



ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS
MONDAY, APRIL 21, 2025, MEETING, 8:00 A.M.
ASSEMBLY ROOM, ADA TOWNSHIP OFFICES
7330 THORNAPPLE RIVER DR SE, ADA, MI

AGENDA

- I. CALL TO ORDER/ROLL CALL
- II. APPROVAL OF AGENDA
- III. APPROVAL OF MINUTES OF MARCH 10, 2025, REGULAR MEETING
- IV. UNFINISHED BUSINESS
 - a. None
- V. NEW BUSINESS
 - a. RRR Lawn and Landscape Multi-Year Contract Proposal
 - b. Parking Plan RFP Review
 - i. Director John Said
 - c. MOTL Sponsorship Approval
 - d. Beers at the Bridge Operational Budget Review
- VI. REPORTS AND COMMUNICATIONS
 - a. Financial Report 3/31/25
 - b. DDA Director Report
 - c. Farmers Market Manager Report – Raquel Valverde
 - d. Complete Streets Pilot Program
 - e. DDA Financial Report, February 28, 2025
 - f. Township Department Head Staff Reports
- VII. BOARD MEMBER COMMENT
- VIII. PUBLIC COMMENT
- IX. ADJOURN MEETING



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF MARCH 10, 2025, REGULAR MEETING, 8:00 A.M.**

DRAFT

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, March 10, 2025, at 8:00 a.m. at the Ada Township Hall, Assembly Room, 7330 Thornapple River Drive, Ada MI.

I. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 8:00 a.m. by Chair Knapp.

BOARD MEMBERS PRESENT: Cloutier, Coe, Frost, Harrison, Idema, Knapp, Korth, Turan, Vogl

BOARD MEMBERS ABSENT: none

STAFF AND OFFICIALS PRESENT: DDA Director Austin, Planning Director Said, Township Manager Suchy, Farmers Market Coordinator Valverde, Chief Murray, Clerk DeMarco

PUBLIC PRESENT: 6 members of the public

II. APPROVAL OF AGENDA

Moved by Harrison, supported by Vogl, to approve the agenda as presented. Motion carried.

III. APPROVAL OF MINUTES OF FEBRUARY 10, 2025, REGULAR MEETING

Moved by Harrison, supported by Coe, to approve the February 10, 2025, Regular Meeting minutes. Motion carried.

IV. APPROVAL OF MINUTES OF FEBRUARY 19, 2025, SPECIAL WORK SESSION

Moved by Harrison, supported by Coe, to approve the February 19, 2025, Special Work Session minutes. Motion carried.

V. UNFINISHED BUSINESS - none

VI. NEW BUSINESS

a. Tinsel, Treats, and Trolleys Partnership Proposal (ABA)

i. John Conkling and Kim Rantala represented the Ada Business Association

Mr. Conkling introduced himself and spoke on behalf of the ABA explaining they are a non-profit organization that focus on actively supporting the businesses in Ada by engaging members to collaborate, learn and grow through their ABA membership connection and various activities. He referred to the power point presentation and went over the different events the ABA hosts (Extravaganza, Pumpkin Prowl, and T3-Tinsel, Treats, and Trolleys), as well as other member events. He shared details on the ABA growth and strengthened collaborations over the past several years.

Mr. Conkling said the Tinsel, Treats, and Trolleys event is the ABA's largest event and they hope to continue enhancing the collaboration opportunities we all have (ABA, DDA, Ada Township, DiscoverAda) within the village. He said the DDA has been a great sponsor of the T3 event the past few years providing \$2,500 contribution and the ABA is requesting the DDA consider a "Title Sponsorship" level of \$10,000 this year. The increase in funding the event will allow ABA improved collaboration with the DDA for the use of visitation analytics through Placer AI, traffic barrier equipment, and electronic communication equipment, to help with assessing the traffic and enhanced safety measure

DDA Director Austin summarized the staff memo and said the DDA has the financial capacity to consider increasing its contribution for the T3 event given recent adjustments to the DDA budget and the of elimination of two other events: Brats and Bonfires (\$3,000 contribution) and Progressive Tastings (\$16,900 budget outlay).

Austin noted this request appears to align with Objective 2: Align and Optimize Promotional Activities of the DDA's objectives and goals. By supporting the growth of "Tinsel, Treats, and Trolleys," the DDA would be contributing to the promotion of the downtown area and supporting local businesses. The data from Placer AI would provide the necessary insights to optimize future promotional activities, while the event itself serves as an effective tool for driving foot traffic and promoting the downtown district during the holiday season.

Austin concluded, the DDA Board is encouraged to review and deliberate on this request, weighing the potential benefits for the community and local businesses, as well as the available financial resources.

Following brief DDA discussion, it was moved by Korth, supported by Vogl, to approve sponsorship of the ABA's Tinsel, Treats, and Trolleys in the amount of \$10,000. Motion carried.

b. Beers at the Bridge Date Reduction Request

Austin informed the Downtown Development Authority (DDA) Board that a formal request from community stakeholders has been made to modify the standard operations for our Beers at The Bridge (BATB) Concert Series to better accommodate the growth and activity of our downtown district. It has been requested that the DDA consider reducing the number of event dates by one, holding two total dates this year. It is further requested that the DDA remain open to conversations about removing physical barriers in the forthcoming 2026 BATB event season, and that collaboration is improved to better incorporate the neighboring businesses into the event operation.

Austin said that following the conclusion of the 2024 event season, there was additional feedback from community partners (Baton Collective and Ada Business Association) of possible modifications to the event. It has been expressed that the current and growing slate of events may begin to create some negative externalities within the downtown district as it relates to patron traffic, commercial disruption, and safety.

Austin explained that business and development representatives have noted that the commercial stretch along River Street is entering its first season having been relatively built-out and operational, with many remnants of construction operations being removed. Stakeholders have noted that the events create 7 total road closures and disruptions, with the township events accounting for 4 of the 7 (BATB and 4th of July). Representatives express that the challenges posed by these events and closures include parking availability and temporary reductions to the flow of customers.

Austin noted that the BATB committee did have the opportunity to discuss this request prior to it being presented to the DDA. Acknowledging the concerns and opinions of the stakeholders, the committee felt that it would be feasible to reduce the BATB concert Series to 2 dates by eliminating the currently scheduled July 18, 2025, date. Feedback from current staff and some board members indicate that the July date has historically drawn fewer attendees. The DDA could re-orient this event to serve as valuable "bookends" to

the summer, with a vibrant celebration in June and August. Austin provided information on the financial impact to an overall 1/3 reduction.

Austin concluded that the DDA Board is encouraged to review this request thoughtfully, considering the perspectives of all relevant parties, and evaluate the requested modification, which seeks to balance community tradition with the continued vitality of downtown businesses.

There was extended DDA Board discussion regarding the stakeholder and partnership concerns, attendance being lower at July BATB event (especially when the 4th of July event is a large one), removing/relocating the barriers/fencing and conflict of the ability to serve alcohol, and overall complications with the area of River Street that is considered a private road. DDA members voiced opinions whether to eliminate the one event or not.

Liz Haan, DiscoverAda, shared feedback received from the BATB event. She said the barriers create a unique event and keep everyone close, as well as following the MLCC rules, however, the negative impact of the barriers for the business owners is that it drops the attendance of shoppers/visitors. She said she will continue to work with the ABA and others to help minimize the effects of closing River Street.

Township Manager Suchy explained for clarification that the matter is before the DDA for discussion because the private property owner has made the request. Suchy has been in contact with the private property owner for months regarding conflict with the barriers for the businesses and patrons. Suchy said the Township will continue to have conversations and evaluate. The elimination of one event was essentially the compromise to their request.

Moved by Harrison, supported by Cloutier, to reduce the BATB concert series to a total of 2 dates from the original three dates, by eliminating the July 18 BATB date. Roll Call: Yes-6 (Cloutier, Vogl, Harrison, Knapp, Frost, Coe); No-3 (Idema, Korth, Turan); Absent-0. Motion carried.

c. Review and Discuss Proposed 2025-2026 Fiscal Year Budget Draft #3

Austin went over the updated changes to the third draft of the budget: Revenues – no changes; Expenditures - Fall Festival removed, increase contribution to Tinsel, Treats, and Trolleys event, increased Operating Supplies and Farmers Market Supplies, Streetscape allocation \$70,000. Austin will make revisions to the BATB portion of the budget to reflect numbers from the eliminated event, prior to the DDA budget going to the Township Board at their March 24th meeting.

Moved by Korth, supported by Frost, to approve the FY 25-26 DDA Fund Budget and 2025-31 Capital Improvements with necessary revisions to be made by the DDA Director, and recommend approval by the Township Board. Motion carried.

d. Farmers Market Consulting Proposal **i. DDA Director and Tara Heerspink**

Austin referred to the staff memo and recapped that our Farmers Market Manager, Raquel Valverde, is endorsing that we utilize Tara Heerspink services for a strategic community engagement initiative that she put together during the off-season. This type of initiative is supported by vendors and the Farmer's Market Committee, who expressed that the DDA should invest in methods of increasing exposure and foot traffic.

Tara Heerspink said she worked with Raquel last season as consultant with the farmers market social media. Tara explained that her proposal for this season is to launch a strategic community engagement initiative designed to enhance market awareness and cultivate stronger relationships with local businesses and schools. She went over details on enhancing community engagement and education, action items and the timeline as per her proposal.

Moved by Vogl, supported by Turan, to approve the contract for professional strategic community engagement services for the Ada Farmers Market with Tara Heerspink for the period of April 1, 2025, through May 31, 2025, at a monthly rate of \$600, not to exceed \$1200 over 2 months and authorize the DDA Director to execute the contract with Tara Heerspink. Motion carried.

e. DDA Meeting Date Change Proposal

Austin explained that the DDA Board and the Township Board (TB) both currently convene on the 2nd Monday of every month. This requires that materials for each body be prepared simultaneously. Often, both bodies receive some of the same reports and materials, meaning that timely dispersal of a prepared packet is often reliant on the construction of the other bodies packet.

Austin said he has had conversations with Township Manager Suchy and we would like to request the DDA consider/evaluate a change to its regular meeting schedule, specifically moving meeting dates from the second Monday of each month at 8AM to the third Monday of each month. The change is sought to provide operational and administrative benefits for the staff and the township decision makers.

Austin referred to the staff memo with rationale for the change and the proposed meeting dates.

Following brief DDA discussion, it was moved by Idema, supported by Turan, to approve the revised meeting schedule for the Downtown Development Authority Board of Directors for FY 25-26. Motion carried.

VII. REPORTS AND COMMUNICATIONS

a. Social District Resolution 022425-2

Austin referred to the revised resolution from Jan. 22, 2024 that expanded the social district hours to 7 days a week from 12pm to 10pm. He said it was discovered that the date of expiration, that was added to the Township Board Resolution 012224-0, had passed without awareness due to the transition in the DDA Director position and lack of correspondence on the impending date. Thus, it was essential to evaluate and pass another resolution to extend the Social District date of expiration to ensure that no businesses operate against or outside of Township Resolutions on the Social District.

