



Highways  
Parks  
Airport

## A G E N D A

Public Works Committee Meeting  
Tuesday, March 25, 2014 – 8:00 a.m.  
Southern Wisconsin Regional Airport – Administration Building  
4004 South Oakhill Avenue  
Janesville, WI 53546

**Please Note:  
Time and Location**

1. Call to Order
2. Approval of Agenda
3. Approval of Minutes of March 11, 2014
4. Citizen Participation, Communications, and Announcements
5. **AIRPORT BUSINESS**  
Action Items
  - a. Airport Account Receivables
6. **Information Items**
  - a. Update on Possible Use of Airport for Music Event by Midwest Management, Inc.
  - b. Project Update: Terminal Expansion Project
  - c. Bureau Request for Six Year Plan for Airport Improvements
  - d. 2013/2014 Winter Weather Expenses
7. **HIGHWAY BUSINESS**  
Action Items
  - a. Approve Purchase of Equipment
    - Two Tandem Dump Bodies, Three Spreaders, Plows and Wings
    - One Tri-Axle Dump Body
    - One Quad Axle Haul Dump Truck Chassis
    - Four Tandem Axle Plow Truck Chassis
8. **PARKS BUSINESS**  
Action Items
  - a. Approve Resolution Authorizing Contract for Updating the Rock County Park, Outdoor Recreation and Open Space (POROS) Plan
  - b. Vouchers/ Bills, Encumbrances/Pre-Approved Encumbrance Amendments and Transfers (Design Perspective Inc. for \$30,500)
9. Next Meeting Date for April 2014
10. Adjournment

RESOLUTION NO. \_\_\_\_\_

AGENDA NO. \_\_\_\_\_

**RESOLUTION  
ROCK COUNTY BOARD OF SUPERVISORS**

Public Works Committee  
**INITIATED BY**

Public Works Committee  
& Parks Advisory Committee  
**SUBMITTED BY**



Lori Williams, Parks Director  
**DRAFTED BY**

February 27, 2014  
**DATE DRAFTED**

**AUTHORIZING CONTRACT FOR UPDATING  
THE ROCK COUNTY PARK, OUTDOOR RECREATION  
AND OPEN SPACE (POROS) PLAN**

- 1 **WHEREAS**, it is good management practice for the Rock County Parks Division to have a long-range  
2 plan for its operation and assets; and,  
3  
4 **WHEREAS**, the current POROS Plan will expire at the end of 2014; and,  
5  
6 **WHEREAS**, the Wisconsin Department of Natural Resources requires an updated POROS Plan to be  
7 eligible for grant applications and funding; and,  
8  
9 **WHEREAS**, the Parks Division of Public Works prepared the scope of services outline and the Rock  
10 County Purchasing Division did solicit qualification statements from various consultants; and,  
11  
12 **WHEREAS**, the Parks Division Administrative Staff did review the submittals and is recommending a  
13 contract with Design Perspectives in the amount of \$30,500; and,  
14  
15 **WHEREAS**, sufficient funds are included in the budget to contract with a consultant for this POROS  
16 Plan update.  
17  
18 **NOW, THEREFORE, BE IT RESOLVED** by the Rock County Board of Supervisors duly  
19 assembled this \_\_\_\_\_ day of \_\_\_\_\_, 2014, that a contract be awarded to Design  
20 Perspectives of Naperville, IL, based on the terms and conditions set forth in the contract in the amount  
21 of \$30,500, and that payment be made to the vendor upon approval of the Public Works Committee.  
22  
23 **BE IT FURTHER RESOLVED** that the Rock County Board of Supervisors hereby authorizes the  
24 Parks Director, Lori Williams, via the Public Works Committee and Parks Advisory Committee, to act  
25 on behalf of Rock County to sign documents and take necessary action to undertake, direct and  
26 complete the approved project.

Respectfully submitted,

**PUBLIC WORKS COMMITTEE**

\_\_\_\_\_  
Kurtis L. Yankee, Chair

\_\_\_\_\_  
Betty Jo Bussie, Vice Chair

\_\_\_\_\_  
Eva M. Arnold

\_\_\_\_\_  
Brent Fox

\_\_\_\_\_  
Rick Richard

Endorsed by:

**PARKS ADVISORY COMMITTEE**

\_\_\_\_\_  
Thomas Presny

\_\_\_\_\_  
Floyd Finney

\_\_\_\_\_  
Dean Paynter

AUTHORIZING CONTRACT FOR UPDATING THE ROCK COUNTY PARK, OUTDOOR  
RECREATION AND OPEN SPACE (POROS) PLAN

Page 2

FISCAL NOTE:

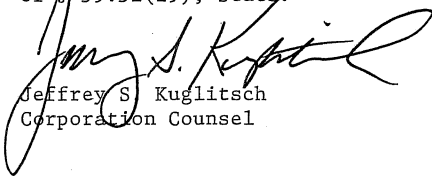
Sufficient funds are available in the Parks Capital account for the cost of this contract. This project is funded by ATC fees.



