MSA

PROPOSAL TO PROVIDE

Comprehensive Plan Update

Prepared for:
Village of Shorewood Hills, WI
October 1, 2019

October 1, 2019

Karl Frantz, Village Administrator
Village of Shorewood Hills
810 Shorewood Boulevard
Madison, WI 53705

Re: Proposal for the Village of Shorewood's Comprehensive Plan Update

Dear Mr Frantz:

We recognize that the Village of Shorewood Hills Comprehensive Plan update will be an important undertaking for your community in 2020. The Village's current Comprehensive Plan has served the community well, guiding a decade of development and change along the University Avenue corridor while maintaining the character of the Village. Our team at MSA Professional Services, Inc. (MSA) is familiar with the Village and we will work with you as a partner to carry forward effective policies while also anticipating and addressing new challenges.

We envision a Comprehensive Plan that blends the interests of long-term residents and more recent arrivals, and a process that solicits all perspectives to establish a shared vision of the future. We will achieve that through varied public engagement methods fit to the needs of varied residents. We propose a plan document with a similar structure to your current plan, though we also think we can streamline it a bit to make it easier for all users – residents, leadership, developers – to find and understand the Village's policy intentions.

MSA will be a committed partner. Jason and Matt live a few blocks away and frequent Village businesses. We understand the changes and challenges you have been seeing, and we want to see the Village continue to thrive over the next decade and beyond.

We are happy to answer any questions or provide additional information about our professional capacities. You will see in our proposal a base package of tasks, plus some optional additional activities to enhance the process. We look forward to the opportunity to select a final scope and schedule with you through further discussion about your preferred process. Please contact Matt Frater at (608) 421-7140 or by email at mfrater@msa-ps.com.

Sincerely,
MSA Professional Services, Inc.

Matt Frater
Project Manager, Main Point of Contact

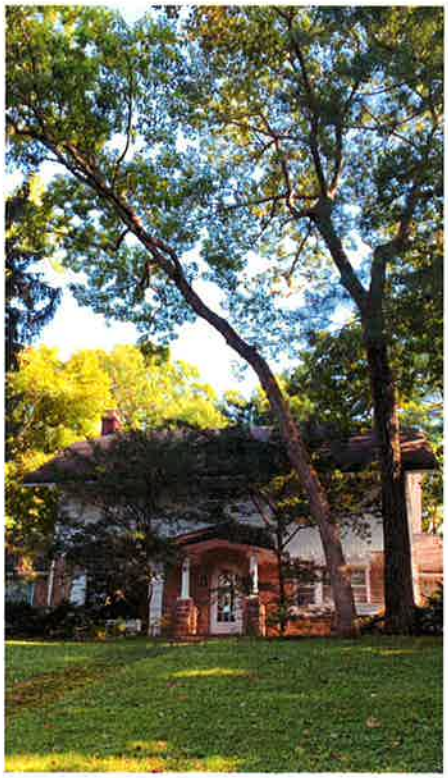
Jason Valerius, AICP
Principal in Charge

MSA PROFESSIONAL SERVICES, INC.

1702 Pankratz Street, Madison, WI 53704

Contact: Matt Frater | Project Manager
Phone: (608) 421-7140
Email: mfrater@msa-ps.com
Website: www.msa-ps.com

Table of Contents



COVER LETTER
An introduction to our team and qualifications

FIRM QUALIFICATIONS 1
A summary of who we are and what we do

PAST PROJECTS 4
Past successful projects like yours that we've completed with references

STAFF QUALIFICATIONS 7
Resumes for key personnel

PROJECT APPROACH 10
Our plan to complete your project

FEE 15
A breakdown of anticipated costs

MSA Professional Services, Inc.

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

MSA's roots reach back to the 1930s. Once a rural land survey company, our firm now consists of approximately 325 engineers, architects, planners, funding experts, surveyors, GIS experts and environmental scientists. MSA excels at helping clients identify grant and funding sources and then delivering high quality, cost-effective solutions.

Your success matters.

Client Service Quality Assurance Program

Our firm constantly strives to improve our processes and tailor the services we provide to best suit each of our clients. As part of our ongoing quality assurance program, we periodically request feedback from clients and project stakeholders to create better project outcomes for you.

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

Unlike any survey you've ever taken before, your response will initiate specific improvement for you and your project. To fully demonstrate this program, you will soon receive a survey requesting your feedback on our ability to meet your expectations throughout the proposal process. We hope you'll take a few minutes to respond, experience the process first-hand, and see how we follow-up to your feedback.