Austin informed that Resolution 022425-02 (see attached) was presented to the Township Board during the February 24, 2025, meeting date and was subsequently passed. The resolution stipulates that the Social District will operate 7 days a week from 12pm to 10pm from January 31, 2025, **indefinitely**.

b. Farmers Market Manager Report – Raquel Valverde

Valverde updated that she attended a Food Assistance Sign-Up event and should have SNAP applications by the end of March.

There was a Farmers Market Committee Meeting on February 25th which focused on CCF Marketing Workshop, vendor application process, new vendor application process, and the Ada Family Dental construction layout (the head of the construction project will attend the next committee meeting with construction updates).

Valverde noted that she completed the Farmers Market Manager Certification and plans to attend the Farmers Market Annual Conference. She briefed on the updated Marketing plans as discussed earlier in this meeting.

c. DDA Director Report

Austin noted items in his report:

Streetscape: he will be working on site assessments for proper placement of refuse and recycle units as well as additional benches.

Strategic Planning session: Travis Alden has provided a revised draft for the updated Key Objectives. He will review the document and schedule a Final Strategic Planning work session later this month.

Support Local Campaign: upcoming Business Roundtable discussion on March 26th.

d. DDA Financial Report, February 28, 2025 – no additional comments

e. Township Department Head Staff Reports – no additional comments

VIII. BOARD MEMBER COMMENT

Harrison thanked fellow board members and community partners for their time and efforts.

IX. PUBLIC COMMENT

Chip Clark, representing the Ada Arts Council, gave a formal introduction to a placemaking proposal that was recently submitted to the Township and the DDA Director. The goal of that is to address some perceived deficits in arts and culture within the township. They are looking to reposition the Ada Arts Council to better serve the community and look forward to your feedback and input.

X. ADJOURN MEETING

Moved by Knapp, supported by Harrison, to adjourn the meeting at 9:39 a.m. Motion carried.

Respectfully submitted:

Dawn Marie Coe, DDA Secretary

rs:eb



MEMORANDUM

Date: 04/14/25

TO: Ada Township DDA Board
FROM: Kevin Austin, DDA Director
RE: Review Extension Proposal of Village Streetscape Maintenance & Flower Planting Services Bid from RRR Lawn and Landscape

Purpose:

This memorandum details a proposal by RRR Lawn and Landscape to the Downtown Development Authority (DDA) to extend its existing streetscape planting services contract to include the 2026 and 2027 planting seasons. This would establish a three-year agreement beginning with the previously approved 2025 contract.

Background:

Historically, the DDA has opted for multi-year contracts—typically three years—for streetscape planting services. This approach provided several benefits, including budget predictability, administrative efficiency, and continuity in service. However, following a period of unsatisfactory performance by a former vendor in 2022, the DDA shifted to shorter, one-year agreements to regain quality assurance and control.

In 2023 and 2024, the DDA partnered with RRR Lawn and Landscape, and their performance has been consistently strong, meeting and often exceeding expectations. The DDA reaffirmed this partnership by awarding RRR the 2025 streetscape planting contract in the amount of **\$52,163.83**.

Proposal:

RRR Lawn and Landscape has proposed a two-year extension to the 2025 contract, covering the 2026 and 2027 planting seasons. Their proposed pricing structure ensures a **maximum 5% increase per year**:

- **2026:** \$54,772.01
- **2027:** \$57,510.62

Benefits of a Multi-Year Contract:

Extending the current agreement through 2027 would offer several key advantages:

1. **Budget Stability and Predictability**

Locked-in pricing, with capped annual increases, allows the DDA to plan future budgets more accurately and avoid market swings or unexpected price hikes.

2. **Vendor Familiarity and Performance Continuity**

Continued collaboration with a proven vendor who is familiar with our streetscape environment minimizes the learning curve and ensures consistent service quality.

3. **Administrative Efficiency**

Reducing the frequency of competitive bid processes lowers administrative costs and staff time while maintaining oversight through regular performance evaluations.

4. **Enhanced Planning and Execution**

A long-term contract facilitates proactive coordination on plant selections, seasonal displays, and logistics, leading to more cohesive and attractive streetscape outcomes.

Given the DDA's satisfaction with RRR Lawn and Landscape's performance in 2023 and 2024, and the benefits of locking in reliable service at a predictable cost, staff recommend adopting the proposed contract extension for the 2026 and 2027 planting seasons. Note that contracted services in 2025 rose by 28.9% compared to last year. We did include additional plantings in this year's contract, however, there were also substantial price increases. The DDA will retain the ability to cancel the contract according to the following provision of the contract:

CANCELLATION OF THIS CONTRACT

Ada Township shall have the right to cancel this contract for non-performance. If an inspection by a representative of Ada Township reveals that the Contractor's work results in any nonacceptable maintenance condition(s):

1. A representative from Ada Township shall call a meeting with the Contractor and/or issue a written notice of possible contract termination should the condition continue.
2. If the condition should be repeated for a second time, Ada Township shall issue a written notice of contract termination.

This approval would reestablish a three-year planning cycle, reflecting prior DDA practices while preserving the quality control mechanisms developed in recent years.

If the DDA does not agree with the proposal more information can be requested of the vendor or additional bids can be sought.

Alignment with DDA Goals and Objectives:

This request aligns with Objective 3: Beautification and Placemaking by ensuring that the streetscapes throughout the district meet the elevated standard that has been established and that the DDA make responsible financial decisions to accomplish that.

Recommendation:

Staff recommends the Board consider approving the proposed contract extension for the Streetscape Maintenance and Flower Planting Services bid from RRR Lawn and Landscape for 2 additional years not to exceed \$54,772.01 in 2026 and \$57,510.62 in 2027.

Requested Motion: Motion to extend the Village Streetscape Maintenance & Flower Planting Services contract awarded to RRR Lawn and Landscape for an additional two-year period not to exceed \$54,772.01 in 2026 and \$57,510.62 in 2027, and to permit the DDA Director to revise and execute the contract.

RRR Lawn and Landscape, LLC

6757 Cascade Rd SE #121 Grand Rapids, MI 49546
(For Mailing Purposes Only)



(616) 893-5765
nriebel@rrrlawn.com | www.rrrlawn.com / www.rrrseasonalcolor.com
RECIPIENT:

Ada Township
7330 Thornapple River Dr PO Box 370
Ada, Michigan 49301

Estimate #3857	
Sent on	12/17/2024
Total	\$54,772.01

Product/Service	Description	Qty.	Total
Streetscape Planting Services 2026	<p>The following services are included in the 2026 Streetscape Planting Services Bid as submitted to Ada Township:</p> <p>1. Early April Clean Up & Removal of Debris</p> <p>2. Two Pallets of Top Soil with Peat Mixtures for Spring replacements and lost soil thru Season</p> <p>3. Daffodils to be cut back and debris removed following Spring growing Season, prior to plant installation</p> <p>4. Plant Annuals (Gallons & Quarts- Plant Selection TBD) in late May in 114 Annual Beds. We will utilize an average of 5 - 1 gallons per bed (based upon bed size) as well as an average of 15 quarts per bed (based upon bed size). Plant Annuals in 2 Median Beds along Headley.</p> <p>5. Complete 12 applications of micronutrients to beds through growing Season. At the same time flowers beds will be weeded and dead flowers pinched off to maintain growth. Visits will be weekly for the first 3 weeks then bi-weekly into October</p> <p>6. Removal all annuals from beds in October. Apply soil/leaf compost to beds.</p>	1	\$54,772.01

Total	\$54,772.01
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This estimate is valid for the next 10 days, after which values may be subject to change.

You may see Optional Line Items listed on your estimate. Please note these are not added into your estimate total. If you would like to add any of these Optional Line Items to your project please check the corresponding box for that Line Item BEFORE signing your estimate.

Signature: _____ Date: _____

RRR Lawn and Landscape, LLC

6757 Cascade Rd SE #121 Grand Rapids, MI 49546
(For Mailing Purposes Only)



(616) 893-5765
nriebel@rrrlawn.com | www.rrrlawn.com / www.rrrseasonalcolor.com
RECIPIENT:

Ada Township
7330 Thornapple River Dr PO Box 370
Ada, Michigan 49301

Estimate #3858	
Sent on	12/17/2024
Total	\$57,510.62

Product/Service	Description	Qty.	Total
Streetscape Planting Services 2027	<p>The following services are included in the 2027 Streetscape Planting Services Bid as submitted to Ada Township:</p> <p>1. Early April Clean Up & Removal of Debris</p> <p>2. Two Pallets of Top Soil with Peat Mixtures for Spring replacements and lost soil thru Season</p> <p>3. Daffodils to be cut back and debris removed following Spring growing Season, prior to plant installation</p> <p>4. Plant Annuals (Gallons & Quarts- Plant Selection TBD) in late May in 114 Annual Beds. We will utilize an average of 5 - 1 gallons per bed (based upon bed size) as well as an average of 15 quarts per bed (based upon bed size). Plant Annuals in 2 Median Beds along Headley.</p> <p>5. Complete 12 applications of micronutrients to beds through growing Season. At the same time flowers beds will be weeded and dead flowers pinched off to maintain growth. Visits will be weekly for the first 3 weeks then bi-weekly into October</p> <p>6. Removal all annuals from beds in October. Apply soil/leaf compost to beds.</p>	1	\$57,510.62

Total	\$57,510.62
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This estimate is valid for the next 10 days, after which values may be subject to change.

You may see Optional Line Items listed on your estimate. Please note these are not added into your estimate total. If you would like to add any of these Optional Line Items to your project please check the corresponding box for that Line Item BEFORE signing your estimate.

Signature: _____ Date: _____



MEMORANDUM

Date: 04.05.25

TO: Township Board and Downtown Development Authority (DDA) Board
FROM: Julius Suchy, Township Manager
John D. Said, AICP, Director of Planning
Kevin Austin, DDA Director
RE: 2025 Strategic Parking Plan – Request for Proposals – Request for Support

Background

The attached updated Parking Plan Request for Proposals (RFP) is provided for concurrence by the Township Board and DDA, so that Staff can promptly distribute the RFP for consultants to review and respond with proposals.

While the previous RFP and focus of the parking project in the Central Business District “Village” area centered on an assessment of current parking conditions, the updated RFP emphasizes a more strategic approach to parking in the community. While there will be a component that assesses existing parking, the emphasis encouraged by Staff will be one of developing a forward-looking strategy based on the existing and planned parking resources in the Village area. This approach will allow a more well-planned effort on parking management and planning for the future.

As everyone may recall, the sequence of the previous RFP and corresponding response proposals did not allow for an appropriate assessment, as the timeline would have resulted in counts during the fall months. The combination of timing of the new RFP and its more strategic emphasis will allow review of parking during the more active time of the year, in the late spring and summer.