Sherry Oja  
Finance Director

LEGAL NOTE:

The County Board is authorized to take this action pursuant to secs. 59.01 and 59.51, Wis. Stats. Professional services are not subject to bidding requirements of § 59.52(29), Stats.



Jeffrey S. Kuglitsch  
Corporation Counsel

ADMINISTRATIVE NOTE:

Recommended.



Craig Knutson  
County Administrator

**AUTHORIZING CONTRACT FOR UPDATING THE  
ROCK COUNTY PARK, OUTDOOR RECREATION  
AND OPEN SPACE (POROS) PLAN**

**- EXECUTIVE SUMMARY -**

The current Park, Outdoor Recreation and Open Space (POROS) Plan for 2009-2014 is up for renewal at the end of this year. The new POROS plan will cover the 2015-2020 timeframe. We need to have a valid plan in place in order to be eligible for any Department of Natural Resources grant funding.

We have completed the Request for Qualifications process to select a consultant for the project. We received three responses to our POROS Plan RFQ. Following evaluation of the RFQs, Design Perspectives from Naperville, Illinois, was selected. The selection team felt they were far and away the best choice to produce a cutting edge plan that we will be able to utilize as an active planning document to chart our path as a Parks Department over the next five years.

We have a proposed professional services contract. The scope of services includes: project startup & formulation, site inventory and recreation demand analysis, public and community visioning sessions, opinion surveys consisting of 1,900 mail surveys & 100 phone surveys, staff and committee visioning session, recreation program review, park planning analysis, capital improvement plan development, financial and operations budget development, and final plan development with implementation strategy.

The amount budgeted was \$35,000 in the 2014 Capital Improvements budget and the proposed fee is \$30,500.

The source of funds is the ATC Fund balance.

Respectfully submitted by,

A handwritten signature in black ink that reads "Lori Williams". The signature is written in a cursive, flowing style.

Lori Williams, Director  
Rock County Parks



## QUALIFICATIONS SUMMARY FORM

PROJECT NUMBER 2014-25  
PROJECT NAME PARKS PLAN CONSULTANT  
PROPOSAL DUE DATE JANUARY 31, 2014 – 12:00 NOON  
DEPARTMENT PUBLIC WORKS – PARKS DIVISION

	DESIGN PERSPECTIVES NAPERVILLE IL	MSA MADISON WI	SAA MADISON WI
EVALUATOR 1	98	90	77
EVALUATOR 2	99	93	98
EVALUATOR 3	84	81	78
TOTAL SCORE	281	264	253
AVERAGE SCORE	93.67	88	84.33
RANKING	1	2	3

**Qualifications were evaluated based on the following criteria:**

- Letter of Qualification – 5 points
- Personnel, training, corporate support – 15 points
- Firm's history, experience – 20 points
- Project approach & philosophy – 20 points
- Understanding of Scope of Work – 20 points
- Ability to lead/facilitate project with extensive community participation - 20 points

Request for Qualifications was advertised in the Janesville Gazette and on the Internet. Seven additional firms were solicited that did not respond. One firm submitted a "no bid".

PREPARED BY: JODI MILLIS – PURCHASING MANAGER

DEPARTMENT HEAD RECOMMENDATION: \_\_\_\_\_

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

GOVERNING COMMITTEE APPROVAL:

CHAIR \_\_\_\_\_ VOTE \_\_\_\_\_ DATE \_\_\_\_\_



February 21, 2014

Ms. Jodi Millis, Purchasing Manager  
Rock County  
Rock County Courthouse  
51 South Main Street  
Janesville, WI. 53545

Dear Jodi,

Design Perspectives, Inc. is pleased to submit this revised letter proposal for professional services for your Parks, Outdoor Recreation and Open Space Plan (POROS) Update. Our scope and fee are all inclusive and include the necessary steps to perform an innovative update. The price will not change for our consultant services unless you, the Owner, significantly change the scope outlined in this agreement. We routinely do not charge our clients for minor changes such as an extra meeting or one extra revision to make sure everything is on track.

**Project Tasks & Approach**

The Design Perspectives, Inc. team has broken the following items above into a series of steps to be included as professional services in our base fee for the project.