How it will work during your project:

1. The project manager or another team member asks for your feedback electronically.
2. You respond to a six-eight question, two-three minute survey.
3. Your response is immediately routed to the project team via email.
4. If any of your responses indicate exceptional performance or a problem, someone on the project team will follow-up and discuss ways to either improve the process, or make sure we continue to provide the level of service you desire.
5. We document any process changes and communicate them to the project team and back to you.

CLIENT EXPERIENCE

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

ACCURACY

98%

HELPFULNESS

96%

QUALITY

99%

RESPONSIVENESS

98%

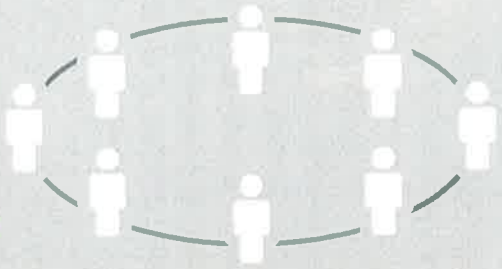
SCHEDULE

98%

SCOPE and FEES

97%

100% EMPLOYEE OWNED



63 INDUSTRY AWARDS EARNED SINCE 2010

$500 million

GRANTS & LOW-INTEREST LOANS

We've helped our clients secure to help offset the cost of infrastructure projects.

325+

TEAM MEMBERS

WISCONSIN • IOWA • MINNESOTA • ILLINOIS

ENABLING PEOPLE TO **POSITIVELY IMPACT** THE LIVES OF OTHERS **SINCE 1962**

MSA's Planning & Design Studio

MSA planning + design studio

At MSA, we know that every project starts with a plan – a clear and consensus driven vision for the future that can be realistically implemented.

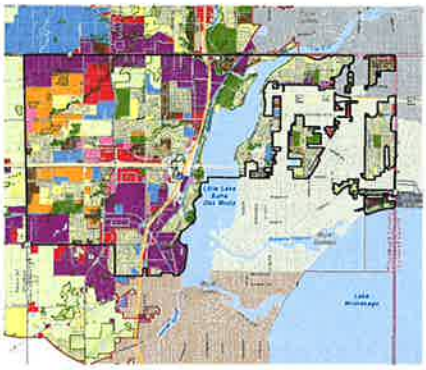
Our Planning & Design Studio is a team of 15 professionals, including seven members of the American Institute of Certified Planners (AICP) and two Professional Landscape Architects (PLA). Members of our Studio regularly give presentations on various planning topics at state and national conferences. Our planners have helped hundreds of communities and private organizations define their vision, obtain funding, and implement the improvements they seek. And, because our planners are part of a multi-disciplinary firm, they are able to engage our professional engineers and architects in the planning processes to aid our clients in developing sustainable, implementable plans.

AVAILABLE SERVICES

- Capital Improvement and Strategic Plans
- Comprehensive Plans
- Community Blight Studies
- Cooperative Boundary Agreements
- Economic Development: Market Analysis, Tax Increment Financing, Feasibility Studies
- Funding: Grant Writing, Grant Administration, Fundraising
- Housing Studies: Analysis of Impediments to Fair Housing, Market Analysis
- Impact Fee Studies
- Landscape Architecture
- Park and Recreation Planning: Park Master Plans, Comprehensive Outdoor Recreation Plans, ADA Studies
- Public Engagement
- Redevelopment Studies: Downtown, Neighborhood, Corridor, and Site Planning
- Transportation Planning: Bicycle and Pedestrian Plans, Safe Routes to Schools Plans, Access Management Studies
- Urban Design: Wayfinding, Streetscaping, and Design Standards
- Zoning: Ordinance Creation, Code Rewrites and Zoning Administration

COMPREHENSIVE PLANNING

Comprehensive plans are the cornerstone of all local planning efforts. They establish a shared vision for the future of a community and provides a framework for policy and action on many topics, typically with land use and growth policies at the core. MSA can help craft a process that fits the needs of your community, either for a completely new plan or an incremental update. We recognize the importance of effective public engagement to ensure that a plan has legitimacy and is a good fit to the needs and wants of residents and other community stakeholders.



20 NATIONAL + STATE AWARDS

Our planners have created 20 award-winning plans over the past 10 years.