Further, timing delays also resulted from the need to coordinate budgets between the General Fund and the DDA financing sources. This necessitated planning this project for the new Fiscal Year, which began on April 1. As well, while the initial effort to do an updated parking review project (previously referred to as a “Study”) took place in 2023, Township Board direction was to await the opening of the hotel, as that was expected to have a significant impact on parking demand. As the hotel did not open until late August, there was no opportunity to undertake analysis work any sooner. However, now, with the hotel open and Covered Bridge Park plans (including parking) being finalized, the scenarios are much firmer for the foreseeable future.

Once proposals are received, Staff will return to the Township Board and DDA Board for their approval of a consultant. (The selection criteria are identified in the RFP.)

Requested Action

Staff requests support regarding distribution of the Request for Proposals document. Prompt action is requested to allow for the best timeline for parking review and analysis.



ADA TOWNSHIP

Request for Proposals

2025

Strategic Parking Plan for Central Business District Area

SECTION 1: Introduction

Purpose

This Scope of Work Request seeks a qualified firm to prepare a Strategic Parking Plan (the “Strategic Plan” or the “Plan”) for the Central Business District (a/k/a “Ada Village” or the “Village”). Due to the emergence of the Township’s Village area and associated background plans (2007 Charrette and 2013 Envision Ada), subsequent refinements to Village area plans, long-term land use trends, growth pressures, and potential future opportunities in the Township, the services of a professional consultant are being sought to complete the new Plan with full utilization of their perspectives, skills, background, and expertise.

The Township’s previous Parking Study was prepared and completed in 2017, and can be provided upon request.

The new Strategic Plan will provide the foundation for future parking policies to be utilized by the Township, including the Township Board, Planning Commission, and the Downtown Development Authority (DDA).

Existing Zoning Ordinance

Ada Township’s Zoning Ordinance (the “Ordinance”) contains requirements for parking, including allowed reductions for parking supply in the Planned Village Mixed-Use (PVM) Overlay District area, which encompasses essentially the entirety of the Village area. The PVM District provides creative, hybrid form-based zoning regulations that have been instrumental in the high-quality Central Business District that now exists in Ada. The Township encourages exploration of the parking and PVM requirements of the Zoning Ordinance as part of this Plan, in order to allow development of recommendations for future policies around parking.

The Township’s Zoning Ordinance can be found at:

[https://library.municode.com/mi/ada_township_\(kent_co.\)/codes/code_of_ordinances?nodeId=COOR_CH78ZO](https://library.municode.com/mi/ada_township_(kent_co.)/codes/code_of_ordinances?nodeId=COOR_CH78ZO).

Community Characteristics

In the last 5 – 10 years, Ada’s Central Business District has emerged as a premier destination in the West Michigan region. The mix of retail, restaurant, employment, and residential uses in the Village area provides an ideal, walkable, and unique environment for the community. Also, local features such as Legacy Park, and the planned Covered Bridge Park, supplement the overall quality of the Village area with open space and passive recreational opportunities. Further, the variety of events throughout the calendar year enhance Ada as a destination for fun and family activities.

At the same time, some sentiments in the community focus on a perceived lack of parking in the Central Business District area. The expansion of the Village area, and transition to a more walkable community with a corresponding mixed land use environment, have resulted in changes that some in the community have had difficulty adjusting to. As a result, Township Staff have used a variety of outreach and communications strategies in an effort to identify a positive narrative to the area’s overall growth, including the evolving parking characteristics and enhancements to the pedestrian orientation of the area. As well, the Township has expanded public parking in some areas where it has been feasible to do so. The new Parking Plan will be seen as an opportunity to develop a policy to extend the Township’s efforts to take the next steps in the evolution of the Village area,

utilize metrics to guide recommendations, and to change the narrative around parking.

SECTION 2: Scope of Work

Expectations

The consultant will be expected to work closely with Township Staff, and Staff will be available to assist with information gathered to support the consultant's efforts. The consultant will be expected to identify creative but realistic opportunities and recommendations for the community to determine parking management and opportunities for the future. Further, as detailed below, the consultant will be expected to coordinate efforts with Township Staff, and present findings at one or more meetings with Township officials.

Plan Areas

The Plan will need to include the following:

1. Information Gathering

- Township parking requirements
- Land uses, including use types and building/tenant space areas
- Inventory of existing parking; public and private, off-street and on-street
- Parking policy specifics (designated parking areas, time limits, etc.)
- Projected development in Plan area

2. Evaluation and Research

- Review and map parking inventory, including planned parking areas (such as Covered Bridge Park)
- Review and map land uses
- Conduct parking utilization counts, consisting of mid-week, Friday, and Saturday counts midday through evening, on non-special event days Use counts to analyze and map utilization throughout Plan area
- Compare Township parking requirements with utilization. Utilize review based on Township parking requirements, and outside sources such as Institute of Transportation Engineers (ITE) and Urban Land Institute (ULI)
- Analyze parking status; enforcement (if any), conditions, layout, security, lighting, etc.

3. Summary

- Provide summary of parking needs by block and characteristics by area and land use
- Identify shared parking; current and future opportunities
- Prepare graphs and tables of current supply and demand by block
- Identify surplus and deficits by block

4. Projections

- Review projected developments in Plan area and evaluate future demand
- Analyze different development scenarios (i.e., different land use options) to forecast changes in demand
- Review scenarios for 1-2 years and 5+ years

5. Conclusions and Recommendations

- Complete summary of parking analysis and current conditions
- Provide detailed recommendations for near-term and long-term. Recommendations can include, but are not limited to:
 - Recommended increases or reductions, if any, to parking supply, with identification of specific areas (blocks)
 - Recommended changes to existing parking areas, such as signage, layout, lighting, pedestrian connections, access, etc.
 - Parking options for long-term parking (such as employees), to maximize customer parking
 - Public/private parking options
 - Potential Zoning Ordinance amendments to address parking
 - Education and messaging strategies for Township officials and community overall

Identification of similar strategies that proved successful in other communities will be helpful to supplement the Parking Plan recommendations.

6. Community Reporting/Engagement

- Prepare and submit draft report for Township Staff review, complete refinements, and submit final report
- Meet with Township officials to present information
- Conduct community presentation, utilizing ABA and Library, to present findings

Project Responsibilities

Primary responsibilities include, but are not limited to, the following:

- A new Parking Plan, with an emphasis on best strategic utilization of the Township's Central Business District parking assets, with realistic and feasible goals and objectives, and potential timelines to achieve them.
- An assessment of current parking situation, review of the Township's existing Master Plan, Zoning Ordinance, and other Township ordinances and documents applicable to the Parking Plan project.
- Consultation, if necessary, with the Township Attorney concerning pertinent legal matters.
- Comprehensive interpretation of data such as: land use statistics, parking inventory, and other information from Township records. The Township will provide data requested by consultant.

Project Time Frame

The consultant shall complete all parking counts by September 30, 2025. A draft report shall be

submitted for Staff review by October 31, 2025. Staff shall complete its review and responses by November 15, 2025, and all subsequent meetings shall be scheduled and held by December 15, 2025.

Deliverables

A user-friendly Parking Plan, in written and electronic form, with graphics, diagrams, pictures, tables, maps, appropriate narrative content, and realistic implementation strategies that are appropriate and achievable.

Budget

Consultants are requested to provide a total cost for this Parking Plan and an estimated breakdown of each of the anticipated responsibilities and deliverables, as detailed below in the "Proposal Format" section, and all cost/fee/budget information, including cost per meeting beyond the anticipated two public presentation meetings.

Section 3: Proposal Requirements (ONLY IF NEEDED)

Proposal Submission Requirements

- One (1) unbound hard copy proposal AND
- One (1) electronic proposal, submitted in one of the following ways:

Via email to: jsaid@adatownshipmi.com (PDF files); or

Flash drive delivered with the hard copy proposal.

All submittals must be provided by: **Friday, May 9, 2025, by 2:00 p.m. Eastern Time**, to:

John D. Said AICP
Director, Dept. of Planning
Ada Township
7330 Thornapple River Drive, P.O. Box 370
Ada, Michigan 49301

Any questions may be referred via email (address noted above) or phone (616.920.7313).

Proposal Format

Proposals should contain the following information:

- Title Page. Provide the name of your firm, address, telephone, email, and primary contact person.
- Letter of Interest. Provide a complete statement regarding the understanding of the project and your interest in working with Ada Township for this Parking Plan.
- Qualifications. Provide information on your and your firm's experiences related to the goals and deliverables of this project.
- Project Team. Identify the project team including sub-consultants and associates and

provide a statement of qualifications for each individual.

- **Timeline.** Based on previous experience and the specifications in this RFP document, provide information on an envisioned timeline.
- **Work Samples.** Provide a webpage link of at least three (3) examples of pertinent work including graphics, diagrams, photographs, tables, and team member writing samples.
- **Proposed Approach.** Provide a description of the method and approach your firm intends to utilize to complete the Plan.
- **Itemized Budget.** Submit an itemized budget for the Plan process, including total travel and material expenses and the work identified in the Proposed Approach and Timeline Sections. Budget needs to include projected hours by team member, as well as fees for additional services that may arise (such as extra meetings beyond the anticipated two public presentation meetings).
- **References.** Submit names, emails, and telephone numbers of other municipal officials we may contact to verify performance on recent projects completed by the firm.
- **Claims, Licensure and Non-Discrimination Violations Against Your Organization.** List any current licensure or non-discrimination claims against you or your organization that have occurred in the past five years, especially any resulting in claims or legal judgments.
- **Identification and summary of any legal action taken with previous clients.**

Consultant Selection Evaluation Criteria

The Township reserves the right to review and select the project consultant based on the following criteria, without specification of weighting for each criterion.

- Project Team Qualifications and Experience.
- Proposed Approach and Methodology.
- Understanding of the Ada Township Central Business District and its characteristics , including strengths, weaknesses, and opportunities as well as its development trends and desired development.
- Ability to complete the project within the required timeframe.
- Proposed fees and costs.
- Skills in presenting, educating, and answering difficult questions.

A panel interview of project consultant finalists may take place prior to selection. The Township may select a list of project consultant finalists for interviews, depending on the number of qualified submittals.

All costs related to the interview process are the responsibility of the project consultant finalists.

Withdrawal of Proposal

Any bidder may withdraw its proposal in person, by email, or by written letter, any time prior to the scheduled closing time for receipt of proposals. Each proposal shall be considered binding and in effect for a period of sixty (60) days after the closing date.

Section 4: Contract Information

Consulting Agreement

A consulting agreement shall be approved by the Township Board and executed by the Township Clerk and a duly authorized agent of the chosen consultant. Project work shall begin after approval and execution of the consulting agreement. Minor changes that do not affect the substance to the agreement provided may be considered prior to finalizing the agreement. Changes proposed after approval and execution of the consulting agreement that affect consultant costs shall be reviewed and approved by the Township Board.

Insurance

The selected consultant shall provide a certificate of insurance naming Ada Township, including the Township Board of Trustees, employees, appointed officials, and agents, as additional insured with an insurance company, types of coverage, and amounts of coverage that are acceptable to the Township.

