



ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY
BOARD OF DIRECTORS
MONDAY, AUGUST 12, 2024, 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 JULY 8, 2024, REGULAR MEETING AND SEMI-ANNUAL INFORMATIONAL MEETING
- IV. APPROVAL OF PAYABLES – none
- V. UNFINISHED BUSINESS – none
- VI. NEW BUSINESS
 - a. Consider Cost Share Request for Purchase of Special Event Barricades and Cones
 - b. Parking Study – Update
 - c. Review and Consider Approval of Brand Guide for Ada Farmers Market
 - d. Consider Potential Options to Clarify the Role and Restructure Farmers Market Committee
- VII. REPORTS AND COMMUNICATIONS
 - a. DDA Financial Report, July 31, 2024
 - b. Director/Staff Reports
- VIII. BOARD MEMBER COMMENT
- IX. PUBLIC COMMENT
- X. ADJOURN MEETING



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE JULY 8, 2024, SEMI-ANNUAL INFORMATIONAL MEETING**

DRAFT

A Semi-Annual Informational Meeting of the Ada Township DDA Board was held on Monday, July 8, 2024, at 8:00 a.m. at Ada Township Office, 7330 Thornapple River Dr. SE, 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, Vogl

BOARD MEMBERS ABSENT: Leisman, Turan

STAFF AND OFFICIALS PRESENT: Buckley, Said, Stichman, Chief Murray

PUBLIC PRESENT: 3

II. APPROVAL OF AGENDA

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

III. UNFINISHED BUSINESS – none

IV. NEW BUSINESS

a. Presentation on DDA Events and Projects

Stichman stated that Public Act 57 of 2018 stipulates that Downtown Development Authorities hold two informational meetings annually. Informational meetings are meetings held for the purpose of informing the public of the goals and direction of the authority, including projects to be undertaken in the coming year. They are not for the purpose of voting on policy, budgets, or other operational matters. The informational meetings may be held in conjunction with other public meetings of the authority or municipality. Prior to the informational meeting, a notice must be sent out to each taxing jurisdiction that has taxes that are subject to capture by the authority. The Ada Township DDA only captures taxes from Ada Township. All other taxing jurisdictions opted out of the tax capture.

Stichman informed that this is the first Informational meeting this fiscal year and the next one is scheduled for October 14, 2024.

Stichman said she included in the packet a summary of the 2024-25 DDA events and projects. The outline covers what has taken place and what is in process.

Stichman made note of some of the events, meetings, projects, and contracts with accomplishments; Progress Tasting events, Beers at the Bridge, Music on the Lawn, Social District expanded hours, and 4th of July celebration. Events/projects in progress and coming up; Streetscape maintenance, Placer.ai foot traffic analysis, Wayfinding signage, Pedestrian pathway project, and Winter Wonderland in the village.

Harrison asked whether the DDA has an updated plan of what their vision is for the next chapter. Stichman said the DDA hosted its last training session in February 2022 with its strategic and key objectives process and she has it noted to review/discuss an upcoming training session at the following regular meeting. Stichman will include a copy of the key objectives draft from the last training in the next DDA Board Packet.

V. BOARD MEMBER COMMENT

Idema asked about an update on the Beers at the Bridge event on June 21. Stichman said she was planning to provide an update at the following regular meeting.

VI. PUBLIC COMMENT – none

VII. ADJOURNMENT

Moved by Harrison, supported by Vogl, to adjourn the Semi-Annual Informational Meeting at 8:05 a.m. Motion carried.

Respectfully submitted:

Dawn Marie Coe, DDA Secretary

rs:eb



**ADA TOWNSHIP DOWNTOWN DEVELOPMENT AUTHORITY (DDA)
BOARD OF DIRECTORS
MINUTES OF THE JULY 8, 2024, REGULAR MEETING, 8:00 A.M.**

DRAFT

A regular meeting of the Ada Township Downtown Development Authority (DDA) was held on Monday, July 8, 2024, 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 8:05 a.m. by Chair Knapp, following the Semi-Annual Information Meeting.

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

BOARD MEMBERS ABSENT: Leisman, Turan

STAFF AND OFFICIALS PRESENT: Buckley, Said, Stichman, Suchy, Treasurer Moran, and Chief Murray

PUBLIC PRESENT: 4

II. APPROVAL OF AGENDA

Moved by Idema, supported by Coe, to approve the agenda as presented. Motion carried.

III. APPROVAL OF MINUTES OF JUNE 10, 2024, REGULAR MEETING

Cloutier made note of an omitted item; page 2, third paragraph, "Harrison shared concern on whether..." Cloutier also said the same thing, and the minutes were amended to read "Harrison and Cloutier shared concern on whether ...". Moved by Harrison, supported by Idema, to approve the amended minutes of June 10, 2024, Regular Meeting. Motion carried.

IV. APPROVAL OF PAYABLES - none

V. UNFINISHED BUSINESS - none

VI. NEW BUSINESS

a. Review and Consider Opportunity to Participate in an In-person Board of Directors Training

Stichman said as a member of the Michigan Downtown Association (MDA), DDA staff, board, and municipal staff have an opportunity to participate in a downtown management organization board training session. In February of 2022 the DDA hosted its first board member training to kick off the key objectives and strategic plan process. The goal of the session was to outline things like the amount of the bonds, payments, taxes received, budget, activities undertaken by the DDA in the past, district map and boundaries, etc. With it being over two years since our last training session and we have onboarded several new members, this training could once again serve as a helpful resource for new members and a refresher for current members and staff. This training will also dive into a few topics not covered in our last training session.

Stichman noted that the cost for the training would be \$900 for a 90-minute session, and she referred to the informational flyer from the MDA. She mentioned there is a potential to split the cost with neighboring communities. The available dates for this training include August 26-29.

There was brief DDA discussion on the format of the training, and the members concurred that the last training was valuable and liked the idea of collaborating with other communities, sharing ideas, as well as sharing the cost.

Moved by Coe, supported by Vogl, to authorize the DDA Director to work with DDA Chair, Justin Knapp, to schedule an in-person board training facilitated by the Michigan Downtown Association in the amount of \$900. Motion carried.

b. Consider Additional Expenditure for Streetscape Beds Along Ada Drive Between Bronson & Thornapple River Drive

Stichman said the DDA contracted with RRR Lawn and Landscape again this year for the streetscape maintenance and flower planting services. They completed planting for this season the week of May 20, and overall, the beds are putting on good growth and filling in well.

Stichman noted that due to irrigation issues last year, it was decided to decrease the number of beds planted along Ada Drive between Bronson Street and Thornapple River Drive, however, business owners along this stretch of Ada Drive have asked if the Township/DDA would consider planting flowers along the road if they were willing to help maintain them by watering. Upon receiving this request and discussing it with staff, she reached out to RRR Lawn and Landscape to outline additional costs associated with planting.

Stichman referred to the invoice and said the per bed cost would be \$190 for a total of \$3,990 if we planted all 21 beds. The additional cost for the maintenance visits on the additional 21 beds would be \$150 per bi-weekly visit taking the total visit cost up to \$1,050 (\$900 currently + \$150 additional). She noted that beds without flowers would get mulch added.

Stichman spoke with business owners and has identified roughly 10 beds that she received a commitment to watering.

Idema asked about repair of the irrigation issues. Stichman said the goal is to get the irrigation working again, and she summarized the repair as labor intensive and a larger project that will continue discussion with Township Staff.

There was DDA discussion regarding the irrigation issues, possible perennial plantings, fertilizer and watering process, and doing moisture reads (both RRR and Ada Staff do them).

Moved by Harrison, supported by Frost, to approve an additional expenditure for streetscape flower beds in an amount not to exceed \$3,990 with an increased maintenance cost not to exceed \$1050 for the 2024 planting this season. Motion carried.

c. Input requested Regarding Replacement and Redesign of Light Pole Banners Downtown

Stichman stated that the banners throughout the downtown have begun to appear faded and worn out. Numerous banners have been ripped and needed to be removed. Stichman noted that she also received an inquiry from RightBild/Baton Collective regarding replacement of the banners along River Street (in anticipation of the Ada Hotel opening). They are looking at everything as an opportunity to make a great

first impression (i.e., parking lot, lawn, etc.) and view the lights pole banners as part of this opportunity, and replacement banners were requested by July 19.

After assessing the state of street pole banners, Stichman said that staff agree that there is a need to consider a plan for the replacement. At a minimum, we could start with getting the banners taken down to get rid of the ones not in great condition. There is also the option to move forward with purchasing replacement banners with the current design while further assessing a strategy for long-term goals for banners. The DDA purchased the 82 banners in 2018 for a total cost of \$1,665 (\$1,414.39 after reimbursement from Geld). Updated quotes would have to be requested to understand the total cost for the same purchase.

Stichman is seeking DDA Board input for the best path to move forward.

There was DDA discussion regarding taking down banners and replacing with current banner design, then investigate the process of design change for next year. Stichman thought 82 banners (as purchased in 2018) would be enough for immediate need. DDA also discussed different banner options, changing out design styles.

Township Manager Suchy explained the process of coordinating banner design/logo/brand changes with the Township Board and DDA. He said the Township just went through the Wayfinding Signage process and he summarized the process; send out RFQ's, identify the firm you want to work with, set up a committee and work through details (the signage process took about a year), then present the project to the DDA then to Township Board for approval.

Cloutier inquired about how quickly we could get replacement banners. Stichman said she has reached out to Gilson and Verdant Graphics to get quotes and timing and when she receives information, she will advise the DDA Board. Frost recommended that Stichman get pricing for the immediate number needed to purchase now, then get the overall pricing for entire amount and investigate the process of redesign change and present to the DDA at the next DDA meeting.

Moved by Idema, supported by Vogl, to purchase 82 banners in the amount not to exceed \$3,000. Motion carried.

VII. REPORTS AND COMMUNICATIONS

a. DDA Financial Report, June 30, 2024

Stichman referred to the financial outline and noted a few main points: Tax distribution in the amount of \$1,270.76, special events receipts totaling \$24,319 (includes Beers at the Bridge sponsorship revenues), Beers at the Bridge expenditures \$14,370.30, Progressive Tastings expenditures \$602, landscaping and beautification expenses \$18,951.77, maintenance and repair/improvements \$4,921.40, design development contractor expenditures \$775. Financial activity for the Farmers Market included vendor registration and sponsorship revenue equaling \$1,435 and contract services expenditures totaling \$10,000 to CEDEM for AmeriCorps host site fee.

Idema asked what was profit amount for Beers at the Bridge. Stichman referred to the report included and said the beer ticket sales and swag profit was \$15,819.

b. Director/Staff Reports

Harrison inquired about the DDA parking fund. Stichman said she believes the funded amount is \$600,000. She will review the parking fund and provide an update at the next meeting.

There was general discussion about possible purchase properties and keeping the DDA updated, the kid's activities at the Farmers Market, feedback on the 4th of July parade and possibly bringing in a band for next year's parade.

VIII. BOARD MEMBER COMMENT

Harrison complimented on the inclusion of department reports in the packet. Harrison said that Haley is doing a great job and asked about the review process on her and when that takes place. Suchy said that Haley's review is completed as part of annual staff reviews and feedback was solicited from the DDA.

Cloutier mentioned that she would appreciate trying to get the packet out sooner allowing more time for review. Stichman explained the DDA Board Packet assembly process and said if the DDA would like to have conversation and set a goal for a deadline process, she will be happy to discuss. Suchy shared feedback on how the board packet evolutions happen and was in support of DDA discussion regarding a deadline/due date for packets. Frost noted that he appreciates receiving a full packet vs. multiple versions of a packet.

IX. PUBLIC COMMENT

Doug Lee, owner of Jamnbean Coffee Company at 590 Ada Drive, thanked Haley for her tireless work and communication. He shared concern about some of the road closures and broken irrigation that has affected his business. He also shared concerns about parking and pedestrian safety. Mr. Lee noted that he would like to see the large oak trees in Ada taken care of/preserved.

Manager Suchy addressed/updated the pedestrian safety concern and said that Ada Township is working with Kent County Road Commission on a draft policy on RFB (Rapid Reflective Beacons) and going through the criteria for most effective location placement. Suchy also noted that he and Stichman will further review the possibility of a Township wide plan and how to implement an Arborist.

Michele Caudle, 7295 Schoolhouse Drive, said that she was hoping the DDA could do something about the sidewalk and landscape along the railroad tracks (mural locations). She said that she realizes the railroad owns that property, but it is really overgrown, and she is concerned with pedestrian safety, so she did some of her own weeding there.

Kim Rantala, Ada Business Association, said she is very excited about the discussion on banner replacements. She requested that as the DDA Board goes through the process that they consider doing a permit process (like downtown Grand Rapids) so when an event comes up, you can have the banners switched out, and she explained how the permitted process works. Kim also updated that the Ada Hotel has partnered with Amway to shuttle the parking for hotel staff, as well as encourage hotel guests to use the valet service.

X. ADJOURN MEETING

Moved by Vogl, supported by Idema, to adjourn the meeting at 9:26 a.m. Motion carried.

Respectfully submitted:

Dawn Marie Coe, DDA Secretary



MEMORANDUM

Date: 8/7/24

TO: Downtown Development Authority Board Members
FROM: Haley Stichman, DDA Director
RE: Review Cost Share Request for Purchase of Special Event Barricades and Cones

Background:

Ada Township hosts numerous events annually, and historically, we have borrowed traffic and pedestrian control devices such as barricades and cones from other entities. After discussing with both Parks Director Deason and BFG Director Brinks, it has become evident that we need to purchase our own equipment to ensure availability and reduce reliance on others.

Director Brinks contacted several suppliers to obtain pricing for barricades and cones. The table below summarizes the vendors and their prices:

BARRICADES AND CONES						
Supplier	Type III	A Frame	Cones	Totals	Shipping	Total Cost
TSW	\$3,839.00	\$ 671.60	\$ 1,122.00	\$ 5,632.60	\$ 448.50	\$ 6,081.10
Uline	\$4,800.00	\$ 888.00	\$ 1,260.00	\$ 6,948.00	\$ 400.00	\$ 7,348.00
Muni Supply	\$9,237.80	\$ 734.20	\$ 1,357.80	\$ 11,329.80	\$ 562.00	\$ 11,891.80



- **Type III Barricades:** Tubular steel frame with 8-foot plastic barriers.
- **A-Frame 8 ft Barricades:** All plastic, lightweight, and stackable.
- **Channelizer Cones:** 40 inches tall with a loop for caution tape and a 16-pound rubber base.

After discussing the quantities and our specific event needs with Director Deason and Brinks, we propose purchasing the required barricades and cones from one supplier-Traffic Safety Warehouse-to save on shipping and overall costs.

Recommendation:

Its recommend that the total cost of \$6,081.10 be split equally among the BFG, DDA, and Parks and Rec, with each entity covering one-third of this cost. Purchasing our own traffic and pedestrian control devices will ensure we are better prepared for future events and no longer need to rely on borrowing equipment from other entities. Approval is requested to proceed with this purchase.

Requested Motion: Motion to approve the cost share request for purchase of special event barricades and cones in the amount of \$2,027.03.



MEMORANDUM

Date: 08.06.2024

TO: Downtown Development Authority Board
FROM: Julius Suchy, Township Manager
Haley Stichman, Downtown Development Authority Director
John D. Said AICP, Director of Planning
RE: Parking Study – Update

Background

As the Downtown Development Authority (DDA) Board is aware, the Township has been in conversation to complete an updated parking study since 2023. While a proposal was received last year to update the 2017 study by Rich & Associates, the matter was not pursued at that time, given that the hotel (A4-A5 building) and A6 building (7399 River; Foxtail Coffee is first-floor tenant) were not completed at that time. It was generally believed that having these buildings completed, and occupant businesses open and operating, were necessary components to allow a more comprehensive study to be completed.

With the upcoming (late August) opening of the hotel, combined with the completion of the A6 building, Staff worked toward securing a new parking study with counts to be completed in September 2024. Requests for Proposals (RFPs) were sent out to the previous parking consultant (Rich & Assoc.), as well as two additional consultants (Fishbeck and Walker) for response. Response proposals were received from Fishbeck and Walker, and are attached to this memorandum along with the RFP. No response was received from Rich & Associates.

Study Costs

As the DDA Board will see, the proposals contain costs that are significantly higher than previous parking study work. Previously, Rich & Assoc. spent about \$21,000 to complete the 2017 Study, and last year proposed a cost of about \$18,000 for an update to the 2017 Study, whereas current proposals indicate project costs of about \$45,000 (Fishbeck) and \$65,000 (Walker).

Staff is of the opinion that the higher proposed study costs are likely due to a more strategic, comprehensive approach that these firms would take vis-à-vis the previous 2017 Study. The requested quick turnaround for the new project likely also impacted the cost estimates. Whatever the case, Staff is communicating with both Fishbeck and Walker to request further clarification and insights and more information will be provided as it becomes available.

Next Steps

Staff firmly believes that a parking study is necessary so that Ada Township has a strategic plan for how to approach parking in the future. The expertise of an outside, independent consultant will produce the best possible outcome for the community. It is also anticipated that further communications with both consultants will provide further information and insights about a parking study plan, which can be brought to the DDA Board for further review.

Given the current status of this project, Staff intends to complete further research at this time, with anticipated preparations for a Spring 2025 parking study. Budget funds will be proposed to correspond to this timeline.

DDA Board questions and comments are welcome.



ADA TOWNSHIP

Request for Proposals

2024

Parking Study for Central Business District Area

SECTION 1: Introduction

Purpose

This Scope of Work Request seeks a qualified firm to prepare a new Parking Study (the “Study”) 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 Study 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 Study 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 Study.

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 environment for the community. As well, community 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. The new Parking Study will be seen as an opportunity to extend the Township’s efforts to take the next steps in the evolution of the Village area, 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 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.

Study Areas

The Study 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 study area

2. Evaluation and Research

- Review and map parking inventory
- 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 study 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 study 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 Study 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

Examples of responsibilities include, but are not limited to, the following:

- A review of the Township's existing Master Plan, Zoning Ordinance, and other Township ordinances and documents applicable to the Parking Study project.
- A new Parking Study, including an assessment of current situation, along with realistic and feasible goals and objectives, and potential timelines to achieve them.
- 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, 2024. A draft report shall be submitted for Staff review by October 31, 2024. Staff shall complete its review and responses by November 15, 2024, and all subsequent meetings shall be scheduled and held by December 15, 2024.

Deliverables

A user-friendly Parking Study, 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 Study 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

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, August 2, 2024, 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 Study.
- 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 Study.
- Itemized Budget. Submit an itemized budget for the Study 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.



Ada Village Parking Study Proposal

August 2, 2024

Contact Information

Philip Baron

Director of Business Development

525 Avis Drive, Suite 1

Ann Arbor , MI 48108

pbaron@walkerconsultants.com

Office 734.663.1070



WALKER
CONSULTANTS

Table of Contents

01 Letter of Interest	3
02 Qualifications	5
03 Project Team	12
04 Work Samples and References	20
05 Project Approach	22
06 Project Timeline	27
07 Itemized Budget	29
08 Pending Litigation Summary	31





01

Letter of Interest



August 2, 2024

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

Re: Proposal for Ada Village Parking Study

Dear Mr. Said and Members of the Selection Committee:

Ada Village reflects the determination of many caring and competent residents, business owners, community planners, and civic leaders since it was envisioned many years ago. We recognize that it is important to Ada Township that they choose a Parking Consultant who is familiar with the community, understands dynamic mixed-use developments like Ada Village, and has extensive experience with parking planning analyses. The team at Walker Consultants ("Walker") is considered the preeminent industry leader in all things parking, including strategic planning, design, operations, and technology. We are qualified and confident in exceeding the Township's expectations for evaluating existing parking infrastructure and planning for the future. Community access to Ada Village is essential to its continued success. We deeply respect the community and desire to preserve and complement those unique elements that make Ada Village so special to many. Our project aims to improve access to Ada Village destinations and support community connection through thoughtful parking and mobility enhancements.

Walker has assembled a team of highly qualified individuals for this project that will be managed by Andrew Baglini. Andrew is the project manager for this engagement and known for his transparent, thorough, and thoughtful style of leading a project team. He aims to develop a mutual understanding of outcomes and conclusions and monitor project progress with a unified vision. He values building long-lasting relationships with his clients and their partners, who consider him a teammate. Andrew's responsive, creative, and flexible approach enables him to maintain original budgets and schedules even with project goals and scope changes. Andrew will be supported by Walker's effective project management practices created from over 59 years of experience and a team that knows parking policy, management, operations, and technology and is supported by 380 Walker Consultants employees throughout 27 offices.

Our goal is to provide a quality service that will ensure the goodwill and respect of our clients and provide our services in a manner whereby our clients recognize that we are one of the best firms they have worked with. We have provided cost-effective parking consulting services for communities across the United States and would like to be your partner. Our talented and multi-disciplined team of technical professionals is ready to serve Ada Township!

Thank you for considering Walker.

Sincerely,

WALKER CONSULTANTS

A handwritten signature in black ink that reads "Philip J. Baron".

Philip J. Baron
Director of Business Development



02

Qualifications



Walker Consultants brings decades of national expertise, deep local knowledge, specialized technical and design skills, and a love for and investment in building strong communities.

About Walker

Offices **27**

Staff **380**

States Served **50**

Countries Served **60**

Repeat Customers (%) **85**

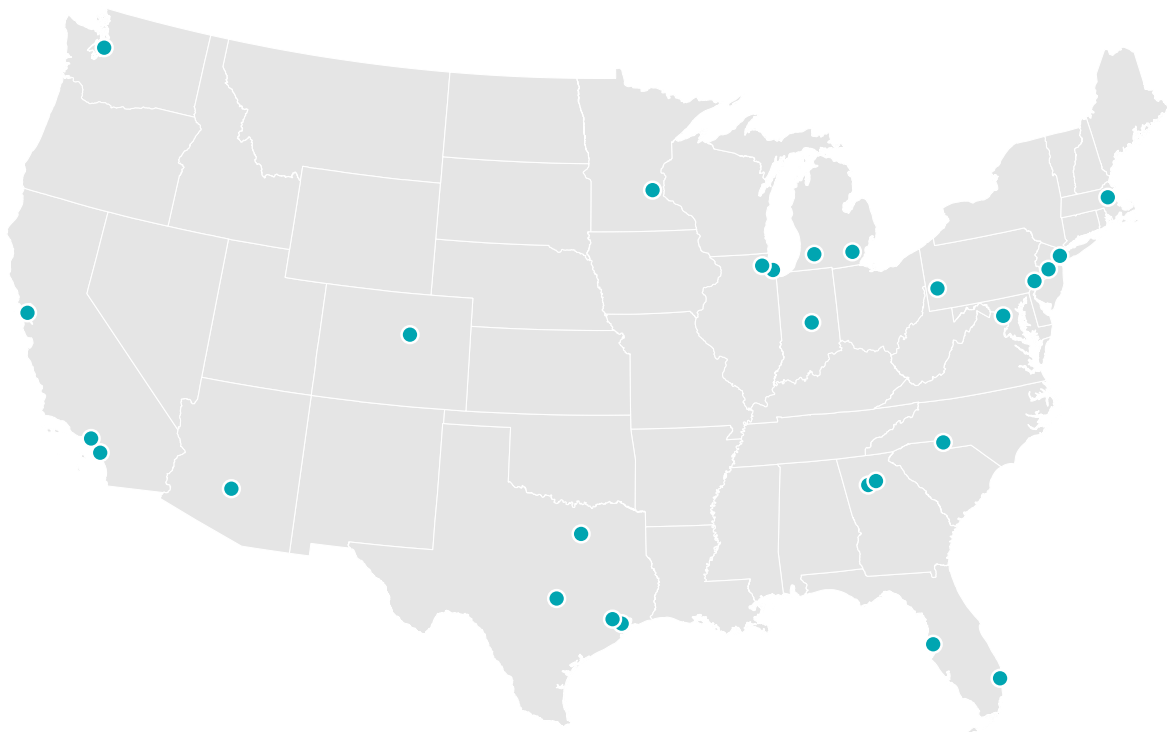
We bring effective and practical solutions to complex challenges.

Walker Consultants is an employee-owned parking and transportation consulting firm with 27 offices nationwide.

Walker Consultants provides planning, design, engineering, forensics, restoration and consulting for the built environment. Our 380 diverse and talented experts have been advancing industry standards since we began in Kalamazoo, Michigan in 1965. We are a 100% employee-owned company that takes pride in the value we provide our clients through integrity, honesty, and excellence. Walker possesses a strong foundation as an industry leader in all aspects of parking planning, transportation consulting, engineering, design, operations, technology, and mobility solutions.

We have evaluated the parking and transportation systems of numerous municipal clients nationwide and developed implementable, action-oriented, and community-supported solutions that embrace innovation and result in real change.

Walker Offices



Walker at a Glance

01

Full Service, Single Focus

We are a consulting firm **dedicated to meeting a broad spectrum of client needs** by offering multi-disciplinary services. Our experts in **planning, design, engineering, forensics, restoration, and building envelope** come together with a singular focus on delivering solutions.



02

Global Experience, Local Knowledge

We've consulted on, designed, investigated, and restored projects nationwide and around the world, **developing in-depth local knowledge of geographic markets both domestic and international**. Our 27 offices place us within two hours of every major metropolitan area in the United States.



03

Experienced Staff, Creative Minds

Our project teams pair industry experts who bring decades of experience with young talent to produce creative solutions. The result? **Staff at all levels who have learned from the very best in their fields**, and collaborations that have led to thousands of successful projects and a deep bench of qualified professionals.



04

Quality Work, Loyal Customers

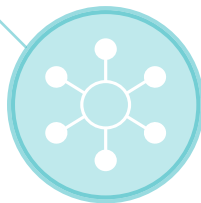
We strive to continually deliver high quality work for our clients and we consistently out-perform the industry with regards to client satisfaction and loyalty. The result has been a **repeat client rate of more than 85%**. For design projects, our change order rate is **1/10th the industry average**.



05

Practical Experience, Proven Solutions

Our experts conduct original research, stay ahead of industry trends, and maintain proprietary libraries of reference material. We take special care to make recommendations and engineer solutions that are **progressive, but also realistic and implementable**.



Planning & Mobility



Our solutions are
practical, cost-
effective, and tailored
to your situation.

Walker's transportation, technology, operations, and policy experts connect people to destinations by improving access.

From ideation to implementation, we create value by ensuring that you are making the most of your assets.

Meeting the needs of owners and users is the centerpiece of Walker's parking and transportation planning services. Our practice focuses on inclusivity and stakeholder buy-in. Our solutions are practical, cost-effective, and tailored to your situation.

- Municipal Parking Code Studies
- Parking Supply/Demand
- Mobility Studies and Plans
- Bicycle and Pedestrian Plans
- Curb Management Plans
- Shared Parking Plans
- Transportation Demand Management Plans (TDM)
- Parking Allocation and Pricing Strategies
- Special Event Parking Plans
- Airport Landside Plans
- Medical Campus Plans
- Higher Education Campus Plans
- Financial Feasibility Studies

Our market, economic, and financial feasibility studies have assisted owners with securing more than \$2 billion in financing on projects involving virtually all land use types that feature paid parking.

- Due Diligence Studies of Parking Assets
- P3 Parking Asset Monetization
- Parking Market and Financial Studies
- Financing and Bond Documents

Curb Management



Curb space is a valuable asset that must be managed to provide greater access.

In our rapidly changing world, the humble curb is seeing a convergence of competing uses. From an increase in pick-ups and drop-offs to new ways to get around like shared bikes and scooters, curb space must be managed to ensure accessibility, safety, and circulation.

The curb is more than just vehicle storage or a path of travel: it is there to serve people. It's a vital community space and one of the most extensive and valuable assets in a city. A good curb design promotes access and activity, drawing more customers for businesses.

Walker aligns public and private sector goals through tools including zoning, parking regulations, traffic engineering, and financing mechanisms. With active and intentional curb management, communities can make access more equitable between different users, improve level of service for everyone, collect data on transportation behaviors, and create a sustainable revenue source.

Walker's curb management team can help you create plans, policies, and designs that bring order, enhance safety, support local business, and provide better access and mobility options.

- Collect data to understand existing curb inventory and current usage patterns, and model future demands
- Engage the community and businesses on mobility needs and curb prioritization
- Determine how underused parking lots, off-street loading zones, and garages can take pressure off of the curb
- Integrate pick-up and drop-off in design for existing and new parking facilities
- Evaluate how mobility trends and changing curb demands and allocation affect private vehicle parking availability and revenues
- Determine curb access fees, model pro forma financial impacts, and implement these fees
- Implement data collection, monitoring technology, and analytics to adapt policies based on trends, agreements, RFPs, and regulations
- Draft mobility operator/vendor agreements and regulations
- Design specifications for technology to monitor curb usage, optimize allocation, and enforce regulations
- Choose the right technology option for implementation

Operations & Technology



Walker can help you go beyond the “buzz” and choose the best technologies and practices for your operation.

At Walker, we apply our decades of experience as leaders in the parking industry to ensure that your parking facility and parking system operates at peak performance.

Walker’s skilled team of parking operations and technology consultants are here to guide you from start to finish. We combine the latest technologies, emerging trends, and proven solutions with local knowledge. Our extensive, proprietary database of revenue and expense projections is based on thousands of studies performed over decades on projects like yours.

Many of our staff are experienced former public and commercial parking operators. They provide firsthand expertise and best practices in the development of curb management plans, parking facility operational audits, parking operator RFPs, operational policies and practices reviews, parking enforcement recommendations, and parking technology plans.

Walker can help design and procure technology including:

- Parking access and revenue control systems (PARCS)
- Automated parking guidance systems (APGS)
- License plate recognition (LPR)
- Parking meters and other on-street systems
- Reservation systems and apps

Our experts take their hands-on experience with proven solutions and pair it with research on the latest equipment and trends to go beyond the “buzz” and make the best recommendations for you. We can also review your systems for compliance with the Payment Card Industry’s Data Security Standards (PCI DSS).

Michigan Parking Planning Experience

Ann Arbor - Downtown parking system operations analysis

Ann Arbor DDA - Downtown curb management plan

Battle Creek - Downtown parking study

Cadillac - Downtown parking study

Coldwater - Downtown parking study

Detroit - Multiple downtown parking studies

East Lansing - Downtown parking master plan update

Wayne County - Multiple Detroit area parking studies

Farmington - 2 Downtown parking studies

Grand Haven - Downtown parking study

Grand Rapids - 2 Downtown parking studies

Holland - 2 Downtown parking studies

Houghton - Downtown parking study

Howell - Downtown parking operations consulting

Hudsonville - Downtown Parking Study

Jackson - Downtown conceptual parking feasibility analysis

Kalamazoo - Multiple downtown parking studies

Marshall - 2 Downtown parking studies

Mt. Clemens - Downtown parking study

Mt. Pleasant - Neighborhood/Central Michigan University parking study

Petoskey - Multiple downtown parking studies

Rochester - Downtown on-street parking study

St. Joseph - Downtown paid parking implementation plan

South Haven - Downtown residential parking alternatives

Spring Lake - Downtown parking study

Traverse City - Downtown parking operations consulting

Michigan State University - Campus master plan (parking and mobility Section)

University of Michigan - Campus parking access and revenue control system (PARCS) replacement

Wayne State University - Campus parking plan and PARCS replacement

Western Michigan University - Campus parking plan

Eastern Michigan University - Campus parking system P3

Oakland University - Campus parking master plan

Grand Valley State University - Campus parking plan

Detroit Metro Airport (DTW) - PARCS replacement

Gerald R. Ford International Airport (GRR) - Parking management plan

State of Michigan - Parking asset monetization review

In the last

20 years,

Walker has performed, in **Michigan:**

182 Parking Studies

Planning, Operations, Financial and
Parking Access & Revenue Control
Systems



03

Project Team

Team Organization

Walker is intentional about assembling a qualified project team with the collective skills, knowledge, and experience required to deliver valuable results for the Ada Township and the community. The project team includes practitioners with backgrounds in municipal parking management, private parking operations, transportation public policy development, urban planning, mobility and curb management planning, financial planning, parking wayfinding and technology, and parking design. There are few, if any, individuals that embody the range and depth of expertise that our team offers. This experiential range allows our team to be nimble and efficient, collaborating on project discovery, analyses, and recommendations. Our shared values of service, intellectual curiosity, and a desire to improve the world we live in bring us together and hold us accountable.