A FULL-SERVICE PLANNING+DESIGN firm with project experience across the country

Joint Comprehensive Plan Update

Waunakee-Westport, WI

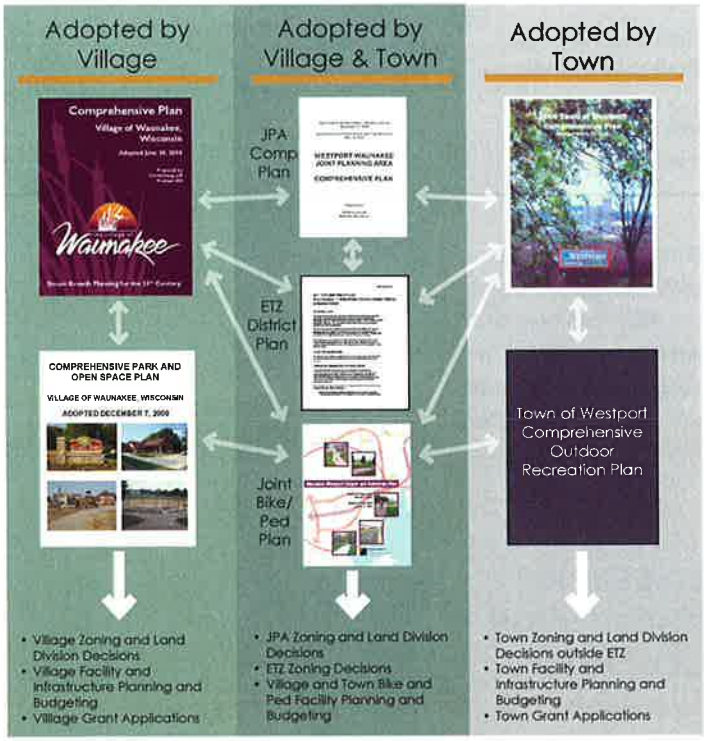
Population: 12,000

In January 2017, the Village of Waunakee and the Town of Westport adopted two plans – a Joint Comprehensive Plan and a Joint Bicycle, Pedestrian and Outdoor Recreation Plan. These adoptions culminated a year of careful coordination and shared effort, led by MSA.

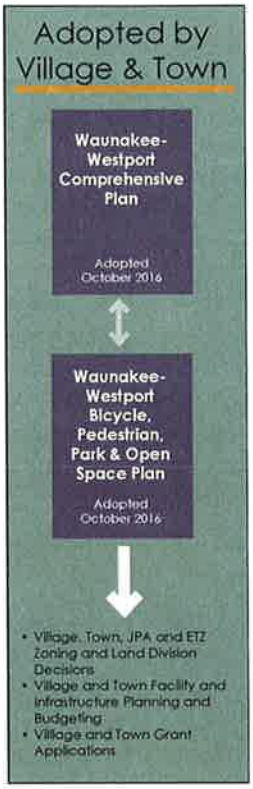
The two communities had originally sought update of a total of seven plans, including independent comprehensive plans, and selected MSA to assist with these updates based on our proposal to consolidate those seven plans into two coordinated and jointly-adopted plans.

In adopting these plans, the Village and Town renewed their commitment to collaboration and cooperation, extending a 20-year history of pragmatic effort around shared interests and community assets.

Current Plan Documents



Proposed Plan Documents



Reference Information

Kevin Even, Village Engineer
Village of Waunakee
333 S. Madison Street
Waunakee, WI 53597
(608) 849-6276
keven@vil.waunakee.wi.us

