on five key recommendations: Marketing and Branding, Creating a Public Transit Agency, Coordination with Regional Agencies, Partnering with Transportation Network Companies, and Expanding Non-Motorized Options. The plan includes a detailed implementation guide for Union County to follow to expand residents' mobility options.

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### Client Information

Union County Health Department  
Chelcie Beadnell, *Mobility Manager*  
940 London Ave, Suite 1100, Marysville, OH 43040  
t (937) 645-2063

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## City of Detroit - E. Warren/Cadieux Neighborhood Framework Plan



The E. Warren/Cadieux Neighborhood Framework Plan is a plan of action crafted in coordination with community residents to identify feasible strategies to improve the quality of life for all residents in the neighborhood. The Plan will identify specific concepts spanning the three neighborhoods in the Study Area, Morningside, East English Village, and Cornerstone Village, that focus on four distinct topic areas. Ultimately, the project will identify specific locations and design concepts for the City of Detroit and its philanthropic partners to invest in with the goal to attract new private investment in neighborhood.

The Neighborhood Framework Plan is focused on developing strategies within four specific issue areas of the neighborhood; Neighborhood Stabilization, Commercial and Mixed-Use Development, E. Warren Streetscape, and Parks and Open Space. OHM Advisors is leading a team of local, national, and international experts to identify feasible concepts rooted in data and informed by the voices of community.

Our team developed concepts for the redesign of E. Warren Avenue that prioritized safety for pedestrians and bicyclists, while maintaining space for vehicle traffic and enhancing transit stops, as requested by the community. The recommended concept maximizes the amenities for all street users while staying within the established budget and avoiding costly utility relocations.

### Client Information

City of Detroit  
 Allen Penniman, *Planner*  
 2 Woodward Ave, Suite 808, Detroit, MI 48226  
 t (313) 224.1332



## City of Ann Arbor – Lower Town Mobility Study

As the City of Ann Arbor looks to the future of the Lower Town area, they are understandably concerned with achieving a reasonable balance for the mobility needs of all users. In order to address the growing mobility challenges in Ann Arbor’s Lower Town neighborhood, the City of Ann Arbor contracted OHM Advisors to perform a comprehensive transportation system analysis to identify potential solutions based around personal mobility. The project is in response to growing population, traffic, and job growth in Lower Town which is leading to congestion and safety issues. Solutions for improved pedestrian, bicycle, transit, and vehicular travel within and through the neighborhood will be identified through this process.

OHM Advisors and the project team started by conducting in-depth stakeholder interviews to better understand the needs and issues within the neighborhood, followed by a Road Safety Audit to identify specific areas in Lower Town where the potential for crashes is higher. An extensive transportation demand modeling effort will take place, informing the development of solutions and allowing the project team to better understand intricacies of the transportation system’s issues. Identified mobility solutions will be analyzed to determine the most effective and refined for implementation.

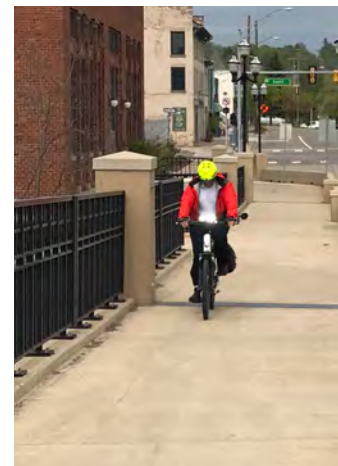
The project approach was organized into a series of major tasks:

- Public Engagement
- Documentation Gathering and Review
- Crash Analysis
- Travel Data (Video Data Collection)
- Road Safety Audit
- Modeling Software Selection Process
- Develop Existing Condition Model
- Deficiency Analysis (Existing)

- Travel Demand Modeling
- Vision, Goals and Alternatives Workshop
- Alternatives Analysis
- Reporting and Recommendations
- Project Management and Meetings

### Client Information

City of Ann Arbor  
Luke Liu, *Transportation Engineer*  
301 E. Huron St, Ann Arbor, MI 48107  
t (734) 794.6410



# PART II — COST

**Part II - Cost**

Fee with Anticipated Hours by Phase

Staff / Role	Christine Sptizley, PIC	Eric Dryer, PM and Planner	Marguerite Novak, Planner	
Billable Rate	\$165	\$140	\$118	Task Total
<b>Task 1 - Project Kick Off</b>				
Project Kick Off	1	2	2	\$681
Project Management Plan and Public Involvement Plan	1	2	4	\$917
Project Stakeholder Committee		2	2	
<b>Task 1 Hours</b>	<b>2</b>	<b>4</b>	<b>6</b>	<b>12</b>
<b>Task 1 Fees</b>	<b>\$330</b>	<b>\$560</b>	<b>\$708</b>	<b>\$1,598</b>
<b>Task 2 - Existing Conditions Analysis</b>				
Existing Conditions Analysis		4	20	\$2,920
Previous Planning Review		8	16	\$3,008
Public Outreach	2	6	22	\$3,766
<b>Task 2 Hours</b>	<b>2</b>	<b>18</b>	<b>58</b>	<b>78</b>
<b>Task 2 Fees</b>	<b>\$330</b>	<b>\$2,520</b>	<b>\$6,844</b>	<b>\$9,694</b>
<b>Task 3 - Transit Recommendations</b>				
Draft Access Recommendations	1	9	15	\$3,195
Refinement of Access Recommendations		9	15	\$3,030
Public Outreach	2	6	22	\$3,766
<b>Task 3 Hours</b>	<b>3</b>	<b>24</b>	<b>52</b>	<b>79</b>
<b>Task 3 Fees</b>	<b>\$495</b>	<b>\$3,360</b>	<b>\$6,136</b>	<b>\$9,991</b>
<b>Task 4 - Final Transit Connectivity Plan</b>				
Draft Final Plan	1	16	16	\$4,293
Public Outreach	2	6	22	\$3,766
Final Transit Connectivity Plan	1	6	20	\$3,365
<b>Task 4 Hours</b>	<b>4</b>	<b>28</b>	<b>58</b>	<b>90</b>
<b>Task 4 Fees</b>	<b>\$660</b>	<b>\$3,920</b>	<b>\$6,844</b>	<b>\$11,424</b>
<b>Project Totals</b>				
<b>Total Staff Hours</b>	<b>11</b>	<b>74</b>	<b>174</b>	<b>259</b>
<b>Total Staff Fees</b>	<b>\$1,815</b>	<b>\$10,360</b>	<b>\$20,532</b>	<b>\$32,707</b>

**Total Fee \$32,707**



To: Board of Commissioners  
From: Nina Kelly, Chief of Planning and Development  
Project No.: 50621-499R  
Project Title: Approval – Lower Huron Iron Belle Trail Project  
Project Type: Capital/Professional Services  
Location: Lower Huron Metropark  
Date: February 5, 2021

**Action Requested: Motion to approve**

That the Board of Commissioners (1) accept the proposal from PEA Group for a total of \$72,182 for the design (\$52,193) and construction oversight (\$19,994) of the Lower Huron Iron Belle Trail Project; and (2) approve the funding transfer within the Capital Project Fund as described below as recommended by Chief of Planning and Development Nina Kelly and staff.

**Fiscal Impact:** In fall 2019, the Metroparks were awarded two Iron Belle Trail grants from the Michigan Department of Natural Resources. These grants were to be used to develop a parking lot connector to the trail within Dexter-Huron Metropark and to install and improve wayfinding and safety signage along the existing trail through Lower Huron, Willow, and Oakwoods Metroparks, respectively.

Due to the COVID-19 pandemic, the state of Michigan remained under a spending freeze for the majority of 2020, and the Metroparks opted to move forward with the projects. The DNR is enabling the Metroparks to repurpose these grant funds (totaling \$82,075) for the design of the Iron Belle Trail connector in Lower Huron Metropark, and funding must be spent by the end of August 2021. The two previous grant projects will be consolidated into one within the Capital Project Fund, which will completely cover the cost of the design of this trail segment.

Construction oversight activities will commence at a later date, when the project is bid. DNR staff is interested in spending down as much of the available grant funding as possible, and so any additional design costs above the quoted \$52,193 (e.g. traffic study) would be covered up to the \$82,075 amount. There is no specific match requirement for these dollars.

**Background:** The Metroparks has been working with many stakeholders to continue filling in the gaps along the Iron Belle Trail route. In the past couple of years, a group of stakeholders identified the preferred Iron Belle Trail alignment between the existing terminus in Lower Huron Metropark and the Washtenaw County border. The Metroparks is one of several stakeholders in this effort, including Huron Waterloo Pathways Initiative (HWPI), Washtenaw County, Van Buren Township, the City of Belleville, Southeast Michigan Council of Governments (SEMCOG) and Wayne County.

The Metroparks was awarded funding through the Michigan Natural Resources Trust Fund and through the Ralph C. Wilson, Jr. Foundation in 2020 to construct the segment from its current location along South Metro Parkway to the north park entrance (Segment 1). The preferred trail alignment then crosses Huron River Drive and continues west along the north side of the road, terminating at the recently reconstructed bridge over the Huron River (Segment 2). The Metroparks is the sole owner of property along these two segments outside of the road right-of-way.



The Planning and Development Department collaborated Engineering and Purchasing to issue a request for proposals (RFP) for a consultant to design both Segment 1 and Segment 2. The short timeframe for spending the Iron Belle Trail grant funding and the inclusion of a County road crossing in Segment 2 were the primary reasons for soliciting consultant services for this effort.

Upon completion of the design, the Metroparks will proceed with construction of Segment 1 and will work with Wayne County to seek out Transportation Alternatives Program (TAP) funding to construct Segment 2.

The Metroparks issued RFP 2021-002 on Jan. 14, 2021 and posted it on the Michigan Intergovernmental Trade Network (MITN) site, which provided notice of the solicitation to 310 vendors, of which 47 downloaded the RFP.

Included in the RFP was a request for an alternate cost for construction oversight and permitting for Segment 1. Three of the vendors provided a cost estimate for this work; four vendors submitted proposals. Staff evaluated the proposals based on the vendors understanding of the project, methodology and approach, capacity, experience and price.

<b><u>Contractor</u></b>	<b><u>City</u></b>	<b><u>Amount</u></b>
*PEA Group	Brighton, MI	\$52,193
		<i>Alternate</i> \$19,994
		Total \$72,187
Hubbell, Roth & Clark Inc.	Bloomfield Hills, MI	\$55,916
Beckett & Raeder Inc.	Ann Arbor, MI	\$56,830
		<i>Alternate</i> \$24,715
		Total \$81,545
OHM Advisors	Livonia, MI	\$82,764
		<i>Alternate</i> \$9,387
		Total \$92,151

- **Huron-Clinton Metropolitan Authority**
- **RFP #2021-002 Design Engineering for**
- **Iron Belle Trail Extension through**
- Lower Huron Metropark**

Technical Response to Request for Proposal

January 28, 2021



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# PEA GROUP



844.813.2949  
PEAGROUP.COM

January 28, 2021  
PEA Group Proposal No: PR21-0027  
VIA Email: Bids@metroparks.com

Ms. Heidi Dziak  
Senior Buyer  
Huron-Clinton Metropolitan Authority  
13000 High Ridge Drive  
Brighton, MI 48114

Dear Ms. Dziak,

Thank you for the opportunity to work with Huron-Clinton Metropolitan Authority (HCMA). PEA Group is ecstatic to see this project advance. PEA Group is the ideal team to partner with HCMA on this project. We completed the original planning studies that determine this route for the Iron Belle Trail and in recent years have prepared construction drawings for the segments of the Iron Belle Trail leading up to this route from the west. Additionally, we have completed Iron Belle Trail design and planning projects in over two dozen communities. We regularly work on MNRTF Grant funded projects, understand the requirements of MNRTF and TAP funded projects, and can efficiently navigate the approval projects. For this effort we have partnered with Tetra Tech for the design and permitting of pedestrian cross walk lights. We have also partnered with Fishbeck to assist with a traffic study related to pedestrian lights. They both have a significant track record of success with those elements of the project.

We acknowledge the receipt of Addendum 1.

We are excited about the opportunity to work with you and the other project partners over the next year. Should you have any questions or need any additional information, please contact me directly at 248.854.1907 or email: jsmith@peagroup.com.

PEA Group states this proposal will remain valid for a period of not less than ninety (90) days from the date of submission.

