

Tuesday, October 6, 2020

Ad-Hoc Committee

6:00 PM

McFarland Municipal Center
Community Room

AGENDA

You are invited to this meeting through a Zoom webinar. The Public is strongly encouraged to watch and participate in these meetings remotely through either the webinar or telephone options listed below.

PLEASE CLICK THE LINK BELOW TO JOIN THE ZOOM WEBINAR:

<https://us02web.zoom.us/j/81021776107>

Or by Telephone: +1 (312) 626-6799

Webinar ID: 810 2177 6107

1. CALL TO ORDER.
2. PUBLIC APPEARANCES.
3. APPROVAL OF MINUTES
 - a. Review and possible approval of the September 1, 2020 Ad Hoc Sustainability Committee minutes.
4. BUSINESS.
 - a. Presentation and discussion by Dane County Executive Joe Parisi and Kathy Kuntz, Acting Director Dane County Office of Energy & Climate Change, regarding the Dane County Climate Action Plan.
 - b. Discussion and possible action to make a recommendation to the Village Board regarding selection of a consultant for the McFarland Sustainability Plan.
5. SCHEDULE NEXT MEETING DATE.
 - a. To be determined.
6. ADJOURNMENT.

This meeting notice constitutes an official meeting of the above referenced group and was posted in accordance with all applicable laws related to Open Meetings Law. It is possible that members of and possibly a quorum of members of other governmental bodies of the municipality may be in attendance at the above stated meeting to gather information. No action will be taken by any governmental body at the above stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals. For additional information or to request this service, contact the McFarland Municipal Center at (608) 838-3153 or cassandra.suettinger@mcfarland.wi.us

Working Draft - MINUTES
Ad-Hoc Sustainability Committee Meeting
September 1, 2020

Members Present: Michael Tiboris, Amber Meyer Smith, Bruce Fischer, Judy Taber, Angela Freedman, Mary Robb (arriving at 6:34 p.m.)

Members Absent:

Staff Present: Andrew Bremer

1. CALL TO ORDER

Meeting called to order at 6:00 by Freedman.

2. PUBLIC APPEARANCES

None

3. APPROVAL OF MINUTES

a. Review and possible approval of the August 4, 2020 Ad-Hoc Sustainability Committee meeting.

Tiboris moved to approve the August 4, 2020 minutes. Smith seconded the motion.
Motion carried 5 - 0.

4. BUSINESS.

a. Presentation and discussion by Sustain Dane.

Claire Oleksiak from Sustain Dane gave a presentation on their approach to sustainability covering:

- Why sustainability
- Priority areas
- Sustain Dane 2020 Programs
- Membership benefits

Oleksiak answered questions from the committee about Sustain Dane, along with discussing their goals for Sustain Dane and what the committee feels are their top goals. Members discussed options, potential benefits, levels and costs of joining Sustain Dane and what level other communities have joined Sustain Dane. Bremer indicated he would speak with the Village Administrator in regards to joining Sustain Dane.

b. Discussion regarding Request for Proposals to create a Sustainability Plan for McFarland.

Bremer stated they received 15 proposals, the committee has been going through the proposals but due to the number received need more time to review before setting up a list for interviews. They are not ready at this point to have a recommendation on the agenda.

c. Discussion and possible action to make a recommendation to the Village Board regarding Resolution 2020-16, Resolution to Approving Participation in the Wisconsin Department of Natural Resources Green Tier Legacy Community Program.

Bremer reviewed with members his staff report, and the timeline that will go to the Village Board with their recommendation. Bremer also reviewed how the committees are set up in other communities.

Freedman moved to recommend to the Village Board approval of Resolution 2020-16, Resolution to Approving Participation in the Wisconsin Department of Natural Resources Green Tier Legacy Community Program. Smith seconded the motion. Motion carried 6-0.

5. SCHEDULE NEXT MEETING DATE

a. Tuesday October 6, 6:00 pm

6. ADJOURNMENT.

Tiboris moved to adjourn, Fischer seconded the motion. Motion carried. Meeting adjourned at 7:13 p.m.



VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, October 6, 2020

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Presentation and discussion by Dane County Executive Joe Parisi and Kathy Kuntz, Acting Director Dane County Office of Energy & Climate Change, regarding the Dane County Climate Action Plan.

PREVIOUS ACTION:

ISSUE SUMMARY:

Executive Parisi and Acting OECC Director Kuntz will attend the October Sustainability Committee meeting to provide an overview of the County's Climate Action Plan (CAP). The CAP was issued in April 2020 after two years of effort by the Dane County Office of Energy and Climate Change (OECC) and the Dane County Council on Climate Change. As the Committee embarks on creation of a sustainability plan for McFarland it will be beneficial to understand what is Dane County's plan and how does the Village fit in and support the County's plan.

The following is a link to the County's Climate Action Plan.

<https://daneclimateaction.org/climate-action-plan>

FINANCIAL/BUDGET IMPACT:

VILLAGE PLAN REFERENCE:

ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

This agenda item is presented for discussion only.

ATTACHMENTS:

None





VILLAGE BOARD SUMMARY SHEET

MEETING DATE: Tuesday, October 6, 2020

SECTION: Business

DEPARTMENT: Community Development

CONTACT: Andrew Bremer, Comm & Eco Dev Director

AGENDA ITEM: Discussion and possible action to make a recommendation to the Village Board regarding selection of a consultant for the McFarland Sustainability Plan.

PREVIOUS ACTION:

July 13, 2020. Village Board approval to issue a Request For Proposals for the completion of a Sustainability Plan for McFarland.

ISSUE SUMMARY:

The Village received 15 proposals from consultants responding to the Village's Request for Proposal to create a Sustainability Plan for McFarland. The RFP is attached in the packet for reference. A list of the 15 proposals received, firm base prices, total project hours, average hourly rates and total prices including optional services are included in the packet for informational purposes. The Evaluation Team, consisting of the Committee Chair, Vice Chair, Administrator and Community & Economic Development Director reviewed the 15 proposals against the RFP Submittal Requirements (Section 6) and Evaluation Criteria (Section 7). After this initial review the Evaluation Team short-listed five firms to interview: Burton Planning Services/Nomad Planners, Graef, GZA GeoEnvironmental, Lotus, and MSA Professional Services. After the interviews were complete, the Evaluation Team unanimously recommends to the Sustainability Committee and Village Board the award of the project to MSA Professional Services. MSA's proposal is included within the packet. The Village received many excellent proposals. The Evaluation Team felt that MSA's proposal best meet the Submittal Requirements and Evaluation Criteria from the RFP.

FINANCIAL/BUDGET IMPACT:

The 2020 Village Budget includes \$25,000 for completion of a Sustainability Plan. Earlier this year the Village Board borrowed for these funds as part of a larger municipal bond. The recommended consultant's bid price is \$24,800.

VILLAGE PLAN REFERENCE:



ORDINANCE REFERENCE:

BOARD, COMMISSION OR COMMITTEE RECOMMENDATION:

Recommend to the Village Board selection of MSA Professional Services as the consultant for completion of the McFarland Sustainability Plan.