Walker Consultants

John W. Dorsett, AICP, CAPP
Principal-in-Charge |
Quality Assurance



Walker Consultants

Andrew Baglini
Project Manager |
Parking & Mobility
Planner



Walker Consultants

Erik Haggett, LEED GA
Director of Planning |
Technical Advisor

TECHNICAL SUPPORT



Walker Consultants

Tania Schleck, M.U.P.
Transportation & Public
Policy Planner



Walker Consultants

Jim Corbett
Director | National
Municipal Practice Leader
| Technical Advisor



Walker Consultants

Bobby Mordenti, M.U.D.
Transportation Planner |
Wayfinding & Signage



Key Experience

Parking demand analyses
Community and stakeholder engagement
Parking facility rightsizing
Parking and transportation planning policy
Transportation master planning

Education

Bachelor of Science, Urban and Regional Planning; School of Planning, Design & Construction, Michigan State University
Minor in Geography Coursework in Real Estate Business

Affiliations

American Planning Association, Illinois Chapter
Urban Land Institute

Andrew Baglini

Project Manager | Parking and Mobility Planner

Andrew Baglini leads client engagements in the Midwest and throughout the country with the goal of improving community access, connection, and quality of life for all citizens. His project experience includes parking needs assessments, parking supply/demand analyses, shared parking studies, municipal comprehensive parking plans, transportation master planning, university parking master plans, hospital parking analyses, and airport parking/land-side planning studies. With a background in urban and regional planning, Andrew specializes in parking supply right-sizing through the analysis of area land uses and transportation modal uses. He is knowledgeable in the mechanisms of the built environment and how it interacts at the human scale. Andrew is also acutely aware of the importance of preemptive thinking when considering the changing landscape in transportation planning through technological improvements and changing consumer behaviors. Prior to his work at Walker, Andrew served as a planning analyst with a convention, hospitality and sports facility consulting firm located in Chicago.

Project Highlights

Michigan State University Parking Master Plan
East Lansing, MI

East Lansing Parking Master Plan
East Lansing, MI

Kalamazoo Event Center Parking and Mobility Plan
Kalamazoo, MI

Michigan Hill District Parking Study
Grand Rapids, MI

Village of Shorewood Transportation and Parking Analysis
Shorewood, WI

Downers Grove Downtown Parking Analysis
Downers Grove, IL

Village of Oak Park Parking Needs Assessment
Oak Park, IL

Country Club Plaza Mixed-Use Development Parking Analysis
Kansas City, MO

Zona Rosa Mixed-Use Development Parking Analysis
Kansas City, MO

Ballantyne Village Mixed-Use Development Shared Parking Analysis
Charlotte, NC



John W. Dorsett, AICP, MBA

Senior Vice President | Quality Control

As Senior Vice President and Managing Director of Walker's Planning, Operations, and Technology practice, John guides a parking and mobility planning and technology consulting group specializing in operations consulting, planning and financial studies, and parking access and revenue control systems consulting and design. He provides leadership and the resources to deliver 5,000+ parking and transportation engagements in his career and 400+ engagements annually. John also heads up Walker's P3 practice.

As a working manager and a planner certified by the American Institute of Certified Planners ("AICP"), John consults on complex parking and transportation consulting projects requiring specialized expertise. John's leadership and project consultation are based on his involvement with thousands of parking and transportation study engagements for architects, airports, hospitals, municipalities, real estate developers, and universities in all 50 U.S. states and several foreign countries. These engagements have included autonomous vehicles, parking supply and demand modeling, zoning variance studies, parking planning, concept design, due diligence, market and financial analysis, shared parking, parking management, parking access and revenue control, traffic and transportation studies, and transportation network companies.

Education

Master of Business Administration,
Butler University, 1991

Bachelor of Science, Indiana University
Kelley School of Business, 1985

Affiliations

ACEC's Senior Executive Institute

American Institute of Certified Planners

National Parking Association

American Planning Association
Indiana Chapter

International Parking Institute

National Association of College and
University Business Officers

The Urban Land Institute

American Society for Health Care
Engineering of the American
Hospital Association

Florida Healthcare Engineering
Association

Publications

"Rightsizing Parking in Support
of Sustainability and ROI,"
Development, December 2023

"Parking Requirements for Residential
Transit-Oriented Development," ITE
Journal, November 2023 "Planning
For Hospital Campus Access That
Works For People," Building Design
+ Construction, April 2022

"Create a Curb-Management
Framework in 7 Steps," Planning
Magazine, January 2022 (co-author)

Project Highlights

Financial

Conducted financial studies supporting over \$3 billion in project financing. Conducted due diligence study for the sale of Allright Parking, a \$200M+ firm. Led dozens of P3s.

Presentations & Publications

John has presented and been published in Urban Land, The Parking Professional, Parking, Today's Facility Manager, Shopping Center Business, Health Facilities Management, and The Indianapolis Business Journal.



Eric Haggett, LEED Green Associate

Director of Planning | Technical Advisor

Eric is a technical advisor on this project and will work closely with and support the project manager. His experience includes providing parking system planning, operations, management, and financial consulting services to both public and private clients. With a background in finance and economics, Eric has developed long-term financial and operating models for the parking systems of large and small municipalities, hospitals, airports, event venues, hotels, and mixed-use developments.

Key Experience

Municipal Parking Planning
Parking & Transportation Policy
P3 Due Diligence
Financial Feasibility
Bond Financing

Education

Bachelor of Business Administration,
Ohio University

Certifications/Recognition

LEED Green Associate
Certified Parksmart Advisor
NPA's 40 Under 40 – Class of 2017

Affiliations

International Parking & Mobility
Institute
National Parking Association

Presentations

May 2018. "Past, Present, and Future:
What industry experts think about
predicting parking demand." The
Parking Professional
April 2019. "Mobility and Societal
Considerations: What's Happening?"
The Parking Professional

Eric has also conducted numerous downtown planning studies, performed shared-use analyses, provided zoning revisions and requirements for parking, developed parking rate and fee schedules, advised on residential permit parking programs, and evaluated the organization and management of various parking systems. Throughout these engagements, Eric has organized and participated in community outreach efforts.

Project Highlights

St. Joseph Downtown Parking Policy Analysis and Implementation Plan
St. Joseph, MI

Trinity Health Saint Mary's Medical Campus Parking Study
Grand Rapids, MI

ONE Central Mixed-Use Development Parking Functional Design, Shared Use, and Market Analysis
Chicago, IL

305 S. Congress Development Shared Use Analysis and Functional Design
Austin, TX

Downtown Cary Parking and Mobility Study
Cary, NC

Park Omaha Strategic and Financial Planning
Omaha, NE

Park KC Operations and Management Planning
Kansas City, MO

Karmanos Cancer Institute/Wayne State University Parking System Analysis
Detroit, MI



James M. Corbett, CAPP

Director | Municipal Practice Leader

Jim is a technical advisor on this project team and an innovative parking professional with twenty-five years of successful parking operation leadership and fiscal governance. Having joined Walker Consultants' Planning, Operations, and Technology Group in 2015, Jim has lead Walker's efforts on dozens of strategic planning studies and municipal operations projects in several cities throughout the U.S. Prior to joining Walker, Jim served a 10-year career as the City of Tampa's Parking Division Manager.

Jim's specialized experience includes management of municipal and private parking assets within a variety of venues including mixed-use properties, performing arts centers, convention centers, concert arenas, sports stadiums, hotels, healthcare facilities, community redevelopment

Key Experience

Community Engagement Operational
Audit Financial Analysis
Parking Demand Modeling
Parking Management
Public Parking Policy

Education

Bachelor of Arts, Business Psychology,
Miami University, Oxford, OH

Certifications

Accredited Parking Organization (APO)
Site Reviewer (IPMI)
Parksmart Advisor (IPMI/GBC)

Affiliations

International Parking and Mobility
Institute (IPMI)
Mid-South Transportation and Parking
Association (MSTPA)
Carolinas Parking and Mobility
Association (CPMA)
Urban Land Institute, Carolinas Chapter

Publications

"Has the Meter Expired on St. Armands
Key? A Case Study Paving the
Way for the Development of Paid
Parking", Florida Parking Association
Annual Trade Show and Conference

Project Highlights

Ann Arbor DDA Operations Review
Ann Arbor, MI

Ann Arbor DDA Curb Management Plan (In Progress)
Ann Arbor, MI

City of Sarasota St. Armand's Circle Parking Operations Analysis
Sarasota, Florida

City of Lansing Parking System Analysis
Lansing, MI

City of East Lansing Parking Master Plan
East Lansing, MI

Silver Beach Parking Operations and Technology Analysis (In Progress)
St. Joseph, MI

Plaza on Third Street Mixed-Use Development
Naples, FL

Wynwood Mixed-Use Development Parking Analysis
Miami, FL

Mountain Park Mixed-Use Development Parking Master Plan
Homewood, AL

CityPlace Doral Mixed-Use Development Parking Plan Review
Doral, FL



Tania Schleck, M.U.P.

Parking and Transportation Policy Consultant

Tania's focus at Walker is on parking and transportation policy and planning at a range of geographies and scales. Her analyses frequently evaluate the relationship between parking and issues such as land use, real estate, economic development, "placemaking", and the role of city government in promoting each.

Key Experience

Parking Policy and Planning
Parking Supply and Demand Analysis
Shared Parking Analysis
Parking Management
Public Policy Analysis

Education

Master of Urban Planning, Graduate
Certificate in Real Estate
Development, University of
Michigan
Bachelor of Arts, University of Michigan

Recent Publications

"Getting Smart: How to Begin Creating
Smart Communities in Parking".
IPMI edition of Parking & Mobility.
Co-author.

Tania's work covers a variety of areas including shared parking analysis, parking supply/demand analysis, parking management, parking pricing strategies, field data collection and city code analysis. Prior to Walker, Tania has experience as a city planner for the City of Eden Prairie, Minnesota, a leader in planning and economic development policies in the Twin Cities region. She focused on long range planning efforts, project entitlements, and customer service at the city.

Project Highlights

City Code Study

Santa Monica, CA
Parking requirements analysis for a tenant build-out project.

Downtown Parking Plan

City of Healdsburg, CA
Parking plan with an in lieu fee component, Downtown Parking Management Plan, review, analysis and recommendations for parking requirements for three districts

City of Aliso Viejo

Aliso Viejo, Ca
Aliso Viejo Town Center. Circulation and parking operations analysis for a "new urbanist" concept mixed-use redevelopment

American Tin Cannery Hotel

Pacific Grove, CA
Mixed-use parking demand analysis for boutique hotel, retail, restaurant, and event uses at the former American Tin Cannery site.

City of Pico Rivera

Pico Rivera, CA
Existing Parking Conditions Analysis and Minimum Parking Requirement Review

Kane Concourse

Bay Harbor Islands, FL
Parking needs analysis for a mixed use development



Bobby Mordenti, M.U.D.

Transportation Planner/Urban Designer

Bobby is a transportation planner and urban designer, who brings a range of experience in both disciplines to the cities with whom he works. He has specialized experience in curbside management, wayfinding and signage, placemaking, public engagement, and transportation planning, along with the understanding of the municipal regulatory process. Bobby has worked on many projects that required addressing deep community concerns and created responsive solutions and recommendations to those issues in the form of community and comprehensive plans, parking and transportation studies, corridor plans, bicycle and pedestrian wayfinding signs, design guidelines and zoning ordinances. He has played different roles as planner and designer but with a fundamental understanding that planning for people enhances the quality of life for every community.

Key Experience

Transit and Mobility Planning
Signage and Wayfinding Concepts
Land Use and Policy Planning
Transportation Development Strategies

Education

Master of Urban Design, The University
of North Carolina at Charlotte
Bachelor of Science in Urban and
Regional Planning, East Carolina
University

Affiliations

American Planning Association (APA)
American Planning Association Illinois
Chapter (APA IL)

Publications

Small Town Fit: Healthy People, Places
and Policies in Davidson, NC

Project Highlights

Town of Cary Signage and Wayfinding
Cary, NC

Downtown Parking Analysis
Downers Grove, IL

Middleton Center Parking Study and Code Review
Middleton, WI

City of West Sacramento Bridge District Urban Parking Plan and Design Guidelines
West Sacramento, CA

Electric Vehicle Rideshare/Carshare Plan and Community Engagement
Fresno, CA

RTD –Regional Transit District Plan and 3D Modeling
Denver, CO

Coligny Area and Beach Access Parking Study and Wayfinding System
Hilton Head, SC

Parking Wayfinding Design Review
City of Winter Garden, FL

04

Work Samples and References

Work Samples and References

Work samples are provided electronically. The samples include:

- Village of Shorewood Transportation and Parking Analysis 01.31.20 (Report)
- Town of Cary Downtown Parking and Mobility Plan 03.17.22 (Report)
- Town of Cary Downtown Parking Wayfinding and Signage Analysis 05.05.23 (Report)
- City of Springfield Parking Study 08.15.23 (Presentation)



Village of Shorewood

Shorewood, WI

Project Consultants: Adrew Baglini and Bobby Mordenti

Contact

Bart Griepentrog, AICP
Planning & Development Director
bgriepentrog@shorewoodwi.gov
414.847.2640



Town of Cary

Cary, NC

Project Consultants: Andrew Baglini, Eric Haggett, Bobby Mordenti, Jim Corbett

Contact

Paul Webster, P.E.
Director of Facilities, Construction, and Field Services
paul.webster@townofcary.org
919.469.4077



Ann Arbor DDA

Ann Arbor, MI

Project Consultants: Jim Corbett, Tania Schleck, Chrissy Mancini-Nichols
Walker has completed multiple engagements for the Ann Arbor DDA, and is currently preparing a comprehensive Curb Management Plan and Playbook for the Ann Arbor DDA that will be complete in August, 2024.

Contact

Jada Hahlbrock, CAPP
DDA Parking Manager
734-567-8025
jhahlbrock@a2dda.org



04

Project Approach

How We Approach Projects



Analytic. Engaging. Implementable. Customizable.

Analytic. Our proposed approach focuses on rigorous quantitative and qualitative analysis to identify these barriers on a granular and precise level so that remedies can be sought and accomplished.

Engaging. The Township seeks to be a supportive partner and advocate for its constituents, and as a consultant for the Township, the Walker team will do the same. Our innovative engagement strategies will not be empty lectures or listening sessions. Rather, they will glean valuable and real feedback that will directly influence the planning process.

Implementable. The Township seeks to be an engine for change and implementation of plans—not merely a creator of plans. Our scope focuses on implementable, politically, economically, and socially feasible recommendations. We strive to provide clear, actionable steps toward a more equitable, effective, and efficient parking system.

Customizable. While our base scope has the rigor needed to get the job done, we know that flexibility and customization are essential to creating a process that can meet communities' unique (and sometimes changing) needs. We are flexible and open to refining our scope to provide the Township with what is needed to help achieve its mission.

We believe in

Rigorous, granular data collection. We truly believe that data is the foundation of great outcomes. Our data collection practices combine tried-and-true on-the-ground methods with high-tech interventions. With these techniques, we can determine what is happening in Ada Village with great precision and granularity.

Requirement and Obligation. We would rather look to engagement to shape our efforts to share and glean information and input from the Ada Village's invaluable stakeholders and citizenry. We do not believe in explaining technical terms and concepts ad nauseam in a PowerPoint—we believe in interactive in-person and online outreach methods that get people moving, thinking, learning, and—most importantly—contributing valuable insight to the project. We know that people—from residents to savvy visitors—love the Ada Village, and we want to take advantage of the time they spend there and how they interact with the parking system.

Seamless Project Management and Coordination. Walker strives to perfect project management and coordination practices to deliver projects on time, on task, and on budget.

Scope of Work



Walker reviewed Section 2: Scope of Work presented in the RFP and agree to perform the professional services. The scope of work is restated herein for clarity and mutual understanding of our commitment.

Walker 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. Walker will be expected to identify creative but realistic opportunities and recommendations for the community to determine parking management for the future. Further, as detailed below, Walker will coordinate efforts with Township Staff, and present findings at one or more meetings with Township officials.

Project Tasks

Task 1: Information Gathering- Discovery

- A. Meet with the Township and project representatives (the "Project Team") to review the project expectations, communication protocol, scope of work, project schedule and milestones, and tour the project area.
- B. Obtain and review Township parking requirements
- C. Obtain and review Ada Village land uses including use types and building/tenant space areas
- D. Document the inventory of existing parking supply; public and private, off-street, and on-street
- E. Document parking policy specifics (designated parking areas, time limits, etc.)
- F. Obtain and review development program information for planned and proposed developments in the study area

Task 2: Evaluation and Research

- A. Review and map parking inventory
- B. Review and map land uses
- C. Conduct parking utilization counts, consisting of mid-week, Friday, and Saturday counts midday through evening, on non-special event days. Specific dates, times, and intervals to be determined with project team.
- D. Use parking occupancy data to analyze and map utilization throughout study area
- E. Compare Township parking requirements with utilization results. Perform review based on Township parking requirements, and outside sources such as Institute of Transportation Engineers and Urban Land Institute
- F. Analyze parking status; enforcement (if any), conditions, layout, security, lighting, etc.

Scope of Work



Task 3: Summary of Evaluation and Research

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

Task 4: Projections

- A. Review planned and proposed developments in study area and evaluate future parking demand
- B. Analyze different development scenarios (i.e., different land use options) to forecast changes in demand. Walker will prepare up to three (3) development scenarios. Demand model projections and evaluations of additional development program scenarios will be considered an additional service.
- C. For each development scenario, prepare and review parking demand and adequacy projections that represent 1-2 years (near-term) and 5+ years (long-term) conditions.

Task 5: Conclusions and Recommendations

- A. Complete summary of parking analysis and current conditions
- B. 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 Study recommendations.

Scope of Work



Task 6: Community Reporting/Engagement

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

Project Responsibilities

Examples of responsibilities include, but are not limited to, the following:

A review of the Township's existing Master Plan, Zoning Ordinance, and other Township ordinances and documents applicable to the Parking Study project.

A new Parking Study, including an assessment of current situation, along with realistic and feasible goals and objectives, and potential timelines to achieve them.

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

Walker shall complete all parking counts by September 30, 2024. A draft report shall be submitted for Staff review by October 31, 2024. Staff shall complete its review and responses by November 15, 2024, and all subsequent meetings shall be scheduled and held by December 15, 2024.

Deliverables

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

Walker will issue project updates, draft reports, the final report, and the final presentations electronically in PDF format.



05

Project Timeline

Project Schedule

	September				October				November				December			
Project Schedule	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Project Administration, Team Call, Team Meeting	*															
Project Timeline	12 Weeks															
Task 1: Information Gathering - Discovery																
Task 2: Evaluation and Research																
Task 3: Summary of Evaluation and Research																
Task 4: Projections																
Task 5: Conclusions and Recommendations																
Task 6: Community Reporting/Engagement																
Draft Report Issued																
Draft Review and Comment																
Final Report and Presentation																

* = Start of Project

 = Draft Review

 = Issue Phase

06

Itemized Budget

Proposed Proposal Fee

Hourly Labor Budget Scope Item/Task					HOURS	FEE
	Project Manager	Parking & Mobility Planners	Technical Advisors	Principal-in-Charge		
<i>Ongoing: Project Administration</i>	12	4	0	0	16	\$3,600
<i>Task 1: Information Gathering - Discovery</i>	30	48	4	1	83	\$17,870
<i>Task 2: Evaluation and Research</i>	2	16	4	1	23	\$5,050
<i>Task 3: Summary of Evaluation and Research</i>	4	8	2	1	15	\$3,380
<i>Task 4: Projections</i>	10	22	4	1	37	\$8,100
<i>Task 5: Conclusions and Recommendations</i>	10	8	2	2	22	\$5,090
<i>Task 6: Community Reporting/Engagement</i>	14	14	4	0	32	\$7,180
<i>Draft/Final Report and Presentations</i>	20	28	2	2	52	\$11,340
Hourly Rate	\$235	\$195	\$290	\$300		
Professional Labor Hours	102	148	22	8	280	
Professional Fee	\$23,970	\$28,860	\$6,380	\$2,400		\$61,610
Project-Related Expenses Total						\$3,390
<i>Travel</i>	\$800	\$500	\$390	-		\$1,690
<i>Rentals, Lodging, Meals</i>	\$1,000	\$700	\$0	-		\$1,700
Total Proposed Fee						\$65,000

Walker proposes to complete the scope of work for a not-to-exceed lump sum fee of Sixty Five Thousand Dollars (\$65,000). The lump sum fee is inclusive of customary reimbursable expenses for travel to and from the site (as appropriate) and in-person meetings with the Ada Township project team representatives.

Alternate Fee

An alternate fee is achievable if the data collection process includes Township staff or volunteers and the frequency of data collection is reduced to focus on the target design day condition. Walker is willing to discuss our base fee and the scope of services to identify mutually agreeable adjustments. We believe adjustments to the data collection process could result in a savings of up to \$10,000.

This proposed fee includes virtual progress meetings held via MS Teams or Zoom, up to four in-person meetings in Ada, and one formal in-person presentation. Additional in-person meetings and presentations requested by the Township that are not included in the proposed scope of work will be an additional service. The reimbursable expense for each additional meeting is \$250 per person.



07

Pending Litigation Summary

Pending Litigation Summary

Walker Consultants is a full-service engineering, restoration, and parking consulting firm with over 350 employees in 27 offices nationwide. Although Walker's involvement in claims and lawsuits is relatively infrequent due to our aggressive quality and risk management efforts, claims and lawsuits involving Walker do occur. There have been no judgments against Walker in the last ten years, and the outstanding claims and lawsuits will not have a financial impact on the firm.

Below is a complete list of current litigation in which Walker Consultants has been named a party.

Claim	Status
Macerich Queens Center	Discovery is Ongoing
Redondo Beach Slip and Fall	Discovery is Ongoing
Beth Israel Deaconess Trip and Fall	Discovery is Ongoing
Park Square Condominium	Discovery is Ongoing



WALKER
CONSULTANTS

Central Business District Area Parking Study

Ada Township

August 2, 2024



August 2, 2024

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

Proposal for Central Business District Area Parking Study

Dear John and Members of the Selection Committee,

A beautiful and historic community – the Village of Ada – with humble beginnings as a trading post settlement by Rix Robinson in the 1820s, is now a vibrant and active community nestled along the Thornapple and Grand Rivers. The vibrant Village is a social and economic hub for Township residents, as well as the greater Ada, Cascade, and surrounding communities. As the Village, and Township have grown, parking demand has risen, as well as the “perception of inadequate parking” at peak times during community events. Effective administration and communication of the parking situation is key to continued economic success and vibrancy of the Village businesses and destinations.

The goals outlined in the Central Business District (CBD) Area Parking Study RFP will address the need for reliable parking options for residents and visitors. Doing so will allow the Township to continue showcasing the area as a vibrant destination to live, work, and visit. Parking and mobility needs change over time, and great communities seek ways to support those needs in ways that are true to their nature. We appreciate the investment and attention the Township is making in parking and mobility. With stewardship of the Township’s resources at the forefront, the decision to create an accessible, efficient, and sustainable parking solution, presents an exciting opportunity for Ada Township and the community. The Fishbeck team can bring lasting value with recommendations that can be implemented and accepted by the residents of Ada Township.

Our project team is beyond excited about the possibility of partnering with the Township and consider it the basis of a collaborative dynamic that will lead to outstanding results. In brief, there are three key elements we feel are fundamental to our collective success in creative and challenging endeavors:

CAPABILITIES: Our combined planning, architecture, and engineering skill set is broad, deep, and fully seasoned – giving us confidence to explore a wide-range of possibilities and discover the best solutions. The Fishbeck parking team has completed hundreds of parking studies encompassing a wide range of communities. While this breadth of experience gives us great perspective, every Fishbeck parking study is unique to the community we are serving. You can have complete confidence in this experienced team’s ability to deliver on performance – we have a proven record.

CREDIBILITY: Our previous experience within the Greater Grand Rapids area with local municipalities and institutions is a tangible report card of our capabilities, success, and a source of greater understanding in creating future-enhancing solutions.

CHEMISTRY: We are committed to delivering exceptional service, outstanding technical quality, and establishing long-term client relationships. We enjoy and thrive on building these relationships and dynamic work teams that draw on participants' hearts and minds and lead to creative solutions that inspire and elevate the human spirit.

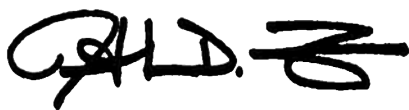
Your Fishbeck team will be led by **Jon Forster, CAPP, Project Manager/Parking and Mobility Planner**. Jon will bring his 27 years of parking planning expertise to the Township and lead the parking study of the CBD. He will also be the primary point-of-contact for the Township.

Jon Forster, CAPP, Project Manager/Parking and Mobility Planner
1515 Arboretum Drive SE, Grand Rapids, MI 49546
616.330.5233 | jforster@fishbeck.com

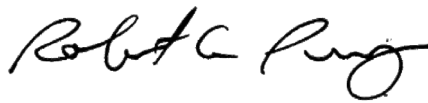
Josh Rozeboom, PE, Senior Parking Consultant will assist Jon and provide quality assurance/quality control. Josh leads our Parking and Restoration Group and has more than 22 years of experience successfully leading a variety of parking projects. **Cindy Janes, Civic Market Leader**, and Ada Township resident will assist with community engagement and outreach. Additionally, Cindy brings 10+ years of service on the Kent County Road Commission, and the Ada Historical Society Centennial Properties Committee – she is passionate about Ada! **Bob Pomeroy, AIA, Senior Vice President**, will serve as Principal-in-Charge. Bob is a long-time Ada resident and advocate for everything "Ada" and the community. We have also included our trusted partner **Chris Khorey, AICP**, with **McKenna**. McKenna possesses extensive master plan and zoning ordinance analyses. We are committed to delivering exceptional service, outstanding technical quality, and establishing long-term client relationships.

We hope you view our submittal as the beginning of a productive dialogue in your search for a team best-suited to work with the Township on your parking needs. We would greatly appreciate the opportunity to further discuss and demonstrate our qualifications and project approach. Please reach out if you have any questions on our proposal: jforster@fishbeck.com or 616.330.5233.

Sincerely,



Jon Forster, CAPP
Parking and Mobility Planner



Robert E. Pomeroy, AIA
Senior Vice President



Cynthia Porter Janes
Vice President/Civic Market Leader

Table of Contents

01

Executive Summary

02

Firm Overview

03

Similar Experience

04

References/Work Samples

05

Project Team

06

Proposed Approach/Schedule

07

Itemized Budget



01

Executive Summary

Executive Summary

The Village of Ada has seen tremendous growth over the past several years. It is THE place where all generations want to live, work, and play. The community is steeped in rich history dating back to the early 1800s. As a vital trading post along the Grand and Thornapple Rivers, it flourished. In the 1960s, Amway Corporation constructed their first facilities along the M-21 corridor, leading to additional substantial development in the community.

Downtown Revitalization

In 2013, with the backing of a very philanthropic community and Amway Corporation, the Township sought to activate the downtown community. A development plan had languished since 2007, and it was time. “Envision Ada” provided a roadmap to the future with a new vision for the community.

In collaboration with the Kent County Road Commission, local roads were rerouted to provide enhanced and safer pedestrian and vehicular mobility. New buildings emerged to house a much-needed grocery store, pharmacy, and an assortment of other retail, hospitality, and office buildings. Housing demand began to surge in this new walkable community. Today, the CBD is a bustling center of activity. On Tuesdays, the Ada Farmers Market is hosted during the summer months. The new Kent District Library’s Amy Van Andel Library provides a beautiful respite for meetings and reading. “Beers at the Bridge” draws from the region and provides a social hub for “seeing and being seen.” The newest project includes the recent completion of the Ada Hotel, a boutique 36-room hotel, providing accommodations for visitors to the Ada area. The downtown area now features a very walkable community, with a focus on first-floor retail and upper-floor office spaces. A result of these wonderful amenities has brought about a public perception of a parking deficiency in the Village area.



Additional Connections to Downtown

Responding to community feedback, Ada Township has prioritized recreation improvements by way of trailways for pedestrian and non-motored bicycles. On top of the initial heavy investments in the trail system, there are plans to spend an additional several million over the next three years to expand the system. Safe passages to link the trailways to the downtown CBD have been a goal for the community.

In summary, Ada Township has been proactive in enhancing its quality of life; focusing on family-friendly amenities, walkability, and outdoor spaces. The community’s growth trajectory continues, driven by these strategic initiatives.

An updated parking and mobility study to align the impact of recent development is necessary to achieve a balance between growth and perception of parking deficiencies. Additionally, the Township may want to seek involvement of the Kent County Road Commission during this study to review the impact on parking from traffic signalization and flow through the Township during peak travel times.

Our Team

The Fishbeck team offers a full-range of architecture, engineering, and parking services. We share a deep commitment to project collaboration, and stewardship of municipal resources. We are extremely excited about a partnership with Ada Township and look forward to fully leveraging all resources and team members to achieve ultimate success of the project.

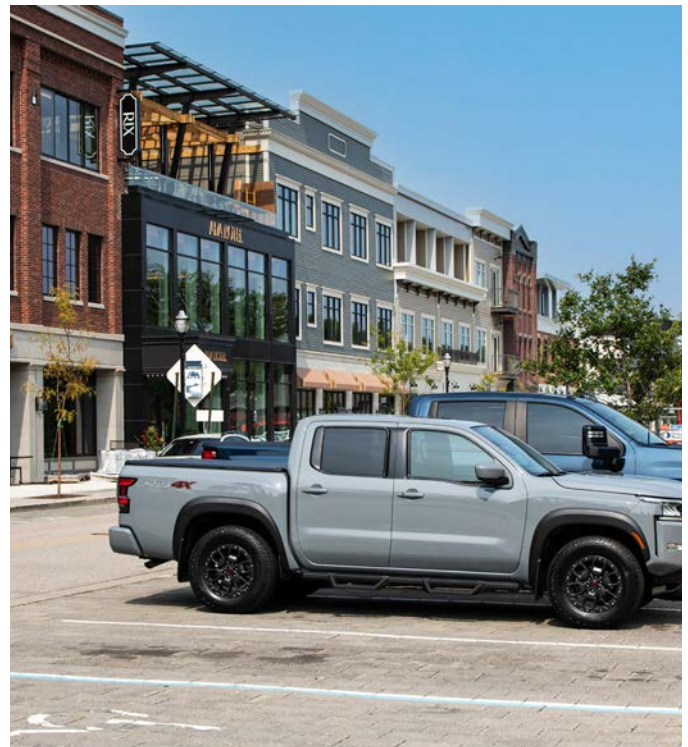
Our parking services team brings decades of experience to Ada Township and a fresh perspective to the community. As former leaders at Carl Walker Parking/WGI, we have worked with hundreds of municipalities seeking sound solutions to parking challenges.