Thank you again for this opportunity.  
Sincerely,

Jeffrey Smith  
Principal | Director of Landscape Architecture  
Cell: 248.854.1907 | Direct: 248.509.7235  
jsmith@peagroup.com

Privately Owned Corporation  
Established 1947  
Fed ID: 38-1813731  
Certified Detroit Based Business  
MI Corporate Licensure:  
800113099



# 2. Qualifications, Related Experience, and Capacity



### PEA Group

7927 Nemco Way, Suite 115  
Brighton, MI 48116  
t. 517.546.8583  
peagroup.com

### Additional Office Locations

Detroit, MI  
Troy, MI  
Washington, MI  
Houston, TX

### Business Status

Privately Owned Corporation  
Established 1947  
Fed ID: 38-1813731  
Certified Detroit Based  
Business  
MI Corporate Licensure:  
800113099

### Staff

135

### Subconsultants

TetraTech  
Fishbeck

## A. Firm History

PEA Group is an award-winning, multidisciplinary site design firm offering a full roster of services to assist our partners and clients through the site design process. Since 1947, our professionals have been providing creative site design solutions across the Midwest for various projects including parks and trails.

Our integrated service structure allows the PEA Group staff to collaborate on all aspects of your project seamlessly. We design for real-world scenarios - bringing creativity and discipline to every project, partnering with clients to produce dynamic spaces that work beyond the moment, standing the test of time. We harness our team's shared knowledge and experience, creating solutions with the utmost attention to the fine details while always having the bigger picture in mind.

We believe the best solutions are those that go beyond expectations.

Others see spaces, we see possibilities for *something better*.



### Services

- Civil Engineering
- Ecological Consulting
- Facility Consulting
- Geotechnical Engineering
- Landscape Architecture
- Land Surveying

## A. Firm History



### TETRA TECH FIRM PROFILE

Tetra Tech, Inc., was founded in 1966 to provide engineering services related to waterways, harbors, and coastal areas. We have over 20,000 employees located in more than 450 offices worldwide. For over 50 years, Tetra Tech has substantially increased the size and scope of its business and expanded its service offerings through a series of strategic acquisitions and internal growth. Today, Tetra Tech is a leading provider of consulting, engineering, program management, construction management, and technical services. From the beginning, Tetra Tech has attracted the best and brightest minds in science and engineering, and has always focused on bringing innovative solutions to our clients' most complex needs.

Listed on the NASDAQ Exchange (TTEK), Tetra Tech's annual revenues exceeded \$3 billion in 2019. Thus, we are in an excellent financial position to provide the necessary resources to rapidly deploy and meet aggressive schedules. As a publicly-traded company, Tetra Tech's financial information is disclosed on a quarterly basis in accordance with U. S. Security and Exchange Commission regulations. This information, as well as our firm's annual reports containing independently audited financial statements, is readily available on our web site at [www.tetratech.com](http://www.tetratech.com).

### TRAFFIC SIGNAL DESIGN

Tetra Tech provides full service traffic signal design services. Our traffic engineers are experts at performing comprehensive traffic signal warrant analyses to determine if a signal is the best solution to our client's needs. We provide our clients with modern signal designs that adhere to local and state guidelines for intersection removals, modernizations, or at ingress and egress points of traffic generators.

Traffic signal services include:

- Pedestrian crossing signal design
- Vehicular signal design for span wire or mast arm installations
- HAWK (High-Intensity Activated Crosswalk Beacon)
- RRFB (Rectangular Rapid Flashing Beacon) Crosswalk Design
- Radio and Fiber Signal interconnect design
- Temporary designs for signals impacted by maintaining traffic staging on road and bridge improvement projects
- Signal construction engineering



## A. Firm History



### FISHBECK FIRM PROFILE

From transportation planning to design, our engineers identify solutions that help traffic function safely, efficiently, and effectively to move all users within the communities we live and work.

With our engineers and transportation planners, we help solve traffic dilemmas through the following methods:

- Transportation Planning
- Speed, safety, gap, parking, and traffic impact studies
- Grant writing, administering, and planning
- Traffic signal design and operations
- Traffic data collection
- Pavement marking and signing
- Maintenance of traffic modeling
- Sight distance review
- Signal warrant
- Roundabout analyses

We know traffic flow is a constant concern, yet also an opportunity to provide a lasting, positive impression on residents and visitors. Fishbeck will help study, design, and implement safe and efficient traffic engineering solutions. With an experienced and innovative staff, we will tailor a solution and approach that works for the community in need.





## B. Firm Capabilities



PEA Group is a multidisciplinary site design firm offering a full roster of services. Planning, design, and engineering of non-motorized transportation is a core service of PEA Group.

Our integrated approach to developing non-motorized transportation routes results in solutions essential to creating successful pathways, trails, bike routes, and more. PEA Group's in-house team collaborates with communities, government agencies, and non-profit organizations to ensure pace-setting solutions to complicated technical challenges. We offer the following services and more: surveying, geotechnical investigations, planning, design, engineering, stakeholder input, permitting, bidding, construction administration, construction staking, construction materials testing, and grant coordination.

135

Total Staff  
Members

53

Civil  
Engineers

35

Land  
Surveyors

11

Landscape  
Architects

17

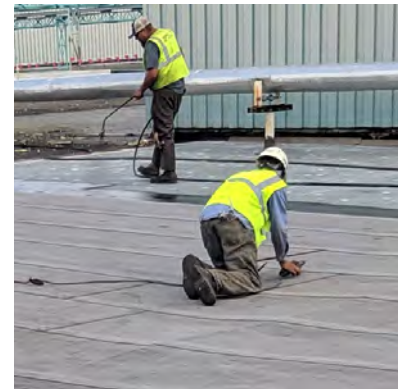
Geotechnical  
Engineers/  
Technicians



Civil Engineering



Ecological Consulting



Facility Consulting



Geotechnical Engineering

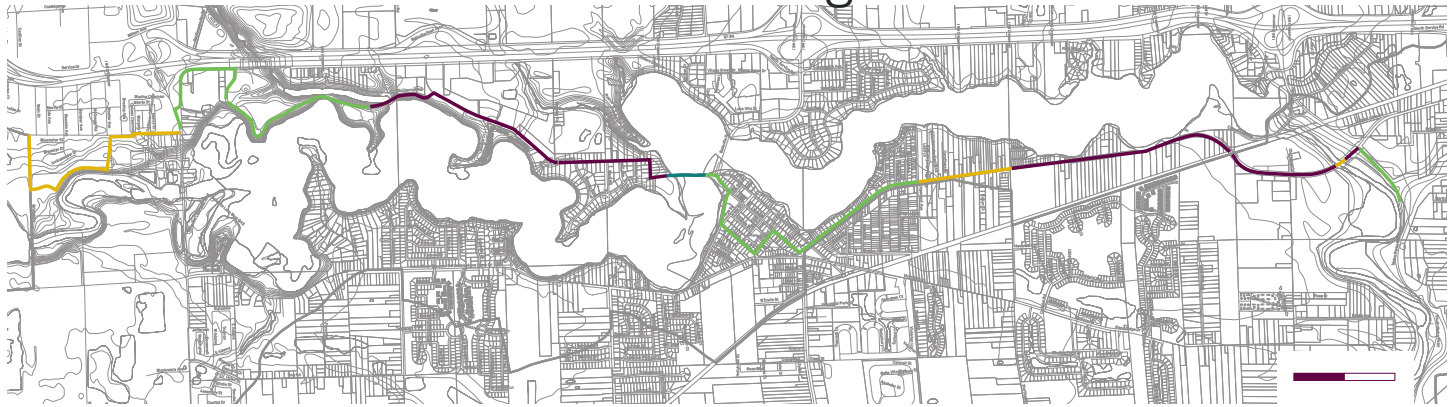


Landscape Architecture



Land Surveying

# Washtenaw to Wayne County Iron Belle Trail Master Plan & Construction Drawings



PEA Group completed a master plan for a segment of the Iron Belle Trail that creates a key connection between Washtenaw County and Wayne County. A gap in the regional trail existed between the end of the B2B Trail in Washtenaw County and Lower Huron Metropark where the Iron Belle began in Wayne County.

PEA Group worked with community stakeholders from Ypsilanti Township, the City of Belleville, and Van Buren Township to develop route options to close the gap. Our team completed an in depth analysis of the route options and performed route scoring of each option to develop one definitive route. We held several townhall community meetings to gather public input.

The project successfully determined one route that provided connections to parks, schools, shopping districts and a variety of regional attractions. The final report was utilized to secure significant grant funding to implement construction of the trail.

Upon completion of the master plan, PEA Group developed final construction drawings for sections B, C, D, G, H, and J of the project. PEA Group also completed permitting and assisted with grant coordination of an MNRTF Grant and assisted with bidding for several sections. Construction of sections B and C is scheduled for 2021.

## Location

Ypsilanti Township, Belleville, and Van Buren Township, Michigan

## Client

Huron Waterloo Trails Initiative and Van Buren Township (funding from MNRTF, MNDR MiniGrant, and Ralph C. Wilson Jr. Foundation)

## Services Provided

Cost opinions, preliminary engineering, route scoring, site analysis, stakeholder and community input, trail planning, final design, construction drawings, permitting, bidding, and construction administration in 2021

## Completion

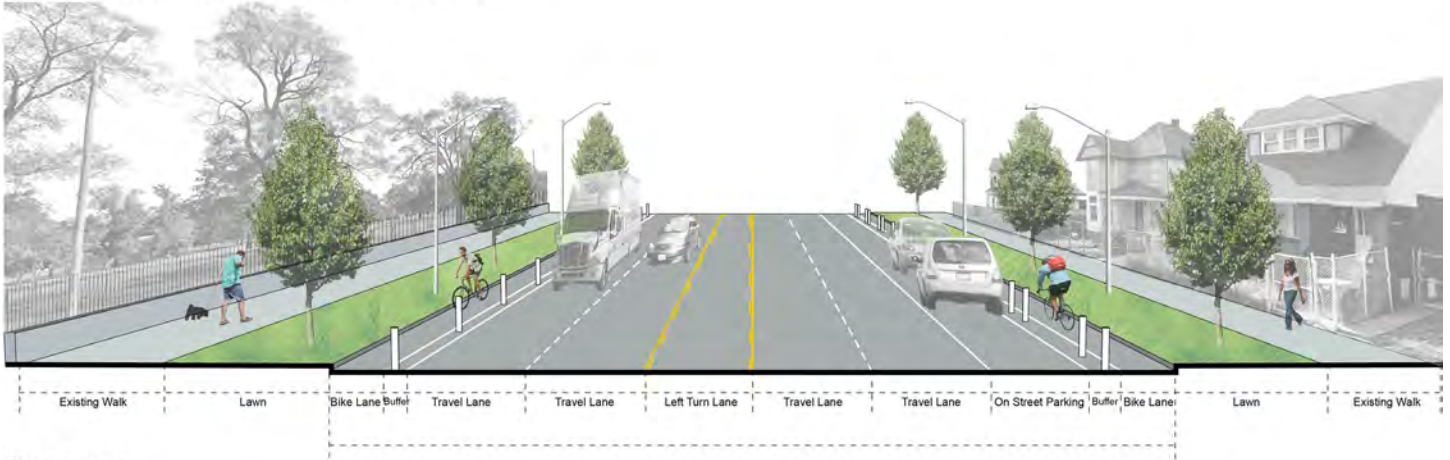
2017-Current



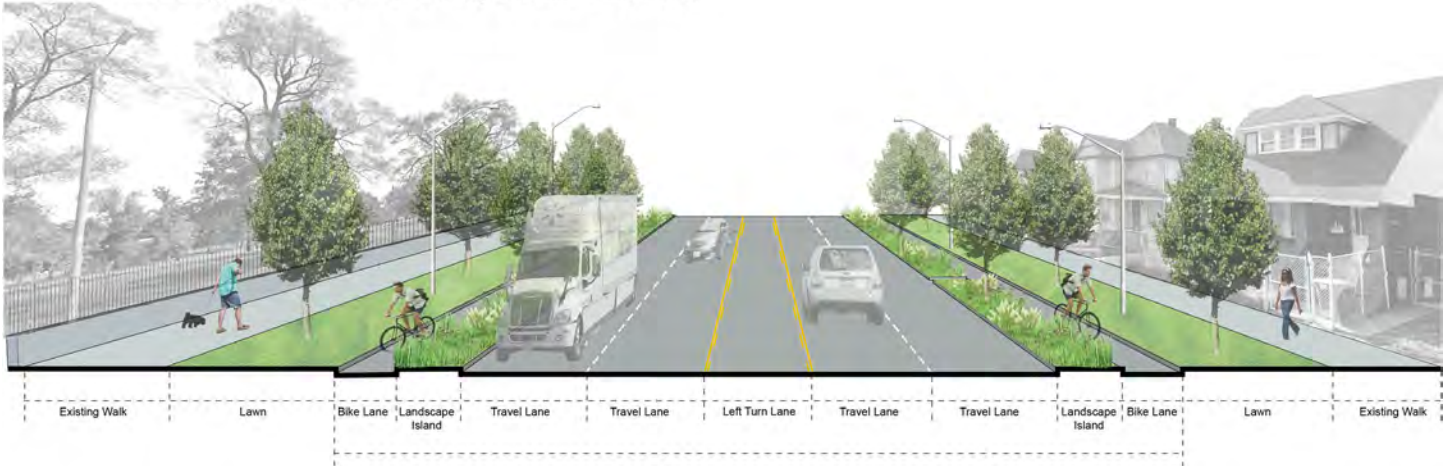


# Southwest Detroit Iron Belle Trail Plan

Fort Street  
Proposed One Way Bike Lanes - Protected



Fort Street  
Proposed One Way Bike Lanes - Landscape Island Protected



PEA Group assisted the Southwest Detroit Business Association (SDBA) in acquiring a Michigan DNR planning grant for the Iron Belle Trail where it is intended to pass through southwest Detroit. Following the grant award, PEA Group continued with SDBA in providing trail planning services. As a result of an in-depth site analysis, various character zones were identified along the route ranging from single family residential, to urban highway, to heavy industrial. Several