ATTACHMENTS:

1. McFarland Sustainability Plan RFP 07.15.2020
2. Sustainability Plan Proposals - Price and Hour Firm Summary
3. Sustainability Plan Proposal - MSA - 2020_8_14



VILLAGE OF
McFarland

Request For Proposals

Sustainability Plan

RFP Issuance Date: July 15, 2020

RFP Due Date: August 14, 2020

Please Submit to:

McFarland Department of Community Development
Attn: Sustainability Plan RFP
5915 Milwaukee Street, PO Box 110
McFarland, WI 53558

SECTION 1 Purpose

The purpose of this Request for Proposals (RFP) is to receive competitive proposals from qualified consultants who are interested in completing a new Sustainability Plan for the Village of McFarland. The creation of this document is meant to contain a guiding vision, measurable objectives, and targeted strategies (plans of action) intended to help the Village practically implement ideas for operating more efficient and sustainable. The plan will need to be far reaching to outline sustainable opportunities within our Community as well as within the operations of the Village. To that end, the plan will require input on its development from the public, staff, businesses, other stakeholders, and all Village boards, commissions, and committees. The selected Consultant will need to be dynamic and engaging to announce sustainable best practices within the Community in order to complete a meaningful plan for implementation.

SECTION 2 History and Background

The Village of McFarland is located adjacent to the southeast side of the City of Madison in Dane County. The current population of McFarland is estimated over 8,700 residents. The Village is serviced by WI State Highway 51 serving as the main connection point between the cities of Madison and Stoughton. The Village of McFarland has 75 permanent employees supplemented by seasonal, temporary, and part-time employees when necessary. The Village's primary departments include Administration, Community Development, Communications/Technology, Fire and Rescue, Library, Public Works (including Parks and Utilities), Police, and Senior Outreach. More information about the Village is available at www.mcfarland.wi.us.

On January 13, 2020, the Village Board for the Village of McFarland adopted Resolution #2020-04 in order to create the Sustainable McFarland Ad-Hoc Committee. While temporary in nature, they were charged with completing three main tasks: 1) Draft and Develop a Sustainability Plan for the Village; 2) Evaluate Joining the WDNR Green Tier Program; and 3) Make Recommendation on being Established as a Standing Committee. They were given until May 1, 2021 to complete these tasks and make their final recommendation to the Village Board. This Committee has now been called to order and held their first meeting on June 2, 2020 and will be the Committee of record for the Consultant to work with to develop the Sustainability Plan. Staff Support shall be provided by the Community Development Department. The Committee meets on the first Tuesday of the month at 6:00 pm.

SECTION 3 Plan Guidelines

This Plan will look to embrace the following sustainability guidelines as appropriate and applicable:

1. Reduce dependence on fossil fuels and extracted underground metals and minerals.
2. Reduce dependence on chemicals and other manufactured substances that can accumulate in nature.

3. Reduce dependence on activities that harm life-sustaining ecosystems.
4. Reduce barriers to achieving present and future human needs equitably and efficiently.

SECTION 4 Scope of Work

The selected Consultant will provide a full range of municipal planning services required to create an independent Sustainability Plan as listed. The desired services include, but are not limited to the following:

1. Development of a Sustainability Plan for the Village of McFarland that is engaging within our Community and comprehensive in its execution. This plan will include but is not limited to the development of sections addressing Community Health, Energy, Land Use & Development, Transportation, Waste, Water, and General Sustainability.
2. Each Section of the Plan will prepare a Vision Statement to describe in qualitative terms what sustainability looks like within that section and how the noted sections function in our Community.
3. Specific metrics will be drafted within each section that will serve as baseline sustainability indicators to align with the vision statement by which the Village can quantify performance and progress.
4. The Plan will list performance targets within each section as the Village's Improvement Goals as specific, measurable goals to which the Village aspires to achieve.
5. There will be an action plan for each section that provides for specific projects, programs, and initiatives to help the Village achieve the set targets and vision. The action plan will identify individuals, departments, or committee's responsible for advancing completion of projects, programs, and initiatives as well as timeframes and priorities for completion. The action plan will also identify potential partners outside of the Village that may assist in achieving actions as well as sources of funding.
6. The Plan will be drafted in such a way for the Village to measure performance towards its targets each year as defined within the sections as part of its annual renewal commitment to the identified sustainable efforts.
7. Selected Consultant shall be responsible for plan engagement to gather input from the following:
 - a. General Public.
 - b. Village Boards, Commissions, and Committees.
 - c. Local Businesses.
 - d. School District

- e. Village Departments through their Department Heads
 - f. Other Key Stakeholders
 - g. Consultant will work with the Village on best practices for engaging these audiences whether through surveys, focus groups, open houses, virtual meetings, or other means to be suggested and determined.
8. Review of the Village's Strategic Plan, Comprehensive Plan, Parks and Open Space Plan, and all other relevant existing plan documents for sustainable elements or suggestions to add sustainable best practices.
 9. Work with the Village's Sustainable McFarland Ad-Hoc Committee as is necessary to prepare plan.
 10. Consultant will be responsible for preparing the final report that is user friendly, incorporating graphics and minimizing text to present a clear and concise planning document.

These are the general requirements for the creation of a Sustainability Plan and are not intended to be a comprehensive list of tasks and deliverables. It is expected that the chosen consultant will provide the Village with more specific recommendations for approaches, tasks, and deliverables based on their experience and expertise from past work on similar projects.

SECTION 5 Deliverables

The selected Consultant shall complete a final Sustainability Plan document that contains a phased implementation schedule, relevant graphics, supporting metrics/data points, estimated costs, narrative description of recommendations, and associated narrative in order to present a complete document. A final presentation of the plan will be required once the document is complete to both the Sustainable McFarland Ad-Hoc Committee and Village Board. The Consultant should also budget for an appropriate amount of meetings with the Committee to build the plan. The final plan put forth for acceptance shall be completed in such a way that it can be fully integrated with other plans and initiatives adopted by the Village. The selected Consultant shall provide the Village with an electronic copy of the final plan in its original and pdf format, including all maps, graphics, or tables used to create the plan. The selected Consultant shall provide the Village with 10 hard copies of the final plan. Draft deliverables may be provided in pdf format.

SECTION 6 RFP Submittal Requirements

1) Qualification Details consisting of:

- a. Cover Letter – Including, but not limited to a statement of understanding and approach to this project.

- b. Experience – Specific project experience detailing completed, similar or relevant projects that the applicant has executed. Links to similar or relevant projects are encouraged.
- c. References – Provide a minimum of three municipal client references for which the applicant has provided similar planning services within the last three to five years. Include the name and telephone number of the contact person and a description of services provided to that contact.

2) Technical Proposal consisting of:

- a. Project Approach – A description of the approach to be taken toward completion of the project, an explanation of any variances to the proposed scope of work as outlined in the RFP, and any insights into the project gained as a result of developing the proposal.
- b. Scope of Work – Scope of work that includes steps to be taken, including any products or deliverables as aligned with this RFP.
- c. Estimated Labor Hours – A summary of estimated labor hours by task that clearly identifies the project team members and the number of hours performed by each participant organized by task.
- d. Key Personnel – List of personnel directly assigned to the project, along with responsibilities on this project and resumes. Include organizational chart of personnel involved in the project. The firm's Project Manager, who will be responsible for planning, coordinating, and conducting the majority of the work, including meeting attendance with the Committee, must be identified and committed to the project. Village reserves the right to approve Consultant's project manager and any requested personnel and subcontractor changes during the course of the project.
- e. Project Schedule – A proposed schedule that indicates project milestones and overall time for completion of the Plan.
- f. Supplemental Information – Any other information deemed necessary to address the requests of this RFP.

3) Cost Proposal consisting of:

- a. Cost – Lump Sum price to complete the plan as proposed in the Scope of Work.
- b. Additional Fees – Hourly price by employee to complete any additional items not identified in the above Scope of Work.