Our approach is simple. We will direct our work effort and recommendations on these key focus areas:

- Communication: Meet with staff and business association representatives.
- Current Parking System: Assess the current parking network, as well as future demand.
- Parking Policy and Management: Evaluate current parking policies, funding, and budgets.
- Planning: Review existing zoning and development regulations.
- Leadership: Provide staff with sound data and analytics to make policy decisions and changes, if necessary.

You Don't Know What You Don't Know...

Our team will help you uncover what you may not yet know and provide the guidance to get you to the finish line. We would be honored to collaborate with Ada Township to provide the Township businesses and residents with a solution that is forward-thinking, safety-informed, and public/user-focused. Together, we can make a difference in people's lives.



Why Fishbeck

- Fishbeck's team is **dedicated to providing exceptional service** to meet Ada Township's needs. Commitment to your mission is our number one priority.
- Our **excellent communication** gives us the ability to hit the ground running and work collaboratively throughout your entire project.
- Our team has **extensive parking planning experience**.
- Fishbeck's parking staff are **nationally recognized parking planners and designers** with projects across the country.
- We will bring **creative, innovative, and integrated planning and design solutions** to Ada Township.
- We will successfully meet the Township's parking needs and expectations.



02

Firm Overview



Firm Overview

Qualifications

Fishbeck is a full service architectural/engineering firm, with a department that specializes in parking. Our parking services team provides innovative solutions in planning, studies, design, and restoration. They are committed to providing creative, value-driven services and exceptional results.

As specialists in parking design, Fishbeck staff have collectively completed hundreds of parking structure projects nationwide for a variety of client types. With decades of experience, our parking professionals have successfully completed parking facilities for mixed-use developments, airports, governmental entities, healthcare facilities, higher education campuses, hospitality, office, sports and entertainment, and multimodal transit facilities. Our parking design capabilities benefit from our parking operations and maintenance expertise to deliver highly functional, durable, and efficiently operated parking facilities. We deliver creative parking design solutions that improve the experience of the communities we serve.

ESTABLISHED | PERSONNEL

1956 | 650+

ORGANIZATIONAL STRUCTURE

100% employee-owned corporation

OFFICE LOCATIONS

15 offices throughout the Midwest

WEBSITE

www.fishbeck.com



Architecture and Engineering

- Architecture
- Building Enclosure Commissioning
- Electrical
- Energy Assessment
- Facility Condition Assessment
- Interior Design
- Mechanical
- **Parking Planning/Design/Restoration**
- Structural
- Systems Commissioning



Environmental Sciences

- Air Quality
- Asbestos/Lead/Demolition Management
- Brownfield Redevelopment
- Environmental Management and Compliance
- Environmental Site Assessment
- Industrial Hygiene
- Remediation
- Wetland and Ecological



Infrastructure Engineering

- Construction Engineering/Inspection
- Geospatial Services
- Site Development
- Stormwater Management
- Traffic/TIS
- Transportation
- Wastewater Collection
- Wastewater Treatment
- Water Distribution
- Water Storage
- Water Supply/Treatment



Construction

- Construction Management
- Cost Estimating
- Design/Build
- Preconstruction
- Reconstruction and Cost Reduction Studies
- Scheduling

Company Philosophy

Fishbeck is a 100-percent employee-owned corporation that believes in the straightforward philosophy of providing outstanding service to our clients with our core values being:

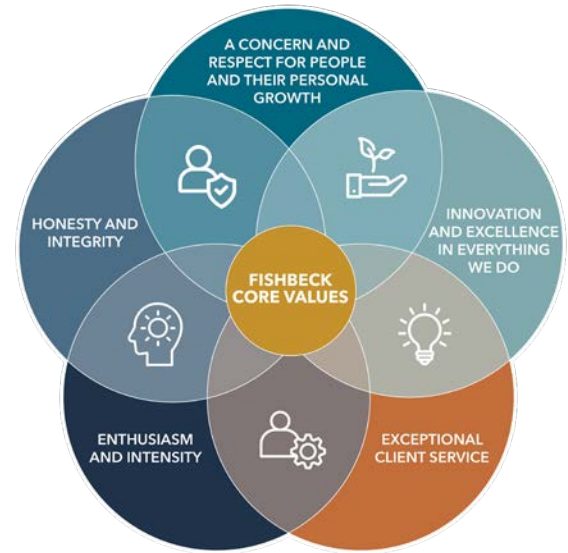
- Enthusiasm and intensity
- Honesty and integrity
- Innovation and excellence in everything we do
- A concern and respect for people and their personal and professional growth

These four values result in the most important value: Exceptional Client Service.

At Fishbeck, our core purpose is to “help people realize their visions while benefiting society.”

Fishbeck’s mission is to meet our clients’ needs and achieve our business goals in a manner that exemplifies our core values. Our mission basics include:

- Provide innovative and excellent designs within budget.
- Work in a supportive and synergistic way with other team members of all disciplines.
- Consider the client a project team member.
- Know the program requirements and meet them in the simplest, most constructible, cost-effective manner.
- Align expectations with clients’ needs, budgets, and the scope of our services.
- Conduct preschematic multidiscipline brainstorming.
- Keep cost estimates updated, the client informed, and design within approved estimates.
- Conduct QA/QC reviews at appropriate milestones to minimize redesign.



Parking Team

With roots dating back to Carl Walker, Inc., our parking team brings established parking planning, design, and restoration expertise to Fishbeck. Our team’s collective knowledge is expansive, giving us experience in new parking structures, restoration, and planning and studies. We provide well-functioning parking design with careful attention to detail, while integrating structural and building systems to achieve the goals of user convenience, functionality, sustainability, low maintenance, and economic viability. Fishbeck’s parking structure design and restoration experience is extensive, with key staff experience extending back to the early 1980s. Furthermore, our All-in-One team approach efficiently integrates our mechanical, electrical, and plumbing expertise with our parking knowledge to deliver the appropriate investigation and design services when needed.



Josh Rozeboom



Greg Ehmke



Justin Thomson



Jeannette Grzeskowiak



Mike Ortlieb



Tim Meyer



Jon Forster



Ray Mulvaney



Fabio Serrato



Mike Boles



Emma Field



Dan Brown



Gail Vasonis



03

Similar Experience

Similar Experience

Parking Mobility Planning

Connecting you to your destination. Every organization has to manage their parking and transportation needs. It may be a couple of parking spaces for staff or thousands of people coming to your location each day. Easy to find, hassle free, and sustainable options are necessary to maximize your current mobility assets and plan for a changing future.

The Fishbeck parking and mobility planning team delivers solutions that meet your unique challenges and provide access to where you want to go. Whether it's your first project or you need a sophisticated technical application, Fishbeck can help you identify your core needs, develop an action plan, and implement a successful solution.



SERVICES

- Parking Studies
- Mobility Options
- Supply and Demand Analysis
- Pedestrian Access
- Shared Parking Analysis
- Site Feasibility Studies
- GIS Mapping and Analysis
- Curbside Management
- On-street Parking
- Workshop Facilitation
- Public Input Process
- Operational Assessments
- Market Analysis
- Financial Feasibility
- Access Control
- Payment Systems
- PARKSMART Green Facility Certification
- ADA Planning and Compliance
- Master Plans
- Signage and Wayfinding

SERVICE SECTORS

- Commercial Corridors
- Municipal
- Education
- Downtown
- Medical
- Residential
- Airport



DOWNTOWN PARKING STUDY

VILLAGE OF WILMETTE, ILLINOIS

PROJECT DATA

Completion Date: 2024

REFERENCE

Brigitte Berger-Raish PE
Engineering & Public Works Director
847.853.7627
bergerb@wilmette.com

STAFF INVOLVED

Jon Forster
Fabio Serrato
Ray Mulvaney
Caryn Ashbay
Melissa Blaser

A historic north shore community on Lake Michigan, Wilmette has a bustling downtown that is the center of the community. Shops, restaurants, music stores, the theater and a variety of other services bring people downtown regularly. As part of the parking study, a public survey showed that 75% of respondents were downtown at least once a week. Over the past decade several multi-family residential buildings in the area have also contributed to the thriving village center.

The vibrant downtown, along with strong use of the Metra line heading to Chicago has created crowded public parking areas both on-street and off-street. Policy regarding time limits, hours of operation, employee parking, and enforcement were reviewed to identify opportunities to improve access to downtown. Detailed parking occupancy and vehicle turnover counts were conducted with GIS data collection to identify the areas where policy changes could positively impact parking.

Recommendations included increasing access to employee parking permits in prioritized off-street locations, adjusting enforcement hours and frequency, and enhancing signage to guide visitors to their open parking. The policy changes improved visitor access to downtown while improving parking options for those downtown regularly.



PARKING STUDY AND STRATEGIC PLAN

CITY OF BERKLEY, MICHIGAN

PROJECT DATA

Completion Date: 2023

REFERENCE

Kristen Kapelanski, AICP

Community Development Director

248.658.3329

kkapelanski@berkleymich.net

STAFF INVOLVED

Jon Forster

Caryn Ashbay

Berkley is known for walkable family neighborhoods surrounded by vibrant commercial corridors. City-wide parking concerns spurred the need for a parking strategic plan with a focus on downtown and the surrounding neighborhood.

Current parking demand, projected future demand, and administrative policy were studied to develop a plan that would serve the entire community. Public input included an open house, online data collection, and stakeholder interviews.

The final strategic plan incorporated GIS data, a zoning update, and a comprehensive plan that addressed parking supply and operational efficiency. The plan also included updated policies related to parking enforcement, overnight parking, free versus paid parking, demand management, and alternative transportation.



PARKING IMPROVEMENT FEASIBILITY STUDY CITY OF HUDSON, NEW YORK

PROJECT DATA

Completion Date: 2022

REFERENCE

Peter Bujanow
Commissioner of Public Works
518.828.1030
pbujanow@cityofhudson.org

STAFF INVOLVED

Jon Forster
Josh Rozeboom
Ray Mulvaney
TJ Likens

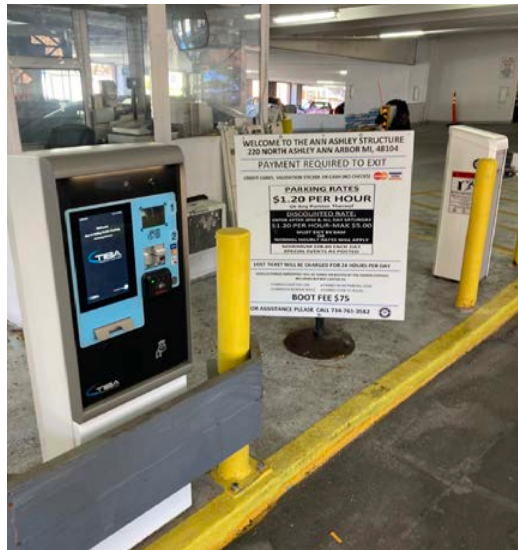
Hudson, the oldest city in America, is undergoing a transformation from an aging industrial river town into the choice visitor destination in the Hudson Valley. Hundreds of shops, restaurants, and hotels line the historic streets. Hudson initiated a parking improvement study to address the critical parking deficit in the landlocked city. A lack of long-term, short-term, daily, and hourly parking was adversely impacting the ability of residents and visitors to access the central business district, recreation sites, public service centers, and other important destinations.

Fishbeck conducted a study which analyzed the current conditions and considered how to develop safer, more accessible parking throughout the City. The final plan recommendations addressed the parking shortage and built a framework for effective management and flexibility into the future. Incorporating mobility options with increased utilization of all parking, public, and private, Hudson can adapt and grow while maintaining the character of the historic city.

***"We received a far more
comprehensive study
than we anticipated.
A great value to the City."***

Tom DiPietro
Hudson City Council President

The screenshot displays the 'Select Rate Component' and 'Edit Rate Component' screens. The 'Edit Rate Component' screen shows a table for 'Transient rates and charges' with columns for Start Time, End Time, Charge (\$), Rate (\$/hr), Cost, and Hours. The table has two rows: 06:00 to 15:00 with a charge of \$1.200 and a rate of \$1.200, and 15:00 to 06:00 with a charge of \$1.200 and a rate of \$5.00. Below the table are sections for 'Activation' (Facility, Limited, No Charge, Premium, Standard, Transient) and 'Active Days' (Mon, Tue, Wed, Thu, Fri, Sat, Sun) with checkboxes for each day.



PARKING RATE STUDY CITY OF ANN ARBOR DDA, MICHIGAN

PROJECT DATA

Area: 13 revenue centers

Completion Date: 2023

REFERENCE

Jada Hahlbrock, CAPP
Manager of Parking Services
734.567.8025
jhahlbrock@a2dda.org

STAFF INVOLVED

Jon Forster

The downtown Ann Arbor parking system experienced numerous challenges during COVID, including the loss of \$31 million in parking revenues across all sources. On-street parking, as well as off-street parking structures and lots, experienced not only a reduction in revenue, but changes in usage patterns and the type of patrons. The mix of patrons changed dramatically as the volume of permit parking and daily parking shifted due to remote work conditions and the continued success of downtown as an entertainment district. The changing conditions challenged years of accepted operational patterns and policy to best meet the needs of downtown. In addition to changing use patterns, the City continues to experience growth and redevelopment of underutilized space. Numerous parking lots have been developed, increasing the number of people downtown while decreasing the total number of parking spaces.

Adjusting to the new usage patterns, the Ann Arbor DDA desired a detailed multi-year parking rate plan. Utilizing proprietary software, Fishbeck analyzed over eight million daily and permit transactions to understand precise usage patterns and develop revenue projections for 13 different revenue centers.

The detailed revenue projections helped the DDA clarify priorities and develop multi-year budgets for operational costs, but more importantly to plan for parking facility maintenance, debt service, targeted fund balances, and to assure the financial stability of the parking system into the future. The final rate study plan provided both a defined path forward and flexibility to adjust to changing conditions. The proprietary rate software is utilized continuously

"The team was wonderful to work with. The project moved along as we expected and was completed on time and within budget. The study deliverables were just what we needed to be able to speak with our community about parking rates. Not everyone understands the complexities of parking, and rates are often political in nature. The Muniworth platform combined with a solid narrative around existing conditions and priorities helped to tell the story of our parking system. DDA Board and staff were confident in both the process and outcome. I would highly recommend this team for your project."



DOWNTOWN DEVELOPMENT AUTHORITY DISTRICT PARKING STUDY CITY OF ST. CLAIR SHORES, MICHIGAN

PROJECT DATA

Completion Date: 2022

REFERENCE

Denise Pike, AICP
Community Services Director
586.447.3418
piked@scsmi.net

STAFF INVOLVED

Jon Forster
Ray Mulvaney
Caryn Ashbay
Melissa Blaser

St. Clair Shores' downtown district has developed from a small commercial corridor to a burgeoning entertainment district over the past several years. The newly created Downtown Development Authority sought opportunities to promote downtown as a gathering place for the community. As the vision came to fruition, a parking shortage arose that had not been an issue in the past. With the redevelopment of an old cinema, a new grocery, and a multi-use building coming soon, the parking problems were only going to get worse. The City engaged Fishbeck to help them measure current parking occupancy and develop options for future needs as they arose.

Fishbeck collected the baseline data of parking supply and occupancy levels in GIS format. The team developed recommendations to meet the City's needs that included retooled parking, enhanced pedestrian routes, utilizing private parking for public use, and alternative transportation options. Fishbeck created a matrix for these options that included immediate fixes, opportunities in the next five years, and long-term goals. All options on the matrix included a cost estimate.



04

References/Work Samples

References/Work Samples

Fishbeck's team is committed to delivering exceptional service, outstanding technical quality, and establishing long-term client relationships. We encourage you to contact the references listed below for their impressions of our services and to view the sample work documents.

Village of Wilmette, Illinois | Downtown Parking Study

Brigitte Berger-Raish PE, Engineering & Public Works Director
847.853.7627 | bergerb@wilmette.com

work sample:

<https://www.wilmette.gov/DocumentCenter/View/1706/Downtown-Parking-Study-Presentation>

City of Hudson, New York | Parking Improvement Feasibility Study

Peter Bujanow, Commissioner of Public Works
518.828.1030 | pbujanow@cityofhudson.org

work sample:

<https://cms3.revize.com/revize/hudsonnynew/Hudson%20Parking%20Final%20Presentation.pdf>

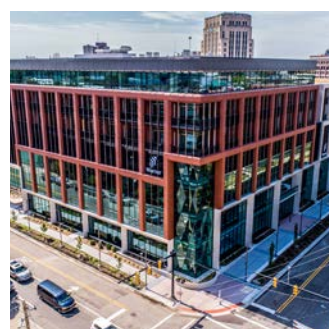
City of Ann Arbor DDA, Michigan | Parking Rate Study

Jada Hahlbrock, CAPP, Manager of Parking Services
734.567.8025 | jhahlbrock@a2dda.org

work sample:

https://www.a2dda.org/wp-content/uploads/2023/11/2023_11-Ann-Arbor-Rate-Study-Executive-Summary-Final.pdf

<https://www.a2dda.org/wp-content/uploads/2023/11/Ann-Arbor-Rate-Study-Summary-Presentation-11-2023.pdf>





05

Project Team

 fishbeck

Project Team

The People Who Will Help You Make it Happen

Fishbeck realizes the importance of assigning the right team to each project. We assemble teams of professionals appropriately qualified to work together to make certain the specific and unique needs of your projects are properly understood and satisfied. Our firm's capacity allows us to ensure your project will receive the necessary technical support staff to meet project-specific schedules and deadlines. Our staff is made up of highly talented, motivated, and energetic people who challenge themselves to rethink their methods and roles, and bring their ingenuity to the problems they solve and the work they do.

Fishbeck values a collaborative approach – we know from experience the exceptional results that can be achieved from a team of committed and talented professionals. We have selected a skilled team to support Ada Township throughout the duration of the project. Our ability to commit our project manager and other key staff is crucial to your project's success. It encourages clarity of communication among the entire team and helps ensure a project that meets the intended goals.

We have carefully reviewed the current workload for our proposed staff over the duration of the project schedule. Fishbeck ensures the assigned project team will be available to provide the full range of professional services necessary to successfully complete this project for the Ada Township. Fishbeck is prepared to begin work on the parking study upon notice from the Township.

SUBCONSULTANT | MCKENNA

McKenna is a professional services firm that plans, designs, and builds communities. Their planners understand the importance of incorporating a bigger picture into communities at every level. They account for how spaces will be used every day, and work to positively affect livability, the environment, and sustainable use as they help communities



MCKENNA



Jon Forster, CAPP

Project Manager/
Parking and Mobility Planner



Josh Rozeboom, PE

Senior Parking Consultant



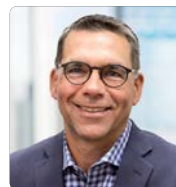
Caryn Ashbay, GISP

Senior GIS Specialist



Cindy Janes

Civic Market Leader



Bob Pomeroy, AIA

Senior Vice President



Christopher Khorey, AICP

Vice President/
Community Planner



Paige Brodeur

Assistant Planner



JON FORSTER, CAPP

PROJECT MANAGER | PARKING AND MOBILITY PLANNER

Jon has hands-on knowledge of parking operations, curbside management, strategic planning, and managing dynamic change. His experience includes multi-facility parking operations, parking enforcement and adjudication, supply and demand analysis, technology, customer service, strategic asset planning, and project management. As a parking and mobility planner, Jon has assisted municipalities, higher education, healthcare, airports, and numerous private clients with a variety of parking challenges.

YEARS OF EXPERIENCE

2 years — Fishbeck
27 years — total

EDUCATION

MA in Education,
Concordia University

BS in Management,
Purdue University

REGISTRATIONS/ CERTIFICATIONS

Certified Administrator
of Public Parking

National Charrette Institute,
Complete Charrette System
Certificate

MEMBERSHIPS

International Parking
and Mobility Institute (IPMI)

Michigan Downtown
Association (MDA)

PRESENTATIONS

IPMI Parking & Mobility
Conference & Expo "What
Now?! Developing a Personal
Productivity Plan," June 2023,
Fort Worth, Texas.

IPMI Parking & Mobility
Conference & Expo "Leading
and Attending Effective
Meetings - How to Lead
and Participate in Meetings
that Matter," July 2022, New

CITY OF WATERLOO, IOWA

COMPREHENSIVE DOWNTOWN PARKING STUDY

After several boom and bust cycles, downtown Waterloo needed a reset on parking policy, pricing, and technology. The comprehensive parking study addressed rates for on-street and off-street parking, payment system, and opportunities to help downtown businesses attract new customers. Downtown stakeholders were involved in the process from the beginning and overwhelmingly approved of the final recommendations.

VILLAGE OF WILMETTE, ILLINOIS

DOWNTOWN PARKING STUDY

The comprehensive parking study and strategic plan included a GIS inventory of parking and mobility assets, along with vehicle occupancy and turnover counts. An online parking survey, stakeholder interviews, and a virtual town hall on parking engaged the community in the process. Final recommendations included modified permit policies, enforcement procedures and re-allocation of spaces to increase access for both patrons and employees.

CITY OF CEDAR FALLS, IOWA

DOWNTOWN PARKING STUDY

Key elements of the study included an assessment of how current development activity will impact parking in the downtown area, extensive stakeholder outreach and public workshops, and an assessment of parking management and organizational policies.

CITY OF ANN ARBOR DDA, MICHIGAN

DOWNTOWN DEVELOPMENT AUTHORITY RATE STUDY

After a loss of \$31 million in parking revenue due to COVID, Ann Arbor needed to understand how parking rates impacted long-term planning and capital maintenance. The City Council approved a multi-year rate plan which considered operational costs, debt service, and a 20-year maintenance plan. Rate projections included on-street parking, off-street parking, and the loss of parking lots due to development opportunities.

CITY OF BERKLEY, MICHIGAN

PARKING STUDY AND STRATEGIC PLAN

Known for walkable family neighborhoods surrounded by vibrant commercial corridors, city-wide parking concerns spurred the need for a parking strategic plan with a focus on downtown and the surrounding neighborhood. Current parking demand, projected future demand, and administrative policy were studied. Public input included an open house, online data collection, and stakeholder interviews. The final strategic plan incorporated GIS data, a zoning update, and new enforcement policies to craft a comprehensive plan that addressed parking supply and operational efficiency.

CITY OF HUDSON, NEW YORK

PARKING IMPROVEMENT FEASIBILITY STUDY

Booming redevelopment is causing a shortage of parking in the historic downtown. Fishbeck collected occupancy data, reviewed policy and organizational structure, and estimated parking demand for several new projects. The strategic plan included parking expansion options, organizational re-structuring, rate adjustments, and collaborative teaming with public and private organizations across the region. The plan will guide tremendous growth and provide the framework for effective parking administration.

CITY OF ST. CLAIR SHORES, MICHIGAN

DOWNTOWN DEVELOPMENT AUTHORITY DISTRICT PARKING STUDY

Already tight on parking, multiple redevelopment projects created concerns of a parking shortage. Fishbeck conducted GIS mapping of parking supply and multiple days of occupancy counts. Future parking demand modeling showed a deficit with little room to expand. The long-term parking plan included shared parking, reconfigured on-street parking, and improved layout and circulation.





JOSH ROZEBOOM, PE

VICE PRESIDENT | SENIOR PARKING CONSULTANT

Josh serves as Fishbeck's Parking Department Head and is responsible for project oversight and QA/QC. He has extensive experience in parking planning design and restoration, including parking studies, site planning and feasibility, parking functional design, structural engineering, and project management. His experience encompasses all project phases for mixed-use, healthcare, higher education, airport, and municipal projects. His project roles include planner, parking designer, structural engineer, resident construction engineer, and project manager.

YEARS OF EXPERIENCE

3 years — Fishbeck

22 years — total

EDUCATION

BS in Civil Engineering,
Tri-State (Trine) University

REGISTRATIONS/ CERTIFICATIONS

Professional Engineer –
Michigan, Indiana, Iowa,
Kentucky, Minnesota, Ohio,
Oklahoma, Rhode Island,
Wisconsin

GBCI Parksmart Advisor

MEMBERSHIPS

National Parking Association,
Associate Member of
Parking Consultants Council

International Parking
& Mobility Institute

American Society
of Civil Engineers

American Concrete Institute,
Member of ACI 362 Parking
Structures Committee

Structural Engineers
Association of Michigan

Village of Schoolcraft,
Planning Commission

VILLAGE OF ADA, MICHIGAN

PARKING STRUCTURE PLANNING AND STUDY

Mixed-use parking structure planning and feasibility study for a mixed-use development.

CITY OF HUDSON, NEW YORK

PARKING IMPROVEMENT FEASIBILITY STUDY

Conducted the study which analyzed the current conditions and created a framework for safer, more accessible parking throughout the City. The final plan recommendations considered Hudson's history and the specific needs of the City, as well as current demands and future parking and transportation considerations.

CITY OF JACKSON, MICHIGAN

PARKING STRUCTURE CONCEPT STUDY

Detailed parking structure concept study that included the assessment of parking demand generated by adjacent and future developments, development of multiple structured parking options, assessment of costs, and preparation of a schedule.

CITY OF GRAND RAPIDS, MICHIGAN

WEDGE LOT PARKING STRUCTURE STUDY

Study for a multi-purpose horizontal expansion of the Ottawa-Fulton parking structure with ground-floor retail, 180 parking spaces, and additional commercial or residential development on top of a parking ramp.

PUBLIC WORKS FACILITIES RELOCATION STUDY

Planning and feasibility study for parking structure and parking lot options at the Kent County Road Commission site as part of the City of Grand Rapids facilities relocation planning.

PARKING LOT 6 STUDY

Parking feasibility study to review options for building additional parking on the City's existing parking lot. The study included the development of structured parking concepts, mechanical parking concepts, and opinion of probable cost.

CITY OF YPSILANTI, MICHIGAN

DEPOT TOWN PARKING STRUCTURE FEASIBILITY STUDY

Studied the feasibility of a parking structure at two city-owned sites. The project scope included Phase I environmental assessment, boundary and topographical survey, geotechnical borings and preliminary recommendations, parking structure layouts, cost estimates, review of funding options, massing renderings, a traffic study, and a formal presentation of results.

METRO HEALTH VILLAGE | WYOMING, MICHIGAN

PARKING STUDY

Parking demand study for a mixed-use development.

BERWYN SQUARE | BERWYN, PENNSYLVANIA

PARKING STRUCTURE FEASIBILITY STUDY

Performed an underground parking feasibility study for a planned mixed-use development. The study included the development of structured parking concepts, review of temporary and permanent dewatering measures, and opinion of probable cost.





CARYN ASHBAY, GISP

SENIOR GIS SPECIALIST

Caryn has experience in a variety of GIS applications including utility mapping, sanitary sewer, water, stormwater, parking management, and asset management. She designs, develops, implements, and manages geospatial data, databases, and applications. Caryn is proficient in cloud-based mapping and management utilizing Esri's software suite; and she manages field operations utilizing Esri mobile applications and external GNSS devices. At Fishbeck, Caryn manages ArcGIS Enterprise/Portal and ArcGIS Online environments, authors data services, publishes web maps and web applications for viewing and GIS editing purposes, serves as a subject matter expert for GIS data workflows and management of GIS data, writes GIS standard operating procedures and documents, and stays current with leading technologies, techniques, and approaches for implementing the best GIS solution.

YEARS OF EXPERIENCE

14 years — Fishbeck
24 years — total

EDUCATION

BS in Geographic Information Systems, Central Michigan University

REGISTRATIONS/ CERTIFICATIONS

Geographic Information Systems Professional – GIS Certification Institute

MEMBERSHIPS

Improving Michigan's Access to Geographic Information Networks (IMAGIN)

Michigan Communities and Association of Mapping Professionals (MiCAMP)

Geographic Information Systems Certification Institute

Urban and Regional Information Systems Association – Ohio Valley Chapter of URISA

CITY OF FERNDALE, MICHIGAN

PARKING STUDY

Conducted a comprehensive parking demand analysis to assess the impact of Ferndale's development and growth on the overall parking system. Collaborated with the community to acquire existing GIS data at the project's inception. Enhanced the existing parking data within the City system by updating the parking inventory and collecting real-time occupancy data, incorporating details such as time limits, costs, restrictions, ADA spaces, loading zones, transit stops, and delivery vehicle information. Implemented a systematic approach for parking inventory, conducting occupancy counts on various dates and multiple times per day through field staff engagement.

CITY OF CEDAR FALLS, IOWA

DOWNTOWN PARKING FEASIBILITY STUDY

Building upon previous data collected, we used the City's GIS parking data from several years to enhance our parking demand analysis. The primary objective of the GIS platform and routine vehicle occupancy counts was to construct a dataset that aids in determining the potential need, timing, and location for a future parking facility. To systematically inventory parking, we conducted occupancy counts on various dates and multiple times per day, engaging field staff for comprehensive data collection. Additionally, we developed a user-friendly web-based experience for field staff, empowering them to input supplementary data and perform quality control upon completing fieldwork. The data collected in the field was leveraged to calculate the percentage of occupied spaces, utilizing predefined blocks within the City for accurate assessment. Furthermore, we utilized the ArcGIS Online proximity tool to create walking time travel plans for specific locations in the town, contributing to the formulation of realistic plans.

VILLAGE OF WILMETTE, ILLINOIS

DOWNTOWN PARKING STUDY

The comprehensive parking study and strategic plan included a GIS inventory of parking and mobility assets, along with vehicle occupancy and turnover counts. An online survey, stakeholder interviews, and a virtual town hall on parking engaged the community in the process. Final recommendations included modified permit policies, enforcement procedures and re-allocation of spaces to increase access for patrons and employees.

CITY OF BERKLEY, MICHIGAN

PARKING STUDY AND STRATEGIC PLAN

As part of the parking study/strategic plan, GIS data tools were incorporated into the public engagement process. The community accessed online GIS maps to locate specific comments regarding parking and mobility concerns. The data was correlated for the City to directly address safety concerns and understand how parking resources were being used. GIS interfaces and targeted recommendations were key to input gathering.

CITY OF ST. CLAIR SHORES, MICHIGAN

DDA PARKING STUDY

Utilizing Esri's public parking ArcGIS solution, created parking lot GIS features for the downtown area. Created parking lot car counts feature to be used in the field for data collection. Implemented web maps on ArcGIS Online for parking lot inventory and lot car counts. Created custom Esri Field Maps training documentation for field staff. Produced heat maps and parking infrastructure maps utilizing parking data collected in the field.