**Task A: Project Start Up & Goals & Objectives Formulation**

The project team will meet with the park agency to fully define the work plan, including review of the current goals & objectives, and a discussion of new goals and objectives as it relates specifically to the task, along with finalizing the schedule. The purpose of this start up meeting is to establish project and meeting schedules, and request documentation. After working with park agency staff to identify stakeholder groups, we will recommend an appropriate involvement opportunity, which is generally a Delphi Committee. We will also define how we will communicate and the process of the upcoming public process.

*Total number of meetings for this step: 1*

1280 Iroquois Avenue  
Suite 110  
Naperville, Illinois 60563

Phone: 630-428-3134

**Task B: Site Inventory**

Design Perspectives will review the existing conditions of the Parks & Recreational facilities. We will collect available material for the Rock County Parks Division in terms of physical, social and environmental importance. We will evaluate spatial information and qualitative information, and portray the demographic and related results in ways that are easy to understand, but highly representative of the actual and projected recreational trends, population growth, and expected levels of service. We will utilize improved analysis methods to examine trends, markets, alternative providers and how they should be used to forecast future needs. We will revisit and photograph park sites that have significantly changed from the last plan. We will integrate any new documentation from previous plans, codes, etc. into our inventory and analysis and make sure that our master plan update coincides with these existing documents. Once complete, a short graphic presentation will be presented that illustrates the data found and our conclusions.

*Total number of meetings for this step: 1*

**Task C: Delphi Committee Meetings**

Public Research Group will assist in the assembling of a Delphi Committee to meet three times during the planning process. The Delphi Committee would also be considered a Focus Group. The first meeting will be general in nature to listen to what works well for the agency and areas of improvement. We will generate goals and objectives from the second meeting while the remaining meeting will be specific in nature to develop measurable action strategies to implement the goals, objectives and vision of the agency. They can also provide input into the type of questions to be asked in the citizen survey. This committee should be limited to nine members.

*Total number of meetings for this step: Up to 3*

**Task D: Community Input Meetings**

Public Research Group will host a series of public meetings to gather ideas and listen to concerns before the planning phase starts. We will hold two workshops within Rock County.

*Total number of meetings for this step: Up to 2*

**Task E: Survey**

Public Research Group will administer a community based parks and recreation needs assessment survey and the results will be shared with the community via your website and an advisory meeting. We believe a survey is a valuable tool to provide validity to any decision that could impact the community. By using this tool, staff and elected officials can feel confident about making

decisions based on real, relevant data. A sample size of 800 total household returns will be sufficient for the size of your agency for a 95% confidence level and +/-3.5% confidence interval. We will utilize a mail survey of up to 20 questions in length to gather data from the questionnaire.

The breakdown includes;

Mail survey: Target return rate is 200 responses

Telephone survey: Target return rate is 200 responses

E-mail survey: Target return rate is 400 responses

We will then layer the data between the survey results to formalize a stronger confidence in the survey findings.

*Total number of meetings for this step: 1*

**Task F: Organizational Modeling & Advisory Committee Visioning**

Our goal is to assist our clients better understand the culture, environment and effectiveness of their organization. Organization modeling reveals the factors that can predict an agencies performance, and identifies what can be done today to ensure positive future outcomes. This is also known as SWOT analysis.

Our methods help park leaders:

- Determine the current 'state' of the culture and work environment
- Assess alignment and commitment to strategic direction and tactical goals
- Identify the factors driving perceptions, beliefs and behaviors
- Identify barriers to change and how they can be overcome
- Assess the effectiveness of programs, processes and change initiatives
- Identify high impact actions to influence and motivate the organization

A visioning meeting will be held with the advisory committee to gather feedback, listen to ideas and formulate consensus to the direction of the organization.

*Total number of meetings for this step: 1*

**Task G: Agency Analysis**

It is important that our updated plan considers how the agency will exist with the next five years. Our proposal for your plan will provide organizational analysis from discussions with the parks director and visioning sessions from the Delphi committee and advisory committee. To do so requires the inclusion of an analysis of the



operational structure of the agency within the context of its political and economic environment. This feedback will assist in the development of specific goals and objectives in the categories of administration, recreation programs, finance, facility development, land acquisition, and maintenance.

*Total number of meetings for this step: 1*

**Task H: Recreation Program Review**

Public Research Group will perform an analysis of program registration numbers, revenues, occupancy rates, success rate of classes, and inventory of programs offered compared to community need. The analysis will delineate between the agency's core and non-core programs and will analyze program trends within the market area.