Acceptance of Terms

Submission of a proposal indicates acceptance by the consultant of the conditions contained in this Request for Proposals. Note that all proposal submissions are subject to State and Federal open records laws.

Addenda, Rejection, Cancellation, Negotiation, Preparation Cost

The Township reserves the right to revise any part of this Scope of Work by issuing an addendum at any time prior to the submittal deadline. The Township reserves the right to accept or reject, in whole or part, all proposals submitted and/or to cancel this announcement if any such action is determined to be in the Township's best interest. All materials submitted in response to this RFP become property of the Township. The Township will not be responsible for costs associated with proposal preparation. By submitting a proposal, each consultant agrees to be bound in this respect and waives all claims regarding such costs and fees.

Award of Contract/Acceptance of Proposal (Terms and Conditions)

The contents of this RFP and the bidder's proposal, as submitted and/or modified, shall become contractual obligations to be executed by the authorized contracting agents of both parties.

Non-discrimination

During the course of this project, the successful bidder shall not discriminate against an employee or applicant for employment with respect to hire, tenure, terms, conditions, or privileges of employment, or a matter directly or indirectly related to employment, because of race, color, religion, national origin, age, sex, height, weight, marital status, orientation, identity, or because of a disability that is unrelated to the individual's ability to perform the duties of a particular job or position. Breach of this covenant may be regarded as a material breach of this Agreement.

Terms of Payment

The Township shall make payments to the successful bidder for actual services rendered no more than monthly. Such payments shall be made within thirty (30) days following receipt of an acceptable invoice, or as otherwise mutually agreed.



MEMORANDUM

Date: 4/14/25

TO: Downtown Development Authority Board Members
FROM: Kevin Austin, DDA Director
RE: Review and Approve Sponsorship for 2025 Music on the Lawn Concert Series

Background:

The DDA Fund budget includes \$2,500 in FY25-26 for support of the Ada Township Music on the Lawn Summer Concert series presented in partnership by Ada Parks and Rec and the Ada History Center. As outlined on the attached sponsorship form, the Hometown Hero Sponsorship (\$2,500) level includes the following:

- Highlighted on all social media marketing materials for four (4) concert dates
- Opportunity to host a booth and banner to be displayed at Legacy Park during five (4) event dates (Banner provided by sponsor)
- On stage announcement recognition for four (4) concert dates.
- Hometown Hero sponsor recognition in the Ada View Community Newsletter.

Alignment with DDA Goals and Objectives:

This request appears to align with Objective 1: Organizational Priorities, by allowing the DDA to further demonstrate one of our roles within the township to the many constituencies that attend or support MOTL. It also aligns with Objective 2: Align and Optimize Promotional Activities and Objective 3: Beautification and Placemaking by supporting a consistent event that increases the place and character of our downtown space.

Recommendation:

Approval of the \$2,500 sponsorship for the 2025 Music on the Lawn Concert Series is recommended. Once approved, DDA Board Members will be surveyed via email to assess availability to be present at the DDA booth. Additionally, we will have support from the DDA intern.

Requested Motion: Motion to approve \$2,500 sponsorship for the 2025 Music on the Lawn Summer Concert Series and authorize the DDA Director authorize the DDA Director to submit the sponsorship form with payment to Ada Township Parks & Recreation.

2025

Music

ON THE LAWN



Event Dates: 6/4, 6/11, 6/25, 7/9, 7/23, 7/30, 8/6

Location & Time: Legacy Park (7430 River St. SE. 49301) 7p-9p

Summary: We're gearing up for another summer of live music at Legacy Park! Seven amazing bands are set to take the stage, and we'd love for you to be part of the excitement. This is a fantastic opportunity to showcase your brand and make a lasting impact in the community.

COMMUNITY CHAMPION

\$5,000.00

This year's "Community Champion" sponsor will be our sole presenting partner for the 2025 season.

Opportunity to have your organization's banner hung on stage for all concert dates.

Highlighted each & every week on all social media marketing materials as our presenting sponsor.

Opportunity to host a visitors booth at all 7 concert dates.

Weekly on stage announcement recognition

Premier sponsor recognition in the AdaView Community Newsletter

HOMETOWN HERO

\$2,500.00

Opportunity to host a booth and or banner to be displayed at Legacy Park during four (4) concert dates.

Highlighted on all social media marketing materials for four (4) concert dates.

On stage announcement recognition for four (4) concert dates.

Hometown Hero sponsor recognition in the AdaView Community Newsletter.

LOCAL LEADER

\$1,000.00

Opportunity to host a booth and or banner to be displayed at Legacy Park during three (3) concert dates.

Highlighted on all social media marketing materials for four (3) concert dates.

On stage announcement recognition for four (3) concert dates.

Local Leader recognition in Parks & Recreation Newsletter.

PARKS ALLY

\$500.00

Opportunity to host a booth and or banner to be displayed at Legacy Park during one (1) concert date.

Highlighted on all social media marketing materials for one (1) concert date.

On stage announcement recognition for one (1) concert date.

Parks Ally recognition in Parks & Recreation Newsletter.

NEIGHBORHOOD PARTNER

\$250.00

Opportunity to have a banner to be displayed at Legacy Park during one (1) concert date.

Highlighted on all social media marketing materials for one (1) concert date.

Neighborhood Partner recognition in Parks & Recreation Newsletter.

ORGANIZATION OR COMPANY NAME:

SPONSORSHIP DATE(S):

SPONSORSHIP AMOUNT: \$

REPRESENTATIVE:

EMAIL:

ADDRESS (CITY, STATE, ZIP CODE):

PHONE:

PLEASE MAKE CHECKS PAYABLE TO "ADA TOWNSHIP"

ATTN: Wesley Deason

7330 Thornapple River Drive, PO Box 370

Ada, MI. 49301

Questions? 616.920.7853 / wdeason@adatownshipmi.com



Summer Concert Series

JUNE 4TH
PRIOR NOON



Country

JUNE 11TH
KELLY QUINN EXPERIENCE



Blues



SAVE THE DATE

BEERS AT THE BRIDGE

JUNE 20TH

JUNE 25TH
YACHT ROCKET



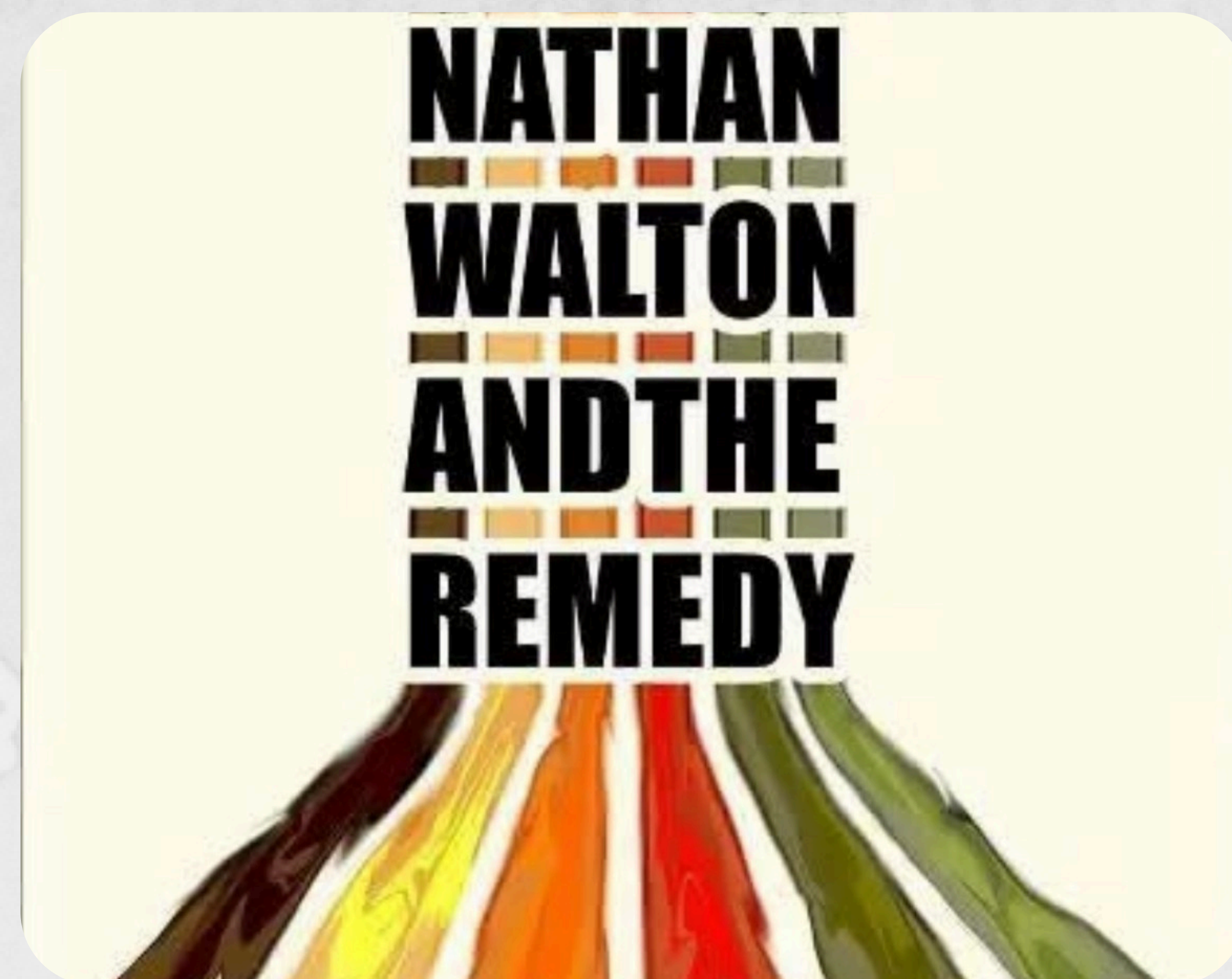
Yacht Rock

JULY 9TH
BARE NAKED VINYL



Classic Rock

JULY 23RD
NATE WALTON & THE REMEDY



Soulful Rock n Roll

JULY 30TH
THE FROG KING



Neil Diamond Tribute

AUGUST 6TH
SPACE BAR



Jazz

SAVE THE DATE

BEERS AT THE BRIDGE

AUGUST 15TH



MEMORANDUM

Date: 04/14/25

TO: Downtown Development Authority Board Members
FROM: Kevin Austin, DDA Director
RE: Discuss and Approve Beers at the Bridge Event Management Plan & Budget

Background:

The attached event management plan and budget outlines expenses and projected revenue for the 2025 Beers at the Bridge Concert Series – the Board is being asked to approve a plan to move forward with processing invoices. Please note that certain expenses are being estimated based on 2024 pricing and are subject to change as staff works through the planning process with vendors. Significant changes to estimated figures will be brought back to the DDA Board for review.

