



Monteith♦Brown
planning consultants

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April 6, 2018

Sent via email: mdurocher@kingsville.ca

Maggie Durocher, Hon. BHK
Manager of Programs
Parks and Recreation Department
The Corporation of the Town of Kingsville
2021 Division Road North
Kingsville, Ontario N9Y 2Y9

Dear Maggie:

Re: Quotation for Consulting Services (Revised)
Town of Kingsville – Parks, Recreation, Arts and Culture Master Plan Update

Monteith Brown Planning Consultants is pleased to submit our quote for an update to the Town of Kingsville Parks, Recreation, Arts and Culture Master Plan, which was originally prepared by our firm in 2013.

It is understood that Town Council has approved budget to initiate a Master Plan Review and Update in 2018. The Town has contacted MBPC to secure an updated quote to undertake the work, as well as to identify key tasks that would be involved in such a review. It is anticipated that the Update would address a similar scope and detail as the 2013 Master Plan.

This submission outlines our recommended approach to this assignment, as well as a quote for undertaking the assignment. We understand that this submission does not constitute a project award, nor does it limit our ability to negotiate with the Town should an award be considered.

About Us

Monteith Brown Planning Consultants (MBPC) is a London-based land use planning firm specializing in the fields of parks and recreation planning, public engagement, development planning, and project feasibility.

As one of Canada's leading parks and recreation planning firms, our understanding of the leisure interests, facility development strategies, and service delivery challenges will be of benefit to this study. Since our company was founded in 1977, we have completed hundreds of recreation studies, including similar assignments across Ontario and North America. Within the past year alone, we have completed (or are completing) Master Plans for Amherstburg, Centre Wellington, Wellington North, Perth East, Zorra, St. Marys, London, Toronto, Pickering, Mississauga, and Brampton, as well significant recreation studies for several other municipalities.

We would be pleased to provide you with more information about our company upon request.

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Project Understanding and Objectives

A Master Plan is a strategic policy document intended to coordinate the planning and development of parks, recreation, arts and culture facilities and provision of services by all involved partners within the municipality. In particular, Master Plans seek to standardize services across the municipality, allocate resources, plan accordingly for the future and coordinate facilities and programs with current and future partners. They are reviewed frequently or when circumstances change in order to ensure that their directions are responsive to current and emerging needs.

To produce a Parks, Recreation, Arts and Culture Master Plan that is responsive to community needs, we will undertake a comprehensive study to address the following key considerations (at minimum):

1. Work with the **Parks, Recreation, Arts and Culture Advisory Committee** to refine the work plan and public engagement program.
2. Update the **status of recommendations** from the 2013 Master Plan.
3. Conduct **background research** on local demographics (e.g., population characteristics, growth, etc.), influencing factors, and promising practices in other communities.
4. Review and assess the **inventory and distribution** of public facilities, parks, trails, and programs available to area residents.
5. Gather **public and stakeholder input** to identify needs, improvements, gaps, and future directions.
6. Assess **programming** needs for all ages and strategies for increasing participation.
7. Conduct a **needs assessment** for parks, recreation and culture facilities throughout the entire Town.
8. Assess policies for **parkland acquisition, design and development**.
9. Review and assess the Town's **capacity** to implement service improvements. Consider existing and potential **partnerships** with local organizations, as well as opportunities for volunteer support.
10. Develop an achievable **multi-year implementation plan** to meet the highest priority needs of the Town through the efficient use and allocation of resources.

Meaningful engagement is essential in creating a responsive Master Plan. It is vital to involve the public and stakeholders (e.g., service clubs, sports organizations, business associations, clubs, Town staff, Council, etc.) early in the process in order to identify demands and expectations, as well as near the end of the process to receive feedback and generate buy-in.

The **engagement tactics** proposed for this Master Plan Update include:

- Communication Plan & Public Awareness Campaign
- Public Open House / Launch Event (Phase 1)
- Online Survey
- Community Workshops (2)
- Key Informant Interviews (12)
- Public Open House / Public Meeting (Phase 3)
- Regular engagement with the Advisory Committee, Town Staff, and Town Council

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Preliminary Work Plan

The following work plan is recommended for the comprehensive review and update of the Town of Kingsville Parks, Recreation, Arts and Culture Master Plan. Each phase includes internal meetings and reporting.

Phase 1: Research and Consultation

- Development of a Detailed Work Plan
- Background Material Review, including 2013 Master Plan Status Report
- Demographic Profile and Trends Assessment
- Inventories of Facilities, Parks, and Programs
- Internal and External Engagement (open house, survey, workshop, interviews, etc.)
- *Deliverable: Planning Context Report*

Phase 2: Assessments

- Program & Service Delivery Assessment
- Park System Assessment
- Facility Assessment
- Revenue / Funding Assessment

Phase 3: Master Plan Development

- Implementation Plan
- *Deliverable: Draft Master Plan*
- Internal and External Engagement (open house)
- *Deliverable: Final Master Plan*
- Presentation to Council / Approvals

Key Personnel

The following staff from Monteith Brown Planning Consultants will be assigned to the project.