4) General requirements consisting of:

- a. Due Date – Responses to the RFP must be received by the end of day on Friday, August 14, 2020. Proposals received late, for any reason, shall not be accepted.
- b. Location – RFP submittals shall be provided to McFarland Department of Community Development, Attn: Sustainability Plan RFP, 5915 Milwaukee Street, PO Box 110, McFarland, WI 53558.
- c. Format – Prospective consultants shall provide seven (7) printed copies of the proposal and one (1) electronic copy. Hard copies of similar or relevant plans are not required and can be provided electronically.
- d. Property – All information developed as part of this RFP, including graphics and data, shall become the property of the Village upon completion of the report. All text shall be submitted electronically as is most convenient. All original graphics generated as a part of the RFP shall be submitted to the Village in an easily reproducible hardcopy and electronic format as applicable.

SECTION 7 Evaluation Criteria

The following criteria will be used to evaluate each proposal submitted:

- Experience and qualifications relevant to key personnel.
- Project understanding and knowledge of area depth or relevant technical experience.
- Proven ability to appeal to a wide audience and incorporate public comment into plan.
- Ability to be responsive in meeting schedule required to complete the plan and deliverables.
- Ability to meet budget/value as related to proposed and additional costs.
- Level of experience with local government entities of similar size, structure and complexity.
- Demonstration of innovative approaches particular to technical solutions.
- Quality, clarity and completeness of submittal package.

SECTION 8 Method of Selection

The Village Administrator; Community and Economic Development Director; and Chairperson and Vice-Chairperson for the Sustainable McFarland Ad-Hoc Committee will conduct the evaluation of proposals submitted. This will comprise the RFP Evaluation Team. They will make a recommendation to the Sustainable McFarland Ad-Hoc

Committee whom will make the final recommendation to the Village Board for action. The following method and timeline will be utilized in order to select the desired proposal:

- **July 15th – RFP Issuance Date**
- **August 14th – RFP Due Date**
- **August 17th – Evaluation:** During this week, the Evaluation Team will review the proposals and decide which, in its sole discretion, it chooses to further consider via an in-person interview.
- **August 24th – Interviews:** During this week, the Evaluation Team will host interviews of perspective consultants in order to make a selection.
- **August 28th – Make Recommendation:** The Evaluation Team will make its recommendation to the Committee for further consideration following completion of their work to evaluate the proposals.
- **September 1st – Sustainable McFarland Ad-Hoc Committee:** The Committee will consider the recommendation of the Evaluation Team in order to make their own recommendation to the Village Board.
- **September 14th – Village Board:** The Board will take final action to consider acceptance of the recommended proposal and enter into a contract for this purpose.
- **October 1st – Estimated project commencement date.**
- **May 1, 2021 – Estimated project completion date.**

SECTION 9 Terms and Conditions

Each proposal will be reviewed to determine if it meets the submittal requirements contained within this RFP. Failure to meet the requirements for the RFP can be cause for rejection of the proposal. The Village may reject any proposal if it is conditional, incomplete, contains irregularities, or if in the sole discretion of the Village not considered in our best interest. The Village may waive an immaterial deviation in a proposal, but this shall in no way modify the proposal document or excuse the Consultant from compliance with the contract requirements if the Consultant is awarded a contract. A prospective Consultant may be requested for an interview at the sole discretion of the Village. The recommended Consultant will be selected and approved by the Village Board.

The Village uses a standard template contract for such services and will require its utilization for this project. A copy of the standard template can be provided for review upon request and will be updated to adapt to the proposal ultimately selected.

There is no expressed or implied obligation for the Village to reimburse firms for any expenses incurred in preparing proposals in response to this request. Materials

submitted by respondents are subject to public inspection under Wisconsin law. Any language purporting to render the entire proposal confidential or proprietary will be ineffective and will be disregarded.

The Village reserves the right to retain all proposals submitted, and to use any idea in a proposal, regardless of whether the proposal was selected. Submission of a proposal indicates acceptance by the firm of the conditions contained in the RFP, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between the Village and the Consultant.

All property rights, including publication rights of all reports produced by the selected firm in connection with services performed under this agreement shall be vested in the Village.

The Village reserves the right to reject any or all proposals submitted.

Sustainability RFP - Proposals Received	Base Proposal Price	Project Hours	Average Hourly Rate	Base + Optional Services
Ayres & JSD	\$ 25,000	182	\$ 137	\$ 25,000
Beckett Raeder	\$ 58,640	486	\$ 121	\$ 58,640
Bishop Land Design	\$ 85,860	458	\$ 187	\$ 85,860
Burton Planning & Nomad	\$ 25,000	250	\$ 100	\$ 62,000
Cardno	\$ 30,000	302	\$ 99	\$ 30,000
Delta Institute/Strang	\$ 24,970	148	\$ 169	\$ 58,326
Farr	\$ 25,000	170	\$ 147	\$ 32,500
Graef	\$ 25,000	186	\$ 134	\$ 25,000
Green Bicycle	\$ 20,000	200	\$ 100	\$ 20,000
GZA	\$ 25,000	369	\$ 68	\$ 25,000
Lotus	\$ 47,065	493	\$ 95	\$ 47,065
MSA & Kinesis	\$ 24,800	220	\$ 113	\$ 24,800
Pale Blue Dot	\$ 32,800	394	\$ 83	\$ 38,000
Perkins Will	\$ 50,000	333	\$ 150	\$ 50,000
Remote Allies	\$ 22,500	209	\$ 108	\$ 22,500

PROPOSAL TO PROVIDE
Sustainability Plan



MSA PROFESSIONAL SERVICES, INC.

1702 PANKRATZ STREET, MADISON, WI 53704

Contact: Jason Valerius, AICP
Phone: (608) 242-6629
Email: jvalerius@msa-ps.com
Website: www.msa-ps.com



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QUALIFICATIONS

Cover Letter
Experience
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August 14, 2020

McFarland Department of Community Development
Attn: Sustainability Plan RFP
5915 Milwaukee Street, PO Box 110
McFarland, WI 53558

Re: Proposal to Provide Sustainability Plan

Dear Andrew,

We understand that the Village wants its continued growth and high quality of life to be sustainable, and desires a specific, strategic plan for municipal action. The Village's 2017 Comprehensive Plan mentions sustainability about a dozen times, in the context of land use, housing, transportation, community facilities and infrastructure, and natural resources. The present planning effort would consider those issues and others as part of a holistic look at how the Village and its residents can reduce their various impacts on the natural world while meeting their own needs equitably and efficiently.

We are thrilled to see that you are seeking a plan that uses data, sets performance targets, and establishes a routine for tracking progress toward those targets. MSA developed a similar approach to sustainability planning, in partnership with two other firms, at a time when many communities were *talking* about sustainability but struggling to translate that talk into action. We worked with two Madison-area communities at that time—scenarios which illustrate both the possibilities and the pitfalls of sustainability planning. In both the City of Middleton and the Village of Cottage Grove, we had newly created Sustainability Committees that worked with us to establish vision statements, collect data, set targets, and prioritize actions. Middleton's committee enjoyed the support of City Council and City staff, including a designated Sustainability Coordinator. Our work with that committee helped to give structure to their discussions and orient their work, and that committee continues to play an important role today in Middleton's many efforts toward sustainable living. We conducted a similar effort with the Village of Cottage Grove, but following significant turnover on Village Board and a new focus on short-term fiscal issues, the completed plan was downgraded to a "Community Indicators Project" that was thereafter ignored. The Sustainability Committee eventually disbanded.