On 3/10/2025, the DDA board approved a reduction in BATB dates to a total of 2 for 2025. This has had an impact on the traditional budget breakdown but has been reflected in the provided budget. Through continued dialogue with business representatives and community stakeholders, staff sought to find opportunities to further incorporate the village commercial businesses into the event space. One of the proposed options to increase collaboration and holistic benefits to the event space was to eliminate the Grub Sponsorship fees and Promotional Vendor Fees for businesses that are within the DDA district. This option has been presented to the committee and will continue to be discussed. The following event budget has been created with this sponsorship modification applied.

Event Budget Highlights:

- Entertainment costs for the bands are estimated between \$5,000 and \$5,500 with the second band currently undetermined. Sound management from River Town Audio is quoted at a cost of \$4,084.
- Previous events planned for roughly 4000 cups per concert date. Per event cup price is \$861.77 totaling \$1,723.54. If the Union Bank would like to sponsor the cups again this year, we can use the 3,900 cups we have left from last year and decrease the sponsorship for the remaining 4000 cups. If we have a new cup sponsor, we will need roughly 8,000 new cups. The sponsorship is estimated to cover the full cost for compostable cups.
- Security services are estimated at \$1,458 for 6 security guards to be on-site checking IDs as attendees enter the special event area. The security guards also do a head count to compare. Pricing includes a \$2 per hour rate increase per security guard for an hourly rate of \$27. Each security guard is onsite for an average of 4.5 hours per event.
- The total cost for equipment rental and set-up from Cascade Rental \$16,937.06.

- The MLCC requires that the special event area be fenced in to set the boundaries of the event. United Rentals can provide Bike Rack barricade style barriers with set-up and removal for \$5,568 for both events.
- Based on previous years, beer purchase is estimated at \$16,000. Gravel Bottom sells the Township kegs at cost for these events. Any unopened kegs are returned and refunded after each event.

Seyferth PR has provided a quote to provide the services below for the two events. They are providing similar services as previous years while reducing the quantity but making modifications due to the 10th anniversary.

- **Design/provide artwork files for promotional materials:** Total cost of \$2,000 for all three events is based on signage needs from 2024 and revisions for the 10th anniversary. 40- 50 hours at a rate of \$30-40 per hour.

Recommendation: Staff recommends contracting Seyferth PR to design/provide artwork files for some promotional materials for the Beers at the Bridge. Amount not to exceed \$2,000.

- **Media relations services for promotions prior to event dates:** Total Cost \$3,000. Staff believe this service is valuable to the marketing of the Beers at the Bridge events and a piece that staff doesn't necessarily have the capacity to focus on.

Recommendation: Staff recommends contracting with Seyferth PR to provide media relations services for promotions prior to Beers at the Bridge events. Amount not to exceed \$3,000.

The scope of work and draft contract from SeyferthPR have been included in your packet for consideration. Additional topics for consideration are the inclusion of kid's activities (\$1000 per event) and volunteer and sponsorship appreciation events.

Recommendation:

Staff recommends that the DDA Board approve the budget as outlined in the event management plan, and instead of each invoice being presented to the DDA Board, authorize the DDA Director to process the invoices and contracts as outlined in the event management plan. Any major changes in pricing will be reviewed with the Board prior to submitting payment.

Requested Motion: Motion to approve the Beers at the Bridge budget as outlined in the event management plan and memo and authorize the DDA Director to process invoices and contracts for services listed in the event management plan.

June 20 and August 15

	TIMELINE DETAILS	BUDGETED (PER EVENT)	BUDGETED 2025 (2 EVENTS)	ACTUAL 2025
PRE-EVENT MEETING COORDINATION FOR PLANNING COMMITTEE AND SPONSORSHIP COMMITTEE:				
	Coordinate calls/meetings and approvals with committee members			
	Develop meeting agendas and compile materials for review			
SPONSORSHIP DEVELOPMENT AND COMMUNICATIONS:				
	Research opportunities available to potential sponsors			
	Design sponsorship agreement packet			
	Sponsor packet mailing/email to 200+ local businesses	Packets to be sent out via email instead of physical mailing.		
	Follow-up calls/emails with businesses to confirm participation			
	Coordination and communication with confirmed Banner and Promotion sponsors for set-up, tear down, etc.			
	Post-event thank you notes			
MANAGEMENT OF RESTAURANT VENDORS:				
	Coordinate completion of health department forms	\$ 159.00	\$318.00	
	<i>(\$187.06 per grub sponsor who needs a temp food license)</i>			
	Provide direction on event day			
	Post event follow-up			
RESEARCH, MANAGEMENT AND COORDINATION OF ENTERTAINMENT FOR EVENT:				
	Research entertainment	On-going basis, band application posted on website		
	Develop band packet with set-up information for performance			
	Contract with selected band and all follow-up logistics	Hold dates in November/December	\$2,750.00	\$5,500.00
	June 20 - Karl Lynch \$1500	Pricing dependant on sound management being provided by DDA		
	August 15 - NOT BOOKED \$2000-\$4000	and the band we select for June.		
	Additional kid's programming	\$1,000.00	\$2,000.00	
MATERIALS:				
	Design and order branded cups (Cup Sponsorship: Union Bank)	Order cups in April - Deadline to order cups is April 21 (based on lead time)	\$ 861.77	\$ 1,723.54
	Past vendor: Your Brand Café			
	12oz Custom Printed Eco-Friendly Cold PLA Cups - qty. 8,000	Compostable cup option		
	4 week lead time (as of 4/18/23)			
	Review Inventory			
	Order Tickets, Wristbands, Zip ties	\$ 167.00	\$334.00	
	Past Vendor: Amazon			
	Ice for beer kegs, cases of water for volunteers	\$ 200.00	\$400.00	
	Past Vendor: Sunrise AGO			
LAYOUT PLANNING FOR EACH EVENT DATE:				
	Site visits to ensure proper layout for participants and sponsors			
	Develop visual layout plan			
	Coordinate with Ada Parks Director to plan event space logistics (electric, restrooms, waste, etc.)			
VENDOR LOGISTICS, INVOICING AND COORDINATION:				
	Special Event Liquor License/Insurance			
	Special Event Wavier Request (Township Board approval)			
	Resolution authorizing the application of special event liquor license (Township Board approval)			
	Apply for liquor license from the MLCC	\$ 50.00	\$100.00	
	Liquor Liability Insurance	\$ 368.00	\$736.00	
	Event Insurance	Staff is reviewing options for purchasing event insurance	\$ -	
	Day-of Event Security Services	Hold dates in Jan/Feb; Touchbase mid-May; pricing includes a \$1 per hour rate increase and 1 additional Guard.		
	Past vendor: Good Hands Security - Kevin Shepherd, (616) 600-1072, kevin@goodhandssecurity.com	\$729	\$1,458	
	6 Security Guards, 4.5 hours (5pm - 9:30pm), \$26/hr.			
	2025: \$27/hr			
	Tent/Table Rentals	Reserve in Jan/Feb; All final counts and changes need to be made 48 hours prior to event day.		
	Past vendor: Cascade Rental Center - Mike Mellema, sales@cascaderental.com	June: \$8,606.86	\$8,468.53	\$16,937.06

10x10 tents – qty. 12	August: \$8,330.20			
20x20 tent – qty. 4				
Lights for the beer tent				
Chairs – qty. 82				
6 ft. tables – qty. 37				
90"x132" burlap linens - qty. 37				
8 ft. tables – qty. 4				
90"x156 burlap linens - qty. 4				
Cable ramps (extension cord covers), if available				
Generator (2 power spots - one for band and one for the vendors)				
Stanchions				
Sound Management				
New Vendor: River Town Audio (Ed Wager)	\$2042.02/per show	\$ 2,042.02	\$ 4,084.04	
Dumpster Rental (potential in-kind donation)				
Past Vendor: Bin There Dump That - Ben Bosch	In-kind Donation totalling \$1020			
10 yd. container - qty. 1				
Portable Bathrooms/Handwashing Stations				
Past vendor: Plumbers Disposal	\$840 per event	\$840.00	\$1,680.00	
Restrooms - qty. 8				
Handicap Accessible Restrooms - qty. 2				
Large Handwashing Stations - qty. 2				
United Rentals				
Restrooms - qty. 8	\$885 per event			
Handicap Accessible Restrooms - qty. 2				
Large Handwashing Stations - qty. 2				
Fencing Rental				
Past vendor: Fence Consultants	\$5,670 per event			
Temporary metal perimeter fencing: 4' galvanized chainlink	\$11,340 Total			
Alto Services	\$4,410: June 20th			
2024 Vendor: Give Em a Break	\$3,780: August 15th			
Temporary metal perimeter fencing: 6' Galvanized chainlink	\$8,190: Total			
United Rentals				
Bike Rack Style Barricades 7' long		\$ 2,784.00	\$ 5,568.00	
Beer Purchase	Pricing based on expenditures from 2024. Still waiting on updated pricing for 2025.	\$8,000	\$16,000	
Vendor: Gravel Bottom Brewery				
Dam Good IPA - 11 Kegs				
Covered Bridge Pale Ale - 11 Kegs				
Rix Robinson Porter - 5 Kegs				
Razzel Dazzel Raspberry Cider - 5 Kegs				
Vendor: Railtown Brewery				
Shadyside IPA - 4 Kegs				
Citra Cadet - 2 Kegs				
VOLUNTEER COORDINATION:				
Outline volunteer roles and responsibilities				
Develop Signup Genius				
Publicize opportunities and secure volunteers/staff				
PROMOTIONAL MATERIALS:				
Design and provide artwork files for the following material:	Recommendation: Staff recommends contracting with Seyferth PR to design/provide artwork files for some promotional materials for the Beers at the Bridge. Amount not to exceed \$2,000	\$1,000	\$2,000	

BATB banner; includes layout sized for social media	Based on signage needs from 2021 and revisions between events. 40- 50 hours at a rate of \$30-40 per hour. If there is a reduction in needs, and files can be sent digitally this expense can be reduced.			
Sponsor banner; includes layout sized for social media				
Event signage – tickets, beer offerings, food vendor offerings, etc.				
Additional promotional materials:	<i>Designed by staff.</i>			
Event promotional poster				
Design and print BATB event and volunteer t-shirts				
Fully Promoted	<i>Pricing based on expenditure from 2023. Still waiting on updated pricing for 2025.</i>	\$ 800.00	\$1,600.00	
Artwork Design: TBD				
Print event and sponsor banners				
Past Vendor: Phase3 Graphics		\$ 167.00	\$334.00	
Design, print and distribute event posters/flyers		\$ 100.00	\$200.00	
Past Vendor: FedEx Office Print & Ship Center				
Print event signage – tickets, beer offerings, food vendor offerings, etc.	SPR in-house printing in 2021	\$ 100.00	\$200.00	
New Vendor: FedEx Office Print & Ship Center				
SIGNAGE:				
Review all wayfinding and informational signage				
Revise/develop new signage as necessary (yard signs, tabletop signs)	<i>Cost included above under Promotional Materials.</i>			
Develop grub sponsor and beer tent signage based on offerings				
MEDIA RELATIONS SERVICES FOR PROMOTIONS PRIOR TO EVENT DATES:	<i>Recommendation: Staff recommends contracting with Seyferth PR to provide media relations services for promotions prior to Beers at the Bridge events. Amount not to exceed \$3,000.</i>	\$1,500	\$ 3,000.00	
Outreach to local media outlets to promote BATB				
Coordinate interviews with Township, Gravel Bottom and other event representatives				
Develop talking points for speakers and attend any potential interviews				
Capture media segments to elevate on social media for promotion				
SOCIAL MEDIA:				
Develop social media calendar				
Ongoing posts to promote event(s) – save the date, band, vendors, sponsors, parking, reminders, etc.	Social media event advertising	\$ 100.00	\$200.00	
DAY-OF PLANNING AND DEVELOPMENT OF TEAM “PLAYBOOK”, ONSITE MANAGEMENT:				
Line-by-line itinerary for vendors, speakers, bands, volunteers, security				
Emergency Contact Information				
Set-up/Tear-down				
Event Staffing				
DDA Events Internship - 16 week internship to assist in preparation for and execution of BATB events.	<i>Staff recommends hiring an intern to provide support for the Beers at the Bridge events.</i>			
	<i>2 - 16 week internships (10-15 hrs./week): \$2,880 - \$4,320</i>			
	<i>Included in FY25/26 draft budget under Wages - Intern</i>			
State of Michigan Sales Tax		\$ 300.00	\$600.00	