Steve Langlois, MCIP, RPP—Principal Planner

Steve joined MBPC 18 years ago and has been a principal planner and partner of MBPC since 2012. Steve has been extensively involved in preparing and managing over 80 master plans and needs assessments, including the Town of Kingsville's 2013 Master Plan. As **Project Manager**, Steve will be responsible for day-to-day coordination, consultation and deliverables.

Anand Desai, MCIP, RPP—Associate

Anand began his career with MBPC in 2005 and leads many of our firm's recreation projects. For this project, Anand will assist our staff team with the technical assessments and report preparation.

Dennis Kwan, MCIP, RPP—Planner/Technician

Dennis joined the MBPC team in 2010. For this assignment, he will be the **Project Planner**, a role he has filled on several recent master plans (e.g., Zorra, St. Marys and Pickering). He will be responsible for background research and preparing the planning context, needs assessment and Master Plan reports, as well as assisting with community engagement and mapping.

Joannah Campbell—Recreation and Parks Planner

Joannah joined the MBPC team in 2017 following positions in municipal and non-profit recreation services. For this project, she will assist with background research, report writing and community engagement.

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Scheduling and Costing

The study process is expected to take approximately **eight months**. If the process is initiated in Spring 2018, we are prepared to complete the project early in 2019 for the new Council.

We have prepared a detailed quote that illustrates the estimated consulting effort per task and per team member. The upset limit to complete this assignment – as outlined in the tasks noted above – is **\$61,940**. This amount includes fees and disbursements but excludes HST. Invoices would be based on progress billing. We would be pleased to discuss any modifications to the Work Program that would be desirable to improve the effectiveness of the study.

PROPOSED FEE

**Town of Kingsville
Parks, Recreation, Arts and Culture Master Plan**



	Steve Langlois	Anand Desai	Dennis Kwan	Joannah Campbell	Subtotal Hours	Subtotal Fees
<i>Phase 1: Research and Consultation</i>						
Start-up Meeting (Meeting #1)	6		8		14	\$ 1,770.00
Communication Plan & Public Awareness Campaign	2	2	8		12	\$ 1,300.00
Background Material Review / Status Report	4		6	6	16	\$ 1,690.00
Demographic Profile and Trends Assessment	4		12		16	\$ 1,780.00
Inventories of Facilities, Parks, and Programs	8		10	8	26	\$ 2,900.00
Steering Committee Meeting #2	6		8		14	\$ 1,770.00
Public Launch Event	10		12		22	\$ 2,830.00
Online Survey	4		12	24	40	\$ 3,580.00
Community Workshops (2)	12		16		28	\$ 3,540.00
Key Informant Interviews (12)	18		18		36	\$ 4,770.00
Planning Context Report	4	4	12	8	28	\$ 2,840.00
Steering Committee Meeting #3	6		8		14	\$ 1,770.00
<i>Phase 2: Assessments</i>						
Program & Service Delivery Assessment	8	6	10	6	30	\$ 3,440.00
Park System Assessment	8	2	16		26	\$ 3,070.00
Facility Assessment	8	2	12	4	26	\$ 3,010.00
Revenue / Funding Assessment	6	4	8		18	\$ 2,230.00
Steering Committee Meeting #4	6		8		14	\$ 1,770.00
<i>Phase 3: Master Plan Development</i>						
Develop Implementation Plan	4	2	6		12	\$ 1,470.00
Draft Master Plan	12	6	20	12	50	\$ 5,490.00
Steering Committee Meeting #5	6		8		14	\$ 1,770.00
Public Meeting and Open House	10		12		22	\$ 2,830.00
Finalize Master Plan	4		6	2	12	\$ 1,390.00
Presentation to Council	6				6	\$ 1,050.00
Total Project Hours	162.00	28.00	236.00	70.00	496.00	
Total Fees	\$28,350.00	\$3,220.00	\$21,240.00	\$5,250.00		\$ 58,060.00

DISBURSEMENTS

Travel	\$3,180.00
Printing	\$600.00
Miscellaneous	\$100.00
TOTAL DISBURSEMENTS	\$3,880.00

TOTAL STUDY COSTS (excluding HST) \$61,940.00

H.S.T. (13%) \$8,052.20

TOTAL STUDY COSTS (including HST) \$69,992.20

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It has been a pleasure working with the Town on past assignments and we appreciate the opportunity to submit a quote on the Master Plan Update. Please contact me at your convenience should you wish to discuss this matter in more detail.

Respectfully submitted,

MONTEITH BROWN PLANNING CONSULTANTS



Steve Langlois, BES, MCIP, RPP
Principal Planner