**Location**  
Detroit, Michigan

**Client**  
Southwest Detroit Business Association

**Services Provided**  
Site analysis, design development, grant assistance, and stakeholder input

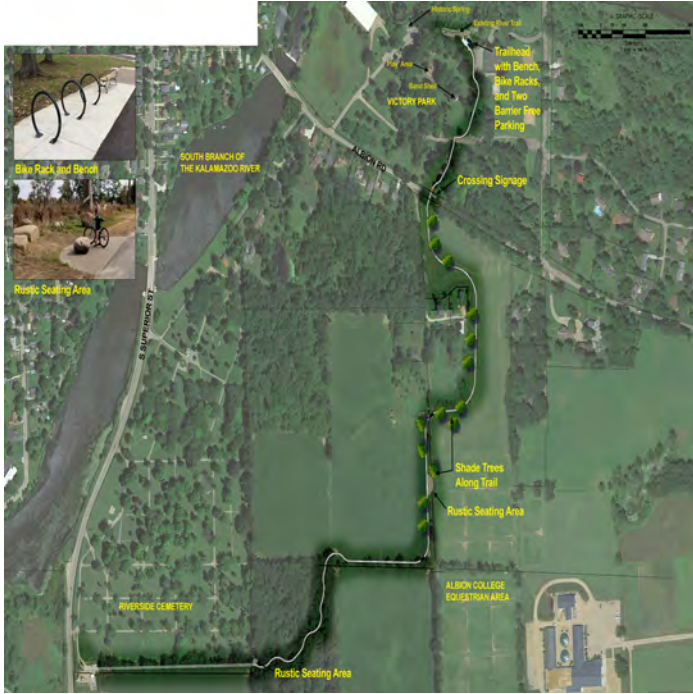
**Completion**  
2019

concept alternatives were developed for each zone. These were vetted to the public and project stakeholders including the City of Detroit, MDOT, DNR, Detroit Greenways Coalition and Marathon Petroleum Corporation. With an eventual consensus reached, PEA Group developed a final design plan that is designated for advancement by the Ralph C. Wilson, Jr. Legacy Funds.





# Albion Iron Belle Trail



PEA Group assisted the City of Albion and Albion College in winning two separate MDNR Trust Fund grants to complete the design, engineering, and construction of two separate projects in Albion. The first project was the Albion College Loop Trail. This mile-long shared-use path extends the existing Albion Riverwalk south. The path runs through Victory Park, Albion College property, and to a historic city-owned cemetery, where it connects to M-99 and a proposed trail route to the Village of Homer. Most significant, this project completes an urban segment of the Calhoun County Trail, the Great Lake-to-Lake Trail, the North County Trail, and the Iron Belle Trail, which all share the same corridor in the City of Albion.

The second project completed for the City of Albion is a pathway that heads west from McAuliffe Park along Austin Avenue. This project was also funded by an MNRTF Trust Fund grant. Combined, these projects completed the entire route of the Iron Belle Trail in the City of Albion.

The pathway strengthens non-motorized connectivity within the Albion community while simultaneously enhancing recreation opportunities and demonstrating the outstanding partnership between Albion College and the Albion City Government.

## Location

Calhoun County, Michigan

## Client

Albion College & City of Albion  
MNRTF Grant Funded projects

## Services Provided

Grant assistance, site analysis, trail planning, construction drawings, bidding, and construction administration

## Completion

2016-Current

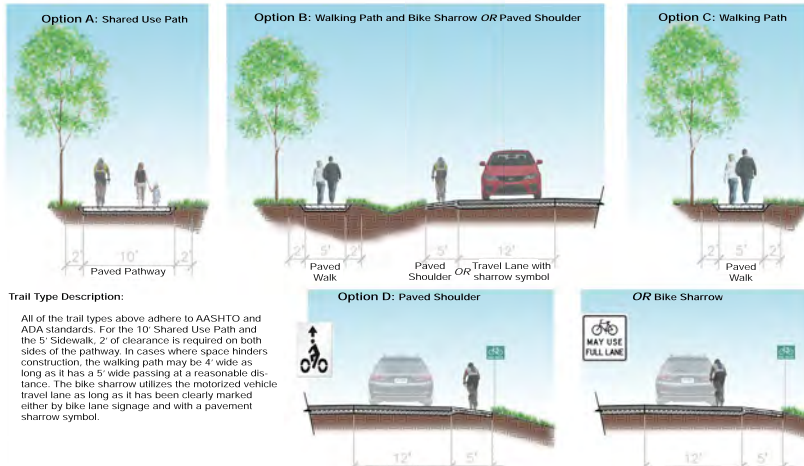


# Adams, Silverbell, and Gallagher Road Pathways and Crosswalks



PEA Group completed feasibility studies and pathway evaluations throughout Oakland Township with a focus on creating connections to the Paint Creek Trail, which is a popular regional trail that passes through the Township. Additionally, it is a segment of the Iron Belle Trail. Potential routes were determined along Gallagher Road, Silverbell Road, Adams Road, and Brewster Road.

PEA Group identified gaps in the existing pathway, as well as safety and code compliance issues along potential routes. PEA Group then developed construction drawings and specifications for several separate projects to complete the route and fill the gaps as required to create the desired overall route. The project included the removal and replacement of existing pathway that was in poor condition, the development of over 1.2 miles of new pathway along challenging terrain to fill several gaps, and the renovation of eight existing approaches to a major intersection including the design of new ADA compliant ramps, crosswalks, and new code compliant pedestrian cross walk lights.



## Location

Oakland Township, Michigan

## Client

Oakland Township Safety Paths and Trailways Commission

## Services Provided

Gap analysis/feasibility study, surveying, preliminary pathway design, stakeholder input, public input, easement acquisition, construction drawings, permitting, bidding, construction administration, construction staking, construction materials testing, and cost estimating

## Completion

2018-Current



# Downriver Linked Greenways/Iron Belle Trail Gateways, Intersection and Gaps



PEA Group assisted the Downriver Linked Greenways and Friends of the Detroit River with developing plans to complete the Downriver Linked Greenway segment of the Iron Belle Trail. The project included multiple scope items.

PEA Group develop elaborate designs for two separate gateway features highlighting the north and south terminus points of the Downriver Linked Greenways. Our team completed a gap analysis of the project in the City of Detroit. Additionally, our team completed a safety analysis of intersections and gaps along over 20 miles of the route and worked with key stakeholders to establish the parameters for the design features, then created a series of form studies, concept sketches, and graphics aimed towards gathering input from additional community stakeholders. The PEA Group design team refined the concepts and developed solutions for each location that were unifying in character but pertained unique details suited to their distinct site context. Design solutions included several miles of new pathway that will provide a key connection into Grosse Ile, decorative crosswalks, new wayfinding features, new pedestrian traffic lights, and branded site amenities such a seating, bike racks, and other support elements.

The project is ongoing and the scope includes developing construction drawings and performing construction administration.

## Location

Wayne County, Michigan

## Client

Friends of the Detroit River

## Services Provided

Site analysis, surveying, stakeholder input, conceptual design, design development, construction drawings (to be completed), and construction administration (to be completed)

## Completion

2019-Current





# Traffic Signal & Crosswalk Design



## Key Features

Performed traffic signal/Crosswalk designs at the following locations located in Wayne County/Downriver Communities:

1. Pedestrian RRFB and Refuge Islands along M-8 (Davison)
2. US-24 (Telegraph Road) at Vreeland Road
3. Grosse Ile Parkway at Chicory Road /W River Access Road
4. I-96 Service Drives at Middle Belt Road, Livonia
5. Cherry Hill at Ridge Road, Cherry Hill Village

## Services Description

Tetra Tech is currently retained by the Michigan Department of Transportation and Road Commission for Oakland County for As-Needed Traffic Signal Design services. Services include plans and specifications for development of traffic signal plans and electronic devices for crosswalks for a varying array of situations such as:

1. Traffic Signal Removals, Modernizations and Construction Staging.
2. Installation of HAWK (High-Intensity Activated Crosswalk beacon) Pedestrian Crossing Beacons.
3. Installation of RRFB (Rectangular Rapid Flashing Beacon) Pedestrian Crossing Beacons
4. Temporary Traffic Signal Installations and Removals.
5. ADA Sidewalk Ramp and Pedestrian Pushbutton Upgrades.

## Client

Michigan Department of Transportation (MDOT)  
Road Commission for Oakland County (RCOC)  
Livingston County Road Commission (LCRC)  
Various Private Development Entities

## Project Team

Ken M. Mazurek, PE – Lead Signal/Crosswalk Designer  
Joe Sopoliga, PE – Traffic Signal/Crosswalk Support  
Andrew Lingo, PE – Traffic Signal/Crosswalk Support

## References

Erik Smalley, PE MDOT Project Manager 517.636.6108  
Alex Rucinski, PE RCOC Project Manager (248) 858-4742  
Mike Goryl, PE LCRC, Traffic & Safety Engineer (517) 546-4250

## D. Professional References



### Washtenaw to Wayne County Iron Belle Trail Master Plan

**Roy D. Townsend, PE, Project Manager**  
Washtenaw County Parks and Recreation  
townsendr@washtenaw.org  
734.971.6337 ext. 337

Description of Work: PEA Group completed pathway planning for the Washtenaw to Wayne County Iron Belle Trail project



### Downriver Linked Greenways

**Sam Lovall, Project Manager**  
Friends of the Detroit River  
sam.lovall@gmail.com  
248.797.5667

Description of Work: PEA Group assisted the Downriver Linked Greenways and Friends of the Detroit River with developing plans to complete the Downriver Linked Greenway segment of the Iron Belle Trail. The project included multiple scope items.



### Adams, Silverbell, and Gallagher Road Pathways and Crosswalks

**Andy Zale, Chairperson**  
Oakland Township Safety Paths and Trailways Commission  
andy@andyzale.com  
248.376.1324

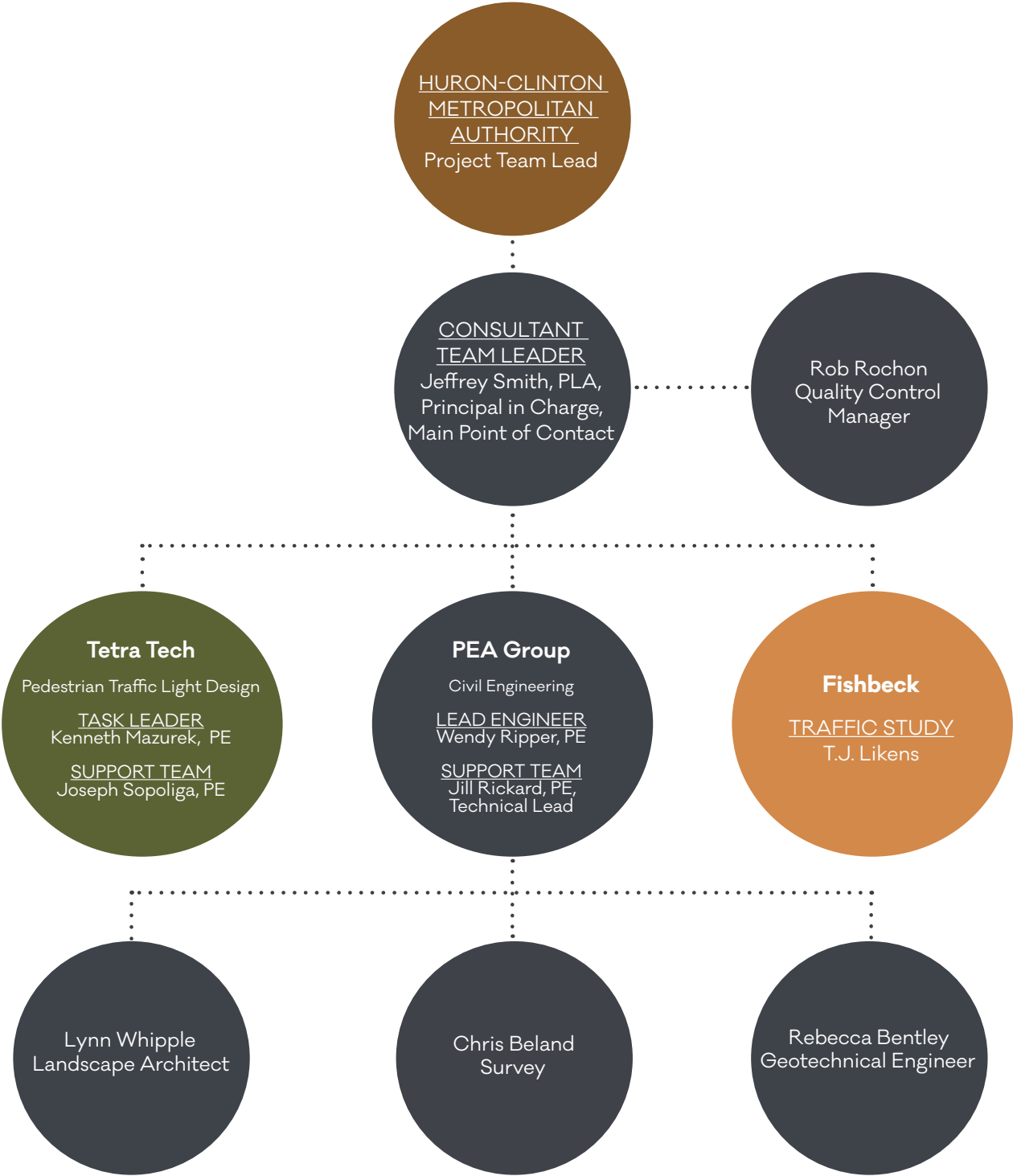
Description of Work: PEA Group completed feasibility studies and pathway evaluations throughout Oakland Township with a focus on creating connections to the Paint Creek Trail