TOTAL EXPENDITURES (ESTIMATED) \$ 32,486.32 \$64,972.64

TOTAL REVENUE (ESTIMATED)	\$72,198	
Projected Sponsorship Rev	\$31,400	2024 Revenue: \$69,594
Estimated Beer and Merch Rev	\$40,797.50	2023 Revenue: \$84,041
		2022 Revenue: \$78,846
		2021 Revenue: \$25,619
		2019 Revenue: \$62,631
		2018 Revenue: \$47,656.00
		2017 Revenue: \$38,424.00



**Beers at the Bridge 2025
Media Relations & Graphic Design Services
March 17, 2025**

The following provides an overview of proposed activities and budget for SeyferthPR (SPR) support for the 10th Anniversary of Ada Township's Beers at the Bridge Summer Concert Series.

MEDIA RELATIONS SERVICES **\$3,000**

Manage media outreach and potential interview coordination for the beloved summer concert series, which is celebrating its 10 Anniversary:

- Media Relations services for promotion of the two scheduled events: June 20 and August 15
- Outreach to local media outlets to promote BATB, generating awareness for the events and educating potential patrons on what to expect
 - Develop a news release and advisory for each of the two events
 - Coordinate quotes from Ada Township representatives, key sponsors, others as appropriate
 - Pitching media with the intent to secure media coverage and potential interviews
- Coordinate interviews with Township officials and other event representatives as appropriate
- Develop talking points for interviewees
- Attend any potential interviews as needed
- Capture media segments to elevate on social media for promotion
- Develop full media report at the conclusion of the concert series

Proposed Process/Working Timeline

Initial kick-off meeting in April with new DDA Director Kevin Austen and other event representatives (e.g. Baton Collective) to discuss overall event plans, including goals for 10th Anniversary, new two-concert structure, design direction and design/signage needs.

JUNE CONCERT

- Week of 5/5 (TBD) – Update call to discuss event plans/information to guide development of news release (NR)
- Week of 5/19 – Draft NR; submit for review/approval
- Week of 6/9 – Begin to pitch media; coordinate potential interviews
- Week 6/16 – Ongoing pitching; capture media coverage to leverage on social media

AUGUST CONCERT

- Week of 7/21 – Draft NR; submit for review/approval
- Week of 8/4 – Begin to pitch media; coordinate potential interviews
- Weeks of 8/11 – Continue pitching; capture media coverage to leverage on social media
- Week of 8/18 – Provide full media report for both June and August events

GRAPHIC DESIGN SERVICES

\$2,000

(Design direction/needs to be discussed in initial kickoff meeting)

- New design concept to reflect 10th Anniversary
- Social media graphic for Facebook event page
- Promotional poster
- Sponsor banner; includes layout sized for social media and print
- Event signage – tickets, beer offerings, food vendor offerings, entry and informational signage; includes layouts sized for social media and print
- Revisions to event signage and/or additional signage between concerts as needed
- BATB event and volunteer t-shirt design; includes layout sized to print
- *All printing to be managed directly by Ada Township*

User: KAUSTIN

DB: Ada

PERIOD ENDING 03/31/2025

% Fiscal Year Completed: 100.00

*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.

GL NUMBER	DESCRIPTION	2024-25		YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT USED
		AMENDED BUDGET	NORMAL	03/31/2025 (ABNORMAL)	MONTH 03/31/2025 INCREASE (DECREAS	BALANCE NORMAL (ABNORMAL)	
Fund 248 - DDA FUND							
Dept 000.000							
248-000.000-401.405	TAXES: DDA AD VAL	254,000.00		277,609.81	4,220.80	(23,609.81)	109.30
248-000.000-665.000	INTEREST REVENUE	7,000.00		11,501.71	0.00	(4,501.71)	164.31
Net - Dept 000.000		261,000.00		289,111.52	4,220.80	(28,111.52)	
Dept 020.000 - TAXES							
248-020.000-406.000	TAXES: DDA MILLAGE	375,000.00		434,477.91	0.00	(59,477.91)	115.86
248-020.000-437.000	TAXES: IFT	15,926.00		16,494.50	0.00	(568.50)	103.57
248-020.000-573.000	LOCAL COMMUNITY SABILIZATION	125,000.00		127,095.33	0.00	(2,095.33)	101.68
Net - Dept 020.000 - TAXES		515,926.00		578,067.74	0.00	(62,141.74)	
Dept 026.000 - CONTRIBUTIONS							
248-026.000-654.001	BEERS AT THE BRIDGE	80,000.00		50,349.00	0.00	29,651.00	62.94
248-026.000-654.008	PROGRESSIVE TASTINGS	10,000.00		3,172.48	0.00	6,827.52	31.72
Net - Dept 026.000 - CONTRIBUTIONS		90,000.00		53,521.48	0.00	36,478.52	
Dept 028.000 - FARMER'S MARKET							
248-028.000-675.000-FARMERMARKET	MISC AND OTHER REVENUE	3,000.00		6,250.00	0.00	(3,250.00)	208.33
248-028.000-675.001	REGISTRATIONS	0.00		(305.00)	0.00	305.00	100.00
248-028.000-675.001-FARMERMARKET	REGISTRATIONS	10,000.00		9,725.00	825.00	275.00	97.25
Net - Dept 028.000 - FARMER'S MARKET		13,000.00		15,670.00	825.00	(2,670.00)	
Dept 272.000 - GENERAL ADMINISTRATION							
248-272.000-890.001	BEERS AT THE BRIDGE	80,000.00		60,964.04	0.00	19,035.96	76.21
248-272.000-890.002	WINTER WONDERLAND	29,000.00		36,237.15	3,087.00	(7,237.15)	124.96
248-272.000-890.003	FALL FESTIVAL/BRATS & BONFIRES	3,000.00		674.37	0.00	2,325.63	22.48
248-272.000-890.004	4TH OF JULY	1,000.00		2,500.00	0.00	(1,500.00)	250.00
248-272.000-890.005	SANTA PARADE	1,000.00		1,000.00	0.00	0.00	100.00
248-272.000-890.006	TINSEL, TREATS & TROLLEYS	2,500.00		2,500.00	0.00	0.00	100.00
248-272.000-890.007	MUSIC ON THE LAWN	2,500.00		2,500.00	0.00	0.00	100.00
248-272.000-890.008	PROGRESSIVE TASTINGS	16,900.00		8,475.00	0.00	8,425.00	50.15
248-272.000-906.001	COMMUNITY EVENTS	0.00		(1,104.00)	0.00	1,104.00	100.00
248-272.000-959.000	CONTRIBUTIONS TO OTHER GOVN'T	10,000.00		10,000.00	0.00	0.00	100.00
Net - Dept 272.000 - GENERAL ADMINISTRATION		(145,900.00)		(123,746.56)	(3,087.00)	(22,153.44)	
Dept 277.000 - DDA OPERATIONS/CONSTRUCTION							
248-277.000-704.000	WAGES	76,638.00		62,975.06	6,230.76	13,662.94	82.17
248-277.000-704.001	WAGES - SUPPORT	28,110.00		27,820.82	2,166.08	289.18	98.97
248-277.000-704.005	WAGES: OVERTIME	200.00		0.00	0.00	200.00	0.00
248-277.000-707.001	WAGES - INTERN	8,800.00		5,979.00	0.00	2,821.00	67.94
248-277.000-715.000	FICA - TOWNSHIP SHARE	6,900.00		5,726.49	491.06	1,173.51	82.99
248-277.000-716.000	FICA - MEDICARE TWP SHARE	1,400.00		1,373.01	114.85	26.99	98.07
248-277.000-719.000	RETIREMENT - EMPLOYER COST	10,487.00		9,279.24	839.29	1,207.76	88.48
248-277.000-719.001	MEDICAL, DENTAL INSURANCE	24,000.00		22,605.54	1,188.09	1,394.46	94.19