The point of this tale is to emphasize the importance of political will to pursue sustainability. Our approach will incorporate the elements suggested in the RFP, but it will also pay special attention to the perspectives of the elected officials that have the power either to implement or ignore a Sustainability Plan, especially through the budget process. While some actions are budget-neutral or even provide cost savings, others will come with new costs and/or may be controversial for other reasons. Our process includes several touch points with Village Board and a variety of methods to identify community support for ideas and initiatives in the plan. We will work with Village staff and the committee to craft a plan that will have the support of the Village Board.

As you review our proposal, please contact either of us at any time with questions. We would love to work with the Village on this initiative and look forward to your contact.

Sincerely,
MSA Professional Services, Inc.

A handwritten signature in black ink that reads "Jason Valerius".

Jason Valerius, AICP
Principle in Charge
(608) 242-6629 | jvalerius@msa-ps.com

A handwritten signature in black ink that reads "Ria Hull".

Ria Hull, AICP
Project Manager
(608) 242-6647 | rhull@msa-ps.com

FIRM PROFILE.

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

MSA's roots reach back to the 1930s. Once a rural land survey company, our firm now consists of approximately 350 engineers, architects, planners, funding experts, surveyors, GIS experts and environmental scientists. MSA excels at helping clients identify grant and funding sources and then delivering high quality, cost-effective solutions.

	<p>100% EMPLOYEE-OWNED</p> 	<p>\$500+ MILLION GRANTS & LOW-INTEREST LOANS</p> <p>We've helped our clients secure to help offset the cost of infrastructure projects</p> 
<p>63 INDUSTRY AWARDS EARNED SINCE 2010</p>	 <p>350+ TEAM MEMBERS THROUGHOUT OUR OFFICES</p>	<p>ENABLING PEOPLE TO POSITIVELY IMPACT THE LIVES OF OTHERS</p>

CLIENT EXPERIENCE.

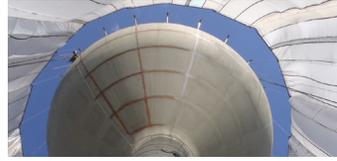
Percentage of clients who say MSA met or exceeded their expectations based on the following categories.

How does the Client Experience work in Proposals/SOs?

As part of our ongoing quality assurance program, we periodically request feedback from clients and project stakeholders to create better project outcomes for you.

These easy-to-complete surveys offer you the opportunity to comment on several areas of our performance throughout the duration of your project, which in turn helps us adapt our processes to your unique needs. Your feedback is specific to your project, and is returned directly to the people working with you. We pledge to respond to any issues you identify as the project proceeds.

<p>ACCURACY</p> <p>98%</p> 	<p>HELPFULNESS</p> <p>96%</p> 
<p>QUALITY</p> <p>99%</p> 	<p>SCOPE & FEES</p> <p>97%</p> 
<p>RESPONSIVENESS</p> <p>98%</p> 	<p>SCHEDULE</p> <p>98%</p> 



ENGINEERING

We know the key to strong communities is the happiness of their residents and the health of their economies. MSA focuses on working alongside public and private clients to achieve both these ends by designing and constructing projects that solve age-old problems and encourage new development.

- Street and Utility Design and Reconstruction
- Potable Water Supply, Treatment and Distribution
- Wastewater Collection and Treatment Systems
- Stormwater Management
- Park and Recreational Space Design
- Site and Land Development Civil Design
- Airport Planning and Design
- Agricultural Engineering
- Bridge Design and Construction
- Traffic Planning and Engineering
- Real Estate Acquisition

ARCHITECTURE

From intricate historical restorative projects to high-rise programming and design, our team of architects aspires to design buildings that enrich the lives of our clients and enhance their futures.

- Architectural Design
- Mechanical, Electrical and Plumbing Design
- Building Planning and Feasibility Studies
- Park, Recreation and Aquatic Facility Design
- Programming and Space Planning
- Site/Building Evaluation
- LEED® and Sustainable Design

SURVEYING

MSA's surveyors have the resources and expertise to efficiently and accurately complete fieldwork and to provide high-quality survey documents.

- Land Surveys (Boundary Location or Establishment)
- Subdivision Surveys
- Topographical Surveys for Development Projects
- Redevelopment/Streetscape Surveys
- Infrastructure/Facility Design Surveys
- Utility Surveys
- Flood Elevation Surveys
- Construction Staking
- Control Surveys for Environmental Assessments
- ALTA/ACSM Land Title Surveys
- Mobile and Web-Based GIS Development

FUNDING

Our funding experts excel at coordinating grant and loan applications, and fulfilling the requirements of various agencies to help our clients turn project ideas to reality.

- Tax Increment Financing (TIF)
- Grant Writing
- Grant Administration
- Project Financing
- Stormwater Utility Studies and Creation

PLANNING & LANDSCAPE ARCHITECTURE

MSA has specialists in all areas of community planning, urban design and economic development. Our award-winning planners work to understand the challenges our clients face and help them develop sustainable, implementable plans to provide guidance in overcoming those hurdles.

- Comprehensive Planning
- Neighborhood and Corridor Planning
- Park and Recreation Planning
- Downtown Revitalization
- Housing
- Economic Development
- Capital Improvement and Strategic Planning
- Public Administration
- Urban Design
- Transportation Planning

ENVIRONMENTAL SERVICES

MSA's environmental scientists and technicians help communities identify and clean up contamination. We understand regulatory requirements and have built critical relationships with regulatory agencies.

- Phase I and II Environmental Site Assessments
- Wetland Design, Delineation, Restoration and Permitting
- Brownfield Site Development
- Asbestos, Lead and Mold Inspection/Remediation
- Spill Investigation and Remediation
- Solid and Hazardous Waste Management
- Permitting and Planning
- NPDES Compliance, Adaptive Management Plans, and Nutrient Trading

Sustainable City Plan

November 2010



City of Middleton



THIS REPORT IS FORMATTED FOR DOUBLE SIDED PRINTING



PREPARED BY MSA PROFESSIONAL SERVICES, INC.
SEVENTH GENERATION ENERGY SYSTEMS, AND GDS ASSOCIATES

REFERENCE INFORMATION
 Abby Attoun, Associate Planner
 City of Middleton
 (608) 827-1043



SUSTAINABLE CITY PLAN

Middleton, WI

A thriving urban area on the western edge of Madison, the City of Middleton continually strives to provide a high standard of living for its residents. As such, one of its primary focuses has been to institute various sustainability measures to increase community vitality and viability. The City’s Sustainability Committee recognized the need to create a strategic plan to organize and prioritize the many proposed sustainability actions. The committee secured funding for consultant assistance to facilitate a sustainability planning process.

MSA partnered with GDS Associates and Seventh Generation Energy Systems and proposed a Sustainability System to the City – a framework for continual improvements geared toward creating a sustainable future.