# E. Staff Resumes



## Organizational Chart



# Jeffrey Smith, PLA, LEED AP

Director of Landscape Architecture



Jeff Smith has over 20 years of diversified experience in the profession of landscape architecture and environmental design. His talent for creative problem solving, leadership, and innovative design, along with his commitment to a more sustainable future, earned PEA Group the distinguished honor of being named the 2009 "Landscape Architecture Firm of the Year" by the Michigan Chapter of the American Society of Landscape Architects. His design acumen and dedication to improving communities is evident in his vast portfolio of award winning projects. As a trail planner and designer, Jeff has assisted dozens of communities across Michigan with improving regional trails including the Great Lake-to-Lake Trail, Iron Belle Trail, Paint Creek Trail, Border to Border Trail, and North Country Trail. His responsibilities often include feasibility studies, route planning, cost planning, community input, and grant coordination, as well as design and engineering services to help implement new pathways.

## Education

Michigan State University,  
BLA in Landscape  
Architecture, 1997

## Licensure

Professional Landscape  
Architect: MI 1328,  
OH O7O1165, KY 887

## Years of Practice

1997-Present

## Certifications

Leadership in Energy &  
Environmental Design LEED  
Accredited Professional  
(LEED AP)

## Professional Affiliations

American Society of  
Landscape Architects  
(ASLA)  
Council of Landscape  
Architectural Registration  
Boards (CLARB)

## Select Project Experience

Southwest Detroit Iron Belle Trail, Detroit, MI

Van Buren Iron Belle Trail, Van Buren Township, MI

Great Lake to Lake Trail/Iron Belle Trail, Albion, MI

Great Lake to Lake Trail/Iron Belle Trail, Homer, MI

City of Belleville Iron Belle Trail, Belleville, MI

Downriver Linked Greenways/Iron Belle Trail, Wayne County, MI

Washtenaw To Wayne County Trail Master Plan Ypsilanti Township,  
Belleville, Van Buren Township, MI

Fort-Rouge Gateway Project (FRoG), Fort Street Bridge Park, Detroit, MI  
Calhoun County Trail Master Plan, Calhoun County, MI

Adams and Silverbell Pathway and Intersection Improvements, Oakland  
Township, MI

Gallagher Creek Park and Pathway, Oakland Township, MI  
GM Warren Technical Center Walking Path, Warren, MI

Gallagher Road to Paint Creek Trail Connection, Oakland Township, MI

Lakelands Trail Trailhead/Boardwalk, Hamburg Township, MI

Catalpa Oaks Park and Pathway, Southfield, MI

Paint Creek Trail Northern Trailhead, Oakland Township, MI

Paint Creek Trail to Polly Ann Trail Connector, Oakland Township, MI

Brewster/Silverbell Pathway, Oakland Township, MI

Eagle Creek Safety Pathway System, Oakland Township, MI

Dutton Road Pathway, Auburn Hills, MI

Great Lakes Way Vision Plan, Southeast MI

## Rob Rochon, PE | QA/QC Manager



### Education

Lawrence Technological University, BS in Civil Engineering, 1992

### Licensure

Professional Engineer:  
MI 6201046143

### Years of Practice

1992-Present

Robert Rochon has over 25 years of experience in the engineering industry. He has served as a Project Manager for numerous local community projects in Southeast Michigan. At PEA Group, Rob performs internal quality control reviews of engineering plans, specifications, and reports to verify engineering standards are met within the documents. He has also updated the company's Quality Program, and coordinates with the design teams on final bid documents, bid questions, bid addendums, requests for information, managing deviations from initial contract documents, field changes, change directives, site visits and observations, punch lists, and closeout documents.

## Wendy Ripper, PE | Project Engineer



### Education

Michigan Technological University, BS in Civil Engineering  
BS in Engineering Management, 1991

### Licensure

Professional Engineer:  
MI 6201042115

### Years of Practice

1991-Present

Wendy is a civil engineer with over 20 years of experience. She has been the lead engineer on several miles of the Iron Belle Trail, including three segments of the Iron Belle Trail in Wayne County. She is adept at detailed engineering design, ADA compliance, and permitting.

### Select Project Experience

Van Buren Iron Belle Trail, Van Buren Township, MI

City of Belleville Iron Belle Trail, Belleville, MI

City of Albion Iron Belle Trail, Albion, MI

Village of Homer Iron Belle Trail, Homer, MI

Adams and Silverbell Pathway and Intersection Improvements, Oakland Township, MI

Paint Creek Trail Northern Trailhead, Oakland Township, MI

## Jill Rickard, PE | Project Engineer



Jill Rickard is a civil engineer with over 20 years of experience. As the township engineer for Northville over the last 15 years, she was responsible for both private development and public works projects. She has been involved in the engineering review and construction oversight of pathways built in the township for the last seven years, both public and private. Prior to that, she oversaw all pathway construction in Northville. Additionally, she has been actively involved with the Alliance of Rouge Communities where she has served as the vice president and treasurer.

### Education

Eastern Michigan University,  
MS in Construction  
Management, 2011  
Michigan Technological  
University,  
BS in Civil Engineering, 1994

### Licensure

Professional Engineer  
Industrial Storm Water  
Operator

### Years of Practice

1997-Present

### Select Project Experience

Van Buren Iron Belle Trail, Van Buren Township, MI  
Downriver Linked Greenway/Iron Belle Trail, Wayne County, MI  
Bennett Arboretum Pathway, Northville, MI  
Cold Water Springs Pathway, Northville, MI  
6 Mile Road Pathway Rehabilitation, Northville, MI  
Beck Road Pathway Rehabilitation, Northville, MI  
Gallagher Road Pathway, Oakland Township, MI

## Lynn Whipple, PLA | Landscape Architect + Trail Planner



Lynn Whipple brings a diverse background of experience as both a graphic designer, trail planner, and landscape architect. Lynn has played a key role in prominent trail planning projects including the Washtenaw to Wayne County Iron Belle Trail connection. She provides site analysis, trail inventories, mapping, and the design of wayfinding elements.

### Education

Michigan State University,  
BLA in Landscape  
Architecture, 2008

### Licensure

Professional Landscape  
Architect:  
MI 3901001756

### Years of Practice

2008-Present

### Select Project Experience

Van Buren Iron Belle Trail, Van Buren Township, MI  
City of Belleville Iron Belle Trail, Belleville, MI  
Downriver Linked Greenways/Iron Belle Trail, Wayne County, MI  
Washtenaw to Wayne County Trail Master Plan, Ypsilanti Township,  
Belleville, Van Buren Township, MI  
Paint Creek Trail Northern Trailhead, Oakland Township, MI  
Lower Rouge Watertrail, Detroit and Melvindale, MI  
Great Lakes Way Vision Plan, Southeast MI



## Chris Beland, PS | Survey Department Manager



As the Survey Department Manager for PEA Group’s Brighton office, Chris is responsible for the overall success and development of the Brighton survey group which includes coordinating proposal development, project oversight, including estimating, scheduling, quality assurance, client relations, team growth and development, process improvement, and the implementation of new technologies.

### Education

Northwood University  
DeVos Graduate School  
MBA in Executive Business  
Management, 2008  
Ferris State University  
BS in Survey Engineering,  
1999

### Licensure

Professional Surveyor:  
MI 4001049106

### Years of Practice

1996-Present

### Select Project Experience

Van Buren Iron Belle Trail, Van Buren Township, MI  
City of Belleville Iron Belle Trail, Bellville, MI  
Downriver Linked Greenways/Iron Belle Trail, Wayne County, MI  
City of Albion Iron Belle Trail, Albion, MI  
Village of Homer Iron Belle Trail, Homer, MI  
Dequindre Cut, Detroit, MI  
French Landing Park, Van Buren Township, MI

## Rebecca Bentley, PE | Geotechnical Project Manager



Rebecca Bentley has over 20 years of experience completing and managing geotechnical projects spanning multiple services lines, including infrastructure, industrial, commercial, utilities and energy, and residential projects. Rebecca has performed geotechnical investigations on projects throughout the country and has performed engineering design and consultation for earth retention systems, slope stability, excavations, shallow and deep foundations, subgrade improvement, pavements, soil stabilization, and geotechnical.

### Education

Michigan Technological  
University, BS Civil  
Engineering, 2000

### Licensure

Professional Engineer:  
MI 6201064499

### Years of Practice

1997-Present

### Select Project Experience

Ruth Ellis Center, Detroit, MI  
Say Detroit, Detroit, MI  
Rogue Park, Detroit, MI  
Stoepel Park, Detroit, MI  
O’Hair Park, Detroit, MI  
Elizabeth Park Sea Wall, Trenton, MI



Kenneth Mazurek’s duties have included preparing signal designs, crash analyses, traffic operations and safety studies, capacity analysis, detour plans, signing and striping plans, bicycle facility plans, traffic signal timing studies, and roadway design plans.

**Education**

Lawrence Technological University,  
BS Civil Engineering, 1995

**Licensure**

Professional Engineer:  
MI 48115, OH 75970,  
FL 73625

**Years of Practice**

1997-Present

**Certification**

CSI Contracts Document  
Technician

**Select Project Experience**

Detroit TSC Traffic Signal Modernization, Wayne County, MI

As Needed Traffic Signal Design, Emmet County, MI

M-59 Traffic Signal Design (M-53 to Romeo Plank Road) Oakland County Traffic Signal Modernization, Macomb County, MI

Downriver Linked Greenway/Iron Belle Trail Pedestrian Lights, Wayne County, MI

Joseph Sopoliga, PE | Transportation Engineer



Joseph Sopoliga’s duties have included preparing signal designs, signing and striping plans, maintaining traffic plans, crash analyses, traffic operations and safety studies, capacity analysis, detour plans, ADA compliant pedestrian and bicycle facility plans, traffic signal timing studies, traffic impact studies, and roadway design plans.

**Education**

Michigan State University, BS Civil  
Engineering 2001

**Licensure**

Professional Engineer:  
MI 53641

**Years of Practice**

2001-Present

**Select Project Experience**

Mount Pleasant TSC Traffic Signal Modernizations, Isabella County, MI

M-59 Traffic Signal Design (M-53 to Romeo Plank Road) Oakland County Traffic Signal Modernization, Macomb County, MI

Detroit TSC Traffic Signal Modernizations, Wayne County, MI

Traffic Signal Modernizations at 13 locations, St. Clair County, MI

Oakland County Traffic Signal Modernizations, Oakland County, MI

Traffic Signal Design M-3, 11 Mile to 14 Mile, Macomb County, MI

Traffic Signal Design M-102 (8 Mile Road) from US-24 to M-39, Detroit, MI

Downriver Linked Greenway/Iron Belle Trail Pedestrian Lights, Wayne County, MI

# Timothy J. Likens, PE, PTOE

Senior Traffic Engineer



## Education

Michigan State University, MS  
Michigan State University, BS

## Licensure/Certifications

Professional Engineer:  
MI, OH

Professional Traffic  
Operations Engineer,  
Transportation Professionals  
Certification Board  
Road Safety Audit  
Certification, FHWA National  
Highway Institute

## Years of Practice

2006-Present

## Professional Affiliations

Institute of Transportation  
Engineers

TJ has over 14 years of engineering and planning experience in traffic, transportation, and parking related projects. He has a strong technical background, especially with respect to traffic operations and safety. He is intimately familiar with the practices, data, and guidelines published by the Institute of Transportation Engineers (ITE), as well as the Manual on Uniform Traffic Control Devices (MUTCD), Highway Capacity Manual (HCM), Highway Safety Manual (HSM), and Department of Transportation (DOT) standards.