CYNTHIA PORTER JANES

VICE PRESIDENT/CIVIC MARKET LEADER

Cindy oversees client management for the architectural/engineering services division. Specialized areas of expertise include organization of public meetings, community information forums, and media relations. As an appointed public official, Cindy possesses the skill set to articulate the importance of stewardship of resources and community support to local governmental units. From County Commissions to Village and Township Boards, Cindy has the experience to escort projects through the myriad of steps, including stakeholder engagement and consensus building, to garner local neighborhood and municipal support.

YEARS OF EXPERIENCE

7 years — Fishbeck

36 years — total

EDUCATION

BBA in Finance and Marketing,
Grand Valley State University

MEMBERSHIPS

Grand Rapids Public Museum
Board of Trustees

Kent County Road
Commissioner

Kent County Board of
Public Works, Vice Chair

Lower Grand River Organization
of Watersheds (LGROW)

Grand Valley Metropolitan
Council, 2008-2014

Cascade Charter Township
Board of Trustees, 2007-2014

Specialized Learning
Development Center, Advisory
Board Member, 2010-present

The Right Place

Grand Rapids Economic Club

International Council of
Shopping Centers

Michigan Association
of School Administrators

LOCAL MUNICIPAL AFFILIATIONS

KENT COUNTY ROAD COMMISSION | GRAND RAPIDS, MICHIGAN COMMISSIONER

Appointment by the Kent County Board of Commissioners to serve a 6-year term; Cindy is currently serving her second term, having previously served as Vice Chair in 2018-2019. Responsibilities include oversight and budget. The Commission is required to strategically communicate with the County residents, neighboring communities, and legislators. To shape the future of county roads, a close connection is required with the County to determine future demand. As stewards of the right-of-way, strategic planning for the future of infrastructure access within the County is essential.

KENT COUNTY BOARD OF PUBLIC WORKS | GRAND RAPIDS, MICHIGAN VICE-CHAIR/COMMISSIONER

Appointment by the Kent County Board of Commissioners, as the designated representative of the Kent County Road Commission. Elected Vice-Chair for 2021. Responsibilities for the BPWs include the development and implementation of sustainable solid waste management, processing, and recycling services. Board responsibilities include budget and operations oversight.

PROJECT EXPERIENCE

GRAND RAPIDS PUBLIC LIBRARY | GRAND RAPIDS, MICHIGAN SPACE NEEDS ASSESSMENT

Project director for the GRPL's Main Ryerson Branch space needs assessment. This project includes stakeholder engagement and workshop sessions to re-imagine the library's service offerings to the community. Internal engagement focuses upon staff workplace function and efficiency. The next phase of this project includes space needs assessment of the GRPL's remaining seven neighborhood branch locations.

ROAD COMMISSION OF KALAMAZOO COUNTY NEW ROAD COMMISSION COMPLEX AND CAMPUS

Planning, design, and construction document services for the RCKC's new 26th Street complex located on a 40-acre site.

GRAND HAVEN CHARTER TOWNSHIP, MICHIGAN FIRE STATION FEASIBILITY STUDY

Provided a facilities condition assessment for the current station and feasibility study to determine future department space needs requirements.

KENT DISTRICT LIBRARY/WALKER ICE & FITNESS CENTER | CITY OF WALKER, MICHIGAN WALKER BRANCH LIBRARY AND COMMUNITY CENTER SPACE NEEDS ASSESSMENT

Space needs assessment of an existing 8,000-sf branch for a new 29,000-sf library in a combined community fitness facility for the City of Walker.





BOB POMEROY, AIA

SENIOR VICE PRESIDENT

Bob's experience includes roles as project architect and project manager for large higher education, civic, and private projects. He is a skilled communicator in leading large, multi-firm teams and diverse client stakeholders. In his current role as Senior Vice President of the architectural department, he focuses on building deeper relationships with clients and team members, while ensuring the best resources are provided for every project.

YEARS OF EXPERIENCE

13 years — Fishbeck

35 years — total

EDUCATION

Bachelor of Architecture,
University of Detroit Mercy

REGISTRATIONS/ CERTIFICATIONS

Registered Architect – Michigan

MEMBERSHIPS

American Institute of Architects,
Grand Rapids Chapter

National Council of
Architectural Registration
Boards (NCARB)

TRAINING

Michigan Department of Public
Health, Annual Health Facilities

GRAND VALLEY STATE UNIVERSITY | GRAND RAPIDS, MICHIGAN

DANIEL AND PAMELLA DEVOS CENTER FOR INTERPROFESSIONAL HEALTH

\$70 million Capital Outlay Program LEED project. Provided design of a new 160,000-sf, 5-story academic facility with 2.5 levels of parking below. The project featured healthcare teaching labs, simulation labs, learning commons and library labs, computer labs, active learning classroom/labs, departmental suites, faculty offices, and student study spaces.

MICHIGAN STATE UNIVERSITY | EAST LANSING, MICHIGAN

EDWARD J. MINSKOFF PAVILION AT THE ELI BROAD COLLEGE OF BUSINESS

95,000-sf Graduate Pavilion with classrooms, teaching labs, program offices, career management offices, and interaction, event, and amenity spaces. The project used integrated project delivery between owner, architect/engineer, and contractor.

KENT DISTRICT LIBRARY | WALKER ICE & FITNESS CENTER | CITY OF WALKER, MICHIGAN

WALKER BRANCH LIBRARY AND COMMUNITY CENTER SPACE NEEDS ASSESSMENT

Space needs assessment of an existing 8,000-sf branch for a new 29,000-sf library in a combined community fitness facility for the City of Walker.

CITY OF EAST GRAND RAPIDS, MICHIGAN COMMUNITY CENTER

Design for a LEED certified, \$9.4 million, 58,000-sf addition and renovation housing the City Hall, library, city commission chambers, recreation and engineering departments, 2-story entry rotunda, multipurpose and meeting rooms, and storage.

BISSELL | GRAND RAPIDS, MICHIGAN EXECUTIVE OFFICES RENOVATION

Design renovation of the executive offices consisting of demolishing the exterior glass and interior of the original 1958 executive offices prior to constructing a new exterior curtainwall glazing system. Also installed were new mechanical, electrical, plumbing, and fire protection systems to complement the sleek new interior finishes on the second floor executive offices and main lobby.

HERITAGE POINTE | GRAND RAPIDS, MICHIGAN

Programming, planning, design, and construction administration for new 103,300-sf, \$6.1 million Class A office building with enclosed lower level tenant parking, 2-story entrance lobby atrium, wetland views, and 60,000 sf of lease space in two wings.

SPECIAL OLYMPICS OF MICHIGAN (SOMI) | GRAND RAPIDS, MICHIGAN SPORTS & INCLUSION CENTER

Redesign and construction of a former high school into a Sports & Inclusion Center to house a mixture of athletic and educational facilities, and offices. Provide comprehensive master planning, existing building and site condition analysis, and programming/schematic design for the phased usage of the building and grounds.

LEONARD FIELD PARK | ADA TOWNSHIP, MICHIGAN MASTER PLAN

Improvements to a 3-acre park due to aging infrastructure, changes in community demographics, and evolution of recreation facility standards.





Christopher D. Khorey, AICP

VICE PRESIDENT

EDUCATION

Master of City and Regional Planning
University of Pennsylvania

Bachelor of Arts
University of Notre Dame

HONORS

Excellence in Best Practice Award for the Barry County 2040 Master Plan “Live Better”,
Michigan Association of Planning, 2023

Excellence in Best Practice Award for the Holland Unified Development Ordinance,
Michigan Association of Planning, 2022

Award for Excellence in Student Publications,
University of Pennsylvania

PROFESSIONAL EXPERIENCE

Community Planning, Master Plans

Performs all facets of community-wide master planning processes including data analysis, public participation, community visioning, and implementation strategy. Applies innovative master planning strategies for open space preservation, downtown redevelopment, historic preservation, and commercial corridor redevelopment. Integrates regional thinking into local community planning. Implements master plan visions in communities across Michigan.

Market Analysis

Completes successful market analyses—including target market analyses, for residential, commercial, recreation needs, and office development—in suburban communities, older industrial cities, and small towns. Applies financial modeling, population projections, housing demand analysis, and retail gap analysis; employs statistical innovation and research techniques to unearth the nuances of demand for housing types.

Zoning

Prepares zoning ordinance and map amendments, including form-based codes and lean zoning, for a wide variety of communities; provides day-to-day guidance regarding zoning to officials from farming townships to dense urban cores; performs on-site administration of zoning ordinance in dense community with historic downtown.

Redevelopment Planning and Management

Develops neighborhood plans for CDBG communities experiencing economic transition. Creates vision for redevelopment and investment in legacy neighborhoods and communities.

Facilitation and Public Engagement

Creates and executes public engagement strategies to address key stakeholders and community members in a variety of projects, in both growing communities and older urban neighborhood. Prepares illustrative and descriptive materials for formal presentation at meetings with public officials, community stakeholders, real estate investors, and the academic community.

Development Review

Provides ongoing development review services and technical advice and recommendations to approval agencies for cities, villages, and townships including site plan, special land use, subdivision, variance, and rezoning for residential, commercial, industrial, mixed use, and planned unit developments.



Paige Brodeur

ASSISTANT PLANNER

EDUCATION

Bachelor of Science

Calvin University, Grand Rapids, Michigan

PROFESSIONAL EXPERIENCE

Transportation Planning

Participate in meetings focusing on current MDOT projects by taking notes and giving input. Develop plans and research for grants.

Mapping

Designs and produces GIS maps for transportation and land use analysis, as well as long-range planning.

Public Engagement

Ensures that the entire planning process is people-driven through focus groups, roundtables, surveys, and workshops for a variety of different projects.

MEMBERSHIPS

American Planning Association
Michigan Association of Planning



06

Proposed Approach/Schedule

Proposed Approach/Schedule

Project Approach

Ada Village is a wonderful and remarkable success story. Whether it is shopping, dining, or hosting a large event, the Village has become the center of the community. As the Village has grown, the need for mobility and parking has also grown. To continue the growth and plan for the future, the Village area requires a parking management approach that addresses real and perceived parking concerns with a strategic plan promoting flexibility for both current and future parking needs. The proposed downtown parking study and strategy will help the Township identify specific parking issues and develop options to provide a flexible parking management framework going forward. In turn, this new approach and strategy will be communicated to the community through a thoughtful and straightforward communication plan.

The Fishbeck team specializes in assessing the parking and transportation situations in growing, small- to mid-sized municipalities. While growth is important, maintaining the character of Ada is vital to the continued vibrancy and success of the Village. Communities similar to Ada require an approach specific to their demographics and travel habits. Ada is not just another growing suburban township; it is unique in character, community resources, and parking needs. As an optional service we have included a robust public engagement process so the study findings will consider the fabric of the community – both residential and business, as well as current demands and future parking and transportation objectives. The final report will present a parking strategic plan specific to Ada which embodies the people and places that make Ada Township special.

Our project manager, Jon Forster, has conducted hundreds of studies in over 20 years of parking consulting. He enjoys working with growing communities and helping to find opportunities for success even in the most difficult circumstances. Jon recognizes effective project management starts with good communication. Our team will conduct biweekly project update calls to ensure the Township knows the status of the study at all times.

Fishbeck is teaming with Michigan planning firm McKenna to provide analysis of zoning and land use regulation. We enjoy a long history with McKenna. The Fishbeck team will provide recommendations on parking demand, use of private and public parking assets, maximizing use of underutilized parking, and a parking strategy that will affect livability, economic development, and promote a high quality of life for the community. Our team has parking operational experience, multiple project implementations, and a strong understanding of how policy affects the daily lives of both residents and visitors.



Methodology and Approach

Fishbeck parking experts will work with Township staff and designated stakeholders to study current and future parking needs, develop parking policy and management plans, and maximize the Village parking assets. We intend to direct our efforts and recommendations on the following key focus areas:

Communication: Meet with Township staff and key business representatives to ensure a clear understanding of objectives, identify concerns, confirm the study is on target, and present recommendations.

Current Parking System: Assess the current parking supply and demand during key time periods. We will also assist in identifying the impact of new development on future parking demand.

Parking Policy and Management: Evaluate current parking policies, operations, enforcement, and use. Identify potential management structures, demand management strategies, parking funding mechanisms, and implementation budgets.

Planning: Review land use, zoning, and development regulations to promote the goals of the Township.

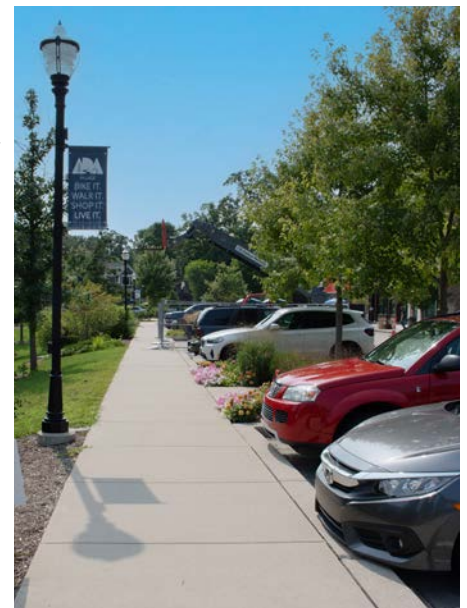
Leadership: Review organizational model, public/private opportunities, and provide leadership with information and analytics needed to make sound policy decisions.

Detailed Work Plan

Study Area 1 – Information Gathering

- Conduct a kickoff meeting with Township administration and invited stakeholders. Fishbeck will lead the meeting and use the information collected throughout the study process.
- Coordinate with the Township Parking Study and Strategy Project Committee. Consisting primarily of Township staff and stakeholders, this small group will work directly with the Fishbeck team to ensure tasks are completed fully and on schedule. The Fishbeck team will meet or talk regularly to review progress and suggest changes to the approach as conditions might dictate.
- Conduct a goals prioritization process with the project committee. The goal prioritization will be for the outcome of the parking study; but more importantly, to understand the larger community, economic, sustainability, and development goals of the Village. The prioritization of goals shapes the final recommendations and directly impacts implementation.
- Review existing data, regulations, and previous planning projects and reports such as:
 - Envision Ada 2014.
 - The 2017 Parking Study.
 - The 2023 Township Master Plan.
 - Current parking-related codes, zoning requirements, and development standards.
 - Parking management plans and policies.
 - Current parking inventory and occupancy data available.
 - Mobility initiatives and goals.
- We will complete GIS mapping of the parking and mobility assets in the parking study area. GIS mapping will be used to digitally record the locations of the following parking and transit assets:
 - Public off-street parking.
 - Location and number of spaces.
 - Hours of operation, time limits, and use restrictions.
 - Private off-street parking.
 - Location and number of spaces.
 - Hours of operation and use restrictions.

- Public on-street parking – space by space inventory.
 - Non-conforming spaces identified.
 - Hours of operation, time limits, and use restrictions.
- Bus/transit stops – if available.
- Loading zone locations.
- On-street ADA spaces.
- No parking areas.
- Bike racks.
- With information from the project committee, identify specific pipeline projects to determine potential future parking needs and the impact of projects on the overall Village parking situation.
- Review the 2023 Ada Township Master Plan, with specific reference to the Village Plan in Chapter 7, to determine key action steps in realizing the Township’s vision for its downtown, while also providing sufficient parking.
- Review current zoning and development requirements within the study area and their impact on parking supply and use.
- The Township will provide land use inventory for the Village area including building size, use, occupancy, variances, and other issues relating to parking.
- Observe Village parking and provide a summary of parking usage characteristics, occupancy, and operational activity. The summary document will clearly explain how the public utilizes parking assets and the opportunities to improve access and the customer experience.



Study Area 2 – Evaluation and Research

- Fishbeck will review the current Village parking inventory, update it as necessary, and record data via GIS.
- Fishbeck will conduct parking occupancy counts in public and private parking areas to determine the current parking demand. Parking occupancy counts will be recorded via GIS.
 - Data collection will occur from 10 am to 8 pm on three dates as agreed upon by the Parking Management Project Committee. Parking occupancy counts will be gathered every two hours for off-street public parking and on-street parking within the study area. We intend on one weekday and two non-event weekend days and will plan with assistance from the project committee.
 - The GIS format will allow the Township to conduct parking counts on an ongoing basis. Regularly updated parking, bike use, and other data points can help the Township understand conditions and continue to evolve as needed.
- Consider long-term land use that would allow for the build-out of commercial space and parking to increase future flexibility and options.
- Compare parking utilization and Township requirements utilizing Urban Land Institute and Institute of Transportation Engineers parking ratio standards.
- Review existing parking enforcement applications and related technologies to assess the usefulness of existing equipment and processes.

- Conduct and note visual observation of pedestrian walking patterns, connections to parking areas, parking layouts, lighting, security measures, and other customer experience factors.
- Review the Ada Township's Zoning Ordinance, to determine any inefficiencies or "red tape" that may be hindering the Township's goals; especially as it relates to development of the downtown, and the provision of sufficient, but not excessive, downtown parking. We will also review other ordinances, such as those dealing with rights-of-way, sidewalks, and other policy areas that are relevant to downtown parking.

Study Area 3 – Summary

- The occupancy and utilization information will be documented in graphic form, including heat maps that visually illustrate parking occupancies in aerial map form. We will also provide charts showing parking supply and demand in tabular format.
 - The Township land use ratios will be applied block-by-block as a comparison of measured demand and parking requirements.
- Parking supply and current demand will be shown on a block-by-block basis.
- Parking supply surpluses or deficits will be noted by block and sub-areas.
- Shared parking applications and opportunities will be noted across the Village.

Study Area 4 – Projections

- Develop estimates of future parking sufficiency based on current capacity, projected land uses, and application of parking demand ratios. Sufficiency estimates will include modeling to account for shared parking opportunities as they are available throughout the study area. Publications from ULI and the National Parking Association will be used to develop projected parking demand.
 - Develop short-term (1-2 year) projections of parking demand.
 - Long-term (5+ years) projections.
- To determine parking adequacy, we will compare the projected future parking demand against the existing supply of spaces.
- Quantify the number of parking spaces that may be required by block and in sub-areas to meet projected future parking demand.
- We will review and provide recommendations for the removal or construction of parking supply.

Study Area 5 – Conclusions and Recommendations

- Working with the Township Parking Study and Strategy Project Committee, the Fishbeck team will develop a parking strategic plan to address current concerns and direct policy decisions for the next 5+ years. We will:
 - Develop a realistic plan for the effective use of parking in the Village which can be implemented comprehensively or in a phased approach.
 - Provide credible information regarding current and future parking needs that can be communicated clearly to the public and stakeholders.
 - Cultivate a parking system contributing to the positive image of Ada Township and is inviting to residents, businesses, and visitors.
 - Advance a parking system that supports livability, sustainability, and economic development for the Village and the broader community.
 - Promote community messaging and education so the parking system is easy to access for patrons, employees, and visitors, while Township staff can easily explain how the parking system operates.
- Develop a comparison of goals and priorities established in Task 1 with current conditions. The comparison will identify the highest priority issues and focus on the final recommendations.

- Develop options for addressing current and projected parking demand, and the need to increase or reduce parking supply in the Village.
 - Identify potential demand management strategies applicable to Ada Township.
 - Identify opportunities to increase on-street parking supplies in the study area (either through creating new spaces or reconfiguring existing spaces).
 - Identify locations for expanded off-street parking options, including parking lots and garages.
 - Allocate strategies for all-day and employee parking options.
 - Provide recommendations to manage existing parking inventories, improve current operations, and improve the utilization of existing parking.
 - Maximize the use and occupancy of all parking areas to limit paved areas, promote a “park once” mentality, and increase the cohesion of Village elements.
 - Recommend tools and opportunities to improve access to underutilized parking areas and public parking areas in general.
- Identify opportunities for partnerships promoting the use of private parking for public use. We will help the Township weigh the benefits and drawbacks of these agreements and how to find mutually beneficial opportunities.
- Develop a zoning and land use regulation action plan including:
 - Key action steps to implement the vision of the master plan, such as acquiring land for parking, re-designing roadways to accommodate on-street parking, or preventing parking from being built in inappropriate locations.
 - Recommend amendments to the master plan to “reality check” the vision against the situation on the ground.
 - Recommend amendments to the zoning ordinance to eliminate inefficiencies and provisions that are in conflict with the Township’s goals, as stated in the master plan.
- Review existing websites, maps, brochures, and wayfinding signage as it relates to parking and provide recommendations for potential improvements.
- Review signage messaging, branding, and location for effectiveness and visibility.
- Provide examples of successful parking marketing programs we have observed throughout the country which could be leveraged in Ada Township.
- The use of delivery services, ride shares, and other quick uses of the curb have changed the nature of downtowns. Effective policy includes flexibility to change as needed to best serve the community. Observe the use of the “curb” and how different demands are being met.
- Impact of bicycle and alternative transportation options that promote a biking and walking culture in the community.
- Create a prioritized implementation matrix identifying key recommendations and components. The matrix will outline operational, policy, and planning recommendations along with potential timelines and possible costs.



Study Area 6 – Community Reporting/Engagement

To make information more accessible to the public, Fishbeck will not be providing a traditional written report, but rather a summary report of findings and recommendations. The final summary report will focus heavily on graphics, the implementation matrix, and other visual means to communicate current conditions and recommendations for future management of the parking system. The summary report will include a review of public outreach, 50% workshop summary and slideshow, final presentation, GIS data, graphs and occupancy information, and all collected data. The final documents will include:

- A prioritized recommendations matrix. The document will present our findings and recommendations, and provide preliminary costs for our recommended improvements, as well as a timeline for implementation.
 - Short-term recommendations.
 - Mid-term (1-4 year) recommendations.
 - Long-term (5+ years) long range goals.
 - Potential cost of recommendations.
- Summary report of findings and recommendations for review by the Township before finalizing. This will include a 95% status meeting to discuss recommendations prior to finalizing the study.
- Presentation of findings to the Township board.
- Final presentation to Village stakeholders, including the Ada Business Association and the general public. Final presentation can be given in a public forum as chosen by the Township.

The presentation format of the final summary report will assist the Township with effective messaging to the community. The final documents will provide a roadmap for the community to improve parking operations, not only for today, but to plan for the future. The tools will be available to guide staff and teach the community how parking is an asset to Ada Village and will support the goals identified in the master plan.

Deliverables

The following items will present the Township an accurate view of the current conditions and a plan for future parking needs. Deliverables include:

- Project management throughout the study including biweekly update calls and project coordination. The biweekly calls provide the Township with updates on milestones, schedule, upcoming deliverables, outstanding data needs, and overall project progress. The updates ensure Township staff will always know the status of the project.
- Up to five onsite meetings with the Township Parking Study and Strategy Project Committee or other staff as necessary to complete the parking study. These five meetings do not include the final presentation to the Township board.
- GIS mapping of Village parking and mobility assets.
 - Parking occupancy counts on three days via GIS.
 - GIS maps and charts of parking inventory and occupancy.
- Community engagement during the course of the study (optional service).
 - Interviews with stakeholders.
 - Public open house.
 - Online public survey of Village parking.
- Review of parking operations, public use of the parking system, and how the parking system supports the Village.
- Project 50% status workshop (optional service) – The goal of the meeting is to ensure the Fishbeck team and the Township have the same understanding of findings and are working together to develop solutions. Data collection, community outreach summary, and preliminary recommendations will be main topics for discussion.

- Prioritized implementation matrix noting timeframe, responsibility, and potential cost.
- Biweekly update calls with the project team to ensure priorities and schedule are being met.
- 95% status review prior to finalizing recommendations, noting specific attention regarding on-street parking fee structure, hours, and regulations.
- Final presentation onsite.
- Summary final report – We will incorporate the feedback and comments received from the Township into the final report document. The final report document will include an executive summary, and include maps, data, survey results, implementation matrix, recommendations, and other documentation.

Optional Service # 1 – Community Engagement Process

The Fishbeck team excels at designing processes that effectively engage multiple stakeholder groups, including the public. We use a variety of methods to ensure broad participation, which helps to achieve consensus and stakeholder buy-in to the results of the study. When the project has been completed, the high level of stakeholder and public involvement used to conduct the process will lead to a clear consensus on next steps and the path forward. Our public engagement process is described below.

ENGAGEMENT GROUPS

- Township Parking Study and Strategy Project Committee: The small team of staff and stakeholders will help direct the study and ensure the defined priorities are addressed.
- Key Stakeholders: 10-15 individuals/organizations who may have particular insights or a level of investment in the study area that warrants more direct interaction with the Fishbeck team. While not exhaustive, the following list represents the types of stakeholder groups we would expect to involve in this project.
 - Elected officials.
 - Township staff.
 - Discover Ada.
 - Village business and property owners.
 - Local institutional and organizational leaders.
 - Representatives of Village employers.
 - Others as identified by the project committee.
- General Public: To build consensus for any plan of this scope and breadth, outreach should begin early and should cast a broad net.



INPUT FORUMS

- One-On-One Interviews: These interviews will be geared toward soliciting input from key stakeholders and select members of Township leadership. Interviews will be one-on-one format allowing participants to provide a candid assessment of conditions and challenges.
- Public Workshops: An initial public open house forum and a final presentation of findings and recommendations will be conducted to allow attendees to share their ideas within a structured and informed setting. The Fishbeck team will be responsible for providing meeting content and materials including presentation boards, PowerPoint presentations, base maps, etc.
- Pop Up Interviews: Fishbeck will conduct two pop-up interview stations in strategic locations near Village parking. The pop-up stations will be promoted and allow the consultant to speak with daily users of public parking. The interviews will consist of four initial questions and then follow ups to understand how people use and perceive the public parking system.

ONLINE PUBLIC SURVEY

- Online Survey: Fishbeck will develop and host an online survey. The Township will help to promote the survey effort by providing links to the online survey site via web pages, social media, direct email, QR code postcards and posters, and other distribution channels the Township has already established. The survey will seek to determine among other topics:
 - User demographics.
 - Frequency of visiting the Village.
 - Reasons for visiting the Village.
 - Availability of parking.
 - Highly desired parking areas.
 - Acceptable walking distances.
 - Transportation preferences.
 - Residential parking and mobility behavior.
- Open ended responses to gather specific opinions. The online survey will include a location tool that will allow respondents to identify a specific location on a map, drop and pin on that location, and leave a specific comment.

Optional Service # 2 – Study 50% Status Workshop

- Upon completion of our observations, data gathering, and public outreach efforts, we will submit an initial finding review. The document will present our primary findings and potential recommendations.
- Conduct a SWOT analysis for discussion as part of the 50% workshop.
- The 50% workshop will provide a focused opportunity for Township staff and stakeholders to consider how their goals can be achieved and discuss the details of an implementation plan.
- The goals discussed during workshop will drive the recommendations for the final presentation. Some topics that may be discussed are:
 - Zoning and regulatory updates.
 - Maximizing use of all parking assets.
 - ADA accessible parking conditions and options.
 - How to serve Village businesses/organizations.
 - Organizational structure.

Optional Service # 3 – Additional Meetings/Consulting

- Additional meetings, presentations, or other work requested outside the stated scope of work will be billed hourly according to the attached rate schedule in Section 7.
- Meetings with the Planning Department, township attorney, or others can be part of the five meetings included in the base scope of services.

Schedule

The Township has established the following milestone dates for the parking study. Fishbeck will work with the project committee to meet these dates and provide a complete study in the timeframe desired by Ada Township.

- Complete parking counts – September 30, 2024
- Draft report to the Township – October 31, 2024
- Staff review completed by – November 15, 2024
- Final presentation and meeting completed by – December 15, 2024



07

Itemized Budget

Itemized Budget

PERSONNEL	PM	Senior Consultant	GIS	Data Collection	Admin	Zoning Consultant	TASK FEE
	ESTIMATED HOURS						
STUDY AREA 1 Information Gathering	22	2	18	10	0	5	\$9,020
STUDY AREA 2 Evaluation and Research	14	0	24	52	0	5	\$12,084
STUDY AREA 3 Summary	10	2	12	0	0	0	\$3,816
STUDY AREA 4 Projections	10	0	24	0	0	5	\$5,736
STUDY AREA 5 Conclusions and Recommendation	26	2	14	0	0	5	\$8,128
STUDY AREA 6 Community Reporting/ Engagement	24	6	0	0	2	4	\$6,874
TOTAL BASE FEE							\$45,658
OPTIONAL SERVICE #1 Community Engagement Process	34	8	12	0	2	6	\$10,678
OPTIONAL SERVICE #2 Study 50% Status Workshop	12	2	0	0	1	0	\$2,694
OPTIONAL SERVICE #3 Additional Meetings/Consulting	TBD	TBD	TBD	TBD	TBD	TBD	Hourly

- Fishbeck does not currently (nor in the past five years) have any claims, licensure, or non-discrimination violations against our organization.
- We have no case history of termination for default and have had no judgments entered for or against Fishbeck. Fishbeck has not experienced any lawsuits involving professional liability during the last five years.

Rate Schedule

June 8, 2024

Senior Vice President		\$265
Architect Construction Engineer/Manager/Administrator Engineer Estimator Geologist Hydrogeologist Industrial Hygienist Interior Designer Project Manager Scientist Surveyor		
	Staff Level	\$106-\$150
	Mid Level	\$150-\$170
	Senior Level	\$170-\$255
Architectural Specialist Engineering Specialist Environmental Specialist Health & Safety Specialist Operations Specialist Technical Specialist Project Superintendent Survey Specialist		
	Staff Level	\$100-\$125
	Mid Level	\$125-\$170
	Senior Level	\$170-\$250
Technician		
	Staff Level	\$91-\$118
	Mid Level	\$118-\$134
	Senior Level	\$134-\$160
Production Support		\$106
Photocopies	\$0.10/Copy	
Mileage/Passenger Vehicles	\$0.70/Mile	
Field and Service Vehicles	\$0.95/Mile	
Equipment Schedule	Separate Schedule	
Expenses and Outside Services	Cost Plus 10%	

Compensation to be at one and one-half times the hourly rate for approved overtime.

Invoices are rendered every four weeks and payment is due upon receipt. A service charge of 1% per four-week period is added to accounts unpaid after 28 days from date of billing.



MEMORANDUM

Date: 8/7/24

TO: Downtown Development Authority Board Members
FROM: Haley Stichman, DDA Director
RE: Review and Consider Approval of Brand Guide for Ada Farmers Market

Background:

The Ada Farmers Market has been an integral part of our community, providing a vibrant space for local vendors and fostering a sense of community. Last year, a poster was designed to promote the market, but feedback from committee members and community collaborators indicated that the poster was difficult to read and did not effectively capture viewers' attention.

In response to these concerns, staff requested a statement of work from Lions and Rabbits Center for the Arts (LRCFA) for the development of a comprehensive brand guide for the Ada Farmers Market. This project aimed to collaborate with the artist responsible for last year's poster design to create supplementary brand materials. LRCFA took on the role of project manager, facilitating this process at the artist's request.

The goal was to make necessary adjustments to the existing poster design to enhance its readability and visual impact. These adjustments were informed by feedback from the Farmers Market committee, community collaborators, and marketing consultant. Additionally, any changes made to the poster were to be carried through to the supplementary brand elements being developed, ensuring a cohesive and effective visual identity for the market.