Comprehensive Plan

Fox Crossing, WI

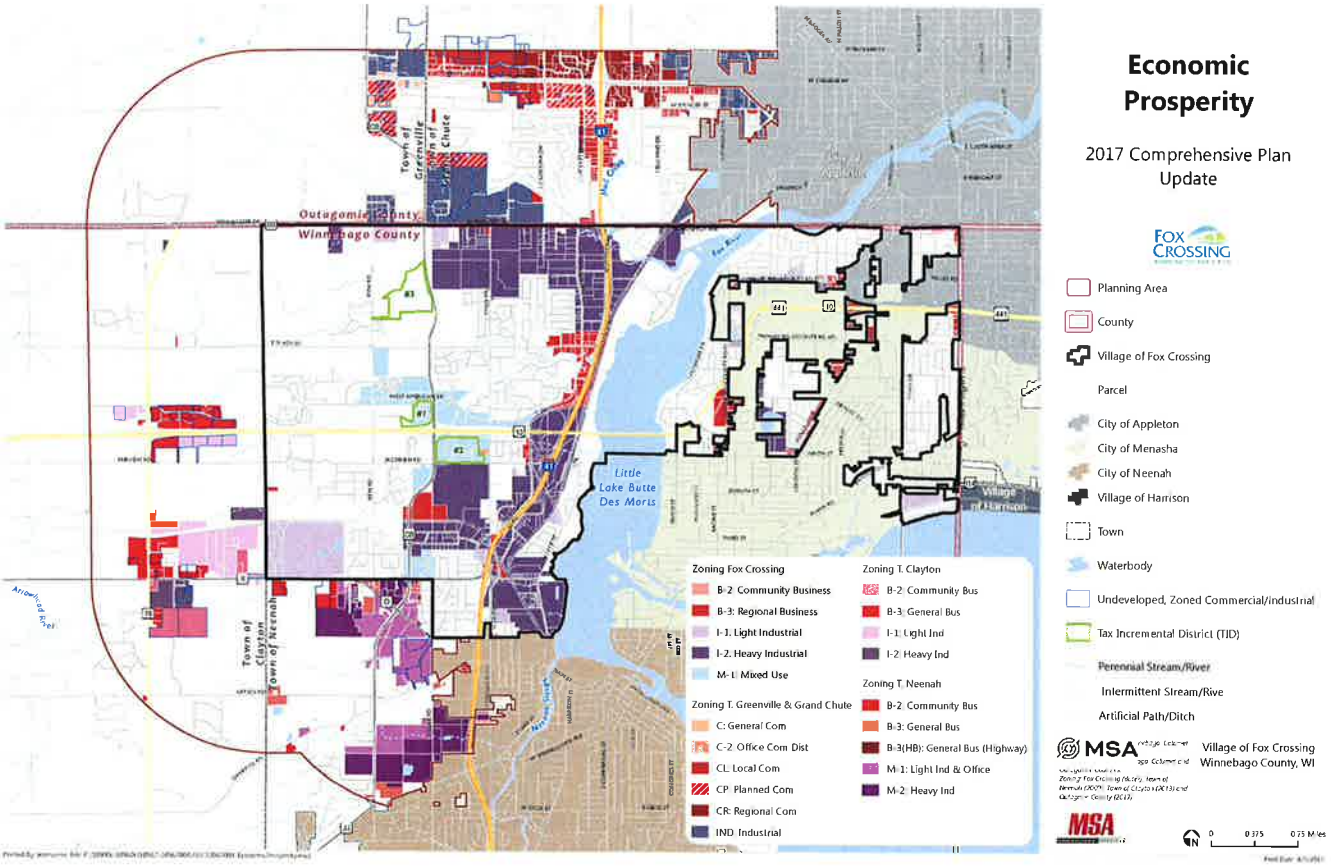
Population: 18,000

In 2016, the former Town of Menasha incorporated as the Village of Fox Crossing. Fox Crossing is located between the cities of Neenah and Appleton and is one of the fastest-growing communities in the Fox Valley. The community of nearly 20,000 residents has a number of land use issues and opportunities. The Village is bisected by Little Lake Butte des Morts and Federal Highway 41 and State Highway 10. The land on the east side of Little Lake Butte des Morts has been developed for a long time and includes several older commercial and industrial corridors that are in need of redevelopment. West of the lake, the Village is experiencing increased demand for residential, commercial and industrial development in greenfield areas. The community includes large manufacturing industries and has begun to attract large-scale office uses such as the new $70 million Secura Insurance headquarter campus.

Reference Information

George Dearborn
Director of Community Development
2000 Municipal Drive
Neenah, WI 54956
(920) 720-7105
gdearborn@foxcrossingwi.gov

The Village hired MSA to work with the community to develop a new Comprehensive Plan that addresses the growing complexity of its community with the need to manage reinvestment of existing neighborhoods while planning for continued growth and expansion. With MSA's assistance, a new community vision was developed that will guide community development over the next 20 years and beyond.



Comprehensive Plan 2019 - 2039

Palmyra, WI

Population: 2,000

Happy with the planning direction and community results over the prior decade, the Village of Palmyra needed a new Comprehensive Plan to address upcoming issues and opportunities. The MSA team conducted a series of public engagement activities, including a community survey, to identify current concerns and ideas. Drawing from that input as well as our knowledge of the community gained administering the zoning ordinance and managing the Village's TIF districts, our planning team helped to craft a fresh look for the next decade. The updated plan was designed for accessibility and ease of reference - making it easy for the Village to quickly and confidently make community decisions. The updated plan was adopted in August 2019.

Reference Information

Laurie Mueller
Clerk/Treasurer
(262) 495-8316
clerk@villageofpalmyra.com

Photo Courtesy of: https://www.shorewest.com/real-estate/wi/jefferson-county/palmyra/

Your Community. Your Plan.

Our planning team is experienced in partnering with similarly-sized communities throughout the comprehensive planning process which will allow us to create a plan as unique as your community. Through this process, the Village of Shorewood Hills will retain a Comprehensive Plan that continues to guide community conversations, decisions and transformations for years to come.

MSA takes pride in our ability to create user-friendly planning documents. We will use images and graphics to illustrate elements of the plan, and we will avoid lengthy blocks of text—all of which create a document optimal for viewing online, while also allowing it to function well in printed form.