As part of his experience, he has completed numerous projects on City, County, and DOT roads including Traffic Impact Studies (TIS), corridor optimizations, warrant studies, capacity analyses, Road Safety Audits (RSA), predictive crash analysis for performance based practical design, and pedestrian accommodation & complete street studies. TJ has led many projects from the beginning proposal stages, through engineering and analysis, to reporting and review, and culminating with construction. His leadership, communication, and level of care provide exceptional service for the projects he conducts.

## Select Project Experience

Iron Belle Trail, Macomb County, MI

Lower Rouge Trail, Canton Township, MI

Glass City Metropark, Toledo, OH

Multi-Modal Transportation Plan, City Of Dearborn, MI

Star International Academy, Canton Township, MI

Us-23 And Silver Lake Road Traffic Study, Livingston County, MI

Municipal Consulting, Oakland County, Livingston County, Wayne County, and Macomb County, MI

### **3. Project Understanding, Methodology, and Approach**



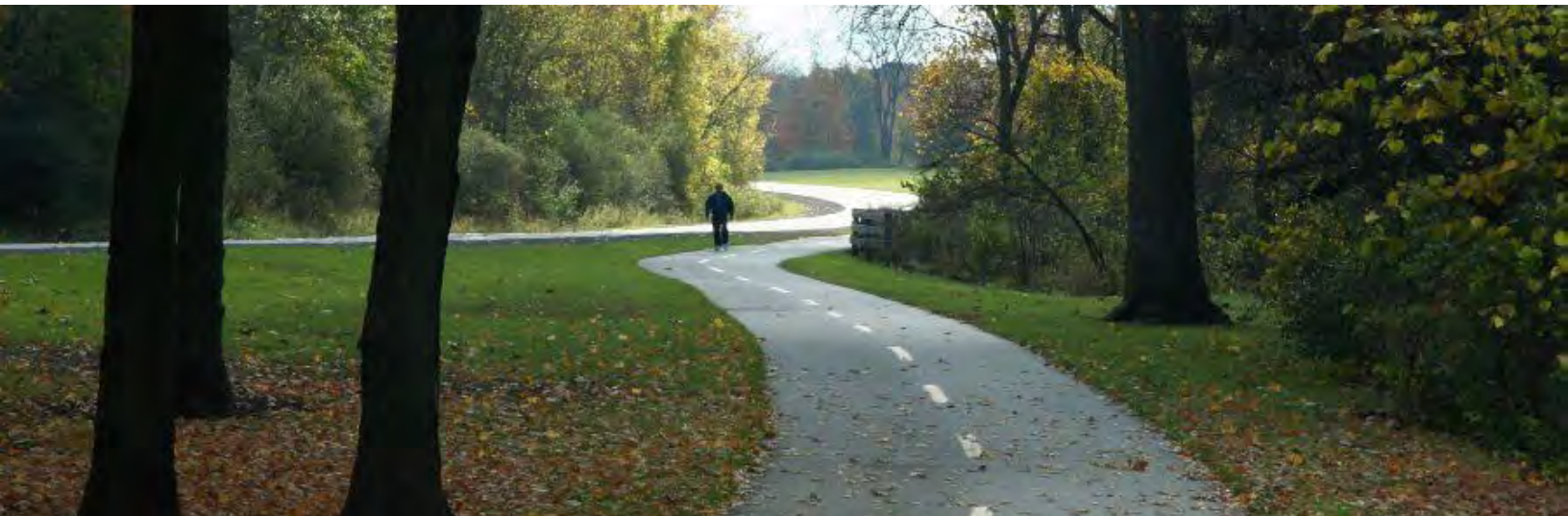
## A. Project Understanding



This project will complete the eastern end of a gap in the Iron Belle Trail that spanned from the B2B Trail in Ypsilanti to Lower Huron Metropark. A preferred route into the park was identified through a process that included several years of planning, public input from Van Buren Township, Ypsilanti Township, and the City of Belleville, as well as coordination and input from the HCMA. There is strong support from the surrounding communities for this project.

This Metropark is considered a regional attraction and a prime destination for local users of the proposed Iron Belle Trail. To complete this project, the gap between Ypsilanti Township and Lower Huron Metropark was divided into twelve sections (Sections A- L). This project is Section L. The strategy for the closing the gap was to develop the pathway from the terminus points at the west and east and fill the gap towards the center. The center of the gap is where the more costly and logistically challenging sections are located. Much progress has been made in the last two years: Section A in Ypsilanti Township is constructed; Section B is designed and permitted with Wayne County and construction is anticipated in 2021; Section C is designed and bidding is complete with construction anticipated for spring of 2021; Section D is at 80% completion of engineering; Section G is at 100% complete engineering; design is underway for Section H which is MNRTF Grant funded; Section J engineering is complete and submitted for permitting; and Section K is partially engineered (road crossing of Huron River Drive and connection to bridge is still needed).

This project represents an exciting and strategically critical advancement of the overall Iron Belle Trail. Completion of this project will be the catalyst to drive the funding for the remaining gaps in the area and advance the effort to provide non-motorized access to Lower Huron Metropark.



## A. Project Understanding



This project is divided into two phases. The first is the MNRTF funded section that will provide a 10' wide pathway into the park. The pathway will have centerline striping. A minor realignment of the roadway within the park is desired to reduce natural feature impacts. A realignment of the existing pathway in the park will be required to create a smooth transition to the existing pathway that heads to the east. There are some grade challenges, but a design study by the HCMA staff shows a route that works well with the grades. Based on the current layout, construction drawings can proceed expeditiously with no significant obstacles that have impacted the other more challenging sections such as a rail crossings, easement issues, substantial grade changes and new stream crossings.

The second part of the project includes a road crossing of Huron River Drive per Wayne County requirements. The design of new pedestrian crosswalk lights will be required and that will include a traffic study to determine the impact on the prominent right turn movements of southbound traffic on Haggerty Road. This segment of the project also includes the design of a new pathway from the Haggerty intersection to the sidewalk on the existing bridge to the west. This portion of the project may be TAP funded and will be developed as a separate plan set.

This project will develop final plans and construction documents, complete the MNRTF PSB submittal review, and complete the Wayne County R.O.W. permit process. The project may also include construction administration and MNRTF Grant coordination during construction.

SURVEY/DATA  
GATHERING

CONSTRUCTION  
DOCUMENTS

MNRTF PSB  
SUBMITTAL

PERMITTING

BIDDING

CONSTRUCTION ADMIN



## B. Methodology and Approach



### Project Approach Based on Experience with Similar Projects

The PEA Group team is the best suited team to provide the services required to make this project a success for a number of reasons. First, we have recent and ongoing experience to close the gap in the Iron Belle Trail in this immediate project area. We are intimately familiar with this project scope. PEA Group completed two separate planning projects to determine this specific route, as well as a limited feasibility study to determine how the pathway could enter the park and connect to the existing pathway. PEA Group has completed engineering for all of the sections underway between Lower Huron Metropark and the County line to the west and is working on the Iron Belle Trail in ten different communities to the east along the Downriver Linked Greenway. We recently completed the engineering of Section J immediately to the west of this project. PEA Group has worked on multiple MNRTF funded design efforts for the Iron Belle Trail and has a firm understanding of the development standards and submittal requirements expected for this effort.

For Iron Belle Trail projects, we are typically tasked with improving intersection safety, adding pedestrian crosswalk lights, wayfinding, establishing ADA compliant intersections, developing construction drawings for roadside pathways, and working with Wayne County and the DNR to secure approvals.

We are committed to the advancement of the Iron Belle Trail on both a personal and professional level. Through this project and other recent pathway projects, we have developed successful strategies for advancing the Iron Belle Trail.



## B. Methodology and Approach



PEA Group has completed trail planning and design on over 50 miles of the Iron Belle Trail in more than two dozen communities in Michigan. We have refined our design and engineering team based on our experience and have a group in place to take projects through construction drawings, bidding, and construction. We have proposed the same team for this project to provide continuity with the similar Iron Belle projects in the area and maintain a high level of service. Communication is a key component to our project process. We will be working closely with HCMA staff throughout the project to ensure the plans and specifications meet your expectations. We also coordinate closely with the MNRTF Grant administrator at the MDNR to make sure the submittal and review process goes smoothly.

In addition to our experience and technical expertise, what sets us apart as consultants is we are a friendly, collaborative bunch of professionals that are pleasant to work with. Our core value is responsiveness, which is vital in a partnership. When we commit to a project, we become passionate about making it a success.



Our work plan on the following sheets outlines clearly the tasks required to complete this project, as well as a schedule for deliverables.



## B. Methodology and Approach



### Quality Control and Constructibility Review

PEA Group's Quality Management Program (QMP) has been developed to assure that project work is carried out in a planned, controlled, and accurate manner. It includes procedures for scheduling and assigning work; for recording, retention, and retrieval of records for both design and construction activities; for identifying and resolving deficiencies affecting the work; and for verifying compliance with the requirements of the QMP.

For civil engineering projects, the quality assurance process consists of three quality control reviews at the following milestones to review general engineering standards, as well as constructibility related to utility and pavement design and grading/earthworks.

1. Kick-off meeting
2. 30% design review
3. 60% design review
4. Construction plans/90% review
5. Final Review

The team member who completes these milestone reviews for the civil engineering department is an established Civil Engineer Professional with over twenty-eight years of experience in the A/E/C industry. He has worked for a governmental agency, general contractor, and various engineering consulting firms in his career with both municipal engineering and private development experience. He draws upon that experience to review for both technical accuracy and constructibility. PEA Group has internally published QMP standards and monitors the adherence to our QMP program on each project.



## B. Methodology and Approach



### Workplan/Schedule

	March 2021	April 2021	May 2021	June 2021	July 2021	August 2021
<b>Project Initiation</b>	●	●				
Project Kick-Off Meeting	●					
Topographic Survey	●					
Soils Investigation		●				
Traffic Study	●	●				
Final Layout Plan		●				
Cost Opinion		●				
30% Complete Review		●				
<b>Construction Drawings</b>			●	●		
Construction Drawings			●			
90% Complete Review			●	●		
<b>Permitting/MNRTF Approvals</b>			●	●	●	●
R.O.W. Permit			●	●	●	●
MNRTF PSB Review				●	●	
<b>Final Plans and Bid Documents</b>						●
100% Complete Plans						●

## B. Methodology and Approach



### Workplan/Schedule/Deliverables

TASK DESCRIPTION	START DATE	COMPLETION DATE
Task 1: Project Initiation	March 2021	April 2021
1. Hold <b>project kickoff meeting</b> with HMCA staff to clarify project team communications, objectives, and schedule.	March 2021	March 2021
2. Perform <b>Topographic Survey</b> of project area	March 2021	March 2021
3. Conduct geotechnical <b>soils investigation</b> within project area. Particularly, hand auger soils investigation along route and the locations of the proposed footings for the pedestrian lights.	April 2021	April 2021
4. Complete a <b>traffic study</b> per Wayne County requirements. Note: we assume we can utilize existing traffic count data as a cost savings. If the County will not accept or adequate data is not available, we can provide traffic counts as an additional service	March 2021	April 2021
5. Prepare a <b>final layout plan</b> on the topographic survey based on the previously prepared layouts by PEA Group and HCMA. The plan will reflect the specific requirements of the MNTRF Grant.	April 2021	April 2021
6. Prepare a preliminary <b>cost opinion</b> .	April 2021	April 2021
7. Review the final plan and cost opinion ( <b>30% complete review</b> ) with HCMA staff and stakeholders and update the layout per review comments.	April 2021	April 2021
Task 1 Deliverables: topographic survey, soil boring report, traffic study, final layout plan (30% complete plans)		
Task 2: Construction Drawings	May 2021	June 2021
1. Prepare <b>construction drawings</b> and specifications. Prepare two separate plan sets based on the phasing of the project. Documents will include demolition, layout, grading, drainage and paving plans, enlarged ramp details, wayfinding and amenity details, landscape restoration plans, construction notes and details, and traffic control plans. Complete 60% internal plan review with PEA Group QA/QC manager.	May 2021	May 2021
2. Review the construction drawings ( <b>90% complete review</b> ) with HCMA staff and stakeholders and update per review comments.	May 2021	June 2021
Task 2 Deliverables: Construction drawings, 90% review plans		