*Total number of meetings for this step: 1*

**Task I: Classification Facility Standards & Mapping**

Design Perspectives will provide planning level GIS mapping that will include the following:

- Existing Park & Recreational Facilities
- Existing Open Spaces & Natural Resources Area
- Existing Park Level of Service Areas & Gap Analysis
- Planned Park & Recreational Level of Service Areas
- Major Trail/Pathway Connections
- Park System Inventory Matrix
- Other Maps as Requested Based on Data Collected/Provided

**Task J: Park Planning Analysis**

Design Perspectives will prepare an updated conceptual park site plan for capital improvements for each park site. The renovation plans will be conceptual in nature and provide only enough information to determine its best and highest use. We will also prepare a cost estimate for each park. We will then meet with park staff to discuss the park site plans.

Our team utilizes a different methodology in calculating level of service. We have developed QOS Analysis to best determine actions when gaps in service areas are identified. QOS stands for Quality of Service and is a mixture of three indicators; quantity, quality and cost. Cost is the key ingredient to the matrix. The return on investment versus the cost is what many decision makers grapple with when facing many priorities with limited finances. Our analysis allows the agency leadership to prioritize level of service with return on investment. This is a powerful combination when based on community involvement.

*Total number of meetings for this step: 1*

- Task K: Capital Improvement Plan Development**  
Design Perspectives will develop a set of criteria to prepare a five year CIP Plan to be included in the plan.
- Task L: Financial & Operations Budget Development**  
Public Research Group will review current budget structure and provide recommendations to improve financial reporting methods and explore future capital and operational budgets to meet the goals and objectives of the comprehensive plan.
- Task M: Implementation Strategy & Draft Plan**  
Our project team has a firm and deep understanding relative to the present and future planning, economic, and political issues facing parks and recreation agencies. We believe this plan be viewed as much as a study as it is a plan. The end goal of this phase is to develop a list of clear priorities that can be accomplished through the work up to date. Our direction will distinguish ourselves from other planning consultants by speaking to the concerns of the park director and advisory committee as well as the public. A public meeting will be part of the rollout of the draft plan.  
*Total number of meetings for this step: 1*
- Task N: Final Plan Development**  
We realize that for any plan to be considered successful, it must communicate the ideas and concepts of the plan, be useful and implemented. We have assembled a project team that will create a well-written, concise, and understandable document that will get used. The plan must succeed in identifying the needs of the community and providing solutions to achieve them. The final document will be produced in both hardcopy and digital format. A presentation to the county supervisors will be part of the final steps for plan adoption.  
*Total number of meetings for this step: 1*

**SCHEDULE:**

The project is anticipated to commence in April 2014 and the schedule is tentative.

<b>Task</b>	<b>Month</b>
A. Project Start Up & Goals & Objectives Formulation	April 2014
B. Site Inventory	May 2014
C. Delphi Committee Meetings	May 2014
D. Community Input Meetings	May-June 2014
E. Survey	May 2014
F. Organizational Modeling & Committee Visioning	June 2014
G. Agency Analysis	June 2014
H. Classification Facility Standards & Mapping	June 2014
I. Recreation Program Review	June 2014
J. Park Planning Analysis	July 2014
K. Capital Improvement Plan Development	July 2014
L. Financial & Operations Budget Development	July 2014
M. Implementation Strategy & Draft Plan	August 2014
N. Final Plan Development	October 2014

**FEES:**

The Firm of Design Perspectives, Inc. has broken the project into a series of steps that we have included as professional services for this project effort. The scope below has been broken down with a lump sum fee approach for each task. The total contract to complete items A-O is \$30,500. It includes all sub-consultant costs and reimbursable expenses. Any work outside of the services listed in this proposal will be handled on an hourly basis with a budget allowance approved by the Client prior to commencing the work.

Task	Lump Sum Fee
A. Project Start Up & Goals & Objectives Formulation	\$500.00
B. Site Inventory	\$1,000.00
C. Delphi Committee Meetings	\$1,000.00
D. Community Input Meetings	\$1,000.00
E. Survey	\$7,500.00
F. Organizational Modeling & Committee Visioning	\$1,500.00
G. Agency Analysis	\$1,000.00
H. Classification Facility Standards & Mapping	\$3,500.00
I. Recreation Program Review	\$1,000.00
J. Park Planning Analysis	\$2,000.00
K. Capital Improvement Plan Development	\$1,000.00
L. Financial & Operations Budget Development	\$1,000.00
M. Implementation Strategy & Draft Plan	\$2,000.00
N. Final Plan Development	\$4,000.00
<b>Sub-Total Fees:</b>	<b>\$28,000.00</b>