Our proposed team, shown in the following pages, will develop the Shorewood Hills 2040 Plan update including the required nine elements under state statute 66.1001 (issues and opportunities; housing; transportation; utilities and community facilities; agricultural, natural and cultural resources; economic development; intergovernmental cooperation; land use; and implementation), maintaining the format of the current plan, and also incorporating the Sustainability Plan. The document will provide a summary of the planning process, an overview of the legal basis for the plan, and describe the relationship of this plan to other plans adopted by the Village or by other jurisdictions. We anticipate a document length of about 80 pages, with an emphasis on the maps, policies and data most likely to be needed in regular plan use.

Organizational Chart

Our project team is based in our Madison office. Your project will be led by Matt Frater, with oversight from Jason Valerius, MSA's Principal Planner. Jason will provide strategic insights and quality oversight throughout the project and will be attending key public and working meetings. Matt will serve as project manager, with primary responsibility for research, document drafting, and project coordination. Matt will attend all meetings. Amber will help create the various maps.

The Village of SHOREWOOD HILLS Wisconsin

Matt Frater
Project Manager

Jason Valerius, AICP
Principal Planner

Amber Converse
GIS Specialist

STAFF QUALIFICATIONS

Matt Frater

PROJECT MANAGER

Matt brings unique experience in planning analysis and strategies. Matt previously served as the in-house Planner for the City of Madison, Wicsonsin, Community Development Division, where he was the lead analyst, researcher and author for a series of Citywide housing reports, studies and plans. His work with the City routinely focused on tying community planning with other City strategies and initiatives, creating cohesive policies and unified municipal actions. Matt's prior work includes stakeholder engagement on federal housing policy in the MN-05 congressional district and geographic opportunity program development for the Met Council of the Twin Cities.

Education

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

B.S., Urban Studies
University of Minnesota-Twin Cities

Selected Project Experience

Comprehensive Plan, Fond du Lac, WI
Assisted in public engagement, data analysis, and design of Comprehensive Plan for the City of Fond du Lac.

Comprehensive Plan, Palmyra, WI
Led completion and adoption of Comprehensive Plan for the Village of Palmyra.

Comprehensive Plan, Waupun, WI
Led completion and adoption of Comprehensive Plan for the Town of Waupun.

Comprehensive Plan, Stubbs, WI
Led completion and adoption of Comprehensive Plan for the Town of Stubbs.

Comprehensive Plan, Sun Prairie, WI
Assisted in completion, data analysis, and quality control for the Comprehensive Plan for the City of Sun Prairie.

Housing Reports and Studies, Madison, WI*
Lead researcher, analyst, and author for a series of housing reports, studies, and plans to provide continuity of approach and engagement in serving all residents of the City of Madison's housing needs.

**Denotes experience prior to MSA.*

Jason Valerius, AICP

PRINCIPAL IN CHARGE

Jason has more than 15 years of community planning and design experience across the Midwest. He has lead the development of comprehensive plans, neighborhood plans and zoning ordinances. Trained in both planning and architecture, he has applied his urban design expertise to the creation of design standards and guidelines for municipalities, and also the design and entitlement process for private development. As Team Leader for the Madison-based Planning and Design team, Jason manages a talented staff with expertise ranging from comprehensive planning and transportation planning to park and recreation plans, landscape architecture, and urban design. Jason serves as the President of the Wisconsin Chapter of the American Planning Association.

Education

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

B.A., Government/Psychology
Lawrence University

Selected Project Experience

Waunakee-Westport Joint Comprehensive Plan and Bike and Pedestrian Updates, Village of Waunakee and Town of Westport, WI
Led the update and consolidation of seven individual and joint plans for these two communities into two jointly-adopted plans.

Comprehensive Plan, Fox Crossing, WI
Provided oversight and quality assurance for the Village's first Comprehensive Plan.

Comprehensive Plan, Burlington, IA
Led a multi-firm team to create and adopt a comprehensive plan in this vibrant river community. Project activities included community survey, focus groups, public information meetings and monthly meetings with an advisory committee.

Comprehensive Plan, Sun Prairie, WI
Lead the creation for the comprehensive plan for the City of Sun Prairie.

Comprehensive Plan, La Crescent, MN
Lead the creation for the comprehensive plan for the City of La Crescent.

Amber Converse

GIS SPECIALIST

Amber is a geographic information systems (GIS) professional with experience in the application of GIS technologies for support of planning projects, engineering design/construction projects and information management. She has a strong background in both scientific and engineering projects. Prior to joining MSA, Amber provided spatial data management and support for renewable energy engineering design and construction. Her experience includes map production, database management, GPS and survey support, web-based mapping and spatial modeling with Esri ArcGIS software.