## B. Methodology and Approach



### Workplan/Schedule/Deliverables

Task 3: Permitting/MNRTF Approvals	May 2021	August 2021
1. Submit plans to Wayne County for <b>R.O.W. permit</b> . This will require a review from their traffic department (it could take several months based on recent submittals). Address review comments as needed.	May 2021	August 2021
2. Submit plans to the MNDR for the <b>MNRTF PSB review</b> . Address review comments as needed.	June 2021	July 2021
Task 3 Deliverables: permit applications and plan sets. MNRTF Submittal will required plans, specifications, bid documents, cost opinion, and project schedule		
Task 4: Final Plans and Bid Documents	August 2021	August 2021
1. Provide <b>100% complete plans</b> and approved permits to HCMA.	August 2021	August 2021
Task 4 Deliverables: Final Plans, specifications and bid documents		
Alternative Tasks		
1. <b>Traffic counts</b> if required for traffic study.		
2. <b>Bidding Assistance</b> (attend pre-bid meeting, respond to contractor questions, issue addendum if required, review bids, offer recommendations on bid selection).		
3. <b>Construction administration</b> : this includes attendance at a pre-construction meeting, review of contractor submittals and shop drawings, up to ten site inspections at key phases of progress including site clearing, rough grading, layout of path and installation of base material ( 3 visits), paving ( 2 visits), installation of other site features (guardrail, fencing, site amenities) and landscape restoration, punch list inspections (2 visits). This task does not include full time inspection or construction engineering services.		
4. Review of contractor <b>pay requests and MNRTF Grant administration</b> during construction.		
5. <b>Construction Materials Testing</b> : PEA Group can provide Construction Materials Testing. This may include density testing for aggregate base material and pavement concrete testing. We will provide professional opinions as to whether the monitored items comply with project plans and specifications. We will prepare field reports presenting a summary of the type of work performed, areas worked, and other pertinent information. Copies of the reports will be transmitted to all concerned parties in accordance with the schedule established and agreed-to at the start of the project. The specific scope of testing and frequency of inspections can have a significant impact on fees. We have provided a budgetary estimate based on a similar Iron Belle Trail project.		



## B. Methodology and Approach



### Workplan/Schedule/Deliverables

<b>SUMMARY OF DELIVERABLES</b>
<b>Task 1</b>
Topographic Survey
Soil Boring Report
Traffic Study
Final Layout Plan (30% Complete)
Preliminary Cost Opinion
<b>Task 2</b>
Construction Drawings and Specifications, 60% and 90% Complete Review
<b>Task 3</b>
Wayne County Permit Application
MNRTF PSB Submittal Documents (cost opinion, bid documents, specifications, schedule, construction drawings)
<b>Task 4</b>
Final Plans (100% complete, bid documents, specifications)

## C. Additional Tasks



We have assumed for this project that a traffic study is required, however, we are assuming that traffic count data can be provided by the County. If for some reason we are unable to use available data, our traffic engineer can complete the field work necessary to determine the traffic counts. We have provided a scope and fee for this additional task.

We have also outlined construction administration services that are not part of the base bid.

## D. Firm's Responsibilities

PEA Group is responsible for all tasks related to the preparation of plans and specifications and the preparation of permit applications, permit submittals, and MNRTF PSB submittals. HCMA staff will be required to complete certain sections of the submittal on the MNRTF website as part of the grantee role of the submittal process. PEA Group will complete all sections required for the Prime Professional.

We also anticipate the HCMA will provide front end documents for the bidding documents. PEA Group has standard front end documents for use if desired, but we assume HCMA has their own previously approved documents you would prefer to use. We can help modify them to meet the grant requirements, as needed.

It is also assumed that the HCMA will administer the construction bidding process in terms of advertising for bids and holding a pre-bid meeting. PEA Group can assist with the pre-bid meeting and bidding process as outlined in the additional tasks.

Furthermore, it is assumed that HCMA staff will provide project related presentations or information to the HCMA Board of Commissioners as required. PEA Group can provide documents and support to assist with this task.

## 4. Exceptions and Deviations

## Exceptions and Deviations



PEA Group does not have any exceptions and/or deviations of the RFP or addenda. PEA Group notes that any exceptions or deviations not approved by HCMA through addenda may result in the rejection of the Proposal.



# 5. Addenda Issued for this RFP

# Signed Addenda



## HURON-CLINTON METROPOLITAN AUTHORITY

### Request for Proposal (RFP) #2021-002 for Design Engineering for Iron Belle Trail Extension through Lower Huron Metropark

RFP Issued January 14, 2021

#### ADDENDUM #1 issued January 21, 2021

Below are Questions and Requests for Clarification that Huron-Clinton Metropolitan Authority (HCMA) has received regarding the above referenced RFP. HCMA's responses follow each question and request for clarification.

#### Questions and Requests for Clarification

1. Regarding RFP Section 4 – SPECIAL PROVISIONS, TERMS AND CONDITIONS, HCMA has been asked to modify language in Item 7. Indemnification, Release, Limitation of Liability and Disclaimer of Warranties, point A, found on page 15, by removing four (4) words. HCMA will remove one (1) word so the paragraph now reads as follows:

*The term "Claims" means any ~~alleged~~ losses, claims, complaints, demands for relief or damages, suits, causes of action, proceedings, judgments, deficiencies, liability, penalties, litigation, costs, and expenses, including, but not limited to, reimbursement for reasonable attorney fees, witness fees, court costs, investigation expenses, litigation expenses, amounts paid in settlement, and/or other amounts or liabilities of any kind which are imposed on, incurred by, or asserted against HCMA, or for which the HCMA may become legally and/or contractually obligated to pay, whether based upon any alleged violation of the federal or the state constitution, any federal or state statute, rule, regulation, or any alleged violation of federal or state common law, whether any such claims are brought in law or equity, tort, contract, or otherwise, and/or whether commenced or threatened.*

2. Regarding project funding and scope, the project scope on the DNR Trust Fund grant award recipient document (on DNR website) includes additional scope items, and I want to clarify that the scope in the RFP was complete.

**ANSWER:** Yes, the scope is complete.

3. Has there been any surveys completed for threatened or endangered species, particularly Indiana Bat, and do you anticipate any permits required for potential impacts.

**ANSWER:** No, but any tree removals would need to occur after Oct 31 and before March 31. Other potential impacts are not expected since the alignment follows the road right of way.

## Signed Addenda



**ANSWER:** Yes.

Do we assume the crossing of Huron River Drive will require new pedestrian cross walk light. Should we fact our fee the design of the new lights? Just want to make sure you did not intend to proceed without pedestrian crosswalk lights for some reason.

**ANSWER:** Yes, the fee for the design of new pedestrian crosswalk lights should be included.

If there are new pedestrian cross walk lights, the County may require a traffic study. They requested this just west where Haggerty heads south. If this is the case, should we include the traffic light in our not-to exceed fee that out for now since the requirement is not firm at this point?

**ANSWER:** Yes, a traffic study should be included in the not-to-exceed fee.

Please confirm if all environmental and cultural/archeological investigations were completed as part of preliminary design/route study and will be made available to the successful bidder to incorporate into the documents.

**ANSWER:** No federal funding has been secured for the project up to this point. Cultural and archeological investigations will be completed before submitting a Transportation Alternatives Program (TAP) application for construction.

Is there a construction timeline available for Alternate Pricing for field construction engineering for Phase I?

**ANSWER:** 2022-2023.

Will the AutoCAD files of the proposed preliminary route design be made available to the successful bidder?

**ANSWER:** Yes.

Are there any other changes to the RFP have been made. Additional questions or comments must be directed in writing to Heidi Dziak, Senior Buyer at [heidi.dziak@metroparks.com](mailto:heidi.dziak@metroparks.com).

Proposer is to acknowledge receipt of this Addendum by signing below and including the signed form with proposal.

Acknowledgement of Addendum #1

Heidi Dziak, CPPB  
Senior Buyer

PEA Group  
Proposer/Firm Name Printed

Jeff Smith  
Contact Name Printed

  
Contact Signature

01/28/2021  
Date



To: Board of Commissioners  
From: Mike Henkel, Chief of Engineering Services  
Project No: 506-19-491  
Project Title: Approval – Lower Huron North Fishing Site Redevelopment  
Project Type: Capital Improvement  
Location: Lower Huron Metropark  
Date: February 5, 2021  
  
Bids Received January 21, 2021

**Action Requested: Motion to Approve**

That the Board of Commissioners award Contract No. 506-19-491 to the low responsive, responsible bidder, Best Asphalt, Inc., in the amount of \$233,483 as recommended by Chief of Engineering Services Mike Henkel and staff.

**Fiscal Impact:** The project is \$55,317 under budget. The project has a 50 percent reimbursement from a Land and Water Conservation Fund grant.

**Scope of Work:** The project includes the installation of an accessible canoe and kayak launch, parking lot expansion and reconfiguration, universal picnic tables and grills, associated walkways, site grading and restoration.

**Background:** The Board authorized staff to apply for the Land and Water Conservation Fund grant in March 2018. The Board passed a resolution authorizing staff to execute the project agreement with LWCF at the July 11, 2019 Board meeting. As stipulated in the grant agreement the project must be completed by April 30,2022.

The existing parking lot at the North Fishing site in Lower Huron Metropark is popular with park users for launching small watercraft, accessing the bike trail and picnicking near the river. Some patrons use small trailers for transporting canoes and kayaks, which the current parking lot does not accommodate easily. The area poses many challenges for parking, flow of pedestrians and access to the river. The project will address these issues by providing expanded parking with trailer spaces, a new turn around area for those unloading watercraft, a fishing deck, and an accessible launch. In addition, site amenities will include a bike/wheelchair repair station, pet waste station, and trailhead signage.

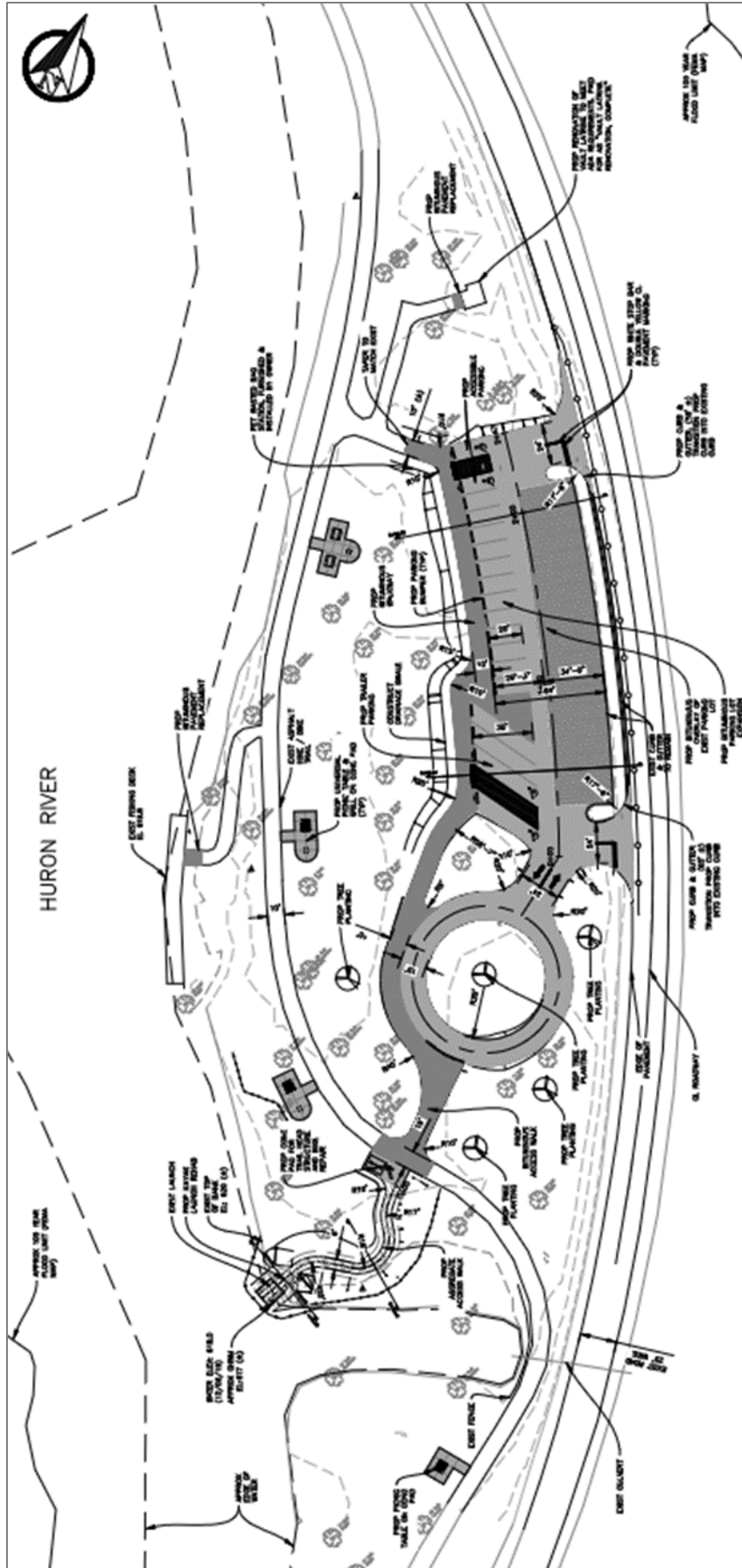
<u>Contractor</u>	<u>City</u>	<u>Amount</u>
Best Asphalt, Inc.	Romulus	\$233,483.00
Erie Construction LLC	Woodhaven	\$256,870.00
Dave’s Contracting	Dearborn	\$282,765.00
L.J Construction, Inc.	Clifford	\$295,927.00
Gibraltar Construction Co.	Trenton	\$298,400.28
Budget for Contract Services		\$ 288,800.00
Work Order Amount		
• Contract Amount Best Asphalt, Inc.		\$233,483.00
• Contract Administration		<u>\$ 15,000.00</u>
o Total Proposed Work Order Amount		\$248,483.00