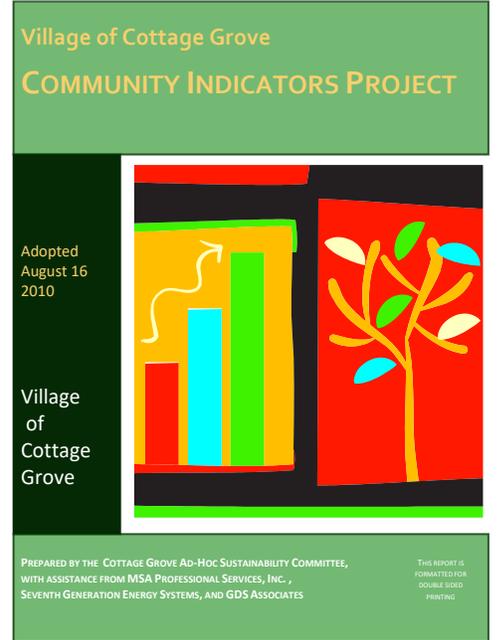
The system is comprised of the following components:

- A community vision for sustainability
- Measurable indicators of sustainability, including a record of baseline conditions and performance
- Performance targets associated with each Indicator
- An “opportunities assessment” to identify immediate action items

- A prioritized Action Plan
- Adoption by council
- Annual performance tracking, monitoring progress toward the targets
- Annual update/renewal of the Action Plan

The City of Middleton formed a Green Team consisting of members of the City’s Sustainability Committee. This team included elected officials and key municipal employees. After facilitating community visioning sessions and preparing a baseline assessment, our team recommended sustainability indicators and preliminary targets for the City to pursue. The Green Team then held a series of internal meetings with various City departments to further refine those indicators and targets and to identify viable actions to meet the selected targets.

City Council approved and adopted the Sustainability System in December, 2010. City staff will review and update the system each year moving forward.



SUSTAINABILITY SYSTEM

Cottage Grove, WI

MSA partnered with GDS Associates and Seventh Generation Energy Systems and proposed a Sustainability System to the Village – a framework for continual improvements geared toward creating a sustainable future.

The Village formed an Ad-Hoc Sustainability Committee. This team included elected officials, interested residents, and key municipal employees. After facilitating community visioning sessions and preparing a baseline assessment, our team recommended sustainability indicators and preliminary targets for the Village to pursue. The Village adopted the final product as a Community Indicators Project.

COMPREHENSIVE PLAN

Sun Prairie, WI

The City of Sun Prairie has been one of the fastest growing communities in the state over the past two decades. The community of nearly 35,000 residents continues to grow and add new development. This growth has yielded serious conversations within the community about how much the City should grow and what growth looks like. To address this broad question and develop a vision for the future, the City of Sun Prairie and MSA worked together to update its 2009 Sun Prairie Comprehensive Plan.

To ensure many community voices were heard throughout the planning process, there was a large public engagement component which included monthly meetings with a citizen steering committee, two series of community forums, a comprehensive community survey and 15+ focus group discussions with community residents and organizations. In order to get more involvement and buy-in from residents, the planning effort also had more of a neighborhood focus which allowed people to comment and express concerns about the areas they live in and care most about. The top issues that were brought up during these public engagement events included: community growth, climate change impacts, a tight labor market, ensuring Sun Prairie is attracting the right jobs, housing affordability, public transportation, bicycle and pedestrian facilities, incomplete neighborhoods, urban design guidance and partnership with the school district.

The updated plan features a concise Sustainability Commitment, and it distributes and integrates sustainability policies and actions throughout the plan, tying them to the corresponding elements of the plan.

REFERENCE INFORMATION
 Tim Semman, Director of Planning
 City of Sun Prairie
 (608) 837-2511
 tsemman@cityofsunprairie.com

SUN PRAIRIE
COMPREHENSIVE PLAN
 2019-2039



Vision Statement
 "The City of Sun Prairie seeks balanced growth, safe and healthy neighborhoods, and opportunity for all residents to pursue their dreams and live full lives."

CITY OF SUN PRAIRIE + MSA



Sustainability Initiatives



Sustainability is about considering the economic, social and environmental impacts of various decisions and investments. The City's greatest opportunity to implement changes are in its own facilities, services and infrastructure. See the side bar for the top five things the City can do to be more sustainable based on the 2018 Community Survey. Policies and actions related to sustainability are tagged with this leaf symbol.



greater investment was "street maintenance". A lesser number of respondents supported greater investment in other utilities and community services, including police protection (31%), drinking water quality (29%), recycling services (28%), and fire protection (21%).

Public/Private Event Venue



Several community groups have noted that Sun Prairie lacks an indoor, general purpose venue that can accommodate 100+ people. This is of particular interest to ethnic groups within the community.

Sustainability
 The 2018 Community Survey asked people to indicate their support for up to five things the City can do to be more sustainable. The top five options were: energy efficient street lighting (62%), use of "green" building technologies in public buildings (57%), build a public market to sell locally-grown foods (48%), fill gaps in the bike and pedestrian network (48%), and encourage recycling of construction waste in public projects.

VOLUME 2: GOALS, POLICIES & ACTIONS | 4-3

COMPREHENSIVE PLAN

La Crescent, MN

MSA led creation of a comprehensive plan update for the City of La Crescent, its first in nearly 20 years. La Crescent is one of several municipalities in the La Crosse Metro area that is seeing growth and infill development opportunities as a result of a strong regional employment market. The planning process was unique - we helped form and facilitate a series of seven different study groups, one for each of the core policy chapters of the plan. After a city-wide kickoff visioning event, we worked with each of the individual committees to craft vision statements, goals, objectives and actions specific to each topic. We then wove those pieces into a coherent whole, including efforts to show the relationship among the topics. The resulting plan, adopted in 2016, clarified a community priority on family housing, infill development, downtown revitalization, and outdoor recreation investments.

REFERENCE INFORMATION
 Donald Smith, Planning Commission Chair
 City of La Crescent
 (608) 792-9897
 prodonald@aol.com

We also facilitated work sessions with the City's Ad-Hoc GreenStep Committee, a group of staff and citizens that selected and prioritized best practices for local implementation, from the hundreds identified in the GreenStep program. Many of those selections were policies that were integrated into the Comprehensive Plan.

Goals, Objectives, Strategies

Strategies

18. The City may partner with the school district to consider jointly lobbying against the application of standardized state school siting requirements which would have a detrimental affect on public health, urban sprawl and the cost to build and provide services, including transportation facilities, to new school built in La Crescent.
19. The City will continue to collaborate with area schools to maximize the community's capital investment in school facilities by making those facilities readily available, as feasible, for other uses that support social interaction and health within the community, such as community meetings, neighborhood education programs, neighborhood festivals, theatre productions, and adult sports.
20. The City will work with the school district to engage students in civic involvement and City operations. This may include student representation on City committees to foster the next generations of community leaders and to gather input from the youth of the community on City projects.
21. Consider developing a "sister city" to La Crescent to share and exchange ideas for community improvement projects.
22. The City will consider the use of new technologies, such as mobile applications, to provide or make more accessible information to residents and visitors regarding community amenities, events and news related to city meetings, projects, and development review.
23. Track and report energy use in City buildings as part of the GreenStep program.
24. New City-owned buildings will use a green building framework to achieve superior environmental performance, to show leadership in implementation of GreenStep.
25. All new outdoor lighting on City properties will be energy efficient (e.g. LED lamps) and dark-sky compliant (i.e. no light shining toward the sky). Retrofitting of existing lights will be considered, especially when energy cost savings can offset the cost of the new lights. This may include the use of timers and/or dimmers in the parking lot of the ice arena.

26. Adopt a Sustainable Purchasing Policy for City operations that directs, at minimum, the purchase of energy-star compliant equipment and paper with at least 30% post-consumer recycled content.
27. Reduce the City's need for paper and printing by providing to City Council and Committee members laptops or tablets and digital meeting materials.
28. Maintain a Green Team Committee to pursue implementation of GreenStep initiatives. The Green Team should meet regularly to discuss progress and select additional actions, and it should report out to City leaders at least annually.
29. Initiate a community discussion about the remodeling or replacement of City Hall. The discussion, and any investment in the facility, should address the safety of all City Hall users, including staff, City Council and committee/ commission members, and visitors/residents.
30. Facilitate the development of event spaces and facilities, either as part of new public buildings or private development, such as a hotel. Prioritize quality building and site design that incorporates views of the local bluffs and/or waterways.
31. Seek opportunities to incorporate public art into visible public infrastructure. Work with artists or landscape architects on prominent projects to explore ways to incorporate creative expression cost effectively.