Education

M.S., Environmental Science
University of Virginia

B.S., Chemistry
Macalester College

Selected Project Experience

Comprehensive Plan Mapping, Sparta, WI
Compiled data for comprehensive plan mapping.

Comprehensive Plan Mapping, Tomah, WI
Compiled data for comprehensive plan mapping.

Comprehensive Plan Mapping, Holmen, WI
Compiled data for comprehensive plan mapping.

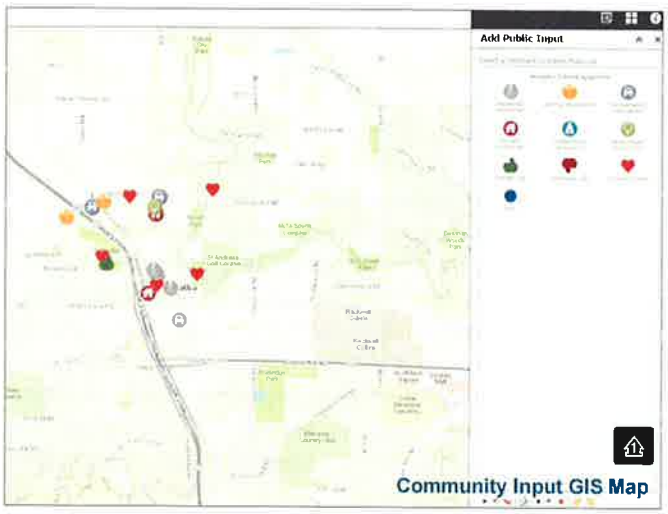
Comprehensive Plan Mapping, Rapids City, IL
Compiled data for comprehensive plan mapping.

Comprehensive Plan Mapping, Whiteside County, IL
Compiled data for comprehensive plan mapping.

TID Project, Sun Prairie, WI
Completed TID mapping.

Future Land Use Mapping, Verona, WI
Mapped ETJ boundaries for adjacent municipalities, and preparing figures to use for future land use discussions.

Zoning Map, Dane, WI
Updated zoning map.



Community Input GIS Map

Joint Comprehensive Plan Stakeholder Meeting

Planning Process

Due to the level of analysis required to update the data within the Village's current Comprehensive Plan, as well as new formatting and the identified need for community engagement and conversation, we are proposing a newly written Comprehensive Plan built around the values, goals, and objectives of the current plan. Demographics of the Village have shifted over the past decade, and we have heard the need for the entirety of the community to have a voice in shaping the new plan. We propose taking the core of the original plan, using it to guide engagement, analysis, and goals, and reformatting the document. Some aspects of the plan, for example maps of natural resource data, do not need updating. MSA will work with the Village to incorporate elements that are still relevant in order to best maintain continuity and efficiency, while bringing the guiding policy to the forefront of the document.

We recognize that the Village has recently undertaken work on a Sustainability Plan, which will be included as a chapter of the Comprehensive Plan. We will utilize this plan as more than a chapter, integrating sustainability elements into action items and objectives of the remainder of the plan to promote cohesiveness in Village policy. Our goal is to create a plan that is complementary to other recent policy initiatives.

Correspondence and Meetings

We understand the need for frequent communication and updates to allow the planning process to run smoothly. We propose the following schedule for communications with the Village Plan Commission and Board regarding materials, draft documents, and meetings:

Typical schedule

Meetings to occur quarterly throughout 2020 Q1, Q2, and Q3, with two meetings in Q4 to introduce the public hearing draft as well as adoption.

- 3 weeks prior to Plan Commission meeting: MSA to provide draft materials.
- 2 weeks prior to Plan Commission meeting: Village staff to discuss draft with MSA.
- 1 week prior to Plan Commission: Submission of material for Board/Commission packet.
- Plan Commission meeting: Present draft materials and hold working meeting.

Staff Meetings

In addition to scheduled communication prior to Plan Commission, we will work with Village Staff via email and phone conversation to move the plan along and work through any issues or opportunities which may arise. We will schedule monthly in-person updates with Village staff to discuss plan progress.

Village Committee/Commission Meetings

Shorewood Hills has several Committees which can provide valuable input toward the planning process. To ensure their involvement, not only will they be directly invited to provide input and attend all public engagement methods, but we will be available to meet with the Sustainability Committee and other relevant Committees and Commissions identified by staff and/or the Village Board for an additional hourly rate.

Plan Commission Meetings

We will meet with the Plan Commission and invite all interested Trustees to working meetings of the Plan Commission five (5) times throughout the process:

1. Project Kick Off; Visioning Session.
2. Element Review: Ag/Natural/Cultural Resources; Utilities & Community Facilities; Economic Development; Transportation.
3. Element Review: Housing; Intergovernmental Cooperation; Land Use; Implementation.
4. Public Engagement and Draft Review.
5. Recommendation to the Village Board.