Existing North Fishing Site



Proposed Site



**HURON-CLINTON METROPARKS MONTHLY STATISTICS**

**January, 2021**

PARK	MONTHLY VEHICLE ENTRIES				MONTHLY TOLL REVENUE			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St Clair	22,877	11,648	15,649	46%	\$ 112,287	\$ 30,654	\$ 66,081	70%
Wolcott Mill	2,107	1,127	1,169	80%	\$ 649	\$ 632	\$ 1,019	-36%
Stony Creek	32,638	15,670	17,537	86%	\$ 213,762	\$ 97,319	\$ 104,154	105%
Indian Springs	4,584	2,492	2,363	94%	\$ 28,164	\$ 11,234	\$ 12,813	120%
Kensington	53,195	32,658	32,758	62%	\$ 302,060	\$ 120,221	\$ 132,859	127%
Huron Meadows	8,644	3,301	4,163	108%	\$ 23,264	\$ 8,081	\$ 11,540	102%
Hudson Mills	15,658	8,753	8,047	95%	\$ 56,492	\$ 26,444	\$ 28,906	95%
Lower Huron/Willow/Oakwoods	35,050	26,980	26,532	32%	\$ 56,602	\$ 32,144	\$ 34,758	63%
Lake Erie	10,249	5,439	6,068	69%	\$ 62,995	\$ 40,915	\$ 39,952	58%
<b>Monthly TOTALS</b>	<b>185,002</b>	<b>108,068</b>	<b>114,287</b>	<b>62%</b>	<b>\$ 856,275</b>	<b>\$ 367,644</b>	<b>\$ 432,081</b>	<b>98%</b>

PARK	Y-T-D VEHICLE ENTRIES				Y-T-D TOLL REVENUE			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St Clair	22,877	11,648	15,649	46%	\$ 112,287	\$ 30,654	\$ 66,081	70%
Wolcott Mill	2,107	1,127	1,169	80%	\$ 649	\$ 632	\$ 1,019	-36%
Stony Creek	32,638	15,670	17,537	86%	\$ 213,762	\$ 97,319	\$ 104,154	105%
Indian Springs	4,584	2,492	2,363	94%	\$ 28,164	\$ 11,234	\$ 12,813	120%
Kensington	53,195	32,658	32,758	62%	\$ 302,060	\$ 120,221	\$ 132,859	127%
Huron Meadows	8,644	3,301	4,163	108%	\$ 23,264	\$ 8,081	\$ 11,540	102%
Hudson Mills	15,658	8,753	8,047	95%	\$ 56,492	\$ 26,444	\$ 28,906	95%
Lower Huron/Willow/Oakwoods	35,050	26,980	26,532	32%	\$ 56,602	\$ 32,144	\$ 34,758	63%
Lake Erie	10,249	5,439	6,068	69%	\$ 62,995	\$ 40,915	\$ 39,952	58%
<b>Monthly TOTALS</b>	<b>185,002</b>	<b>108,068</b>	<b>114,287</b>	<b>62%</b>	<b>\$ 856,275</b>	<b>\$ 367,644</b>	<b>\$ 432,081</b>	<b>98%</b>

PARK	MONTHLY PARK REVENUE				Y-T-D PARK REVENUE			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St Clair	\$ 252,340	\$ 161,552	\$ 120,634	109%	\$ 252,340	\$ 161,552	\$ 120,634	109%
Wolcott Mill	\$ 6,791	\$ 9,174	\$ 9,704	-30%	\$ 6,791	\$ 9,174	\$ 9,704	-30%
Stony Creek	\$ 251,034	\$ 127,334	\$ 124,659	101%	\$ 251,034	\$ 127,334	\$ 124,659	101%
Indian Springs	\$ 32,532	\$ 20,970	\$ 18,670	74%	\$ 32,532	\$ 20,970	\$ 18,670	74%
Kensington	\$ 318,939	\$ 142,002	\$ 157,402	103%	\$ 318,939	\$ 142,002	\$ 157,402	103%
Huron Meadows	\$ 47,261	\$ 13,353	\$ 19,911	137%	\$ 47,261	\$ 13,353	\$ 19,911	137%
Hudson Mills	\$ 60,029	\$ 30,426	\$ 33,654	78%	\$ 60,029	\$ 30,426	\$ 33,654	78%
Lower Huron/Willow/Oakwoods	\$ 60,313	\$ 41,638	\$ 45,339	33%	\$ 60,313	\$ 41,638	\$ 45,339	33%
Lake Erie	\$ 63,844	\$ 43,136	\$ 41,832	53%	\$ 63,844	\$ 43,136	\$ 41,832	53%
<b>Y-T-D TOTALS</b>	<b>\$1,093,083</b>	<b>\$ 589,584</b>	<b>\$ 571,805</b>	<b>91%</b>	<b>\$1,093,083</b>	<b>\$ 589,584</b>	<b>\$ 571,805</b>	<b>91%</b>

District	Y-T-D Vehicle Entries by Management Unit				Y-T-D Total Revenue by Management Unit			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Eastern	57,622	28,445	34,355	68%	510,165	298,060	254,996	100%
Western	82,081	47,204	47,332	73%	458,761	206,751	229,637	100%
Southern	45,299	32,419	32,600	39%	124,157	84,774	87,172	42%

GOLF THIS MONTH	MONTHLY ROUNDS				MONTHLY REVENUE			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Stony Creek	0	0	0	-	\$ -	\$ -	\$ -	-
Indian Springs	0	0	0	-	\$ -	\$ -	\$ -	-
Kensington	0	0	0	-	\$ -	\$ -	\$ -	-
Huron Meadows	0	0	0	-	\$ -	\$ -	\$ -	-
Hudson Mills	0	0	0	-	\$ -	\$ -	\$ -	-
Willow	0	0	0	-	\$ -	\$ -	\$ -	-
Lake Erie	0	0	0	-	\$ -	\$ -	\$ -	-
Total Regulation	0	0	0	-	\$ -	\$ -	\$ -	-
LSC Par 3	0	0	0	-	\$ -	\$ -	\$ -	-
LSC Foot Golf	0	0	0	-	\$ -	\$ -	\$ -	-
<b>Total Golf</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>-</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>

GOLF Y-T-D	GOLF ROUNDS Y-T-D				GOLF REVENUE Y-T-D			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Stony Creek	0	0	0	-	\$ -	\$ -	\$ -	-
Indian Springs	0	0	0	-	\$ -	\$ -	\$ -	-
Kensington	0	0	0	-	\$ -	\$ -	\$ -	-
Huron Meadows	0	0	0	-	\$ -	\$ -	\$ -	-
Hudson Mills	0	0	0	-	\$ -	\$ -	\$ -	-
Willow	0	0	0	-	\$ -	\$ -	\$ -	-
Lake Erie	0	0	0	-	\$ -	\$ -	\$ -	-
Total Regulation	0	0	0	-	\$ -	\$ -	\$ -	-
LSC Par 3	0	0	0	-	\$ -	\$ -	\$ -	-
LSC Foot Golf	0	0	0	-	\$ -	\$ -	\$ -	-
<b>Total Golf</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>-</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>-</b>

AQUATICS THIS MONTH	PATRONS THIS MONTH				MONTHLY REVENUE			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St. Clair	0	0	0	-	\$ -	\$ -	\$ -	-
Stony Creek Rip Slide	0	0	0	-	\$ -	\$ -	\$ -	-
KMP Splash	0	0	0	-	\$ -	\$ 200	\$ 133	-
Lower Huron	0	0	0	-	\$ -	\$ -	\$ -	-
Willow	0	0	0	-	\$ -	\$ -	\$ -	-
Lake Erie	0	0	0	-	\$ -	\$ -	\$ -	-
<b>TOTALS</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>-</b>	<b>\$ -</b>	<b>\$ 200</b>	<b>\$ 133</b>	<b>-</b>

AQUATICS Y-T-D	PATRONS Y-T-D				REVENUE Y-T-D			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St. Clair	0	0	0	-	\$ -	\$ -	\$ -	-
Stony Creek Rip Slide	0	0	0	-	\$ -	\$ -	\$ -	-
KMP Splash	0	0	0	-	\$ -	\$ 200	\$ 133	-
Lower Huron	0	0	0	-	\$ -	\$ -	\$ -	-
Willow	0	0	0	-	\$ -	\$ -	\$ -	-
Lake Erie	0	0	0	-	\$ -	\$ -	\$ -	-
<b>TOTALS</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>-</b>	<b>\$ -</b>	<b>\$ 200</b>	<b>\$ 133</b>	<b>-</b>



PARK	Seasonal Activities this Month				Monthly Revenue			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
<b>Lake St. Clair</b>								
Welsh Center	5	4	9	-42%	\$ 14,550	\$ 4,400	\$ 7,742	88%
Shelters	8	17	15	-48%	\$ 2,725	\$ 5,100	\$ 4,233	-36%
Boat Launches	22	0	0	-	\$ -	\$ -	\$ -	-
Marina	0	0	0	-	\$ -	\$ -	\$ -	-
Mini-Golf	0	0	0	-	\$ -	\$ -	\$ -	-
<b>Wolcott</b>								
Activity Center	0	8	5	-	\$ 500	\$ 1,500	\$ 1,867	-73%
<b>Stony Creek</b>								
Disc Golf Daily	5	1	1	650%	\$ 17	\$ 2	\$ 7	155%
Disc Golf Annual	2	5	14	-86%	\$ 120	\$ 300	\$ 705	-83%
Total Disc Golf	7	6	15	-52%	\$ 137	\$ 302	\$ 712	-81%
Shelters	13	21	19	-33%	\$ 3,075	\$ 4,725	\$ 4,350	-29%
Boat Rental	0	0	0	-	\$ -	\$ -	\$ -	-
Boat Launches	29	12	4	625%	\$ -	\$ -	\$ -	-
<b>Indian Springs</b>								
Shelters	1	3	1	-25%	\$ 200	\$ 600	\$ 292	-31%
Event Room	2	4	3	-33%	\$ 4,100	\$ 8,800	\$ 5,300	-23%
<b>Kensington</b>								
Disc Golf Daily	442	0	2	22000%	\$ 1,326	\$ -	\$ 6	22000%
Disc Golf Annual	46	12	16	194%	\$ 2,740	\$ 700	\$ 882	211%
Total Disc Golf	488	12	18	2662%	\$ 4,066	\$ 700	\$ 888	358%
Shelters	19	35	30	-36%	\$ 4,050	\$ 7,875	\$ 6,675	-39%
Boat Rental	0	0	0	-	\$ -	\$ -	\$ -	-
<b>Huron Meadows</b>								
Shelters	0	5	4	-	\$ -	\$ 1,000	\$ 733	-
<b>Hudson Mills</b>								
Disc Golf Daily	310	52	83	273%	\$ 930	\$ 156	\$ 249	273%
Disc Golf Annual	21	27	27	-21%	\$ 1,220	\$ 1,580	\$ 1,485	-18%
Total Disc Golf	331	79	110	202%	\$ 2,150	\$ 1,736	\$ 1,734	24%
Shelters	1	2	4	-77%	\$ 200	\$ 400	\$ 867	-77%
Canoe Rental	0	0	0	-	\$ -	\$ -	\$ -	-
<b>Lower Huron / Willow / Oakwoods</b>								
Disc Golf Daily	94	39	56	68%	\$ 282	\$ 117	\$ 168	68%
Disc Golf Annual	3	2	3	0%	\$ 1,220	\$ 1,580	\$ 1,047	17%
Total Disc Golf	97	41	59	64%	\$ 1,502	\$ 1,697	\$ 1,215	24%
Shelters	7	31	23	-70%	\$ 1,800	\$ 6,600	\$ 5,017	-64%
<b>Lake Erie</b>								
Shelters	1	8	5	-79%	\$ 200	\$ 1,900	\$ 1,067	-81%
Boat Launches	174	131	131	32%	\$ -	\$ -	\$ -	-
Marina	0	0	0	-	\$ -	\$ -	\$ 19	-