1280 Iroquois Avenue  
Suite 110  
Naperville, Illinois 60563

Phone: 630-428-3134

**REIMBURSABLES EXPENSES**

O. Trips, Printing, Postage, Etc. \$2,500.00

**Sub-Total Expenses:** \$2,500.00

**Total Contract:** \$30,500.00

**2014 HOURLY BILLING RATES:**

Principal:	\$150.00 per hour
Project Manager:	\$125.00 per hour
Planner/Designer:	\$95.00 per hour
CAD Drafter/GIS:	\$75.00 per hour
Administrator:	\$35.00 per hour

**REIMBURSABLES EXPENSES:**

The list of possible items includes expenses such as mileage, hotel, food and beverage, printing, copying, postage, etc.

An hourly rate will apply for any additional work requested in writing by the Client.

This fee proposal will expire after April 18, 2014 unless properly executed.

If the above scope of work and terms are acceptable, please sign below and return one copy. An executed copy of this proposal will serve as our binding agreement between both parties.

\_\_\_\_\_  
Authorized Signature  
Rock County, WI

\_\_\_\_\_  
Date



2/21/14

\_\_\_\_\_  
Mr. Tod J. Stanton, President  
Design Perspectives, Inc.

\_\_\_\_\_  
Date

1280 Iroquois Avenue  
Suite 110  
Naperville, Illinois 60563

Phone: 630-428-3134

## **TERMS & CONDITIONS:**

- A. Standard of Care – The standard level of care for professional services performed by Consultant under this Agreement will be the skill and care used by members of Consultant's profession practicing under similar circumstances at the same time and locality.
- B. Indemnification – Client and Consultant each agree to identify and hold harmless, and their respective officers, employees, agents and representatives, from and against liability for all claims, losses, damages and expenses, including reasonable attorney fees and court costs, to the extent such claims, losses, damages, or expenses are caused by the indemnifying party's negligent acts, errors or omissions. In the event claims, losses, damages or expenses are caused by joint or concurrent negligence of the Client and Consultant, they shall be borne by each party in proportion to its negligence. All claims shall be limited to the contract value for this Agreement's scope of service.
- C. Dispute Resolution – Client and Consultant agree that they shall first submit any and all unsettled claims, counter claims, disputes, and other matters in question arising out of or related to this Agreement to mediation in accordance with industry rules of American Arbitration Association, effective as of the date of this agreement.
- D. Termination of Contract – Client may terminate this Agreement with seven days prior written notice to Consultant for convenience or cause. Consultant may terminate this Agreement with seven days prior written notice to Client. Upon written termination, all project related material will be turned over to the Client upon request when payment has been made up for all work up to request of termination. Failure of Client to make payments when due shall be cause for suspension of services and ultimately termination.
- E. Opinions of Cost – When included in Consultant's scope of services, estimates of probable construction cost are prepared by Consultant to represent judgment as a professional generally familiar with the industry. Consultant makes no claim to control these associated costs and may vary from Consultant's estimate.
- F. Force Majeure – Neither party shall be deemed in default of this Agreement to the extent that any delay or failure in the performance of its obligations results from any cause beyond its reasonable control and without negligence.
- G. Ownership of Documents – Use of the documents by Client without permission shall be at the Client's sole risk. All information generated from this agreement is considered proprietary by the authors and shall not be shared with third parties without prior written approval.
- H. Payment – Prompt payment is expected. All payments are to be processed and paid net 30 days. All payments beyond 30 days past due will be subject to interest of 3% per billing cycle for all unpaid balances due.

Rock County

**COMMITTEE APPROVAL REPORT**

03/04/2014

Pre-Approved Encumbrances

Account Number	Account Name	PO#	Inv Date	Vendor Name	Inv/Enc Amt
41-4551-4110-62104 ENC	CONSULTING SERV	R1401591	03/04/2014	DESIGN PERSPECTIVES INC	30,500.00
	Budget	YTD Exp	YTD Enc	Pending	Closing Balance
	35,000.00	0.00	0.00	30,500.00	4,500.00
COUNTY PARKS ADMINISTRATION PROG TOTAL				30,500.00	

I have examined the preceding bills and encumbrances in the total amount of **\$30,500.00**

Claims covering the items are proper and have been previously funded. These items are to be treated as follows:

A. Bills and encumbrances over \$10,000 referred to the Finance Committee and County Board.

B. Bills under \$10,000 to be paid.

C. Encumbrances under \$10,000 to be paid upon acceptance by the Department Head.

Date:

Dept Head \_\_\_\_\_

Committee Chair \_\_\_\_\_