The project sought to engage the Farmers Market committee actively in the branding process. There were many perspectives on the committee evaluating the brand from different viewpoints. We aimed for Gabriella, the artist, to strike a good balance between function and the fun, creative artistic style.

A full brand kit is attached for review and approval. These elements reflect the modifications made to improve readability and visual impact, based on the feedback received from the committee, community collaborators, and marketing consultant.

Recommendation:

Approval of the Ada Farmers Market Brand Guide is recommended.

Requested Motion: Motion to approve the Ada Farmers Market brand guide created by local artist Gabrielle Eisma.



Title Font: Ada Village Regular

A B C D E F G H I J K L M N O P
Q R R S T U V W X Y Z , ' ; . :
0 1 2 3 4 5 6 7 8 9 ! ? * + -



Text Font: Century School Book Regular

Example Text Set:

MAIN SEASON:

June 6 - October 31, 2024

Example Text Set 2:

Come Visit Us!
7239 THORNAPPLE RIVER DR.

GABRIELLE Eisma



Logo



Positive Round Logo - No Noise

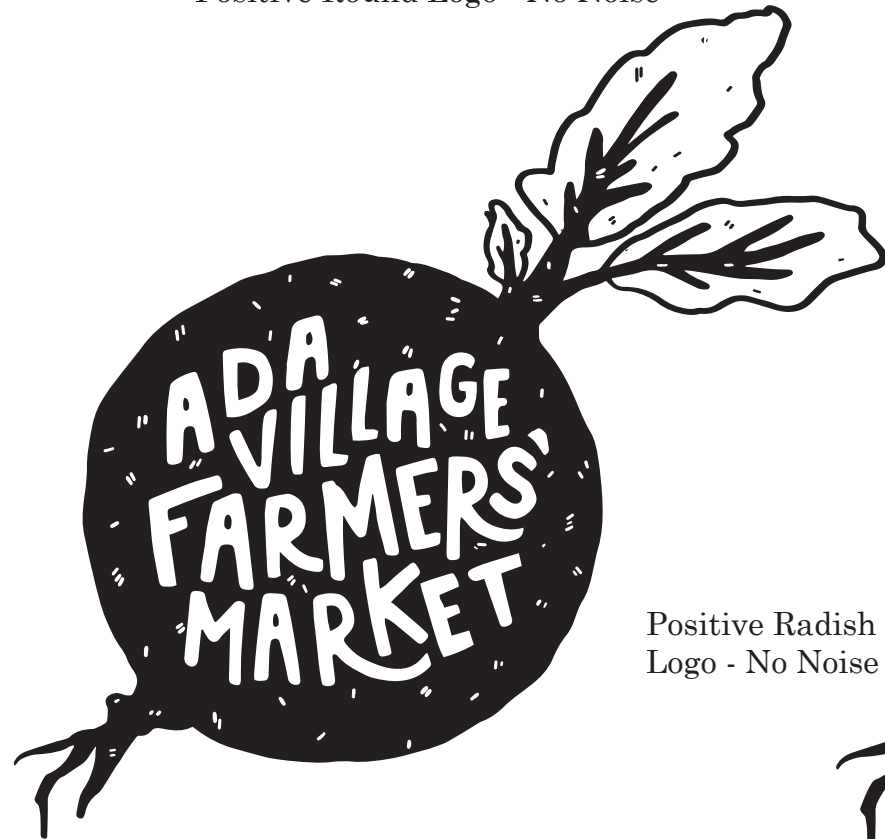


Negative Round Logo - No Noise



Positive Round Logo - With Noise

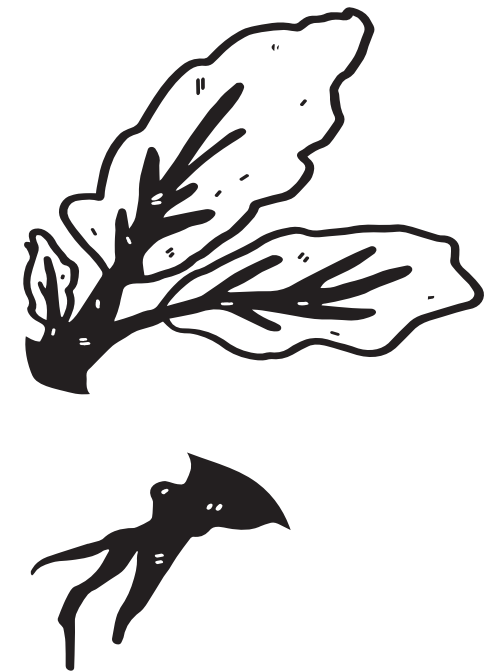
Positive Radish
Logo - With Noise



Positive Radish
Logo - No Noise



Radish Leaf &
Root - With Noise





Color Logo



Positive Round Logo - No Noise



Negative Round Logo - No Noise



Positive Round Logo - With Noise

Leaf Color Option 1



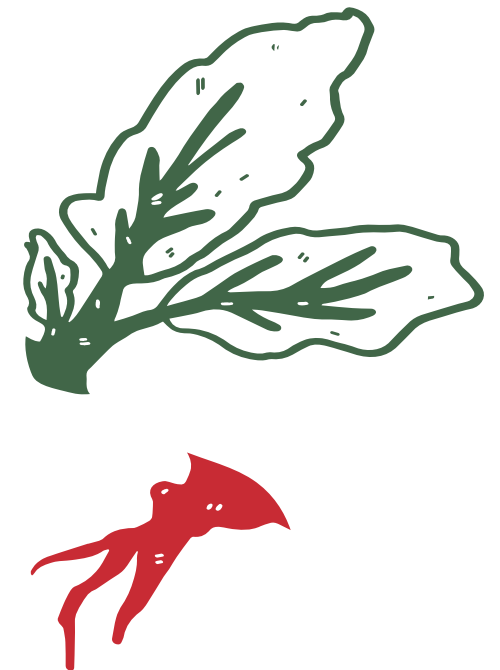
Positive Radish
Logo - With Noise

Positive Radish
Logo - No Noise

Leaf Color Option 2

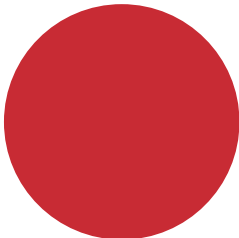


Radish Leaf &
Root - With Noise

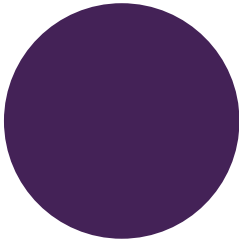




Primary Colors

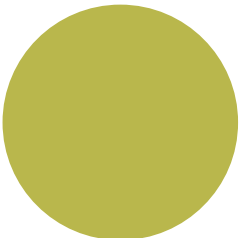


D9052C

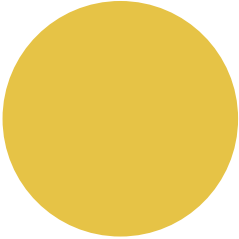


4A205B

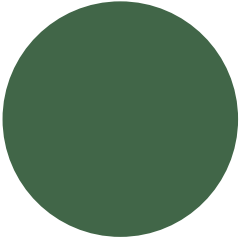
Secondary Colors



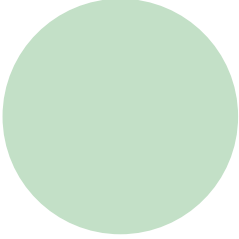
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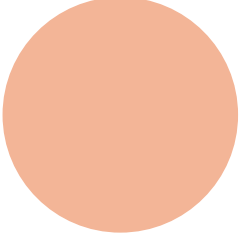
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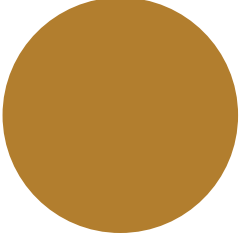
366745



BCE0C5



FEB292



BB7C09

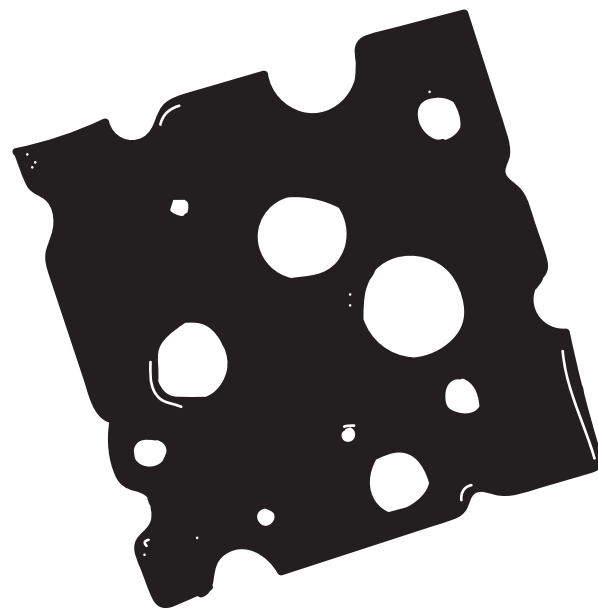
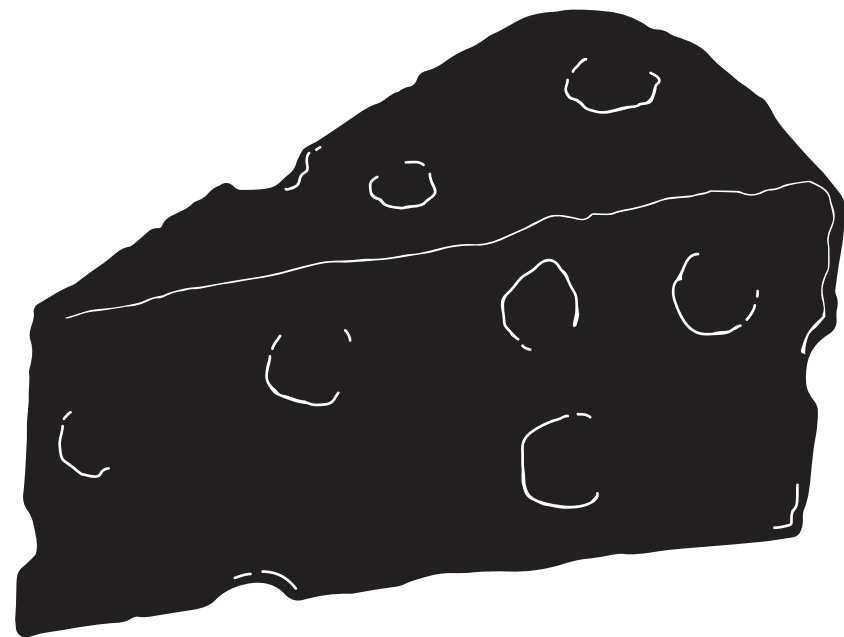
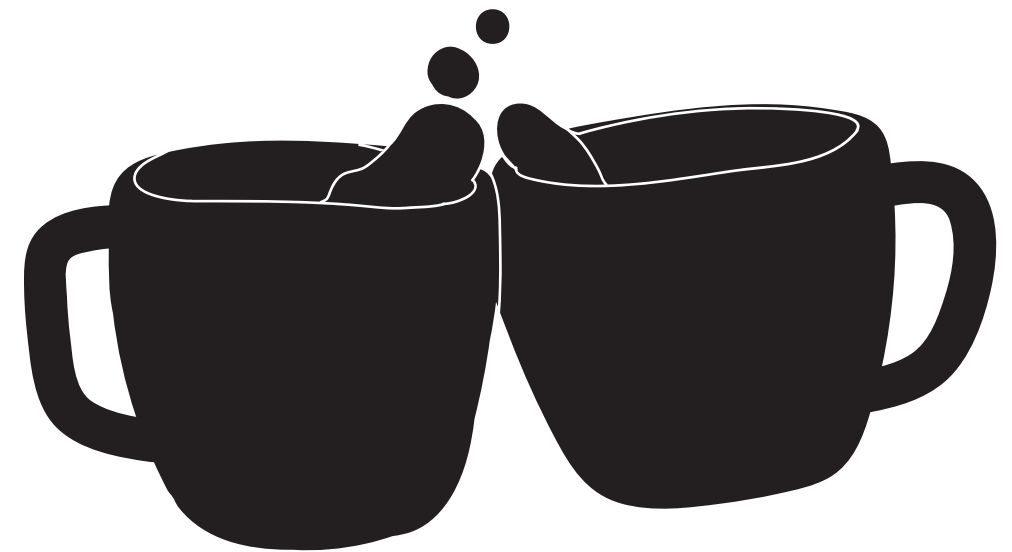
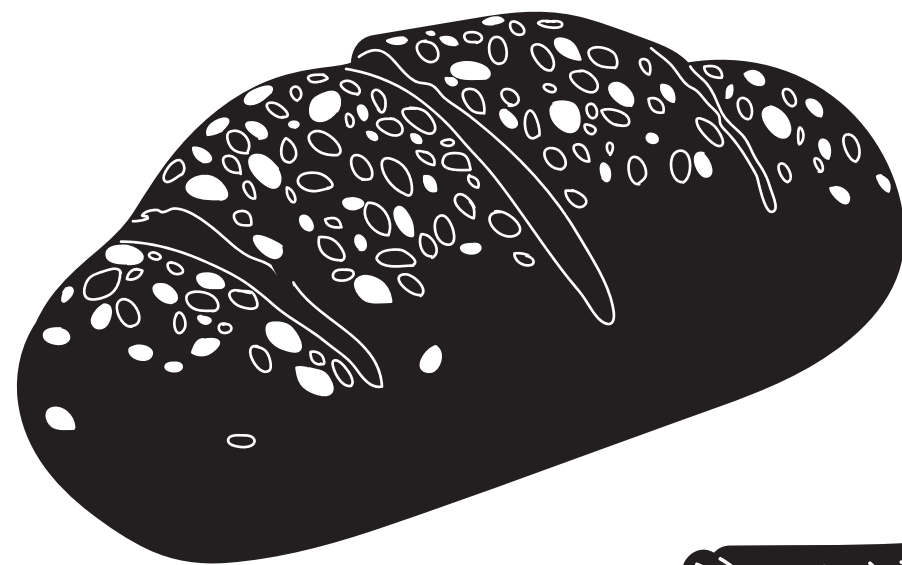


Color Scheme



GABRIELLE ELINA





Food Vectors

GABRIELLE Eisma



1.



2.



Poster Layouts



MEMORANDUM

Date: 8/7/24

TO: Downtown Development Authority Board Members
FROM: Haley Stichman, DDA Director
RE: Consider Potential Options to Clarify the Role and Restructure Farmers Market Committee

Background:

In March, a Farmers Market Committee was established based on a recommendation included in the Farmers Market Manager Contract. The initial meeting was facilitated by Stephanie Karrip, the former Market Manager. The committee was intended to include myself, the market manager, DDA board representative(s), vendors, community partners, and sponsors. When Stephanie Karrip stepped down as the Market Manager for the 2024 season, I assumed the role of interim market manager and took over as facilitator for the committee meetings.

When the idea was presented, the purpose of the Farmers Market Committee was to provide high-level feedback and guidance on strategy and goal setting, rather than managing day-to-day operations or serving as a decision-making body. It is my understanding that, in my role as Director and interim Market Manager, I am responsible for managing daily operations and logistics, while the DDA Board serves as the overarching governing body that sets policy and procedures.

Recent committee meetings have revealed varying perspectives on the committee's role, which differ from the original intention. It has become apparent that convening the committee without a formal charge was a misstep on my part. Manager Suchy and I have had numerous discussions around the benefits of establishing a formal charge for any committee as it ensures that individuals are on the same page. I am seeking input from DDA Board members to help clarify the role of the committee and to consider option for restructuring it.

Options for Consideration:

1. **Approve a Formal Charge:** Develop and implement a formal charge for the Farmers Market Committee to clarify its role and continue operating on a monthly/bi-monthly or quarterly basis. An example of a formal charge is presented below.
2. **Pause Committee Meetings:** Suspend committee meetings until further notice, allowing time for the new Farmers Market Coordinator to come onboard. This would allow time for staff to establish a clear committee charge, outline key areas where feedback should be sought, and recruit additional vendors and sponsors to diversify the committee's perspectives and opinions.

Regardless of the decision that is made, staff will continue to seek input from vendors regularly through weekly conversations and surveys.

Recommendation:

Guidance from the DDA Board is sought on the preferred option. Your input will help ensure that the Farmers Market Committee operates effectively and aligns with its intended purpose.

Next Steps: Discussion regarding committee and selection of an option.

Ada Farmers Market Committee

The Farmers Market Committee is established to provide strategic guidance and feedback to enhance the effectiveness of the Ada Farmers Market. The committee aims to support high-level goal setting, rather than managing daily operations. The committee would work with the Downtown Development Authority Director and Market Coordinator to do the following:

- Provide constructive feedback and recommendations on long-term strategies for the Farmers Market.
- Assist in setting goals and objectives aligned with the market's mission and vision.
- Ensure diverse perspectives are considered in market planning and development.
- Advise on improvements to market activities and vendor engagement.
- Review and evaluate the effectiveness of market operations and initiatives.

The committee will not be involved in day-to-day operations or logistical management of the Farmers Market. It will not act as a governing or decision-making body; final decisions rest with the DDA Board and market management.



MEMORANDUM

Date: 8/7/24

TO: Ada Township DDA Board
FROM: Haley Stichman, DDA Director
RE: July 31, 2024, Financial Report

July 2024 financial activity in the DDA Fund included the following items of mention:

- Beers at the Bridge revenue totaling \$19,330 includes Beers at the Bridge sponsorship revenues for the 2024 concert series as well BATB beer ticket sales and merchandise sales for June 21 (\$18,846). Note: Sales amount currently includes \$1,800 in startup cash.
- Progressive tastings revenue totaling \$991.40 includes tickets sales for June and July events.
- Beers at the Bridge expenditures in the amount of \$11,990.90 includes payment for various event expenses including banners, band, promotional signage, beverage cost from Gravel Bottom and Railtown Brewing, sound management, and digital video wall, etc.
- Progressive Tasting expenditures in the amount of \$1,050 for payments to restaurants for April and June events.
- Contract Services totaling \$10,500 includes payment to Placer.ai for software renewal.
- Landscaping and Beautification expenses in the amount of \$900 includes payment to RRR Lawn and Landscape for streetscape planting services.

Financial activity for the Farmers Market included vendor registration and sponsorship revenue equaling \$1,200 and minimal expenditures totaling \$124 for various operating supplies/services.

08/07/2024 02:35 PM
User: HALEY
DB: Ada

REVENUE AND EXPENDITURE REPORT FOR ADA TOWNSHIP
Balances as of 07/31/2024
% Fiscal Year Completed: 33.42
Fund 248 - DDA FUND

Page: 1/5

GL Number		Description	2024-25 Orig Budget	2024-25 Amended Budget	YEAR-TO-DATE THRU 07/31/24	ACTIVITY FOR MONTH ENDED 07/31/2024	Available Balance	% Used
Revenues								
Department 000.000:								
248-000.000-401.405		TAXES: DDA AD VAL	254,000.00	254,000.00	1,270.76	0.00	252,729.24	0.50
248-000.000-665.000		INTEREST REVENUE	7,000.00	7,000.00	0.00	0.00	7,000.00	0.00
Total - Dept 000.000			261,000.00	261,000.00	1,270.76	0.00	259,729.24	0.49
Department 020.000: TAXES								
248-020.000-406.000		TAXES: DDA MILLAGE	375,000.00	375,000.00	0.00	0.00	375,000.00	0.00
248-020.000-437.000		TAXES: IFT	15,926.00	15,926.00	0.00	0.00	15,926.00	0.00
248-020.000-573.000		LOCAL COMMUNITY SABILIZATION	125,000.00	125,000.00	0.00	0.00	125,000.00	0.00
Total - Dept 020.000			515,926.00	515,926.00	0.00	0.00	515,926.00	0.00
Department 026.000: CONTRIBUTIONS								
248-026.000-654.001		BEERS AT THE BRIDGE						
07/01/2024	CR	BEERS AT THE BRIDGE 07/01/2024			1,500.00	BEERS AT THE BRIDGE 07/01/2024		
07/02/2024	AP	ADA TOWNSHIP PETTY CASH/BEERS AT THE BRIDGE			(1,800.00)	Inv #: '07012024' Vendor '0157'		
07/12/2024	CR	BEERS AT THE BRIDGE 07/12/2024			800.00	BEERS AT THE BRIDGE 07/12/2024		
07/22/2024	CR	BEERS AT THE BRIDGE 07/22/2024			18,846.00	BEERS AT THE BRIDGE 07/22/2024		
07/25/2024	GJ	RAN CC 2 TIMES FOR BATB BEER TICKETS			(16.00)	JE# 120726		
248-026.000-654.001		BEERS AT THE BRIDGE	80,000.00	80,000.00	48,549.00	19,330.00	31,451.00	60.69
248-026.000-654.008		PROGRESSIVE TASTINGS						
07/02/2024	CR	MISCELLANEOUS RECEIPTS			396.56	Receipt #: 369029		
07/30/2024	CR	MISCELLANEOUS RECEIPTS			594.84	Receipt #: 370513		
248-026.000-654.008		PROGRESSIVE TASTINGS	10,000.00	10,000.00	2,627.21	991.40	7,372.79	26.27
Total - Dept 026.000			90,000.00	90,000.00	51,176.21	20,321.40	38,823.79	56.86
Department 028.000: FARMER'S MARKET								
248-028.000-675.000-FARMERMARKET		MISC AND OTHER REVENUE	3,000.00	3,000.00	6,250.00	0.00	(3,250.00)	208.33
248-028.000-675.001-FARMERMARKET REGISTRATIONS								
07/02/2024	CR	FARMER'S MARKET 07/02/2024			125.00	FARMER'S MARKET 07/02/2024		
07/12/2024	CR	FARMER'S MARKET 07/12/2024			50.00	FARMER'S MARKET 07/12/2024		
07/15/2024	CR	FARMER'S MARKET 07/15/2024			510.00	FARMER'S MARKET 07/15/2024		
07/16/2024	CR	FARMER'S MARKET 07/16/2024			250.00	FARMER'S MARKET 07/16/2024		
07/24/2024	CR	FARMER'S MARKET 07/24/2024			115.00	FARMER'S MARKET 07/24/2024		
07/31/2024	CR	FARMER'S MARKET 07/31/2024			150.00	FARMER'S MARKET 07/31/2024		
248-028.000-675.001-FARMERMARKET		REGISTRATIONS	10,000.00	10,000.00	6,170.00	1,200.00	3,830.00	61.70
Total - Dept 028.000			13,000.00	13,000.00	12,420.00	1,200.00	580.00	95.54
Total Revenues			879,926.00	879,926.00	64,866.97	21,521.40	815,059.03	7.37
Expenditures								
Department 272.000: GENERAL ADMINISTRATION								
248-272.000-890.001		BEERS AT THE BRIDGE						

Balances as of 07/31/2024

% Fiscal Year Completed: 33.42

Fund 248 - DDA FUND

			2024-25	2024-25	YEAR-TO-DATE	ACTIVITY FOR			
GL Number	Description		Orig Budget	Amended Budget	THRU 07/31/24	MONTH ENDED	07/31/2024	Available	%
								Balance	Used
Expenditures									
Department 272.000: GENERAL ADMINISTRATION									
07/02/2024	AP	AMAZON CAPITAL SERVICES, INC./BEERS AT THE BRIDGE			43.47	Inv #:	'11FW3T9WTDWM' Vendor '3220'		
07/02/2024	AP	GIVE 'EM A BRAKE/BEERS AT THE BRIDGE			1,000.00	Inv #:	'138208' Vendor '5780'		
07/02/2024	AP	AMAZON CAPITAL SERVICES, INC./BEERS AT THE BRIDGE			113.95	Inv #:	'1K6C4K1GLVPN' Vendor '3220'		
07/02/2024	AP	AMAZON CAPITAL SERVICES, INC./BEERS AT THE BRIDGE			78.69	Inv #:	'1MWNGCCF4JYM' Vendor '3220'		
07/02/2024	AP	GOOD HANDS SECURITY SERVICES LLC/BEERS AT THE BRIDGE			442.00	Inv #:	'2024-115' Vendor '0086'		
07/02/2024	AP	PHASE 3 GRAPHICS, INC/BEERS AT THE BRIDGE			350.00	Inv #:	'58675' Vendor '1587'		
07/02/2024	AP	SEYFERTH PR/BEERS AT THE BRIDGE			293.46	Inv #:	'INV-0003233' Vendor '4445'		
07/02/2024	AP	THE SOUL SYNDICATE BAND LLC/BEERS AT THE BRIDGE			2,000.00	Inv #:	'STATEMENT' Vendor 'MISC'		
07/03/2024	AP	STATE OF MICHIGAN/BEERS AT THE BRIDGE			150.00	Inv #:	'STATEMENT' Vendor '4499'		
07/17/2024	AP	JJ COX/BEERS AT THE BRIDGE			1,200.00	Inv #:	'STATEMENT' Vendor 'MISC'		
07/17/2024	AP	MICHIELS BREWING/BEERS AT THE BRIDGE			3,189.33	Inv #:	'STATEMENT' Vendor '0094'		
07/17/2024	AP	RAILTOWN BREWING COMPANY/BEERS AT THE BRIDGE			1,380.00	Inv #:	'STATEMENT' Vendor '8847'		
07/17/2024	AP	RIVER TOWN AUDIO/BEERS AT THE BRIDGE			1,750.00	Inv #:	'STATEMENT' Vendor 'MISC'		
248-272.000-890.001		BEERS AT THE BRIDGE	80,000.00	80,000.00	26,361.20	11,990.90		53,638.80	32.95
248-272.000-890.002		WINTER WONDERLAND	29,000.00	29,000.00	0.00	0.00		29,000.00	0.00
248-272.000-890.003		FALL FESTIVAL/BRATS & BONFIRES	3,000.00	3,000.00	0.00	0.00		3,000.00	0.00
248-272.000-890.004		4TH OF JULY	1,000.00	1,000.00	0.00	0.00		1,000.00	0.00
248-272.000-890.005		SANTA PARADE	1,000.00	1,000.00	0.00	0.00		1,000.00	0.00
248-272.000-890.006		TINSEL, TREATS & TROLLEYS	2,500.00	2,500.00	0.00	0.00		2,500.00	0.00
248-272.000-890.007		MUSIC ON THE LAWN	2,500.00	2,500.00	2,500.00	0.00		0.00	100.00
248-272.000-890.008		PROGRESSIVE TASTINGS							
07/03/2024	AP	MICHIELS BREWING/PROGRESSIVE TASTINGS			140.00	Inv #:	'STATEMENT' Vendor '0094'		
07/03/2024	AP	SCHNITZ ADA GRILL/PROGRESSIVE TASTINGS			168.00	Inv #:	'STATEMENT' Vendor '1548'		
07/03/2024	AP	GARAGE BAR/PROGRESSIVE TASTINGS			168.00	Inv #:	'STATEMENT' Vendor 'MISC'		
07/03/2024	AP	GARAGE BAR/PROGRESSIVE TASTINGS			182.00	Inv #:	'STATEMENT' Vendor 'MISC'		
07/03/2024	AP	MICHIELS BREWING/PROGRESSIVE TASTINGS			392.00	Inv #:	'STATEMENT' Vendor '0094'		
248-272.000-890.008		PROGRESSIVE TASTINGS	16,900.00	16,900.00	6,931.00	1,050.00		9,969.00	41.01
248-272.000-906.001		COMMUNITY EVENTS	0.00	0.00	752.84	0.00		(752.84)	100.00
248-272.000-959.000		CONTRIBUTIONS TO OTHER GOVN'T	10,000.00	10,000.00	0.00	0.00		10,000.00	0.00
Total - Dept 272.000			145,900.00	145,900.00	36,545.04	13,040.90		109,354.96	25.05
Department 277.000: DDA OPERATIONS/CONSTRUCTION									
248-277.000-704.000 WAGES									
07/03/2024	PR	SUMMARY PR 07/03/2024			2,920.25	1477			
07/18/2024	PR	SUMMARY PR 07/18/2024			2,920.25	1479			
248-277.000-704.000		WAGES	76,638.00	76,638.00	21,855.39	5,840.50		54,782.61	28.52
248-277.000-704.001 WAGES - SUPPORT									
07/03/2024	PR	SUMMARY PR 07/03/2024			1,083.83	1477			
07/18/2024	PR	SUMMARY PR 07/18/2024			1,076.18	1479			

REVENUE AND EXPENDITURE REPORT FOR ADA TOWNSHIP

Balances as of 07/31/2024

% Fiscal Year Completed: 33.42

Fund 248 - DDA FUND

GL Number	Description	2024-25 Orig Budget	2024-25 Amended Budget	YEAR-TO-DATE THRU 07/31/24	ACTIVITY FOR MONTH ENDED 07/31/2024	Available Balance	% Used
Expenditures							
Department 277.000: DDA OPERATIONS/CONSTRUCTION							
248-277.000-704.001	WAGES - SUPPORT	28,110.00	28,110.00	8,186.13	2,160.01	19,923.87	29.12
248-277.000-704.005	WAGES: OVERTIME	200.00	200.00	0.00	0.00	200.00	0.00
248-277.000-707.001	WAGES - INTERN						
07/03/2024 PR	SUMMARY PR 07/03/2024			1,155.00	1477		
07/18/2024 PR	SUMMARY PR 07/18/2024			1,042.50	1479		
248-277.000-707.001	WAGES - INTERN	8,800.00	8,800.00	4,054.50	2,197.50	4,745.50	46.07
248-277.000-715.000	FICA - TOWNSHIP SHARE						
07/03/2024 PR	SUMMARY PR 07/03/2024			314.40	1477		
07/18/2024 PR	SUMMARY PR 07/18/2024			297.50	1479		
248-277.000-715.000	FICA - TOWNSHIP SHARE	6,900.00	6,900.00	2,023.75	611.90	4,876.25	29.33
248-277.000-716.000	FICA - MEDICARE TWP SHARE						
07/03/2024 PR	SUMMARY PR 07/03/2024			73.54	1477		
07/18/2024 PR	SUMMARY PR 07/18/2024			69.58	1479		
248-277.000-716.000	FICA - MEDICARE TWP SHARE	1,400.00	1,400.00	501.27	143.12	898.73	35.81
248-277.000-719.000	RETIREMENT - EMPLOYER COST						
07/03/2024 PR	SUMMARY PR 07/03/2024			399.81	1477		
07/18/2024 PR	SUMMARY PR 07/18/2024			397.58	1479		
248-277.000-719.000	RETIREMENT - EMPLOYER COST	10,487.00	10,487.00	3,206.80	797.39	7,280.20	30.58
248-277.000-719.001	MEDICAL, DENTAL INSURANCE						
07/03/2024 PR	SUMMARY PR 07/03/2024			2,017.56	1477		
07/18/2024 PR	SUMMARY PR 07/18/2024			793.42	1479		
248-277.000-719.001	MEDICAL, DENTAL INSURANCE	24,000.00	24,000.00	9,966.95	2,810.98	14,033.05	41.53
248-277.000-724.000	PHONE ALLOWANCE						
07/03/2024 PR	SUMMARY PR 07/03/2024			83.00	1477		
248-277.000-724.000	PHONE ALLOWANCE	930.00	930.00	332.25	83.00	597.75	35.73
248-277.000-740.000	OPERATING SUPPLIES/SERVICES						
07/02/2024 AP	GODWIN HARDWARE, INC/OPERATING SUPPLIES/SERVICES			28.14	Inv #: '194653' Vendor '0005'		
07/02/2024 AP	AMAZON CAPITAL SERVICES, INC./OPERATING SUPPLIES/SERVICE			254.41	Inv #: '1CNV3FKH3N' Vendor '3220'		
07/03/2024 AP	ADOBE SYSTEMS/OPERATING SUPPLIES/SERVICES			58.29	Inv #: 'STATEMENT' Vendor '5544'		
248-277.000-740.000	OPERATING SUPPLIES/SERVICES	3,500.00	3,500.00	698.50	340.84	2,801.50	19.96
248-277.000-740.000-FARMERMARKET	OPERATING SUPPLIES/SERVICES						
07/02/2024 AP	IONOS, INC/OPERATING SUPPLIES/SERVICES			84.00	Inv #: 'STATEMENT' Vendor '4958'		
248-277.000-740.000-FARMERMARKET	OPERATING SUPPLIES/SERVICES	2,500.00	2,500.00	171.91	84.00	2,328.09	6.88
248-277.000-788.000-FARMERMARKET	PROGRAM SUPPLIES/SERVICES						
07/10/2024 AP	BRUCE MATTHEWS/PROGRAM SUPPLIES/SERVICES			40.00	Inv #: 'STATEMENT' Vendor 'MISC'		
248-277.000-788.000-FARMERMARKET	PROGRAM SUPPLIES/SERVICES	5,500.00	5,500.00	6,040.00	40.00	(540.00)	109.82