HURON-CLINTON METROPARKS MONTHLY STATISTICS

January, 2021

PARK	Seasonal Activities Y-T-D				Seasonal Revenue Y-T-D			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
<b>Lake St. Clair</b>								
Welsh Center	5	4	9	-42%	\$ 14,550	\$ 4,400	\$ 7,742	88%
Shelters	8	17	15	-48%	\$ 2,725	\$ 5,100	\$ 4,233	-36%
Boat Launches	22	0	0	-	\$ -	\$ -	\$ -	-
Marina	0	0	0	-	\$ -	\$ -	\$ -	-
Mini-Golf	0	0	0	-	\$ -	\$ -	\$ -	-
<b>Wolcott Mill</b>								
Activity Center	0	8	5	-	\$ 500	\$ 1,500	\$ 1,867	-73%
<b>Stony Creek</b>								
Disc Golf Daily	5	1	1	650%	\$ 17	\$ 2	\$ 7	155%
Disc Annual	2	5	14	-86%	\$ 120	\$ 300	\$ 705	-83%
Total Disc Golf	7	6	15	-52%	\$ 137	\$ 302	\$ 712	-81%
Shelters	13	21	19	-33%	\$ 3,075	\$ 4,725	\$ 4,350	-29%
Boat Rental	0	0	0	-	\$ -	\$ -	\$ -	-
Boat Launches	29	12	4	625%	\$ -	\$ -	\$ -	-
<b>Indian Springs</b>								
Shelters	1	3	1	-25%	\$ 200	\$ 600	\$ 292	-31%
Event Room	2	4	3	-33%	\$ 4,100	\$ 8,800	\$ 5,300	-23%
<b>Kensington</b>								
Disc Golf Daily	442	0	2	22000%	\$ 1,326	\$ -	\$ 6	22000%
Disc Annual	46	12	16	194%	\$ 2,740	\$ 700	\$ 882	211%
Total Disc Golf	488	12	18	2662%	\$ 4,066	\$ 700	\$ 888	358%
Shelters	19	35	30	-36%	\$ 4,050	\$ 7,875	\$ 6,675	-39%
Boat Rental	0	0	0	-	\$ -	\$ -	\$ -	-
<b>Huron Meadows</b>								
Shelters	0	5	4	-	\$ -	\$ 1,000	\$ 733	-
<b>Hudson Mills</b>								
Disc Golf Daily	310	52	83	273%	\$ 930	\$ 156	\$ 249	273%
Disc Annual	21	27	27	-21%	\$ 1,220	\$ 1,580	\$ 1,485	-18%
Total Disc Golf	331	79	110	202%	\$ 2,150	\$ 1,736	\$ 1,734	24%
Shelters	1	2	4	-77%	\$ 200	\$ 400	\$ 867	-77%
Canoe Rental	0	0	0	-	\$ -	\$ -	\$ -	-
<b>Lower Huron / Willow / Oakwoods</b>								
Disc Golf Daily	94	39	56	68%	\$ 282	\$ 117	\$ 168	68%
Disc Annual	3	2	3	0%	\$ 180	\$ 120	\$ 167	8%
Total Disc Golf	97	41	59	64%	\$ 462	\$ 237	\$ 335	38%
Shelters	7	31	23	-70%	\$ 1,800	\$ 6,600	\$ 5,017	-64%
<b>Lake Erie</b>								
Shelters	1	8	5	-79%	\$ 200	\$ 1,900	\$ 1,067	-81%
Boat Launches	174	131	131	32%	\$ -	\$ -	\$ -	-
Marina	0	0	0	-	\$ -	\$ -	\$ 19	-

PARK	Cross Country Ski Rental this Month				Cross Country Ski Rental Y-T-D			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Stony Creek	\$ 2,400	\$ 1,127	\$ 1,085	121%	\$ 2,400	\$ 1,127	\$ 1,085	121%
Kensington	\$ 2,430	\$ 2,474	\$ 3,493	-30%	\$ 2,430	\$ 2,474	\$ 3,493	-30%
Huron Meadows	\$ 23,997	\$ 4,362	\$ 7,456	222%	\$ 23,997	\$ 4,362	\$ 7,456	222%
Hudson Mills	\$ -	\$ 690	\$ 1,145	-	\$ -	\$ 690	\$ 1,145	-

PARK	Winter Sports this Month				Winter Sports Y-T-D			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
<b>Lake St. Clair</b>								
XC Skiers	0	0	3	-	0	0	3	-
Ice Skaters	94	0	12	662%	94	0	12	662%
Sledders	128	0	54	139%	128	0	54	139%
Ice Fishermen	243	0	1,037	-77%	243	0	1,037	-77%
<b>Stony Creek</b>								
XC Skiers	588	250	226	160%	588	250	226	160%
Ice Skaters	60	0	2	2900%	60	0	2	2900%
Sledders	1,010	540	493	105%	1,010	540	493	105%
Ice Fishermen	130	9	107	22%	130	9	107	22%
<b>Indian Springs</b>								
XC Skiers	86	44	40	117%	86	44	40	117%
Sledders	361	118	86	318%	361	118	86	318%
<b>Kensington</b>								
XC Skiers	402	360	435	-8%	402	360	435	-8%
Ice Skaters	8	0	4	118%	8	0	4	118%
Sledders	3,040	523	749	306%	3,040	523	749	306%
Ice Fishermen	74	0	54	37%	74	0	54	37%
<b>Huron Meadows</b>								
XC Skiers	3,155	590	1,363	131%	3,155	590	1,363	131%
Ice Fishermen	0	0	0	-	0	0	0	-
<b>Hudson Mills</b>								
XC Skiers	90	158	327	-72%	90	158	327	-72%
<b>Willow</b>								
XC Skiers	2	7	11	-82%	2	7	11	-82%
Sledders	122	110	154	-21%	122	110	154	-21%
<b>Lake Erie</b>								
XC Skiers	0	0	14	-	0	0	14	-
Sledders	0	0	20	-	0	0	20	-
Ice Fishing	82	0	322	-75%	82	0	322	-75%

INTERPRETIVE FACILITIES								
PARK	Monthly Patrons Served				YTD Patrons Served			
	(total program participants and non-program visitors)				(total program participants and non-program visitors)			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St Clair	4,866	5,528	4,719	3%	4,866	5,528	4,719	3%
Wolcott Mill	3,240	1,301	1,987	63%	3,240	1,301	1,987	63%
Wolcott Farm	1,665	942	1,206	38%	1,665	942	1,206	38%
Stony Creek	10,241	11,018	10,553	-3%	10,241	11,018	10,553	-3%
Eastern Mobile Center	107	412	252	-57%	107	412	252	-57%
Indian Springs	1,857	2,879	2,302	-19%	1,857	2,879	2,302	-19%
Kens NC	29,868	14,859	20,585	45%	29,868	14,859	20,585	45%
Kens Farm	10,744	6,810	8,329	29%	10,744	6,810	8,329	29%
Western Mobile Center	222	755	595	-63%	222	755	595	-63%
Hudson Mills	2,563	2,504	2,522	2%	2,563	2,504	2,522	2%
Oakwoods	11,427	8,059	9,113	25%	11,427	8,059	9,113	25%
Lake Erie	14,498	8,243	10,266	41%	14,498	8,243	10,266	41%
Southern Mobile Center	415	717	547	-24%	415	717	547	-24%
Totals	91,713	64,027	72,976	26%	91,713	64,027	72,976	26%

PARK	Monthly Revenue				YTD Revenue			
	Current	Previous	Prev 3 Yr Avg	Change from Average	Current	Previous	Prev 3 Yr Avg	Change from Average
Lake St Clair	\$ 57	\$ 2,702	\$ 2,386	-98%	\$ 57	\$ 2,702	\$ 2,386	-98%
Wolcott Mill	\$ -	\$ -	\$ 184	-	\$ -	\$ -	\$ 184	-
Wolcott Farm	\$ -	\$ 200	\$ 293	-	\$ -	\$ 200	\$ 293	-
Wagon Rides	\$ -	\$ -	\$ 5	-	\$ -	\$ -	\$ 5	-
Livestock/Produce	\$ 4,128	\$ 3,709	\$ 4,043	2%	\$ 4,128	\$ 3,709	\$ 4,043	2%
FARM TOTAL	\$ 4,128	\$ 3,909	\$ 4,341	-5%	\$ 4,128	\$ 3,909	\$ 4,341	-5%
Stony Creek	\$ 33	\$ 1,195	\$ 1,194	-97%	\$ 33	\$ 1,195	\$ 1,194	-97%
Eastern Mobile Center	\$ -	\$ 900	\$ 1,046	-	\$ -	\$ 900	\$ 1,046	-
Indian Springs	\$ 68	\$ 336	\$ 197	-65%	\$ 68	\$ 336	\$ 197	-65%
Kens NC	\$ 765	\$ 1,339	\$ 1,729	-56%	\$ 765	\$ 1,339	\$ 1,729	-56%
Kens Farm	\$ 223	\$ 957	\$ 1,890	-88%	\$ 223	\$ 957	\$ 1,890	-88%
Wagon Rides	\$ 50	\$ 649	\$ 644	-92%	\$ 50	\$ 649	\$ 644	-92%
Livestock/Produce	\$ -	\$ -	\$ 248	-	\$ -	\$ -	\$ 248	-
FARM TOTAL	\$ 273	\$ 1,606	\$ 2,782	-90%	\$ 273	\$ 1,606	\$ 2,782	-90%
Western Mobile Center	\$ -	\$ 1,788	\$ 1,783	-	\$ -	\$ 1,788	\$ 1,783	-
Hudson Mills	\$ 301	\$ 40	\$ 173	74%	\$ 301	\$ 40	\$ 173	74%
Oakwoods	\$ 702	\$ 357	\$ 400	76%	\$ 702	\$ 357	\$ 400	76%
Lake Erie	\$ 679	\$ 331	\$ 505	34%	\$ 679	\$ 331	\$ 505	34%
Southern Mobile Center	\$ -	\$ 2,130	\$ 1,586	-	\$ -	\$ 2,130	\$ 1,586	-
Totals	\$ 7,006	\$ 16,633	\$ 18,307	-62%	\$ 7,006	\$ 16,633	\$ 18,307	-62%



BREAKDOWN OF ATTENDANCE	ON-SITE Programs and Attendance				OFF-SITE Programs and Attendance			
	CURRENT YEAR		PREVIOUS YEAR		CURRENT YEAR		PREVIOUS YEAR	
	Programs	Attendance	Programs	Attendance	Programs	Attendance	Programs	Attendance
Lake St Clair	4	66	22	208	-	-	-	-
Wolcott Mill	-	-	1	2	-	-	-	-
Wolcott Farm	-	-	5	36	-	-	-	-
Stony Creek	121	341	34	1,118	-	-	-	-
Eastern Mobile Center					5	107	19	412
Indian Springs	-	-	21	624	-	-	2	44
Kens NC	45	760	37	951	1	35	3	108
Kens Farm	7	238	21	164	-	-	8	136
Western Mobile Center					16	222	35	755
Hudson Mills	7	63	1	4	-	-	-	-
Oakwoods	15	197	10	90	-	-	1	14
Lake Erie	11	137	8	110	1	16	1	14
Southern Mobile Center					7	415	24	717
<b>Totals</b>	<b>210</b>	<b>1,802</b>	<b>160</b>	<b>3,307</b>	<b>30</b>	<b>795</b>	<b>93</b>	<b>2,200</b>

BREAKDOWN OF ATTENDANCE	OTHER VISITORS (Non-programs)	
	Current	Previous
Lake St Clair	4,800	5,320
Wolcott Mill	3,240	1,299
Wolcott Farm	1,665	906
Stony Creek	9,900	9,900
Indian Springs	1,857	2,211
Kens NC	29,073	13,800
Kens Farm	10,506	6,510
Hudson Mills	2,500	2,500
Oakwoods	11,230	7,955
Lake Erie	14,345	8,119
<b>Totals</b>	<b>89,116</b>	<b>58,520</b>

"ON-SITE" - Statistics includes both programs offered to the public and programs offered to school and scout groups.

"OFF-SITE" - Statistics includes outreach programs at schools, special events such as local fairs, or outdoor related trade shows.

"OTHER VISITORS" - Represents patrons to interpretive centers who visit to view exhibits, walk trails, and generally just enjoy the outdoors.