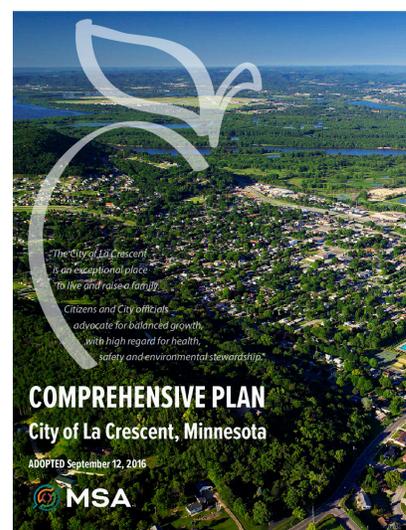
2-25

About the GreenStep Program

Minnesota GreenStep Cities is a challenge, assistance and recognition program to help cities achieve their sustainability goals through implementation of 28 best practices. Each best practice can be implemented by completing one or more specific actions from a list of four to eight actions. These actions are tailored to all Minnesota cities, focus on cost savings and energy use reduction, and encourage innovation.

La Crescent joined this program in 2015, and is committed to implementation through a combination of public and private initiatives.





Plan excerpt with GreenStep sustainability actions (23-28)



City of Middleton, WI

ABBY ATTOUN, AICP | DIRECTOR OF PLANNING AND COMMUNITY DEVELOPMENT

Project Name: Middleton Sustainability Plan

Project Description: Worked with Abby while she was Sustainability Coordinator to create the City's 2010 Sustainability Plan.

P: (608) 821-8343

E: aattoun@ci.middleton.wi.us



City of Sun Prairie, WI

TIM SEMMAN, AICP | PLANNING DIRECTOR

Project Name: City of Sun Prairie Comprehensive Plan

Project Description: Worked with Tim and City planning staff to prepare the 2019 Comprehensive Plan, including a sustainability vision statement and specific action items throughout the plan that serve to make the City more sustainable in various ways.

P: (608) 825-1107

E: tsemman@cityofsunprairie.com



City of La Crescent, MN

DONALD SMITH | FORMER PLANNING COMMISSION CHAIR

Project Name: City of La Crescent Comprehensive Plan

Project Description: Worked with Donald and the Steering Committee to include and identify various policies and actions intended to make the community more sustainable.

P: (608) 792-9897

E: prodonald@aol.com

TECHNICAL PROPOSAL

Proposal Approach
Scope of Work
Estimated Labor Hours
Key Personnel
Project Schedule
Supplemental Information - N/A



PROJECT APPROACH

We propose an approach with five phases or categories of activity:

Phase I – Stakeholder Engagement

This phase will be active throughout the planning process, and includes all of our work with Village staff, elected and appointed officials, and the general public. We see the Village Board as especially important to the ongoing success of this plan as a tool for action, and so, in addition to direct consultation with the Board during this process, we will consistently hold a lens to draft materials that considers the perspective of Village Board and the voting public.

Phase II – Visioning

This phase will result in a vision statement for each of the seven intended plan topics:

- Community Health
- Energy
- Land Use & Development
- Transportation
- Waste
- Water
- General Sustainability

Phase III – Data Collection

The purposes of this phase are to identify any available data that can describe conditions associated the plan, and to assess the quality and routine availability of that data (does it measure what we think it measures, and can we repeat the measure as needed?).

Phase IV – Metrics, Targets and Actions

The Metrics, Targets and Actions are where this plan becomes real. We will help the Village select metrics based on the available data, set targets based on feasibility discussions, and establish an action plan for at least the first three years. As part of this phase we will identify the linkages and relationships between this plan and others. Actions may include future efforts to update other plans, either to incorporate content from the Sustainability Plan or to make reference to it.

Phase V – Document Assembly and Adoption

After assembling the final document, we will assist the Village through the adoption process, including Ad-Hoc Committee approval and Village Board adoption.

SCOPE OF WORK

The Scope of Work is described in five phases.

Phase I – Stakeholder Engagement

PROPOSED TASKS

- Staff Meetings
 - Project Kick-off Meeting
 - Data Meeting to explore data needs and availability
 - Draft Review Meeting
 - Periodic progress check-ins with the Community Development Director
- Ad-Hoc Committee Meetings
 - Meeting 1 - Introductions, Scope, Schedule, Community Engagement Plan Discussion
 - Meeting 2 - Visioning Initial Review and Discussion, Data Inventory Review
 - Meeting 3 - Visioning Second Draft, Metrics and Targets Initial Review and Discussion
 - Meeting 4 - Metrics and Targets Second Draft, Action Plan Review and Discussion
 - Meeting 5 - Full Draft Plan Review and Recommendation for Adoption
- Public Visioning Session - a public meeting open to any and all interested stakeholders. We are prepared to hold this meeting online, using Zoom, with a series of breakout sessions to explore the various topics. Over the course of a 90-minute meeting we will have 3-4 groups cycle through three different breakout rooms, each facilitated by MSA staff to focus on a different topic or topic cluster.
- Focus Groups - virtual focus group discussions with representatives of the school district and Chamber of Commerce, to identify opportunities for collaboration in pursuit of a common vision. We suggest these groups be identified early in the process, invited to participate in the visioning session, and then we will meet with each of them after the draft metrics and targets are available.
- Community Survey - an online survey to gauge support for general sustainability objectives (e.g. reducing fossil fuel consumption, reducing pollutants and nutrients in stormwater runoff) and also for specific strategies most likely to make progress toward those objectives. This survey would occur in the latter half of the process, when it can be used to solicit reactions to draft plan content.
- Village Board Meetings - We suggest having two touches with the Village Board - one midway through the process to review the vision statements, and then the final presentation prior to adoption.

- Other City Committees - Draft Plan Review presentations and discussions with Public Works, Public Utilities, and Plan Commission.

OPTIONAL TASKS

- Draft Review Public Meeting - We have proposed a community survey late in the process as a means of soliciting reactions to various aspects of the plan. We suggest that this is more effective than — and can take the place of — an open house public meeting (physical or virtual). However, if desired, we can facilitate a public meeting, too.

DELIVERABLES

- Summaries from the public visioning session, the focus groups, and the community survey.

Phase II – Visioning

PROPOSED TASKS

- Listening and Discussion - The Stakeholder Engagement Process is designed to bring forward ideas, aspirations, and also doubts. We will invite people to identify what Sustainable McFarland looks like, in general and in each of the seven topic areas. We will also be listening for things that people don't want to see change in the pursuit of sustainability, especially any lightning-rod topics that could interfere with adoption or implementation efforts. The Public Visioning Session will be the primary source of ideas.
- Vision Drafting - synthesis of the many ideas into coherent statements that describe future conditions.
- Review and Refinement - review and refinement of the Draft Vision Statements first with the Ad-Hoc Committee, and later with other stakeholders as part of full draft plan review.

DELIVERABLES

- Draft Vision Statements

Phase III – Data Collection

PROPOSED TASKS

- Village Departments and Utilities - Collect and review data that describe the aspects of Village function described in the Vision Statements. This data may come in a variety of forms including PDF reports, Excel spreadsheets and GIS datasets - we are prepared to work with any digital database.