08/07/2024 02:35 PM			REVENUE AND EXPENDITURE REPORT FOR ADA TOWNSHIP				Page: 4/5	
User: HALEY			Balances as of 07/31/2024					
DB: Ada			% Fiscal Year Completed: 33.42					
			Fund 248 - DDA FUND					
GL Number	Description		2024-25 Orig Budget	2024-25 Amended Budget	YEAR-TO-DATE THRU 07/31/24	ACTIVITY FOR MONTH ENDED 07/31/2024	Available Balance	% Used
Expenditures								
Department 277.000: DDA OPERATIONS/CONSTRUCTION								
248-277.000-800.000	CONTINUING EDUCATION		2,000.00	2,000.00	0.00	0.00	2,000.00	0.00
248-277.000-800.000-FARMERMARKET	CONTINUING EDUCATION		350.00	350.00	0.00	0.00	350.00	0.00
248-277.000-801.000	CONTRACT SERVICE							
07/02/2024	AP	PLACER LABS, INC/CONTRACT SERVICE			10,500.00	Inv #: '12.5844' Vendor 'MISC'		
248-277.000-801.000	CONTRACT SERVICE		3,000.00	3,000.00	11,889.00	10,500.00	(8,889.00)	396.30
248-277.000-801.000-FARMERMARKET	CONTRACT SERVICE		14,000.00	14,000.00	10,000.00	0.00	4,000.00	71.43
248-277.000-801.010	LANDSCAPING/BEAUTIFICATION							
07/02/2024	AP	RRR LAWN AND LANDSCAPE LLC/LANDSCAPING/BEAUTIFICATION			900.00	Inv #: '4226' Vendor '8432'		
07/31/2024	AP	RRR LAWN AND LANDSCAPE LLC/LANDSCAPING/BEAUTIFICATION			(900.00)	Inv #: '4213' Vendor '8432'		
07/31/2024	AP	RRR LAWN AND LANDSCAPE LLC/LANDSCAPING/BEAUTIFICATION			900.00	Inv #: '4213' Vendor '8432'		
248-277.000-801.010	LANDSCAPING/BEAUTIFICATION		37,000.00	37,000.00	25,301.77	900.00	11,698.23	68.38
248-277.000-801.020	I.T. MAINTENANCE		2,000.00	2,000.00	0.00	0.00	2,000.00	0.00
248-277.000-801.030	SNOW REMOVAL SERVICES		20,000.00	20,000.00	0.00	0.00	20,000.00	0.00
248-277.000-801.040	MARKETING/PROMOTION		5,000.00	5,000.00	0.00	0.00	5,000.00	0.00
248-277.000-820.000	MEMBERSHIP & DUES		750.00	750.00	0.00	0.00	750.00	0.00
248-277.000-820.000-FARMERMARKET	MEMBERSHIP & DUES		250.00	250.00	0.00	0.00	250.00	0.00
248-277.000-821.000	ENGINEERING		10,000.00	10,000.00	0.00	0.00	10,000.00	0.00
248-277.000-828.000	LEGAL SERVICES		2,000.00	2,000.00	0.00	0.00	2,000.00	0.00
248-277.000-870.000	MILEAGE & EXPENSES							
07/03/2024	AP	COLONIAL INN/MILEAGE & EXPENSES			9.95	Inv #: 'STATEMENT' Vendor 'MISC'		
07/03/2024	AP	CITYOF LANSING/MILEAGE & EXPENSES			15.00	Inv #: 'STATEMENT' Vendor 'MISC'		
248-277.000-870.000	MILEAGE & EXPENSES		750.00	750.00	223.95	24.95	526.05	29.86
248-277.000-870.000-FARMERMARKET	MILEAGE & EXPENSES		50.00	50.00	0.00	0.00	50.00	0.00
248-277.000-927.000	MAINTENACE & REPAIR/IMPROVEMENT		15,000.00	15,000.00	7,001.40	0.00	7,998.60	46.68
248-277.000-974.000	IMPROVEMENTS		122,000.00	122,000.00	250.00	0.00	121,750.00	0.20
248-277.000-974.004	DESIGN DEVELOPMENT CONTRACTOR		0.00	0.00	775.00	0.00	(775.00)	100.00
Total - Dept 277.000			403,115.00	403,115.00	112,478.57	26,534.19	290,636.43	27.90
Department 279.000: OTHER TOWNSHIP EXPENSES								
248-279.000-719.002 LIFE INSURANCE, OTHERS								
07/03/2024	PR	SUMMARY PR 07/03/2024			15.63	1477		
07/18/2024	PR	SUMMARY PR 07/18/2024			40.57	1479		

GL Number	Description	2024-25 Orig Budget	2024-25 Amended Budget	YEAR-TO-DATE THRU 07/31/24	ACTIVITY FOR MONTH ENDED 07/31/2024	Available Balance	% Used
Expenditures							
Department 279.000: OTHER TOWNSHIP EXPENSES							
248-279.000-719.002	LIFE INSURANCE, OTHERS	1,000.00	1,000.00	223.69	56.20	776.31	22.37
248-279.000-999.000	PAYING AGENT FEES	650.00	650.00	0.00	0.00	650.00	0.00
Total - Dept 279.000		1,650.00	1,650.00	223.69	56.20	1,426.31	13.56
Department 905.000: OTHER TOWNSHIP EXPENSES							
248-905.000-991.000	BOND PRINCIPAL PAYMENTS	184,173.00	184,173.00	0.00	0.00	184,173.00	0.00
248-905.000-993.000	BOND INTEREST PAYMENTS	81,082.00	81,082.00	0.00	0.00	81,082.00	0.00
Total - Dept 905.000		265,255.00	265,255.00	0.00	0.00	265,255.00	0.00
Total Expenditures		815,920.00	815,920.00	149,247.30	39,631.29	666,672.70	18.29
NET OF REVENUES AND EXPENDITURES		64,006.00	64,006.00	(84,380.33)	(18,109.89)	148,386.33	

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REVENUE AND EXPENDITURE REPORT FOR ADA TOWNSHIP

Page: 1/1

Balances as of 07/31/2024

% Fiscal Year Completed: 33.42

Fund 248 - DDA FUND

GL Number		Description	2024-25 Orig Budget	2024-25 Amended Budget	YEAR-TO-DATE THRU 07/31/24	ACTIVITY FOR MONTH ENDED 07/31/2024	Available Balance	% Used
Revenues								
Department 028.000: FARMER'S MARKET								
248-028.000-675.000-FARMERMARKET MISC AND OTHER REVENUE			3,000.00	3,000.00	6,250.00	0.00	(3,250.00)	208.33
248-028.000-675.001-FARMERMARKET REGISTRATIONS								
07/02/2024	CR	FARMER'S MARKET 07/02/2024			125.00	FARMER'S MARKET 07/02/2024		
07/12/2024	CR	FARMER'S MARKET 07/12/2024			50.00	FARMER'S MARKET 07/12/2024		
07/15/2024	CR	FARMER'S MARKET 07/15/2024			510.00	FARMER'S MARKET 07/15/2024		
07/16/2024	CR	FARMER'S MARKET 07/16/2024			250.00	FARMER'S MARKET 07/16/2024		
07/24/2024	CR	FARMER'S MARKET 07/24/2024			115.00	FARMER'S MARKET 07/24/2024		
07/31/2024	CR	FARMER'S MARKET 07/31/2024			150.00	FARMER'S MARKET 07/31/2024		
248-028.000-675.001-FARMERMARKET REGISTRATIONS			10,000.00	10,000.00	6,170.00	1,200.00	3,830.00	61.70
Total - Dept 028.000			13,000.00	13,000.00	12,420.00	1,200.00	580.00	95.54
Total Revenues			13,000.00	13,000.00	12,420.00	1,200.00	580.00	95.54
Expenditures								
Department 277.000: DDA OPERATIONS/CONSTRUCTION								
248-277.000-740.000-FARMERMARKET OPERATING SUPPLIES/SERVICES								
07/02/2024	AP	IONOS, INC/OPERATING SUPPLIES/SERVICES			84.00	Inv #: 'STATEMENT' Vendor '4958'		
248-277.000-740.000-FARMERMARKET OPERATING SUPPLIES/SERVICES			2,500.00	2,500.00	171.91	84.00	2,328.09	6.88
248-277.000-788.000-FARMERMARKET PROGRAM SUPPLIES/SERVICES								
07/10/2024	AP	BRUCE MATTHEWS/PROGRAM SUPPLIES/SERVICES			40.00	Inv #: 'STATEMENT' Vendor 'MISC'		
248-277.000-788.000-FARMERMARKET PROGRAM SUPPLIES/SERVICES			5,500.00	5,500.00	6,040.00	40.00	(540.00)	109.82
248-277.000-800.000-FARMERMARKET CONTINUING EDUCATION			350.00	350.00	0.00	0.00	350.00	0.00
248-277.000-801.000-FARMERMARKET CONTRACT SERVICE			14,000.00	14,000.00	10,000.00	0.00	4,000.00	71.43
248-277.000-820.000-FARMERMARKET MEMBERSHIP & DUES			250.00	250.00	0.00	0.00	250.00	0.00
248-277.000-870.000-FARMERMARKET MILEAGE & EXPENSES			50.00	50.00	0.00	0.00	50.00	0.00
Total - Dept 277.000			22,650.00	22,650.00	16,211.91	124.00	6,438.09	71.58
Total Expenditures			22,650.00	22,650.00	16,211.91	124.00	6,438.09	71.58
NET OF REVENUES AND EXPENDITURES			(9,650.00)	(9,650.00)	(3,791.91)	1,076.00	(5,858.09)	



Director Report for August 12, 2024

Submitted by DDA Director Haley Stichman

Events/Sponsorships:

Beers at the Bridge Summer Concerts: 6/21, 7/19 & 8/16

Placer.ai data reflects that we had about 2,600 people in attendance at our last Beers at the bridge event on July 19, which differs again from what was counted by security on site by about 700. I had an opportunity to speak with our Placer.ai representative and we discussed the fact that placer.ai data is typically lower than counter data as there is more of an opportunity to double count individuals when using counters. Placer.ai is set to only count a person once even if they leave the specified point of interest and return. Beverage sales amounted to \$16,527. 40% of sales were via credit card (\$6,564.00). Swag items amounted to \$519.00. Slightly lower than June with about 90% of those sales being from a credit card (\$468.00). A full recap for June and July is attached for review. A complete event report will be completed following the August 16 event and review by the BATB committee.

Progressive Tastings

We have started to notice a waning in Progressive Tasting ticket sales as we began to approach August. This has led to us needing to cancel the August 7 event. I will be regrouping with Cnythia early next week to discuss a plan for the event on August 22 and strategize about scheduled events in September, October, and November. Additional updates will be provided to the Board as we work to build out a plan.

Ada Hotel Grand Opening Community Day

The Ada Hotel Grand Opening Community Day will take place on August 20 starting at 10:30am. Join the celebration along River Street for a ribbon cutting and hear from some of the minds behind the project, experience a guided tour, and enjoy the view from Rix.

Upcoming Events

Ada Village Farmers Market – August 6, 13, 20, & 27 | 9 a.m. – 2 p.m. @ The Community Church

Ada Progressive Tasting: The History Hop – August 7, Chef's Choice – August 22 | 4-6:30pm

Music on the Lawn – August 7, 14, & 21 | 7pm-9pm @ Legacy Park

Cars and Coffee – August 10 | 10-1pm

Beers at the Bridge Summer Concert: Kari Lynch – August 16 | 6pm-9pm @ Legacy Park

Ada Hotel Grand Opening Community Day – August 20 | 10:30am

Tent Sale/Sidewalk Sale – August 23rd & 24 | 10-6pm

Business Roundtable: Placer.ai:

Through a partnership with the Ada Business Association and DiscoverAda, business roundtable conversations will launch next week, August 7 at 8 am at Michigan Software Labs. Local business owners and staff can join for a presentation about Placer.ai to learn how to leverage Placer's location analytics and insights to benefit their business. The goal is to create a space to provide local businesses with Placer.ai foot traffic data and gather feedback to better understand any additional data businesses are seeking. Board Members are encouraged to attend this roundtable discussion, if available. There is the potential for these business roundtable table discussions to occur quarterly with varying topics informed by business feedback.

Michigan Downtown Association (MDA) Board Training:

The MDA Board Member training discussed at the last DDA meeting has been scheduled for Tuesday, August 27 from 7:30 am - 9:30 am. Dana Walker, executive director of the MDA, will facilitate a 90-minute training session with an additional 30 minutes at the end for Q&A and conversation to share ideas with attending communities. We currently have members of the Walker/Standale DDA joining us for this training. I'm still waiting for confirmation from Cascade Township and will reach out to additional communities as I work to finalize the details for the training. We are limited in the communities we can ask to join us as they also must be MDA members.

Streetscape Planting Management:

Following the election this week, BFG crews will work to complete the streetscape edging project. The goal is for the cement blocks to all be in place by Friday, August 9. Additionally, there are still a few sites that need some restoration including the sites with the cement block adjustments. Restoration is likely to happen in the next couple weeks by adding the topsoil, grass seed and straw. Details regarding total cost for this project will be included in my next director's report.

RRR Lawn and Landscape planted additional flowers in the 15 beds along Ada Drive between Bronson and Thornapple on July 25. Businesses have made a commitment to helping water these flower beds this season. It has been communicated to surrounding businesses that these plants will need to be watered liberally each day to ensure growth. The Ada Township Buildings, Facilities & Grounds (BFG) staff will have the capacity to water every week on Fridays, and RRR Lawn and Landscape will complete bi-weekly streetscape maintenance visits. BFG have suggested adding water bags around the trees to help ensure the plants will get enough water each day.

Downtown Walkway Project:

Staff began to explore opportunities to make improvements to the pedestrian walkway located between Nonna's: The Trattoria (584 Ada Dr SE) and Ada Barber Shop (576 Ada Dr SE) back in January. The conversation started as the current brick pavers pose some pedestrian safety concerns. The current sand base appeared to be eroding causing the brick pavers to sink into the ground. BFG staff have since adjusted the uneven pavers by temporarily addressing the eroding sand base. However, long-term issues are still a concern. Initial cost estimates showed it being more expensive to relay the existing pavers after the base had been repaired, than it would be to replace them with new pavers. Since there is a necessity

to replace the brick pavers, staff believe it is a good time to consider additional improvements to beautify the walkway and make it more pedestrian friendly. This project aligns with the DDA's objective to implement beautification and placemaking projects focused on building out spaces with public amenities that contribute to the attractiveness of the district. The MI Neighborhood Program grant was identified as an opportunity that would provide additional funding of up to \$75,000. Our project application was submitted last month, and it's anticipated that we will hear back by mid-September.

Welcoming new businesses to Ada:

GenAge's state-of-the-art longevity and hormone center at 6745 Fulton St E will celebrate its grand opening on Thursday, August 22 at 4pm. Celebrate this exciting milestone and discover how they can help the community achieve optimal health and wellness.

Website Redesign:

The Township has contracted with Revize for its website development project to take place this year. As part of this project, we will be building out dedicated pages for the Downtown Development Authority and Farmers Market. The project kicked-off on July 9 and is estimated to take 27 weeks to complete. So we are looking at a mid-January launch. This timeframe may shift depending on how quickly Township staff can work through the necessary steps regarding design, sitemap, etc.



BEERS AT THE BRIDGE

Event & Social Media Recap

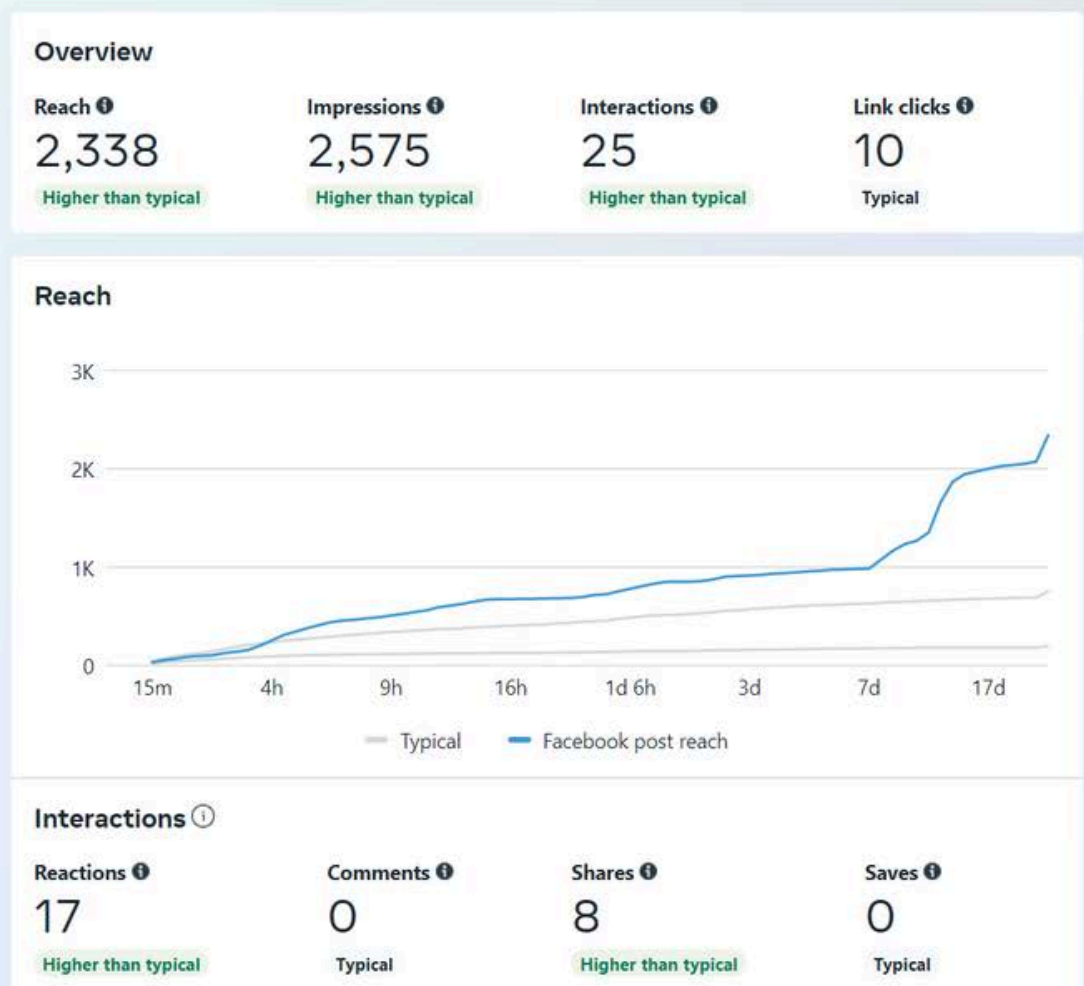
Recap through the years

JUNE 2019	JUNE 2022	JUNE 2023	JUNE 2024	INCREASE/ DECREASE
Total Guests in Attendance: 3,305	Total Guests in Attendance: 2,800	Total Guests in Attendance: 3,230	Total Guests in Attendance: 2,462	-505 (2019) +430 (2022) -295 (2023)
Beer Revenue: \$17,163	Beer Revenue: \$14,333	Beer Revenue: \$16,734	Beer Revenue: \$15,280	-2,830 (2019) +2,401 (2022) -1,454 (2023)
Swag Revenue: \$680	Swag Revenue: \$674	Swag Revenue: \$441	Swag Revenue: \$539	+432 (2019) -208 (2022) +75 (2023)

SOCIAL MEDIA ANALYTICS

SOCIAL MEDIA

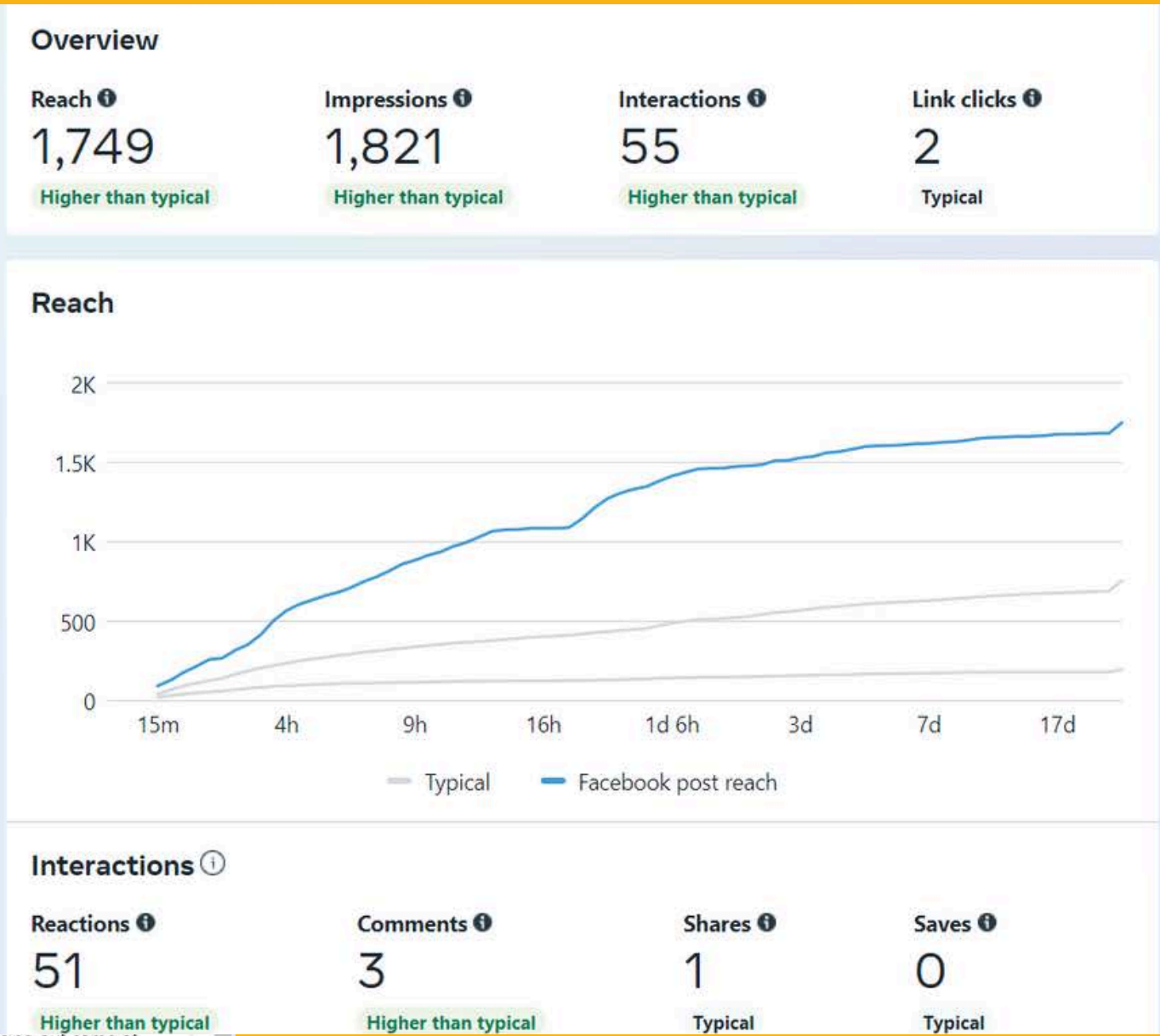
JUNE 2023	JUNE 2024	INCREASE/ DECREASE
1421 followers	2132 followers	+711
9,835 users reached	8,004 users reached	-1831
Facebook Content Reach Images - 7,295 Links - 1,166 Videos - 17 Text - 967	Facebook Content Reach Images - 5,711 Links - 714 Videos - 10 Text - 2,645	Images -1,584 Links -452 Videos -7 Text +1,678



Feed preview

Get ready for some swag! During the [Bridge Summer Concert Series: Bar 21](#), our promo sponsors will be passing out some of their company swag! We want to thank [Bodybar Pilates](#), [Grand Rapids Gold](#), [BODY20](#), [Grand Rapids Polo Club](#), [Top Home Improvements](#), and [T-Mobile](#) for joining us this summer. Don't forget to stop by some booths to learn more about these businesses!

Bring your blanket, lawn chairs, family, and friends for our first concert of the s... [See more](#)



Feed preview

Ada Township Downtown Development Authority

Published by [Haley Stichman](#)

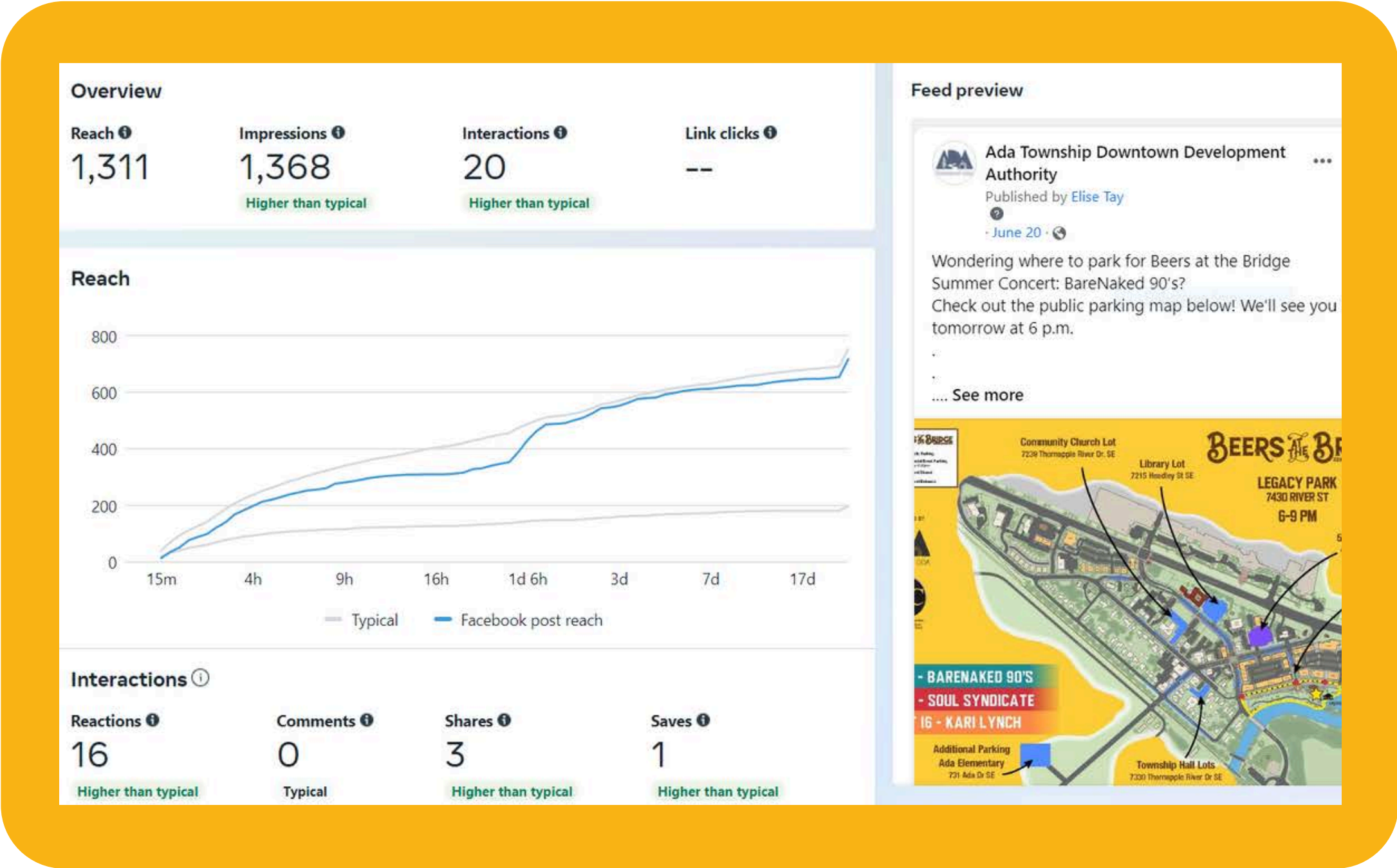
June 24 · 🌐

What a crowd!! We kicked off Beers at the Bridge the right way Friday evening. A tremendous thank you to all of our superstar sponsors and volunteers who made the start of our 2024 concert series great.

Same time same place next month!? [Beers at the Bridge Summer Concert Series: The Soul Syndicate](#) will be Friday the 19th! See you then!

.... [See more](#)

POST PERFORMANCE



POST PERFORMANCE

MEDIA RECAP

WOODTV

NEWS 8 DIGITAL SERIES

Pride, powerboats and porters: What to do in West Michigan this weekend

by: Phil Pinarski
Posted: Jun 20, 2024 / 04:30 AM EDT
Updated: Jun 24, 2024 / 08:28 AM EDT



The first concert in the Beers at the Bridge series will be held this Friday in Ada. (Beers at the Bridge)

<https://www.woodtv.com/news/news-8-digital-series/pride-powerboats-and-porters-what-to-do-in-west-michigan-this-weekend/>

Ada Beers at the Bridge



PHIL PINARSKI
LIVE DESK HOST



HALEY STICHMAN
BEERS AT THE BRIDGE

LIVE BEERS AT THE BRIDGE BACK FOR 9TH YEAR **WOODTV**.COM

Ada Beers at the Bridge

Ada hosts Beers at the Bridge



LIVE BEERS AT THE BRIDGE BACK FOR 9TH YEAR **WOODTV**.COM

Ada Township is hosting the latest Beers at the Bridge Summer Concert this Friday.

Starting at 6 p.m. at Legacy Park, enjoy several local beers on tap while checking out the musical stylings of the BareNaked 90's.

More information can be found by clicking [here](#).