Village Board

We will meet in-person with the Village Board a total of two (2) times throughout the planning process:

1. Process Kick Off, Public Participation Plan Approval.
2. Plan Adoption.

NOTE: All meetings throughout the process are to be set up by the Village. MSA will provide draft materials, notice language, and timing, but the meeting location and notifications will be coordinated by Village Staff.

Public Engagement Process

We recognize that the Village is committed to a strong effort to engage stakeholders with a set of strategies that are inclusive, creative and varied, not only to enhance the quality of the plan but also as part of ongoing efforts to help residents feel involved in and connected to the Shorewood Hills community.

Public Participation Plan

The Public Participation Plan is required by statute and must be approved by Village Board. It is also essential to the success of the planning process. The components described in this proposal are a starting point for that plan, and it will be refined in conjunction with the final project scope. We would like to help present the Public Participation Plan to the Village Board, to help kick off the process and ensure Trustee understanding of, and buy-in for, the process.

Focus Groups

Our team proposes to facilitate interviews with key stakeholders and focus groups near the beginning of the planning process, using the open house to identify interested residents. MSA will consult with staff to identify potential focus group members who did not volunteer at the open house, in order to best represent the community through more in-depth discussions. The objective of the interviews will be to gain a better understanding of the growth plans and preferences of residents, institutions, organizations and businesses.

We have budgeted for two focus groups, including the following themes for discussion:

- Community Involvement & Attachment.
- Community Identity & Change.

In addition to focus groups, we will also review City of Madison and University of Wisconsin plans and meet with City of Madison and University planning staff, as development and change around Shorewood will be driven in part by these groups.

Open Houses (2)

Open Houses are cornerstones of our Comprehensive Planning process. We will host one near the beginning and one near the end of the process. Each will be hosted in conjunction with an existing community event, when possible, such as Let's Eat Out!, Bocce Bash, or the Fourth of July event. We have found that bringing meetings to where residents already congregate is the best method to drive engagement. We will coordinate with staff to secure a location to accommodate an Open House, and are willing to adjust our methods to fit specific events and locations. In addition to traditional notification methods, to bolster participation, we will work with the Village to advertise on Nextdoor, the Village Bulletin, and at other community-utilized spaces including the country club, pool, etc.

Promotional Methods

The success of our participation methods relies upon knowledge of the opportunities for involvement. We propose the following methods to inform residents throughout the process:

Quarterly Village Bulletin Update

We will work with Village staff to create quarterly updates of the planning process and information about upcoming events to be posted in the Village Bulletin.

Flyers/posters

Physical flyers or posters can be used to help reach people that are otherwise relatively hard to reach, including those who may not realize they reside within the Village, such as renters. We suggest the posting of flyers, with permission, at apartment buildings and places of businesses throughout the Village.

Emails

Email announcements can help to promote events and input opportunities. We will also work with Village staff to request and encourage the promotional assistance of various community organizations to share our participation invitations with their own members.

Social Media

Participation opportunities can be promoted through existing Facebook and Twitter feeds, including the Police Department, Elementary School, and promoted through Nextdoor by Village residents and Trustees.

Project Maps

Project maps for the Comprehensive Plan update will utilize existing maps where feasible, such as in instances where data has not changed or there is no new data available. After review of existing maps, we anticipate use of the following for mapping purposes:

Maps Included As-Is

Map 1-1: Regional Context
Map 4-1: Historic Resources
Map 5-2: Community Facilities

MAS-Updated Maps

Map 3-1: Existing Land Use
Map 3-2: Future Land Use
Map 5-1: Utilities
Map 6-1: Road Network and Traffic Counts
Map 6-3: Bicycle & Transit Network
Map 7-1: Housing – Year Built
Map 7-2: Assessed Value of Residential Parcels
Map 7-3: Residential Improvement Value to Land Value Ratio
Map 8-1: Surrounding Area Plans

Not Needed in Plan

Map 6-2: Planned Road Network Improvements
Map 7-4: Single Family Home Square Footage

Additional Services

Rental Housing Inventory

Due to Census data consistently having a two-year delay in release and utilizing a five-year average, there are many rental units in the community that are not currently represented in available data. Beyond the community survey, we would distribute a survey to, and analyze responses from, property managers of multifamily rental properties in the Village to better understand the market for rental housing and trends that have been occurring within the market. This survey will be used to add additional detail to Housing, Economic Development, and other plan sections to provide additional insight into issues & opportunities of the Village.