DELIVERABLES

- List of data sources used, including notes on the process for collecting and cleaning the data.

Phase IV – Metrics, Targets and Actions

PROPOSED TASKS

- Select Metrics - connect the available data to the vision statements, with a focus on metrics that are meaningful and repeatable. For each metric, describe how the data is collected and calculated.
- Identify Targets - pick a target result for each metric. Some targets may be specific, such as “20% decrease in X” while others will be a simple “increase” or “decrease.” In cases where metrics are not readily available but action is desired, the target may be simple confirmation that action has occurred.
- Propose Actions - identify a set of actions for the Village to pursue, such that every target has at least one action that will make progress toward that target. As the action plan is refined, it will be presented with the following details: responsible party to initiate, target year for completion, ballpark cost (as feasible), and any known funding sources that might support costs.
- Green Tier - the selection of actions must include evaluation and decision on participation in the Green Tier program. If intending to join, the requisite actions will be included in the Action Plan.

DELIVERABLES

- Draft Metrics, Targets, and Actions

Phase V – Document Assembly and Adoption

PROPOSED TASKS

- Create Plan Document - assemble the completed pieces in Adobe InDesign or acceptable alternative. The plan will be concisely written and liberally illustrated.
- Support Adoption - secure a recommendation for adoption from the Ad-Hoc Committee and present the recommended plan to Village Board for adoption by resolution.

DELIVERABLES

- Draft Plan for Review Process
- Final Plan for Adoption



A Zoom breakout room discussion during a Public Meeting for the Vilas Park Master Plan - June, 2020

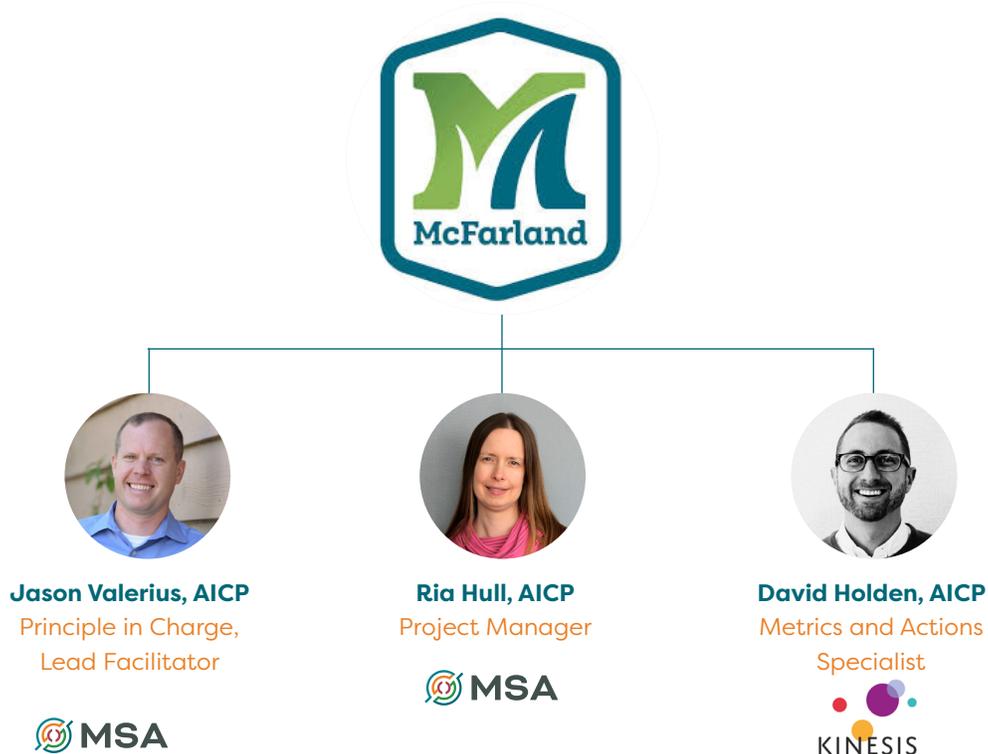
ORGANIZATIONAL CHART

Our core team includes the following three people. We may call on other MSA planners if needed to assist with tasks such as document assembly or the Public Visioning Meeting.

Jason Valerius, AICP will lead most meetings, including each of the Ad-Hoc Committee meetings, the staff data discussion meeting, and the public visioning session. Jason was instrumental in assembling the team, facilitating meetings, and editing the deliverable documents for the Middleton Sustainable City Plan and the Cottage Grove Sustainability Report.

Ria Hull, AICP will attend most meetings and lead some, and will be responsible for drafting and editing plan content in collaboration with Jason. Ria is a great project manager and also a great writer.

David Holden, AICP is a former MSA employee who returned to his native Australia after helping to craft MSA’s approach to sustainability planning. For the past decade he has been working with and is now a lead officer of Kinesis—a Sydney, Australia, firm that helps cities collect, analyze, manage and apply data in pursuit of resiliency, efficiency and sustainability. His role in this project, to be achieved through email and Zoom calls, is to review the proposed metrics, target and actions to help everyone understand what we are measuring and why, and also to bring a critical eye and global perspective to challenge our collective assumptions about what is or is not possible. If possible and feasible, David will attend committee meeting 3 or 4.





Jason Valerius, AICP



PRINCIPAL IN CHARGE | LEAD FACILITATOR

Jason will be responsible for strategic direction, project oversight, and meeting facilitation. He will help to navigate challenges of policy and politics.

Jason has more than 17 years of community planning and design experience across the Midwest. He has led the development of economic development plans, comprehensive plans, neighborhood plans and zoning ordinances. As Team Leader for the Madison-based Planning + Design team, Jason manages a talented staff with expertise ranging from comprehensive planning, transportation planning, and economic development plans to park and recreation plans, landscape architecture, and urban design. Jason also serves on the Board of the Wisconsin Chapter of the American Planning Association, currently as Past President.

EDUCATION

M.S., Architecture & Urban Planning
University of Wisconsin-Milwaukee

B.A., Government/Psychology
Lawrence University

CERTIFICATIONS

American Institute of Certified Planners

AFFILIATIONS

American Planning Association
American Institute of Certified Planners

AREAS OF EXPERTISE

- Urban Design and Sustainable Design
- Development and Redevelopment Planning
- Comprehensive Planning
- Housing and Fair Housing Studies
- Multijurisdictional Planning and Agreements
- Public Involvement and Deliberative Processes

SELECTED PROJECT EXPERTISE

SUSTAINABILITY CITY PLAN | MIDDLETON, WI

Coordinated a multidisciplinary, multi-firm team and led meetings to develop the City's Sustainable City Plan.

SUSTAINABILITY SYSTEM | COTTAGE GROVE, WI

Coordinated a multidisciplinary, multi-firm team and led meetings to develop the Village's Sustainability System.

25X25 ENERGY INDEPENDENCE PLANS

Managed or contributed to Energy Independence Plans for the City of Marshfield, Town of Fairfield and Green Lake County. These plans identified strategies by which local jurisdictions could transition to renewable energy systems as part of the statewide goal of 25% renewable energy sources by 2025.

GREENSTEP PLAN, COMPREHENSIVE PLAN | LA CRESCENT, MN

Facilitated working sessions with the Ad-Hoc GreenStep Committee, a workgroup of City staff and interested residents, to identify sustainability best practices promoted by the Minnesota GreenStep program for integration into the Comprehensive Plan. Then worked those actions into the Comprehensive Plan.