WGVU

The Shelley Irwin Show

Beers at the Bridge in Ada kicks off this weekend

By Shelley Irwin

Published June 20, 2024 at 10:32 AM EDT

We discuss the summer concert series.

Beers at the Bridge in Ada kicks off this weekend, Haley Stichman, Ada Downtown Development Authority Director to discuss the summer concert series in a new location even closer to the heart of all the growth and development in Ada Village.

[f](#) [x](#) [in](#) [Print](#)

▶ LISTEN • 8:43

<https://www.wgvunews.org/the-shelley-irwin-show/2024-06-20/beers-at-the-bridge-in-ada-kicks-off-this-weekend>

MLIVE

Ada's 'Beers at the Bridge' concert series returning to Legacy Park

Updated: Jun. 19, 2024, 10:07 a.m. | Published: Jun. 19, 2024, 10:00 a.m.

<https://www.mlive.com/news/grand-rapids/2024/06/adas-beers-at-the-bridge-concert-series-returning-to-legacy-park.html>



FOX17

Morning Buzz: June 18



<https://www.fox17online.com/morning-mix/morning-buzz-june-18-2024>

BEERS AT THE BRIDGE | How you can enjoy a brew and a concert in Ada this summer

These family-friendly events showcase local brews and vendors, live music, food trucks and more.



WZZM

<https://www.wzzm13.com/article/entertainment/events/beers-at-the-bridge-ada-2024/69-892c4426-93cc-4c68-8f42-bf5decbbcfb1>

100.5 FM – The River

Andy Rent promoted the event multiple times, but we were unable to capture audio.

MEDIA RECAP

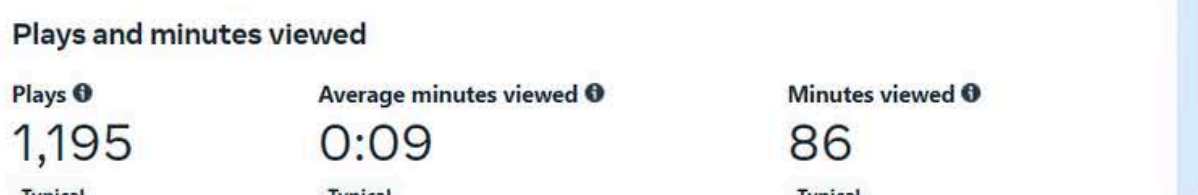
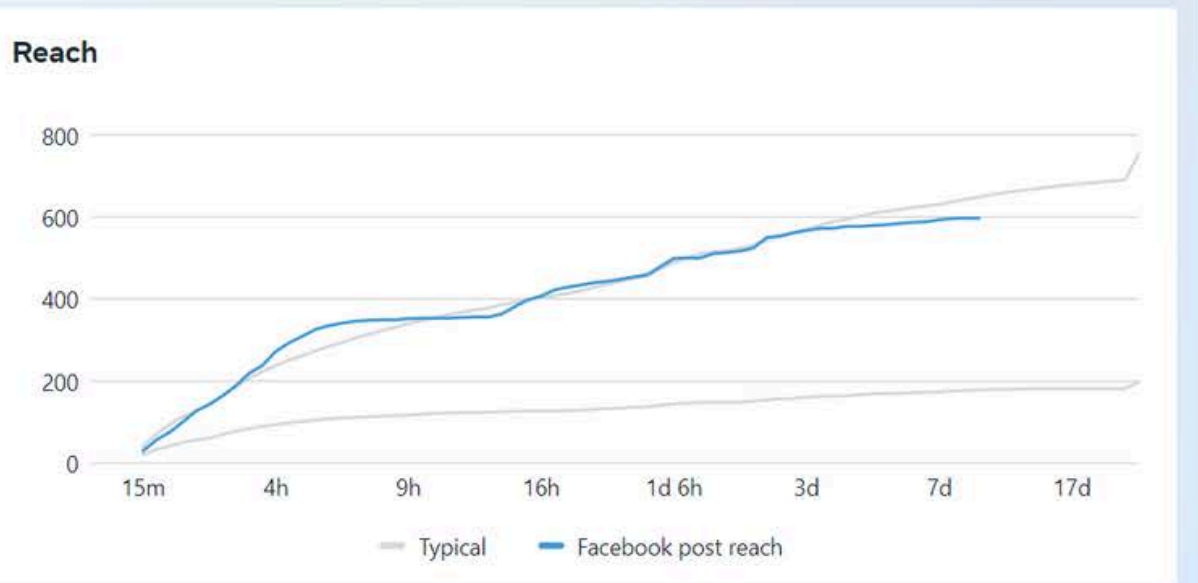
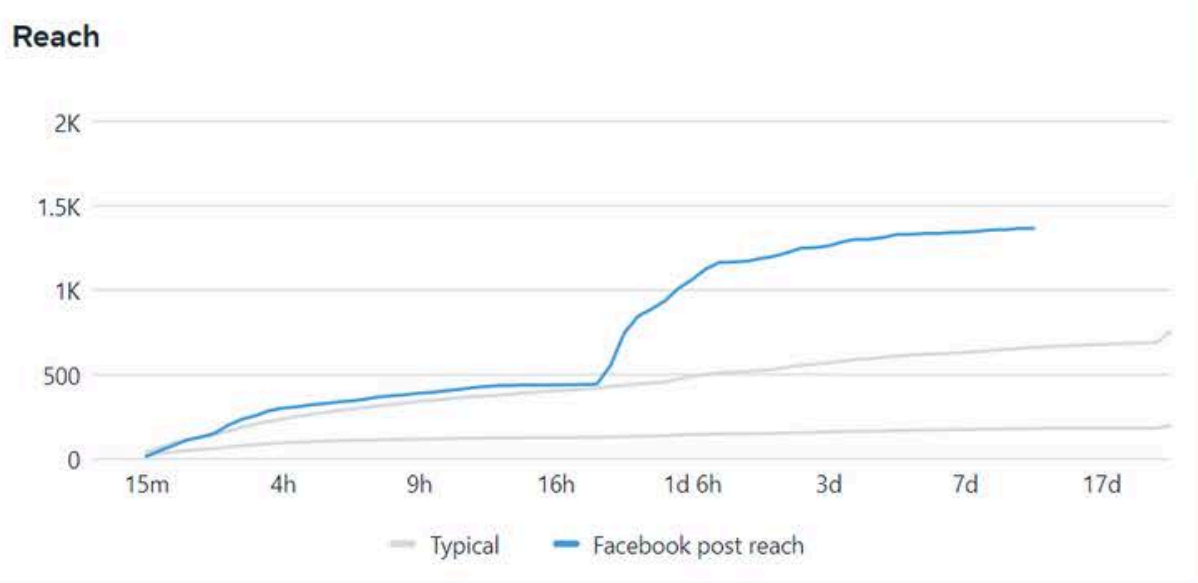
Recap through the years

JULY 2019	JULY 2022	JULY 2023	JULY 2024	INCREASE/ DECREASE
Total Guests in Attendance: 1,306	Total Guests in Attendance: 1,900	Total Guests in Attendance: 2,884	Total Guests in Attendance: 2,537	+594 (2019) +984 (2022) +453 (2023)
Beer Revenue: \$6,969	Beer Revenue: \$9,290	Beer Revenue: \$13,414	Beer Revenue: \$16,527	+2,321 (2019) +4,124 (2022) +1,866 (2023)
Swag Revenue: \$240	Swag Revenue: \$672	Swag Revenue: \$464	Swag Revenue: \$519	+432 (2019) -208 (2022) +75 (2023)

SOCIAL MEDIA ANALYTICS

SOCIAL MEDIA

JULY 2023	JULY 2024	INCREASE/ DECREASE
1,469 followers	2,174 followers	+ 705
3,720 users reached	7,067 users reached	+ 3,347
Facebook Content Reach Images - 2,711 Links - 760 Videos - 3 Text - 342	Facebook Content Reach Images - 4,764 Links - 589 Videos - 611 Text - 1,628	Images - 2,053 Links + 171 Videos + 608 Text + 1,286



Feed preview

Ada Township Downtown Development Authority
Published by Elise Tay
July 18 at 12:00 PM · 🌐

A Beers at the Bridge Dos and Don'ts Guide

- ✅ Do: Wear your sunscreen
- ❌ Don't: Leave the venue perimeter with your beer cup. Those cups are compostable so be sure to throw them into the designated disposals ♻️
- ✅ Do: Get in line for beer tickets early! Beer ticket sales end at 8:30... [See more](#)

Feed preview

Boost this post to reach up to 2702 more people if you spend \$42. [Boost](#)

23 [Like](#) [Comment](#) [Share](#)

Ada Township Downtown Development Authority
July 1 at 10:57 AM · 🌐

We appreciate our awesome Ada businesses for supporting Beers at the Bridge. We love coming together with this town's thriving businesses through these exciting summer events.

Today we're highlighting our Banner sponsors for [Beers at the Bridge Summer Concert Series: The Soul Syndicate](#) July 19th from 6-9 p.m.!

... [See more](#)

20 [1 comment](#)

POST
PERFORMANCE

FOX 17

MORNING MIX



Beers on the Bridge concert series continues July 19 with Soul Syndicate

Morning Mix - <https://www.fox17online.com/morning-mix/beers-on-the-bridge-concert-series-continues-july-19-with-soul-syndicate>



Beers at the Bridge brings funk, soul, and R&B to Ada

•FOX News - <https://www.fox17online.com/news/morning-news/beers-at-the-bridge-brings-funk-soul-and-r-b-to-ada>



MEDIA RECAP

MEDIA RECAP

GR MAGAZINE

<https://www.grmag.com/people-places/city/brews-and-tunes-flow-together-in-ada/>

<https://issuu.com/grmag/docs/grmjulyaugust2024>

LOCAL SPINS

ADA: BEERS AT THE BRIDGE SUMMER CONCERTS

When: 6 p.m. – 9 p.m. Fridays

Where: 7490 Thornapple River

LINEUP

June 21 – BareNaked 90's

July 19 – The Soul Syndicate

August 16 – Kari Lynch



LAKE COUNTY STAR

<https://www.lakecountystar.com/entertainment/>

[_evDiscoveryPath=/event/105128195n-ada-beers-at-the-bridge-presents-the-soul-syndicate](https://www.lakecountystar.com/entertainment/?evDiscoveryPath=/event/105128195n-ada-beers-at-the-bridge-presents-the-soul-syndicate)

GR MAGAZINE

<https://www.experiencegr.com/event/adas-beers-at-the-bridge-summer-concert-series-2024/87223/>

PURE MICHIGAN

<https://www.michigan.org/event/adas-beers-bridge-summer-concert-series-2024>



Beers at the Bridge

■ If you missed the BareNaked 90's on June 21, fear not! There will be two more chances to enjoy the Beers at the Bridge Summer Concert Series in Ada. The shows are scheduled to take place rain or shine (barring any extreme weather) on Friday, July 19 and on Friday, Aug. 16, from 6-9 p.m. at Legacy Park (7430 River St SE).

Beers at the Bridge is free to attend and welcomes families of all ages. The event will feature food and drinks available for purchase. A valid ID is required to purchase alcohol. No outside alcohol is allowed.

On July 19, The Soul Syndicate will pay tribute to the most influential Funk, Soul, and R&B artists with a high-energy performance that is sure to keep the audience dancing all night. Featuring a dedicated horn section and strong vocalists, this ensemble delivers unforgettable multi-song medleys of classic dance music.

On Aug. 16, Kari Lynch, a Nashville-based singer-songwriter originally from Michigan, will bring her powerhouse vocals and dynamic stage presence to Ada. For more info, visit [adamichigan.org/events](https://www.adamichigan.org/events).



Farmers Market Report

Marketing and Branding:

We're celebrating National Farmers Market week from August 4 through August 10. National Farmers Market Week is dedicated to highlighting the vital role Farmers Market play in our food system. Unfortunately, the Market was cancelled this week due to weather, but we will still promote this celebration on our social media platforms as we continue to highlight the Ada Farmers Market as a vibrant community space with a plethora of quality local vendors. I've included some social media insights for the month of July. I will be working with Tara over the next month to outline a full social media recap.

Reach

Export

Facebook reach ⓘ

7.2K ↓ 67.7%

Instagram reach ⓘ

2.1K ↑ 20%

Visits

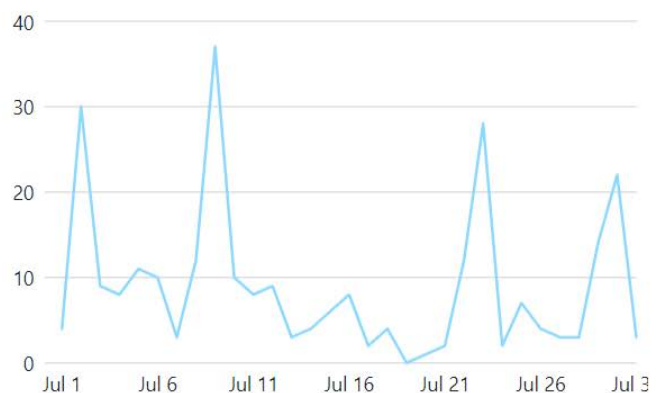
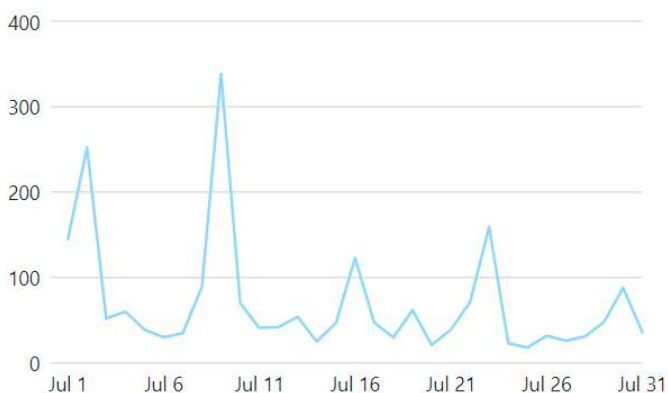
Export

Facebook visits ⓘ

2.2K ↓ 48%

Instagram profile visits ⓘ

279 ↓ 4.8%



Final deliverables have been provided by local artist, Gabrielle Eisma, for the Farmers Market branding project. The package includes mockups of posters, logo, food and vegetable “sticker” elements and font choices identified during Farmers Market committee meetings. Some elements are included below.



There have been many perspectives on the committee evaluating the brand from different viewpoints. We were aiming for Gabriella to strike a good balance between function and the fun, creative artistic style. A full brand kit will be presented for review at the DDA Meeting on August 12.

Programming: Family programming will continue this month through August 20- this was identified as the week kids go back to school. For the last two weeks, we will be piloting the Author Orchard series where we will have local authors come in to showcase their children’s books.

ada farmers market

Tuesdays 9-12PM

Kid’s Activity Lineup

9AM
The Rooster’s Crow
Join us for a fun-filled physical activity to start your morning at the farmers market.

10AM
Storytime
Enjoy a family-friendly story with our local librarians from the Amy Van Andel Library/KDL!

Author’s Orchard
Children authors are reading aloud their favorite books.

11AM
Hometown Heroes Harvest
Stay and connect with local heroes within our community. Each week you’ll find a new experience with a hero.

6 AUGUST	13 AUGUST	20 AUGUST
9AM Rooster’s Crow: I understand	9AM Rooster’s Crow: BODYBAR Pilates	9AM Rooster’s Crow: Tina DeRusha (Breath Work)
10AM Storytime	10AM Author’s Orchard	10AM Author’s Orchard
11AM History Heroes: I understand	11AM Art Heroes: Ada Arts Council	11AM History Heroes: Ada History Center

CEDAM AmeriCorps Farmers Market Coordinator Position: We are currently in the final stage interviews with three AmeriCorps candidates. This round of interviews is conducted by CEDAM staff and recommendations will be provided at the end of this week as they wrap up these interviews. A final candidate will be chosen by August 16. Additional updated will be provided to the Board as I work through the candidate selection process with CEDAM staff.



Township Manager Report for August 7, 2024

Submitted by Township Manager Julius Suchy

4th of July Parade, Concert & Fireworks:

The 4th of July festivities were successful and staff will be holding additional meetings to debrief from this year's event and discuss potential improvements for next year. There are a number of issues that were identified in our recap meetings that will be discussed and any potential changes brought to the Township Board for consideration.

Staff will bill Cascade Township for their half of the costs associated with the Fireworks show now that the event has been completed.

Land and Water Conservation Fund Grant Reimbursement Update:

Staff is working on the final submittal which should result in the remainder of the Township's \$333,000 grant being paid out. The holdup to this point has been that the plaque that needs to be displayed is on back order and the Township will not receive it until late August. I will provide a final update once this reimbursement has been received.

Revize Website Update:

Staff has scheduled a meeting in mid-August to review the layout and finalize a sitemap that can be provided to Revize to continue moving the website project forward.

Staff will be working to register for a .gov address so the Township can be identified properly. This will include changing our website and e-mail address from .com to .gov. Once finalized there will be a period where e-mails and web traffic to the old addresses will be forwarded to ensure a smooth transition to the new site address.

Allied Universal Key Card Issue:

The Township has several locations that utilize swipe key card provide by Allied Universal. Recently staff ran into an issue when trying to program a replacement access card for a staff member. Following a site visit by Allied Universal, it was determined that four of the locations were not connected to the system. Although the Township underwent upgrades at some of these locations in 2021 and 2022, the issue only prevents new cards from being created, not the old ones from working.

Staff is working with Allied Universal on a solution to this issue and I will provide an update when it is available.

Social Media Policy:

Staff is reviewing a draft social media policy. There have been several instances of individuals posting on Township social media that is not appropriate and has nothing to do with the posts they are commenting on. Once a review is complete it will be provided to the administrative committee for further consideration, before potential review by the board.

The Township would prefer not to remove the comment feature as it is a useful engagement tool, however we do not control what individuals post and are not actively monitoring all day and night to ensure that the posts are appropriate.

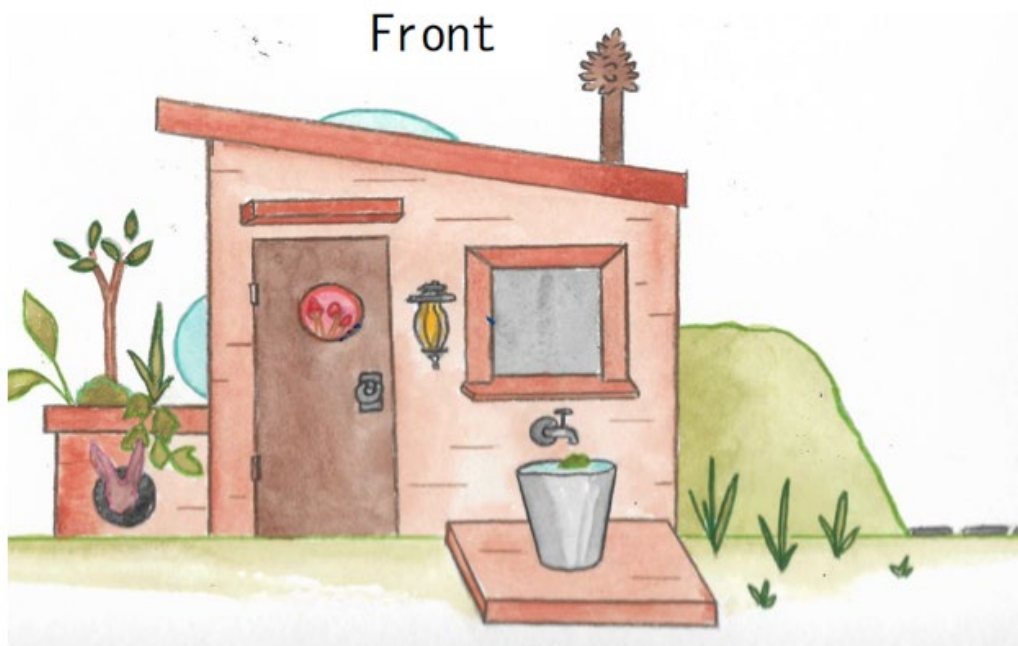
Potential Gnome Home in Ada Park:

Earlier this year the Township was approached by representatives of the DeVos Foundation for a potential art installation of a Gnome Home in Ada Township. Following meetings and site visits to identify the best location, Ada Park was identified. The artist who has designed and created the piece is Craig Merchant, an Ada Township resident. The art piece would be covered under a donation agreement which spells out the useful life of the piece as well as how it is maintained by the artist for this duration. The size of the structure is approximately 5-6 feet tall.

A total of two Gnome Homes would be installed in Ada Township, one in Ada Park, the second in Siedman Park. Kent County is currently reviewing the donation agreement and has identified a location in Seidman Park.

The art will be interactive and allow children an opportunity to engage and play with the structure. A rendering of the Earth Science Laboratory which will be in Ada Park is shown below. The theme for the Gnome Home is medical, science and innovation in West Michigan.

Our legal counsel has reviewed the donation agreement and staff will present this to the PRLP Advisory Board at their August 15th meeting. If you have any questions, please let me know.



Hydrant Painting Started:

The week of July 22nd D&S Painting LLC begun their work repairing and painting 100 of the Township's fire hydrants. This work was approved by the Township Board in the late fall of 2023 with the plan to have the work completed in 2024.

The hydrants along the following streets will be included in this year's project:

- Ada Drive
- Bronson Street
- Cascade Road
- E. Fulton Street
- Spaulding Avenue
- Thornapple River Drive

E. Fulton Street Lift Station Impeller Replacement Update:

The three Flygt Impeller Pumps has been scheduled for installation on August 21st and 22nd. These pumps are being replaced with different size impellers to try and address H2S smell concerns that the Township has struggled with the past few years.

Once they have been installed and are operational, we will work with F&V Operations & Resource Management and Moore+Bruggink to measure the H2S levels post installation to determine if there is any impact.

Ada Criterium Race Update:

The Criterium race will be held in Ada Township on Saturday August 31st from 11:00 AM – 7:00 PM. Following the Township Board approval of the road closures necessary for this event, staff has met with race organizers to go over logistics and notification protocols.

Staff will be meeting with race organizers again the week of August 19th to check-in and make sure there are no outstanding issues before the event takes place on the 31st.

Potential Tall Grass Restrictions in Certain Zoning Districts:

Staff has received an increase in complaints that are related to tall grass in the central business district. During this conversation, staff will inform the resident that the Township does not have any regulations regarding a maximum grass length. Often residents will respond with “well there should be one,” so staff has been reviewing this and will be bringing this discussion to the September 9th board meeting. Staff would like to receive feedback from the board about the potential for this type of regulation and how it could be done in a way that would be useful for enforcement purposes but not overly restrictive for properties outside of the central business district.

Liability Insurance Renewal:

The Township has been working with HUB International on renewal of our liability insurance over the past few months. This includes reviewing and confirming all properties and equipment that our insurance carrier has are correct.

This year's renewal rate is \$87,807, which is down from the previous years \$92,707.

This is an item that is on staffs list to eventually bid out to ensure the Township is receiving the best service possible in the unfortunate case of needing to file claims.

City, Village, and Township Revenue Sharing (CVTRS) Program Change:

Annually the Township has been required to provide a projected budget report, debt service report and certification form 4886 to the Department of Treasury to ensure we received our annual CVTRS payment (estimated \$51,757 in FY 2024). In late July I received an e-mail from the Department of

Treasury that local government units will no longer be required to submit these documents moving forward.

Staff welcomes this change as all the information that was requested was essentially duplicate to information available from the Township's F-65 report and our annual audit.

Committee Updates:

- Building, Grounds, Utility Committee:
 - We met on Thursday August 1st to discuss the following items:
 - Friends of the AVA Library Sign Request
 - Committee was comfortable with Signage
 - KDL requested a mailbox to be located on Library property
 - Committee was comfortable with a mailbox being located on the site
 - Review Proposals from Baker Tilly & Municipal Analytics for a full rate study
 - Recommendation provided to Township Board
 - Consider removal of parking space on Ada Drive near Settler's Drive
 - Staff will provide additional information to committee of similar issues and other options for creating better visibility without eliminating spaces (if possible)
 - Stephanie Kozal, F&V Operations & Resource Management provided update to committee on Ada Drive and River Street lateral issues. She will provide an updated quote for the Ada Drive repair to avoid daytime work and avoid shutting down Ada Drive
- Public Safety Committee:
 - A meeting will be scheduled to complete the review of the cost recovery ordinance before being presented to the board for consideration at the September 9th meeting
- Trail Committee:
 - The next meeting has been scheduled for Wednesday September 4th to discuss the following items:
 - The inclusion of Pettis Avenue from Deer Run Ave. to Dogwood Ave. as requested by the Township Board
 - Update on maintenance projects for FY 2025-26 and bond construction projects
 - Lighting under Fulton (M-21) bridge & Railing
 - Preliminary plan for benches, waste receptacles and other trail amenities
 - Begin laying out priority list for trail segments once bond projects have been completed



August 6, 2024

Re: Ada Township Engineering
Project No. 240102.01

Mr. Julius Suchy, Township Manager
Ada Township
7330 Thornapple River Drive SE
Ada, Michigan 49301

Dear Mr. Suchy:

This letter will provide our monthly update on various engineering projects in the Township.

Sewer Odors –The new impellers have been delivered to Kennedy Industries and will be installed in a couple of weeks. Hopefully, these will help mitigate the sewer odors.

Water Main Construction 2021/2022 – The Township is retaining \$25,000 that will be paid to CL Trucking after we confirm good growth of the lawns. I reviewed some of the lawns with Chad Lidstrom, the owner of CL Trucking in May. He is aware that the Township will not release these funds until adequate growth is established, yet he continues to send statements for the final amount to Ada. I drove past and checked most of the lawns yesterday and continue to recommend that the Township retain the \$25,000.

Hall/Fernridge Lift Station – Plans for the lift station renovations are 90 percent complete. We have completed the topographical survey for the force main layout. This is being plotted in our CAD system. We will then be able to lay out the location for the new force main. We should have the plans finalized by the end of August and will take bids in September or October.

Trail Construction 2023

- **2023 Fulton Street Trail from Legacy Park/Fulton Street Bridge** – The project is complete, and Wyoming Excavators has been paid in full. The project has a one-year warranty, and we will review the trail again in October.

We have solicited an engineering proposal for new trail/security lights under the bridge from Century A&E. The concept has been approved by MDOT, and the proposal will be reviewed with the Trail Committee in September.

- **2023 Village East Residential Trail** – This section of trail was constructed by the Wheeler Development Group as part of a development agreement with the Township. The agreement requires the Township maintain this section of trail



between Legacy Park and Fulton Street after the East Residential buildings are complete.

There are several areas that are eroding and other design issues that need to be addressed before the Township can accept this section. We have expressed our concerns to the developer. They are of the opinion that Ada accepted the trail when you issued the occupancy permits. It may be time to seek legal advice from Supervisor Leisman regarding this matter.

Trail Construction 2024/2025

- **2024 Trail Maintenance** – The Township uses a portion of the yearly trail millage proceeds to fund maintenance of the trail system. The Township Board decided at their June meeting to focus on the 4.5 miles of trail along Grand River Drive from Fulton Street to Knapp Street. We will prepare construction documents later this fall and anticipate bidding the project in January 2025, with early spring 2025 construction.
- **2025 Pettis Trail – Cannonsburg Road to Knapp Street** – The Grand River Greenway Committee has contracted with LRE Engineers for the design/construction engineering services for this 3.5 mile section. We are hoping to coordinate our earlier design work with LRE's project and to work as a subconsultant with them for a portion of the 1.5-mile section in Ada Township from Knapp Street to 4 Mile Road.
- **2024 Pettis Trail – Chief Hazy Cloud Park to Vergennes** – We met with AT&T and Comcast to review their work, which includes placing their low-hanging lines underground. They have tentatively agreed to do this at no cost to the Township. This is fantastic news as we had budgeted roughly \$200,000 for this work. AT&T and Comcast will do their work this fall, and the trail will be built next spring. We also met with Wayne Harrall and walked the preliminary routing of the path.
- **2025 Rix Street from Adaridge to Ada Drive** – Township Manager Suchy hopes to discuss this project with Forest Hills Schools to consider alternate routes that would utilize a portion of the Ada Vista campus to access the Adaridge neighborhood.
- **2025 Kamp Twins** – We are waiting to hear back from MDOT regarding a safety review of the crossing.
- **2025 Thornapple River Pedestrian Bridge** – In our last update, we mentioned that an alignment of the new bridge closer to the red schoolhouse was being considered. This is no longer the case and the new bridge will be built close to the Thornapple River Drive Bridge. We have confirmed a rough alignment of the new structure that is acceptable to the KCRC. We have a preapplication submittal meeting with EGLE next week, and we will be submitting the formal permit application in September.
- **Knapp Street Bridge** – We are working with the Grand River Greenway organization on this project. The current plan is to extend the existing bridge piers



Mr. Julius Suchy
August 6, 2024
Page 3

wide enough to accommodate future bridge widening and also to support a separate pedestrian bridge. The project estimate is around \$8 million, with funding provided by Grand River Greenway, the Kent County Road Commission, and Ada Township. The topographic survey of the corridor is complete, and MTC has completed the soil borings and foundation recommendations for this project. We have a preapplication submittal meeting with EGLE next week, and we will be submitting the formal permit application in September.

- **Oxbow Development** – The sanitary sewer and water main for the east half of the project are complete. The Township has authorized additional construction permits for this area. We will perform a final inspection on this area after the top layer of asphalt is installed in 2025 or 2026.

Please call if you have any questions.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Steven C. Groenenboom'.

Steven C. Groenenboom, P.E.
Township Engineer



MEMORANDUM

Date: 08.06.24

TO: Julius Suchy, Township Manager
FROM: John D. Said AICP, Director of Planning
RE: Department Activities Summary Report, July 2024

Planning Commission

July 2 Special Meeting

The Planning Commission held a special meeting on July 2 for Pre-Application Conference Review for a proposed Planned Unit Development (PUD) Senior Citizen Housing/Assisted Care Living Facility in the R-4 (Medium Multiple Family Residential) District at 6447 and 6501 Fulton Street (Holland Home). A number of recommendations were shared with Holland Home regarding their conceptual plans; to date, no further response has been received from the project team.

The July 18 Planning Commission regular meeting was cancelled due to a lack of applicants.

Zoning Board of Appeals

July 9 Meeting

The July 9 meeting of the Zoning Board of Appeals was cancelled due to a lack of applicants.

Other Activities/Information

Zoning Ordinance Update

Director and Planner/Zoning Administrator are holding regular meetings to review each section of the Zoning Ordinance. After all sections have been reviewed, further revisions to the draft document will be prepared.

Code Enforcement

Here is an update concerning the most prominent of current/recent code enforcement locations:

- 8831 Bailey Dr. NE; front yard accessory building constructed without permit and no zoning approval. Citation issued; court hearing held June 4 at which time the matter was continued so that the applicant could file to pursue Township approval. As of August 5, no applications have been submitted, and the matter is scheduled to return to the 63rd District Court on August 13.

Additional Items

The following additional activities and information from February are provided:

- Director and Township Manager have been coordinating with attorney representing Township regarding the Kent County Conservation League (KCCL) site at 8461 Conservation. The Township's attorney is taking further steps, and will be discussed with the Township Board as progress is made. Staff has received further complaints regarding early start times and has sent a letter to the KCCL attorney to identify this violation.