Online Community Survey

Surveys can be an important component of any comprehensive planning project – they are a convenient method of participation for stakeholders and they result in easily accessible data. We propose an optional Survey Monkey survey to collect opinions on a wide range of topics within the Comprehensive Plan. MSA has had great success in scope of engagement using online surveys, especially when promoted with a mailed postcard to ensure resident notification. We could also create a hard copy version of the survey to be made available on request at Village Hall, area businesses, and recreational centers.

Online Community Input Mapping

An exciting new tool for engagement is the ability for residents to utilize online mapping tools. We would provide a sharable link to an online ArcGIS application focused on a map of Shorewood Hills that can be used by the public to identify strengths and weaknesses they would like to document and upload to the process. The app is simple to use, and provides specific data on community preferences. First, residents pick the plan topic and identify it as an issue or opportunity, then select their location using a map, and leave their thoughts. The application allows anyone, at any time, the ability to contribute to a Village-wide Issues and Opportunities Map using a computer, smartphone, or tablet.

Additional Meetings/Public Engagement

MSA can host additional community engagement events, such as pop-ups at community events like Let's Eat Out!, July 4th events, and pop-ups at other commonly-used community locations. Pop-ups would include one to two planners present at events with maps, imagery, and guiding questions to engage in resident feedback at various points throughout the process. We are also available for additional open house opportunities, and could encourage broader public engagement opportunities outside of the two base Open Houses such as an additional Open House to occur in a community space of one of the multi-unit buildings along the University Avenue corridor.

A Note about Data:

MSA uses community and stakeholder engagement in planning processes to supplement other available data sources, to verify trends, and to supplement analyses. In smaller communities, this is especially important in the planning process. The most accurate representation of community statistics is through the Decennial U.S. Census. 2020 Census Data will not begin release until 2nd Quarter 2021, and some data will not be available until 2022 – well after the planning process is complete.

Intermediate data is available through the American Community Survey (ACS), which as a sampling, and not a direct count, contains margins of error in reporting of data. For communities the size of Shorewood Hills, ACS estimates are prepared as a 5-year weighted rolling average in order to provide the most accurate possible estimates with the smallest possible margins of error. After review of available ACS data for the Village, MSA is confident that for the majority of data, margins of error are minimal enough to feel confident in analysis provided.

For datasets where margin of error is large, MSA has taken the practice of presenting data as a *range* of possible values. We feel confident in this method, and it has served smaller communities well when going through the comprehensive planning process. MSA would additionally be able to collect data ourselves to complement ACS estimates. This would be accomplished either through the optional Community Survey, and for housing statistics, an optional Rental Housing Inventory of multi-unit residential buildings within the Village.

Timeline

2020	ACTIVITY	MSA DELIVERABLES	VILLAGE RESPONSIBILITIES
March	• Kickoff Meeting with Staff • Public Participation Plan • Plan Commission Meeting #1 – Kickoff, Visioning and Public Participation Plan • Village Board Kickoff and Public Participation Plan	• Public Participation Plan	
April	• Focus Groups	• Focus Group questions and facilitation materials for review	• Focus Group identification / meeting scheduling
May - June	• Open House #1	• Presentation and engagement materials for community feedback • Promotional Materials for Open House #1	• Meeting venue arrangements and notices
July	• Plan Commission Meeting #2 Element Review – Ag/ Natural/Cultural Resources; Utilities & Community Facilities; Economic Development; Transportation	• Draft plan chapters • Presentation/Feedback Facilitation	
August	• Plan Commission Meeting #3 Element Review – Housing; Intergovernmental Cooperation; Land Use; Implementation	• Draft plan chapters • Presentation/Feedback Facilitation	• Meeting venue arrangements and notices
September	• Open House #2 – Public Workshop; Overview of Draft Plan • Plan Commission Meeting #4 – Public Feedback and Draft Plan Review	• Presentation and engagement materials for community feedback • **FULL PLAN DRAFT**	
October	• Public Review Period	• Public Hearing Draft of the Comprehensive Plan Update • Public Hearing Notice Language	
November	• Public Hearing at Plan Commission • Plan Commission Meeting #5 - Plan Commission Recommendation	• Presentation to Plan Commission	
December	• Village Board Plan Adoption	• Presentation to Village Board	

Fee

TASKS	COST
Meetings and Public Involvement	$7,500
Plan Text and Map Update	$14,000
Project Administration, Quality Assurance	$1,500
TOTAL	**$23,000**

Additional Services

SERVICES	COST
Rental Housing Inventory	$1,500
Online Community Survey	$3,000
Online Community Input Mapping	$1,500
Pop-Up Booth at Community Event	$500 - $1,000
Additional Open House Meeting	$900
Additional Plan Commission Working Meeting	$600