04/18/2025 01:55 PM		REVENUE AND EXPENDITURE REPORT FOR ADA TOWNSHIP				Page: 2/2	
User: KAUSTIN		PERIOD ENDING 03/31/2025					
DB: Ada		% Fiscal Year Completed: 100.00					
*NOTE: Available Balance / Pct Budget Used does not reflect amounts encumbered.							
G/L NUMBER	DESCRIPTION	2024-25	YTD BALANCE	ACTIVITY FOR	AVAILABLE	% BDGT	
		AMENDED BUDGET	NORMAL (ABNORMAL)	MONTH 03/31/2025 INCREASE (DECREAS	BALANCE NORMAL (ABNORMAL)		
Fund 248 - DDA FUND							
248-277.000-724.000	PHONE ALLOWANCE	930.00	936.74	82.97	(6.74)	100.72	
248-277.000-726.000	OFFICE SUPPLIES/SERVICES	0.00	20.58	0.00	(20.58)	100.00	
248-277.000-726.000-FARMERMARKET	OFFICE SUPPLIES/SERVICES	0.00	37.00	0.00	(37.00)	100.00	
248-277.000-740.000	OPERATING SUPPLIES/SERVICES	3,500.00	4,632.78	14.42	(1,132.78)	132.37	
248-277.000-740.000-FARMERMARKET	OPERATING SUPPLIES/SERVICES	2,500.00	1,672.44	170.46	827.56	66.90	
248-277.000-788.000-FARMERMARKET	PROGRAM SUPPLIES/SERVICES	5,500.00	6,000.00	0.00	(500.00)	109.09	
248-277.000-800.000	CONTINUING EDUCATION	2,000.00	219.52	0.00	1,780.48	10.98	
248-277.000-800.000-FARMERMARKET	CONTINUING EDUCATION	350.00	999.19	533.57	(649.19)	285.48	
248-277.000-801.000	CONTRACT SERVICE	3,000.00	18,597.00	0.00	(15,597.00)	619.90	
248-277.000-801.000-FARMERMARKET	CONTRACT SERVICE	14,000.00	15,100.00	1,200.00	(1,100.00)	107.86	
248-277.000-801.010	LANDSCAPING/BEAUTIFICATION	37,000.00	41,224.77	0.00	(4,224.77)	111.42	
248-277.000-801.020	I.T. MAINTENANCE	2,000.00	0.00	0.00	2,000.00	0.00	
248-277.000-801.030	SNOW REMOVAL SERVICES	20,000.00	14,837.50	1,950.00	5,162.50	74.19	
248-277.000-801.040	MARKETING/PROMOTION	5,000.00	0.00	0.00	5,000.00	0.00	
248-277.000-820.000	MEMBERSHIP & DUES	750.00	650.00	0.00	100.00	86.67	
248-277.000-820.000-FARMERMARKET	MEMBERSHIP & DUES	250.00	150.00	0.00	100.00	60.00	
248-277.000-821.000	ENGINEERING	10,000.00	0.00	0.00	10,000.00	0.00	
248-277.000-828.000	LEGAL SERVICES	2,000.00	1,336.70	194.70	663.30	66.84	
248-277.000-870.000	MILEAGE & EXPENSES	750.00	327.63	0.00	422.37	43.68	
248-277.000-870.000-FARMERMARKET	MILEAGE & EXPENSES	50.00	1,162.50	187.60	(1,112.50)	2,325.00	
248-277.000-927.000	MAINTENACE & REPAIR/IMPROVEMENTS	15,000.00	12,988.21	1,921.97	2,011.79	86.59	
248-277.000-974.000	IMPROVEMENTS	122,000.00	2,851.07	0.00	119,148.93	2.34	
248-277.000-974.004	DESIGN DEVELOPMENT CONTRACTOR	0.00	775.00	0.00	(775.00)	100.00	
Net - Dept 277.000 - DDA OPERATIONS/CONSTRUCTION		(403,115.00)	(260,277.79)	(17,285.82)	(142,837.21)		
Dept 279.000 - OTHER TOWNSHIP EXPENSES							
248-279.000-719.002	LIFE INSURANCE, OTHERS	1,000.00	445.09	16.33	554.91	44.51	
248-279.000-999.000	PAYING AGENT FEES	650.00	693.00	0.00	(43.00)	106.62	
Net - Dept 279.000 - OTHER TOWNSHIP EXPENSES		(1,650.00)	(1,138.09)	(16.33)	(511.91)		
Dept 905.000 - OTHER TOWNSHIP EXPENSES							
248-905.000-991.000	BOND PRINCIPAL PAYMENTS	184,173.00	184,000.00	0.00	173.00	99.91	
248-905.000-993.000	BOND INTEREST PAYMENTS	81,082.00	80,566.50	0.00	515.50	99.36	
Net - Dept 905.000 - OTHER TOWNSHIP EXPENSES		(265,255.00)	(264,566.50)	0.00	(688.50)		
Fund 248 - DDA FUND:							
TOTAL REVENUES		879,926.00	936,370.74	5,045.80	(56,444.74)	106.41	
TOTAL EXPENDITURES		815,920.00	649,728.94	20,389.15	166,191.06	79.63	
NET OF REVENUES & EXPENDITURES		64,006.00	286,641.80	(15,343.35)	(222,635.80)	447.84	



Director Report for April 21, 2025

Submitted by DDA Director Kevin Austin

Events:

4th of July Committee:

Parks Director Wesley Deason convened our second 4th of July 2025 committee meeting. Director Deason, Rec Program Coordinator Ethan Engel, and I presented preliminary marketing materials to the committee which are being finalized so that they can be incorporated into the Summer Issue of the Ada View. I have confirmed with Ada Vista and Ada CRC that the township is permitted to utilize their parking lot as a parade staging area, similar to the way it was used last year. I am currently surveying the restaurants to establish the operating hours on July 4th so that the committee can focus food provision on our restaurants and no other offerings that may deter people from patronizing our restaurants. The committee will convene again this month to further solidify staffing needs and other details.

Beers at the Bridge (BATB) Summer Concerts 2025: 6/20 and 8/15

On March 10, 2025, the DDA voted in favor of eliminating the July BATB concert date. Following this modification, I have contacted previous vendors that have supplied quotes and asked them to revise if the date elimination has an effect the previous value. I have developed a preliminary operational budget which utilizes current quotes and also some values from last year, which details a roughly \$33,000 per event expenditure. Seyferth Marketing has proposed to provide marketing, media relations, and design services with a specific acknowledgment of the 10-year anniversary of the event. The Kari Lynch Band has signed the contract for June 20th and is confirmed to return. I have begun to reallocate the operational budget. I am still in the process of evaluating bands for our August 15th date but will receive input from the committee on 4/18/25. We will continue to work with the committee, including new committee members Discover Ada and the ABA, to evaluate options to better integrate our businesses and vendors into the event. We are currently evaluating removing vendor fees for DDA restaurants and businesses for Grub and Promo sponsorships. The operational shift to two dates will require adjustments within the budget and standard operations, however, the DDA does have a BATB Fund balance to cover any shortfalls caused by the modification to our standard operating procedure.

Upcoming Events:

Women's Night Out

- April 24th 6pm – 9pm
- Discover Ada

Farmers Market

Farmers Market Manager Raquel Valverde and I continue to meet weekly to discuss updates on pre-season preparations and goals. Raquel continues to compile return vendor applications and reach out to potential new vendors for the upcoming season. As the number of confirmed vendors has begun to rise, she has begun to create a tentative layout for the Market. Raquel has also developed a posting for a Farmers Market Communication Intern to assist her within the active season of the summer. Tentative Start Date for an intern is May 05, 2025. We have recently been notified that Ada Farmers Market has been approved to accept SNAP. Raquel and I will begin preparations for the equipment and process for SNAP implementation. The Construction Manager for Ada Family Dental, Ryan Poulson, attended our March AFM Committee meeting, and we discussed the tentative layout with market operations and construction.

Streetscape Fixture Update

I have conducted a current assessment of the locations of all bench and trash receptacles within the downtown district and displayed them on a current aerial. This display will help to identify potential areas of need which will be presented to the DDA Board prior to any purchase. I have acquired the vendor of the township's previous benches so that we may match the model to existing benches and trash receptacles. The DDA has expressed wanting to add recycling receptacles to our inventory. I have spoken with BFG Director Dennis Brinks about the process of installation to properly forecast the labor required for this project. A MEMO regarding this project is included in this meeting.

Strategic Planning:

The DDA Board has met and discussed the latest draft of our Goals and Objectives update. There was good dialogue on the format and content provided and I will be making final edits to present to the DDA for Approval at the May meeting. The approved Goals and Objectives will help guide DDA decision-making in the coming years.

Support Local Campaign:

Ada Business Association, Discover Ada, and the DDA, hosted a business roundtable on Wednesday March 26th at Skin Co Lab. The purpose of this roundtable was to gather constructive feedback from the business community on how a successful Support Local Campaign would be structured. We had a great discussion with business representatives about how they are best marketed and what they feel truly benefits their exposure

and patronage. They informed us that social media will play a major role in improving visibility and word of mouth and that the coordinated interconnections between associations and other businesses have the ability to positively impact them. Also, they said that they would like to have instruction given to them on how to implement the campaign and that they would like to share their story via dedicated interviews. ABA, Discover, and I will now begin to craft the next phase of the campaign with the intent to narrow down branding and establish a more feasible timeline. We intend on launching within the Mid-Summer, but a more detailed timeline will be constructed this month.

Ada Social District

Additional signage to denote the most recent changes via the latest resolution on the Social District has been acquired and will be installed asap to reduce confusion on operational timeframes for the Social District. I have begun to update all online materials to reflect this change and display the most up to date participants.

Complete Streets Pedestrian Island Program

Grand Valley Metro Council has contacted member communities to inquire on participation in a pilot program for pedestrian islands and Complete Streets Concepts. I reached out to Peter Kimball with GVMC to gain further information regarding candidacy for this project but would like to receive feedback from the DDA on our interest in this program. The program consists of simple temporary pedestrian island installation at active pedestrian crossing and monitoring to establish a metric that can be used to assess more permanent modifications. I have included information on this in your packet for further discussion.

Ada Farmers Market Monthly Report

March 2025

Prepared by: Raquel Valverde

COMMITTEE MEETING

During the meeting, we reviewed the current status of our SNAP application. The application was submitted at the end of January, and after clarification with a USDA representative in late February regarding our government-owned status (which doesn't fall under 501(c)(3)), we were allowed to revise and resubmit it on March 15th. We now anticipate a response by mid to late April and do not foresee further issues.

We also discussed vendor applications and season planning. So far, 25 returning vendors had applied, and I continued to follow up with key participants who haven't yet responded. Seven new vendors expressed interest, including Kalmink Orchards, Lindseybakesbread, Sacred Springs, Simply Joy Bread, White Family Farms, The Daily Dough and KittyWampus. We agreed to rotate artisanal vendors to keep offerings fresh and diverse, and we will welcome a second bread vendor who focuses on sourdough products. We made it clear to *The Great Bread Company* that while we are adding another baker, their offerings remain unique due to their broader variety.

On the food truck front, we made several updates to the lineup. Los Jalapeños was removed due to actions not aligning with the market's mission and values. But in our lineup we had so far at the time: Taquero Mucho, Pizza MI, All Around Baking Company, Falafel Truck, Pilar's Empanadas Argentinas, Tippy cow, and Lazy Dazy Coffee. Which as discussed previously, they will be in a rotating system, and we have a lineup all the way till October.

Finally, we revisited the importance of maintaining a balanced vendor mix—discussing the right proportion of fresh produce, prepared foods, and artisan goods—and explored

alternative recruitment strategies. Kevin Austin also updated the team on upcoming construction by Ada Family Dental next to the market, noting that layout plans are being coordinated with the contractor to minimize disruptions during the season. We were able to come to an agreement that works for both the market and the contractor, we will be shifting one row, to create two available handicapped spaces for Ada Family Dental.

VENDOR LINEUP & MAP

As of March, we had finalized our initial vendor lineup for the farmers market, consisting of 19 seasonal vendors, 13 daily vendors, 3 community vendors, the farmers market booth, and 7 food trucks. This lineup served as the foundation for our market map and layout planning. Since then, we've seen a slight increase in vendors and have made a few adjustments to the map to better accommodate the growing participation. However, this was the official lineup and layout as of March.