COMPREHENSIVE PLAN UPDATE | SUN PRAIRIE, WI

Project Manager of the process of updating the City's Comprehensive Plan, including a multifaceted outreach process to involve residents typically underrepresented in community planning and policy development. Facilitated monthly discussions with a diverse steering committee to explore a wide variety of topics and seek consensus on community policy direction. Developed a sustainability vision and integrated sustainability actions throughout the plan.

MSA ECOSYSTEM | MSA PROFESSIONAL SERVICES, INC.

Led creation of and managed for several years the MSA Ecosystem, a corporate initiative to promote improved environmental performance. This approach was modeled on the ISO 14001 certified environmental management systems required under the WDNR Green Tier Program. MSA evaluated Green Tier and opted not to participate directly.



Ria Hull, AICP



PROJECT MANAGER

Ria will coordinate all meetings in collaboration with Village staff and will be responsible for all planning documents and project materials prepared by our team, to assure a consistent editorial voice and clear, effective communications.

Ria is an experienced planner and strong technical writer who focuses on development of environmentally and economically responsible plans and policies that communicate clearly to stakeholders.

SELECTED PROJECT EXPERTISE

- **Comprehensive Plan Update | Ripon, WI**
- **Comprehensive Plan Update | Fond du Lac, WI**
- **Vilas Park Master Plan | Madison, WI**
- **Zoning Administration | Lowell, WI**
- **Zoning Administration | Dane, WI**
- **Transportation Economic Assistance Grant Application Fitchburg, WI**

ASSOCIATE PLANNER | FOX CROSSING, WI*

Ria was responsible for many tasks within the Village including:

- Organized and staffed the Village's first Sustainability Committee
- Started a biannual electronics recycling event
- Created two community gardens
- Assisted in the grant writing for the Village's solar panels
- Participated in and led The Natural Step study circles
- Assisted in the completion of an energy audit for municipal buildings and lighting retrofits for municipal buildings
- Was a member of East Central WI Regional Planning Commission's Health in Planning Team
- Authored the Village's first zoning ordinance
- Authored the State submittal document in support of Town incorporation to Village
- ArcGIS map and report generation
- Assistance in the completions of the 2015 Bike and Pedestrian Plan and the 2018 Comprehensive Plan Update
- Managed creation and amendment of Tax Increment Financing districts

EDUCATION

M.S., Urban and Regional Planning
University of Wisconsin-Madison

B.A., English
University of Wisconsin-Madison

Certificate in Environmental Studies from the Nelson Institute at UW Madison

CERTIFICATIONS

American Institute of Certified Planners

AFFILIATIONS

American Planning Association
Wisconsin Chapter of the American Planning Association

AREAS OF EXPERTISE

- Comprehensive Planning
- Zoning Ordinance Update/ Rewrite
- Tax Increment Financing
- Municipal Incorporation
- Public Engagement Surveys
- Market Reviews



David Holden

METRICS AND ACTIONS SPECIALIST

David will serve as a resource to review and offer feedback on the selection of metrics, targets and actions. He will attend an Ad-Hoc Committee meeting during work on those parts of the plan (if conducted digitally).

David is dedicated to transforming the way we integrate city planning, development and sustainability through urban data analytics. With over 15 years' experience working across Australian and American cities in both the public and private sectors, David leads the development and use of urban datasets in the delivery of planning, transport and sustainable city strategies for state and local governments and private sector partners.

Since joining Kinesis in 2009, David has worked with cities and private developers across Australia and New Zealand to integrate urban liveability, affordability and resilience into new urban development and planning strategies, including the City of Sydney's Decentralised Energy Master Plan, Central to Eveleigh Sustainability Implementation Plan and the development of PRECINX in collaboration with UrbanGrowth NSW.

From 2006 to March 2009, David worked as an urban planner in both New York City and Madison, Wisconsin, on pedestrian planning, parking strategies and carbon reduction initiatives. From July 2003 to August 2006, David was a key member of the Sustainability Unit at the NSW Department of Planning where he contributed to the development of the Building Sustainability Index (BASIX). David is responsible for the continued development of the Kinesis Platform urban data analytics tools in collaboration with existing clients and licensees.

SELECTED PROJECT EXPERTISE

- **The Kinesis Platform Urban Data Analytics Platform (2010 to present)**
- **CCAP Precinct (PRECINX) Integrated Design Platform (2009 to present)**
- **City of Sydney Environmental Sustainability Platform (ESP) (2015 to present)**
- **NSW Department of Planning Innovations in Metropolitan Parking Solutions (2017)**
- **Greater Sydney Commission Exploring Net Zero Carbon for Greater Sydney (2017)**
- **C40 Global City Data Platform (2017 to present)**
- **Northern Beaches Council Carbon Emissions and Water Analysis (2018)**

EDUCATION

Masters of Urban Affairs from the City University of New York (Hunter College)

Bachelor of Economics (Social Sciences) (Honours) from the University of Sydney

CERTIFICATIONS

American Institute of Certified Planners

AREAS OF EXPERTISE

- Urban Data Analytics
- Sustainable City Planning
- Precinct Sustainability Analytics + Strategy
- Transport and Parking Analytics + Strategies



KINESIS

Kinesis is an urban analytics and modelling company that empowers organizations with the analytical tools to make their own decisions. Our mission is to make cities better through technology and service. By aggregating and curating disparate urban data sets, our solutions provide the evidence base to create more resilient, productive and sustainable organizations and cities.

Kinesis has extensive experience in the development and delivery of smart city solutions, focused on driving city planning and policy decisions making. Our solutions integrate both macro city data and live data with analytics and scenario testing for governance and city management, including: City data management, analytics and reporting; Building and asset analytics and reporting; Audit-grade voluntary and regulatory reporting; Planning policy, strategy and program development; City dashboards, data sharing and open data.

PROPOSED TIMELINE

This schedule is proposed based on our recommendations about when and how we can make the most of the participation of various stakeholders. It is open for discussion and revision during contracting and the initial kick-off meeting.

PHASE	2020			2021			
	Oct	Nov.	Dec.	Jan.	Feb.	March	April
1 - Stakeholder Engagement							
<i>Staff Meetings</i>							
<i>Ad-Hoc Committee Meetings</i>							
<i>Public Visioning Session</i>							
<i>Focus Groups</i>							
<i>Community Survey</i>							
<i>Village Board Meetings</i>							
<i>Other City Committees</i>							
2 - Visioning							
3 - Data Collection							
4 - Metrics, Targets and Actions							
5 - Document Assembly and Adoption							

COST PROPOSAL

Cost
Additional Fees



PROPOSED FEES

The following hours and fees are based on the scope described in our proposal. That scope remains open for discussion and revision.

TASK		ESTIMATE OF HOURS	COST
1	Stakeholder Engagement	112	\$12,800
2	Visioning	14	\$1,600
3	Data Collection	22	\$2,500
4	Metrics, Targets and Actions	52	\$5,700
5	Document Assembly and Production	20	\$2,200
SUBTOTAL		220	\$24,800

ADDITIONAL FEES

STAFF	HOURLY RATE
Jason Valerius, AICP Principle in Charge, Lead Facilitator	\$150/hr.
Ria Hull, AICP Project Manager	\$97/hr.
Dave Holden, AICP Metrics and Actions Specialist	\$150/hr.

IT'S MORE THAN A PROJECT. IT'S A COMMITMENT.

Sustainability Plan | Village of McFarland, WI | August 14, 2020



www.msa-ps.com