- Director continues to monitor issues resulting from Public Act 233 of 2023, which exempts large-scale solar and wind power projects from local zoning authority. The Act mandates local permitting only of the affected local unit of government has adopted a “compatible renewable energy ordinance” (CREO). The Michigan Townships Association (MTA) is engaged in this matter, with anticipated release of a model renewable energy ordinance once draft guidance is provided by the Michigan Public Service Commission (MPSC). A renewable energy webinar August 13 will provide further information to assist Staff on this matter, including with preparation of a CREO.
- Director continues coordination of efforts to support regarding Michigan Association of Planning (MAP) Statewide Conference preparations; conference to be held September 25-27, 2024, in Grand Rapids. Specifically, preparations are underway for a mobile workshop tour of Ada, to be held on Thursday September 26, for interested conference attendees.
- Director began work with the Township Manager and the DDA Director regarding a new parking study for the Central Business District (CBD) area. On July 25, Request for Proposals (RFPs) were sent to three firms (Walker, Rich & Assoc., Fishbeck) to solicit proposals, with an August 2 due date. Further updates will be provided in future reports.

Given the extensive conversations around parking in the CBD, Staff believes that it is important to undertake a new study. The following additional points are offered:

- Significant physical changes have taken place since the previous 2017 parking study, a number of which were not foreseen at that time.
 - The CBD is nearing a point of stabilization with full buildout of the “A” and “B” blocks within the area. This will allow for a more effective review and analysis of the current status and potential future options.
 - The 2017 study included a number of unrealistic recommendations, such as parking time limits, enforcement, etc., which are not within the Township’s authority.
 - A new study will provide an independent, impartial perspective around parking, including identification of any issues such as areas of highest demand, surpluses/shortages, and ultimately can provide a framework for a parking policy for the Township.
- In addition to the meetings/activities noted above, the following Township meetings/events are noted:
 - Attended July 8 DDA Board meeting
 - Attended July 8 Township Board meeting
 - Attended July 8 Adaview newsletter prep. meeting
 - Met with Township Treasurer July 17 to review various matters including recent Planning Commission meetings
 - Volunteered at July 19 Beers at the Bridge event.

Permit Activity

Permit summary activity from Cascade Township for July is attached to this report.

As always, please let me know if there are any questions regarding this report.

08/06/2024

ADA TWP CATEGORY REPORT

Category	Estimated Cost	Permit Fee	Number of Permits
Commercial, Add/Alter/Repair	<i>\$21,800,000</i>	<i>\$58,643.00</i>	4
DECK	<i>\$144,000</i>	<i>\$875.00</i>	5
Detached Accessory Building	<i>\$22,000</i>	<i>\$233.00</i>	1
Res. Add/Alter/Repair	<i>\$1,060,000</i>	<i>\$770.00</i>	4
Residential - Other	<i>\$397,418</i>	<i>\$610.00</i>	4
Roofing	<i>\$490,871</i>	<i>\$1,615.00</i>	19
Sign	<i>\$1,000</i>	<i>\$85.00</i>	1
Swimming Pool	<i>\$105,000</i>	<i>\$175.00</i>	1
Totals	<i>\$24,020,289</i>	<i>\$63,006.00</i>	39

08/06/2024

ADA TWP CATEGORY REPORT YTD

Category	Estimated Cost	Permit Fee	Number of Permits
Commercial, Add/Alter/Repair	<i>\$36,026,622</i>	<i>\$108,719.00</i>	24
DECK	<i>\$284,892</i>	<i>\$2,800.00</i>	16
DEMOLITION	<i>\$70,460</i>	<i>\$425.00</i>	5
Detached Accessory Building	<i>\$101,072</i>	<i>\$685.00</i>	2
Res. Add/Alter/Repair	<i>\$4,509,555</i>	<i>\$8,555.00</i>	39
Res. Single Family	<i>\$15,781,855</i>	<i>\$26,109.00</i>	17
Residential - Other	<i>\$1,457,874</i>	<i>\$2,440.00</i>	17
RESIDENTIAL ADDITION	<i>\$853,224</i>	<i>\$3,821.00</i>	9
Roofing	<i>\$2,314,641</i>	<i>\$7,820.00</i>	92
Sign	<i>\$68,575</i>	<i>\$850.00</i>	10
Swimming Pool	<i>\$706,590</i>	<i>\$1,225.00</i>	7
Totals	<i>\$62,175,360</i>	<i>\$163,449.00</i>	238

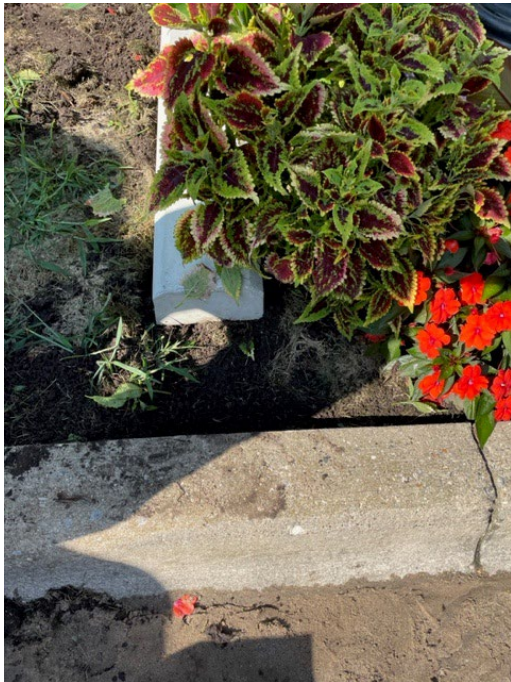


Buildings, Facilities, and Grounds Report for August 12, 2024

Submitted by Dennis Brinks BFG Director

Streetscapes:

The cement blocks for the DDA flower beds with streetlights have all been installed. The BFG staff will need to get a cut off saw to make a few fit and also to pour cement in a couple spots but at least the blocks are now installed. I'm hopeful that the BFG will be able to do these adjustments by Aug. 9th. We then will need to finish the restoration by adding top soil, grass seed and straw. The plan is to be completed by the end of the month. Pictured below is an example of what needs to be filled in with cement or a cut piece to be fitted.



BFG staff will continue to edge the DDA sidewalks this summer in addition to cleaning up the benches with our new skid mounted pressure washer. The brand-new power edger blew up as there were metal shavings in the oil. It was only used three time and I'm working with the warrantee department to get a new power edging machine.

BFG removed the grass and weeds from the sidewalk and path areas in the downtown area, but now it is growing in the tree beds. Again, I'm hopeful that we can get this grass and weeds removed by the end of the month.

July also gave us a wind storm and we had a few trees blown down that were beyond our means. Wittenbach Tree Service helped us out.

We have been experiencing a few sprinkler head malfunctions downtown. Thornapple Inc has replaced them.

Facilities:

On Aug 2nd, it was reported to me that it was getting warmer in the Amy VanAndel Library, second floor. Short version – The roof top unit (RTU) failed due to low oil. Hurst Mechanical was able to add refrigerant in the compressors to get it working but when placing the side panels on the RTU the wind caught the panel and tossed it in the A Coil (which acts like a radiator) poking a hole and creating a leak. Hurst is making it right and will have the A Coil replaced and, in the meantime, try to repair or solder it to buy us some time.

Be on the lookout for some facility/building repair memo from the BGU. I'm requesting, along with the Fire Chief to have some roof work on 3 buildings and 2 other buildings to have some siding work done, all upon approval from the BGU.

Below is a picture of more woodpecker holes that were patched, and the roof and gutters cleaned at the Museum.



I had also scheduled with VC3 some WiFi work at Ada Park Offices. The Comcast Wifi was cutting in and out and that is tough to hold zoom meetings with a laptop. Comcast will not guarantee the WiFi but only the wired connection. The same thing is happening at Roselle Building with the WiFi and VC3 has quoted the solution similar to the Ada Parks Office. I'm hopeful that by the end of the month we will have a stable WiFi signal at Roselle too, for staff and guests.

Also at Roselle, EPS had done our annual update to our camera system.

In addition, Roselle has a door closure that is being replaced on the main entrance. For now, I have taken one of the rental room door closures and placed it on the main entrance door until the replacement arrives.

We also found that the exterior door at the Ada Water Tower where the old Nextel Building is used for storage needs to be replaced. Quotes were gathered and approved by Township Manager Suchy. Again, I'm hopeful that this door is replaced by the end of the month.

Parks:

Legacy Park Patio has furniture but like nearly everything needs maintenance. I have ordered some wooden slats for the seats that break for some reason. This time I had ordered some for on hand if it happens again so the BFG can replace it quicker.

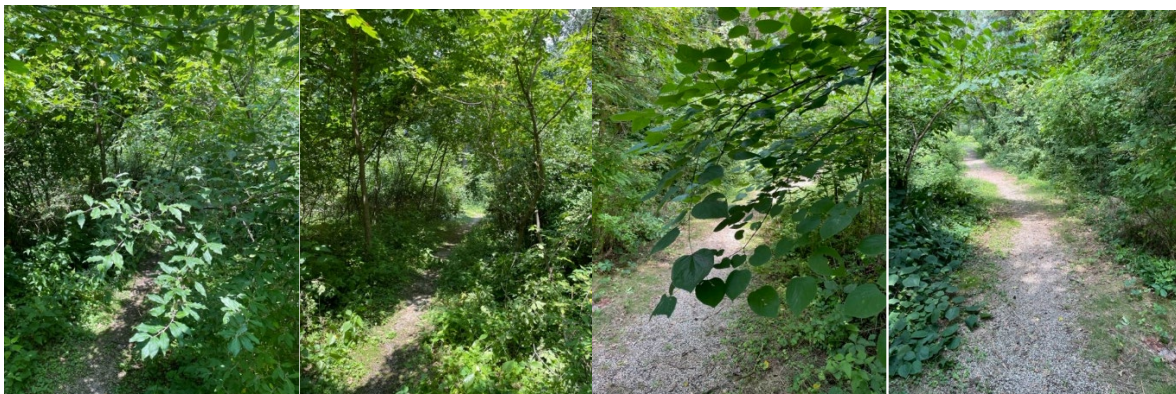
A donation bench for one of the previous owners of Roselle, Orie, was installed at Roselle Park.



Trails:

BFG is continuing to keep the vegetation back along our trail system in addition to cutting back branches and mowing the edges of the trails that the property owners neglect. This summer I plan to have the BFG remove the debris in the larger cracks and fill it in with bagged cold patch material.

BFG staff had trimmed back the trails on Carl Creek. Some before and after pictures are below.



BFG also replaced some boards on one of the Knapp Street bridges. Pictures below.



BFG:

We had helped with the July 4th event. 20 Type III barricades were picked up from Kent County Road Commission and staged for the parade. In addition to picking up around 200 pedestrian barricades for Beers at the Bridge. And then installing and dismantling them and returning the next Monday. We also plan to do this for the August event coming up. The summer months are packed with events and concerts and we do our best to help out.

BFG also helped the Recreation Department by fixing a depression in the Amway ball diamond in addition to spraying all the weeds and pruning trees in the Amway parking lot. Pictures below.





**Parks & Recreation Department
Director's Report for August 1st, 2024
Submitted By: Director of Parks & Recreation – Wesley Deason**

Parks, Recreation, and Land Preservation Advisory Board

- The next PRLP Advisory Board meeting is scheduled for Thursday, August 15th at 8:30am at the Roselle Park Resource Building.
- The Design Steering Committee for the Connecting Community Campaign met with Progressive Companies on July 10th for initial design conception feedback and input. The second meeting is scheduled for Thursday, August 15th.

Administrative Items:

- Our 3 seasonal staff members that were brought on in May are nearing the end of their employment window and will be done the week of August 12th.
- In August, Parks & Recreation Staff and BFG Director Brinks will be reviewing our first quarter budget analysis for the current fiscal year.

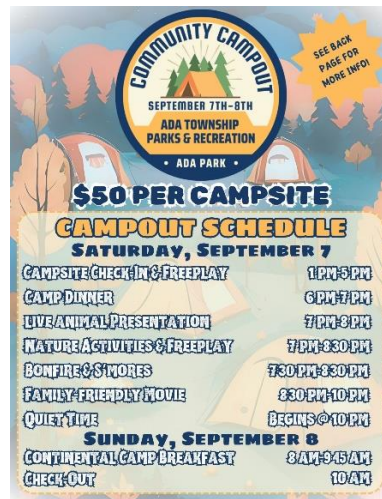
Special Events & Programs:

- On Tuesday, June 30th we crowned our first Adult Soccer League Champions. All teams competed in a 7-week season culminating in a playoff bracket tournament.



- The summer softball leagues are both nearing the end of their respective seasons with tournament play beginning the week of July 29th

- Fall softball leagues are filling up and will begin play the week of August 19th. We will begin utilizing the Amway ballfield for this season per the agreement between the Township & Amway.
- On July 12th, 13th, and 14th we hosted the TVBL summer baseball tournament at both Ada and Leonard Field Park. There were 21 games played over the course of these dates. Parks & Recreation staff managed our parks and fields for this event.
- Summer Session II for both youth and adult pickleball instructional clinics are ongoing.
- Registration for our new Community Campout event has officially opened. This will take place on Saturday, September 7th & 8th at Ada Park.



- The free community fitness classes in partnership with Paradigm Fitness wrap up for the Summer on Thursday, August 1st. We have received a lot of positive feedback regarding these classes, and we hope to bring them back next year.
- Three performances remain as a part of our 2024 Music on the Lawn Summer Concert Series. (August 7th – Pretzel Logic, August 14th – Clif Metcalf Jazz, and August 21st – Lighting Matches)

Ongoing Projects:

- Improvements to the tennis courts at Ada Park are being made with the power washing of the entire playing surface. We have also purchased and added 8 courtside players benches. We received a letter of appreciation from a community member on July 26th for these efforts.




- On Friday, July 26th Township Manager Suchy and I met with representatives from the DeVos Foundations to review and discuss a location placement at Ada Park for a Gnome Home created by local artist Craig Merchant. This installation is intended to be interactive for children to utilize and play in while in the park. A contractual agreement for donation and care of this item between the Devos Foundations and Ada Township will be presented to the Township Board for their review and requested approval. (see rendering below)



- Parks & Recreation Administrative Assistant Courtney Marek and BFG team member Matt Donald have been working collaboratively to install new and updated trail signs out at Roselle Park. These new signs and posts will restore many of the old ones which had deteriorated over the years.



Memo

To: Julius Suchy, Township Manager
From: Stephanie Boerman, Assessor 
Date: August 5, 2024
Re: Assessing Department Update

Comments: Property questionnaires for the neighborhoods that we will be reviewing this year have been mailed to residents and we have received 36% of the questionnaires back. We are in the process of analyzing and entering data on those parcels as part of our summer field review process.

July Board of Review met on Tuesday July 16, 2024 @ 8:00 am.

The Board of Review heard 2 petitions:

- 1 Poverty Exemption
- 1 Incorrect Uncapping

Below is an update on our active MTT cases:

- JB 5070 Cascade LLC – Valuation Appeal was filed on May 14, 2024. Answer was filed on June 21, 2024. Order granting stipulation for Consent Judgment was signed on July 29, 2024.
- Village East of Ada LLC – Valuation Appeal was filed on May 7, 2024. Answer was filed on June 10, 2024. Appraisal will be completed over the next few months.
- 5200 Cascade Holdings LLC – Valuation Appeal was filed on May 3, 2024. Answer was filed on June 17, 2024. Order granting stipulation for Consent Judgment was signed on July 19, 2024.
- 5075 Cascade Road LLC – Valuation Appeal was filed on May 16, 2024. Answer was filed on May 21, 2024. Order granting stipulation for Consent Judgment was signed on July 19, 2024.

-
- Old National Bank – Valuation Appeal. (2022 & 2023) Appeal Tax years have been combined and will be heard together. Appraisals have been completed on this parcel by both parties. Waiting for hearing date to be set.

Thanks

Ada Township Fire Department



July 2024

Activity Report

Type	July	YTD
Medical	40	192
Vehicle accident	9	39
Structure fire Ada	3	10
Auto aid	3	27
Grass/ illegal burn	0	9
Fire alarm	15	68
Service call/ assist	1	10
Good intent / odor/gas	2	11
Hazardous condition/ CO	3	14
Other calls / wires	2	31
Vehicle fire	0	5
Total	78	416

Year	Month/July	YTD
2024	78	416
2023	46	363
2014	42	327

Auto aid	Received	Received	Given	Given
Department	July	YTD	July	YTD
Cannon	1	3		0
Cascade	2	8	2	10
GR Twp	1	2	1	2
Grattan		0		1
Lowell		2		8
Plainfield		0		2
Total		15		23

#	Date	Address	Description	Detail	Shift	Time	#FF	Assist
343	7-1	950 Buttrick	Med 2	Medical	1	11:01	2	
344	7-1	7689 Thornapple Club	Med 1	Medical	1	12:11	2	
345	7-2	1551 Honeycreek	Fire alarm	Canceled	1	8:35	0	
346	7-2	Cascade & Spaulding	Vehicle accident	Property damage	1	9:23	6	
347	7-2	444 Alta Dale	Med 2	Medical	1	12:38	4	
348	7-2	8945 Vergennes	Med 2	Medical	2	16:01	4	
349	7-3	7131 Bronson	Med 1	Medical	1	9:20	2	
350	7-3	7042 Adaridge	Med 1	Medical	1	10:11	3	
351	7-4	3790 Upper Lake Ct.	Structure fire	Garage fire attached	2	20:50	3	To Gr Twp
352	7-5	6600 Four Mile	Med 1	Medical	3	2:01	2	
353	7-5	911 Maple Hill	Med 1	Medical	1	8:42	3	
354	7-6	385 Stone Falls	Odor investigation	Sewer leak	2	17:47	5	
355	7-7	365 Spaulding Hills	Med 1	Medical	3	4:31	6	
356	7-7	680 Auburn Ridge	Fire alarm	Canceled	2	13:37	4	
357	7-8	6820 Adaridge	Med 2	Medical	3	3:23	4	
358	7-8	6501 Scarborough	Med 1	Medical	3	3:48	5	
359	7-8	7415 River Street	Fire alarm	Construction	1	8:21	2	
360	7-8	440 Adaway	CO alarm	Faulty detector	1	9:31	1	
361	7-8	509 Lehigh	Med 1	Medical	1	14:17	3	
362	7-8	4926 Ada Drive	Med 2	Medical	2	17:09	1	
363	7-9	901 Bridge crest	Gas leak	Outside	1	9:58	2	
364	7-9	2501 Egypt Creek	Fire alarm	Canceled	1	10:48	2	
365	7-9	6020 Fulton	Med 1	Medical	2	16:10	4	
366	7-9	512 Ada Pointe	CO alarm	False	2	21:36	2	
367	7-11	6662 Cascade	Structure fire	Canceled	1	11:06	4	To Cascade
368	7-11	552 Ada Drive	Med 2	Medical	2	20:23	2	
369	7-12	444 Ada Drive	Fire alarm	False	1	8:20	2	
370	7-13	7415 River Street	Fire alarm	Construction	4	9:02	3	
371	7-13	1403 Grand River	Wires down	Tree down	4	14:36	3	

#	Date	Location	Description	Detail	Shift	Time	# FF	Assist
372	7-13	1150 Thornapple River	Med 1	Medical	2	17:24	3	
373	7-14	7368 Schoolhouse	Med 2	Medical	4	9:23	3	
374	7-14	9173 Vergennes	Med 1	Medical	2	16:46	3	
375	7-14	Fulton & Spaulding	Vehicle accident	Two cars	2	19:08	8	
376	7-15	3200 Pettis	Structure fire	Lightning strike	3	2:12	9	From Cannon
377	7-15	7128 Fulton	Med 1	Medical	1	8:23	2	
378	7-15	1561 Pettis	Vehicle accident	Car vs tree	2	21:03	11	
379	7-16	5763 Preservation Ct	Fire alarm	Canceled	1	12:53	4	
380	7-16	5921 Two Mile	Fire alarm	False	1	14:30	4	
381	7-15	953 Thornapple River	Vehicle accident	I phone alert unfound	2	16:15	6	
382	7-17	7152 Bradfield	Med 1	Medical	1	10:02	2	
383	7-17	60028 Adacraft	Med 2	Medical	1	15:44	3	
384	7-17	8461 Conservation	Med 2	Medical	2	18:50	3	
385	7-18	5921 Two Mile	Fire alarm	False	1	12:11	3	
386	7-18	6807 N Fox Meadow	Fire alarm	Canceled	1	14:26	0	
387	7-19	8180 Conservation	Med 2	Medical	1	10:28	3	
388	7-20	Hall & Fox Hollow	Tree down	On the roadway	3	7:47	2	
389	7-20	7128 Fulton	Med 1	Medical	2	16:23	4	
390	7-20	7128 Fulton	Med 1	Medical	2	20:03	5	
391	7-20	6291 Winter Run Ct	Med 1	Medical	2	20:31	5	
392	7-20	1156 Thornapple River	Vehicle accident	I phone alert unfound	2	21:24	6	
393	7-21	7128 Fulton	Med 1	Medical	4	9:04	1	
394	7-21	Cascade & Ada Place	Vehicle accident	I phone alert unfound	4	10:03	5	
395	7-21	7254 Thornapple River	Med 1	Medical	2	19:41	5	
396	7-22	2400 Honey Creek	Med 1	Medical	1	11:11	3	
397	7-22	7399 River Street	Fire alarm	Construction	1	13:49	3	
398	7-22	7575 Fulton	Med 0	Medical	2	20:36	3	
399	7-23	6005 Grand River	Fire alarm	False	1	9:45	2	
400	7-23	431 Adaway	CO alarm	Battery problem	1	10:07	2	

#	Date	Location	Description	Detail	Shift	Time	# FF	Assist
401	7-23	7128 Fulton	Med 1	Medical	1	13:42	2	
402	7-24	261 Taos	Med 1	Medical	3	2:16	2	
403	7-24	7128 Fulton	Med 1	Medical	1	11:23	2	
404	7-25	7415 River Street	Fire alarm	Construction	1	8:45	3	
405	7-25	7234 Mountain Ash	Structure fire	Canceled	1	13:41	5	To Cascade
406	7-25	Knapp & Honeycreek	Vehicle accident	Two cars	2	17:28	4	
407	7-26	7128 Fulton	Med 1	Medical	1	9:23	2	
408	7-26	7128 Fulton	Med 1	Medical	1	15:40	3	
409	7-26	5646 Forest Glen	Structure fire	Electrical	2	20:01	8	From Cascade
410	7-26	1089 Fernridge	Med 1	Medical	2	20:21	0	From Gr Twp
411	7-27	5646 Forest Glen	Structure fire	Rekindle	3	7:47	6	From Cascade
412	7-28	8300 Bailey	Vehicle accident	I phone alert only	2	18:19	2	
413	7-29	Honeycreek & Conservation	Vehicle accident	One car	1	9:50	4	
414	7-30	7575 Fulton	Fire alarm	Canceled	1	15:32	0	
415	7-30	5060 Cascade	Med 1	Medical	1	12:04	4	
416	7-30	2194 Grand Valley	Citizens assist	Lock out of house	1	14:00	1	
417	7-30	4915 Ada Drive	Med 2	Medical	2	16:28	3	
418	7-30	6316 Clubview Ct.	Fire alarm	Canceled	2	16:55	2	
419	7-31	6829 Adaside	Med 2	Medical	1	11:10	3	
420	7-31	5101 Spaulding Plaza	Med 1	Medical	1	13:50	3	

On the Cover

The Honor Guard from the Lowell Area Fire Department leading the July 4th parade presenting the American flag.

Pump Training

Each summer we have small classes on the operation of the pumps on each of the large trucks. This gives the crews a chance to train in a small setting with the chance to ask questions with a one-on-one setting. Keystone Church on Spaulding is where the training takes place.

Medical Training

In July we had a great hands-on training covering the topic of soft tissue injuries. This is probably the injuries we see the most which can occur from bike and vehicle accidents. This covers everything from bruises to lacerations and extremity trauma.

Fire Training

Our team was busy getting the station and trucks cleaned up and looking there best for the pancake breakfast. Each truck was cleaned inside and out looking the best for the kids to check out after breakfast and to see in the parade.

Community Events

The team was busy this month at various events throughout the community. FF Kyle Kalm was on scene helping with Cars & Coffee both with traffic and a medical standby unit. Lt. Nick Dewey was at St. Matthews for their VBS graduation, and Keystone had us as an addition to their foam party. FF Rory Velting was medical standby at the car show following the July 4th parade, there was a record number of cars surpassing 200 for the first time.

Breakfast was served

A steady crowd of over 750 guests attended our 34th annual pancake breakfast. This seems to be the average number; our firefighters were backed up by our families that helped serve up some great tasting pancakes!

Museum Manager Report

Ada History Center – Kristen Wildes

July 2024

Week of July 1

- Display - participated in Centennial Properties plaque presentation on Honey Creek. Starting to develop next KDL case.
- Collections - worked with Katelyn and Gary on photo collection. Worked with Karey on new accessions. Met with and received a large donation of artifacts from Marie.
- Admin - coordinated use of Assembly Hall between Ada Township and Ada Congregational Church, created content for Ada Congregational's 175th birthday. Wrote and submitted monthly Museum Manager report to Julius. Met with Karey about volunteer coordination. Met with Ada Hotel contingent. Talked briefly with Barb about fundraising, Betty Jo about several things, Dale about holiday decorating, potential speaker about rivers, researcher from Lowell, Aleisha about gardening, 4th of July committee about the float. Coordinating image use with different Ada Hotel entities. Pinnacle came to check about cleaning supplies.
- Publicity - made social posts about: Frank Averill, the Ada Hotel signs going up, Centennial presentation, 4th of July. Wrote and submitted article for next Our Home Ada about Ada Congregational Church and Ada Township Assembly Hall. Scheduled ahead more social posts for July.

Week of July 8

- Display - wrote, printed & installed new exhibit in our KDL case about *Historic Hospitality*.
- Collections - worked with Katelyn and Gary on photographs. Worked with Karey on new accessions. Worked with Avery on scanning documents. Provided historic images for the opening of the Ada Hotel. Received donation of several items with new Ada Hotel logo and copies of the AdaView going back to the 1970s.
- Admin - working on quotes for renewing the village historical panels, creating two new panels by the dam and train bridge, and possible panels for the garden. Met with Ada Township about the upcoming AdaView. Gave a presentation at Heather Hills. Met with Liz F about developing a cemetery tour and some possible collaboration for docent training and social media posts. Helped with board packets and attended the board meeting. Worked on requested membership paperwork. Emailed with Robinson Family and a researcher of Rix Robinson's crew. Emailed with genealogy researcher. Emailed with TentCraft about our replacement tent. Scheduled to give presentation to St. Robert's OWLS program. Met with Karey about volunteer coordination. Working with Sandy on potential Museum Manager title change. Working with Dennis about keypad entry door upgrade. Emailed with Marie about promoting the Fur Trade encampment. Emailed with Marylee and Gary about using PastPerfect for fundraising and collections. Set up visit from Big Steps Little Feet. Processing some membership renewals. Coordinated on a couple garden things with Aleisha.

- Publicity - made social posts about cancelling MOL and about Kreigh Collins. Working on content for next AdaView.

Week of July 15

- Display - hosted group from Big Steps Little Feet.
- Collections - worked with Gary S. on photos and Karey on new accessions. Took in several new accessions. Organizing the paper/photo/ephemera collections.
- Admin- opened the meeting room for an ABA meeting. Met with Cynthia about our involvement with Farmer's Market and History Hop Progressive Tastings. Hosted our table at the Farmer's Market with Becky G. Gave a presentation to the Ada Hotel staff. Worked with Gary B on genealogy request. Connected with two new potential volunteers. Working with Karey on scheduling volunteers. Compiling and replenishing supplies for our tables at Music, Beers, Farmer's Market, and Fallasburg's festival.
- Publicity - scheduled social posts for the upcoming 3 weeks. Posted about volunteers Rhonda and Katelyn for our 50th anniversary, Buildings, Facilities and Grounds making our property look good, new cover photo of our barn and garden, and 1st in a series of Historic Ada Hospitality getting ready for the new Ada Hotel opening. Began draft for next AdaView working with programs/events committee. Met with Liz F. about upcoming social posts on the fur trade and on potential other collaborations.
-

July 25-26

- Display - visited the Maritime Museum in Ludington to see some of Spaces to Experiences other exhibit work. Recommend! Replaced the large comic in the Kreigh Collins exhibit with a fresh sheet to color.
- Collections - processed new artifact donations.
- Admin - purchased Ada History Center pencils for the programs committee. Ordered a small PA system for our outdoor events, per recommendation from the Parks Dept. Working with programs committee on scheduling and planning future events. Working with speaker for upcoming Native Plants presentation. Sent our group's RSVP for Ada Hotel Community opening. Supplied requested history info for Ada Hotel merchandise. HVAC service came and replaced the furnace filters. Worked with volunteers working Music on the Lawn and the Fallasburg Festival to prep supplies for our tent. We did receive the new tent cover with better and more correct colors. Coordinated briefly with Karey about volunteers and worked on a little scheduling. Picked up a new volunteer embroidered shirt from Fandangled.
- Publicity - worked on draft for Sept-Nov AdaView, had programs committee proof, and submitted to the township. Prepared draft of Month@theMuseum email and will send out today with upcoming garden lecture flyer. Boosted the garden event on Facebook. Posted the weekly MOL concert on our social media stories. Posted about Kreigh Collins book illustrations. Scheduled ahead social posts for 1st 2 weeks of August about 50 years of volunteers, 25 years since the museum opened, Ada Congregational Church 175 years history, and Kriegh Collins. Sent fur trade flyer to be copied.

Weeks of July 29

- Display - hosted 2 people for a private tour. Prepared small panel to direct visitors to Amway's website if they'd like to know more corporate history. Working on a quote for a larger element for next year's temporary exhibit.
- Collections - worked with Katelyn and Gary on our photo collection. Worked with new volunteer Addie on scanning postcards. Ordered several new archival boxes and folders for collections storage.
- Admin - worked with Sandy on party planning and preparing several procedural documents. Matt and Dave from Ada Township BFG came to close up our woodpecker hole that is being used as a bird's home and cleaned out our gutters. Met with Karey about volunteer coordination and possibly closing the museum the final Saturdays in August. More discussion to be had at the AHS board meeting. Met with Liz F about possible programming for next year's exhibit and volunteering this fall. Spoke individually with Sandy, Betty Jo, Frank, Marilyn T., Marilyn D, Aleisha, Bernie and exchanged emails with Rhonda. Worked with presenter to test technology for her presentation. Spoke with Barb about fundraising. Ordered pencils and pens for the programs committee, working on a banner for our 50th/25th. Supplied several campaign documents from 2017-19 to Marylee who is working with Barb on fundraising. Attended our native plants presentation. Prepared committee reports for next week's board meeting.
- Publicity - made social posts about the renovation of the Averill farmhouse to become the museum (for our 25th anniversary), the old Arrowhead Inn for our historic hospitality series, and about the native plants lecture. Worked with Addie on research and writing for the next Our Home Ada article about the Chase School.