Popnotch	Starlight Farms	KDL
Great Lakes Lavender	Visser	Earth Signs Fine Minerals
Old World Olive Oil	The Flower Garden	Sandy's Fudge
Ridgeview Farm	Great Lakes Fish Co.	Harris Blueberries
Better Place Farms	1 st Microgreens	Blackwolf ironwork
Kalmink Farms	SisterHawk	Dutch Baking Girl
The Cheese People of GR	Kittywampus	Zach's Cookies
Sacred Springs	Topt	Lindsaybakesbread
SimplyJoyBread	White Family Farms	Traci (Painter)
Handmade with Love	DADs Treats	Ann Margaret Designs
Mudmatters	Hestovin Stables	Cascade Community Foundation
Discover Ada	Taquero Mucho	Pilar's Empanadas Argentinas
Tippy Cow	Lazy Dazy Coffee	All Around Baking Company
Falafel Truck	Pizza MI	



MARKETING: SIGNAGE AND FLYERS

I finalized three flyers and have already posted them at the township office, the Community Church, and during the Extravaganza event. I also plan to put them up in some local schools. You will see down below the flyers that I have created.

ADA FARMERS MARKET

JUNE 3 THRU OCTOBER 28, 2025

AT THE COMMUNITY CHURCH: 7239 THORNAPPLE
RIVER DR. SE 49301-8405

ALL TALENTS
WELCOME

BUSKERS WANTED

*Are you a musician, dancer
or overall entertainer?
Share your art with
the community!*



JOIN US!

OPEN
TUESDAYS
9AM-1PM



SUPPORT LOCAL!



DISCOVER A VARIETY OF SEASONAL PRODUCE, HOMEMADE
GOODS, AND HANDCRAFTED ITEMS-ALL FROM LOCAL
FARMERS AND ARTISANS.

EVERY TUESDAY
09AM-01PM

AT THE COMMUNITY CHURCH
7239 THORNAPPLE RIVER DR. SE 49301-8405

JUNE 3RD
THRU
OCTOBER 28TH

www.adafarmersmarket.com



June 3rd
Thru
October 28th

Open
Tuesdays
9AM-1PM



AT THE COMMUNITY CHURCH: 7239 THORNAPPLE RIVER DR. SE 49301-8405

VOLUNTEERS NEEDED

Support local, build community,
and gain experience. All while having fun
behind the scenes!



www.adafarmersmarket.com



GVMC Demonstration Project Program

March 5, 2025

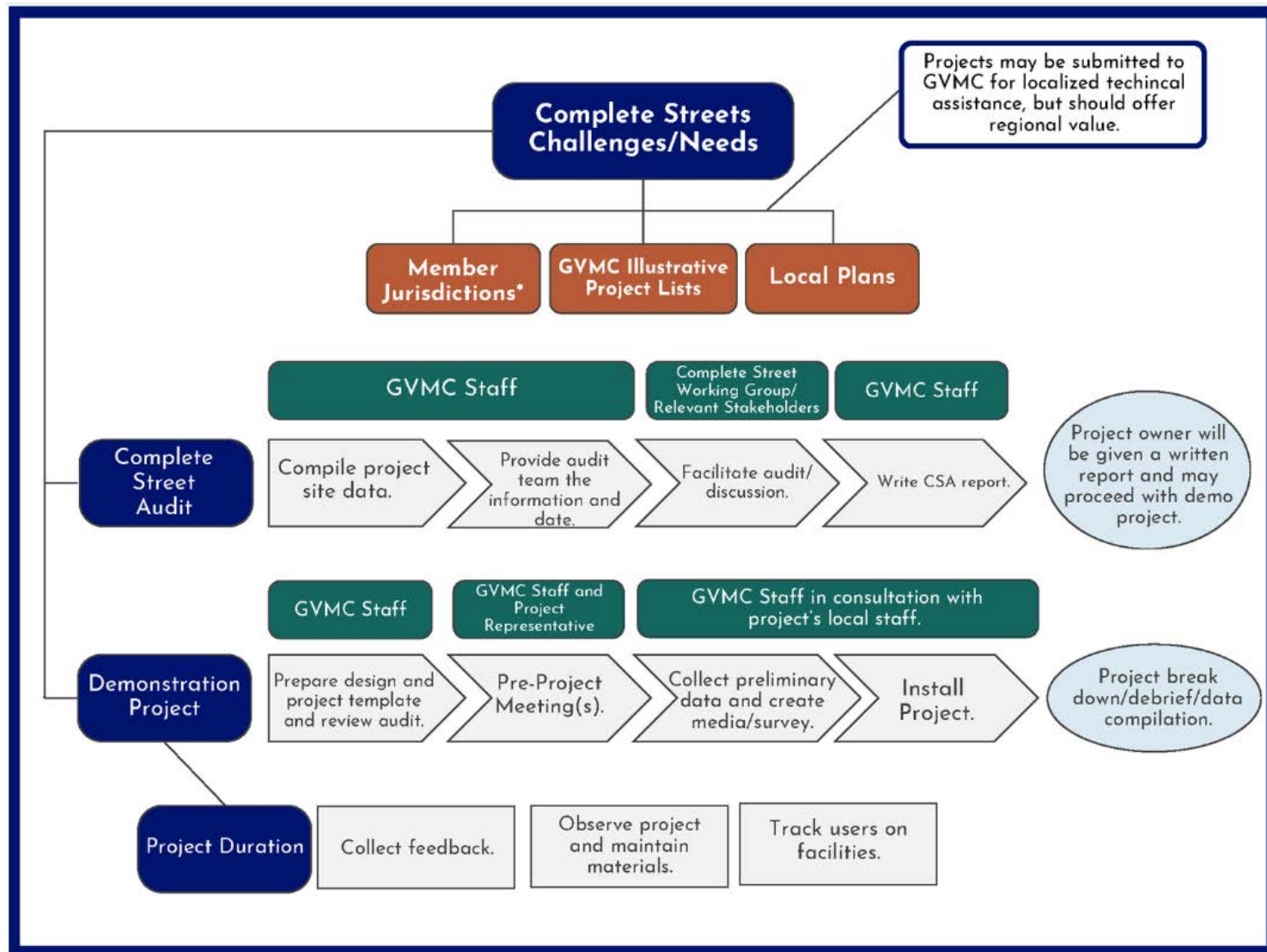


DEMONSTRATION PROJECT ORIGINS

- GVMC developed a Complete Streets Working Group
- This group was established based on the requirement to set aside federal funding dollars in our annual work program specifically for work related to complete streets/safe and accessible transportation options.



DEMONSTRATION PROJECT PROGRAM



2024 DEMONSTRATION PROJECT PROGRAM

- Pilot year with projects in Walker and Kentwood



Fred Meijer Standale Trail Crossing @ Leonard St
Walker, MI



Street Crossing @ 52nd Street East of Primrose
Kentwood, MI

2024 DEMONSTRATION PROJECT PROGRAM- PUBLIC OUTREACH

- Public outreach included pre-project surveys as well as active project surveys

**364 Survey
Responses**



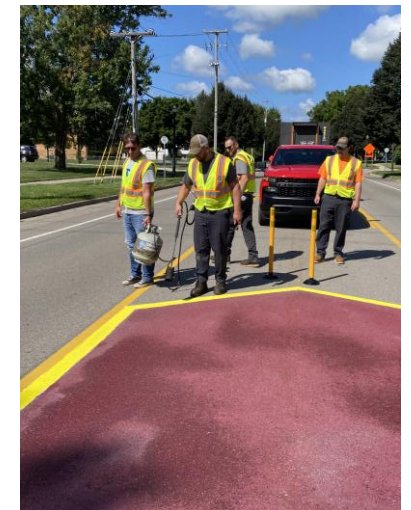
**194 Written
Responses**

2024 DEMONSTRATION PROJECT- EXPENDITURES

2024 Project Costs			
Roadway Supply	Quantity	Unit Price	Total Cost
Vertical Crosswalk Panel	2	135.00	\$270.00
20lb Rubber Base	2	29.00	\$58.00
8inch Butyl Pad	15	8.00	\$120.00
36" Round Flex Delineator Post	20	33.00	\$660.00
36" Round Flex Delineator Post	5	41.00	\$205.00
			\$1,313.00
Paint and Tools			\$209.00
Individual Paint is \$2.49 per 16 oz			
Grand Total			\$1,522.00

2024 DEMONSTRATION PROJECT - SUCCESSES

- Developed successful project designs
- Completed the project installation within 1-2 hours
- Received a large quantity of public responses between surveys and social media posts
- Included relevant stakeholders that are directly involved in the planning/transportation industries - they also participated in the Complete Streets Audits
- Gained experience in both working directly with local DPW staff as well as completing an installation with solely GVMC staff
- Developed comprehensive reports to provide jurisdiction with all the project findings



2024 DEMONSTRATION PROJECT - LESSONS LEARNED

- The delineators will get damaged/smashed by cars
- Nonmotorized counts/volumes can vary depending on time of the year as well as what weather is occurring during the counter set up
- Plan if GVMC needs to work through the permitting process as well as setting up our liability with insurance
- Provide the option to touch up any paint involved in demonstration projects
- Sharing surveys on multiple entities' social media pages noticeably increases participation



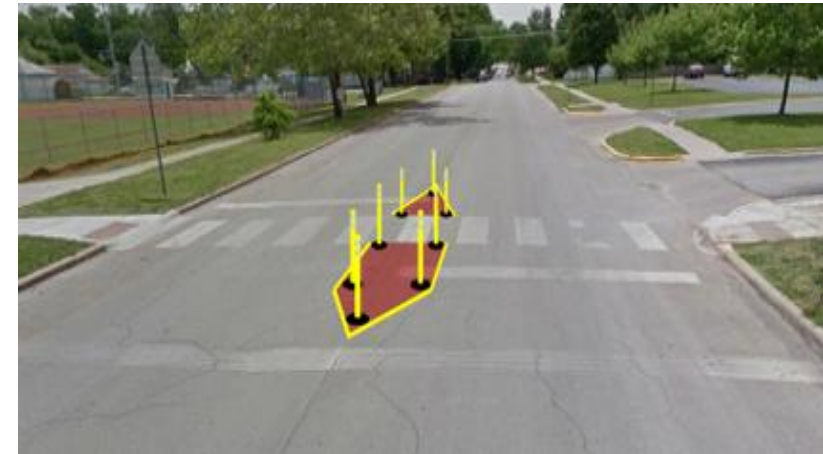
2025 DEMONSTRATION PROJECTS

- Complete 4-5 demonstration projects
 - Expand project type
- Utilize Regional Safety Action Plan to identify potential projects
 - Action 1-22 from RSAP “Support community identified short-term pilot, or tactical urbanism projects to help communities make changes that address safety concerns.”
- Review the Illustrative Projects list to identify potential projects
- Member jurisdictions may also send in potential projects ideas

SAFE INFRASTRUCTURE						
	Action	Timeline	Key Implementer	Cost	VRU Focused	Equity Considerations
1-22	Support community-identified short-term, pilot, or tactical urbanism projects to help communities make changes that address safety concerns.	Short-term	GVMC Complete Streets Group, local municipalities/roadway owners	Low		Consider developing a grant program to support community organizations to lead or support the development of these projects.



PROJECT TYPES



THANK YOU

Peter Kimball
peter.kimball@gvmc.org
gvmc.org/complete-streets

